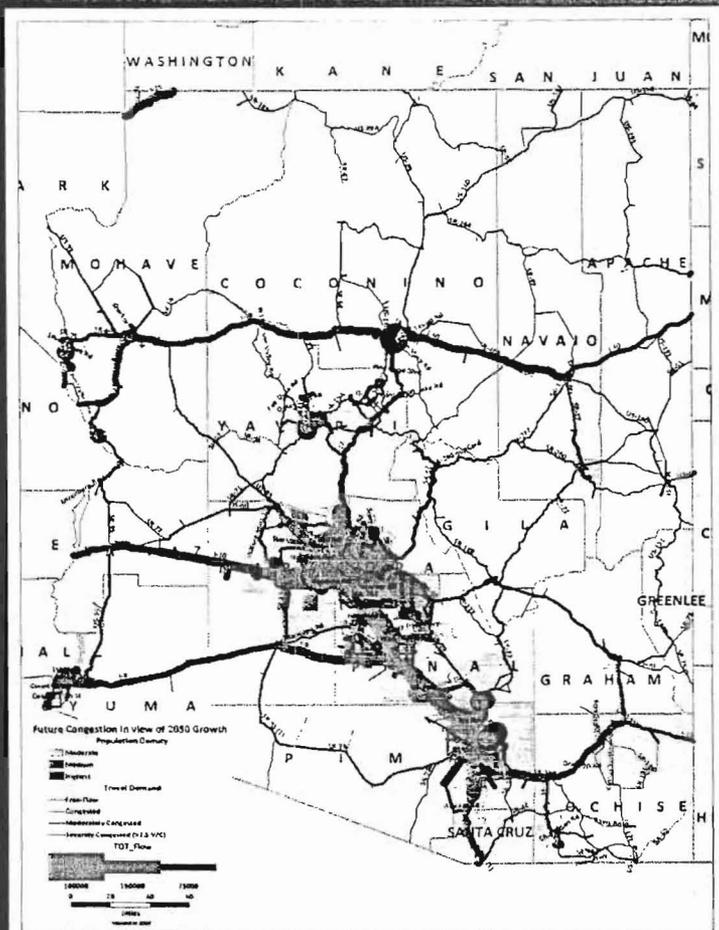


In 2005 . . .

TRAFFIC COUNTS FROM ARIZONA
DEPARTMENT OF TRANSPORTATION

- **303,000 vpd** on I-10, west of SR-51 and Loop 202
- **294,000 vpd** on I-10 at the Broadway Curve
- **225,000 vpd** on I-17, north of Dunlap Ave
- **207,000 vpd** on US-60, east of Loop 101
- **176,000 vpd** on I-10, west of Loop 101
- **47,000 vpd** on I-10, east of Riggs Rd

Vpd = vehicles per day



In 2050 . . .

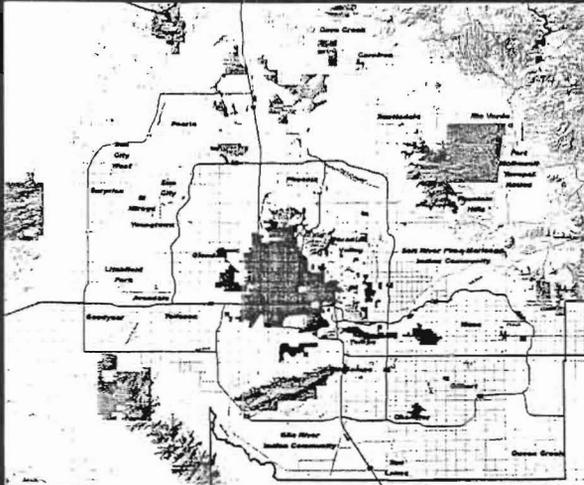
DEMAND ESTIMATES FROM bqAZ
STATEWIDE PLANNING TOOL

- **750,000 vpd** on I-10, west of SR-51 and Loop 202 (+231%)
- **660,000 vpd** on I-10 at the Broadway Curve (+224%)
- **490,000 vpd** on I-17, north of Dunlap Ave (+217%)
- **395,000 vpd** on US-60, east of Loop 101 (+190%)
- **400,000 vpd** on I-10, west of Loop 101 (+227%)
- **215,000 vpd** on I-10, east of Riggs Rd (+457%)

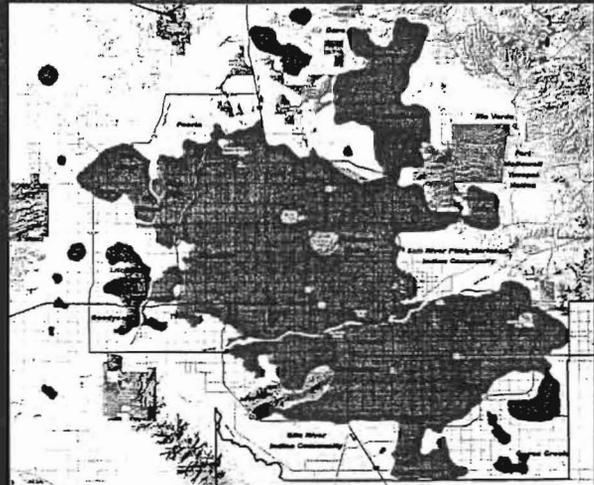
Vpd = vehicles per day

Lessons From the Past Maricopa County Population 1955 AND 2000

- 1955 Population
- 470,000

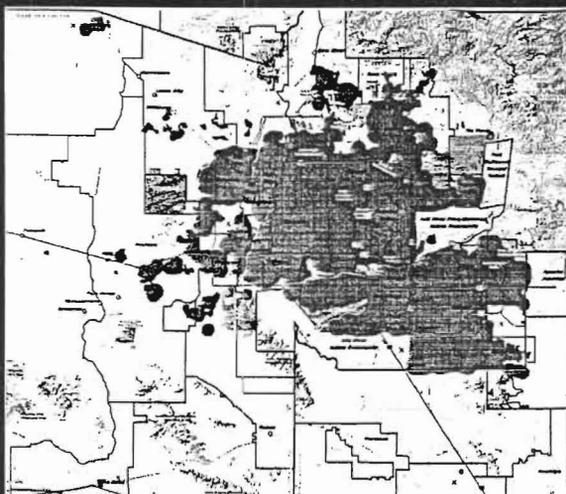


- 2000 Population
- 3,100,000

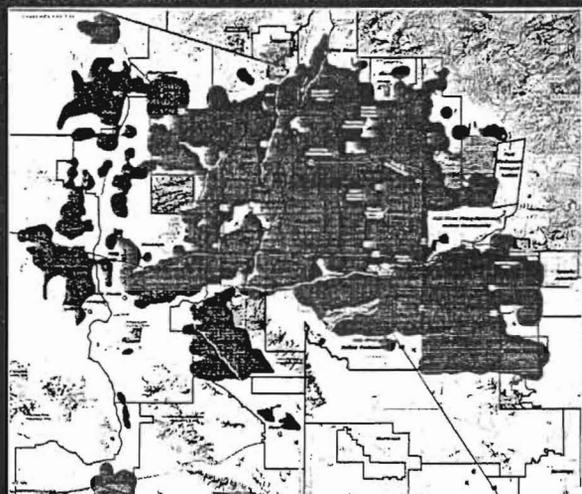


Maricopa County Population: 2010 and 2040 Projections

- 2010 Population
- 4.4 Million



- 2040 Population
- 6.9 Million



A departure from the past

Mesa Gateway will be an internationally recognized destination for those looking for a sustainable place in which to live, work, learn, and recreate. The Mesa Gateway area will be a place where a wide variety of businesses will find an economically efficient business climate, and its workforce and residents will have access to the global resources desired of a knowledge-based economy.

The Mesa Gateway Area was once envisioned as a vast area of airport related industrial development. During this planning process many of the stakeholders challenged the City of Mesa to think differently about the area. In response, the Mesa Gateway Strategic Development Plan sets forth a new vision for the area to address their specific goals.

Over the course of a year, the plan was developed with an intensive community outreach program. The stakeholders represented a diverse cross section of the community, its businesses, landowners, and leaders and were critical to the development of this plan. They committed many hours to the task of understanding the opportunities for the area, while conveying those qualities of the community that they wanted to build upon.

The new vision for this area embraces a more integrated development pattern with more flexibility in locating land uses. This plan recognizes that a mix of uses in close

proximity to each other is vital to creating livable and sustainable places that will grow well over time and retain their value.

Based on the stakeholder input and the evaluation of the area, the following goals, objectives, and development design guidelines have been identified to implement the vision and guide the overall development of this area. Given the flexibility provided for a creative and sustainable mix of uses that will meet the City's goals over the long term, it will be up to the individual developers to demonstrate that their specific project is in alignment with and will further the implementation of these goals and objectives.

1 Goal: Capitalize on the expansion of the Phoenix-Mesa Gateway Airport

1.1 Objectives:

- 1.1.1 Develop commercial passenger service as the primary use of the airport.
- 1.1.2 Develop cargo service as a secondary use of the airport.
- 1.1.3 Protect areas of intense flight activity by only approving developments under the primary flight paths that will not limit flight patterns, growth, and development of the airport.
- 1.1.4 Integrate the airport with surrounding uses such that there is a seamless transition from on-airport to off-airport activities, particularly on the northeast side.

1.2 General Development Guidelines

- 1.2.1 Developments around the airport must be designed in a manner, regardless of use, so as to not negatively affect smooth, safe, and convenient aircraft operations into and out of the airport.
- 1.2.2 The entitlement process for development in this area will include submission of aviation easements, notification requirements, as well as the use of noise attenuation methods appropriate for each location.
- 1.2.3 Development within the various districts must follow the specific requirements established in those areas with regards to addressing the impact to aircraft operations, appropriate uses, and design considerations.

2 Goal: Create at least 100,000 high-wage, high value jobs by 2030

2.1 Objectives:

- 2.1.1 Foster the continued development of local higher educational, technological and applied research institutions
- 2.1.2 Create an overall balance in the types of jobs in the area to serve the needs of businesses and residents.
- 2.1.3 Pursue economic development initiatives that will attract Top Tier companies with

emphasis on the businesses identified in the Economic Development Scorecard (see pages 19 - 22), understanding that change will occur over time.

- 2.1.4 Plan for mixed-use development, including employment, residential, hospitality, entertainment, aviation, education and recreational uses, to address the jobs to housing balance needed for a sustainable area.
- 2.1.5 Develop diverse urban centers and employment nodes.
- 2.1.6 Evolve into a self-sustaining community that attracts residents and jobs with innovation and quality design.
- 2.1.7 Promote a unique design style that fits the local context.
- 2.1.8 Promote the development of design guidelines addressing streetscapes, landscaping, signage, and street lighting.
- 2.1.9 Incorporate an open space system that provides for the active uses of residents while complementing concurrent development.

2.2 General Development Guidelines

- 2.2.1 Development of property should a greater intensification than typical suburban development; some districts will be designated for very urban design forms.
- 2.2.2 A variety of housing types and styles will be needed to meet the varying needs of the residents of this area. Of primary interest

- will be high-density residential units in mixed-use, pedestrian settings.
- 2.2.3 Single-residence detached land uses may be considered in any area if the developer can demonstrate that the product to be developed is compatible with all the City's goals and objectives for the area.
 - 2.2.4 Freeway frontage should be devoted to employment and retail uses. Other uses may also be allowed when done in a manner that meets all of the City's goals and objectives for this area.
 - 2.2.5 High quality design of buildings and site plans will be required in order to set the standard for high-quality, high-wage jobs.
 - 2.2.6 Project design will be evaluated for the impact on the street frontage with the goal of utilizing the street system to provide for a high quality, pedestrian-oriented public realm.
 - 2.2.7 Developments must provide for the infrastructure and public facilities that will be necessary for ultimate development of the area.
 - 2.2.8 Development within the various districts must follow the specific requirements established in those areas with regards to density, mixing of uses, urban design, pedestrian requirements, etc.

3 Goal: Establish an intra- and inter-connected, multi-modal transportation system

3.1 Objectives:

- 3.1.1 Coordinate future land uses with planned transportation improvements.
- 3.1.2 Develop a multi-modal transportation system that includes transit to improve overall connectivity in the area, particularly with the Airport and with the larger region.
- 3.1.3 Explore economic benefits of transportation improvements in the area.
- 3.1.4 Multiple alternatives to the use of automobiles should be provided including an integrated bicycle/trail system that supports both alternative modes of transportation and recreational uses.
- 3.1.5 Coordinate transportation infrastructure improvements with ADOT, MCDOT, Gilbert, Queen Creek, Apache Junction and the State of Arizona
- 3.1.6 Minimize traffic impacts to the surrounding area through internalized trip making realized by an improved jobs-to-housing balance.

3.2 General Development Guidelines:

- 3.2.1 Developments shall be laid out with a high degree of connectivity, particularly in urban core and village core areas.
- 3.2.2 Development plans shall include consideration of potential bus routes, high capacity transit, and local circulator systems.

- 3.2.3 Development patterns need to be at densities and intensities that will support transit development.
- 3.2.4 Complete streets concepts should be used in designing streets (see page 25 for more detail regarding complete streets concepts).
- 3.2.5 Development within the various districts must follow the specific requirements established in those areas with regards to transportation needs to implement the goals of this plan.

4 Goal: Become a model of sustainable development practices

4.1 Objectives:

- 4.1.1 Become the sustainable development capital.
- 4.1.2 Achieve a financially sustainable area.
- 4.1.3 Development in this area will need to be planned and timed to work within the City's fiscal model to provide the needed infrastructure.
- 4.1.4 Development must consider both the short-term and long-term impacts on the natural physical environment.
- 4.1.5 The type and mix of uses developed in the area need to be balanced to provide the opportunity for area residents to live, work, shop, and play in the area thus reducing infrastructure needs and vehicular trip generation.

- 4.1.6 Promote the recruitment and development of businesses and industries to this area that are involved in sustainability.
- 4.1.7 Allow interim land uses that will foster growth of the area while not being an impediment to realizing the vision.
- 4.1.8 Establish sustainable development criteria and guidelines to be applied to development in this area.

4.2 General Development Guidelines:

- 4.2.1 New development throughout the area will be evaluated for its impact on the installation, operation, and maintenance of the City's infrastructure and expected to pay for its infrastructure requirements, as well as, timing, aesthetics and installation of infrastructure provided by private companies, such as SRP.
- 4.2.2 Design and locate buildings to respond to the desert climate and promote energy and water conservation. Designs should provide for human safety and comfort through shade and cooling strategies, solar orientation, passive solar strategies and the deliberate use of materials to reduce solar radiation and the heat island effect.
- 4.2.3 Design landscape improvements to respond to the desert environment, reduce heat islands, and reduce water consumption.

- 4.2.4 Consider the integration and location of uses when designing a site to minimize vehicle trips.
- 4.2.5 Development within the various districts must follow the specific requirements established in those areas with regards to the sustainability goals of this plan.
- 4.2.6 Emphasis on the form of development will ensure that the transition of uses over time is consistent with the vision.

5 Goal: Plan for Implementation

5.1 Objectives:

- 5.1.1 Pair infrastructure recommendations with funding strategies to ensure sufficient infrastructure during initial development.
- 5.1.2 Continue to work with key stakeholders toward a shared vision for local economic development.
- 5.1.3 Develop a Specific Area Transportation study to address airport circulation and access to the region.
- 5.1.4 Develop a phased transit plan and funding mechanism for the area.
- 5.1.5 Partner with private sector to promote development consistent with this plan to include coordination of public sector utility infrastructure improvements with the needs of the private sector and the surrounding communities.
- 5.1.6 Coordinate land use planning with Gilbert, Queen Creek, Apache Junction and the State of Arizona
- 5.1.7 Encourage regional partnerships to accomplish the goals of this plan. With the airport being a regional asset, the success of this plan will be an asset for the region as a whole.
- 5.1.8 Explore and develop aggressive funding mechanisms, including working with state leaders for changes in state law, which will help provide the funding needed for fiscal sustainability.
- 5.1.9 Pursue legislative initiatives and work with elected leaders to adopt Tax Increment Financing and aggressive Community Facilities Districts so that the needed funding for this area and the region can be realized.
- 5.1.10 Develop a form-based approach to zoning for this area that will emphasize the appropriate building forms for this area and allow more flexibility and mixing of uses.