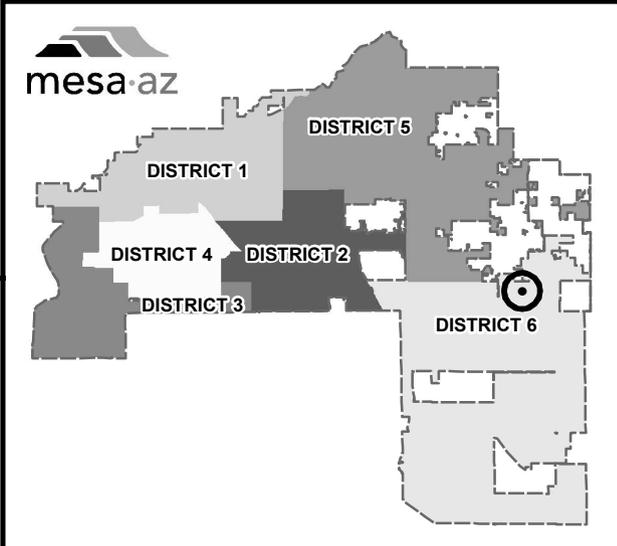


 SITE LOCATION



## PLANNING AND ZONING VICINITY MAP

**CASE:**  
GPMAJOR14-002

**PROJECT:**  
MESA 38

**ADDRESS:**  
NW CORNER OF CRISMON ROAD AND US 60  
FREEWAY. (DISTRICT 6)

**REQUEST:**  
GENERAL PLAN LAND USE MAJOR AMENDMENT FROM  
BUSINESS PARK (BP) ON 38± ACRES TO COMMUNITY  
COMMERCIAL (CC) ON 13± ACRES AND TO MEDIUM  
DENSITY RESIDENTIAL 6-10 (MDR 6-10) DWELLING  
UNITS/PER ACRE ON 25± ACRES. (PLN2014-00134)



**Planning and Zoning Board**

*Memo*

**CASE NUMBER:** GPMajor14-02 (PLN2013-00134)  
**REQUEST:** Change the Mesa 2025 General Plan Land Use Designation on 38± acres from Business Park (BP) to Medium Density Residential 6 -10 dwelling units per acre (MDR6-10) on 25± acres and Community Commercial (CC) on 13± acres.  
**LOCATION:** The Northwest Corner of Crismon Road and US60  
**OWNERS:** Crismon Superstition Partners  
**APPLICANT:** Susan E. Demmitt, Withey Morris PLC.  
**COUNCIL DISTRICT:** District 6  
**STAFF PLANNER:** Angelica Guevara

**SITE DATA**

**PARCEL NUMBER(S):** 220-80-008A, -003B and -009F  
**PARCEL SIZE:** 38± acres  
**EXISTING ZONING:** PEP-CUP-PAD and NC-CUP-PAD  
**GENERAL PLAN DESIGNATION:** Business Park (BP)  
**CURRENT LAND USE:** Undeveloped

**HISTORY/RELATED CASES**

**August 3, 1987** Annexed into the City of Mesa (Ord. 2249)  
**October 5, 1987** Establish comparable zoning on annexed property. (Z87-066)  
**October 18, 2010** Rezone, Site Plan Review, and a Council Use Permit for development of a high density mixed-use business park development with ancillary retail uses exceeding the amount allowed in the PEP zoning district. (Z10-024)

**1) REQUIREMENTS AND PROCESS**

- a. **State statute requirements:** According to Arizona Revised State Statutes (ARS §9-461.06), the key procedural elements that apply to a major amendment proposal are:
  - i) Provide information to stakeholder agencies and solicit their comments for sixty days on General Plan Major Amendments prior to Planning and Zoning Board public hearings.
  - ii) Require two public hearings by the Planning and Zoning at different locations before making a recommendation to the City Council.
  - iii) The City Council to hold a public hearing to consider all major amendments; such proposals need to be submitted within the same year they are heard.
  - iv) 2/3 majority vote of the City Council is need to approve a major amendment.

**STAFF RECOMMENDATION:** Continuance to the November 19, 2014 P&Z Board meeting  
**P&Z BOARD DECISION:**  Continuance to November 19, 2014  Approval  Denial

- b. **Process:** On June 16, 2014, Mesa City Council approved the City's new general plan: *This is My Mesa: Mesa 2040 General Plan (2040 GP)*. This Plan will go to the voters on November 4, 2014 general election ballot. If the 2040 GP is approved by the voters, this request will essentially be dissolved as the current and proposed land use designations will no longer be utilized. However, if the 2040 GP is not approved by the voters, then this request can move forward and will be required to receive recommendation by the Planning and Zoning Board and final decision to City Council. Therefore, the Major General Plan amendments will be on the November 19, 2014 Planning and Zoning Board agenda and the voter tallies, hopefully received prior to that date, will determine if the case will need to be heard and obtain a recommendation by the Planning and Zoning Board.

**2) DESCRIPTION OF PROPOSAL**

- a. **Summary of changes in land use designations:** The current Mesa 2025 General Plan designates the area as Business Park.

The Business Park (BP) land use designation identifies areas where professional and medical office parks, research and development opportunities, light manufacturing, data and information processing centers are integrated in a campus setting with ancillary restaurants, retail and other supportive establishments. Appropriate locations offer direct principal arterial and arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. Business Park areas should extensively buffer light Industrial uses from other less intense employment or high density residential uses. Business Park areas are located on, and with direct access to principal arterial and arterial streets, rail facilities, and airports.

The following table provides a comparison between the current general plan and proposed amendment land use allocation:

<b>Existing Land Use Allocation</b>				
<b>Land Use Designation</b>	<b>Acreage</b>	<b>Percent of total</b>	<b>Minimum Residential Units</b>	<b>Maximum Residential Units</b>
Business Park	38±	100%	0	0
<b>Total</b>	<b>38±</b>	<b>100.0</b>	<b>0</b>	<b>0</b>

**Proposed Land Use Designations**

**Community Commercial, CC**

Identifies retail and service-oriented businesses that serve the larger surrounding residential trade area within a one to two mile radius. Typical users include, but are not limited to, grocery store and additional large anchored tenant shopping centers with additional drug stores, fast food chains, smaller hardware/building materials stores, convenience/gas stations, and larger restaurants/cafes. Other compatible uses include

larger administrative/professional offices including medical services, finance, insurance and real estate. No more than one Big Box retail user is permitted in a single location of Community Commercial designated areas. Community Commercial areas are located on, and with direct access to an arterial.

**Medium Density Residential 6-10, MDR 6-10 (6.0-10.0 du/ac)**

Identifies locations where urban density detached or attached single family residential including townhouse, and patio home developments is desirable. The target density for these areas is 6.5 du/ac for detached products and 8.0 du/ac for attached products. Appropriate locations offer direct collector or arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and limited Neighborhood Commercial of less than 10 acres, where deemed appropriate by the City.

The amendment request proposes to change the land use designations to Medium Density Residential 6-10 and Community Commercial. The following table depicts the proposed land use allocation:

<b>Proposed Land Use Allocations</b>					
<b>Land Use Designation</b>	<b>Acres</b>	<b>Percent of Total</b>	<b>Minimum density for allowed # of Residential Units</b>	<b>Target Density</b>	<b>Maximum density for allowed # of Residential Units</b>
Medium Density Residential 6-10	25±	66%	150	163	250
Community Commercial	13±	34%	195*	n/a	325*
<b>Total</b>	<b>38±</b>	<b>100%</b>	<b>345</b>	<b>163</b>	<b>575</b>

\*Multi-Family Residential in the NC, LC, and GC Zoning Districts is permitted for density ranges between a minimum of 15 du/ac to a maximum of 25 du/ac, a minimum of 40% of the Gross Floor Area shall be reserved for commercial land use classifications, as otherwise permitted in the district. In all other cases, Attached Single-Family Dwellings and/or Multi-Family Residential are permitted with approval of a CUP when part of a mixed-use development, with commercial uses in the same building and/or on the same site.

- b. The following is a summary of statements from the project narrative provided by the applicant:
- c. "The Mesa38 development concept envisions a progressive and vibrant, market relative mixed-use project that capitalizes on the property's assets while recognizing its constraints. Mesa38 may include employment, retail, high density residential and

possibly hospitality land uses in a high quality, cohesively designed setting. A 13 acre Community Commercial component is proposed on Crismon Road on the most visible and accessible portion of the site. The proposal then transitions to a high quality, medium density residential neighborhood on the remaining 25 acres. The residential component is planned as a single-residence cluster product, or other similar product type, that is a complimentary partner to existing residential development located to the immediate west of the Mesa38 property. Although Mesa38 will be comprised of a mix of land uses, the property will be developed as a cohesive, unified project through closely coordinated architectural styles, design themes and landscaping. Design emphasis will be placed upon creating an integrated land use framework, a strong internal street system, and coordinated pedestrian and open space systems.

Although the property has freeway frontage it is challenging from a development perspective due to the long rectilinear shape of the property and severely limited accessibility. The only meaningful, high visibility access to Mesa38 is off Crismon Road, which provides 725 feet of frontage with right in right out access only. The access constraints result in a limited window of visibility into the site and severely limit development opportunities for the western portion of the site. The Hampton Avenue alignment to the north provides an opportunity for secondary access with a signalized intersection, but existing residential development to the west diminishes Hampton to a local, neighborhood street. ADOT retention facilities are located to the west of the Mesa38 property, thus constricting access to roadway infrastructure to the west. The western portion of the site is most suitable for a continuation of the residential development that exists off 96th Street to the north. Additional constraints include an over-saturation of employment-based land uses in the area and fractured ownership of the properties to the immediate north creating an almost impossible scenario for coordinated development of adjacent vacant land. Based on these constraints, the Mesa38 property is suitable for development with transitional uses that are at the same or incrementally higher densities than existing development in the immediate area.

The Mesa38 Core Design Components would be established with a companion rezoning application with a flexible development framework that allows the project to respond to market conditions, evolve over time, and develop as a high quality asset for the City. It is built around three core design components:

1. Integrated Land Use Framework. A balanced mix of land uses are proposed for Mesa38 that may include employment, complimentary retail, single-family residential, multi- residence and/or hospitality.
2. Defined Street Forms. A defined internal street system within Mesa38 will be used as a core organizing element to unify the Community Commercial and Medium Density Residential portions of the project. The street form will be designed to create a pedestrian scale, walkable atmosphere internal to the site that may be complimented by on-street parking and shaded walkways. The street form will be reinforced by locating core land use components as east-west anchors for the project with single-residence uses to the west and retail, office and/or high density residential to the east. The street system and building layout will also emphasize the importance of thoughtfully accommodating vehicular and pedestrian traffic and vehicle parking areas within the site.

3. **Pedestrian and Open Space Systems.** A pedestrian and open space system will be created for Mesa38 that compliments the internal street system and provides connectivity throughout the entire site. Pedestrian walkways and thoughtful compact open space areas will be utilized to create visual relief and outdoor rooms, and will allow residents, employees and visitors to comfortably make their way through the site. Shade elements, desert landscaping and appropriate intensity lighting will be utilized to enhance the pedestrian experience.

An internal greenbelt/pedestrian system that spans the length of the property is central to the design theme and site layout. The greenbelt will be developed as a signature feature of Mesa38 and will include a walking path connecting each land use component and open space areas for active and passive recreation. The greenbelt also creates the unique opportunity to orient residential uses towards this internal open space area, and creates an important visual link between residential and retail/employment components."

- d. **Next submittal:** Final submittal of any revisions or supplemental information for the amendment application will be required to be submitted to staff for review prior to the November 19, 2014 Planning and Zoning Board meeting. Should the applicant decide to provide revisions or supplemental information, these would need to be provided for review by the Planning and Zoning Board.

3) **Public Comment**

- a) **Sixty-Day Review period:** During the sixty review period required by state statutes, Planning staff received a total of five letters/memos expressing opinion on the case (copies are attached with this report). The five letters/memos are not supportive of GPMajor14-02.

The five letters/memos received are that are not in support of the amendment are:

1. City of Mesa Economic Development Advisory Board (EDAB), dated July 17, 2014, signed by Laura Snow, chair.
2. Greater Phoenix Economic Council (GPEC), dated July 28, 2014, signed by Barry Broome, President & CEO.
3. East Valley Partnership (EVP), dated July 31, 2014, signed by Rockne Arnett, President & CEO.
4. Mountain Vista Medical Center, dated July 23, 2014, signed by Anthony R. Marinello, Chief Executive Officer.
5. City of Mesa Office of Economic Development dated June 30, 2014, from Ken Chapa, Economic Development Project Manager thru William Jabjiniak, Economic Development Department Director.

Concerns listed in the various letters that are not in support of the amendment describe the appropriateness for the existing Business Park designation while indicating a dislike for residential. The letters indicate the location is suitable for office space and industrial uses. The letters also indicate the proximity to the Mountain Vista Medical Center as an excellent opportunity for providing medical office space and light industrial uses. The letters also indicate the site is attractive due to the direct access to a major arterial and US 60

transportation corridor.

b) **Public Meeting/ Citizen Participation Report:**

The applicant provided a summary with the results of their Citizen Participation efforts.

Letters were mailed to property owners within 1,000 feet of the proposed amendment, as well as registered neighborhood association groups located within one mile of the site and all Homeowners Associations within one mile of the project site.

The applicant held a neighborhood meeting on May 1, 2014 at the City of Mesa Superstition Substation located at 2430 S. Ellsworth Road at 5:30 pm. Five neighboring property owners were in attendance and the applicant provided a presentation and fielded questions from those in attendance.

The Planning and Zoning (P&Z) Board held the special public input meeting on Thursday, August 27, 2014 at the City of Mesa Fire Station 216 community room at 7966 E. McDowell Road, Mesa at 5:30 p.m., as required by State statutes. The meeting was well attended to hear discussion on both Major General Plan Amendments. No action was taken at this meeting. (See attached minutes)

4. **This is my Mesa: Mesa 2040 General Plan**

On June 16, 2014, Mesa City Council approved the *This is My Mesa: Mesa 2040 General Plan* (2040 GP) that will go to the voters on November 4, 2014 general election ballot. In the Council approved 2040 GP the Mesa38 character area is identified as an Employment District on the west and Mixed Use Activity District on the east.

**Employment Districts**

Focus: Employment Districts is a character type that is primarily used for employment-type land uses of at least 20 acres and typically have minimal connection to the surrounding area. Examples of employment districts include areas for large manufacturing facilities, warehousing, business parks, etc. Employment districts may include supporting retail and office areas but rarely include any type of residential uses. If residential uses are included, they need to be done in a manner that supports the continued development of the employment uses. The goal for these districts is to provide for a wide range of employment opportunities in high quality settings.

The Employment District character type has three sub-types: Industrial, Business Park, and Employment Core. The Industrial character is meant for heavy industrial type areas and would not be appropriate. The other two are described as follows:

**Business Parks**

The Business Parks character type is for areas that contain a number of separate businesses, offices, light industrial facilities, accessory and supporting uses joined together through the street, sidewalk, and/or open space systems and usually have common landscaping and signage. They are typically low intensity developments comprised mainly of office, office/warehouse, research and development, and similar uses

**Employment Core**

This character type is for employment/office areas that utilize a more urban, or semi-urban development form. The character of these areas will be primarily oriented around multi-story office developments but will usually include supporting commercial activities such as retail, business support, restaurants and hotels, and may include residential uses as part of a more mixed use environment.

**Mixed Use Activity District**

**Focus:**

The Mixed Use Activity Districts are large-scale (typically over 25 acres) community and regional activity areas that usually have a significant retail commercial component including shopping areas such as malls, power centers, or lifestyle centers that are designed and developed to attract customers from a large radius. These districts often include other uses such as office, entertainment and residential.

Big box development (individual retail spaces in excess of 80,000 sq. ft.) is appropriate in these districts. Particularly with redevelopment of shopping centers, these districts may take on a significant residential character, but will still have a mix of uses. The goal is to help these districts be strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences.

# ***Mesa 38***

## **Major General Plan Amendment Narrative**

**May 6, 2014**

## Application Summary

This application requests a Major General Plan Amendment (the "Application") for property located at the northwest corner of the US 60 Freeway and Crismon Road. The property consists of approximately 38 acres and is currently zoned PEP and NC with a PAD overlay ("Mesa38"). The current General Plan designation is Business Park. This Application seeks to change the land use designation for the property to Medium Density Residential 6-10 dwelling units per acre and Community Commercial. A rezoning application will be filed in the immediate future as a companion to this Application. The rezoning application will provide a greater level of detail regarding the proposed development concept.

## Project Location

The Mesa38 property is a narrow rectangular parcel bounded by the US 60 Freeway on the south and Crismon Road to the east. The Crismon Road frontage is the only meaningful access into the site. The Hampton Road alignment exists to the north, but is only partially developed. North of the Hampton alignment are several privately owned parcels zoned R1-43 DMP (Conceptual M-1 and PEP approved in 1990). A post office, church, and charter school are the only existing development on the property to the north. To the immediate west is a small 6 acre vacant parcel zoned NC and planned for low density office. An ADOT regional retention basin that is partially developed with trails and turf fields for neighborhood recreational use also exists to the west. Northwest of the site is existing residential development, including a for lease high density project zoned RM-3 and a for sale medium density residential project zoned RM-2. The Mountain Vista Medical Center, a 178 bed hospital, is located to the east across Crismon Road.



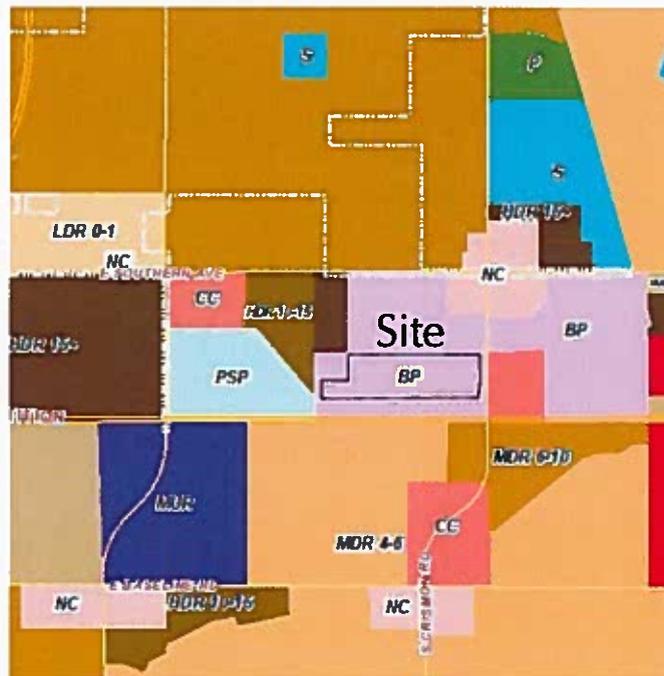
Mesa 38  
Vicinity Map

DESIGNED BY PICKETT  
10000 10th Avenue  
Suite 200  
Northridge, CA 91324  
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www.pickett.com

## General Plan Amendment Request

### Existing Land Use Designations

The current approved General Plan land use designation for the Property is Business Park.



**Current Approved General Plan Designation Exhibit**

The following table depicts the existing land use allocation:

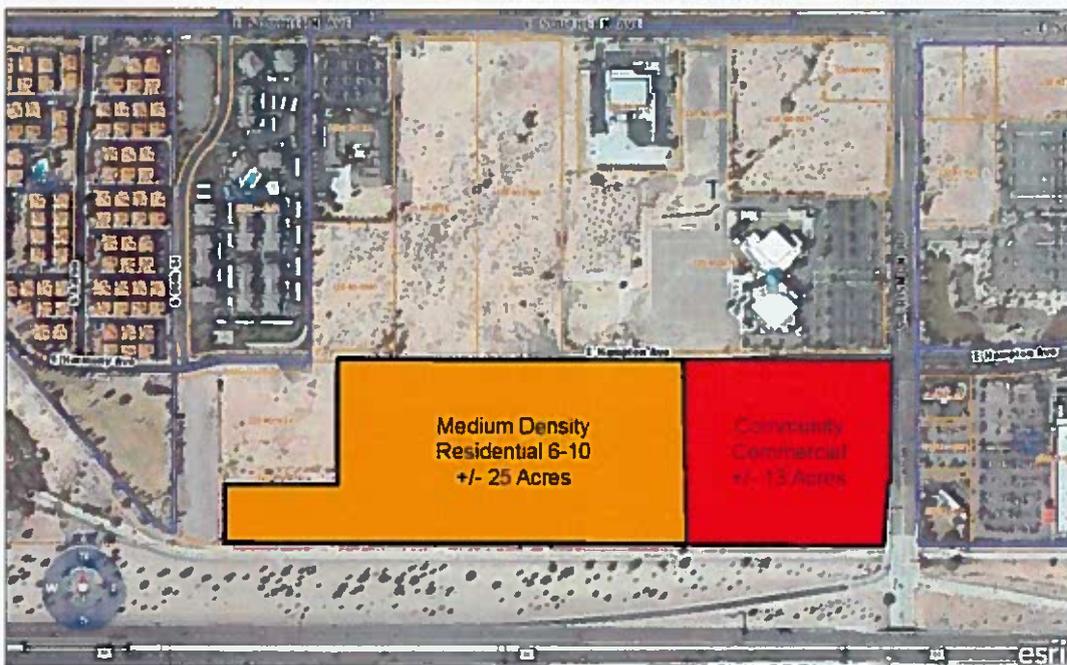
Land Use Designation	Acres	Percent of Total	Minimum Residential Units	Maximum Residential Units	Potential Jobs
Business Park	38	100%	0	0	637
Totals	38	100%	0	0	637

*\*Business Park development assumed 19 acres of two story Office development at 800 sf/employee and 19 acres of one story Flex-Office/Warehouse development at 1,000sf/employee. 22% lot coverage was assumed.*

## Proposed Land Use Designations

While the Application requests consideration of new General Plan designations for the Property, the underlying vision still supports the City's economic development and job growth goals for Mesa38. The proposed General Plan land use categories are Medium Density Residential 6-10 dwelling units per acre on 25 acres and Community Commercial on 13 acres.

### Mesa38: Land Use Map



#### Medium Density Residential 6-10, MDR 6-10 (6.0-10.0 du/ac)

identifies locations where urban density detached or attached single family residential including townhouse, and patio home developments is desirable. The target density for these areas is 6.5 du/ac for detached products and 8.0 du/ac for attached products. Appropriate locations offer direct collector or arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and limited Neighborhood Commercial of less than 10 acres, where deemed appropriate by the City.

**Community Commercial, CC**

identifies retail and service-oriented businesses that serve the larger surrounding residential trade area within a one to two mile radius. Typical users include, but are not limited to, grocery store and additional large anchored tenant shopping centers with additional drug stores, fast food chains, smaller hardware/building materials stores, convenience/gas stations, and larger restaurants/cafes. Other compatible uses include larger administrative/professional offices including medical services, finance, insurance and real estate. No more than one Big Box retail user is permitted in a single location of Community Commercial designated areas. Community Commercial areas are located on, and with direct access to an arterial.

The following table depicts the proposed land use allocation:

Land Use Designation	Acres	Percent of Total	Minimum Residential Units	Maximum Residential Units	Potential Jobs
Community Commercial	13	34%	0	-	**495
Medium Density Residential 6-10	25	66%	150	250	0
Totals	38	100%	150	250*	**495

*\*Multi-residence uses are permitted within certain commercial zoning classifications subject to the limitations of Table 11-6-2A and Section 11-31-31 of the Mesa Zoning Ordinance. Multi-residence units have not been factored into the above land use allocation, but are a possible future land use.*

*\*\*The Potential Jobs calculation assumes 5 acres of Retail (99 jobs) and 8 acres two –three story Commercial Office (395 jobs). 550 sf/employee was assumed for Retail and Commercial Office with 25% lot coverage.*

### **Mesa38 Development Concept**

The Mesa38 development concept envisions a progressive and vibrant, market relative mixed-use project that capitalizes on the property's assets while recognizing its constraints. Mesa38 may include employment, retail, high density residential and possibly hospitality land uses in a high quality, cohesively designed setting. A 13 acre Community Commercial component is located immediately off Crismon Road within the most visible and accessible portion of the site. The development plan then transitions to a high quality, medium density residential neighborhood on the remaining 25 acres. The residential component is planned as a single-residence cluster product, or other similar product type, that is a complimentary partner to existing residential development located to the immediate west of the Mesa38 property. Although Mesa38 will be comprised of a mix of land uses, the property will be developed as a cohesive, unified project through closely coordinated architectural styles, design themes and landscaping. Design emphasis will be placed upon creating an integrated land use framework, a strong internal street system, and coordinated pedestrian and open space systems.

The Mesa38 property, although situated with significant US 60 freeway frontage, is challenging from a development perspective due to the long rectilinear shape of the property and severely limited accessibility. The only meaningful, high visibility access to Mesa38 is off Crismon Road, which includes only 725 feet of frontage with right in right out access only. The access constraints result in a limited window of visibility into the site and severely limit development opportunities for the western portion of the site. The Hampton Avenue alignment to the north provides an opportunity for secondary access with a signalized intersection, but existing residential development to the west diminishes Hampton to a local, neighborhood street. ADOT retention facilities are located to the west of the Mesa38 property, thus constricting access to roadway infrastructure to the west. The western portion of the site is most suitable for a continuation of the residential development that exists off 96th Street to the north. Additional constraints include an over-saturation of employment-based land uses in the area and fractured ownership of the properties to the immediate north creating an almost impossible scenario for coordinated development of adjacent vacant land. Based on these constraints, the Mesa38 property is suitable for development with transitional uses that are at the same or incrementally higher densities than existing development in the immediate area.

### **Mesa38 Core Design Components**

The Mesa38 General Plan Amendment and companion rezoning application strive to establish a flexible development framework that allows the project to respond to market conditions, evolve

over time, and develop as a high quality asset for the City of Mesa. This design framework is built around three core design components:

- 1. Integrated Land Use Framework.** A balanced mix of land uses are proposed for Mesa38 that may include employment, complimentary retail, single-family residential, multi-residence and/or hospitality. Achieving a mix of uses is a strategic element of the project's land use architecture and allows Mesa38 to fulfill the City's goal of creating vibrant live, work & play environments. In particular, the residential component helps fulfill the desired and necessary jobs to housing balance and increases the potential for viable office and retail uses on the site.
- 2. Defined Street Forms.** A defined internal street system within Mesa38 will be used as a core organizing element to unify the Community Commercial and Medium Density Residential portions of the project. The street form will be designed to create a pedestrian scale, walkable atmosphere internal to the site that may be complimented by on-street parking and shaded walkways. The street form will be reinforced by locating core land use components as east-west anchors for the project with single-residence uses to the west and retail, office and/or high density residential to the east. The street system and building layout will also emphasize the importance of thoughtfully accommodating vehicular and pedestrian traffic and vehicle parking areas within the site.
- 3. Pedestrian and Open Space Systems.** A pedestrian and open space system will be created for Mesa38 that compliments the internal street system and provides connectivity throughout the entire site. Pedestrian walkways and thoughtful compact open space areas will be utilized to create visual relief and outdoor rooms, and will allow residents, employees and visitors to comfortably make their way through the site. Shade elements, desert landscaping and appropriate intensity lighting will be utilized to enhance the pedestrian experience.

An internal greenbelt/pedestrian system that spans the length of the property is central to the design theme and site layout. The greenbelt will be developed as a signature feature of Mesa38 and will include a walking path connecting each land use component and open space areas for active and passive recreation. The greenbelt also creates the unique opportunity to orient residential uses towards this internal open space area, and

creates an important visual link between the residential and retail/employment components.

### **Mesa38 Land Use Components**

**Community Commercial.** The 13-acre Community Commercial component planned for the Crismon Road portion of the property is situated to maximize visibility and access off Crismon Road and take advantage of proximity to the interchange with the US 60 freeway. Development is envisioned to include some combination of the following uses: community oriented retail and service uses, a hotel, professional office uses, and multi-residence. Potential commercial office and hospitality uses would likely be developed as a compliment to the Mountain Vista Medical Center located to the east across Crismon Road. A multi-residence component may be developed in conjunction with the aforementioned non-residential uses. The Community Commercial component will include a common area, such as a plaza for outdoor dining, which plays the role of an end cap for the greenbelt/pedestrian system that will be the signature unifying element for the overall project.

**Medium Density Residential.** Medium density residential development in the form of a high quality single-residence community developed between 6-10 units/acre is proposed for the remaining 25 acres, which is the western portion of the Mea 38 property. The single-residence component will be carefully designed to integrate with development on the eastern portion of the site. The companion rezoning application will include design guidelines that address key design features of the residential community such as: (1) Building Entrances and Orientation, (2) Location of Parking Areas, (3) Fences and Walls and (4) integration with Non-Residential Uses.

### **Conformance to the Mesa 2025 General Plan**

Section 14.2.3 of the Mesa 2025 General Plan defines the approval requirements for a Major General Plan Amendment. The City Council may approve an application for a major amendment only if it makes the following findings:

- Does the proposed amendment constitute an overall improvement to the current Mesa 2025 General Plan?
- Is the proposed amendment consistent with the intent of the Mesa 2025 General Plan and other adopted plans, policies and ordinances?

- Is the proposed amendment significantly altering existing land use patterns, causing increased traffic on the existing roadway network, and degrading the health and safety of the residents?

### **Land Use Goals & Policies**

The Application is supported by the following Goals, Objectives and Policies within the Mesa 2025 General Plan:

**Goal LU1-1.** Develop a land use pattern throughout the City that creates orderly municipal growth, achieves compatibility with surrounding communities and is consistent with the General Plan.

**Objective LU-1.1.** Create the most advantageous economic and environmental balance of build-out land uses based on community and regional characteristics.

**Policy LU-1.1a.** Continue to evaluate the appropriate mix of land uses to achieve the desired mix of residential, employment, and public uses.

*The Application supports orderly municipal growth, achieves compatibility with surrounding land uses, recognizes market relevant land uses, and is an overall improvement to the Mesa 2025 General Plan. As noted above, the Meas38 property is uniquely situated and faced with significant development constraints as evidenced by the infill status of what was once considered prime freeway frontage property. While most surrounding parcels have developed, the lingering vacancy of the Property and other immediately adjacent Business Park properties evidence a lack of demand for the volume of office and business park uses shown on the General Plan. This Application recognizes these constraints and challenges, and accordingly, Mesa38 is proposed for development as a combination of single-residence and retail/employment/multi-residence land uses that are both market relevant and compatible with existing development patterns.*

**Policy LU-1.1d.** Coordinate land use planning projects with landowners, local neighborhood associations, nearby industry, and developers to achieve consistency with City policies and compatibility among developments.

*The planning and development of the Mesa38 property will be coordinated with landowners, local neighborhood associations and members of the community affected*

*by or interested in the Application. Those interested will be informed of the Application by an informational mailing and neighborhood meeting.*

**Objective LU-1.2.** Encourage urban growth in a planned, orderly manner with high quality development and sustainable urban development patterns.

*The proposed General Plan Amendment encourages quality mixed use development that is responsive to the market. The Mesa38 property has been under the same ownership for over 25 years and before the US60 Freeway was constructed. The lingering vacancy of this parcel is evidence of an over-saturation of Business Park land in the area. The addition of a high quality residential component on the Mesa38 property allows for orderly growth by making productive economic use of what has become an infill parcel with a more sustainable, market relevant land use mix.*

**Objective LU-4.1.** Maximize opportunities for the use of the land adjacent and within close proximity to existing and proposed freeways for large-scale non-residential uses.

**Policy LU-4.1b.** Examine opportunities for development of medium- to high-density commercial nodes at interchange locations along major freeways.

*The General Plan encourages the protection of land adjacent to the freeways as employment corridors, while at the same time encouraging mixed-use development where such areas act as buffers and where opportunities exist for the creation of activity centers. An analysis of the context and character of the area shows that the Mesa38 property, although located at the interchange Crismon Road and US60, has limited development opportunities due to access constraints and a limiting parcel configuration. The proposed land use designations recognize these challenges and allow the property to be developed with compatible uses that serve as a compliment and transition between existing residential development to the west and commercial/employment uses to the east.*

**Goal ED-1.** Foster and sustain long-term economic growth for the City of Mesa.

**Objective ED-1.3.** Continue to expand Mesa's retail business base and strengthen its retail position in the East Valley.

**Goal ED-2.** Identify and prepare strategic locations for economic growth.

**Policy ED-2.1a.** Promote the development of an efficient combination of mixed uses at the employment centers/corridors.

*The aforementioned constraints result in limited viability for non-residential uses on the property. The type of non-residential uses that might locate on the western portion of the property are likely very low intensity warehouse type uses that don't maximize the property's assets, don't contribute meaningfully as an economic generator and provide very low density employment opportunities. By creating a more viable mixed use development concept, the development potential for the property can be maximized. The introduction of a single-residence component provides additional support for retail and employment uses, thus opening the door for more desirable commercial office and sales tax generating retail uses on the eastern portion of the site.*

*The proposed Major General Plan Amendment application constitutes an overall improvement to and is consistent with the current Mesa 2025 General Plan and other adopted plans, policies and ordinances. The General Plan is designed to provide broad-based land use direction, but the micro-climate within individual neighborhoods demonstrates the need to vary the quality and character of development to site specific circumstances. Mesa38 proposes a market relative mixed use development concept that preserves potential for a strong employment and retail component while introducing a residential element that will foster previously unachievable land use synergy on the property. Further, Mesa 38 is sensitive to the scale of existing development and is compatible with the surrounding neighborhoods. The companion rezoning case will incorporate appropriate development standards to ensure a uniform, high quality project. The proposed amendment does not significantly alter existing land use patterns, cause increased traffic on the roadway network, or degrade the health and safety of the city's residents.*

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# EAST VALLEY PARTNERSHIP

Improving business and quality of life in the East Valley

July 31, 2014

City of Mesa Planning Division

Attn: Angelica Guevara

55 N. Center Street

P.O. Box 1466

Mesa, Arizona 85211-1466

Email: [angelica.guevara@mesaz.gov](mailto:angelica.guevara@mesaz.gov)

**Re: Major General Plan Amendment for Mesa 38 Plan Amendment,  
GP Major 14-02**

Dear Ms. Guevara:

Please accept this letter as the comments of the East Valley Partnership ("EVP") in opposition to the proposed Major General Plan Amendment for Mesa 38, GP Major 14-02 for approximately 38 acres at the NWC of Crismon Road and US60, which seeks to amend the existing Land Use Designation from Business Park (BP) to Medium Density Residential 6-10 dwelling units per acre (MDR6-10) on 25± acres and Community Commercial (CC) on 13± acres (the "Mesa 38 Plan Amendment"). If you have any questions regarding these comments, please do not hesitate to contact me.

EVP is a coalition of civic, business, educational and government leaders dedicated to the economic development and promotion of the East Valley of Greater Phoenix, Arizona. With representatives from 17 East Valley communities, we actively advocate in areas such as economic development, education, transportation and infrastructure, arts, healthcare, and other important areas. EVP opposes the Mesa 38 Plan Amendment because EVP believes the existing use is better suited to economic development – particularly one with a healthcare emphasis or one that creates employment.

Specifically, the Mesa 38 Plan Amendment seeks to change the land use designation for the property in order to allow certain residential and retail uses, and remove the property from its existing Business Park (BP) uses. In the City of Mesa, "BP" signifies "areas where professional and medical office parks [and] research and development opportunities . . . are integrated in a campus setting with ancillary restaurants, retail and other supportive establishments." EVP believes that this

designation is particularly appropriate for this location, given its close proximity to the US60, as well as Mountain Vista Medical Center.

Mountain Vista Medical Center is a state-of-the-art 178-bed hospital owned by IASIS Healthcare. Mountain Vista is equipped with the most advanced medical technology, in a resort-like setting, with features that include all private rooms, electronic health records, valet parking, room service and wireless Internet access. It is well positioned to serve our region's eastern most neighborhoods.

In addition to Mountain Vista, Mesa and the PHX East Valley is home to many healthcare facilities, representing a total more than 2,600 beds. When one adds in the medical resources from neighboring communities – including the world-renowned cancer treatment services of M.D. Anderson – it is easy to see why the PHX East Valley is one of the few regions in the Western United States offering the continuum of healthcare services, including specialty hospitals in hearts, orthopedics and full-service pediatrics.

In addition, the East Valley is home to some of the region's most important healthcare education providers. Institutions like ASU-Poly, A.T. Still University, Banner Simulation Medical Center, Pima Medical Institute, Mesa Community College, Chandler-Gilbert Community College, and the East Valley Institute of Technology all have substantial programs focused on healthcare training and research.

As a result, the East Valley is where collaborative partnerships take place every day – creating a unique environment where healthcare innovation flourishes and attracts world-renowned expertise. As a result, it comes as no surprise that in this industry, *jobs are growing three times faster* in the Phoenix-Mesa metro region than the national average. <http://www.gpec.org/key-industries/biomedical-personalized-medicine>

The Mesa 38 parcel, with its BP designation and its close proximity both to Mountain Vista and a main transportation corridor, is a key location for continued expanded growth in this important industry and closely related support businesses. It would be a shame to lose the economic potential represented by this property by granting this major plan amendment.

Again, thank you for the opportunity to submit these written comments, and please do not hesitate to contact me if you have any questions.

Sincerely,

East Valley Partnership



F. Rockne Arnett  
President and CEO

cc: William Jabjiniak

# Memorandum

20 E. Main St. #200  
Mesa, AZ 85201  
Main: (480) 644-2398  
Fax: (480) 644-3458

City of Mesa  
Office of Economic Development

To: Angelica Guevara, Senior Planner  
Thru: William Jabjiniak, Economic Development Department Director *WJ*  
From: Kenneth Chapa, Economic Development Project Manager *KC*  
Subject: Major General Plan Review, GP Major 14-02  
Date: June 30, 2014

The Office of Economic Development appreciates the opportunity to review GP Major 14-02 (14-02). The applicant proposes amending the current Land Use Designation for 38 ± acres at the North West Corner (NWC) of Crismon Road and US 60 (the Property). The applicant proposes re-designating the parcel from Business Park (BP) to Community Commercial (CC) and Medium Density Residential 6-10 dwelling units per acre (MDR6-10)

Unfortunately the Office of Economic Development does not support amending the current Land Use Designation of this property as requested by the applicant. Amending the property from its current BP designation would directly conflict with the city's economic development goals as well as Mesa's voter approved 2025 General Plan (the Plan).

The following are some specific examples of how the amendments proposed by the applicant conflict with the goals and objectives of the 2025 General Plan as well as address inconsistencies within the 14-02 application:

## **Economic Development Strategic Plan FY2012-2014**

Mesa's Economic Development Strategic Plan reflects a sustainable approach that addresses the complex nature of economic development and the various components that need to be integrated for product delivery, services and experiences that will create high-quality jobs. The cornerstones of economic development (a highly skilled workforce, business development, investment in innovation, science and technology, and strong, sustainable communities) provide the plan's framework.

An important part of creating this strategic plan is conducting a Competitive Analysis which helps identify strengths, weaknesses, opportunities, and threats within our community. Although Mesa possesses many positive attributes, it still has hurdles to overcome in order to continue its growth as a thriving economic hub.

The analysis indicates one of Mesa's primary weaknesses as having limited existing office and industrial space<sup>1</sup>. 14-02's proposed amendments would do little to address

<sup>1</sup> City of Mesa, Office of Economic Development Strategic Plan FY 2012-2014 (Mesa, AZ, 2011) page 6

7/8/2014

this issue; in fact it would enhance the problem by downzoning 38 ± acres of designated Business Park property to a land use only applicable to residential, retail, and office space uses.

The analysis also states that external perceptions that threaten Mesa's ability to achieve its economic development goals include; being viewed as a "bedroom community" despite being the third largest city in the state, and doing little to prevent residential encroachment into commercial/industrial and aviation sectors. Simply put, Mesa has an image of not protecting its employment centers from invading residential and retail land uses. Mesa must take action defend its employment centers from threats such as those proposed by 14-02 which will only reinforce these negative perceptions.

### **2025 General Plan**

The overall concept of the Plan is built through the integration of sub strategies, such as those for land use and economic development.

#### **Land Use: Goals, Objectives, and Policies**

**GOAL LU-4: Provide for an adequate supply of commercial acreage and space that provides increasing levels of annual sales tax to the city.**

- **Objective LU-4.1: Maximize opportunities for the use of the land adjacent and within close proximity to existing and proposed freeways for large-scale non-residential uses.**

14-02 proposes amending to General Plan to allow for MDR 6-10 on the northwest corner (NWC) of Crismon Rd. and the US 60. The property's current BP designation fulfills the objective stated in LU-4.1, downzoning the area for residential would directly conflict with this objective.

**GOAL LU-5: Provide for an adequate long-term supply of business park/industrial land that continues to enhance the City and regional employment base.**

**Objective LU-5.1: Provide a wide range of office/business park/industrial related uses that are optimally located in relation to their purpose, environmental considerations and transportation infrastructure needs.**

- **Policy LU-5.1a: Identify policies and activities to encourage neighborhood scale office/business park development adjacent to residential land uses.**

The property's location in proximity to Iasis Healthcare's Mountain Vista Medical Center (Northeast of the property) provides an excellent opportunity to compliment the facility by providing opportunities for medical office space and light industrial uses. The unique location of the property increases its potential to recruit high value employers to the area. These employers most likely will desire close proximity to a thriving medical center such as Mountain Vista; thus fulfilling the objective laid forth in LU-5.1. However, if 14-02's proposal to downzone the property is successful it would be detrimental the areas ability to attract these types of businesses.

The property is also attractive to businesses that require direct access to a major arterial such as the US 60. However, the amendments proposed by 14-02 may negatively impact the properties that border it to the north, which would retain their current BP

7/8/2014

designation. Businesses that rely on close proximity to freeways may be less inclined to locate in these parcels knowing they will be surrounded to the north, south and west by residential development and may have to rely on roadways designed for local and regional commuter traffic to access freeways.

### Economic Development: Goals, Objectives, and Policies

**GOAL ED-2: Identify and prepare strategic locations for economic growth**

**Objective ED-2.1: Support the development of key employment centers/corridors throughout the City of Mesa**

- **Policy ED-2.1g: Provide a wide range of industrial land types to support a variety of industrial uses. In particular, maintain an adequate supply of freeway oriented, as well as aviation-related industrial property**

The property's current BP designation allows for it to attract business such as light manufacturing, professional and medical office parks, and even ancillary retail restaurant development. Business parks are one of the most diverse employment focused designations defined in the 2025 General Plan, thus providing a wide range of potential industrial uses as outline in ED-2.1g. In addition its close proximity to US 60 provides an option for much needed freeway accessible business space that many companies desire. 14-02's proposal would provide a less diverse alternative, limiting the property to residential and commercial (primarily retail and service oriented) uses.

### **Inconsistencies within the Amendment Application**

The Office of Economic Development requires clarification regarding the specific re-designation goals of the 14-02 proposal.

On page 2 of the 14-02 application under the heading "Application Summary" the applicant states the following:

*This Application seeks to change the land use designation for the property to Mixed Use Residential and High Density Residential 15+ du/ac.*

Page 2-29 of the Mesa 2025 General Plan defines these land designations as follows.

#### Mixed Use/Residential, MU/R

Identifies areas where a mix of employment uses includes a High Density residential component (30 percent maximum of the entire MU/R parcel) that complements and supports Office, Community Commercial and Business Park uses. The residential component of this designation is not site specific within the parcel. Appropriate locations offer direct arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. Mixed Use/Residential areas serve as buffers between principal and arterial roadways and medium density residential areas as well as transitions between other employment and residential designated areas. Mixed Use/Residential areas are located on, and with direct access to arterial streets.

#### High Density Residential 15+, HDR 15+ (15.0 + du/ac)

Identifies locations where high-density multi-family residential, two- and three story apartments, condominiums, and townhouse residential products are desirable. The maximum density for these areas is 17 du/ac for two- and three-story

products and 25 du/ac for products at or above three stories in height. Appropriate locations offer direct arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The City may entertain proposals for density in excess of 25 dwelling units per acre in selected locations. Such existing or recommended High Density Residential area; within 1/2 mile of an arterial roadway; where High Density Residential areas can serve as buffers between principal/arterial roadways and other high density residential areas; and where transitions between employment/service areas and other high density residential areas are appropriate. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections. The inclusion of Office and/or Commercial land uses may be permitted if the requirements set forth in their specific categories are achieved.

However, on page 4 under the heading "Proposed Land Use Designations" the applicant makes their case for amending the Land Use Designation from its current Business Park status to Medium Density Residential 6-10 du/ac on 25 acres of the property and Community Commercial on 13 acres.

Although this may be a simple clerical error the applicant invokes the term "mixed-use" throughout the application leading the reader to believe the amendments identified on page 2 of the document are the desired result, as this term refers to a specific type of land use designation (i.e. Mixed Use Residential). A specific example of this can be found in the final paragraph on page 11 of the application:

*Mesa38 proposes a market relative mixed use development concept and preserves potential for a strong employment and retail component while introducing a residential element that will foster previously unachievable land use synergy on the property.*

The proposed amendments within 14-02 are confusing, as it seems to ask for two separate, yet conflicting, Land Use re-designations on the same property.

On page 8 under "Mesa38 Land Use Components" the applicant states their vision for potential development opportunities if amendments to re-designate the current land use of the property are approved. In this section the applicant provides the following statement regarding property amended to Community Commercial status.

*Development is envisioned to include some combination of the following uses: community oriented retail and service uses, a hotel, professional office uses, and multi-residence.*

According to the Mesa 2025 General Plan, hotel and multi-residence uses are not permitted under a "Community Commercial" designation. The applicant is unclear about what they are trying to achieve with their proposal. In fact, based on the application, the reader is forced to ask whether the applicant, if successful in their amendment request, fully understands the permitted uses such a re-designation would and would not allow.

## **Conclusion**

Mesa is quickly evolving from a suburban "bedroom community" into a thriving metropolitan market. When the voters of Mesa approved the 2025 General Plan, they agreed that the strategies outlined within the plan provided the best direction for preparing Mesa to flourish in the new economy. Re-designating the land in 14-02's proposal would not only sacrifice a uniquely positioned property that has the potential to secure businesses that generate high value jobs, but also directly opposes the decision of the voting majority of Mesa's residents.



**Greater Phoenix**  
ECONOMIC COUNCIL

July 28, 2014

Angelica Guevara, Senior Planner  
City of Mesa, Planning Division  
55 N. Center Street  
P.O. Box 1466  
Mesa, AZ 85211-1466

Re: Major General Plan Amendment, GP Major 14-02

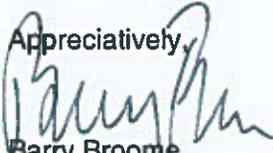
Dear Ms. Guevara:

The Greater Phoenix Economic Council (GPEC) is the region's premier economic development organization, comprised of Maricopa County, 23 communities, and over 170 private-sector members. Our primary mission is to drive quality investments to our member communities, like Mesa, and strengthen the surrounding economy by spurring job growth and creating opportunities for companies.

It has come to our attention there is a proposed Major General Plan amendment to change the existing land use designation from Business Park to Community Commercial and Medium Density Residential. As an organization, we support the efforts communities take to plan for future growth with designated employment and residential areas. Planned business corridors help promote the work of GPEC, and encroachment from residential areas deters business development activities.

The proposed area is within proximity to a nearby medical center, making it a suitable location for potential office space and industrial uses. Converting this area to a residential area is inconsistent with the established goals of the city of Mesa to promote designated areas for future high value employment.

We ask for your careful consideration in reviewing the proposed amendment, and respectfully recommend maintaining the existing designation for this area.

Appreciatively,  
  
Barry Broome  
President & CEO

Cc: William Jabjiniak, Director, Economic Development



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**Jeffrey Crockett**  
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**Staff**

**William Jabjiniak**  
Economic Development Director

July 17, 2014

City of Mesa Planning Division  
Attn: Angelica Guevara, Senior Planner  
55 N. Center Street  
P.O. Box 1466  
Mesa, Arizona 85211-1466  
Email: [angelica.guevara@mesaaz.gov](mailto:angelica.guevara@mesaaz.gov)

**Re: Major General Plan Amendment for Northwest Corner of US 60 and  
Crismon Road, GP Major 14-02**

Dear Ms. Guevara:

The Economic Development Advisory Board ("EDAB") of the City of Mesa ("City") submits these comments on the proposed Major Plan Amendment for the approximately 38 acre property located at the Northwest Corner of US 60 and Crismon Road (the "Mesa38 Property"), GP Major 14-02 (the "Mesa38 Plan Amendment"). We have reviewed the Mesa38 Plan Amendment submitted by Crismon-Superstition Partners, a General Partnership ("Mesa38 Owner"). For the reasons below, EDAB, on a unanimous vote taken on July 9, 2014, does not support the Mesa38 Plan Amendment.

EDAB is concerned that areas specifically planned for employment generation near freeways, arterial streets and close to other complementing employment uses are being substituted by residential development with a suggestion that potential jobs will follow. The following statement adopted by EDAB and appearing in *Chapter 5, Growing and Maintaining Diverse and Stable Jobs*, of the proposed Mesa 2040 General Plan clearly articulates EDAB's position:

The City of Mesa is committed to the foundational principal that economic opportunity for its residents is an essential element for the City to thrive. Livable neighborhoods, excelling schools, parks, infrastructure and all of the other objectives outlined in this General Plan are more difficult to achieve without a strong economic base. Fortunately, the City of Mesa has several areas that offer some of the most significant potential for economic growth in the entire country. Because of their fundamental importance to the continuing vitality of the City, the City of Mesa will do everything necessary to protect these areas from residential encroachment, promote them aggressively, and develop them to their highest economic potential.

The Mesa38 Property is one area where protection from residential encroachment is needed.

As you are aware, the Mesa38 Plan Amendment seeks to change the land use designation for the Mesa38 Property from Business Park (BP) to a mixture of Medium Density Residential with 6-10 dwelling units per acre on 25 acres and Community Commercial for the remaining 13 acres. By Mesa38 Owner's own calculation, this use designation change will result in the loss of 142 potential jobs<sup>1</sup>. However, the potential remaining jobs on the 13 acres are described as a mixture of retail, restaurant and service-oriented jobs.<sup>2</sup> In contrast, the General Plan identifies BP areas as those "areas where professional and medical office parks, research and development opportunities, light manufacturing, data and information processing centers are integrated in a campus setting." Restaurants, retail and other supportive establishments are only "ancillary". The potential high value, skilled, higher wage jobs in the BP designation should be protected and not be lost by the down-zoning proposed for the Mesa38 Property.

The change in zoning could also affect the Mesa38 Property's favorable job creation potential that it would otherwise have due to its proximity to neighboring uses including Iasis Healthcare's Mountain Vista Medical Center (northeast of the Mesa38 Property). The current BP zoning could be a complimentary use for the Medical Center and provide synergistic opportunities for the region to leverage high value employers, higher paying and better quality jobs. It is this type of synergy that is the foundation of the H.E.A.T. Initiative.

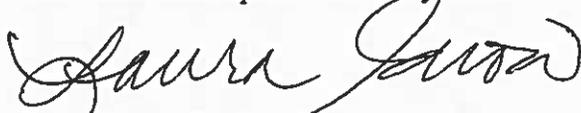
The retention of the BP zoning may also be a matter of logistics. This is one of the few commercial locations left along US 60 that has commercial visibility and arterial road access. Such benefits should not be sacrificed to residential uses. In fact, such residential uses are inconsistent with this location due to the noise associated with the non-buffered proximity to US 60 and traffic on the adjacent arterial roads.

We encourage City planning to protect the employment centers from dilution by wholesale or partial residential uses. Uses that generate high value and quality jobs should be encouraged and helped to grow with other complimentary uses.

Thank you for the opportunity to submit these written comments.

Sincerely,

Economic Development Advisory Board



Laura Snow, Chair

---

<sup>1</sup> Mesa38 Plan Amendment at p. 5.

<sup>2</sup> *Id.*



July 23, 2014

City of Mesa  
Office of Economic Development  
20 E. Main Street  
Mesa, AZ 85201

SUBJ: Proposed General Plan Amendments  
RE: Downzoning 38+acres - Mesa

TO WHOM IT MAY CONCERN,

I would like to express my concern regarding the proposed General Plan Amendments for the Mesa 38+ acres (property) located at the northwest corner of Crismon Road and the US 60. The parcel, currently zoned as Business Park is not only in the best interest of the neighboring community, but also in the best interest of the City of Mesa. The designation of Business Park not only supports nearby surrounding businesses but would provide a good accessible business resource location for those exiting from US 60. Keeping the Business Park designation would help to add increased community awareness to the already existing surrounding businesses, as well as to the possibility of increased employment opportunities. I feel that downzoning the parcel to a Community Commercial designation would not work in the best interest of the city and/or the community. At the current Business Park designation, the area would flourish with the possibility for growth, i.e., a professional medical office park, restaurant, or other work force supported establishment. Please keep the current property designation as Business Park for the benefit of the community and city.

Sincerely,

A handwritten signature in blue ink, appearing to read "Anthony R. Marinello", is written over a faint circular stamp.

Anthony R. Marinello, FACHE  
Chief Executive Officer  
Mountain Vista Medical Center

*TM/lma*