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Minor General Plan Amendment

ZON25-00366

4140 E Main Street, Mesa AZ 85205

VELORA

PROPOSED AMENDMENT:

A Minor General Plan amendment to change the placetype designation for 4140 E Main Street from Urban Center to Urban Residential.

PROJECT OVERVIEW:

The subject parcel is located at 4140 E Main Street and is part of a proposed residential development on a portion of Section 21, Township 1 North, Range 6 East of the Gila and Salt River Base and Meridian, in Maricopa County, Arizona. The proposed development project encompasses two parcels, 4140 E Main St (APN 140-19-010) and 4062 E Main St (APN 140-19-004-C), and spans a combined total of approximately 6.9 acres. The development will consist of 137 'for-sale' townhomes on subdivided lots for individual private ownership.

This amendment proposes to reclassify the portion of the project located at 4140 E Main Street (3.6 acres) from a placetype of Urban Center to Urban Residential. This change in placetype is consistent with the surrounding properties to the west, north and east, which are all Urban Residential.



Exhibit 1: 4140 E Main, Currently Urban Center Placetype and surrounded by Urban Residential placetypes including 4062 E Main St which is part of the proposed development project.



JUSTIFICATION:

4140 E Main Street is a vacant, bypassed lot that has never been developed. Amending the placetype for this parcel to Urban Residential is in line with the vision, guiding principles, and strategies identified in the General Plan and will have a positive impact on the community as a whole by developing a blighted site and bringing renewed vibrancy to the area. It will also meet a need for residents, both current and future, by bringing to market affordable housing inventory and housing diversification. Naturally, this will also bring more residents to the immediate area, leading to reinvestment in a transitioning corridor and renewed community vitality along Main Street and in east Mesa.

The proposed use as Urban Residential is also consistent with other land use patterns along this section of Main Street, with all of the parcels directly adjacent to the site already classified as Urban Residential. As this is an infill site, the proposed placetype and the corresponding townhome development will not require any extensive improvements to roads, sewer or waters systems to support this proposed use. The development will be able to utilize existing infrastructure on or near the site.

This project will not have an adverse impact on traffic congestion and integrates well with the existing roadway and is conveniently located for the use of nearby public transportation.

Additionally, the benefits and effects of this amendment for the community and City are also aligned with the vision and strategies of the City's General Plan in regards to the vision for this area to "Evolve".



Exhibit 2: 4140 E Main is located in an "Evolve" area.

Overall, the proposed amendment constitutes an improvement to the General Plan and to the City of Mesa.

CONCLUSION

The proposed amendment to reclassify 4140 E Main Street to Urban Residential is a forward-looking, community-enhancing step that meets the General Plan's criteria for amendment approval. It promotes reinvestment, infill, housing diversity, and neighborhood revitalization in a manner consistent with Mesa's Vision, Guiding Principles, and "Evolve" strategy and does so with no detrimental impacts or need for significant infrastructure upgrades. This is a project and site use that moves Mesa forward together.

Citizen Participation Plan

Highlights

11 December 2024

Purpose:

The purpose of this Citizen Participation Plan is to provide the City of Mesa staff with information regarding the efforts to be made, and the efforts already made, by the Applicant to inform citizens and property owners in the vicinity concerning the Applicant's requests to the City of Mesa for Rezoning, Site Plan Review, and Design Review. These requests are being made for the proposed development located on a 6.9-acre property located at 4140 E Main St. This property is further identified as parcel numbers 140-19-010 and 140-19-004C on the Maricopa County Assessor's Map. The proposed project is a high-quality multi-family residential development with enhanced design features and amenities.

By providing opportunities for citizen participation, the Applicant will ensure, that those affected by this application have had an adequate opportunity to learn about and comment on the proposed plan. The Applicant will provide neighborhood notice for future public hearings and any other meetings requested by citizens.

Contact Information:

Those coordinating the Citizen Participation activities are listed as follows:

Tim Boyle

AtmosphereArchitects

(602) 888-4671

tim@atmosarch.com

Action Plan:

To provide effective citizen participation in conjunction with this application, the following actions will be taken, and will continue to be taken, to provide opportunities to understand and address any real or perceived impacts that members of the community may have relating to the proposed development:

1. A contact list will be provided by the City of Mesa for citizens and agencies in this area including:

- a. Interested neighbors – focused on 1000+ feet from parent parcel, but may include more;
 - b. Registered neighborhood associations and Homeowners Associations within 1 mile of the project.
2. The notification list for the neighborhood meeting includes the above-referenced contact list of all property owners within 1000+ ft. of the subject property. A copy of the notification letter and contact list will be attached.
3. A sign-in sheet will be collected at neighborhood meetings in an effort to notify those in attendance of any upcoming meetings, including the public meetings. Presentations will be made to groups of citizens upon request.
4. For public hearing notice, applicant will post a minimum of one (1) 4' x 4' sign(s) on the property. If additional signs are needed, the number of signs will be coordinated with Planning Staff. The sign(s) will be placed on the property on or before the Wednesday two weeks prior to the Planning & Zoning Board meeting in accordance with City requirements. A notarized document with attached photograph of the sign(s) will be submitted to the Planning Staff to be kept in the case file.

Schedule:

Pre-Application Submittal	24 July 2024
Formal Submittal to City	11 December 2024
Neighborhood Meetings	
Follow-Up Submittals	
Planning & Zoning Public Hearing	
Design Review Board	

18 July 2025

CITY OF MESA

RE: Velora
Address: 4140 E Main st
Mesa, AZ 85205

Citizen Participation Report

Purpose:

The purpose of this Citizen Participation Plan is to provide the City of Mesa staff with information regarding the efforts to be made, and the efforts already made by the Applicant to inform citizens and property owners in the vicinity concerning the Applicant's requests to the City of Mesa for Rezoning, Site Plan Review, and Design Review. These requests are being made for the proposed development located on a 6.9-acre property located at 4140 E Main st. This property is further identified as parcel numbers 140-19-010 and 140-19-004C on the Maricopa County Assessor's Map. The proposed project, Velora, is a high-quality multi-family residential development with enhanced design features and amenities.

By providing opportunities for citizen participation, the Applicant will ensure that those affected by this application have had an adequate opportunity to learn about and comment on the proposed plan. The Applicant will provide neighborhood notice for future public hearings and any other meetings requested by citizens.

Contact:

Tim Boyle
tim@atmosarch.com
(602) 888-4671

Action Plan:

In order to provide effective citizen participation in conjunction with this application, the following actions will be taken to provide opportunities to understand and address any real or perceived impacts that members of the community may have.

1. A contact list will be developed for citizens and agencies in this area including:
 - a. All registered neighborhood associations within one mile of the project.
 - b. Homeowners Associations within one half mile of the project.
 - c. Interested neighbors - focused on 1,000 feet from site but may include more.
2. All persons listed on the contact list will receive a letter describing the project, site plan, and invitation to a neighborhood meeting.
 - a. The first meeting will be an introduction to the project, and an opportunity to ask questions and state concerns. A sign-in list will be used and comment forms provided. Copies of the sign-in list and any comments will be given to the City of Mesa Planner assigned to this project.
3. Presentations will be made to groups of citizens or neighborhood associations upon request.

[All materials such as sign-in lists, comments, and petitions received shall be uploaded to the record for the case.]

P.O. Box 5267
Mesa, AZ 85211

Tel. 602.329.8384
mike@atmosarch.com



Schedule:

Pre-Application Submittal – 24 July 2024
Pre-Application Conference – August 2024
Application Submittal – 16 December 2024
First neighborhood meeting – 11 March 2025
Notification sent – 17 February 2024
Submittal of Citizen Participation Report – 22 July
Design Review Board Hearing – 12 Aug 2025
Notification sent – 24 July 2025
Planning and Zoning Board Hearing – 13 Aug 2025
Notification sent – 24 July 2025
Minor General Plan Amendment Hearing – 13 Aug 2025
Notification Sent – 28 July 2025

Meeting Summary:

11 March 2025 – First neighborhood meeting

The meeting was attended by Tim Boyle and developers from 6-7. No neighbors attended.

Please contact me at (917) 526-0323 should you have any questions.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Tim Boyle', with a stylized, flowing script.

Tim Boyle
Atmosphere Architects, PLC



atmosphere
architects

114 W Main, Mesa AZ 85201

602.888.4671 www.atmosarch.com tim@atmosarch.com

4140 E Main Development Community Meeting



A multifamily development located at 4140 E Main was already approved when an adjacent landlocked property became available. On that property, it is proposed that an extension be added on to the previously planned townhome development.

As a home or property owner within 1000' of this project, or a neighborhood association or HOA within a mile, you are invited to participate in a virtual community meeting via Zoom:

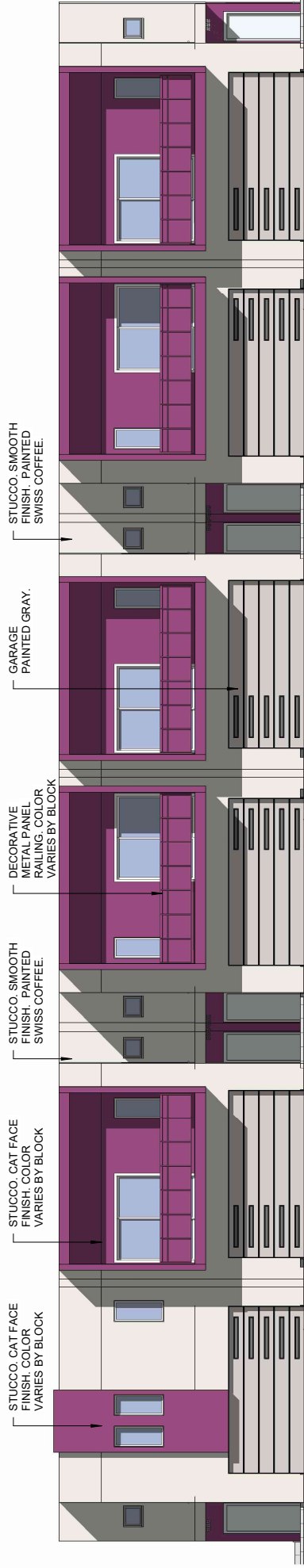
11th March 2025 at 6:00 PM

<https://asu.zoom.us/j/7741854349>

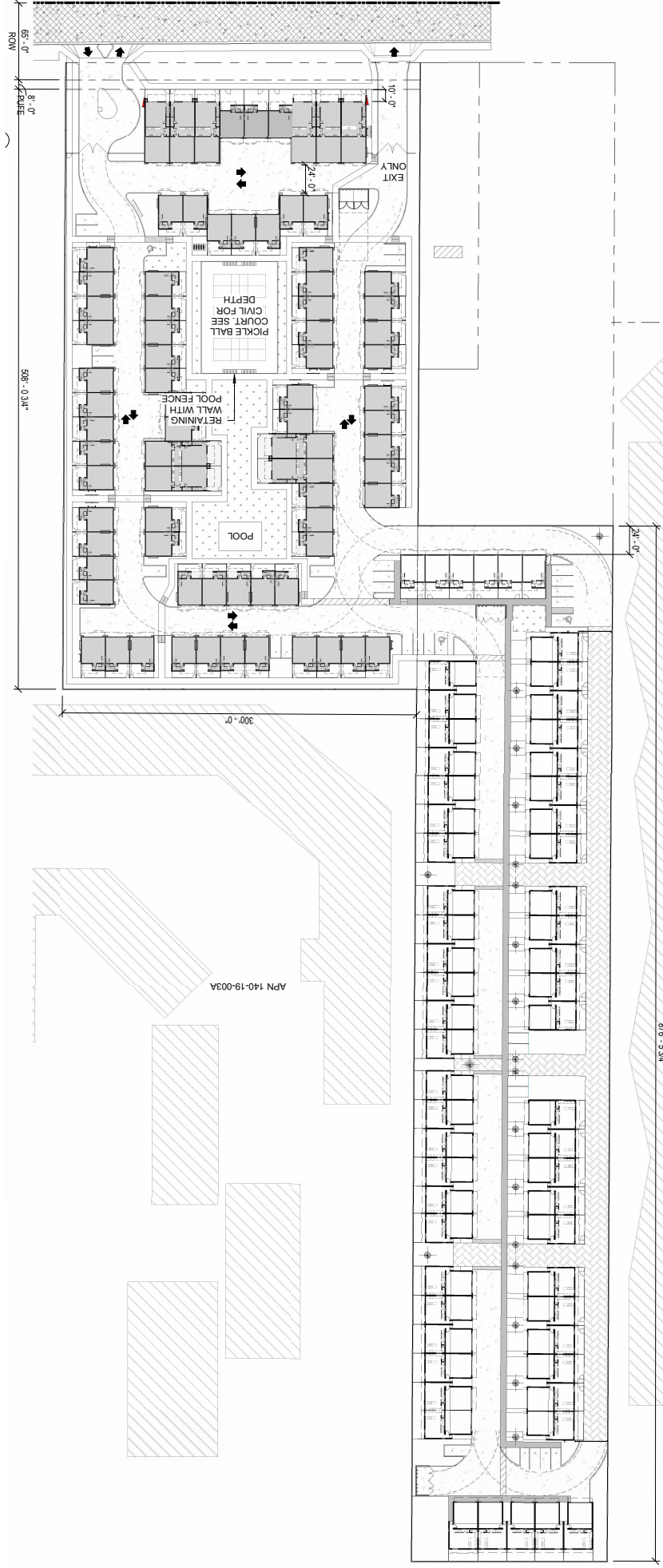
Password: 4062

For assistance or a clickable copy of the link, please email tim@atmosarch.com prior to the meeting.

The City Planner on this project is Jennifer Merrill. She can be reached at 480-644-6439, or jennifer.merrill@mesaaz.gov. The record ID for this project is PRS23-00175.



ELEVATIONS



SITE PLAN

DESIGN REVIEW BOARD HEARING NOTIFICATION LETTER

Dear Neighbor,

We have applied for **Design Review** for the property located approximately 1,600 feet west of the northwest corner of East Main Street and North Greenfield Road. This request is for development of a 137-unit attached single-residence development. The case number assigned to this project is **DRB25-00023**.

This letter is being sent to all property owners within 1000 feet of the property at the request of the City of Mesa Planning Division. Enclosed for your review is a copy of the site plan and elevations of the proposed development. If you have any questions regarding this proposal, please call me at (917) 526-0323 or e-mail me at tim@atmosarch.com.

This application will be scheduled for consideration by the Mesa Design Review Board at their meeting held on August 12, 2025 in the City Council Chambers located at 57 East First Street. The meeting will begin at 4:30 p.m. You are invited to attend this meeting and provide any input you may have regarding this proposal.

The public can attend the meeting either in-person or electronically and telephonically. The live meeting may be watched via zoom <https://mesa11.zoom.us/j/82508085605>, or listened to by calling **888-788-0099 or 877-853-5247 (toll free) using meeting ID 825 0808 5605** and following the prompts.

If you want to provide a written comment or speak telephonically at the meeting, please submit an online comment card by scanning the QR code below or visiting <https://www.mesaaz.gov/Government/Advisory-Boards-Committees/Design-Review-Board> at **least 1 hour prior to the start of the meeting**. If you want to speak at the meeting, you will need to indicate on the comment card that you would like to speak during the meeting, and you will need to call **888-788-0099 or 877-853-5247 (toll free) using meeting ID 825 0808 5605 and following the prompts, prior to the start of the meeting**. You will be able to listen to the meeting; and when the item you have indicated that you want to speak on is before the Board, your line will be taken off mute and you will be given an opportunity to speak.

For help with the online comment card, or for any other technical difficulties, please call 480-644-2099.

The City of Mesa has assigned this case to Jennifer Merrill of their Planning Division staff. She can be reached at 480-644-6439 or jennifer.merrill@mesaaz.gov, should you have any questions regarding the public hearing process. If you have sold this property in the interim, please forward this correspondence to the new owner.

Sincerely,

Tim Boyle RA
Atmosphere Architects, PLC



[illegible]

SITE PLAN

PLANNING & ZONING BOARD HEARING

Dear Neighbor,

We have applied for the rezoning for the property located at 4140 E Main St. This request is for the development of a multifamily community. The case number assigned to this project is ZON25-00025.

This letter is being sent to all property owners within 1000 feet of the property at the request of the City of Mesa Planning Division. Enclosed for your review is a copy of the site plan and elevations of the proposed development. If you have any questions regarding this proposal, please call me at (917) 526-0323 or e-mail me at tim@atmosarch.com.

This application will be scheduled for consideration by the Mesa Planning and Zoning Board at their meeting held on Aug 13, 2025 in the City Council Chambers located at 57 East First Street. The meeting will begin at 4:00 p.m. You are invited to attend this meeting and provide any input you may have regarding this proposal.

The public can attend the meeting either in-person or electronically and telephonically. The live meeting may be watched on local cable Mesa channel 11, online at Mesa11.com/live or www.youtube.com/user/cityofmesa11/live, or listened to by calling **888-788-0099 or 877-853-5247 (toll free) using meeting ID 825 0808 5605 and following the prompts.**

If you want to provide a written comment or speak telephonically at the meeting, please submit an online comment card by scanning the QR code below or visiting <https://www.mesaaz.gov/government/advisory-boards-committees/planning-zoning-board/online-meeting-comment-card> at **least 1 hour prior to the start of the meeting.** If you want to speak at the meeting, you will need to indicate on the comment card that you would like to speak during the meeting, and you will need to call **888-788-0099 or 877-853-5247 (toll free) using meeting ID 825 0808 5605 and following the prompts, prior to the start of the meeting.** You will be able to listen to the meeting; and when the item you have indicated that you want to speak on is before the Board, your line will be taken off mute and you will be given an opportunity to speak. For help with the online comment card, or for any other technical difficulties, please call 480-644-2099.

The City of Mesa has assigned this case to _____ of their Planning Division staff. He/she can be reached at 480-644-_____ or (insert e-mail address of planner), should you have any questions regarding the public hearing process. If you have sold this property in the interim, please forward this correspondence to the new owner.

Sincerely,



PLANNING & ZONING BOARD HEARING

Dear Neighbor,

We have applied for a Minor General Plan Amendment to change the Placetype from Urban Center with an Evolve Growth Strategy to Urban Residential with an Evolve Growth Strategy for the property located at 4140 E Main St. This request is for development of a multifamily development consisting of 137 attached townhomes. The case number assigned to this project is ZON25-00366.

This letter is being sent to all property owners within 1,000 feet of the property at the request of the City of Mesa Planning Division. Enclosed for your review is a copy of the site plan and elevations of the proposed development. If you have any questions regarding this proposal, please call me at (917) 526-0323 or e-mail me at tim@atmosarch.com.

This application will be scheduled for consideration by the Mesa Planning and Zoning Board at their meeting held on August 13, 2025 in the City Council Chambers located at 57 East First Street. The meeting will begin at 4:00 p.m. You are invited to attend this meeting and provide any input you may have regarding this proposal.

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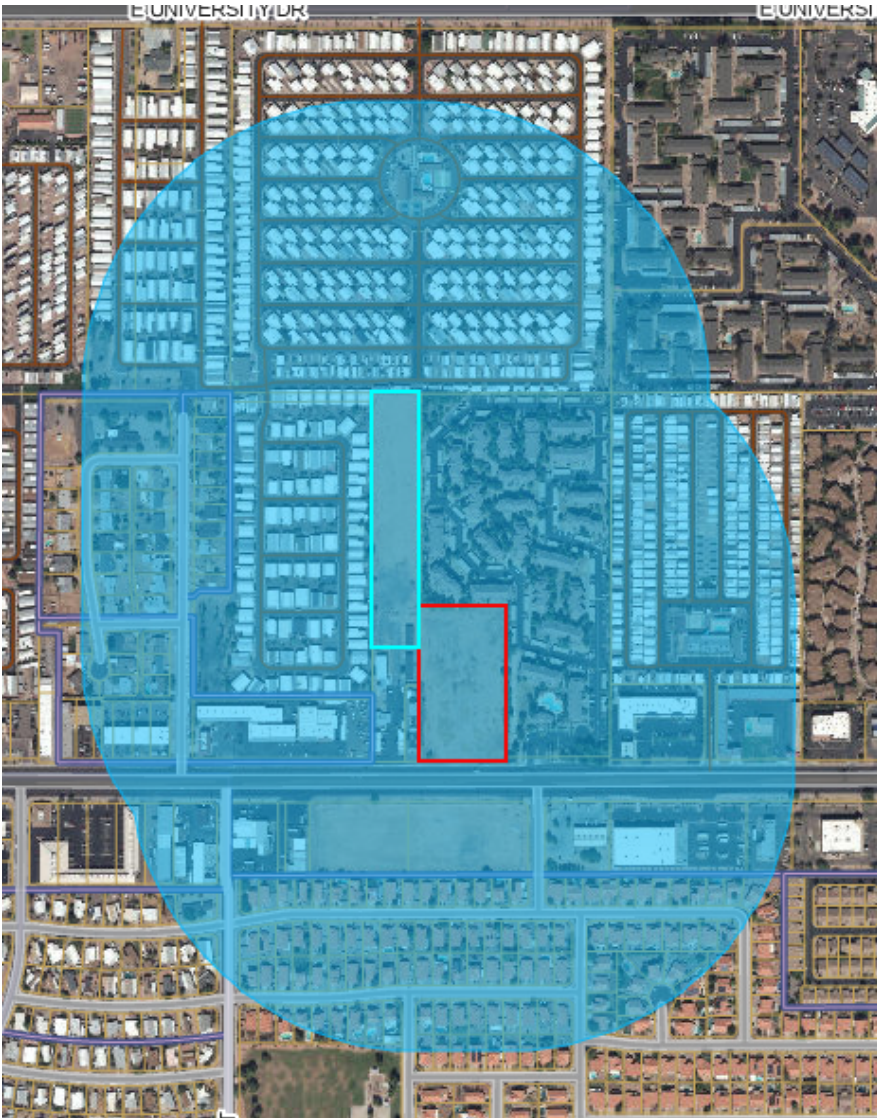
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Sincerely,

Tim Boyle RA
Atmosphere Architects, PLC



Deidre Sidney-Kelly 4065 E University Dr 560 Mesa, AZ 85205	Mac Sheppard 305 S Val Vista Dr 295 Mesa, AZ 85204	Erik Cote 44 S Greenfield 8 Mesa, AZ 85206
Diana Ebertshauser 1600 W Broadway Rd 200 Tempe, AZ 85282	Andy Dobler 201 S Greenfield Rd 124 Mesa, AZ 85206	Marla Burns 525 S Nassau Mesa, AZ 85206
Loretta Knudsvig 5063 E Escondido Mesa, AZ 85206	Freda Morescki 4029 E Carmel Cir Mesa, AZ 85206	Sara Arnett 3358 E Coralbell Ave Mesa, AZ 85204
Patti Pelle 3333 E Carmel Ave Mesa, AZ 85204	Megan Dunn 632 S 34 St Mesa, AZ 85204	Kaydia Gross 3755 E Broadway Rd 25 Mesa, AZ 85206
Rick McDaniel 441 S Maple 6 Mesa, AZ 85206		



1000' Radius Neighbors