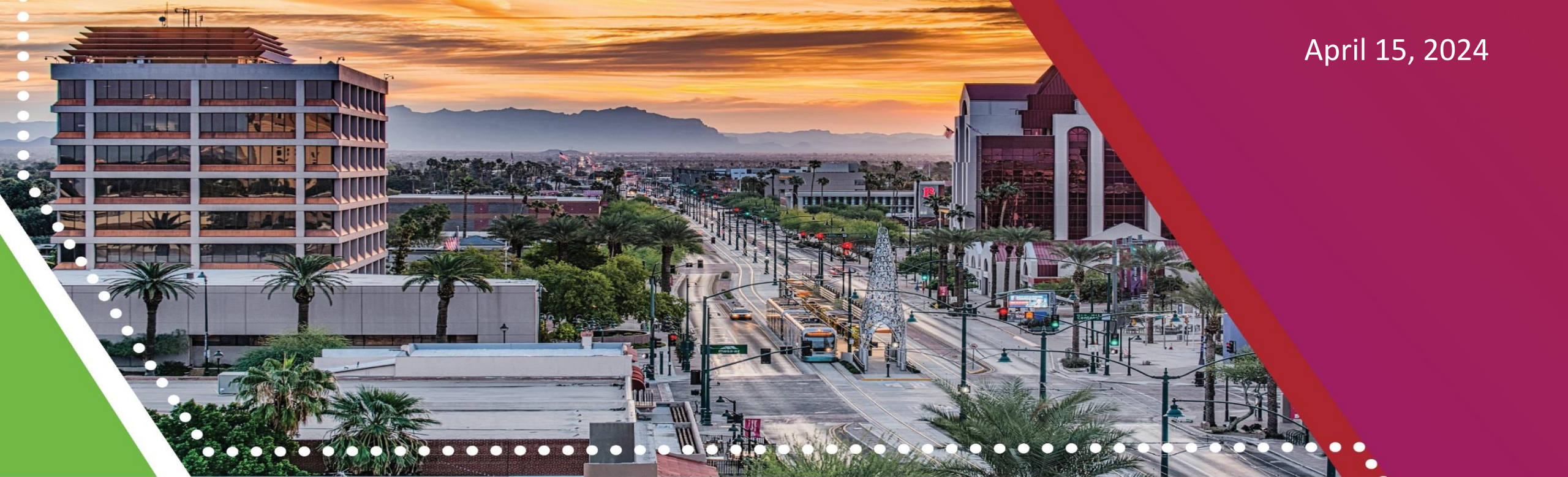


April 15, 2024



2050 General Plan Update

Rachel Nettles, AICP
Assistant Planning Director

Jeff Robbins, CEcD
Project Manager

An aerial photograph of a suburban neighborhood during sunset. The houses have reddish-brown roofs, and there are green lawns and trees. In the background, there are mountains under a sky with orange and yellow clouds. A white dotted line runs along the bottom of the image. A red and white geometric shape is in the top left corner.

PRESENTATION OUTLINE

- Background
- Community Engagement
- Plan Content
- Next Steps

WHY UPDATE THE GENERAL PLAN?

- State requires that every municipality have a comprehensive, long-range general plan
 - Must adopt every 10 years
- General Plan is the official policy guide concerning the desired physical development of the City
 - Expression of the community's values and aspirations
 - Guides future plans, programs, investments, and other government activities
 - Reference point for decision making - helps provide continuity over time



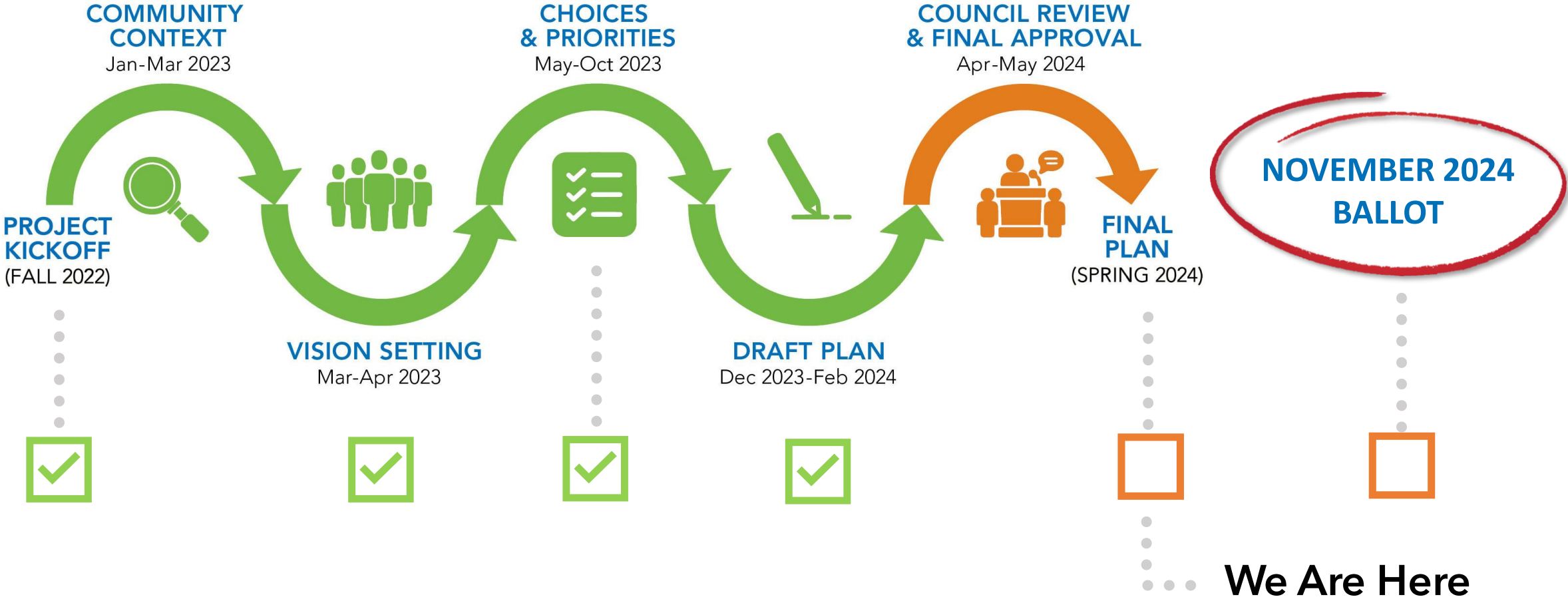
GENERAL PLAN UPDATE OBJECTIVES

Create a citizen driven plan that:

- ✓ Establishes a compelling vision
- ✓ User friendly - easy to read and understand
- ✓ Is visually appealing
- ✓ Leverages technology
- ✓ Provides clear guidance for development
- ✓ Interfaces seamlessly with other City plans
- ✓ Meets state statute requirements



GENERAL PLAN SCHEDULE



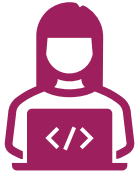


Community Engagement

TOTAL PUBLIC ENGAGEMENT



Over **14,000** total engagements!



28,156* total website visits



4,236* total contributions to the website (submissions, tagging maps, comments, reactions)



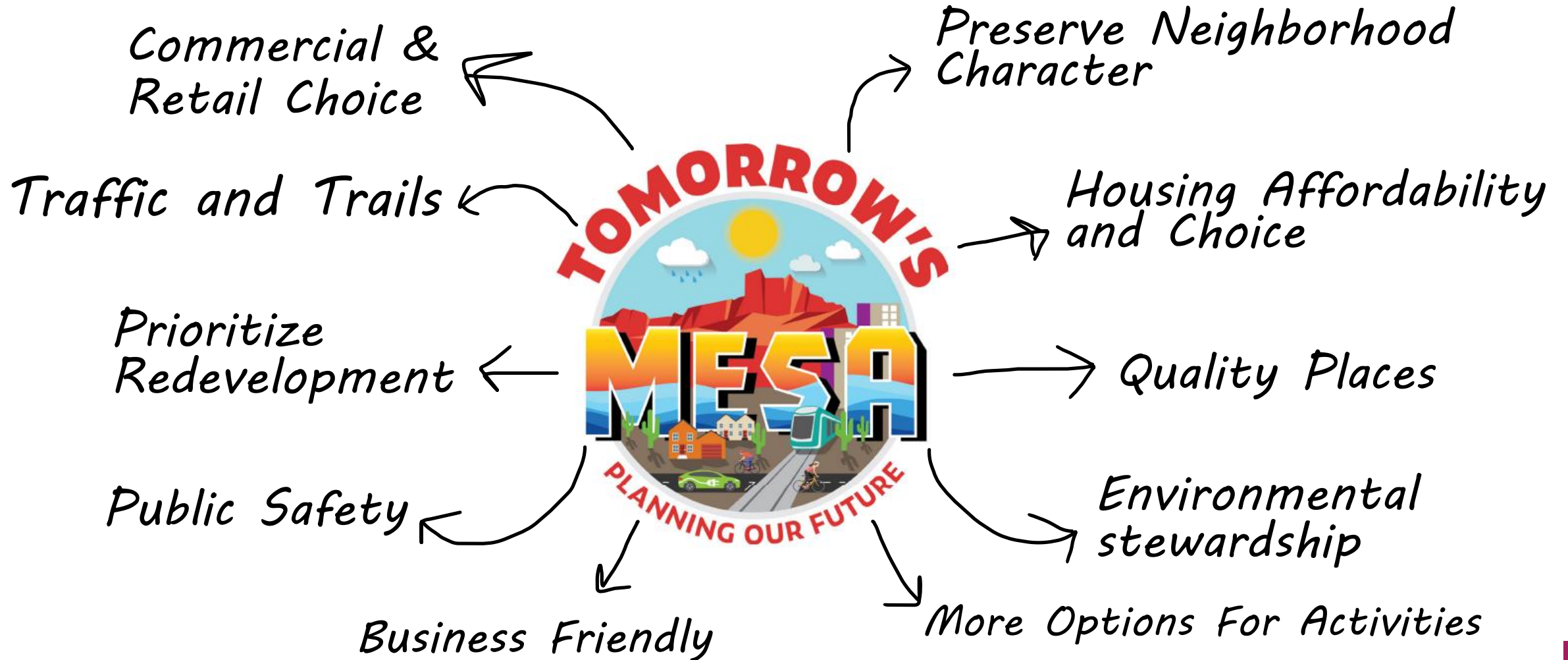
1,509,160 impressions

14,092 clicks (*English*)

3,716 clicks (*Spanish*)

17,808 clicks (*Total*)

VISION SETTING - KEY THEMES



2050 VISION STATEMENT

Mesa is a safe, desirable, family-centered community that...

Celebrates our heritage and innovative spirit;

Seeks economic prosperity for all;

Prioritizes quality places; and

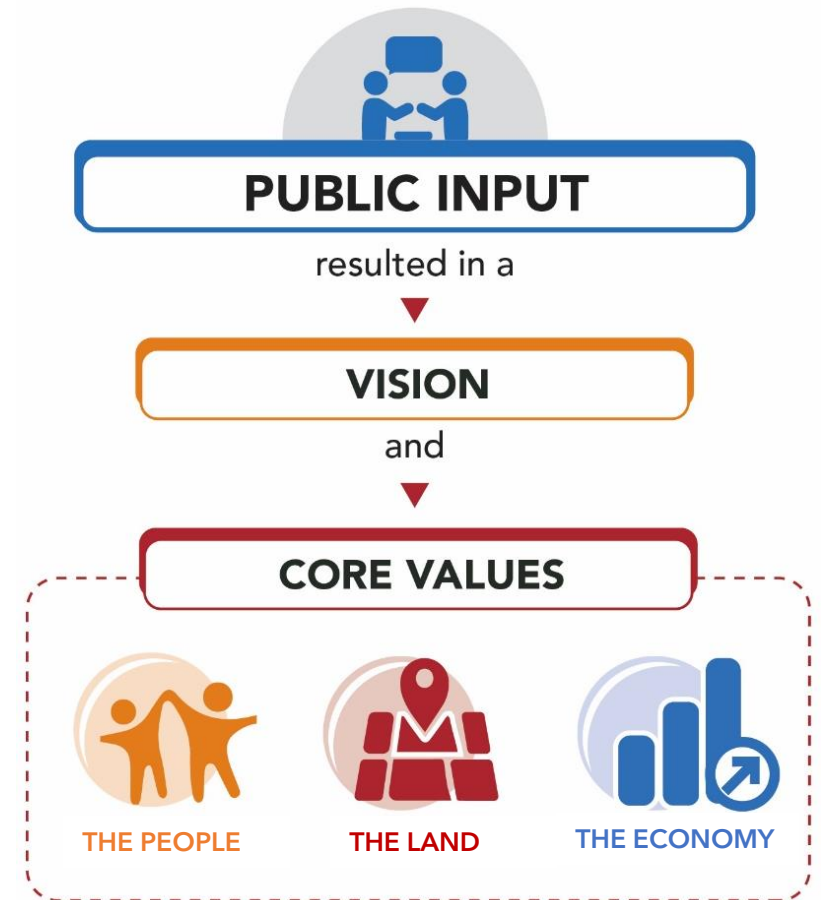
Offers choices where we live, work, play, and learn.



Plan Structure & Content

CHAPTER ORGANIZATION

- 5 Chapters
- Organized around the Core Values
 - The People
 - The Land
 - The Economy
- Each chapter contains
 - Introduction
 - Section Elements
 - Guiding Principle
 - Strategies



CHAPTER 1: INTRODUCTION

- What is a General Plan?
- Community engagement summary
- Mesa's history
- Key statistics
- Plan structure
- Vision statement and description of core values, guiding principles, strategies, actions*

* Contains elements required by State Statute

WHAT IS A GENERAL PLAN?

A General Plan is a comprehensive framework to guide the future of Mesa.

THE TOMORROW'S MESA 2050 GENERAL PLAN

Creates a Vision, Guiding Principles, and Strategies to tie together the City's plans and policies related to the following three Core Values:



THE PEOPLE



THE LAND



THE ECONOMY

CITYWIDE PLANS

help implement the General Plan.

Transit Master Plan

Climate Action Plan

Smart City Strategic Plan

Redevelopment Areas Master Plan

Transportation Master Plan

Water Resources Master Plan

Parks, Recreation, and Community Facilities Master Plan

Balanced Housing Master Plan

Arizona Museum of Natural History, i.d.e.a. Museum and Mesa Arts Center Strategic Planning

CHAPTER 2: THE PEOPLE

Contains 4 sections which describe strategies for:

- Great Neighborhoods*
- History, Arts and Cultural Resources
- Human Services*
- Public Safety*

* Contains elements required by State Statute



CHAPTER 3: THE LAND

Contains 4 sections which describe strategies for:

- Housing*
- Circulation and Mobility*
- Parks and Open Space*
- Land Use and Urban Design*

* Contains elements required by State Statute



CHAPTER 3: THE LAND

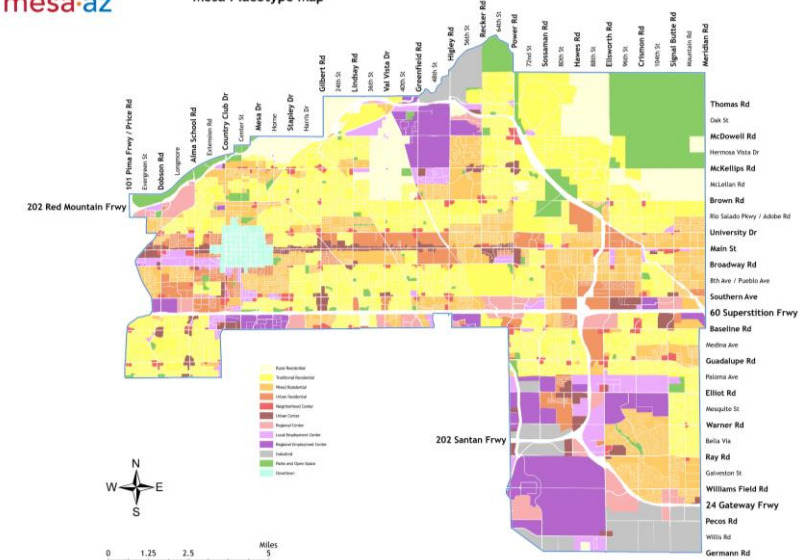
The Land Use and Urban Design section contains the Future Land Use Plan consisting of:

- Placetype descriptions*
- Placetype Map*
- Growth Strategy Map*
- Consistency Criteria

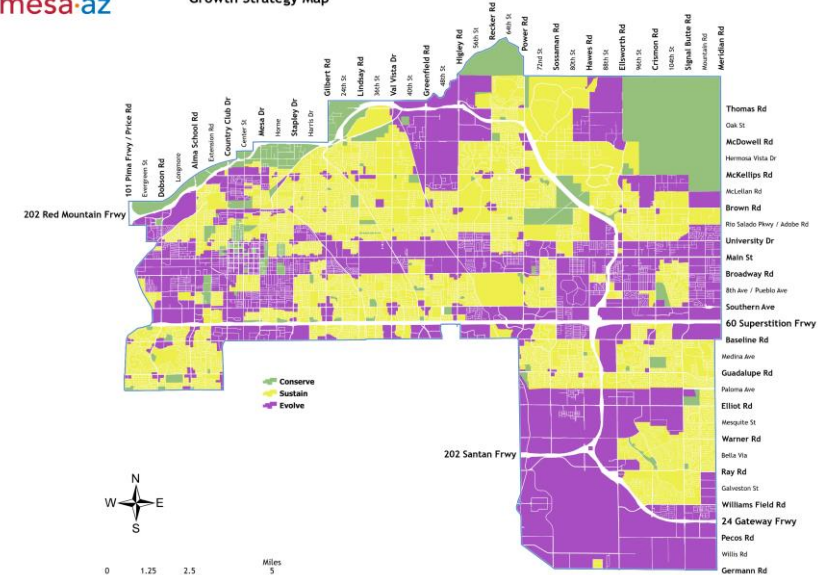
* Contains elements required by State Statute



Mesa Placetype Map



Growth Strategy Map



CHAPTER 3: THE LAND

Placetypes describe:

- Character of a place
- Typical land uses
- Density and intensity of development
- Urban design characteristics
- Growth Strategies

Placetype Map depicts the location of the 12 Placetypes



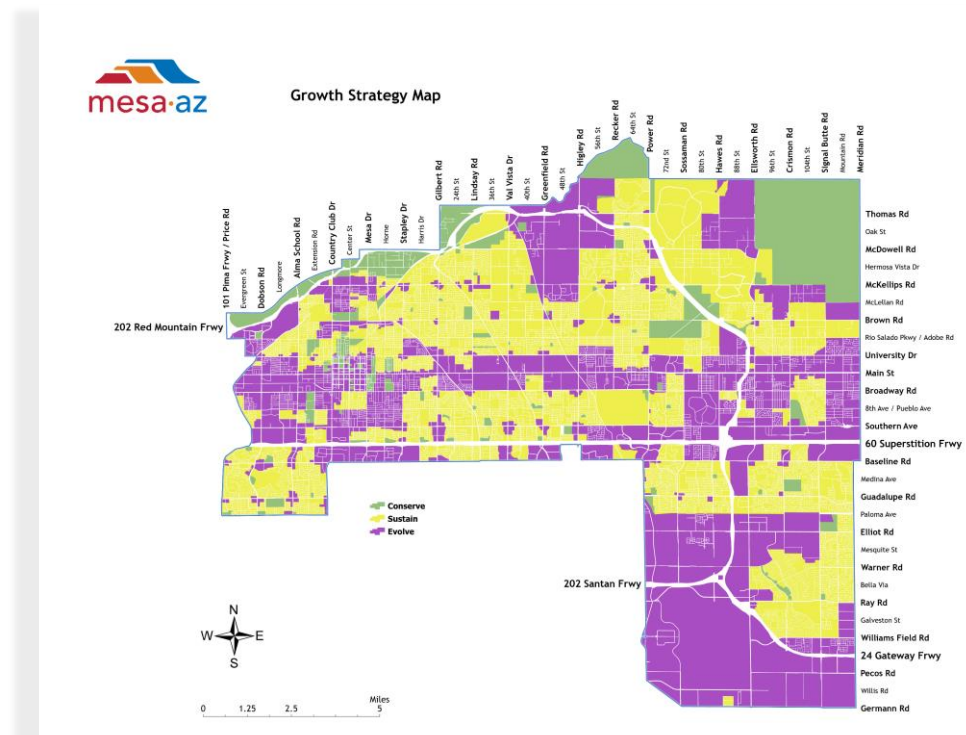
PLACETYPES	TYPICAL LAND USES												
	Single-Family Residential	Multi-Family Residential	Public/Semi-Public	Retail	Personal Services	Eating and Drinking Establishments	Entertainment and Recreation	Convenience Services	Business Office	Medical Facilities	Light Industrial	Warehousing and Storage	Heavy Industrial
Rural Residential	●												
Traditional Residential	●	○											
Mixed Residential	●	●	○										
Urban Residential	●	●	●	○									
Neighborhood Center	●	●	●	●	●	●	●	●	●	●	●	●	●
Urban Center	●	●	●	●	●	●	●	●	●	●	●	●	●
Downtown	●	●	●	●	●	●	●	●	●	●	●	●	●
Regional Center	●	○	○	●	●	●	●	●	●	●	●	●	●
Local Employment Center	●	○	○	●	●	●	●	●	●	●	●	●	●
Regional Employment Center	●	○	○	●	●	●	●	●	●	●	●	●	●
Industrial	●	○	○	○	○	○	○	○	○	○	○	○	○
Parks and Open Space	○												

● Principle land uses are more prominent and play a pivotal role in establishing the character of the future land use designation
○ Supporting land uses are less prominent and serve to support the principle land uses

CHAPTER 3: THE LAND

Growth Strategy Map provides guidance for evaluating future development in terms of 3 growth strategies:

- **Conserve** - areas that **should be preserved** and remain largely in their current conditions
- **Sustain** - areas of stability encouraged to **remain generally in their current condition** but may see mild redevelopment
- **Evolve** - vacant, transitioning, blighted, or underutilized land capable of supporting **new development or redevelopment**



CHAPTER 4: THE ECONOMY

Contains 3 sections which describe strategies for:

- Economic Development*
- Environment, Conservation, Energy, and Water*
- Public Facilities and Services*

* Contains elements required by State Statute



CHAPTER 5: IMPLEMENTATION

- Describes the General Plan implementation tools (i.e., City Code, Design Guidelines, City Plans)
- Introduces the companion Action Plan
- Describes the General Plan amendment process*

* Contains elements required by State Statute



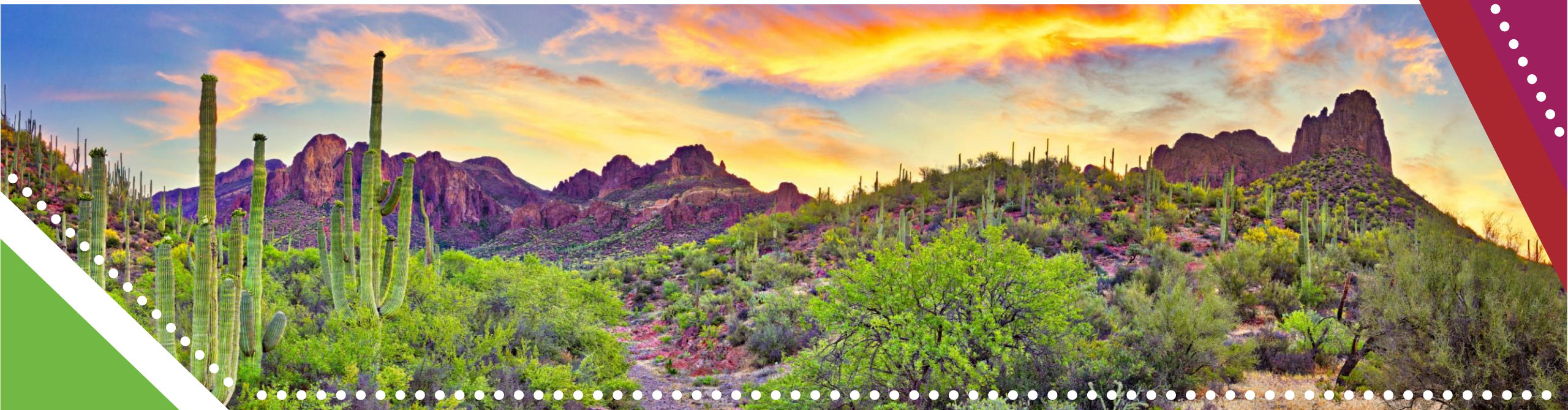
NEXT STEPS

- April 22nd.....Planning and Zoning Board Hearing #1
- April 24th.....Planning and Zoning Board Hearing #2
- May 20th..... City Council Action
- November 5th..... Ratification by Mesa voters

Questions?



tomorrow's
mesa
moving forward together
MESA GENERAL PLAN 2050



**Big thank you to our
General Plan Citizen
Advisory Committee!**

