APPENDIX 1

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1. DEMOGRAPHICS & BUILT ENVIRONMENT

1.1. DEMOGRAPHIC COMPOSITION

1.1.1. POPULATION & DENSITY

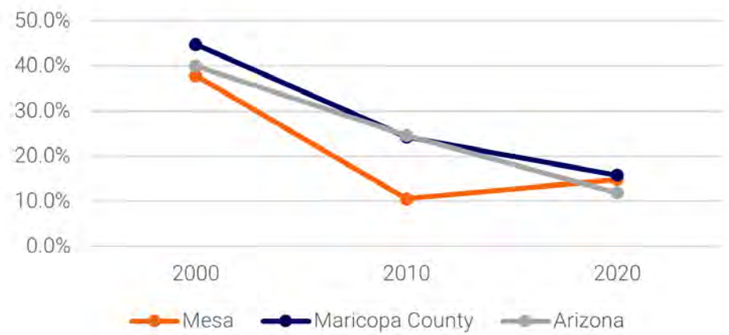
The Corridor is inhabited by approximately 45,418 people, whereas the City of Mesa boasts a population exceeding 497,752 people in 2021, as shown in Table 1. The City of Mesa experienced a 15 percent population increase from 2010 to 2020, which, falls below the growth rates observed at the countrywide and statewide levels, both of which surpassed a 10 percent growth rate in 2020. The Corridor has a population density of 6,830 people per square mile and is anticipated to increase by 2050 in hatched areas shown in Figure 1.

TABLE 1: CORRIDOR POPULATION AND DENSITY

	Population (2021) (People)	Population Density (2021) (People per Square Mile)
CORRIDOR	45,418	6,830
CITY OF MESA	497,752	3,589
MARICOPA COUNTY	4,367,186	475

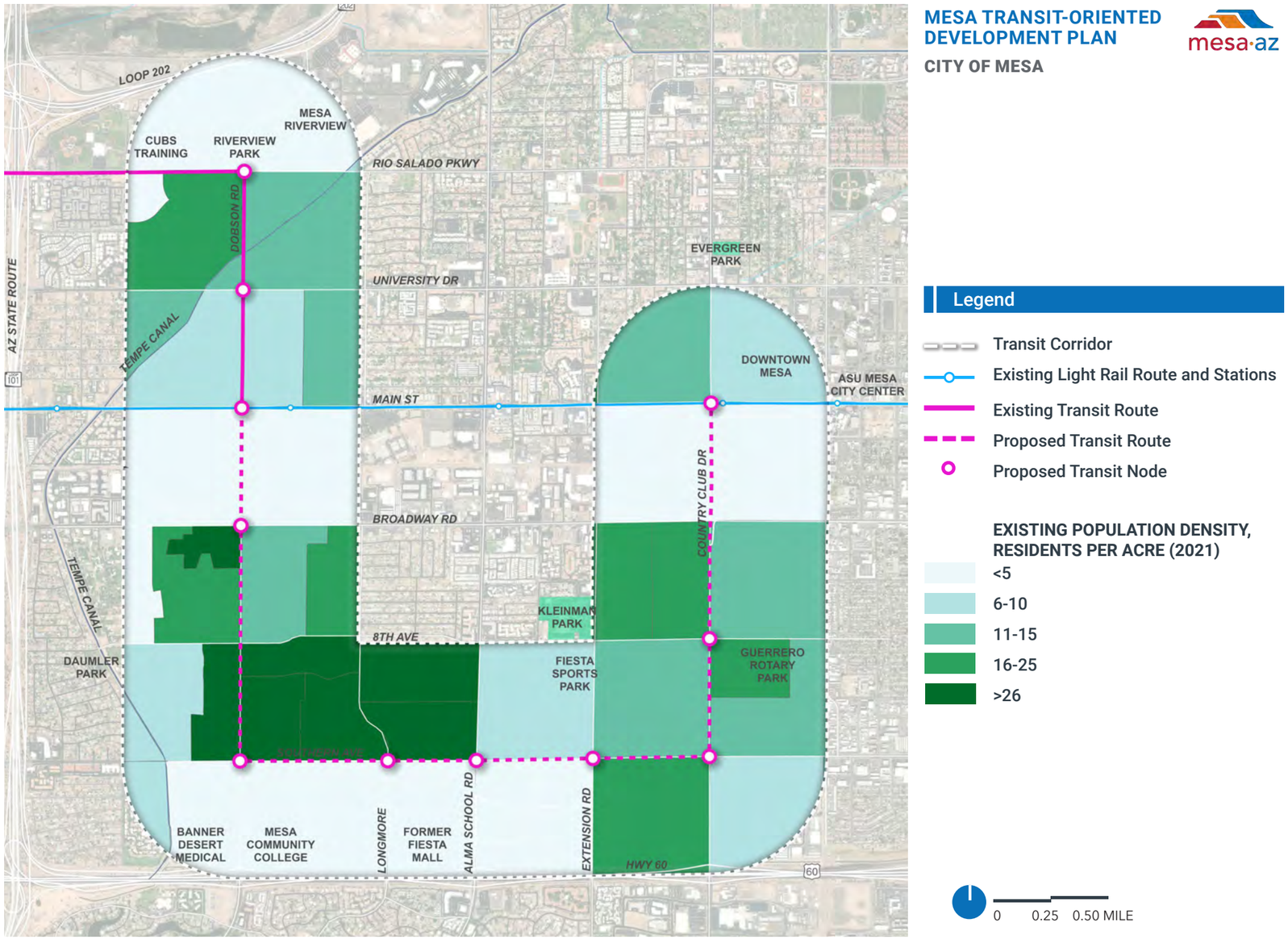
Source: American Community Survey 2021 5-year Estimates, 801001, United States Census

FIGURE 2: % POPULATION CHANGE FROM 1990 TO 2020



Source: Decennial Census, United States Census

FIGURE 1:
CURRENT POPULATION DENSITY IN THE CORRIDOR WITH ANTICIPATED GROWTH IN SPECIFIC REGIONS.



1.1.2. POPULATION AGE

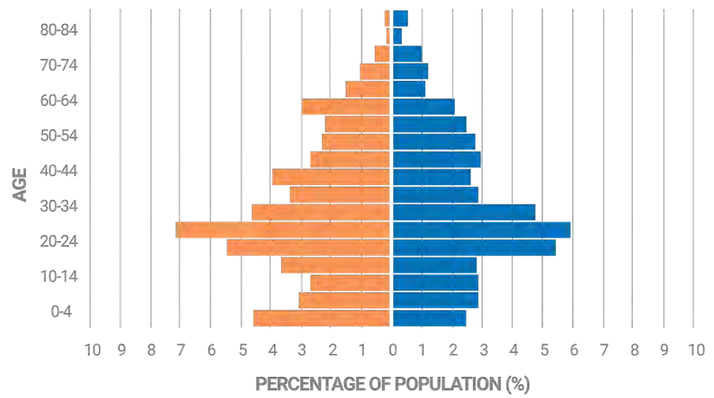
The population residing in the Corridor is comparably younger than the median ages observed in the City of Mesa, Maricopa County, and the State of Arizona (Table 2). This demographic trend can be partially attributed to the concentration of various educational institutions in and around the Corridor. Figure 4 illustrates the age distribution by gender for the Corridor, revealing that most the population falls in the 24 to 34 age-group.

TABLE 2: MEDIAN AGE (2021)

	Corridor	City of Mesa	Maricopa County	Arizona
MEDIAN AGE	30	37	37	38

Source: American Community Survey 2021 5-year Estimates, BO 1002, United States Census Bureau

FIGURE 4: CORRIDOR AGE & GENDER (2021)

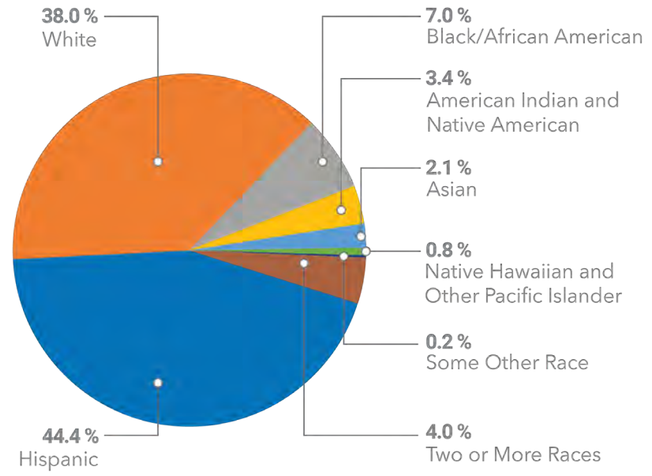


Source: American Community Survey 2021 5-year Estimates, 801001, United States Census

1.1.3. POPULATION RACE AND ETHNICITY

In the Corridor, a notable demographic characteristic is the predominance of a majority-minority population, particularly comprising Hispanics or Latinos, which account for 44.3 percent of the residents. This stands in stark contrast to the existing demographic patterns observed in the city, county, and state, where most the population is identified as white. This demographic composition highlights the Corridor's distinctiveness in terms of ethnic and cultural diversity, as it deviates from the predominant racial makeup found in the broader contexts. Figure 3 and Table 3 show further details on the ethnic composition of the Corridor.

FIGURE 3: CORRIDOR RACE AND ETHNICITY DISTRIBUTION (2021)



Source: American Community Survey 2021 5-year Estimates, 803002, United States Census Bureau

TABLE 3: RACIAL AND ETHNIC COMPOSITION OF POPULATION

	Corridor	City of Mesa	Maricopa County	Arizona
TOTAL	45,418	497,752	4,367,186	7,079,203
Hispanic	20,170 (44.4%)	136,829 (27.5%)	1,376,795 (31.5%)	2,257,429 (31.9%)
White	17,253 (38%)	301,226 (60.5%)	2,347,923 (53.8%)	3,781,665 (53.4%)
Black/ African American	3,177 (7%)	20,922 (4.2%)	232,693 (5.3%)	299,877 (4.2%)
American Indian & Native American	1,539 (3.4%)	8,596 (1 .7%)	63,119 (7.4%)	256,947 (3.6%)
Asian	971 (2.1 %)	10,780 (2.2%)	180,129 (4.1%)	228,292 (3.2%)
Native Hawaiian and Other Pacific Islander	367 (0.8%)	1,298 (0.3%)	8,239 (0.2%)	12,623 (0.2%)
Other	111 (0.2%)	956 (0.3%)	13,428 (0.3%)	18,441 (0.3%)
Two or More Races	1,830 (4%)	17,145 (3.4%)	144,860 (3.3%)	223,929 (3.2%)

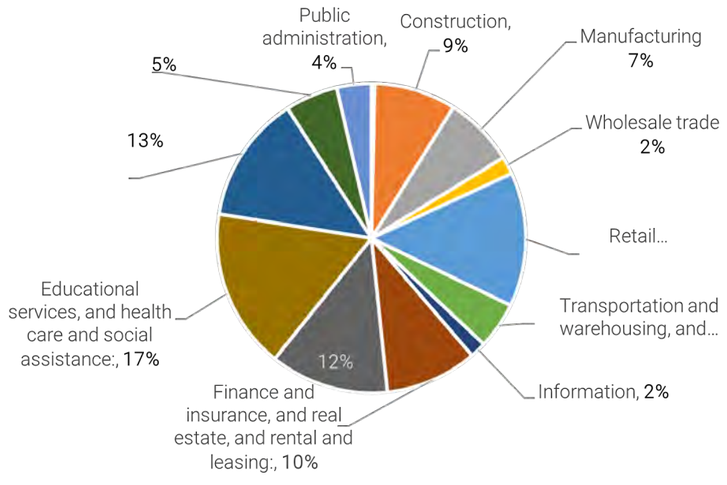
Source: American Community Survey 2021 5-year Estimates, 803002, United States Census Bureau

1.1.4. EMPLOYMENT DENSITY

In Figure 5, the current distribution of employment density in the Corridor is illustrated, with the highest concentration observed along Southern Avenue, primarily attributed to the presence of major employers in the vicinity. The hatched areas delineate areas expected to experience an increase in employment density by the year 2030. The overall employment density in the Corridor is characterized as low to mid-level, influenced by the substantial presence of larger residential communities.

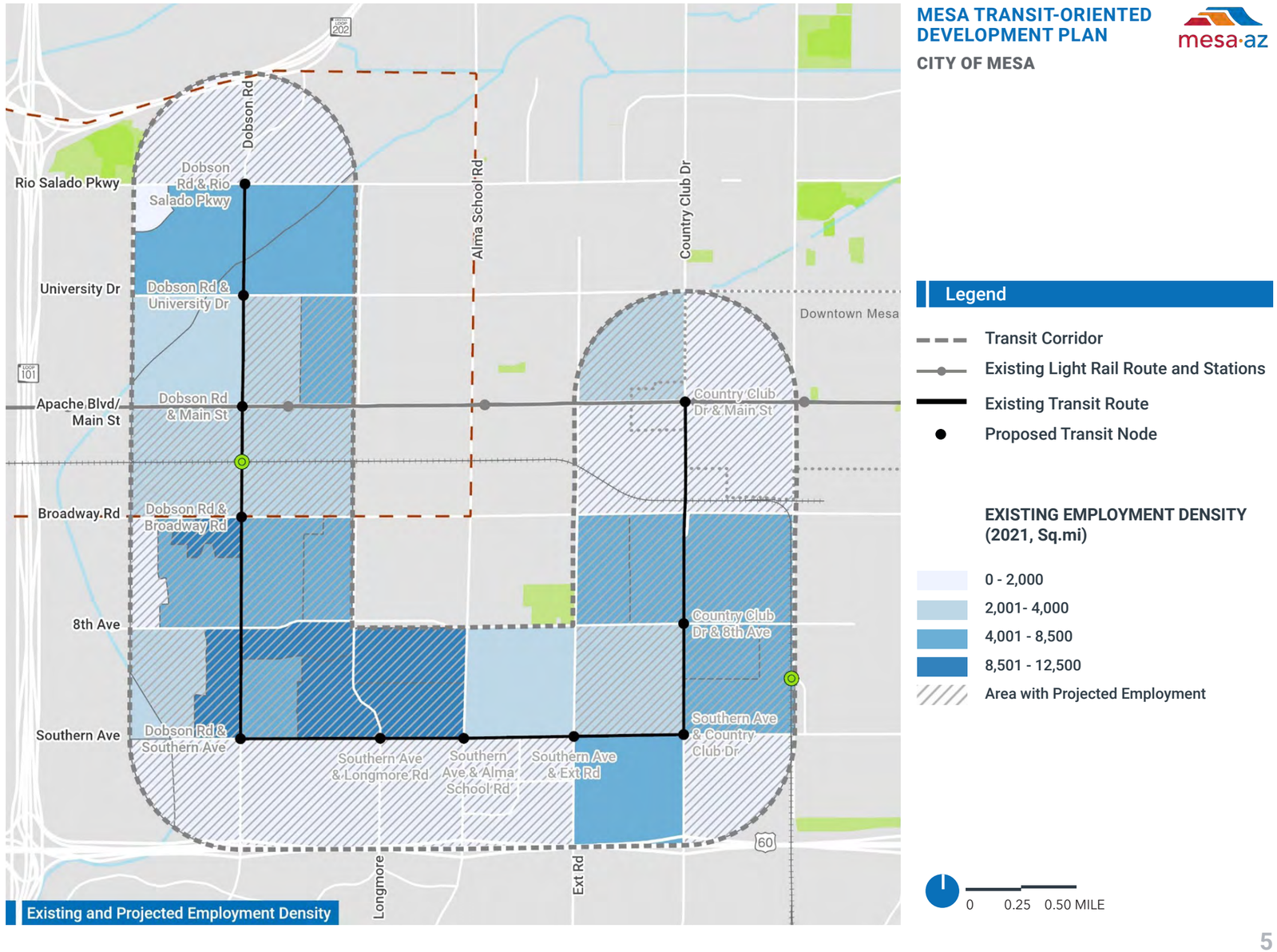
Figure 6 further delves into the employment dynamics of the Corridor, presenting an employment profile that encompasses the total number of jobs situated in the Corridor, including a detailed breakdown of employment by industry sector based on the North American Industry Classification System.

FIGURE 6: EMPLOYMENT BY INDUSTRY



Source: American Community Survey. 2021 5 year-estimates. C24030. Census tract

FIGURE 5:
EXISTING AND PROJECTED EMPLOYMENT DENSITY IN THE CORRIDOR



1.1.5. MAJOR JOB CENTERS

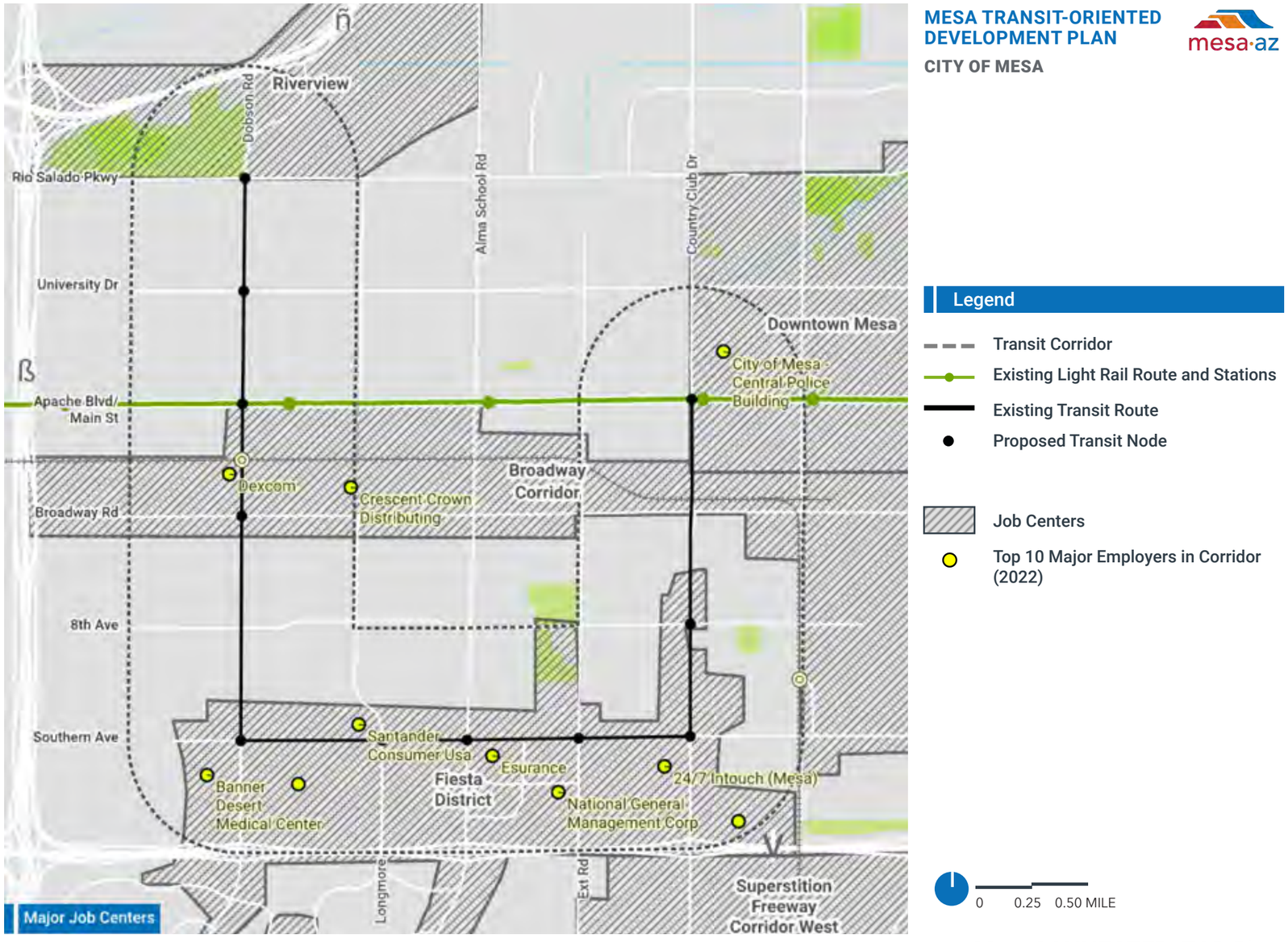
The Corridor's major employment centers are focused on key sectors that include healthcare, education, financial services, and technology. The distribution of the employment centers reflect the distinct districts that have developed along the Corridor. Healthcare and Education employment centers for instance, are focused around the Banner Desert Medical Center and the Maricopa County Community College District at the crossroads of Dobson Road and Southern Avenue. Major employment hubs for commercial retail and restaurants are currently focused in the established Riverview and Asian Districts respectively. Employment centers develop either through concentrated groupings of numerous employers or through individual large-scale institutions. This varied economic foundation positions the corridor as a robust employment destination with diverse professional opportunities. Figure 7 provides a visual representation of existing commercial land uses alongside prominent job centers.

TABLE 4: TOP 10 EMPLOYERS

Rank	Employer Name	Number of Employees	Industry
1	Banner Desert Medical Center	3,210	Health Care
2	Maricopa County Community College District	1,049	Education
3	Santander Consumer USA	828	Finance, Insurance, & Real Estate (FIRE)
4	Dexcom	750	High Tech Manufacturing & Development
5	City of Mesa	615	Government, Social, & Advocacy Services
6	24/7 Intouch (Mesa)	566	Business Services
7	National General Management Corp	556	Finance, Insurance, & Real Estate (FIRE)
8	Golfland Sunsplash	400	Hospitality, Tourism, & Recreation
9	State of Arizona	320	Government, Social, & Advocacy Services
10	Ensurance	250	Finance, Insurance, & Real Estate (FIRE)

Source: 2017 to 2021 Arizona Council of Governments/Metropolitan Planning

FIGURE 7:
MAJOR JOB CENTERS



1.2. HOUSEHOLD CHARACTERISTICS

1.2.1. HOUSEHOLD PROFILE

The average household size in the Corridor slightly lower than that of the whole city, with about 2.4 people per household (Table 5). Most of the homes in the Corridor are either people living alone (40% households) or households with one or more people under 18 (27% households).

Based on the information in Table 5 and the population age profile in the Population Age section, the number of households where the person living alone is 65 years or older is the low within the Corridor. This suggests a demographic trend indicative of a younger population in the Corridor, highlighting a distinctive age distribution that sets it apart from the larger demographic landscape.

TABLE 5: HOUSEHOLD CHARACTERISTICS

	Corridor	City of Mesa	Maricopa County	Arizona
Average household size (# of people)	2.4	2.6	2.6	2.6
Household with 1 or more People under 18	3,184	51,778	466,697	814,455
Households with 1 or more People over 60	2,872	66,916	540,054	1,010,684
Householders Living Alone	4,852	50,793	428,435	728,964
Householders Living Alone (65+)	1,088	20,160	159,920	302,905

Source: American Community Survey 2021 5-year Estimates, tables B25007, B25010, B25011, B25115, census tract level, universe: occupied housing units

1.2.2. AVERAGE HOUSEHOLD INCOME

The average household income in the Corridor is $42,099, demonstrating an income profile that falls below the median income levels observed in households throughout the city, county, and state. The comparatively lower average household income suggests a need for targeted socioeconomic initiatives and considerations to address specific economic challenges or disparities that may be prevalent in the Corridor.

TABLE 6: MEDIAN HOUSEHOLD INCOME (2021)

	Corridor	City of Mesa	Maricopa County	Arizona
Median Household Income (2021)	$42,099	$65,725	$72,944	$65,913

Source: American Community Survey 2021 5-year Estimates, B19013, United States Census

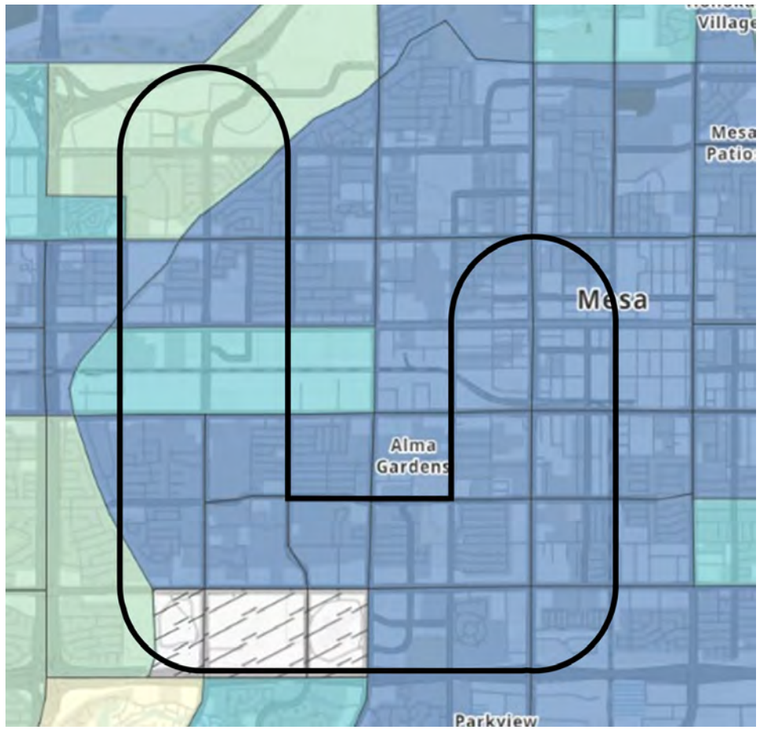
Note: The Corridor's median income is calculated as the median of median income of block groups that fall within the Corridor (reference: https://en.wikipedia.org/wiki/Median_of_medians).

1.2.3. SOCIAL VULNERABILITY INDEX

The Center for Disease Control's Social Vulnerability Index (SVI) identifies socially vulnerable communities who will most likely need support before, during, and after an extreme event. Effectively addressing social vulnerability decreases both human suffering and the economic loss related to providing social services and public assistance after a disaster. The SVI assesses vulnerability of every United States Census tract across 15 social factors, including unemployment, minority status, and disability. The SVI provides data that indicates how much more vulnerable a community is than their neighbors. A SVI ranking above 0.5 means a census tract is less likely to recover from a hazardous event than lower-ranked communities.

Figure 8 depicts that most of the Corridor is highly vulnerable where most of the mix various land uses and activities are located. Those living in this area may weaken a community's ability to prevent human suffering and financial loss in a disaster.

FIGURE 8: SOCIAL VULNERABILITY INDEX (SVI) FOR THE CORRIDOR

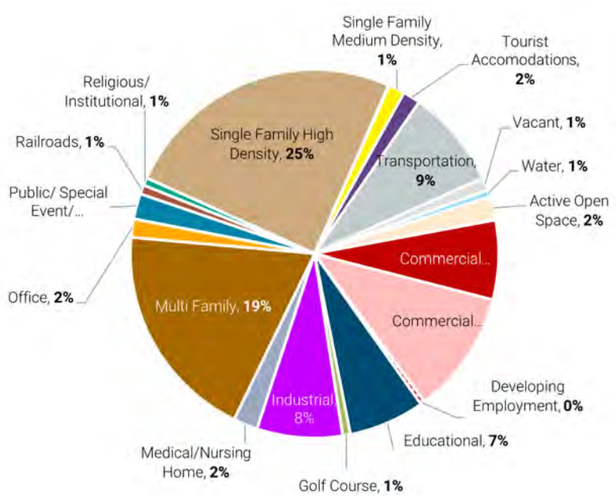


1.3. LAND USE AND DEVELOPMENT

1.3.1. EXISTING LAND USE

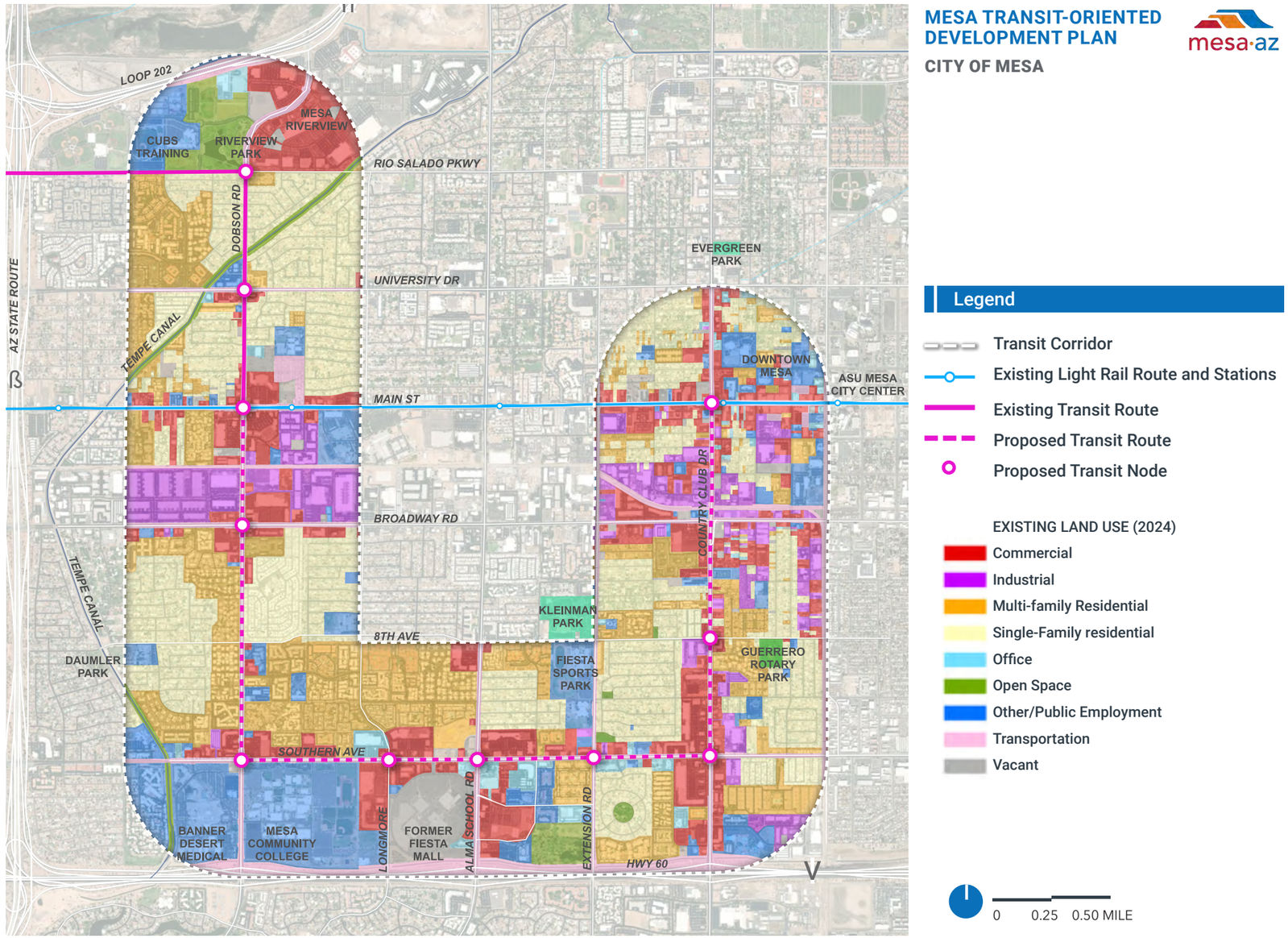
The Corridor presents a diverse mix of various land uses, each contributing to its unique composition. The largest portion of the site is under residential uses, with 25 percent designated for single-family high-density housing and an additional 19 percent under multi-family uses. The western termination point of the planned transit route is characterized by significant high-density commercial development, whereas the eastern end aligns with mixed-uses in and around the Mesa downtown area. Existing Land use and zoning indicate approximately 11 % of the Corridor is under low-density commercial use. These commercial zones are dispersed in patches along the planned transit network, contributing to a well-distributed and integrated landscape that combines both residential and commercial functionalities. Figure 9 shows composition of existing land uses and Figure 10 shows spatial distribution of existing uses.

FIGURE 9: % EXISTING LAND USE DISTRIBUTION



Source: City of Mesa General Plan, 2040

FIGURE 10:
EXISTING LAND USE IN THE CORRIDOR



1.3.2. EMERGING DEVELOPMENT

The City of Mesa is experiencing tremendous growth in overall development. Some of the key developments in the Corridor have been highlighted in Figure 11 as well discussed briefly below:

MIXED-USE DEVELOPMENT

1. FIESTA REDEFINED

Mixed-use development with multi-family residential, commercial, and office space that is currently under planning process.

Acres: 80

2. THE EDGE ON THE MAIN

Mixed-use development of retail, parking, and multi-family residential: The proposed development includes two separate mixed-use apartment buildings with an open pedestrian plaza between them.

Acres: 1.6

RESIDENTIAL DEVELOPMENT

1. LA MESITA PHASE 4

Multi-family residential affordable housing project

Acres: 1

2. ADAPTIVE REUSE TO CONVERT MOTEL TO MULTI-FAMILY HOUSING

Acres: 3

3. ANTON-MESA FIESTA

Multi-family residential 550-unit apartment complex

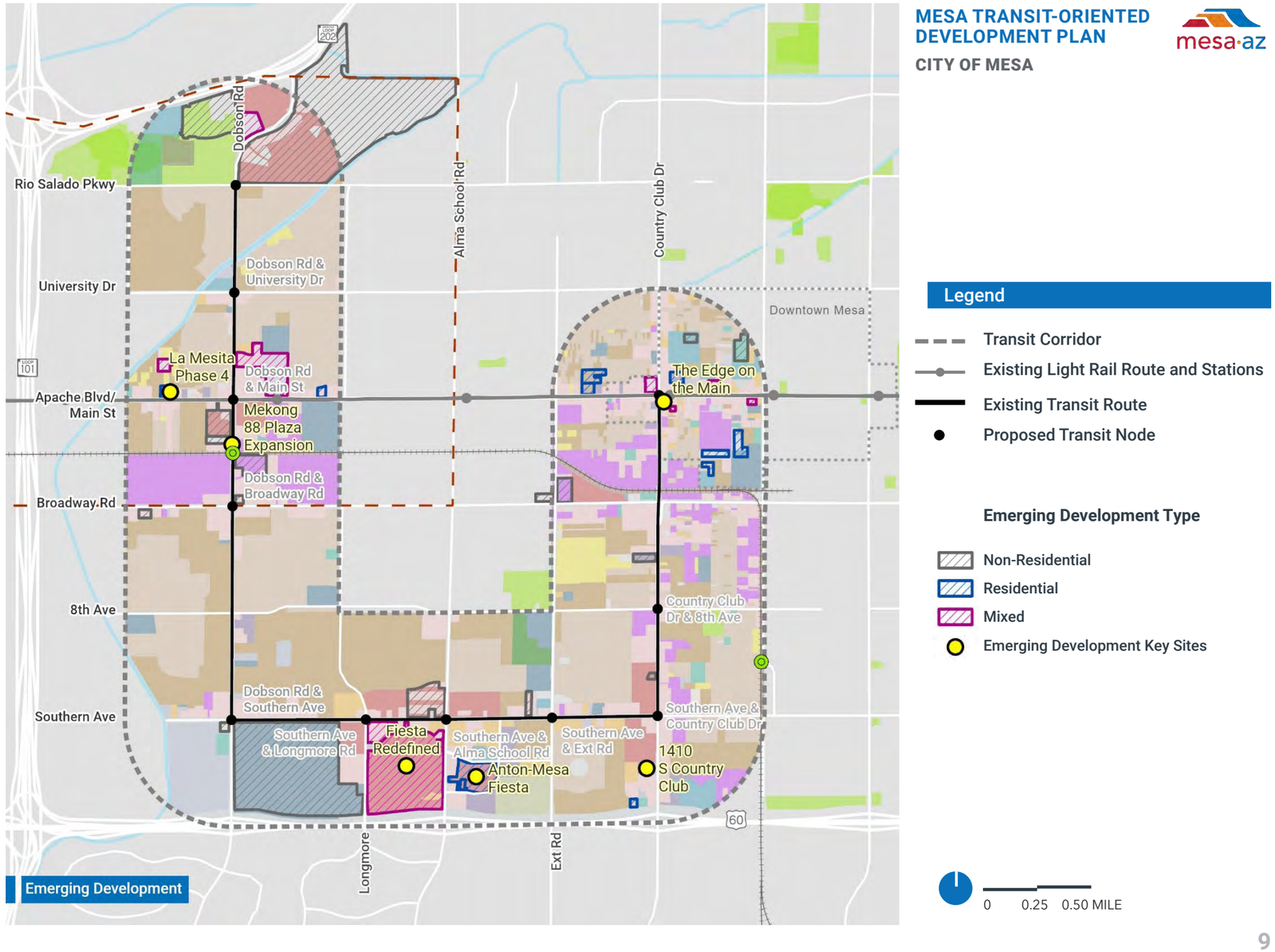
Acres: 16.5

COMMERCIAL DEVELOPMENT

1. MEKONG PLAZA EXPANSION

Mekong Plaza, the hub for Mesa's Asian District, is getting a $10 million expansion. The dirt lot south of the main building will turn into a retail space for more than a dozen business and restaurants.

FIGURE 11:
UPCOMING DEVELOPMENT IN THE CORRIDOR

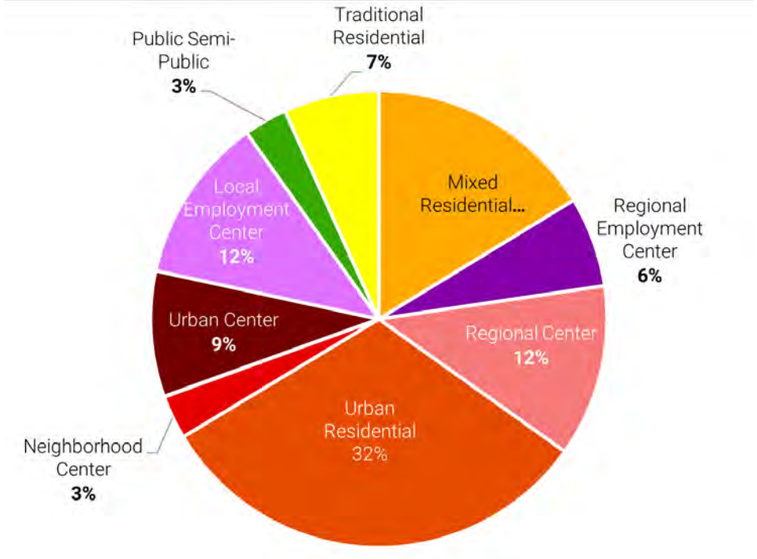


1.3.3. FUTURE LAND USE 2050

The future land use plan 2050 outlines that most of the area will be designated for residential purposes, with a focus on urban residential areas covering 32 percent and mixed residential zones making up 16 percent. These specific zones are concentrated mainly in the central and eastern sections of the Corridor.

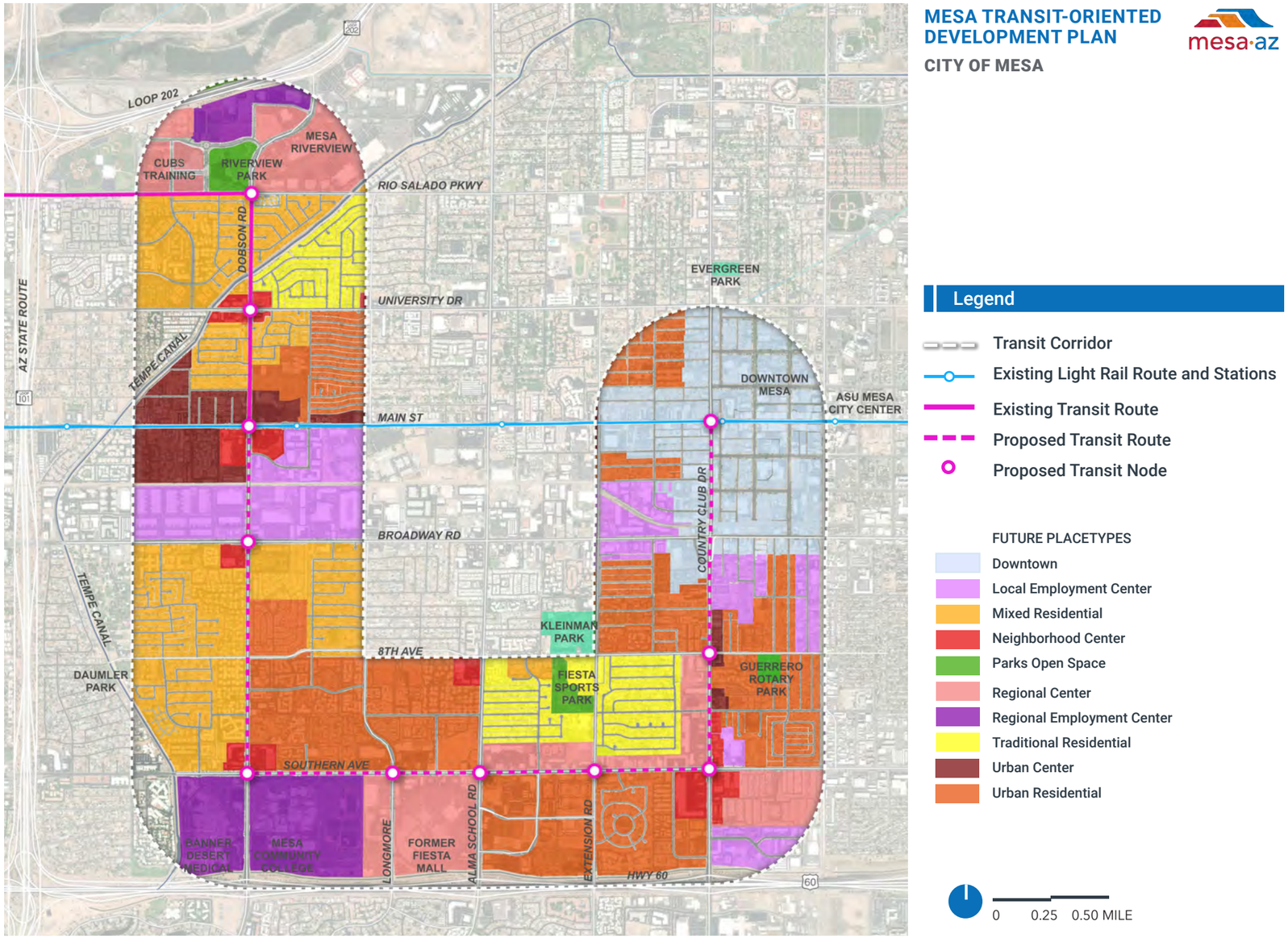
Additionally, the plan proposes the establishment of urban centers at key locations, particularly near the anticipated transit nodes located near the intersection of Dobson and Broadway Roads, and near the intersection of Country Club Drive and Main Street. This strategic placement aims to create hubs of activity and development around these transportation points, enhancing accessibility and promoting community engagement. Figure 13 shows percent composition of future land use in the Corridor.

FIGURE 13: % COMPOSITION OF FUTURE LAND USE 2050



Source: City of Mesa General Plan

FIGURE 10:
EXISTING LAND USE IN THE CORRIDOR



LOT CATEGORY ANALYSIS

UNDERSTANDING LOT CHARACTERISTICS

Lot width and depth are key lot characteristics impacting the building types that can fit on that particular lot, taking into consideration the building footprint, parking and regulatory requirements that apply. Compared to common metrics such as density or Floor Area Ratio (FAR), lot size analysis can provide more accurate information on the range of typical building types that can actually fit on the analyzed parcels. For the Mesa TOD project, existing lot widths and depths in the Corridor were analyzed and on the basis of the results, six lot size categories were established to inform further analysis.

LOT SIZE CATEGORIES IN THE MESA TOD CORRIDOR

The analysis included all regular-shaped (typical) lots in the Corridor, studying lot widths and depths in five-foot increments. This helped to establish five lot categories, with ranges of lot widths and areas as shown in the matrix below. The matrix also shows the relationship between the lot categories and the range of typical housing types that each category can support. Note that this analysis excluded some outlier lots with irregular geometry identified as "uncategorized".

	Lot Category	Extra small (XS)	Small (S)	Medium (M)	Large (L)	Extra Large (XL)	Extra Extra Large (XXL)	Uncategorized	Total Area of Lots
	Lot Width	15 ft to 50 ft	51 ft to 100 ft	101 ft to 150 ft	151 ft to 200 ft	201 ft to 350 ft	Above 351 ft		
Building Types	Lot Area	Bellow to 5,000 sq. ft.	<5,001 sq. ft. to 10,000 sq. ft.	<10,001 sq. ft. to 1/2 acre.	<1/2 acre to 1 acre.	<1 acre to 4 acre.	Above 4 acre.		
Townhouse/Live-Work									
Single-Family									
Duplex									
Multiplex Small									
Multiplex Large									
Bungalow Court									
Courtyard Apartments									
Mid-Rise/Podium Bldg									
Multiple Bldgs per Site									
Wrap									
Land Area (ac)		133 ac	809 ac	142 ac	112 ac	523 ac	1,515 ac	287 ac	3,521 ac
Percent of Total (%)		4%	23%	4%	3%	15%	43%	8%	100%

BUILDING TYPES

Townhouse/Live-work: A small to medium-sized attached structure that consists of three to eight dwelling units placed side-by-side. Typically the building footprint has a range of 18' to 25' width and 35' to 55' depth.

Single-Family: A large-size to medium-sized detached structure on a medium-sized lot that incorporates one unit. The building footprint ranges varies depending on the neighborhood.

Duplex: a small to medium-sized structure that consists of two side-by-side or stacked dwelling units, both facing the street, and within a single building massing. Typically the building footprint has a range of 28' to 55' width and 28' to 60' depth.

Multiplex Small: A small-to-medium-sized, detached, house-scale building that consists of two to four side-by-side and/or stacked units, typically with one shared entrance or individual entrances along the front. Typically the building footprint has a range of 36' to 50' width and 50' to 60' depth.

Multiplex Large: A medium-to-large-sized, detached, house-scale building that consists of 5 to 12 side-by-side and/or stacked units, typically with one shared entrance. Typically the building footprint has a range of 32' to 105' width and 60' to 150' depth.

Bungalow Court: A series of small, detached structures, providing multiple units arranged to define a shared court that is typically perpendicular to the street. Typically the building footprint has a range of 18' to 24' width and 24' to 36' depth.

Courtyard Apartments: A detached, house-scale building that consists of up to 24 attached and/or stacked units, accessed from a shared courtyard. The shared court is common open space and takes the place of a rear setback. Typically the building footprint has a range of 65' to 130' width and 45' to 150' depth.

Mid-Rise/Podium Bldg: The Mid-Rise Building Type is a medium- to large-sized structure, 4-8 stories tall, built on a large lot. Often, and especially along urban main streets, it incorporates a concrete "podium" at the lowest floor(s). It can be used to provide a vertical mix of uses,

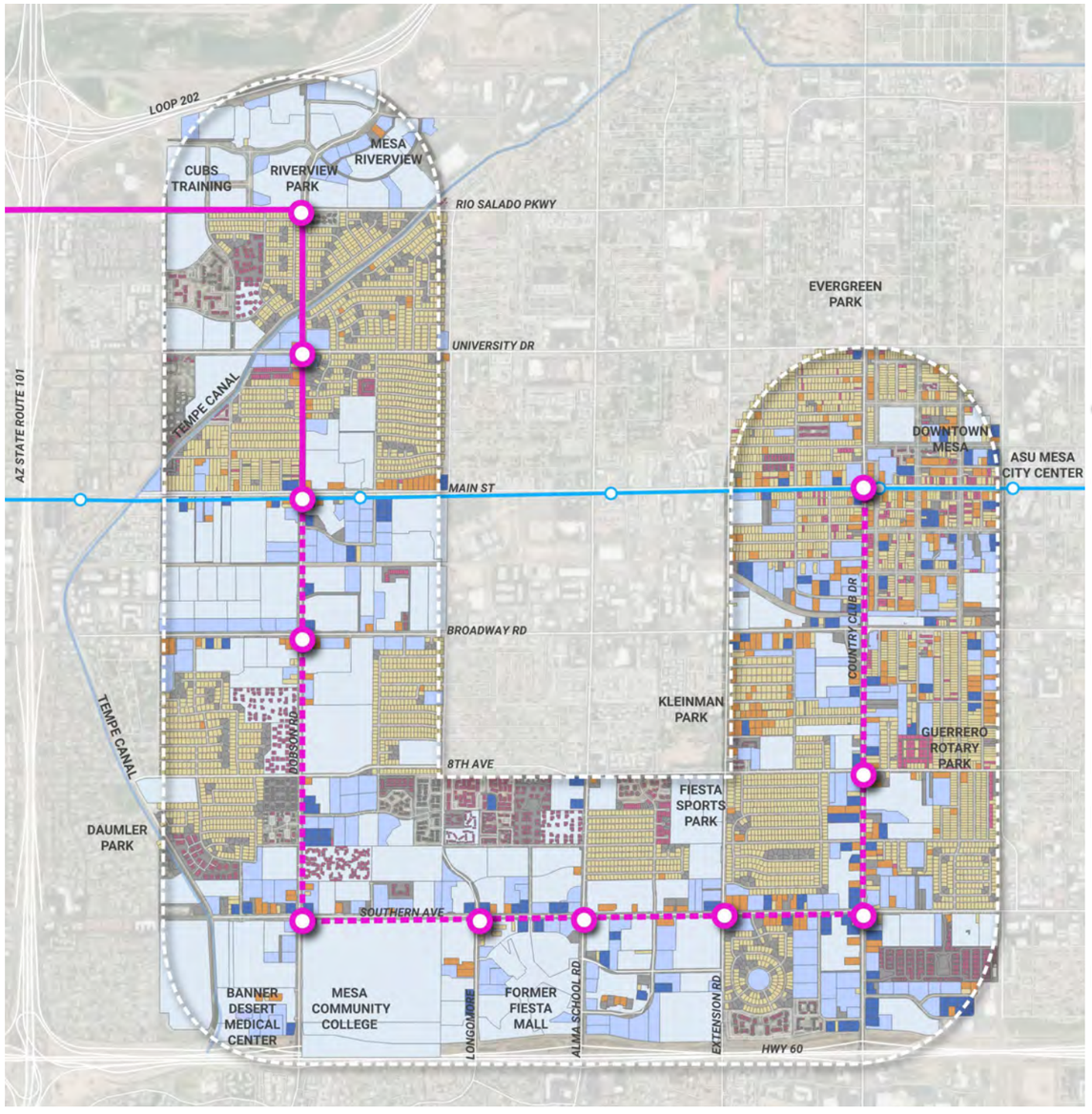
accommodating ground-floor retail, service, and/or structured parking with the upper-floors housing service or residential uses; it may also be a single-use building–typically service or residential–where ground-floor retail is not appropriate. Typically the building footprint has a range of 100' to 400' width and 94' to 500' depth.

Multiple Buildings per Site: Within the TOD corridor Corridor, there are likely to be development projects on larger sites, that can accommodate multiple buildings. For such sites, design guidance can lead to more predictable built outcomes and can facilitate the provision of community benefits.

Wrap: A thin liner around a large-size building between 3 to 8 story apartment building surrounding a parking garage for residents. Typically a thin building between 18' to 50' in depth, width varies depending on size on building that is being wrapped.

** For more information about the building types see the appendix of Planning Priorities Memo.

FIGURE 10-A:
LOT CATEGORY ANALYSIS

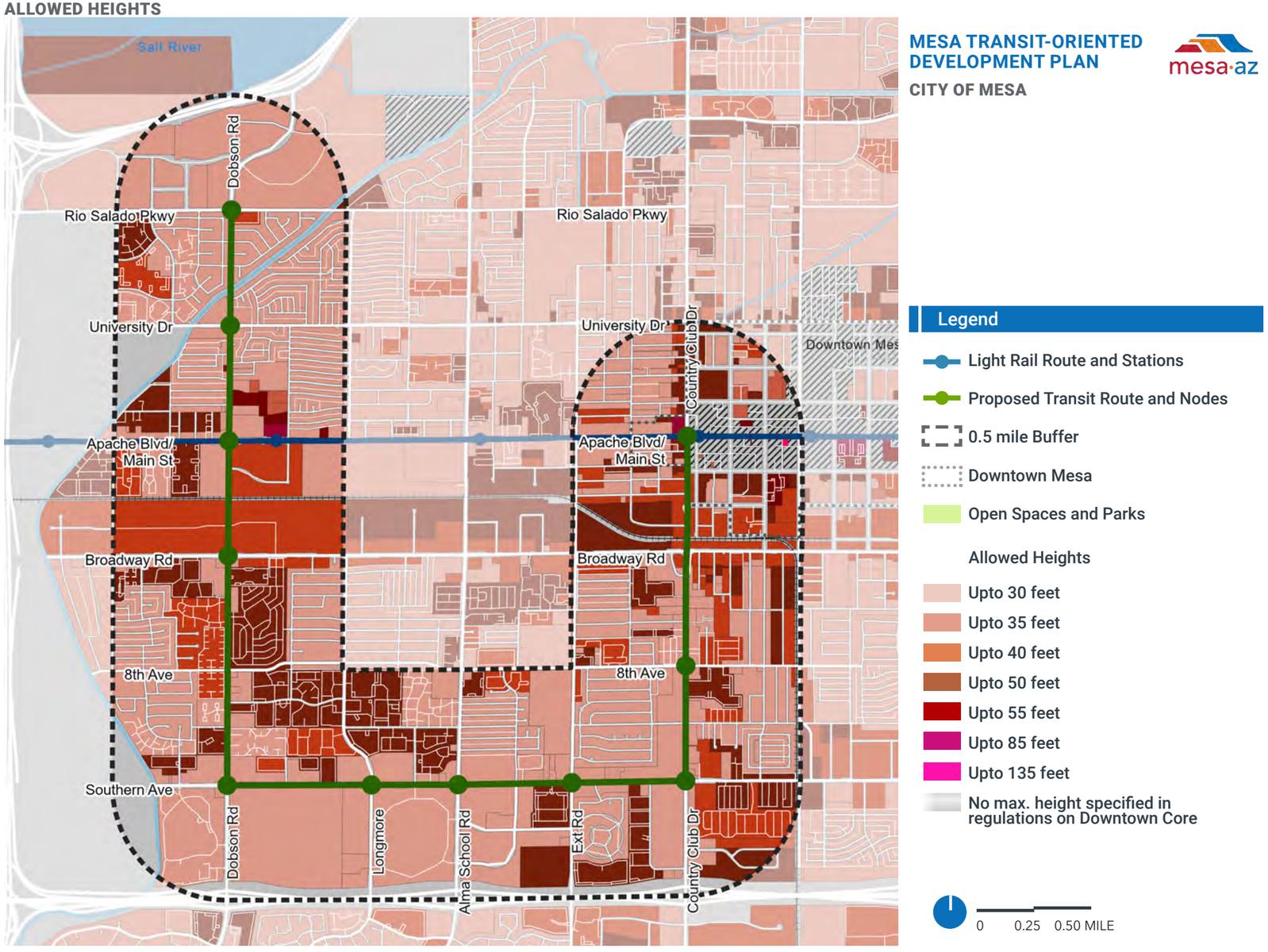


BUILDING HEIGHT ANALYSIS

ALLOWED BUILDING HEIGHTS

The map on the right indicates allowed heights, by current zoning and regulations, in the Mesa TOD Corridor. Maximum allowed heights range from 30 feet (approximately two stories) to 135 feet (approximately twelve stories). The development standards currently in place mainly provide for a range of low-to mid-rise buildings; buildings of five stories or more are allowed only in targeted locations.

FIGURE 10-B:
ALLOWED HEIGHTS



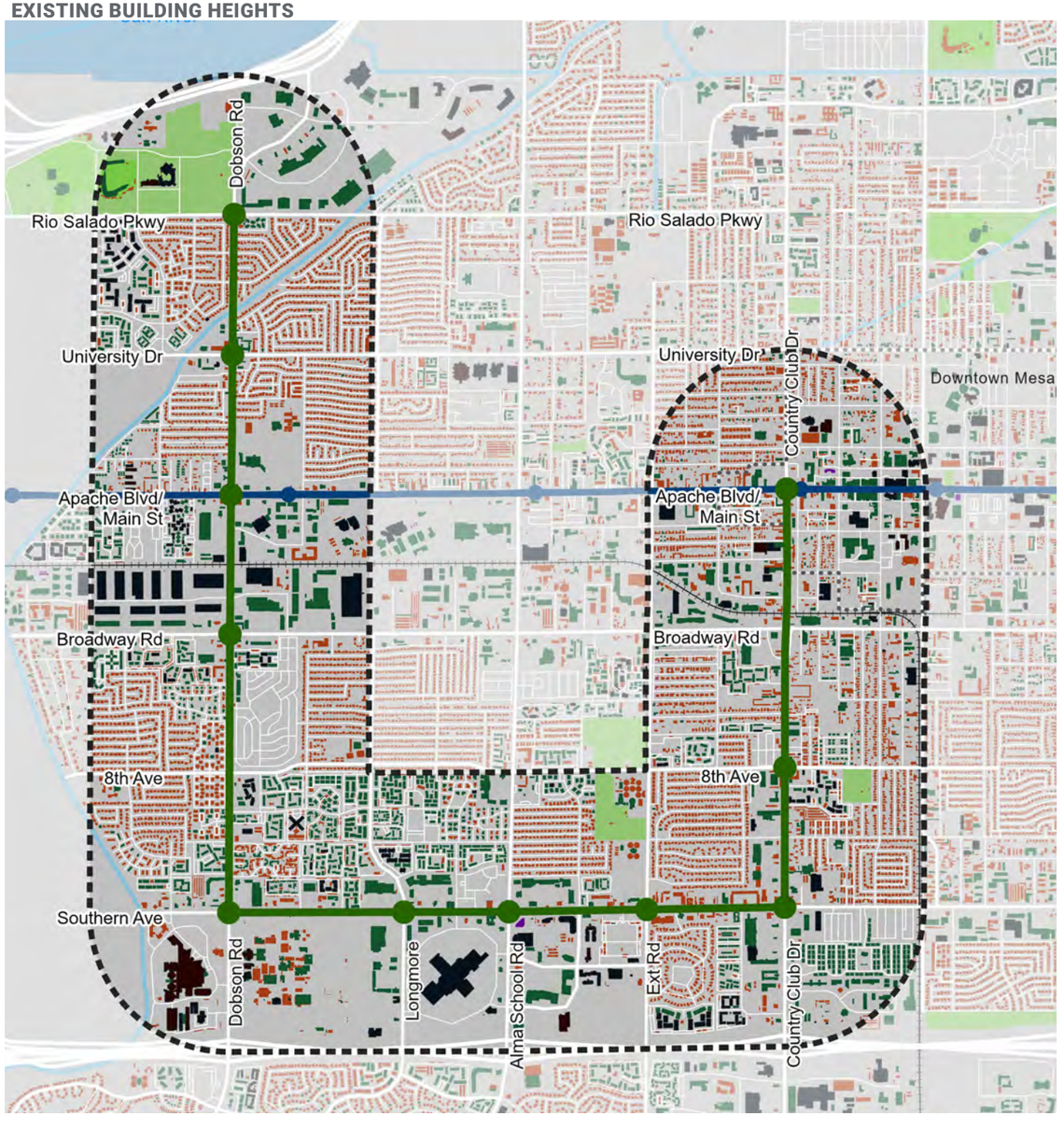
BUILDING HEIGHT ANALYSIS

EXISTING BUILDING HEIGHTS

The map on the right indicates existing heights in the Mesa TOD Corridor. Most existing buildings are 8 feet to 40 feet in height, translating to between 1 and 3 stories. As evidenced by the building footprints, most buildings within the Corridor are detached, "house-scale" structures of 1-2 stories with small footprints. "Block-scale" buildings without side setbacks, which create a continuous, uninterrupted block face, occur primarily in Downtown.

FIGURE 10-C:

EXISTING BUILDING HEIGHTS



BUILDING HEIGHT ANALYSIS

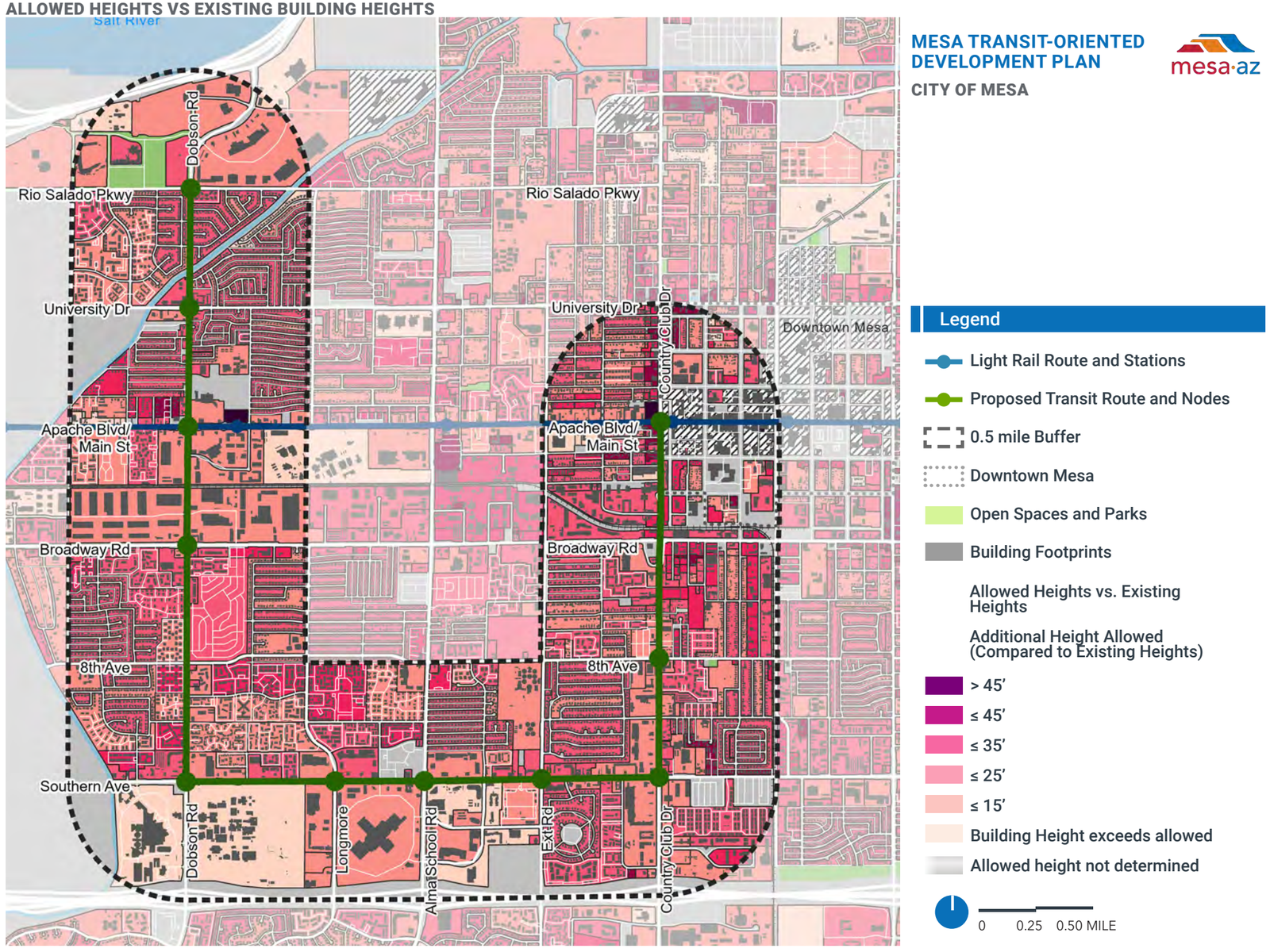
UNDERSTANDING EXISTING CAPACITY

The map on the right combines the information shown on the two preceding maps analyzing allowed and existing heights. This map color-codes the parcels on which existing buildings have lower heights than allowed by existing regulatory standards, thereby indicating lots on which the existing development is lower than the allowed capacity (in terms of building height). It also indicates where existing buildings exceed allowed heights.

Most of the Corridor allows up to 25 feet of height above what has been built, translating to the ability to add one or two additional stories. In combination with other factors, this additional capacity may indicate potential for redevelopment to accommodate more housing along the corridor.

FIGURE 10-D:

ALLOWED HEIGHTS VS EXISTING BUILDING HEIGHTS

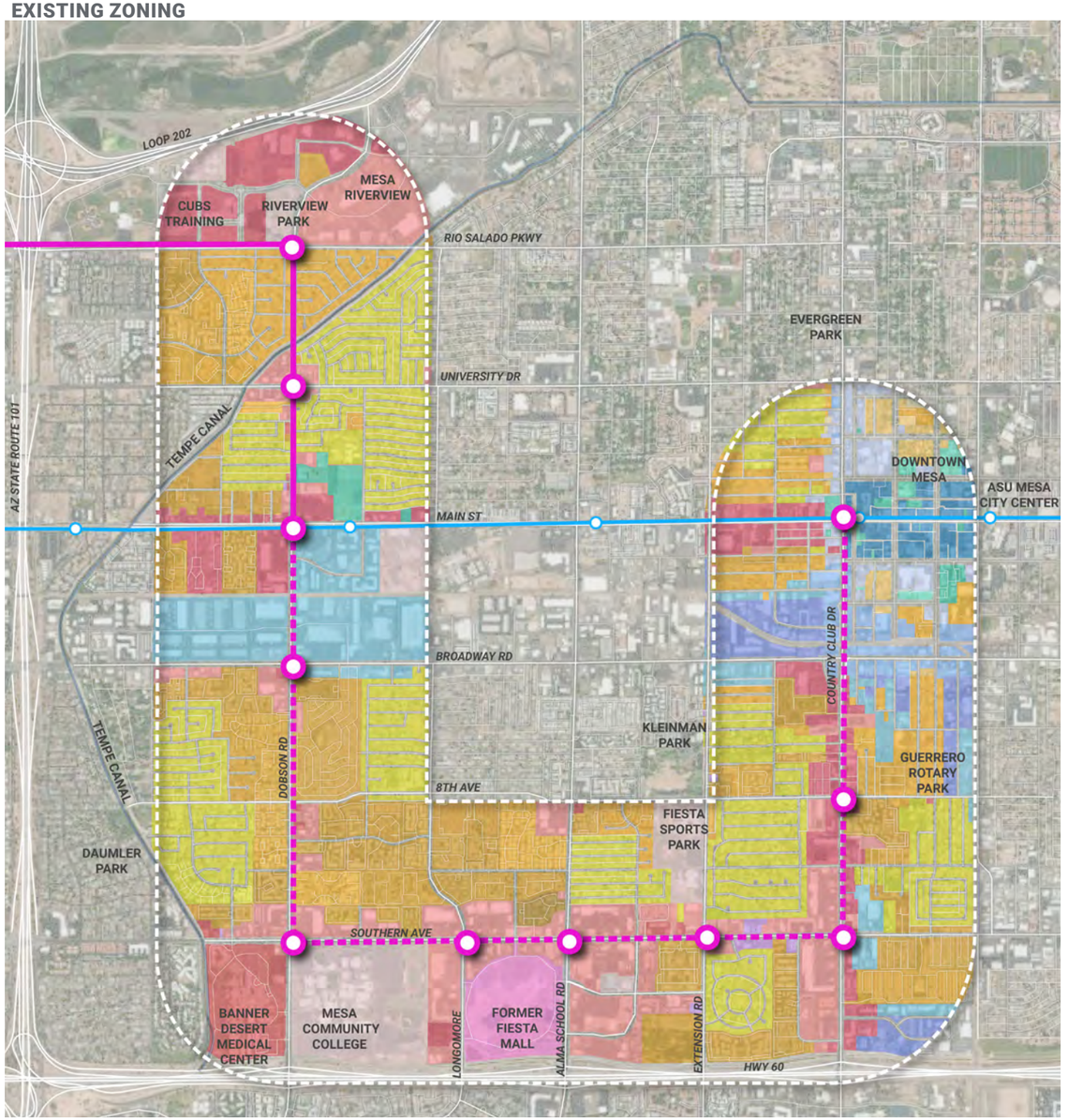


ZONING

EXISTING ZONING

The map on the right shows existing zoning districts within the Corridor. The zoning generally reflects a pattern of commercial uses in the southern portion of the Corridor, straddling the proposed transit route. Commercial and other non-residential uses are clustered at the nodes at Main St and Dobson, 8th Ave and Country Club Dr and Main St and Country Club Dr. Apart from the nodes, the zoning along the corridor route includes a mix of single-family and multifamily residential. Within the downtown parcels, the Downtown Mesa Form-Based Code applies.

FIGURE 10-E:
EXISTING ZONING



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN
CITY OF MESA

Legend

- Transit Corridor
- Existing Light Rail Route and Stations
- Existing Transit Route
- Proposed Transit Route
- Proposed Transit Node

Zoning

DB1	LI	T4N
DB2	NC	T4NF
DC	OC	T5MS
DR-1	PS	T5MSF
DR-2	RM-2	T5N
DR-3	RM-3	T6MS
GC	RM-4	
GI	RM-5	
ID-2	RS-6	
LC	T3N	

0 0.25 0.50 MILE

1.4. HOUSING

1.4.1. HOUSING CHARACTER

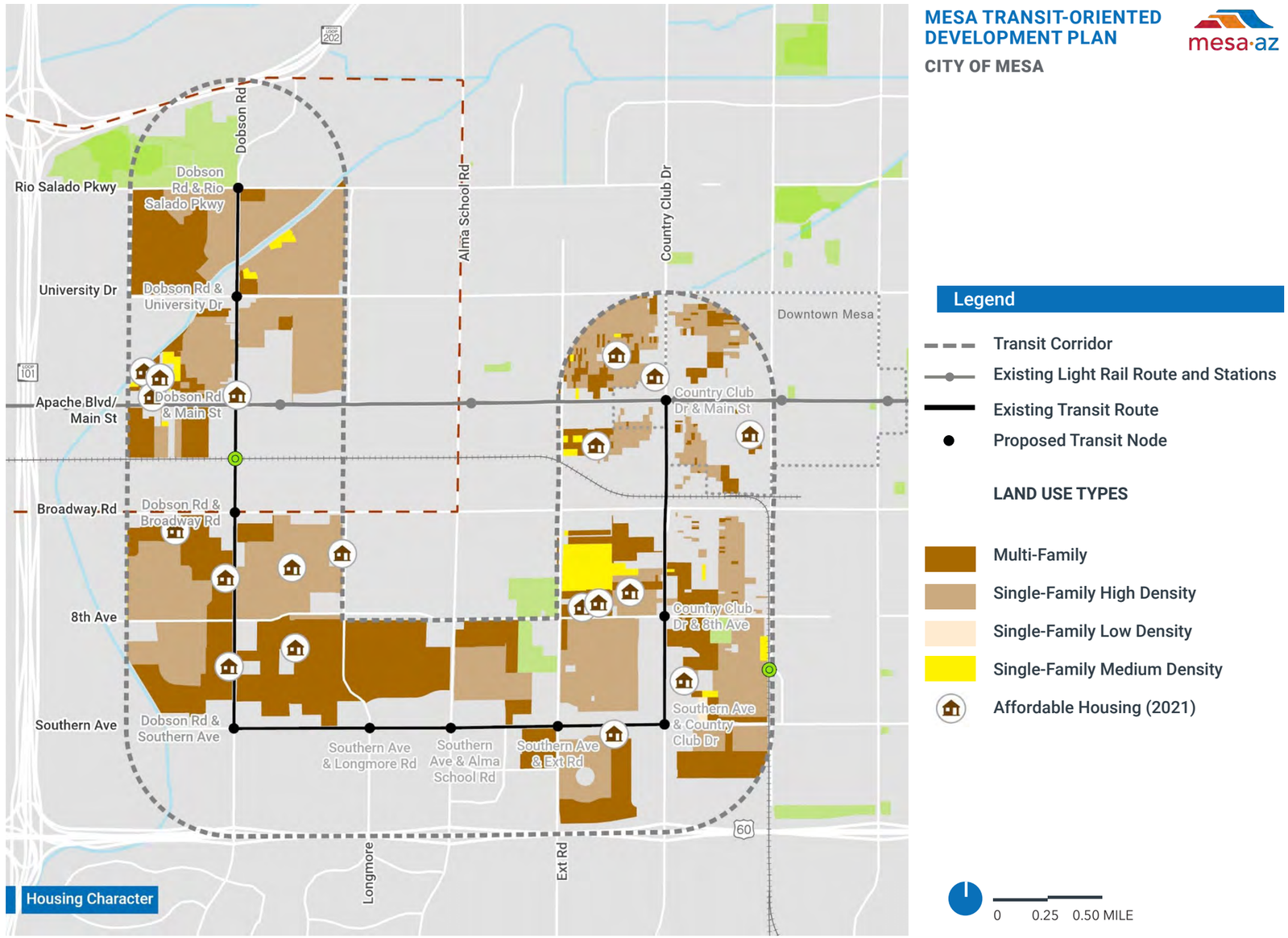
Figure 14 illustrates that the Corridor contains a variety of housing types that cater to the intergenerational community that resides there. This includes single-family homes, multi-family apartments, and affordable housing. The Corridor includes several single-family homes along the planned transit network that attribute to the suburban identity in the Corridor. Higher density townhomes and condos are being developed inside the Corridor, indicating the residential fabric is urbanizing. The multi-family apartment complexes that predominately line 8th Avenue also attribute to the higher density urban residential fabric. There are assisted senior living communities and nursing homes allocated in various parts of the Corridor, such as along Southern Avenue and in proximity to neighboring medical amenities. Table 7 shows percent composition of housing types in the Corridor.

TABLE 7: HOUSING CHARACTER IN THE CORRIDOR BY NUMBERS

Land Use Type	Total Area (Acre)	Percentage (Residential Area in the Corridor)
Multi Family	801.0	42.2%
Single Family High Density	1,036.9	54.6%
Single Family Low Density	3.3	0.2%
Single Family Medium Density	59.0	3.1%
Total	**1,900.2**	**100.0%**

Source: City of Mesa General Plan, 2040

FIGURE 11:
UPCOMING DEVELOPMENT IN THE CORRIDOR



1.4.2. HOUSING TENURE

Table 8 presents housing tenure metrics, including the split between owner- and renter-occupied units as well as the vacancy rate. As shown, about 30 percent of the units in the Corridor are owner occupied while 70 percent are renter occupied. Comparatively, the City of Mesa has more owners (62.5 percent) and fewer renters (37.5 percent), a split that more closely mirrors that of Maricopa County.

TABLE 8: HOUSING TENURE

	Corridor	City of Mesa	Maricopa County	Arizona
Total Occupied Housing Units	19,118	190,363	1,632,151	2,683,557
Owner-occupied housing units	5,714 (29.9%)	119,067 (62.5%)	1,041,572 (63.8%)	1,765,658 (65.8%)
Renter-occupied housing units	13,404 (70.1%)	71,296 (37.5%)	590,579 (36.2%)	917,899 (34.2%)

Source: American Community Survey 2021 5-year Estimates, tables B25003 census tract level, universe: occupied housing units

1.4.3. HOUSING COST AND AFFORDABILITY

In 2021, the median gross rent in the Corridor was $1,065 per month, while the median value of homes surpassed $190,000. To provide a comprehensive understanding of the housing scenario, Table 10 contextualizes these costs by comparing them to the incomes of households in the Corridor. The U.S. Department of Housing and Urban Development characterizes housing cost burden as occurring when housing costs exceed 30 percent of a household's gross income. Given the higher proportion of rented units, it is noteworthy that most tenants can comfortably afford units, with annual rents ranging from $20,000 to $34,999. On the other hand, for most homeowners, the value of their homes corresponds to an annual rent that is less than $20,000.

TABLE 9: HOUSING COST BURDEN

	Median Gross Rent	Median Value of Owner-Occupied Housing Units
Corridor	$1,064.50	$198,800.00

Source: American Community Survey 2021 5-year Estimates, tables B25064, B25077, census tract level, universe: occupied housing units

Note: Median Gross rent/median value for the Corridor is calculated as the median of median gross rent/median value of all block groups falling inside the Corridor

TABLE 10: HOUSING COST BURDEN (TENURE BY HOUSING COST AS 30 PERCENT OR HIGHER OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS)

	Housing Units	%
Total Housing Units	**19,118**	**100%**
OWNER OCCUPIED		
Total Owner-occupied Housing Units	5,714	29.9%
Less than $20,000 annual household income	433	2.3%
$20,000 to $34,999 annual household income	233	1.2%
$35,000 to $49,999 annual household income	252	1.3%
$50,000 to $74,999 annual household income	169	0.9%
$75,000 or more annual household income	24	0.1%
Zero or negative income	32	0.2%
RENTER OCCUPIED		
Total Renter-occupied Housing Units	13,404	70.1%
Less than $20,000 annual household income	1,212	6.3%
$20,000 to $34,999 annual household income	1,647	8.6%
$35,000 to $49,999 annual household income	1,062	5.6%
$50,000 to $74,999 annual household income	317	1.7%
$75,000 or more annual household income	83	0.4%
Zero or negative income	303	1.6%

Source: American Community Survey 2021 5-year Estimates, tables B25016 census tract level, universe: occupied housing units

1.4.4. HOUSING BUILDING AGE

Table 11 provides an overview of the composition of housing units based on the years they were constructed. The data reveals that a significant portion of the housing units in the Corridor were built between 2000 and 2009. This trend is consistent with the broader patterns observed in the construction of new housing units in the City of Mesa, Maricopa County, and the State of Arizona. A considerable number of single-family housing units in the Corridor have a much longer history, dating back 50 years or more.

TABLE 11: BUILDING AGE BY YEAR BUILT.

	Corridor	City of Mesa	Maricopa County	Arizona
Total Housing Units	177,472	217,404	1,794,248	3,056,890
Built 2020 or later	23	693	5,199	8,197
Built 2010 to 2019	18,647	18,227	168,242	263,515
Built 2000 to 2009	104,856	31,719	402,537	711,438
Built 1990 to 1999	7,006	45,531	354,614	593,869
Built 1980 to 1989	17,138	55,405	314,751	528,610
Built 1970 to 1979	23,484	43,672	290,588	495,275
Built 1960 to 1969	4,980	12,933	131,128	213,258
Built 1950 to 1959	810	6,625	89,631	156,690
Built 1940 to 1949	385	1,575	21,475	44,043
Built 1939 or earlier	143	1,024	16,083	41,995

Source: American Community Survey 2021 5-year Estimates, tables B25034 census tract level, universe: housing units

1.5. COMMUNITY RESOURCES

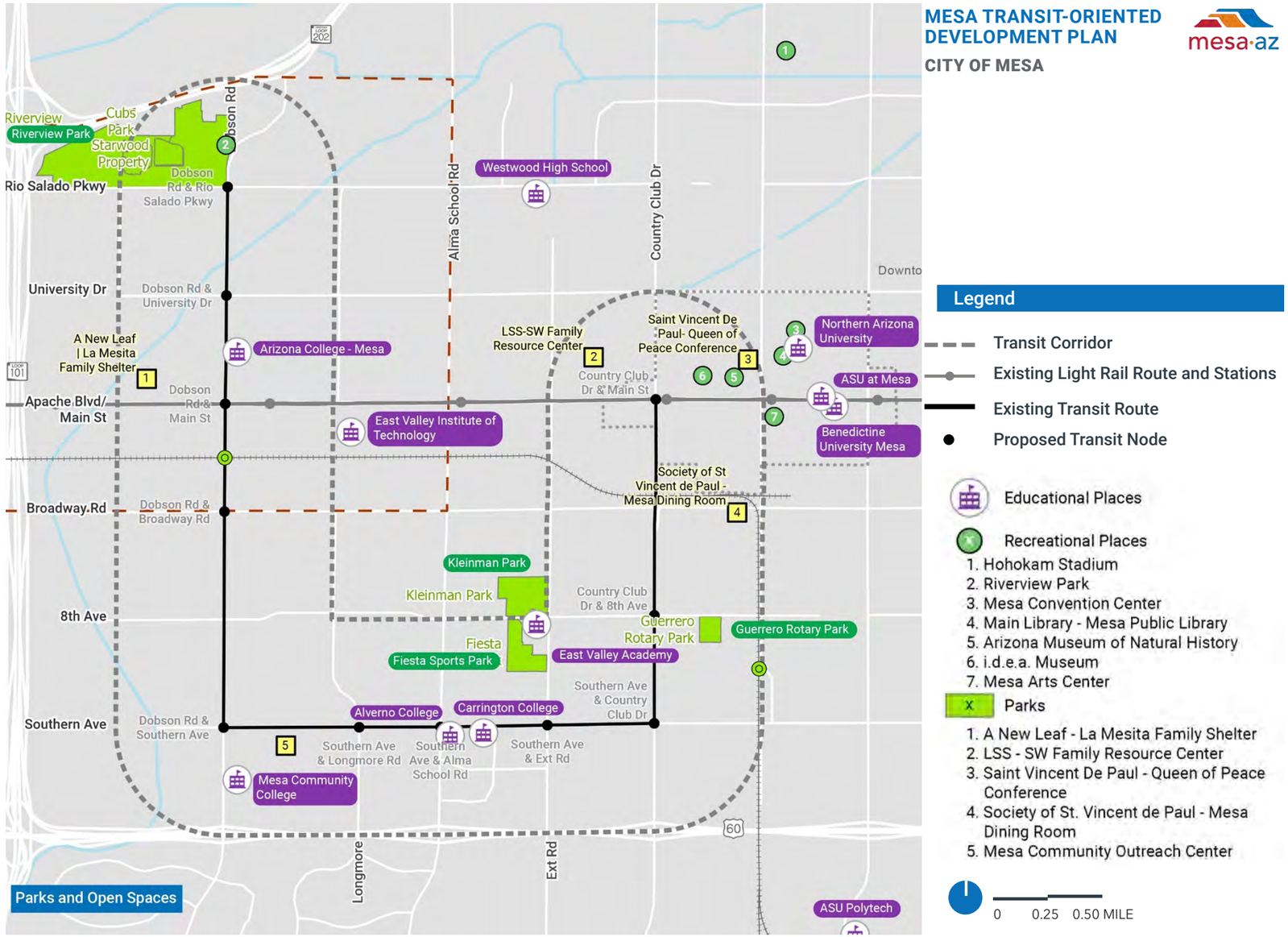
1.5.1. PARKS AND OPEN SPACES

As shown in Figure 15, the Corridor faces a notable absence of public or neighborhood parks that are easily accessible by foot, extending to the surrounding neighborhoods as well. The closest large park is the Riverview Park, which is situated at the northwest corner of the Corridor, with a portion falling within the half-mile Corridor buffer. Fiesta Sports Park and Guerrero Rotary Park are significant parks in the Corridor vicinity. Notably, there are currently a few designated trails in the Corridor, highlighting a current lack of dedicated pathways for recreational use or pedestrian connectivity. This information underscores the current state of recreational infrastructure and green spaces in the Corridor, prompting considerations for potential future developments or enhancements to address this aspect of community well-being.

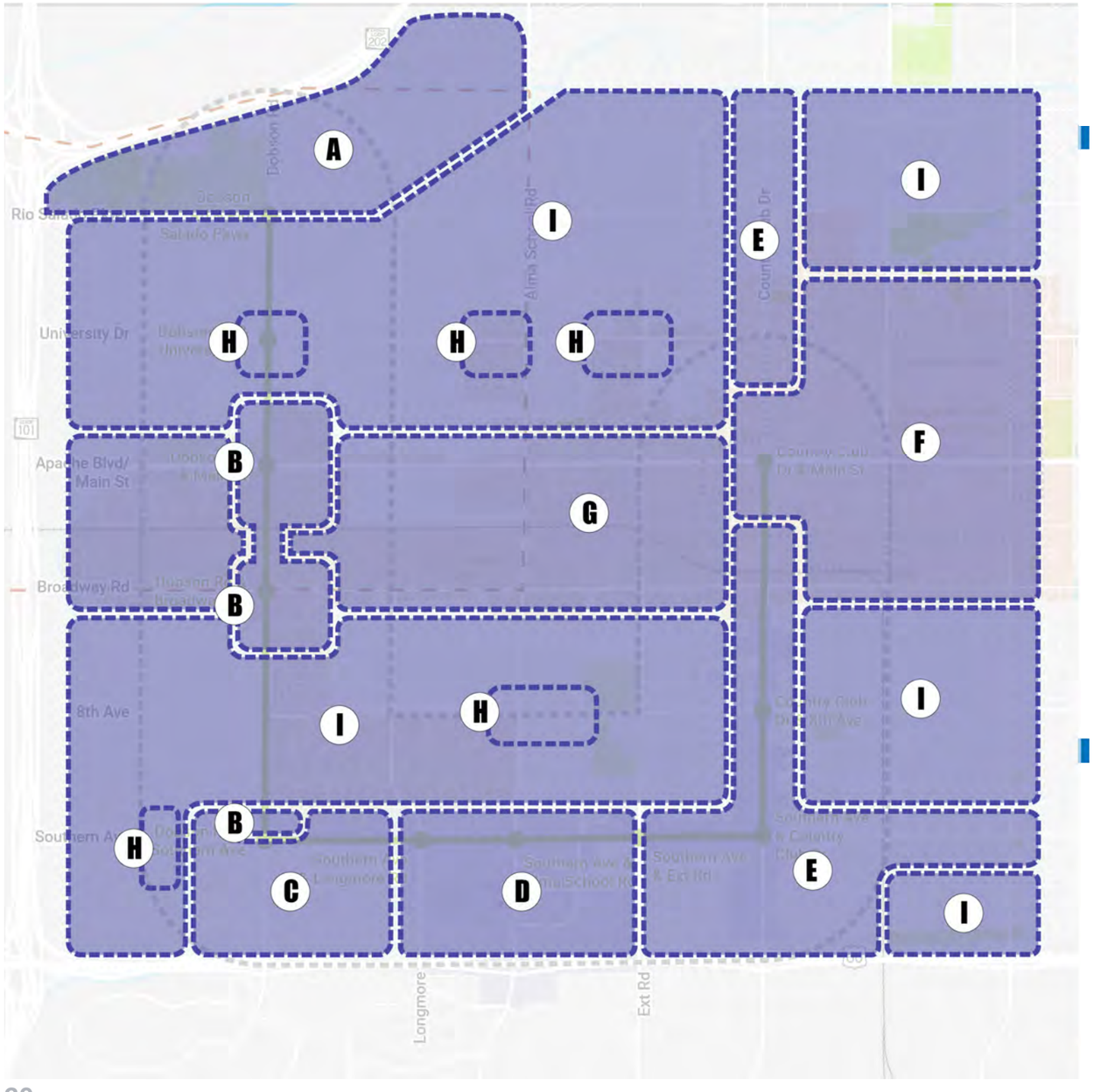
1.5.2. COMMUNITY AMENITIES

Alongside the significant parks in the Corridor, there are various educational institutions and recreational spaces that actively encourage physical activity. These areas can be strategically interconnected through sidewalks, promoting accessibility and ease of movement. The inclusion of educational institutions underscores the Corridor's commitment to fostering learning and community engagement, while the presence of recreational spaces emphasizes a holistic approach to well-being.

FIGURE 15:
COMMUNITY RESOURCES IN THE CORRIDOR



2. CORRIDOR DISTRICTS & IDENTITY AREAS



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Area Boundary
- **A** Entertainment + Retail Gateway
- **B** Asian Influence
- **C** Employment Center
- **D** Regional Center Redevelopment
- **E** Gateway Corridor
- **F** Urban Center
- **G** Industrial Transition
- **H** Neighborhood Mixed Center
- **I** Traditional Neighborhood
- Light Rail Route and Stations
- Proposed Transit Route and Nodes
- Half-mile Buffer
- Rail Road
- Valley Metro Rio East-Dobson Streetcar Extension Study Area

Key Map

0 0.25 0.5 mi

N

INTRODUCTION

Every city has a unique and distinctive sense of place (the way an area looks or how it functions.) While physical elements are critical to understanding these distinct areas, the way a person relates to the space moving to and through, also contribute. Understanding the definitions of each unique identity area allows for a contextually responsive urban design and planning approach beyond land use and zoning. They can include, but not limited to; design of buildings, relationship of buildings to the site, landscape treatment, overall block size and street pattern, sidewalk amenities, signage/wayfinding and other aesthetic treatments.

The following Identity Area Framework describes the existing community character and sense of place for areas throughout the proposed transit line corridor. These identity areas were developed through an analysis of the proposed transit line including but not limited to transit node locations, land use, zoning, figure ground, districts, edges, paths and nodes. Future land use classifications, redevelopment efforts, districts, HOAs, neighborhoods and opportunity zones were also taken into consideration.

IDENTITY AREA LIST

- Entertainment + Retail Gateway Identity Area
- Asian Influence Identity Area
- Employment Center Identity Area
- Regional Center Redevelopment Identity Area
- Gateway Corridor Identity Area
- Urban Center Identity Area
- Industrial Transition Identity Area
- Neighborhood Mixed Center Identity Area
- Traditional Neighborhood Identity Area

2.1. IDENTITY AREAS

2.2.1. ENTERTAINMENT AND RETAIL GATEWAY IDENTITY AREA

Entertainment and Retail Gateway Identity Area is +/- 430 acres serving as a regional activity center with supporting retail, commercial and specialty entertainment uses. The Western side of the area, known as Riverview Park, is a growing industry, serving sports/baseball-oriented developments with major employers, lifestyle amenities, events, and activities, making it a premier recreation destination. Riverview Park is the gateway to the East Valley at the intersection of Loops 101 and 202, pulling from Mesa, Tempe, Scottsdale, and Phoenix.

The east side of the area, known as Mesa Riverview, is a concentration of regionally and locally marketed commercial/retail centers and employment areas. The area has a high degree of access by vehicular traffic and planned high transit use, including existing bus stops.

BUILDING HEIGHTS AND SETBACKS

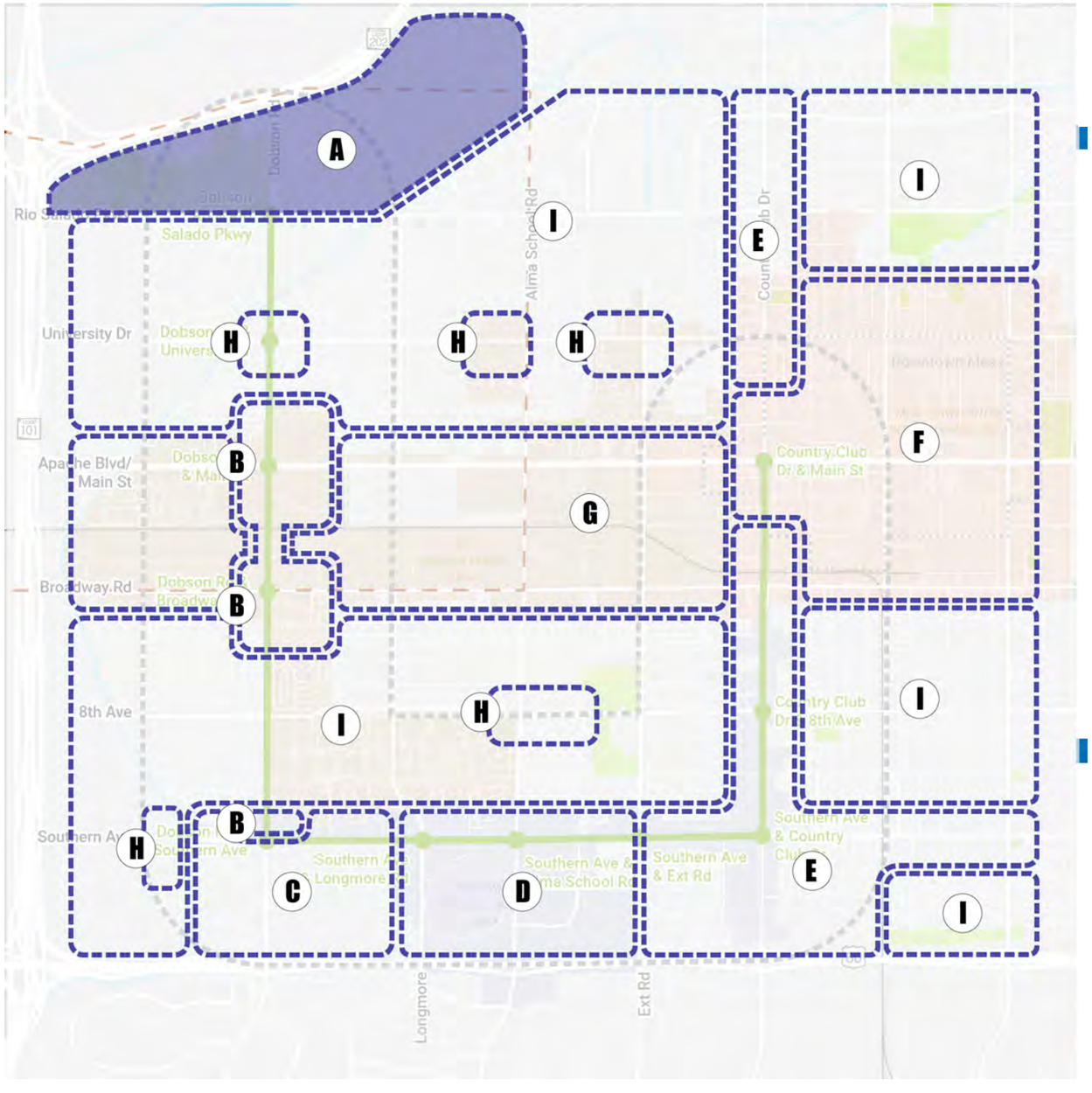
- 2-4 story building heights
- 40 feet setbacks from external roads
- +/- 450 feet setbacks from internal roads, with parking located in front of building

BLOCK SIZE AND DENSITY

- Lot coverage approximately 25-30% structure with remaining land area filled with parking and minimal landscape treatment
- Block size - big box (650' x 750')
- Block size - out parcel (350' x 450')

STREET PATTERN

- Main corridors (W Rio Salado Parkway and N Dobson Rd) service an internal, loose grid and organic street pattern
- Within the area, big box and out parcels are serviced through one or two main roads that connect to outer corridors and split off to parking lots



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

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- Rail Road
- Valley Metro Rio East-Dobson Streetcar Extension Study Area

Key Map

0 0.25 0.5 mi

N

MOBILITY

- Limited pedestrian, inter-parcel connections
- Sidewalks at the area edge are minimal in design and experience limited use
- Sidewalks internally are present and appear to connect major establishments however are minimally designed with limited to no shade
- Bicycle activity is limited or shared in drive aisles of the East and West areas of the area
- Bicycle lanes are present on N Dobson Rd
- The area is auto dependent

BUILDING TYPOLOGY

- The eastern portion of this area has a series of strip/convenience shopping centers connected through parking lots and internal connector roads
- Material and architectural style is typical of each subsequent big box and out parcel development. Each company follows its standard prototype which is implemented across the country, and this area is no different
- The western portion of this area has buildings that are of typical design and materiality. Hotel and offices use standard design layout and materials to the region
- The baseball stadium, Sloan Park, is of standard design with the benefit of having several lower scale buildings surrounding which lends itself to a 'stadium district' design in the potential future

LANDSCAPE TREATMENT AND CANOPY

- In the eastern portion of the area, tree canopy is limited to parking islands with limited survival
- Stone and limited shrub use in parking lot median and islands
- The western portion of the area has significant open space and streetscape at key nodes and corridors.
- The Western portion of the area is highly designed and articulated with a landscape plan aimed to support the Sloan Park Stadium

DESTINATIONS AND GATEWAYS

- Sloan Park Stadium, Riverview Baseball Complex and Riverview Park are large, event based destinations in the area
- The strip/convenience shopping mall centers throughout the eastern portion of the site are local destinations for residents with some regional draw for larger big box stores
- Gateway signage exists on N Dobson Rd and W Rio Salado Parkway for both the East and West areas of the site
- Internal, cohesive wayfinding does not exist throughout the area

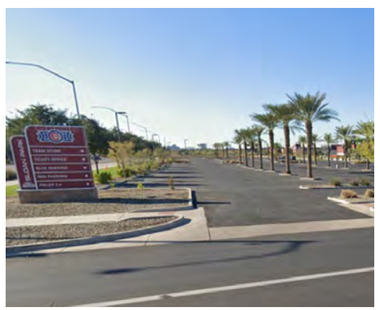
CHALLENGES

- Limited inter parcel connectivity
- Not pedestrian friendly (narrow or no sidewalks, lack of pedestrian-scale lighting, narrow pedestrian amenity zone)
- Vehicle oriented businesses, big box anchor stores and out parcel development
- Significant parking lot size in front of buildings
- Lack of pedestrian activity and signage indicating entrance / exit or wayfinding
- Lack of sense of arrival
- Entertainment area and retail area interact with limited touch points, where there could be a more significant, cohesive development structure

OPPORTUNITIES

Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

Aerial view of typical big box and out-parcel development site orientation in the East portion of the area.



Typical view of Riverview Park streetscape, wayfinding (limited use) and shading efforts.

Typical view of the shopping center orientation and materiality with parking and limited shade for pedestrian circulation.

Typical strip shopping center and pedestrian experience.

Gateway markers off of N Dobson Road for the West and East side of the area respectively.

2.2.2. ASIAN INFLUENCE IDENTITY AREAS

The Asian Influence Identity Area contain over 70 asian-themed grocery stores, restaurants and other retail business along Dobson Rd, largely at three key intersections; Dobson Rd & W Main Street, W Broadway Street and W Southern Ave. Of the three intersections in this area, Dobson Rd & W Main Street has the highest concentration of Asian-oriented services. This area is closely aligned with the Asian District, which has been developed to celebrate the district's culture, community, and commerce.

The Asian Influence IdentityArea exhibits typical suburban strip/ convenience shopping structures with significant setbacks from the Rd and expansive parking lots in front which fill the void. There are typical out-parcel developments located at the key intersections and entrance/exits of the development area. Out-parcels are typically drive thru oriented establishments, with occasional gas stations and non-Asian oriented development. The area has a high degree of access by vehicular traffic with limited access by and oriented for the pedestrian.

BUILDING HEIGHTS AND SETBACKS

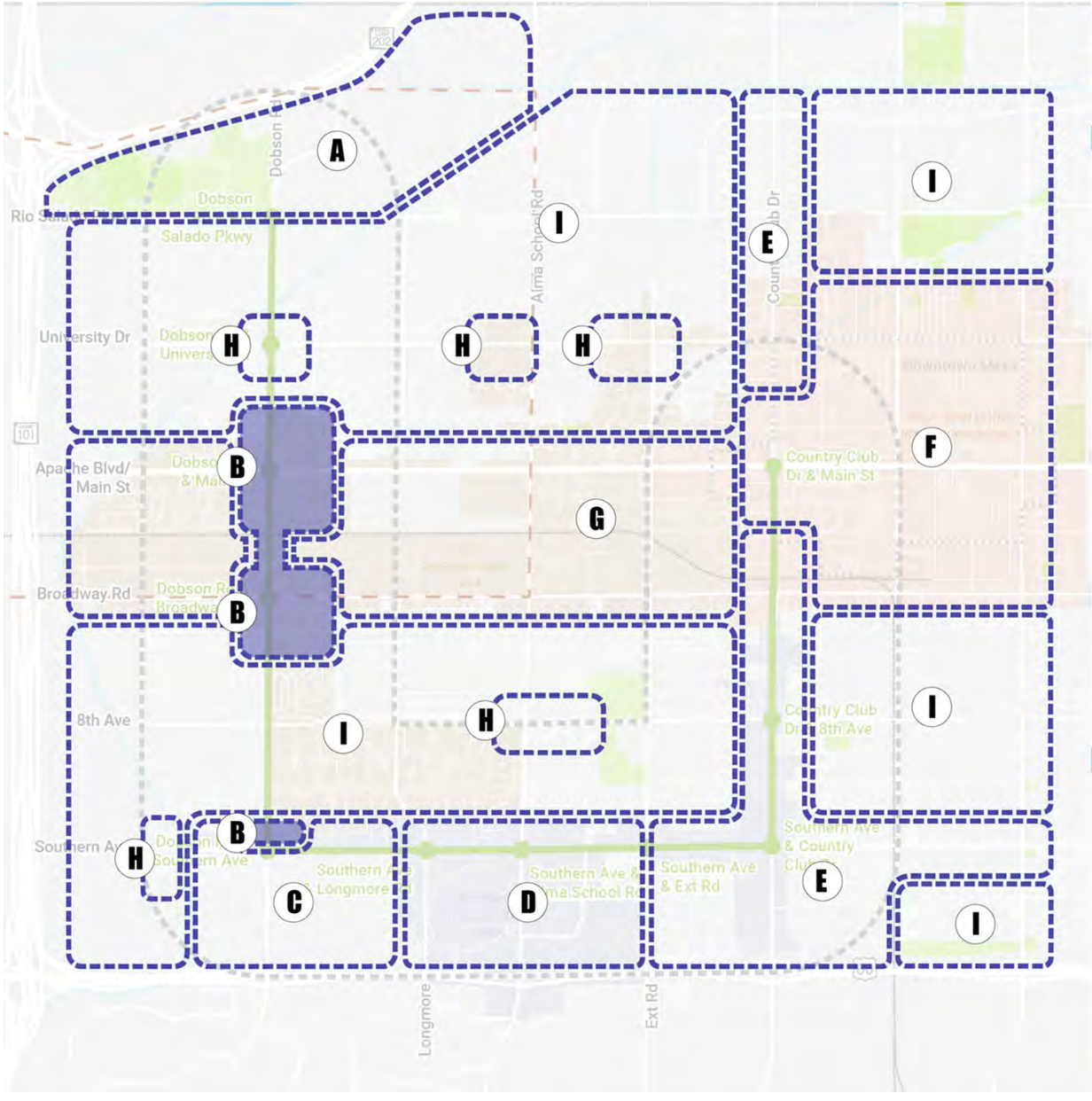
- 1-2 story building heights
- 10-50 feet setbacks from external roads for out-parcel developments
- +/- 300 feet setbacks from external roads for strip shopping areas and anchor tenants

BLOCK SIZE AND DENSITY

- Lot coverage is approximately 25-35% structure with remaining land area filled with parking and minimal landscape treatment
- Development block sizes range from 600' x 600' to 750' x 750'

STREET PATTERN

- Outside the key intersection of Dobson Rd, interior connective roads are on a irregular and broken grid pattern
- Isolated development and parking lots have limited connectivity outside of the specific development and into the surrounding context



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Key Map

0 0.25 0.5 mi

N

MOBILITY

- Pedestrian inter-parcel connections are present however are limited and incomplete
- Pedestrian crossings across Dobson Rd and respective East/West intersecting roads have minimal pedestrian orientation
- Sidewalks along Dobson Rd are +/- 6 ft wide and are placed immediately behind the curb with recent enhancements (concrete coloring) indicating the Asian District
- Bicycle activity is limited and/or incomplete on Dobson Rd and respective intersecting Rd
- Bicycle lanes are present on W Main St and N Dobson Rd north of W Broadway Rd. There is a multiuse path on W Southern Ave
- The area is auto dependent

BUILDING TYPOLOGY

- Buildings and other structures within the area exhibit typical suburban, corridor development arranged in a strip/convenience shopping center
- There are several new 'luxury' apartment buildings currently under construction and will be of modern architectural style
- Some buildings/structures that are specifically Asian-oriented do have a culturally appropriate architectural style which makes it distinct from the typical suburban architecture throughout the corridor
- Out-parcels are typically arranged along the main corridors (Dobson Rd and the respective intersecting Rd) offering a typical mix of services that include gas stations, drive thru restaurants and car wash facilities
- Material and architectural style is generally typical of each subsequent big box and out parcel development. Each company follows its standard prototype which is implemented across the country, and this area is no different.

LANDSCAPE TREATMENT AND CANOPY

- There is no consistent street landscape treatment throughout the area, other than recent improvements to sidewalks along Dobson with an attempt to also increase low lying landscape treatment
- Tree canopy is limited and inconsistent throughout the area
- Shade is limited at best and does not promote or provide a comfortable pedestrian experience

DESTINATIONS AND GATEWAYS

- Destinations throughout the this area include the Asian themed retail/commercial and restaurant establishments at each of the three intersections. These include H-Mart, Mekong Plaza/Supermarket, Dobson Square, Asian Market, and other adjacent supporting establishments
- There are currently no district level gateway monuments indicating the Asian area, other than sidewalk enhancements noted earlier
- Internal, cohesive wayfinding is not present

CHALLENGES

- Pedestrian connectivity and experience through inter parcel connectivity, wayfinding, narrow sidewalks, and limited shade
- Single use buildings, drive thrus and potentially oversized parking lots limit walkability and pedestrian oriented businesses
- Signage and gateway monumentation indicating entrance / exit or wayfinding
- Significant number of curb cuts and access points from the main adjacent Rd
- Building aesthetics in aging infrastructure

OPPORTUNITIES

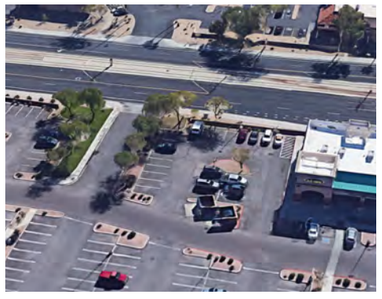
Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

Streetview of Mekong Supermarket illustrating the asian inspired architectural style

Aerial view H-Mart as an anchor tenant in a strip shopping center, with color sidewalk on Dobson with prototypical out-parcel

Typical landscape treatment (colored sidewalk on back of curb, limited shade coverage where pedestrians walk)

Typical pedestrian experience; 130 ft crosswalk over Main Street (7 lanes of traffic and 2 lanes of train traffic)



Disjointed and incomplete pedestrian experience and inter parcel connectivity

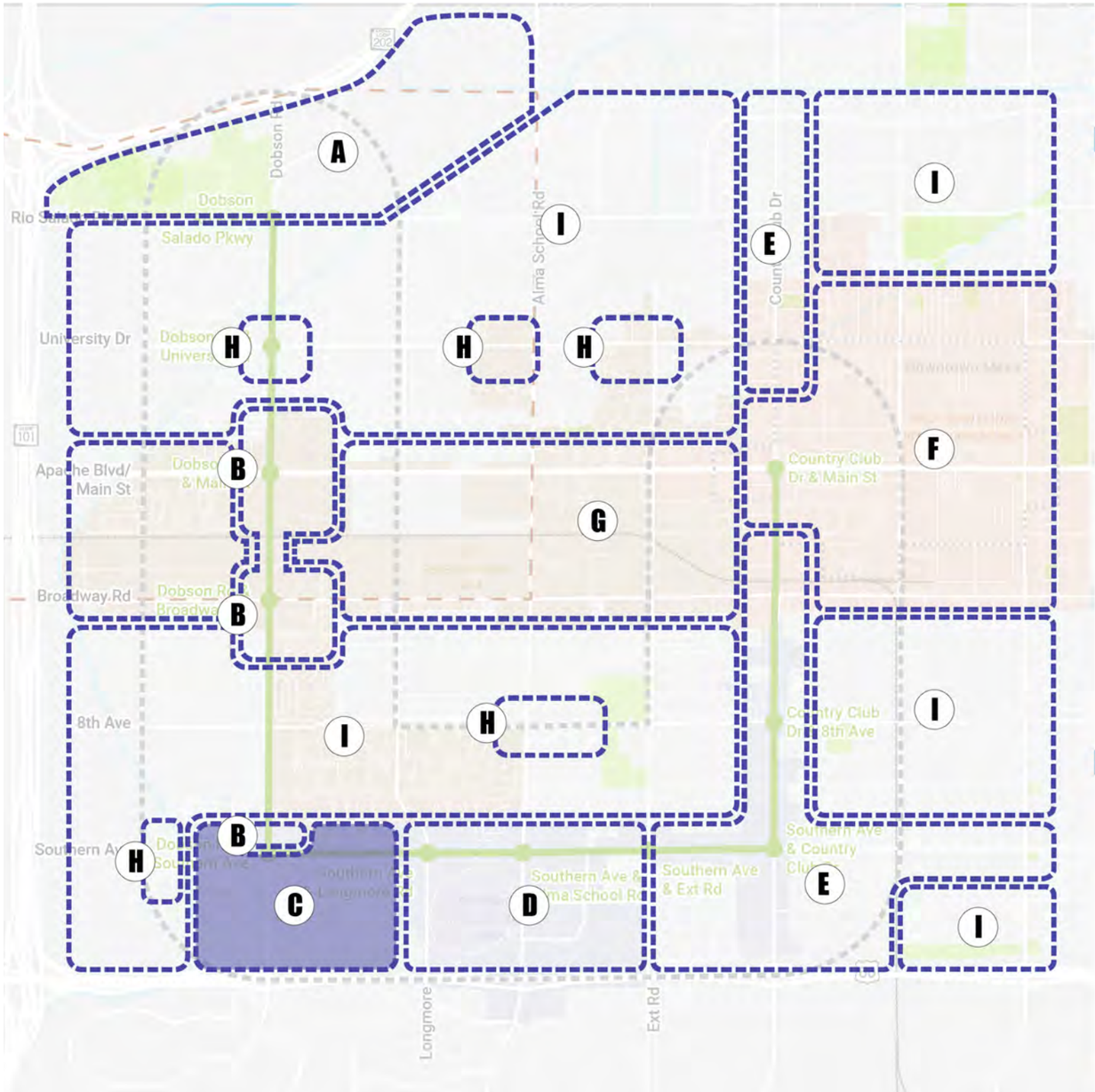
2.2.3. EMPLOYMENT CENTER IDENTITY AREA

The Employment Center Identity Area consist of approximately 225 acres at the South end of the intersection of Dobson Rd and Southern Avenue. Predominately two employers account for these large tracts of land, Banner Desert Medical Center and Mesa Community College (MCC). Both are developed in a campus style development, where the main development is located deep within the parcel, with parking and supporting green space on the outskirts of the development.
Banner Desert Medical Center is located to the West of Dobson Rd and South of Southern Avenue and has significant irregular vehicular traffic and subsequent noise due to the emergency nature of the facility. The main medical facility ranges in height from 5-7 stories at its core, with supporting medical facilities and parking decks surround all sides ranging in height from 2-5 stories. Significant green buffer space is located to the East of the Campus, bordering Dobson Rd.

Mesa Community College is located East of Dobson Rd and South of Southern Avenue. The Community College has significant irregular vehicular traffic patterns with substantial parking surrounding campus buildings. Of the approximately 130 acre campus, approximately 45 acres is parking/circulation and approximately 40 acres is green space and recreational fields.

BUILDING HEIGHTS AND SETBACKS

- Banner Desert Medical Center average building heights range from 5-7 stories
- Mesa Community College average building heights range from 2-3 stories, with 3 buildings showing height of 3-5 stories
- Main campus facilities have an approximately 300' setback from Dobson Rd and Southern Avenue, with occasional buildings within 50'



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Key Map

0 0.25 0.5 mi

N

BLOCK SIZE AND DENSITY

- Entire campus block sizes are 1,500' x 2,250'
- Lot coverage is approximately 25-35% structure with remaining land area filled with parking and minimal landscape treatment
- Block sizes north of Southern Avenue (although few) are approximately 250' x 600'

STREET PATTERN

- Interior connective roads are on a broken and organic pattern serving internal users
- Groups of buildings, streets and spaces relate to each other internally through purpose, design and visual association
- Isolated development and parking lots have limited connectivity outside of the specific development and into the surrounding context
- The canal is located to the South and West of this identity area

MOBILITY

- Pedestrian inter-parcel connections to Dobson Rd & Southern Avenue are present however are limited and sometimes circuitous
- Streetscape along Southern Avenue has recent improvements, showcasing a +/- 20' multiuse path
- Pedestrian crossings across Dobson Rd and respective East/West intersecting Rd have limited pedestrian focus, crossing 7 lanes of traffic and 2 bike lanes
- Sidewalks along Dobson Rd are +/- 6 ft wide and are placed immediately behind the curb
- Multiuse paths along Tempe Canal and W Southern Ave. No bike lanes on this portion of S Dobson Rd
- The area is auto dependent, with the exception of the area internal to MCC

BUILDING TYPOLOGY

- The medical campus has a core area with structures ranging from 5-7 stories, concrete panels and minimal windows for patient care
- Adjacent buildings are 2-5 stories in height and are supporting medical facilities, offices and parking garages
- Buildings are clustered to the center of the development allowing parking to be placed on the outer edge of the campus
- Material and architectural style is typical of the area, colored concrete panels, with architectural concrete and glass embellishments
- The MCC area is much lower density and spread out in comparison to its neighbor the Banner Desert Medical Center
- Structures are typically painted beige brick, glass and 2-3 stories in height with a few key height exceptions on the western edge of the MCC; MCC Library, Life Science Bldg and Dept of Physical Science Bldg being 3-5 stories

LANDSCAPE TREATMENT AND CANOPY

- Streetscape along Southern Avenue has undergone recent improvements, showcasing a 20' multiuse path with regular tree spacing and canopy installation
- Banner Desert Medical Center does not have a cohesive landscape, other than specific treatments at key areas, specifically at entrances, exits and the Southeast side of the campus along Dobson Rd
- MCC has its own landscape treatment strategy which is evident throughout the campus, including the Rose Garden at MCC with is on the North side of the campus and borders Southern Ave
- Landscape treatment along Southern Avenue in front of MCC is green and heavily curated as a garden environment where as the landscape treatment along Dobson Rd as it borders MCC is desert oriented and limited
- Tree canopy over all is limited and inconsistent throughout the area, with the highest concentration being along Southern Ave in front of MCC
- Shade is limited at best, and does not promote or provide a comfortable pedestrian experience

Aerial view of MCC; illustrating building height, colors and relationship to Dobson Road and open space

Mesa Community College building typologies

DESTINATIONS AND GATEWAYS

- Destinations throughout this area include the medical center and MCC itself as they are regional attractions and draw on significant transportation networks
- MCC has its own gateway monumentation strategy in place
- MCC also has recreational (football, tennis and baseball) fields which would be an additional vehicular draw within this planning area
- Due to its adjacency to Interstate 60, this planning area is one of several gateways into Mesa, however no gateway monument installed

CHALLENGES

- No overarching City of Mesa gateway strategy is evident in place at this location
- Fiesta District has enhancements, however is relatively unnoticed driving North on Dobson, as its installed in one intersection alone in this area
- Pedestrian connectivity between campus and over Southern Avenue through inter parcel connectivity, wayfinding, narrow sidewalks, and limited overall shade
- Pedestrian connections over Dobson Rd and Southern Avenue
- Single use buildings, drive thrus and potentially oversized parking lots limit walkability and pedestrian oriented businesses
- Signage and gateway monumentation indicating entrance / exit or wayfinding
- Streetscape enhancements along Dobson Rd and Southern Avenue indicating a gateway entrance into the City of Mesa
- Bicycle enhancements and connection into the regional network
- Redevelopment of shopping centers North Southern Avenue

OPPORTUNITIES

Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

Aerial view of Banner Desert Medical campus; illustrating significant parking and relationship to Dobson Rd and Southern Ave

Southern Avenue streetscape enhancements, as part of the Fiesta District, integrated with Mesa Community College entrance monuments

Banner Desert Medical typical building typology material, height and arrangement

Banner Desert Medical signage at Dobson Road and Southern Avenue

Streetscape enhancement on Southern Avenue

MCC gateway monumentation and the pedestrian experience at Dobson Road and Southern Avenue

Rose Garden on Southern Avenue as visible from MCC

2.2.3. REGIONAL CENTER REDEVELOPMENT IDENTITY

AREA

The Regional Center Redevelopment Identity Area has recently seen significant redevelopment and planned redevelopment. This area is from S Longmore Street to S Extension Rd following Southern Avenue to Interstate 60. It also includes shopping centers and convenience strip centers North of Southern Avenue.

This area includes the ongoing redevelopment efforts of the former Fiesta Mall and the recently redeveloped Fiesta Village Shopping Center to the North of Southern Avenue. Beyond the recent redevelopment efforts, this area mainly contains a string of shopping centers, drive thrus and office buildings. It has direct, adjacent access to Interstate 60 and acts as a gateway into the City of Mesa from access over the Interstate.

Beyond the recent redevelopment of the two areas previously mentioned, the adjacent shopping centers are likely to have market driven redevelopment pressure for higher and better uses.

BUILDING HEIGHTS AND SETBACKS

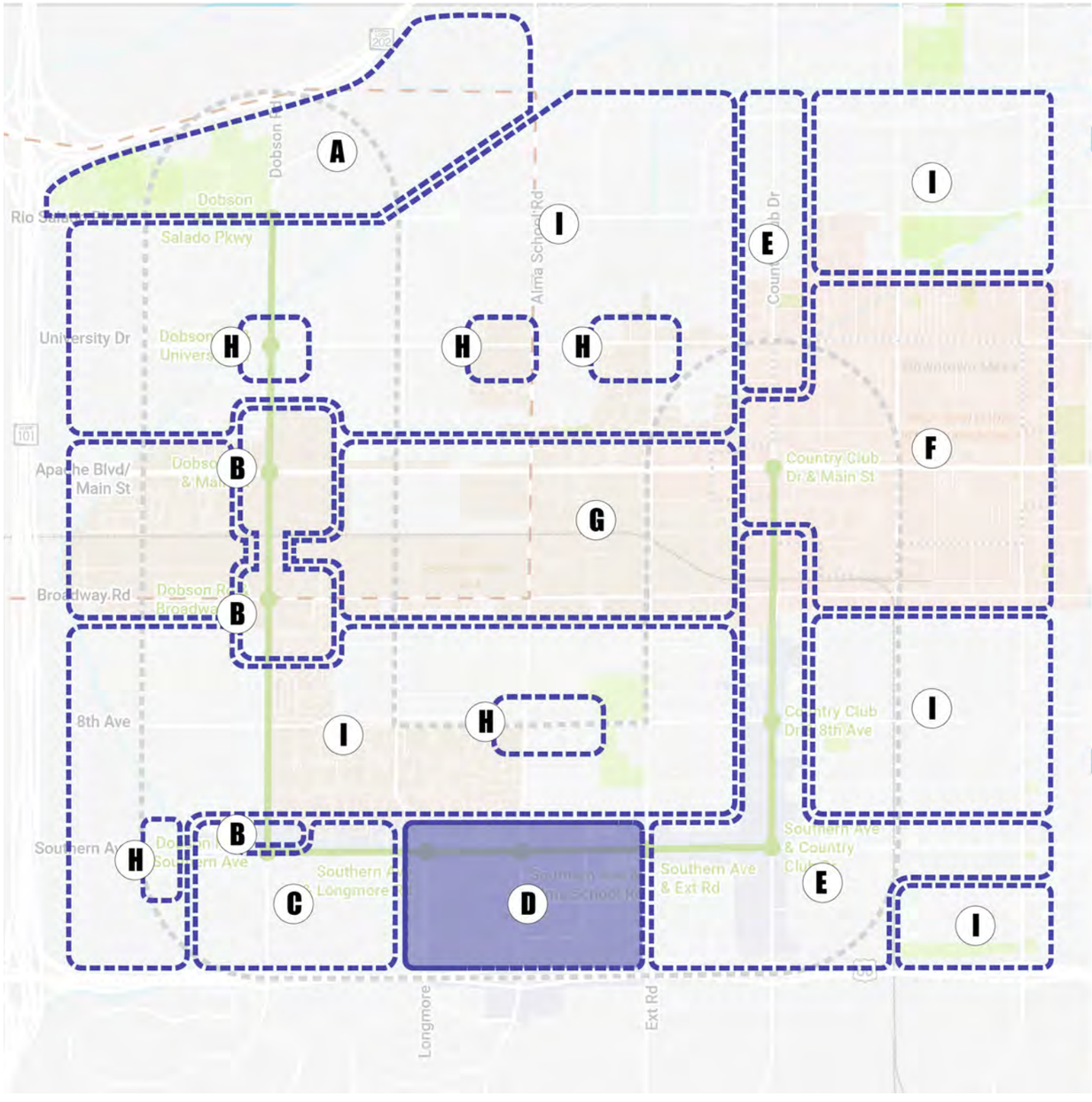
- 1-3 story building heights
- 1 office building has a 16 story building height
- Minimum of 10 foot setbacks from external roads for out-parcel developments

BLOCK SIZE AND DENSITY

- Lot coverage is approximately 20-30% structure with remaining land area filled with parking and minimal landscape treatment
- Development block sizes range from 1,000' x 900' to 900' x 600'

STREET PATTERN

- Interior connective roads are on a irregular and broken grid pattern.
- Isolated development and parking lots have limited connectivity outside of the specific development and into the surrounding context
- The canal is located to the South of this area



MOBILITY

- Pedestrian inter-parcel connections are present however are limited or incomplete and sometimes too circuitous to be used
- Pedestrian crossings across Southern Avenue and respective East/West intersecting roads have minimal pedestrian focus and spread apart by at least 1,000 ft
- Sidewalks on Southern Avenue between S Alma School Rd and S Ext Rd are +/- 6 ft wide and are placed immediately behind the curb
- Streetscape along Southern Avenue between S Longmore and S Alma School Rd has recent improvements, showcasing a 20' multiuse path, which is the block of the former Fiesta Mall
- Bicycle lanes are present on Longmore, S Alma School Rd, and the eastern part of W Southern Ave. Some collectors also have bike lanes and bike routes. The western portion of W Southern Ave has a multiuse path.
- The area is auto dependent

BUILDING TYPOLOGY

- Buildings and other structures within the area exhibit typical corridor development arranged in a strip/convenience shopping center
- One hotel is present adjacent to Interstate 60 and S Alma School Rd
- An office building cluster is present at the Southeast corner of Southern Avenue and Alma School Rd. One office building is 16 stories tall, while the remaining are 1-3 stories in a strip center configuration or stand alone building
- Office buildings have a local architectural vernacular to include glass, stucco or painted concrete
- Out-parcels are typically arranged along the main corridors (Southern Ave and S Alma School Rd) offering typical mix of services include gas stations, drive thrus, restaurants and banks.
- Material and architectural style is typical of each subsequent big box and out parcel development. Each company follows its standard prototype which is implemented across the country, and this area is no different

LANDSCAPE TREATMENT AND CANOPY

- Low degree of open space available
- Streetscape along Southern Avenue has undergone recent improvements between S Longmore and S Alma School Rd showcasing a 20' sidewalk/shared use path with regular tree spacing and canopy installation
- Inconsistent landscape treatment on S Alma School and S Ext Rd
- Tree canopy is limited and inconsistent throughout the area

DESTINATIONS AND GATEWAYS

- The former Fiesta Mall area was and will be a regional destination after its redevelopment is complete as a regional mixed use center
- Splitting the area down the middle, S Alma School Rd is a gateway access to the City of Mesa over Interstate 60, leaving the former fiesta mall area in a prime gateway location
- No district level gateway monuments

CHALLENGES

- Pedestrian connectivity and experience through inter-parcel connectivity, wayfinding, narrow sidewalks, and limited shade
- Single use buildings, drive thrus and potentially oversized parking lots limit walkability and pedestrian oriented businesses
- Signage and gateway monumentation indicating entrance / exit or wayfinding
- Cohesive, integrating streetscape throughout the entire corridor
- Integrating mobility network beyond the single corridor, ensuring access to the 3 mile network
- Building aesthetics in aging infrastructure

OPPORTUNITIES

Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

As redevelopment occurs, density and smaller setbacks are getting injected throughout the corridor

Aerial of recent redevelopment of previous shopping center parcel into multi family in rear with commercial parcel in front

Aerial view of typical shopping center, out-parcel placement and inter parcel pedestrian access on Southern Avenue

Current gateway entrance into the district off of Interstate 60 with former Fiesta Mall to the left.

2.2.5. GATEWAY CORRIDOR IDENTITY AREA

The Gateway Corridor Identity Area is located on Country Club Drive from Interstate 60 to W Broadway Rd. While outside the Corridor, W University Drive to the Canal is also considered to be of the same character and community, only on the North side of Downtown Mesa identity area.

These areas consists largely of aging shopping centers, auto repair shops, car rental shops, motel suites, mobile homes, storage units, mini golf facility, used car lots, car wash stations and multi family parcels which touch Country Club Drive. The area has a high degree of access by vehicular traffic, limited access by and oriented for the pedestrian. Given it's adjacency to Interstate 60, it acts another gateway into the City of Mesa, with a direct link to Downtown Mesa. Pedestrian infrastructure is in place, however sees limited use due to its design and placement among the vehicular-oriented street section of Country Club and adjacent land uses.

BUILDING HEIGHTS AND SETBACKS

- 1-2 story building heights (commercial)
- 3 story building heights (multi family)
- Minimum 20' setbacks from Country Club Drive, with average setback at 80'

BLOCK SIZE AND DENSITY

- Lot coverage is approximately 25-35% structure with remaining land area filled with parking and minimal landscape treatment
- Development block size is approximately 600' x 1200' with variation and additional curb cuts

STREET PATTERN

- Interior connective roads are on a irregular and broken grid pattern
- Isolated development and parking lots have limited connectivity outside of the specific development and into the surrounding context (the Southwest corner of Southern Ave and Country Club Drive is a good example)

MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Area Boundary
- A Entertainment + Retail Gateway
- B Asian Influence
- C Employment Center
- D Regional Center Redevelopment
- E Gateway Corridor
- F Urban Center
- G Industrial Transition
- H Neighborhood Mixed Center
- I Traditional Neighborhood
- Light Rail Route and Stations
- Proposed Transit Route and Nodes
- Half-mile Buffer
- Rail Road
- Valley Metro Rio East-Dobson Streetcar Extension Study Area

Key Map

0 0.25 0.5 mi

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MOBILITY

- Pedestrian inter-parcel connections are sometimes present however more often are limited or incomplete
- Pedestrian crossings across Southern Avenue have minimal pedestrian focus and spread apart by at least 1,000 ft
- The Interstate and canal on the south end of the area severs most connections from continuing South into surrounding context
- Sidewalks on Southern Avenue and Country Club Drive are +/- 6 ft wide and are placed immediately behind the curb
- Bike lanes are present on Southern Ave
- No bicycle lanes on Country Club Drive
- The area is auto dependent with significant quantities of curb cuts serving individual parcels rather than inter parcel vehicular and pedestrian access

BUILDING TYPOLOGY

- Buildings and other structures within the area exhibit typical suburban, corridor development in a strip/convenience shopping center and out-parcel arrangement
- Structures along Country Club show significant age and wear/tear compared to the other sections corridors of the proposed transit route
- Out-parcels offer a typical mix of services include gas stations, drive thrus, restaurants, banks, used car lots, repair shops and banks
- Material and architectural style of drive thru restaurants, banks, etc are typical of the establishment

LANDSCAPE TREATMENT AND CANOPY

- There is no consistent street and/or landscape treatment throughout the planning area, as its dependent on the shopping center development per block
- Tree canopy is limited and inconsistent throughout the area
- Shade is limited at best, and does not promote or provide a comfortable pedestrian experience

DESTINATIONS AND GATEWAYS

- There is no one, regional destination within this area which is directing visitors
- Shopping Centers and Golfland Sunsplash are likely the largest destinations however are spread out throughout the area
- Country Club Drive is a direct link from the Interstate 60 and Downtown Mesa, therefore acts a direct gateway into Downtown
- There are currently no district level gateway monuments indicating the Asian area, other than sidewalk graphics as noted earlier

CHALLENGES

- Pedestrian connectivity and experience through inter parcel connectivity, wayfinding, narrow sidewalks, and limited shade
- Walkable, pedestrian friendly buildings and supporting infrastructure
- Single use buildings, drive thrus and potentially oversized parking lots limit walkability and pedestrian oriented businesses
- Cohesive, singularly unifying streetscape gateway into Downtown Mesa
- Making aesthetic connections through existing railroad underpass
- Signage and gateway monumentation indicating entrance / exit or wayfinding
- Building aesthetics in aging infrastructure

OPPORTUNITIES

Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

Aerial view illustrating shopping center and drive thru out parcel development

Current gateway entrance into the district off of Interstate 60

Prototypical arrangement/view along Country Club; includes bus stop, drive thru and vacant commercial businesses

View of recently demolished out-parcel building with struggling strip shopping center and parking in rear

Prototypical street section along Country Club; includes 6 lanes of traffic, turn median, used car lots, drive thru restaurants

2.2.6. URBAN CENTER IDENTITY AREA

The Urban Center Identity Area is one with a traditional downtown character at its core with transitioning suburban corridor development on either side of Downtown Mesa on Main Street. The area also includes the Historic and non Historic neighborhoods North of Downtown as well as transitioning neighborhoods South of Downtown. The area boundaries are generally from Broadway Rd to University Dr on Country Club Dr to Gilbert.

Downtown Mesa, via Main Street, has become a primarily auto-dominated commercial corridor with adjacent low-density, single-residence neighborhoods. While downtown has seen recent development momentum and vibrant redevelopment, it is still a disconnected area as a whole which exhibits significant underutilized or underdeveloped lands. There are several other elements encouraging an evolution of the area including, but not limited to the extension of light rail, the Mesa Arts Center and changes in demographic and economic position that support an increase in mixed-use, urban living. There is clear development momentum and development pressure that is pushing Downtown to be an activity center for a live, work, play environment.

BUILDING HEIGHTS AND SETBACKS

- Buildings heights range greatly from 1-13 stories
- The transitional edges of the "Downtown" area typically have heights of 1-5 story, while the Core area has heights ranging from 2-13 stories with 4-5 being average
- Majority of buildings along Main Street utilize a zero lot setback from the Main Street right of way, in addition to having an arcade first floor over the sidewalk
- The adjacent neighborhoods North and South of Downtown have a more traditional 30' setback for structures

BLOCK SIZE AND DENSITY

- Lot coverage ranges significantly throughout the Downtown Planning Area, from 75+ % structure, to 20+% structure depending on the location along the Main Street corridor and into the adjacent neighborhoods
- Development block size is approximately 300' x 600'
- Internal circulation and curb cut placement varies based on building and land use

MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Area Boundary
- **A** Entertainment + Retail Gateway
- **B** Asian Influence
- **C** Employment Center
- **D** Regional Center Redevelopment
- **E** Gateway Corridor
- **F** Urban Center
- **G** Industrial Transition
- **H** Neighborhood Mixed Center
- **I** Traditional Neighborhood
- Light Rail Route and Stations
- Proposed Transit Route and Nodes
- Half-mile Buffer
- Rail Road
- Valley Metro Rio East-Dobson Streetcar Extension Study Area

Key Map

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STREET PATTERN

- Interior connective roads are on a regular grid
- Directly off Main Street, overall historic grid pattern remains intact as originally planned
- Isolated development and parking lots are present but are generally still connected to the internal circulation and adjacent major roads
- Due to its overall grid network, circulation and connectivity is simple or orthogonal

MOBILITY

- Main Street has significant mobility options including shared bike lanes, a light rail line and wide, pedestrian-oriented sidewalks
- Bike lanes and shared lanes on Main St. Bike lanes and bike route on S Center St
- Intersections on Main Street have been recently been redesigned to encourage pedestrian walkability through 'bulb outs' and materiality
- On-street parking is available and curbs cuts appear to be minimized during the redesign
- A cohesive, pedestrianized sreetscape has been installed on Main Street
- Mid block pedestrian crossings are also present to optimize pedestrian mobility
- Bike parking, benches, and other mobility options are present throughout the corridor
- Sidewalks along Main Street are 12'-20' minimum with significant pedestrian amenities to encourage walkability including shade structures, tree canopy and plazas
- Areas outside of Main Street is auto dependent with significant quantities of curb cuts

BUILDING TYPOLOGY

- Buildings within the immediate vicinity, and touching Main Street are generally 2-3 stories and transitioning to 5-9 stories towards the core of the Downtown area on Main Street.
- Buildings are typically brought to the right of way edge creating a formal street wall, encouraging pedestrian activity and walkability
- Buildings along Main Street or in commercial areas typically have their front door on the streets edge, have high degree of transparency using windows, and have parking in the rear of the building beyond on street parking
- Buildings are generally of brick, painted brick, stucco or of modern design using metal and glass
- Buildings and other structures adjacent or outside of the Main Street area exhibit typical residential and suburban arrangement single use buildings, an increase of curb cuts supporting individual driveways
- Commercial buildings off Main Street begin to exhibit parking in front of building

LANDSCAPE TREATMENT AND CANOPY

- Main Street has a significant and recently improved landscape treatment and the start of a consistent tree canopy installation
- Shade still is however limited overall, with the highest level of tree canopy located in the historic neighborhoods North of Downtown

View of zero lot setbacks with arcade structures over sidewalk in front of buildings on Main Street in Downtown

View of a mid-block pedestrian crossing across light rail line, connecting commercial developments

High design aesthetic of light rail station design and integrated into its surrounding context, providing shade

DESTINATIONS AND GATEWAYS

- Downtown Mesa has a significant number of regional attractions and destinations including, but not limited to an Art Museum, Ice Rink, MIX Center, Mesa, Arizona Temple, Convention Center, Main Public Library, Pioneer Park, Amphitheater, and more
- There are also destinations that are not as well advertised that include, Historic Districts, Property on the National Register, Heritage Neighborhoods, Historic Property
- Several destinations are located on the light rail line, including the Arts Center and Museum
- There is no clear wayfinding and gateways indicating a transition into or out of Downtown Mesa
- The light rail line has stations/ stops that exhibit a high design aesthetic, which could be further leveraged into a overarching gateway strategy
- There are currently no district level gateway monuments indicating the area

CHALLENGES

- Pedestrian connectivity off of Main into the surrounding neighborhoods and context
- Developing a comprehensive, citywide wayfinding, gateway strategy that incorporates new development
- Single use buildings, drive thrus and potentially oversized parking lots limit walkability and pedestrian oriented businesses
- Building aesthetics in aging infrastructure
- Encouraging mixed use, pedestrian friendly redevelopment and managing the design process through form based codes at a policy level
- Managing desired building typologies in this period of rapid redevelopment and growth
- Preserving and enhancing historic properties, districts and other culturally significant assets throughout the Downtown area
- Achieving desired mix of land and building uses that achieve desired density levels

OPPORTUNITIES

Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

Aerial view of the Art Museum destination, size and relationship to the light rail station (left on image)

Wide, pedestrianized sidewalks encourage outdoor dining, bulb-outs at intersections and on street parking

Aerial view of the recent and on going redevelopment efforts that leverage form based code and respects the block

Aerial View of the Robson Historic District; just one of several mixed density, historic neighborhoods

2.2.7. INDUSTRIAL TRANSITION IDENTITY AREA

The Industrial Transition Identity Area is located generally between Main Street and W Broadway Rd, between the Canal (to the West) and Country Club Drive. This area is largely light industrial in nature, providing a full range of industrial uses from warehousing/logistics to low intensity manufacturing, wholesale trade, and distribution activities.

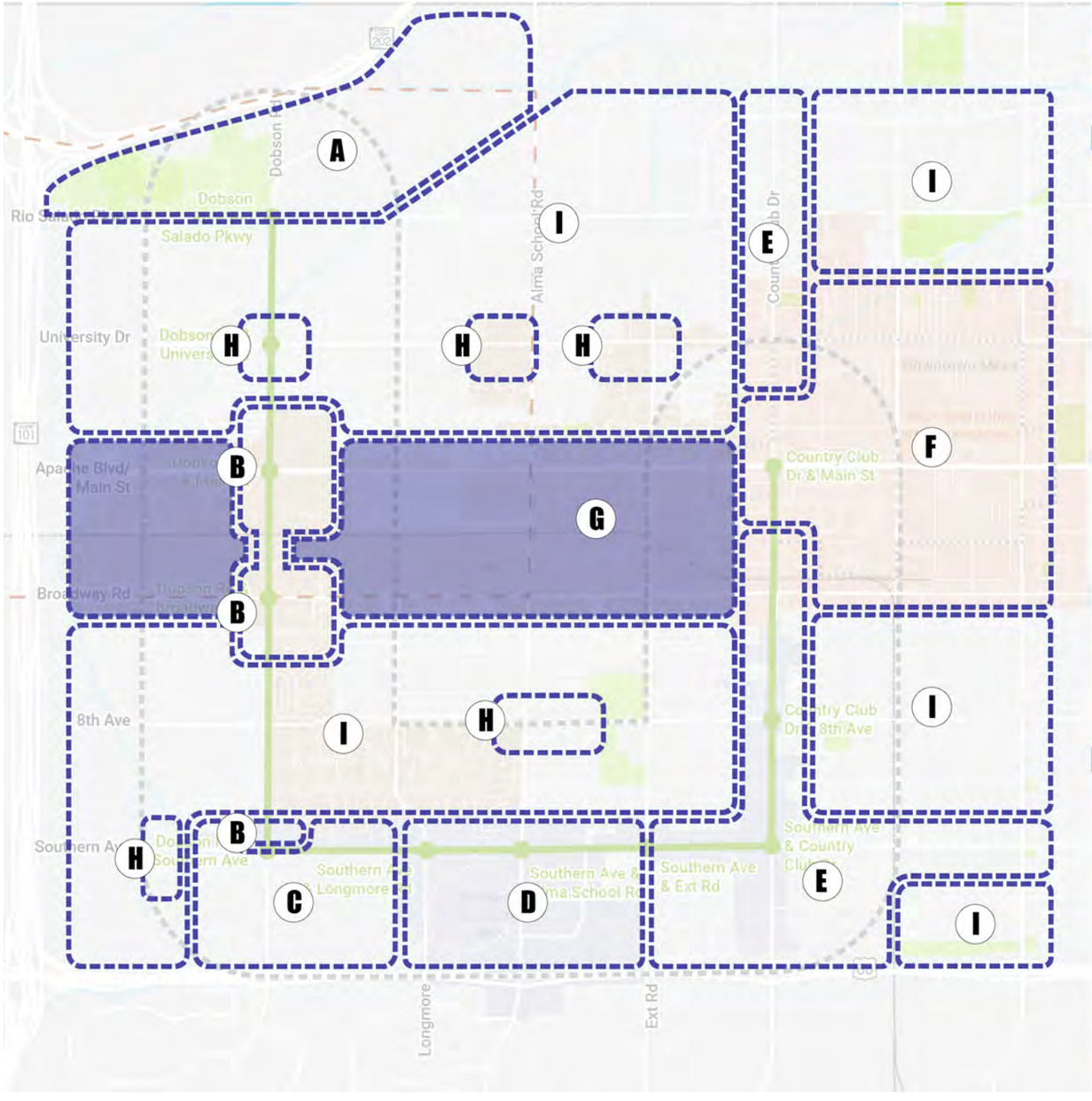
This area also includes East Valley Institute of Technology (EVIT) campus in addition a number of supporting, transitioning land uses include residential, commercial and other retail oriented facilities. The area largely maintains a consistent street grid, however does break the grid to be internally focused at times utilizing cul de sacs and the like. This area has heavy truck traffic, but street connections throughout the area remain consistent. In recent years, as redevelopment pressures have increased, this area has also seen a significant increase in transitioning parcels and developments. As aging infrastructure end their life cycle, redevelopment opportunities present new ways to inject high-quality, mixed use design with ample amenities and smooth transitions between land uses, which elevate the quality of the urban environment and bolster economic development.

BUILDING HEIGHTS AND SETBACKS

- 2-4 story building heights
- Setbacks range from 20' - 75' depending on specific land use throughout the area
- Parking is typically located in front of the facility throughout this area

BLOCK SIZE AND DENSITY

- Lot coverage is approximately 25-35% structure with remaining land area filled with parking and minimal landscape treatment
- Development block size is approximately 2400' x 1200' with variation and additional curb cuts
- The blocks within this area are large and are subdivided as the user needs which leads to inconsistent interior streets



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Area Boundary
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- Rail Road
- Valley Metro Rio East-Dobson Streetcar Extension Study Area

Key Map

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STREET PATTERN

- Interior connective roads are on a irregular and broken grid pattern
- Isolated development and parking lots have limited connectivity outside of the specific development and into the surrounding context

MOBILITY

- Pedestrian inter-parcel connections are sometimes present however often are absent or incomplete at best
- Pedestrian connections are internally focused to developments
- Canal to the West provides a hard development edge and limits external connections, as well as the active rail running East/West between Main Street and Broadway
- The existing light rail line is present along the Northern edge
- Sidewalks are generally present on North/South roads connecting over the rail, and are generally +/- 6 ft wide and are placed immediately behind the curb
- Bike lanes on parts of Dobson Rd and Alma School Rd
- The area is auto dependent with significant quantities of curb cuts serving individual parcels

BUILDING TYPOLOGY

- Building types range greatly in this area, from single family residential to high-bay industrial warehousing.
- Large footprint warehousing/logistics to low intensity manufacturing, wholesale trade, and distribution structures are located in the central and Southern portions of the area with multi family in the Northwestern and Northeastern corners of the area; with mobile home parks in between
- Retail and commercial buildings exhibit a typical suburban, corridor development arrangement and character in a strip/convenience shopping center and out-parcel arrangement typically on Broadway Rd
- Significant amount of auto oriented shops, junk yards, and other auto oriented facilities in this area

LANDSCAPE TREATMENT AND CANOPY

- No consistent street or landscape treatment throughout the planning area
- Recent redevelopment projects typically have a cohesive, although internally focused, landscape treatment
- Tree canopy is limited and inconsistent throughout the area
- Shade is limited at best, and does not promote or provide a comfortable pedestrian experience

DESTINATIONS AND GATEWAYS

- No district level gateway monuments indicating this particular area, nor indicating the location of its more popular adjacent districts

CHALLENGES

- Railroad and unsightly industrial uses could act as a physical and mental barrier for transitioning land uses that buffer and mitigate negative impacts from surrounding areas.
- Pedestrian connectivity and experience through inter parcel connectivity, wayfinding, narrow sidewalks, and limited shade
- Bike and pedestrian accessibility to and thru the area, make connections to broader network
- Connections and land use transitions to adjacent property, ie Asian District, EVIT, Downtown, Historic neighborhoods
- Signage and gateway monumentation indicating entrance / exit or wayfinding

OPPORTUNITIES

Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

Typical view along Broadway showcasing auto-oriented and light industrial businesses along wide right of ways

Aerial view of East Valley Institute of Technology

Aerial view of the hard edge the railroad creates, lack of connections and adjacent land uses

View of an Industrial park, its signage and internally focused landscape treatment on Broadway Road

Underutilized land and development opportunity with adjacency to the existing light rail line

2.2.8. NEIGHBORHOOD MIXED CENTER IDENTITY AREA

Neighborhood Mixed Center Identity Areas are nodal developments that have a single land use classification however typically paired with a mix of adjacent housing, low intensity commercial and employment land uses with the intent to serve local residents basic needs. These planning areas are not contiguous by design and are embedded within the neighborhood to promote walkability and sense of community and place. Specific locations of these areas can be seen in the diagram above.

Due to antiquated planning and zoning policy, many times, the developments to serve local communities are strip/shopping centers with significant parking lots in front which deter overall walkability in the neighborhood. In several cases, the establishments are forward facing to the street, creating a proper street wall however there is no access to the building via street, instead the door is facing the interior parking lot. These are examples of where land use planning and zoning break down in the delivery of good urban design spaces.

BUILDING HEIGHTS AND SETBACKS

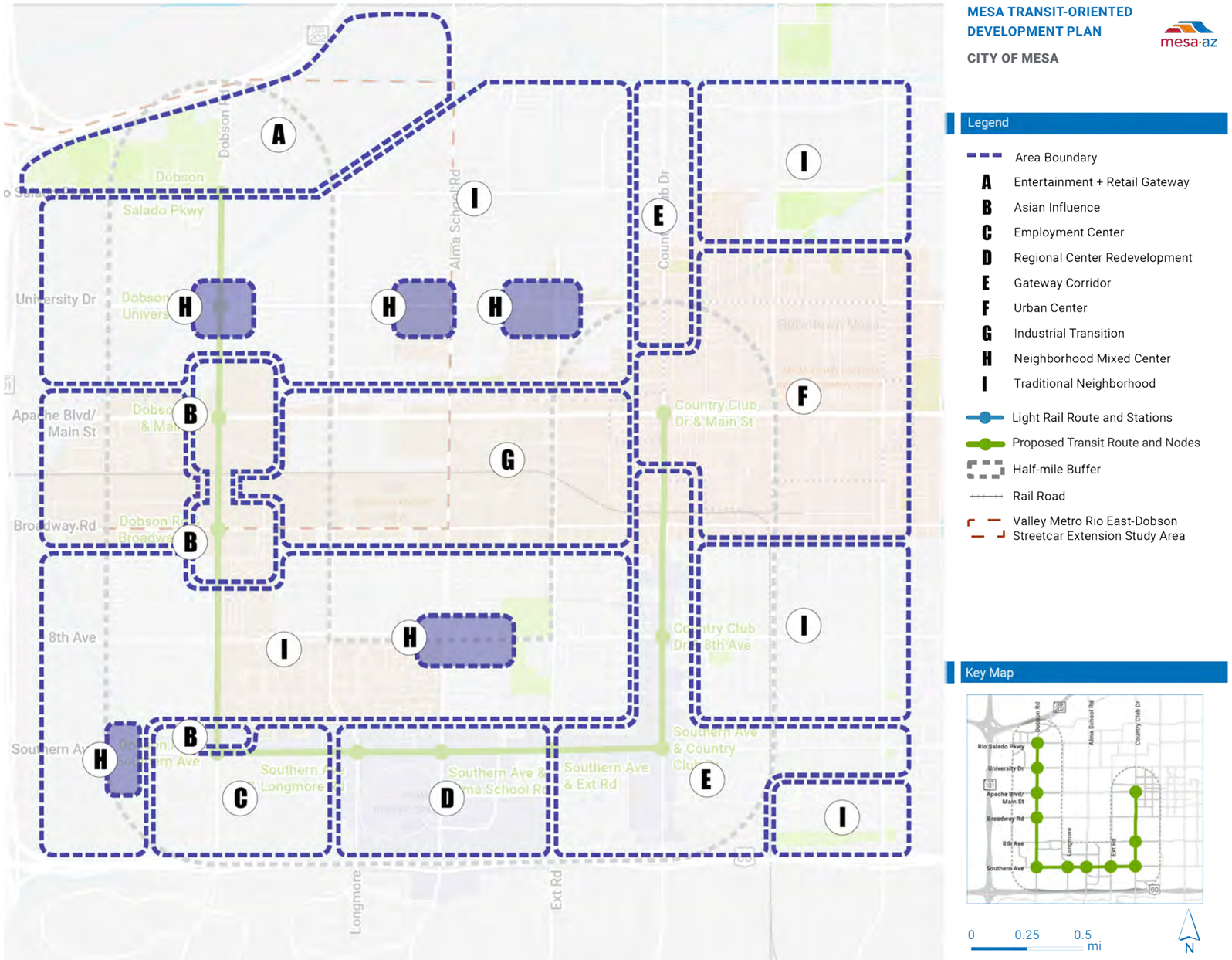
- 1-3 story building heights
- 30'-50' building setbacks

BLOCK SIZE AND DENSITY

- Lot coverage is approximately 20-30% structure with remaining land area filled with parking and minimal landscape treatment
- Development block sizes range, with a maximum block size of 1,200' x 600' which fits within the standard grid pattern in Mesa

STREET PATTERN

- Mixed neighborhood center areas are generally on a half block (1200' x 600') and are well connected to the adjacent street grid
- Interior roads are typically on an irregular and broken grid pattern, and internally focused with an abundance of curb cuts to access the adjacent roadways.
- Developments and parking lots have limited connectivity outside of the specific development and into adjacent developments



MOBILITY

- Pedestrian connections are present however are limited or incomplete in relationship to connecting to the outer block sidewalk network
- Pedestrian crossing across the adjacent streets are typical of the area, not uncommon to see 100'+ crossings over +/- 8 lanes of traffic
- Sidewalks on the outer block are typically present and are +/- 6' wide on back of curb
- Bicycle lanes are occasionally present in the street and fit within the existing network
- The area is auto dependent, with parking a clear priority for each land use

BUILDING TYPOLOGY

- Buildings and other structures within the area exhibit typical suburban, corridor development arranged in a strip/convenience shopping center
- At the intersection of Alma School Rd and University Drive, a more urban employment based variation exists with a parking deck and 3 story office buildings
- Out-parcels are typically arranged along the main corridors offering typical mix of services include gas stations, drive thrus, restaurants and banks.
- Material and architectural style is typical of each subsequent out parcel development brand. Each company follows its standard prototype which is implemented across the country, and this area is no different

LANDSCAPE TREATMENT AND CANOPY

- Low degree of open space available
- Low degree of standardized or cohesive landscape treatment, minimal treatment interior to the block as well
- Tree canopy is limited and inconsistent throughout the area

DESTINATIONS AND GATEWAYS

- The office complex at University Drive and Alma School Rd is an employment based destination with significant traffic demand
- There are currently no district level gateway monuments nor block level monumentation
- Internal, cohesive wayfinding is not present

CHALLENGES

- Pedestrian connectivity and experience through inter parcel connectivity, wayfinding, narrow sidewalks, and limited shade
- Single use buildings, drive thrus and potentially oversized parking lots limit walkability and pedestrian oriented businesses
- Lack of buildings that create a proper street wall, pedestrian access and character
- Signage and gateway monumentation indicating entrance / exit or wayfinding
- Building aesthetics in aging infrastructure

OPPORTUNITIES

Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

Typical suburban strip/convenience shopping center with out-parcel development

Aerial view of mixed neighborhood center as an isolated development, un-integrated into the neighborhood its serving

Example of a 'neighborhood village' building brought to the streets edge, however the front door is on the wrong side

Aerial view of a neighborhood center mixed into the neighborhood, however with limited and isolated access and missed opportunity to create a proper sense of place through building arrangement and mix of vertical building use integration

2.2.9. TRADITIONAL NEIGHBORHOOD IDENTITY AREA

The Traditional Neighborhood Identity Area is not a single, continuous stretch of land or parcels, but rather the majority of land surrounding the proposed street car line filling the voids between the main arteries to the City. The Traditional neighborhood areas encompass a wide range of housing typologies with a range of density. The area includes a mix of housing types, including smaller lot single-family to smaller scale multi-family residential (duplexes to courtyard apartment buildings) with some small scale or neighborhood-serving commercial uses, particularly at the edges of the neighborhood. Schools, parks, and religious institutions are typically found in these neighborhoods. There are also pockets of strictly multi family, more uniform developments that are segregated from other land use types. They are larger scale residential with larger lots and setbacks. Less walkable with curvilinear street standards.

BUILDING HEIGHTS AND SETBACKS

- 1-3 story building heights
- Typically single family structures have approximately a 20'-30' setback where multi family structures have approximately 40'-80' setbacks

BLOCK SIZE AND DENSITY

- Lot coverage is approximately 40-50% structure with remaining land area filled with driveway, parking and/or minimal landscape treatment
- Development block sizes range, from 225' x 1200' to 600' x 600', however developments still fit within the overall Mesa grid structure

STREET PATTERN

- Typically the traditional single family neighborhood areas are well connected to the adjacent street network which is on a traditional grid
- Multi family interior roads are typically on an irregular and broken grid pattern, and internally focused with limited connectivity outside of the specific development and into adjacent developments

MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Area Boundary
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- Valley Metro Rio East-Dobson Streetcar Extension Study Area

Key Map

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MOBILITY

- Pedestrian connections are present however are limited or incomplete
- Single family neighborhoods are typically well connected, with sidewalks back of curb with minimal markings crossing over the street
- Multi-family neighborhoods are typically internally focused and do not make pedestrian connections into surrounding neighborhoods, only the adjacent streets
- Bicycle lanes and bicyle routes are occasionally present in the street and fit within the existing network
- The area is auto oriented with driveways in front of home and forward facing garage or carport.
- Parking is a clear priority for each single and multi family, with no alleyways

BUILDING TYPOLOGY

- The majority of single family homes in Mesa were developed post war with a significant boom in development in the early 1960s and early 1970s. The architecture and style of homes in the area reflect this trend as well.
- Several historic properties and districts as well as heritage neighborhoods have an earlier architectural style that reflects the appropriate time period
- Single family homes range in size typically +/- 1500 - 2500 sf on a +/- 6-8,000 sf lot. Variation depends on decade it was built.
- Mutli-family developments range in size and scope, with an average of approximately 15 acres in land area and typically3 stories high
- Generally residential developments, single and multi family, have traditional hip and gable roof with slight variation in the post ware single family homes

LANDSCAPE TREATMENT AND CANOPY

- Historic areas (typically historic districts) have a boulevard park with trees
- Overall, Low degree of open space available
- Low degree of standardized or cohesive landscape treatment, minimal treatment interior to the block as well
- Tree canopy is limited and inconsistent throughout the area

DESTINATIONS AND GATEWAYS

- Historic Districts and property are generally speaking destinations and delineated using historic markers however are typically not larger traffic generators
- Otherwise, there are no district level gateway monuments nor block level monumentation
- Internal, cohesive wayfinding is not present

CHALLENGES

- Pedestrian connectivity and experience through multi-family inter parcel connectivity, wayfinding, narrow sidewalks, and limited shade
- Multiple mobility modes with cross town connection points providing transportation options
- Signage and gateway monumentation indicating entrance / exit or wayfinding
- Distinct neighborhood character district, delineating specific HOAs, or similar
- Comprehensive streetscape design and multi-modal integration with pedestrian focus

OPPORTUNITIES

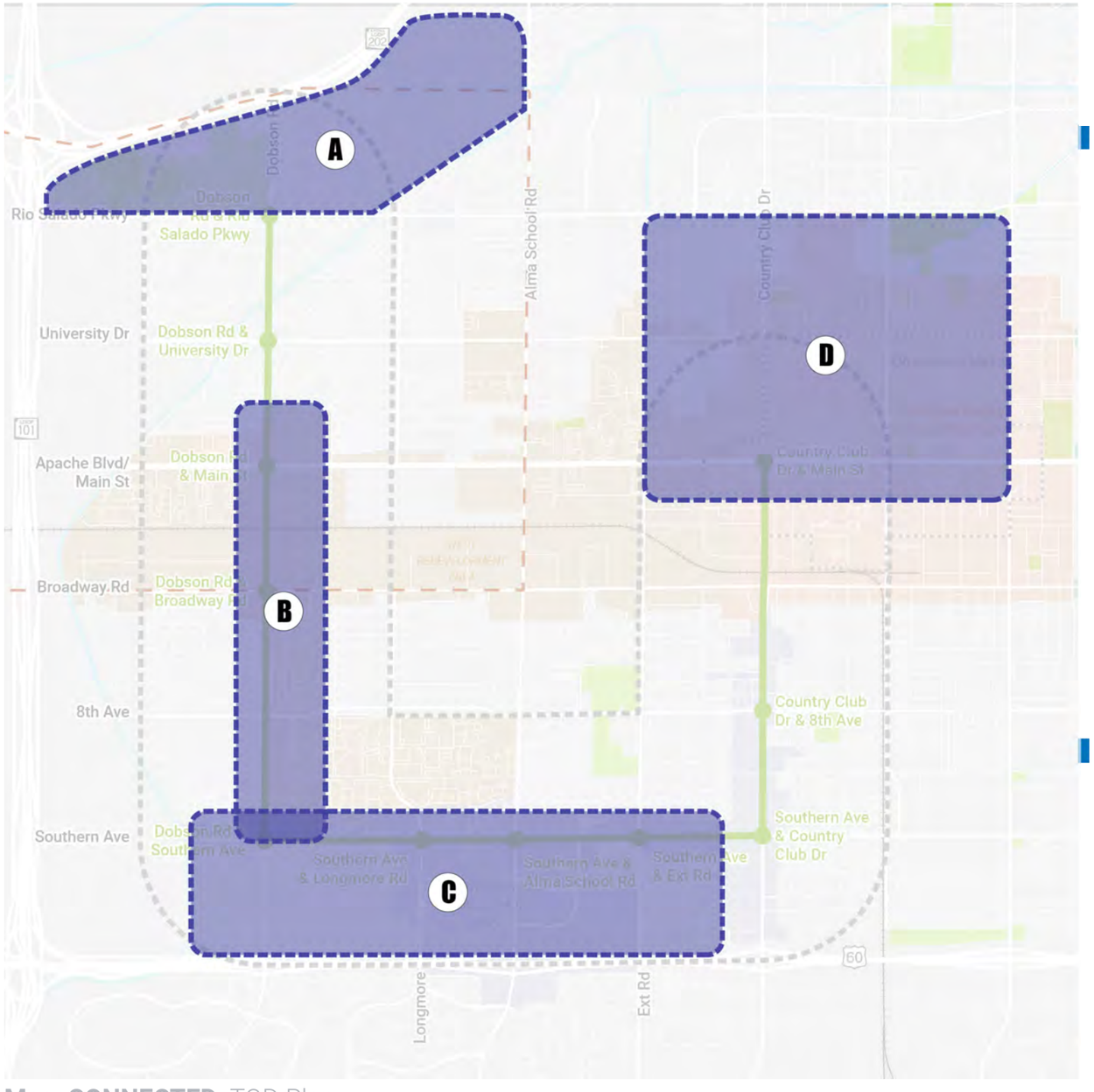
Should be developed by a public engagement and community workshop process where the community goals and aspirations are heard for the area, at which point redevelopment/infill/development opportunity and strategy is derived.

Typical suburban strip/convenience shopping center with out-parcel development

Aerial view of mixed neighborhood center as an isolated development, un-integrated into the neighborhood its serving

Example of a 'neighborhood village' building brought to the streets edge, however the front door is on the wrong side

Aerial view of a neighborhood center mixed into the neighborhood, however with limited and isolated access and missed opportunity to create a proper sense of place through building arrangement and mix of vertical building use integration



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Area Boundary
- A Riverview District
- B Asian District
- C Fiesta District
- D Cultural District
- Light Rail Route and Stations
- Proposed Transit Route and Nodes
- Half-mile Buffer
- Rail Road
- Valley Metro Rio East-Dobson Streetcar Extension Study Area

Key Map

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2.3. DISTRICT FRAMEWORK

There are many districts, areas, and zones throughout the Corridor. This document interprets a District to be a partially specialized, spatial geography allowing for an enhanced and more efficient experience of character. Each of the districts engage with the proposed transit line and are therefore interpreted as being valuable to determining potential future development patterns and branding.

The following represents a brief summary of the respective Districts purpose, intent and current situation.

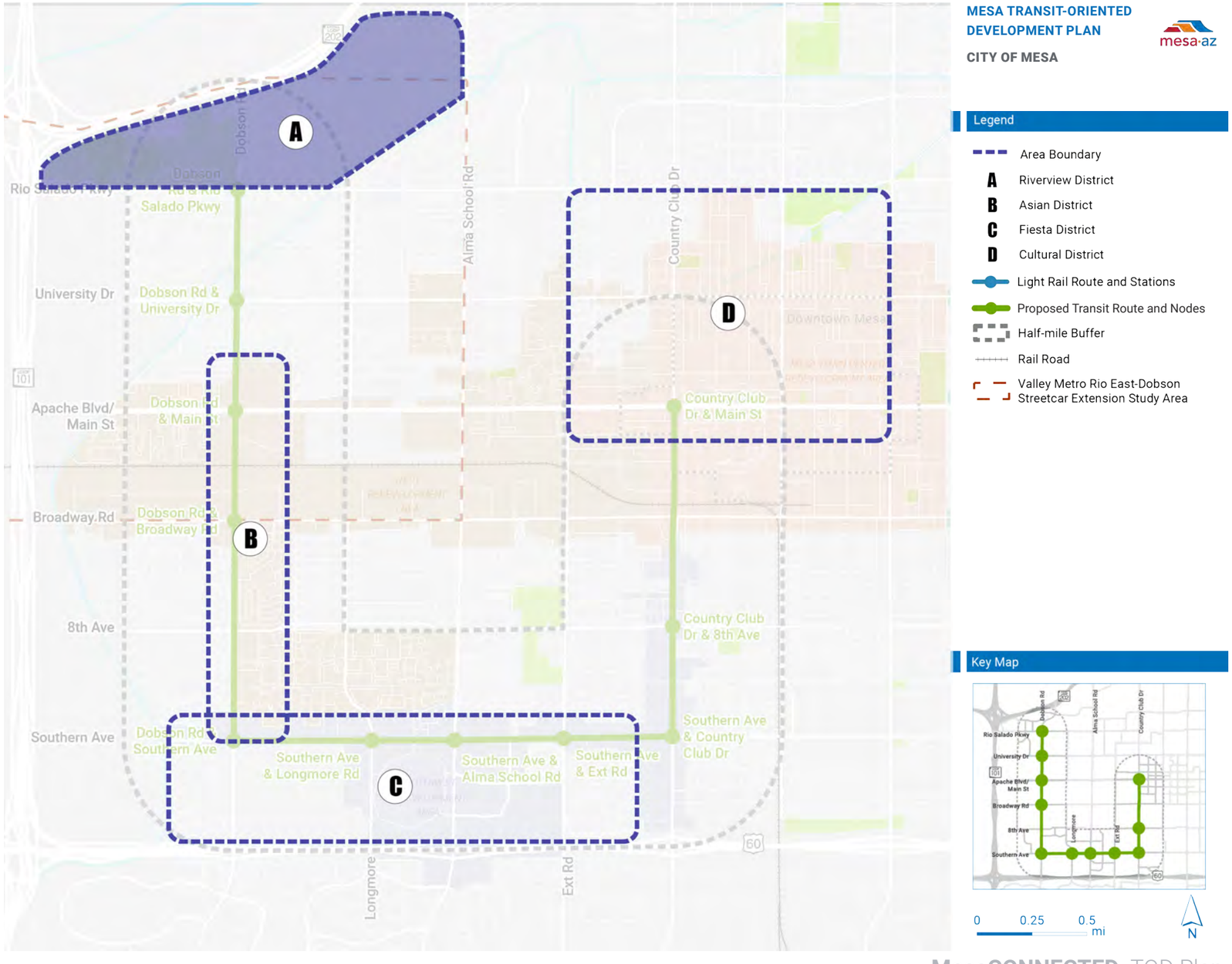
- Riverview District
- Asian District
- Fiesta District
- Cultural District

2.3.1. RIVERVIEW DISTRICT

The Riverview District is the first 'anchor' node in the proposed transit line and offers an unmatched redevelopment potential in the area given its expansive parking, aging commercial centers and adjacency to Sloan Park and Riverview Park developments. It is a gateway into Mesa, with direct access to the Interstate and a link between Mesa and Tempe.

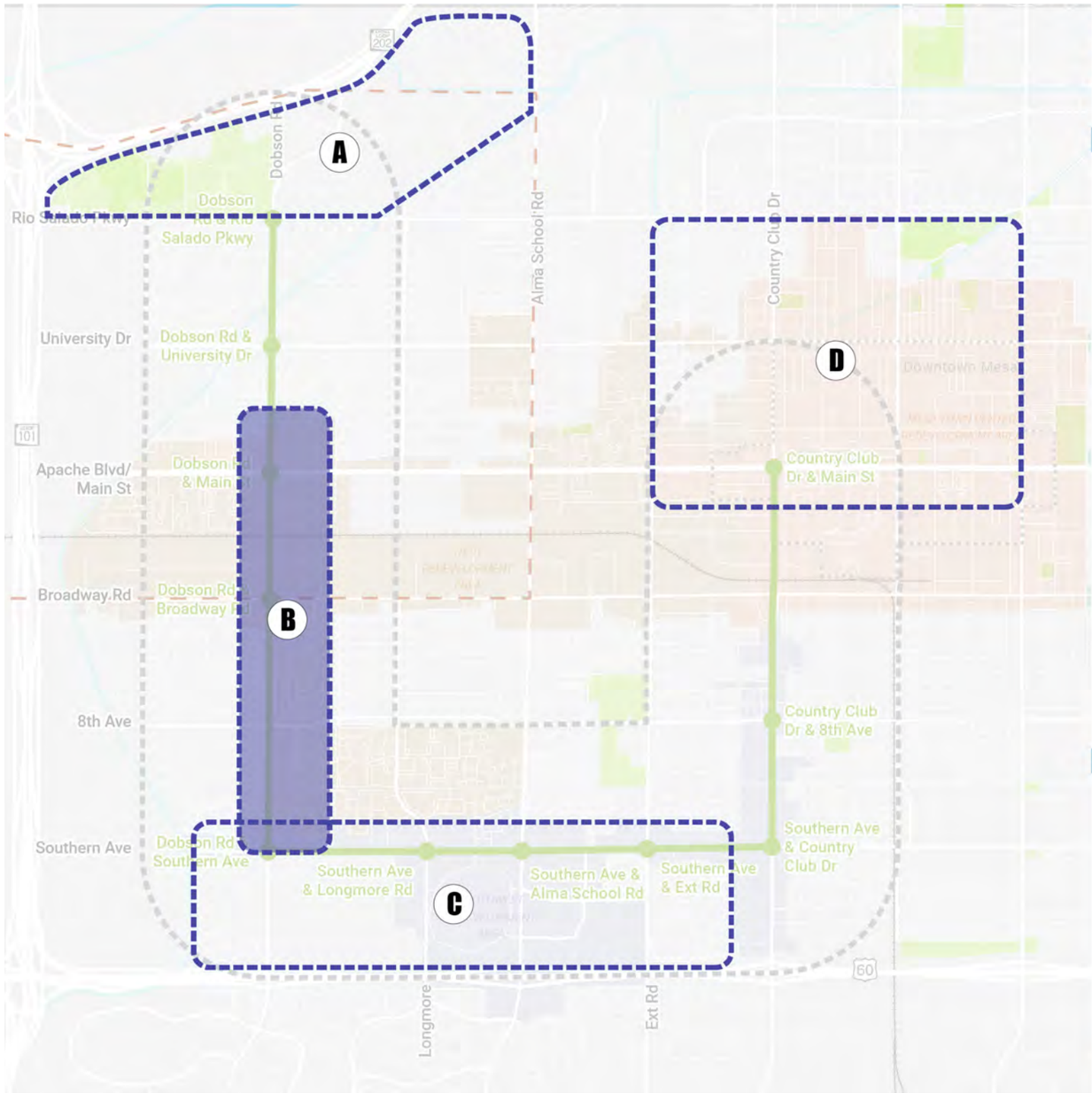
"The spring training home of the Chicago Cubs, the Riverview District is a year-round sports, entertainment, and shopping district. Growing with the new developments of UNION and Wrigleyville West, Riverview is alive with major employers, lifestyle amenities, events, and activities, and is truly a premier recreation destination from morning to night. Riverview District is at the intersection of Loops 101 and 202, pulling from Mesa, Tempe, Scottsdale, and Phoenix."

-Mesa Economic Development



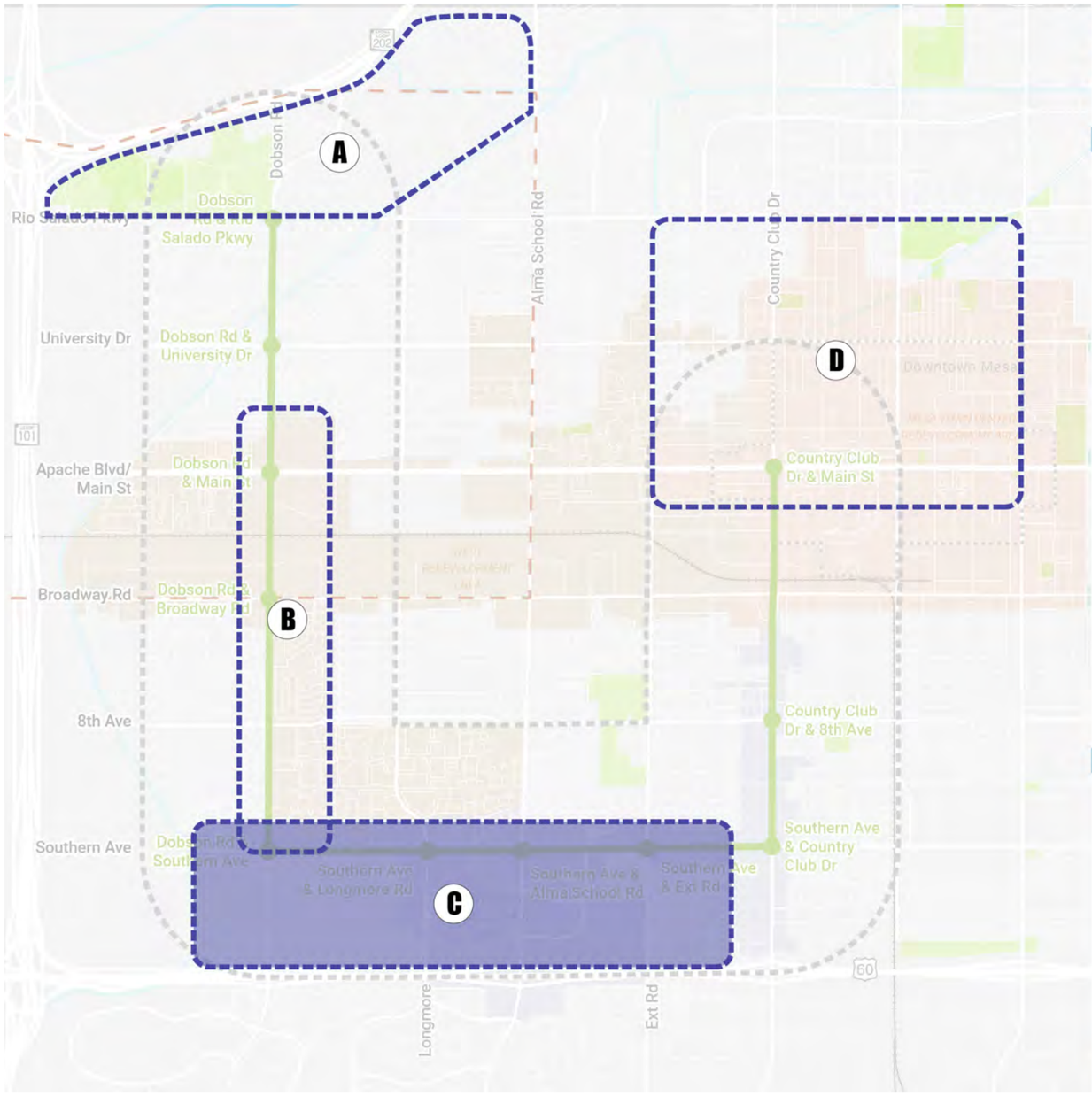
2.3.2. ASIAN DISTRICT

The Asian District is a linear supplemental community area that has grown organically from an influx of asian population in the area. The Asian District, in partnership with area stakeholders, was created to celebrate the District's unique offerings of culture, community, and commerce. There are over 70 Asian-themed restaurants, grocery stores and other service and retail businesses located along Dobson Rd between Main Street and Broadway Rd. Additionally, clusters of Asian businesses can be found near Mesa Community College on Southern near Dobson. There are plans for formal monumentation and gateways to be placed at key entry/exits of the district that will support the recently enhanced sidewalks and pedestrian experience already installed along Dobson Rd.



2.3.3. FIESTA DISTRICT

The Fiesta District is the Southwest 'anchor' node in the proposed transit line. The districts expansion is being driven by Banner Desert Medical Center, Mesa Community College and an injection of new residential density. With more than 24,000 residents within a mile, Fiesta District is thriving reemerging due to its young demographics featuring business and industry clusters, skilled workforce, easy market access, and extensive infrastructure. The area has seen more than $500 million of on going redevelopment in recent years, including Class A office space and adaptive-reuse. The area has significant opportunity for additional reinvestment at an unprecedented scale and pace.

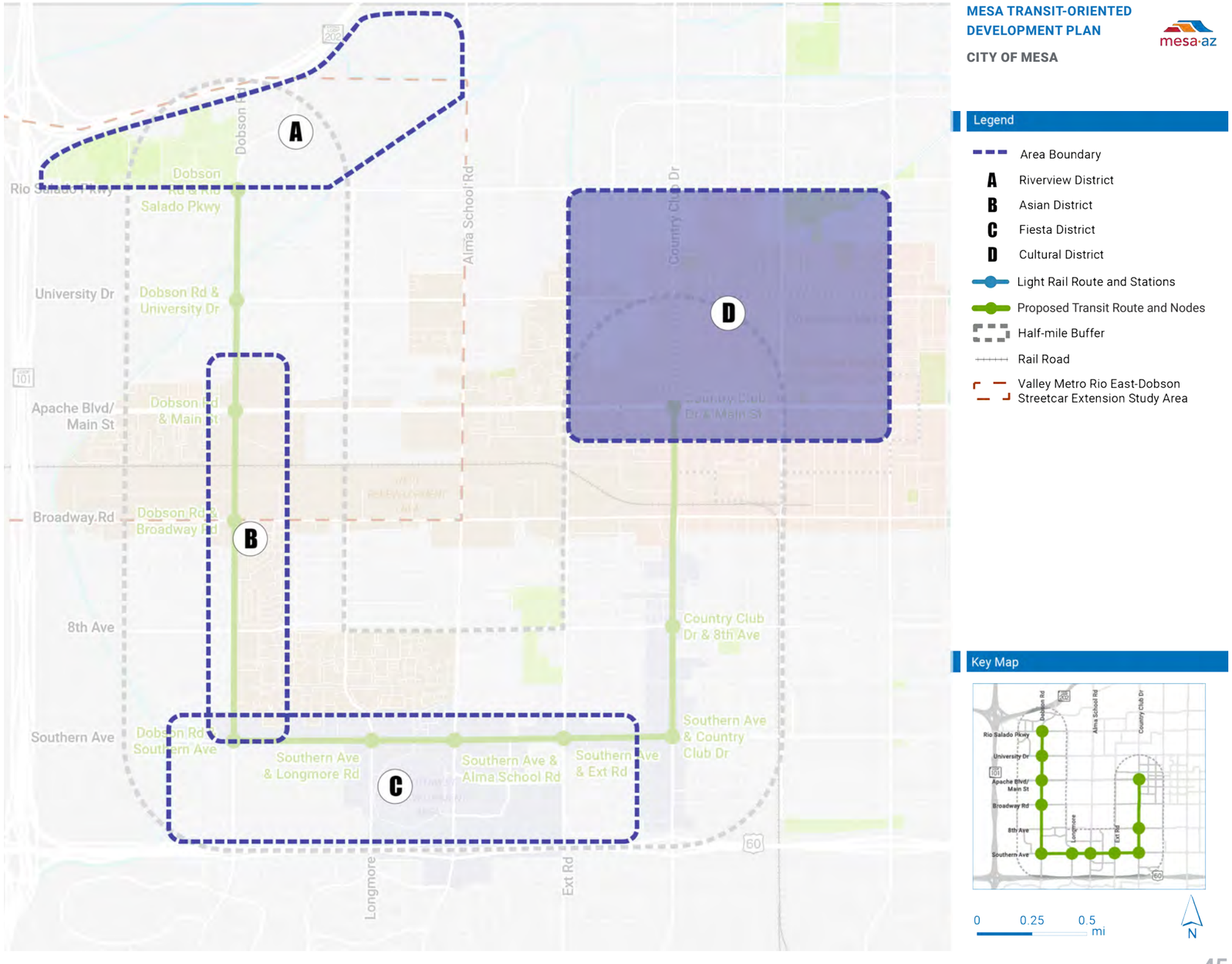


2.3.4. CULTURAL DISTRICT

Cultural and Historic structures, neighborhoods and amenities which compose the City of Mesa Historic Districts, property and neighborhoods serve as a vital link to the historical, architectural and cultural development of Mesa. Maintaining an overarching Cultural District helps preserve the character and personality of individual neighborhoods & community and promotes a unique sense of place found in older neighborhoods. Maintaining individual homes and buildings within a district preserves unique architecture. They are a resource from the past providing a sense of time and place.

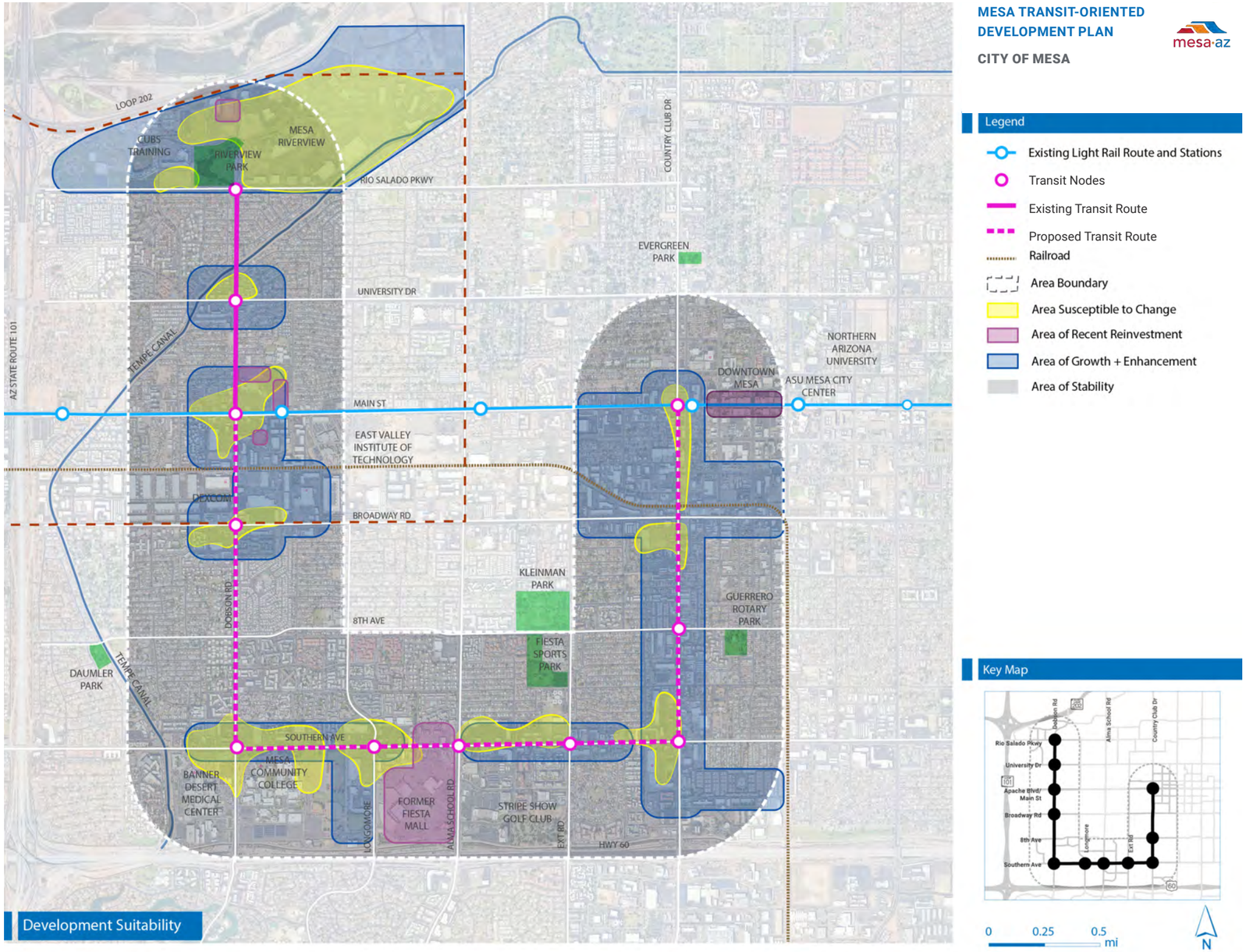
There is a significant amount of historically and culturally rich amenities in the area outlined in the adjacent diagram. This district does not hold rigid boundary but rather represents an informal outline of the historical and cultural assets of Downtown Mesa and in proximity to the proposed transit line.

2.4. DEVELOPMENT SUITABILITY



The proposed City of Mesa transit line assumes the private market will determine which sites are ready for reinvestment opportunities. There are a significant amount of parcels that are being used for light industrial, warehousing, mini-storage, car lots, expansive parking, and other low intensity uses. There are over two dozen strip/convenience shopping centers and discount store areas of various ages. Mesa Riverview is a large, regional shopping center with expansive, likely over-designed parking lot given the evolution of retail and commercial activities in the last 10 years. The Mesa Riverview shopping area is considered an Area of Growth + Enhancement as well as an Area Susceptible to Change due to the expansive parking, opportunity for densification and redevelopment and its adjacency to regional amenities.

The City of Mesa is currently undergoing significant changes and the future of this proposed transit corridor supports levels of reinvestment opportunity driven by market pressures. Over time, these large, underutilized land uses and parcels are the most susceptible to transitioning and change to a higher and better use.



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Existing Light Rail Route and Stations
- Transit Nodes
- Existing Transit Route
- Proposed Transit Route
- Railroad
- Area Boundary
- Area Susceptible to Change
- Area of Recent Reinvestment
- Area of Growth + Enhancement
- Area of Stability

Key Map

0 0.25 0.5 mi

N

AREA SUSCEPTIBLE TO CHANGE

These are areas within the 1/2 mile radius of the proposed transit line that were identified as **underutilized, low intensity and generally vehicular and commercial-oriented land uses.** Given the proposed investment of public transit and future land use intent these areas are ripe for transitioning to a vertically mixed use development over time, revitalizing the proposed transit line from an auto-oriented, suburban commercial corridor to a mixed-use walkable corridor.

AREA OF RECENT REINVESTMENT

Areas within the 1/2 mile radius of the proposed transit line that have **recently undergone significant redevelopment and reinvestment** which illustrates the market gaps and desirability for reinvestment and redevelopment. Examples of this include the Fiesta Mall site which is currently in the proposal and planning stages of development, with anticipation of density and land use changes. Another example of reinvestment include the parcels at the Northeast interchange of N Dobson Rd and W Main Street. Two parcels are currently under construction changing from empty vacant parcels to luxury apartment complexes.

AREA OF GROWTH + ENHANCEMENT

Areas within the 1/2 mile radius of the proposed transit line that are **vacant, transitioning, blighted or underutilized and are capable of supporting new development**, transforming with current and future land uses and development patterns that align with the City's land use objectives. As an example, this growth and enhancement can be implemented throughout the corridor as the strip/convenience shopping centers and out-parcels are redeveloped and transitioned to mixed use, walkable centers which would be more transit friendly uses to encourage walkability and livability.

AREA OF STABILITY

Areas within the 1/2 mile radius of the proposed transit corridor that exhibit **consistency or limited development to the current or future land use efforts**, with mild redevelopment efforts underway. Examples include many single family areas (for example N Dobson Rd & W Rio Salado Pkwy) and multi-family residential areas (for example N Dobson and W 8th Avenue) throughout the entire corridor. Areas also include those within the large educational and employment campus of the Fiesta District along Southern Avenue. There may have been tactical, aesthetic improvements of these areas, however sweeping changes are limited.

3. TRANSPORTATION NETWORK

3.1. ROADWAYS

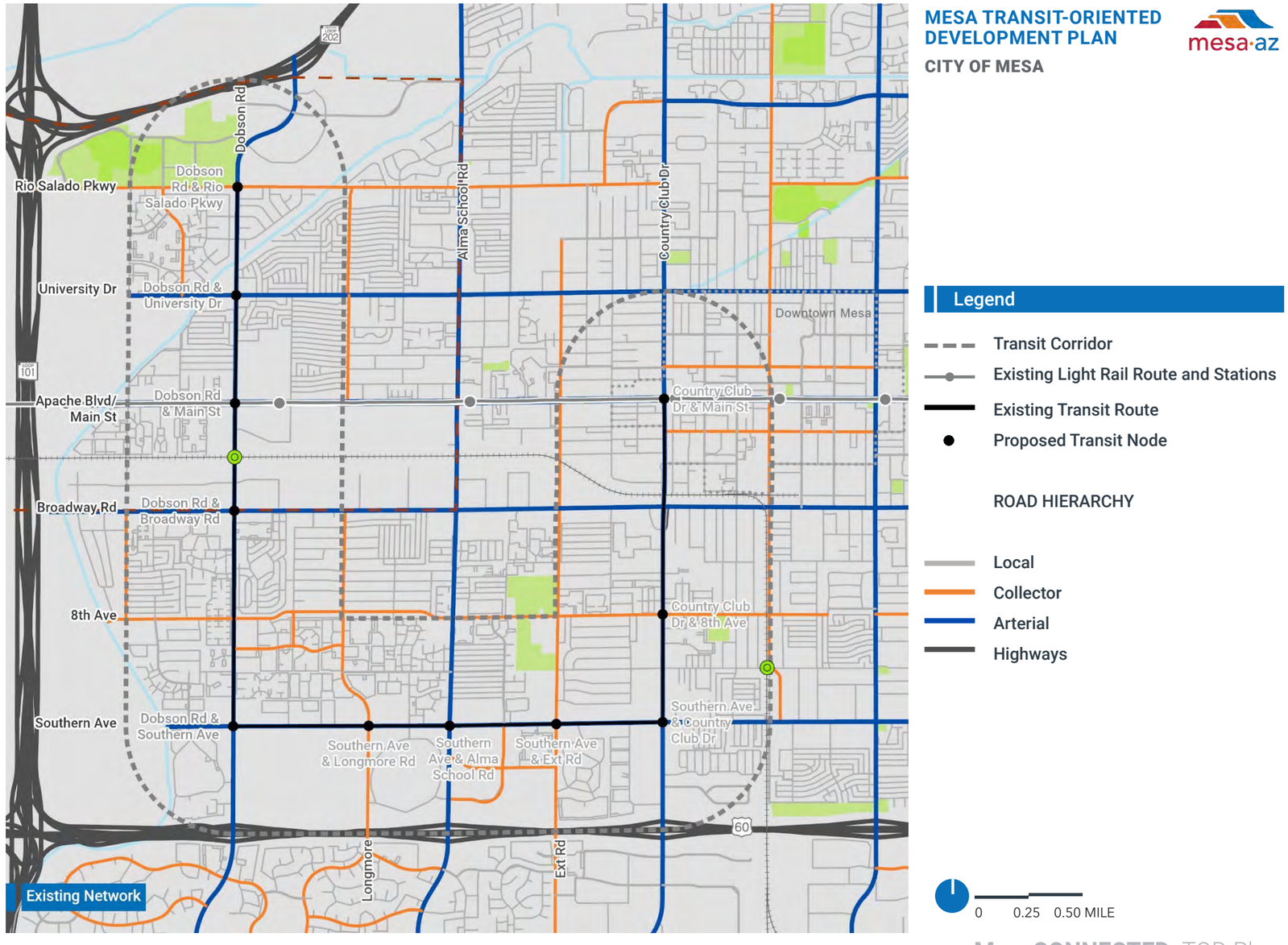
3.1.1. EXISTING NETWORK

Figure 16 illustrates that the Corridor is surrounded and traversed both internally and externally by several major arterial roads. These roads are oriented in both north-south and east-west directions, creating a grid-like pattern that facilitates circulation in the site. Connecting these arterial roads are collector roads, which, in turn, link to various communities and developments. Interspersed throughout the residential areas are local roads characterized by lower capacity and slower speeds, ensuring a more neighborhood-friendly environment. The design of multiple medium- to high-capacity roads in the Corridor tends to prioritize vehicular movement over the needs of transit, pedestrians, or cyclists. This emphasis on accommodating motorized transportation may influence the overall dynamics of transportation in the Corridor, potentially impacting the ease and safety of alternative modes of travel. This consideration is essential for understanding the current transportation infrastructure and its implications for different modes of mobility in the Corridor.

TABLE 12: ROAD LENGTH IN THE CORRIDOR BY FUNCTIONAL CLASSIFICATION

	Miles
Arterial	24.34
Collector	11.8
Local	8.77

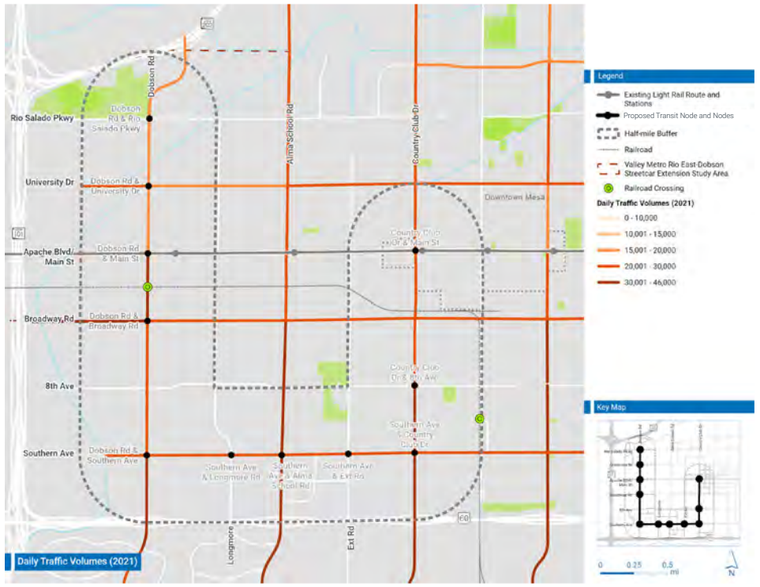
FIGURE 1:
EXISTING ROAD NETWORK AND FUNCTIONAL CLASSIFICATION



3.1.2. TRAFFIC VOLUMES

Figure 3 highlights traffic volumes for major roads in the Corridor. The Annual Average Daily Traffic inform the daily capacity at operating hours and how levels of congestion can be mitigated based on the hierarchy and function of the road. It calculates the number of vehicles that travel through a transportation system over a 24-hour period. Dobson Road and Country Club Drive are the two busiest corridors in the Corridor with approximately 54,020 vehicles per day (vpd) and 59,130 vpd, respectively. Alma School Road and Broadway Road are the second highest volume corridor group, supporting approximately 26,276 vpd and 24,064 vpd, respectively.

FIGURE 3: DAILY TRAFFIC VOLUMES (2021)



3.1.3. TRAFFIC SAFETY

The safety of streets is determined by where the greatest number of fatalities from collisions occur. Collisions can be caused due to traffic signals or high volume of traffic during certain times. Most collisions occur from vehicular crashes and injuries to bikers or pedestrians. When vehicular or pedestrian injuries occur frequently at a certain street, it becomes a high-risk area for safety. According to the data presented in Figure 3 Dobson Road stands out as the primary location for intersection crashes. Most of the crashes involve no injury.

FIGURE 2: CRASH DENSITY AND INJURY TYPES

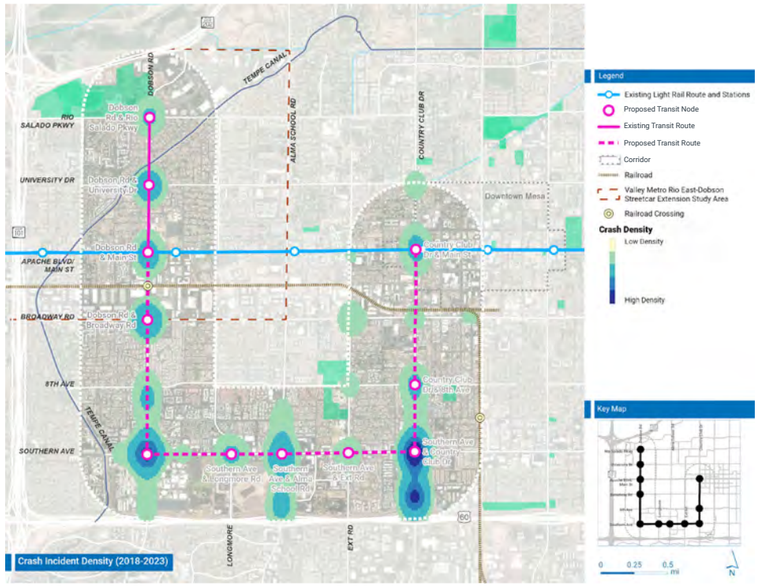
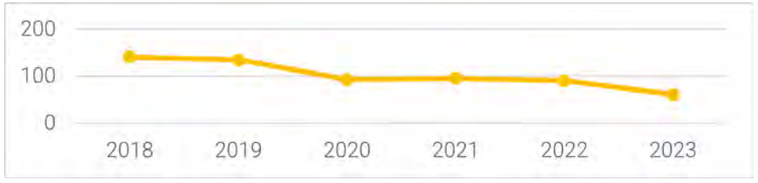


FIGURE 4: CRASH DENSITY FROM 2018 TO 2023



3.1.4. TRAFFIC CONTROL

Figure 6 and Figure 5 provide insights into various traffic control measures implemented in the area, encompassing elements such as road speed limits, control signage, median conditions, and pedestrian crossings. These measures are strategically designed to ensure the safety and efficient movement of all modes of transportation, creating a comprehensive system that promotes both orderly traffic flow and the well-being of pedestrians, cyclists, and drivers.

FIGURE 6: TRAFFIC CONTROL MEASURES

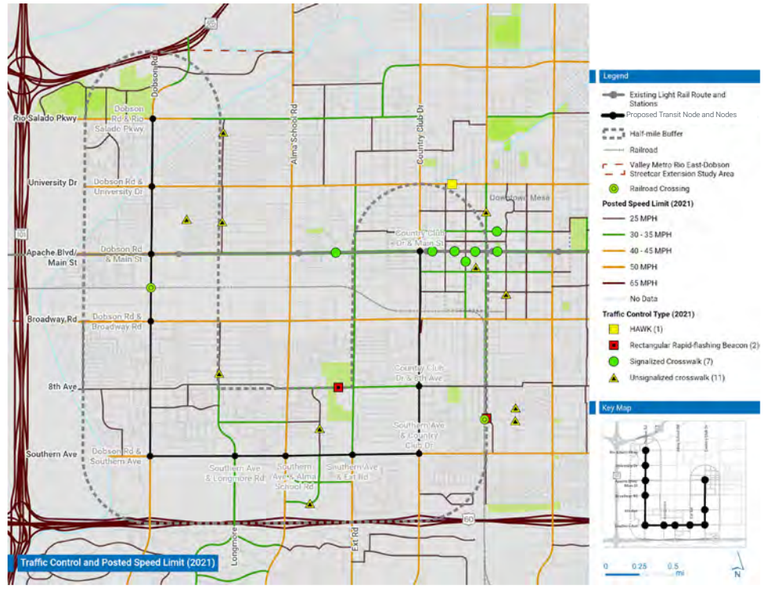
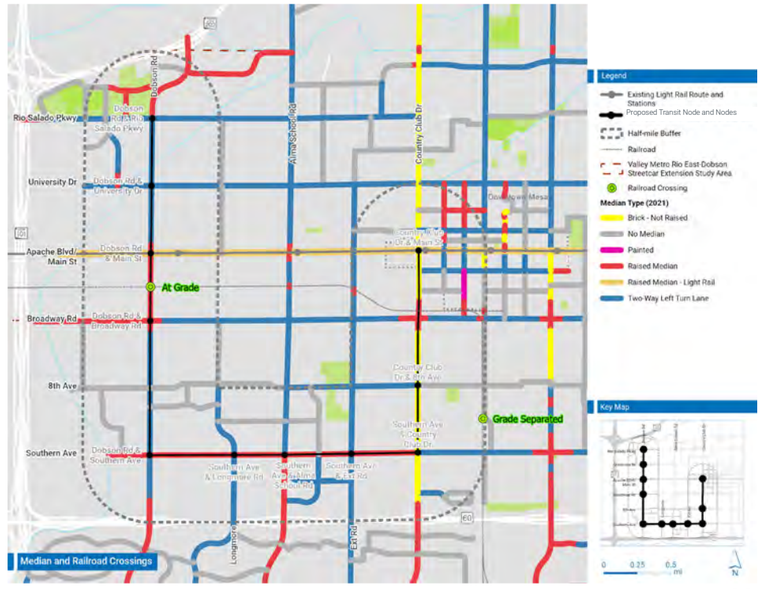


FIGURE 5: MEDIAN AND RAILROAD CROSSING



3.2 TRAVEL PATTERN ANALYSIS

Figure 19 and Figure 18 illustrate trip origins and destinations for the Corridor. Understanding travel patterns involves a consideration of various factors influencing travel behavior, such as individual travel preferences, the time required for commuting, associated travel costs, and several other relevant factors.

Travel pattern analysis was conducted to understand the flow of travel in the Corridor. The analysis uses data from Replica's Spring 2023 dataset and considers patterns for all modes of travel (auto, biking, freight, public transit, taxi, walking) on a typical Thursday.

Around 79.3 percent of all trips from the Corridor were made by automobile (private auto, auto passengers, Taxi/Transportation Network Companies, 11.2 percent of all trips were walking trips, 5.41 percent were freight trips, 2.01 percent were biking trips, and public transit made up 0.9 percent of all trips (Replica 2023). The primary trip purpose to the Corridor was home trips (30.2 percent) followed by shopping trips (19.6 percent) and work trips (11.8 percent) (Replica 2023).

Figure 19 shows the number of trip origins per square mile for block groups within the Corridor. The highest trip origins within the Corridor were observed around the intersection of Southern Avenue and Dobson Road where high trip production developments like Mesa Community College, Banner Desert Medical Center and Asiana Market are located, and north of the intersection of Main St and Country Club Dr which is part of the Mesa Downtown District. Figure 18 shows the number of trip destinations per square mile for block groups within the Corridor. The destinations map mirrors the trip origins except the area around the intersection of Country Club Dr and Main St, where destinations are lesser than the origins. This area is mostly residential in nature and indicates that there are a greater number of people making trips originating in that block group than people making trips to that block group.

Figure 20 shows the unique trip pairs that either originate in the Corridor or have a destination in the Corridor. One of the strongest pairs is between the block group north of intersection of Dobson Road and Rio Salado Parkway where destinations such as Mesa Riverview, and Cubs Stadium are located, and east Tempe, which is residential in nature. The block group south of the intersection of Dobson Road and Main Street has significant Origin-Destination trip pairs due to the presence of the East Valley Institute of Technology and residential communities. The trip pairs map shows that while the mostly frequented trip pairs between the Corridor are from the neighboring block groups or Tempe, many trip pairs exist from outside the city from Tempe, Mesa, and Phoenix. About 10 percent of the trips in the Corridor occur within a half mile and only 8 percent of the trips occur within 1 mile (Replica 2023). Most of the trip distances to the Corridor are about 8 to 16 miles, and the average travel distance is 9.1 miles (Replica 2023). This data indicates a large volume of trips from outside the Corridor and from neighboring cities.

FIGURE 19: TRAVEL PATTERN - DESTINATION

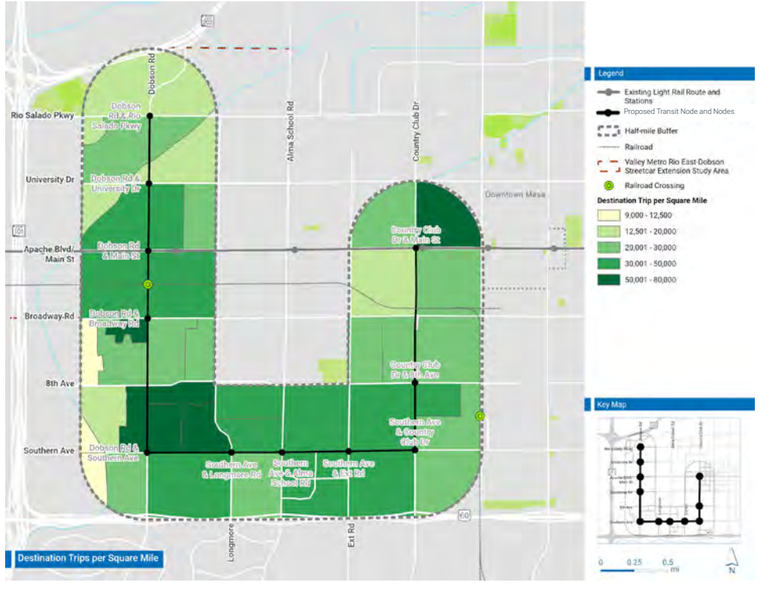
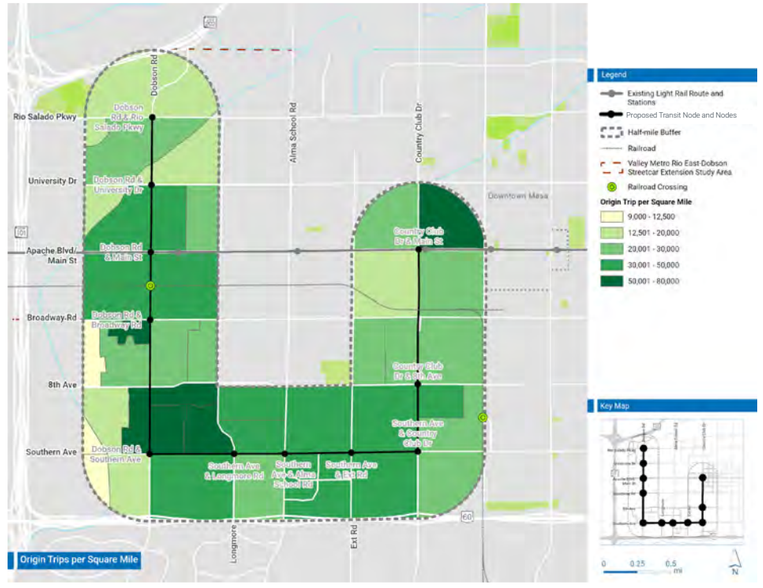
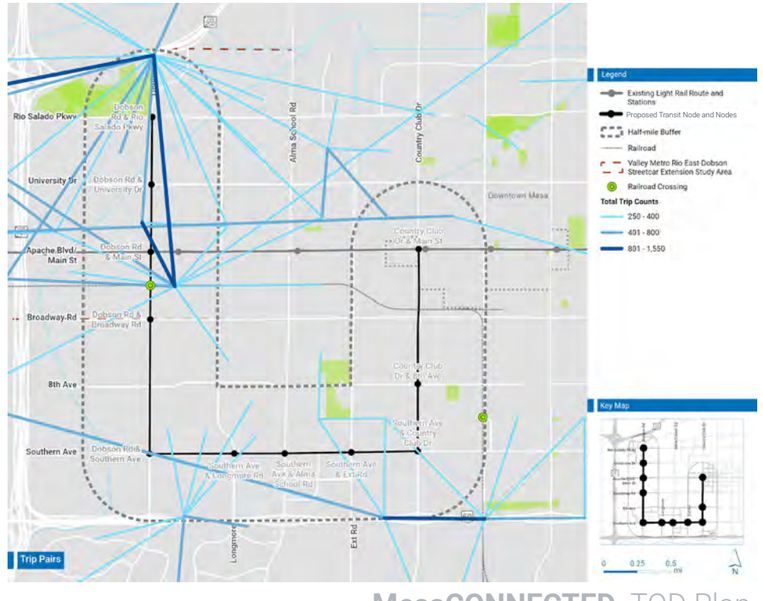


FIGURE 18: TRAVEL PATTERN – ORIGINS





3.3 PUBLIC TRANSIT

3.3.1. EXISTING NETWORK

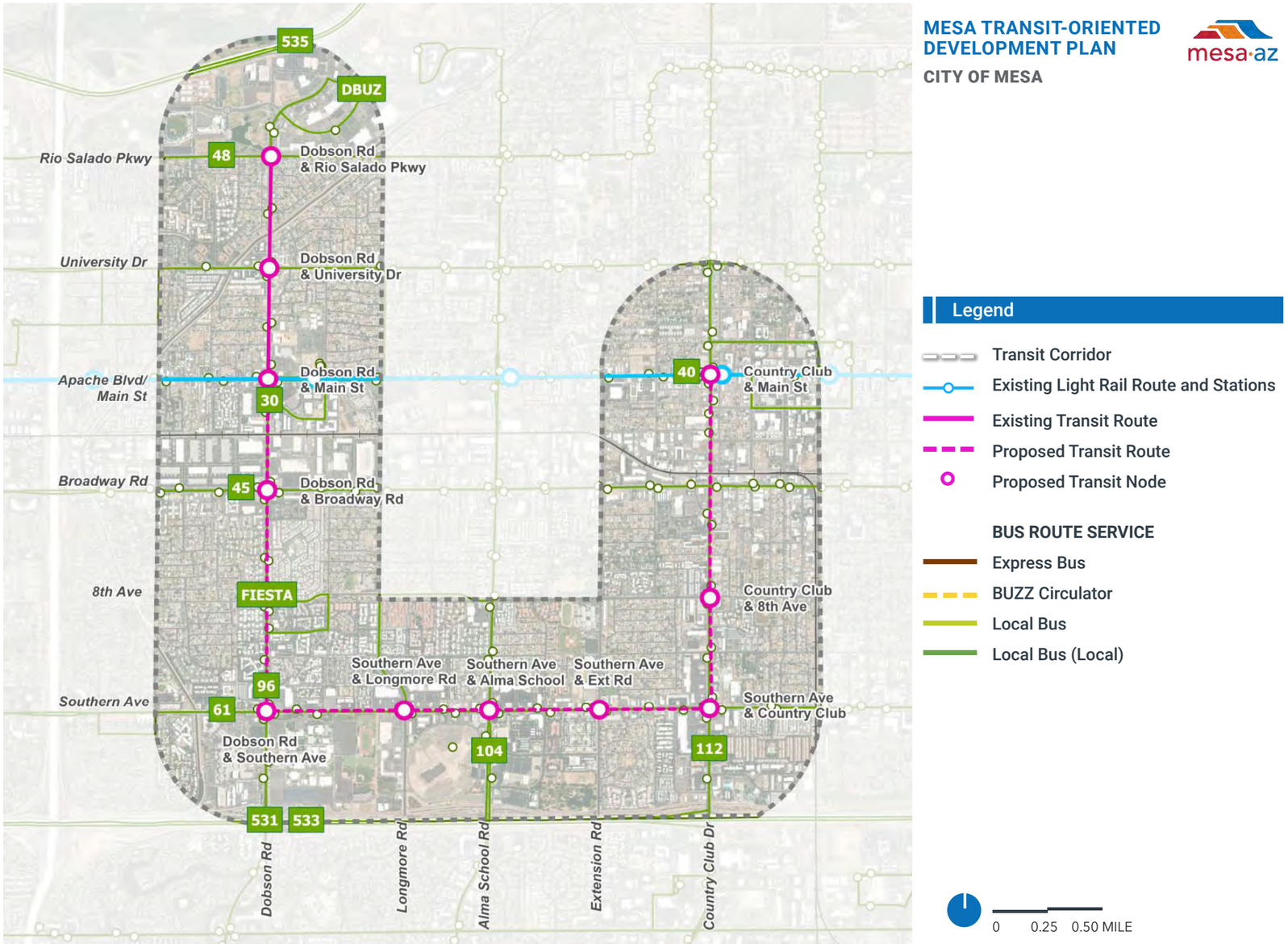
The provision of public transit services in the City of Mesa is managed by the Transit Services Department in collaboration with Valley Metro. As illustrated in Figure 10, the transit network in both the Corridor and the broader city encompasses various modes, including express buses, BUZZ circulator, local buses, and light rail networks. Each of these modes serves distinct purposes to cater to the diverse transportation needs of residents and commuters.

Express bus routes and the light rail are particularly effective in facilitating the transportation of commuters and residents to major employment and activity centers. Their design prioritizes direct and efficient access, especially during peak commuting hours. These express buses offer direct and expedited routes to key regional destinations, catering to the needs of commuters requiring swift and efficient transportation during peak hours.

Local bus routes are instrumental in enhancing neighborhood connectivity by incorporating frequent stops, fixed service routes, and closer access to various destinations and origins. This approach is especially beneficial for residents seeking convenient and accessible transportation in their local communities.

One notable service in Mesa is the BUZZ circulator, a complimentary neighborhood circulator provided by the City of Mesa. This circulator links various districts internally to provide last-mile connectivity. This network exemplifies a localized and accessible transit service designed to connect specific neighborhoods and districts in the city.

FIGURE 10: EXISTING PUBLIC TRANSIT NETWORK



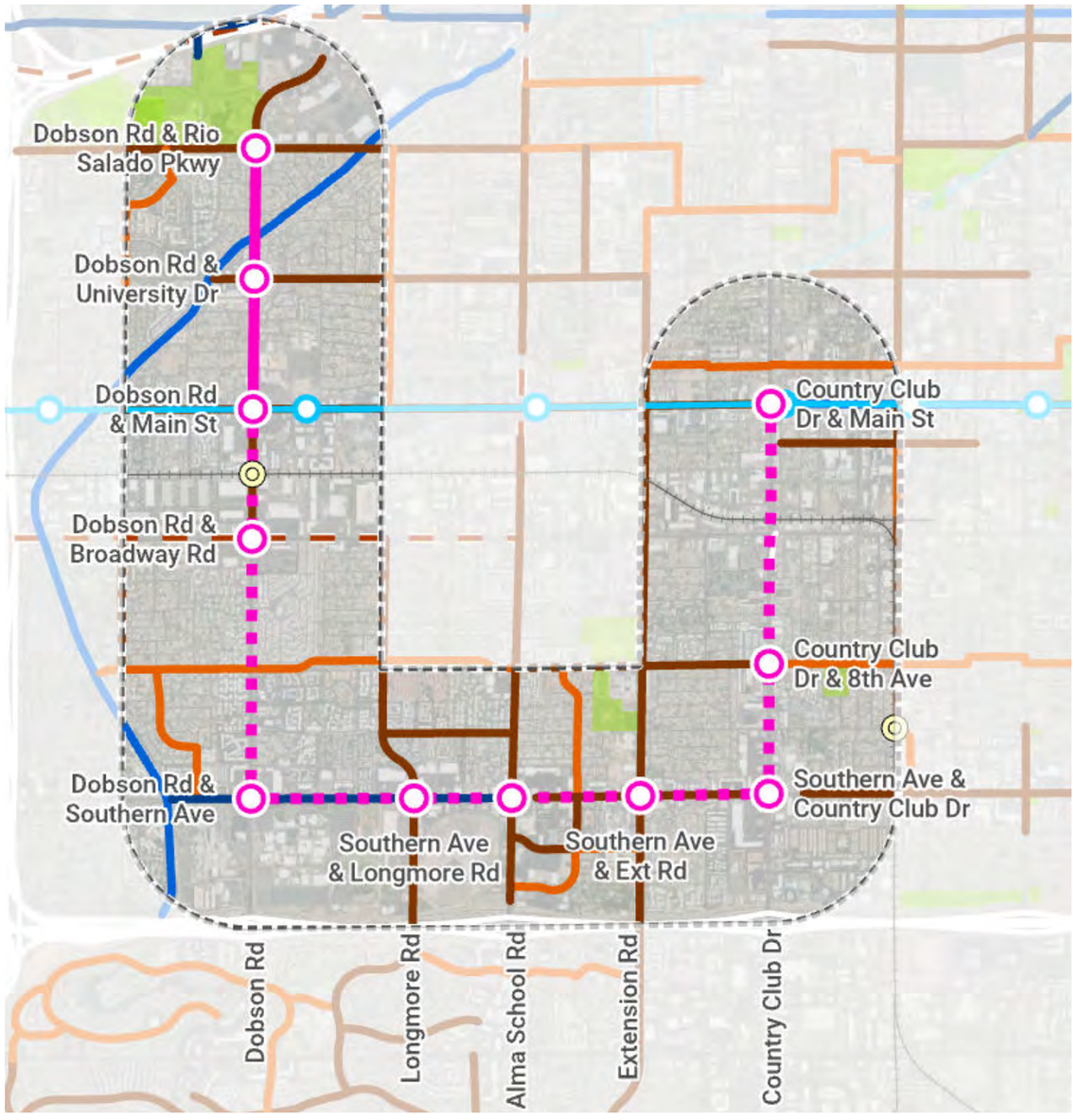
3.4 ACTIVE TRANSPORTATION

3.4.1. EXISTING NETWORK

Figure 11 shows the current state of active transportation infrastructure, emphasizing the conditions of sidewalks and the availability of bike lanes along prominent street corridors. Most the Corridor boasts well-established connections through existing sidewalks, presenting a foundation that could be expanded upon to transform the Corridor into a more walkable district. The current network of sidewalks serves as a solid framework, offering the potential for further expansion to enhance pedestrian accessibility and promote a more pedestrian-friendly environment.

Moreover, the existing bike lanes are strategically aligned along trails and a few major streets, suggesting an opportunity for expansion in tandem with the existing sidewalk network. By extending and integrating bike lanes into the current sidewalk infrastructure, the Corridor can foster a more comprehensive active transport system that accommodates both pedestrians and cyclists.

FIGURE 11: EXISTING ACTIVE TRANSPORTATION INFRASTRUCTURE



4. MICROMOBILITY NEEDS ASSESSN1ENT

4.1. CURRENT STATE OF MICROMOBILITY NETWORK AND SERVICES

Micromobility includes a range of low-speed human- or electric-powered bikes, scooters, skateboards, and other wheeled devices that are ideal for traveling distances under 3 miles. Micromobility devices provide a convenient and affordable option for traveling the first- and last-mile to transit, and for the average micromobility user, a 3-mile trip can be made in approximately 15 minutes. In Mesa, roughly 96 miles of bike facilities can be accessed within a 3-mile travel shed around the proposed transit alignment. The existing bicycle network in this area consists of roughly 51 miles of bike lanes, 29 miles of bike routes and shared lanes, 14 miles of multi-use paths, and 1.5 miles of separated bike lanes.

4.1.1. MICROMOBILITY NETWORK EXISTING CONDITIONS AND OPPORTUNITIES

SAFETY AND COMFORT: BICYCLE FACILITY TYPES AND STREET CLASSIFICATIONS

Most of the micromobility network in Mesa consists of standard bike lanes with no physical separation from vehicles (Map 1). Bike routes are concentrated on collectors and residential streets and mainly serve as connections between arterials and other collector streets with bike lanes. Many of these arterial and collector streets have speed limits around 35 to 45 miles per hour, which creates a dangerous and high stress environment for micromobility users sharing roads with vehicles. Multiuse paths along canals in Mesa line the outer perimeter of the city and the 3-mile bike shed (Map 1), providing a lower stress option. Separated bike lanes exist on short segments of three corridors, including 1st Ave in downtown Mesa, and are proposed for a 2.5-mile stretch of Extension Road between Main Street and Baseline Road.

DESTINATIONS: MAJOR DEVELOPMENTS, EMPLOYERS, SCHOOLS, AND PARKS

The future transit line will help to connect major developments and employment hubs along Dobson Road, Southern Avenue, and Country Club Drive (Map 2). First- and last-mile improvements around transit stops will be key to enhancing micromobility access to these destinations. Many of these developments and employment hubs are located near bike lanes, but ideally they would have increased separation from vehicles considering the high speeds on these roads. While there is a concentration of developments and employers south of Southern Avenue and east of Country Club Drive, few bike facilities exist in this area. The addition of bike lanes here would provide alternative transportation options for accessing the southeastern portion of the transit route and traveling within the area (Map 6). Additionally, the US 60 and the industrial zone between Main St and Broadway Zone act as barriers between residential areas and employment areas and are difficult to cross using micromobility devices; improved infrastructure would help micromobility users travel through these areas (Map 6).

Improving low stress routes to destinations like schools and parks is also important for developing a micromobility network that serves people of all ages and abilities. While a separated facility is planned for Extension Road near Kleinmain Park and multiple schools, there are currently few low stress routes for accessing such destinations in the project area (Map 3). Many schools are located near bike routes with no physical barriers, especially in the area near Downtown Mesa. An increase in the number of separate facilities providing access to schools and parks would help encourage a wider subset of the population to use micromobility devices.

ACCESS: LOW-INCOME AND NO VEHICLE HOUSEHOLDS

According to data from the 2021 American Community Survey, low-income households are concentrated near Southern Ave and just east of the proposed transit alignment (Map 4). There are more bike routes than bike lanes in these areas, meaning residents have less access to lower stress bicycle facilities than in other areas such as Dobson Ranch. Households without vehicle access are also located in similar areas, with the highest concentration in downtown Mesa (Map 5). Upgrading and expanding the existing network would help to provide low-income and zero-car households with easier access to the future transit and existing light rail in Mesa (Map 6).

4.1.2. EXISTING SHARED MICROMOBILITY CONDITIONS IN MESA

Mesa launched its Shared Active Transportation Vehicles (SATVs) program in February 2020 to manage privately owned shared micromobility services operating within the city. As of 2023, Bird is the only shared micromobility provider still operating in Mesa. Bird has typically had between 100 and 200 dockless e-scooters available in Mesa; the company recommends fleet sizes of 100 to 500 for cities with populations between 50,000 and 100,000. Bird e-scootersare collected, charged, and staged by private contractors. In Mesa, shared micromobility devices cannot be staged in groups of more than 5 and must be spaced at least 20 feet apart. The City does not impose service area restrictions, age restrictions, or a driver's license requirement, and the use of helmets is not required. Users are allowed to ride on sidewalks except for along Main Street in downtown Mesa.

Between March 2022 and February 2023, 27,273 trips were made in Mesa using Bird e-scooters. Most trips occurred Friday through Sunday and during the months of November, December, and August. The highest number of trips occurred in November (4,276 total) and the lowest number of trips occurred in October (949 total). The most common destinations were downtown Mesa, Mesa Community College, and the Price 101 / Apache Boulevard Park & Ride just west of the border with Tempe. The average trip took 19 minutes and covered a distance of 2.2 miles.

4.2. MICROMOBILITY BEST PRACTICES

The use of micromobility devices in North American cities has steadily increased as new modes have been introduced and cities have rolled out shared micromobility systems. The following are best practices for supporting the safe, comfortable, and convenient use of micromobility and well as for promoting the success of shared systems from operating and market perspectives.

4.2.1. MICROMOBILITY SUPPORTIVE INFRASTRUCTURE

Many cities in the U.S. are beginning to prioritize the implementation of protected bicycle and scooter facilities. Studies show that more people ride wheeled devices, and the risk of severe or fatal collisions decreases, when cities build high quality protected bike facilities and intersections. To support safe and comfortable micromobility use for people of all ages and abilities, the National Association of City Transportation Officials (NACTO) recommends installing fully protected facilities on streets with vehicle speeds of 25 mph or greater. Streets with speeds lower than 25 mph may be suitable for safe micromobility use with less intensive interventions (e.g., striping and signage). Facility design should be context sensitive - considering sidewalk and road widths, vehicle speeds, traffic volumes and existing infrastructure among other street elements.

4.2.2. PARKING

To prevent clutter and interference in the public right-of-way, dockless shared devices should be parked within designated parking areas in the "furniture zone" of sidewalks or in-street. While user behavior is more difficult to regulate, cities can require operators to place shared devices in these zones when rebalancing, including on docking points or corrals. Station placement for docked devices (i.e., bikeshare) should be considered for denser, high-volume pedestrian areas, potentially adjacent to future transit stops and major destinations. Docked stations should be placed at locations that are accessible, convenient and enhance the pedestrian realm.

For personal mobility devices, cities and transit operators should consider including end-of-trip facilities at transit nodes such as covered bike and scooter parking or lockers to protect devices from theft, vandalism, and inclement weather. Bike repair stations and public charging stations near transit can also support personal micromobility device use.

Figure 1: Docked bikeshare adjacent to a streetcar station in Tucson, AZ.

4.2.3. EMERGING DEVICES

The use of e-bikes and e-scooters continues to rise, as they provide riders ease of use on hills/inclines and during hot days. Micromobility providers are also beginning to expand e-cargo and family bikeshare options with child-friendly accessories to encourage family commutes and trips to and from school. Options are also expanding for people with disabilities. San Francisco's Municipal Transportation Agency (SFMTA) recently completed an adaptive bikeshare pilot with non-profit and private partners. SFMTA also required all shared mobility companies operating within the city to establish an adaptive scooter pilot program. Many providers, including Bird. Lime, and Spin continue to pilot and expand access to adaptive and inclusive shared e-mobility.

4.3. POLICY, PROGRAM, AND MARKET CONSIDERATIONS

4.3.1. EQUITY

While shared micromobility services have successfully expanded access to transportation services, significant barriers to expanding access in low-income communities remain. Many cities and transit agencies require operators to use equity-based strategies such as reduced fares, language translation, alternative payment options, mandated service areas and focused marketing and outreach to address these barriers. Best practices include linking operator incentives/requirements to equity outcomes, collecting and publishing equity data, and dedicating staff time to ensure equity goals are being met. Mobility wallets, envisioned as an all-in-one solution to pay for multiple modes of transportation, are also gaining traction as way to increase transportation access and equity for low-income and zero-vehicle households.

4.3.2. DATA SHARING

Mobility Data Specification (MDS) is a digital tool and data standard that helps cities to better manage transportation in the public right of way. MDS standardizes communication and data-sharing between cities and private mobility providers, such as e-scooter and bike share companies. Shared micromobility operators within the city should provide data for all trips starting, ending or passing through the City of Mesa. This data can be used to monitor compliance with operating requirements, evaluate program performance measures and provide feedback on optimal distribution and location of shared mobility devices.

4.3.3. PUBLIC/PRIVATE PARTNERSHIPS

Transit-oriented development along the proposed transit expansion presents a prime opportunity for developers and other private interests to support micromobility use and align with regional and city goals. Some examples include hosting on-site e-device charging, secured parking and drop-off zones. Potential benefits to the private sector include financial incentives (reduced parking requirements), and marketing/economic development opportunities. Culdesac Tempe has partnered with mobility companies to offer residents a comprehensive mobility package and leverage this unique offering as a high visibility marketing strategy.

4.4. CASE STUDIES

Micromobility companies initially began operating without input from the jurisdictions in which they started operations. With the unanticipated instant popularity of these services came nuisance behaviors from riders including improper storage of the devices, dangerous behaviors such as riding without a helmet or under the influence and riding in prohibited areas. Several cities temporarily banned operations of micromobility services while policies were adopted to regulate their use. Policies were largely written to reduce burdens imposed upon city public works departments, law enforcement and the public as these new devices and modes of transportation were re-introduced with common-sense regulations into the transportation system. Below are a few examples of peer cities that reimagined the role micromobility devices play in providing transportation options in the city.

4.4.1. PHOENIX, AZ

To combat nuisance use of dockless mobility services, including dockless e-scooters and bikes, the City of Phoenix Streets Transportation department launched a Shared Micromobility Program in 2019 to pilot strategies aimed at reducing nuisance behaviors and effects related to dockless vehicle programs. The City also established requirements for operators to enhance access to these systems to riders who do not have bank accounts or smartphones, and for operators to provide reduced fare rides for low-income users.

The Shared Micromobility Program defines a study zone based on current and future development of the Valley Metro light rail system, as these operators can provide micromobility services as a means for first- and last-mile connections supportive of public transportation. Within this zone, users are allowed to rent and ride dockless mobility vehicles, with restrictions on specific areas where riding is not allowed as well as defined parking zones. The devices can throttle speed through geofenced no-ride zones and detect when a user leaves a device in a no parking zone. Additionally, the Program established rules for operators to provide access for low-incomeriders. For example, Spin, one of several operators involved in the program, allows for reduced fares so long as the rider can provide documentation of their low-income status. Spin will also allow scooters to be activated via SMS in the event a user does not own a smartphone.

The results of the initial study were so successful that the program became permanent in January 2023 and was expanded to include the South-Central light rail extension, which is nearing completion next year. It is recommended that Mesa considers this level of coordination with micromobility operators to expand access to first-andlast-mile access to the future Mesa Streetcar system.

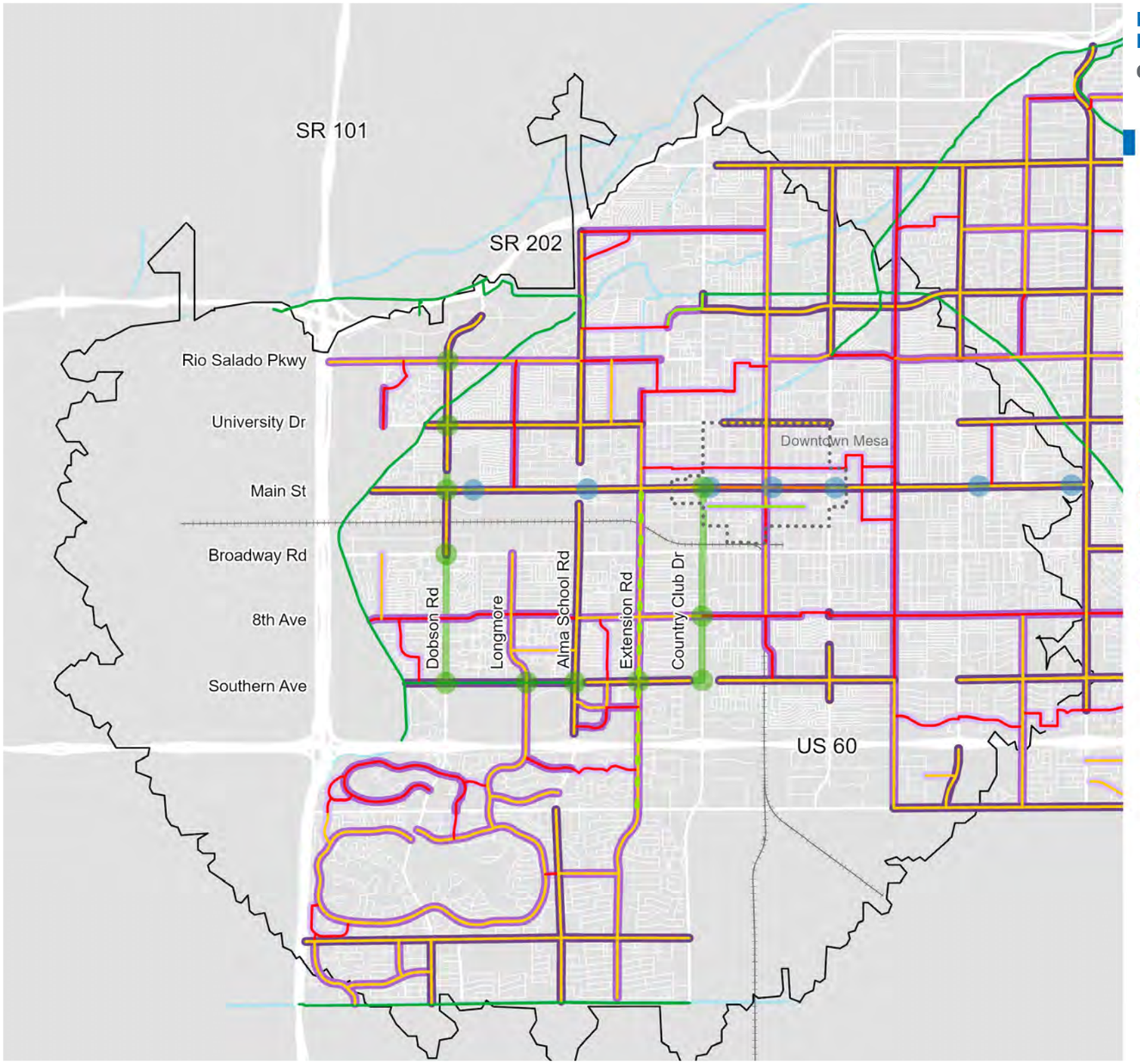
4.4.2. SANTA MONICA, CA

As one of the first North American cities where shared dockless micromobility appeared on street, Santa Monica is known as a leader in setting and enforcing policy related to micromobility. In November 2019, Santa Monica published and released its findings regarding the implementation of its micromobility program. The program enforced California state law regarding helmets on shared mobility vehicles, regulated demand by limiting the number of vehicles each operator could use and spread awareness of micromobility to Santa Monica residents. The program demonstrated the need to manage demand, which was not initially considered by micromobility operators. Typically, when micromobility operators initially began providing services in communities, streets would become oversaturated with unused scooters and bikes with little to no regard for how many riders needed the service, or where riders should be storing the devices. Santa Monica enforced a quota of allowable mobility devices for each operator, which managed the amount of clutter on public roadways. Additionally, Santa Monica was among the first jurisdictions to require micromobility operators to implement geofencing for slow zones and no-ride zones. Furthermore, Santa Monica installed parking areas where riders are required to leave micromobility devices after a trip has been completed.

Figure 2: Santa Monica's public information camapign encouraging awareness and safe movement by all street users.

Santa Monica recorded that more than half of rides taken by micromobility devices during the study replaced trips which would normally be taken by private automobile or by a ridesharing service like Uber or Lyft. Micromobility works well, especially when it is regulated in such a way which balances safety, deterring nuisance behavior and reducing local VMT, which helps provide cleaner air for everyone. Mesa has a master agreement in place with several operators and should consider bolstering this agreement to include quotas for when latent demand for micromobility services brings along demand for these services, which may bring nuisance behaviors such as improper storage of e-scooters and bikes, as well as dangerous behaviors such as riding without a helmet. Furthermore, infrastructure such as parking zones and geofencing can keep people safer and happier by preventing collisions in areas with high pedestrian traffic, for example.

MAP 1: BIKE FACILITIES AND STREET CLASSIFICATIONS



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Proposed Transit Route & Nodes
- Light Rail Stations
- Rail Road
- Canal
- 3-Mile Bikeshed

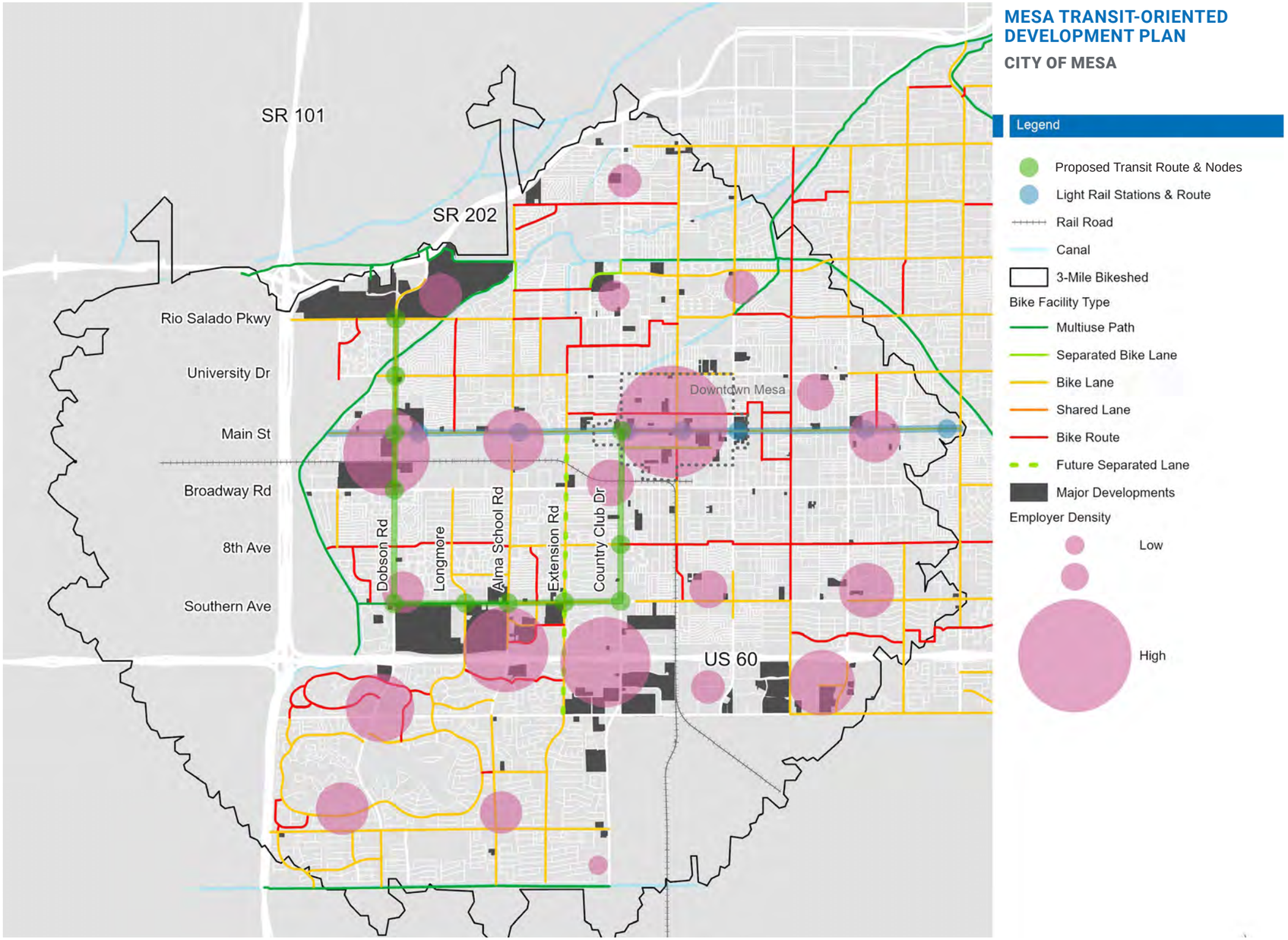
Bike Facility Type

- Multiuse Path
- Separated Bike Lane
- Bike Lane
- Shared Lane
- Bike Route
- Future Separated Lane

Street Classification

- Arterial
- Collector
- Residential

MAP 2: MAJOR DEVELOPMENTS AND EMPLOYER DENSITY



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Proposed Transit Route & Nodes
- Light Rail Stations & Route
- Rail Road
- Canal
- 3-Mile Bikeshed

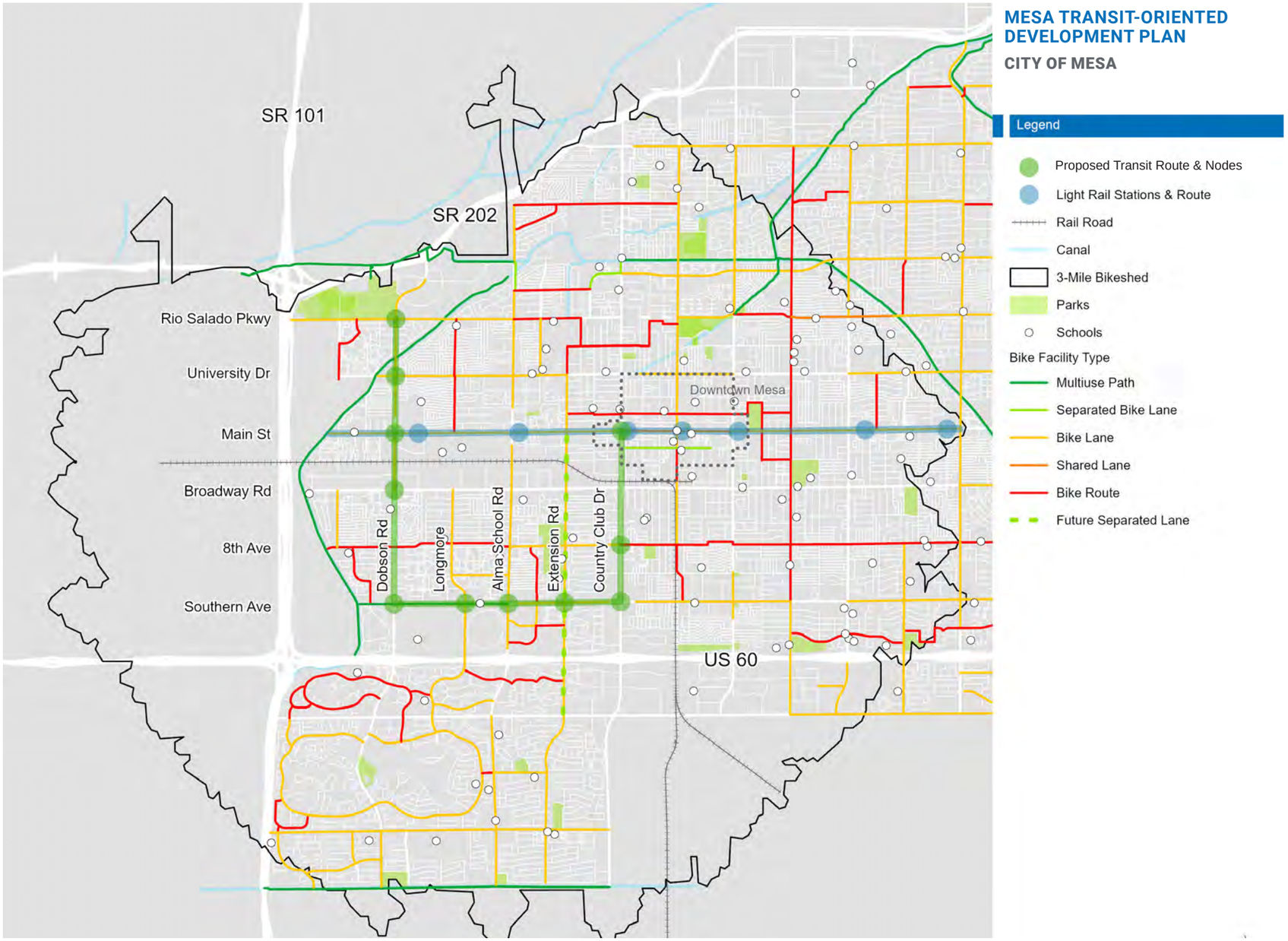
Bike Facility Type

- Multiuse Path
- Separated Bike Lane
- Bike Lane
- Shared Lane
- Bike Route
- Future Separated Lane
- Major Developments

Employer Density

- Low
- High

MAP 3: SCHOOLS AND PARKS



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

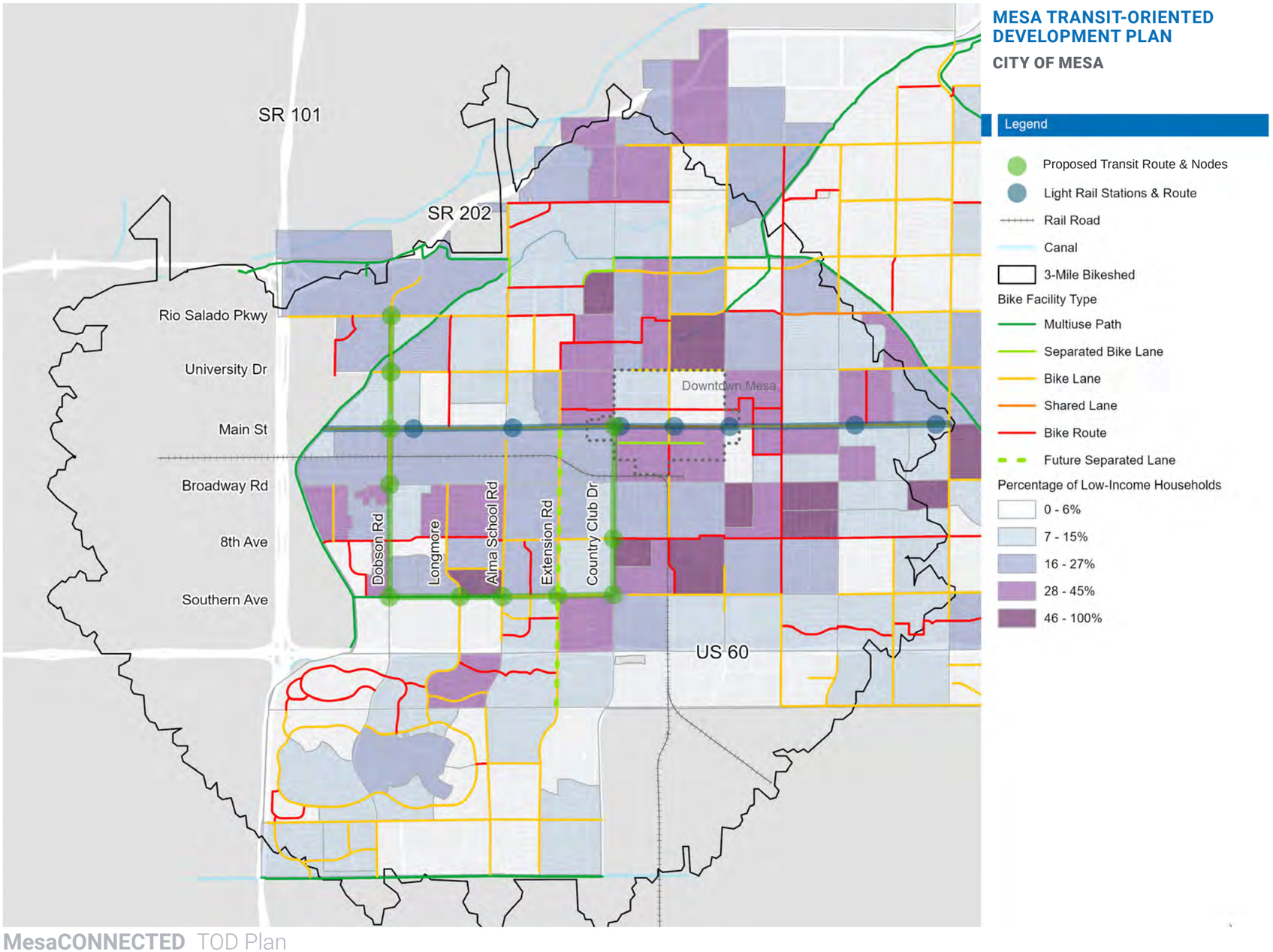
Legend

- Proposed Transit Route & Nodes
- Light Rail Stations & Route
- Rail Road
- Canal
- 3-Mile Bikeshed
- Parks
- Schools

Bike Facility Type

- Multiuse Path
- Separated Bike Lane
- Bike Lane
- Shared Lane
- Bike Route
- Future Separated Lane

MAP 4: LOW-INCOME HOUSEHOLDS



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Proposed Transit Route & Nodes
- Light Rail Stations & Route
- Rail Road
- Canal
- 3-Mile Bikeshed

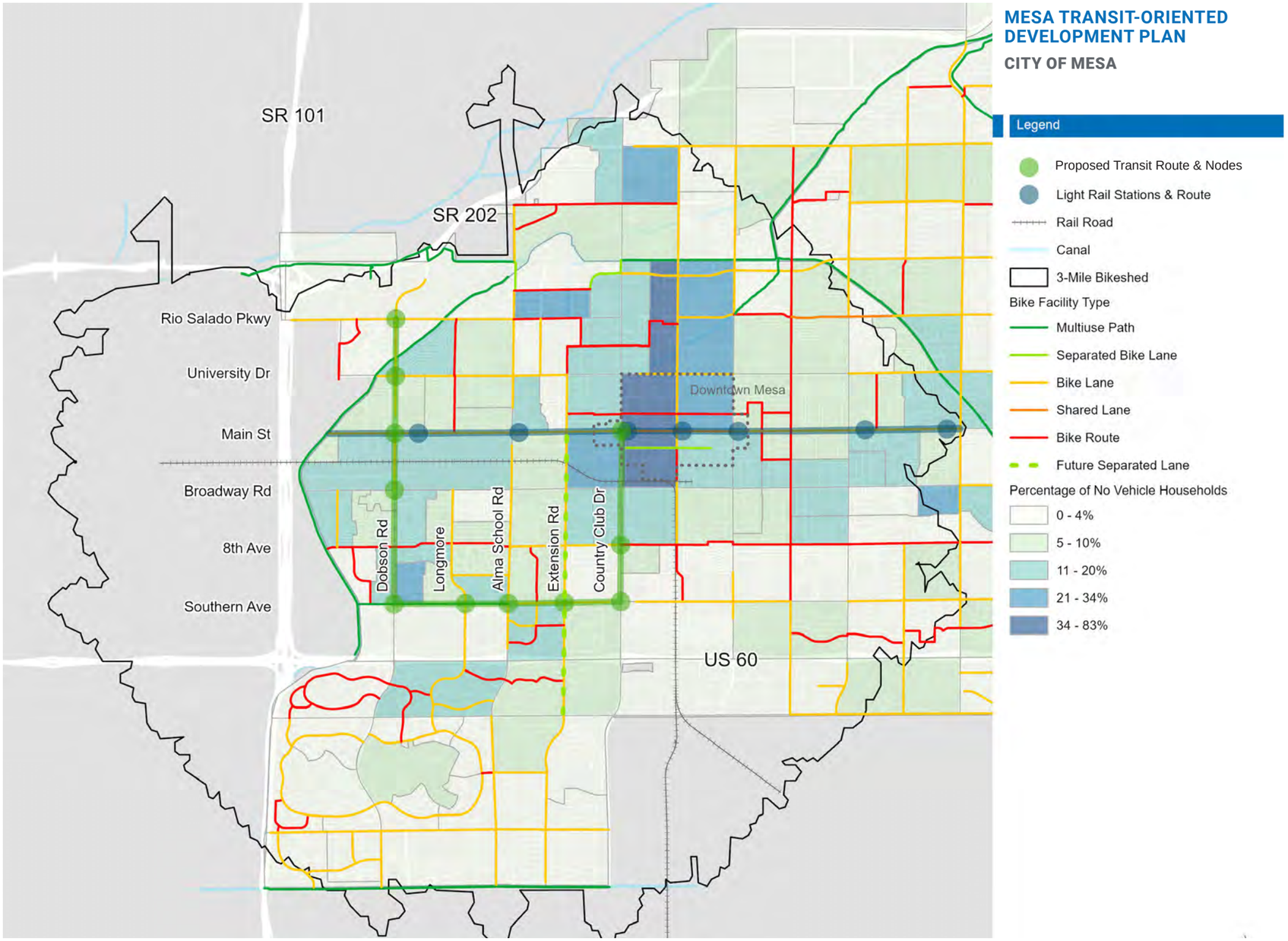
Bike Facility Type

- Multiuse Path
- Separated Bike Lane
- Bike Lane
- Shared Lane
- Bike Route
- Future Separated Lane

Percentage of Low-Income Households

- 0 - 6%
- 7 - 15%
- 16 - 27%
- 28 - 45%
- 46 - 100%

MAP 5: NO VEHICLE HOUSEHOLDS



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Proposed Transit Route & Nodes
- Light Rail Stations & Route
- Rail Road
- Canal
- 3-Mile Bikeshed

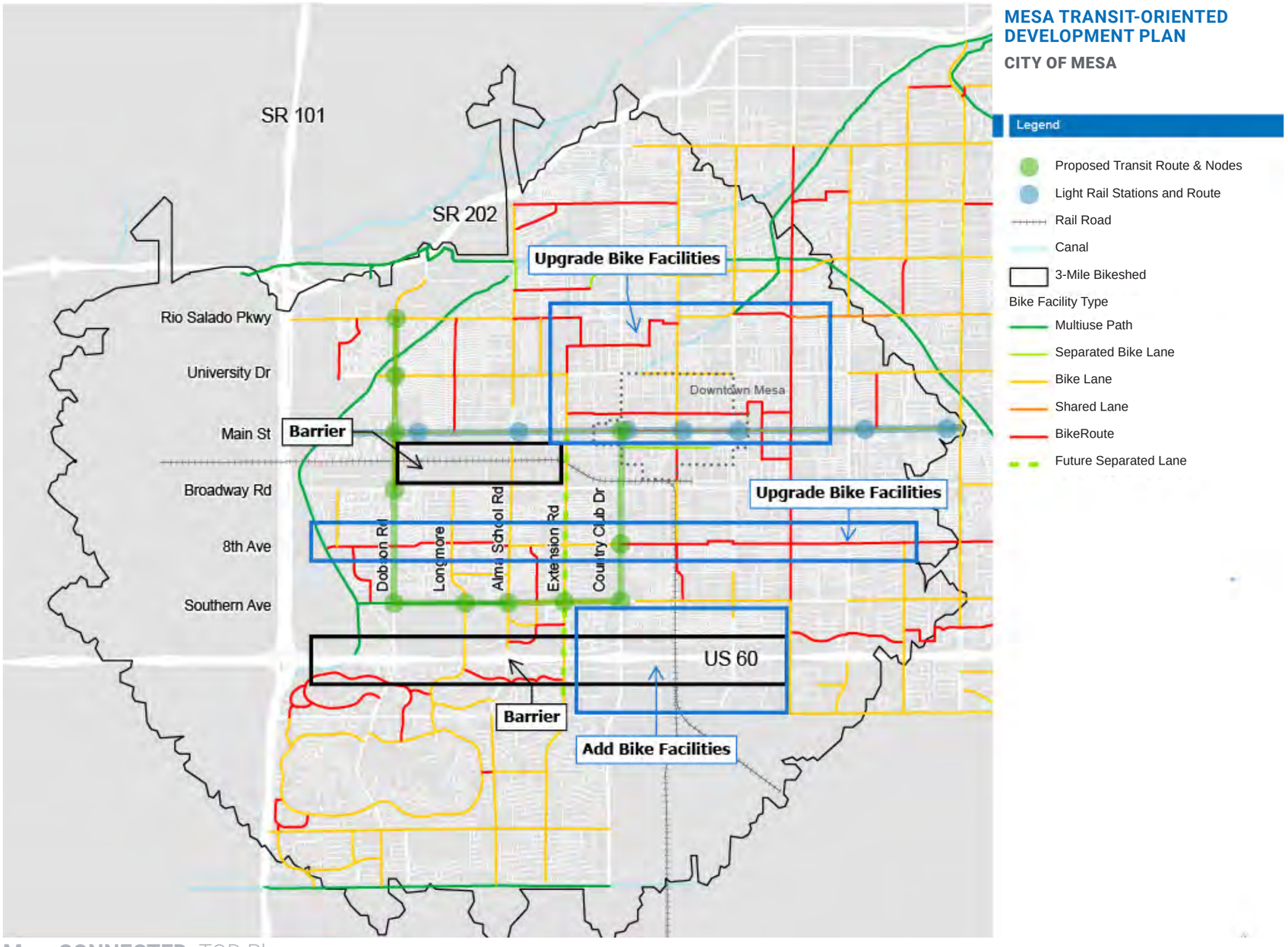
Bike Facility Type

- Multiuse Path
- Separated Bike Lane
- Bike Lane
- Shared Lane
- Bike Route
- Future Separated Lane

Percentage of No Vehicle Households

- 0 - 4%
- 5 - 10%
- 11 - 20%
- 21 - 34%
- 34 - 83%

MAP 6: OPPORTUNITIES AND BARRIERS



MESA TRANSIT-ORIENTED DEVELOPMENT PLAN

CITY OF MESA

Legend

- Proposed Transit Route & Nodes
- Light Rail Stations and Route
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Bike Facility Type

- Multiuse Path
- Separated Bike Lane
- Bike Lane
- Shared Lane
- BikeRoute
- Future Separated Lane

MARKET ANALYSIS

CORRIDOR DISTRICT

The corridor district consists of approximately 12 miles with 11 proposed transit nodes. These nodes connect major economic activity areas that include Riverview, the Asian District, Banner Desert Medical Center, Mesa Community College, former Fiesta Mall and Downtown Mesa. The corridor contains a strong population and job base with key economic sectors that draw employees from beyond the corridor and the City of Mesa. Opportunities for new development and redevelopment can be significant and include office/medical office, retail, industrial residential, and mixed use development. Projects currently completed within the corridor represent 1.2 million square feet and 3,240 multifamily units. In the pipeline are another 2 million square feet and 3,488 multifamily units. [1]

DEMOGRAPHICS AND TRENDS

DEMOGRAPHICS

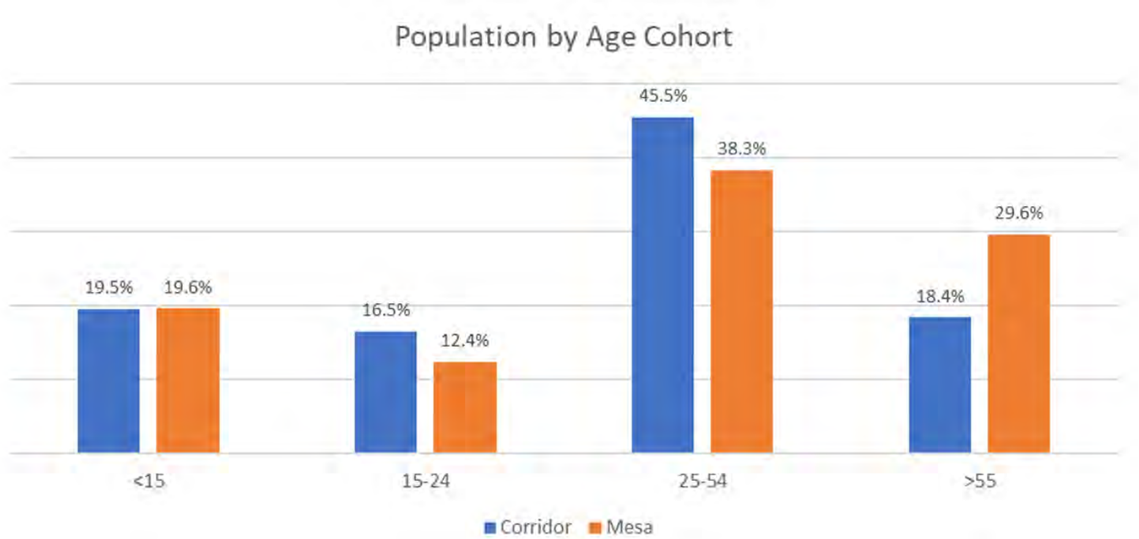
Today the corridor consists of 72,945 people and represents 13.4 percent of the City of Mesa population. It is an ethnically diverse group with nearly 40 percent of the population white as compared to the city at 61.6 percent. Those of Hispanic origin within the corridor represent 41.8 percent of the population with Mesa at 26.9 percent.

TABLE 1 - RACE AND ETHNICITY, CORRIDOR AND CITY OF MESA

	Corridor	Percent	Mesa	Percent
Total	72,945	100.0%	544,976	100.0%
White, Non-Hispanic	29,037	39.8%	335,558	61.6%
Black, Non-Hispanic	5,499	7.5%	21,491	3.9%
Native American, Non-Hispanic	2,570	3.5%	8,996	1.7%
Asian, Non-Hispanic	1,499	2.1%	11,400	2.1%
Pacific Islander, Non-Hispanic	437	0.6%	1,317	0.2%
Other, Non-Hispanic	180	0.2%	968	0.2%
Two or More, Non-Hispanic	3,253	4.5%	18,775	3.4%
Hispanic Origin	30,480	41.8%	146,471	26.9%
Source: U.S. Census Bureau, 2021 ACS 1-Year Estimates				

Age distribution of the corridor is presented in Figure 1. Overall, the corridor has a younger population than the city with nearly 46 percent within their prime working years (25-54 years old) as compared to the city at 38.3 percent.

FIGURE 1 - POPULATION BY AGE COHORT, CORRIDOR AND CITY OF MESA



Primary occupations of the civilian employed population within the corridor reveal that 53.0 percent are employed in white collar jobs, 24.5 percent in the service industries and 22.5 percent in blue collar jobs (Table 2). When comparing corridor employment to the City as a whole, Mesa has a larger percentage of the civilian labor force employed in white collar jobs at 61.7 percent and a smaller percentage in service (18.2%) and blue collar (20.1 %). Interesting to note, within the 10,538 management occupations, the corridor displays a higher percentage of jobs in business, computer, education, and healthcare than the city overall.

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TABLE 2 - CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER, CORRIDOR AND CITY OF MESA

	Corridor	Percent	Mesa	Percent
Civilian employed population 16 years and over	**39,353**	**100.0%**	**260,383**	**100.0%**
Management, business, science, and arts:	10,538	26.8%	95,856	36.8%
Management, business, and financial	3,974	37.7%	41,957	16.1%
Computer, engineering, and science	2,134	20.3%	17,090	6.6%
Education, legal, community service, arts, and media	3,187	30.2%	23,385	9.0%
Healthcare practitioners and technical	1,243	11.8%	13,424	5.2%
Service	9,639	24.5%	47,368	18.2%
Sales and office	10,320	26.2%	64,823	24.9%
Natural resources, construction, and maintenance	4,172	10.6%	23,430	9.0%
Production, transportation, and material moving	4,684	11.9%	28,906	11.1%
White Collar	20,858	53.0%	160,679	61.7%
Service	9,639	24.5%	47,368	18.2%
Blue Collar	8,856	22.5%	52,336	20.1%
Source: U.S. Census Bureau, 2021 ACS 1-Year Estimates				

Higher educational attainment of corridor residents 25 years and older lags the city (Table 3). Those earning an Associate's Degree or higher represent 30 percent of the population versus the city at 38 percent. Higher educational attainment translates into higher earnings over one's lifetime.

TABLE 3 – EDUCATIONAL ATTAINMENT – 25 YEARS AND OLDER, CORRIDOR AND CITY OF MESA

	Corridor	Percent	Mesa	Percent
Total	**46,626**	**100.0%**	**370,473**	**100.0%**
Less than 9th Grade	3,357	7.2%	14,286	3.9%
9th to 12th Grade, No Diploma	3,805	8.2%	22,075	6.0%
High School Graduate (includes equivalency)	12,361	26.5%	91,546	24.7%
Some College, No Degree	13,177	28.3%	101,826	27.5%
Associate Degree	3,667	7.9%	34,682	9.4%
Bachelor's Degree	6,726	14.4%	71,700	19.4%
Graduate or Professional Degree	3,533	7.6%	34,358	9.3%
Associate's Degree or higher	---	29.9%	---	38.0%
Source: U.S. Census Bureau, 2021 ACS 1-Year Estimates				

Households within the corridor that earn more than $50,000 a year represent 47 percent of all households, while 61.8 percent of households citywide earn more than $50,000 a year.

TABLE 4 - HOUSEHOLD INCOME, CORRIDOR AND CITY OF MESA

	Corridor	Percent	Mesa	Percent
Total Households	**30,006**	**100.0%**	**211,227**	**100.0%**
Less than $10,000	1,933	6.4%	9,747	4.6%
$10,000 to $14,999	1,421	4.7%	6,503	3.1%
$15,000 to $24,999	3,090	10.3%	16,407	7.8%
$25,000 to $34,999	4,010	13.4%	18,772	8.9%
$35,000 to 49,999	5,458	18.2%	29,231	13.8%
$50,000 to $74,999	5,936	19.8%	40,674	19.3%
$75,000 to $99,999	4,023	13.4%	29,332	13.9%
$100,000 to $149,999	2,896	9.7%	34,650	16.4%
$150,000 to $199,999	581	1.9%	13,195	6.2%
$200,000 or more	658	2.2%	12,716	6.0%
Source: U.S. Census Bureau, 2021 ACS 1-Year Estimates				
Table Note: Income presented in 2021 inflation-adjusted dollars				

There are a total of 33,216 housing units within the corridor. Housing tenure reveals a small percentage of owner occupied housing at 29.7 percent, as compared to the city at 63.9 percent. Vacant housing units represent a smaller percentage of the housing stock at 9.7 percent versus citywide at 13.1 percent.

Workers 16 years and older who commute to work use a variety of transportation options, with the majority (66%) driving alone. A smaller percentage of workers carpool (17%), use public transportation (3.2%), and bicycle or walk (3.2%). Public transportation users in the corridor nearly triple the percentage of citywide workers at 1.3 percent. Additionally, 10.4 percent of occupied housing units have no vehicle compared to citywide at 5.4 percent.

TRENDS

Utilizing MAG's Socioeconomic Projections, an analysis of population, dwelling units, and employment through the year 2060 was undertaken for the corridor and findings compared to the City of Mesa.

Figure 2 and Figure 3 display the projected growth from 2020 through the year 2060 and shows the corridor is forecast to outpace the city both in population and dwelling unit growth. Corridor population by 2040 is expected to reach 101,128 with 45,280 dwelling units. Growth will begin to slow down in 2050. This projected increase in consumers reveals the strength of the corridor and its ability to attract a mix of housing, retail, commercial development, and amenities that facilitate TOD.

FIGURE 2 - POPULATION PROJECTIONS, 2020 - 2060

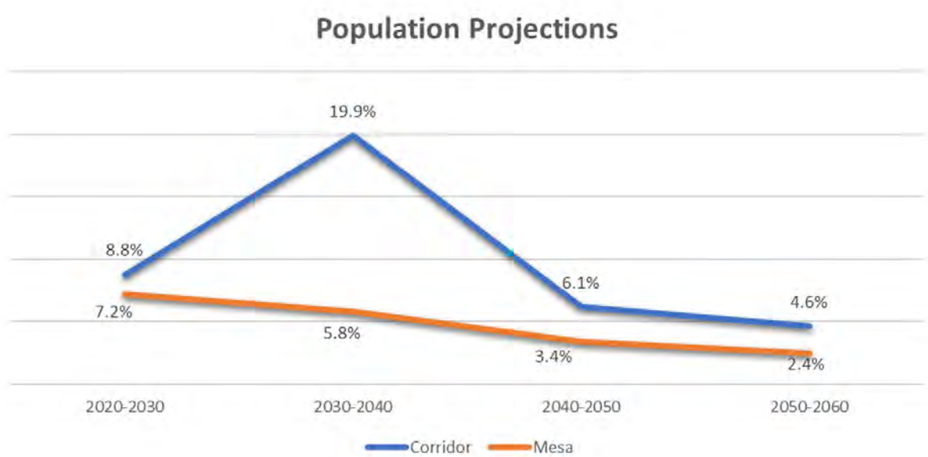
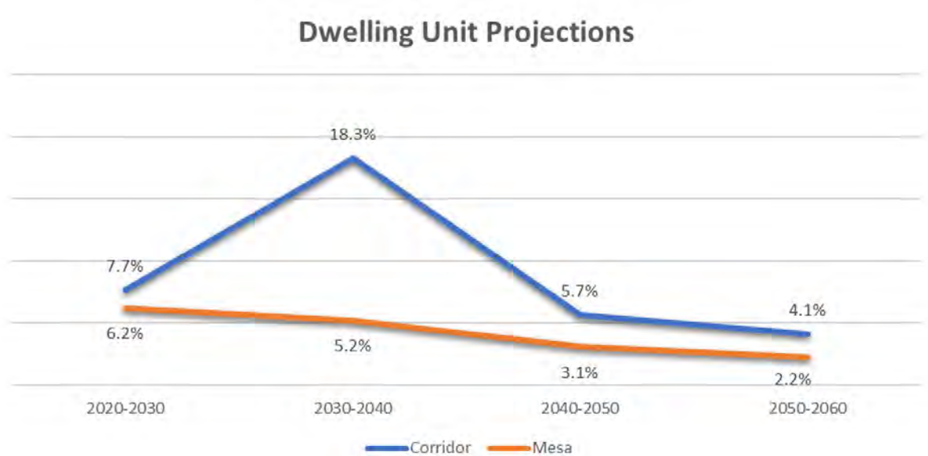
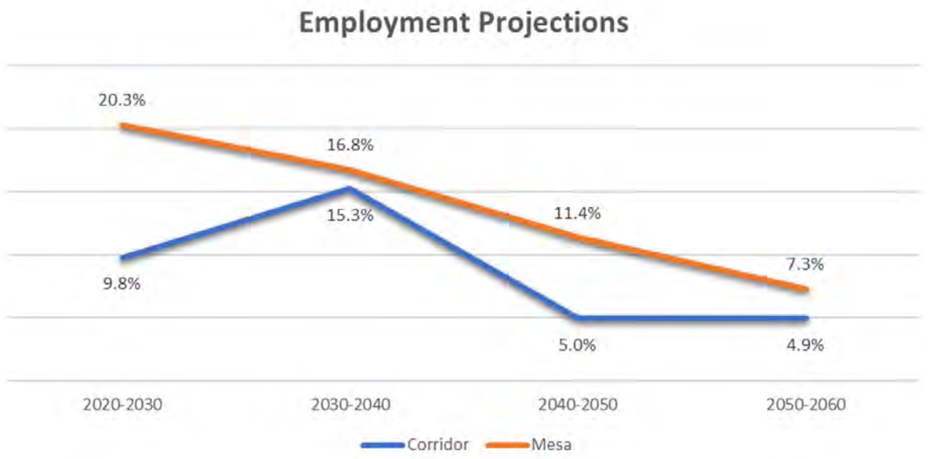


FIGURE 3 - DWELLING UNIT PROJECTIONS, 2020 - 2060



When examining employment projections, the corridor lags the city in every time horizon with the greatest increase in 2040 posting 60,419 jobs. Mesa's greatest employment gains are projected by the year 2030 with a gradual decline in the remaining decades. By 2060 employment in the corridor is expected to reach 66,533.

FIGURE 4 - EMPLOYMENT PROJECTIONS, 2020 - 2060



PRIMARY EMPLOYMENT CLUSTERS

An analysis of establishments and employment within the corridor was prepared utilizing MAG's 2021 Employer Database. In all, there are 1,024 business establishments employing 24,912 people within the corridor. Consumer Services, Healthcare and Retail comprise nearly 51 percent of all establishments and employ 11,003 workers (44.2%). Education represents 2.9 percent of all establishments but comprises 7.8 percent of all employment at 1,936 employees (Table 5).

TABLE 5 - CORRIDOR ESTABLISHMENT AND EMPLOYMENT BY CLUSTER SECTOR

	Establishments	Percent	Employees	Percent
Total	**1,024**	**100.0%**	**24,912**	**100.0%**
Business Services	83	8.1%	1,790	7.2%
Construction	80	7.8%	1,157	4.6%
Consumer Services (accommodations & food services & other services)	234	22.9%	3,533	14.2%
Education	30	2.9%	1,936	7.8%
Finance, Insurance & Real Estate	68	6.6%	2,924	11.7%
Government, Social, & Advocacy, & Religious Services	66	6.4%	1,785	7.2%
Healthcare	144	14.1%	5,140	20.6%
Hospitality, Tourism, & Recreation	46	4.5%	1,352	5.4%
Manufacturing	50	4.9%	1,745	7.0%
Consumer Goods Manufacturing				
High Tech Manufacturing Development				
Metal Inputs & Transportation-Related Manufacturing				
Non-Metallic Manufacturing				
Media, Publishing & Entertainment	17	1.7%	102	0.4%
Resource Dependent Activities (utilities & agriculture)	2	0.2%	41	0.2%
Retail	142	13.9%	2,330	9.4%

The vast majority of establishments (92.8%) represent small businesses that employ less than 50 people. Only 7.2 percent employ 50 or more employees, and those establishments are engaged primarily in education, government, healthcare, and hospitality.

WORKER INFLOW/OUTFLOW

The labor market in metro Phoenix is fluid with workers commuting to work both within the city and outside the city that they live in. Over the years Mesa's employment base has grown with the percentage of in commuters to out commuters remaining nearly the same over the last 10 years (Table 6). In 2011 75.6 percent of Mesa workers out commuted as compared to 76.6 percent in 2021. Likewise, in commuters in 2011 represented 67.4 percent of workers compared to 69.6 percent in 2021.

TABLE 6 - CITY OF MESA WORKER INFLOW AND OUTFLOW

	2011		2021	
Living in Mesa but Employed Outside	129,106	75.6%	166,000	76.6%
Employed in Mesa but Living Outside	86,481	67.4%	116,380	69.6%
Living and Employed in Mesa	41,739	24.4%	50,785	23.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021)

An evaluation was also conducted to understand worker inflow and outflow within the corridor. Based on the U.S. Census OnTheMap application, there are 22,062 workers employed within the corridor who in commute and 20,915 who live in the corridor who out commute.

The origin of where workers live who are employed in the corridor and where workers are employed that live in the corridor is presented in Table 7. When examining the total of all jobs (sum of in commuters, live/work in the corridor, and out commuters) the corridor employs 28.2 percent of Mesa residents followed by Phoenix at 16.0 percent and Gilbert at 10.1 percent. Workers who live in the corridor and out commute are employed in Phoenix (27.4%) Tempe (18.0%) and Mesa (17.9%). This commute pattern is quite similar to the city as a whole.

TABLE 7 - WHERE CORRIDOR WORKERS LIVE AND WORK, 2021

Where Workers Live who are Employed in the Corridor	Count	Share	Where Workers are Employed who Live in the Corridor	Count	Share
Total all Jobs	**22,482**	**100.0%**	**Total all Jobs**	**21,335**	**100.0%**
Mesa	6,341	28.2%	Phoenix	5,853	27.4%
Phoenix	3,594	16.0%	Tempe	3,840	18.0%
Gilbert	2,267	10.1%	Mesa	3,820	17.9%
Chandler	1,863	8.3%	Scottsdale	1,859	8.7%
Tempe	1,105	4.9%	Chandler	1,863	8.7%
Scottsdale	734	3.3%	Gilbert	1,214	5.7%
San Tan Valley	750	3.3%	Tucson	247	1.2%
Queen Creek	480	2.1%	Glendale	246	1.2%
Surprise	200	0.9%	Goodyear	107	0.5%
Peoria	188	0.8%	Peoria	105	0.5%
Glendale	190	0.8%	---	---	---
Tucson	112	0.5%	---	---	---
Apache Junction	137	0.6%	---	---	---
All Other Locations	4521	20.1%	All Other Locations	2181	10.2%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021)

TRANSIT NODE ASSESSMENT

An analysis of the 11 proposed transit nodes was prepared to understand the demographic characteristics within ½ mile radius of each node. Data utilized in the analysis includes MAG's 2023 Socioeconomic Projections and 2021 Employer database. This data was provided for½ mile of each proposed transit node. These findings supplement the corridor district analysis and help identify transit nodes with the greatest number of key indicators for TOD success. Some transit nodes may overlap geographically with others. Consequently, data in these overlapping areas are included in the totals for each transit node. The following transit nodes are included in this analysis:

- Dobson and Rio Salado Pkwy
- Dobson and University
- Dobson and Main St
- Dobson and Broadway
- Dobson and Southern
- Southern and Longmore
- Southern and Alma School
- Southern and Extension Rd
- Southern and Country Club
- Country Club and 8th Ave
- Country Club and Main St

DEMOGRAPHIC AND HOUSING CHARACTERISTICS

The population within each transit node ranges from 2,367 to 4,980 residents. Table 8 provides a side by side comparison of the demographics of each transit node. The following is a summary of key findings.

- Country Club and 8th has the greatest population.
- Households within the lowest income bracket (<$28,007) reside in Dobson and Broadway (50.9%) followed by Country Club and Main (46.4%).
- The largest minority population is located within Country Club and 8th (77.1 %)
- The greatest Asian population lives at Dobson and Rio Salado Parkway (5.7%)
- The largest Hispanic contingent lives at Country Club and 8th (63.9%).
- Dobson and Southern has the greatest number of jobs at 7,778.

TABLE 8 - TRANSIT NODE KEY DEMOGRAPHIC CHARACTERISTICS

	Dobson and Rio Salado Pkwy	Dobson and University	Dobson and Main St	Dobson and Broadway	Dobson and Southern	Southern and Longmore
Resident Population	2,628	4,014	3,379	3,001	3,209	4,720
Resident Households	1,200	1,605	1,370	1,299	1,716	2,125
Percent Households in lowest income quintile	26.2%	22.6%	30.3%	50.9%	34.1%	32.0%
Race /Ethnicity						
Asian	5.7%	3.0%	2.4%	3.5%	2.5%	2.2%
Black	2.2%	3.0%	5.1%	6.6%	11.1%	11.9%
Hispanic	31.8%	39.7%	33.9%	26.6%	33.6%	36.8%
Native American	7.5%	3.6%	2.0%	5.1%	3.0%	4.3%
Other	3.8%	4.7%	16.4%	11.2%	4.3%	3.5%
White	48.9%	46.0%	40.3%	47.1%	45.5%	41.2%
Percent Minority	47.3%	49.3%	43.4%	41.8%	50.2%	55.4%
Total Employment	2,637	900	1,635	2,198	7,778	1,744

	Southern and Alma School	Southern and Extension Rd	Southern and Country Club	Country Club and 8th Ave	Country Club and Main St
Resident Population	2,367	3,861	3,868	4,980	3,968
Resident Households	1,134	1,689	1,424	1,835	1,773
Percent Households in lowest income quintile	28.0%	35.6%	37.1%	35.5%	46.4%
Race /Ethnicity					
Asian	1.1%	4.7%	0.9%	1.0%	0.9%
Black	8.7%	7.1%	2.3%	8.5%	7.5%
Hispanic	38.3%	44.0%	61.9%	63.9%	43.9%
Native American	3.2%	1.5%	0.3%	3.7%	0.4%
Other	4.4%	3.9%	6.7%	2.3%	1.2%
White	44.4%	38.8%	27.9%	20.5%	46.0%
Percent Minority	51.2%	57.3%	65.4%	77.1%	52.7%
Total Employment	2,977	1,866	2,469	916	2,842

Source: MAG Socioeconomic Database, 2023; ESI Corp

Note: Some transit node stops may overlap geographically with others. Residents in overlapping areas are included in the totals for each transit node

SECTORIAL ANALYSIS

MAG's 2021 Employer database was analyzed to understand the representation of industry sectors within each transit node. Total employment from this dataset should not be compared to MAG's Socioeconomic dataset. The data collection methodology between these two datasets is very different, however, they are both helpful in understanding the demographic makeup and business concentration by node.

The number of jobs at each transit node ranges between 303 at Country Club and Main to 6,650 at Dobson and Southern. There are key differences in employment mix within each transit node.

- At Dobson and Rio Salado Parkway there are 1,552 jobs with nearly 41 percent in Retail Trade and 29.4 percent in Accommodations and Food Services.
- Dobson and University have a small number of jobs at 800 with 21.4 percent in retail trade followed by 18.6 percent in Health Care and Social Assistance.
- Dobson and Main and Dobson and Broadway transit nodes have the highest percentage of jobs in Manufacturing each with 29 percent.
- Employment within Dobson and Southern is concentrated in Health Care and Social Assistance with nearly 61 percent of total jobs.
- The employment makeup at Southern and Longmore is Educational Services and Finance and Insurance, each containing nearly 28 percent of total jobs.
- Southern and Alma School and Southern and Extension have a concentration in Finance and Insurance.
- Country Club and Main Street contains the municipal headquarters for the city of Mesa with 24.5 percent of the 1,611 jobs.

TABLE 9 - TRANSIT NODE EMPLOYMENT BY SECTOR

	Dobson and Rio Salado Pkwy	Dobson and University	Dobson and Main St	Dobson and Broadway	Dobson and Southern	Southern and Longmore	Southern and Alma School	Southern and Extension Rd	Southern and Country Club	Country Club and 8th Ave	Country Club and Main St
Total Jobs	**1,552**	**800**	**3,038**	**3,050**	**6,650**	**4,155**	**3,268**	**2,160**	**1,019**	**303**	**1,611**
Accommodation & Food Services	29.4%	11.8%	12.2%	14.1%	7.5%	15.0%	22.0%	16.0%	14.1%	13.7%	12.4%
Admin & Support & Waste Mgt & Svcs.	4.1%	8.0%	2.1%	5.5%	0.8%	4.2%	4.7%	18.6%	20.9%	4.7%	2.0%
Agriculture, Forestry, Fishing & Hunting	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Arts, Entertainment & Recreation	4.0%	0.8%	1.5%	1.7%	0.6%	1.1%	0.1%	0.0%	14.4%	0.4%	2.7%
Construction	1.9%	4.4%	9.5%	7.7%	0.3%	0.5%	0.4%	0.6%	2.5%	18.2%	6.6%
Educational Services	0.0%	19.8%	6.0%	0.8%	16.6%	27.9%	3.6%	8.0%	0.3%	0.0%	2.4%
Finance & Insurance	0.8%	2.5%	4.7%	4.0%	0.1%	27.9%	38.1%	21.7%	3.0%	0.7%	2.7%
Health Care & Social Assistance	8.2%	18.6%	6.8%	4.0%	60.9%	3.4%	4.4%	5.8%	9.7%	6.2%	7.3%
Information	2.5%	0.0%	3.0%	2.8%	0.1%	0.6%	0.8%	0.9%	0.9%	0.4%	1.0%
Management of Companies & Enterprises	0.0%	0.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manufacturing	0.3%	0.8%	29.0%	29.8%	0.1%	3.1%	2.7%	2.8%	6.2%	12.3%	8.3%
Other Services (except Public Admin)	4.9%	5.8%	3.1%	4.1%	0.8%	1.0%	0.7%	1.5%	10.4%	9.4%	6.2%
Professional, Scientific & Technical Svcs.	0.3%	0.0%	1.6%	2.0%	1.0%	1.1%	3.3%	4.9%	2.3%	3.5%	6.5%
Public Administration	1.8%	1.9%	0.0%	0.0%	0.1%	2.8%	6.0%	7.1%	0.0%	0.0%	24.5%
Real Estate & Rental and Leasing	0.8%	2.3%	1.3%	1.9%	8.9%	1.4%	1.3%	1.0%	0.9%	3.5%	0.7%
Retail Trade	40.6%	21.4%	13.6%	12.0%	2.0%	5.0%	7.0%	6.9%	11.3%	23.1%	9.4%
Transportation & Warehousing	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%	0.5%	0.0%	2.7%	0.5%	1.2%
Utilities	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
Wholesale Trade	0.3%	1.6%	5.4%	9.7%	0.0%	4.2%	4.1%	4.3%	0.2%	3.6%	4.9%

Source: 2021 MAG Employer Database. Note: Some transit node stops may overlap geographically with others. Jobs in overlapping areas are included in the totals for each transit node.

BUSINESS CONCENTRATION/ MAJOR EMPLOYERS

TABLE 10 - EMPLOYERS WITH 60 OR MORE EMPLOYEES AND OTHER KEY ATTRIBUTES BY TRANSIT NODE

Transit Node	Major Employers	Jobs	Transit Node Attributes
Dobson and Rio Salado Pkwy	Home Depot Brent Berges Riverview Toyota Sheraton Mesa Hotel at Wrigleyville West Burlington Coat Factory IHop	186 125 80 79 60	Recreation, Retail & Entertainment
Dobson and University	Mesa Unified School District 4 Safeway	96 82	Retail Trade Large resident population
Dobson and Main	Dexcom Usi Mesa Insulation Specialists Adelante Healthcare World Financial Group Inc Mesa Unified School District 4 Mekong Supermarket LLC Safeway Adair Solar Plumbing Myphoneroom LLC Mitel	750 124 107 100 96 90 82 75 65 60	Manufacturing Proximity to Light Rail Station Asian District West RD
Dobson and Broadway	Dexcom Usi Mesa Insulation Specialists World Financial Group Inc Mekong Supermarket LLC Myphoneroom LLC Mitel	750 124 100 90 65 60	Manufacturing Asian District West RDA
Southern and Longmore	Maricopa County Community College District Santander Consumer USA Esurance Stateserv Medical Allied Universal State of Arizona Iqvia Target Olive Garden	1,049 828 250 175 127 118 110 100 82	Higher Education Former Fiesta Mall Site Southwest RDA West RDA
Southern and Alma School	Santander Consumer Usa National General Management Corp Esurance Stateserv Medical Doubletree By Hilton City of Mesa Allied Universal State of Arizona Iqvia Target Hilton Olive Garden Marriott Food City	828 556 250 175 170 157 127 118 110 100 88 82 80 70	Healthcare & Accommodation & Food Services Former Fiesta Mall Site Southwest RDA West RDA
Southern and Extension Rd	24 7 Intouch National General Management Corp Esurance Stateserv Medical City of Mesa Allied Universal State of Arizona Iqvia Mesa Unified School District 4 Hilton Marriott	566 556 250 175 157 127 118 110 98 88 80	Finance & Insurance Former Fiesta Mall Site Southwest RDA
Southern and Country Club	24 7 Intouch Mesa Golfland Ltd An Arizona Lp Prudential Overall Supply Alpine Valley Bread Company Mettlertoledo LLC	566 400 108 68 62	Administrative & Support Southwest RDA
Country Club and 8th Ave	Southwest Distributing Co Alpine Valley Bread Company	71 68	Retail Trade Large resident population Southwest RDA
Country Club and Main St	City of Mesa State of Arizona City of Mesa Courtyard Towers Management Services State of Arizona Rohrer Corporation City of Mesa Epicurean Fine Foods Inc Home Wiring Services LLC	229 156 152 96 84 80 77 64 64	Public Administration Proximity to Light Rail Station Town Center RDA

TRANSIT STATION ECONOMIC DEVELOPMENT READINESS

Successful economic development is driven by a variety of factors including the availability of a workforce, land to develop/buildings to lease, and capital to finance a project. Transportation infrastructure is also a key factor that facilitates the flow of people by connecting households to employment, healthcare, and education. The extension of the Tempe Streetcar has the ability to amplify economic development within the defined corridor by enhancing the connectiveness between business with their customers and workforce.

An evaluation of transit readiness of each station was prepared utilizing high level screening of six weighted criteria.

- Total Population
- Percent of Minority Population
- Percent Low Income Households (under $28,007/Year)
- Total Employment
- Transit-Supportive Density (Jobs + Residents/ Gross Acre)
- Transit-Supportive Job Density (Jobs/ Gross Acre)

ANALYSIS FRAMEWORK

Each of the six criteria is scored from 1 to 5, as noted in Table 11. Weighted more heavily are transit dependent/ supported population/conditions. A composite score of 50 is the maximum number of points that could apply per transit station. Transit supportive jobs are those that fall within government, entertainment, accommodation and food services, and knowledge based sectors.

TABLE 11 – TRANSIT STATION EVALUATION CRITERIA

Criteria	Proposed Weighting	Max Points per Criteria (with 1-5 rating scale)
Total Population	1	5
% of Minority Population	2	10
% Low Income Households (under $28,007/Year)	2	10
Total Employment	1	5
Transit-Supportive Density (Jobs + Residents/ Gross Acre)	2	10
Transit-Supportive Job Density (Jobs/ Gross Acre)	2	10
Total Points:		**50**

A quintile scoring is applied to all of the criteria. Transit stations in the bottom quintile score 1 point within the given criteria, with transit stations in the next 20 percent score 2 points and so forth. The evaluation criteria are scored from 1 to 5 as follows:

- 1 point – Bottom Quintile, scores in the bottom 20th percentile
- 2 point – Second Quintile, scores between 20th and 40th percentile
- 3 points – Third Quintile, scores between 40th and 60th percentile
- 4 points – Fourth Quintile, scores between 60th and 80th percentile
- 5 Points – Top Quintile, scores at or above the 80th percentile

The scale for the scoring for each criterion is presented in Table 12.

TABLE 12 – TRANSIT STATION SCORING RANGE BY QUINTILE

# of Points	1	2	3	4	5
Criteria	Bottom Quintile (under 20th percentile)	Second Quintile (between 20th to 40th percentile)	Third Quintile (between 40th to 60th percentile)	Fourth Quintile (between 60th to 80th percentile)	Top Quintile (above 80th percentile)
Total Population	< 24,025	24,025-34,966	34,967-50,512	50,152-85,840	85,840+
% of Minority Population	< 26%	26%- 36.9%	37%- 53.9%	54%- 63.9%	64% +
% Low Income Households (under $28,007/Year)	< 12.5%	11.5%- 16.9%	17%-19.4%	19.5%-25.4%	25.5% +
Total Employment	< 12,830	12,830-23,499	23,500-37,899	37,900-56,000	50,798+
Transit-Supportive Density (Jobs + Residents/ Gross Acre)	< 4	4.0- 11.9	12.0- 17.9	18-26.9	27 +
Transit-Supportive Job Density (Jobs/ Gross Acre)	< 0.85	0.85-1.08	1.09-1.91	1.9-2.70	2.70+

Source: "MAG Sustainable Transportation & Land Use Integration Study, Corridor High Capacity Transit (HCT) Supportiveness Analysis," ARUP.

FINDINGS

Based on the defined methodology, the maximum number of points that a transit station can receive is 50. A comparison summary in Table 13 shows key demographics and transit supportive density. Transit stations that scored the highest with 34 points have 50 percent or more minority population and a high score for transit supportive job density. These stations include Dobson and Southern, Southern and Longmore, Southern and Alma School and Southern and Extension.

These findings are meant to supplement other criteria and not be utilized independently. There are many other factors that will guide economic development success including walkability, good design, and amenities that are desired by residents and businesses. Leveraging existing economic anchors such as retail, recreation, entertainment, higher education, and healthcare can serve as drivers to facilitate future development. Finally, increasing resident density and identifying vacant parcels and redevelopment opportunities could be key to stimulating economic growth.

TABLE 13 - TRANSIT STATION READINESS, ANALYSIS RESULTS

	Score	Total Population	Score	Total Employment	Score	% Minority Population	Score	%Low Income	Score	Transit Supportive Density	Score	Transit Supportive Job Density	Total score
Dobson / Rio Salado	1	759	1	284	4	30.04%	6	18.03%	4	8.28	2	2.25	18
Dobson/ University	1	1668	1	400	8	62.47%	10	52.67%	6	16.41	10	3.17	36
Dobson/ Main	1	1429	1	1132	6	52.62%	10	56.68%	8	20.33	10	8.98	36
Dobson/ Broadway	1	1743	1	1444	8	59.61%	10	82.94%	8	25.29	10	11.46	38
Dobson/ Southern	1	1402	1	5922	8	60.27%	10	75.09%	10	58.13	10	47.00	40
Southern/ Longmore	1	1347	1	1370	10	71.34%	10	77.50%	8	21.56	10	10.87	40
Southern/ Alma School	1	1183	1	2071	8	59.93%	10	60.49%	8	25.83	10	16.44	38
Southern/ Extension	1	1499	1	601	8	58.17%	10	54.47%	6	16.67	10	4.77	36
Southern/ Country Club	1	1258	1	1631	10	70.11%	10	72.86%	8	22.93	10	12.94	40
Country Club/ 8th	1	2790	1	389	10	78.03%	10	80.85%	8	25.23	10	3.09	40
Country Club/ Main	1	762	1	744	6	47.51%	10	83.54%	4	11.95	10	5.90	32

APPENDIX 2

APPENDIX 2 - CONTENTS

Task 2	Community Outreach Report
Task 2.4	Affordable Housing Inventory
Task 3.3	Planning Priorities Memo

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MESACONNECTED
TRANSIT-ORIENTED DEVELOPMENT PLAN

TASK 2

COMMUNITY OUTREACH REPORT

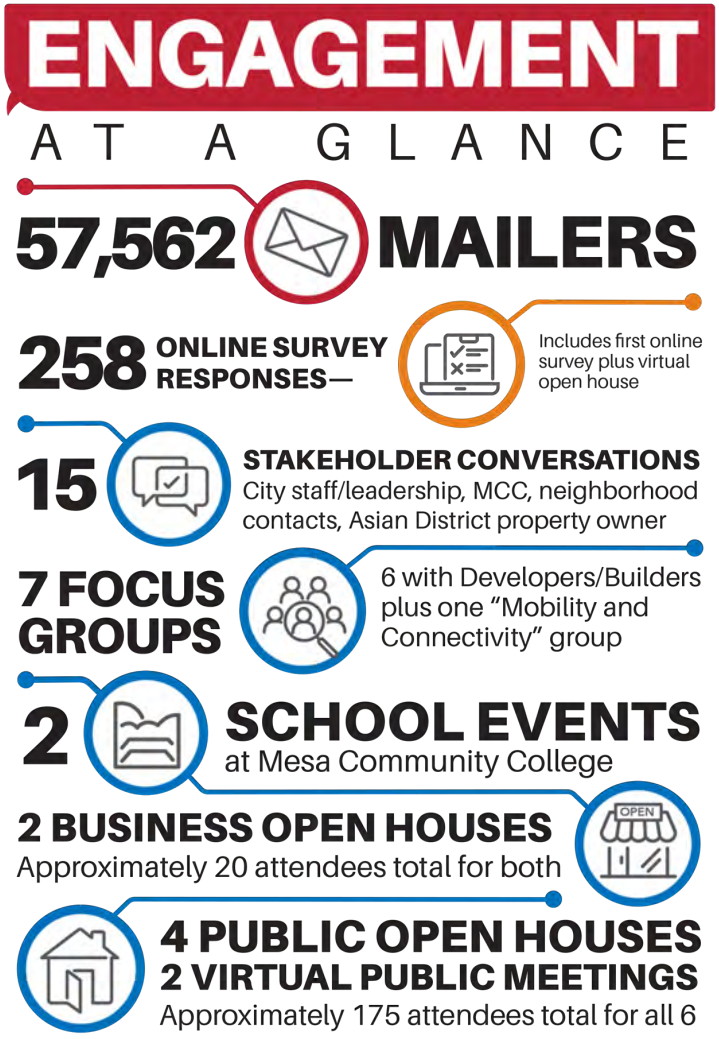
INTRODUCTION

The **MesaCONNECTED** Transit-Oriented Development (TOD) Plan's engagement program sought to inform and gather community input on a shared vision for future development along a major transit corridor in West Mesa. From October 2023 through January 2025, the program employed a comprehensive approach including interviews with City of Mesa leadership and staff, stakeholder discussions, in-person and virtual community meetings, website resources, online surveys, mass mailings, and targeted outreach efforts to neighborhoods, students, businesses, developers, and builders.

This report provides a complete record of community engagement activities, documenting outreach efforts, stakeholder presentations, public feedback sessions, and the community input that guided development of the MesaCONNECTED TOD Plan.

THE MESACONNECTED COMMUNITY

Stakeholder and public engagement centered on connecting with residents, businesses, and property owners within the Corridor – collectively referred to as "the community." Their input was essential for creating a practical guide to prioritize future public amenities and infrastructure investments, recommend appropriate land use policy adjustments, and develop strategies for business retention, expansion, and attraction along the corridor. The engagement process also sought contributions from developers and builders active in or interested in the area to ensure comprehensive stakeholder perspectives.



OUTREACH AND ENGAGEMENT GOALS

The City of Mesa established four core principles to guide stakeholder and public engagement for the MesaCONNECTED Transit-Oriented Development Plan:

INCLUSIVE ENGAGEMENT

OUR COMMITMENT:

Every person, resident, and business in the Corridor deserves a voice in shaping their community's future.

WHAT WE DID:

- Provided all materials in English and Spanish to serve our 44% Hispanic/Latino population
- Ensured full compliance with Title VI, ADA, and Environmental Justice requirements
- Partnered directly with Winnie Kho Kaplan (Mesa Asian District Co-Chair) for targeted Asian District business outreach
- Made accommodations available upon request (no additional language translation was needed)

ACCESSIBLE PARTICIPATION

OUR COMMITMENT:

Remove barriers to participation by offering multiple engagement formats and meeting people in their own communities.

WHAT WE DID:

- Offered flexible participation formats
- Embraced community-led venues
- Partnered with Mesa Community College

SHARED VISION

OUR COMMITMENT:

Gather community input before developing any concepts or designs, ensuring the final plan reflects what the residents actually want to see in the future.

WHAT WE DID:

- There were two specific rounds of outreach one (Community Vision) before renderings were developed, and one (Draft Plan) to present draft concepts and renderings for review and feedback.
- Two rounds of Developer and Builder Focus Groups were held, so the voice of the development community could share in the vision for the corridor. This is intended to help the plan be attractive to the desired types of development as the corridor's future unfolds.
- City staff workshops with project team.

BOARD PARTICIPATION

OUR COMMITMENT:

Include diverse voices across neighborhoods, demographics, and professional backgrounds.

WHAT WE DID:

- Delivered 57,562 mailers through comprehensive outreach
- Engaged stakeholders from across the community spectrum: residents, students, businesses, property owners, developers, and builders
- Followed City Council and Neighborhood Services Department recommendations for mail-based outreach

ENGAGEMENT ACTIVITIES AND COMMUNITY INPUT

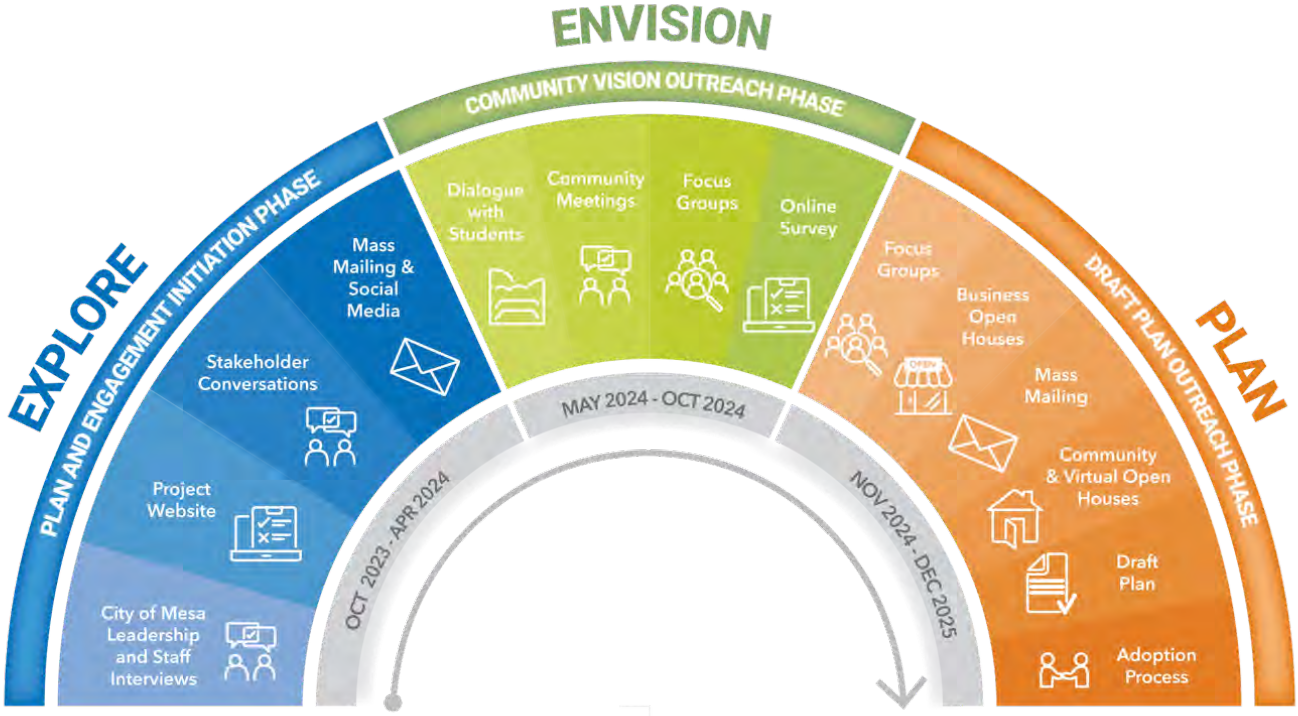
To fulfill the engagement goals outlined in the previous section, the project team implemented a comprehensive three-phase outreach strategy over 18 months. This structured approach was designed to gather community input at various intervals rather than as a single event. Each phase served a distinct purpose: exploring local context and customizing our approach, envisioning the community's priorities before developing concepts, and reviewing draft plans to ensure they reflected the shared vision. This methodology ensured that west Mesa residents, students, businesses, and developers had meaningful opportunities to shape the **MesaCONNECTED** plan at every critical decision point.

PARTICIPATION AT A GLANCE

EXPLORE

15 **Stakeholder Conversations**
between October 2023 and February 2024

At the start of the plan development process, the project team took deliberate steps to understand the community and establish a strong foundation for effective outreach. Through targeted conversations with residents, business owners, community leaders, and institutional partners, the team gained critical insights into the corridor's character, existing social networks, and communication preferences.



These discussions served dual purposes: building relationships with key community connectors who could help amplify outreach efforts and identifying potential barriers to participation that needed to be addressed. The feedback gathered during this phase directly informed the design of subsequent engagement activities, including the decision to provide all materials in English and Spanish, partner with Mesa Community College for student outreach, and coordinate with Asian District business leaders.

EXPLORE COMMUNITY ENGAGEMENT METHODS

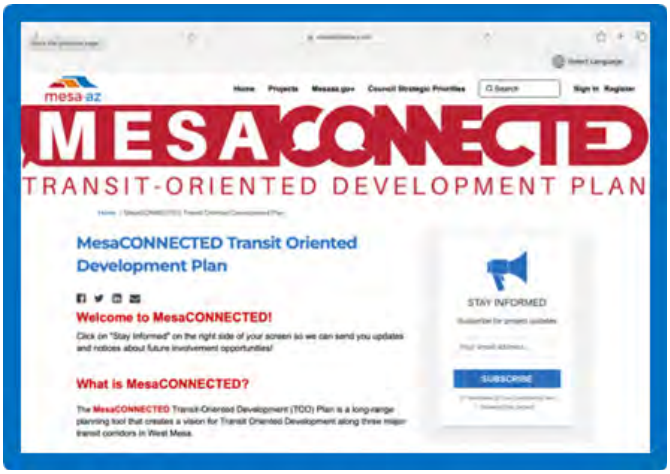
- City of Mesa Leadership and Staff Interviews
- Project Website
- Stakeholder Conversations

CITY OF MESA LEADERSHIP AND STAFF INTERVIEWS

To ensure **MesaCONNECTED** aligned with broader city priorities, the project team conducted interviews with key Mesa leadership and staff. These conversations included the Mayor, City Manager, City Council members from Districts 1, 3, and 4 (representing the Corridor and adjacent neighborhoods), and department heads from Economic Development, Planning, and Neighborhood Services. These meetings provided an opportunity to share initial information about **MesaCONNECTED** while also gathering insight on successful community engagement strategies tailored to the specific neighborhoods within the Corridor. Specifically, we learned that mailers had worked well to raise awareness of prior City efforts, and that we should provide a mix of in-person and virtual engagement opportunities. City staff also provided neighborhood contacts (covered below under "Stakeholder Conversations") and from those we learned more about preferred venues, days, and times for public meetings.

PROJECT WEBSITE

In January 2024, the project team launched a dedicated MesaCONNECTED via the "Mesa Listens" platform to create a centralized information hub that would grow and change throughout the planning process.



Initially, the site featured basic project information—a Corridor map, project description, and email signup for updates. As community engagement began, content expanded to include transit-oriented development examples from comparable communities, helping residents visualize potential outcomes. During active outreach periods, the site served as the primary portal for meeting announcements, survey links, and "what we're hearing" summaries that demonstrated how community input was being incorporated.

Between January 2024 and April 2025, the website recorded more than 1,200 visits, with meaningful engagement across multiple levels: 19 residents

completed surveys online, 121 explored multiple pages or key project documents, and 945 accessed basic project information. These metrics demonstrate the website's success as both an entry point for curious residents and a comprehensive resource for those seeking deeper involvement in the planning process.

STAKEHOLDER CONVERSATIONS

In February 2024, the project team spoke with community leaders identified by talking to City staff familiar with the area, including registered neighborhoods. Outreach to eight registered neighborhoods started January 31, 2024, by email and phone. The conversations yielded recommendations and coordination of publicity and venues for public open houses. In addition, notes from the conversations helped the project team anticipate what questions the larger community might ask and aided in development of materials that would specifically address community interests. One of the neighborhoods invited the project team to the home of a long-time neighbor and community leader, and another neighborhood invited the project team to hold a pop-up event in a neighbor's front yard.

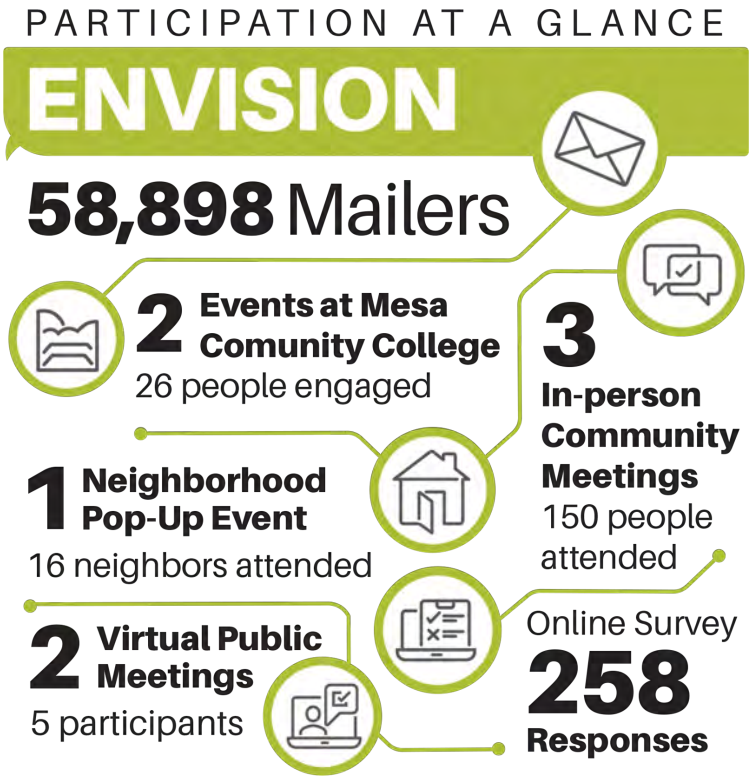
The project team also coordinated with the Mesa Community College (MCC) Manager for Student Life and Leadership to have materials and surveys distributed to students, and to attend a meeting of the Student Senate plus a monthly job fair/ food distribution event: "Working/We Care Wednesdays". Those events are described in the next section.

EXPLORE WHAT DID WE HEAR?

Through the EXPLORE phase of outreach, the project team was able to develop an initial list of local stakeholders, including points of contact for stakeholder groups such as registered neighborhoods, homeowners' associations, property owners and managers, and businesses. Early interviews also helped with message development based on the questions they asked.

Key recommendations from stakeholder discussions emphasized the need for a shared vision and a balanced mix of in-person and virtual outreach. Collaboration with local businesses, particularly in the Asian District, was seen as vital. Feedback revealed that west Mesa has long-established neighborhoods with

engaged, knowledgeable community leaders. Stakeholders expressed mixed opinions on transit-oriented development, with concerns about parking, safety, and the impact of multi-family housing on single-family neighborhoods. There was a strong desire to preserve single-family housing, improve safety, and enhance community amenities like parks, restaurants, grocery stores, and schools.



Based on the results of the EXPLORE phase, the team proceeded to community input activities for April. The purpose of this first round of engagement was to understand the community's vision for future development in the area.

ENVISION COMMUNITY ENGAGEMENT METHODS

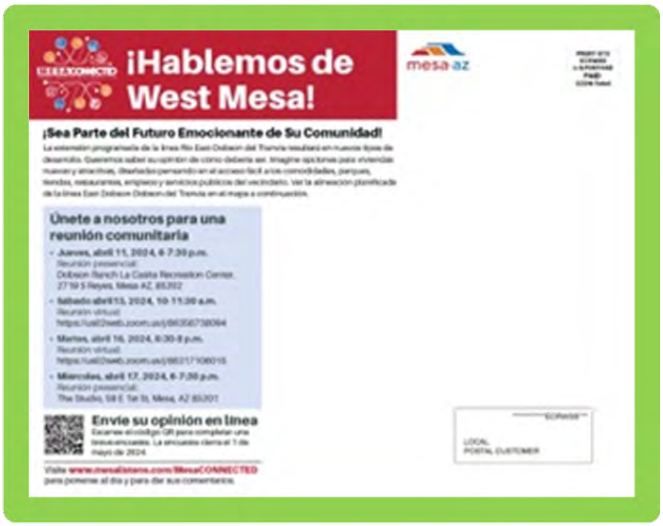
- Mass Mailing and Social Media
- Conversations with Students
- Community Meetings
- Focus Groups
- Online Survey

MASS MAILING AND SOCIAL MEDIA

Postcards were distributed to nearly 30,000 mailboxes on April 1, 2024, through two methods: 20,625 via USPS Every Door Direct Mail across 21 postal carrier routes, and 8,273 via first-class mail to property owners. Although this meant that some mailboxes might receive two notices, the City wanted the broad coverage to ensure that resident and business property owners and tenants were notified. The postcard, shown at right, included a brief dexcription of the effort, a Corridor map, inforatuion about upcoming community meetings, and a link/QR code pointing to the online survey (described below).

The mailing was conducted in accordance with recommendations for City staff and leadership who indicated that this is the type of publicity that has worked best in the past.

The City of Mesa also posted on their social media channels about the project and opportunities for community input.



CONVERSATIONS WITH STUDENTS

The project team coordinated with the MCC Manager of Student Life and Leadership, who suggested a conversation with the MCC Student Senate, which occurred March 4, 2024, and attendance at the MCC "Working Wednesday/ We Care Wednesday". "Working Wednesday" is a job fair for students, and "We Care Wednesday" is a food distribution event that takes place on the first Wednesday of every month and is open to all students, staff, and community members in need of food assistance.

COMMUNITY MEETINGS

The following community meetings were held:

- Thursday, April 11, 2024, 6-7:30 p.m. in person at Dobson Ranch La Casita Recreation Center
- Saturday, April 13, 2024, 10-11:30 a.m. Virtual
- Tuesday, April 16, 2024, 6:30-8 p.m. Virtual
- Wednesday, April 17, 2024, 6 – 7:30 p.m. in person at The Studios, 59 E 1st St.
- Saturday, April 20, Roosevelt Pop-up

The in-person meetings included display materials to provide information and pose questions. In addition to providing information about the MesaCONNECTED Corridor, definitions and examples of TOD, the large format (4-ft by 8-ft) displays posed questions to learn what types of amenities and housing the community would like to see added to west Mesa.

The "What is Missing in the Study Area?" and "What housing types would provide the greatest benefit to the Study Area?" displays were intended to be interactive, and that was accomplished by making stickers for each of the amenity and housing options shown and providing maps on the tables in front of the displays where people could place stickers.

Also at the in-person meetings, a slide presentation was delivered—the same presentation that was used for the virtual meetings—followed by a question-and-answer session.

The April 20, 2024, pop-up in the Roosevelt Neighborhood event was a tremendous success for the engagement program. Through discussions with City leadership and staff, it became clear that connecting with the long-established and historic neighborhoods in west Mesa was essential. We were strongly encouraged to reach out to these communities—and that's exactly what we did. The results were incredible. By engaging directly with longtime residents, we gained valuable insights into the area's rich history and unique character. Meeting people where they live allowed for open, meaningful conversations that truly captured the heart and spirit of the community.

DEVELOPER AND BUILDER FOCUS GROUPS

The City of Mesa Planning and Transit Services departments and Office of Economic Development reached out in mid-March 2024 to a list of developers and builders who could provide valuable insight based on their experience working in Mesa. The list was built based on contacts provided by the project team consultants, the City's Planning Department, and the Mesa Office of Economic Development. Invitations were sent and RSVPs requested for one of three focus groups:

- Tuesday, March 26, 9 a.m. to 10:30 a.m. Virtual.
- Tuesday, March 26, 2 p.m. to 3:30 p.m. Virtual.
- Wednesday, March 27, noon to1 p.m. In Person at the Mesa Office of Economic Development.

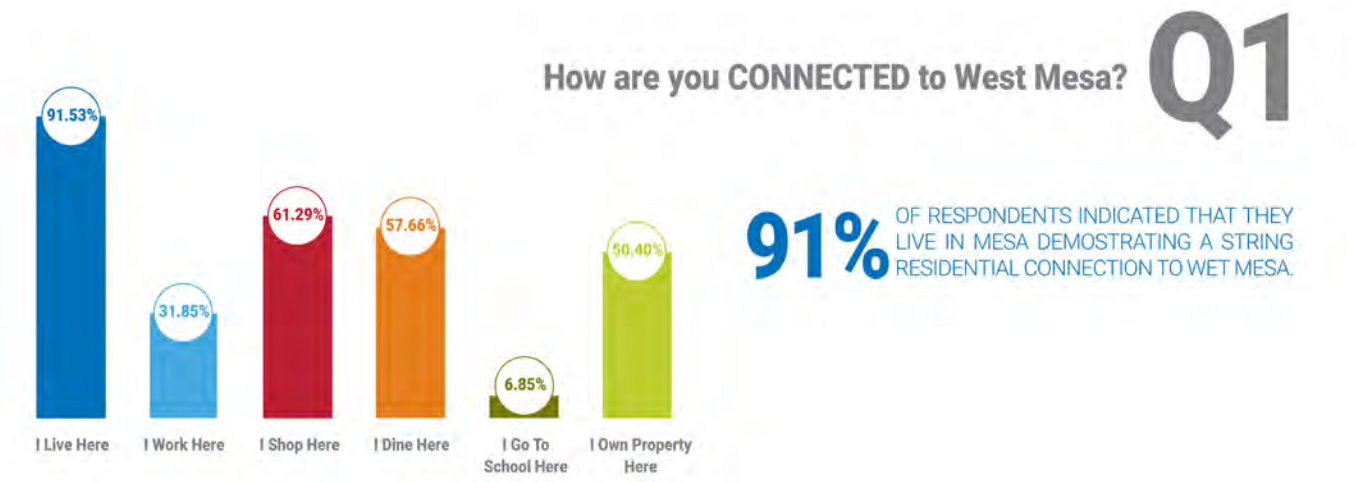
The focus groups were intended for discussion of the following:

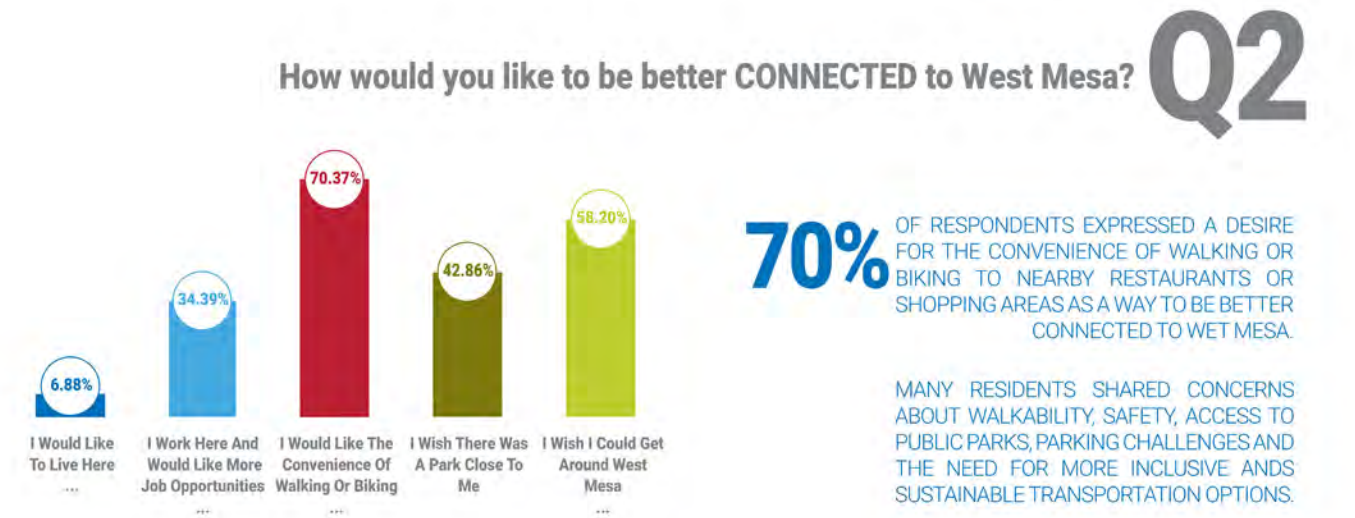
- What types of uses (e.g., retail, restaurants, housing, etc.) are missing in west Mesa?
- What is most needed to improve and rejuvenate the Country Club Road, Dobson Road, and Southern Avenue corridors?
- What type of housing should be added to west Mesa?
- How does transit spur interest in development?
- Are there regulatory barriers need to be addressed?
- Are there incentives that could be used to spur investment in the area?
- Questions and/or concerns about transit-oriented development?

The discussion focused on strategies for developing the west Mesa Corridor, with emphasis on transit-oriented development (TOD) and the area's demographics.

ONLINE SURVEY

The 8-question online survey was designed to emulate the display materials used for the community meetings so that people who could not attend the meeting could experience a similar level of participation and provide input consistent with that requested at the meetings. It was open April 1, 2024, and closed May 1, 2024. The questions and associated responses are as follows:





What is your favorite thing about West Mesa? Q3

PARTICIPANTS MOST OFTEN HIGHLIGHTED **COMMUNITY, TRANSPORTATION ACCESS, AND LOCAL AMENITIES** SUCH AS PARKS, RESTAURANTS, AND SHOPS.

What local services would you like to be within walking distance of your home or business? Q4

TOP PRIORITIES FOR NEARBY AMENITIES INCLUDED **SIT-DOWN RESTAURANTS, SHOPPING OPTIONS, AND WELCOMING PUBLIC SPACES** FOR GATHERING

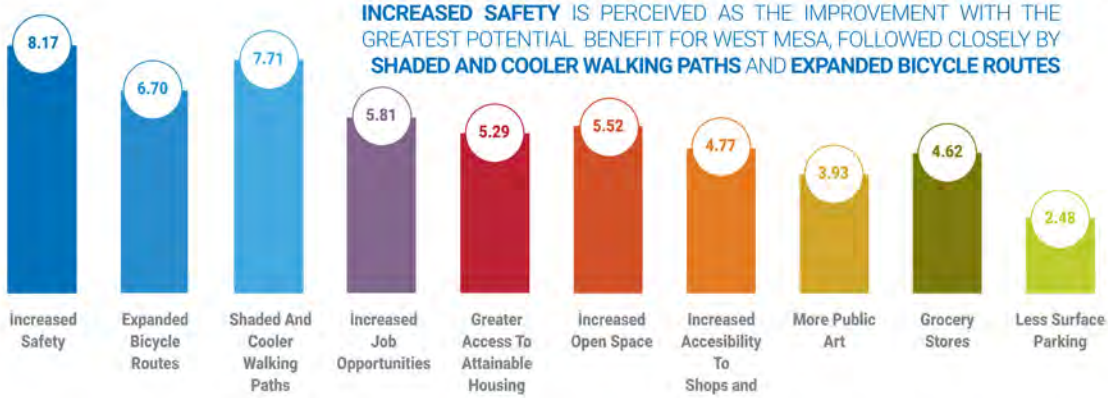
Are there any services not listed in question 4 that you would like to be within walking distance of your home or business? Q5

WHEN ASKED ABOUT ADDITIONAL NEARBY SERVICES, RESPONDENTS MOST FREQUENTLY MENTIONED **PARKS, DOG PARKS, BIKE INFRASTRUCTURE, EXPANDED SERVICES, AND ACCESSIBLE PUBLIC SPACES.**

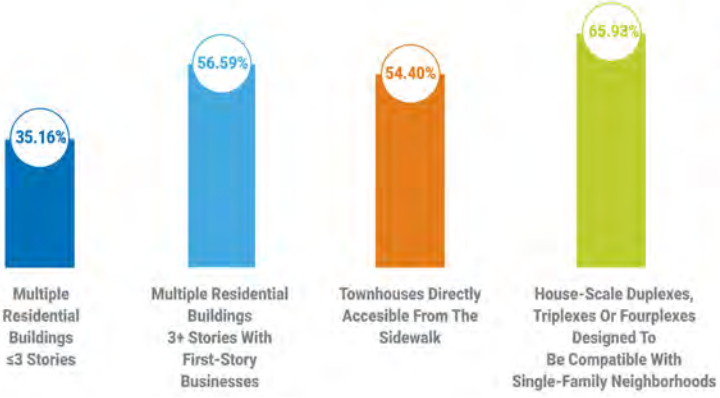
1. **PARK** — Desire for green, recreational spaces close to home.
2. **BIKE** — Interest in bike-friendly infrastructure and connectivity.
3. **DOG-FRIENDLY** — Demand for dog parks or pet-friendly areas.
4. **ACCESIBILITY** — A call for accessible, shared community spaces.
5. **SAFETY** — Concerns about safety in public and active transportation areas.

What improvements would have the greatest benefit for West Mesa? Q6

INCREASED SAFETY IS PERCEIVED AS THE IMPROVEMENT WITH THE GREATEST POTENTIAL BENEFIT FOR WEST MESA, FOLLOWED CLOSELY BY **SHADED AND COOLER WALKING PATHS** AND **EXPANDED BICYCLE ROUTES**



What type(s) of housing do you think should be added to West Mesa? Q7



70% OF RESPONDENTS ARE IN FAVOR OF HOUSE-SCALE DUPLEXES, TRIPLEXES, OR FOURPLEXES. THIS REFLECTS A PREFERENCE FOR GENTLE DENSITY THAT BLENDS INTO EXISTING SINGLE-FAMILY NEIGHBORHOODS.

MANY RESIDENTS VOICED STRONG CONCERNS ABOUT THE IMPACT OF HIGH-DENSITY DEVELOPMENT.

ENVISION WHAT DID WE HEAR?

Beyond the feedback received via the online survey, the community shared during the ENVISION phase a desire to create a safe, vibrant, and culturally rich West Mesa with:

- Connected transit
- Thriving small businesses
- Accessible housing
- Family-friendly recreation
- Inclusive, flexible development policies.

The feedback called for improved walkability, better trail and canal connections, and greater safety at night, especially around downtown. Participants expressed support for local and small businesses, including pop-up shops, food trucks, boutiques, craft stores, and step-up spaces for new businesses and entrepreneurship. There is a demand for higher-end restaurants, coffee shops, farmers markets, and boutique retail clusters, and interest in maker spaces, urban gardens, and spaces for job creation, especially tech and manufacturing jobs. People also suggested reuse of empty lots for community benefit (e.g., gardens or gathering spaces).

There was mixed feedback on housing, with support for varied housing types including affordable and market-rate; and pushback on more apartments, especially near single-family homes due to perceived crime. Interest also was expressed in multigenerational and senior housing with amenities like indoor pools and fitness facilities.

Recreation, arts and culture were highlighted as being important to the community, with calls for more day and nightlife activities unique to Mesa; art galleries, museums, parks, and family-friendly open spaces; community centers with fitness, yoga, and entertainment; and better movie theaters, indoor and outdoor entertainment spaces.

Support was expressed for mixed-use development, cooling corridors, and flexible parking, including desire for village-style developments with underground or wrapped parking. Comments stated the importance of good signage, design standards, and making places walkable and attractive; promotion of multi-generational needs and inclusive spaces; and emphasis on preserving and building on Mesa's diverse cultural fabric, including the Asian district.

The City was encouraged to align plans with market realities and demographics; reduce bureaucratic barriers (e.g., simplify zoning, permitting, and approval processes); and offer redevelopment incentives like tax relief, shared parking, and flexible zoning.

PARTICIPATION AT A GLANCE

As the draft plan came together, exhibits were prepared to illustrate the corridor vision and transit node typologies, and the team prepared to present them to the community and ask for feedback. The project team and City also convened a number of valuable focused conversations with specific stakeholders, in keeping with the "Implementable Plan" engagement goal, tackling topics like active transportation, and digging deeper on how existing and future development, housing, and business in the Corridor could benefit from the plan.

PLAN COMMUNITY ENGAGEMENT METHODS

- Focus Groups
- Business Open Houses
- Mass Mailing
- Community Open Houses
- Virtual Open House

MOBILITY AND CONNECTIVITY FOCUS GROUP

The project team and City of Mesa Planning, Transit Services, and Office of Economic Development hosted a Mobility & Connectivity Focus Group via Zoom on Tuesday, September 24, from 3:00 p.m. to 5:00 p.m. Topics covered included active transportation challenges and strategies, public realm design for micromobility, maximizing connectivity with neighborhoods, and key opportunities such as the Tempe Canal, 8th Avenue, and transit to transit connections. Participants were transportation professionals with special expertise in active transportation and micromobility from the private sector, the City of Mesa, Valley Metro, and the Maricopa Association of Governments.

DEVELOPER AND BUILDER FOCUS GROUPS

Building on the success of the focus groups in March 2024 and several months developing the draft Plan, the project team scheduled a second round of Developer and Builder focus groups to present progress and once again gather input:

- Thursday, Jan. 16, 2025, 9 a.m. to 10:30 a.m. Virtual.

- Tuesday, Jan. 21, 2025, 2 p.m. to 3:30 p.m. Virtual.
- Tuesday, Jan. 28, 2025, 11:30 a.m. to 1 p.m. In Person at the City of Mesa Office of Economic Development.

The meetings included a presentation by the planning team and open conversation to hear participant feedback.Discussion focused on urban development challenges and recommendations for improving the City's approach to creating more walkable, dense, and transit-oriented communities.

ASIAN DISTRICT BUSINESS OPEN HOUSE

Because the Mesa Asian District is such a key activity center in the Corridor—a popular destination and undergoing development—the project team coordinated with the Mekong Plaza Property Owner and Co-Chair of the Mesa Asian District to schedule a special open house for Asian District businesses on Sept. 25, 2024, at Mekong Plaza. Invitations were hand delivered to 130 businesses on Sept. 12 and 13, and in coordination with the property owner, the property manager emailed the invitation out as well.

The primary conversations at this event were about walkability and making things more connected without losing the businesses or energy that is there now. Shade was also an important item that several thought could be improved in the public realm. Shade would help encourage more movement and activity throughout the year. People were very interested in the timeline and generally provided positive reactions to the concepts and renderings presented.

CORRIDOR BUSINESSES OPEN HOUSE

A special open house for Corridor businesses was held on Oct. 1, 2024, because the project team wanted to make sure that corridor businesses were specifically invited specifically to participate and because there was so much conversation with City leadership and staff, and the community, about the importance of small businesses to west Mesa.

The postcard shown here was mailed to 486 businesses along the Dobson, Southern, and Country Club corridors two weeks in advance of the event. A gentleman who owns many businesses, some of which are in the Corridor, joined the team and provided valuable insight as due to his familiarity with the Corridor. He was very interested in the development and corridor vision ideas and was in support of that higher density development. He had a few comments about allowing for parking and visibility for businesses.

MASS MAILING

In November 2024, the project team conducted a second round of USPS Every Door Direct Mail to 20,625 mailboxes on 21 selected postal carrier routes plus first class mailing to Property Owners (8,273). The purpose of the mailing was to announce two in-person open houses (Dec. 16 and 17, 2024) and a virtual open house available on the project website Dec. 1 through 30.

COMMUNITY OPEN HOUSES

The two in-person open houses were held in Dec. 16 at The Studios and Dec. 17 at Dobson Ranch. Participants were able to view exhibits illustrating the corridor vision and transit node typologies and provide their feedback either verbally through discussions with team members who took notes, on sticky notes available near the displays, or on written comment forms provided at the entrance.

VIRTUAL OPEN HOUSE

To provide maximum convenience for the community during the busy month of December, the City prepared not only two in-person open houses, but also a virtual open house to present the draft TOD plan and solicit input. displayed the same information and was live for the entire month.

The virtual open house was live 24/7 between Dec. 1 and Dec. 31, 2024, at www.mesalistens.com/MesaCONNECTED. Participants were offered four "flipbooks" containing images and text that they could flip through at their leisure to learn about:

1. **MesaCONNECTED** Corridor and Transit Node Vision
2. Regional Node Typology
3. Urban Node Typology
4. Neighborhood Node Typology

Each flip book offered an opportunity for open ended comments. Overall, the feedback reflected a mix of skepticism, concern about negative effects, and support for sustainable, community-oriented development that prioritizes accessibility and affordability.

PLAN WHAT DID WE HEAR?

Community feedback showed strong support for mixed-use, walkable developments with green spaces, but also expressed concerns over homelessness, crime, noise, and the impacts of dense, high-rise buildings. Residents preferred small-scale, community-focused development that balances affordability with vibrant amenities like restaurants and parks. They advocated for improved infrastructure—better lighting, cleaner streets, more buses—and stressed that addressing basic safety and cleanliness must precede major changes.

The discussion on improving bikeability and walkability in the Corridor highlighted current barriers such as wide streets, fast traffic, and poor pedestrian infrastructure, but also pointed to successful models like Southern Avenue's streetscape. Participants emphasized the importance of connecting destinations with shorter trips, piloting smart transportation technologies, and improving access through zoning and development policies.

Key suggestions from the development community included streamlining permitting, offering development incentives, prioritizing shade and pedestrian-friendly design, and enhancing communication and flexibility from the City to support sustainable, community-oriented growth.

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MESACONNECTED
TRANSIT ORIENTED DEVELOPMENT PLAN

TASK 2.4

AFFORDABLE HOUSING INVENTORY

TASK 2.4 AFFORDABLE HOUSING INVENTORY

INTRODUCTION

The purpose of this memo is to present an overview and analysis of corridor housing inventories, trends, current supply and demand for housing, TOD policies and funding within the City of Mesa ("The City") and the "Corridor". The growing need for affordable housing has required the evaluation of solutions to address inclusive, economically sustainable regional housing development. While this memo includes a summary of general housing market conditions in the City of Mesa, the primary purpose is to compare key variables in the inventory and growth rates for both market rate and affordable housing products (rent and for sale) within the Corridor. The assessment of these variables will help identify best practices related to TOD affordable housing, strategies around funding and regulations that address housing needs and public and private investment strategies that could help "move the market."

The housing sector plays a critical role in the TOD process. This analysis aims to summarize the key trends as well as other findings relevant to the project. The analysis covers the comparison of housing inventory and prices, household income, among other factors that influence the housing market in the City of Mesa and the Corridor.

To conduct this study, several sources such as the U.S. Census Bureau ACS, ESRI Business Analyst, Zillow Research, Redfin, CoStar, MAG, and Maricopa County Assessor's Office were used for data collection.

1. HOUSING INVENTORY AND TRENDS

In 2022, there were an estimated total of 218,000 housing units and 193,000 households in the City of Mesa. Housing units consist of single-family homes, condominiums, multi-family units, mobile homes, and RVs. This analysis includes an assessment of both single-family homes and multi-family dwelling units, of which 9.8% of the City total are located in the Corridor.

Table 1 gives an overview of the estimated housing units in the Corridor and the City of Mesa respectively. Housing compositions vary across these two areas. The Corridor exhibits a greater proportion of multi-family units (72%) compared with the City (38%) 72, which indicates a difference in population densities as well as housing demand and preferences for both geographies.

Table 1: Housing Inventory

Housing Inventory in Mesa and the Corridor,2022		
Land Use Type	**Corridor**	**Mesa**
Single-family	5,223	120,857
Multi-family	13,756	73,411
Total	18,979	194,268
% Single-family	28%	62%
% Multi-family	72%	38%
% City Total	9.8%	100%

Source: U.S. Census ACS 2022, Table DP04, Esri ACS Housing Summary 2017-2021, CoStar, and Redfin 2022-2023

Table 2 shows the percentage of households by housing tenure in the City. The proportion of owners and renters in Mesa may indicate the current demand for multifamily and single-family homes. Table 3 illustrates a summary of the number of housing units with and without a mortgage in Mesa. The quantity of units with a mortgage relative to the total number of owner-occupied units may indicate accessibility to homeownership in Mesa.

Table 2: Housing Tenure

Housing Tenure in Mesa, 2010-2022			
	2010	**2020**	**2022**
Owner	108,793	116,424	122,099
Renter	57,117	70,079	71,217
Total Households	165,910	186,503	193,316
%Owner	66%	62%	63%
%Renter	34%	38%	37%
Source: U.S. Census Bureau ACS 5-year estimates Table S2501			

Table 3: Mortgaged Units

Owner-occupied Mortgaged Units in Mesa			
	2010	**2020**	**2022**
With Mortgage	76,000	75,584	79,043
Without Mortgage	32,793	40,840	43,056
Total	108,793	116,424	122,099
% With Mortgage	69.9%	64.9%	64.7%
% Without Mortgage	30.1%	35.1%	35.3%
Source: U.S. Census Bureau ACS 5-year estimates Tables S2506 and S2507			

Table 4 shows the quantity of multi-family units and inventory growth from 2010 to 2023. In 2023, the Corridor contained approximately 19% of the City's multi-family units, having increased at a compound annual growth rate (CAGR) of approximately 1% per year, mirroring trends seen in the City at large.

Table 4: Multi-family Units

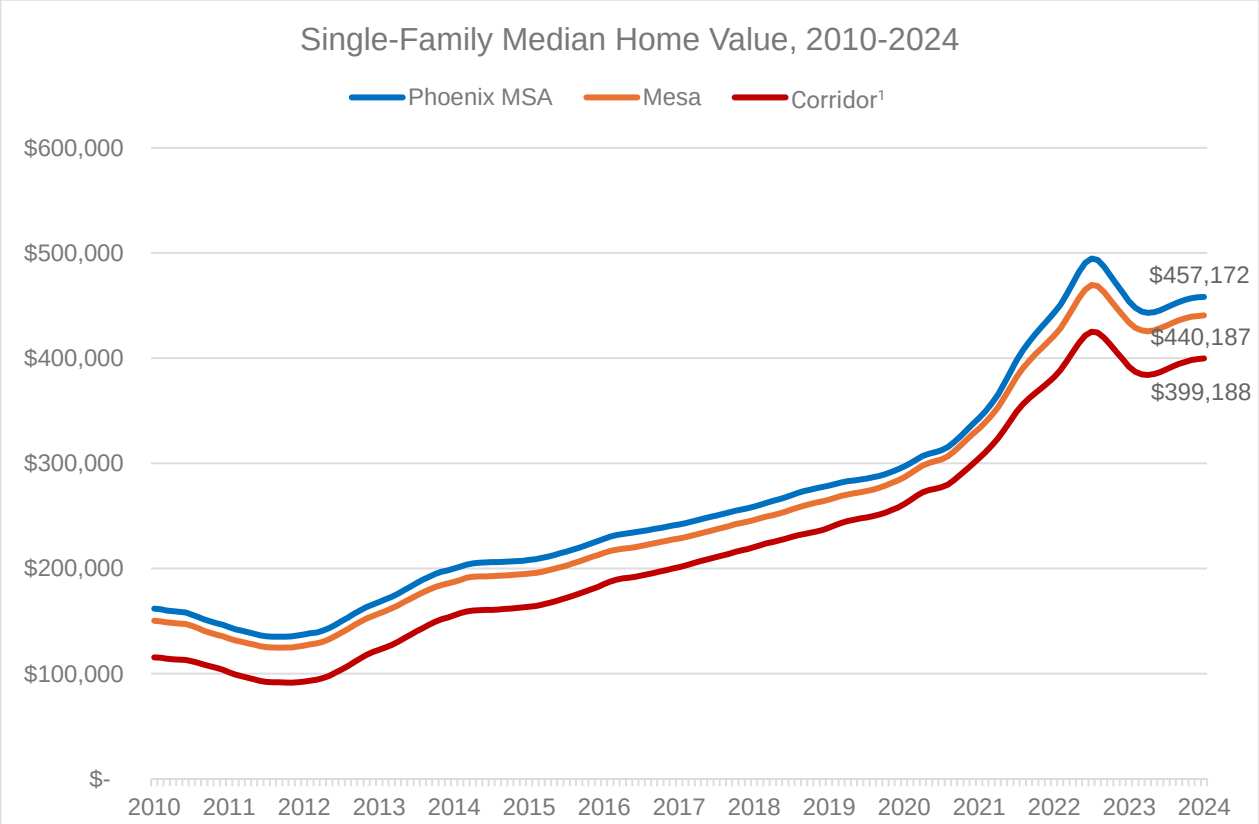
Multi-Family Housing Unit Inventory and Growth 2010-2023		
	Corridor	**Mesa**
Multi-Family Housing Units	13,756	73,411
% of City Total	19%	100%
Units Delivered 2010-23	**1,669**	**8,775**
% Growth	14%	14%
CAGR 2010-2023	1%	1%
Source: Costar		

2. HOUSING COSTS

While the City of Mesa offers a range of housing options, affordability remains a concern. As of 2023, the median price for a single-family home reached $432,000, marking a 15% price increase over the past two years, meanwhile the same property type in the Corridor stands at $390,000 with an increase of 13% during the same period. Figure 1 shows a consistent increase in home prices over the years, particularly at a higher rate after 2021, as well as nearly identical growth trends across all three regions.

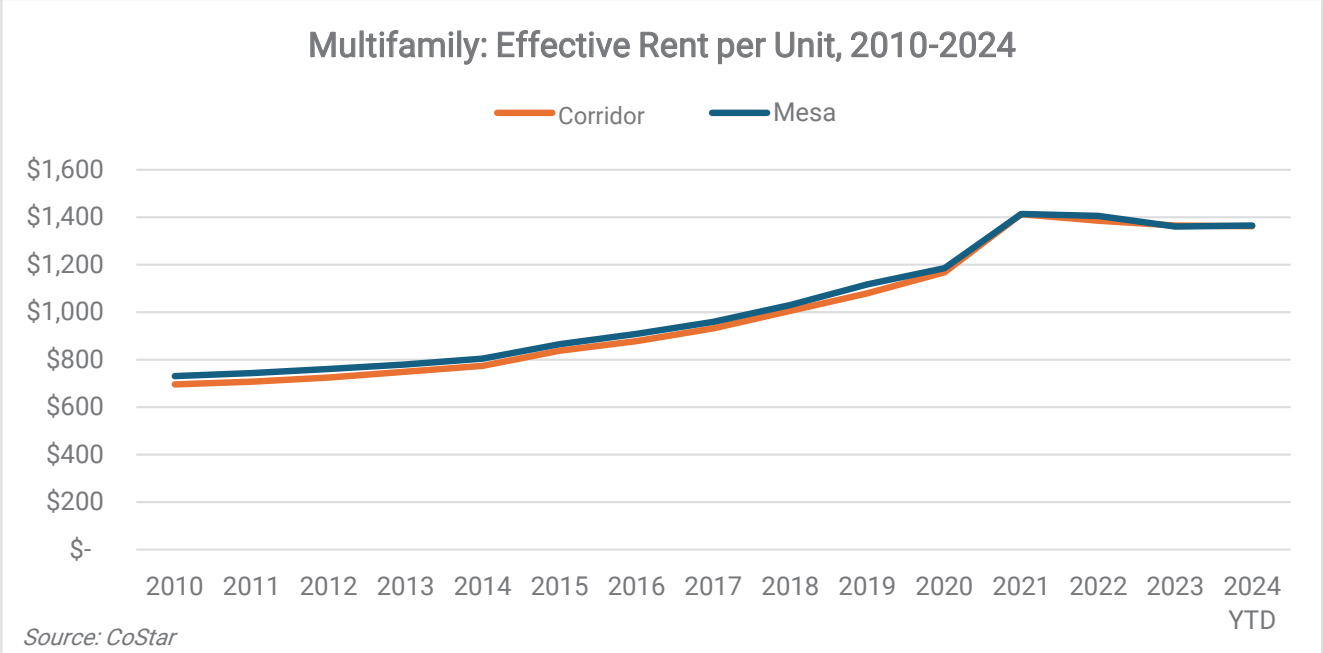
In 2023, monthly rent for multi-family units in both the Corridor and the City was approximately $1,300, reflecting a modest decrease since 2021 (Figure 2). Average rents per unit in the Corridor have historically trended up and down with those of the City. However, when considering rent per square foot, multi-family rents in the Corridor have consistently remained 8-9% higher than the City since 2020, implying that residents in the Corridor are paying the same price or more for smaller units (Figure 3).

Figure 1: Single-Family Median Home Value



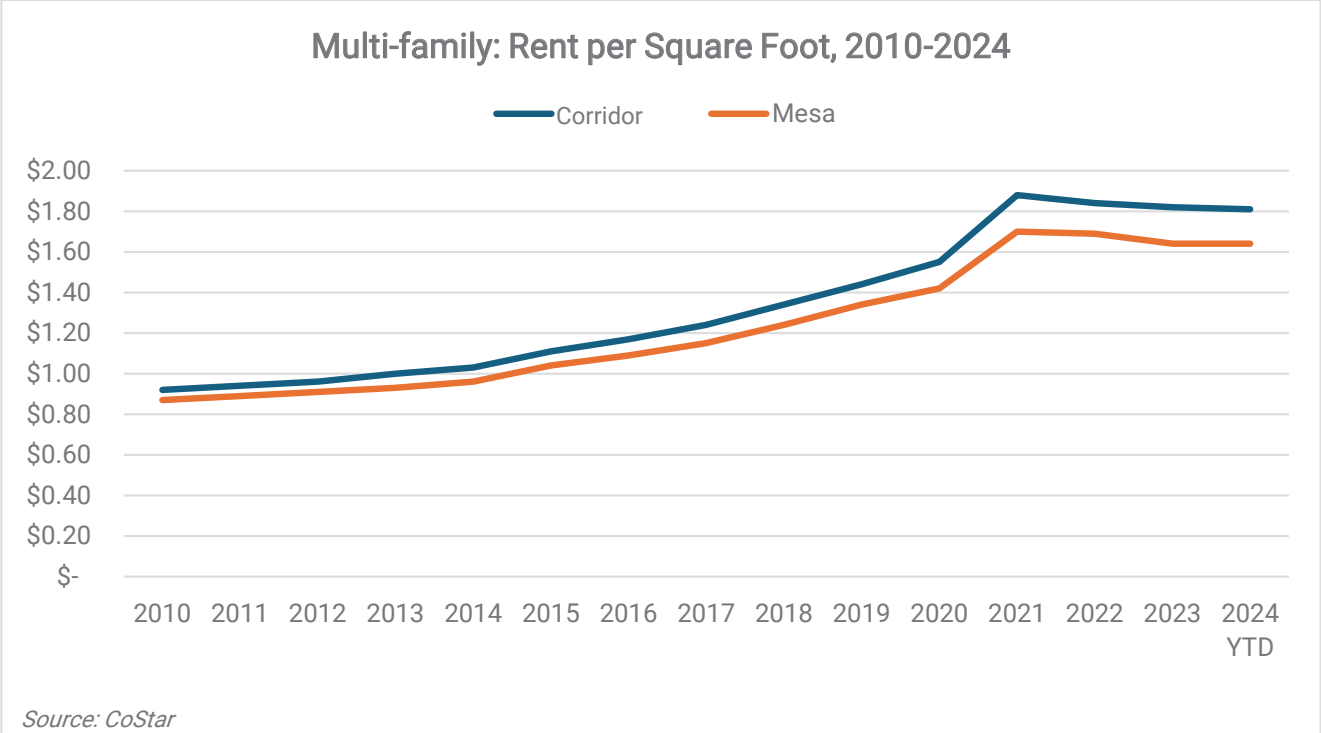
(1) The data presented were estimated from the respective zip codes that constitute the Corridor
Source:Zillow Research, ZHVI

Figure 2: Rent per Unit



Source: CoStar

Figure 3: Rent per Square Foot



Source: CoStar

3. INCOME AND AFFORDABILITY

The U.S. Department of Housing and Urban Development (HUD) establishes the maximum housing costs that households can pay to rent or buy housing units that receive federal funding, tax credits, and other financial services for each county or metropolitan statistical area (MSA) in the US based that region's Area Median Income (AMI). Table 5 shows the housing costs and associated maximum rent (after subtracting utilities costs) for the four affordability tiers in the Phoenix MSA.

These rent limits frame the context of affordable housing costs and needs in the City of Mesa (2023 median household income of approximately $70,000) and offer insights into the ability of households to pay market rate rents or qualify for rent-controlled affordable housing units. Households in the Extremely Low (30% AMI) and Very Low (50% AMI) income categories would not likely be able to pay the average market rate rent of approximately $1,300 in the City.

Table 5: Affordable Housing Rent Limits

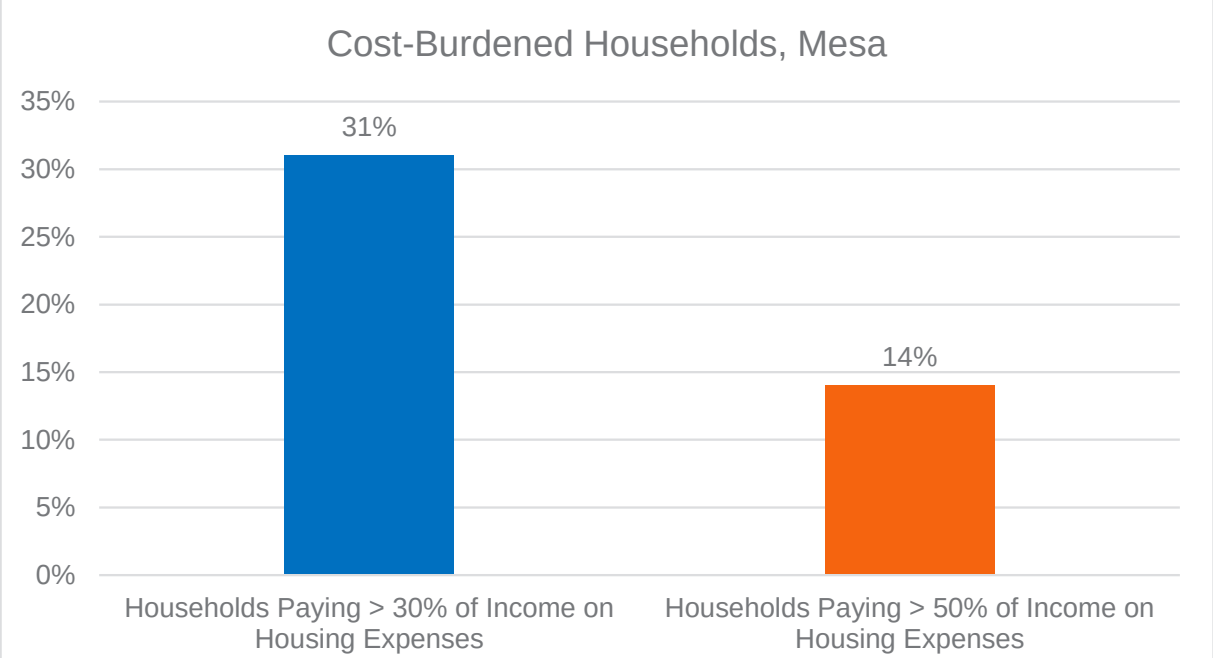
Affordable Housing Qualifying Income and Annual Expenditures				
Monthly	**Extremely Low 30% AMI**	**Very Low 50% AMI**	**Low 80% AMI**	**Moderate 120% AMI**
Allocated Housing Cost[1]				
1-Person Household (Studio)	$464	$774	$1,238	$2,176
2-Person Household (1BR)	$530	$884	$1,414	$2,486
3-Person Household (2BR)	$596	$994	$1,590	$2,799
4-Person Household (3BR)	$694	$1,104	$1,766	$3,108
5-Person Household (4BR)	$812	$1,193	$1,909	$3,357
Utilities[2]				
1-Person Household (Studio)	$138	$138	$138	$138
2-Person Household (1BR)	$143	$143	$143	$143
3-Person Household (2BR)	$163	$163	$163	$163
4-Person Household (3BR)	$186	$186	$186	$186
5-Person Household (4BR)	$234	$234	$234	$234
Available for Rent Payment				
1-Person Household (Studio)	$326	$636	$1,100	$2,038
2-Person Household (1BR)	$387	$741	$1,271	$2,344
3-Person Household (2BR)	$433	$831	$1,427	$2,636
4-Person Household (3BR)	$508	$918	$1,581	$2,923
5-Person Household (4BR)	$578	$959	$1,675	$3,124

(1) Area Median Income limits for Extremely Low, Very Low-, Low-, and Moderate-income tiers: Phoenix MSA (effective 06/22)

(2) Housing Authority of Maricopa County, AZ, effective 7/31/2022

Additionally, HUD characterizes housing cost burden as occurring when housing costs exceed 30 percent of a household's gross income, and extreme housing cost burden as those that pay at least 50% of gross income for housing costs. According to Maricopa Association of Governments, multi-family households have the highest percent of households that are cost burdened. About 31 percent of households pay over 30 percent of their income in housing expenses, while another 14 percent of households pay over 50 percent of their income in housing expenses (Figure 4). Figure 5 gives a comparison of the average rent per unit type and the 30 percent allocated housing cost for each AMI level, which serves as a visualization tool offering insights about the differences between affordability levels and rent prices in the Mesa area.

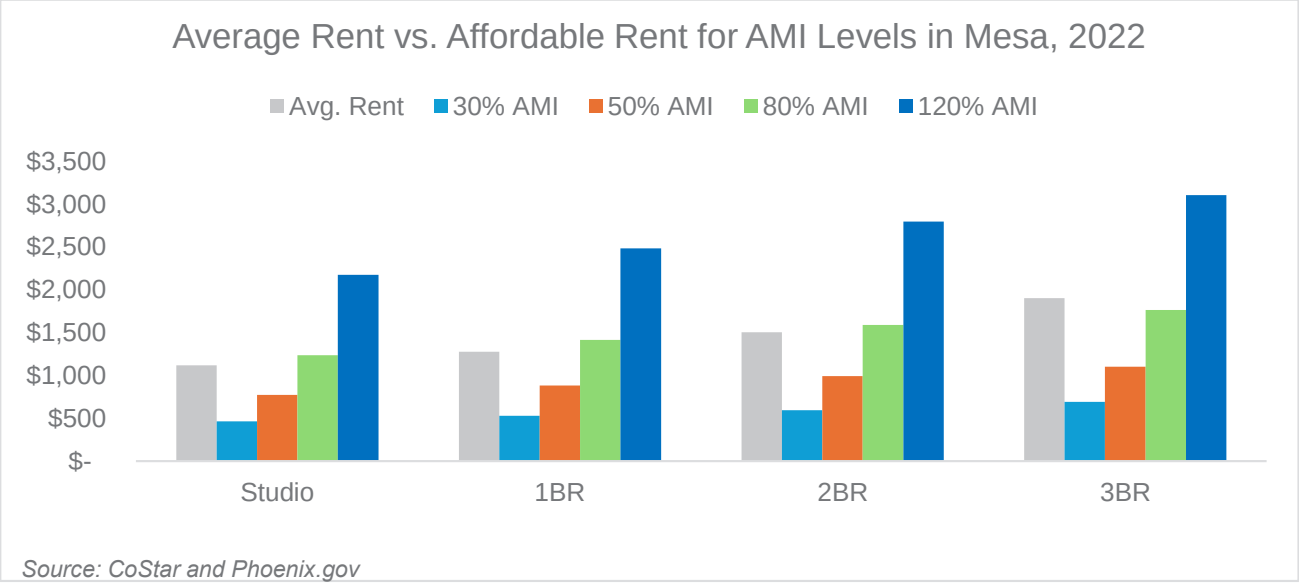
Figure 1: Cost-Burdened Households



Source: Maricopa Association of Governments, AECOM

The average monthly rent in Mesa does not align with affordability for all income brackets. Figure 5 shows a comparison between the average monthly rent for various unit sizes and the rent considered affordable for each income level. There is an evident trend revealing that households in the 30-50% AMI range are unable to afford the average rent for any unit size in Mesa. Similarly, households at the 80% AMI level find themselves just above the average rent threshold, while those at the 120% AMI level do not experience significant rent burdens for any unit size.

Figure 1 : Average Rent and Affordable Rent Levels

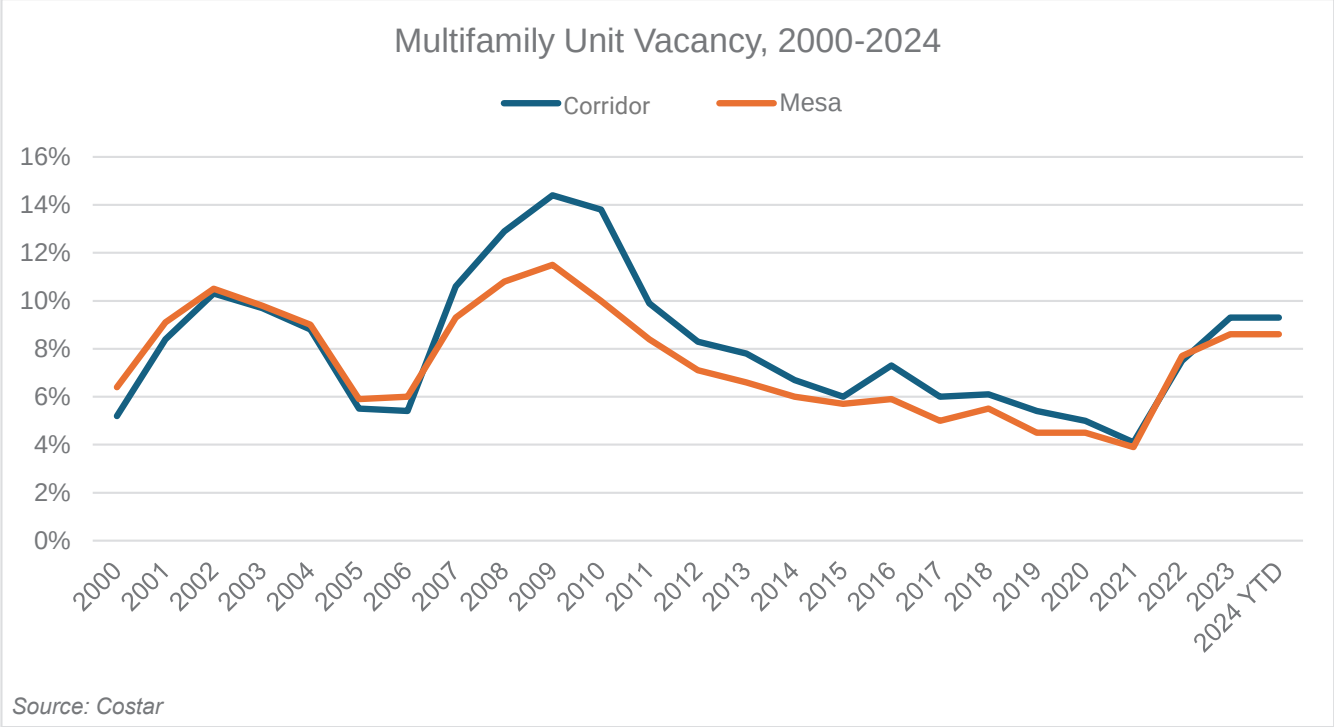


Source: CoStar and Phoenix.gov

4. VACANCY RATES

In recent years, multi-family units in the city have experienced an increase in vacancies, with a particularly higher rate observed in the Corridor. The most recent data shows the overall vacancy rate stands at 9.3% and 8.6% in the Corridor and City of Mesa respectively, an increase of nearly 5% since 2021. Meanwhile, single-family units have a vacancy rate of nearly 5% at the city level.

Figure 1 : Multifamily Unit Vacancy



Source: Costar

5. DENSITIES IN MESA

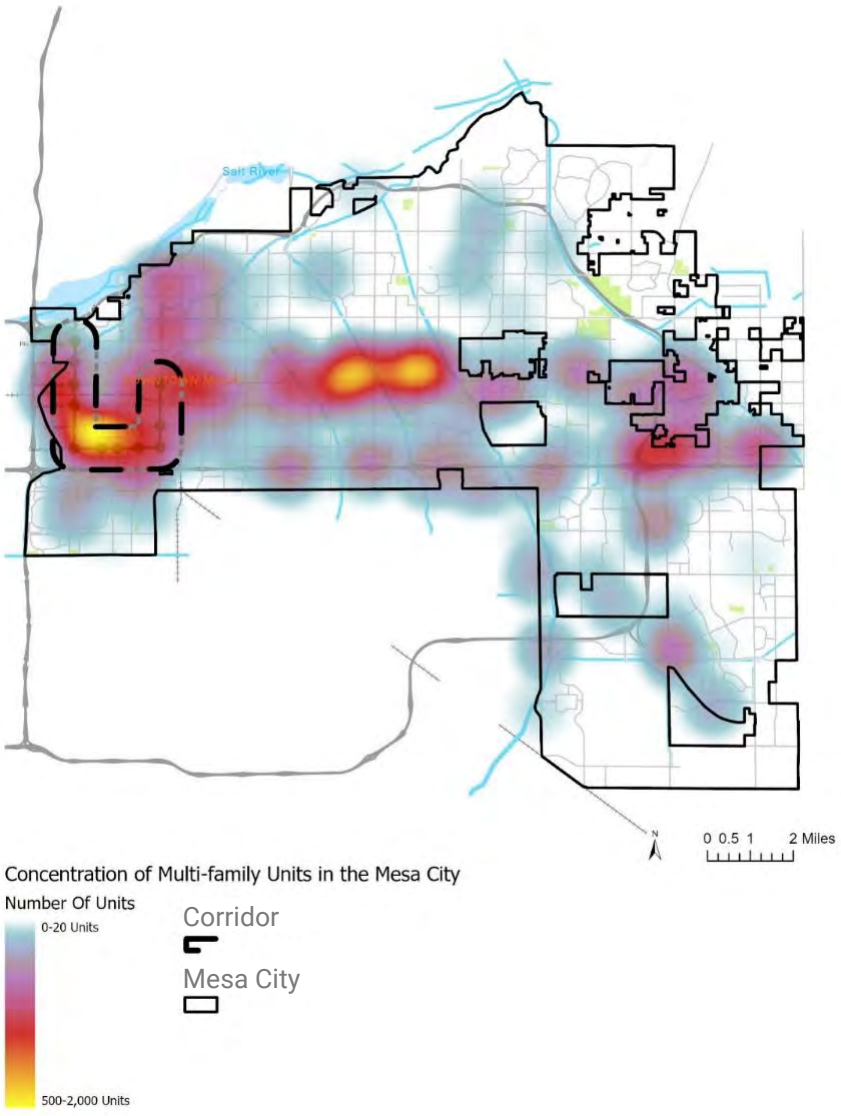
Figure 7 illustrates the concentration of multifamily buildings within the Corridor. Multifamily buildings are the most concentrated in the southwest region. Nearly 90% of these multifamily buildings were constructed before 1990, suggesting the multifamily inventory is of older stock with few developments in the past three decades market. The size of housing developments varies significantly, from small complexes with 8 units to larger developments with 582 units.

Figure 7: Concentration of Multi-family Buildings in the Corridor, Weighted by Number of Units per Building

Source: Costar; AECOM 2024

There are two major concentrations of multi-family units in the City, the Corridor and a neighborhood east of the Corridor in the center of the City. Data from CoStar indicate multifamily units in this area consist of larger units and lower price per square foot compared to the Corridor. The median size of a multifamily unit in the Corridor is 745ft² with an average monthly rent of $1,300. By contrast, the median size of multifamily units in the central region of Mesa is 774ft² with an average monthly rent of $1,200. Certainly, location plays a pivotal role in determining housing prices. However, it is important to recognize that individuals consider multiple factors when making housing choices, beyond just geographical location.

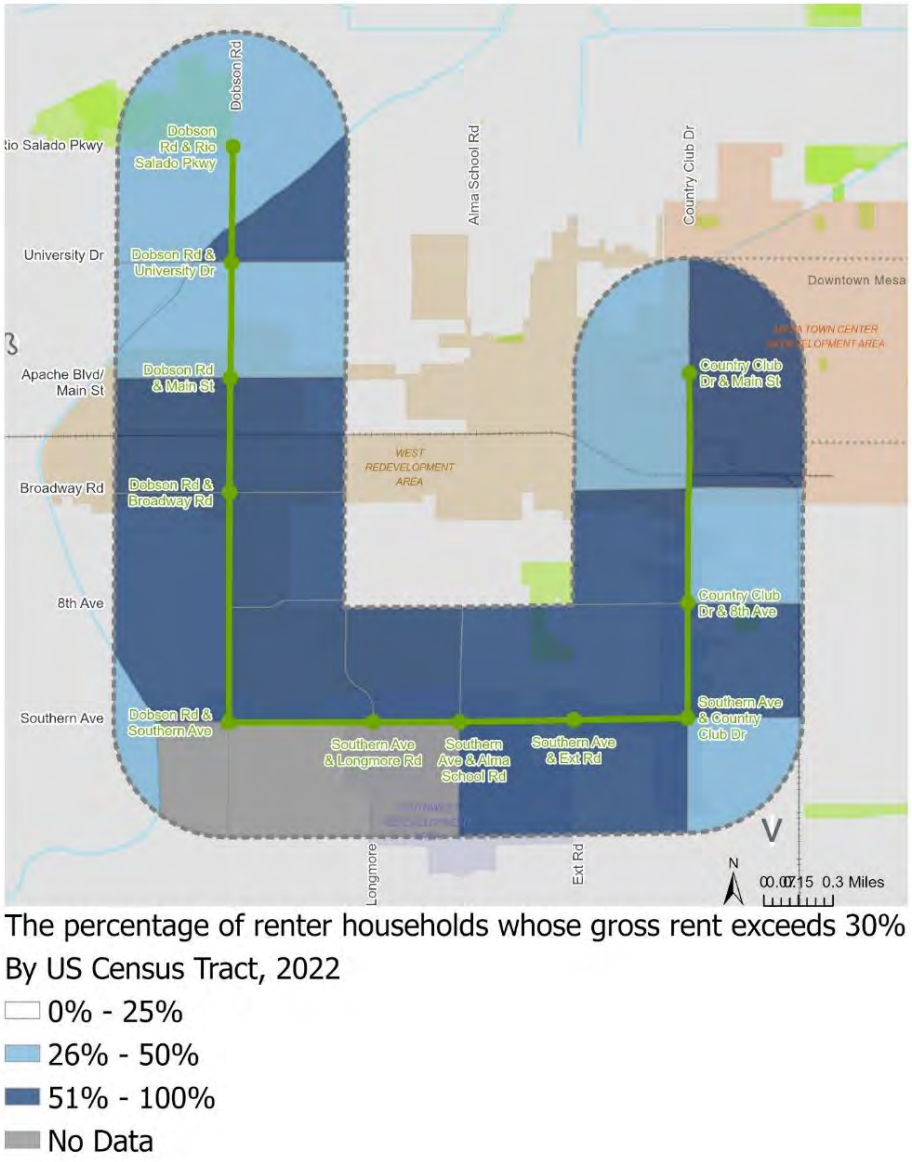
Figure 8: Concentration of Multifamily Buildings in Mesa City, Weighted by Number of Units



Source: Costar; AECOM 2024

Figure 8 and Figure 9 show the percentage of renters and owners whose gross rents exceed 30%. Most renters in the Corridor are cost burdened, while the number of burdened renters exceeds that of homeowners. These figures highlight the challenges in housing affordability for a large number of households in the Corridor.

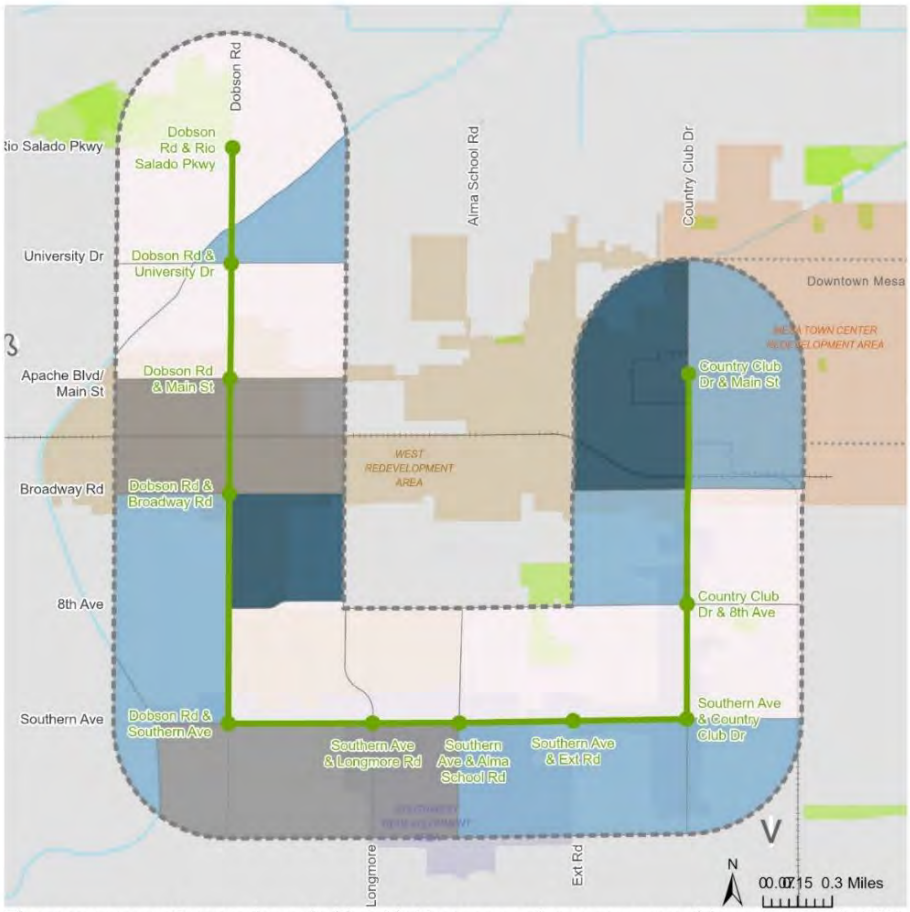
Figure 9: Percentage of Renters whose Gross Rents Exceed 30%



Source: American Community Survey 5-year estimates; AECOM 2022

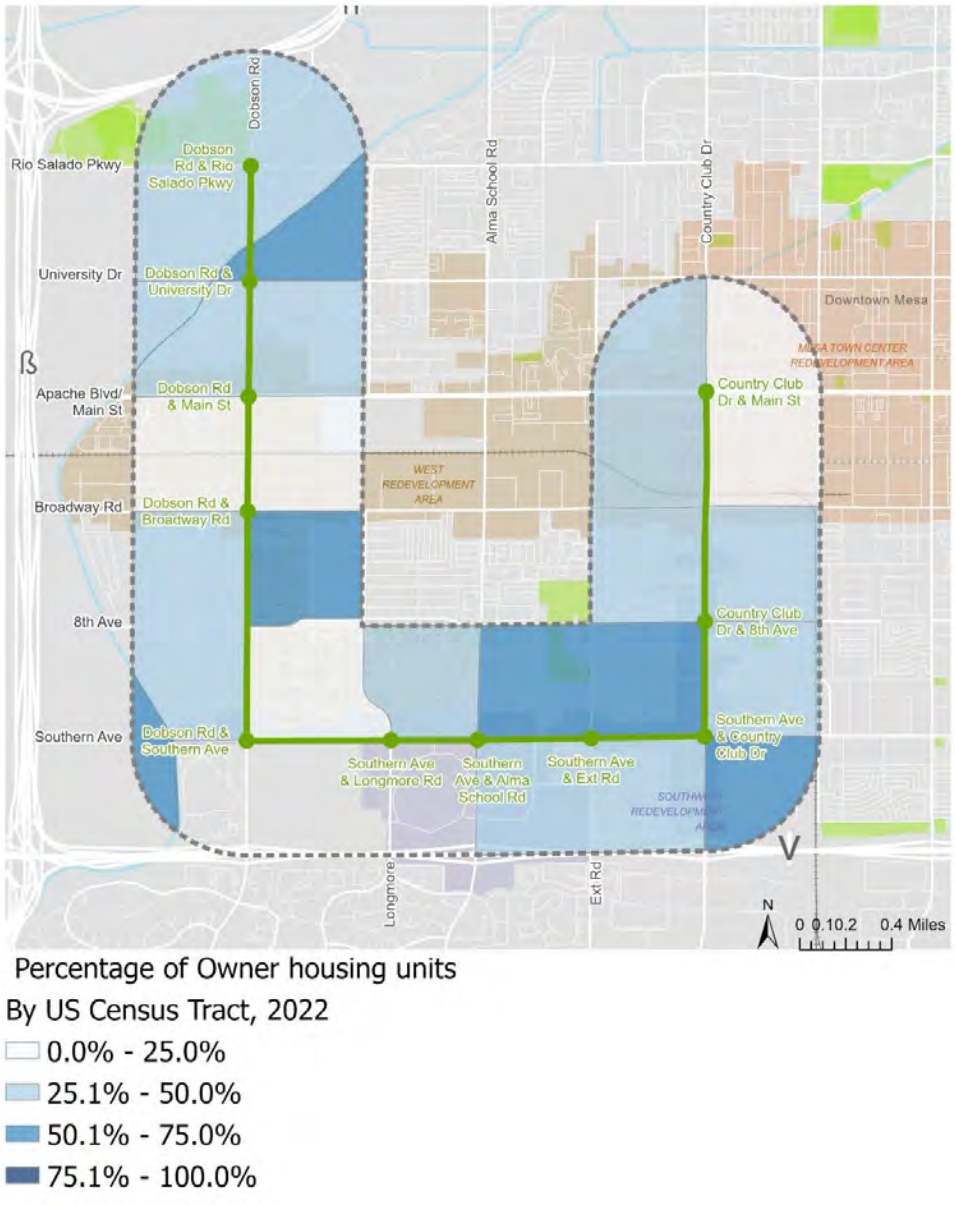
Figure 10 and Figure 11 display the distribution of owner- and renter-occupied housing units in the Corridor. There are more rentals than owner units in the Corridor despite renters facing a higher burden of housing costs. Many of these areas have more than 60% rental units, highlighting the importance of the rental market. Meanwhile, homeownership is mainly concentrated in the southeast near Southern Ave and Country Dr.

Figure 10: Percentage of Owners with Mortgages whose Gross Payment Exceed 30% of their Income



Source: American Community Survey 5-year estimates; AECOM 2022

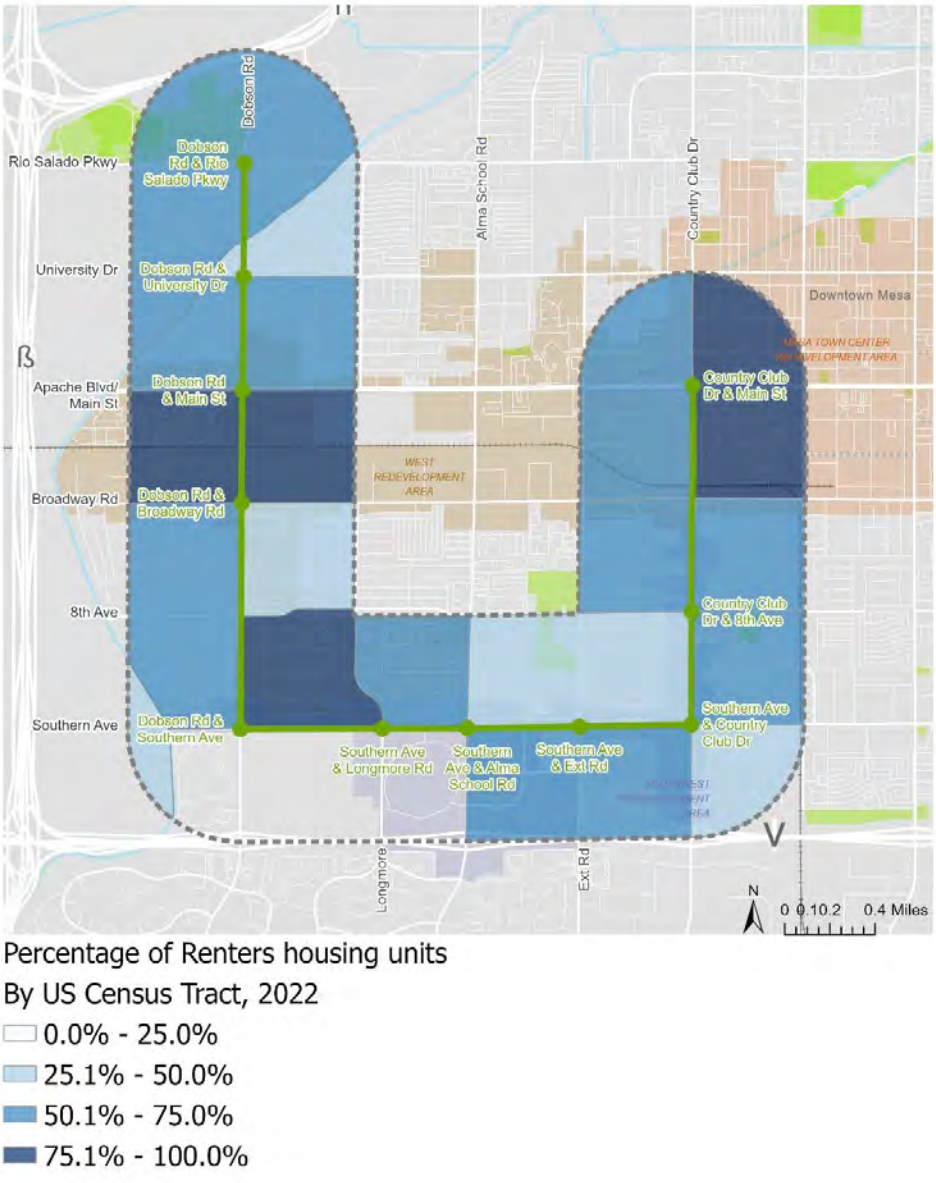
Figure 11: Owner-Occupied Housing Units



Source: American Community Survey 5-year estimates; AECOM 2022

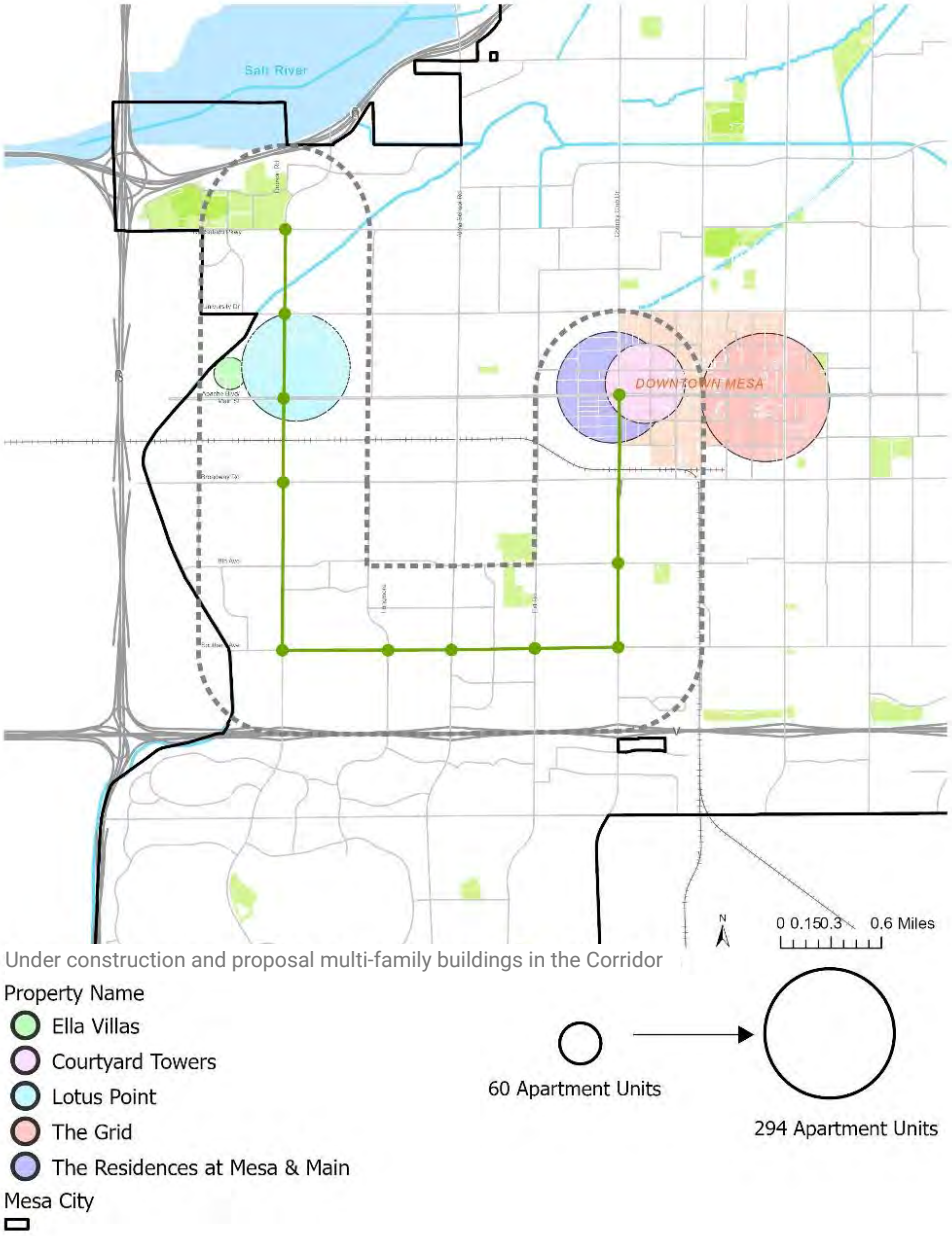
Figure 12 displays under-construction and proposed multifamily buildings near the Corridor. While the existing concentration of multifamily buildings lies mainly in the southwest, the distribution of new construction projects reveals a different pattern, with developments primarily situated in the upper west and east areas and none in the southwest. This suggests a shift in development focus.

Figure 12: Renter-Occupied Housing Units



Source: American Community Survey 5-year estimates; AECOM 2022

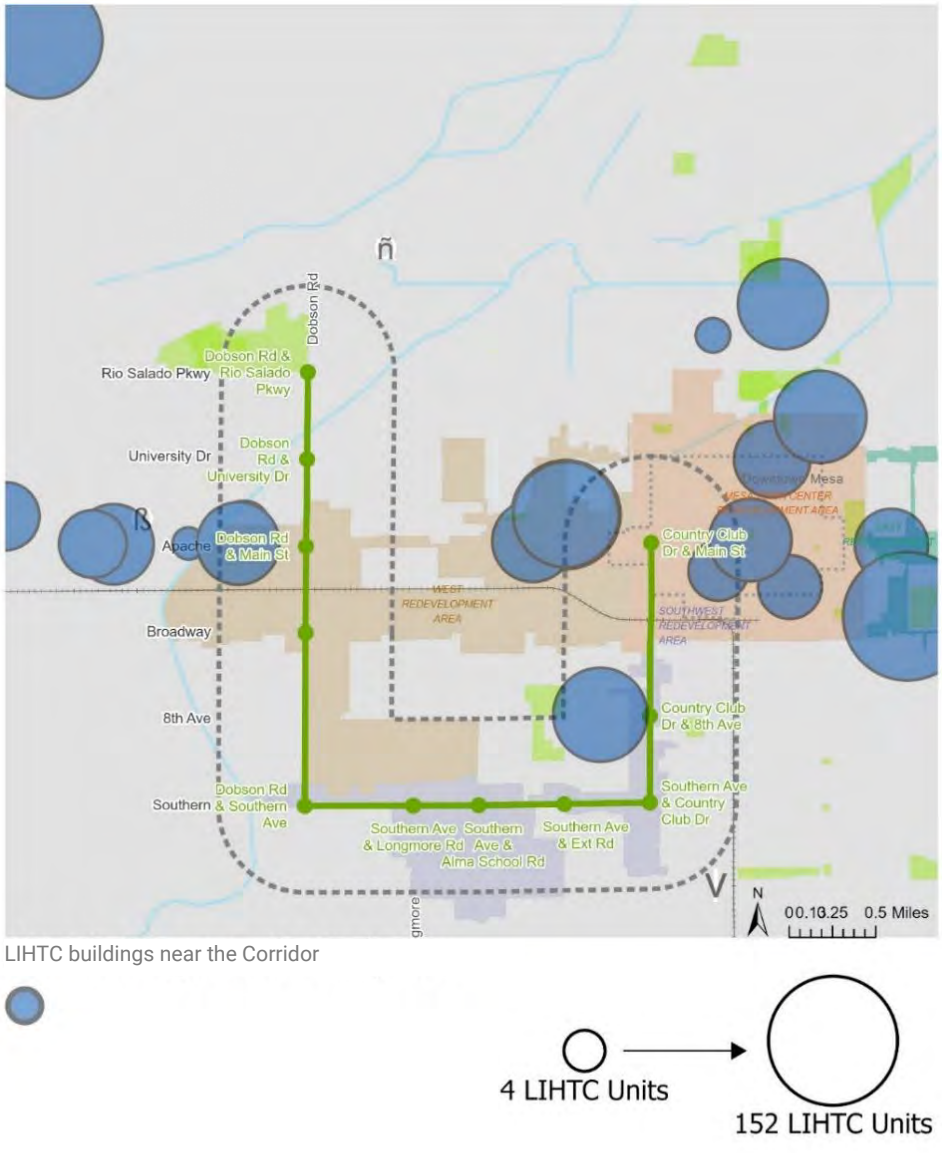
Figure 13: Under Construction and Proposal Multi-family Buildings Near the Corridor



Source: Costar; AECOM 2024

Figure 14 displays the distribution of Low-Income Housing Tax Credit (LIHTC) buildings near the Corridor. Most of these buildings are concentrated near downtown, particularly the upper east side, in downtown Mesa. LIHTC buildings are distributed differently from market-rate multifamily housing, where the concentration is in the lower southwest. The concentration of LIHTC buildings near the city center suggests a strategic effort to offer subsidized housing options close to essential services and amenities such as public transportation and healthcare facilities.

Figure 14: LIHTC Units Near the Corridor



Source: Costar; AECOM 2024

6. SUPPLY AND DEMAND

Table 6 shows the Phoenix MSA's area median income (AMI) levels for each household size (AMI). For this model, AECOM used a four-person household size (AMI), which aligns with the typical family size in the City.

Table 6: Phoenix MSA's 2022-23 Area Median Income (AMI)

	Household Size							
	1	2	3	4	5	6	7	8
30% AMI	$18,550	$21,200	$23,850	$27,750	$32,470	$37,190	$41,910	$46,630
50% AMI	$30,950	$35,350	$39,750	$44,150	$47,700	$51,250	$54,750	$58,300
80% AMI	$49,500	$56,550	$63,600	$70,650	$76,350	$82,000	$87,650	$93,300
100% AMI	$62,200	$71,050	$79,950	$88,800	$95,950	$103,050	$110,150	$117,250
120% AMI	$74,600	$85,250	$95,950	$106,560	$115,100	$123,650	$132,150	$140,700

Source: City of Phoenix; AECOM, 2022-2023

Table 7 shows what households at each income level can afford. For example, households earning between $27,750 and $44,150 can afford housing costs ranging from $695 to $1,104. These calculations assume that households allocate 30% of their income to housing expenses.

Table 7: Affordable Housing Cost by Income Level

Household Earnings	Affordable Housing Costs
Less than $27,750	Less Than $694
$27,750-$44,150	$695-$1,104
$44,151-$70,650	$1,105-$1,766
$70,651-$88,800	$1,767-2,220
$88,801-$106,560	$2,221-$2,664
More than $106,560	More than $2,664

Source: AECOM, 2024

6.1 SUPPLY

Table 8 displays the distribution of housing units by the number of bedrooms in Mesa City. In 2022, two-bedroom units were the most common rental units (40%). Additionally, one and two-bedroom units comprised 63% of the rental units. Conversely, three-bedroom units account for most owner-occupied units (40%). Owner-occupied units consist of 66% of two and three-bedroom units. Mesa City's housing distribution resembles that of the Phoenix MSA.

Table 8: Housing Units by Size, 2022[2]

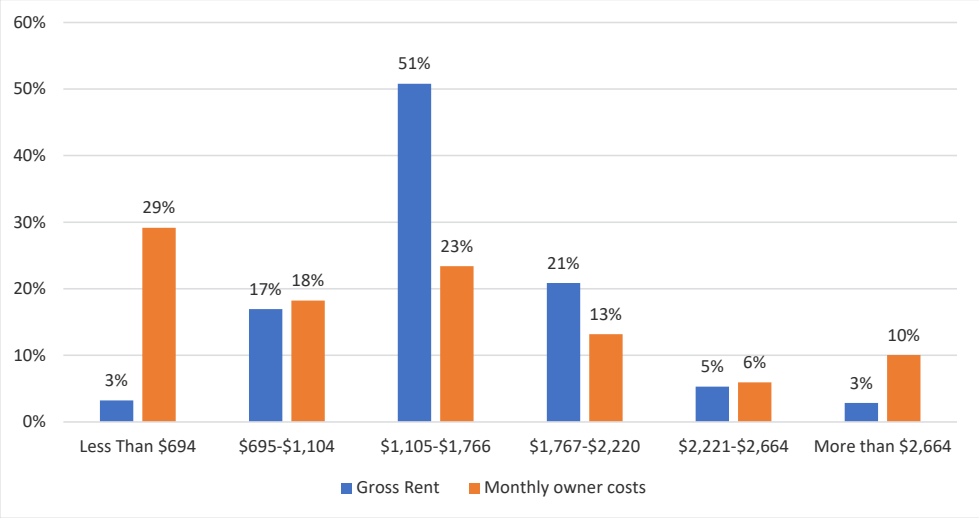
Mesa city, Arizona				
Number of Bedrooms	Renter-Occupied		Owner-Occupied	
	Number	%	Number	%
Studio	4,100	6.1%	800	0.6%
1 bedroom	15,600	23.1%	7,400	5.9%
2 bedrooms	27,600	40.8%	25,700	20.4%
3 bedrooms	15,200	22.5%	50,600	40.1%
4 bedrooms	3,900	5.8%	32,700	25.9%
5 or more bedrooms	1,500	2.2%	9,180	7.3%

Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

[2] Numbers are rounded to the nearest hundreds.

Figure 15 depicts the distribution of housing units in Mesa City based on gross rent and monthly owner costs in 2022. Mesa's median gross rent is $1,500; therefore, it is reasonable that the majority (51%) of rental units' gross rents are between $1,105 and $1,766. Conversely, most owner-occupied units have monthly costs below $694. This can be attributed to approximately 50,000 owner-occupied units being mortgage-free. Nearly 90% of these housing units monthly cost is less than $1,000. As a result, housing units without a mortgage are causing the distribution to skew to the right. The monthly housing cost for owned units with a mortgage is $1,689.

Figure 15: Proportion of Units by Gross Rent and Monthly Owner Cost in Mesa, 2022



Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

Table 9 shows Mesa's Vacancy Housing Units in 2022. To accurately assess the housing supply, it is necessary to include vacant units in the calculation. Since the distribution of vacancies by bedroom is unknown, the vacancies will be evenly distributed among all the bedrooms. Since the distribution of vacancies by bedroom is unknown, the vacancies will be evenly dispersed among all bedrooms. 7,700 vacant units will be allocated to renter units and 1,500 to owner-occupied units.

Table 9: Vacant Units in Mesa, 2022[1]

Type of Vacancy	Number of Units	Percent of all vacant units
For rent	5,200	20.9%
Rented, not occupied	2,000	8.0%
For sale only	1,300	5.2%
Sold, not occupied	1,200	4.8%
For seasonal, recreational, or occasional use	11,600	46.5%
For migrant workers	0	0.0%
Other vacant	4,000	16.0%

Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

[1] Numbers are rounded to the nearest hundreds.

Table 10 and Table 11 illustrate the distribution of rental and owner-occupied units adjusted for vacant units. The main type of rental bedroom size is the two-bedroom, accounting for 40%. Moreover, the most common rental unit type is a two-bedroom unit cost between $1,105-$1,755 (21%).

Table 10: Estimated Rental Units Adjusted for Vacant Units in Mesa[3]

Rent Costs	Studio	1-bedroom	2-bedroom	3-bedroom	4-bedroom	5 or more bedroom
Less Than $694	400	1,700	900	0	300	200
$695-$1,104	1,500	4,100	5,900	1,100	700	200
$1,105-$1,766	2,900	9,400	16,600	6,700	1,700	200
$1,767-2,220	500	1,800	7,300	4,500	1,500	600
$2,221-2,664	200	200	800	2,700	700	500
More than $2,664	300	400	200	1,000	800	700

Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

Table 11: Estimated Owner-Occupied Units Adjusted for Vacant Units in Mesa[4]

AMI	Studio	1-bedroom	2-bedroom	3-bedroom	4-bedroom	5 or more bedroom
Less than 30% AMI	500	4,000	13,900	15,800	6,300	1,800
30%-50% AMI	200	4,000	7,600	10,000	3,600	1,200
50%-80% AMI	100	500	8,400	16,400	8,100	500
80%-100% AMI	100	100	1,500	8,400	7,600	1,700
100%-120% AMI	100	200	600	2,600	4,200	1,600
More than $2,664	200	500	1,600	5,000	4,100	3,600

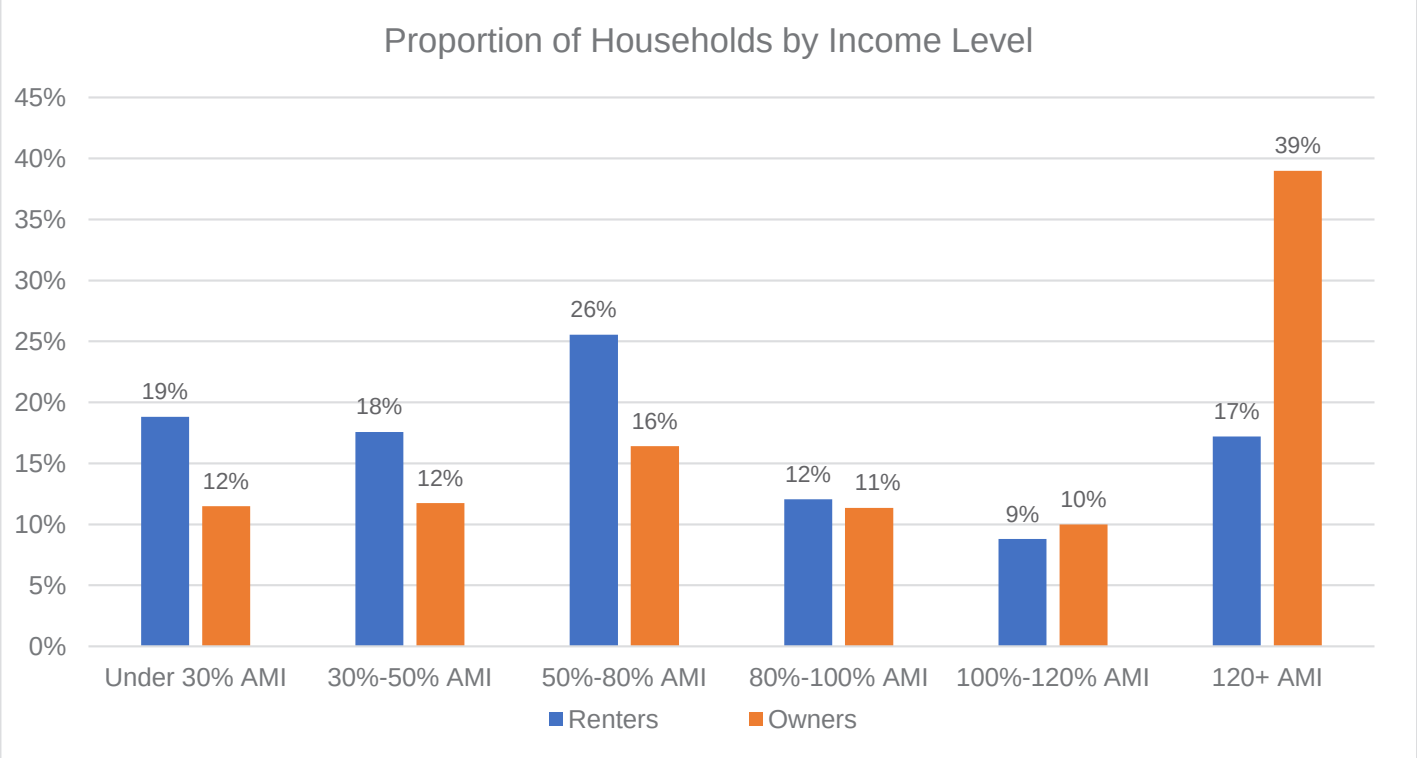
Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

[3] Numbers are rounded to the nearest hundreds.
[4] Numbers are rounded to the nearest hundreds.

6.2 DEMAND

Understanding housing demand requires the evaluation of the current distribution of households in Mesa across income brackets. Figure 16 provides a breakdown of the proportion of renter and owner households by income level. Notably, lower-income households tend to be renters due to barriers to homeownership. Additionally, there is a nearly equal proportion of renters and owners in the 80-120% AMI level but a drastic increase in owners in the 120% income bracket. This clearly illustrates the effect of income levels on housing tenure.

Figure 16: Proportion of Households by Income Level in Mesa, 2022



Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

Table 9 shows Mesa's Vacancy Housing Units in 2022. To accurately assess the housing supply, it is necessary to include vacant units in the calculation. Since the distribution of vacancies by bedroom is unknown, the vacancies will be evenly distributed among all the bedrooms. Since the distribution of vacancies by bedroom is unknown, the vacancies will be evenly dispersed among all bedrooms. 7,700 vacant units will be allocated to renter units and 1,500 to owner-occupied units.

Table 12: Number of Rental Households by Income and Unit Size[5]

	Number of Rental Units Homes					
	Studio	1-bedroom	2-bedroom	3-bedroom	4-bedroom	5 or more bedroom
Less than 30% AMI	900	0	6,400	500	400	400
30%-50% AMI	0	4,300	5,400	5,900	100	0
50%-80% AMI	1,500	3,700	8,100	3,900	600	600
80%-100% AMI	500	1,100	3,900	2,400	400	300
100%-120% AMI	0	500	2,800	2,600	400	0
120+% AMI	300	1,400	3,300	3,900	2,600	700

Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

Table 13: Owner Households by Income and Housing Size[6]

	Number of Homes					
	Studio	1-bedroom	2-bedroom	3-bedroom	4-bedroom	5 or more bedroom
Less than 30% AMI	600	1,800	5,700	6,400	1,500	0
30%-50% AMI	1,300	2,600	5,700	1,200	2,000	400
50%-80% AMI	200	2,300	8,200	8,400	3,500	1,000
80%-100% AMI	0	800	4,500	8,700	2,400	500
100%-120% AMI	0	400	2,900	6,600	6,600	200
120+% AMI	0	800	5,300	21,600	20,200	7,300

Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

[5] Numbers are rounded to the nearest hundreds.
[6] Numbers are rounded to the nearest hundreds.

6.3 SUPPLY AND DEMAND MODEL

Table 14 compares available rental housing units to renter households across different AMI levels, revealing that the surplus and shortage of housing vary significantly by income. The most severe shortage affects households earning 120% or more of AMI, with a deficit of approximately 8,800 units. Followed by the lower income tiers, households making 50% AMI or less also have a significant housing shortage. This indicates that while there is a surplus of housing for the middle-income tiers, there should be a higher supply of both affordable housing as well as market-rate housing.

Table 14: Supply and Demand for Rental Housing by AMI Level

	Renter Households	Rental Housing Units	Surplus/Shortage
Less than 30% AMI	8,200	3,500	(4,700)
30%-50% AMI	15,700	13,500	(2,200)
50%-80% AMI	18,400	37,500	19,100
80%-100% AMI	8,600	16,200	7,600
100%-120% AMI	6,300	5,100	(1,200)
120+% AMI	12,200	3,400	(8,800)
Total	**69,400**	**79,200**	**9,800**

Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

Table 15 shows a clear demand for most housing types at both the lowest and highest income levels, aligning with previous findings. However, for middle-income tiers, demand generally does not exceed supply as income rises, with few exceptions. The most significant disparity is for 2-bedroom and 3-bedroom rental units, with the largest gap evident for 3-bedroom rental units, indicating a need for larger housing units.

Table 15: Supply and Demand for Rental Housing Units by Income Level and Unit Size

	Unit Size	Demand	Supply	Shortage/Surplus
<30% AMI	Studio	900	400	(500)
	1-bedroom	-	1,700	1700
	2-bedroom	6,400	900	(5500)
	3-bedroom	500	-	(500)
	4-bedroom	400	300	(100)
	5 or more bedroom	-	200	200
30%-50% AMI	Studio	-	1,500	1500
	1-bedroom	4,300	4,100	(200)
	2-bedroom	5,400	5,900	500
	3-bedroom	5,900	1,100	(4800)
	4-bedroom	100	700	600
	5 or more bedroom	-	200	200
50%-80% AMI	Studio	1,500	2,900	1400
	1-bedroom	3,700	9,400	5700
	2-bedroom	8,100	16,600	8500
	3-bedroom	3,900	6,700	2800
	4-bedroom	600	1,700	1100
	5 or more bedroom	600	200	(400)
80%-100% AMI	Studio	500	500	0
	1-bedroom	1,100	1,800	700
	2-bedroom	3,900	7,300	3400
	3-bedroom	2,400	4,500	2100
	4-bedroom	400	1,500	1100
	5 or more bedroom	300	600	300
100%-120% AMI	Studio	-	200	200
	1-bedroom	500	200	(300)
	2-bedroom	2,800	800	(2000)
	3-bedroom	2,600	2,700	100
	4-bedroom	400	700	300
	5 or more bedroom	-	500	500
120% AMI and above	Studio	300	300	0
	1-bedroom	1,400	400	(1000)
	2-bedroom	3,300	200	(3100)
	3-bedroom	3,900	1,000	(2900)
	4-bedroom	2,600	800	(1800)
	5 or more bedroom	700	700	0

Source: 2022 ACS 1-year Public Use Microdata Sample; AECOM

7. TOD AND AFFORDABLE HOUSING POLICIES AND RECOMMENDATIONS

According to the Maricopa Association of Governments, the City of Mesa is forecasted to grow by approximately 8,000 households (4%) between 2023 and 2050 at its current rate of development. To accommodate this growth, the City will need to implement policies that encourage the development of both market rate and affordable housing units. To meet the current and future demand for various residential typologies suitable for its diverse and growing population, the City should promote the visibility and accessibility of federal and state housing funding and financing programs and implement incentives that promote higher-density and mixed income development in subareas of the City with access to employment and amenities. This includes continued promotion of housing policies that focus on affordability, accessibility, and support for vulnerable residents. Existing policies and programs include:

FEDERAL PROGRAMS THROUGH THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD)

HOME INVESTMENT PARTNERSHIPS PROGRAMS:

The HOME Investment Partnership program is a federal block grant program administered by HUD and distributed to states and localities (counties and cities). The allocation formula considers the number of units that are substandard or unaffordable, age of housing stock, number of families living below the poverty line. All HOME-assisted housing units must be reserved for households earning 80% AMI or below. 90% of HOME-assisted units must be allocated to households earning 60% AMI or below. Participating Jurisdictions must match 25% of HUD funds, which cover related development costs.

LOW INCOME HOUSING TAX CREDITS (LIHTC):

LIHTC is one of the federal government's most important policy tools to fund affordable housing development/rehabilitation through tax credits to developers of qualified rental projects. Tax credits are awarded through a competitive application process administered by state housing finance authorities (Arizona Department of Housing) to allocate funds to projects based on regional needs and a point-based system that combines policy goals, levels of affordability, and the site's proximity to amenities. There are two categories of tax credits: 4% percent is designed to subsidize 30% of the eligible basis; The 9% credit is designed to subsidize 70% of the eligible development costs. Tax credits are annually occurring for 10 years after the initial award. To qualify, projects must designate target set aside and household income level (40% at 60% AMI, 20% at 50% AMI, or 40% at 80% AMI if average AMI is below 60%. While the application and acquisition of LIHTC are the responsibility of the developer, The City can help identify sites, solicit development proposals, and align development standards to allow for competitive bids from the private sector.

COMMUNITY DEVELOPMENT BLOCK GRANTS (CBDG):

CBDG grants are designed to promote economic resilience and the development of housing at the low- and moderate-income levels through infrastructure financing, economic development projects, homeowner assistance, provision of public services, and more. Current allocation methodology requires 70% of funds to be used to benefit lower income households through promotion of housing and employment

development, while 30% can be used to alleviate slum or blighted conditions. Grants are highly competitive and winning applications focus on lower opportunity areas where the funds could have the largest impact.

SECTION 202:

Section 202 Supportive Housing for the Elderly Program is a multifamily program administered by the HUD to finance the construction, rehabilitation or acquisition of structures that will serve as supportive housing for very low-income elderly persons, including the frail elderly, and provides rent subsidies for the projects to help make them affordable. Section 202 housing is open to any very low-income household comprised of at least one person who is at least 62 years old at the time of initial occupancy. The City has implemented 202 funds to support the development for its elderly population of lower means. Combination of these funds with other TOD policies could ensure that new development for seniors has access to transit, amenities, and public services.

SECTION 8 HOUSING CHOICE VOUCHER PROGRAM (HCV):

HCV provides rental assistance to lower income households that allows them to find housing of their choice. The City should encourage applicable tenants to seek federal assistance, and landlords to accept HCV in new and existing developments.

PHOENIX MSA TOD PROGRAMS

There are current TOD programs and those under development in the Phoenix Metropolitan Area (MSA) at large and the City of Mesa in particular that can continue to encourage the development of convenient transit, mixed-use development that will provide housing, employment, and access to amenities and services. These programs are designed to incentivize development near transit nodes, creating more accessible, transit-friendly communities. Key examples include:

- ### VALLEY METRO AND CITY OF PHOENIX TOD POLICIES

Valley Metro promotes Transit-Oriented Development (TOD) around light rail stations in Phoenix. The city offers zoning incentives, the TOD Policy Framework, and adaptive reuse incentives, along with development fee reductions for projects near transit lines.

Projects include:

- Reinvent PHX
- 19North
- South Central

THE CITY OF MESA'S TOD PROGRAM (MESACONNECTED)

The Mesa CONNECTED TOD Plan is a long-term strategy for development along a 5-mile transit route in West Mesa. The Corridor covers a half-mile radius around the route, including key locations like Mesa Riverview, the Asian and Fiesta Districts, Banner Desert Medical Center, Mesa Community College, and Downtown Mesa. The area is well-suited for TOD due to its high population density, growth potential, strong housing demand, and proximity to major activity centers.

RECOMMENDATIONS

The following recommendations are designed to provide policymakers with guidance and support informed decision-making to address and close the housing gap in Mesa.

REVISE DEVELOPMENT STANDARDS:

Adjust development standards to support infill and transit-adjacent developments. Parcels that are undeveloped or underdeveloped in areas adjacent to transit nodes and other developed areas should be identified for suitability. Parking standards, set-backs, allowable density, and other development standards should be reduced and adaptive-reuse development encourages to revitalize dense urban areas of the City. Streamlining review processes for development proposals that meet the City's criteria can create transparent efficient mechanisms for development promotion.

ENCOURAGE FLEXIBLE ZONING:

Expand form-based codes and diversify zoning to allow various housing types, including ADUs, townhomes, and tiny homes. Creating transparent and flexible zoning will create additional opportunities for development in TOD areas for both commercial and residential uses.

SUPPORT AFFORDABLE HOUSING INITIATIVES:

The City should incentives and reduce fees for affordable and workforce housing projects to lower development costs. Voluntary inclusionary housing programs that exchange additional density for the provision of affordable housing have been highly successful in metro areas throughout the US where demand for housing outstrips the current development trends. Moderate affordable housing set-asides allow for developers to subsidize affordable housing through additional revenues from market-rate housing development. The City should continue to promote state and federal programs and offer assistance to mixed-income developers seeking grant applications.

ENHANCE HOUSING ASSISTANCE:

Increase funding for housing programs, including vouchers and rehabilitation, with a focus on low-income families and seniors. The reduction of development fees, permits, and parking requirements are all key factors that lower development costs and improve a developer's bottom line. Encourage developers to retain current lower-income tenants through replacement requirements and the right to return. As TOD development occurs, both covenanted and naturally occurring affordable should be preserved and expanded to ensure equitable access to new infrastructure and jobs/amenities.

PROMOTE ECONOMIC GROWTH AND MIXED-USE DEVELOPMENT:

Attract and retain employers through economic development and workforce development programs that align the needs of businesses with the talent and skills of the local workforce. The development and retention of businesses can help drive demand for residential and supportive commercial development. The City should also encourage mixed-use redevelopment of older areas to concentrate housing and employment in areas of the City best equipped with the infrastructure and public services needed by households and businesses. While higher paying jobs are crucial for the economic vitality of the City, a diverse and capable workforce attracts and retains employers that need a variety of entry level and senior positions.

CONTINUE TOD PLANNING ANALYSIS AND

PUBLIC OUTREACH:

The City should ensure planned infrastructure and transit expansion increases ridership, reduces Vehicle Miles Traveled (VMT) and Green House Gas (GHG) emissions by directing investments to areas of the City where commuters have access to sources of employment, education, and public services. The ongoing efforts by the City to expand transit, promote multimodal transportation, and encourage in-fill and mixed-use development should continue to rely on data-drive processes that optimize probabilities of success.

PROMOTE ADUS through zoning, permitting, and regulatory incentives. ADUs can provide naturally occurring lower income housing for young professionals, families, and elderly relatives.

mesa·az

MESACONNECTED
TRANSIT-ORIENTED DEVELOPMENT PLAN

TASK 3.3

PLANNING PRIORITIES MEMO

TASK 3.3 PLANNING PRIORITIES MEMO

INTRODUCTION

The purpose of this memorandum is to summarize the design direction from preceding tasks related to the TOD corridor vision (Task 3.1) and transit node portraits (Task 3.2) and provide design guidance for Task 4.

RELATIONSHIP TO GUIDING PRINCIPLES FOR THE TOD CORRIDOR

Guiding principles for the TOD Corridor vision were developed through a combination of stakeholder outreach, analysis of existing conditions, identification of constraints and opportunities, and visioning for the corridor in alignment with the Mesa 2050 General Plan and the Mesa Balanced Housing Plan.

The planning priorities outlined in this memo focus on the built form and public realm design considerations that will carry forward the vision established for the TOD Corridor. In the section below, the guiding principles are summarized, with "takeaways for planning priorities" listed for each principle:

GUIDING PRINCIPLE #1: STRONG NEIGHBORHOODS

This principle focuses on developing communities that are not only well connected by transit but also vibrant, resilient, and inclusive. A strong neighborhood is one where residents feel a sense of ownership, belonging, and safety, where community needs are met, and where long-term stability is prioritized. Strong neighborhoods can be achieved by promoting housing options that accommodate people at different income levels and life stages; through strategic development and revitalization efforts aimed to optimize land use while preserving the character of existing communities; by enhancing safety through environmental design; and by celebrating each neighborhood's unique cultural and historic heritage.

Strategies:

1. Promote a diverse mix of housing types accessible to all income levels and life stages.
2. Facilitate infill of small, by-passed, underutilized parcels within the Corridor.
3. Support redevelopment and reinvestment of existing sites within the Corridor.
4. Use design to improve community safety through "eyes on the street".
5. Encourage the preservation and revitalization of existing housing stock within the Corridor.

TAKEAWAYS FOR PLANNING PRIORITIES IN TASK 4:

1. Develop standards that support a range of housing types.
2. Develop standards that are compatible with small-lot infill development to enable incremental redevelopment on a lot-by-lot basis by individual property owners.
3. Provide design guidance to address community safety and neighborhood identity.
4. Calibrate standards to incentivize affordable and workforce housing.

GUIDING PRINCIPLE #2: COMPLETE CONNECTIONS.

This principle focuses on creating a seamless, multi-modal transportation network that ensures that all neighborhoods, key destinations, and transit hubs are well connected. It aims to reduce car dependency, promote sustainable transportation choices, and improve mobility across the city.

Strategies:

1. Encourage mixed-use, higher-density development around transit nodes.
2. Provide safe and accessible pedestrian and bike connections to transit nodes.
3. Employ clear, intuitive signage and wayfinding systems to help users navigate between transportation options at transit nodes.

TAKEAWAYS FOR PLANNING PRIORITIES IN TASK 4:

1. Create standards that support well-designed, higher-intensity mixed-use development.
2. Set development standards that prioritize pedestrian-friendly streetscapes and multimodal connectivity.
3. Provide design guidance to address wayfinding.

GUIDING PRINCIPLE #3: SUSTAINABLE DEVELOPMENT.

This principle focuses on creating a community that is environmentally responsible, economically resilient, and socially equitable for the long term and integrates green infrastructure to enhance biodiversity, manage stormwater, and promote climate resilience. It prioritizes energy efficiency through building design, the use of renewable energy sources, and reduced reliance on personal vehicles. It also emphasizes the importance of preserving and enhancing existing open spaces, implementing water conservation measures in new development, and using sustainable materials and construction practices.

Strategies:

1. Preserve, strengthen, and enhance community open space.
2. Provide ample shade in areas of high pedestrian activity and along primary circulation routes.
3. Enhance and expand green infrastructure throughout the Corridor transit nodes.

TAKEAWAYS FOR PLANNING PRIORITIES IN TASK 4:

1. Develop a landscape strategy for the TOD corridor that prioritizes shade, native species, and climate-resilience, integrating green infrastructure.
2. In addition to allocated open spaces as part of the transit node plans, require or incentivize publicly accessible smaller open spaces as part of development for larger or strategically located sites.
3. Set development standards, such as active building frontages and ground floor uses that prioritize pedestrian-friendly streetscapes and multimodal connectivity.
4. Provide design guidance at the building level to address shading strategies and green infrastructure as appropriate.

GUIDING PRINCIPLE #4: PLACEMAKING

This principle focuses on using placemaking strategies such as thoughtful design, public art, diverse land uses, green spaces, and pedestrian-friendly infrastructure to create a sense of place that is unique, engaging, and inclusive. Placemaking can be used to enhance transit nodes to create vibrant community spaces that encourage social interaction, economic activity, and sustainable living. This principle focuses on ensuring that public spaces are inviting, functional, and accessible to people of all ages and abilities. It also ensures that developments reflect the local culture and history, creating an environment that feels authentic and distinctive.

Strategies:

1. Promote the design of flexible, multifunctional spaces.
2. Integrate local art, cultural identity, and tourism assets in new development.
3. Foster high-quality placemaking projects and events to activate public spaces.

TAKEAWAYS FOR PLANNING PRIORITIES IN TASK 4:

1. Integrate placemaking, wayfinding, and identity-shaping strategies in the design of the public realm and connectivity framework that is rooted in the Corridor's history and culture.
2. Create a hierarchy of places and a variety of pedestrian experiences to reflect the unique character of distinct places within the TOD corridor, such as the Asian District, Fiesta District, Guerrero Park, and others.
3. Consider flexibility in the design of ground floor spaces to be adaptable as market conditions and community preferences change over time.
4. Design open spaces and internal (less busy) streets to be multi-functional spaces to accommodate events and activities in addition to their everyday function.
5. Highlight local cultural anchors as destinations in the multimodal and open space framework.

GUIDING PRINCIPLE #5: ECONOMIC GROWTH

This principle focuses on creating a sustainable and diversified economy within the Corridor by strategically leveraging key locations and transit access. By focusing on areas such as Cubs Stadium, the Asian District, Mesa Community College, Banner Health, the Fiesta District, and Downtown, the plan seeks to foster economic activity that is both dynamic and resilient. By concentrating growth around transit hubs, this strategy encourages the development of mixed-use spaces that integrate residential, commercial, and recreational uses and become key drivers of economic activity, facilitating access to jobs, services, and amenities and encouraging local businesses to thrive. The TOD approach allows for a more efficient use of land, ensuring that areas well-served by public transportation attract development that contributes to long-term economic vitality.

Strategies:

1. Attract and retain target industries.
2. Support local entrepreneurs and small businesses.
3. Develop strong retail and hospitality centers.
4. Strengthen public-private partnerships and leverage catalyst sites.
5. Expand and strengthen infill and redevelopment programs.

TAKEAWAYS FOR PLANNING PRIORITIES IN TASK 4:

1. Create standards that support mixed-use buildings with flexible ground-floor spaces to accommodate a variety of uses.
2. Consider incentives and bonuses in framing development standards to provide community benefits as part of redevelopment that can support the strategies mentioned for this guiding principle.
3. Provide guidance for lot consolidation and lot splits, as well as "large site" standards to provide flexibility to accommodate development opportunities while ensuring that the TOD corridor vision remains intact.

PLANNING PRIORITY TOPICS

The takeaways summarized above for each guiding principle are intended to inform the upcoming work in setting development standards and guidelines in Task 4. In addition, this memorandum provides information on the following topics to further support the takeaways listed above:

- Building prototypes
- Building entrance prototypes
- Building massing and transitions
- Open space prototypes
- Large site design

BUILDING PROTOTYPES

Assessing the characteristics of building prototypes suitable for the project area provides a means to test key design principles of the TOD Corridor vision described in the previous section. While the future regulations for the TOD corridor will not include specific building type standards, understanding which building prototypes can work well for the TOD corridor, and which types are best suited to different transit node types, will play an important role in informing the overall development regulations and guidelines; or set the future "zoning envelope" for the TOD Corridor, to be completed as part of Task 4. Regulations and standards related to buildings will be framed to address the following project goals:

- Housing choices. Enable a greater variety of housing types to meet the needs of Mesa's changing demographics and the needs of a wide range of household types and across different life stages. This will include larger, higher-intensity residential and mixed-use building types at the transit node cores as well as a range of small and medium-scale multi-family housing types at the periphery of transit nodes.
- ransitions. Ensure appropriate transitions in building size, scale, and height from higher-intensity development in the transit node cores to lower-intensity development in the adjacent neighborhoods.
- Public realm. Ensure pedestrian-focused design of the public realm and streetscapes to meet project goals related to walkability, pedestrian comfort, placemaking, and sustainability.
- Attract investment. Promoting a walkable, mixed-use environment that accommodates all modes can increase economic investment and long-term resilience for the corridor.

A range of building prototypes was analyzed to develop a catalog or palette of types that can be used to inform development standards that will implement the TOD Corridor vision. The following

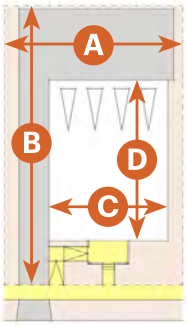
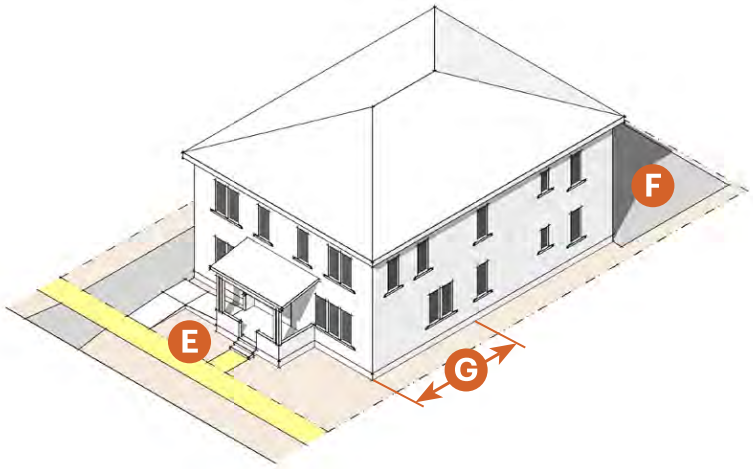
types were identified in conjunction with the work in developing the transit node portraits for each of the three transit node types: Regional, Urban, and Neighborhood.

SELECTION CRITERIA FOR BUILDING PROTOTYPES

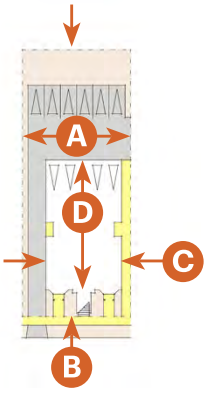
The criteria for selecting the building types included the following:

1. TOD Corridor vision for each transit node type
2. Compatibility with existing neighborhood character
3. Existing typical parcel sizes in the TOD Corridor (to ensure that the proposed types can fit)
4. Market conditions in Mesa (assuming that podium or underground parking garage configurations may be prohibitively expensive at many locations)

The recommended building prototypes for the Mesa Connected TOD Corridor are summarized in tables in the following pages. Each building type table includes a description of the building prototype, suitable transit node types (where this type can be applied), typical built form characteristics (including critical dimensions) for each building type: building size, massing and lot coverage; pedestrian access; vehicular access and parking; and on-site open space.

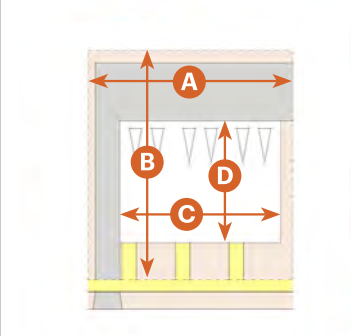
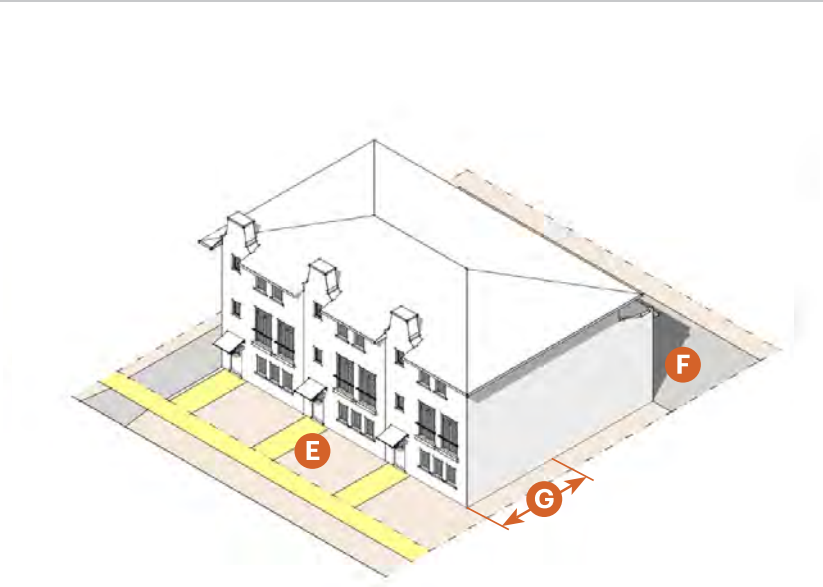
Multiplex Small			
Transit Node Type		Neighborhood, Urban	
Description			
A small-to-medium-sized, detached, house-scale building that consists of two to four side-by-side and/or stacked units, typically with one shared entrance or individual entrances along the front.			
			
Units			
Total Units		2 - 6	
Lot Size			
Width	A	60′ - 75′	
Depth	B	94′ - 150′	
Building Footprint			
Width	C	36′ - 50′	
Depth	D	50′ - 60′	
Height			
Stories		1 - 2	
Building Entrance Types		Pedestrian Access	
Porch		E	Primary entrance shall be accessed from the front or side street. Up to four units may share an entrance.
Dooryard			
Stoop		Vehicular Access and Parking	
		F	Parking shall be located at the side or rear of the building.
		Depth of Ground Floor Habitable Space along Front Facade	
		G	Habitable Space Depth — 20′ min.
		Common Open Space	
		H	Width (Clear) — 15′ min.
		I	Depth (Clear) — 15′ min.
		Required setbacks and driveways do not count toward open space.	
		Required open space shall be located behind the main body of the building.	

Multiplex Large		
Transit Node Type		Neighborhood, Urban
Description		
A medium-to-large-sized, detached, house-scale building that consists of 5 to 12 side-by-side and/or stacked units, typically with one shared entrance.		

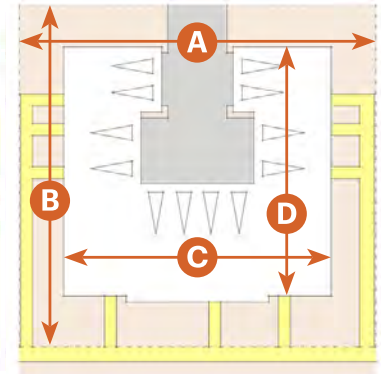


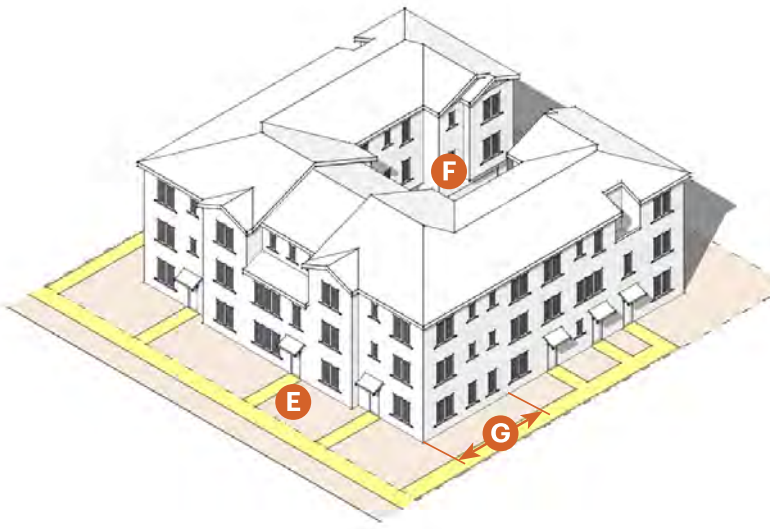
Units		
Total Units		6 - 20
Lot Size		
Width	A	60′ - 125′
Depth	B	94′ - 200′
Building Footprint		
Width	C	42′ – 105′
Depth	D	60′ – 150′
Height		
Stories		1 - 5

Building Entrance Types	Pedestrian Access		
Porch	E	Primary entrance shall be accessed from the front or side street.	
Dooryard	Vehicular Access and Parking		
Stoop	F	Parking shall be located at the side or rear of the building.	
Forecourt	Depth of Ground Floor Habitable Space along Front Facade		
	G	Habitable Space Depth	20′ min.
	Common Open Space		
	Common open space can be provided but is not required.		

Townhouse "Run" (also called Rowhouse Run)			
Transit Node Type		Neighborhood, Urban	
Description			
A small-sized, house-scale building consisting of up to eight townhouses side by side. Each townhouse consists of one to three units (stacked vertically), as allowed by the zone, and a series of townhouses that are attached along their side walls to form a single continuous building constitute a run.			
			
Units			
Total Units		3 - 8	
Lot Size			
Width	A	65' - 200'	
Depth	B	75' - 125'	
Building Footprint			
Width	C	48' - 180'	
Depth	D	40' - 55'	
Height			
Stories		1 - 3	
Building Entrance Types		Pedestrian Access	
Porch		E	Primary entrance shall be accessed from the front or side street. Up to four units may share an entrance.
Dooryard			
Stoop		Vehicular Access and Parking	
		F	Parking shall be located at the side or rear of the building.
		Depth of Ground Floor Habitable Space along Front Facade	
		G	Habitable Space Depth — 20' min.
		Common Open Space	
		H	Width (Clear) — 8' min.
		I	Depth (Clear) — 8' min.
		Required setbacks and driveways do not count toward open space.	

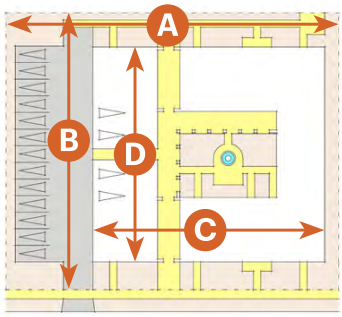
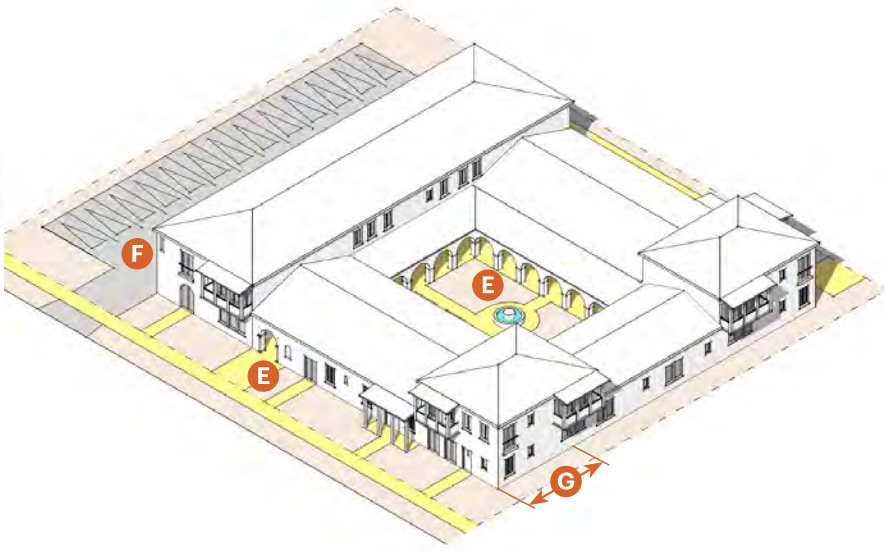
Auto Court Building		
Transit Node Type	Neighborhood, Urban	
Description		
A detached building that consists of up to 24 attached and/or stacked units, accessed from streets and/or pedestrian passages on three sides. Tuck-under parking is accessed from the rear of the building via a shared auto court.		



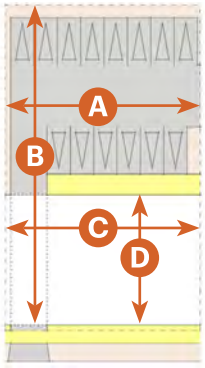


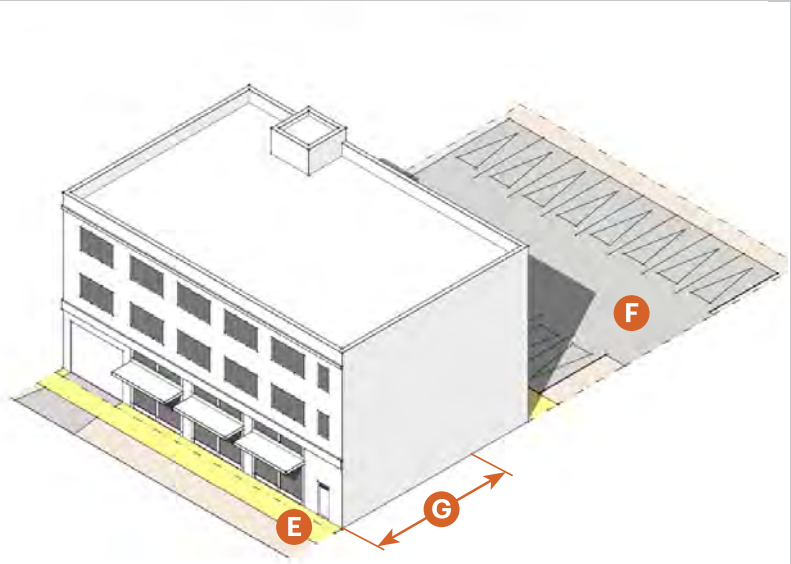
Units		
Total Units		3 - 24
Lot Size		
Width	A	110′ - 175′
Depth	B	110′ - 200′
Building Footprint		
Width	C	80′ - 130′
Depth	D	64′ - 150′
Height		
Stories		2 - 3

Building Entrance Types	Pedestrian Access	
Porch Dooryard	E	Primary entrance(s) shall be accessed from the front or side street, or from a pedestrian passage at least 10 feet clear from building face to walkway. Up to four units may share an entrance.
Stoop	Vehicular Access and Parking	
	F	Parking shall be accessed from the rear of the building via an auto court. Building shall define three walls of the auto court.
	Depth of Ground Floor Habitable Space along Front Facade	
	G	Habitable Space Depth — 20′ min.
	Common Open Space	
	Common open space can be provided but is not required.	

Courtyard Building (also called Courtyard Apartment)				
Transit Node Type		Neighborhood, Urban		
Description				
A detached, house-scale building that consists of up to 24 attached and/or stacked units, accessed from a shared courtyard. The shared court is common open space and takes the place of a rear setback.				
				
Units				
Total Units		6 - 24		
Lot Size				
Width	A	85′ – 200′		
Depth	B	110′ - 225′		
Building Footprint				
Width	C	65′ - 130′		
Depth	D	45′ - 150′		
Height				
Stories		1 - 3		
Building Entrance Types		Pedestrian Access		
Porch		E	Primary entrance(s) shall be accessed from the front or side street or from the courtyard. Up to four units may share an entrance.	
Dooryard				
Stoop		Vehicular Access and Parking		
		F	Parking shall be located at the side or rear of the building.	
		Depth of Ground Floor Habitable Space along Front Facade		
		G	Habitable Space Depth	20′ min.
		Common Open Space		
		H	Width (Clear)	25′ min.
		I	Depth (Clear)	45′ min.
		Courtyard(s) shall be accessible from the front street.		
		Building shall define at least two walls of the courtyard.		

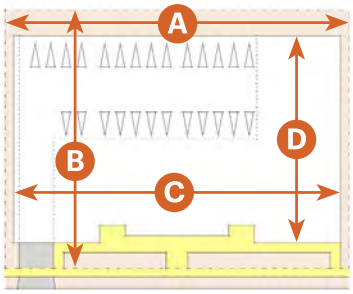
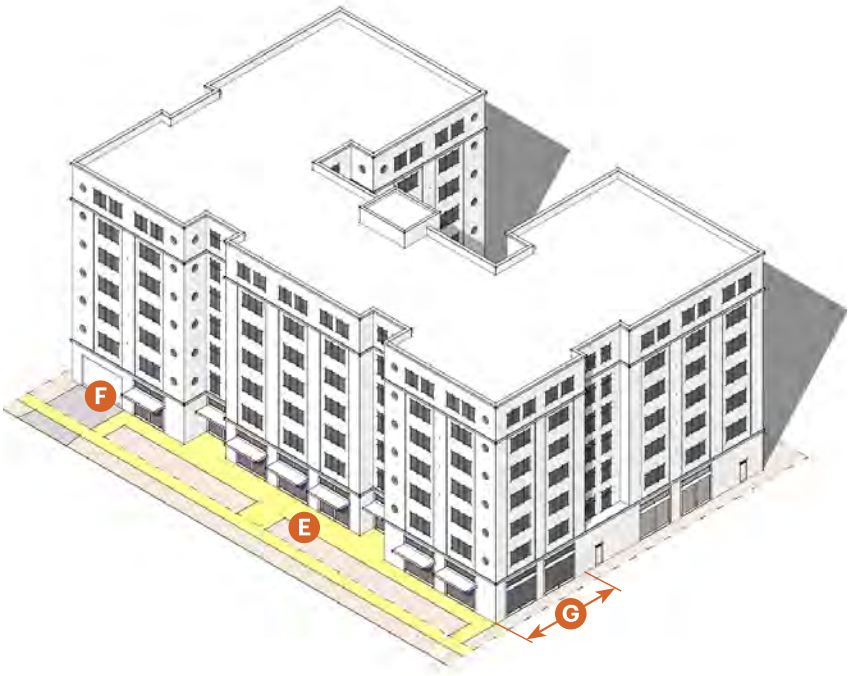
Main Street Building		
Transit Node Type	Neighborhood, Urban, Regional	
Description		
The Main Street Building Type is a small- to medium-sized structure, typically attached, intended to provide a vertical mix of uses with ground-floor commercial, service, or retail uses and upper-floor commercial, service, or residential uses.		

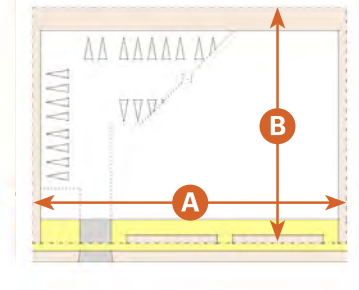
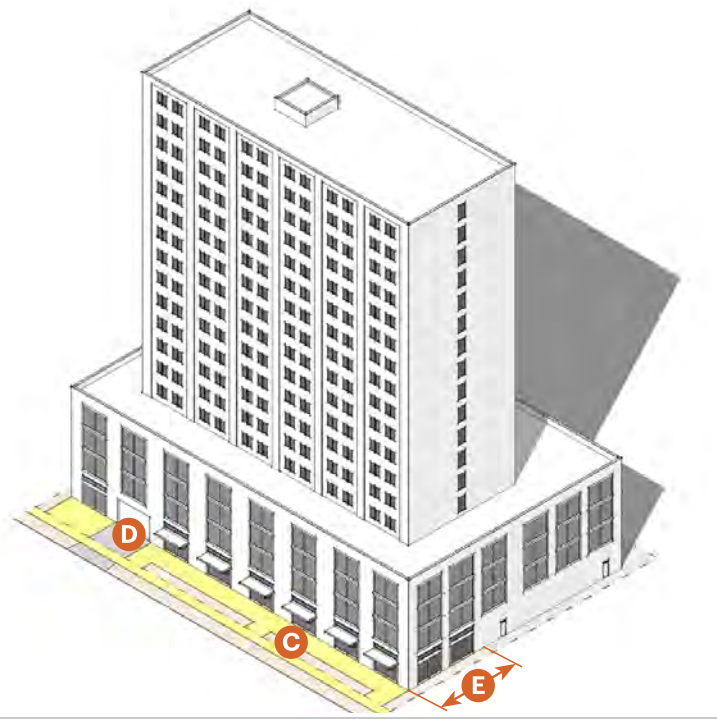




Units		
Total Units		No max.
Lot Size		
Width	A	25′ - 150′
Depth	B	94′ - 200′
Building Footprint		
Width	C	25′ - 150′
Depth	D	50′ - 125′
Height		
Stories		1 - 8

Building Entrance Types	Pedestrian Access		
Dooryard	E	Primary entrance(s) shall be accessed from the front or side street.	
Forecourt			
Shopfront	Vehicular Access and Parking		
Terrace	F	Parking shall be located at the side or rear of the building.	
Gallery	Depth of Ground Floor Habitable Space along Front Facade		
Arcade	G	Habitable Space Depth	30′ min.
	Common Open Space		
	Common open space is not required.		

Mid-Rise Building			
Transit Node Type		Urban, Regional	
Description			
The Mid-Rise Building Type is a medium- to large-sized structure, 4-8 stories tall, built on a large lot. Often, and especially along urban main streets, it incorporates a concrete "podium" at the lowest floor(s). It can be used to provide a vertical mix of uses, accommodating ground-floor retail, service, and/or structured parking with the upper-floors housing service or residential uses; it may also be a single-use building–typically service or residential–where ground-floor retail is not appropriate.			
			
Units			
Total Units		No max.	
Lot Size			
Width	A	100′ - 400′	
Depth	B	94′ - 500′	
Building Footprint			
Width	C	100′ - 400′	
Depth	D	94′ - 500′	
Height			
Stories		4 - 8	
Building Entrance Types		Pedestrian Access	
Dooryard		E	Primary entrance(s) shall be accessed from the front or side street.
Forecourt			
Shopfront		Vehicular Access and Parking	
Terrace		F	Ground floor parking, including podium parking, shall be set back at least 40 feet from the front facade. Basement parking is allowed across the entire building footprint.
Gallery			
Arcade			
		Depth of Ground Floor Habitable Space along Front Facade	
		G	Habitable Space Depth — 30′ min.
		Common Open Space	
		H	Width (Clear) — 30′ min.
		I	Depth (Clear) — 50′ min.
		Podium tops and flat roofs below the top story, if any, should be used for open space.	

High-Rise Building				
Transit Node Type		Regional		
Description				
The High-Rise Building Type is a large-sized structure, more than seven stories tall, built on a large lot that incorporates structured parking. Its fire-resistant construction allows for habitable space at much greater heights than in other Types. It is used to provide a vertical mix of uses, with ground-floor retail or service uses and upper-floor commercial, service, or residential uses.				
				
Units				
Total Units		No max.		
Lot Size				
Width	A	100’ - 400’		
Depth	B	94’ - 500’		
Building Floorplates				
Floors 1-5		100% of lot area max.		
Floors 6+		80% of lot area max.		
Height			Pedestrian Access	
Stories		8 +	C	Primary entrance(s) shall be accessed from the front or side street.
Building Entrance Types				
Dooryard			Vehicular Access and Parking	
Forecourt			D	Ground floor parking, including podium parking, shall be set back at least 40 feet from the front facade. Basement parking is allowed across the entire building footprint.
Shopfront				
Terrace				
Gallery			Depth of Ground Floor Habitable Space along Front Facade	
Arcade			E	Habitable Space Depth — 30’ min.
			Common Open Space	
			F	Width (Clear) — 30’ min.
			G	Depth (Clear) — 50’ min.
			Podium tops and flat roofs below the top story, if any, should be used for open space.	

BUILDING ENTRANCE PROTOTYPES

Building entrances, specifically the component of a building that provides a transition between the public realm (street and sidewalk) and the private realm (building interior) play a role in influencing the quality of the adjacent street or sidewalk.

IMPORTANCE OF BUILDING ENTRANCES

The design of the building entrance is important for achieving the following objectives:

- Create building ground floor facades and streetscapes that are more active, visually interesting, and welcoming to the pedestrian.
- Promote walkability by orienting building fronts and primary entrances to face the street and sidewalk. Increased walkability, in turn, improves pedestrian safety through more "eyes on the street".
- Enhance the desired built character of a place. For example, building entrances recommended for a residential environment will be different than those for a mixed-use node or main street environment.

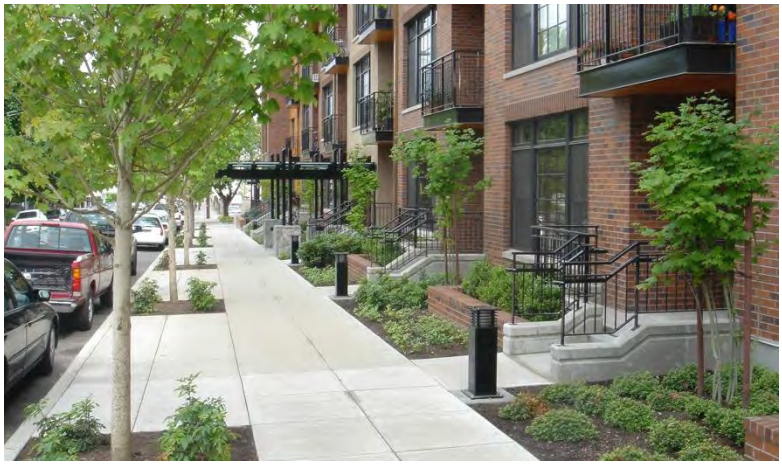
BUILDING ENTRANCE PROTOTYPES

Recommended building entrance prototypes for the Mesa TOD corridor are listed below and briefly described in the tables below. These prototypes can help to inform development standards that will be created for the TOD Corridor, whether or not standards are organized according to specific types or generalized to building entrance design more generally.

- Porch
- Stoop
- Dooryard
- Forecourt
- Shopfront
- Terrace
- Gallery
- Arcade

Porch	
A porch is formed by a portion of the main building facade that projects into the front setback area to create a covered structure that has the building entrance. Porches may be one or two stories in height and attached to the main building on two or three sides.	
Typical Building Types	
Multiplex small Multiplex large Townhouse Auto court building Courtyard building	

Stoop	
A stoop is an elevated entry to the building generally used when the building façade is very close to the sidewalk, and locating the living areas at a height above that of the sidewalk provides privacy. Stairs or ramps from the stoop may lead directly to the sidewalk or may run parallel to the sidewalk.	
Typical Building Types	
Multiplex small Multiplex large Townhouse Auto court building Courtyard building	

Dooryard	
A dooryard is the private area created in the setback space between the sidewalk edge and the building façade, often defined by a low wall, fence or hedge. The dooryard may be raised or at-grade.	
Typical Building Types	
Multiplex small Multiplex large Townhouse Auto court building Courtyard building Main street building Midrise building Highrise building	

Forecourt	
A forecourt is the space created in between the building façade of and the sidewalk, when a portion of the building is set back. A forecourt is larger than a dooryard and can be used to create an entry court or shared garden space for housing, or an additional shopping or restaurant seating area within retail and service areas.	
Typical Building Types	
Multiplex large Main street building Midrise building Highrise building	

Shopfront	
A shopfront is when the main building facade is at or near the sidewalk edge, typically with an entrance from the sidewalk at-grade. This type of building entrance is generally intended for service, retail, or restaurant use and includes substantial glazing. This type may include an awning that overlaps the sidewalk.	
Typical Building Types	
Main street building Midrise building Highrise building	

Terrace	
A terrace is a type of building entrance where the building façade is elevated, and the terrace provides an area for pedestrian circulation next to the building facade, accessed by steps or ramps. A terrace typically connects multiple entrances, and is commonly used for retail, service, office uses, or housing. It provides an outdoor area along the sidewalk and can help accommodate an existing or intended grade change.	
Typical Building Types	
Main street building Midrise building Highrise building	

Gallery and Arcade

A gallery is a covered structure along the building façade, used when the building façade is set back from the lot line. Typically articulated with colonnade or arches, a gallery provides a covered area adjacent to the sidewalk for pedestrian circulation. Galleries can be one or two stories and are often used in conjunction with other building entrance types such as stoops, shopfronts, dooryards and forecourts.

Arcades are similar in form to galleries, except that arcades typically have habitable space above them, and can extend over the sidewalk. Galleries are easier to regulate in the built environment than arcades.

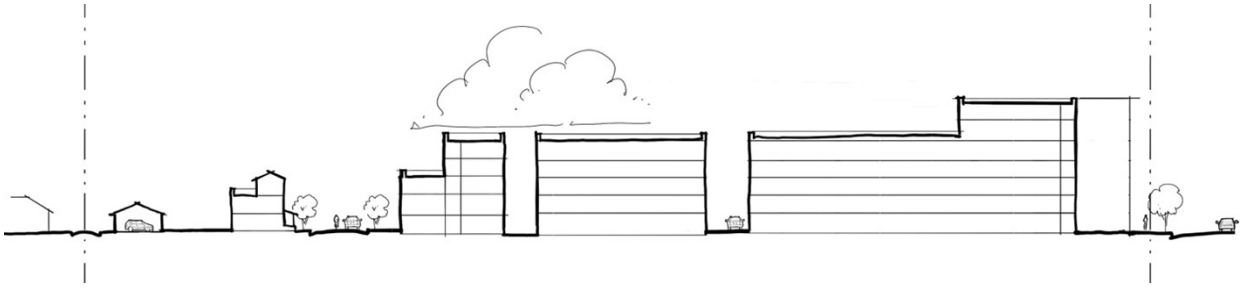
Typical Building Types

Main street building
Midrise building
Highrise building

BUILDING MASSING AND TRANSITIONS

The TOD Corridor project area will include higher development intensity in the transit nodes, with lower development intensity on the periphery of transit nodes, especially when adjacent to existing residential neighborhoods. For reasons of compatibility with the existing form and scale of the corridor, it will be important to have appropriate transitions in building size/scale and height, from the transit node core to the periphery.

As shown in the graphic below, this transition in building scale and form is important to avoid compromising the privacy and quality of open space for residents in the adjacent buildings, as much as to create a hierarchy or urban form and sense of identity.

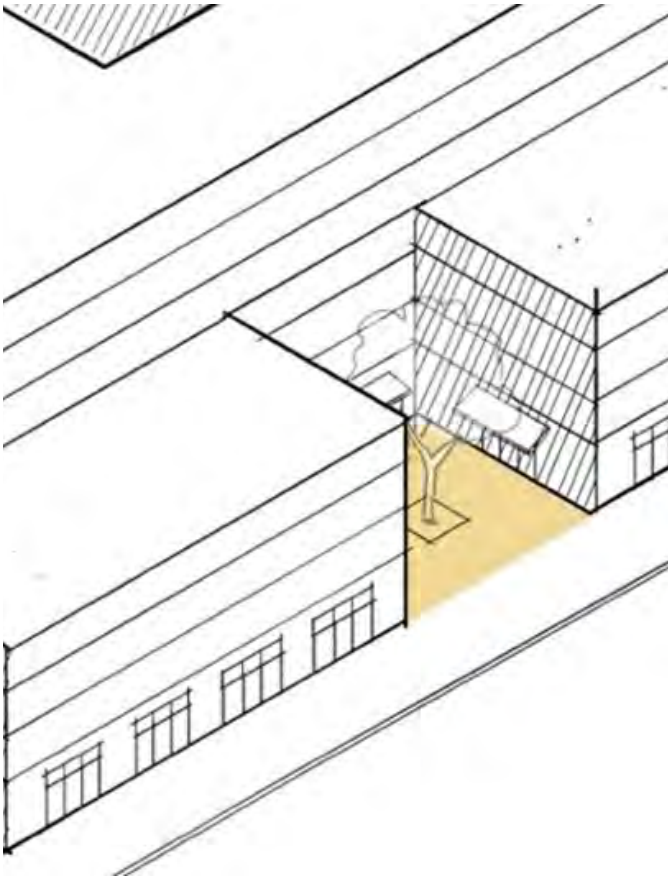


STRATEGIES FOR BUILDING TRANSITIONS

Appropriate building transitions can be achieved through several strategies, which can be implemented through building standards or regulations:

- Step down in building height by reducing the number of stories.
- Break up the building massing to avoid long unbroken facades.
- Articulate the ground floor to support active uses and avoid blank facades.
- Consider massing and articulation standards for building facades that are over a certain length to break up the apparent scale of the building. These can be in the form of building step backs, change of materials, etc.

The graphic to the right shows an example of how building massing articulation and stepping down in height can create transitions in scale and form, as well as carve out small public spaces.

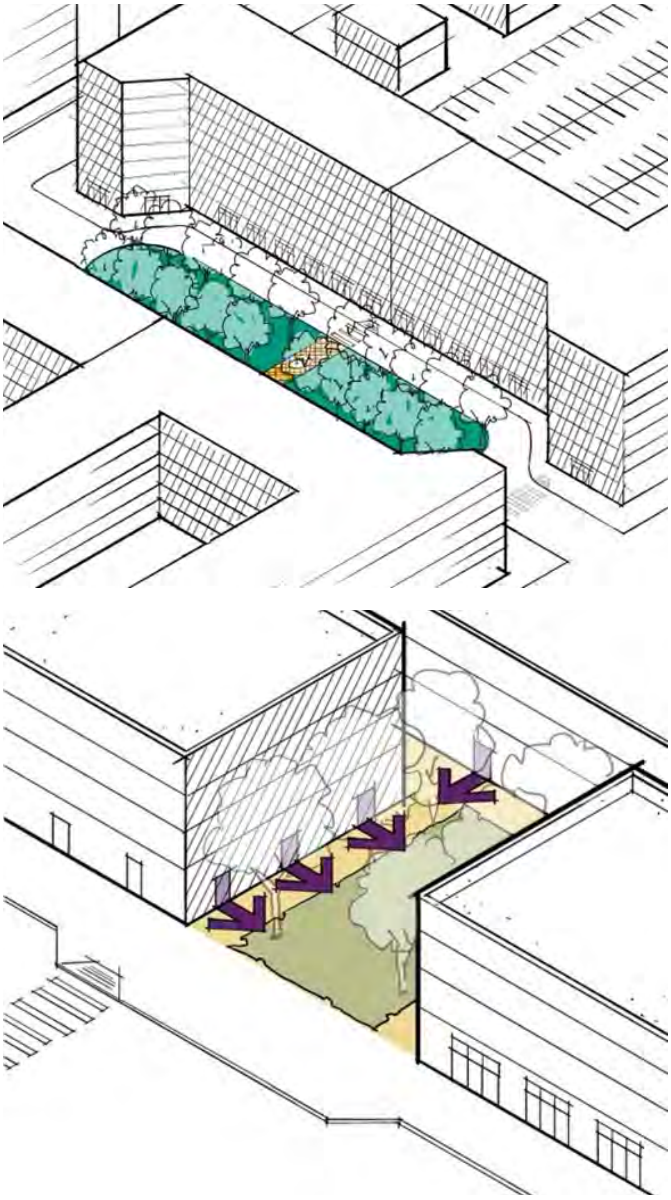


OPEN SPACE PROTOTYPES

In addition to larger planned open spaces in the transit nodes, there may be opportunities to provide smaller open spaces, particularly as part of larger development projects. Smaller open spaces provide several benefits:

- Being smaller, they are typically easier to maintain and cheaper to construct
- Shade is a primary concern in a place like Mesa. Smaller open spaces can benefit from being shaded by buildings and can encourage walkability.
- Using a palette of open space types can provide design guidance for "leftover" or "inefficient" spaces within the transit nodes, that are not practical for siting buildings; but can serve a valuable function by being used to provide pedestrian-scaled open spaces.

Below are two examples that show how small open spaces can be integrated within a dense built environment. Narrow spaces in between buildings can support small pocket parks, as shown on the right. Similarly, a street could have an extra-wide median to create a linear park with trees, landscaping and seating. Such spaces can activate adjacent buildings ground floor uses by encouraging more foot traffic.



OPEN SPACE PROTOTYPES

Below are examples of small-scale open spaces that can be integrated within transit nodes in the TOD corridor, to complement larger parks and plazas designed for larger community gatherings. These include:

- Pocket park
- Pocket plaza
- Playground or tot-lot
- Pedestrian passage

Pocket Park or Plaza

These are small-scale spaces, often located at the corners or blocks or at street intersections that can accommodate informal activities as well as small gatherings and events. If located adjacent to retail uses, they can also be used for outdoor dining.

Playground or Tot Lot

Small spaces designed and equipped for the recreation of children, these serve as quiet, safe places protected from the street and typically in locations where children do not have to cross any major streets. An open shelter, play structures, or interactive art and fountains may be included.

Pedestrian Passage

These are linear spaces designed primarily for foot and bicycle traffic, but which can also accommodate emergency vehicle access. These can include seating, landscaping, and paving to.

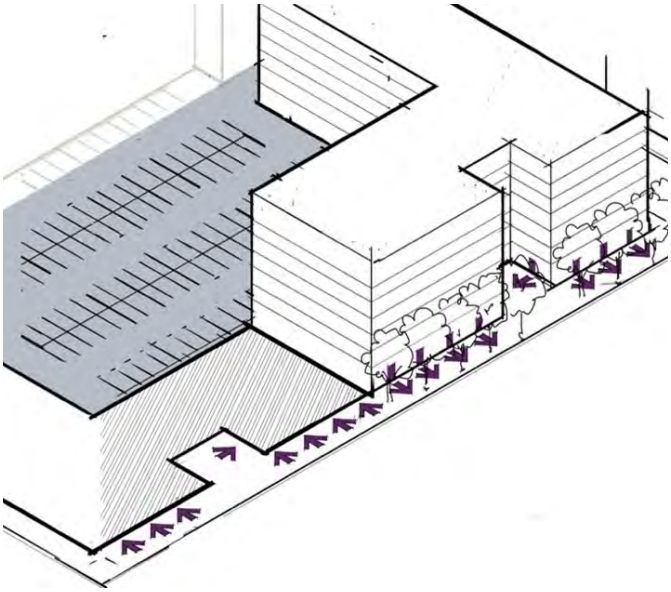
LARGE SITE DESIGN

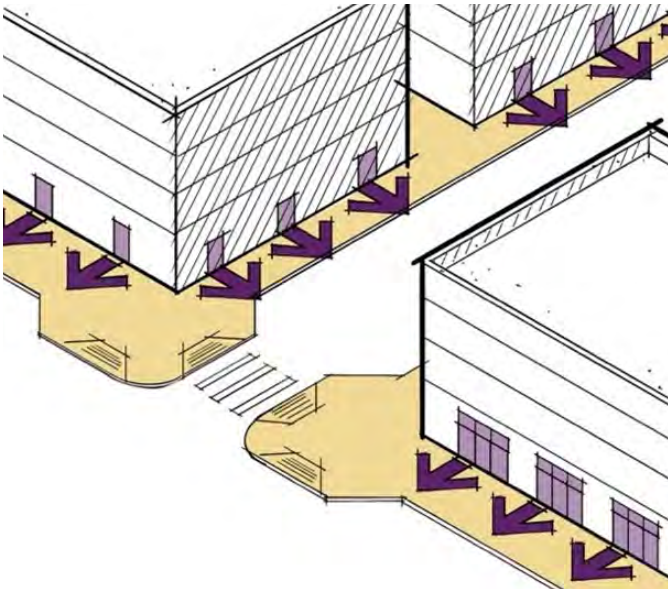
Within the TOD corridor, there are likely to be development projects on larger sites, that can accommodate multiple buildings. For such sites, design guidance can lead to more predictable built outcomes and can facilitate the provision of community benefits (with or without the need for development incentives such as density bonuses).

DESIGN CONSIDERATIONS FOR LARGE SITES

As a starting point, development guidelines should clearly define what a large site is, in terms of site area or minimum/maximum dimensions. Design considerations include:

- Ensure that all buildings within the large site front onto and activate a street, pedestrian way, or community open space.
- Locate parking areas in block interiors or at the rear of buildings to shield them from pedestrian view along streets and open spaces.
- Set open space requirements for large sites with minimum size and area standards.
- Set maximum block sizes for very large sites, to ensure internal connectivity particularly for pedestrians and bicyclists, and for emergency access





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MESACONNECTED
TRANSIT-ORIENTED DEVELOPMENT PLAN

APPENDIX 3

APPENDIX 3 - CONTENTS

Task 4.1	Regulatory Approach Memo
Task 4.2A	Plan for Code and Regulatory Tools
Task 4.2B	Affordable Housing Memo
Task 4.2C	Identify TOD Policies
Task 4.3	Supportive Policy and Implementation Memo
Task 5	Supportive Plan and Investment Strategies

4.1 REGULATORY APPROACH MEMO

EXECUTIVE SUMMARY

This document provides a high-level overview of how the project team will approach the definition and refinement of regulations for the MesaCONNECTED TOD (Transit Oriented Development) project area. As an approach document, this memo lays the groundwork for defining TOD regulations by articulating priority topics for regulation and highlighting where coordination between regulatory topics will be critical to TOD's success. The discussion in this document is meant to provide the rationale for regulatory approaches and standards proposed for inclusion in TOD regulations and provide context for decision-making regarding the content and organization of those regulations.

This memo starts by providing a summary of how other communities with fixed-line transit approach TOD regulation. This section summarizes relevant details pertinent to Mesa's future TOD regulations. These precedents illustrate how different communities have arranged the relationship between these standards.

Building off the findings of the precedent summary, the following section proposes how to define TOD regulations for Mesa. The section is divided between bigger-picture regulatory strategies and more focused priority regulations that are critical for the success of TOD. This section provides a roadmap for creating the standards that will regulate development in the TOD project area and the regulatory mechanisms and procedures to implement the standards. In general, the proposed strategies and priority regulations emphasize flexibility and adaptability to accommodate an uncertain development timeline while reinforcing a high-quality, pedestrian-oriented environment that will support transit use in the long term.

Finally, an initial Regulatory Table of Contents Summary follows the Proposed Regulatory Approach and indicates how regulations will be organized. Significant work will be undertaken to refine the approaches and standards described in this memo. The discussion provided in this document will inform ongoing conversations and the iterative definition of TOD regulations for Mesa.

REVIEW OF TOD REGULATORY PRECEDENTS

SELECTION OF PRECEDENTS

TOD PRECEDENTS

Cities selected as TOD precedents have operating streetcar and/or light rail systems complemented by TOD zoning regulations. Some cities include explicit TOD zones and overlays, while others utilize zoning standards that include elements typically understood to support walkable, transit-oriented environments to encourage transit usage. These cities were selected in regions with climates, growth pressures, and available regulatory tools that are at least somewhat similar to those of the greater Mesa area. For example, while many cities with transit, TOD zoning, and growth pressure can be found in California and along the west and east coasts, the climates and regulatory environments in those places were deemed too dissimilar to Mesa to warrant inclusion in this review. A summary of the cities studied is provided in Table 2.1 following the next section.

OTHER LOCAL PRECEDENTS

Regulations for other local municipalities were reviewed to establish and understand the

local regulatory environment. Generally, these municipalities did not provide useful precedents for TOD and instead hewed closer to a "business as usual" approach to development regulation. A summary of findings is provided in Table 2.2 in the next section.

KEY TAKEAWAYS

REGULATING BUILDING BULK AND MASS

Most of the cities analyzed relied on land use standards complemented by building placement, height, and density or FAR to regulate development in distinct zones, which has limited control over the resultant building form. Cities that provided form control did so through a combination of dimensional or descriptive building form standards, building types, frontage types, access location standards, and transparency minimums.

DESIGN GUIDELINES

Many design guidelines focused on site design and how the building interacts with the public realm to favor pedestrian comfort. Some had architectural and building-specific design principles, especially if the applicable area was a historical or heritage district.

INCENTIVES

Common incentives include allowances for an increase in density, height, lot coverage, FAR, or parking maximums, and a decrease in setbacks, parking minimums, processing time, or fees. Some cities provided financial incentives in the form of tax exemptions. To qualify for incentives, cities require LEED or other sustainability standards, affordable units as part of the development, historical preservation, access to public transit, or applied the waivers as part of a floating zone.

COMMUNITY BENEFITS REQUIRED

The cities studied tend to require the following public benefits: active ground floor uses, private or civic open space, pedestrian-oriented facilities, and bicycle infrastructure. Most open space requirements were for large multi-family development sites, not typically in the downtown. Some cities had specific transit-related public benefits requirements. For example, Tampa, FL, had specific streetscape requirements for "mobility streets" where they expected to find public transit with supporting development, and Tempe, AZ, required open space and active ground floor uses near "station areas."

SUMMARY OF FINDINGS

Table 2.1 Review of Other Regulatory Precedents				
City (Relevant regulations)	**Building Form Control**	**Design Guidelines**	**Incentives**	**Community Benefits**
Dallas, TX (Walkable Urban Mixed-Use District)	Building placement; Height; Entrance location; Transparency; Form and character examples; Frontage types	Streetscape design guidelines paired with technical road design	Historic overlay district provides financial incentives (tax exemptions) for preservation; Density bonus for percentage of affordable units included in project	Open space required for all form districts; Pedestrian-oriented amenities (benches, bicycle parking)
Kansas City, MO (Pedestrian-Oriented Overlay)	Residential building types; Building placement; Height; Transparency; Entrance location	N/A	Height bonus for additional parking provided; FAR or height bonus for LEED or providing workforce housing	Community facilities and civic open space
Oklahoma City, OK (Urban Design Overlay)	Primarily through land-use regulations, building placement, and height	Development + transportation framework with streetcar line priority area; General design guidelines for UDO	Transit proximity incentives reduce parking requirements	Promote pedestrian comfort; Accommodate pocket parks and gathering spaces into building design
Tampa, FL (Center City District)	Building placement, land-use regulations, height and density; Frontage types	Historic district architectural design guidelines	Provide transit support subsidy or facilities to increase density; Development rights as incentives for historic preservation	Public realm standards (curbside, landscape, walkway, frontage) for transit and mobility streets; Public art; Open space

Table 2.2 Review of Local Regulatory Precedent				
City (Relevant regulations)	**Building Form Control**	**Design Guidelines**	**Incentives**	**Community Benefits**
Chandler, AZ (City Center District)	Primarily through land-use regulations, height and density	N/A	"Infill incentive district" allows for reduced setbacks to promote infill development	N/A
Gilbert, AZ (Gateway Districts)	Primarily through land-use regulations, height and density	Guidance on mixed-use developments, streetscape design and heritage districts design	N/A	Pedestrian-oriented amenities
Glendale, AZ (CD-Pedestrian Retail)	Primarily through land-use regulations, height and density	N/A	Performance incentives to grow FAR (provide: LEED, open space, public art)	N/A
Scottsdale, AZ (Downtown)	Land-use regulations, height and density; Stepbacks required by development type	Guidance on human connectivity, site and context, building design and historic districts identity	FAR bonus for including residences in DT project, adding parking structure, or following historic preservation plan	N/A
Phoenix, AZ (Downtown Code)	Frontage types; Building form and placement guidelines	Guidance on building form, placement, transparency, lighting, signs, streetscape and scale transition	Height, density, or lot coverage increase, or parking reduction for sustainability credit	Open space guidelines for large sites within certain character areas; Pedestrian-oriented streetscape design

Table 2.2 Review of Local Regulatory Precedent				
City (Relevant regulations)	**Building Form Control**	**Design Guidelines**	**Incentives**	**Community Benefits**
Tempe, AZ (Transportation Overlay District)	Land-use regulations, height and density; Standards for building openings and access	Streetscape, open space and community development guidelines for downtown	Overlay allows reduced parking minimums and setbacks, and increase in height and lot coverage	Active ground floor uses, and open space required within station areas; Investment in transit, bicycle and pedestrian infrastructure
Tucson, AZ (Urban Overlay District + Infill Incentive District, Main Gateway District Guidelines)	Primarily through land-use regulations, height and density	Guidance on landscaping, pedestrian facilities, height and mass transition, historic preservation, building design, TOD	Require more involved review process but more flexibility in development standards to incentivize TOD	Site design, open space, plazas, and pedestrian nodes
Mesa, AZ(Downtown FBC)	Frontage types; Building types; Building form and placement dimensional standards	Guidance on site and building design based on development type (residential, commercial, industrial)	Large sites following Smart Growth Community Plans have fast-tracked applications and reduced fees	Active ground floor; Private open space by building type; Civic space standards per site area; Pedestrian-oriented streetscape design

PROPOSED REGULATORY APPROACH

PROPOSED STRATEGIES

Based on findings from the review of other jurisdictions' TOD zoning strategies and our understanding of the existing conditions and proposed vision in the corridor, the project team propose the following regulatory strategies for the MesaCONNECTED corridor.

OPT-IN FLOATING ZONES

The vision for TOD within the corridor foresees a significant transformation of the built environment over time. However, the degree of development intensity envisioned by the MesaCONNECTED Plan may not be fully achievable in the near term due to current market conditions.

Given the wide range of existing conditions within the corridor and the uncertain timeline for future transit investments, an opt-in strategy using a TOD floating zone could provide needed flexibility for property owners and the City. A floating zone would allow landowners to pursue redevelopment aligned with the long-term vision when market conditions support such investments and when the property owner initiates a rezone.

Properties that do not opt-in will not be penalized or rendered non-conforming, since no rezoning would occur without the property owner's request. The use of a TOD floating zone would build on Mesa's successful experience with similar tools, such as the Economic Opportunity District and Form-Based Code.

INCENTIVES AND STREAMLINED ENTITLEMENT

Incentives will be essential to encourage property owners to opt-in to the proposed TOD floating zone. A streamlined entitlement process is one foundational incentive, as it can make the use of floating zone standards across various development types. Additional incentives can further promote the use of the floating zone by offering increased development potential compared to traditional zoning.

STREAMLINED ENTITLEMENT

With clear and objective standards, the TOD floating zone could be administered ministerially, using a "by-right" entitlement approach. Under this model, planning approvals would be reviewed and approved administratively as long as an applicant can demonstrate compliance with all applicable development standards.

A 100% by-right approach can substantially streamline entitlement but eliminates opportunities for design review and negotiation of public benefits. Traditional, discretionary review entitlement processes allow for negotiation between the applicant and the City. This provides opportunities for the City to negotiate for improved project design and public benefits, but can also add considerable costs for the applicant, driving up costs for eventual building occupants or rendering the project infeasible altogether.

SB 330 in California provides a case study for how a hybrid entitlement process incorporating elements of both by-right and discretionary review can streamline approval while providing some flexibility for local zoning departments. The state law limits the number of public hearings for housing projects to five and limits discretionary review to only "objective" standards included

within relevant zoning regulations.

Similarly, Mesa's Form-Based Code employs a hybrid model, where zoning clearance is the baseline review, with an option for the Planning Director to require design review if the project warrants additional refinement.

A hybrid approach that relies on objective standards while permitting a limited number of discretionary review cycles would set clear expectations and provide predictability to both the applicant and the City in terms of the time and resources that could be necessary to satisfy the entitlement process while providing limited discretionary flexibility to achieve higher quality building and site design.

INCREASED DEVELOPMENT POTENTIAL

The Plan envisions a greater intensity of development than what currently exists within the corridor. As such, any new regulations should provide an increased baseline for development potential – an inherent incentive for property owners to opt into the TOD floating zone to maximize yield.

At the same time, achieving the higher levels of design and public realm improvements required by TOD regulations may add costs, potentially diminishing returns from the added density. As a result, additional incentives – in the form of bonuses and relief – may be needed to further encourage adoption.

BONUSES AND RELIEF

Additional incentives could take the form of bonuses and/or relief from certain standards in exchange for certain public benefits, such as publicly accessible open space, improvements to the public realm, vertically mixed-use projects, and/or affordable housing.

When bonuses are provided as incentives, they typically allow for more development on a site than what is allowed by the base zoning, but increase limits on height, density, floor-area ratio, and/or building site coverage.

When relief from standards is used as an incentive, it is typically designed to minimize non-revenue development costs or to allow for more development on a site than would be possible by loosening parking and setback standards.

COMMUNITY BENEFITS

TOD regulations should clearly articulate requirements for development incentive eligibility. Incentive eligibility should be calibrated relative to the value of the community benefit provided. To provide a user-friendly experience for development, regulations should provide a clear menu of community benefit options that applicants can pursue and clearly articulate eligibility for related development incentives and bonuses.

PROCEDURES

MODIFICATIONS

The diversity of existing conditions within the corridor and the uncertain development timeline make a one-size-fits-all approach impractical and potentially risky. Striking a balance between clear, predictable development standards and the flexibility needed to accommodate varying site conditions requires the ability to adjust regulations within well-defined parameters. Existing tools, such as the administrative modification process in Mesa's Form-Based Code and Economic

Opportunity District provide useful models for structuring such flexibility in the TOD framework.

SUBSTANTIAL CONFORMANCE IMPROVEMENT PERMITS (SCIP)

Depending on the regulatory vehicle(s) utilized – rezoning, overlay district, floating zone(s) – the use of the City of Mesa's Substantial Conformance Improvement Permits, or a modified version thereof, could be a helpful tool for encouraging incremental compliance with the development vision for the corridor. A deeper understanding of how this tool has been used and whether it is necessary to integrate it into TOD regulations or use it as-is should be undertaken as part of the process of defining TOD regulations.

DEVELOPMENT INCENTIVE PERMIT (DIP)

The City of Mesa offers a Development Incentive Permit, which could be adapted into TOD regulations and help encourage development for smaller tracts that may have difficulty meeting current development standards. The program provides relief from certain development standards but requires staff review and a public hearing to acquire.

BONUS INTENSITY ZONE OVERLAY (BIZ)

The Bonus Intensity Zone Overlay (BIZ) in the City of Mesa's zoning ordinance provides a model for similar tools that could be used within the TOD regulations. The overlay provides an intensity bonus for projects that encourage innovative development, promote pedestrian activity, achieve the goals of the General Plan, and use sustainable patterns and systems. A similar approach could incentivize TOD goals within the corridor.

RELATIONSHIP TO MESA'S FORM-BASED CODE

The Downtown Mesa Form-Based Code emphasizes a high-quality pedestrian environment conducive to TOD principles. To provide predictability to Downtown landowners and maintain a cohesive built form environment in Downtown Mesa, TOD regulations should complement but not replace existing zoning where the TOD project area overlaps with existing Downtown Mesa zoning.

RELATIONSHIP TO OTHER REGULATIONS AND GUIDELINES

The concurrent definition of TOD regulations and guidelines for development within the project area provides a unique opportunity to create an efficient and coordinated regulatory environment. Generally, both documents will benefit from objective content that sets clear expectations and minimizes the need for interpretation and negotiation. Developing both documents iteratively and concurrently will enable the project team to determine what content is best suited for each approach, and each document should be developed to support the other.

REGULATIONS TO SUPPORT TOD

The topics recommended to be regulated within the corridor are outlined in the proposed Text Amendment Table of Contents later in this document. Among these, the following regulatory topics are especially critical to creating a successful TOD environment and are discussed in further detail below.

All regulations will require iterative refinement as the framework is developed, and the importance of certain elements may evolve as the standards take shape. Careful coordination between the standards and mapping within the corridor will be essential to ensure that implementation Is both effective and straightforward.

SETBACKS AND RELATED STANDARDS

BUILD-TO-ZONE STANDARDS

A combination of minimum and maximum setbacks should be established where lots abut a right of way to promote the creation of a consistent "street wall" along the block face. This helps to promote a cohesive public realm and creates the sense of an "outdoor room" that provides a more pleasant environment for pedestrians.

EXPANDED PUBLIC FRONTAGE STANDARDS

Many walkable places feature small or no front setbacks and allow or even require the building façade to be located at the lot line adjacent to the rear edge of the sidewalk. This situation creates a consistent "street wall" but relies on enough space within the adjacent right-of-way to provide an attractive, high-quality public realm with generous sidewalks, street trees, street furniture, and other amenities. While any new thoroughfare within the project area should be designed to accommodate these facilities, certain existing thoroughfares within the project area may not be able to accommodate such pedestrian-oriented amenities or may be unlikely to include them in the near term. As such, careful consideration must be given to requiring front setbacks along these thoroughfares to provide amenities that cannot be accommodated within the existing right-of-way. In these situations, front setbacks should be necessary at a depth that can accommodate the design features needed to provide a safe, inviting, and pleasant pedestrian realm between the building façade and the existing street. This space could be considered an expansion of the existing public frontage (sidewalk, street trees, street furniture, etc.).

ADJACENCY STANDARDS

Where lots within the TOD Floating Zone abut lots outside the Floating Zone with existing single-unit residential uses or where there is a significant difference in intended development intensity between abutting lots within the TOD Floating Zone, Adjacency Standards should be applied to limit the impacts of incompatible adjacent uses and/or building scales. These standards should either provide a spatial buffer between TOD and neighboring single-unit residential uses/or require a transition in scale along the edge of the building closest to the abutting lot line.

BUILDING DESIGN STANDARDS

TRANSPARENCY

Transparency creates a sense of openness and connection with the public realm and supports a more engaging pedestrian experience. It is

usually regulated by the percentage of a building's façade that is glazed or open to the interior space. Consider requiring shading elements where transparency is needed to reduce energy gain, provide a comfortable climate, and promote sustainability efforts.

BUILDING ENTRANCES

Standards should regulate the location and frequency of building entrances, which can be essential to creating an active ground-floor experience. Consider standards requiring at least one entry to face the public realm or one entry every certain distance. This is most relevant for facades that face transit nodes, primary thoroughfares, and/or pedestrian ways.

ARTICULATION OF BUILDING FACADES

Standards should modulate the apparent size and scale of large buildings to support walkability by providing visual interest and minimizing the perceived distance of a block face. A varied streetscape contributes to a more pleasant pedestrian experience, providing interest for people traveling on foot and helping them to orient themselves. Even in environments where the street wall is more or less continuous, differentiating building facades through changes in various architectural elements can help to realize these benefits.

PARKING

LOCATION

Parking setbacks should be calibrated to account for different parking strategies, including surface, structured above-ground, and subterranean parking facilities. Sidewalks and other public spaces should be screened from parking facilities, preferably by an active use when on the ground floor. Multistory parking structures should be screened to limit the impacts of light, sound, and air pollution on adjacent uses and structures. Access to parking facilities should occur via alleyways or roads of secondary importance to the overall pedestrian circulation network to avoid conflicts between people walking, riding bikes, and vehicles entering or exiting parking facilities.

REDUCTIONS TO ON-SITE PARKING

TOD generally requires less parking than other types of development since a mode shift to transit will reduce the need for vehicular travel. Since the timeline for transit investment within the project area is uncertain, parking standards in the TOD Floating Zone should encourage mode shift while providing flexibility to meet parking needs for near-term projects. Creative strategies such as transit passes, provision of bike share facilities and membership, and car-share facilities and membership could allow projects to reduce their parking demand and justify further reductions to required on-site parking.

USES

A mix of uses is critical to the success of TOD since a variety of uses can promote multi-modal transportation choices and support transit ridership. Mixed-use places also reduce demand for vehicle trips by making it possible and pleasant to walk or bike to a variety of destinations within the TOD area. The TOD Floating Zone should prioritize mixed-use Use Types. Since the timeline for development within the TOD Floating Zone is uncertain, use standards should allow Temporary Uses to activate sites in the interim until longer-term redevelopment and associated use changes can occur.

HEAT AND SHADE

Mesa's climate requires design interventions to provide a comfortable outdoor environment for people walking and riding bikes within the TOD Floating Zone. While further definition and refinement of a heat and shade strategy for the TOD Floating Zone will be necessary to determine which design elements are better suited to standards or guidelines, shade and heat relief should be integral to development within the TOD Floating Zone.

MEMO 4.2 (PART A): PLAN FOR CODE AND REGULATORY TOOLS

INTRODUCTION

PURPOSE

The planning and implementation of an extension of the Tempe Transit to the City of Mesa will result in adding significant public-level infrastructure within the identified transit corridor rights-of-way (ROWs). Investment in this infrastructure, regardless of the transit mode, will result in access to more robust transit for the citizens of Mesa. Supportive of the needs of transit patrons as well as all who use city streets, the City of Mesa envisions additional infrastructure and aesthetic upgrades to the non-vehicular portions of the public ROW, including both existing ROWs along the transit corridor and new ROWs in adjacent development nodes. This public investment in infrastructure will support private investment in development adjacent to planned transit nodes. The form of the envisioned development is described in this document.

The primary tool chosen to implement the land use changes required to support the envisioned development in the transit corridor is a floating overlay zone, to be enabled with the adoption of language that will become Chapter 11-13 of the City of Mesa Code of Ordinances. The floating overlay zone will roughly follow the transit corridor that has been studied, including recommended node areas (Figure 1). Different types of development patterns are recommended depending on the transit node's location along the corridor (Table 1). These patterns are described in this memo.

Table 1 – Transit Node Type Assignments

Transit Node		Regional Node	Neighborhood Node	Urban Node
Corridor	Location	Applicable Station District		
Transit Node 01	Dobson Road & Rio Salado Parkway	X		
Transit Node 02	Dobson Road & University Drive		X	
Transit Node 03	Dobson Road & Main Street			X
Transit Node 04	Dobson Road & Broadway Road			X
Transit Node 05	Dobson Road & Southern Ave	X		
Transit Node 06	Southern Avenue & Longmore	X		
Transit Node 07	Southern Avenue & Alma School Road	X		
Transit Node 08	Southern Avenue and Ext Road		X	
Transit Node 09	Country Club Drive and Southern Avenue	X		
Transit Node 10	Country Club Drive and 8th Avenue		X	
Transit Node 11	Country Club Drive and Main Street			X

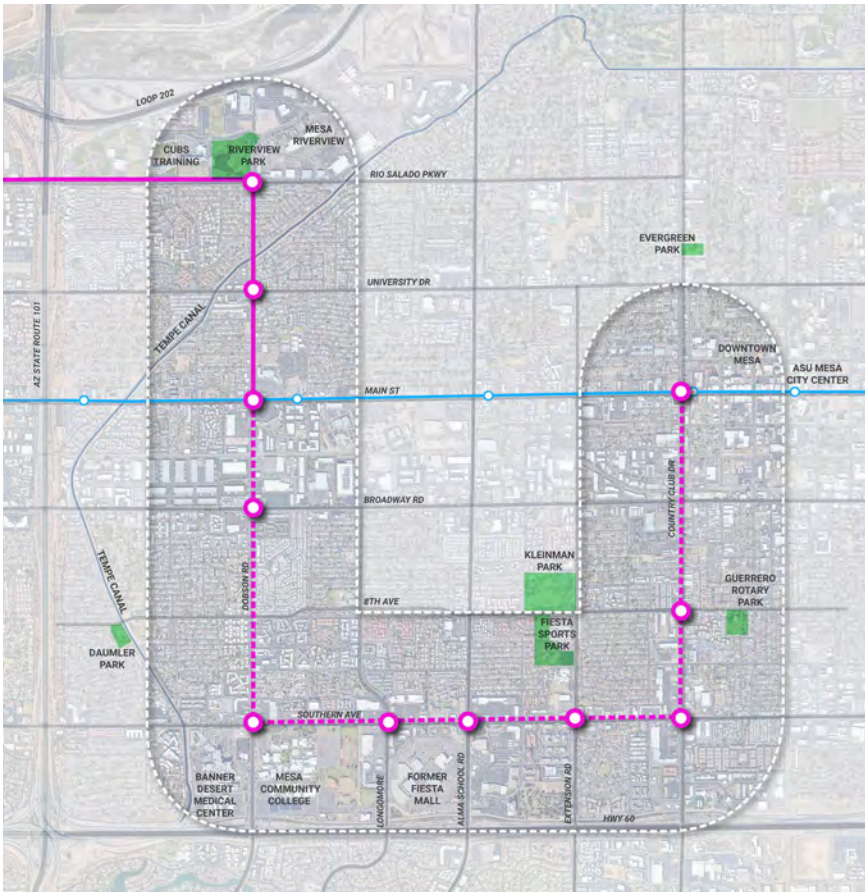

Figure 1 – Corridor and Transit Nodes

TRANSIT NODE TYPES

Three different node land use types and a default corridor land use type for the remaining non-node area have been defined, each with a different set of land use categories. Existing baseline zoning characteristics found in the City of Mesa Code of Ordinances (Figure 2) are replaced by the characteristics of the new land use categories when the floating zone is optioned by an applicant. The following table (Table 2) compares some of the existing baseline characteristics with the characteristics of the floating overlay zone.

Table 2 – Place Type to Zone Type Conversion

Baseline Place Types	TOD Floating Zone Types	Floating Overlay Zone Characteristics

• Parks and Open Space (Non-developable Land)
• Regional Center
• Urban Residential
	Regional Node	• Residential characteristics
		  ○ Single Family as existing stable only
		  ○ High-rise and mid-rise apartments and condos
		• Commercial characteristics
		  ○ A range of densities and forms
		• Tallest building heights, similar to height allowed in downtown zones
		• Density bonuses for affordable housing may be available

• Mixed Residential
• Neighborhood Center
• Urban Center
• Local Employment
	Urban Node	• Residential characteristics
		  ○ Single Family as existing stable only
		  ○ Mid-rise apartments and condos; live/work; courtyard apartments
		• Commercial characteristics
		  ○ A range of densities and forms
		• Mid-level building heights
		• Density bonuses for affordable housing may be available

• Mixed Residential
• Urban Residential
• Neighborhood Center
• Urban Center
	Neighborhood Node	• Residential characteristics
		  ○ Single Family as existing stable only
		  ○ Duplex, triplex, courtyard apartment, townhome, live/work
		• Low building heights
		• Commercial characteristics
		  ○ A range of densities and forms
		• Density bonuses for affordable housing may be available

• Lower-Density Commercial
• Stable Residential
	Corridor	• Residential characteristics
		  ○ Single Family as existing stable only
		  ○ Duplex, triplex, courtyard apartment, townhome, live/work
		  ○ Low building heights
		• Commercial characteristics
		  ○ A range of densities and forms
		• Density bonuses for affordable housing may be available

TOD = Transit-Oriented Development

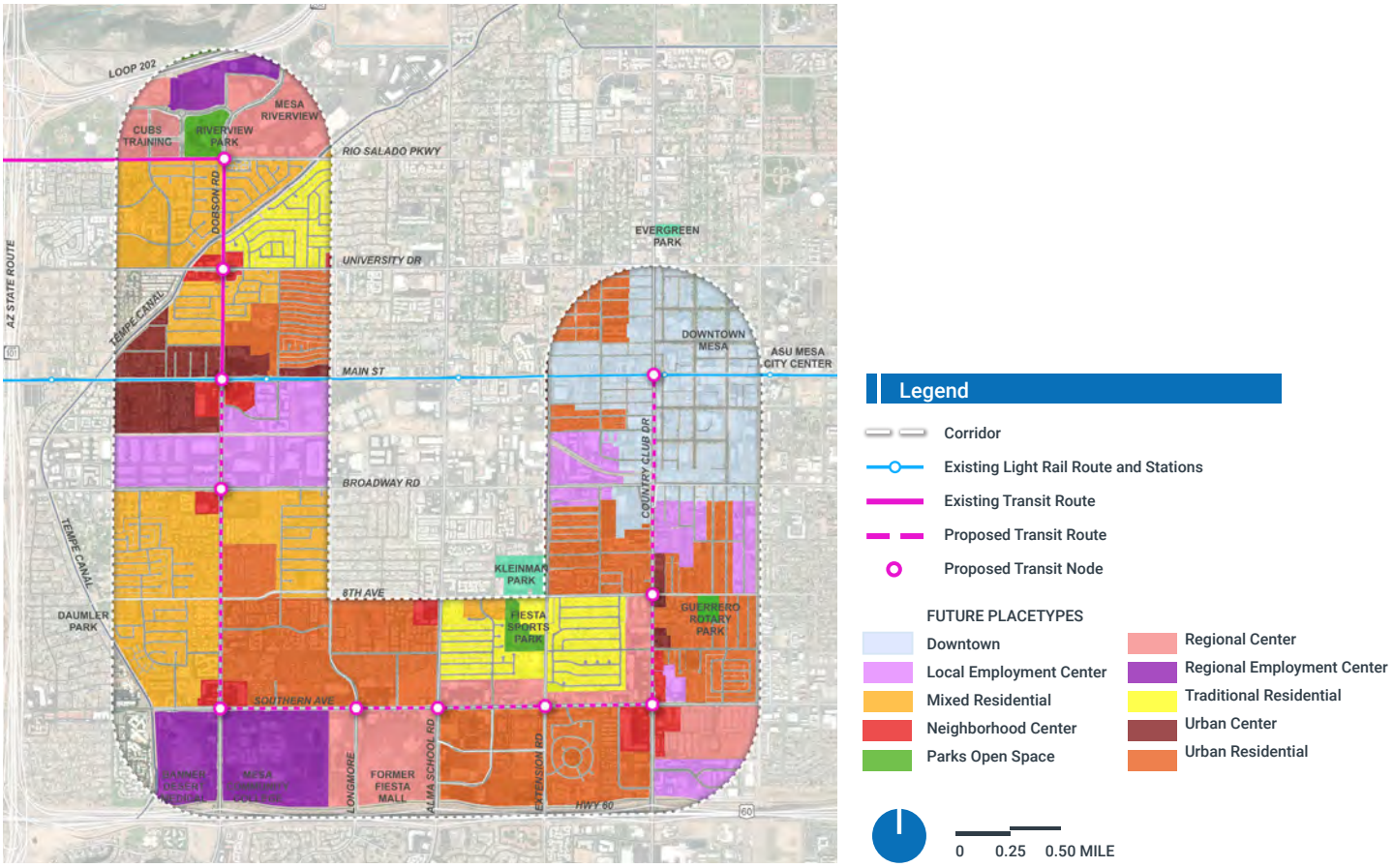

Figure 2 – Future Land Use Mapping with Existing Place Types

AREAS OF POTENTIAL CHANGE

The transit Corridor includes pockets of land that may be ready for development or redevelopment, represented as a change in land use or building form. While established residential areas can at times become ready for change due to neighborhood instability, in most cases change is encouraged first at non-residential properties that can accommodate a mix of uses, including housing (Figure 3). Potential development areas have been defined in this floating zone, primarily adjacent to planned transit nodes that are not existing residential areas. The proximity to higher-capacity transit at these recommended transit node locations can be a catalyst that speeds up the process of development or redevelopment. For simpler administration, the use of the TOD floating overlay zone provides three TOD node types and one corridor type. A description of each of these types is defined as follows. Land use categories that apply within these types, as well as development standards for each, are found in Memo 4.2C.

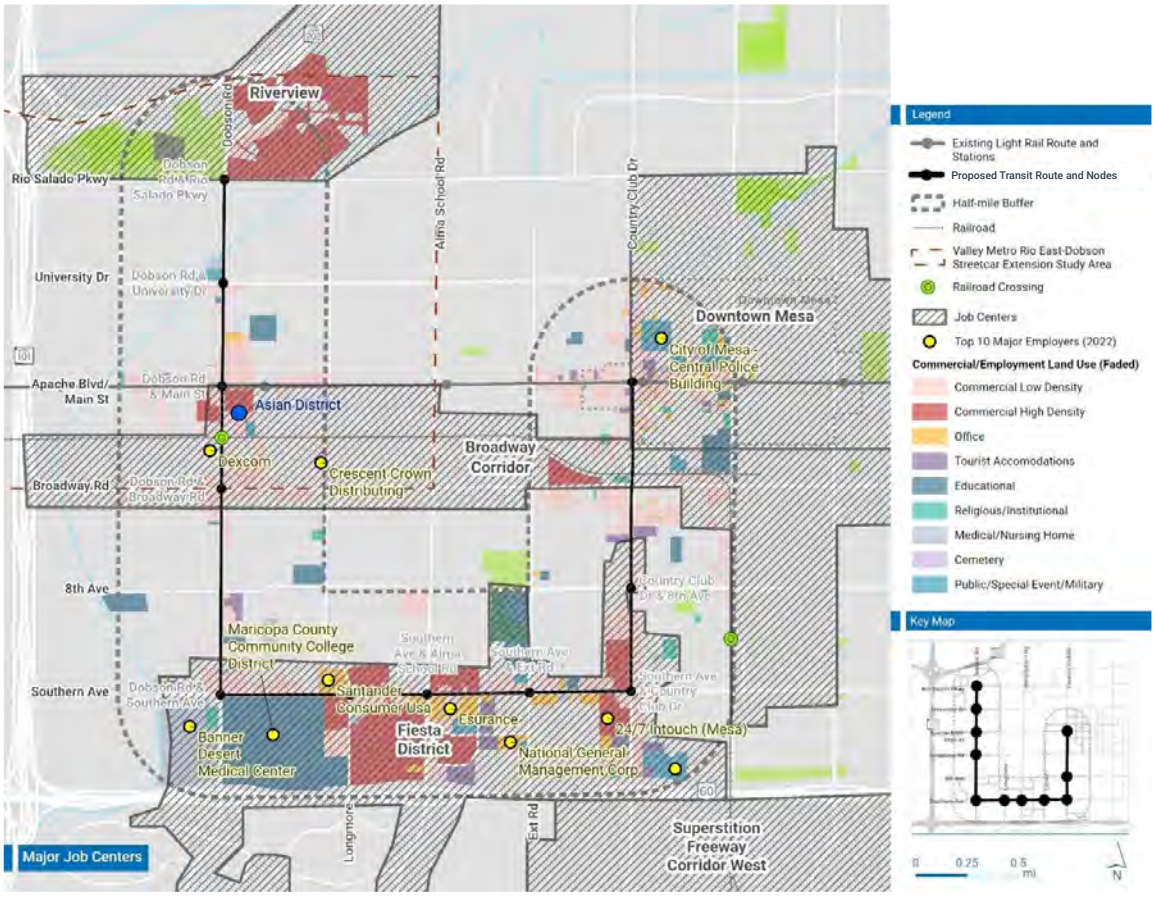

Figure 3–- Areas of Potential Change (major job centers and non-residential land uses)

REGIONAL NODE

The regional node type encourages major office, retail, cultural, recreational destinations, and housing in Mesa with proximity to transit options. The regional node districts coincide with similar underlying districts in the City of Mesa General Plan. However, if selected as the floating overlay zone, new requirements apply to promote consistency of development across the Corridor.

Table 3 – Regional Node Type Characteristics

Planning and Design Principles	Transportation, Parking, and Open Space Principles
• Vibrant mix of retail, entertainment, residential, commercial, and public/semi-public activities. • Build to lines at parcels reinforced; Main Entrance facing transit street. • New development oriented to the street. • Angle or setback buildings at prominent corners to provide more pedestrian space and signify active uses. • Provide greater mix of uses including office, hotel, entertainment, and destination retail. • Ground floor activation and transparency. • Preserve or replace grocery where applicable. • Architectural or landscape shade interventions along primary pedestrian routes. • Concentrate retail uses along primary streets and internal, pedestrian-focused "high streets." •	• Bicycle amenities o Physically separated bike lanes, medians, or bollards (Class IV) o Bike path (Class I) o Shared-use paths o Bike racks and lockers o Wayfinding signage o Shared mobility/mobility hub infrastructure o ; Bicycle detection at signalized intersections • Pedestrian amenities o Americans with Disabilities Act (ADA) curb ramps o High-visibility crosswalks o Curb extensions o Pedestrian-scale lighting o Street furniture o Wayfinding signage o Leading pedestrian intervals o Shade structures o Widened sidewalks o Gray to green infrastructure. • Parking characteristics o Parking accessible via alley or side entrance, with emphasis on parking structure o High level of bike and pedestrian amenities at the building frontage • Open space principals o Provide signature public open space as centerpiece of future district near future transit station(s) o Open spaces may be parks or plazas, (public and/or semi-public)

URBAN NODE

The urban node type encourages compact mixed-use areas where many people live, work, and play near transit options. The urban node districts coincide with similar underlying districts in the City of Mesa General Plan. However, if selected as the floating overlay zone, new requirements apply to promote consistency of development across the Corridor.

Table 4 – Urban Node Type Characteristics

Planning and Design Principles	Transportation, Parking, and Open Space Principles
• Mix of retail, commercial, flex/space, and public/semi-public activities • Limited setbacks; main entrance facing transit street • New development oriented to the street • Ground floor activation and transparency • Preserve or replace grocery where applicable • Architectural or landscape shade interventions along primary pedestrian routes • Concentrate retail uses along primary streets •	• Bicycle amenities o Physically separated bike lanes, bollards o Bike path o Bike racks o Wayfinding signage o Shared mobility • Pedestrian amenities o ADA curb ramps o High-visibility crosswalks o Curb extensions o Pedestrian-scale lighting o Street furniture o Wayfinding signage o Leading pedestrian intervals o Shade structures o Gray to green infrastructure. • Parking characteristics o Parking accessible via alley or side entrance, with emphasis on parking structure o High level of bike and pedestrian amenities at the building frontage • Open space principals o Provide civic/retail plaza space near future transit station(s) o Open spaces may be parks or plazas, (public and/or semi-public)

NEIGHBORHOOD NODE

The neighborhood node type encourages small, walkable, low-intensity commercial and residential developments that provide residents with convenient access to goods near transit options. The neighborhood node district coincides with similar underlying districts in the City of Mesa General Plan. However, if selected as the floating overlay zone, new requirements apply to promote consistency of development across Corridor.

Table 5 – Neighborhood Type Characteristics

Planning and Design Principles	Transportation, Parking, & Open Space Principles

• Local center of activity through a mix of residential, retail, and office spaces, creating a live/work and shopping environment
• Moderate setbacks; main entrance facing transit street
• New development oriented to the street
• Ground floor activation and transparency
• Parking in the rear of buildings; driveway access is minimized and consolidated where possible
• Architectural or landscape shade interventions along primary pedestrian routes
	• Bicycle amenities
	  o Buffered bike lanes/sharrows
	  o Bike racks
	  o Wayfinding signage
	  o Shared mobility
	• Pedestrian amenities
	  o ADA curb ramps
	  o High-visibility crosswalks
	  o Curb extensions
	  o Pedestrian-scale lighting
	  o Wayfinding signage
	  o Leading pedestrian intervals
	  o Gray to green infrastructure.
	• Parking characteristics
	  o Parking accessible via alley or side entrance, with emphasis on parking structure
	  o Bike and pedestrian amenities located at the building frontage
	• Open space principals
	  o Open spaces may be parks or plazas, (public and/or semi-public)

CORRIDOR

The corridor type encourages small, walkable, low-intensity commercial developments that provide residents with convenient access to goods. The neighborhood node district coincides with similar underlying districts in the City of Mesa General Plan. However, if selected as the floating overlay zone, new requirements apply to promote consistency of development across the Corridor.

Table 6 – Corridor Type Characteristics

Planning and Design Principles	Transportation, Parking, and Open Space Principles

• Moderate setbacks; main entrance facing transit street
• New development oriented to the street
• Ground floor activation and transparency
• Parking in the rear of buildings; driveway access is minimized and consolidated where possible
• Architectural or landscape shade interventions along primary pedestrian routes
•
	• Bicycle amenities
	  o Buffered bike lanes/sharrows
	  o Bike racks
	  o Wayfinding signage
	  o Shared mobility
	• Pedestrian amenities
	  o ADA curb ramps
	  o High-visibility crosswalks
	  o Curb extensions
	  o Pedestrian-scale lighting
	  o Wayfinding signage
	  o Leading pedestrian intervals
	  o Gray to green infrastructure.
	• Parking characteristics
	  o Parking accessible via alley or side entrance, with emphasis on parking structure
	  o Bike and pedestrian amenities located at the building frontage
	• Open space principals
	  o Open spaces may be parks or plazas, (public and/or semi-public)

AREAS OF STABLE RESIDENCE

A stable area is typically a neighborhood built on a foundation of consumer choice and commitment. In a stable neighborhood, most residents and/or business owners have confidence that the neighborhood is a good place to live and work, or that it is on a positive track to become a good place to live or work. In stable areas, there is a decent chance of a positive return on emotional and financial investment by continuing to stay in the neighborhood. Supporting the goals associated with ensuring a range of housing types are available in the City of Mesa, existing stable residential housing areas (Figure 4) are assigned as the stable residential land use in the floating overlay zone.

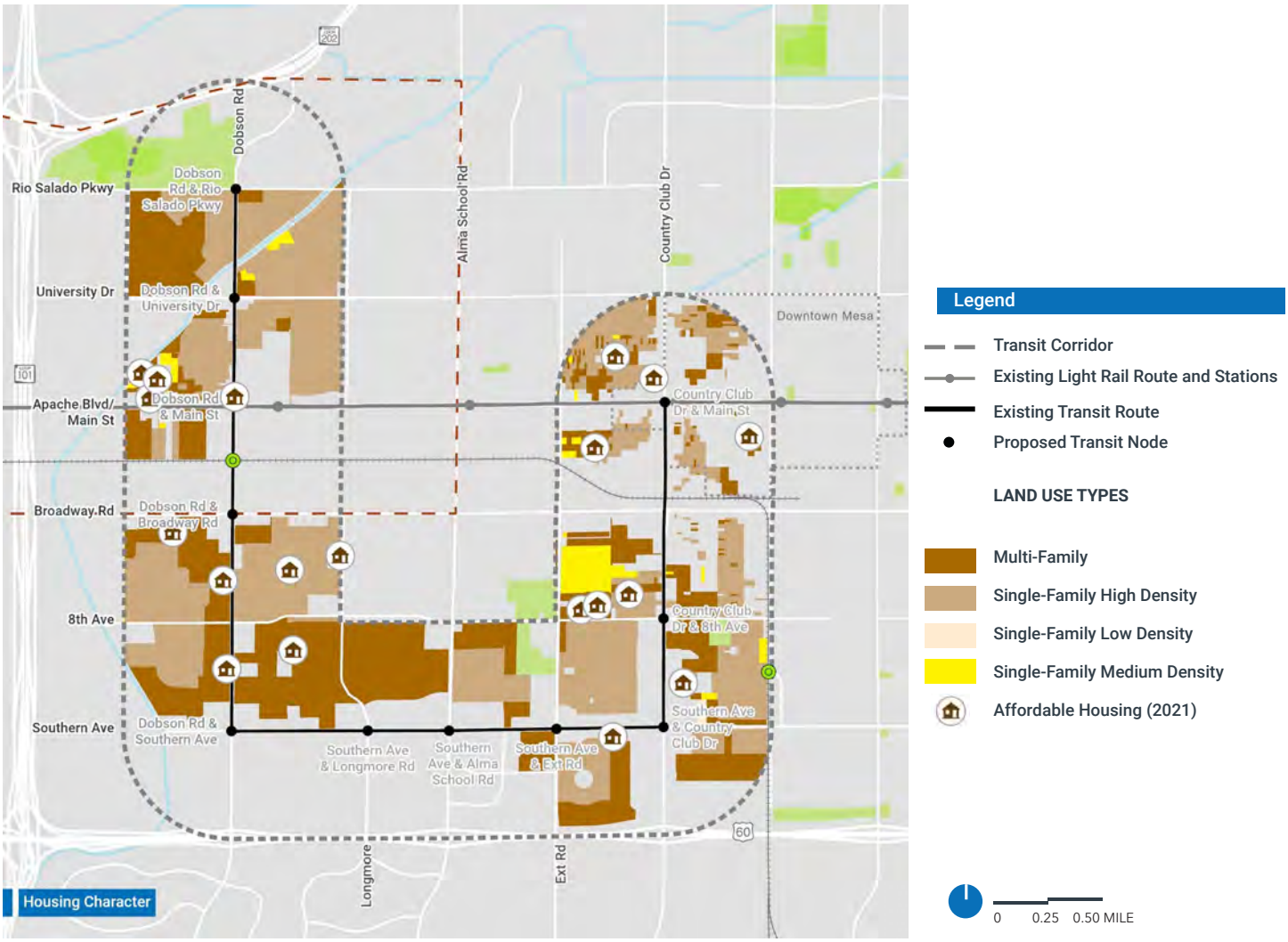

Figure 4 – Stable Residential Areas

Table 7 – Stable Residential Type Characteristics

Planning and Design Principles	Transportation, Parking, and Open Space Principles (Upgrades)

• Preservation of existing residential housing and neighborhoods	• Bicycle amenities
	  o Buffered bike lanes/sharrows
	  o Bike racks
	  o Wayfinding signage
	  o Shared mobility
	• Pedestrian amenities
	  o ADA curb ramps
	  o High-visibility crosswalks
	  o Curb extensions
	  o Pedestrian-scale lighting
	  o Wayfinding signage
	  o Leading pedestrian intervals
	  o Gray to green infrastructure.
	• Parking characteristics
	  o Parking accessible via alley or side entrance, with emphasis on parking structure
	  o Bike and pedestrian amenities located at the building frontage
	• Open space principals
	  o Parks and open space

LAND USE CATEGORY CLASSIFICATIONS

Within the Corridor there are a variety of opportunities for development and redevelopment as well as a variety of existing conditions and context. To allow the City of Mesa the flexibility to finely tune any development application in the floating overlay zone, a series of transit node types has been defined. Within the node types, a variety of land uses may be applicable. The advantages of this approach include:

- The land uses within a given category are similar in vision but include variations to control for unique conditions in each TOD node type or corridor type.
- Additionally, land uses are not necessarily tied to any TOD node or corridor, giving developers the flexibility to develop a product that may be applicable in more than one location.

STABLE RESIDENTIAL

The Transit Corridor boundaries include considerable land area supporting stable single-family residential and multi-family residential building types. As a key principle of the vision for this transit Corridor is to increase housing opportunities, stable housing is protected by the floating overlay zone. The definition of stability is not tied to the building type but rather to the residential land use, as areas of any building type can be considered stable.

Table 8 – Stable Residential Areas

Descriptions
• Single-family residential • Multi-family residential (existing only) • Affordable housing density bonuses: o Likely not applicable in this land use area

RESIDENTIAL

Residential land use, while also accommodating some commercial uses, is focused on providing new housing. The ground floor of residential buildings is defined by a lower maximum story height than the commercial areas, although some retail and commercial spaces may be allowed depending on the node area type. A higher ratio of open space (including recreational) may be required in residential land use groups to support the increased residential focus.

Table 9 – Areas of New Residential Development

Descriptions

• Multi-family residential
  o Wide range of building heights and densities may be made available
• Building Code Integration: Proper height that is efficient/allowable in various building type categories as allowed by local building officials.
  o Five-story building may correlate to a Type V building (four floors of wood frame over one floor of Type 1 concrete podium). 14 feet minimum first floor and then 9-foot minimum floors above (50 feet minimum outside of the roof type)
  o A common building type: Five stories (Type III) of wood frame over one story (sometimes two) of concrete parking podium (Type 1). The extra story gives the developer more flexibility to develop a pro-forma
• Affordable housing density bonuses
  o Likely to be applicable in this land use area

PUBLIC AND SEMI-PUBLIC USE

The public and semi-public use classification is focused on supporting government buildings, health care facilities, schools, and cultural or religious institutions. These are spaces that are generally open to the public regularly or sporadically and may have a regional focus or draw. These uses may also include non-commercial places of work. The character of open space required within this land use may include a range of types including local and regional types, as well as active or passive spaces.

Table 10 – Areas of New Public and Semi-Public Use

Descriptions

• Public and semi-public uses
  o Wide range of building heights and densities may be made available
• Affordable housing density bonuses
  o Likely not applicable in this land use area.

COMMERCIAL (INCLUDING MIXED-USE)

The commercial land use is focused on supporting retail and office buildings, uses that are important for districts that have a more regional focus or draw. The commercial areas will typically be buffered from low-density residential with lower-density development or step-back provisions. The character of open space required within this land use will typically be focused on urban plazas and enhanced non-auto pedestrian zones rather than recreational open spaces.

Table 11 – Commercial Use Subarea Characteristics

Descriptions

• Commercial
  o Wide range of building heights and densities may be made available
• Building Code Integration: Proper height that is efficient/allowable in various building type categories as allowed by local building officials
  o Type 1 Mid-Rise are 75 feet maximum, allowing 8 to 9 stories depending on floor height
  o 10 stories, may be a high-rise building type/a different construction type
• Affordable housing density bonuses
  o May be applicable in this land use area

EMPLOYMENT AND INDUSTRIAL

Employment and Industrial land uses are focused on supporting smaller-scale industrial and research spaces. The areas are lower in density and intensity than commercial but uses may still require buffering from low-density residential with lower-density development or step-back provisions. The character of open space required within this land use will typically be focused on urban plazas and enhanced non-auto pedestrian zones rather than recreational open spaces.

Table 12 – Employment and Industrial Characteristics

Descriptions

• Employment and industrial
  o Wide range of building heights and densities may be made available
• Affordable housing density bonuses
  o Likely not applicable in this land use area

TRANSIT-ORIENTED DEVELOPMENT POLICIES

LAND USE VISION

The City of Mesa envisions a development framework that supports a mix of uses at key nodes where transit improvements are planned. The development framework shall include density that supports walkability, site layout that provides access to a network of open spaces and building types, and patterns that create a sense of community and identity. The establishment of developer-friendly mixed-use land use types at these nodes, properly scaled to the context of the adjacent community, are encouraged by offering increases in density in the floating overlay zone. For a variety of reasons, new development and redevelopment of parcels and lots is anticipated along the streets that have been identified for the transit corridor in the City of Mesa. Landowners and business owners may envision opportunities to better serve the market due to natural population growth, changes in shopping trends, and changes in demographics in the City of Mesa and the region. New public infrastructure can also influence the development and redevelopment of parcels and lots in the vicinity.

LAND USE GUIDING PRINCIPLES

The development and redevelopment guidance and requirements established in this document are based on the following principles:

1. Many stable residential neighborhoods exist along the identified transit corridor. These neighborhoods are governed by this document only to the extent of protecting them from redevelopment. Residential areas in any area type shall be considered areas of stability.

2. Areas of change along the identified transit corridor will be limited to node types and corridor areas that are primarily not currently residential in nature and can accommodate mixed-use development.

3. To streamline the application process with the City of Mesa by the development community, and the approval of applications for development by the City of Mesa, a unified set of guidelines and codes is recommended at all key nodes not designated as stable residential.

4. The guidelines and codes for the key nodes are one option for developers. Landowners may choose to make no changes to their properties or use the existing City of Mesa Code of Ordinances as they prefer.

BALANCED HOUSING PLAN

PLAN SUMMARY

In 2024, the City of Mesa commissioned a housing study, the City of Mesa Balanced Housing Plan, to develop a strategy for supporting the housing needs of all Mesa citizens. Certain portions of the recommendations of that study are addressed by Chapter 11-13, summarized as follows, and detailed in the Affordable Housing Memo:

1. A housing gap analysis indicates that existing housing does not fall within the financial means of the households of the City of Mesa.

2. The housing gap analysis also found that existing housing within the following general categories does not fall within the financial means of the households of the City of Mesa:

a. Workforce Plus
b. High-Income Earners

3. The housing gap analysis found that a robust supply of housing for middle income households exists.

a. The total housing need across the city is projected to increase annually as population growth continues.

4. The proposed floating zone supports the implementation of some of the recommendations of the balanced housing plan, as part of the City of Mesa's overall citywide strategy to meet the needs of the households in the City of Mesa. Some of these categories can be accommodated in the transit node study around the planned Mesa transit Corridor. Supporting implementation is as follows:

a. Encourage integration of housing in many development types.
b. Encourage mixed-use developments.
c. Adjust parking standards to support the needs of households.
d. Review and reduce setback standards to make infill more feasible.
e. Review zoning districts to allow diversification of housing types and middle housing types.

5. Attract higher-wage employment opportunities to improve affordability.

a. Encourage mixed-use development.
b. Encourage development of higher-priced homes and more middle housing types to minimize migration of residents to other cities.

DEVELOPMENT OPTIONS

Two options will exist for development or redevelopment of parcels in the Transit Corridor.

BASELINE CITY OF MESA ZONING CODE (OPTION #1)

1. Proposed development for parcels in the Transit Corridor may proceed under this option following this general process (summarized from City of Mesa Zoning Code):

a. Existing Place Types are defined in the Mesa 2040 General Plan; however, the zoning of a parcel defines the allowable development parameters. Any existing overlays such as PAD or BIZ may also be applied. If Option #2 is chosen, these parameters will no longer apply.
b. Existing Street Types are defined in the City of Mesa Transportation Plan, Appendix A: Street Typologies. Requirements for development along these streets shall remain under either Option #1 or Option #2.
c. Zoning definitions for the form, siting, and uses allowed are defined in the City of Mesa Zoning Code. Uses are tied to the zone applied. Under Option #2, some form and siting parameters are adjusted.
d. Parking, parks, and open space; landscape; and sign standard requirements in the general plan and/or zoning code are applicable. Under Option #2, some parameters are adjusted.

TRANSIT-ORIENTED DEVELOPMENT FLOATING OVERLAY ZONE (OPTION #2)

Proposed development for parcels within the Transit Corridor may proceed under the TOD floating overlay zone, if selected by a landowner/developer.

Table 13 – Table of Cross References

TOD Floating Zone Adjustments	Supporting Baseline Code: City of Mesa Code of Ordinances
Alternative requirements for development under the TOD Floating Zone	**Baseline requirements for development under the baseline zoning**
Land Use Administration and Zoning Description: Modifications: See Chapter 11-13-2	Title 11 Zoning Ordinance, Articles 1 through 3
Streets: No change in TOD Floating Zone. Recommendations for additional policies impacting density bonuses, Memo 4.4	City of Mesa Transportation Plan
Development Standards: See Chapter 11-13-2,	Title 11, Article 2 (Base Zones)
Form Standards: See Chapter 11-13-5,	Title 11, Article 4 (Development Regulations)
Parking Standards: Modifications, see Chapter 11-13-6	Title 11, Article 4 (Development Regulations), Chapter 32
Open Space Standards: No change in TOD Floating Zone. Recommendations for additional policies impacting density bonuses, Memo 4.4,	Title 11, Article 2 (Base Zones)
Landscape Standards: No change in TOD Floating Zone. Recommendations for additional policies impacting density bonuses, Memo 4.4,	Title 11, Article 4 (Development Regulations), Chapter 33
Sign Standards No change in TOD Floating Zone. Recommendations for additional policies impacting density bonuses, Memo 4.4	Title 11, Article 5 (Sign Ordinance)

DEVELOPMENT STANDARDS

BASELINE DEVELOPMENT STANDARDS

Memo 4.2 (Part C) is a draft of the proposed Chapter 13 of Title 11 of the City of Mesa Code of Ordinances. The outline follows a typical pattern established in other chapters in the City of Mesa Code.

ADDITIONAL DEVELOPMENT STANDARDS

Memo 4.2 (Part D) outlines supporting information that may be used to calibrate Chapter 13 of the City of Mesa Code as review and approvals progress. The content is based on the overall vision plan for the transit corridor but includes content that may not be typical for inclusion in standard code language by the City of Mesa and/or requires additional discussion.

TASK 4.2 (PART B): AFFORDABLE HOUSING MEMO

INTRODUCTION

APPROACH TO AFFORDABLE HOUSING IN MESA CONNECTED CORRIDOR.

The MesaCONNECTED project will provide a vision for transit-oriented development around proposed node areas and existing corridors. To implement this vision, the project will propose new regulatory tools and guidelines to promote transit-oriented development. These regulatory tools offer the most direct strategy to support affordable housing within the project area, by leveraging zoning incentives to promote the construction of affordable housing. This memo reviews several policy and regulatory tools used to support affordable housing, examines precedents in Arizona and beyond, and makes recommendations for how regulatory tools can support affordable housing development and preservation within the MesaCONNECTED project area.

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing in which the occupant spends no more than 30% of their gross income on housing costs, including utilities. This allows individuals and families to have sufficient income for other essential expenses.

In the context of housing markets, "below market rate" (BMR) refers to housing units offered at prices lower than the prevailing market rates. These units are often part of affordable housing programs that assist low–to moderate-income households.

The area median income (AMI) determines eligibility for various housing assistance programs. In Maricopa County, which includes Mesa, the 2024 median income is $101,300.

Overall, HUD categorizes income levels as follows:

- Extremely Low Income (30% of AMI): Households earning up to 30% of the AMI.
- Very Low Income (50% of AMI): Households earning up to 50% of the AMI.
- Low Income (80% of AMI): Households earning up to 80% of the AMI.

For a four-person household in Maricopa County, the income thresholds are:

- 30% of AMI: $31,200
- 50% of AMI: $51,400
- 80% of AMI: $82,250

Finally, "workforce housing" typically targets households earning between 60% and 120% of the AMI. For a four-person household in this area, 120% of the AMI equates to an income of approximately $123,360.

Source: Housing Authority of Maricopa

PRESERVING NATURALLY OCCURRING AFFORDABLE HOUSING (NOAH)

WHAT IS NOAH?

Smaller, often older homes and apartment units can be a source of “naturally occurring affordable housing” (NOAH)—meaning unsubsidized privately owned residences occupied or rented to low- or moderate-income households. Characteristics of NOAH that make it more affordable than other types of housing include:

1. Older housing is often less attractive to wealthier households.
2. Smaller housing is generally less attractive to

medium or large households.

3. Owners of housing that have not had significant reinvestment do not need to adjust rents upward just to retain their current level of profitability.
4. Lack of amenities can depress achievable rents.

As new residential development enters an area, such as portions of the MesaCONNECTED project area, new buildings targeting "luxury" renters can result in existing buildings that cannot compete in terms of unit size and amenities becoming NOAH by virtue of their comparatively lower rents.

Source: Zoning Practice, December 2023, APA

MANUFACTURING HOUSING COMMUNITIES AS NOAH

There are several manufactured housing communities within the MesaCONNECTED project area. Many residents of manufactured home communities rent individual home sites on land that they do not own. While moving manufactured home units for resident owners can pose a financial burden, the ease to move or demolish a manufactured home unit relative to a more permanent structure can make manufactured home communities desirable for redevelopment efforts. Manufactured homes have been noted as the largest source of NOAH housing in the country, and the possibility of redevelopment of manufactured home communities can pose displacement risks to existing residents. (Manufactured Housing Institute).

Sources: Fortune. (2023, April 8); Manufactured Home Institute.

ZONING STRATEGIES FOR PROTECTING NOAH

To avoid the displacement of NOAH by redevelopment efforts, the following strategies could be considered within the MesaCONNECTED project area:

STRATEGIC ZONING

Creating opportunities for more housing options through upzoning is an important strategy for supporting attainable housing. Prioritizing areas where upzoning will minimize displacement risks to existing residents, such as vacant lots, areas not currently zoned for residential uses, and high-opportunity residential areas can create opportunities for more housing with fewer potential negative impacts to NOAH. If upzoning to accommodate additional housing, consider how increasing entitlement on properties where NOAH exists could incentivize redevelopment of that property, potentially displacing existing residents.

OPTIONS FOR NONCONFORMING PROPERTIES

Allow for some degree of modifications and/or additions for existing nonconforming properties that provide NOAH. Allowing nonconforming properties to evolve over time, preferably to better comply with standards, reduces the pressure to demolish and redevelop. Such standards already exist within the City of Mesa Zoning Code (11-36-7: Alterations and Enlargements to Nonconforming Structures) and should be applicable within the MesaCONNECTED TOD project area. Adjustments to provide additional specificity for NOAH residential properties could be considered to provide additional flexibility. For example,

specific thresholds for modifications to new TOD standards could be incorporated, such as "up to 10% adjustment of ground floor transparency" or "up to 5' adjustment of side setback."

In Recommended Text and Addition to Zoning to Support TOD Policy see Section 11-13-2.4 Effects on Existing Development.

ZONING STRATEGIES TO PRODUCE MORE AFFORDABLE HOUSING

APPROACH

While the State of Arizona prohibits local governments from enacting mandatory inclusionary zoning, providing incentives to promote the creation of affordable housing, sometimes known as "voluntary inclusionary zoning," is permissible. Generally, these incentives work by reducing project expenses, making a project more profitable, or both. Reducing project expenses is generally achieved through waivers or reductions to standards that would otherwise add cost to a project, and/or through streamlined permitting which reduces costs associated with the permitting process such as fees and carrying costs. Making a project more profitable can generally be achieved by making it possible for a development to feature more and/or larger units, such as through increased allowances for building height and unit density.

Source: ASU Morrison Institute for Public Policy. November 2021.

QUALIFYING PROJECTS

The incentives discussed in this section are potentially applicable to both 100% affordable housing projects, where all units are offered at below market rate, and to mixed-income projects where only a portion of units are offered at below market rate.

Depending on local housing needs and community priorities, incentives could be calibrated to the type and/or amount of affordable housing provided in a proposed development. For example, greater incentives could be offered for projects that offer a higher % of units at below market rate. Arlington County, VA offers "sliding scale" incentives to promote more affordable housing production by providing more incentives for proposals that include a higher number of affordable housing units. Portland, OR, and Sacramento, CA, utilize a sliding scale for FAR in their base residential zones to encourage more housing production regardless of affordability in existing neighborhoods.

Applicability for affordable housing incentives within new regulations for the MesaCONNECTED project area will need to be discussed and refined as development standards are fine-tuned. For example, while some communities may accept buildings to become larger or taller than allowed under base zoning in exchange for 100% affordable development, the same trade-offs in building height and size may not be acceptable for projects delivering fewer affordable units.

INTEGRATION WITH TOD STANDARDS

In Recommended Text and Addition to Zoning to Support TOD Policy, Section 11-13-4.2 Density Bonuses has been reserved for zoning incentives, which could include additional incentives in addition to density bonuses, as detailed below. References to this section should be included with standards where incentives are available.

The recommended standards for the MesaCONNECTED TOD project area are proposed to be calibrated by Transit Node Area

type. As such, it will be necessary to consider potential differences in building scale, height, FAR, etc. between Transit Node Area types when calibrating any zoning incentives for affordable housing.

ZONING INCENTIVES

The following zoning incentives indicate which standards proposed for the MesaCONNECTED TOD could be leveraged to incentivize the production of affordable housing. Specific sections within the proposed standards are noted following a description of the specific incentive strategy. Depending on which strategies are pursued within the TOD area standards, further calibration would be required to determine an appropriate amount of bonus relative to the base standards.

DENSITY BONUS

This zoning incentive provides additional density beyond the zoning maximum in return for the developer's commitment to incorporate a specified number or percentage of below-market units in the project. The additional allowed density, which must exceed the number of required below-market units, should be calibrated so as to allow the developer to cover the added development cost of producing below-market rate units while producing a profit on the additional allowed market rate units. This profit on the additional allowed market rate units is what incentivizes the developer to provide the below-market units.

This strategy would apply to Section 11-13-5.1C Maximum Density (du/ac) and Section 11-13-5.1A Station and Corridor Area Development Standards.

FAR BONUS

This zoning incentive provides additional floor area ratio (FAR) beyond the zoning maximum in return for the developer's commitment to incorporate a specified number or percentage of below-market units in the project. The additional allowed building envelope should be calibrated so as to allow the developer to produce enough additional market rate units to cover the added development cost of producing below-market rate units while producing a profit on the additional allowed market rate units. This profit on the additional allowed market rate units is what incentivizes the developer to provide the below-market units.

To realize a higher FAR as allowed by an FAR Bonus, other standards such as Height and/or Setbacks may need to provide bonuses so as not to restrict the incentive provided by an FAR Bonus. Bonus FAR without Bonus Density could result in fewer larger units which may be less affordably price by design than more smaller units.

This strategy would apply to Section 11-13-5.1A Station and Corridor Area Development Standards.

HEIGHT BONUS

By granting a set amount of additional height beyond what is allowed in the base zoning, developers can exceed zoning restrictions in a controlled and predictable way in exchange for providing below market units. When paired with a Density Bonus, this added height allows developers to increase their return on investment by providing more or larger market rate units while covering the cost to develop below-market units.

To realize the full benefits of more height, other standards such as Density may need to provide

bonuses so as not to restrict the incentive provided by a Height Bonus. Bonus Height without Bonus Density could result in fewer larger units which may be less affordably price by design than more smaller units.

Coordinate with Section 11-13-5.1D: Maximum Height and Section 11-13-5.1A Station and Corridor Area Development Standards.

REDUCED SETBACK REQUIREMENTS

Reduced setbacks can make it possible to fit more housing units on a lot and potentially provides greater flexibility in site design. Certain Transit Node types may feature relatively small minimum required setbacks, so the utility of this incentive may be minimal depending on how base zoning standards are set.

This strategy would apply to Section 11-13-5.1G Setbacks

REDUCED PARKING REQUIREMENT

Reducing parking requirements (off-street parking) can reduce overall construction costs and make more of the site available for housing and/or amenities. Depending on how much parking is required in new standards for the MesaCONNECTED TOD area, reductions to incentivize provision of affordable housing could be included. Reducing minimum parking standards as much as is feasible is generally considered best practice for TOD standards, so the opportunity for further reductions to incentivize affordable housing production may be limited depending on the final required parking ratios. Furthermore, careful consideration should be given regarding degree of access to transit and multi-modal transportation options so as not to create scenarios where residents of affordable units must deal with limited mobility due to lack of access to automobile parking or other transportation options.

This strategy would apply to Section 11-13-6.1A Off-Street Parking.

REDUCED OPEN SPACE REQUIREMENT

Similar to reduced parking, reduced open space requirements can make more of a site available for housing. Reduced open space requirements can make smaller lots more feasible to develop. Because open space can play vital environmental and quality of life roles, reductions to minimum required open space should be carefully considered, and could be paired with alternatives that deliver similar benefits while providing more flexibility for development. Examples could include enhanced landscaping or streetscapes improvements and compact stormwater solutions such as underground cisterns. These alternatives can deliver comparable quality of life and environmental benefits while making more of the site available for building cover to help incentivize provision of affordable housing.

This strategy would apply to Section 11-13-5.1F Minimum Landscape Area (% of net lot area).

PERMITTING INCENTIVES

The following incentives recommend potential adjustments to permitting and associated processes as would apply to developments within the MesaCONNECTED TOD area. Reducing the time and expense related to permitting not only helps to reduce development costs but can also make affordable housing developments more competitive for grants and other subsidies since developers can budget scare resources more efficiently.

STREAMLINED PERMITTING

To speed up the approval process for housing projects, qualifying projects can be processed ministerially to reduce the time and cost to developer spent on the permitting process. To help streamline the process, Mesa can initiate a comprehensive review of all steps in the approval process to identify the factors that most significantly impact new residential construction. With a clearer picture of the obstacles, Mesa can assess whether opportunities exist to provide streamlining to further incentivize affordable housing development activity.

The development regulations for the MesaCONNECTED TOD already propose streamlined administrative processes as an incentive to opt-in to the new development regulations. As such, this strategy may have limited applicability to further incentivize production of affordable housing within the project area.

This strategy would apply to Section 11-13-4: Administration.

REDUCED FEES/ WAIVERS

Reduced development fees are designed to encourage the development of affordable housing projects by deferring and/or waiving residential development fees for eligible low–and very-low-income housing projects. The fees can target permit fee reduction, impact fee waivers, etc. Implementing fee reductions or waivers may involve coordination and "buy-in" among multiple departments and agencies.

This strategy should be coordinated with Section 11-67-2 Applications, Supporting Materials and Fees.

COMPLIMENTARY ANALYSIS: PRO-FORMA STUDY

A detailed market and financial analysis could be conducted within the MesaCONNECTED project area to understand which of the incentives described in this memo would be most effective at delivering affordable housing units. This study would provide a data-driven basis for calibrating incentives relative to base zoning standards and could help provide more predictability to developers who choose to participate in a voluntary inclusionary zoning program within the TOD area, or who are developing a 100% affordable project using subsidies and/or tax credits. Such a study could quantify the relationship between potential bonuses or reductions and the impact those incentives have on yield in terms of market rate and below market rate units.

A voluntary inclusionary zoning strategy relies on current market dynamics that make it possible for the additional market rate units enabled by zoning bonuses and reductions to subsidize the development of below market rate units. As such, periodic adjustment to realign the zoning incentives that drive the voluntary inclusionary zoning strategy may be necessary maintain an effective program depending on shifts in local real estate market dynamics.

AFFORDABLE HOUSING STRATEGIES IN OTHER CITIES

REVIEW OF AFFORDABLE HOUSING ZONING STRATEGIES IN OTHER CITIES

Zoning-based affordable housing strategies in nearby cities and cities in other states were examined as part of this memo to inform recommendations for the MesaCONNECTED TOD area and to provide precedents when writing specific standards for future tasks. The following table shows which different affordable housing incentives are used in the selected cities.

	Fee Waivers/ Permit Fee Reductions	Streamlined Process	Parking Reduction	Density/ FAR Bonus	Height Bonus
Austin, TX	●			●	●
Denver, CO	●	●	●	●	●
Gilbert, AZ					
Glendale, AZ	●				
Phoenix, AZ			●	●	
Salt Lake City, UT	●	●	●	●	●
Tempe, AZ	●				
Las Vegas, NV	●			●	●

SOURCES AND MORE INFORMATION

Austin: Fee waiver through SMART Housing program. Density + Height Bonus through Affordability Unlocked.

Denver: The City provides the following incentives for affordable housing: by-right height increases in all mixed-use and multi-unit zone districts of 3 or more stories, parking reductions, permit review through a dedicated affordable housing review team, FAR adjustments and permit fee reductions. Find more information in the City's code under Division 10.12 and in their Affordable Housing Zoning Incentive Background Report.

Gilbert: No zoning incentives or waivers, but has an initiative for Community Land Trust Housing.

Glendale: Glendale City Council voted to provide fee waivers for affordable housing in 2023. Reference fee waiver stipulations in the City's code Sec. 2-3. (e)

Las Vegas: See below for this City's approach to density bonuses, height bonuses, and financial incentives. See the whole chapter in the Unified Development Code 19.17 Incentives.

Phoenix: Provides density bonus through their base zoning code. See: Section J Incentives for Affordable Housing. The Walkable Urban Code also offers a parking reduction for affordable housing. See: Table 1307.1 Minimum Required Vehicular Parking.

Salt Lake City: Depending on the zoning district, their Affordable Housing Incentives (AHI) allow for additional housing types, additional units or density, additional height, reduced parking requirements, and provide planning process waivers or modifications.

Tempe: Find the development fee reduction for workforce housing for the Apache Boulevard Redevelopment Area in the City's code in Appendix H – Fee Schedule (o.) An Affordable Housing Strategy report prepared for the City encourages the expansion of incentives such as fee waivers, reimbursements, and abatements based on this existing policy (See Strategy B-1 on p.8).

General Plan Category/FBC Transect Zone	Minimum percentage of total dwelling units proposed as affordable housing units	Density Bonus
TOD-1 TOC-1	10%	Up to 10 dwelling units per acre
TOD-2 TOC-2	10%	Up to 5 dwelling units per acre
NMXU	10%	Up to 5 dwelling units per acre
Any other category (but excluding R, DR, and RNP)	10%	Up to 3 dwelling units per acre

Table 2 - Height Bonus		
General Plan Category/FBC Transect Zone	Minimum percentage of total dwelling units proposed as Affordable Housing units	Height Bonus
TOD-1 TOD-2 TOC-1 TOC-2	10%	3 stories

Table 3 - Fee Reductions			
General Plan Category/FBC Designation	Type of affordable housing project	Minimum percentage of total dwelling units proposed as affordable housing units	Fee reduction percentage of applicable fees
FBC (other than transect zones below)	Very-Low Income	50%	100%
TOD-1 TOD-2 TOC-1 TOC-2 NMXU	Very-Low Income	25%	100%
Any other category	Very-Low Income	10%	100%

Figure 1 - Strategy Tables

MEMO 4.2 (PART C): IDENTIFY TRANSIT-ORIENTED DEVELOPMENT POLICIES

INTRODUCTION

PURPOSE

This memo introduces recommendations on additional policies for the implementation of the Transit Corridor Project Vision. Recommendations include additional clarifications to land use definitions, block/parcel definitions, and improvements to the public realm of the street for the general use of the public.

TRANSIT NODE DISTRICT TRANSIT-ORIENTED DEVELOPMENT POLICIES

General clarifications are provided to support the implementation of the transit-oriented development (TOD) Corridor.

LAND USE DEFINITION CLARIFICATIONS

The following clarifications are provided for the categories of land use that will be allowed in Chapter 11-13.

RESIDENTIAL

Stable Residential: A category of uses related to existing housing structures in the City of Mesa:

1. Existing single residences (attached or detached) or multi-residences in established residential areas that are to be protected from redevelopment. These areas may be within a short distance of TOD areas but will not be targeted with TOD policies.
2. New single-family home construction in the Stable Residential Land Use Group shall follow the existing guidelines of the City of Mesa Code of Ordinances.

Residential: A category of uses related to new housing structures in the City of Mesa:

1. Most new residential land uses are allowed in the TOD areas with calibrated form requirements. Existing supporting regulations through the City of Mesa Development Code pertaining to this use are largely applicable.

PUBLIC AND SEMI-PUBLIC USE

1. Many public and semi-public land uses are allowed in the TOD areas with calibrated form requirements. Existing supporting regulations through the City of Mesa Development Code pertaining to this use are largely applicable.
2. Certain uses in this category that may traditionally have larger footprints on standalone parcels such as hospitals are allowed by Council Use Permit (CUP) only.

COMMERCIAL

1. Most commercial land uses are allowed in the TOD areas with calibrated form requirements. Existing supporting regulations through the City of Mesa Development Code pertaining to this use are largely applicable.
2. Certain uses in this category that may traditionally have larger footprints on standalone parcels, such as large-scale commercial recreation, are allowed by CUP only.

EMPLOYMENT AND INDUSTRIAL

1. Handicraft and custom manufacturing/research and development land uses are allowed within the TOD areas with calibrated form requirements. Existing supporting regulations through the City of Mesa Development Code pertaining to this use are largely applicable.
2. Certain uses in this category that may traditionally have larger footprints on standalone parcels may be allowed by Special Use Permit (SUP) only.

TRANSPORTATION COMMUNICATIONS AND UTILITIES

1. Most of these land uses require a CUP for approval in the TOD areas.

BLOCK/LOT OR PARCEL CONFIGURATION CLARIFICATIONS

The following clarifications are provided for the general definitions provided in the City of Mesa Code of Code of Ordinances.

GENERAL CLARIFICATIONS

In the TOD corridor area and all TOD transit nodes, streets shall be arranged in a logical pattern of blocks as the following recommended requirements:

1. The shape of a block shall be generally rectangular but may vary due to natural features or site constraints.

2. Blocks shall typically be two lots deep, except for blocks containing open space. Blocks may include an alley. Blocks may include existing lots in an existing zoning district outside the transit node district(s).

3. Blocks shall typically be fronted with lots on at least two faces, preferably on the longest street faces.

ACCESS TO BLOCKS AND PARCELS

In the TOD corridor area and all TOD transit nodes, access to block and the parcels/lots is managed by the following recommended requirements:

1. Vehicular access should not occur from a primary street, unless the parcel is fronted by more than two primary streets, in which case, the planning director shall determine which is the appropriate street for vehicular access. The determination shall be based on locations of existing and proposed vehicular access points of other developments along the primary streets.

2. Blocks may include alleys, drives, or driveway entrances with the following recommended configurations:
   a. Mid-Block Access. This configuration includes an alley or drive running through the center of the block
   b. "T" Configuration. This configuration includes two alleys in a block that are perpendicular to each other, forming a "T," thus allowing development to front on three block faces.
   c. "H" Configuration. Like the "T" configuration, this configuration allows development to front on all four block faces.

3. Access to blocks shall be aligned and generally located on opposite sides of the block. Mid-Block Pedestrian Paths. Mid-block

pedestrian paths are required on larger blocks as determined by the planning director.

a. When combined with mid-block street crossings, these pathways should align to facilitate easy pedestrian movements.
b. Mid-block pedestrian paths should be in the middle third of a block face. Minimum width for mid-block pedestrian ways rights-of-way (ROWs) or easements is 20 feet.
c. Mid-Block pedestrian paths should follow the streetscape requirements of the City of Mesa Code of Ordinances Landscape Requirements.

PARCELS/LOT SIZING

For the TOD corridor area and all TOD transit nodes, land parcels shall be divided into building lots of typical dimensions and configurated as blocks. The following requirements are recommended:

1. Typical Lot Dimensions. All lots of record shall be developed to meet the requirements outlined in the City of Mesa Development Code.

2. Typical Lot Configuration. All lots shall have frontage along a public street.
   a. Lot Shape. To create regular, rectangular lots, side property lines shall be perpendicular to the vehicular ROW to the extent practical.
   b. Through-Lots. Through=lots fronting on two parallel streets are not permitted except for a lot covering 50 percent or more of a block and where both sides of the building fronting a street meet the standards for a front property line.
   c. Corner Lots. Corner lots shall have a front yard along one street and a corner yard along the other street. The front yard of a corner lot should be consistent with the front yard of one adjacent parcel.
   d. Flag lots are prohibited.

3. Building, parking, and open space requirements.
   a. Refer to the proposed City of Mesa Development Code Chapter 11-13.
   b. Mixed Space Types. Multi-parcel developments may provide a mix of open space types to meet open space requirements for transit node districts in which multiple open space types are allowed.

LOT SITE DEVELOPMENT

For all lots in the TOD area, the following requirements are recommended:

1. A lot may have more than one use. Each use may function as either a principal use or accessory use on a lot, unless otherwise specified.

2. Uses are either permitted by right in a TOD District, permitted by right with specific development or design parameters as outlined in the proposed City of Mesa Development Code Chapter 11-13, or require SUP or CUP.

3. Each use shall be located in a permitted building unless otherwise specified.
   a. When a TOD Floating Zone is adopted, existing uses within the geographic boundaries of the district shall not be required to conform to the development standards of this chapter unless a use from a different use category is chosen.
   b. A nonconforming use as described by the base zoning may not be able to change to another use without complying with the requirements of the proposed City of Mesa Development Code Chapter 11-13.

4. Land uses are grouped into general use categories, which may contain lists of additional uses or clusters of uses.

    a. Unlisted Similar Use. If a use is not listed but is similar in impact and nature to a use permitted within a subarea, the planning director may permit the use.
        i. The unlisted use will be subject to any development standards applicable to the similar permitted use.
        ii. If the unlisted use is similar in impact and nature to a use requiring a CUP, the planning director may require a CUP for that use.
        iii. Unlisted Use. If a use is not listed and cannot be interpreted as similar in impact and nature to a use in a TOD District that is either permitted or requires a CUP, the use is not permitted.

BUILDINGS FORM REQUIREMENTS

General clarifications are provided to support the implementation of the TOD Corridor.

GENERAL REQUIREMENTS

The following clarifications are recommended to the general definitions provided in the City of Mesa Code of Ordinances.

1. Tenant Improvements. Tenant improvement remodeling of a nonconforming building is allowed.
2. Facade Enhancements. Façade enhancements of a nonconforming building are allowed. The Planning Director may require conformity with Street Façade Requirements.
3. Change in Occupancy. Building changes that constitute a change in occupancy as defined by the International Building Code require adherence to the regulations of this chapter.

PUBLIC RIGHT-OF-WAY ENCROACHMENTS

Setbacks between the edge of the public ROW and the façade of a building are defined in the proposed City of Mesa Development Code Chapter 11-13. Sidewalks shall be located completely in the public ROW, unless otherwise allowed in the setback. The following encroachments into the public ROW may be considered to improve the public realm:

1. Encroachment Accoutrements – Attachments (potentially removable): Awnings over doors or windows or signs (such as blade signs) that are attached to a building shall be considered part of the building. All portions of the building shall be located outside the public ROW (within the setback) unless sufficient sidewalk width is available. An encroachment permit is required prior to construction of the attachments over the public ROW.

2. Easement Accoutrements (typically permanent). Balconies or terraces on the second level or higher that are attached to the building shall be outside the public ROW (within the setback) unless sufficient sidewalk width is available. An easement is required prior to construction of the attachment over the public ROW.

ADDITIONAL LANDSCAPE DESIGN REQUIREMENTS

General clarifications are provided to support the implementation of the TOD Corridor.

BUFFERS AND SETBACKS

The following clarifications are recommended to the general definitions provided in the City of Mesa Code of Code of Ordinances. Areas behind the public ROW that can be used for enhanced amenities:

1. Wider/enhanced sidewalks/lighting
2. Outdoor dining
3. Awnings and balconies (above)
4. Enhanced fencing
5. Frontage courtyards or gardens
6. Streetscape landscapes to screen parking lots, parking garages, or partial basement levels

SIDE AND REAR BUFFERS

Areas between the subject parcel and an adjacent parcel such as a stable residential parcel that may need screening.

1. Occupied buildings
2. Parking lots
3. Screening of utility/trash areas

STREET DEFINITION CLARIFICATIONS

The network of streets in any corridor or TOD transit node type in the floating zone shall form an interconnected pattern with multiple intersections and resulting block sizes as designated in the recommended requirements for each district as follows:

1. The arrangement of streets shall ensure the continuation of existing streets from adjoining areas into new developments.
2. Cul-de-sac and dead-end streets are not permitted.
3. Where possible, streets shall follow natural features rather than interrupting or dead ending at the feature.
4. Designate Primary Streets. The intent of the primary street designation is to develop a network of streets with continuous building frontage and no or limited vehicular access to reduce conflicts between pedestrians and vehicular traffic.
   a. Designate primary streets along all blocks faced and fronted by commercial activity.
   b. All lots shall front on at least one primary street. Such street frontage shall serve as the front of the lot, as referred to in the Building Type requirements.
   c. Where there is a lot with two (2) primary street frontages, the developer shall consult with the planning director to determine which street frontage warrants primary designation and the front of the lot.

At key intersections, the non-vehicular aesthetic improvements may grow beyond just the edges of the vehicular zone. To facilitate the safe movement of people across busy intersections and to enhance the overall look and feel of key intersections at nodes, aesthetic components may be introduced to slow auto movement to a speed that allows pedestrians to use the full intersection. The aesthetic components in this situation can do double duty and influence driver behavior. Alternative pavement materials/treatments for the intersection, narrowed auto travel lanes (enhanced pedestrian and bicycle spaces), and speed controls such as speed tables and curb extensions are possible.

1. Sidewalk Zone. The portion of the public ROW and/or portion of the lot that is dedicated to use by pedestrians.
   a. A paved walk of appropriate width for the context of the setting. Sidewalks may accommodate pedestrian travel but also

street furnishings, lighting, and outdoor dining.

b. This zone may also accommodate shared-use paths, transit shelters, and in limited cases, drop-off/pickup zones (when flex zones as defined by the City of Mesa Transportation Plan are not available).

Figure 1 - Street Zones

Source: Appendix A of the City of Mesa Transportation Plan

2. The sidewalk zone will typically also include what is often called the "green zone." The green zone is where street trees, street landscaping, and alternative stormwater management is placed in the ROW.
   a. Street trees are typically placed in the median or the non-vehicular zone (sidewalk zone/green zone).
   b. Stormwater management in the form of side-running water gardens or landscape areas may be included in the non-vehicular zone (sidewalk zone/green zone). Incorporation of stormwater management best practices into the ROW design is encouraged in coordination with the City of Mesa Public Works Department.
3. Minor Accoutrements – Attachments (potentially removable): Awnings over doors or windows or signs (such as blade signs) that are attached to a building shall be considered part of the building. All portions of the building shall be located outside the public ROW (within the setback of the lot).
4. Major Accoutrements (typically permanent): Balconies or terraces on the second level or higher that are attached to the building shall be outside the public ROW (within the parcel or lot setback).

TASK 4.3: SUPPORTIVE POLICY IMPLEMENTATION MEMO

INTRODUCTION

PURPOSE

The recommended best practices outlined in this memo may be considered by the City of Mesa to guide additional policies for the implementation of the Transit Corridor Project The best practices support the enhancement of the public realm where new construction or renovated structures could fall under the jurisdiction of the Corridor floating zone. The best practices also support other adopted City of Mesa plans. The integration of these best practices may:

1. Increase the uniformity of public realm form in the transit nodes for the benefit of all.
2. Provide opportunities for an increase of amenities in the public realm by private developers in exchange for density bonuses granted by the City of Mesa to encourage additional or affordable housing.
3. Address the need for additional mobility infrastructure that would benefit all and increase access to the transit node sites planned in the Corridor.
4. The lists described herein are additional considerations the planning director may consider before approval of density bonuses. In other words, the planning director may choose to request some of these best practices to support a density bonus request; however, these best practices by themselves do not constitute the adherence to requirements of the floating zone.

PUBLIC REALM SUPPORTIVE BEST PRACTICES

Recommended best practices to improve the street zone, supportive of the City of Mesa Climate Action Plan, City of Mesa Shade Tree Program, and Transportation Master Plan:

1. At the discretion of the planning director, enhanced density over the baseline density of the floating zone may be granted if the developer provides enhancements in the vehicle or non-vehicular zones of the street zones, as defined by the City of Mesa Transportation Plan.

STREET ZONE REALM AMENITIES

Street zone realm amenities are components placed in (or a portion of) the public street right-of-way (ROW), including the sidewalk zone and the flex zone. These amenities may also include components publicly or semi-publicly accessible in the development setback. Components may be supportive of the City of Mesa Shade & Sustainability Plans. The provision of these amenities beyond the minimum required may allow an applicant an increase in development density on the adjacent parcel.

STREET TREES AND ENHANCED LANDSCAPE PLANTING

Best practices for street trees and enhanced landscape planting include:

1. A minimum quantity of live landscape planting is required in the street ROW as part of the development process per the City of Mesa Development Code. Additional shade

trees provided as additional amenities must reasonably fit in the available street frontage assigned the development parcel.

a. Where the street ROW sidewalk zone width limits shade trees to a single row, the spacing between the trees may be reduced to increase shade.
b. Where the street ROW sidewalk zone, the flex zone, or the development setback widths allows, additional shade may be provided by an additional row of trees (an allée).

2. The addition of street planters, within which additional street trees or additional low-level shrubs or ground covers are provided, is limited to those that are outside the minimum sidewalk width required.
   a. Planters may be in the city ROW or private setbacks (if adjacent to the public ROW).
   b. Planters of higher-quality materials (masonry, etc.) may be at ground level (and may include landscape-height decorative borders/guards) or seat-level height.
   c. Low-level shrubs may be allowed in ground-level and raised planters/ Mid- to high-level shrubs/short trees are discouraged to prevent block the view.

3. Any live landscape planting areas that double as stormwater management may also become part of the calculation for an increase in development density.

SHARED LANDSCAPE PLANTING/ FRONTAGE OPEN SPACE

A minimum quantity of landscape planting may be required as part of the development process per the City of Mesa Development Code. To provide flexibility for development and to improve the quality of landscape planting, an applicant/ applicants may aggregate landscaping (likely under a development agreement) required on multiple parcels to create a uniformed urban environment.

Best practices for shared landscape planting/ frontage open space include:

1. The frontage of a parcel/multiple parcels (plazas, courtyards, garden setbacks, etc.) offers an opportunity for amenity components such as fixtures and furnishing and/or enhanced landscaping. Additional space dedicated to these uses may be needed from the ROW flex zone or the development setback.

2. Aggregated landscape planting, not in the public ROW, may be placed in private open space. The space may be at ground level or on podium/rooftop spaces.
   a. Spaces that are only open to residents and tenants are generally considered private spaces.
   b. Spaces that may be open to the public for a certain portion of the day, such as exterior restaurant spaces, remain private. Although they are semi-public, they must still meet building code requirements.

3. See Public Open Space Supportive Best Practices for more information on the reduction of open space requirements (vs. the use of enhanced landscape planting components to support density bonuses).

PUBLIC SEATING/DINING

A minimum quantity of fixed public seating is required in the street ROW per the City of Mesa

Development Code. Additional seating may be provided to create a uniform urban environment.

Best practices for public seating/dining include:

1. Fixed public seating may be in the form of standalone benches or seat walls/planter walls or integrated into art pieces.

2. Fixed public seating may also take the form of an outdoor dining area associated with an adjacent business. Although the tables and chairs may not be fixed, the area assigned to them may be formally delineated as semi-public space (meeting all City of Mesa and/or State Liquor Requirements).
   a. Outdoor dining areas require the sidewalk zone and/or the flex zone setback to be of sufficient width to accommodate the dining and walking area.
   b. See light fixtures for additional information on creating enhanced spaces.
   c. Outdoor seating/dining in the setback area on private property may be used by the public at certain times.

3. Temporary conversion of parking stalls to dining parklets or dining areas may not qualify for an increase in density development.

LIGHT FIXTURES

Standard light poles and fixtures may be required by the City of Mesa Code or other street design/construction guidelines. The installation of light poles/fixtures may be coordinated with other furnishings in the public realm to create a uniformed urban environment.

Best practices for light fixtures include:

1. Pedestrian-oriented lighting in the sidewalk zone, flex zone, and/or development setback may be considered.
   a. Pedestrian-oriented lighting should be mounted at the appropriate height from the sidewalk.
   b. The spacing of the pedestrian-oriented lighting is typically shorter than that required for automobiles, especially in an enhanced landscape planting area, and should be chosen for lighting levels as well as for the creation of a unified lighting environment.
   c. Bollard lighting may also be used to supplement overhead lighting for the creation of a consistent lighting environment with dining or planter areas, or to designate special areas of the public realm.

2. Permanent, commercial-grade, overhead string lights may be used to accentuate special sidewalk areas or dining areas. However, the string lights may not be used to meet minimum safety requirements.

DECORATIVE SCREENING

Where ground-floor residential or undeveloped space exists as a portion of the frontage directly adjacent to the public realm sidewalk zone, screening may be provided to improve the quality of urban environment. Screening may take the form of landscape planting, short walls, fencing, or some combination to create a uniform urban environment.

Best practices for decorative screening include:

1. Short walls, fences, or landscape hedges used for screening of adjacent ground-floor residential uses or undeveloped areas from the public ROW may be considered.
   a. These components should be no taller than 36 inches to remain pedestrian scaled.
   b. Except for temporary situations such as during construction or in advance of future construction, lower-quality fencing such as chain link or plywood is not considered

decorative screening.

c. High-quality wall materials such as masonry, etc. (solid or veneer) with a cap is considered decorative and may match the overall design theme of the public realm.

2. Landscape hedges or planting may be placed in front of short walls and may contribute to enhanced public realm landscaping.
3. Artwork may be integrated into the screening.

ADDITIONAL PUBLIC REALM COMPONENTS

Additional public realm furnishings such as trash cans, tree grates, tree guards, pole banners, buffer fencing, bike racks, and others may support the creation of a more unified urban environment in the public realm.

TRANSPORTATION COMPONENTS FURNISHINGS

The enhancement of transportation components may be outside the scope of many development applications; however, collaboration with the City of Mesa is necessary to ensure that transportation components are not precluded and/or are supported to create a uniformed urban environment.

BICYCLE LANES/MULTIMODAL FACILITIES

Best practices:

1. Bicycle lanes or multimodal facilities may be outlined in the City of Mesa Transportation Plan for a given street. The integration of a bike lane may be in the flex zone or the sidewalk zone in some conditions. To best integrate the lane into the overall public street realm, the coordination of the reconstruction of curb lines and the integration of street trees, landscape planting, and planters may be required.

RAISED SIDEWALK CROSSINGS (AT CURB CUTS INTO PARCEL)

Best practices:

1. To provide better continuity of sidewalks and bike lanes, the crossing of these public realm facilities by automobile entrances to private parking lots or porte-cochère drives may be raised, acting as a speed table.

BIKE PARKING

Best practices:

1. Bulk Parking. Parking for a large quantity of bikes typically in the rear or side yard of a building. This bike parking typically allows for longer-term storage for residents or tenants' buildings. Bulk parking may also be provided at open spaces and parks. Bulk parking may be multiple bike racks or a more elaborate defined bike parking area that can accommodate higher volumes.
2. Public Realm Bike Rack Furnishings. Bike parking for small volumes of bikes is categorized as site furnishings and may be provided in the public realm.

ENHANCED TRANSIT STOPS/TRANSIT NODES

Enhanced transit stops or transit nodes create additional public space that enhances the public realm of the street. Transit stops are generally provided for lower-capacity transit, and transit nodes are generally provided for higher-capacity transit. Stops and transit nodes may include many of the public amenities listed in this section but are typically provided by the transit agency or the City of Mesa rather than a private landowner.

The coordination of transit stop/transit node enhancements into the public realm may support an increase in development density on the parcel.

Best practices for enhanced transit stops/transit nodes include:

1. The integration of enhanced public open space (such as a plaza) to create additional space for a transit stop or transit node may be considered.
2. The provision of additional street trees or landscape planting in the vicinity of the transit stop or transit node may be considered.

STORMWATER MANAGEMENT

Stormwater management areas such as open rain gardens or bio retention areas typically do not include formal shade trees but do include live landscape planting. The integration of these areas into the public realm may support the stormwater management strategy and an increase in development density on the parcel.

Best practices for stormwater management include:

1. Open stormwater management areas containing live landscape planting in the public street ROW may be considered.
   a. These areas may be included in the street flex zone, although the sidewalk zone and private setback areas could be considered if there is sufficient width.
2. Underground stormwater management systems under the sidewalk zone such as chambers with lightly compacted soil may be integrated into the sidewalk zone, flex zone, or development setback (as approved by the City of Mesa Department of Public Utilities).
   a. These stormwater systems support the overall stormwater management of a project site and/or development area while also providing street trees with a better growing environment.

BUILDING ATTACHED PUBLIC REALM AMENITIES

Building attached amenities are those that may be provided by the building owner to increase the quality of the urban environment, in addition to the baseline requirements of the floating zone. These amenities support the City of Mesa Shade & Sustainability Plans, covering topics such as shade and weather protection to create a uniformed urban environment

AWNINGS (SHADE/WEATHER)

An awning is a roof-like cover often over a window, doorway, or patio that may be made of fabric, canvas, or solid material , to provide shelter from the sun, rain, or other weather elements. Fabric or canvas awnings may be retractable. An awning is typically over a portion of the public ROW (or a portion of the sidewalk width). The shade may be beneficial to pedestrians but also may help cool the interior of the building by blocking direct sunlight into ground-floor windows.

ARCADES (SHADE/WEATHER)

In zero or small setback development, a building arcade refers to a covered area or passageway, often with arches, that is typically attached to a building, providing a covered pathway between buildings or along the exterior of a structure. Arcades may also be used for connecting buildings or offering covered passage through public areas. The continually covered walkway is typically over the public ROW. Much like awnings, although to a higher degree, the arcade shade may be beneficial to pedestrians but also may help cool the interior

of the building by blocking direct sunlight into ground-floor windows.

BLADE SIGNS/AWNING SIGNS

A blade sign is a type of business signage that projects perpendicularly from a building, making it visible to passersby who are walking or driving parallel to the building. They are also known as projecting signs, flag signs, or hanging signs. Blade signs are a way for businesses to draw attention from those who might directly not see their storefront sign but also can be part of a more dynamic public realm urban environment. Signs may be hung from a building, under an arcade, or attached to an awning.

SIDEWALK AND FAÇADE MATERIALS (HIGHER DURABILITY)

Sidewalk and façade materials encompass a wide range of options for exteriors, each offering unique aesthetic and functional benefits. For sidewalks, colored concrete, pavers, brick, or a combination may be considered. For buildings, higher-quality choices include stone, brick, wood, metal, glass, concrete, and composite materials like fiber cement or aluminum composite panels may be considered. The use of these materials may not need to be 100 percent coverage but may be effective with an increase in percentage coverage.

PORTE-COCHÈRE

An enhanced main entry of a building including a canopy (often attached to the main building) under which an automobile drive or pedestrian space may be provided.

Best practices for porte-cochère include:

1. The area must fit between the on-street parking zone and the front of the building while accommodating the required sidewalk.
2. The canopy and structure shall be constructed of the same materials utilized on the building.

PRIVATE PARCEL SUPPORTIVE BEST PRACTICES

Best practices to improve building attached outdoor spaces supportive of the City of Mesa Shade & Sustainability Plans:

1. At the discretion of the planning director, enhanced density over the baseline density of the floating zone may be granted if the applicant provides amenities in the private portions of the street frontage (in setbacks) that enhance access to semi-public open space while increasing the attractiveness of the urban form at the street wall.
2. At the discretion of the planning director, enhanced density may be granted if the applicant provides amenities in upper level (non-street level) private portions of the development that improve access to semi-public spaces for residents and tenants.
3. At the discretion of the planning director, enhanced density may be granted and/or reduction in open space requirements may be granted for green roofs whether they are public or not.

OUTDOOR SEMI-PUBLIC/ENHANCED SPACES

Outdoor spaces adjacent to the public realm (either in the setback from the street, or at upper building levels) that are directly associated with the building on the parcel and regularly accessible by the public (even if they are private) may be considered to support increased density/ or reduction of open space requirements at the

discretion of the planning director, as they provide benefit to the public.

Best practices for outdoor semi-public/enhanced spaces include:

1. Outdoor spaces that may be used regularly, but not full time, for uses such as outdoor dining, seating/waiting, or recreation or for enhanced streetscape components and landscape planting may be considered semi-public.
2. Semi-public outdoor spaces must meet all pertinent building code requirements.

ENHANCED FRONT SETBACK/GARDEN/ COURTYARD SPACES

The primary setback for most buildings is a consistent measurement from the back of the public ROW line. To encourage variability in architecture, and to provide additional publicly available open space, a small percentage of larger buildings (or a building that is part of an aggregated set of buildings) may have a deeper setback than standard to accommodate enhanced landscape planting, garden or courtyard spaces, and/or outdoor seating/dining spaces.

Best practices for enhanced front setback, garden, and courtyard spaces include:

1. The deeper setback may be a private or semi-public space. Fencing and gates are allowed to secure the front garden for certain periods of time, but the space must be generally open to the public.
2. The front garden setback may be applied in the center of a building, at the setback face, creating a "U"-shaped building. The setback is not typically allowed at the corner of the building.
3. The deeper setback should have occupied portions of the building behind it. The setback cannot split a single primary building into two separate buildings (two primary buildings on one parcel) unless otherwise allowed by the City of Mesa Development Code.
4. Access to ground-level occupiable space may be permitted from the garden/courtyard setback and may satisfy part or whole requirements for public open space if fully open to the public.

TERRACES/ROOFTOP SPACES

To encourage varied architecture and the use of built horizontal spaces, raised outdoor spaces, typically a portion of the concrete podium level (terrace) or a portion of the roof top of a building or parking garage may be utilized for enhanced landscape planting, public realm amenities, or semi-public spaces (such as outdoor dining).

Best practices for terraces and rooftop spaces include:

1. Ease of accessibility by the public to these spaces may be considered.
2. A green roof that has decking integrated may also be a semi-public space.

OUTDOOR UNOCCUPIED SPACES

Outdoor spaces in the public realm that are not occupiable spaces may include enhancements that support private or public uses. The integration of these spaces into a project may be considered to support the reduction of open space requirements at the discretion of the planning director.

GREEN ROOFS

Green roofs with no public or private access may be provided to support the goals of the City of Mesa. Green roofs may support the stormwater

management system and cooling benefits.

STORMWATER MANAGEMENT AREAS

Open stormwater management areas on individual parcels or in aggregated open spaces may be considered. An aggregated stormwater management facility can be beneficial, as it may be more efficient than smaller individual facilities and may free up space for other enhanced amenities or higher density of development.

Best practices for stormwater management areas include:

1. Open stormwater management areas outside of the public street ROW that are functional as semi-public open spaces when not flooded may be considered if enhanced landscape planting and furnishings can be safely integrated.

PUBLIC OPEN SPACES SUPPORTIVE BEST PRACTICES

This section describes the best practices to improve public open space in support of the City of Mesa Parks Master Plan. Private open space reductions may be awarded to an applicant if the development proposed under the floating zone code is oriented toward any open space type defined in the City of Mesa Development Code, or for unique applications of open space on the parcel.

Best practices for public open spaces include:

1. At the discretion of the planning director, enhanced density over the baseline density of the floating zone may be granted if the developer provides additional public open space amenities in the vicinity of the development.
    a. Enhanced public open space does not include the baseline required or semi-public open space associated with a private parcel (on-parcel or aggregated across parcels).
    b. Enhanced public open space provides a better overall public environment that may provide support for increased development density.

2. At the discretion of the planning director, open space requirements may be reduced if development in the floating zone is oriented to take advantage of existing or planned public open space.
    a. Reduced open space requirement on a parcel in lieu of alternative semi-public private or public open spaces has the net effect of increasing density on a parcel and/or making some parcels less restrictive to develop.

OPEN SPACE REDUCTION APPLICABILITY

Creativity in the application of enhanced open spaces is encouraged, within certain parameters:

1. Existing or planned public sidewalks not associated with an open space (plaza, courtyard, park, etc.) may not qualify to increase development density. However, a new or existing public sidewalk that is enhanced using methods outlined in this memo may be used to reduce the on-parcel open space requirement if approved by the planning director.

2. Continuity/Aggregation of Open Space. The integration of the required (or enhanced) open space on one parcel with the open space on other parcels may increase the useability of open space by the public and may reduce the open space on the parcels if approved by the planning director.

PUBLIC OPEN SPACE CATALYTIC PROJECTS

Enhanced public open space that serves the entire community in a transit-oriented development (TOD) area. Public open space is defined by the City of Mesa Development Code but may be more broadly interpreted by the planning director to provide flexibility in development. The integration of these spaces into a project may be considered to support the reduction of open space requirements at the discretion of the planning director.

PASS-THROUGH SPACES

Pass-through spaces are similar to deeper setbacks but are a fully open public space that extends between two buildings (on same parcel or between parcels) and provides public access to the interior or rear of parcels.

Best practices for pass-through spaces include:

1. Access to ground-level occupiable space may be permitted from the garden/courtyard setback and may satisfy part or whole requirements for public open space.
2. A pass-through space that extends completely through the building at ground level, under occupied portions of the building above, may be considered.

LOCAL PUBLIC PARKS

A local public park is an area of land, often with enhanced landscape planting, owned and maintained by the City of Mesa and open to the public for recreational use. Parks are designated spaces intended for relaxation, leisure, and various activities, serving as a community gathering place. The provision of a local park, or the coordination to develop a local park, may be considered.

LOCAL PUBLIC PLAZA

A local public plaza is a designated paved or landscaped open space in the City of Mesa designed for public gatherings, civic activities, and social interaction. It often serves as a focal point for community events, recreation, and commercial activities. Plazas are frequently surrounded by buildings/TOD development and/or transit stops and stations and can also include features like benches, public art, and planting boxes.

LOCAL ENHANCED INTERSECTION/ PEDESTRIAN-FOCUSED INTERSECTIONS

In small-scale pedestrian friendly environments, the use of enhanced pavement materials and patterns at street intersections can provide a more visually appealing urban environment that can support the decrease of automobile speeds and the safety of pedestrians. Although not available as semi-public space regularly, the installation of an enhanced intersection as part of a broader urban design package may be considered.

REGIONAL PUBLIC PARK FACILITY COORDINATION

Larger open space types including regional parks and linear parkways are likely outside the purview of any single development team. The size and scope of these facilities impact the greater Mesa area, not just a single TOD area. Development of these facilities requires coordination between the City of Mesa and private landowners and can benefit both parties.

Best practices for regional public park facilities include:

1. Adjacent Natural Open Space, Regional Open Space, or Regional Trail

a. Open space requirements for a given parcel may be reduced or waived by the planning director if the parcel is adjacent to an existing regional park and regional trail/open space corridor.
b. Open space requirements for a given parcel may be reduced or waived by the planning director if the parcel is adjacent to a proposed local park/green/town square or similar civic space open for public use.

The public street ROW can also become part of the open space network. Although each individual landowner has responsibility for the installation and maintenance of the required minimum sidewalks and landscaping, the existence of regional street open spaces (or the addition to them by the landowner) could meet a portion of open space requirements. This regional open space could include buffered bicycle tracks, stormwater management zones, enhanced landscape setbacks, or transit station structures.

FINANCING PLAN AND INVESTMENT STRATEGIES

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INTRODUCTION

Transit oriented development (TOD) is more complex than conventional real estate projects, requiring public private collaboration and financial innovation. Barriers which often need to be overcome include the need for increased public and private funding for planning, land acquisition, infrastructure, construction and maintenance of the TOD project, land assembly and development feasibility issues.

Success of TOD is based on a range of factors including accommodating the need of the target audience, the real estate market, scale of the regional transit network, removal of policy barriers, and the alignment of policies, plans, and investments that facilitate TOD. The development community regards TOD as riskier as it often involves redevelopment or adaptive reuse, irregular sized parcels, and land assemblage in order to create predominantly mixed used development. A rate of return on the investment of purchasing land and constructing a new building is achieved by charging high rents for the premium of being proximate to a transit node. Often the market cannot support the higher rents.

The purpose of this memo is to provide an analysis of the market potential for future development within the study corridor, suggest strategies for development and redevelopment, and identify viable public sector financing options, including public-private partnerships to support TOD. Last, the marketing plan provides the framework for marketing the corridor to developers and end users.

MARKET FORECAST

Economic vitality of a community or region is dependent upon population and employment growth and household formation. This market forecast is an analysis that projects future economic trends and enables businesses, governments, and individuals to make informed decisions based on potential future outcomes

By all accounts the short term forecast for Metro Phoenix growth is very positive. Arizona and Phoenix rank among the top 10 U.S. labor markets for 2024 and the valley is evolving as a dynamic area for high tech and regional distribution. Forecasted are solid growth in healthcare, manufacturing and the service-providing sectors. Arizona's job growth remains in the 2 percent to 3 percent range – strong by national standards. Personal income growth is also outpacing inflation, which is a positive sign for purchasing power.

MACROECONOMIC TRENDS

Maricopa County has been and is expected to be among the fastest growing counties in the country. Based on Woods & Poole historical population and employment data from the U.S. Department of Commerce, the county on average added 133,058 people and 105,419 jobs per year between 2000 and 2022. While growth forecasts vary, the economy is expected to grow at an average pace of 35,000 to 65,400 jobs per year over the next five decades. This will drive demand for all types of real estate over the period. Figures 3 through 5 display historical and projected growth for population, employment and housing.

Figure 1 – Maricopa County Historical and Forecasted Population Growth

Figure 2 – Maricopa County Historical and Forecasting Employment Growth

Figure 3 – Maricopa County Historical and Forecasting Housing Growth

MARICOPA COUNTY MARKET FORECAST

Growth projections from MAG and Woods & Poole for Maricopa County were examined to understand the potential for residential and commercial development that the Corridor could leverage (Table 1). Each agency utilizes a different forecast methodology and there are notable differences in growth rates. In particular, MAG's population exceeds Woods & Poole until 2050, while Woods & Poole show a more aggressive employment growth throughout all timeframes.

By 2060 Maricopa County is projected to have 6.5 to 7 million people with employment forecasted to include 3.5 to 5.3 million jobs. Mesa is expected to capture 10 percent of the total population and 9.4 percent of employment. While steady growth continues through 2060, the rate of change for Maricopa County over the decades is forecasted to slow down by both data providers.

Table 1 – Maricopa County Growth Projections, 2020 - 2060

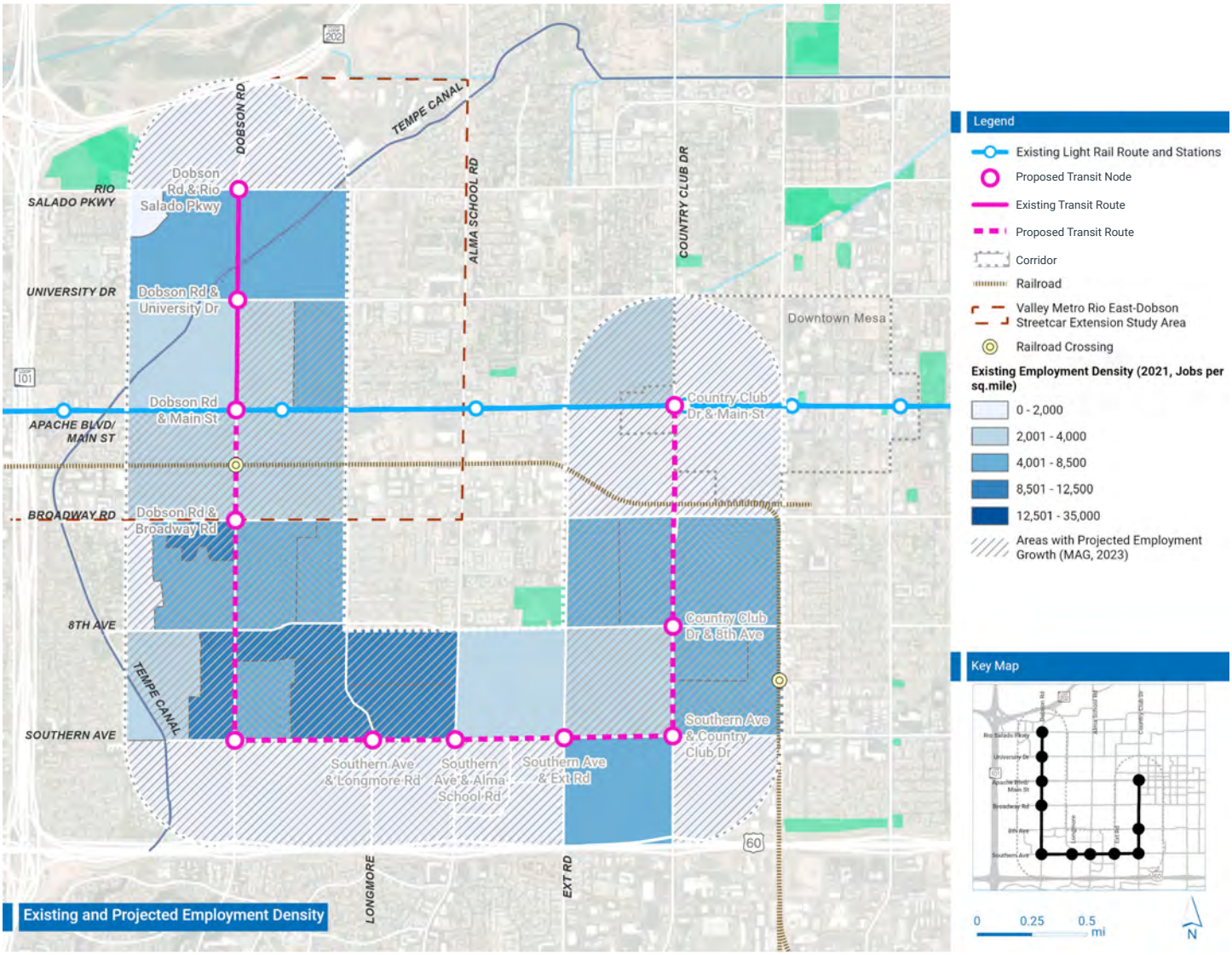
Maricopa County	2020	2030	2040	2050	2060
Population					
MAG	4,436,697	5,200,389	5,762,632	6,186,126	6,529,082
Projected Growth	--	17.2%	10.8%	7.3%	5.5%
Woods & Pool	4,445,059	5,035,273	5,673,748	6,328,962	7,091,361
Projected Growth	--	13.3%	12.7%	11.5%	12.0%
Employment					
MAG	2,139,150	2,677,392	3,028,043	3,272,995	3,526,979
Projected Growth	--	25.2%	13.1%	8.1%	7.8%
Woods & Pool	2,755,090	3,527,819	4,145,198	4,759,481	5,370,695
Projected Growth	--	28.0%	17.5%	14.8%	12.8%
Households					
MAG (housing units)	1,839,254	2,129,227	2,360,067	2,533,644	2,674,079
Projected Growth	--	15.8%	10.8%	7.4%	5.5%
Woods & Pool	1,649,729	1,962,497	2,203,453	2,452,014	2,761,773
Projected Growth	--	19.0%	12.3%	11.3%	12.6%

Source: MAG and Woods & Poole

STUDY CORRIDOR

The Study Corridor has 11 proposed transit stops and is geofenced with a ½ mile buffer. The area consists of 12 square miles and includes a 2020 MAG forecast population of 77,560. The overall employment density in the Study Corridor is characterized in Figure 4 as low to mid-level, with the greatest employment along Southern Avenue anchored by healthcare and educational services.

Figure 4 – Study Corridor and Existing and Projected Employment Density



Growth rates from MAG and Woods & Poole were averaged and applied to the Study Corridor, as shown in Figure 5. Similar to Maricopa County, steady growth for the Study Corridor is expected through 2060, but the growth rate will gradually slow over time.

Figure 5 – Corridor Projected Growth and Rate of Change, 2030-2060

MARKET DEMAND ANALYSIS

This market demand analysis was prepared to provide guidance on development potential of retail, office, and housing through 2060 for the study corridor. Findings of the market demand are translated into supportable acres for retail, office and housing units.

METHODOLOGY

The market demand analysis is a real estate forecast to understand potential square footage for retail and office as well as number of residential dwelling units for the City of Mesa and the Study Corridor. The square footage findings and number of dwelling units were converted into acre demand based on floor to area ratios and residential density.

A variety of data was utilized in the analysis and was the most current data available at the time. Data sources include:

- CoStar, January 2025 year to date
- MAG's 2019 Socioeconomic employment, and housing unit projections for Maricopa County, Mesa and the Study Corridor (most current available at time of the analysis)
- Esri median household income, retail demand outlook, and business summary for the city of Mesa
- American Community Survey (ACS) 2023 1-Year Estimates
- City of Mesa retail tax collections for calendar year 2024
- U.S. Bureau of Labor Statistics, 22 year average inflation rate of 2.58%

The projections for population, employment and housing for Mesa and the Study Corridor are from MAG and used to forecast supported demand for residential, employment and housing. Table 3 presents the numerical growth and percentage change per decade.

To derive a "capture rate" for the Study Corridor, the percentage of the Corridor to the city at large is utilized for population and employment capture (Table 2). Housing demand is based on MAG's data for the Study Corridor.

Table 2 – Study Corridor Capture Rates

Study Corridor as Percent of City of Mesa	2030	2040	2050	2060
Population	14.3%	16.2%	16.6%	17.0%
Employment	22.1%	21.8%	20.5%	20.1%

In addition to the capture rates, a series of assumptions are applied in the demand forecast. The demand for commercial space is driven by households and spending, while the demand for office space is based on employment growth.

Analysis Assumptions

- 38.8% of Mesa resident household expenditures are spent on food, retail, restaurant/bar and entertainment
- Based on Mesa's sales tax collections on retail, restaurant/bar and entertainment, it is estimated that nearly 30% of tax collections come from non-residents
- Frictional vacancy of 5% is added to retail and office square footage to account for space needed to service normal tenant movements within a market
- Household income for 2024 is inflated using an annualized rate of 2.58%
- ACS 2023 1-year estimates for Mesa housing occupancy of 89.9% held constant for all years
- MAG's dwelling unit data is translated into households using 89.9% occupancy from ACS 2023 1 year estimates
- Office employment in Mesa represents 28.9% of all non-government office employment
- Based on office employment divided by CoStar occupied office square footage, the average square feet per employee is 182 square feet. This figure is reduced to 175 square feet for the analysis to reflect the reduction in per employee office square footage usage.

The following table presents population, employment and housing projections utilized in the market demand analysis.

Table 3 – Mesa and Study Corridor Projections, 2020 – 2060

City of Mesa	2020	2030	2040	2050	2060
Population	550,342	589,871	624,171	645,471	661,156
Projected Growth	--	7.18%	5.81%	3.41%	2.43%
Employment	197,421	237,513	277,335	308,902	331,512
Projected Growth	--	20.31%	16.77%	11.38%	7.32%
Housing Units	247,753	263,196	276,911	285,433	291,738
Projected Growth	--	6.23%	5.21%	3.08%	2.21%
Study Corridor	**2020**	**2030**	**2040**	**2050**	**2060**
Population	77,560	84,352	101,128	107,336	112,268
Projected Growth	--	8.76%	19.89%	6.14%	4.59%
Employment	47,740	52,418	60,419	63,415	66,553
Projected Growth	--	9.80%	15.26%	4.96%	4.95%
Housing Units	35,564	38,287	45,280	47,841	49,802
Projected Growth	--	7.66%	18.26%	5.66%	4.10%

Source: MAG, 2019 Socioeconomic Projections

RETAIL COMMERCIAL

The retail commercial demand analysis for Mesa includes retail, dining, and entertainment sectors. The square foot demand forecast considers economic indicators like household projections, household spending, retail expenditure percentage, and trade surplus. By 2060, Mesa is expected to support an additional 4.7 million square feet of retail space. Study Corridor capture rates indicate a potential demand of 837,639 square feet by 2060.

Table 4 – Mesa Retail Commercial Demand Analysis and Study Corridor Capture

Retail, Dining, Entertainment	2030	2040	2050	2060	Net New (2030-2060)
Total SF forecast demand (City of Mesa)	35,129,004	35,586,420	36,681,600	37,491,869	---
Current competitive SF	32,765,728	32,765,728	32,765,728	32,765,728	---
SF Residual Demand (Excess)/Shortage	***2,363,276***	***2,820,692***	***3,915,872***	***4,726,141***	---
Study Corridor Capture Rate	14.5%	16.5%	17.2%	17.7%	---
Square Feet	343,785	464,846	672,108	837,639	---
Net SF Demand per Decade	**343,785**	**121,061**	**207,262**	**165,531**	**837,639**

OFFICE

The City of Mesa demand for office space is based on employment growth within the office sectors. According to MAG Mesa's employment will reach 331,512 by 2060 with an estimated 28.9 percent occupying office space[1]. By 2060 an additional 3 million square feet will be needed to meet market demand. Based on capture rates, the Study Corridor is forecasted to support 621,057 square feet of office.

1. Office employment is focused on the private sector ad does not include government employees

Table 5 – Mesa Office Demand Analysis and Study Corridor Capture

Office	2030	2040	2050	2060	Net New (2030-2060)
Total SF forecast demand (City of Mesa)	11,227,220	13,109,602	14,601,772	15,670,545	---
Current competitive SF	12,576,953	12,576,953	12,576,953	12,576,953	---
SF Residual Demand (Excess)/Shortage	***(1,349,733)***	***532,649***	***2,024,819***	***3,093,592***	---
Study Area Corridor Capture Rate	22.1%	21.8%	20.5%	20.1%	---
Square Feet	(297,880)	116,041	415,678	621,057	---
Net Unit Demand per Period	**(297,880)**	**413,920**	**299,638**	**205,378**	**621,057**

HOUSING

The housing demand analysis utilizes MAG's Study Corridor data and projections through 2060. To supplement this dataset, housing tenure and occupancy percentages are applied from the American Community Survey (ACS) 2023 1-Year Estimates. Housing tenure reveals an occupancy rate of 89.9 percent.

Existing inventory of dwelling units by 2060 is projected by MAG to be 49,802. Adding frictional vacancy of 10.1 percent yields total units needed. The projected demand for dwelling units in the Study Corridor grows to 54,832 by 2060 for a shortage of 5,030 units to meet market demand. This figure represents both owner and renter dwelling units.

Table 6 – Study Corridor Dwelling Unit Demand Analysis, 2030 - 2060

Dwelling Units	2030	2040	2050	2060	Net New (2030-2060)
Total Dwelling Unit Demand (Study Area)	42,154	49,853	52,673	54,832	---
Existing Dwelling Units	38,287	45,280	47,841	49,802	---
Projected Dwelling Units Needed	3,867	4,573	4,832	5,030	---
Net Unit Demand per Period	**3,867**	**706**	**259**	**198**	**5,030**

ACRE DEMAND

Findings of the demand analysis have been translated into supportable acres based on floor to area ratios (FAR) and housing density assumptions (Table 7) and provided to help inform decision making on parcel size to accommodate projected growth along the transit corridor. Lower and higher intensities were applied to showcase the difference in density.

Table 7 – Study Corridor Acre Demand

		Lower Intensity	Higher Intensity
Total Demand	**SF By 2060**	**FAR**	**FAR**
Commercial (Sq. Ft.)	837,639	0.25	0.35
Office (Sq. Ft.)	621,057	0.38	0.55
Residential DU's	5,030	---	---
Acre Demand		**Acres**	**Acres**
Retail		76.9	54.9
Office		37.5	25.9
Residential			
Medium Density Residential (12 units per acre)		209.6	104.8
High Density Residential (25 units per acre)		100.6	150.9
Total Acres		**310.2**	**255.7**

Table Notes:
Residential Lower Intensity is a 50-50 split of total dwelling units
Residential High Intensity is a 25-75 split of total dwelling units

Based on the lower intensity FAR's, market demand will require 310 acres versus the higher intensity of 256 acres. There are a number of variables that could alter acreage requirements including the FAR and intensity of housing density and the incorporation of mixed use development. Table 7 showcases one example. The ultimate development will be based on a combination of city land use regulations, land cost basis and developer's tolerance for risk and expected return on investment.

INVESTMENT AND FUNDING STRATEGIES

Cities have access to a variety of infrastructure financing instruments to finance key public assets. These financing mechanisms are typically 100% debt financed, with lower borrowing cost compared to the private sector due to tax advantages and ability to use public assets as collateral.

Private sector participation in public infrastructure often occurs through development agreements or public private partnership (P3). In these arrangements, the government retains ownership of infrastructure while the private sector provides upfront funding, with repayment structured through tax collections or dedicated revenue sources.

FUNDING MECHANISMS OVERVIEW

Developing TOD projects requires a mix of public and private funding sources. Table 8 provides a comprehensive list of key financing mechanisms, repayment methods, and permitted uses for the city to examine and consider on a case by case basis. Footnotes provide additional detail on the allowed uses.

Financing mechanisms are divided into various categories.

- Bonds – financing tools utilized by the public sector.
- Special taxing districts – created by the public sector and often utilized by the private sector
- Development agreements – created by the municipality and can include both public and private sector terms
- Grants/Loans – both public and private entities can apply for a TIFIA grant or loan, but the private entity must be a part of a project that improves or constructs public infrastructure or be part of an economic development project that improves public infrastructure
- Other – mechanisms that can be formed by the city to facilitate development

Table 8 – Funding Mechanisms

Funding Mechanism	Repayment Method	Allowed Uses
Bonds		
▪ General Obligation Bonds (GO)	▪ Property Taxes	▪ All aspects of plan implementation including streets, sidewalks, bike lanes, public transit, public buildings, parks and recreation facilities, and police and fire stations
▪ Revenue Bonds	▪ Pledge of specific revenues such as utility revenues, HURF, and private revenues, etc	▪ Utility infrastructure and public and private parking garages
▪ HURF Bonds	▪ City's HURF allocation	▪ General street improvements[1] ▪ Maintenance (although restricted to less than ½ of revenues)
Special Taxing Districts		
▪ Community Facilities District (CFD)	▪ GO Bond ▪ Secondary property taxes ▪ Special assessment bonds on CFD area	▪ All aspects of infrastructure within the CFD ▪ Operations and maintenance
▪ Municipal Improvement District (MID)	▪ Special assessment on property owners ▪ Contingent liability of General Fund	▪ All aspects of plan implementation including utility infrastructure, streets, sidewalks, lighting, landscaping, public buildings, parks, ▪ Road and sidewalk maintenance
▪ Parking District	▪ Fees from parking meters, and other related parking revenue	▪ Parking lots, parking structures, parking and transportation signage ▪ Landscaping, maintenance and security
▪ Special Assessment District	▪ Property owner assessment	▪ Infrastructure, off street parking, raw land development
▪ Revitalization Districts	▪ Sale of bonds ▪ Special assessments on property owners ▪ User, landowner and other fees ▪ Private contributions	▪ All infrastructure that will result in beneficial use within the district
Funding Mechanism	**Repayment Method**	**Allowed Uses**

[1] Includes road construction, reconstruction, maintenance, repair, right-of-way acquisition, roadside development, traffic signal upgrades, and improvements to sidewalks and ADA ramps; essentially any project directly related to the operation and upkeep of the street system.

Funding Mechanism	Repayment Method	Allowed Uses
Development Agreements		
▪ Public-Private Partnerships	▪ Debt issued by city ▪ Value capture[2]	▪ Parking ▪ Public infrastructure
▪ Payback Agreements	▪ Outlined in a development agreement	▪ Oversizing public infrastructure to benefit future uses
Grants/Loans		
▪ TIFIA	▪ Direct loans, loan guarantees and lines of credit	▪ TOD, public infrastructure and economic development[3] (within 1/2 mile of station)
▪ RRIF	▪ Direct loans and loan guarantees	▪ Rail TOD and economic development (within 1/2 mile of station)[4]
▪ TIFIA	▪ Grants	▪ Station for transit
▪ Section 108 Loan Guarantee Program	▪ Five times the City's annual CDBG allocation used as collateral to securitize the loan ▪ Developer can repay the debt service	▪ Property acquisition, economic development activities, construction or installation of public facilities, public works and other site improvements ▪ Low-cost, flexible financing for economic development, housing, public facility, and infrastructure projects
▪ Economic Development Initiative (EDI) from EDA	▪ Used in conjunction with Section 108. It provides additional security by helping the city cover any shortfall in debt service	▪ For projects noted in Section 108 ▪ Can also be used to reduce the interest rate of a loan or paying some of the project costs
Funding Mechanism	Repayment Method	Allowed Uses
Other		

[2] Value Capture is a tool that allows local government to recoup some of the increased land value generated by investments such as property or sales taxes.

[3] Economic Development includes any real estate development project that enhances the economic vitality and competitiveness of the surrounding neighborhood and region and provides opportunities for commercial activity and housing including but not limited to office, institutional (e.g., civic, academic, health, etc.), industrial, entertainment, recreational, etc. Eligible projects are not limited to construction of new buildings and facilities; projects that convert or rehabilitate existing buildings and facilities may be eligible as well.

[4]RRIF loans that (i) incorporates private investment of greater than 20 percent of total project costs; (ii) is physically connected to, or is within ½ mile of, a fixed guideway transit station, an intercity bus station, a passenger rail station, or multimodal station, provided that the location includes service by a railroad; (iii) demonstrates the ability of the applicant to commence the contracting process for construction not later than 90 days after the date on which the direct loan or loan guarantee is obligated for the project; and (iv) demonstrates the ability to generate new revenue for the relevant passenger rail station or service by increasing ridership, increasing tenant lease payments, or carrying out other activities that generate revenue exceeding costs.

Funding Mechanism	Repayment Method	Allowed Uses
▪ Certificates of Participation (COP)	▪ General Fund ▪ Pledge of city revenues such as state shared funds, excise taxes	▪ Municipal buildings, public safety equipment, parking facilities
▪ Municipal Property Corporation (MPC)	▪ Pledge of city revenues such as state shared funds, utility revenues, excise taxes	▪ Construction of Public Facilities ▪ Street Improvements ▪ Land acquisition
▪ Government Property Lease Excise Tax (GPLET)[5]	▪ Eliminates real property tax and replaces it with an excise tax which is paid by the user over the term of the agreement (not to exceed 25 years). ▪ If located in a CBD or RDA an 8 year abatement of tax is allowed.	▪ Office buildings ▪ Retail ▪ Hotels ▪ Parking ▪ Residential ▪ Mixed Use
▪ Opportunity Zone (based on designated census tracts).[6]	▪ Defers tax on capital gains relative to the years of investment. After 5 years the basis increases to 10% and after 7 years the basis increases to 15% of deferred gain. After 10 years investor pays no tax on capital gains.	▪ Mixed use developments ▪ Market rate rental housing ▪ Retail/grocery stores ▪ Hotels ▪ Restaurants ▪ Office ▪ Parking ▪ Health clinics and sports facilities
▪ Façade Improvement Program	▪ General Fund or CDBG	▪ Commercial property along the transit line
▪ Tax Rebate	▪ Project's Land Value Capture[7] ▪ Percentage of collected construction or retail sales tax	▪ Public improvements; economic development
▪ Low Income Housing Tax Credit (LIHTC)	▪ Award of State's tax credit to developer who exchanges or sells the credits to investors to fund the construction	▪ Affordable rental housing
▪ New Market Tax Credits	▪ Program in association with LISC, the City's local affiliate ▪ 39% tax credit over a 7 year period	▪ Retail, manufacturing, healthcare, childcare and education facilities

[5] The excise tax is a rate established based on use and per square foot. Use of GPLET requires the transfer of the title for the building and leasehold improvements to the city. The excise tax is reduced 20% every ten years for the duration of the agreement.

[6] Opportunity Zone designations certified by Treasury will remain in effect until December 31, 2028.

[7] Value Capture is a tool that allows local government to recoup some of the increased land value generated by investments such as property or sales taxes.

JOINT DEVELOPMENT AND VALUE CAPTURE

Unlike other transit agencies in the US and Canada, Valley Metro lacks the authority to enter into a joint development agreement to capture the economic value created by its transit system. The FTA promotes joint development by allowing FTA assisted property to contribute to eligible joint development activities . These initiatives create long-term revenue streams that help repay debt and fund the operations and maintenance costs of the transit system.

This joint development is a collaboration between a transit agency and one or more partners to build TOD-while at the same time improving transit infrastructure. Eligible activities can include:

- Site acquisition and preparation
- Relocation of utilities
- Construction of building foundations
- Bicycle and pedestrian improvements
- Open space, safety and security enhancements
- Community service facilities and transit parking
- Procurement of professional services (e.g. design, engineering, and environmental analysis)

STRATEGIC DEVELOPMENT CORPORATION & LAND VALUE CAPTURE

Mesa could create a development corporation to acquire, assemble, and sell parcels to maximize TOD opportunities. Conducting highest and best use studies at key transit stops can help identify strategic acquisitions and align public-private partnerships.

A "land value capture" strategy could be employed to recover increased value resulting from transit investments. Examples include:

- Special tax assessments
- Sale/lease of public land with development conditions
- Density bonuses and zoning incentives

IMPLEMENTATION STRATEGIES

To effectively leverage TOD potential, strategies should be employed in an integrated manner to overcome barriers and maximize development opportunities within ½ mile of transit stops. Based on interviews, developer forums, and independent research, several policy changes and incentives have been identified to bridge financing gaps and encourage TOD development within ½ mile of transit nodes. Recommended strategies include:

- Land assemblage and banking to facilitate larger-scale developments
- Density bonuses to support increased urban density
- Housing tax credits to encourage mixed-income residential projects
- Impact or development fee credits to reduce upfront costs for developers
- Parking districts and shared parking agreements to optimize space usage
- TOD zoning overlays or form-based codes to streamline approvals
- Expedited permitting to reduce project timelines for key projects
- Allow height increases and reduce parking requirements to enhance project feasibility
- Stormwater variance initiatives to address infrastructure needs efficiently.

Through literature research and staff and developer interviews, the following strategies have been identified as having the greatest impact on TOD.

Findings of the staff and developer interviews are appended to this memo.

1. Develop a form-based code or TOD overlay that provides development clarity. This will reduce the overall timeframe and expedites return on capital which helps reduce the financial risk. This approach could allow for rapid opt in upzoning over the Redevelopment and TOD transit nodes.

2. Leverage TOD projects to obtain federal funds and allow for renovation of buildings, new construction and enhancement of neighborhood amenities (i.e. local shops and restaurants, parks, community gathering spaces, etc). Utilize GPLET to facilitate private development.

3. Inventory existing infrastructure and determine if upgrades are needed prior to transit construction.

4. Help remediate older contaminated sites by providing funding for phases 1 and 2 environmental studies. Cost and timing of completing these studies by the private sector can be a deterrent to development.

5. Develop a program for site clearance to facilitate development of sites in which adaptive reuse is not desirable or financially feasible.

6. Conduct highest and best use studies for key transit stops. Prepare a project proforma to understand the project's cash flow, sources of income and expenses and potential return on investment. This approach can help solidify the vision for the parcel.

7. Create seed funding for the assemblage and acquisition of key sites.

8. Create a development corporation to maximize development opportunities and joint development projects. This mechanism could facilitate the ability to receive federal funding, aid with land assemblage, foster mixed use developments, and enter into public-private partnership to maximize value of city's assets.

9. Explore a "land value capture" strategy to serve as a public financing tool to recover increased value resulting from development. Examples include tax based such as special tax assessments; fee based such as sale/lease of public land with development conditions; or incentive based such as density bonus, and joint development with public land as equity.

PRIORITIZING OPPORTUNITY SITES

Eleven transit stops have been identified along the transit line within the Corridor. Based on a combination of findings from Task 1-Market Analysis, along with transit node profiles and discussion with Mesa's economic development staff, five transit stops have been identified as having the highest economic development potential. These transit stops were selected based on a combination of factors, including:

- High population and employment density
- TOD-supportive demographics
- Proximity to key destinations such as retail, healthcare, higher education, and government facilities

With the exception of Rio Salado/Dobson and

University/Dobson, all other transit stops fall within a designated redevelopment area (RDA), enabling access to state and possible federal funds for neighborhood and business district enhancements. Eligible development activities include existing building renovations, new construction, and public space improvements. When combined with a Central Business District (CBD) designation, projects may qualify for an eight-year tax abatement under the Government Property Lease Excise Tax (GPLET) program, based on current statutory guidelines.

TRANSIT NODE TYPOLOGIES

Transit nodes have been categorized into three typologies to set clear development expectations:

- Regional nodes: serve as a destination for a large trade area and have the greatest mix of uses, including larger commercial and office centers, dining and entertainment, a diverse mix of higher-density housing options, all anchored by larger gathering spaces as well as the surrounding neighborhoods.
- Urban nodes: comprise a significant amount of medium-density multi-family residential development with supporting commercial development with ground floor retail and office.
- Neighborhood nodes: are less dense and act as neighborhood commercial centers for the surrounding residential

Figure 6 – Mesa Transit Nodes

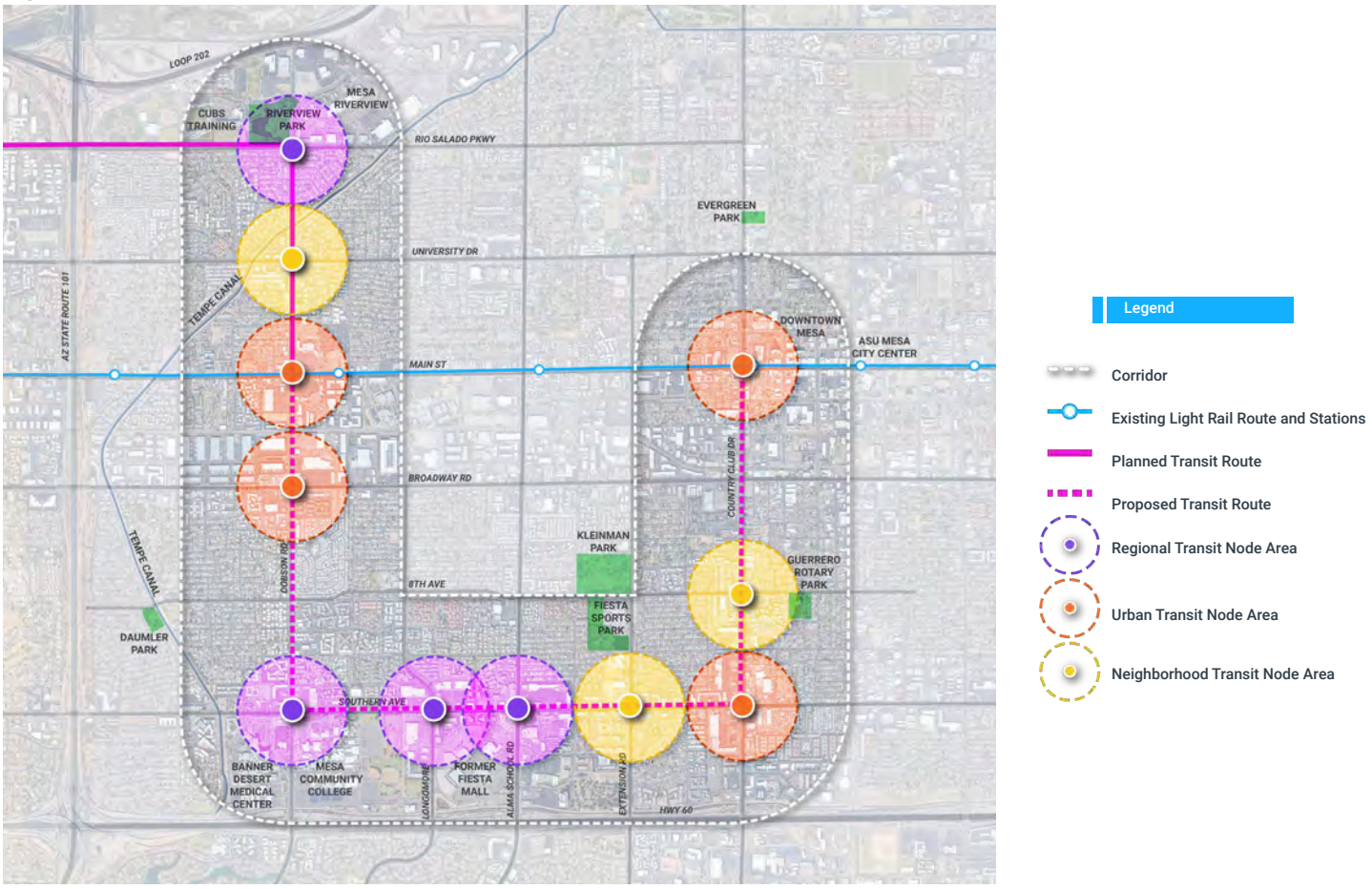


Table 9 – Key Opportunity Sites

Transit Nodes	Envisioned Project Types	Key Economic Drivers
Dobson and Main (Urban Station)	Multi-family residential; ground floor commercial; single family residential; additional small retail.	Asian District; West RDA; Opportunity Zone; proximity to light rail
Dobson and Southern (Regional Station)	High density multi-family and neighborhood serving retail and commercial.	Healthcare and higher education; Southwest and West RDA
Southern and Longmore (Regional Station)	Mixed-use residential, office, and retail development on the southeast providing a gateway to the Fiesta Mall site redevelopment, while smaller-scale commercial and retail development along the north side of Southern; multi-family residential.	Higher education; Fiesta Redefined; Southwest and West RDA
Southern and Alma School (Regional Station)	Strong mix of residential opportunities, destination and neighborhood-serving retail, and office and employment use; Larger multi-family residential development can anchor the northeast quadrant, stepping down toward the single-family neighborhood to the north; Smaller-scale retail along the north side of Southern.	Higher education; Fiesta Redefined; Southwest RDA; Opportunity Zone
Country Club and Main (Urban Station)	Multi-family, townhomes, retail, and office.	Government; proximity to light rail station; Town Center RDA; Opportunity Zone

TOD CORRIDOR MARKETING PLAN

OVERVIEW AND VISION

Economic development marketing is essential for fostering growth and vitality in a community. It involves promoting the city's resources, opportunities, and competitive advantages to attract investment, businesses, and residents. Effective marketing strategies can enhance the city's image, draw in developers, and encourage site selectors and corporate executives to consider the city as a prime location for their ventures. By highlighting key benefits such as government support, accessibility, and potential profitability, economic development marketing can create a competitive edge and stimulate sustainable growth.

The marketing plan for the TOD corridor provides the framework to help guide the city's marketing efforts to achieve specific objectives. It outlines the strategies and tactics needed to reach a target audience and achieve desired outcomes. Marketing TOD should focus on highlighting the benefits of walkable, mixed-use communities, emphasizing the convenience of transit access, and showcasing the vibrant, connected lifestyle TODs offer. The West Mesa TOD vision was developed through the planning process. It includes stakeholder interviews and in-person and online community engagement. City and private sector investment will be critical to achieve the vision over the long term.

TOD VISION- THE MESACONNECTED CORRIDOR IS A VIBRANT, CONNECTED COMMUNITY—SAFE AND RESILIENT, EASY TO MOVE THROUGH, SEAMLESSLY LINKED TO TRANSIT, AND RICH IN ECONOMIC OPPORTUNITY.

When it comes to transit oriented development it is important to realize that it is a long term undertaking. The phasing and timing for implementing transit infrastructure and real estate development is generally not simultaneous in time. Also, transit oriented development can take 10-15 years for implementation as opposed to a 3-5 year timeframe for real estate development projects.

TOD cannot be applied everywhere across a transit network, as densities of jobs and residents vary widely. Using the list of "Key Opportunity Sites" as a starting point will help the city prioritize the relative market strength and potential of the transit nodes and frequent bus corridors. Measure the value of each transit stop for both supporting a transit lifestyle as well as catalyzing private investment in the short term. Understanding and defining the nature of projects that are appropriate for different types of transit nodes will facilitate the marketing outcomes and allow private investment to respond to the characteristics of the site and identify its optimal uses.

Utilizing the proposed transit node typology framework, City staff must determine where to apply TOD and the appropriate density and development mix. When identifying which transit nodes are the best candidates for TOD, consider the following:

- Level of density that the area can absorb
- Attractiveness of the area for development such as diversity of land use, availability and proximity of essential services (schools, healthcare, everyday amenities)
- Amount of developable land or redevelopment potential

A strategic approach to marketing is to prepare an analysis to determine which areas are good candidates for TOD, the level of density those areas can absorb, and the appropriate local development mix to strike the right balance between jobs, housing and other amenities.

EXISTING MARKETING EFFORTS

The City's stated economic development mission is to enhance Mesa's economy by fostering a culture of quality, supporting the creation of higher wage jobs, promoting direct investment, and increasing prosperity of residents. The Office of Economic Development (OED) targets several key industries, some of which would be ideal for the transit corridor, including healthcare, tourism and technology. In addition to these targets, housing and retail development are critical components for successful transit oriented development.

To serve as background information, the City staff prepared a summary of Mesa's current marketing strategy and tools. This information provides the context to understand how to build upon existing efforts and focus on new strategies and concepts. The city's current marketing initiatives can be classified into four main categories:

- Digital and print advertising and public relations
- Social media
- Trade shows, sales missions, sponsorships, and events
- Partnerships and networking

The city has very few economic development incentives to attract end users or prospective developers to facilitate desired development. This can be problematic for TOD, which often faces barriers such as high land costs and complex permitting processes. However, incentives can take on various forms and have little financial impact on the city directly. Examples include reduced parking requirements, expedited permitting and zoning density bonuses, which will allow TOD projects to become more financially feasible and attractive to developers.

TOD CORRIDOR MARKETING APPROACH

Marketing TOD effectively involves a multifaceted approach, utilizing tools that highlight the benefits of TOD to attract residents, businesses, and investors. This includes showcasing the walkability, transit accessibility, and vibrant mixed-use environments that TOD creates.

To successfully market the transit corridor, the city must establish foundational programs to transform the current process and promote a comprehensive long-term vision for development sites. These actions will help remove barriers to TOD, reduce financial risks for developers, and help meet lender underwriting criteria. With these programs in place, city staff can more effectively promote direct investment and job creation within the corridor.

ATTRACTING INVESTMENT NEAR TRANSIT

Following are several suggested marketing tactics the city could consider for attracting investment within the transit corridor. Some of these tactics

are mentioned earlier but are repeated here due to their potential impact on successfully marketing the transit corridor.

A KEY PRINCIPLE FOR SUCCESSFUL TOD IS "BUILD A PLACE, NOT A PROJECT." A TRANSIT CORRIDOR HAS A MIX OF USES AND NOT NECESSARILY IN THE SAME PLACE.

Tactics

1. Leverage the recommended TOD regulatory and zoning changes that could facilitate the redevelopment or development of parcels. Create examples to showcase how the development community and landowners can apply these regulatory modifications at key transit locations.
2. Conduct an analysis to determine which areas along the corridor are good candidates for TOD, the level of density those areas can absorb, and the appropriate local development mix to strike the right balance between jobs, housing, and other amenities.
3. Utilize the findings from step 2 and prepare highest and best use studies for key transit stops. Prepare a project proforma to understand the project's cash flow, sources of income and expenses and potential return on investment. This approach can help solidify the vision for the parcel.
4. Facilitate land assembly to create large enough sites for transit related projects as an incentive to developers for creating optimal TOD projects.
5. Obtain grants from the Federal Government to fund environmental remediation as needed.
6. Create a development corporation to maximize development opportunities and joint development projects. This mechanism could facilitate the ability to receive federal funding, aid with land assemblage, foster mixed use developments, and enter into public-private partnership to maximize value of city's assets.
7. Explore a "land value capture" strategy to serve as a public financing tool to recover increased value resulting from development. Examples include tax based such as special tax assessments; fee based such as sale/lease of public land with development conditions; or incentive based such as density bonus, and joint development with public land as equity.
8. Develop a program for site clearance to facilitate development of sites in which adaptive reuse is not desirable or financially feasible.
9. Help reduce entitlement risk by reaching out to the community to gain consensus on a transit node area plan and provide coordination between stakeholders.
10. Leverage the city's existing social media, advertising, public relations, and networking marketing programs. Ensure they are comprehensive with established media objectives and goals. Assess current programs for their effectiveness and enhance online presence.
11. Establish a job creation incentive program for the corridor that facilitates the creation and expansion of jobs.
12. Consider providing construction and retail sales tax rebate for projects that achieve the desired vision and corridor goals.

CORRIDOR BRANDING

To brand and market the transit corridor, focus on creating a cohesive identity that emphasizes convenience, sustainability, and

vibrant communities. A well-defined brand can help establish connections with residents and consumers. It can differentiate the corridor from other areas and influence the perception of the region. Branding can affect how people view and interact with an area. It can be achieved by creating an engaging story and highlighting the corridor's unique selling points. This includes developing a strong visual brand, highlighting the benefits of living near transit, and fostering community engagement.

Steps to consider:

- Name: Choose a name that reflects the TOD's unique character and resonates with the community.
- Logo and Visual Identity: Develop a logo, color palette, and typography that are consistent with the TOD's brand messaging.
- Brand Story: Craft a compelling narrative that explains the TOD's distinct brand identity, its purpose and key benefits such as convenience, sustainability, and social benefits.

TARGET MARKETING

To successfully promote the opportunities within the TOD corridor, the city must employ a strategic approach that addresses each specific target audience with a customized message. Target segmentation is a critical element of a marketing strategy that involves dividing the target audience into subgroups. This process allows the city to better approach the specific needs of different market segments. Marketing the TOD corridor should be geared towards three market segments:

1. Developers
2. Site Selectors, Corporate Executives, and Real Estate Brokers
3. Regional Stakeholders

Each segment necessitates a tailored strategy to effectively reach and engage them. The following outlines the strategies and tools for targeting each segment.

DEVELOPERS

Developers are crucial for TOD development and revitalization projects. To attract developers, the city must highlight the potential for growth, profitability, and support provided by local government.

Tools

- Financing, site acquisition and land assemblage: Utilize Table 8 "Funding Mechanisms" to identify the full range of potential financing tools that can be used for TOD. This could include grants, loans, tax credits and incentives combined to make the deal work.
- Marketing Assets: Utilize existing marketing assets such social media (Facebook, Instagram and YouTube), print and digital advertising, and attendance at trade shows and conferences. Incorporate the transit corridor in the city's websites where you can provide information and showcase potential development opportunities. Supplement this activity with promotional videos, webinars, brochures, and case studies that showcase potential and successful projects along with available opportunities within the TOD corridor.
- Networking Events: Host forums and networking events where developers can interact with city officials and learn about corridor projects and incentives.

- Direct Outreach: Conduct direct outreach through emails, phone calls, and meetings to build relationships and provide detailed information about corridor opportunities and support.
- Partnerships: Continue co-op marketing with partners and establish additional partnerships with industry associations and trade groups to increase visibility and credibility.

SITE SELECTORS, CORPORATE EXECUTIVES & REAL ESTATE BROKERS

Site selectors, corporate executives and real estate brokers are responsible for identifying and deciding on locations for business expansion and relocation. Attracting this segment involves showcasing the corridor's advantages in terms of infrastructure, workforce, amenities, market potential, and business climate.

Tools

- Attendance at trade shows/conferences: Participate in ICSC to market retail opportunities within the transit corridor. Generate profiles of key transit stops that showcase socio-demographics within the trade area and potential development opportunities.
- Site Tours: Organize site tours where corporate executives, site selectors and real estate brokers can experience firsthand the corridor's facilities, infrastructure, and business environment.
- Data & Analytics: Provide comprehensive data and analytics on labor market, economic trends, market demand, and site-specific advantages to support decision-making.
- Customized Proposals: Develop customized proposals that address the specific needs and criteria of corporate executives, site selectors and brokers.
- Incentive Packages: Offer competitive incentive packages, including tax breaks, grants, and other financial incentives to attract businesses.

STAKEHOLDERS

Regional stakeholders include local businesses, community leaders, and organizations that play a role in the corridor development ecosystem. Engaging this segment involves fostering collaboration and aligning goals for mutual benefit.

Tools

- Community Meetings: Hold regular community meetings to discuss corridor development plans, gather input, and build consensus among stakeholders.
- Collaborative Platforms: Create collaborative platforms such as online forums and working groups to facilitate ongoing communication and partnership among regional stakeholders.
- Public Relations Campaigns: Execute public relations campaigns to highlight the city's corridor development efforts and success stories, generating support and enthusiasm.
- Joint Initiatives: Launch joint initiatives with stakeholders (including developers) to promote and support TOD. Address common challenges and leverage collective resources

for development projects.

CONCLUSION

The successful implementation of TOD within the corridor will require continued collaboration among city departments, alignment of land use regulations that incentivize action, strategic investment in multi-modal infrastructure, and meaningful engagement with private and community partners. These coordinated efforts lay the groundwork for long-term success.

Equally important is a compelling and targeted marketing strategy that communicates the value of transit-oriented development. By promoting the benefits of walkable, mixed-use communities and emphasizing the convenience and connectivity TOD offers, the city can inspire confidence, attract investment, and build lasting public support.

This marketing plan with its outlined tactics and tools serves as a roadmap to guide outreach, engagement, and messaging efforts that will help bring the vision of the corridor to life. With commitment, coordination, and clear communication, the city is well-positioned to shape a vibrant, inclusive, and connected future.

APPENDIX – STAFF AND DEVELOPER INTERVIEWS

A series of interviews with city officials and developers were conducted in November and December 2024 to identify challenges associated with developing parcels near transit stops. The primary concern for TOD implementation is the lack of sufficient density to support retail development. Additional key challenges include:

- Street level retail feasibility: Ground floor retail with residential or office space above does not work in all locations. A high concentration of residential and employment density is required to support the overall project's return on investment (ROI). Mandating this approach could deter development.
- Capital return timelines: Developer typically require a return on investment within 3-5 years, while TOD projects often take longer to reach full occupancy and generate revenue.
- Market conditions on rental rates: Higher construction costs associated with TOD necessitates higher rents to be financially viable. This makes securing tenants challenging.
- Zoning and regulatory flexibility: Adjustments in zoning, density, building height, and parking requirements are needed to bridge financial gaps in a project proforma.
- Affordable housing incentives in ROI: While density bonuses for affordable housing promote inclusivity, they also increase construction costs and lower blended rental rates, which may reduce the project's financial viability.

INTERVIEW CONCLUSIONS

Given the complexities and financial risks associated with TOD development, attracting private developers will require proactive city involvement. This includes. upfront site analysis, preparing cost benefit analyses, assisting with land assemblage, and offering targeted incentives to bridge financial gaps on a case-by-case basis.