



Planning and Zoning Board

Staff Report

CASE NUMBER: ZON18-00931
LOCATION/ADDRESS: Within the 1800 block of West Broadway Road (north side).
GENERAL VICINITY: Located east of Dobson Road on the north side of Broadway Road.
REQUEST: Rezone from Light Industrial (LI) to Light Industrial Bonus Intensity Zone Overlay district (LI-BIZ); and Site Plan Review.
PURPOSE: This request will allow for the development of an automobile sales facility.
COUNCIL DISTRICT: District 3
OWNER: CJRJ Group, LLC
APPLICANT: Andrew Boubel
STAFF PLANNER: Evan Balmer

SITE DATA

PARCEL NOS.: 134-32-001B and 134-32-001D
PARCEL SIZE: 1.6± acres
EXISTING ZONING: Light Industrial (LI)
GENERAL PLAN CHARACTER: Employment
CURRENT LAND USE: Existing vacant building

SITE CONTEXT

NORTH: Existing multi-tenant industrial development, zoned LI
EAST: Existing commercial development, zoned LI
SOUTH: Existing manufactured home park, zoned LI and RM-4
WEST: Existing commercial development, zoned LI

HISTORY/RELATED CASES

December 17, 1962: 39.78± acres annexed into the City of Mesa (Ord. No. 441)

STAFF RECOMMENDATION: Approval with conditions

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

PROPOSITION 207 WAIVER SIGNED: ☒ Yes ☐ No

PROJECT DESCRIPTION / REQUEST

This is a request to rezone the property from Light Industrial (LI) to Light Industrial Bonus Intensity Zone (LI-BIZ) and Site Plan Review for the development of an auto dealership. The proposed development is located on the north side of Broadway Road east of Dobson Road. The proposed development consists of remodeling an existing 26,631 square foot building on the property and using it for auto display and office space. The request also includes the construction of a new 1,800 square foot building that will be used to wash and detail the cars in preparation for sale.

NEIGHBORHOOD PARTICIPATION

The applicant has completed a Citizen Participation Process, which included a mailed letter to property owners within 1,000' of the site, as well as HOAs and registered neighborhoods within a mile. As of writing this report, staff have not been contacted by any residents or property owners in the area expressing support or opposition to the request.

STAFF ANALYSIS

MESA 2040 GENERAL PLAN:

The General Plan character area designation for the site is Employment. Staff has reviewed the proposal and determined the request conforms to the criteria for review of site plans as outlined in Chapter 15 (pg. 15-1) of the Mesa 2040 General Plan, as well as the purpose and intent of the General Plan. Per Chapter 7 of the General Plan, the Employment area character designation is for employment-type uses and supportive retail and commercial that provide for a wide range of employment opportunities in high quality settings. The repurposing and expansion of an existing building is consistent with the intent of the Employment character area and will support quality jobs and continued development of employment uses in the community.

ZONING:

The request to rezone the property from LI to LI-BIZ conforms to uses surrounding the property. A majority of the properties surrounding the site, specifically on the north side of Broadway Road between Country Club Drive and Dobson Road have industrial zoning designations. The properties immediately surrounding the site to the north, east and west are all developed as commercial and light industrial uses. The proposed auto dealership is consistent with the LI zoning district designation and will be compatible with the surrounding uses.

BIZ OVERLAY MODIFICATIONS – MZO Article 3, Chapter 21:

The applicant is requesting an overlay through the Bonus Intensity Zone (BIZ) district standards to allow deviations from the current required development standards. MZO Chapter 21 allows the City Council to approve modifications to underlying zoning district standards proportionate to the number of items and degree of compliance provided by a project to encourage superior designs, address higher environmental performance standards, or for projects that meet or exceeds nationally recognized environmental performance standards. The proposed project meets the review criteria for a BIZ overlay for Items 1 and 2 as stated in MZO section 11-21-3.B. The elevation plans submitted with the application shows a high-quality design with interesting features that are superior than those required by the MZO. This design is to compliment the deviations being requested. The requested deviations,

which are identified in a table below, are primarily to accommodate existing non-conformities on the site.

According to City records, the 26,631 square foot building shown the site plan has been on the site for many years and does not meet the City's current code requirements for landscaping and foundation base. Full compliance with the City's current code requirements would remove a portion of the useable area of the site and would likely require partial demolition of the existing building. Additionally, the Mesa 2040 Transportation Plan identifies Broadway Road, the road adjacent to the south of the site, as a six-lane arterial at full build out, which requires 65' of half street right-of-way. Currently, there is only 55' of half street right-of-way provided along this portion of Broadway Road. Because the road will be wider than its current configuration at full build out, all of the building and landscape setbacks are measured from the future right-of-way line. Measuring the setbacks for full build out, instead of 55' has created additional non-conformities on the site. Specifically, the bay doors at the front of the building do not meet the setback requirement of 200' when adjacent to a public street.

The applicant is also requesting a reduction to the number of parking spaces. Per Section 11-32-3 of the MZO, 76 parking spaces are required for the use. However, due to the site constraints, only 74 parking spaces can be provided on the site. According to the narrative provided with the application, only 20 parking spaces would be needed for employees and customers. The remaining spaces would be used for display of vehicles for sale. The request includes deviations from landscape requirements. The applicant is requesting a reduced landscape setback along Broadway Road, due to the future right-of-way.

MZO section 11-31-5 identifies additional requirements for automobile sales uses. These additional requirements pertain to landscaping, vehicle display, vehicle loading and unloading, and vehicle display platforms. Because the site was previously developed and includes an existing building, the applicant is requesting deviations from two section of MZO section 11-31-5. Specifically, MZO section 11-31-5.A requires, in addition to the perimeter and foundation base requirements, that a minimum of 10% of the site be landscaped. In an effort to get as close to the required parking as possible, the applicant is proposing 6.7% of the interior of the site to be landscaped. Additionally, MZO section 11-31-5-B requires a 12' landscape strip between vehicle display areas and sidewalks along public streets. Because an additional 10' of right-of-way is being requested, the applicant is requesting a reduction in the perimeter landscaping to 5' between the existing parking and the future right-of-way line of Broadway Road. These deviations are included in Table 1 below.

Table 1

Development Standards – MZO Table 11-7-3	Required	Proposed
Perimeter Landscape along Broadway Road	15'	5'
Development Standard – MZO Section 11-33-5	Required	Proposed
Foundation base at exterior wall with public entrance	15'	10' (south elevation main entrance) 5' (east elevation)

Foundation base at exterior wall without public entrance	10'	3'6" (south elevation adjacent to parking lot)
Development Standard – MZO Section 11-33-4	Required	Proposed
Parking lot landscape islands	1 per 8 spaces	1 per 9 spaces for three rows of parking spaces
Development Standard – MZO Section 11-32-3	Required	Proposed
Required parking	1 space per 375 square feet 76 total spaces	74
Development Standard – MZO Section 11-32-4	Required	Proposed
Parking along main drive aisle setback from property line	50'	26'
Development Standard – MZO Section 11-30-9	Required	Proposed
Bay door setback from adjacent street	200'	178'8"
Development Standard – MZO Section 11-31-5	Required	Proposed
Additional interior landscaping for automobile sales	10%	6.7%
Landscaping between vehicle display and sidewalks along streets	12'	5'

SITE PLAN - MZO Section 11-69-5:

The request is to repurpose the existing 26,361 square foot building and construct a new 1,800 square foot building for a new auto sales facility located on the property. The site will be accessed from Broadway Road. The site plan provided with the application shows the creation of a visually interesting built environment that will contribute to the overall improvement of the surrounding area, as well as utilizing an existing building that has been vacant for several years. The proposed site plan meets the review criteria for site plan review as outlined in Section 11-69-5 of the MZO.

Design Review:

On January 8, 2019, the Design Review Board reviewed elevations for the development and recommended minor modifications to the proposed elevations. The applicant is working on the revisions with staff, as directed by the DRB.

CONCLUSION:

The proposed project complies with the General Plan and meets the review criteria for Site Plan Review outlined in Section 11-69-5 of the MZO, as well as the criteria established in MZO Section 11-21-3 for the BIZ overlay. Staff recommends approval with the following conditions:

CONDITIONS OF APPROVAL:

1. Compliance with final site plan submitted.
2. Compliance with all requirements of Design Review.
3. Compliance with all City development codes and regulations.
4. Dedicate the right-of-way required under the Mesa City Code at the time of application for a building permit or at the time of the City's request for dedication, whichever comes first.