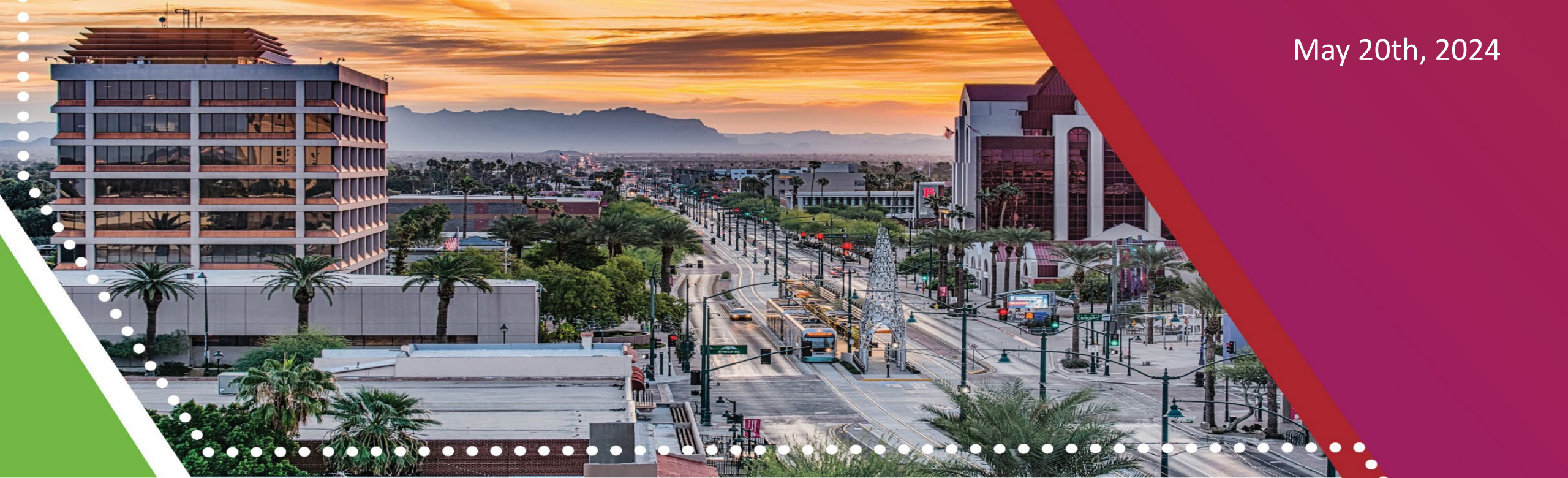


May 20th, 2024



2050 General Plan Update

Mary Kopaskie-Brown, AICP
Planning Director

Rachel Nettles, AICP
Assistant Planning Director

Jeff Robbins, CEcD
Project Manager

Bruce Meighen, AICP
Logan Simpson Design

WHAT IS A GENERAL PLAN?

- The General Plan is the official policy guide concerning the desired physical development of the City
 - Expression of the community's values and aspirations
 - Guides future plans, programs, investments, and other government activities
 - Reference point for decision making - helps provide continuity over time
- State requires that every municipality have a comprehensive, long-range general plan
 - Must adopt every 10 years
 - Last adopted in 2014



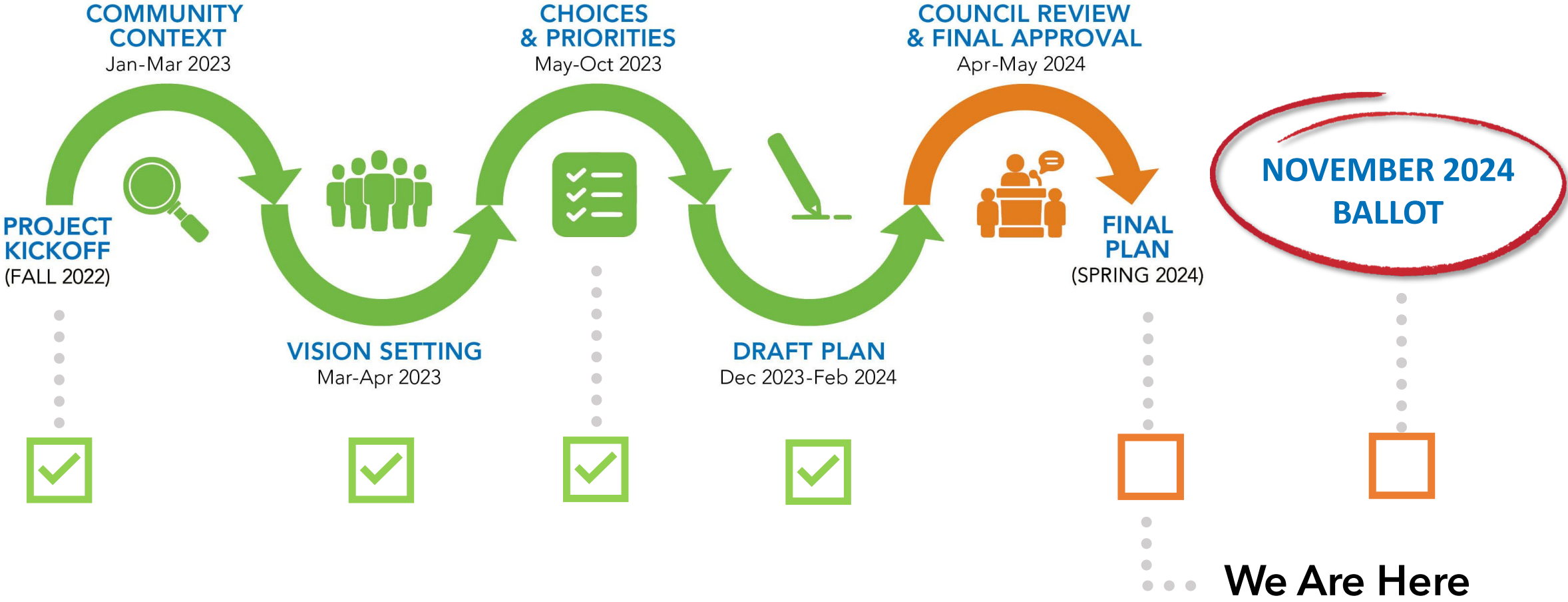
GENERAL PLAN UPDATE OBJECTIVES

Create a citizen driven Plan that:

- ✓ Establishes a compelling vision
- ✓ User friendly - easy to read and understand
- ✓ Is visually appealing
- ✓ Public engagement leverages technology
- ✓ Provides clear guidance for development
- ✓ Interfaces seamlessly with other City Plans
- ✓ Meets state statute requirements



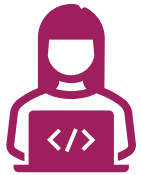
GENERAL PLAN SCHEDULE



TOTAL PUBLIC ENGAGEMENT



Over **14,000** total engagements!



28,156 total website visits



4,236 total contributions to the website (submissions, tagging maps, comments, reactions)



99 Meetings, events and presentations



1,509,160 impressions

14,092 clicks (*English*)

3,716 clicks (*Spanish*)

17,808 clicks (*Total*)

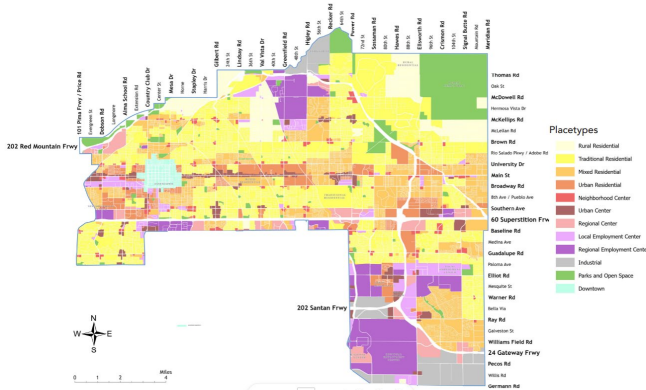


1st City in the **Nation** to immersive technology to gather public input on a general plan

2050 PLAN - KEY UPDATES

1)

Updated Land Use Plan



2)

Updated Vision and Guiding Principles

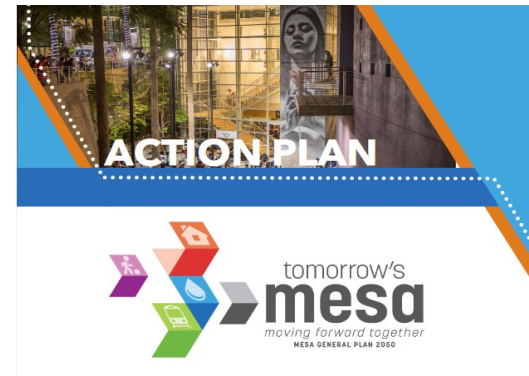


Guiding Principles

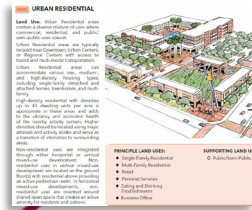
- OUR HOUSING IS ATTAINABLE FOR ALL.
- OUR TRANSPORTATION NETWORK IS EFFICIENT, SAFE, AND WELL-CONNECTED.
- OUR PARKS AND OPEN SPACES OFFER RICH RECREATION AND SUPPORT ACTIVE LIFESTYLES.
- OUR CITY OFFERS INTEGRATED AND BALANCED LAND USES WITH A VARIETY OF NEIGHBORHOODS AND BUSINESS OPPORTUNITIES.

3)

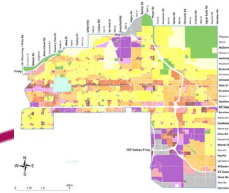
Implementable and Separate Action Plan (Fall 2024)



FUTURE LAND USE PLAN



PLACETYPE DESCRIPTIONS



PLACETYPE MAP



GROWTH STRATEGY DESCRIPTIONS



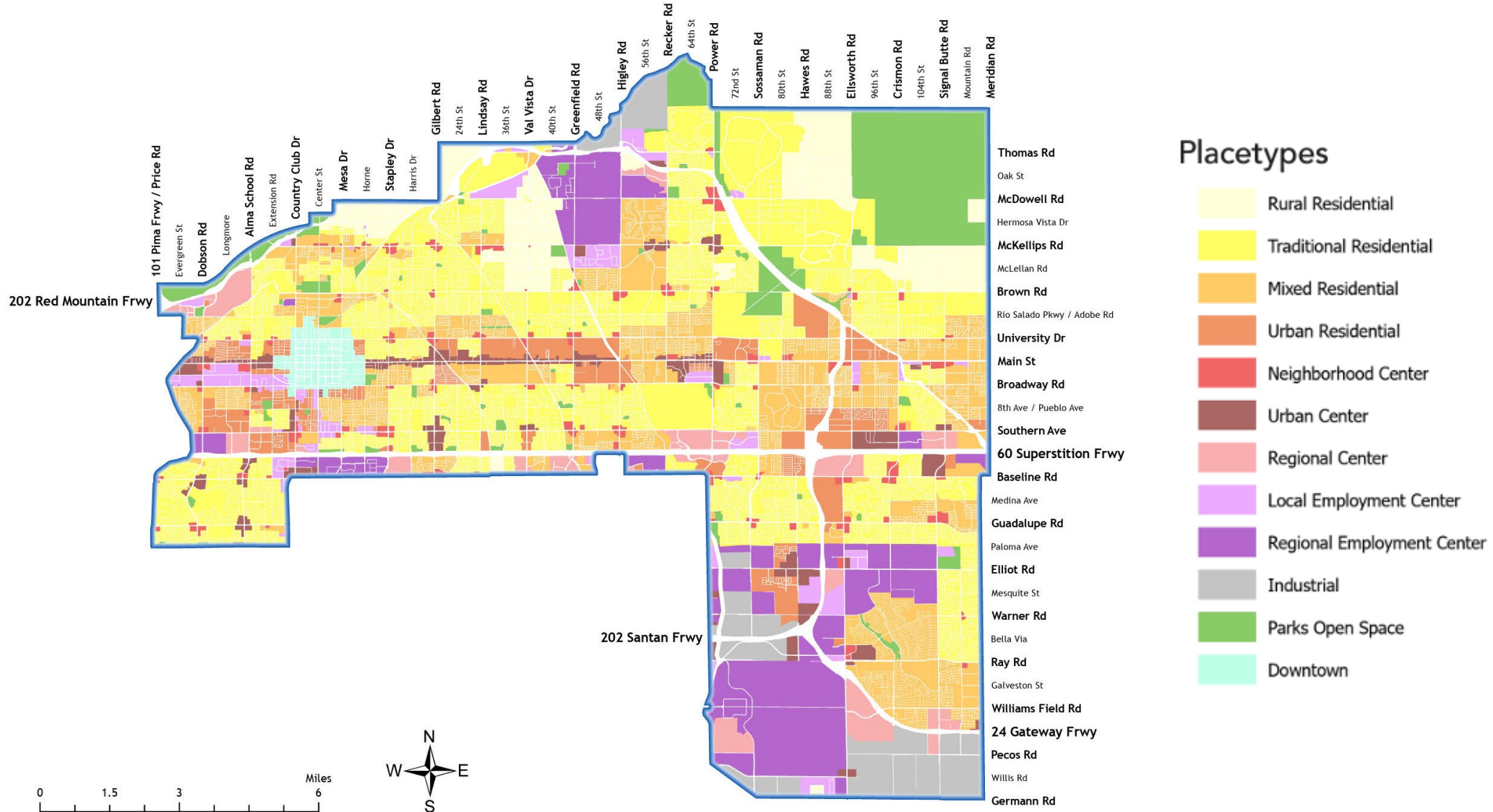
GROWTH STRATEGY MAP



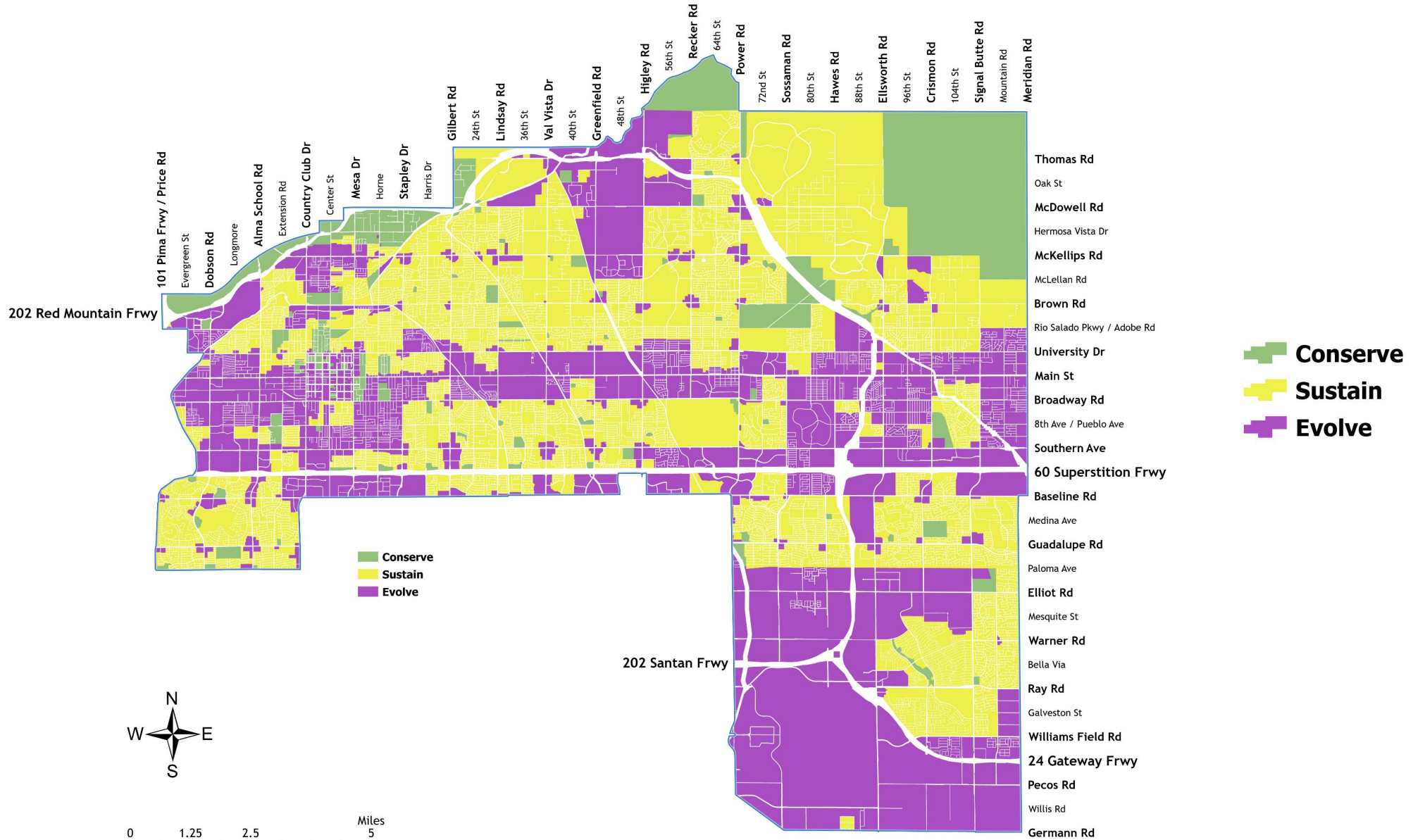
CONSISTENCY CRITERIA

DETERMINING CONSISTENCY
Framework that guides land use recommendations and decisions

PLACETYPE MAP



GROWTH STRATEGY MAP





UPDATED VISION AND GUIDING PRINCIPLES

2050 VISION STATEMENT

Mesa is a safe, desirable, family-centered community that...

Celebrates our heritage and innovative spirit;

Seeks economic prosperity for all;

Prioritizes quality places; and

Offers choices where we live, work, play, and learn.

CHAPTER 2 - SECTIONS



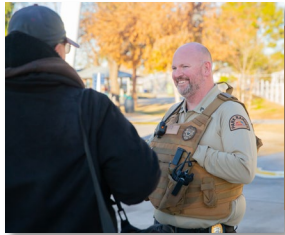
Great Neighborhoods

Our Neighborhoods are Vibrant, Diverse, and Safe Places Where Our People Thrive



History, Arts, and Cultural Resources

Our Community Values Our Heritage and Embraces its Diverse Culture



Human Services

Our Human Services are Compassionate and Equitable



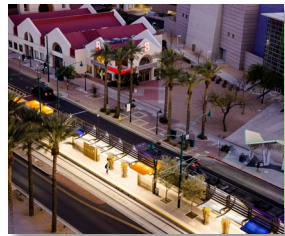
Public Safety

Our City Is Safe and has Exceptional Public Safety Services

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

CHAPTER 4 - SECTIONS



Economic
Development

Our Economy is Innovative and Prosperous



Environment,
Conservation,
Energy, and Water

Our City is Resilient and Sustainable



Public Facilities
and Services

**Our Public Service Enterprises are Efficient,
Reliable and Cost-effective**

ACTION PLAN

- ✓ Completed during 2025-2026 budget process
- ✓ Furthers implementation of the General Plan
- ✓ Updateable as priorities, needs and technology changes
- ✓ Actions will align with the Guiding Principles of the 2050 General Plan
- ✓ Actions will align with each department workplan
- ✓ Changes do not require amendment to the General Plan



BOARD AND COMMITTEE RECOMMENDATIONS

General Plan Citizen Advisory Committee

- ✓ Presentation on public input March 25th
- ✓ Public meeting on April 15th
- ✓ **Recommended approval of the Plan to the Mesa City Council (Vote 5-0)**

Planning and Zoning Board

- ✓ Presentation on public input on March 27th
- ✓ Public Hearings on April 22nd and 24th
- ✓ **Recommended approval of the Plan to the Mesa City Council (Vote 7-0)**

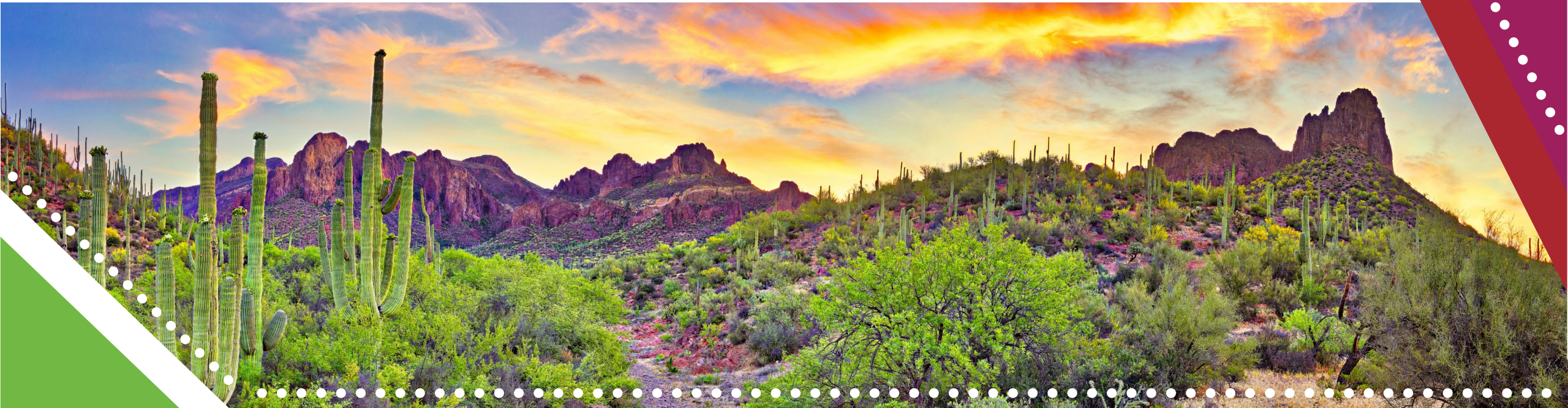
NEXT STEPS

Ratification by Mesa Voters November 5, 2024

Questions?



tomorrow's
mesa
moving forward together
MESA GENERAL PLAN 2050

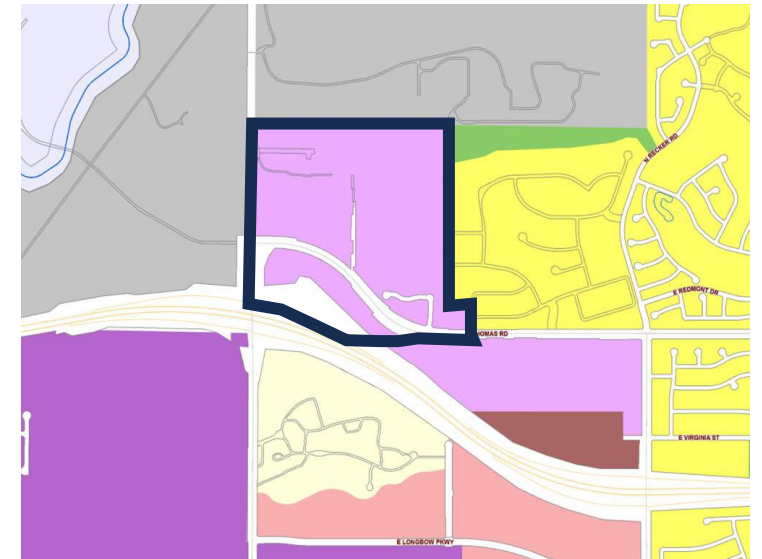
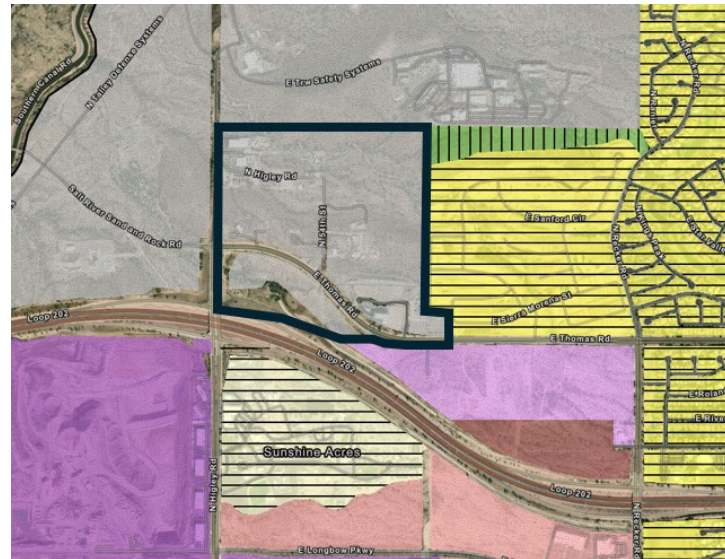




mesa·az

PLACETYPE CHANGES

- Change from Industrial to Local Employment Center



PLACETYPE CHANGES

- Change from Urban Center to Neighborhood Center and Rural Residential

