

**CITY OF MESA  
MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE  
STUDY SESSION**

**DATE:** January 16, 2003 **TIME:** 7:00 a.m.

**MEMBERS PRESENT**

Dave Wier, Chair  
Art Jordan, Vice Chair  
Theresa Carmichael  
Vince DiBella  
Robert Fletcher  
Wayne Pomeroy  
Chuck Riekema  
Mark Reeb

**STAFF PRESENT**

Katrina Bradshaw  
Tony Felice  
Greg Marek  
Patrick Murphy

**OTHERS PRESENT**

**MEMBERS ABSENT**

Terry Smith

**1. Call to Order**

The January 16, 2003 study session of the Downtown Development Committee was called to order at 7:00 a.m. in the Gold Room of the lower level City Council Chambers located at 57 E. First Street by Chair Wier.

**2. Discuss items on the agenda for the Regular Meeting.**

**ZA03-002TC - Comprehensive Sign Plan for 305 E. Main St.**

Chair Wier declared a conflict of interest and abstained from discussion on this item.

Mr. Riekema asked how the other members of the Board felt about signage placed on the upper level stories of high-rise buildings.

Mr. DiBella said he does not particularly like it, however; typically the businesses want to identify their building and amongst the sea of signage, it becomes irrelevant.

Mr. Jordan said he considered those types of signs to be free advertising and said he would like to see a definitive report which shows that signage actually increases business or the vice versa, that the lack of signage hurts a business.

Ms. Bradshaw explained that the applicant requested to move the signage higher on the west elevation so that patrons could identify the building in time to make the right hand turn onto Pomeroy Street where the main entrance is located. She added that the fourth-story sign on the south elevation was requested in order to identify the building to traffic heading northbound on Mesa Drive.

Mr. Fletcher asked if the surrounding property owners and tenants within 300 feet were notified of this project and, if so, what was their feedback.

Ms. Bradshaw said they were notified by mail of this Comprehensive Sign Plan and staff did not receive any feedback, either positive or negative, in regards to this case.

Mr. Jordan said he felt this was a professionally detailed sign plan and the signage was very professional and tasteful.

Mr. Fletcher asked what were the deviations from what is permitted in the Sign Code in this Comprehensive Sign Plan.

Ms. Bradshaw said the south elevation contains two wall signs, when only one is allowed. In addition, the eight-foot-high monument sign on the north elevation exceeds the five-foot height requirement in the Town Center Redevelopment Area. She said those were the only two deviations from what is permitted.

### **Policy Regarding Fire Sprinklers**

Mr. Marek said staff has handed out the new policy and the Fire Marshall, Dan Stubbs, will be in attendance at the regular meeting to answer any questions from the Board. Mr. Marek said Mr. Stubbs can also do a short presentation if the Board desires.

Mr. Marek explained that the new policy has significant changes from the previous policy. He explained that the new policy allows graduated expansions (depending on the original size of the building) without having to fire sprinkle the building. The previous policy only allowed a 10% expansion without having to fire sprinkle. The previous ordinance also stated that if there was a change of use, then the building must be fire sprinkled. The new policy has significantly changed this by assigning hazard categories, and if the use does not move to the higher hazard category, then the building is not required to be fire sprinkled. Mr. Marek said this new policy will solve a significant amount of problems that the Redevelopment Office has encountered.

A discussion ensued regarding the sprinkler issues for the commercial project on Center Street and whether or not this new policy would have alleviated those issues. Mr. Marek explained that in this particular case, the problems had more to do with the location of the water lines rather than the fire sprinklers.

### **Level I Historic Structures**

Mr. Marek explained that the Historic Preservation Committee discussed this at their last meeting and recommended not to make any changes to the Ordinance in regards to the Level I Historic Structures.

Mr. Marek said the definition of a Level I Historic Structures was provided during the 1984 Historic Survey by Linda Laird. There were a limited number of buildings identified citywide, which met the definition of a Level I Historic Structure. There are only a handful that are left which have not already been converted to an office through the Special Use Permit process. Mr. Marek said Lori Osiecki, from the Historic Preservation Committee, will be at today's Regular Meeting to give a brief history of how the Ordinance was written to address these properties.

Mr. Reeb stated that one of the requirements for an office to be placed in a Level I Historic Structure is that it must be identified in the 1984 Historic Survey. He asked if that means that the home must be identified by the definition in that study or if it must be identified by address.

Mr. Marek said it must be specifically identified in the 1984 Historic Survey by address and the list cannot grow beyond what was already identified.

**3. Update on applications and projects**

See Director's Report.

**4. Director's Report, Greg Marek**

**DDC Annual Retreat** – Mr. Marek asked the Board members if they were interested in holding a Downtown Development Committee Retreat this year. The consensus of the Board was to hold the retreat sometime in the month of February. Most of the Board members felt that a Wednesday night between 4:00 and 8:00 p.m. would work best for them. Mr. Marek said staff will send out an email to the Board members to coordinate a date for the Retreat.

**Winchell's Donut Shop** – The Institute for Justice has served the City of Mesa with a lawsuit regarding the window signage. Mr. Marek said the suit states that the City of Mesa is in violation of the U.S. Constitution.

**Site 21** – The City Council will consider the Site 21 Redevelopment Agreement on February 3, 2003. The General Development Committee has already considered it and has recommended approval.

**146 W. Main St.** – The General Development Committee has recommended that the City enter into exclusive negotiations with William Barnhart. The City Council will consider this on January 23, 2003.

**Arizona Bronze Foundry** – The General Development Committee has recommended approval of the Memorandum of Understanding. The City Council will consider it on January 27, 2003.

**Mesa Cold Storage** – The City Council approved the rezoning of the Mesa Cold Storage.

**Salvation Army** – The Salvation Army is requesting a Council Use Permit in order to expand their facility. This will be considered by the Downtown Development Committee at the meeting in February.

**Tribune Expansion** – The Downtown Development Committee will consider a Council Use Permit for the Mesa Tribune at the March DDC meeting. They plan to lease the old Amaco building on Robson Street for newspaper operations and will incorporate the entire Tribune facility into this Council Use Permit.

**Design Guidelines** – The current design guidelines in the Zoning Ordinance are geared towards suburban development and don't really work for properties in the downtown area. Staff is developing a new set of design guidelines that can be used in an urban environment for downtown zoning districts.

**Mesa Arts Center** – The Downtown Development Committee will be reviewing a modification to the Comprehensive Sign Plan for the Mesa Arts Center at the February meeting.

**New Retail Building** – The Downtown Development Committee will be review a site plan for a retail building at the southwest corner of University Drive and Country Club Drive at an upcoming meeting.

5. **Board Member Comments**

Chair Wier congratulated Theresa Carmichael for being named Woman of the Year.

6. **Adjournment**

With there being no further business, this meeting of the DDC was adjourned at 7:29 a.m.

Respectfully Submitted,

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Mr. Gregory J. Marek, Director of Redevelopment  
Minutes prepared by Katrina Bradshaw