

# Redevelopment Areas (RDAs)

**Mesa City Council Study Session  
April 4th, 2024**

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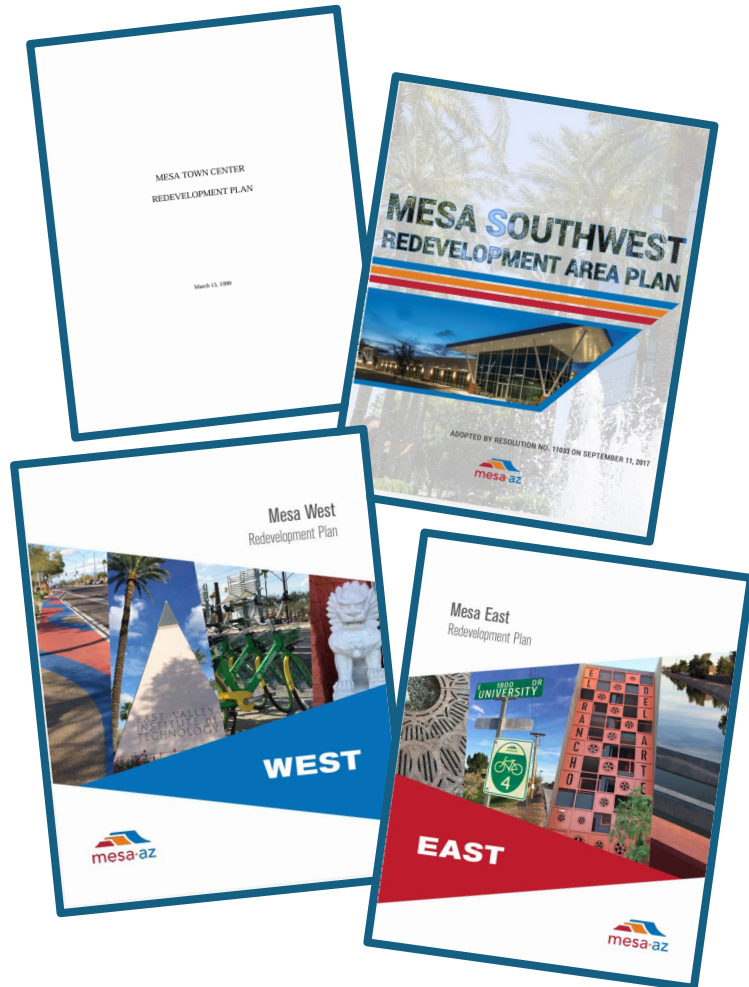
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Development Services Director

**Jaye O'Donnell**

Economic Development Director

# REDEVELOPMENT AREA OVERVIEW (RDA)



## Mesa City Council Has Adopted Four Redevelopment Areas

- Town Center (1999. Renewed 2015)
- Southwest (2017)
- West (2018)
- East (2018)

# RDA MAP

Dobson

Alma  
School

Country  
Club

Center

Hobson

Stapley

Gilbert

 Town Center

*Est 1999  
Renewed 2015*

 Southwest

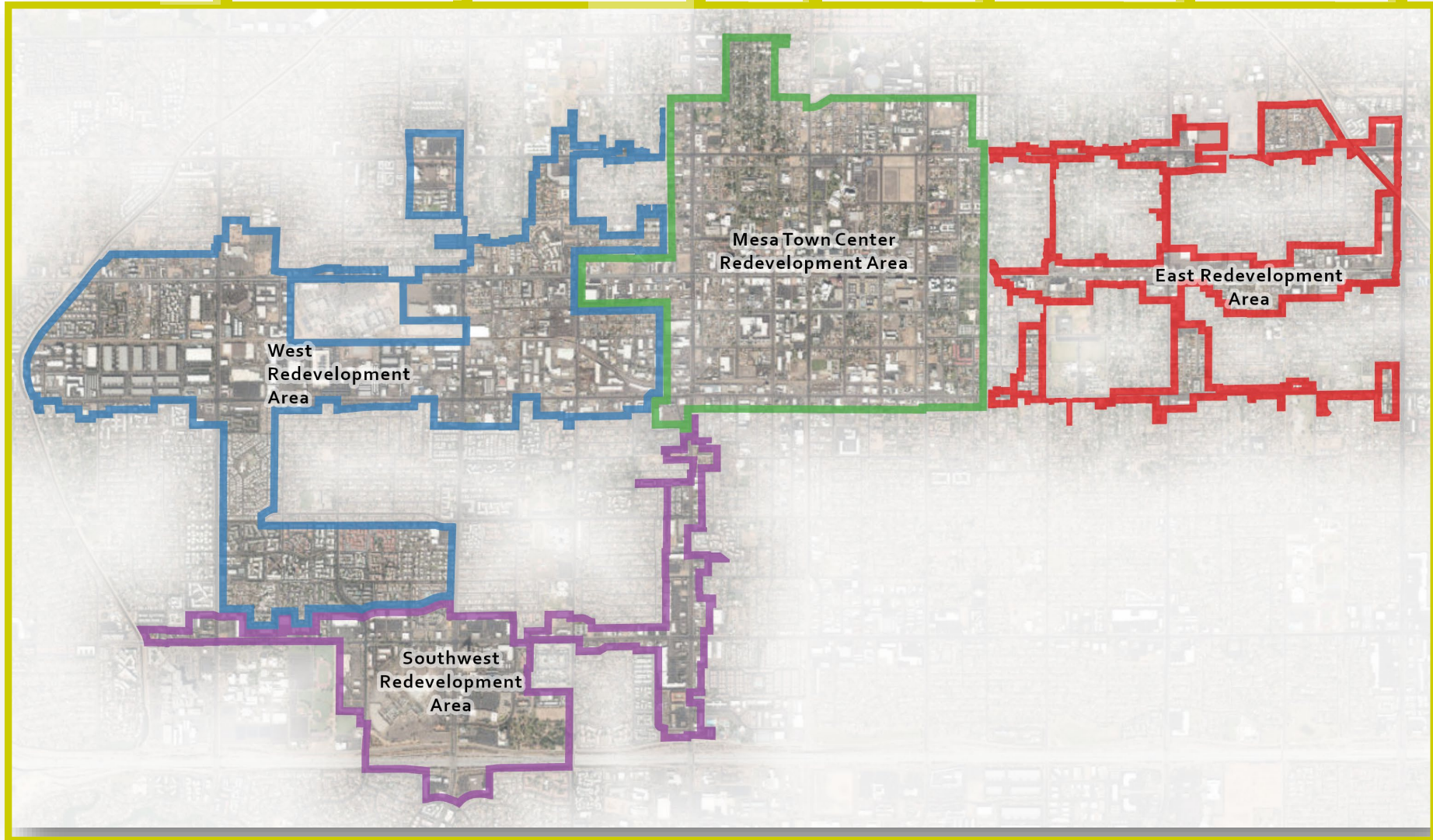
*Est. 2017*

 West

*Est. 2018*

 East

*Est. 2018*



University

Main

Broadway

Southern

US 60

# REDEVELOPMENT AREA OVERVIEW (RDA)

An RDA is a geographic area designated by City Council to be in need of revitalization



Defined by a predominance of blighted parcels

- Any one of nine possible conditions are defined as blight:
  - Unsanitary or unsafe conditions
  - Deterioration of site or other improvements
  - Diversity of ownership
  - Improper or obsolete subdivision platting
  - Defective or inadequate street layout
  - Faulty lot layout
  - Tax or special assessment delinquency exceeding the fair value of the land
  - Defective or unusual conditions of title
  - Conditions that endanger life or property by fire and other causes

# REDEVELOPMENT AREA OVERVIEW (RDA)

Designating an RDA may allow for the use of **additional economic tools** to enhance neighborhoods and business districts



Government Property Lease Excise Tax (GPLET) with 8-year tax abatement - Mesa's CBD extends over all City RDAs



Leverage a wide range of Federal and State grant opportunities



Creation and execution of a redevelopment plan



Allows City Council to consider additional incentives

# EIGHT YEAR ECONOMIC IMPACT OF GPLET LEASES IN RDAS SINCE 2017

**\$190,000,000**

TOTAL CONSTRUCTION IMPACT

**\$155,000,000**

CAPITAL EXPENDITURE (CAPEX)

**1020**

MULTI-FAMILY HOUSING UNITS CONSTRUCTED

**\$4,500,000**

TOTAL DIRECT FINANCIAL BENEFIT TO THE  
CITY OF MESA

**\$2,300,000**

ONE-TIME CONSTRUCTION SALES TAX  
REVENUE *(part of total benefit)*

# BUSINESS CASE: BROWN & BROWN TO MELODY ON MAIN



**2011**

**ACTIVE SITE**



**2015**

**INACTIVE  
SITE**



**2018**

**DEMOLITION  
OF  
STRUCTURES**



**2022**

**MAY-  
EARLY  
PHASES OF  
MELODY  
ERECTED**



**2022**

**DECEMBER-  
ALL PHASES  
OF MELODY  
ERECTED**

# BUSINESS CASE: MELODY ON MAIN

VALUE BEFORE CONSTRUCTION\*

**\$3,182,000**

VALUE DURING CONSTRUCTION

**\$37,479,000**

ANNUAL SECONDARY PROPERTY TAX

**\$17,664**



\*Full Cash Value. 2023 compared to 2025. Source: County Assessors Office



# BUSINESS CASE: THE LANDING AT FIESTA VILLAGE

“  
*An empty, crumbling strip of mall on the northwestern corner of Alma School Road and Southern Avenue in Mesa is the most commonly identified eyesore in the East Valley.*”

Parker Leavitt/The Republic,  
December 2015

The screenshot shows a news article on the azcentral.com website. The article is titled "Readers' picks: Worst East Valley eyesores" and is by Parker Leavitt from The Republic. It was published on December 24, 2015, and updated on September 6, 2017. The article features a gallery of photos. One photo shows a tall, green, lattice-like tower structure. Another photo shows a large, empty parking lot with a cracked asphalt surface. A third photo shows a white building with a window that has a large, dark, irregular shape on it, possibly a broken window or a large stain. Below the photos, there is a "VIEW FULL GALLERY" button and a caption "Readers' picks: Worst East Valley eyesores".

# BUSINESS CASE: THE LANDING AT FIESTA VILLAGE

VALUE BEFORE CONSTRUCTION

**\$2,880,000**

VALUE AFTER CONSTRUCTION\*

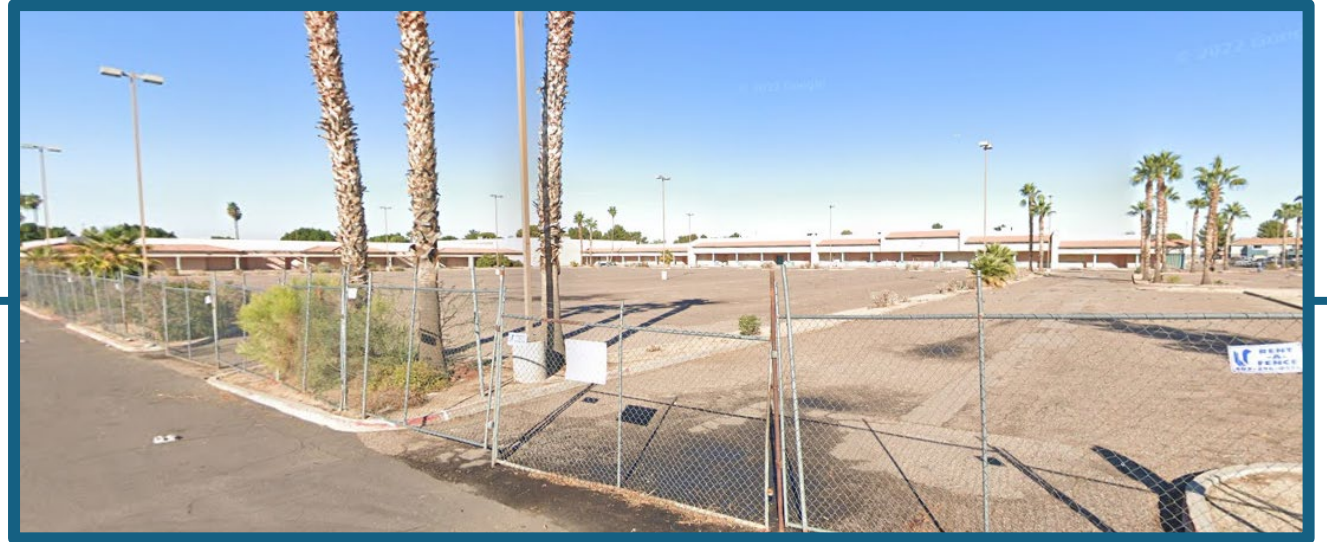
**\$72,850,000**

ANNUAL ESTIMATED SALES TAX FROM NEW  
RESIDENTS\*\*

**\$18,000**

ANNUAL SECONDARY PROPERTY TAX

**\$28,676**



\*Full Cash Value. 2022 compared to 2025. Source: County Assessors Office

\*\*Presumes only 25 percent of residents are new to Mesa

# STRATEGIC INTERDEPARTMENTAL COLLABORATION

RDAs have been a focus of City Staff since adoption

Each department has addressed RDAs within their sphere of influence

Initial interdepartmental working group originated in early 2023



# REDEVELOPMENT IMPLEMENTATION STRATEGIES



Asian  
District  
Branding



Expand  
Murals and  
Artwork in  
Asian District



Expand  
Neighborhood  
Cleanup



Organize Job  
and Business  
Classes



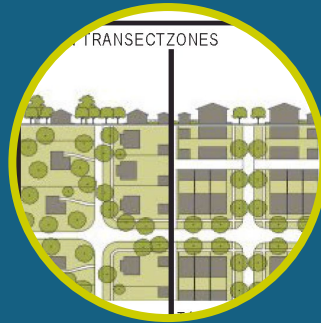
Work with  
Underperforming  
Properties

# REDEVELOPMENT IMPLEMENTATION STRATEGIES



Infill Incentive  
District

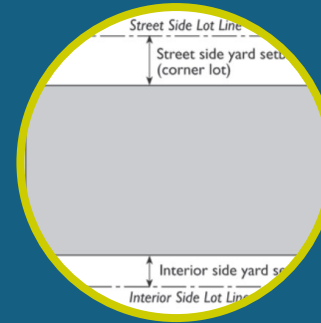
Adaptive  
Reuse



Form-Based  
Code  
Amendments



ADU Code  
Amendments



Code  
Amendments  
(Building and  
Zoning)



Encourage a  
variety of  
housing options

# THE FUTURE OF MESA'S RDAs

- Mesa residents identified redevelopment as a top priority
- Continue to convene and expand the working group to other departments
- 2 FTEs included in FY 24/25 budget
- Return to City Council with opportunity sites and targeted initiatives



# QUESTIONS?





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