

# **6350 EAST MAIN STREET**

Case Number: PL2015 – 00249

Infill Development District-1

Infill Incentive Plan Narrative

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**6350 East Main Street**

Infill Development District-1

Development Team

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## Infill Incentive Plan

According to Section 11-12-5 of the Mesa Zoning Ordinance, a request for an Infill Development District shall be accompanied with an Infill Incentive Plan. This Infill Incentive Plan ("IIP") shall be reviewed and approved as the regulating document for property development within the Infill Development District. The adopted IIP will establish objectives, land uses, development standards, and incentives for the specific infill district.

### A. IIP Map

See enclosed IIP Location of Transportation and Transit Corridors and IIP Existing Site Improvements maps.

### B. Statement of Need

As shown on the below historical aerial maps, the Property was once a thriving commercial/retail center.



2000



2004

However, a fire in 2012 destroyed most of the center, leaving only a small portion of the building near the southeast corner of the Property.



2012

As a result of the fire, the Property Owner stopped receiving rent payments from the tenants that were displaced. Without a steady source of income, the Property Owner has been unable to market, consistently tenant, and redevelop the Property. Consequently, the Property has

become a “by-passed,” “underutilized” property eligible for rezoning to the ID District.

### **C. Development Goals**

- A. Expand the permitted uses on the Property to immediately attract long-term tenants/users. Establish a consistent source of income and reinvest it for more substantial site improvements, such as the future construction of a new building.
- B. Facilitate mixed-use, transit-oriented development that takes advantage of existing and future transit opportunities.
- C. Promote building forms that are appropriate and reinforce east Main Street.
- D. Improve the appearance of the Property. Install perimeter landscaping and construct a solid wall along the north property line as part of Phase I described below.
- E. Market the Property to potential medical or office tenants/users that will complement the Banner Health facility to the south.
- F. Respond to the South Power Road Economic Activity District by reversing the decline of the Property.

### **D. Development Regulations**

The intent of this Application is to modify certain Mesa Zoning Ordinance permitted uses and development regulations to facilitate a quality, context specific development that fulfills the intent and purpose of the Infill Development District's goal and objectives. The Mesa Zoning Ordinance is applicable to the Property except for modifications provided herein.

#### **Permitted Uses**

The land use regulations for the proposed ID-1 zoning district are established by letter designations as follows:

**“P”** designates use classifications permitted as a matter of right.

**“SUP”** designates use classifications permitted on approval of a Special Use Permit.

**“CUP”** designates use classifications permitted on approval of a Council Use Permit.

**“-“** designates a prohibited use.

Uses permitted as a matter of right, by Special Permit, or by Council Use Permit set forth below shall comply with the Additional Use Regulations and Notes in Table 11-6-2: Commercial Districts of the Mesa Zoning Ordinance, unless otherwise stated in the Development Standards (below).

<b>LAND USE</b>	
<b><i>Residential Use Classifications</i></b>	
Single Residence – Attached*	-
Multiple Residence	P
Correctional Transitional Housing Facility*	-
Group Housing*	-
Home Occupations*	-
<b><i>Public and Semi-Public Use Classifications</i></b>	
Clubs and Lodges	P
<b><i>Colleges and Trade Schools, Public or Private</i></b>	
Colleges and Universities	P
Commercial Trade Schools	P
Community Center	P
Industrial Trade Schools	P
Community Gardens	P
Cultural Institutions	P
Day Care Center	P
Government Offices	P
<b><i>Hospitals and Clinics</i></b>	
Clinics	P
Hospitals	P
Nursing and Convalescent Homes	P
Parks and Recreation Facilities	P
Places of Worship	P
Public Safety Facilities	P
Schools, Public	P
Schools, Private	P
Social Service Facilities	CUP

LAND USE	
<b>Commercial Use Classifications</b>	
<b>Animal Sales and Services</b>	
Small Animal Day Care	P
Kennels	P
Pet Stores	P
Veterinary Services	P
Artists' Studios	P
<b>Automobile/Vehicle Sales and Services</b>	
Accessory Automobile Rentals	P
Automobile Rentals	P
Automobile/Vehicles Sales and Leasing	P
Automobile/Vehicles Repair, Major (no minimum acreage requirement per Section 11-35-6.A)	P
Automobile/Vehicle Services and Repair, Minor (no minimum acreage requirement per Section 11-35-6.A)	P
Automobile/Vehicle Washing**	P
Large Vehicle and Equipment Sales, Services, and Rental	P
Service Stations	SUP
Banks and Financial Institutions	P
With Drive-Thru Facilities	P
Banquet and Conference Center	P
Building Materials and Services	P
Business Services	P
Commercial Entertainment	P
<b>Commercial Recreation</b>	
Small-Scale	P
Large-Scale	P
<b>Eating and Drinking Establishments</b>	
Bars/Clubs/Lounges	P
Coffee Shops/Cafes	P
Restaurants, Bar and Grill	P
Restaurants, Full-Services	P
Restaurants, Limited Service	P
With Drive-Thru Facilities	P
With Outdoor Seating Areas	P
With Live Entertainment	P
With Off-Track Betting	P
Farmer's Market	P
<b>Food and Beverage Sales</b>	
Convenience market	P/SUP
General Market	P
Funeral Parlors and Mortuaries	P
Accessory Crematorium	P

<b>LAND USE</b>	
<i>Hotels and Motels</i>	P
<i>Light Fleet-Based Services</i>	P
<i>Live-Work Units</i>	SUP
<i>Maintenance and Repair Services</i>	P
<i>Non-chartered Financial Institutions**</i>	P
<b>Offices</b>	
<i>Business and Professional</i>	P
<i>Medical and Dental</i>	P
<i>Parking, Commercial</i>	P
<i>Personal Services</i>	P
<i>Plant Nurseries and Garden Centers</i>	P
<b>Retails Sales</b>	
<i>General</i>	P
<i>Large Format</i>	P
<i>Pawn Shops</i>	CUP
<i>Tattoo and Body Piercing Parlors</i>	P
<b>Employment Use Classifications</b>	
<i>Handicraft/Custom Manufacturing</i>	P
<i>Light Assembly/Cabinetry</i>	P
<i>Research and Development</i>	P
<b>Recycling Facilities</b>	
<i>Reverse Vending Machines</i>	P
<i>Small Indoor Collection Facilities</i>	P
<b>Warehousing and Storage</b>	
<i>Mini-Storage</i>	P
<i>Wholesale**</i>	P
<b>Transportation, Communication, Utilities Use Classifications</b>	
<i>Antenna and Transmission Towers</i>	See Chapter 35 See Chapter 35
<i>Facilities within Buildings</i>	
<i>Transportation Passenger Terminals*</i>	-
<i>Utilities, Minor</i>	P
<i>Heliports*</i>	-
<b>Specific Accessory Uses</b>	
<i>Caretakers' Residences</i>	SUP
<i>Garden Center</i>	P
<i>Outdoor entertainment or activities as an accessory use**</i>	P
<i>Outdoor Display**</i>	P

Certain uses shall be prohibited in the IIP that are otherwise permitted by right or require a SUP or CUP in the General



Commercial (GC) zoning district (the base requirement). These uses are denoted above by \*.

To ensure compatible design, certain uses that require a SUP or CUP in the GC zoning district shall also require a SUP or CUP in the IIP.

Certain uses shall be permitted by right in the IIP that otherwise require a SUP or CUP in the GC zoning district. These uses are denoted above by \*\*. It is important to recognize, these uses are already permitted with a SUP or CUP in the existing Limited Commercial (LC) zoning district. Continuing to require that these uses only be permitted by SUP or CUP in the IIP does not improve upon the existing LC zoning district. Moreover, it is contrary to the primary Development Goal, which is to expand the permitted uses on the Property to immediately attract long term tenants/users. Strategically expanding the permitted uses on the Property will help facilitate more immediate tenating and/or redevelopment of the Property and – importantly – will not require a prospective tenant to pursue additional entitlements.

## Development Standards

The purpose and intent of the Development Standards defined within this Application is to promote vibrant main-street commercial/retail, employment and service-oriented uses that are consistent and compatible with the surrounding properties. The Application provides access to day-to-day amenities within walking distance and serving as a focal point for the neighborhood, promotes new jobs and will generate new tax revenues to the City of Mesa.

DEVELOPMENT STANDARD	REQUIREMENT
<i>Minimum Site Area</i>	No minimum
<i>Minimum Lot Width</i>	No minimum
<i>Minimum Lot Depth</i>	No minimum
<b>Lot Coverage</b>	No maximum
<b>Maximum Building Height</b>	30-foot maximum <sup>1</sup> / 40-foot maximum for mixed use development
<b>Building Setbacks</b>	
<i>Front (Main Street frontage road)</i>	5-foot minimum

DEVELOPMENT STANDARD	REQUIREMENT
<i>Street Side (64<sup>th</sup> Street)</i>	5-foot minimum
<i>Buildings constructed within 15-feet of the front property line (Main Street frontage road) shall utilize the Shopfront frontage type.</i>	
<i>Side (interior)</i>	0-foot
<i>Rear (adjacent to alley)</i>	0-foot
<b>Building Separation</b>	0-foot (none)
<b>Landscaping<sup>2, 3</sup></b>	
<i>Front (Main Street frontage road)</i>	1 tree and 4 shrubs per 60-feet of linear street frontage
<i>Street Side (64<sup>th</sup> Street)</i>	1 tree and 4 shrubs per 50-feet of linear street frontage
<i>Side (interior)</i>	No requirement
<i>Rear (adjacent to alley)</i>	No requirement
<i>Interior parking lot landscaping shall comply with Section 11-33-4</i>	
<b>Parking</b>	
<i>Residential Uses</i>	1/1,000 square-feet
<i>Retail and Service Uses</i>	2/1,000 square-feet
<i>All other uses parking shall comply with Chapter 32.</i>	
<i>Shared Parking may be used to meet parking requirements.</i>	

<sup>1</sup> Within 15-feet of rear property line, buildings shall not exceed 24-feet in height.

<sup>2</sup> In addition to perimeter and foundation base landscaping requirements, landscaping shall comprise a minimum 5-percent of the site area (deviation from Section 11-31-5.A).

<sup>3</sup> A minimum 5-foot wide planter strip shall separate vehicle display areas from sidewalks along streets (deviation from Section 11-31-5.B: Automobile Rentals; Automobile/Vehicle Sales and Leasing).

Development Standard deviations are provided in the IIP that facilitate a mixed-use, transit-oriented development envisioned by the City of Mesa, the Mesa 2040 General Plan and the South/Power Road Economic Activity District.

The Property is approximately 0.63 acres, measuring 180-feet wide by 150-feet deep. The Property cannot be effectively developed and/or tenanted under the GC development standards (the base requirement). The required setbacks significantly reduce the developable and/or tenantable area to just over half of the Property's total acreage (approximately 0.36 acres). This does not

account for other site improvements also required, such as parking and maneuvering areas, landscaping, etc. which even further reduce the developable and/or tenatable area. It is anticipated that, many of the Permitted Uses in the IIP will require a buildable-area that cannot otherwise be achieved without the Development Standard deviations in the IIP.

Certain automotive/vehicles sales and service Development Standard deviations are provided in the IIP to promote site visibility. Automotive/vehicles sales and service uses rely heavily on site visibility and passer-by traffic to generate sales, which in-turn generates new streams of tax revenue. The Property, which is already setback more than 100-feet from Main Street road and only 180-feet in width, can be easily passed-up when traveling upwards of 50 miles per hour on Main Street. The IIP "pushes" the uses closer to the street frontage to promote site visibility while still providing a sufficient landscaping to pedestrians. Automotive/Vehicle Sales and Service shall comply with all applicable Sections 11-31-5, -6, and/or -7, unless otherwise provided in the IIP.

The Development Standards in the IIP promote building forms that are appropriate, compatible with surrounding development, and reinforce east Main Street. Additionally, the Development Standards accommodate future development that can appropriately transition into the adjacent neighborhood.

### **Off-Site Improvements**

Any required off-site improvements shall be deferred to Phase II of the IIP (see Phasing below). The Phase I improvements do not warrant or necessitate off-site improvements.

The primary Development Goal of the IIP is to attract long-term tenants/users to establish a consistent source of income and reinvest it more substantial improvements. Deferring off-site improvements to Phase II will allow the Property Owner to establish a consistent source of income to eventually make these off-site improvements.

## **Sustainability**

The IIP promotes sustainable growth within an aging part of the City of Mesa. In reviewing the above 2012 aerial map, the Property can easily be identified as an opportunity for smart revitalization and urbanization. The IIP accommodates an appropriate infill development within a rational urban form while maximizing land efficiency.

As shown on the IIP Location of Transportation and Transit Corridors map, the Property is located adjacent to the proposed Light Rail transit corridor. This IIP will replace a classic, automobile-oriented, suburban building and its accompanying surface parking lot with a future transit-oriented project. The Property utilizes and builds on the existing infrastructure in the area.

The IIP supports alternative modes of transportation, including walking, biking, and public transit, to fulfill most daily needs without the use of a vehicle. It promotes a development pattern in which a person can live with limited dependency on the vehicle. The IIP contributes to the overall mix of uses along Main Street by accommodating additional commercial/retail, employment and service-oriented uses to serve the surrounding community.

The future transit-oriented design and focus is inherent in features of the IIP. The 2012 fire, which destroyed most of the center, resulted in a small “widowed” building surrounded by a surface parking lot and concrete pad. Phase II of the IIP will replace this condition with a continuous building facade along the Main Street frontage road that eliminates the undesirable “absence” of buildings in a transit-oriented environment. It is anticipated, that as other adjacent properties are improved and/or redeveloped, they too will provide a similar building façade helping to reinforce the Main Street frontage road streetscape.

Phase II of the IIP will also replace the street-adjacent, unshaded sidewalks with landscaped sidewalks, transforming the pedestrian environment to a comfortable and inviting space. Similar to the above building façade, it is anticipated that, as other adjacent properties are improved and/or redeveloped, they too will provide similar landscape improvements to eventually create a complete landscape network along the Main Street frontage road. Additionally, the Phase II of the IIP will replace the surface parking lot and its associated heat gain with hardscape and landscaped islands. Phase II of the IIP accommodates surface parking behind the building façade to eliminate any visual streetscape impact and promote the Property as being transit-oriented.

Phase II of the IIP may also provide recycling services to its tenants, and encourage the use solar photovoltaic panels to reduce energy consumption.

## **Phasing**

The development on the Property will be constructed in a phased manner depending on market demand.

**Phase I:** Improvements shall include:

1. Tenant improvements to the existing building (if applicable or necessary).
2. Removal of parking spaces within sight visibility triangles.
3. The planting or potting of one (1) tree at the southwest corner of the Property outside of the sight visibility triangle, four (4) shrubs near the existing pole sign along the Main Street frontage road, and shrubs or groundcover at the foundation (south side) of the existing building. A parking space shall be removed to accommodate the tree.
4. The planting or potting of one (1) tree at the northeast and southeast corners of the Property outside of the sight visibility triangle. Parking spaces may be removed to accommodate the trees.
5. Construction of a solid, colored wall along the north property line.
6. Chain link fencing (other than along the north property line which is being improved with a solid wall) shall be permitted to secure and prevent illegal dumping on the Property. The chain link fencing may remain until such time that the north-half of the Property is utilized as part of Phase I or the Property is redeveloped.

Phase I plans shall be submitted within eight (8) months of approval of this Application. All Phase I improvements shall be completed within two (2) months from the approval of any required building permits/construction plans.

**Phase II:** Improvements may include the development of individual buildings (together with the necessary site work and on-site infrastructure for those buildings) on the Property as market conditions warrant. The pole sign shall be removed as part of Phase II. Plans, including but not limited to site, landscape, signage, and building/construction plans, for Phase II and all future phases shall be submitted to the City of Mesa and approved administratively. Building elevations shall be submitted to the City of Mesa for review through the Design Review process and approved by the Planning Director. Phase II improvements shall comply with Development Standards set forth herein.

Phase II will include the installation of sidewalk, curb, and gutter along the Main Street frontage road, one (1) street light, and ADA compliant ramps.