



Central Main Street Neighborhood Area Plan

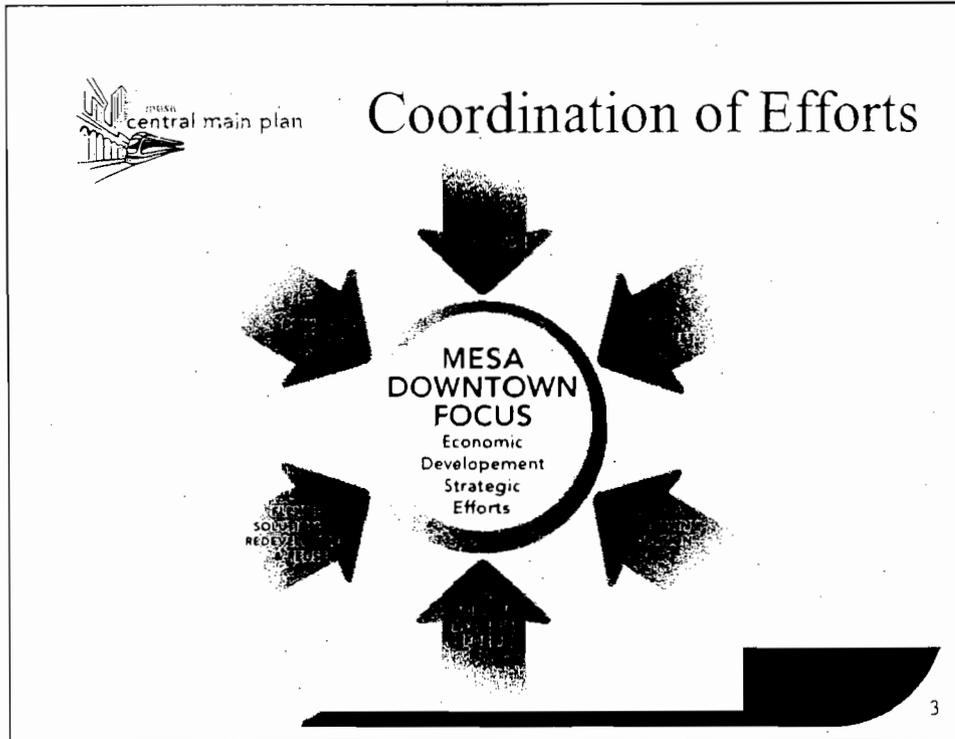
City Council Update
6/10/2010



Council Strategic Initiatives

ECONOMIC DEVELOPMENT that is innovative, development and business-friendly and that includes a variety of strategic tools, redevelopment of older and vacant areas, and a focus on high-value job creation and employment.





The complex block is titled "Why Now?". In the top left corner, there is a logo for "MESA central main plan" featuring a stylized building and train. The content is organized into three sections, each with a heading and a list of bullet points. The first section is "Extension of Light Rail" with two bullet points: "Light rail a catalyst for redevelopment" and "Preparation of Federal Small Starts application". The second section is "Time for new plan for downtown area" with two bullet points: "Current plan adopted in 2000" and "Many items completed". The third section is "Energy and Environment Stimulus Grant (DOE)" with one bullet point: "Used to create plans and zoning tools to facilitate more sustainable development". A small number "4" is in the bottom right corner of the complex block's frame.



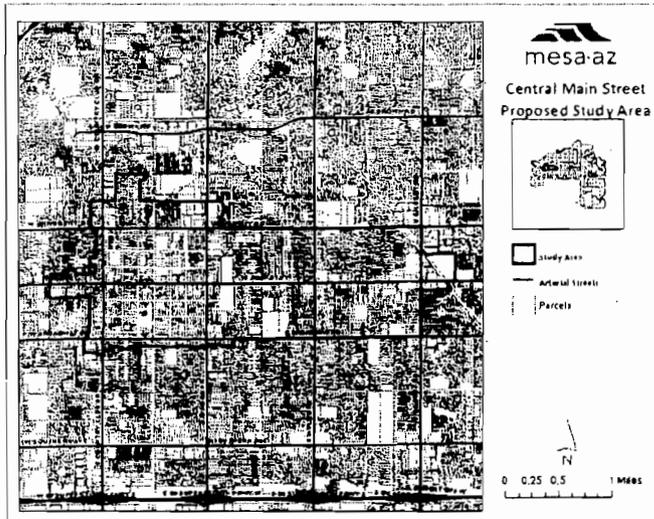
Why Now?

- *ULI, Emerging Trends in Real Estate* reports that nationally, we should write off 2010, 2011, maybe 2012. But when building resumes, it will favor TOD. "The next generation of projects will orient to infill, urbanizing suburbs, and transit-oriented development... People will continue to seek greater convenience and want to reduce energy expenses."

5



Plan Area Boundaries



6



Characteristics

- Approximately 3.75 sq. miles (approximately 2.8% of the city)
- Population in 2000 of 22,281 (approximately 5.6% of the city's population)
- Primarily a suburban development pattern
- Wide variety of land uses – residential, commercial, industrial, civic - very similar to a small city
- Population in 2000 larger than Fountain Hills, Kingman, and Nogales and only slightly smaller than Prescott Valley and Casa Grande.

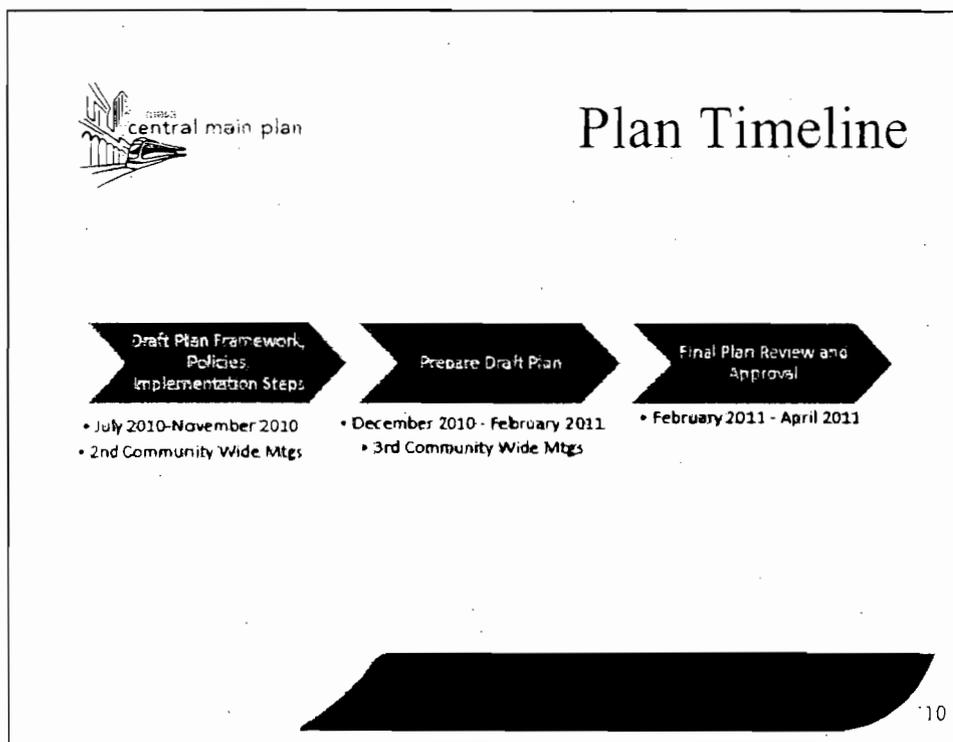
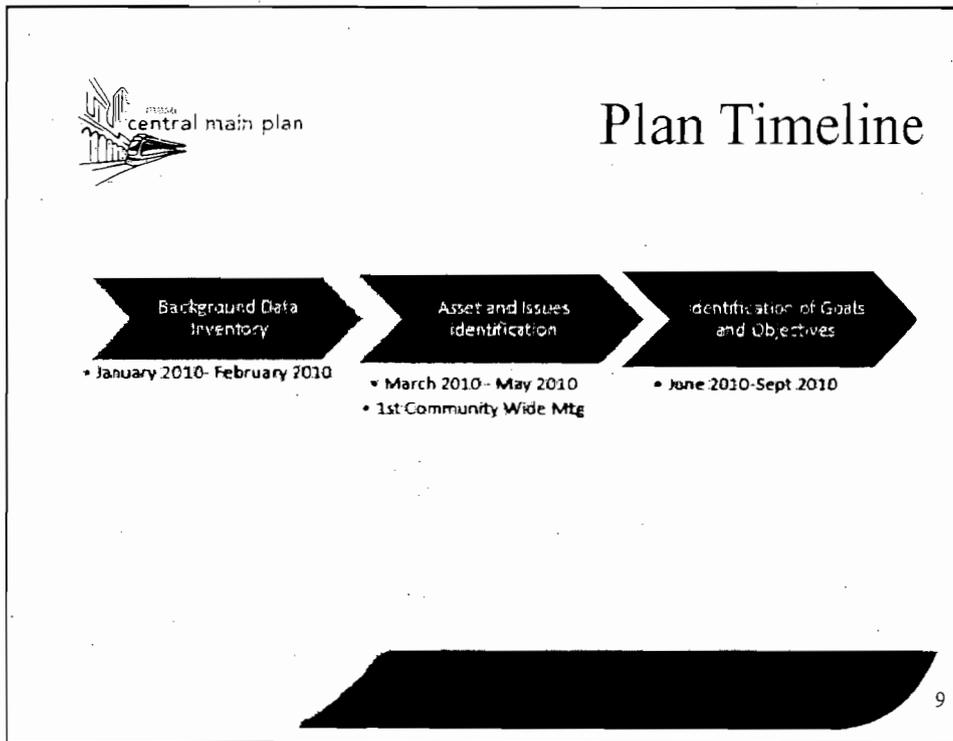
7



Plan Objectives

- Leverage public investment in light rail by facilitating redevelopment into mixed-use, higher intensity, transit-oriented development pattern
- Enhance economic potential
- Create an identifiable sense of place
- Incorporate and improve sustainability practices
- Facilitate transition from new development to existing neighborhoods
- Identify capital improvements needed for redevelopment
- Utilize stakeholders to help create and implement the Plan

8





Plan Participation

Staff working Committee

Plan Advisory Committee

Use of Social Media

Community Input Meetings

11



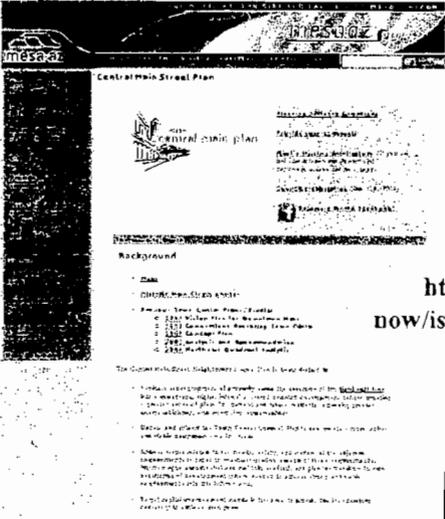
Plan Advisory Committee

- Reviewed background information
- Evaluated Assets, Challenges, and Opportunities
- Defined existing development character
- Learned about Transit Oriented Development and station area design
- Considered downtown's role in the region
- Began discussion of vision and plan organization

12

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Social Media



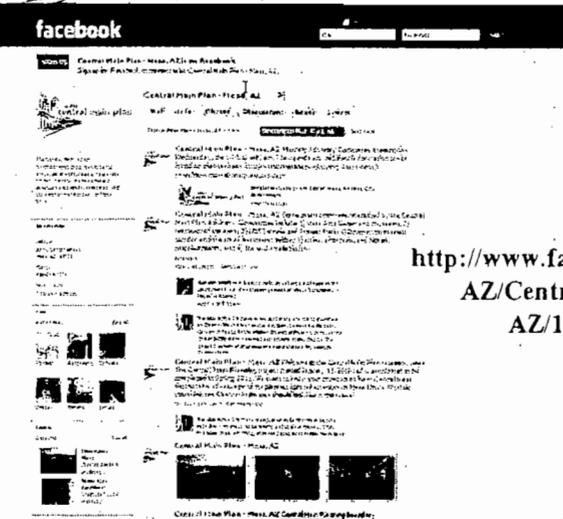
The screenshot shows the City of Mesa website's page for the Central Main Street Plan. The page includes a header with the city logo and the title 'Central Main Street Plan'. Below the header, there is a navigation menu and a main content area with a 'Background' section. The background section contains a list of bullet points detailing the plan's history and goals. A URL is provided to the right of the screenshot.

<http://mesaaz.gov/citymgmt/mesa-now/issues/downtownfocus/cmsplan.aspx>

13

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Social Media



The screenshot shows the Facebook page for the Central Main Plan - Mesa, AZ. The page features a cover photo and a profile picture. The main content area displays several posts, including text updates and photos. A URL is provided to the right of the screenshot.

<http://www.facebook.com/pages/Mesa-AZ/Central-Main-Plan-Mesa-AZ/106825312678411>

14



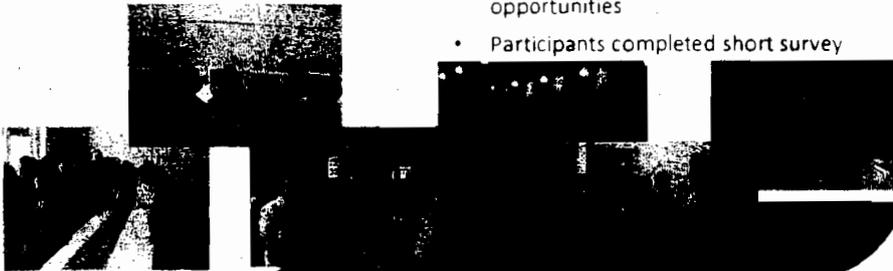
Community Meetings

Saturday, April 24, 2010

- 65 people signed-in, but 90 attended
- Received input on identified assets, issues, and opportunities
- Received input on the identified character areas
- Provided participants with short survey

Tuesday, May 4, 2010

- 67 people signed-in, but more attended
- Short presentation on planning process and transit-oriented development
- Received input on identified assets, issues, and opportunities
- Prioritization assets, issues, and opportunities
- Participants completed short survey



15



Assets, Challenges, and Opportunities

Priorities Identified at Community Meetings:

Assets

- Recreation, Entertainment, Culture
 - Mesa Arts Center, Farmer's Market, Pioneer Park train, Museums
- Investment/Reinvestment
 - POOL
- Stable, Active, Historic Neighborhoods
 - Sherwood Neighborhood, Evergreen, W. 2nd
- Existing Infrastructure

16



central main plan Assets, Challenges, and Opportunities

Priorities Identified at Community Meetings:

Challenges

- Downtown closes at 6 pm
- Rundown, empty businesses
- Lack of landscaping/trees – unappealing visual experience
- Lack of neighborhood supportive businesses
- Unproductive City owned property

17



central main plan Assets, Challenges, and Opportunities

Priorities Identified at Community Meetings:

Opportunities

- Light rail extension to Gilbert Road
- Family-oriented businesses and attractions
- Site 17 – Development opportunities
- Main Street corridor
- Opportunities for loft style residential

18



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Community Character Areas

- Corridors
 - Primarily strip suburban corridors
 - Auto oriented, not pedestrian friendly
- Districts
 - Large single function areas
- Neighborhoods
 - Historic/Traditional
 - Suburban
 - Transitional
 - Multiple Residence
- Suburban Node
 - Auto oriented commercial node
- Urban Center
 - Mixed use
 - Multiple transportation options

19



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Community Character Areas



20



Form-based Code

- A primary implementation tool
 - Facilitates mixed-use urban environments
 - Concentrates on building form and inviting public realm
- 2-Day Charrette/workshop
 - Date: June 23 -24
 - Location: 1240 E. Main St (POOL, former Mervyns)

21



Upcoming Steps

- Summer
 - Data analysis
 - Draft vision for overall area and subareas
- Fall
 - Finalizing vision, goals, objectives for plan elements
 - Additional public meeting
 - Council review
- Late Fall/Early Winter
 - implementation tools, draft plan
- Late Winter/Early Spring
 - public review of final draft
 - Council adoption

22



Questions / Comments