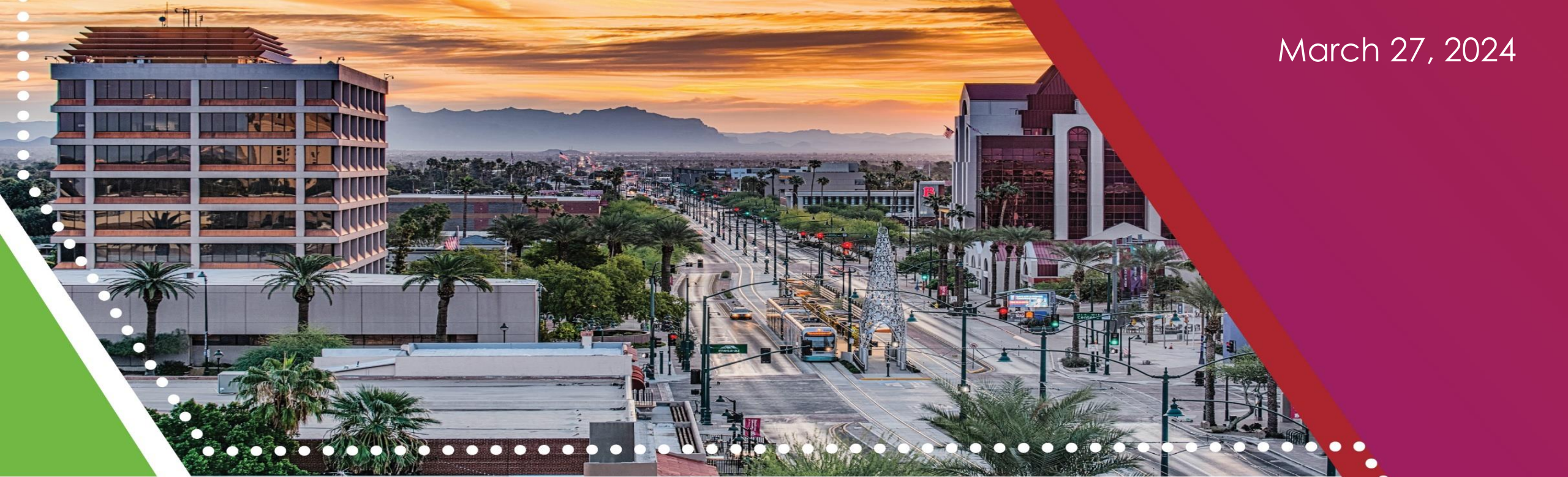


March 27, 2024



# 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. A golf course is visible in the middle ground. The sky is filled with colorful clouds in shades of orange, yellow, and blue. A white dotted line runs along the bottom edge of the slide.

# PRESENTATION OUTLINE

- Public Comment Period Overview
- Public Outreach Methods
- Public Feedback
- Proposed changes to the Plan

# PUBLIC COMMENT PERIOD

- 60 days comment period
  - Required by Arizona State Statute
  - January 4<sup>th</sup> - March 4<sup>th</sup>
- Provided opportunity for the public to comment on the draft Plan
- Included a review opportunity for all neighboring jurisdictions and key state organizations



# HOW DID WE REACH THE COMMUNITY?

- **Social Media Posts**  
(English and Spanish):
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
  - Nextdoor
- **Paid Advertisements:**
  - East Valley Tribune
  - Nextdoor
  - Facebook (English and Spanish)
  - Prensa Arizona (Spanish)
- **Project Website**
- **Newsletters:**
  - Peachjar
  - City newsletter
  - Community services newsletter
  - Called largest HOAs in City and sent them text for newsletters
- **Email:**
  - Community Services registered neighborhood list
  - Community catalysts
- **In-person Presence:**
  - Three library booths (Main, Dobson, Red Mountain)
  - 6 open houses
  - City Council, Board and Commission presentations
  - Neighborhood meetings

# PARTICIPATION NUMBERS

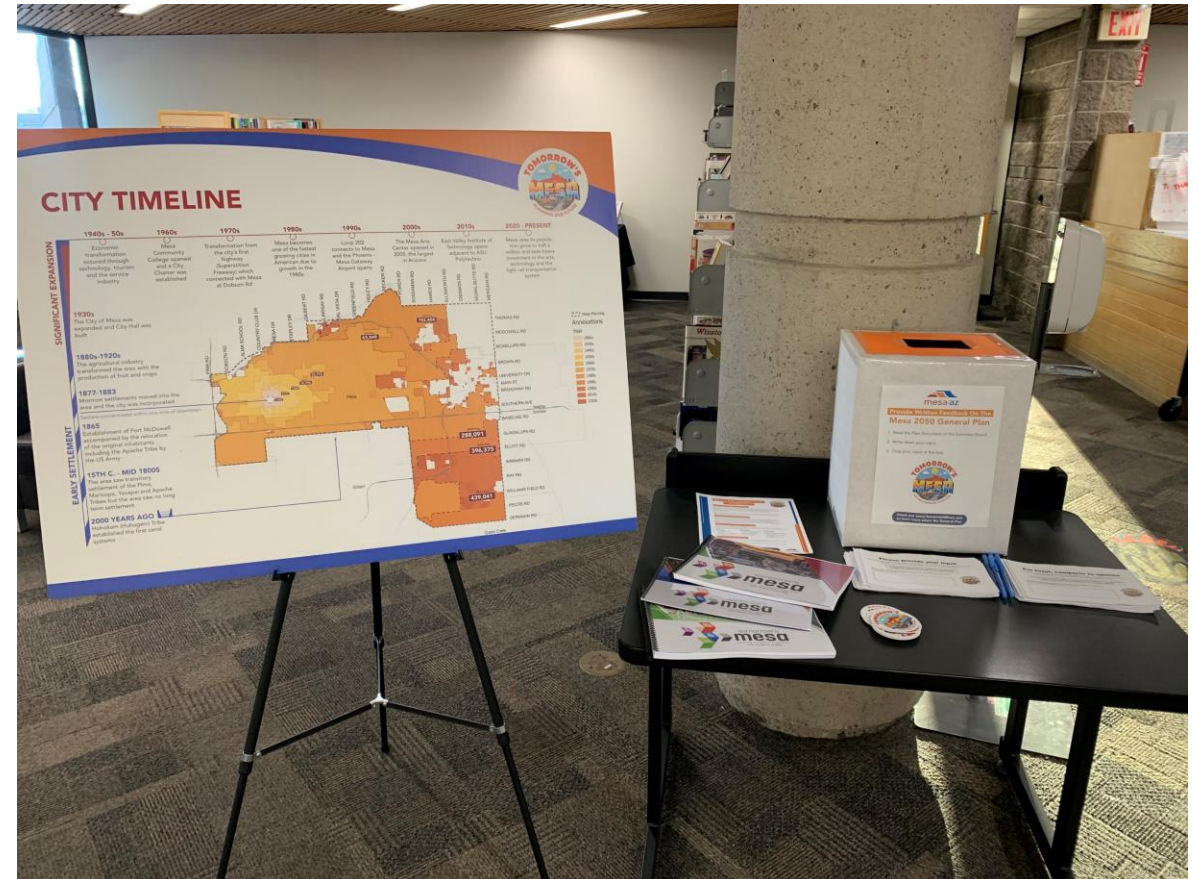
For the Draft Plan, over **5,500** community members engaged, and **10,000** people visited the website\*

MEETING/EVENT	DATE	ATTENDANCE/ RESPONSES
Las Sendas Community Association Roundtable	2/7/24	12
Mesa Grande (3 meetings)	2/15/24, 2/20/24, 3/4/24	5
Downtown Mesa Association	1/17/24	8
Draft Plan Showcase Event - District 2	2/22/24	5
Draft Plan Showcase Event - District 1	2/23/24	8
Draft Plan Showcase Event - District 3	2/24/24	25
Draft Plan Showcase Event - District 5	2/29/24	30
Draft Plan Showcase Event - District 6	3/1/24	3
Draft Plan Showcase Event - District 4	3/2/24	12
Online Questionnaire #4	1/4/2024 - 3/4/2024	~190
ZenCity Survey	1/3/2024 - 2/7/2024	842
Online Draft General Plan Review	1/4/2024 - 3/4/2024	5,300+ views; 280 comments and 70 commenters
Online Future Land Use Map/Growth Strategy Map Review	1/4/2024 - 3/4/2024	110+ comments
Tomorrow's Mesa Website Visits	1/4/2024 - 3/4/2024	10,000+ visits

\* As of March 5<sup>th</sup>, 2024

# HOW DID THE PUBLIC COMMENT?

- **Project Website:**
  - Directly in the draft Plan via Konevio
  - Directly in the draft Placetypes and Growth Strategy Map
  - Long-form Survey
  - Short-form Survey
- **In-person:**
  - Library booth comment cards
  - Open house comment cards
  - To staff at neighborhood meetings
- **Zen City Survey** (3rd party survey and analytics tool)
- **Email**
- **Traditional Mail**



# PUBLIC COMMENTS - BY THE NUMBER



Nearly **1,200** comments total!



**339** comments via Konveio (online review software and public library booths- **Draft Plan, Appendices,** and **Action Plan**)



**190** survey responses

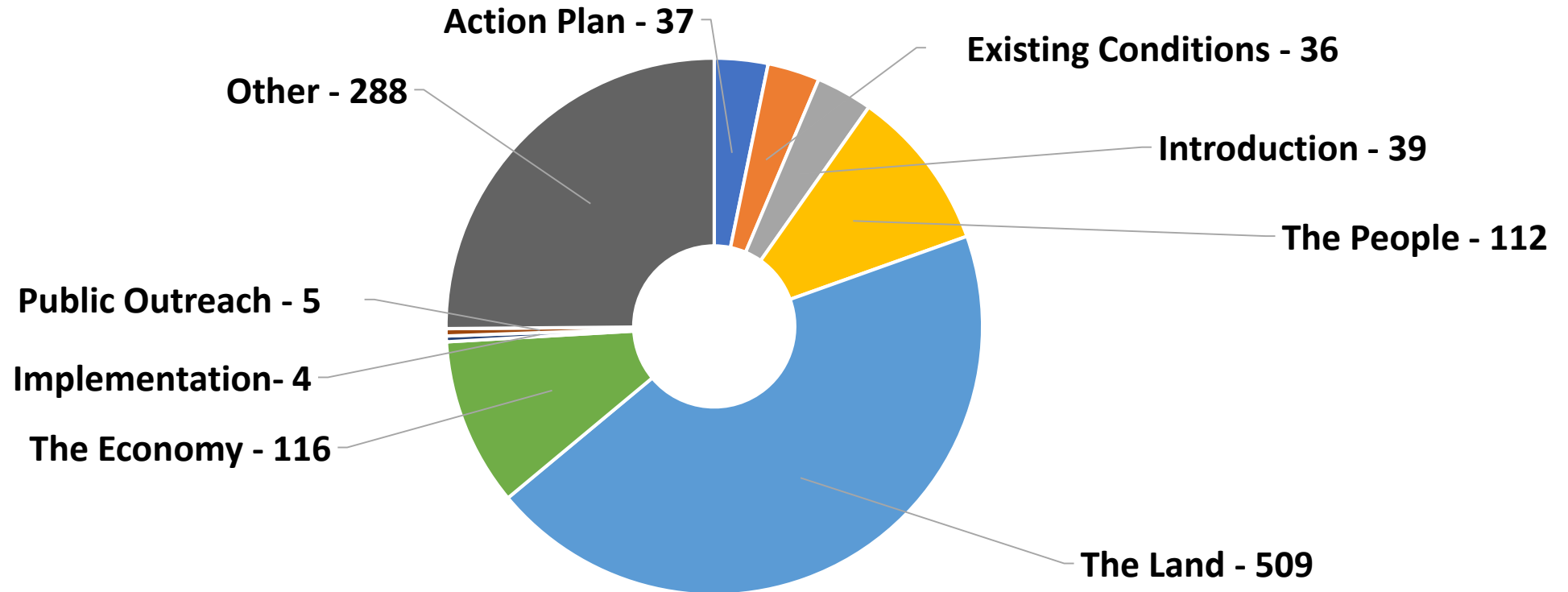


**110** Placetype Map and Growth Strategy Map comments



**480** unique comments from **842** ZenCity survey respondents

# PUBLIC COMMENTS - BY TOPIC

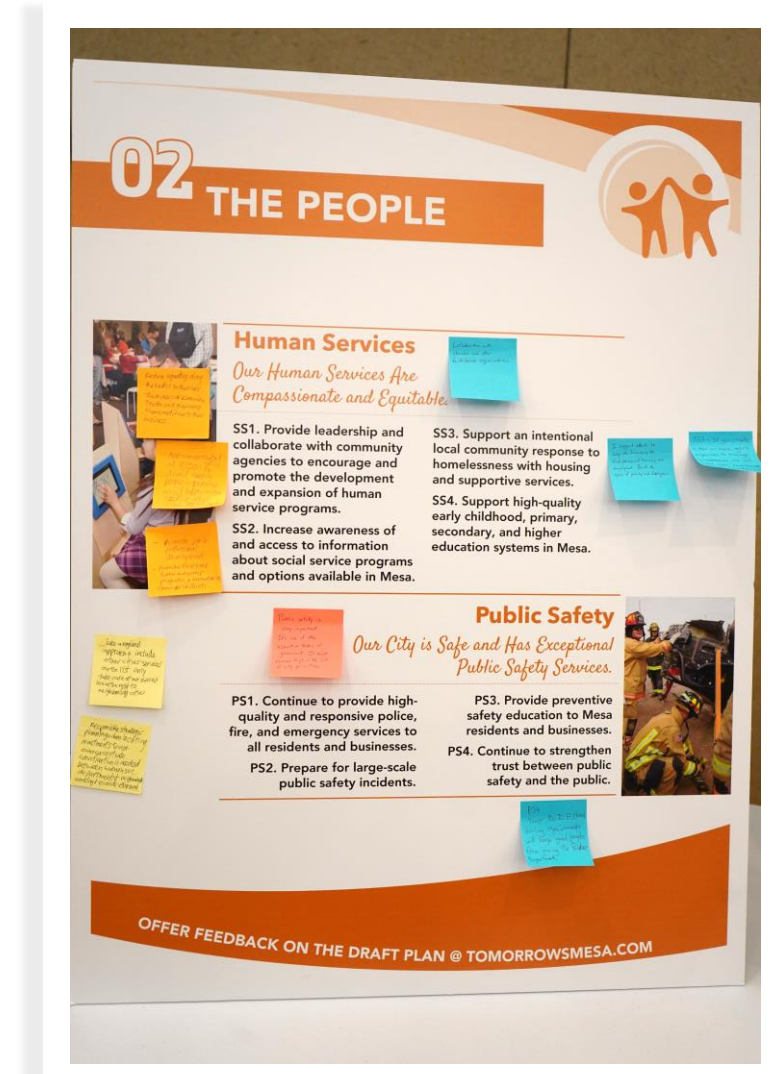


- Action Plan
- Existing Conditions
- Introduction
- The People
- The Land
- The Economy
- Implementation
- Public Outreach
- Other



# PUBLIC COMMENT- THE PEOPLE

- **Great Neighborhoods**
  - Need for neighborhood/sub-area planning
  - Protect neighborhood character
- **History, Arts, and Culture**
  - Support for investment in arts and culture
  - Protect historic resources
- **Public Safety**
  - Concern over increased crime
  - Desire for increased police and park ranger presence
  - Continue to address homelessness



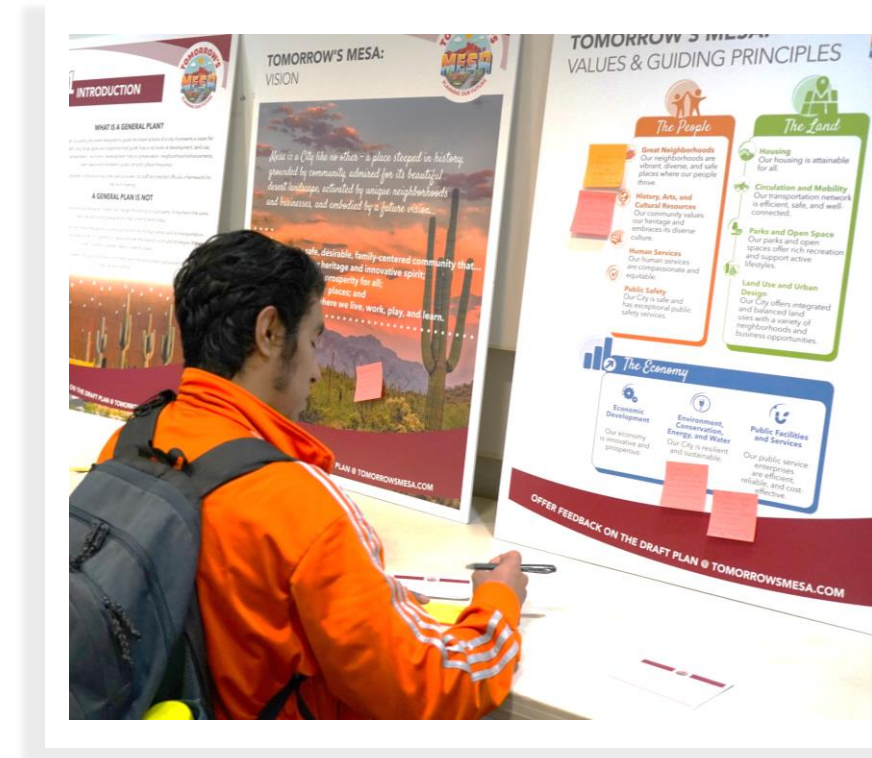


# PUBLIC COMMENT- THE LAND

- **Land Use and Urban Design**
  - Placetype and Growth Strategy Map
    - Requests for designation changes
    - Comments on existing conditions - many items too specific for the General Plan
  - Current urban form - less warehousing and data centers, improved aesthetics
- **Circulation and Mobility**
  - Enhance bike facilities and canals
  - Light rail - pro and anti-sentiments
  - Comments on existing conditions - many items too specific for the General Plan
- **Housing**
  - Need for affordable housing
  - Targeted density - not all neighborhoods

# PUBLIC COMMENT- THE ECONOMY

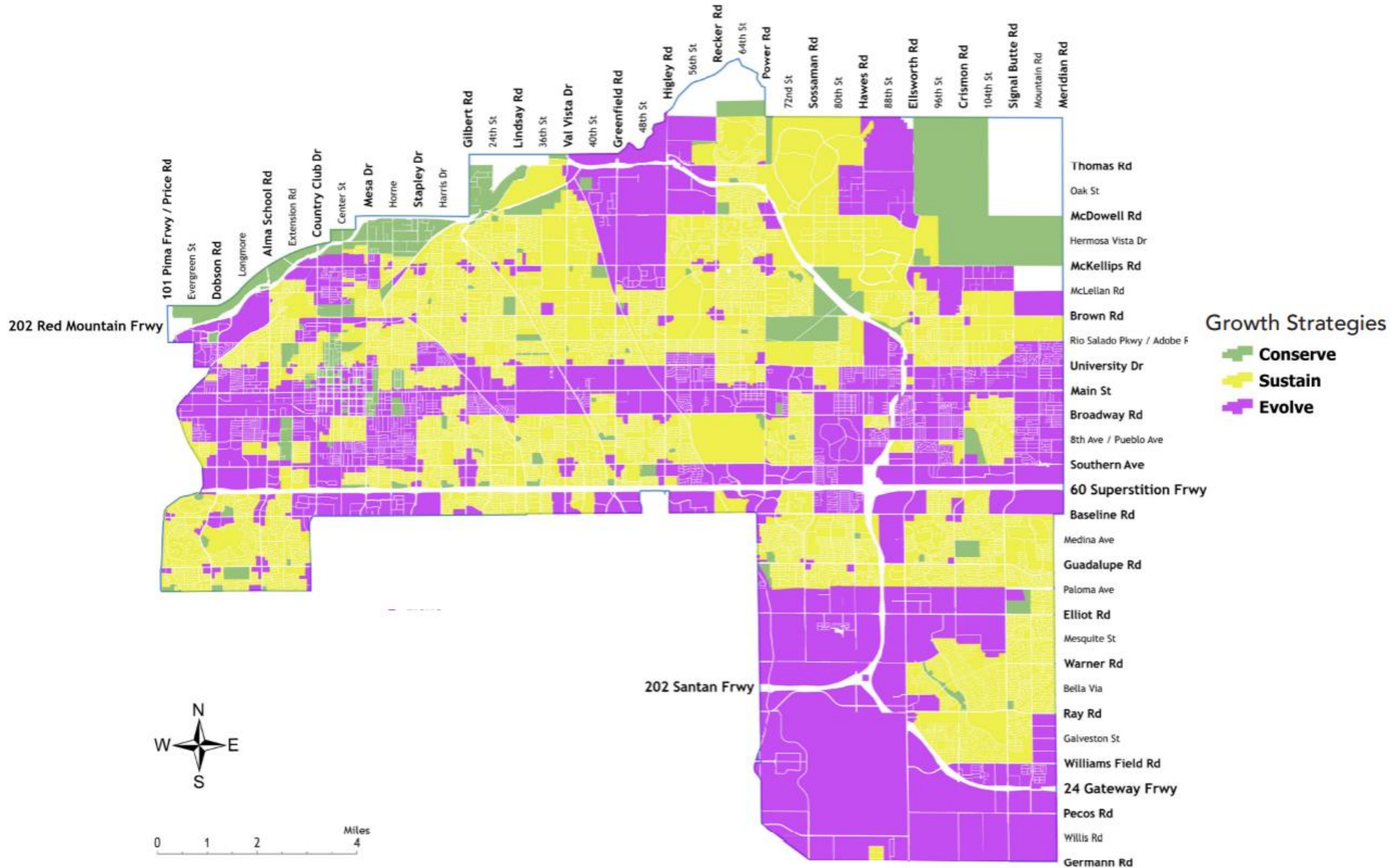
- **Economic Development**
  - Concern over the number of Industrial land uses
  - Desire for more retail and dining opportunities
  - Continue to recruit high paying job businesses
- **Environment, Conservation, Energy, and Water**
  - Heat island effect and desire for more shade
  - Open space conservation
  - Water conservation
- **Public Facilities**
  - Responsible resource management
  - Renewable energy use



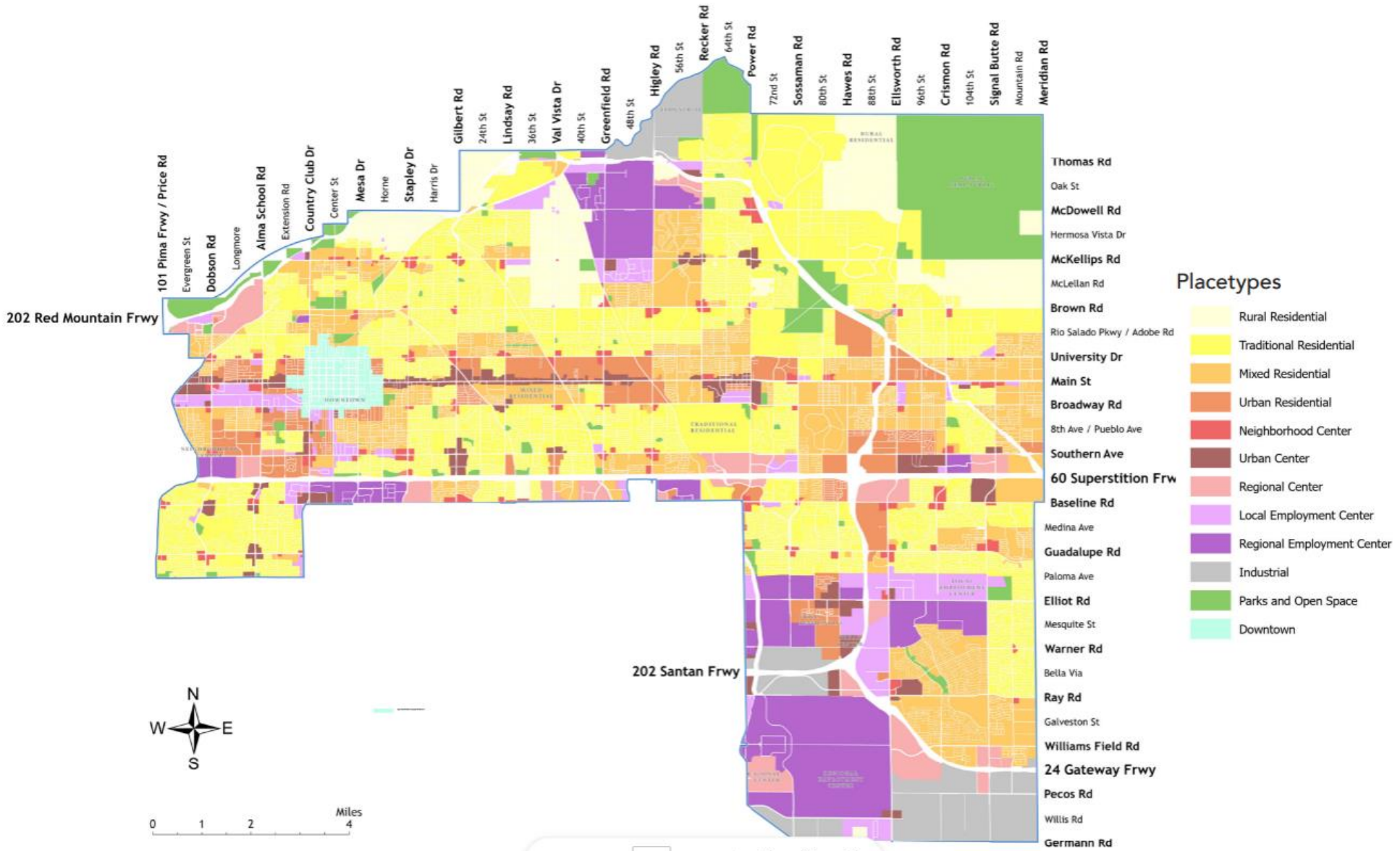
# SUMMARY OF CHANGES

- Minor editing throughout
- Most changes within The Land chapter
- Changes to the Placetype and Growth Strategy Maps based on public feedback
- Consolidated the “Enhance” and “Grow” growth strategies, now “Evolve”
- Incorporated growth strategy descriptions within Placetype descriptions
- Incorporated additional urban design characteristics within Placetype descriptions
- Increased density in the Downtown Placetype
- Removed consistency criteria tables and simplified the land use consistency section

# UPDATED STRATEGY MAP



# UPDATED PLACETYPE MAP



# SCHEDULE

April.....P&Z Study Session - Public Feedback Summary  
.....General Plan Advisory Committee recommendation  
Monday, April 15<sup>th</sup> 4:30 pm--The Studios (TBD)  
.....P&Z Hearings and recommendation Monday, April  
22<sup>nd</sup> and Wednesday, April 24<sup>th</sup>  
.....City Council Study Session Presentation Thursday,  
April 25<sup>th</sup>

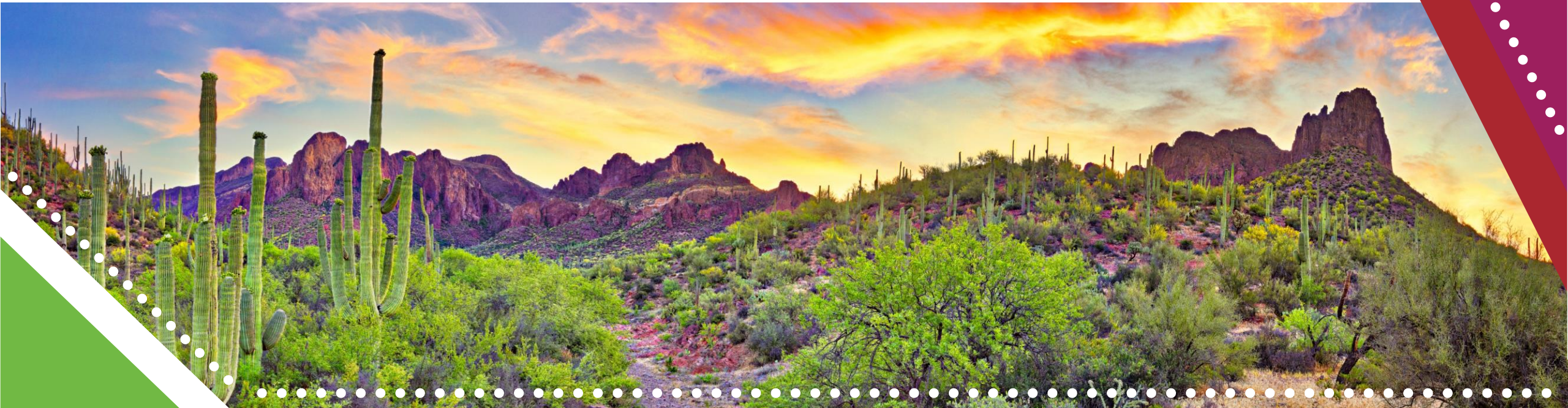
May.....Public Hearing & Council Action – May 20<sup>th</sup>

***Ratification by Mesa Voters November 5, 2024***

Questions?



tomorrow's  
**mesa**  
*moving forward together*  
MESA GENERAL PLAN 2050







mesa·az