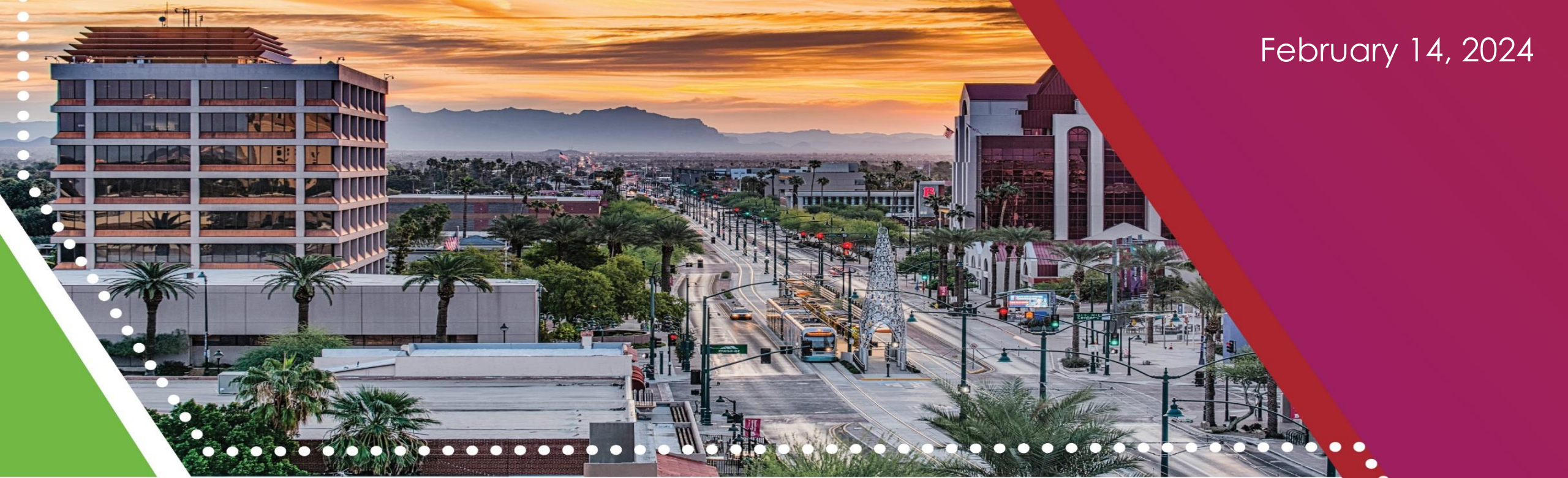


February 14, 2024



# 2050 General Plan Update

**Mary Kopaskie-Brown, AICP**  
Planning Director

**Jeff Robbins, CEcD**  
Project Manager

**Rachel Nettles, AICP**  
Assistant Planning Director



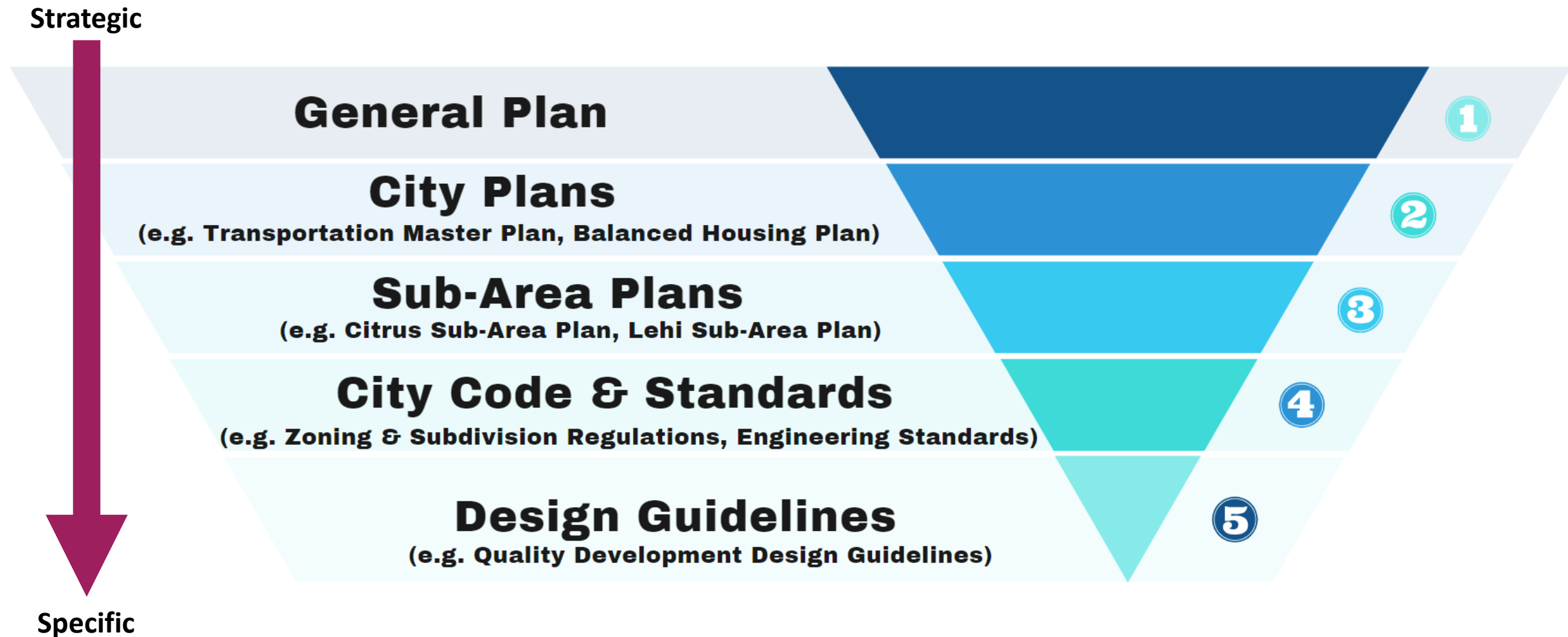
An aerial photograph of a suburban neighborhood at sunset. The houses have reddish-brown roofs, and there are green lawns and trees. In the background, there are mountains under a sky with orange and yellow clouds. A red and white geometric shape is in the top left corner.

# PRESENTATION OUTLINE

- Chapter 3 - The Land
- Chapter 5 - Implementation



# HEIRARCHY OF PLANS & REGULATIONS



# 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

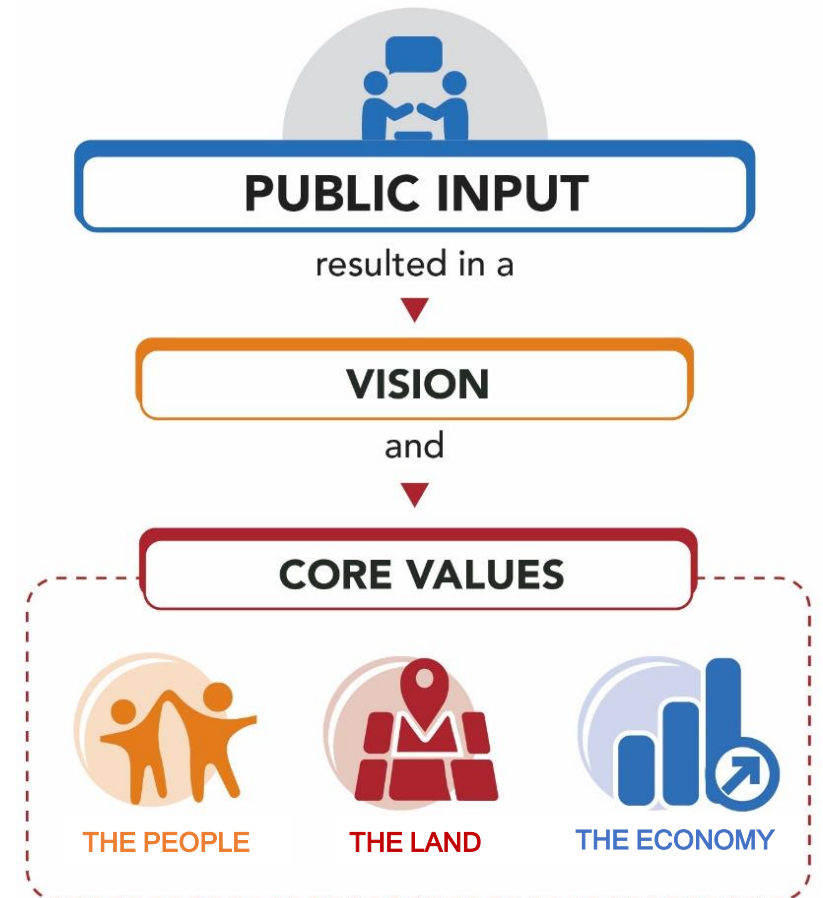




# GENERAL PLAN ORGANIZATION

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**



# CIRCULATION AND MOBILITY STRATEGIES



**Promote transit-supportive development along existing and future high-capacity transit routes**



**Integrate innovative transportation technology strategies**

# PARKS AND OPEN SPACE

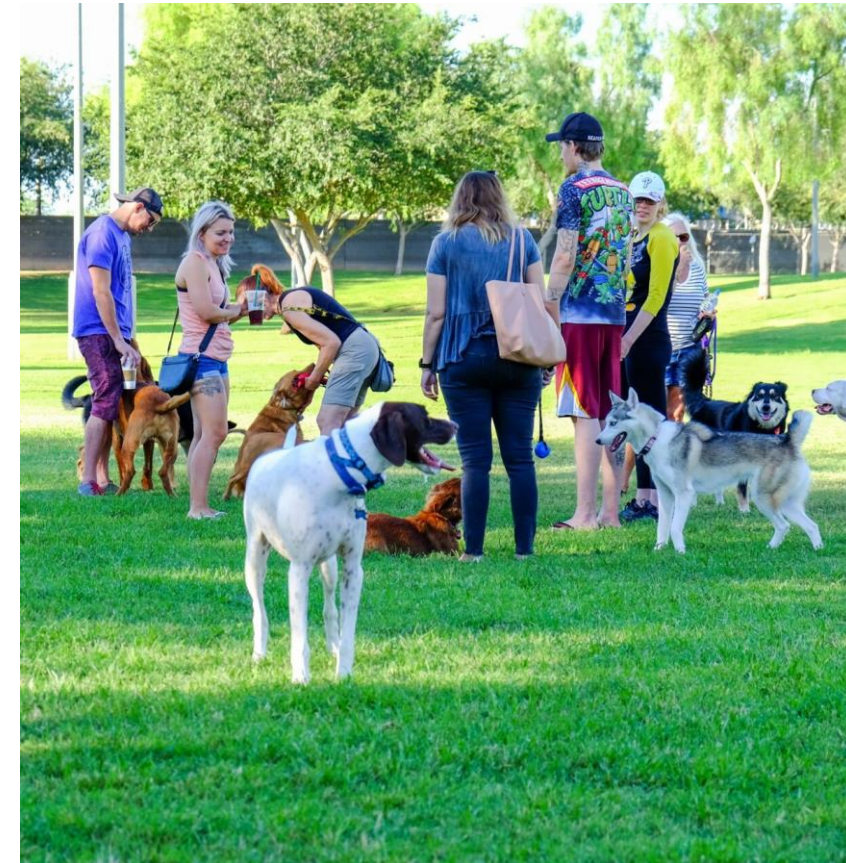
## **Guiding Principle - Our Parks and Open Spaces Offer Rich Recreation and Support Active Lifestyles**

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**

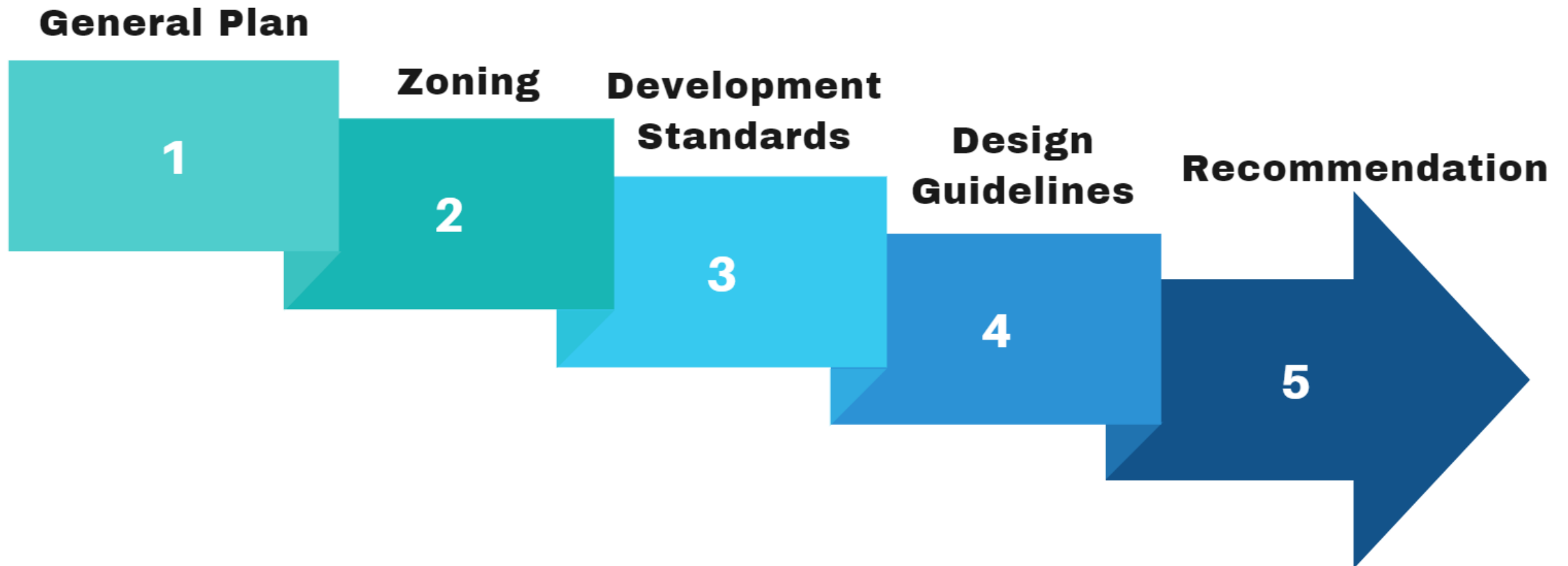


An aerial photograph of a city, likely Phoenix, Arizona, showing a mix of urban development and greenery. In the foreground, a large, curved, blue structure, possibly a playground or public art installation, is visible. The city extends to the horizon with mountains in the background. The text "FUTURE LAND USE PLAN" is overlaid in the center.

# FUTURE LAND USE PLAN



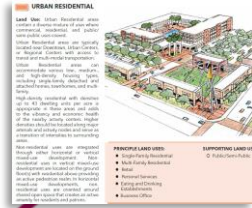
# EVALUATING LAND USE REQUESTS



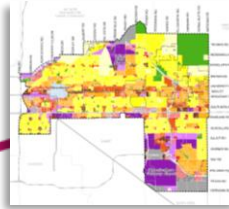


# FUTURE LAND USE PLAN

## PLACETYPE DESCRIPTIONS



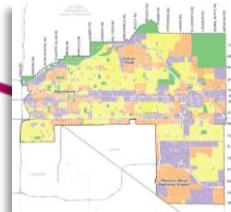
## PLACETYPE MAP



## GROWTH STRATEGY DESCRIPTIONS



## GROWTH STRATEGY MAP



## CONSISTENCY CRITERIA



## DETERMINING CONSISTENCY

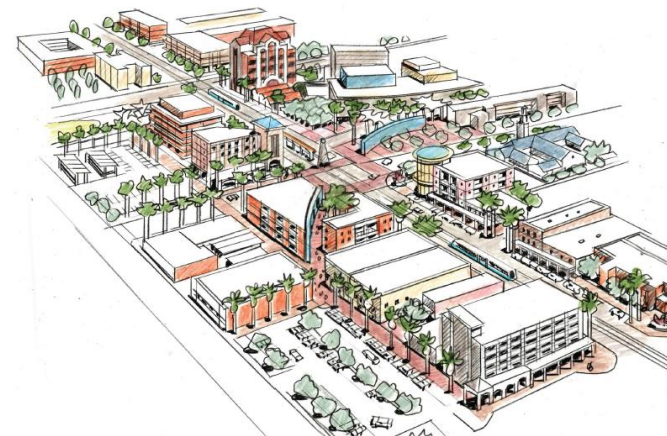
Framework that  
guides land use  
recommendations  
and decisions

# 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

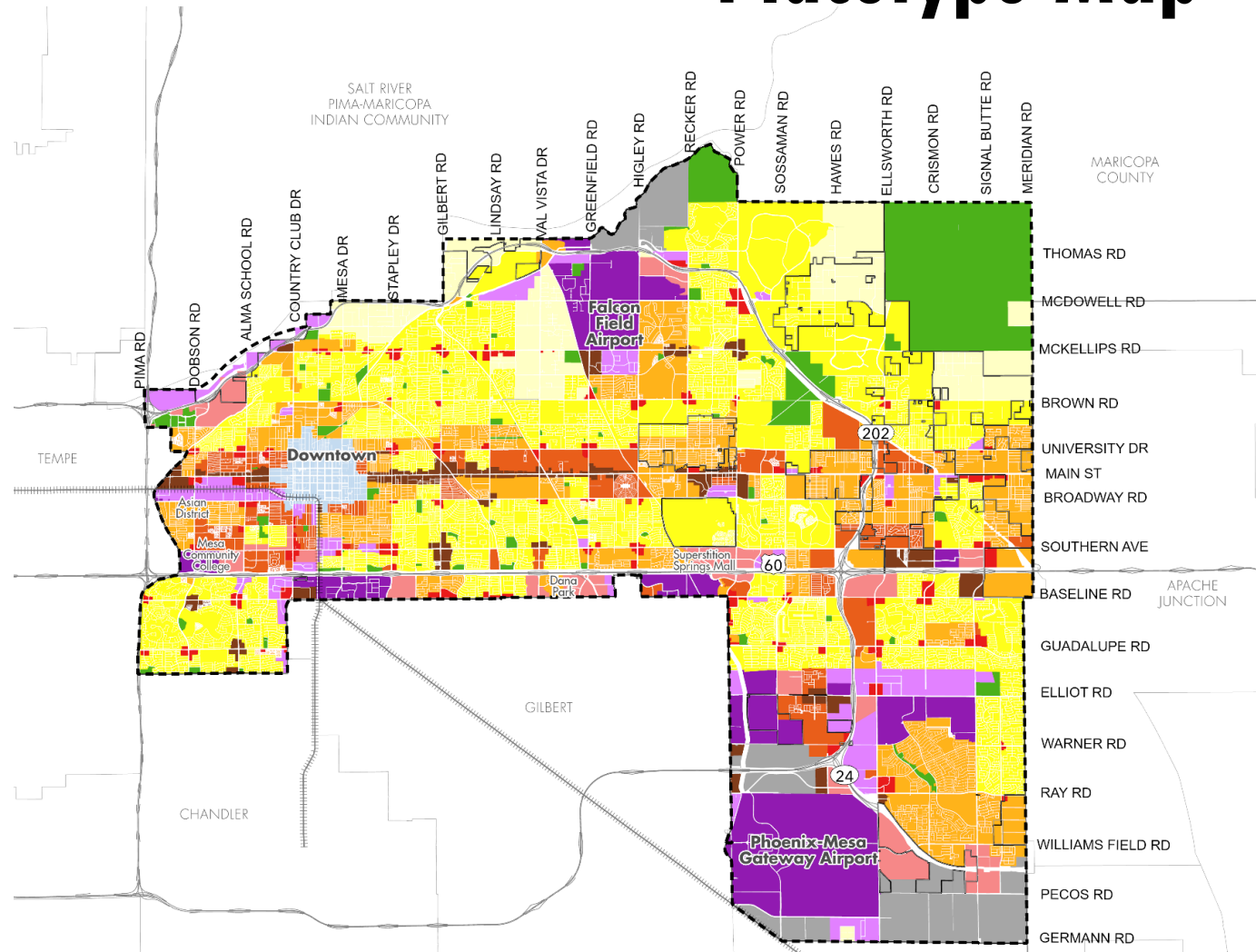


# FUTURE LAND USE PLAN

## Placetype Map

12

Placetypes



### 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

# FUTURE LAND USE PLAN

## Placetype Descriptions

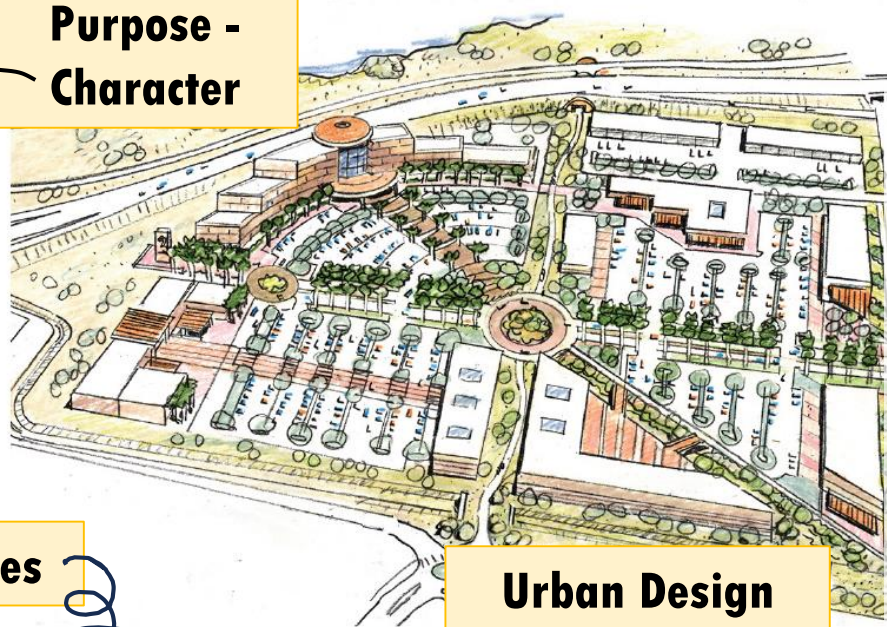
### REGIONAL CENTER

**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. Multi-family residential are secondary to commercial uses and are of mixed density.

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.

### Purpose - Character



### Typical Land Uses

#### PRINCIPLE 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)

- 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.

### 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.

- 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 abut 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

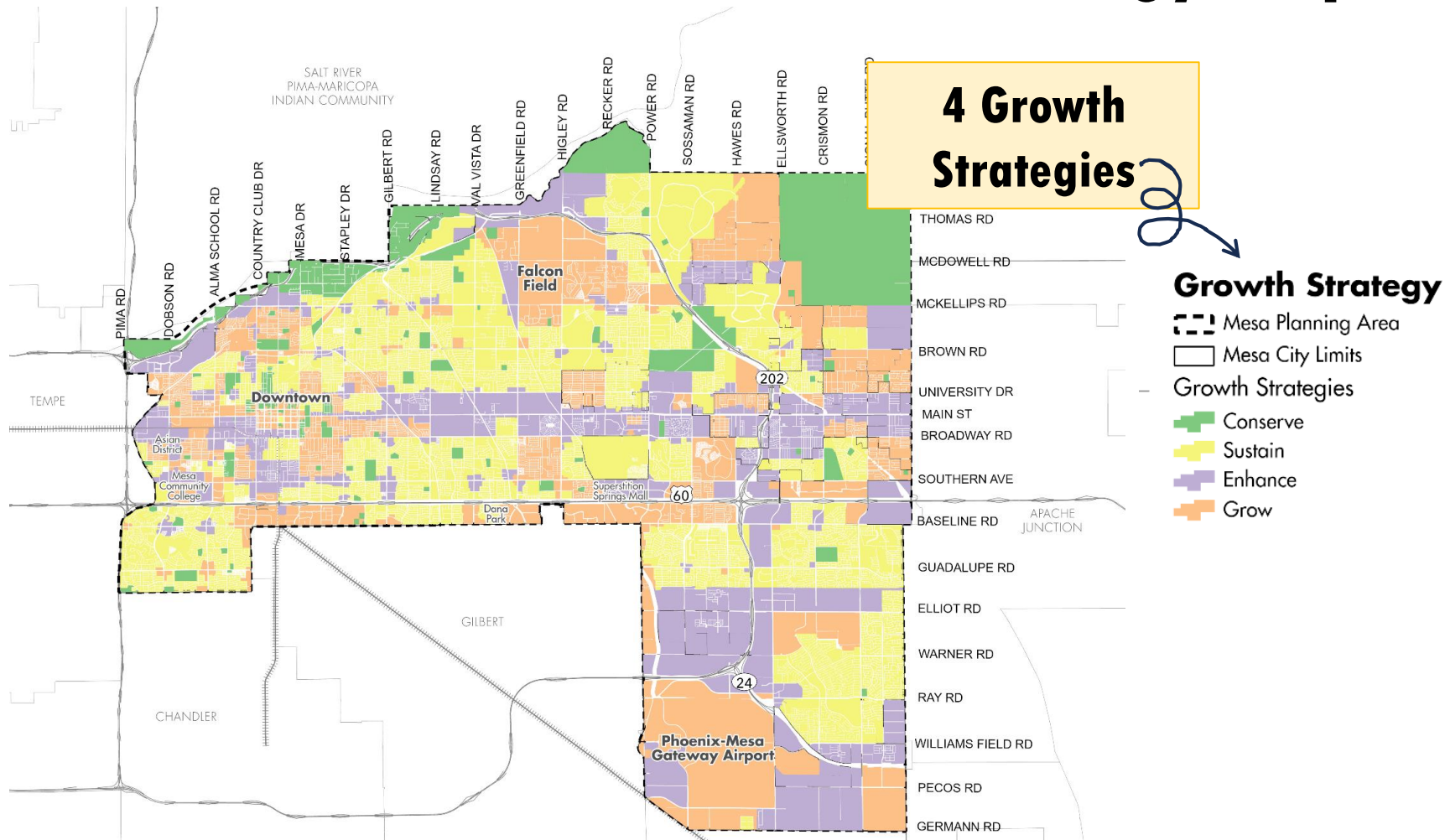
- Principal Land Uses are prominent and play a pivotal role in establishing the character of a Placetype
- Supporting Land Uses are less prominent and support the

PLACETYPES	TYPICAL LAND USES	Single-Family Residential	Multi-Family Residential	Public/Semi-Public	Retail	Personal Services	Eating and Drinking Establishments	Entertainment and Recreation	Convenience Services	Business Office	Medical Facilities	Light Industrial	Warehousing and Storage	Heavy Industrial
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



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

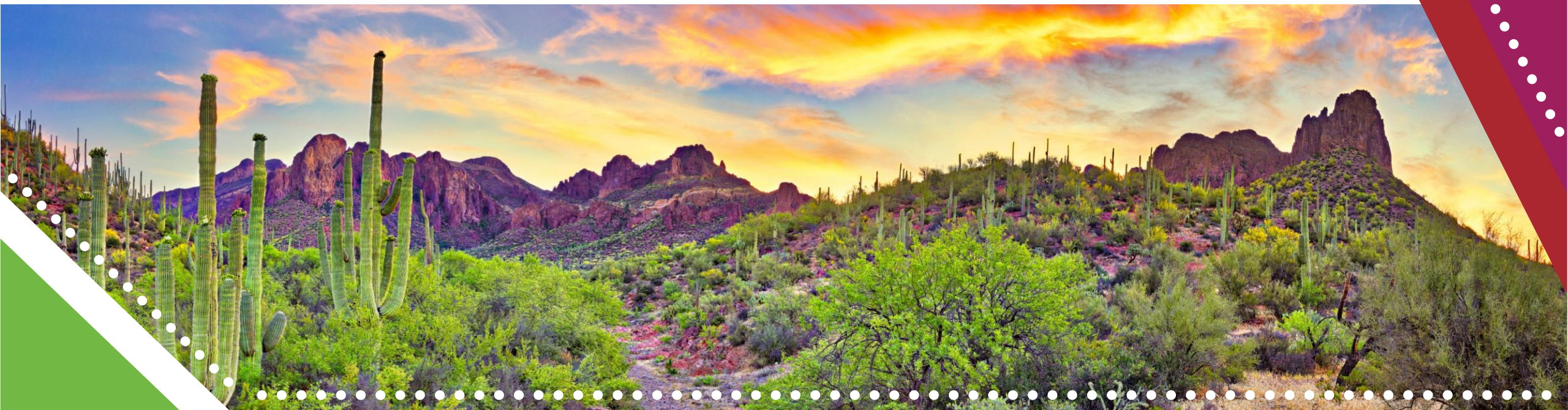
*Ratification by Mesa Voters November 5, 2024*



# Questions?



tomorrow's  
**mesa**  
*moving forward together*  
MESA GENERAL PLAN 2050





mesa·az