


City Council Report

Date	September 22, 2025		
Case No.	ZON25-00366		
Project Name	4062 E Main – Minor General Plan Amendment		
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 1,600 feet west of the northwest corner of East Main Street and North Greenfield Road		
Parcel No(s)	140-19-010		
Project Area	3.7± acres		
Council District	District 2		
Existing Zoning	Multiple Residence-4 with a Planned Area Development Overlay (RM-4-PAD)		
General Plan Designation	Urban Center		
Applicant	Tim Boyle, Atmosphere Architects		
Owner	Dolly Varden LLC		
Staff Planner	Jennifer Merrill, Senior Planner		

Recommendation

Staff Recommendation:

Staff finds that the proposal 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.

Planning & Zoning Board Recommendation:

On August 13, 202, the Planning and Zoning Board **voted (6-0)** to recommend that City Council **adopt** the proposed project.

Project Overview

Request:

The applicant is requesting a Minor General Plan Amendment to change the designation for 3.7± acres from Urban Center Placetype with an Evolve Growth Strategy to Urban Residential Placetype with an Evolve Growth Strategy (Proposed Project). Per Table 2 (Placetype Change – Minor and Major Criteria) of the Mesa 2050 General Plan, the Proposed Project is a Minor General Plan Amendment.

The Proposed Project is related to a concurrent rezoning and Site Plan Review application (Case No. ZON25-00025). In the rezoning and Site Plan Review application, the applicant is requesting to rezone 3.3± acres from Multiple Residence-4 (RM-4) and 3.7± acres from Multiple Residential-4 with a Planned Area Development Overlay (RM-4-PAD) to Multiple Residence-4 with a new Planned Area Development Overlay (RM-4-PAD) to allow for a two- and three-story, 137-unit attached single-family residential development.

Mesa 2050 General Plan

The northern 3.3± acre portion of the development is located within the Urban Residential Placetype. The Minor General Plan Amendment request is for the southern 3.7± acres, which is currently located within the Urban Center Placetype (Proposed Project).

- 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. Limited multi-family residential may be integrated into Urban Centers to support the vibrancy and economics.
- The principal land uses in the Urban Center Placetype include public/semi-public, retail, personal services, eating and drinking establishments, entertainment and recreation, convenience services, business office, and medical facilities, and the supporting land uses include multi-family residential.
- Multiple Residence Districts are consistent in the Urban Center Placetype; however, the Proposed Project includes attached single-family residential.
- Single-Family Residential is not supported in the Urban Center Placetype.

The applicant is requesting to change the Placetype designation to Urban Residential.

- Urban Residential is consistent the RM-4 zoning district.
- The Placetype supports a variety of housing types such as single-family detached and attached homes, duplexes, triplexes, quadplexes, townhomes and low- to medium-density multiple residences, not to exceed 43 dwelling units per acre.

Concurrent Applications:

- **Rezoning, Site Plan Review and Preliminary Plat:** The Planning and Zoning Board public hearing is scheduled for August 13, 2025, to review the proposed zoning request, site plan and preliminary plat (Case No. ZON25-00025).
- **Design Review:** Design Review Board meeting is scheduled for August 12, 2025, to review the proposed elevations and landscape plan (Case No. DRB25-00023).

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 Urban Residential Placetype includes 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 Project furthers the City's broader objective of increasing housing availability by enabling residential development in a location that is already compatible with surrounding land uses. The Proposed Project will not result in a shortage of land for other planned uses. While it reduces the amount of land designated for its current use, most 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:** Planning has reviewed several attached single residential projects, indicating that this type of development has become more viable for developers. The Proposed Project will provide opportunities for property ownership to first-time homebuyers. The Proposed Project 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 Principles, or Strategies identified in the General Plan:** The Proposed Project is not significantly altering existing land use patterns; the request is to change the Placetype to match that of the surrounding properties to the west, north and east. 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 preliminary plat will not require more extensive improvements to roads, water systems or sewer. Main Street 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. 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: 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.
- 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.

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 a blighted property. The redevelopment of this infill site will serve as an optimal transition to the multi-family residential uses to the west, north and east.

- 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 March 11, 2025; the meeting was attended by the applicant and developers; no neighbors attended this 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.
- Staff has not received comments from the public but will provide any updates during the Study Session on August 13, 2025.

Exhibits

Exhibit 1 - Presentation

Exhibit 2 - Resolution

Exhibit 3 - Resolution Map

Exhibit 4 - Vicinity Map

Exhibit 5 - Minutes

Exhibit 6 - Submittal Documents