

6350 EAST MAIN STREET

Case Number: PL2015 – 00249

Infill Development District-1

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6350 East Main Street
Infill Development District-1
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6350 East Main Street

Infill Development District-1

Development Team

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I. Introduction

This application ("Application") requests to rezone the approximate 0.63 acres generally located at the northwest corner of Main Street (frontage road) and 64th Street ("Property") from Limited Commercial ("LC") to Infill Development District-1 ("ID-1") to generally allow for uses permitted in the General Commercial ("GC") zoning district. The Application will facilitate the redevelopment of a "by-passed," "underutilized" property within an aging part of the City of Mesa.

The existing LC zoning district on the Property permits limited retail and service uses, such as restaurants, coffee shops and cafes, banks and financial institutions, offices, recreation, personal services, entertainment, and other retail sales. This Application simply expands on the existing permitted uses with other service and employment uses permitted in the GC zoning district that are appropriate in scale and context with the surrounding area. This Application will provide additional opportunities for commercial/retail, entertainment and service-oriented and employment uses that serve the surrounding residential area within a one- to two- mile radius.

II. Location and Context

The Property is bounded to the north by an alley; to the east by 64th Street; and to the south by the Main Street frontage road. Improvements to the Property include an existing 1,800 square-foot building, parking spaces and pole sign. Moving beyond the Property's immediately adjacent boundaries, the properties to the north and northwest across the alley, and to the northeast across 64th street are existing apartments zoned Multiple-Family R-4 in unincorporated Maricopa County. The properties to the east across 64th Street, to the south across Main Street, and to the west are commercial uses zoned LC and GC. The proposed permitted uses are consistent with and complement the existing surrounding land uses and zoning.

III. General Plan Conformance

The Mesa 2040 General Plan ("General Plan") designates the Property as Mixed-Use Activity ("MUA") character area. The MUA character area includes commercial/retail, office, entertainment and (where appropriate) residential. The goal of the MUA character area is to provide strong and viable development activity that attracts people to a mix of uses and is consistent with the needs of today's consumers. The Application is consistent with the MUA character area.

The Property is also located within the “Proposed Transit Corridor.” (As stated in the General Plan, the Property is not subject to the requirements of this character type until such time a final decision is made to implement the transit improvements for a given area.) The Proposed Transit Corridor designates properties for light rail and other high capacity transit area that can develop with more intense, walkable urban environment. While this Application is not subject to the Proposed Transit Corridor, it does consider the long-term planning goals along east Main Street. Accordingly, the Application includes development standards, such as reduced building setbacks, increased building height, increased lot coverage, and shading and trees along the perimeter, that will potentially engage the street and create an interested and active street environment.

Superstition/Power Road Economic Activity District

The Property is located within the Superstition/Power Road Economic Activity District, which encourages employment opportunities associated with State Route Loop 202 and US 60 Freeway. In particular, the Property is located within the **South Power Road Economic Activity District**, which is described as:

This corridor includes a mix of education, healthcare and retail industry clusters, is served by transit, and has direct access to the 202 and US 60 Freeways making it readily accessible from throughout the East Valley. The location around Main Street and Power Road has the opportunity to redevelop as an urban core serving East Mesa. The focus in this area will be on maintaining and expanding existing industry clusters with special emphasis on healthcare, education, and commercial redevelopment.

In addition, the Economic Development Advisory Board adopted the following statement to further the goal of the South Power Road Economic Activity District:

The City of Mesa is committed to the foundational principal that economic opportunity for its residents is an essential element for the City to thrive . . . the City of Mesa has several areas that offer some of the most significant potential for economic growth in the entire city . . . the City of Mesa will do everything necessary . . . to promote them aggressively, and develop them to their highest economic potential.

The South Power Road Economic Activity District recognizes the properties along east Main Street and the adjacent subdivisions as having the potential to becoming vibrant, appealing and dynamic. The City of Mesa seeks to reverse the decline of urbanized areas in the community redevelopment and revitalization. The properties in proximity of Main Street Power Road have the opportunity to redevelop as an urban core serving East Mesa.

The Application furthers the goals and objectives of the South Power Road Economic Activity District by 'jump-starting' reinvestment in the properties along east Main Street. The Application specifically recognizes that new zoning will promote community and economic stability, strengthen the character of the area with leased space, and encourage reinvestment, which is an essential redevelopment tool. The proposed mix of land uses and site improvements will help to stimulate and strengthen the overall quality of life for the residents and businesses in the City of Mesa. Moreover, this Application will help to increase property values, improve appearance, and incentivize other nearby property owners to make improvements.

The development proposal is also consistent with and will further many other goals and objectives established in the General Plan, including:

Character Area P4: In areas with the Mixed Use Activity District character type, development will be reviewed for the opportunity to enhance the vitality of these districts by providing the right mix of uses to meet the community and regional needs, and for compliance with any approved sub-area or neighborhood plan for the specific area.

The development proposal provides the appropriate mix of uses to meet the community and regional needs. The Application accommodates a mix of land uses, including commercial/retail, office, employment and service, providing new opportunities for existing and future residents in the area to shop, work and dine within close proximity of where they live. Further, this Application supports the planned land use patterns and uses that will be needed to accommodate the future redevelopment and reinvestment in the area.

Land Use P1: Develop a land use pattern throughout the City that helps create and maintain diverse neighborhoods, maintains locations for employment uses, provides for dynamic and inviting locations for shopping and recreation, achieves compatibility with surrounding communities, and is consistent with other plans and programs of the City.

The Application creates and maintains locations for employment uses, provides for dynamic and inviting locations for shopping, achieves compatibility with the surrounding properties, and is consistent with the goals and objectives of the City of Mesa. The development proposal provides new opportunities for a well-balanced mix of commercial/retail, office, employment and service uses adjacent to existing multi-family residential units furthering this goal.

Land Use S1: Update and adjust land use tools as necessary to respond to changing community needs and implement the General Plan.

The City of Mesa has a long history of success with retail development. The former in-line commercial center (prior to the fire) was successful. However, over the past decade the tremendous growth in the greater Phoenix-area has spurred surrounding municipalities to develop their own retail outside of Mesa's city limits. In addition, newer developments, such as Fiesta Mall, Superstition Springs, Tempe Marketplace and other 'power' shopping centers in the area, have created competition with Mesa's retail areas and have drawn businesses away from east Main Street. As a result, Mesa has seen an increase in vacant retail space. This Application strengthens Mesa's ability to provide quality opportunities by redeveloping an existing center into a viable commercial/retail, office, employment, and/or service-oriented center that draws upon the surrounding neighborhoods for its identity and main customer base.

IV. ID-1 Purpose and Intent

The purpose of the proposed ID-1 zoning district is to promote and facilitate the redevelopment of by-passed, underutilized property. The Application provides for the establishment of specific land uses and development standards to stimulate reinvestment and redevelopment of the Property that will contribute to the creation of high-quality commercial, employment and other service opportunities that will improve the overall economic vitality of the area and the City of Mesa.

The intent of the proposed ID-1 zoning district is to:

1. Encourage flexibility in the redevelopment of by-passed, underutilized property that meets the applicability criteria below for establishment of this district through the use of Infill Incentive Plans.

2. Encourage the use of innovative approaches to development that utilize sustainable development practices and incorporate environmental performance standards.
3. Where an urban form is anticipated or desired, encourage a mix of uses in close proximity of each other to promote pedestrian activity and reduce vehicle miles traveled. This goal includes consideration of off-site activities.
4. Facilitate the redevelopment and use of the Property where the public infrastructure is in place.

V. ID-1 Applicability

According to Section 11-12-2 of the Mesa Zoning Ordinance, an ID District may be established for any area where the City Council finds that the property meets the definition of “by-passed parcel” as defined in the Mesa Zoning Ordinance, without regard to lot size. The City Council must also find that the area within the district meets certain requirements, including the following:

1. There is a high percentage of vacant older or dilapidated buildings or structures.
2. There is a high percentage of vacant or underused parcels of property, obsolete or inappropriate lot or parcel sizes, buildings designed for obsolete land uses, or environmentally contaminated sites.
3. There is an absence of development and investment activity compared to other areas in the City.

The Application meets the above three requirements. The Property was originally improved in the 1970s with an approximately 10,100 square-foot in-line commercial center. However, a fire in 2012 destroyed most of the center, leaving an approximately 1,800 square-foot portion of the building near the southeast corner of the Property. The concrete pad where the building was located (prior to the fire) still remains on the north-half of the Property. Following fire, the 1,800 square-foot building was occupied by a hair salon and later a pawn shop, which eventually closed in 2013. The Property Owner has been actively marketing and tenating the Property ever since.



Current photograph of the Property looking northeast.

The Property and properties along east Main Street make-up one of the oldest parts of the City of Mesa. East Main Street faces many community development challenges. The barriers and opportunities to support and maintain viable and healthy commercial and employment centers along east Main Street vary considerably from other parts of the City of Mesa.

Historically, Main Street was one of the primary east-west thoroughfares in the City of Mesa. In particular, the commercial/industrial properties along east Main Street and the adjacent subdivisions were primarily developed during the large population growth in the 1970s and 1980s. These properties, which are now 30 to 40 years of age and experiencing decline, present a variety of challenges to the City of Mesa, the community and their property owners. A majority of these properties are underutilized or vacant buildings, or dilapidated and obsolete as a result of being neglected by their owners. Private developers and property owners are hesitant to invest in the properties along east Main Street, which has resulted in limited commercial, service and employment opportunities to the residents of the City of Mesa. Below are photographs of underutilized, vacant, dilapidated and obsolete buildings/properties within close proximity of the Property.



*Photograph of the property to the immediate west of the Property.
Note the leasing information in the window.*



*Photograph of the property further west of the Property.
Note five of the eight suites are vacant.*



Photograph looking northwest at the property east of the Property across 64th Street.
Building is currently vacant.



Photograph of properties further east of the Property.
Note the vacant suite and obsolete restaurant.



Photograph looking at the property at the southwest corner of Main and 64th Streets.



*Photograph looking at the property at the southwest corner of Main and 64th Streets.
Note the "For Lease" signs on both the anchor and in-line suites.*

These existing conditions significantly depress property values and reduce the quality of the life for the area. They contribute to neighborhood instability and disinvestment, and cause community decline.

By-Passed Parcel Definition and Criteria

Section 11-87 of the Mesa Zoning Ordinance, a "by-passed parcel" is defined as, any lot or parcel which meets all of the following:

1. Does not exceed 2.5 net acres, and has been in its current configuration for more than 10 years.

The Property is approximately 0.63 acres and has been in its current configuration since being subdivided, which occurred more than 10 years ago.

2. Is served by, or has direct access to, existing utility distribution facilities.

The Property is served by existing utilities/infrastructure facilities in Main Street and/or 64th Street.

3. Is surrounded by properties within a 1,200-foot radius in which greater than 50% of the total number of lots or parcels have been developed 15 or more years-ago.

The Property and surrounding properties within 1,200-foot radius were improved in the 1970s, more than 40-years ago.

The Property complies with the definition criteria for a "by-passed parcel."

6350 EAST MAIN STREET

Case Number: PL2015 - xxxx

Citizen Participation Plan

Submitted: June 2, 2015

6350 East Main Street
CITIZEN PARTICIPATION PLAN
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CITIZEN PARTICIPATION PLAN
Development Team

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I. Introduction

This Citizen Participation Plan is submitted concurrent a Rezone application (the "Application") on the approximate 0.63 acres generally located at the northwest corner of the Main Street frontage road and 64th Street (the "Property"). The Application seeks to change the zoning designation on the Property from Limited Commercial (LC) to Infill Development District-1 (ID-1) to facilitate the redevelopment of an underutilized property within an aging part of the City of Mesa.

II. Contact List

Parties affected by the Application may include property owners within 500-feet of the Property as identified by the Maricopa County Assessor's Map, residents, registered neighborhoods, homeowners associations and other neighborhood entities identified by the City of Mesa, interested parties which have requested that they be placed on the Contact List for the Application, and other interested parties identified by the City of Mesa.

III. Notification

Property owners, residents, registered neighborhoods, homeowners associations and other interested parties affected by the Application should be notified of the rezone request through an informational mailing, and an organized neighborhood meeting if required by the City of Mesa or the community.

IV. Response Procedures

The Applicant shall respond to parties affected by the Application that express interest. Individual meetings will be conducted upon specific request. The City of Mesa will be available to answer questions regarding the review and public hearing process.

V. Status Procedures

The Applicant shall keep the City of Mesa informed of the status of its citizen participation efforts. Copies of the Application containing the complete details of the request shall be kept on file with the City of Mesa.

VI. Inquires

Inquiries will be documented in the Citizen Participation Report.

VII. Schedule for Implementation

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| 1. Pre-Application Meeting: | May 19, 2015 |
| 2. Rezone Application Submitted: | June 2, 2015 |
| 3. Meeting with Staff: | TBD |
| 4. Neighborhood Meeting: | TBD |
| 5. Site Posting for
Planning and Zoning Board: | TBD |
| 6. Citizen Participation Report submitted: | TBD |
| 7. Planning and Zoning Board: | TBD |
| 8. City Council introduction hearing: | TBD |
| 9. City Council final vote hearing: | TBD |