

SWC UNIVERSITY AND MESA DRIVE

COMMUNITY AND DEVELOPER OUTREACH



City Council
Study Session
11/21/2016

Jeffrey McVay, AICP
Manager of Downtown
Transformation

Jeffrey Robbins, CPM
Management Asst. II

Lucia Lopez
Marketing and Comm.
Specialist II

HOW THE PUBLIC CONTRIBUTED

ONLINE SURVEY

2



RESIDENTIAL USE



NON RESIDENTIAL USE

PUBLIC AMENITIES



STREETSCAPE

**TRANSITION TO
HISTORIC DISTRICT**

10

options per category including "none of the above"

HOW THE PUBLIC CONTRIBUTED

ONLINE SURVEY - KIOSKS

3

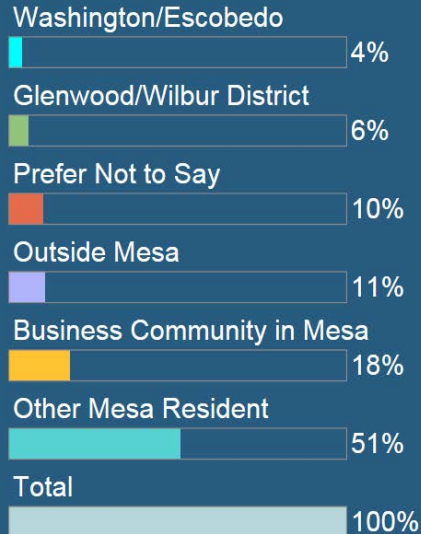


HOW THE PUBLIC CONTRIBUTED

ONLINE SURVEY

4

Survey Respondents Are From...



**Online, Spanish and Kiosks Only*

HOW THE PUBLIC CONTRIBUTED *COMMUNITY MEETINGS*

5



HOW THE PUBLIC CONTRIBUTED - COMMUNITY MEETINGS

6



HOW THE PUBLIC CONTRIBUTED COMMUNITY MEETINGS

7



8

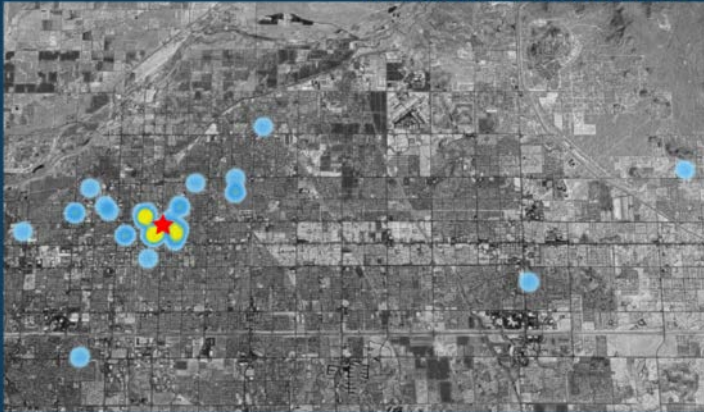


HOW THE PUBLIC CONTRIBUTED

COMMUNITY MEETINGS

9

ATTENDEES: MEETING 1



ATTENDEES: MEETING 2



HOW THE PUBLIC CONTRIBUTED

10



SURVEY RESPONSES

ONLINE SURVEY AND COMMUNITY MEETING RESULTS

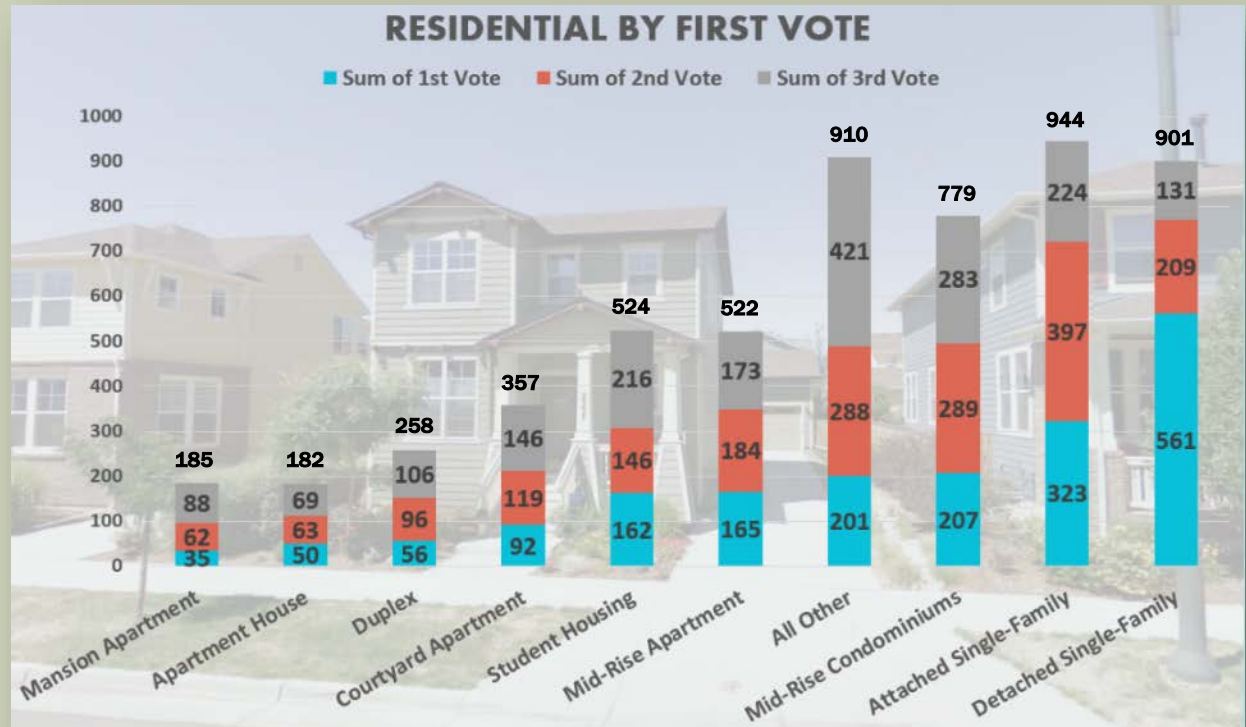
CATEGORY: RESIDENTIAL USE

12



CATEGORY: RESIDENTIAL USE

13



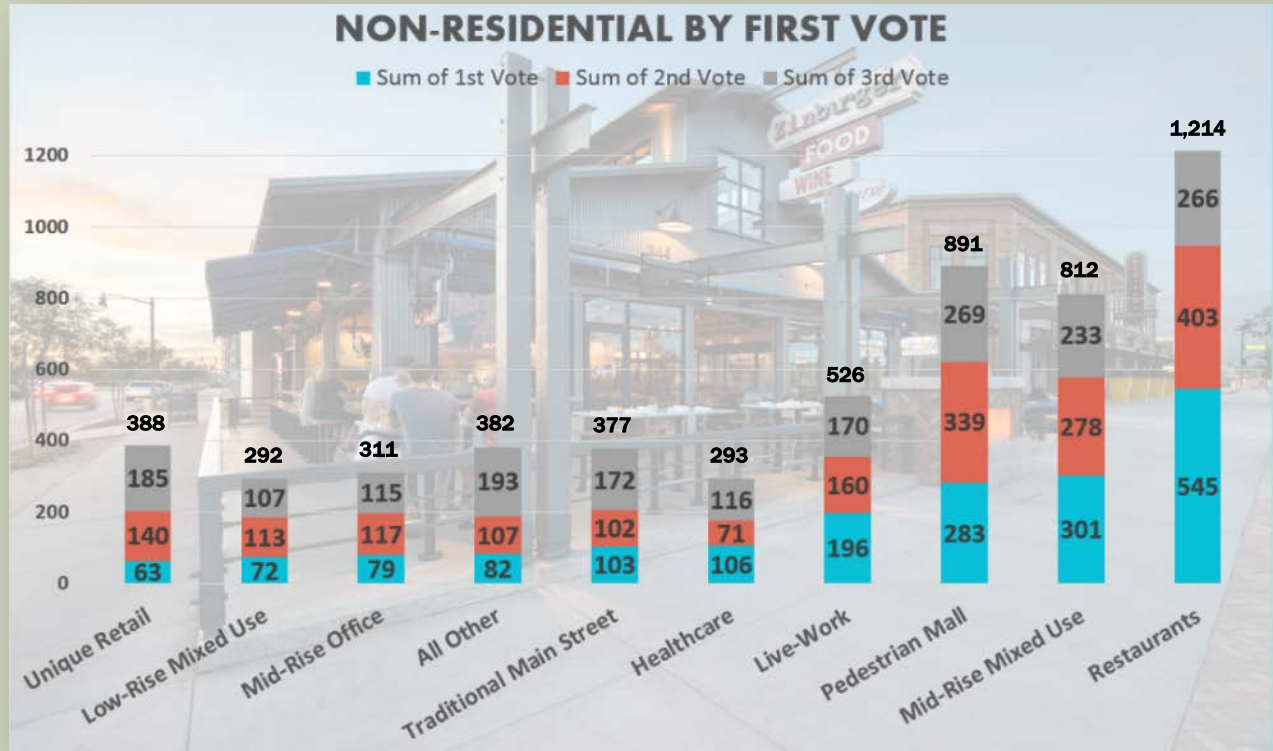
CATEGORY: NON-RESIDENTIAL USE

14



CATEGORY: NON-RESIDENTIAL USE

15



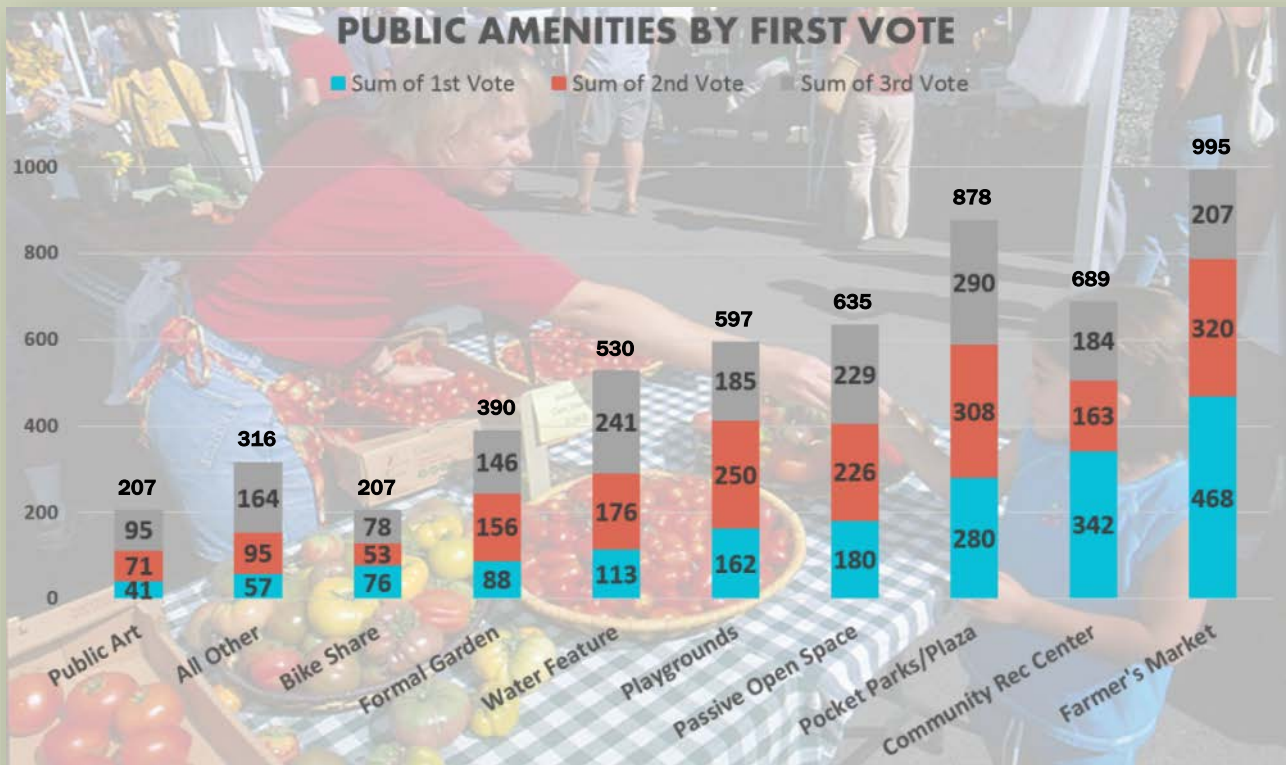
CATEGORY: PUBLIC AMENITIES

16



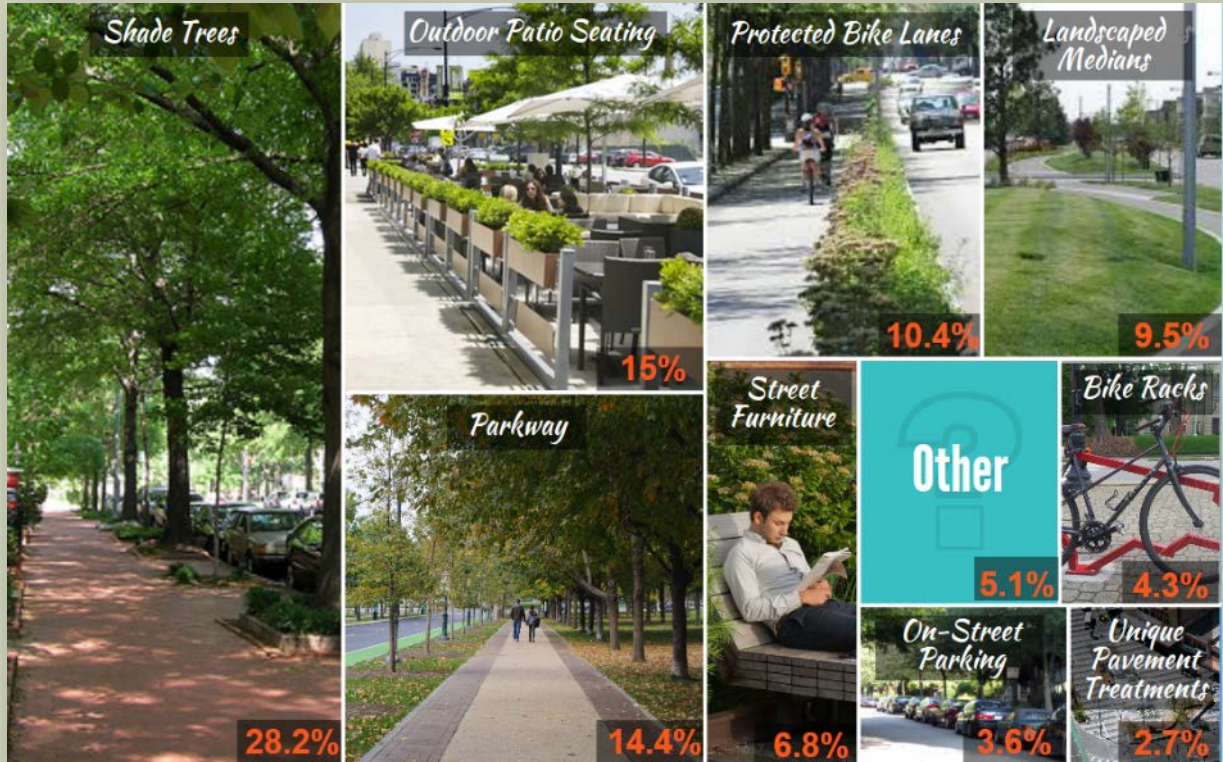
CATEGORY: PUBLIC AMENITIES

17



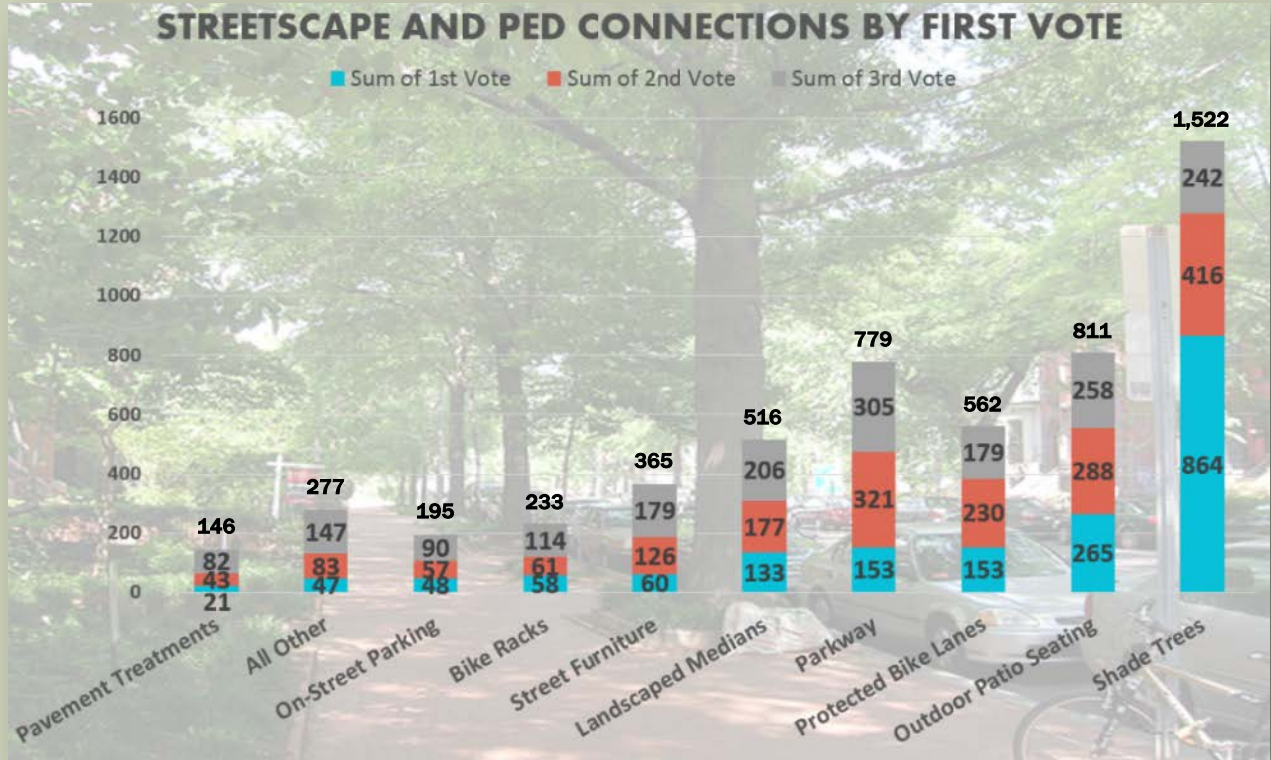
CATEGORY: STREETScape AND PEDESTRIAN CONNECTIONS

18



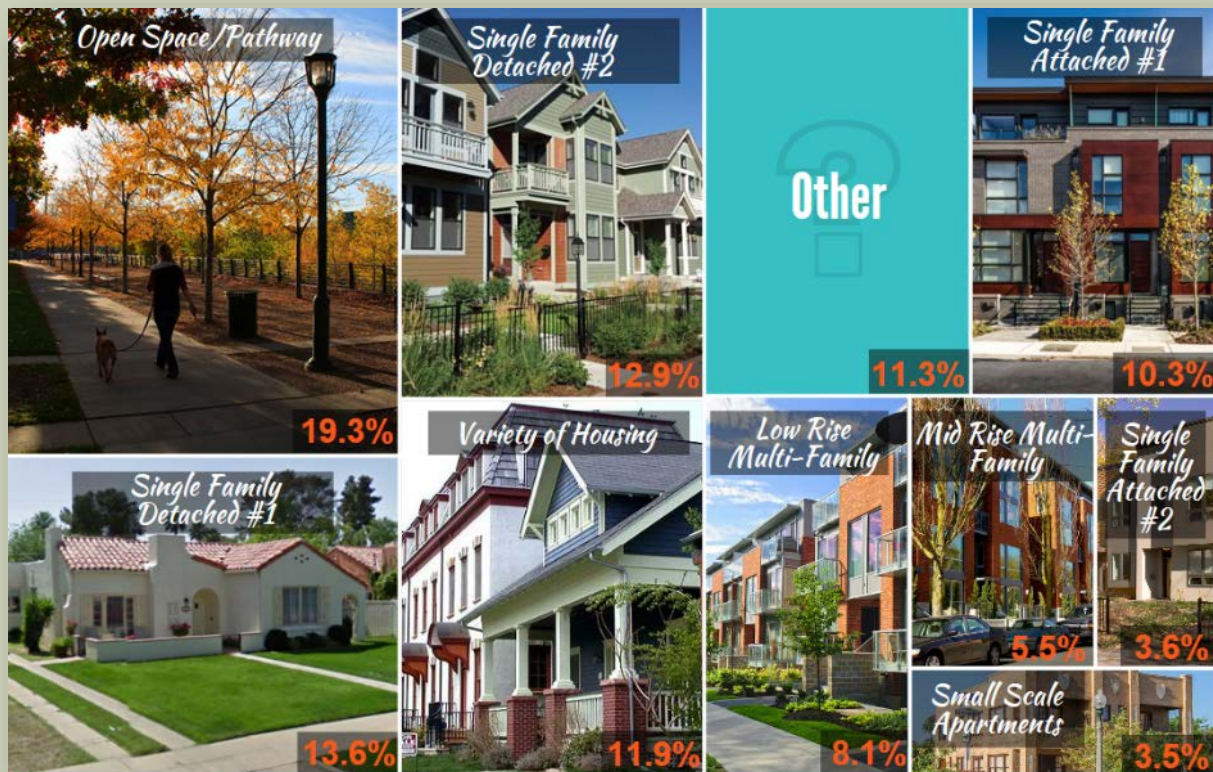
CATEGORY: STREETSCAPE AND PEDESTRIAN CONNECTIONS

19



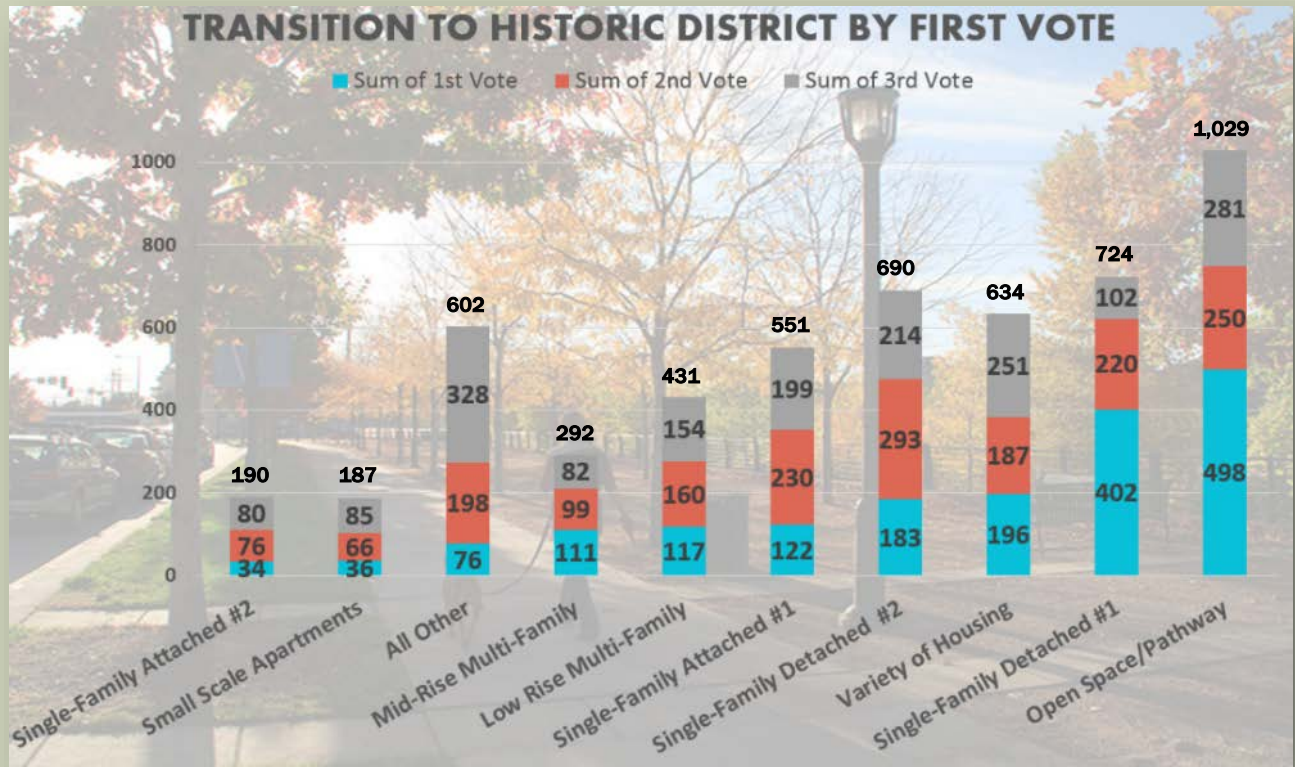
CATEGORY: TRANSITION TO WILBUR HISTORIC DISTRICT

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CATEGORY: TRANSITION TO WILBUR HISTORIC DISTRICT

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SUMMARY OF THE COMMUNITY VISION

22

Future development of University and Mesa Drives:

- Provides a significant market-rate residential component, with an emphasis on for-sale product such as attached and detached single-family and condominiums
- Low-scale residential development provides a transition between the Wilbur Historic District and future development
- Future residents have access to public open space connected with tree lined streets
- Future residents have safe and convenient access to an active restaurant and retail district in the downtown core, with commercial development limited within the neighborhood



DEVELOPER'S FORUM

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HOW DEVELOPERS CONTRIBUTED



SUNBELT  HOLDINGS™

DMB®



Meritage
Homes®

artHAUS
THE ART OF LIVING

 pebler
equities
David E. Pebler, CEO
1944-2010
Thanks for leading

Village
Bloom, LLC
Investment and
Development

 HARVARD INVESTMENTS

DEVELOPER'S PERSPECTIVE: RESIDENTIAL

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Residents See:

An aesthetically pleasing, primarily residential neighborhood of owner occupied units, such as attached and detached single-family and townhomes



Developers See:

An aesthetically pleasing, primarily residential neighborhood that could include single family, condo, or *apartment* uses depending on market demand



DEVELOPER'S PERSPECTIVE: NON-RESIDENTIAL

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Residents See:

Opportunity for some mixed-use development with retail that supports the neighborhood with access to restaurants and retail within the downtown core



Developers See:

Potential for some office development and limited neighborhood serving commercial, such as live-work units, *rather than a mixed-use development*

DEVELOPER'S PERSPECTIVE: PUBLIC AMENITIES

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Residents See:

Neighborhood system of pocket parks and open space that can be programmed with elements, such as a farmer's market, and connected to a larger open space network



Developers See:

Public amenities as an important part of **any** successful development



DEVELOPER'S PERSPECTIVE: STREETSCAPE AND PEDESTRIAN CONNECTIONS

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Residents See:

Attractive, shade tree-lined streets with room for pedestrian amenities



Developers See:

Attractive, shade tree-lined streets with room for pedestrian amenities



DEVELOPER'S PERSPECTIVE: TRANSITION TO WILBUR HISTORIC DISTRICT

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Residents See:

Attached and detached single-family housing with a walkable, green buffer along 2nd Street



Developers See:

Low-intensity residential “feathering” to higher-intensity use further away from Wilbur Historic District



DISCUSSION AND DIRECTION ON FUTURE DEVELOPMENT