

7. Land Use

The Land Use Element of the Plan serves to identify the future location, relationship, quantity, and mix of land uses within the planning area. Implementation of this plan element will address and mitigate existing land use conflicts, shape the character of the community towards resident preferences, and leverage the benefits of planned capital investments and create a land use mix that will take advantage of the upcoming light rail line.

This section contains: an **introduction** of the section purpose; a description of the **benefits** from implementation; a set of **policies** to guide community, staff, and developer decisions; a list of **projects** to be completed in support of the policies; ongoing **programs** to contribute towards the fulfillment of the community vision; and a graphic **plan** specifying which policies, projects, and programs will be implemented.

Introduction

The Land Use Plan specifies policies, projects, programs, and a plan for capitalizing on land use opportunities within the planning area. Based on the existing characteristics as well as policies for the future, the planning area is subdivided into four Character Areas. Figure 7-1 shows the location of the following four Character Areas:

Transit-Oriented Development (TOD) Station Areas: These areas are generally within 660 feet of future high-

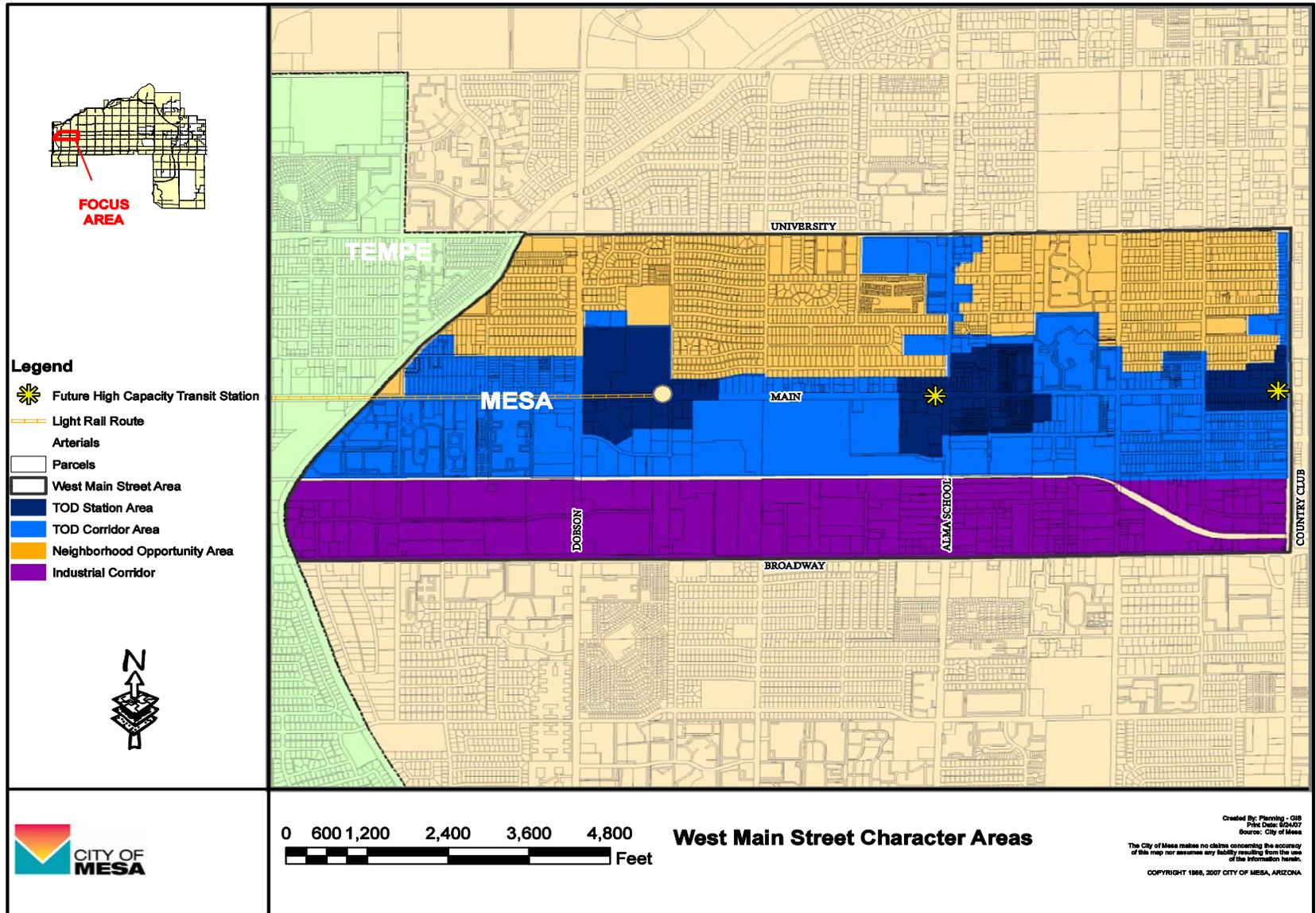
capacity transit station areas and associated inter-modal facilities. These areas have the greatest impact on transit usage and also benefit most greatly from proximity to transit facilities. They represent opportunities for infill, densification, development and redevelopment towards a greater intensity and mix of uses. It should be noted that the location of future high capacity transit stations is not yet finalized. The exact location would be determined through ongoing High Capacity Transit study and any related required follow-up study.

The boundaries of TOD Station Areas are based on current conditions and can be modified in the future to take full advantage of the light rail while giving due consideration to adjacent neighborhoods.

Transit-Oriented Development (TOD) Corridor Area: This area is generally within 1320 feet of future light rail line and high capacity transit station areas and represents the general distance that most individuals are willing to walk to transit stops. This area is expected to primarily have a medium-density residential character with a mix of commercial and office use.

Neighborhood Opportunity Area: Neighborhood Opportunity Area is generally north of TOD Corridor Area and contains established residential neighborhoods. These established, mature single-family residential subdivisions

Figure 7.1: West Main Street Character Areas



are stable, in good condition, and well-liked by their residents. Older subdivision patterns and existing zoning ordinances make it difficult to invest in or expand these homes to fit new lifestyle needs and amenity preferences. These limitations also increase the difficulty of these homes in competing with newer homes on the real estate market. These areas represent an opportunity to protect these neighborhoods and their established character. They also represent an opportunity to encourage investment in existing homes and properties for enjoyment by generations to come.

Industrial Corridor: This area covers the full length of the frontage of Broadway Road in between Tempe Canal and Country Club Drive and has an established industrial character. It is characterized by:

- ❑ Strong commercial traffic levels;
- ❑ Close proximity to three freeways;
- ❑ Close proximity to two freeway interchanges;
- ❑ Proximity to an international airport;
- ❑ Strategic location to serve the southeast phoenix metropolitan area;
- ❑ Existing infrastructure with the capacity to serve redevelopment;
- ❑ Adjacency with a rail freight route.

Obsolete buildings, subdivision patterns, and encroachment by significant neighborhood-oriented retail establishments are resulting in the erosion of the industrial base. Recent promising signs for this area have included the redevelopment of a major industrial site into a new, multiple-building, flex-industrial campus. Over time, this area represents an opportunity to provide enhanced employment opportunities for the area residents while

strengthening the West Mesa economy. This opportunity includes the encouragement of flex, warehouse, and light industrial development.

Benefits

Implementing the policies, projects and programs identified in the Land Use element would result in benefits such as:

- Leverage market trends to encourage and facilitate infill, development and redevelopment
- Provide greater flexibility for creative and innovative development options
- Strongly encourage diversification of housing types for quality living options that support a wide variety of family structures and lifecycle stages
- Protect and strengthen established single-family neighborhoods by removing obstacles to additional owner investment in homes
- Significantly improve the City's fiscal efficiency through increases in density, resulting in better use of existing infrastructure
- Maximize future tax receipts from the area through density
- Maximize the potential for transit patronage, thereby improving the fiscal balance sheet for committed City transit investments

- Maximize the potential for non-automotive travel modes such as walking and cycling, relieving future stress on street capacity limitations
- Minimize existing and future land use conflicts for additional protection of established single-family neighborhoods and commercial real estate investments
- Preserve area employment options

Policies

TOD Station Areas

LUP1: Mixed-use Development: Vertically and horizontally mixed-uses are allowed and strongly encouraged. It is also encouraged that residential use be a significant component of these mixed-use projects. However, mixing of uses need not be on the same site or in the same building to provide a successful mixed-use environment. Review and determination of the appropriateness of single-use projects shall be based on surrounding context, area potential, size of project, and proximity to high capacity transit facilities.

LUP2: Uses Encouraged in TOD Station Areas: The uses listed in Table 4.2, Section 1 Generalized Transit-Oriented Development Standards should be encouraged for new development, redevelopment and expansions.

LUP3: Uses Discouraged in TOD Station Areas: The uses listed in the Table 4.2, Section 2 Generalized Transit-Oriented Development Standards should be discouraged for new development, redevelopment, and expansions.

LUP4: Auto-Oriented Uses: Auto-oriented uses refer to the uses that increase auto dependency and hinder a pedestrian-friendly environment. Auto-oriented uses should be discouraged in TOD Station Areas.

LUP5: Residential Density: While not encouraged, should residential-only development occur in a TOD Station Area, residential density should not be less than 30 dwelling units per acre. Mixed-use projects are not limited by minimum density and instead, should provide functionally and physically integrated mixed-use developments.

LUP6: Commercial Intensity: Commercial intensity in Station Area should have a Floor Area Ratio (FAR) of at least 0.60.

LUP7: Building Height: Building height should be a minimum 3 stories for buildings in the TOD Station Areas. There is no height limit on the maximum number of stories in the TOD Station Areas. However, for heights in excess of 6 stories, an additional review should be required to ensure that such buildings are properly designed and integrated into the adjacent development; especially in cases abutting single-family residences. A building height step-back may be required for developments adjacent to single-family residences. Building height step-back would be assessed on a case-by-case basis depending on the placement, height and design of proposed building as well as the distance between proposed buildings and adjacent single-family residences.

LUP8: Semi-Public Open Space: Publicly accessible pocket parks and plazas with quality amenities should be encouraged in the Station Areas.

LUP9: Pedestrian Pathways: Pedestrian-oriented areas should be continuous and link with the public sidewalk along Main Street.

LUP10: Expanding Development/ Redevelopment opportunities through Land Assembly: Due to the restrictions created by limited lot depth of properties in TOD Station Areas, assembly of land/lots during development/redevelopment should be encouraged. This would allow for more efficient site design and would make it useful for high-density mixed-use projects.

LUP11: Development impacts of Assembled Land on Single-Family Residential Neighborhoods: While land assembly is highly encouraged in the TOD Station Areas, the protection of single-family residential neighborhoods is essential. Impacts of development through assembly of land in the TOD Station Areas should be minimized on abutting residential neighborhoods.

LUP12: Housing Diversity: A more diverse housing mix should be encouraged in the area to allow for housing for all income groups. In accordance with the vision of City of Mesa Housing Master Plan, medium- to higher-end quality housing projects should be encouraged whenever such opportunities arise to achieve the balance of housing options. The diversity of housing mix should be achieved through housing types, unit size and availability of amenities in these areas.

LUP13: Mixed-Income Housing: Mixed-income housing should be encourage to further enhance the diversity of housing in the area.

LUP14: Parking Strategies: The Zoning Ordinance should be modified to allow reductions in the number of parking spaces required for mixed-use and transit-supportive developments. Rather than allowing the proliferation of oversized parking facilities, parking facilities that are properly sized for the parking expected by demand should be allowed. This permits for greater intensity developments with more efficient use of available land area.

LUP15: Shared Parking: Zoning Ordinance modifications should be made to allow for up to a 35% reduction from the standard parking supply requirements in cases of shared parking for mixed use projects in the TOD Station Areas; provided each residential unit in the project has at least one dedicated parking space. The actual percentage reduction should be decided on a case-by-case basis depending upon the type and share of uses in each project.

LUP16: Alternatives to Surface Parking: Alternative parking arrangements besides surface parking should be encouraged in the area to create a more compact, pedestrian-friendly environment. Such arrangements can be in the form of podium parking, parking garages and underground parking.

LUP17: Station Area Design and Development: An integrated approach to development in the TOD Station Area should be followed to ensure an effective mix of uses in the area that are functionally and physically inter-

dependent. Such an integrated effort should also focus on the design aspect of the development through a visioning process to create a welcoming, pedestrian-friendly environment in the area.

TOD Corridor Area

LUP18: Mixed-use and High-Density Residential Development: Vertically and horizontally mixed-uses and high-density multi-family residential should be encouraged in the TOD corridor area. Conversion of existing commercial uses to mixed-use as well as high-density multi-family residential is encouraged.

LUP19: Uses Encouraged in Corridor Area: The uses listed in Table 4.2, Section 1 Generalized Transit-Oriented Development Standards should be encouraged while allowing new development, redevelopment and expansions.

LUP20: Uses Discouraged in Corridor Area: The uses listed in Table 4.2, Section 2 Generalized Transit-Oriented Development Standards should be discouraged for new development, redevelopment and expansions.

LUP21: Residential Density: Residential density in the TOD Corridor Area should not be less than 17 dwelling units per acre in single-use projects. Mixed-use projects should not be limited by a minimum density and, instead, should provide functionally and physically integrated mixed-use developments.

LUP22: Commercial Intensity: Commercial intensity in TOD Corridor Area should have a Floor Area Ratio (FAR) of at least 0.40.

LUP23: Building Height: A building height of minimum 2 stories and maximum 5 stories is acceptable for buildings in the TOD Corridor Area. For heights in excess of 5 stories, an additional review should be required to ensure that such buildings are properly designed and integrated into the adjacent development; especially in case of abutting single-family residences. A building height step-back may be required for developments adjacent to single-family residences. Building height step-back would be assessed on a case-by-case basis depending on the placement, height, and design of the proposed building as well as the distance between the proposed building and surrounding single-family residences.

LUP24: Semi-Public Open Space: Publicly accessible pocket parks and plazas with quality amenities should be encouraged in the TOD Corridor Area.

LUP25: Pedestrian Pathways: Pedestrian-oriented areas should be continuous and link with the public sidewalk along Main Street.

LUP26: Protection of Single-Family Areas: Development proposals in the TOD Corridor Area should be reviewed for a design that is sensitive to adjacent, existing, mature, single-family subdivisions. Citizen participation efforts should be undertaken with potentially impacted properties.

LUP27: Expanding Development/ Redevelopment opportunities through Land Assembly: Due to the restrictions created by limited lot depth of properties along Main Street, assembly of land/lots is encouraged during development/redevelopment abutting Main Street. This

would allow for efficient site design and would make it useful for a variety of uses, like office and retail.

LUP28: Development Impacts of Assembled Land on Single-Family Residential Neighborhoods: While land assembly is highly encouraged in the TOD Corridor Area, the protection of single-family residential neighborhoods is essential. Impacts of development through assembly of land along Main Street should be minimized on abutting residential neighborhoods.

LUP29: Housing Diversity: A more diverse housing mix should be encouraged in the area to allow for housing for all income groups. In accordance with the vision of City of Mesa Housing Master Plan, medium to higher-end quality housing projects should be encouraged whenever such opportunities arise to achieve the balance of housing options. The diversity of housing mix should be achieved through housing types, unit size, and availability of amenities in these areas.

LUP30: Urban-Style Multi-Residence: Urban-style multi-residences are encouraged instead of sub-urban style multi-residences in the area to diversify the type of multi-residences available to users in the area.

LUP31: Improvements of Alleyways: The Pilot Alley Abandonment Program, presently conducted by City of Mesa Neighborhood Services Division for a limited portion of the City should be extended to the study area to overcome some of the issues presented by existing alleyways. However, care should be taken to assess the accessibility and other issues before implementing such strategies and programs in the area.

LUP32: Residential Development along Rail Line: Residential development north of the Union Pacific Rail line should be sufficiently buffered through landscaping and other techniques to mitigate the impacts such as noise on the residents.

LUP33: Parking Strategies: The Zoning Ordinance should be modified to allow reductions in the number of parking spaces required for mixed-use and transit-supportive developments. Rather than allowing the proliferation of oversized parking facilities, parking facilities that are properly sized for the parking expected by demand should be allowed. This permits for greater intensity developments with more efficient use of available land area.

LUP34: Shared Parking: Zoning Ordinance modifications should be made to allow for up to a 30% reduction from the standard parking supply requirements in case of shared parking for mixed use projects in the TOD Corridor Area; provided each residential unit in the project has at least one dedicated parking space. The actual percentage reduction should be decided on a case-by-case basis depending upon the type and share of uses in each project.

LUP35: Alternatives to Surface Parking: Alternative parking arrangements besides surface parking should be encouraged in the area to create more compact, pedestrian-friendly environment. Such arrangements can be in the form of podium parking, parking garages and underground parking.

Neighborhood Opportunity Area

LUP36: Neighborhood Opportunity Area Character: Additions, remodels, new buildings, and site redevelopment should preserve the character of the area.

LUP37: Housing Improvements: Amendments to the City's Zoning Ordinance should be proposed to provide for improvements in the housing units in the identified Neighborhood Opportunity Areas to expand housing improvement options. The allowance of attached or detached "granny flats" should be encouraged to accommodate a wider array of lifecycle stages and family structures.

LUP38: Land Assembly: Land assembly in the Neighborhood Opportunity Area should be encouraged for lots abutting major arterials, especially for single-family residences that have direct access to the arterials. Due to limited lot depth of such single-family residences, the redevelopment/reuse is difficult unless sufficient depths are achieved through land assembly. Land assembly would allow for more efficient site design and would make it useful for a variety of uses such as urban style multi-family residential and offices.

LUP 39: Development Impacts of Assembled Land on Single-Family Residential Neighborhoods: While land assembly is highly encouraged along arterials in the Neighborhood Opportunity Area, the protection of single-family residential neighborhoods is essential. Impacts of development through assembly of land along arterials should be minimized on abutting residential neighborhoods.

LUP40: Green Buildings: The development/redevelopment in the area should be encouraged to incorporate Green Building principals, whenever feasible, to create more sustainable environment.

Industrial Corridor

LUP41: Retail Uses: With the ongoing transition of land zoned for industrial uses to a neighborhood-oriented market, additional new neighborhood and community-oriented, freestanding, retail uses are strongly discouraged. Employment areas should be maintained or redeveloped.

LUP42: Ancillary Retail Uses: Ancillary retail, service and dining uses, sized and located to serve area employees, are supported. However, they should share building space with an established basic sector use and should not exceed more than 10% of the building floor plate.

LUP43: Industrial Corridor Subdivision: Business park oriented subdivision lots should be encouraged that would facilitate light industrial and office uses needing access to a variety of modes of transportation, including freight movement through Union Pacific Rail as well as freight movement through trucking.

LUP44: Development Intensity: Developments such as business parks should take advantage of nearness to light rail as well as surrounding high-density development. Thus, they could be developed at higher intensity through procedures provided in the City of Mesa Zoning Ordinance.

LUP45: Rail Access: Subdivision patterns, site design, and building orientation should preserve the potential of rail freight and commuter rail that may serve the area.

LUP46: Residential Development: Residential development in the Industrial Corridor is highly discouraged. Existing residential areas along Broadway Road should be converted to other uses compatible with the surrounding industrial uses.

Projects

LUPRJ1: Transit-Oriented Development (TOD) Ordinance: Develop a transit-oriented development ordinance to formulate development standards that would facilitate transit-oriented development. This would require updating the Zoning Ordinance to include a transit-oriented development (TOD) base-zoning district that would allow transit supportive density, site design and mix of uses. This would allow property owners to retain their existing zoning standards, but voluntarily make a conversion to the transit-oriented standards through the TOD Zoning Districts.

Primary Responsibility: Planning Division
Priority: High

LUPRJ2: General Plan Update: Update the General Plan Land Use Categories to include a new category that would allow for land uses in TOD Station Areas and TOD Corridor Area in accordance with the policies recommended in the plan.

Primary Responsibility: Planning Division
Priority: High

LUPRJ3: Transit-Oriented Development Incentive Program: Study, develop and implement an incentive program for developments that opt for and redevelop in accordance with the intent of the Transit-Oriented Development base zoning district standards, and the policies of this plan.

Incentives can be in the form of-

- Fee waiver (this can include partial or total development application and/or building permit fee waiver)
- Expedited processing of development applications

Primary Responsibility: Planning Division;
Building Safety Division
Priority: High

LUPRJ4: Infill Investment Opportunity: Provide technical assistance related to investment opportunities for infill projects within the planning areas.

Primary Responsibility: Economic Development (For non-residential projects); Neighborhood Services (For residential projects)
Secondary Responsibility: West Mesa Community Development Corporation (CDC); Chamber of Commerce.

Priority: Medium

LUPRJ5: Update Zoning Code to develop Infill Standards: The infill standards would allow for efficient redevelopment including use conversion of the sites.

Primary Responsibility: Planning Division
Priority: High

LUPRJ6: Technical Assistance for Improvements of Homes in Neighborhood Opportunity Areas: Work closely with the homeowners to provide technical support regarding investment options, remodeling and expansion possibilities of existing mature homes in Neighborhood Opportunity Area.

Primary Responsibility: Planning Division;
Neighborhood services; Chamber of Commerce.
Neighborhood Associations.

Priority: Medium

LUPRJ7: Update Zoning Ordinance to Expand Improvement Options for Homes: Update the Zoning Ordinance to better provide for the expansion and remodeling options of existing, mature homes in the Neighborhood Opportunity Area.

Primary Responsibility: Planning Division
Priority: High

LUPRJ8: Station Area Design and Development: Work with the property owners in the TOD Station Area at Sycamore/Main to identify development options and the design for this area.

Primary Responsibility: Planning Division
Priority: High

Programs

Plan Review: Review of all development proposals, beginning with pre-submittal stage, in the West Main Street Area should be performed in accordance with the policies and projects identified in this section.

Plan

The plan in Figure 7-1 shows the location of West Main Street Character Areas. It shall serve as a guide for the geographic applicability of policies, projects, and programs. It also serves as a guide to the evaluation of appropriate land uses and development character during the design, development review, and public input processes.