

May 25, 2023

General Plan Update

City Council Study Session

Mary Kopaskie-Brown, AICP

Planning Director

Jeff Robbins, CEcD

Project Manager

Bruce Meighen, AICP

President and CEO, Logan
Simpson Design



Development Services
Department

Why Update the General Plan?

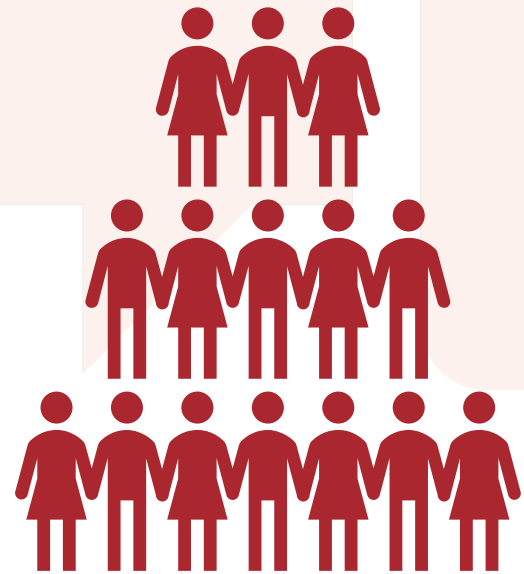


- **Overarching Policy Document**
 - Long-Term Vision
 - Shaped by Community, Businesses and City Leadership
 - Includes Guiding Principles, Policies, and Detailed Actions
- **Required by Arizona Law**
 - 17 Required Topics or Elements
 - Requires a Public Participation Plan adopted by City Council
 - Requires Citizen Vote to ratify City Council adoption – November 2024
 - Effective for 10 years

Overall Process Update



Engagement by the Numbers



11,000+

Engagements



3,322

Questionnaire
Reponses



2

City Council
Presentations



49

Community
Interviews



12

Presentations to City
Boards/Commissions



2,150

Visits at 11
Info Booths



4

General Plan Advisory
Committee Meetings



5,600

Website Visits



7

Community Meetings

Top Community Issues



1. Commercial and Retail Choices



2. Housing Attainability and Variety



3. Public Safety



4. Traffic Congestion



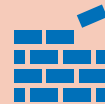
5. Education



6. Water Supply



7. Open Space, Parks, Recreation Opportunities



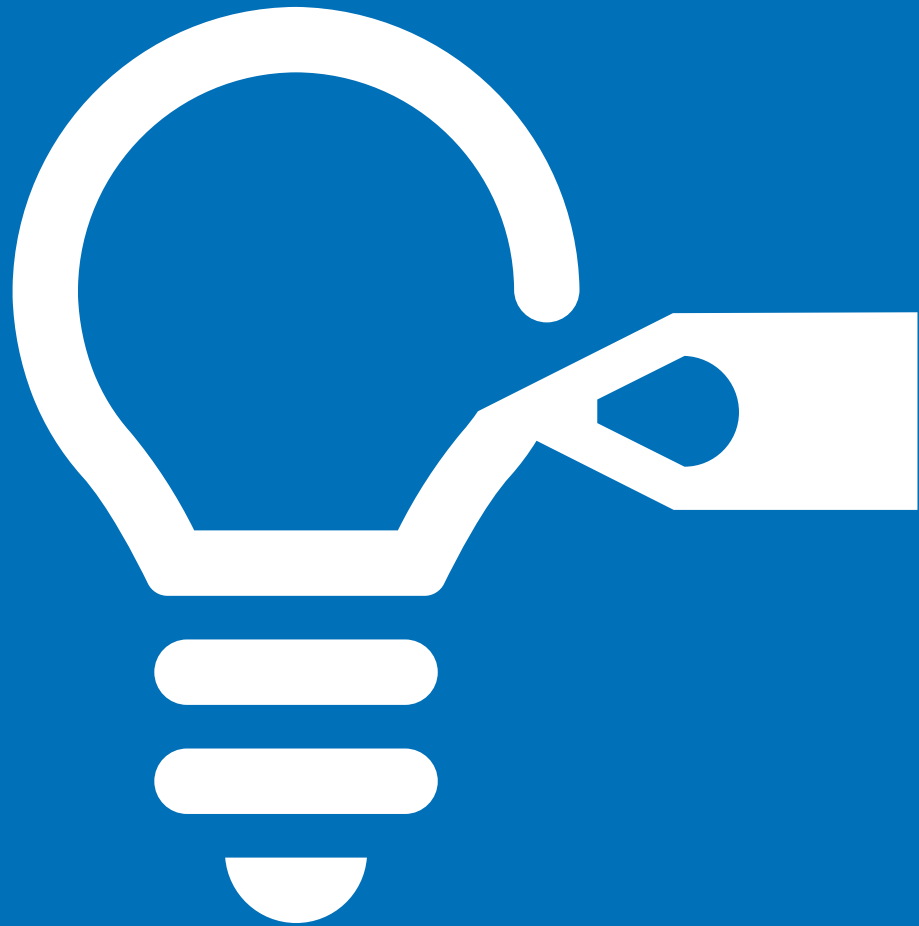
8. Redevelopment



9. Access to High Paying Jobs



10. All other issues



2050 General Plan **DRAFT VISION AND** **GUIDING PRINCIPLES**

DRAFT VISION STATEMENT

Mesa is a city of extraordinary places and rich culture where people connect, and businesses of all sizes thrive in a vibrant, safe, and healthy environment.



LAND USE AND GROWTH AREAS

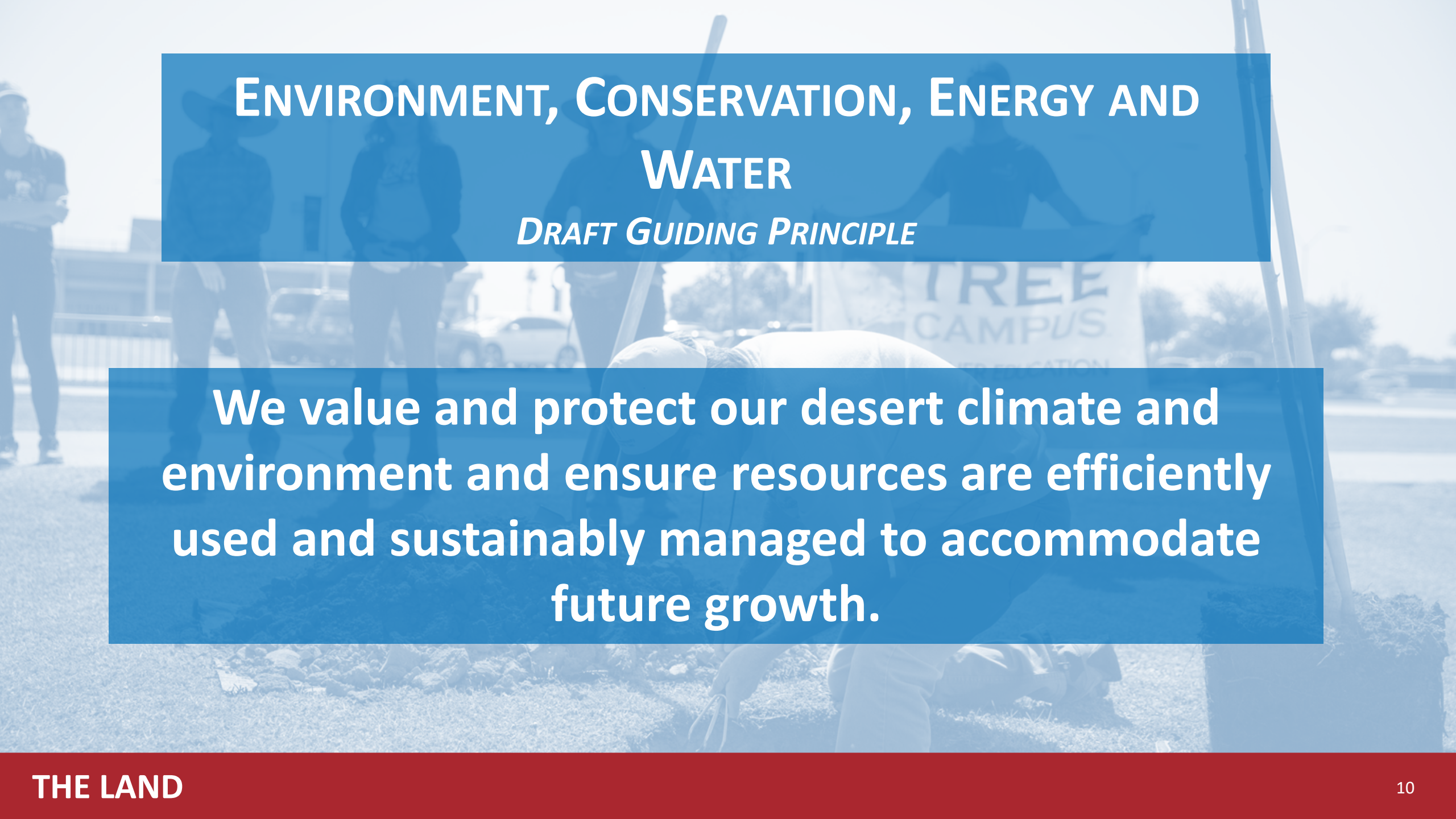
DRAFT GUIDING PRINCIPLE

We nurture and sustain a balanced mix of land uses that connect attractive and welcoming neighborhoods, vibrant shopping areas and thriving employment centers.

CIRCULATION AND MOBILITY

DRAFT GUIDING PRINCIPLE

We provide a safe, convenient, and well-connected transportation network that offers efficient choices for how residents, employees, and visitors move around the city.



ENVIRONMENT, CONSERVATION, ENERGY AND WATER

DRAFT GUIDING PRINCIPLE

We value and protect our desert climate and environment and ensure resources are efficiently used and sustainably managed to accommodate future growth.



PARKS, RECREATION AND OPEN SPACE

DRAFT GUIDING PRINCIPLE

We offer a safe, equitable, and connected system of parks and recreational opportunities that foster healthy and vibrant communities and contribute to high-quality experiences for those who live, work, and play in Mesa.

A large crowd of people is gathered outdoors, many with their hands raised in celebration. The background shows trees and a building with a sign that partially reads "ADMINISTRATION".

NEIGHBORHOOD PRESERVATION AND REVITALIZATION

DRAFT GUIDING PRINCIPLE

**We celebrate and invest in Mesa's unique places by
preserving and revitalizing existing neighborhoods,
shopping areas, and downtown.**

HOUSING

DRAFT GUIDING PRINCIPLE

We support a diverse range of quality housing types and choice for all income levels of our current and future residents.

SOCIAL SERVICES, HEALTHCARE, AND EDUCATION

DRAFT GUIDING PRINCIPLE

We partner with community organizations to secure equitable access to high-quality social services, healthcare, and education.

HISTORIC AND CULTURAL RESOURCES

DRAFT GUIDING PRINCIPLE

We celebrate and embrace the heritage of Mesa, protect our historic and cultural resources, and provide diverse arts and cultural programs to engage the community, foster civic pride, and create authentic, memorable experiences.



PUBLIC SAFETY

DRAFT GUIDING PRINCIPLE

**We provide responsive police, fire, and medical services
with compassion and respect.**

PUBLIC SERVICES AND FACILITIES

DRAFT GUIDING PRINCIPLE

We respond to the needs of residents by providing quality, reliable, and cost-effective public services and investing in public facilities that evoke civic pride in Mesa.

ECONOMIC DEVELOPMENT

DRAFT GUIDING PRINCIPLE

We support the key pillars of education and workforce development to attract, retain, and expand both small and large businesses creating diverse, quality job opportunities citywide.

The background image shows two construction workers in a residential neighborhood. One worker, wearing a white hard hat, safety glasses, and a high-visibility vest, stands on the left. Another worker, also in a hard hat and safety gear, is kneeling on the ground in the center, working with some equipment. The scene includes a sidewalk, a street with orange traffic cones, and parked cars in the background. The entire image has a light blue overlay.

COST OF DEVELOPMENT

DRAFT GUIDING PRINCIPLE

We require that private development invest its fair share of the cost for long-term associated public improvements.

Next Steps:

1. Finalize Vision Statement / Guiding Principles
2. Develop Future Land Use Alternatives
3. Community Meetings
June / July



General Plan Update



May 25, 2023

Balanced Housing Master Plan

City Council Update

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Director

Jeff Robbins, CEcD

Project Manager

**Susan Becker,
MBA, AICP**

Vice President, Zions
Public Finance, Inc.

Bruce Meighen, AICP

President and CEO,
Logan Simpson Design




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Development Services
Department



Plan Background

**2017 – City of Mesa Housing
Master Plan Update**
Initial Data Collection & Analysis

**2023 – Development of Balanced
Housing Master Plan**
Comprehensive data collection
and policy recommendations

Housing Needs Assessment and Inventory

Current Housing Inventory



- Product Types (single, multifamily, mobile etc.)



- Median Values



- Year Built, Housing Conditions



- Mapping by Geographic Area

Housing Market Trends



- Affordability



- Vacant Land



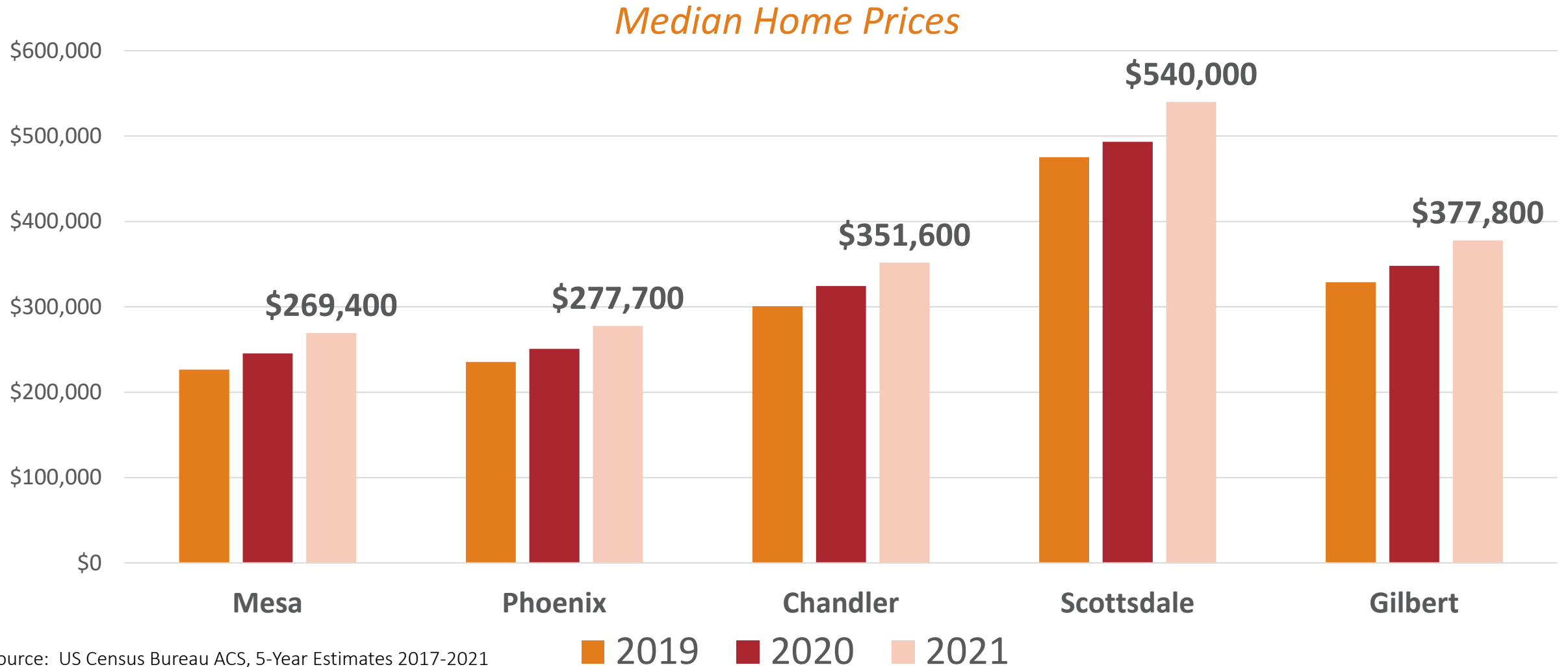
- Trends in Costs



- Overall Market

Housing Trends

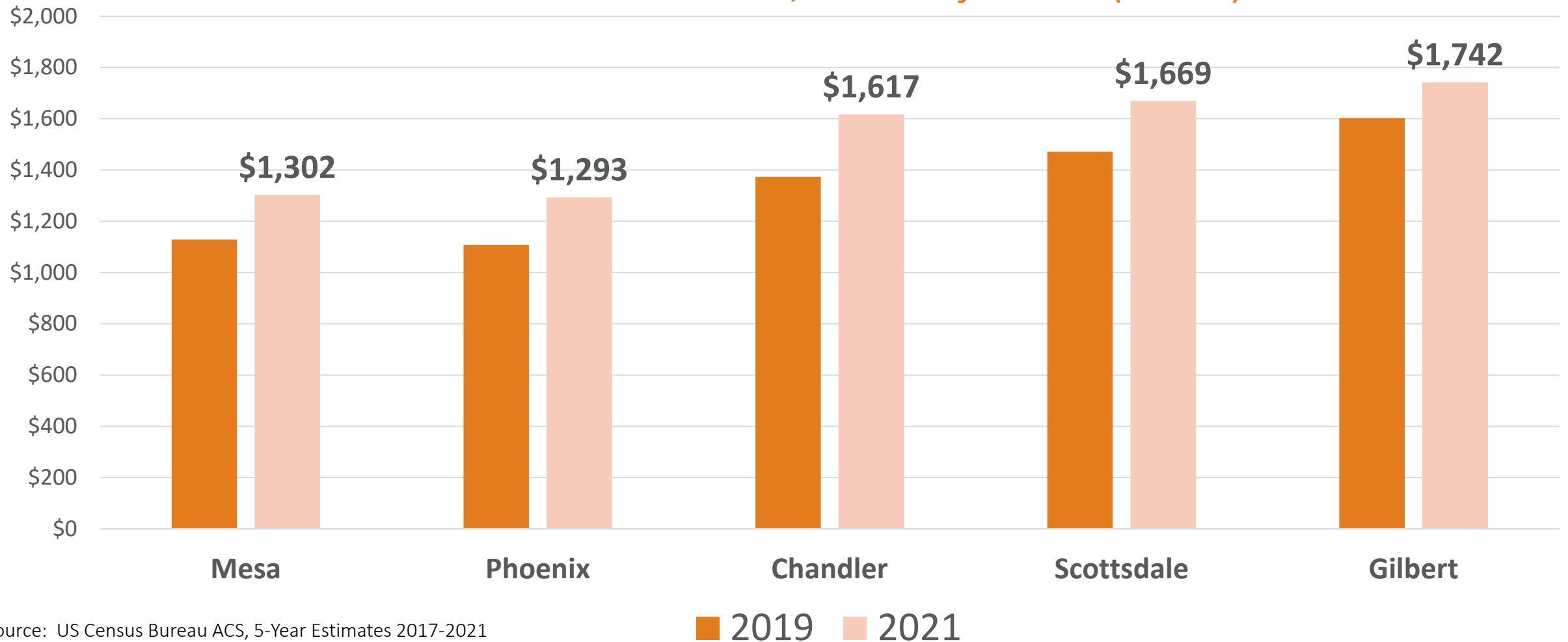
Comparative Home Prices



Housing Trends

Comparative Rental Prices

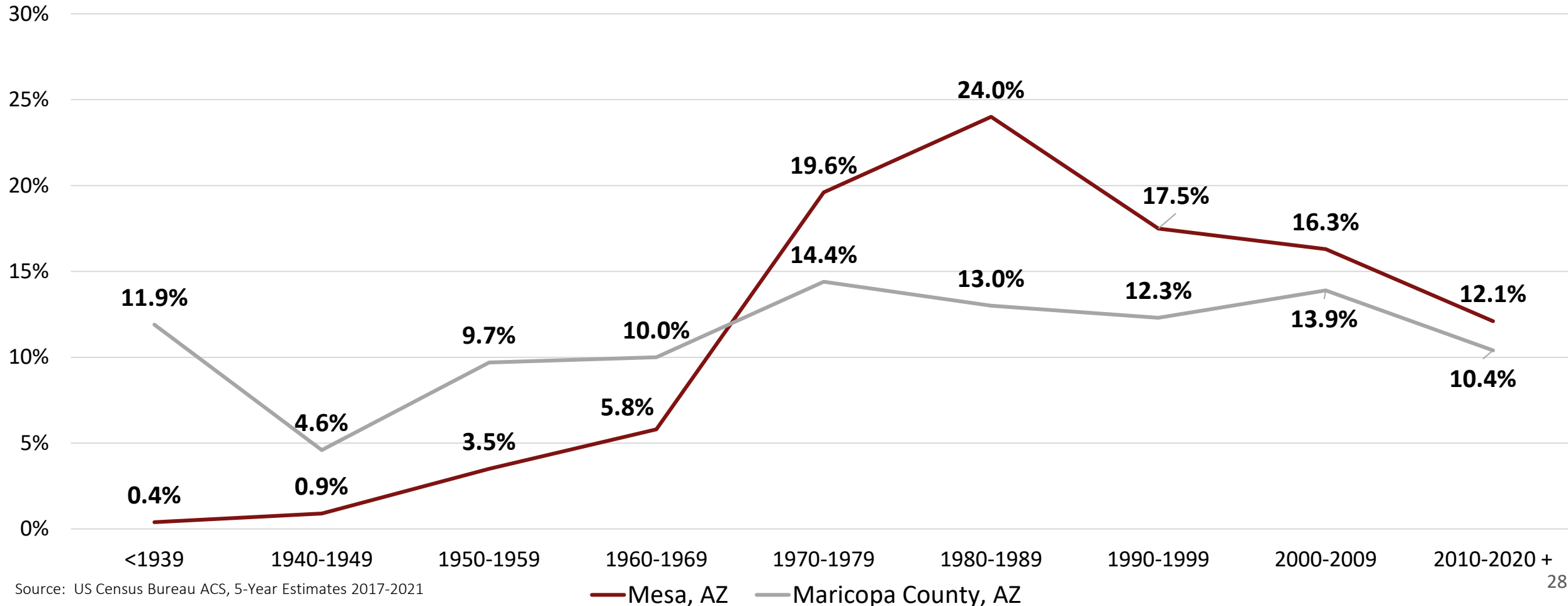
Median Rental Prices, No Data for 2020 (COVID)



Housing Trends

Proportion of Housing Units by Year Built

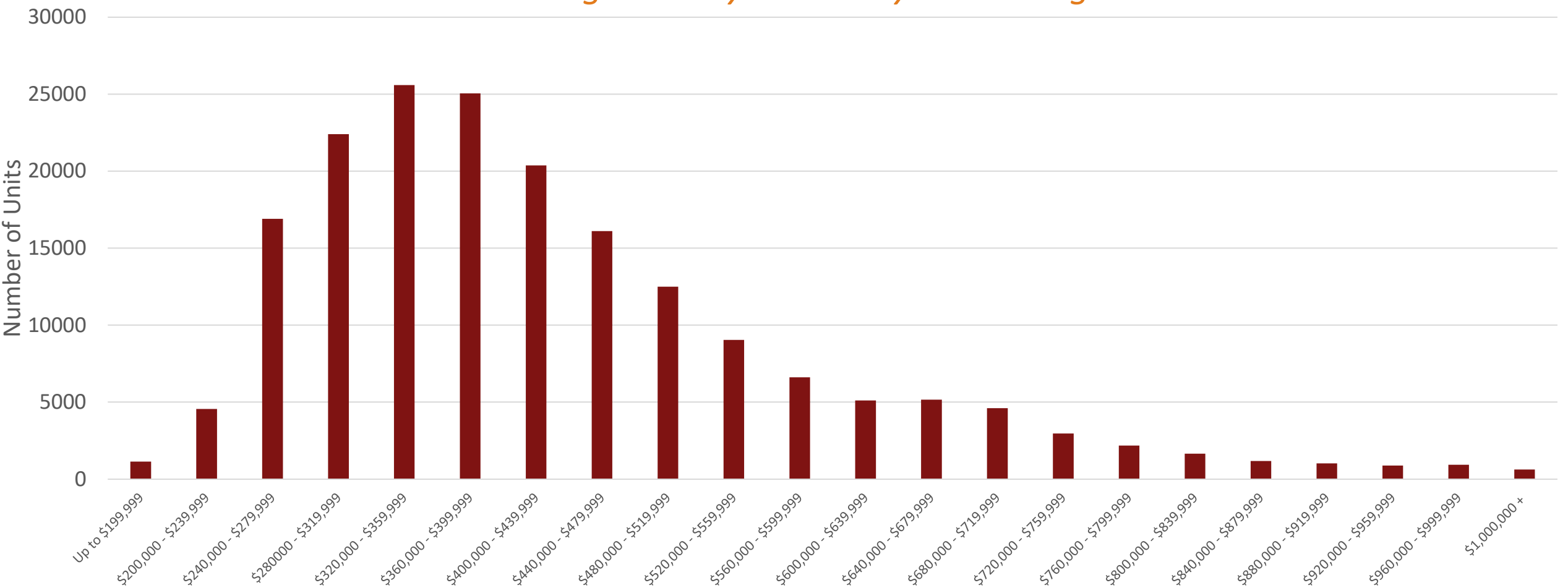
Proportion of Housing Units by Year Built



Housing Trends

Housing Units by Price

Single Family Homes by Price Range



Source: Maricopa County Assessor's Office, ZPFI

Next Steps:

- Housing Needs Assessment and Inventory under review by City
- Draft Balanced Housing Master Plan - Summer 2023



**BALANCED HOUSING MASTER
PLAN**





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