



DEVELOPMENT ADVISORY FORUM

RESIDENTIAL/COMMERCIAL DEVELOPMENT INDUSTRY

Wednesday, September 26, 2012

7:30 to 9:00 A.M.

City Council Chambers, Lower Level Conference Room

57 E. 1st Street

Minutes

1. Welcome and Introductions

Christine Zielonka

Christine Zielonka began the meeting with introductions.

Lori Greco was introduced as the City of Mesa's Engineering Right-of-Way Manager as the single point of contact for the non-city owned private utilities. Lori can assist the development community with development issues that may arise with these companies. Lori can be reached by email at Lori.Greco@mesaaz.gov, or by telephone at 480-644-2503.

2. Signs

**Amy Shackelford
Laura Hyneman/Steve Hether**

Steve Hether summarized how the implementation of Senate Bill 1598 will impact the sign review process. Amy Shackelford presented a 10-Step process to help streamline the Sign Permit process. This presentation also includes several key resources and references for the development community. The 10-Step guide is available on the City of Mesa's website by accessing the following link. <http://www.mesaaz.gov/devsustain/PDF/Brochures/10%20steps%20for%20sign%20permits.pdf> Amy can be reached by email at Amy.Shackelford@mesaaz.gov, or by telephone at 480-644-2373.

3. Sign Code Update

Gordon Sheffield

The City of Mesa Sign Code is currently being amended. The sign code is part of the Zoning Ordinance, and the update of the sign code was intentionally separated from the Zoning Ordinance because of the complex components. Gordon Sheffield gave examples of many of the issues that have to be considered in accordance with citizen, City Council, State and Federal rules. The last comprehensive update to the Sign Code was in 1986. As part of this process, the Planning Department is assembling an Advisory Committee made up of people that are on appointed boards that provide advice to the city council. The committee will consist of representatives from the Design Review Board, Board of Adjustments, and the Planning and Zoning Board. The meetings will be open to the public. Due to other priorities, the Sign Code updates have been delayed and the first public hearing will be held after the beginning of next year.

Christine Zielonka asked development forum members to provide their names and email addresses to Carol Haddad (Carol.Haddad@mesaaz.gov) if they are interested in receiving draft documents of the sign ordinance. Feedback can be provided to Gordon before he approaches the formal boards. Some examples of contentious issues that may delay the Sign Code amendment process include; signage by district, temporary signage, and directional signs for the real estate industry, and size of signs.

Gordon can be reached by email at Gordon.Sheffield@mesaaz.gov, or by telephone at 480-644-2199.

4. Impact Fees

Christine Zielonka

All Arizona cities are in the process of modifying their Impact Fee Ordinances in order to comply with the State Statute that was passed. The City of Mesa is working with the Arizona League of Cities to ensure that the cities are generally consistent with their impact fee requirements.

Some of the categories that are being reviewed include fire, police, libraries, parks, aquatic centers/swimming pools, and water and wastewater.

Duncan and Associates is working on an impact fee study to identify service zones and the logical division of these areas. This is one of the primary changes in the impact fee structure. Another major change for the City of Mesa is that the impact fees are based on an infrastructure improvement plan.

More updates will be sent to the Development Advisory Forum for feedback as they are available. The impact fee ordinance must be finalized by August of 2014.

5. Regulatory Bill of Rights 1598

Christine Zielonka

Christine Zielonka provided an update on the regulatory Bill of Rights for 1598.

6. General Plan Update

John Wesley/Tom Ellsworth

John Wesley presented a General Plan Update. The PowerPoint presentation is attached with these minutes.

7. Change in the 100-year, 2-hour design rainfall event

Gordon Haws

Gordon Haws presented an update on changes in retention requirements.

8. Update on Activity

Steve Hether/ John Wesley

Steve Hether and John Wesley provided updates on Plan Review and Planning activities.

9. Open Discussion

Group

NEXT MEETING: JANUARY 16, 2013

For more information regarding the General Plan Update please visit

www.thisismymesa.org

Kari Kent, Deputy City Manager
Christine Zielonka, Development Services Dept. Director
Steve Hether, Dev & Sustainability Deputy Director
Laura Hyneman, Dev & Sustainability Deputy Director
John Wesley, Planning Director
Bill Jabjiniak, Economic Development Dept. Director
Gordon Sheffield, Zoning Administrator
Beth Huning, City Engineer
Dan Cleavenger, Transportation Director
Alan Sanderson, Traffic Engineer

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Development & Sustainability
55 N. Center St. Mesa 85201
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How to Get Your Sign Permit Approved in One Review

How much signage can I have?

Step 1 and 2:

- Know what is and is not allowed

Chapter 41 Mesa Zoning Ordinance

<http://mesaaz.gov/planning/ZoningOrdRewrite.aspx>

Comprehensive Sign Plans, Variances or Entitlements

- Know property's zoning district

Zoning determines allowable signage

Interactive zoning map gives case history information

www.mesaaz.gov/Maps

What plans do I need to provide?

Step 3,4,5,6 and 9:

- Drawings and details showing how sign will be constructed, attachment details, UL listing, NEC compliance, structural details, footing details.
- Sign area calculations. Overall dimensions, individual component dimensions, logo dimensions, dimension of space between lines or logos.
- Photo elevations/renderings showing sign on building, or at property frontage for freestanding signs.
- Existing attached and detached sign photos. Identify removal or to remain. Provide sign area calculations for existing signs.
- 3 complete sets of plans, with photos or sign details in color.

Why do I need a site plan?

Step 7 and 8:

- Attached signs:

Site plan is used to show location and dimensions of business occupancy, and sign location; also used to verify addressing. Aerial map such as Google or City of Mesa GIS map is acceptable.

- Detached or freestanding signs:

Site plan is used to show location and dimensions of property and business occupancy, sign location, and to verify addressing. Used to demonstrate that sign is not in existing or future public right of way or public utility easements. Black line site plan required. Aerial map does not provide enough detail.

Where can I find more information?

- Development Services Document Retrieval desk*
 - Quarter section maps show city utility locations
 - Permit records which may include site plans
 - City of Mesa road & utility improvement records for right of way and easement information
 - Subdivision plats with easements, right of way, property dimensions
 - Zoning case history (variances, comprehensive sign plans)

*These records are not available online or electronically through City of Mesa.

Where can I find more information?

- www.maricopa.gov/assessor Existing right of way dimensions, aerial maps, property dimensions, electronic copy of recorded plat
- www.mesaaz.gov/Services/online.aspx Online tracking for status of permits, code cases, or Planning cases
- www.mesaaz.gov/devsustain Plan review, submittal information, documents/forms/checklists, Schedule of Fees
- www.mesaaz.gov/planning Zoning Ordinance, Planning processes (variance, new or modify comprehensive sign plans)
- www.mesaaz.gov/maps Planning/zoning map

Most Common Corrections Written

- Sign quantity and/or area exceeds allowable per zoning ordinance
- Signs do not comply with approved CSP
- Occupancy dimensions not shown on site plan & elevations
- Site plan does not show existing/future ROW, easements; sign located in ROW or easement
- Sign area calculation on plan does not comply with Zoning Ord. definition; not enough dimensions provided
- No information provided about existing signs
- Sign design; detached-need monument base or architectural details; attached-no cabinets allowed
- Existing non-conforming sign on the property
- Incomplete submittals; need 3 complete sets of everything at each submittal/resubmittal

After Permit Issuance

- All signs require at least a Zoning Inspection.
- Attached illuminated signs require an electrical inspection.
- Freestanding signs require footing inspections. And, if illuminated, also require electrical inspection.

*Signs installed prior to permit issuance can be cited by the Building Official for construction without a permit per MCC 4-1-4(A), which is a criminal citation process.



GENERAL PLAN UPDATE

In 2040 My Mesa is...



General Plan Update Process

2

Background:

- State Statute requires the General Plan to be approved by voters every 10 years
- Working towards the November 2014 ballot
- Updating rather than rewriting
- Coordinating with Transportation, Transit and Parks and Recreation updates



Process Overview

- Sept. – Dec. 2012: Initial public meetings, generating interest
- Jan. – May 2013: Public meetings; refining ideas and comments
- June – Aug. 2013: Prepare first draft plan
- Sept. – Dec. 2013: Feedback on first draft plan
- Jan. – Apr. 2014: Final draft review
- May – June 2014: Final review and approval
- Nov. 2014: On ballot for adoption



Citizen Involvement Plan

4

Three aspects of the Citizen Involvement Plan:

1. Plan Advisory Committee
2. Direct Contact with Institutions, Agencies, Stakeholders, and Other Local Governments
3. Outreach to the general public
 - *“This is My Mesa”* Campaign



Citizen Involvement

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- Plan Advisory Committee (PAC) has been formed (P&Z Board, Design Review, Transportation, EDAB, Housing, Human Relations, Historic Preservation, Parks and Rec)
 - Provide technical review of existing plan
 - Assist with review of public comments
- Beginning outreach to interest groups and stakeholders
 - Give presentations
 - Receive comments and feedback

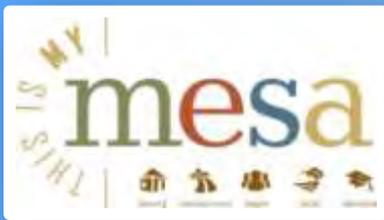


Citizen Involvement

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- *“This is My Mesa”* Website
 - thisismymesa.org
 - Home for General Plan, Transit Plan, and Transportation Plan updates
 - Linked to iMesa for comments and suggestions
 - thisismymesa.uservoice.com
 - Information on how to be involved





Community Visioning Fiesta District



Then...



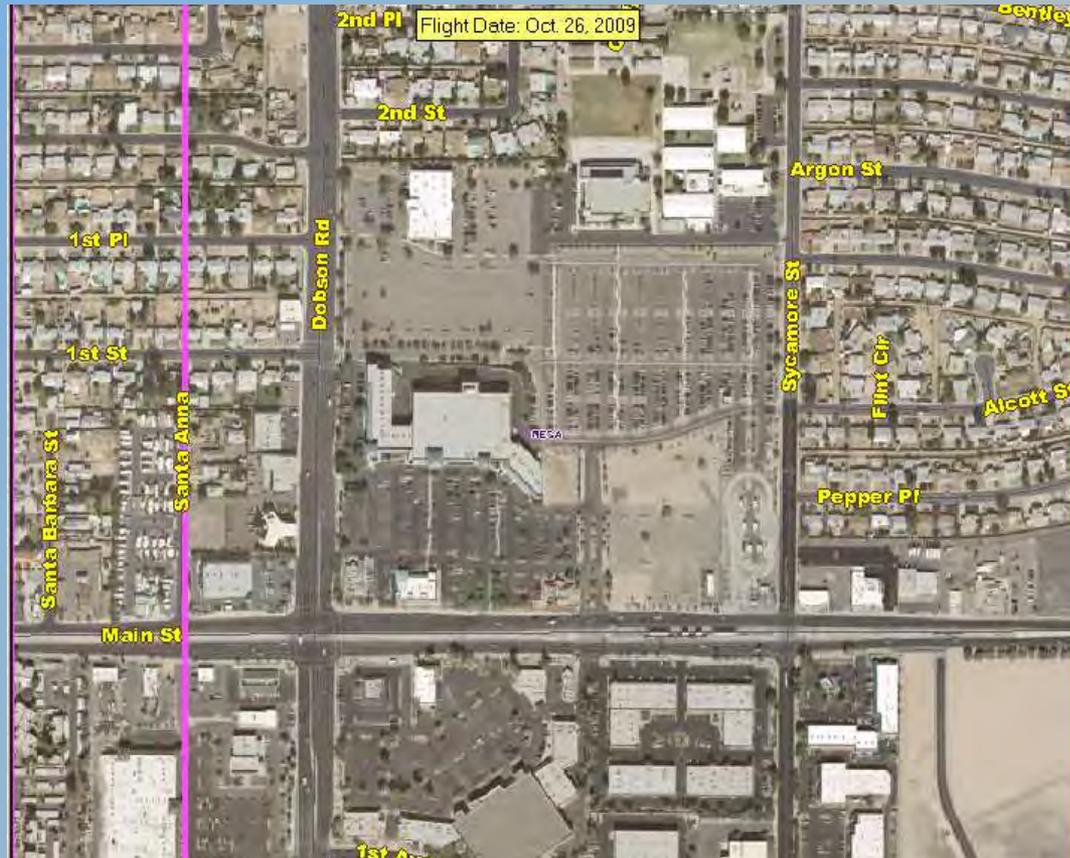
Now ...



In the Future???

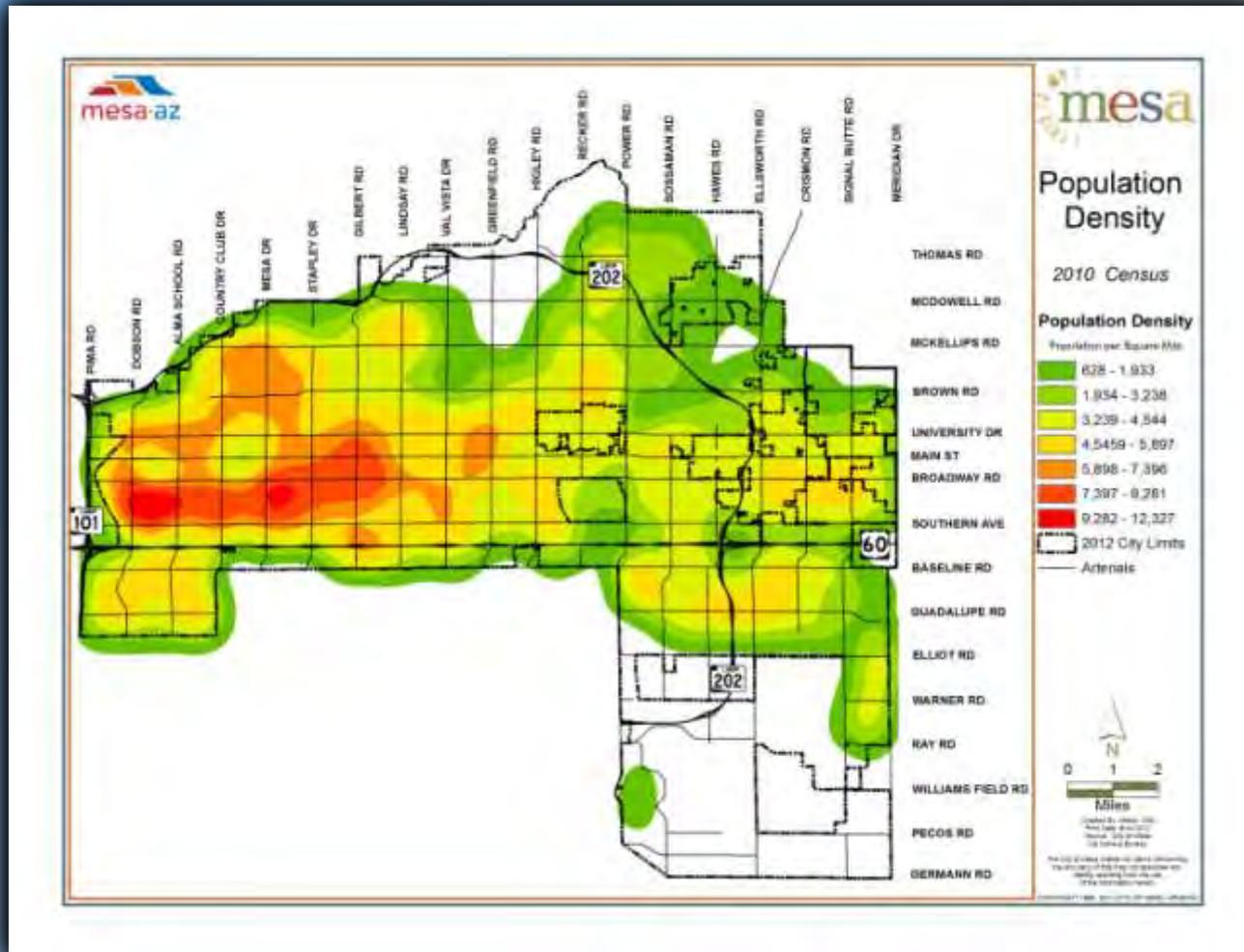


Community Visioning Dobson and Main Street





Community Visioning Visualizing Growth





Community Visioning Estimated Growth

Today's population – 470,000;
Estimated 2040 population – 635,000 **Transit?**

165,000 new residents **Arts and Culture?**

□ What ... **Mixed Use Activity Centers?** **Shopping?**

□ Where... **Residential Development?**

□ How... **Freeways?** **Education?** **Redevelopment?**

□ How... **Revitalization?** **Employment?**

Diversity? **Pedestrian Friendly Development?**

Recreation? **Environment?** **Roads?**

Unique Areas of Mesa?

Sense of Place?



Underlying Goals

- Transition away from suburban sprawl development to less auto dominant development by creating opportunities to develop neighborhood or village centers of appropriate scale and locations to create stronger neighborhoods and sense of place
- Continue efforts to enhance the downtown area as Mesa's primary urban core
- Maintain existing neighborhoods; encourage infill and redevelopment as appropriate



Underlying Goals

- Improve “sustainability” by reducing the need for auto travel, reducing energy usage, and responding more appropriately to our desert environment
- Continue to promote economic development opportunities and improve options for higher education
- Increase the quality of the built environment – continue to encourage a higher level of quality in architecture and materials



Underlying Goals

- Provide high quality arts, culture, and recreation opportunities
- Have efficient, multi-modal transportation and transit systems that provide for the movement of goods and people whether it is around the corner or around the world
- Encourage development patterns that facilitate healthy living environments



Contact Information

Primary Staff Contact:

Tom Ellsworth, 480-644-2182

tom.ellsworth@mesaaz.gov

John Wesley, 480-644-2181

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Website:

www.thisismymesa.org

www.thisismymesa.uservoice.com



Community Visioning Guiding Questions

Comments or questions?

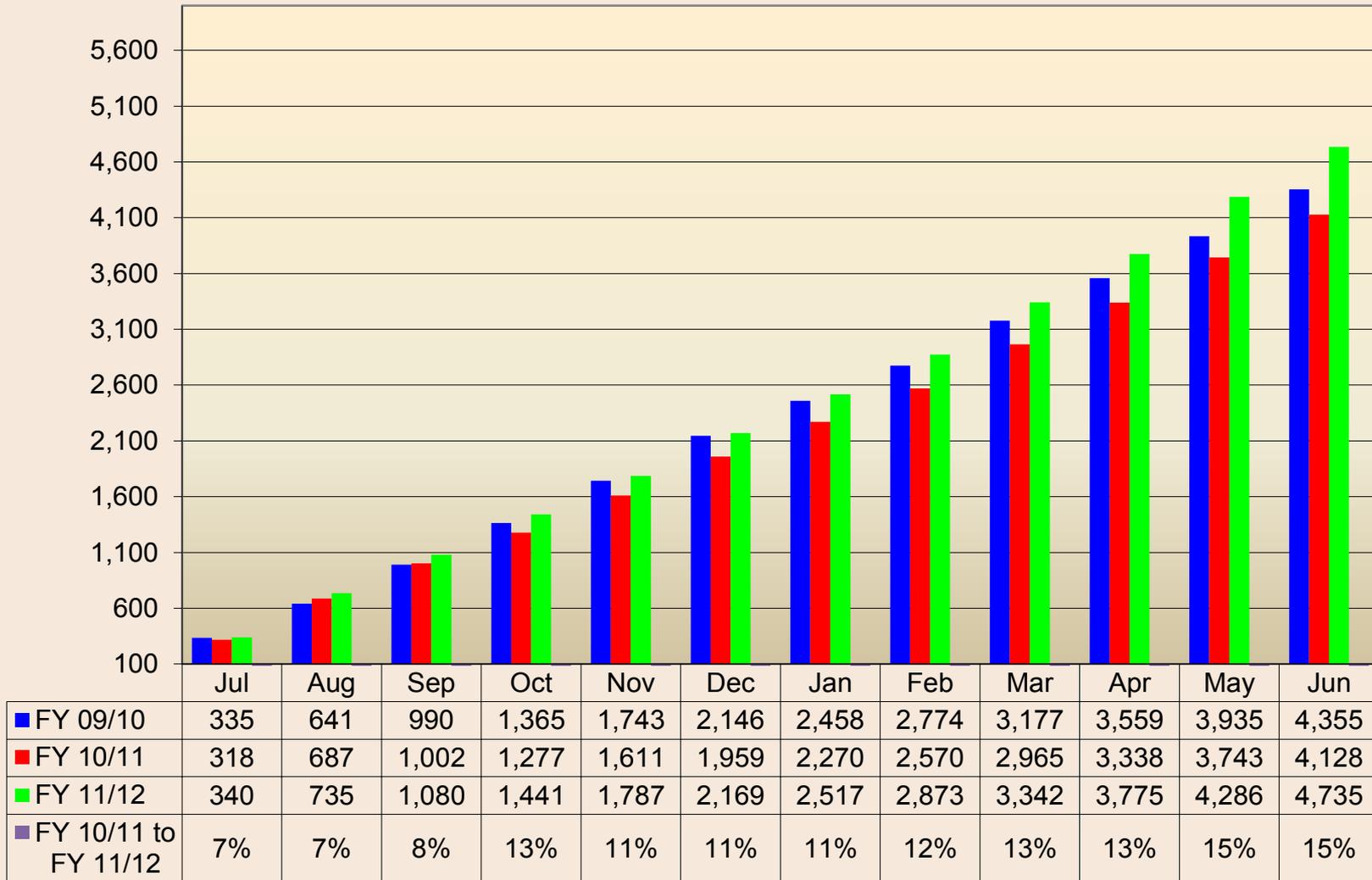
Developer Advisory Forum

September 26, 2012



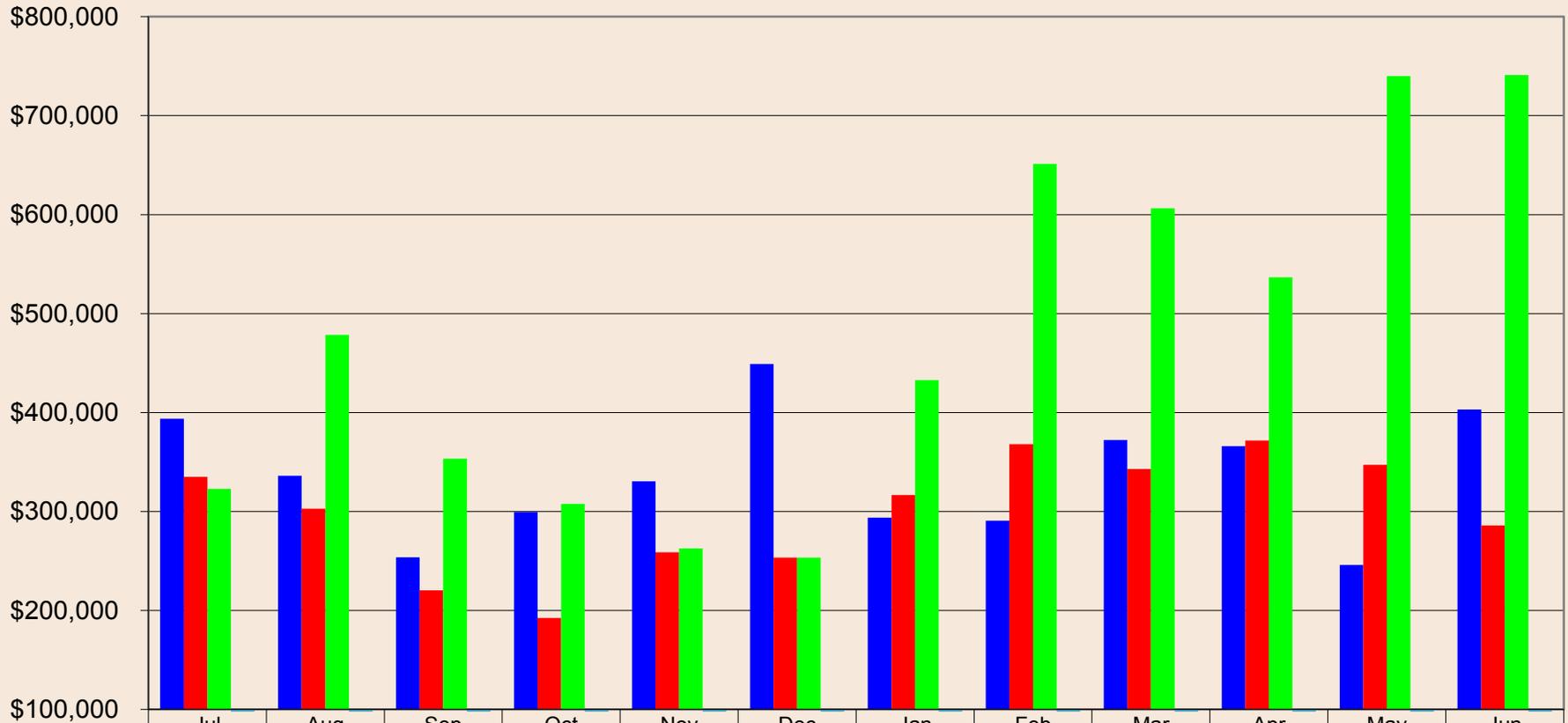
Development Services

Cumulative Year to Date Permits





Development Services Program Revenue (Permit Revenues)

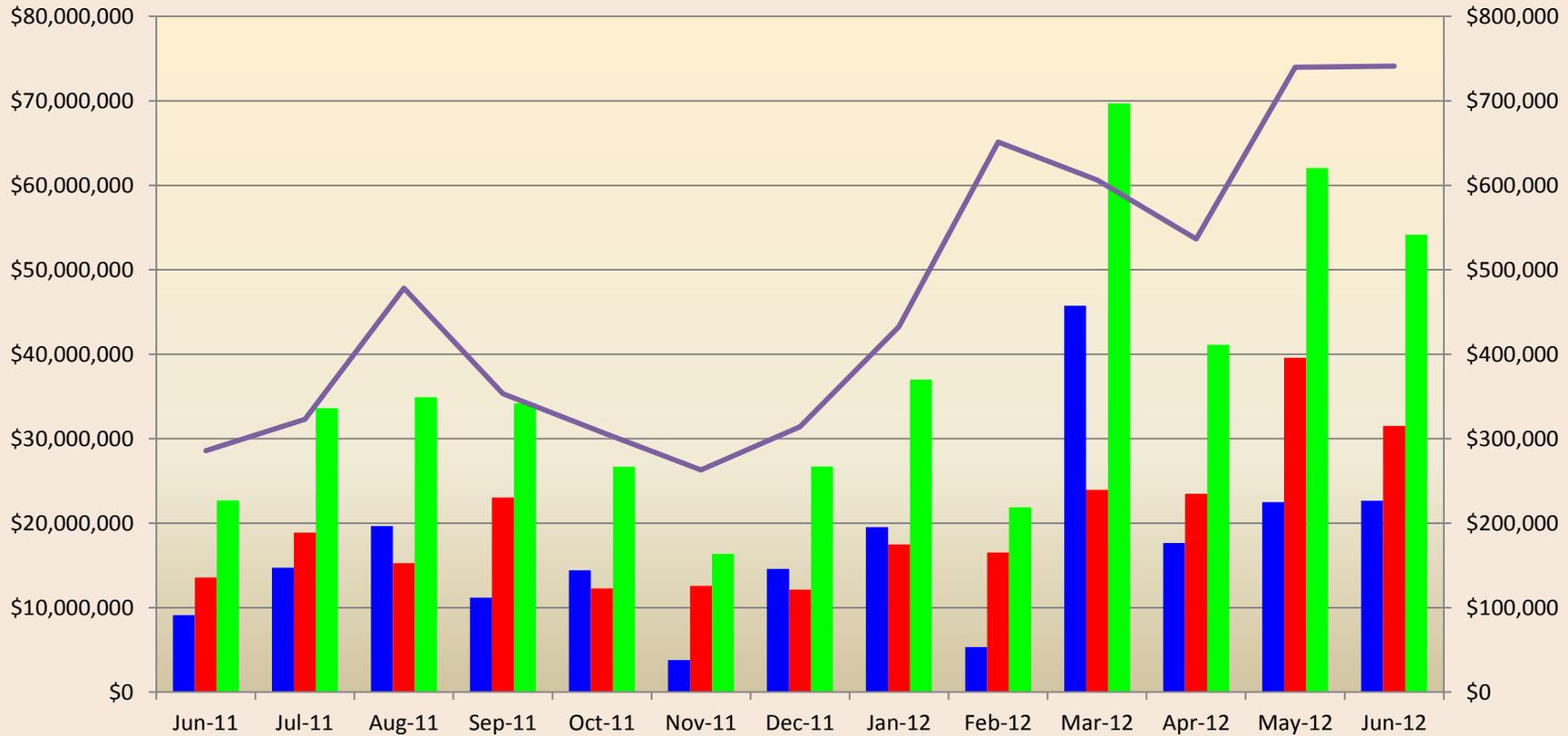


	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 09/10	\$393,647	\$336,102	\$253,842	\$299,553	\$330,570	\$449,016	\$293,769	\$290,729	\$372,422	\$366,026	\$246,039	\$403,005
FY 10/11	\$335,098	\$302,892	\$220,504	\$192,363	\$258,941	\$253,350	\$316,808	\$368,006	\$343,062	\$371,762	\$347,079	\$285,776
FY 11/12	\$322,803	\$478,326	\$353,307	\$307,641	\$262,853	\$253,350	\$432,734	\$651,375	\$606,402	\$536,501	\$739,948	\$741,150
FY 10/11 to FY 11/12	-4%	58%	60%	60%	2%	0%	37%	77%	77%	44%	113%	159%



Construction Valuation

June 2011 – June 2012



	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
Commercial Construction Valuation	\$9,109,716	\$14,726,740	\$19,671,682	\$11,188,640	\$14,420,097	\$3,785,432	\$14,573,349	\$19,506,518	\$5,317,718	\$45,735,781	\$17,643,409	\$22,475,478	\$22,672,911
Residential Construction Valuation	\$13,563,781	\$18,891,204	\$15,249,257	\$23,018,507	\$12,268,937	\$12,579,511	\$12,136,126	\$17,492,460	\$16,542,251	\$23,940,181	\$23,465,626	\$39,591,679	\$31,502,368
Total Valuation	\$22,673,497	\$33,617,944	\$34,920,938	\$34,207,147	\$26,689,034	\$16,364,943	\$26,709,475	\$36,998,978	\$21,859,969	\$69,675,962	\$41,109,035	\$62,067,158	\$54,175,279
Revenue	\$285,776	\$322,803	\$478,326	\$353,307	\$307,641	\$262,853	\$314,067	\$432,734	\$651,375	\$606,402	\$536,501	\$739,948	\$741,150

Developer's Forum, Sept 2012



Revision to the Retention Requirement

New standard applicable to future
development projects

Background Information:

Retention requirement is based on runoff occurring during the “design rainfall event”

Background Information:

For the City of Mesa the
“design rainfall event” is the
100-year, 2-hour storm

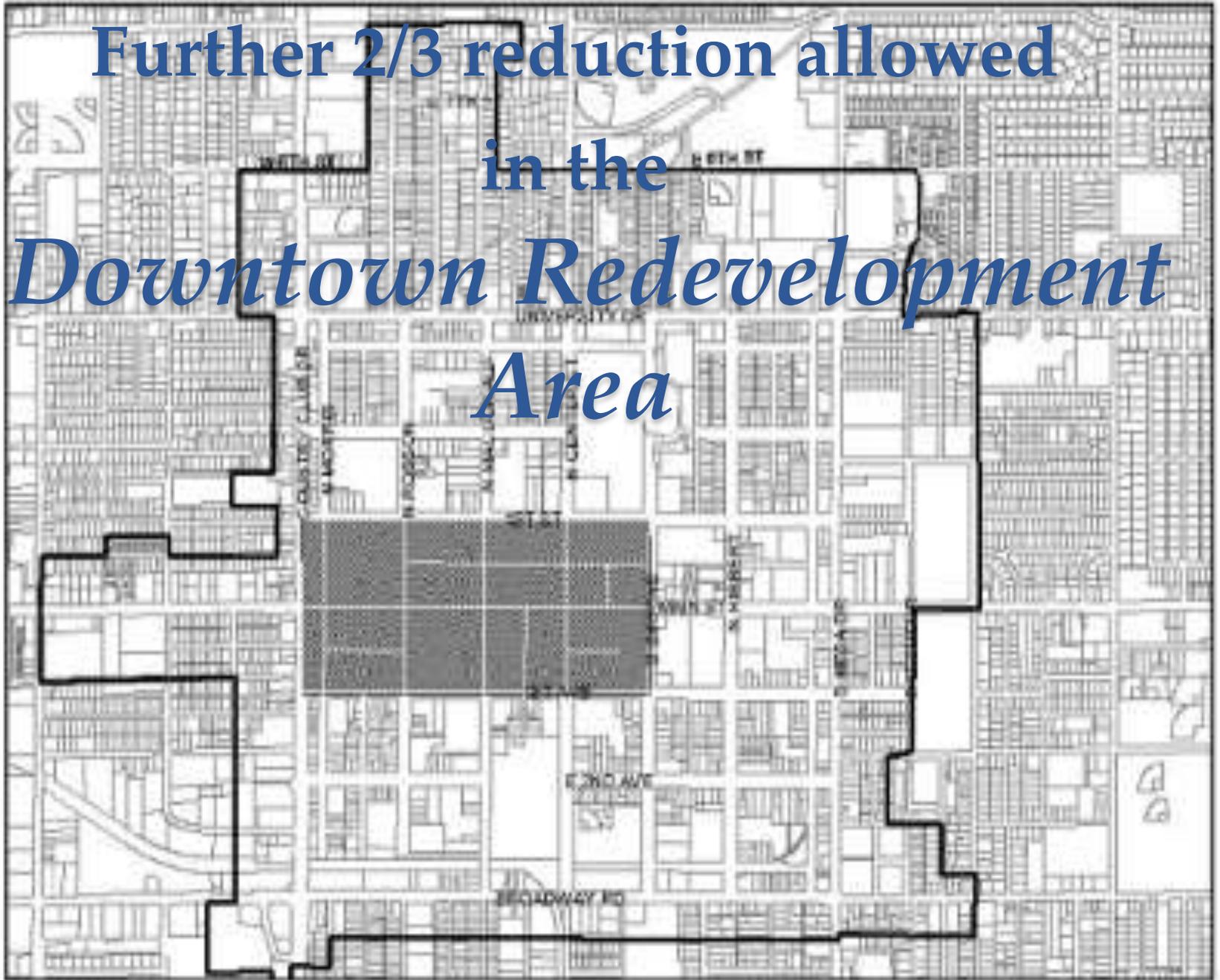
Prior to August 2012:
The City of Mesa used
2.7-inches of rainfall as the
design rainfall event.*

(*Based on 100-year, 2-hour rainfall values given
in NOAA Atlas 2)

August 2012 & forward:
The City of Mesa uses
2.2-inches of rainfall as the
design rainfall event*

*(Based on updated 100-year, 2-hour rainfall values
given in NOAA Atlas 14)

Further 2/3 reduction allowed
in the
*Downtown Redevelopment
Area*



Revised Design Rainfall Values:

	<u>Previous Standard</u> (prior to Aug 2012)	<u>Current Standard</u> (Aug 2012 & Forward)
City of Mesa (outside of Downtown Area)	2.7-inches	2.2-inches
Downtown Redevelopment Area	1.8-inches	1.5-inches
Based on...	NOAA Atlas 2	NOAA Atlas 14

New standard
memorialized in...
August 2012 Update
to the
Engineering Procedures Manual

Available online at

[http://www.mesaaz.gov/engineering/pdf/Engineering
DesignStandards2012.pdf](http://www.mesaaz.gov/engineering/pdf/EngineeringDesignStandards2012.pdf)

Questions?