



PLANNING DIVISION
STAFF REPORT

Planning and Zoning Board

March 12, 2025

CASE No.: ZON24-01061	PROJECT NAME: The Rosetta Room
------------------------------	---------------------------------------

Owner's Name:	Glen Kelly, MGKELLY COMPANY LLC
Applicant's Name:	Michelle Donovan
Location of Request:	104 E. 1 st Avenue
Parcel No(s):	138-39-014C
Request:	Site Plan Review and Special Use Permit for a 6,650± square foot commercial entertainment, coffee shop, and general retail development.
Existing Zoning District:	Downtown Core (DC)
Council District:	4
Site Size:	0.4± acres
Proposed Use(s):	Commercial Entertainment, Coffee Shop, and General Retail
Existing Use(s):	Vacant
P&Z Hearing Date(s):	March 12, 2025 / 4:00 p.m.
Staff Planner:	Chloe Durfee Daniel, Planner II
Staff Recommendation:	APPROVAL with Conditions

HISTORY

On **July 14, 1883**, 630± acres, including the project site, was incorporated as the City of Mesa (Ordinance No. 1).

In **1965**, per Maricopa County Assessor information, the existing building was constructed, which included access to both Serrine and 1st Avenue.

On **September 8, 1987**, the City Council approved new zoning districts and a new zoning map for 836.8± acres for Mesa's Town Center. The project site was rezoned from General Commercial (C-3) to Town Center Core [equivalent to current Downtown Core (DC)] (Case No. Z87-040, Ordinance No. 2254).

PROJECT DESCRIPTION

Background:

The applicant is requesting approval of an Initial Site Plan and the approval of a Special Use Permit (SUP) to allow for off-site parking for an existing 6,650 square foot building located on the northeast corner of South Serrine and East 1st Avenue (Proposed Project). The project includes several proposed uses on the same site, including commercial entertainment (music venue), coffee shop, and general retail space.

General Plan Placetype, Growth Strategy, and Goals:

The project site is designated as Downtown under the Mesa 2050 General Plan, with an Evolve Growth Strategy.

Per Chapter 3 of the 2050 General Plan, Downtown areas are the City's most intensely developed areas with entertainment and recreation, retail, eating and drinking establishments, personal services, business offices, and public/semi-public uses alongside single-family and multi-family residential. These areas, guided by the Evolve Growth Strategy, are expected to continue to transform into a pedestrian-friendly, mixed-use, urban environment. Downtown offers a unique mix of uses in a relatively dense urban form that provides a pedestrian-friendly environment and a place to live, work, shop, dine, recreate and more. This mix and intensity of uses is intended to provide around-the-clock activity.

The Proposed Project repurposes a vacant building into a commercial entertainment use, coffee shop, and retail space, aligning with the degree of change expected for a Downtown area with an Evolve Growth Strategy. The Proposed Project also supports Strategy N2 of Great Neighborhoods section in Chapter 2, which encourages adaptive reuse and infill as tools for rejuvenating and revitalizing established neighborhoods.

In summary, staff finds that the Proposed Project furthers the implementation of the vision, guiding principles, strategies and applicable elements of the General Plan.

Zoning District Designations:

The subject property is zoned Downtown Core (DC). The purpose of the Downtown Core zone is to encourage the highest intensity of land uses to be developed, redeveloped, and maintained within the Downtown area. It is also the purpose of the DC District to provide incentives for the development or redevelopment of under-utilized and bypassed properties within Downtown and to promote the development of a vital, vibrant activity area.

The regulations for the DC District are intended to ensure that higher-intensity land uses are appropriate for the fulfillment of the purpose of the Downtown Core District as a vibrant focal point for the city. Per Section 11-8-2 of the Mesa Zoning Ordinance (MZO), Commercial Entertainment, coffee shops, and general retail are permitted uses within the DC zoning district.

Surrounding Zoning Designations and Existing Use Activity:

Northwest (Across SIRRINE) DC Parking Garage	North T5MSF Multiple Residence	Northeast T5MSF Multiple Residence
West (Across SIRRINE) DC Mesa Arts Center	Project Site DC Vacant Commercial Building	East T5MSF Multiple Residence
Southwest (Across SIRRINE and 1 st Ave) DB-1 Medical Office	South (Across 1 st Ave) DB-1 Office	Southeast (Across 1 st Ave) DB-1 Business Services/Office

Compatibility with Surrounding Land Uses:

The site is currently a vacant building. The Project Site is surrounded by existing multiple residence developments to the east and north, with the Mesa Arts Center located directly west of the project site and business services and offices located to the south across SIRRINE and 1st Avenue. Overall, the Proposed Project as shown on the site plan is compatible with the surrounding land uses.

Site Plan and General Site Development Standards:

The proposed site plan shows the existing 6,650 square foot building located on the northeast corner of South SIRRINE and East 1st Avenue.

Per Section 11-8-6 of the MZO, the Planning and Zoning Board shall determine the specific density, area, building, building height, and yard regulations for a project located in the DC District. The site plan establishes a 24-foot front setback on the west side, a zero-foot street side setback on the south side, a one-foot interior side setback on the north side, and a 28-foot rear setback on the east side of the site. As the building is existing and the applicant is not proposing any changes to the building footprint, the setbacks shown on the site plan are existing conditions on site.

Vehicular access to the site will be from both SIRRINE and 1st Avenue. Per Table 11-32-3.A of the MZO, 62 parking spaces are required for the proposed use. The site plans shows five parking spaces that are located to the west of the building and three spaces on the eastern property line. Two on-street parking spaces are adjacent to the site along SIRRINE. The applicant is requesting a Special Use Permit (SUP) for alternative compliance with the minimum parking requirements through a shared parking agreement. The applicant has an agreement with the First United Methodist Church of Mesa, which is located at the southeast corner of South Center Street and East 1st Avenue, approximately 550 feet from the Proposed Project. Additional information about the shared parking agreement is provided below.

Overall, the site plan complies with the review criteria for Site Plan Review in Section 11-69-5 and Section 11-8-6 for the Downtown Core requirements of the MZO.

Special Use Permit – MZO Article 7, Section 11-70:

The applicant is requesting a Special Use Permit (SUP) for alternative compliance to the minimum parking requirements. Per Section 11-32-7(C) of the MZO, the Zoning Administrator may permit all or a portion of the required off-street parking spaces to be located on a remote and separate lot from the lot on which the principal use is located, so long as the remote parking is no more than 1,000 feet away and there is a shared parking agreement recorded with the Maricopa County Recorder’s Office. Additionally, Section 11-8-6(C)(2) of the MZO requires approval by the Planning and Zoning Board through the site plan review process for off-site parking accommodations within the Downtown Core zoning district.

Section 11-66-2(C)(2) of the MZO allows the Planning and Zoning Board to hear and take action on a SUP when requested in conjunction with another request requiring action or recommendation by the Planning and Zoning Board.

Sections 11-32-7(C) and 11-70-5 of the MZO establish criteria for approval of a SUP to allow off-site parking. Below is a summary of the criteria for the SUP and findings:

Off-Site Parking Required Findings MZO Section 11-32-7(C)	Findings
1. No off-site parking space may be located more than 1,000 feet from the primary entrance of the use served, measured along the shortest legal, practical walking route. This distance limitation may be waived by the Zoning Administrator if adequate assurances are offered that van or shuttle service will be operated between the off-site parking areas and the principal use.	The proposed off-site parking is located at the First United Methodist Church, which is located approximately 550 feet west of the primary entrance of the proposed use served as measured along the shortest legal, practical walking route.
2. An agreement providing for the use of off-site parking, executed by the parties involved, must be filed with the Zoning Administrator, in an approved form. Off-site parking privileges will continue in effect only as long as the agreement, binding on all parties, remains in force. Agreements must guarantee long-term availability of the parking, commensurate with the use served by the parking, and shall be recorded with the County Recorder's Office. If an off-site parking agreement lapses or is no longer valid, then parking must be provided as otherwise required by this Chapter.	The applicant has provided a parking agreement with the First United Methodist Church which allows for the applicant to utilize 60 parking spaces at the church site during events at the subject property. A condition of approval has been added to the case that the parking agreement between the applicant and First United Methodist church be recorded prior to the issuance of any building permit.

Per Section 11-70-5 of the MZO, the Planning and Zoning Board, when making a decision on a SUP, shall find that the project conforms to the following criteria:

1. Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies;

The Proposed Project complies with the Downtown Placetype of the Mesa 2050 General Plan as discussed in the General Plan section and is an infill project which is also a strategy of the Mesa 2050 General Plan to revitalize and rejuvenate established neighborhoods.

The proposal complies with this criteria.

2. The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and any other applicable City plan or policies;

The location, size, design, and operating characteristics of the proposed development aligns with the purpose of the Downtown Core zoning district and complies with the Mesa 2050 General Plan's Downtown Placetype.

The proposal complies with this criteria.

3. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City; and

The Proposed Project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the Proposed Project be injurious or detrimental to the surrounding neighborhoods or the general welfare of the City.

The proposal complies with this criteria.

4. Adequate public services, public facilities and public infrastructure are available to serve the proposed project.

The project site is already served by existing public services, public facilities, and public infrastructure.

The request complies with this criterion.

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, HOAs within ½ mile and registered neighborhoods within one mile of the site.

Although not required, the applicant provided a Good Neighbor Policy outlining mitigation measures that will be taken to reduce the impacts of the music venue on surrounding properties and contact information if there should be any complaint.

As of writing this report, neither the applicant nor staff have received any comments/concerns from surrounding property owners. Staff will provide the Board with any new information during the scheduled Study Session on March 12, 2025.

Staff Recommendation:

Staff finds that the Proposed Project is consistent with the Mesa 2050 General Plan, meets the review criteria for Site Plan Review outlined in Section 11-69-5, and the review criteria for approval of a SUP outlined in Sections 11-70-5 and 11-32-7(C) of the MZO.

Staff recommends approval with the following **Conditions of Approval:**

1. Compliance with the final site plan submitted.
2. Prior to the issuance of any building permits, record the shared parking agreement between parcels 138-39-014C, 138-45-015, 138-45-016C, 138-45-021, 138-45-027A, 138-45-036C and 138-45-036D. If the shared parking agreement lapses or is no longer valid, then parking must be provided as otherwise required by the Mesa Zoning Ordinance.
3. Compliance with the Good Neighbor Policy provided.
4. Compliance with all City development codes and regulations.

Exhibits:

- Exhibit 1 – Staff Report
- Exhibit 2 – Vicinity Map
- Exhibit 3 – Project Narrative
- Exhibit 4 – Site Plan
- Exhibit 5 – Landscape Plan
- Exhibit 6 – Elevations
- Exhibit 7 – Citizen Participation Plan
- Exhibit 8 – Citizen Participation Report
- Exhibit 9 – Good Neighbor Policy
- Exhibit 10 – Power Point Presentation