



**PLANNING DIVISION
STAFF REPORT**

City Council Meeting

October 21, 2024

CASE No.: ZON24-00164	PROJECT NAME: Gateway Automall
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Owner's Name:	Gateway Land Investments, LLC, Signal Butte 20 DJB, LLC, Signal Butte 10 DJB, LLC
Applicant's Name:	Sean Lake, Pew & Lake
Location of Request:	Within the 10700 to 11000 blocks of East Pecos Road (north side), within the 6500 to 6800 blocks of South Signal Butte Road (both sides), and within the 6500 to 6800 blocks of South 222nd Street (east side). Located on the east and west sides of Signal Butte Road and north of Pecos Road.
Parcel No(s):	304-34-934, 304-34-935, 304-34-933, 304-36-005, 304-36-006, 304-34-043, 304-34-019V, 304-34-019U, 30-34-019D, 304-34-019J, 304-36-007
Request:	This request will change the General Plan Character Area Type from Employment to Mixed Use Activity with a Regional Sub-type.
Existing Zoning District:	Agricultural (AG), Light Industrial (LI), and General Industrial (GI)
Council District:	6
Site Size:	62± acre
Proposed Use(s):	Several automobile sales facilities and other commercial uses.
Existing Use(s):	Vacant
P&Z Hearing Date(s):	March 27, 2024 / 4:00 p.m.
Staff Planner:	Josh Grandlienard, AICP, Planner II
Staff Recommendation:	ADOPTION
Planning and Zoning Board Recommendation:	ADOPTION (5-0)
Proposition 207 Waiver Signed:	Yes

HISTORY

On **May 17, 1990**, the City Council annexed 613± acres, including 32.7± acres of the project site located east of Signal Butte Road, and established Agriculture (AG) zoning on the property (Case Nos. A90-001, Z90-025) (Ordinance Nos. 2514, 2529).

On **November 18, 1996**, the City Council approved a rezoning of a 4.6± acre portion of the project site located east of Signal Butte Road from Agriculture (AG) to M-2 (equivalent to current General Industrial [GI] zoning) to allow for a proposed propane storage facility (Case No. Z96-089) (Ordinance No. 3266).

On **April 5, 2004**, the City Council annexed 36.4± acres, including 29.3± acres of the project site located west of Signal Butte Road, and established Single Residence 43 (RS-43) zoning on the property (Case No. A03-05, Z04-018) (Ordinance No. 4148, 4178).

On **December 6, 2004**, the City Council approved a rezoning of 37± acres, including 29.3± acres of the project site located west of Signal Butte Road from Single Residence 43 (RS-43) to Light Industrial (LI)(Case No. Z04-098; Ordinance No. 4324).

On **March 27, 2024**, the Planning and Zoning Board recommended that City Council approve the rezoning (ZON22-00435) and adopt the Minor General Plan Amendment (ZON24-00164).

PROJECT DESCRIPTION

Background:

The applicant is requesting a Minor General Plan Amendment to change the Character Type of the 62± acre site from Employment to Mixed Use Activity with a Regional Sub-type (Proposed Project).

The current General Plan designation of Employment does not list retail as a primary use, and does not include the General Commercial district as a primary zoning district. The applicant is seeking to change the character type designation to Mixed Use Activity with a Regional sub-type which lists General Commercial as a primary zoning district and retail as the primary use.

The applicant is seeking a concurrent rezone of the project site to General Commercial with a Planned Area Development overlay (GC-PAD) to develop several automotive sales facilities and other commercial uses.

Because the proposed project site is less than 160-acres, the Proposed Project is considered a Minor General Plan Amendment per Chapter 16 of the Mesa 2040 General Plan.

General Plan Character Area Designation and Goals:

The Mesa 2040 General Plan Character Area designation on the property is Employment. Concurrently, the applicant is requesting to rezone the project site to General Commercial with a Planned Area Development overlay (GC-PAD). The GC zoning is not identified as a primary zoning district and retail sales is not identified as a primary land use in the Employment

Character Area. To accommodate the request, the applicant is requesting a Minor General Plan Amendment from Employment to Mixed Use Activity.

Per Chapter 7 of the General Plan, the Mixed Use Activity District is a large-scale (typically over 25 acres) community and regional activity area that usually has a significant retail commercial component including shopping areas such as malls, power centers, or lifestyle centers that are designed and developed to attract customers from a large radius. At least 70% of the total Mixed Use Activity District character area shall be reserved for primary zoning designations and primary uses. Primary zoning districts include districts such as Office Commercial (OC), Limited Commercial (LC), General Commercial (GC), Mixed-Use (MX), Planned Employment Park (PEP), and Infill Incentive District 2 (ID-2). Primary land uses include general retail, including auto malls, restaurants, offices, personal services, movie theatres, and hotels.

Chapter 16 (pg. 16-26) of the Mesa 2040 General Plan provides criteria that City Council may consider when evaluating a Minor or Major General Plan Amendment. The factors to consider include the degree of impact to the surrounding community existing land use patterns, the extent to which the benefits of the Proposed Project outweigh any impacts, and whether the Proposed Project will result in the loss of land for other planned uses.

Gateway Strategic Development Plan:

The proposed project site property is also located within the Mixed-Use Community District of the Mesa Gateway Strategic Development Plan (GSDP). Per the GSDP, this district is envisioned to be the area that solidifies the goal to balance land uses and provide sustainability through the creation of a live/work/play community. It will contain the widest variety of land uses within the planning area, with ultimate development including low- to high-density residential, commercial, employment, civic, and recreational use to provide a complete community experience.

The Proposed Project is an appropriate Character Type to meet the goals and intent of the Mixed-Use Community District within the Mesa Gateway Strategic Development Plan.

Zoning District Designations:

The Proposed Project includes a companion rezoning request to change the zoning from Agricultural (AG), Light Industrial (LI), and General Industrial (GI) to General Commercial with a Planned Area Development overlay (GC-PAD). Per Table 11-6-2 of the MZO, commercial uses, such as automobile sales, are permitted in the GC district subject to compliance with the specific use standards set forth in Section 11-31-5 of the MZO.

The companion rezoning and Proposed Project conforms to the goals of the GC district.

Airfield Overlay – MZO Article 3 Section 11-19:

Per Section 11-19 of the MZO, the site is located within the City of Mesa Airfield (AF) Overlay District; specifically, within the Airport Overflight Area Three (AOA 3). The location of the property within the AOA 3 is due to its proximity to the Phoenix-Mesa Gateway Airport. Per Section 11-19-4 of the MZO, there are no additional land use limitations beyond the base zoning.

Surrounding Zoning Designations and Existing Use Activity:

Northwest (Across proposed street) Maricopa County C-3 Proposed Commercial	North HI Industrial	Northeast HI Industrial
West (Across 222 nd St) LI Vacant	Project Site LI, AG, GI Vacant	East HI Industrial
Southwest LI Industrial	South (Across Pecos Road) GI Vacant	Southeast (Across Pecos Road) GI Vacant

Compatibility with Surrounding Land Uses:

The proposed project site is currently vacant, and is currently zoned LI, AG, and GI. Properties to the north and east are developed by FujiFilm and zoned HI. Properties to the west are zoned LI and are currently vacant. Properties to the south are zoned General Industrial and currently vacant.

The Proposed Project is compatible with the surrounding development and land uses.

Neighborhood Participation Plan and Public Comments:

The applicant completed a Citizen Participation Process which included mailing letters to property owners within 1,000 feet of the site as well as HOAs within ½ mile or registered neighborhoods within one mile of the site. As of the date of this report, staff has not been contacted by any resident or property owner to express support or opposition to this request.

Staff Recommendation:

The Proposed Project is consistent with the goals and intent of the Mesa 2040 General Plan, including the General Plan amendment criteria outlined in Chapter 15.

Staff recommends **ADOPTION**.

Exhibits:

- Exhibit 1 - Presentation
- Exhibit 2 - Staff Report
- Exhibit 3 - Ordinance
- Exhibit 4 - Ordinance Map
- Exhibit 5 - Vicinity Map
- Exhibit 6 - Site Plan
- Exhibit 7 - Minutes
- Exhibit 8 - Submittal Documents