

City Council Study Session

May 4, 2015

# East Main Street Study



## » Main – Gilbert to Power

- > Understand existing area
- > Consider options for improvement

## » Review findings, discuss next steps

Background/Purpose



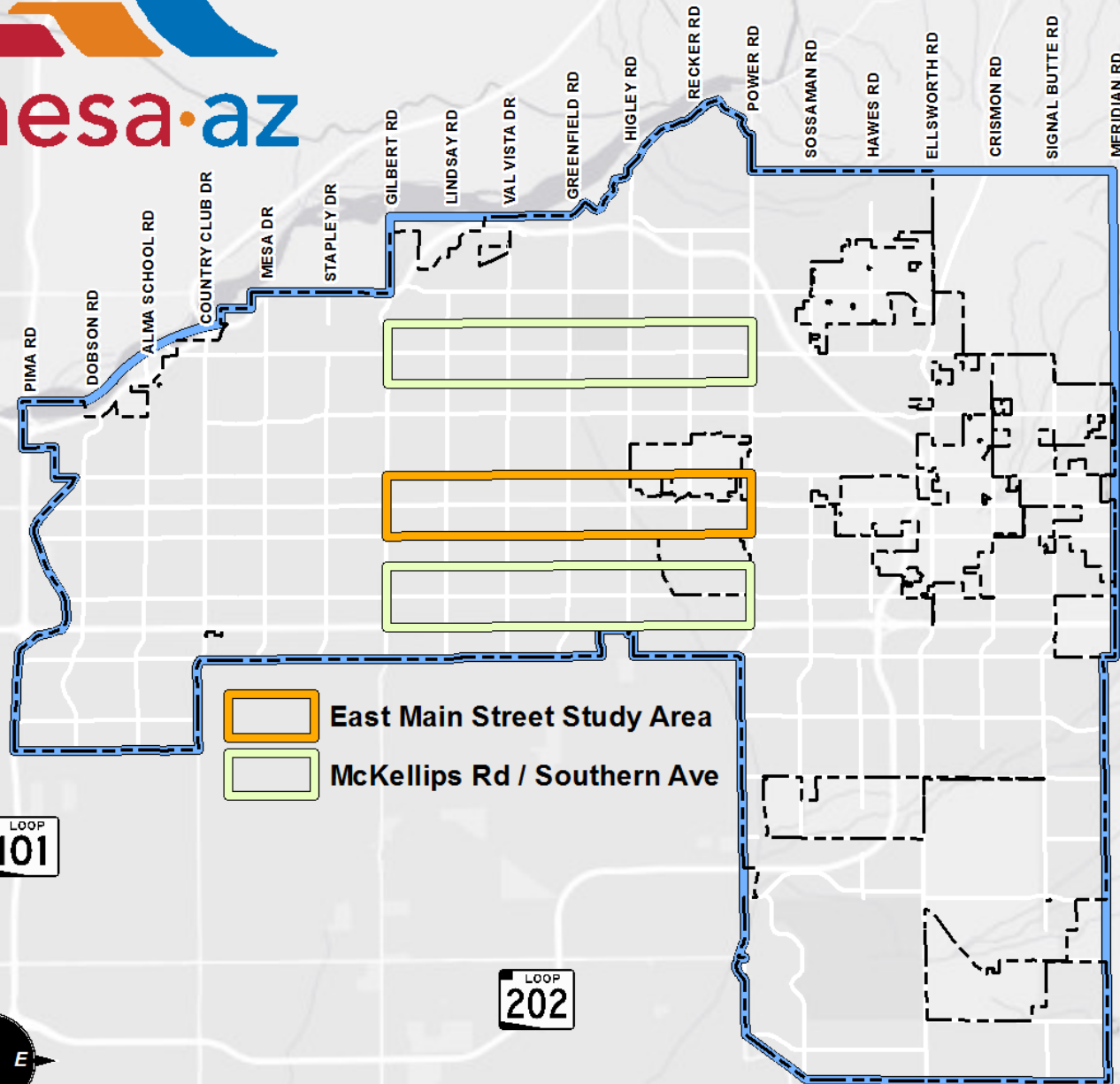


## » For this study we

- > Reviewed historic and existing conditions
  - Demographics
  - Land use
  - Vacant land/buildings
  - Business types/employment
  - Sales taxes
- > Compared this corridor to
  - Entire City
  - McKellips and Southern corridors

# Background/Purpose





Area	Population			Percent of Population (2014)	Percent change 2000-2014
	<u>2000</u>	<u>2010</u>	<u>2014</u>		
Mesa*	436,500	483,737	502,842		15.2%
<b><i>East Main*</i></b>	<b><i>29,825</i></b>	<b><i>31,407</i></b>	<b><i>32,291</i></b>	<b><i>6%</i></b>	<b><i>8.3%</i></b>
McKellips	34,362	34,528	35,389	7%	3.0%
Southern*	46,993	49,081	51,182	10%	9.5%

\*Numbers include county islands within the area

## » We verified what we thought we knew:

- > The area between Gilbert and Lindsay is more similar to the rest of the city
- > Older population
  - east of Lindsay median age mostly over 60, highest 73
  - 39% over 65 compared to 14% for City
- > Lower income
  - 70% below 50K compared to 50% for City
  - 5% above 100K compared to 27% along McKellips
- > Lower percent of occupied dwelling units (seasonal occupants)
  - 65% compared to 82% for City
  - Solid waste pick up decreases from March to August in some areas by over 1,000 barrels

# Land Use Sectors

Single Residence

Multi Residence

Retail

Office

Industrial

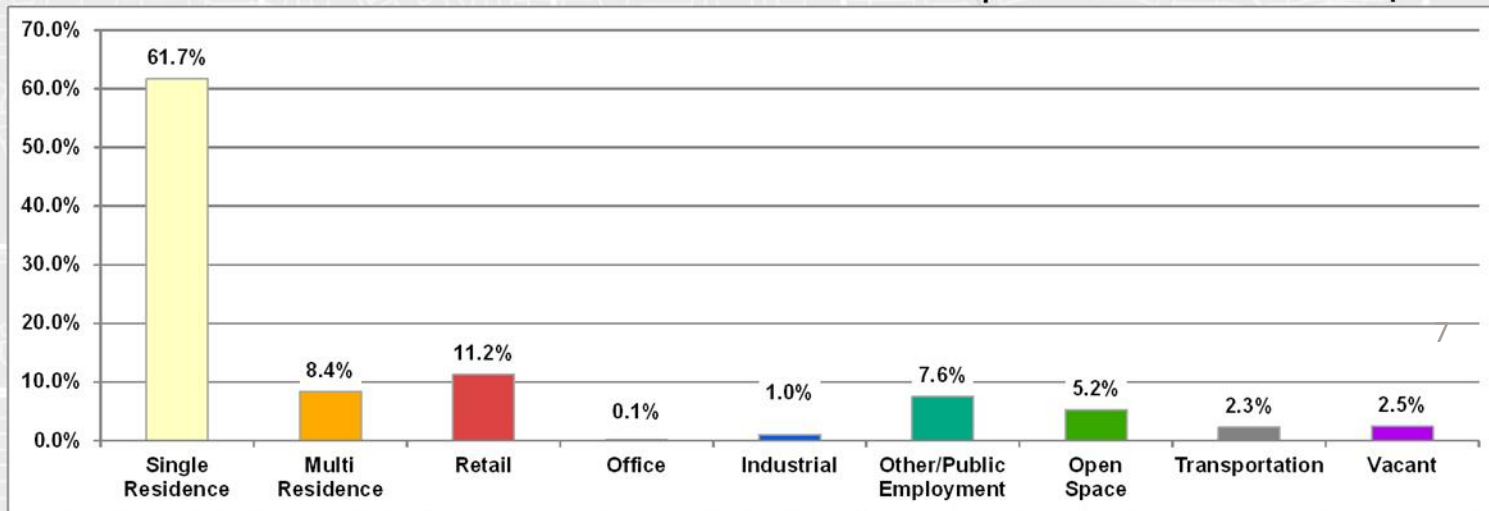
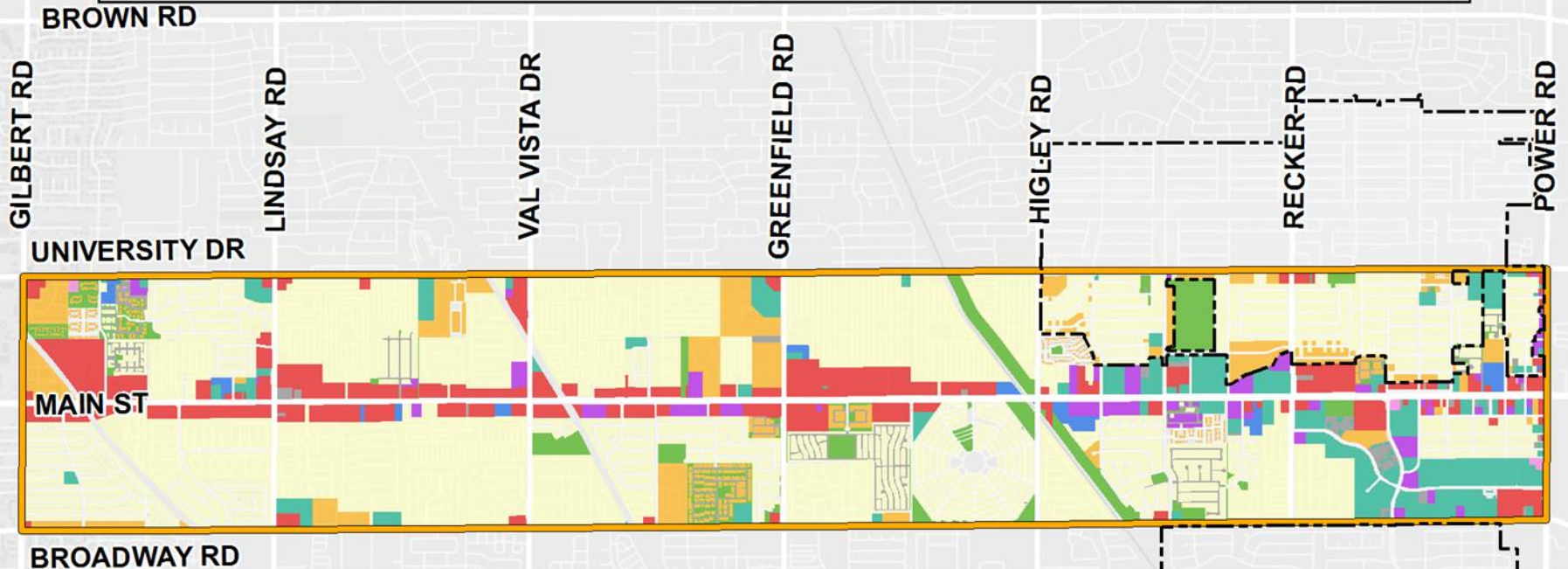
Other/Public Employment

Open Space

Transportation

Multiple Use

Vacant



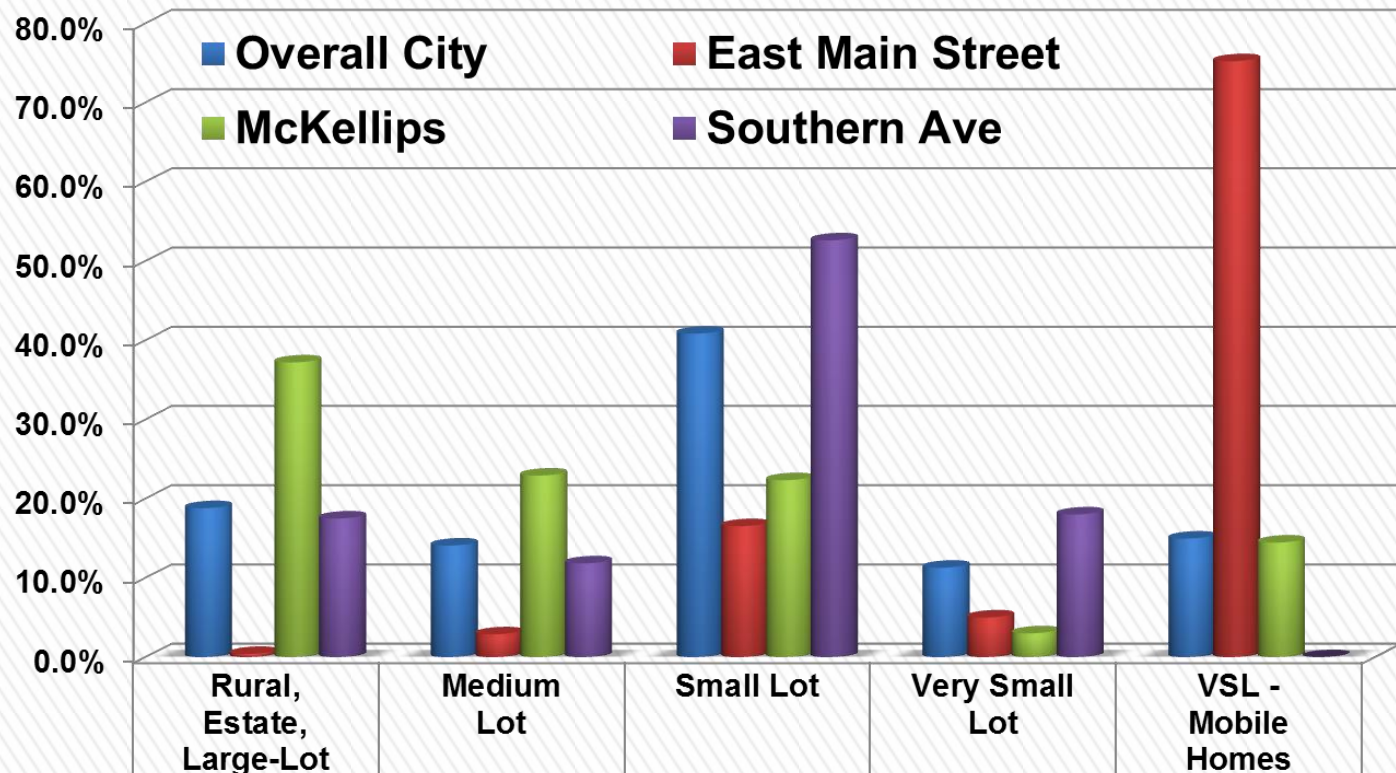


## » Main Street Land Use –

- > Generally older, highway strip commercial
- > Higher percentage of single residential
  - More RV/Manufactured Home (30% of city total)
- > Percentage of multi-residence and retail
  - Very similar to Southern
  - Double both City and McKellips
- > Low percentage of open space
- > Low percentage of vacant land
  - 138 acres total, 85 acres zoned LC



# Single Residence Land Use



	Rural, Estate, Large-Lot	Medium Lot	Small Lot	Very Small Lot	VSL - Mobile Homes
Overall City	18.8%	14.1%	40.8%	11.3%	15.0%
East Main Street	0.4%	2.9%	16.5%	5.0%	75.2%
McKellips	37.2%	22.9%	22.3%	3.0%	14.5%
Southern Ave	17.5%	11.8%	52.6%	18.0%	0.0%

# Existing Business Vacancies by Available SqFt

MCKELLIPS RD

BROWN RD

UNIVERSITY DR

MAIN ST

BROADWAY RD

SOUTHERN AVE

GILBERT RD

LINDSAY RD

VAL VISTA RD

GREENFIELD RD

HIGLEY RD

POWER RD

RECKER RD



Study Area



City Boundary

**Available Sq Ft**

• 272 - 2,000

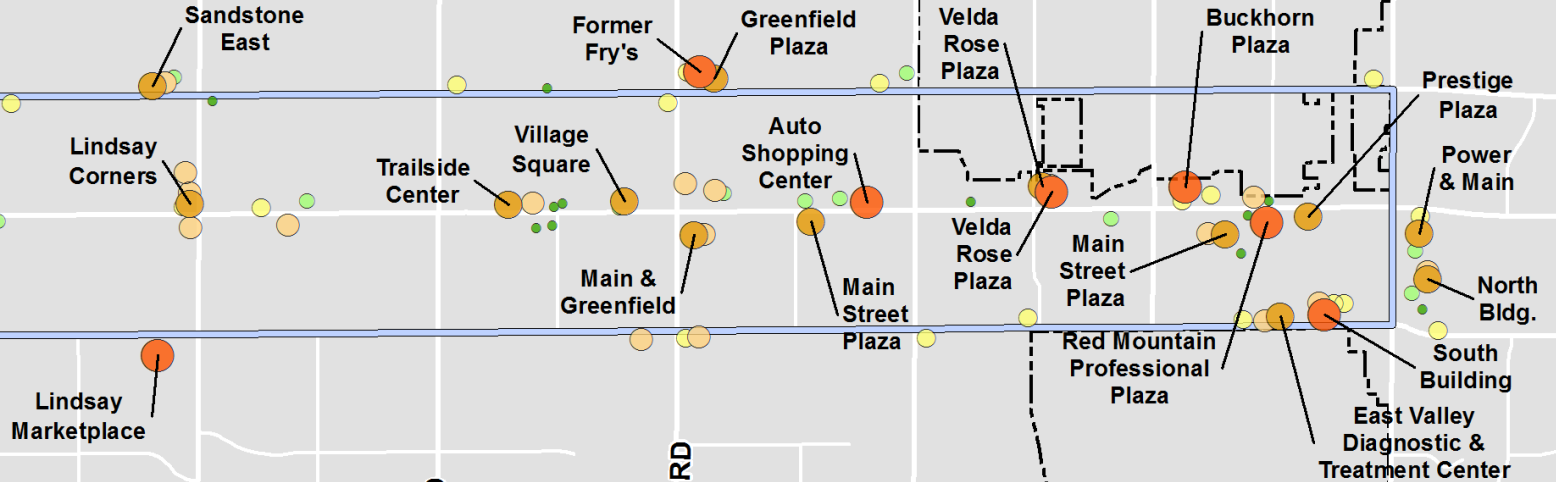
• 2,001 - 3,600

• 3,601 - 5,600

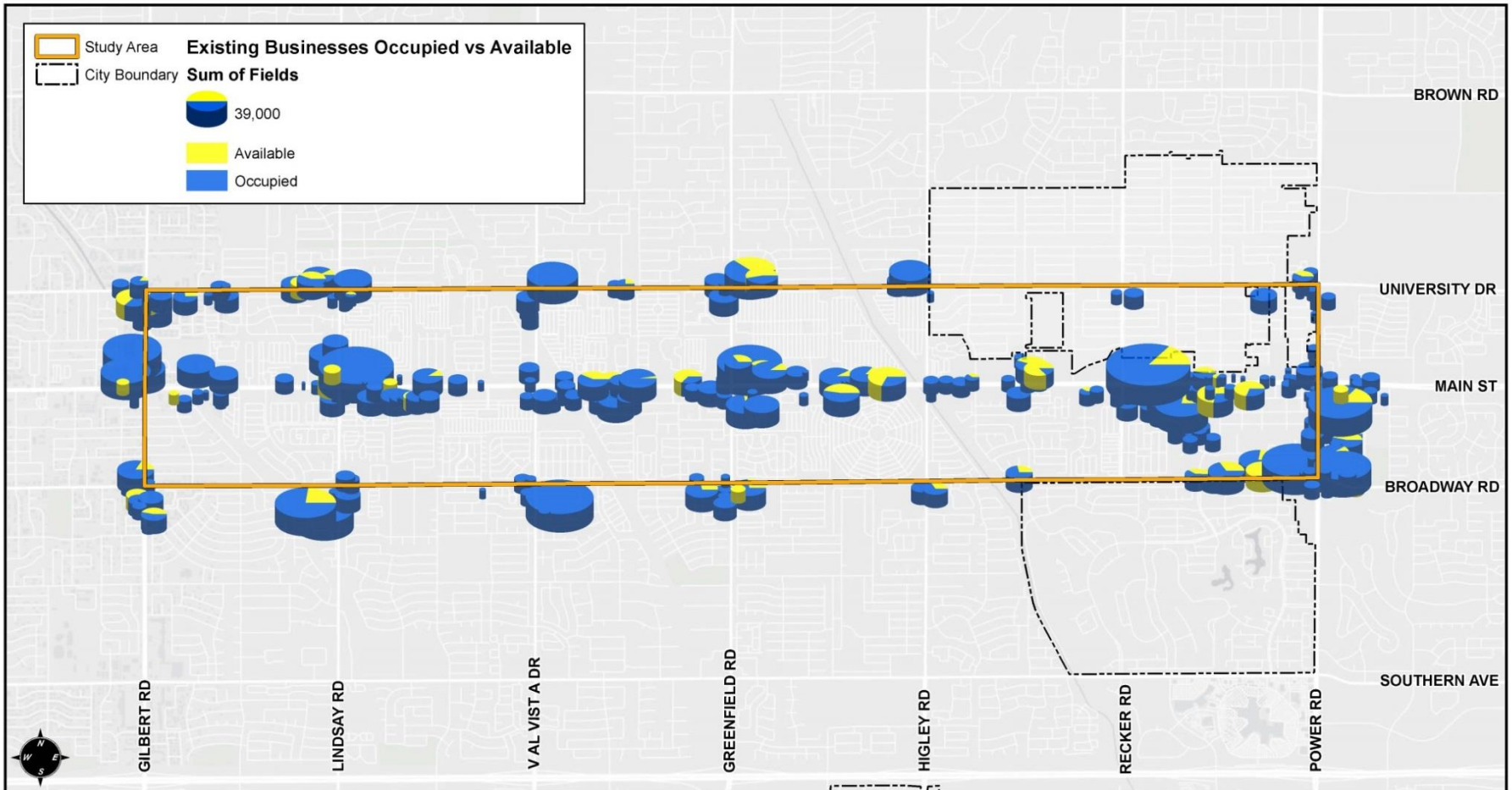
• 5,601 - 8,550

• 8,551 - 15,518

• 15,519 - 25,277



# East Main Street Study Area - Existing Businesses Occupied vs Available



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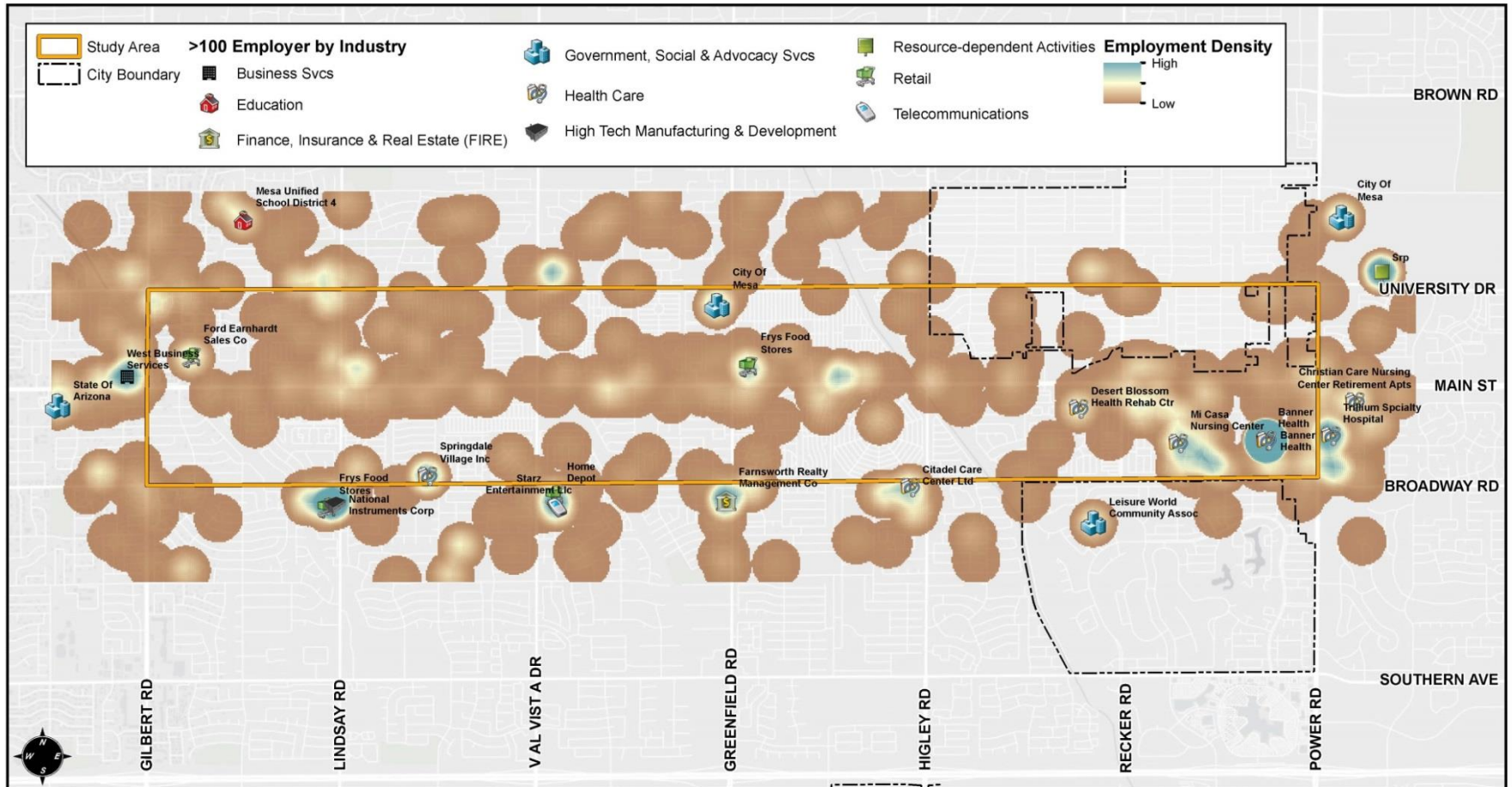
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**Vacancy Rate – Approximately 9%**



# East Main Street Study Area - 2013 Large Employers by Type



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# Top 10 Employers with Number of Employees

2007 Top 10 Employers		2013 Top 10 Employers	
Banner Baywood	2075	Banner Heart Hospital	1800
Mi Casa Nursing Center	198	Banner Baywood	1278
City of Mesa	187	Springdale Village, Inc.	229
Springdale Village, Inc.	158	City of Mesa	167
Fry's Food Store	155	Ford Earnhardt Sales	147
Chula Vista Care Center	113	Fry's Food Store	142
Earnhardt Auto Center	101	Mi Casa Nursing Center	136
East Valley Children's Theater	100	Desert Blossom Rehab Center	110
Brookdale Living Community	85	United States Postal Service	100
United States Postal Service	<u>80</u>	East Valley Children's Theater	<u>100</u>
<b>Total</b>	<b>3252</b>		<b>4209</b>

Note: Banner grew by 33% and the overall growth was 23%; in the other corridors employment declined over this time period

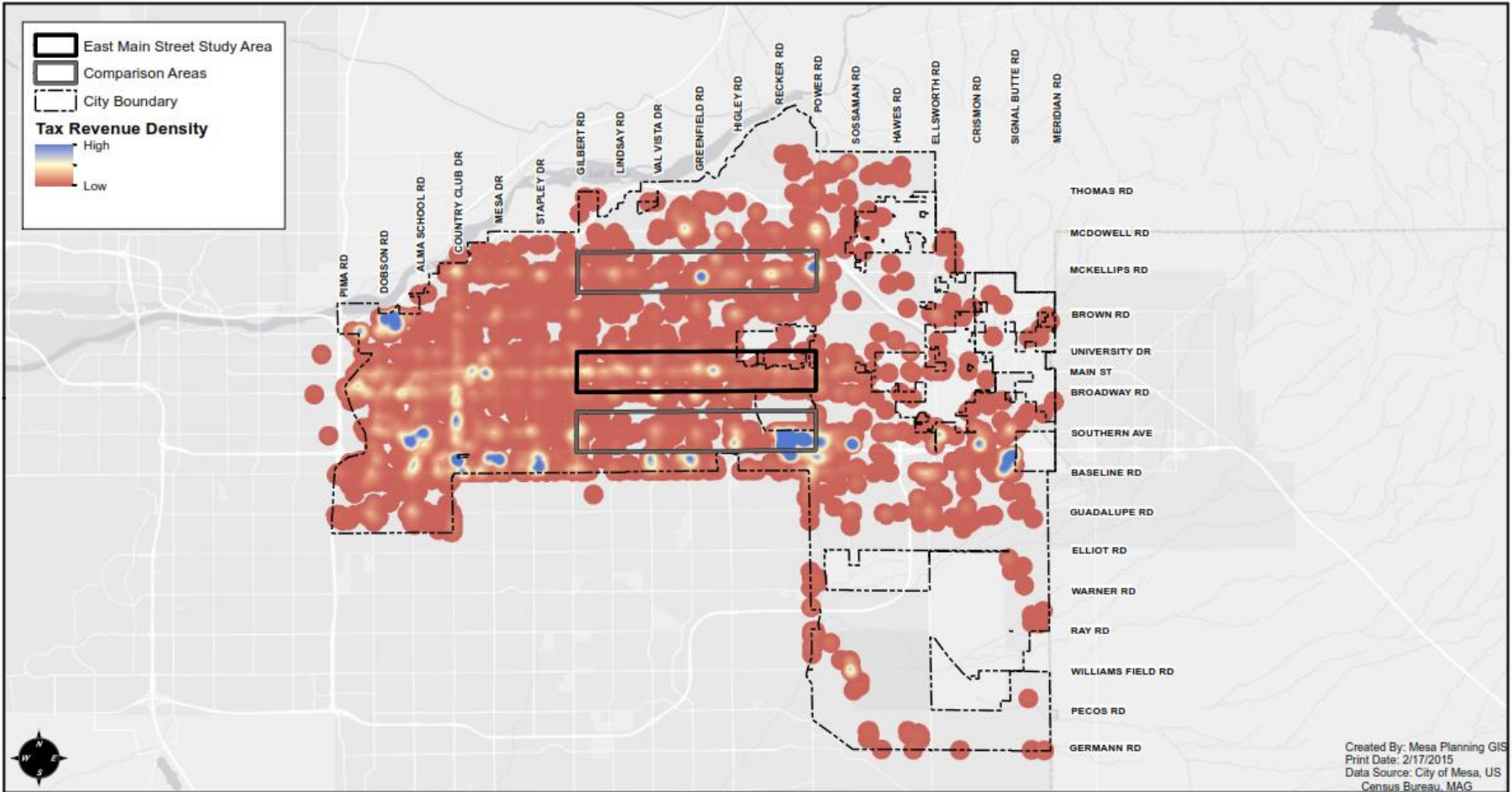
## » Main Street Employment –

- > Medical and related uses primary employer
  - almost 5,000 employed in this sector
- > Overall employment up since 2007, down on other corridors
- > More retail, but smaller businesses compared to other corridors
- > Does not have the professional, scientific, technical employers found in other corridors



- » Main Street does not have significant sales tax generators like other corridors or city
  - > Spread evenly along corridor, no large concentrations as in other areas
- » Primary sales tax generators
  - > RV sales
  - > Grocery store
  - > Home Depot
- » Decline during summer consistent with rest of city

## East Main Street Study Area - Citywide Tax Revenue 2014 March



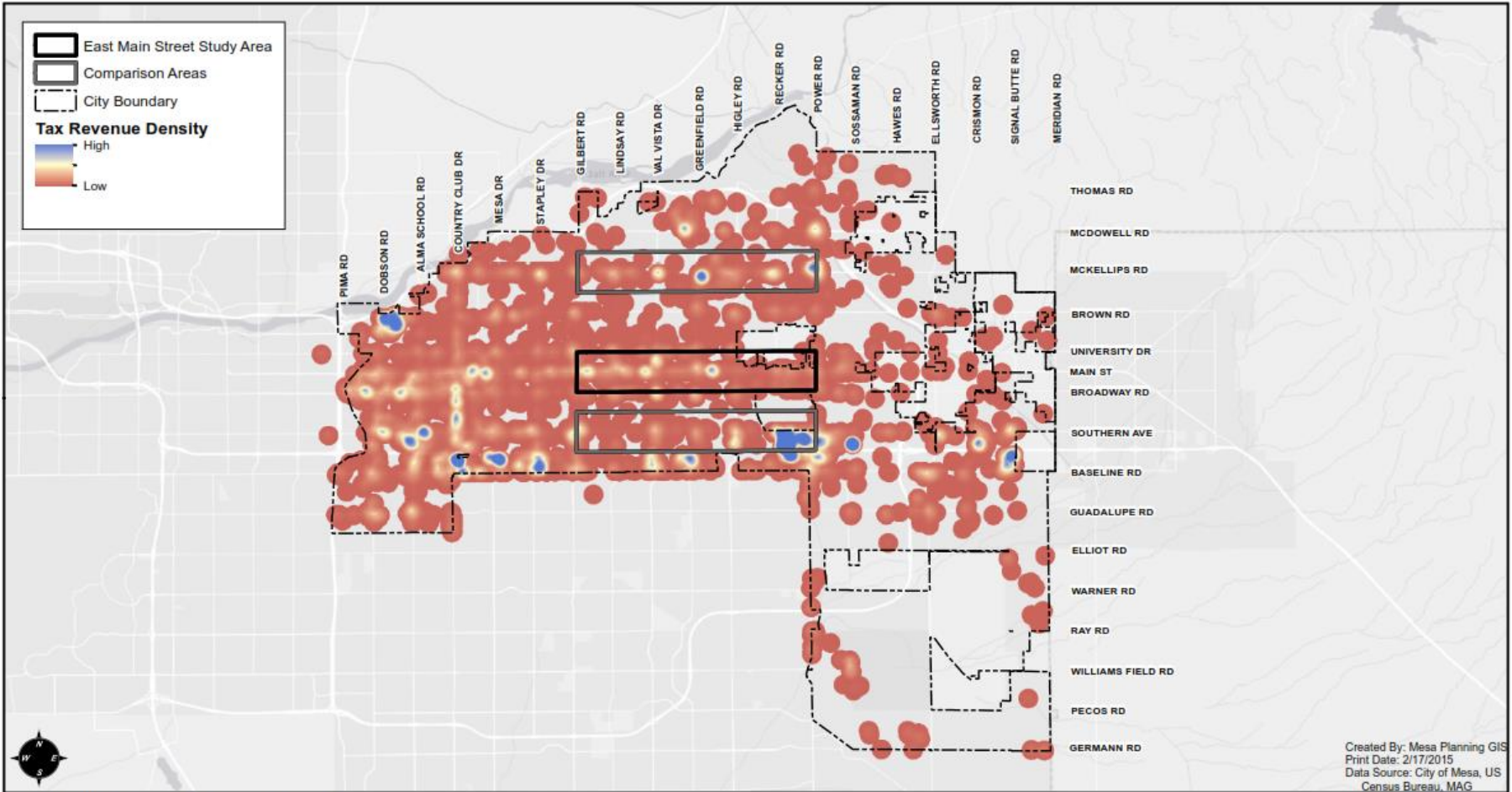
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## East Main Street Study Area - Citywide Tax Revenue 2014 August





# Summary

## » Two anchors

- > Medical on east end
- > Terminus of light rail on west

## » Proposal

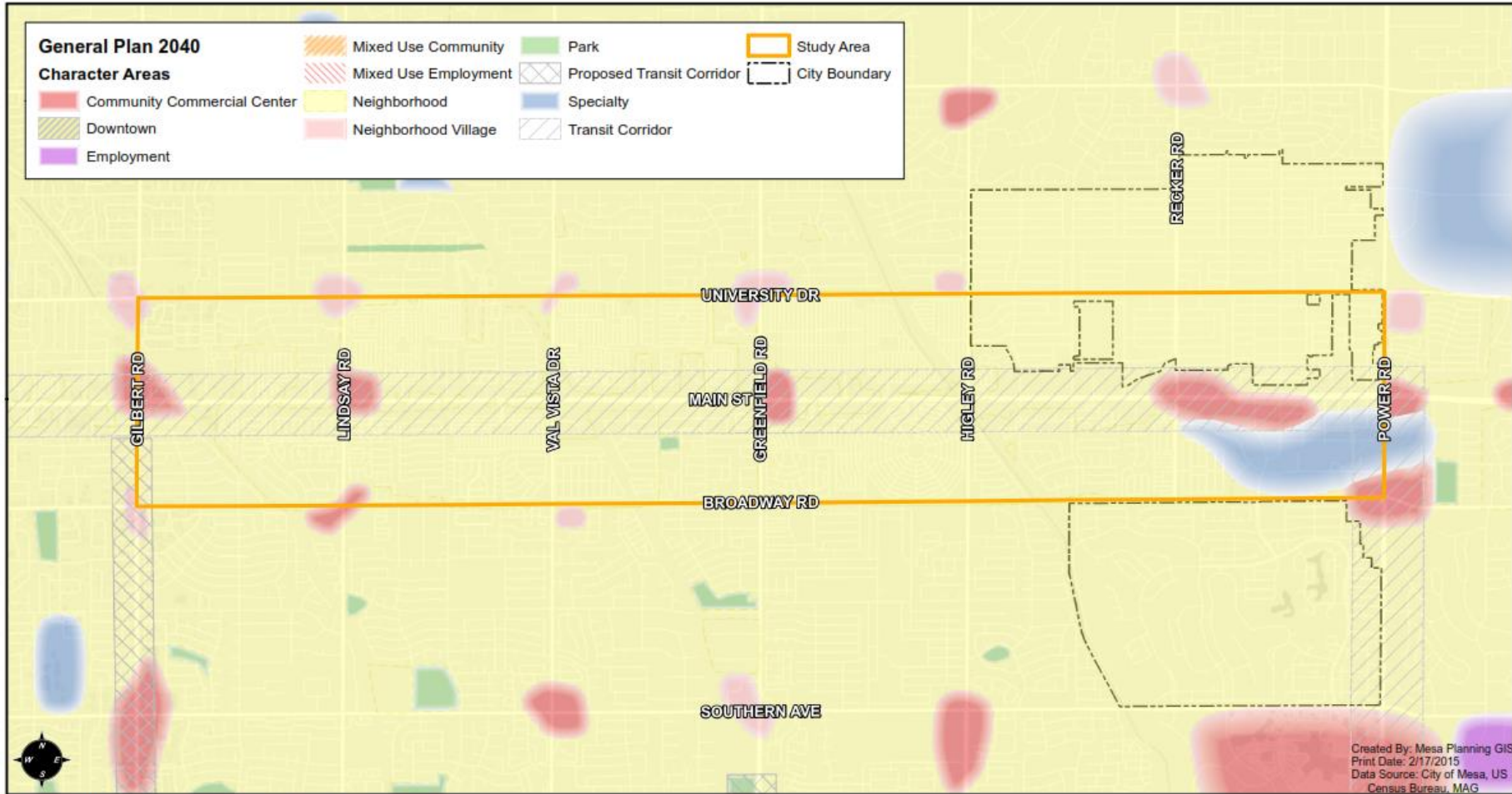
- > Build on two anchors
- > Develop tools such as zoning overlays to encourage diversity in the middle

# Questions & Comments

» Following are slides of information used to evaluate this area but will not be used in the presentation unless needed to answer a question.

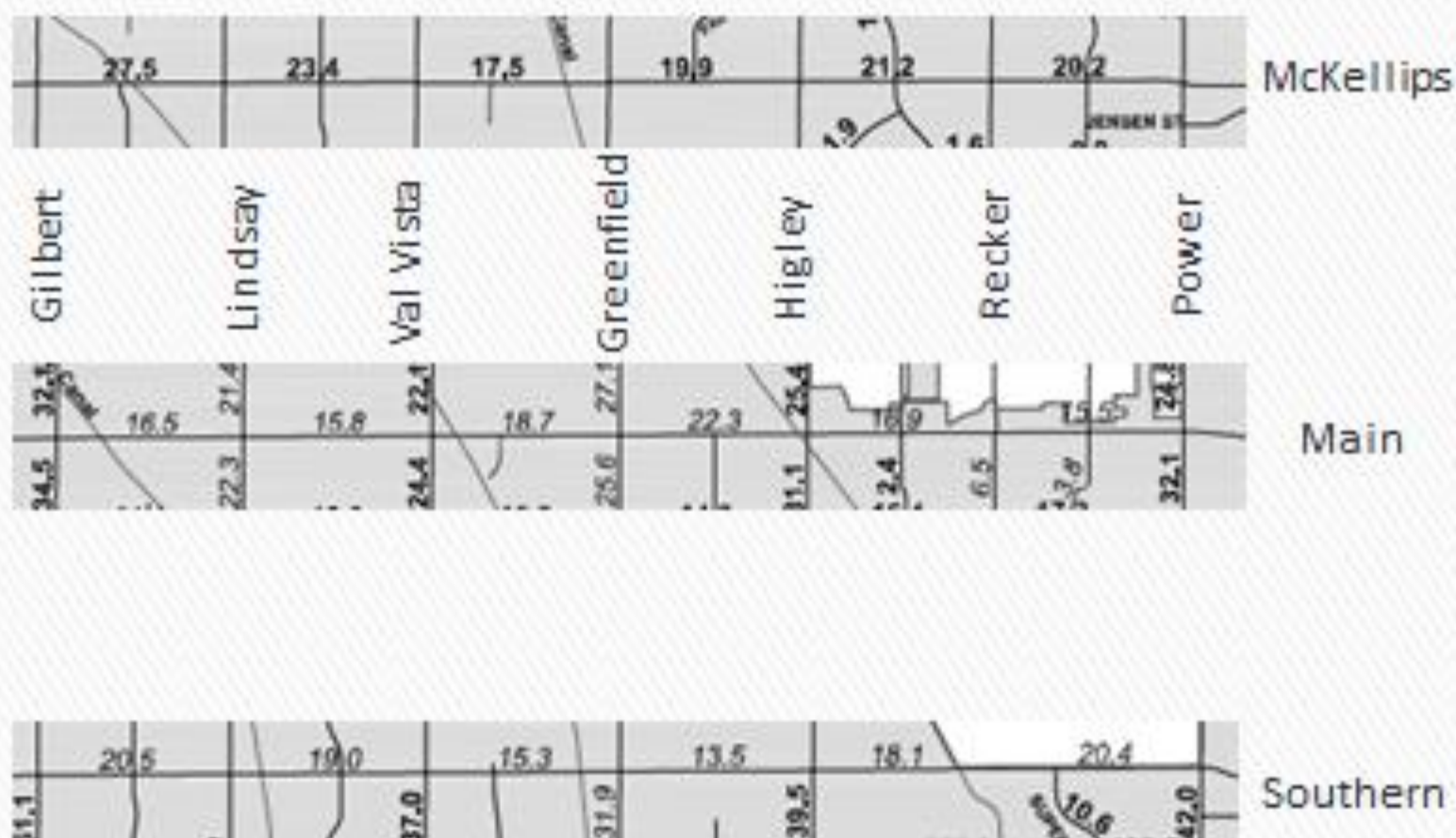


# East Main Street Study Area - General Plan Character Areas



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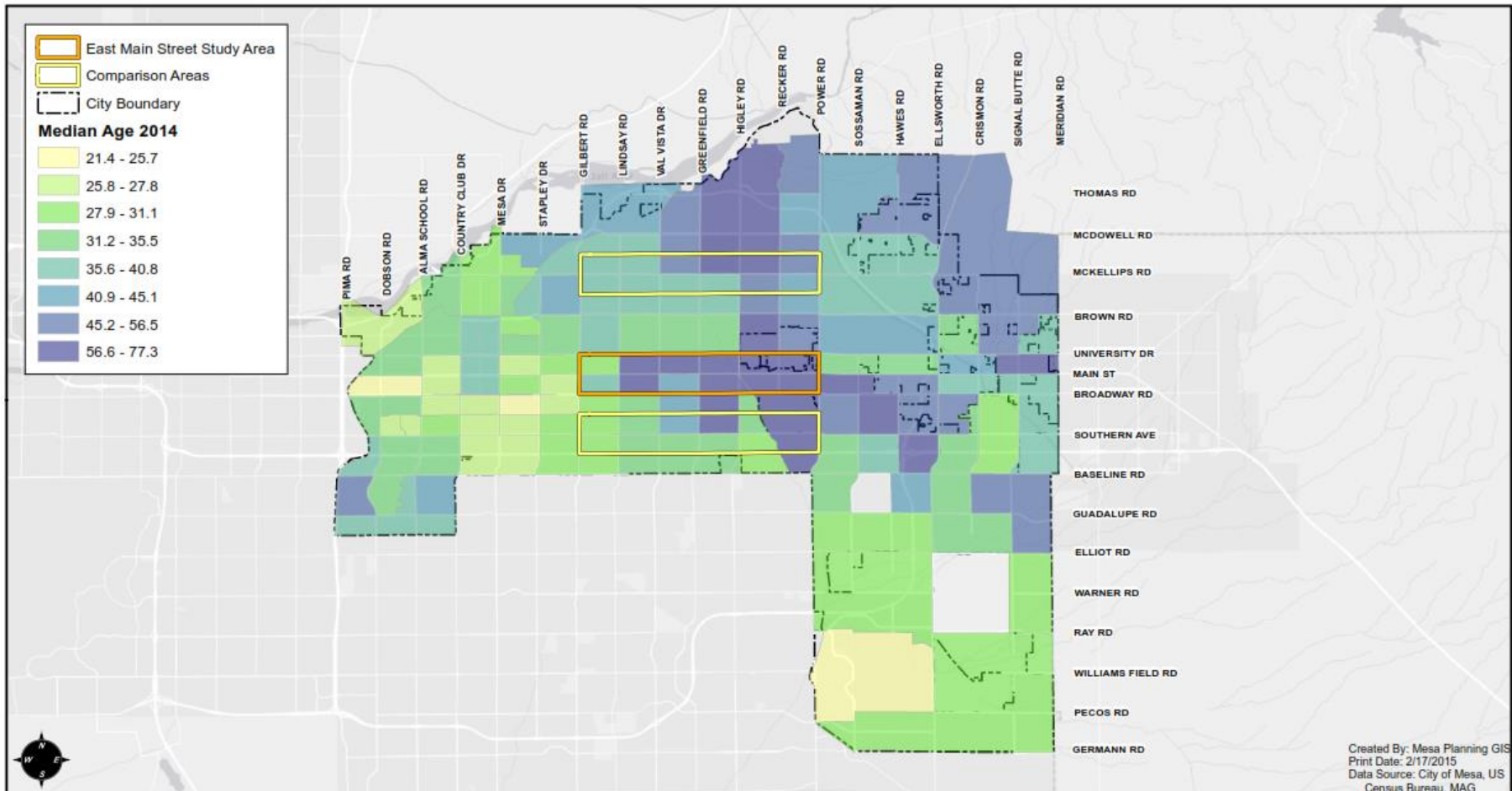


# Traffic Counts

Area	Age Distribution (%)				
	<u>&lt;18</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
Mesa	26.3	24.2	19.0	16.5	14.0
<i><b>East Main</b></i>	<i><b>14.7</b></i>	<i><b>16.3</b></i>	<i><b>11.2</b></i>	<i><b>17.8</b></i>	<i><b>39.0</b></i>
McKellips	22.4	16.4	17.6	22.0	21.5
Southern	21.4	24.0	16.4	16.6	21.6



# East Main Street Study Area - Median Age 2014 Overall City



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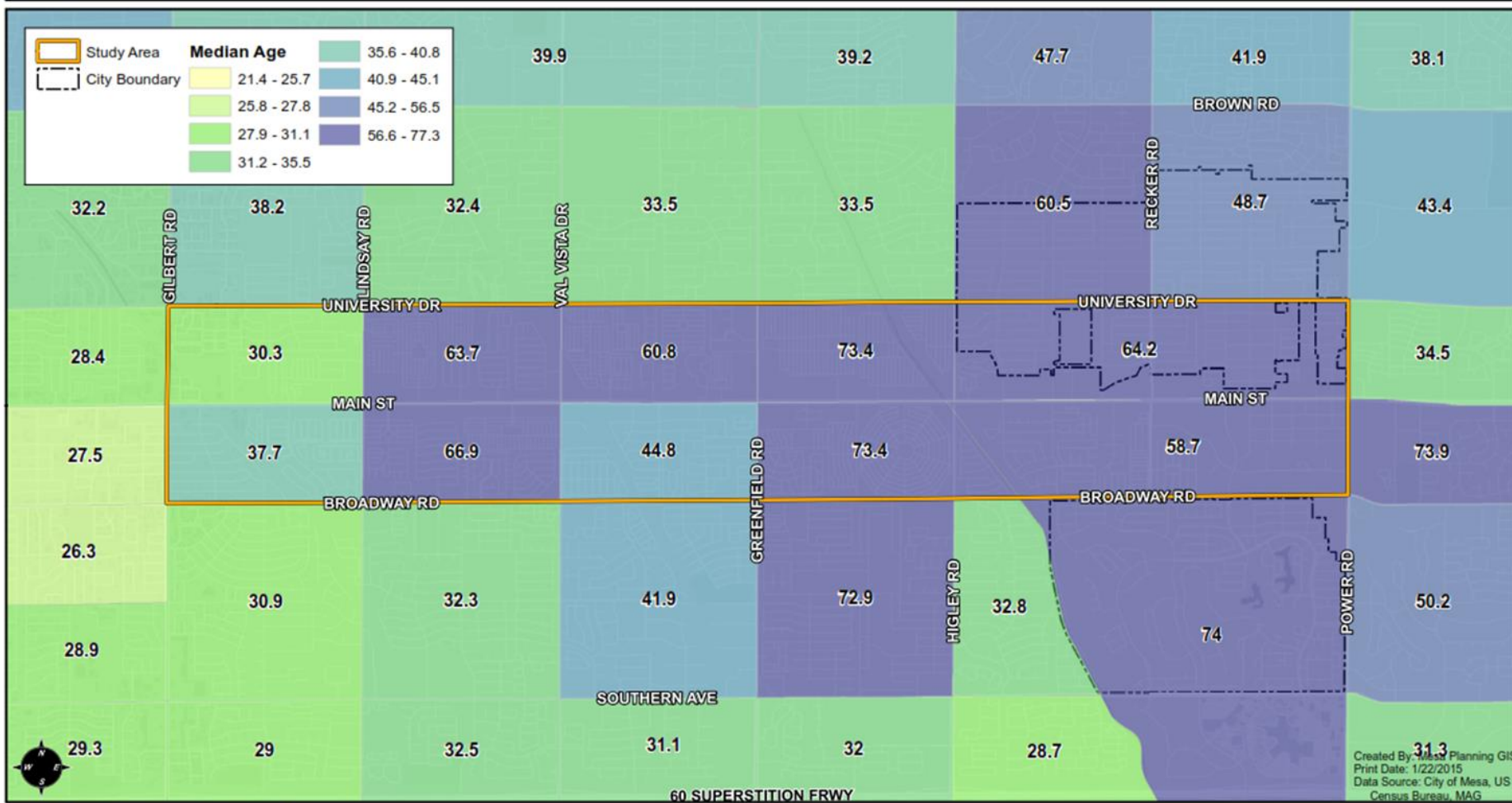
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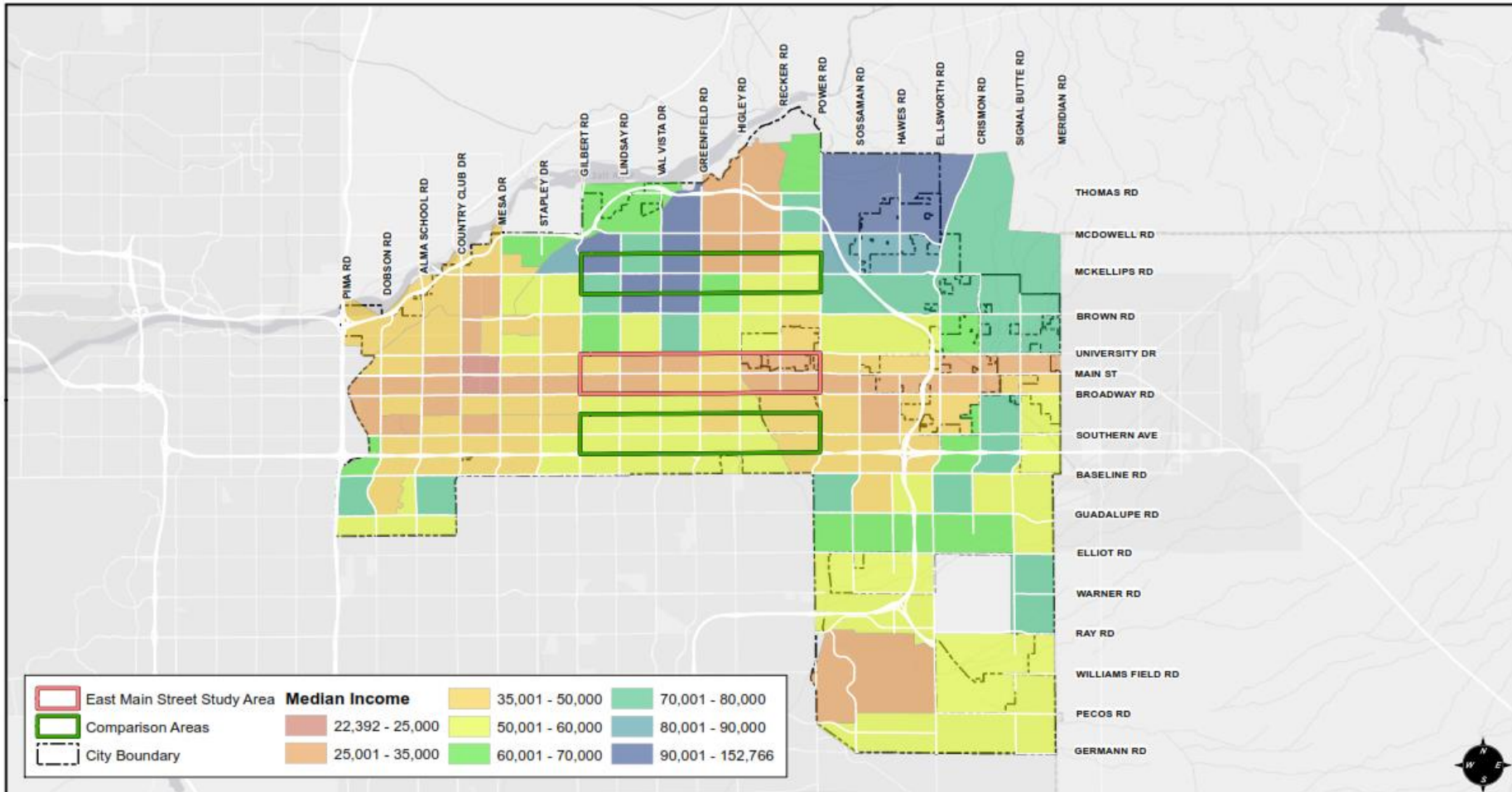
# East Main Street Study Area - Median Age 2014



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Area	Income Distribution (%)			Occupied Dwellings
	<u>&lt; 50K</u>	<u>50K – 99K</u>	<u>100K+</u>	
Mesa	50.8	32.0	17.3	82%
<b><i>East Main</i></b>	<b><i>72.3</i></b>	<b><i>24.3</i></b>	<b><i>5.0</i></b>	<b><i>65%</i></b>
McKellips	41.2	31.7	27.1	81%
Southern	48.7	36.1	15.2	86%

# East Main Street Study Area - Median Household Income 2014 (Overall City)



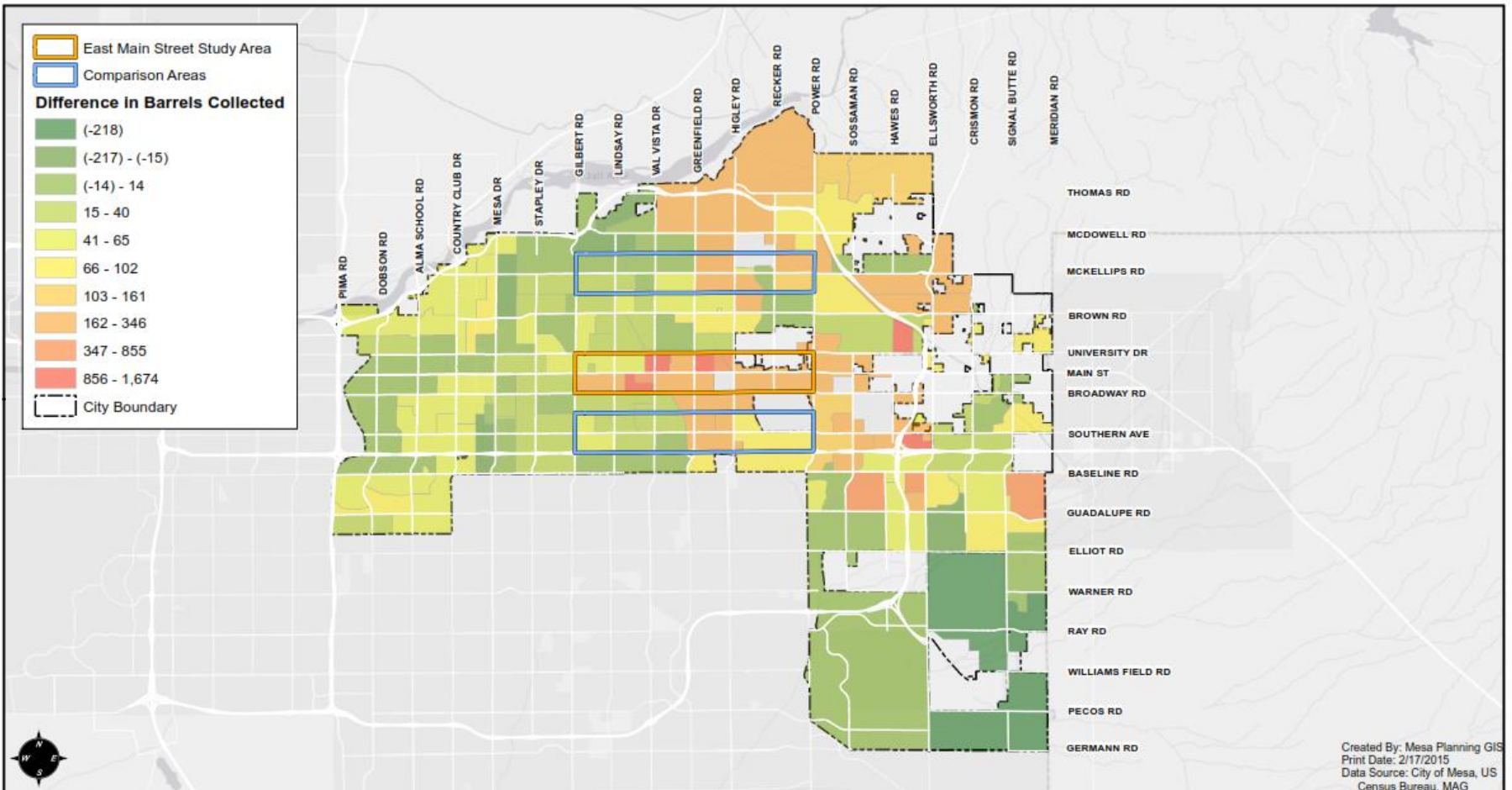
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# East Main Street Study Area - Solid Waste Collection March vs August 2014 Citywide

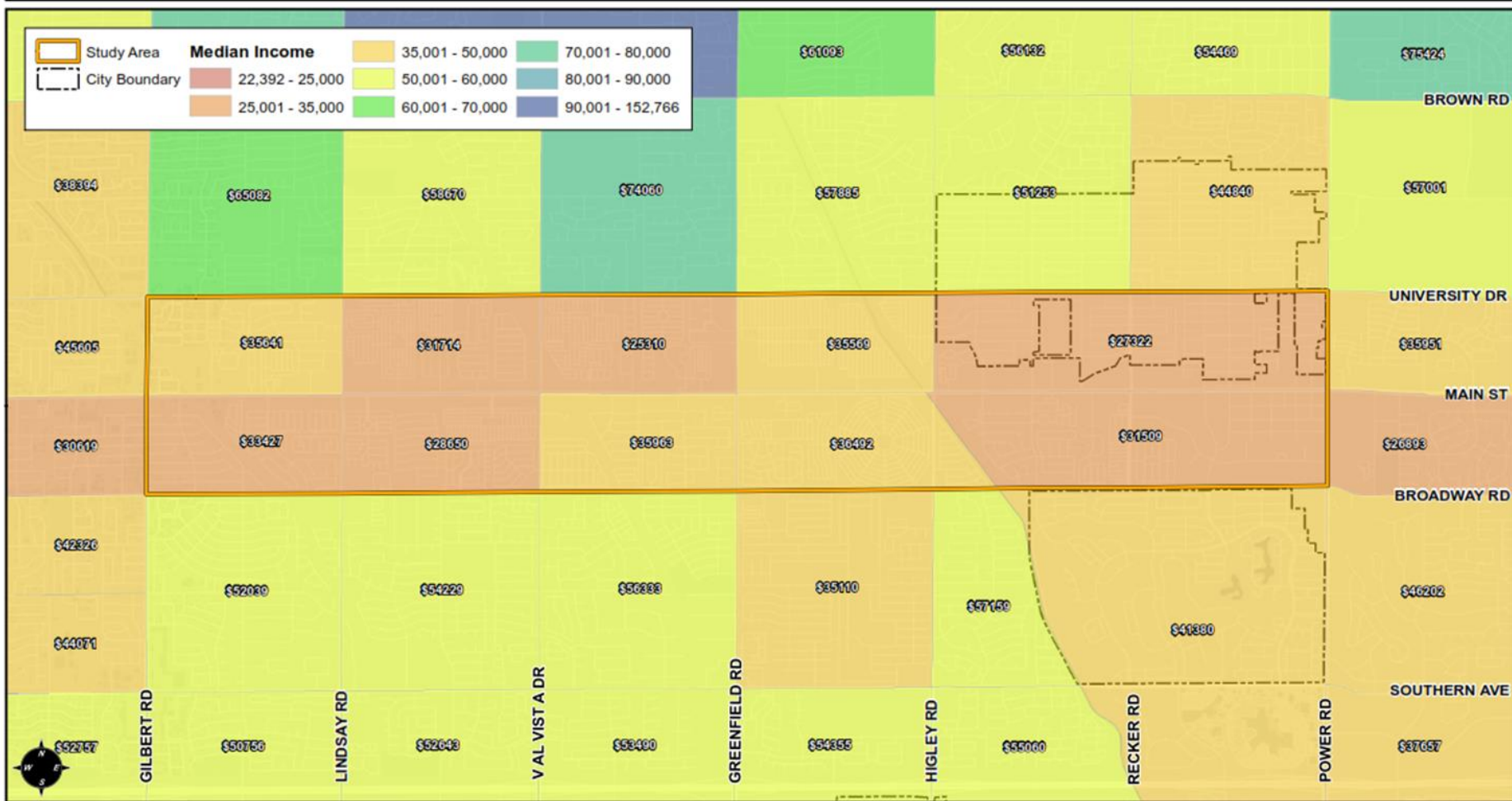


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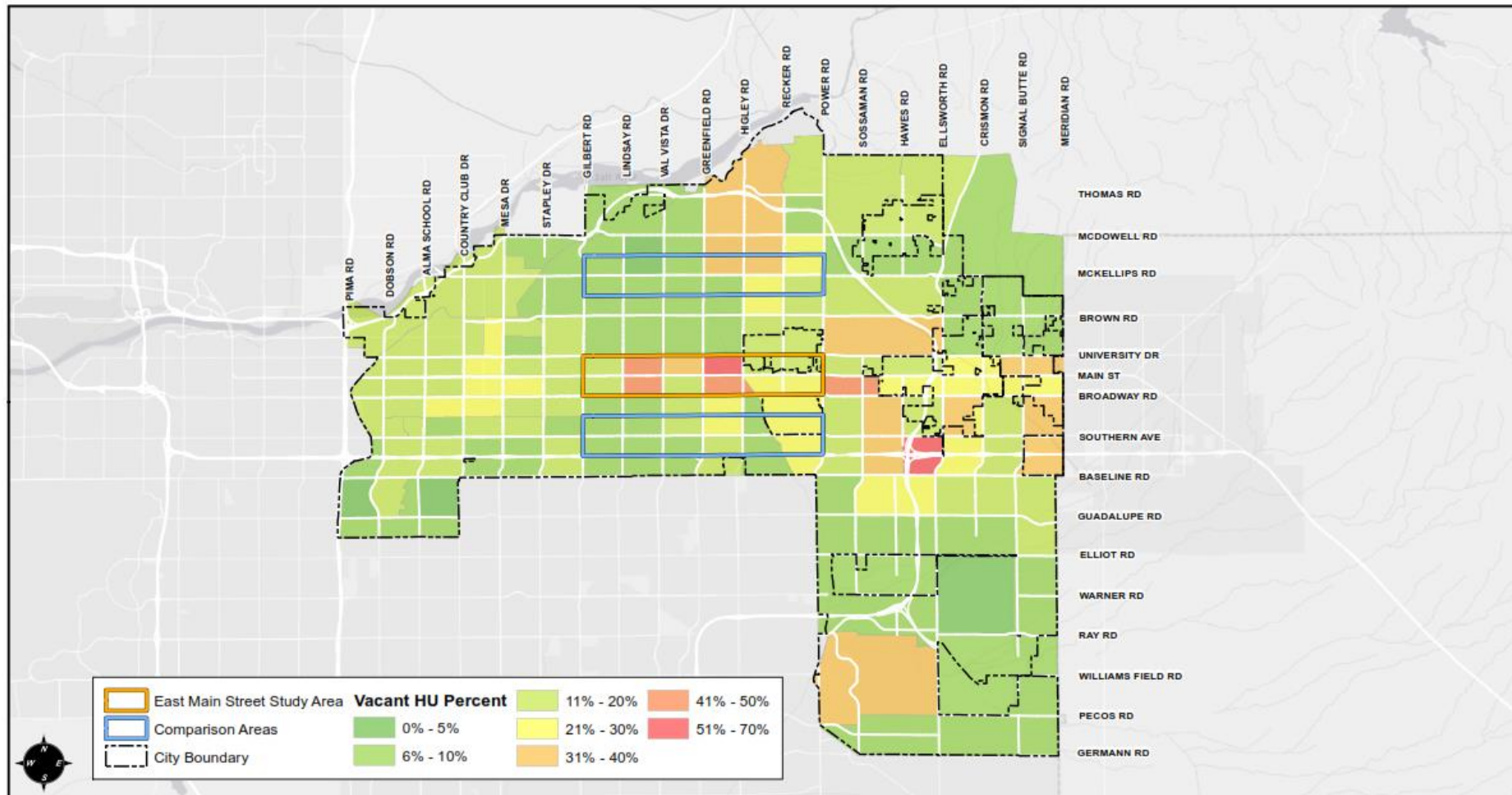
# East Main Street Study Area - Median Household Income 2014



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# East Main Street Study Area - Vacant Housing Unit Percentage 2010 (City)



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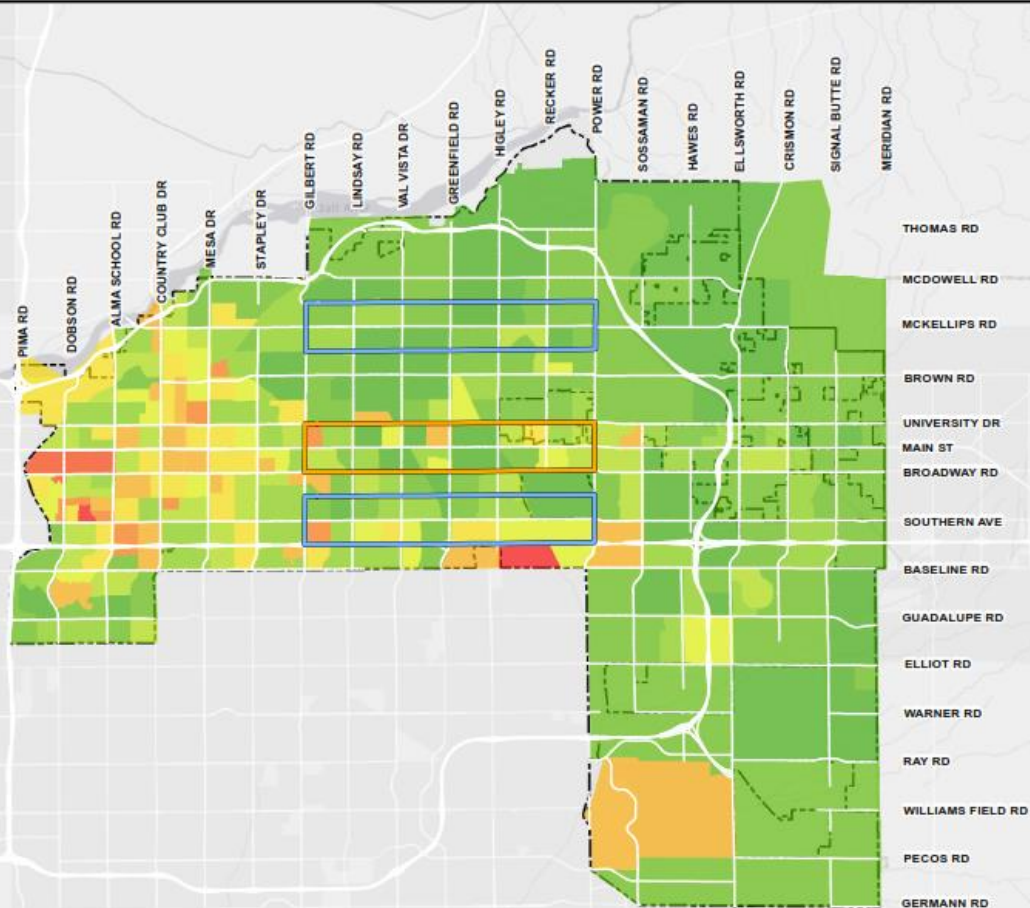
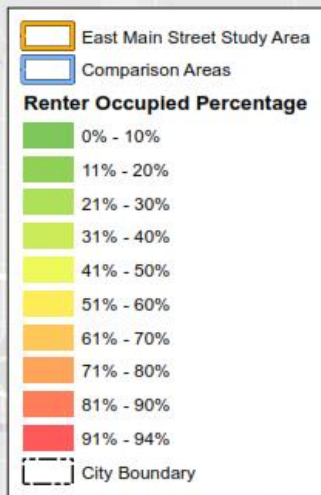
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# East Main Street Study Area - Renter Occupied HU (2010) Overall City

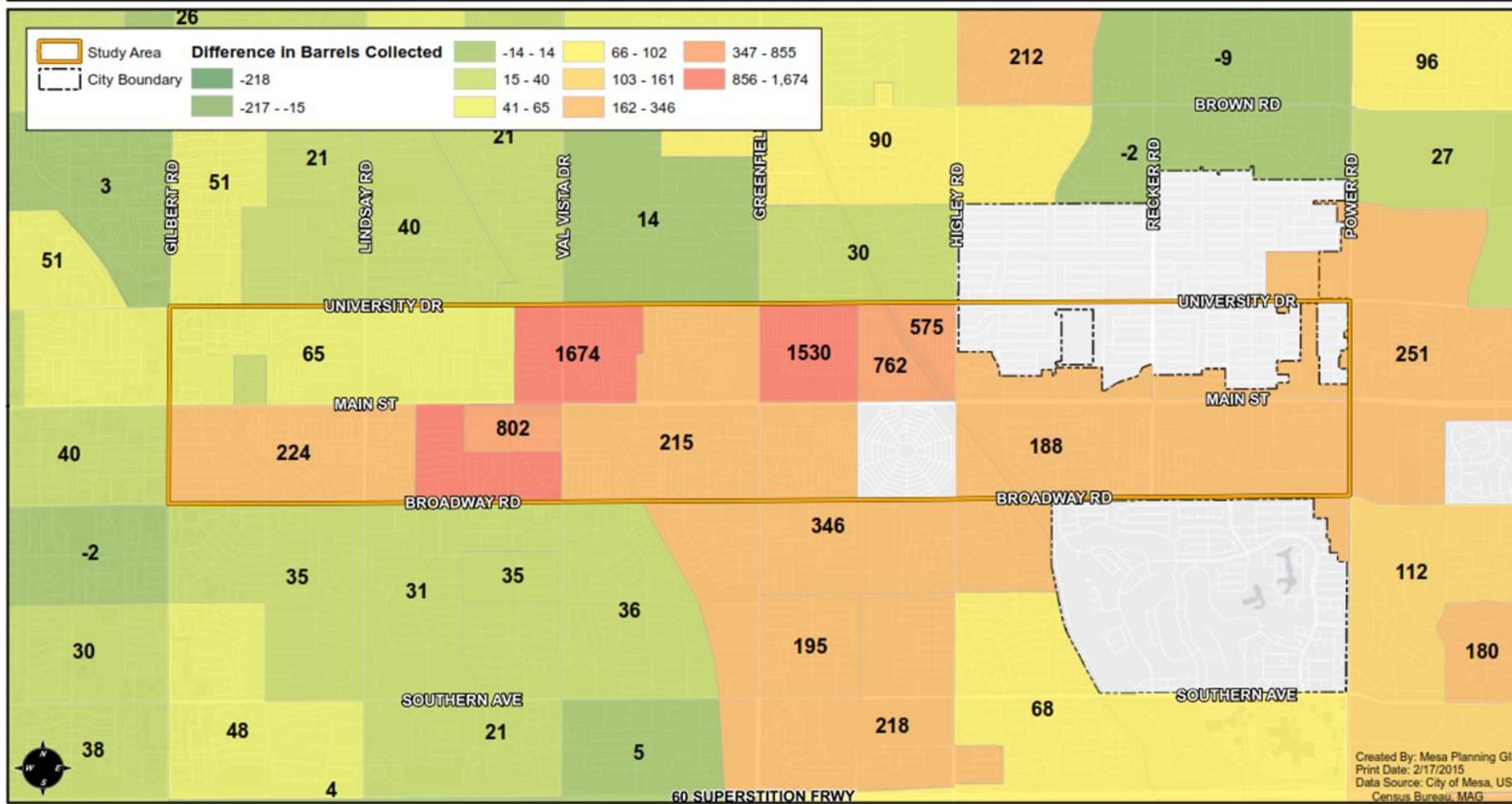


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# East Main Street Study Area - Solid Waste Collection March vs August 2014

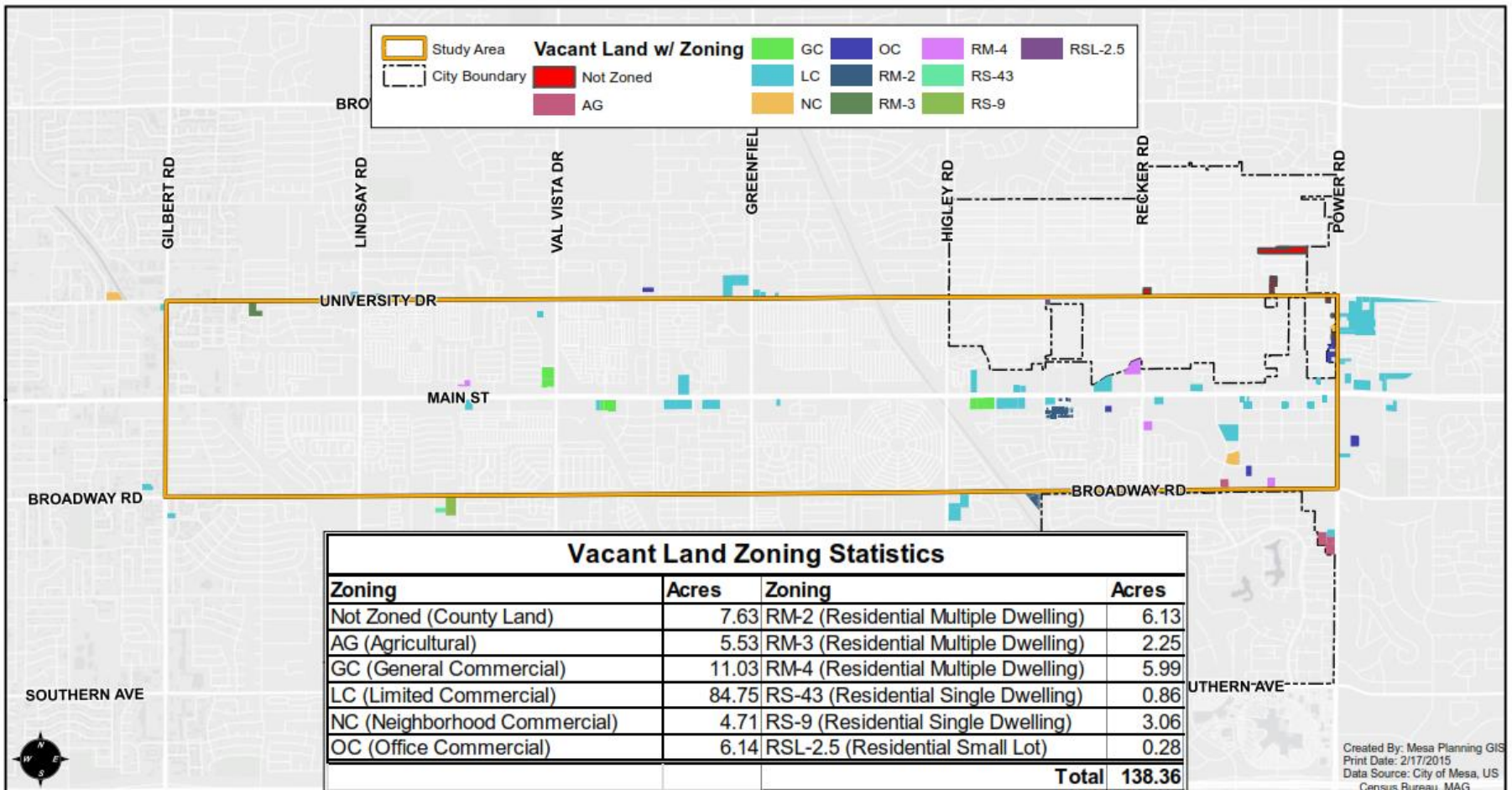


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# East Main Street Study Area - Vacant Land

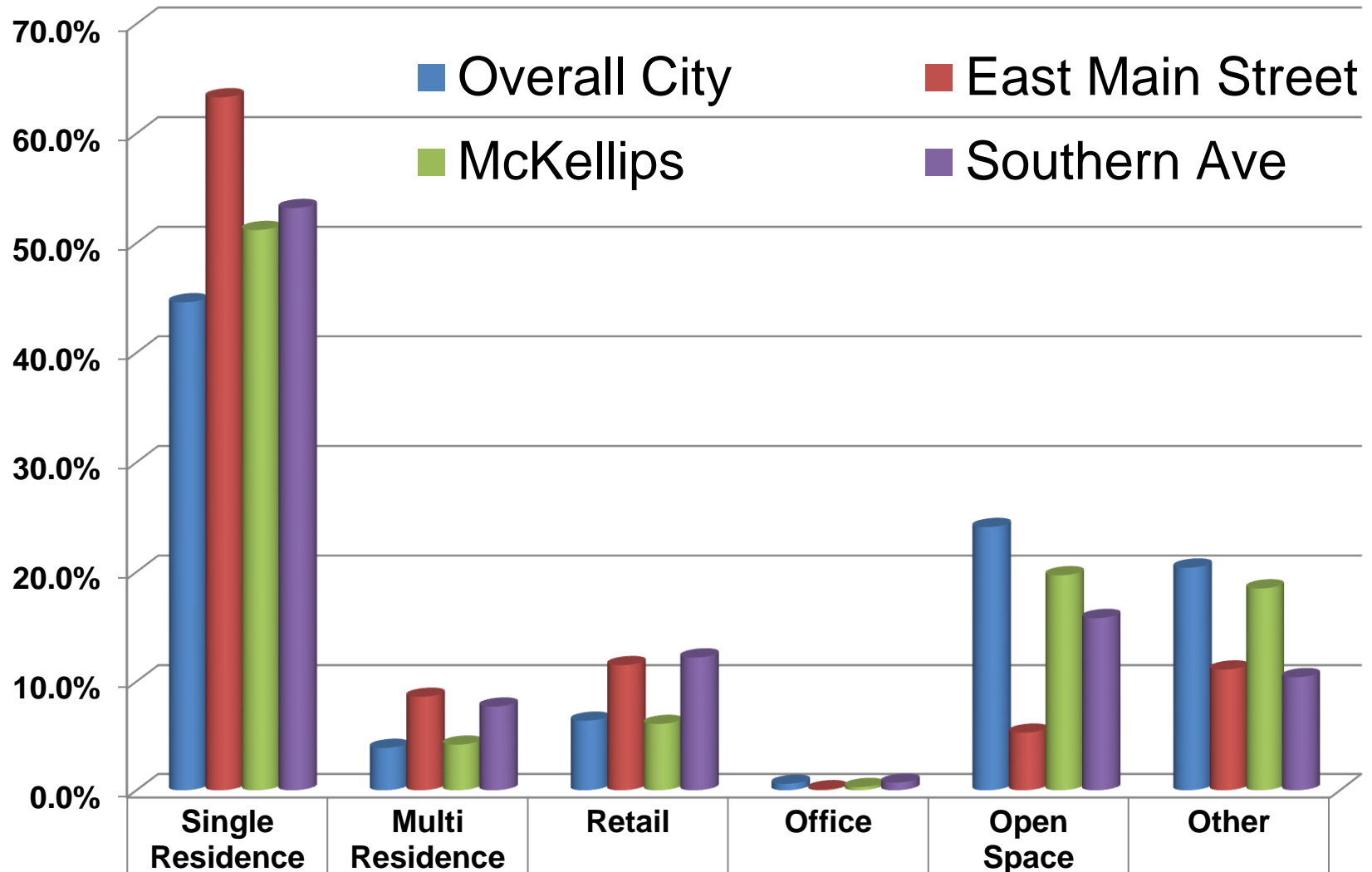


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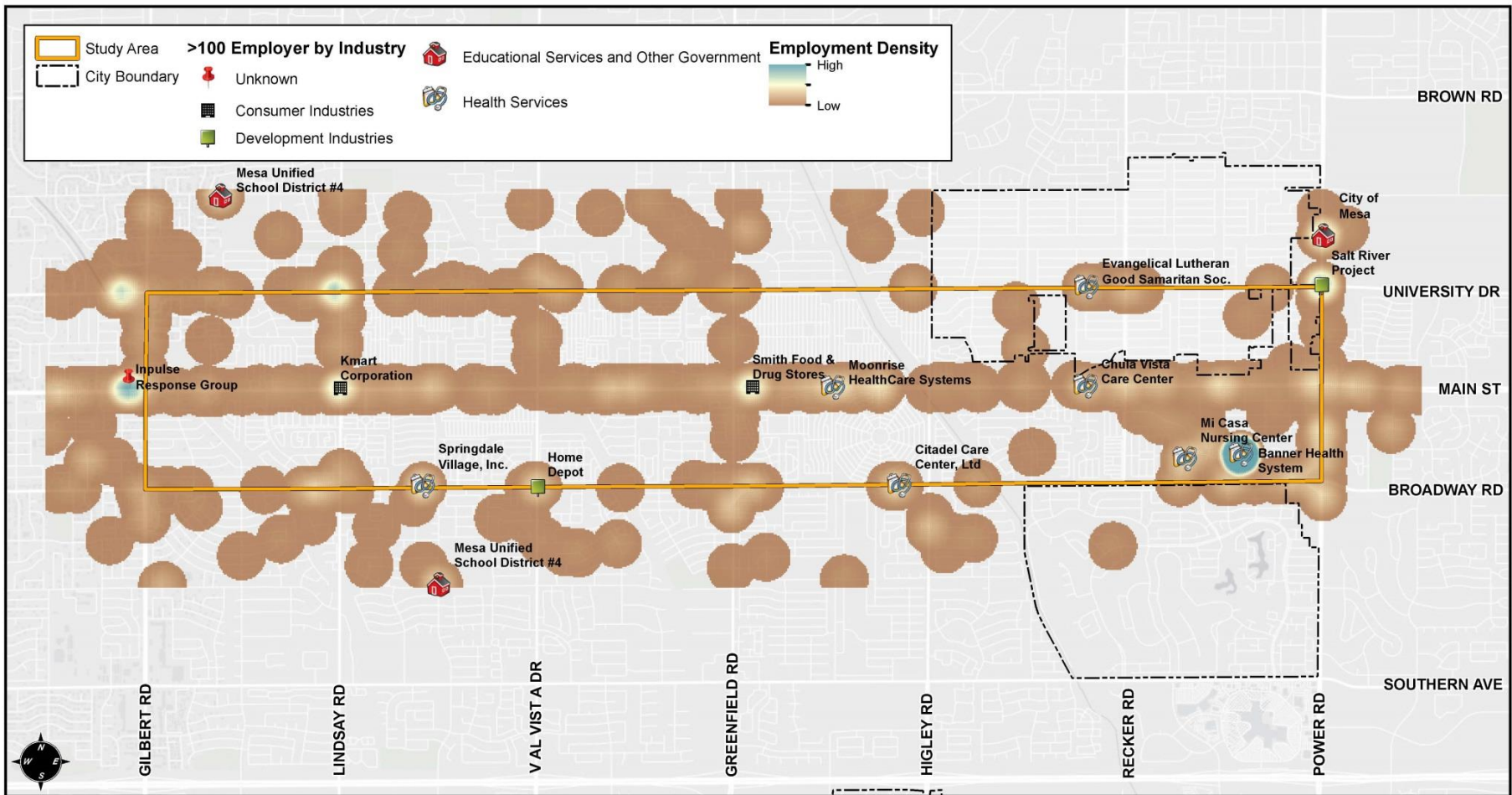
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# Land Use



	Single Residence	Multi Residence	Retail	Office	Open Space	Other
Overall City	44.6%	3.9%	6.4%	0.6%	24.1%	20.4%
East Main Street	63.3%	8.6%	11.5%	0.1%	5.3%	11.1%
McKellips	51.2%	4.2%	6.1%	0.3%	19.7%	18.5%
Southern Ave	53.2%	7.7%	12.2%	0.7%	15.8%	10.4%

# East Main Street Study Area - 2005 Large Employers by Type



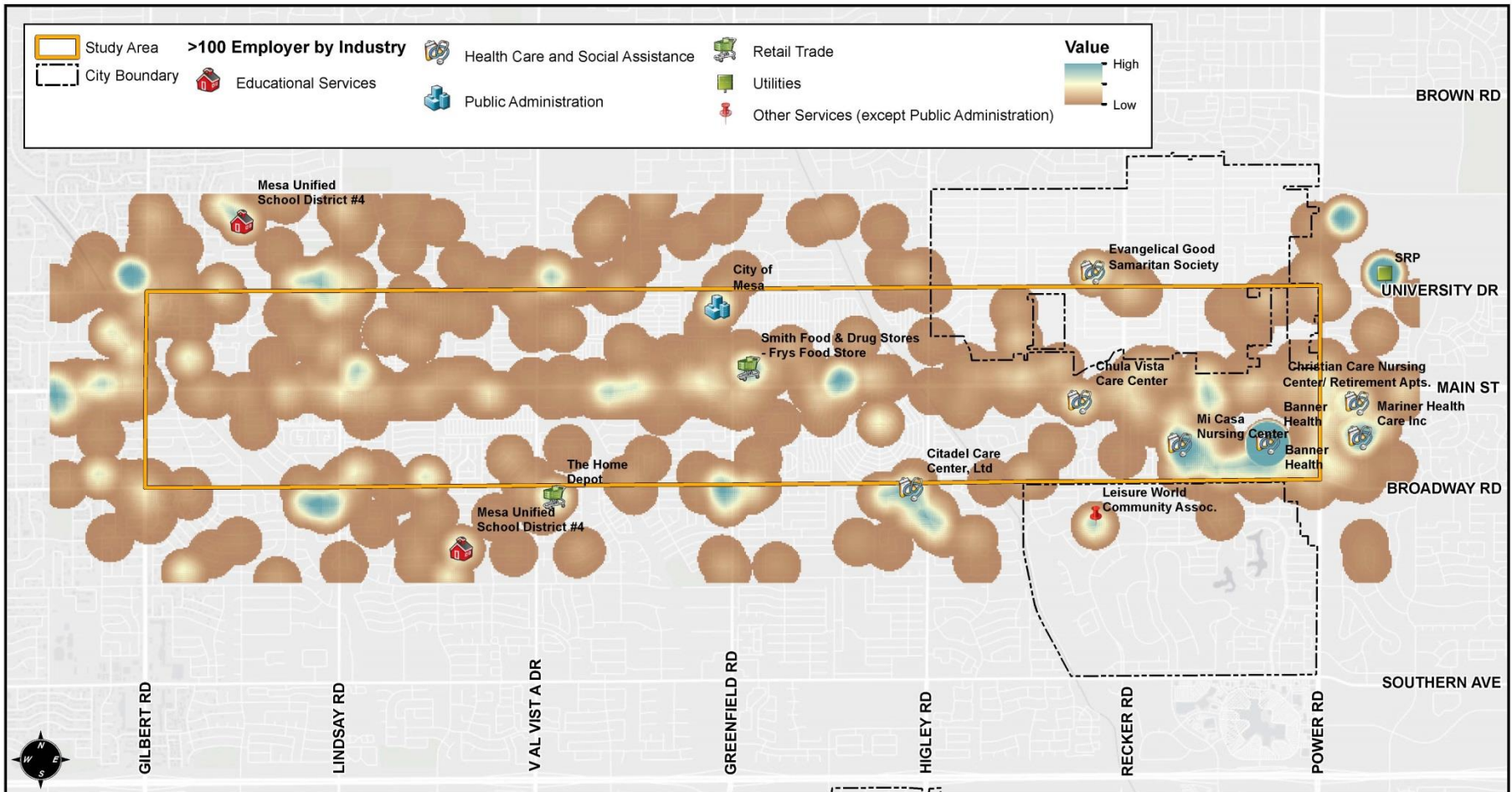
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# East Main Street Study Area - 2009 Large Employers by Type



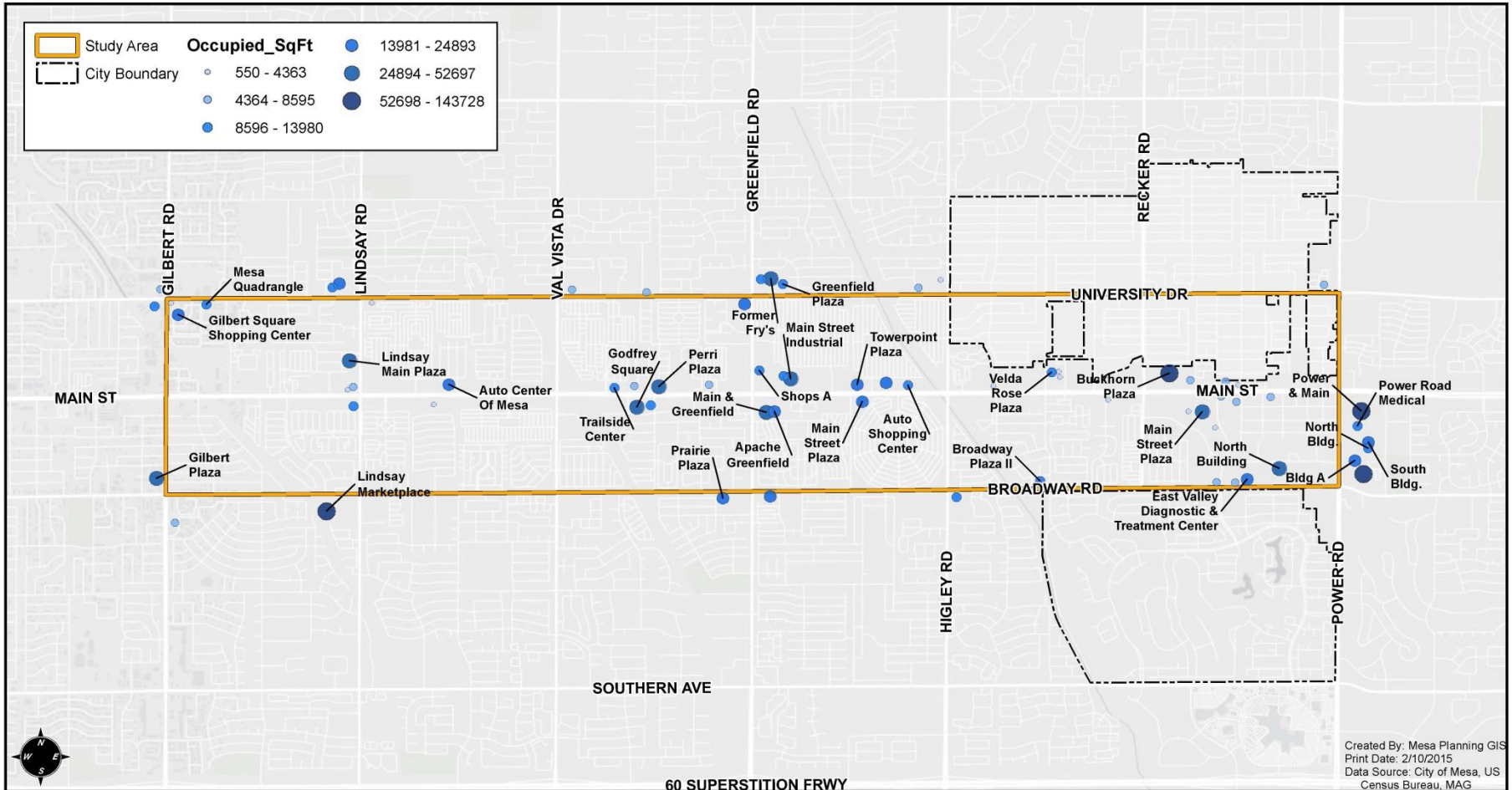
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# East Main Street Study Area - Existing Businesses by Occupied Sq Ft

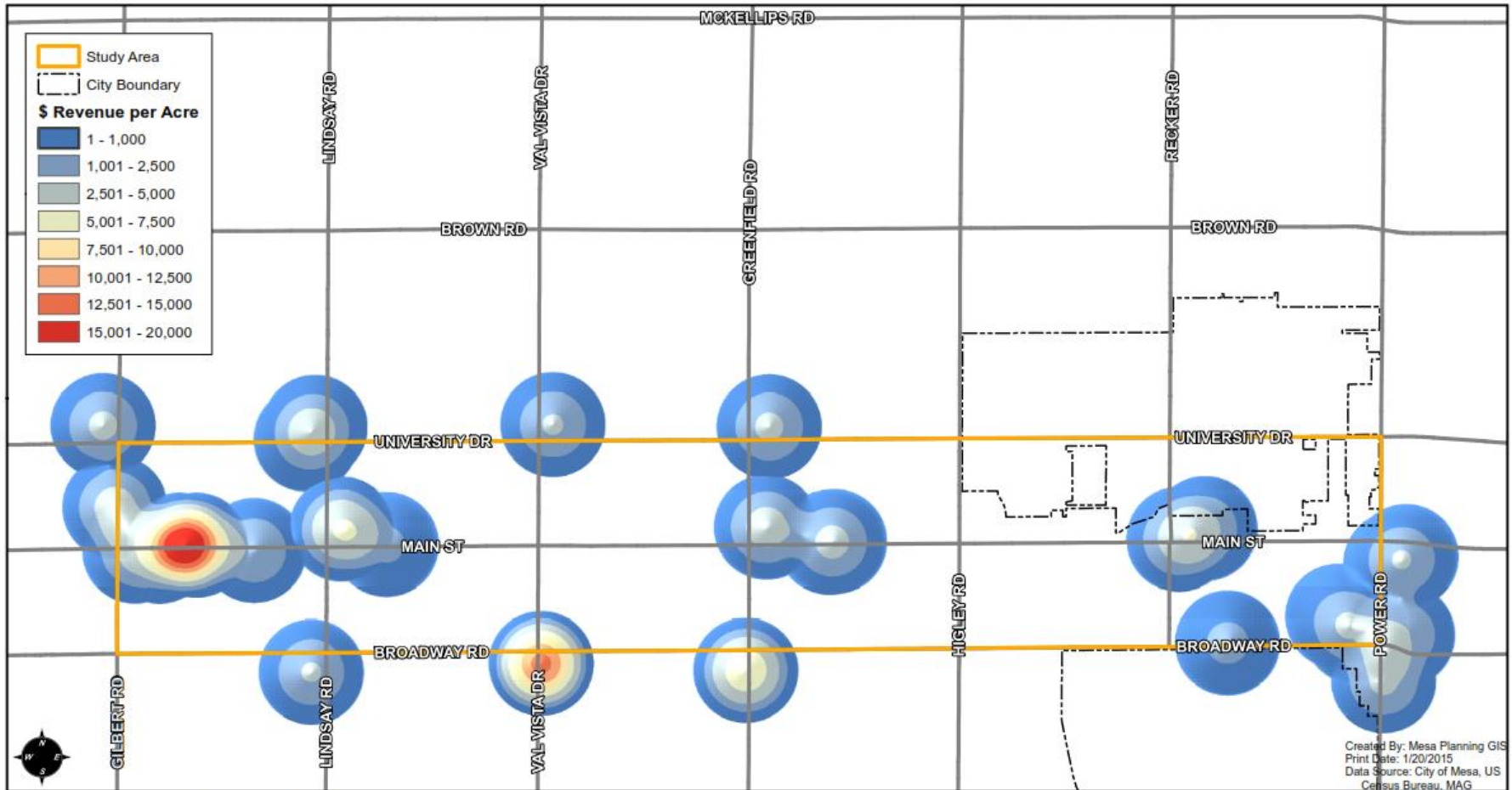


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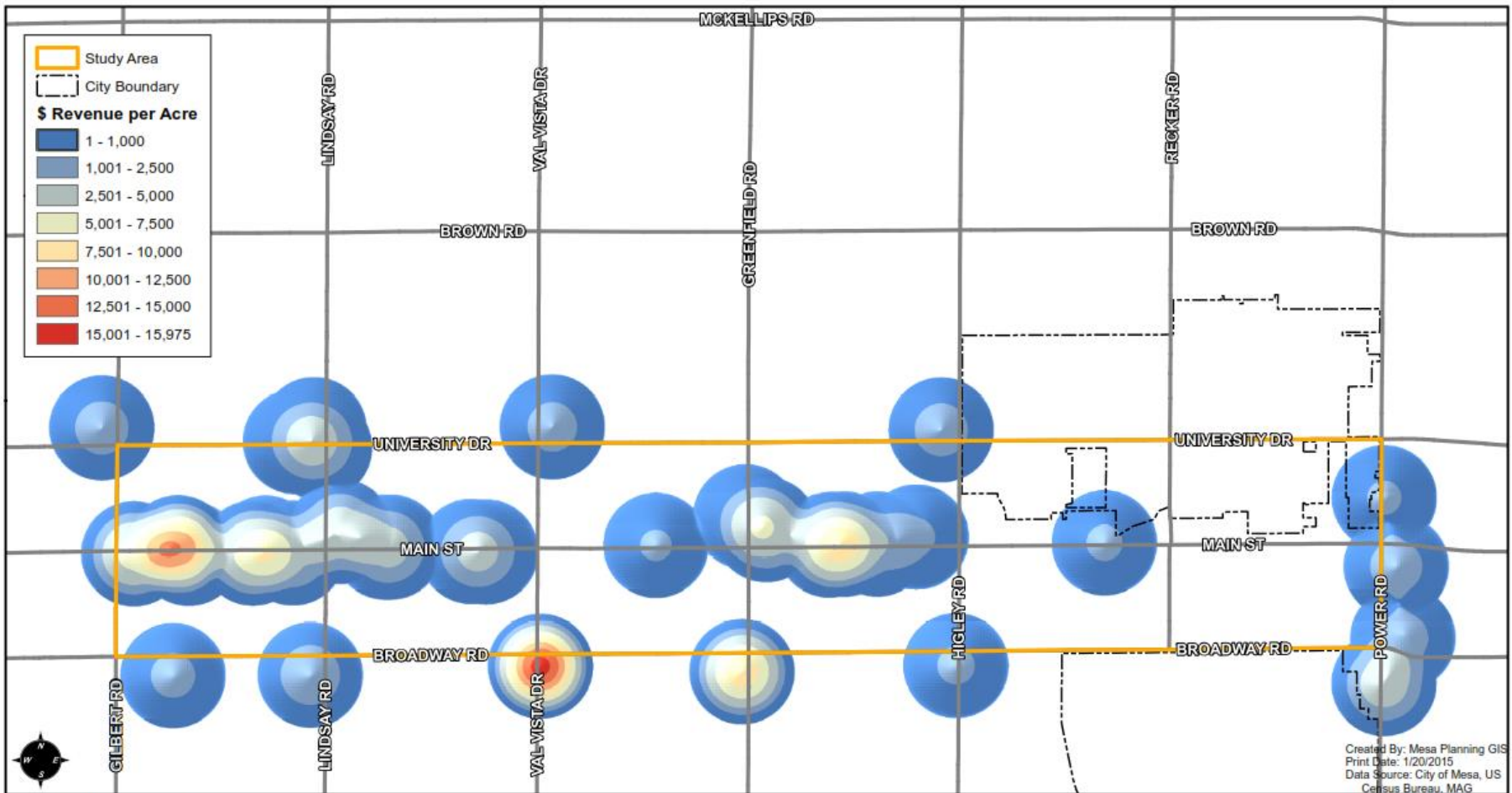
# East Main Street Study Area - Tax Revenue 2000



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# East Main Street Study Area - Tax Revenue 2007

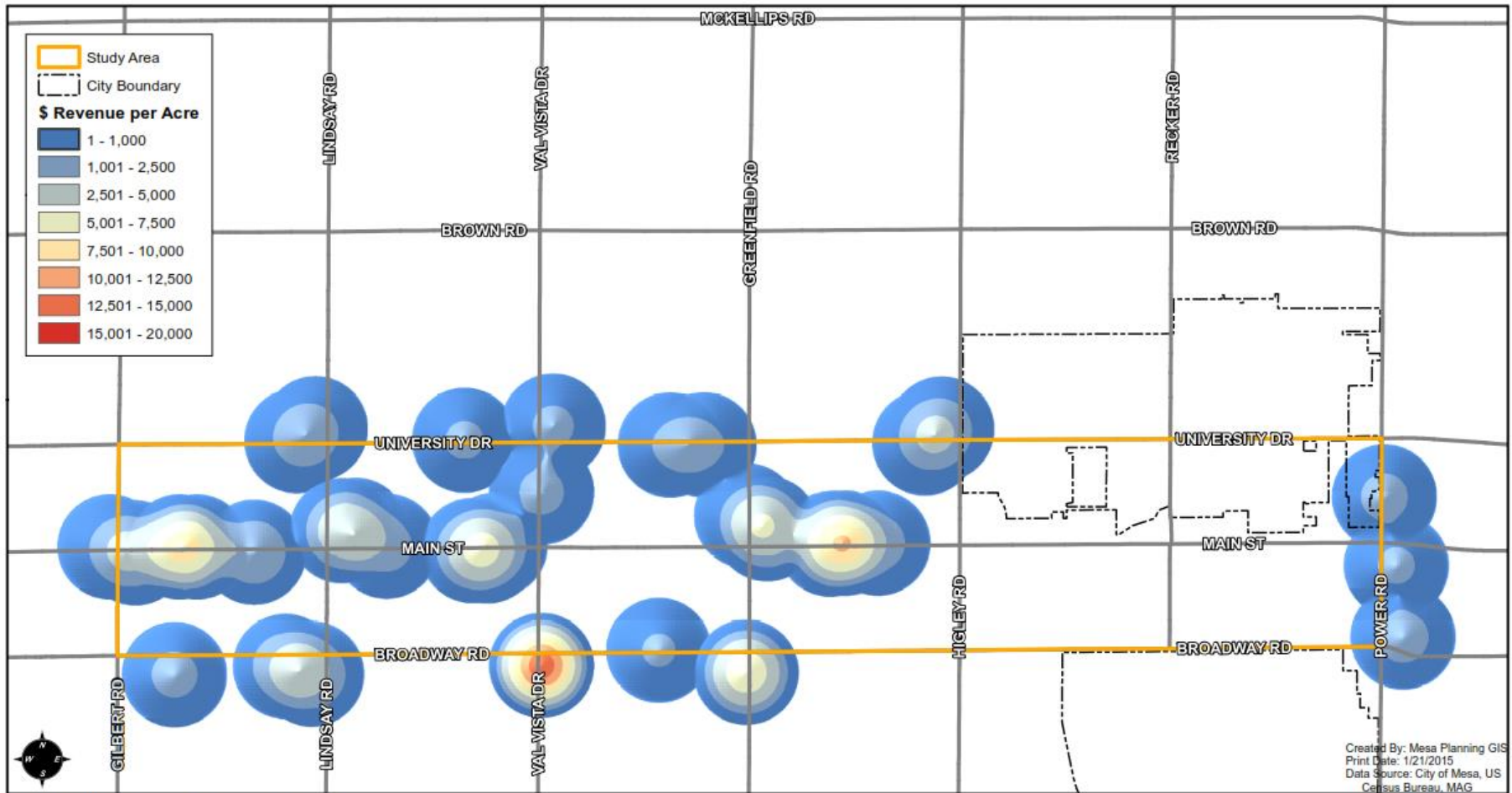


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# East Main Street Study Area - Tax Revenue 2013



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# Top Industries by Type and Employees

Industry by Type	Main		McKellips		Southern	
	<u># Bus.</u>	<u># Emp.</u>	<u># Bus.</u>	<u># Emp.</u>	<u># Bus.</u>	<u># Emp.</u>
Health Care & Social Assistance	71	4841	32	342	--	--
Retail Trade	53	1052	83	2596	30	1117
Accommodations & Food Services	36	556	39	1408	22	521
Other Services	28	322	--	--	19	--
Real Estate & Rental and Leasing	22	272	--	--	--	--
Professional, Scientific & Technical	--	--	25	376	18	378
<b>Total</b>	210	7043	179	4722	89	2016