

Planning and Zoning Report

Date	January 14, 2026	
Case No.	ZON25-00313	
Project Name	The Lincoln	
Request	<ul style="list-style-type: none"> Minor General Plan Amendment from Urban Center with an Evolve Growth Strategy to Urban Residential with an Evolve Growth Strategy 	
Project Location	Approximately 340 feet west of the southwest corner of Hampton Avenue and Crismon Road	
Parcel No(s)	220-82-006 220-82-007	
Project Area	9.1± acres	
Council District	District 5	
Existing Zoning	Planned Employment Park with a Planned Area Development Overlay (PEP-PAD)	
General Plan Designation	Urban Center	
Applicant	Brennan Ray, Ray Law Firm	
Owner	Virtua Mesa Crismon Owner, LLC	
Staff Planner	Cassidy Welch, Principal Planner	

Recommendation

Staff finds that the Proposed Project furthers the implementation of, and is not contrary to, the Vision, Guiding Principles, Strategies, and applicable elements of the 2050 Mesa General Plan, including the General Plan Amendment criteria outlined in Chapter 5.

Staff recommends adoption.

Project Overview

Request:

The applicant is requesting a Minor General Plan Amendment to change the designation for 9.1± acres from the Urban Center Placetype with an Evolve Growth Strategy to the Urban Residential Placetype with an Evolve Growth Strategy (Proposed Project).

The subject request is made concurrently with a rezoning, Site Plan Review and Special Use Permit application (ZON25-00210). The proposed Minor General Plan amendment is necessary to support the requested rezoning from Planned Employment Park with a Planned Area Development overlay (PEP-PAD) to Multiple Residence 2 with a Planned Area Development overlay (RM-2-PAD).

Per Chapter 3 of the Mesa 2050 General Plan, the purpose of the current General Plan Placetype designation, Urban Center, is to provide for compact, mixed-use areas where many people live, work and play. Typically located near transit or major arterials, their compact form supports pedestrian-oriented development and vertical mixed-use. Single-Family Residential is not identified as a principal or supporting land use in the Urban Center Placetype.

As a result, the applicant is requesting to change the Placetype designation to Urban Residential, which allows the requested RM-2 zoning district as well as a variety of housing types, such as single-family detached and attached homes, duplexes, triplexes, quadplexes, townhomes and low-to-medium density multiple residences.

Per Table 2 (Placetype Change – Minor and Major Criteria) of the Mesa 2050 General Plan, the requested change is a Minor General Plan Amendment.

Concurrent Applications:

- **Rezoning, Site Plan Review and Special Use Permit:** The Planning and Zoning Board hearing is scheduled for January 14, 2026, to review the request for a Rezoning from PEP-PAD to RM-2-PAD, Site Plan Review and Special Use Permit to allow for a commercial use in a residential district. (ZON25-00210).
- **Preliminary Plat:** A separate Preliminary Plat application, to be approved by the Planning Director, will be required for the proposed development.

Site Context

General Plan:

- The applicant is requesting to change the Placetype designation from Urban Center to Urban Residential.
- Per Chapter 3 of the 2050 General Plan, the purpose of the Urban Residential Placetype is to contain a diverse mixture of uses where commercial, residential, and public/semi-public uses coexist. Urban Residential areas can accommodate various low-, medium- and high-density housing types, including single-family detached and attached homes, townhomes, and multi-family with densities up to 43 dwelling units per acre.
- The Proposed Project, and concurrent rezoning and site plan review, is consistent with the Urban Residential Placetype and furthers the implementation of, and is not contrary to, the Vision, Guiding Principles, and Strategies of the 2050 Mesa General Plan.

General Plan Amendment Approval Criteria Analysis:

Approval Criteria – Chapter 5 of the Mesa 2050 General Plan (pg. 135):

1. The Proposed Project will not result in a shortage of land for other planned uses:

The proposed amendment will not result in a shortage of land for other planned uses. While it reduces the amount of land designated for its current use, a large amount of commercially zoned land exists to the north and east of the subject site and remains designated as Urban Center Placetype. The amendment supports the City's broader objective of increasing housing availability by enabling residential development in a location that is already compatible with surrounding land uses.

2. Whether events after the adoption of the General Plan have changed the character or condition of the area:

In recent months, Planning has reviewed several attached single residential projects, indicating that this type of development has become more viable for developers. The proposal will provide opportunities for property ownership to young families and first-time homebuyers, as well as others looking for minimal landscaping maintenance and quality amenities. The increase of residents in the area will lead to reinvestment in a transitioning corridor. Given this surrounding land use and zoning pattern, the proposed project is appropriate and consistent with the existing context.

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 Proposed Project will not significantly alter existing land use patterns; the request is to change the Placetype to match that of the surrounding properties to the west, north and south. It is consistent with the Vision, Guiding Principles and Strategies identified in the 2050 Mesa General Plan.

b. Requiring larger or more extensive improvements to roads, sewer or water systems that may negatively impact development of other lands: The Proposed Project, concurrent rezone, site plan review and Special Use Permit will not require more extensive improvements to roads, water systems or sewer. Hampton Avenue is fully improved, and the existing utility infrastructure has the capacity to accommodate this request.

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: The Proposed Project will not adversely affect surrounding development due to increased traffic congestion. Hampton Avenue and Crismon Road, in their existing condition, have the capacity to service the anticipated number of lots.

4. Whether the proposed amendment is consistent with the Vision, Guiding Principles, or Strategies of the General Plan: The proposed amendment is consistent with the Vision, Guiding Principles, Strategies, and applicable elements of the Mesa 2050 General Plan. Specifically Strategies:

- N1. Promote complete communities in both existing and new neighborhoods.
- N2. Promote adaptive reuse and infill as tools to rejuvenate and revitalize established neighborhoods.
- 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.
- 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.

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 redevelopment of an underutilized property.

6. The extent to which the benefits of the proposed amendment outweigh any of the impacts identified by these criteria: The Proposed Project represents a significant reinvestment in the area. 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

Citizen Participation

The applicant conducted a Citizen Participation process, notifying surrounding property owners, HOAs, and registered neighbors.

Neighborhood Meeting:

A neighborhood meeting was held on May 21, 2025. There were no attendees for the neighborhood meeting.

Required Notification:

- Property owners within 1,000 feet, HOAs within ½ mile, and registered neighborhoods within one mile of the subject site were notified of the public hearing.
- Neither Staff nor the applicant has received any communications regarding the Proposed Project.

Staff Recommendation

The requested Minor General Plan Amendment to change the Placetype designation from Urban Center with an Evolve Growth Strategy to Urban Residential with an Evolve Growth Strategy furthers the implementation of, and is not contrary to, the Vision, Guiding Principles, Strategies, and applicable elements of the 2050 Mesa General Plan, and conforms with the General Plan amendment criteria outlined in Chapter 5.

Staff recommends Adoption

Exhibits

- Exhibit 1 – Vicinity Map
- Exhibit 2 – Project Narrative
- Exhibit 3 – Site Plan
- Exhibit 4 – Landscape Plan
- Exhibit 5 – Grading and Drainage Report
- Exhibit 6 – Elevations
- Exhibit 7 – Preliminary Plat
- Exhibit 8 – Citizen Participation Plan
- Exhibit 9 – Citizen Participation Report
- Exhibit 10 – Power Point Presentation