



## COUNCIL MINUTES

October 28, 2013

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 October 28, 2013 at 5:02 p.m.

### COUNCIL PRESENT

Scott Smith  
Alex Finter  
Christopher Glover  
Dennis Kavanaugh  
David Luna  
Dave Richins  
Scott Somers

### COUNCIL ABSENT

None

### OFFICERS PRESENT

Christopher Brady  
Debbie Spinner  
Dee Ann Mickelsen

1. Review items on the agenda for the October 28, 2013 Regular Council meeting.

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

Conflict of interest: None.

Items removed from the consent agenda: None

2. Hear a presentation, discuss and provide direction on an update of the City's General Plan.

Planning Director John Wesley introduced Senior Planner Tom Ellsworth, who was prepared to assist with the presentation.

Mr. Ellsworth displayed a PowerPoint presentation (**See Attachment 1**) and reported that the City is required to update the General Plan every 10 years. He explained that the current update goes out to the year 2030, and focuses on how to create a more recognizable, self-sufficient city that attracts employment and provides a high quality living environment. He provided background information on the public input for the first draft of the Plan (See Page 3 of Attachment 1), and noted that the complete first draft can be accessed on the General Plan website, [www.thisismymesa.org](http://www.thisismymesa.org).

Mr. Ellsworth advised that as staff has reviewed each chapter of the General Plan, several key elements have been identified related to creating a quality community, (See page 4 of Attachment 1) including the following:

- Requiring high quality development
- Responding to changing demographics
- Addressing public health issues
- Importance of urban design and place-making
- Responding to the desert environment

Mr. Ellsworth outlined the four main sections of the plan, (See Page 5 of Attachment 1) and provided a brief synopsis of each as follows:

Section 1	Introduction
Section 2	Transforming the City (Creating a sense of place through character areas, neighborhoods, jobs and public spaces.)
Section 3	Supporting Infrastructure
Section 4	Administration and Implementation

In response to a question from Mayor Smith, Mr. Ellsworth stated that the character definition is regarded as a general term in which the context of specific areas of the City is considered and a vision is created for those areas.

In response to a question from Councilmember Somers, Mr. Wesley confirmed that most of the character areas of the City have been established, such as the Desert Uplands, Citrus and Lehi areas. He further noted, however, that other areas provide an opportunity for infill and redevelopment, where enhancements can be made that will round out the existing character of the neighborhoods and contribute to the variety of neighborhoods in the City.

Councilmember Somers indicated that there are areas with large lots due to the desire to preserve a rural, desert look, however, there are also areas developed with smaller lots that include a lot of open space, which preserves the same character in a different way. He noted that determining how to integrate these different characteristics allows flexibility in the plan, which is a Council goal.

Mr. Ellsworth discussed the three key elements to quality community development (See Pages 6 through 8 of Attachment 1) including:

- Neighborhoods – qualities and characteristics
- Jobs – strong economy and values
- Public Spaces - connectivity

Mr. Ellsworth displayed the General Plan Character Areas Map (See Page 9 of Attachment 1), which includes, but is not limited to Downtown, Park, Mixed Use, Neighborhoods and Employment. He explained that each of the character areas represented on the map is more specifically defined and implemented within their respective sub-area plans.

Mr. Ellsworth highlighted a Review of a Character Type (See Page 10 of Attachment 1), which is part of a summary document that will be utilized by those who are looking for specific

characteristics of a “Downtown” area. He noted that each character type further described forms and guidelines of desired development in downtown, including typical uses and appropriate zoning categories. (See Page 11 of Attachment 1)

Mr. Ellsworth provided the schedule for additional public outreach and Council review and action, (See Page 13 of Attachment 1) as follows:

- Review of First Draft Plan through December 2013
- Second Draft Plan to Council in February 2014
- Final Draft Plan to Council in May 2014
- Council Action June/July 2014
- Public Vote on November 2014 Ballot

Mr. Wesley indicated that the draft document will be distributed to the Council as soon as it is available. He stated that, in addition, staff will work through the Council Assistants to schedule individual meetings to address any questions.

Mayor Smith thanked Mr. Wesley and Mr. Ellsworth for their hard work and effort.

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

3a. Transportation Advisory Board meeting held September 17, 2013.

3b. Mesa Redevelopment Authority Executive Board meeting held July 23, 2013.

It was moved by Councilmember Glover, seconded by Councilmember Kavanaugh, that receipt of the above-listed minutes be acknowledged.

Carried unanimously.

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

Councilmember Richins: Make A Difference Day

Councilmember Luna: Dia de Los Muertos

Vice Mayor Finter: Joint Town Hall; Youth Pizza Town Hall

Councilmember Richins thanked Volunteer Coordinator Michele Alvis, and the Transportation and Solid Waste departments for all their efforts in helping to ensure that Make A Difference Day was a successful event.

5. Scheduling of meetings and general information.

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

- Tuesday, October 29, 2013, 5:00 p.m. – College Café at Red Mountain Library THINKspot
- Tuesday, October 29, 2013, 6:30 p.m. – General Plan Update Workshop at Utilities Building
- Wednesday, October 30, 2013, 6:30 p.m. – General Plan Update Workshop at Crescent Crown
- Thursday, October 31, 2013, 7:30 a.m. – Study Session
- Saturday, November 2, 2013, 11:00 a.m. – West Mesa BBQ Festival

6. Adjournment.

Without objection, the Study Session adjourned at 5:30 p.m.

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SCOTT SMITH, MAYOR

ATTEST:

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DEE ANN MICKELSEN, 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 28th day of October, 2013. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

ljm  
(Attachment – 1)



# General Plan Update

City Council



October 28, 2013



# Background

- ⌘ Mesa has grown rapidly over the last 30 years
- ⌘ Next 30 years
  - 170,000 new residents
  - 70,000 new dwelling units
  - 130,000 new jobs
- ⌘ Time to update plan for this time period
- ⌘ Focus has been trying to answer the question: *What do we need to do to create a more recognizable, self-sufficient city that attracts employment and provides a high quality living environment?*



# Background

## ☞ Initial Input

- Public events, meetings with Boards

## ☞ Input on initial ideas

- Public events, iMesa village meetings

## ☞ 1<sup>st</sup> Draft Plan

- iMesa Village meetings
- Boards
- Public events

## ☞ High level overview with Council

- Follow up with individual meetings



# Key Elements

## Key element to quality community development woven into the Plan

- Requiring high quality development
- Responding to changing demographics
- Addressing public health issues
- Importance of urban design and place-making
- Responding to our desert environment





# Outline of Plan Document

- ∞ Section 1: Introduction
- ∞ Section 2: Transforming the City – creating a sense of place
  - Vision
  - Neighborhoods
  - Economy/Jobs
  - Public places
  - Character areas
- ∞ Section 3: Supporting Infrastructure
- ∞ Section 4: Administration/Implementation

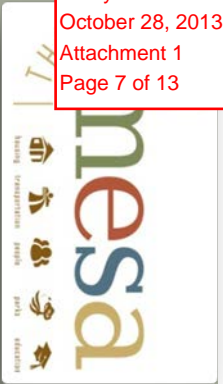


# Focus for General Plan Update

## Key elements for great neighborhoods

- Safe, clean, healthy living environments
- Foster Social Interaction
- Connectivity and Walkability
- Provide for Diversity
- Neighborhood Character and Personality
- Quality Design and Development





# Focus for General Plan Update

## Key elements to stable, diverse jobs

- Business Climate – H.E.A.T.T.
- Skilled and Knowledgeable Human Capital
- Sense of Place/Quality Employment Centers
- Regional Collaboration
- Infrastructure
- Retail Development and Revitalization

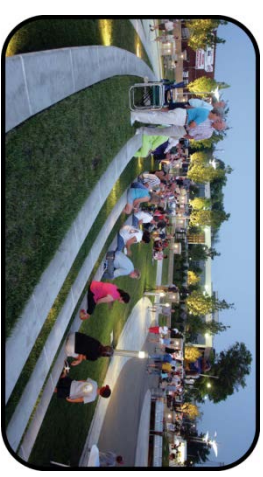




# Focus for General Plan Update

## Key features of quality public spaces

- Accessible and Connected
- Active
- Appropriately Scaled and Integrated
- Inviting and Comfortable
- Safety
- Unique Character



## Key features of cultural resources

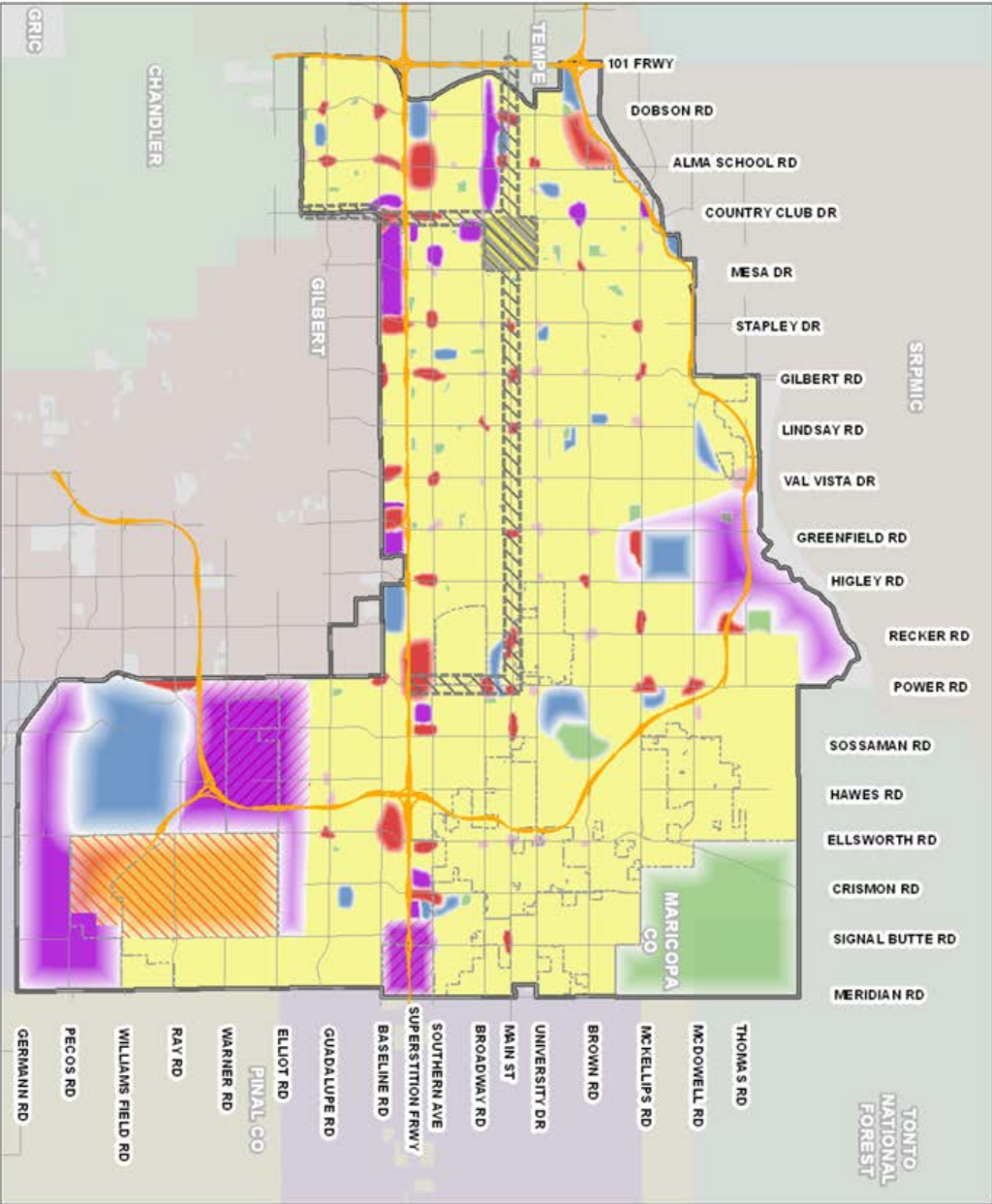
- Variety
- Accessibility
- Active Participation and a Sense of Ownership
- Nurturing and Stimulating Curiosity
- Regional Scale and Local Scale
- Preserve the Past and Creating a Future Identity
- Supporting and Encouraging Artists







# Character Areas

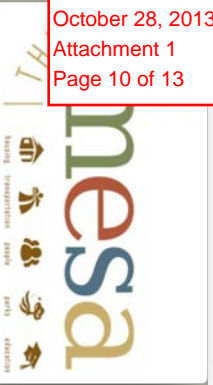


MESA 2040 GENERAL PLAN:  
 CHARACTER AREAS



- Character Areas**
- Downtown
  - Park
  - Mixed Use Community
  - Neighborhood Village Center
  - Mixed Use Activity District
  - Specialty District
  - Employment
  - Neighborhoods
  - Employment /
  - Mixed Use Activity District
  - Transit Corridor





# Review of a Character Type

## Downtown

The focus of this area is to create a pedestrian-oriented, transit rich environment. It will be a people-friendly area that is alive with options for housing, employment, shopping, entertainment, and events. Compared to other urban environments, the Downtown will continue to be recognized as Mesa's governmental, cultural, financial, and entertainment center. See the Central Main Plan for more information.

“ Buildings are designed and placed to engage the street and provide an active atmosphere. ”



Downtown





# Review of a Character Type

## Form and Guidelines

FORM	GUIDELINE	REMARK
Height	1-3 story high rise	downtown neighborhoods and support modern downtown
Lot coverage	<50% up to 100%	residential areas downtown core
Setback	10-20 feet 0 feet	downtown support and neighborhoods downtown core
Sidewalks	wide	in downtown core
Pedestrian environment	provide shade and pedestrian amenities	
Parking	beside or behind building on-street	accessed from alley in downtown core
Density/Intensity	varies	high in downtown core, low in historic neighborhoods
Mixed uses of uses	vertical and horizontal mixing	

### Typical Uses

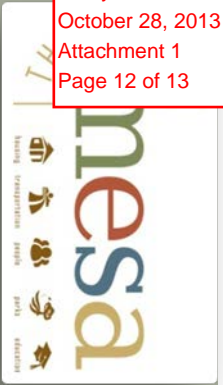
- » Residential
- » Office
- » Retail
- » Bars and night clubs
- » Restaurants
- » Service
- » Hotels/Education institutions
- » Museums
- » Centers for visual and performing arts
- » Government offices
- » Mixed-use with residential over ground floor offices or retail
- » Central public gathering places

### Zoning Districts

- » Transect 3 Neighborhood
- » Transect 4 Neighborhood, Neighborhood Flex, and Main Street
- » Transect 5 Neighborhood, Main Street Flex, and Main Street
- » Transect 6 Main Street
- » Downtown Residential 1, 2, and 3
- » Downtown Business 1 and 2
- » Downtown Core







# Summary Document

Summary document prepared to describe key elements of Plan







# Next Steps

- ☞ Review of first draft plan through December 2013
  - Individual briefings with Councilmembers
- ☞ Second draft plan by February 2014
- ☞ Final draft plan by May 2014
- ☞ Council action June/July 2014
- ☞ Vote November 2014
- ☞ Website: [www.thisismesa.org](http://www.thisismesa.org)