

# Redevelopment Focus Areas

**Mesa City Council Study Session**  
March 13, 2025

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Redevelopment Program  
Administrator

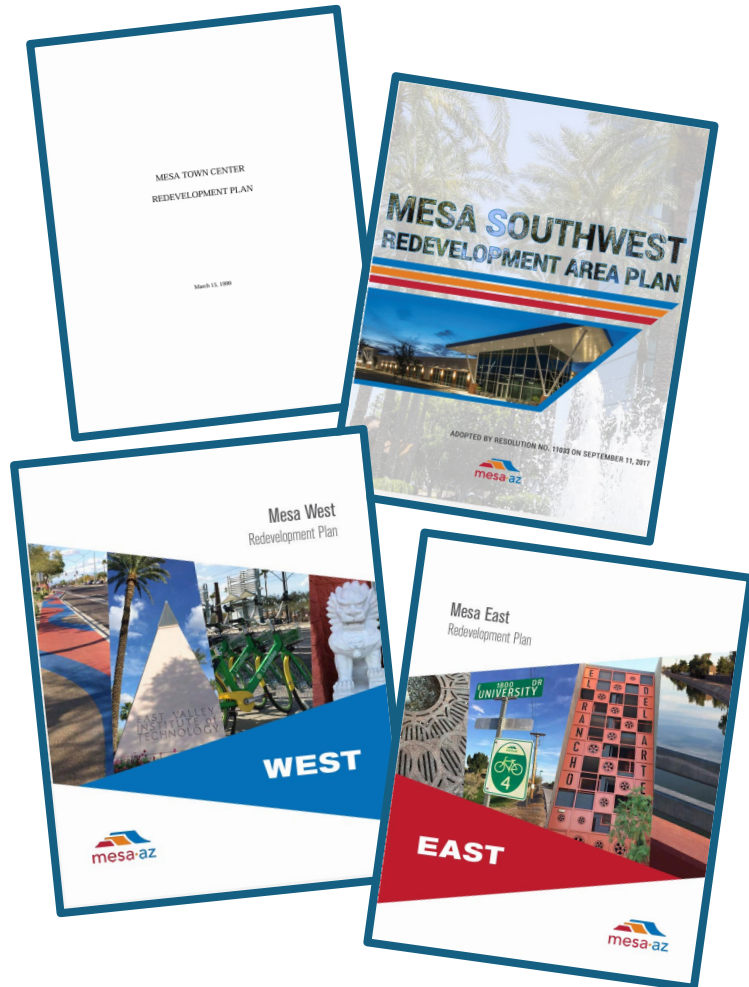
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Development Services Director

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Economic Development Director

# REDEVELOPMENT RECAP

# REDEVELOPMENT AREA OVERVIEW (RDA)



## Mesa City Council Has Adopted Four Redevelopment Areas

- Town Center
- Southwest
- West
- East

# RDA MAP

Dobson

Alma  
School

Country  
Club

Center

Hobson

Stapley

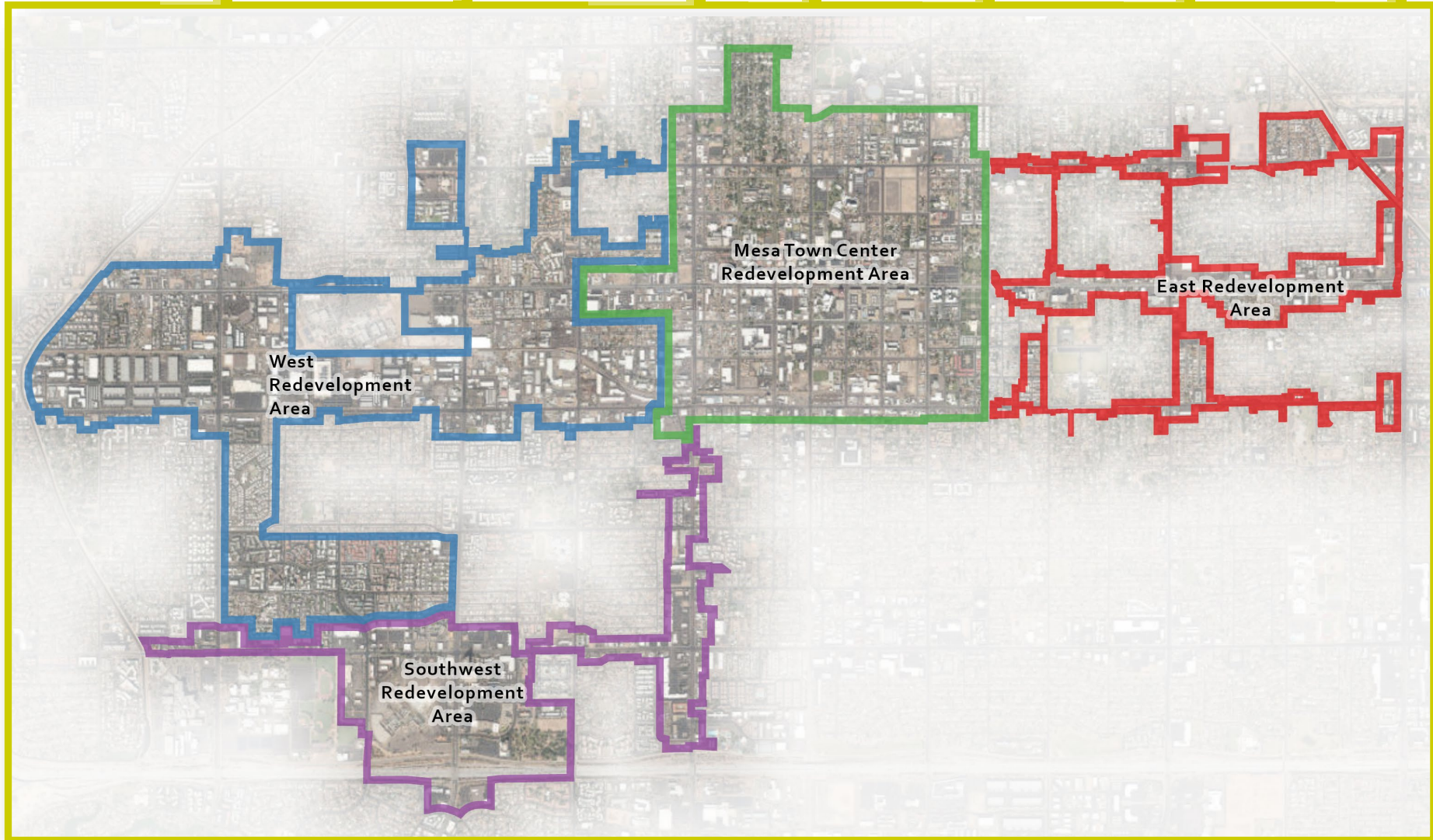
Gilbert

 Town Center  
*Est. 1999*

 Southwest  
*Est. 2017*

 West  
*Est. 2018*

 East  
*Est. 2018*



University

Main

Broadway

Southern

US 60

# REDEVELOPMENT AREA OVERVIEW (RDA)

Designating an RDA may allow for the use of **additional economic tools** to enhance neighborhoods and business districts



Government Property Lease Excise Tax (GPLET) with 8-year tax abatement - Mesa's CBD extends over all City RDAs



Leverage Federal and State grant opportunities

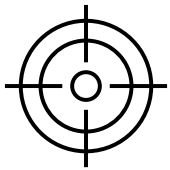


Creation and execution of a redevelopment plan



Allows City Council to consider additional incentives

# REDEVELOPMENT FOCUS AREAS



**IDENTIFY  
FOCUS  
AREAS**

**01**



**APPLY  
SITE  
FEASIBILITY  
CRITERIA**

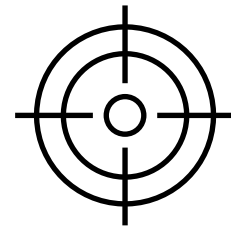
**02**



**DETERMINE  
HIGHEST  
AND BEST  
USE OF  
SITES**

**03**

# REDEVELOPMENT FOCUS AREAS

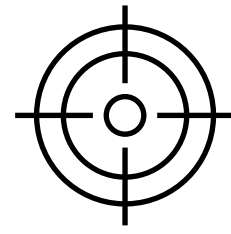


## Areas Near Major Public Investments And Redevelopment Areas

- Light Rail Corridor
- Downtown Peripheries



# REDEVELOPMENT FOCUS AREAS



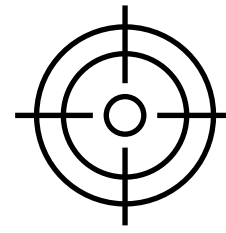
## Major Business Centers

- Riverview
- Fiesta Mall
- Superstition Springs
- Longbow





# REDEVELOPMENT FOCUS AREAS

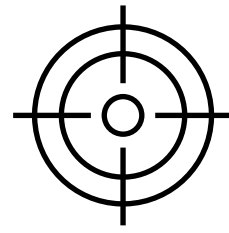


## Areas Where Land Value Exceeds Improvement Value

- East Main Street
- McKellips and Country Club Area



# REDEVELOPMENT FOCUS AREAS



## Arterial Shopping Centers

- Southern, Mesa Dr. to Val Vista
- Brown and Higley Area
- Power and McDowell



# DAILY ACTIVITIES

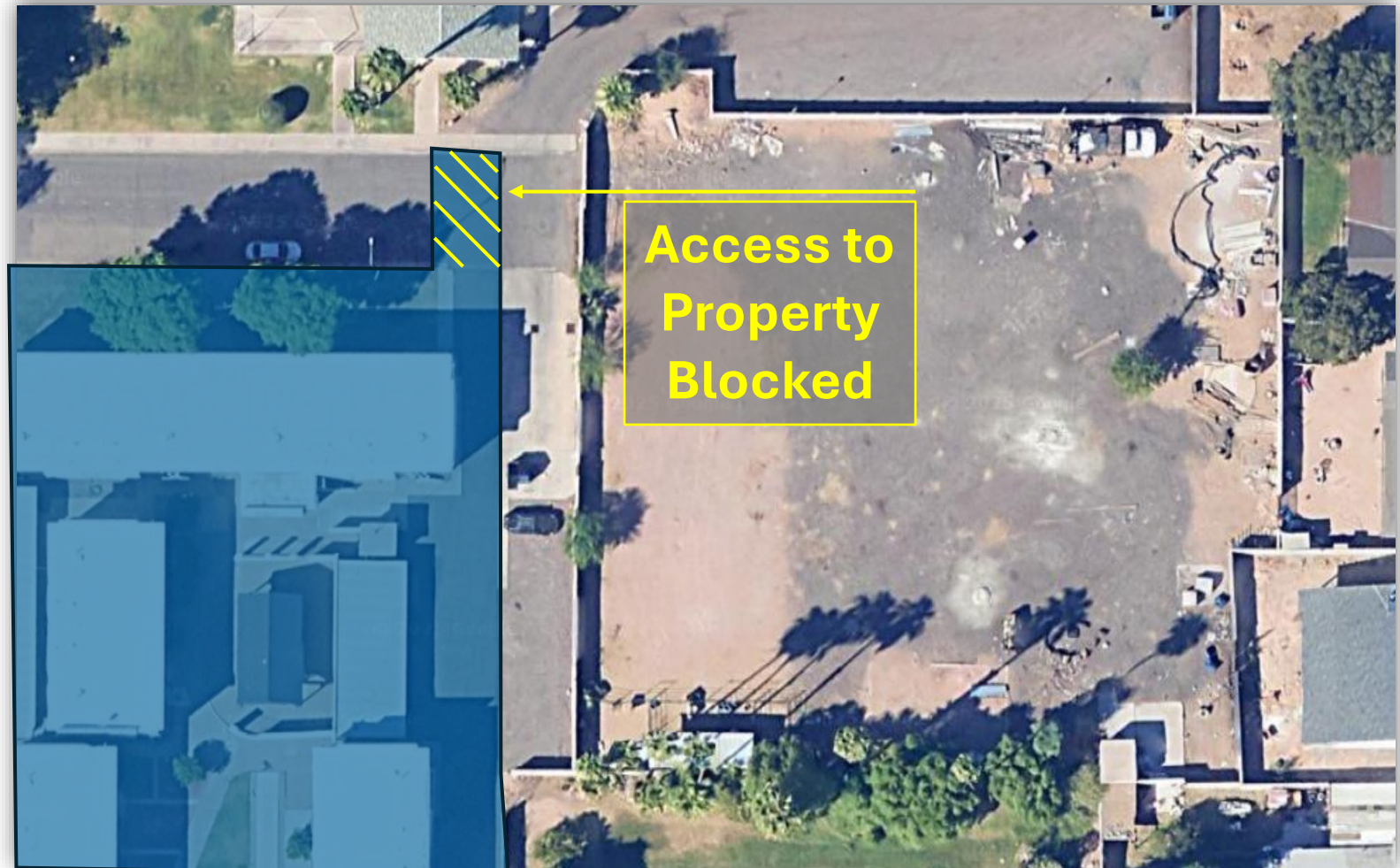
- Contact focus area properties and monitor properties coming to market
- Feasibility analysis
- Introduce buyers and sellers
- Prepare buyers/owners for a presubmittal. Troubleshoot
- Negotiate and manage agreements



# RECENT SUCCESSES

# “THE BOXED-IN SITE”

ROW  
Ownership  
Resolution

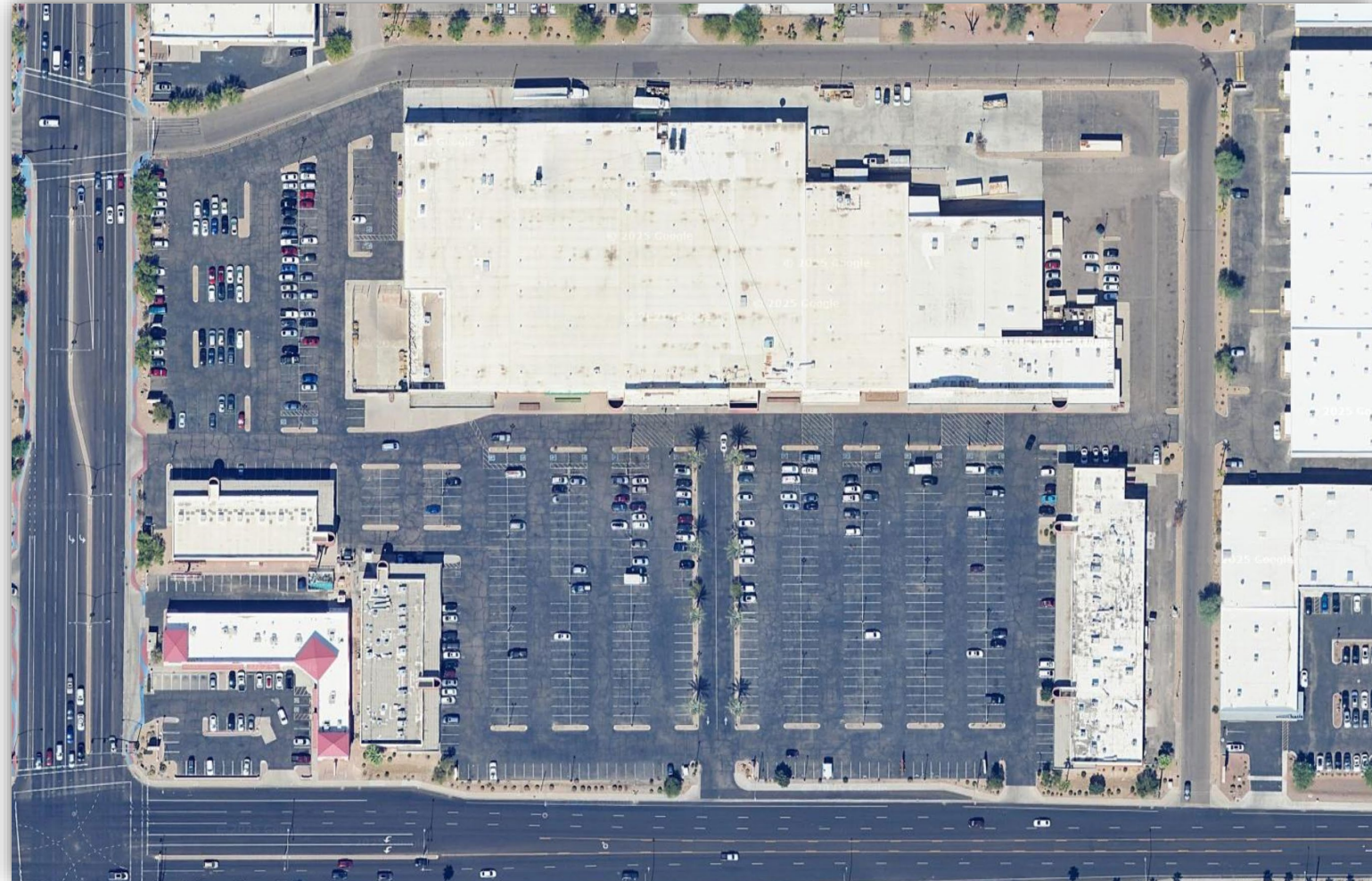


Access to  
Property  
Blocked

# AZ INTERNATIONAL MARKETPLACE

Plan for  
Urban  
Mixed-Use  
Infill

Retail  
Coach/OED  
Business  
Recruitment



# “THE NON-PROFIT SITE”

Guided Owner  
Through  
Redevelopment  
Options

Facilitated  
Introduction to  
Buyers

Result: Offer to  
Purchase



# CHALLENGES

- Willing owners
- Market conditions
- Government regulations





# PLACEMAKING

- Redevelopment is a component of Mesa's placemaking initiatives



# NEXT STEPS

- Contact property owners in focus areas
- Identify recurring issues and requests
- Return to Council with recommendations



FRONT 3D RENDERING

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



*Cottages on Sossaman*

REAR 3D RENDERING

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



*University 202 Townhomes*

# QUESTIONS?

