



City Council

ZON25-00366

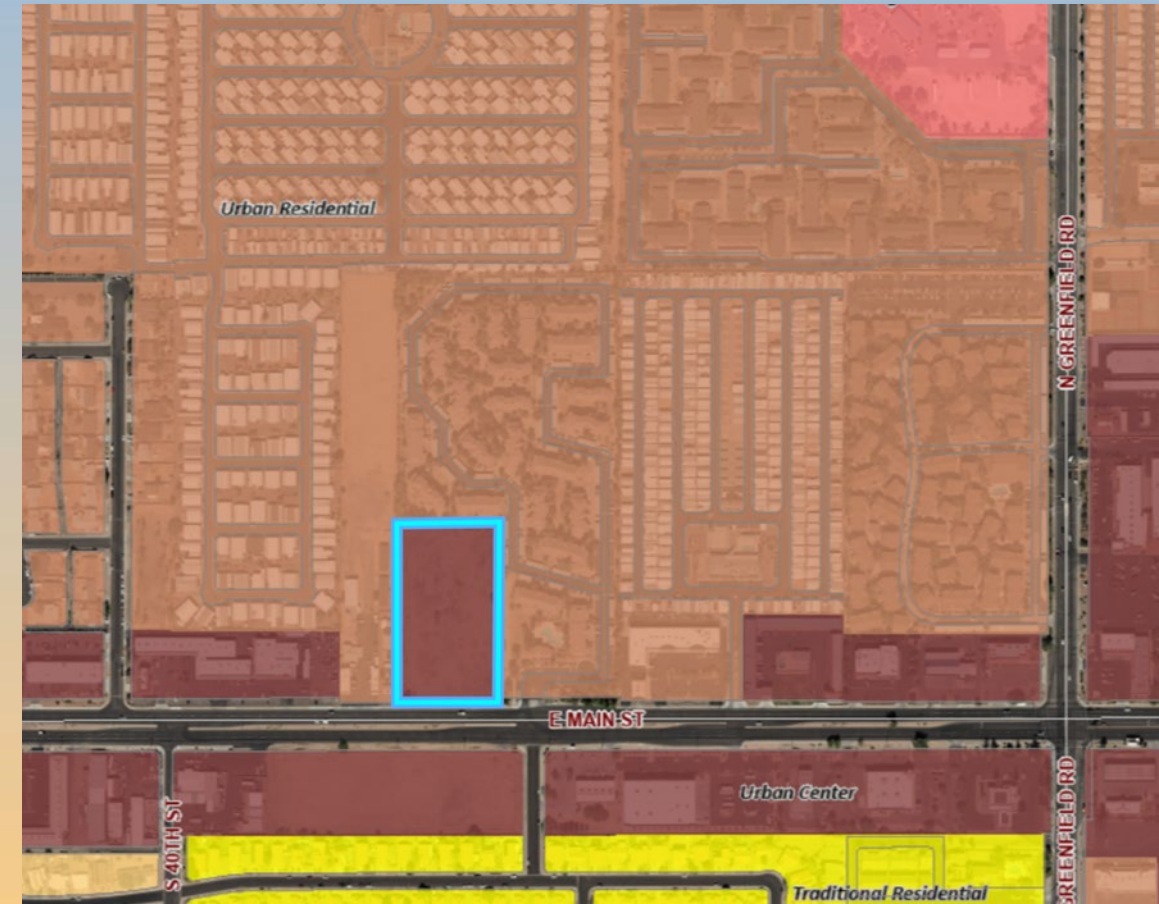
Mary Kopaskie-Brown, Planning Director

September 22, 2025
1



Request

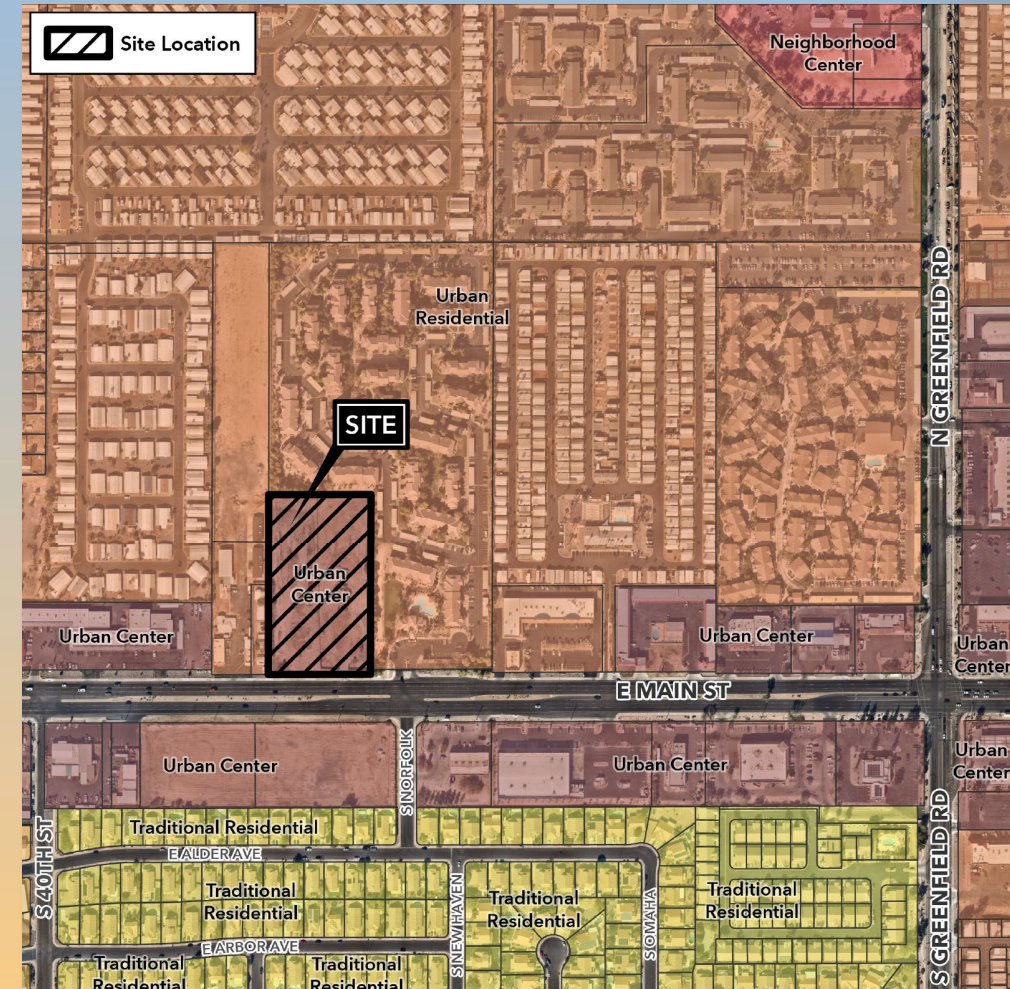
- Minor General Plan Amendment
- Urban Center Placetype to Urban Residential Placetype





Location

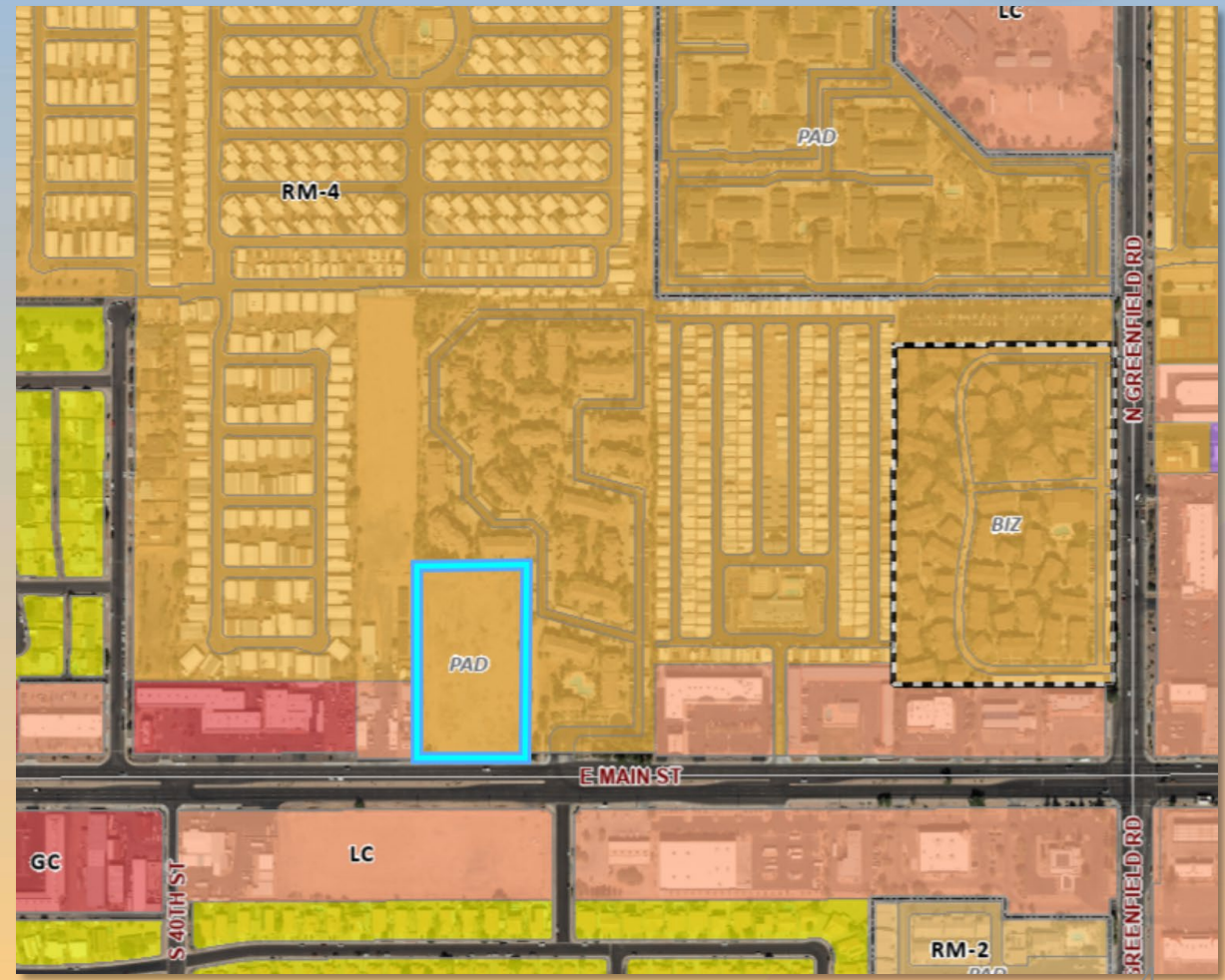
- West of Greenfield Road
- North side of Main Street





Zoning

- Current: RM-4-PAD
- Proposed: RM-4-PAD
- Multiple residence with a maximum density of 30 du/ac permitted in the RM-4 District
- Proposed density: 19.6 du/ac

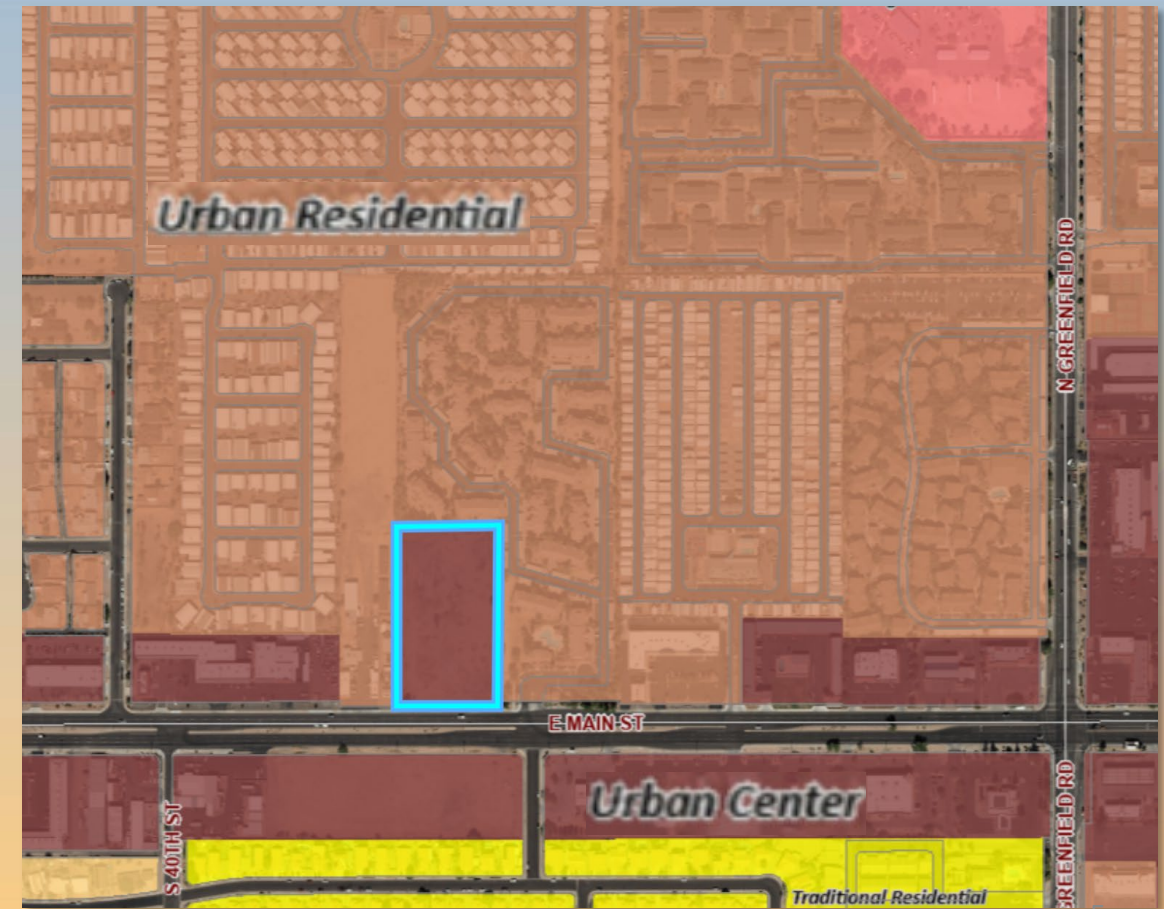




General Plan

Current - Urban Center

- Compact, mixed-use areas where many people live, work, and play
- Does not support single-family land uses
- Zoning districts: RM-2, RM-3, RM-4, RM-5, OC, NC, LC, GC, MX, LR, PC, ID-1, ID-2, PS

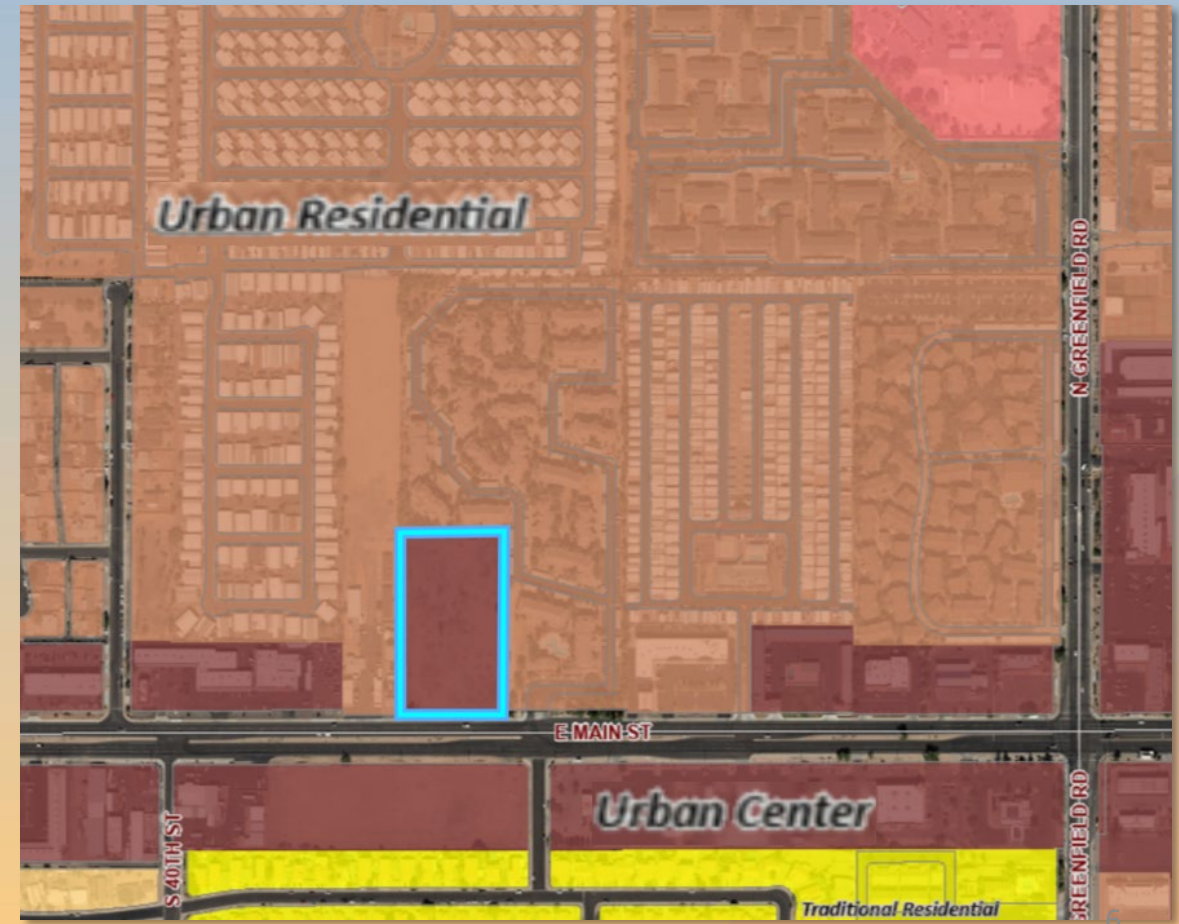




General Plan

Proposed - Urban Residential

- Diverse mixture of uses where commercial, residential, and public/semi-public uses coexist
- Single-family residential is a principal land use
- Zoning districts: RS-9, RS-7, RS-6, RSL-4.5, RSL-4.0, RSL-3.0, RSL-2.5, RM-2, RM-3, RM-4, RM-5, OC, NC, LC, GC, MX, PC, ID-1, ID-2, LR, PS





General Plan Amendment Approval Criteria

1. The Proposed Project will not result in a shortage of land for other planned uses
2. Whether events after the adoption of the General Plan have changed the character or condition of the area
3. The degree to which the proposed amendment will impact the whole community or a portion of the community by:
 - a. Altering existing land use patterns in a significant way that is contrary to the Vision, Guiding Principals, or Strategies identified in the General Plan
 - b. Requiring larger or more extensive improvements to roads, sewer or water systems that may negatively impact development of other lands
 - c. Adversely impacting existing uses due to increased traffic congestion that is not accommodated by planned roadway improvements or other planned transportation improvements such as nonmotorized transportation alternatives or transit



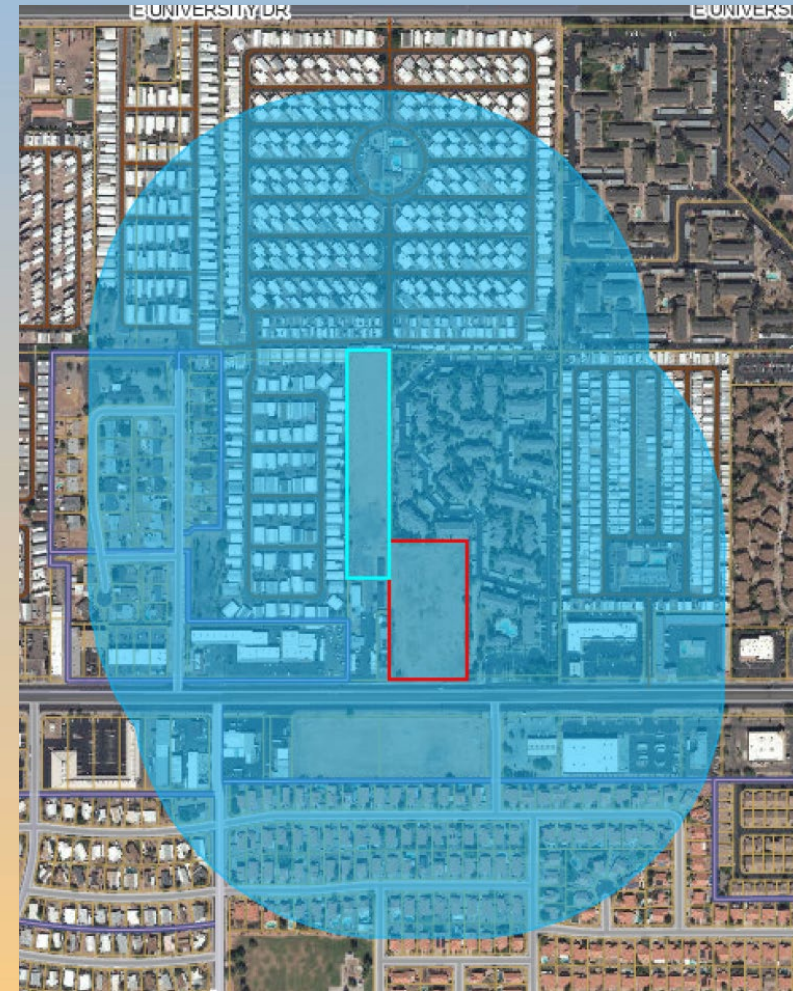
General Plan Amendment Approval Criteria

4. Whether the proposed amendment is consistent with the Vision, Guiding Principles, or Strategies of the General Plan
5. Whether the proposed amendment constitutes an overall improvement to the General Plan and the City of Mesa
6. The extent to which the benefits of the proposed amendment outweigh any of the impacts identified by these criteria



Citizen Participation

- Notified property owners within 1,000' of the larger development
- Posted the Site
- No responses received





Findings

- ✓ Complies with the amendment criteria in Chapter 5 of the 2050 Mesa General Plan

***Staff Recommends Approval with Conditions
Planning and Zoning Board recommends Approval with Conditions (6-0)***



mesa·az



General Plan Amendment Approval Criteria

- 1. The Proposed Project will not result in a shortage of land for other planned uses:**
 - A majority of the north side of Main Street and the entirety of the south side of Main Street between Val Vista Drive and Greenfield Road remains designated as Urban Center Place Type and is largely developed with retail, eating and drinking establishments, offices and related uses.
- 2. Whether events after the adoption of the General Plan have changed the character or condition of the area:**
 - Attached single-residence projects have become more viable for developers. An increase of residents in the area will lead to reinvestment in a transitioning corridor.



General Plan Amendment Approval Criteria

3. The degree to which the proposed amendment will impact the whole community or a portion of the community by:

- a. Altering existing land use patterns in a significant way that is contrary to the Vision, Guiding Principals, or Strategies identified in the General Plan:**
 - The request is to change the Placetype to match that of the surrounding properties to the west, north and east.
- b. Requiring larger or more extensive improvements to roads, sewer or water systems that may negatively impact development of other lands:**
 - Main Street is fully improved, and the existing utility infrastructure has the capacity to accommodate this request.



General Plan Amendment Approval Criteria

c. Adversely impacting existing uses due to increased traffic congestion that is not accommodated by planned roadway improvements or other planned transportation improvements such as nonmotorized transportation alternatives or transit:

- Main Street, in its existing condition, has the capacity to service the anticipated number of dwelling units.

4. Whether the proposed amendment is consistent with the Vision, Guiding Principles, or Strategies of the General Plan:

- N1. Promote complete communities in both existing and new neighborhoods.



General Plan Amendment Approval Criteria

- N2. Promote adaptive reuse and infill as tools to rejuvenate and revitalize established neighborhoods.
- N5. Improve street and open space network connectivity within neighborhoods and to local serving amenities.
- H1. Create more opportunities for housing options.
- H2. Sustain an adequate supply of attainable housing units to meet the needs of residents vulnerable to rising housing costs.
- H4. Encourage the development of high-density housing in proximity to transit and major activity centers.
- LU1. Promote a balance of land uses to enhance the quality of life for current and future generations.
- LU3. Encourage infill and redevelopment to meet the community's strategic needs.



General Plan Amendment Approval Criteria

- 5. Whether the proposed amendment constitutes an overall improvement to the General Plan and the City of Mesa:**
 - The proposed amendment constitutes an overall improvement to both the General Plan and the City of Mesa by facilitating the development of a blighted property.
- 6. The extent to which the benefits of the proposed amendment outweigh any of the impacts identified by these criteria:**
 - The addition of a high-quality attached single-residential development in this area helps to fulfill a number of strategies identified in the General Plan by creating additional housing opportunities and bringing renewed vibrancy to a transitioning corridor.