



General Plan Update

Maricopa Association of Governments



April 22, 2014



Underlying Objective

Mesa today: a sprawling “boomburb”

- ∞ Product of rapid growth 1960 - 2000
- ∞ Auto-oriented
- ∞ Bedroom community

Desired future: a more complete, recognizable city

- ∞ Vibrant, stable, safe neighborhoods with sense of place
- ∞ Stable, diverse economy
- ∞ Great public spaces and high quality cultural amenities



Underlying Objective

- Focus has been trying to answer the question: *What do we need to do to create a more recognizable, self-sufficient city that attracts employment and provides a high quality living environment?*



Outline of Plan Document

- ∞ Section 1: Introduction
- ∞ Section 2: Transforming the City – creating a sense of place
 - Chapter 3. Vision for the Future
 - Chapter 4. Neighborhoods
 - Chapter 5. Economy/Jobs
 - Chapter 6. Public places
 - Chapter 7. Character areas
- ∞ Section 3: Supporting Infrastructure
- ∞ Section 4: Administration/Implementation



Chapter 3 - Vision

☞ Key Fundamentals to Community Development

- Require and maintain high quality development
- Respond to changing demographics
- Address public health
- Develop with a sense of place
- Respond to our desert environment

☞ Community Vision Statements

☞ Three Guiding Principles

- Create and maintain a variety of great neighborhoods
- Grow and maintain diverse and stable jobs
- Provide rich, high quality public spaces and cultural resources



Chapter 4 - Neighborhoods

- ☞ Encouraging continued investment in neighborhoods
 - Safe, clean, healthy living environments
 - Foster Social Interaction – Providing pedestrian systems that link residents to neighborhood focal points to naturally bring people together
 - Connectivity and Walkability – Encouraging a development pattern that provides easy, multimodal access to shopping, work, recreation, and other nearby amenities
 - Provide for Diversity
 - Neighborhood Character and Personality
 - Quality Design and Development



Chapter 4 - Neighborhoods

Goal: Create and maintain a variety of great neighborhoods

Neighborhoods P1: Encourage the appropriate mix of uses that will bring life and energy to neighborhoods while protecting them from encroachment by incompatible development

Neighborhoods P2: Review new development for the mix of uses and form of development needed to establish lasting neighborhoods

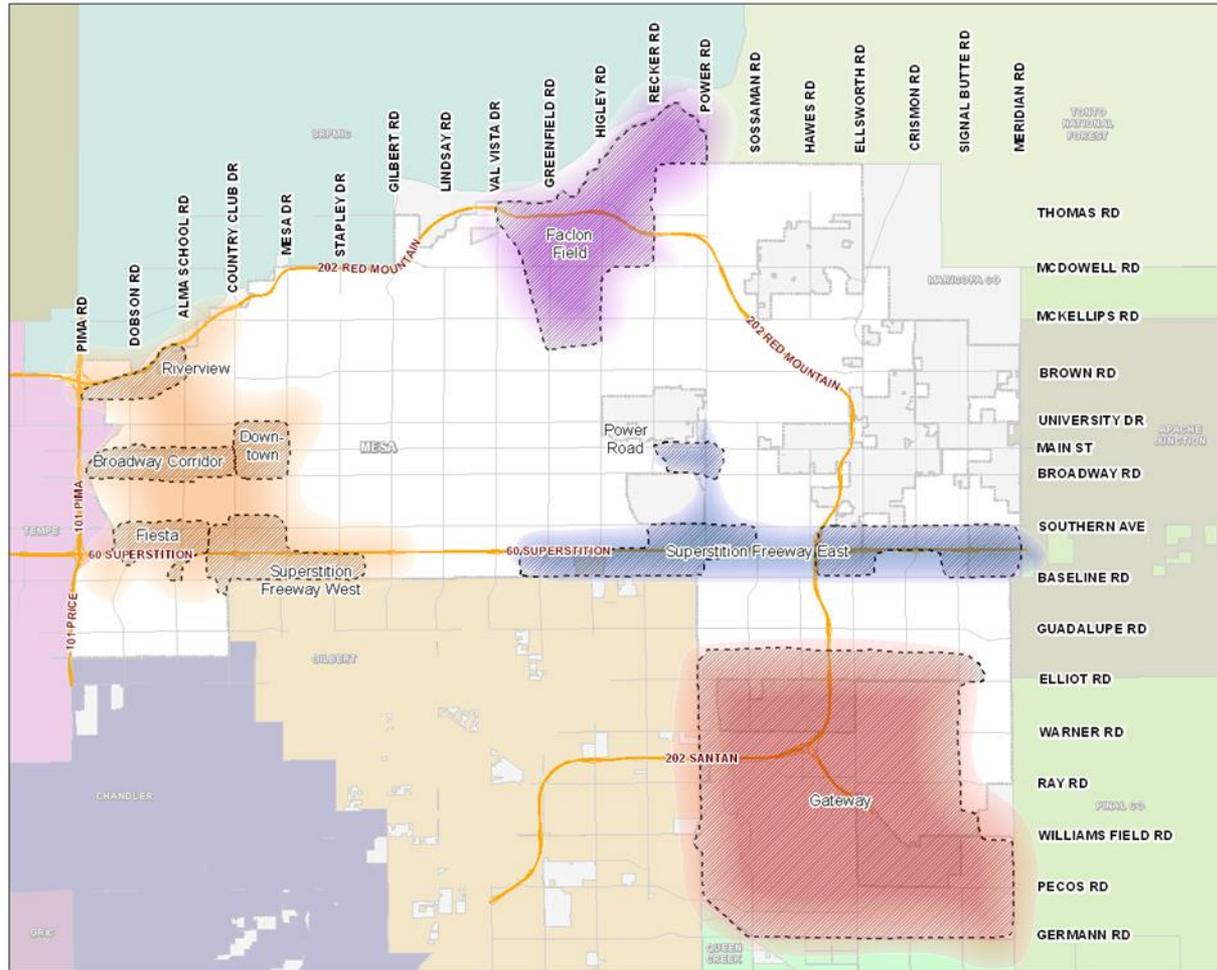
Neighborhoods S4: Establish and maintain an ongoing process for improving connections and walkability in existing neighborhoods by installing sidewalks where needed and improving the amount of shade and other amenities along sidewalks.



Chapter 5 - Jobs

- ∞ Discussion of key elements to stable, diverse jobs
 - Business Climate – H.E.A.T.T.
 - Skilled and Knowledgeable Human Capital
 - Sense of Place/Quality Employment Centers
 - Regional Collaboration
 - Infrastructure – Transportation and transit important part of the infrastructure needed for job growth
 - Retail Development and Revitalization – with redevelopment “building orientation should be directed towards pedestrian circulation routes such as paseos, plazas, streets, and transit stops.”

Chapter 5 - Jobs



MESA 2040 GENERAL PLAN:
ECONOMIC ACTIVITY AREAS



Economic Activity Areas

- Falcon
- Gateway
- West Mesa
- Superstition Springs/
Power Road Corridor

Economic Activity Districts

- Districts





Chapter 6 — Public Spaces

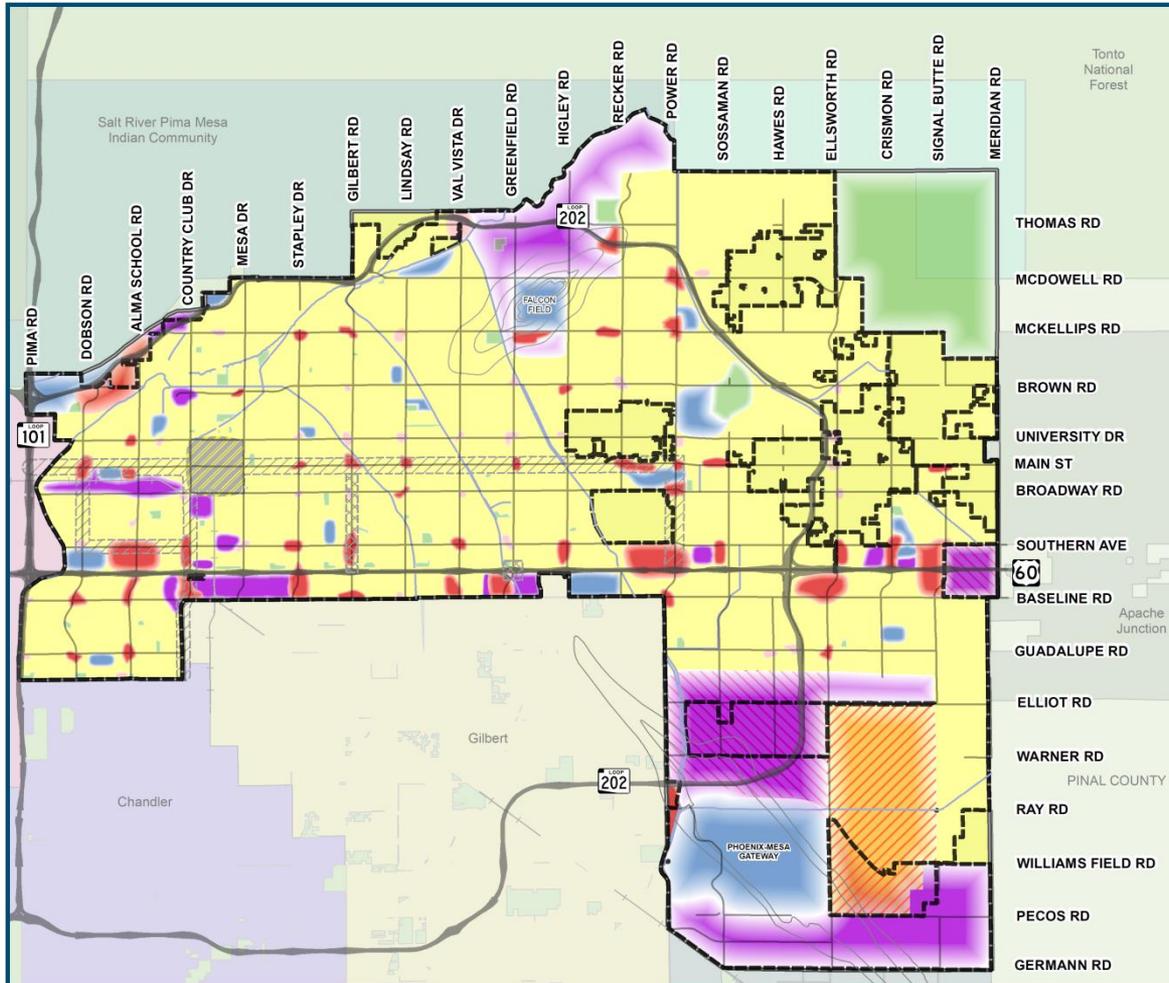
∞ Key features of quality public spaces

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

∞ Key features of cultural resources

∞ Parks & Recreation, Museums, Libraries

Chapter 7 – Character Areas



Chapter 7 - Character Types

∞ Neighborhoods

- Large lot/Rural
- Traditional
- Suburban
- Manufactured home



∞ Neighborhood Village Centers



∞ Downtown



Chapter 7 - Character Types

☞ Mixed Use Activity Districts

- Community-scale
- Regional-scale



☞ Mixed Use Community



☞ Employment Districts

- Business Park
- Industrial
- Employment Core



Chapter 7 - Character Types

Specialty Districts

- Education Campus
- Medical Campus
- Airport



Transit Districts

- Station Areas
- Corridors



Parks and Open Space



∞ Neighborhood – Large Lot/Rural

Form and Guidelines:

- Building heights typically one and two story
- Density typically averages less than 1.25 dwelling units per acre
- Houses set back from the street
- Sidewalks not required on all streets
- Block lengths are long,
- typically 400' – 600'



Zoning Districts:

Primary

- Agricultural
- Residential Single Dwelling
 - RS-90
 - RS-43
 - RS-35

Secondary

- Residential Single Dwelling 15 in limited locations with a Planned Area Development overlay to allow cluster development and preserve open space



Typical Uses:

- Single residence homes
- Accessory agricultural uses in the agricultural neighborhoods
- Compatible public, quasi-public and special uses such as schools, places of worship, etc.



Section III – City Facilities and Services

- ☞ Chapter 8 – Energy Resources
- ☞ Chapter 9 – Environmental Planning and Conservation
- ☞ Chapter 10 – Public Facilities
- ☞ Chapter 11 – Public Safety
- ☞ Chapter 12 – Transportation
- ☞ Chapter 13 – Water Resources



Section IV – Administration & Implementation

- ∞ Chapter 14 – Financing a Maturing City
- ∞ Chapter 15 – Development Review
- ∞ Chapter 16 – Plan Implementation and Amendment



Summary

∞ Schedule

- Planning & Zoning Board Hearings April and May
- Council hearings/approval June and July
- Vote November 2014

∞ Website: www.thisismymesa.org