

Planning and Zoning Board



Study Session Minutes

Mesa City Council Chambers – Lower Level, 57 East 1st Street

Date: October 9, 2024 Time: 3:00 p.m.

MEMBERS PRESENT:

Benjamin Ayers
Genessee Montes*
Jayson Carpenter
Chase Farnsworth*

MEMBERS ABSENT

Jeff Pitcher
Troy Peterson
Jamie Blakeman

(*Boardmembers and staff participated in the meeting through the use of telephonic and video conference equipment)

STAFF PRESENT:

Mary Kopaskie-Brown
Evan Balmer
Sean Pesek
Josh Grandlienard
Chloe Durfee Daniel
Kirstin Dvorchak
Alexis Wagner

OTHERS PRESENT:

1 Call meeting to order.

Chair Ayers excused Vice Chair Pitcher, Boardmember Peterson and Boardmember Blakeman and declared a quorum present, the meeting was called to order at 3:00 pm.

2 Review items on the agenda for the October 9, 2024, regular Planning and Zoning Board Hearing.

Staff Planner Joshua Grandlienard presented case ZON24-00157. See attached presentation.

Chair Ayers expressed concern with the parking counts.

Case ZON24-00425 was continued to the November 13, 2024, Planning and Zoning Board meeting.

Staff Planner Chloe Durfee Daniel presented case ZON24-00461. See attached presentation.

The Board had no questions for staff.

MINUTES OF THE OCTOBER 9, 2024 PLANNING & ZONING STUDY SESSION

Planning Director Mary Kopaskie-Brown presented the proposed amendments to Section 11-25-4 of Title 11 of the Mesa City Code pertaining to Billboards.

The Board had no questions for staff.

Staff Planner Sean Pesek presented the proposed amendments to Section 11-43-7 of Title 11 of the Mesa City Code pertaining to Freeway Landmark Monuments.

The Board had no questions for staff.

3 Planning Director Update: None

4 Adjournment.

Boardmember Carpenter motioned to adjourn the study session. The motion was seconded by Boardmember Farnsworth.

The study session was adjourned at 3:36 pm.

Vote (4 – 0; Vice Chair Pitcher, Boardmember Peterson and Boardmember Blakeman, absent)

Upon tabulation of vote, it showed:

AYES – Ayers, Montes, Carpenter, Farnsworth

NAYS – None

Respectfully submitted,

Evan Balmer

Evan Balmer, Principal Planner

Note: Audio recordings of the Planning & Zoning Board Meetings are available in the Planning Division Office for review. They are also “live broadcasted” through the City of Mesa’s website at www.mesaaz.gov



ZON24-00157

The View at 55th



Request

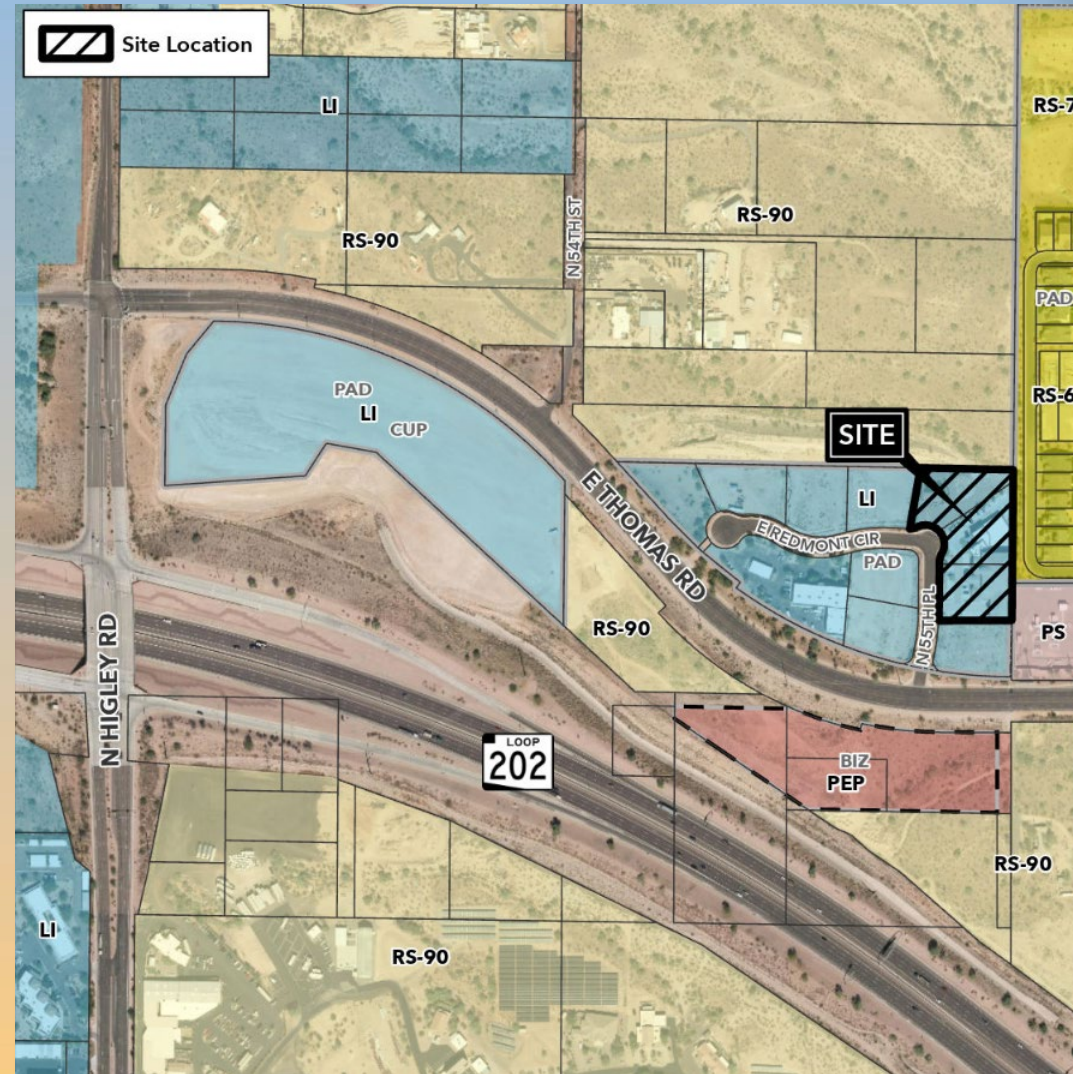
- Site Plan Review
- Special Use Permit
- To allow for a banquet and conference center





Location

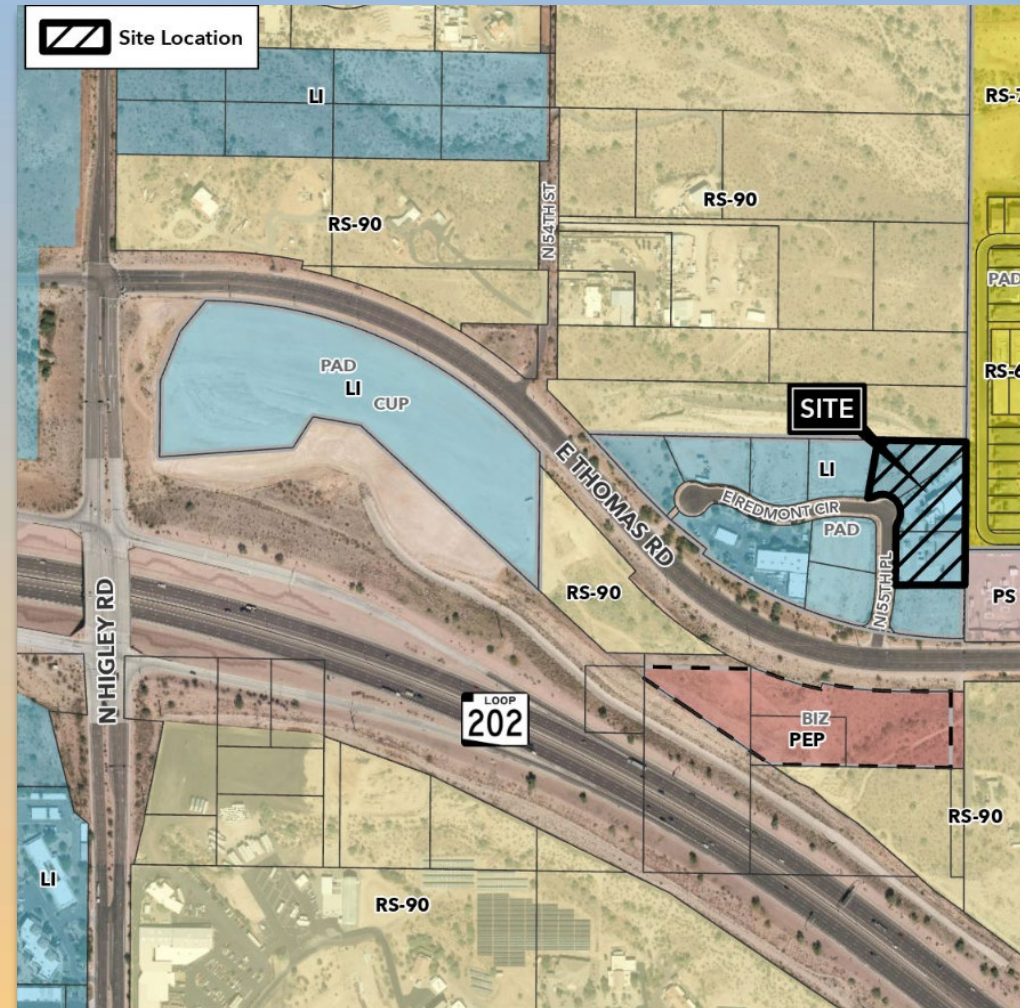
- North of Thomas Road
- East of Higley Road
- Lots 4-6 within the Red Mountain Commerce Center subdivision





Zoning

- Existing: LI-PAD
- Banquet and Conference Center is permitted with a SUP





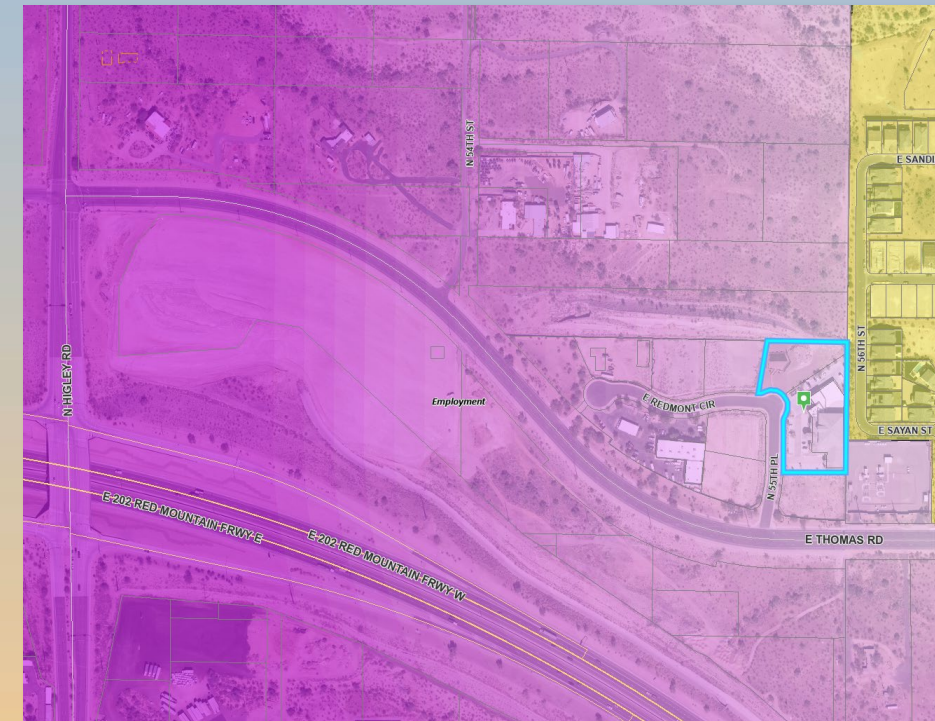
General Plan

Employment with an Industrial Sub-Type:

- Provide for a wide range of employment opportunities in high quality settings

Falcon Field Sub Area Plan:

- An area of regional entertainment that attracts, local employees, area residents, and distant visitors





Site Photo



East from 55th Place



Site Photo

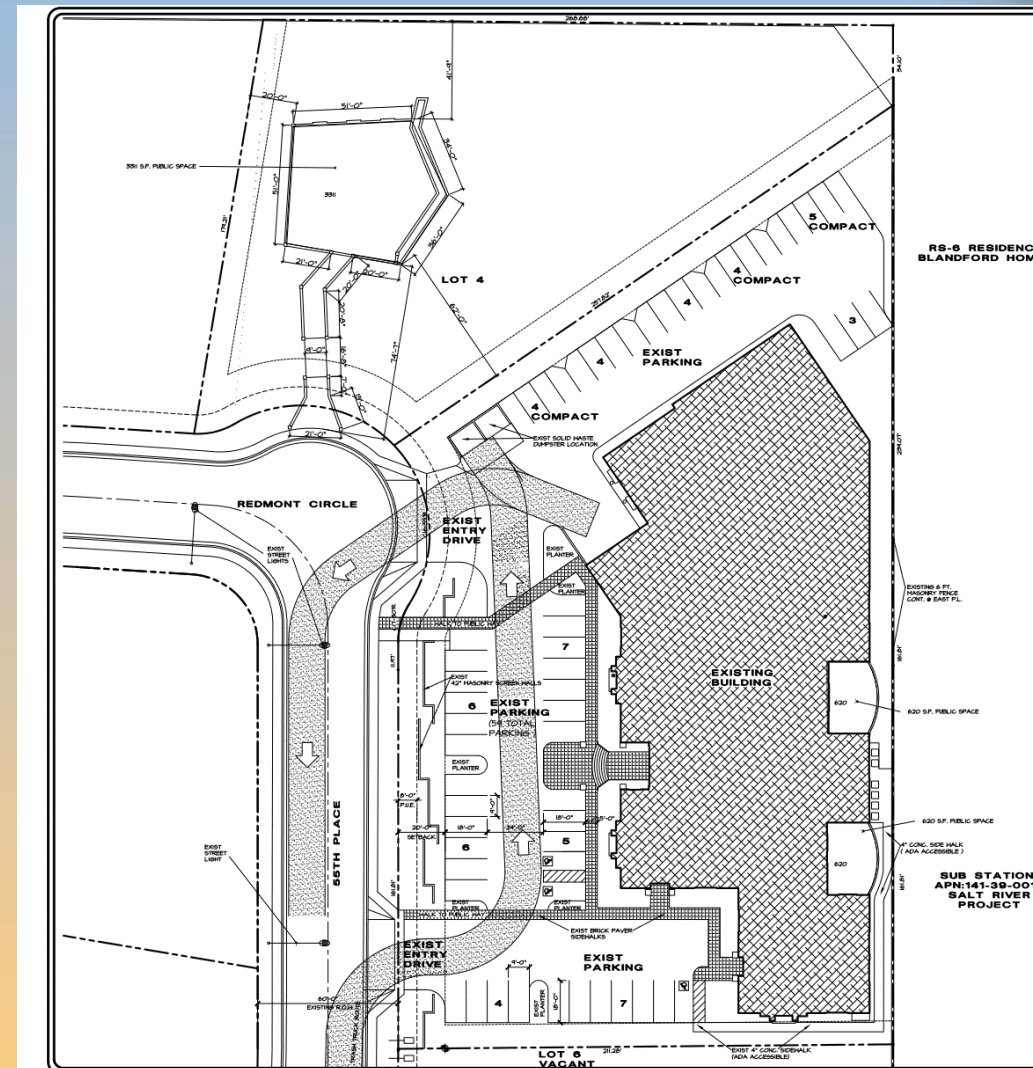


North from Redmont Circle (Lot 4)



Site Plan

- Existing building: 29,000± sf
- Proposed 6,600± sf amenity space north of the existing building (Lot 4)
- 184 parking spaces required; 114 spaces proposed (59 on-site and 55 off-site)
- Access from two existing driveways on 55th Place





Landscape Plan

LANDSCAPE CALCULATIONS

ON-SITE LANDSCAPING AREA: 61,200 S.F. (10.5% ON SITE)
OFF-SITE LANDSCAPING AREA: 8,918 S.F.
TOTAL LANDSCAPE AREA: 70,118 S.F.

PLANT PALETTE

	TEXAS EBONY EBENOPSIS EBANO	2 - 24" BOX, LOW BREAKER
	DESERT MUSEUM PALO PARKINSONIA FLORIDA	4 - 24" BOX, STANDARD
	PALO BREA PARKINSONIA PREGCOX	6 - 24" BOX, STANDARD
	RED RUSH PISTACHE PISTACIA X RED RUSH	6 - 24" BOX, STANDARD
	THORNLESS CASCALOTE CAESALPINIA CACALAGO (SMOOTHIE)	2 - 24" BOX, STANDARD
	SWEET KATIE DESERT WILLOW CHILOPSIS LINEARIS	17 - 15 GAL, MULTI TRUNK
	SAGUARO CARNEGIEA GIGANTEA	12 - VARY HEIGHTS AND ARMS 60% 8' TO 20' 384" 8' NO ARM: 588" TO 12' DBL. ARM: 4 688" 20" W/ VARY HEIGHTS AND ARMS OWNER TO SELECT AND FIELD VERIFY LOCATION.
	OCOTILLO FICUS SPLENDENS	15 - 15 GAL, 14 - 24" BOX

PLANT PALETTE

	8 - BAJA FAIRY DUSTER	CALLIANDRA CALIFORNICA
	25 - BAJA RUELLA	RUELLIA PENINSULARIS
	21 - RED HESPERALOE	HESPERALOE PARVILORA
	42 - RED BIRD OF PARADISE	CAESALPINIA FULCHERRIMA
	21 - MEXICAN HONEYSUCKLE	CHUPAROSA
	31 - BRITTLE BUSH	ENCELIA FARINOSA
	63 - REGAL MIST	MULLENBERGIA CAPILLARIS
	16 - CORAL FOUNTAIN	RUSSELLIA EQUISETIFORMIS
	33 - SPARKY TECOMA	TECOMA X "SPARKY"
	24 - PRICKLY PEAR	OPUNTIA
	40 - AGAVE	AGAVE FILIFERA
	20 - YUCCA	YUCCA GLORIOSA VARIEGATA
	15 - BARREL CACTUS	FEROCACTUS WISIEZENI
	30 - BARREL CACTUS	ECHINOCACTUS GRISONII
	7 - BAIER VINE	PANDOREA JASMINOIDES



NEW GOLD LANTANA
LANTANA "NEW GOLD"

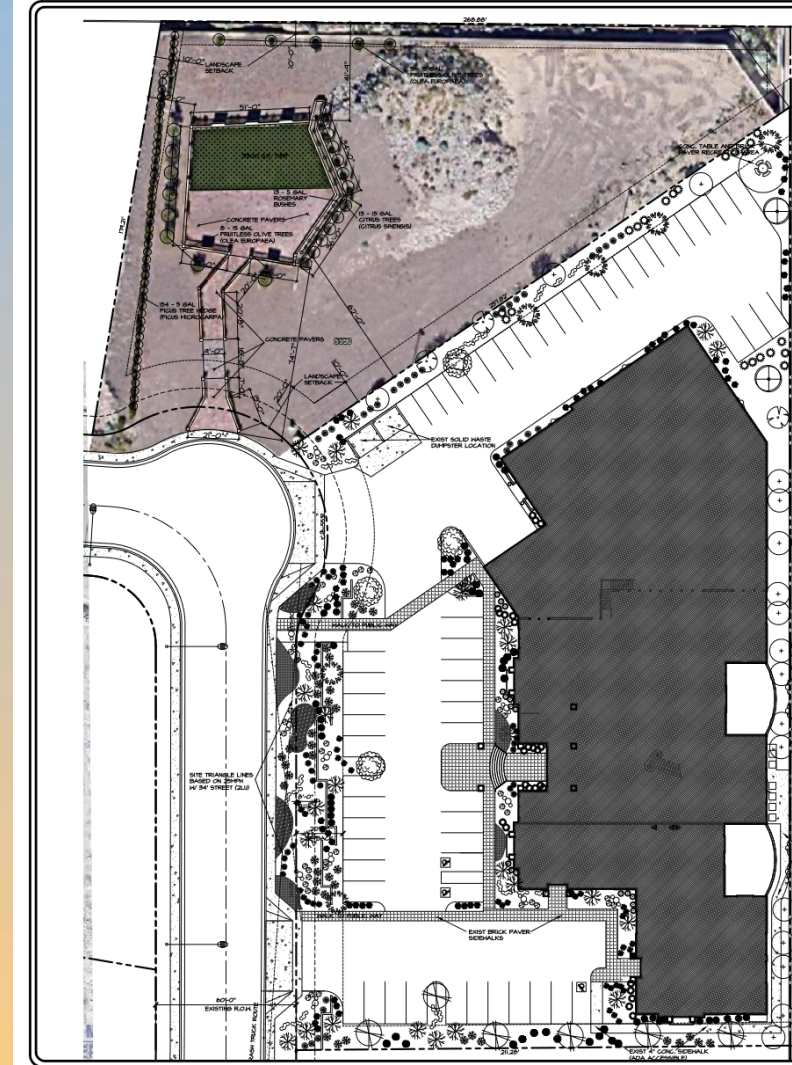


LANTANA MONTEVIDENSIS
LANTANA "TRAILING PURPLE"

ALL LANDSCAPE 4 PLANTER AREAS SHALL
BE COVERED WITH 2" MIN. 1" SCENED
MADISON GOLD DECOMPOSED GRANITE.

SHRUBS SHALL BE 5 GAL. SIZE EACH.
LOCATIONS TO BE PER APPROVED
PLANS

ALL GROUND COVER SHALL BE 1 GAL.
CONTAINERS AT 3'-0" O.C. TYP.





Existing Building





Special Use Permit

Section 11-70-5(E): Special Use Permit Required Findings



#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 plans and/or policies;



#2 The location, size, design, and operating characteristics of the proposed project are consistent with the purpose of the district where it is located and conform with the General Plan and any other applicable plans and/or policies;



#3 The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, the greater neighborhood, or the general welfare of the City; and



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



Special Use Permit

Section 11-32-6(A): Special Use Permit Required Findings



#1 Special conditions – including but not limited to the nature of the proposed operation; proximity to frequent transit service; transportation characteristics of persons residing, working, or visiting the site – exist that will reduce parking demand at this site;



#2 The use will adequately be served by the proposed parking; and

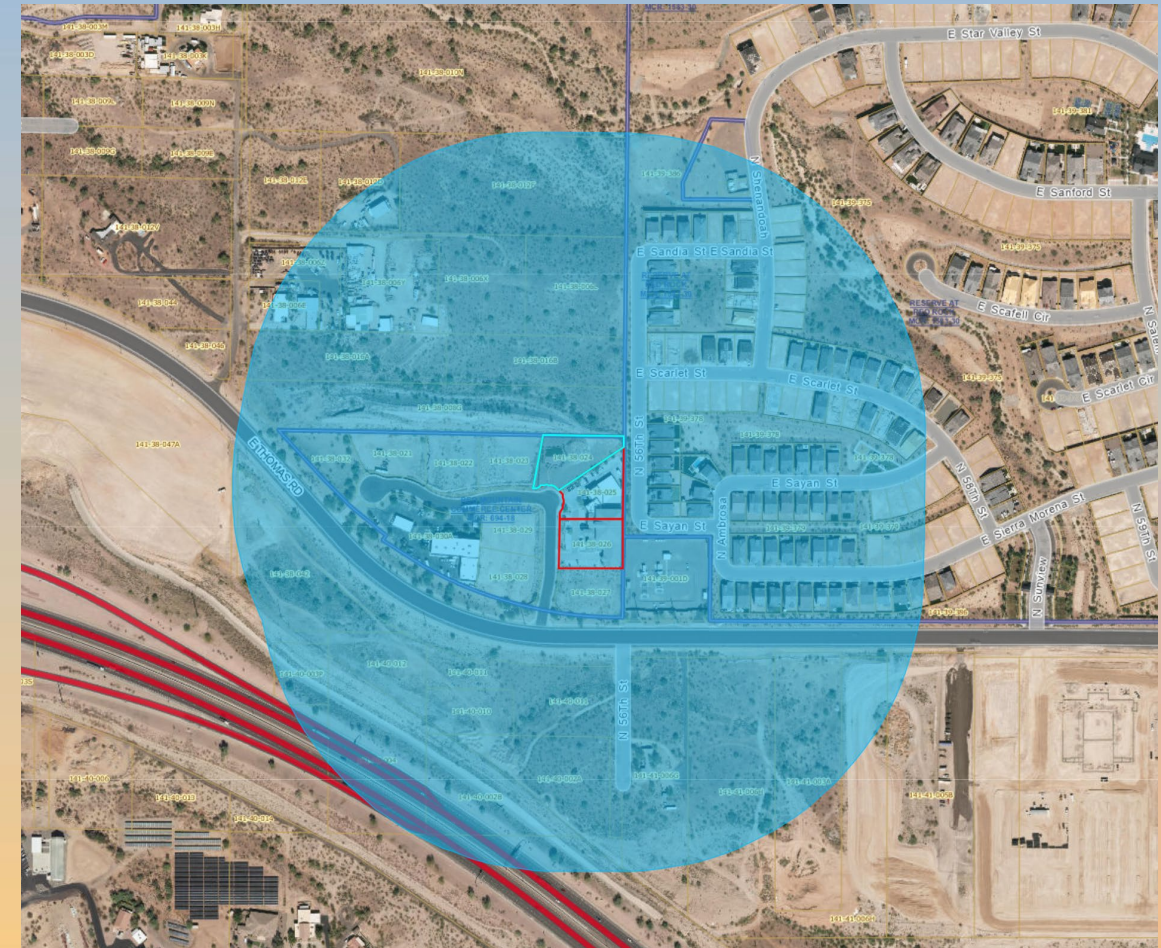


#3 Parking demand generated by the project will not exceed the capacity of, or have a detrimental impact on, the supply of on street parking in the surrounding area.



Citizen Participation

- Notified property owners within 1,000 ft., HOAs, and registered neighborhoods
- In-person meeting held on February 21, 2024, with 8 citizen attendees
- General questions about the venue's operations





Findings

- ✓ Complies with the 2040 Mesa General Plan
- ✓ Complies with the Falcon Field Sub Area Plan
- ✓ Meets the approval criteria for a Special Use Permit (Section 11-32-6.A and Section 11-70-5.E)
- ✓ Criteria in Chapter 69 of the MZO for Site Plan Review

Staff recommends Approval with Conditions



ZON24-00461



LOT 1

ALMA SCHOOL ROAD

N 89°05'21"E 47.05'

S 35°R/W PER
DKT. 125, PG 62 MCR

7' R/W DEDICATED
PER 108-28 MCR

WEST LINE APN 135-53-056
PER 2015-0762154 MCR

WEST LINE TRACT A
PER 106-28 MCR

5' PU & U/E EASEMENT PER DKT 9968, PG 690 MCR

S 89°05'13"E 2.77'

EASEMENT FOR POLES WIRES
AND APPURTENANCES
PER DKT 8860, PCS'S 254 & 255

5' PUE PER DKT 8493, PG 154 MCR

7' O&T CLAIM TO CITY
PER DKT 8493, PG 153 MCR

S 35°R/W PER
DKT. 125, PG 62 MCR

N 89°05'14"E 40.03'

S 89°05'13"E 55.11' (R)

(B) 128.37' (M) 128.36'
W 65°24'25"

(B) 207'14" W 60°04'05"

S 89°05'14"W 314.21' (C)
314.98' (R2)

CHELSEA CONDOMINIUMS
238-45 MCR

ADAMS REV TRUST
APN 135-53-015E
2020-0341262 MCR

THE MARC CENTER
APN 135-53-015B
2008-0693926 MCR

BEIERLY POWIE
HOMESOWNERS ASSOC
APN 135-53-166
2008-0961560 MCR

LOPEZ
APN 135-53-147
2024-0208616 MCR

BEGAY
APN 135-53-146
2023-0107041 MCR

LOVELADY/SABBATINI
APN 135-53-145
2019-0157538 MCR

RADOFF/BOWD
APN 135-53-144
2022-0343726 MCR

MOSLEY
APN 135-53-143
2017-0958582 MCR

GARDNER/SORENSEN
APN 135-53-142
2019-0837080 MCR

THE MARC CENTER
APN 135-53-017
2008-0693926 MCR

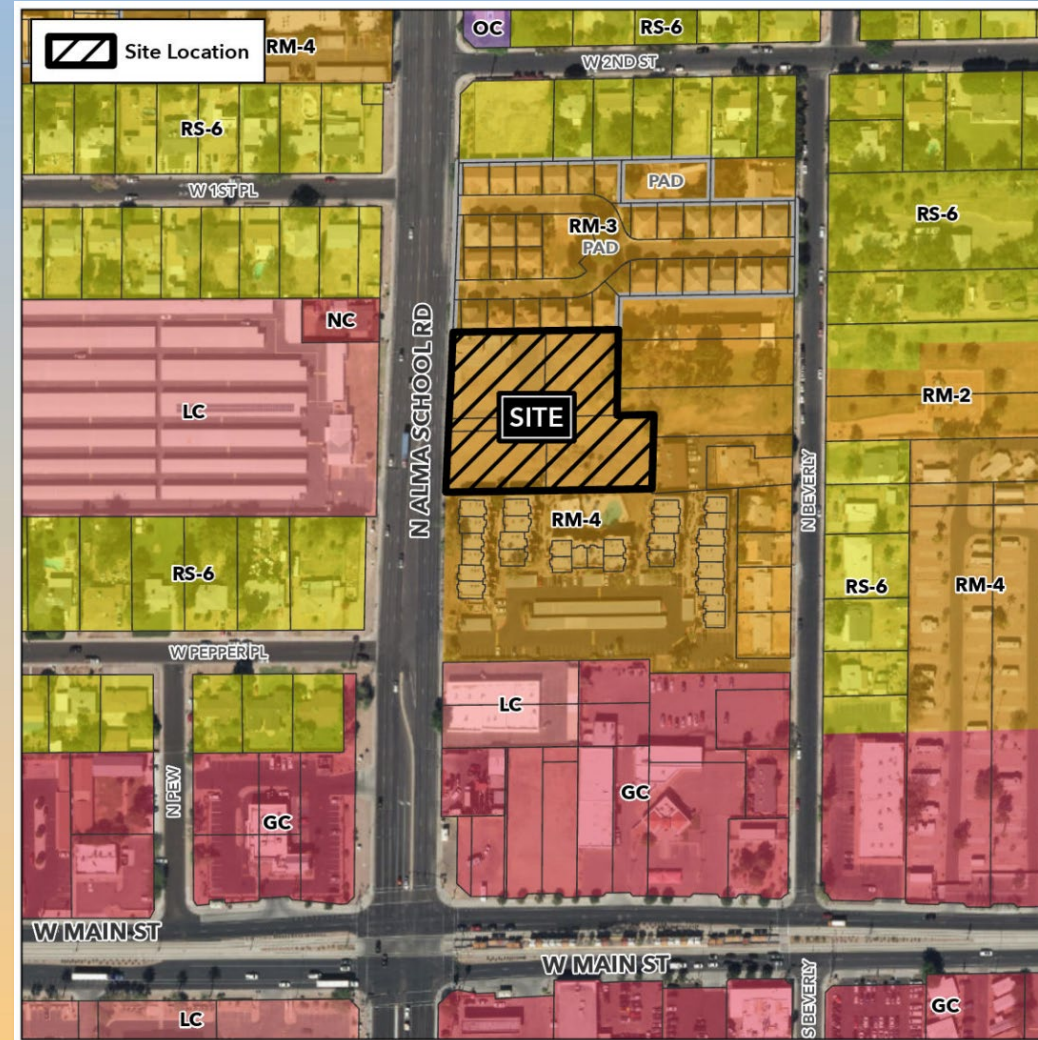
1698.49'

NOV 09 2024 25 24.63 25'



Location

- North of Main Street
- East of Alma School Road





General Plan

Neighborhood with a Traditional subtype:

- Safe places for people to live with a variety of housing and non-residential uses

Transit Corridor, and Station Area:

- Mixed-use, pedestrian-oriented, urban environment, particularly within walking distance of transit stops





General Plan

West Main Street Area – Transit Oriented Development (TOD) Corridor Area

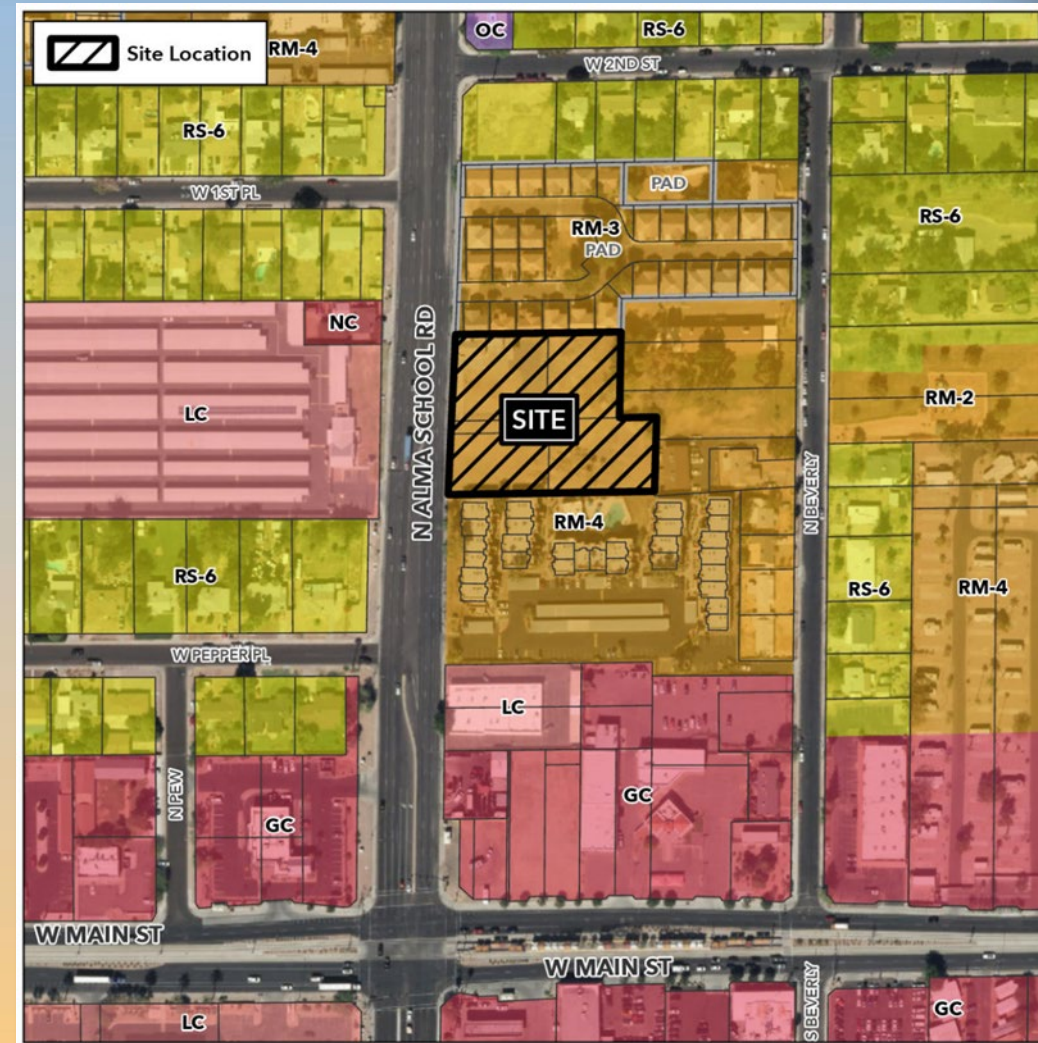
- Medium-density residential with a mix of commercial and office use within 1,320 feet of light rail line





Zoning

- Multiple Residence - 4 (RM-4)
- Use is permitted within RM-4





Site Photos

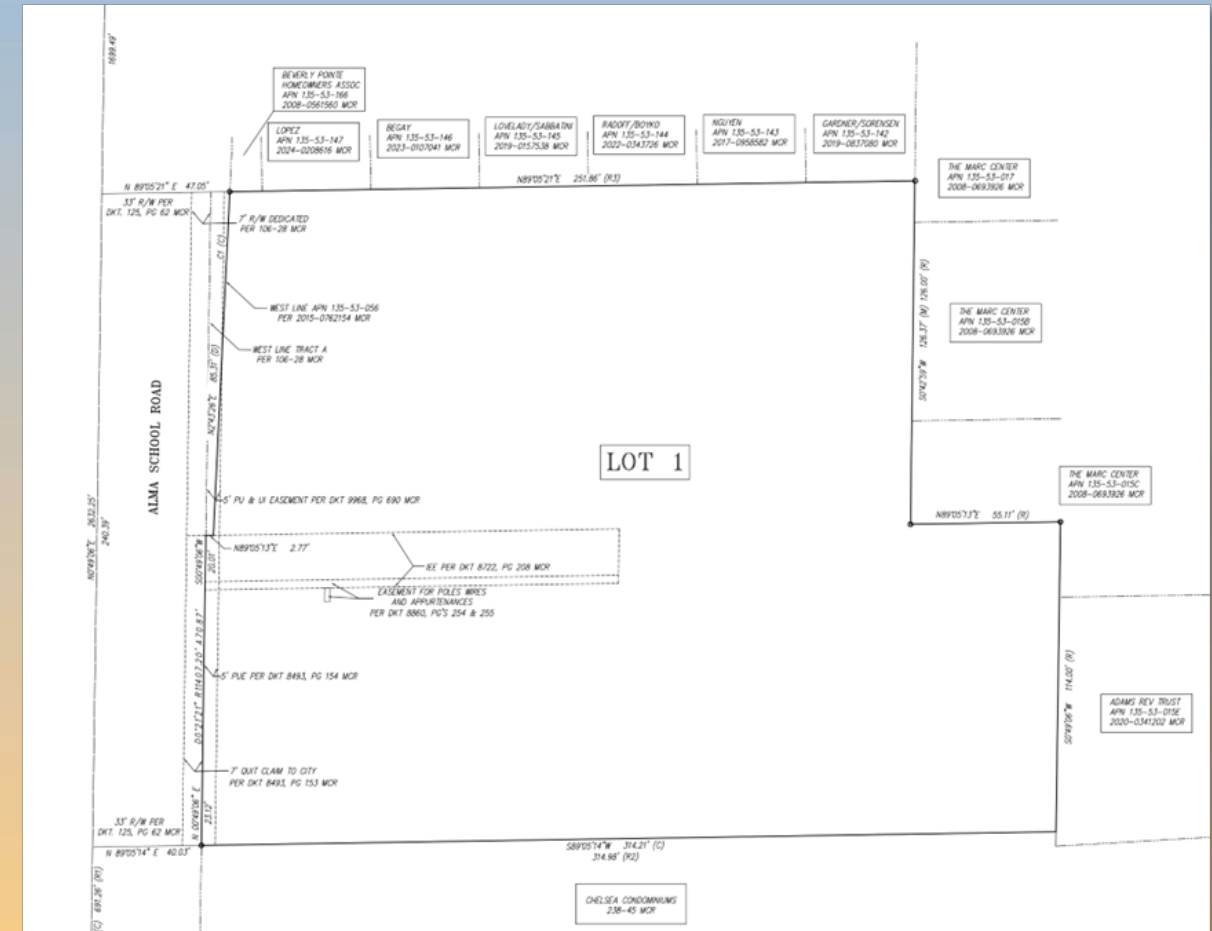


Looking east towards the site from Alma School Road



Preliminary Plat

- Combining five lots into one lot
- To allow a 21 micro unit multiple residence development that includes a community garden and a community center





Findings

- ✓ Complies with the 2040 Mesa General Plan
- ✓ Criteria in Subdivision Regulations Section 9-6-2

Staff recommend Approval with Conditions

BILLBOARD TEXT AMENDMENT

Mary Kopaske-Brown

Planning Director

Rachel Nettles

Assistant Planning Director



BACKGROUND

- March 4, 2024, City Council approved Ord. 5847
 - Allows Billboards as a permitted use with approval of a Billboard Overlay District
 - Includes development standards - regulate number, height, size, spacing, electronic message display, etc.
- Application received August 2024 - MCC
 - Staff recommending certain amendments
 - Simplify and improve efficacy



PROPOSED AMENDMENTS

Spacing Requirements - Between a
Billboard and another Billboard and
between a Billboard and a Freeway
Landmark Monument

- Current Standard - 1,200 ft
- Proposed Standard - 1,000 ft





PROPOSED AMENDMENTS

Spacing Requirements - Between a Billboard and a Residential Zoning District or residential use

- Current Standard - 500 ft
- Proposed Standard
 - 500 ft
 - May be reduced if a line-of-site study or balloon test demonstrates that the Billboard will not be visible to/ from a Residential Zoning District or residential use within 500 ft
 - May be no closer than 400 ft



PROPOSED AMENDMENTS

Height Requirements

- Current Standard
 - 48 ft from the grade of the adjacent freeway
 - Not to exceed 70 ft
- Proposed Standard
 - 60 ft from the average elevation of the natural grade within 50 feet of the Billboard; or
 - 60 ft from the freeway elevation for sites whose elevation is below the freeway



Outdoor

QUESTIONS



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FREEWAY LANDMARK MONUMENT AMENDMENTS

Sean Pesek
Senior Planner



BACKGROUND

- May 2004
 - Allowed Freeway Landmark Monuments as a permitted use with approval of a Council Use Permit
 - Adopted the Freeway Landmark Monument Design Guidelines
- April 2006
 - Amended the Freeway Landmark Monument Design Guidelines
- May 2024
 - Staff directed by City Council to explore updates to the Freeway Landmark Monument Design Guidelines



STAKEHOLDER ENGAGEMENT

- Two stakeholder focus groups were held to discuss the proposed changes on Sept 26 and Oct 2
- Feedback Received:
 - More flexibility in the FLM shape (horizontal-to-vertical ratio)
 - More flexibility in the project destination name placement
 - minimum sign area for the destination name
 - location of the destination name
 - Sign area requirements should consider large commercial sites that have less freeway frontage and more arterial frontage

GENERAL RECOMMENDATIONS

- Repeal the existing Freeway Landmark Monument Guidelines (Resolution)
- Amend Section 11-73-7: Freeway Landmark Monuments (FLM) of the MZO to include development standards
 - Provide clarity and have all standards in one location
 - Include provisions for City Council to approve modifications to development standards
- Reorganize development standards
- Modify development standards to be consistent with Billboard regulations
- Remove outdated standards

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
GP Character Area	Regional Commercial or Public/Semi-Public	Remove requirement
Zoning Districts	LC, GC, PEP, LI, GI, or PC or ID-2 if specified as an allowed use	No Change
Minimum Site Area	Parcel or development site at least 30 contiguous acres in size	No Change
Frontage Requirement	Must have frontage on a freeway and intersecting arterial street	No Change
Number of FLMs	• 1 per development • Additional signs considered for larger sites (> 60 acres and > 2,000 ft of freeway frontage)	• 1 per development • 1 additional sign permitted on larger sites (> 60 acres and > 2,000 ft of freeway frontage)

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Max. Height	No higher than reasonably necessary to be visible from a vehicle approaching on the same side of the freeway and located within sufficient distance to permit vehicles to safely exit	• 60 ft from natural grade within 50 feet of the FLM (consistent with Billboard regulations) • May be exceeded if the site contains unique or unusual physical conditions or relationship to the freeway that limits visibility • In no case can it exceed 90 ft
Max. Sign Area	• One sq ft of sign area per 2 lineal feet of freeway frontage • In no case may exceed 750 sq ft	• One sq ft of sign area per 2 lineal feet of freeway or arterial frontage • In no case may exceed 750 sq ft
Dimensional Ratio	May not exceed a horizontal to vertical ratio of 1:3	Remove requirement
Setbacks	Must be located within 200 ft of the freeway ROW	• Must be located within 250 ft of the freeway ROW • Consistent with Billboard regulations

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Spacing between FLMs	Min. 2,000 ft from an existing or approved FLM on the same side of the freeway; no more than 3 per one-mile stretch of freeway	No Change
Spacing between FLMs and Billboards	N/A	• Min. 1,000 ft from an existing billboard, including billboards on adjacent properties or neighboring jurisdictions • Consistent with Billboard regulations
Spacing between FLMs and Residential Zoning District or residential uses	No less than 10x the proposed FLM height	• 500 ft unless a line-of-sight study or balloon test demonstrated the FLM will not be visible to/from residential uses or district. • In no case may be closer than 400 ft • Consistent with Billboard regulations

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Nighttime Illumination	Limited to the sign copy or sign message	• Limited to the sign copy or sign message • Must be extinguished from 11:00 pm to sunrise • Consistent with Billboard regulations
Electronic Message Display– Message Sequence Interval	Minimum period of one hour	• 8 seconds • Consistent with Billboard regulations and sign ordinance regulations for electronic message displays
Electronic Message Display– Lighting Intensity	Varies based on time of day and LED color	• Intensity shall not exceed 300 nits (in full white mode) from sunset to 11:00 pm • Illumination must be extinguished from 11:00 pm to sunrise • Consistent with Billboard

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Project Identification	• Project or destination name clearly visible and located towards the topmost visible portion of the FLM and located under any sign embellishment. • At least 20% of the total sign area should be used to identify the project or destination name. • When a FLM contains multiple tenant panels, the sign area used for names of individual tenants should be considered secondary to the project or destination name. • The development or destination name shall be assigned more sign area and prominence than individual tenant or store names.	• Project or destination name clearly visible and located towards the topmost visible portion of the FLM or located vertically along the side

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Architectural Compatibility	Having a form, texture, color, and finish that incorporates representations complimentary to the primary architectural or natural features of the associated development or feature	No Change
Materials	Having low maintenance, architectural-grade surfacing materials such as metal, masonry, ceramic tile, glass or stucco	No Change



QUESTIONS



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