

Mesa General Plan 2050 Planning and Zoning Board Update

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Today:

1. Land Use Element Overview
2. Future Land Use Designations
3. Engagement to-date
4. Next Steps



Overall Process Timeline





2050 General Plan Land Use Element Overview

LAND USE ELEMENT

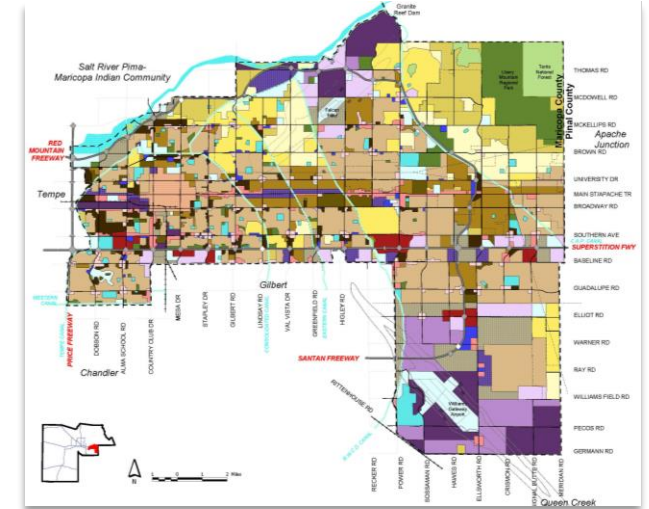
Future Land Use Map & Designations

- Required element by the state
- Identifies where land uses may be located in the future
- Guides the form and character of areas

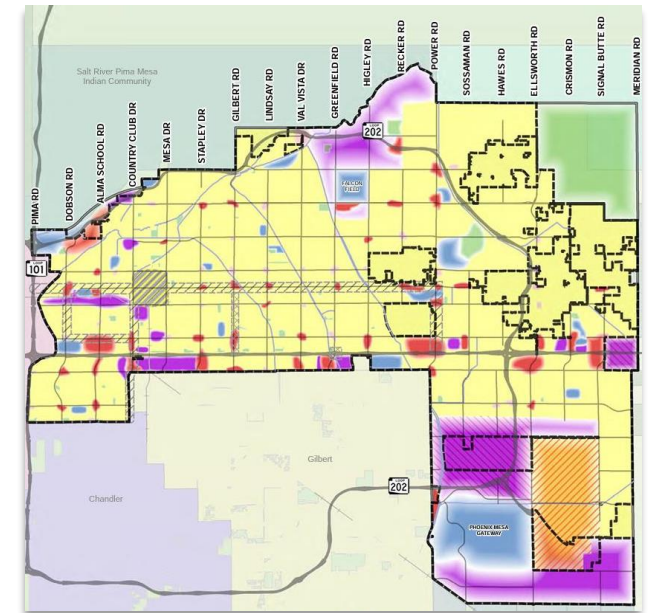
Growth Area Element

- Required element by the state
- Identifies area suitable for multi-modal transportation and infrastructure improvements designed to support a variety of land uses

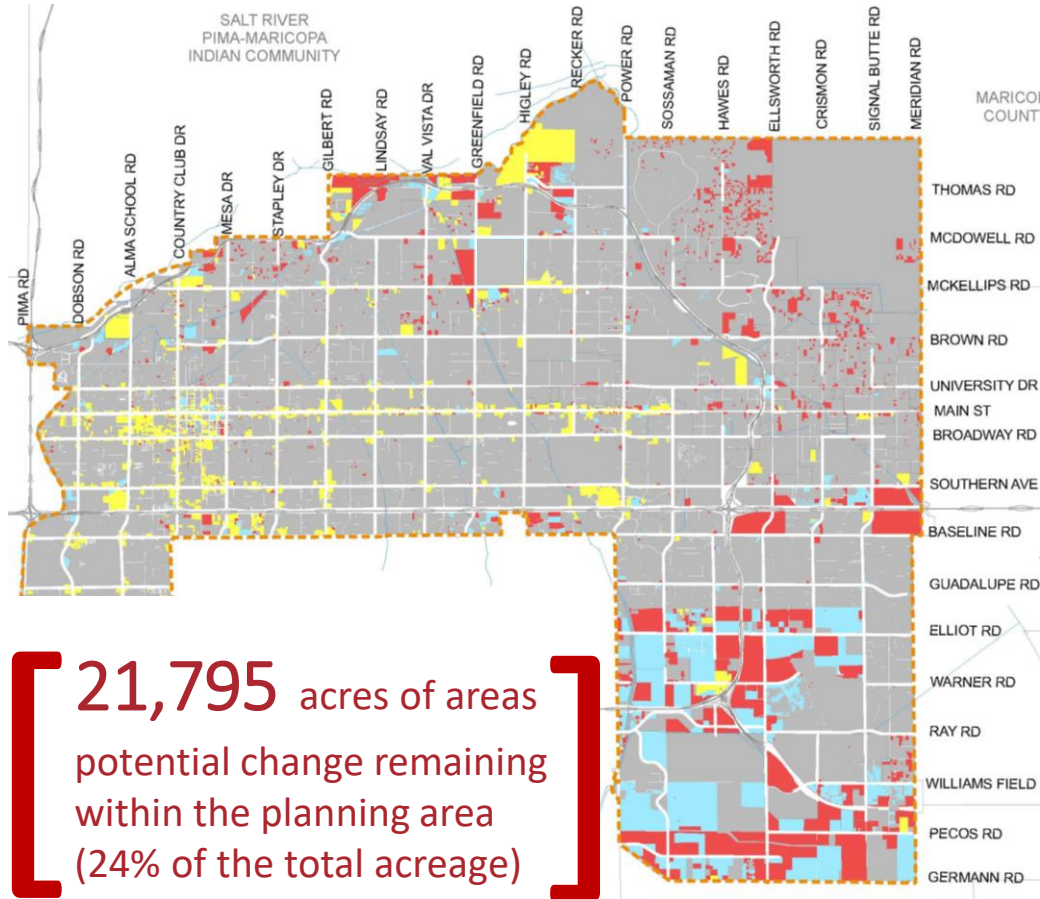
2025 General Plan



2040 General Plan



FUTURE LAND USE CREATION | Methodology



Existing Land Analysis

Stable: Parcels with an existing use or structure that is unlikely to change over the next couple of decades

Vacant: Undeveloped parcels, with no permanent structures or improvements but of developable land prior to redevelopment

Transitioning: Parcels currently experiencing active development or with approved development plans

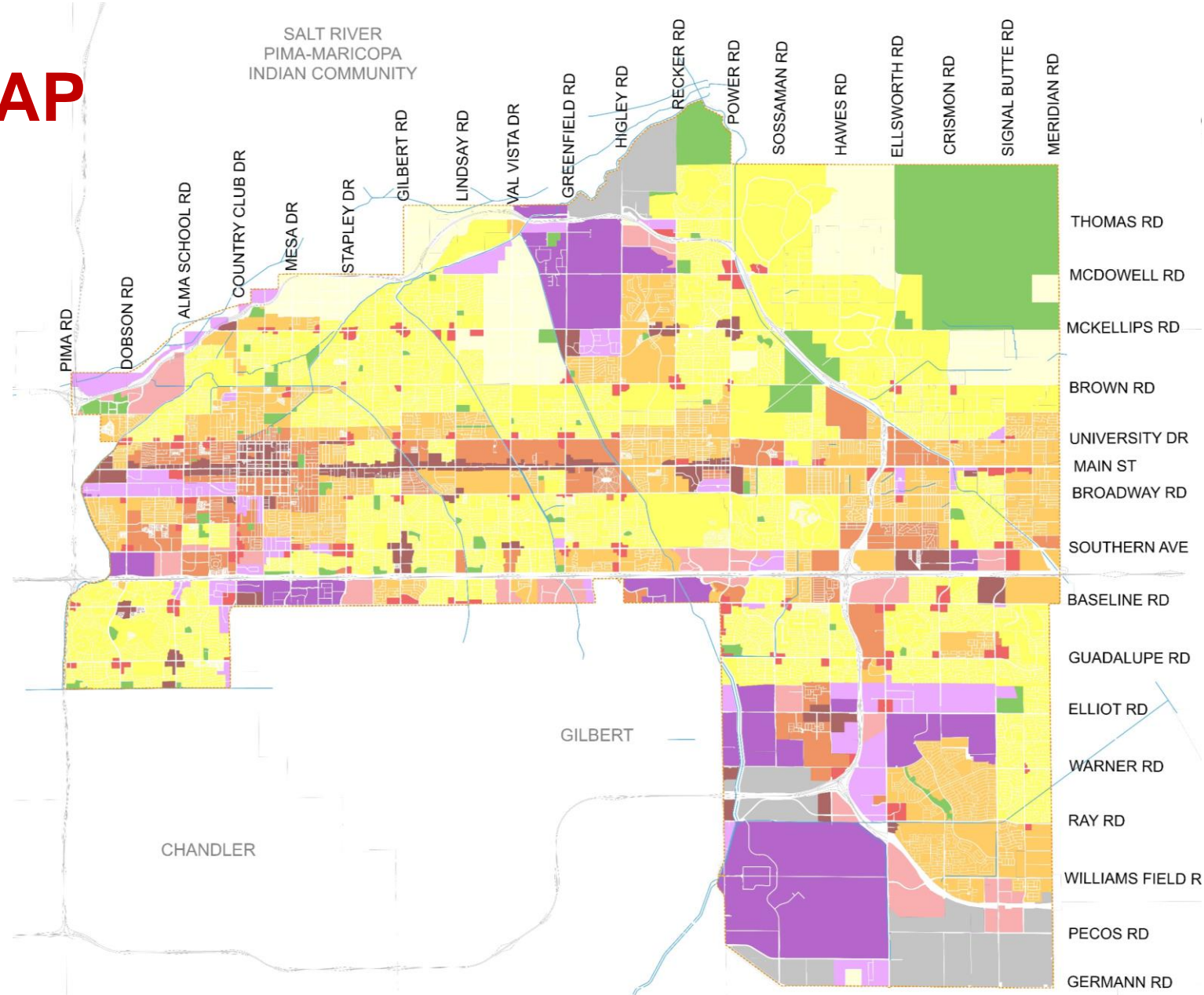
Redevelopment: Parcels with characteristics typically exhibited prior to redevelopment

- **Best Practices - future land use approach**
- **Alignment with current General Plan**
- **Ground proofing - institutional knowledge from staff and community**

FUTURE LAND USE MAP

- Rural Residential
- Traditional Residential
- Mixed-Residential
- Urban Residential
- Neighborhood Center
- Urban Center
- Regional Center

- Local Employment Center
- Regional Employment Center
- Industrial
- Parks/Open Space



LAND USE STRATEGY MAP

Conserve

Protection/Reserve Areas

Areas to remain undeveloped, including historic districts or resources, schools, public lands, and parks

Sustain

Stable Areas

Areas that are encouraged to remain in their current condition with subtle redevelopment and transition

Enhance

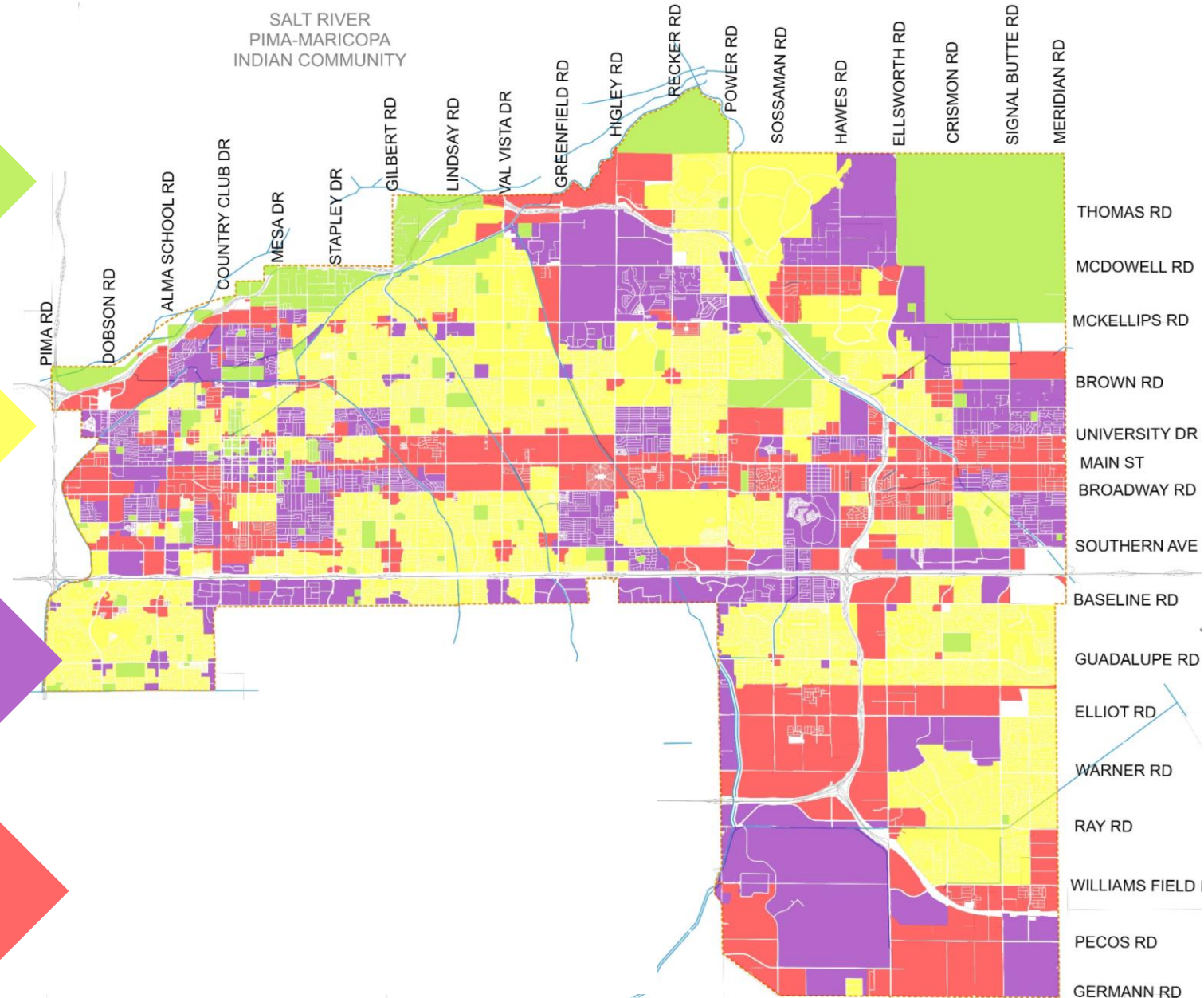
Transition/Reuse/Redevelopment Areas

Areas in good condition but encouraged to continue to develop or reuse existing land and buildings

Grow

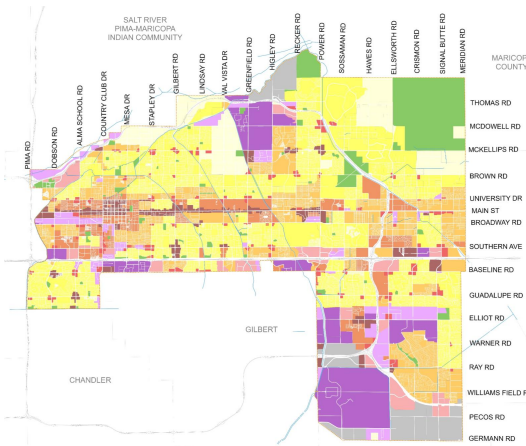
Development/Redevelopment Areas

Areas with a significant amount of vacant or underutilized land capable of supporting new development or redevelopment

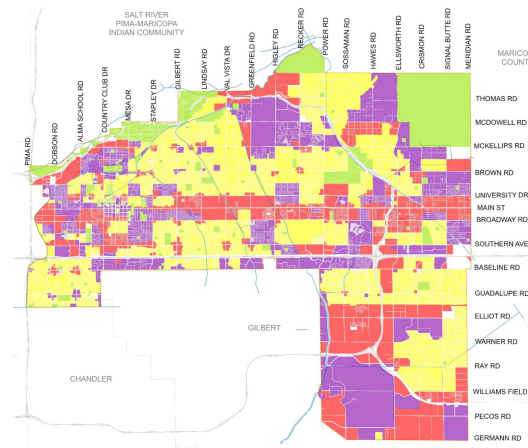


LAND USE ELEMENT | Utilization

Future Land Use Map



Land Use Strategy Map



Policies and Criteria





Tomorrow's Mesa Future Land Use Designations

LAND USE | Rural Residential

Common Elements:

- Intended for large lot, low-density residential development and agricultural uses
- Includes single-family, detached homes on large lots
- Allows the keeping of livestock and outbuildings, with arenas and stables
- Streets are of rural character, and sidewalks may or may not accompany roadways



LAND USE | Traditional Residential

Common Elements:

- Intended primarily for detached single-family homes, on medium or large lots
- Includes complementary parks, schools, churches, and small commercial areas
- Low-density multi-family along arterial roadways



LAND USE | Mixed-Residential

Common Elements:

- Contains a variety of housing types such as single-family homes, duplexes, triplexes, townhomes, and multi-family condominiums and apartments
- Includes a variety of lot sizes which can support housing options such as small lot development, cottage courtyards, and live/work units
- Office and small-scale commercial uses are common along arterial roadways



LAND USE | Urban Residential

Common Elements:

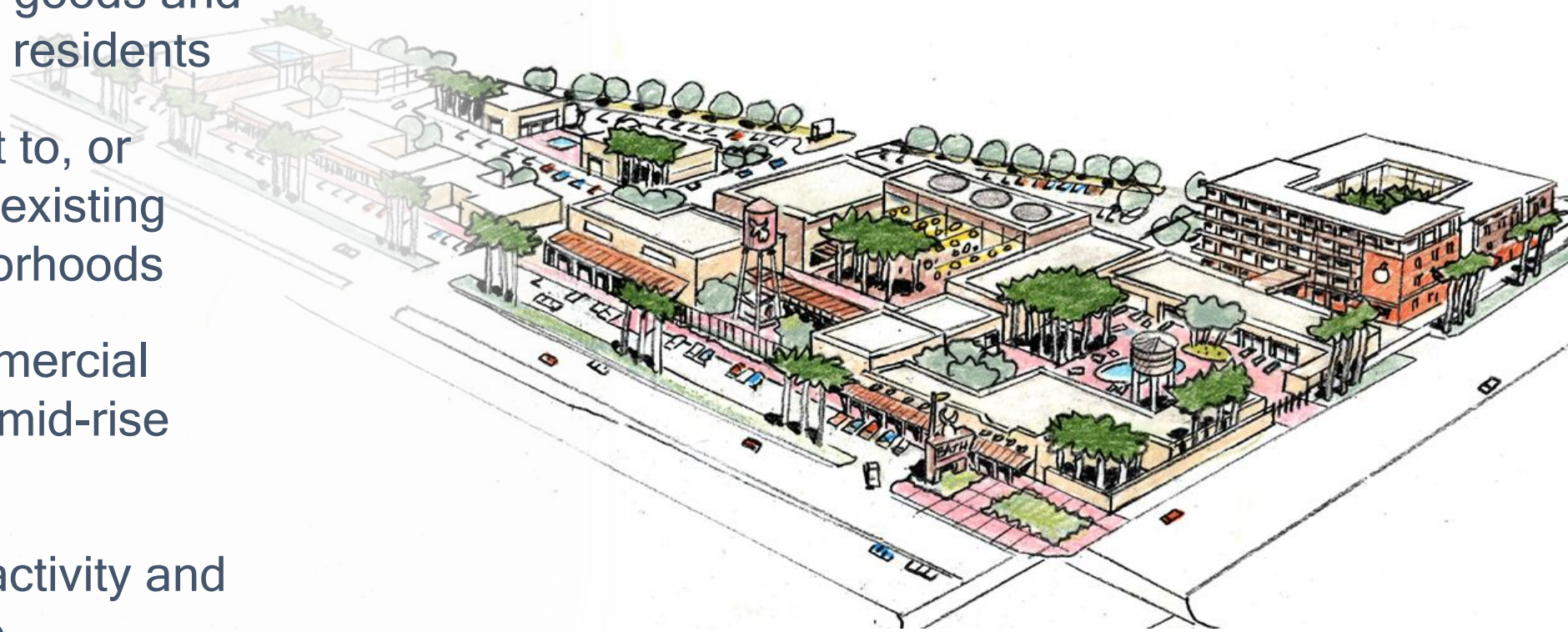
- Supports a diverse mixture of uses, including commercial, residential, and civic uses
- Includes a range of medium- and high-density housing types, including townhomes and multi-family condominiums and apartments
- Close proximity to transit, major arterials, or other commercial nodes
- Pedestrian-scale design with active uses on the ground floor



LAND USE | Neighborhood Center

Common Elements:

- Provides essential goods and services to nearby residents
- Typically, adjacent to, or embedded within, existing residential neighborhoods
- Low intensity commercial areas with low- to mid-rise buildings
- Serve as hubs of activity and socialization at the neighborhood level



LAND USE | Regional Center

Common Elements:

- Serves as a retail, cultural, recreational, and entertainment destination
- Features major retailers, national chains, specialty shops
- Has a wide range of services and amenities like hotels and restaurants
- Typically shares a common design character or theme
- Housing consists of low- to high-rise apartments, and mixed-use buildings
- This has the highest intensity and largest scale of centers



LAND USE | Local Employment Center

Common Elements:

- Intended for a variety of businesses that provide professional services
- Features offices, medical facilities, research and development centers, and other employment
- Harmonious with nearby residential and commercial
- Smaller scale buildings compared to Regional Employment Centers
- Example: Medical office parks adjacent to Banner facilities



LAND USE | Industrial

Common Elements:

- Intended for the development of facilities used for manufacturing, warehousing and data storage and potentially high-intensity industrial activities
- Should be buffered from surrounding areas to mitigate any negative impacts
- Examples: North side of Highway 202 between Greenfield and Recker Roads



LAND USE | Regional Employment Center

Common Elements:

- Corporations and businesses that provide professional services
- Intended for large employers
- Features supporting amenities for large-scale employment
- High-quality landscaping and buffers around parking areas
- Examples: Falcon, Gateway

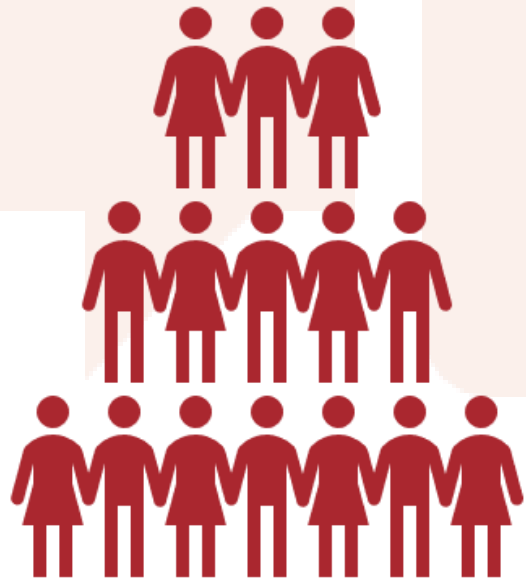




Tomorrow's Mesa

ENGAGEMENT TO-DATE

Engagement by the Numbers



15,000+

Engagements



6,413

Questionnaire
Reponses



3

City Council
Presentations



49

Community/
Concierge
Interviews



14

Presentations to City
Boards and
Commissions



~2,150

Visits at 12
Info Booths



5

General Plan Advisory
Committee Meetings



19,920

Website Visits



10

Community Meetings

Youth Visual Arts Contest

Contest:

- Open to students in 6th - 8th grade
- Submissions Due September 30th
- Public voting on TomorrowsMesa.com
- 8 student winners
 - 3 contest winners
 - 5 theme winners
- Art showcase early 2024

Please join the City of Mesa Planning Division for the...

2023 Mesa General Plan Visual Arts Contest!

Submissions Due: September 30, 2023

The 2050 General Plan update is underway! The General Plan is a community-initiated policy document that is used to guide Mesa's vision for the future. The plan helps direct decisions on development, land use, transportation, open space and recreation, cultural amenities, the environment, city services and more!

The City of Mesa Planning Division wants to know: how do the students of today envision the future of Mesa? Students are encouraged to express their innovative ideas through their preferred form of visual art, showcasing their take on Mesa in the year 2050.

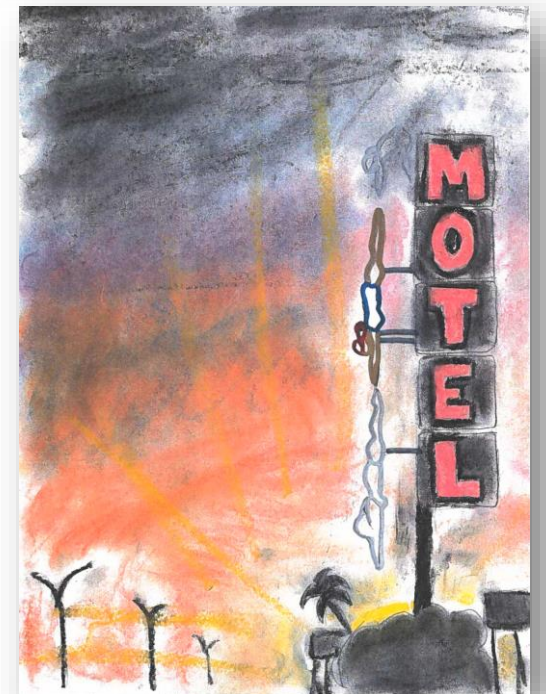
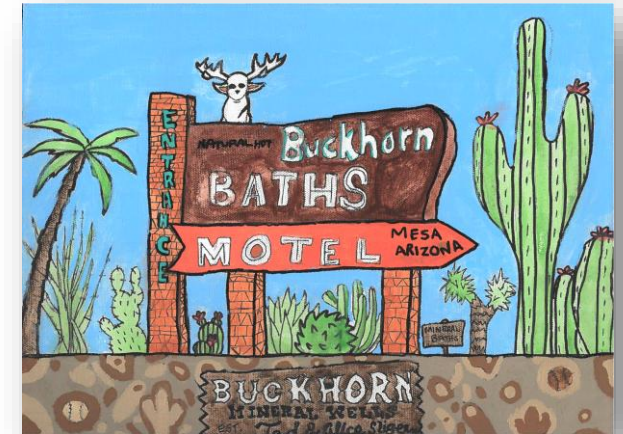



Contest winners:
The first, second, and third place contest winners will receive a cash prize and a Tomorrow's Mesa swag bag. The first place winner's school will also receive \$1,000 dollars for their school's fine arts club, student council, or equivalent.

- **First place:** \$150 for student, Tomorrow's Mesa Swag Bag, \$1,000 prize for school club, \$100 for winning student's teacher.
- **Second place:** \$100 for student, a Tomorrow's Mesa Swag Bag, and \$100 for the winning student's teacher.
- **Third place:** \$100 for student, a Tomorrow's Mesa Swag Bag, and \$100 for the winning student's teacher.

Scan Here for:

- Themes
- Contest Regulations
- Eligibility Requirements
- How to Enter
- Judging



Mesa Public Schools, Arizona State University, Mesa Partnership

Immersive Studio
experience stepping
into Mesa in 2050

November 6, 7, 8, 9



Example: Van Gogh Immersive Experience, Scottsdale



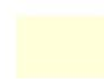












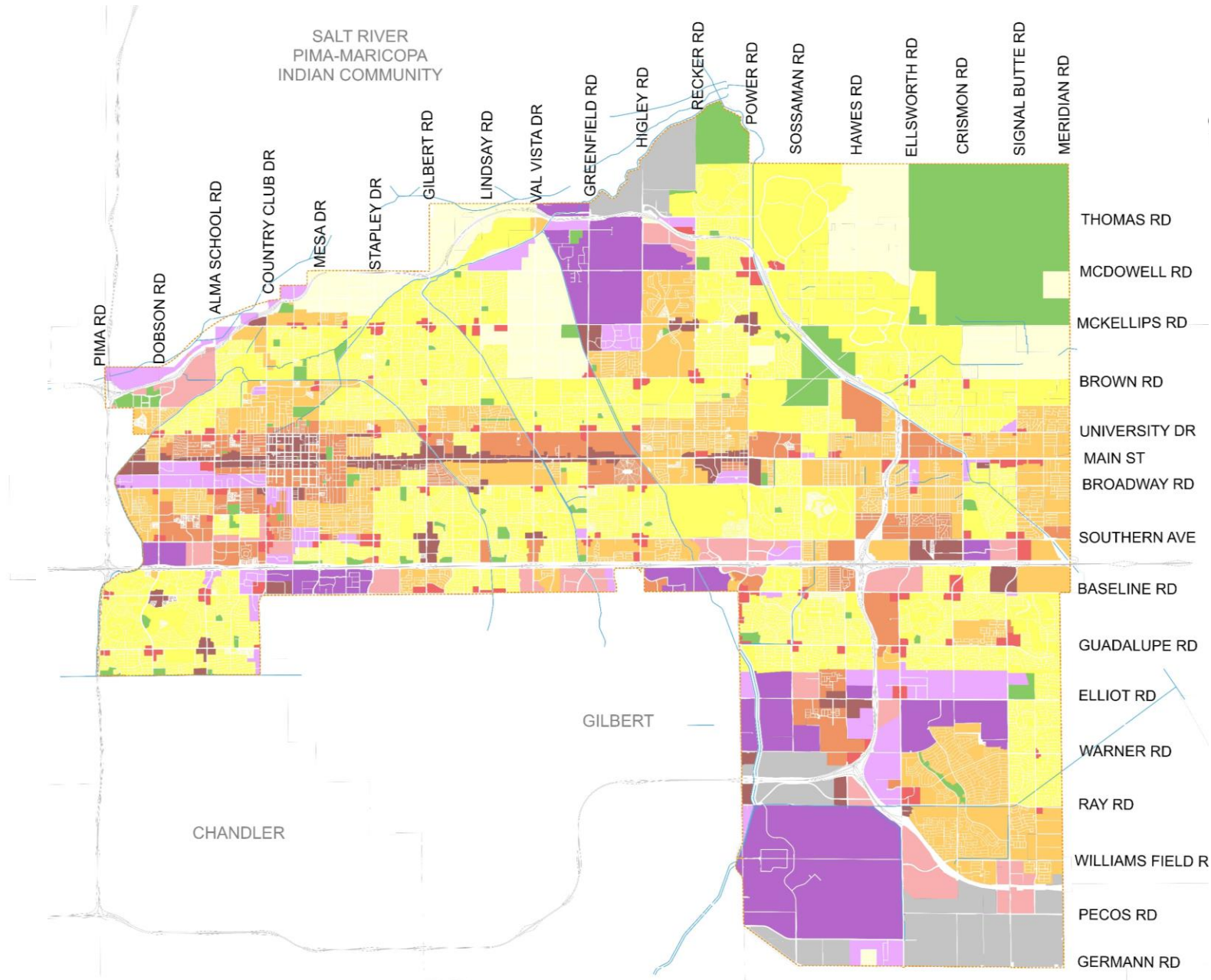


Tomorrow's Mesa

NEXT STEPS

Questionnaire 3 Future Land Use Map Online Activity

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



Next Steps

- Questionnaire # 3 - August
- Vision Statement / Guiding Principles, August 17 Mesa City Council Meeting
- Presentation of draft plan to Council January 2024
- Public Review of Plan January-March 2024



