

**CITY OF MESA
MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE
MEETING**

DATE: April 15, 2004 **TIME:** 7:00 a.m.

MEMBERS PRESENT

Art Jordan, Chair
Chuck Riekena, Vice-Chair
Jeff Jarvis
Marshall Poe
Mark Reeb

STAFF PRESENT

Shelly Allen
Katrina Bradshaw
Patrick Murphy

MEMBERS ABSENT

Christine Close
Theresa Carmichael
Wayne Pomeroy
Terry Smith

1. Call to Order

The April 15, 2004 meeting of the Downtown Development Committee was called to order at 7:05 a.m. in the City Council Chambers located at 57 E. First Street by Chair Jordan.

2. Items from Citizens Present

There were no items from citizens present.

3. Approval of Minutes of the March 18, 2004 meeting

It was moved by Mark Reeb, seconded by Chuck Riekena, to approve the minutes.

Vote: 5 in favor; 0 opposed

4. Discuss and consider Design Review Case No. DR04-001TC for 104 E. Broadway Road, Trucks and Such, and 303 S. Serrine, Gypsum Floor Masters.

Applicant: Brent DeWitt, owner's representative
Staff Contact: Katrina Bradshaw, Redevelopment

Ms. Bradshaw stated that this case is a request for design review for a property located on the northeast corner of Broadway and Serrine. The site contains two addresses: 303 S. Serrine is the address for the existing construction yard, Gypsum Floor Masters, and 104 E. Broadway Road will be the address for the new vehicle sales lot. The existing construction yard Gypsum Floor Masters installs lightweight flooring and concrete for custom homes and commercial buildings. Gypsum Floormasters has minimal storage on site and they would

like to use the excess space to request a Special Use Permit for a vehicle sales lot. The expansion of the use to include the vehicle sales would require that the entire site be brought into zoning conformity.

Staff is suggesting that two stipulations be placed with the granting of the Special Use Permit which are: 1) To require that the vehicle sales be confined to the area designated for the Special Use Permit as shown on the site plan and; 2) Only fifteen vehicles be displayed for sale at any given time.

Ms. Bradshaw explained that the owner is proposing to remove an existing chain link fence along Sistine and Broadway Road in order to construct a paved and landscaped vehicle sales lot and a new three hundred thirty six square foot (336 s.f.) sales office building. The owner proposes to install a new eight-foot (8') masonry wall to separate the new vehicle sales lot from Gypsum Floormasters (existing business). Ms. Bradshaw stated that the owner is aware that the new wall will decrease the existing outdoor construction yard, adding that the owner is not concerned with the decrease in the size of the outdoor construction yard area, due to the fact that the business does not have a large need for outdoor storage.

Ms. Bradshaw stated that the parking that is being provided on the site meets the current zoning requirements. Staff has suggested that a stipulation be included as part of the approval that the customer parking in the vehicle sales area be striped at a ninety degree (90°) angle. Ms. Bradshaw stated that the architect has provided a detail of the revised parking that was included in the board's packets. The parking for the existing construction yard requires six (6) spaces that are being provided within the site. The applicant indicates that there are no customers that come to this site and that only employees will utilize the parking at this site. In the case that there may be an unexpected visitor, there are seven (7) additional parking spaces located along 3rd Avenue.

Ms. Bradshaw stated that the landscaping for this property was a challenge due to the fact that there are pre-existing conditions such as: overhead power lines, existing street light poles, and an existing construction office on the north side of this site. In spite of all of these obstacles, the applicant was able to provide 26 trees and 111 shrubs total for the site. Although the applicant was not able to provide landscaping in all of the required areas, he was able to locate those trees and shrubs to other areas on the site.

Ms. Bradshaw stated that the Downtown Development Committee can modify the Site Development Design Standards required by the Zoning Ordinance for properties located in the Redevelopment area. The standards require a fifteen-foot (15 ft) landscaping foundation base for all commercial buildings. Staff is recommending that this requirement be eliminated. Staff does not feel that it is reasonable to require landscaping foundation base around the existing construction office because there is no room on the north side of the property and it would be hidden from view within the construction yard on the south side. Ms. Bradshaw stated that staff feels that the foundation base landscaping requirement should also be eliminated for the new vehicle sales office due to

the fact that there is a zero lot line that is permitted in the TCB-2 Zoning District, and the existing awning for the outdoor storage abuts the new building preventing room for the foundation base landscaping.

Ms. Bradshaw circulated a colors and materials board. Ms. Bradshaw added that a firewall will be required to be installed between the new vehicle sales office and the adjacent warehouse building. The firewall will be painted to match the adjacent warehouse building as an effort to help blend it in and reduce the visibility of the wall. The existing signage located on the property will need to be brought into zoning conformance, which will include the removal of the illegal pole sign on Broadway Road. Staff has added a stipulation that the final placement, quantity, and design of new signage will be reviewed as part of a separate sign permit.

Ms. Bradshaw stated that staff is recommending approval of the three requested variances; staff feels that the special circumstances associated with the land, and the pre-existing conditions of the site justify the need for the variances.

Ms. Bradshaw stated that the first variance is a request to reduce the required street side building and landscaping setbacks (3rd Avenue) from 15 feet to 6 feet. Ms. Bradshaw explained that this request is being made due to the existing construction office on this site.

Ms. Bradshaw stated that the second variance is a request to reduce the required front yard-landscaping setback on Broadway Road from 10 feet to 5 feet and allow a 6-foot wrought iron fence to encroach within the front yard setback. The applicant had originally proposed to install a 16-inch masonry wall in front of the vehicle sales lot along Broadway Road, however, staff encouraged the applicant to provide a decorative 6-foot wrought iron fence to provide security for the site, which required the need for a variance. Ms. Bradshaw pointed out that there is an additional 10-foot landscaped area located within the right of way on Broadway Road. Since the Transportation Plan does not call for a widening of Broadway Road in front of this property, staff feels that the 15-foot landscaping strip will be retained as a permanent improvement to the site.

Ms. Bradshaw stated that the third variance was a request to reduce the required front yard landscaping setback (Sirriner Road) from 10 feet to 0 feet and allow an 8-foot CMU wall to encroach within the front yard setback. Ms. Bradshaw said that Sirrine Road has a sixty-five foot right-of-way area which is typical for an arterial street. Sirrine is not considered to be an arterial street so even though the landscaped set back is being reduced, there is still 31-feet of landscaped right-of-way between the curb and the eight-foot (8') masonry wall.

Ms. Bradshaw said staff is recommending approval of these variances. Staff feels that there will be many positive visual changes to this site including increased landscaping, removal of chain link fencing, and replacement of

outdated signage. This project is compatible with the Town Center Concept Plan and the surrounding area, which consists heavily of automotive uses.

Ms. Bradshaw stated that staff recommends that the DDC approve the design review application, and forward a recommendation of approval for the special use permit and variances to the Zoning Administrator who will make the final decision on April 27, 2004.

Ms. Bradshaw introduced Brent DeWitt (representative for the property owner) and Ken Russell (Project Designer) who were available to make a presentation or answer any questions that the board may have.

Chair Jordan requested that Mr. DeWitt speak to the board about the attributes of the project. Adding that these types of projects are very difficult because there is a lot of give and take between the City and the applicant when there are development incentives involved such as variances.

Mr. Russell explained that when the review process for this project first began, they were aware that the project would need to be designed carefully, that special permits and variances would be needed, and as many attempts as possible would need to be made to try and meet the necessary City requirements. The property owner had decided to try and appease the City when designing the areas that contained pre-existing conditions on the site, as the owner was aware that it would not be possible to develop those areas to be in conformance with what the City required.

Mr. Russell stated as part of the design process for this site, the property owner also decided to conform to any and all suggestions that were made by the City staff. The project design was readily modified to include the six-foot wrought iron fence, recommended by City staff, to provide security for the new business. The only problem was how to meet the City requirements as to where the wrought iron fence should be located. If the property owner had located the fence where the City would have required them to, which would have been back about five-feet it would have encroached onto a large area of the property, making the project almost impossible to develop. It was at that time that the City suggested that the applicant apply for a variance.

Mr. Russell stated that the north side of the property is adjacent to railroad tracks and the existing building sits almost directly on top of the property line. The adjacent property is a large warehouse that is currently empty. This existing warehouse extends from property line to property line. On the north side of the building in addition to the sidewalk, there is decorative concrete (used as a product example by Gypsum Floormasters) located between the sidewalk and the existing building, that would have had to be removed which would have cost the company a lot of money. To the west of the property, there is a storage facility for lumberyards, the business removes lumber from trains and ships the lumber to local lumber yards. The expense of providing landscaping on the north side of the property is enormous, due to the fact that there exists asphalt and granite on that side of the property that would need to

be removed. Because the removal of those items would have been cost prohibitive, the property owner decided to propose to install the required number of trees and shrubs within other areas on the site, providing lush landscaping for this property.

Mr. Reeb inquired about the design of the eight-foot (8') masonry wall.

Mr. Russell stated the design of the fence would be concrete block, surfaced with stucco that will be painted to match the building. Adding that since Gypsum Floormasters are the owners of the property and the industry that they are in, they have crews that are able and capable of completing the work.

Mr. Poe asked if the signage would be brought back to the Downtown Development Committee at a later date.

Mr. Russell responded that the sign would be submitted to the City separately through the sign permit process.

Mr. Murphy stated that the sign would not be brought before the Downtown Development Committee, as part of the sign permit process, City staff will review the sign permit.

Mr. Poe stated that he was inquiring why a space is being created in the wall to locate the future sign.

Mr. Russell stated that the space is being created in the wall because the sign has already been designed and that a sign permit will not be applied for until a permit has been obtained to building the eight-foot fence. A stucco portion of the wall is planned to be used for the signage that will say Trucks and Such.

Chair Jordan stated that projects like these are some of the most difficult projects that the Board deals with. As redevelopment efforts are highly encouraged and the need for variances is understood. In a bigger concept, redevelopment is focused on Broadway Road right now, adding that he is not concerned about the request for variances; his concern is regarding the proposed landscaping, the screen wall, and the street frontage.

Chair Jordan stated that the industrial use projects that are reviewed for projects located along Broadway Road are not necessarily being reviewed with the intention of transforming these specific properties appearances to look better than some of the other arterial streets in town, in terms of how these properties are developed.

Chair Jordan stated that he has concerns about the proposed landscape plan and the street frontage. He would like to see changes made to the proposed screen wall, masonry wall, and hollow picket metal fencing in place of the proposed wrought iron. Chair Jordan recommended that the proposed masonry wall be replaced with split face block that is stained an indigenous color, as apposed to texturing the wall with stucco (to eliminate maintenance issues).

Another recommendation was made to paint the fence a color that is attractive with a type of paint that will not rust, as typical picket fencing tends to rust within 2-3 years, adding that it would be ideal to install fencing that will last for up to 10-15 years.

Chair Jordan also recommended that a registered Arizona landscape architect redo the landscape plan for the street frontages. Chair Jordan stated that the proposed landscape palette, particularly the proposed installation of queen palms are inappropriate for the environment and are not going to do well in the environment, adding that the typical maintenance schedule for queen palms is approximately every two to three months. Chair Jordan stated that he would like to see more of the landscape palette that was used by the City on Main Street included as part of this project. Chair Jordan stated that he would like the landscaping design be a combination between what the applicant wants from a business stand point and an inherited a City standard landscape plan along Sirrine and Broadway that would include: shrubs, decomposed granite, and Sonoran Desert low water usage plants.

Mr. Russell replied that is what they have done with the design of this project, except for the inclusion of the Queen Palms.

Chair Jordan responded that he is an architect and that he did not believe that had been accomplished in this landscape design. Chair Jordan stated that it would be nice to see Sages, Brittle Bushes, Fairy Duster, Mesquite, Palo Breas, and if palms are going to be used it would be ideal to use Fan Palms. Chair Jordan stated that the amount of money that would be involved with the landscaping palette that he mentioned would probably be approximately \$3,000 - \$4,000 dollars beyond what the applicant originally had planned to spend. Chair Jordan provided a location of a property located in Mesa on east University Drive just past Gilbert Road that would serve as an example for the applicant to review of a RV sales lot that has installed beautiful landscaping.

Chair Jordan concluded that he is unwilling to support this project as it has been presented at this time, adding if the applicant is willing to rework the landscaping design, include a registered landscape architect in the redesign, and work with City staff, he would be willing to reconsider the decision that he has made at that time.

Mr. Russell pointed out to Chair Jordan that in their project design they had ensured that City staff was included and that the applicant attempted to address all of the comments that were made as well as implement the suggested changes onto their plans.

Chair Jordan responded that the comments that were made had not addressed any of the improvements that are being proposed for the building; clarifying that the comments made were specific to the proposed fencing and landscaping. Chair Jordan stated that this proposed project is to modify a property that has an existing building located on it, expanding the properties current use by adding a car sales lot onto the property and ensuring that the landscaping for

the project is compatible with the surrounding area, by incorporating some of the suggestions that were made during this hearing. Chair Jordan stated that the color palettes that are typically proposed for remodel projects are normally neutral colors such as grays and browns.

Mr. Russell stated that he agrees that remodel projects as well as new project designs are now gravitating toward neutral colors. Mr. Russell added that the rationale for proposing to use light colors stemmed from comments that were made by staff, which were to have the improvements match the existing colors that were present at the site, which were light colors. Mr. Russell inquired if a conditional approval was made by the board at this meeting, would staff be able to approve and final the development plans, or would the project need to be re-heard by the Downtown Development Committee.

Chair Jordan responded that once a vote has been made, and if it was made based on a conditional approval, the applicant would work directly with City staff and if all of the requirements included as part of the approval were met, the applicant would not have to present this case before the Downtown Development Committee again.

Mr. Reeb inquired as to what type of material currently exists for the parking area that Gypsum Floormasters uses and further inquired what type of material is being proposed to surface the parking area and if it has been dust proofed.

Mr. Russell stated that Gypsum Floormasters' existing parking area is not surfaced and that it is currently made up of decomposed granite, that has not been dust proofed.

Mr. Murphy added that as part of the preliminary review process, this particular parking area was discussed and to the best of his knowledge this area was reviewed as an existing condition on the site and that no recommendations were made to surface this area, adding that this area also serves as a portion of the business' storage.

It was moved by Chuck Riekema, seconded by Marshall Poe, to approve Design Review Case No. DR04-001TC for 104 E. Broadway Road, Trucks and Such, and 303 S. Serrine, Gypsum Floor Masters subject to the following stipulations:

1. Full compliance with approved plans and all current Code requirements, unless modified through the appropriate review and stipulations outlined below.
2. Compliance with the basic development as shown on the site plan and elevations dated March 18, 2004.
3. The lighting plan shall be developed according to the City's Outdoor Lighting and Control Ordinance (Night Sky Ordinance), and shall ensure that light does not spill over into the adjacent properties.

4. Final placement, quantity, and design of all signage (wall, monument, window, etc.) shall be approved under a separate sign permit.
5. Obtain necessary Right-of-Way permits from the Development Services Department prior to performing any work located within the Right-of-Way.
6. Final placement of plant/landscape materials shall be subject to the approval of a City of Mesa Landscape Inspector.
7. Eliminate the requirement for foundation base landscaping as described in Chapter 15 of the City of Mesa Zoning Ordinance.
8. The City of Mesa Landscape Architect must approve all trees located beneath power lines.
9. The customer parking for the vehicle sales lot shall be provided at a 90 degree angle to allow better maneuverability for customers coming to and from the site.
10. The landscaping plans shall be redesigned by a registered Landscape Architect and approved by the Redevelopment Office to ensure high quality and a landscape palette that is reflective of Main Street.
11. The proposed 8' masonry and stucco fence shall be modified to be a split-faced block stained with an indigenous color to be approved by the Redevelopment Office.
12. The proposed picket wrought iron fence shall be of a high quality and painted an indigenous color, such as brown or gray, to be approved by the Redevelopment Office.
13. The existing construction yard shall meet Engineering standards for paving and dust proofing.
14. Approval of Variance Case No. ZA04-018TC by the Zoning Administrator.

Vote: 5 in favor; 0 opposed

5. **Discuss and consider Special Use Permit and Variance Case No. ZA04-018TC for 104 E. Broadway Road, Trucks and Such, and 303 S. Serrine, Gypsum Floor Masters.**

Applicant: Brent DeWitt, owner's representative
Staff Contact: Katrina Bradshaw, Redevelopment

See agenda item number 4 for the staff report and discussion.

It was moved by Chuck Riekema, seconded by Marshall Poe, to approve Special Use Permit and Variance Case No. ZA04-018TC for 104 E. Broadway Road, Trucks and Such, and 303 S. Serrine, Gypsum Floor Masters subject to the following stipulations:

- a. The vehicle sales area will be confined to the south side of the property as shown on the site plan dated March 18, 2004.
- b. No more than fifteen (15) vehicles shall be displayed within the designated area of the Special Use Permit at any given time.

Vote: 5 in favor; 0 opposed

6. Parking status report for the Towers located at 22 N. Robson Street.

Staff Contact: Patrick Murphy, Sr. Redevelopment Specialist, (480) 644-3964
e-mail address: patrick.murphy@cityofmesa.org

Mr. Murphy discussed the status report on the current or potential parking conflicts between Robson Street Villas and The Courtyard Towers. On October 16, 2003, the Downtown Development Committee (DDC) approved the development plans Design Review Case No. DR03-005TC for The Towers located at 22 N. Robson Street subject to seven (7) stipulations. Stipulation six (6) states that: "The applicant is to contact Mr. Hatch, President of the Robson Street Villas to work out any current or potential parking conflicts, and provide a copy of that to the City, and that City staff will provide an update on the parking to the DDC in 6 months."

Alan Hatch, President of Robson Street Villa's Association met with representatives of The Towers in early November regarding the parking issue. Staff has been monitoring the parking situation between The Towers and Robson Villa's Association every month since the October DDC meeting. According to both Mr. Hatch and management of The Towers, the parking situation with the association's parking spaces is resolved.

7. Report From Mesa Town Center, Tom Verploegen – Executive Director

Mr. Verploegen was not in attendance to give a report from Mesa Town Center.

8. Director's Report, Greg Marek

A director's report was not presented due to the need to adjourn the meeting so that the Downtown Development Committee could attend a joint meeting with the City Council.

9. Board Member Comments

None

10. Adjournment

This meeting of the Downtown Development Committee (DDC) adjourned at 7:38 a.m. so that the DDC could attend a joint meeting with the City Council.

Respectfully Submitted,

Mr. Gregory J. Marek, Director of Redevelopment
Minutes prepared by Amy Morales