

Office of Economic Development
Economic Development Advisory Board
MEETING MINUTES

Date: April 1, 2008: 7:31 A.M.

MEMBERS PRESENT

Brian Campbell, Chair
Christian Alder
Dale Easter
Jim LeCheminant
Steve Parker
Steve Shope
Steve Wood

EX-OFFICIO

Mayor Keno Hawker (excused)
Chris Brady (excused)
Jack Sellers
Charlie Deaton

STAFF PRESENT

Betsy Adams
Sue Cason
William Jabjiniak
Shea Joachim
Amy Morales
Patrick Murphy
Mike Paredes
Gordon Sheffield

MEMBERS ABSENT

Theresa Carmichael (excused)
Ted Wendel (unexcused)

1. Chair's Call To Order

Chair Brian Campbell called the April 1, 2008 meeting of the Economic Development Advisory Board to order at 7:31 A.M. at the City of Mesa Council Chambers, Lower Level, 57 E. 1st Street, Mesa, Arizona 85201.

2. Approval of Minutes from March 4, 2008 board meeting.

Chair Campbell called for a motion to approve the minutes from the meeting held on March 4, 2008.

MOTION: Jim LeCheminant moved that the minutes from March 4, 2008 be approved as written.

SECOND: Christian Alder

DECISION: Passed unanimously

3. Review and Discuss the Zoning Ordinance Update

Mr. Gordon Sheffield, Zoning Administrator, suggested that the Economic Development Advisory Board (EDAB) read the report, and either call or e-mail him with any concerns or comments they might have. He stated he is very open to discussion, comments and suggestions. This presentation is to report the progress of the project to date, and summarize some recommended additions and changes.

Mr. Sheffield presented the Zoning Updates of Module 2: Development Standards General Site Regulations. This is the second part of four parts that will eventually be organized together to form the draft update to the zoning ordinance. Module 2 is designed to update zoning related development standards that tend to be specific to individual land use types, such as residential densities, building setbacks, commercial setbacks and building heights. It does not discuss design standards that are common to several different types of land uses, such as landscaping and parking requirements. These latter items will be addressed in Module 3. In addition to controlling land uses, zoning also has strong effects upon building heights, residential density, building setbacks, number of parking spaces required for developments, and the type of things that would affect the form and look of the development when finished.

The Change Summary for updating the codes are:

- Agricultural Districts – No changes
- Residential Districts – Significant Changes such as: change in setbacks of lots, story height proposed, lot size ranges, garage setbacks, proposed new Districts (RSL- Small Lot Single-Family Residential, RS-Single-Family Residential, RM-Multi-Family Residential). Each District with its own set of standards.
- Commercial and Mixed Use Districts – New Districts, Character Area Standards
- Employment Districts – New Districts (Replace M-2) Minimum Lot Size
- General Site Regulations – Some changes
- Green Building Standards – Incentives or Mandatory

Chair Campbell asked about the height restrictions used with the mixed-use, Pedestrian and Light Rail.

Mr. Sheffield responded that conventionally it would be 35 or 40 feet. There will be a discussion with the Committee including requiring a minimum density of 15 units per acre in a mixed-use type setting. Within the next few months there will be a TMX District, which is Transit Mixed-Use. The TMX will have a much higher density of possibly 40-50 units per acre with a 4 (60 feet high) to 5 (75 feet high) maximum stories height.

Mr. Jack Sellers commented that it seemed there was not much change in height allowances and suggested a more aggressive approach around Phoenix-Mesa Gateway Airport. It seemed overly cautious.

Mr. Sheffield replied that it was cautious due to the Gateway Projects being zoned the Planned Community District (PC). Proposition 207 restrictions limit what can be done.

Mr. Jabjiniak asked if reduced parking space requirements were taken into consideration in the Mixed-Use areas and throughout the whole city. He also suggested that a common sense approach be used in parking space requirements. The need for more flexibility is the message to encourage height, spaces and density.

Mr. Sheffield replied that reduced parking spaces had been taken into consideration but mainly in the Light Rail Area. The suggestion of reduced parking spaces will be taken into consideration.

Mr. Sheffield commented that an updated report would likely be brought back to the Board in June.

4. Directors Report

Mr. William Jabjiniak gave an update on MD Helicopter. The city is being flexible and deeply involved with negotiations with MD. He explained that a deadline date for a decision has not been decided upon and that Mesa is still in the final grouping. MD has requested confidentiality in continuing the process. Any suggestions/comments please contact Mr. Jabjiniak.

Mr. Mike Paredes gave a report on the ICSC Southwest “idea exchange” in Phoenix on March 25 and 26th. This was an opportunity to attract retail industry in the area. The program was titled “The Changing Face of Retail”. He also gave as a handout a brochure that will be used as marketing information at the ICSC Global Retail Real Estate Convention (RECON) in Las Vegas on May 18-21. Mr. Jabjiniak, Mr. Paredes and Mrs. Cathy Ji will be attending the conference. They will be partnering with developers/brokers and have pre-set meetings with various companies to market the growing Mesa area.

Mr. Paredes also joined with GPEC on a prospect trip to Los Angeles, CA on March 13-14. Five meetings were scheduled, three canceled by the morning of the second day. They were able to meet with two companies and one company is an aerospace company. The aerospace company is looking to relocate to Mesa with approximately 75-125 well paying jobs. They are currently waiting for an internal process and directions from their board. The company will remain confidential until everything is finalized.

Mr. Jabjiniak made comment that the Economic Development Office will be partnering with GPEC on more trips throughout the year.

5. Other Business

Chair Campbell suggested input on a time change or even a change of EDAB meeting day. He encouraged thoughts on an earlier a.m. or a p.m. meeting. All options are open at this point. Please contact the Chair with your comments or suggestions.

EDAB members requested more reports on Falcon Field, Fiesta District, Town Center Development, Superstition Springs, Mesa Gateway Area and Phoenix-Mesa Gateway Airport, Section 108 etc. It was suggested that the different areas be reported on a rotating quarterly basis. Please advise Mr. Jabjiniak for other suggestions on topics of interest.

Chair Campbell requested a 30-45 day milestone calendar for meetings that might be coming up.

Chair Campbell reminded the Board members of the next EDAB meeting on May 6, 2008.

6. Items from Citizens Present

No comments.

7. Adjournment

Chair Campbell adjourned the meeting at 8:38 a.m.

Submitted By:

William J. Jabjiniak
Economic Development Department Director
(Prepared by Betsy Adams)