

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

MEETING MINUTES

Date: June 30, 2011 11:00 A.M.

MEMBERS PRESENT

Rich Adams, Chair
Dan Olson
Steve Shope
Peter Sterling

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 11:10 a.m.

2. Review and Discuss Draft Central Main Plan

Mr. Shea Joachim commented that the goal of the Subcommittee is to review the economic development aspects of the plan. The committee is encouraged to provide suggestions to improve the Plan and to assist in moving the Central Main Street Plan forward.

Mr. Adams explained that the EDAB Board was not able to get a good feel for the provisions in the plan aimed at creating jobs during the recent presentation to EDAB. The EDAB Board is very interested in promoting job creation in the Central Mesa study area and specifically downtown.

Mr. Jeff McVay, Planner II, reviewed the plan's background. He shared that the study of the plan is 2,400 acres, which encompasses approximately 3% of the entire city. The study area consists of 5% of the housing units in the city, and contains 6% of the population according to the 2000 census. There are 1,764 employers in the study area with approximately 20,000 employees. The Central Main Street Plan encompasses a sustainability aspect as the planning effort is funded by the Department of Energy thru Stimulus Grant money. The sustainability aspect of the planning effort is tied to the light rail extension, which is expected to reduce the number or lead to a reduction of vehicle miles traveled, reduce greenhouse gas emissions, and energy consumption.

Mr. McVay reviewed the plan's vision and objectives with the sub-committee. The objectives of the plan are to urbanize the study area and enhance the economic potential of the City especially in the Downtown area.

Mr. McVay also reviewed the Prosperous Community Guiding Principle and goals. Mr. McVay commented that the circumstances of the Downtown area compared to the rest of the area are unique. Staff has recognized the need to have two separate Guiding Principles. One principle that addresses the Downtown area and another that addresses the rest of the study area.

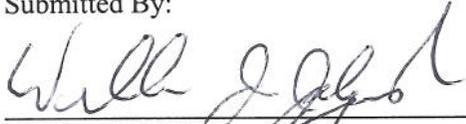
There are 5 goals that are supportive of economic development. The goals are:

- 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.

3. Adjournment

Chair Adams adjourned the meeting at 12:10 P.M.

Submitted By:



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