



# 2050 General Plan Update

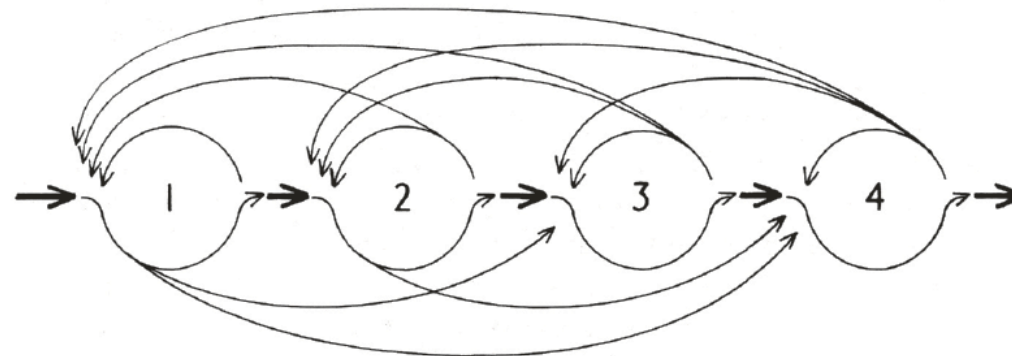
**Mary Kopaskie-Brown, AICP**  
Planning Director

**Rachel Nettles, AICP**  
Assistant Planning Director

**Jeff Robbins, CEcD**  
Project Manager



# PROJECT TIMELINE AND PROCESS

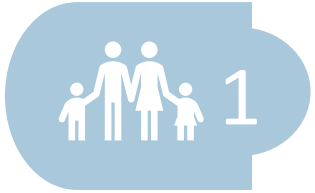


# OUTREACH COMMON THEMES



# WHAT WE HEARD - SURVEY #1

» What are the **Top 3 Reasons you Choose to Live in Mesa?**



Family and  
Community

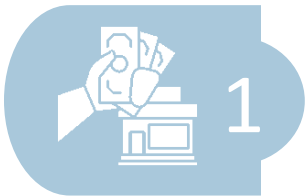


Housing is  
Affordable



Housing  
Options

» What are the **Top 3 issues facing our City today?**



Commercial  
& Retail  
Choices



Attainable  
Housing

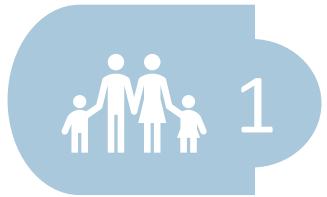


Public  
Safety

# WHAT WE HEARD - SURVEY #2

---

» Which 4 statements best reflect what Mesa should be in the future?



Choose Mesa to raise a family



Keep Mesa safe



Financially attainable, quality housing



Responsibly managed natural resources

# WHAT WE HEARD - MESA URBAN LABS

## » Common themes from land use discussions



Comprehensive greenways and paths connect development



Quality entertainment and things to do nearby



Remain convenient to travel by car



Buffers and landscaping between uses



Housing variety, types and options



Protect large-lot agricultural areas

# 2050 PLAN REVIEW PROCESS



# MESA 2040 GENERAL PLAN ORGANIZATION

## Section I

Ch 1: Executive Summary

Ch 2: Background & Process

## Section II: Building a Better Mesa: Creating a City of Choice(s)

Ch 3: Vision for the Future

12 Vision Statements

3 Guiding Principles

Ch 4: Neighborhoods

Ch 5: Economic Development

Ch 6: Public Spaces

Ch 7: Character Areas

Goals

Policies

Strategies

## Section III: Facilities and Services

Ch 8: Energy

Ch 9: Environmental Planning & Conservation

Ch 10: Public Facilities

Ch 11: Public Safety

Ch 12: Transportation

Ch 13: Water Resources

Goals

Policies

Strategies

## Section IV: Administration & Implementation

Ch 14: Financing a Mature City

Goals

Policies

Strategies

Ch 15: Development Review

Ch 16: Plan Implementation & Amendment



# 2050 VISION ORGANIZATION

Vision Statement

3 Core Values

Our People

Our Land

Our Economy

Guiding Principle for  
each Chapter

Guiding Principle for  
each Chapter

Guiding Principle for  
each Chapter

Strategies

Strategies

Strategies

Actions

Actions

Actions

# 2050 VISION STATEMENT

---

Mesa is a safe, desirable, family-oriented 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.



# CORE VALUE & GUIDING PRINCIPLES

## Our People

- » Our neighborhoods are **vibrant** and evoke **civic pride**
- » Our community values our **heritage** and embraces its **diverse culture**
- » Our social services are **compassionate** and **equitable**
- » Our city is **safe** and has **exceptional** public safety services

## Our Land

- » Our housing is **attainable for all**
- » Our activity centers are **integrated** and **well-planned**
- » Our transportation network is **efficient** and **well-connected**
- » Our parks and open space offer **rich** recreation and support **active lifestyles**

## Our Economy

- » Our economy is **innovative** and **prosperous**
- » Our city is **resilient** and **sustainable**
- » Our public services are **reliable** and **cost-effective**



Questions?



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



mesa·az

# CORE VALUES & GUIDING PRINCIPLES

## 2040 Vision Statements

---

- 3) Existing **neighborhoods** are **well maintained**, and appropriate **infill** and **redevelopment** is **encouraged**.
- 9) **Residents** of all ages **take pride** in their **neighborhoods** and enjoy safe, clean, and healthy living environments.
- 10) **Residents** feel a sense of **inclusion** and **ownership in their community** and a **connection to each** other through such things as innovative use of technology; participatory government; high degrees of volunteerism; and community events.
- 11) We **appreciate** and **celebrate our roots** while embracing the **changes in demographics and cultures** that help make this an exciting and dynamic place to live and work.

## 2050 Guiding Principles **Our People**

---

- » Our neighborhoods are **vibrant** and evoke **civic pride**
- » Our community values our **heritage** and embraces its **diverse culture**
- » Our social services are **compassionate** and **equitable**
- » Our city is **safe** and has **exceptional** public safety services

# CORE VALUES & GUIDING PRINCIPLES

## 2040 Vision Statements

12) We have a **choice** in a **variety** of **environments** from rural to urban; low rise to high rise; passive to active to **meet the needs** and **desires of residents**.

1) Neighborhood or **village centers**, of appropriate scale and in appropriate locations, have replaced auto-dominant suburban sprawl to create **stronger neighborhoods** with a **greater sense of place**.

2) The **downtown** area, Mesa's primary urban core, is energized with a **variety of living environments** and **dynamic** and **vibrant activities** including an active night life, frequent community events, higher education campuses, and an active arts community.

6) Mesa's **built environment** sets a standard of **quality** which is the **envy of other communities**.

8) There are **efficient, multi-modal transportation** and **transit systems** that provide for the **movement of goods and people** whether it is around the corner or around the world.

7) We support investment in **quality-of-life assets** including **arts, culture,** and **recreation** opportunities.

## 2050 Guiding Principles **Our Land**

» Our housing is **attainable for all**

» Our activity centers are **integrated** and **well-planned**

» Our transportation network is **efficient** and **well-connected**

» Our parks and open space offer **rich** recreation and support **active lifestyles**

# CORE VALUES & GUIDING PRINCIPLES

## 2040 Vision Statements

---

5) **Innovation, creativity in entrepreneurship, job creation, and workforce education** has provided a **strong economic base** and has propelled the City forward in the global market.

4) Changes in the form of buildings and neighborhoods have provided the opportunity to **reduce auto travel and energy usage** and **responds appropriately** to our **desert environment**.

## 2050 Guiding Principles

### Our Economy

---

» Our economy is **innovative** and **prosperous**

» Our city is **resilient** and **sustainable**

» Our public services are **reliable** and **cost-effective**



# 2040 Vision Statements

- 1) **Neighborhood or village centers**, of appropriate scale and in appropriate locations, have **replaced auto-dominant** suburban **sprawl** to create stronger neighborhoods with a **greater sense of place**.
- 2) The **downtown** area, Mesa's primary **urban core**, is energized with a **variety of living environments** and dynamic and **vibrant activities** including an active night life, frequent community events, higher education campuses, and an active arts community.
- 3) **Existing neighborhoods are well maintained**, and appropriate **infill and redevelopment is encouraged**.
- 4) Changes in the form of buildings and neighborhoods have provided the opportunity to **reduce auto travel and energy usage** and responds appropriately to our **desert environment**.
- 5) **Innovation**, creativity in **entrepreneurship, job creation**, and **workforce education** has provided a **strong economic base** and has propelled the City forward in the global market.
- 6) Mesa's **built environment** sets a standard of **quality** which is the **envy of other communities**.
- 7) We support **investment in quality-of-life assets** including **arts, culture, and recreation** opportunities.
- 8) There are **efficient, multi-modal transportation and transit** systems that provide for the movement of goods and people whether it is around the corner or around the world.
- 9) **Residents** of all ages take **pride in their neighborhoods** and enjoy **safe, clean, and healthy living environments**.
- 10) Residents feel a sense of **inclusion** and **ownership** in their **community** and a **connection to each other** through such things as innovative use of technology; participatory government; high degrees of volunteerism; and community events.
- 11) We **appreciate** and **celebrate our roots** while **embracing** the **changes in demographics** and cultures that help make this an exciting and dynamic place to live and work.
- 12) We have a choice in a variety of environments from rural to urban; low rise to high rise; passive to active to meet the needs and desires of residents.