CONCEPTUAL MASTER PLANNING

TRANSFORM 17

Refined Concepts & Recommendations

City Council Meeting | March 21, 2019

www.mesaaz.gov/TRANSFORM17

CRANDALL ARAMBULA PC

FLOOR ASSOCIATES | NELSEN PARTNERS

HR&A ADVISORS | CIVTECH | DIBBLE ENGINEERING

AGENDA

Project Intent

Summary of Concepts & Community Feedback

Technical Assessments

Feasibility Analysis

Recommended Concept

Discussion & Direction on Preferred Concept

Next Steps

PROJECT INTENT

Consultant will develop three conceptual master plans to be **considered by City Council**:

- Medium
- Medium-high
- High-intensity

Plans will be used to guide the redevelopment of the Property by a private developer(s), **consistent with the guiding principles**

The planning process will provide concepts that **engage surrounding community**, and take advantage of proximity to light rail stations to ensure that future development is compatible with the community's character and vision for the future.

GUIDING PRINCIPLES

Vibrant & Active

Includes uses and amenities that animate the district throughout the day and during all seasons of the year

Good Neighbor

Establishes a framework for development that is sensitive to the physical and visual character of nearby historic districts and neighborhoods

Varied District

Provides a rich mix of dense urban uses; includes numerous types and forms of buildings that create an interesting and distinctive place

Strengthens Downtown

Supports and expands downtown development, growth, and investment rather than competing with the existing downtown core

Publicly Accessible

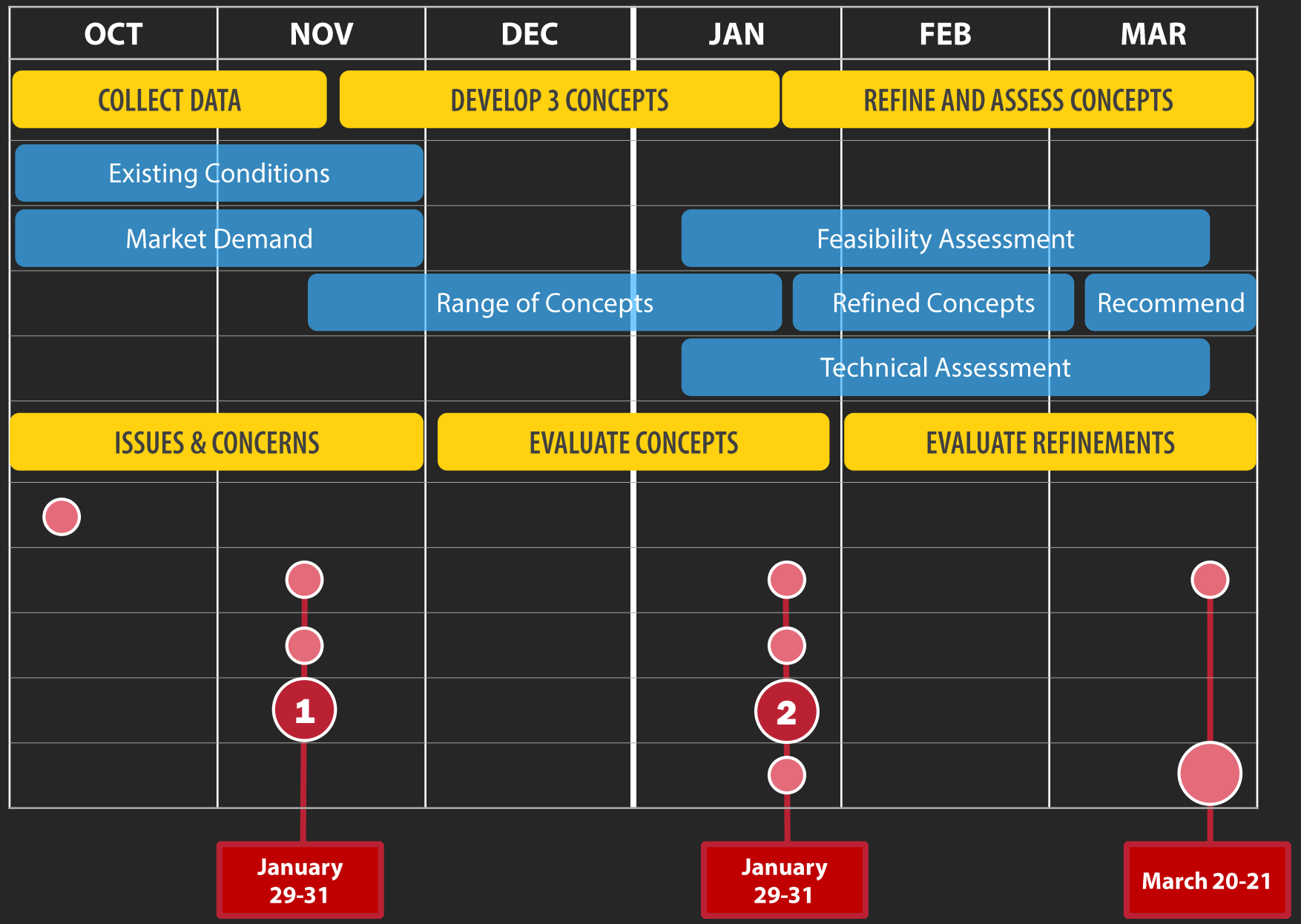
Provides a connected network of open spaces and shared auto, walking, and biking routes and transit stops that are safe and comfortable

Complementary

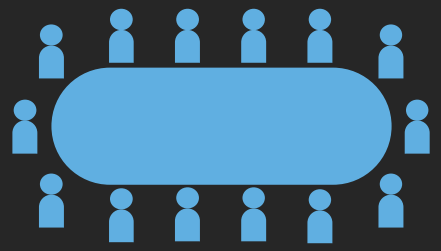
Provides uses and amenities that are currently missing in the downtown or contribute to the viability of existing or planned uses

SCOPE

SIX MONTH TIMELINE

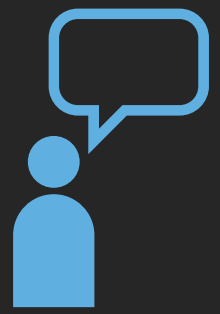


INCLUSIVE PUBLIC ENGAGEMENT



Steering Committee

3 Meetings

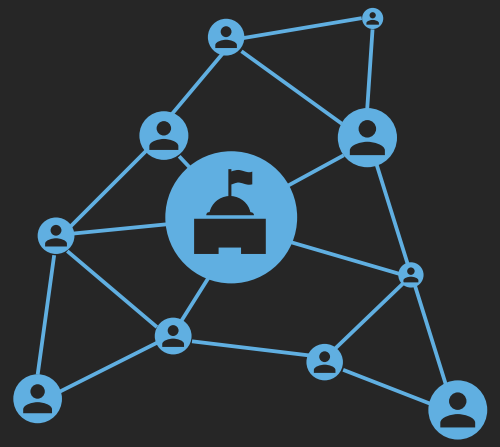


Stakeholder Sessions

16 Meetings

Community Workshop

2 Workshops

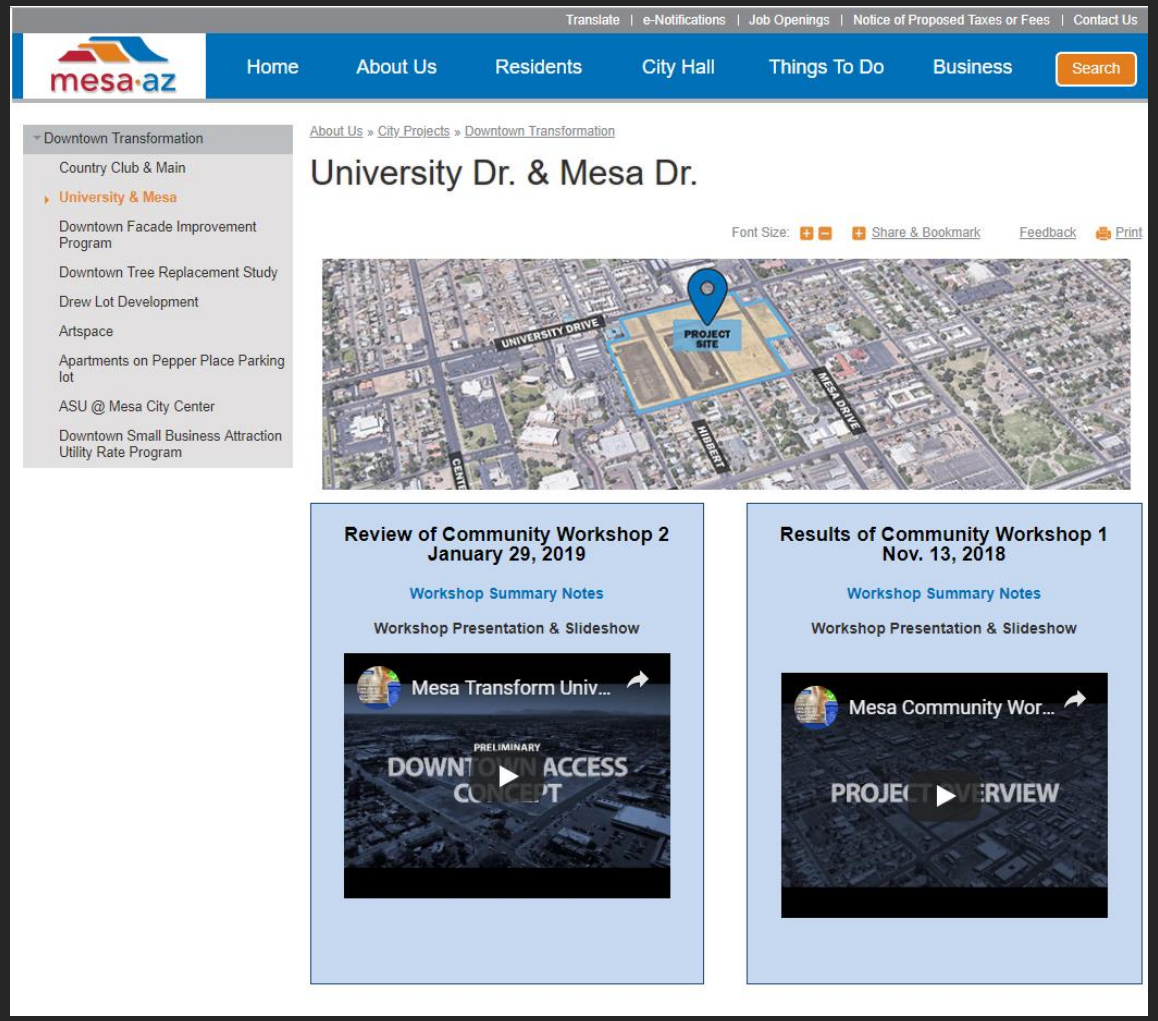


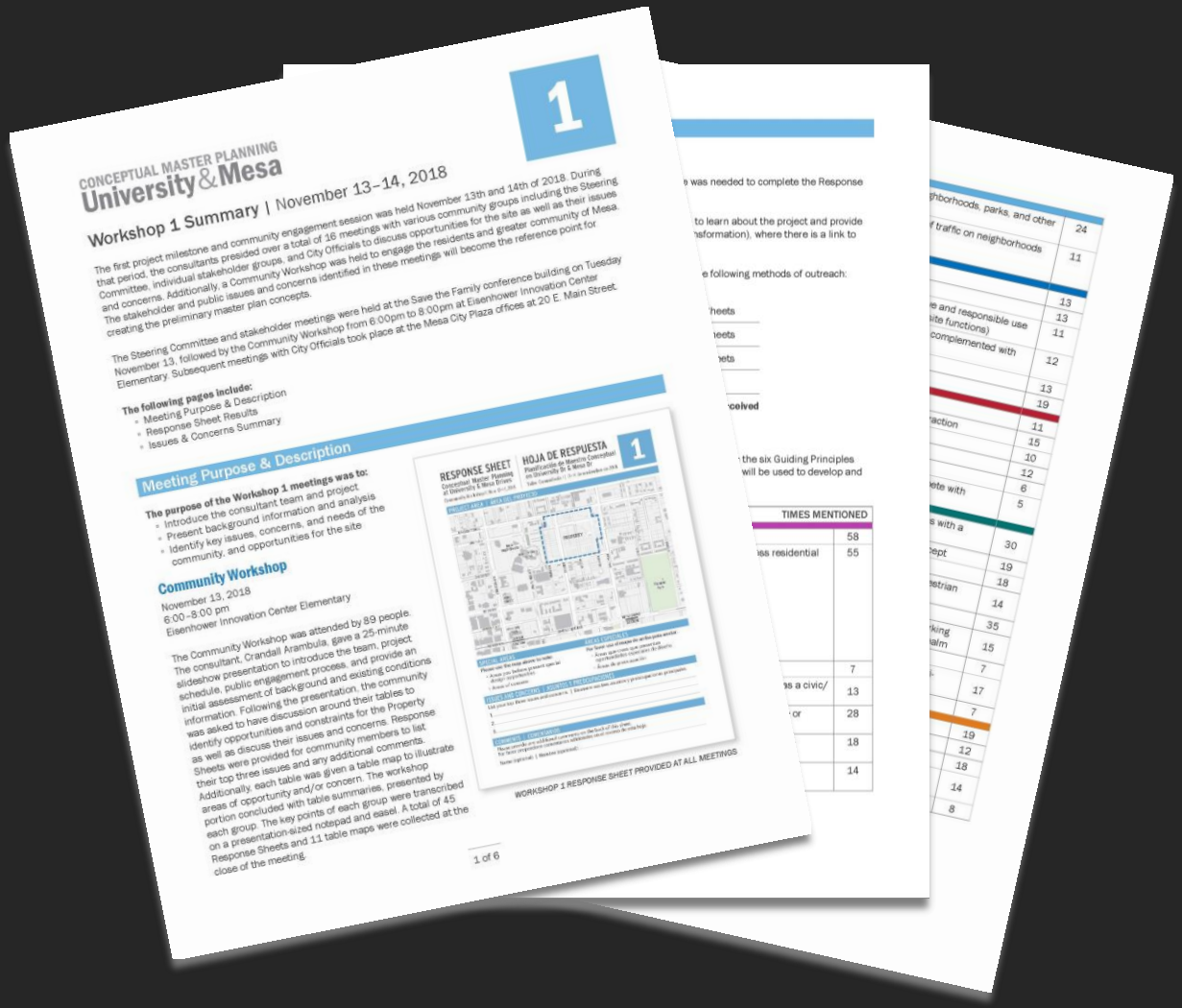
Mayor, Council, & Boards

17 Meetings

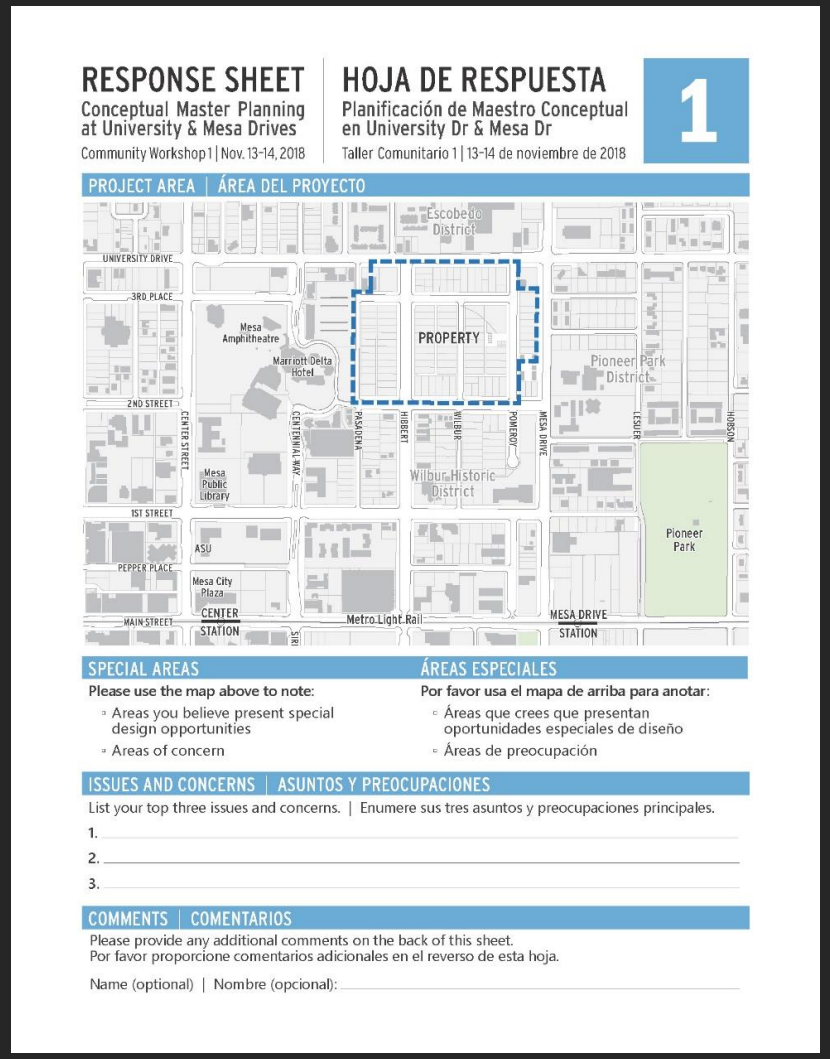
ONLINE ENGAGEMENT

www.mesaaz.gov/transform17





PUBLIC ENGAGEMENT 1 | ISSUES & CONCERNS



RESPONSE SHEET
Conceptual Master Planning at University & Mesa Drives
Community Workshop 1 | Nov. 13-14, 2018

HOJA DE RESPUESTA
Planificación de Maestro Conceptual en University Dr & Mesa Dr
Taller Comunitario 1 | 13-14 de noviembre de 2018

1

PROJECT AREA | ÁREA DEL PROYECTO

SPECIAL AREAS | ÁREAS ESPECIALES

Please use the map above to note:
- Areas you believe present special design opportunities
- Areas of concern

Por favor usa el mapa de arriba para anotar:
- Áreas que crees que presentan oportunidades especiales de diseño
- Áreas de preocupación

ISSUES AND CONCERNS | ASUNTOS Y PREOCUPACIONES

List your top three issues and concerns. | Enumere sus tres asuntos y preocupaciones principales.

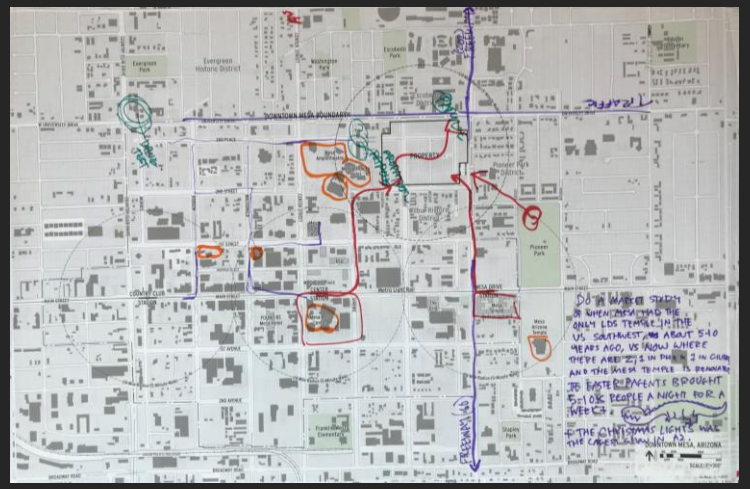
1. _____
2. _____
3. _____

COMMENTS | COMENTARIOS

Please provide any additional comments on the back of this sheet.
Por favor proporcione comentarios adicionales en el reverso de esta hoja.

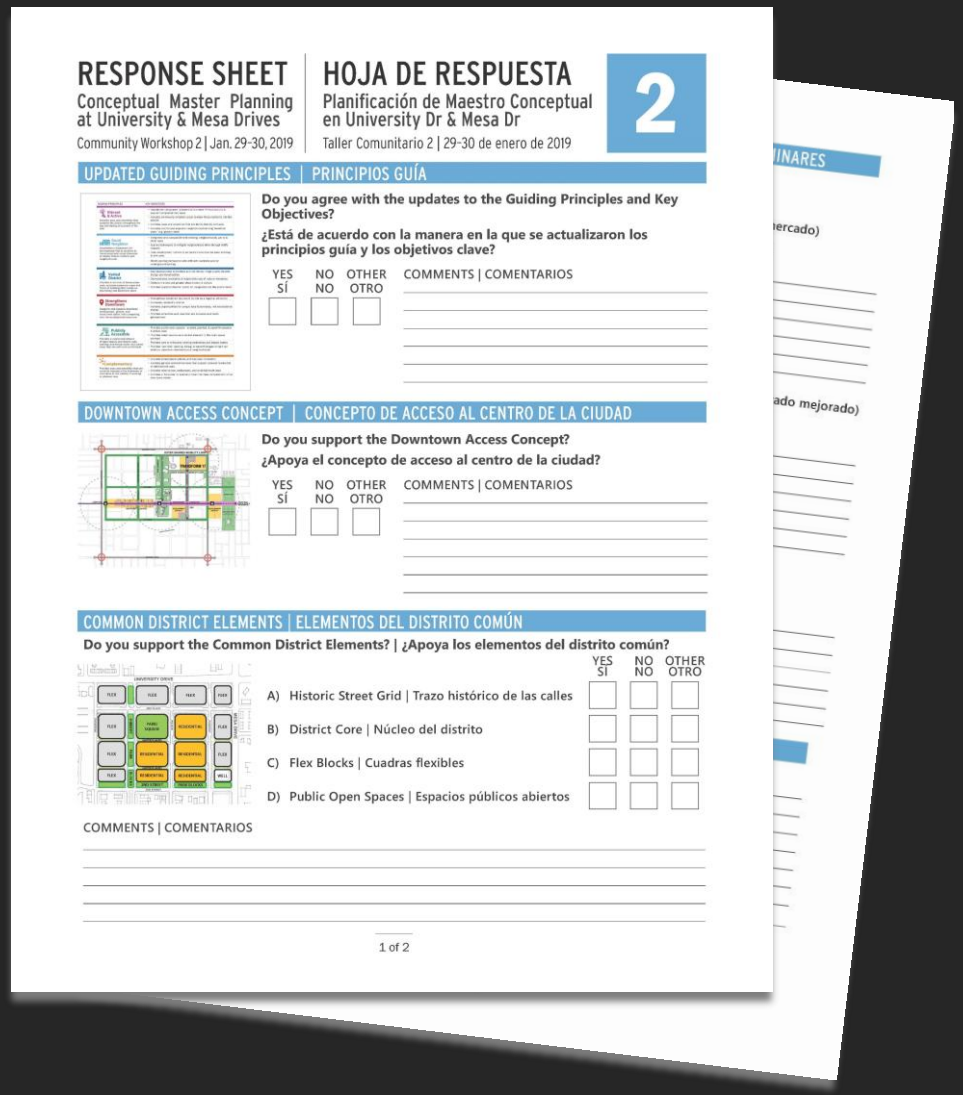
Name (optional) | Nombre (opcional): _____

COMMUNITY WORKSHOP 1
89 Attendees



16 MEETINGS

PUBLIC ENGAGEMENT 2 | DRAFT CONCEPTS



RESPONSE SHEET
Conceptual Master Planning at University & Mesa Drives
Community Workshop 2 | Jan. 29-30, 2019

HOJA DE RESPUESTA
Planificación de Maestro Conceptual en University Dr & Mesa Dr
Taller Comunitario 2 | 29-30 de enero de 2019

2

UPDATED GUIDING PRINCIPLES | PRINCIPIOS GUÍA

Do you agree with the updates to the Guiding Principles and Key Objectives?

¿Está de acuerdo con la manera en la que se actualizaron los principios guía y los objetivos clave?

YES SÍ | NO NO | OTHER OTRO | COMMENTS | COMMENTARIOS

DOWNTOWN ACCESS CONCEPT | CONCEPTO DE ACCESO AL CENTRO DE LA CIUDAD

Do you support the Downtown Access Concept?

¿Apoya el concepto de acceso al centro de la ciudad?

YES SÍ | NO NO | OTHER OTRO | COMMENTS | COMMENTARIOS

COMMON DISTRICT ELEMENTS | ELEMENTOS DEL DISTRITO COMÚN

Do you support the Common District Elements? | ¿Apoya los elementos del distrito común?

	YES SÍ	NO NO	OTHER OTRO
A) Historic Street Grid | Trazo histórico de las calles			
B) District Core | Núcleo del distrito			
C) Flex Blocks | Cuadras flexibles			
D) Public Open Spaces | Espacios públicos abiertos			

COMMENTS | COMMENTARIOS

1 of 2

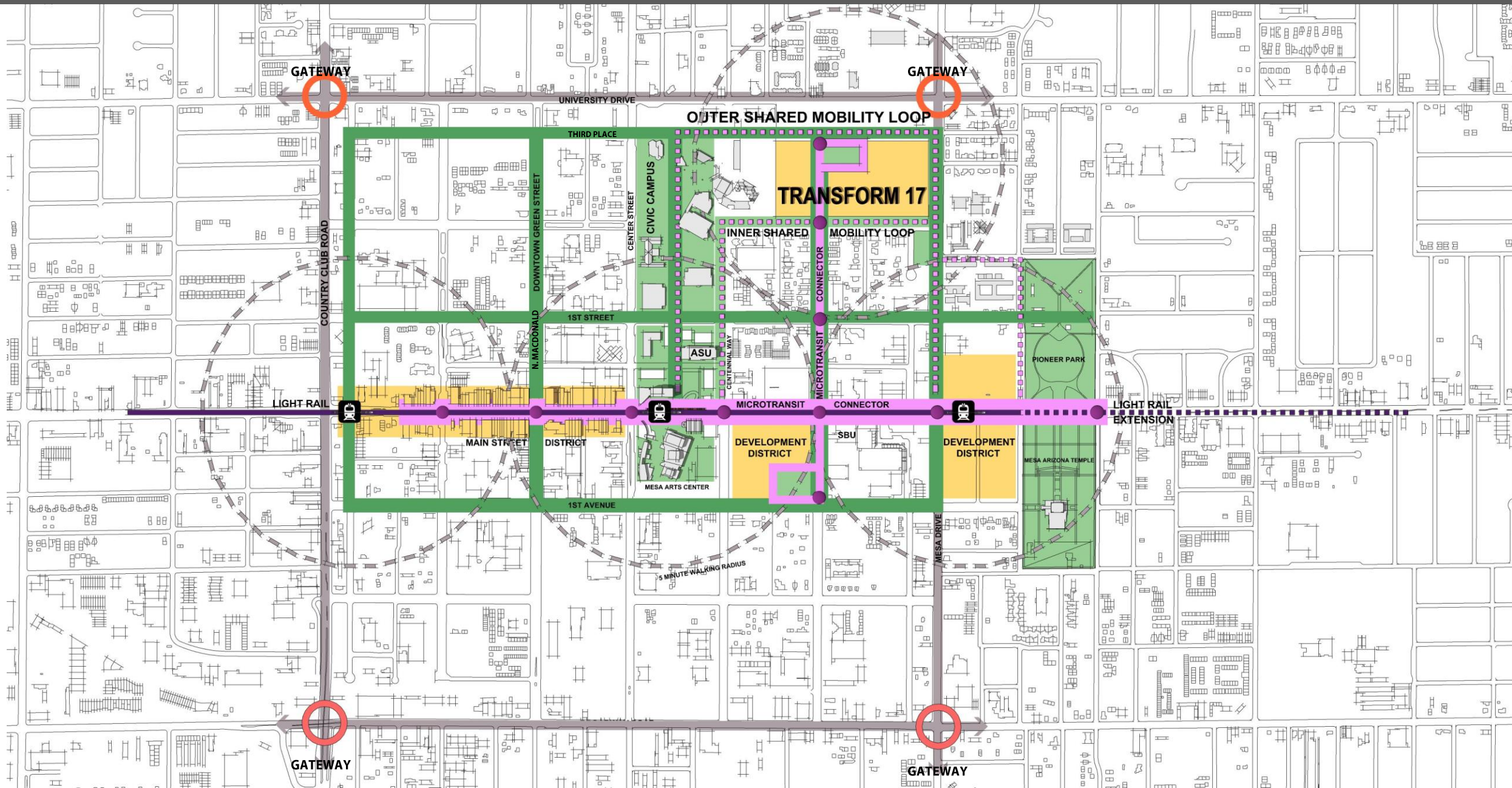
COMMUNITY WORKSHOP 2
136 Attendees

14 MEETINGS

SUMMARY

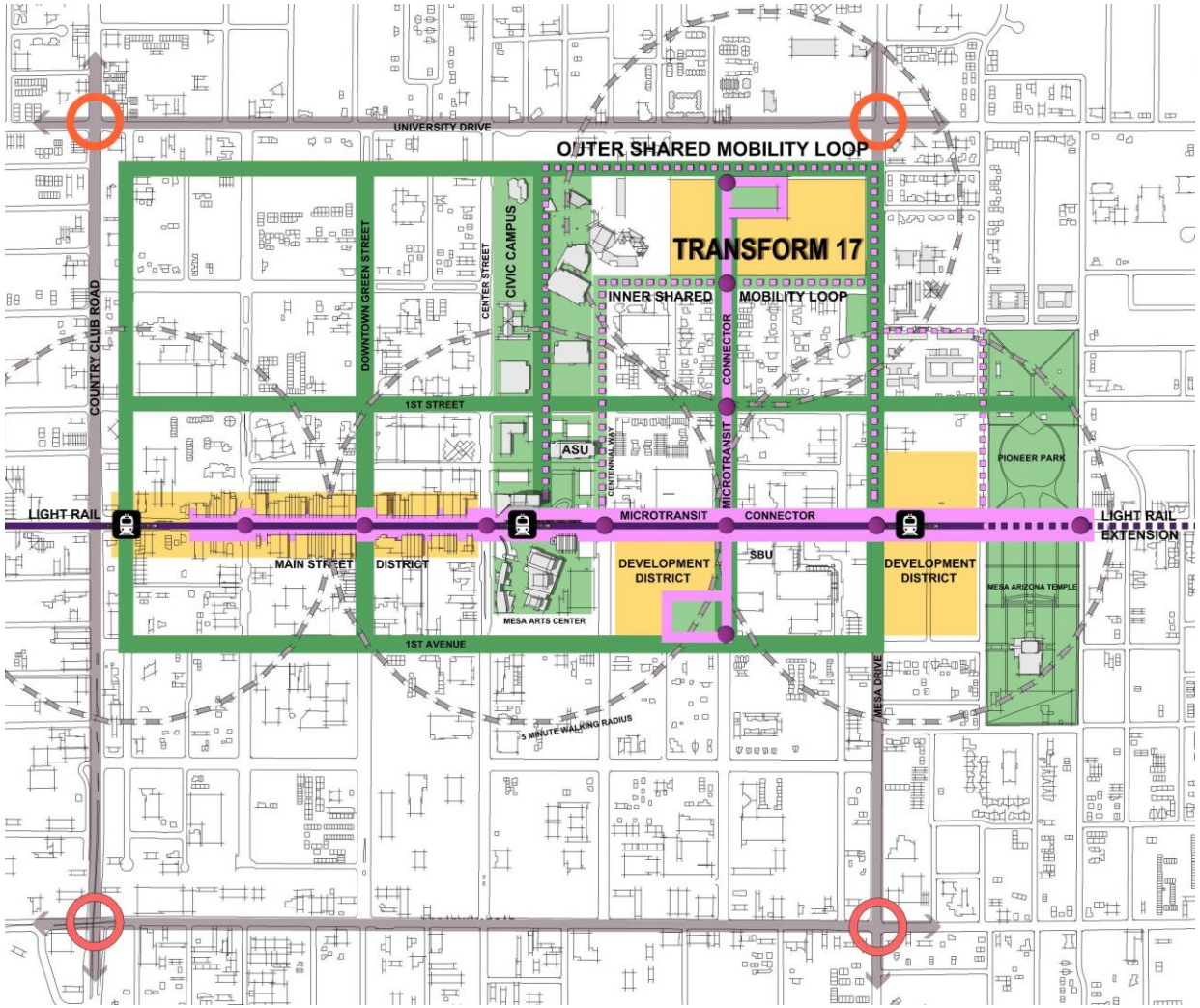
CONCEPTUAL MASTER PLAN

DOWNTOWN ACCESS CONCEPT



COMMUNITY EVALUATION

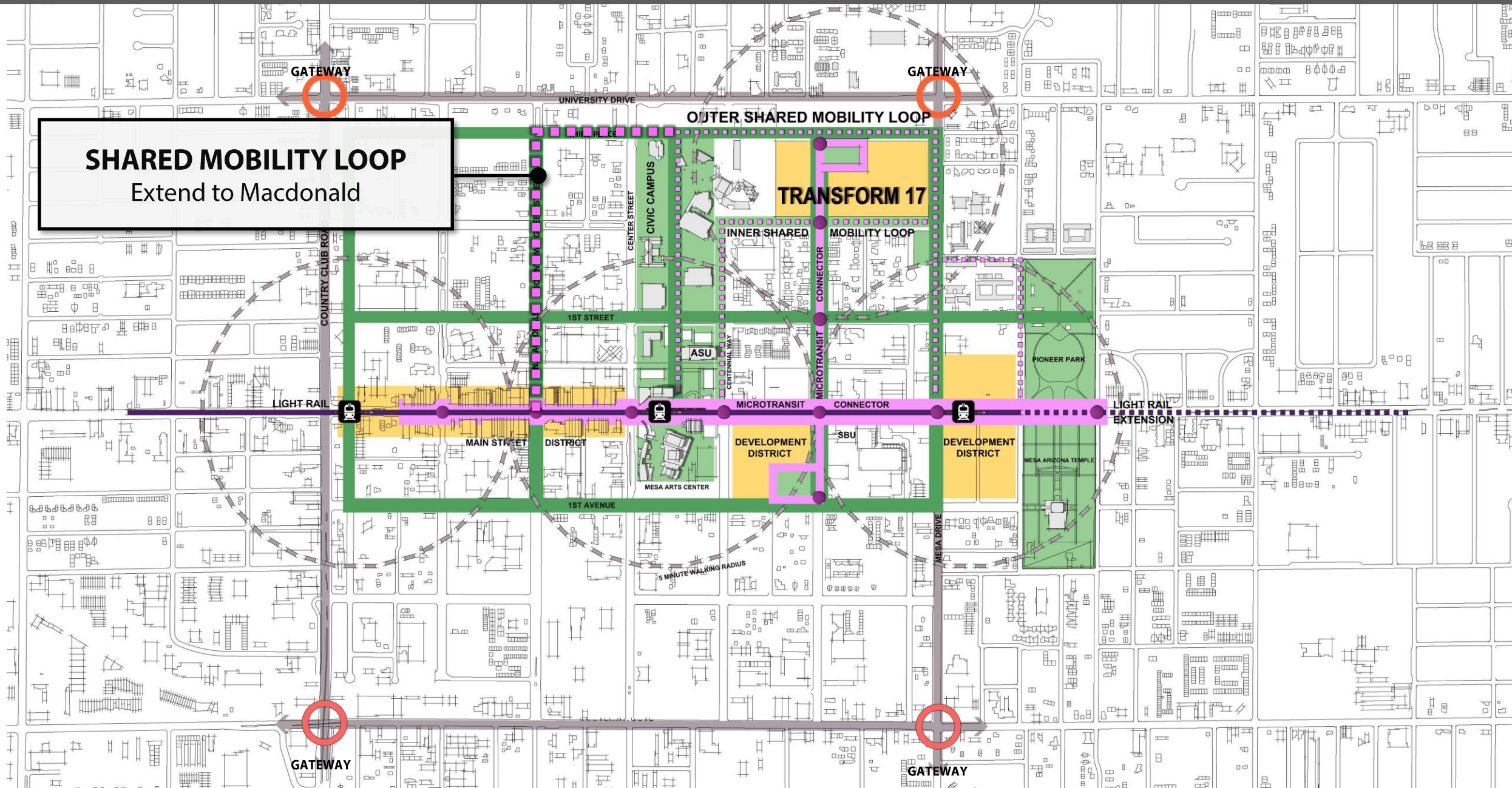
DOWNTOWN ACCESS CONCEPT



Do you support the Downtown Access Concept?

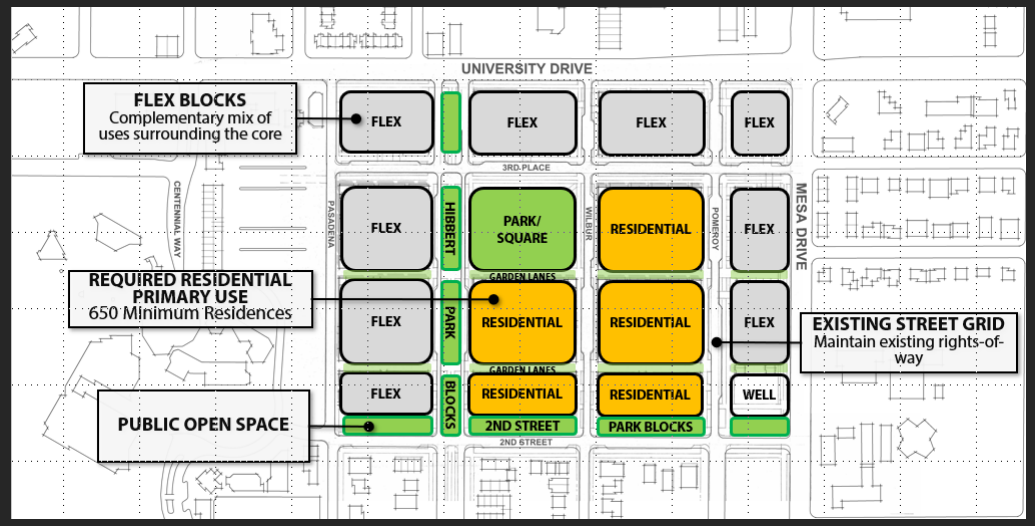
YES	NO	OTHER
106	67	15

DOWNTOWN ACCESS CONCEPT – UPDATE



COMMON DISTRICT ELEMENTS

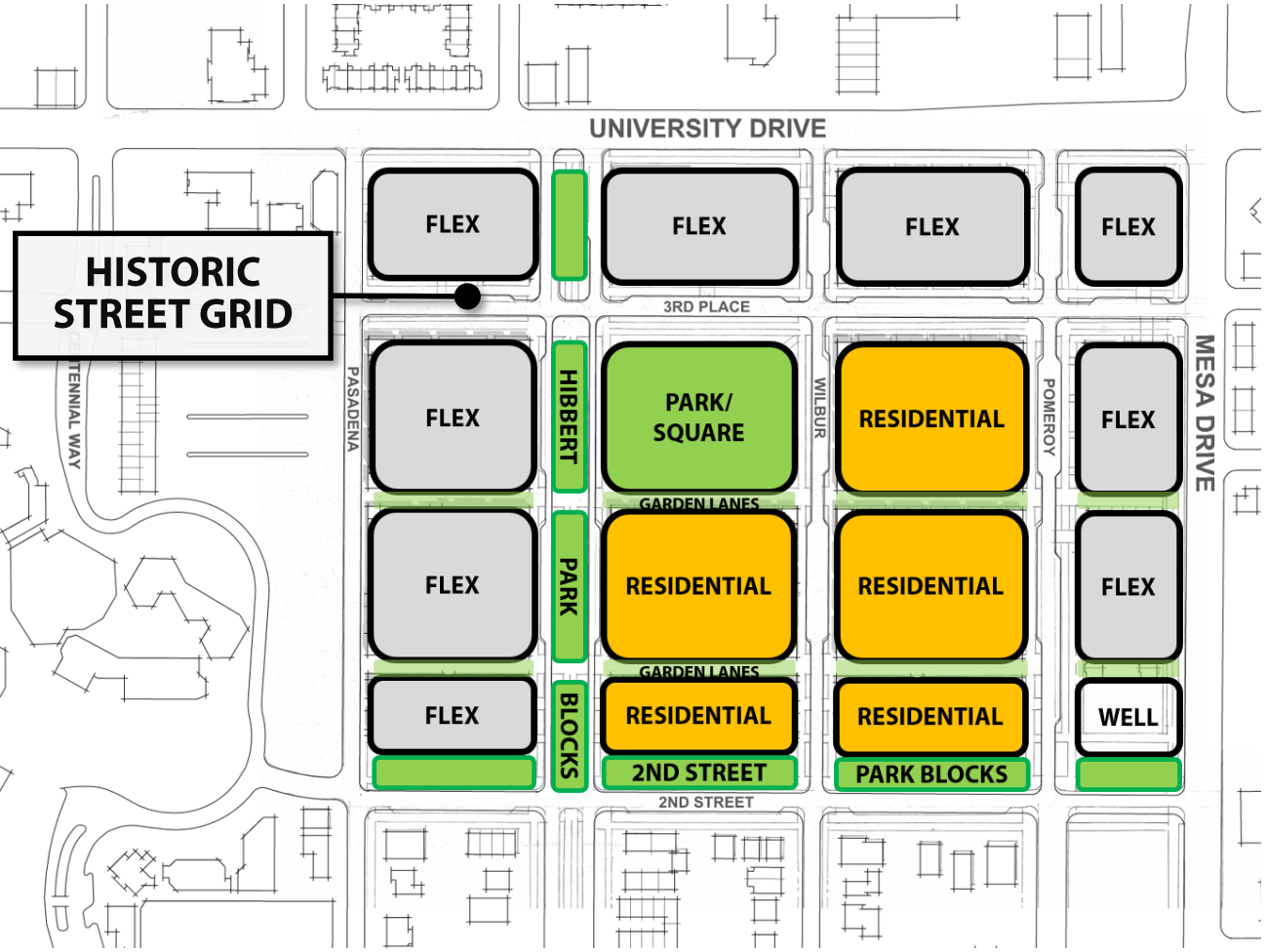
Medium | Medium-High | High



1. STREET GRID CONCEPT
2. DISTRICT CORE CONCEPT
3. FLEX BLOCKS CONCEPT
4. PUBLIC OPEN SPACE CONCEPT

COMMUNITY EVALUATION

COMMON DISTRICT ELEMENTS



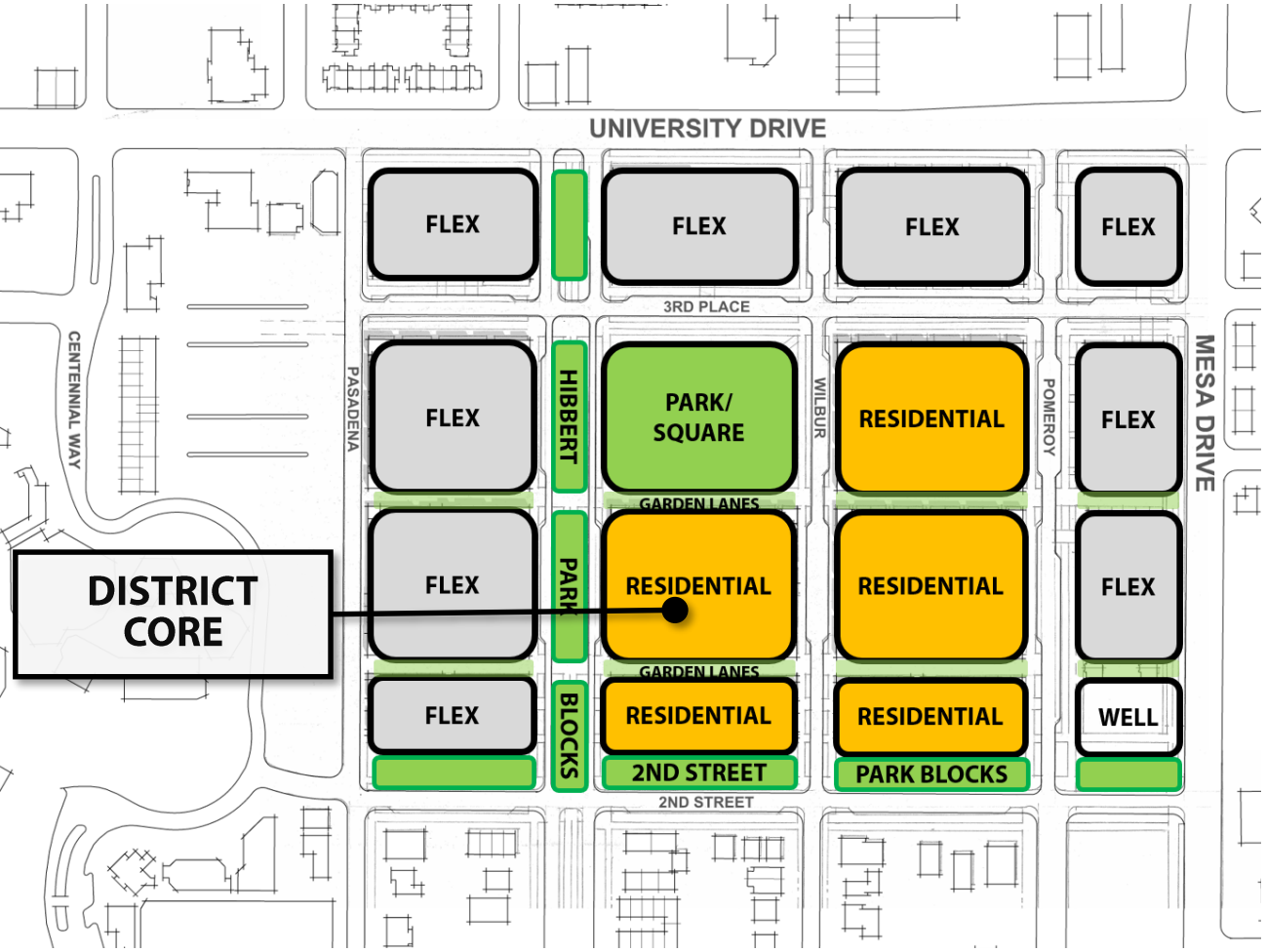
Do you support the Common District Elements?

a) Historic Street Grid Concept

YES	NO	OTHER
103	13	8

COMMUNITY EVALUATION

COMMON DISTRICT ELEMENTS



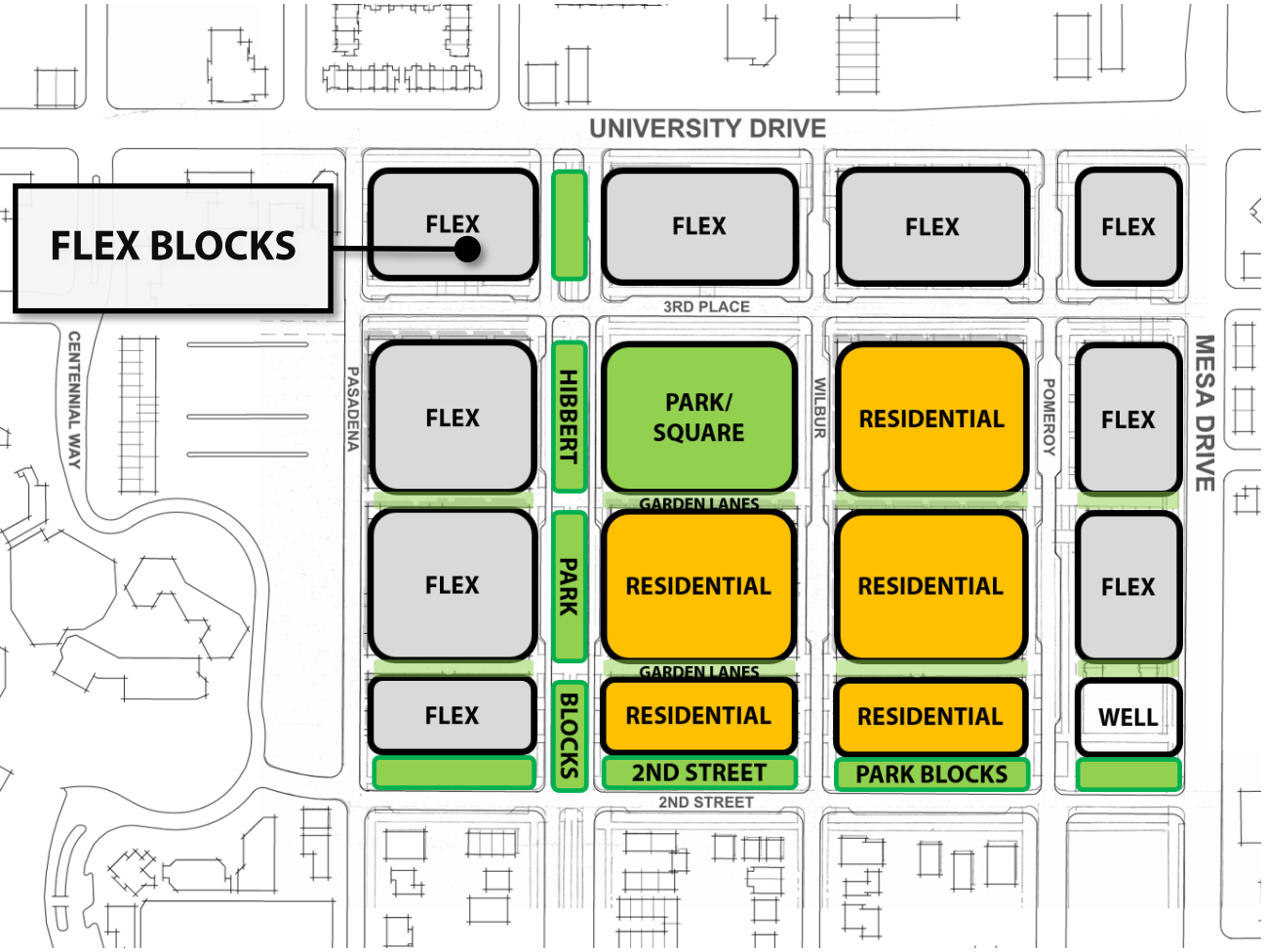
Do you support the Common District Elements?

b) District Core Concept

YES	NO	OTHER
100	14	5

COMMUNITY EVALUATION

COMMON DISTRICT ELEMENTS



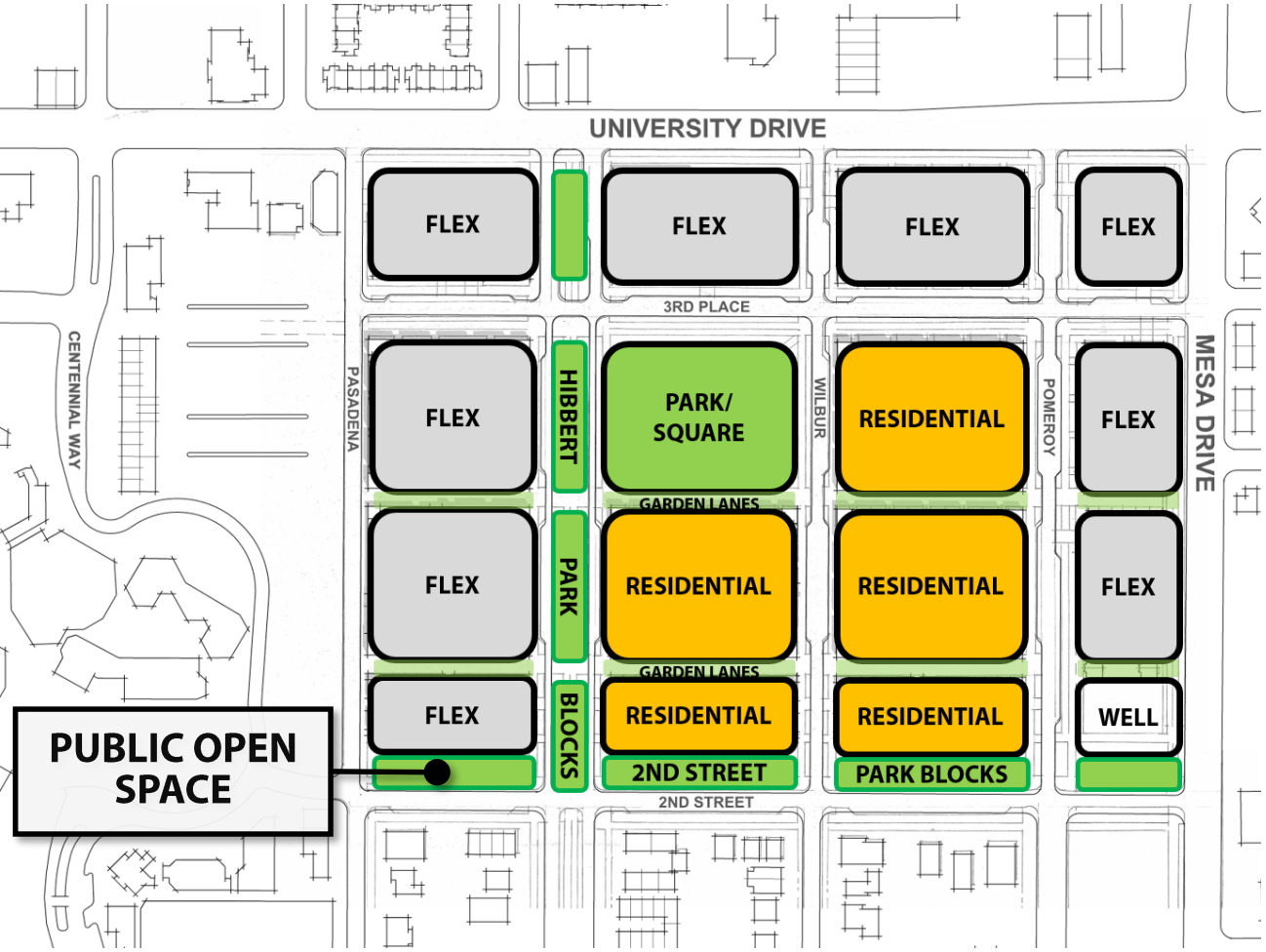
Do you support the Common District Elements?

c) Flex Blocks Concept

YES	NO	OTHER
102	9	8

COMMUNITY EVALUATION

COMMON DISTRICT ELEMENTS



Do you support the Common District Elements?

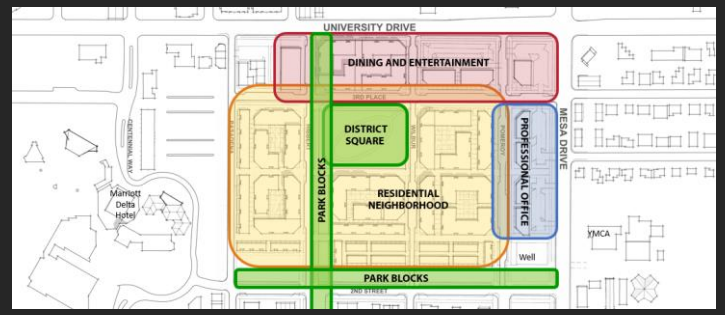
d) Public Open Space Concept

YES	NO	OTHER
111	7	4

RANGE OF LAND USE CONCEPTS

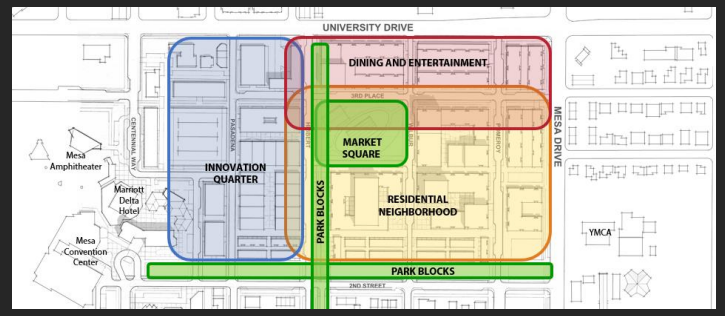
MEDIUM INTENSITY

MARKET TREND



MEDIUM-HIGH INTENSITY

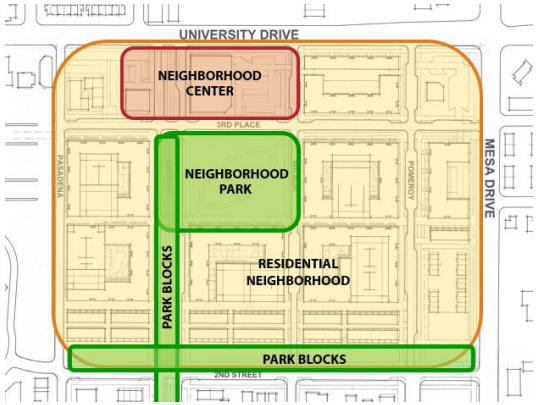
MARKET ENHANCED

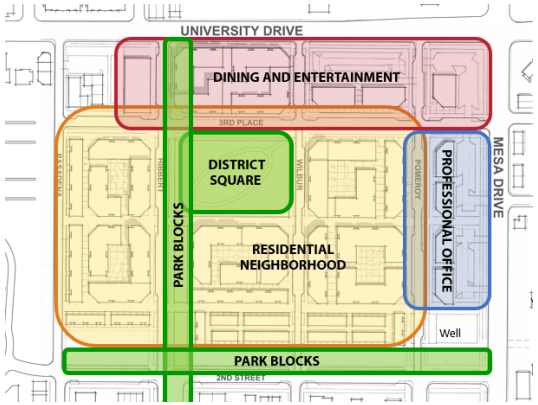


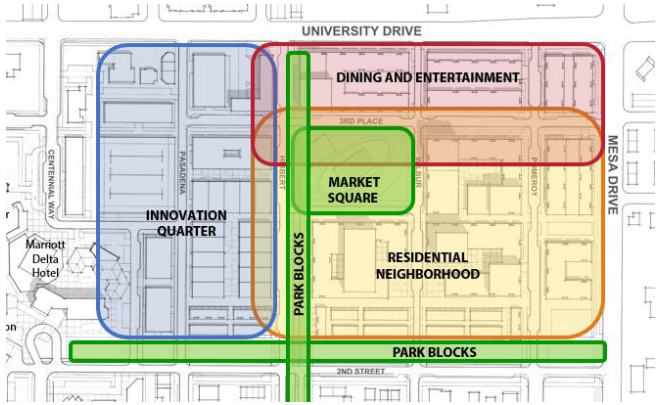
HIGH INTENSITY

MARKET INDUCED

COMMUNITY EVALUATION







RESPONSE	MEDIUM MARKET TREND	MEDIUM-HIGH MARKET ENHANCED	HIGH MARKET INDUCED
GOOD	19	64	55
FAIR	44	52	35
POOR	51	10	38

MEDIUM | MEDIUM-HIGH | HIGH

REFINE & ASSESS CONCEPTS

SCOPE

SIX MONTH TIMELINE

	OCT	NOV	DEC	JAN	FEB	MAR
CONCEPTUAL MASTER PLAN	COLLECT DATA		DEVELOP 3 CONCEPTS		REFINE AND ASSESS CONCEPTS	
Background Data Analysis	Existing Conditions					
Market Assessment	Market Demand			Feasibility Assessment		
Land Use, Circulation, & Open Space			Range of Concepts		Refined Concepts	Recommend
Technical Review				Technical Assessment		
PUBLIC ENGAGEMENT	ISSUES & CONCERNS		EVALUATE CONCEPTS		EVALUATE REFINEMENTS	
Kick-Off Meeting with City Team	●					
Steering Committee		●		●		●
Stakeholder Sessions		●		●		
Community Workshops		1		2		
City Council Presentations				●		●

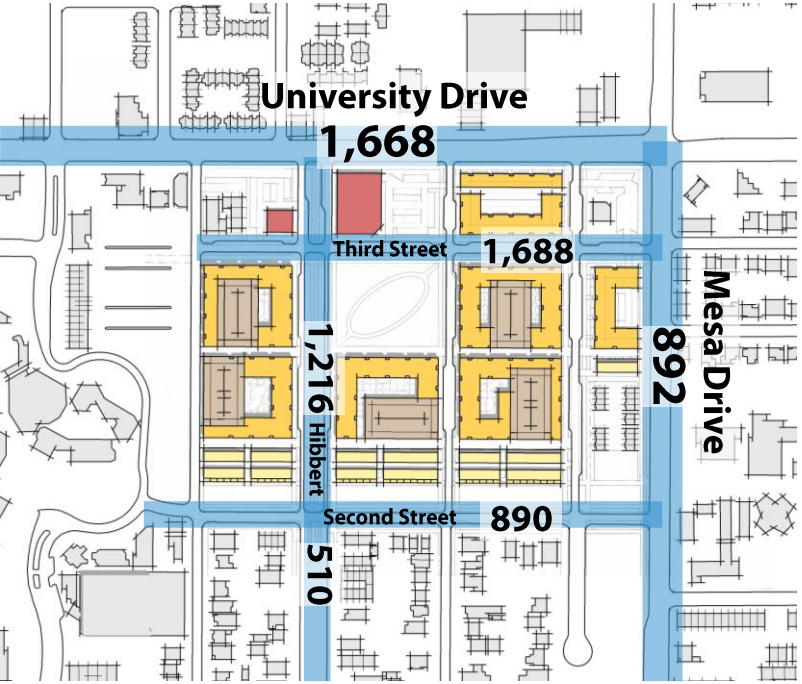
March 20-21

MEDIUM | MEDIUM-HIGH | HIGH

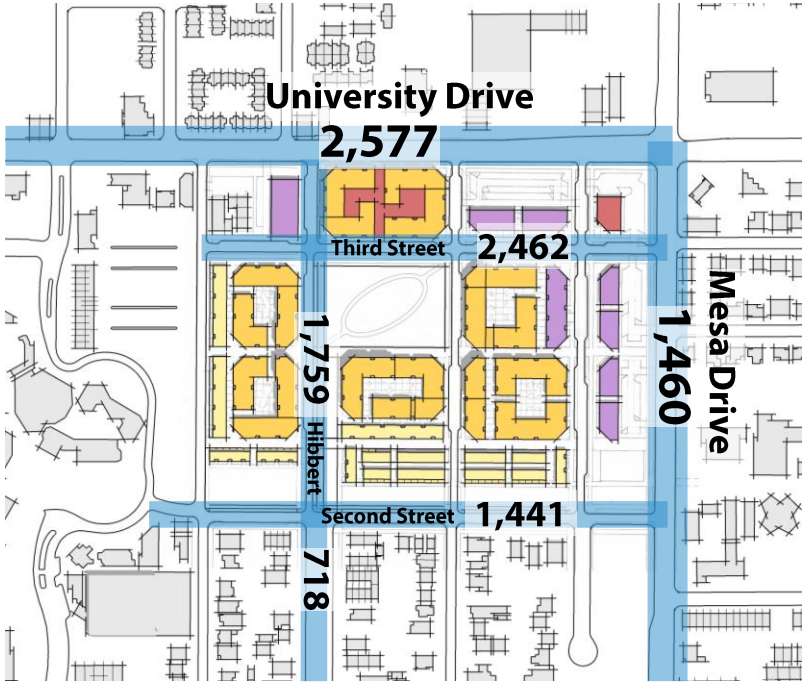
TRAFFIC ASSESSMENT

SITE GENERATED TRAFFIC

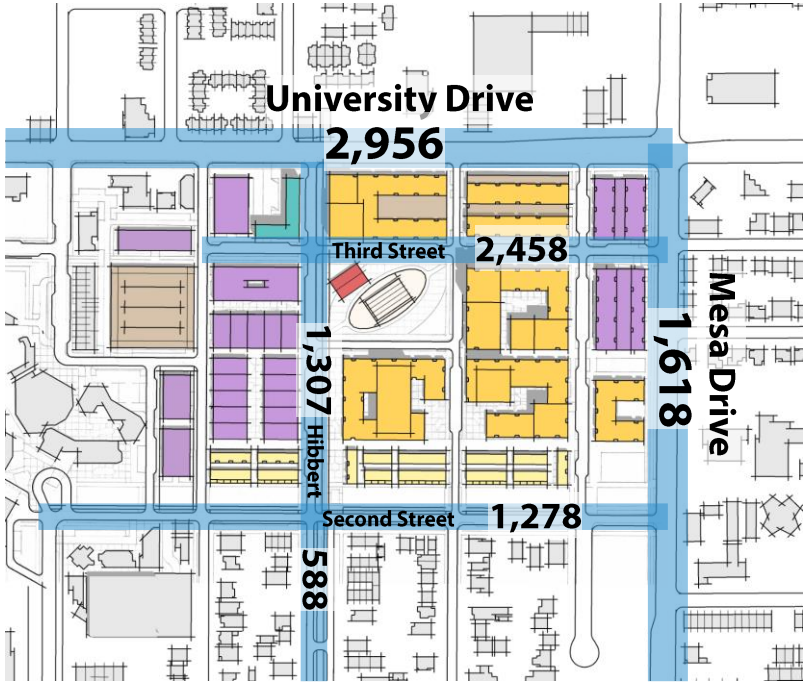
TRAFFIC ASSESSMENT



MEDIUM | MARKET TREND



MEDIUM-HIGH | MARKET ENHANCED



HIGH | MARKET INDUCED

MEDIUM | MEDIUM-HIGH | HIGH

FEASIBILITY ANALYSIS

Market Demand Findings: We recommend near-term focus on residential densification, with longer-term growth of complementary commercial uses.

	Multifamily	Retail	Office	Hotel
NEAR TERM	• **Critical** to downtown • **Large pipeline** brings near-term competition • Initial Focus: **More feasible, less costly typologies**	• Potential for **grocery store** following pending development • **Temporary/mobile amenities**, including food trucks	• 1M SF of **aging building stock** • **Weakest rents** but **low vacancy** • Modest momentum for **innovation uses**	• Relative **market weakness** • **One planned project** on prime downtown site
LONG TERM	• Future potential for **denser, more expensive typologies**	• Future residential growth could support **new restaurants** and **convenience retail**	• Future potential for **some new construction**, especially with ASU tie-in	• Success of planned Found(RE) project would **encourage additional development**

Overall **feasibility is negative for two of three scenarios** with structured parking, before accounting for infrastructure and site costs.

Residual Land Value PSF by Use + Parking

Rental Housing	**$5**
For-Sale Housing	**($5)**
Retail	**($80)**
Office	**($120)**
Hotel	**($125)**

Residential Share of Scenario NSF

98%
Medium Scenario

93%
Medium-High Scenario

83%
High Scenario

Residual Land Value

$5.0 M
Medium Scenario

($2.3 M)
Medium-High Scenario

($23.4 M)
High Scenario

Horizontal costs increase for higher density, more mixed-use scenarios, and **will likely require funding** from multiple sources.

Horizonal Costs

Infrastructure Costs

($14.1 M)
Medium Scenario

($19.8 M)
Medium-High Scenario

($29.4 M)
High Scenario

Plus Land Acquisition Costs

Potential Funding Sources

Revenues from Development

Discounted Land Acquisition Costs

Public Infrastructure Funding

Overall project revenues would need to **increase by 5% to 20%** to **fund required infrastructure** without outside funding sources.

Funding Gap Before Public Investment

($9.1 M)
Medium Scenario

($22.1 M)
Medium-High Scenario

($52.8 M)
High Scenario

Before Site Acquisition Costs

Revenue Growth Required Absent Public Investment

+5%
Medium Scenario

+10%
Medium-High Scenario

+20%
High Scenario

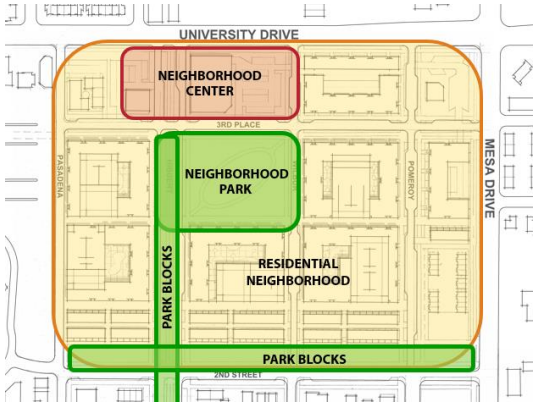
Findings and Recommendations

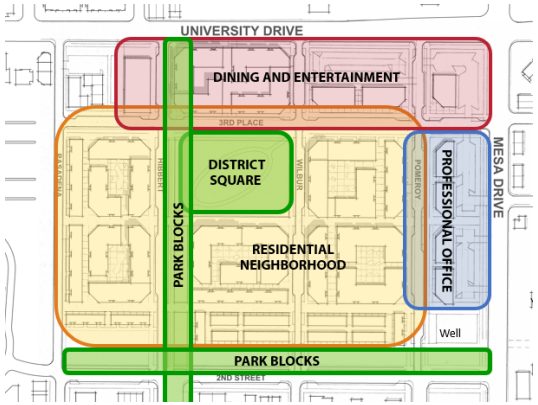
1. **Mesa's market is in flux**, with pending public, private and institutional investments catalyzing fundamental market shifts in favor of growth.
2. **Housing** is and will continue to be the **most feasible use** and should be used to anchor the development. Commercial uses become more feasible in future phases.
3. **Interim retail activation strategies** such as pop-up retail, food trucks, etc. can provide amenities at minimal cost during the first stage of development.
4. **Outside funding** will be required to cover a share of infrastructure, parking, and amenity costs, particularly in initial phases.

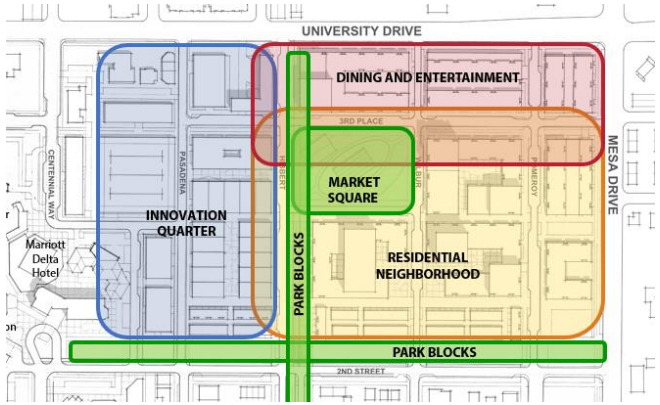
RECOMMENDATION

HYBRID CONCEPT

COMMUNITY EVALUATION







RESPONSE	MEDIUM MARKET TREND	MEDIUM-HIGH MARKET ENHANCED	HIGH MARKET INDUCED
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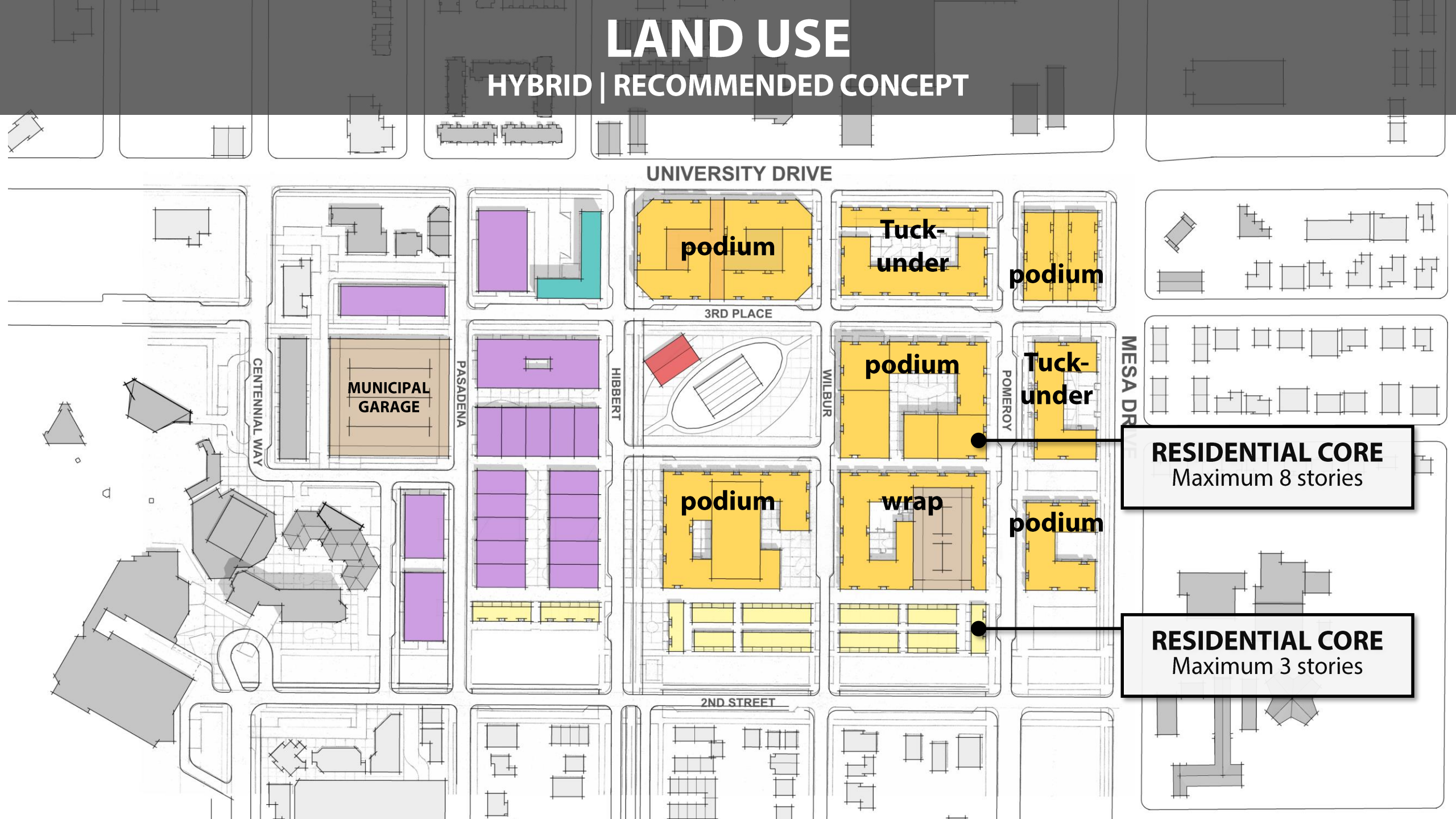
LAND USE

HYBRID | RECOMMENDED CONCEPT



LAND USE

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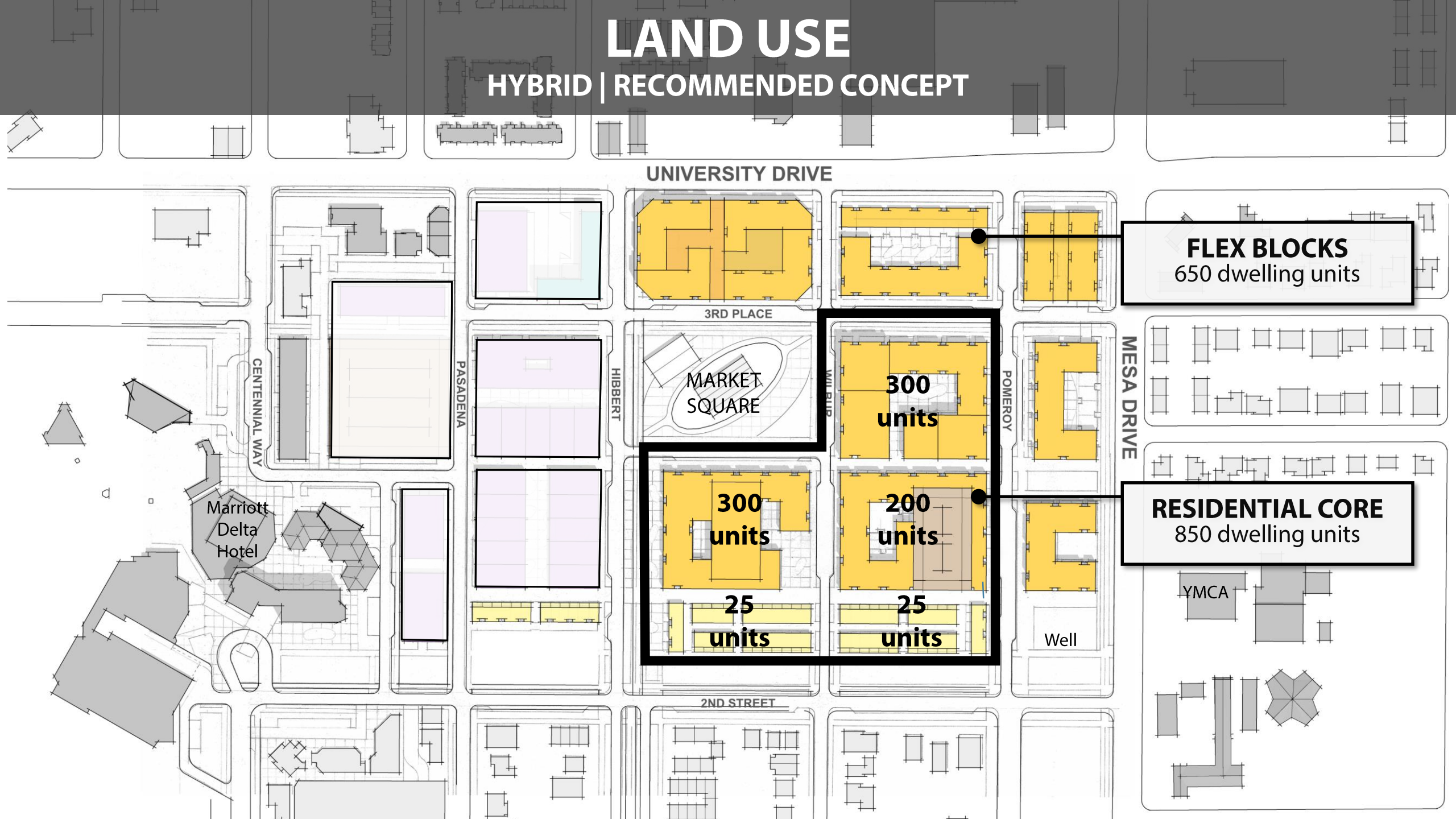
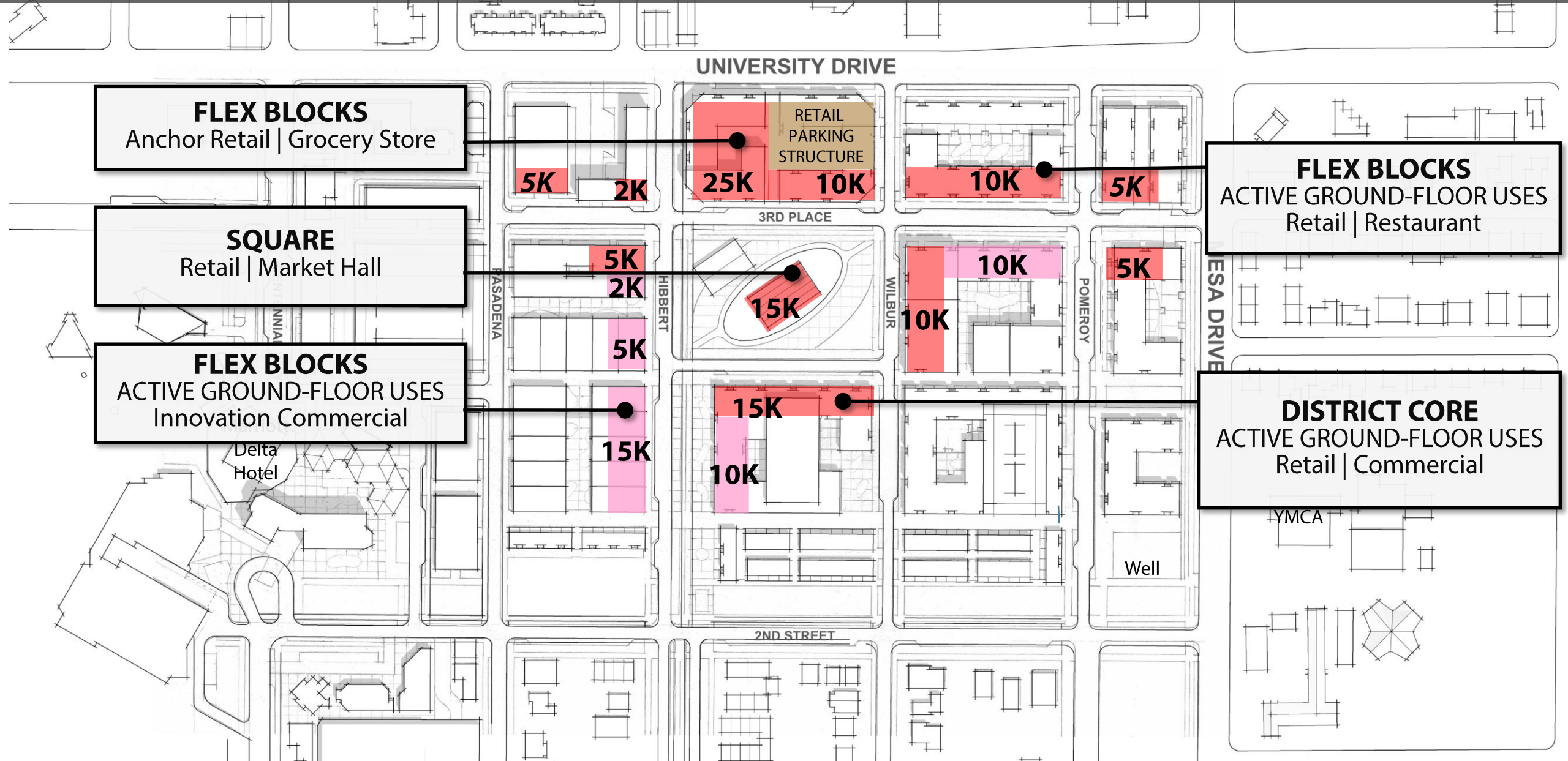


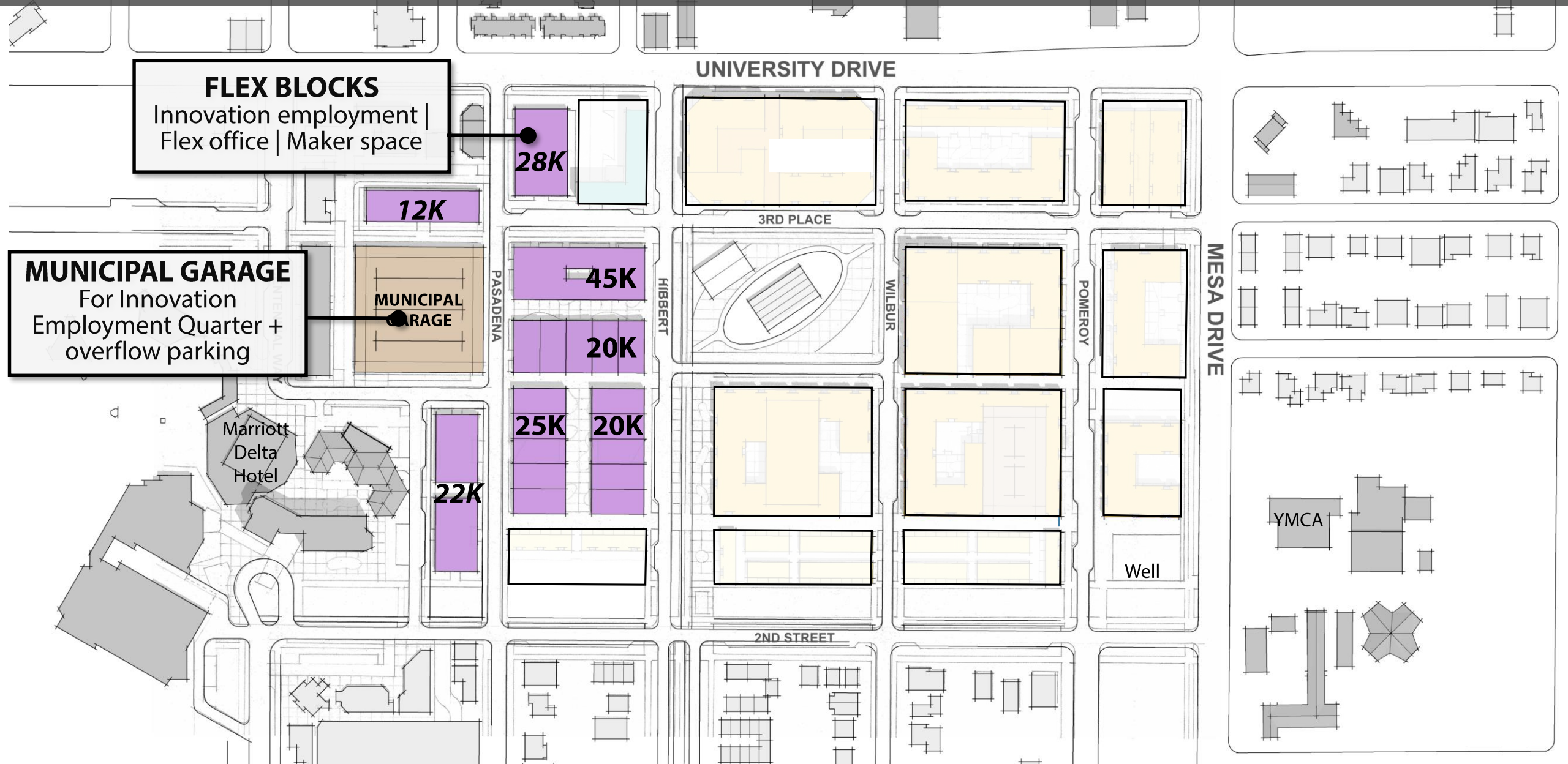
LAND USE

HYBRID | RECOMMENDED CONCEPT



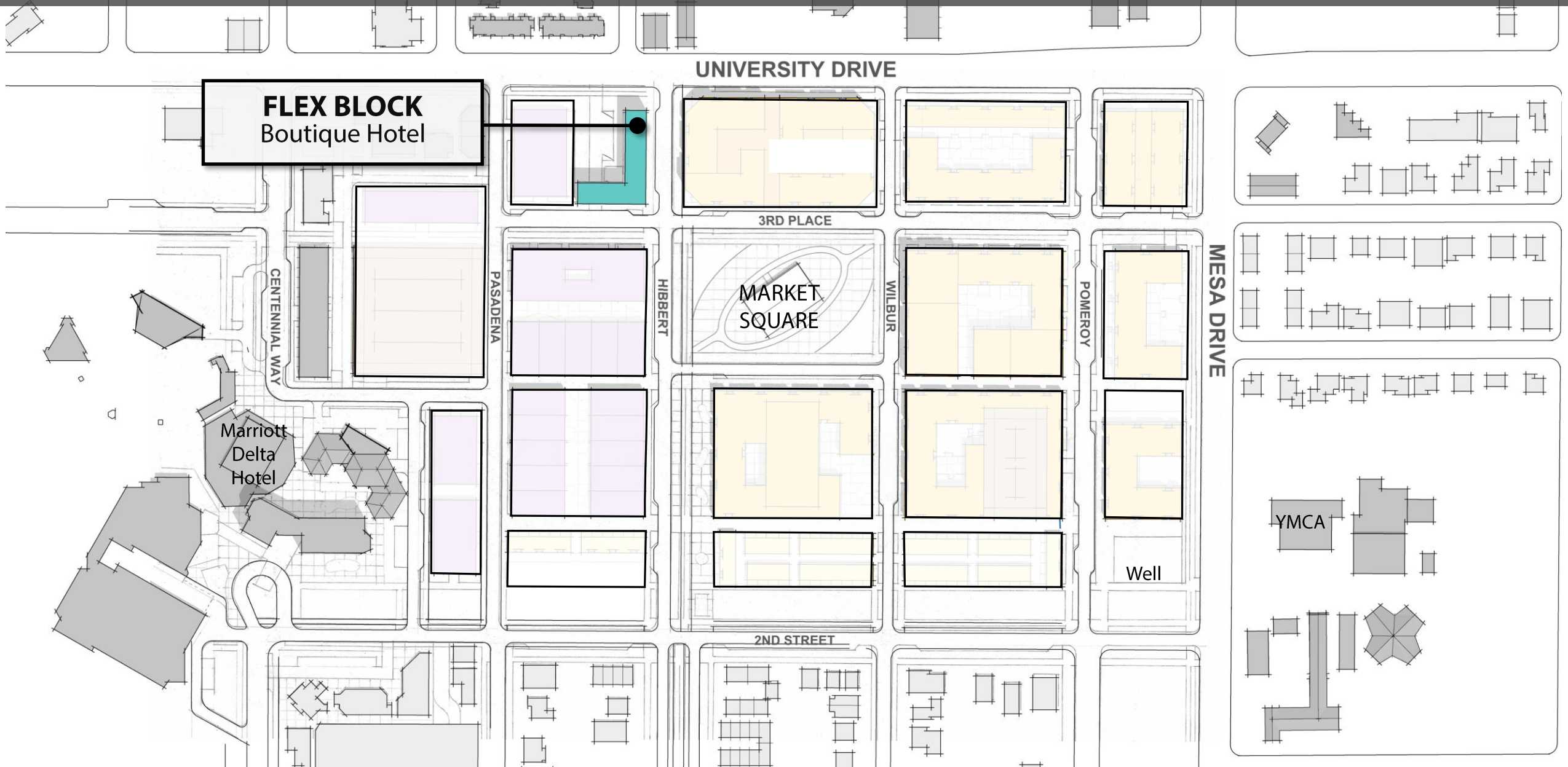
LAND USE

HYBRID | RECOMMENDED CONCEPT



LAND USE

HYBRID | RECOMMENDED CONCEPT



LAND USE

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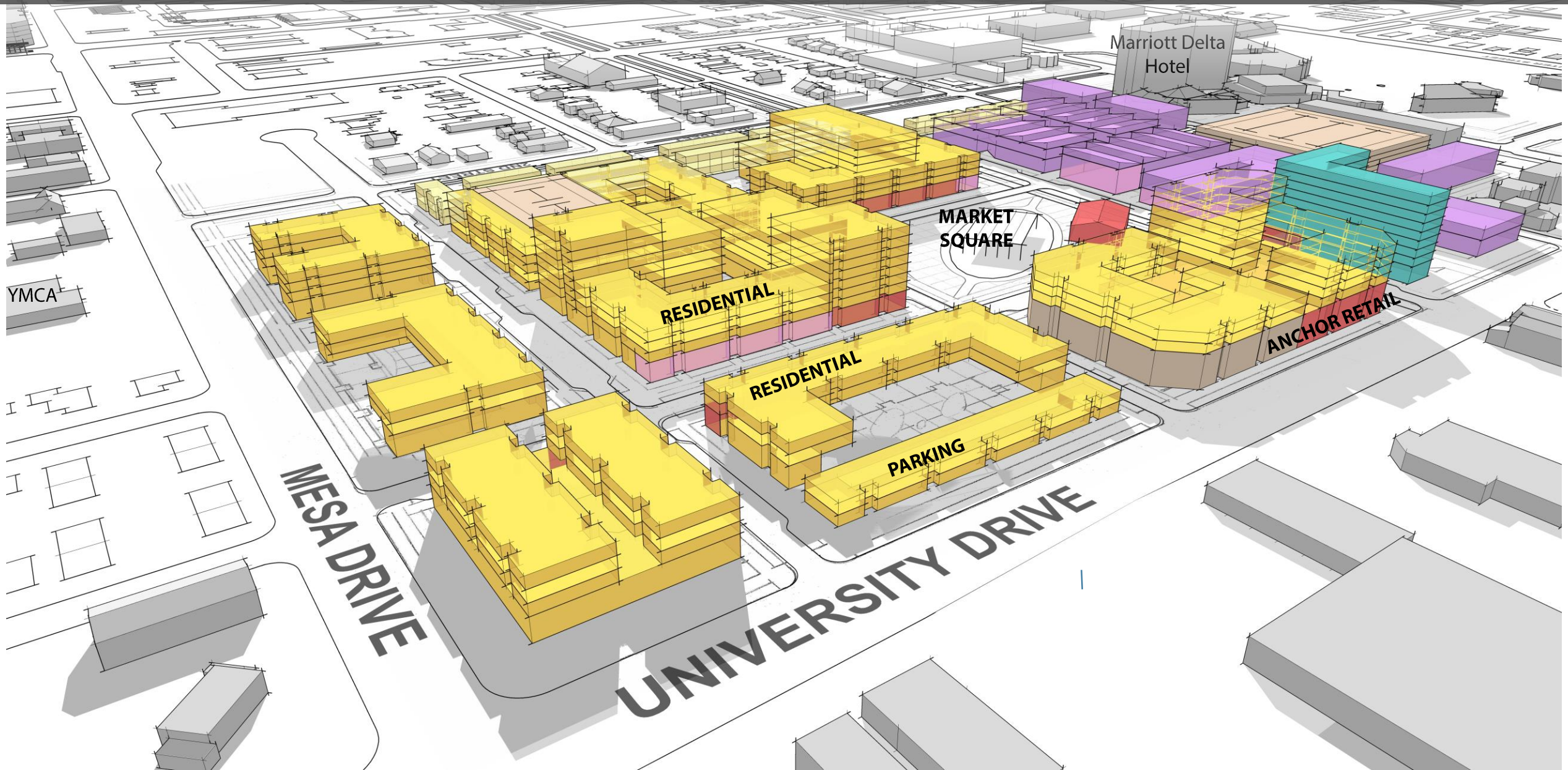
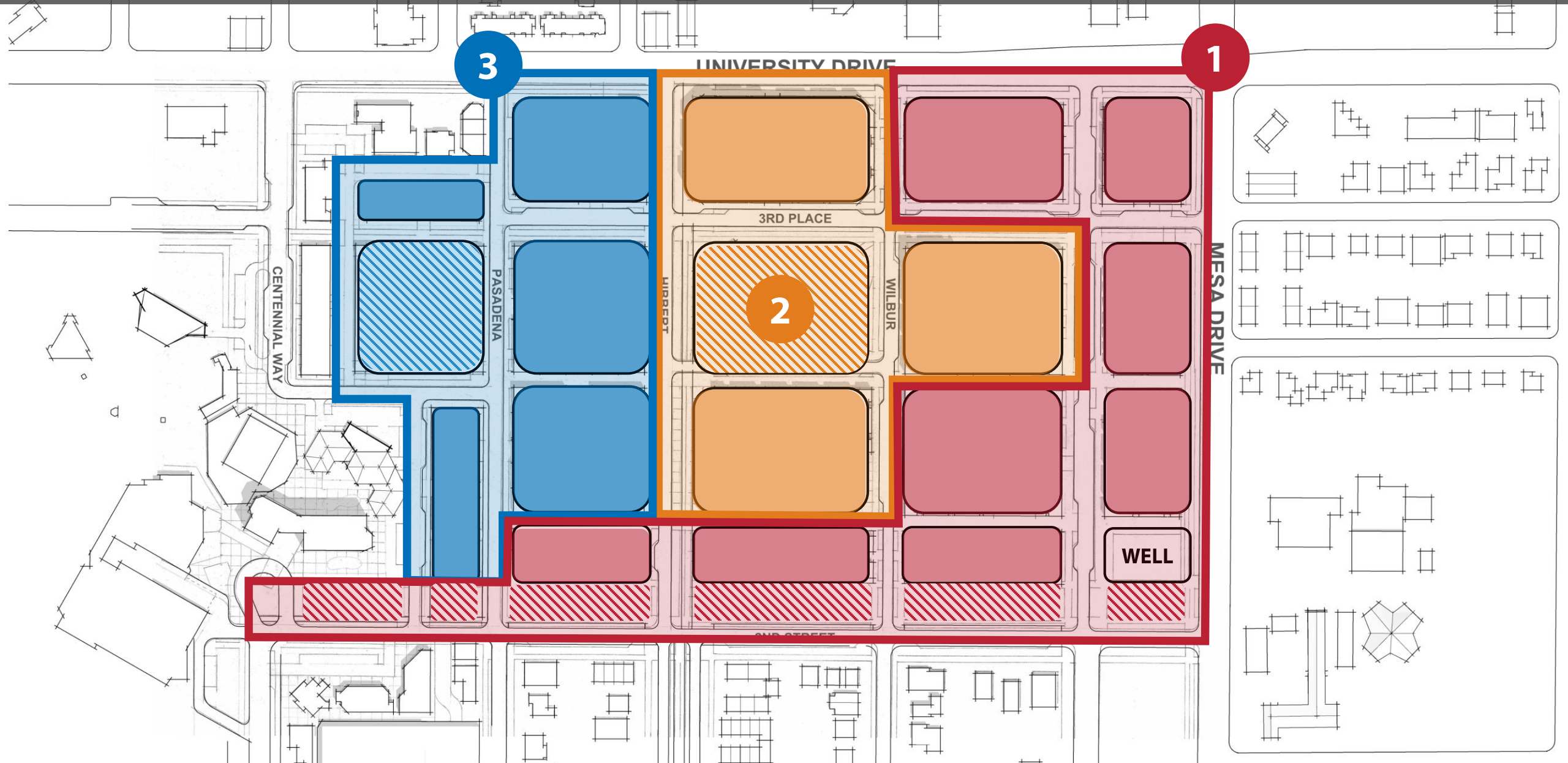


LAND USE

HYBRID | RECOMMENDED CONCEPT

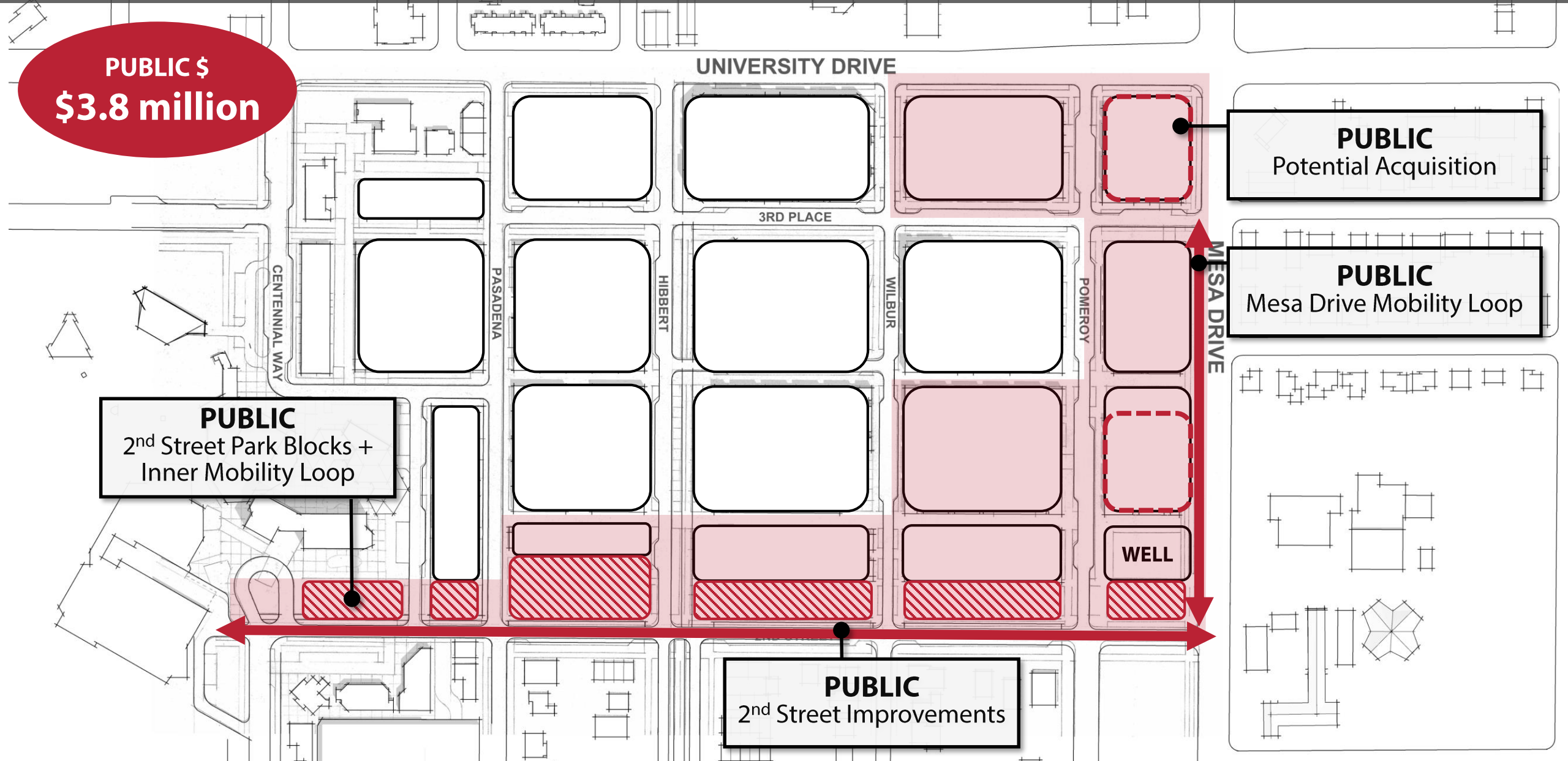
SEQUENCING

INFRASTRUCTURE & DEVELOPMENT PROJECTS



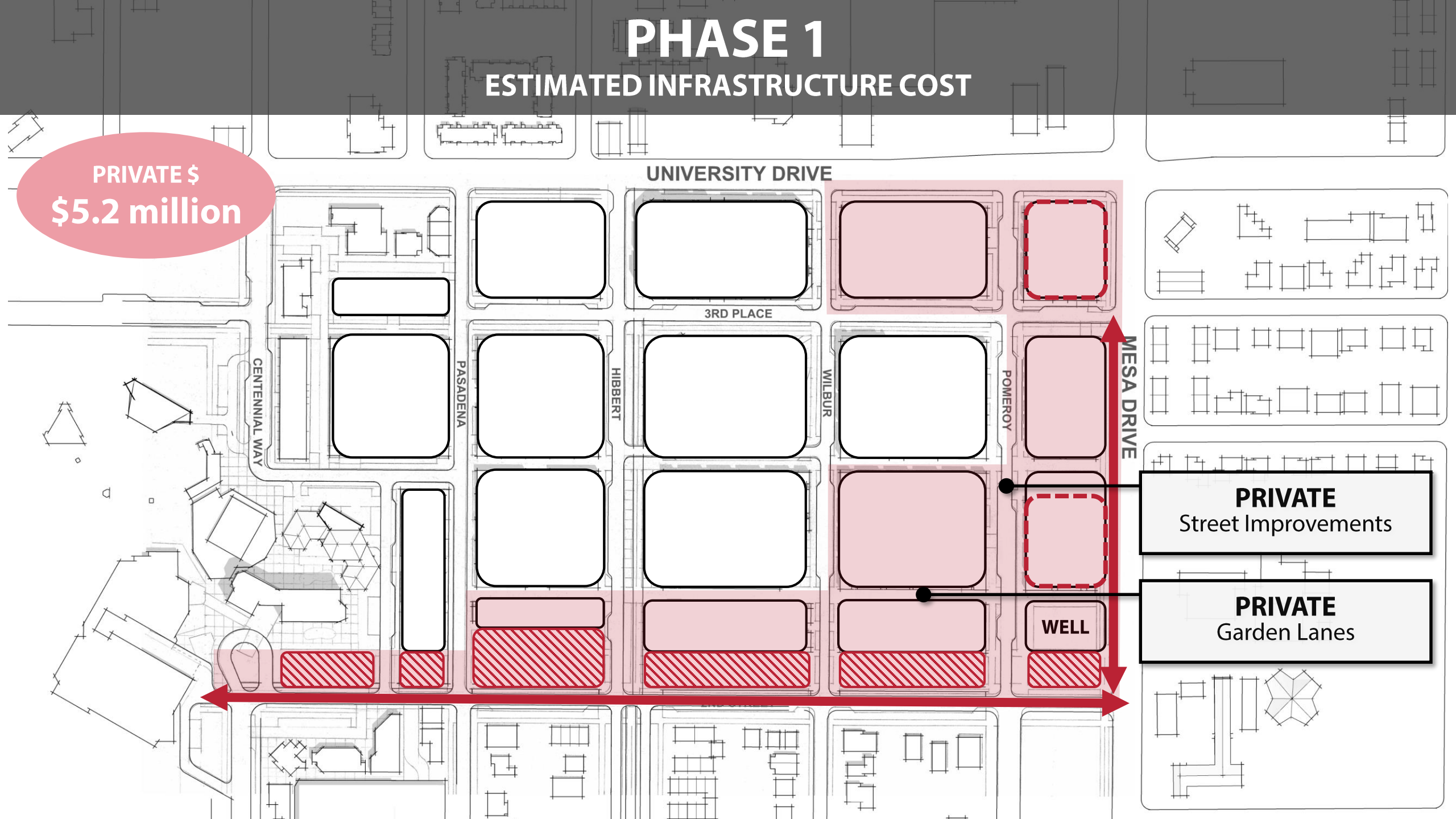
PHASE 1

ESTIMATED INFRASTRUCTURE COST



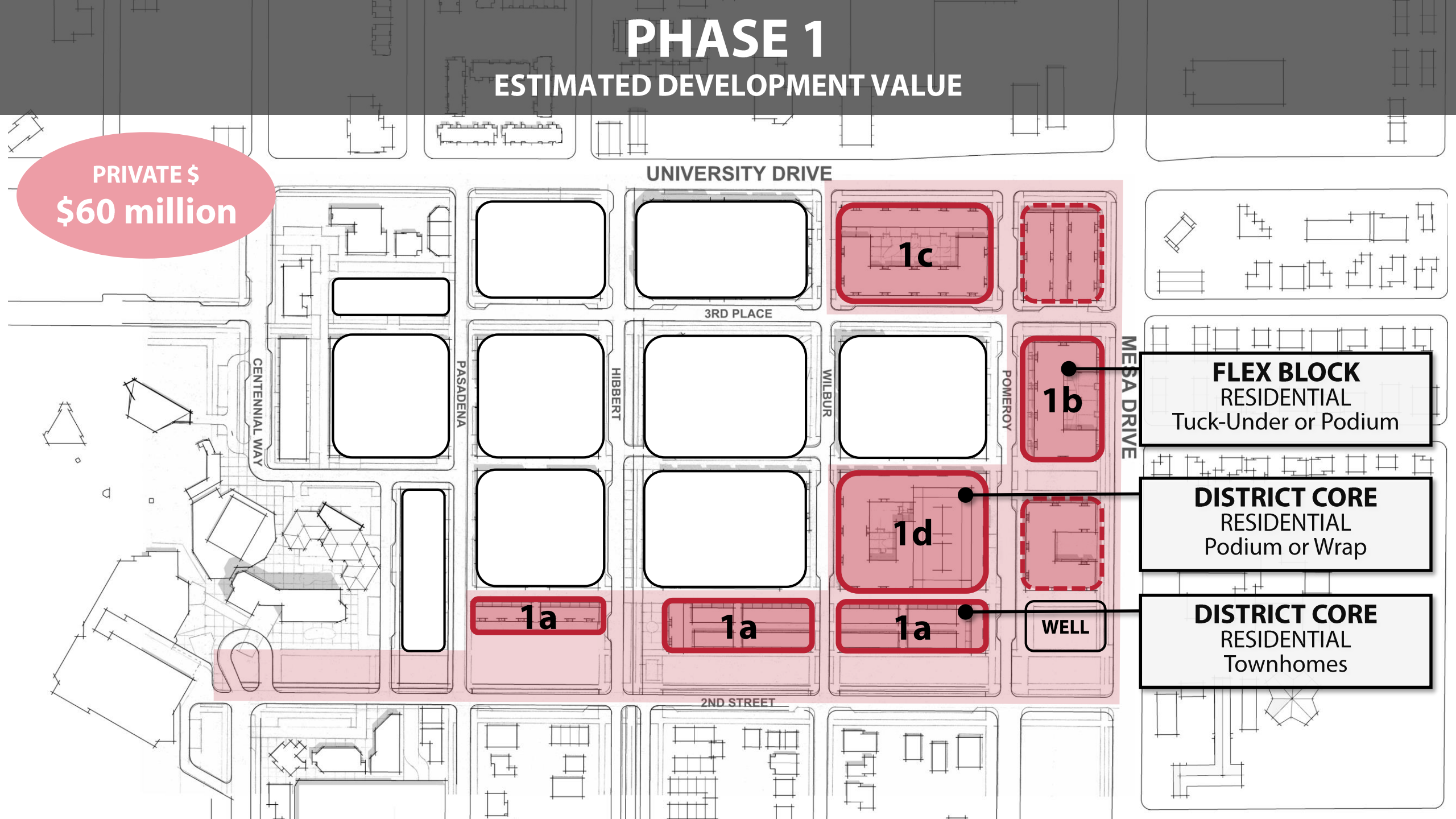
PHASE 1

ESTIMATED INFRASTRUCTURE COST



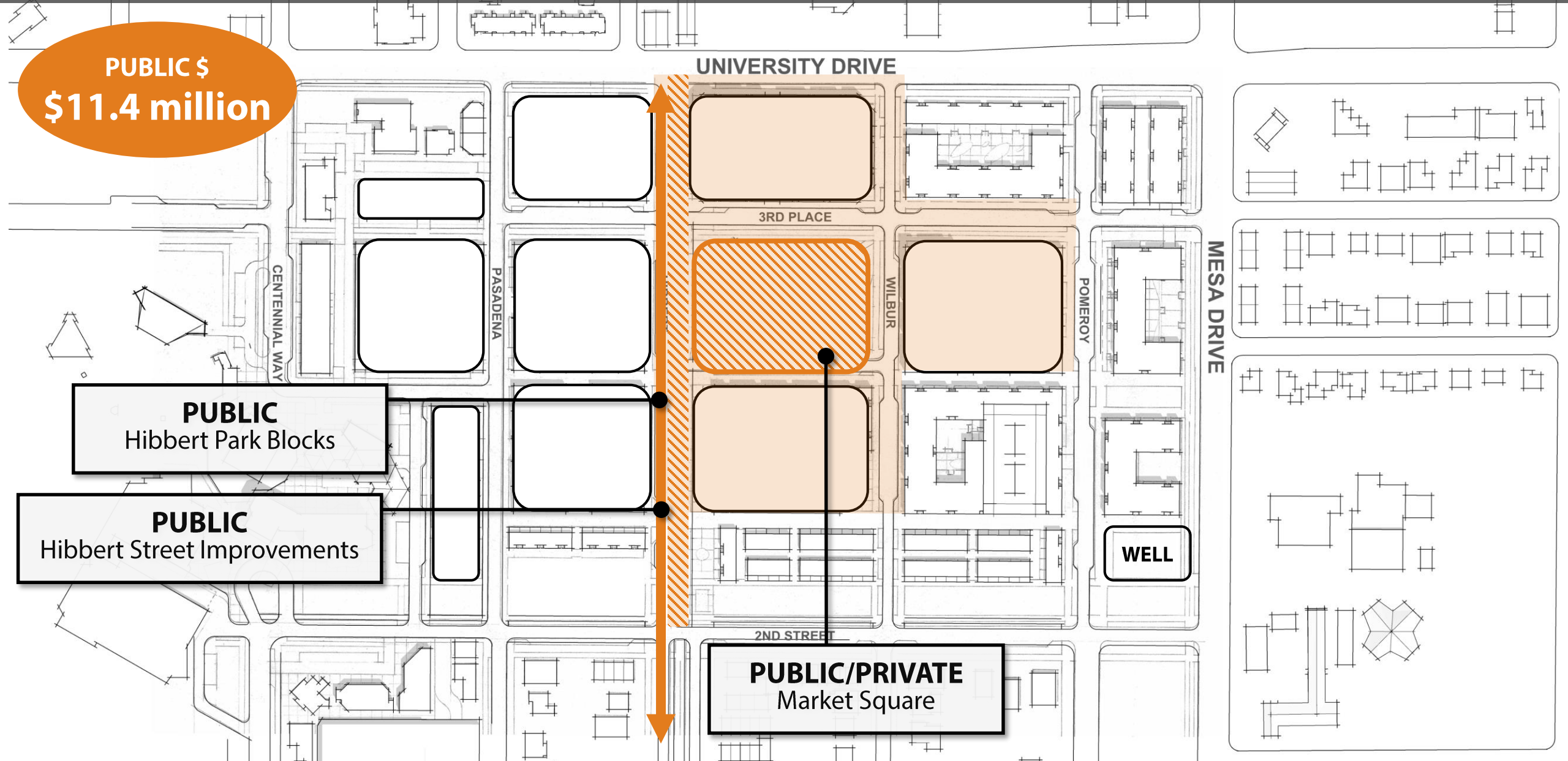
PHASE 1

ESTIMATED DEVELOPMENT VALUE



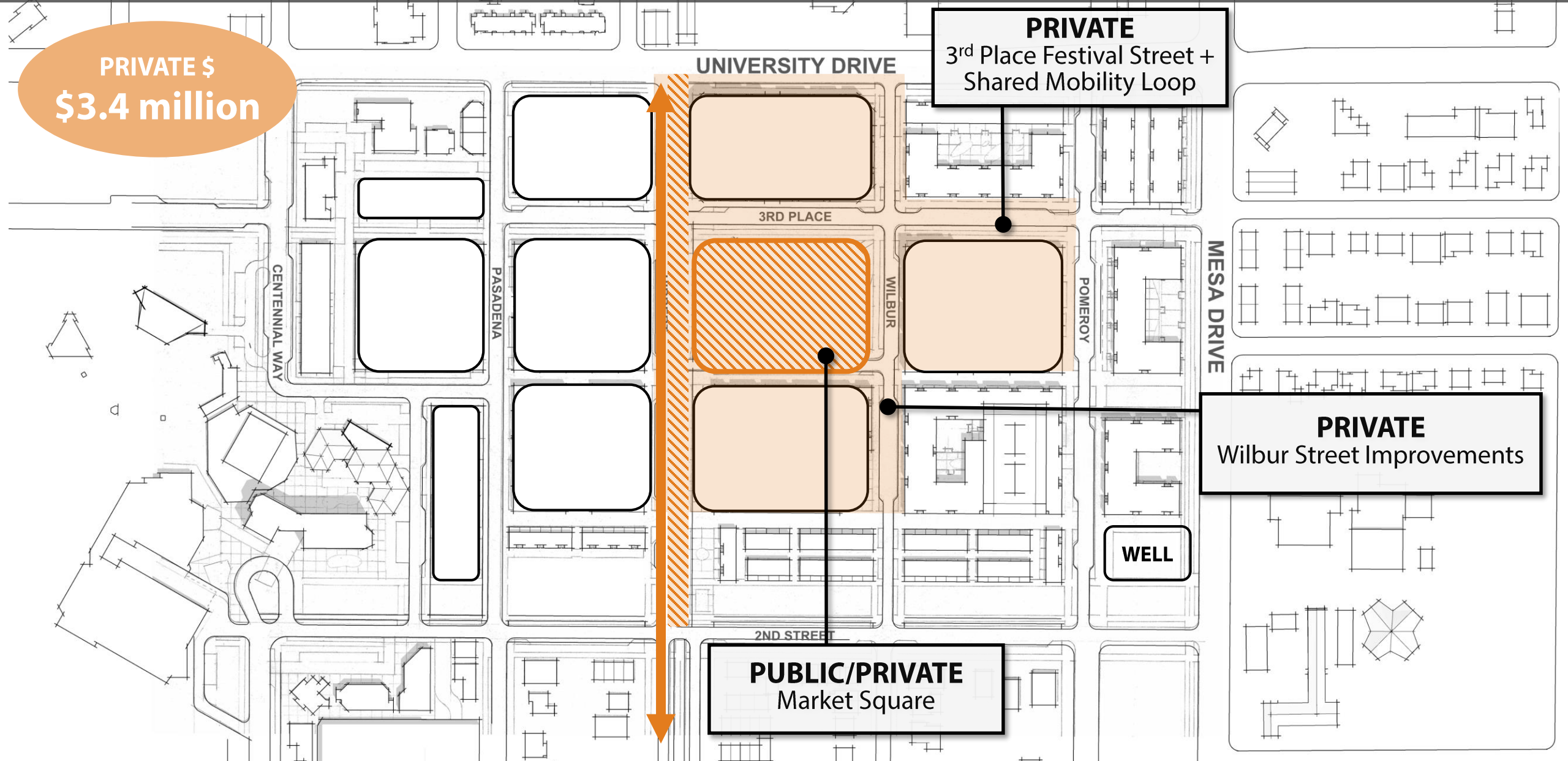
PHASE 2

ESTIMATED INFRASTRUCTURE COST



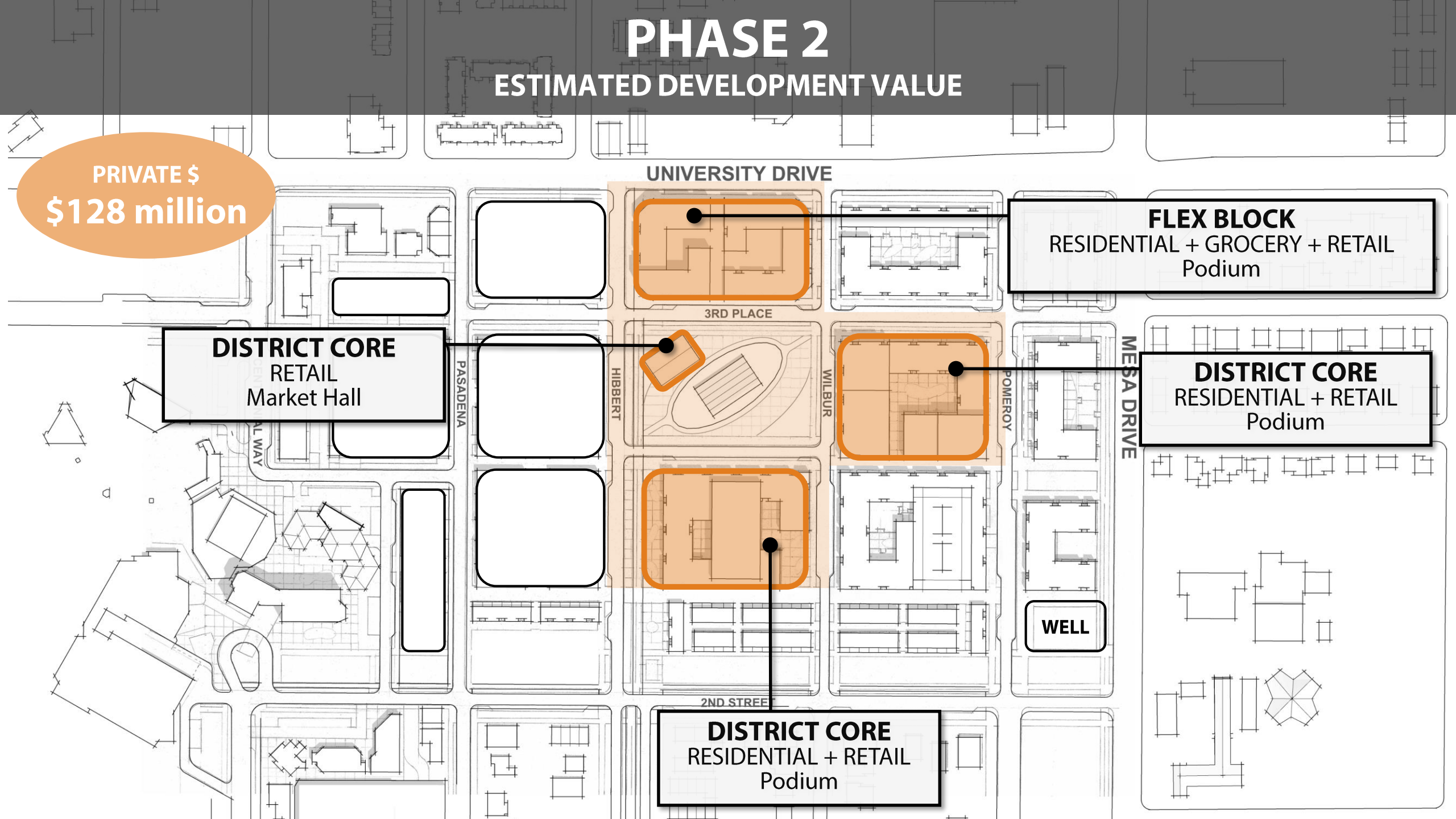
PHASE 2

ESTIMATED INFRASTRUCTURE COST



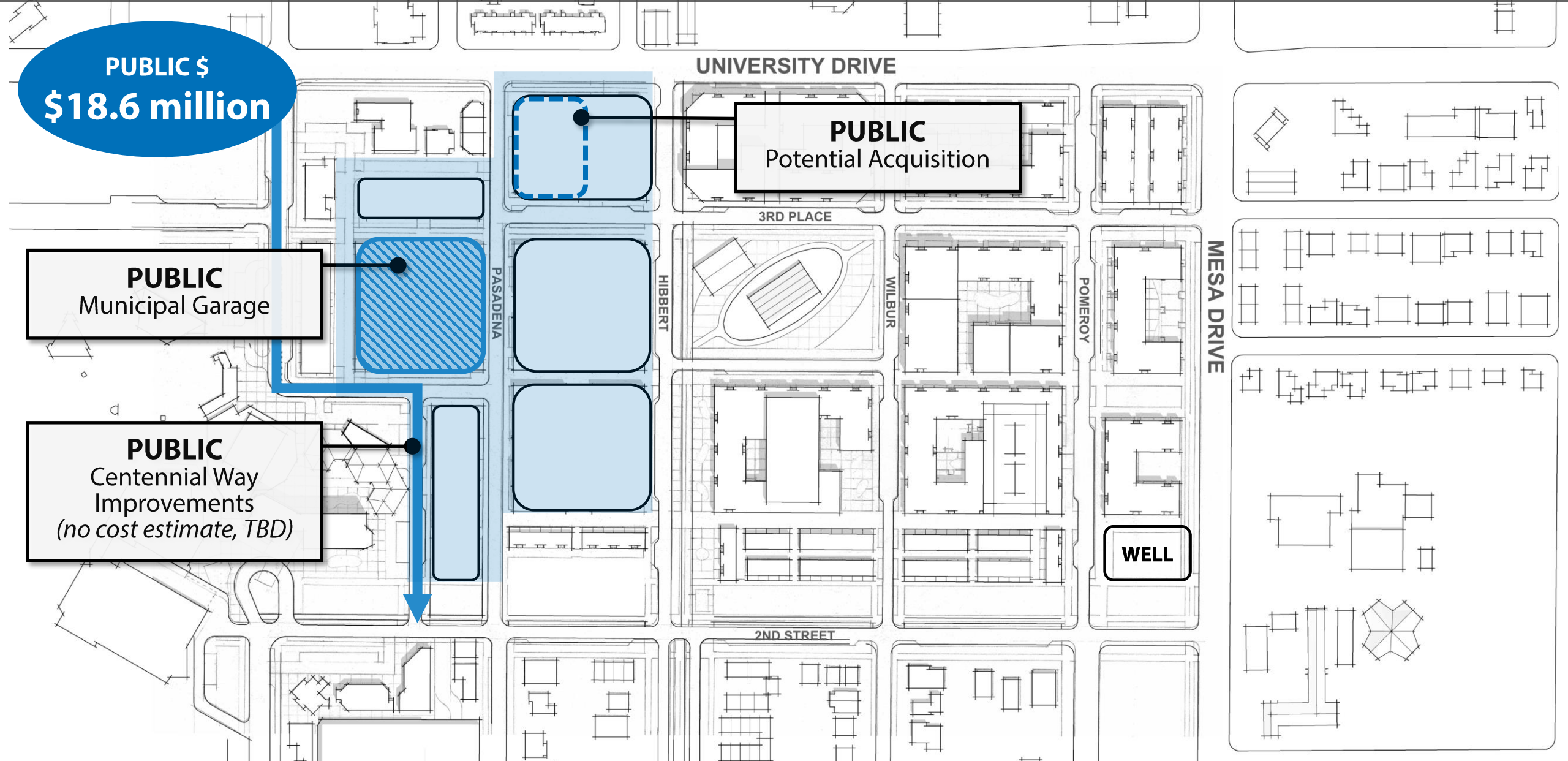
PHASE 2

ESTIMATED DEVELOPMENT VALUE



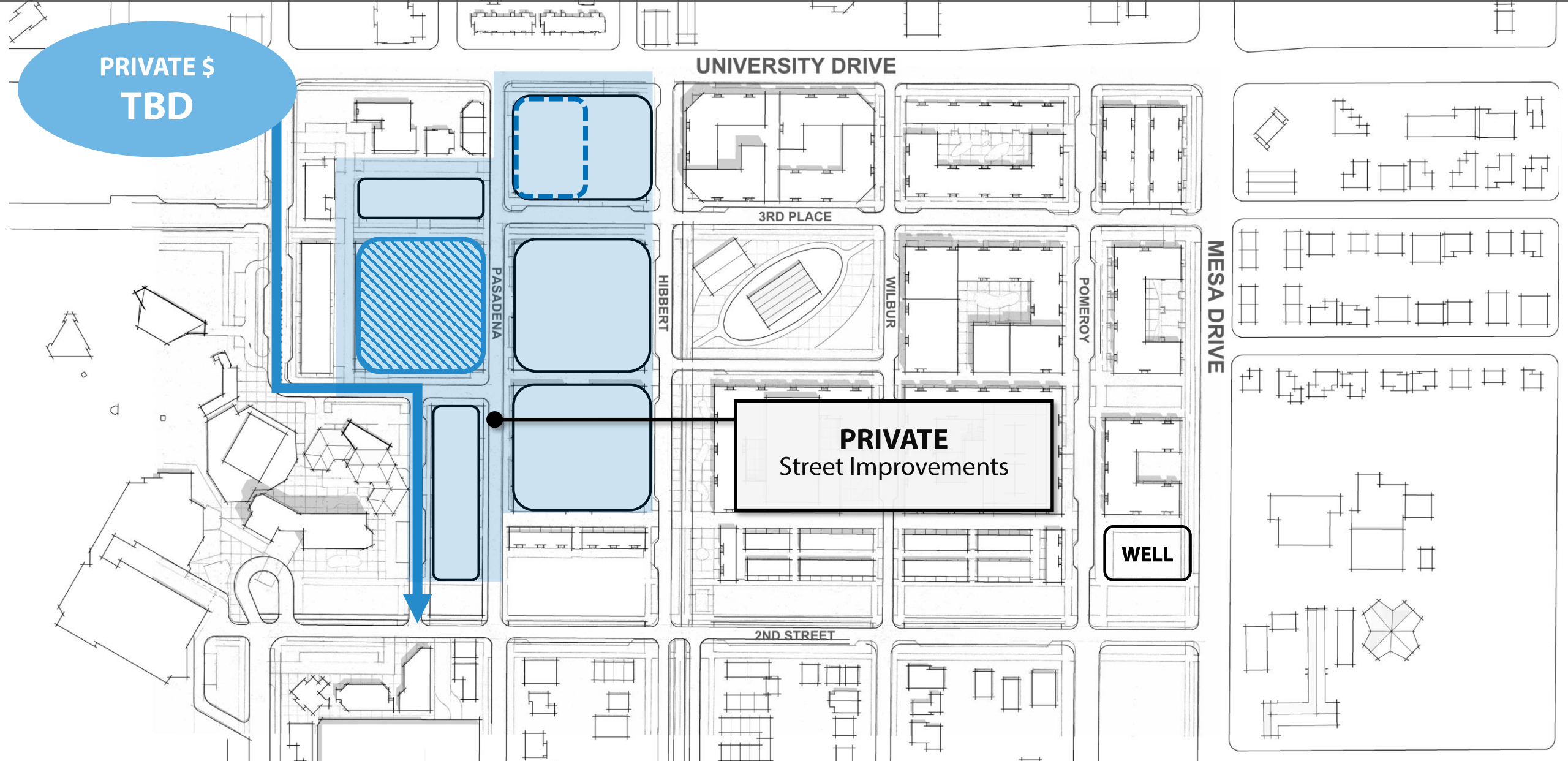
PHASE 3

ESTIMATED INFRASTRUCTURE COST



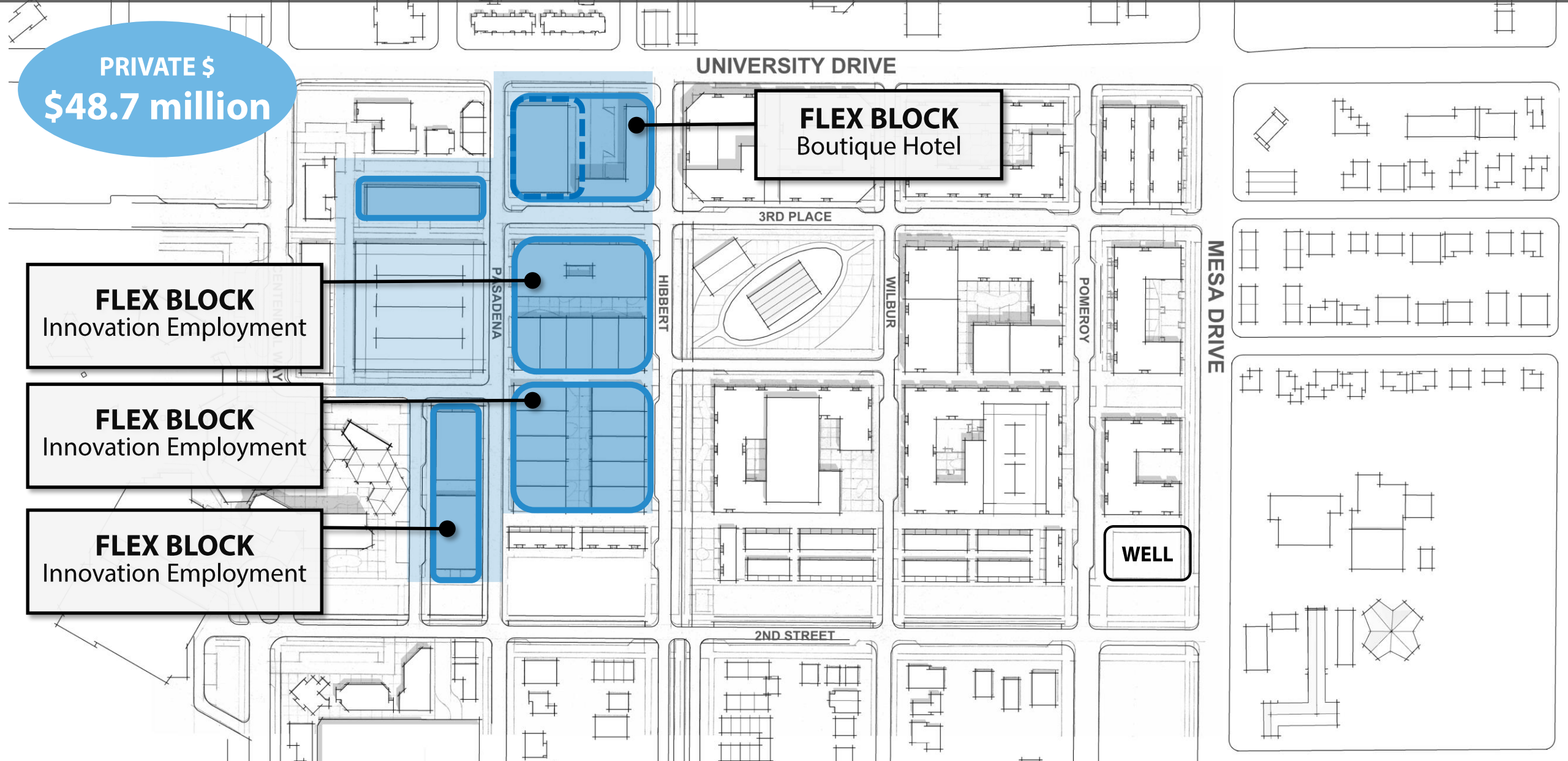
PHASE 3

ESTIMATED INFRASTRUCTURE COST



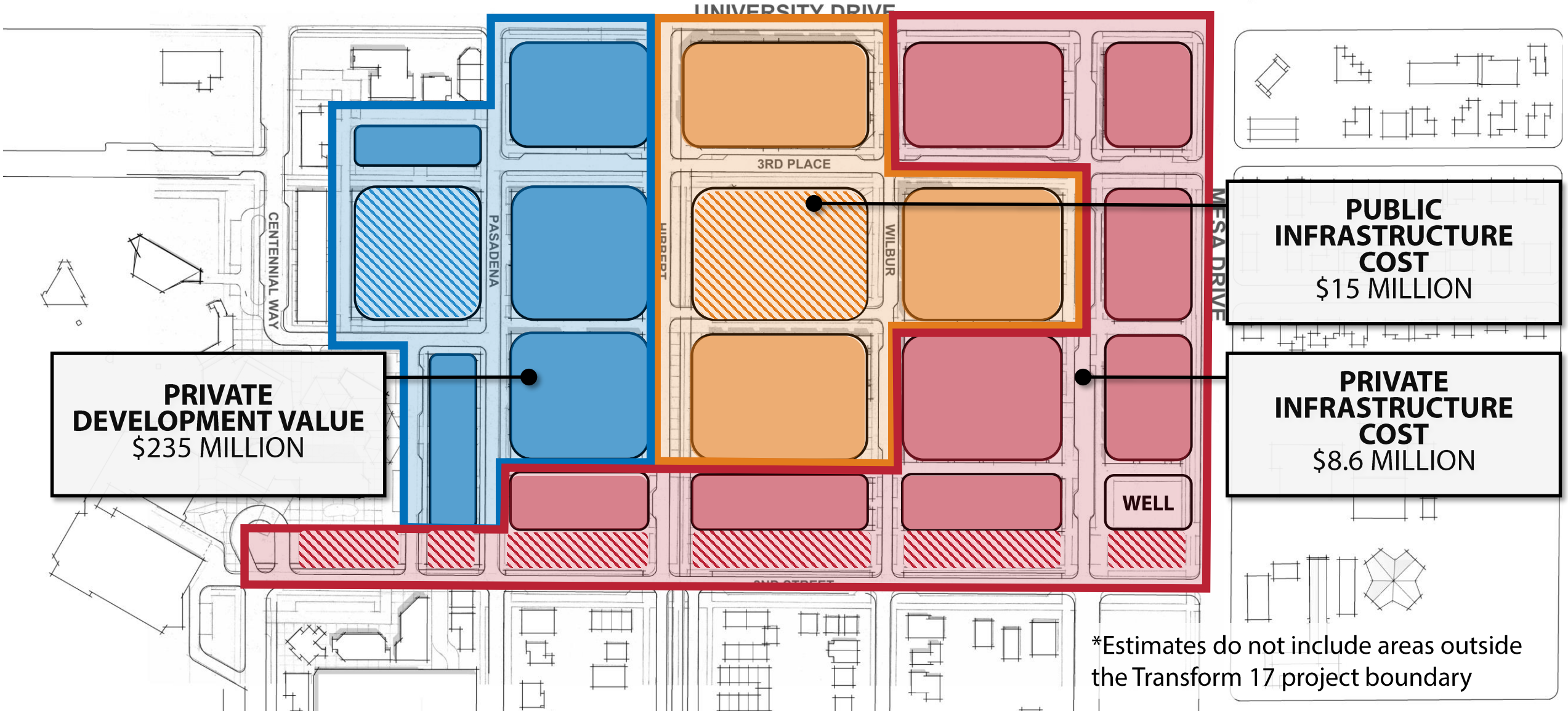
PHASE 3

ESTIMATED DEVELOPMENT VALUE



SUMMARY*

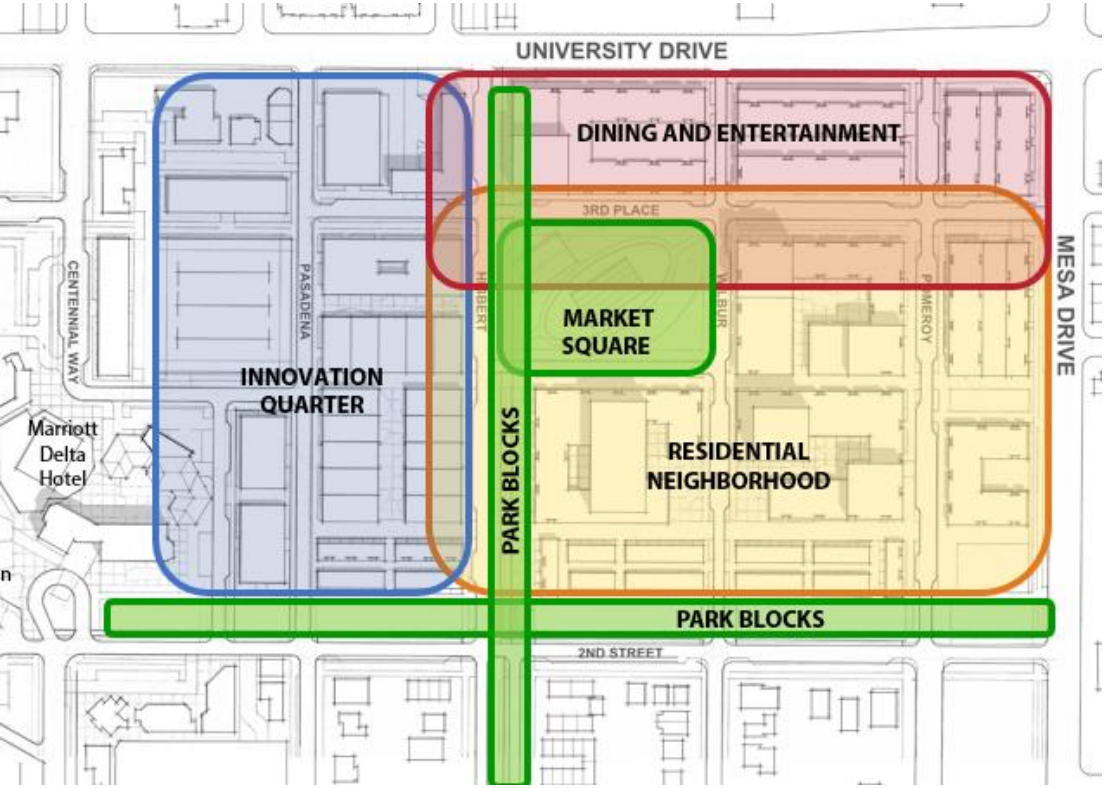
ESTIMATED INFRASTRUCTURE COST & DEVELOPMENT VALUE



*Estimates do not include areas outside the Transform 17 project boundary

LAND USE

HYBRID | RECOMMENDED CONCEPT



DEVELOPMENT SUMMARY

LAND USE	SITE AREA (acres)	MAX. HEIGHT (stories)	DWELLING UNITS/ ROOMS	FLOOR AREA (square feet)
RESIDENTIAL	**11.0**	**8**	**1500**	**—**
RETAIL | DINING	**—**	**—**	**—**	**107,000**
EMPLOYMENT	**5.7**	**—**	**—**	**172,000**
HOTEL	**0.6**	**—**	**100**	**—**
COMMERCIAL	**—**	**—**	**—**	**42,000**
PARKS/SQUARE	**4.7**	**—**	**—**	**—**

MUNICIPAL GARAGE **930 spaces**

DISCUSSION
& DIRECTION ON PREFERRED CONCEPT

NEXT STEPS

NEXT STEPS

- Create RFP for first phase of development
- Establish cost estimate for public infrastructure improvements for future CIP considerations