

## COUNCIL MINUTES

March 17, 2022

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 March 17, 2022, at 7:30 a.m.

### COUNCIL PRESENT

John Giles  
Jennifer Duff  
Mark Freeman  
Francisco Heredia  
David Luna  
Julie Spilsbury  
Kevin Thompson

### COUNCIL ABSENT

None

### OFFICERS PRESENT

Christopher Brady  
Holly Moseley  
Jim Smith

Mayor John Giles conducted a roll call.

#### 1. Review and discuss items on the agenda for the March 21, 2022, 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-a. Hear a presentation and discuss an update on the future development of the 25-acres of City-owned land at the southwest corner of University Drive and Mesa Drive.

Downtown Transformation Manager Jeff McVay introduced Lindsay Schube, with Gammage and Burnham, and Ben Ayers, Design Director for Gensler, and displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. McVay explained this development covers 27-acres at the southwest corner of University and Mesa Drive, which the City has owned for 30 years. He reminded Council of the Memorandum of Understanding (MOU) that was approved in 2021 that included an exclusive dealings agreement for nine months. He said during that time, Miravista Holdings and Gensler have completed all of the tasks required; however, a development agreement is not ready as staff has determined the best approach is to run the project concurrently with the planning and zoning entitlements. (Page 3 of Attachment 1)

Ms. Schube commented the community engagement process has started and in speaking with members of the Council, there was no firm consensus on what the development proposal should include; however, there were guiding principles that did come out of the meetings and discussions. She reviewed the guiding principles as: a vibrant and active community that is mixed-use and adds to downtown; being a good neighbor, which takes into account the context of the existing environment and complements that; a varied district, which includes a mixed-use development; strengthen downtown, which builds on the amenities in the area; publicly accessible by utilizing and supporting light rail; and complementary by adding to the community. (See Page 4 of Attachment 1)

Ms. Schube provided an update on the public engagement process that has taken place and the plans for future public meetings. (See Page 5 of Attachment 1)

Mr. Ayres presented a first look at the master plan concept for the development and stated it was very important to develop a true mixed-use project that was complementary to the surrounding area and robust enough to spur excitement and help the downtown grow. He remarked on the importance of building on the history and culture around Site 17 and really striving to be a good neighbor to all the surrounding communities. He pointed out the 27 acres are subdivided into eight separate development blocks, which is important because after the initial phase the remaining blocks have the flexibility to be developed according to market demand. (See Page 6 of Attachment 1)

Mr. Ayres displayed the master plan concept as a three-dimensional form and said the colors represent the different types of uses planned within Site 17, which includes various types of residential uses such as townhomes, apartments, walk-ups, and live/work units; employment opportunities, including a multi-phase office building and parking garage; and finally, community oriented commercial uses that will support both the new development and the surrounding neighborhoods. (See Page 7 of Attachment 1)

Mr. Ayres highlighted the first phase includes South and West Development Blocks and identified the components of each. He clarified the three buildings next to the West Development Block will sit along Hibbert to provide walk-up style apartments with a direct pedestrian connection to Hibbert, which is significant as that would contribute to a vibrant streetscape experience for the community. (See Page 8 of Attachment 1)

Mr. Ayres explained as part of the initial development phase, the streetscapes along Hibbert and Second Street will be improved to enhance the connections to the south and to the historic residential district, as well as back to Main Street. He added these streetscapes will include pedestrian or bicycle friendly spaces, street parking, desert landscape and hardscape spaces. He stated as part of the overall masterplan, Wilbur will be abandoned to create a more flexible portion in the middle of the site to provide the right type of development. He recommended abandoning half of the underutilized roadway along Pasadena between Second and Third Streets to create more width for the West Development Block. He pointed out the southern portion of Second Street has a very wide right-of-way, which would be converted to a new streetscape that includes safe travel lanes, parking, and new outdoor amenity spaces for the community. He concluded by saying this variety of landscaping will be the beginning of a network of connected outdoor spaces throughout the development designed to support active and passive uses for the surrounding neighbors. (See Page 9 of Attachment 1)

Mr. McVay provided the next steps in the process and explained the MOU would need to be extended to allow the agreement to continue through late August for Council action on the

development agreement, purchase agreement, and the zoning entitlements. He added the developer will continue to engage with the neighborhoods throughout this time and create a project branding. (See Page 10 of Attachment 1)

Mr. McVay provided an overview of the business terms and Miravista's obligations. He explained each development block will be sold individually at the appraised value. He commented each development block would contain minimums for height, square footage, and number of units, as well as street view components. He stated the escrow agreement will contain a sum to be used to restore the site should the project not move forward. (See Page 12 of Attachment 2)

Mr. McVay highlighted the City's obligations placing 75% of the purchase price for each development block into an escrow account that can be used as reimbursement for the enhanced public improvements. (See Page 13 of Attachment 1)

In response to concerns voiced by Councilmember Thompson regarding the market for office space, Ms. Schube indicated there are some interesting opportunities in terms of potential tenants and that the tenants in this space would be a different kind of tenant than would be found in Riverview. She explained tenants at Site 17 would be more focused on a relationship with Arizona State University (ASU) and, in addition to that, would benefit from the close proximity to the light rail.

Councilmember Thompson expressed the opinion that for a city that thrives on sales tax, he would prefer to see more commercial use. He added when there is high-density housing there should be commercial to offset residential. He stated there is not a lot of square footage for retail and restaurants and he would expect to see more of that to serve the residential component.

In response to a question from Councilmember Luna regarding provisions for low-income housing, Ms. Schube explained based on direction from Council and community meetings, the direction received has been for market rate housing. She added the housing options have not been established and there is room for further direction.

In response to additional questions from Councilmember Luna regarding a grocery store, Mr. Ayers stated there is approximately 30,000 square feet currently planned and could be used for a variety of commercial uses.

Ms. Schube further clarified the northeast corner of the site has approximately 10-12,000 square feet that would work for a neighborhood grocer.

Mr. McVay commented the one consensus through all of the neighborhood meetings was the need for a grocery store.

In response to a question from Councilmember Luna regarding parking, Mr. Ayers explained this type of development with a 200,000 sf office space has a significant parking requirement, which is why there is a parking garage in the middle of the development block.

Mr. McVay clarified there will also be charging stations for electric vehicles. He added the parking garage will be designed in a way that it can be converted to actual livable space or occupiable space in the future.

In response to a question from Councilmember Freeman regarding any encumbrances on the land that might reduce the cost of the parcel, Mr. McVay said there were none that he is aware of and as part of the initial MOU phase the developer completed assessments with no findings.

In response to additional questions from Councilmember Freeman, Mr. McVay explained this site is not within the form-based code due to size; however, staff is rezoning using the existing base zoning with the PAD overlay and incorporating elements of the form-based code as well as design guidelines. He clarified due to the number of public improvements there is a significant amount of public benefit that would qualify for the Government Property Lease Excise Tax (GPLET).

In response to a question from Councilmember Heredia related to a mix of residential and commercial in each phase of the development, Ms. Schube stated that is the benefit of the development blocks in that they provide options.

Mr. Brady clarified from a staff and planning perspective this site has always been thought of as a support and complement to strengthen downtown, and not as something to compete with what is already here. He stated as a city, we need to work to figure out how to make stronger connections through pedestrian walkways and landscaping. He expressed the opinion that this cannot be an insular development, that the proximity to museums, art centers, restaurants, entertainment, and libraries is the selling point of the site, so staff should be careful what kind of mixed uses are considered.

Mr. McVay commented when considering commercial for this development, staff is looking at neighborhood serving commercial or service retail that is not necessarily available in downtown. He added conversations are also taking place regarding an autonomous shuttle that could be used to get people in and around downtown.

Vice Mayor Duff explained these drawings are just blocks for placement and are not a rendering of architectural detail. She stressed the need to have for sale units as many residents are requesting that type of housing.

Mayor Giles expressed the opinion that the name of the development should include the word "neighborhood" and will help send the message that this is a place like Eastmark or the Groves that people want to live and has amenities built in, is close to downtown, and is part of an innovation district. He commented market rate housing would bring diversity because across the street is Washington-Escobedo and down the street is El Rancho. He said while Council has discussed the commitment to affordable housing projects and low-income housing projects, they do not have to be in the same part of town, and this part of town is lacking market rate housing.

Mayor Giles thanked staff for the presentation.

2-b. Hear a presentation, discuss, and provide direction on the City's recently awarded grant from the Federal Transit Administration (FTA) to support transit-oriented land use studies along a proposed 5-mile streetcar route in west Mesa, connecting Riverview Marketplace, the Asian District, the Fiesta District, and downtown.

Transit Services Director Jodi Sorrell introduced Assistant Planning Director Rachel Prelog and Assistant Economic Services Director Jaye O'Donnell, and displayed a PowerPoint presentation. **(See Attachment 2)**

Ms. Sorrell explained approximately one year ago, staff applied to the Federal Transit Administration (FTA) for a transit-oriented development planning grant and have been fortunate to be granted the full award. She indicated this presentation is to share what is included in that grant and how the grant will benefit the city.



Ms. Sorrell displayed a diagram of the future streetcar alignment. She recalled about four years ago staff started two different planning projects looking at high-capacity transit corridors in West Mesa. She stated the first project was done in partnership with the City of Tempe and Valley Metro to consider the feasibility of extending the streetcar from Tempe into Mesa. She said the second project was looking at high-capacity transit options for the Fiesta District. She remarked extending the streetcar from Mesa is feasible and the corridor investment in West Mesa provides the ideal long-term vision. She cautioned that these projects are long-term projects and will take many years to complete. (See Page 2 of Attachment 2)

Ms. Sorrell highlighted the long-term transit projects that have been completed to date. (See Page 3 of Attachment 2)

Ms. Prelog provided an overview of the grant purpose, which is to conduct comprehensive planning that supports transit-oriented development (TOD). She explained this grant is to support economic development along that transit line to increase ridership, multi-connectivity, and accessibility to improve transit access for bicycles. She added inherent with TODs is generally mixed-use development. (See Page 4 of Attachment 2)

Ms. Prelog commented on the grant overview and added this was a nationwide competitive grant that will assist in several redevelopment areas. (See Page 5 of Attachment 2)

Ms. O'Donnell expanded on the Redevelopment Areas (RDA) and explained the good news about implementing this planning grant right now is that the City already has strong framework due to Mesa's established RDAs. She recalled the City established a redevelopment area in the downtown square mile in 1999, and in 2017 that was expanded to the Central Business District where three new RDAs were established. She stated the benefit of RDAs is to access certain federal benefits for enhancing neighborhoods and business districts, including GPLET's. She added that included in these plans are recommendations for capitalizing on existing assets that are areas for improving connectivity for pedestrians and bicycles. (See Page 6 of Attachment 2)

Ms. Prelog highlighted the main purpose, which is to allow the City to implement and fund strategies through the three RDAs and provides opportunities for economic development along the transit lines. (See Page 7 of Attachment 2)

Ms. Prelog presented tasks and deliverables and stated the first one is community profile and an existing conditions analysis which looks at the surrounding area in terms of land use and zoning, as well as the infrastructure and transportation network, and how those can be improved to provide connectivity to future transit lines. She highlighted the second deliverable, which is the public engagement plan and implementation mitigation plan, so as construction begins there are plans in place and staff has engaged with the neighborhoods on ways to mitigate the impacts to those businesses and residents. She explained the third deliverable as a corridor vision, which develops typologies, visualizations, and prototypical plans for areas adjacent to the corridor. (See Page 8 of Attachment 2)

Ms. Prelog expanded on the corridor vision deliverable and recognized that the streetcar route travels through several diverse areas of land use and zoning. She said when the concepts and designs are developed staff will take into account what is appropriate for these special areas when creating typologies, visualizations, and plans that were identified through the RDA as potential redevelopment sites. (See Page 9 of Attachment 2)

Ms. Prelog continued with the tasks and deliverables and indicated the fourth one is creating TOD policy plans to create comprehensive design guidelines for the four activity areas. She stated there are already some design guidelines for the Fiesta District so building on that would be to create design guidelines for the Asian District to further define those areas. (See Page 10 of Attachment 2)

Ms. Prelog highlighted the financial plan and explained staff will identify potential funding sources. (See Page 11 of Attachment 2)

Ms. Prelog commented on the next steps, including hiring a new staff member to act as a project manager since this will be a multi-year project that will require a lot of coordination with several departments. She added the project manager would write the scope of work and hire and work with a consultant on the project.

In response to questions from Councilmember Freeman, Ms. Sorrell stated the timeline to completion depends on a Prop 400 sales tax extension; however, the likely timeline would be a 2035 opening. She added there is a local match of \$230,000, and with the grant the total allocation is \$1.1 million.

Ms. Sorrell further clarified that when a jurisdiction applies for a capital improvement grant with the FTA a rating is provided based on certain criteria, such as land use and economic development, and how a jurisdiction rates determines how strong the proposal is which then determines the competitiveness for funding. She added based on these factors, Mesa is in a competitive position in leveraging the local \$230,000 with the possibility of tens of millions of dollars down the road.

Councilmember Heredia indicated his support for the project and said it is important to bring residents from Tempe and Phoenix into Mesa for shopping and entertainment and will be a critical component in how it affects the region.

In response to a question from Vice Mayor Duff regarding the infrastructure and what this project means to our streets, Ms. Sorrell explained the streetcar is smaller than a light rail vehicle and bigger than a bus and operates like a single car and will not have multiple cars linked together. She added it does operate like a bus in that it does share lanes with traffic, unlike the light rail which is in a fixed guideway. She continued by saying it operates in the lanes of traffic depending on how the design is laid out. She said there will be a study with a lot of public involvement to provide feedback on what the alignment will look like.

In response to additional questions from Vice Mayor Duff, Ms. Sorrell confirmed that the streetcar would be operated by Valley Metro. She said the Tempe streetcars will be opening soon so Mesa will have the advantage of seeing how that operates as staff goes through the planning process.

Mayor Giles thanked staff for the presentation.

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

3-a. Parks and Recreation Advisory Board meeting held on January 12, 2022.

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

Upon tabulation of votes, it showed:

AYES – Giles-Duff-Freeman-Heredia-Luna-Spilsbury-Thompson  
NAYS – None

Carried unanimously.

4. Current events summary including meetings and conferences attended.

Councilmember Luna –	NLC Information Technology Committee NLC HELO Committee Secretary Buttigieg meeting
Vice Mayor Duff –	NLC – Recognized Councilmember Luna’s last trip to NLC and his significant contributions MAG Human Services Committee Smart Group America Champions Institute
Councilmember Spilsbury -	NLC Conference – Finance, Administration, & Intergovernmental Relations Committee (FAIR) Youth Education & Family Council
Councilmember Freeman –	NLC Public Safety Committee

5. Scheduling of meetings.

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

Monday, March 21, 2022, 5:15 p.m. – Study Session

Monday, March 21, 2022, 5:45 p.m. – Regular

6. Adjournment.

Without objection the City Council study session adjourned at 9:04 a.m.

---

JOHN GILES, MAYOR

ATTEST:

---

HOLLY MOSELEY, 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 17<sup>th</sup> day of March 2022. I further certify that the meeting was duly called and held and that a quorum was present.

---

HOLLY MOSELEY, CITY CLERK

abg/dm  
(Attachments – 1)

# Transform 17 SW Corner of University and Mesa Drive

**City Council  
Study Session  
March 17, 2022**

**Jeff McVay**  
Manager of Downtown  
Transformation

**Lindsay Schube**  
Gammage & Burnham

**Ben Ayers**  
Gensler



# TRANSFORM 17 SITE IN CONTEXT





# TRANSFORM 17 – MOU PROGRESS TO-DATE



- MOU for development of the site
  - Approved by City Council April 1, 2021
  - Included an option to extend
- Completed To-Date
  - Market/Economic analysis
  - Neighborhood outreach plan
  - Master ALTA survey
  - Utility assessment
  - Archeology assessment
  - Environmental testing
  - Phasing alternatives generated and tested
- Identification of first phase of development
- Initiation of neighborhood outreach



# TRANSFORM 17 – MASTER PLAN GUIDING PRINCIPLES

- **Vibrant & Active:** Includes uses and amenities that animate the district throughout the day and during all seasons of the year.
- **Good Neighbor:** Establishes a framework for development that is sensitive to the physical and visual character of the nearby historic districts and neighborhoods.
- **Varied District:** Provides a rich mix of dense urban uses; includes numerous types and forms of buildings that create an interesting and distinctive place.
- **Strengthens Downtown:** Supports and expands downtown development, growth, and investment rather than competing with the existing downtown core.
- **Publicly Accessible:** Provides a connected network of open spaces and shared auto, walking, and biking routes and transit stops that are safe and comfortable.
- **Complementary:** Provides uses and amenities that are currently missing in the downtown or contribute to the viability of existing or planned uses.



# ANSFORM 17 – PUBLIC ENGAGEMENT

## ➤ Formal submittal made to Planning

➤ February 28, 2022

## ➤ Process to engage neighbors and stakeholders in surrounding neighborhoods and downtown

➤ Two neighborhood meetings held

➤ 10+ meetings planned

➤ Upcoming Meetings

➤ #1 – Monday April 4<sup>th</sup>- virtual

➤ #2 – Thursday April 7<sup>th</sup>- in-person

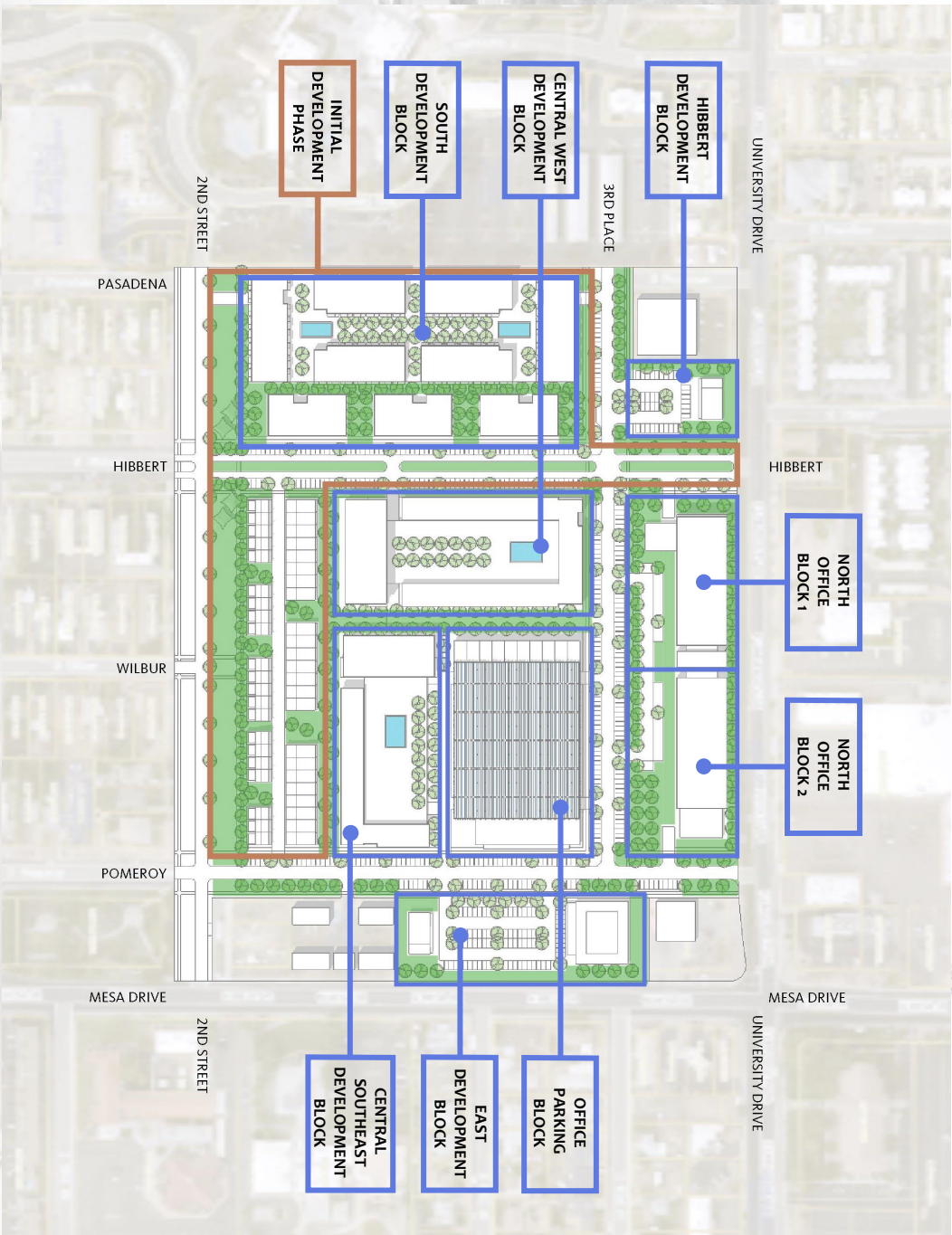
➤ Seeking additional engagement opportunities



**miravista holdings**



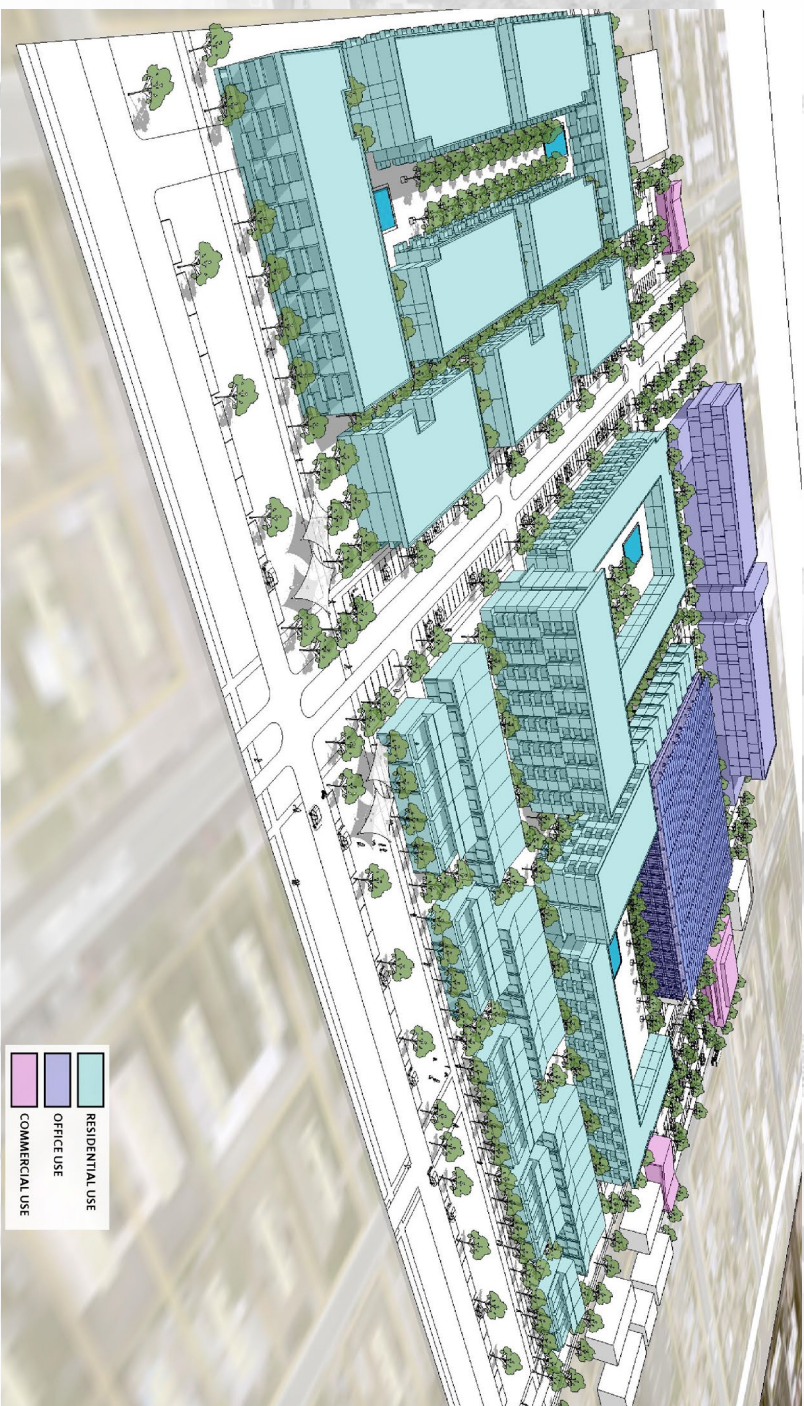
# ANSFORM 17 – MASTER PLAN CONCEPT



- **Mixed-use neighborhood**
- **Residential**
- **Office**
- **Community retail**
- **Development Block Approach**
  - **Eight development blocks.**
  - **Following development of initial development block(s), can be constructed in any order**



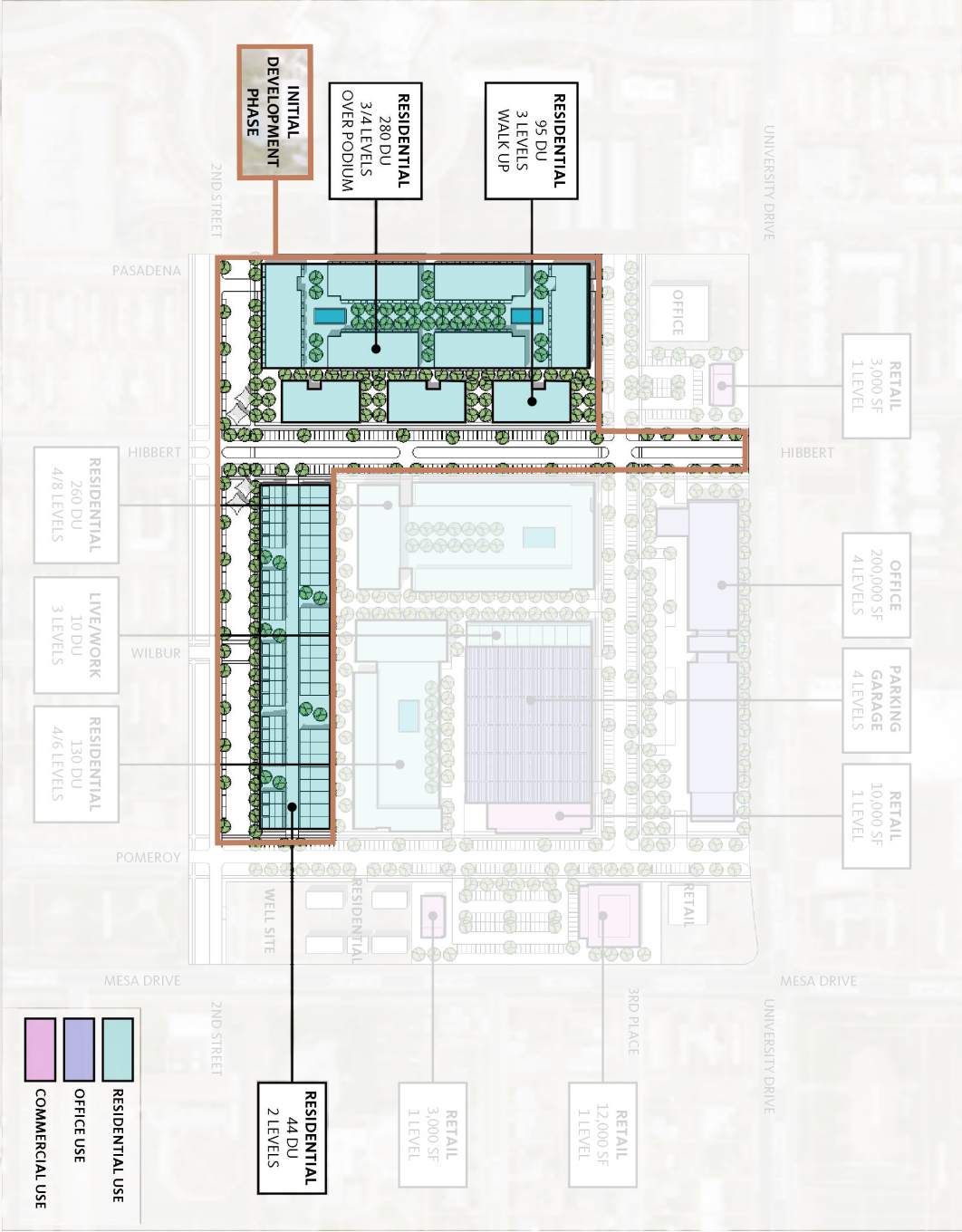
# TRANSFORM 17 – MASTER PLAN CONCEPT



- **Residential**
  - 800-850 market-rate units
    - Multiple building types (Townhome, apartment, walk-up, and live/work)
- **Office**
  - 200,000 SF Class A
  - Multi-story parking structure
- **Community-Oriented Commercial**
  - 25,000-30,000 SF



# TRANSFORM 17 – PROPOSED FIRST PHASE



- **South Development Block**
  - 44 single-family townhomes
  - 2-3 stories in height
  - Individually platted and metered for possible future conversion to for sale product
- **West Development Block**
  - 375 multi-family units
  - Primary structure 4 stories over 1 story of parking podium
  - 3 story walkups screen parking podium





# ANSFORM 17 – NEXT STEPS

- Formal submittal made to Planning
- February 28, 2022
- MOU and EDA extension to allow time to concurrently complete tasks
- Continue neighborhood engagement
- Create project branding
- Finalize master plan
- Demonstration of financial capacity
- City Council consideration of Zoning, Purchase Agreement, Development Agreement
- Anticipated: August 2022



**miravista**holdings



# **PURCHASE AGREEMENT AND DEVELOPMENT AGREEMENT BUSINESS TERMS**

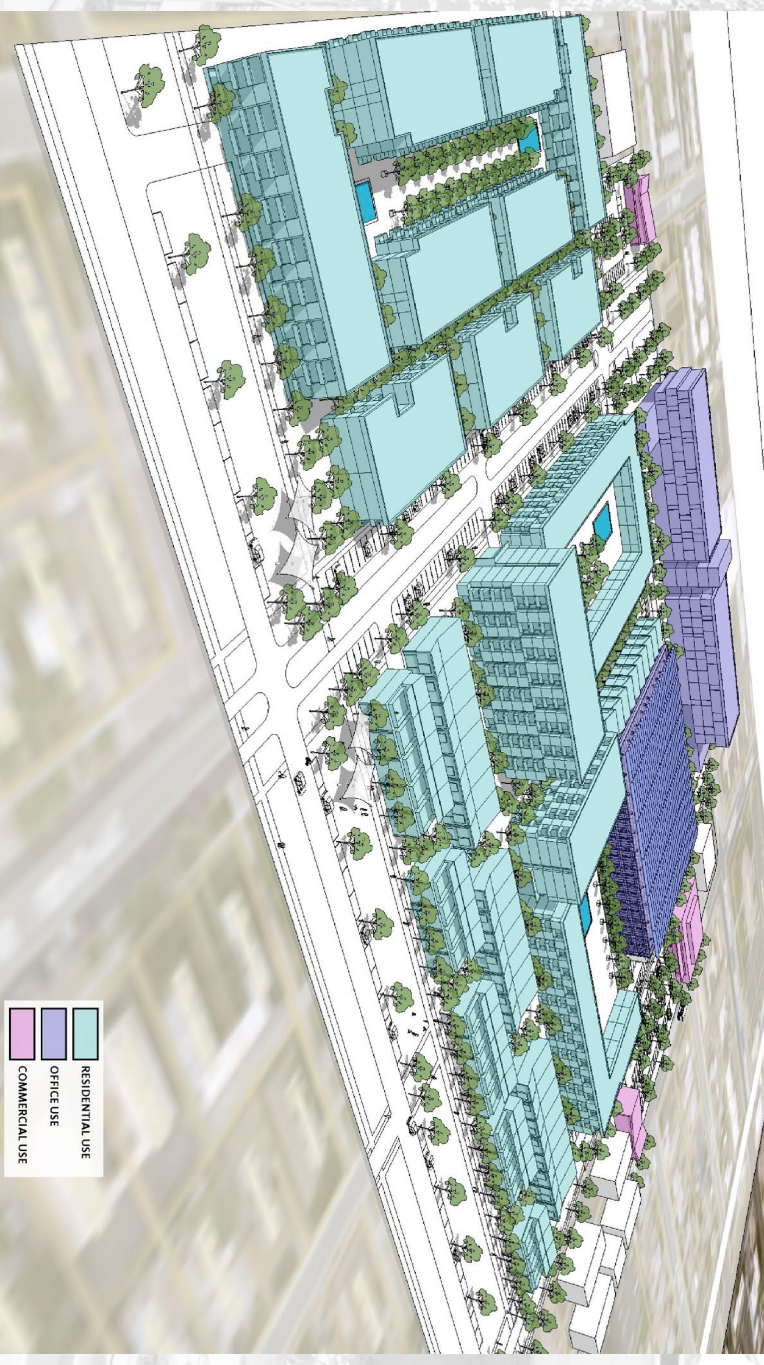






# BUSINESS TERMS - CITY OBLIGATIONS

- Enhanced public improvements reimbursable up to 75% of sales price
- Abandonment of Wilbur and portions of Pasadena and 2<sup>nd</sup> Street
- Customized review schedule for entitlement process
- Provide impact fee offsets for past development
- Consideration of GPLET for individual development blocks







# DISCUSSION AND DIRECTION

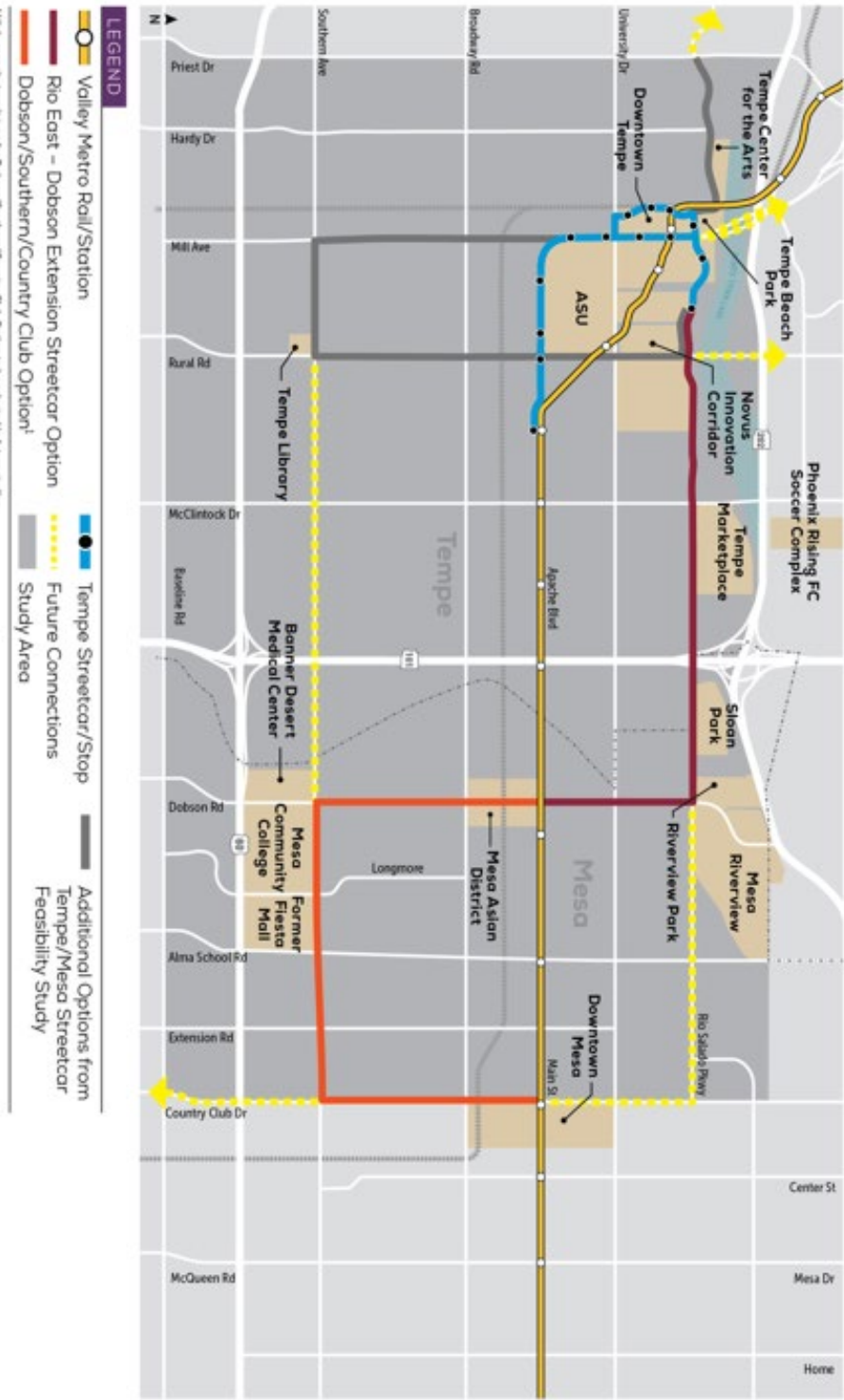
research.n



# FTA TRANSIT ORIENTED DEVELOPMENT PLANNING GRANT

**Jodi Sorrell, Transit Services Director**  
**Rachel Prelog, AICP, Assistant Planning Director**  
**Jaye O'Donnell, Assistant Economic Development Director**

# OVERALL FUTURE STREETCAR ALIGNMENT



# LONG-TERM TRANSIT PROJECTS

- Central Mesa Light Rail Extension      2007 - 2015
- Gilbert Road Light Rail Extension      2011 - 2019
- Tempe Streetcar      2007 - 2022\*

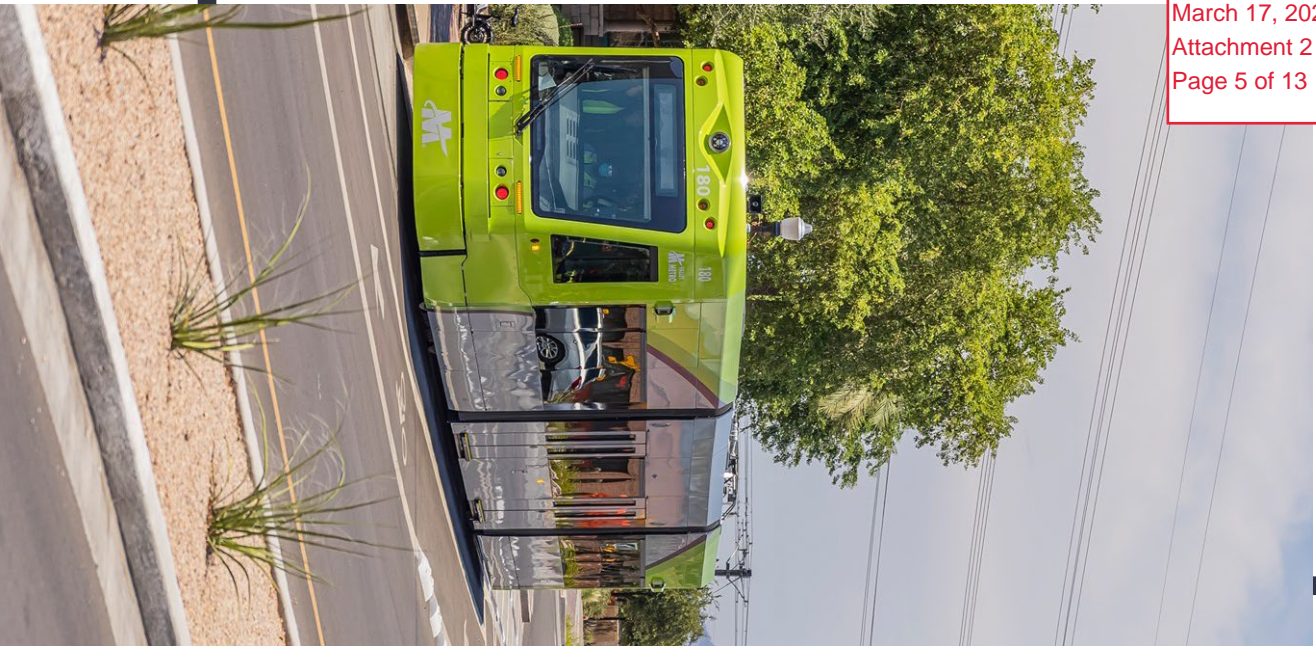
\* Streetcar opening delayed 2 years due to Covid-19



# GRANT PURPOSE

## FUND COMPREHENSIVE TOD PLANNING THAT SUPPORTS:

- Economic development
- Increased transit ridership
- Multimodal connectivity and accessibility
- Improved transit access for pedestrian and bicycle traffic
- Increased mixed-use development near transit stations; and
- Addresses climate change, challenges facing environmental justice populations, and racial equity and barriers to opportunity.

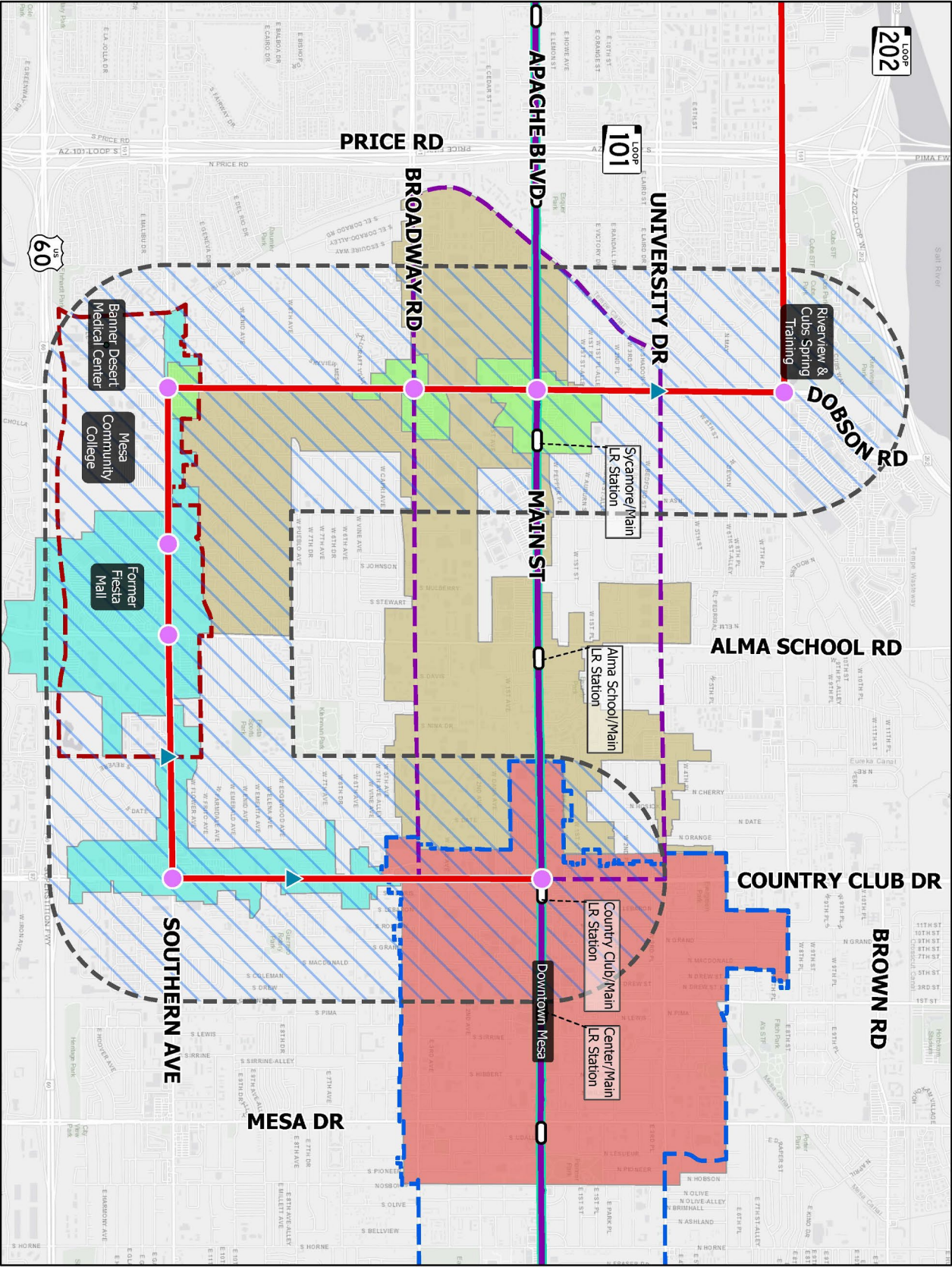



# GRANT OVERVIEW

- **Competitive Grant - Awarded \$920K**
- 20% match \$230K (transit savings)
- 5-mile streetcar corridor
- 11 proposed stops
- TOD study area is ½ mile surrounding the corridor
- Connect 4 major activity centers and destinations  
Mesa Riverview, Asian District, Fiesta District, and  
Downtown
- Transects 3 Redevelopment Areas (RDAs)




# POTENTIAL FUTURE STREETCAR ALIGNMENT







**Mesa**  
**CONNECTED**  
**Strategic Plan**


1/2 MI Study Area

 Study Area (1/2 MI)


 Recommended Route


**Station Type**


 LRT/BRT/Streetcar Station for Analysis (8)

 Streetcar Station for Analysis (3)


**Planning Sub Areas**


 Central Main Street Area Plan


 Fiesta District


 West Main Street Area Plan


**Economic Development Areas**

 Asian District

 Mesa Town Center RDA

 Southwest RDA

 West RDA

 Existing Light Rail

0 0.25 0.5  
Miles

Created By: City of Mesa Planning GIS  
Source: City of Mesa

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

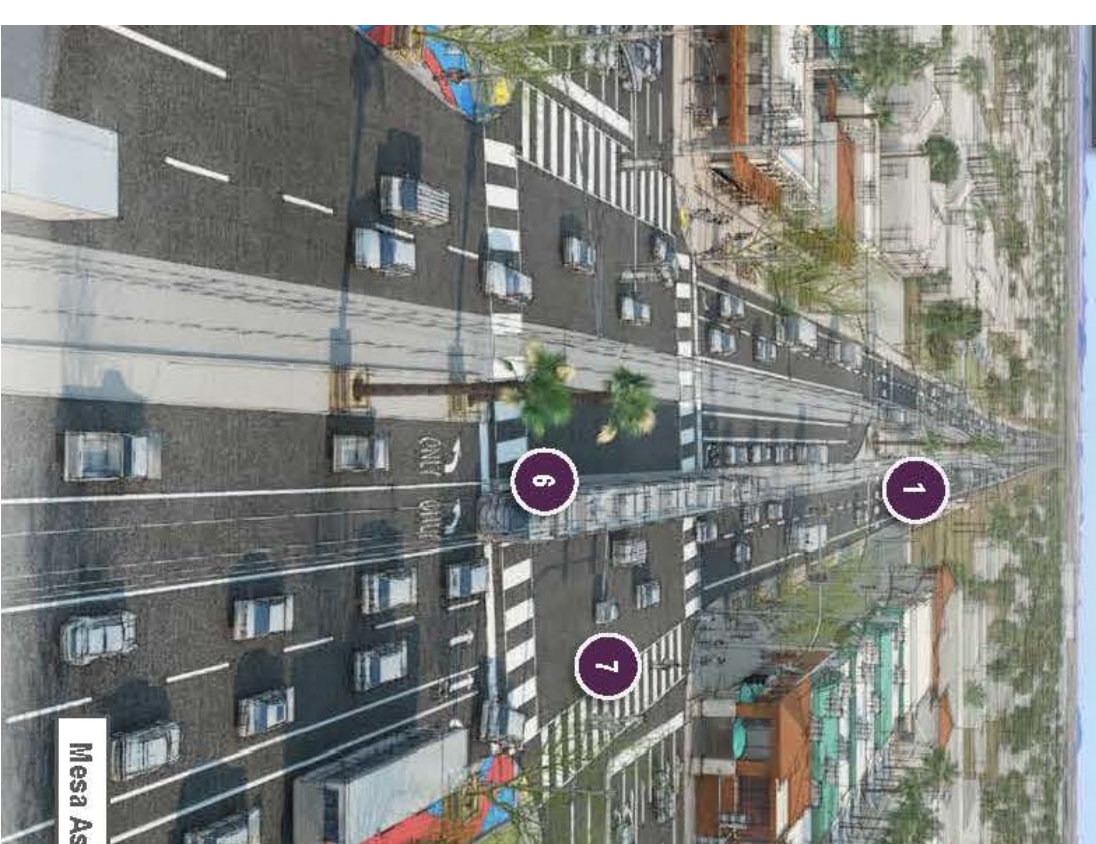
COPYRIGHT © 1988, 2021 CITY OF MESA, ARIZONA



# OPPORTUNITIES

- Conduct detailed planning and create a vision for the area adjacent to the future transit route
- Implement strategies from 3 RDAs
- Conduct branding and marketing of special areas
- Study, market, and partner on catalyst sites
- Leverage the deliverables for future FTA grants to fund transit infrastructure





Mesa Asian District

# TASKS & DELIVERABLES

- 1) Community Profile & Existing Conditions Analysis
- 2) Public Engagement Plan & Implementation Mitigation Plan
- 3) Corridor Vision
  - Develop station area typologies
  - Create visualizations and prototypical plans for areas adjacent to the corridor



# CORRIDOR VISION

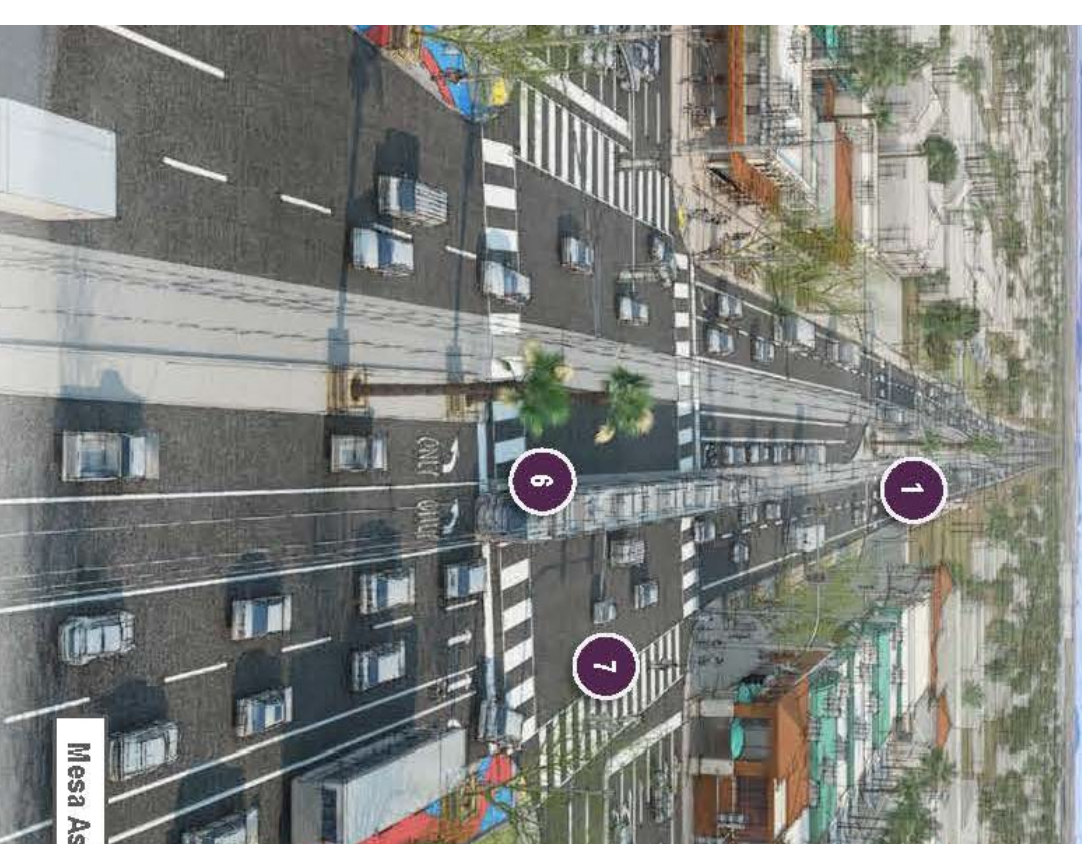
- Establish an overall vision for the corridor
- Develop station typologies
- Create visualizations and prototypical plans for areas adjacent to the corridor



STATION TYPES OVERVIEW CHART

STATION TYPES OVERVIEW CHART					
	AREA OF INFLUENCE	LAND USE MIX	STREETS & BLOCKS	DENSITY & SCALE	OPEN SPACE
1	MAIN STREET ADJACENT Pacific / Randolph Bellflower Pioneer	Local  Emphasizes Local Retail, Cultural, & Services with Ancillary Residential	Sidewalk zones (building frontage, walk and pathway) & multimodal access from the larger community	Moderate  Low / Mid Rise	Transit Plaza Infill Open Space/with new development Parklets/Pop Up Spaces
2	LARGE SCALE REDEVELOPMENT Firestone Gardendale Paramount / Rosecrans	Regional  Balanced Community with Office, Institutional Services, & Residential Potential	Opportunity to establish finer grain grid of complete (multimodal) streets	Urban  Mid / High Rise	Transit Plaza Large scale/Focal Point/Central Open Space
3	RESIDENTIAL ARTERIAL INFILL Florence / Salt Lake	Local  Emphasizes Local Retail & Services with Ancillary Residential	Sidewalk zones (building frontage, walk and pathway) & multimodal access from the larger community	Moderate  Low / Mid Rise	Transit Plaza Infill Open Space/with new development Pop Up Spaces
4	INDUSTRIAL HYBRID INFILL Slauson Innos / Green Line	Local  Emphasizes evolving productive uses to green industry, adding live/work & locally serving retail/services	Humanize the streets (trees, seating, lighting, art) & prioritize pedestrians & multimodal mobility over autos & goods movement	Moderate  Low / Mid Rise	Transit Plaza Infill Open Space/with new development
5	HIGH DENSITY WALKABLE MIXED USE Arts District South Little Tokyo South Park / Fashion District	Regional / National  Full service mixed use areas with local, regional & national tenant mix. Potential for residential, commercial, office, institutional, civic/ cultural uses	Prioritize the pedestrian & mobility services in the public realm, over the private auto. Transition streetscape from industrial to downtown quality Focus on sidewalk zones & multimodal access	High  Mid / High Rise	Transit Plaza Infill Open Space/with new development Parklets/Pop Up Spaces

West Santa Ana Branch TOD SIP33



# TASKS & DELIVERABLES CONT.

## 4) TOD Policy Plans

- Create Comprehensive Design Guidelines for the four activity areas
- Explore a TOD overlay zone to address land use, densities and the urban form surrounding the transit line

## 5) Financing Plan & Investment Strategies



# FINANCIAL PLAN & INVESTMENT STRATEGIES



- Identify potential funding sources
- Further study and development strategies for RDA redevelopment sites
- Explore private/public partnerships to fund transit supportive infrastructure
- Conduct a market forecast of the area
- Develop marketing plan for each activity area
- Identify business attraction strategies

# NEXT STEPS

- Hire staff as project manager
- Write scope of work to procure consultant
- Procure consultant(s)

research.az

