

**Office of Economic Development**  
Economic Development Advisory Board  
MEETING MINUTES

Date: August 1, 2006: 7:36 A.M.

MEMBERS PRESENT

Dale Easter  
Mike Garcia  
Brian Campbell  
Jim LeCheminant  
Vern Mathern  
Ted Wendel

EX-OFFICIO

Mayor Keno Hawker (excused)  
Chris Brady  
Charlie Deaton  
Jack Sellers

STAFF PRESENT

Betsy Adams  
Wayne Balmer  
Sue Cason  
Harold Decker  
Cathy Ji  
Teri Killgore  
Tom Reyes  
Scot Rigby  
Gordon Sheffield  
Jeff Tripp  
Claudia Whitehead

GUESTS

Roc Arnett  
Troy Ignelzi  
Lynn Kusy  
Lois Yates

MEMBERS ABSENT

Raul Cardenas (excused)  
Patricia Schroeder (excused)  
Steve Shope (excused)

**1. Chair's Call To Order**

Chair Mike Garcia called the August 1, 2006 meeting of the Economic Development Advisory Board to order at 7:36 A.M. in the boardroom at Williams Gateway Airport.

**2. Approval of Minutes: EDAB Meeting – June 6, 2006**

Chair Garcia called for a motion to approve the minutes from the meeting held June 6, 2006 with a minor correction.

**MOTION:** Mike Garcia moved that minutes from June 6, 2006 be approved.

**SECOND:** Vern Mathern.

**DECISION:** Passed unanimously.

**3. Welcome and Introduction of New Member**

Chair Garcia welcomed new Board member Dale Easter and asked him to tell a little bit about himself.

Mr. Easter has been a resident of Mesa for 8 years, employed in the technology field and is delighted, enthused and ready to be on the Economic Development Advisory Board to help in whatever way he can.

#### **4. Chairman's Report**

Chair Garcia stated that while in a meeting with Vice Chair Brian Campbell, Ms. Debbi Dollar and Mr. Scot Rigby, several suggestions were made regarding the Board's participation in the community and the City's economic issues. The date of September 7<sup>th</sup> was set for a retreat allowing the Board and Economic Development Staff to discuss some of the pressing economic issues to be able to bring forth recommendations to the City Council. Chair Garcia and Vice Chair Campbell expressed the need for the Board to get involved on these initiatives.

Vice Chair Campbell commented that he would like to see the Board have a greater impact. There are several specific areas of need such as; Williams Gateway, Healthcare Industry, Education, Downtown Development with regard to the MCC Campus and Falcon Field. Mr. Campbell would like the Board to focus on these tasks to create measurable and achievable goals and bring them forward to create an impact on our community.

#### **5. Zoning Ordinance Update & Selection of Board Representatives**

Mr. Gordon Sheffield, from City of Mesa Planning Department, stated that in 1988 Mesa did a complete General Plan Update and has had 2 updates since that time. However, it has had only one Zoning Ordinance Update since 1988. A consultant, Dyett & Bhatia, from San Francisco has been hired to help implement the following:

##### Zoning Update Objectives

- Update the Zoning Codes to be consistent with the Mesa 2025 General Plan
- Zoning that fits the desired character for each area of the City and neighborhoods
- Techniques to promote infill, mixed use and transit-oriented development
- Streamline review processes, for example exceptions instead of variances
- Comply with State requirements, City Charter and case law
- User-friendly, easy to understand format; design for possible online version

##### Approach to the Zoning Update

- Dealing with substantive issues relevant to Mesa
- Studying recent development plans, field work and testing new proposals
- Transitions between old and new codes – limit nonconformities
- Practical standards – the least regulation necessary to do the job

##### Public Participation Principles

- Creating multiple opportunities for two-way communication
  - Small group discussions
  - Stakeholder interviews
  - Neighborhood meetings
- Enriching participation through education
- Structuring the process to achieve results; focus on what zoning can do
- Keeping outcomes open

#### Public Participation Components

- Community forum and workshops (6)
- Board/Staff review panel
- Surveys and road-shows
- Stakeholder interviews (30+)
- Internet – opportunities for comments
- Draft code review – including responses to comments

Dyett & Bhatia and the Planning Staff are looking at different types of Zoning Districts. The General Plan divides the City into sub-areas. There are at least seven sub-areas and the City is going through a sub-area planning update right now. Each area has distinct characteristics and one of the goals of the Zoning Ordinance is to be able to enact different kinds of development standards that reflect the characteristics of each area. The Zoning Ordinance should be able to reflect the differences without requiring a person to go through a variance process. Planning is trying to develop techniques to promote infill and mixed use, and transit-oriented development, which are not currently in the code. The goal is to establish standards that will streamline the process and promote infill.

There will be several discussions with diverse groups in order to gather input from the community as to what they feel are the important issues related to the codes. Mr. Sheffield asked for two members of the Board to participate in the Stakeholder interviews. The interviews are scheduled for August 23, 2006. Dyett & Bhatia will develop a questionnaire to use during the interviews. Vice Chair Campbell and Mr. Ted Wendel stated that they would represent EDAB in the interviews.

## **6. Mesa's Aviation Employment Centers**

### **Falcon Field District**

Ms. Claudia Whitehead gave a power-point presentation on the Falcon Field District. Ms. Whitehead states that the Falcon Field Sub-Area is a vibrant progressive urban center that serves as; an oasis of aviation related business and recreation; abundant high quality employment for professionals, technical experts and highly skilled labor; regional entertainment that attracts the presence of distant visitors, local employees and area residents; and aesthetic beauty, possessing scenic vistas, quality architecture and natural desert landscape.

Falcon Field Airport ranks 3<sup>rd</sup> in economic impact in Arizona, along with generating about 2 billion a year and is in the top 10 of general aviation airports in the nation.

There are 80 acres available for development along with 75,000 square feet of hangar facility, 51,000 square feet of hangar/office facility available for lease and 230,000 square feet of corporate development debuting in 2007.

Falcon Field has eight major developments adding up to more than 1.5 million square feet of industrial/office to be completed or will begin construction in 2006. The industrial developments are as listed:

- Dover Industrial Park
  - Hewson Dover Business Center – 5 buildings from 11,000 to 100,000 sf
  - Greenfield Business Center – 4 buildings totaling 80,000 sf
  - Red Mountain Business Center - 2 buildings at 40,000 & 28,000 sf
  - Daedalus – 1 building at 10,000 and 2 at 20,000 sf
- Mesa Ridge Business Park
- Falcon Commerce Park
- Longbow Business Park and Golf Club
- City of Mesa Citrus Groves - +/- 215 acres

The Citrus Groves are currently restricted to aviation related use. The staff held a neighborhood meeting to inform them that they are seeking a release from FAA for non-aviation development. City Council gave approval to seek the release, however, some neighbors have asked for more information. Therefore, another neighborhood meeting will take place later in the month and staff has stopped the process for now.

Falcon Field has a great demand for upscale hotels and restaurants especially with Boeing's 4,700 employees. Many of Boeing's business contacts go to Scottsdale for restaurants and hotels instead of Mesa. Ms. Whitehead stated she has met with the President of the Arizona Restaurant Association to help us attract upscale restaurants. Also, Mr. Robert Brinton of the Mesa Convention & Visitors Bureau is meeting with Ms. Whitehead to implement a strategy to attract hotels or even a resort to Falcon Field.

Mr. Jeff Tripp explained the private hangar development and the many improvements and upgrades to taxiways and roads in and around Falcon Field.

### **Williams Gateway Airport**

Lynn Kusy will come back at a later date to give the presentation on Williams Gateway Airport due to lack of time.

### **Urban Land Institute Advisory Services Panel – 2006 Williams Gateway Area Study**

Mr. Wayne Balmer stated that staff has been looking at several issues concerning Williams Gateway and areas surrounding the airport. As the freeway has been completed, General Motors is changing and the thought is, how do we expand and come up with a larger area study that includes Queen Creek, Gilbert and all the area around WGA? The ULI will be looking at 42 square miles at and around the Airport. ULI has a Planning Advisory Services Panel that will come in and spend time with the community and staff to find out what the issues are. The Advisory Services Panel conducts tours and interviews with key people, then give recommendations with a final report 60 to 90 days thereafter. Roc Arnett, President of East Valley Partnership, will be the Project Manager for the study. The overall budget for the project is estimated at \$155,000 of which East

Valley Partnership has raised the full amount through various sponsors. The City of Mesa's cost will be \$20,000 instead of the original budgeted amount of \$75,000.

The study will address the following questions:

- Market Potential
- Planning and Design
- Development Strategies
- Implementation

### **Mesa 2025, General Plan Major Amendment (GP Major 06-01)**

Mr. Balmer stated that a General Plan Major Amendment (GP Major 06-01) is being proposed for approximately 1699 +/- acres just east of the Williams Gateway Airport generally bound by Ellsworth Road to the west, Signal Butte Road to the east, Ray Road alignment to the north and Pecos Road to the south.

The applicant's proposed change for the General Motors Proving Ground is from Medium Density Residential (4-6du/ac), Community Commercial, Light Industrial, Mixed Use Employment and Mixed Use Residential (30% at 15+du/ac) to Medium Density Residential (4-6du/ac), Mixed Use Employment, Regional Commercial, Community Commercial, Business Park and Light Industrial. The proposed amendment includes realignment of the Ellsworth Road.

### **7. Other Business**

No Comments.

### **8. Comments from the Board**

Vice Chair Campbell recommended that the General Plan Major Amendment be put on the agenda for discussion at the September 7, 2006 retreat for a potential study sub-committee so a recommendation to City Council could be forthcoming at the October EDAB meeting.

Mr. Charlie Deaton stated that the Mesa Chamber of Commerce is opposed to the proposed amendment. Mr. Jack Sellers commented that it appears to be a short sighted view instead of a long-term view. Mr. Vern Mathern agreed with Mr. Deaton and Mr. Sellers concerning the proposed amendment. Mr. Harold Decker stated that Economic Development, Brokers and Developers are very concerned about giving up mixed-use property along freeways. Residential should not be along freeways.

Ms. Lois Yates stated that she has read the proposed General Plan Major Amendment, which states in a few sentences at the very end that a Minor Amendment will be proposed that will create 3,000 units of high-density housing.

Mr. Scot Rigby stated that the ULI Study will be coinciding with the General Plan Amendment and it will be interesting to see what recommendations will match-up or be in disagreement with each other.

Several members commented that they are looking forward to the retreat planned for September 7<sup>th</sup>.

**9. Adjournment**

It was noted that the next EDAB meeting would be held October 3, 2006.

There being no further business, Chair Garcia adjourned the meeting at 9:24 A.M.

Submitted By:

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Teri Killgore, Interim Economic Development Director  
(Prepared by Sue Cason)