

MESA SOUTHWEST REDEVELOPMENT AREA PLAN



Background

- A Redevelopment Area (RDA) is an area designated by the City Council to be in need of revitalization.
- A Redevelopment Area designation is a necessary step for utilizing economic development tools available today.
- Mesa has four existing Redevelopment Areas:
 - Town Center RDA (1999)
 - Southwest RDA (2016)
 - East RDA (2017)
 - West RDA (2017)

CITY OF MESA REDEVELOPMENT AREAS

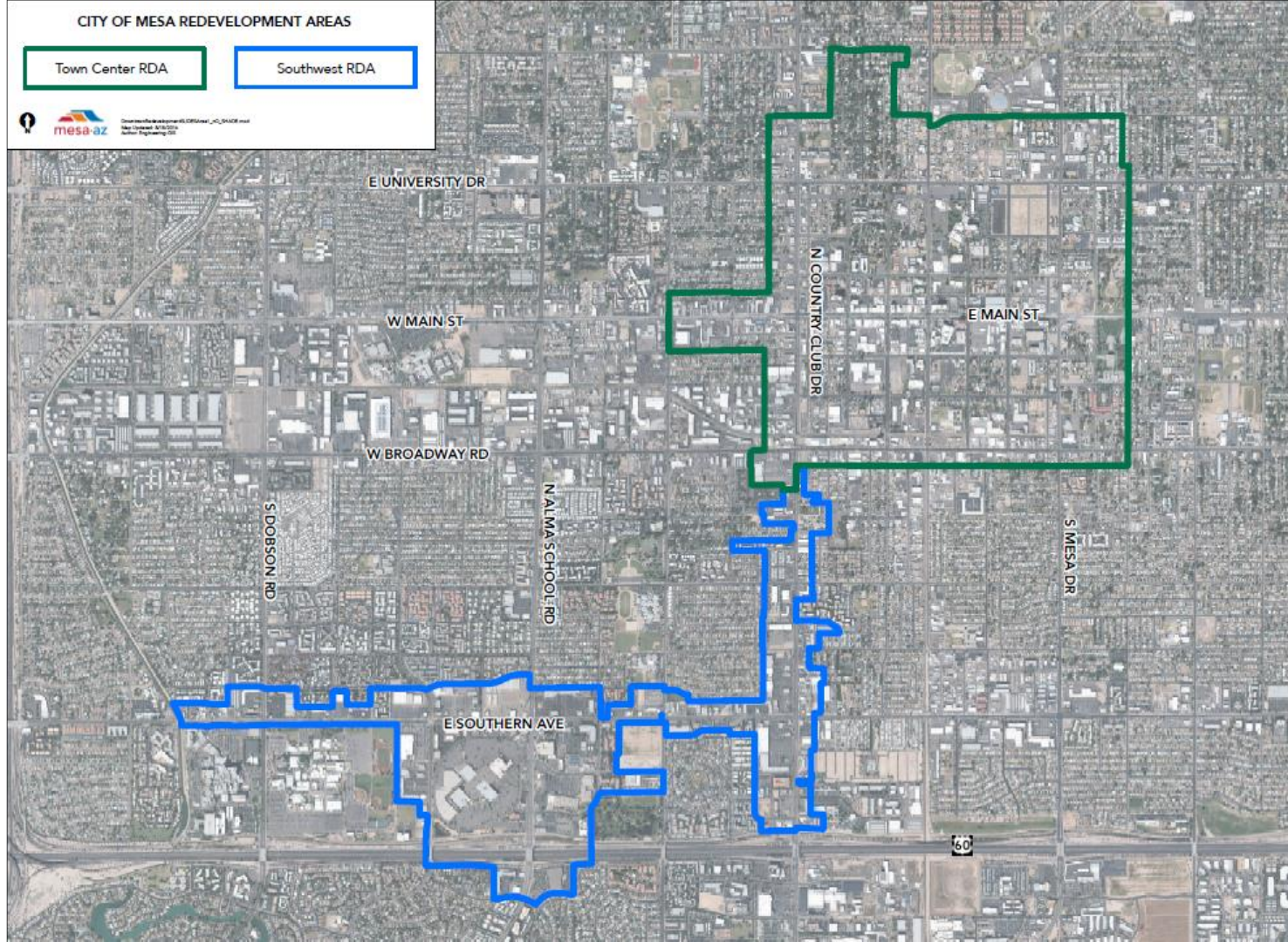
Town Center RDA

Southwest RDA



mesa-az

City of Mesa, Arizona
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Southwest RDA Study Area



mesa az

Department of Planning and
Community Development
Urban Engineering Division

Broadway Rd.

Dobson Rd.

Alma School Rd.

Southern Ave.

Country Club Dr.

60



Process

1. Data Collection & Blight Study May 2016
2. Public Open House #1 August 2016
3. **Finding of Necessity** **September 2016**
4. Public Open House #2 November 2016
5. Draft Redevelopment Plan November 2016 - June 2017
6. Public Open House #3 August 2017
7. Planning & Zoning Approval August 2017
8. **City Council Approval** **September 2017**

VISION

The Southwest RDA is becoming a **unique, active and economically vibrant urban destination** in southwest Mesa. Revitalization of the Southwest RDA is transforming these historically vibrant areas of Mesa into a **major employment center** in the greater metropolitan area (the Fiesta Tech Center Sub-Area) and an **urban mixed use corridor** (Country Club Corridor Sub-Area), with:

- A **unique identity** and sense of place
- An **urban** atmosphere with an **active** street scene
- A **pedestrian friendly** environment
- An **integrated mix** of land uses and building types
- Diversity in **entertainment** and evening uses
- Frequent and convenient **public transit**
- A place where businesses are eager to locate
- A place that is **attractive** to businesses and residents
- Inviting and attractive **gateways** along US 60, at Dobson Road, Alma School Road and Country Club Drive
- A strong, **aesthetic connection** along Country Club Drive to Downtown Mesa

PLAN ORGANIZATION

1 INTRODUCTION

Project Objective, Historic Overview, RDA
Boundaries, Public Involvement Highlights

2 VISION

Vision Statement
Priority Redevelopment Sites

3 REDEVELOPMENT PLAN

Problem Statements, Strategies + Projects
Funding + Financial Options

4 APPENDICES

Blight Study Findings Summary
Market Summary
Land Summary

PRIORITY REDEVELOPMENT SITES



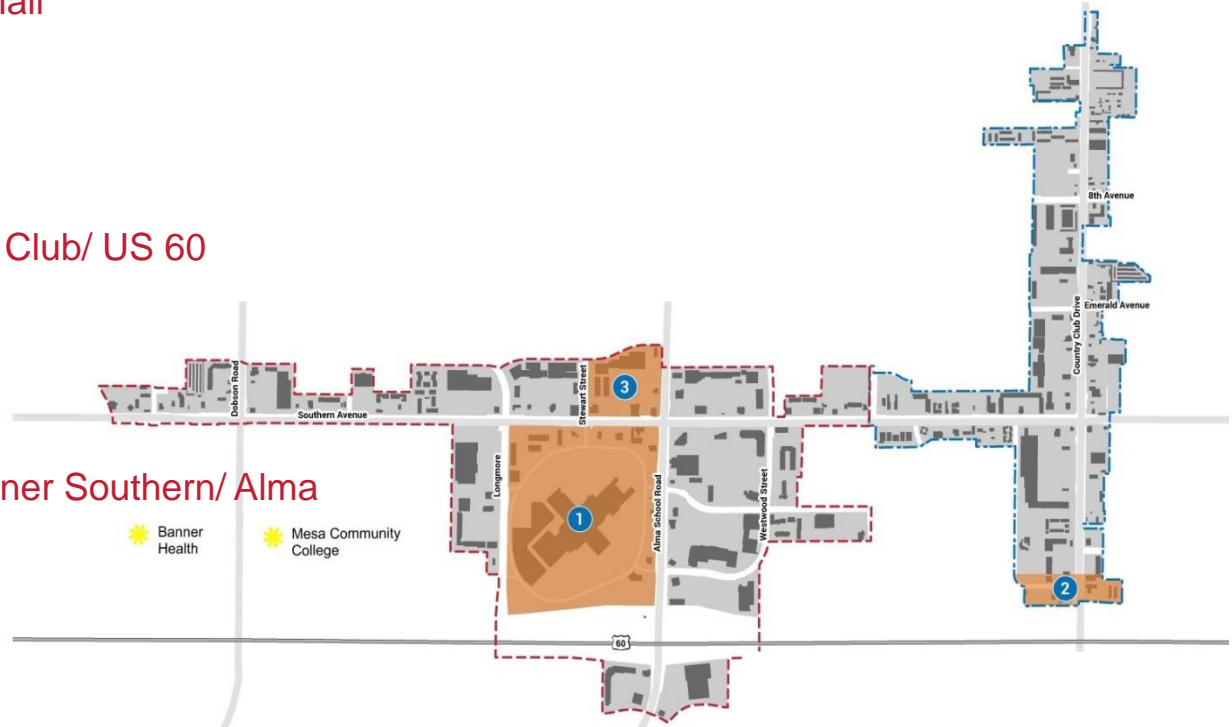
1/ Fiesta Mall



2/ Country Club/ US 60



3/ NW Corner Southern/ Alma School



PROBLEM STATEMENT + STRATEGY #1

The Fiesta Tech Center Sub-Area suffers from a **lack of a core anchor development** that is attractive for jobs and entertainment.

The area **does not have an identifiable, cohesive sense of place.**

Work with the owners and developers of the Fiesta Mall to repurpose this property as the **core anchor development centering on high-quality employment growth.**

SUPPORTING PROJECTS

#1

- Utilize **Government Property Lease Excise Tax (GPLET)** for redevelopment
- Invest in **additional public infrastructure improvements**
- Develop, implement and acquire support of the transition to a **major employment** area
- Establish a **site demolition assistance** program
- Review and update the **Fiesta District Design Guidelines**

SUPPORTING PROJECTS

#1



Parking behind buildings and along pedestrian-oriented street

Transition from mixed use buildings along southern to residential buildings behind

Buildings adjacent to right-of-way

Mid-block pedestrian crossing at Southern Avenue

Primary redevelopment opportunities:

- new corner anchor development
- buildings oriented toward Southern Avenue
- parking in back of buildings and connections into neighborhoods
- public plazas and spaces between buildings



PROBLEM STATEMENT + STRATEGY #2

The Southwest RDA is comprised of development that is the result of an **outdated urban design model**, consisting of **low-end commercial and housing properties** and **lot sizes that are not attractive to new business investment**.

Develop and implement tools and programs that will encourage more appropriate lot sizes, allow for **flexibility in redevelopment** options, provide for **enhanced design**, allow efficient use of secondary access (aside from arterial access) and **increase densities and intensities**.

SUPPORTING PROJECTS

#2

- Create a tiered and time-limited **incentive program for the consolidation** of property
- Establish a **site demolition program** to spur development
- Review current **zoning requirements**
- Encourage **mixed-use redevelopment** projects in large shopping centers along Country Club
- Work with properties adjacent to Fiesta Mall to encourage redevelopment that creates **high-quality employment opportunities**

SUPPORTING PROJECTS

#2



High-density, higher-end residential to serve students and business employees

Pedestrian connections between college and business campus

Multiple stories create street enclosure

Small-scale mixed-use with adaptable first floor can be residential or commercial

Primary redevelopment opportunities:

- completes Fiesta Tech Center Sub-Area
- develops current retail and utilizes underutilized parking
- preserves existing buildings
- redevelops existing buildings



PROBLEM STATEMENT + STRATEGY #3

While once a center of commerce and economic activity, the Southwest RDA has been in **economic and aesthetic decline** for many years.

Coordinate with property owners to **actively promote the cleanup, sale or removal** of privately-owned properties that are abandoned or declining.

SUPPORTING PROJECTS

#3

- Establish an **infill incentive district** to encourage redevelopment
- Amend regulations and fines for **nuisance complaints and property maintenance standards** and noncompliance
- Supplement **code enforcement efforts**

PROBLEM STATEMENT + STRATEGY #4

The existing **mix of uses is not appropriately balanced** for the market and location and is therefore **underperforming**.

Modify zoning and market the area to **encourage technology, office, health care, higher education** and other desired business uses.

SUPPORTING PROJECTS

#4

- Modify development standards to require a **mix of uses**, while giving preference to office uses that support the Fiesta Tech Center Sub-Area as an **employment center**
- Apply a **Form-Based Code** which allows property owners to “opt in” to be eligible for other incentives
- Market the area to promote its **strategic location and updated flexibility** in zoning and use standards

PROBLEM STATEMENT + STRATEGY #5

The area **does not take adequate advantage of its location** adjacent to US 60, or with respect to major community institutions such as Banner Health and Mesa Community College.

Create gateways along US 60 at its interchanges emphasizing the importance of this area.

SUPPORTING PROJECTS

#5

- Provide high-level **site designs** to direct redevelopment and streetscape enhancements on Country Club Drive between US 60 and Southern Avenue
- Create **guidelines for development** including the implementation of streetscape, lighting and signage improvements and the incorporation of unique public art along the US 60 right-of-way
- Explore the **market feasibility of major developments** within this area to determine highest and best use

SUPPORTING PROJECTS

#5



Sunsplash

Building set forward to street

Hotel complements surrounding uses and adjacent accommodations

Publicly accessible amenities

Primary redevelopment opportunities:

- Creates a welcoming gateway at US 60
- Provides alternative and complementary flagship hotel formats



PROBLEM STATEMENT + STRATEGY #6

There has been a problem of **neighborhood decline, crime and transience** in the area.

Supplement the level and increase the **visibility of public safety activities** along the corridor to **enhance the overall aesthetics and increase public sense of well-being.**

SUPPORTING PROJECTS

#6

- Review zoning districts to encourage quality redevelopment projects
- Encourage businesses to participate in public safety programs such as Community Policing Through Environmental Design (CPTED)
- Establish a beautification program for the Country Club Corridor
- Supplement code enforcement efforts
- Implement programs that encourage communication and engagement with residents

PROBLEM STATEMENT + STRATEGY #7

The Country Club Corridor Sub-Area is **predominantly vehicular-oriented**, with little to no streetscape and amenities, minimal transit opportunities and **increasing vehicular - pedestrian conflicts** due to traffic volumes and number of access points.

Implement **pedestrian and vehicular safety improvements**, much like Southern Avenue, throughout the area, including expansion of transit services, access-control enhancements and where feasible, encourage a wide, meandering pathway and buffered landscape strips.

SUPPORTING PROJECTS

#7

- Develop an **Access Control Plan**
- Encourage wider and meandering **sidewalks and buffered landscape strips**
- Implement **sign replacement** program
- Construct limited medians which incorporate new **landscaping and art**
- Create a standardized **landscaping palette and lighting**
- Identify **pedestrian connections** into surrounding neighborhoods
- Study new **local bus route**, similar to Downtown Buzz



NEXT STEPS

- Public Hearing at City Council Meeting
- Work with City Manager to Identify Programs and/or Funding
- Propose Implementation Plan
- Market Programs to all Stakeholders

QUESTIONS?