



COUNCIL MINUTES

November 17, 2011

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on November 17, 2011 at 7:30 a.m.

COUNCIL PRESENT

Alex Finter
Christopher Glover
Dina Higgins
Dennis Kavanaugh
Dave Richins
Scott Somers

COUNCIL ABSENT

Scott Smith

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Linda Crocker

Vice Mayor Somers excused Mayor Smith from the entire meeting.

1. Review items on the agenda for the November 21, 2011 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflicts of interest: None

Items removed from the consent agenda: None

Items deleted from the agenda: None

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

Planning Director John Wesley displayed a PowerPoint presentation (**See Attachment 1**) highlighting the Central Main Plan document and noted that a Public Review Draft document was made available to the public in September of this year. He said that the development of the Central Main Plan was a joint effort involving the Planning Department, Economic Development and Transit staff. Mr. Wesley advised that useful feedback was received from the public during the community open houses that were held and that the Plan Advisory Committee has recommended approval of the Central Main Plan subject to a few adjustments.

Mr. Wesley stated that the Central Main Plan was designed to assist with the economic development that the light rail will bring to the downtown area. He said that the primary focus in the development of the Plan was on the following three topics:

- Establish a vision for the future light rail and the type of community desired along the light rail line
- Set the stage for development to occur
- Prepare to assist the private market /Create an urban environment

Mr. Wesley briefly reviewed the five guiding principles of the Central Main Plan (**See Page II-3 through II-6 of Attachment 2** and Pages 5 – 9 of Attachment 1) as follows:

- A Prosperous Community: improving economic success of the Central Main Area
- A People-Friendly Community: making the area interesting, active, accessible and safe
- A Diverse Community: promoting social, cultural, and architectural diversity
- A Distinctive Community: enhance existing character, create unique sense of place
- An Environmentally Conscious Community: encourage “Green” development

Mr. Wesley explained that the vision statement describes a place where people can live, work, and recreate and the catch phrase “Central Main – A Place for People, Alive with Options” illustrates the future of downtown Mesa. Mr. Wesley advised that the Plan Advisory Committee has identified the policies, projects and programs that will need to be implemented by the City and its partners in order for the project to move forward.

Planner II Jeffrey McVay continued with the presentation and said that tables have been developed to track the projects that have been identified as beneficial to the implementation of the Plan. He pointed out that the lead agencies responsible for the implementation of each project have also been identified. (See Pages IV-10 through IV-33 of Attachment 2)

Mr. McVay referred to “Guiding Principle: Prosperous Community, Goal No. 3” and said that the goal is to create a safe, attractive and well-designed environment that enhances the community image and stimulates pedestrian activity. (See Page 12 of Attachment 1) He pointed out that one of the projects for this goal involves infrastructure improvements that will need to be completed in order to attract mixed-use development. Mr. McVay said that this project was identified as an important project that needs to be completed within the first year or two following the adoption of the Plan. He advised that the lead agencies for this project will be the Energy Resources and Water Resources Departments.

Mr. McVay advised that the infrastructure improvement project is set to begin in the year 2012 and will be an ongoing effort that will require a moderate budget and use existing staff resources. He reported that the following departments, as well as private utility companies, will be partnering on this project.

- Engineering
- Transportation
- Transit
- Planning
- Parks and Recreation

Councilwoman Higgins remarked that the tables that have been developed to track the projects and goals are easy to understand.

In response to a series of questions from Councilmember Richins, Mr. McVay explained that the plan is to identify and prioritize the projects that are the most important and include them in the Capital Improvement Program however, some of the projects are Development and Design Standards and not Capital Improvements. He noted that the lead agency would be responsible for submitting their project as a Capital Improvement.

Responding to a question from Councilmember Kavanaugh, Mr. McVay explained that one of the action plan items is to establish a Citizen Committee. He said that one of the duties of this committee would be to prioritize the projects that are most important to the implementation of the Plan and present their findings to the Council. In addition, he advised that staff will also be tracking the progress of each project and will provide updates to the Council.

Councilmember Kavanaugh commented that the Downtown Development Committee that was previously eliminated could be somewhat “reincarnated” to oversee the development and assist the Council in policy making.

Mr. McVay reported that on December 8th, Opticos Design will present the Public Review Draft of the Form-based Zoning Code to the Council. He advised that several incentives are now available that will encourage the desired development and create a healthy living environment.

Mr. McVay stated that the Central Main Plan is a character-based plan and not a land-use plan. He said that some general guidelines have been developed to assist in creating a certain character type. In addition, he advised that there will not be any recommendations as to “what use goes where.”

Mr. McVay displayed a map (See Page 15 of Attachment 1) that illustrated the building form and desired character development for specific areas of downtown Mesa. He said that the building form and character of the area identified as the “Urban Gateway” located at Main Street and Mesa Drive (See Page 16 of Attachment 1) will include the following building forms:

- Vertically mixed-use, mid-rise buildings that transition to adjacent lower intensity
- 3-story minimum, create a street wall and structured parking
- Active ground floor uses with residential uses above

Mr. McVay pointed out that the area surrounding the Wells Fargo building contains the “building blocks” for the type of development desired and includes a parking structure surrounded by multi-storied buildings.

Mr. McVay said that a Neighborhood Maintenance area will be located at the intersection of Gilbert Road and Main Street (See Page 16 of Attachment 1) and will consist of the following:

- Enhanced existing stable neighborhoods
- 1-3 story buildings
- Primarily residential uses

Mr. McVay stated that the character of the street is just as important as the character of the buildings therefore, guidelines have been developed to identify different street character types.

Vice Mayor Somers referred to Page 15 of the presentation and remarked that the City had moved away from colored maps and yet the Plan contains page after page of colored maps. He encouraged staff to use more pictorial illustrations to help identify and guide the type of development that is desired.

Councilmember Richins commented that the colored maps used in the past demonstrated the types of uses that were to occur in specific areas. He explained that the colored areas on the maps presented today indicate the type of development character that is desired in a specific area and not the land-use.

Discussion ensued regarding the shift from a regulated land-use zoning code to a character development Form-based Code.

Councilmember Richins stated that the character descriptions provided in the plan are clear as to what is envisioned for the downtown area. He said he did not find the maps confusing nor did he see a need for pictures to illustrate the development character. He noted that developers understand the difference between a Form-based Code and a Euclidean Zoning Code. Councilmember Richins remarked that moving to a Form-based Code will be a total “mind shift” that could be difficult for some to “wrap their head around.” He added that the City needs to move away from trying to micro-manage land-use.

Vice Mayor Somers inquired if it was possible to have a combination of a Form-based Code and Euclidean Zoning Code. He also requested that pictures be provided of what the areas look like now and what the areas are envisioned to look like in the future.

Mr. Wesley explained that the development in the Gateway area involved 35 undeveloped square miles and the downtown area consists of 4 developed square miles including the addition of the light rail. He added that this plan is different from the Gateway Plan as it uses words instead of pictures to describe the area however, there have been discussions that the character descriptions should include photographs.

Vice Mayor Somers remarked that pure Form-based Code could be a “double-edged sword” as there are certain uses that the City does not want downtown. He added that if the bar for development is set too low the City might not ever be able to recover.

In response to the comments made by Vice Mayor Somers, Mr. Wesley advised that the Form-based Code will be presented to the Council in the near future. He added that there are limits within the Form-based Code and that while the code does focus on form it also contains a set of use standards.

Mr. McVay added that there are specific projects related to design inspirations and that photos of each of the neighborhoods will be adopted into the Appendix of the Plan. He added that he could share images from previous PowerPoint presentations that reflect the desired development with Vice Mayor Somers.

Mr. McVay briefly highlighted the different street character types (See Page 18 of Attachment 1) and said that the street character for the Downtown/Village Main Street area located at Stapley Drive and Main Street will consist of the following:

- Be associated with the light rail
- Have speed limits of 25 mile per hour
- Have a pedestrian zone consisting of a hard surface area 15ft. – 20ft. wide with pedestrian amenities

Mr. McVay also outlined the street character for Semi-Urban Arterial areas that will allow for the movement of vehicles as well as pedestrian traffic as follows:

- Speed limits of 30 – 40 miles per hour
- No street parking
- Pedestrian zone 8ft. – 12ft. wide with sidewalks separated from vehicle travel lanes

Mr. Wesley said that a vision has been established and the community and stakeholders have set the stage for private developers. He displayed a map of the different character areas and said that descriptions of each area, including the street character, can be found in the Central Main Plan Public Review Draft. (See Pages IV-35 through Pages IV-47 of Attachment 2) He added that individual developers would not be expected to change the street however, it is important that they know what the long-term character of the street will be so that their building design will match that of the street.

Mr. Wesley advised that six sub-districts were created within the neighborhoods of the overall plan area. He displayed a map (See Page V-7 of Attachment 2) illustrating the recommended building form and development character of the downtown area and said that the descriptions of the specific areas can be located in Chapter V of the Plan document. (See Pages V-8 through V-15 of Attachment 2) He stated that once the zoning code is adopted and implemented, along with the Building and Design Standards, developers would be able to proceed with a Plan Review.

Mr. Wesley said that Main Street east of the downtown area along the Urban Transit Corridor will have areas designated primarily for residential use. He advised that the description for the character development of the eastern most neighborhoods located at Gilbert Road and Main Street can be found on Pages V-44 through V-49 of the Plan document. (See Pages V-44 through V-49 of Attachment 2)

Mr. Wesley advised that the Planning and Zoning Board will be holding a public hearing on the Central Main Plan at their December meeting. He explained that the Planning and Zoning Board's recommendation will be brought back to the Council for final review and action.

Councilwoman Higgins remarked on how well the Plan was drafted and thanked staff for the presentation.

2-b. Hear a presentation, discuss and provide direction on an update to the impact fee rate process.

Budget Director Candice Cannistraro displayed a PowerPoint presentation (**See Attachment 3**) highlighting some of the new impact fee legislation and recent changes to the impact fee process.

Responding to a question from Vice Mayor Somers, Ms. Cannistraro explained that there will be \$182,000 in impact fees that the City will not be able to collect for the 2011/2012 budget year and \$364,000 for the 2012/2013 budget year.

Ms. Cannistraro advised that the presentation would provide an overview of some recent changes in impact fee legislation. She also advised that staff will be back before the Council in the spring to review all of the changes.

Ms. Cannistraro reported that the most recent Impact Fee Development Study was completed on May 21, 2007. In addition, she said that Senate Bill 1525 was approved last spring and, as a result, previously eligible projects have been excluded. (See Page 3 of Attachment 3) She advised that the following projects are now excluded:

- Libraries over 10,000 square feet
- Fire or police training facilities
- Parks over 30 acres in size
- Cultural and General Governmental facility projects

Discussion ensued regarding the possibility of constructing a 10,000 square foot library using impact fees and building an addition to the library in the future using General Obligation funds.

Development and Sustainability Director Christine Zielonka clarified that the City could build a 20,000 square foot library however, impact fees could only be used to fund the first 10,000 square feet of construction.

Responding to a question from Councilwoman Higgins, Assistant to the City Manager Scott Butler explained that the position of the homebuilders has been that police and fire training facilities are regional facilities shared with other municipalities. He stated that because of the regional nature of these facilities asking individual homeowners to pay for those facilities was deemed to be unfair.

Ms. Cannistraro advised that impact fees will no longer be collected for excluded projects after January 1, 2012, however, the City can continue to collect impact fees for the purpose of repaying debt service on projects that were financed prior to June 1, 2011. She stated that by August 14, 2014 all municipalities must adopt a new Infrastructure Improvement Plan (IIP) and an Impact Fee Study in order to continue assessing impact fees. (See Page 4 of Attachment 3)

In response to a series of questions from Councilmember Richins, Ms. Cannistraro explained that the City has a fund balance that will continue to be used. She advised that there are projects such as parks facilities and public safety training facilities that are financed by bonds, therefore, the City can continue to collect those impact fees in order to pay the debt on those projects.

Senior Executive Manager Chuck Odom clarified that there is a fund balance for Cultural projects however, there is no debt service for Cultural facilities, and therefore, the City is required to discontinue the collection of those fees. He said that the City will have until the year 2020 to spend the fund balance collected for Cultural projects or the funds will need to be returned.

Ms. Cannistraro reported that the Cultural fund balance as of June 30, 2011 was \$529,000 and the General Governmental Impact Fee balance is \$4.6 million. She stated that the General Governmental balance is committed for the CityEdge project and will be expended by the deadline.

Responding to a question from Councilmember Richins, Mr. Odom explained that the Cultural Fund balance has not been fully committed at this time however, there are projects that will be coming forward during this cycle.

City Manager Chris Brady stated that the challenge for Cultural projects is that the projects need to be something new or expansive not just a repair or replacement. He added that there would be discussions regarding this issue in the future.

In response to a question from Vice Mayor Somers, Mr. Odom explained that the impact fee balances should not have any effect on the City's bond rating.

Ms. Cannistraro continued with the presentation and reported that Cultural and General Governmental facilities are no longer eligible for impact fees. She said the City does not have any outstanding debt service for these types of facilities, therefore, effective January 1, 2012, the City of Mesa must discontinue the collection of Cultural and General Governmental Impact Fees.

Ms. Cannistraro advised that on December 5th the Council will be asked to consider a resolution that memorializes the prior debt pledges. She explained that the resolution will allow the City to continue to collect impact fees at the current rate past January 1, 2012 in order to pay the debts associated with the parks, libraries, fire and public safety facilities and improvements.

Ms. Cannistraro reported that the League of Arizona Cities and Towns is preparing a Model Ordinance that will interpret the provisions of SB1525 in a consistent manner. She said that the City will bring their version of the Ordinance forward for Council's consideration in the spring. Ms. Cannistraro briefly highlighted the overall SB1525 Compliance Schedule (See Page 8 of Attachment 3) and said that it is anticipated that staff will present the new Infrastructure Improvement Plans (IIP) as well as the new impact fee rates to the Council in the spring of 2014.

In response to a question from Councilwoman Higgins, Mr. Butler explained that changes to the Impact Fee legislation are not anticipated as the Governor has attached a signing letter stating that SB1525 is fair reform and therefore, intends for it to be the last bill she signs while in office.

Vice Mayor Somers thanked staff for the presentation.

3. Appointments to boards and committees.

It was moved by Councilmember Kavanaugh, seconded by Councilmember Glover, to approve the appointments to boards and committees, and the motion carried unanimously by those present. **(See Attachment 4)**

4. Acknowledge receipt of minutes of various boards and committees.

4-a. Economic Development Advisory Board meetings held on August 2, 2011 and September 6, 2011.

It was moved by Councilwoman Higgins, seconded by Councilmember Richins, that receipt of the above-listed minutes be acknowledged.

Vice Mayor Somers declared the motion carried unanimously by those present.

5. Hear reports on meetings and/or conferences attended.

Councilmember Kavanaugh: National League of Cities Annual Meeting
49th Citizens Police Academy Graduation

Councilwoman Higgins: Memorial Service for Royal Air Force Pilots

Vice Mayor Somers: Veteran's Day Parade

Councilmember Richins: "12%" Luncheon

6. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the meeting schedule is as follows:

Monday, November 21, 2011, 3:30 p.m. – Public Safety Committee meeting

Monday, November 21, 2011, 5:15 p.m. – Study Session

Monday, November 21, 2011, 5:45 p.m. – Regular Council meeting

7. Items from citizens present.

There were no items from citizens present.

8. Convene an Executive Session.

It was moved by Councilmember Kavanaugh, seconded by Councilmember Finter, that the Council adjourn the Study Session at 8:31 a.m. and enter into Executive Session.

The motion carried unanimously by those present (6-0).

- a. Discussion or consultation with the City Attorney in order to consider the City's position and instruct the City Attorney regarding the City's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03A(4))
 1. Coleman v. City of Mesa, 1 CA-CV 10-0808
 2. Spring Training at Hohokam Stadium

9. Adjournment.

Without objection, the Executive Session adjourned at 9:03 a.m.

SCOTT SOMERS, VICE MAYOR

ATTEST:

LINDA CROCKER, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 17th day of November, 2011. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

bdw
(Attachments – 4)



mesa
central main plan

<http://www.mesaaz.gov/bettermesa/downtownfocus/pdf/draftplan/PublicReview.pdf>



City Council Study Session

November 17, 2011

Status and Objective

- **Status:**
 - Draft Plan
 - Community Open Houses
 - Plan Advisory Committee Recommendation
- **Objective:**
 - Council review and comment prior to final public hearings

Presentation Outline

- **Establishing the vision**
 - ▣ Purpose and goals for the Central Main Area
- **Setting the stage**
 - ▣ City/partner implementation items
- **Creating an urban environment**
 - ▣ Use during development review

Establishing the Vision

- Leverage public investment in light rail
- Encourage redevelopment and Transit-Oriented Development (TOD)
- Enhance economic potential
- Build on sense of place
- Incorporate and improve sustainability practices
- Facilitate transition from new development to existing neighborhoods
- Identify capital improvements needed for redevelopment
- Ensure community ownership and buy-in

Establishing the Vision

A Prosperous Community

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



Establishing the Vision

A People-Friendly Community

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



Establishing the Vision

A Diverse Community

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



Establishing the Vision

A Distinctive Community

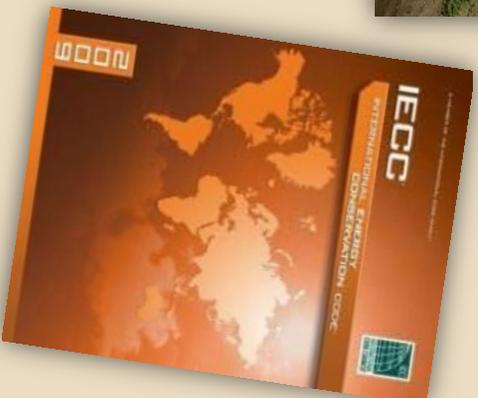
- Enhancing existing character and creating a unique sense of place through redevelopment, in harmony with existing historic character



Establishing the Vision

An Environmentally Conscious Community

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



Establishing the Vision Central Main- A Place for People, Alive with Options

Imagine:

You work at a locally-owned business or a corporate office, or you teach aspiring minds at a higher education institution.

You can accomplish daily activities through a short walk or bicycle ride, a comfortable ride on an efficient transit system, or a drive on a well-maintained street network.

From home or work you can pick-up vegetables at the corner market or you can visit unique shops, browse art galleries, enjoy live performances, or explore award-winning museums.

You are able to indulge in local and ethnic cuisine from street vendors, casual eateries, or fine dining establishments.

As a resident, you are able to live in your ideal neighborhood whether it is a quiet residential street or a bustling Downtown alive with activity.

Central Main:

*A Place for People -
Alive with Options!*



Setting the Stage

- **Tables of projects and programs to achieve goals**
 - **Organized by Guiding Principle**
 - **Reviewed with each department**
 - **Some will require budget allocations to implement**
 - **Both internal and external partners**
- **Review example**

Setting the Stage

GUIDING PRINCIPLE: PROSPEROUS COMMUNITY

Action Item	GOAL 3: Creation of a safe, attractive, and well-designed built environment that enhances community image and stimulates pedestrian activity.						Budget/ Staff Time	
	Priority/Timeline							
3.1 Market Light Rail	Project/Program Actively market the light rail system in the recruitment of employers and businesses to the Central Main Area.	Lead Agency Economic Dev	Partners	Implemented	2011-16	2017-21	2022-26	
3.2	Project/Program Investigate and explore opportunities for public/private partnerships to provide high-quality non-residential and mixed-use developments on City owned property.	Lead Agency Economic Dev	Partners Planning	Implemented	2011-16	2017-21	2022-26	
3.3	Project/Program Identify the infrastructure improvements that, when completed, will make both developed and vacant properties attractive for non-residential and mixed-use development.	Lead Agency	Partners Engineering, Transportation, Transit, Private Utilities, Planning, Parks and Recreation	Implemented	2012-17	2018-22	2023-27	\$5 \$5
3.4	Project/Program Develop the Central Main Area technology infrastructure, such as WiFi, solar power, and electric vehicle charging.	Lead Agency Energy Resources	Partners Information Technology	Implemented	2011-16	2017-21	2022-26	
3.5	Project/Program Develop a business incubator/resource center for use by start-ups and entrepreneurs.	Lead Agency Economic Dev	Partners	Implemented	2011-16	2017-21	2022-26	
3.6	Project/Program Promote the City of Mesa business liaison services for educating and assisting small business owners through City processes and regulations.	Lead Agency Economic Dev	Partners	Implemented	2011-16	2017-21	2022-26	
3.7	Project/Program Review City of Mesa business regulations and identify opportunities to streamline and innovate processes to support entrepreneurs and small businesses.	Lead Agency Economic Dev	Partners Tax and Licensing	Implemented	2011-16	2017-21	2022-26	
3.8	Project/Program Actively promote the benefits of developing and operating a business in the Central Main Street Area's Identified Redevelopment Area, Enterprise Zone, Community Development Block Grant Target Area, or Central Business District.	Lead Agency Economic Dev	Partners	Implemented	2011-16	2017-21	2022-26	

= Accomplished within department budgets
 = Moderate budget increase(s) required
 = Significant budgetary item
 = Requires dedicated staff resources or new hire
 = Requires new staff
 = Ongoing/Implementation
 = Requires dedicated staff resources or new hire
 = Ongoing/Implementation
 = Requires new staff
 = Requires new staff
 = Requires new staff

Setting the Stage

- Guiding Principle – Prosperous Community
- Goal – Creation of a safe, attractive, and well-designed built environment that enhances community image and stimulates pedestrian activity.
- Action Item
- Number and title – 3.3 Infrastructure Improvement



3.3	Project/Program	Lead Agency	Partners	Implemented	2012-17	2018-22	2023-27	\$\$
	Infrastructure Improvement	Energy Resources, Water Resources	Engineering, Transportation, Transit, Private Utilities, Parks Planning, Parks and Recreation	<input type="checkbox"/>				
Identify the infrastructure improvements that, when completed, will make both developed and vacant properties attractive for non-residential and mixed-use development.								

= Accomplished within department budgets
 = Moderate budget increase(s) required
 = Significant budgetary item
 = Accomplished with existing staff levels
 = Requires dedicated staff resources or new hire
 = Requires new staff

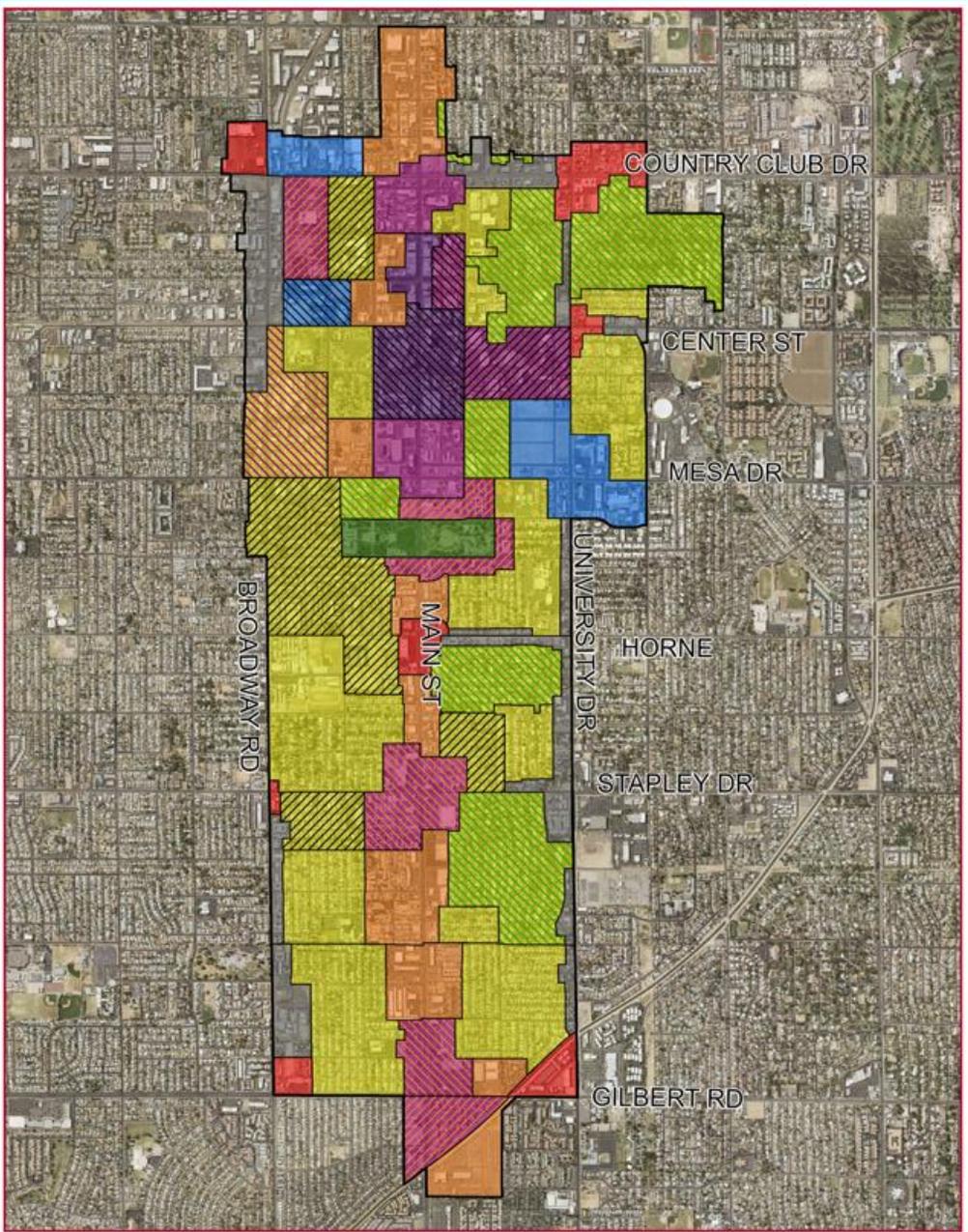
Setting the Stage

Action Plan

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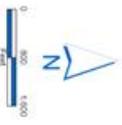
- Zoning Changes
 - Form-based code
 - Consider deleting downtown zones
- Establish Citizen's Committee
- Develop guidelines/standards
- Marketing
- Incentives
- Healthy living environments
- Capital Improvements

Creating an Urban Environment Building Form and Development Character



Map 5
 Central Main Plan
 - Recommended Building Form
 and Development Character -

- Historic Downtown
- Modern Downtown
- Urban Gateway
- Museum District
- Convention District
- Education Village
- Transit Station Village
- Transit Adjacent Village
- Transit Adjacent - Residential
- Employment District
- Commercial/Mixed-Use Node
- Evolution Corridor
- Transformation Neighborhood
- Neighborhood Evolution
- Neighborhood Preservation
- Neighborhood Maintenance
- Pioneer Park/Temple



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Creating an Urban Environment

Building Form and Development Character

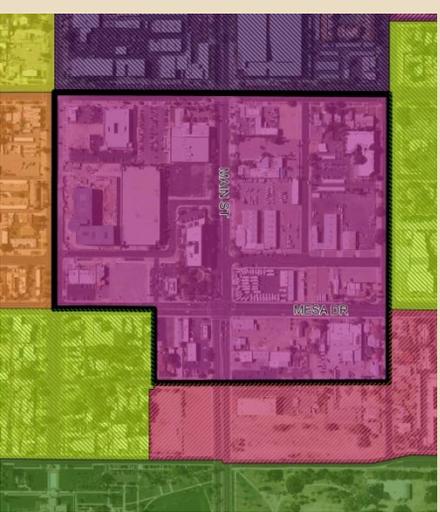
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Chapter IV, pages IV-34 through IV-40

Building Form and Character

Urban Gateway

- Vertically mixed-use, mid-rise buildings that transition to adjacent lower intensity
- 3-story minimum, create a street wall, structured parking
- Active ground floor uses, can be residential above

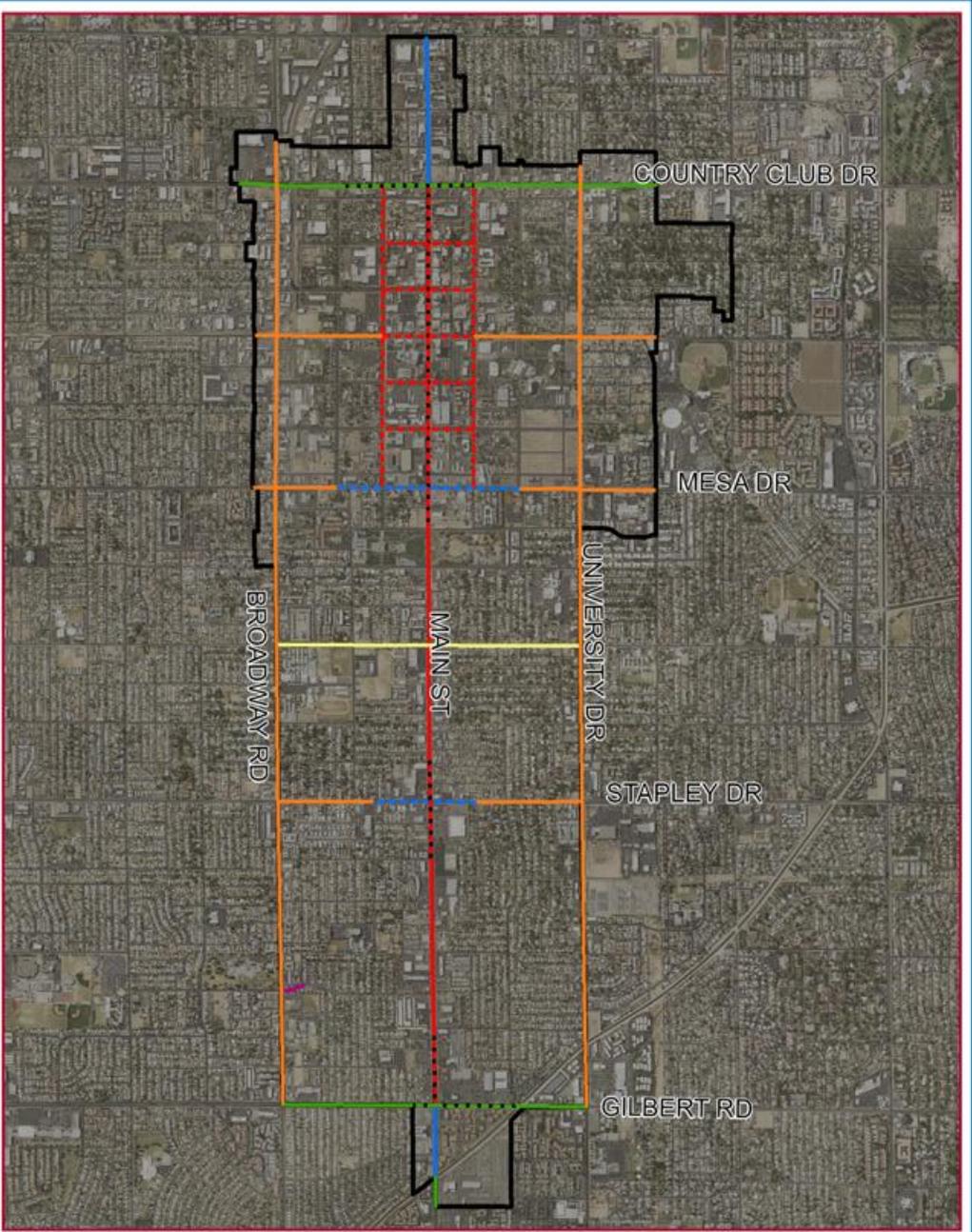


Neighborhood Maintenance

- Enhance existing stable neighborhoods
- Typically 1 - 3 stories
- Primarily residential uses



Creating an Urban Environment Street Character



Map 10
 Central Main Area Plan
 - Recommended Street Character -

- Street Character**
- Downtown/Village Main Street
 - - - Village Connector
 - · - · - Downtown Neighborhood
 - Urban Transit Corridor
 - - - Urban Connector
 - Semi-Urban Arterial
 - Regional Transit Arterial
 - - - Regional Arterial
 - Collector Street
 - Williams Realignment

0 500 1,000 Feet

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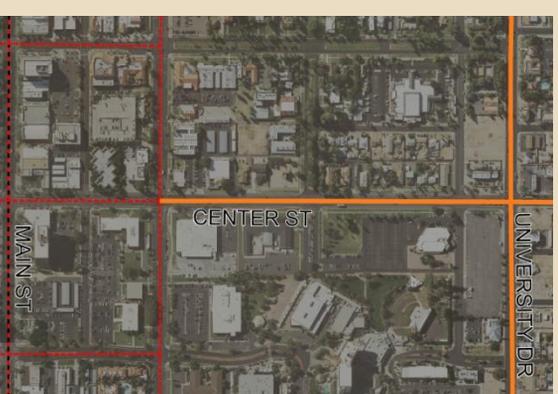
Creating an Urban Environment

Street Character

Chapter IV, pages IV-41 through IV-47

Street Character

- Downtown/Village Main Street →
 - Associated with light rail
 - 25 mile per hour design speed
 - Pedestrian zone - hard surface area 15' – 20' wide with pedestrian amenities
- Semi-Urban Arterial →
 - 35 – 40 mile per hour design speed
 - No on-street parking
 - Pedestrian zone 8' – 12' wide with sidewalk separated from the vehicle travel lanes



Creating an Urban Environment

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- Responding to development proposal
 - ▣ Modern downtown
 - Building form character and street character design objectives
 - Neighborhood specific recommendations
 - Form-based code adopted

Creating an Urban Environment

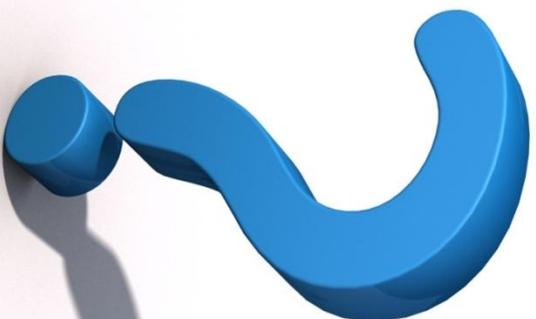
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- Responding to development proposal
 - ▣ Urban Transit Corridor
 - Building form character and street character design objectives
 - Neighborhood specific recommendations
 - Rezone/site plan review & design review processes

Project Next Steps

- P&Z Board public hearing December
- Council public hearings and action following P&Z action

Central Main Plan



LEARN MORE AT:

www.mesaaz.gov/BetterMesa/downtownfocus/cmsplan.aspx

Public Review Draft



9/27/2011

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Chapter I – Introduction

Introduction

Central Main:

A Place for People – Alive with Options!

The Central Main Street area is a lively and dynamic place that is always changing. Those changes are influenced by specific actions that take place within the Downtown area as well as in response to actions that happen in other parts of the community, or even the Region. The Central Main Plan has been prepared with community input and support to help manage the change that will occur over the next 15 to 20 years. Implementation of the Plan will make this exciting place even more attractive for employment, entertainment, and urban living.

Purpose

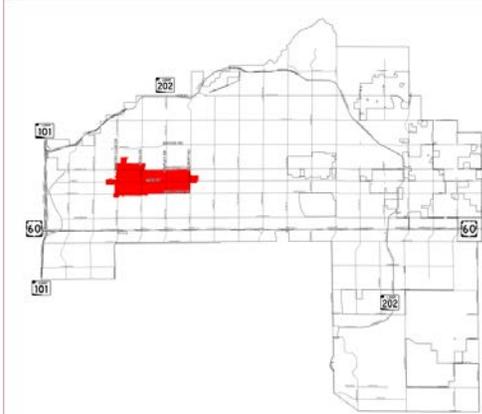


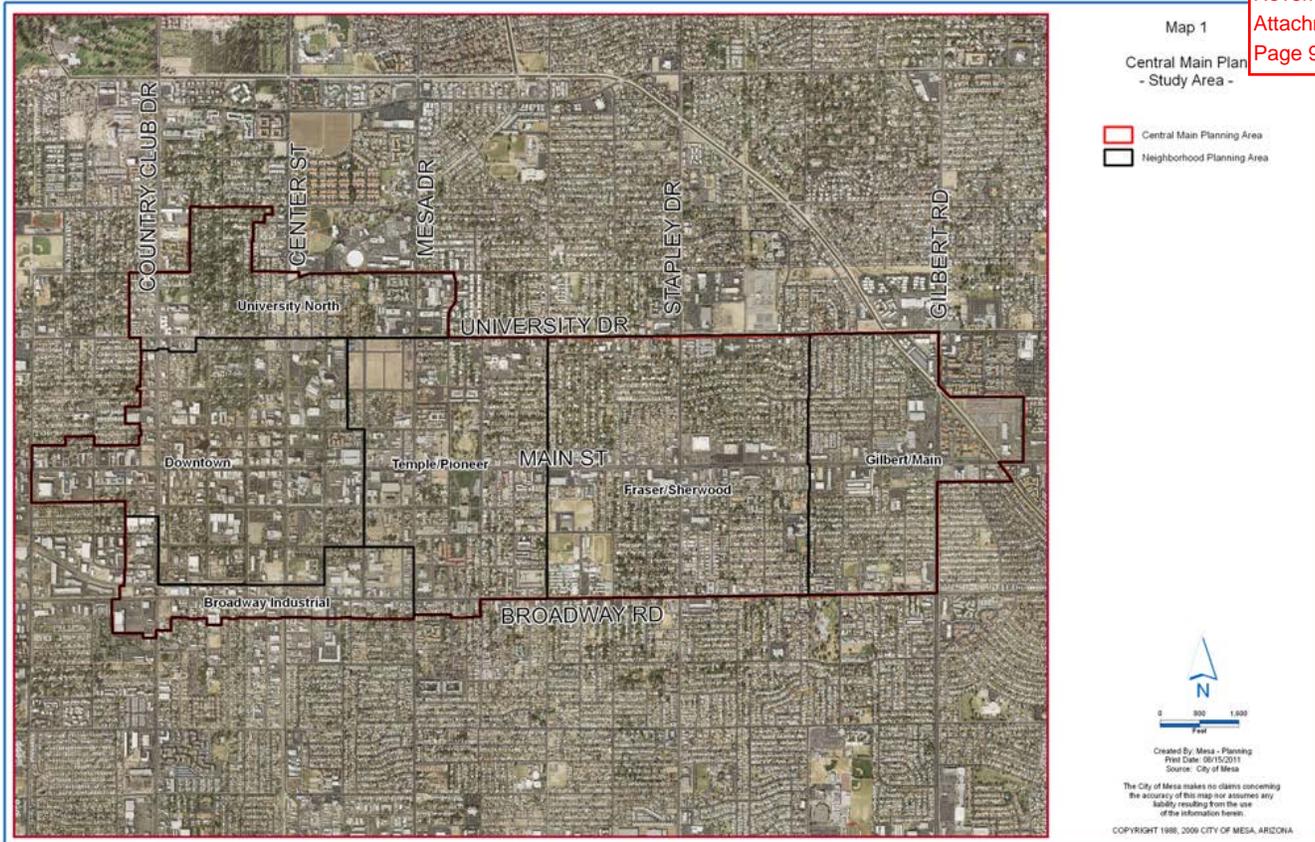
The Central Main Street Plan has been prepared to take advantage of the significant public investment made to extend the light rail line through Downtown Mesa. The primary goal of this Plan is to facilitate economic development in this area. Specific purposes of this plan are to:

1. Facilitate redevelopment along Main Street into a mixed-use, higher intensity, transit-oriented development pattern;
2. Enhance economic potential of property along the light rail line;
3. Create a greater sense of place in the downtown area and surrounding neighborhoods;
4. Improve sustainability;
5. Update Town Center Concept Plan;
6. Facilitate transition from new development to existing neighborhoods; and,
7. Identify capital improvements needed for redevelopment.

Central Main Street Plan Boundaries

As shown in Map 1, the boundaries of the Central Main Street Planning Area are generally from University Drive to Broadway Road, and Country Club Drive to Gilbert Road. These boundaries were selected to be able to prepare for and take advantage of the walksheds of five future light rail stations proposed along Main Street. Previously included in the Town Center Concept Plan, the areas north of University Drive, south of Broadway Road, and west of Country Club Drive were included to facilitate an update of that Plan.





Organization of Plan

1. Plan Document
 - a. Overall Policies
 - b. Neighborhood Areas
2. Appendix

This Plan is divided into two major sections. The first section contains the Plan itself, divided into six chapters outlined below. The second major section is an appendix which contains the majority of the background information used to help develop the Plan.

Chapter I - Plan Introduction

This Chapter provides a background on the development and content of the Plan.

Chapter II - Executive Summary

This Chapter provides a brief overview of the Plan, the vision for the future of this area, and an action plan for beginning implementation in the first year following plan adoption. This is designed as a stand-alone document for basic information and action.

Chapter III – Embracing and Guiding Change

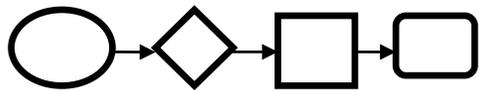
This Chapter provides a brief history of the Central Main Area that describes the continual changes this area has experienced. This Chapter also describes some of the social, economic, and demographic changes that influence the built environment and inform the policies and recommendations made in this Plan.

Chapter IV - Tools for Change

This Chapter includes the policies, projects, and programs that will be used to achieve the goals of the Plan. This Chapter also includes descriptions of the future building and street character desired in this area, a regulating plan for implementation of a form-based code, and guidance for measuring the environmental improvements that stem from Plan implementation.

Chapter V - Planning for Neighborhood Change

This Chapter looks more closely at the six inter-related Neighborhood Planning Areas that make up the Central Main Area and provides specific recommendations for the future of these areas. For the areas along Main Street, this Chapter provides critical direction for the creation of urban centers and villages around each light rail station.



Planning Process

The preparation of this Plan took approximately two years and included extensive public review, outreach, and involvement. Development of the Plan was directed by a Plan Advisory Committee (PAC). The PAC, which began meeting in January 2010 and met at least monthly until adoption of the Plan in _____ 2011, was the primary vehicle for community involvement. The members of the PAC, which represented a cross-section of Central Main Area residents, business owners, property owners, and community organizations, provided an invaluable resource of knowledge and ideas that helped move the planning process forward. The following people served on the PAC and took an active role in shaping the Central Main Plan.

Central Main Plan Advisory Committee Members

- | | | |
|---------------------------|-------------------------|----------------------------------|
| <i>Jim Allen</i> | <i>Carrie Hensley</i> | <i>Joe O'Reilly</i> |
| <i>Randall Bailey</i> | <i>Skyler Hynes</i> | <i>Ronald Peters</i> |
| <i>Danielle Bannister</i> | <i>Marnita Hill</i> | <i>Jon Richards</i> |
| <i>Teresa Brice</i> | <i>Maria Mancinas</i> | <i>Deanna Villanueva-Saucedo</i> |
| <i>Daniel Brock</i> | <i>Vern Mathern</i> | <i>Robert Schultz</i> |
| <i>Kari Cluff</i> | <i>Walter McIver</i> | <i>Otto Shill</i> |
| <i>Tanya Collins</i> | <i>Glenn McKay</i> | <i>Alice Skinner</i> |
| <i>Yancy Everhart</i> | <i>JoEllen McNamara</i> | <i>William Williams</i> |
| <i>Linda Flick</i> | <i>Selene Moreno</i> | |

In addition to the PAC, the public had opportunities to learn about the Plan and provide input through several community wide meetings held at strategic points in the planning process. Early input helped shape the Guiding Principles and Goals. Later public reviews helped confirm that the final plan addressed the desires of the citizens. A project website and social media applications were incorporated in outreach efforts to facilitate improved public access to planning documents and presentations.

Major policy Boards and Committees, City Council, and outside organizations were kept involved and provided opportunities to comment on the Plan at various stages through the review process. One policy Board in particular, the Economic Development Advisory Board, appointed a subcommittee to review and provide feedback on economic development and job creation policies, projects, and programs of the Plan.

Following public review of the final draft Plan document at two public meetings, the PAC forwarded a recommendation for approval to the Planning and Zoning Board. Following a public hearing by the Planning and Zoning Board, a recommendation for approval was forwarded to the City Council. The City Council adopted the Plan on _____, 2011.

Relationship to the Mesa 2025 General Plan



On November 5, 2002, the residents of Mesa approved the Mesa 2025 General Plan which was adopted by the City Council on June 24, 2002. This Plan provides a vision and guidance to the community's citizens, businesses, and officials as the community grows and develops in the future. The vision of the General Plan is to provide for a prosperous and economically balanced community, to address the need for future housing and employment opportunities, and to support Mesa as a sustainable community in the 21st Century.

The Mesa 2025 General Plan recognizes the need for more detailed planning in Mesa by highlighting seven sub-areas that exhibit a unique character or history. The goal is to promote Mesa's identity by encouraging the revitalization, preservation or development of these community sub-areas throughout the City. Portions of the Central Main Planning Area are within the Mesa Grande and Central Broadway sub-areas identified in the General Plan.

The Land Use Element of the Mesa General Plan guides the future growth and development of the community. This Element illustrates how the City anticipates accommodating its future population growth as well as the eventual development patterns the City wishes to encourage.

Approval of this Plan does not amend the General Plan, but does provide the latest and most detailed City Council policy direction for development within this area. Any inconsistencies between policies in this Plan and the General Plan will be decided in favor of this Plan. General Plan amendments may be necessary to fully implement the goals and policies contained in this Plan. Any General Plan amendment that is submitted to further implement this Plan will be processed as a minor General Plan amendment.

Chapter II – Executive Summary

Executive Summary

Managing the change that will take place within the Main Street Planning area will take creativity, flexibility, and forethought. Action is needed now to prepare the groundwork for the significant economic development and urban transformation that will take place with the extension of light rail. This Executive Summary of the Central Main Plan provides a quick overview of the area, the vision for the transformation, and an action plan for immediate implementation.



A History of Change

Mesa's Central Main Area includes the original Mesa square mile plus additional area, primarily to the east along Main Street. The size, demographics, and mix of land uses within this area make it comparable to many smaller cities. The Central Main Area includes Mesa's center for government, culture, and business.

Main Street through Mesa has a history of change. In the Downtown area, Main Street was once a strong, active commercial center for Mesa and the East Valley. Over the years, as competing development has occurred, other communities have grown, and the City has sprawled out, Main Street through Downtown became a primarily auto-oriented commercial corridor backed by low-density, single-resident neighborhoods. While the Downtown core contains several exciting and interesting places, they are disconnected and the area as a whole is underdeveloped and underutilized.

Today, there are many elements that create a catalyst for change in the Central Main Area. These catalysts include the extension of light rail, the Mesa Arts Center and demographic and economic changes that support an increase in mixed-use, urban living. The Central Main Street Plan has been developed to capture the momentum of change and guide that momentum to a common vision for action that will result in a Downtown alive with activity where people want to be.



The Vision for Change



The *Vision for Change* provides a broad-brush description of the Central Main Area transforming into a place where people love to work, live, shop, learn, and recreate. This Vision consists of two elements. First, the Vision Statement provides a one paragraph description of the Central Main community of the future. While this vision is not fully realized today, it does captivate us and creates the desire to move forward and implement the transformative steps needed to realize *Central Main: A Place for People – Alive with Options!*

Second, the five Guiding Principles and Plan goals described on the following pages further define the Vision for Change. These guiding principles give citizens, development community, business owners, and city officials the foundations needed to prepare and implement the changes needed to create the desired future.

Imagine:

You work at a locally-owned business or a corporate office, or you teach aspiring minds at a higher education institution.

You accomplish daily activities through a short walk or bicycle ride, a comfortable ride on an efficient transit system, or a drive on a well-maintained street network.

You pick-up vegetables at the corner market, visit unique shops, browse art galleries, enjoy live performances, or explore award-winning museums.

You indulge in local and ethnic cuisine from street vendors, casual eateries, or fine dining establishments.

As a resident, you live in your ideal neighborhood whether it is a quiet residential street or a bustling Downtown alive with activity.

Central Main:

*A Place for People - Alive
with Options!*



To guide change into the future we must know where we want to go. Through the planning process a vision for the future with accompanying guiding principles and goals were established to point the way. The following Guiding Principles have been drafted to assist policy makers, developers, and citizens in understanding the basic community development principles that need to be followed to implement this plan and create the lively, dynamic urban environment envisioned to sustain economic growth and vitality within the Central Main Street Area. The accompanying policies further refine and define the intent of each principle and how they can be applied as development occurs.

A Prosperous Community Downtown is the City Center for Mesa



Downtown is the City Center for all of Mesa and it must maintain that status. As the City Center, the downtown area will contain a unique mix and concentration of governmental, cultural, professional, commercial, entertainment, and residential activities compared to other areas of the community. Downtown Mesa has been, and will continue to be an economic engine for Mesa as we take advantage of the public investment in light rail. Significant increases in high-quality professional jobs and additional residential density will result in a more active downtown core that will support existing and new businesses. A combination of special events, festivals, and unique attractions will bring visitors from outside the area and surrounding communities. The downtown area will continue to build upon the great cultural assets such as the Mesa Arts Center, Arizona Museum of Natural History, the Arizona Museum for Youth, and the Mesa Arizona Temple.

The larger Central Main Street Planning Area economy will continue to build upon the foundation of unique, local businesses and will strive to attract more high quality, unique retail, office, and entertainment establishments. The plan for the larger planning area must work to transform the area from suburban corridors to a pattern of mixed-use nodes at transit stations and other principle intersections. These nodes should provide a village-scale focus of activity and identity for the surrounding neighborhoods. These nodes should help meet the daily shopping and business needs of the nearby residents as well as people traveling on the streets.

Goal PRC 1:

Create a **distinct** and **high-quality built environment** that is attractive to existing and new employers, residents, and visitors.

Goal PRC 2:

Provision of a **wide range of residential** buildings in areas designated for residential and mixed-use development in support of a diverse mix of employment, commercial, and recreational uses.

Goal PRC 3:

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 Transit Villages, Downtown Transit Nodes, Downtown Core, and in other areas as warranted by demand.

Goal PRC 4:

Cultivate a well **educated, skilled workforce** and **diverse customer base** that supports the success of existing and future businesses.

Goal PRC 5:

Leverage the high-quality, efficient, **multi-modal transportation network** to support the success of existing and future businesses and attractions.



A People-Friendly Community

Creating an inviting, people-friendly public realm.

The Central Main Area must be an inviting, people-friendly public realm. Streets throughout the community must support active use by pedestrians and bicyclists by providing the comfort and connections needed for regular use.

The community will support pedestrian activities by providing a high level of transit services that reduce the need for regular trips by automobile and by having parks and plazas that bring people together. Through City initiatives and private investment, streets will be designed and operated to enable safe access for pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities to safely move throughout the area.

The plan will build upon the light rail transit system to create a mixed-use, pedestrian oriented development pattern that will result in an active, safe, and interesting environment geared to people. While improvements to the pedestrian and bicycling environment may result in reduced vehicular mobility in some areas, the existing grid street system will continue to provide reasonable vehicular access through the Central Main Area.

Goal PFC 1:

Creation of a **pedestrian-oriented development pattern** that enhances the community and integrates with existing neighborhoods.

Goal PFC 2:

Create a safe, comfortable, and **attractive public realm** (streets, parks, open space) that meet the needs of residents, employees, and visitors and invites and encourages pedestrian activity and social interaction.

Goal PFC 3:

Creation of a safe, attractive, and **well-designed built environment** that enhances community image and stimulates pedestrian activity.

Goal PFC 4:

Encourage a **mix of uses** and activities that promote interaction among neighbors.

Goal PFC 5:

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

A diversity of people, business, and buildings.



Communities, and particularly downtowns, thrive when a diversity of people and opportunity come together in harmony. The Central Main Area must embrace and celebrate the social, cultural, and racial diversity of the community. New housing will include a variety of choices that will attract a variety of household types (single, family, non-traditional, retiree) and income levels. New businesses that cater to culturally diverse markets will be encouraged. A diverse community that encourages residents to live, work, and play will attract “creative class” residents and knowledge workers.

Goal DIV 1:

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.

Goal DIV 2:

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.

Goal DIV 3:

Build and maintain **cohesive neighborhoods** that successfully knit together a diverse mix of historic buildings, existing neighborhoods, and new development.

Goal DIV 4:

The Central Main Area will be home to **diverse businesses** that provide high-quality jobs, regional attractions, and amenities that support local residents.

Goal DIV 5:

The Central Main Street area will provide **diverse transportation** options to meet the needs of all residents, workers, and visitors.



A Distinctive Community

Each neighborhood has a unique sense of place.

The Central Main Area must support the creation of a unique sense of place for each neighborhood within the Central Main Area. The plan will put in place policies and direct the creation of the other tools and investments needed to facilitate development activities that will result in livable neighborhoods that each has their unique sense of place. Introduction of light rail to the Central Main Area represents an opportunity for station areas to evolve over time. The creation of several distinct districts, generally built on station areas with unique character, will together result in a diverse community fabric. The plan must embrace the history of Mesa and support the maintenance of existing historic structures and residential neighborhoods. The character of existing, stable residential neighborhoods will be maintained and enhanced, while working to restructure areas identified as a visual, social, and economic detriment. The City should become a partner in the creation of new and distinct, downtown developments/neighborhoods on vacant and underdeveloped City owned land.

Goal DIS 1:

Creation of **memorable places** today and the **historic districts** of tomorrow.

Goal DIS 2:

Provide the **flexibility** in development and redevelopment that encourages and allows the **creativity** necessary to construct iconic buildings, landmarks, and places.

Goal DIS 3:

The Central Main Area provides a **unique mix of land uses** that attracts visitors and differentiates it from other communities, while supporting the needs of residents.

Goal DIS 4:

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

Development that promotes a healthy environment.



Development and redevelopment in the Central Main Area must recognize and respond to the Arizona climate. This recognition should include energy and water conservation; understanding the distinct characteristics of how varied building materials respond to solar exposure; and creating a pedestrian-friendly environment through a network of outdoor amenities, vegetative and material shade, plazas, and pocket green spaces connected by a well designed public realm that results in a more livable and inviting destination. Achieve these improvements through public initiative and/or private investment. Encourage outdoor events throughout the year. Take advantage of existing infrastructure, such as re-activating Pioneer Park as a recreation area and venue for outdoor events that serves the larger community. Embrace sustainable construction techniques in new development and encourage sustainable building improvements to existing structures. The City leads by example in promoting sustainable standards in public facilities and infrastructure development and redevelopment.

Goal ENV 1:

The Central Main Area will become a model for environmentally sensitive and energy efficient development through **reductions in energy usage, vehicle miles traveled, and greenhouse gas emissions**.

Goal ENV 2:

Light-rail station areas will be transformed into **pedestrian-oriented** neighborhoods and the commercial corridors into an urban, **pedestrian-friendly** development pattern.

Goal ENV 3:

Residents of the Central Main Area have access to a **healthy living environment**.



Future Development Character

The current development pattern and character of the Central Main Area is that of a suburban community with strip commercial corridors. The Downtown area is an exception with a more urban form. The vision, guiding principles, and goals of this Plan support the transformation of the Main Street corridor into a series of mixed-use villages centered on light rail stations and connected by a pedestrian-oriented urban transit corridor. The Downtown area will be the most intense urban area followed by Gilbert and Main and then Stapley and Main. The following map, Map 2, illustrates the desired future development character for the Planning Area.

Moving from Vision to Reality



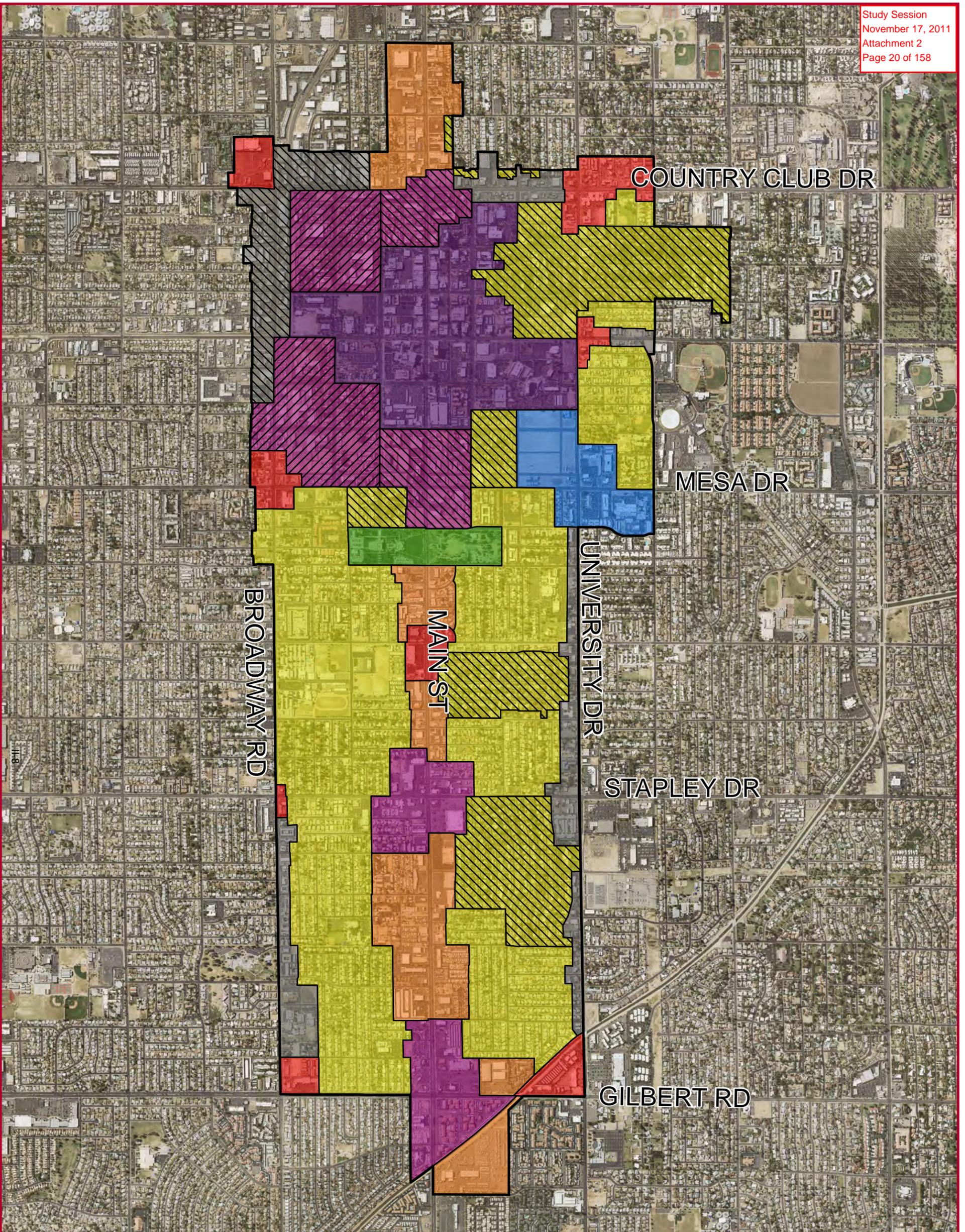
Capturing the momentum and creating the change necessary to achieve the Plan Vision takes an action plan that focuses energy from the multiple players in the redevelopment effort. The full plan document contains numerous recommendations for projects and programs, that when implemented, will lead to the desired community. This Summary contains a higher level overview of the action items that have been established to be implemented in the first five years following Plan adoption. Implementation of these items will keep the current momentum going and have the Central Main Area ready to capture the full economic benefit from the public investment in light rail when it opens through this area.

The following Action Plan describes the primary focus of City staff and partners during the first five years following Plan adoption. Many of these items will be ongoing and several involve activities that, to some degree, are already under way. All of the Action Items described are of the highest priority and need to receive attention at the same time. For activities already under way, the Action Plan provides additional focus and opportunity to review for improvement.

ZONING CHANGES

Adopt and apply form-based code

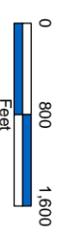
The creation, adoption and implementation of a Form-Based Code addresses several Goals and Policies of the Plan. The application of this type of zoning within the Central Main Area will help ensure that future development reinforces an urban environment and active streetscape. Following adoption of the Plan, Planning Division staff will be devoted to finalizing the Form-Based Code and working with property owners and other stakeholders to apply the zoning to property in the Downtown and Pioneer/Temple Neighborhoods. The Form-Based Code will be created to include a Smart Growth Community Plan Chapter that will allow future application of the Code to other areas along the light rail line. City staff will proactively work with property owners in these areas to show the impacts and benefits of the Form-Based Code and, on a voluntary basis, process the necessary rezoning actions. The map for where these zones will be applied (known as a Regulating Plan) is shown on Map 7 in *Chapter IV – The Tools for Change*.



Map 2

Central Main Plan
 - Future Character -

-  Downtown Core
-  Downtown Transit Node
-  Downtown Mixed-Use District
-  Transit Village
-  Employment District
-  Urban Transit Corridor
-  Commercial/Mixed-Use Node
-  Neighborhood
-  Neighborhood Preservation
-  Corridor
-  Industrial Corridor
-  Park and Open Space



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Eliminating Downtown Zoning Districts

Once the Form-Based Code has been applied to properties identified on the Regulating Plan, the need for the separate Downtown Zoning Districts (DR-1, DR-2, DR-3, DB-1, DB-2, and DC) is greatly diminished. The remaining areas with Downtown Zoning Districts should be rezoned to the most compatible standard City Zoning Districts. City staff will proactively work with property owners in these areas to determine the appropriate standard City Zoning District and process the rezoning. If consistent with the goals and implementation of this Plan, zoning changes may be to a district different than the existing district. Elimination of Downtown Zoning District is a secondary priority to application of the Form-Based Code.

ESTABLISH CITIZENS'S COMMITTEE

A primary tool to ensure a Plan is active and appropriately implemented is creation of a Citizen's Committee. This Committee would update appointed and elected officials on ongoing plan implementation efforts, encourage additional implementation actions, and periodically review the Plan for appropriate modifications that reflect changing conditions. Planning Division staff will be responsible to prepare a structure for establishment of the Citizen's Committee and the Mayor and City Council will approve the Committee procedures and appoint committee members that reflect the broad interests and population of the Central Main Area. On-going operation of the Citizen's Committee will be supported by Planning, Economic Development, and Transportation staff time.

GUIDELINES/STANDARDS

Achieving several of the Plan goals will require the development and adoption of various types of design guidelines and updated development standards responsive to a desert-urban condition. Completion of this Action Item will require establishment of a Department budget item to contract with a consultant(s) that will work with Planning staff in preparation of design guidelines for light rail station area development. These design guidelines will address elements such as streetscape, landscape palette, landscape pattern, street furniture, lighting, and the relationship between the public realm and private development. The guidelines will also provide direction that will help ensure an enjoyable pedestrian experience, that development will be responsive to our desert environment, and that stormwater standards reflect an urban environment. The guidelines will also act as a design inspiration document that will visually highlight the level of design quality expected from new development within light rail station areas. Follow up efforts will expand the applicability of these guidelines to include development outside of light rail station areas. The follow-up efforts will also include guidelines for topics listed in Chapter V, but not covered by this Action Item.

MARKETING

The City of Mesa and its partners already pro-actively market the Central Main Area to businesses, employers, residents, and visitors. The purpose of this Action Item is to review the Goals, Projects, and Programs contained within the Plan for additional marketing efforts that may be needed and/or areas that should be emphasized in the marketing efforts to attract the businesses, customers, and visitors envisioned. A special effort will be made in continuation of efforts to attract higher education institutions to the Central Main Area. As necessary, marketing strategies and materials will be updated and refined to emphasize and achieve the goals, policies, projects and programs contained in the Plan.

INCENTIVES

Incentives are often used to help attract the types and quality of development envisioned by the Central Main Plan. Incentives can also be used to encourage the urban building forms needed to create the active streetscape envisioned by the Plan. Within the Downtown and Pioneer/Temple Neighborhoods, the amount of City owned land represents a significant incentive available to leverage in public/private partnerships that result in a development pattern that achieves the goals of this Plan and to attract new businesses. This Action Item will require designation of the staff and resources necessary to further study the potential of the incentives identified in the Plan and create the incentive programs described.

HEALTHY LIVING ENVIRONMENTS

A key element that will help bring and retain businesses and encourage pedestrian activity is an attractive and healthy environment for the people who work, live in, and visit the Central Main Area. This Action Item includes new initiatives and builds upon existing City programs targeted at building strong, viable neighborhoods.

CAPITAL IMPROVEMENT PLAN

Achieving the goals of the Central Main Plan will require the commitment of additional Capital Improvement monies towards Central Main Area specific projects that improve the public realm and/or develops infrastructure that supports pedestrian-oriented development and/or encourages activity. A list of Capital Improvement Projects within the Central Main Area needs to be developed that prioritizes projects that will facilitate development/redevelopment or can be coordinated with private development projects. During the first year following Plan adoption the capital items needed for development of this area will be identified and prioritized for funding in the next CIP.

Chapter III – Embracing and Guiding Change

Embracing and Guiding Change

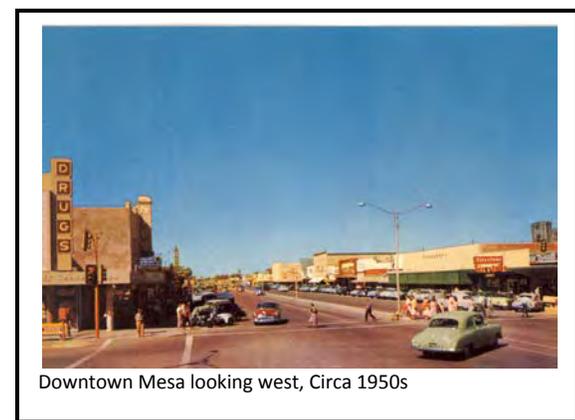
Main Street, through the Central Main Area, has evolved steadily through the years from a local road serving a small farming community to a major highway linking the east and west coasts to a regional arterial street serving nearly 470,000 Mesa residents. With the extension of light rail through Downtown, and eventually to Gilbert Road, the Central Main Area remains poised to continue this evolution from an auto-dominated development pattern to a more urban, active, and pedestrian friendly development pattern. This Chapter provides a brief history of change in the Central Main Area, a review of the forces driving the next evolution in the Central Main Area, and a high-level picture of the future character desired in the Central Main Area.

A History of Change

The Central Main Area was officially formed in 1878 when the plat for the Mesa Townsite was completed and filed. Mesa's settlers began by platting the square mile centered on the intersection of Main and Center Streets. The development along Main Street west of Center Street became the primary commercial area and, to this day, is still considered the "heart" of Mesa. For the next 50 years, Mesa remained a primarily agricultural community and the fairly slow growth was completely within the original square mile. Between 1878 and 1930 the population increased from approximately 300 to 3,711 people.



Downtown Mesa, Circa 1890s



Downtown Mesa looking west, Circa 1950s

The Central Main Area from the 1920s through the 1940s experienced important developments that resulted in dramatic change. During the 1920s, Main Street was designated US Highway 60 which was an important portion of a coast-to-coast highway network that carried people between California and the Southeastern United States. This highway brought thousands of travelers through Central Main and helped spur a vibrant tourist industry. With the outbreak of World War II, Mesa received recognition with the establishment of Falcon Field as a training base for British RAF pilots and Williams Field as a training base for American

pilots. This led to further development in the Central Main Area.

From 1930 to 1990 the population of Mesa doubled with each decennial census. The City of Mesa began to expand east and west along Main Street during the 1930s and by 1960 all of the Central Main planning area was within the City limits. The Central Main Area experienced its most rapid expansion during the automobile age, and with the additional influence of Main Street's designation as US Highway 60, development along Main Street followed an auto-oriented, suburban corridor pattern.



Looking east on Main Street, east of Stapley Drive, Circa 2011.
Current example of the auto-oriented, suburban corridor.

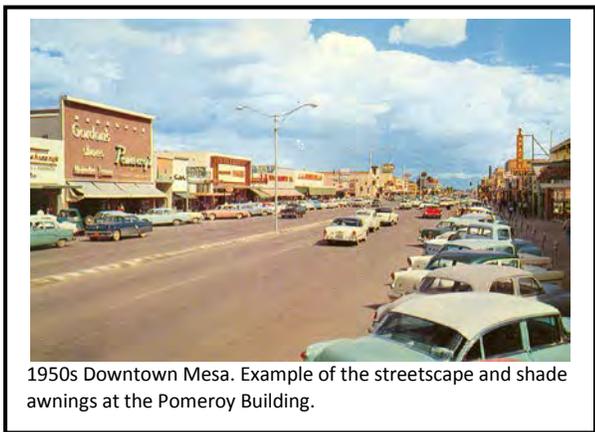
From the 1960s to the present, Mesa and the East Valley experienced expansive suburban development that created tens-of-thousands of new dwelling units and many retail and business developments, always leap-frogging further east. As the development moved east, the US Highway 60 designation was removed from Main Street and placed on a new freeway system. These new commercial areas, including two regional malls and several “power” retail centers, have taken business away from the Central Main Area while new streets and an expanded freeway system have provided convenient access to new residential developments further afield and alternative routes away from the “heart” of Mesa. As a result,

businesses and activities within the Central Main Area have suffered and today there are several vacant buildings and underutilized properties within the Central Main Area.

This long history of change has resulted in the development pattern and general character shown in Map 3. For the most part, the Central Main Area is dominated by suburban density, single-residence neighborhoods and auto-oriented suburban corridors. There also exist a few auto-dependent suburban nodes of retail use that are isolated from the surrounding neighborhoods and a number of special use districts that include uses such as a school campus, Pioneer Park, the Mesa Arizona Temple, and industrial uses.

Map 3 also designates an urban core that is the most intensive area of Downtown. Within Downtown, significant transformation has occurred over the past 30 years with the implementation of various streetscape projects, initiated as revitalization efforts. The colonnade was constructed in the late 1980s and the streetscape design, including the traffic configuration, sidewalk widths, landscape planters, and pedestrian amenities was constructed in the 1990s. These improvements have had moderate success in keeping the Downtown commercial district viable, but the majority of the Main Street corridor has not benefited from the same investments.

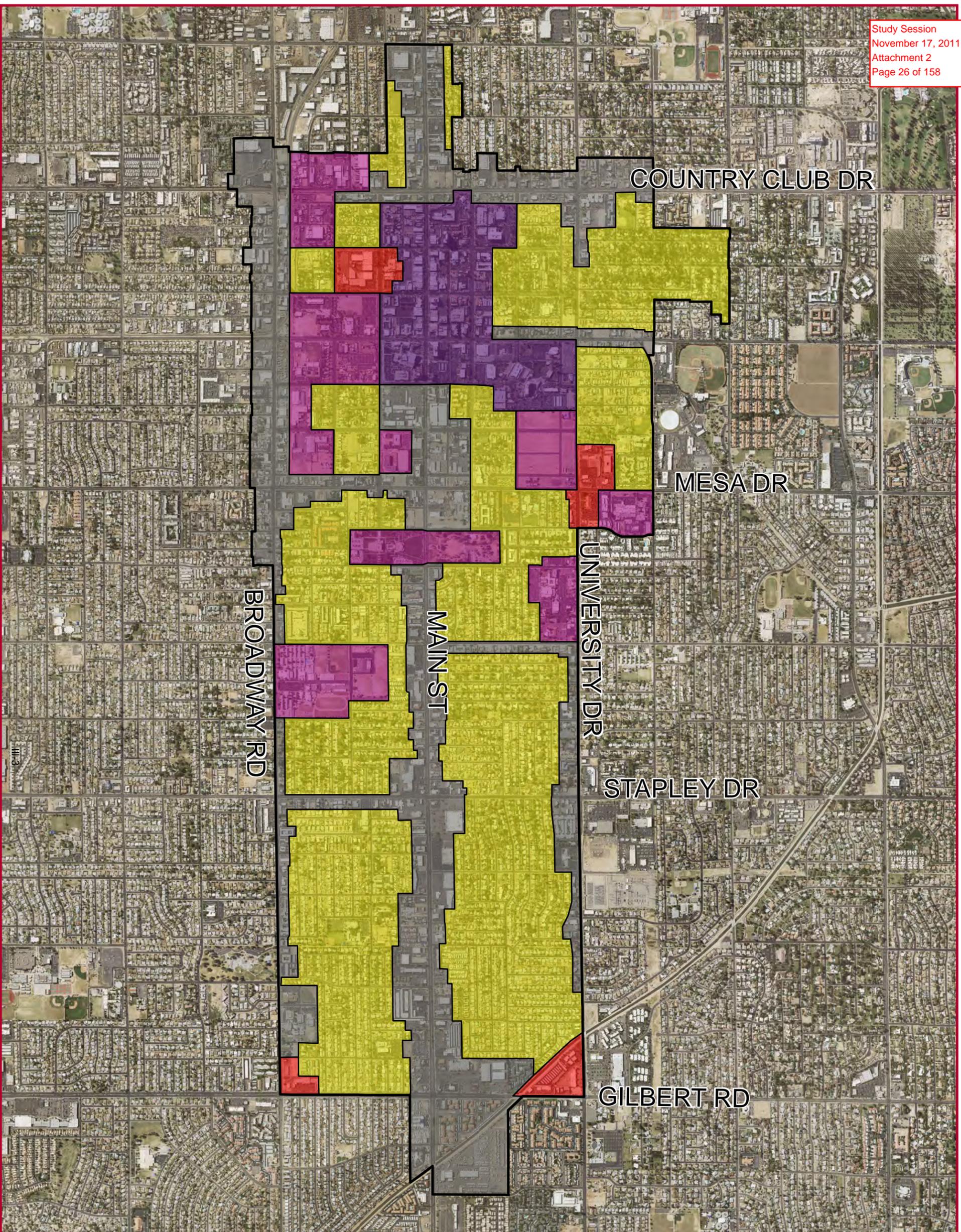
The Central Main Area has experienced dramatic change through its history. To improve the prosperity, livability, and image of the Central Main Area and Mesa, continued change needs to be embraced into the future. To help bring life back into this important part of Mesa, changes in transportation and development patterns will be among the most important considerations.



1950s Downtown Mesa. Example of the streetscape and shade awnings at the Pomeroy Building.



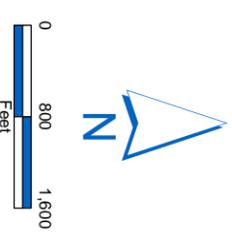
Present day Downtown Mesa. Example of the streetscape improvements and colonnade at the Pomeroy Building.



Map 3

Central Main Plan
- Existing Character -

-  Urban Center
-  District
-  Suburban Node
-  Suburban Corridor
-  Neighborhood



Assets, Issues, and Opportunities Influencing Change

While change has been a constant in the Central Main Area, change just for the sake of change is not encouraged with this Plan. The Plan Advisory Committee and community identified community assets that should be protected and built upon; community issues that when addressed, could result in change; and community opportunities for change. These assets, issues, and opportunities were considered throughout and helped guide the development of the Plan.

Key assets identified within the Central Main Area included arts and cultural amenities, historic and cultural resources, stable residential neighborhoods, unique Downtown shopping opportunities, and a commitment to small, locally-owned businesses. Key issues identified within the Central Main Area included limited nighttime activities, an unappealing visual experience related to landscape and the built environment, and a lack of property maintenance and Code enforcement. Key opportunities identified within the Central Main Area included the Main Street corridor and extension of light rail to Gilbert Road (including associated station areas); the amount of developable land owned by the City; small, locally-owned, and family-oriented businesses and attractions; quality residential development; and, the existing park and open space system.

Catalysts for Change

Over the last 15 years economic and demographic changes and societal shifts, such as people's desire to be more environmentally conscious, have begun to provide some of the catalysts for the change foreseen. In combination with these, the catalyst with the most potential to effect change is the introduction of a high-quality and efficient light rail system that connects Mesa with Phoenix. An initial 20-mile system was opened in December 2008 with one station located in Mesa just east of Dobson Road. That station has generated the most ridership along the entire 20-mile system since operation began. A three-mile extension of the light rail system is now in design with operations anticipated to begin in early 2016. This extension will follow the Main Street alignment through downtown Mesa with stations located at Alma School Road, Country Club Drive, Center Street, and Mesa Drive. A further study has been initiated to determine the feasibility of a further two-mile light rail extension to Gilbert Road. The potential exists to extend the light rail system further east and south from this point.



Cities across the country, such as Denver, Portland, Salt Lake City, and San Diego have found that the introduction of light rail can be a catalyst for new development. Within Arizona, the 20-mile light rail system has spurred significant commercial, institutional, and residential development in the cities of Phoenix and Tempe. The three-mile extension of light rail into the Central Main Area, and the associated stations, will provide excellent opportunities to transform the surrounding development from auto oriented to pedestrian oriented as more businesses, employees, residents, and visitors have the ability to reduce their reliance on vehicles by using the available transit service. To successfully realize the desired economic development, environmental, and

social potential that can be achieved with light rail and the associated stations, tools that facilitate that change must be in place. These tools will be discussed in detail in the chapters that follow.

Closely related to the success of light rail in effecting change, responsible environmental stewardship and the desire to follow more sustainable development practices has influenced the development of this plan. This is in response to the growing expectation among the general population that new development will be done in a way that reduces reliance on automobiles and fossil fuels, increases energy efficiency and the use of renewal energy resources, and creates a healthy living environment. There is also a growing expectation that new development will be done in a way that responds well to Arizona's desert environment, such as the use of passive solar as a means to reduce energy usage and the use of building form and orientation to create more comfortable environments for people.

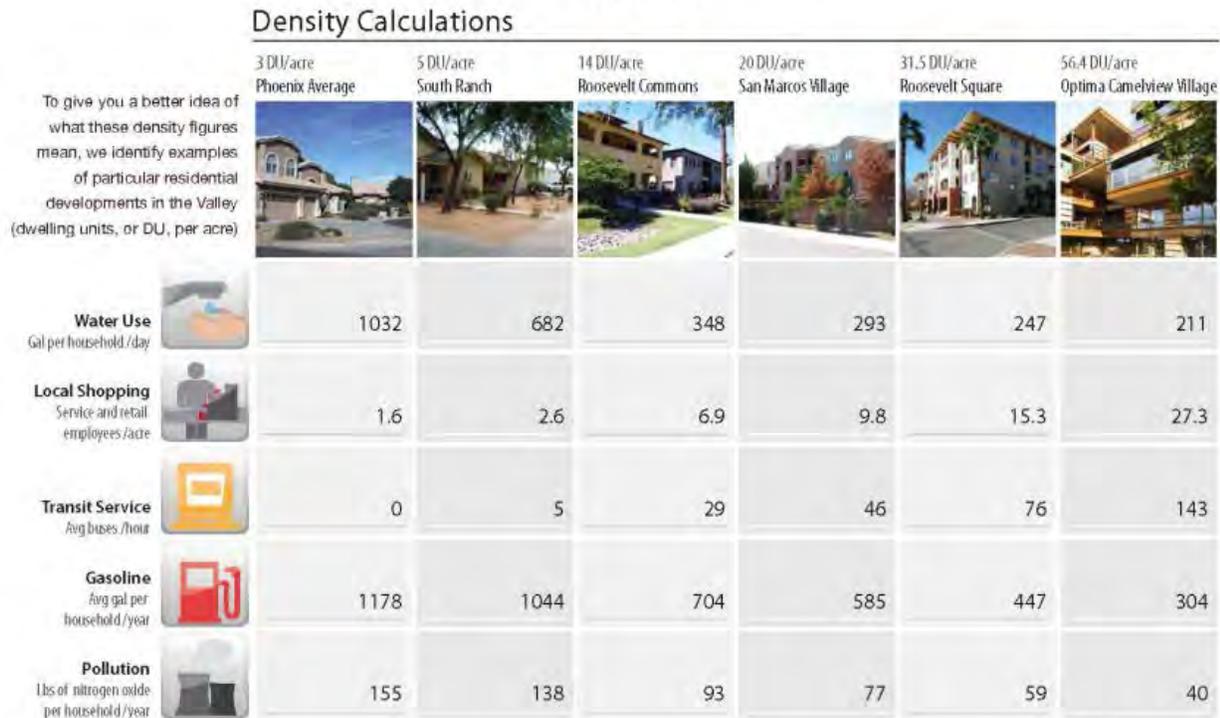
In response to demographic shifts, studies indicate that as we begin to emerge from the recent and significant recession, the first places to recover will be urban areas that include a compact development pattern; allows easy access to a variety of uses for people that live, work, and play in the same area; and provide public transit service, especially light rail. Put more directly, only ___% of the nation's projected demand for urban housing can be met with existing housing stock. Locally, an analysis (*Woods and Poole; Strategic Economics 2011*) forecasts an approximately 175,000 dwelling unit increase in demand for transit-oriented residential in Maricopa between 2010 and 2040. There are two important demographic trends that are catalysts for more urban development. The first is the 70 million "baby boomers" that have started retiring. These "baby boomers", in much greater numbers than previous retirees, are seeking a more urban and active lifestyle. With large disposable incomes they have the ability to influence development patterns. The second demographic trend is the nearly 70 million "echo boomers" or Generation Y. This group includes millions of well-educated professionals and creative economy workers that will be the driving force in the economy of the future. This "creative class" also seeks an active, mixed-use, urban environment, as opposed to the suburban environment of their parents.



Benefits of Change

The extension of light rail through Downtown and beyond, in combination with the environmental and demographic catalysts described above, indicates that Mesa has an excellent opportunity to transform the Central Main Area. When completed, this transformation will take the Central Main Area from an auto-dominated suburban corridor cluttered with competing signs, curb cuts, and large surface parking lots that do not connect to surrounding neighborhoods into a pedestrian-friendly urban environment with a series of mixed-use nodes and transit villages that connect to surrounding neighborhoods and a strong urban core. This transformation can also result in numerous economic and environmental benefits for the Central Main Area. Figure 1, reprinted from *Making Sustainable Communities Happen In the Valley of the Sun* by the Arizona State University Stardust Center for Affordable Housing and the Family, highlights some of the environmental and economic benefits of higher-intensity development.

Figure 1



For more information about this calculator, see http://stardust.asu.edu/research_resources/detail.php?id=31

More and more groups are identifying the relationship the built environment has on the health of the population, and the positive health benefits of a compact, mixed-use urban development. The Centers for Disease Control and Prevention report that almost 50 percent of Americans are affected by chronic diseases such as heart disease, stroke, diabetes, cancer, obesity, and arthritis. These diseases limit daily functioning and, therefore, have a negative impact on economic and community development. Preventable health risk factors, such as insufficient physical activity and poor nutrition, contribute greatly to the development and severity of many chronic diseases. Research continues to confirm that, in contrast to suburban development, a compact, mixed-use urban development pattern has a positive impact on a population’s health through increased physical activity and provision of more choice for healthy foods.

The Framework for Guiding Change



In order to effectively guide the change that will come to the Central Main Area in a way that will accomplish the vision and guiding principles a framework for guiding change was established. This framework is used to develop and test more detailed and specific planning and development decisions. The framework consists of a statement of objectives and a generalized future development character map.

OBJECTIVES

Objective 1 – Economic Development and Job Creation

Creating a robust economy that supports retention and expansion of existing business and the attraction of new businesses, particularly high-quality employers, is a primary focus for the development and implementation of this plan. The Central Main Area, and particularly the Downtown, is an excellent location for such economic development and significant job growth. Utilizing an urban development pattern with vertical building forms on vacant or under-utilized land, it would be easy to accommodate a minimum of 1.5 to 2.0 million square feet of non-residential building floor area that supports in excess of 3,000 new jobs over the next 20 years.

Objective 2 – Flexible Framework for Private Investment

Creating a flexible planning and regulatory framework is integral to attracting private investment in urban developments. The significant public investment in light rail provides direct benefit to business, property owners, residents, and visitors and should be leveraged to attract development of new high-quality office, commercial, institutional, and residential uses.

Objective 3 – Walkable Environment

Creating an attractive, walkable environment within Downtown and mixed-use nodes centered on light rail station areas that distinguish the Central Main Area from the rest of the City and within the region. The walkable environment facilitates creation of new jobs, with supporting residential and retail uses that also provide a direct benefit to, and connects with surrounding neighborhoods.

Objective 4 – Sense of Place

Building unique identities around light rail stations and creating a unique sense of place through the maintenance and enhancement of existing cultural resources, such as historic buildings, historic residential neighborhoods, and the arts will be a key element in the success of an urban Central Main Area. The Plan also needs to recognize the influence that building architecture and quality, urban open space and parks, cultural institutions, and unique character have in urban environments.

Objective 5 – Sustaining the Environment

Reducing the impact development has on the environment by reducing dependence on automobiles, greenhouse gas emissions, and energy consumption, as well as conserving water resources. The Plan also needs to recognize and be sensitive to Arizona's unique desert climate during development.

FUTURE CHARACTER

Map 4 below represents the future character of development within the Central Main Area. This map was produced based largely on two key areas of consideration by the Planning Advisory Committee: 1) defining maintenance, evolution, and transformation areas, and 2) defining future relative intensity of development.

In order to establish a future character plan, it was important to know where change was desired, and where it was not desired (see Map A-1 in Appendix A). These areas were identified as:

- Maintenance Areas – those areas (mostly the established single-residence neighborhoods) where the goals would be to maintain the existing character;

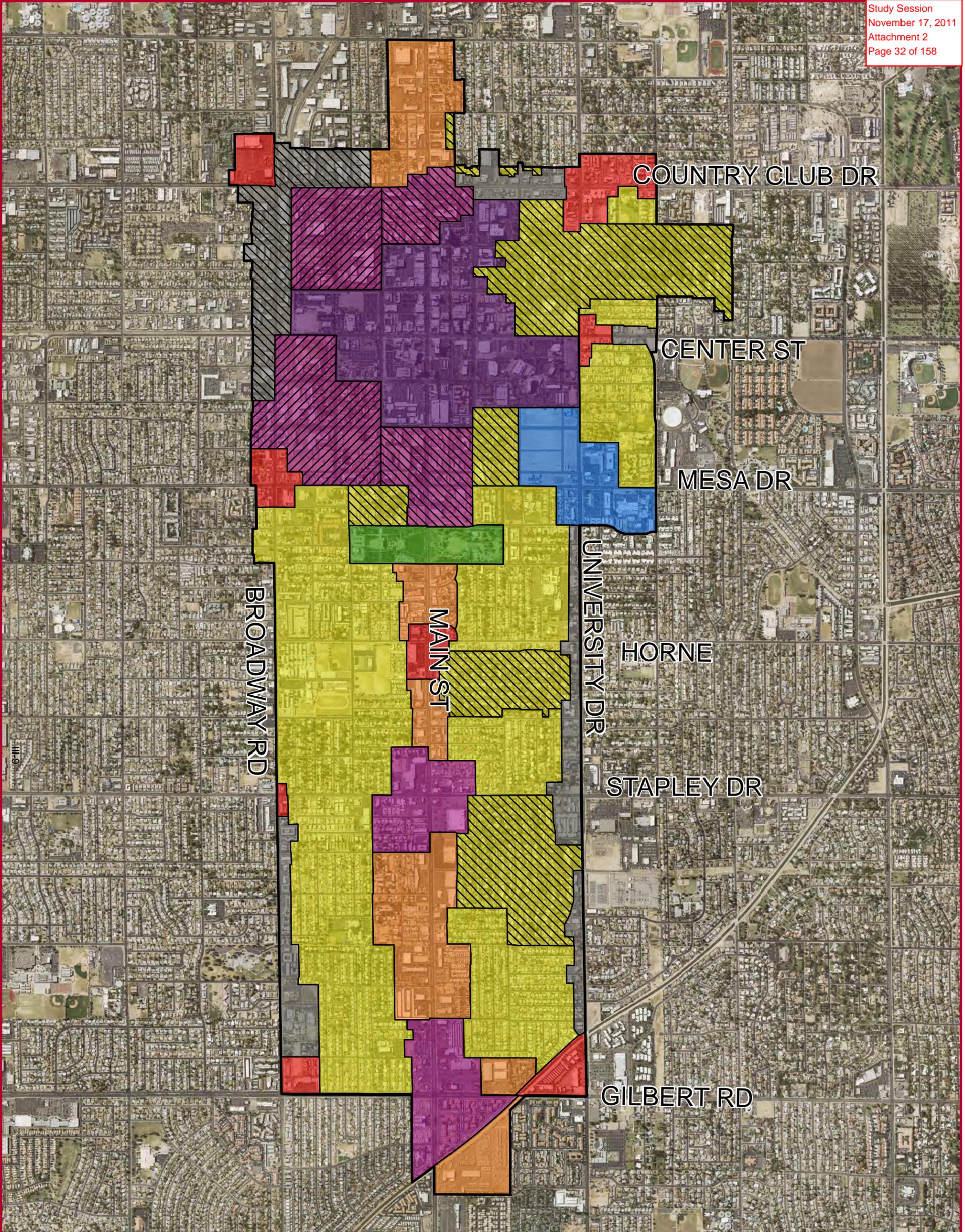
- Evolution Areas – those areas (mostly along University, Broadway, and Country Club) where change was possible and desirable, but not would not occur quickly and/or would not be a significant change from the current character; and,
- Transformation Areas – those areas (mostly along Main Street) where significant changes would occur to the existing development character.

The Plan Advisory Committee also considered the entire planning area, in a very broad sense, as it related to relative development intensities envisioned within the identified Transformation Areas. The results of this effort are shown in Map A-2 in Appendix A. Downtown is identified as having the most intensive development. Within this area it is anticipated that the development character along Main Street between Center Street and Robson would be maintained and compatible higher intensity developments would happen behind the Main Street frontage and the highest intensities occurring near the intersection of Center and Main Streets.

Centered on the Downtown gateway light rail stations, Country Club and Mesa Drives would have a moderately lower intensity than Downtown. Similar intensity is expected at the future “beginning of the line” light rail station at Gilbert Road and Main Street and at the southwest corner of University and Mesa Drives.

The area centered on a future light rail station at Stapley Drive and Main Street is expected to have an intensity of about one-third to one-half of Downtown’s intensity. The Main Street corridors between the nodes above are expected to have the lowest intensity within the Transformation Area, however, the development would occur within an urban form.

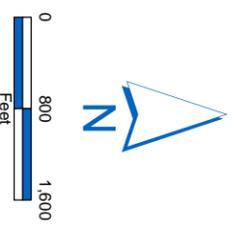
The Community Assets, Issues and Opportunities; Plan Objectives; Maintenance, Evolution, and Transformation Areas; and Relative Development Intensities described above were used to create generalized Future Character Areas, shown on Map 4. The transformation from an auto-oriented suburban development form to an intensive, pedestrian-oriented Downtown and urban nodes centered on light rail stations are represented by the Downtown categories and Transit Villages. The urbanization of the Main Street corridor is represented in the Urban Transit Corridors and the desire to maintain and improve existing stable single-residence neighborhoods and preservation historic residential neighborhoods is represented in the Neighborhood categories. The generalized Future Character Areas were refined for each Neighborhood Planning Area and will be presented in detail in Chapter V, Planning for Neighborhood Change.



Map 4

Central Main Plan
 - Future Character -

- Downtown Core
- Downtown Transit Node
- Downtown Mixed-Use District
- Transit Village
- Employment District
- Urban Transit Corridor
- Commercial/Mixed-Use Node
- Neighborhood
- Neighborhood Preservation
- Corridor
- Industrial Corridor
- Park and Open Space



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 Print Date: 07/19/2011
 Source: City of Mesa

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Chapter IV – Tools for Change

Tools for Change

The *Vision for Change* provides the “big picture” of the future Central Main Area. To create the change needed to establish the Central Main Area as “A Place for People”, there must be a plan for implementation. This chapter identifies the *Tools for Change* necessary to implement the Plan in accordance with the Vision. The tools that will be described include:

- ❖ Goal and policy statements that direct actions and decision making.
- ❖ Projects that provide additional tools to achieve the plan goals.
- ❖ Programs that provide ongoing efforts to achieve and maintain the plan goals.
- ❖ Building and street character for urban environments.
- ❖ A regulating plan for adoption of a form-based zoning code.
- ❖ Metrics to measure environmental impacts.

The chapter begins with the Goals and Policies that have been developed to guide the change described by each Guiding Principles. The policy statements define a method or course of action that will help achieve the Plan Goals. In practice, the Goals and Policies will be used by citizens, property owners, developers, City staff, and appointed and elected City officials when considering new development or activities in the Central Main Area.

The chapter finishes with a listing of all the Projects and Programs that have been identified as beneficial to the implementation of the Plan. For each Project and Program, a lead agency responsible for implementation has been identified, as well as the anticipated implementation timeframe. Further, budget and staffing demands necessary for implementation has been estimated. Individual Projects and Programs have only been listed one time. However, as an individual Project or Program may further the achievement of several Plan Goals a complete listing of Plan Goals, Policies, Projects, and Programs has been provided as Appendix C.

Goals and Policies

A Prosperous Community

Downtown is the City Center for Mesa



GOAL PRC 1: Create a distinct and high-quality built environment that is attractive to existing and new employers, residents, and visitors.

Policy PRC 1.1: All new development should incorporate high quality architectural design, materials, and construction that **enhances the Central Main Area’s character and sense of place** in support of attracting employers, residents, and visitors.

Policy PRC 1.2: Promote development forms and site design that results in the ability for **year round activity** in the public realm.

Policy PRC 1.3: Encourage a development pattern that results in an **urban environment** in station areas and Downtown, and provides a **diversity of land uses** (residential, employment, commercial, retail, entertainment, government, educational, and open space/recreation) that will allow people to **live, work, learn, and recreate** within the Central Main Area, as well as attract visitors from the larger metropolitan area.

Policy PRC 1.4: Support the identification, protection, and enhancement of important **historic resources**, which

contribute to community character and the unique sense of place that attracts employers, residents, and visitors.

GOAL PRC 2: Provision of a wide range of residential buildings in areas designated for residential and mixed-use development in support of a diverse mix of employment, commercial, and recreational uses.

Policy PRC 2.1: Encourage development of **4,000 new residential dwelling units** that are architecturally diverse, provide a variety of densities, and accommodate all income levels.

Policy PRC 2.2: Support the development of **housing** that attracts **executive and creative class** residents and workers as a means to facilitate creation of employment and commercial businesses.

GOAL PRC 3: 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 Transit Villages, Downtown Transit Nodes, Downtown Core, and in other areas as warranted by demand.

Policy PRC 3.1: Encourage a built environment that will **attract** significant **non-residential and mixed-use** development and support high-value, high-wage jobs.

Policy PRC 3.3: Leverage City owned property to attract high quality employers and institutions that results in a robust and stable economy.

Policy PRC 3.2: Encourage a **business environment** that will attract significant non-residential and mixed-use development and support high-quality jobs while supporting small and independent business development, retention and expansion.

Policy PRC 3.4: Encourage the expansion of **arts and culture, recreation, and entertainment** uses in support of business attraction, job creation, tourism, increased tax revenue, and neighborhood revitalization.

GOAL PRC 4: Cultivate a well educated, skilled workforce and diverse customer base that supports the success of existing and future businesses.

Policy PRC 4.1: Encourage the **expansion** of existing **higher education institutions** and actively recruit new higher education institutions. Emphasis should be given to the expansion/attraction of those institutions that incorporate a residential component.

GOAL PRC 5: Leverage the high-quality, efficient, multi-modal transportation network to support the success of existing and future businesses and attractions.

Policy PRC 5.1: Facilitate employee, resident, and visitor accessibility to Central Mesa Area businesses and cultural and entertainment attractions by providing a **variety of transportation options**.

Policy PRC 5.4: Continue to work with Valley Metro and Metro Light Rail to enhance **transit convenience and connectivity**. As demand warrants, evaluate the integration of additional transit opportunities in the Central Main Area, such as bus circulators, expanded bus-rapid transit, expanded local bus service, and modern street car.

Policy PRC 5.2: Support the success of Central Main Area businesses and cultural and entertainment attractions by creating high-quality and safe **pedestrian and bicycle environments**.

Policy PRC 5.5: Ensure access to **sufficient parking** while encouraging the intensification of underutilized surface parking fields. Developments on City owned surface parking should include shared public parking or provide parking nearby to offset the loss of public parking.

Policy PRC 5.3: Continually measure **transit system demand** and make the adjustments necessary to ensure an efficient and convenient level of transit service.



A People-Friendly Community

Creating an inviting, people-friendly public realm.

GOAL PFC 1: Creation of a pedestrian-oriented development pattern that enhances the community and integrates with existing neighborhoods.

Policy PFC 1.1: Create **destinations** by concentrating non-residential uses in Transit Villages, Downtown Transit Nodes, Downtown Core, and Commercial/Mixed-Use Nodes that incorporate well-designed pedestrian connections to adjacent residential neighborhoods and transit system.

Policy PFC 1.2: Create a regulatory environment that provides **predictable outcomes** and facilitates private investment in high-quality developments.

Policy PFC 1.3: Provide for a development pattern that will result in a **wide variety of uses** (residential, employment, commercial, retail, entertainment, government, educational, and open space/ recreation) that allows people to live, work, learn, and recreate within the Central Main Area, as well as attract visitors.

Policy PFC 1.4: Encourage site design that **minimizes the prominence of parking**, including encouraging structured parking where supported by development intensity and limiting the amount of surface parking that can front on arterial streets where structured parking is not feasible.

Policy PFC 1.5: Discourage uses that don't support **compact, active, urban** environment.

Policy PFC 1.6: Ensure that building and site design is sensitive to, and **integrated with surrounding development**, particularly in the case of adjacent single-residence neighborhoods. Considered on a case-by-case basis, building design may be required to mitigate impact on adjacent neighborhoods through incorporation of building height step-backs or other design solutions.

Policy PFC 1.7: Improve the pedestrian environment by encouraging the **conversion of strip commercial** developments with large parking fields and high vacancy rates into mixed-use and/or high-density residential developments.

Policy PFC 1.8: Minimize conflicts between **pedestrians and vehicle traffic** along arterial streets by encouraging fewer vehicular access points through shared access to new development and redevelopment. Unless impractical, separation between driveways with access to arterial streets and streets that intersect with arterials should be no less than 350 feet on center.

GOAL PFC 2: Create a safe, comfortable, and attractive public realm (streets, parks, open space) that meet the needs of residents, employees, and visitors and invites and encourages pedestrian activity and social interaction.

Policy PFC 2.1: In addition to standard Capital Improvement Projects intended for the maintenance and improvement of existing infrastructure, **additional Capital Improvement funding** should be allocated for Central Mesa specific improvement projects to develop infrastructure that supports new development and/or an active public realm.

Policy PFC 2.2: Utilize public right-of-ways as **linear parks** that connect public and private parks, plazas, and other open space throughout the Central Main Area.

Policy PFC 2.3: Acquire the land necessary to create a **neighborhood scale public outdoor recreation space** within walking distance (0.25 – 0.50 mile) of all residences within the Central Main Area.

Policy PFC 2.4: Public and semi-public **open space** will be **maintained accessible** to Central Main Area residents and visitors of all abilities.

Policy PFC 2.5: Encourage the use of public and semi-public **parks/open space/plazas** of all sizes within the Central Main Area by ensuring they are well maintained. Consideration should be given to both traditional and non-traditional models for **maintenance**.

Policy PFC 2.6: The incorporation of open space that benefits the public should be considered a mitigating factor in the expansion or redevelopment of non-conforming sites.

Policy PFC 2.7: Encourage pedestrian/bicycle **connectivity** between parks/open spaces within the Central Main Area and surrounding parks/open spaces.

Policy PFC 2.8: Consider alternative and innovative methods for **park/open space land acquisition**, such as special purpose easements, bonding, land swap, etc.

Policy PFC 2.9: Encourage a **pet-friendly** public realm, businesses, and private developments (dog parks/walks, pet waste stations, pet drinking fountains).

Policy PFC 2.10: To the extent possible, above ground **utilities** (electric, irrigation, communications, etc.) should be **relocated underground** in conjunction with private developments and public improvement projects.

GOAL PFC 3: Creation of a safe, attractive, and well-designed built environment that enhances community image and stimulates pedestrian activity.

Policy PFC 3.1: Private development **addresses the public realm** with buildings that engage the street or well planned, designed, and placed plazas, and other open space elements.

Policy PFC 3.2: Buildings should be designed to create an interesting environment that **engages the pedestrian** and helps make a pleasant and enjoyable experience. Design considerations should include, but not be limited to, minimizing building mass, limiting the length of blank walls, providing a high degree of façade articulation, and inclusion of shade projections.

Policy PFC 3.3: Enhance **accessibility** for people of all ages and abilities (e.g. compliance with American with Disabilities Act standards).

Policy PFC 3.4: Encourage site and building designs that appropriately incorporate **Crime Prevention Through Environmental Design** (CPTED) principles of natural surveillance, natural access control, territorial reinforcement, and property maintenance.

Policy PFC 3.5: The design, material, and construction **quality of new private/public development** along the light rail corridor is expected to meet or exceed the level of quality established by the public investment in the light rail line.

Policy PFC 3.6: The significant investments in a well-designed built environment will be protected through **active code enforcement** of property maintenance issues.

Policy PFC 3.7: The assembly of lots/land is encouraged to allow more efficient site design and support higher intensity redevelopments. Care should be taken to minimize the impact of **lot/land assembly** on Preservation and Maintenance Neighborhoods and ensure that resulting development does not detract from the historic development pattern of Downtown.

GOAL PFC 4: Encourage a mix of uses and activities that promote interaction among neighbors.

Policy PFC 4.1: New developments should provide direct and convenient **pedestrian connections** to transit system, public streets, and where applicable, surrounding neighborhoods. Where urban open spaces have been included, pedestrian connections should be designed to route through such open spaces and provide off-site visibility into the open space.

Policy PFC 4.2: Development in light rail station areas (Transit Villages, Downtown Transit Nodes, Downtown Core) use an **integrated approach** that ensures an effective mix of uses in each specific station area that meet the needs of that unique area.

Policy PFC 4.3: Auto-oriented uses will be discouraged in light rail station areas.

Policy PFC 4.4: Within light rail station areas (Transit Villages, Downtown Transit Nodes, Downtown Core), mixed use projects will not be limited by a minimum residential density, but should instead, provide functionally and physically **integrated developments**.

Policy PFC 4.5: Encourage community and **public events/festivals**. As requested, provide City representation at all community and public events/festivals.

Policy PFC 4.6: Encourage the **active use** of existing and future public and semi-**public spaces**, including but not limited to provision of amenities (water features, public art, park furniture, etc), organized activities, and community and neighborhood events.

Policy PFC 4.7: Foster resident/**neighborhood sense of ownership** in public and semi-public community spaces to reduce crime and enhance neighborhood sense of place.

Policy PFC 4.8: Where appropriate, encourage **community gardens** within public spaces and as a temporary use on vacant properties.

GOAL PFC 5: Continue to reinforce the development of a multi-modal transportation system that provides convenient and attractive alternatives to the use of an automobile.

Policy PFC 5.1: Advocate for the **extension of light rail** from Mesa Drive, east within the Main Street median to Gilbert Road, with stations located at Stapley Drive and Gilbert Road.

Policy PFC 5.2: All accessible streets should provide a high quality and safe **pedestrian environment**.

Policy PFC 5.3: All accessible streets should provide a high-quality and safe **bicycle environment**.

Policy PFC 5.4: Improve pedestrian/bicycle connectivity between single-residence neighborhoods, destinations, and transit system with development of **new points of access to the arterial street system**. New points of access should be developed in cooperation with neighbors.

Policy PFC 5.5: Encourage connectivity between the **local and regional transit system**.

Policy PFC 5.6: Support the comfort of transit users by upgrading existing transit stops and designing new transit stops for compliance with the Americans with Disabilities Act and to include seating, shade, and trash receptacles, where feasible.

Policy PFC 5.7: Where possible, **removal of physical barriers** to pedestrian/bicycle activity should be included in developments. Physical barriers include, but are not limited to, utilities located in sidewalks, uneven surface between the road and gutter pan, and walls between developments. Every effort should be taken to ensure development does not decrease pedestrian/bicycle accessibility.

A Diverse Community

A diversity of people, business, and buildings.



GOAL DIV 1: *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.*

Policy DIV 1.1: Encourage the **expression of culture in the built environment** by allowing flexibility in building design.

Policy DIV 1.2: Celebrate diversity in the Central Main Area by encouraging cultural groups and organizations to provide **events and festivals**.

GOAL DIV 2: *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.*

Policy DIV 2.1: Encourage the development of housing with a **range of densities** consistent with the recommendations of each specific Neighborhood Planning Area.

Policy DIV 2.2: Encourage new, architecturally **diverse residential developments** that provide a variety of densities and accommodate all income levels. Below market-rate housing, designed and constructed to the same level as market-rate housing, should be integrated into individual developments and dispersed throughout the Central Main Area to create mixed-income neighborhoods.

GOAL DIV 3: *Build and maintain cohesive neighborhoods that successfully knit together a diverse mix of historic buildings, existing neighborhoods, and new development.*

Policy DIV 3.1: Protect and/or enrich **buildings, locations, and events** that have special meaning to the Central Main Area in order to enhance the **sense of place** and continue its role as a diverse and exciting area.

Policy DIV 3.2: Support the maintenance and enhancement of **Neighborhood Maintenance Areas** and protection and enhancement of **Neighborhood Preservation Areas**.

Policy DIV 3.3: Ensure that building and site design is **sensitive to, and integrated with surrounding development**, particularly in the case of adjacent single-residence neighborhoods. Incorporation of building height step-backs and other design solutions will be considered on a case-by-case basis to ensure impacts to adjacent neighborhoods are mitigated.

Policy DIV 3.4: Encourage a **meaningful mix of architecture** that reflects the history and cultural diversity of the Central Main Area.

GOAL DIV 4: *The Central Main Area will be home to diverse businesses that provide high-quality jobs, regional attractions, and amenities that support local residents.*

Policy DIV 4.1: Facilitate the **retention, expansion, and recruitment** of a diversity of businesses.

Policy DIV 4.2: Encourage the long term creation of **mixed-use Transit Villages, Downtown Transit Nodes, and Downtown Core** in light rail station areas that include employment, residential, retail, and entertainment uses with intensities consistent with the recommendations in each Neighborhood Planning Area.

GOAL DIV 5: The Central Main Street area will provide diverse transportation options to meet the needs of all residents, workers, and visitors.

Policy DIV 5.1: Ensure transit is **accessible** to all ages and abilities.

Policy DIV 5.2: All publicly accessible streets should provide high quality and safe **pedestrian and bicycle environments**.

Policy DIV 5.3: Encourage the **connection** of neighborhoods, destinations, and the high-quality, efficient, multi-modal transportation network.

Policy DIV 5.4: Recognize the importance streets play in the creation of character and sense of place through application of the **complete streets concept**; streets that give equal priority to all ages and abilities, whether they are pedestrians, bicyclists, motorists, or public transit users.



A Distinctive Community

Each neighborhood has a unique sense of place.

GOAL DIS 1: Creation of memorable places today and the historic districts of tomorrow.

Policy DIS 1.1: Encourage **new development** around light rail stations that is **distinctive**. At some light rail stations this means developments that reflect the existing character of the surrounding area, while at other light rail stations this will mean development that creates the character and sense of place for the station area.

Policy DIS 1.2: Encourage **coordinated and compatible building and site design** to create a neighborhood fabric and the construction of individual buildings with quality materials that are durable and allow a life cycle of 100+ years.

Policy DIS 1.3: Identify, protect, and enhance the best of Central Mesa's **cultural past and present**.

Policy DIS 1.4: Encourage the preservation of **historic signage**. Historic signage should be allowed to co-exist with new signs on the same site.

Policy DIS 1.5: Encourage **new development, redevelopment, and neighborhood enhancement** that creates a pattern of development that supports **year-round activity** and use of the public realm.

Policy DIS 1.6: Encourage architectural diversity that creates an **attractive public realm** and allows creative responses to desert climate.

Policy DIS 1.7: Protect and build upon those buildings, places, and events that have special meaning to enhance the Central Main Area **sense of place**.

Policy DIS 1.8: Recognize the influence of specialized signage, street design, public realm amenities, view corridors, and public and private art in the **creation of distinctive places**.

Policy DIS 1.9: Encourage a development pattern that unites **individually unique buildings** with the larger urban fabric.

Policy DIS 1.10: To the extent possible, the design of Central Mesa Area light rail **stations are unique** and reflective of the character, history, and diversity of surrounding areas.

GOAL DIS 2: Provide the flexibility in development and redevelopment that encourages and allows the creativity necessary to construct iconic buildings, landmarks, and places.

Policy DIS 2.1: Consider **creative signage** as way to create distinctive place.

Policy DIS 2.2: Promote the economic and cultural value of **iconic buildings, landmarks, and places**.

Policy DIS 2.3: **Publicly funded projects** should set the standard for design creativity and quality of building material and construction that is expected in private development.

GOAL DIS 3: The Central Main Area provides a unique mix of land uses that attracts visitors and differentiates it from other communities, while supporting the needs of residents.

Policy DIS 3.1: Facilitate the retention, expansion, and recruitment of a **diversity of businesses**, including businesses that are regionally and nationally unique.

Policy DIS 3.2: Encourage inviting and attractive public/semi-public **gathering spaces** incorporated into public and private developments.

GOAL DIS 4: Through activities and achievements, the Central Main Street Area will be known throughout the Valley for its leadership in sustainable development.

Policy DIS 4.1: Encourage employment, cultural, and entertainment uses that will allow people to live, work, learn, and recreate with **reduced dependence on automobiles** and that will attract visitors.

Policy DIS 4.3: Recognition that often the **most sustainable building** is the building that **already exists**, through support for the protection and enhancement of Neighborhood Maintenance and Preservation Areas.

Policy DIS 4.2: Support **regular small scale events** for residents and employees that activate the Downtown Core, as well as other civic spaces such as Pioneer Park. Support periodic **large-scale events** that activate the Downtown Core by attracting visitors regionally.

An Environmentally Conscious Community
Development that promotes a healthy environment.



GOAL ENV 1: The Central Main Area will become a model for environmentally sensitive and energy efficient development through reductions in energy usage, vehicle miles traveled, and greenhouse gas emissions.

Policy ENV 1.1: All new City buildings within the Central Main Area will achieve **Leadership in Energy and Environmental Design (LEED), or equivalent certification**. All new private buildings within the Central Main Area will be strongly encouraged to achieve LEED, or similar certification.

Policy ENV 1.3: Encourage development that focuses on light rail station areas and provides a **wide variety of uses** (residential, employment, commercial, retail, entertainment, government, educational, and open space/recreation) that will reduce dependence on automobiles by allowing people to live, work, learn, and recreate within the Central Main Area.

Policy ENV 1.2: Encourage **alternatives to automobile use** with improved pedestrian networks, high quality transit services, alternative vehicle facilities, carpooling, car sharing, and bicycle usage programs.

Policy ENV 1.4: Encourage **low-water use and climate appropriate trees, shrubs, and ground cover plants** in public and private developments. Landscape Plants for the Arizona Desert by the Arizona Municipal Water Users Association should be used as a guide for choosing plants.

Policy ENV 1.5: Encourage improvements in the **energy efficiency of public and private buildings** with incorporation of measures related to building operating systems and building envelopes.

Policy ENV 1.6: Encourage the incorporation of **renewable energy generators**, such as solar and wind, in building design.

Policy ENV 1.7: Encourage and promote a **pattern of development** that facilitates improved energy efficiency.

Policy ENV 1.8: Encourage **conservation** in indoor and outdoor **water consumption**.

GOAL ENV 2: Light rail station areas will be transformed into pedestrian-oriented neighborhoods and the commercial corridors into an urban, pedestrian-friendly development pattern.

Policy ENV 2.1: Encourage provision and maintenance of **cross-access easements** that decrease automobile/pedestrian conflicts and traffic congestion by allowing on-site vehicular circulation.

Policy ENV 2.2: Encourage creation of **shared access** coordinated between adjacent property owners during development, redevelopment, and expansions.

Policy ENV 2.3: Create destinations by **concentrating non-residential uses** in Transit Villages, Downtown Transit Nodes, Downtown Core, and Commercial/Mixed-Use Nodes that incorporate well-designed pedestrian connections to adjacent residential neighborhoods and transit system.

Policy ENV 2.4: New developments should provide direct and convenient **pedestrian connections** to transit system, public streets, and where applicable surrounding neighborhoods.

Policy ENV 2.5: The public realm should be designed and built to **accommodate a large quantity of pedestrian traffic** with pedestrian access, safety, and comfort given priority in site design.

Policy ENV 2.6: Incorporate amenities intended for **pedestrian comfort and enjoyment** at or near light rail stations, such as seating, shade, and water features.

GOAL ENV 3: Residents of the Central Main Area have access to a healthy living environment.

Policy ENV 3.1: Promote and encourage convenient access to **healthy food markets and eateries**

Policy ENV 3.2: Facilitate more exercise with **pedestrian-oriented development pattern** that provides residents destinations and services convenient for walking and bicycling.

Policy ENV 3.3: Where possible, **removal of physical barriers** to pedestrian/bicycle activity should be included in developments. Physical barriers include, but are not limited to, utilities located in sidewalks, uneven surface between the road and gutter pan, and walls between developments. Every effort should be taken to ensure development does not decrease pedestrian/bicycle accessibility.

Policy ENV 3.4: Encourage development, redevelopment, and neighborhood enhancements that

improve **walkability and neighborhood connectivity** in the Central Main Area.

Policy ENV 3.5: **Reduce pollution from fossil fuel** consumption by encouraging installation of private alternative renewable energy generators and reductions in vehicle miles traveled (VMT).

Policy ENV 3.6: Encourage **locally sourced food**.

Policy ENV 3.7: Support attractive neighborhood environments that are free of **property nuisances and blight** that deters healthy activity.

Policy ENV 3.8: Encourage childhood exercise by empowering communities to make walking and bicycling to schools in the Central Main Area a safe and routine activity.

GUIDING PRINCIPLE: PROSPEROUS COMMUNITY

Action Item	GOAL 1: Create a distinct and high-quality built environment that is attractive to existing and new employers, residents, and visitors.				Priority/Timeline				Budget/ Staff Time	
	1.1	1.2	1.3	1.4	2011-16	2017-21	2022-26			
 Design Inspiration	Develop design inspiration documents that provide visual direction on the design and build quality expected in the Central Main Area	Project/Program	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
 TOD and TND Development	Develop land use policies and incentives that will support urban and transit-oriented developments. Develop a form-based code with a Traditional Neighborhood Development zone that can be applied throughout the Central Main Area.	Project/Program	Lead Agency Planning	Partners Economic Development, Transportation	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
 Citizen's Committee	Establish a citizen's committee that provides comments to applicants and staff on development proposals and on ongoing plan implementation efforts and development proposals, encourage additional implementation actions, and periodically review the Plan for appropriate modifications that reflect changing conditions.	Project/Program	Lead Agency Planning	Partners City Manager, Economic Development, Transportation	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
 Adaptive Reuse	Develop guidelines and marketing program for the adaptive reuse of historic buildings.	Project/Program	Lead Agency Planning	Partners Economic Dev, Development and Sustainability	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
 Facade Improvement	Provide design and technical assistance for the activation of entries and facade improvement of historic commercial properties.	Project/Program	Lead Agency Economic Dev	Partners Development and Sustainability	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
 Historic Property Improvement	Promote and market the value, potential, and economic benefit of preserving and revitalizing historic properties to employers and businesses interested in locating in the Central Main Area.	Project/Program	Lead Agency Economic Dev	Partners Development and Sustainability	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GUIDING PRINCIPLE: PROSPEROUS COMMUNITY

Action Item	GOAL 1: (Continued)					Budget/ Staff Time			
	Project/Program	Lead Agency	Partners	Implemented	Priority/Timeline				
 Infill Development	1.7	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
	Provide incentives for infill developments that meet the goals and policies of this plan. Incentives could include, but are not limited to, bonus density, fee waivers, expedited processing, and project coordination.		Planning	Development and Sustainability, Economic Dev	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1.8	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
Creation of a City staff infill development team to provide technical assistance related to investment opportunities for infill projects within Central Main Area.		Economic Development	Development and Sustainability, Engineering, Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
 Building Code Analysis of Existing Building Stock	1.9	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
	Provide technical assistance with Building Code analysis to assess the use potential of existing buildings and provide a report on the necessary building improvements necessary to permit additional uses.		Development and Sustainability	Economic Dev, Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
 Historic Property Improvement	1.10	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
	Establish a matching grant or revolving low-interest loan fund available for upgrading and improving historic commercial properties.		Economic Dev	Neighborhood Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Action Item GOAL 2: Provision of a wide range of residential buildings in areas designated for residential and mixed-use development in support of a diverse mix of employment, commercial, and recreational uses.	Priority/Timeline					Budget/ Staff Time			
	2.1	Project/Program	Lead Agency	Partners	Implemented		2011-16	2017-21	2022-26
	Market the Central Main Street area for the development of new housing.		Economic Dev	Planning	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2.2	Project/Program	Lead Agency	Partners	Implemented		2011-16	2017-21	2022-26
Identify the infrastructure improvements that, when completed, will make properties attractive for residential development.		Energy Resources, Water Resources	Engineering, Planning, SRP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

GUIDING PRINCIPLE: PROSPEROUS COMMUNITY

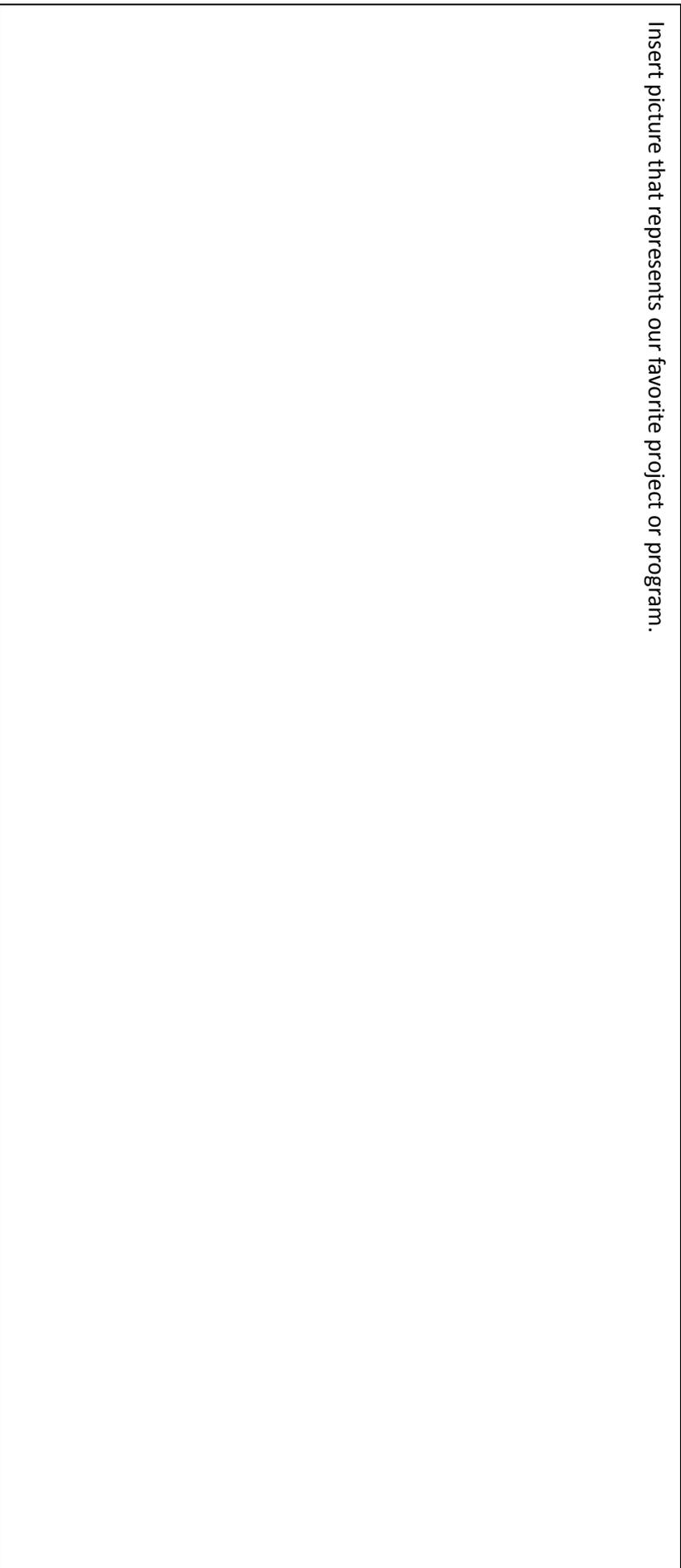
Action Item	GOAL 3: Creation of a safe, attractive, and well-designed built environment that enhances community image and stimulates pedestrian activity.	Priority/Timeline					Budget/ Staff Time			
		2011-16	2017-21	2022-26						
	3.1 Market Light Rail	Project/Program Actively market the light rail system in the recruitment of employers and businesses to the Central Main Area.	Lead Agency Economic Dev	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3.2 Public/Private Partnership	Project/Program Investigate and explore opportunities for public/private partnerships to provide high-quality non-residential and mixed-use developments on City owned property.	Lead Agency Economic Dev	Partners Planning	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3.3 Infrastructure Improvement	Project/Program Identify the infrastructure improvements that, when completed, will make both developed and vacant properties attractive for non-residential and mixed-use development.	Lead Agency Energy Resources, Water Resources	Partners Engineering, Planning, SRP	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3.4 Technology Infrastructure	Project/Program Develop the Central Main Area technology infrastructure, such as WiFi, solar power, and electric vehicle charging.	Lead Agency Energy Resources	Partners Information Technology	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3.5 Business Incubator	Project/Program Develop a business incubator/resource center for use by start-ups and entrepreneurs.	Lead Agency Economic Dev	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3.6 City Business Liaison Services	Project/Program Promote the City of Mesa business liaison services for educating and assisting small business owners through City processes and regulations.	Lead Agency Economic Dev	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3.7 Business Regulations	Project/Program Review City of Mesa business regulations and identify opportunities to streamline and innovate processes to support entrepreneurs and small businesses.	Lead Agency Economic Dev	Partners Tax and Licensing	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3.8 Market RA, EZ, CDBG, CBD	Project/Program Actively promote the benefits of developing and operating a business in the Central Main Street Area's identified Redevelopment Area, Enterprise Zone, Community Development Block Grant Target Area, or Central Business District.	Lead Agency Economic Dev	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GUIDING PRINCIPLE: PROSPEROUS COMMUNITY

Action Item	Priority/Timeline					Budget/ Staff Time		
	2011-16	2017-21	2022-26					
GOAL 3: (Continued)								
3.9 Local First	Project/Program Encourage and promote local first consumer habits.	Lead Agency Economic Dev	Partners Purchasing	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
3.10 Higher Education	Project/Program Recruit a higher education facility to the Downtown Core.	Lead Agency Economic Dev	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
3.11 Healthcare Cluster	Project/Program Attract new healthcare employers that compliment and expand Mesa's existing healthcare cluster.	Lead Agency Economic Dev	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
3.12 Fun Index	Project/Program Develop a "fun" index based on categories such as arts and culture, shopping, food and drink, and popular entertainment. Perform "fun" analysis of each Neighborhood Planning Area that includes recommendations for "fun" improvements.	Lead Agency Planning	Partners Economic Dev	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
Action Item	GOAL 4: Cultivate a well educated, skilled workforce and diverse customer base that supports the success of existing and future businesses.							Budget/ Staff Time
4.1 Industry Workforce Training	Project/Program Identify high value employment industries that are experiencing a shortage of appropriately educated and skilled employees.	Lead Agency Economic Dev	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
4.2 Industry / Education / Municipal Partnership	Project/Program Partner with employers within the identified employment industries and higher education institutions to create degree and training programs that provides an educated and skilled workforce.	Lead Agency Economic Dev	Partners Educational Institutions, Private Employers	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	

Item		GOAL 5: Leverage the high-quality, efficient, multi-modal transportation network to support the success of existing and future businesses and attractions.	Priority/Timeline				Budget/ Staff Time		
5.1	Transit Service Levels	Project/Program Develop and periodically review the levels of transit service for each Neighborhood Planning Area.	Lead Agency Transportation	Partners Metro Light Rail, Valley Metro	Implemented	2011-16	2017-21	2022-26	
5.2	Transit Service	Project/Program Update transit routes to provide local bus service to each light rail station from all bus routes within one mile.	Lead Agency Transportation	Partners Valley Metro	Implemented	2011-16	2017-21	2022-26	
5.3	Transit Advertising	Project/Program Establish a transit advertising program for stops and/or transit vehicles.	Lead Agency Transportation	Partners Economic Dev	Implemented	2011-16	2017-21	2022-26	

Insert picture that represents our favorite project or program.



GUIDING PRINCIPLE: PEOPLE-FRIENDLY COMMUNITY

Action Item	GOAL 1: Creation of a pedestrian-oriented development pattern that enhances the community and integrates with existing neighborhoods.	Budget/ Staff Time
		Priority/Timeline
	<p>1.1 Project/Program Develop a form-based code and regulating plan that will facilitate an urban development pattern.</p>	<p>Lead Agency Planning</p>
	<p>1.2 Project/Program Develop and implement an incentive program for property owners/developments that opt for and redevelop with the form-based code as base zoning and consistent with this plan. Potential incentives could include fee reductions, expedited processing, and project coordination.</p>	<p>Lead Agency Planning</p>
	<p>1.3 Project/Program Develop incentive program options for new development that creates mixed-income developments through the incorporation of housing for a wide range of income levels.</p>	<p>Lead Agency Planning</p>
	<p>1.4 Project/Program Develop incentive program options for new developments that incorporate public or semi-public open space.</p>	<p>Lead Agency Planning</p>
	<p>1.5 Project/Program Develop guidelines for new private development that will encourage bicycle/non-motorized commuting, such as secure bicycle parking and employee shower facilities. Within Transit Villages, Downtown Transit Nodes, and Downtown Core, provision of secure, long-term bicycle parking could reduce parking requirements.</p>	<p>Lead Agency Planning</p>
	<p>1.6 Project/Program Develop incentive program options for new private development that will encourage bicycle/non-motorized commuting, such as secure bicycle parking and employee shower facilities.</p>	<p>Lead Agency Planning</p>

GUIDING PRINCIPLE: PEOPLE-FRIENDLY COMMUNITY

Action Item	GOAL 1 (Continued)	Budget/ Staff Time						
		Priority/Timeline						
		2011-16	2017-21	2022-26				
1.7 Identify Barriers	Project/Program Create an inventory of the physical barriers to pedestrian activity that exist between residential neighborhoods, the transit system, and destinations.	Lead Agency Planning	Partners Transportation	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.8 Staff Review – Pedestrian Connections	Project/Program City staff review of all development proposals, beginning at the earliest stages, for incorporation of pedestrian connections and opportunities to create new connections to adjacent residential neighborhoods.	Lead Agency Planning	Partners Transportation	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.9 General Plan Update	Project/Program Update the General Plan to include character based land use categories in accordance with the policies recommended in this plan.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.10 Bicycle Share	Project/Program Develop a bicycle sharing program that has stations at each light rail stop. Consider partnership with Tempe, Phoenix, and Valley Metro.	Lead Agency Transportation	Partners Economic Development, Planning	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.11 Land Use	Project/Program Establish encouraged and discouraged use table.	Lead Agency Planning	Partners Economic Development	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.12 Design Guidelines	Project/Program Develop a set of design guidelines that addresses the key concepts relative to transitions between high intensity developments and adjacent single-residence neighborhoods that are adopted as an appendix to this plan.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.13 Inventory Strip Commercial	Project/Program Create an inventory of strip commercial developments that includes details such as parcel size, building size, vacancy rate, etc.	Lead Agency Economic Development	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GUIDING PRINCIPLE: PEOPLE-FRIENDLY COMMUNITY

Action Item	GOAL 1: (Continued)					Priority/Timeline	Budget/ Staff Time		
	Project/Program	Lead Agency	Partners	Implemented	2011-16			2017-21	2022-26
Inventory Driveways	1.14	Project/Program	Transportation	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Create a prioritized inventory of driveways intersecting Broadway Road, Gilbert Road, Main Street, Mesa Drive, Stapley Drive, or University Drive that are temporary, non-essential, or non-compliant with City of Mesa design standards.								
	1.15	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian Improvement	1.16	Project/Program	Transportation	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Update the City of Mesa Public Street Access Guidelines to incorporate the policies and recommendation of this plan.								
	1.17	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land Assembly	1.17	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Work with non-profit agencies and private developers to create a program, processes, or incentives that facilitate land assembly. Explore the use of graduated density as a method to encourage land assembly.								
	2.1	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urban Open Space Standards	2.1	Project/Program	Parks and Recreation	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Develop urban open space standards that address service area, size, character, maintenance, and facilities for incorporation in the Park and Open Space Plan.								
Action Item	GOAL 2: Create a safe, comfortable, and attractive public realm (streets, parks, open space) that meet the needs of residents, employees, and visitors and invites and encourages pedestrian activity and social interaction.					Priority/Timeline	Budget/ Staff Time		

GUIDING PRINCIPLE: PEOPLE-FRIENDLY COMMUNITY

Action Item	GOAL 2 (Continued)	Lead Agency	Partners	Priority/Timeline				Budget/ Staff Time
				2011-16	2017-21	2022-26		
2.2	Project/Program Develop a priority list of Capital Improvement Projects within the Central Main Area. To the extent possible, prioritize projects that will facilitate development/redevelopment or can be coordinated with private development projects.	Engineering	Economic Development, Planning, Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.3	Project/Program In addition to standard Capital Improvement Projects intended for the maintenance and improvement of existing infrastructure, additional Capital Improvement funding should be prioritized for Central Main Area specific projects that improve the public realm and/or develops infrastructure that supports pedestrian-oriented development and/or encourages activity.	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
CIP Program	Improvement funding should be prioritized for Central Main Area specific projects that improve the public realm and/or develops infrastructure that supports pedestrian-oriented development and/or encourages activity.	Planning	Economic Development, Engineering, Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.4	Project/Program Identify public streets with rights-of-way widths and capacities in excess of that necessary to accommodate traffic demand and/or are not consistent with the scale of adjacent development. Narrow, or otherwise modify the identified public streets in conjunction with redevelopment of adjacent properties or during City right-of-way/utilities improvements to create a pedestrian scale street cross section.	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
Right-Size Public Streets	Identify public streets with rights-of-way widths and capacities in excess of that necessary to accommodate traffic demand and/or are not consistent with the scale of adjacent development. Narrow, or otherwise modify the identified public streets in conjunction with redevelopment of adjacent properties or during City right-of-way/utilities improvements to create a pedestrian scale street cross section.	Transportation	Engineering, Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.5	Project/Program Establish an ongoing mechanism for the City's Engineering, Transportation, Parks, Economic Development, and Planning staff to work together to utilize public rights-of-way as linear parks.	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
Staff Coordination	Establish an ongoing mechanism for the City's Engineering, Transportation, Parks, Economic Development, and Planning staff to work together to utilize public rights-of-way as linear parks.	Lead Agency Parks and Recreation	Economic Development, Engineering, Planning, Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GUIDING PRINCIPLE: PEOPLE-FRIENDLY COMMUNITY

Action Item	GOAL 2 (Continued)					Priority/Timeline	Budget/ Staff Time			
	Project/Program	Lead Agency	Partners	2011-16	2017-21			2022-26		
Open Space Maintenance	Establish minimum park/open space/plaza maintenance standards that address items such as, landscape, trash collection, equipment and facilities, benches and tables, lighting, graffiti and vandalism, etc.	Lead Agency Parks and Recreation	Partners Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
2.7	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26			
Multi-Use Paths	Identify and develop multi-use paths connected to the larger path system and parks/open spaces.	Transportation	Partners Parks and Recreation, Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
2.8	Project/Program	Lead Agency Parks and Recreation	Partners Planning	Implemented	2011-16	2017-21	2022-26			
Park and Open Space Plan	Development of a Park and Open Space Plan for the Central Main Area.	Lead Agency Parks and Recreation	Partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
2.9	Project/Program	Lead Agency Parks and Recreation	Partners	Implemented	2011-16	2017-21	2022-26			
Open Space Inventory	Conduct an inventory and analysis of open space amenities to ensure balanced service for all ages and abilities.	Lead Agency Parks and Recreation	Partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
2.10	Project/Program	Lead Agency Transportation	Partners Metro Light Rail	Implemented	2011-16	2017-21	2022-26			
Print Material Dispenser Design	Develop design standards for the incorporation of print material dispensers at light rail stations.	Lead Agency Transportation	Partners Metro Light Rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Action Item										
GOAL 3: Creation of a safe, attractive, and well-designed built environment that enhances community image and stimulates pedestrian activity.										
3.1	Project/Program	Lead Agency Planning	Partners Development and Sustainability, Transportation	Implemented	2011-16	2017-21	2022-26			
	Design Guidelines	Develop a set of design guidelines that addresses the scale of public and private development at the pedestrian level and encourages unique responses to the desert climate by considering elements such as natural and structural shade, water features, and building materials and orientation.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Budget/ Staff Time										

GUIDING PRINCIPLE: PEOPLE-FRIENDLY COMMUNITY

Action Item	GOAL 3 (Continued)				Priority/Timeline	Budget/Staff Time					
	Project/Program	Lead Agency	Partners	Implementation							
 Design Guidelines	Develop public realm design guidelines for each Neighborhood Planning Area within the Central Main Area that address design elements such as streetscape, landscape palette, landscape pattern, street furniture, lighting, and relationship to private development.	Planning	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CPTED Review	City staff reviews all development proposals for compliance with CPTED principles, beginning at the earliest stages, by Mesa Crime Prevention Officers.	Police Dept	Planning		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GOAL 4: Encourage a mix of uses and activities that promote interaction among neighbors.											
Action Item	GOAL 4				Priority/Timeline	Budget/Staff Time					
	Project/Program	Lead Agency	Partners	Implementation							
Event Notification	Notification of community and public events provided to residents in addition to property owners.	Lead Agency Public Information Office	Partners Neighborhood Outreach	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Special Event Licensing	Update the special event licensing process to allow a streamlined and accelerated review process within Transit Villages, Urban Centers, and Downtown Core.	Lead Agency Tax and Licensing	Partners City Manager, Economic Dev	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
GOAL 5: Continue to reinforce the development of a multi-modal transportation system that provides convenient and attractive alternatives to the use of an automobile.											
 Action Item	GOAL 5				Priority/Timeline	Budget/Staff Time					
	Project/Program	Lead Agency	Partners	Implementation							
5.1	Identify streets with an incomplete or substandard sidewalk network for repair or construction.	Lead Agency Transportation	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.2	Develop a consistent public wayfinding program for use within the light rail corridor.	Lead Agency Engineering	Partners Transportation, Economic Development	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.3	Incorporate development standards for provision of secure, short and long-term bicycle parking. Within Transit Villages, Urban Centers, and Downtown Core, provision of secure, long-term bicycle parking may reduce parking requirements.	Lead Agency Transportation	Partners Planning	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bicycle Parking								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GUIDING PRINCIPLE: PEOPLE-FRIENDLY COMMUNITY

Action Item	GOAL 5 (Continued)				Priority/Timeline				Budget/ Staff Time
	5.4	5.5	5.6	5.7	2011-16	2017-21	2022-26		
Multi-Use Path Connections	Identify locations and funding for creating connections from the Consolidated Canal multi-use path to residential neighborhoods, transit system, and destinations.	Project/Program	Lead Agency Transportation	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.5	Identify the location for a transit center to be developed in conjunction with the future light rail station at Gilbert Road.	Project/Program	Lead Agency Transportation	Partners Metro Light Rail, Planning	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.6	Identify a location for a future commuter rail station within the Central Main Area with connections to the local transit system.	Project/Program	Lead Agency Transportation	Partners ADOT, Planning	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.7	As demand warrants, evaluate the integration of additional transit options in the Central Main Area, such as bus circulators, expanded bus-rapid transit, expanded local bus service, and modern street car.	Project/Program	Lead Agency Transportation	Partners Metro Light Rail, Valley Metro	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Insert picture that represents our favorite project or program.

GUIDING PRINCIPLE: DIVERSE COMMUNITY

Action Item	GOAL 1: 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.				Priority/Timeline				Budget/ Staff Time	
	1.1	1.2	1.3	Special Events	2011-16	2017-21	2022-26			
	1.1	Project/Program Provide additional events and festivals that celebrate the Central Main Area's cultural variety. Encourage the use of Pioneer Park for events and festivals.	Lead Agency Arts and Culture	Partners City Manager, DMA, Economic Dev, Parks & Recreation	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	1.2	Project/Program Develop a structured selection process for events and festivals that request public funding assistance.	Lead Agency Arts and Culture	Partners City Manager, DMA	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	1.3	Project/Program Explore alternative funding sources for cultural events and festivals within the Central Main Area that are distributed through a structured selection process.	Lead Agency Arts and Culture	Partners City Manager, Economic Dev, DMA	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	Special Events				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
	GOAL 2: 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.									
	2.1	Project/Program Develop incentive program options for new development that creates mixed-income developments through the incorporation of housing for a wide range of income levels. Potential incentives could include bonus density, fee reductions, expedited processing, project coordination, and reduced parking requirements.	Lead Agency Planning	Partners Development & Sustainability, Economic Dev, Neighborhood Services	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	2.2	Project/Program Create an inventory and analysis of the existing housing stock in the Central Main Area.	Lead Agency Neighborhood Services	Partners Planning	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	2.3	Project/Program Develop regulation for the inclusion of Class A accessible/adaptable residential units within ¼ mile of light rail stations.	Lead Agency Neighborhood Services	Partners Development & Sustainability	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	2.4	Project/Program Provide technical assistance with the renovation of existing housing stock to Class A accessible/adaptable standards.	Lead Agency Development & Sustainability	Partners Neighborhood Services	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

GUIDING PRINCIPLE: DIVERSE COMMUNITY

Action Item	Priority/Timeline					Budget/ Staff Time			
	2011-16	2017-21	2022-26						
GOAL 2 (Continued)									
2.5	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Z-Code Update	Develop Zoning Code regulations that allow rental of accessory dwelling units in single residence districts.	Planning		<input type="checkbox"/>					
2.6	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
CDBG and HOME Grant Distribution	Prioritize distribution of Community Development Block Grant, HOME Investment Partnerships Program grants, and Low-Income Housing Tax Credits to development projects that help achieve Council Strategic Initiatives and/or create transit-oriented development projects.	Neighborhood Services	Economic Dev, Planning, Non-Profit Agencies	<input type="checkbox"/>					
2.7	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tax Incentives	Provide technical and educational assistance to private developers on leveraging Community Development Block Grant, HOME Investment Partnerships Program grants, Low-Income Housing Tax Credits, New Market Tax Credits, Tax-Exempt Financing, and Government Property Lease Excise Tax as tools to incentivize residential development projects that include mixed-income housing.	Neighborhood Services	Non-Profit Agencies	<input type="checkbox"/>					
GOAL 3: Build and maintain cohesive neighborhoods that successfully knit together a diverse mix of historic buildings, existing neighborhoods, and new development.									
3.1	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Staff Review	City staff review of all development proposals, beginning at the earliest stages, in the Central Main Area should include evaluation and recommendations based on the policies and projects identified.	Planning	Economic Dev, Engineering, Fire, PD, Transportation	<input type="checkbox"/>					
GOAL 4: The Central Main Area will be home to diverse businesses that provide high-quality jobs, regional attractions, and amenities that support local residents.									
4.1	Project/Program	Lead Agency	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Business Inventory	Inventory existing businesses within Transit Villages, Downtown Transit Nodes, and Downtown Core and develop analysis of business types needed to support their success.	Economic Dev	Planning	<input type="checkbox"/>					

GUIDING PRINCIPLE: DIVERSE COMMUNITY

Action Item	GOAL 5: The Central Main Street area will provide diverse transportation options to meet the needs of all residents, workers, and visitors.				Priority/Timeline				Budget/ Staff Time
	5.1	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
 Transit Stop Upgrades	Where feasible, existing /new transit stops will be upgraded/ designed for compliance with the Americans With Disabilities Act and to include seating, shade, and trash receptacles.	Transportation	Engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Insert picture that represents our favorite project or program.

GUIDING PRINCIPLE: DISTINCTIVE COMMUNITY

Action Item	GOAL 1: Creation of memorable places today and the historic districts of tomorrow.					Priority/Timeline				Budget/ Staff Time
	1.1	1.2	1.3	1.4	1.5	2011-16	2017-21	2022-26		
Station Area Branding	Work with station area stakeholders to create an identity through naming/branding, e.g., LODO in Denver, SoHo and Tribeca in New York, Castro in San Francisco, and Copper Square and Melrose in Phoenix.	Lead Agency Public Information Office	Partners Economic Dev, Planning	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1.2 Historic Resource Survey	Project/Program Expand survey efforts to identify additional historic resources for the restoration and preservation of areas, buildings, and sites in the Central Main Area.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1.3 Historic Preservation	Project/Program Continue to use the historic preservation program to promote the restoration and preservation of existing historic districts and landmarks.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1.4 Historic Preservation	Project/Program Explore funding resources and grants that support historic preservation and restoration of buildings and resources in the Central Main Area.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1.5 Historic Recognition	Project/Program Enhance the recognition of historic subdivisions by providing elements such as signs and public art unique to each historic subdivision.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1.6 Historic Designation	Project/Program Provide technical assistance to property owners in the historic designation of landmarks and districts.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1.7 Cultural Resource Development Review	Project/Program Address sites identified with archaeological, cultural, or historic significance during the development review process for possible alternatives for preserving the resource.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1.8 Historic Signage	Project/Program Conduct an inventory of historic signage in the Central Main Area.	Lead Agency Planning	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

GUIDING PRINCIPLE: DISTINCTIVE COMMUNITY

Action Item	GOAL 1 (Continued)	Priority/Timeline	Budget/Staff Time					
			2011-16	2017-21	2022-26			
1.9 Historic Signage	Project/Program Consider signs indentified as historic during the development review process or prior to demolition for possible alternatives for preservation.	Lead Agency Planning	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
1.10 Public Art Program	Project/Program Explore the development of a public art program that enhances the urban environment by commissioning art that creates a sense of place.	Lead Agency Arts and Culture	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
1.11 Design Inspiration Document	Project/Program Develop a design inspiration document for each Neighborhood Planning Area that provides visual direction on the design and quality expected in architecture, landscape, and public spaces.	Lead Agency Planning	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
1.12 Neighborhood Conservation Program	Project/Program Develop a neighborhood conservation program that recognizes Neighborhood Maintenance Areas identified in the Plan.	Lead Agency Planning	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
1.13 Extraordinary Properties Program	Project/Program Expand the Extraordinary Properties campaign to recognize homes and businesses that exceed the design standards of the area they are located.	Lead Agency Development & Sustainability	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
1.14 Signage Design Review	Project/Program Design review of specialized signage consistent with standards of Society of Environmental Graphic Design.	Lead Agency Planning	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	
1.15 Business Artwork Display	Project/Program Partner with Central Main Area businesses to temporarily display artwork coordinated with the Mesa Arts Center or install temporary works of art in storefronts.	Lead Agency Arts and Culture	Partners	Implemented <input type="checkbox"/>	2011-16 <input type="checkbox"/>	2017-21 <input type="checkbox"/>	2022-26 <input type="checkbox"/>	

GUIDING PRINCIPLE: DISTINCTIVE COMMUNITY

Action Item		GOAL 2: Provide the flexibility in development and redevelopment that encourages and allows the creativity necessary to construct iconic buildings, landmarks, and places.				Priority/Timeline	Budget/Staff Time		
	2.1	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
	Building a Better Mesa Program	Expand on "Building a Better Mesa" to include a recognition program for development, redevelopment, and neighborhood enhancement that creates distinctive places.	City Manager	Neighborhood Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	2.2	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
	Design / Architecture Foundation	Develop a private foundation that promotes world class design and architecture.	???		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Action Item		GOAL 3: The Central Main Area provides a unique mix of land uses that attracts visitors and differentiates it from other communities, while supporting the needs of residents.				Priority/Timeline	Budget/Staff Time		
	3.1	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
	Niche Market Attraction	Compare the Central Main Area to competing market areas in order to identify and attract niche markets that would be unique to the region and State.	Economic Dev		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3.2	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
	Monitor Market Needs	Continuous monitoring of market needs and attraction of the businesses that meet those needs.	Economic Dev		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Action Item		GOAL 4: Through activities and achievements, the Central Main Street Area will be known throughout the Valley for its leadership in sustainable development.				Priority/Timeline	Budget/Staff Time		
	4.1	Project/Program	Lead Agency	Partners	Implemented	2011-16	2017-21	2022-26	
	Net-Zero Development	Recognition that accomplishing the goals of this plan will require development of a significant amount of building floor area. Support new developments that follow "green" building standards and have a "net-zero" impact on energy consumption and greenhouse gas emissions.	Development & Sustainability	Energy Resources, SRP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GUIDING PRINCIPLE: ENVIRONMENTALLY CONSCIOUS COMMUNITY

Action Item	GOAL 1: The Central Main Area will become a model for environmentally sensitive and energy efficient development through reductions in energy usage, vehicle miles traveled, and greenhouse gas emissions.					Priority/Timeline	Budget/ Staff Time	
	1.1	1.2	1.3	1.4	1.5			
 1.1 Market Central Main	Project/Program Initiate a marketing campaign that highlights the Central Main Area as an environmentally conscious place to live, work, and do business.	Lead Agency Economic Dev	Partners Environmental & Sustainability	Implemented	2011-16	2017-21	2022-26	
 1.2 "Green" Building Incentives	Project/Program Develop and implement an incentive program for property owners/developments that develop or retrofit buildings to achieve LEED or equivalent certification. Incentives should be incorporated into a form-based code and Zoning Code and could include fee reductions, expedited processing, and project coordination.	Lead Agency Development & Sustainability	Partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
 1.3 Market "Green" Development	Project/Program Develop a marketing program to attract private developers with "green" development experience and those businesses that have "green" operations.	Lead Agency Economic Dev	Partners Public Information Office	Implemented	2011-16	2017-21	2022-26	
1.4 Renewable Energy in Building Design	Project/Program Establish incentives for the incorporation of renewable energy generators in private building design, which could include bonus density, expedited processing, and fee reductions.	Lead Agency Development & Sustainability	Partners	Implemented	2011-16	2017-21	2022-26	
1.5 Water Conservation System Incentives	Project/Program Provide incentives for incorporation of water conservation systems in private development, which could include reduced water and wastewater impact fees.	Lead Agency Water Resources	Partners	Implemented	2011-16	2017-21	2022-26	
 1.6 Stormwater Retention	Project/Program Develop stormwater retention standards that are compatible with an urban environment.	Lead Agency Engineering	Partners Planning	Implemented	2011-16	2017-21	2022-26	
1.7 Energy Efficiency	Project/Program Establish standards that promote the incorporation of energy efficiency in building design.	Lead Agency Development & Sustainability	Partners	Implemented	2011-16	2017-21	2022-26	

GUIDING PRINCIPLE: ENVIRONMENTALLY CONSCIOUS COMMUNITY

Action Item	GOAL 1: (Continued)	Project/Program	Lead Agency Development & Sustainability	Partners	Priority/Timeline				Budget/ Staff Time
					2011-16	2017-21	2022-26		
Energy Audits	1.8	Provide energy audits for existing buildings to improve energy efficiency, and for developments that received incentive, include building inspections specific to energy efficiency and/or building measures used to achieve LEED or equivalent certification.	Lead Agency Development & Sustainability	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1.9	Develop partnerships with environmentally sensitive developers and organizations to promote green development.	Lead Agency Development & Sustainability	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
"Green" Development	1.10	Actively educate the community, residents, building owners, and developers on the environmental benefit and financial return-on-investment that can be achieved from "green" development.	Lead Agency Environmental & Sustainability	Partners Public Information Office	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
"Green" Development	1.11	Develop an easy to follow process for applicants to discuss new green building techniques and practices with City staff to encourage innovation.	Lead Agency Development & Sustainability	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
"Green" Development	1.12	Partner with the Mesa Chamber of Commerce to create a Green Chamber sub-set.	Lead Agency Chamber of Commerce	Partners Economic Dev	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
"Green" Building Recognition	1.13	Recognize and award green building in the Central Main Area.	Lead Agency Environmental & Sustainability	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Alternative Fuels	1.14	Develop vehicle recharging and alternative fuels infrastructure with priority given to facilities powered by alternative energy sources.	Lead Agency Transportation	Partners Energy Resources	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Measure VMT reductions	1.15	Establish a mechanism to annually measure reductions in vehicle miles traveled.	Lead Agency Transportation	Partners Metro Light Rail, Valley Metro	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GUIDING PRINCIPLE: ENVIRONMENTALLY CONSCIOUS COMMUNITY

Action Item	Priority/Timeline					Budget/ Staff Time		
	2011-16	2017-21	2022-26					
GOAL 1: (Continued)								
1.16 Tree List	Develop a list of trees appropriate for use in public and private rights-of-way. Project/Program	Lead Agency Engineering	Partners	Implemented <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.17 City Utility Rebates	Provide City residential utility customers rebates for improving mechanical systems and building envelopes that increase the efficiency of existing residential energy use. Project/Program	Lead Agency Energy Resources	Partners Development & Sustainability	Implemented <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.18 Design Guidelines	Develop design guidelines for the incorporation of renewable energy generators in buildings. Project/Program	Lead Agency Planning	Partners Development & Sustainability	Implemented <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.19 City Utility Rebates	Provide City utility customers rebates for the incorporation of alternative renewable energy generators in new and existing developments. Project/Program	Lead Agency Energy Resources	Partners	Implemented <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.20 LEED ND	Develop neighborhood level development guidelines similar to LEED-Neighborhood Development. Project/Program	Lead Agency Planning	Partners	Implemented <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.21 Measure Energy Use	Establish a mechanism to annually measure improvements in energy consumption. Project/Program	Lead Agency Energy Resources	Partners	Implemented <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.22 Facility Water Management Plan	Develop standardized facility water management plan that can be used by private property owners. Project/Program	Lead Agency Water Resources	Partners	Implemented <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.23 Water Conservation Benefit Education	Actively educate the community, residents, building owners, and developers on the environmental benefits and financial return-on-investment that can be achieved from water conservation. Project/Program	Lead Agency Environmental & Sustainability	Partners Water Resources	Implemented <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GUIDING PRINCIPLE: ENVIRONMENTALLY CONSCIOUS COMMUNITY

Action Item	GOAL 1: (Continued)					Priority/Timeline	Budget/ Staff Time		
	Project/Program	Lead Agency	Partners	Implemented	2011-16			2017-21	2022-26
	1.24 Rainwater Harvesting / Grey Water Education	Develop education and marketing packets that explain regulations, benefits, and cost-savings from rainwater harvesting and grey water systems.	Lead Agency Environmental & Sustainability	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1.25 Green Map	On a voluntary basis, create and maintain a green map of the Central Main Area that recognizes residences, businesses, and buildings that are environmentally conscious.	Lead Agency Environmental & Sustainability	Partners Economic Dev	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1.26 Cool / Green Roof Education	Actively educate the community, residents, building owners, and developers on creating a cool or green roof and the environmental benefits and financial return-on-investment that can be achieved from cool and green roofs.	Lead Agency Environmental & Sustainability	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Action Item	GOAL 2: Light rail station areas will be transformed into pedestrian-oriented neighborhoods and the commercial corridors into an urban, pedestrian-friendly development pattern.					Priority/Timeline	Budget/ Staff Time		
	2.1 Water Features	Installation of an interactive water feature within an urban plaza along Main Street.	Lead Agency Engineering	Partners Planning	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2.2 Light Rail Station Recycling	Incorporate aesthetically pleasing recycling containers at each light rail station.	Lead Agency Metro Light Rail	Partners Transportation	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Action Item	GOAL 3: Residents of the Central Main Area have access to a healthy living environment.					Priority/Timeline	Budget/ Staff Time		
	3.1 Walkability Audits	Perform walkability audits of each Neighborhood Planning Area.	Lead Agency Transportation	Partners Planning	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3.2 Active Code Enforcement	Code Compliance actively enforces City of Mesa nuisance regulations.	Lead Agency Code Compliance	Partners	Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GUIDING PRINCIPLE: ENVIRONMENTALLY CONSCIOUS COMMUNITY

Action Item	GOAL 3: (Continued)					Priority/Timeline					Budget/ Staff Time
3.3 Building Stronger Neighborhoods	Project/Program	Expand the existing Building Stronger Neighborhoods program.	Lead Agency Neighborhood Services	Partners	Implemented	2011-16	2017-21	2022-26			
3.4 Neighborhood Stabilization Program	Project/Program	Expand the Neighborhood Stabilization Program to target Neighborhood Evolution areas to facilitate the rehabilitation or removal of substandard structures.	Lead Agency Neighborhood Services	Partners	Implemented	2011-16	2017-21	2022-26			
3.5 Brownfields	Project/Program	Identify potential brownfields in the Central Main Area and prioritize the clean-up of each site.	Lead Agency Environmental & Sustainability	Partners	Implemented	2011-16	2017-21	2022-26			
3.6 Healthy Food	Project/Program	Develop an inventory of healthy food markets and eateries by neighborhood and identify opportunities for improvement.	Lead Agency Planning	Partners	Implemented	2011-16	2017-21	2022-26			
3.7 Healthy Food	Project/Program	Actively promote opportunities for healthy food markets and eateries.	Lead Agency Economic Dev	Partners	Implemented	2011-16	2017-21	2022-26			
3.8 Community Gardens	Project/Program	Develop guidelines and assistance program for creating community gardens.	Lead Agency ???	Partners	Implemented	2011-16	2017-21	2022-26			
3.9 Community Gardens	Project/Program	Update the Zoning Code to allow community gardens and create development standards for community gardens.	Lead Agency Planning	Partners	Implemented	2011-16	2017-21	2022-26			
3.10 Community Gardens	Project/Program	Develop guidelines and educational materials for use by citizens to create and maintain community gardens.	Lead Agency ???	Partners	Implemented	2011-16	2017-21	2022-26			

GUIDING PRINCIPLE: ENVIRONMENTALLY CONSCIOUS COMMUNITY

Action Item	GOAL 3: (Continued)	Project/Program	Lead Agency Transportation	Partners Neighborhood Services, Planning	Priority/Timeline				Budget/ Staff Time	
					Implemented	2011-16	2017-21	2022-26		
3.11	Safe Routes to School	Leverage available Federal Safe Routes to School grants to fund projects and programs such as, building safer street crossings and establishing programs that encourage children and parents to walk and bicycle to school.			Implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Insert picture that represents our favorite project or program.

Building Form and Street Character

During the history of man's efforts to create "urban" settlements, the interaction of buildings and streets have worked together to create the character of a community. To transition the Central Main Area from a suburban corridor character to an urban character attention must be paid to both the buildings and streets. Successful development in the Central Main Area will require integrating these two elements to create vibrant and interesting public spaces. The building form and street character information provided below will be used to review development proposals for consistency with the goals of this Plan.

Building Form and Character

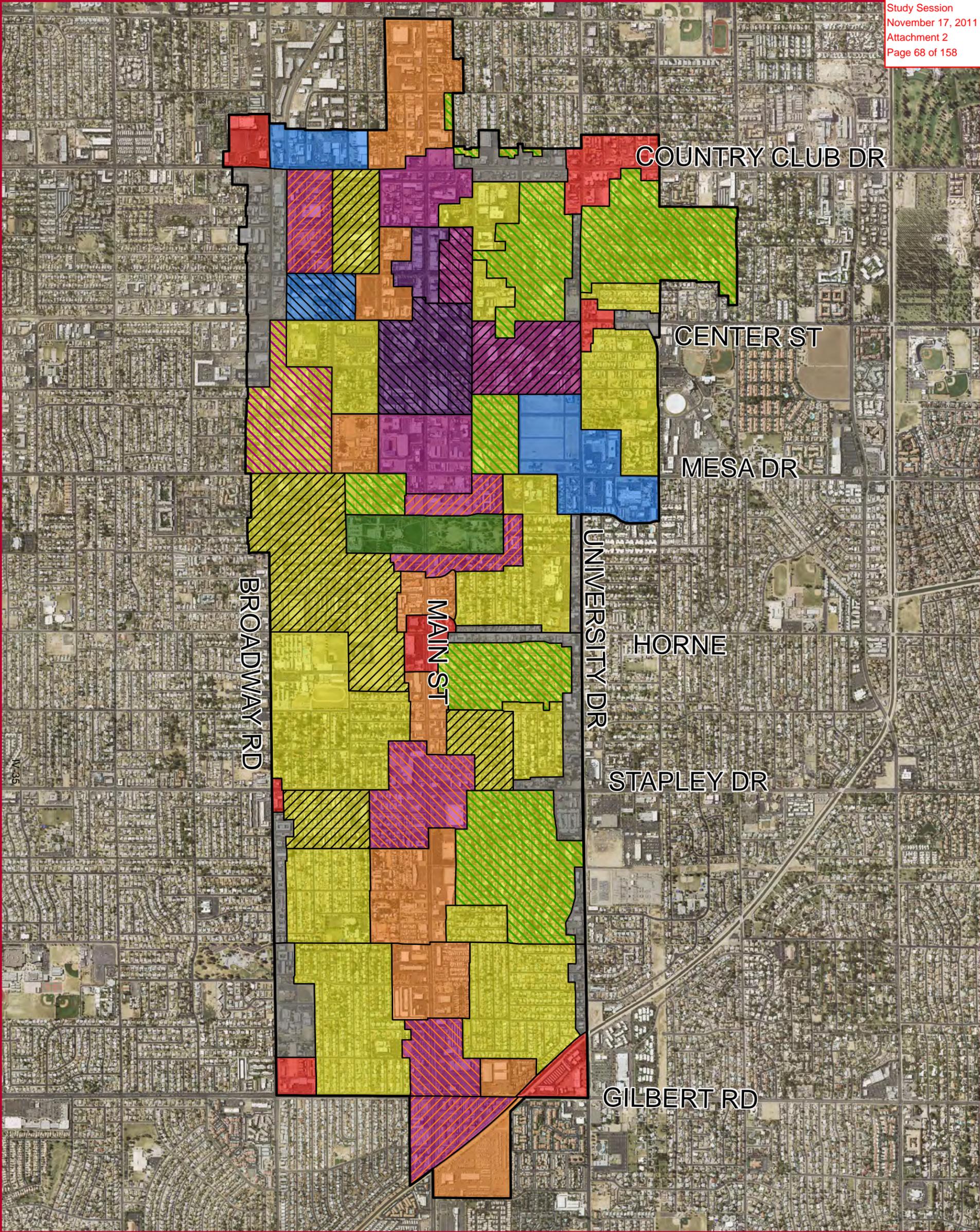


As shown on Map 5, the Central Main Area includes 17 unique, recommended Building Form and Development Character Types. A general description of each Building Form and Development Character Type, as well as basic development characteristics applicable to all Neighborhood Planning Areas are described below. Each individual Neighborhood Plan, described later, provides a more detailed description and specific development characteristics that reflect the unique conditions of the Neighborhood. The general Building Form and Development Character Type descriptions provided below should be used as policy guidance for development within the categories described in the Neighborhood Planning Areas.

HISTORIC DOWNTOWN

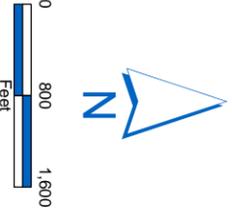
The Historic Downtown generally encompasses an area from just west of Center Street to Robson and includes the development immediately adjacent to Main Street and McDonald. The intent of this area is to maintain the historic character of the original commercial core of Downtown with low- to mid-rise vertically mixed-use developments. Common building form and development characteristics include:

- Urban form with buildings brought to the property line on streets sides.
- Building heights typically two- and three-story
- Lot coverage typically over 80%.
- Ground floor uses support an active streetlife and buildings engage pedestrian with frequent entries and windows.
- Shared, structured parking required.
- Front street setback for parking – 50'.
- Sidewalks typically 20' – 25' wide.
- Building fronts engage pedestrians along the public right of way and include some type of awning or arcade.



Map 5
 Central Main Plan
 - Recommended Building Form
 and Development Character -

- Historic Downtown
- Modern Downtown
- Urban Gateway
- Museum District
- Convention District
- Education Village
- Transit Station Village
- Transit Adjacent-Village
- Transit Adjacent - Residential
- Employment District
- Commercial/Mixed-Use Node
- Evolution Corridor
- Transformation Neighborhood
- Neighborhood Evolution
- Neighborhood Preservation
- Neighborhood Maintenance
- Pioneer Park/Temple



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 Print Date: 07/19/2011
 Source: City of Mesa

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MODERN DOWNTOWN

The Modern Downtown generally encompasses an area from just east of Center Street to Hibbert between 1st Street and 1st Avenue. The intent of this area is to provide mid- to high-rise developments as an integral component of an office, commercial, cultural, and entertainment core. Associated high-density residential living may be accommodated in vertically mixed-use buildings. Common building form and development characteristics include:

- Urban form with buildings brought to the property line on street sides.
- Minimum building height of four stories.
- Lot coverage typically over 90%.
- Buildings form a street wall across the entire length of the primary street frontage.
- Active ground floor uses with residential allowed on upper floors.
- Shared, structured parking required.
- Front street setback for parking – 50’.
- Sidewalks typically 20’ – 25’ wide.
- Building fronts include some type of awning or arcade.

URBAN GATEWAY

The Central Main Area includes two Urban Gateways. One is the western entrance into the Downtown and is focused around the light rail station at Country Club Drive and the other is the eastern entrance into the Downtown and is focused around the light rail station at Mesa Drive. The intent of this area is to provide the most intensive development areas outside of the Modern Downtown in vertically mixed-use, mid-rise buildings. These areas also provide transitions to surrounding lower-intensity areas. Common building form and development characteristics include:

- Urban form with buildings brought to the property line on street sides.
- Minimum building height of three stories, maximum of 85’ in height.
- Lot coverage typically 60% to 90%.
- Buildings form a street wall across the entire length of the primary street frontage.
- Active ground floor uses with residential allowed on upper floors.
- Shared, structured parking required.
- Front street setback for parking – 50’.
- Sidewalks typically 15’ – 25’ wide.
- Building fronts engage pedestrians along the public right of way and include some type of awning or arcade.

MUSEUM DISTRICT

The Museum District generally encompasses the area from just west of Center Street to Robson and between 1st Street and Pepper Place. The intent of this area is to enhance existing and future museum attractions and provide strong integration into the Downtown fabric. Common building form and development characteristics include:

- Urban form with buildings typically brought to the property line, but may be setback up to 15’ on a street frontage when incorporating plaza or civic space.
- Minimum height of 20’, maximum of 3 stories.
- Lot coverage typically over 75%.
- May be some gaps in the street wall.
- Non-museum buildings - ground floor uses support and active street life with residential allowed on upper floors.
- Shared, structured parking encouraged.
- Front street setback for parking – 30’.

CONVENTION DISTRICT

The Convention District generally encompasses the area from Center Street to Pasadena and between University Drive and 1st Street. The intent the Convention District is to maintain this area for convention and/or employment activities that draw people to the Downtown in the near term and long-term urbanization with future detailed planning. Common building form and development characteristics include:

- Campus development form that may include buildings brought to the street and/or placed in a park-like setting.
- Typical building heights one- to three-stories.
- Lot coverage typically 40% to 60%.
- Ground floors may be residential or non-residential.
- Shared, structured parking encouraged; front street setback for parking – 30’.
- Sidewalks typically 8’ to 10’ wide.
- When buildings are placed within 15’ of the right of way, building fronts engage pedestrians along the public right of way.

EDUCATION VILLAGE

The Education Village generally encompasses the area from Center Street to MacDonald and between Union Pacific Railroad and just south of 1st Avenue. The intent of this area is to encourage the development of one or more educational institution campuses that desire an urban, Downtown setting. Common building form and development characteristics include:

- Campus development form that may include buildings brought to the street and/or placed in a park-like setting.
- Building heights one- to three-stories.
- Lot coverage typically 40% to 60%.
- Ground floors may be residential or non-residential.
- Shared, structured parking encouraged; front street setback for parking – 30’.
- Sidewalks typically 8’ to 10’.
- When buildings are placed within 15’ of the right of way, building fronts engage pedestrians along the public right of way.

TRANSIT STATION VILLAGE

Transit Station Village includes two areas, one focused on the future light rail station at Stapley Drive and Main Street and the other focused on the future light rail station at Gilbert Road and Main Street. The intent of these areas is create a village center for surrounding neighborhoods with mid-rise non-residential or mixed-use and mid-rise residential development that create a walkable, urban environment that supports surrounding neighborhoods and light rail. Common building form and development characteristics include:

- Urban form with buildings brought to the property line on street sides.
- Building heights three- to five-stories; could be two-stories on the outer edges.
- Lot coverage typically over 80%.
- Buildings form a street wall across the entire length of the primary street frontage.
- Active ground floor uses with residential allowed on upper floors; active ground floor uses not required for lots that do not front on a primary street.
- Shared, structured parking encouraged.
- Front street setback for parking – 50’.
- Sidewalks typically 20’ wide.
- Building fronts engage pedestrians along the public right of way and include some type of awning or arcade.

TRANSIT ADJACENT – VILLAGE

The Transit Adjacent – Village includes three areas. One located in the southwest portion of the Downtown Neighborhood Planning Area, the second creates a ring around Pioneer Park, and the third is located between Gilbert Road and the Consolidated Canal. The intent of the Downtown location is to provide long-term potential for mid-rise, mixed- and single-use developments associated with a potential Inter-city commuter rail station. The Pioneer Park location is intended to provide mid-rise, mixed-use development related to Main Street and light rail and low- to mid-rise residential development that frames and helps activate Pioneer Park. The intent of the Gilbert Road location is to provide mid-rise mixed- and single-use developments associated with the future light rail station at Gilbert Road and Main Street. Common building form and development characteristics include:

- An urban neighborhood development form that engages the street either through buildings at or near the property line in the case of non-residential ground floors, or setbacks of up to 15' for buildings with ground floor residential.
- Building heights typically two- or three-story; could be higher near a light rail station.
- Lot coverage typically 50% to 80%.
- In areas with non-residential ground floors buildings form a street wall; may be separation between buildings in more residential settings.
- Active ground floor uses along Main Street frontage
- Shared, structured parking encouraged for mixed-use development.
- Front street setback for parking at least 30'.
- Sidewalks along Main Street typically 10' - 20' wide; 10' - 15' in other active pedestrian areas; could be as narrow as 6' in purely residential areas.
- Building fronts engage the pedestrian along the public right of way; fronts on primary streets include some type of awning or arcade.

TRANSIT ADJACENT - RESIDENTIAL

Transit Adjacent – Residential includes several areas along Main Street located between more intense light rail station areas. The intent of these areas is to create low- to mid-rise residential, and to a lesser extent, mixed-use developments that support the more intense adjacent development, creation of a walkable urban environment, and light rail. Common building form and development characteristics include:

- An urban neighborhood development form that engages the street either through buildings at or near the property line in the case of non-residential ground floors, or setbacks of up to 15' for buildings with ground floor residential.
- Building heights typically two- or three-story; could be up to 85' in the Downtown area.
- Lot coverage typically 40% to 80%.
- In areas with non-residential ground floors buildings form a street wall; may be separation between buildings in more residential settings.
- Active ground floor uses encouraged along Main Street frontage.
- Shared, structured parking encouraged for mixed-use development.
- Front street setback for parking at least 30'.
- Sidewalks along Main Street typically 20' wide; 15' in other active pedestrian areas; could be as narrow as 6' in purely residential areas.
- Building fronts engage the pedestrian along the public right of way.

EMPLOYMENT DISTRICT

Employment District includes two areas, one located at the southwest and northeast corners of the intersection of Mesa and University Drives and the other located at the northwest corner of Broadway Road and Country Club Drive. The intent of the Mesa and University location is to provide for larger scale employers, such as medical campuses or universities, in a mid-rise, urban mixed-use environment that creates an active street environment. The Broadway and Country Club location is intended to provide for employment uses in more traditional industrial development. Common building form and development characteristics include:

Mesa and University

- An urban development form that engages the street either through buildings at or near the property line in with maximum setbacks of up to 10'.
- Minimum building height two-stories, typical height three- or four-story.
- Lot coverage typically 50% to 80%.
- In areas with non-residential ground floors buildings form a street wall; may be separation between buildings in more residential settings.
- Active ground floor uses along primary streets.
- Shared, structured parking encouraged.
- Front street setback for parking at least 30'.
- Sidewalks along primary streets 10' - 15' wide; 10' along other streets.

- Building fronts engage the pedestrian along the public right of way; fronts on primary streets include some type of awning or arcade.

Broadway and Country Club

- Main entries, office, and public access areas brought close to the street; manufacturing and warehousing areas setback as necessary.
- Typical building heights one- to three-stories.
- Lot coverage typically 30% to 50%.
- Parking beside main entries, office or public access areas.
- Sidewalks along primary streets 10' wide; 6' along other streets.
- Main entries, office, and public access areas engage the public realm.

COMMERCIAL/MIXED-USE NODE

Several Commercial/Mixed-Use Nodes have been identified in the Central Main Area. These nodes are generally located at the intersection of major streets, which are outside the ½ mile light rail station walksheds. The intent of these areas is to encourage infill and redevelopment of existing suburban shopping nodes into more urban development forms that connect and provide service to surrounding neighborhoods, address the street, and engage pedestrians. Common building form and development characteristics include:

- Urban form with buildings no more than 15' from the property line on street sides.
- 75% of building front width within 15' of Main Street and 50% within 15' on other streets.
- Building heights one- to two-stories.
- Lot coverage typically 40% to 60%.
- Ground floors primarily non-residential, residential may be allowed.

- Shared parking encouraged.
- Front street setback for parking – 30'.
- Sidewalks typically 10' - 20' wide along Main Street; 8' - 15' in all other areas.
- Building fronts engage pedestrians along the public right of way; building fronts along Main Street also include some type of awning or arcade.

EVOLUTION CORRIDOR

Evolution Corridors include portions of Broadway Road, Center Street, Country Club Drive, Horne, and University Drive. The intent of these areas is to alleviate the auto-oriented, strip-commercial nature of these corridors over time with streetscape and building improvements that enhance the public realm and encourage pedestrian activity. Common building form and development characteristics include:

- Buildings no more than 15' from the property line on front streets.
- Building heights one- to two-stories.
- Lot coverage typically 40% to 60%.
- Ground floors may be residential or non-residential.
- Front street setback for parking – 30'.
- Sidewalks typically 8' to 10' wide.
- Building fronts engage pedestrians along the public right of way.

TRANSFORMATION NEIGHBORHOOD

The Transformation Neighborhood generally encompasses the area between Mesa Drive and Hibbert and 2nd Avenue and the southern boundary of the planning area. The intent of this area is to create a more unified mix of employment, commercial, and residential uses that serve adjacent neighborhoods and broader public. Common building form and development characteristics include:

- Buildings no more than 15' from the property line on front streets.
- Typical building heights one- to three-stories.
- Lot coverage typically 40% to 60%.
- Ground floors may be residential or non-residential.
- Front street setback for parking – 30'.
- Sidewalks typically 8' to 10' along Mesa Drive and Broadway.
- Building fronts engage pedestrians along the public right of way.

NEIGHBORHOOD EVOLUTION – NEIGHBORHOOD PRESERVATION – NEIGHBORHOOD MAINTENANCE

The Neighborhood Evolution, Neighborhood Preservation, and Neighborhood Maintenance areas encompass the majority of Central Main Area and are primarily single-residence neighborhoods. The intent is to create stable neighborhoods that will be successful well into the future in Evolution areas, protect and enhance existing historic neighborhoods in Preservation areas, and the enhancement of existing established and stable neighborhoods in Maintenance areas. Common building form and development characteristics include:

- Buildings 5' to 25' from the property line on front streets.
- Typical building heights one- to three-stories.
- Lot coverage typically 40% to 60%.
- Ground floors typically residential; may include some non-residential.
- Front street setback for garages – 30'.
- Sidewalks typically 6' wide on interior streets, 8' wide on collector streets and 10' to 15' wide on primary streets.



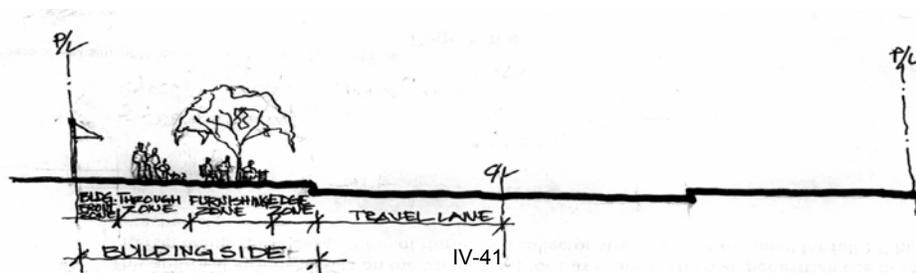
Street Character

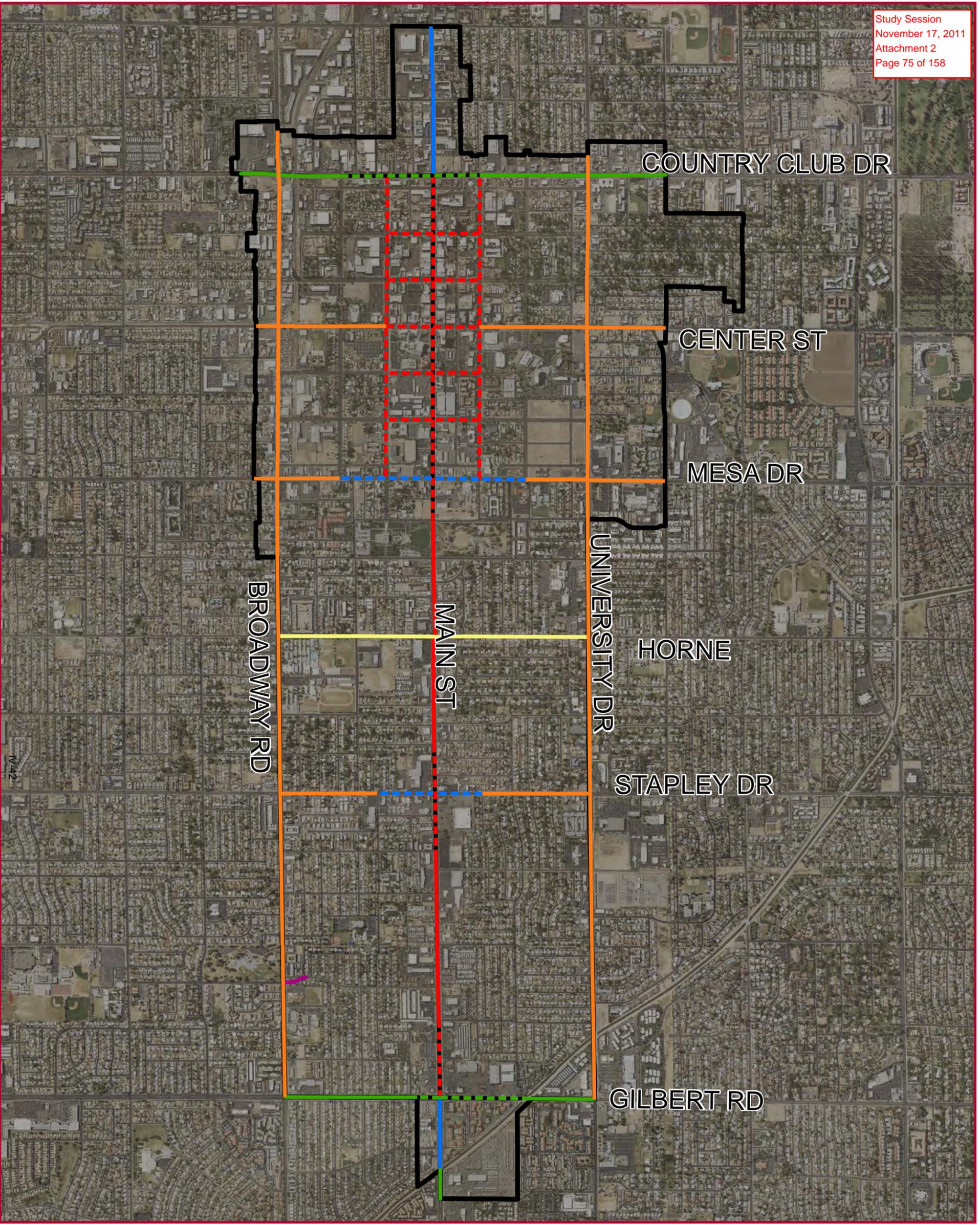
Streets, as defined and discussed in this Plan, include the entire public realm within the public right-of-way. These areas have been used primarily to move people and goods and provide utility services. Equally important, but less recognized is the role streets play in community development. The street creates the pattern of community and provides a place for social interaction and community events. The nature of the street and how buildings interact with the street can either create vast areas of nothingness, or a high-quality public realm where people want to be.

During the 20th Century, as the automobile culture took over, the street's focus shifted towards automobile mobility without much consideration given to the economic and social functions. Mesa, including the Central Main Area, is a relatively "young" community and is very familiar with this focus on automobile mobility. Much of the Plan, up to this point has described and refined guiding principle and goals that place a great deal of emphasis on economic vitality, walkability, and social diversity and interaction in support of a vision of making the Central Main Area *A Place for People-Alive with Options*. In considering the factors that influence achievement of this vision, the Plan must address the important role streets play in the economic and social success of a community. Streets are a key defining element of an area's character and the mobility of people; whether it is walking, bicycling, on a bus, on light rail, or in a car has great deal of influence in the success of an urban environment.

Considering the relationship of streets and mobility with the recommended building form and development character described above, the Plan Advisory Committee developed recommendations for street character and mobility in support of the Plan vision, guiding principles, and goals. As shown on Map 6, nine unique Street Character Types have been identified. A general description of each Street Character Type, as well as basic street characteristics applicable to all Neighborhood Planning Areas are described below. Recommendations were developed for arterial and collector streets and typical street characteristics that are considered include the design speed, width and number of travel lanes, on-street parking, bicycle network, transit network, and pedestrian space. Each individual Neighborhood plan, described later, provides more specific street character and mobility plan recommendations that reflect the unique conditions of the Neighborhood. The general Street Character Type descriptions provided below should be used in conjunction with the specific recommendations described in the Neighborhood Planning Areas. Many of the recommendations described below are based on the design manual, *Designing Walkable Urban Thoroughfares: A Context Sensitive Approach*, a joint effort of the Institute of Transportation Engineers (ITE) and Congress for the New Urbanism (CNU) approved in 2010 as a recommended practice of the ITE.

It is expected that the Street Character Type recommendations will be used in conjunction with the recommended Building Form and Character Types as policy guidance for street improvement associated with private development, as well as, in detailed street design associated with City street/utility improvement projects. Additional, mobility recommendations related to transit and the pedestrian network, such as station locations, bus stop improvements, neighborhood connectivity, and crosswalk improvements have been included in the individual Neighborhood plan.



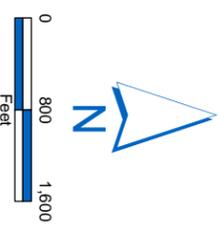


Map 6

Central Main Plan

- Recommended Street Character -

- Street Character**
- Downtown/Village Main Street
 - Village Connector
 - Downtown Neighborhood
 - Urban Transit Corridor
 - Urban Connector
 - Semi-Urban Arterial
 - Regional Transit Arterial
 - Regional Arterial
 - Collector Street
 - Williams Realignment



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 Print Date: 7/19/2011
 Source: City of Mesa

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DOWNTOWN/VILLAGE MAIN STREET

The Downtown/Village Main Street Street Character Type is intended to create short, walkable, segments of Main Street that help identify the commercial center of Transit Station Village areas. Land uses on a Downtown/Village Main Street would typically consist of compact, mixed-use developments with an emphasis placed on active ground-floor uses. The Downtown/Village Main Street accommodates light rail within a center median, on-street parking, significant non-vehicular activity, and bicycle facilities. Common characteristics of a Downtown/Village Main Street include:

1. Design speed of 25 mph.
2. Light rail in a center median with a typical width between 27 and 43 feet, which also accommodates a raised station platform.
3. One travel lane in each direction with typical width of 10 to 11 feet.
4. On-street parallel parking with a typical parking space width of eight feet will be accommodated wherever feasible.
5. Off street parking is located to rear of buildings and access occurs from the rear or side. Minimal use of driveways from Village Main Street; access primarily via public or private cross streets and/or alleys.
6. Bicycle lanes with a typical width of six feet and designated with pavement markings. When adjacent to parallel parking, the combined width of the parking and bicycle should be no less than 13 feet.
7. Building Side will be a hard surface attached to the street with a typical width of 15 to 20 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Building frontage zone of sufficient width to allow pedestrian activity at entrances, window shopping, displays, and seating.
 - Furnishing zone of sufficient width to accommodate street trees in tree wells, street furniture, bicycle racks, public art, utilities and as necessary, seating for restaurants and cafes. Landscaping will use a uniform palette.
 - Edge zone of sufficient width to accommodate car door openings, public signage, parking meters, and utilities.
8. Street crossing distance should not exceed 85 feet at light rail station crossings and 65 feet in other areas. Enhanced crosswalks should be utilized at all signalized intersections.
9. Compatible Building Form and Development Character Types include: Historic Downtown, Modern Downtown, and Transit Station Village.

VILLAGE CONNECTOR

The Village Connector Street Character Type is intended to create walkable segments of Main Street that will help encourage pedestrian and bicycle use into Transit Station Village areas. Land uses on a Village Connector would typically consist of compact, medium- to high-intensity residential with limited mixed-use. The Village Connector accommodates light rail within a center median, on-street parking, significant non-vehicular activity, and bicycle facilities. Common characteristics of a Village Connector include:

1. Design speed of 25 to 30 mph.
2. Light rail in a center median with a typical width between 27 and 43 feet, which also accommodates a raised station platform.
3. One travel lane in each direction with typical width of 10 to 11 feet.
4. On-street parallel parking with a typical parking space width of eight feet will be accommodated wherever feasible.
5. Off street parking is located to rear of buildings and access occurs from the rear or side. Minimal use of driveways from Village Arterial; access primarily via public or private cross streets and/or alleys.
6. Bicycle lanes with a typical width of six feet and designated with pavement markings. When adjacent to parallel parking, the combined width of the parking and bicycle should be no less than 13 feet.
7. Building Side will be a hard surface attached to the street with a typical width of 10 to 15 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Furnishing zone of sufficient width to accommodate street trees in tree wells, street furniture, bicycle racks, public art, utilities and as necessary, seating for restaurants and cafes. Landscaping will use a uniform palette.

- Edge zone of sufficient width to accommodate car door openings, public signage, parking meters, and utilities.
- 8. Street crossing distance should not exceed 85 feet at light rail station crossings and 65 feet in other areas. Enhanced crosswalks should be utilized at all signalized intersections.
- 9. Compatible Building Form and Development Character Types include: Transit Adjacent–Village, Transit Adjacent–Residential, and Commercial/ Mixed-Use Node.

DOWNTOWN NEIGHBORHOOD STREET

The Downtown Neighborhood Street Character Type is intended to create walkable segments of secondary streets in the downtown area that intersect with Main Street. These streets will help define the most intensive and urban areas within the Central Main Area. Land uses on a Downtown Neighborhood Street would typically consist of mixed-use developments with active ground-floor uses where appropriate. The Downtown Neighborhood Street accommodates on-street parking, significant non-vehicular activity, and bicycle facilities. Common characteristics of a Downtown Neighborhood Street include:

1. Design speed of 20 to 25 mph.
2. One travel lane in each direction with typical width of 10 to 11 feet.
3. On-street angled parking (head-in or reverse angle) for all Downtown Neighborhood Streets, except Center Street. Typical angled parking space depth of eighteen feet. Typical parallel parking space width of eight feet. On-street parking will be accommodated wherever feasible.
4. Off street parking is located to rear of buildings and access occurs from the rear or side. Minimal use of driveways from Downtown/Village Main Street; access primarily via public or private cross streets and/or alleys.
5. Bicycles share roadway with automobiles for all Downtown/Village Main Street, except Center Street. Bicycle lanes with a typical width of six feet and designated with pavement markings on Center Street. When adjacent to parallel parking, the combined width of the parking and bicycle should be no less than 13 feet.
6. Building Side will be a hard surface attached to the street with a typical width of 15 to 20 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Building frontage zone of sufficient width to allow pedestrian activity at entrances, window shopping, displays, and seating.
 - Furnishing zone of sufficient width to accommodate street trees in tree wells, street furniture, bicycle racks, public art, utilities and as necessary, seating for restaurants and cafes. Landscaping will use a uniform palette.
 - Edge zone of sufficient width to accommodate car door openings, public signage, parking meters, and utilities.
7. Street crossing distance should not exceed 25 feet and enhanced crosswalks should be utilized at all intersections.
8. Compatible Building Form and Development Character Types include: Historic Downtown, Modern Downtown, Museum District, and Urban Gateway.

URBAN TRANSIT CORRIDOR

The Urban Transit Corridor Street Character Type is intended to create walkable segments of Main Street that will help encourage pedestrian and bicycle use into Transit Station Village areas, while allowing higher traffic volumes and speed. Land uses on an Urban Transit Corridor would typically consist of compact, medium- to high-intensity residential and mixed-use developments. The Urban Transit Corridor accommodates light rail

within a center median, significant non-vehicular activity, and bicycle facilities. Common characteristics of a Urban Transit Corridor include:

1. Design speed of 30 to 35 mph.
 2. Two travel lanes in each direction with typical width of 10 to 11 feet. Dedicated center turn-lane with typical width of 10 to 11 feet.
 3. No on-street parking.
 4. Bicycle lanes with a typical width of six feet and designated with pavement markings.
 5. Building Side can be a hard surface attached to the street or a combination of landscape planter and hard surface. Typical width of 8 to 15 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Building frontage zone of sufficient width to allow pedestrian activity at entrances, window shopping, displays, and seating (in mixed-use settings).
 6. Street crossing distance should not exceed 60 feet and enhanced crosswalks should be utilized at all signalized intersections.
 7. Compatible Building Form and Development Character Types include: Urban Gateway, Transit Adjacent –Village, and Transit Adjacent - Residential.
- Furnishing zone of sufficient width to accommodate street trees in landscape planting strip, street furniture, bicycle racks, public art, utilities, and as necessary, seating for restaurants and cafes. Landscaping will use a uniform palette.

URBAN CONNECTOR

The Urban Connector Street Character Type is intended to create walkable segments of local major streets that intersect with Main Street. An Urban Connector Street should help encourage pedestrian and bicycle use within transit station areas, while still allowing higher traffic volumes and speed. Land uses on an Urban Connector Street would typically consist of compact, medium- to high-intensity residential and mixed-use developments. The Urban Connector Street accommodates significant vehicular traffic, significant non-vehicular activity, and bicycle facilities. Common characteristics of an Urban Connector Street include:

1. Design speed of 35 mph.
 2. Two travel lanes in each direction with typical width of 10 to 11 feet. Dedicated center turn-lane with typical width of 10 to 11 feet.
 3. No on-street parking.
 4. Bicycle lanes with a typical width of six feet and designated with pavement markings.
 5. Building Side should be a hard surface attached to the street. Typical width of 10 to 15 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Building frontage zone of sufficient width to allow pedestrian activity at entrances, window shopping, displays, and seating (in mixed-use settings).
 6. Street crossing distance should not exceed 60 feet and enhanced crosswalks should be utilized at all signalized intersections.
 7. Compatible Building Form and Development Character Types include: Transit Station Village, Urban Gateway, Transit Adjacent - Village, and Transit Adjacent - Residential.
- Furnishing zone of sufficient width to accommodate street trees in landscape planters or tree wells, street furniture, bicycle racks, public art, utilities and as necessary, seating for restaurants and cafes. Landscaping will use a uniform palette.

SEMI-URBAN ARTERIAL

The Semi-Urban Arterial Street Character Type is intended to create walkable segments of local major streets in areas less influenced by light rail. A Semi-Urban Arterial should help encourage safe pedestrian and bicycle use on streets primarily devoted to automobile movement and with higher traffic volumes and speed. Land uses on an Urban Arterial would typically consist of low- to medium-intensity residential and single-use commercial

developments. The Semi-Urban Arterial accommodates significant vehicular traffic, non-vehicular activity, and bicycle facilities. Common characteristics of a Semi-Urban Arterial include:

1. Design speed of 35 to 40 mph.
2. Two travel lanes in each direction with typical width of 10 to 11 feet. Dedicated center turn-lane with typical width of 10 to 11 feet.
3. No on-street parking.
4. Bicycle lanes with a typical width of six feet and designated with pavement markings.
5. Building Side should be a combination of continuous landscape planter and hard surface detached from the street. Typical width of 8 to 12 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Furnishing zone of sufficient width to accommodate street trees in continuous landscape strip, street furniture, and utilities. Landscaping can include multiple species.
6. Street crossing distance should not exceed 60 feet and enhanced crosswalks should be utilized at all signalized intersections.
7. Compatible Building Form and Development Character Types include: Commercial/Mixed-Use Node, Employment District, Evolution Corridor, Transformation Neighborhood, and Neighborhood.

REGIONAL TRANSIT ARTERIAL

The Regional Transit Arterial Street Character Type is intended to create walkable segments of regional major streets that intersect with Main Street. A Regional Transit Arterial should help encourage pedestrian and bicycle use within transit station areas, while still allowing higher traffic volumes and speed. Land uses on an Regional Transit Arterial would typically consist of compact, medium- to high-intensity residential and mixed-use developments. The Regional Transit Arterial accommodates significant vehicular traffic, significant non-vehicular activity, and bicycle facilities. Common characteristics of a Regional Transit Arterial include:

1. Design speed of 35 mph.
2. Three travel lanes in each direction with typical width of 10 to 11 feet. Dedicated center turn-lane with typical width of 10 to 11 feet. May include one or two left-turn lanes at signalized intersections.
3. No on-street parking.
4. Bicycle lanes with a typical width of six feet and designated with pavement markings.
5. Building Side should be a hard surface attached to the street. Typical width of 10 to 15 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Building frontage zone of sufficient width to allow pedestrian activity at entrances, window shopping, displays, and seating (in mixed-use settings).
6. Street crossing distance should not exceed 80 feet and enhanced crosswalks should be utilized at all signalized intersections.
7. Compatible Building Form and Development Character Types include: Urban Gateway, Transit Adjacent - Village, Transit Adjacent – Residential, and Neighborhood Evolution.

REGIONAL ARTERIAL

The Regional Arterial Street Character Type is intended to create walkable segments of regional major streets that intersect with Main Street, but in areas less influenced by light rail. A Regional Arterial should help encourage pedestrian and bicycle use into transit station areas, while still allowing higher traffic volumes and speed. Land uses on a Regional Arterial would typically consist of low- to medium-intensity residential and

single-use developments. The Regional Arterial accommodates significant vehicular traffic, non-vehicular activity, and bicycle facilities. Common characteristics of a Regional Arterial include:

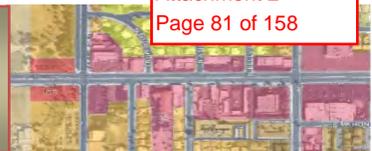
1. Design speed of 40 to 45 mph.
2. Three travel lanes in each direction with typical width of 10 to 11 feet. Dedicated center turn-lane with typical width of 10 to 11 feet. May include one or two left-turn lanes at signalized intersections.
3. No on-street parking.
4. Bicycle lanes with a typical width of six feet and designated with pavement markings.
5. Building Side should be a combination of continuous landscape planter and hard surface detached from the street. Typical width of 8 to 12 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Furnishing zone of sufficient width to accommodate street trees in continuous landscape strip, street furniture, and utilities. Landscaping can include multiple species.
6. Street crossing distance should not exceed 80 feet and enhanced crosswalks should be utilized at all signalized intersections.
7. Compatible Building Form and Development Character Types include: Commercial/Mixed-Use Node, Employment District, Evolution Corridor, and Neighborhood.

COLLECTOR STREET

The Collector Street Character Type is intended to create walkable segments of local streets that should help encourage safe pedestrian and bicycle use from residential areas into the downtown area and to the light rail system. Collector Streets generally have lower traffic volumes and speed. Land uses on a Collector Street would typically consist of low- to medium-intensity residential, single-use commercial developments, and limited mixed-use. The Collector Street accommodates moderate vehicular traffic, non-vehicular activity, and bicycle facilities. Common characteristics of a Collector Street include:

1. Design speed of 30 to 35 mph.
2. One travel lanes in each direction with typical width of 10 to 11 feet.
3. On-street parallel parking with a typical parking space width of eight feet will be accommodated wherever feasible.
4. Bicycle lanes with a typical width of six feet and designated with pavement markings. When adjacent to parallel parking, the combined width of parking and bicycle lane should be no less than 13 feet.
5. Building Side should be a combination of continuous landscape planter and hard surface detached from the street. Typical width of 8 to 12 feet that accommodates:
 - Pedestrian through zone of sufficient width to allow two people to walk side-by-side.
 - Furnishing zone of sufficient width to accommodate street trees in continuous landscape strip, street furniture, and utilities. Landscaping can include multiple species.
6. Street crossing distance should not exceed 25 feet and enhanced crosswalks should be utilized at all signalized intersections.
7. Compatible Building Form and Development Character Types include: Commercial/Mixed-Use Node, Evolution Corridor, and Neighborhood.

Form-Based Code and Zoning Code



The accomplishment of the vision, guiding principles, and goals established for the planning area, particularly within the downtown area and the light rail stations, depends on creating a dynamic, urban environment. Creating this environment requires an active and inviting public realm and buildings that engage the public realm. A regulatory concept is needed to guide future development to create this urban form.

As described above in the policies, projects, and programs, a form-based code is a good tool to use to achieve the desired built environment. A form-based code is a type of zoning ordinance that focuses first on the form of the development and secondarily on the uses that take place within a building. A form-based code can be used to require buildings to take on an urban form (i.e. be brought close to the street and have the door and window openings and shade that invite pedestrian activity).

The various types of zones used with a form-based code are called transects. The transects proposed for use in the City of Mesa are:

T3 Neighborhood

A walkable predominantly single-residence neighborhood that integrates appropriate multi-residence housing types such as duplexes, mansion apartments, and bungalow courts within walking distance to transit and commercial areas.

T4 Neighborhood

A high quality, medium residential neighborhood with building types such as townhouses, small courtyard housing, mansion apartments, duplexes, or four-plexes within walking distance to transit and commercial amenities.

T4 Neighborhood Flex

A flexible area that can accommodate smaller, neighborhood serving commercial uses in a main street form that allows for interim uses such as live/work and ground floor residential until the commercial corridor matures.

T4 Main Street

A vibrant main-street commercial and retail neighborhood environment, providing access to day-to-day amenities within walking distance, creating potential for a transit stop, and serving as a focal point for the neighborhood.

T5 Neighborhood

A medium- to high-density residential neighborhood with building types such as apartment houses, courtyard buildings, and mid-rise buildings that transition from lower density surrounding residential neighborhoods to the higher density, mixed-use neighborhoods.

T5 Main Street Flex

A flexible area that can transition from a commercial district to a residential district by allowing a mixture of ground floor uses including live/work and ground floor residential that could transition to commercial space when the commercial corridor matures.

T5 Main Street

A medium intensity vertical mixed use environment that can appropriately transition into the adjacent neighborhoods in central Mesa, near transit stops, or other pedestrian oriented urban area areas.

T6 Main Street

Used in the core of central Mesa to evolve into higher intensity mixed use development that can support transit and provide a vibrant urban environment.

The geographic placement of the form-based code transects are defined through the adoption of a regulating plan. The regulating plan for initial application of a form-based code for the Central Main Area is shown in Map 7.

The adoption and application of a form-based code for much of the downtown area leaves fringe areas around the downtown that contain the existing downtown zoning districts (DR-1, DR-2, DR-3, DB-1, & DB-2). The areas that remain with these zoning districts are small and there is not a significant difference between these zoning districts and the corresponding districts used in the remainder of the City. Therefore, it may be appropriate to transition these areas to standard zoning districts. Map 7 also illustrates what the comparable zoning classification would be for these areas using the standard zoning districts. Prior to actually changing zoning designations, the City would work with the property owners to determine what zoning district would best suit their needs and be consist with the approved plan.



Measuring Environmental Impacts

Energy Saved (kWh)

Reductions in Vehicle Miles Travelled (VMT)

Reduction in Greenhouse Gas Emissions

Chapter V – Planning for Neighborhood Change

Planning for Neighborhood Change

The Central Main Planning Area includes nearly four square miles and is made up of several distinctive areas which make a “one-size fits all” plan difficult to achieve. In addition, as discussed in Chapter III, the future character foreseen varies greatly throughout the Planning Area. To properly plan for the future of these areas it is beneficial to consider in more detail, smaller “Neighborhood Planning Areas” within the overall planning area. As shown on Map 8, six Neighborhood Planning Areas have been defined, primarily based on the relationship to future light rail stations. The Neighborhood Planning Areas along Main Street (Downtown, Pioneer/Temple, Fraser/Sherwood, and Gilbert/Main) will have a light rail station, two within Downtown, as the approximate center. The distance from a light rail station and/or the development pattern of the remaining Neighborhood Planning Areas (Broadway Industrial and University North) necessitated individual consideration.

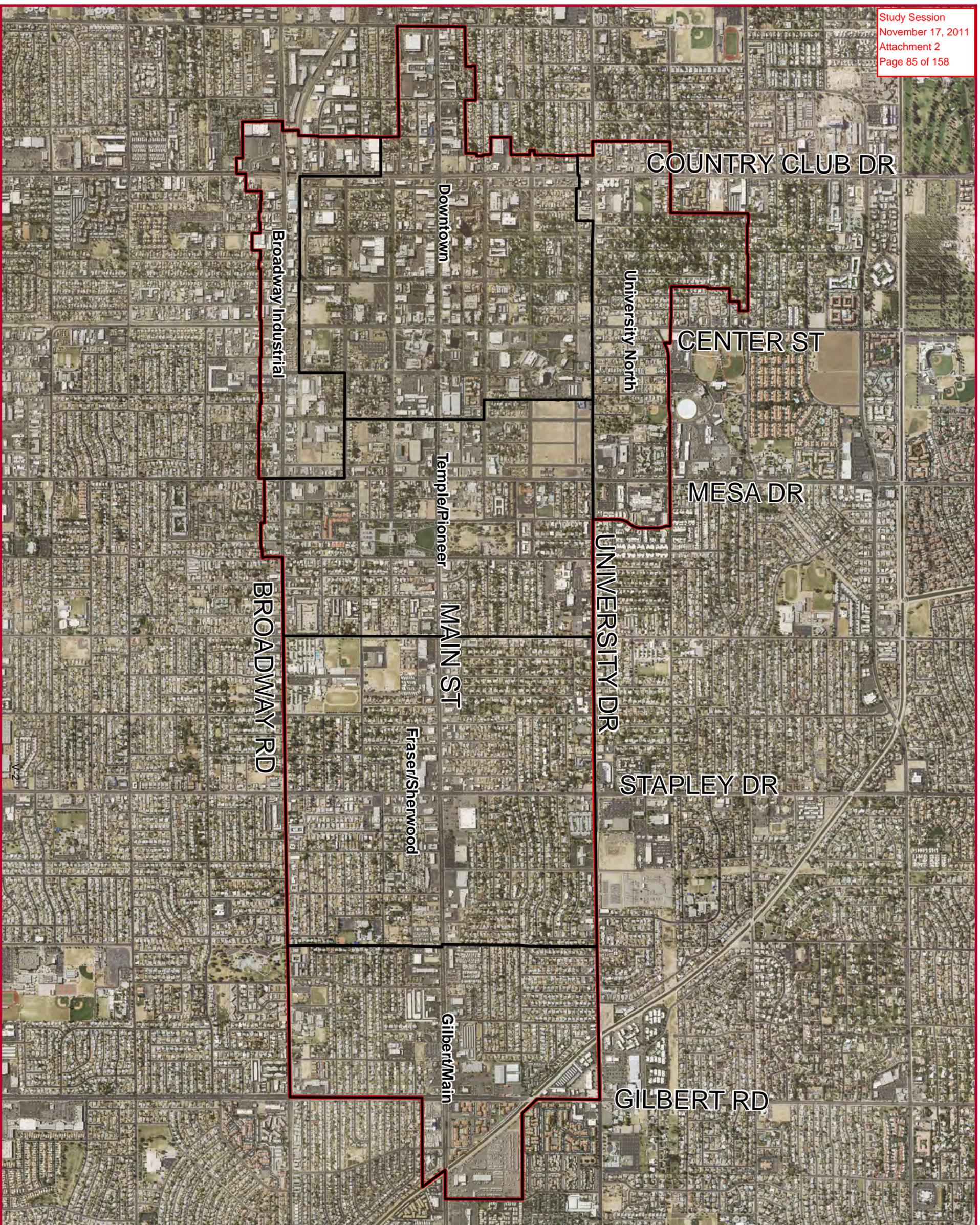
Within each Neighborhood Planning Area this Chapter provides specific discussion and recommendations for building form and development character as it applies to each specific Neighborhood Planning Area.

Historic Districts



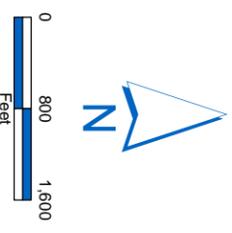
The Central Main Area includes six national register historic districts. Five of these districts also have local historic zoning designations. These districts are illustrated on Map A-3 in Appendix A. National historic district designation provides property owners with the opportunity to receive property tax credits provided the property is maintained in its historic character. The local designation requires that a Certificate of Appropriateness be issued by the City’s Historic Preservation Officer prior to any exterior remodeling of a structure. This process helps ensure that the historic integrity of the district is maintained. The historic district designation also requires local review and consideration of options prior to the demolition of existing structures.

Any redevelopment activity considered within an established historic district will need to take into consideration the requirements and standards of the individual historic districts in addition to the recommendations made below as part of planning for the redevelopment. More information on historic district requirements is available through the City’s Historic Preservation Office and the City’s website.



Map 8
 Central Main Plan
 - Neighborhood Planning Areas -

- Central Main Planning Area
- Neighborhood Planning Area



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 Source: City of Mesa

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Neighborhood Planning Areas

Downtown



This neighborhood includes the “heart” of the City, the historic Mesa town center, as well as, two historic districts. As part of the original square mile grid, the Downtown area has large blocks and wide streets. The area west of Country Club was developed later and has a more suburban strip appearance.

This area has a very wide range of uses: detached single-residence and high-rise multiple-residence structures; detached single-story commercial buildings and high-rise office buildings; and industrial buildings and activities. The population living within the Downtown area has been decreasing in recent years.

There are many positive factors affecting the future growth and development within the Downtown area. The Mesa Arts Center has provided a significant attraction and the extension of light rail with a station next to the Center will provide an additional draw to the area. This Plan has been developed to capture the benefit of these public expenditures and propel the Downtown area into a more significant economic engine for Mesa and the region. New mid- to high-rise office buildings are projected near the Main and Center light rail station. Urban, mixed-use developments are projected along the line and near the Country Club light rail station. Additional residents will also be added to the area to help bring additional life and activity to the streets and businesses.

ACTION PLAN

Extension of light rail along Main Street with a station at Country Club Drive and Center Street

Application of the form-based code to facilitate redevelopment

Creation of an intense, urban City Center block focused around the Main and Center light rail station

Connection of the light rail system and nodes of activity to the larger Downtown Neighborhood, through site design that strengthens existing pedestrian routes and/or creates new pedestrian routes with strong visual connection

Marketing of City-owned properties for employment uses

KEY RECOMMENDATIONS

Support the location of a Phoenix-to-Tucson commuter rail station at the intersection of Robson and 3rd Avenue

Redevelopment that incorporates medium- to high-density housing within ¼ mile of transit stations.

Long-term redevelopment of Evolution Corridors to more urban development pattern

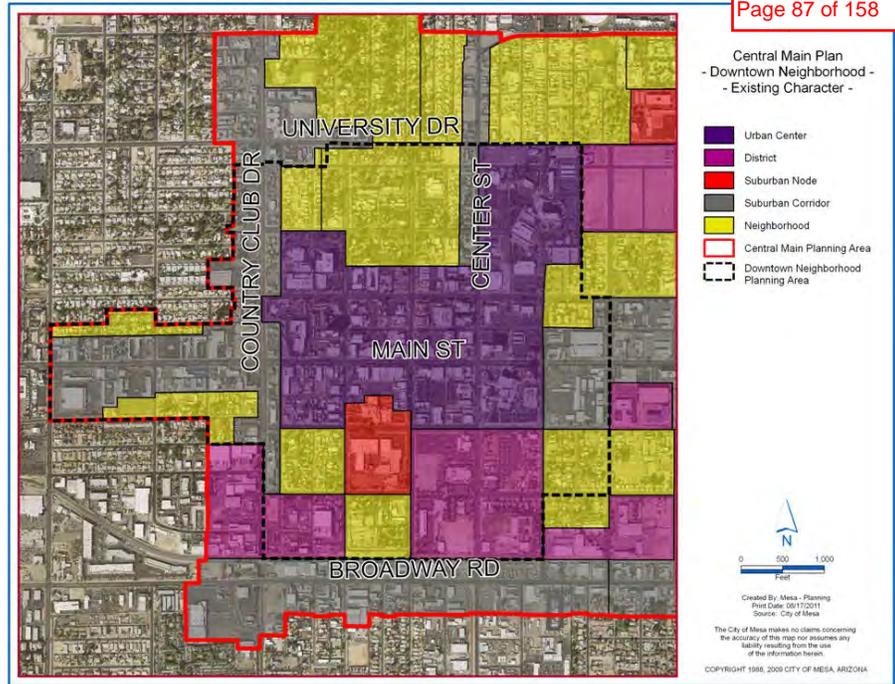
Preservation of the West 2nd Street and Robson Historic Districts

Preservation and historic designation of the West Side Clark Addition neighborhood

HISTORY OF CHANGE

The original Mesa town site was established by a company of Latter-Day Saints settlers in 1878 in the area now known as Downtown. Originally known as Mesa City, the town was planned and laid out according to City of Zion plan, with a one-square mile grid. While development of the town site and economy continued throughout this time, Mesa remained a primarily agricultural community through the 1940s. With the designation of US 60, development along Main Street became auto-oriented with wide streets and significant on-street parking. From the 1950s to present development of Mesa has generally been located outside of Downtown. With a number of exceptions, Downtown has maintained much of the character that existed in the first half of the 20th century.

As shown on Map 9, Downtown is dominated by an Urban Center and adjacent residential neighborhoods. The overall character is that of a low-intensity Urban Center with surrounding single-residence neighborhoods and auto-oriented strip development extending out from the edges. The Urban Center consists of; 1) the original Town Center, with commercial uses along Main Street that maintain the historic character of one- to two-story buildings oriented towards a pedestrian enhanced Main Street and parking fields in the rear; 2) the cultural core of Mesa with the Mesa Arts Center, the Arizona Museum for Youth, the Arizona Museum of Natural History, and Mesa Amphitheater; 3) a convention center, and 4) the seat of Mesa government.



The area south of 1st Avenue includes an aging industrial district adjacent to Country Club Drive and the Union Pacific Railroad, and a district that includes a church campus, elementary school, and City office campus. This area also includes a suburban node with a suburban style shopping center.

The residential neighborhoods north of 1st Street are generally well maintained areas with single-residence dwellings built in the early 1900s, and includes the local and national designated historic districts, West 2nd Street and Robson. Residential uses south of 1st Avenue include two single-residence blocks with homes also constructed in the early 1900s, an apartment complex, and a number of isolated residential street frontages. Within these areas there are well maintained residences, as well as those that are suffering from a lack of property maintenance and reinvestment. West of Country Club Drive, residential uses include a small portion of the West Side Clark Addition a good example of post WWII single residence development, an aging manufactured home park north of Main Street, and a declining single-residence area south of Main Street that has been isolated by the haphazard encroachment of non-residential uses.

Adjacent to Main Street the corridor west of Country Club Drive developed consistent with the automobile dominated culture of post WWII. This area includes several strip retail developments, automobile dealerships, and motor courts that catered to the automobile traffic generated by designation of Main Street as US 60. The University Drive corridor has been evolving for many years from single residence to commercial uses. Today, the corridor consists of a small number of single residences, but primarily consists of small-lot commercial and multi-residence developments.

Despite the large blocks, the historic grid pattern creates good connectivity within Downtown. There are, however, a few areas where the grid pattern has been disrupted by development, such as the Convention Center area and the 200 S. Center City office campus. Between Country Club and Mesa Drives and 1st Street and 1st Avenue, a pedestrian-friendly environment has been created with enhanced sidewalks, structural and landscape shading, seating, and lighting.

Between 1990 and 2000 the Census shows that this area experienced a reduction in the total number of housing units and a corresponding reduction in total population. Unlike much of the planning area, Downtown population has not experienced an obvious trend towards a younger and/or more diverse population. As the total number of housing units decreased between 1990 and 2000, the vacancy rate also decreased and the

percentage of owner occupied units increased. Downtown is home to the largest concentration of small businesses in the Central Main Area. While it appears that household incomes rose between 1990 and 2000, during the same period the percentage of the population below poverty level also rose.

CATALYSTS FOR CHANGE

The catalysts for change described in Chapter III are expected to have the greatest impact on the Downtown Neighborhood. This Downtown Neighborhood has the greatest mix of land uses and provides the best location for high-intensity uses. Specific issues and opportunities affecting this Neighborhood that are further catalyst for change include:

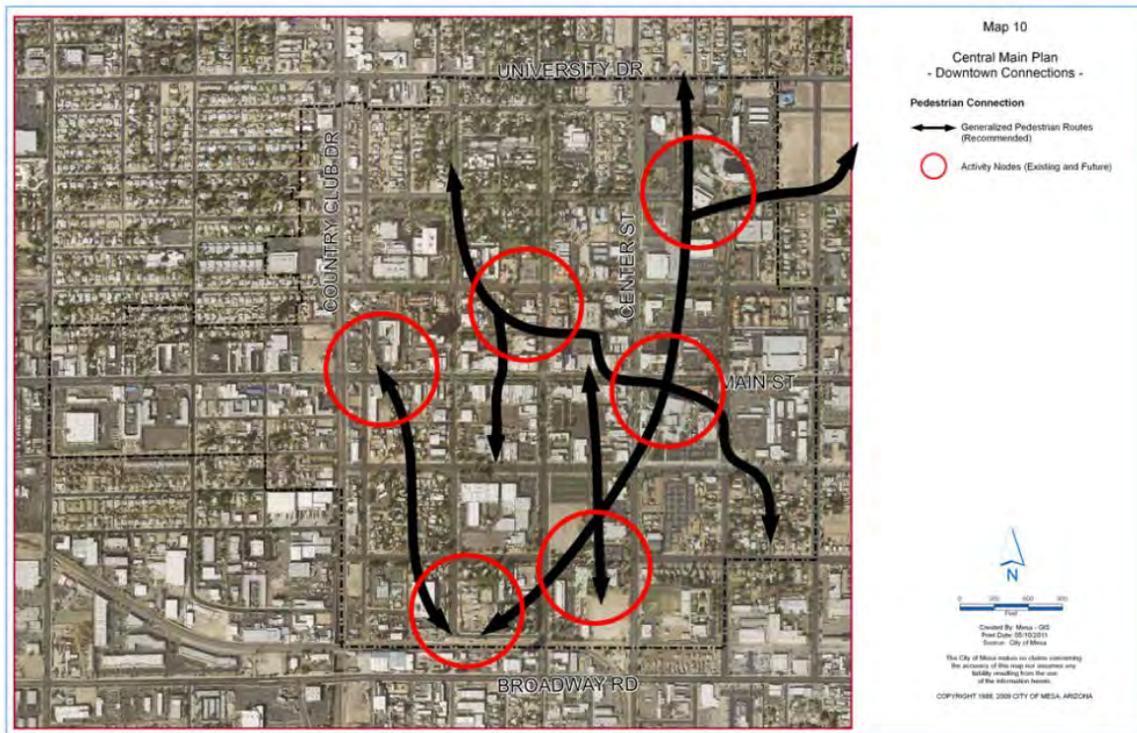
1. Creating a strong and unique identity.
2. Making Downtown a neighborhood.
3. Business retention, expansion, and attraction.
4. Provision of a wide range of housing choices.
5. Underutilized land and non-residential vacancies.
6. Enhancing connectivity from residential neighborhoods to Main Street and between Downtown attractions and entertainment venues.
7. Preservation of historic neighborhoods and maintenance/enhancement of stable neighborhoods that are experiencing negative pressure.
8. Limited formal park and open space amenities for residents.

DOWNTOWN VISION FOR CHANGE

The goal for the Downtown area is to take advantage of the public investment in light rail to create an urban environment that becomes Mesa's City Center. As the City Center, Downtown will contain the mix of professional, commercial, entertainment, governmental, and residential uses that will make it an ever-expanding economic engine. Emphasis will be placed on the retention, expansion, and attraction of business and high-quality jobs and adding residential density to support existing and new businesses. Building upon the enhanced environment that already exists within Downtown, improved pedestrian connections to surrounding residential neighborhoods and creating or improving connections between Downtown attractions will support Downtown's cultural assets and entertainment venues. Care will be taken to ensure the maintenance and preservation of the character of stable residential neighborhoods and historic assets. Distressed residential neighborhoods and suburban corridors will evolve over time to integrated neighborhoods that provide appropriate transitions and connections to the Main Street corridor.

Organizing Element

The key to continued growth and success in the Downtown area is an interesting and inviting public realm. The goals of the Plan in general, and specifically for this neighborhood area revolve around attracting people (employers, workers, customers, and residents) to an attractive and active urban environment in our downtown core. Therefore, the organizing element for this neighborhood is the improvements to the key streets – 1st Street, Main Street, 1st Avenue, Center, MacDonald, and Robson – such that they will be filled with people. Map 10 illustrates the need to connect, or strengthen connections between existing and planned activity centers and the "heart" of Mesa. Such connections will support the success of each activity center, as well as strengthen the urban built environment.



TOOLS FOR CHANGE

As described above, the Downtown Neighborhood Planning Area has a distinctive history and character that requires plan consideration, in addition to the plan policies and recommendations for the entire Central Main Area. This section will describe those Downtown specific plan policies and recommendations. In addition to the general Building Form and Development Character descriptions provided at the beginning of this Chapter, a detailed description of each Building Form and Development Character type within Downtown is provided below and shown on Map 11.

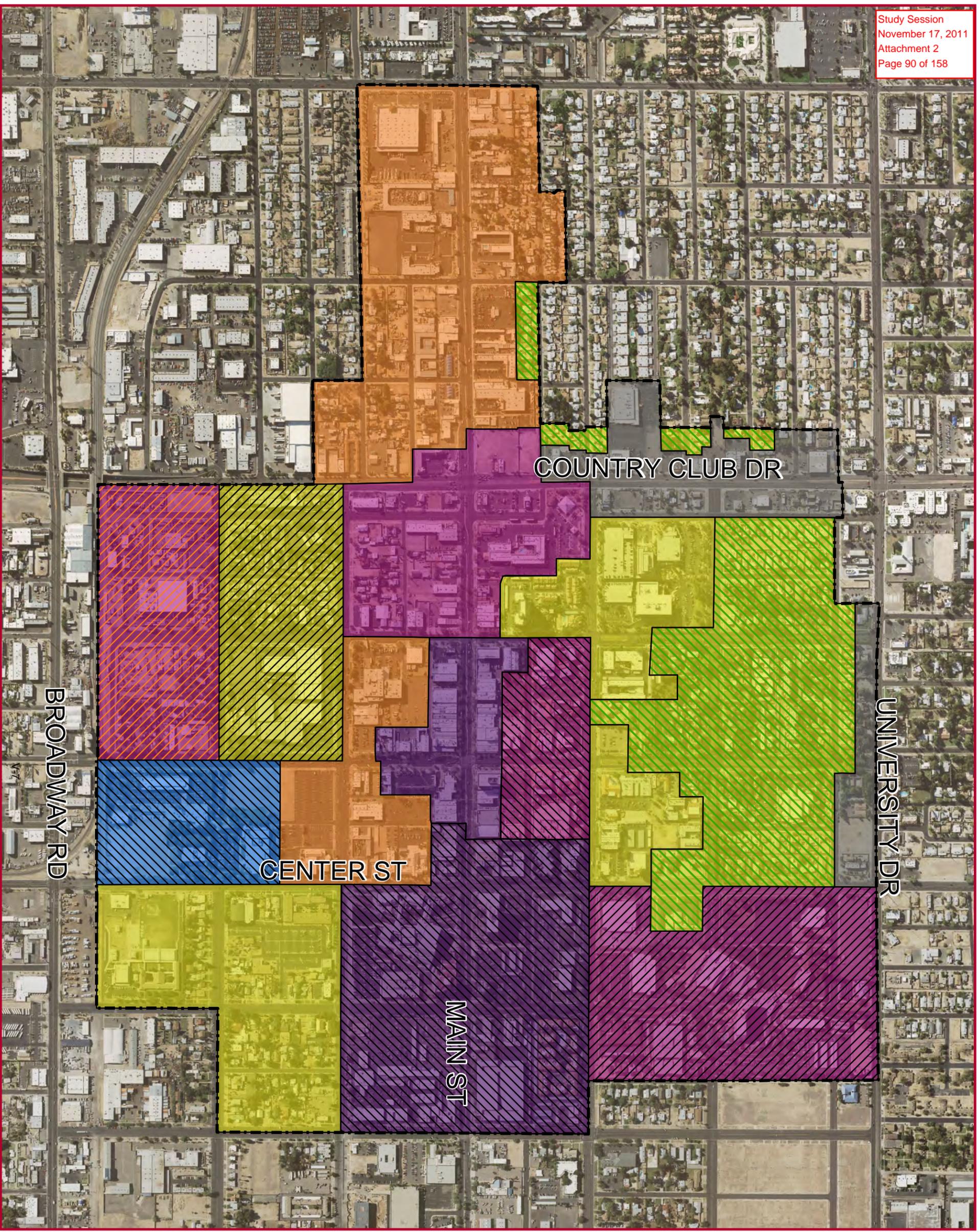
General Downtown Recommendations

Policy DT 1: 1st Street and 1st Avenue are established as east-west pedestrian streets. Right-of-way width is reduced, or otherwise mitigated, such as introduction of parkway medians. As necessary, plant trees to create shaded pedestrian environment.

Policy DT 2: Robson, MacDonald, and Center Street are established as north-south pedestrian streets. Right-of-way width is reduced, or otherwise mitigated, such as introduction of parkway medians. As necessary, plant trees to create shaded pedestrian environment.

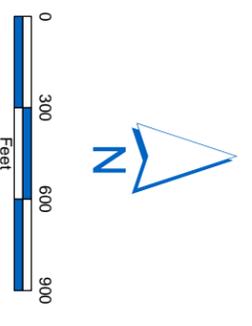
Project DT 1: Application of the Form-Based Code as the base zoning district consistent with the regulating plan.

Project DT 2: Develop a parking management plan that includes funding mechanisms for construction of new structured parking facilities.



Map 11
 Central Main Plan
 - Downtown -

- Recommended Building Form and Development Character**
-  Historic Downtown
 -  Modern Downtown
 -  Urban Gateway
 -  Museum District
 -  Convention District
 -  Education Village
 -  Transit Adjacent - Residential
 -  Transit Adjacent - Village
 -  Evolution Corridor
 -  Neighborhood Evolution
 -  Neighborhood Preservation
 -  Neighborhood Maintenance



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 Source: City of Mesa

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Historic Downtown

The Historic Downtown designation is generally centered on the intersection of MacDonald and Main Street and includes much of the area of original commercial development in Mesa. For many people, the one- to two-story intensity and historic character of this area has special meaning that should be preserved. While there is potential for redevelopment on individual properties, such development should be carefully designed to integrate with the existing character. The enhanced streetscapes and on-street parking along Main Street, MacDonald, and Robson are important elements of the Historic Downtown character that will be maintained or enhanced. With the introduction of light rail, concerted efforts should be undertaken to retain existing businesses and attract new, unique businesses.

Policy HD 1: Support/Encourage alternatives to existing colonnades as part of façade improvements or building renovations.

Policy HD 2: Strengthen the north-south pedestrian connections between Historic Downtown and surrounding developments.

Policy HD 3: Encourage the restoration and preservation of the shell/exterior of historic structures while allowing internal and mechanical modernization.

Policy HD 4: New construction should be designed to complement the historic built character of surrounding structures.

Policy HD 5: Encourage art galleries and artist's live/work spaces that complement the Mesa Arts Center and the Cultural/Museum District.

Policy HD 6: Develop McDonald between Main and Pepper Streets as a space that can function as a street or

a pedestrian-only plaza that can be used for events, festivals, and gatherings.

Policy HD 7: Encourage additional pedestrian-oriented elements (e.g. water features and statue program) within the enhanced pedestrian environment that will add to the character and interest of the area.

Project HD 1: Develop a façade improvement program to assist property owners with architectural design and City review process.

Project HD 2: Activate the pedestrian alleys with lighting, landscape, and uses that open to the alley.

Project HD 3: Remove bomanite paving in vehicular and pedestrian alleys.

Project HD 4: Construct enhanced pedestrian crosswalks across 1st Street and 1st Avenue.

Modern Downtown

The Modern Downtown will be anchored by the Mesa Arts Center and Mesa City Center and will include Downtown's signature light rail station, just east of Center. This area is envisioned to transform into a highly urban environment. Emphasis will be given to creating an employment core at the intersection of Center and Main Streets and supporting mixed-use east of Centennial. Development of these areas will create an active urban environment that residents and visitors identify as the heart of Mesa.

Policy MD 1: Leverage City ownership in actively pursuing public/private partnerships to develop the Mesa City Center on the area between Main and 1st Streets, Center Street, and Centennial Way. The Mesa City Center should include consolidated City Government offices, a civic square, and significant non-residential development.

- Support master planning of the Mesa City Center to ensure coordinated development and appropriate transitions of use and intensity.
- Development adjacent to Main Street should have a minimum height of between four and eight stories and no maximum height. The

remaining development should have a minimum height of between two and four stories.

- Encourage the incorporation of an "Event Zone" within the Mesa City Center.

Policy MD 2: Encourage redevelopment of the area west of Center Street with mixed-use buildings with heights that provide appropriate transition to Historic Downtown and Cultural/Museum District. Development in this area should be consistent with the T4MS and T5MS Transects, as shown on Form-Based Code regulating plan.

Policy MD 3: At that point in time when Brown and Brown Chevrolet moves their dealership from its current location, encourage the redevelopment of that block with high-rise, mixed-use buildings adjacent to Main Street, transitioning to medium- and high-density residential uses towards 1st Avenue.

- Support master planning of the Brown and Brown block to ensure coordinated development and appropriate transitions of use and intensity.
- Leverage the parking structure at the intersection of Main Street and Hibbert to encourage higher intensity use that supports an active street environment.
- Incorporate an urban open space amenity with new development.
- Development in this area should be consistent with the T5MS, T4NSF and T4N Transects, as shown on Form-Based Code regulating plan.

Policy MD 4: Maintain and enhance the Mesa Arts Center block.

- Establish strong visual and pedestrian connections between the Mesa Arts Center and surrounding development.
- Redevelop surface parking along 1st Avenue with high-density residential that takes advantage of a shared parking arrangement in the Sistine parking structure.

Policy MD 5: Maintain existing residential uses within Modern Downtown. Enhance existing residential uses with strong pedestrian connections to Downtown

retail, entertainment, and employment uses and the light rail system.

Policy MD 6: Support the redevelopment of low-intensity uses north of Main Street and east of Centennial Way with high-intensity uses. Such redevelopment could be mixed-use, or single-use commercial/office.

Policy MD 7: Strengthen and extend the Urban Campus pathway that connects the Convention District to the Mesa Arts Center.

Policy MD 8: Encourage additional pedestrian-oriented elements (e.g. water features and statue program) within the enhanced pedestrian environment that will add to the character and interest of the area.

Policy MD 9: Surface parking will be strongly discouraged, with emphasis placed on structured and on-street parking.

Project MD 1: Collaborate with Brown and Brown Chevrolet to ensure it remains a Mesa business should a location outside Downtown be pursued.

Project MD 2: Introduce special paving, shade trees, and benches to highlight the pathway and encourage use of the Urban Campus pathway.

Project MD 3: Connect the Urban Campus pathway to new development south of 1st Avenue, and ultimately to Broadway Road.

Urban Gateway

With the light rail station functioning as the anchor feature, the Downtown Gateway area will develop in a manner that announces entrance into Downtown. Over time, this will be accomplished with the coordinated redevelopment of the significant amount of vacant, underutilized suburban commercial, and declining residential into an active, urban environment with increased intensities. Primary focus for this area will be on commercial/retail and residential development in both mixed-use buildings and stand-alone developments. Additionally, Country Club Drive is a regional arterial with significant vehicular traffic and the potential to be an important north-south transit connection corridor that could support additional intensity.

Policy DG 1: Where necessary, Morris may be closed to provide more opportunity for development and remove traffic conflicts.

Policy DG 2: Surface parking will be discouraged, with emphasis placed on structured and on-street parking.

Policy DT 3: Redevelopment of properties fronting on Country Club should be accompanied by

improvements to the streetscape to improve the pedestrian environment

Policy DG 4: Encourage neighborhood use of the light rail station by incorporating strong pedestrian connections to the areas south of 1st Avenue

Project DG 1: Provide wider sidewalks on Country Club that incorporate shade and pedestrian amenities.

will help mitigate the impact of high traffic volume, high speeds, and multiple travel lanes.

Project DG 2: Provide enhanced crosswalks at the intersection of Country Club Drive and Main Street that

Project DT 3.1: Establish Form-Based Code as base zoning. Apply T5MS, T5MSF, T4NF and T4N Transects, as shown on Form-Based Code regulating plan.

Museum District

The Cultural/Museum District is home to two highly regarded museums, Arizona Museum for Youth and Arizona Museum of Natural History, with the potential for a third museum in the former Federal Building. While these museums are regional attractions, there is little in the way of visual or physical connection between the museums, or from the museums to the rest of Downtown. Over time, the development of new connections and strengthening of existing connections will be an important element in the success of the museums and Downtown. In addition, residential infill development opportunities also exist on the underutilized surface parking areas along Pepper Place.

Policy MUS 1: Develop a Museum Plaza that provides both the visual and physical connection between the Arizona Museum for Youth, Arizona Museum of Natural History, and Federal Building.

- Consider closing or otherwise modifying MacDonald between Pepper Place and 1st Street for integration into the Museum Plaza.
- Allow vertical mixed-use development adjacent to 1st Street to create a north edge to the Museum Plaza.
- Incorporate Downtown Waterworks element and coordinate with Mesa Arts Center to display works of art.

- Infill development should support an active pedestrian environment and be oriented towards Pepper Place or Museum Plaza.
- Infill development should include sufficient parking to accommodate residents and lost public parking.

Policy MUS 2: Encourage high-density residential development on the surface public parking lots adjacent to Pepper Place.

Policy MUS 3: Strengthen the pedestrian alleys that connect the public parking lots to Main Street. Expand the pedestrian connection through the public parking lot/infill development to the museums.

- The pedestrian connection through the public parking lot/infill development should be safe, comfortable, convenient, and easily identifiable to pedestrians.

Policy MUS 4: Attract the location of additional cultural/museum attractions to the Museum District.

Convention District

The Convention District has long-term potential for intensification through infill development. Multiple options exist for the type of infill development possible. Some long term development options that may be considered through a detailed site analysis and market study include: 1) development of a new convention center complex, 2) employment uses, or 3) expansion of Mesa Community College Downtown Campus.

Future detailed site and market analysis should include the following specific site considerations:

- Strengthen the visual connection of the Urban Campus Pathway between 1st Street and University Drive. Improve the pedestrian environment of the Urban Campus Pathway between 2nd Street alignment extended and University Drive.
- Consider Mesa's participation in the convention business. Options to consider include, the status quo, leaving the convention business through sale or demolition, expansion of existing convention facilities, and expanding involvement through development of a new convention center.
- Consider reestablishment of the 2nd Street alignment.

Transit Adjacent – Residential (Downtown and West Main)

These areas are envisioned to transform to a more urban environment with improved streetscape and limited mixed-use with an emphasis on medium- to medium-high-density residential developments. The development of these areas will support an urban environment with buildings addressing the public realm along Main Street.

Downtown

This area is located within ¼ mile of both future, Downtown light rail stations and can support higher intensity development. Residential is the primary land use focus, however, commercial activity oriented towards street intersections could occur as part of mixed-use developments.

Policy TAR-D 1: Ground floor retail is allowed, but not required.

Policy TAR-D 2: Structured parking is required north of 1st Avenue and encourage south of 1st Avenue.

Policy TAR-D 3: Encourage the development of pedestrian connections between Transit Adjacent-Residential and the Historic Downtown that are safe, comfortable, convenient, and easily identifiable. Connect with existing pedestrian alleys.

Policy TAR-D 4: Encourage infill development on the surface public parking lots south of the Historic Downtown.

- Infill development should support an active pedestrian environment and be part of a coordinated site design.

- Consideration should be given to breaking larger blocks with an internal street or pedestrian network.
- New development should reinforce an active pedestrian environment with buildings oriented towards the existing public streets and engaging at the pedestrian level.
- Infill development should include sufficient parking to accommodate residents and lost public parking.

Policy TAR-D 5: Provide strong pedestrian connection to the Mesa Arts Center shadow walk.

West Main

The Main Street Corridor consists of suburban strip retail, motor courts, individually accessed commercial lots, and a mobile home park adjacent to Main Street. Adjacent to Mahoney and 1st Avenues, the Main Street Corridor consists of single residence neighborhood that has been negatively impacted by the encroachment of commercial, industrial, and open uses. In the short term, the primary focus should be on improving the Main Street environment with better sidewalks, street trees, and street furniture. In the long term, redevelopment that orients and engages buildings towards Main Street, consolidates parcels, and minimizes the prominence of surface parking will be encouraged. Given the proximity to the Country Club station, redevelopment should focus on residential use with concentration of neighborhood scale commercial uses at the intersections with Date and Extension Road. Along Mahoney and 1st Avenues, it is unlikely that a single residence neighborhood fabric can be recreated. Consequently, focus should be placed on residential uses that orient towards, and are coordinated with redevelopment that occurs along Main Street. South of 1st Avenue commercial or light industrial redevelopment should be encouraged as a transition from the industrial uses to the south. These recommendations are consistent with the adopted *West Main Street Neighborhood Area Plan*, which placed an emphasis on creating a pedestrian-friendly environment.

Policy TAR-W 1: Redevelopment should focus on residential use with concentration of neighborhood scale commercial uses at the intersections of Main Street with Date and Extension Road.

Policy TAR-W 2: Over time, improve the balance between pedestrian and automobile needs.

- Strip development repair – discourage additional strip development along Country Club

Drive and Main Street. Over time, redevelop with uses that reduce traffic conflicts and integrate into the adjacent neighborhood.

- Reduce the number of driveways by creating shared drives and replacement of unused and/or unnecessary driveways with curb and sidewalk.

Policy TAR-W 3: Recognition that creation of viable redevelopment sites that appropriately transition to adjacent neighborhoods may require consolidation of parcels and the limited incorporation of adjacent residential properties.

Transit Adjacent – Village

The Transit Adjacent – Village area is currently a mixture of industrial, open storage, single and multiple residence uses. The majority of this area is devoted to non-residential uses and the existing residential uses have been disjointed to the point that the long term viability has suffered. In the short term (5-10 years), it is expected that the non-residential use will continue with the focus directed towards improvement of the pedestrian environment. In the long term (10-20 years), this area will benefit from the proximity to a potential Inter-City Commuter Rail station (Phoenix to Tucson). Currently under study, the Inter-City Commuter Rail can be a driver of redevelopment similar to light rail. For purposes of this plan, it is assumed that a commuter rail station will be located at the site of Mesa's original rail station at the intersection of Robson and 3rd Avenue. Associated redevelopment could include a mixture of residential and employment uses at urban intensities.

Policy TAV 1: Encourage improvements to the pedestrian environment of MacDonald such as shade trees, benches, and lighting.

Policy TAV 2: Support the development of a commuter rail route between Phoenix and Tucson with an alignment that serves Mesa and a station near the intersection of Robson and 3rd Avenue.

Policy TAV 3: Encourage redevelopment of existing uses into transit-oriented developments that relate to the commuter rail station.

Policy TAV 4: Future transit-oriented developments will incorporate strong pedestrian connections to the Country Club Drive and Center Street light rail stations.

Policy TAV 5: The future commuter rail station will be connected to the light rail system with regular bus circulator service.

Education Village

The Education Village is currently a former high school campus that is home to City of Mesa offices. With relocation of these offices to the Mesa City Center, the existing campus will be available for short term use of a higher education provider. In the long term this area can support redevelopment to include a higher education institution in campus setting. Sufficient land area is available to also incorporate medium- to high-density residential with limited mixed-use that transitions to the higher intensity uses in the Transit Adjacent – Residential District.

Policy EV 1: Utilize this asset to expand and diversify the employment base in downtown Mesa.

Policy EV 2: Redevelopment of area in the southeast corner of Mesa Drive and University Drive must carefully consider the transition to the residential neighborhood to the east and south, and provide attractive pedestrian connections into this employment node.

Policy EV 3: Auto oriented uses are not permitted in this area. Uses that include a drive through may be considered on a limited basis along the exterior streets.

Policy EV 4: Should a large employer such as a hospital campus or educational campus be attracted to this site, the site layout and building design should encourage pedestrian activity and integrate into the surrounding urban fabric.

Policy EV 5: Redevelopment will incorporate strong pedestrian connections to the Center Street light rail station and Transit Adjacent – Mixed District.

Policy EV 6: Redevelopment should incorporate the connection of 2nd Avenue between Center Street and MacDonald and consideration should be given to breaking the large blocks with an internal street or pedestrian network.

Evolution Corridor

The degree of change along Evolution Corridors is likely to be of a slower and more modest nature. The Country Club Drive Corridor consists of commercial and retail uses, primarily on smaller, individually accessed lots with prominent surface parking lots. In the short term, the primary focus should be on improving the streetscape with better sidewalks, street trees, and street furniture. In the short-to-long term, redevelopment that orients buildings towards Country Club Drive, consolidates parcels, and places surface parking to the side and rear will be encouraged.

The University Drive Corridor primarily consists of single residences, single residences transitioning to commercial/office use, and small scale office use. It is anticipated that the pattern of transitioning from residential to commercial/office use will continue and that efforts should be placed on improving the pedestrian environment along University Drive with better sidewalks, street trees, street furniture, and consolidation of driveways. As a gateway into Downtown, the intersection of Center Street and University Drive provides more opportunity for a more intense commercial/office development oriented towards the intersection.

Policy EC 1: Redevelopment through this area should reinforce an active streetscape and pedestrian activity.

- Reduce the number of driveways by creating shared drives and replacement of unused/unnecessary driveways with curb and sidewalk

Policy EC 2: Over time, improve the balance between pedestrian and automobile needs.

- Strip development repair – discourage additional strip development along Country Club Drive and University Drive. Over time, redevelop with uses that reduce traffic conflicts and integrate into the adjacent neighborhood.

Policy EC 3: Recognition that creation of viable redevelopment sites that appropriately transition to adjacent neighborhoods may require consolidation of parcels and the limited incorporation of adjacent residential properties.

Neighborhood Evolution

The existing neighborhoods south of 1st Avenue and east of Country Club Drive encompass areas of both suburban commercial and residential development. This area is in close proximity to the County Club Drive light rail station and can accommodate higher intensity residential infill and redevelopment. The declining residential area is envisioned to evolve over time into a stable neighborhood that can include a mix of single residence, duplex, and small apartment buildings. Compatible commercial redevelopment and/or higher intensity residential use can be used to buffer lower intensity residential uses from the Country Club Drive corridor. An emphasis is placed on creating a sense of place for the entire area and improving connections to Main Street and Country Club Drive light rail station.

Policy NE 1: Encourage redevelopment of residential properties with frontage types that engage the street, such as row houses.

a manner to reinforce and further develop a walkable urban environment.

Policy NE 2: Support the intensification of the existing suburban retail center on the southwest corner of Center Street and 1st Avenue.

Project NE 1: Improve the streetscapes along Country Club Drive and 1st and 2nd Avenues to encourage pedestrian activity to Main Street businesses and the Country Club Drive light rail station.

Policy NE-3: Redevelopment should include a range of housing options from multiple residences to attached and detached single residences, all designed in

Project NE 2: Implement traffic calming techniques along Hobson in conjunction with added street trees.

Neighborhood Preservation (West 2nd Street, Robson, West Side Clark)

West 2nd Street

The West 2nd Street historic district is a unique residential neighborhood in the original Mesa townsite that reflects the City's growth, with irregular lot splits of the original City of Zion "garden blocks". The architectural style reflects 50+ years of evolving tastes and construction methods, with homes that range from the 1890s to 1950s. A citizen led initiative to add a local historic district overlay to the West 2nd Street District was approved by the City Council in 2001 and was added to the National Register of Historic Places in 2003. Such historic districts recognize the distinctive form and character that exists in Mesa. The goal of this plan is to preserve that distinctive character and address the threats to preservation.

Policy PN-W2 1: Continue maintenance of this historic neighborhood to provide a variety of housing options and maintain a sense of Mesa's historic development pattern.

Policy PN-W2 2: Review all development proposals within the University Drive Evolution Corridors and Convention District for appropriate transition and compatibility with the West 2nd Street Historic District through building and site design

Robson

The Robson District illustrates the early to mid-20th century growth of the Mesa Townsite and the shift from a Mormon community consisting of large garden lots to a modern residential community of small lots. The Robson District is home to important examples of architectural styles, with homes that range from the 1910s to 1950s. A citizen led initiative to add a local historic district overlay to the West 2nd Street District was approved by the City Council in 2001 and was added to the National Register of Historic Places in 2003. Such historic districts recognize the distinctive form and character that exists in Mesa. The goal of this plan is to preserve that distinctive character and address the threats to preservation.

Policy PN-R 1: Continue maintenance of this historic neighborhood to provide a variety of housing options and maintain a sense of Mesa's historic development pattern.

Policy PN-R 2: Review all development proposals within the University Drive Evolution Corridors and Convention District for appropriate transition and compatibility with the Robson Historic District through building and site design.

West Side Clark Addition

The West Side Clark Addition District is a good example of an early plat that wasn't developed, possibly due to the Depression, until after World War II and reflects an Early Ranch style neighborhood. A citizen led initiative began to achieve National Register of Historic Places was completed in 2010. A local historic district overlay has not been applied to the West Side Clark Addition District. Such historic districts recognize the distinctive form and character that exists in Mesa. The goal of this plan is to preserve that distinctive character and address the threats to preservation.

Policy PN-C 1: Support designation as a historic district of local significance and maintenance of this historic neighborhood to provide a variety of housing options and maintain a sense of Mesa's historic development pattern.

Policy PN-C 2: Review all development proposals within the Country Club Drive and Main Street Evolution Corridors and Downtown Gateway for appropriate transition and compatibility with the West Side Clark Neighborhood through building and site design

Neighborhood Maintenance

Three Neighborhood Maintenance areas have been identified. The first Neighborhood Maintenance area, bounded by Center Street and 1st Avenue, has a primarily single residence character, but also includes the 1st Methodist church campus and Franklin Elementary School. The second Neighborhood Maintenance area, bounded by Center and 1st Streets, includes a variety of uses that include Queen of Peace church/school campus, offices, and apartments. The third Neighborhood Maintenance area, bounded by Morris and 1st Street, also includes a variety of uses that include Mesa Police Headquarters, multiple residences, and commercial.

These Neighborhood Maintenance areas will remain largely unchanged. The goal of this plan is to have in place those policies and programs that will help maintain the existing neighborhood character.

Policy NM 1: Continue maintenance of the existing development pattern of each Neighborhood Maintenance area.

- Within the first Neighborhood Maintenance area, limit the intrusion of non-residential uses that break-up the residential fabric of the neighborhood.
- Within the first Neighborhood Maintenance area, allow limited redevelopment with

compatible multiple-residences such as row houses and mansion apartments that can also serve as a transition from higher intensity developments

Policy NM 2: Consider establishing the Form-Based Code as base zoning. Apply T5MSF, T4NF, T4N, and T3N Transects, as shown on Form-Based Code regulating plan

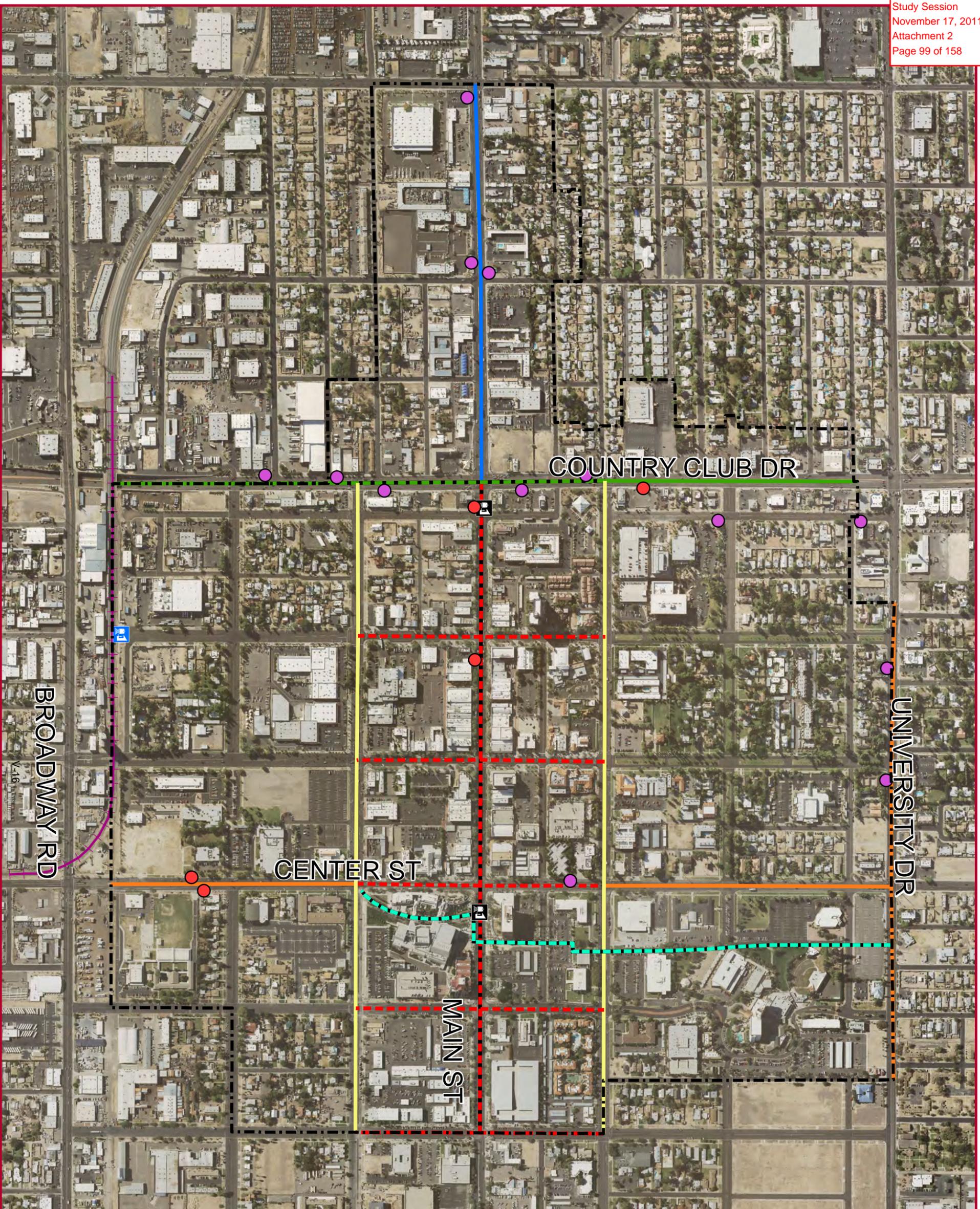
Street Character and Mobility Plan

In addition to the general Street Character descriptions provided in Chapter IV, a description of street character and mobility plan recommendations within Downtown is provided below and shown on Map 12. The quality of the Downtown/Village and Downtown Neighborhood Street Character Types has already been established with the significant public investment that has occurred in the City of Mesa designated pedestrian overlay area. These streets should be the most walkable and pedestrian engaged in the Central Main Area. Additional important recommendations in Downtown street character include improvement to the building side of Country Club Drive, particularly between 1st Street and 1st Avenue, and the long-term “right-sizing” of 1st Street and 1st Avenue to more appropriately reflect the future development character along those streets, as well as to better reflect the traffic demand. The recommended Mobility Plan identifies the location of light rail stations, a potential location for a future Inter-City commuter rail station, improvements to an off-street pedestrian path, and bus stop improvements.

Relationship to Adjacent Neighborhoods

The boundaries of the Downtown Neighborhood are somewhat arbitrary and there are strong connections with the Temple/Pioneer Park, University North, and Broadway Industrial Neighborhoods. The transition in development scale, intensity, and character between Neighborhoods should be seamless so that people on the ground will not be able to recognize when they pass from one Neighborhood to another. Particular areas of relationship and connection include:

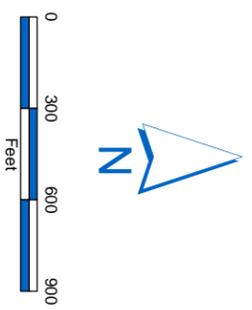
- | | |
|--|---|
| <ol style="list-style-type: none"> 1. The Convention District has the opportunity to integrate into the development that occurs within the Employment District at Mesa and University Drives. Careful design of this interface is needed to insure interaction between the two areas and to help facilitate movement from the employment district to the Downtown core. 2. The Modern Downtown area needs to flow seamlessly into development within the Urban Gateway at Main Street and Mesa Drive. The streetscape design for Main Street east and west of Hibbert and both sides of Hibbert need to be coordinated. 3. The primarily residential University North neighborhood should be connected to the | <p>Downtown with improved pedestrian and bicycle environments.</p> <ol style="list-style-type: none"> 4. Future development that occurs within the Broadway Industrial Neighborhood needs to carefully designed to ensure compatibility, coordination, and connection with Downtown. 5. The arterial street network (Main Street, University Drive, and Broadway Road) and the light rail system are unifying elements between adjacent Neighborhoods. Streetscape improvements to the arterial street network and the streetscape design of the light rail system will be coordinated to create seamless networks between Neighborhoods. |
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Map 12

Central Main Plan
 - Street Character and Mobility Plan -
 - Downtown -

- Street Character**
- Downtown/Village Main Street
 - Downtown Neighborhood Street
 - Urban Transit Corridor
 - Semi-Urban Arterial
 - Regional Transit Arterial
 - Regional Arterial
 - Collector Street
- Transit**
- Light Rail Station - Location TBD
 - Commuter Rail Station - Location TBD
 - Bus Stop Improvements - Seating and Shade
 - Bus Stop Improvements - Shade
 - Inter-City Commuter Rail
- Pedestrian**
- Pedestrian Connection



Created By: Mesa - Planning
 Print Date: 09/13/2011
 Source: City of Mesa

The City of Mesa makes no claims concerning the accuracy of this map nor assumes any liability resulting from the use of the information herein.

Regulating Plan and Zoning Map

This Neighborhood includes areas that are proposed to be covered by the new Form-Based Code and areas currently zoned with Town Center Districts that are proposed to be rezoned to compatible standard zoning district. City staff will proactively work with property owners to implement the Form-Based Code regulating plan and proposed standard zoning for the Downtown Neighborhood as shown on Map 13.

Neighborhood Planning Areas

Temple/Pioneer Park

The Temple/Pioneer Park Neighborhood is anchored around the large open spaces provided in the Mesa Arizona Temple Grounds and Pioneer Park, which includes examples of some of the first developments to occur outside of the original downtown square mile. This Neighborhood provides a transition from the more intensive Downtown development to the less intensive development to the east. Pioneer Park and the Mesa Arizona Temple are iconic elements of Mesa and represent valuable resources for this neighborhood and City as a whole. Future development and redevelopment within this Neighborhood should focus on preserving and enhancing these assets. Specifically related to Pioneer Park, the Plan recommends higher intensity redevelopment that will surround, engage, and help reactivate the Park.

The light rail station planned on Main Street just east of Mesa Drive will provide an excellent catalyst for redevelopment of surrounding properties that will help transform the area into a Downtown transit node. The Plan envisions connecting Pioneer Park to Gateway Park, located on the southwest corner of Main Street and Mesa Drive, through linear landscaping associated with the light rail station. Additional small plazas and open spaces included as part of future developments would strengthen this connection and add to the character of the area.

Another valuable asset within this area is the vacant, City-owned property located at the southwest corner of Mesa and University Drives. There are many development options for this property, but the primary objective will be creation of a center for employment activities that adds high-quality jobs and strengthens the City's economy. Additionally, integration of residential development in this area will help create a more diverse and active environment.

ACTION PLAN

Extension of light rail along Main Street with a station at Mesa Drive

Utilization of the form-based code around Pioneer Park and the LDS Temple to facilitate redevelopment

Establishment of an Urban Gateway at Mesa Drive and Main Street

Reprogramming of Pioneer Park to provide more community events and meet the needs of an urbanizing neighborhood

Active marketing of the vacant property at University and Mesa Drive to create an employment node with supporting services and housing

KEY RECOMMENDATIONS

Redevelopment around Pioneer Park to focus activity into the Park

Redevelopment of the area south of 1st Avenue and west of Pomeroy into a medium intensity neighborhood

Assisting in the evolution of the neighborhoods south and east of the Temple to include stronger connections to the open space and the transit station

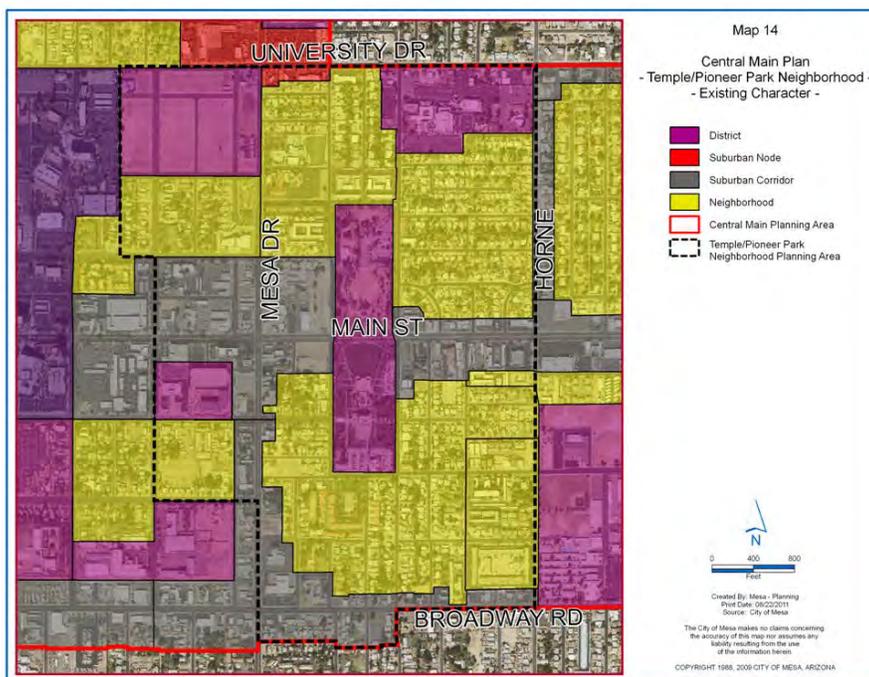
Transformation of the commercial node at Main Street and Horne into an urban development form

Long-term redevelopment of Evolution Corridors to more urban development pattern

HISTORY OF CHANGE

As the name for this Neighborhood suggests, the key feature of this area is the combination of open space provided by the Mesa Arizona Temple, which was dedicated in 1927; Pioneer Park, which was established as a City park in the 1950s; and the activities that have occurred that are the subject of many fond memories for long-time Mesa residents. Today the Park is underutilized and there are some concerns for the safety at the park after dark. The Neighborhood includes two historic districts:

- Temple Historic District, located between Mesa Drive and the Temple, primarily consists of smaller residential lots and homes built in the 1920s
- Wilbur Historic District, located west of Mesa Drive and between 1st and 2nd Streets, primarily consists of smaller ranch style homes built in the early to mid 1900s.



Most of the remaining areas were built between the 1920s and 1960s and have a suburban character with single-residence subdivisions segregated from nonresidential land uses. The portion of this Neighborhood west of Mesa Drive begins to exhibit a more urban character with some smaller lots, multi-story buildings, and buildings that address the street.

As shown on Map 14, East of Mesa Drive the developments along Main Street, University Drive, and Broadway Road have a mix of suburban and urban character with newer developments typically exhibiting a more suburban character. The development pattern along these arterials is primarily suburban/corridor with parking fields separating buildings from the street and individual developments disconnected from each other and the adjacent residential neighborhoods. These streets have numerous curb cuts that create multiple vehicle/pedestrian conflict points and a plethora of street signs and utility structures that create visual clutter and in many instances, sidewalk obstructions.

Development along Mesa Drive, while very much an auto-oriented street, has a different character than the other arterials. Many of the properties on the west side of Mesa Drive have a reduced impact on Mesa Drive with primary access coming from Pomeroy Street and with many properties siding onto the east side of Mesa Drive, they do not present the same pattern of curb cuts and signage that dominate the other arterials. Additionally, there are several vacant lots along this portion of Mesa Drive that present an opportunity for future development.

The portion of the Neighborhood east of Mesa Drive has a wide mix of zoning and land uses, and along sections of the arterial streets, this mixture of single-residence, multiple-residence, office, and commercial uses appears chaotic. Residential uses range from older homes on small lots to some larger ranch-style homes to small and large apartment complexes.

The portion of the Neighborhood west of Mesa Drive also has a mix of zoning and land uses. However, this does not appear as chaotic as the mixture of land uses is more organized and the development near Main Street has a more urban character. This portion of the Neighborhood also includes an approximately 30 acre vacant area at the southwest corner of Mesa and University Drives that represents significant future development potential.

Overall, the Neighborhood is well connected, with block lengths that are not too long and multiple connections to arterial and collector streets. However, there are a few long blocks that disrupt connectivity scattered throughout the Neighborhood. In general, commercial developments are not well connected to surrounding developments and adjacent residential neighborhoods.

The Temple/Pioneer Park Neighborhood experienced a slight decrease in population between 1990 and 2000. However, as an indication that the population is generally getting younger, the percentage of the total population, people aged 20 to 49 increased during this same time period. As a sign of more racial diversity, the eastern part of the Neighborhood experienced an increase in Hispanic population between 1990 and 2000.

CATALYSTS FOR CHANGE

The catalysts for change described in Chapter III will drive redevelopment around the Main Street and Mesa Drive light rail station, Pioneer Park and the Temple area. Specific issues and opportunities affecting this Neighborhood that are further catalyst for change include:

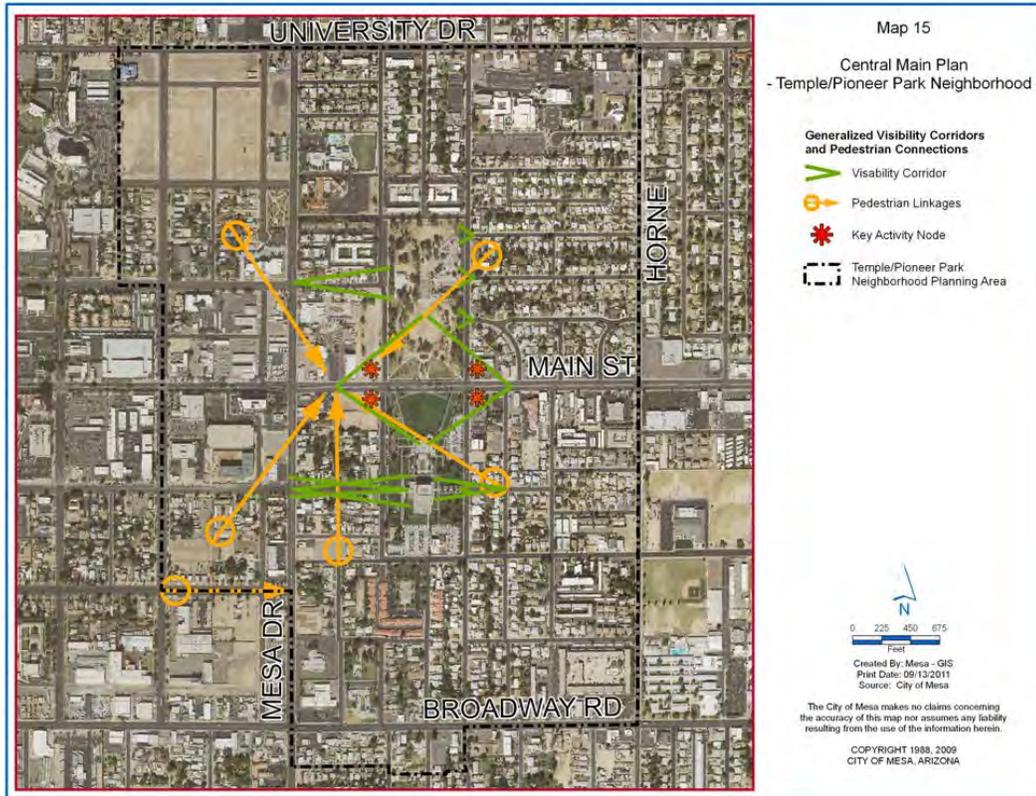
- Redevelopment of vacant parcels; opportunities for both economic development and new housing.
- Re-activating Pioneer Park and creation of a unique community space that brings the park and Temple grounds together.
- Creating a more pedestrian-friendly environment along the major streets.
- Creation of a transit village oriented around the light rail stop at Main Street and Mesa Drive.
- Transforming Main Street from an urban/suburban corridor into a true central business district.
- Some properties within this sub-area are zoned with the current Town Center zoning designations. These districts will be eliminated in the zoning code; appropriate new zoning designations need to be determined.

TEMPLE/PIONEER PARK VISION FOR CHANGE

Into the future, this area will continue to have a very diverse character. The most significant changes are anticipated nearest the Mesa Drive light rail station and on the City-owned property at Mesa and University Drives. The transformation of Main Street to a more pedestrian oriented street will be supported by increased development intensities, with greatest intensities happening west of Pioneer Park. Pockets of single-residence areas will continue to exist, but, overall the area will evolve to include a greater mix of housing types that take on a more urban character.

Organizing Element

Pioneer Park and the Mesa Arizona Temple grounds are the key features of this Neighborhood. Therefore, building upon these features and the Mesa Drive light rail station to make the Neighborhood distinctive is the primary organizing element. As illustrated in Map 16, access to and from the light rail station plus strong connections to the open spaces are key elements that influence the planning of this area.



TOOLS FOR CHANGE

As described above, the Temple/Pioneer Park Neighborhood Planning Area has distinctive elements and character that requires plan consideration, in addition to the plan policies and recommendations for the entire Central Main Area. This section will describe those Temple/Pioneer Park specific plan policies and recommendations. In addition to the general Building Form and Development Character descriptions provided at the beginning of this Chapter, a detailed description of each Building Form and Development Character type within Temple/Pioneer is provided below and shown on Map 16.

Pioneer Park/Temple Grounds

The large open spaces created by Pioneer Park and the Mesa Arizona Temple grounds are the central features of this Neighborhood. Pioneer Park is envisioned to remain a City Park. However, re-creation and reactivation of Pioneer Park is a key element in the long-term success of the entire neighborhood. Similarly, the Mesa Arizona Temple grounds are an attractive and well-maintained open space element that benefits the general public. Objectives for the future of Pioneer Park and Temple Grounds include:

1. Creation of opportunities to bring people together.
2. Provision of a unique, high-quality environment that attracts new business and residential development to the surrounding area.
3. Provision of venues for a diverse mix of activities for a wide variety of community residents.
4. Establishment of a distinctive development pattern that is unlike any other place in Mesa or along the light rail line, thus creating a strong sense of identity.
5. Provision of high-quality outdoor space that is responsive to the Arizona desert environment.

In addition to the specific policies and projects below, general consideration for redevelopment associated with Pioneer Park and Temple grounds should be given to the following:

1. Provision of pedestrian avenues for access to the open spaces and facilitate cross traffic through the open spaces to improve access to the Mesa Drive light rail station and increase opportunities for social interaction.
2. Relocation of parking to improve access and circulation.
3. Placement of structures and activity centers at key locations within view corridors to draw attention and encourage use of open spaces.
4. Continual programming and reprogramming of the open spaces to bring more activities and resident and visitor use.

Policy PPT 1: Pioneer Park should be used as a unifying element within this district to help tie the new and existing neighborhoods together and create a central gathering place for all residents, visitors, and workers.

Policy PPT 2: Reprogramming of Pioneer Park to create a distinctive urban park that meets the needs of residents, visitors, and workers.

Project PPT 1: Develop an updated Pioneer Park Plan that will:

- Establish unique and iconic elements that are attractions that encourage use of the park;
- Maintain existing mature trees and establish an urban forest that provides people using the Park with a wide variety of trees to enjoy;

- Maintain and enhance view corridors that visually draw people into the Park;
- Maintain and enhance important historic elements of the park and integrate them into the new urban setting;
- Follow best practices for sustainable park design and maintenance, including storm water harvesting; and,
- Include areas for active use to encourage physical activity and social interaction.

Project PPT 2: Obtain funding for redevelopment of Pioneer Park.

Project PPT 3: Reprogram Pioneer Park for uses and activities consistent with the goals and policies of this Plan.

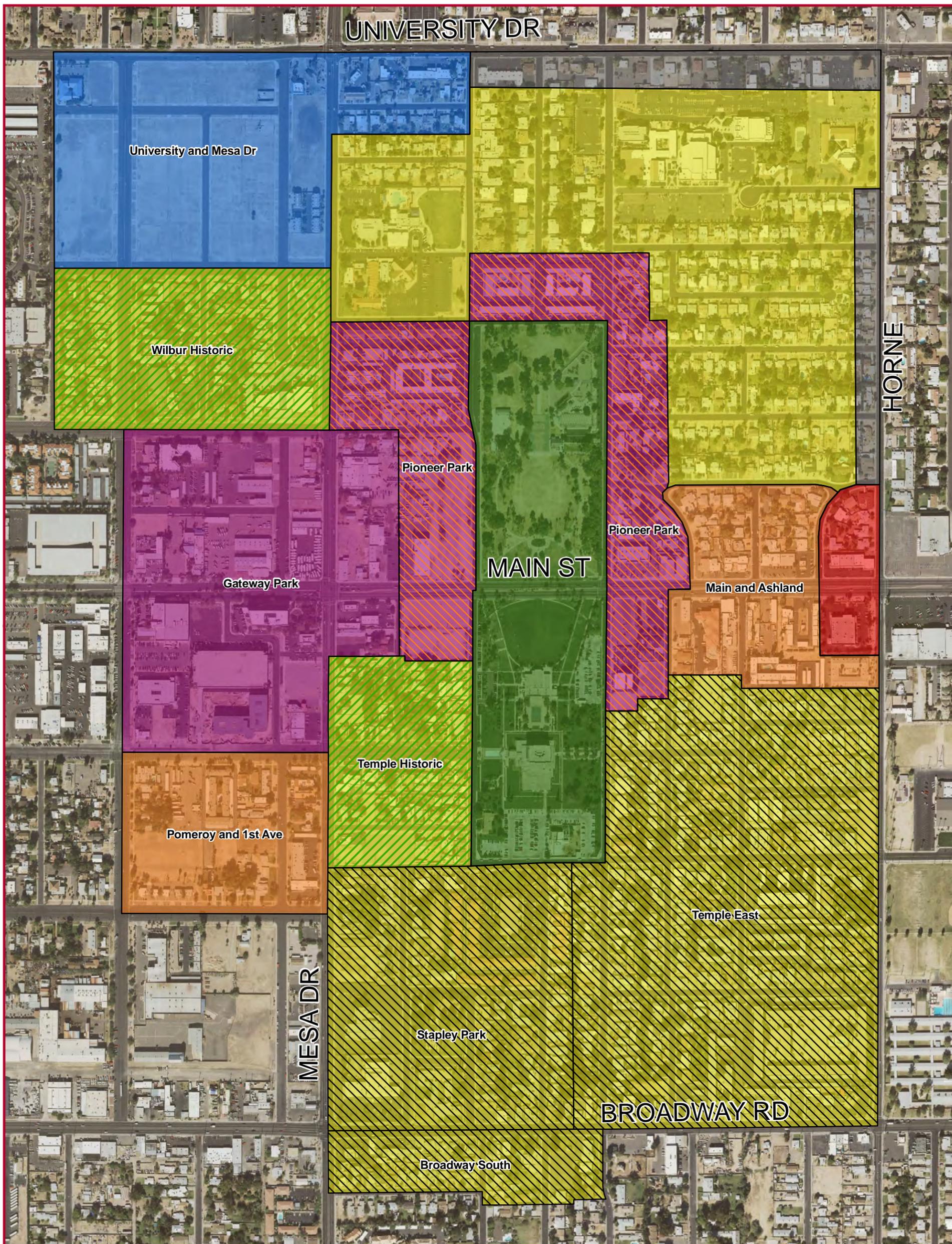
Transit Adjacent – Village (Pioneer Park)

The Pioneer Park Transit Adjacent – Village includes those areas immediately adjacent to Pioneer Park envisioned to transform into an urban village environment that focuses on a central open space and brings urban, mixed-use building to the area adjacent to Main Street and higher intensity residential uses in the remaining areas. The highest intensity development is expected in the western portion and should include four- to five-story buildings. Intensity should decrease in the northern and eastern portions, with three- to four-story and two- to three-story buildings, respectively. In all instances, buildings should be oriented towards the Park to encourage resident use, Park activation, and user safety. Developments at the intersections of LeSueur and Main and Hobson and Main should be oriented to enhance sight lines into Pioneer Park and Temple Grounds and provide active ground-floor uses, such as restaurants and shops that further encourage the activation of the open space areas.

Policy TAV 1: Redevelopment at the corners of Main Street with LeSueur and Hobson are to include active ground floor uses that attract pedestrian activity during the day time and evening hours. Upper floors can be office or residential.

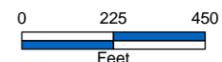
Policy TAV 2: Encourage the incorporation of structured parking for all developments. Surface parking may be utilized until demand warrants structures and may be considered for developments in the northern and eastern portions. Where permitted, surface parking will be located behind or to the side of buildings.

Central Main Plan
- Temple/Pioneer Neighborhood -



Recommended Building Form and Development Character

- | | | |
|--|---|--|
|  Urban Gateway |  Commercial/Mixed-Use Node |  Neighborhood Maintenance |
|  Transit Adjacent - Village |  Evolution Corridor |  Pioneer Park/Temple |
|  Transit Adjacent - Residential |  Neighborhood Evolution | |
|  Employment District |  Neighborhood Preservation | |



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Policy TAV 3: Except at the corners of Main Street at LeSueur and Hobson, redevelopment is residential and includes entries and windows oriented towards Pioneer Park. The highest intensity developments should occur along LeSueur, with reducing intensities occurring along 2nd Street and Hobson. The streetscape should include shade and amenities to encourage pedestrian activity along these streets and into the Park.

Policy TAV 4: New housing along the east side of Hobson should be compatible with and integrated with the existing residential neighborhood to provide a smooth transition of housing types and maintain the stability of the neighborhood.

Policy TAV 5: New development at the southwest corner of Main and LeSueur must be compatible with and integrate with the established Temple Historic District.

Project TAV 1: Redevelop LeSueur, 2nd Street, and Hobson as thoroughfare types that slow traffic, provide parking, and encourage pedestrian and bicycle use.

Project TAV 2: Evaluate the streets, sidewalks, and developments around Pioneer Park and the Temple grounds to identify and remedy any situations that create unsafe conditions.

Urban Gateway (Gateway Park)

With the Mesa Drive light rail station functioning as the anchor feature, the Urban Gateway area will develop in a manner that creates an urban center that announces entrance into Downtown and takes a distinctive identity from Pioneer Park, Mesa Arizona Temple, and Gateway Park. This identity will be strengthened with urban plazas incorporated into redevelopments at the intersection of Main Street and Mesa Drive. Redevelopment of the blocks at this intersection will focus on non-residential uses while also incorporating ground floor retail and upper floor residential uses. The existing Wells Fargo and City Courts building located on the southwest corner of the Main Street and Mesa Drive intersection form the foundation for additional professional and corporate office developments and have a development pattern of parking and building placement that can be replicated on surrounding blocks. Ground floor non-residential and upper floor non-residential or residential uses will be the focus of development at the northeast and southeast corners of the Main Street and Mesa Drive intersection. Redevelopment of the blocks adjacent to 1st Street will focus on residential uses. Typical building heights will generally be four- to five-story with reductions in building height to address transition to the Temple Historic District.

Policy UG 1: Encourage the incorporation of structured parking for all developments. Surface parking may be utilized until demand warrants structures, excepting the low-intensity development in the Temple Historic area. Where permitted, surface parking will be located behind or to the side of buildings.

Policy UG 2: Developments on Main Street and Mesa Drive need to provide appropriate transitions that maintain the integrity of the single-residence character of the Temple Historic District.

Policy UG 3: Buildings at the Main Street and Mesa Drive intersection should incorporate public space that complements Gateway Park and strengthens the character of the Mesa Drive light rail station area.

Policy UG 4: Development around the intersection of Main Street and Mesa Drive should be primarily Class A office buildings with minimum floor plates of at least 15,000 square feet.

Policy UG 5: A small-scale higher education institution that fits in an urban environment should be considered for this area.

Policy UG 6: The preservation of the locally designated historic landmark, James MacDonald House, located at the southwest corner of Mesa Drive and 1st Street should be incorporated into future redevelopment.

Project UG 1: Construction of curb returns at Pomeroy and Pepper Place to better define the parking area along Pomeroy. Either incorporate street parking on Pomeroy north of Pepper Place or reduce the right-of-way width to provide more buildable area.

Project UG 2: As part of the larger Downtown area, Develop a parking management plan that manages, coordinates, regulates public parking and includes funding mechanisms for construction of new structured parking facilities.

Project UG3: Review the use and design of Gateway Park and reprogram as necessary to reflect the use as an urban park in an office location.

Employment District (University and Mesa Drives)

The large, City-owned, vacant property located south and west of the intersection of Mesa and University Drives represents an excellent opportunity to develop an urban employment district that could incorporate uses such as professional office, medical campus, or higher education institution. Consistent with an urban development pattern, commercial uses could be accommodated at the intersection of Mesa and University Drives and supporting residential uses are encouraged, particularly at the southern portion of the property to provide a transition to the historic residential character of the Wilbur Historic District. The Employment District also encompasses the property at the southeast corner of the Mesa and University Drive intersection, including the existing residential lots on the south side of 3rd Place. The future development character and use of this area will be influenced by the more intense employment activities to the west, however, this area can accommodate a wider variety of use, such as retail and residential in a development pattern that improves the transition to the residential neighborhood to the south. Additionally, the existing developments north of University Drive will be similarly influenced.

While many uses are possible within this large Employment District, development needs to be planned in a coordinated manner and utilize an urban form that includes buildings close to and addressing the streets and parking behind or to the side of buildings, preferably structured. Low- to mid-rise development intensities are envisioned. Proper site and building design, consistent with the Plan's Guiding Principles, would allow long-term viability of the Employment District and evolution of the site over time.

Policy ED1: Leverage the large, vacant, City-owned property at the southwest corner of Mesa and University Drives to expand and diversify the employment base of downtown Mesa.

Policy ED 2: Redevelopment of area located at the southeast corner of Mesa and University Drives must carefully consider the transition to the residential neighborhood to the east and south and provide attractive pedestrian connections into this employment node.

Policy ED 3: Auto oriented uses should not be permitted in this area. On a limited basis and with creative design solutions, uses that incorporate a drive through may be considered along exterior streets.

Policy ED 4: Block lengths, site layout, and building design should encourage pedestrian activity and integrate into the surrounding urban fabric, particularly with the attraction of large employer/user such as a hospital campus or higher education campus that will have significant influence on the development of the remaining property.

Policy ED 5: Where accommodated, residential densities should be a minimum of 12 dwelling units per acre.

Policy ED 6: Take advantage of the large land area available to create a mix of non-residential uses, while accommodating a variety of housing types in support of a diverse working and living environment.

Policy ED 7: Ensure the Downtown Circulator route includes this area to facilitate access to light rail and other downtown amenities.

Policy ED 8: Redevelopment should incorporate multi-modal transportation options from the beginning design stages.

Project ED 1: Implement a marketing program to attract high-quality employers to this site.

Project ED 2: Evaluate and modify as necessary, the existing street network with development proposals to facilitate pedestrian circulation.

Project ED 3: Realign Hibbert south of University Drive with Hibbert north of University Drive to create improved pedestrian connections with a four-way intersection

Transit Adjacent - Residential (Pomeroy and 1st Avenue / Main and Ashland)

Pomeroy and 1st Avenue

The proximity of the Pomeroy and 1st Avenue Transit Adjacent – Residential area to the Mesa Drive light rail station and the Mesa Courts complex will influence the transformation of this area into a more pedestrian-friendly, mixed-use development pattern. The primary street frontage, Mesa Drive, will remain a primarily retail, but will evolve over time to balance the needs of the pedestrian and automobile with the introduction of street trees and wider sidewalks. The remainder of this area will transform into an urban neighborhood, with redevelopment adjacent to 1st Avenue including a mix of office, likely relating to the Mesa Courts complex, and multiple-residence developments and the remainder accommodating compact, but lower intensity residential development. The introduction of a new east-west street (approximately Kimball Avenue extended) and north-south street (approximately Wilbur Street extended) will divide the large block, create greater development potential, and help facilitate the desired transformation. Incorporation of a landscaped median in 2nd Avenue should be used to help buffer this urban neighborhood from the more industrial uses south of 2nd Avenue.

Policy TAR-Pom 1: Lots fronting onto Mesa Drive may keep a more suburban development form with an improved pedestrian environment.

Policy TAR-Pom 2: Vertical mixed-use can be accommodate adjacent to 1st Avenue and Mesa Drive.

Policy TAR-Pom 3: Work with property owners to create a private or public street system to create an east-west and a north-south division of these blocks that will provide better access and improve development potential.

Policy TAR-Pom 4: Minimum residential densities range from 10 units/acre on the south and west sides of the block to 17 units/acre on the east and north sides of the block.

Policy TAR-Pom 5: Redevelopment of this block should include a range of housing options from small apartments to detached single residences, all designed in a manner to reinforce and further develop a walkable urban environment.

Main and Ashland

The Main and Ashland Transit Adjacent – Residential area is envisioned to transform to a more urban environment with improved streetscape and limited mixed-use with an emphasis on medium- to medium-high-density residential developments. The development of these areas will support an urban environment with buildings addressing the public realm along Main Street.

Policy TAR-Ash 1: Typical building heights of two- to three-stories with lot coverage up to 70%. Increased height up to four stories is possible, through appropriate design and mix of uses.

Policy TAR-Ash 2: Design of the new development and associated street frontage should encourage pedestrian activity to Pioneer Park and to the Mesa Drive light rail station.

Policy TAR-Ash 3: Typical residential density for development north of Main Street is 12 units per acre and 17 units per acre south of Main Street.

Commercial/Mixed-Use Node (Main and Horne)

The Main and Horne Commercial Node is envisioned to transform from the current suburban corridor character into an urban commercial node that could incorporate a mix of uses that support surrounding residential neighborhoods. The property on the north side of Main Street should accommodate more substantial change, with the opportunity to redevelop the entire block with a low rise commercial/office development.

Policy CN 1: Redevelopment through this area should reinforce an active streetscape and pedestrian activity.

attractive pedestrian connections into the commercial node.

Policy CN 2: Redevelopment of the block north of Main must carefully consider the transition to the residential neighborhood to the north and provide

Policy CN 3: Ground floor commercial and office uses are preferred, particularly neighborhood serving uses.

Evolution Corridors

Change is expected over time to both the University Drive and Horne corridors. The degree of change is expected to be slower and more modest in nature than will occur along Main Street or Mesa Drive. In the short term, the primary focus should be on improving the streetscape with better sidewalks, street trees, and street furniture. In the longer term, properties along University Drive could consolidate to create larger tracts for development. Properties that face onto Horne could be redeveloped with townhome type products.

Policy EC 1: Strip development repair – discourage additional strip development along University Drive and, over time, redevelop with uses that reduce traffic conflicts and integrate into the adjacent neighborhood.

Project EC 1: Remove the obstacles in the sidewalk along the south side of University to improve the opportunity for pedestrian circulation.

Neighborhood Evolution (Temple East, Stapley Park, Broadway Road)

The existing neighborhoods south and east of the Mesa Arizona Temple encompass areas of both, stability and decline. Those stable areas are envisioned to maintain the single-residence character while accommodating compatible higher intensity residential infill and redevelopment. Those declining areas are envisioned to evolve over time into stable neighborhoods containing a mix of single residence, duplex, and small apartment buildings. An emphasis is placed on compatible residential redevelopment and infill development that creates a stronger sense of place for the entire area and benefits from improved connections to Pioneer Park, Temple grounds, and Mesa Drive light rail station.

Temple East

Policy TE 1: Encourage redevelopment of residential properties along Hobson designed with frontage types that engage the street, such as row houses.

trees and improved sidewalks that encourage pedestrian activity to Pioneer Park, Temple grounds, and Mesa Drive light rail station.

Project TE 1: Improve the streetscape along 1st Avenue between Hobson to Ashland with large street

Project TE 2: Implement traffic calming techniques along Hobson in conjunction with added street trees.

Stapley Park

Policy SP 1: The Broadway Road and Mesa Drive commercial corner evolves into a more pedestrian friendly development that engages with the adjacent neighborhood and helps meet their daily shopping needs.

Policy SP 3: Stapley Park becomes a central focus that in long-term maintenance of a healthy neighborhood.

Policy SP 2: Improve pedestrian connections between Stapley Park, Pioneer Park, Temple grounds, and the Mesa Drive light rail station.

Policy SP 4: Support the redevelopment of the area along Udall to include residential uses that front towards Stapley Park.

- Re-connect LeSueur between 2nd and 3rd Avenues with the removal of existing housing.

Policy SP 5: Improve connections between Stapley Park and surrounding residential areas by:

- Extending 3rd Avenue west of Udall, either as a street or private drive, to allow development of the vacant parcel north of 3rd Avenue extended and to improve neighborhood and park access.
- Improving LeSueur with consistent street trees and use of traffic calming techniques.

Broadway Road (Mesa Drive to Horne)

Policy BR 1: Over time, commercial uses along Broadway should be consolidated into nodes at intersections of Broadway Road with Mesa Drive and Horne with multiple-residential uses integrated into the adjacent neighborhoods.

Policy BR 2: Support rezoning along Broadway to the appropriate zoning categories to achieve the desired mix of uses.

Neighborhood Preservation (Temple Historic District and Wilbur Historic District)

Temple Historic District

Temple Historic District, located between Mesa Drive and the Mesa Arizona Temple, represents some of the first residential development to occur outside of the original Downtown square mile. This District has several quality examples 1920s residential homes constructed on smaller lots. A citizen led initiative to add a local historic district overlay to the Temple Historic District was approved by the City Council in 2001 and was added to the National Register of Historic Places in 2000. Such historic districts recognize the distinctive form and character that exists in Mesa. The goal of this plan is to preserve that distinctive character and address the threats to preservation.

Policy PN-T 1: The frontages along Mesa Drive may include multiple-residence and non-residential uses provided they are integrated into and compatible with the historic scale and character of the neighborhood.

Project PN-T 1: Planting of large street trees along 1st Avenue to frame the attractive street terminus created by the Mesa Arizona Temple.

Policy PN-T 2: Appropriate infill of vacant lots along 1st, Kimball, and 2nd Avenues east of Mesa Drive consistent with the historic scale and character of these blocks.

Project PN-T 2: Installation of a landscaped median in 1st Avenue between Udall and LeSueur.

Wilbur Historic District

The Wilbur Historic District, located west of Mesa Drive between 1st and 2nd Streets, is an example of the subdivision of original Mesa Townsite blocks associated with one of Mesa's first housing booms. This early Mesa neighborhood was built for working class families, with most of the homes constructed from 1911 to 1948. A citizen led initiative to add a local historic district overlay to the Wilbur Historic District was approved by the City Council in 1996 and was added to the National Register of Historic Places in 1999. Such historic districts recognize the distinctive form and character that exists in Mesa. The goal of this plan is to preserve that distinctive character and address the threats to preservation.

Policy PN-W 1: Preserve and enhance the streetscape to encourage pedestrian activity.

Policy PN-W 2: Continue maintenance of this historic neighborhood to provide a variety of housing options and maintain a sense of Mesa's historic development pattern.

Neighborhood Maintenance

The large Neighborhood Maintenance area identified between Mesa Drive and Horne and University Drive and Pepper Place has a primarily single residence character, but also includes the large Word of Grace church campus, First Presbyterian Church, and YMCA-Valley of the Sun. This Neighborhood Maintenance area will remain largely unchanged. The goal of this plan is to have in place those policies and programs that will help maintain the existing neighborhood character.

Policy NM 1: Do not allow the intrusion of non-residential uses and large parking fields that break up the residential fabric of the neighborhood.

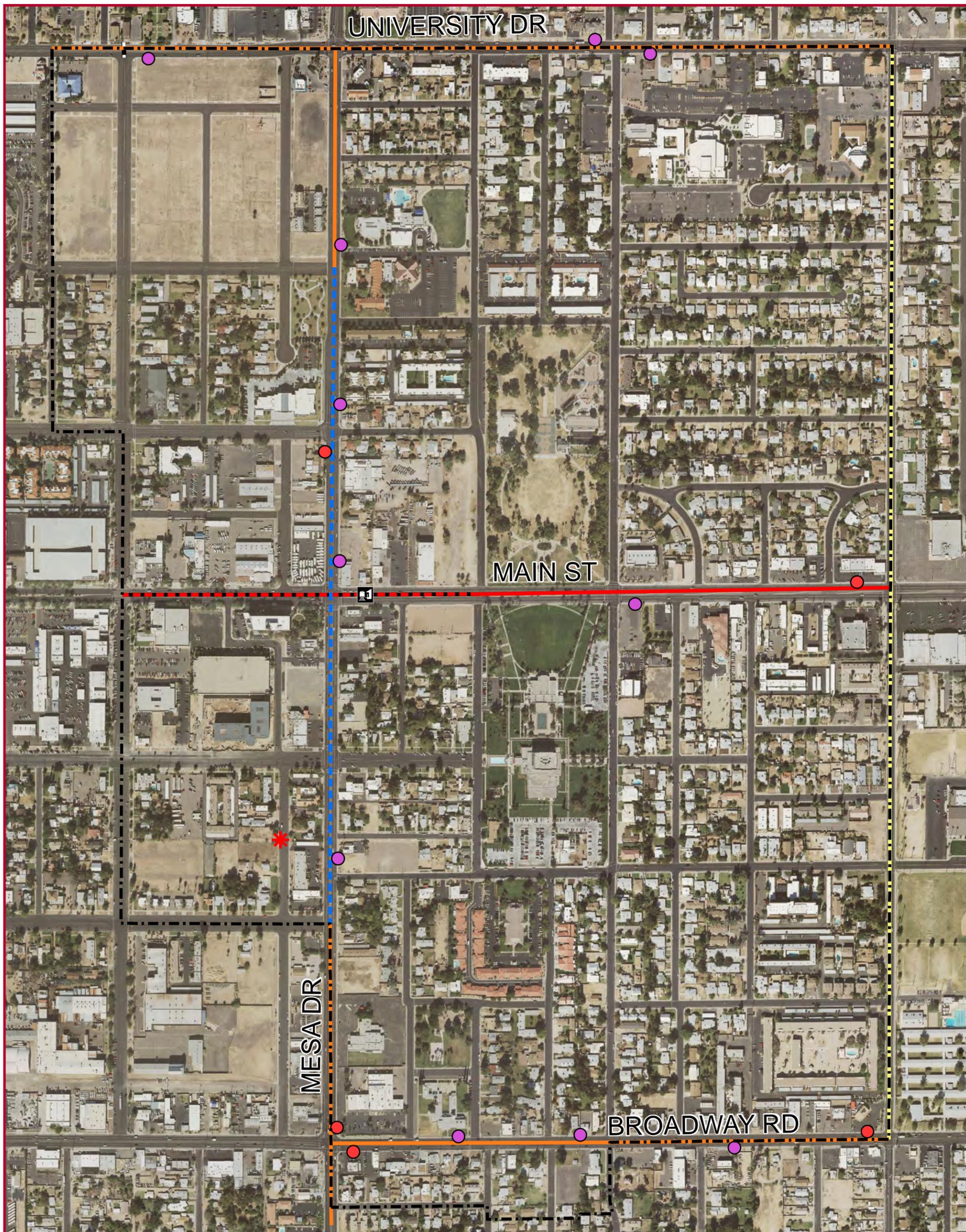
Project NM 2: Implement traffic calming techniques along Hobson and LeSueur from University to 2nd Street in conjunction with added street trees.

Project NM 1: Improve the streetscape along 1st Place, 1st Street, and Pepper Place, from Horne to Hobson to encourage pedestrian access to Pioneer Park.

Street Character and Mobility Plan

In addition to the general Street Character descriptions provided in Chapter IV, a description of street character and mobility plan recommendations within Temple/Pioneer Park is provided below and shown on Map 17. To some degree, the quality of the Downtown/Village Main Street Character Type has been established west of Mesa Drive with the significant public investment that has occurred in the City of Mesa designated pedestrian overlay area. Considering the anticipated future development character, similar street improvements should be extended east of Mesa Drive resulting in a more walkable and pedestrian engaged street. Additional important recommendations in Temple/Pioneer Park street character include improvement to the building side of Mesa Drive, particularly between 2nd Street and 2nd Avenue and along Main Street east of LeSueur. The recommended Mobility Plan identifies the location of the Mesa Drive light rail station and bus stop improvements.

Central Main Plan
- Street Character and Mobility Plan -
- Temple/Pioneer Neighborhood -



Street Character

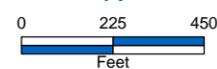
- Downtown/Village Main Street
- Village Connector
- Urban Connector
- Semi-Urban Arterial
- Collector Street

Transit

- Light Rail Station - Location TBD
- Bus Stop Improvements - Seating and Shade
- Bus Stop Improvements - Shade

Pedestrian

- Crosswalk
- Sidewalks - Complete sidewalk networks



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Relationship to Adjacent Neighborhoods

The Temple/Pioneer Park Neighborhood is a transitional area between the more urban Downtown Neighborhood and the more suburban Fraser/Sherwood Neighborhood to the east. The boundary between this Neighborhood and those to the west and north are somewhat arbitrary and there are many strong connections and interactions with the Downtown and University North Neighborhoods. There is also a strong connection between this Neighborhood and the Fraser/Sherwood Neighborhood at the Horne and Main commercial node. The transition in development scale, intensity, and character between Neighborhoods should be seamless so that people on the ground will not be able to recognize when they pass from one Neighborhood to another. Particular areas of relationship and connection include:

1. The Broadway Road corridor has the potential to provide neighborhood service and retail to residents of the Temple/Pioneer Park Neighborhood as well as residents south of Broadway Road. In particular, the Broadway and Horne area has the opportunity to become a local-serving commercial node for nearby residents. The redevelopment recommendations for the northwest corner of this intersection should be coordinated with the properties on the south side of Broadway to create a node of activity that meets the needs of the residents who surround this area.
2. The Main and Horne Commercial Node described in this Neighborhood extends across Horne into the Fraser/Sherwood Neighborhood. The two sides of the node need to be planned and developed together to create a location for neighborhood identity and activity.
3. The Employment District at Mesa and University Drives will directly influence the property on the northwest corner of Mesa and University Drives. The existing medical facility on the northeast corner of Mesa and University Drives could be the catalyst for the further development of medical uses in this area or the development of medical related educational facilities. A successful node will need to address the ability to allow pedestrians to safely and easily cross both University and Mesa Drives.
4. The arterial street network (Main Street, University Drive, and Broadway Road) and the light rail system are unifying elements between adjacent Neighborhoods. Streetscape improvements to the arterial street network and the streetscape design of the light rail system will be coordinated to create seamless networks between Neighborhoods.

Regulating Plan/Zoning Map

This Neighborhood includes areas that are proposed to be covered by the new Form-Based Code and areas currently zoned with Town Center Districts that are proposed to be rezoned to compatible standard zoning district. City staff will proactively work with property owners to implement the Form-Based Code regulating plan and proposed standard zoning for the Downtown Neighborhood as shown on Map 18.

Neighborhood Planning Areas

Fraser/Sherwood



The Fraser/Sherwood Neighborhood encompasses the one-square mile of Central Main Planning Area bounded by Horne, Harris Drive, University Drive, and Broadway Road. The Fraser/Sherwood area was generally built out between 1940 and 1970. The established character is that of a low density, low rise suburban neighborhood, with the primary features being strip commercial areas along the arterial streets and established single-residence neighborhoods in between. The Neighborhood is home to Fraser Fields, an existing National Register Historic District, and the Sherwood area, which is nearing the time when it could be considered for the National Register.

An extension of light rail along Main Street with a station at Stapley Drive, creates the primary focus for future growth and development in the Neighborhood. In the vicinity of this future light rail station, there are a number of large, underutilized properties that will be prime locations for redevelopment. The majority of the Neighborhood is devoted to residential use and most of these residential areas are in good shape and should be maintained into the future. There are, however, some areas that have not aged as well and will need some work in the coming years to retain viability.

The demographics of this Neighborhood have been shifting slightly over the years. The population is becoming more diverse and younger. The overall total population has remained fairly consistent over the last 10 years. The percentage of dwellings that are renter-occupied has increased.

ACTION PLAN

Plan for extension of light rail along Main Street with a station at Stapley Drive

Preservation of the Fraser Fields Historic District

Active code compliance and use of the Building Stronger Neighborhoods program to help reduce evidence of decline where needed.

KEY RECOMMENDATIONS

Creation of a mixed-use, local-scaled, pedestrian-friendly transit village focused on the light rail station

Site design that strengthens existing pedestrian routes and/or creates new pedestrian routes with strong visual connection to the Village Core and light rail corridor from adjacent developments

Improve the pedestrian environment along arterial streets

Redevelopment of transit adjacent areas with medium-to high-density housing

Long-term redevelopment of Evolution Corridors to more urban development pattern

Maintenance of significant amount open/recreation space in an official Ellsworth Park

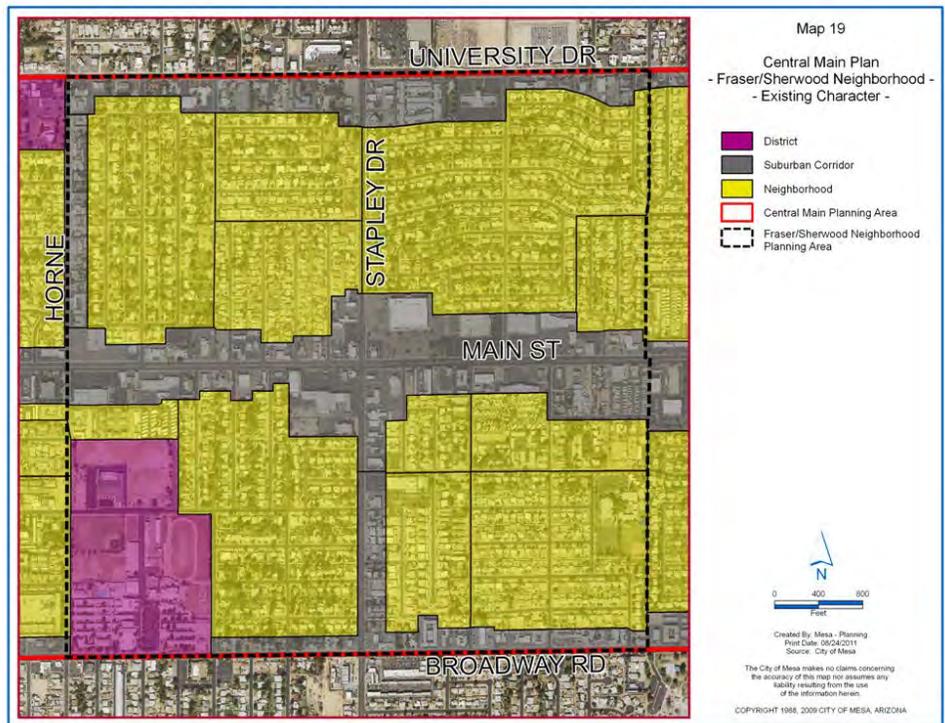
Preservation and historic designation of the Sherwood neighborhood

HISTORY OF CHANGE

Until the 1960s and 1970s the Fraser/Sherwood Area was considered by many to be "East Mesa". Primarily consisting of suburban, single-residence developments, this Neighborhood supplied a good portion of the housing for Mesa's post WWII growth up to the 1970s. One neighborhood, Fraser Fields, is designated as a local and national historic district in recognition of its unique post WWII ranch homes. Since the 1970s, the residential areas north and south of Main Street have generally been well maintained with ranch-style, single-residence dwellings built between 1940 and 1970. However, there are some residential areas that have suffered from a lack of property maintenance and reinvestment.

Overall, there are generally good connections between and to the arterial street system. However, there are areas that suffer from long blocks and long cul-de-sacs that reduce the level of neighborhood cohesion and the walkability of the area, which has been a contributing factor in the long-term viability of these areas.

As shown on Map 19, the Fraser/Sherwood Neighborhood fully experienced the suburbanization of the arterial street corridors. Because of its visibility, the suburban corridor development pattern along Main Street, Stapley Drive, University Drive, and Broadway Road has become the dominant feature of this Neighborhood. The impression of these areas is that of parking lots, sign clutter, and traffic. These things along with narrow sidewalks with little or no shade placed near the street and multiple driveways cuts, results in an unfriendly pedestrian environment. Additionally, the bicycling environment is often a secondary consideration to the automobile with narrow and uneven striped lanes that do not encourage use.



The scale of the development within these corridors varies greatly. The Main Street corridor includes a number of large-scale commercial areas with big-box and suburban, strip retail developments that are well interconnected, but set back from the street by large parking fields. The majority of the commercial development, however, is small-scale with independent buildings physically separated from adjacent properties. While there has been some reinvestment in this corridor, commercial vacancies have become an issue. The Stapley Drive and Broadway Road corridors include some small scale commercial development, but are primarily residential in nature. This includes many independently accessed multiple residence parcels with individual owners, many of which are suffering from lack of maintenance and reinvestment. Similar, but with somewhat better property maintenance, the Horne corridor consists of many individually owned multiple-residence developments with independent access. The University Drive corridor has been evolving for many years from single residence to commercial uses. Today, the corridor consists of a small number of single residences, but primarily consists of small-lot commercial and multi-residence developments.

One special district, consisting of Mesa Junior High, Lowell Elementary School, and an LDS Multi-Stake Center, exists north of Broadway Road and East of Horne. This district has a high level of activity associated with the formal school and Church uses and informal neighborhood use for sports/recreation. The use of this district is positive and provides needed recreation space; however, its size does create a physical barrier to neighborhood connectivity.

Between 1990 and 2000 the Census shows that this area has had a fairly consistent total population. However, that population has gotten younger and more racially diverse owing largely to a significant increase in Hispanic population. While the total number of housing units has remained fairly steady, between 1990 and 2000 the vacancy rate decreased as the percentage of renter occupied units increased. While it appears that household incomes rose between 1990 and 2000, during the same period the percentage of the population below poverty level also rose.

CATALYSTS FOR CHANGE

The previously described catalysts for change are expected to help spur the creation of a transit village at the Main Street and Stapley Drive light rail station and will also support the maintenance of the existing single-residence areas within this neighborhood. Specific issues and opportunities affecting this Neighborhood that are further catalyst for change include:

1. Automobile dependent development pattern.
2. The percentage of rental housing units is somewhat high for an area dominated by single-residence structures.
3. Underutilized land and non-residential vacancies. There is an excess of surface parking and the area has a large amount of commercial vacancies.
4. Unwelcoming pedestrian environment. Along arterial streets there is limited shade, few amenities, and limited separation from traffic.
5. A lack of connectivity from residential neighborhoods to arterial streets and isolation of some residential neighborhoods.
6. Preservation of historic neighborhoods and maintenance/enhancement of stable neighborhoods that are experiencing negative pressure.
7. Lack of property maintenance, both commercial and residential.
8. Limited formal park and open space amenities for residents.

FRASER/SHERWOOD VISION FOR CHANGE

The goals for the Fraser/Sherwood area are to transform the Main Street corridor into a more pedestrian-friendly street and to evolve the other corridors over time into streets that better accommodate both pedestrians and vehicles. The Main Street corridor will be modified over time to improve connections to the interior neighborhoods and take on a more mixed-use, higher intensity level of activity. An intimate, walkable, urban, mixed-use transit village that serves the surrounding residential areas will develop at the Stapley Drive light rail station. Historic and stable single-residence neighborhoods will maintain the existing character and intensity while allowing enhancements such as small, compatible redevelopments. Distressed residential neighborhoods will evolve into viable and cohesive neighborhoods that interact with the public realm and adjacent neighborhoods while providing appropriate transitions between the Main Street corridor and single residence developments. The future character of the Fraser/Sherwood Area is described in more detail below.

Organizing Element

The organizing element for this neighborhood will be the creation of an intimate village surrounding the Stapley Drive light rail station. The transit village that will be created at this location will be four-stories or less in height to maintain a scale that connects with pedestrians. It will contain a mix of uses with active retail and restaurant uses on the ground floor. Residents of the surrounding neighborhoods will brand this as their neighborhood center. Figure 2 provides one graphic illustration of how this village concept could be realized.

Figure 2



TOOLS FOR CHANGE

Effectively achieving the desired changes in this area over time will require focusing on the needs of the various areas of the neighborhood and implementing those policies, projects, and programs that can accomplish the desired results. In addition to the plan policies and recommendations for the entire Central Main Area, this section will describe Fraser/Sherwood specific plan policies and recommendations. In combination with the general Building Form and Development Character descriptions provided at the beginning of this Chapter, a detailed description of each Building Form and Development character type within Fraser/Sherwood is provided below and shown on Map 21.

Transit Station Village (Stapley Village)

The most significant transformation is anticipated at the intersection of Main Street and Stapley Drive, where a future light rail station is envisioned. While the actual location of this future light rail station will follow an extensive alternatives analysis and public outreach effort, for the purposes of this plan, placement of the light rail station has been recommended for the east side of Stapley Drive. At this location the Transit Station Village will function at a local scale as the center of the larger Fraser/Sherwood Neighborhood. Consequently, development intensities will be more modest than other Transit Station Villages, such as Gilbert and Main, while still creating an urban development pattern. Development in the Transit Station Village should help shape an identity for the Fraser/Sherwood Neighborhood through creation of a distinctive place that embraces the area social and cultural diversity.

Stapley Village Core

The core of this Transit Station Village, shown in Figure 3, consists of the areas immediately north and south of the light rail station on both sides of Stapley Drive. Much of the core area is currently underutilized suburban developments with large parking fields, but also includes some areas of small-lot commercial and residential that would require lot assembly to create viable development sites. The Village Core will include the most intense development in the Village. Mixed-use buildings, up to four-stories in height, that include active ground floor uses and upper floor commercial or residential will be expected.

Figure 3



Stapley Village

The remainder of the Transit Station Village would be devoted to medium-high density residential uses developed as coordinated and integral component of the Village core. The introduction of a light rail station will allow the realization, over time, of the significant redevelopment potential of this area.

Policy TSV 1: Light rail should be extended to Gilbert Road with a station east of Stapley Drive.

executives, service workers, handicapped, retirees, and seniors.

Policy TSV 2: Commercial and mixed-use development should be confined to the Village Core.

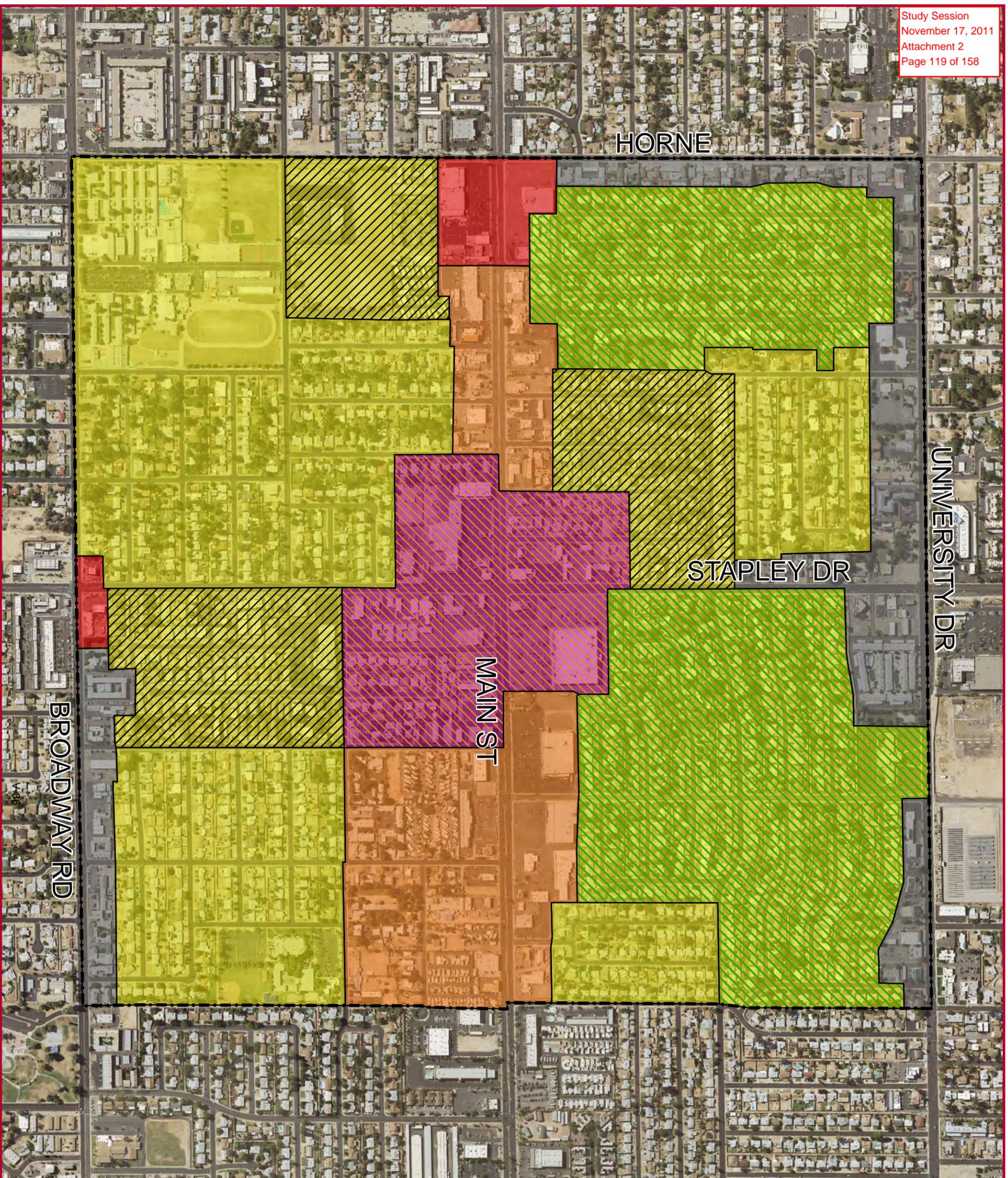
Policy TSV 6: New development within Stapley Village will include public realm amenities, such as walkable sidewalks, plazas, consistent landscape palate, shade, and seating to create an attractive and active public space that helps shape the character of the neighborhood.

Policy TSV 3: Residential density is not limited in the Village Core area. The remainder of the Village should have a minimum residential density of 17 units per acre.

Policy TSV 4: Typical building heights in the Core are three- to four-story and two- to four-story in the remainder of the village.

Policy TSV 7: Development site planning and design of the Transit Station Village will strengthen existing pedestrian routes and/or create new pedestrian routes with strong visual connections to the Village Core and light rail corridor from adjacent developments.

Policy TSV 5: A variety of architecturally diverse, high-quality housing types and sizes will be encouraged to provide housing for families, young professionals,



Map 20

Central Main Plan
 - Fraser/Sherwood Neighborhood -

- Recommended Building Form and Development Character**
-  Transit Station Village
 -  Transit Adjacent - Residential
 -  Commercial/Mixed-Use Node
 -  Evolution Corridor
 -  Neighborhood Evolution
 -  Neighborhood Preservation
 -  Neighborhood Maintenance



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Transit Adjacent – Residential (Village East and Village West)

The areas east and west of the Transit Station Village along Main Street are envisioned to transform to a more urban environment with improved streetscape and limited mixed-use with an emphasis on medium- to medium-high-density residential developments. The development of these areas will support an urban environment with buildings addressing the public realm along Main Street, but at intensities that could allow the use of surface parking.

Village East

A large portion of this area is located within ¼ mile of the future light rail station and can support higher intensity development. Residential is the primary land use focus, however, limited commercial activity could occur as part of a mixed-use development adjacent to Main Street. Redevelopment along Main Street should use an urban pattern of development with buildings addressing the street. As redevelopment extends south of Main Street the development pattern should transition to, and be compatible with the Neighborhood Maintenance area south of Dana Avenue.

Policy TAR-VE 1: With the exception of the developments addressing Dana Avenue, this area should redevelop with an urban development pattern with buildings addressing the public realm. Structured parking would be desirable if the development intensities are sufficient.

Policy TAR-VE 2: Development site planning and design should strengthen existing pedestrian routes and/or create new pedestrian routes with strong visual connections to Stapley Village and light rail corridor from adjacent developments.

Policy TAR-VE 3: Village East supports primarily medium density residential uses, with limited mixed use. Typical density along Main Street would be at least 15 du/acre; 12 du/acre east of Barkley alignment extended and adjacent to Main Street; and 10 du/acre south of Mahoney Avenue alignment extended.

Policy TAR-VE 4: The typical building height of two- to three-stories adjacent to Main Street one- to two-stories adjacent to Maintenance Neighborhood south of Dana Avenue.

Policy TAR-VE 5: As redevelopment occurs on the blocks south of Main Street, create a private or public street system to divide these blocks to provide better access and increase development potential.

Policy TAR-VE 6: Redevelopment of this block should include a range of housing options from urban multiple residence to attached and detached single residences, all designed in a manner to reinforce and further develop a walkable urban environment.

Policy TAR-VE 7: Redevelopment that includes lower density attached and detached residential also includes tree-lined residential streets to encourage pedestrian activity.

Village West

Because only a small portion of this area is located within ¼ mile of the future light rail station, less pressure is anticipated for high-intensity developments. Residential is the primary land use focus, however, very limited commercial activity could occur as part of a mixed-use development adjacent to Main Street.

Policy TAR-VW 1: Development site planning and design of Transit Adjacent - Residential will strengthen existing pedestrian routes and/or create new pedestrian routes with strong visual connections to Stapley Village and light rail corridor from adjacent developments

Policy TAR-VW 2: Village West supports primarily medium density residential uses, with minimal mixed use. Typical density is 12 du/acre.

Policy TAR-VW 3: Minimum building height is two-stories, maximum is four.

Policy TAR-VW 4: Creation of viable redevelopment sites that appropriately transition to Maintenance Neighborhoods may need to incorporate adjacent residential properties, excluding Fraser Fields

Policy TAR-VW 5: Encourage a residential development pattern that transitions into and incorporates the Evolution Neighborhood (Village North) by fronting onto Miller Street, Matlock Street, and Spencer

Commercial/Mixed-Use Node (Main/Horne and Broadway/Stapley)

Main and Horne

The Main and Horne Commercial Node is envisioned to transform from the current suburban corridor character into an urban commercial node that could incorporate a mix of uses that support surrounding residential neighborhoods. The property on the north side of Main Street should accommodate more substantial change, with the opportunity to redevelop the entire block with a low rise commercial/office development that serves the needs of the surrounding neighborhoods. Considering the popularity of the Rancho Grande grocery store, it is anticipated that transformation of properties south of Main Street will focus on improving the Main Street presence, with wider sidewalks, shade, parking lot landscape, pedestrian routes through parking, and limited infill of parking with small-scale commercial/retail uses. If redevelopment does occur, it should take an urban form.

Policy CN-M/S 1: Mixed-use is not anticipated, but allowed, with an emphasis on commercial and office uses.

Policy CN-M/S 2: Typical buildings will be no more than two stories tall.

Policy CN-M/S 3: Residential only buildings are not encouraged along the Main Street frontage, but could be

provided behind the street fronts. Typical densities would be between 12 and 18 du/acre.

Policy CN-M/S 4: Redevelopment of the block north of Main must carefully consider the transition to Fraser Fields to the north and provide attractive pedestrian connections into the commercial node.

Broadway and Stapley

An additional commercial node has been identified at the intersection of Broadway Road and Stapley Drive. Over time, this intersection will transform from the current suburban corridor character to a more urban node of commercial activity that serves the adjacent neighborhoods. The most substantial change will occur on the properties east of Stapley Drive through redevelopment of an underutilized property on the northeast corner and improved Broadway Road presence, with wider sidewalks, shade, parking lot landscape, pedestrian routes through parking, and limited infill of the suburban strip retail on the southeast corner with small-scale commercial/retail uses.

Policy CN-B/S 1: Mixed-use is not anticipated, but allowed, with an emphasis on commercial and office uses.

Policy CN-B/S 2: Typical buildings heights will be no more than two stories tall.

Policy CN-B/S 3: Residential only buildings are not encouraged along the Broadway Road or Stapley Drive street frontages, but could be provided behind the street fronts. Typical densities would be between 12 and 18 du/acre.

Evolution Corridor

Change is expected over time to the Broadway Road, Stapley Drive, University Drive, and Horne corridors. The degree of change along Evolution Corridors is likely to be of a slower and more modest nature. Generally development along University Drive is large enough in size to limit disruption of pedestrian flow, and if smaller, has been developed with cross access. The primary changes will be to improve the streetscape with better sidewalks, street trees, and street furniture. Properties that front onto Stapley and Horne are smaller and individually accessed. Over time, these properties could be redeveloped with attached residential, such as townhome or rowhouse in a coordinated manner that limits the number of driveway cuts. The Broadway Road corridor is a mixture of residential and commercial uses that will benefit from improved streetscape and connection to Commercial Nodes.

Policy EC 1: Redevelopment through this area should reinforce an active streetscape and encourages pedestrian activity.

Policy EC 2: Over time improve the balance between pedestrian and automobile needs

Policy EC 3: Strip development repair – discourage additional strip development along University Drive and, over time, redevelop with uses that reduce traffic conflicts and integrate into the adjacent neighborhood.

Policy EC 4: Reduce the number of driveways by creating shared drives and replacement of unused/unnecessary driveways with curb and sidewalk.

Policy EC 5: Creation of viable redevelopment sites that appropriately transition to Maintenance Neighborhoods may need to incorporate adjacent residential properties, excluding Fraser Fields

Neighborhood Evolution (Village North, Village South, Ellsworth Park)

Village North

The neighborhood north of Main Street and West of Stapley Drive, is primarily single-residence, but also includes some non-residential and multi-residence uses. Evolution of this neighborhood over time should result in a stable neighborhood containing a mix of single residence, duplex, and appropriately scaled multiple-residence buildings.

Policy EN-VN 1: Encourage a natural transition of intensity, with the most intense uses near Stapley Village and Village West and decreasing intensity near the adjacent Maintenance and Preservation Neighborhoods.

- Multiple residence densities of 8 to 12 du/acre consisting of developments that address the street such as townhouses, row houses, and courtyard apartments.
- Single residence densities of 4 to 6 du/acre and consisting of both existing and new dwellings.
- Compatibly scaled multi-residence, such as duplexes and mansion apartments, may be allowed at street intersections.

Policy EN-VN 2: Encourage a redevelopment pattern that includes new public or private east-west street connections, such as extending 1st Street between Stapley Drive and Miller Street. These streets would reduce block sizes, improve pedestrian circulation, and provide additional development options.

- If streets are private, they must remain open to pedestrian and vehicular use by the general public.

Policy EN-VN 3: Redevelopment within Village North must carefully consider the transition and relationship to the adjacent Neighborhood Maintenance and Preservation areas.

- Maintain the detached single-residence character on the west side of Miller Street.

Village South

The neighborhood north of Broadway Road and east of Stapley Drive, is primarily multiple-residence with multiple ownerships, but does include some non-residential uses along Stapley Drive. This neighborhood suffers from a general lack of property maintenance and reinvestment from absentee landlords. Additionally, the majority of this neighborhood is served by single points of access, which results in long cul-de-sacs.

Policy EN-VS 1: Encourage a redevelopment pattern that includes new public or private street connections to Broadway Road, Stapley Drive, Dana Avenue, and Lazona Drive. These streets would reduce block sizes, improve pedestrian circulation, and provide additional development options.

- Connect S. Allen to Broadway Road and if possible Dana Avenue.
- Connect S. Doran to Broadway Road.
- Introduce the east-west grid system by extending 2nd, Nielson, Jarvis, and 3rd Avenues between Lazona and Stapley Drives.

- If streets are private, they must remain open to pedestrian and vehicular use by the general public.

Policy EN-VS 2: Redevelopment of Village South should include a range of housing options from urban multiple residences to attached and detached single residences, all designed in a manner to reinforce and further develop a walkable urban environment.

- A variety of architecturally diverse, high-quality housing types and sizes will be encouraged to provide housing for families, young professionals, executives, and service workers.

- Target residential density of 8 to 12 du/acre in a coordinated development pattern.

Policy EN-VS 3: Encourage redevelopment that incorporates neighborhood scale open space amenity(s).

Ellsworth Park

The LDS Multi-Stake center located at the northeast corner of Horne and 2nd Avenue was formerly leased to the City for use as Ellsworth Park. The lease has since expired and formal use of the property has been limited to Church activities. However, informal use of the ball fields is common and the open space is an important element of the community. This area also includes the primarily residential uses along Mahoney Avenue.

Policy EN-EP 1: Redevelopment of the Ellsworth Park area includes maintenance of a sizable public open space maintained by the City.

- Programming of open space should include a wider range of amenities compatible with adjacent residential uses, such as passive open space, sport courts, and ramadas.
- A pedestrian path through Ellsworth Park should be included that provides a connection for adjacent neighborhoods to Main Street.

Policy EN-VS 4: Redevelopment within Village South must carefully consider the transition and relationship to the adjacent Neighborhood Maintenance areas.

Policy EN-EP 2: Encourage residential redevelopment of the properties along Mahoney Avenue and Horne in a manner that addresses the park.

Policy EN-EP 3: Redevelopment within Ellsworth Park must carefully consider the transition and relationship to the adjacent Neighborhood Maintenance areas.

Preservation Neighborhood (Fraser Fields, Sherwood)

Fraser Fields

Fraser Fields is a post World War II custom ranch subdivision with quality craftsmanship, architectural variety, and large lawns that represents the first major Mesa subdivision that reflected the trend of affluent and middle-class America migrating away from the City center. A citizen led initiative to have a local historic district overlay to Fraser Fields was approved by the City Council in 2003 and was placed on the National Register of Historic Places in _____. Such historic districts recognize the distinctive form and character that exists in Mesa. The goal of this plan is to preserve that distinctive character and address the threats to preservation.

Policy PN-FF 1: Continue maintenance of this historic neighborhood to provide a variety of housing options and maintain a sense of Mesa's historic development pattern.

Policy PN-FF 2: Encourage the transformation of the Village West and Main and Horne Commercial Node into compatible, high-quality urban residential and commercial developments that provide destinations for residents of Fraser Field.

Policy PN-FF 3: Review all development proposals within the Horne and University Drive Evolution Corridors, the Village West Transit Adjacent – Residential, and Main and Horne Commercial Node for

appropriate transition and compatibility with Fraser Fields through building and site design.

Policy PN-FF 4: Within the Village North Evolution Neighborhood, maintain the single-residence detached character on the west side of Miller Street.

Policy PN-FF 5: Preserve the streetscape within Fraser Fields and enhance the streetscapes of Main Street, University Drive, and Fraser immediately north of Main Street to encourage pedestrian activity.

Policy PN-FF 6: Preserve full intersection motion onto Fraser from Main Street and from Fraser onto Main Street with the introduction of light rail.

Sherwood

Sherwood Mesa is a post World War II subdivision platted in four units between 1956 and 1962 and with homes constructed from 1956 to the early 1970s. Sherwood Mesa is a well maintained example of post-war boom suburban development. An informal citizen group is exploring designation of Sherwood with a local historic

district overlay. Such historic districts recognize the distinctive form and character that exists in Mesa. The goal of this plan is to preserve that distinctive character and address the threats to preservation.

Policy PN-S 1: Support designation as a historic district of local significance and maintenance of this historic neighborhood to provide a variety of housing options and maintain a sense of Mesa’s historic development pattern.

Policy PN-S 2: Encourage the transformation of Stapley Village and Village East into compatible, high-quality urban residential and commercial developments that provide destinations for residents of Sherwood

Policy PN-S 3: Review all development proposals within Stapley Village, University Drive Evolution Corridor, and Village East Transit Adjacent – Residential

for appropriate transition and compatibility with Sherwood through building and site design.

Policy PN-S 4: Preserve the streetscape within Sherwood and enhance the streetscapes of Main Street, University Drive, and Lazona immediately north of Main Street to encourage pedestrian activity.

Policy PN-S 5: Preserve full intersection motion onto Lazona from Main Street and from Lazona onto Main Street with the introduction of light rail.

Neighborhood Maintenance

The existing single-residences neighborhoods identified as Neighborhood Maintenance will be largely unchanged. The goal of this plan is to have in place those policies and programs that will help maintain the existing neighborhood character. The Neighborhood Maintenance area north of Broadway Road and west of Stapley Drive includes Lowell Elementary and Mesa Junior High Schools, a node of activity for formal school use and informal recreation use.

Policy NM 1: Continue maintenance of the primarily suburban, single residence development pattern.

- Do not allow the intrusion of non-residential uses that break-up the residential fabric of the neighborhood.
- Allow limited redevelopment with compatible multiple-residences such as row houses and mansion apartments that can also serve as a transition from higher intensity developments

Policy NM 2: Strengthen the pedestrian environment.

- Encourage incorporation of pedestrian routes through Transit Village and Transit Adjacent – Residential redevelopments that connect Neighborhood Maintenance areas to the major arterials.

Policy NM 3: Encourage the acquisition and development of land for small-scale neighborhood parks within under-served neighborhoods.

Project NM 1: Incorporate new sidewalks on neighborhood streets where they do not currently exist (N. Hunt Drive E & W).

Project NM 2: Improve streetscapes along E. 2nd Avenue, S. Solomon, and S. Horne to encourage pedestrian access to informal park use of Mesa Junior High and future Ellsworth Park.

Project NM 3: Identification of safe routes to school through Neighborhood Maintenance areas and adjacent neighborhoods outside the planning area to Lowell Elementary and Mesa Junior High Schools.

- Additional care will be taken with Broadway Road and Horne street design to ensure a safe pedestrian environment in the vicinity of Mesa Junior High.

Street Character and Mobility Plan

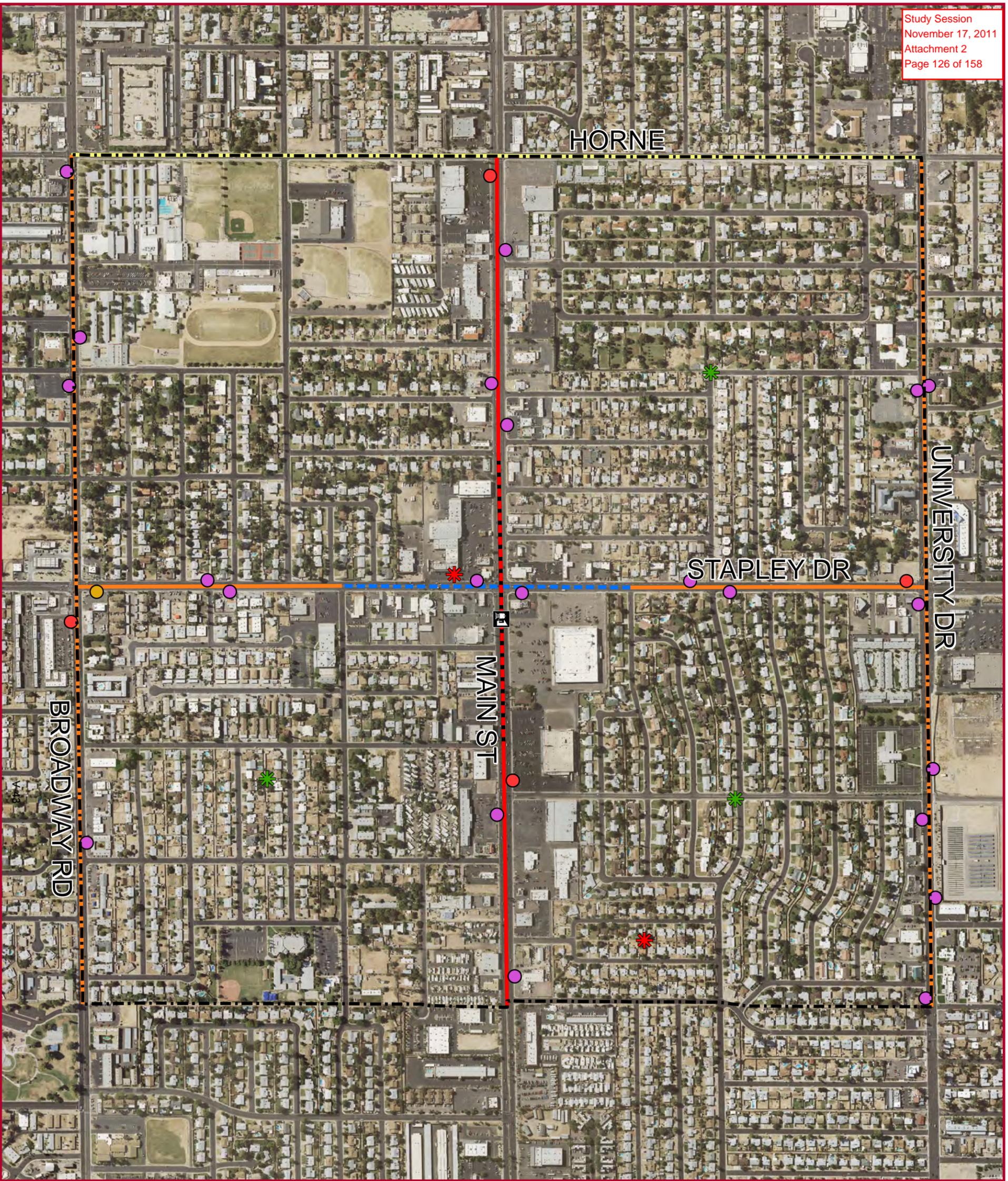
In addition to the general Street Character descriptions provided in Chapter IV, a description of street character and mobility plan recommendations within Fraser/Sherwood is provided below and shown on Map 21. The existing character of the streets within Fraser/Sherwood reflects an automobile dominated, suburban corridor that does not encourage use by pedestrians or bicyclist. Particularly the Downtown/Village Main Street, Village Connector, and Urban Connector will greatly benefit from developments that include street character improvements consistent with the recommendations of this Chapter. The recommended Mobility Plan identifies the location of a Stapley Drive light rail station, completion of the sidewalk network, and bus stop improvements.

Relationship to Adjacent Neighborhoods

The introduction of light rail and the long-term redevelopment of the Fraser/Sherwood Neighborhood will be more successful with thoughtful consideration of the relationship to the Temple/Pioneer and Gilbert/Main Neighborhoods and the connection to surrounding neighborhoods. The transition in development scale, intensity, and character between Neighborhoods should be seamless so that people on the ground will not be able to recognize when they pass from one Neighborhood to another. Particular areas of relationship and connection include:

1. Through the existing local and arterial street network, the portion of the Fraser/Sherwood Neighborhood north of Main Street has good connections with the Gilbert/Main Neighborhood and both will benefit from new infill and redevelopment projects. Based on the existing pattern of development, there is very little connection between the portion of the Fraser/Sherwood Neighborhood south of Main Street and the Gilbert/Main Neighborhood, except along arterial streets. Currently, Dana Avenue is the only local street that connects between the two Neighborhoods and the potential from improved connections in the future is limited. Consequently, care needs to be taken along all arterial street corridors to ensure that there is a coordinated pattern of development over time.

important to encourage mobility and pedestrian activity.
2. With the exception of the arterial streets, the Fraser/Sherwood Neighborhood has limited connections with the Temple/Pioneer Neighborhood. North of Main Street there are no connections other than the arterial streets, and because of the existing development pattern there are no opportunities to develop additional connections. South of Main Street, 2nd Avenue is the only local street connection; however, there is an opportunity to develop an additional connection with the recommended redevelopment of the Ellsworth Park Evolution Neighborhood. Considering the limited existing and potential street connections, the improvement of the Main Street, University Drive, and Horne pedestrian environments is
3. The Broadway Road corridor has the potential to provide neighborhood service and retail to residents of the Fraser/Sherwood Neighborhood as well as residents south of Broadway Road. In particular, the Broadway and Stapley Commercial Node should include the commercial properties south of Broadway Road and provide neighborhood commercial that will serve the area south of Broadway as well.
4. The Lowell Elementary and Mesa Junior High Schools attendance areas extend across Horne into the Temple/Pioneer Neighborhood and the neighborhoods south of Broadway. In addition, the sport fields on the school property and the LDS Stake Center are both informally used by residents outside of Fraser/Sherwood. For these reasons, safe and attractive connections for students and residents walking or biking to school or the sport fields from adjacent neighborhoods need to be developed.



Map 21

Central Main Plan
 - Street Character and Mobility Plan -
 - Fraser/Sherwood Neighborhood -

- Street Character**
- Downtown/Village Main Street
 - Village Connector
 - Urban Connector
 - Semi-Urban Arterial
 - Collector Street
- Transit**
- Light Rail Station - Location TBD
 - Bus Stop Improvements - Seating and Shade
 - Bus Stop Improvements - Shade
 - Bus Stop Improvements - Seating
- Pedestrian**
- Sidewalks - Complete sidewalk networks
 - Neighborhood Park - Actual Location TBD



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 Source: City of Mesa

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Neighborhood Planning Areas

Gilbert/Main



The Gilbert/Main Neighborhood encompasses all of the Central Main Planning Area east of Harris Drive. The Gilbert/Main area was generally built out between the 1960s and 1980s. The established character is that of a low density, low rise suburban neighborhood, with the primary features being strip commercial areas along the arterial streets and established single-residence neighborhoods in between. The majority of the Neighborhood is devoted to residential use and most of these residential areas are in good shape and should be maintained into the future. There are pockets of residential that have not aged as well, however, and will need some work in the coming years to reverse the decline or reestablish viability. A key element to enhancing all the residential areas is creation of better connections to and from the arterial street network and the Gilbert Road light rail station.

Similar to the Fraser/Sherwood Neighborhood, an extension of light rail along Main Street with a station at Gilbert Road, creates the primary focus for future growth and development in the Neighborhood. In the vicinity of this future light rail station, there are a number of large, underutilized properties with large parking fields that will be prime locations for redevelopment. Unlike the Fraser/Sherwood Neighborhood, the distance from Downtown and the excellent transportation connections along Gilbert Road provide increased opportunity for significant redevelopment with higher intensity, urban forms.

The commercial areas at Gilbert Road and University Drive and Gilbert and Broadway Roads are currently under utilized centers. This plan recommends that these areas take advantage of opportunities for infill development that, over time, will evolve the sites into more pedestrian-friendly environments.

The demographics of this Neighborhood have been shifting slightly over the years. Between 1990 and 2000, the total population has increased while becoming younger and more diverse. The overall total population has remained fairly consistent over the last 10 years. Additionally, the percentage of dwellings that are owner-occupied saw an increase in the same period.

ACTION PLAN

Plan for extension of light rail along Main Street with a station at Gilbert Drive

KEY RECOMMENDATIONS

Creation of a mixed-use, local-scaled, pedestrian-friendly transit village focused on the light rail station

Site design that strengthens existing pedestrian routes and/or creates new pedestrian routes with strong visual connection to the transit village and light rail corridor from adjacent developments

Improve the pedestrian environment along arterial streets

Redevelopment of transit adjacent areas with medium- to high-density housing

Long-term redevelopment of Evolution Corridors to more urban development pattern

Creation of one or more neighborhood-scale parks within the established neighborhoods

Evolution of suburban commercial centers into commercial/mixed-use nodes

HISTORY OF CHANGE

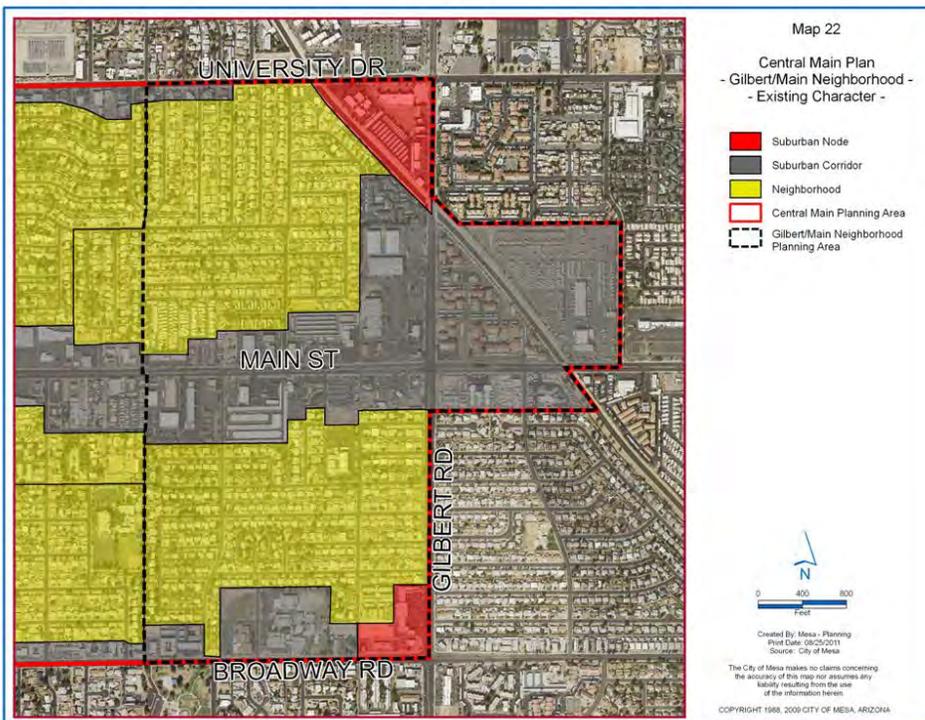
Through the 1970s and 1980s it would have been accurate to consider Gilbert Road as east Mesa. Today, however, Gilbert Road has unofficially become the point where East Mesa meets West Mesa. Primarily consisting of suburban, single-residence developments, a boom in Mesa's growth ensured that this Neighborhood built-out quickly between 1960 and 1980. Since that time, the residential areas north and south of Main Street have been generally well maintained. A few residential areas have suffered through the years due to a lack of property maintenance and reinvestment. The residential areas are generally well connected internally; however, they suffer from long blocks and significant lack of connection to the primary streets, which reduce the level of neighborhood cohesion and pedestrian friendliness of the area.

As shown on Map 22, the Gilbert/Main Neighborhood includes two suburban shopping nodes that are disconnected from other commercial areas and not integrated with surrounding residential areas. The first is located at the southwest corner of Gilbert Road and University Drive and currently suffers from a high vacancy rate. Additionally, the Consolidated Canal runs behind this property, but is not used as an asset. The second suburban node is smaller, but is also disconnected from other commercial areas and not integrated with surrounding residential areas.

Much like Fraser/Sherwood, this Neighborhood also experienced a boom in the suburbanization of arterial street corridors. Because of its visibility, the suburban corridor development pattern along Main Street has become the dominant feature of this Neighborhood. The impression of these areas is that of parking lots, sign clutter, and traffic; that, in addition to narrow sidewalks with little or no shade placed near the street and multiple driveways cuts, results in an unfriendly pedestrian environment. Additionally, the bicycling environment is often a secondary consideration to the automobile with a narrow and uneven stripped lane that does not encourage use. The scale of the development within this corridor varies greatly from large-scale commercial areas with big-box and suburban, strip retail developments that are well interconnected, but set back from the street by large parking fields to smaller-scale independent buildings physically separated from adjacent properties to significantly underutilized automotive sales lots.

While there has been some reinvestment in this corridor, commercial vacancies have become an issue.

The demographic character of the area shows a high percentage of rental dwelling units, particularly in the south neighborhood, an increasing percentage of Hispanic population, and a younger population comparing 2000 to 1990. This area appears to have slightly higher incomes compared to other parts of the planning area.



CATALYSTS FOR CHANGE

The previously described area-wide catalysts for change are expected to help spur the creation of a transit village at the Main Street and Gilbert Road light rail station and will also support the maintenance of the existing single-residence areas within this neighborhood. Specific issues and opportunities affecting this Neighborhood that are further catalyst for change include:

1. Improving connections from the neighborhoods to the arterial street network and the light rail station.
2. Underutilized and vacant commercial properties.
3. Sidewalks along arterial streets that are narrow, feel unsafe, and are uncomfortable to use.
4. Creation of a transit village oriented around the light rail stop at Main Street and Gilbert Road.
5. The percentage of rental housing units is somewhat high for an area dominated by single-residence structures.
6. A shortage of neighborhood-scale parks and open space within the neighborhoods.

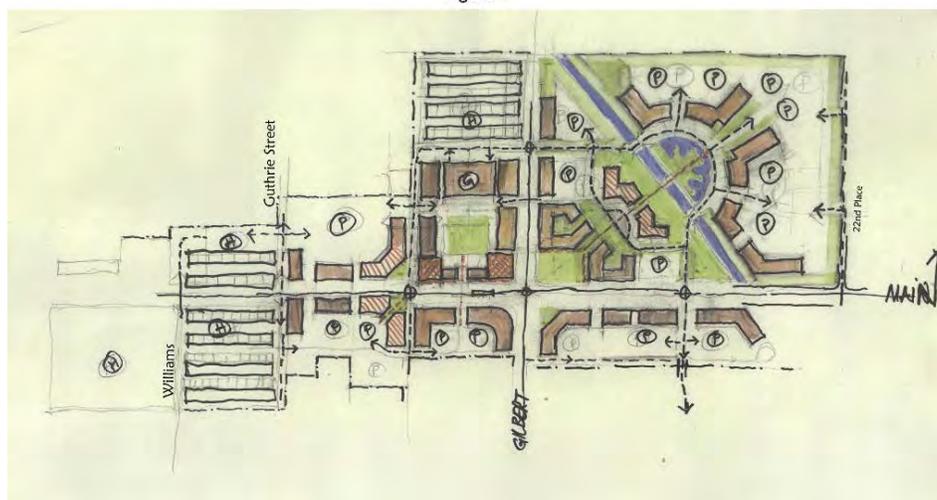
GILBERT/MAIN VISION FOR CHANGE

The goals for the Gilbert/Main Neighborhood are to transform the Main Street corridor into a more pedestrian-friendly street and to evolve the other corridors over time into streets that better accommodate both pedestrians and vehicles. The Main Street corridor will be modified over time to improve connections to the interior neighborhoods and take on a more mixed-use, higher intensity level of activity. Long-term the areas around the Gilbert Road light rail station will become a walkable, urban, mixed-use transit village that supports the most intense development expected outside of Downtown within the Central Main Planning Area. This transit village will serve the surrounding residential areas and larger community. The stable single-residence neighborhoods will maintain the existing character and intensity while allowing enhancements such as small, compatible redevelopments. The future character of the Gilbert/Main Neighborhood is described in more detail below.

Organizing Element

The organizing element for this neighborhood will be the creation of an urban transit village surrounding the Gilbert Road light rail station that will be the central feature in developing a sense of place and identity. Building heights will typically be three- to five-story and will support development of a highly walkable area, with the unique opportunity for connection to a multi-use path along the Consolidated Canal. Figure 4 provides one graphic illustration of how this village concept could be realized.

Figure 4



TOOLS FOR CHANGE

Effectively achieving the desired changes in this area over time will require focusing on the needs of the various areas of the neighborhood and implementing those policies, projects, and programs that can accomplish the desired results. In addition to the plan policies and recommendations for the entire Central Main Area, this section will describe Gilbert/Main specific plan policies and recommendations. In combination with the general Building Form and Development Character descriptions provided at the beginning of this Chapter, a detailed description of each Building Form and Development character type within Fraser/Sherwood is provided below and shown on Map 23.

Transit Station Village

The most significant transformation is anticipated at the intersection of Main Street and Gilbert Road, where a future light rail station is envisioned. While the actual location of this future light rail station will follow an extensive alternatives analysis and public outreach effort, for the purposes of this plan, placement of the light rail station has been recommended on the west side of Gilbert Road. The areas north and south of this light rail station are currently underutilized suburban developments with large parking fields or low-intensity automobile sales lots. The introduction of a light rail station will allow the realization of the significant redevelopment potential of this area. At this location, the Transit Station Village will function at a local scale as the center of the Gilbert/Main Neighborhood and at the community-wide scale with the incorporation of a “beginning of the line” multi-modal transit station and as the most intense development along the light rail corridor outside of Downtown. Development in the Transit Station Village should help shape an identity for the Gilbert/Main Neighborhood through creation of a distinctive place that embraces the area’s social and cultural diversity.

Policy TSV 1: Light rail should be extended along Main Street with a station west of Gilbert Road.

Policy TSV 2: Building heights within 660’ of the light rail station at Gilbert Road of five stories is encouraged; taller structures may be allowed, with appropriate design and compatibility with surrounding developments.

Policy TSV 3: Residential density should be at least 25 units per acre within 660’ of the light rail station and 20 units per acre within the rest of the Transit Station Village.

Policy TSV 4: Additional pedestrian crossing with curb extensions should be considered at locations where a substantial number of pedestrians or bicyclists attempt to cross streets.

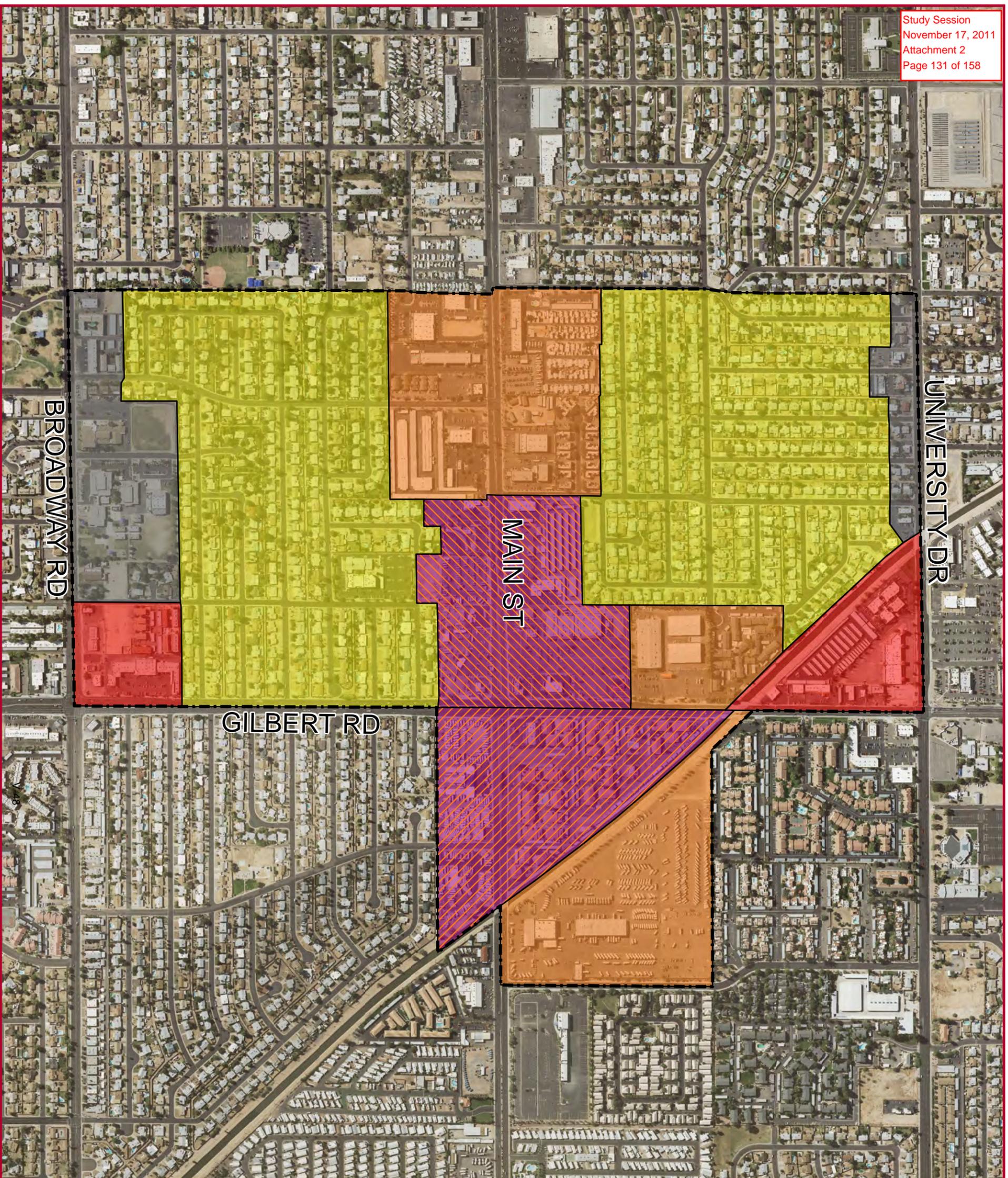
Policy TSV 5: Pedestrian access should be improved between the adjacent neighborhoods and the station area.

Project TSV 1: Provide an improved Main Street pedestrian crossing at the Guthrie Street intersection.

Project TSV 2: Create at least one pedestrian or street connection from the light rail station area directly to the residential area to the north.

Project TSV 3: Create at least two pedestrian or street connections from the light rail station area directly to the residential areas to the south.

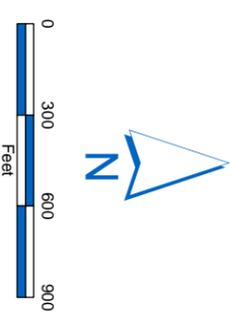
Project TSV 4: Develop a lighted, multi-use path along the Consolidated Canal that connects to adjacent neighborhoods and a larger urban trail network.



Map 23

Central Main Plan
 - Gilbert and Main Neighborhood -

- Recommended Building Form and Development Character**
-  Transit Station Village
 -  Transit Adjacent-Village
 -  Transit Adjacent - Residential
 -  Commercial/Mixed-Use Node
 -  Evolution Corridor
 -  Neighborhood Maintenance



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Transit Adjacent – Village

Opportunities also exist east of Gilbert Road for significant redevelopment. This redevelopment could take advantage of the canal as a design element and improve connectivity. Some commercial use is expected close to the intersection. The remaining development will be a combination of office and high-density residential.

Policy TAV 1: Encourage redevelopment in this area to take advantage of the canal as part of the transportation system and as an amenity to the development.

Policy TAV 2: Mixed-use development is encouraged at the Gilbert Road and Main Street intersection with ground floor retail uses.

Policy TAV 3: Typical building heights of three- to four-stories. Buildings heights near the Gilbert Road and Main Street intersection up to five stories.

Project TAV 3: Develop a lighted, multi-use path along the Consolidated Canal that connects to adjacent neighborhoods and a larger path system.

Transit Adjacent – Residential

The areas north and west of the Transit Station Village are envisioned to transform to a more urban environment with improved streetscape and limited mixed-use with an emphasis on medium- to medium-high-density residential developments. The development of these areas will support an urban environment with buildings addressing the public realm along Gilbert Road and Main Street, but at intensities that may allow the use of surface parking. The area east of the Consolidated Canal is currently an underutilized automobile sales lot and is large enough to accommodate significant residential redevelopment in a coordinated design that includes a range of housing options. Incorporation of the Consolidated Canal as a design element and to improve connectivity is recommended.

Policy TAR 1: For the area east of the Consolidated Canal, redevelopment should include access to the canal as part of the transportation system and as an amenity to the development.

Policy TAR 2: The areas north and west of the Transit Station Village support primarily medium density residential uses, with limited mixed use. Typical density along Main Street should be at least 15 du/acre.

Policy TAR 3: Redevelopment of the area east of the Consolidated Canal should include a range of housing options from urban multiple residence to attached and detached single residences, all designed in a manner to

reinforce and further develop a walkable urban environment and take advantage of the canal.

Policy TAR 4: Opportunities should be explored for the incorporation of additional connections between the Main Street corridor and the neighborhoods north and south of Main Street.

Policy TAR 4: Additional pedestrian crossings with curb extensions should be considered at locations where a substantial number of pedestrians or bicyclists attempt to cross streets.

Commercial/Mixed-Use Node (Gilbert and University and Gilbert and Broadway)

Gilbert and University

The Main and Horne Commercial Node is envisioned to transform from the current suburban corridor character into an urban commercial node that could incorporate a mix of uses that support surrounding residential neighborhoods. Improvements should include wider sidewalks, shade, parking lot landscape, pedestrian routes through parking, and limited infill with small-scale commercial/retail uses.

Policy CN-G/U 1: Mixed-use is not anticipated, but allowed, with an emphasis on commercial and office uses.

Policy CN-G/U 2: Typical buildings will be no more than two stories tall.

Policy CN-G/U 3: Improvements should include access to the Consolidated Canal as part of the transportation system and an amenity to the development.

Gilbert and Broadway

An additional commercial node has been identified at the intersection of Gilbert and Broadway Roads. Over time, this intersection will transform from the current suburban corridor character to a more urban node of activity that serves the adjacent neighborhoods. This Commercial/Mixed-Use Node has area available for infill residential and residential redevelopment that would create a transition between the commercial uses and the single-residence areas. Adjacent to Broadway and Gilbert Roads improvements should include wider sidewalks, shade, parking lot landscape, pedestrian routes through parking, and limited infill of the suburban strip retail on the southeast corner with small-scale commercial/retail uses.

Policy CN-G/B 1: Mixed-use is not anticipated, but allowed, with an emphasis on commercial and office uses.

Policy CN-G/B 2: Typical buildings heights will be no more than two stories tall.

Policy CN-G/B 3: Residential only buildings are not encouraged along the Broadway or Gilbert Roads street frontages, but are encouraged north of Broadway Road adjacent to Shouse. Typical densities would be between 12 and 18 du/acre.

Evolution Corridor

Change is expected over time to the Broadway Road and University Drive corridors. The degree of change along Evolution Corridors is likely to be of a slower and more modest nature. The primary changes will be to improve the streetscape with better sidewalks, street trees, and street furniture. The Broadway Road corridor is a mixture of residential, commercial, and institutional uses that will benefit from improved streetscape and connection to Commercial Nodes.

Policy EC 1: Redevelopment through this area should reinforce an active streetscape and pedestrian activity.

Policy EC 2: Improve the balance between pedestrian and automobile needs, over time.

Policy EC 3: Reduce the number of driveways by creating shared drives and replacement of unused/unnecessary driveways with curb and sidewalk.

Policy EC 4: Review all development proposals to ensure buildings are properly designed and integrated into adjacent development, particularly abutting single-residence developments.

Policy EC 5: Creation of viable redevelopment sites that appropriately transition to Maintenance Neighborhoods may need to incorporate adjacent residential properties.

Neighborhood Maintenance

The existing single-residence neighborhoods identified as Neighborhood Maintenance will be largely unchanged. The goal of this plan is to have in place those policies and programs that will help maintain the existing neighborhood character. Specific enhancements to the Neighborhood Maintenance areas that should occur include improved pedestrian and bicycle connectivity to the arterial street network and Gilbert Road light rail station and improved access to open space through acquisition and development of neighborhood scale parks in underserved areas.

Policy NM 1: Continue maintenance of the primarily suburban, single residence development pattern.

- Do not allow the intrusion of non-residential uses that break up the residential fabric of the neighborhood.
- Allow limited redevelopment with compatible multiple-residences, such as row houses and mansion apartments that can also serve as a transition from higher intensity developments

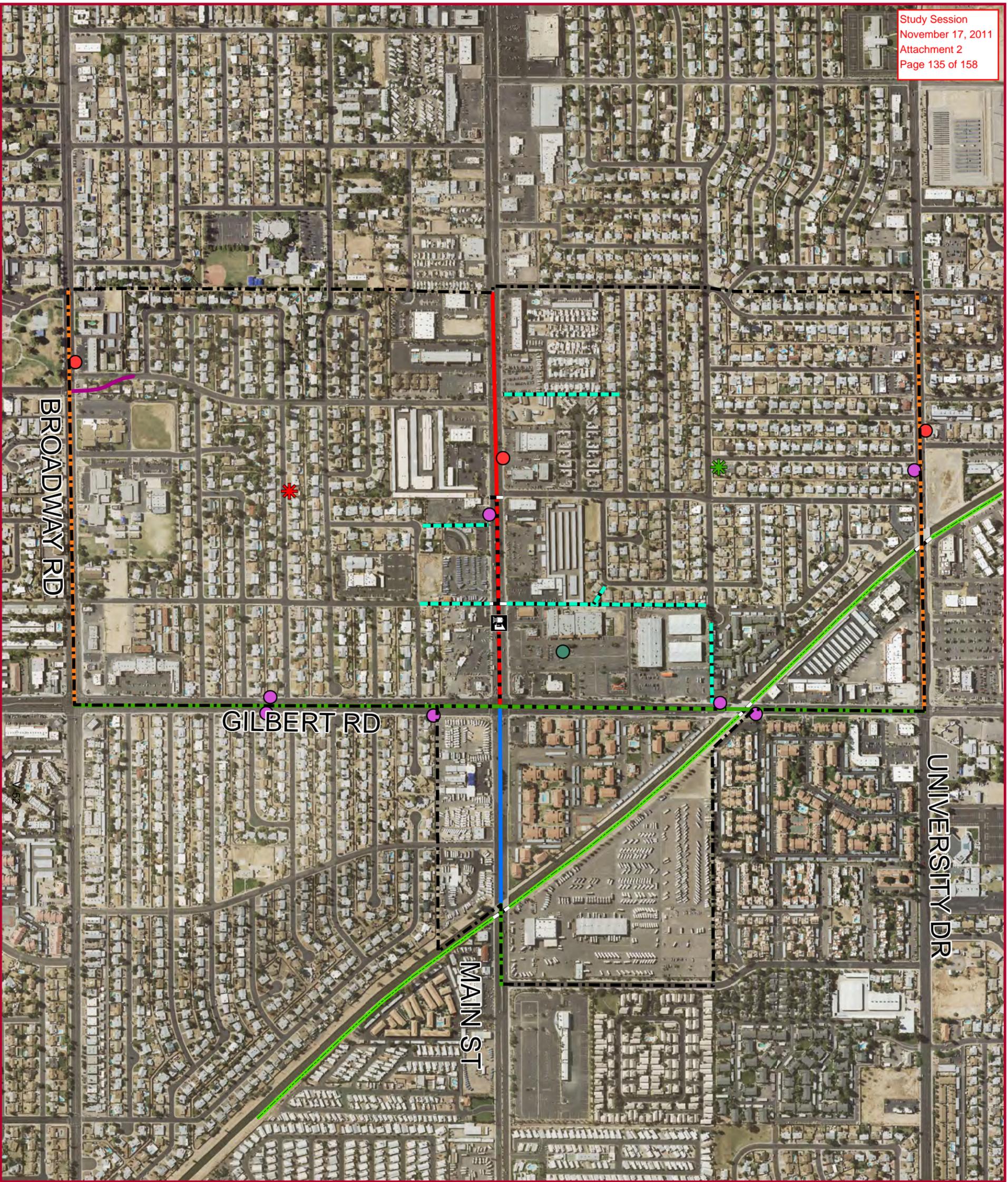
Policy NM 2: Encourage an improved pedestrian environment with the incorporation of pedestrian routes through Transit Village and Transit Adjacent – Residential developments that help connect Neighborhood Maintenance areas to the major arterials.

Policy NM 3: Encourage the acquisition and development of land for small-scale neighborhood parks within under-served neighborhoods.

Project NM 1: Incorporate new sidewalks on neighborhood streets where they do not currently exist.

Street Character and Mobility Plan

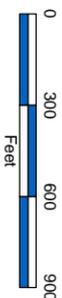
In addition to the general Street Character descriptions provided in Chapter IV, a description of street character and mobility plan recommendations within Gilbert/Main is provided below and shown on Map 24. The existing character of the streets within Gilbert/Main reflects an automobile dominated, suburban corridor that does not encourage use by pedestrians or bicyclist. Particularly the Downtown/Village Main Street, Village Connector, and Regional Transit Arterial will greatly benefit from developments that include street character improvements consistent with the recommendations of this Chapter. The recommended Mobility Plan identifies the location of a Gilbert Road light rail station, completion of the sidewalk network, and bus stop improvements. Very important to the Gilbert/Main Neighborhood, where street connections to Main Street and Gilbert Road are extremely few or non-existent, the mobility plan also shows general locations for off-street pedestrian connections between residential areas and Main Street and Gilbert Road.



Map 24

Central Main Plan
 - Street Character and Mobility Plan -
 - Gilbert and Main Neighborhood -

- Street Character**
 - Downtown/Village Main Street
 - Village Connector
 - Urban Transit Corridor
 - Semi-Urban Arterial
 - Regional Transit Arterial
 - Regional Arterial
 - Williams Realignment
- Transit**
 - Light Rail Station - Location TBD
 - Bus Stop Improvements - Seating and Shade
 - Bus Stop Improvements - Shade
 - Bus Stop Improvements - Seating
 - Transit Center - Location TBD
- Pedestrian**
 - Crosswalk
 - Multi-Use Trail
 - Pedestrian Connection
 - Sidewalks - Complete sidewalk networks
 - Neighborhood Park - Actual Location TBD



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Relationship to Adjacent Neighborhoods

The introduction of light rail and the long-term redevelopment of the Gilbert/Main Neighborhood will be more successful with thoughtful consideration of the relationship to the Fraser/Sherwood Neighborhood and the connection to surrounding neighborhoods. The transition in development scale, intensity, and character between neighborhoods should be seamless so that people on the ground will not be able to recognize when they pass from one neighborhood to another. The future light rail station will serve an area much larger than the Gilbert/Main Neighborhood, and as such, connection to the larger community should be addressed. Particular areas of relationship and connection include:

1. Providing connections to the single-residence development at the southeast corner of Gilbert Road and Main Street to the Central Main Area can improve the accessibility to, and success of the Gilbert/Main Neighborhood. Improved connections will also support the success of light rail and future commercial and employment developments in the Transit Station Village by providing improved access to both customers and employees. Improvements that should be considered include:
 - The Gilbert Road pedestrian environment between Main Street and Broadway Road.
 - A multi-use path along the Consolidated Canal that extends south to at least Broadway Road.
2. Provide connections to the multiple-residence developments at the southeast corner of Gilbert Road and University Drive and east of 22nd Place. Connection can improve the accessibility to, and success of the Gilbert/Main Neighborhood, light rail, and future commercial and employment developments. Improvements that should be considered include:
 - The Gilbert Road pedestrian environment Main Street and University Drive.
 - A multi-use path along the Consolidated Canal.
 - A pedestrian route that diagonally connects Main Street, the Consolidated Canal, and 22nd Place through future development in the Transit Adjacent-Village and Transit Adjacent-Residential east of Gilbert Road.
- Enhanced pedestrian crossings at the intersection of Gilbert Road and University Drive to improve access to the Gilbert and University Commercial/Mixed-Use Node.
3. The Broadway Road corridor has the potential to provide neighborhood service and retail to residents of the Gilbert/Main Neighborhood as well as residents south of Broadway Road. In particular, Reed Park is an area of increased activity. Additionally, as the only non-arterial street in the Neighborhood that connects Broadway Road to Main Street, Williams should be considered for creation of a neighborhood retail and service node at the intersection with Broadway Road.
4. Through the existing local and arterial street network, the portion of the Gilbert/Main Neighborhood north of Main Street has strong connections with the Fraser/Sherwood Neighborhood and both will benefit from any new infill and redevelopment projects. Except along arterial streets, there is very little connection between the portion of the Gilbert/Main Neighborhood south of Main Street and the Fraser/Sherwood Neighborhood. The potential for improved connections in this area in the future is limited. Consequently, care needs to be taken along all arterial street corridors to ensure that there is a coordinated pattern of development over time.

Neighborhood Planning Areas

Broadway Industrial



The Broadway Industrial Neighborhood is anchored around those areas along Broadway Road and Country Club Drive that are primarily industrial in nature. Industrial use in this Neighborhood got an early start in Mesa’s history with the development of the Union Pacific Rail line through this area. Over the years a variety of building types and land use activities have developed within this Neighborhood. The established character is a mixture of low-intensity industrial, commercial, and residential developments with buildings that are both brought to the street and setback behind large parking fields. The eastern portion of the Broadway Road corridor is primarily automobile oriented and includes a significant number of automobile service businesses.

Country Club Drive was previously designated as State Route 87, and with this designation came significant automobile traffic. This traffic necessitated the construction of an underpass at the Union Pacific Rail line.

The underpass has proven to be a barrier to vehicular and pedestrian connectivity in the area and creates a unique development situation that presents challenges to use of the adjacent properties.

The Broadway Industrial Neighborhood is far enough away that the influence of the light rail extension on future character will be less than other Neighborhoods. Consequently, the focus for this area is primarily to improve the appearance and provide opportunities for continued employment uses. The eastern portion of this neighborhood has the opportunity to transition over time away from the current uses to a mix of residential and local serving commercial activities. Adaptive reuse of existing buildings and creating a greater sense of identity and place are important for the future of this area. Potential development of the Inter-City Commuter Rail Line on the existing Union Pacific Rail line, however, would directly influence the character of properties west of Center Street.

ACTION PLAN

Preserve and adaptively re-use the former Citrus Growers Building.

Active code compliance and use of the Building Stronger Neighborhoods program to help reduce evidence of decline in some areas.

Institute a mural program for large buildings masses along Broadway with murals depicting the agricultural roots of Mesa.

KEY RECOMMENDATIONS

Transform the industrial blocks between 2nd Ave. and 3rd Ave. east of Sistine to residential uses.

Transform the area of Broadway from Mesa Drive to Sistine to a more mixed-use village.

Redevelop the southwest corner of Broadway and Country Club into a walkable mix of commercial and residential uses.

HISTORY OF CHANGE

As the name for this Neighborhood suggests, the key attribute of this area is the primarily industrial nature of development within the Broadway Road and Country Club Drive corridors. This, however, was not always the case. The portion of this Neighborhood located east of Country Club Drive, north of Broadway Road, and west of Mesa Drive was within the original one-square mile town site plat approved in 1883 and based on the “City of Zion” plan. A unique twist on this town planning concept included the narrow blocks that front onto the north side of Broadway Road and west side of Mesa Drive. The remaining portions of this neighborhood were brought into the City in 1930 and 1948.

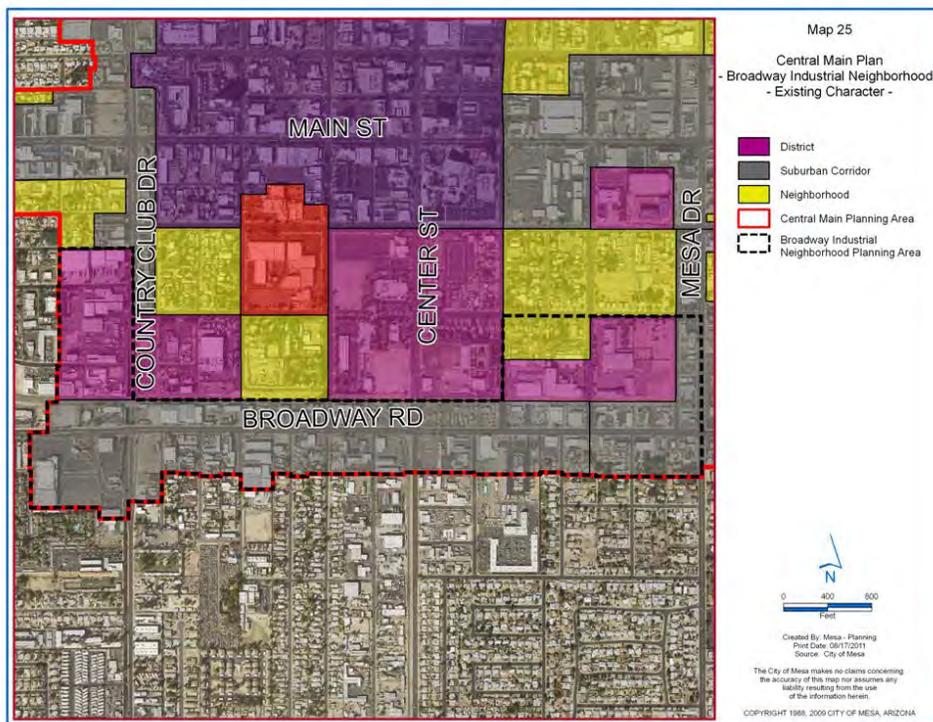
Originally, much of this area would have been devoted to agricultural uses. Partially due to the railroad that ran through this Neighborhood, agricultural uses gave way to a long tradition of industrial and warehouse uses. The railroad that was established early in the City's history helped spur the industrial and warehousing uses in this area, a prominent component of which was the industrial uses associated with the processing of agricultural products. The grain elevator and citrus packing plants are reminders of these historic uses. Initially, the tracks continued along the 3rd Avenue alignment and circled the City. Later the tracks east of Center Street and the northern loop were removed and all that remains is the current Union Pacific Rail line. The presence of the Union Pacific Rail line in the western portion of the Neighborhood now forms a substantial barrier between this Neighborhood and the Downtown Neighborhood.



The Southern Pacific Depot located at Robson and 3rd Avenue, circa 1930

The designation of Country Club Drive as State Highway 87 as part of the original State highway system in 1927 also influenced the character of the Neighborhood. Because of State highway designation, Country Club Drive carried larger volumes of traffic and adjacent uses evolved to cater to the motoring public. Later, to avoid the conflict with trains, it became beneficial to construct the State Highway railroad underpass. This resulted in a unique intersection to be created with Broadway Road which has created a barrier to connectivity and resulted in development challenges for the adjacent properties. Both Broadway and Country Club are high traffic arterial streets with low density, strip corridor development.

As shown on Map 25, there are a variety of development forms within this area. While there is an area of residential neighborhood and some commercial uses within the suburban corridor, the majority of this area has been devoted to industrial uses. These industrial uses have occurred in specifically built industrial districts and within the suburban corridor. Most recently, industrial uses have begun to encroach into formerly residential areas south of Broadway Road. Within this neighborhood, some buildings are constructed close to the street while others are set back with parking fields separating them from the street. Most buildings are single-story and single-purpose. A notable exception to the building character is the grain elevators. In addition to the building character described above, open storage lots are another prominent feature of this area. There are very few residential properties or residents within this area. Those that do exist are located south of 2nd Avenue between Sirrine and Hibbert and south of Broadway Road between Mesa Drive and Pasadena. These areas contain a mix of single- and multiple-residence properties.



CATALYSTS FOR CHANGE

The previously described catalysts for change described in this plan will have less direct impact on redevelopment in the Broadway Industrial Neighborhood. However, the impact these catalyst are expected to have on the Downtown Neighborhood will, by relationship, have an impact on this Neighborhood. Specific issues and opportunities affecting this Neighborhood that are further catalyst for change include:

- Vacant and underutilized buildings provide the opportunity for re-investment in the area.
- Historic buildings such as the Citrus Growers building provide the opportunity for adaptive re-use.
- The expanding Downtown Neighborhood with light rail will generate interest in redevelopment within this area.

BROADWAY INDUSTRIAL VISION FOR CHANGE

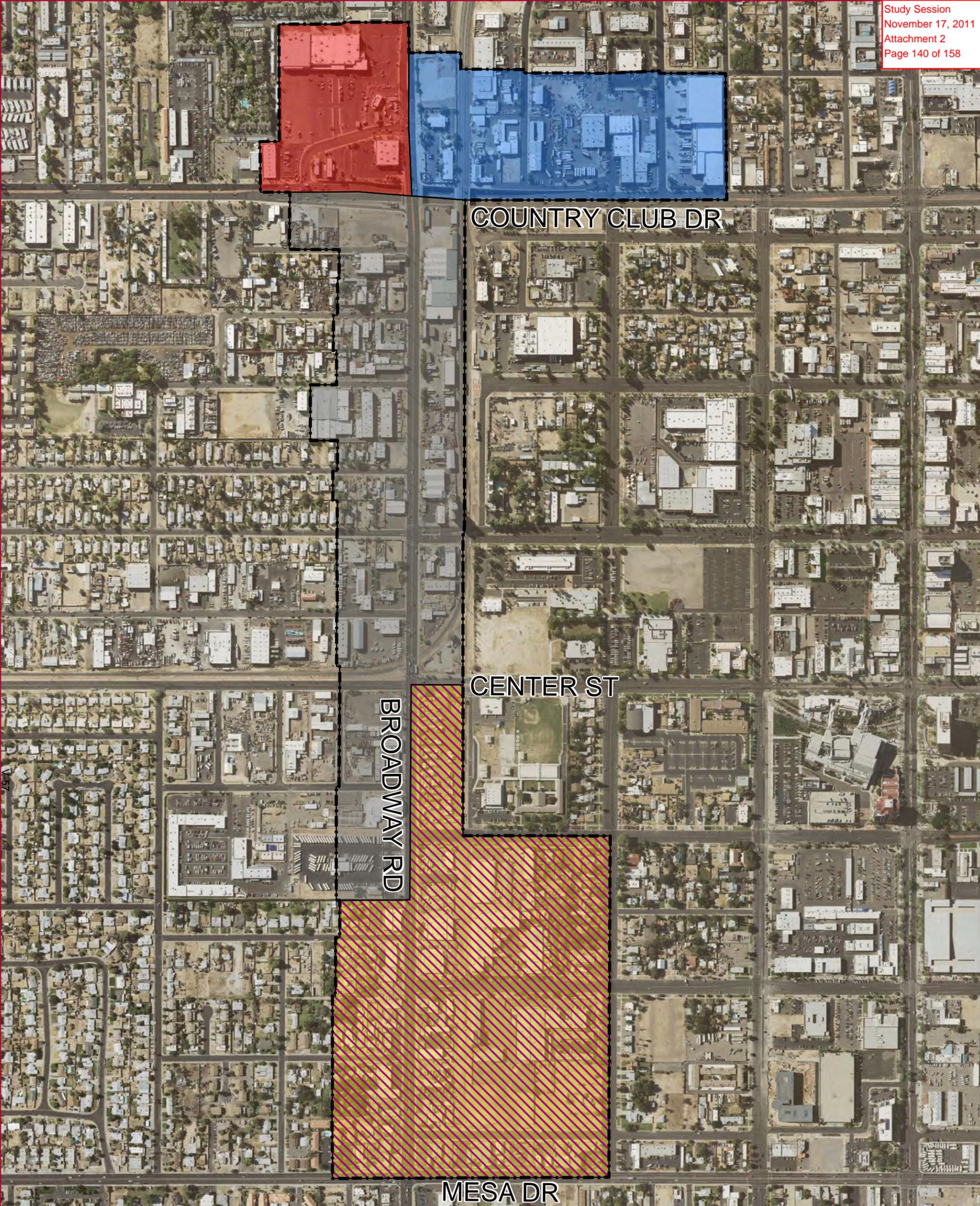
Into the future, this area will evolve into a more people-friendly, prosperous, and environmentally-conscious neighborhood. Broadway Road and Country Club Drive will remain as major arterial streets carrying high volumes of traffic. The form of development will continue to be generally auto-oriented, but improvements to the pedestrian environment will mitigate the impact of automobiles and make a more friendly and enjoyable pedestrian and bicycle experience. In the short term, industrial and warehouse uses will remain in areas near the Union Pacific Rail line, but efforts will focus on improving the quality and appearance of these properties. In the longer term, the Union Pacific Rail line will remain, but with the potential for an Inter-City Commuter Rail line, development potential exists in the vicinity of a station. The most significant change is anticipated in the eastern portion of the Neighborhood with a transformation to a more residential character, including local-serving commercial use.

Organizing Element

This Neighborhood consists of long shallow corridors on Broadway Road and Country Club Drive. Within these areas, there will be limited change to the basic form of development. The key element to create/improve the character and vitality of this area will be an improved streetscape. Developing a consistent streetscape design and implementing that design along with the implementation of a mural program for the blank walls of large buildings will create a sense of place and identity for this area.

TOOLS FOR CHANGE

Effectively achieving the desired changes in this area over time will require focusing on the needs of the various areas of the neighborhood and implementing those policies, projects, and programs that can accomplish the desired results. In addition to the plan policies and recommendations for the entire Central Main Area, this section will describe Broadway Industrial specific plan policies and recommendations. In combination with the general Building Form and Development Character descriptions provided at the beginning of this Chapter, a detailed description of each Building Form and Development character type within the Broadway Industrial Neighborhood is provided below and shown on Map 26.



Map 26

Central Main Plan
 - Broadway Industrial Neighborhood -

- Recommended Building Form and Development Character**
- Employment District
 - Commercial/Mixed-Use Node
 - Evolution Corridor
 - Transformation Neighborhood



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 Print Date: 07/26/2011
 Source: City of Mesa

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Employment District

This area consists of the medium to large industrial uses north of Broadway Road and west of Country Club Drive and was also included in the *West Main Street Neighborhood Area Plan*. This area will maintain essentially the same industrial use and intensity character into the future. The focus for transition of this area will be improvement to the quality of the streetscape, which could include additional landscaping and building façade renovations. These recommendations are consistent with the adopted *West Main Street Neighborhood Area Plan*, which also recommended continued industrial uses in this area and placed an emphasis on creating a pedestrian-friendly environment.

Commercial/Mixed-Use Node

This area suffers from a lack of visibility and direct access to Country Club Drive and limited access from Broadway Road due to the non-standard Broadway Road and Country Club Drive intersection, necessitated by the depression of Country Club Drive. Incorporating sprawl repair techniques, the current vacant buildings and large, underutilized parking fields can be redeveloped with a mix of uses. Given the access and visibility issues, the primary use should be residential, but the mix of uses can be either vertical or horizontal, or both, in a pedestrian friendly pattern that can create some synergy for this area. Consideration could be given to proposals that directly tie this property to the existing neighborhoods to the south and west.

Policy CN 1: Encourage redevelopment of the property on the west side of the Broadway Access Road by rezoning to one or more zoning districts that will allow residential development in a mixed-use environment.

Evolution Corridor

The area adjacent to Broadway Road from Country Club Drive to Center Street on the north side and from Country Club Drive to the back of the residential area along Pasadena on the south side is primarily an industrial/warehouse area. This area will continue to focus on these types of uses into the future. The primary focus for this area is the improvement to building appearance and public realm enhancements that result in a safer, friendlier, and more enjoyable pedestrian and bicycle environment. Associated with this is the goal to improve multi-modal transportation options.

Policy EC 1: Encourage creation of a unique sense of place with murals on the sides of buildings along the Broadway Road corridor between Mesa and Country Club Drives.

Policy EC 2: As properties redevelop, work with the property owners to reduce/consolidate curb cuts, reduce signage, and install landscaping consistent with City standards.

Policy EC 3: Support the protection of residential properties on the south side of Broadway Road through the provision of screening and buffering in conjunction with redevelopment of adjacent industrial properties.

Policy EC 4: Support the designation of the Mesa Citrus Growers facility as a historic landmark and assist in efforts for adaptive re-use of this facility.

Project EC 1: Any planned street improvement projects in this area should include improvements to the rights-of-way that balance the needs of pedestrian and automobiles.

Project EC 2: Assist with efforts to process a Historical Landmark designation on the Citrus Growers facility.

Project EC 3: Proactively assist property owners with efforts to evaluate the re-use options of existing buildings and address any Zoning and Building Code issues identified.

Program EC 1: Establish a Broadway Road corridor mural program that establishes general themes and guidelines, solicits artists and painters, and provides materials.

Transformation Neighborhood

The areas on the north and south sides of Broadway Road extending west from Mesa Drive to Center Street on the north and just west of Pasadena on the south have the opportunity to transform over time into more cohesive neighborhood. Broadway Road will continue to be a high-volume traffic street, but efforts will focus on mitigating the limitations this places on improving the pedestrian nature of the street and the connections across the street. Industrial and auto-oriented uses will evolve over time into retail, multi-residence, and/or mixed-use developments that serve the traffic on Broadway Road and adjacent residential areas.

Policy TN 1: Support redevelopment along the south side of Second Avenue that is compatible with the residential properties on the north side of Second Avenue and provides a quality pedestrian environment.

Policy TN 2: Encourage the transformation of the industrial area north of the 3rd Avenue alignment and west of Pomeroy from current uses to an urban neighborhood with multiple-residence developments that increase in intensity from north to south.

Policy TN 3: Support redevelopment of properties facing Mesa Drive and Broadway Road that remove industrial, open storage, and automobile storage uses. Preferred redevelopments include retail, office, and/or mixed uses that serve both the arterial street traffic and adjacent neighborhoods.

Policy TN 4: Support the maintenance of the residential areas south of Broadway that are viable and important neighborhoods. Redevelopment of properties along the south side of Broadway need to be compatible

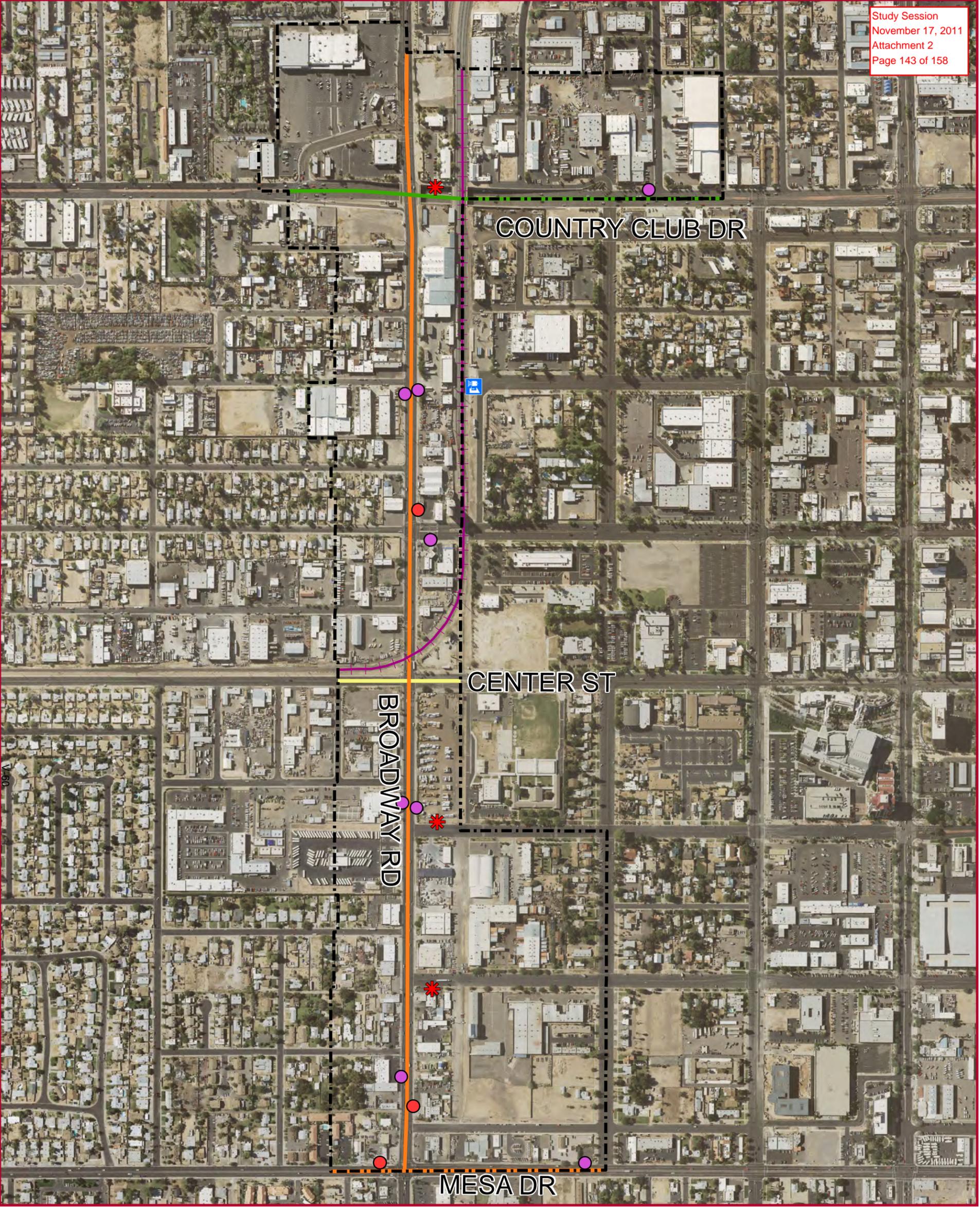
these neighborhoods and provide proper transitions or buffers, include services for local residents, and improve pedestrian connections.

Project TN 1: In conjunction with adjacent property owners, prepare a plan to narrow or eliminate the 3rd Avenue right-of-way east of Serrine. This project will maintain any needed utility corridors and provide for storm water drainage and may maintain pedestrian and/or vehicular circulation while increasing the buildable area and improving the connectivity between properties on each side of this right-of-way.

Project TN 2: Close a portion of Pomeroy midway between Broadway Road and 2nd Avenue and integrate the vacated right-of-way into a redevelopment that incorporates the block facing Mesa Drive with the block to the west. Access along Pomeroy from Broadway Road and 2nd Avenue with the creation of cul-de-sacs.

Street Character and Mobility Plan

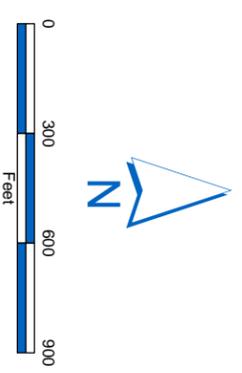
In addition to the general Street Character descriptions provided in Chapter IV, a description of street character and mobility plan recommendations within Broadway Industrial is provided below and shown on Map 27. The existing character of the streets within Broadway Industrial reflects an automobile dominated, suburban corridor that does not encourage use by pedestrians or bicyclist. Particularly the Semi-Urban Arterial and Regional Transit Arterial will greatly benefit from street improvements consistent with the recommendations of this Chapter, either as part of redevelopment projects or as capital improvement projects that encourage redevelopment. The recommended Mobility Plan identifies the location of a potential Inter-City commuter rail alignment and station, completion of the sidewalk network, and bus stop improvements.



Map 27

Central Main Plan
 - Street Character and Mobility Plan -
 - Broadway Industrial Neighborhood -

- Street Character**
 - Semi-Urban Arterial
 - Regional Transit Arterial
 - Regional Arterial
 - Collector Street
- Transit**
 -  Commuter Rail Station - Location TBD
 -  Bus Stop Improvements - Seating and Shade
 -  Bus Stop Improvements - Shade
 - Inter-City Commuter Rail
- Pedestrian**
 -  Sidewalks - Complete sidewalk networks



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Relationship to Adjacent Neighborhoods

The Broadway Industrial Neighborhood is an aging suburban corridor along major streets and adjacent to a downtown area that will transform into an intense, pedestrian-oriented, urban environment. While Broadway Road and Country Club Drive will continue to be primarily automobile-oriented places, there will be strong connections to the Downtown Neighborhood and the areas south of Broadway Road not within the Central Main Area. The transition in development scale, intensity, and character between these areas should focus on the comfort of pedestrians. Particular areas of relationships and connection include:

1. The portion of the Evolution Corridor between MacDonald and Center Street is connected to the Downtown Education District just to the north. Continued development and re-use of properties in this area, particularly the portions that face Center Street need to be compatible with future development in the Education District.
2. The arterial street network (Country Club Drive and Broadway Road) are unifying elements between adjacent Neighborhoods. Streetscape improvements to the arterial street network will be coordinated to create seamless networks between Neighborhoods.

Regulating Plan/Zoning Map

This Neighborhood includes areas that are proposed to be covered by the new Form-Based Code and areas currently zoned with Town Center Districts that are proposed to be rezoned to compatible standard zoning district. City staff will proactively work with property owners to implement the Form-Based Code regulating plan and proposed standard zoning for the Broadway Industrial Neighborhood as shown on Map 28.

Neighborhood Planning Areas

University North



The University North Neighborhood generally encompasses those portions of the Central Main Planning Area located north of University Drive. The majority of this area is devoted to residential use and most of these residential areas are in good shape and should be maintained into the future. There are, however, some areas that have not aged as well and will need some work in the coming years to retain viability.

This Neighborhood is anchored around the primarily single-residence areas of Evergreen and Washington Park, which represents some of the oldest areas located outside of the original square mile. Particularly, the Evergreen Historic District is one of the first platted subdivisions outside of the original square mile and the Washington Park area was originally developed to provide homes for Mesa's non-white population.

University Drive tends to disconnect this Neighborhood from Downtown and its intersections with Country Club and Mesa Drives are the locations for low-intensity, suburban commercial and institutional uses that are oriented more to the streets and motorists than to adjacent neighborhoods. The Neighborhood is also home to the former Escobedo public housing development owned by the City. Escobedo, which encompasses approximately 10 acres, was closed in 2008 and represents a redevelopment opportunity in the Neighborhood.

The University North Neighborhood is far enough away that the direct influence of the light rail extension on future character will be less than other Neighborhoods, but indirectly, the proximity to Downtown will have some influence on future character. Consequently, the focus for this area is primarily to maintain and enhance the existing residential areas. Consistent with this focus, the suburban commercial areas should be re-invented to balance the needs of pedestrians and motorists and connect them with the residential areas. Future redevelopment of the Escobedo area will need to be sensitive to the adjacent Washington Park Neighborhood and help provide connections to the commercial and employment areas to the east and south.

ACTION PLAN

- Preservation of the Evergreen Historic District
- Conservation of the La Cruz and Washington Park neighborhoods
- Redevelopment of the Escobedo area into a mixed income neighborhood

KEY RECOMMENDATIONS

- Evolution of the Country Club and University intersection into a more mixed-use, urban development form
- Improved streetscapes along major streets to provide amenities for pedestrians
- Improved pedestrian connections across University Drive and across Center Street
- Transformation of the northwest corner of Mesa Drive and University into a pedestrian oriented commercial center that provides for the needs of nearby residents
- Maintenance and expansion of the medical facilities on the east side of Mesa Drive

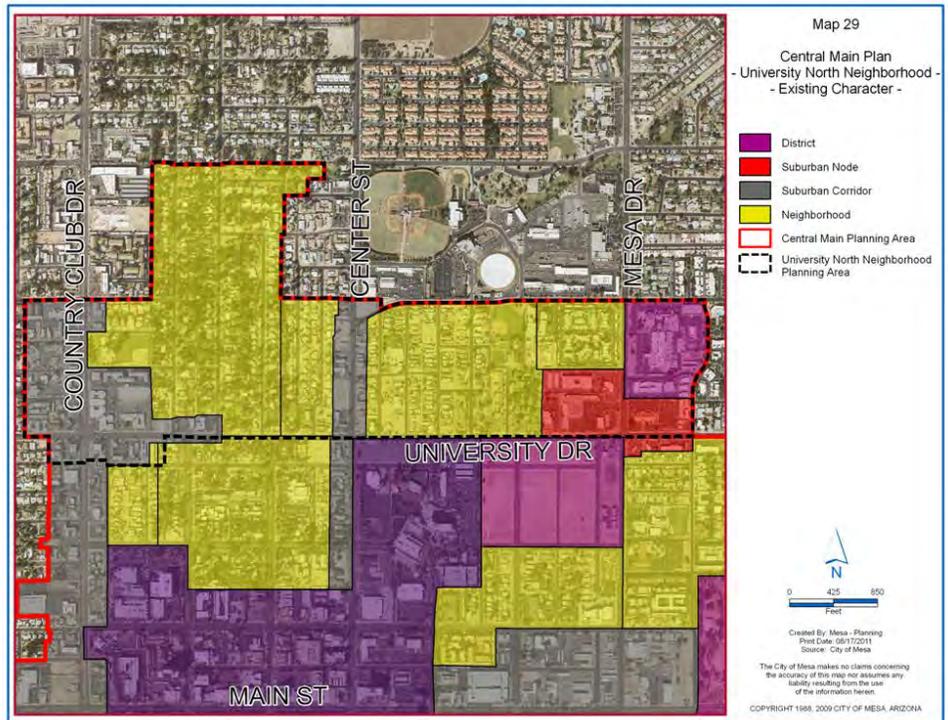
HISTORY OF CHANGE

The key attribute of the University North Neighborhood is the primarily residential nature of the development in the area, which represents some of the earliest residential subdivisions in Mesa's history. The Evergreen subdivision (MacDonald, Grand, and Robson north of University) was originally platted in 1910 and through the early 1900s was considered Mesa's single most prominent middle and upper class suburban neighborhood. In 1999, Evergreen Historic District was established locally and listed on the National Register of Historic Places in

recognition of its significant history, architectural diversity and quality, and urban streetscape. Originally platted in the early 1920s as Verde Vista, Mitchell Addition, and Tuskegee Place; the Washington Park area (Center Street east to Pasadena, north of University) was developed to house Mesa’s Mexican-American and African-American residents. At one time the area had its own school, Booker T. Washington Public School, and recreation center with swimming pool. The Escobedo area (Pasadena east to Hibbert north of University) dates from the 1940’s and served as housing for servicemen and their families during World War II. Following the war they became public housing run by the City of Mesa. The City closed this development in 2008 due to health concerns for residents of these dwellings. The Washington Park/Escobedo area is seen as an asset to the City and the planning area because of its rich history, active residents, and affordable housing. Issues identified with this area include vacant buildings and properties, existing multi-residence zoning, commercial intrusions, and evidence of poor property maintenance.

As shown on Map 29, the University North Neighborhood is also home to a primarily duplex neighborhood known as La Cruz (Drew Street E and W, north of University). This area was developed with two long blocks that results in limited connection to arterial streets or neighboring subdivisions. La Cruz is generally well maintained, however, ongoing property maintenance could be an issue, as well as potential impacts from redevelopment along Center Street. An area of suburban style multi-residence is located at the intersection of Mesa Drive and Sixth Street. Mercy Housing of Arizona operates a senior apartment complex and a family apartment complex at the southwest corner of Mesa Drive and Sixth Avenue and the Salvation Army has a housing facility and associated public support operations just to the west along Sixth Avenue.

The designation of Country Club Drive as State Highway 87 as part of the original State highway system in 1927 also influenced the character of the Neighborhood. Because of State highway designation, Country Club Drive carried larger volumes of traffic, gave little consideration to pedestrians, and adjacent uses evolved to cater to the motoring public. The suburban corridor at the intersection of Country Club and University Drives is an example of this influence. Development in the area is an odd mix of buildings pulled up close to the street and some setback behind parking fields. Newer development at the southwest and southeast corners of this intersection have been designed and built to provide a more pedestrian friendly development pattern. Except for the newer developments, this corridor has minimal landscaping and sidewalks are placed close to the street. Generally, there is very little in place to make this a pedestrian friendly environment.



Development in the area is an odd mix of buildings pulled up close to the street and some setback behind parking fields. Newer development at the southwest and southeast corners of this intersection have been designed and built to provide a more pedestrian friendly development pattern. Except for the newer developments, this corridor has minimal landscaping and sidewalks are placed close to the street. Generally, there is very little in place to make this a pedestrian friendly environment.

An additional suburban corridor is located along Center Street north of University Drive. This corridor has the suburban pattern of development with small, individually accessed lots facing the street and no connection to the adjacent properties. However, this corridor is in transition as the existing uses are largely left over from its early development as a residential street with structures located close to the street on narrow and shallow lots. There are several vacant lots within this corridor.

Distinct from suburban corridor development, a suburban commercial node exists at the northwest corner of University and Mesa Drives that is very car-oriented and has no connection to the adjacent residential developments. This node consists of mostly one-story buildings set behind large parking fields with limited landscaping along the sidewalks and practically non-existent internal landscaping or pedestrian connections. This area typifies many of the issues raised with regards to the quality of the commercial development that exists in this area, i.e. lack of trees/landscaping; unappealing visual appearance; heat island affect; uninviting pedestrian environment; and pattern of development that results in multiple curb cuts. The opportunity exists to redevelop this node as development occurs on the southwest corner of University and Mesa Drives. Existing bus routes on Mesa and University Drive, as well as the proximity to the future light rail station at Mesa Drive provide an opportunity for increased intensity at this location.

The Mesa Regional Medical Center and surrounding medical office uses make up a special use district at the southeast corner of Mesa Drive and 6th Street. Some of the hospital and medical offices are two stories tall, but most of the development is single-story. In this area, 4th Place and LeSueur have narrow rights-of-way and many of the buildings are located close to the street, which in combination starts to create a more urban feel. The medical center was specifically listed as an asset to the planning area.

CATALYSTS FOR CHANGE

The catalysts for change previously described in this plan will have less direct impact on redevelopment in the University North Neighborhood. However, the impact these catalyst are expected to have on the Downtown Neighborhood will, by relationship, have an impact on this Neighborhood. These catalyst encourage the transition to an more urban development pattern within the suburban corridors and node. Care must be taken to encourage this transition while protecting the existing residential areas from inappropriate development. Specific issues and opportunities affecting this Neighborhood that are further catalyst for change include:

- Vacant and underutilized buildings and properties provide an opportunity for reinvestment.
- Re-use/redevelopment potential of the Escobedo Public Housing area.
- Addressing property maintenance and neighborhood infill opportunities.
- Improving connection of existing residential area across University Drive to the Downtown and Temple/Pioneer Neighborhoods.
- Redevelopment opportunity for the properties that front onto Center Street.

UNIVERSITY NORTH VISION FOR CHANGE

Into the future, the primary goal for this Neighborhood is maintenance and enhancement of the existing residential areas. Country Club, Mesa, and University Drives will remain major arterial streets carrying high volumes of traffic, but a more urban form of development will be encouraged to evolve these streets from suburban corridors and nodes into urban nodes of commercial activity. Over time, the intensification and redevelopment that creates these urban nodes will result in better integration with the adjacent neighborhoods, an improved pedestrian environment that mitigates the impact of automobiles and makes a friendlier and more enjoyable pedestrian and bicycle experience, and provides local-serving commercial uses for nearby residents. The general intensity and density of development will remain relatively the same, but there may be some intensification along the major streets.

Organizing Element

The primary organizing elements for this neighborhood are the existing residential areas. These are older neighborhoods with long, rich histories add to the fabric of our community. This Plan seeks to preserve and conserve these areas. Consequently, the redevelopment that can occur on the edges, particularly at arterial street intersections, will need to be sensitive to these neighborhoods while providing services and shopping for the adjacent neighborhoods. Another key element to create/improve the character and vitality of this area will be an improved streetscape. Developing a consistent streetscape design and implementing that design will strengthen the sense of place and identity of this area.

TOOLS FOR CHANGE

As described above, the University North Neighborhood Planning Area has distinctive elements and character that requires plan consideration. Effectively achieving the desired character in this area over time will require focusing on the needs of the various areas of the neighborhood and implementing those policies, projects, and programs that can accomplish the desired results. In addition to the plan policies and recommendations for the entire Central Main Area, this section will describe Broadway Industrial specific plan policies and recommendations. In combination with the general Building Form and Development Character descriptions provided at the beginning of this Chapter, a detailed description of each Building Form and Development character type within the Broadway Industrial Neighborhood is provided below and shown on Map 27.

Employment District

The commercial uses on the west side of Mesa Drive are envisioned to transform into a more pedestrian-friendly environment that is interconnected and connected with adjacent residential developments. This transformation will be influenced by the extension of light rail and should include uses that will be compatible with and support the future Employment District at the southwest corner of Mesa and University Drives, such as restaurants, retail, and office. The eastern portion of this Employment District will evolve more slowly, with primary emphasis placed on improvements to the streetscape, property maintenance, and expansion and improvement of the Mesa Regional Medical Center. Intensification of properties in this Employment District to achieve these goals will be supported.

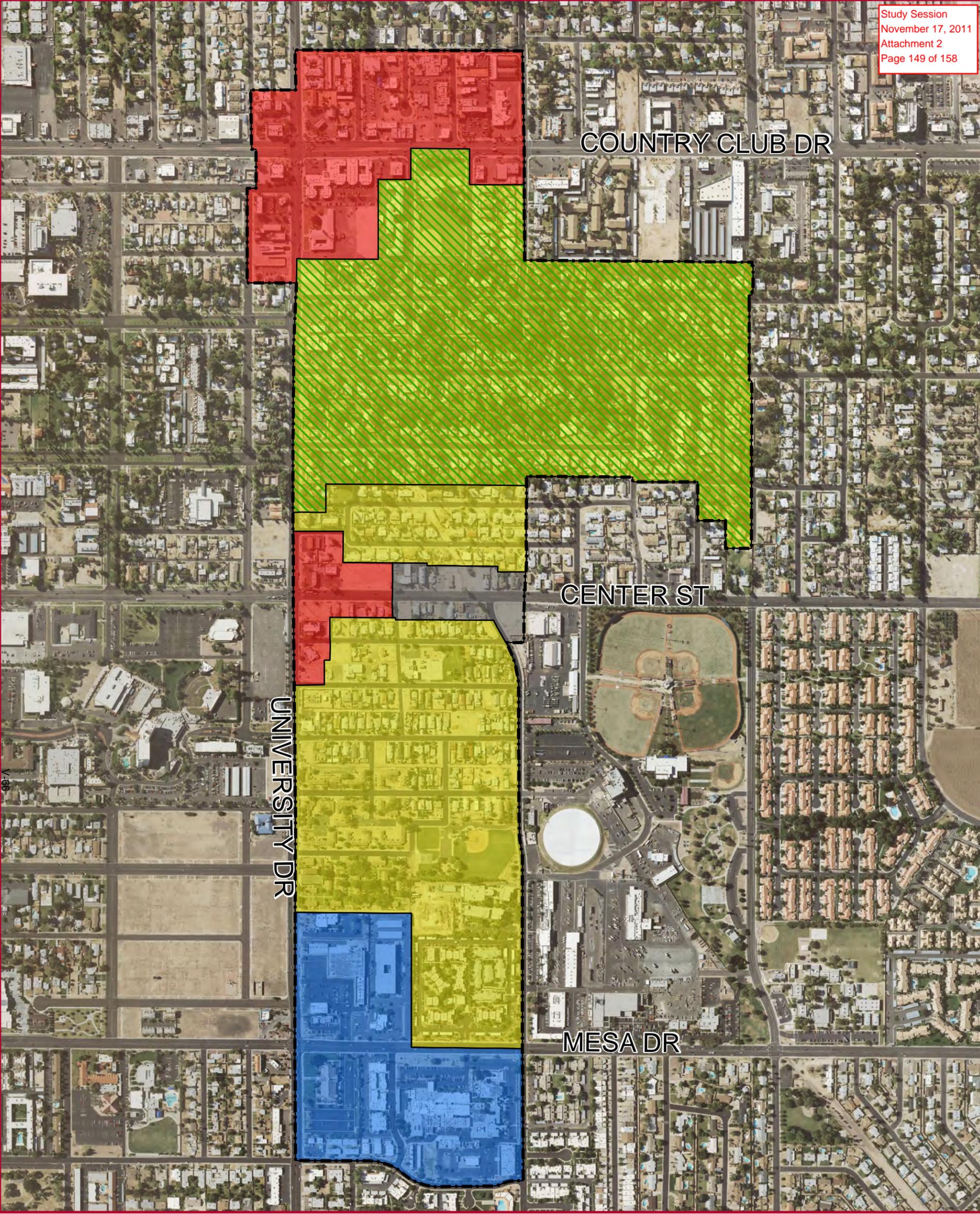
Policy ED 1: Redevelopment through this area should reinforce an active streetscape and encourage pedestrian activity.

- Ground floor retail and commercial uses, particularly neighborhood serving uses to decrease dependence on the automobile on the west side of Mesa Drive
- Minimum 8-foot wide sidewalks on Mesa and University Drives. Sidewalks should incorporate amenities and shade.

Policy ED 2: Encourage improved integration with the adjacent residential areas with pedestrian connections.

Policy ED 3: Encourage infill and redevelopment of the northwest corner of Mesa and University Drives with uses that are compatible with and support the success of the Employment District located at the southwest corner of Mesa and University Drives.

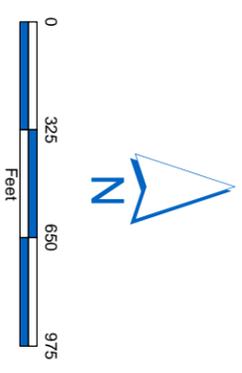
Policy ED 4: Support the expansion and improvement of the Mesa Regional Medical Center.



Map 30

Central Main Plan
 - University North Neighborhood -

- Recommended Building Form and Development Character**
- Employment District
 - Commercial/Mixed-Use Node
 - Evolution Corridor
 - Neighborhood Preservation
 - Neighborhood Maintenance



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Commercial/Mixed-Use Node (Country Club/University and Center/University)

Country Club and University

This corner has a very auto-centric development pattern that should evolve over time to a more pedestrian-friendly, urban pattern. The newer developments at the southwest and southeast corners of this intersection are examples of the desired character and set the standard redevelopment in this area. Uses should be mixed with retail and office uses occupying lower floors and residential on upper floors or lots further from the intersection. Enhanced landscaping and street furniture should be provided along the street frontages to improve the pedestrian environment.

Policy CC 1: Redevelopment through this area should reinforce an active streetscape and encourage pedestrian activity.

- Ground floor retail and commercial uses, particularly neighborhood serving uses to decrease dependence on the automobile.

- Minimum 8-foot wide sidewalks on Country Club and University Drives. Sidewalks should incorporate pedestrian amenities and shade.

Project CC 2: Eliminate physical barriers between individual properties to allow increased pedestrian activity.

Center and University

Much of the property adjacent to this intersection is underutilized. Consequently, the plan envisions infill and intensification of this area. Development that occurs should have an urban form with buildings addressing the street and with a frontage type that engages the street and encourage pedestrian activity. Primary uses will be neighborhood serving commercial and office, including limited employment uses. Vertically mixed uses with residential on upper floors could also be accommodated.

Policy CU 1: Encourage redevelopment on the east side of Center to responds to the needs of the adjacent neighborhood by providing incubator space for local businesses, providing jobs for local residents, and/or meeting daily shopping needs.

Policy CU 2: Redevelopment through this area should reinforce an active streetscape and encourage pedestrian activity.

- Ground floor retail and commercial uses, particularly neighborhood serving uses to decrease dependence on the automobile.
- Minimum 8-foot wide sidewalks on Center Street. Sidewalks should incorporate pedestrian amenities and shade.

Evolution Corridor

That portion of Center Street north of 5th Street will continue to function as a corridor. However, over time it will transition from a suburban single-residence development pattern to a mixture of multi-residence, office, and commercial activities that use an urban development pattern. Additional focus will be placed on improvements to the public realm that result in a safer, friendlier, and more enjoyable pedestrian and bicycle environment. Consolidated parking should be located to the sides of buildings to allow them to move forward and engage the street.

Policy EC 1: Support the evolution of this area to an urban development pattern with buildings that address the public realm and integrate with adjacent residential neighborhoods.

- Mixed-use is not anticipated, but may be allowed.
- Emphasis should be placed on neighborhood serving retail and commercial uses, but multiple-residences may be allowed.

- Parking should be located to the side or rear of buildings. Shared parking arrangements are encouraged.

Policy EC 2: As properties redevelop, work with the property owners to reduce/consolidate curb cuts, reduce signage, and install landscaping consistent with City standards.

Policy EC 3: Support the protection of residential properties in the LaCruz and Washington Park neighborhoods with appropriate transitions in scale and/or provision of screening and buffering with redevelopment of this area.

Neighborhood Preservation (Evergreen Historic District)

Most of the identified Neighborhood Preservation area is within the Evergreen Historic District. This is a strong, well-maintained and viable residential neighborhood that should be preserved and enhanced into the future. The Evergreen Historic District was first platted in 1910 as the first subdivision outside the original square mile townsite area. This subdivision developed slowly and reflects several periods of development. The fringes of this area along Country Club and University Drives are not within the historic district, but provide a transition from more intense to the Evergreen Historic District. Consequently, maintenance of these areas is critical to the preservation of the remainder of the Neighborhood Preservation area.

Policy EG 1: Continue preservation of this historic neighborhood to provide a variety of housing options and maintain a sense of Mesa's historic development pattern.

Policy EG 2: Encourage the transition of the Country Club and University Drive Commercial/Mixed-Use Node into a high-quality, urban, mixed-use development pattern that provides destinations for residents of the Neighborhood Preservation area.

Policy EG 3: Review all development proposals within the Country Club and University Drive Commercial/Mixed-Use Node for appropriate transitions and compatibility with the Evergreen Historic District through building and site design.

Policy EG 4: Preserve the historic character within the Evergreen Historic District through active utilization of the historic district overlay.

Project EG 1: Complete the neighborhood sidewalk system by installing a sidewalk on 7th Place.

Neighborhood Maintenance (La Cruz and Washington Park/Escobedo)

La Cruz

The La Cruz area is a primarily duplex neighborhood along two long streets. As part of a neighborhood improvement project, three playground areas were constructed on the right-of-way of the former Mesa Canal, which diagonally bisects the La Cruz area. This area has been well maintained to date; however, because it is a duplex neighborhood absentee ownership is more common and continued property maintenance will be the focus into the future.

Policy LC 1: Continue to provide active and consistent code compliance in this area go ensure properties continue to be well maintained.

Policy LC 2: Review all development proposals within the Center and University Commercial/Mixed-Use Node for appropriate transition and compatibility with the La Cruz neighborhood through building and site design.

Project LC 1: Establish a tree planting program to enhance the quality of the area and provide shade for pedestrians and structures.

Project LC 2: Work with the neighborhood to secure resources necessary to improve the established recreation areas. Include a paved and shaded sidewalk connecting to Center Street.

Washington Park/Escobedo

The Washington Park and Escobedo areas have a long history within Mesa. Platted in the early 1920s as a neighborhood for minorities, Washington Park contained its own schools, churches, and businesses. This history makes it a unique place in Mesa and many of the current residents treasure that uniqueness and desire to see it maintained. Escobedo has served the City and citizens for many years by providing a low cost housing option. Continuing into the future, these neighborhoods need to be maintained and rejuvenated in a way that maintains the sense of history and place, provides workforce housing, and contributes to the continued growth of the downtown area.

Policy WP/E 1: Maintain the historic neighborhood scale and intensity in the Washington Park area.

Policy WP/E 2: Encourage redevelopment of the Escobedo area with mixed-income housing. This could include retaining and integrating portions of the existing Escobedo Apartments into the new development.

Policy WP/E 3: Continue to provide active and consistent code compliance in this area to ensure properties are well maintained.

Project WP/E 1: Design home plans that provide infill options that fit on vacant lots in Washington Park. Plans should incorporate energy conservation techniques.

Project WP/E 2: Actively work with property owners to rezone the Washington Park/Escobedo area consistent with the intended development pattern and density.

- Consider using the Infill Development zoning district to allow flexibility in development and uses within the neighborhood.

Project WP/E 3: Establish greater connectivity between the Washington Park/Escobedo area and the adjacent Commercial/Mixed-Use Node, Employment District, and multi-residence areas.

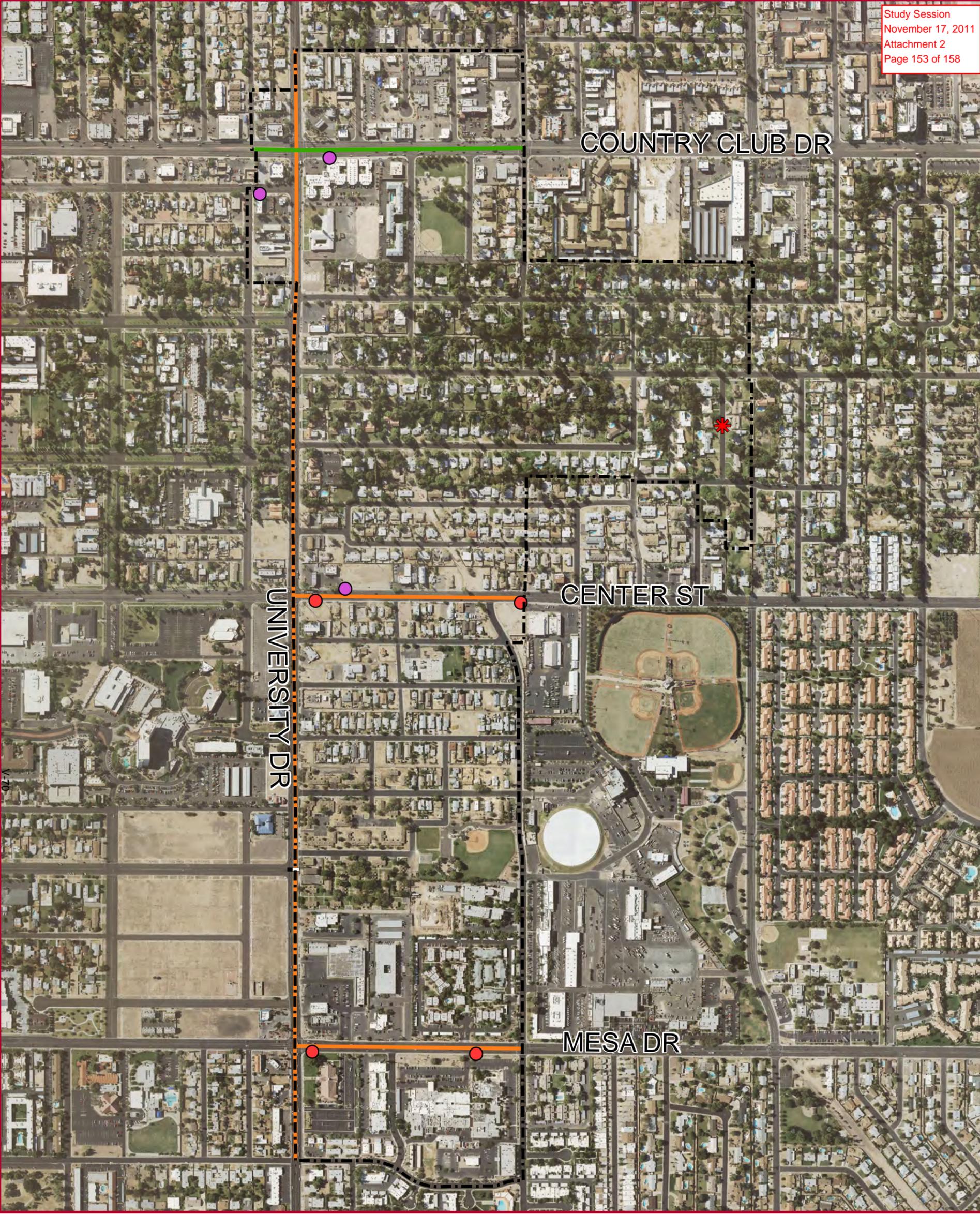
Project WP/E 4: Improve pedestrian connections with the south side of University through one or more of the following methods:

- Aligning the Hibbert intersection on both sides of University
- Providing one or more pedestrian activated crossing locations
- Installing a landscape median in the middle of University

Program WP/E 1: Develop and implement ongoing program(s) with non-profits to assist property owners with property maintenance, homeownership responsibilities, and redevelopment of vacant properties.

Street Character and Mobility Plan

In addition to the general Street Character descriptions provided in Chapter IV, a description of street character and mobility plan recommendations within University North is provided below and shown on Map 31. The existing character of the streets within University North reflects an automobile dominated, suburban corridor that does not encourage use by pedestrians or bicyclist. Particularly the Semi-Urban Arterial and Regional Transit Arterial will greatly benefit from street improvements consistent with the recommendations of this Chapter as part of redevelopment or as capital improvement projects that encourage redevelopment. The recommended Mobility Plan identifies completion of the sidewalk network and bus stop improvements.



Map 31

Central Main Plan
 - Street Character and Mobility Plan -
 - University North Neighborhood -

- Street Character**
 - Semi-Urban Arterial
 - Regional Arterial
 - Collector Street
- Transit**
 - Bus Stop Improvements - Seating and Shade
 - Bus Stop Improvements - Shade
- Pedestrian**
 - Crosswalk
 - ✱ Sidewalks - Complete sidewalk networks



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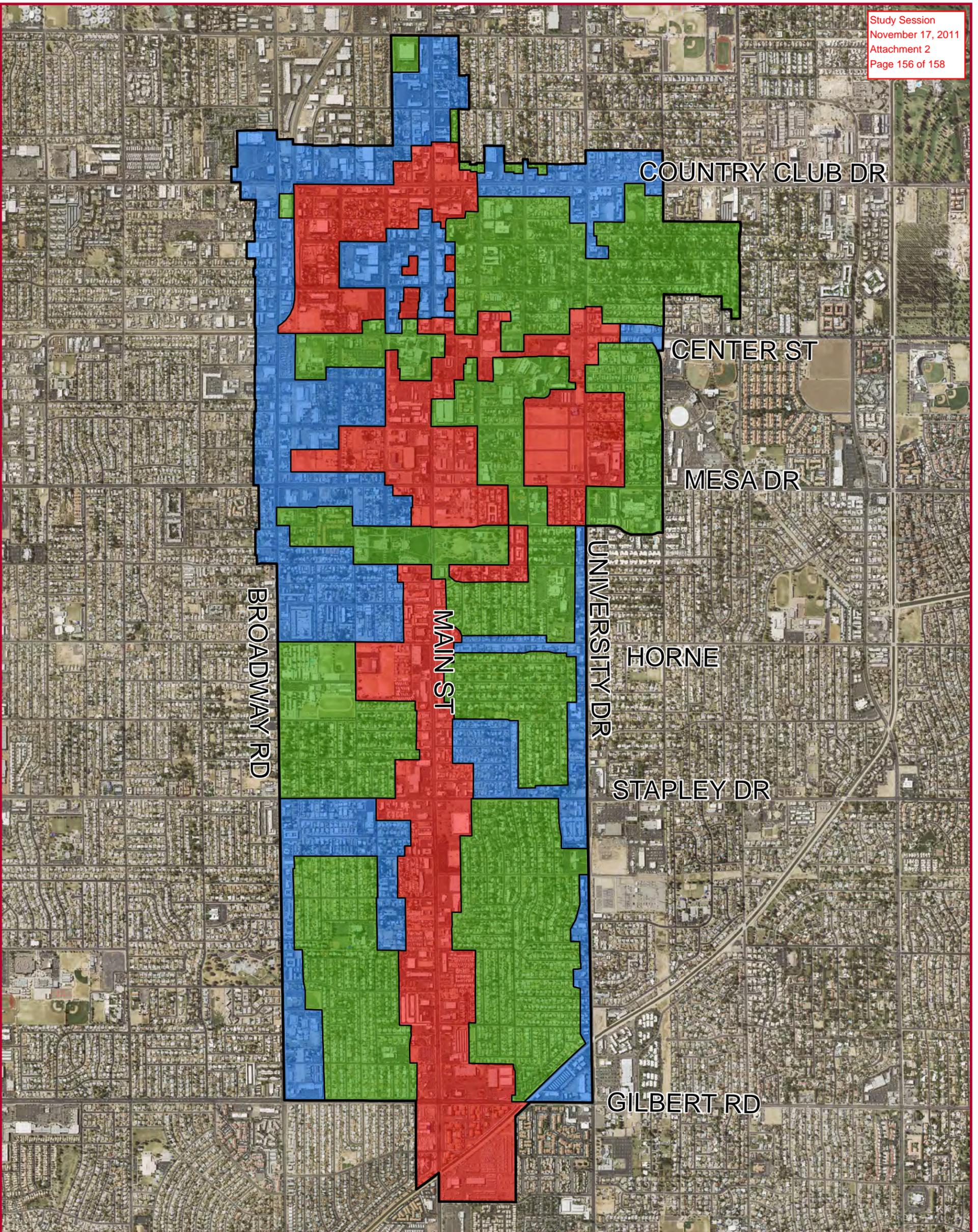
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Relationship to Adjacent Neighborhoods

University North is a primarily residential Neighborhood adjacent to a downtown area that will transform into an intense, pedestrian-oriented, urban environment. This Neighborhood will benefit from strong connections to the Downtown and Temple/Pioneer Neighborhoods. The transition in development scale, intensity, and character between these areas should focus on the comfort of pedestrians. Particular areas of relationships and connection include:

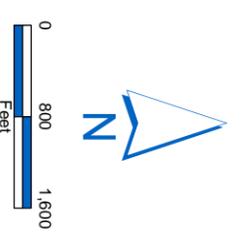
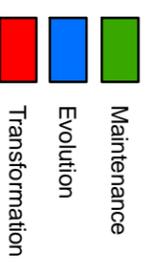
1. A strong relationship between the University North and Temple/Pioneer Employment Districts needs to be established. Physical connections with streetscape design and pedestrian amenities should be considered. Success of the Temple/Pioneer Employment District can spur redevelopment of the University North Employment District with compatible support uses.
2. The arterial street network (Center Street, Country Club Drive, Mesa Drive, and University Drive) are unifying elements between adjacent Neighborhoods. Streetscape improvements to the arterial street network will be coordinated to create seamless networks between Neighborhoods.
3. The connection of the residential areas to the Downtown and Temple/Pioneer Neighborhoods should include an improved pedestrian environment along University Drive and enhanced pedestrian crossings to facilitate pedestrian and bicycle activity into the downtown area.

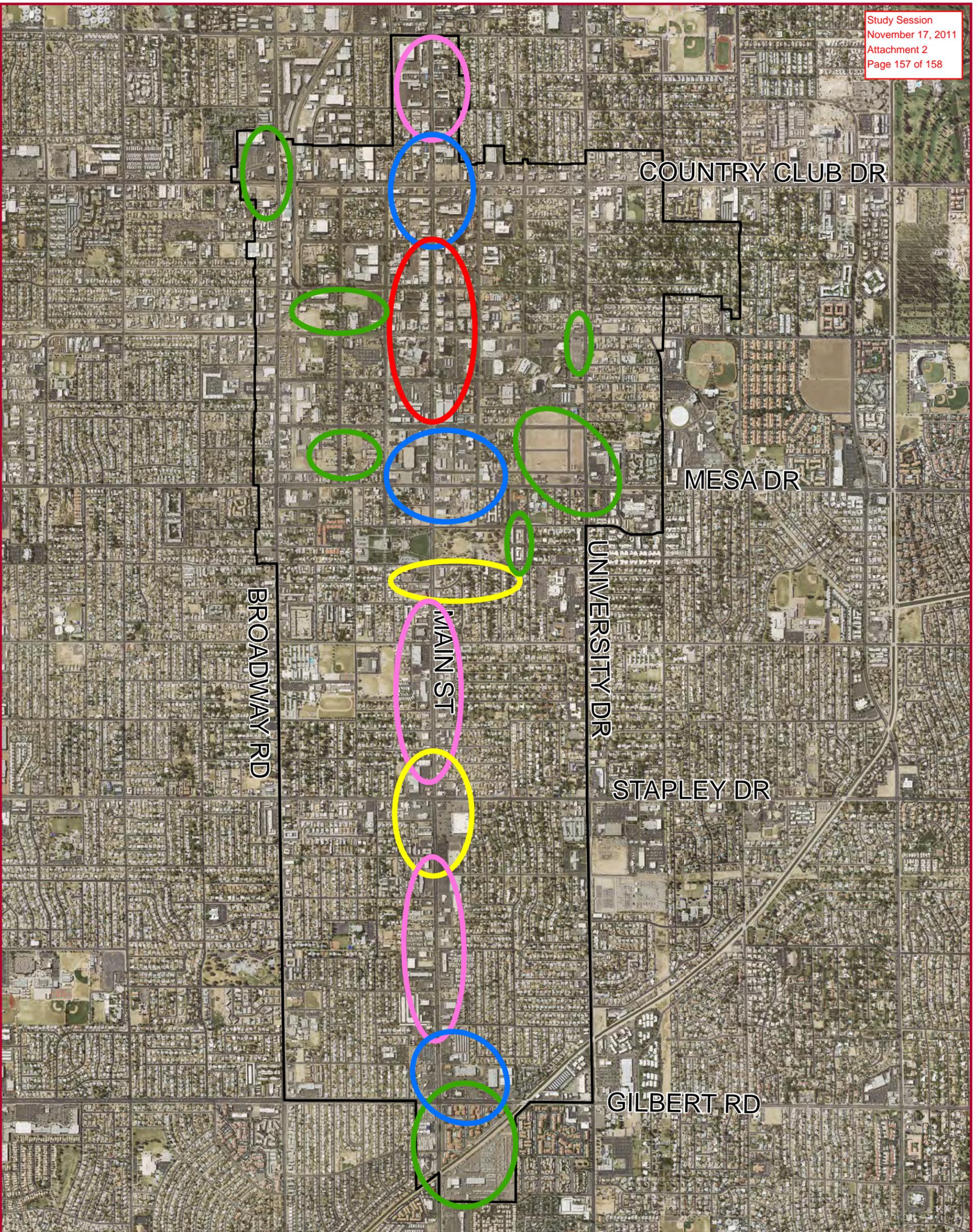
Appendix A



Map A-1

Central Main Plan
- Areas for Maintenance,
Evolution, and Transformation -



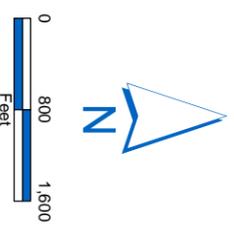


Map A-2

Central Main Plan
 - Relative Intensity Levels -

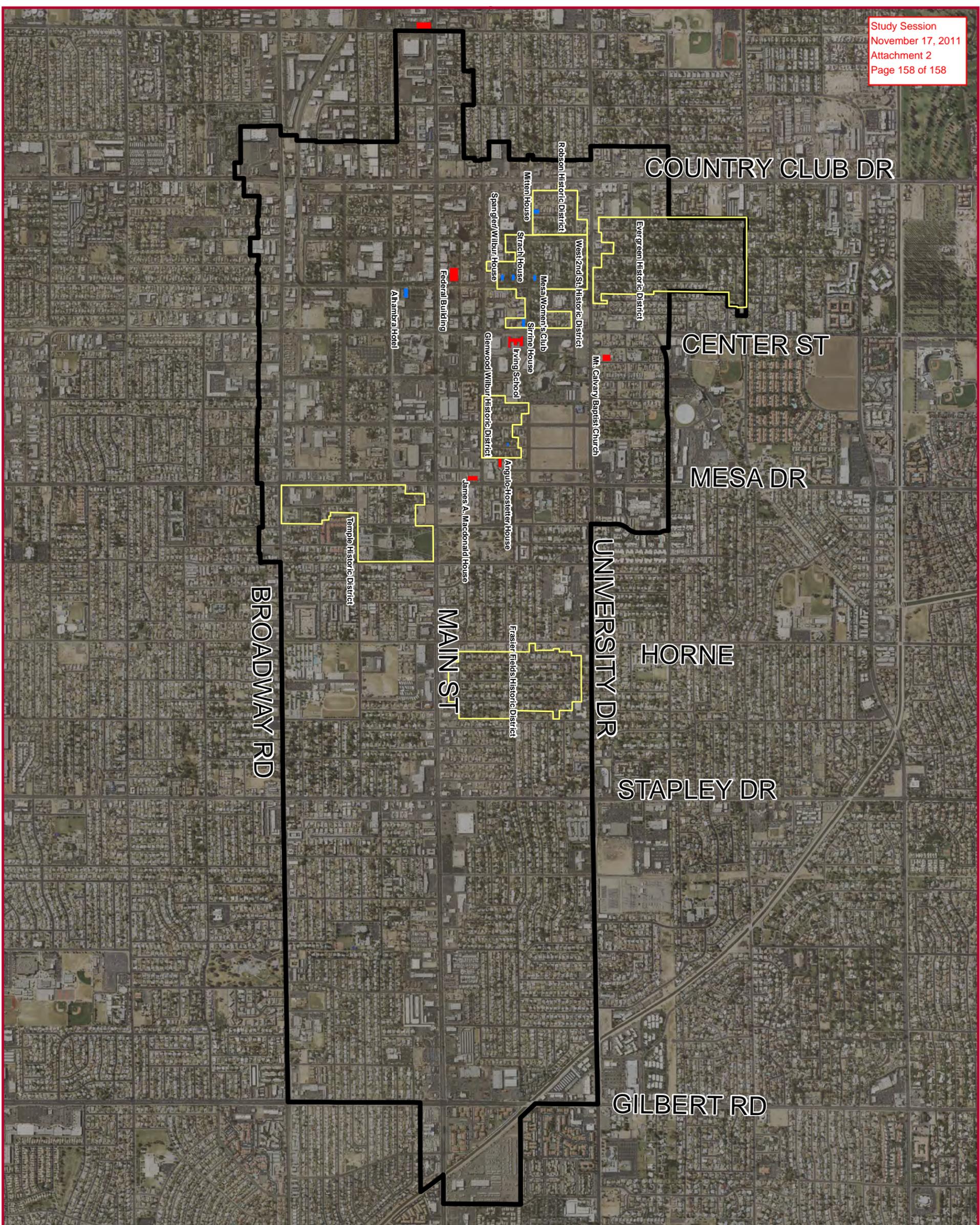
*Individual Site Intensities May Vary

- 1 - 3 Stories
- 25-60% Lot Coverage
- 2 - 3 Stories
- 40 - 70% Lot Coverage
- 3 - 4 Stories
- 50 - 80% Lot Coverage
- 4 - 5 Stories
- 60 - 90% Lot Coverage
- 6+ Stories
- 80 - 100% Lot Coverage



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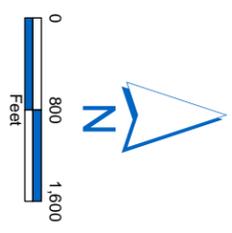
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Map A-3

Central Main Plan
 - Historic Districts and Landmarks -

- Street Character**
- Historic District
 - Landmark - National Register
 - Landmark - Local Designation



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City of Mesa

Impact Fee Update

November 17, 2011

City Council Study Session



Impact Fee History

- Most recent development fee study:
 - Completed May 21, 2007, and adopted on June 4, 2007.
- Included the following impact fee categories:
 - Water, Wastewater, Parks, Fire, Public Safety, Library, Cultural and General Governmental.

Senate Bill 1525 Highlights

- Senate Bill 1525, approved by the Arizona Legislature on April 19, 2011 and signed into law by the Governor on April 26, 2011.
- New definition of eligible projects. Excludes libraries over 10,000 square feet in size, fire or police training facilities, parks over 30 acres in size, and any cultural and general government facility projects.

Senate Bill 1525 Highlights

- Current impact fees based on the preceding types of projects must be discontinued as of January 1, 2012, unless the collection of such fees is for the purpose of repaying debt service on facilities and improvements that were financed prior to June 1, 2011.
- By August 1, 2014, municipalities must adopt a new Infrastructure Improvement Plan (IIP) and impact fee study in order to continue assessing impact fees.

Discontinue Certain Impact Fees

- Cultural and General Governmental facilities are no longer eligible for impact fees.
- The City does not have any outstanding debt service for these types of facilities.
- Therefore, effective January 1, 2012, the City of Mesa must discontinue collection of cultural and general government impact fees.
- Council will consider an ordinance modifying the current impact fee structure to reflect the removal of these categories.

Memorialize Prior Debt Pledges

- The City's practice has been to use impact fee revenue to retire debt associated with projects required to meet growth demands.
- Council will consider a resolution restating this intent regarding Parks, Library, Fire and Public Safety facilities and improvements.
- This will allow Mesa to continue to collect these impact fees at the current rate.

Model Ordinance

- The League of Arizona Cities and Towns is in the process of preparing a “Model Ordinance” that will assist cities to comply fully with SB 1525 and interpret the law’s provisions in a consistent way .
- The City of Mesa has been actively participating in development of this “Model Ordinance” and will bring Mesa’s version of this ordinance forward to the City Council for consideration in the Spring of 2012

SB 1525 Compliance Schedule

11/21/2011 Introduction of ordinance to discontinue collection of General Government and Cultural Impact Fees

12/5/2011 Consider resolution memorializing prior pledges of Impact Fees for Debt Service
Consider ordinance discontinuing certain Impact Fees

1/1/2012 Discontinue collection of General Government and Cultural Development Impact Fees

Spring, 2012 Consider City of Mesa ordinance based on League “Model Ordinance”

Spring, 2013 New Infrastructure Improvement Plans (IIP) completed

Spring, 2013 New Impact Fee Study conducted

August 1, 2014 Revised Development Impact Fees become effective





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mesaaz.gov

November 17, 2011

TO: CITY COUNCILMEMBERS
FROM: MAYOR SCOTT SMITH 
SUBJECT: Appointments to Boards and Committees

Attached are my recommendations for two new appointments to City of Mesa Advisory Boards and Committees.

Mesa Redevelopment Authority Executive Board

Virgil Renzulli

Mr. Renzulli is the Vice President for the Office of Public Affairs at Arizona State University. Mr. Renzulli is responsible for media relations; community, local and state government relations. He holds a bachelor of arts in political science from the University of Pennsylvania and completed graduate work at the Wharton School, Temple University and NYU. His appointment will fill a vacancy created by the resignation of Dr. Rick Shangraw. Mr. Renzulli's partial term will expire August 29, 2013.

Historic Preservation Committee

Wendy Mack-Allred, District 2

Ms. Mack-Allred is a ceramic artist with MackArt. She holds a bachelor of science in Business Management from Western International University. Ms. Mack-Allred currently volunteers with the City of Mesa in the Historic Preservation department. Her appointment fills a vacancy created by the resignation of Daniel Wohlslagel. Ms. Mack-Allred's partial term will expire June 30, 2014.