



## ECONOMIC DEVELOPMENT COMMITTEE

May 23, 2011

The Economic Development Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on May 23, 2011 at 3:32 p.m.

### COMMITTEE PRESENT

Scott Somers, Chairman  
Alex Finter  
Dennis Kavanaugh

### COMMITTEE ABSENT

None

### STAFF PRESENT

Donna Bronski

#### 1. Items from citizens present.

There were no items from citizens present.

#### 2-a. Hear a presentation, discuss and provide direction on Foreign Trade Zone 221.

Economic Development Specialist Jennifer Graves displayed a PowerPoint presentation (**See Attachment 1**) and provided an extensive analysis of Mesa's Foreign Trade Zone 221 (FTZ). She reported that the FTZ, which encompasses 2,017 acres, was established in 1997 and stated that its boundaries were modified in 2008. (See Page 2 of Attachment 1) She explained that although there are currently no FTZ operators or users within the zone, staff was working with two potential entities, including First Solar, Inc., who expressed interest in the City creating a Subzone for the company.

In response to a question from Chairman Somers, Ms. Graves clarified that prior to the FTZ's modification, the Phoenix-Mesa Gateway Airport runway area was encompassed within the zone, which was a largely undevelopable area. She stated that the boundary modification resulted in the inclusion of parcels that were more developable in an effort to attract businesses to the area. Ms. Graves added that 2,000 acres is the maximum allowable size for an FTZ and noted that because Mesa's FTZ encompasses 2,017 acres, it would be necessary for the City to relinquish one "piece" of the zone and exchange it for another in order to establish another portion of the zone.

Chairman Somers commented that there is a portion of land on the east side of the FTZ which is slated to be the site of the east terminal for the Phoenix-Mesa Gateway Airport. He inquired if

there was any reason why the City would keep that portion in the zone if it was going to be used as a commercial airport.

Ms. Graves responded that the portions of the FTZ that are intended for airport use could most likely be eliminated from the zone through an adjustment of the boundaries. She said the City would attempt to incorporate more commercial pieces that would not be used for airport operations.

Discussion ensued relative to the fact that an FTZ is a secure area located in or near a U.S. port of entry; that Phoenix-Mesa Gateway Airport is considered a fee-based port of entry, with customs onsite; that Phoenix Sky Harbor Airport is the main port of entry for the region; and that within an FTZ, merchandise can, for example, be manufactured, repaired or assembled, but retail sales are prohibited.

Ms. Graves provided a short synopsis of the different types of FTZs, including a General Purpose Zone (GPZ) and a Subzone, and the elements of each zone. (See Page 4 of Attachment 1) She stated that Mesa's FTZ was a GPZ, which was established under a Traditional Site Framework. Ms. Graves added that in 2009, the Foreign Trade Zone Board presented an Alternative Site Framework, which would be discussed in greater detail later in the presentation.

Responding to a question from Chairman Somers, Ms. Graves stated that she did not believe a Subzone would be counted against the FTZ's 2,000 acres, but noted that she would conduct further research in this regard.

Economic Development Department Director Bill Jabjiniak clarified that if Mesa created a Subzone of 100 acres, for instance, it would be necessary for the City to relinquish the same amount of acreage from the FTZ's 2,000 acres.

Chairman Somers commented that First Solar would be Mesa's First FTZ Subzone.

Ms. Graves reviewed the benefits to operators/users of an FTZ (See Pages 5, 6 and 7 of Attachment 1) and also the manner in which the zone benefits the City of Mesa. (See Page 8 of Attachment 1)

Ms. Graves also remarked that as a grantee of an FTZ, the City of Mesa incurs various administrative costs to oversee the zone. She briefly referenced a chart illustrating the current fee schedule associated with Mesa's FTZ (See Page 10 of Attachment 1) and added that such fees are comparable to the other zones in Arizona. (Phoenix, the West Valley, Tucson, Nogales, Yuma and Sierra Vista)

Further discussion ensued relative to the fact that there are more than 200 FTZs throughout the country, with at least one in each state; that Mesa's zone was unique in that it is located at an airport and includes land directly surrounding an airport that serves both as a shipping, general purpose and commercial airport; that Arizona, and specifically the Phoenix area, was unique in the fact that there are three FTZs and distinct grantees under different management; that although Mesa has customs coming out of Phoenix-Mesa Gateway Airport, the community is located within the main port of entry boundaries for Phoenix's Subzone; and that a Mesa company could go to Phoenix and create a Subzone in Mesa without using Mesa's FTZ.

Chairman Somers stated that since 1997, Phoenix-Mesa Gateway Airport has experienced significant infrastructure improvements and noted that the nearby freeway offers greater access throughout the region and the Southwest as a whole. He commented that it was important for the City to “pay more attention” to the FTZ and inquired what the next steps in the process would be in order to create export jobs in the area.

Ms. Graves responded that the Economic Development Department could work to identify export-oriented businesses; inform businesses that Mesa has Foreign Trade Zone benefits; create FTZ marketing materials; clearly explain how to utilize the FTZ; and conduct workshops regarding the FTZ.

Ms. Graves further reported that Phoenix and Tucson realigned their FTZs under an Alternative Site Framework, which increases the competitiveness of the FTZs by reducing the application time and the barriers to make site modifications. She stated that the program creates “a magnet site” in the GPZ and noted that the other sites that are created are “user-specific sites.”

Ms. Graves noted that under the Alternative Site Framework, a logistics company, for example, could obtain an application in 30 to 45 days as compared to six months per the Traditional Site Framework. She commented that staff has discussed the possibility of Mesa realigning its FTZ under the Alternative Site Framework and working with the Foreign Trade Zone Board in that regard.

Mr. Jabjiniak referred the Committee to a document titled “Maximizing the Zone,” which details the next steps in the process that staff should undertake in order to maximize Mesa’s FTZ. (See Page 11 of Attachment 1) He also recommended that the City hire a consultant to consider a variety of issues, including the Alternative Site Framework, and assist in the creation of various marketing materials that convey the benefits of the zone.

Additional discussion ensued relative to the fact that the Development Agreement entered into between First Solar and the City of Mesa included language stating that the City would facilitate the creation of a Subzone for First Solar; and the importance of the City establishing a good working relationship with U.S. Customs and Border Protection due to the fact that the agency approves all FTZ applications for potential operators and users within the zone.

Chairman Somers stated that the Committee concurred with staff’s direction as outlined by Mr. Jabjiniak. He also suggested that staff benchmark the best practices from existing FTZs in order to demonstrate the benefits of potentially realigning Mesa’s FTZ under an Alternative Site Framework.

Responding to a question from Committeemember Kavanaugh, Ms. Graves stated that the Foreign Trade Zone Board, which operates the Alternative Site Framework program, operates under the U.S. Department of Commerce and offers guidance on the process.

Committeemember Kavanaugh commented that the National League of Cities (NLC) was an advocate for the development of FTZs and has formed partnerships with the Department of Commerce in this regard. He urged that Mesa’s Sister Cities, and particularly those in China, Mexico and Canada, be involved in this process. Committeemember Kavanaugh added that Mesa’s relationship with its Sister Cities was a key element in the City establishing its FTZ.

Chairman Somers noted that China was very interested in renewable energy and suggested that Mesa should take advantage of such a significant export market potential.

Chairman Somers thanked staff for the presentation.

2-b. Hear a presentation, discuss and provide direction on the Business Accelerator.

Chairman Somers commented that for some time, he has been interested in the concept of a Business Accelerator, particularly since Mesa does not have one and the Valley as a whole has very few. He explained that exploring this issue at this time is appropriate, especially with the City's focus on aerospace/high tech industries and the fact that Mesa has an airport that is attached to a Research I University (ASU Polytechnic).

Chairman Somers further remarked that the Council approved a grant to fund a preliminary Business Plan concerning the development of a Business Accelerator, which was recently completed. He noted that this issue has proceeded rather slowly and said he would prefer that it move forward in an expeditious manner.

Economic Development Project Manager Shea Joachim displayed a PowerPoint presentation **(See Attachment 2)** and reported that Business Incubators provide support to entrepreneurs in an effort to lower "the early stage business failure rate." He explained that such support includes, among other things, office space, technical/office equipment and telephone services.

Mr. Joachim referred to a document titled "Client Development Stages," which he obtained from the Greater Mankato Business Accelerator, which illustrates the different stages of business development. **(See Attachment 3)** He advised that a Business Incubator focuses on supporting businesses in Stages 1 and 2 (i.e. ideation and pre-revenue stages), whereas a Business Accelerator addresses businesses in Stages 3 and 4 (i.e., execution and growth). He noted that the development of a business does not follow the rigid stages as depicted in Attachment 3 and added that there was not a clear delineation between the different stages.

Mr. Joachim provided a brief overview of various statistical data garnered from a 2005 National Business Incubator Association (NBIA) survey illustrating the importance of business incubators and accelerators.

Mr. Joachim discussed a variety of benefits that a Business Accelerator provides which include, but are not limited to, the following: providing resources that a business would be unable or unwilling to achieve on its own; designing a program of services and networking skills to the businesses, specifically top-level management; that upon graduation from the Incubators or Accelerators, business owners have an established network of peers/professionals to assist them when they encounter obstacles; that when a business applies for a loan or endeavors to conduct business with an entity, it has the legitimacy of graduating from the Accelerator; and that a Business Accelerator benefits the community through job growth, entrepreneurship, and business development.

Discussion ensued relative to staff's vision for the creation of a Business Accelerator in Mesa; that such a vision includes leveraging local assets, building upon industry strengths that currently exist in Mesa, a technology-focused business accelerator with proximity to the ASU Polytechnic campus, and an Incubator focused on regional/institutional partnerships (i.e., governmental and private sector entities); and examples of various technology Accelerators. (See Page 5 of Attachment 2)

Mr. Joachim further reported that the Council directed staff to pursue a Business Plan, which began by individuals from ASU's Innovation and Entrepreneurship Department conducting public outreach with various focus groups in government, private industry and educational institutions. He explained that the groups inventoried Mesa's assets, considered what areas the Accelerator should focus on and also discussed possible locations for the facility.

Mr. Joachim also noted that in June 2010, the Business Plan was completed and stated that the "key takeaways" from the process were as follows: 1.) The goal of the Accelerator was that it be self-sustaining; 2.) That the facility be a Center of Excellence in a particular aspect of the aerospace industry; and 3.) That such a facility include regional partnerships.

Responding to comments from Chairman Somers, Mr. Joachim clarified that the Business Plan recommendations include two options with respect to an actual facility: new construction or leasing an existing space. He stated that in each scenario it was anticipated that there would be an initial subsidy, although the ultimate goal was that the facility would be self-sustaining.

Chairman Somers stated that he would prefer to say that the City would be investing in the Accelerator as opposed to subsidizing it.

Further discussion ensued relative to the Business Plan recommendations (See Page 7 of Attachment 2) and the "Next Steps" in the process (See Page 8 of Attachment 2); and that next week, staff will meet with Mitzi Montoya, Vice Provost and Dean of ASU Poly's College of Technology and Innovation, to discuss possible sites on campus for the facility.

Responding to comments from Chairman Somers, Mr. Jabjiniak stated that Dr. Montoya was very interested in partnering with the City of Mesa to accomplish the creation of a Business Accelerator.

In response to a question from Committeemember Finter, Mr. Joachim stated that at this time, he was unable to estimate the cost of the "ideal facility," which would be approximately 40,000 square feet. He stated that if the City elected to pursue constructing a new building, it was anticipated that it would occur in phases.

Mr. Jabjiniak also noted that it would be important for the Business Plan to reflect the financing for the construction of such a facility.

Mr. Joachim further commented that staff will meet with a representative of the Economic Development Administration (EDA) to discuss various funding options through the EDA that the City might wish to pursue.

Additional discussion ensued relative to the fact that the recommended organizational structure for the Accelerator is a 501(c)3 organization, with a nine-member independent Board of Directors, five of whom would comprise an Executive Committee; that staff recommends establishing a subcommittee within the Economic Development Advisory Board (EDAB) to provide assistance with the "Next Steps" in the process; and that staff would report back to the Economic Development Committee with respect to their efforts in this regard.

Committeemember Kavanaugh thanked staff for their hard work concerning this matter and said that he was hopeful that the creation and operation of a Business Accelerator in Mesa would move along quickly.

Committeemember Finter commented that although he was supportive of moving this item forward, he urged staff to identify the funding sources for the construction of such a facility as soon as possible.

Chairman Somers stated that he would like Dr. Montoya to address the Committee regarding Business Accelerators and what ASU Poly's role might be in that regard.

Mr. Jabjiniak assured the Committee that staff would pursue various funding options and stressed that the creation of a Business Accelerator would assist Mesa in incubating its "homegrown businesses."

Chairman Somers thanked staff for the presentation.

(Chairman Somers declared a brief recess at 4:29 p.m. The Economic Development Committee reconvened at 4:35 p.m.)

2-c. Hear a presentation, discuss and provide direction on the Central Main Street Plan.

Planning Director John Wesley stated that due to time constraints, he would make an abbreviated presentation of the Central Main Street Plan.

Mr. Wesley displayed a PowerPoint presentation (**See Attachment 4**) and reported that for more than a year, staff and the Plan Advisory Committee have been working to develop the Central Main Street Plan. He stated that throughout the planning process, economic development has been a key driver, with the extension of light rail transit from Sycamore Station to just east of Mesa Drive.

Mr. Wesley briefly highlighted a map illustrating the Central Main Street Planning Area boundaries, as well as the areas of maintenance, evolution and transformation. (See Page 7 of Attachment 4) He also reviewed a document titled "Relative Development Intensities" (See Page 8 of Attachment 4), which illustrates the highest development intensities situated in the downtown area (6 stories or higher); the Main Street/Country Club and Main Street/Mesa Drive stations (3 to 5 stories); Main Street/Stapley Drive station (3 stories); and Main Street/Gilbert Road station (3 to 4 stories).

Mr. Wesley stated that in an effort to refine its vision, the Plan Advisory Committee established five Guiding Principles to direct the development of the Plan. (See Page 9 of Attachment 4) He commented that in the past six to nine months, staff and the Committee considered each of the Guiding Principles and developed specific goals associated with such principles, as well as specific policies, projects and programs that are important to implement the Guiding Principles within the planning area.

Mr. Wesley further remarked that this summer, staff will prepare the draft Plan document and will conduct additional community outreach in the fall. He stated that staff was seeking feedback from this committee, the Sustainability & Transportation Committee, the Community & Cultural Development Committee and various citizen advisory boards with respect to the goals, policies, projects and programs for the Central Main Plan.

Senior Planner Jeff McVay addressed the Committee and offered a brief overview of the goals, policies, projects and programs for the five Guiding Principles, which include A People-Friendly

Community, A Prosperous Community, A Diverse Community, A Distinctive Community and An Environmentally Conscious Community (See Pages 12 through 32 of Attachment 4). He stated that the City has contracted with Opticos Design to develop a form-based code, which will be the primary implementation tool of the Central Main Street Plan.

Chairman Somers inquired how the Central Main Plan would take into consideration “the unique, organic businesses” that are starting to open in downtown Mesa and not “manufacture an outdoor mall” in the area.

Mr. Wesley clarified that there are certain policies within the Central Main Plan that address the issue of working with local businesses. He explained that “there is a bias in the Plan in the way it is written against the chain-type establishments coming into the downtown area.” Mr. Wesley added that the language in the form-based code with respect to the form, type and size of buildings that can be built in the downtown area would also address those types of issues.

Responding to a question from Chairman Somers, Economic Development Department Director Bill Jabjiniak responded that the Downtown Mesa Association (DMA) would play a major role in the activation of the downtown area. He stated that DMA’s contracts are being rewritten to transition away from merely focusing on property maintenance to supporting and bringing events into the downtown and “making it a destination.”

Mr. Wesley also noted that a representative of the DMA serves on the Plan Advisory Committee and said that staff updates the organization with regard to this ongoing process. He also explained that with respect to Plan implementation, staff will determine which entity is best suited to implement certain policies and added that in some cases, it will not be the City but other organizations such as the DMA.

Chairman Somers commented that he liked the direction in which the Central Main Street Plan was proceeding and said he preferred to see businesses, such as a microbrewery or an independent company, in the downtown area as opposed to major chains.

Mr. Wesley continued with the presentation and reported that the Central Main Street Planning Area has been divided into several sub-areas in order to identify specific goals and policies for each area. He displayed maps illustrating each of the sub-areas. (See Pages 34 through 41 of Attachment 4) Mr. Wesley reiterated that once the draft Plan is prepared, staff will solicit input from the community, the Planning & Zoning Board (P&Z) and hopefully bring the document to the Council in the October-November timeframe for adoption.

Chairman Somers stated that if downtown Mesa was going to be “a hipper location” for a student population, it was important that the City attract the appropriate type of college or university. He commented that a community college or a distance-learning university would not bring “the intensity” that Mesa is seeking. Chairman Somers added that he would be “disappointed” if the Plan did not include a couple mid-rise condo projects in the downtown area, which could accommodate students or empty nesters, especially with the future connectivity to light rail.

Committeemember Kavanaugh concurred with Chairman Somers’ comments relative to the possible housing options in the downtown area. He acknowledged that it was a complex issue and stated that in order for there to be a successful housing area along the Central Main Street corridor, it was also important to focus on creating a safe environment and various transportation options. Committeemember Kavanaugh also noted that staff and the Plan

Advisory Committee have taken a very comprehensive approach which, in his opinion, would be helpful for the Council in terms of economic development decisions, planning and zoning decisions, and housing and transportation issues.

Committeemember Finter acknowledged staff and the Plan Advisory Committee's efforts, but voiced concern that the Plan has "built in a bias" with respect to limiting the types of businesses that would be welcome in the downtown area. He urged that the Plan "let the market drive it and stay out of the way of the private market place."

Committeemember Kavanaugh stated the opinion that the Plan shows the imagination of the community in terms of how a sustainable area can develop. He commented that he would hope that the Plan would also "spark" ideas from existing property owners in the area or business owners who would like to relocate to the downtown that this is the kind of area in which creative development would be encouraged.

Mr. McVay responded that at one point, the Plan Advisory Committee discussed the inclusion of language in the policy that would restrict the number of chain/retail establishments in the downtown area. He stated that the Committee reconsidered such an option when they recognized that it was impossible to determine what the market is going to drive. He added that if the City can control the vision and character of the area more than what uses go in, Mesa would be better off in the long run.

Chairman Somers suggested that a Trader Joe's, for example, would be an appropriate type of business that could go into the downtown. He acknowledged that perhaps he went too far in his earlier comments, but added that the Plan should recognize what is beginning to happen in the downtown area with the infusion of unique, organic businesses and support it.

Mr. Jabjiniak also remarked that the mix of residential to jobs and the type of residential is critical in the downtown and said that what comes first is jobs and then housing.

Chairman Somers thanked staff for the presentation.

### 3. Adjournment.

Without objection, the Economic Development Committee meeting adjourned at 5:10 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the meeting of the Economic Development Committee of the City of Mesa, Arizona, held on the 23<sup>rd</sup> day of May, 2011. I further certify that the meeting was duly called and held and that a quorum was present.

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LINDA CROCKER, CITY CLERK

bdw/pag  
(attachments – 4)

# City of Mesa Foreign Trade Zone No. 221







## *What is an FTZ?*

- A secure area located in or near a U.S. port of entry
- Legally outside the U.S. customs territory (for duty purposes only)
- In a zone:
  - Merchandise may be assembled, exhibited, cleaned, manipulated, manufactured, mixed, processed, relabeled, repackaged, repaired, salvaged, sampled, stored, tested, displayed, and destroyed
  - Retail sale is prohibited



## Types of FTZ's

- **General Purpose Zone (GPZ)**
  - Often industrial park or port setting
  - Designated as multi-purpose or for use by multiple companies
  - 1 GPZ may comprise multiple sites
  - Serves as the sponsoring zone for the subzone
- **Subzone**
  - Normally single or specific purpose sites
  - Often isolated manufacturing locations or dedicated distribution centers
  - Operations can't feasibly be moved to or accommodated in a GPZ



## Why Use an FTZ?

- **Duty Deferral**
  - Customs duty and federal excise tax paid only when merchandise is transferred from FTZ to US customs territory for consumption
- **Duty Elimination on Exports & Scrap**
  - Goods may be exported from a zone free of duty and federal excise tax
  - Goods may be destroyed in a zone without payment of duty and federal excise tax



## *Why Use an FTZ? cont.*

- **Duty Reduction – Inverted Tarrif**
  - With permission from the FTZ Board, when merchandise is admitted into the zone, the importer may elect a zone status that requires payment of the:
    - Duty rate applicable to either the materials as admitted
  - OR
  - Duty rate applicable to the finished product as removed from the zone (whichever is lower)
- **Logistics Flow/Trade Facilitation**
  - Flexible customs procedures & Reduced fees



## *Why Use an FTZ? cont.*

- AZ FTZ Property Tax Treatment
  - Typically, a manufacturing or distribution facility in Arizona is considered Class 1 property and is subject to a 21% assessment ratio
  - In Arizona, real and personal property located within the boundaries of an active FTZ or subzone is considered Class 6 (2) property. All Class 6 property is subject to a 5% assessment ratio



## ***Benefits to the City***

- Tool that can be utilized to attract new export oriented business to the City
- Assist our efforts to establish the PMGA as a thriving center for business, employment, aviation, and technology



## *Cost to the City*

- Administrative staff time
- Bond - \$700 per year





mesa·az

# Current Fee Schedule

## Application Fees

- Minor Boundary Modification \$1,000
- Major Boundary Modification \$5,000
- General Purpose \$3,500
- Sub-Zone – City of Mesa \$5,000

## Activation Fees

\$1,000

## Annual Fees

- Minor Modification \$2,000
- Major Modification \$5,000
- General Purpose \$0
- Sub-Zone – City of Mesa \$5,000



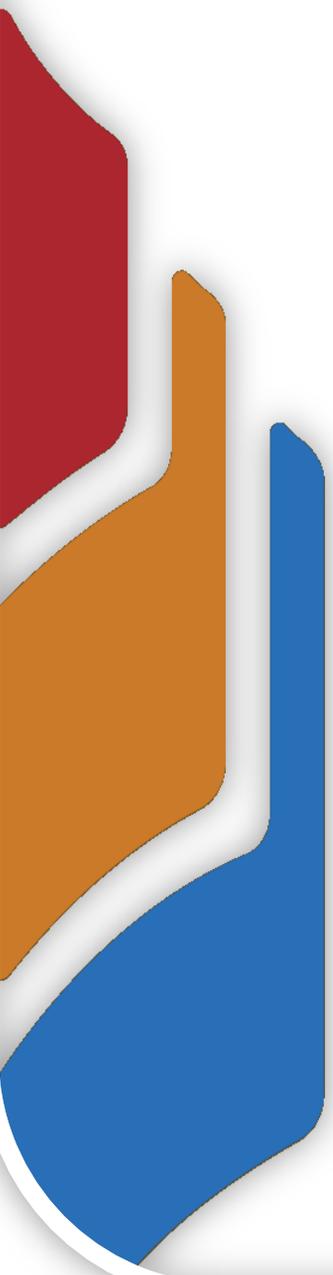
## *Maximizing The Zone*

- Identify export oriented businesses that may be able to take advantage of the program
- Create marketing materials that effectively convey the benefits of the zone
- Hold workshops for businesses to educate them on the FTZ
- Other thoughts...

# **Mesa Business Accelerator**

**Economic Development  
Council Sub-Committee**

**May 23, 2011**





# Background

- The Incubation Concept
- The Stages of Business Growth
- “Accelerator” versus “Incubator”
- Research & Statistics



# Accelerator Benefits

## Business:

- Resources
- Networking
- Legitimacy

## Community:

- Job Growth
- Entrepreneurship
- Business Development



# The Vision

- Technology-Focused Business Accelerator
- Proximity to ASU Polytechnic Campus
- Regional and Institutional Partnerships



# Examples

- Defense & Security Technology Accelerator  
(Fayetteville, North Carolina)
- Saratoga Technology Accelerator  
(Saratoga Springs, New York)
- Dayton Tech Town  
(Dayton, Ohio)



# The Business Plan

- Public Outreach – Focus Groups
- Completed by ASU in June 2010
- Key Takeaways from Business Plan:
  1. Goal to be Self-Sustaining
  2. Center of Excellence
  3. Regional Partnerships



# Recommendations

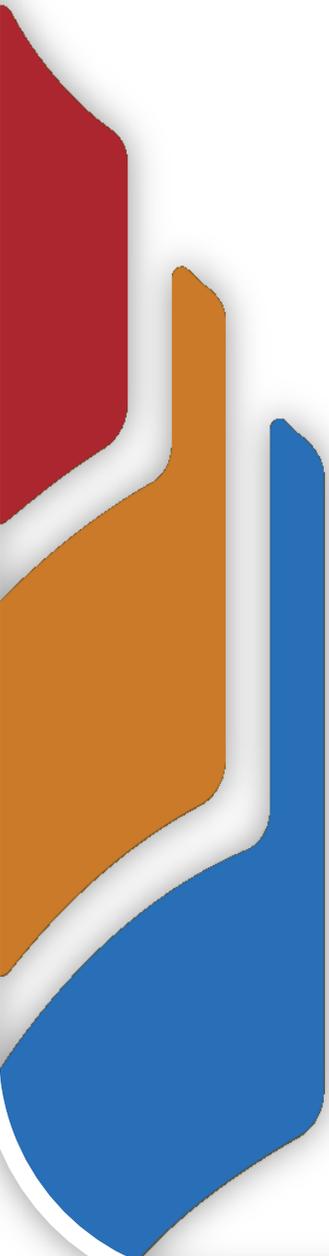
- Leverage Assets: ASU Polytechnic & Phoenix-Mesa Gateway Airport
- Aerospace, Engineering & Technology Focus
- Accelerator to be self-sustaining... value proposition to go beyond lease rate
- 501(c)3 organizational structure
- Ideal facility size is +/- 40,000 SF (phases)



# Next Steps

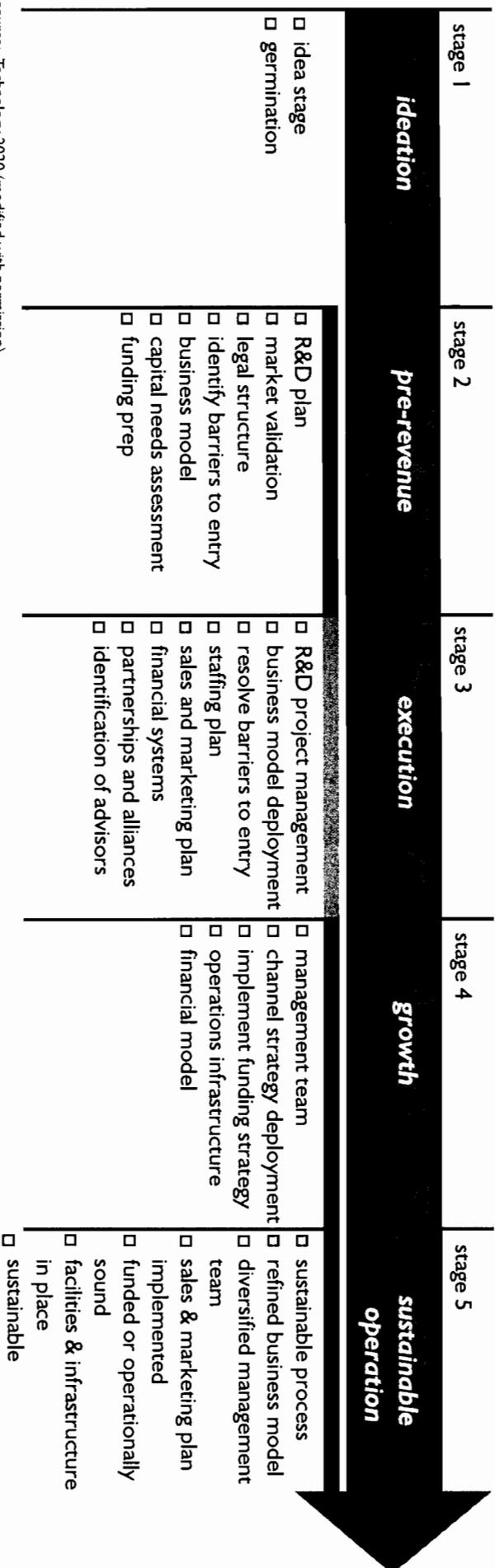
- Site Selection
- Evaluate Funding Options
- Formal Organization
- Board of Directors

# Questions/Comments





## Client Development Stages



source: Technology 2020 (modified with permission)



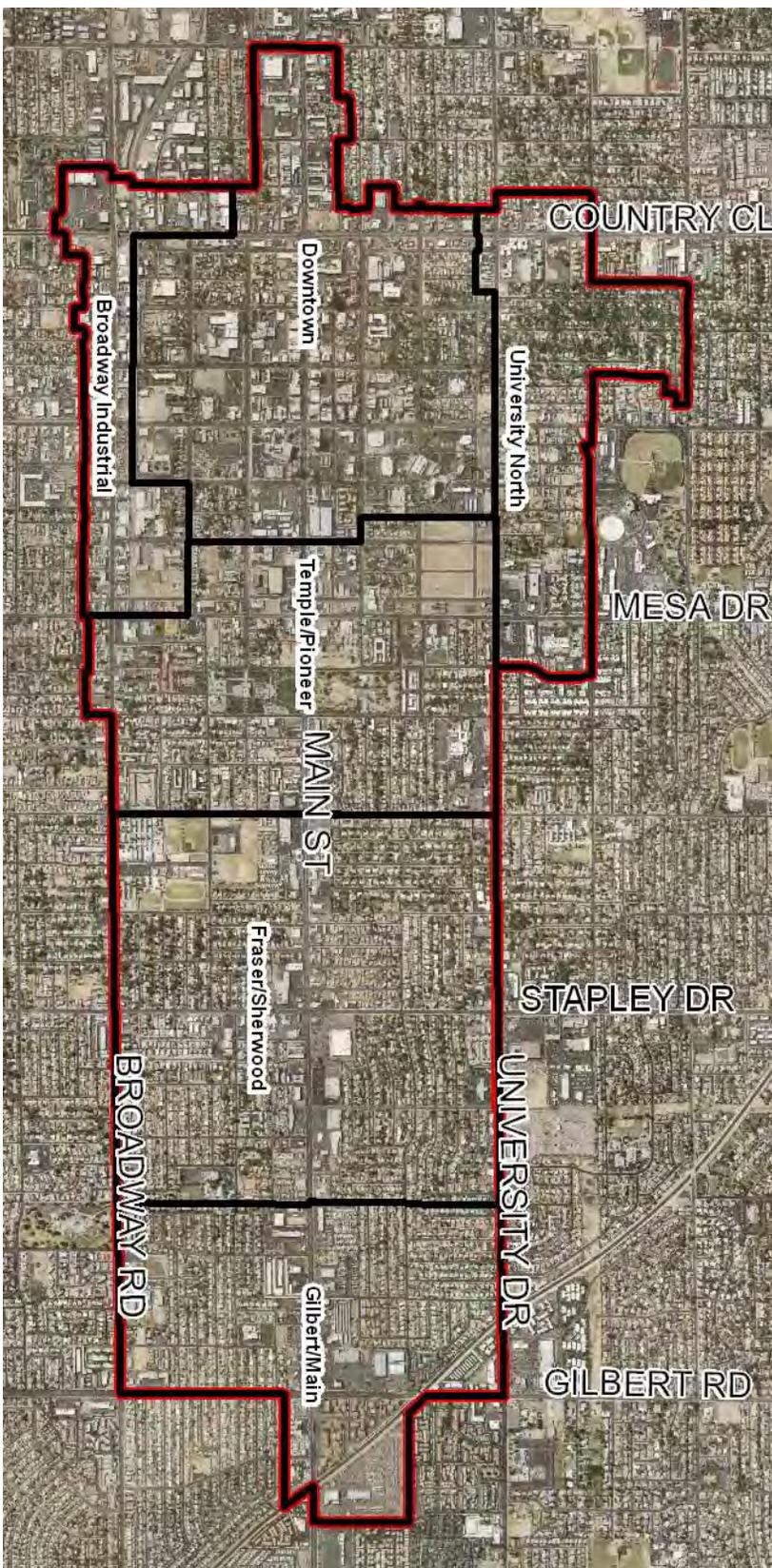
# Central Main Street Neighborhood Area Plan

Economic Development Committee

5/23/2011



# Plan Area Boundaries





# Why Are We Planning?

- Extension of Light Rail
- Address Council Strategic Initiatives
- Time for new plan for downtown area
- Funding available - Energy and Environment Stimulus Grant (DOE)



## Why Are We Planning?

*ULL, 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.”



# 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



# Development Along METRO Corridor 2004 to Present

- **\$7.4 billion total investment along METRO Light Rail (planned, under construction, or completed)**
  - \$1.5 billion public investment
  - \$5.9 billion private investment
- **17,000+ residential units**
- **9+ million SF commercial**
- **3,200+ hotel rooms**

**\$1.4 Billion**

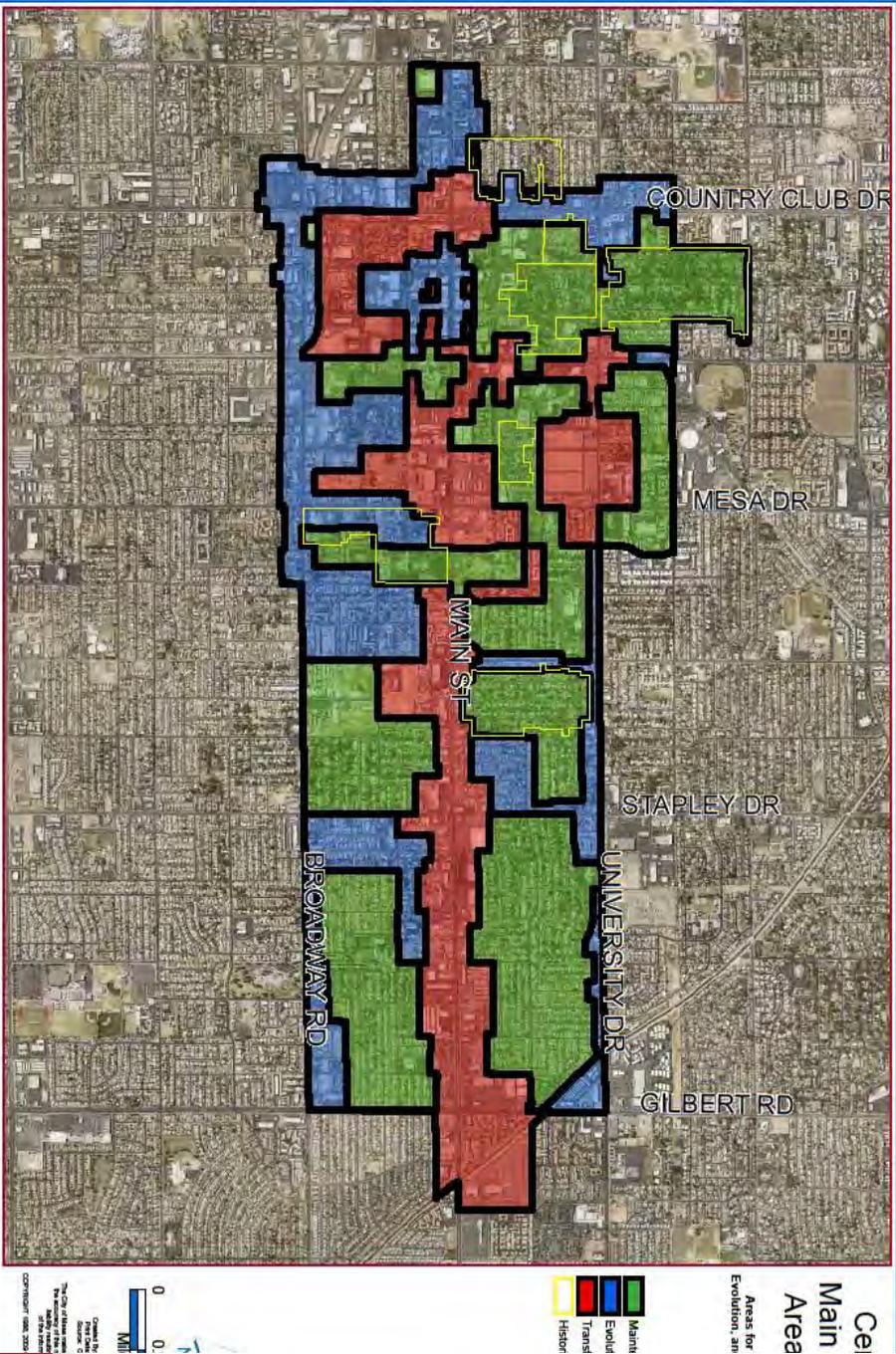
Light Rail investment

**\$7.4 Billion**

Non-rail investments

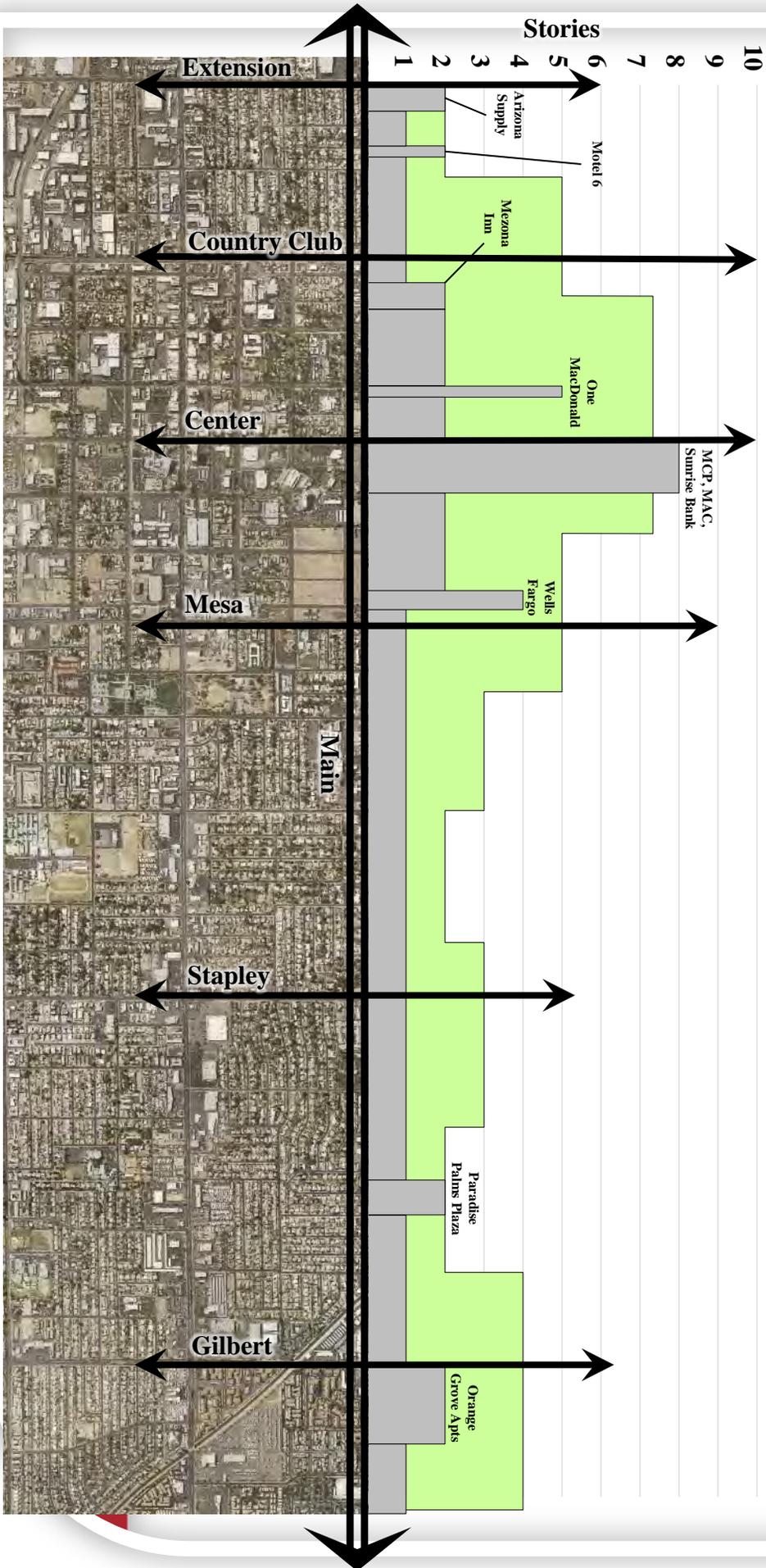


# Areas of Maintenance, Evolution, and Transformation





# Relative Development Intensities





# Guiding Principles

## **A People-Friendly Community**

- Improving the built environment for people by making it interesting, active, accessible, and safe

## **A Prosperous Community**

- Improving the economic success and vitality of the Central Main Area, with emphasis on Downtown

## **A Diverse Community**

- Celebrate social and cultural diversity
- Encouraging creativity and diversity in built environment

## **A Distinctive Community**

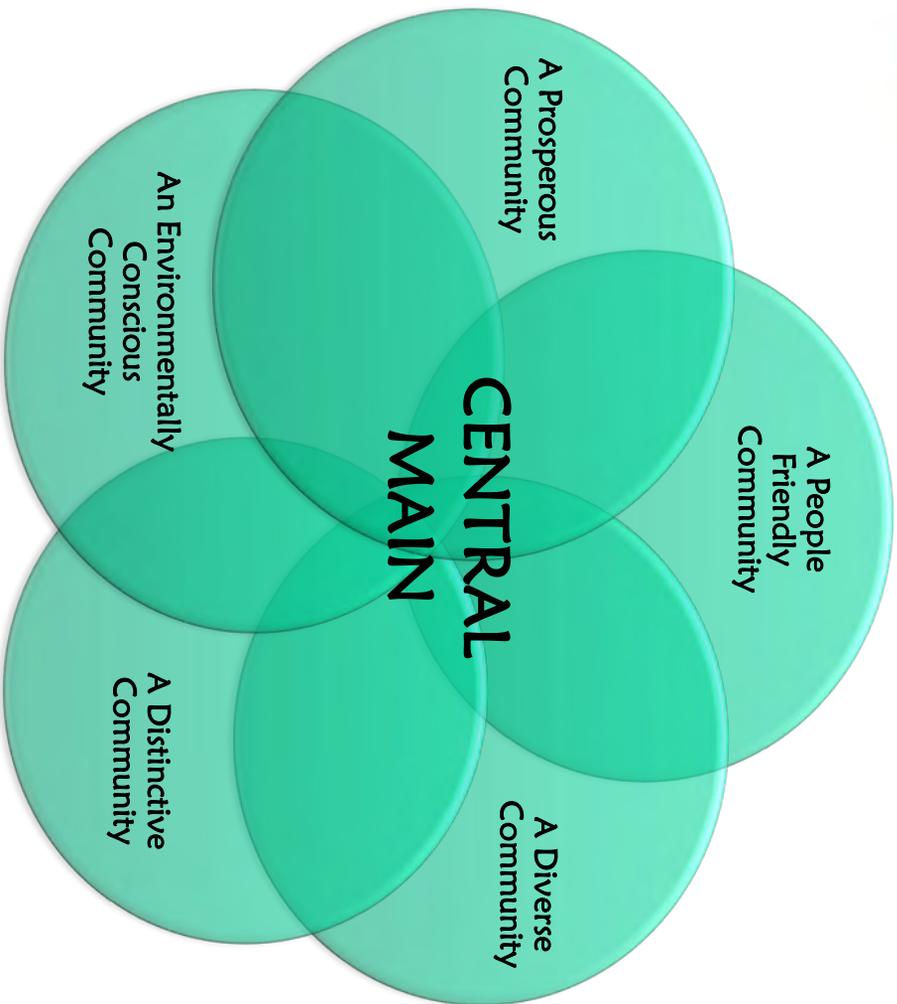
- Enhancing existing character and creating a unique sense of place through redevelopment, in harmony with existing historic character

## **An Environmentally Conscious Community**

- “Green” development at the building and community scale
- Recognition of the Arizona climate in making Central Main livable



# Guiding Principles





## Direction Needed Today

From perspective of this Committee:

- Covering issues appropriately?
- Items to delete or modify?
- Items to add?
- Priorities for implementation



## People Friendly Community Goals

1. Create a pedestrian oriented development pattern
2. Create a safe, comfortable, and attractive public realm
3. Create a safe, attractive, and well-designed built environment
4. Encourage a mix of uses and activities
5. Develop a multi-modal transportation system



## People Friendly Policies, Projects & Programs

- Concentrate non-residential uses in Downtown and Urban Nodes
- Incentive programs for mixed-income developments



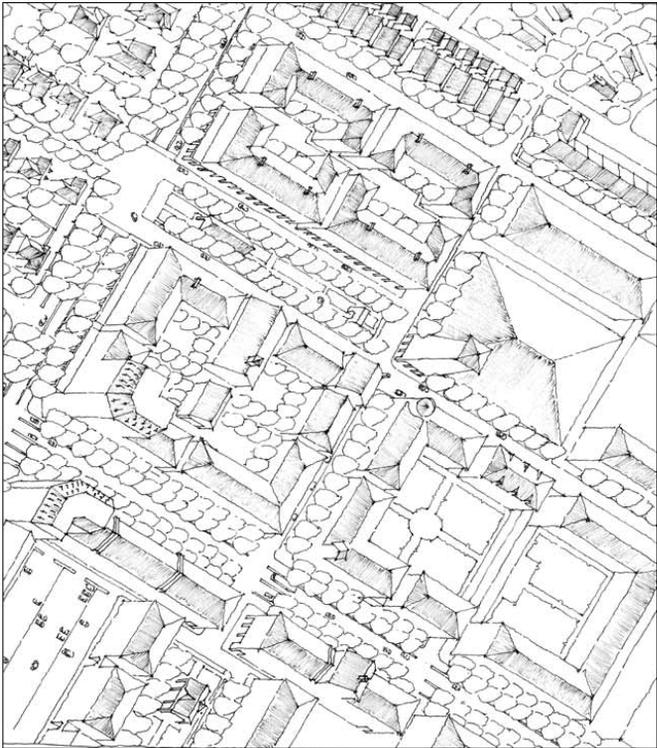
- Provide a wide variety of uses





# People Friendly Policies, Projects & Programs

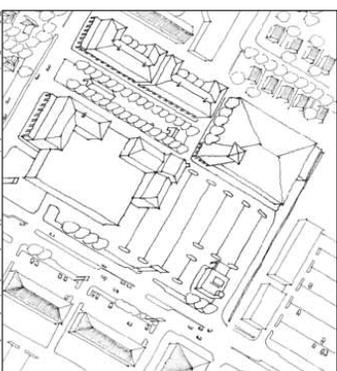
## Intensify existing strip centers



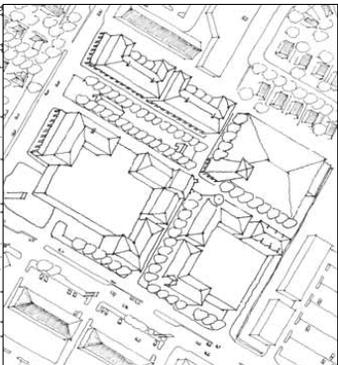
The above drawing illustrates one way in which such a site could be redeveloped, integrating new and renovated commercial uses, residential use in a variety of forms, and civic and open space. The redevelopment of one property can spur the redevelopment of adjacent underutilized sites, creating the long-term potential for the creation of a vibrant, mixed-use, pedestrian-friendly quarter.



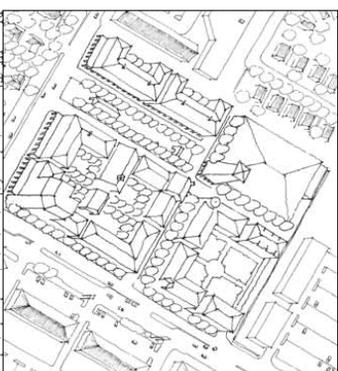
Above: Existing conditions within suburban context



Phase I: A portion of the strip mall is demolished and redeveloped as a mixed-use "main street" fronting a linear park. A parking structure is built to accommodate lost parking and new residential uses. The existing anchor use is renovated to appropriately terminate this new axis.



Phase II: A second mixed-use address is introduced along with a parking structure serving new retail and residential uses, creating a nascent town center district.



Phase III: The remainder of the strip mall is redeveloped with the addition of street-facing buildings along the site's perimeter, as the general streets gradually evolve into avenues and boulevards that are more pedestrian-friendly.

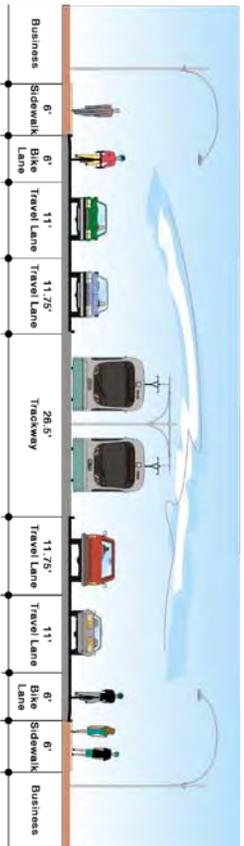


# People Friendly Policies, Projects & Programs

- Create an attractive public realm

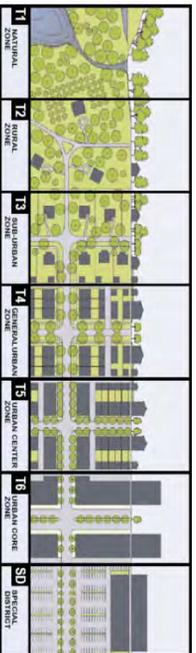


- Connecting existing neighborhoods to Downtown and Nodes



- Extend light rail

- Predictable regulatory environment





# Prosperous Community Goals

1. Distinct and high-quality built environment
2. Wide range of residential buildings
3. Wide range of non-residential and mixed-use buildings
4. Well educated, skilled workforce and diverse customer base
5. A multi-modal transportation network



# Prosperous Community Goals

## Distinct and high-quality built environment

- Quality architectural design, materials, and construction that **enhances the Central Main Area's character and sense of place**
- Building form and site design that results allows **year round activity**
- **Urban environment with a diversity of land uses** that allows people to **live, work, learn, and recreate** within the Central Main Area
- Support historic preservation efforts which contribute to community character and the unique sense of place that attracts employers, residents, and visitors.





# Prosperous Community Goals

1. Distinct and high-quality built environment
- 2. Wide range of residential buildings**
3. Wide range of non-residential and mixed-use buildings
4. Well educated, skilled workforce and diverse customer base
5. A multi-modal transportation network



# Prosperous Community Goals

## Wide range of residential buildings

- Development of 4,000 new residential dwelling units
- Identify the infrastructure improvements
- Development of housing that attracts executive and creative class residents





# Prosperous Community Goals

1. Distinct and high-quality built environment
2. Wide range of residential buildings
3. **Wide range of non-residential and mixed-use buildings**
4. Well educated, skilled workforce and diverse customer base
5. A multi-modal transportation network



# Prosperous Community Goals

## Wide range of non-residential and mixed-use buildings

- Built environment attracts non-residential and mixed-use development and high-value, high-wage jobs
- **Business environment** attracts non-residential and mixed-use development and supports small and independent business development, retention and expansion
- Leverage **City owned property** to attract high quality employers and institutions
- Expansion of **arts and culture, recreation, and entertainment** uses





# Prosperous Community Goals

1. Distinct and high-quality built environment
2. Wide range of residential buildings
3. Wide range of non-residential and mixed-use buildings
4. **Well educated, skilled workforce and diverse customer base**
5. A multi-modal transportation network



# Prosperous Community Goals

## Well educated, skilled workforce and diverse customer base

- Expansion of existing higher education institutions and recruit new higher education institutions
- Identify high value employment industries that are experiencing a shortage of appropriately educated and skilled employees.
- Partner with employers and higher education institutions to create degree and training programs that provides an educated and skilled workforce.





# Prosperous Community Goals

1. Distinct and high-quality built environment
2. Wide range of residential buildings
3. Wide range of non-residential and mixed-use buildings
4. Well educated, skilled workforce and diverse customer base
5. A multi-modal transportation network



# Prosperous Community Goals

## A multi-modal transportation network

- Providing a **variety of transportation options**
- Create high-quality and safe **pedestrian and bicycle environments**.
- Continually measure **transit system demand** and make the adjustments necessary to ensure an efficient and convenient level of transit service.
- Continue to work with Valley Metro and Metro Light Rail to enhance **transit convenience and connectivity**
- Ensure access to **sufficient parking** while encouraging the intensification of underutilized surface parking fields.





# Diverse Community Goals

1. A diverse and exciting place; a place where a wide variety of people live, work and recreate.
2. A high-quality and diverse housing stock to meet the needs of a wide range of lifestyles and incomes.
3. Knit together a diverse mix of historic buildings, existing neighborhoods, and new development.
4. Home to diverse businesses.
5. Provide diverse transportation options.



# Diverse Community Polices, Projects, and Programs

- Wide range of housing
- Diversity of businesses
- Transit is accessible to all ages and abilities





# Distinctive Community Goals

1. Creation of memorable places today and the historic districts of tomorrow.
2. Flexibility in development and redevelopment.
3. Provide a unique mix of land uses.
4. Known throughout the Valley for leadership in sustainable development.



# Distinctive Community Polices, Projects, and Programs

- Focus development around transit stations
- Historic resource preservation





# Environmentally Conscious Community Goals

1. Reductions in energy usage, vehicle miles traveled, and greenhouse gas emissions.
2. Pedestrian-oriented neighborhoods and an urban, pedestrian-friendly development pattern.
3. Residents of the Central Main Area have access to a healthy living environment.



## Environmentally Conscious Community Policies, Projects, and Programs

- Market to “green” developers and business
- Create education program for “green” building



- Design standards that respond to the Arizona climate and provide shade





## Environmentally Conscious Community Policies, Projects, and Programs



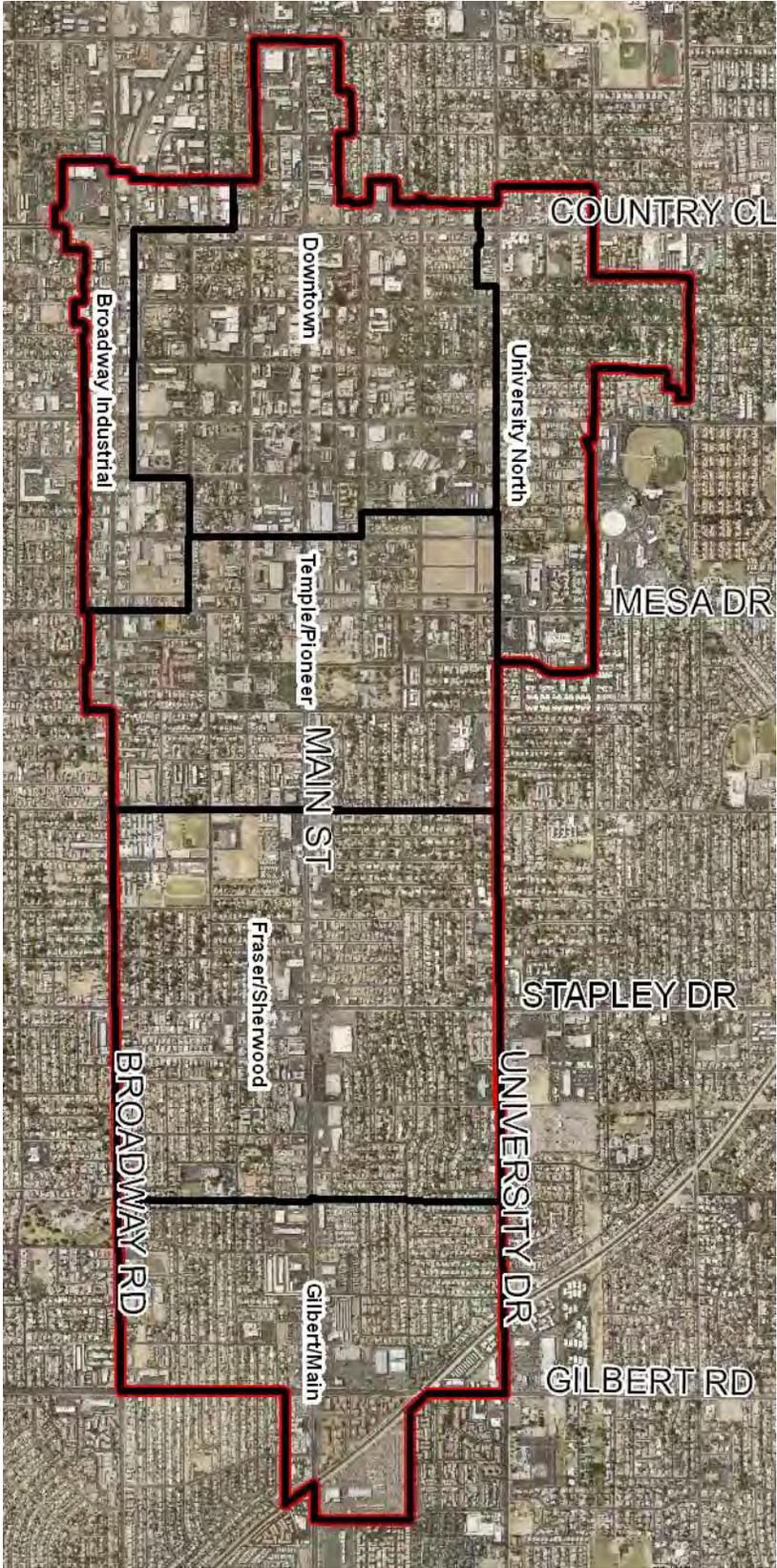
- Market area for healthy food options, locally sourced foods, and encourage community gardens



- Active code compliance
- Expand Building Stronger Neighborhoods
- Expand Neighborhood Stabilization Program



# Plan Area Boundaries



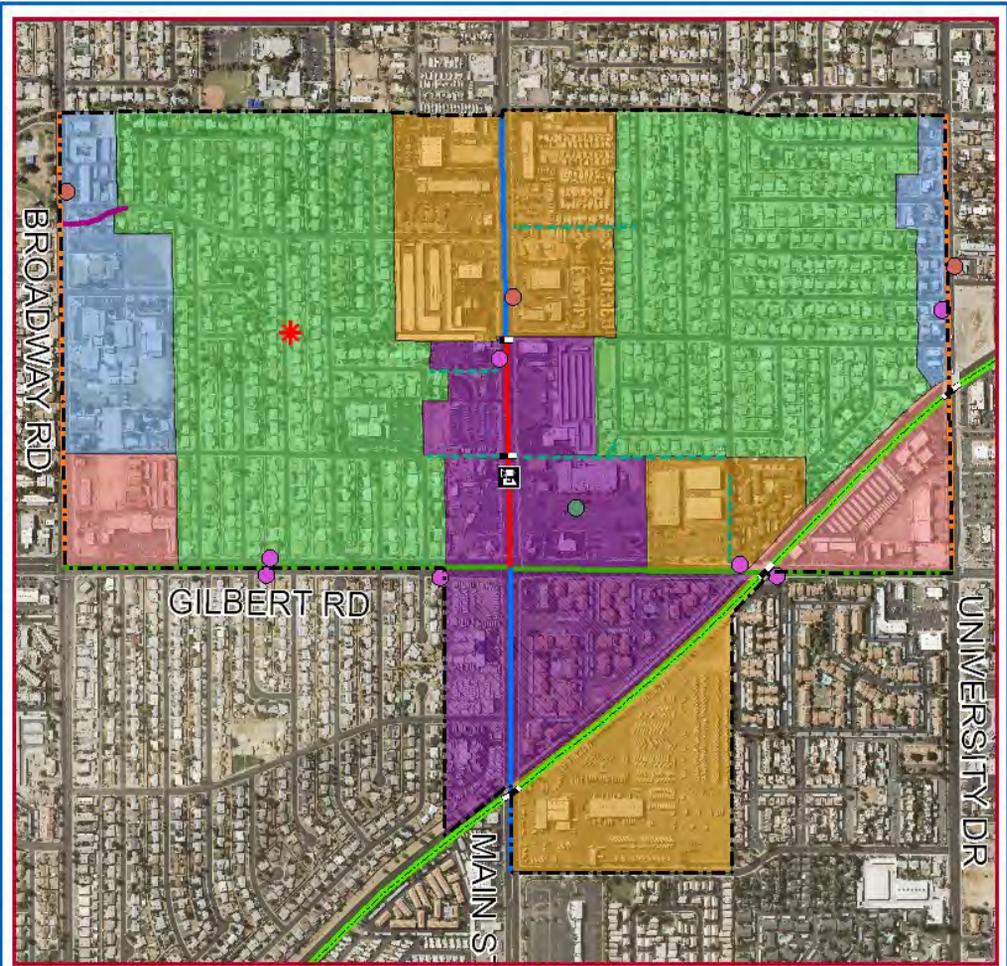




# Downtown

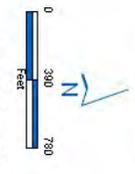


# Gilbert & Main



Central Main Street  
 Area Plan  
 - Gilbert and Main Sub-Area -

- Recommended Land Use**
  - Transit Station Village
  - Transit Adjacent - Mixed Use
  - Transit Adjacent - Residential
  - Neighborhood Maintenance
  - Eviction Corridor
  - Activity Node
- Mobility Plan**
  - Crosswalk
  - Village Arterial
  - Urban Arterial
  - Regional Arterial
  - Semi-Urban Arterial
  - Williams Alignment
  - Multi-Use Trail
  - Pedestrian Connection
  - Bus Stop Improvements - Seating and Shade
  - Bus Stop Improvements - Shade
  - Light Rail Station - Location TBD
  - Side walks - Complete sidewalk network's
  - Transit Center - Location TBD
- Gilbert and Main Sub-Area

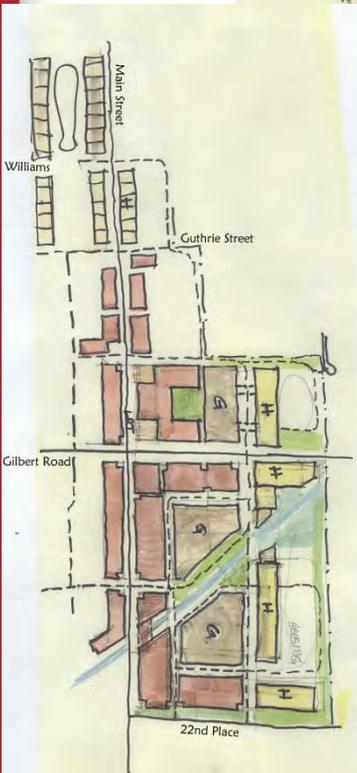
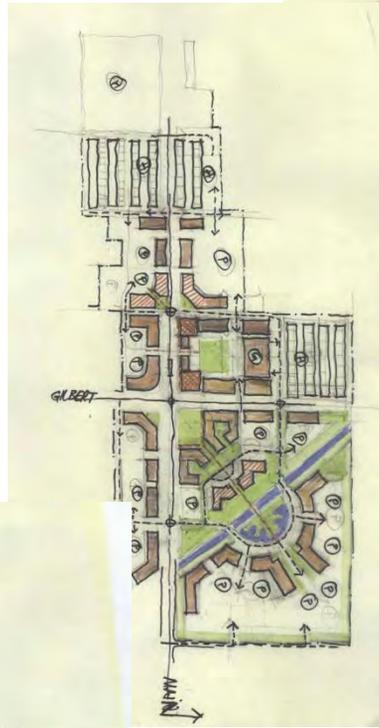


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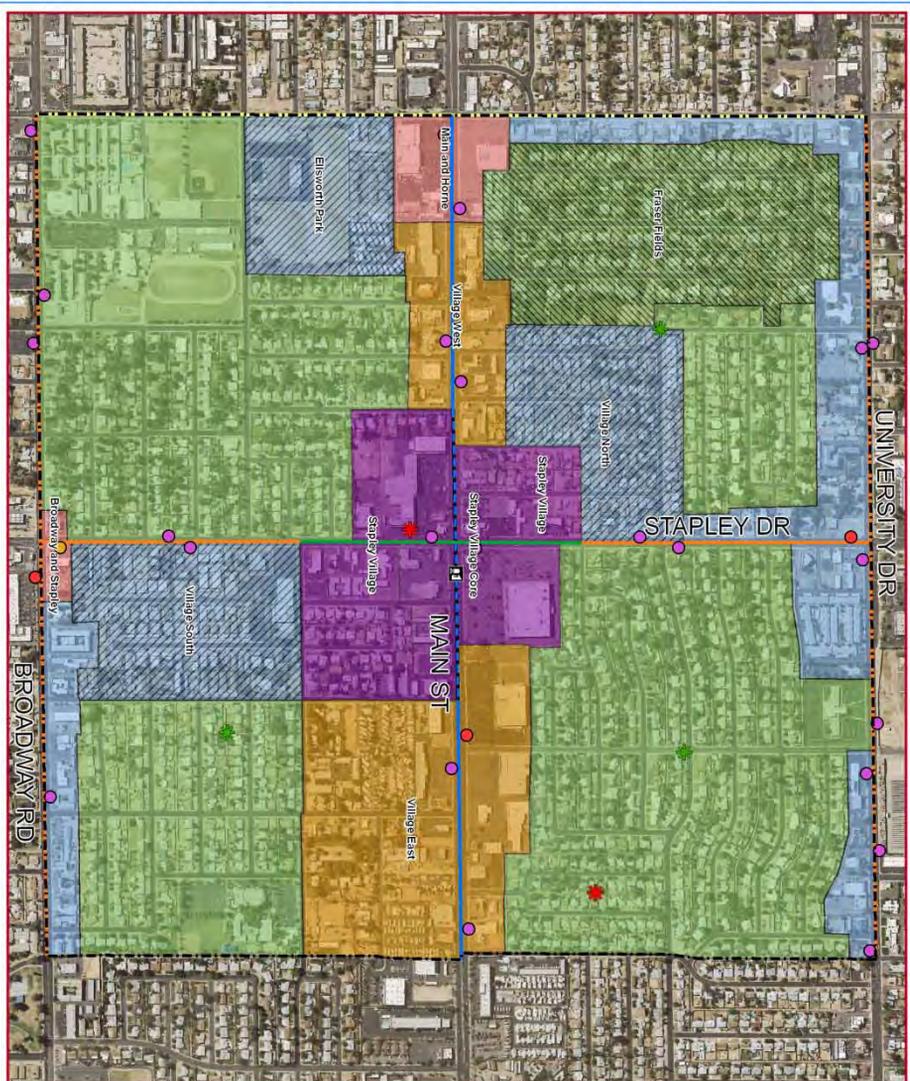


# Gilbert & Main





# Fraser/Sherwood



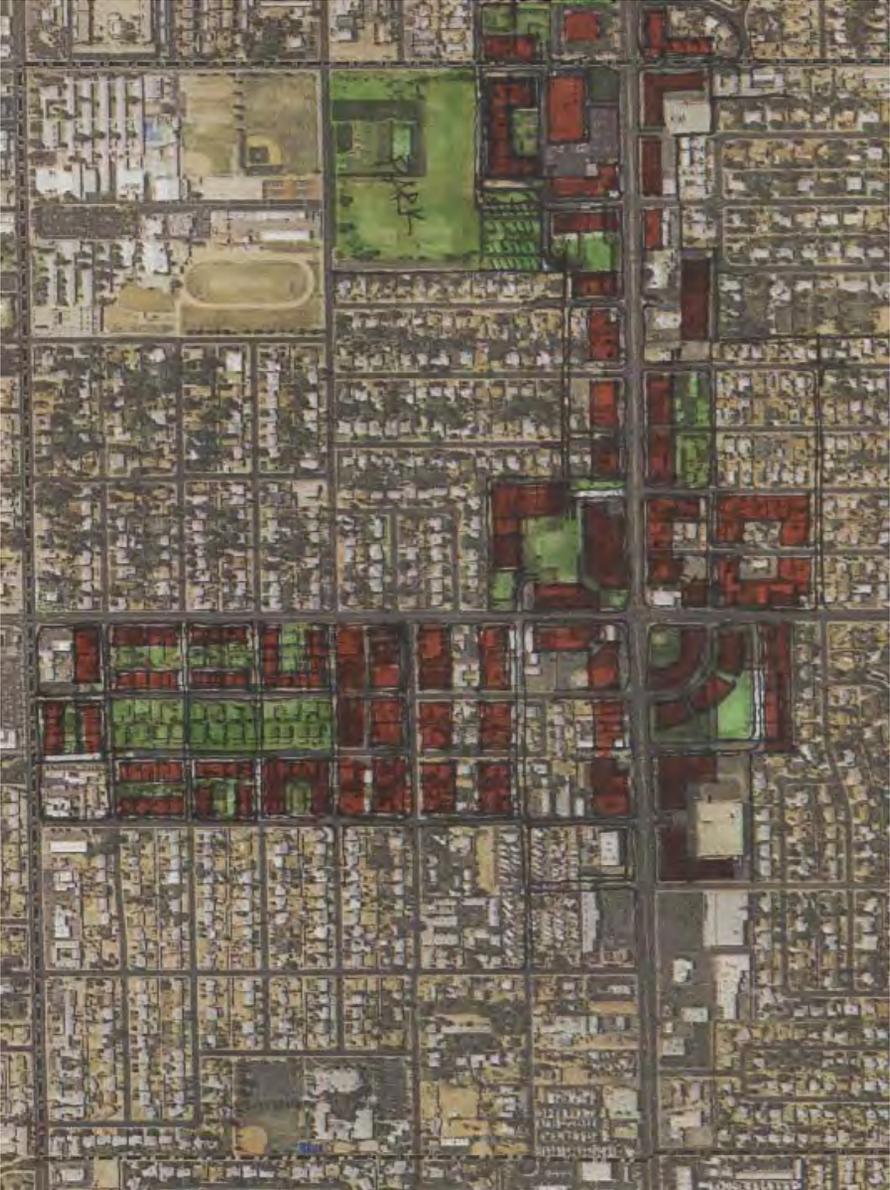
Central Main Street  
 Area Plan  
 - Fraser/Sherwood Sub-Area -

- Recommended Land Use
  - Transit Station Village
  - Transit Station Village Core
  - Transit Adjacent - Residential
  - Commercial Node
  - Neighborhood Preservation
  - Neighborhood Maintenance
  - Neighborhood Evolution
  - Evolution Corridor
  - ★ Future Neighborhood Park (location TBD)
  - Fraser/Sherwood Sub-Area
- Mobility Plan**
- Streets
  - Urban Transit Arterial
  - Urban Transit Arterial - 2
  - Semi-Urban Arterial
  - Collector Street
  - Transit
  - Light Rail Station
  - Pedestrian
  - ★ Complete Sidewalk Network
  - ★ Bus Stop Improvements
  - Seating and Shade
  - Shade
  - Seating

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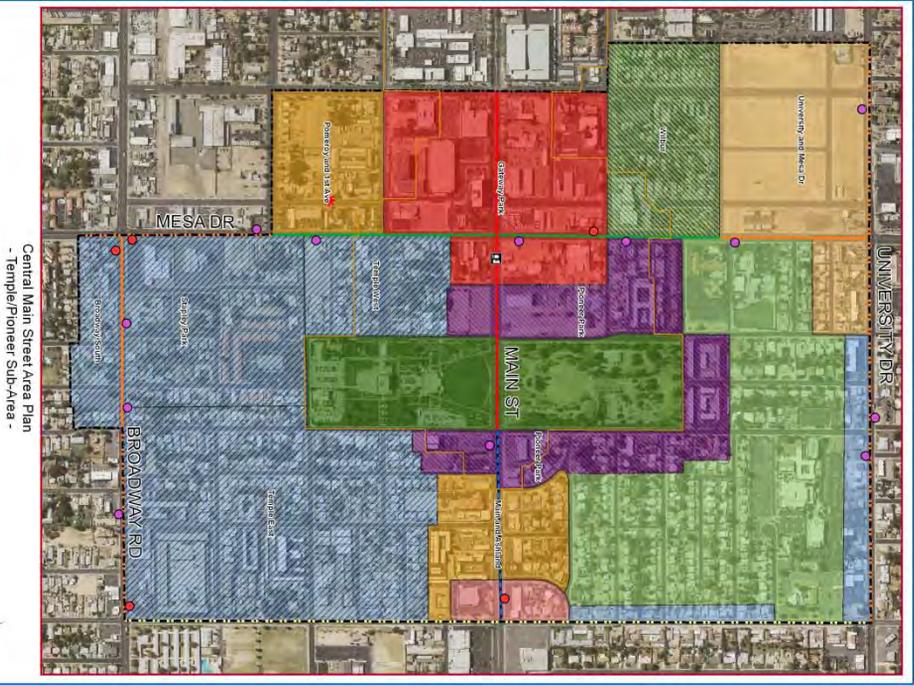


# Fraser/Sherwood





# Temple/Pioneer Park



**Central Main Street Area Plan - Temple/Pioneer Sub-Area**

**Recommended Land Use**

- Power Park/Triples
- Urban Center
- Township Village
- Township Village - Residential
- Employment Node
- Commercial Node

**Mobility Plan**

- Neighborhood Preservation
- Neighborhood Mitigation
- Neighborhood Evolution
- Evolution Corridor
- Temple/Pioneer Sub-Area

**Streets**

- Village Arterial - 2
- Urban Arterial
- Urban Minor
- Street/Local Street
- Collector Street
- Local Street
- Light Rail Station

**Population**

- Construction
- Complete Streets Network
- Bus Stop Improvements
- Seating and Shade
- Shade

**Scale**

0 100 200 Feet

**Legend**

City of Mesa  
 Planning Department  
 1100 North Country Avenue  
 Mesa, AZ 85201  
 Date: City of Mesa  
 07/19/11  
 07/19/11  
 07/19/11



# Temple/Pioneer Park



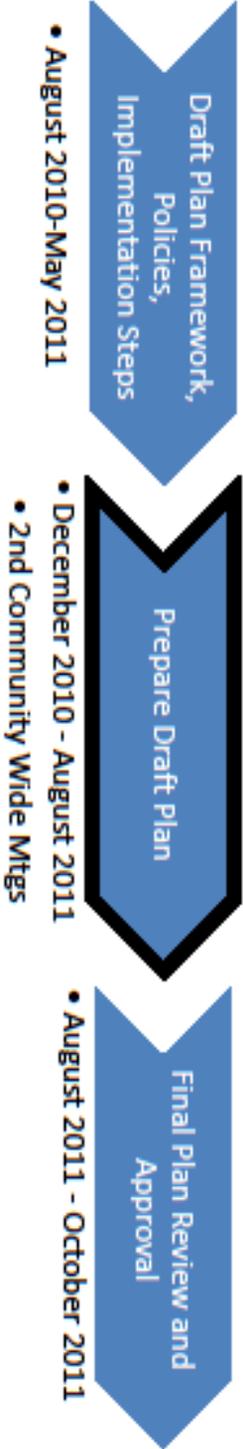


# Plan Timeline





# Plan Timeline





## Direction Needed Today

From perspective of this Committee:

- Covering issues appropriately?
- Items to delete or modify?
- Items to add?
- Priorities for implementation