

# Redevelopment Strategy

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# MESA'S REDEVELOPMENT TEAM

- **Create momentum for redevelopment opportunities**
- **Proactively identify and engage target properties**
- **Assist applicants through the development review process**

## WHY REDEVELOPMENT?

- **Limited land area remaining for greenfield development**
- **Less than 10% of Mesa is considered undeveloped**
- **Many buildings constructed prior to 1990 are near the end of their useful life**

## **BENEFITS OF REDEVELOPMENT**

- **Improves quality of life**
- **Leverages existing infrastructure**
- **Increases economic activity**
- **Supports diverse housing**
- **Supports City MCAP goals**
- **Optimizes highest and best use of land**
- **Creates momentum for further private reinvestment**



# Recent & Active **REDEVELOPMENT PROJECTS**

# SUCCESSFUL REDEVELOPMENT TOOLS



# Venture on Country Club



# OVIO



# Jalapeño Dragon Sonoran Sushi



Images Courtesy  
Jalapeno Dragon.com



# West Main Station Village Phase 2



*Before*



*Phase 1 Shown*

# The Pit Stop to Pedal Haus Brewery



*Before*



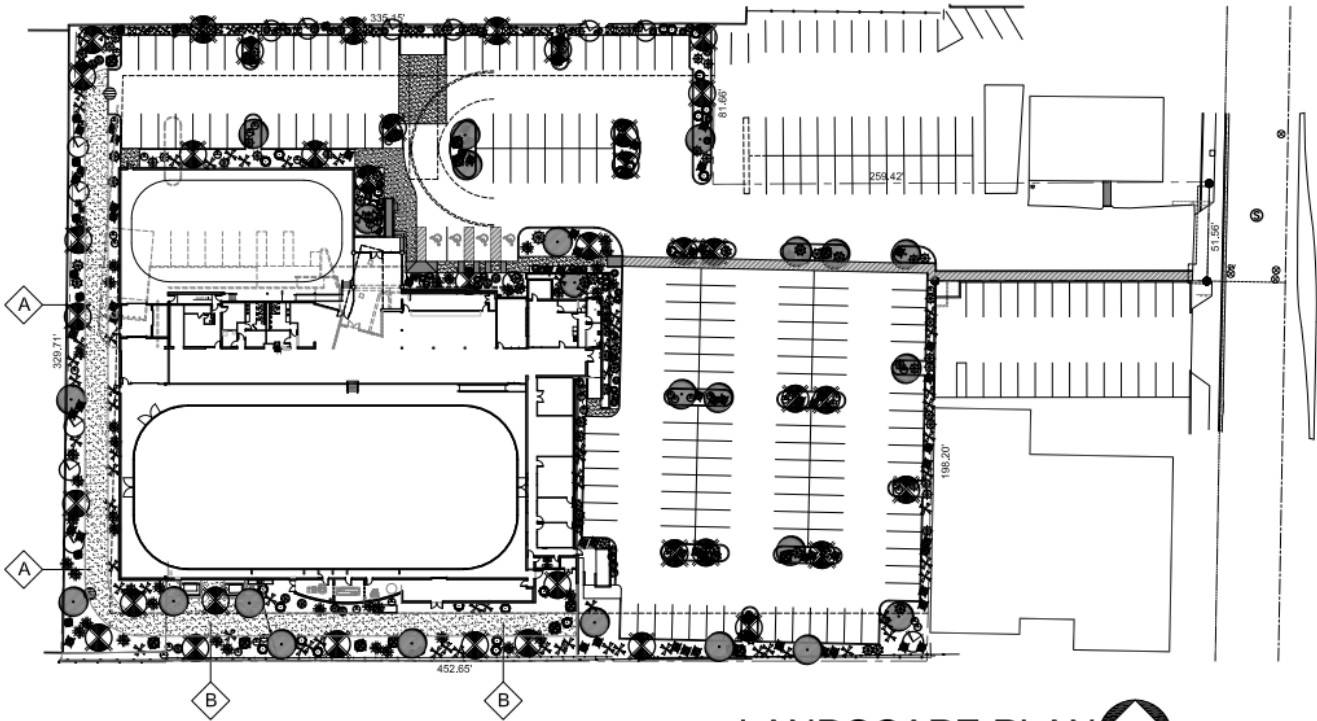
*After*

# Retail to Restaurant

## Gus's World Famous Fried Chicken



# Community Ice Center



LANDSCAPE PLAN  
SCALE: 1" = 30'  
NORTH



# 104 W. Main Retail Conversion to Outcast Donuts and Rebel Wine Lounge



# Chicanos Por La Causa Residences on Main



# The George At Superstition Springs

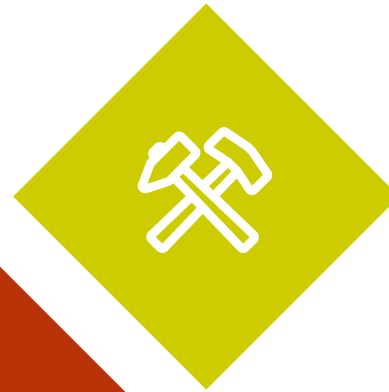
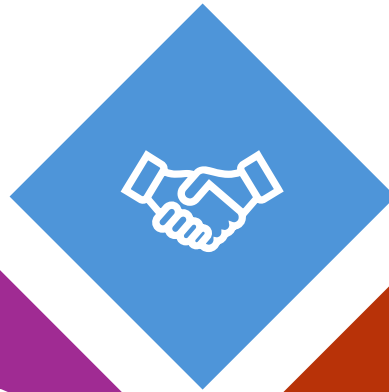


# REDEVELOPMENT FOCUS



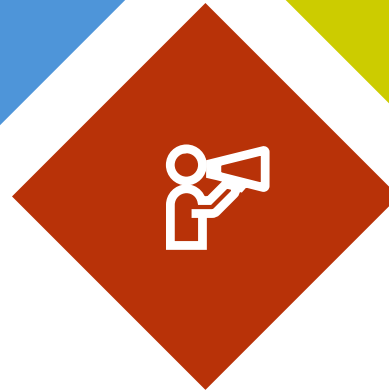
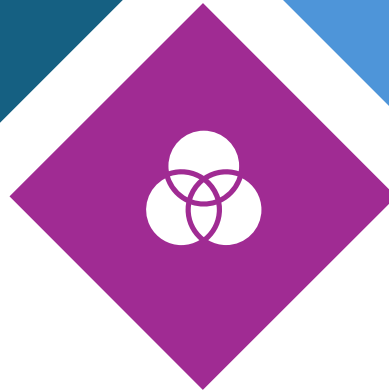
# REDEVELOPMENT STRATEGIES

SITE SELECTION CRITERIA



EXISTING TOOLS AND TECHNIQUES

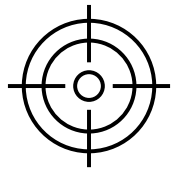
BEST USE ANALYSIS



MARKETING AND PROMOTION

COLLABORATION WITH PRIVATE PARTNERS

# REDEVELOPMENT FOCUS



**IDENTIFY  
PRIORITY  
AREAS**

**01**



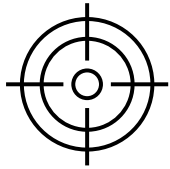
**APPLY  
SITE  
FEASIBILITY  
CRITERIA**

**02**



**DETERMINE  
HIGHEST  
AND BEST  
USE OF  
SITES**

**03**



## IDENTIFY PRIORITY AREAS

01

- Redevelopment Areas
- Regional Centers
  - Fiesta
  - Superstition Springs
- Proximity to activity centers
- Proximity to active redevelopment projects



**APPLY  
SITE  
FEASIBILITY  
CRITERIA**

02

- Willing Owner
- Land Value > Improvements
- Vacant or Relatively Vacant
- Utility Capacity  
(Especially Electric)
- Arterial Roads
- Traffic Counts/Transit  
Supported
- Other public Investments



**DETERMINE  
HIGHEST  
AND BEST  
USE OF  
SITES**

**03**

## **Consistent With City Goals**

- General Plan
- Zoning and overlays

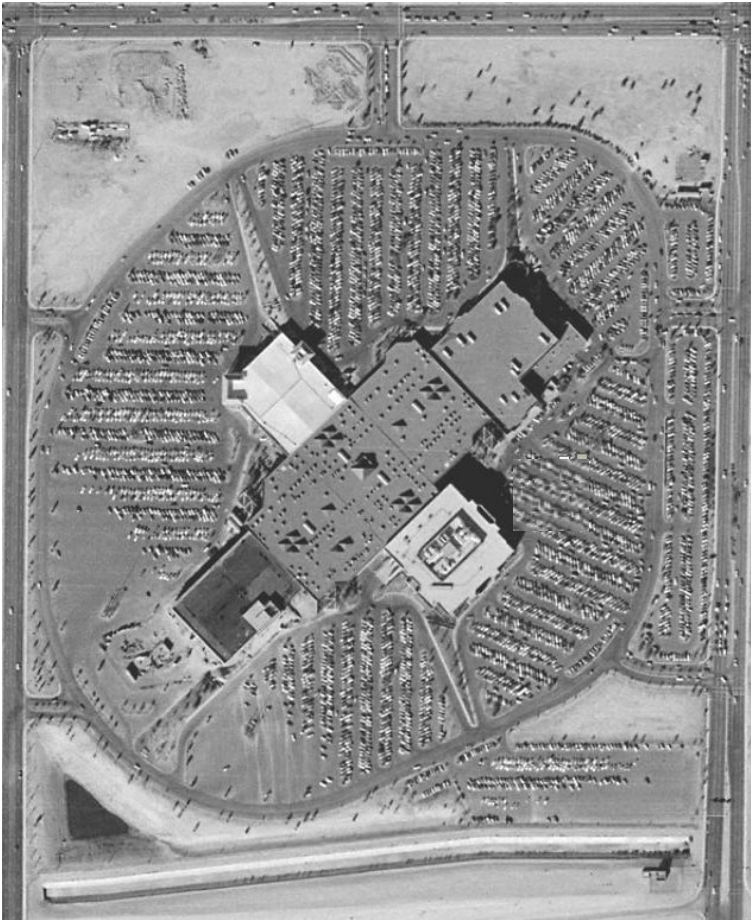
## **Physically Possible**

- Lot shape and size
- Access and infrastructure

## **Financially Feasible**

- Development costs
- Market data (e.g., absorption rate and vacancy rate)

# Fiesta Mall



*Aerial Circa 1979*



*Aerial 2024*

# NEXT STEPS

- Identify priority areas and engage strategic sites
  - Developer and broker engagement
- Infill and adaptive reuse ordinance
- Accelerate implementation of the RDA Plans



FRONT 3D RENDERING

SCALE: 1/8" = 1'-0"



*Cottages on Sossaman*

REAR 3D RENDERING

SCALE: 1/8" = 1'-0"



University 202 Townhomes

# QUESTIONS?





mesa·az