

# RETROFITTING THE

# Fiesta District

**Mesa City Council**

February 4, 2010

**ASU Students**

- Kareem Abdullah
- Juventino Rodarte

Instructor: Dean Brennan, FAICP

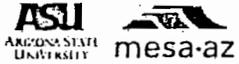
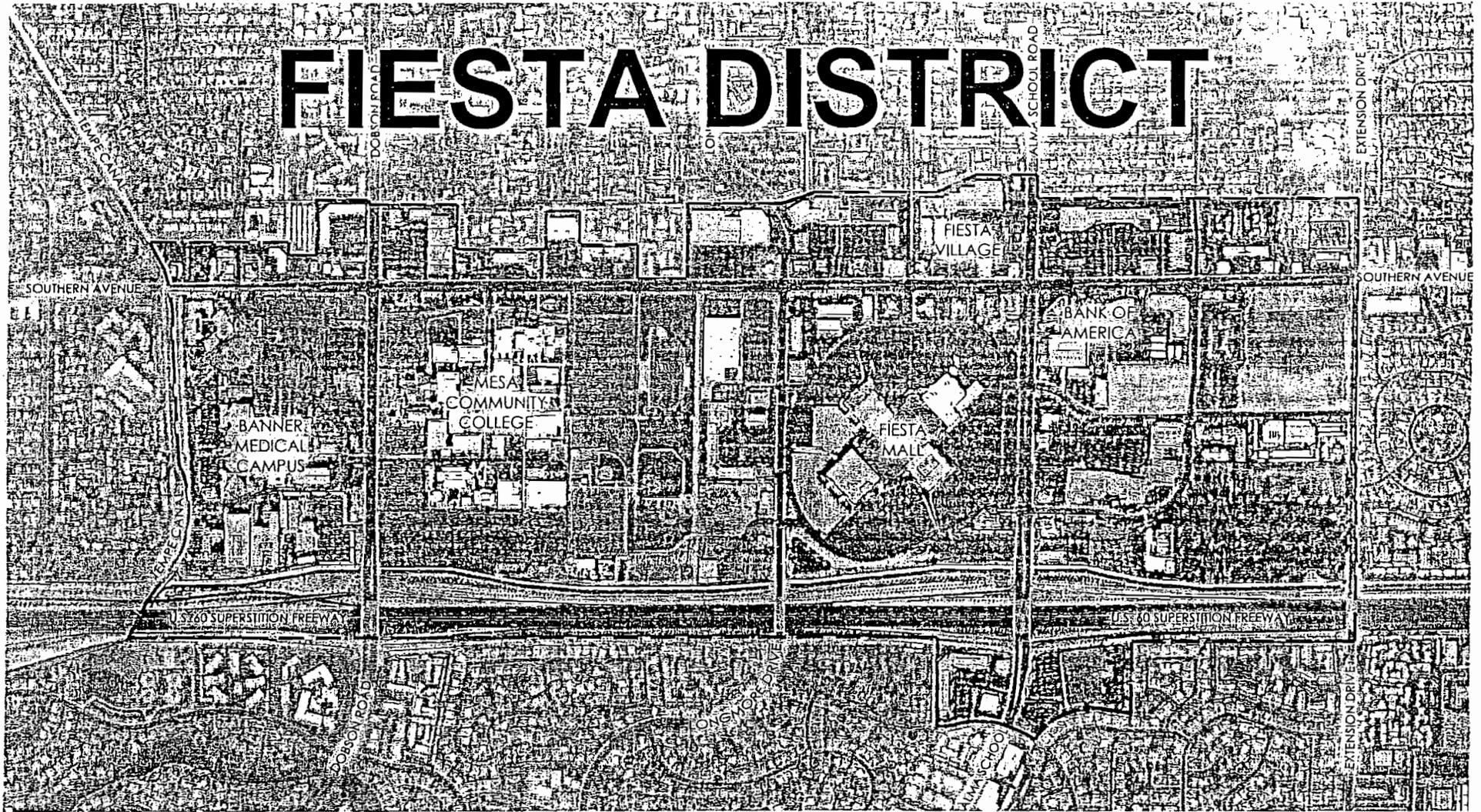
# RETROFITTING THE

# Fiesta District

**THANK YOU TO CITY STAFF**  
John Wesley  
Gordon Sheffield  
Patrick Murphy

**SPECIAL THANK YOU**  
COUNCILMEMBER  
DENNIS KAVANAUGH

# FIESTA DISTRICT



## FIESTA DISTRICT SITE MAP

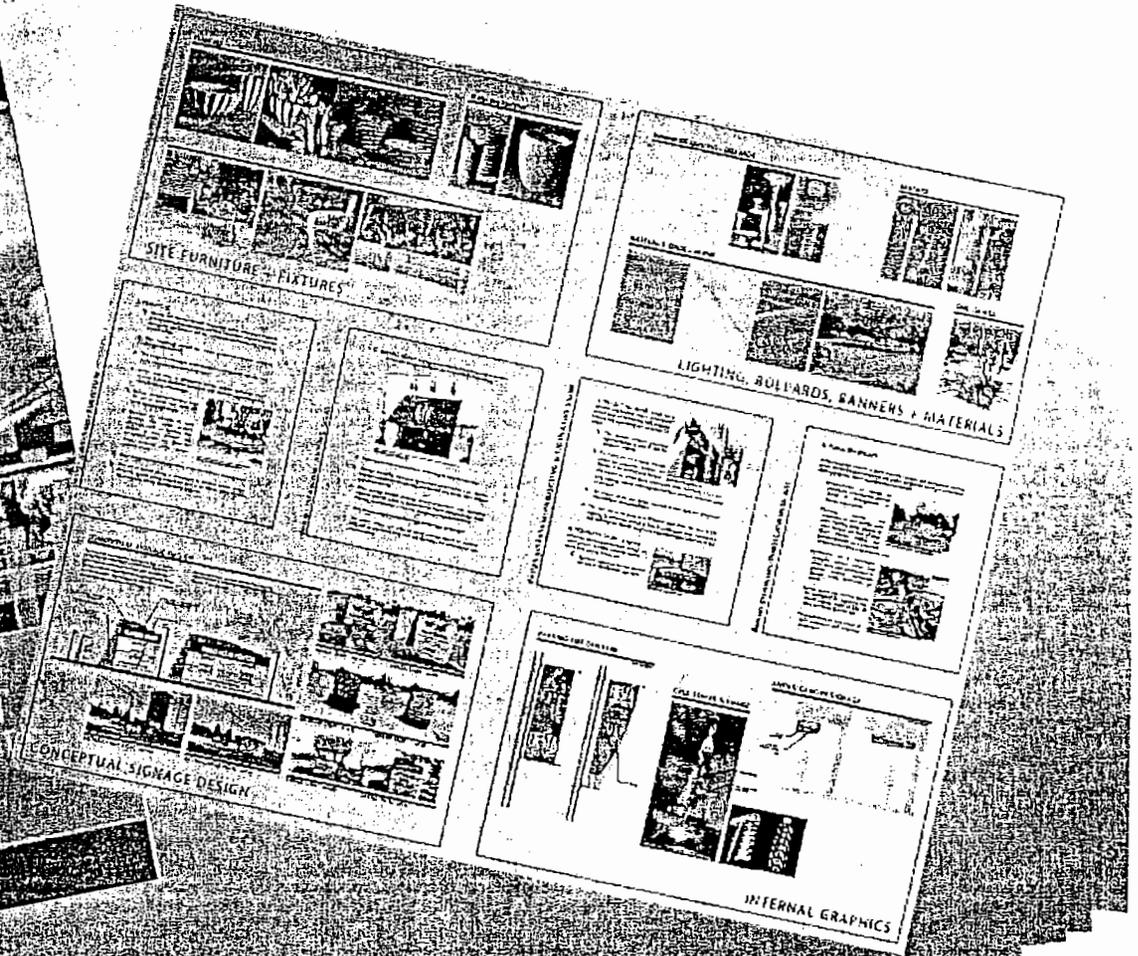


# VISION

The Fiesta District will be a major urban center and economic development engine for Mesa and the Southeast Valley.

The Fiesta District will include employment (health care, medical research, education, and 21<sup>st</sup> century high-tech), entertainment venues, high-value retail, broad-based housing choices, recreation and community facilities, in an urban environment connected with a pedestrian network serving both internal and external users and served by a multi-modal transportation system.

# FIESTA DISTRICT DESIGN HANDBOOK



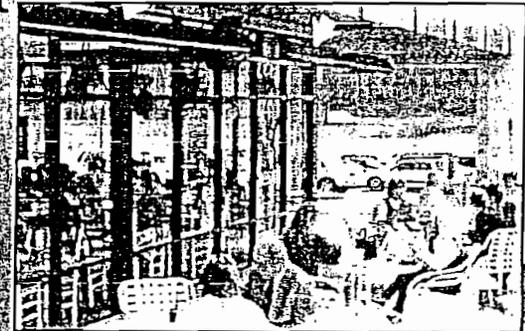
# FIESTA DISTRICT

## COMMUNITY OUTREACH

- Fiesta District Stakeholder meeting –  
October 15
- Dobson Ranch HOA Survey
- Dobson Ranch Board Presentation
- Fiesta District Stakeholder meeting –  
December 10

# CONCEPTS DISCUSSED BY STAKEHOLDERS

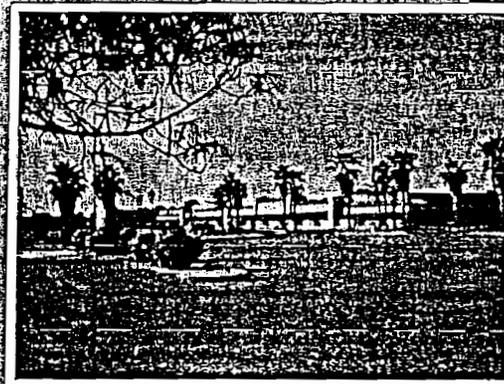
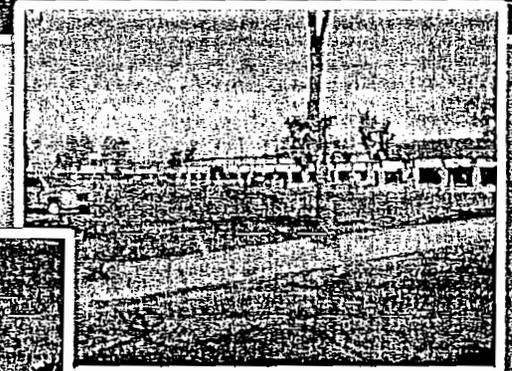
- An area that is active 24/7.
- Cafes and bars that attract nightlife.
- Open spaces/parks to attract families and pedestrian activity.
- Pedestrian network that connects open spaces and destinations throughout the District as well as connecting the District to adjacent neighborhoods and the remainder of the community.
- Retrofit existing retail areas with mixed-use development to help generate diversity.



# CHALLENGES

## LACK OF...

- Identity & Sense of Place
- Public Spaces
- Pedestrian Connectivity & Walkability
- Pedestrian Amenities
- Retail Diversity
- Development Quality
- Mixed-Use Development
- Development Intensity
- Residential Development
- Focus on Design

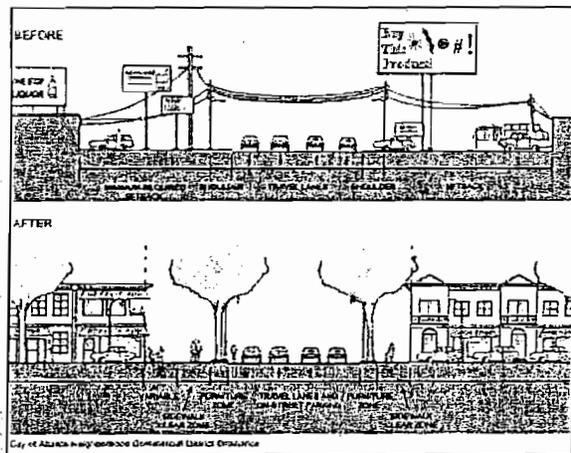


# ASSETS & OPPORTUNITIES

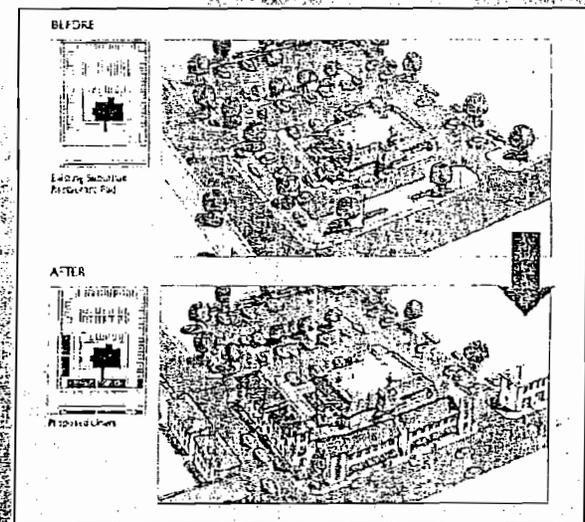
- Regional Employment/Activity Centers
  - Banner
  - MCC
  - Fiesta Mall
- Multi-Modal Transportation Access
  - Superstition Freeway
  - Arterial Street System
  - Bus System
  - 1.5 mile to light rail system
- Vacant & Underutilized Land
- Population Density in Adjacent Neighborhoods

# GUIDING PRINCIPLES

Guiding Principles served to provide direction for the land use proposals and development standards. Guiding Principles were identified based on the following 6 categories:



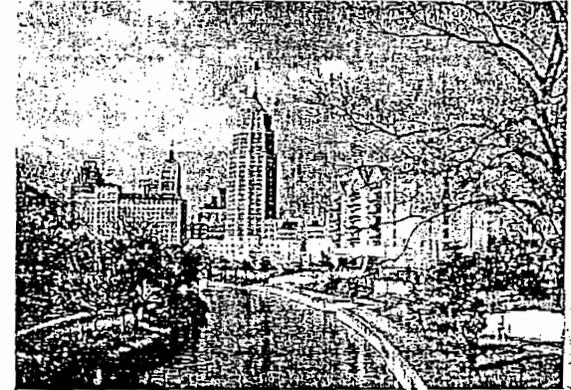
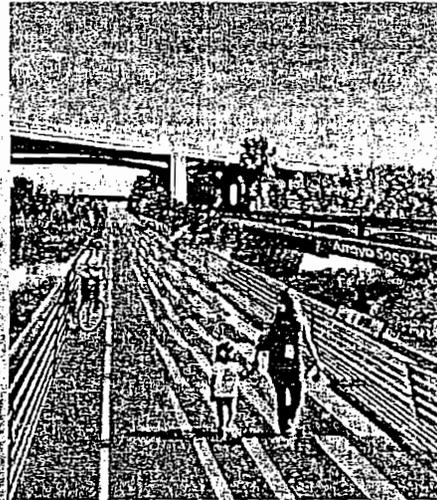
- Connectivity
- Public Space
- Urban Design
- Retrofitting Suburbia
- Streetscapes
- SafeScape



# THE “BIG IDEA” - FIESTA PASEO

## Vision for Fiesta Paseo

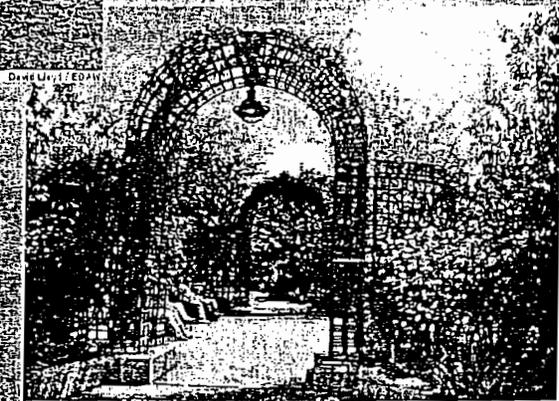
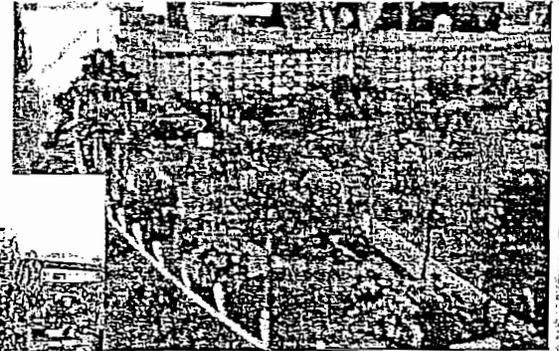
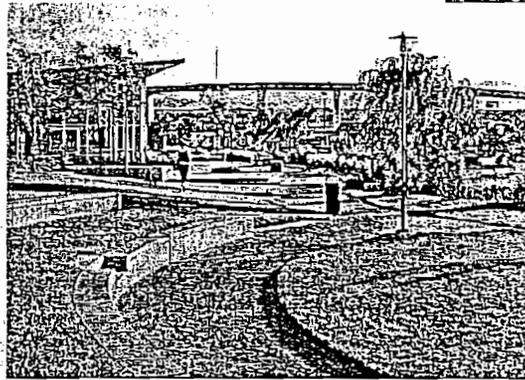
- Uniqueness – Attracts People to FD
- Theme – Cultural History
- Slogan – “Connecting the Past to the Future”
- Interconnected Route
- Create pedestrian activity
- Recreational uses
- Access to other amenities
- Incorporate neighborhoods
- An element of the Mesa “Connected Oasis Plan”



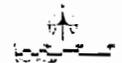
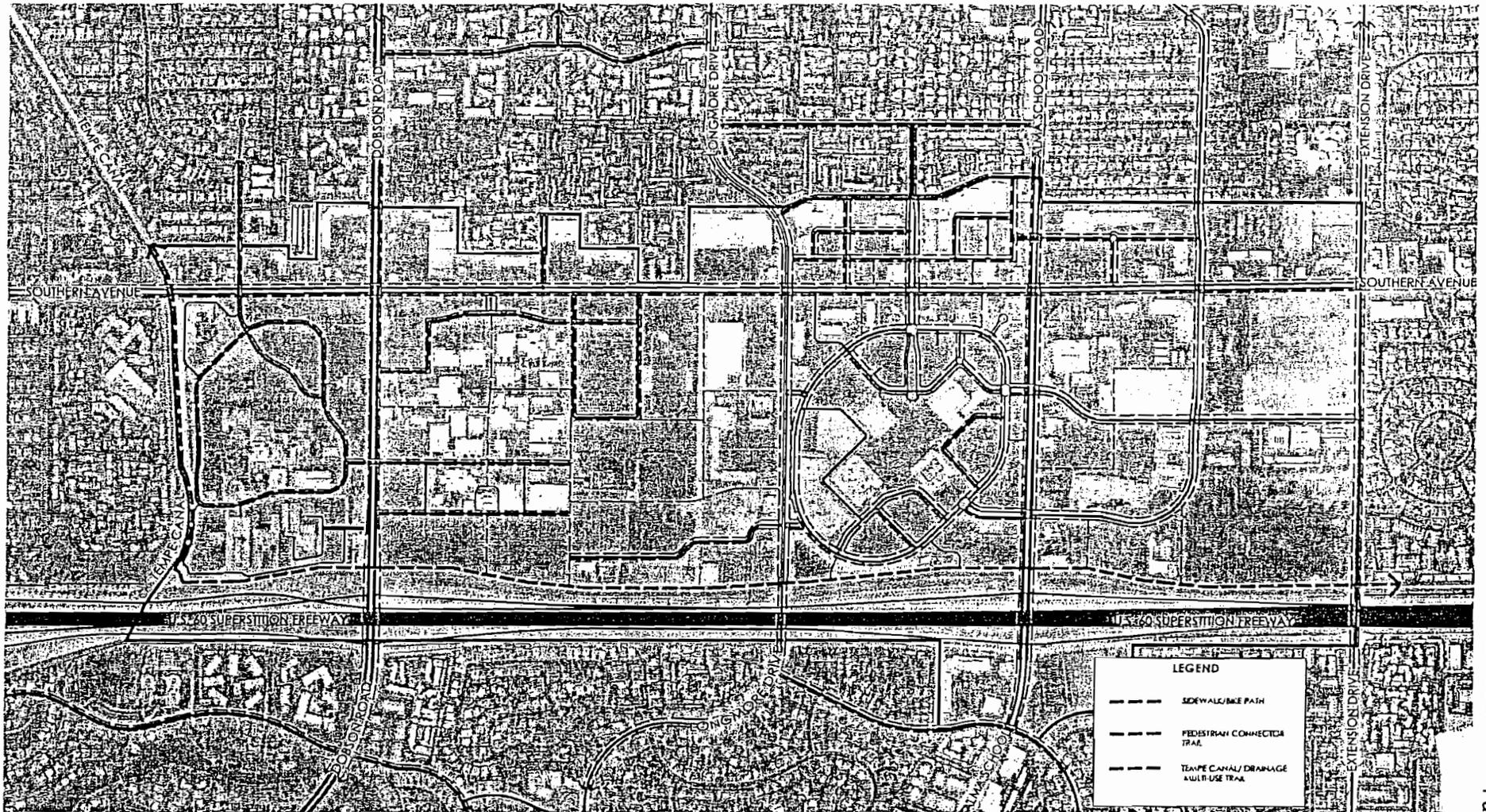
# FIESTA PASEO

## PEDESTRIAN CONNECTORS

- Create activities along paths
- Midpoints
- Provide diverse points of interest
  - Historical Markers
  - Educational Opportunities
  - Health Oriented Stations
  - Social Gathering Opportunities



# FIESTA PASEO

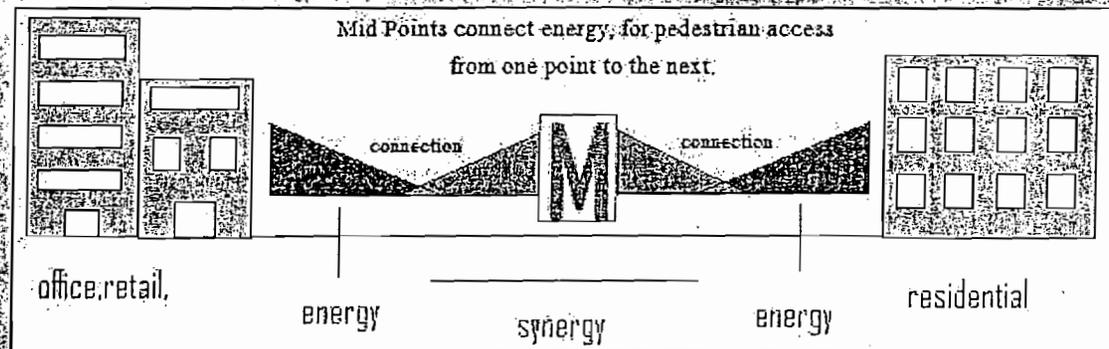


# FIESTA PASEO

## Tempe Canal Canalscape

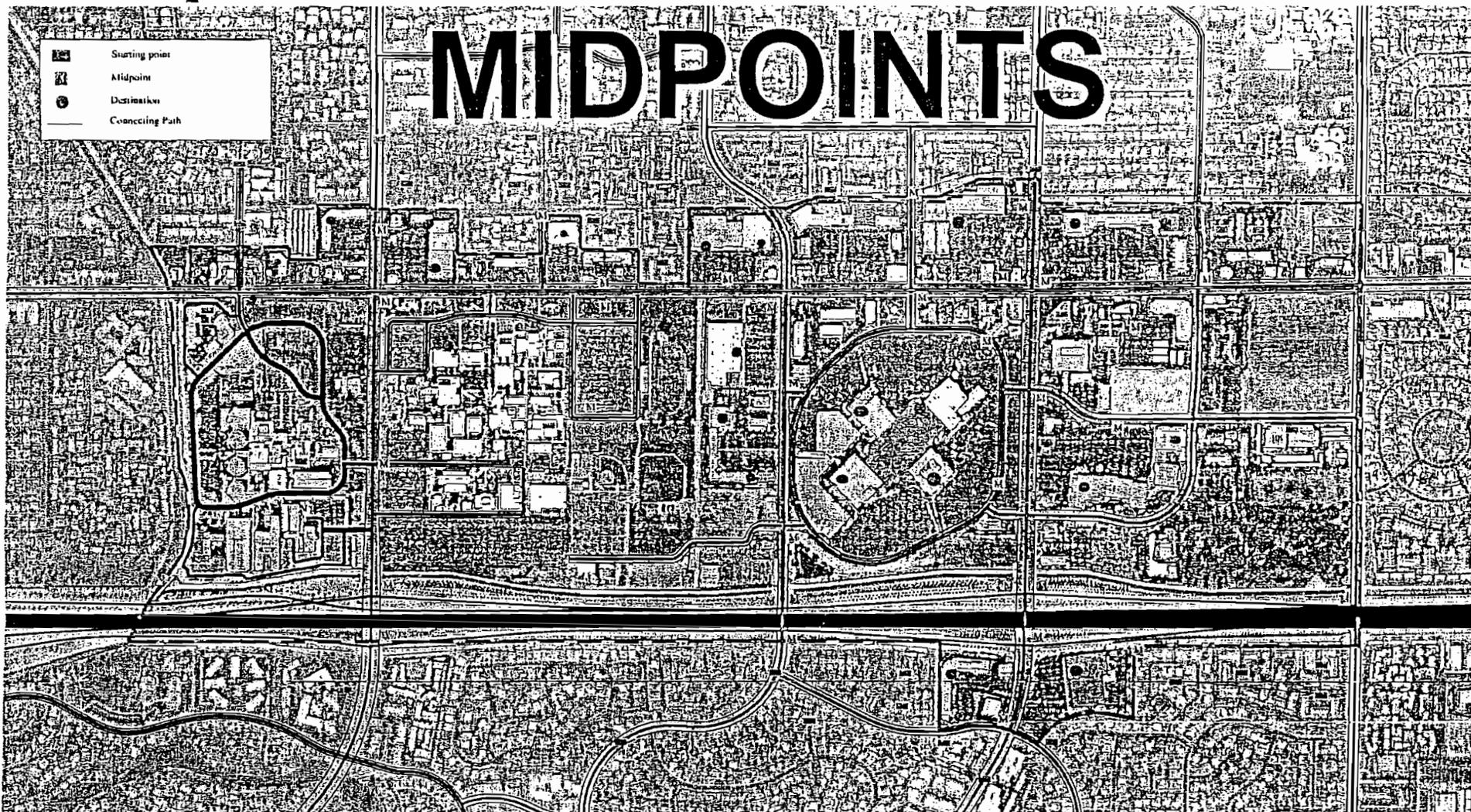


## Midpoints - Horizontal Mixed Use



# MIDPOINTS

- Starting point
- Midpoint
- Destination
- Connecting Path

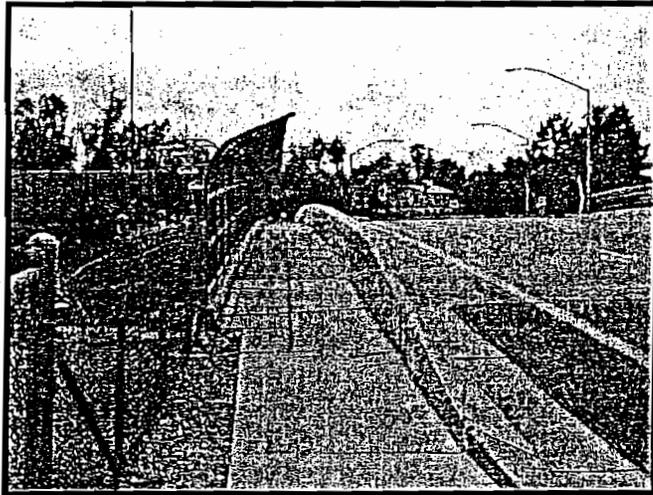
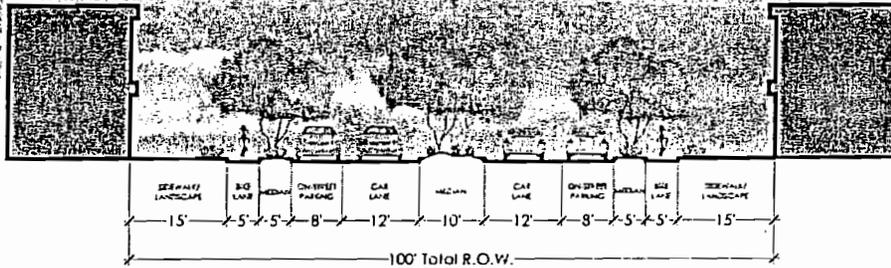


## FIESTA DISTRICT

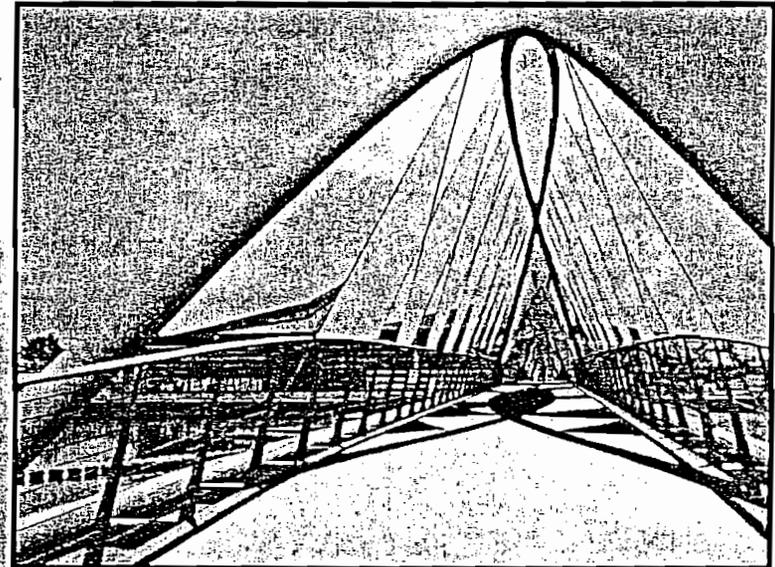
MIDPOINT MAP

# FIESTA PASEO

## LONGMORE DRIVE



Existing Pedestrian Walkway

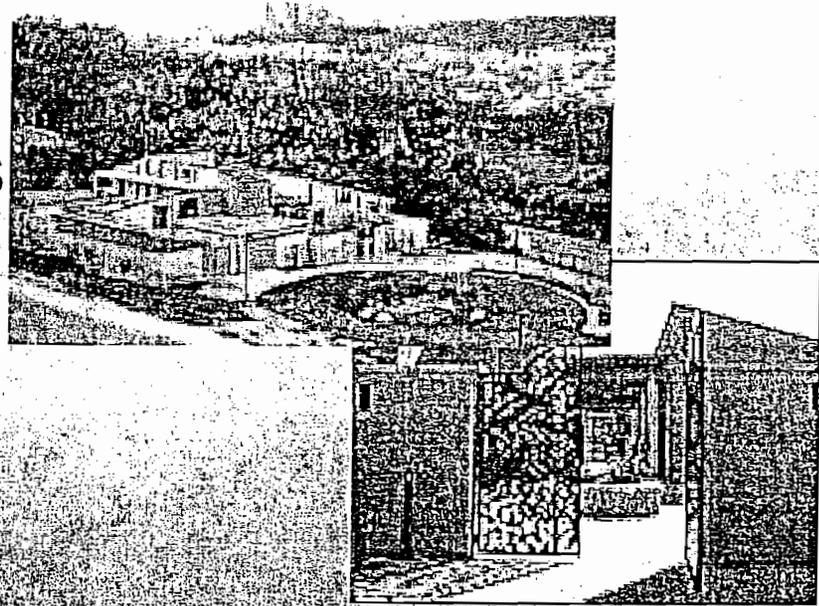


Example of Pedestrian Shade Structure – Similar Shade Structure Could Be Retrofitted on the Longmore Freeway Bridge

# SUSTAINABILITY

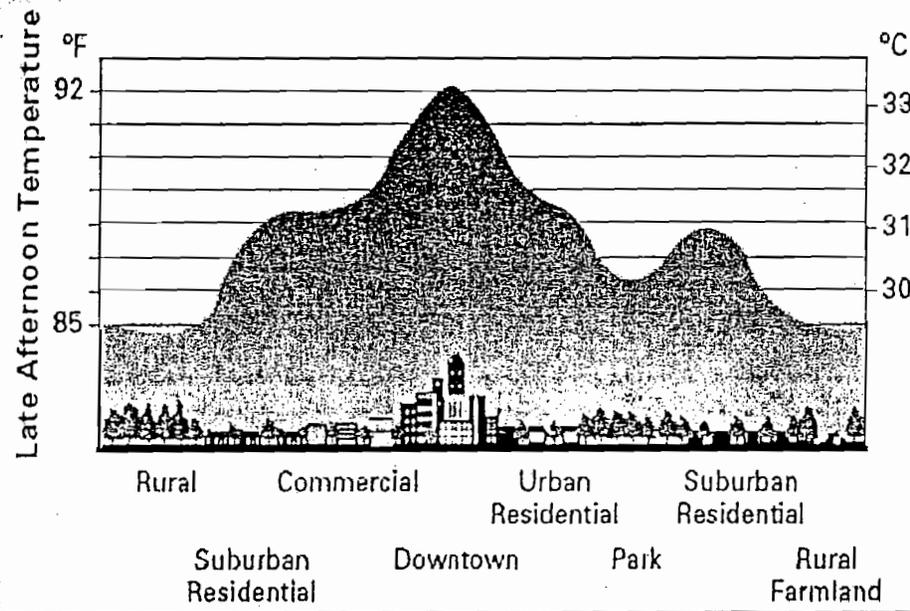
**Sustainability-** meets the needs of the present without compromising the ability of future generations to meet their own needs

- Net Zero Development
- Building Materials
- Water Usage
- Natural Cooling
- Landscaping Techniques
- Reduce Energy Consumption



Net Zero Building  
Audubon Center at Debs Park,  
Los Angeles

# URBAN HEAT ISLAND EFFECT

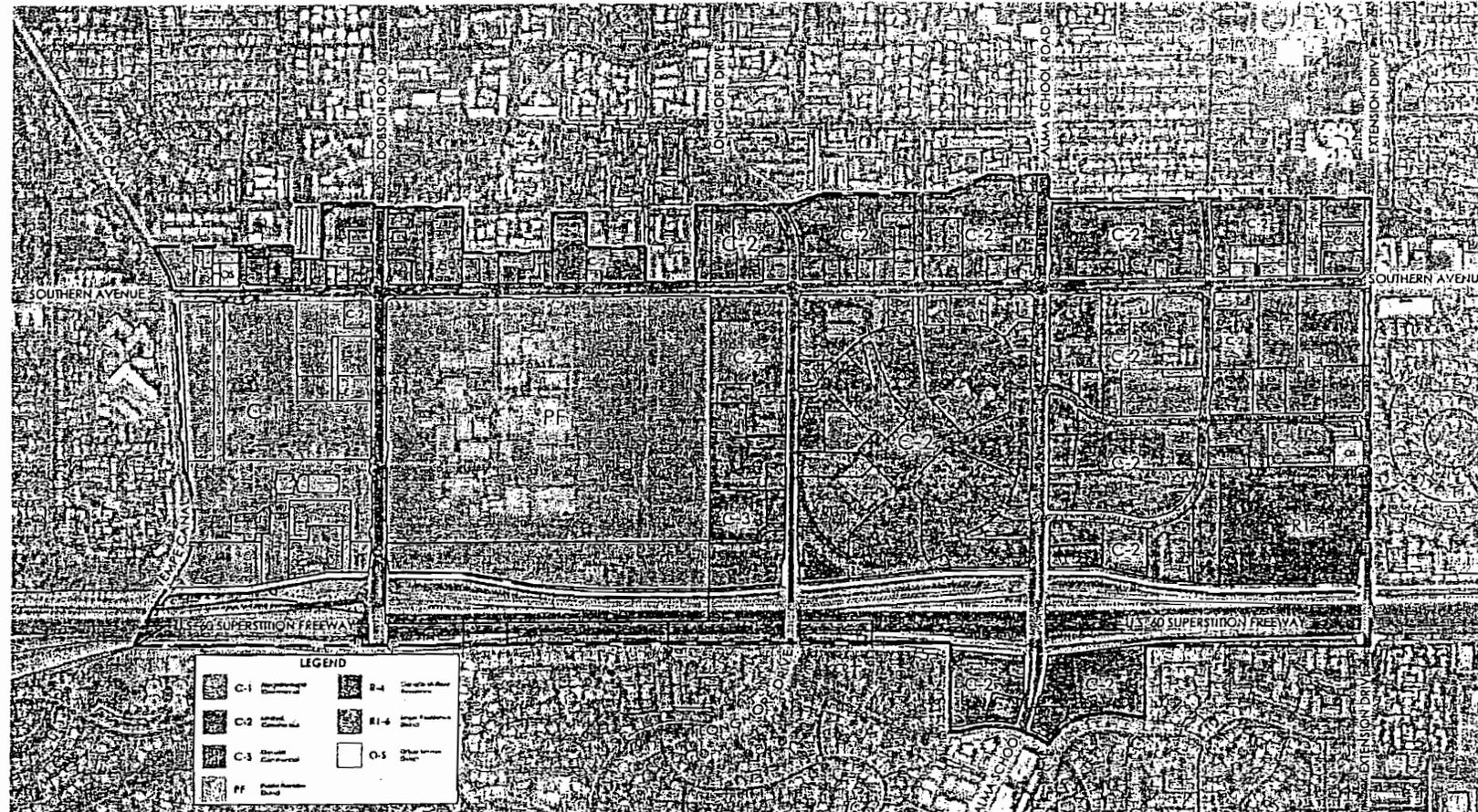


- Heat is absorbed by the cement, asphalt, and various other materials throughout the day.

- The heat is then radiated back into the air during the night.

- These materials are common in the fiesta district

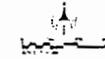
# EXISTING ZONING



ASU  
ARIZONA STATE  
UNIVERSITY

mesa-az

FIESTA DISTRICT  
CURRENT ZONING MAP



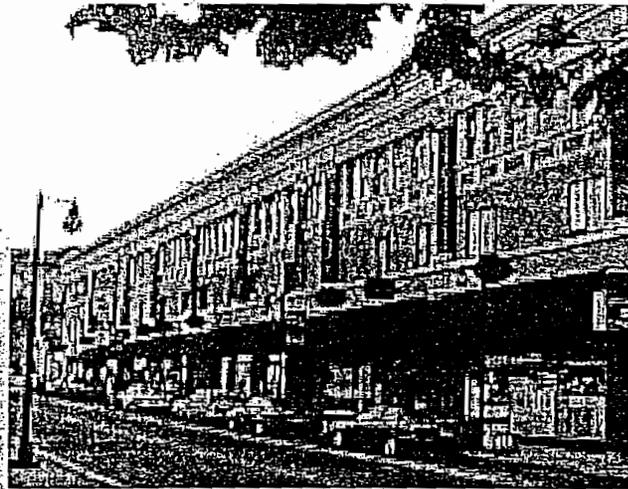
# PROPOSED CHARACTER

Through Form Based Code, retrofit the Fiesta District to help accomplish the following:

- Require a mix of uses in future developments;
- Encourage greater development intensity;
- Identify and maintain a unique character;
- Require incorporation of high density residential;
- Allow increased building heights;
- Manage the parking supply and demand;
- Modify and enhance features, such as public spaces, pedestrian streetscapes and open spaces.

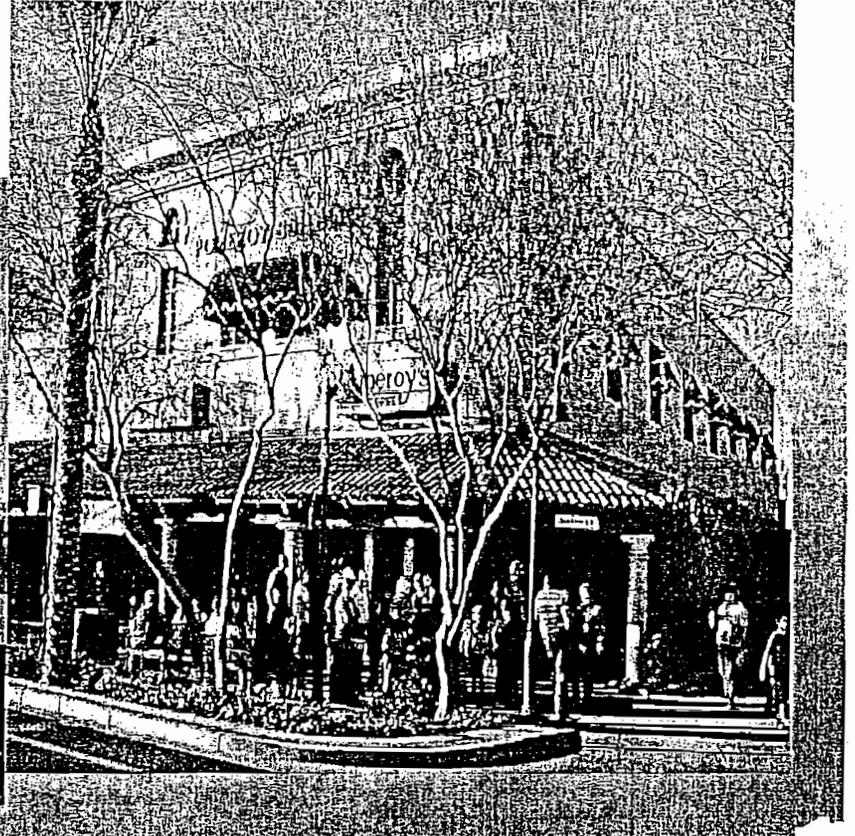
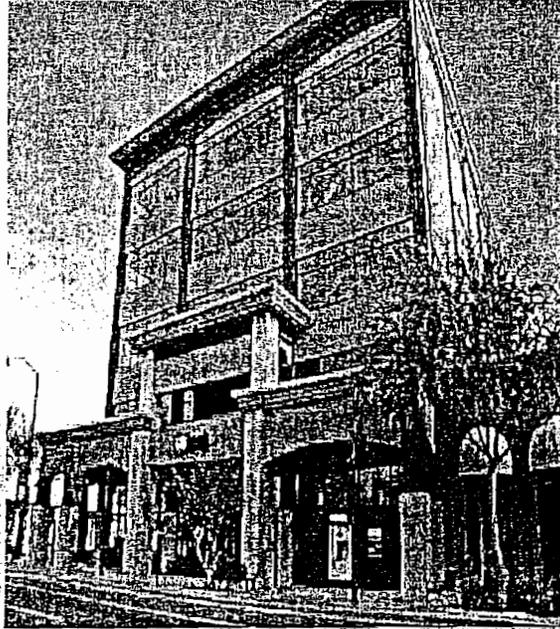
# BUILDING TYPES

- Commercial Block
- Courtyard Housing
- Stacked Dwellings
- Live/Work



# FRONTAGE TYPES

- Arcade
- Beautified Walls
- Dooryard
- Forecourt
- Gallery
- Shopfront



# BUILDING HEIGHTS

- **Core Area:** 4-12 stories for Primary Building (20% of building footprint may be 13 story).
- **Edge Areas:** 2-4 stories for Primary Building (25% of building footprint may be 5 story).



## The Concept Plan

The Fiesta District Project is a comprehensive fragile project. Planning precisely is key for this area meaning that one addition can have a pro and con affect. Being aware that the Fiesta District is broken down to four major areas such as Banner Hospital, Mesa Community College, Fiesta Mall, and the Bank of America Financial District. All four areas have different needs and needs that will enhance this Mesa area to have great connectivity from one area to another. Below are few concepts behind the land uses for each area:

### Banner Hospital:

Creating a linear park along the Tempe Canal west of Banner Hospital.

Creating a connection from the Hospital to Mesa Community College.

Enhancement to the medical care such extended research for students interested in the medical field.

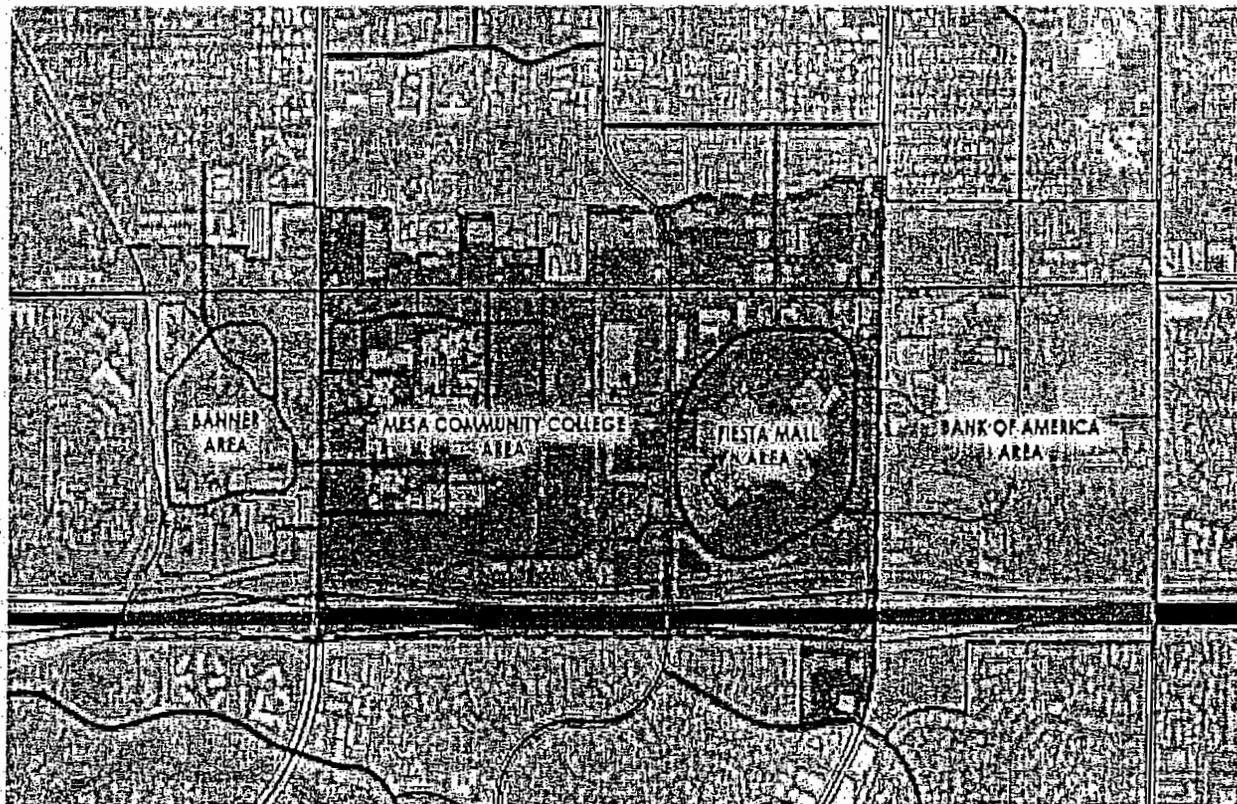
Designing facilities that cater patients and visitors by being pedestrian friendly.

### Mesa Community College:

Creating a public sports facility and enhancing the current sports area.

Creating areas for parks for the connectivity of the community with the college.

Designing the ideal community college with several opportunities to truly experience the college lifestyle.



### Fiesta Mall:

Creating a place of attraction with retail, commercial, and restaurants; destinations. Encourage shopping; creating economic revenue for the area.

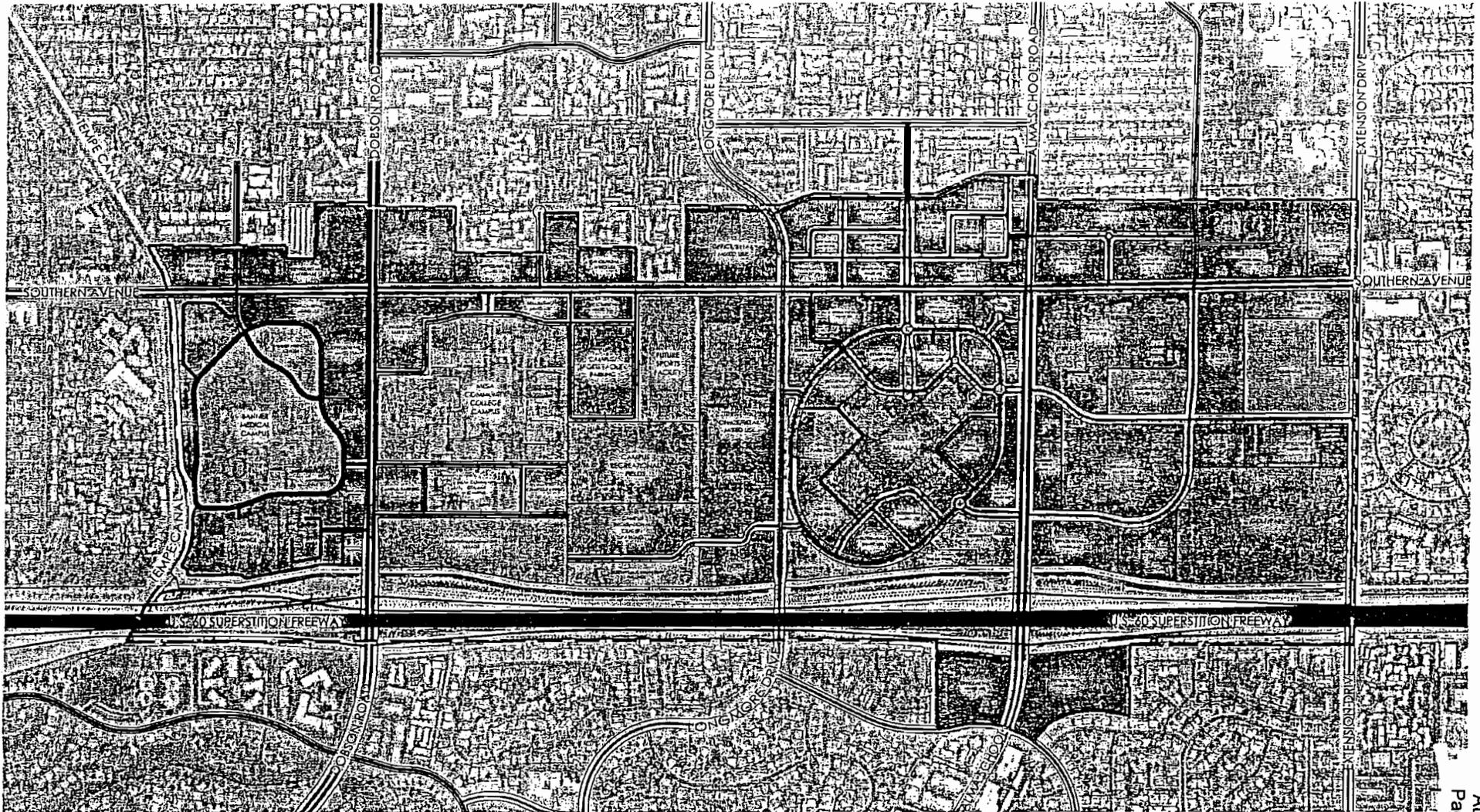
Creating entertainment through a shopping district of endless shopping while breaking to dine at vast restaurants in the area.

### Bank of America Financial District:

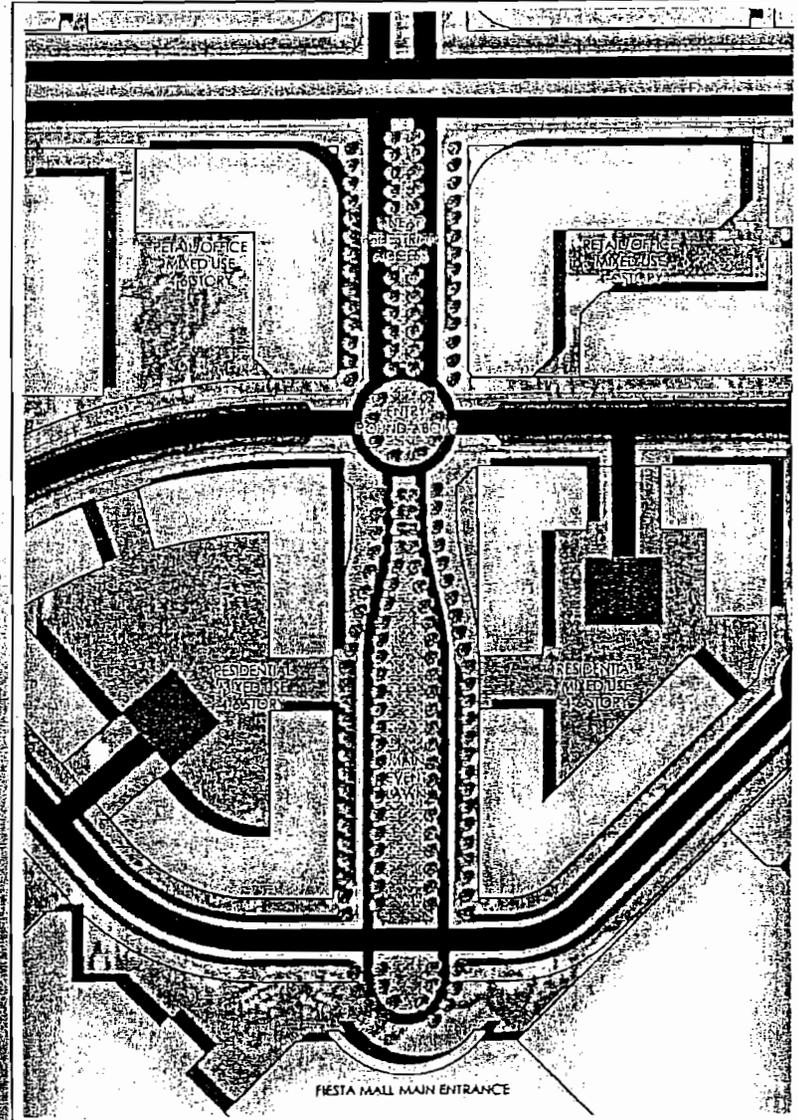
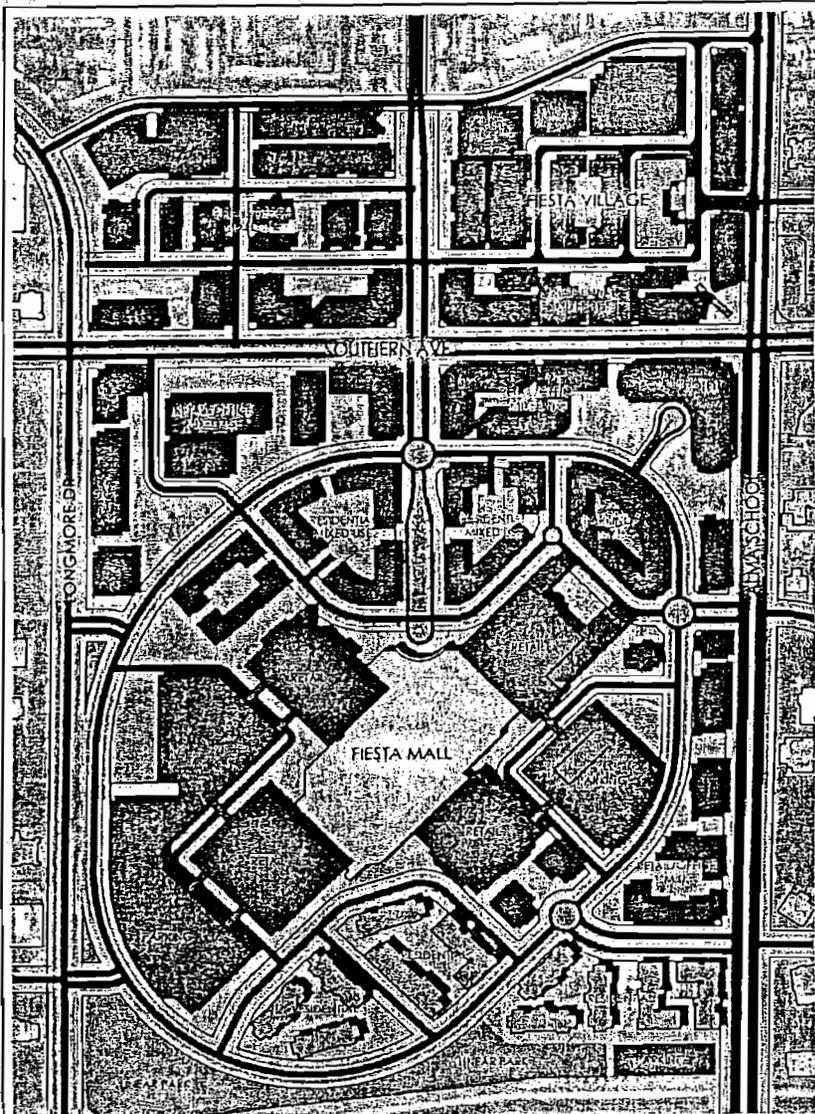
Creating a sense of place with this area-finding a purpose.

Creating areas of destinations; places where people want to go.

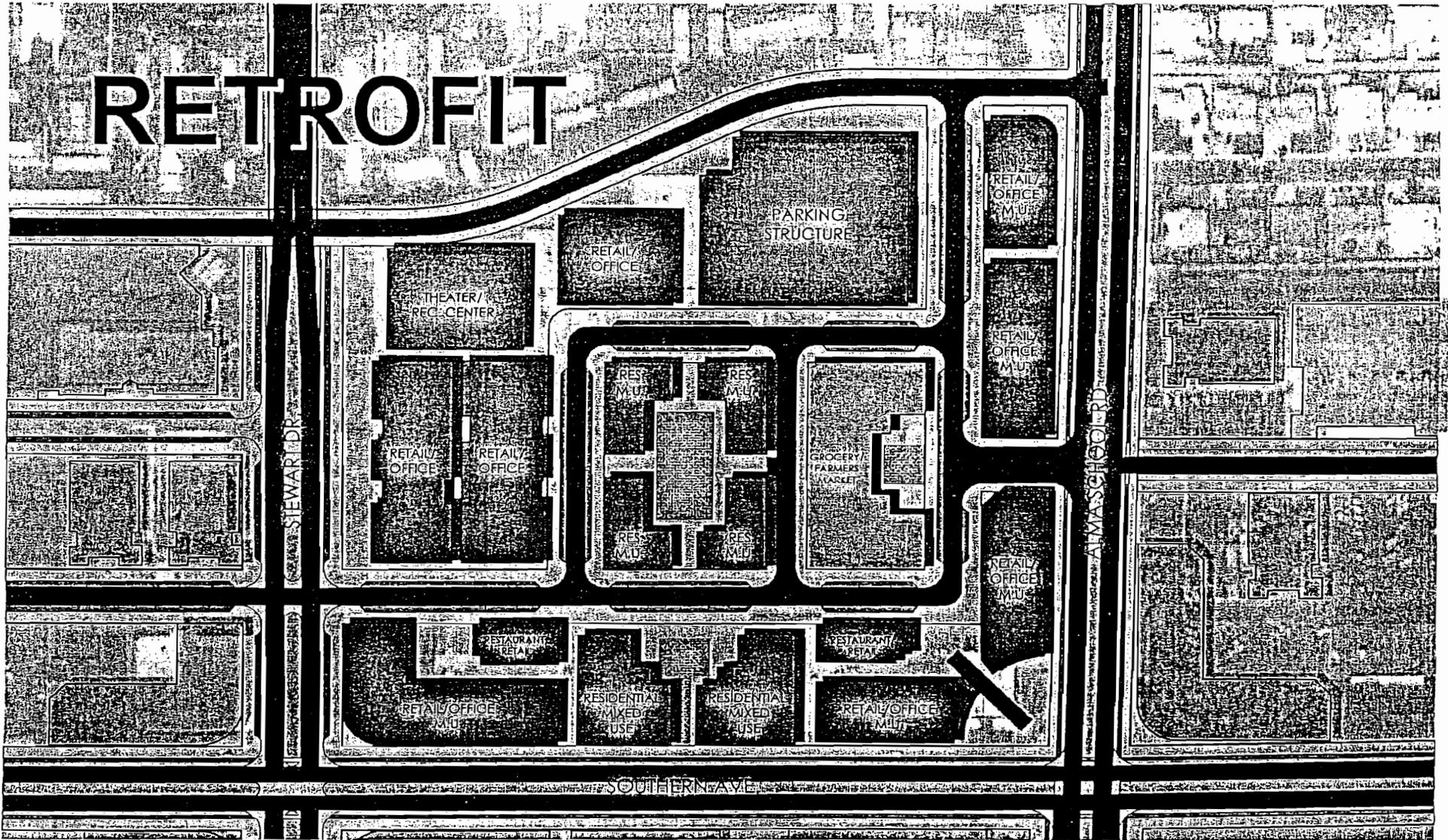
# LAND USE CONCEPT PLAN



# FIESTA MALL RETROFIT

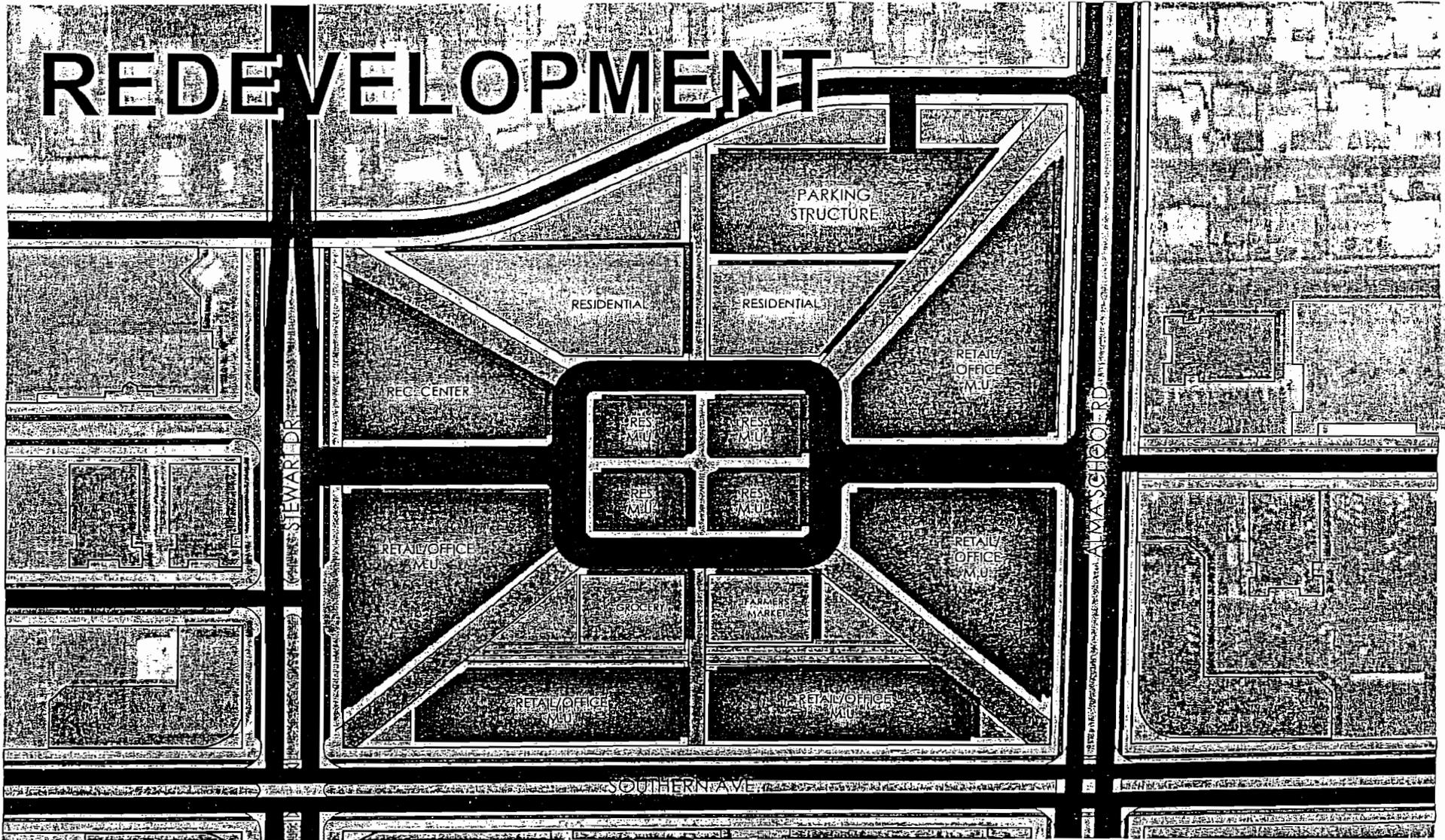


# RETROFIT



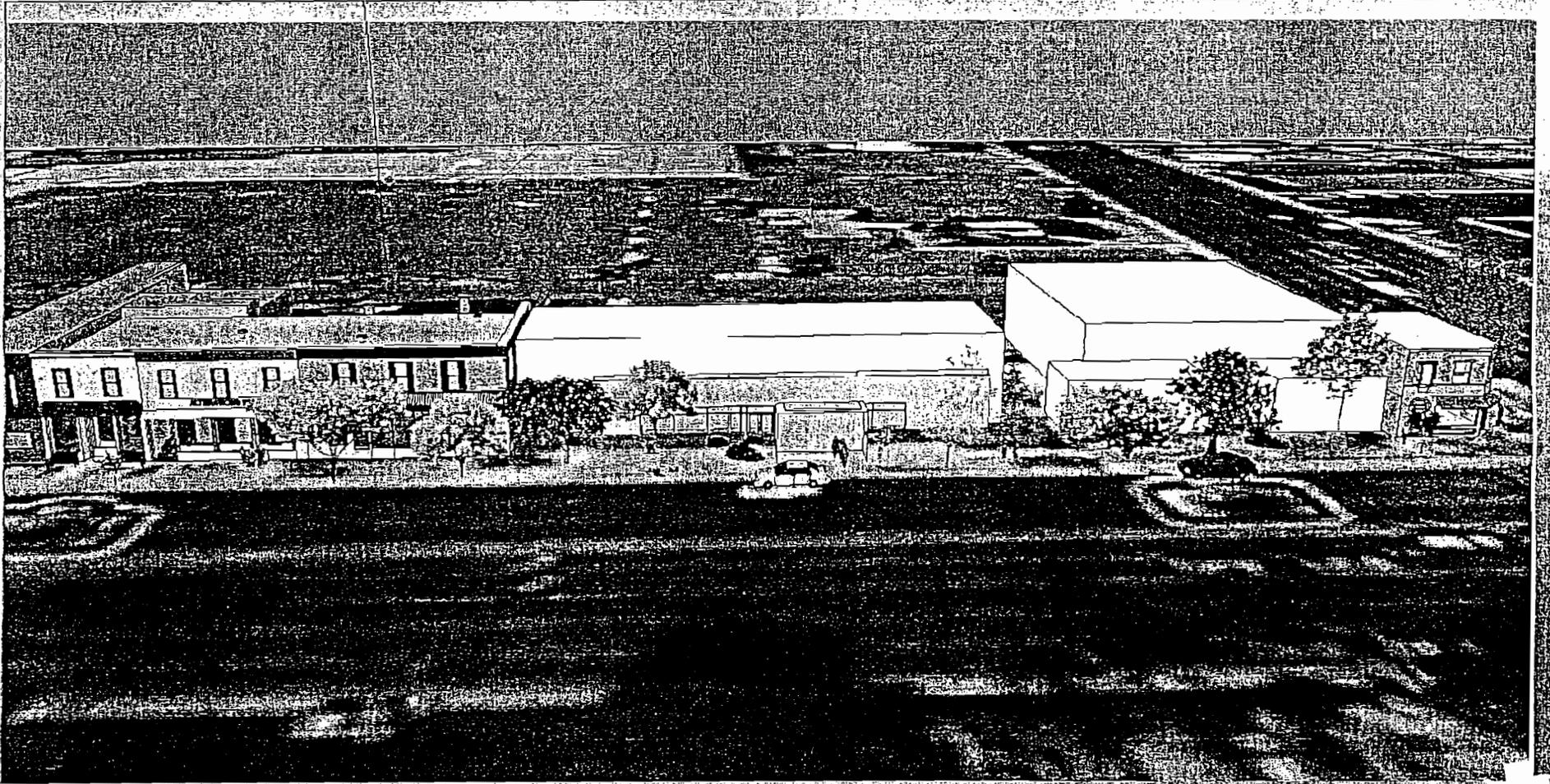
## FIESTA VILLAGE CONCEPT PLAN

# REDEVELOPMENT



## FIESTA VILLAGE CONCEPT PLAN 3

# FIESTA VILLAGE CONCEPT

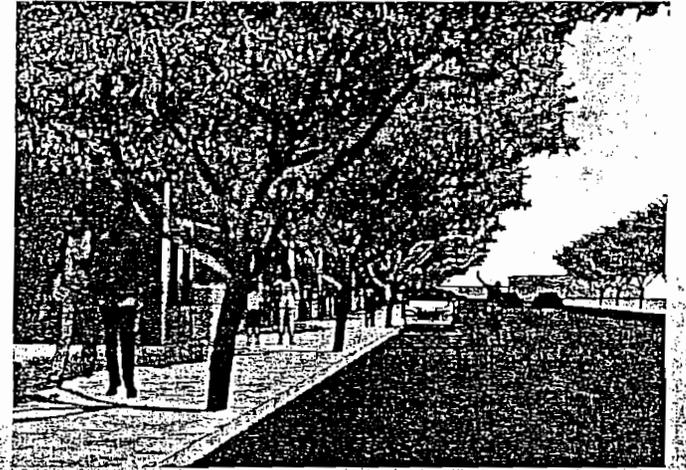


# FIESTA VILLAGE

Before...



...After

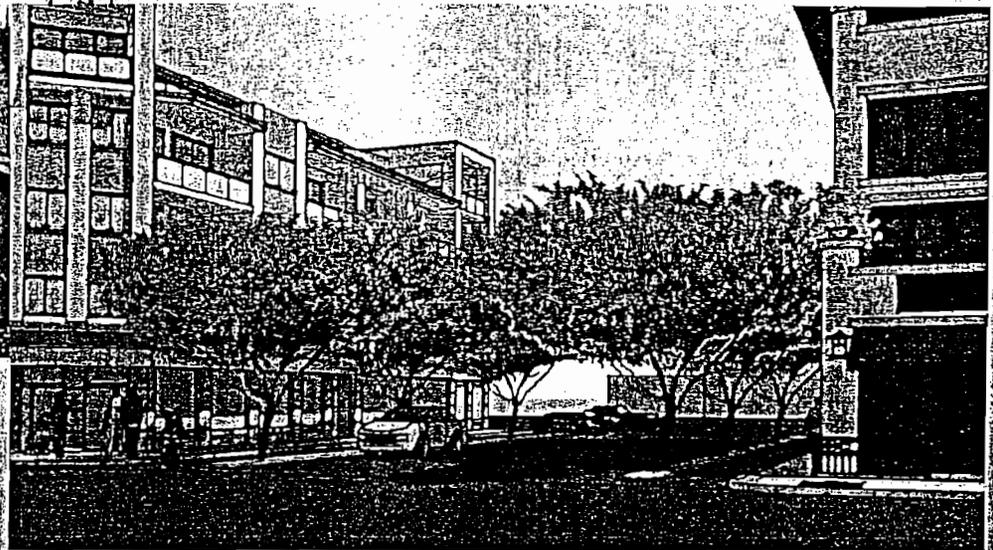


# FIESTA VILLAGE

Before...

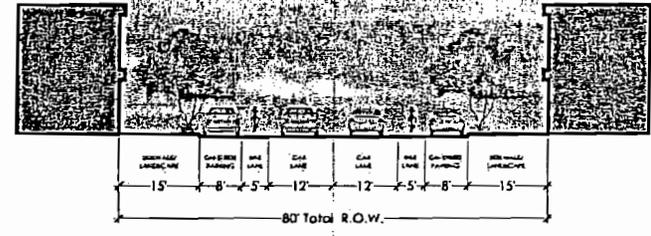


...After



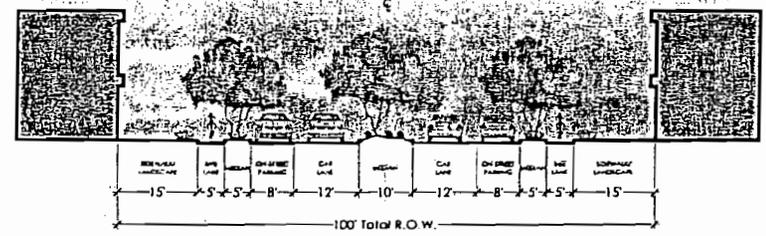
# PROPOSED STREET SECTIONS

## Fiesta Village Internal Drive



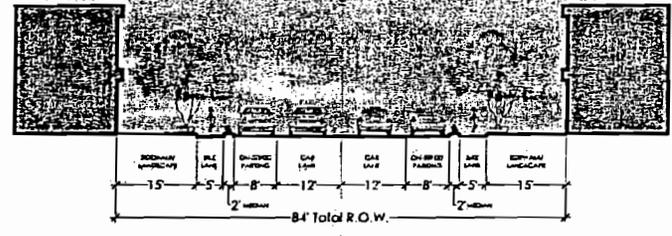
SECTION 'A'  
(INTERIOR STREET NETWORK)

## Longmore Drive



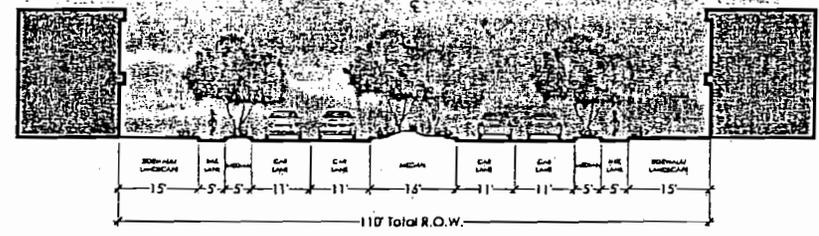
SECTION 'C'  
(LONGMORE DR.)

## Fiesta Mall Internal Drive



SECTION 'B'  
(MALL LOOP ROAD)

## Southern Avenue

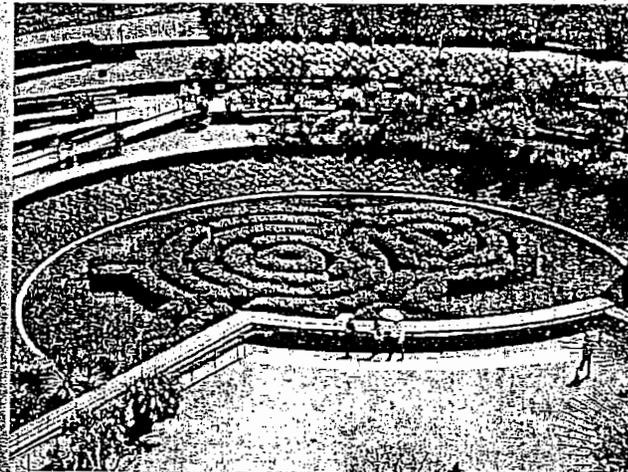
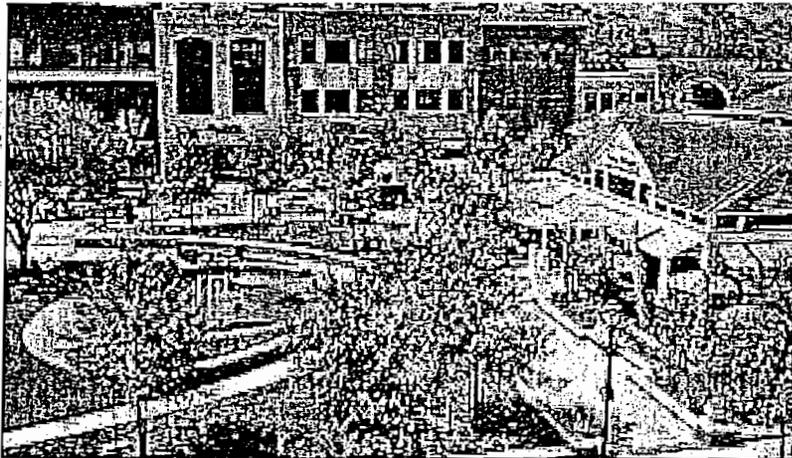
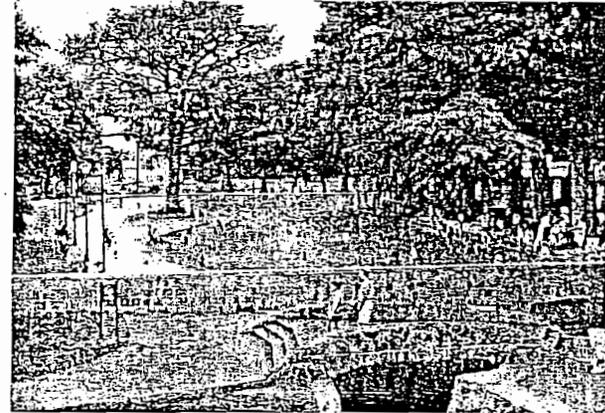


SECTION 'D'  
(SOUTHERN AVE. ARTERIALS)

# RECOMMENDATIONS

## PEDESTRIAN CONNECTIVITY

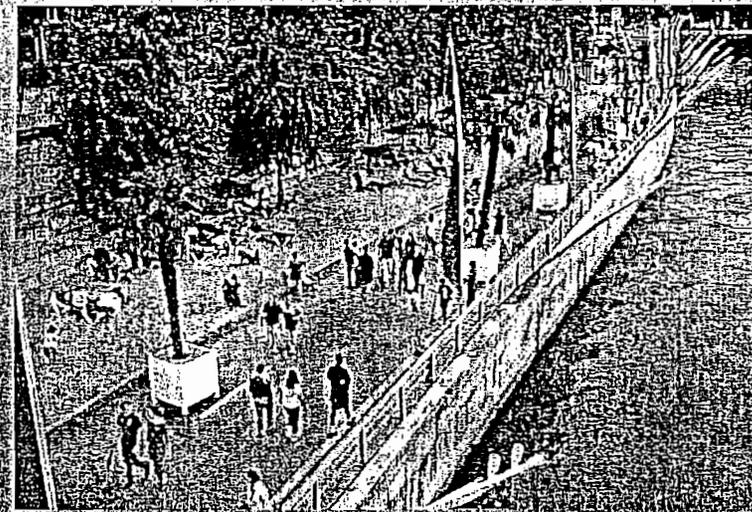
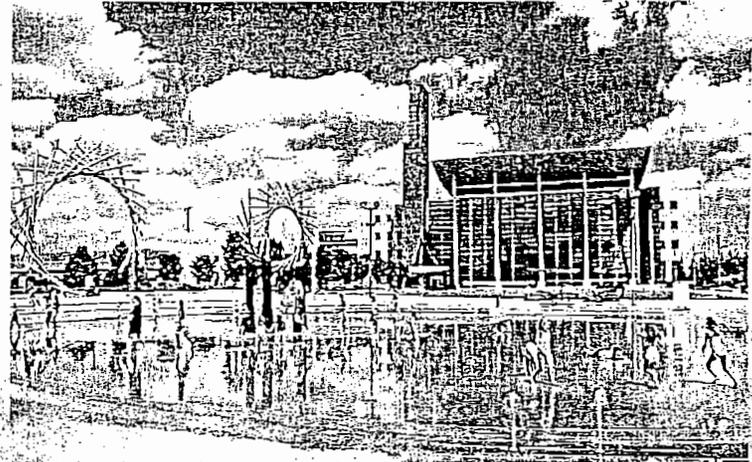
- SHADE!
- Creative Landscapes
- Open Spaces – Recreation Areas



# RECOMMENDATIONS

## PUBLIC SPACES

- Brand with Special Events
  - Festivals
  - Water features
  - Farmer's Market
- Introduce Creative Uses
  - Business Incubators
  - Skateboard park
  - Riparian areas



# NEXT STEPS

## SPRING SEMESTER

### Form-Based Code

- Review Draft Form-Based Code with Fiesta District Stakeholders
- Finalize FBC with City Staff and prepare for public hearing

### Fiesta Paseo

- Pedestrian Corridors/Amenities/Improvements
- Public Spaces/Destinations

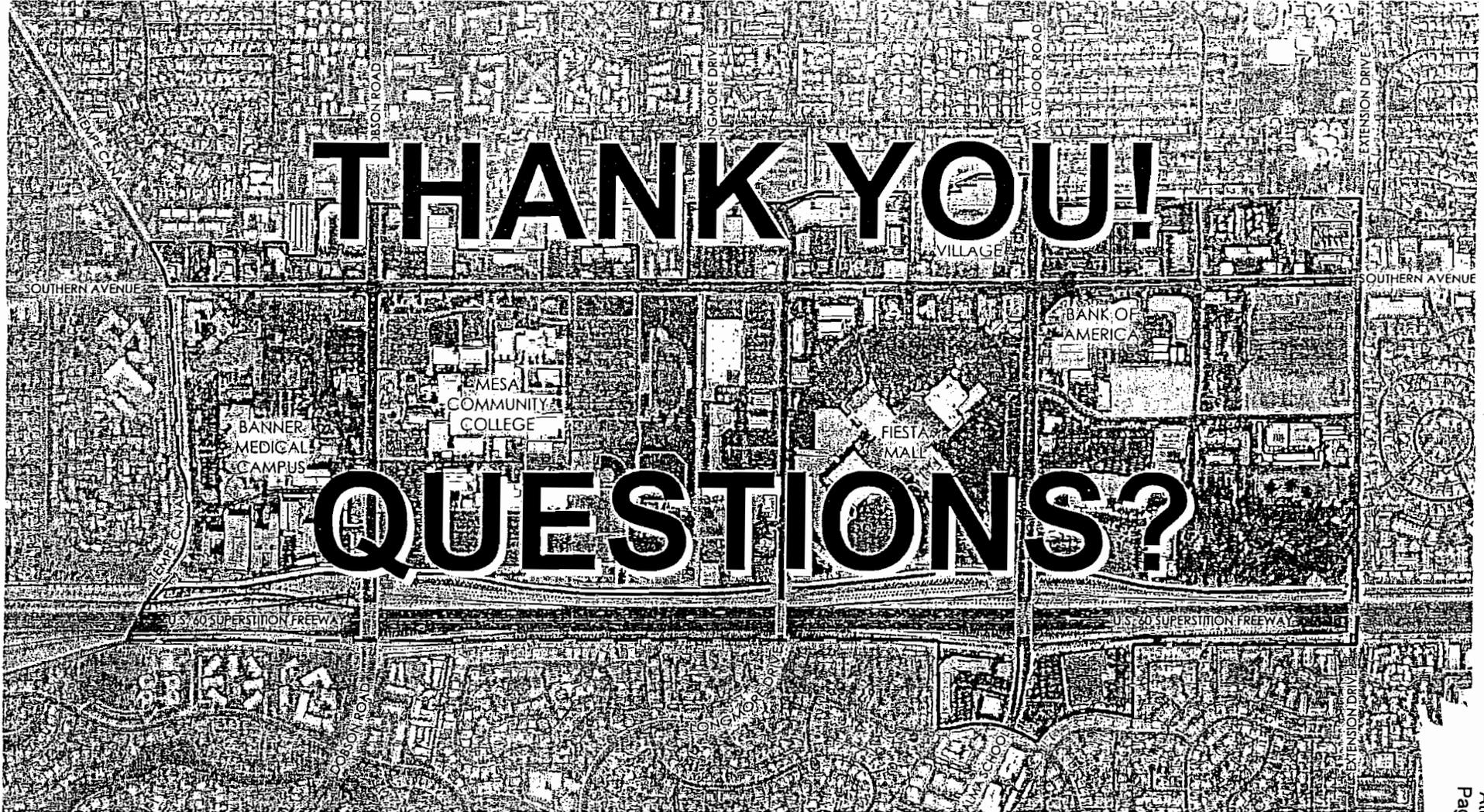
### Fiesta Village

- Mixed-use – Retail, residential, employment, business incubators
- Net Zero Building/Solar Village

# FIESTA DISTRICT

THANK YOU!

QUESTIONS?



*Zoning Ordinance Update*  
**Council Use Permits**

CITY COUNCIL

STUDY SESSION

FEBRUARY 4, 2010

Development & Sustainability Department  
Planning Division

**TYPES OF CONDITIONAL USE PERMITS**

- **Council Use Permit (CUP)**
  - Review & Recommendation by P&Z Board
  - Decided by City Council
- **Special Use Permit (SUP)**
  - Decided by ZA or Board of Adjustment (BoA)
  - Public Hearing, Full Citizen Participation and Notice
  - (Proposed) P&Z decision w/concurrent rezoning or SPR case
  - ZA decision appeal to BoA, BoA appeal to Superior Court
- **Use Permit: Staff Administrative Decision (No Public Notice)**
- **Temporary Use Permit (New)**
  - Staff Decision
  - Maximum Time Limit: 2 years with 1 Renewal
  - Denial: Appeal process through BoA



## **CORRECTIONAL TRANSITIONAL HOUSING FACILITIES (CTHF)**

***Proposed Change: None***

***Council Suggested Options: None proposed***

5

## **HEAVY INDUSTRIES**

Hazardous Materials as a Principal Use; Traditional Heavy Industrial Uses; Meat Slaughterhouses or Packing Plants; Automobile Wrecking Yards, or Junkyards

**Current Zoning District Requirement (All listed Land Uses):**

- *Use w/CUP: M-2*

**Proposed Change:**

***Use w/CUP: M-2 & HI\****

- *Hazardous Materials as a Principal Use; Automobile Wrecking Yards, or Junkyards*

***Delete the uses below as M-2 w/ CUP and replace as Uses by right in HI\* District:***

- *Tanneries; Oil Refineries; Cement Plants; Industrial Metal Smelting, Metal Refining, Casting or Extrusion; Incineration of Garbage or other Organic Matter; Meat Slaughterhouses or Packing Plants:*

***Council Suggested Options: None proposed***

***\* New Zoning District***

6

## RECYCLING CENTERS

Current Zoning District Requirement:

- Use w/CUP: M-2

Proposed Change:

- **Use by Right: C-1, C-2, C-3, M-1, M-2**
  - Indoor Collection Facilities, Hand Sorting but no Processing
- **Use w/ Special Use Permit: M-1**
- **Use by Right: M-2, HI\***
  - Outdoor Collection Facilities, Hand Sorting but no Processing
- **Use w/ CUP: M-2**
  - Larger Facilities, Outside Collections, Mechanical Sorting, Repackaging, Redistribution.

\* New Zoning District

7

## RECYCLING CENTERS (CONTINUED)

**Note: Proposed Change Reclassifies Recycling Centers based on three scales. Adds C-1, C-2, C-3 & M-1 for smaller, indoor "collection" scale facilities. Continues to reserve large scale facilities for M-2 and HI sites.**

**Council Suggested Options:      None proposed**

**Reasoning for Change:**

- Promote Recycling.
- Indoor collection-only sites have minimal impact, and typically reduce litter and noise impacts.

8

## RESIDENTIAL USES IN COMMERCIAL DISTRICTS

### Current Zoning District Requirement:

- Use w/ CUP: C-2

### Proposed Change:

- **Use by Right w/ Standards: MX\* & TMX\***
- **Use w/ CUP: C-1, C-2, & C-3**

### Reasoning for Change:

- Promote mixed use development options in commercial areas.
- Add residential "rooftops" where infrastructure can adopt

### Council Suggested Options:

- **By right use w/ Min 15 du/ac & Max density of 25 du/ac in C-2**
- **Staff recommends a minimum 40% commercial GFA**

\* New Zoning Districts

9

## LARGE FORMAT RETAIL

### RETAIL STORES > 10,000 SF, OR RETAIL CENTERS > 50,000 SF

### Current Zoning District Requirement:

- Use w/CUP: PEP, M-1;
- Use by right: C-2, C-3, M-2, TCB-2, TCB-1, TCC

### Proposed Change:

- **Use w/CUP: PEP, M-1, Add TCB-2, TCC Districts;**
- **Use by right: C-2, C-3; Prohibit: TCB-1, M-2**

### Reasoning for Change:

- 1) Further limit encroachment by commercial uses
- 2) Limit placement of "big box" store in pedestrian downtown.

### Staff Suggested Options:

- A) Delete PEP as eligible site for large format retail, or
- B) Place cap to prohibit individual stores in excess of 50,000 sqft.

10

### **SWAP MEETS, FARMER'S MARKETS & SIMILAR OUTDOOR SALES OPERATIONS (PART 1)**

*Note: Current Code Classifies Swap Meets and Farmer's Markets as Similar. Proposed Code will split Farmer's Markets from Swap Meets, and consider each as two different activities*

#### **Swap Meets & Similar**

Current Zoning District Requirement:

- Use w/ CUP: C-3, M-1, M-2, TCC

Proposed Change:

- **Delete TCC eligibility for Swap Meet**

*Reasoning for change:*

- Swap meets occur for several consecutive days
- Often become permanent land uses.

*Council Suggested Options: None Proposed*

11

### **SWAP MEETS, FARMER'S MARKETS & SIMILAR OUTDOOR SALES OPERATIONS (PART 2)**

#### **Farmer's Markets & Similar**

Current Zoning District Requirement:

- Use w/ CUP: C-3, M-1, M-2, TCC

Proposed Change:

- Use w/ TUP: Adds C-1, C-2, & TCB-1;
- Deletes M-1 & M-2 as eligible sites

*Reasoning for Change:*

- 1) Farmer's Markets typically 1 or 2 day events
- 2) Often used as promotional activities for existing commercial

*Council Suggested Options: None Proposed*

12

## SCHOOLS

### Current Zoning District Requirement:

- Permitted "by-right": AG, All R1, R-2, R-3, R-4, & O-S districts
- Permitted w/CUP: C-1, C-2, C-3, PEP, M-1, M-2, & All TC Districts

### Proposed Change:

- **Permitted by right: AG, All R1, RSL\*, R-2, R-3, R-4, & O-S districts**
- **Use w/ CUP: C-1, C-2, C-3, MX\*, TMX\*, PEP, M-1, M-2, HI\* & All TC Districts**

### Notes:

- 1) No change to eligible locations except addition of new districts
- 2) Definition of "School" to change; from "K through University" to "K through 12". "University" considered a separate land use type.
- 3) "University" proposed as by-right use in C-2, C-3, PF, M-1 and PEP Districts.

\* New Zoning Districts

13

## SCHOOLS (CONTINUED)

### **Council Suggested Options: Delete TCC as eligible district for schools**

#### **Reasoning for Change:**

- Universities create different impacts than K - 12
- Each type attracts different "clients"
- Proposal maintains policy of school requiring a CUP in commercial and industrial districts.
- Deleting TCC lessens concern regarding new 300' perimeters from schools affecting the locations of bars and nightclubs in the Town Center Core area.

14

## **PAYDAY LOAN STORES**

### NON-CHARTERED FINANCIAL INSTITUTIONS

#### Current Zoning District Requirement:

- Use w/ CUP: C-1, C-2, C-3, M-1, M-2, TCB-1, TCB-2, TCC

#### Proposed Change:

- Delete M-1 & M-2 Districts as eligible sites

#### Reasoning for Change:

- Limit effects by shifting sites away from employment areas

#### Council Suggested Options:

- Also delete C-1, TCB-1 and TCC as eligible sites

15

## **BARS & COMMERCIAL ENTERTAINMENT**

### NIGHT CLUBS, COCKTAIL LOUNGES; POOL, BILLIARD & DANCE HALLS

#### Current Zoning District Requirement:

- Permitted "by-right": C-3, M-1, M-2, TCB-1, TCB-2, TCC
- Permitted w/CUP: C-2

#### Proposed Change:

- Adds PEP as eligible "by-right" site

#### Staff Suggested Options:

- 1) Allow Bars w/ SUP in C-2 (rather than a CUP)
- 2) Create "Bar & Grill" land use (30% food sales)  
Rec: C-2 as "by-right" or w/ SUP; not allowed in C-1

16

## **BARS & COMMERCIAL ENTERTAINMENT**

NIGHT CLUBS, COCKTAIL LOUNGES; POOL, BILLIARD & DANCE HALLS (CONTINUED)

*Reasoning for change:*

- A) *Allow additional entertainment options for PEP campuses.*
- B) *Allow for entertainment options in C-2 districts, similar to other entertainment-oriented uses (movie theatres, bowling alleys)*
- C) *Accommodate new "bar & grill" liquor license option*

17

## **AUTO-ORIENTED USES IN TCB-1**

Automobile Service Stations; Car Washes;  
Drive-through Window Services

Current Zoning Requirement: TCB-1 w/CUP

Proposed Change: None

*Council Suggested Options: None*

18

## **AUTO-ORIENTED USES IN TCC**

Current Zoning District Requirement: TCC w/ CUP

Proposed Change:

- **None except Prohibition on Major Vehicle Repair (Body and Paint Shops)**

*Issues to be Considered:*

- 1) *Expansion of Auto-oriented Land Uses in Downtown*
- 2) *Goal of Encouraging Pedestrian/Transit Oriented Development Downtown Area*
- 3) *Grandfathering Auto-sales lots, & drive-through windows in Downtown Core*

19

## **TATTOO PARLORS & BODY PIERCING SALONS**

Current Zoning District Requirement:

- *Use w/ CUP: C-1, C-2, C-3, M-1, M-2, TCB-1, TCB-2, TCC*

Proposed Change:

- ***“Use by right” in M-1 & M-2 w/ 1200’ spacing***

*Council Suggested Options:*

- *Delete C-1 and all TC Districts as eligible sites*
- *Allow w/ SUP (Board of Adjustment decision, not City Council) instead of CUP in C-2 and C-3 (Depoliticize)*

*Reasoning for Change:*

- *Provide “by-right” option.*
- *Spacing requirements avoid over-concentration*

20

## PAWN SHOPS

### Current Zoning District Requirement:

- *Use w/ CUP: C-1, C-2, C-3, M-1, M-2, TCB-1, TCB-2, TCC*

### Proposed Change:

- *Deletes M-1 and M-2 Districts as eligible sites*

### *Reasoning for Change:*

- *Limit effects of Pawn Shops by shifting sites away from employment areas*

### *Council Suggested Options:*

- *Delete C-1 District as eligible site*