

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

DATE: March 15, 2007 **TIME:** 7:30 a.m.

MEMBERS PRESENT

Jeff Jarvis, Chair
Adam Decker, Vice Chair
Nabil Abou-Haidar
Christine Close
Linda Flick

STAFF PRESENT

Shelly Allen
Betsy Adams
Sue Cason
Katrina Rogers

STAFF ABSENT

Cathy Ji
Patrick Murphy

Others Present

Tom Verploegen

MEMBERS ABSENT

Steve Chucri
Gary Gallagher
Dean Taylor

1. **Call to Order**
The March 15, 2007 meeting of the Downtown Development Committee was called to order at 7:35 a.m. at the City Council Chambers, Upper Level 57 E. First Street by Chair Jeff Jarvis.

2. **Approval of Minutes of the February 15, 2007 Regular Meeting.**

It was moved by Linda Flick and seconded by Nabil Abou-Haidar to approve the minutes of February 15, 2007.

Vote: 5 in favor
0 opposed

3. **Discuss and consider Design Review Case No. DR06-05TC for the Falles Parades Retail Center located at 316 E. University Drive (continued from the February 15, 2007 Downtown Development Committee meeting).**

Ms. Katrina Rogers stated that the owner of the Falles Parades Retail Center located at the Northwest corner of Mesa and University Drives is proposing significant modifications to the building elevations. The elevation improvements to the site are to the Falles Parades building. No other improvements are requested for any of the

other retail establishments within the retail center. The owner intends to subdivide the existing thirty six thousand (36,000) square foot suite into two separate suites. One suite will be twenty six thousand (26,000) square feet and will continue to house the Falles Parades clothing store, while the ten thousand (10,000) square foot space will be leased to a new retail tenant. Due to the subdividing of the building, the owner is proposing to create a new storefront on the south side of the building, consisting of new entrance doors, windows and new architectural details to match the east side of the building.

There will be installation of new landscaping to the parking lot area. The new landscape islands will have an impact on the number of parking spaces in the parking area. Currently there are two hundred and eight (208) parking spaces. With the installation of the new landscape islands, the spaces will be reduced to one hundred and ninety (190) spaces. Since one hundred and eighty six (186) spaces are required, the proposed amount of spaces exceeds the requirement by four (4) spaces.

The number of trees and shrubs within the setback areas will be increased, bringing the property into full compliance with landscape requirements. Also, the required number of trees and shrubs for the parking lot landscaping complies with current codes. The improvements to the building also include foundation base landscaping along the south elevation of the Falles Parades clothing store.

There are two existing solid waste enclosures on the site shared by all the tenants in the group commercial development. No changes are proposed to the locations or size of the trash receptacles. The modifications to the parking lot will not have an impact on the route of the Solid Waste vehicles coming to the site.

The property owner is prepared to bring the signage into compliance as well. There are two nonconforming, freestanding signs located on the property. The sign currently located on University Drive will be removed and replaced with a new five-foot high monument sign in compliance with the TCB-1 Zoning District. The applicant is requesting to locate this monument sign within the City's right-of-way. A Variance and Sign Agreement must be obtained before a sign can be located within a right-of-way area. If the Variance or Sign Agreement is denied, Town Center Development staff recommends that the new monument sign be located behind the property line where the existing freestanding sign currently stands.

The second sign is located on Mesa Drive and is within the portion of the property currently zoned C-1. The applicant is proposing to modify the sign and reduce its height to twelve feet high in order to bring it into compliance with the C-2 Zoning District.

The applicant notified all property owners and tenants within three hundred (300) feet of the project site with a letter including the project narrative and site plan. To date no response has been received by Town Center Development staff or the applicant from the neighbors regarding this project.

The Town Center Development staff is recommending approval of this project with the 9 stipulations outlined in the Staff report. Staff believes this project will significantly improve the aging retail center and help improve the image of the Downtown Area. It also is consistent with the goals of the Redevelopment Plan and the Town Center Concept Plan.

It was moved by Nabil Abou-Haidar and seconded by Christine Close to approve Design Review Case No. DR06-05TC for the Falles Parades Retail Center located at 316 E. University Drive, 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 November 22, 2006.**
- 3. The existing nonconforming freestanding sign on University Drive shall be removed and replaced with a new five-foot high monument sign, in compliance with the TCB-1 zoning district as outlined in section 11-19-6(F)1 of the City of Mesa Sign Ordinance.**
- 4. The existing nonconforming freestanding sign on Mesa Drive shall be modified to a height of twelve-feet high and brought into compliance with the C-2 zoning district as outlined in section 11-19-6(E)2 of the City of Mesa Sign Ordinance.**
- 5. Monument and/or freestanding signs shall not be placed within the City of Mesa right-of-way area unless approved through the appropriate processes including the approval of a variance and approval of a Sign Agreement.**
- 6. Final placement, quantity, and design of all signage (wall, monument, window, etc.) shall be brought into full conformance with the City of Mesa Sign Ordinance and shall be subject to the approval of a separate sign permit.**
- 7. Obtain necessary Right-of-Way permits from the Development Services Department prior to performing any work located within the Right-of-Way.**
- 8. Final placement of plant/landscape materials shall be subject to the approval of a City of Mesa Landscape Inspector.**
- 9. Compliance with all requirements of the Development Services Department (Engineering, Traffic Engineering, Solid Waste and Facilities, etc.).**

**Vote: 5 in favor
0 opposed**

4. Hear a presentation and update on the disposition and development of the City-owned property located at the Southwest corner of Mesa Drive and University Drive. (Presentation was previously made to City Council at the March 1, 2007 Study Session).

Ms. Shelly Allen stated that in June of 2006 Town Center Development staff at that time, requested direction from the City Council regarding the components of the Downtown MCC Campus. Council directed staff to prepare an overall master plan for the MCC Downtown Campus. Staff continued to work with Concord Eastridge, a development firm that specializes in working with educational facilities, to develop the overall master plan. A three-phase approach was recommended by Concord Eastridge in order to create momentum for the entire Downtown Campus project.

Phase One utilizes existing facilities, such as the Carousel View Condominium 4th Floor and an addition to the City of Mesa's Main Library. This phase also includes the new development of the Advanced Technology Building (approximately 40, 000 square feet), in addition, MCC is currently negotiating purchase agreements with Maricopa County to purchase the existing County probation facility. Concord Eastridge's recommendation was to put the Advanced Technology Building on Center Street, the area between Irving School and University Drive.

Phase two of the master plan includes constructing a private sector office building (approximately 40,000 square feet). Phase three includes a second classroom building, private sector office and retail space.

The existing parking spaces located within the Convention Center parking lot and available parking spaces at the City owned parking lot at the Southwest corner of University Drive and Center Street would be adequate for phases one and two. However, the new development of the Downtown MCC Campus at build out would require a parking structure built either by the City or MCC.

After examining the parking issues, it was determined that the proposed location on Center Street was not a good fit for the area. The location limited the potential of the Convention Center and disrupted the pedestrian flow of traffic and green space. Staff then focused on the Southwest corner of University and Mesa Drives, which was not previously available due to discussions with a potential Healthcare use.

The identified area is located between 3rd Place to the north, 2nd Street to the south, Pasadena to the west and Hibbert Street to the east. To ensure or determine that development is compatible with the MCC campus on that site, Mr. DiBella was given limited parameters of mixed uses of retail, restaurants, office and residential, open spaces, pedestrian activity, gathering places and parking areas dispersed throughout the development. Also, focus the retail, and office type uses on the arterial streets of the development area.

Staff feels that the architectural firm captured the City's goals and objectives, without placing specific limitations on the development.

Mesa Community College is committed to making the Downtown Campus a priority. The City Council has directed the staff to begin negotiations with MCC and solicit a broker to market the remaining property to a master developer. Ms. Allen of the Town Center Development staff, along with Real Estate Services, Mr. Tom Verploegen from Downtown Mesa Association and citizens will be conducting interviews with several brokers next week.

The intention is that the outcome of this process creates a quality development downtown and also allows for the City owned property to be owned by the private sector, enabling the City to recoup the investment made on this site.

Mr. Adam Decker asked why is MCC interested in coming to the downtown area?

Ms. Allen stated that MCC will have a presence downtown and are very committed to the downtown campus project.

Ms. Linda Flick asked if the plan presented is similar to the original plan even though it is laid out differently and is obviously dispersed more. Is the content the same as the original one?

Ms. Allen stated that the content is the same. The plan may look more dispersed, but actually is longer. Since the original plan, art classes were added and offered in the studios at the new Mesa Arts Center. There has always been the component to add to the Mesa Library and the fourth floor where the Business and Industry Institute have always been components. The County Building was not part of the original project. In that respect, the project is really the same, but of a higher density.

Ms. Flick asked if the residential component of the plan is geared more to student housing.

Ms. Allen replied that the market would dictate, but would likely have a mixture of some housing components.

5. Board Member Comments

Mr. Jarvis asked Ms. Allen to give the goals for the March 28, 2007 meeting of the Planning & Zoning Board and the Downtown Development Committee concerning the update to the Zoning Ordinance study.

Ms. Allen stated that these goals would be distributed with the consultant report prior to the meeting.

Ms. Flick stated that she recently read some correspondence concerning the joint meeting on March 28, 2007, that the Downtown Development Committee is to come with some specific recommendations and feels it will be a productive discussion.

6. Director's Report - Shelly Allen

Ms. Shelly Allen gave the Director's Report at the Study Session.

7. Report from Downtown Mesa Association – Tom Verploegen, President

Mr. Tom Verploegen gave a brief update on the Downtown area. A Downtown Property Owner Survey was conducted through Dr. Bruce Morrow of ASU, resulting in a 22% response in which 70% felt Downtown Mesa Association was doing a good job. Mr. Verploegen stated there will be a board meeting on March 20, 2007 to discuss a strategic plan for the Downtown Area and feels there may be a need for some incentives to get some of the larger buildings subdivided.

Mr. Verploegen commented that the Downtown Mesa Association Board along with Town Center Development staff and the Mesa Art's Center Board are pushing to update the Downtown Concept Plan. All divisions concerned would like to have the Downtown Concept Plan completed before the Zoning Ordinance Update.

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

There were no items.

9. Adjournment

With there being no further business, this meeting of the Downtown Development Committee adjourned at 8:25 a.m.

Respectfully Submitted,

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