



COUNCIL MINUTES

June 27, 2024

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 June 27, 2024, at 7:35 a.m.

COUNCIL PRESENT

John Giles
Francisco Heredia
Jennifer Duff
Mark Freeman
Alicia Goforth
Scott Somers
Julie Spilsbury

COUNCIL ABSENT

None

OFFICERS PRESENT

Scott Butler
Holly Moseley
Jim Smith

Mayor Giles conducted a roll call.

1. Review and discuss items on the agenda for the July 1, 2024, Regular Council meeting.

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

Conflict of interest: 3-a (Mayor Giles declared a conflict of interest related to Item 3-a and he will refrain from participating in the vote.)

Items removed from the consent agenda: None

In response to a request from Councilmember Duff for more information regarding Item 5-c, **(Amending the Mesa City Code by repealing existing Chapter 10 of Title 8 and adopting a new replacement Title 8 Chapter 10 entitled "Municipal Water System" that establishes revised and additional terms, conditions, and limitations regarding City water utility service; including setting revised water demand limits and establishing permitting requirements for large water customer users and making other clarifying edits. (Citywide))**, on the Regular Council meeting agenda, Water Resources Director Chris Hassert introduced Assistant City Attorney III Bill Taebel, and displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. Hassert provided an overview of the existing Multiple, Large Meter (MLM) ordinance which focuses on large facilities using hundreds of thousands of gallons per day. He explained the intention of the ordinance is to limit the amount of water used from Mesa's portfolio and to set a

maximum consumption. He said developments over the limit are required to secure long-term storage credits (LTSC) and he described that process. He emphasized that since the ordinance was passed, there has been a significant reduction in large water users expressing interest in coming to the City of Mesa (COM), and Mesa only has one MLM customer. He noted that due to restrictions on new developments, developers are demonstrating their commitment to conservation and are being good stewards, not using any water from Mesa's portfolio. (See Page 2 of Attachment 1)

Mr. Hassert reviewed the proposed updates to the ordinance based on data. He advised that the two objectives for the updates are to lower the amount of water that new large water users can utilize from Mesa's portfolio, and to ensure that new customers who exceed the limit obtain a permit and are compliant. (See Page 3 of Attachment 1)

In response to multiple questions from Councilmember Freeman, Mr. Hassert replied that the COM does not restrict any expansions of its customer to the size or water usage, but the City's water supply needs to be managed carefully. He indicated that the City is establishing a ceiling for its water supplies that will be available to customers, and customers who exceed the limit of their water usage must work with the City to obtain their own water on the market. He provided an example of a new customer that chose not to use any of Mesa's water portfolio and brought their own water supply. He added there have been a few customers who reengineered their own heating, ventilation, and air conditioning (HVAC) system and consume very little water. He stated he has seen a change in the attitude of the development community.

In response to a question from Councilmember Somers, Assistant City Manager Scott Butler commented that the City Manager's office is researching the water market rate and intends to work to ensure that the City has competitive rates for residents, while ensuring that every class of user is paying their fair share.

In response to multiple questions from Councilmember Somers, Mr. Hassert explained that there are large landscape water users in Mesa, particularly three golf courses that use raw Central Arizona Project (CAP) water that are excluded from the ordinance. He stressed the focus of the ordinance is on potable water since the emphasis is on very large commercial and industrial customers, which was an issue a few years ago. He stated that golf courses are governed by the Department of Water Resources of the State. He reported the service areas of each water treatment plant in Mesa.

Mayor Giles thanked staff for the presentation.

In response to a request from Councilmember Duff for an overview regarding Item 5-b, **(Proposed amendments to Chapters 24 and 87 of Title 11 of the Mesa City Code, Zoning Ordinance, pertaining to the Downtown Events (DE) Overlay District including but not limited to revising the boundaries of the DE Overlay District, creating an exception to the maximum consecutive days for City special events in the DE Overlay District, and adding definitions related to City special events. (Citywide))**, on the Regular Council meeting agenda, Downtown Transformation Manager Jeff McVay provided the history of the original zoning ordinance. He explained that the proposed amendment will eliminate the need for a special use permit (SUP) for events that exceed four events per year or four consecutive days, and will include an expansion of the Downtown events overlay area to extend further east, as well as additional definitions for City sponsored events. He emphasized the only event that applies to the proposed

amendment is Merry Main Street, which does not impact the neighborhood and is a benefit to the community.

Councilmember Duff pointed out that obtaining an SUP presents challenges for many businesses that want to have repetitive events, due to the lengthy process.

Mr. McVay commented that the elimination of an SUP does not remove the requirement for a Special Event License, noting that staff will continue to review and ensure an event is operated properly and professionally.

In response to a question from Councilmember Somers, Planning Director Mary Kopaskie-Brown answered that staff will explore in the future other areas in Mesa where Downtown events can take place.

In response to a question from Councilmember Goforth regarding Item 5-a, **(Proposed amendments to Section 11-7-2 of Title 11 of the Mesa City Code, Zoning Ordinance, allowing Banquet and Conference Centers in certain Employment Districts.)**, on the Regular Council meeting agenda, Assistant Planning Director Rachel Nettles explained that the proposed amendment is to re-establish banquet and conference centers as permitted uses with a Special Use Permit (SUP), within certain light industrial (LI) and plan employment park (PEP) zoning districts. She noted that in 2019 during a huge text amendment overhaul, banquets and conference centers were inadvertently omitted.

In response to a question from Councilmember Goforth regarding Item 3-k, **(Use of a Cooperative Contract for the Purchase of Seven Ambulances (5 Replacements and 2 Additions) for Mesa Fire and Medical Department. (Citywide))**, on the Regular Council meeting agenda, Fire Chief Mary Cameli stated that the seven ambulances requested will enable the Mesa Fire and Medical Department (MFMD) to reach their goal of 30 ambulances to operate services completely. She added that Mesa utilizes a third party, American Medical Response (AMR), for seven units. She indicated that the MFMD will add more ambulances once additional staff can be hired.

Assistant City Manager Scott Butler clarified that due to the reluctance of the private sector to provide service in certain areas of the city, the COM makes every effort to ensure adequate transport services are available whenever the need arises.

In response to multiple questions from Councilmember Freeman, Chief Cameli responded that there have been challenges in purchasing ambulances due to the three-year time frame for a vehicle. She stated that six ambulances are expected to be delivered by February 2025; however, described that some of the specs are slightly different than Mesa's, but are sufficient. She identified that a demo ambulance is an already manufactured ambulance that is ready to go and can be delivered in 30 days.

2-a. Hear a presentation, discuss, and receive an update on the Rio East-Dobson Streetcar Extension.

Transit Services Director Jodi Sorrell introduced Trevor Collon, Capital Development Chief for Valley Metro, and displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Collon announced that Valley Metro was the recipient of the 2024 Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grant Award which is an extremely competitive grant program throughout the United States through the Department of Transportation. He shared there were over 1,000 applications and approximately 138 were accepted. (Page 2 of Attachment 2)

Mr. Collon presented a map illustrating the proposed rail system. He stated that in December 2008, Valley Metro opened a 20-mile light rail system and there have been two light rail expansions in Mesa since then, with an upcoming third expansion in the City of Phoenix and a new streetcar line. He reported that the 20-mile light rail system will have doubled in a matter of 17 years. (Page 3 of Attachment 2)

Mr. Collon stated that Valley Metro's purpose is to connect communities and enhance lives through transit. He outlined Valley Metro's ridership and economy, emphasizing that half of riders do not have any other transportation options. He indicated a balanced transportation plan is critical and transit is part of that. (Page 4 of Attachment 2)

Ms. Sorrell discussed that in 2017-2018 the City conducted two different studies through the Fiesta District area and in the West Mesa area to review high-capacity transit. She presented a map indicating the results of the top corridors from the study with the City of Tempe and Valley Metro. She commented that two out of the five corridors make up the majority of the study area. (Page 5 of Attachment 2)

Ms. Sorrell discussed the resulting alignment that was derived from the study. She highlighted the Rio East Study and the future extensions that would occur through the Fiesta District. She pointed out that the future expansion is consistent in Mesa's 2040 Transit Master Plan where those corridors were identified for high-capacity transit but lacked the technology. She commented that through the recent studies conducted, streetcar rose as the preferred technology and was rolled over into Mesa's most current 2050 Transit Master Plan and the plans are consistent and build upon each other. (Page 6 of Attachment 2)

Ms. Sorrell mentioned that as a result of the two studies conducted, the City has taken deliberate steps to put themselves in positions to be competitive for receiving grants. She reviewed the steps taken to help grow ridership in certain corridors and match service in Tempe for rail/bus connections. She highlighted that almost two years ago, the Fiesta Buzz circulator was implemented and has been successful with an additional 11,000 new transit trips to the Dobson Road Corridor. She also identified land use and planning steps to support and integrate streetcars into developments. (Page 7 of Attachment 2)

Mr. Collon compared a streetcar to the light rail and stated that both are high-capacity transit modes and have similarities in operations with overhead wire and the same voltage. He described the many differences. He highlighted features of the streetcar vehicles. He emphasized the streetcar stops more frequently and is built to serve shorter to medium distance trips, whereas the light rail system is connecting the downtown Urban Hubs currently of Mesa, Tempe and Phoenix. (See Page 8 of Attachment 2)

Mr. Collon provided a map of the study area demonstrating that the Rio East-Dobson project is a 4.4-mile expansion of the streetcar, 60% further into Tempe and 40% in Mesa. He summarized the purpose of the study is to create cross mobility and connections to the light rail and bus

service. He shared the results of the Maricopa Association of Governments (MAG) study. (See Pages 9 through 11 of Attachment 2)

Mr. Collon presented maps identifying the alignment in one-mile segments that illustrate how the alignment is connected to various activity centers, shopping centers, and special events at popular areas in Tempe and Mesa. He highlighted that the line will be located near one of the largest office developments in the history of Arizona, Marina Heights. He described the many locations the line will travel through and the boundaries while serving day-to-day users, as well as neighborhoods and housing. (See Pages 12 through 15 of Attachment 2)

Mr. Collon commented that over the past month he has been conducting community outreach and has received great feedback. He discussed the schedule of virtual open houses and the number of virtual visitors, meetings with key stakeholders and some neighborhood associations. He provided a link to their public website, both the virtual open house and the project website. He discussed the timeline and the details that involve community outreach to determine the potential station locations with an estimated date for adoption in early 2025. (See Pages 16 and 17 of Attachment 2)

In response to a question from Mayor Giles, Ms. Sorrell confirmed that Proposition 479 sales tax does include any funding of high-capacity transit projects.

Mayor Giles commented that he is in support of the streetcar technology compared to light rail, noting the many benefits.

In response to multiple questions from Councilmember Freeman, Ms. Sorrell affirmed that outreach has been conducted in West Mesa and will continue in different neighborhoods. She indicated that the streetcar project is lengthy and has been in discussions for over 10 years, but she anticipates the Streetcar Extension to open in 2032 or 2034. She elaborated that the City will apply for a Federal Transit Authority (FTA) Capital Improvement Grant (CIG), and there will likely be some local money to help fund part of the extension project. She commented that the operations and maintenance of the streetcar is the responsibility of the cities.

In response to a question from Councilmember Spilsbury, Mr. Butler replied that although there have been some negative comments, the staff has received a lot of positive feedback from public outreach as well as various members of City Council since 2017.

Mayor Giles mentioned that some of the negative comments are due to misinformation on the proposed route and incorrect areas. He believes that once people see the alignment, they will understand that most of the areas served are multifamily and commercial.

In response to multiple questions from Vice Mayor Heredia, Mr. Collon reported that the future phases are expected to bring an additional 4,000 residences, 700 hotel rooms, and 275,000 feet of retail and entertainment. He described that the current streetcar operations in Tempe consists of a mixture of mixed flow sharing of lanes with personally-owned vehicles, as well as sections that are operated as an exclusive guideway approaching Downtown Tempe on Mill Avenue. He emphasized that battery power and mixed flow is also utilized to operate the streetcar in Downtown Tempe to not affect the streetscape and tree lined areas and not have overhead wires on Mill Avenue. He indicated that ridership has exceeded expectations with 80,000 riders monthly and operates at crush loads during certain times of the school season. He pointed out that a sixth

vehicle has been received, which will assist in increasing headways. He noted that currently the streetcar operates at 20-minute headways and the next step is to reduce that to 15-minute headways.

In response to multiple questions from Councilmember Goforth, Ms. Sorrell confirmed that Route 48 along Rio Salado was extended in October due to demand and ridership continues to grow. She mentioned that the City had an opportunity at Broadway and University to transition them to being funded by Proposition 400 which allowed the City to increase service on those routes to match Tempe. She emphasized riders can now ride seamlessly between the two cities, which helps build the ridership for grant applications and makes the City more competitive for transit ridership, as well as helps with that bus/rail transfers that exists at light rail stations. She highlighted the benefits of light rail and streetcar versus the bus. She stressed that the most significant benefit to having the light rail is the incentive to economic development, as developers are more likely to build residential, retail, and office buildings centered around fixed route systems.

Mr. Butler clarified that the long-term capital costs of each light rail extension vary, and staff are unable to provide exact numbers since that will be determined during the next phases of the study with MAG and Mesa's regional partners. He added that the project would be very competitive for federal grants and the City does not expect a disproportionate burden in comparison to previous extensions in the Valley that the City has financed.

Councilmember Duff pointed out that there is a lot of attention from the community on the cost of transit and how that impacts the City. She explained the costs involved on a federal and state subsidy to expand and maintain Mesa's roads compared to the costs of transit. She emphasized per capita individuals are paying less for people on transit.

In response to a question from Mayor Giles, Ms. Sorrell answered that the current study is being paid for by Mesa and Tempe. She indicated in Mesa's Fiscal Year (FY) 23 budget, the Council approved \$800,000 for Mesa's share of that study and Tempe's share is \$1.2 million, which is divided by the percentage of miles in each respective city. She elaborated that Mesa is in the middle of a \$2 million study, and the \$15.9 million that was received from the RAISE Grant would fund the next two phases of the project moving forward.

Mayor Giles thanked staff for the presentation.

2-b. Hear a presentation, discuss, and receive an update on the Mesa CONNECTED Transit Oriented Development Study.

Planning Director Mary Kopaskie-Brown introduced Assistant Planning Director Rachel Nettles and Principal Planner Brett Hanlon, and displayed a PowerPoint presentation. **(See Attachment 3)**

Ms. Kopaskie-Brown provided an overview of the Mesa CONNECTED Transit Oriented Development (TOD) Study area regarding the land uses that would support the streetcar, its alignment and any of the stops that were replaced. (See Page 2 of Attachment 3)

Ms. Kopaskie-Brown discussed the team, partners, staff and consultants working on the project to ensure that all different aspects of the land use plan and policy document will be considered.

She explained that the purpose of the TOD plan is to help support future grant proposals to expand and develop the streetcar in the area studied. (See Pages 3 and 4 of Attachment 3)

Ms. Kopaskie-Brown reviewed the timeline of the project with finalization and presentation of the plan estimated in winter 2024/2025. (See Page 5 of Attachment 3)

Ms. Kopaskie-Brown described what a community profile includes to determine the characteristics of the area, as well as special features and areas along the corridor that the City would like to capture in conjunction with the balanced housing plan. She highlighted some of the key findings, provided by the Maricopa Association of Governments (MAG) and Census data. She explained that the study area is expected to grow two times faster in population and housing units due to the Fiesta Reimagine Project and a lot of multifamily housing complexes proposed in this area. (See Pages 6 through 9 of Attachment 3)

Ms. Nettles summarized the public outreach and engagement activities and stated a report will follow at the completion of the planning stage. She described public outreach activities that will occur throughout the entire planning process and shared feedback received from stakeholders. (See Pages 10 through 12 of Attachment 3)

Ms. Nettles discussed the vision for a corridor and the station area typologies, with an anticipated 11 stops in the study area to connect major activity centers. She reported that there is potential that some of the stops will be located in residential type settings. She described the station area plan and typologies are used to create different scenarios and characteristics for a variety of stop types. (See Page 13 of Attachment 3)

Ms. Nettles provided an overview of the policy plans and the work involved with consultants who will suggest a variety of options for different types of policies and land use tools that the City might be able to use to try to accomplish their vision. (See Page 14 of Attachment 3)

Ms. Nettles discussed the investment strategies and financing to effectuate outcomes. She commented that the market forecast evaluates the individual station areas, demographics, and employment data to identify the readiness of the stations and the triggers necessary before they were ready to develop at full buildout. (See Page 15 of Attachment 3)

Ms. Nettles stated the last step is the final plan delivery and presentation to City Council with associated reports being provided to the City Council and the Planning and Zoning Board. (See Page 16 of Attachment 3)

Ms. Nettles provided a status update on the project conditions and stated the City is in the Visioning stage. She noted once the project is wrapped up in the winter of 2024/2025, then the City will take the recommendations forward and create text amendments and policy recommendations for City Council. (See Page 17 of Attachment 3)

In response to multiple questions from Councilmember Spilsbury, Ms. Nettles stated the study area was identified as a preferred route in 2015 and is the ultimate buildout of where the streetcar would be connected to Main Street off of Country Club. She described the Rio East-Dobson Streetcar Extension boundaries and stated the analysis is in the first phase, which is down Rio Salado connecting with Dobson. She noted there is an overlapping area between the Rio East-Dobson Streetcar Extension study and the TOD Plan study.

In response to a question from Councilmember Spilsbury, Ms. Kopaskie-Brown commented that two different studies were conducted; one is a land use study, and the other is an engineering of the streetcar study. She emphasized that the City is actively working on laying out the land use study for the streetcar.

In response to multiple questions from Councilmember Spilsbury, Ms. Sorrell stated each phase could be unique, and the existing project parts could be center running parts or side running. She emphasized that as the City progresses, the next phase would take into consideration the environment. She discussed the benefits of having the land use study completed for future planning. She indicated that receiving the RAISE Grant illustrates that West Mesa is competitive for federal grant opportunities.

2-c. Appointments to various boards and committees.

It was moved by Councilmember Freeman, seconded by Councilmember Somers, that the Council concur with the Mayor's recommendations and the appointments be confirmed. **(See Attachment 4)**

AYES – Giles–Heredia–Duff–Freeman–Goforth–Somers–Spilsbury
NAYS – None

Carried unanimously.

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

3-a. Economic Development Advisory Board meeting held on May 7, 2024.

3-b. Education and Workforce Development Roundtable held on March 6, 2024.

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

Upon tabulation of votes, it showed:

AYES – Giles–Heredia–Duff–Freeman–Goforth– Somers–Spilsbury
NAYS – None

Carried unanimously.

4. Current events summary including meetings and conferences attended.

Mayor Giles and Councilmembers highlighted the events, meetings and conferences recently attended.

5. Scheduling of meetings.

Assistant City Manager Scott Butler stated that the schedule of meetings is as follows:

Monday, July 1, 2024, 5:15 p.m. – Study Session

Monday, July 1, 2024, 5:45 p.m. – Regular Council

6. Convene an Executive Session.

It was moved by Councilmember Spilsbury, seconded by Councilmember Freeman, that the Study Session adjourn at 9:13 a.m. and the Council enter into an Executive Session.

Upon tabulation of votes, it showed:

AYES – Giles–Heredia–Duff–Freeman–Goforth–Somers–Spilsbury

NAYS – None

Carried unanimously.

6-a. Discussion or consultation for legal advice with the City Attorney. (A.R.S. §38-431.03A (3)) 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 pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03A (4))

1. *Hutchinson v. City of Mesa, et al.*

Maricopa County Superior Court, Case No. CV2023-020383

2. *Perrington v. City of Mesa, et al.*

Maricopa County Superior Court, Case No. CV2023-009095

7. Adjournment.

Without objection, the Study Session adjourned at 9:40 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 27th day of June 2024. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK

lr
(Attachments – 4)

LARGE WATER USER ORDINANCE REVISIONS 2024 (Original Ord. Jul 2019)



mesa•a**z**

WATER RESOURCES

BACKGROUND

MULTIPLE, LARGE METER (MLM) ORDINANCE

- Passed by Council in July, 2019
- Focused on future large water users
- Intended to limit how much water a single development can draw from Mesa's water portfolio

THRESHOLDS

- Current Ordinance restricts new developments from consuming more than **550 AF/yr** from the City's portfolio
- Developments intending on using additional water must obtain and supply this water to Mesa by purchasing LTSC's from an outside party

EXPERIENCE

- Since the ordinance passed, only one new customer had been determined to be an **MLM CUSTOMER**
- The Ordinance has raised awareness and encouraged conservation
- Some potential large water user developments have switched to less water-intensive technologies

PROPOSED UPDATES

LOWER DEMAND CEILING

- Limits volume of water Mesa will serve a new customer from our water portfolio
- **330 AF/YEAR (DEMAND CEILING)**. Current limit is 550 AF/YEAR.
- Excludes Residential and Hospital Customers

NEW CUSTOMERS ANTICIPATED TO EXCEED DEMAND CEILING, AND/OR NEEDING A 4" METER OR LARGER

- Sustainable Water Service Application required
- If applicable, commit to securing **ALLOWANCE SUPPLIES** (LTSCS Conveyed to City to cover excess water above the demand ceiling)
- **PERMIT** issued to document requirements

EXISTING (LEGACY) LARGE CUSTOMERS

- Less than a dozen existing customers (Legacy Customers)
- Generally, limited impacts on existing demand
- City issues them a **PERMIT** documenting requirements
- Future increases in water demand subject to additional compliance measures (ex. Securing storage credits)

Rio East-Dobson Streetcar Extension

Mesa City Council Study Session

Thursday, June 27, 2024

Jodi Sorrell, Transit Services Director

Trevor Collon, Chief of Capital Development (Valley Metro)



2024 RAISE Grant Award

- \$15.9M
- Rebuilding American Infrastructure with Sustainability and Equity (RAISE)
- No local match
- Funds preliminary engineering and environmental assessment phases



Rail System Map (2025)

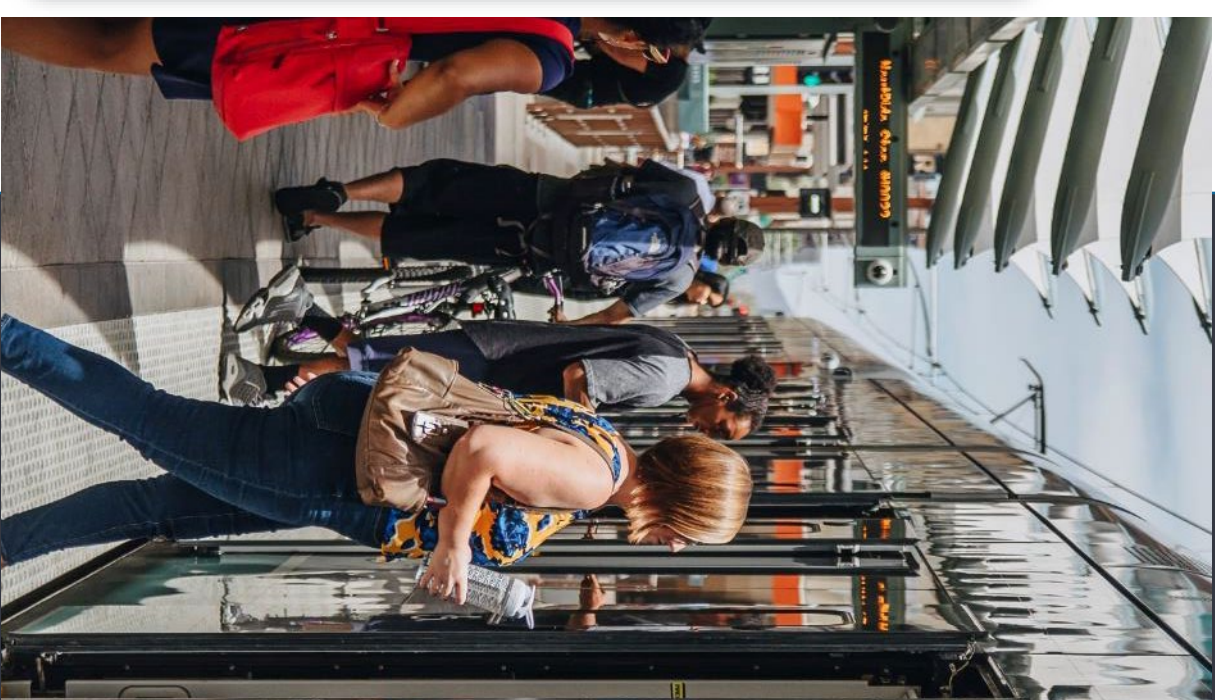


For Wayfinding Test Only

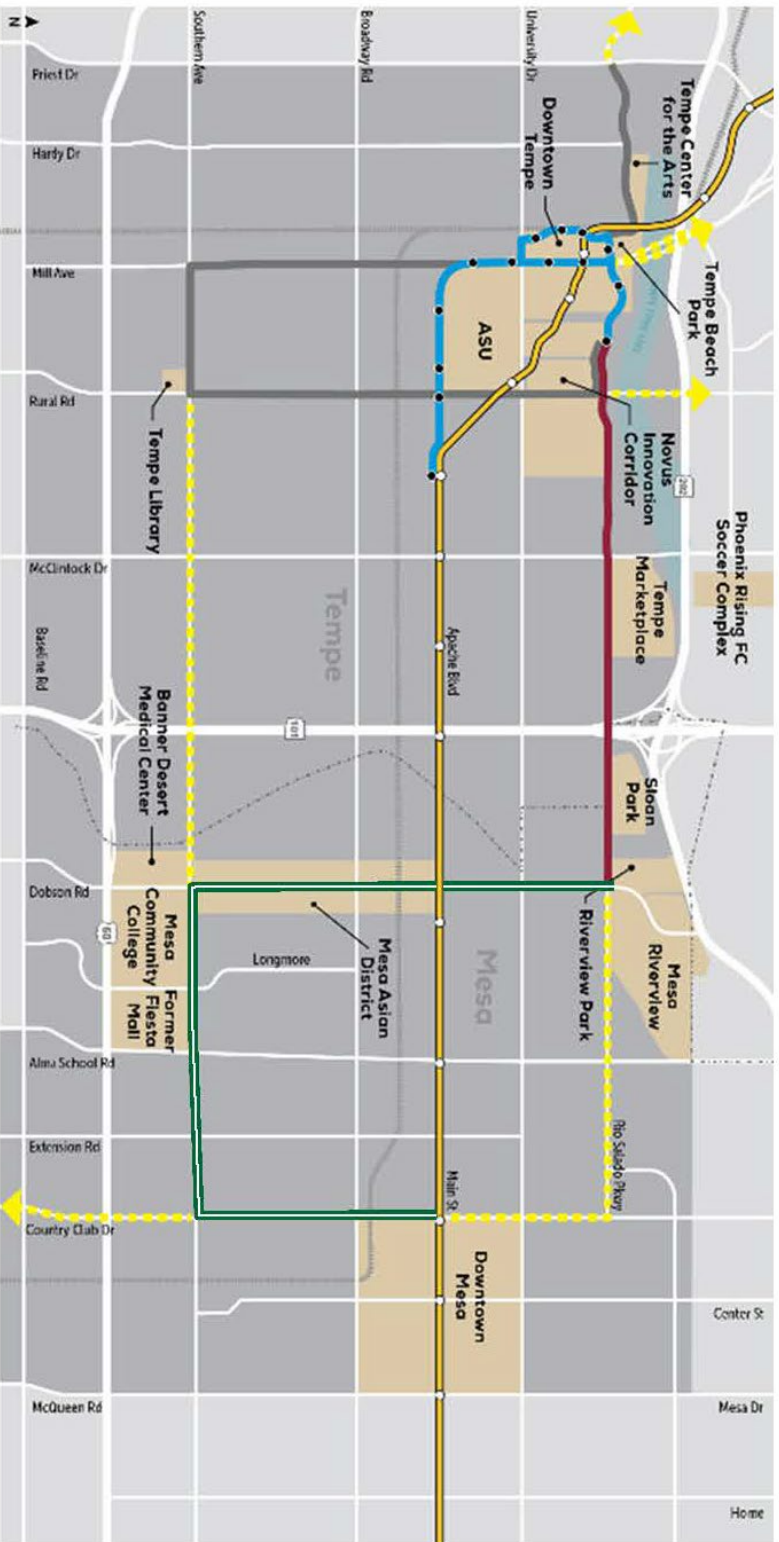


Transit Moves People + Economy

- 34M annual transit trips (Bus & Rail)
 - 120K each day
 - 1M annual paratransit trips
 - 50+% are work or school-bound
 - \$1.5B leveraged in federal grants
 - \$17B in neighboring economic development
 - 2M+ people moving here by 2050
- A balanced transportation plan is critical**



Why are we here today?



1. Rio Salado East: Marina Heights to Dobson

2. Rural: Marina Heights to Southern/Mill

3. Dobson, Southern, Country Club

4. Mill: Apache to Southern/Rural

5. Rio Salado West: Ash to Priest

Resulting Alignment Priorities



- November 2020 presented findings of both studies to Council
- February 2023 approved start of Rio East-Dobson Streetcar Extension Alternatives Analysis

Steps to Prioritize Future Investment



- **Extend Route 48** from Tempe Marketplace to Mesa Riverview on Rio Salado Pkwy
- Enhance service on **Route 30 – University Dr** and **Route 45 – Broadway Rd**
- Implement a uniquely **branded local circulator route** to further develop transit market



- Integrate corridor into the **city of Mesa's General Plan** update to drive transit-supportive development
- Continue coordination with developers to seek opportunities to **integrate streetcar** intodevelopments
- Encourage developers along the corridor to implement **transit-oriented development** elements

treetcar Overview

- Designed to run on tracks in mixed flow or in dedicated rail corridors
- Operates in urban areas, providing a convenient and efficient mode of transportation for short to medium distances
- Has been a vision in the East Valley for more than a decade before opening in central Tempe on May 20, 2022

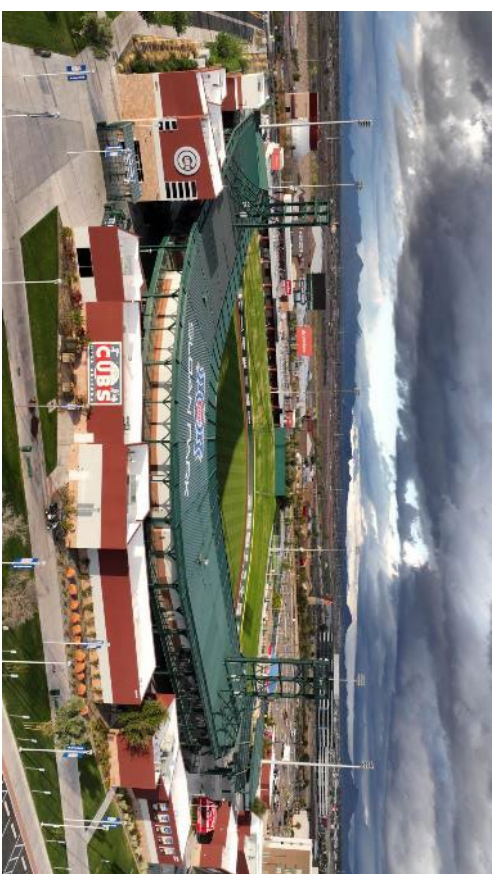


Study Purpose



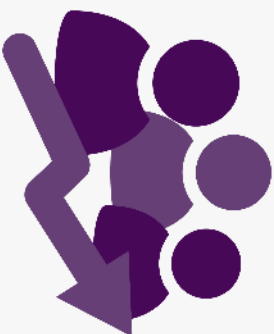
Study Purpose

- Improve **mobility** and **accessibility** by providing a dependable and efficient **high-capacity transit** option that serves employment, activity centers, educational facilities and residential areas in and around
 - Downtown Tempe
 - Marina Heights
 - Arizona State University and the Novus Innovation District
 - Tempe Marketplace
 - Sloan Park
 - Riverview Park
 - Mesa Riverview
 - Asian District
- Extend streetcar system from downtown Tempe into Mesa and add another connection to the light rail system



Study Need

Based on data from the Maricopa Association of Governments (MAG), the study area is predicted by 2050 to have:



55%

Increase in residents



45%

Increase in workers

Based on data from the U.S. Census American Community Survey, the study area currently has:



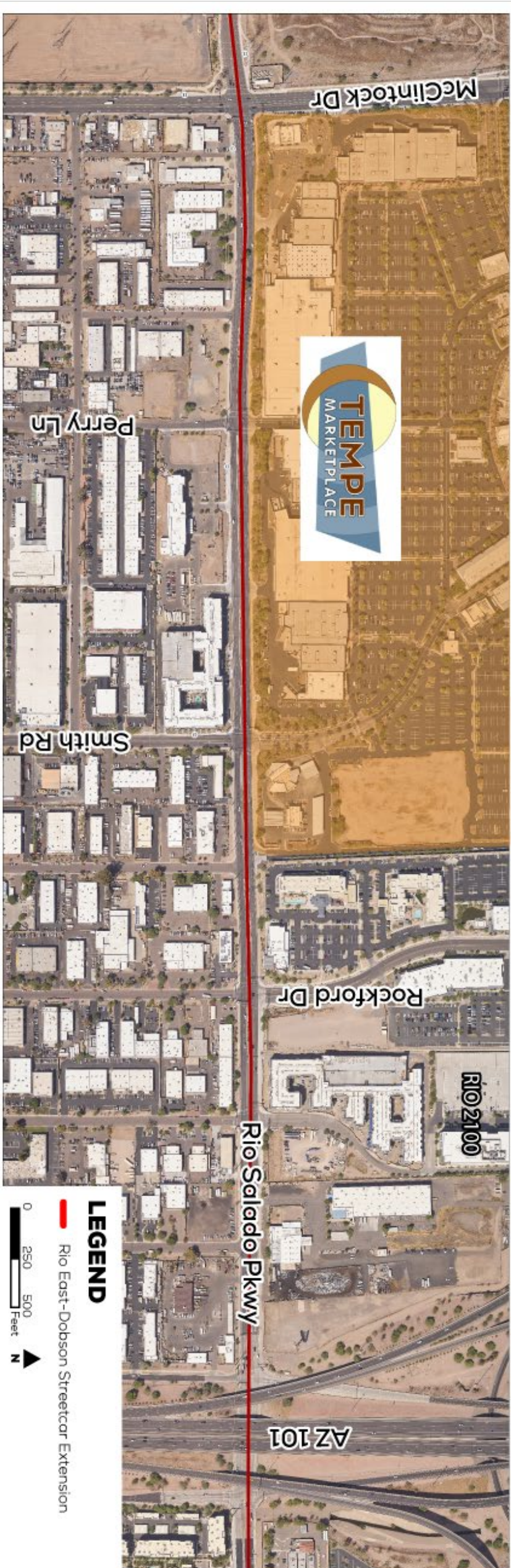
79%

Zero or one-car households

Marina Heights/Rio Salado to McClintock Drive



McClintock Drive to Loop 101



Loop 101 to Dobson Road



LEGEND

 Rio East-Dobson Streetcar Extension



Dobson Road (south to Main Street)



Community Outreach

- **In-person open houses** in Mesa and Tempe
 - June 10 and 12
 - 60 attendees
- **Virtual open house**
 - May 28 through June 28
 - 1,140 visitors; 561 engaged sessions; 206 survey responses as of June 19
- **Meetings** with key stakeholders

Study website: www.valleymetro.org/rede

Virtual open house: www.redestreetcar.com



Next Steps / Timeline

- The timeline for the study is shown below. Community outreach and engagement will continue throughout the study. At the completion of the REDE Study, the team will develop and present a final recommendation to the cities of Mesa and Tempe for consideration and possible adoption in early 2025.



Thank you!
valleymetro.org/rede



MESA CONNECTED

TRANSIT-ORIENTED DEVELOPMENT PLAN

City Council Study Session

Mary Kopaskie-Brown, Planning Director

Rachel Nettles, Assistant Planning Director

Brett Hanlon, Principal Planner



PROJECT OVERVIEW

- Received \$920,000 FTA Grant
- Complete a study on Transit Oriented Development (TOD) -urban design and policy framework
- 5-mile-long land use plan looking at the transit corridor
- Connect major activity centers and destinations
 - Sloan Park, Mesa Riverview, Asian District, Fiesta District, Banner Desert Medical Center, Mesa Community College, Downtown Mesa



MULTI-DISCIPLINARY PROJECT TEAM

City of Mesa

- Planning Division
- Transit Services Division
- Office of Economic Development
- Transportation Department
- Downtown Transformation Office

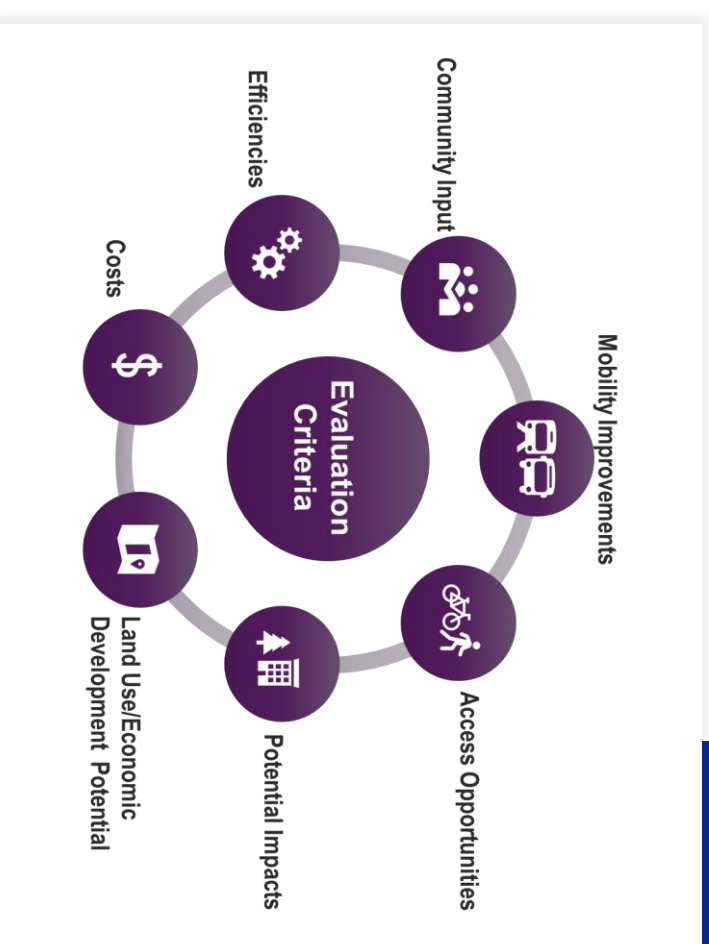
Project Consultants

- Dig Studio – Lead Consultant
- Central Creative – Public Engagement
- Opticos – Planning & Urban Design
- AECOM – Transportation Planning
- Jacobs – Planning & Urban Design
- ESI – Economic & Market Analysis
- Lokahi – Traffic Engineering

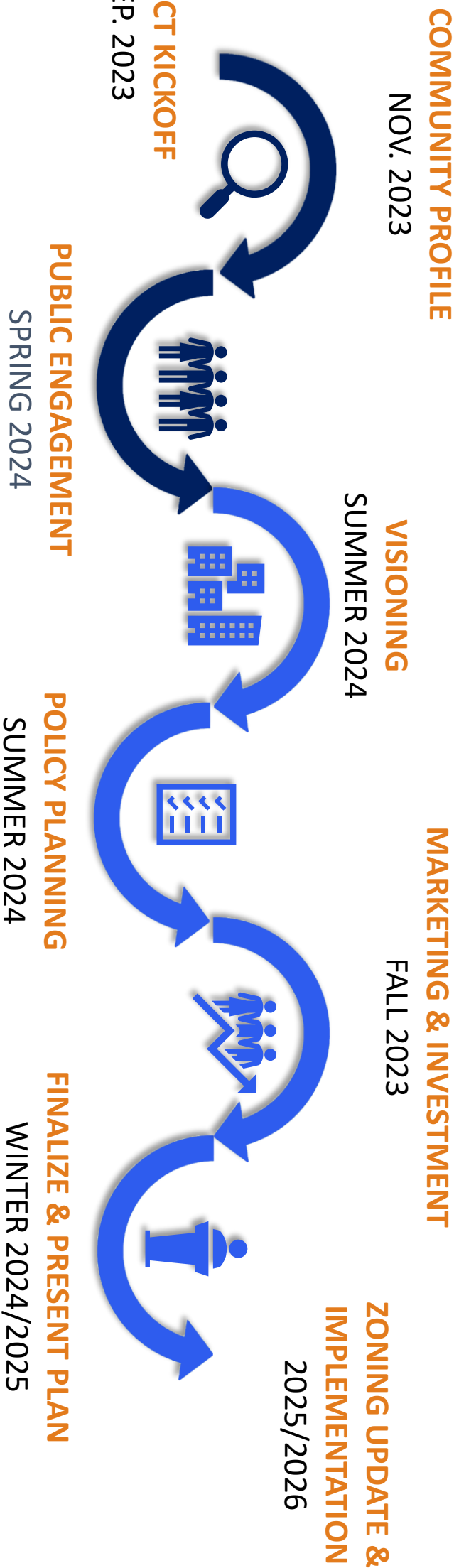
POSITIONING MESA FOR FUTURE SUCCESS

TOD Plan

- Supports future FTA grant proposals
- Advances ongoing Mesa initiatives
- ✓ Infill, Adaptive Reuse, Parking and Housing-related Text Amendments
- ✓ Business attraction and expansion
- ✓ Motorized and non-motorized mobility
- ✓ Climate Action and Sustainability



OVERVIEW OF PROJECT



ASK 1 - COMMUNITY PROFILE

Scope Overview

- Demographics & Built Environment
- Corridor Districts & Identity Areas
- Affordable Housing Inventory
- Transportation Network
- Micromobility Needs Assessment
- Market Analysis

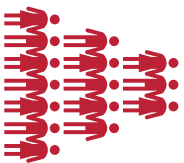


TASK 1 - COMMUNITY PROFILE | KEY FINDINGS

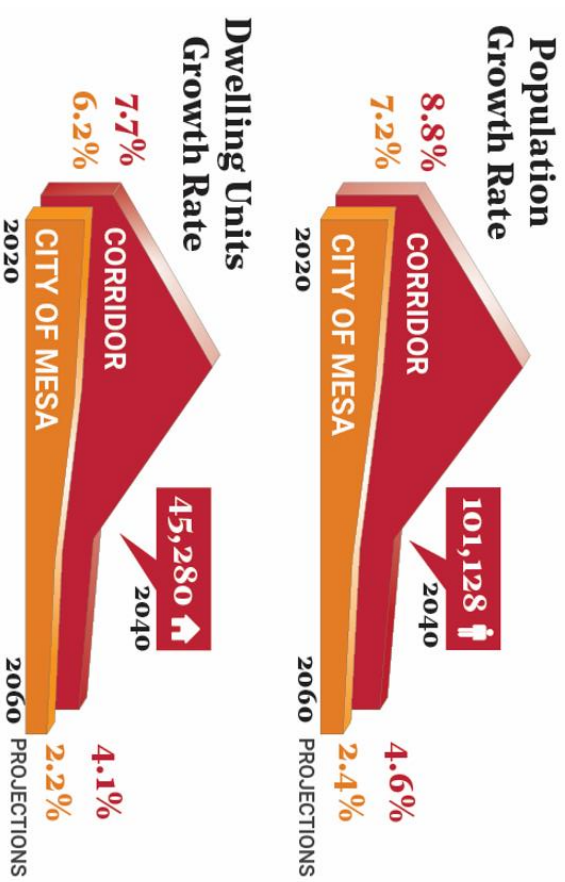


45,418 residents live in the study area

Study area has potential to **grow 2X** faster than the City in **population** and **dwelling units**



Study Area has nearly **2X** the **population density** compared to the City as a whole

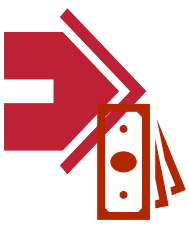


TASK 1 - COMMUNITY PROFILE | KEY FINDINGS



Study area residents are

younger than Mesa's general population (30 vs 37 yrs. old)



Study area **household income is 36% lower** than in Mesa as a whole (\$42,099 vs \$65,725)

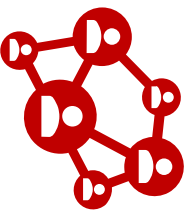
Fewer than **1%** of residents **live and work** in the study area



TASK 1 - COMMUNITY PROFILE | KEY FINDINGS



Over **1,000** businesses in the study area employing nearly **25,000** employees



Corridor could add over **1,000** jobs a year and have **66,533** employees by 2060



Consumer services, healthcare, and retail account for **51%** of businesses in the study

TASK 2 - PUBLIC ENGAGEMENT

Scope Overview

- Public Engagement Plan
- Public Outreach & Engagement Activities
- Public Input Report & Summary
- Input from Businesses on Construction Mitigation



TASK 2 - PUBLIC ENGAGEMENT

Summary of Public Outreach & Engagement Activities To Date

- 4 Community Outreach Meetings Held
- 4 Pop-Up Events
- 4 Developer / Builder Focus Groups
- Online Surveys - 250 responses to date



ASK 2 - PUBLIC ENGAGEMENT - TO DATE

What we heard from West Mesa stakeholders



Improved **safety** & increased **shade** would have the greatest benefit for West Mesa



60% wish they could get around West Mesa without **worrying about parking**



71% want the convenience of **walking or biking** to a nearby restaurant or shopping center



Expressed the greatest desire for **parks, public spaces, sit-down restaurants and grocery stores**

TASK 3 - VISIONING

Scope Overview

- TOD Corridor Vision
- Station Area Typologies
- Station Area Plans
 - Visualizations and concept plans
 - Active transportation recommendations
 - Opportunity site and phasing recommendations

STATION AREA PORTRAITS

STATION DESCRIPTION
 describes existing conditions in the station area.

VISION STATEMENT

crafted based on input and vetting from each station area jurisdiction, and represents the future condition envisioned for each area

PLANNING PRIORITIES

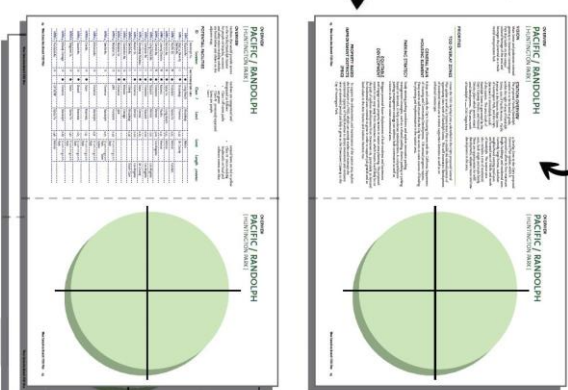
shows the priorities for planning and implementation in each station area, focused on leveraging private investment, harnessing the new economic development opportunity to protect the affordability of housing and commercial space within the station area, and an overarching goal of promoting denser infill development, and multi modal mobility, that will support a welcoming, vibrant, and active station area.

CONCEPT PLAN

depicts the kind of development that might occur within the 1/4 mile area around the station.

ACTIVE TRANSPORTATION

describes the walk, bike and other micro mobility device improvements for each station area, based on a review of local jurisdictions' active transportation plans, together with an analysis of improvements that are on the ground, funded or gaps in the planning.



TASK 4 - POLICY PLANS

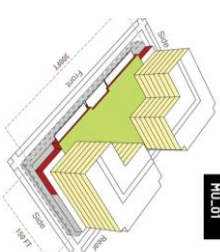
Scope Overview

- Regulatory Approach Memo
- TOD Overlay Zoning – Text and Map Recommendations
- TOD Design Guidelines/Standards
- TOD Supportive Policy Implementation Memo & Policy Toolkit
- ArcGIS Urban Modeling



HIGH RISE (300 x 150 ft block)
 Mixed Use - Residential + Retail **01**

MU_01

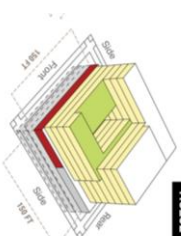


GUIDELINES	
Mix of Uses	Residential, Retail/Restaurants, Flexing
Building Setbacks	<ul style="list-style-type: none"> Required Front Build to Zone Required Interior / Side Setback Required Rear Setback
Building Height / Number of Floors	+ 120 ft above ground 237 Pds
Floor Area Ratio	130 - 150 Units
Number of Residential Units	70 - 80 %
Lot Coverage	
Parking Type	Podium (01) + Under ground (01, 02)

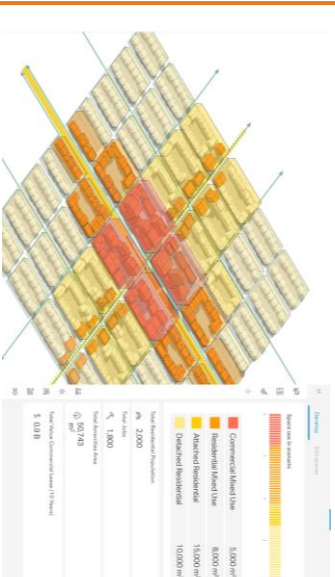


MID RISE (150 x 150 ft block)
 Mixed Use - Residential + Retail **02**

MU_02



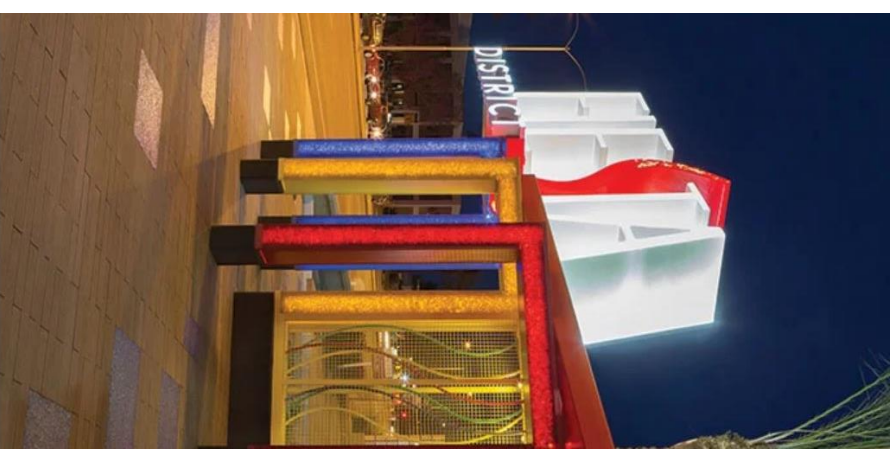
GUIDELINES	
Mix of Uses	Residential, Retail, Restaurants, Parking
Building Setbacks	<ul style="list-style-type: none"> Required Front Build to Zone Required Interior / Side Setback Required Rear Setback
Building Height / Number of Floors	+ 85 ft above ground 317 Pds
Floor Area Ratio	60 - 70 Units
Number of Residential Units	70 - 80 %
Lot Coverage	
Parking Type	Podium (01) + Under ground (01, 02)



RISK 5 – FINANCING & INVESTMENT STRATEGIES

Scope Overview

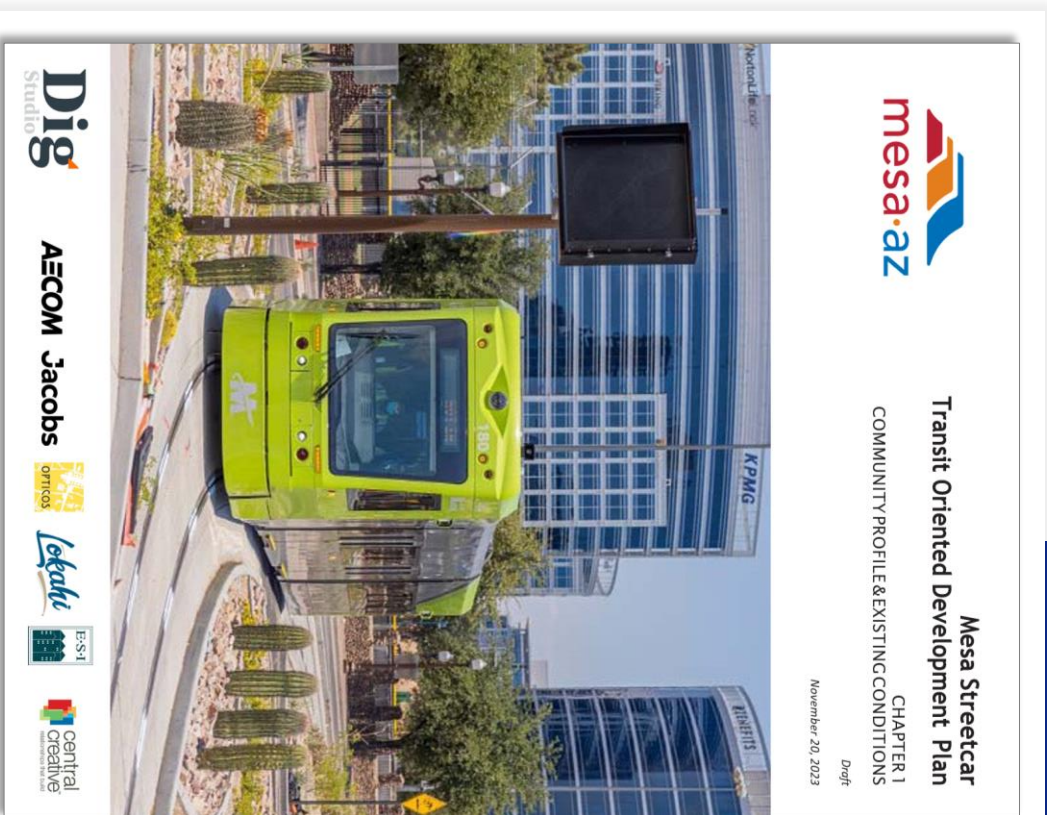
- Financing Plan & Investment Strategies
- Market Forecast
- Marketing Plan
- TOD Prioritization Tool for Station Areas



TASK 6 – PRESENTATION OF FINAL PLAN & RECOMMENDATIONS FOR CITY ADOPTION

Scope Overview

- Delivery of Final Plan
- Present the Final Plan and associated reports to the Planning & Zoning Board and City Council



PROJECT STATUS

COMMUNITY PROFILE

NOV. 2023

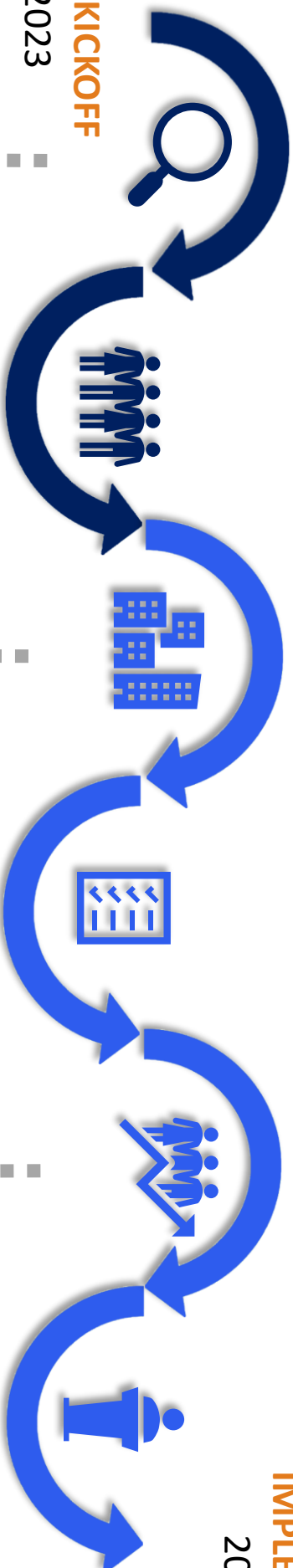
VISIONING

SUMMER 2024

MARKETING & INVESTMENT

FALL 2024

ZONING UPDATE &
IMPLEMENTATION
2025/2026



PROJECT KICKOFF

SEP. 2023

PUBLIC ENGAGEMENT

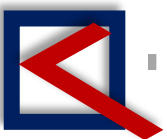
SPRING 2024

POLICY PLANNING

SUMMER 2024

FINALIZE & PRESENT PLAN

WINTER 2024/2025



WE ARE HERE

QUESTIONS?

THANK YOU!



m.e.s.a.az



June 27, 2024

TO: CITY COUNCILMEMBERS

FROM: MAYOR JOHN GILES

SUBJECT: Appointments to Boards and Committees

The following are my recommendations for reappointments to the City of Mesa Advisory Boards and Committees:

Economic Development Advisory Board – Nine-member board including new appointments.

Frank Sanders, District 1. Mr. Sanders is Corporate Vice President, Global Supply Chain, at Intel. He holds a bachelor's degree in mechanical engineering from the University of Illinois, a master's degree in manufacturing systems engineering from the University of Wisconsin, and a Master of Business Administration from the Kellogg School of Management at Northwestern University. His first term will expire June 30, 2027.

Housing & Community Development Board – Eleven-member board including new appointments.

Jacob Martinez, District 3. Mr. Martinez is a student at the Sandra Day O'Connor College of Law and Master-at-Arms in the United States Navy. He holds a Bachelor of Science in Political Science, Justice Studies from Arizona State University. He also previously worked as Commercial Corridor Manager for RAIL, CDC and previously served as a member of the board of directors for Mesa Historical Museum. He currently serves on the board for the Mesa Regional Foundation for Accessibility, Diversity and Inclusion, and will complete six years of service on the Mesa Parks and Recreation Advisory Board in June 2024. His first term will expire June 30, 2027.

Museum and Cultural Advisory Board – Eleven-member board including new appointments.

Claudia Bloom, District 5. Ms. Bloom is a professional musician that teaches and performs regularly. She is also the staff pianist and accompanist at Desert Palm UCC. She holds a Bachelor of Music in Piano Pedagogy from the University of Colorado Boulder. Her partial term will expire June 30, 2025.