

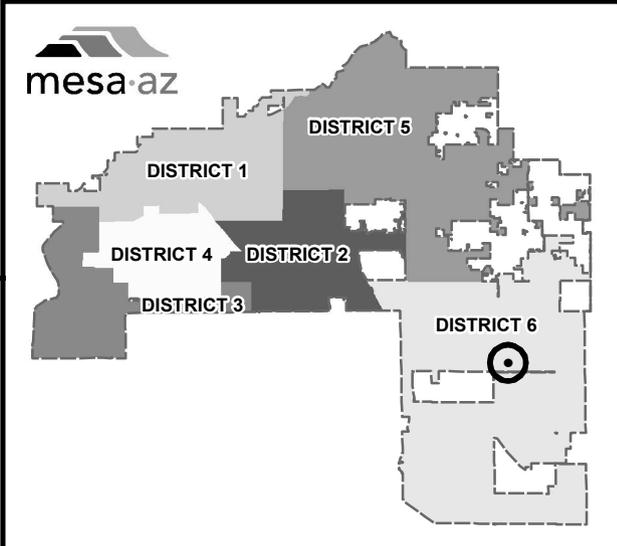
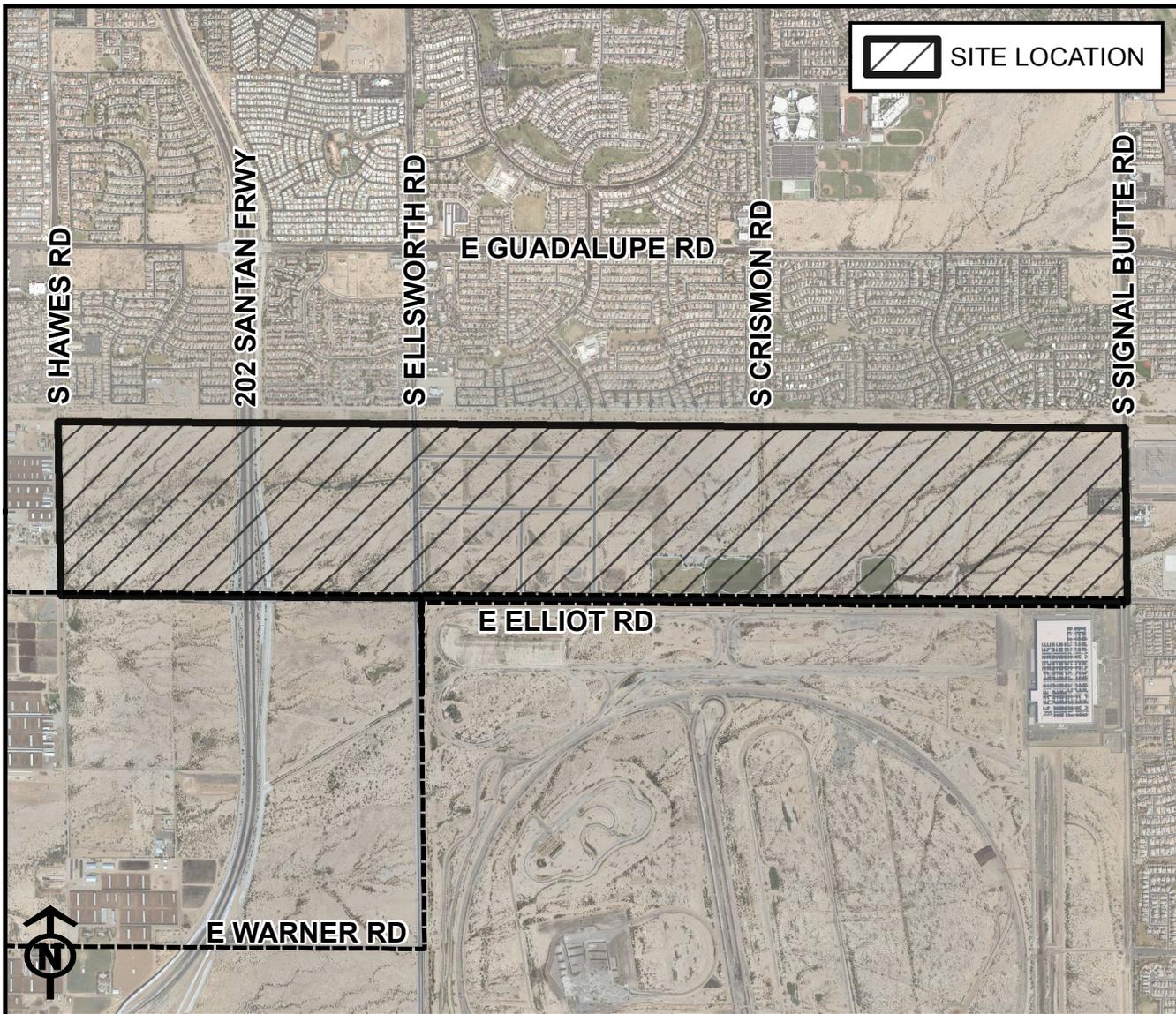
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**PLANNING AND ZONING  
VICINITY MAP**

**CASE:**  
Z14-045

**PROJECT:**  
ELLIOT ROAD TECH CORRIDOR

**ADDRESS:**  
THE 8400 BLOCK THROUGH 10800 BLOCK OF EAST ELLIOT ROAD (NORTH SIDE)

**REQUEST:**  
REZONING TO CREATE THE ELLIOT ROAD TECHNOLOGY CORRIDOR PLANNED AREA DEVELOPMENT OVERLAY. THIS REQUEST WILL ESTABLISH A ZONING OVERLAY ON THE SITE TO GUIDE FUTURE DEVELOPMENT OF EMPLOYMENT USES.



## Planning and Zoning Board

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### *Case Information*

**CASE NUMBER:** Z14-45  
**LOCATION/ADDRESS:** The 8400 block through 10800 block of East Elliot Road (north side).  
**GENERAL VICINITY:** Located between Hawes Road and Signal Butte Road on the north side of Elliot Road to the Salt River Project transmission line easement approximately one-half mile to the north.  
**REQUEST:** Rezoning to create the Elliot Road Technology Corridor Planned Area Development Overlay.  
**PURPOSE:** This request will establish a zoning overlay on the site to guide future development of employment uses.  
**COUNCIL DISTRICT:** District 6  
**OWNER:** Various owners.  
**APPLICANT:** City of Mesa  
**STAFF PLANNER:** Tom Ellsworth

### **SITE DATA**

**PARCEL NUMBER(S):** Multiple parcels  
**PARCEL SIZE:** 1.5± sq. miles  
**EXISTING ZONING:** LC, LC PAD, PEP, PEP PAD, LI PAD, AG, and AG PAD  
**GENERAL PLAN DESIGNATION:** Regional Commercial, Business Park and, Mixed Use Employment

### **SITE CONTEXT**

**NORTH:** Residential – zoned RM-2 PAD and RM-6 PAD  
**EAST:** (across Signal Butte) SRP substation, Water Treatment Facility, and Fire Station – zoned PS  
**SOUTH:** (across Elliot Road) Undeveloped and Employment – zoned AG and PCD  
**WEST:** (across Hawes Road) Agriculture – zoned AG

**STAFF RECOMMENDATION:** Approval with conditions

**P&Z BOARD RECOMMENDATION:**  Approval with conditions.  Denial

**PROPOSITION 207 WAIVER SIGNED:**  Yes  No

### **HISTORY/RELATED CASES**

- January 22, 1990:** Annexed into the City (Ord. 2482 and 2483)
- April 2, 1990:** Establishment of city zoning on annexed property AG, RS-43, and LC (Z90-09 and Z90-10)
- May 21 2007:** (Northeast corner of Hawes and Elliot) Approval of a conceptual master plan for a Regional Retail Center zoned LC PAD and conceptual LC zoning (Z07-33).
- January 22, 2008:** (Northeast corner Elliot and Ellsworth) Approval of a master plan for an industrial/employment park, zoned LC PAD, PEP PAD, and LI PAD (Z07-114).
- May 19, 2008:** (Northwest corner Elliot and Ellsworth) Approval of the Elliot Fiesta Development Master Plan for a retail and employment center, zoned C-2 PAD and PEP PAD (Z08-14).

### **PROJECT DESCRIPTION/REQUEST**

The City of Mesa, through the Office of Economic Development, is requesting the establishment of Limited Industrial (LI) zoning with a Planned Area Development (PAD) Overlay for the Elliot Road Technology Corridor. The corridor includes all properties on the north side of Elliot Road to the north line of the SRP transmission line easement between Hawes Road on the west and Signal Butte Road on the east.

The purpose of the LI PAD request for the Elliot Road Technology Corridor includes the following:

- 1) Expedite the entitlements process to attract high technology industries to Mesa
- 2) Establish site planning design guidelines to ensure compliance with the City of Mesa General Plan and Mesa Gateway Strategic Development Plan
- 3) Establishes the maximum height limitations within the corridor as follows:
  - a. The maximum building height shall be 50' for development within 600' of the north line of the SRP transmission line easement.
  - b. The maximum building height shall be 150' in all other areas.

The proposed Planned Area Development overlay includes the adoption of design principles as well as an additional building height allowance to create the desired technology corridor while protecting the adjacent residential neighborhood. Use restrictions are proposed through a separate Development Agreement to ensure the area is retained for high tech industrial development.

There are multiple parcels under separate ownership within the corridor. The intent of the rezoning is to provide an "opt in" Light Industrial zoning district for these owners in an effort to attract development. Each owner that chooses to participate will need to formally "opt in" to the zoning case. Otherwise, each owner will need to file an independent rezoning case, as necessary, as a precursor to development.

### **NEIGHBORHOOD PARTICIPATION**

The City has completed a Citizen Participation Plan in order to inform neighboring property owners of the project, solicit feedback, and address any comments or concerns that may arise. The Citizen Participation Plan included a contact list consisting of all registered neighborhoods within one-mile, all property owners within 1,000 feet of the overlay area. Each person or entity

on the contact list was sent a letter providing general information on the request with contact information and notice of the community meeting and Planning and Zoning Board Hearing date. A draft copy of the overlay document was placed on the Planning Division's website to allow access for neighboring property owners to review the proposal and provide comments and feedback.

The City hosted a community open house meeting on August 13, 2014 at Canyon Rim Elementary School, 3045 S. Canyon Rim. Representatives from the Office of Economic Development, Planning Division, and City Manager's office were on-hand to provide information and answer questions. There were 34 neighboring property owners and interested citizens in attendance at the meeting. The following concerns and comments were received at the meeting:

- Increased traffic in adjacent neighborhood and adjoining arterial roads
- Safety of the elementary school children in the neighborhood because of increased traffic
- Safety of the high school and junior high school kids in the area because of increased traffic
- Increased noise
- Use of dangerous chemicals
- Unsightly parking lots
- 24-hour work schedules
- Unsightly buildings
- Will there be uniform wall standards between residential and overlay area?
- What will be the buffer between residential and overlay area and will it be sufficient?

City staff provided the following answers in response to these concerns and comments:

- Only Crismon Rd. (an arterial road) will connect the overlay area with the neighborhoods, thus minimizing traffic impact and safety issues on the neighborhood and the elementary school.
- Some traffic increases on arterial roads such as Hawes, Ellsworth, Crismon and Signal Butte are expected, the arterial roads will continue to be widened to planned widths as development occurs within the area. The Transportation Master Plan has included the proper street widths and types to ensure adequate traffic volumes can be met for the anticipated types of development.
- The City will enforce its existing noise ordinance for excessive noise.
- The overlay zone includes architectural and landscape guidelines that will require more attractive buildings, pedestrian areas and roadways.
- A uniform wall standard will be put in place that will minimize the sight of parking lots. The proposed design standards will require the review and approval of the treatment of the perimeter walls and landscaping. The perimeter will be developed as each property is developed. The design standards are being proposed to create a uniform and cohesive design on the perimeter.
- The SRP Transmission Line easement is approximately 250' wide. The easement restricts the type of plant material and building that can take place under the easement.

This will provide a substantial buffer between the residential uses to the north and any proposed employment uses within the corridor. The development standards within the overlay also require a greater degree of scrutiny for compatibility with the residential neighborhoods to the north for any development within 300' of the transmission line easement.

- There could be additional traffic on Crismon Rd. which would affect the high school and junior high school. Almost all high schools and junior high schools in the East Valley are built on major arterial roads that carry much more traffic than Crismon. The street system within the City is planned to accommodate the volumes of traffic anticipated throughout the City as outlined within the City's Transportation Master Plan. The anticipated increase in traffic volumes associated with this or any development within the City are all taken into consideration as part of the plan. The resulting street system will be sufficient to handle the anticipated volume of traffic.
- We do not expect many companies in the overlay area to be using dangerous chemicals in their operations. Those that do are required to follow federal safety regulations. The overlay does not allow the use of Hazardous Materials by right. Any development that requires the use of hazardous materials in their manufacturing will require the review and approval of a Council Use Permit by the City Council through the public hearing process.
- The City cannot control work hours for the companies within the overlay area, but incoming and outgoing traffic will only be along major arterials and not affect neighborhood streets. As specific developments are reviewed routes for heavy equipment traffic and hours of operation can be negotiated and implemented as part of the approval as specific development are reviewed.

Staff has received several phone calls of general concern and inquiry that are along the same lines as those discussed at the meeting. To date there is no formal opposition to the request.

#### **CONFORMANCE WITH THE GENERAL PLAN**

The City of Mesa 2025 General Plan states that Mesa will have sustainable economic centers located at various "hubs" throughout the City. These hubs will emphasize quality, high-paying jobs. The employment sector will offer higher than average wage scales and excellent employment security. The intent is to develop a healthy economy that will operate at the cutting edge of technology.

One of these economic hubs is planned for the southeast portion of the planning area in the vicinity of Phoenix-Mesa Gateway Airport. Originally, this location was referred to as the Gateway Sub-Area or the San Tan Urban Economic Hub. The area is well situated to provide a large international trade center supported by the Phoenix-Mesa Gateway Airport. It is envisioned to become a second urban center of the City, with a mixture of residential, commercial, employment, recreational, and public uses. The Elliot Road Technology Corridor is located within this sub area.

The intent of this sub area is to provide an employment center that maximizes the benefit of the nearby airpark while providing jobs for the large amount of residential development in the area.

The purpose of the Land Use Element of the Mesa 2025 General Plan is to guide future growth and development in the City. The basic vision of the Mesa 2025 General Plan is "to provide for a

prosperous and economically balanced community, to address the need for future housing and employment opportunities, and to support Mesa as a sustainable community in the 21st century.”

Within the General Plan there are several goals, objectives and policies established to help achieve this basic vision. The goals and related objectives and policies applicable to this request are as follows:

**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 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.

**Objective LU-1.2:** Encourage urban growth in a planned, orderly manner with high quality development 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 community.

**Goal EPC-1:** Promote a high level of environmental quality with a safe, healthy, and enjoyable environment for Mesa residents.

**Objective EPC-1.2:** Integrate air quality planning with the land use and transportation planning process.

**Policy EPC-1.2f:** Promote land use patterns that decrease automobile travel between home and the workplace.

The current land use designation on the majority of the property is Business Park. This is described as:

“...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 Elliot Road Technology Corridor conforms with the Business Park designation and will guide the development of a campus like setting of high tech industries that will be walkable with an integrated platform of ancillary land uses that support the primary employment related land uses.

### Mesa Gateway Strategic Development Plan (MGSDP)

The MGSDP was developed with the intent of recognizing the opportunities related to the Phoenix-Mesa Gateway Airport and the implementation of a vision that capitalizes on this asset. The primary goals were to create a solid employment base for the City of Mesa while allowing for a mix of land uses in close proximity to one another for the purpose of long-term economic stability. The plan further defines specific districts and outlines their “Focus”, desired “Form”, “Goals, Standards, Block Character, and Design”.

The Elliot Road Technology Corridor is located within both the Inner Loop (west of the 202) and Mixed Use Community (east of the Loop 202) Districts of the MGSDP. Given the proximity to Gateway Airport and the designated flight corridor for planes leaving the airport, this corridor has been envisioned to be developed with a variety of industrial, business park, and commercial uses.

The MGSDP identifies several goals that support its ultimate vision. The proposed LI PAD rezoning complies with and facilitates these goals by providing the underlying entitlement for the employment uses. The most relevant goal to this request is Goal 2 related to job creation:

**GOAL 2:** Create a regional employment center with a mix of jobs, emphasizing the attraction of at least 100,000 high-wage, high value jobs

## **STAFF ANALYSIS**

### **SUMMARY:**

The proposed Planned Area Development Overlay for the Elliot Road Technology Corridor will provide an essential Economic Development tool that will attract high quality employment development to the area. The overlay document outlines the desired land uses, and specifies design standards that will create an environment that will produce a high quality built environment.

The area included in the Elliot Road Technology Corridor has been planned for employment related uses for over 20 years. The installation of high capacity utilities along Elliot Road, as well as the recent acquisition of the former First Solar facility by the Apple Corporation, indicates the need and desire for “shovel ready” development. The city’s initiation of this rezoning case is a direct effort to rezone the corridor to Light Industrial so that prospective high tech employers can move directly into a more abbreviated site planning process and build their needed facilities. This will bring high quality jobs to Mesa and support the goals of the 2025 Mesa General Plan as well as the Mesa Gateway Strategic Development Plan.

### **CONCLUSIONS:**

Staff is recommending approval of the Elliot Road Technology Corridor Overlay subject to the following conditions:

### **CONDITIONS OF APPROVAL:**

1. Compliance with the development and design standards as described in the project narrative.
2. The existing zoning on the property will remain in place until such time as the individual property owners complete the following:
  - a. Sign an “opt-in” form.
  - b. Enter into a development agreement with the City.
  - c. Signs a “Consent to Conditions & Waivers of Land Use Law Claims” form.



Elliot Road Technology Corridor

# ELLIOT ROAD TECHNOLOGY CORRIDOR

**Light Industrial Planned Area Development  
(LI PAD) Rezoning Application Narrative**

**SUBMITTED TO:**  
**CITY OF MESA PLANNING DIVISION**  
Mesa, Arizona



# Elliot Road Technology Corridor

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## Exhibits

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- A. Zoning Exhibit
- B. Economic Development Memo
- C. GPEC Letter
- D. Ownership Map

# Elliot Road Technology Corridor

## Purpose of Request

The purpose of the LI PAD request for the Elliot Road Technology Corridor includes the following:

- 1) Expedite the entitlements process to attract high technology industries to Mesa
- 2) Establish site planning design guidelines to ensure compliance with the City of Mesa General Plan and Mesa Gateway Strategic Development Plan
- 3) Establishes the maximum height limitations within the corridor as follows:
  - a. The maximum building height shall be 50' for development with 600 of the north line of the SRP transmission line easement.
  - b. The maximum building height shall be 150' in all other areas.

The area included in the Elliot Road Technology Corridor has been planned for employment related uses for over 20 years. The installation of high capacity utilities along Elliot Road, as well as the recent acquisition of the former First Solar facility by the Apple Corporation, indicates the need and desire for “shovel ready” development. The city’s initiation of this rezoning case is a direct effort to rezone the corridor to Light Industrial so that prospective high tech employers can move directly into the more abbreviated site planning process and build their needed facilities. This will bring high quality jobs to Mesa and support the goals of the 2025 Mesa General Plan as well as the Mesa Gateway Strategic Development Plan (MGSDP).

## Description of Proposal

The Light Industrial zoning district conforms to the property’s General Plan Land Use designation of Business Park. The proposed Planned Area Development overlay includes the adoption of design principles as well as an additional building height allowance to create the desired technology corridor while protecting the adjacent residential neighborhood. Use restrictions are proposed through a separate Development Agreement to ensure the area is retained for high tech industrial development.





# Elliot Road Technology Corridor

## **Location and Accessibility**

The Elliot Road Technology Corridor is located in southeast Mesa and is highly accessible by freeways and airports. Elliot Road is an arterial, as is its north/south bisectors Signal Butte, Ellsworth, and Hawes Roads. Elliot Road has an interchange with the Loop 202 providing the property with ease of access to I-10, I-17, and Highway 60. The corridor is just minutes from Phoenix-Mesa Gateway Airport and approximately 40 minutes from Phoenix Sky Harbor



Airport.

## **Goals and Policies/Approaches of the General Plan**

Per the City of Mesa 2025 General Plan, Mesa will have sustainable economic centers located at various “hubs” throughout the City. These hubs will emphasize quality, high-paying jobs. The employment sector will offer higher than average wage scales and excellent employment security. The intent is to develop a healthy economy that will operate at the cutting edge of technology.

One of these economic hubs is planned for the southeast portion of the planning area in the vicinity of Phoenix-Mesa Gateway Airport. Originally, this location was referred to as the Gateway Sub-Area or the San Tan Urban Economic Hub. The area is well situated to provide a large international trade center supported by the Phoenix-Mesa Gateway Airport. It is envisioned to become a second urban center of the City, with a mixture of residential, commercial, employment, recreational, and public uses. The Elliot Road Technology Corridor is located within this sub area.

The intent of this sub area is to provide an employment center that maximizes the benefit of the nearby airpark while providing jobs for the large amount of residential development in the area.

The purpose of the Land Use Element of the Mesa 2025 General Plan is to guide future growth and development in the City. The basic vision of the Mesa 2025 General Plan is “to provide for a prosperous and economically balanced community, to address the need for future housing and employment opportunities, and to support Mesa as a sustainable community in the 21st century.”



# Elliot Road Technology Corridor

Within the General Plan there are several goals, objectives and policies established to help achieve this basic vision. The goals and related objectives and policies applicable to this request are as follows:

**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 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.

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

**Goal EPC-1:** Promote a high level of environmental quality with a safe, healthy, and enjoyable environment for Mesa residents.

**Objective EPC-1.2:** Integrate air quality planning with the land use and transportation planning process.

**Policy EPC-1.2f:** Promote land use patterns that decrease automobile travel between home and the workplace.



The current land use designation on the majority of the property is Business Park. This is described as:

“...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

# Elliot Road Technology Corridor

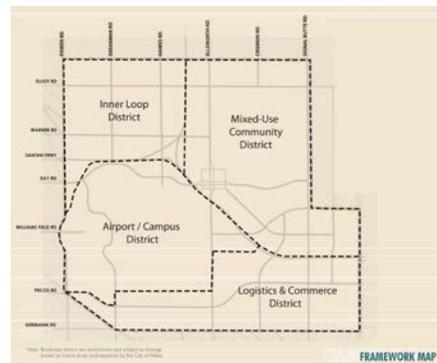
establishments. Appropriate locations offer direct principal arterial and arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. Business Park areas should extensively buffer light Industrial uses from other less intense employment or high-density residential uses. Business Park areas are located on, and with direct access to principal arterial and arterial streets, rail facilities, and airports.”

The Elliot Road Technology Corridor conforms with the Business Park concept and is proposed to be a campus like setting of high tech industries that will be walkable with an integrated platform of ancillary land uses that support the primary employment related land uses.



## Mesa Gateway Strategic Development Plan

The MGSDP was developed with the intent of recognizing the opportunities related to the Phoenix-Mesa Gateway Airport and the implementation of a vision that capitalizes on this asset. The primary goals were to create a solid employment base for the City of Mesa while allowing for a mix of land uses in close proximity to one another for the purpose of long-term economic stability. The plan further defines specific districts and outlines their “Focus”, desired “Form”, “Goals, Standards, Block Character, and Design”.



# Elliot Road Technology Corridor

The Elliot Road Technology Corridor is located within both the Inner Loop (west of the 202) and Mixed Use Community (east of the Loop 202) Districts of the MGSDP. Given the proximity to Gateway Airport and the designated flight corridor for planes leaving the airport, this corridor has been envisioned to be developed with a variety of industrial, business park, and commercial uses.

The MGSDP identifies several goals that support its ultimate vision. The proposed LI PAD rezoning complies with and facilitates these goals by providing the underlying entitlement for the employment uses. The most relevant goal to this request is Goal 2 related to job creation:

**GOAL 2: Create a regional employment center with a mix of jobs, emphasizing the attraction of at least 100,000 high-wage, high value jobs**

## Relationship to Surrounding Properties Within 500'

This area of southeast Mesa features a well-established urban development pattern of primarily single-family residential development. However, significant commercial and employment use related development is expected to develop in the immediate vicinity of the Elliot Road Technology Corridor.

NORTH:

The northern boundary of the corridor is generally bound by low to medium single-residence development. Development within the corridor will need to be appropriately buffered by generous landscape setbacks that should encourage off-street circulation between land uses and developments.



- Mesa Gateway Area
- Elliot Road Technology Corridor
- Planned Area Development Overlay Zone



EAST:



# Elliot Road Technology Corridor

Signal Butte Road establishes the eastern boundary of the corridor. An LDS church is located within the corridor with frontage on Signal Butte Road. Beyond Signal Butte Road, a utility substation and vacant land borders this request.

## SOUTH:

Elliot Road establishes the southern boundary of the corridor. Non-residential, employment related uses are expected west of the Apple facility at the southwest corner of Elliot and Signal Butte Roads.

## WEST:

Hawes Road establishes the western boundary of this request. Beyond Hawes, the property is designated Regional Commercial and Mixed Use/Employment and is likely to develop with commercial uses that will both serve the corridor as well as surrounding residential developments and provide for more employment opportunities.

## Utilities & Services

The Elliot Road Technology Corridor benefits from a unique combination of significant utility infrastructure improvements to support high tech industries. They are summarized as follows:

Water	City of Mesa – SRP Water District
Sewer	City of Mesa
Electricity	SRP – large power capacity near
Gas	Southwest Gas – high pressure available
Telephone	Century Link
Cable Television	Cox Communications
Fire	City of Mesa
Police	City of Mesa
Solid Waste	City of Mesa

Electrical Power Capacity: Close proximity for SRP’s 500 kV transmission line and Browning receiving station. This will benefit companies needing large amounts of redundant, dedicated power (20MW or more). SRP power is also more affordable than comparable utility providers in the Southwest.

Robust Dark Fiber Network: SRP owns redundant dark fiber networks that are installed along Elliot Road to provide significant network connectivity for businesses located along the corridor.

Natural Gas: Southwest Gas owns a high-pressure natural gas line running along Elliot Road.

Water: City of Mesa and SRP’s Water District provide significant capacity for users that may have large water needs.



# Elliot Road Technology Corridor

**Sewer:** There is significant wastewater capacity in the area with an existing 24” sewer line located in both Elliot and Ellsworth Roads and an additional water treatment facility planned for Signal Butte and Elliot Roads.

## **Ownership & Control**

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There are multiple parcels under separate ownership within the corridor. The intent of the rezoning is to provide an “opt in” Light Industrial zoning district for these owners in an effort to attract development. Each owner that chooses to participate will need to formally “opt in” to the zoning case. Otherwise, each owner will need to file an independent rezoning case as a precursor to development.

## **Timing of Development**

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The intent of this rezoning application is to establish the underlying zoning to facilitate investment and development of high tech industries within the Elliot Road Technology Corridor. The recent acquisition of the First Solar facility by the Apple Corporation immediately south of this site indicates that high tech industry is interested in southeast Mesa and their ability to mobilize their business in the most expeditious manner is very important to their business needs. The transportation, utility, and human resources are available in the immediate area to support this development.

## **Citizen Participation**

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As part of this application, a Citizen Participation Plan has been prepared that outlines the extent of neighborhood outreach to involve the community in this project’s process. A neighborhood notification letter and meeting(s) will be required as part of this rezoning process. Once the zoning case is processed and participating owners have “opted in”, development will only need to apply for site plan and Design Review to wrap up related entitlements before plan review for permits. Citizen participation will be re-engaged as part of the site planning and Design Review processes.

## **General Development Standards**

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The proposed Planned Area Development overlay provides development guidelines for the site planning process that will implement the vision of the Mesa Gateway Strategic Development Plan, allow for and encourage the development of a technology corridor, and protect the adjacent residential neighborhoods to the north from incompatible activities.

All standards and requirements of the Mesa Zoning Ordinance shall be followed with development of property subject to this overlay district except as modified by the provisions below.



# Elliot Road Technology Corridor

## **Land Use**

The goal of this PAD is to establish this section of Elliot Road as a technology corridor. Therefore, to accomplish this goal, application of this zoning case will emphasize development of technology related employment uses, limit retail uses to those that are compatible with and complimentary to the establishment and development of this corridor, and not allow those uses not consistent with this goal.

## **Use Restrictions**

The following uses permitted in the LI district are not allowed within the area covered by this PAD. These use restrictions are also contained in the associated Development Agreement.

- Correctional Transitional Housing Facilities
- Clubs and lodges
- Cultural institutions
- Day Care Centers as a stand-alone use, allowed as a component of a service to on-site business and industry
- Places of worship
- Schools, public or private
- Animal sales and services
- Artist Studios
- Automobile/Vehicle Sales and Service
- Banks and Financial Institutions
- Building materials and services
- Commercial Recreation
- Eating and Drinking Establishments as a stand-alone use, allowed as a component of a service to on-site business and industry
- Farmer's Markets
- Food and Beverage Sales
- Funeral Parlors
- Light Fleet-Based Services
- Live-Work Units
- Maintenance and Repair
- Medical Marijuana Dispensaries
- Medical Marijuana Cultivation Facilities
- Parking, Commercial
- Personal Services
- Plant nurseries and garden centers
- Retail sales
- Swap meets and flea markets
- Tattoo and body piercing parlors
- Handicraft/custom manufacturing
- Light Assembly/Cabinetry
- Recycling facilities
- Warehouse and storage
- Airport land use classifications
- Transportation Facilities
- Outdoor storage
- Outdoor entertainment or activities
- Outdoor display



# Elliot Road Technology Corridor

## **Modification to LI Development Standards**

All development standards of Table 11-7-3 apply as contained in the Mesa Zoning Ordinance, except that the allowed maximum building height shall be 50' for development within 600' of the north line of the SRP transmission line easement. The maximum building height shall be 150' in all other areas.

## **Development Guidelines**

In addition to the Building Form Standards contained in Section 11-7-3 A of the Zoning Ordinance, the following guidelines will be used to implement the MGSDP and guide the design and develop property within this corridor:

## **Design**

The MGSDP provides numerous photographic exhibits that indicate the development form of the employment based, mixed-use environments desired for this area. Images from all of the sub-districts of the MGSDP that are appropriate for a technology corridor can be used as examples for the design standard appropriate for this location. Following are a few of those images along with a few others. Site plan applications should make a concerted effort to achieve the level of development intensity, integration of uses, and quality of architecture depicted.

## **Development Processing**

Through the approval and application of the Elliot Road Technology Corridor PAD, no further public hearings will be required for development of this property. Prior to obtaining approval of a building permit a site plan must be approved by the Planning Director and elevations and landscape design must be approved through the design review process.



# Elliot Road Technology Corridor

## Architectural Design Standards

The provisions of this section seek to create a foundation for design that will ensure development of an attractive, high quality mixture of architectural styles with primary emphasis on a corporate, mixed-use office and business park appearance. Buildings will feature creative applications of materials, colors and textures. The general design theme for the Elliot Road Technology Corridor is contemporary throughout the development. The design of each building within the overall development will be complementary to create a harmonious blend of styles. This will be accomplished through the use of compatible materials and colors while creating a strong individual design identity consistent with each building's individual use and purpose. This document provides representative examples of materials and colors but material boards, with complete preliminary specifications of finishes, color, and brochures on materials, will be provided for City review and approval with each Design Review application.

The desirable architectural design elements for these buildings include:

- Building modulation, indentations and architectural details;
- Building entry accentuation; building entrances shall be emphasized through the use of special building materials, architectural design and enhanced landscaping.
- Four sided architecture, although backs of buildings with no public visibility may reduce the amount of detailing.
- Building facades may be used to promote the corporate image on large wall expanses or for non-administrative buildings on the most critical building sides.
- Windows and glazing areas should include a variety of shapes, insets, shading devices, accent mullions, or other treatments that complement the overall building design.



# Elliot Road Technology Corridor

## **Building Massing**

The visual impact of a building depends not only on its size, but also on the relationship between its length, width and height. In addition, such features as prominent entries, windows, color and material are factors in the visual impression of a building.

Building wall articulation will be required on the buildings with appropriate details and elements to help create pedestrian scale and a sense of quality. Horizontal banding will likewise be used to foster this pedestrian scale. Additionally, building masses will provide edges to pedestrian spaces and shading for adjacent pedestrian activities.

Building massing within 300 feet of the north property line should be reviewed for impact on the residential development to the north and adjusted as appropriate to not overwhelm these properties or provide an unattractive appearance.

Reduction in the impact of large building mass may be achieved by using a combination of the following techniques:

- Variation in the rooflines and form;
- Use of ground level arcades and covered areas;
- Use of protected and recessed entries;
- Use of vertical elements on or in front of expansive blank walls;
- Use of pronounced wall plane offsets and projections;
- Use of focal points and vertical accents;
- Inclusion of windows on elevations facing streets and pedestrian areas; and
- Retaining a clear distinction between roof, body and base of a building.

## **Roofs**

Any pitched roof structures should be covered with "pre-finished" metal roofing or pre-cast "color thru" flat concrete tile. Flat roofs shall be an earth toned non-reflective material.

Variations in rooflines, parapets and/or other significant roof or canopy forms shall be used to reduce the scale of commercial and industrial-flex buildings. Roof size, shape, material, color, and slope should be coordinated with the scale and theme of the building. Parapets for concealing flat roofs shall feature three dimensional cornice treatments (where appropriate) or





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other similar details that enhance the building architecture. Where not used in conjunction with other roof elements, parapets should vary in height.

## **Elevations/Walls**

Particular attention to detail shall be given to all sides of buildings so that the main architectural theme/style is articulated on all sides. Materials shall be carried from the main elevation throughout the entire design of the building.

Representative images are attached to indicate a general level of quality and design for this corridor. These images do not relieve applicants of meeting any of the requirements of this PAD or other applicable ordinances or codes.

## **Entrances**

All buildings shall have clearly defined customer entrance(s) incorporating elements such as:

- Recesses/projections
- Entrance framed by outdoor pedestrian features or enhanced landscaping
- Architectural details such as tile work and moldings integrated into the building structure to frame the entryway
- Arcades
- Raised parapets
- Peaked roof forms
- Arches
- Canopies or porticos
- Overhangs





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## **Building Materials**

All exterior wall materials and design shall be approved through the Design Review Process.

Approved Exterior Wall Material:

- Common clay brick,
- Granite,
- Marble,
- Other natural stone,
- Concrete Masonry Units (provided that surfaces are integrally colored, painted, stained or have attractive exposed aggregate which must be approved as to color and texture and shall have architectural relief),
- Architectural metal,
- Stucco or Plaster (synthetic systems simulating stucco or plaster are permitted) provided that finishes must be smooth, sand, or ceramic tile.
- Concrete may be allowed provided that the building is highlighted with architectural features that create a corporate image.

## **Color Palette**

All exterior walls shall be painted, stained, or integrally colored in neutral desert earth tones. Accent colors found in the native desert palette are encouraged to provide design interest and diversity. All colors and combinations of colors, as well as color scheme for each elevation, must be reviewed and approved through the Design Review process prior to construction.

## **Prohibited Materials and Colors**

Materials and Colors Not Permitted:

- Wood (except for very limited amounts of trim)
- Exposed plain concrete block
- Corrugated metal
- Pre-engineered metal sided buildings
- Roofing: Barrel "Spanish" tile and asphalt shingles and internally illuminated fabric awnings.





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## Miscellaneous

- Exterior downspouts shall be prohibited unless incorporated into the building design.
- All drive-thru facilities shall appear as an integral part of the primary building including canopies, wing walls, and/or architecturally enhanced screen walls. The method of screening shall be determined at the time of Design Review for the subject development.

## Signage

All signage elements in the hierarchy of the project will be developed for compatibility with accentuating architectural elements. This will include forms, massing, colors, and materials and finishes that complement, not copy the architecture.

## Sustainable Practices

As a development, both holistically and in its various parts, the latest in sustainable practices should be taken into account when applying these Architectural Design Standards. Each development shall endeavor to incorporate such respective sustainable elements as to enhance the experience while considering the environment. While certification is not required, consultation with the requirements for certification choices (i.e.; LEED, Green Globes, Energy Star, etc.) is highly encouraged. Design practices to be considered include, but are not limited to;

- Reduction of heat island effect through alternate paving and roofing materials
- Solar orientation design basis
- Low water use plant materials outlined in the landscape guidelines
- Energy conserving HVAC and Power provisions
- Water efficiency
- Recycling (during and post construction)
- Renewable energy means (Solar, wind, etc.)
- Alternative Transportation methods
- Clean air provisions





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## **Landscaping Design Standards**

These landscape guidelines are intended to provide the framework for the development of the overall landscape character for the Elliot Road Technology Corridor. The guidelines shall include all areas of the site including edge treatments, gateways, vehicular circulation routes, pedestrian plazas, pedestrian promenades, open spaces and parking areas. The objective of these guidelines is to unify the overall project and create a sense of place, establish view corridors, develop focus areas, reinforce circulation routes and project a sense of community to the area.

### **Edge Treatments**

The perimeter of the site shall incorporate the use of flowering desert shrubs and groundcovers along with small areas of turf. The edge treatments shall incorporate landscaping that will provide a sense of identity and be sensitive to species selection that is compatible with the environmental conditions of the area. Drought tolerant shade trees, architecturally themed perimeter screen walls and landscape mounds and contours shall be incorporated along all site edges.

### **Gateways and Major Site Entrances**

The gateway entries into the site shall be clearly identified as project entry points with the use of enhanced landscape materials. These shall include increased plant massings, themed plant species as well as architecturally themed monument signage and site walls.

### **Hardscape**

A mixture of different hardscape and paving materials shall be integrated into the site to emphasize key focus areas. These areas may include major vehicular entrances, pedestrian crossings, pedestrian plazas and promenades. Architecturally themed signage, screen walls and decorative elements shall be selected to integrate with the overall character of the development.





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## **Streetscape and Vehicular Circulation**

The internal driveway and/or roadway network shall be developed to have a consistent look. Areas that will have a heavier pedestrian traffic component shall be treated to be more formalized in design and have a more lush appearance to provide oasis zones for the users. These spaces will include appropriate trees, turf, colorful plant material, and areas for seating along the roadways. Other streetscape treatments that will primarily be used for vehicular circulation routes shall have a more subdued appearance with the omission. These zones will have a themed street tree and a structured landscape appearance, but will also integrate informal landscape areas similar to the site edge treatments. Roadway intersections shall have an upgraded landscape treatment.

## **Open Space**

The use of open space on the site will primarily buffer adjacent land uses, create pedestrian circulation routes, and allow for storm water retention areas. These areas will provide a common aesthetic and may include amenity spaces for pedestrians.

## **Southwest Plant Palette**

The plant palette shall be water conscious will include species that promote sensitivity to the environment. The palette shall relate and compliment the surrounding areas with similar species and layout. The majority of all plant material will be low water use and drought tolerant.



# Elliot Road Technology Corridor



# **Citizen Participation Report for Elliot Road Technology Corridor Planned Area Development Overlay Zone**

**Date:** August 14, 2014

**Purpose:** The report provides results of the implementation of the Citizen Participation Plan for the Elliot Road Technology Corridor Planned Area Development Overlay Zone (Overlay Zone). The proposed Overlay Zone will cover the area bounded by Hawes Rd. on the west, Signal Butte Rd. on the east, Elliot Rd. on the south and the Salt River Project power transmission lines on the north (approximately a half mile to the north of Elliot Rd). This is an application for the creation of an overlay zone that will allow landowners within the overlay area to opt in at any given time to change their zoning from its current zoning designation to LI (Light Industrial). This report provides evidence that citizens, neighbors, public agencies and interested persons have had adequate opportunity to learn about and comment on the proposed plans and actions addressed in the application. Comments, sign-in lists, and letters are attached.

**Contact:**

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Mesa, Arizona 85201  
(480) 644-3962  
email: kim.lofgreen@mesaaz.gov

**Neighborhood Meeting:** Citizens were invited and attended a neighborhood meeting held at Canyon Rim Elementary School, 3045 S. Canyon Rim, Mesa, Arizona 85212. 34 citizens signed in and attended the meeting. An additional 5-10 people attended but did not sign in.

**Correspondence:** A letter was mailed to \_\_\_\_ registered neighborhood associations within one mile of the overlay, \_\_\_\_ homeowners associations within one mile of the overlay area, and \_\_\_\_ property owners within 1,000 feet of the overlay area. (See attached lists and example of the letter mailed.)

**Results:** more than 34 citizens attended the neighborhood meeting where they were introduced to the plan and had the opportunity to comment and ask questions.

**1. Summary of concerns, issues and problems**

- Increased traffic in adjacent neighborhood and adjoining arterial roads
- Safety of the elementary school children in the neighborhood because of increased traffic
- Safety of the high school and junior high school kids in the area because of increased traffic
- Increased noise
- Use of dangerous chemicals
- Unsightly parking lots
- 24-hour work schedules
- Unsightly buildings
- Will there be uniform wall standards between residential and overlay area?
- What will be the buffer between residential and overlay area and will it be sufficient?

**2. How concerns, issues and problems are being addressed**

- Only Crismon Rd. (an arterial road) will connect the overlay area with the neighborhoods, thus minimizing traffic impact and safety issues on the neighborhood and the elementary school.
- Some traffic increases on arterial roads such as Hawes, Ellsworth, Crismon and Signal Butte are expected, the arterial roads will continue to be widened to planned widths as development occurs within the area. The Transportation Master Plan has included the proper street widths and types to ensure adequate traffic volumes can be met for the anticipated types of development.
- The City will enforce its existing noise ordinance for excessive noise.

- The overlay zone includes architectural and landscape guidelines that will require more attractive buildings, pedestrian areas and roadways.
- A uniform wall standard will be put in place that will minimize the sight of parking lots. The proposed design standards will require the review and approval of the treatment of the perimeter walls and landscaping. The perimeter will be developed as each property is developed. The design standards are being proposed to create a uniform and cohesive design on the perimeter.
- The SRP Transmission Line easement is approximately 250' wide. The easement restricts the type of plant material and building that can take place under the easement. This will provide a substantial buffer between the residential uses to the north and any proposed employment uses within the corridor. The development standards within the overlay also require a greater degree of scrutiny for compatibility with the residential neighborhoods to the north for any development within 300' of the transmission line easement.

### **3. Concerns, issues and problems not addressed and why**

- There could be additional traffic on Crismon Rd. which would affect the high school and junior high school. Almost all high schools and junior high schools in the East Valley are built on major arterial roads that carry much more traffic than Crismon. The street system within the City is planned to accommodate the volumes of traffic anticipated throughout the City as outlined within the City's Transportation Master Plan. The anticipated increase in traffic volumes associated with this or any development within the City are all taken into consideration as part of the plan. The resulting street system will be sufficient to handle the anticipated volume of traffic.
- We do not expect many companies in the overlay area to be using dangerous chemicals in their operations. Those that do are required to follow federal safety regulations. The overlay does not allow the use of Hazardous Materials by right. Any development that requires the use of hazardous materials in their manufacturing will require the review and approval of a Council Use Permit by the City Council through the public hearing process.
- The City cannot control work hours for the companies within the overlay area, but incoming and outgoing traffic will only be along major arterials and not affect neighborhood streets. As specific developments are reviewed routes for heavy equipment traffic and hours of operation can be negotiated and implemented as part of the approval as specific developments are reviewed.