



## Planning and Zoning Board

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### *Case Information*

**CASE NUMBER:** Z15-001 (PLN2014-00592)  
**LOCATION/ADDRESS:** 1600 West Main Street  
**GENERAL VICINITY:** Located east of Dobson Road on the north side of Main Street  
**REQUEST:** Rezone from GC to T5-MSF  
**PURPOSE:** Mixed-use residential & commercial development  
**COUNCIL DISTRICT:** District 3  
**OWNER:** Amelia/Tenth, LLC; Aurret 1, LLC; PHD Equities, LLC  
**APPLICANT:** William Schneider, Turnstone Dev. Corp. of AZ  
**STAFF PLANNER:** Tom Ellsworth

### **SITE DATA**

**PARCEL NUMBER(S):** 135-65-156, -157  
**PARCEL SIZE:** 1.14± acres  
**EXISTING ZONING:** General Commercial (GC)  
**GENERAL PLAN DESIGNATION:** Neighborhood/Transit Corridor  
**CURRENT LAND USE:** Auto Dealership

### **SITE CONTEXT**

**NORTH:** Single Residential – zoned RS-6  
**EAST:** Commercial – zoned GC  
**SOUTH:** (across Main St) EVIT – zoned PS  
**WEST:** Commercial – zoned GC

### **ZONING HISTORY/RELATED CASES:**

**June 21, 1958:** Annexed into the City of Mesa (Ord. 353)

**STAFF RECOMMENDATION:** Approval with conditions.

**P&Z BOARD RECOMMENDATION:** ☒ Approval with conditions. ☐ Denial

**PROPOSITION 207 WAIVER SIGNED:** ☒ Yes ☐ No

### PROJECT DESCRIPTION/REQUEST

The applicant is requesting to rezone approximately 1.14 acres from General Commercial (GC) to a T-5 Main Street Flex (T5-MSF) transect from the Form Based Code. Form-Based Codes are an alternative approach to “conventional” zoning that reinforces walkable, sustainable, mixed-use environments and development and builds upon the character of a place. Form-Based Codes foster predictable built results and a high-quality public realm by using physical form (rather than the separation of uses) as the organizing principle for the code.

The form-based code sets land use and building form types and standards within “Transect Zones.” These transect zones vary in density and intensity based upon the desired characteristics of the proposed area of the community. The intent of the T5-MSF transect is to provide a flexible area that can transition from the commercial district to residential district by allowing a mixture of ground floor uses including live/work and ground floor residential that could transition to commercial space when the commercial corridor matures. The T5-MSF transect allows the following building forms:

- Apartment House
- Courtyard Building
- Main Street Mixed-Use
- Mid-Rise

Each of these building types, built within the prescribed development standards of the T5-MSF transect, create the opportunity for a mixed use type of development with buildings positioned out along the street frontage in a higher density vertical mixed use configuration. The following are illustrations of these types of buildings.



The next step for the applicant will be to submit a site plan and elevations for review of a zoning clearance to develop the property in accordance with the T5-MSF transect. This review is done administratively. The applicant is currently working on a development that will meet the development standards of the T5-MSF transect and will be submitting a site plan for a zoning clearance to staff in the near future to allow for the development of a multi-family live/work development. The applicant has provided a description of the anticipated development within the project narrative.

### **NEIGHBORHOOD PARTICIPATION**

The applicant has implemented an extensive citizen participation plan in order to inform neighbors and solicit feedback and comments on the request. Two neighborhood meetings were held. The first was held at EVIT, 1601 West Main Street, and the second was held at Adelante Healthcare at 1705 West Main Street. The applicant has also met with neighborhood groups including RAILmesa. The site was also the subject of a neighborhood visioning process in 2006 with ASU and the West Mesa CDC.

The applicant mailed flyers to all property owners within 500' of the site, hand delivered flyers to the three streets north of the site, and mailed letters to all HOA's and registered neighborhoods within 1-mile of the site. The Citizen Participation report also outlines an extensive outreach effort through electronic media.

Neighborhood concerns focused on height and privacy for the neighbors, parking, colors, tree locations, and possible landscaping of the alley. The applicant was able to address each of these concerns and has not reported any further concerns from neighbors. To date staff has not received any comments or concerns from surrounding neighbors regarding the request.

### **CONFORMANCE WITH THE MESA 2040 GENERAL PLAN**

The goal of Mesa 2040 General Plan is to establish and maintain neighborhoods and to build a sense of place in neighborhoods and in commercial/employment areas of activity. Rather than focusing on individual land uses, the Plan focuses on the "character of development in different areas." Character types combine concepts of land use with building form and intensity to describe the type of area being created through the development that occurs.

#### **Criteria for review of development**

State statutes require that all adopted zoning and rezoning ordinances be consistent with the adopted General Plan. Determining consistency with the General Plan requires a review of the proposal against the character area requirements and the other goals and policies of the Plan and any adopted sub-area plans. The following criteria have been developed for use during the review process to determine whether or not the proposed development is achieving the vision and goals established in this Plan and thus meeting the statute requirements.

#### **1. Is the proposed development consistent with furthering the intent and direction contained in the General Plan?**

The General Plan focuses on creating land development patterns that emphasize the character of place and focusing on those principles that build neighborhoods, stabilize the job base, and improve the sense of place.

*The proposed zoning and use of this property is consistent with the guiding principles of the General Plan.*

The Plan also describes 5 key elements to be considered with development to help move the City toward the goal of becoming a more complete, recognizable City. The five elements include:

1. High Quality Development
2. Changing Demographics
3. Public Health
4. Urban Design and Place-Making

## 5. Desert Environment

*The requested rezoning to the form-based code for this parcel will allow the development of this property, along the transit corridor, to more appropriately meet these key elements. The T5-MSF transect will facilitate a higher quality of development that meets the changing demographic and character along West Main Street to a higher-intensity mixed-use environment. This transect will facilitate the improvement of the built environment by providing the tools necessary to create a greater sense of place through urban design.*

### 2. Is the proposed development consistent with adopted sub-area or neighborhood plans?

This area is within the boundaries of the West Main Street Area Plan. The area plan was created to capture the community's vision for the area to reflect the potential for redevelopment in concert with the development of light rail on Main Street.

The Plan focuses on the increasing opportunities for development along the light rail line, and discusses the strategies for the expected change in character of the West Main Street Area towards higher intensity and diversity. The intent of the plan is to proactively provide for transit-oriented development that contains mixed-use development and transit supportive densities. The transit-oriented development design imperatives of the plan for the area emphasize density, mixed-use, shade and pedestrian-friendly streets.

*The proposed request for the T5-MSF transect from the form based code is consistent with the sub-area plan.*

### 3. Is the proposed development consistent with the standards and guidelines established for the applicable character type(s)?

Figure 7-1 of the Mesa 2040 General Plan shows this area designated as a Transit District character type as part of the light rail corridor. The focus in this character type is to develop a mixed-use, pedestrian-oriented, urban environment, particularly within walking distance of transit stops. This character type overlays the other character types and is used to transition the area into a more transit- and pedestrian-oriented development form. This overall category is divided into corridors and station areas.

The proposed site is appropriate to be designated as a Corridor subtype. This character type applies to development of the corridors between stations and stops and will be less intense, but should still evolve into a more urban pattern with buildings brought close to the front property lines and parking behind or beside buildings. Streets should maintain a pedestrian orientation, but first floors of buildings may not contain active uses.

*The proposed rezone to T5-MSF zoning is an appropriate zoning district for the character type. The form and development standards of the form based code will more appropriately guide the character of development to conform to both the General Plan and the West Main Street Area Plan.*

### 4. Will the proposed development serve to strengthen the character of the area by:

- **Providing appropriate infill development;**

*Yes, this request will facilitate infill development on the site of a vacated auto dealership.*

- **Removing development that is deteriorated and/or does not contribute to the quality of the surrounding area;**

*This request will allow the redevelopment of the site from an older automotive use to a higher intensity mixed use development appropriate for the Transit Corridor. The request will facilitate the development of the property to more easily conform to the vision of General Plan and West Main Area Plan than conventional zoning.*

- **Adding to the mix of uses to further enhance the intended character of the area;**

*The proposed transect will allow a mixture of uses on the site appropriate to the Transit Corridor character type.*

- **Improving the streetscape and connectivity within the area;**

*The requirements of the form-based code will facilitate the beginning of creating a streetscape with a transit-oriented urban form along the Main Street corridor.*

- **Improving safety within the area;**

*Development consistent with current development standards and codes will increase safety in the area.*

- **Adding to the sense of place;**

*The form-based code was specifically adopted to guide development to create a greater sense of place. The form-based code focuses on the form and the built environment to ensure that the allowed land uses take place within a well-designed urban form.*

- **Meeting or exceeding the development quality of the surrounding area?**

*The building and form standards of the T5-MSF transect require an emphasis on the quality of new development on the site. This request will require future development on the site meet or exceed the quality of the surrounding area.*

5. **Does the proposed development provide appropriate transitions between uses? In more urban areas these transitions should generally be accomplished by design elements that allow adjacent buildings to be in close proximity to one another. In more suburban locations these transitions should be addressed through separation of uses and/or screening?**

*Yes, the proposed transect requires a building form that focuses on a transition from an Urban form along Main Street to the adjacent single-residential uses to the north. This will be specifically reviewed with the approval of the zoning clearance letter when the site plan is submitted.*

6. **Compliance with the character area is based on both the zoning being consistent with the range of zoning designations approved for each character type and on the development form, design, and quality being consistent with the standards and guidelines provided in this Plan, any adopted sub-area or neighborhood plans, and the context of the neighborhood surrounding the proposed development.**

*Yes, the proposed T5-MSF transect is in compliance with the Transit District Character Type from the General Plan and the Transit-Oriented Development Corridor from the West Main Street Area Plan.*

### STAFF SUMMARY:

The applicant is requesting to establish a T5-MSF transect from the form based code on 1.14± acres in order to facilitate the development a higher-density mixed use development. The site is located on the north side of Main Street about a quarter-mile east of the Sycamore Light Rail Station. The site is the former Sun-Pontiac Dealership and has been intermittently utilized over the past several years as a parking lot and display area for auto dealerships, but has mostly been unused.

With the development of the light rail station in the area and the expansion of light rail down Main Street these older auto-dealership sites are becoming primed for redevelopment. In anticipation of this redevelopment the City has developed and implemented the West Main Street Area Plan to guide the redevelopment of Main Street and has designated the site as a Transit District within the General Plan.

The T5-MSF transect includes building types and forms that are consistent with the Goals, Policies and Objectives of the General Plan and West Main Street Plan.


Staff is currently working with the applicant as the site plan develops and the applicant identifies the building type(s) that will define the development. As the site plan is designed it will need to meet the form standards of the form-based code which will dictate a building that engages the street. Attention will also be paid for the transition to the single-residence neighborhood to the north. Staff finds the requested transect appropriate to the neighborhood context and that the project is developing toward a Zoning Clearance.

### Conclusion:

The designation of this site to T5-MSF will result in development that is in more complete conformance with goals and objectives as found in the Mesa General Plan, applicable sub-area plans, and other adopted Council policies, than the use of non-transect zones and requirements. Therefore staff recommends approval with the following conditions:

### CONDITIONS OF APPROVAL:

1. Compliance with all City development codes and regulations.
2. All street improvements and street frontage landscaping to be installed with the first phase of development.
3. **Completion of a Zoning Clearance process per 11-56(E).**

T5MSF	
	
T5 Main Street Flex	
Intent	To provide a flexible area that can transition from the commercial district to residential district by allowing a mixture of ground floor uses including live/work and ground floor residential that could transition to commercial space when the commercial corridor matures.
Desired Form	Live-Work/Commercial/Residential
General Use	
Ground Floor: Live/Work, Commercial, or Residential	
Upper Floor Residential or Commercial	
Parking	
Low Parking Requirements to promote walkability; Commercial parking handled as a part of a Downtown Commercial District, off-street structured residential parking	