



COUNCIL MINUTES

February 8, 2024

The City Council of the City of Mesa met in a Study Session in the lower-level meeting room of the Council Chambers, 57 East 1st Street, on February 8, 2024, at 7:31 a.m.

COUNCIL PRESENT

John Giles
Francisco Heredia
Jennifer Duff
Mark Freeman*
Alicia Goforth
Scott Somers
Julie Spilsbury

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Holly Moseley
Jim Smith

(*Participated in the meeting through the use of video conference equipment.)

Mayor Giles conducted a roll call.

- 1-a. Hear a presentation, discuss, and provide direction on the draft Mesa 2050 General Plan including an overview of "The Land" Chapter, including the Housing; Circulation and Mobility; Parks and Open Space; and Land Use and Urban Design Sections and the "Implementation" Chapter including the General Plan amendment process.

Planning Director Mary Kopaskie-Brown introduced Assistant Planning Director Rachel Nettles and Senior Economic Development Project Manager Jeffrey Robbins and displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. Kopaskie-Brown remarked that the intent of the General Plan is to set the groundwork and provide direction when implementing codes and standards for City plans, sub-area plans, City code & standards and design guidelines. She pointed out that development of the General Plan was driven by public input, which must be concise and easy to understand and provide all departments with a flexible framework and a clear action plan. (See Pages 3 and 4 of Attachment 1)

Ms. Kopaskie-Brown stated that the General Plan consists of five chapters which include Introduction, the People, the Land, and the Economy, noting that today's presentation would focus on the land and implementation. She highlighted the four guiding principles that make up the. (See Pages 5 through 7 of Attachment 1)

Ms. Kopaskie-Brown stated the guiding principle for Housing states: Our housing is attainable for all. She outlined that housing cost, housing supply and housing mix were common topics

that surfaced during the public outreach, the Existing Conditions report, and in the Balanced Housing Plan (BHP) and she detailed the findings from each. She expanded, saying that staff has identified four housing strategies that the City will strive to achieve over the next 10 years, including creating opportunities for a variety of housing, sustaining an adequate supply of attainable housing units, creating more opportunities for high-end housing, and encouraging the development of high-density housing in proximity to transit and major activity centers. (See Pages 8 through 10 of Attachment 1)

In response to a question from Councilmember Duff, Development Services Department Director Nana Appiah explained that the BHP provides detailed goals, and executive or high-end housing could represent larger lot sizes. He said that preserving areas that can facilitate executive housing will create opportunities for the development community to produce this type of home, therefore creating a market demand where Mesa falls short.

City Manager Christopher Brady added that the plan is designed to meet the needs of a variety of income levels to create a balance for all citizens and to create a city where people can both live and work.

In response to a question from Councilmember Somers related to opportunities of developing underused properties for both residential and commercial purposes, Assistant to the City Manager Ian Linssen stated that the Legislature has had a focus on housing and how to create more opportunities. He reported that although there are several bills proposed that will undermine the ability for cities to do their own planning, the current conversations are leaning toward a solution. He remarked that it is important for the city, state and the private sector to be on the same page.

Councilmember Freeman commented that part of the issue is blending pre-existing areas with new areas as well as affordability.

Responding to a question posed by Councilmember Goforth, Mr. Appiah reported that the feedback that has come out of the stakeholder groups that include realtors and developers indicates that clients are seeking more executive level housing and there is nothing available in Mesa, leading them to go elsewhere. He continued stating that the goal is to provide citizens with a place to work and live in Mesa while providing all types of housing.

Ms. Kopaskie-Brown continued by saying that the guiding principle for Circulation and Mobility states: Our transportation network is efficient, safe, and well-connected. She reiterated that based on public outreach and feedback from the Transportation team, it was determined that people are concerned about having mobility, safety, and multi-modal options. She said that staff has identified five strategies which include designing an integrated transportation network; providing a complete, connected, and safe network of active transportation infrastructure; enhancing the public transit system; promoting transit-supportive development along existing and future high-capacity transit routes; and integrating innovative transportation technology strategies. (See Pages 11 through 13 of Attachment 1)

In response to a question from Councilmember Goforth, Assistant Transportation Director Erik Guderian confirmed that the Transportation Master Plan will provide more detailed data related to the five strategic goals, as well as a chapter on the existing conditions.

Ms. Kopaskie-Brown remarked that the guiding principle for Parks and Open Space states: Our parks and open spaces offer rich recreation and support active lifestyles. She said that parks

and open spaces are very important to the citizens of Mesa and since Mesa is a growing city it provides an opportunity to shape the parks system. She outlined the strategies which include providing parks within a one-half mile walking distance of all residents, integrating bicycle and pedestrian pathways into the parks and open spaces system, providing inclusive park and recreation programs, and maintaining the park and recreation assets through ongoing maintenance and investment. (See Pages 14 through 15 of Attachment 1)

In response to a question posed by Councilmember Spilsbury, Parks, Recreation and Community Facilities Director Andrea Moore reported that based on analysis from the 2022 Master Plan, 98% of the City parks and Homeowners Association parks are within a 10-minute walking distance of some sort of recreation facility. She declared that staff is currently filling in the gaps and that the new goal is to have at least five parks available within a 10-minute walk.

Ms. Kopaskie-Brown explained that the guiding principle for Land Use and Urban Design states: Our city offers integrated and balanced land uses with a variety of neighborhoods and business opportunities. She mentioned that the public outreach and the Existing Conditions report identified that citizens would like to see redevelopment in underdeveloped or underutilized areas and would like to see mixed-use activity centers. She advised that this section acknowledges the vision of a future which would offer a place to live, work, play and learn, which would include utilizing an urban design policy that will result in high-quality development. (See Page 16 of Attachment 1)

Discussion ensued regarding goals related to housing located in proximity to education facilities. Ms. Kopaskie-Brown outlined the strategies for Land Use and Urban Design. (See Pages 17 and 18 of Attachment 1)

Ms. Nettles provided an outline of the Future Land Use Plan and explained how the General Plan affects how projects are reviewed for approval. She reported that the Future Land Use Plan consists of five determining factors, and it provides the framework that guides land use recommendations and decisions. She defined placetypes, formerly called character areas, as the overall character and feel of a place. She discussed the placetype map which identifies the twelve placetypes to help visualize the boundaries. (See Pages 19 through 23 of Attachment 1)

Discussion ensued regarding future development and placetypes.

Ms. Nettles reported that the proposed plan includes more specifics which should create a better transition for future developments. She noted placetype descriptions and explained that typical land uses describe thirteen general categories of land uses and are identified as either a principal land use or a supporting land use. (See Pages 24 and 25 of Attachment 1)

Ms. Nettles explained the Growth Strategy map provides guidance for evaluating future development in terms of the four growth strategies and provided an overview of each strategy. (See Pages 26 and 27 of Attachment 1)

A discussion ensued regarding growth and density.

Ms. Nettles reiterated the importance of consistency and reviewed the placetypes. She reported that staff are currently evaluating alternative ways to determine consistency and allow for flexibility to reduce the amount of General Plan amendments. (See Page 28 of Attachment 1)

In response to a question from Councilmember Duff, Ms. Nettles confirmed that the regional placetypes are the largest activity centers which are meant to be a regional draw and includes the tourism and hospitality component.

Responding to a question posed by Councilmember Goforth, Ms. Nettles said that the urban area is meant for larger commercial development which is likely to be 10 or more acres.

Ms. Nettles reported that Implementation describes the tools that are used in the design standards and the zoning code, and it also introduces the action plan. She pointed out that the General Plan may be amended by administrative, minor, or major amendment types and she described each type. She said that the City may make changes to the plan for small administrative errors such as formatting without being considered an amendment. She provided information about the upcoming meetings stating that the final plan will be on the ballot and ratified by Mesa voters November 5, 2024. (See Pages 29 through 32 of Attachment 1)

In response to a question from Councilmember Spilsbury, Mr. Robbins reported that staff has received over 100 completed surveys which have resulted in a wide variety of responses. He offered to attend neighborhood meetings to assist with getting accurate information out to the community. He reiterated that the upcoming meetings are designed to educate citizens by using an open house style event which will welcome citizen feedback.

Mayor Giles thanked staff for the presentation.

2. Acknowledge receipt of minutes of various boards and committees.

2-a. Housing and Community Development Advisory Board meeting held on December 5, 2023.

2-b. Housing and Community Development Advisory Board meeting held on December 6, 2023

It was moved by Councilmember Somers, seconded by Councilmember Spilsbury, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Giles–Heredia–Duff–Freeman–Goforth–Somers–Spilsbury

NAYS – None

Carried unanimously.

3. Current events summary including meetings and conferences attended.

Mayor Giles and Councilmembers highlighted the events, meetings and conferences recently attended.

4. Scheduling of meetings.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Thursday, February 15, 2024, 7:30 a.m. – Strategic Planning Session

5. Adjournment.

Without objection, the Study Session adjourned at 9:04 a.m.



JOHN GILES, MAYOR



ATTEST:



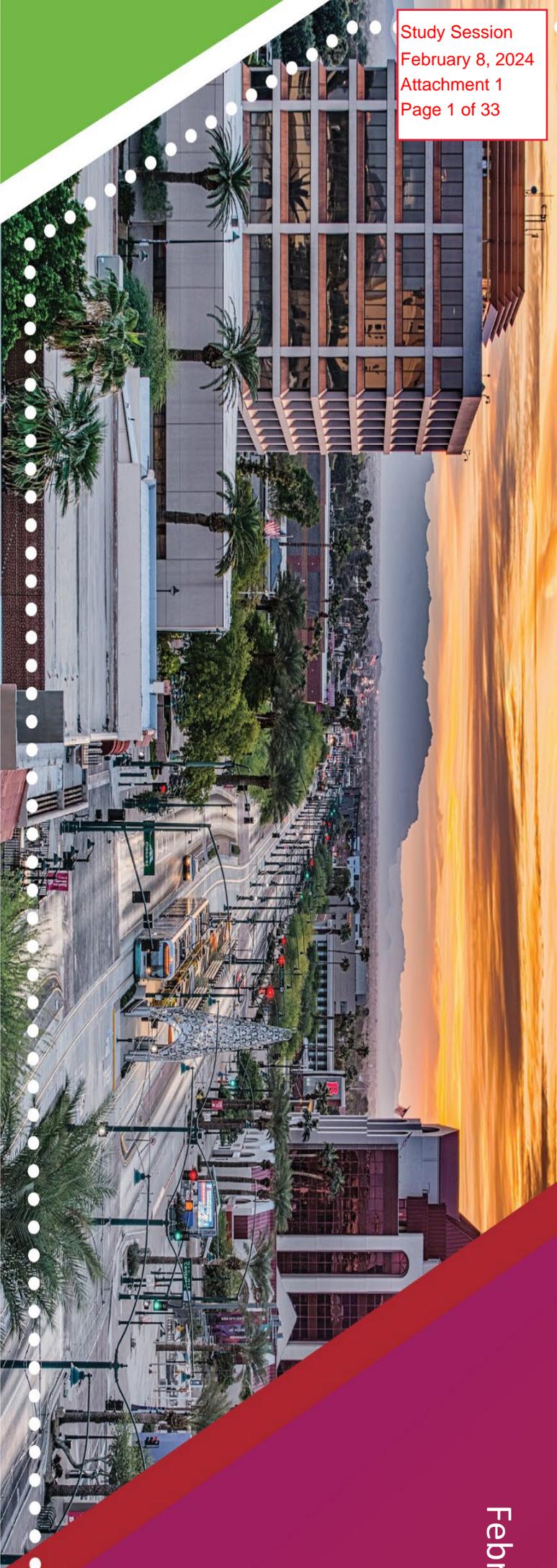
HOLLY MOSELEY, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 8th day of February 2024. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK

SF
(Attachments – 1)



February 8, 2024



2050 General Plan Update

Mary Kopaskie-Brown, AICP
Planning Director

Jeff Robbins, CECD
Project Manager

Rachel Nettles, AICP
Assistant Planning Director

PRESENTATION OUTLINE

- Chapter 3 - The Land
- Chapter 5 - Implementation

HIERARCHY OF PLANS & REGULATIONS

Strategic

General Plan

(e.g. Transportation Master Plan, Balanced Housing Plan)

City Plans

(e.g. Citrus Sub-Area Plan, Lehi Sub-Area Plan)

Sub-Area Plans

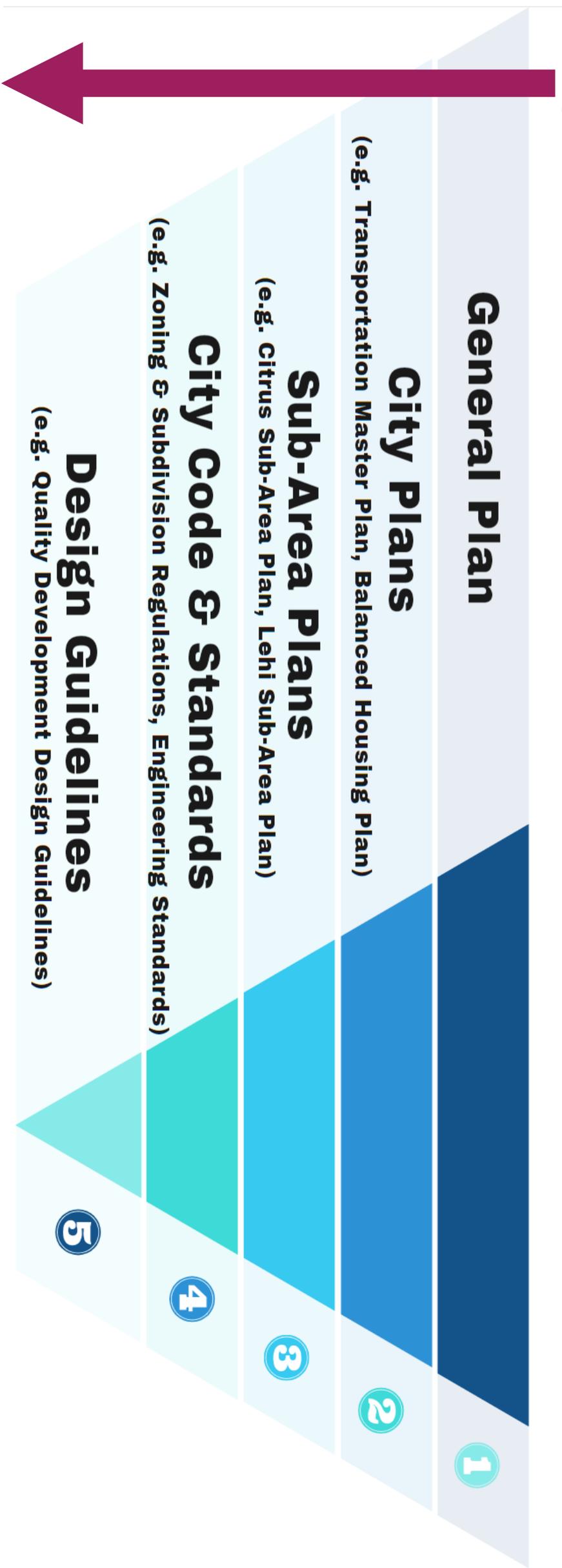
(e.g. Zoning & Subdivision Regulations, Engineering Standards)

City Code & Standards

(e.g. Quality Development Design Guidelines)

Design Guidelines

Specific



GENERAL PLAN UPDATE PROCESS

- Driven by public input
- User friendly - easy to understand
- Clear and concise
- Relevant for all City Departments
- Flexible framework
- Clear Action Plan

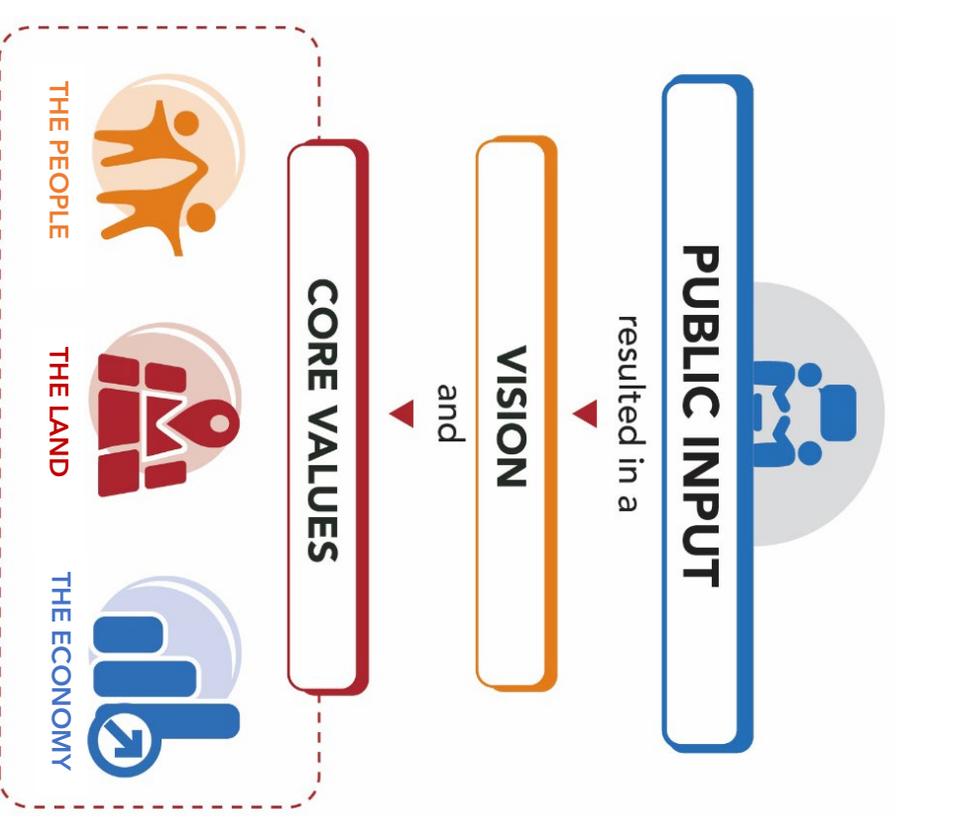


GENERAL PLAN ORGANIZATION

5 Chapters Organized around 3

Core Values

1. Introduction
2. The People
3. **The Land**
4. The Economy
5. **Implementation**





THE LAND



CHAPTER 3 - GUIDING PRINCIPLES



Housing Our Housing is Attainable for All



Circulation and Mobility Our Transportation Network is Efficient, Safe, and Well-Connected



Parks and Open Space Our Parks and Open Spaces Offer Rich Recreation and Support Active Lifestyles



Land Use and Urban Design Our City Offers Integrated and Balanced Land Uses With a Variety of Neighborhoods and Business Opportunity

HOUSING

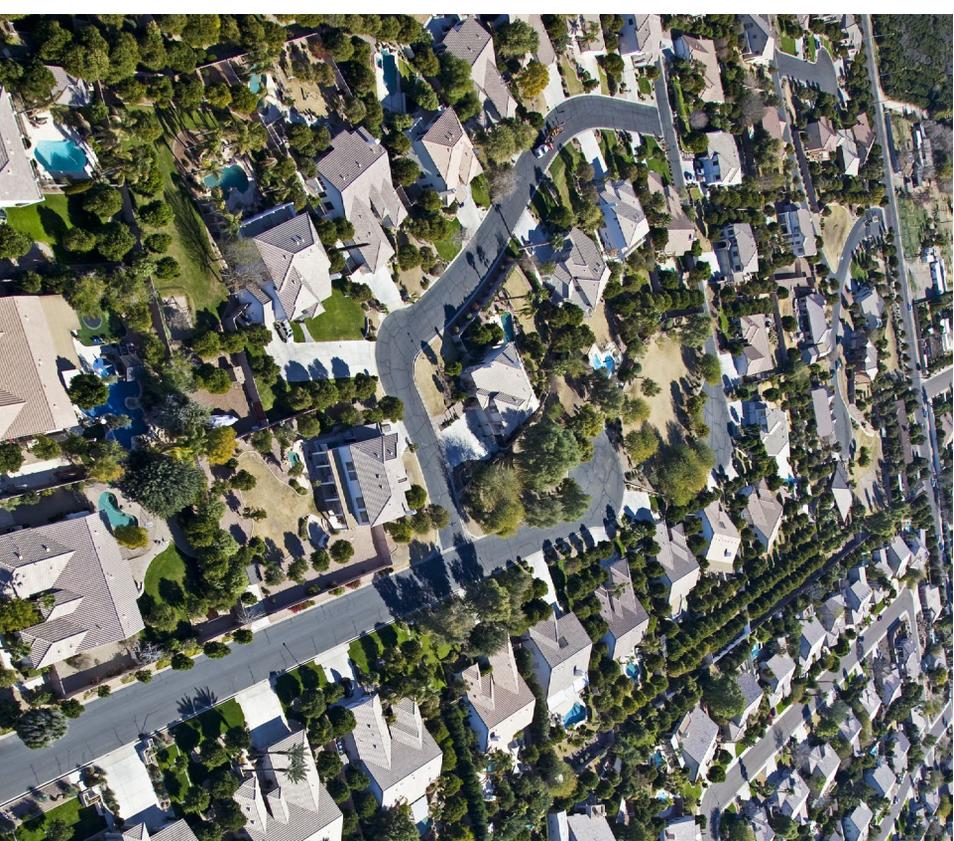
Guiding Principle - Our Housing is Attainable for All

Key themes emerged from **Public Outreach, Existing Conditions** report, and the **Balanced Housing Plan** (BHP):

- Housing Cost
- Housing Supply
- Housing Mix

Housing section acknowledges:

- Mesa is a City of choice and embraces a variety of housing options
- Mesa is expected to grow and will need more housing
- Home prices are rising
- A need for a full spectrum of housing options



HOUSING



Housing Cost

- Home prices are rising
- Housing affordability is one of the top reasons people choose to live in Mesa
- Housing affordability and future conditions also a top concern of residents



Housing Supply

- Mesa is anticipated to grow by over 56,000 people by 2030
- 64% of Mesa's housing units are single family attached and detached units. (2021)
- Residents said the City should strive for more attainable housing



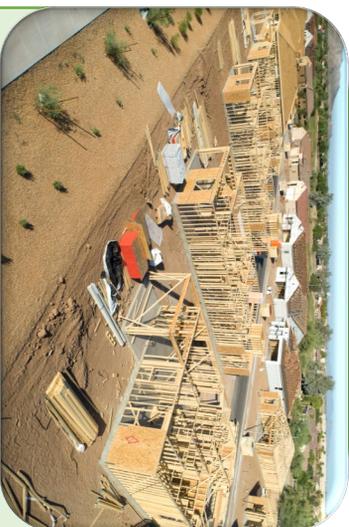
Housing Mix

- Housing choice is one of the main reasons people live in Mesa
- Residents want more housing options
- Balanced Housing Plan identified a shortage of high-end housing options

HOUSING STRATEGIES



Create more opportunities for a variety of housing



Sustain an adequate supply of attainable housing units to meet the needs of residents



Create more opportunities for high-end and executive housing to meet the needs of Mesa's expanding economy



Encourage the development of high-density housing in proximity to transit and major activity centers

CIRCULATION AND MOBILITY

Guiding Principle - Our Transportation Network is Efficient, Safe, and Well-Connected

Key themes emerged from **Public Outreach, Existing Conditions** report, and the **Transportation Master Plan (TMP)**:

- Mobility
- Traffic Safety
- Multimodal Options

Circulation and Mobility section acknowledges:

- The way people travel through the City affects quality of life
- Different areas of the City have unique mobility needs
- Envision a future where multiple modes are integrated more fully into the larger transportation network



CIRCULATION AND MOBILITY STRATEGIES



Design an integrated transportation network that safely and efficiently moves people and goods



Provide a complete, connected, and safe network of active transportation infrastructure



Enhance the public transit system, incorporating light rail, streetcars, bus, and shared on-demand services

PARKS AND OPEN SPACE

Guiding Principle - Our Parks and Open Spaces Offer Rich Recreation and Support Active Lifestyles

Key themes emerged from **Public Outreach**, and **Existing Conditions** report:

- Accessibility
- Recreational Opportunities

Parks and Open Space section acknowledges:

- Parks and open space are an asset that enriches residents' lives
- Growing City - provides opportunity to shape our parks system
- Aim to increase access to parks and open space as well as recreational opportunities



PARKS AND OPEN SPACE STRATEGIES



Provide a diverse range of neighborhoods, community, and regional parks within one-half mile of all residents



Integrate bicycle and pedestrian pathways into the City's parks and open space system



Continue to provide inclusive park and recreation programs for all residents, including underrepresented populations



Maintain the long-term viability of park and recreation facilities through ongoing maintenance and investment

LAND USE & URBAN DESIGN

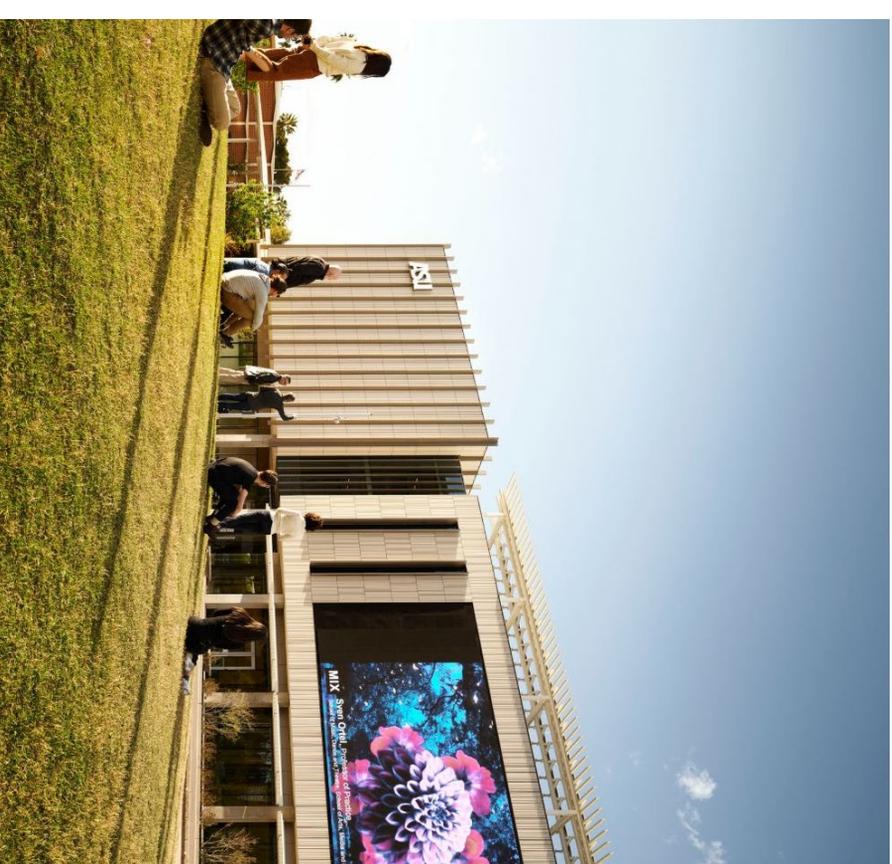
Guiding Principle - Our City Offers Integrated and Balanced Land Uses With a Variety of Neighborhoods and Business Opportunities

Key themes emerged from **Public Outreach**, and **Existing Conditions** report:

- Redevelopment
- Mixed-Use Activity Centers
- Quality Design

Land Use and Urban Design section acknowledges:

- Mesa envisions a future that offers choice where people live, work, play, and learn
- Land use patterns need to support a balance of land uses
- Land use and urban design policies that result in high-quality development



LAND USE & URBAN DESIGN STRATEGIES



Promote a balance of land uses to enhance the quality of life for current and future generations



Create opportunities for placemaking in neighborhoods that reinforce their unique character and sense of place



Encourage infill and redevelopment to meet the community's strategic needs

LAND USE & URBAN DESIGN STRATEGIES

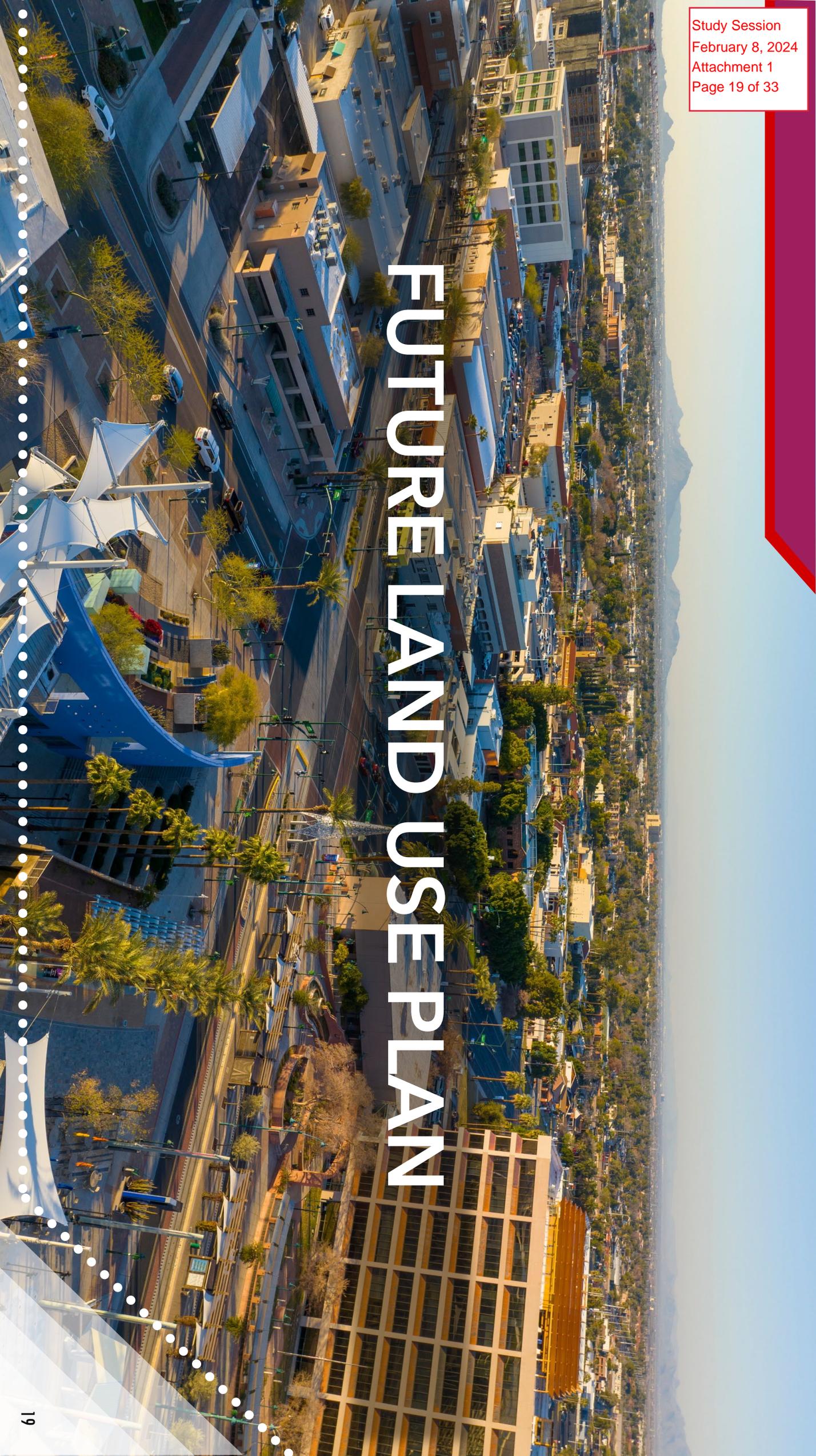
Create design guidelines and development standards that improve the City's visual quality, urban form, and function to enhance the quality of life for future generations



Encourage the development of vibrant activity centers in Downtown and throughout the City

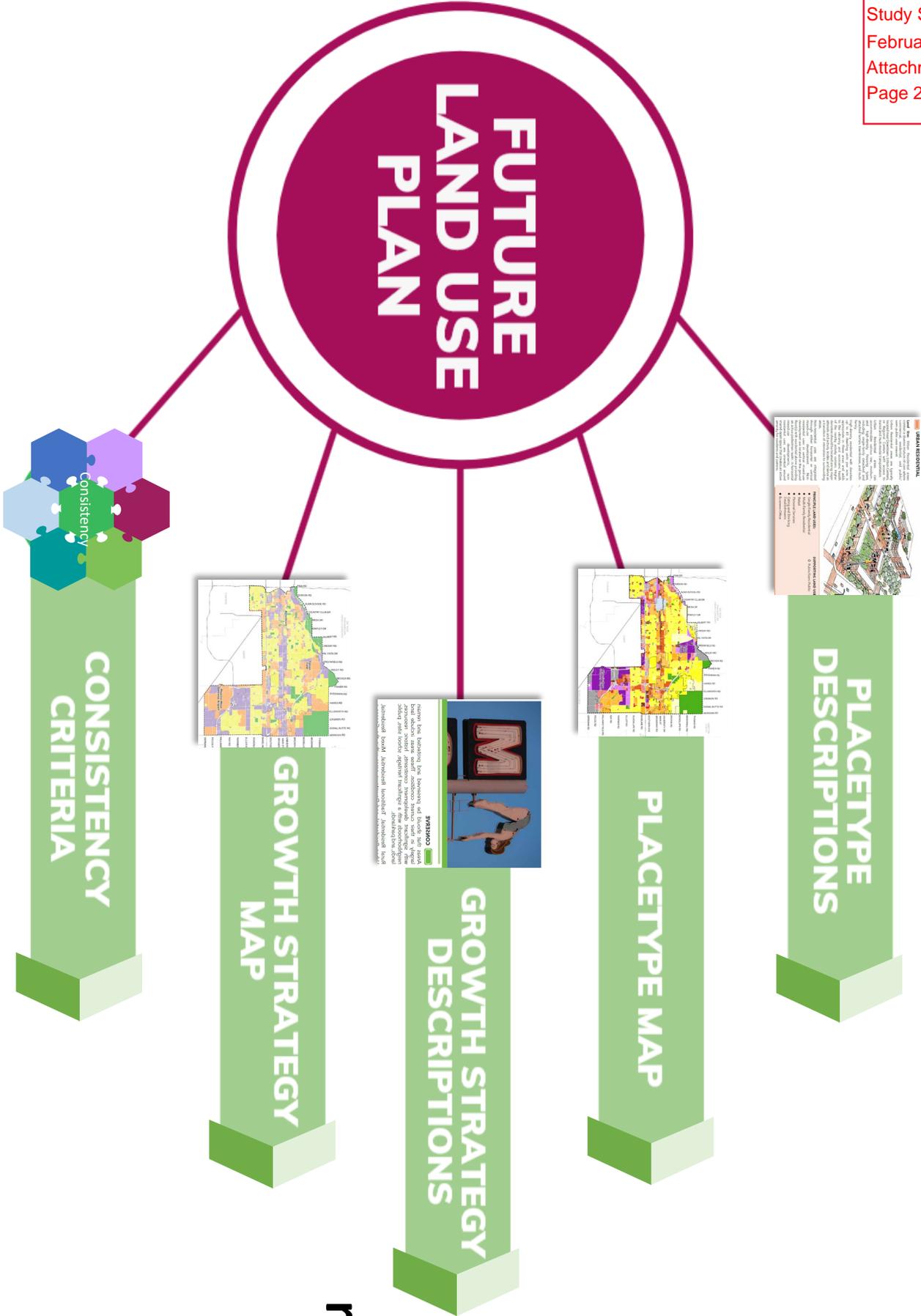


FUTURE LAND USE PLAN



EVALUATING LAND USE REQUESTS





DETERMINING CONSISTENCY

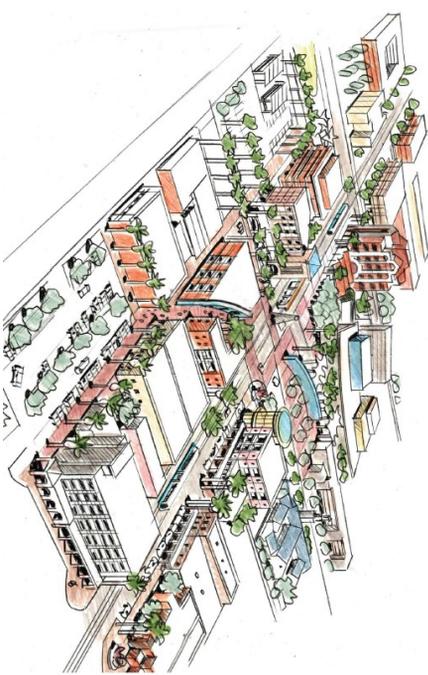
Framework that
guides land use
recommendations and
decisions

FUTURE LAND USE PLAN

Placetypes

Placetypes

- Formerly “Character Areas”
- Describes the overall character and feel of a place
- Identifies:
 - Typical land uses
 - Compatible zoning districts
 - Densities/intensities
 - Urban design characteristics

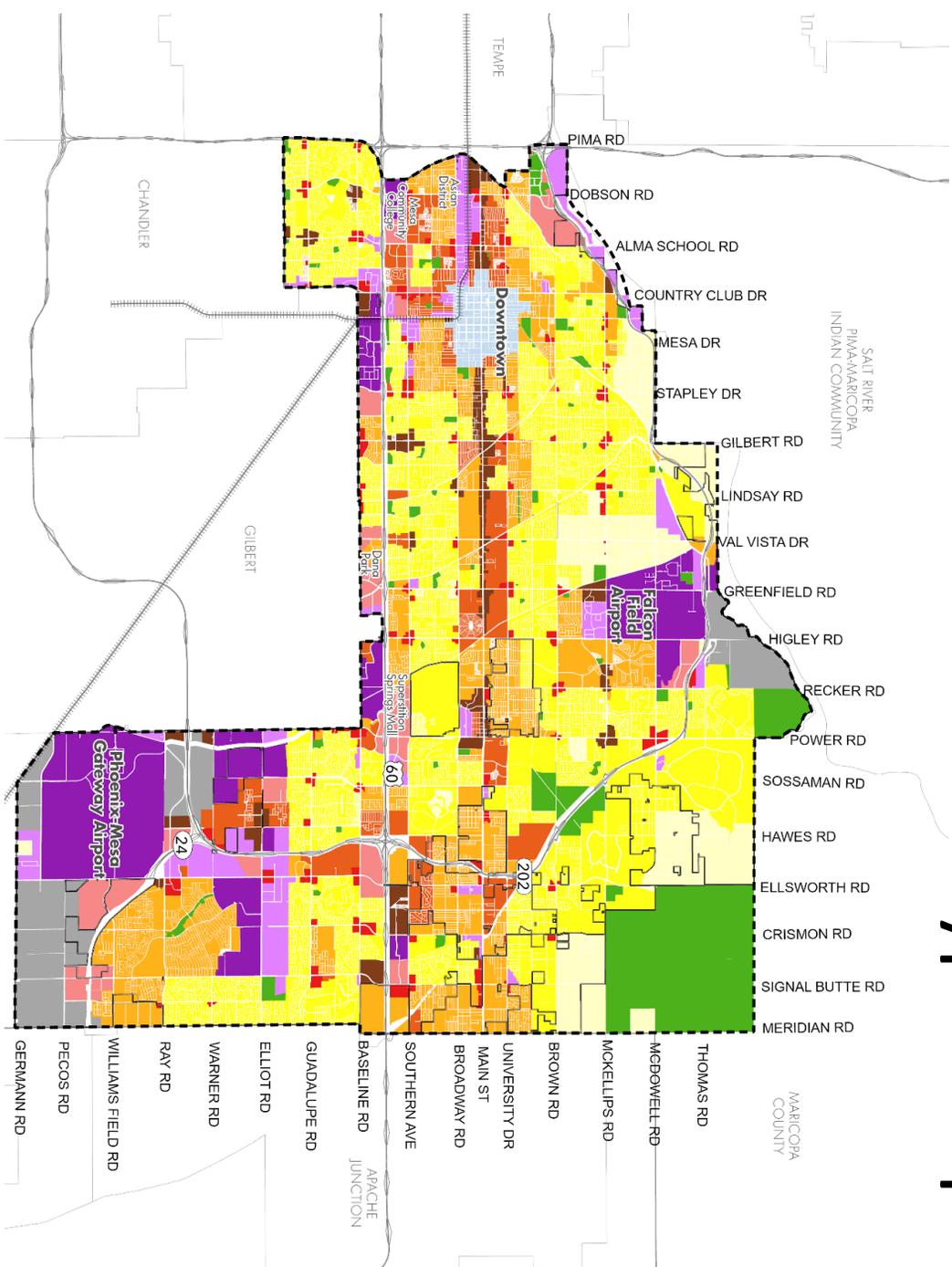


PLACETYPES

-  Rural Residential
-  Traditional Residential
-  Mixed Residential
-  Urban Residential
-  Neighborhood Center
-  Urban Center
-  Downtown
-  Regional Center
-  Local Employment Center
-  Regional Employment Center
-  Industrial
-  Parks/Open Space

FUTURE LAND USE PLAN

Placetype Map



Placetypes

- Mesa Planning Area
- Mesa City Limits
- Placetypes**
- Rural Residential
- Traditional Residential
- Mixed Residential
- Urban Residential
- Neighborhood Center
- Urban Center
- Downtown
- Regional Center
- Local Employment Center
- Regional Employment Center
- Industrial
- Parks and Open Space

12
 Placetypes

FUTURE LAND USE PLAN

Placetype Descriptions

REGIONAL CENTER

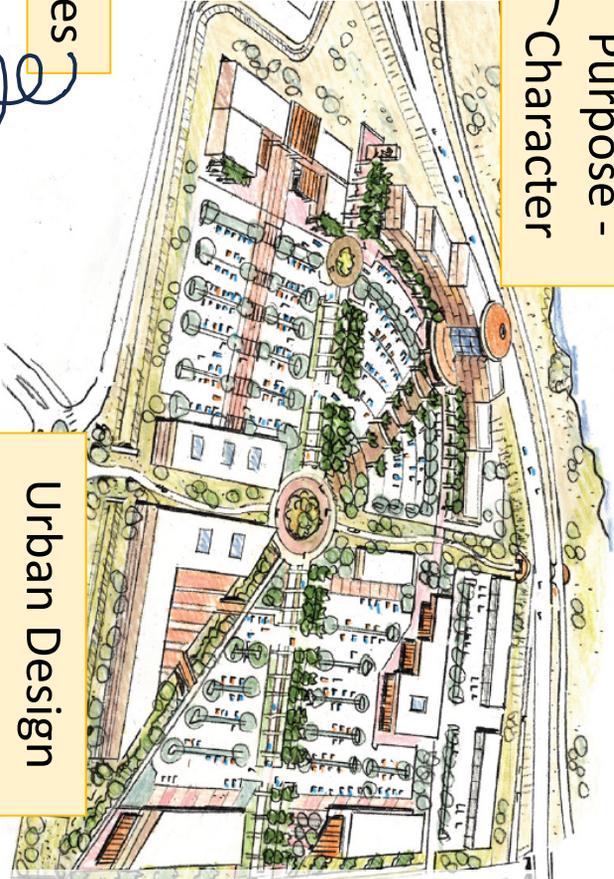
Land Use: Regional Centers are the major retail, cultural, recreational, and entertainment destinations in Mesa. They feature major retailers, national chains, specialty shops, and a wide range of services and amenities that draw consumers from across the City and greater metropolitan area.

The focus of the Regional Center Placetype is commercial activity, and as such, its principle uses are retail, personal services, eating and drinking establishments, entertainment and recreation, convenience services and business offices. Multi-family residential are secondary uses.

Regional Centers are typically developed with a common design theme or character. The densities, building heights, and overall character of a Regional Center will depend on its location; however, compared to other commercial centers, Regional Centers will have the highest intensity and feature the largest scale of development.

Typical Land Uses

Purpose - Character



PRINCIPAL LAND USES:

- Retail
- Personal Services
- Eating and Drinking Establishments
- Entertainment and Recreation
- Convenience Services
- Business Office

Urban Design Characteristics

- Public/Semi-Public
- Multi-Family Residential
- Medical Facilities
- Light Industrial

Zoning Districts

ZONING DISTRICTS:

- Multiple Residence-3, 4, 5 (RM-3) (RM-4) (RM-5)
- Office Commercial (OC)
- Neighborhood Commercial (NC)
- Limited Commercial (LC)
- General Commercial (GC)
- Mixed-Use (MX)
- Employment Opportunity (EO)
- Planned Employment Park (PEP)
- Light Industrial (LI)
- Planned Community (PC)
- Infill District-1, 2 (ID-1) (ID-2)
- Leisure and Recreation (LR)
- Public and Semi-Public (PSP)

Density/Intensity

DENSITY/INTENSITY:

- Single-Family - N/A
- Multi-Family up to 43 du/ac
- Mixed Use up to 3.2 F.A.R.
- Non-Residential up to 3.2 F.A.R.

URBAN DESIGN CHARACTERISTICS:

- Buildings are oriented towards the street or when not located adjacent to a street, oriented towards primary internal drives to provide spatial definition.

- Pick-up and drop-off zones that are easily accessible are provided for riders and rideshare operators.
- Shade elements, both landscape and architectural, are provided at prominent pedestrian points such as entries, common open space, and along paths serving parking lots.
- Pedestrian circulation is clearly delineated by using colored and textured materials and raised pedestrian crossings.

- Parking is located behind or along the sides of buildings. Where constraints exist no more than two rows of parking may be located between the building and the street.
- Where multi-family projects about single-family zoning districts, upper floors are stepped back to provide a transition in height and reduce shade/shadow and privacy impacts.
- Signs are designed using similar style, materials, and colors that coordinate with building architecture.



FUTURE LAND USE PLAN

Typical Land Uses

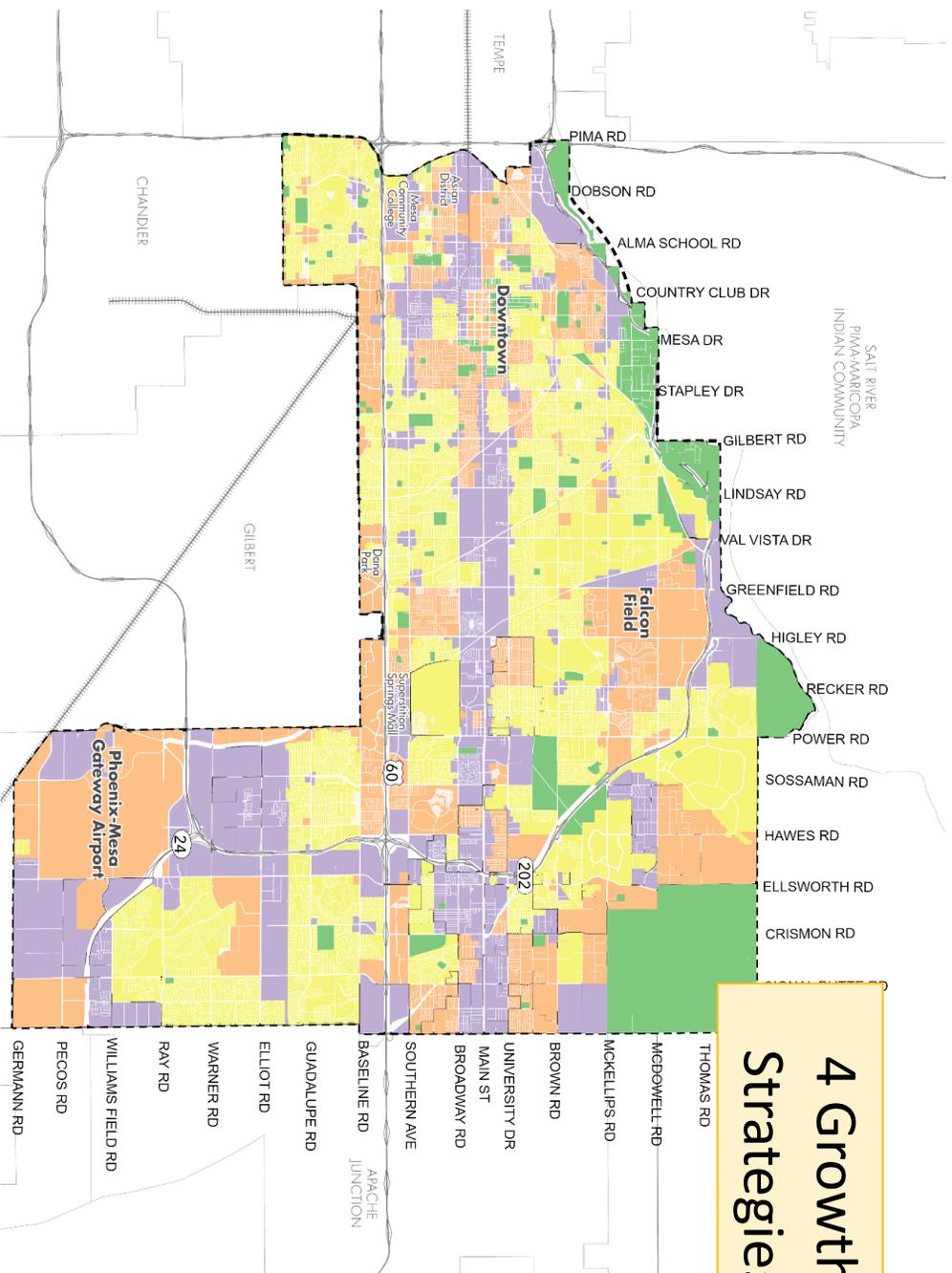
- Typical Land Uses describe 13 general categories of land uses
- Identified as either a Principal Land Use or Supporting Land Use
 - Principal Land Use are prominent and play a pivotal role in establishing the character of a Placetype
 - Supporting Land Uses are less prominent and support the principal land use

PLACETYPES	TYPICAL LAND USES												
Rural Residential	●	○	○	○	○	○	○	○	○	○	○	○	○
Traditional Residential	●	○	○	○	○	○	○	○	○	○	○	○	○
Mixed Residential	●	○	○	○	○	○	○	○	○	○	○	○	○
Urban Residential	●	○	○	○	○	○	○	○	○	○	○	○	○
Neighborhood Center	●	○	○	○	○	○	○	○	○	○	○	○	○
Urban Center	●	○	○	○	○	○	○	○	○	○	○	○	○
Downtown	●	○	○	○	○	○	○	○	○	○	○	○	○
Regional Center	○	○	○	○	○	○	○	○	○	○	○	○	○
Local Employment Center	○	○	○	○	○	○	○	○	○	○	○	○	○
Regional Employment Center	○	○	○	○	○	○	○	○	○	○	○	○	○
Industrial	○	○	○	○	○	○	○	○	○	○	○	○	○
Parks and Open Space	○	○	○	○	○	○	○	○	○	○	○	○	○

● Principle land uses are more prominent and play a pivotal role in establishing the character of the Placetype
○ Supporting land uses are less prominent and serve to support the principle land uses

FUTURE LAND USE PLAN

Growth Strategy Map



4 Growth Strategies

- Growth Strategy**
- Mesa Planning Area
 - Mesa City Limits
 - Growth Strategies**
 - Conserve
 - Sustain
 - Enhance
 - Grow

Growth Strategy Map provides guidance for evaluating future development in terms of 4 growth strategies

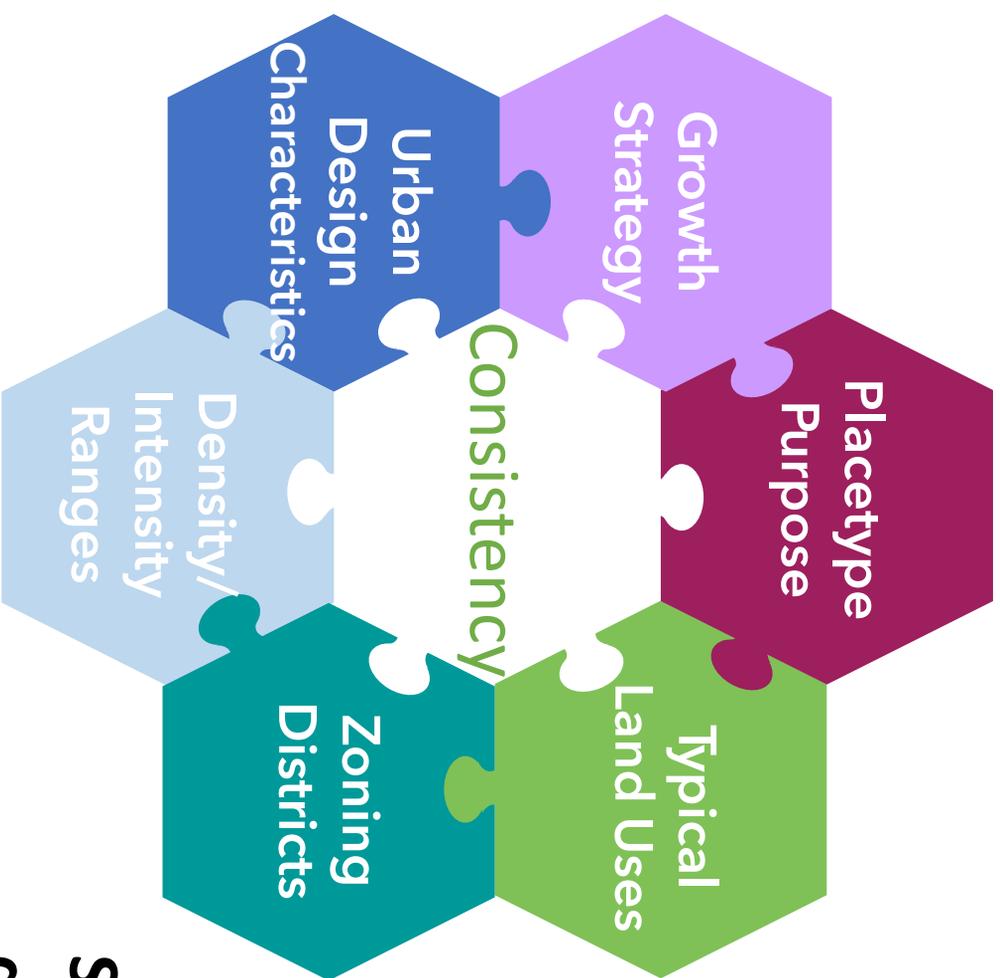
FUTURE LAND USE PLAN

Growth Strategy Descriptions

Growth Strategy Map provides guidance for evaluating future development in terms of 4 growth strategies:

- **Conserve** - areas that should be preserved and remain largely in their current condition
- **Sustain** - areas of stability encouraged to remain generally in their current condition but may see mild redevelopment
- **Enhance** - areas that are in good condition but encouraged to continue to develop or reuse existing land and buildings as they age
- **Grow** - vacant, transitioning, blighted, or underutilized land capable of supporting new development or redevelopment

FUTURE LAND USE PLAN CONSISTENCY



Review Placetype:

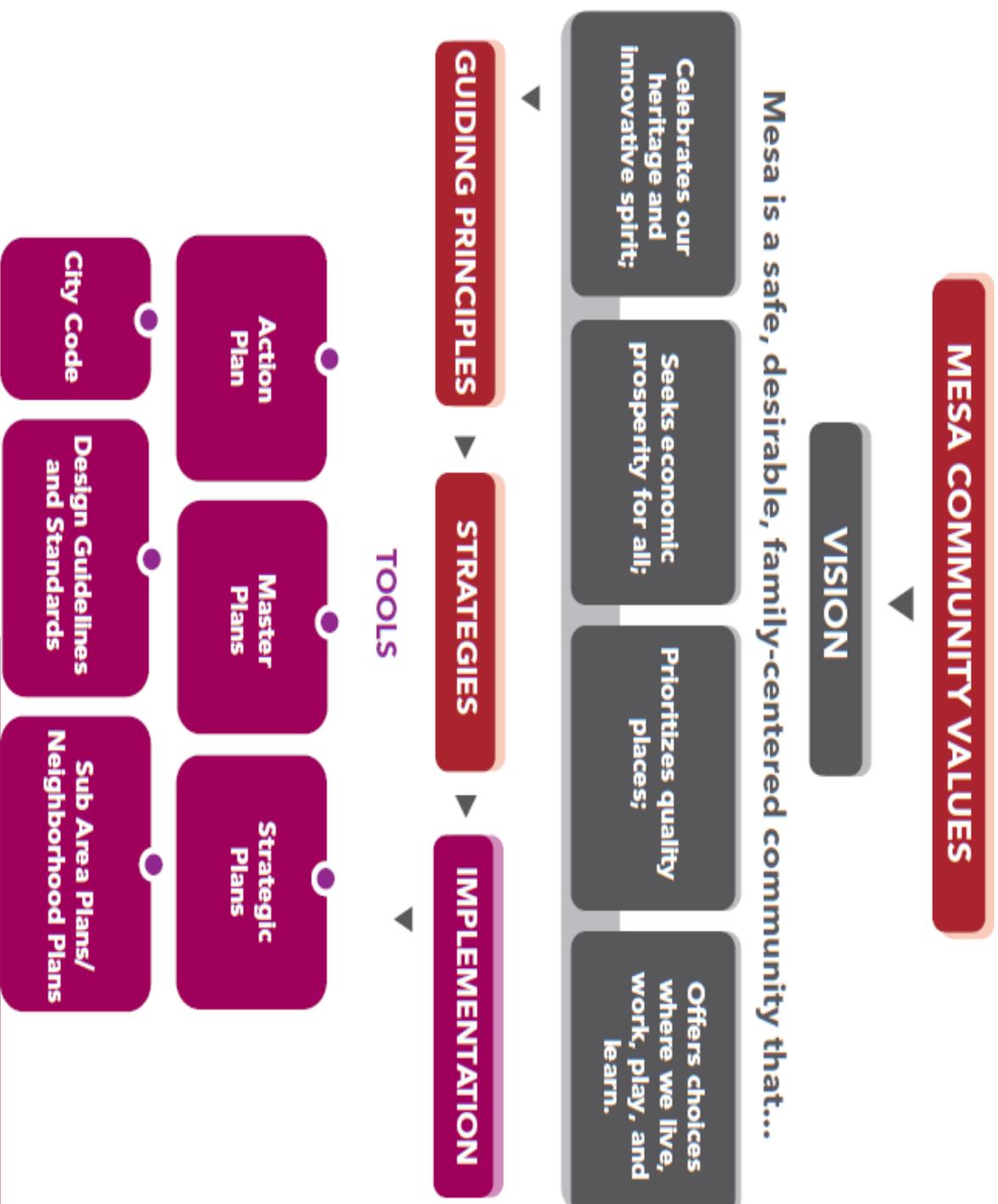
- ✓ Purpose
- ✓ Typical Land Uses
- ✓ Zoning Districts
- ✓ Density/Intensity Requirements
- ✓ Urban Design Characteristics
- ✓ Strategies in the General Plan Elements
- ✓ Growth Strategy

Staff is currently evaluating alternative ways to determine consistency that allow for flexibility

IMPLEMENTATION



CHAPTER 5 - IMPLEMENTATION



GENERAL PLAN AMENDMENT

Types

Administrative

- Formatting
- Scrivener's errors
- Addition of reference plans
- Change mandated by State law

Minor

- Text Amendments*
 - Growth Strategy Map Amendments
 - Change from one Placetype to another marked as "minor"
- *may only be initiated by the City**

Major

- Change of 40 acres or more from one Placetype to another
- Change from one Placetype to another marked as "major"

UPCOMING MEETINGS

February	The People, The Economy & Action Plan
April	P&Z & GPAC Recommendation
.....	Public Feedback Summary
May	Public Hearing & Council Action
<i>Ratification by Mesa Voters November 5, 2024</i>	

Questions?



tomorrow's
mesa
moving forward together
MESA GENERAL PLAN 2050

