

Office of Economic Development
EDAB Central Main Street Plan Subcommittee
20 East Main Street, Suite 200
Mesa, AZ 85201

MEETING MINUTES

Date: August 03, 2011 10:00 A.M.

MEMBERS PRESENT

Rich Adams, Chair
Peter Sterling

ABSENT

Dan Olson (excused)
Steve Shope (excused)

STAFF PRESENT

Shea Joachim
Jeff McVay
John Wesley

1. Welcome/ Call Meeting To Order

Chair Rich Adams called the meeting of the EDAB Central Main Street Plan Subcommittee to order at 10:03 a.m.

2. Review and Discuss Draft Central Main Plan

Mr. Jeff McVay, Planner II, reviewed the plan's vision document titled "The Vision for Change." The Vision for Change provides the "big picture" of the future Central Main Area.

It was agreed upon, after a discussion, to rework some of the wording of the vision statement to include a wide appeal to everyone not just those that live and work in the Central Main Street Area. Mr. McVay will work on the rewording of the statement.

Mr. McVay reviewed the Prosperous Community Guiding Principle and goals.

There are 5 goals that are supportive of economic development. The goals are:

- Create a distinct and high quality built environment that is attractive to existing and new employers, residents and visitors.
- Provision for a wide range of residential buildings in areas designated for residential and mixed use development in support of a mix of employment, commercial and recreational uses.
- Support a diverse mix of employment uses and increased economic activity through development of a wide range of non-residential and mixed-use buildings in Station Villages, Urban Centers, Downtown Core, and in other areas as warranted by demand.
- Cultivate a well educated, skilled workforce and diverse customer base that supports the success of existing and future businesses.
- Leverage the high-quality, efficient, multi-modal transportation network to support the success of existing and future businesses.

Chair Adams and Mr. Peter Sterling suggested rearranging the order of the Guiding Principles and goals to place a greater emphasis on bringing the businesses and jobs to the Central Main Street Area. This in turn would trigger the residential needs.

Mr. McVay and Mr. Wesley agreed to look at the positioning of the Principles and goals and to rearrange them in order to place a greater emphasis on bringing businesses, jobs and varying residential into the Central Main Area.

Mr. McVay pointed out the four (4) remaining Guiding Principles and goals over-lap and support economic development. They are as follows:

- A People Friendly Community and the goals are:
 - Creation of a pedestrian-oriented development pattern that enhances the community and integrates with existing neighborhoods
 - Create a safe, comfortable, and attractive public realm (streets, parks, open space that meet the needs of residents, employees, visitors, and invites and encourages pedestrian activity and social interaction.
 - Creation of a safe, attractive, and well-designed built environment that enhances community image and stimulates pedestrian activity.
 - Encourage a mix of uses and activities that promote interaction among neighbors.
 - Continue to reinforce the development of a multi-modal transportation system that provides convenient and attractive alternatives to the use of an automobile.

- A Diverse Community and the goals are:
 - The Central Main Street Area establishes its role as a diverse and exciting place; a place where a wide variety of people live, work and recreate.
 - The Central Main Street Area will provide a high-quality and diverse housing stock to meet the needs of a wide range of lifestyles and incomes.
 - Build and maintain cohesive neighborhoods that successfully knit together a diverse mix of historic buildings, existing neighborhoods, and new development.
 - The Central Main Street Area will be home to diverse businesses that provide high-quality jobs, regional attractions, and amenities that support local residents.
 - The Central Main Street Area will provide diverse transportation options to meet the needs for all residents, workers, and visitors.

- A Distinctive Community and the goals are:
 - Creation of memorable places today and the historic districts of tomorrow.
 - Provide the flexibility in development and redevelopment that encourages and allows the creativity necessary to construct iconic buildings, landmarks, and places.
 - The Central Main Street Area provides a unique mix of land uses that attracts visitors and differentiates it from other communities, while supporting the needs of residents.
 - Through activities and achievements, the Central Main Street Area will be known throughout the Valley for its leadership in sustainable development.

- An Environmentally Conscious Community and the goals are:

- The Central Main Street Area will become a model for environmentally sensitive and energy efficient development through reductions in energy usage, vehicle miles traveled, and greenhouse gas emissions.
- Light-rail station areas will be transformed into pedestrian-oriented neighborhoods and the commercial corridors into an urban, pedestrian-friendly development pattern.
- Residents of the Central Main Street Area have access to a healthy living environment.

Mr. Wesley encouraged the Subcommittee to review and be prepared to provide comments for discussion on the Action Plan at the next scheduled meeting.

Upon completion of the review and discussion of the Central Main Street Plan the decision was made to meet again in August. Mr. McVay and Mr. Wesley will make the suggested adjustments and would like to present the revised Main Street Plan at the next EDAB meeting on September 6, 2011.

3. Adjournment

Chair Adams adjourned the meeting at 11:15 A.M.

Submitted By:

William J. Jabjiniak
Economic Development Department Director
(Prepared by Shea Joachim)