

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

DATE: August 16, 2007 **TIME:** 7:30 a.m.

MEMBERS PRESENT

Adam Decker, Vice Chair
Nabil Abou-Haidar
Steve Chucri
Linda Flick
Gregory Holtz
Scott Perkinson

STAFF PRESENT

Shelly Allen
Sue Cason
Patrick Murphy
Katrina Rogers
Wahid Alam
Rhett Evans
Jeff McVay
John Wesley
Sherry Woodley

OTHERS PRESENT

Vince DiBella
Tom Verploegen

MEMBERS ABSENT

Jeff Jarvis, Chair
Gary Gallagher
Dean Taylor

1. **Call to Order**
The August 16, 2007 meeting of the Downtown Development Committee was called to order at 7:33 a.m. at the City Council Chambers, Upper Level 57 E. First Street by Vice Chair Adam Decker.

2. **Approval of Minutes of the July 19, 2007 Regular Meeting.**

It was moved by Linda Flick and seconded by Nabil Abou-Haidar to approve the minutes of July 19, 2007.

Vote: 6 in favor
0 opposed

3. **Discuss and Consider Special Use Permit Case No. ZA07-085TC for a Comprehensive Sign Plan for the Mesa Convention Center located at 201 North Center Street.**

Ms. Katrina Rogers stated that the Mesa Convention Center is requesting a Comprehensive Sign Plan to allow a new monument sign to exceed the height and sign area that is permitted in the TCC Zoning District and to allow an electronic message display in the Town Center Redevelopment Area. The new monument sign will be located on the southeast corner of Center Street and University Drive. The

existing marquee sign has been inoperable for approximately two (2) years and staff has determined that the sign cannot be repaired.

The new sign will service the entire group commercial development of the Mesa Convention Center and also the Marriott Hotel. The intent of the new sign is to advertise the products and services available within the group commercial development as well as events that take place within the Mesa Convention Center Complex.

The new monument sign will exceed the maximum height and sign area square footage permitted in the TCC Zoning District. In the TCC Zoning District the maximum height of a monument sign is five feet (5') and the maximum square footage is thirty-two (32) square feet. The new proposed sign will be twenty feet (20') high and one hundred fifty-eight (158) square feet. The monument sign will have an electronic message display, which requires a Special Use Permit (SUP) in the Town Center Redevelopment Area. The Sign Ordinance by right allows one message change per hour however, the request is to allow four times per minute or once every fifteen (15) seconds. The Mesa Convention Center is also requesting the use of different modes of change of the sign messages by means of fading, dissolve, scrolling and other such methods.

The Special Use Permit requires notification to all neighbors within 300 feet (300') of the property according to the Citizen Participation Plan. Staff has not received any complaints or opposition to the application request.

Staff recommends approval of the Comprehensive Sign Plan, subject to seven (7) stipulations as listed in the staff report.

Mr. Rhett Evans, Commercial Facilities Director, was introduced to the Downtown Development Committee for further discussion concerning the Comprehensive Sign Plan for the Mesa Convention Center.

The Committee inquired about the request process for the use of the sponsorship sign panels.

Mr. Evans stated that the sponsorship panels will only be used for products or services that have an established partnership or contract with the Mesa Convention Center or Marriott Hotel. Mr. Evans also indicated that the Convention Center may decide to eliminate a couple of the sign panels from what the current sign rendering portrays.

The Committee inquired as to how much revenue the Convention Center receives from the sponsorship of the vendors on the sign and if the sponsorships were necessary.

Mr. Evans responded that as a commercial entity, every possible revenue stream is considered to help fund capital improvement projects within the complex. The revenue received from sponsorships, including the proposed monument sign, is approximately \$100,000 per year.

Committee member Abou-Haidar commented that the design and angles of the sign were pleasing, but the colors and materials do not appear to reflect the existing buildings of the complex. He requested that the colors and textures of the sign better correlate to the existing building.

Mr. Evans stated that the designer used colors and materials in the model presented, however, the model colors and materials can be looked at and changed to help blend with the architectural style of the commercial complex.

One of the Committee members inquired as to the cost of the sign.

Mr. Evans said the current cost of the sign is \$189,000. Ms. Woodley, City of Mesa Parks & Recreation Management Assistant, stated that the payback on the sign would be approximately four (4) years with eight (8) panels of sponsorships, a modification of four (4) panels would be a six (6) year pay-back. The sign should last for at least twenty (20) years and would be free and clear for fourteen (14) years. The funding for the sign project is coming from the Mesa Convention and Visitors Bureau bed tax. As an additional note, Mr. Evans pointed out that the Convention Center recovered 113% of it's operating budget for the fiscal year of 2006/2007.

It was moved by Linda Flick and seconded by Steve Chucri to recommend approval of Special Use Permit Case No. ZA07-085TC for a Comprehensive Sign Plan for the Mesa Convention Center located at 201 North Center Street subject to the following seven (7) stipulations:

- 1. The new monument sign shall not exceed the area or height as portrayed in the rendering dated March 27, 2007.**
- 2. All signage shall be subject to the approval of a separate sign permit.**
- 3. Video usage of the electronic message display board shall not be permitted unless requested through a modification of this Comprehensive Sign Plan.**
- 4. Change in display of the static messages shall occur by means of immediate, fade, dissolve, or scrolling modes.**
- 5. The minimum time period for the display of each message shall be no less than fifteen (15) seconds and no more than four (4) times per minute.**
- 6. The electronic message display shall be used to promote the products and services of the facility, primarily shows and programs taking place at the Mesa Convention Center complex and Mesa Marriott Hotel.**
- 7. The sign panels shall only promote or advertise those activities, products, or services that are related to the commercial uses existing on the premises of the "site" which includes the Mesa Convention Center complex and adjoining Mesa Marriott Hotel.**

**Vote: 1 in favor
5 opposed
Motion Failed**

Vice Chair Decker asked the Board for further discussion and a new motion be made. Mr. Abou-Haidar suggested that an eighth stipulation be added to incorporate colors, materials and textures to the sign that reflect the architecture of the Convention Center complex.

It was moved by Nabil Abou-Haidar and seconded by Scott Perkinson to recommend approval of Special Use Permit Case No. ZA07-085TC for a Comprehensive Sign Plan for the Mesa Convention Center located at 201 North Center Street subject to the following eight (8) stipulations:

- 1. The new monument sign shall not exceed the area or height as portrayed in the rendering dated March 27, 2007.**
- 2. All signage shall be subject to the approval of a separate sign permit.**
- 3. Video usage of the electronic message display board shall not be permitted unless requested through a modification of this Comprehensive Sign Plan.**
- 4. Change in display of the static messages shall occur by means of immediate, fade, dissolve, or scrolling modes.**
- 5. The minimum time period for the display of each message shall be no less than fifteen (15) seconds and no more than four (4) times per minute.**
- 6. The electronic message display shall be used to promote the products and services of the facility, primarily shows and programs taking place at the Mesa Convention Center complex and Mesa Marriott Hotel.**
- 7. The sign panels shall only promote or advertise those activities, products, or services that are related to the commercial uses existing on the premises of the "site" which includes the Mesa Convention Center complex and adjoining Mesa Marriott Hotel.**
- 8. Incorporate colors, materials and textures into the new monument sign that reflect the Convention Center Complex.**

**Vote: 6 in favor
0 opposed**

4. Discuss and Consider Variance Case No. ZA07-079TC associated with the Proposed New Sanctuary located at 400 North Pima Street.

Mr. Patrick Murphy stated that a Variance application has been requested for a proposed new Sanctuary at the Holy Temple Church located at 400 North Pima Street. The church is located on the northeast corner of University Drive and Pima Street. The existing Sanctuary is older and no longer meets the needs of the congregation. The church plans to use the existing Sanctuary while the new one is being built north of the original building. Once the new Sanctuary is complete, the old Sanctuary will be demolished and a new surface parking lot will be constructed. The new parking lot consists of thirty-eight (38) spaces.

Churches are not subject to design review by the Downtown Development Committee. Staff worked with the architect on the Administrative Design Review of the project. The plans were modified to reflect the comments addressed by staff. The applicant has applied for several Variances. The site is very narrow and was once residential lots. It is very difficult to build to the standards of today's Zoning Ordinance. Staff feels that the Variances are justified and are pleased with the proposed project. Staff believes this project will be a major improvement to the area.

All property and business owners within a 300-foot radius were notified. Staff has not received any negative comments or complaints as of this date. One property owner called to say they were in favor of the proposed project as it will be an improvement to the area.

It was moved by Gregory Holtz and seconded by Linda Flick to recommend approval of Variance Case No. ZA07-079TC associated with the New Proposed Sanctuary located at 400 North Pima Street subject to the following stipulations:

- 1. Compliance with the basic development as shown on the development plans.**
- 2. Compliance with all City development codes and regulations.**

**Vote: 6 in favor
0 opposed**

5. Discuss and Consider Council Use Permit Case No. CUP07-001TC for the Salvation Army located at 241 East 6th Street.

Mr. Patrick Murphy stated that the Salvation Army located at 241 East 6th Street has applied for a Council Use Permit. The Salvation Army has been at this location since 1975 operating a Social Service Facility. The Council Use Permit is to allow for an expansion on the existing site. What is currently on the site is a legal non-conforming use, because they were legal prior to the Zoning Ordinance requiring a Council Use Permit. Since the Salvation Army is requesting an expansion, a Council Use Permit is applicable. The plan is for building a new family service and warehouse facility to the south of the existing facility. The expansion will not generate any additional

activity at the site. The current building is over-crowded and is no longer sufficient for the organization's needs. The new facility will afford new office space, a gymnasium and additional warehouse space. Since the Salvation Army uses warehouse space at different facilities throughout the City, this new warehouse space will enable them to centralize all storage and programs in one place.

The building is a little over seventeen thousand (17,000) square feet, with fifty-nine hundred (5,900) square feet used for office, twenty-five hundred (2,500) square feet used for warehouse, seventy-six hundred (7,600) square feet used for a gymnasium and eight hundred fifty (850) square feet for support services.

According to the Zoning Ordinance, this development plan for this project is not subject to design review approval by the Downtown Development Committee. Staff worked with the architect on the Administrative Design Review of the project and modified the plans to reflect the comments presented by staff. Staff feels this project will be an asset to the community both with the landscaping, architecture and use being proposed.

All property and business owners were notified within 300-foot radius of the proposed project. Staff has not received any complaints or comments from the surrounding property owners. The Salvation Army provides a valuable service and complies with the City Social Service guidelines. Therefore, staff is recommending approval with stipulations.

Due to Proposition 207 stating that, if the City Council approves a rezoning or a Council Use Permit, and the property owner feels it affects their property negatively, the property owner can sue the City. The City requests the property owner to sign a wavier basically stating, if the City approves what the applicant requests, then the applicant cannot sue the City later. The Salvation Army has not signed the wavier form as of this date, but it should be forthcoming prior to going to City Council for approval. If the wavier is not signed prior to going to City Council, the Council has the option of approving the application with the stated conditions or denying the application.

It was moved by Gregory Holtz and seconded by Scott Perkinson to recommend approval of Council Use Permit Case No. CUP07-001TC for the Salvation Army located at 241 East 6th Street 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 July 17, 2007.**
- 3. Full compliance with the City of Mesa's Social Services Facilities Guidelines.**

**Vote: 6 in favor
0 opposed**

6. Update on West Main Street Area Plan for the area bounded by University Drive to the North, Country Club Drive to the East, Broadway Road to the South and Tempe/Mesa Border to the West.

Mr. John Wesley, Planning & Zoning Director, briefly introduced the West Main Street Area Plan and Mr. Wahid Alam, Senior Planner, who then presented the Plan to the Committee.

Mr. Alam stated that today is only an update to the plan and will be coming back to the Downtown Development Committee on September 20, 2007. The boundaries are University Drive to the north, Country Club Drive to the east, Broadway Road to the south and Tempe/Mesa border to the west. The purpose of the plan is to encourage west Mesa residents and businesses to provide ideas on how to take advantage of the planned Light Rail Corridor along Main Street, and ways to revitalize the West Main Street Area.

West Mesa is strategically located near freeway access; the 202, 101 and US60. Added strengths in this regional area are; the close proximity to Sky Harbor Airport, Health and Education Institutions, Fiesta Mall and the Riverview Development Area, and the Union Pacific Railroad.

The Mesa General Plan was approved in 2002 and divided Mesa into seven (7) unique areas for future planning. There are two (2) areas on the west side of Mesa indicated in the General Plan for future planning; Mesa Grande and the Broadway Corridor.

The plan recommendations will identify measures to direct future land uses, infrastructure planning and community facilities towards the community's shared vision of the future. The community vision includes several components such as:

- moderate density with a small town feel
- unique and eclectic component with vibrant and active community life
- embraces diversity
- mature, stable and vibrant residential neighborhoods
- diverse and high quality housing stock
- economically balanced
- friendly to developers and businesses
- pedestrian and transit friendly
- rich in open space and recreational facilities

There will be a community wide meeting on September 11, 2007 at 6:00 PM at EVIT (East Valley Institute of Technology). The updated plan may be presented to the Downtown Development Committee and the Planning & Zoning Board on September 20, 2007 and then to the City Council in October.

7. **Discuss a potential update to the City of Mesa's Zoning Ordinance to allow the utilization of Development Incentive Permits, and Substantial Conformance Improvement Permits in the Town Center Redevelopment Area.**

Mr. Jeff McVay, Senior Planner, gave a brief update for the option of amending the Zoning Ordinance to include the Development Incentive Permits and the Substantial Conformance Improvement Permits Program for redevelopment projects and expansions in the Town Center Redevelopment Area. In 2001 the City Council updated the City Zoning Ordinance increasing setback requirements and new development standards that created many small non-conforming lots that cannot develop under today's standards without having some deviations to the code requirements. The Town Center Area was not included in the Development Incentive Permits (DIP) and the Substantial Conformance Improvement Permits (SCIP) Program. Currently, many projects in the Town Center Area require requests for Variances. These programs could be a significant tool for the Town Center Development staff to use, which will assist new development or expansion on small lots while not complying with the current code, but meeting the intent of the code requirements.

The Planning Division has had great success with the DIP and SCIP Programs allowing some existing infill development to expand. These programs work well and are easier to justify than a Variance process, and gives staff more tools to negotiate with applicants on developing better projects.

Ms. Linda Flick asked if there have been any issues in using the DIP process and if there are plans to address these issues in the update to the Zoning Ordinance.

Mr. McVay stated that in general there have not been many problems in qualifying sites with the current standards.

Mr. McVay stated that the amendment discussed today should come back to the Downtown Development Committee for recommendation on September 20, 2007.

8. **Board Member Comments**

There were no comments.

9. **Director's Report, Shelly Allen - Town Center Development Director**

1. No decision has been made for the Economic Development Manager, but will keep the Committee informed.
2. A request by Lucas Automotive for the small parcel on the east corner of Country Club Drive and Broadway Road will be brought back to the Committee in September.
3. Queen of Peace Church is requesting a new sign and will also be on the September agenda.
4. Central Arizona Supply's building located on Extension is under construction and looking very nice.

5. The Insurance Company building on the northeast corner of Country Club Drive and 2nd Avenue have pulled their building permits and commenced construction.
6. No developer has been chosen for Site 17 yet, but the City is very encouraged with the interest that has been received.
7. A Variance case will be presented for a small multifamily use on Pepper Place close to Extension.

10. Report from Downtown Mesa Association, Tom Verploegen - President

Mr. Tom Verploegen gave a very brief update on Downtown Mesa Association. Crystal Russell has been elected as the new Board Chair and is looking forward to creating more strategic alliances with community leaders.

On Wednesday, August 22, 2007 is the annual Downtown Mesa Bus Tour starting at 7:30 AM and 9:30 AM.

Mr. Verploegen stated that the Downtown Concept Plan should be coming to the Downtown Development Committee once the staff comments and changes have been made.

Since the Downtown Mesa Association Board has been divided into two groups. Ultimate Imaginations is now separate and is primarily involved with the sculpture program. Mr. Dave Weir is now Chair of Ultimate Imaginations is wanting to be more involved in fund raising for the sculpture exhibits.

11. Items from Citizens Present (No action can be taken)

There were no items presented.

12. Adjournment

With there being no further business, this meeting of the Downtown Development Committee adjourned at 8:47 a.m.

Respectfully Submitted,

Shelly Allen, Town Center Development Director
Minutes prepared by Sue Cason