

**PLANNING AND ZONING
VICINITY MAP**

CASE:
GPMAJOR14-001

PROJECT:
LONGBOW BUSINESS PARK

ADDRESS:
NE CORNER OF MCDOWELL AND HIGLEY ROADS.
LOCATED BETWEEN HIGLEY & RECKER (DISTRICT 5)

REQUEST:
GENERAL PLAN LAND USE MAJOR AMENDMENT FROM
BUSINESS PARK (BP) ON 256± ACRES AND COMMUNITY
COMMERCIAL (CC) ON 49± ACRES TO MIXED USE
RESIDENTIAL (MUR) ON 305± ACRES. (PLN2014-00169).



Planning and Zoning Board

MEMO

CASE NUMBER: GPMajor 14-01 (PLN2014-00169)
REQUEST: Change Mesa 2025 General Plan land use from Community Commercial (CC) 49± acres and Business Park (BP) 256± acres, to Mixed Use/Residential (MUR) (max. 30% at 15+ du/ac) for approximately 305 ± acres.
LOCATION: The northeast corner of Higley Road and McDowell Roads. Bounded primarily from Higley Road to the west, Recker Road to the east, McDowell Road to the South and the Red Mountain 202 and Longbow Parkway to the north.
OWNERS: Dover Associates
APPLICANT: Dover Associates/ Robert McNichols
COUNCIL DISTRICT: 5
STAFF PLANNER: Lisa Davis, Planner II

SITE DATA

PARCEL NUMBER(S): 141-41-007, -008, -009, -010, -013, -014, -015, -016, -017, -018, and -019
PARCEL SIZE: 305± acres
EXISTING ZONING: LC BIZ PAD, LI BIZ PAD and LI-PAD
GENERAL PLAN DESIGNATION: Community Commercial (CC) 49± acres and Business Park (BP) 256± acres
CURRENT LAND USE: Lots 1 through 4 and lots 6 and 7-Undeveloped
Lot 5 Mini storage
Lot 8 - Golf course with golf club house-161 acres

STAFF RECOMMENDATION: Continuance to the November 19, 2014 P&Z Board meeting

P&Z BOARD DECISION: [] Continuance to November 19, 2014 [] Approval [] Denial

HISTORY/RELATED CASES

December 4, 1978: Western half of site annexed into the City (Ord. 1193) and subsequently zoned to AG and SR (Z79-68 and Z79-69)
May 14, 1979: Eastern half of site annexed into the City (Ord. 1234) and subsequently zoned to R1-35 (Z79-111)
March 21, 1983: Rezoned western portion of the site to M-1 (Z83-13; Ord. 1688)
July 15, 1985: Rezoned portion of eastern half of the site to M-1 (Z85-83; Ord. 1964)
June 1, 1987: Rezoned portion of eastern half of the site to M-1 (Z87-31; Ord. 2217)
January 20, 1998: Site Plan Modification for a portion of the eastern half of the site to allow for

- the establishment of an industrial subdivision (Z97-106; Ord. 3429)
- March 4, 2002:** Rezoned the entire site from AG, M-1 and C-3 to M-1 DMP, C-3 DMP, and a conceptual BIZ overlay over portions of the site and established the Development Master Plan for Longbow Business Park and Golf Club (Z02-01; Ord. 3972)
- November 2, 2005:** Design Review Board approved the Design Guidelines, including the sign package, for the Longbow Business Park and Golf Club DMP (DR05-093)
- January 17, 2006:** Zoning Administrator approved a Special Use Permit for the Comprehensive Sign Plan for the Longbow Business Park and Golf Club DMP (ZA06-02)
- November 17, 2008:** Minor General Plan Amendment GPMInor08-012 of 49 acres changed the 2025 General Plan Land Use designation from Business Park (BP) to Community Commercial (CC). Rezoned 49 acres (Z08-063, Ord. 4897) from M-1 DMP and M-1 DMP (conceptual BIZ) to C-2 DMP (conceptual BIZ).

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.
- 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 (Longbow Business Park) as Community Commercial and Business Park.

Existing 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.

Business Park, BP

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 depicts the existing land use allocation:

Existing Land Use Allocation				
Land Use Designation	Acreage	Percent of total	Minimum Residential Units	Maximum Residential Units
Community Commercial	256±	16%	0	0
Business Park	49±	84%	0	0
Total	305±	100.00%	0	0

Proposed Land Use Designation

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.

The amendment request proposes to change the land use designations to Mixed Use/Residential. The following table depicts the proposed land use allocation:

Proposed Land Use Allocations				
Land Use Designation	Acreage	Percent of Total	Minimum density for allowed # of Residential Units	Maximum density for allowed # of Residential Units
Mixed Use Residential	305±	100%	91.5 acres (30%) @ 12.5 du/ac	91.5 acres (30%) @ 17 du/ac*
Total	305±	100%	1,143	1,601

*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.

- b) **Summary of project narrative:** The Longbow Business Park Major General Plan Amendment project narrative includes a vision that will support the mixed use community allowing residents to live, work, and play without adversely affecting the surrounding land uses, activities and business operations. As noted in the narrative this amendment will allow residential opportunities that are supportive of the City’s new vision for this area and provide transition and buffer existing neighborhoods from industrial, a more compatible alternative with the existing residential in the immediate vicinity. The areas directly to the south and east of the proposed site are medium density residential neighborhoods of Ridgeview, Apache Wells, The Wells, and the Red Mountain Avaiara neighborhoods. The applicant believes this amendment will provide a transition between the existing residential neighborhoods and the Light Industrial (LI) uses at Longbow.

While the MU/R allows for up to 30 percent of residential use, the narrative discusses that the market would suggest either one or two 12-15 acres properties capable of 250 units per phase. Thus, estimating 500 units on approximately 30 acres is an average density of 17 du/ac.

According to the project narrative, The Longbow Business Park and Golf Club was originally envisioned as a mixed use development park. This proposal as well as subsequent rezoning cases would introduce missing housing elements to this part of the community. The MU/R designation provides the ability for a cohesive project to attract residents looking for jobs in the area, housing adjacent to the golf course, convenient freeway access, and close proximity to retail and employment. Existing and future employers, in the area, benefit from the addition of workforce housing to the immediate vicinity.

The narrative also describes potential for job creation on the site. Although noted that the only thing certain about the estimate is that the final result will be determined by future development and future uses, unknown to us today. Given the limited area for residential development on the property, they do not believe there will be a diminution of employment. According to the table provided, the CC or retail area would have approximately 1,870 jobs, the Business park 3,140 jobs and the housing area 40 jobs for a total of 5,050 jobs created by the amendment.

- c) **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 six letters/memos expressing opinion on the case (copies are attached with this report). Five of the letters/memos are not supportive of GPMajor14-01 for Longbow and one from Boeing, dated July 24, 2014, states they “do not object to the Mixed Use/Residential designation.”

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

1. City of Mesa Falcon Field, dated July 30, 2014, signed by Corrine Nystrom, Airport Director
2. City of Mesa Economic Development Advisory Board (EDAB), dated July 17, 2014, signed by Laura Snow, chair
3. Greater Phoenix Economic Council (GPEC), dated July 24, 2014, signed by Barry Broome, President & CEO
4. East Valley Partnership (EVP), dated July 31, 2014, signed by Rockne Arnett, President & CEO
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 list the concern for encroachment of a residential project adjacent to the existing Falcon Filed airport. The impacts of the existing airport use on future residential developments and the impact on more residential homes adjacent to the existing airport as there are already concerns from existing residential property owners. A residential development will affect the ability to attract high value employment and business investment. The residential encroachments deter business development activities which could affect existing businesses in the area as well. The Falcon Field area should be protected from future encroachment of residential projects.

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

According to the project Narrative the applicant has held two neighborhood meetings for this amendment at the Longbow Golf Club on the following dates:

- Meeting #1 March 26, 2014 at 5:30 PM (minutes attached)
- Meeting #2 May 22, 2014 at 5:30 PM (minutes attached)

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 half mile of the project site. The applicant has submitted a detailed citizen participation plan and report for the file.

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.

During the meeting Rich Adams, chair for the Falcon Strategic Visioning Committee, referred to a recently completed document, final report dated August 20, 2014. The document is called Falcon Field Economic Activity Area Strategic Planning Document. He stated that this document will be going to City Council for approval soon and may have impact on the proposed Longbow request. No action was taken at this meeting. (see attached minutes)

4) This is my Mesa: Mesa 2040 General Plan

At this time voter approval is required for the “This is My Mesa: Mesa 2040 General Plan” (2040 GP). Although the 2040 GP information for the Longbow area would have no direct bearing on the decision for this Major General Plan amendment request, staff has provided the information below from the 2040 GP. On June 16, 2014, Mesa City Council approved the 2040 GP that will go to the voters on November 4, 2014 general election ballot. In the Council approved 2040 GP the 305 acre Longbow character areas are identified as **Mixed Use Activity Center** and **Employment District**.

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.

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.

There are **three subtypes** under the Employment District which are Business Parks, Employment Core and Industrial.

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.

The approved concept for Longbow most closely follows the Business Parks character sub-type. However, it could be transitioned into the employment core character sub-type. This would require rezoning to modify the existing PAD standards to establish an urban form of development. In order to get the residential uses being requested an application to rezone a portion of the property, along with a modification to the PAD, to a district that would allow the residential uses would be required.

The logo for Longbow Business Park & Golf Club features a thin, curved line arching over the word "LONGBOW" in a large, serif font. Below "LONGBOW", the words "BUSINESS PARK & GOLF CLUB" are written in a smaller, spaced-out, sans-serif font.

LONGBOW
BUSINESS PARK & GOLF CLUB

A General Plan Amendment

Application Number:

Prepared by

Daedalus Real Estate Advisors LLC

Date Prepared:

March 31, 2014

Amended:

May 6, 2014

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Project Overview

A general plan amendment proposes changing the designation on the Longbow Business Park and Golf Club (the Property) from BP (Business Park) and CC (Community Commercial) to MU/R (Mixed Use Residential). The approval of this General Plan Designation for the Property does not change the existing approved zoning which is a combination of LI (Light Industrial) and LC (Limited Commercial). Any future development would comply with the flight path and noise contours in the Falcon Field Airport Master Plan.

Misleading in its designated name, the category included in the application is defined as follows:

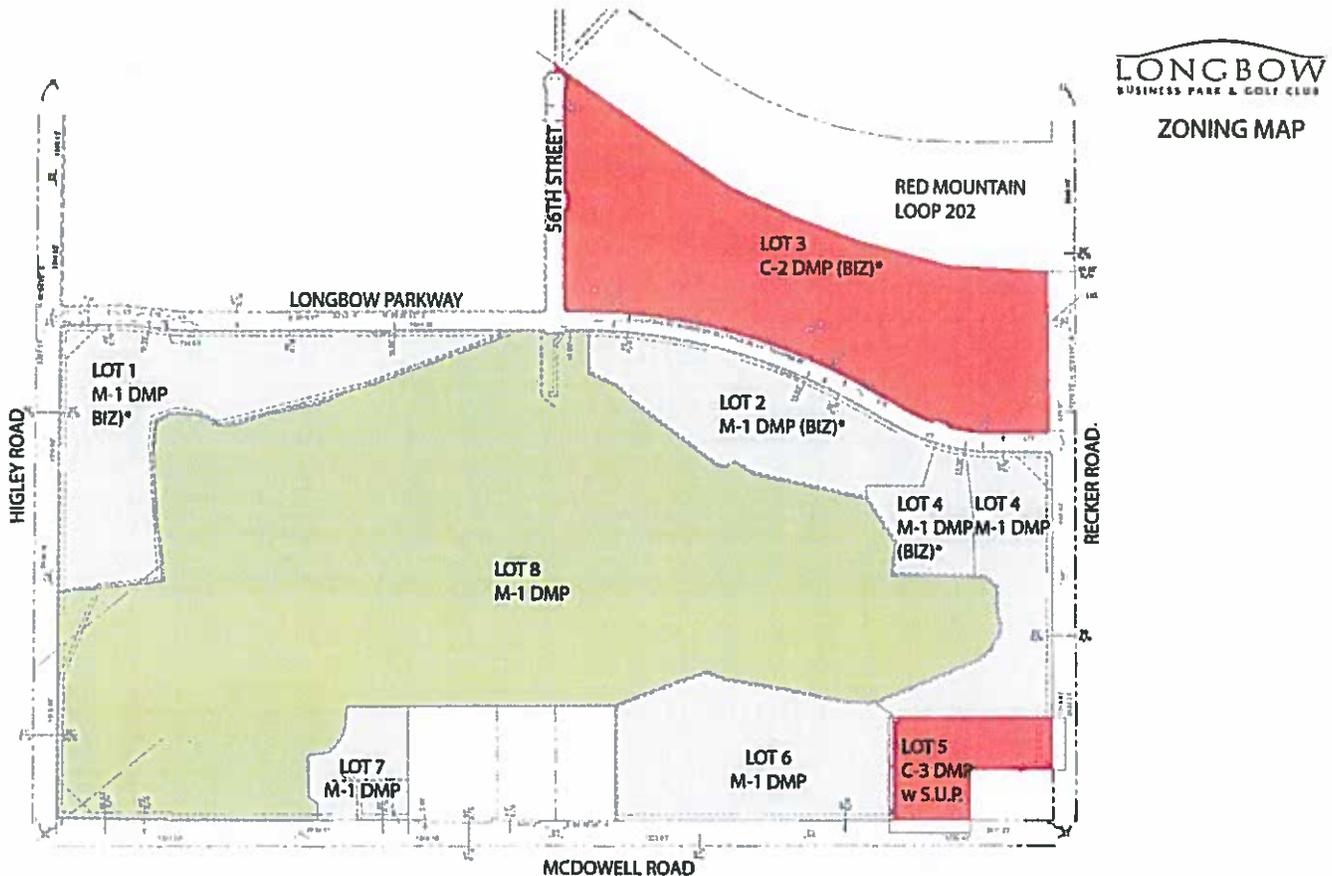
Mixed Use/Residential, MU/R

“Identifies areas where a mix of employment uses includes a High Density residential component (30 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.”

The amendment once approved by Planning and Zoning and City Council would permit the property owner or third party developers to apply for appropriate zoning at some future date in order to proceed with the inclusion of high density residential uses as defined in the General Plan designation. The remaining development lands, not less than seventy percent of the Property, would continue to include the golf course and other recreational amenities, hospitality, medical and related health care uses, Office, Limited Industrial, Community Commercial, and Business Park, all integrated into the surrounding area. The Property is currently vacant land surrounding the perimeter boundaries of the Longbow Golf Club.

Project History

The 313 acre Longbow Business Park and Golf Club rezoning was approved the City Council on March 4, 2002 (Z02-01/ Ordinance 3972). The ordinance approved M-1 DMP, C-3 DMP, and M-1 DMP (with conceptual BIZ overlay) property with sixteen stipulations. A minor general plan amendment and rezoning of approximately 50 acres north of Longbow Parkway was approved by the City Council on November 17, 2008. The general plan amended the Land Use map from Business Park (BP) to Community Commercial (CC). The ordinance changed the zoning of this property from M-1 DMP to C-2 DMP (with conceptual BIZ overlay).



Project Narrative

The property is currently identified in the Mesa 2025 General Plan as Business Park use and located within the Falcon Field Airport Sub-Area Plan. Within the Falcon Field Airport Sub-area, the predominant use is general industrial and Business Park uses making up 85% of the land area. Only 2.5% of the area is designated for residential use based primarily on the defined boundary of the area. Our vision is to develop a neighborhood friendly, horizontal mixed use development integrating residential uses into the park enhancing and supporting the interior and surrounding business uses, employment uses, and airport. A mixed use residential, employment, and commercial community adjacent to Falcon Field will promote the goals of the Mesa 2025 General Plan and the Falcon Field Sub-Area plan.

The Mesa-Falcon Field Airport Master Plan defines Land Use areas adjacent to the Airport which are compatible without restrictions. The Mesa-Falcon Field Airport Master plan was commissioned, reviewed and approved by the Airport authorities and approved by the Mesa City Council in 2009. The FAA has established guidelines codified within 14 CFR Part 150 that identify suitable land uses for development near airport facilities. These guidelines permit residential construction and many other land uses below the 65 DNL noise level. A large part

of the area surrounding the Longbow Golf Club golf course property is included in the noise contours of 60, 55 and 50 DNL which would allow Residential Land Use without restrictions.

While the MU/R category permits up to 30% of the land to be developed as residential use, any residential use developed at Longbow would be limited to the eastern half section portions of the property due to private deed restrictions, flight path and DNL noise contours in the southwest quarter section of the Property extending to the northeast from both runways at Mesa-Falcon Field Airport. No residential uses would be permitted on platted Parcels 1 or 7. None of the existing zoning permits development of MU/R residential uses and applications for rezoning to a particular residential use would be required for the uses permitted by the MU/R General Plan designation. Pursuant to the language of the MU/R General Plan Definition, the application is not site specific within the parcel in the application, is for a change in General Plan designation only and does not change existing zoning on any of the Longbow Business Park and Golf Club Property.

The proposed amendment seeks to change the land use designation to Mixed Use/Residential. This amendment will support the mixed use community allowing residents to live, work, and play without adversely affecting the surrounding land uses, activities, and business operations. Further, this amendment will allow residential opportunities that are supportive of the City's new vision for this area and provide transition and buffer existing neighborhoods from industrial, a more compatible alternative with the existing residential in the immediate vicinity.

Given the limited area for residential development on the property, we do not believe there will be a diminution of employment. There is no accurate method of determining the exact number of jobs which would be created on this site or any other piece of property prior to determination of actual use and development plans. Hypothetical or speculative calculations are always incorrect. The adjacent property which houses the Boeing plant is slightly over 300 acres and employs approximately 5,000 in a plant area of approximately 3 million square feet of structure. The average number of square feet occupied per employee in this facility would be 600. This is a manufacturing use with some office and administrative occupancy. The Longbow estimate was based on an area less than one half the size of the land area occupied by the Boeing plant and assumes a different type of use including a higher density of occupancy, building heights in excess of a manufacturing plant on less land area. Using the approved BIZ Overlay on much of the property and using building heights from 50-118 feet as approved by the FAA and included in a separate report prepared by Coffman Associates in 2002, additional density and employment could easily be achieved. This hypothetical would also be incorrect.

The table below illustrates a combination of uses and occupancies which would result in the creation of 5,000 jobs on the site. The only thing certain about the estimate is that the final result will be determined by future development and future uses, unknown to us today. Given the limited area for residential development on the property, we do not believe there will be a diminution of employment.

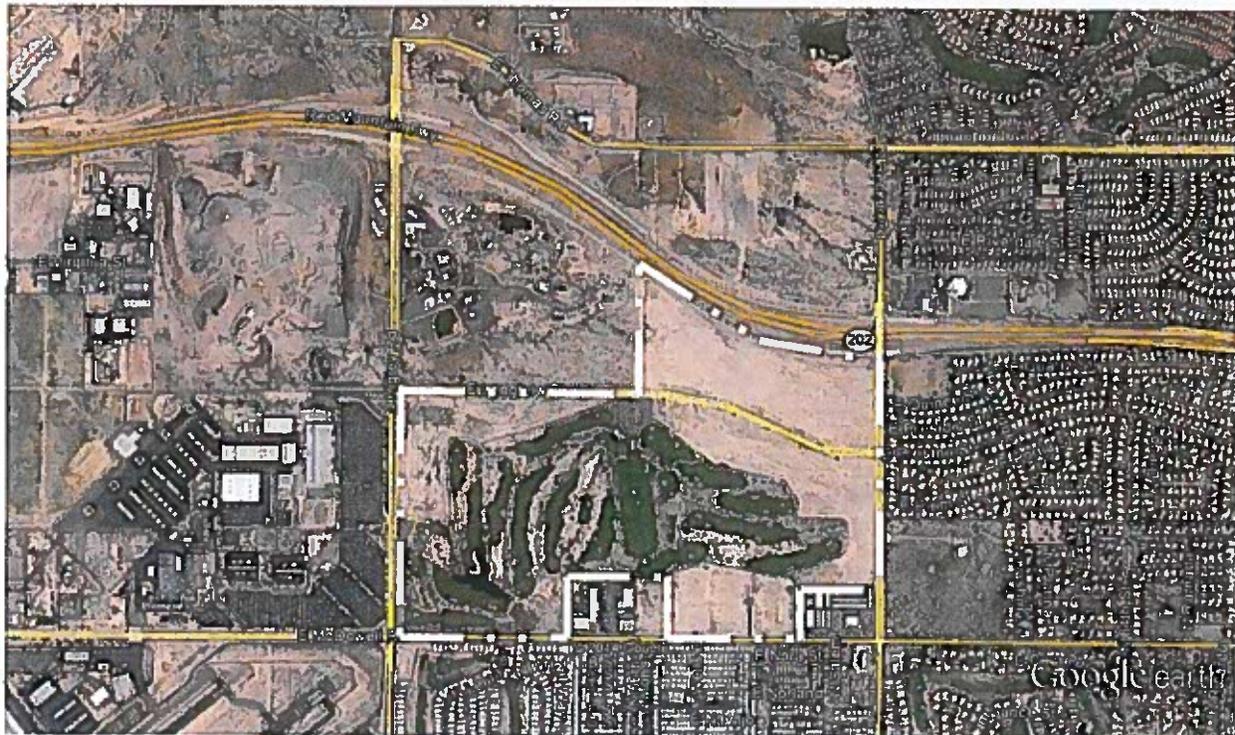
Use	Area (Acres)	Approx. FAR	Approx. Building Area (SF)	Avg Emp/Building Area (SF)	Approx. Employees
Retail (CC)	49	0.28	597,600	320	1,870
Business Park	66	0.3	862,500	275	3,140
Multi-family	<u>28</u>				<u>40</u>
	143				5,050

GENERAL PLAN	Existing		Proposed	
	Area	% of Area	Area	% of Area
Business Park (BP)	255	81%	0	0%
Community Commercial	50	19%	0	0%
Mixed Use Residential	0	0%	305	100%
Total	305	100%	305	100%

While the MU/R allows for up to 30 percent of residential use, the market would suggest either one or two 12-15 acre properties capable of 250 units per phase. Thus, estimating 500 units on approximately 30 acres is an average density of 17 DU/Acre. The only thing certain about the estimate is that the final result will be determined by future development and future uses, unknown to us today.

Location.

Longbow Business Park and Golf Club is located between Higley Road on the west and Recker Road on the east, McDowell Road on the south with Longbow Parkway and the Loop 202 Red Mountain Freeway on the north. The area directly to the south and east of the proposed site are the medium density residential neighborhoods of Ridgeview, Apache Wells, The Wells, and Red Mountain Avaiara neighborhoods. The proposed General Plan amendment and conforming land use categories will provide a transition between the existing residential neighborhoods and the Light Industrial (LI) uses at Longbow.



The General Plan Land Use designations, Land Uses, and existing zoning for the properties surrounding the subject site are as follows:

General Plan Land Use Designation

- North: BP and across Longbow Parkway, CC, PSP and BP. Directly north of Longbow Parkway West of 56th Street, Public/Semi-public (Sunshine Acres)
- South: Across McDowell Road, MDR 6-10
- East: Across Recker Road, PSP and MDR 2-4
- West: Across Higley Road, GI

Existing Land Use & Zoning

- North: Vacant Land/ LI DMP, LC DMP and RS-90
- South: Across McDowell Road, RM-2
- East: Across Recker Road, Vacant AG and RS-7
- West: Across Higley Road, LI

General Plan Amendment Request

This General Plan Amendment request amends the General Plan designation of the Longbow Business Park and Golf Club from Business Park (BP) and Community Commercial (CC) to Mixed Use Residential (MU/R). Since the property requires a change in land use designation from employment to some housing a Major General Plan Amendment is required.

General Plan Amendment Review & Analysis

The proposed General Plan amendment and the subsequent rezoning introduces a missing housing element to this part of community. The amendment is also compatible with current and planned developments and the adjacent land uses within the Longbow Business Park and Golf Club. While the Longbow Business Park and Golf Club is virtually un-developed, the property is strategically located and has growth potential under the correct designation. The MU/R designation provides the ability for a cohesive project to attract residents looking for jobs in the area, housing adjacent to a golf course, convenient freeway access, and close proximity to retail and employment. Existing and future employers in the area benefit from the addition of workforce housing to the immediate vicinity.

1. Does the proposed amendment constitute an overall improvement to the current Mesa 2025 General Plan?

The proposed amendment will improve the Mesa 2025 General Plan by integrating uses and providing transition between the existing residential areas adjacent to Recker Road, Longbow Parkway and potentially McDowell Road. Any proposed residential uses will be located outside the 65 DNL and will not conflict with current or future airport operations based on the Falcon Field Airport Master Plan. Further, the integration of residential uses into a mixed use employment and retail center will energize the future retail and provide excellent housing choices for business within and around the Falcon Field Sub-Area. Over the past decade, there has been very limited commercial development within the Falcon Field Airport Area. Based on the available land area and average absorption, there is between 100 years and 1,000 years supply of employment zoned land. The development of the high density residential

property adjacent to the golf course will serve as a buffer to the higher intensity commercial uses as well as stimulate new economic development in the area.

“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 within direct access to arterial streets.”

The definition of the MU/R General Plan designation, though inappropriately named with not less than 70 percent required for employment in Office, Community Commercial and Business Park uses, accurately describes the Longbow Business Park and Golf Club development parcel as it should be developed in the future. The residential component of Longbow will energize and create synergies not currently present in the area around Longbow. There is a lack of new multi-family housing to serve the current industry and businesses in the Falcon Field Airport area as workforce housing. Future applications for zoning and development within the MU/R area will each demonstrate the need for the buffer, transition and accessible type of high density housing proposed in each separate case.

2. Is the proposed amendment consistent with the intent of the Mesa 2025 General Plan and other adopted plans, policies and ordinances?

The proposed amendment is consistent with the Mesa 2025 General Plan, adopted plans, policies, and ordinances. The residential uses represent only a small area of the land area w total land area within Longbow. Pursuant to the General Plan, a maximum amount of 30% can be developed as high density residential in the Mixed Use Residential General Plan Designation area.

The Falcon Field Sub-Area plan as written and approved in 2007 is obsolete and needs to be rewritten to describe a modern, post recessionary economic development project that satisfies the needs and desires of business and industry for new and vibrant places to live, work and play. The lack of development in this area pre and post-recession indicates that a change of approach is necessary to attract business and industry to this area of Mesa. The land area considered the Falcon Field Sub-Area needs to be redefined to include neighborhoods, strip commercial and recreational amenities which will attract business and industry to the Falcon Field Sub-Area. The Falcon Field Sub-Area needs to be defined as the Gateway Sub-Area but in present day development configurations identifying missing uses as infill development opportunities.

The change to the land use category and the subsequent rezoning request fulfills the City’s vision by implementing or contributing to the achievement of the following Goals, objectives, and policies:

LAND USE ELEMENT

Goal LU-1	Develop a land use pattern throughout the City that creates orderly municipal growth, achieves compatibility with surrounding communities, and is consistent with other plans and programs of the City.
Goal 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.
Objective LU- 1.2	Encourage urban growth in a planned, orderly manner with high quality development and an innovative and sustainable urban development patterns.
Policy LU 1.2b	Update the planning-related ordinances and programs to implement the General Plan and to encourage creative and innovative design in constructing subdivisions that promote both sustainability and a sense of community.
Policy LU 1.2c	Promote the development of available large vacant parcels of land as master planned communities with an appropriate mix of land use types.
Goal LU 2	Support the diverse and dynamic sub-areas within the City of Mesa by reinvesting in those neighborhood communities that exhibit unique character or history.
Objective LU 2.1	Promote Mesa's unique identity by encouraging the revitalization, preservation, or development of community sub-areas throughout the City.
Policy LU 2.1d	Provide for the development of the Falcon Field Sub-Area in a manner that takes advantage of economic development opportunities, creates employment, and is consistent with the operation of Falcon Field Airport.
Objective LU 2.2	Promote planning opportunities for community sub-areas to enhance the character and livability of the areas and to foster community pride.
Policy LU 2.2d	In conjunction with Falcon Field Airport, prepare a plan that builds upon the provisions of the Falcon Field Master Plan, assists in achieving the City's economic development goals, and provides for compatible uses around the airport.
Goal LU 3	Provide for a high quality, balanced, and diverse housing stock for existing and future City residents.
Objective LU 3.1	Promote a balanced stock of single residence and multiple residence types and styles at appropriate locations.
Objective LU 3.3	Strive to establish compatibility among residential, employment and public facility uses.
Policy LU 3.3b	Require adequate buffering to protect residential neighborhoods from incompatible non-residential and industrial land uses.
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 4.3	Encourage the design and implementation of integrated residential, commercial and office uses.
Policy LU 4.3a	Develop and implement design guidelines for mixed-use activity centers within the City.

The Longbow Business Park and Golf Club was originally envisioned as a mixed use business park. Over the past decade, other areas of the city have attracted business and employment. The fifty acre parcel located north of Longbow Parkway was rezoned with a general plan amendment to integrate retail development into the area and this proposal to integrate high density multi-family housing will provide a complete integration of residential, retail, and office uses creating a dynamic mixed use center. Changing the land use designation on the parcels will provide an important housing alternative to complement existing employment opportunities and foster new endeavors to bring more high quality employers to the Falcon Field employment core. The abundance of commercial and employment land in the Falcon Field will not be diminished by this amendment.

3. Is the proposed amendment significantly altering existing land use patterns?

No. The proposed amendment to the general plan helps to transition and buffer the residential land uses within the Property as it becomes developed and to the east and south of the property from the business and commercial uses.

4. Is the proposed amendment causing significant traffic increase on the existing roadway network?

No. All streets surrounding Longbow (Higley Road, McDowell Road and Recker Road) are fully improved along with Longbow Parkway serving the development. The proposed land use change will not adversely affect the roadway network or increase traffic on these roads beyond their capacity as designed and built. All streets are fully improved with curb, gutter, storm drainage, underground utilities, and street lighting.

5. Will the proposed amendment degrade the health and safety of the residents?

No. The proposed amendment will not degrade the health and safety of the residents living in or around the subject property. In fact, the development of the property will create greater certainty of development and spur economic development on the balance of Longbow Business Park and Golf Club. The development of the property will contribute positively to the well planned growth of the City with a high quality of life and will represent an acceleration of investment in the area.

The types of jobs expected in this area are impossible to predict. Over the past several years no major employers or combination of smaller employers have expanded or moved to the Falcon Field Sub-Area. The recession was a factor in this result. Coming out of recession, Longbow Business Park and Golf Club needs to put forth a new identity as an employment, entertainment, hospitality, housing and shopping center of the Falcon Field Sub-Area. With the right mixture of categories in the MU/R definition the Falcon Field Sub-Area will be revitalized to attract new development to the over 2,000 acres of vacant employment zoned land and keep business already located in the Area with opportunities to stay and expand.

6. Is there a significant impact on public infrastructure (e.g. parks, schools, drainage, utilities, etc.)?

There will be no impact on public infrastructure based on the change of use.

Parks. The General Plan does not designate this area for parks or schools in this influence area but the small nature of this amendment will not necessitate a significant increase in the need for or use of public parks or schools. The development will integrate its own open space represented in the area occupied by Longbow Golf Club and will construct an internal pedestrian pathway connecting the development internally with the Longbow Business Park and Golf Club.

Grading & Drainage. The Longbow Golf Course was designed and engineered to provide off-site drainage and retention for the adjacent parcels. The change in land use and zoning will not affect the drainage patterns in the area.

Water & Sewer. There is no adverse impact to the City's water or sewer system. The existing infrastructure development extends water and sewer services to the parcels however a distribution

system to development parcels will be extended. The benefit to the City is more water meters will be sold.

Conclusion

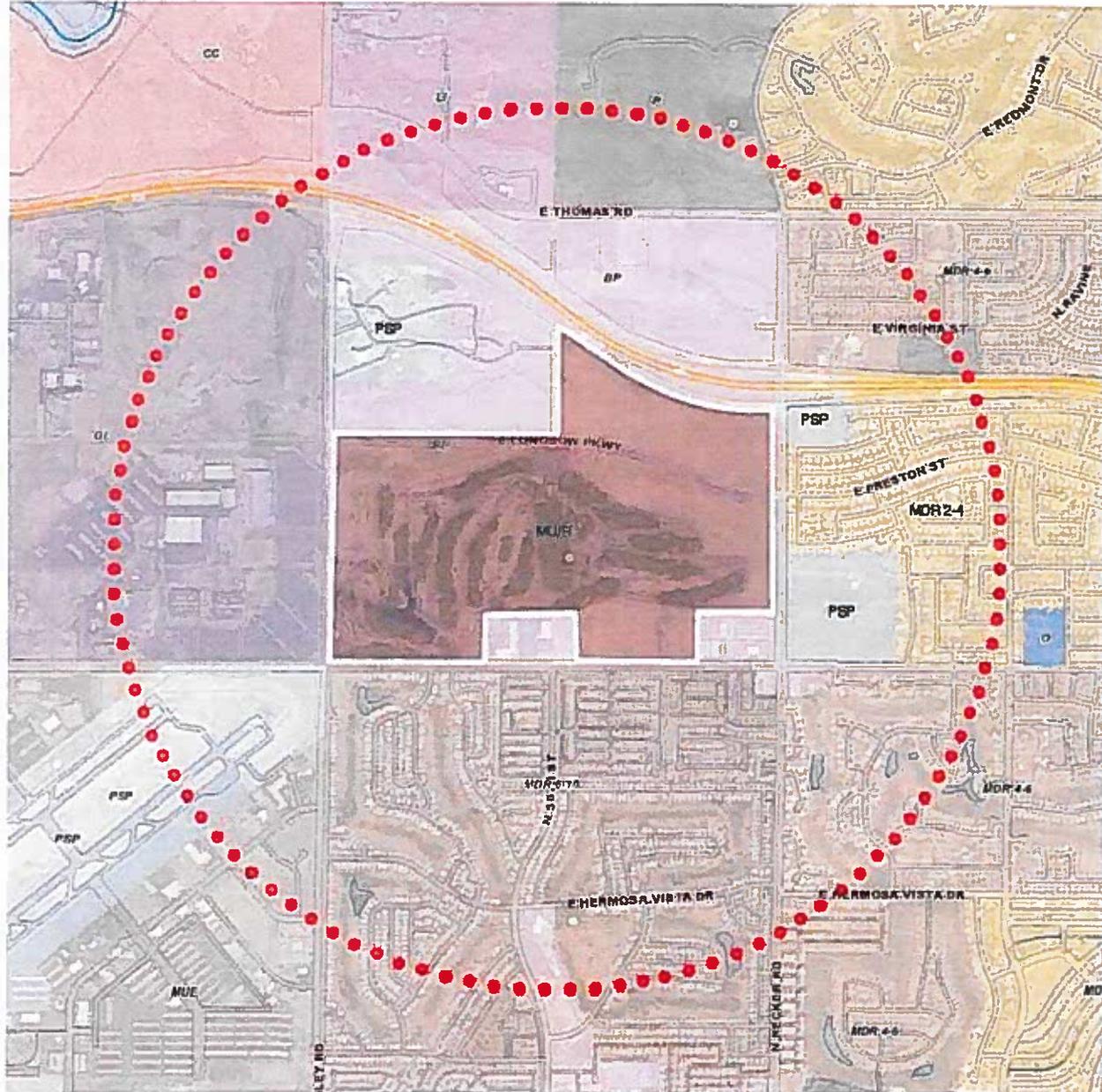
Based on the analysis provided above, we believe this proposed amendment is consistent with the overall intent and goals of the City of Mesa 2025 General Plan and the Falcon Field Sub-Area plan which sets forth vision and expectations for this area. The proposed amendment will enhance other planned uses in the area and offers more flexibility to meet the needs of the community.

Site Aerial Map with One Mile Radius



Site Aerial with 1 Mile Radius

Site Aerial Map with 1 Mile Radius and General Plan Designations



Site Aerial with 1 Mile Radius General Plan Designation

Side By Side Existing General Plan & Proposed General Plan



Existing General Plan Designation



Proposed General Plan Designation

Notes from First Neighborhood Meeting

Meeting held at Longbow Golf Club Clubhouse on March 26, 2014 and was scheduled to begin at 5:30 pm and end at 7:00 pm. Refreshments were served.

The neighborhood meeting was attended by approximately 15 actual homeowners living in areas adjacent to the land areas proposed for residential development at the time of the first meeting. Other attendees were Mesa residents outside of the neighborhoods receiving meeting notices, consultants, developers and city officials. Approximately 25 attended all or part of the meeting.

The land developer, Bob McNichols representing Longbow Business Park and Golf Club made opening remarks at approximately 5:30 pm explaining the history of the project and the purpose of the meeting. Specific parcels were discussed as proposed for residential development in the future. No site plans or specific residential designs were available or presented at the meeting. Only the concept of single family home development was presented.

Once the meeting was opened to questions from those attending the subject and discussion changed quickly from the presented material and topic to a critique of the City of Mesa including specific criticism of Planning, Economic Development, City Council and Airport Administration. The questions quickly turned in to statements made in accusatory tones to City officials and representatives in attendance. This was disruptive to the meeting purpose and frustrated the neighbors in attendance. This lasted about thirty minutes.

The meeting then turned to questions from neighbors who were more interested in information about the builder present and what kind of housing the builder had in mind including building siting, heights, materials, interior bedroom configurations, project amenities and timing. Many of the same neighbors had attended previous neighborhood meetings in prior years regarding proposed development at Longbow Business Park and Golf Club and were anxious, as they were in the past, for development to start. Most, if not all of those attending the meeting from adjacent neighborhoods, were in favor of residential development on land across the street from their existing neighborhoods and homes. While some expressed a desire to see all homes on McDowell Road built as single story structures they considered the two story homes being discussed a better alternative than industrial buildings 40 feet or more in height and with larger facades obstructing views of Red Mountain and the McDowell Mountain Range to the north. The neighbors were interested in more specific information as it would become available and would attend future neighborhood, planning and council meetings on the subject as applications were submitted to the City and the process commenced. A few asked to be contacted with further information when homes were offered for sale.

The formal meeting ended at approximately 7:00 pm and several neighbors and others lingered to have individual conversations with the developers and consultants present.

Longbow Neighborhood Meeting May 22, 2014
Held at Longbow Golf Club

The meeting was called to order at 5:30pm on May 22, 2014. There were nine citizens in attendance. Three of the nine in attendance had also attended the March 26 Neighborhood Meeting on this matter. Airport Director Corinne Nystrom joined the meeting in progress and left before the conclusion.

First, the majority opinion of those in attendance expressed disappointment that the single family housing plans discussed in the March 26 Neighborhood Meeting was no longer part of the General Plan Amendment Application and that there was no longer a single family homebuilder involved in the process.

Second, three of the neighbors through a spokesperson of one favored all of the land along Recker Road and McDowell Road being considered for multi-family housing in keeping with the guidelines of the MU/R classification being kept in the General Plan for industrial uses. The reasoning was that industrial uses would not be realized on the property in the near future or perhaps ever, and that keeping them planned for future industrial would insure that nothing would ever be built on the land, therefore 'preserving' it as open space.

In a similar vein, the third idea suggested by the same three open space advocates was to turn the privately owned vacant land into a series of open to the public parks, again preserving the open space nature of the land as it appears today with the addition of park like improvements. The park advocates also expressed concern about the City development of a bike park on the corner of McDowell and Recker Roads. The 'park advocates' worried that the new (construction had not commenced as of the date of the May 22 meeting) would disturb the natural landscape, create dust and noise affecting the adjacent neighbors, and bring more traffic to the area without sufficient parking.

The three open space and park advocates also allowed that a theoretical three story apartment building would block their views to the west of their homes more than would an industrial building of approximately the same dimensions. Their view to the west is now dominated by the Boeing plant in the distance but because of the elevation change from Recker Road to Higley Road this is not a concern. Other opinions expressed by the same three were that apartments invite crime and diminish the value of nearby single family homes, again expressing a preference for single family homes over multi-family housing.

A representative of Sunshine Acres Children's Home attended and expressed concern that no housing, either single family or multi-family be developed adjacent to the Sunshine Acres property to the Northwest of the Longbow Business Park and Golf Club property.

The meeting adjourned shortly before 7:00 pm. Other neighbors not speaking during the formal meeting wished us well as they departed and expressed confidence that what would occur in the future development of the property would be of high quality and would give consideration to the neighborhoods adjacent on Recker and McDowell Roads.

AUGUST 27, 2014 SPECIAL PLANNING & ZONING MEETING MINUTES

GENERAL PLAN LAND USE MAJOR AMENDMENTS

1. **Case No. GPMajor14-01**

The northeast corner of McDowell and Higley Roads. Located between Higley & Recker Roads north of McDowell and south of the Loop 202 Red Mountain Freeway. (305 ± acres). District 5. General Plan Land Use Major Amendment from Business Park (BP) on 256± acres and Community Commercial (CC) on 49± acres to Mixed Use Residential (MUR) on 305± acres. (PLN2014-00169).

Staff Planner: Lisa Davis

Summary: Applicant Bob McNichols, developer of the Longbow Business Park and Golf Club at 5601 East Longbow Parkway, presented the proposed General Plan Amendment case number GPMajor14-01.

Laura Snow, of 8539 East Milagro Avenue, was present representing the Economic Development Advisory Board (EDAB), as their Chair. Ms. Snow read a letter from EDAB in opposition to case GPMajor14-01. Ms. Snow stated that the letter was the result of a unanimous vote made by EDAB during their meeting of July 9, 2014. The letter stated that EDAB does not agree that the proposed Major General Plan Amendment GPMajor14-01 supports the current 2025 General Plan, the Falcon Field Sub-Area Plan or the Mesa 2040 General Plan approved by the City Council on June 16, 2014. EDAB's letter stated that they were opposed to any residential encroachment in the Falcon Field Employment Center. Ms. Snow stated that the Falcon Field Area is one of the major employment centers in the City.

Anthony Siebers, of 4038 East Glencove Street, attended in support of GPMajor14-01. Mr. Siebers stated that he would ask the board to take a very close look before any type of restriction is placed on a property. Mr. Siebers asked that the Board review reports from Pollack & Associates as part of their research regarding the proposed Amendment. He stated that he hoped a decision would be made as a community to make the area more attractive to future site selectors.

Richard Adams, of 1536 East Elmwood Circle, attended in opposition of GPMajor14-01. Mr. Adams stated that he just finished as Chair to the Falcon Area Visioning Commission. Mr. Adams wanted to bring the Board's attention to a document authored by the Commission that discusses some of the important land uses in the Falcon Field Area. He encouraged the Board to make the document part of their research in regards to the proposed Major General Plan Amendment.

The Boeing Company
5000 East McDowell Road
Mesa, AZ 85215-9797

July 24, 2014

Ms. Lisa Davis, Planner II
City of Mesa Planning Division
P.O. Box 1466
Mesa, Arizona 85211-1466



Re: Longbow, Major General Plan Amendment (GP Major 14-01)

Dear Ms. Davis,

Thank you for the opportunity for The Boeing Company to review and comment on the Major General Plan Amendment for Longbow (GP Major 14-01) for 305± acres at the NWC of McDowell Road and Higley Road.

Representatives from Boeing met with the applicant, Mr. Robert M. McNichols of Longbow Business Park and Golf Club, on June 25, 2014, to discuss the Major General Plan Amendment and possible uses under the potential new Land Use Designation. We understand from the discussion and the applicant's narrative that the amendment is sought to allow for potential future zoning changes for integrating residential uses.

It is our understanding that the request to amend the designation from Business Park (BP) and Community Commercial (CC) to Mixed Use/Residential (MU/R) would not change the provisions set out in the Special Warranty Deed and Air Navigation Easement and Amendment agreed to by Boeing and the applicant in 2001. For the portions of the property subject to the deed restrictions, uses are not to be developed for residential purposes, daycare or other childcare facility(ies), hospital(s) or other healthcare facility(ies), senior center(s), or school(s).

We appreciate Mr. McNichols' discussion and recognition of the Deed and Easement and Amendment. The Easement further stipulates a height restriction for all buildings, improvements, structures, and/or vegetation of sixty feet from the current grade level of the property. It also allows the right of flight, air transportation and air navigation of aircraft over, above and across the property from 100 feet above ground level.

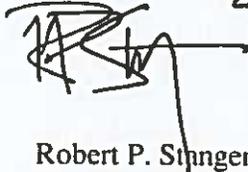
We do not object to the Mixed Use/Residential (MU/R) designation given the Deed and Easement. Our primary concern for our Flight Operations is with the type of development in Lot 1 and Lot 7. As always, we take safety and noise issues at our operations and critical airports very seriously. Height restrictions set forth in the Easement continue to be important to our Flight Operations. Additionally, lighting which interferes with pilot visibility should be avoided across the entire 305± acres.



While we do not object to the Mixed Use/Residential (MU/R) designation, future zoning decisions for the Longbow Business Park and Golf Club must ensure compatible uses with Falcon Field Airport. Falcon Field remains critical to our operations. We have utilized the airport in the past for aircraft testing and may do so in the future. Additionally, while we have our own tower as an official heliport, our location under Falcon Field's Class Delta Airspace is vital to our operations.

Thank you for your consideration of this matter.

Best regards,

 24 JUL 14

Robert P. Stinger
Mesa Production Center Leader
Director of Operations – Western Region
Boeing Military Aircraft

CC: Mayor Alex Finter
Mesa City Councilmembers
Arizona Governor Janice K. Brewer
Arizona Congressional Delegation



4800 E Falcon Dr
Mesa, Arizona 85215

July 30, 2014

Lisa Davis, Planner II
City of Mesa Planning Division
55 North Center Street
Mesa, AZ 85201

Dear Lisa,

The City of Mesa - Falcon Field Airport received correspondence from the City's Planning Division dated June 5, 2014, requesting comment on a proposed General Plan Major Amendment (#14-01) for the Longbow Project located at the northeast corner of McDowell Road and Higley Road. If approved, the proposed Amendment will allow for high density residential development in close proximity to Falcon Field Airport.

With the increase in the number of aircraft operations at the airport over the past several years, the City receives complaints/concerns from nearby residents about aircraft noise and safety. Attached is a map which shows the locations from which these complaints/concerns have been received since October 1, 2010. As you will see, the Longbow property identified in the proposed Amendment is in very close proximity to locations from which complaints/concerns about aircraft operations have been generated. If further residential development is allowed in this area, the City will likely receive complaints/concerns from the new residents in this area.

The City does not control aircraft flight operations and cannot prohibit aircraft operators from flying over residential areas. By keeping the current land use designation on the Longbow property, and its intended residential buffer, the City can continue to minimize the effect of aircraft operations on the neighborhood.

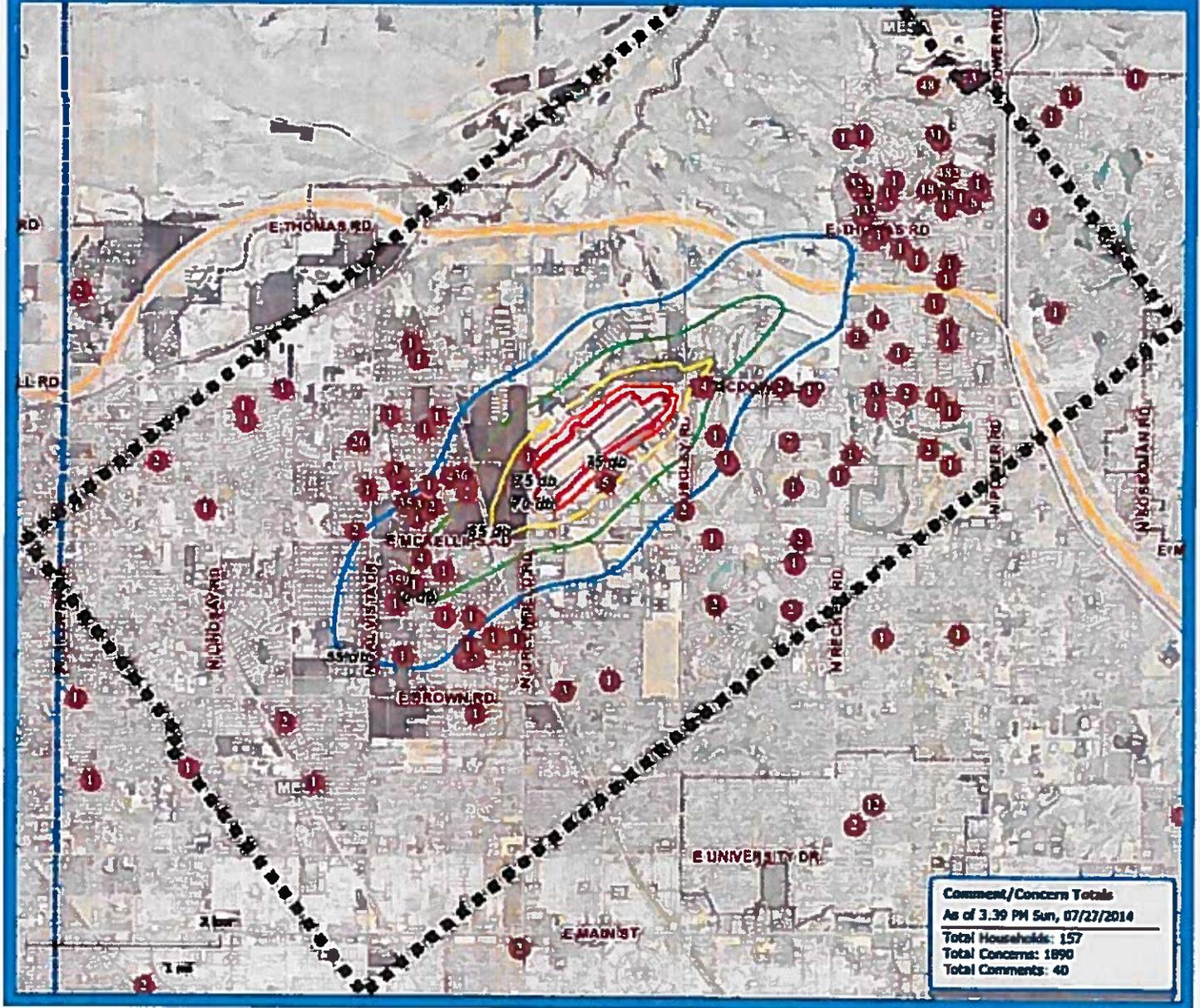
Falcon Field Airport is a strong economic engine for the City of Mesa. The long-term forecast is that it will continue to be a thriving, busy airport that benefits the community as a whole. There are currently 84 businesses located at Falcon Field Airport which employ over 1,050 individuals. As decisions are made about land use designation in the areas surrounding the airport, consideration should be given to ensuring the continued success and viability of these businesses and the airport as a whole by maintaining/approving land uses that are compatible with the airport now and in the future.

Sincerely,

A handwritten signature in blue ink that reads "Corinne C. Nystrom" with a long horizontal flourish extending to the right.

Corinne C. Nystrom, A.A.E.
Airport Director

Att.



10-1-2010 thru 7-28-2014



July 17, 2014

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City of Mesa Planning Division
Attn: Lisa Davis, Planner II
55 N. Center Street
P.O. Box 1466
Mesa, Arizona 85211-1466
Email: lisa.davis@mesaaz.gov

**Re: Major General Plan Amendment for Longbow Business Park and
Golf Club, GP Major 14-01**

Dear Ms. Davis:

The Economic Development Advisory Board (“EDAB”) of the City of Mesa (“City”) submits these comments on the proposed Major Plan Amendment for Longbow Business Park and Golf Club, GP Major 14-01 (the “Longbow Plan Amendment”) submitted by Daedalus Real Estate Advisors LLC (“Daedalus”) for approximately 313 acres of land located at the northeast corner of McDowell Road and Higley Road (the “Longbow Property”). The Longbow Plan Amendment seeks to change the land use designation for the Longbow Property in order to “develop a neighborhood friendly, horizontal mixed use development integrating residential uses into the park enhancing and supporting the interior and surrounding business uses, employment uses, and airport.”¹ Daedalus asserts that “[a] mixed use residential, employment, and commercial community adjacent to Falcon Field will promote the goals of the Mesa 2025 General Plan and the Falcon Field Sub-Area plan.”² However, for the reasons set forth herein, EDAB does not support the Longbow Plan Amendment because it does not agree that the amendment will promote the goals of the Mesa 2025 General Plan or the Falcon Field Sub-Area plan. Moreover, approval of the Longbow Plan Amendment does not promote the goals of the proposed Mesa 2040 General Plan which was approved by the City Council on June 16, 2014, and which goes to the voters for approval in the November 2014 general election. This letter reflects a unanimous vote taken at the EDAB meeting held July 9, 2014.

EDAB has reviewed a copy of the June 30, 2014, memorandum from Kenneth Chapa (Economic Development Project Manager) to Lisa Davis (Planner II, Planning Division) addressing the Longbow Plan Amendment and joins in those comments. In the memorandum, Mr. Chapa correctly states that downzoning any part of the Falcon Field Employment Center would compromise the area’s ability to attract high value employment and business investment. He concludes as follows:

¹ Longbow Business Park & Golf Club General Plan Amendment (March 31, 2014; amended May 6, 2014) at p. 4.

² *Id.*

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 as proposed by [Longbow Plan amendment] 14-01, especially when it has been specifically discouraged in both the Falcon Field Sub Area Plan and the 2025 General Plan, would not only sacrifice a uniquely positioned property that has the potential to secure businesses that generate of high value jobs, but also directly opposes the decision of Mesa’s voting majority

EDAB has been a staunch advocate of the critical need to protect the City’s valuable employment centers from the residential encroachment that will threaten or diminish the value of the employment centers. The following statement formally adopted by EDAB on December 3, 2013, appears as the preface to *Chapter 5, Growing and Maintaining Diverse and Stable Jobs*, of the proposed Mesa 2040 General Plan, and further amplifies the goals of the Mesa 2025 General Plan with regard to the preservation of the City’s employment centers:

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.³

The Longbow Property is located in one of the City’s four major employment activity areas identified in the Mesa 2040 General Plan as the Falcon Field Employment Center, which is described as follows:

As one of the nation’s top 10 general aviation airports, Mesa’s Falcon Field Airport serves as the economic catalyst for the Falcon Field Employment Center. The combination of a thriving airport, convenient freeway access, existing aerospace and technology companies such as Boeing and MD Helicopters, land development and building availability, the Falcon Field Employment Center will continue to be an economic engine for Mesa long into the future. It is expected the light industrial business parks in and around Falcon Field will continue to grow to capacity. Planning efforts will continue to protect the areas surrounding the airport from residential encroachment⁴ to ensure the area remains

³ Proposed Mesa 2040 General Plan at p. 5-12 (emphasis added).

⁴ The proposed Mesa 2040 General Plan properly recognizes that there are land uses in addition to residential uses which may also place critical employment centers at risk and, therefore, obligates the City to “[protect] the areas around the airports from encroachment from incompatible land uses.” Proposed Mesa 2040 General Plan at p. 5-6 (emphasis added).

City of Mesa Planning Division
Attn: Lisa Davis, Planner II
July 17, 2014
Page 3

appropriate for larger employers, such as Boeing and MD Helicopters, and aircraft flight operations at Falcon Field Airport.⁵

The Longbow Plan Amendment submitted by Daedalus proposes to change the current general plan land use designations on the Longbow Property from BP (Business Park) and CC (Community Commercial) to MU/R (Mixed Use/Residential). The MU/R designation allows “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.” Neither the BP nor the CC designations allow residential housing of any kind. Thus, the change in designations, if approved, would allow Daedalus to request zoning to construct high density residential housing on up to 94 acres of the 313-acre Longbow Property. However, construction of high-density residential housing within the Falcon Field Employment Center would directly conflict with the City’s efforts to protect this area from residential encroachment and incompatible land uses under either the Mesa 2025 General Plan or the Mesa 2040 General Plan.

Daedalus states that “[o]nly 2.5% of the area is designated for residential use based primarily on the defined boundary of the area.”⁶ While it may be tempting to focus on the developer’s assertion that it is proposing only a limited amount of high-density housing on the Longbow Property, the fact is that once residential encroachment begins it will be difficult and perhaps impossible to stop other developers from pursuing residential projects in areas designated as employment centers. It is imperative that the City stand firm in preserving the major employment centers that are the economic engines which drive opportunity and prosperity for all of the City’s residents. Any amount of residential encroachment in these areas should not be permitted.

Another concern of EDAB is that the construction of high-density residential housing just one-mile off the northeast end of the runway at Falcon Field could likely further increase the number of complaints the City receives regarding noise from flight operations at the airport. If the Longbow Plan Amendment is approved, Daedalus expects to build approximately 500 units on approximately 30 acres. Thus, the anticipated project would bring 500 additional households in close proximity to the airport. Daedalus states that “[a] large part of the area surrounding the Longbow Golf Club golf course property is included in the noise contours of 60, 55 and 50 DNL which would allow Residential Land Use without restrictions.”⁷ However, the City has received many complaints from residents living in areas around the airport which are not subject to restrictions, and that fact has not stopped them from voicing their complaints. Because the Falcon Field Employment Center will continue to be an economic engine for Mesa long into the future, the City should not permit any development which would threaten the existing operation or future expansion of the airport.

Daedalus asserts that “[t]here is a lack of new multi-family housing to serve the current industry and businesses in the Falcon Field Airport area as workforce housing,” and that “[t]he proposed General Plan

⁵ Draft Mesa 2040 General Plan at p. 5-12 (emphasis added).

⁶ Longbow Business Park & Golf Club General Plan Amendment (March 31, 2014; amended May 6, 2014) at p. 4.

⁷ *Id.* at p. 5.

City of Mesa Planning Division
Attn: Lisa Davis, Planner II
July 17, 2014
Page 4

amendment and the subsequent rezoning introduces a missing housing element to this part of [the] community.”⁸ However, the Longbow Plan Amendment lacks any data to support the claim that there is a lack of workforce housing (or affordable workforce housing) in and around the Falcon Field Employment Center. In fact, it is clear that the Longbow Plan Amendment is not motivated by a lack of workforce housing, but rather a change in the way that the developer would like to market the Longbow Property, as shown by the following statement in the application:

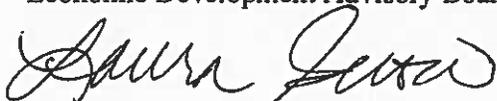
The lack of development in this area pre and post-recession indicates that a change of approach is necessary to attract business and industry to this area of Mesa. The land area considered the Falcon Field Sub-Area needs to be redefined to include neighborhoods, strip commercial and recreational amenities which will attract business and industry to the Falcon field Sub-Area.⁹

Falcon Field Airport is the economic catalyst for the Falcon Field Employment Center. City planning must protect the areas surrounding the airport from residential encroachment to ensure that the area remains available for existing employers to expand their businesses and for new employers. For these reasons, EDAB opposes the Longbow Plan Amendment and urges the City to deny the requested change in land use designations for the Longbow Property.

Thank you for the opportunity to submit these written comments.

Sincerely,

Economic Development Advisory Board



Laura Snow, Chair

⁸ *Id.* at pp. 7-8.

⁹ *Id.* at p. 8.



July 24, 2014

Lisa Davis, Planner II
City of Mesa, Planning Division
55 N. Center Street
P.O. Box 1466
Mesa, AZ 85211-1466

Re: Major General Plan Amendment, GP Major 14-01

Dear Ms. Davis:

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 and Community Commercial to Mixed Use 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.

Additionally, the city of Mesa has identified four growth areas to help support the economic development efforts, including the Falcon Field growth area. The proposed amendment affects land within the Falcon Field growth area, which has already been identified as an employment center area, and not suitable for residential due to its proximity to the airport.

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

Appreciatively,

A handwritten signature in black ink, appearing to read 'Barry Broome', is written over the typed name.

Barry Broome
President & CEO

Cc: William Jabjiniak, Director, Economic Development

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Gila River Indian Community
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Town of Fountain Hills
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Town of Queen Creek

EAST VALLEY PARTNERSHIP

Improving business and quality of life in the East Valley

July 31, 2014

City of Mesa Planning Division

Attn: Lisa Davis, Planner II

55 N. Center Street

P.O. Box 1466

Mesa, Arizona 85211-1466

Email: lisa.davis@mesaaz.gov

**Re: Major General Plan Amendment for Longbow Business Park
and Golf Club, GP Major 14-01**

Dear Ms. Davis:

Please accept this letter as the comments of the East Valley Partnership ("EVP") in opposition to the proposed Major Plan Amendment for Longbow Business Park and Golf Club, GP Major 14-01 (the "Longbow Plan Amendment") submitted by Daedalus Real Estate Advisors LLC ("Daedalus") for approximately 313 acres of land located at the northeast corner of McDowell Road and Higley Road (the "Longbow Property"). 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 PHX East Valley, Arizona. With representatives from 17 East Valley communities, we actively advocate in areas of economic development, education, transportation and infrastructure, arts, healthcare, and other important areas. EVP opposes the Longbow Plan Amendment because EVP believes it could represent a potential threat to the long-term economic vitality of one of the region's most critical economic engines – Falcon Field Airport. We believe the existing use is better suited for creating needed employment opportunities in the area.

EVP has long been a supporter of the aviation and aerospace assets in the East Valley, and has encouraged regional efforts to protect not only Falcon Field, but Phoenix-Mesa Gateway, and Chandler Regional Airport. For example, one of EVP's standing committees – its Aviation and Aerospace Committee – is devoted to pursuing a strategy of regional advocacy with regard to aviation and aerospace issues.

Specifically, the Longbow Plan Amendment seeks to change the land use designation for the Longbow Property in order to allow certain residential uses. According to Daedalus, the Amendment would allow approximately 500 units on approximately 30 acres in close proximity to Falcon Field Airport. EVP believes that allowing such residential encroachment so near Falcon Field harms its current and future role as an economic driver for the whole East Valley.

As recent news articles have reported, Falcon Field Airport and neighboring employers generate \$2.3 billion a year in economic impact. The area is home to apparently 12,000 jobs. Many of these jobs are high-paying executive and technical positions.
<http://www.azcentral.com/story/news/local/mesa/2014/05/06/mesa-falcon-field-faces-growing-pressure-future-uncertain/8758105/>

To put this enormity of this economic benefit in perspective, it is important to note that the economic impact of the Super Bowl coming to Arizona is between \$500-\$600 million. <http://www.azcentral.com/story/news/local/phoenix/2014/03/19/phoenix-super-bowl-financial-impact/6595475/> In other words, Falcon Field Airport and its surrounding employers generate an economic impact equivalent to *four Super Bowls for our region every year!*

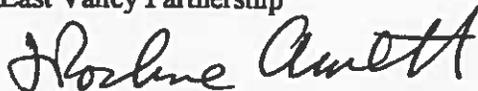
The City of Mesa understands the critical importance of Falcon Field to the economic health of Mesa and its surroundings. For example, the City's proposed 2040 General Plan recognizes that Falcon Field is the "economic catalyst" for the area, and the City needs to "continue to protect the areas surrounding the airport from residential encroachment to ensure the area remains appropriate for larger employers." [Proposed Mesa 2040 General Plan at p. 5-12]

There are a number of prominent examples throughout the county where residential encroachment has hurt the viability of an airport. There is little reason for the City to head down a similar path. Falcon Field is simply too valuable an economic engine for our region to risk by approving a general plan amendment that will put 500 residential units so close to it.

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

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City of Mesa
Office of Economic Development

To: Lisa Davis, Planner II
Thru: Willam Jabjiniak, Economic Development Department Director 
From: Kenneth Chapa, Economic Development Project Manager 
Subject: Major General Plan Review, GP Major 14-01
Date: June 30, 2014

The Office of Economic Development appreciates the opportunity to review GP Major 14-01 (14-01). The applicant proposes amending the current Land Use Designation for 305 ± acres at the North East Corner (NEC) of McDowell Road and Higley Road. The applicant has proposed to change the land use designation from Business Park (BP) and Community Commercial (CC) to Mixed Use/Residential (MU/R).

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 and CC 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 city's goals and objectives:

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 space¹. 14-01's proposed amendments would do little to address this issue; in fact it would enhance the problem by downzoning 305 ± acres of

¹ City of Mesa, *Office of Economic Development Strategic Plan FY 2012-2014*(Mesa, AZ; 2011) page 6

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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 14-01 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

Objective LU-2.1: Promote Mesa's unique identity by encouraging the revitalization, preservation, or redevelopment of community sub-areas through the city.

- **Policy LU-2.1d: Provide for the development of the Falcon Field Sub-Area in a manner that takes advantage of economic development opportunities, creates employment, and is consistent with the operation of Falcon Field Airport.**

Objective LU-2.2: Promote planning opportunities for community sub-areas that enhance the character and livability of the areas and foster community pride.

- **Policy LU-2.2d: In conjunction with Falcon Field Airport, prepare a plan that builds upon the provisions of the Falcon Field Master Plan, assists in achieving the city's economic development goals, and provides for compatible uses around the airport.**

The proposal made by 14-01 does little to progress the objectives and policies stated above and is contrary to Falcon Field's designation as a Growth Area (which is discussed later in this document). Downzoning the area to residential does not create employment or take advantage of economic development opportunities

GOAL LU-5: Provide for the 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.**
- **Policy LU-5.1b: Continue an aggressive marketing campaign to promote the supply of potential industrial land and/or planned land and its advantageous regional location.**
- **Objective LU-5.2: Maximize the regional economic benefits of Falcon Field and Williams Gateway Airports and the surrounding areas.**

- **Policy LU-5.2a:** Protect the long-term employment potential for lands surrounding Falcon Field and Williams Gateway Airports by designating appropriate areas for business, industrial, residential, commercial, and office uses.
- **Policy LU-5.2b:** Promote the benefits of airport proximity to potential office/business park developments in collaboration with private-sector developers.
- **Policy LU-5.2c:** Discourage the encroachment of residential uses around the two airports that would impact their long-term economic, employment, and operational viability.

The amendment proposed by the applicant directly conflicts with the objectives and policies expressed in LU-5. Specifically, subsections LU-5.2a and LU-5.2c address designating appropriate areas for business and residential as well as discouraging encroaching residential around the airport that would impact long term employment and economic viability. Changing the designation of the parcels from BP to MU/R would be contrary to LU-5.2c as it would allow up to 30% of the downzoned parcel(s) to be used for high density residential uses. LU-5.2c states that the city will "Discourage encroachment of residential uses around the two airports."

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-2.1a:** Promote the development of an efficient combination of mixed uses at the employment centers/corridors.
- **Policy ED-2.1d:** Continue to promote, improve, and protect transportation-related employment centers; including Falcon Field, Power Road Corridor, Red Mountain Freeway Corridor, Superstition Freeway Corridor, Union Pacific Railroad Corridor, and Williams Gateway Airport.
- **Policy ED-2.1f:** 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.

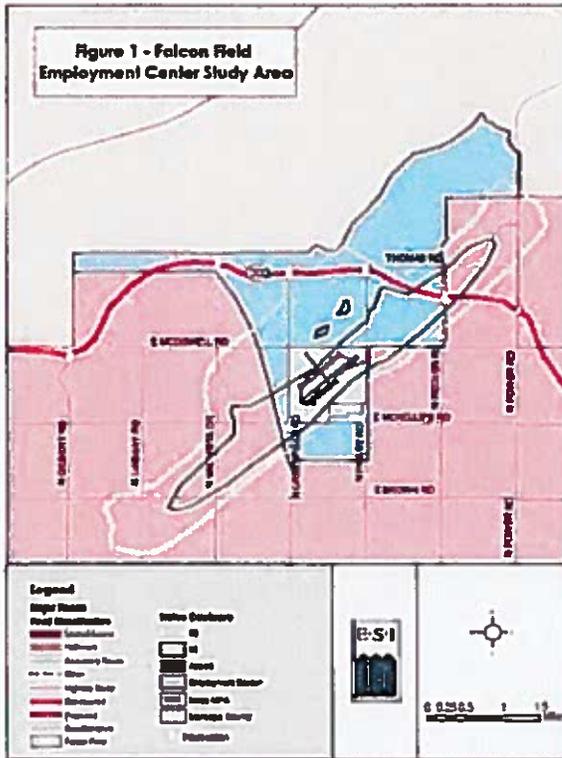
Specifically, ED-2.1d calls on the city to promote, improve, and protect Falcon Field's status as a transportation-related employment center. Downzoning the parcels as requested by 14-01 would threaten the area's ability to attract transportation related businesses seeking close proximity to the airport.

Growth Areas

The Growth Areas element of the 2025 General Plan identifies the specific areas served by multi-modal access and mobility where the City will strategically invest public resources to foster enhanced community development, viable economic retention, expansion, and growth. The Mesa 2025 General Plan has identified four of these areas. The Falcon Field Growth Area encompasses the property included in GP Major 14-01.

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The Mesa 2025 General Plan specifically addresses the Falcon Field growth area under sub-section 5.3.1:



Because of the proximity to Falcon Field, this area is not suitable for residential development. However, it is well suited for business park and light industrial uses, and it is easily accessible from large residential neighborhoods. The General Plan designates a mixture of Industrial, Business Park, Mixed Use/Employment and public uses in this area.

Falcon Field Sub-Area Plan
Adopted on April 2, 2007 via Resolution 8942, the Falcon Field Sub-Area Plan (FFP) provides a framework for future land-use decision making for the Falcon Field Area. It contains statements of principles to be followed, recommendations for strategies to achieve desired goals and objectives, and a plan of action to guide future land use development in the area. Prepared with substantial public involvement, this plan reflects a collaborative effort.

In addition to being a Growth Area Chapter 5 of the FFP also identifies Falcon field as an Employment Center (Figure 1). Currently over 240 business and 11,070 employees² are located within the Falcon Field Employment Center.

Falcon Field Airport is one of the busiest general aviation airports in the country and is an asset to business activity in the employment center area. It provides businesses direct access to the airfield for rapid turnaround of shipments and personnel as well as facilitating day to day uses such as; helicopter testing and pilot training. Land surrounding airports is traditionally not downzoned to residential uses, so businesses choosing to locate in the employment center can generally be assured that other businesses will be their most common neighbors³.

Downzoning any part of the Employment center would compromise the area's ability to attract high value employment and business investment. Prospective businesses may be dissuaded to locate in the area by what they may interpret as the city's move towards increasing residential near the airport. In addition existing businesses may feel threatened by encroaching residential and that may influence their expansion and/or relocation decisions.

² Maricopa Association of Governments Employer Database.
³ ESI Corporation, *Falcon Field Employment Center Strategy Plan* (Phoenix, AZ: ESI Corporation, 2004) page 8.

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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 as proposed by 14-01, especially when it has been specifically discouraged in both the Falcon Field Sub Area Plan and the 2025 General Plan, would not only sacrifice a uniquely positioned property that has the potential to secure businesses that generate of high value jobs, but also directly opposes the decision of Mesa's voting majority.