

# MESA CONNECTED

TRANSIT-ORIENTED DEVELOPMENT PLAN

## City Council Study Session

Mary Kopaskie-Brown, Planning Director  
Rachel Nettles, Assistant Planning Director  
Brett Hanlon, Principal Planner



# PROJECT OVERVIEW

- Received \$920,000 FTA Grant
- Complete a study on Transit Oriented Development (TOD) -urban design and policy framework
- 5-mile-long land use plan looking at the transit corridor
- Connect major activity centers and destinations
  - Sloan Park, Mesa Riverview, Asian District, Fiesta District, Banner Desert Medical Center, Mesa Community College, Downtown Mesa



# MULTI-DISCIPLINARY PROJECT TEAM

## City of Mesa

- Planning Division
- Transit Services Division
- Office of Economic Development
- Transportation Department
- Downtown Transformation Office

## Project Consultants

- Dig Studio – Lead Consultant
- Central Creative – Public Engagement
- Opticos – Planning & Urban Design
- AECOM – Transportation Planning
- Jacobs – Planning & Urban Design
- ESI – Economic & Market Analysis
- Lokahi – Traffic Engineering

# POSITIONING MESA FOR FUTURE SUCCESS

## TOD Plan

- Supports future FTA grant proposals
- Advances ongoing Mesa initiatives
  - ✓ Infill, Adaptive Reuse, Parking and Housing-related Text Amendments
  - ✓ Business attraction and expansion
  - ✓ Motorized and non-motorized mobility
  - ✓ Climate Action and Sustainability



# OVERVIEW OF PROJECT

COMMUNITY PROFILE

NOV. 2023

MARKETING & INVESTMENT

FALL 2023

ZONING UPDATE &  
IMPLEMENTATION

2025/2026

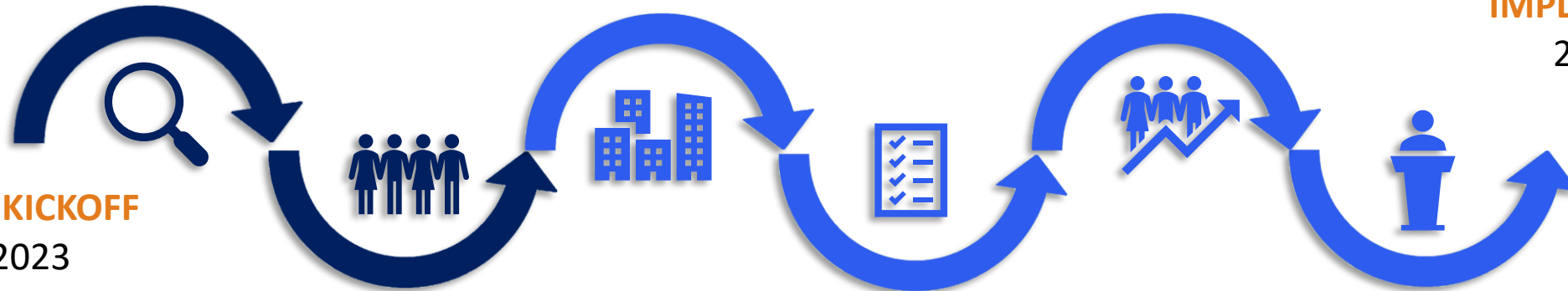
VISIONING  
SUMMER 2024

POLICY PLANNING  
SUMMER 2024

FINALIZE & PRESENT PLAN  
WINTER 2024/2025

PUBLIC ENGAGEMENT  
SPRING 2024

PROJECT KICKOFF  
SEP. 2023





# TASK 1 - COMMUNITY PROFILE

## Scope Overview

- Demographics & Built Environment
- Corridor Districts & Identity Areas
- Affordable Housing Inventory
- Transportation Network
- Micromobility Needs Assessment
- Market Analysis



# TASK 1 - COMMUNITY PROFILE | KEY FINDINGS

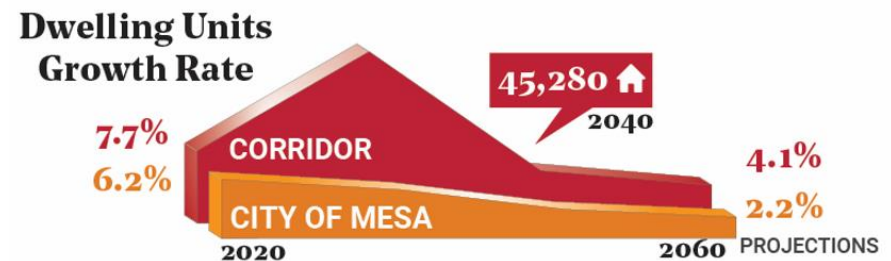


**45,418** residents live in the study area

Study area has potential to **grow 2x faster** than the City in **population** and **dwelling units**



Study Area has nearly **2x the population density** compared to the City as a whole



# TASK 1 - COMMUNITY PROFILE | KEY FINDINGS



Study area residents are **younger** than Mesa's general population (30 vs 37 yrs. old)

**Fewer** than **1%** of residents **live and work** in the study area



Study area **household income is 36% lower** than in Mesa as a whole (\$42,099 vs \$65,725)





# TASK 1 - COMMUNITY PROFILE | KEY FINDINGS



Over **1,000** businesses in the study area employing nearly **25,000** employees



Consumer services, healthcare, and retail account for **51%** of businesses in the study



Corridor could add over **1,000** jobs a year and have **66,533** employees by 2060

# TASK 2 - PUBLIC ENGAGEMENT

## Scope Overview

- Public Engagement Plan
- Public Outreach & Engagement Activities
- Public Input Report & Summary
- Input from Businesses on Construction Mitigation



# TASK 2 - PUBLIC ENGAGEMENT

## Summary of Public Outreach & Engagement Activities To Date

- 4 Community Outreach Meetings Held
- 4 Pop-Up Events
- 4 Developer / Builder Focus Groups
- Online Surveys - 250 responses to date



# TASK 2 - PUBLIC ENGAGEMENT - TO DATE

## What we heard from West Mesa stakeholders



Improved **safety** & increased **shade** would have the greatest benefit for West Mesa



**60%** wish they could get around West Mesa without **worrying about parking**



**71%** want the convenience of **walking or biking** to a nearby restaurant or shopping center

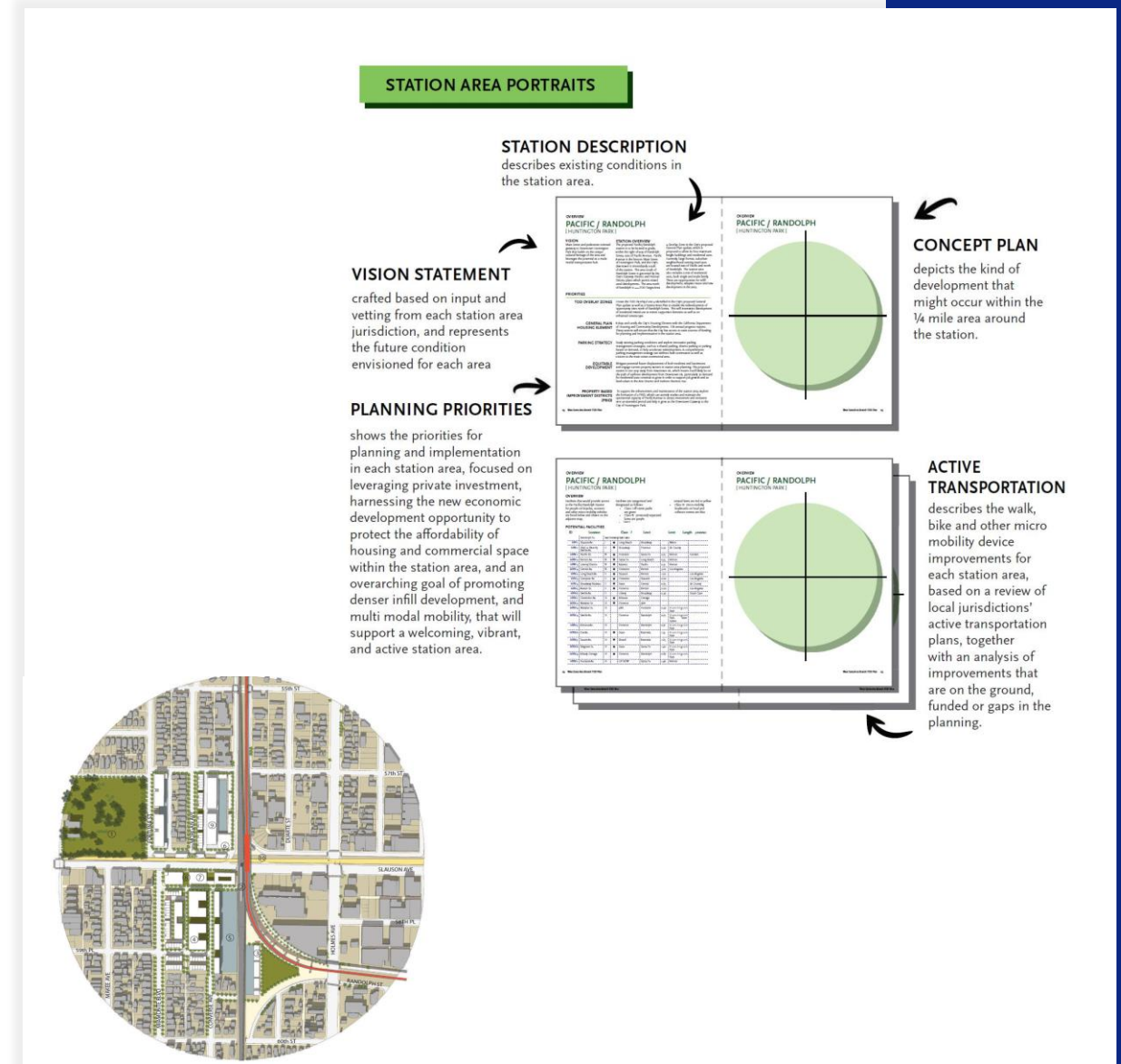


Expressed the greatest desire for **parks, public spaces, sit-down restaurants and grocery stores**

# TASK 3 - VISIONING

## Scope Overview

- TOD Corridor Vision
- Station Area Typologies
- Station Area Plans
  - Visualizations and concept plans
  - Active transportation recommendations
  - Opportunity site and phasing recommendations






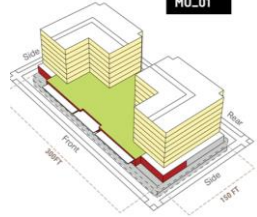
# TASK 4 - POLICY PLANS

## Scope Overview


- Regulatory Approach Memo
- TOD Overlay Zoning – Text and Map Recommendations
- TOD Design Guidelines/Standards
- TOD Supportive Policy Implementation Memo & Policy Toolkit
- ArcGIS Urban Modeling



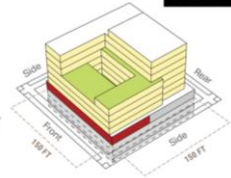
**HIGH RISE** (300 x 150 ft Block)  
Mixed Use - Residential + Retail **MU\_01**



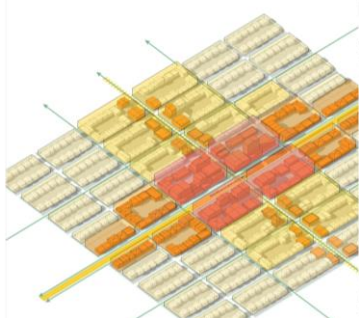
GUIDELINES	
Mix of Uses	Residential, Retail/Restaurants Parking
Building Setbacks	
● Required Front Build To Zone	25 - 30 ft
● Required Interior / Side Setback	15 - 18ft
● Required Rear Setback	10 - 12ft
Building Height / Number of Floors	± 120 ft above ground
Floor Area Ratio	2.32 FAR
Number of Residential Units	130 - 150 Units
Lot Coverage	70 - 80 %
Parking Type	Podium (01) + Under ground ( -01, -02)



**MID RISE** (150 x 150 ft Block)  
Mixed Use - Residential + Retail **MU\_02**




GUIDELINES	
Mix of Uses	Residential, Retail/Restaurants Parking
Building Setbacks	
● Required Front Build To Zone	25 - 30 ft
● Required Interior / Side Setback	15 - 18ft
● Required Rear Setback	10 - 12ft
Building Height / Number of Floors	± 85 ft above ground
Floor Area Ratio	3.1 FAR
Number of Residential Units	60 - 70 Units
Lot Coverage	70 - 80 %
Parking Type	Podium (01) + Under ground ( -01, -02)



Land Use Type	Area (m²)
Commercial Mixed Use	5,000 m²
Residential Mixed Use	8,000 m²
Attached Residential	15,000 m²
Detached Residential	10,000 m²

Total Residential Population: 2,000  
Total Jobs: 1,000  
Total Area: 50,743 m²  
Total Value Commercial Taxes (10 Years): \$ 0.9 B



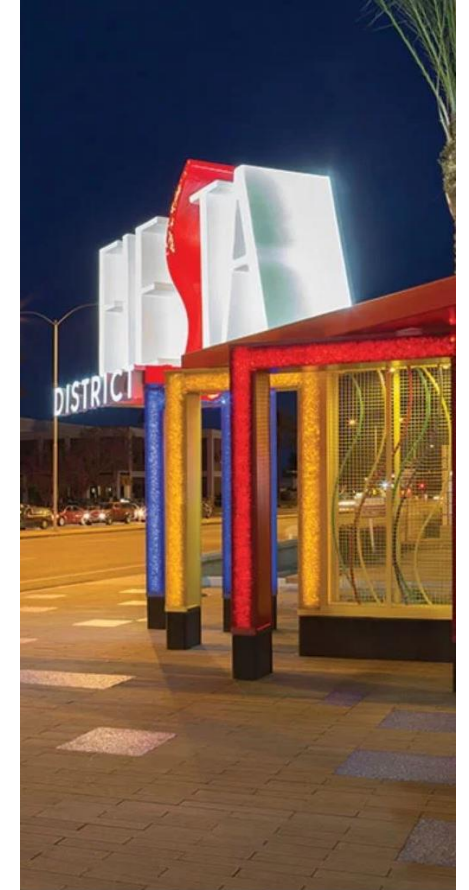
Block F1 - West Elevation  
Block F1 - South Elevation  
Block F1 - East Elevation  
Block F1 - North Elevation  
Block F1 - First Floor



# TASK 5 – FINANCING & INVESTMENT STRATEGIES

## Scope Overview

- Financing Plan & Investment Strategies
- Market Forecast
- Marketing Plan
- TOD Prioritization Tool for Station Areas



# TASK 6 – PRESENTATION OF FINAL PLAN & RECOMMENDATIONS FOR CITY ADOPTION

## Scope Overview

- Delivery of Final Plan
- Present the Final Plan and associated reports to the Planning & Zoning Board and City Council



# PROJECT STATUS



**QUESTIONS?**

**THANK YOU!**







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