

# MESA CONNECTED

## TRANSIT-ORIENTED DEVELOPMENT PLAN



# ACKNOWLEDGMENTS

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# INTRODUCTION

# PROJECT OVERVIEW

In 2021, the City of Mesa received funding from the Federal Transit Administration’s Pilot Program for Transit-Oriented Development (TOD) Planning to develop the MesaCONNECTED TOD Plan. The Plan guides future land use decisions and growth along a 5-mile transit corridor in West Mesa (the Corridor), aligning transit investments with economic growth and community needs while strengthening Mesa’s ability to secure future federal funding.

MesaCONNECTED (short for **C**onnecting **O**ur **N**eighborhoods for **N**ext-Generation **C**ommunity, **T**ransit, and **E**conomic **D**evelopment) reflects the city’s ongoing commitment to promote well-connected, thriving neighborhoods by integrating land use, transportation, and economic development principles. Specifically, the Plan focuses on:

- Expanding transit access;
- Connecting neighborhoods physically and economically;
- Revitalizing underutilized areas; and
- Enhancing public spaces based on their local character and distinctiveness.

Additionally, the Plan will contribute to advancing multiple City initiatives including:

- Promoting a diverse mix of housing types;
- Supporting business growth and retention;
- Strengthening business centers such as Riverview, Fiesta District, and Downtown;
- Revitalizing properties in Redevelopment Areas;
- Encouraging infill, adaptive reuse, and redevelopment;
- Expanding mobility options;
- Optimizing parking availability;
- Reducing traffic congestion and pollution; and
- Enhancing public spaces and placemaking.

The MesaCONNECTED TOD Plan outlines a strategic vision for TOD in West Mesa and envisions how West Mesa could evolve into more dynamic, and vibrant neighborhoods by strategically leveraging future transit investments. The principles, strategies, and recommendations are designed to be adaptable to various transit modes, ensuring flexibility as transit options are evaluated and implemented.



## WHAT IS TOD?



Mixed-use spaces that integrate residential, commercial, and employment uses.



Vibrant, pedestrian friendly environments where land uses and building design encourage safe, convenient walking.



Built around planned or existing transit and has multi-modal connectivity to surrounding areas.



Inviting public spaces that encourage social interaction.



Increased economic opportunity that supports local businesses and stabilizing property values.

## WHAT TOD IS NOT

- Not a plan for transit systems, their routes, infrastructure, construction, or funding commitments.
- Not a development approach that applies to just one type of transit.
- Not limited to high-density development; should incorporate a mix of density levels suited to the specific location.
- Not a standardized formula; must be adapted to reflect the unique context and distinctive character of each neighborhood.

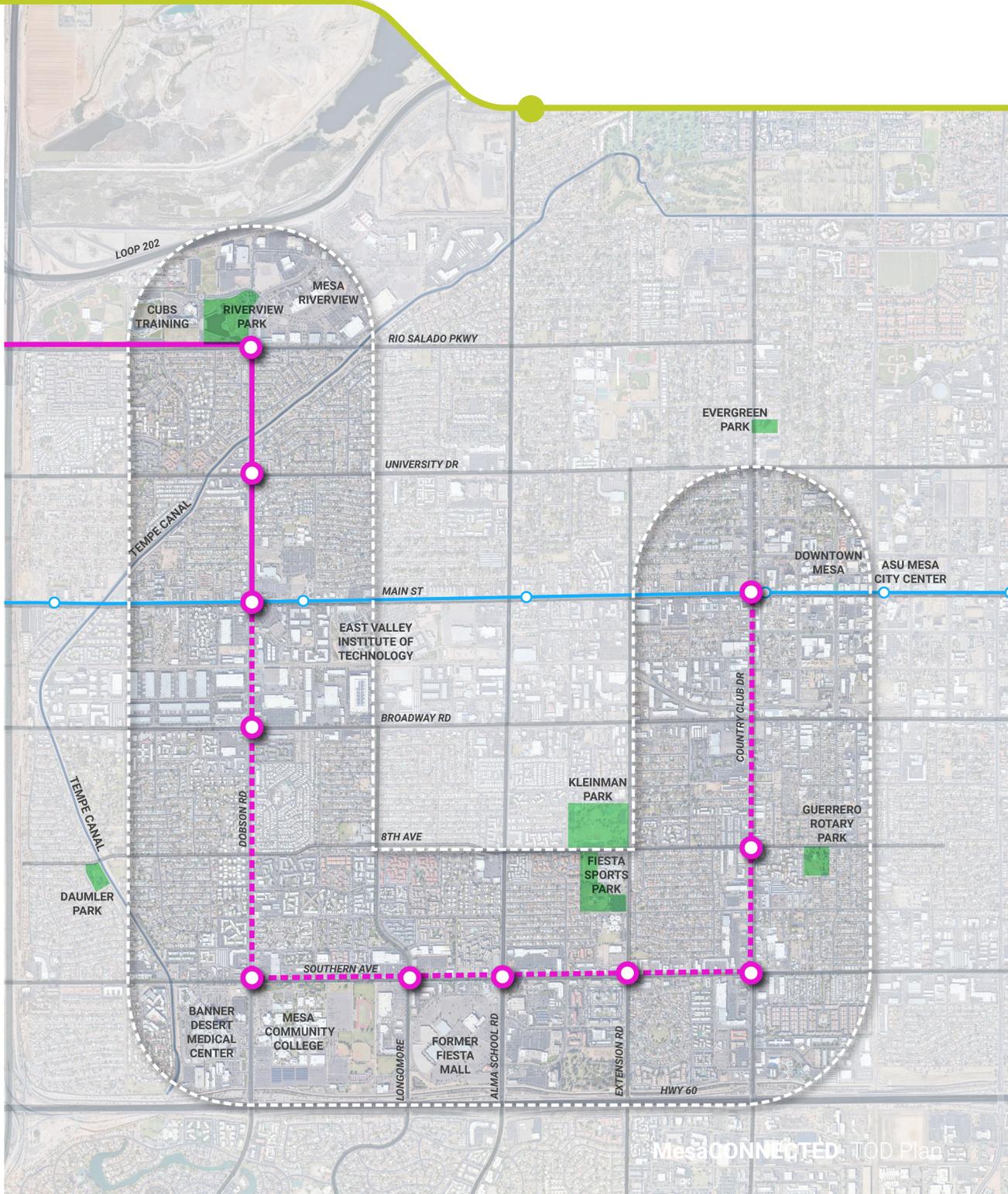
# MESACONNECTED CORRIDOR

The Corridor extends a half-mile on either side of Rio Salado Parkway, Dobson Road, Southern Avenue, and Country Club Drive, connecting with the Valley Metro Light Rail Line at Country Club Drive and Main Street.

It also encompasses key economic and community assets including Mesa Riverview, Sloan Park, the Asian District, Banner Desert Medical Center, Mesa Community College, the Fiesta District, and Downtown Mesa.

## Legend

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



# WHY THIS CORRIDOR?

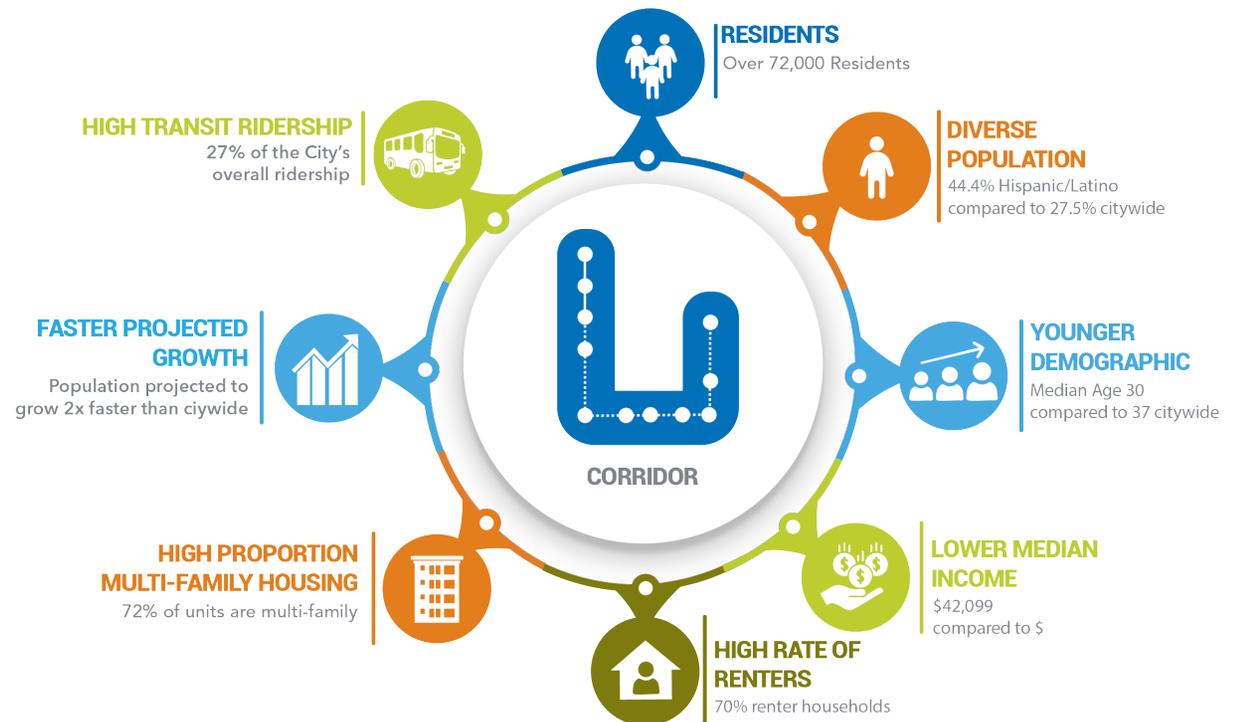
The MesaCONNECTED Corridor (Corridor) accounts for 27% of the city's total transit ridership, demonstrating strong existing demand for public transportation and expanded service.

The Corridor's 72,945 residents are younger (median age 30) and more diverse (44.4% Hispanic or Latino) than citywide averages, with higher density levels. The Corridor's population is projected to exceed 100,000 by 2040, growing at nearly double the city's overall rate.

Over 1,000 businesses and 25,000 jobs are located within the Corridor, yet few residents live and work there. This imbalance presents significant opportunity for mixed-use development that can bring housing closer to employment and reduce vehicle miles traveled.

Local travel patterns also support TOD. Residents demonstrate high walking rates, and average trip lengths of 1/2 to 1 mile align well with walking, biking, and transit connections.

Taken together, the Corridor's strong transit base, demographic diversity, employment anchors, and redevelopment opportunities position it as an ideal location for TOD planning.



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# PLANNING PROCESS

The MesaCONNECTED Plan was developed from September 2023 to October 2025 through three key phases: Explore, Envision, and Plan. Community engagement was integrated throughout the process, with public input shaping key concepts and stakeholders staying informed at each milestone.



## PHASE 1 EXPLORE



## PHASE 2 ENVISION



## PHASE 3 PLAN



**TASK 1:**  
COMMUNITY  
PROFILE & EXISTING  
CONDITIONS



**TASK 2:**  
PUBLIC  
ENGAGEMENT



**TASK 3:**  
CORRIDOR VISION



**TASK 4:**  
TOD POLICY  
PLANS



**TASK 5:**  
FINANCING PLAN  
& STRATEGIES



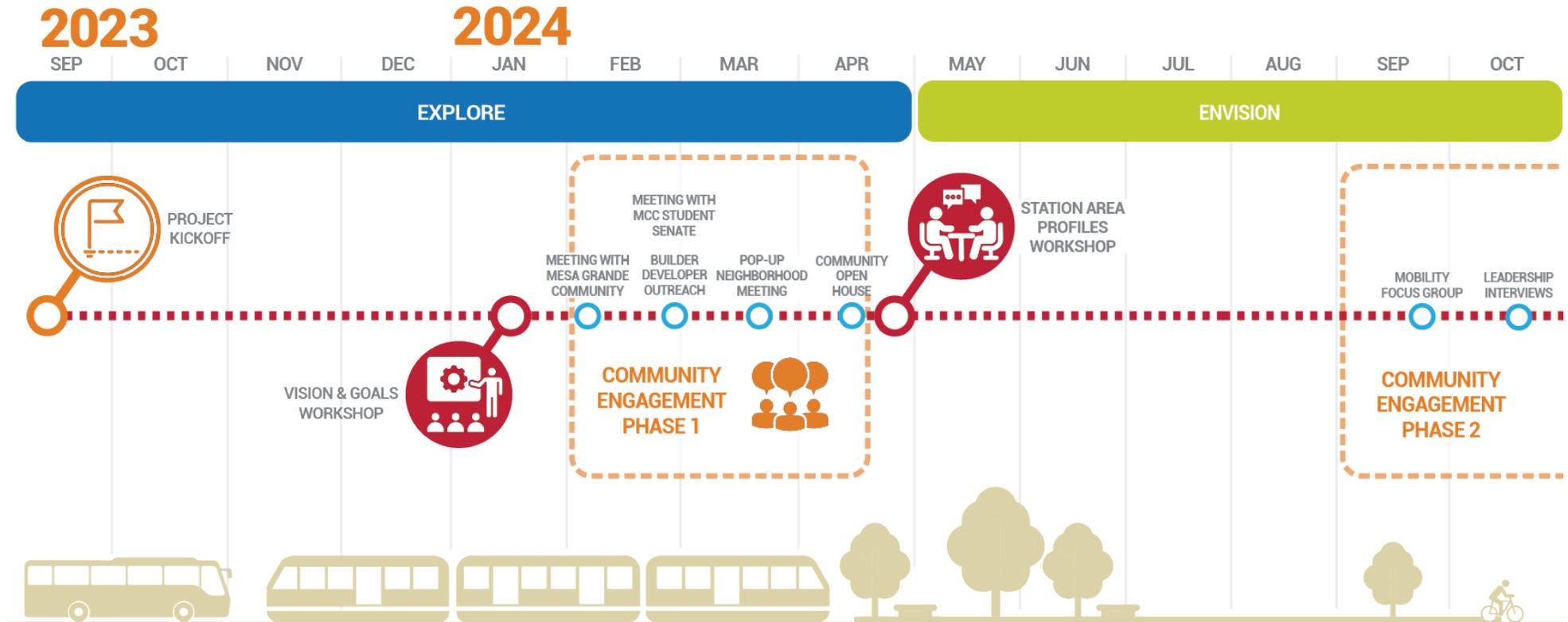
**TASK 6:**  
FINAL PLAN

The “Explore” phase entailed a data-driven analysis of existing conditions within the Corridor to identify community assets, development opportunities, and potential constraints. These findings provide the essential groundwork that helps inform the corridor’s vision and subsequent strategies.

The “Envision” phase built upon the findings from the Explore phase, incorporating public feedback and stakeholder insights to develop a shared vision for the Corridor. This phase explored potential development scenarios, transit-supportive land use strategies, and urban design concepts to guide future growth.

The “Plan” phase synthesized community input, existing conditions analyses, and national best practices to develop policy recommendations and physical interventions to provide a clear roadmap for implementation.

# PROJECT SCHEDULE



# 2025

NOV    DEC    JAN    FEB    MAR    APR    MAY    JUN    JUL    AUG    SEP    OCT    NOV    DEC

## PLAN

VIRTUAL  
OPEN  
HOUSE  
DEC 1-31

PUBLIC  
OPEN  
HOUSE

BUILDER  
DEVELOPER  
FOCUS GROUP

DRAFT PLAN

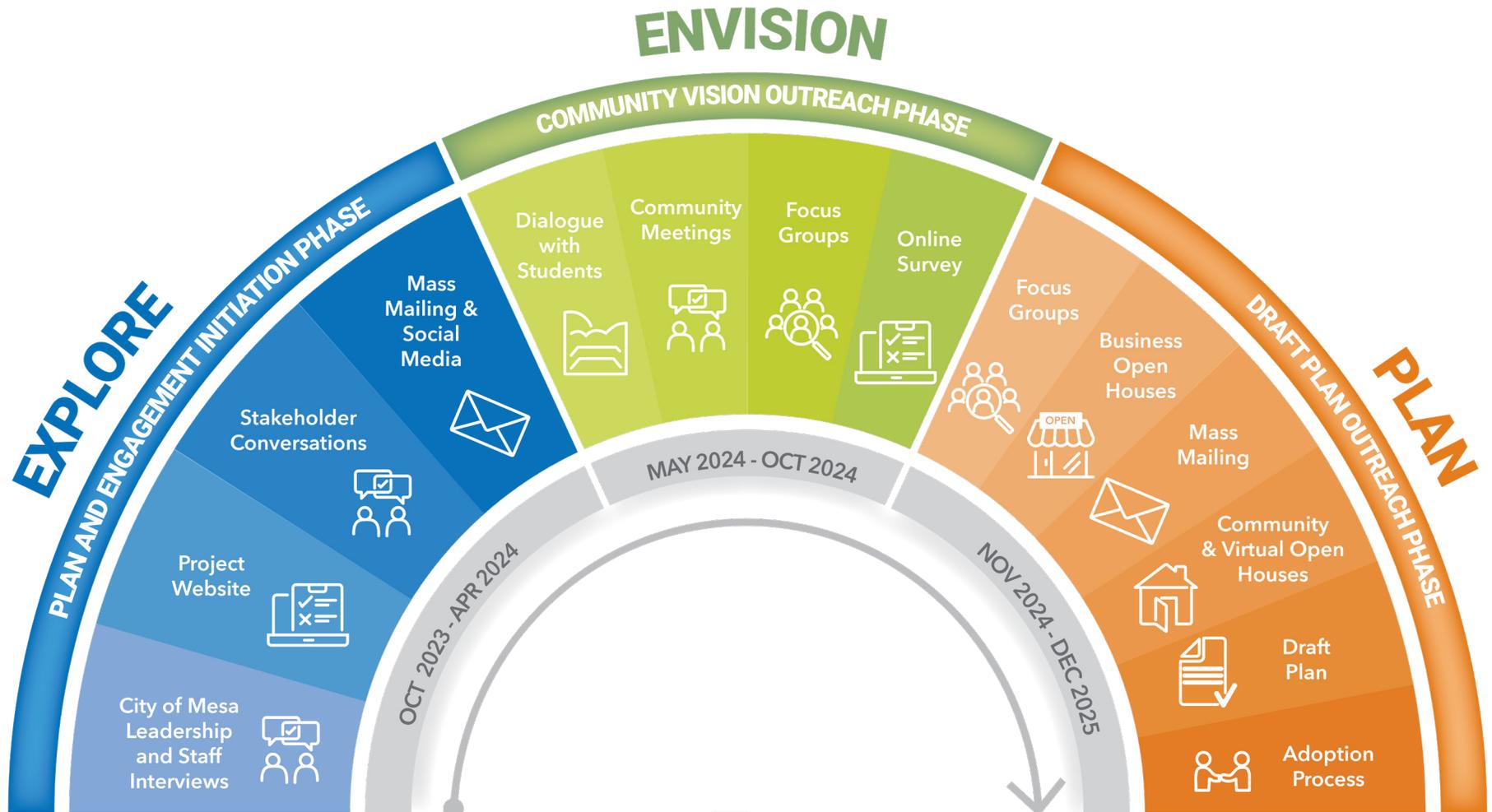


ADOPTION  
PROCESS



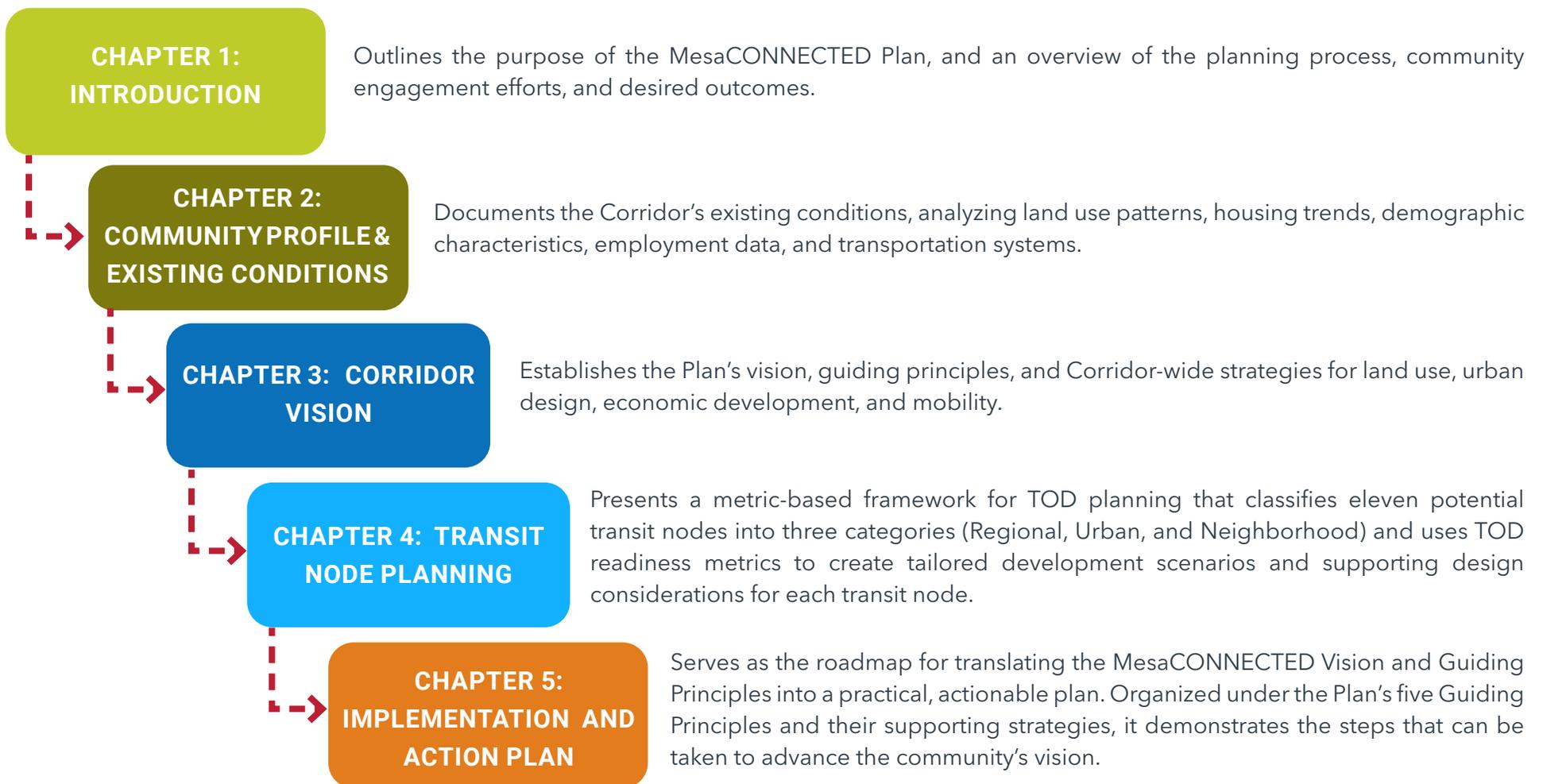
# COMMUNITY ENGAGEMENT

Community engagement took place from October 2023 through January 2025 to build a shared vision for the Corridor. This comprehensive outreach process included 15 stakeholder conversations with city staff, community leaders, and property owners; seven targeted focus groups; two events at Mesa Community College; and multiple business and public open houses. These in-person and virtual events drew nearly 175 participants, while the project team distributed more than 57,000 mailers and collected 258 online survey responses.



# PLAN ORGANIZATION

The MesaCONNECTED Plan is organized into four chapters, each addressing key components of the planning process. These chapters provide a comprehensive framework to guide policy, shape a more transit-supportive future along the corridor, and provide actionable steps for achieving the goals of MesaCONNECTED Plan and other City initiatives. The Plan is organized as follows:





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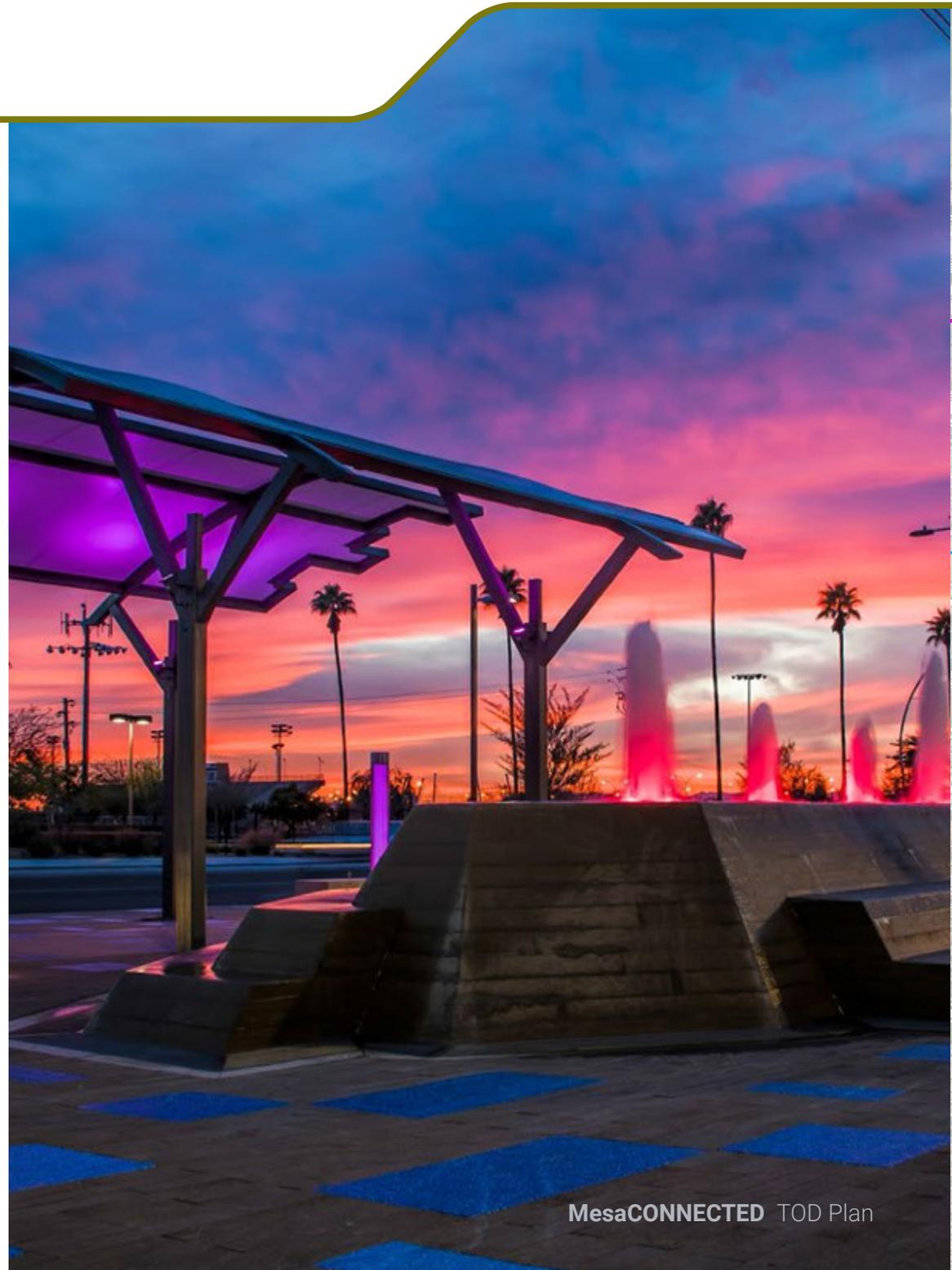
**COMMUNITY PROFILE &  
EXISTING CONDITIONS**

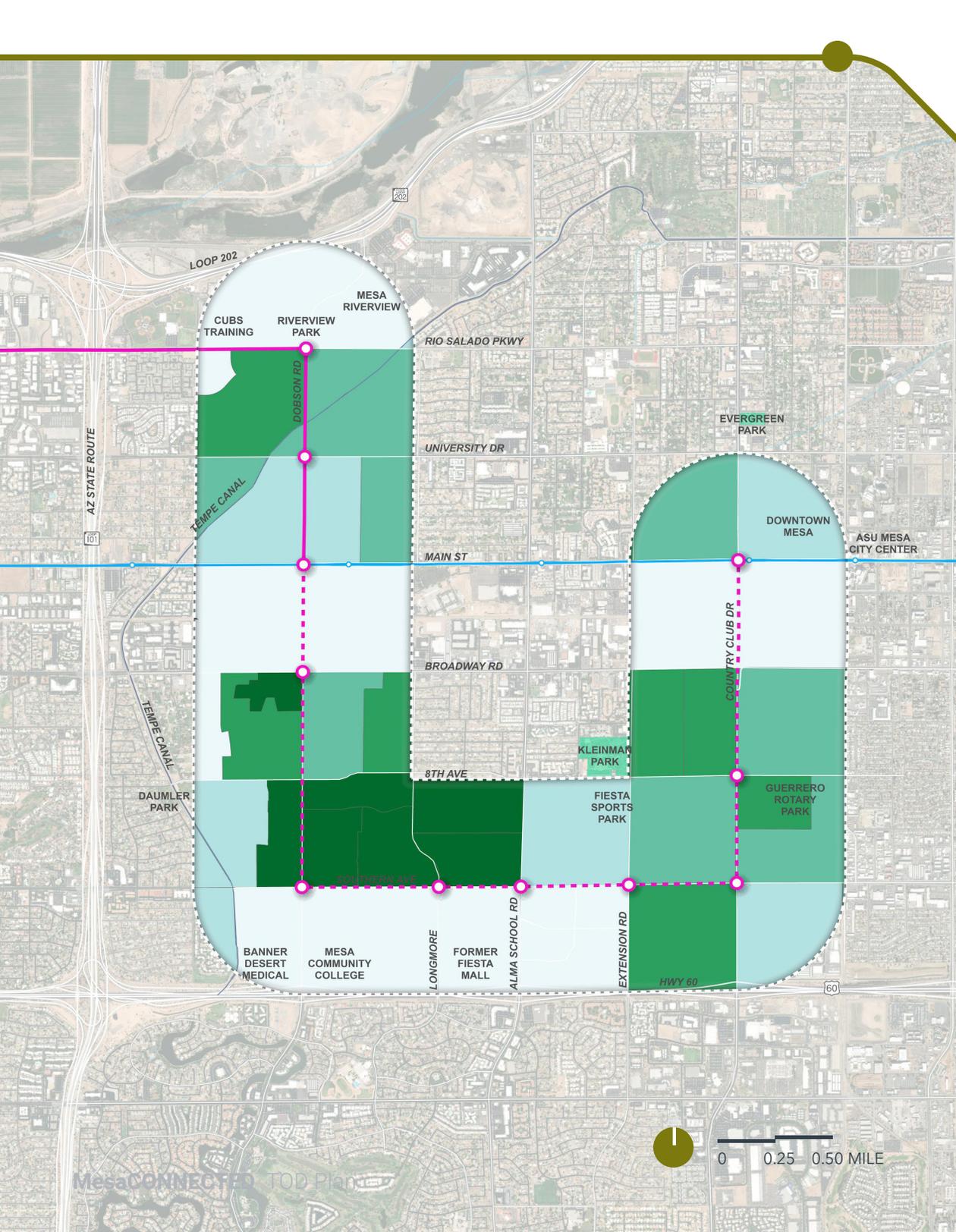
## INTRODUCTION

Understanding the Corridor's current character and conditions forms the foundation for planning its future. This analysis examines demographic characteristics, employment data, existing transportation networks, and housing trends along the Corridor. These baseline findings will identify where TOD can be most successful, reveal the assets and constraints that must be addressed, and shape targeted transit node recommendations.

The Corridor offers several assets for TOD including its young and diverse demographic, major employment base, and redevelopment potential from large, underutilized parcels and surface parking areas. However, it also faces constraints from car dependency, inconsistent pedestrian infrastructure, a live-work disconnect, and aging housing stock that collectively limit TOD potential.

These conditions present both significant opportunities and challenges. While regulatory barriers and infrastructure gaps must be addressed, the Corridor's existing destinations, redevelopment potential, major employers, and strong job inflow create a solid foundation for TOD. Strategic investment can leverage existing public infrastructure, attract private development, increase neighborhood connectivity, and transform the Corridor.





# RESIDENTS

## POPULATION

The Corridor is home to approximately 72,945 residents, about 13% of Mesa’s total population, and is projected to grow to 101,100 by 2040. Population density varies significantly across the Corridor, ranging from six (6) residents per acre near Downtown to 16 residents per acre around Southern Avenue and Country Club Drive, revealing opportunities for strategic densification.

### Legend

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

### EXISTING POPULATION DENSITY, RESIDENTS PER ACRE (2021)

-  0-5
-  6-10
-  11-15
-  16-25
-  26-30

## POPULATION AGE

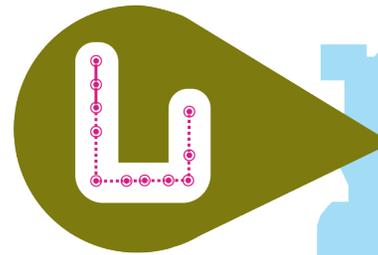
The Corridor's residents are notably younger than the city overall, with a median age of 30 compared to 37. The largest cohort consists of young adults aged 20-35, with this group representing approximately 6.0% of males and just over 7.0% of females within the Corridor. This demographic profile is likely influenced by the presence of key educational institutions and aligns well with TOD goals as younger residents are typically more receptive to transit use, higher-density housing, and walkable urban environments.

## EDUCATION ATTAINMENT

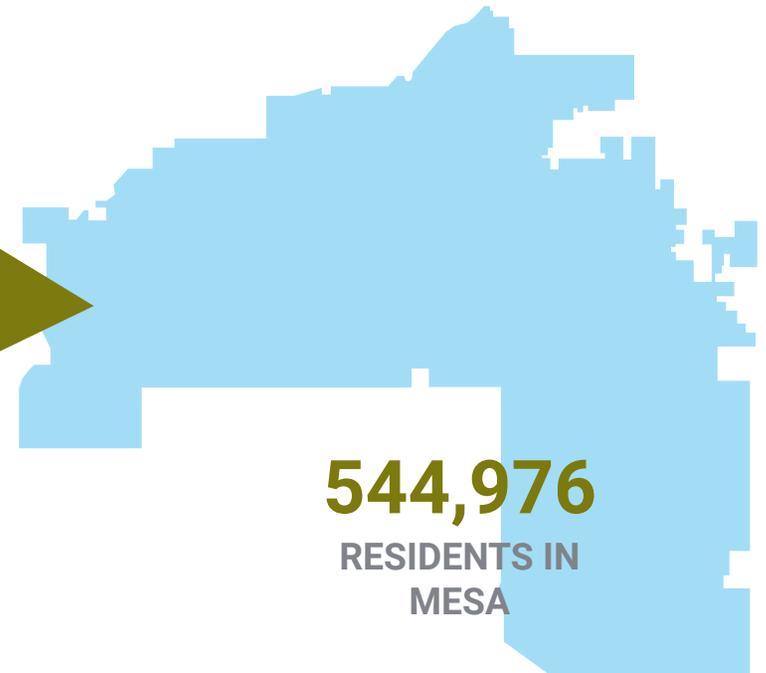
Among Corridor residents 25 years and older, 29.9% hold a bachelor's degree or higher, which is below the citywide rate of 38.0%. However, the Corridor has a larger share that have attended college without completing a degree, indicating that many residents may be current students or have some post-secondary education experience.

## RESIDENTS PER HOUSEHOLD

Single-person households make up nearly 40.0% of the Corridor, while 7.3% of households are seniors (over 65) living alone. This housing composition may favor TOD, as smaller households typically require less parking and may prefer smaller dwelling units over large, single family homes.



**CORRIDOR**  
**72,945**  
**RESIDENTS**



**544,976**  
**RESIDENTS IN**  
**MESA**

**CORRIDOR**  
**28.3%**



**SOME COLLEGE**  
**NO DEGREE**

**MESA**  
**27.5%**

**CORRIDOR**  
**29.9%**



**BACHELORS**  
**OR HIGHER**

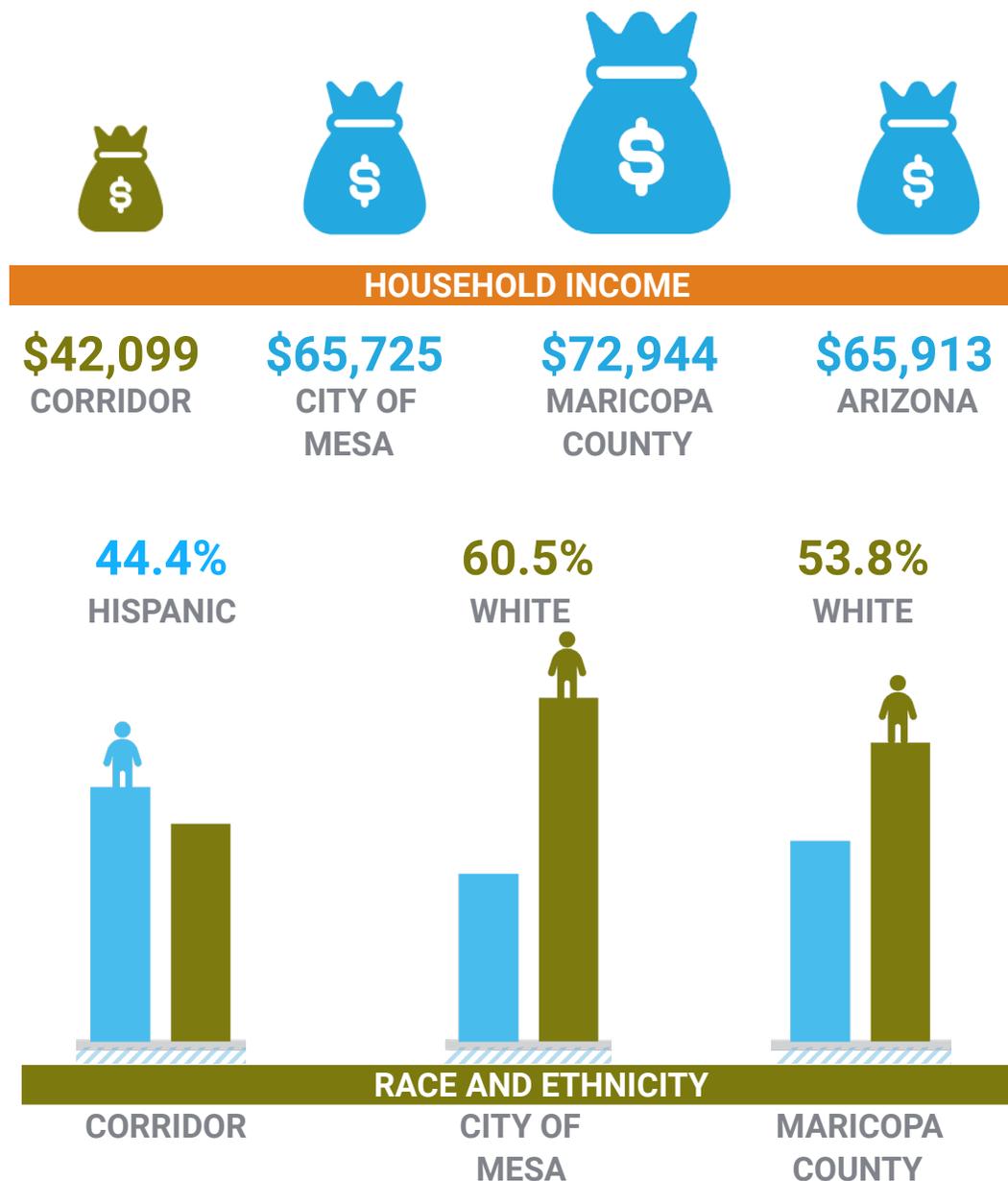
**MESA**  
**38.0%**

## HOUSEHOLD INCOME

The Corridor’s average household income is \$42,099, which falls below the median incomes for Mesa, Maricopa County, and Arizona overall. This lower income profile is consistent with the Corridor’s relatively younger population and highlights the importance of providing a range of affordable housing choices and accessible transportation options. Expanding transit service, creating walkable neighborhoods, and encouraging mixed-use development could help reduce household transportation costs while improving access to jobs, education, and services.

## RACE AND ETHNICITY

The Corridor is racially and ethnically diverse. Hispanic or Latino residents represent 44.4% of the population, higher than both Mesa and Maricopa County, where white residents comprise the majority. This demographic diversity contributes to the Corridor’s cultural vibrancy and community identity. It also highlights the need for inclusive planning practices, culturally responsive community engagement, and equitable investment strategies to ensure all residents benefit from future growth and development.



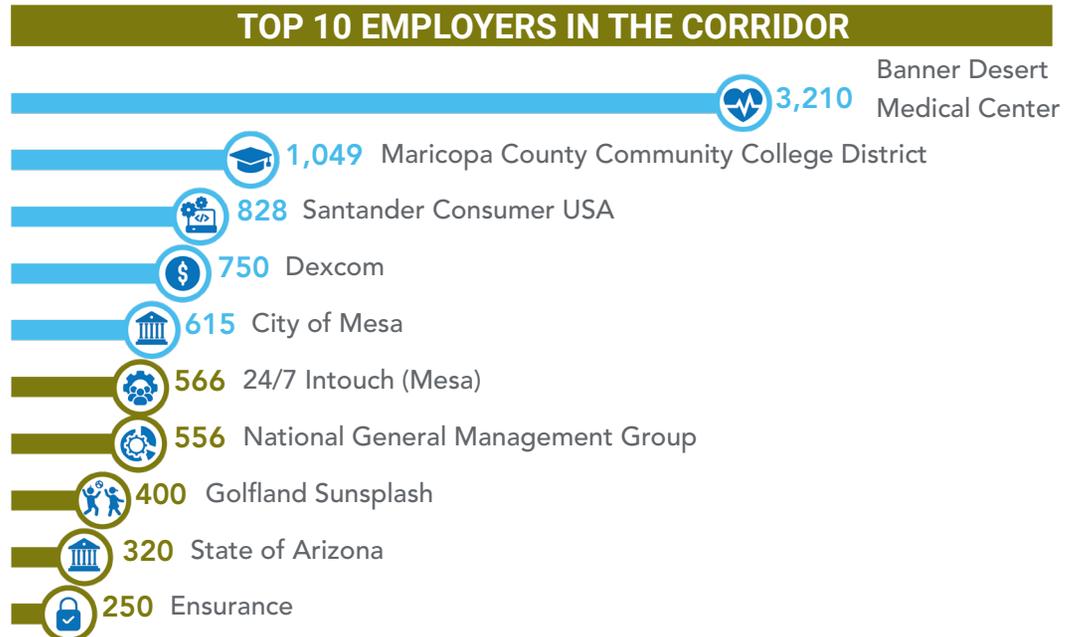
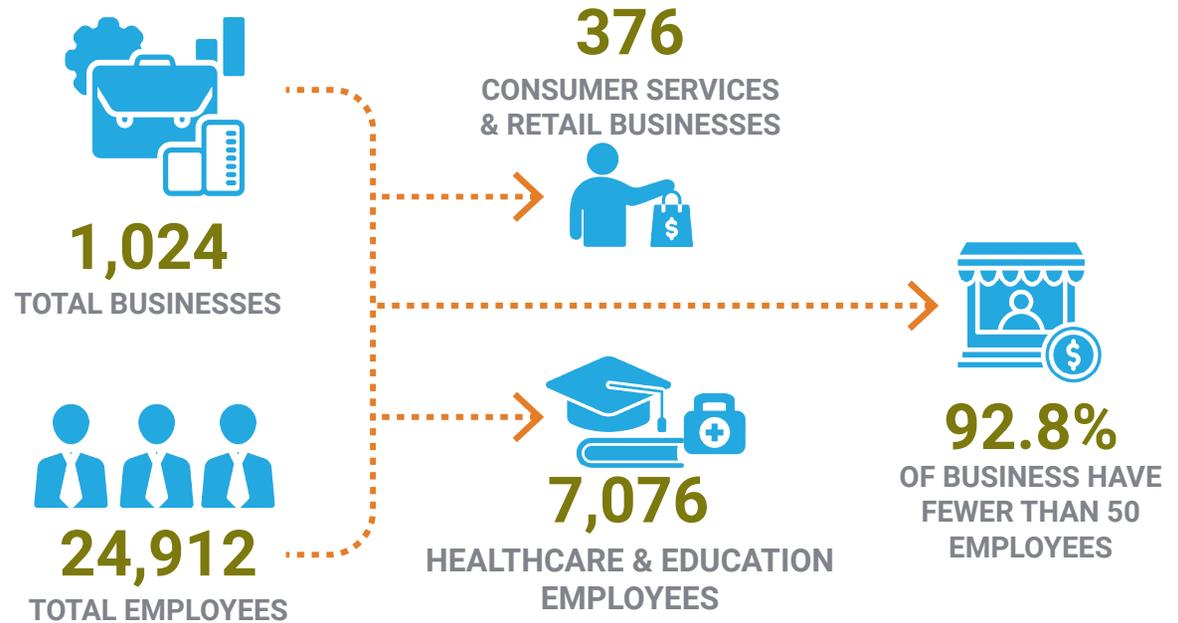
# ECONOMY

## EMPLOYMENT

The Corridor currently supports 1,024 businesses employing 24,912 people, maintaining a diverse economic base. Consumer services, healthcare, and retail businesses represent 51% of all businesses and provide jobs for roughly 11,000 workers, creating the everyday destinations that make walkable neighborhoods successful. Despite 92.8% of businesses employing fewer than 50 people, their concentration generates walkable employment hubs ideal for TOD.

## MAJOR EMPLOYERS

The Corridor's economy is driven by healthcare, education, financial services, and technology sectors, with Banner Desert Medical Center and Maricopa County Community College District serving as major employers. Employment concentrations develop through both small business clusters and large institutional activity centers, creating a diverse economic foundation that generates jobs across multiple skill levels and wage ranges. This diverse employment base positions the Corridor as a regional job destination while generating the consistent activity necessary for successful mixed-use development.

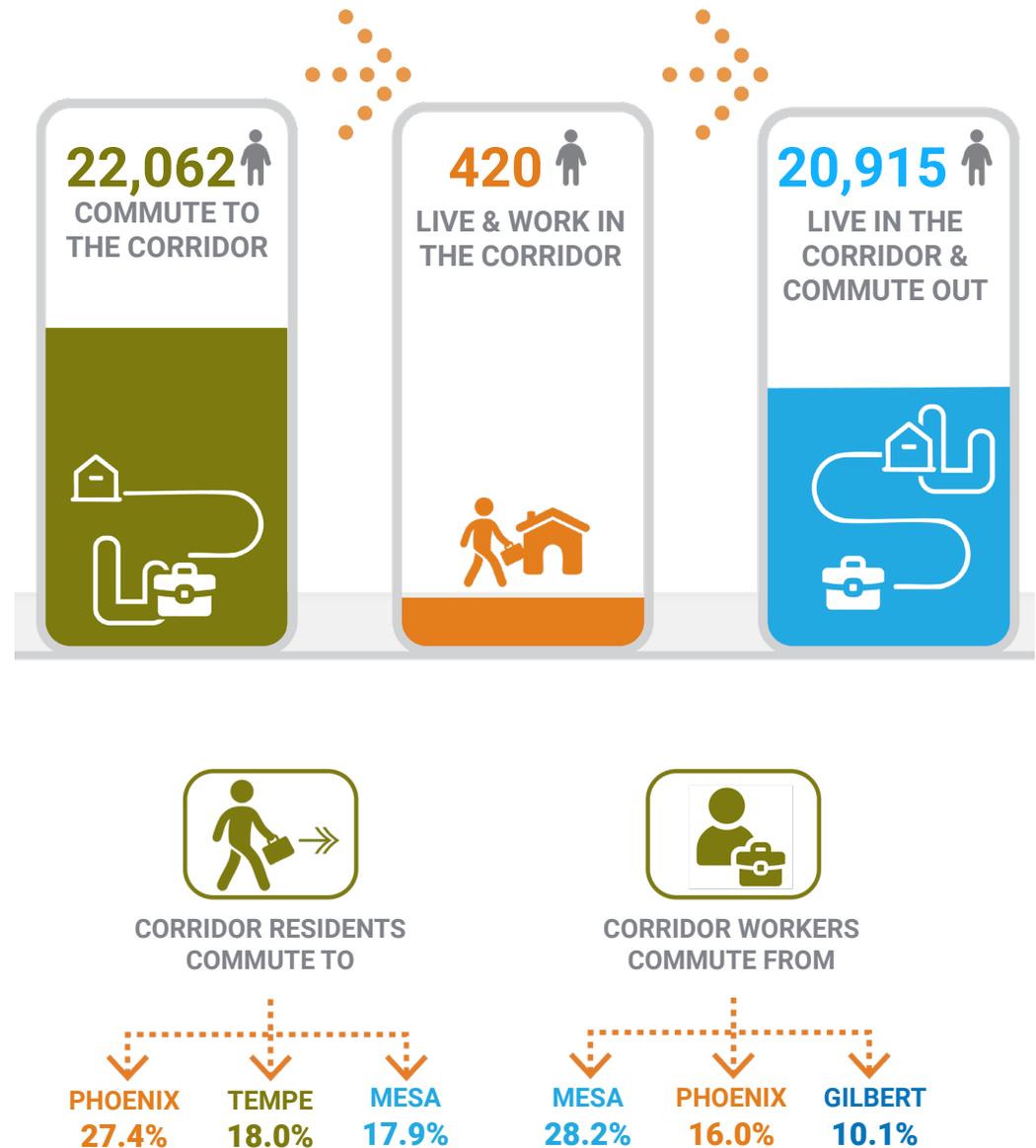


## WORKER INFLOW/OUTFLOW

Despite substantial job growth over the past decade, commuting patterns reveal a significant live-work imbalance within the Corridor. While 22,062 workers commute into the area daily and 20,915 residents commute out, only 420 people both live and work locally. This pattern reflects separated land uses where residential and employment areas remain physically disconnected, creating opportunity for mixed-use development to better integrate jobs and housing.

Most workers employed in the Corridor commute from elsewhere. The largest shares travel from other Mesa neighborhoods (28.2%), followed by Phoenix (16.0%) and Gilbert (10.1%). Similarly, most Corridor residents work outside the area, with the majority commuting to Phoenix (27.4%), Tempe (18.0%), and other Mesa locations (17.9%).

This pattern of heavy bidirectional commuting demonstrates clear TOD potential. By providing local housing options for inbound workers and employment opportunities for current residents, transit-oriented development could reduce vehicle miles traveled and create more sustainable commuting patterns that benefit both the local economy and quality of life.



# MOBILITY

## PEDESTRIAN MOBILITY

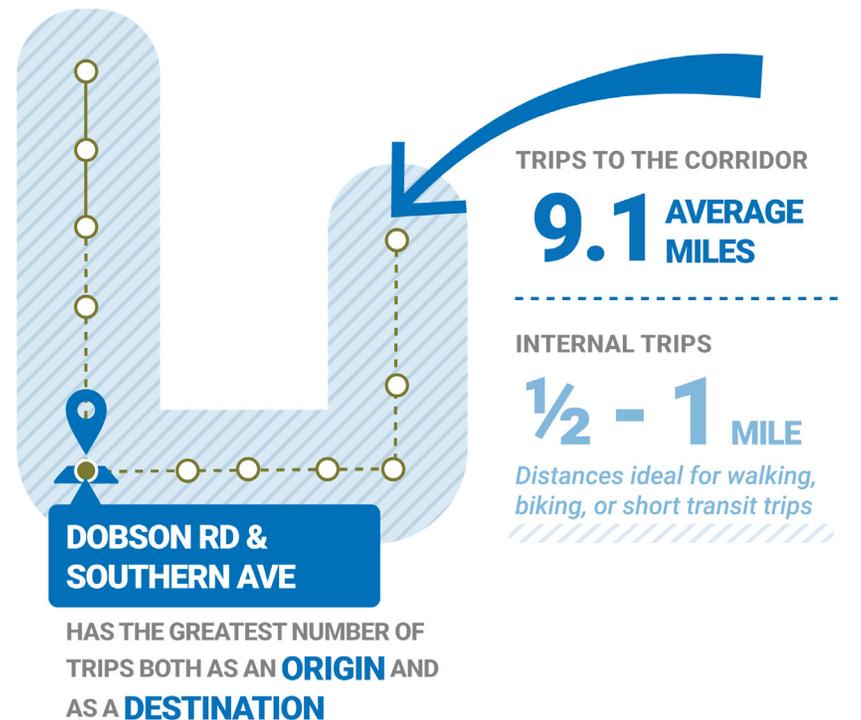
Sidewalks along the Corridor average 5.6 feet wide, with most segments obstructed by utility poles and signal equipment. In most locations, sidewalks are placed directly at the back of curb, immediately adjacent to travel lanes, and lack shade, street trees, and furnishings. Frequent driveway curb cuts further disrupt pedestrian continuity and comfort. The shared-use path on Southern Avenue between Dobson Road and Alma School Road provides a model for improvement. This detached facility includes shade, seating, and public art, creating a more inviting and walkable environment that could be replicated corridor-wide.

## TRIP ORIGIN/DESTINATION

The greatest number of trips originate from the Southern Avenue and Dobson Road area, where Mesa Community College, Banner Desert Medical Center, and Asiana Market are located. Additional hotspots lie just north of Main Street at Country Club Drive within downtown Mesa.

Destinations generally mirror these origins, except around Country Club and Main Street, where the predominantly residential setting produces fewer trip endpoints.

Most trips to the Corridor average 9.1 miles, but many internal trips are between 1/2 to 1 mile. These shorter distances align well with walking, biking, and transit travel modes. This pattern indicates that residents and workers are already making trips at scales that improved pedestrian infrastructure and transit connections could effectively serve.

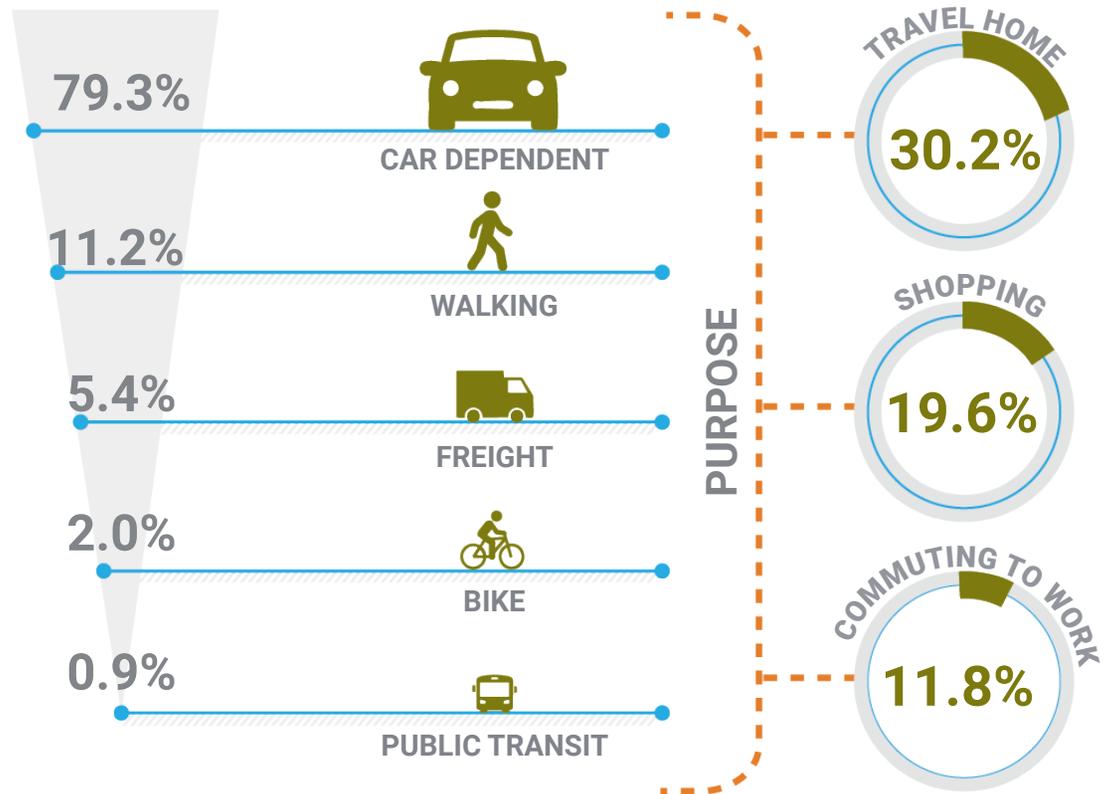


## MODE SHARE

Travel within the Corridor is predominantly auto-oriented, with personal vehicles accounting for the majority of trips. Walking is the second most common mode, while freight, biking, and public transit account for much smaller shares. The primary trip purposes include returning home, shopping, and commuting to work.

The contrast between low transit usage and relatively high walking rates indicates potential demand for improved transit service. The prevalence of routine, repeatable trips creates favorable conditions for transit ridership with appropriate service levels and infrastructure.

Increasing residential and employment density near transit stations, combined with enhanced bicycle and pedestrian infrastructure, can expand transportation choices beyond the automobile. These improvements would strengthen pedestrian and bicycle networks while improving connections to transit. Over time, these investments could encourage a shift toward more sustainable travel modes, reduce traffic congestion, and establish a more balanced, multimodal transportation system within the Corridor.

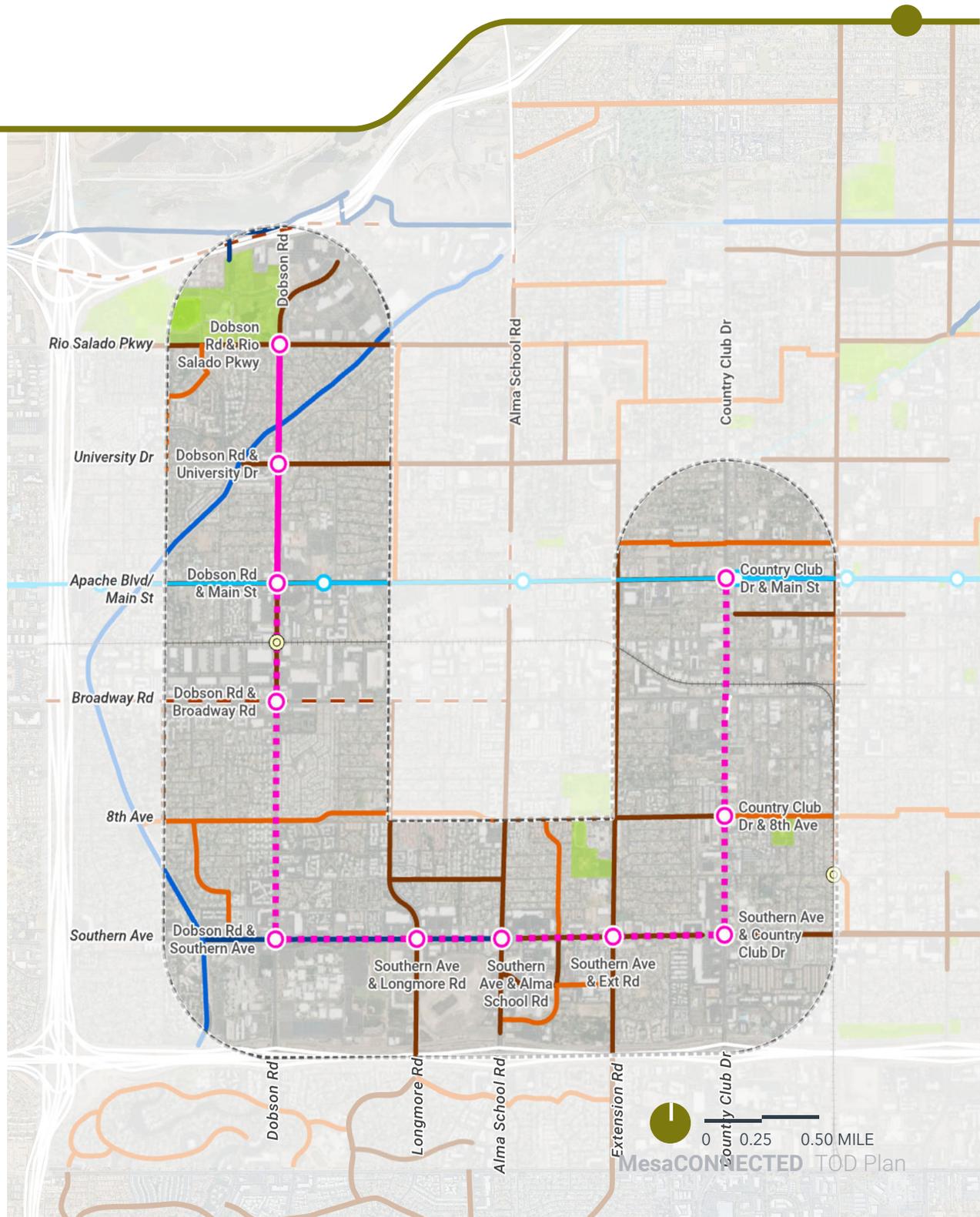


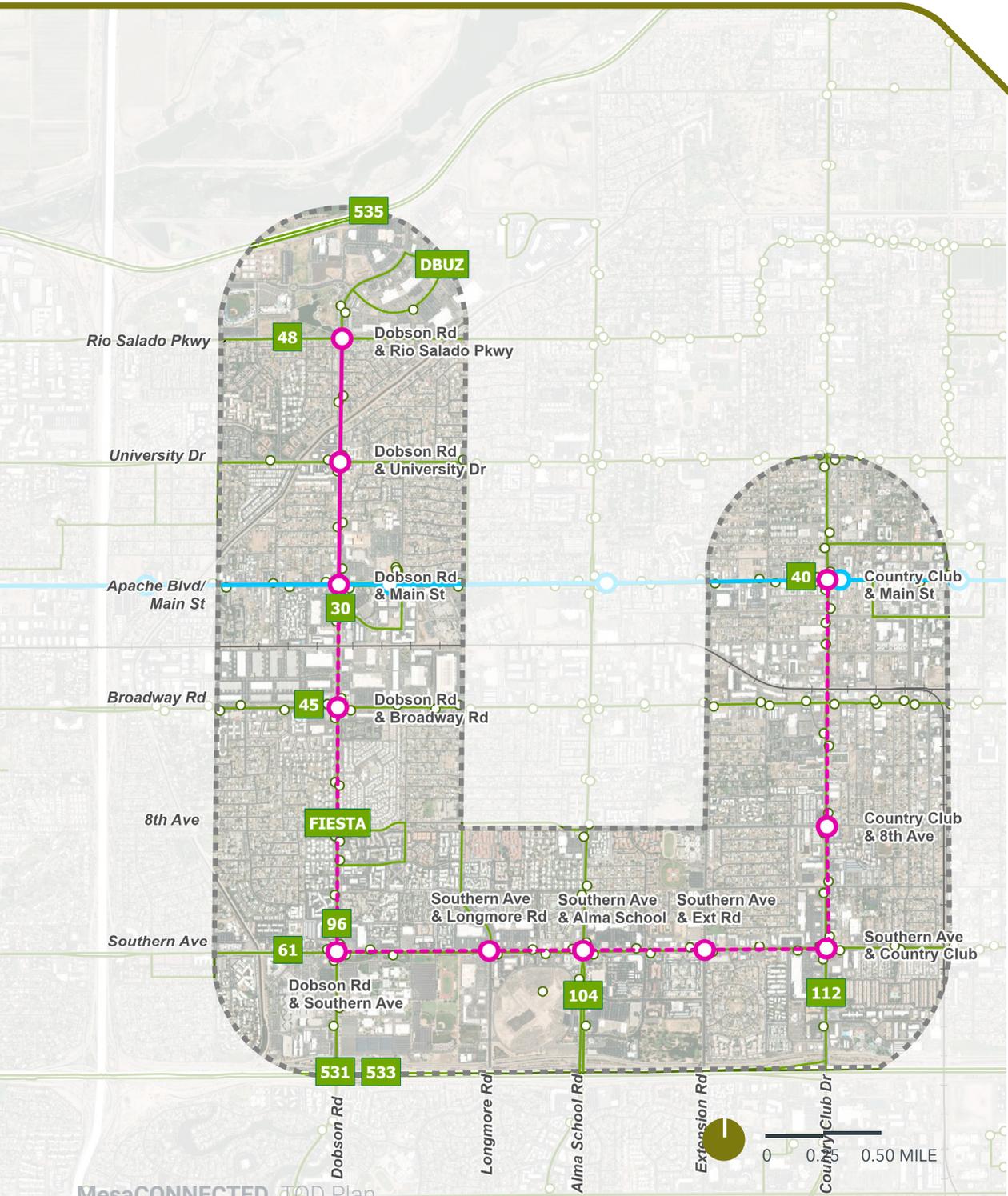
## BICYCLE MOBILITY

The Corridor contains approximately 51 miles of conventional bike lanes, 29 miles of bike routes or shared-use lanes, 14 miles of shared-use paths, and 1.5 miles of separated bike lanes. Most facilities consist of standard striped lanes without physical separation from vehicular traffic. Posted speeds of 35 to 45 mph on many arterial and collector streets create unfavorable conditions for cyclists. Separated bike lanes are currently limited to a short segment on 1st Avenue in Downtown. Expanding protected bicycle infrastructure throughout the Corridor would significantly improve cycling safety and comfort, encouraging greater use of this transportation mode.

### Legend

-  Corridor
  -  Existing Light Rail Route and Stations
  -  Planned Transit Route
  -  Proposed Transit Route
  -  Proposed Transit Node
- BICYCLE FACILITY TYPE**
-  Bike Lane
  -  Bike Route
  -  Shared-use Path
  -  Shared-use Lane





## TRANSIT MOBILITY

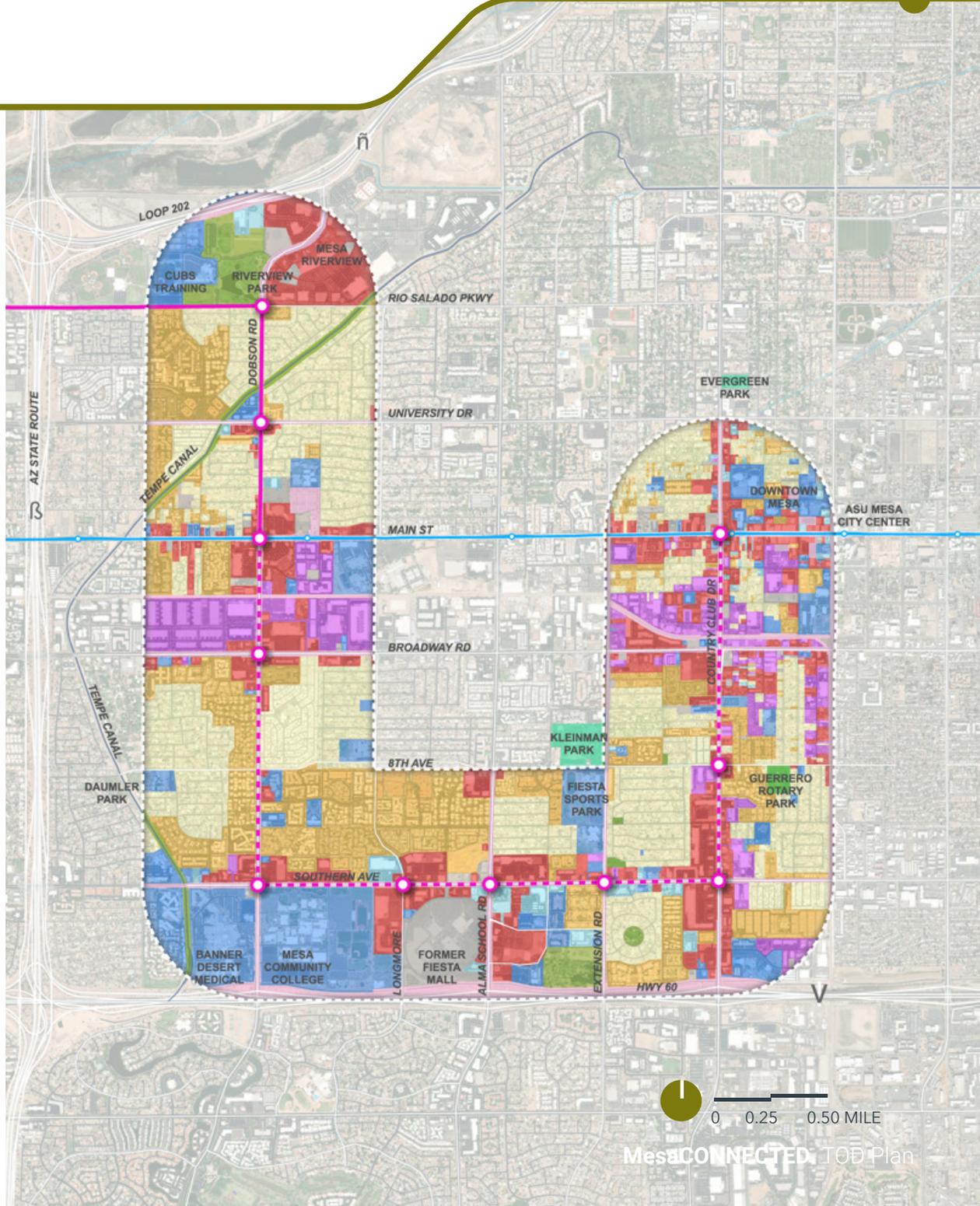
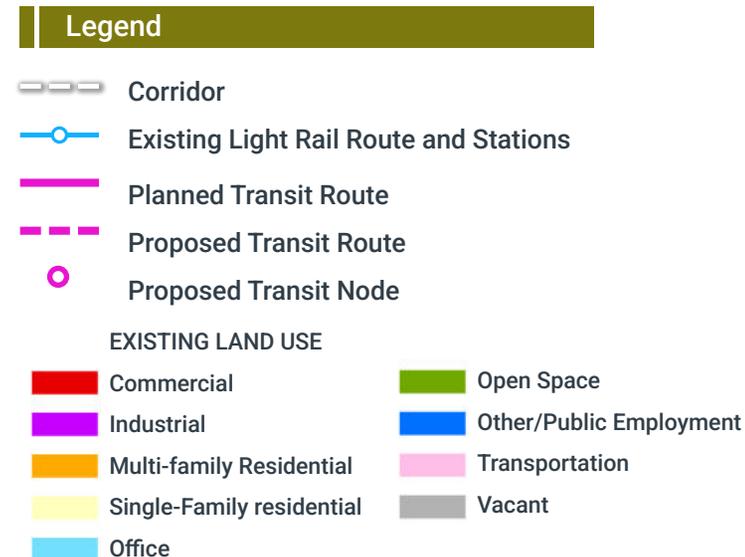
Public transit service is managed by Mesa’s Transit Services Department and operated by Valley Metro. The system includes local buses, express buses, the BUZZ circulator, and light rail. In Fiscal Year 2024, 27% of Mesa’s total transit ridership occurred within the Corridor, demonstrating its role as a primary transit activity area. Express bus routes and light rail provide connections to major employment and activity centers, while local bus routes with frequent stops increase neighborhood connectivity. The BUZZ circulator serves as a complementary service, linking various districts and providing last-mile connectivity within neighborhoods.

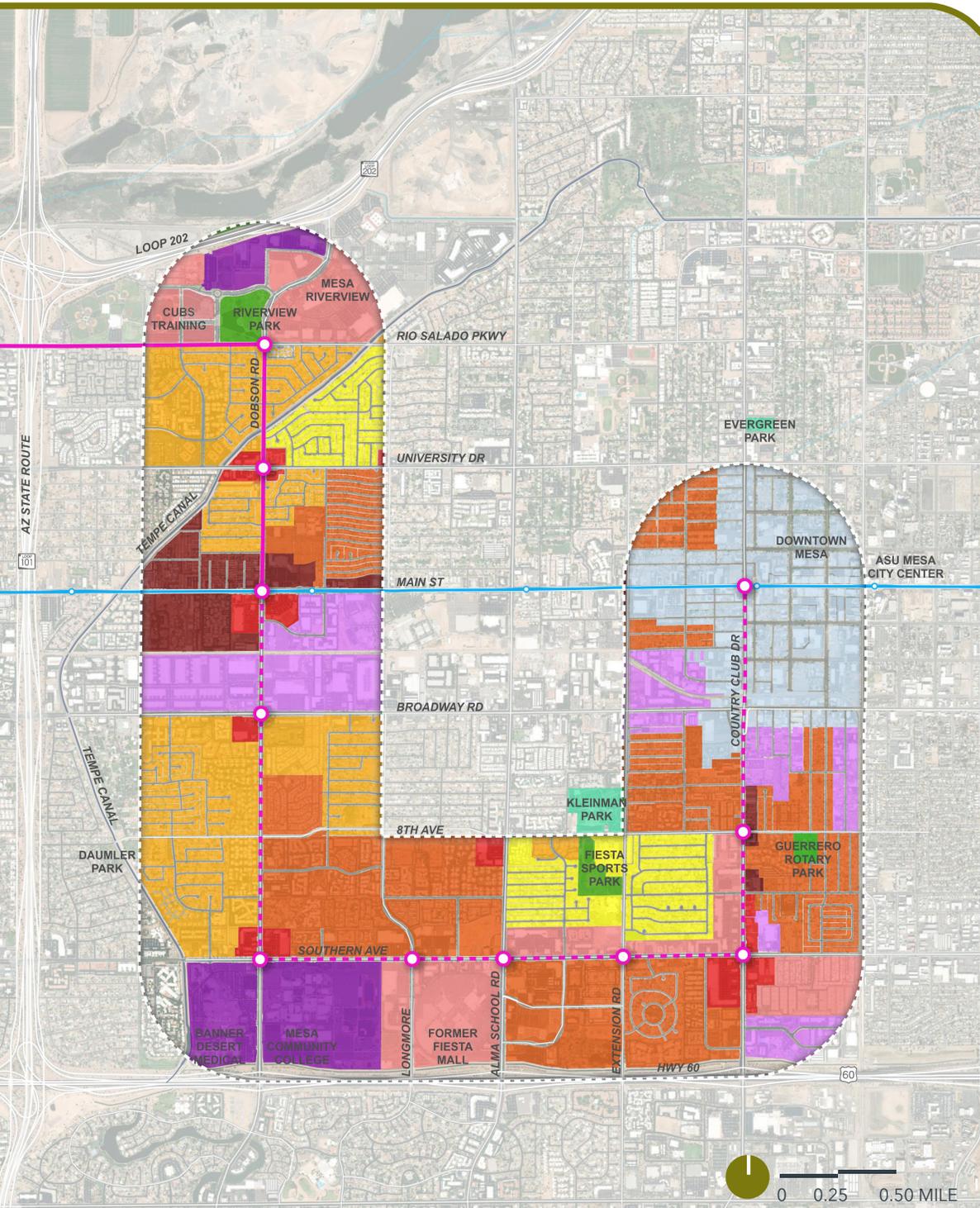
### Legend

- Corridor
  - Existing Light Rail Route and Stations
  - Planned Transit Route
  - Proposed Transit Route
  - Proposed Transit Node
- BUS ROUTE SERVICE**
- Express Bus
  - BUZZ Circulator
  - Local Bus
  - Local Bus (Local)

## EXISTING LAND USE

The Corridor's land use is predominantly residential, with multi-family residential accounting for approximately 20% and single-family residential representing over 26%. Commercial uses occupy approximately 15%, while public employment and institutional uses represent nearly 14%, creating employment anchors and daily destinations that generate transit demand. However, commercial uses remain fragmented into small patches rather than consolidated districts, limiting walkability and mixed-use character. Vacant properties comprise over 3% of the Corridor and, combined with aging commercial properties and surface parking areas, represent significant redevelopment potential for TOD.





## FUTURE PLACETYPES

The Corridor incorporates several distinct placetypes to guide future development. Country Club Drive and Main Street features the Downtown Placetype that supports medium to high-density residential in vertical mixed-use buildings, while Mesa Riverview Shopping Center features the Urban Center Placetype that supports high-intensity mixed-use development with regional draws. Nodes along Dobson Road feature Urban Residential, Mixed Residential, and Urban Center Placetypes that accommodate moderate-density, walkable mixed-use environments. Urban Residential areas can support densities up to 43 dwelling units per acre with diverse housing types and integrated commercial uses, while Mixed Residential areas accommodate lower to medium-density housing up to 30 dwelling units per acre.

### Legend

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

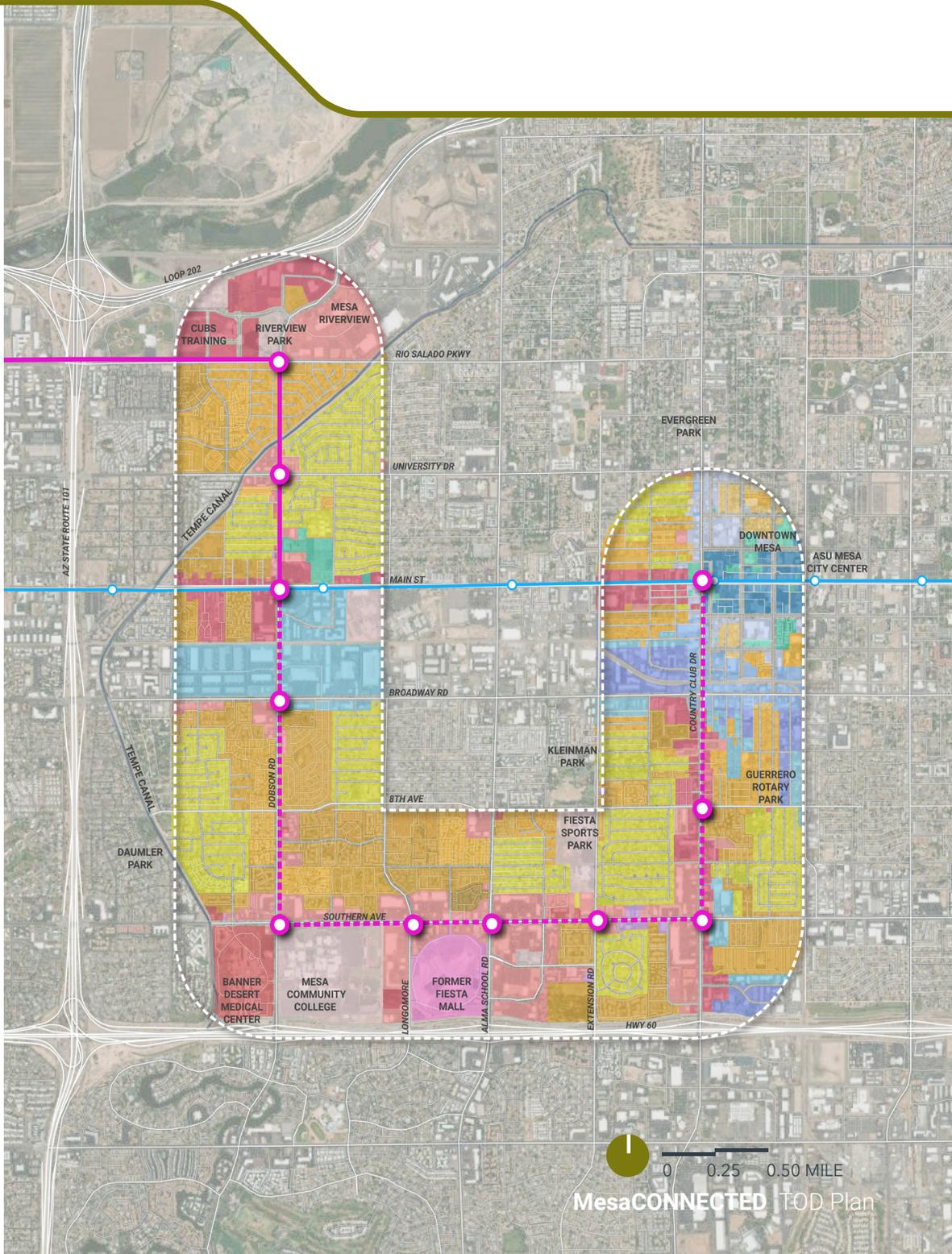
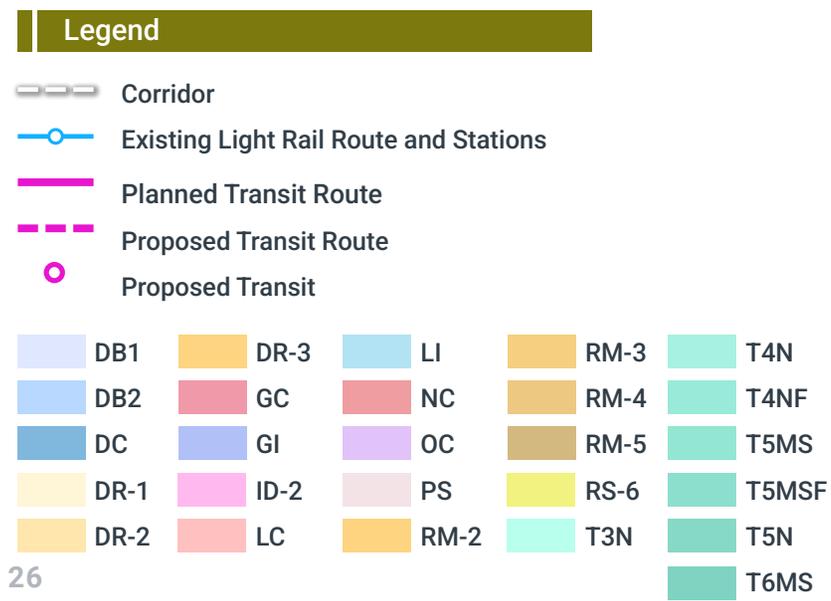
### FUTURE PLACETYPES

- |                         |                            |
|-------------------------|----------------------------|
| Downtown                | Regional Center            |
| Local Employment Center | Regional Employment Center |
| Mixed Residential       | Traditional Residential    |
| Neighborhood Center     | Urban Center               |
| Parks Open Space        | Urban Residential          |



# EXISTING ZONING

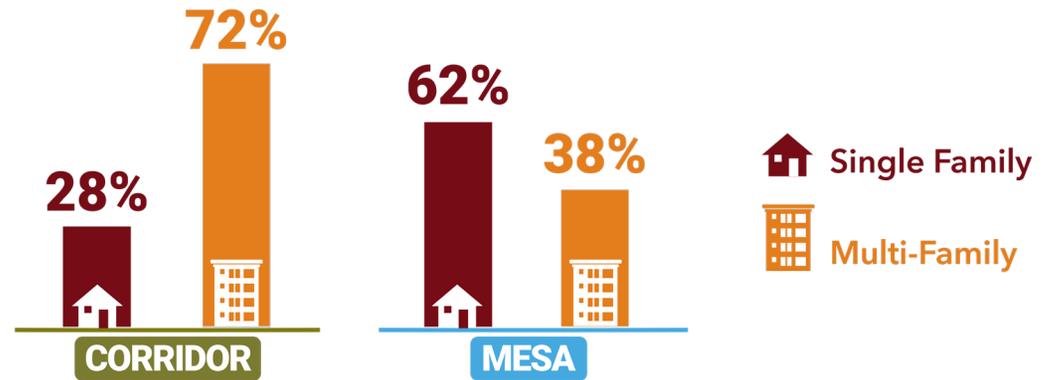
Single Residence zoning districts account for approximately 16% of the Corridor, while Multiple Residence zones comprise nearly 30%. Commercial zones represent nearly 24% but remain largely separated from residential uses, limiting opportunities for integrated mixed-use development. Industrial zones and public and semi-public zones also occupy significant portions of the Corridor, with public and semi-public zones accommodating institutional uses such as Mesa Community College and Fiesta Sports Park that serve as important daily destinations and generate transit demand. Aligning zoning designations with General Plan placetypes represents a key opportunity for enabling the mixed-use, higher-density development necessary for successful TOD



# HOUSING

## HOUSING INVENTORY

Approximately 18,979 housing units exist within the Corridor, comprising 9.8% of Mesa’s total housing stock. The Corridor exhibits a much higher concentration of multi-family housing (72.0%) than the city overall (38.0%), reflecting increased density and varied housing preferences. These multi-family units represent about 19.0% of the city’s total, having grown at a compound annual rate of approximately 1.0%, consistent with citywide patterns. Maricopa Association of Governments (MAG) socioeconomic projections forecast significant growth with corridor housing expected to more than double to roughly 45,000 units by 2040.



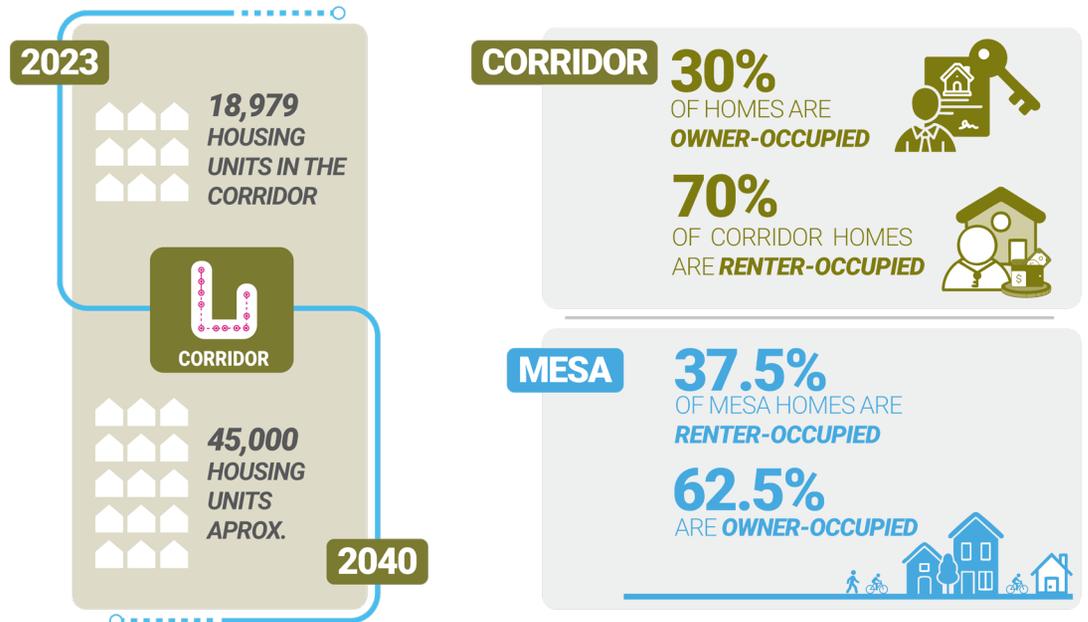
## HOME OWNERSHIP

Roughly 70.0% of Corridor homes are renter-occupied, significantly higher than Mesa’s overall renter rate of 37.5%.

## HOUSING COSTS

In 2023, average monthly rent for multi-family units in the Corridor reached \$1,300. Despite following broader citywide rent increases, these units have maintained rates 8.0-9.0% higher per square foot than the city average since 2020, resulting in residents paying comparable or higher monthly costs for reduced living space. Single family homes present a different pattern, with prices averaging roughly 9.0% below the citywide figure.

MesaCONNECTED TOD Plan



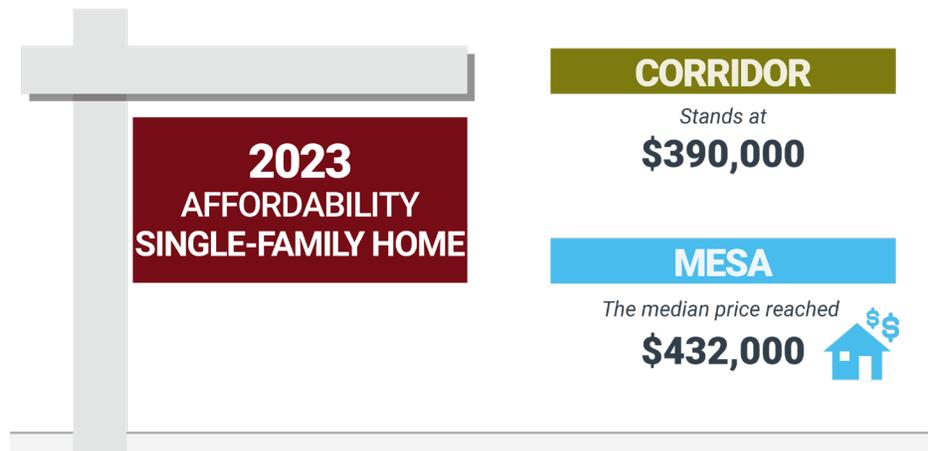
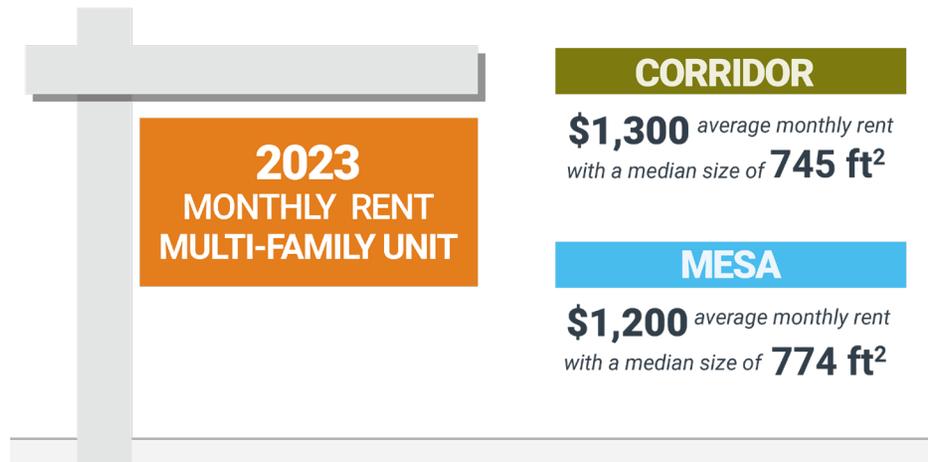
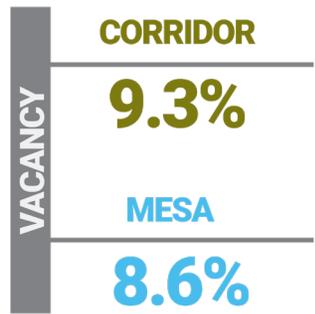
## HOUSING AFFORDABILITY

As of 2023, single family homes in the Corridor averaged \$390,000, reflecting a 13.0% increase over the previous two years. By comparison, the citywide median single-family home price reached \$432,000, representing a 15.0% increase during the same period.

While single-family prices have risen, the Corridor has experienced increased multi-family vacancy rates in recent years, with a particularly higher rate than the citywide average. The Corridor's overall vacancy rate stands at 9.3%, compared to 8.6% citywide, reflecting an increase of nearly 5.0% since 2021.

These elevated vacancy rates may partly reflect the age and location of existing multi-family inventory. Multi-family buildings concentrate primarily in the southwest region of the Corridor, with nearly 90.0% constructed before 1990. This indicates that most of the multi-family inventory consists of older stock with few developments over the past three decades. The size of housing developments varies significantly, from small complexes with eight units to larger developments with 582 units.

While existing multi-family buildings concentrate in the southwestern portion of the Corridor, new construction reveals a shift in development patterns. Recent projects have primarily occurred in the northern and eastern portions of the Corridor, suggesting a geographic shift in market dynamics and investment focus.





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The Battery Atlanta, Atlanta, GA  
Source: adventuresinatlanta.com

MesaCONNECTED TOD Plan

03

**CORRIDOR VISION**

## MESACONNECTED VISION

The MesaCONNECTED vision centers on promoting TOD along the Corridor to create thriving, accessible, and sustainable neighborhoods that prioritize both people and place.

Hundreds of stakeholders, residents, businesses, institutions, and community partners shared priorities and aspirations for the future of the Corridor. Their feedback helped shape the key themes that form the foundation of this Plan's Vision, Guiding Principles, Strategies, and Transit Node Design Considerations.

This chapter introduces the overarching vision, outlines five Guiding Principles that establish Corridor's values and priorities, and presents a comprehensive set of Strategies designed to inform future planning and implementation efforts. Together, these elements provide a clear direction for near-and long-term actions and initiatives that will guide the Corridor's development to serve all community members.



**The MesaCONNECTED**  
Corridor is a vibrant,  
connected community  
that is safe and  
resilient, easy to move  
through, seamlessly  
linked to transit, and  
rich in economic  
opportunity.

Orenco Station, Hillsboro, OR

Source: CNU.org

MesaCONNECTED TOD Plan



The District, Henderson, NV  
Source: ELS Architecture

## GUIDING PRINCIPLES

Through extensive engagement with residents, businesses, institutions, and community partners, several priorities emerged: more attainable housing options; safer streets; convenient access to everyday goods and services; stronger connections to schools and employment centers; reduced traffic congestion; additional and better-designed open space; and a wider variety of high-quality dining, social, and entertainment choices.

These recurring themes are organized into five Guiding Principles that form the foundation of the MesaCONNECTED Plan. Each Principle is paired with strategies that shape specific actions, including policy updates, zoning and design standards, capital investments, and public-private partnerships. Together, they provide direction for addressing community needs, supporting sustainable growth, and delivering a vibrant, inclusive, and well-connected Corridor.



**STRONG  
NEIGHBORHOODS**



**PLACEMAKING**



**COMPLETE  
CONNECTIONS**



**ECONOMIC  
GROWTH**



**SUSTAINABLE  
DEVELOPMENT**



## STRONG NEIGHBORHOODS

Building and preserving strong neighborhoods is central to the MesaCONNECTED Plan. The goal is to create places that are well connected by transit and where people want to live, work, and gather. These neighborhoods foster ownership, belonging, and safety while meeting daily needs and supporting long-term stability.

Strong neighborhoods can be created by broadening housing choices to serve varied incomes and life stages. Strategic infill and reinvestment should optimize land use while respecting existing character. Safety can be enhanced through environmental design such as lighting, visibility, active frontages, and clear wayfinding. Cultural and historic identity should be celebrated through placemaking and improvements to public spaces. Applied consistently over time, these strategies can produce safer, more inclusive, and better connected neighborhoods that residents are proud of.



Merimac Square, Cincinnati, OH  
Source: New Republic Architecture



Kelvin Apartments, Lemon Grove, CA  
Source: Studio E Architects

## STRONG NEIGHBORHOOD STRATEGIES

### 1 PROMOTE A DIVERSE MIX OF HOUSING TYPES FOR ALL INCOMES AND LIFE STAGES

A diverse mix of housing mix is essential for inclusive, resilient, and vibrant communities that serve residents of all income levels and stages of life. By enabling a full spectrum of housing types from “missing middle” homes (ADUs, duplexes, triplexes, fourplex courts, and townhomes) to multi-family buildings, attainable workforce housing, and senior/accessible living—Mesa can better serve its growing and diverse population and allow residents to stay in their community as their housing needs evolve. Prioritizing these options near transit and services, expands choice, supports affordability, and strengthens neighborhood stability.

### 2 IMPROVE COMMUNITY SAFETY THROUGH DESIGN

Targeted design improvements can enhance neighborhood safety by removing opportunities for crime and promote a stronger sense of security. Applying Crime Prevention Through Environmental Design (CPTED) principles can create environments that naturally discourage harmful behavior and invite positive social interaction. These principles include clear sight lines, active frontages and entries, appropriate lighting, defined public-private edges, ample seating and shade, and durable materials. These design interventions build trust, support everyday use, and contribute to neighborhood stability.



### **3 FACILITATE INFILL OF BY-PASSED PARCELS WITHIN THE CORRIDOR**

Strategic infill and revitalization of small, underutilized parcels can strengthen neighborhoods by filling gaps in the urban fabric and turning vacant or neglected lots into active community assets.

Infill adds homes across a range of price points, meets demand in established neighborhoods, and creates space for businesses and services that bolster the local economy and generate jobs.

Because it leverages existing roads, utilities, and public services, infill also supports sustainable urban growth by reducing environmental impacts, limiting sprawl, and preserving open space and natural resources. Building on Mesa's ongoing efforts, the City should prioritize investments that maximize existing infrastructure, enhance walkability, and attract residents and businesses while fostering vibrant neighborhoods with diverse uses that improve quality of life and make efficient use of land.

### **4 ENCOURAGE PRESERVATION AND REVITALIZATION OF EXISTING HOUSING**

New construction is vital for TOD, but preserving and reinvesting in existing homes is equally as important to sustaining neighborhood character and affordability within the Corridor.

Prioritizing maintenance of older homes and rehabilitation of aging properties prevents decline and helps preserve naturally occurring affordable housing. By pairing targeted rehabilitation, weatherization, and accessibility upgrades with compatible infill, Mesa can improve quality of life, support long-term residents, and ensure that growth focused on transit strengthens rather than displaces established communities.



## COMPLETE CONNECTIONS

Complete Connections strengthens a seamless, multimodal transportation network that links neighborhoods, key destinations, and transit hubs. It integrates transit, walking, bicycling, micromobility, and driving into a cohesive system with safe, shaded, ADA-compliant routes; reliable transit and first/last-mile links; protected bikeways; clear wayfinding; and smart curb management.

As a foundation of TOD, this principle reduces car dependence, expands access and choice, and improves citywide mobility while cutting emissions and heat exposure. By prioritizing active transportation and overall connectivity, Complete Connections advances a sustainable, equitable, and vibrant Corridor aligned with the MesaCONNECTED Vision of a resilient urban environment where everyone can move freely and safely.



# COMPLETE CONNECTIONS STRATEGIES

## 1 ENCOURAGE HIGHER-DENSITY, MIXED-USE DEVELOPMENT AROUND TRANSIT STATIONS

Higher-density, mixed-use development at transit nodes is central to Complete Connections. Concentrating homes, jobs, shops, and daily services within a comfortable walk or bike ride (generally a 5-minute/¼-mile radius) creates lively, walkable districts that function as key nodes in the network. By concentrating diverse land uses near transit hubs, this strategy reduces travel distances between daily activities and makes walking and biking practical options for accessing jobs, services, and amenities.

## 2 EMPLOY CLEAR, INTUITIVE SIGNAGE AND WAYFINDING SYSTEMS

Wayfinding at and between transit nodes should be simple, consistent, and intuitive for all users. A clear hierarchy of arrival signage, orientation maps, decision point cues, and reassurance markers should use universally recognized symbols, plain language, and multilingual messaging. Maps and signs should highlight the shortest, shaded routes to major destinations such as schools, employment centers, and civic buildings.

Effective wayfinding enhances the user experience, reduces confusion, and improves network efficiency, making it easier for people to navigate and connect across the transportation system.



Metro Northside Transit Center, Cincinnati, OH  
Source: MSA Design- msaarch.com

### 3 PROVIDESAFEANDACCESSIBLE PEDESTRIAN AND BICYCLE CONNECTIONS TO TRANSIT STATIONS

Safe and accessible pedestrian and bike connections are essential for successful TOD, ensuring that people can easily reach transit stations from surrounding neighborhoods and destinations. Priorities include direct, ADA-compliant routes with wide sidewalks; protected, highly visible crosswalks and intersections; traffic calming in transit node blocks; continuous shade, seating, and lighting; and pedestrian-friendly streetscapes that serve users of all ages and abilities.

In addition, bike infrastructure such as dedicated bike lanes, protected bike lanes, shared-use paths, clear wayfinding, and safe intersection treatments should be implemented where appropriate to provide safe and efficient cycling routes to transit stations and connect with the broader bike network.

These improvements make walking and biking viable everyday options, increase foot traffic that supports local businesses, and create more active, welcoming public spaces around stations.



University Drive. Tempe, Arizona  
Source: City of Tempe- tempe.gov

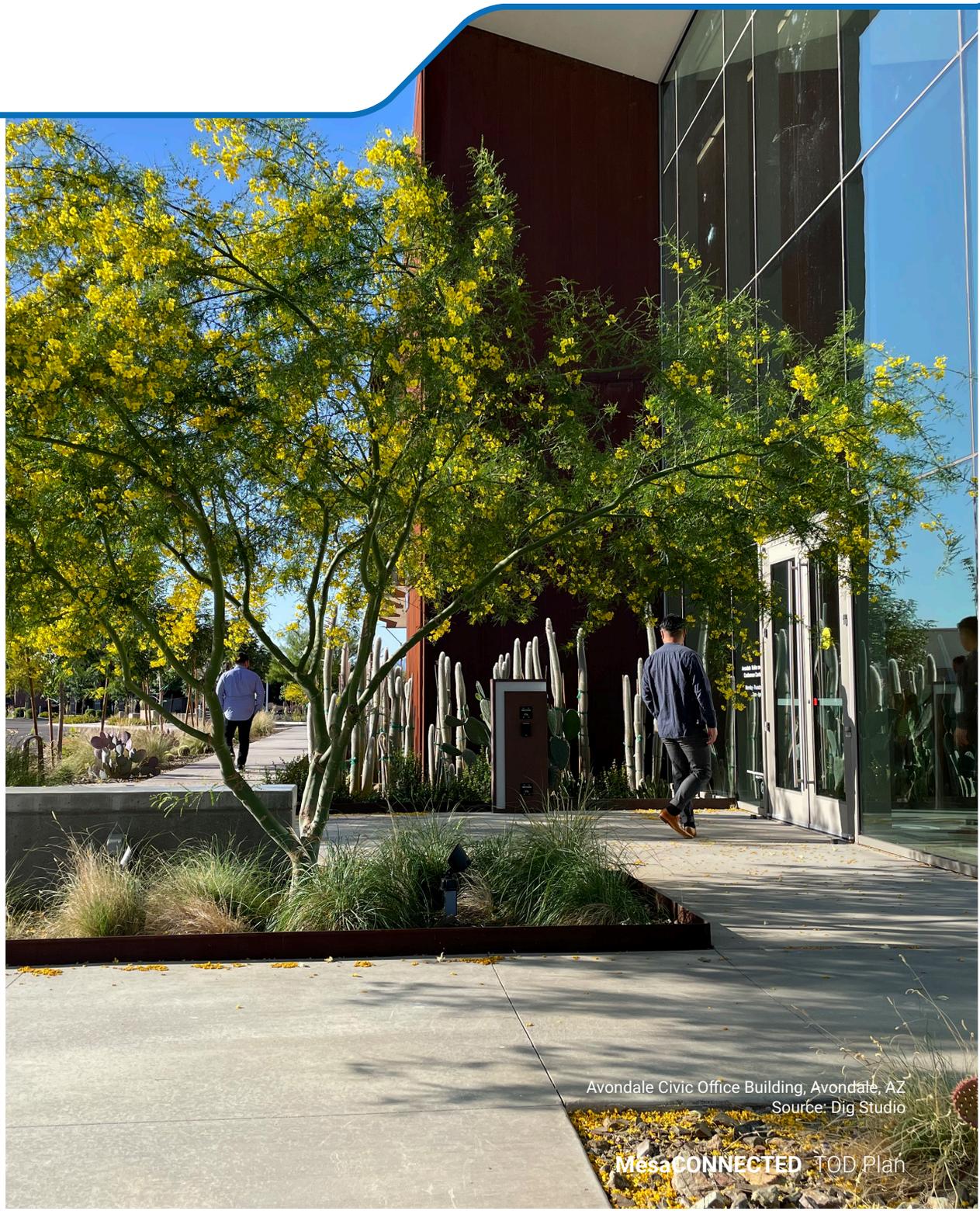


## SUSTAINABLE DEVELOPMENT

Sustainable Development builds a community that is environmentally responsible, economically resilient, and socially equitable. Designed for long-term performance in Mesa's hot, arid climate, this approach integrates green infrastructure to enhance biodiversity, manage stormwater, and promote climate resilience.

This principle prioritizes energy efficiency through building design and the use of renewable energy sources like solar power while reducing 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.

By taking a comprehensive approach to sustainability, these strategies create a resilient, livable corridor that supports both current and future generations, balancing environmental stewardship with economic vitality and social equity.



Avondale Civic Office Building, Avondale, AZ  
Source: Dig Studio



# SUSTAINABLE DEVELOPMENT STRATEGIES

## 1 PRESERVE, STRENGTHEN, AND ENHANCE COMMUNITY OPEN SPACE

As redevelopment occurs within the Corridor, preserving existing community open space and integrating new active recreation areas into development is essential to long-term sustainability. Parks, plazas, and green corridors are vital assets that support health and well being and provide important environmental benefits.

These spaces should be accessible to residents of all ages and abilities, serving as central places for social interaction, recreation, and relaxation. Rather than single-purpose areas, open spaces should accommodate range of activities through flexible design. By creating and maintaining diverse, accessible network of open spaces, the City can foster a healthier, more connected, and more sustainable community.

## 2 PROVIDE AMPLE SHADE IN HIGH-PEDESTRIAN AREAS AND ALONG PRIMARY CIRCULATION ROUTES

In Mesa, extreme heat can significantly impact outdoor mobility and comfort. Providing ample shade in areas with high pedestrian activity and along key circulation routes is essential. Increasing shade through trees, and other solutions can enhance walkability, improve public health, and make outdoor spaces more inviting and accessible year-round.

This strategy aims to create more comfortable and sustainable environments for walking, social interaction, and outdoor activities, helping to mitigate the effects of extreme heat and encourage active transportation.

Longsdale Street. Melbourne, Australia  
Source: Arch Daily- archdaily.com



Orange Mall, Arizona State University, Tempe, AZ  
Source: CSLA, Sustainable Sites.org

### **3 ENHANCE AND EXPAND GREEN INFRASTRUCTURE IN THE CORRIDOR**

Enhancing and expanding green infrastructure is essential for building a sustainable, resilient, and livable urban environment. Green infrastructure such as parks, permeable pavements, green roofs, rain gardens, and xeriscape landscaping delivers environmental, social, and economic benefits. These systems manage stormwater, reduce urban heat, improve air quality, support biodiversity, and provide needed places for recreation and community life.

In Mesa, where extreme heat and drought are concerns, integrating green infrastructure into both new projects and retrofits is especially important for public health and climate resilience.

Priority strategies include permeable surfaces, rain gardens, and bioswales that capture and filter runoff; and robust shade programs that increase shade, enhance comfort in high-activity areas, and invite community stewardship. By prioritizing these investments, Mesa can address key environmental challenges, strengthen resilience to extreme weather, and improve overall quality of life while creating a more connected and vibrant urban environment.



## PLACEMAKING

Placemaking creates spaces centered around people that foster community identity and belonging, establishing areas where residents, workers, and visitors feel genuinely connected. This approach integrates thoughtful design, public art, diverse land uses, green spaces, and walkable infrastructure to create unique, engaging, and inclusive places.

In the context of TOD, placemaking transforms transit nodes into vibrant community hubs that encourage social interaction, economic activity, and sustainable living. These spaces become inviting, functional, and accessible gathering places rather than merely serving as transportation nodes. Effective placemaking reflects local culture, history, and community character, contributing to areas that feel both authentic and distinctive.

By prioritizing how spaces are experienced and used by people, this principle creates a livable urban fabric that strengthens community connections and fosters resilient neighborhoods.



Ovation Hollywood, Hollywood, California  
Source: RSM Design - [rsmdesign.com](http://rsmdesign.com)

# PLACEMAKING STRATEGIES

## 1 PROMOTE THE DESIGN OF FLEXIBLE, MULTIFUNCTIONAL SPACES

New development should embed flexibility in both public and private spaces to accommodate evolving community needs and support effective placemaking. Public spaces like plazas, parks, forecourts, and open areas should be designed to host diverse activities, from farmers markets and performances to community events and retail. These spaces need supporting infrastructure including shade, seating, power and water access, durable surfaces, storage, lighting, and Wi-Fi.

Buildings should be equally adaptable. Ground floors and common areas should feature generous ceiling heights, convertible tenant spaces, movable partitions, and shared services. Entries should orient toward the street so uses can shift between residential and commercial as neighborhoods evolve. Embedding this adaptability keeps places resilient and authentic, sustaining activity over time.

## 2 INTEGRATE LOCAL ART, CULTURAL IDENTITY, AND TOURISM ASSETS IN NEW DEVELOPMENT

The Corridor's cultural identity should guide new development by integrating public art, storytelling, and cultural programming drawn from the Asian District, the Fiesta District, and the Guerrero Park neighborhood. Projects should include spaces designed for festivals and community gatherings, along with bilingual wayfinding and interpretive elements that highlight historical and traditional icons. By weaving these cultural assets into new development, the Corridor becomes a year-round destination.



Arsenal Yards. Watertown, Massachusetts  
Source: Wilder Co. - wilderco.com

### 3 FOSTER HIGH-QUALITY PLACEMAKING PROJECTS AND EVENTS TO ACTIVATE PUBLIC SPACES

High-quality placemaking projects and events transforms public spaces into vibrant community hubs where people naturally gather, connect, and experience their neighborhood's unique character. Dynamic programming such as farmers markets, outdoor concerts, art festivals, and cultural celebrations activates underutilized spaces while providing platforms for residents and visitors to share meaningful experiences that strengthen community bonds.

These initiatives serve as catalysts for authentic placemaking by celebrating local culture and supporting neighborhood identity through events that reflect community values and traditions. Pop-up installations, temporary art exhibits, and creative activations introduce engaging elements that spark curiosity and invite exploration, creating the distinctive, people-centered experiences that define successful places.

Regular programming also generates economic benefits by attracting foot traffic that supports nearby businesses and creates opportunities for local entrepreneurship through pop-up shops, food trucks, and market stalls. By prioritizing high-quality placemaking initiatives, the Corridor can develop a network of multifunctional public spaces that enhance social interaction, support local economies, and promote cultural expression while reinforcing each area's authentic sense of place.



The Exchange. Fort Collins, Colorado  
Source: Russell+Mills- russellmillstudios.com



## ECONOMIC GROWTH

The Economic Growth strategy prioritizes investment around transit hubs and encourages mixed-use development that integrates residential, commercial, and recreational uses with the goal of diversifying the economy, strengthening neighborhood business ecosystems, and improving livability. This approach promotes job creation in key sectors including healthcare, education, retail, hospitality, and tourism while supporting small businesses and local entrepreneurship. Flexible retail and office space, small tenancies, and streamlined temporary permits create conditions where local enterprises can start, grow, and stay.

The strategy also leverages transit access at Mesa Riverview, the Asian District, the Southern & Dobson employment hub, the Fiesta District, and Downtown as catalysts that spark investment in adjoining areas. Targeted improvements at these nodes attract private capital and generate spillover benefits to adjacent areas, shortening trips to daily needs and broadening access to jobs, services, and amenities.

Taken together, these actions build a more diverse and resilient Corridor economy, strengthen neighborhood business ecosystems, and elevate citywide livability by turning strategic investments into prosperity that benefits all Mesa residents.



Plaza Saltillo, Austin, TX  
Source: JHP, JHparch.com

# ECONOMIC GROWTH STRATEGIES

## 1 ATTRACT AND RETAIN TARGET INDUSTRIES

Attracting and retaining target industries is essential to the Corridor's long-term economic health. Proximity to major anchors like Banner Health, Mesa Community College, and other regional assets positions the area for health tech startups, research and innovation hubs, and educational facilities. Mesa can pair redevelopment incentives with infrastructure investment with entitlement certainty and permitting delivery can speed delivery of innovation-oriented projects near transit.

This targeted approach positions the corridor as a regional hub for advanced industries, fostering the sustainable economic growth that benefits both existing residents and attracts new businesses to the area.

## 2 DEVELOP STRONG RETAIL AND HOSPITALITY CENTERS

Developing vibrant retail and hospitality centers around key transit nodes creates dynamic, mixed-use environment that serve both residents and visitors. These centers should offer a diverse mix of dining, entertainment, and retail—including restaurants, boutiques, local markets, entertainment venues, and hotels—designed to function both as community gathering places and visitor destinations, becoming focal points of activity and engagement.

Prioritizing locally-owned businesses and experiences that reflect Mesa's cultural identity will help foster a strong sense of place, increase foot traffic, and stimulate economic activity. This approach supports local entrepreneurship, attracts investment, and enhances Corridor livability and character.



### 3 STRENGTHEN PUBLIC-PRIVATE PARTNERSHIPS AND LEVERAGE CATALYST SITES

Building strong public-private partnerships is essential to channel investment and fostering sustainable growth in TOD areas. By coordinating with developers, local businesses, and community stakeholders, the City can create a framework that aligns infrastructure investment and community priorities. These partnerships can finance and deliver key improvements—such as transit connections, public spaces, and streetscape enhancements—while also providing the incentives and policy support needed to attract private investment.

A key focus should be on identifying and leveraging catalyst sites, strategic properties that can anchor broader revitalization. Prioritizing these high impact sites signals the market, accelerates private investment, and sets a standard for design quality, improvements to public spaces, and community benefits that guides subsequent development and reflects community goals.

### 4 SUPPORT LOCAL ENTREPRENEURS AND SMALL BUSINESSES

Supporting local entrepreneurs and small businesses is essential for fostering a vibrant and resilient economy within the Corridor. To foster this growth, Mesa should support flexible retail and commercial space that can adapt to evolving needs, including opportunities for temporary shops, small business incubators, and flexible office suites that allow entrepreneurs to launch, grow, and scale their operations.

By partnering with local business organizations and providing resources such as technical assistance, access to capital, and business development programs, the City can promote inclusive growth that strengthens the local economy. These businesses not only drive economic activity; they also shape the area's character and identity, create local jobs, and attract both residents and visitors.



Birchbox Pop Up Shop  
Source: Steel Space - [steelspaceconcepts.com](http://steelspaceconcepts.com)



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04

# TRANSIT NODE PLANNING



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# INTRODUCTION

Successful TOD depends on vibrant transit nodes. Rather than taking a single approach across the MesaCONNECTED Corridor, this chapter uses a metric-based framework to create strategies specific to each transit node that respond to each location's unique context and market conditions.

This approach begins with identifying appropriate transit nodes along the Corridor. The Plan identifies eleven potential transit nodes, each centered on a primary intersection with a 1/4 mile radius. These locations were chosen to maximize access to key destinations, strengthen network connectivity, and promote balanced development along the Corridor.

To better plan these locations, each transit node is assigned one of three classifications based on shared characteristics—Regional Transit Node, Urban Transit Node, or Neighborhood Transit Node. These classifications describe the expected character and development scale within the Corridor and guide decisions about development intensity, land use mix, and public realm improvements.

Each transit node is then evaluated using a TOD continuum tool to assess readiness for transit-oriented growth and investment. The tool evaluates three key areas: TOD characteristics (walkability and urban form), redevelopment potential (capacity for change), and transit readiness (conditions supporting cost-effective transit).

Finally, transit node profiles combine TOD readiness metrics with illustrative concepts and tailored design considerations, showing how the Corridor could evolve into a more productive, transit-oriented community.



# TRANSIT NODE CLASSIFICATIONS

Transit nodes along the MesaCONNECTED Corridor will develop differently based on their unique contexts. Some will become bustling activity centers, while others will serve as quieter commercial nodes surrounded by residential neighborhoods. The pace of change will also vary. Certain areas may transform rapidly, but established neighborhoods are more likely to see gradual, incremental improvements over time.

Despite this diversity, transit nodes can be grouped by shared characteristics that define their role within the Corridor and provide a framework for understanding appropriate development patterns and investment strategies.

## Transit Node Characteristics:

- Residential density
- Employment density
- Existing land use
- Future land use
- Zoning
- Proximity to activity centers

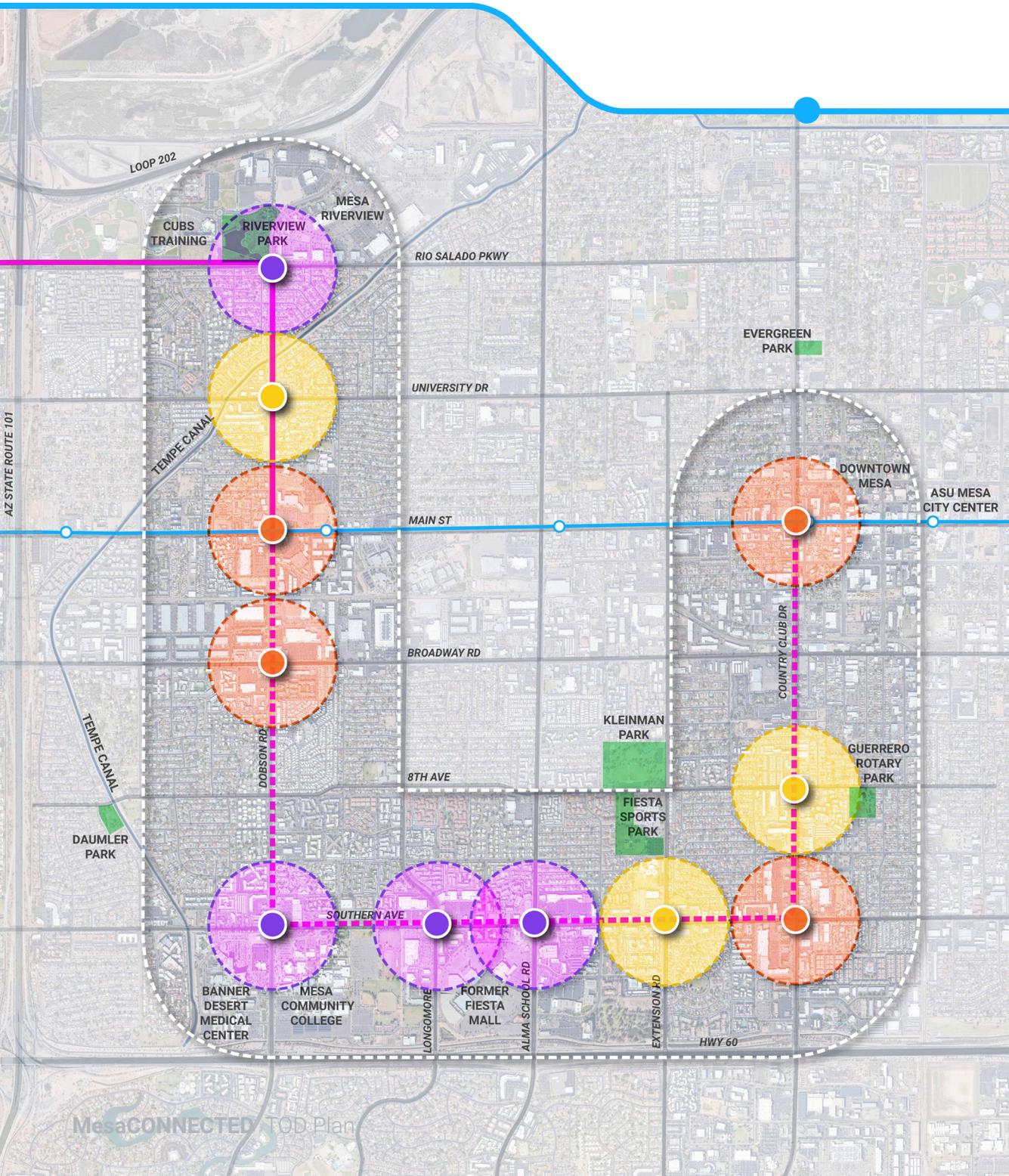
Based on these characteristics, each of the proposed transit nodes was classified as either:

- Regional Transit Node
- Urban Transit Node
- Neighborhood Transit Node

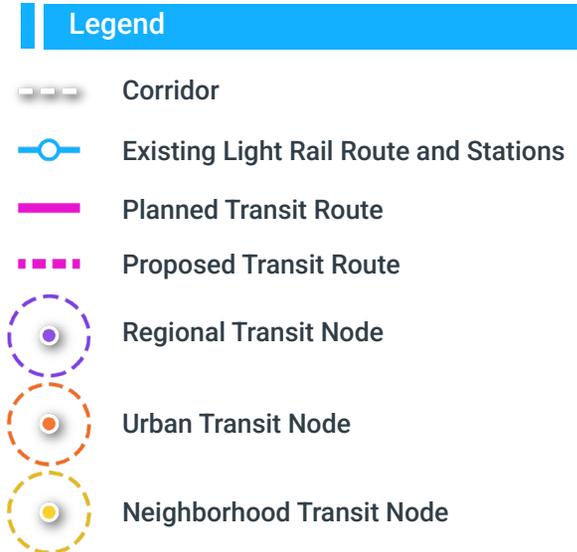
These transit node classifications describe the character and intensity of development expected at each location and will help:

- City Staff & Elected Officials align infrastructure investments, land use decisions, and policy tools with each node's function.
- Developers & Property Owners understand the type and scale of projects that best fit a given location.
- Residents & Stakeholders see how various locations fit into the bigger picture and what kinds of change to expect.





## TRANSIT NODE LOCATIONS AND CLASSIFICATIONS





## REGIONAL TRANSIT NODE

Regional Transit Nodes function as the Corridor's primary economic, cultural, and transit hubs, drawing visitors and residents from across the valley. They are characterized by:

- A dense mix of housing;
- Larger format office and employment centers;
- Destination retail and quality entertainment, and
- Cultural and civic amenities.

With high levels of transit ridership, pedestrian, and bike activity, they are also designed to prioritize multimodal connectivity by offering seamless access to transit, walking, and biking routes.

Located at strategic intersections along the Corridor, Regional Transit Nodes are prime candidates for investment and redevelopment. With an emphasis on high-intensity, mixed-use development, they're poised to evolve into vibrant, walkable centers that:

- Drive regional economic growth through new jobs and visitor spending.
- Improve mobility by linking multiple transit modes with safe, active streetscapes.
- Enhance quality of life via dynamic public spaces and a rich mix of daily-life services and cultural experiences.

Targeted Infrastructure upgrades and placemaking initiatives in these nodes will reinforce their status as the Corridor's key destinations, revitalizing surrounding neighborhoods and solidifying Mesa's position as a regional center of commerce and culture.





## URBAN TRANSIT NODE

Urban Transit Nodes feature moderately dense, mixed-use environments where transit, everyday services, retail, employment opportunities, and a variety of housing come together in a pedestrian-friendly setting to create vibrant, community-focused hubs. Key characteristics include:

- Medium-density housing choices—bungalow or cottage courts, rowhouses, small apartments, and mid-rise condos.
- Ground-floor shops and services in larger buildings, with additional standalone stores along arterial streets.
- Services and retail at a neighborhood scale that meet daily needs without relying on lengthy trips.
- Pocket parks, plazas, and shaded sidewalks that invite people to linger, meet, and play.

With strong ridership and steady pedestrian activity, design priorities should center on walk-everywhere convenience: short blocks, safe crossings, bike lanes, and intuitive links to transit.

Through targeted investments in complete streets, shade, and modest civic amenities will ensure Urban Transit Nodes remain connected, convenient, and comfortably scaled.





## NEIGHBORHOOD TRANSIT NODE

Neighborhood Transit Nodes are compact, community-oriented hubs that serve as commercial centers for the surrounding residential neighborhoods. These areas typically feature:

- Single-story commercial buildings along main roadways;
- Small office or professional buildings; and
- A mix of medium-density housing options, including from duplex to quadplex courts, townhomes, and small apartment buildings.

Development should preserve the neighborhood rhythm through small building footprints and sensitive height transitions—generally limiting buildings to two or three stories where adjacent to residential—to avoid abrupt changes in scale. Walkability is prioritized by providing shaded sidewalks, short blocks, and well-marked crossings that connect directly to transit nodes, while everyday goods and services are clustered near the transit node to create a convenient “one-stop” destination.

Concentrating basic retail, services, and small offices around these nodes reduces car dependence, supports small businesses with steady foot traffic from nearby homes, and delivers attainable housing in formats that fit comfortably beside existing single-family neighborhoods.



# TRANSIT NODE EVALUATION

## TOD CONTINUUM

The TOD Continuum is a planning tool that measures the overall degree to which a transit node is prepared to support transit-oriented development and attract near-term investment. The tool combines three key metrics—TOD characteristics, redevelopment potential, and transit readiness—to provide an overall assessment of each node’s readiness for transit-oriented growth.

A node’s position on the continuum is fluid, shifting as redevelopment occurs, population and employment densities change, or new infrastructure investments are made.

The TOD Continuum can be updated at any time to provide a current snapshot of the state of MesaCONNECTED Corridor; helping City staff monitor performance, identify opportunities, and guide future investment to maximize TOD success.

## TRANSIT NODE EVALUATION

### TOD Characteristics Score

Captures built-environment conditions associated with TOD—walkability, compact urban form, access to key destinations, and a mix of uses. Higher scores indicate fewer interventions are needed to achieve optimal TOD conditions.

### Redevelopment Potential Score

Assesses the likelihood and capacity for change—e.g., parcel size and assemblage opportunities, underutilized sites, and potential land use transitions. Higher scores indicate a greater likelihood of TOD-supportive redevelopment.

### Transit Readiness Score

Reflects conditions that support frequent, cost-effective public transit—including residential and employment density and concentrations of transit-dependent populations.

	<i>Measure</i>	<i>Variable</i>
TOD CHARACTERISTICS	Pedestrian Access	% of area within a 5 min. walkshed
	Pedestrian Comfort	Sidewalk width
	Bicycle Access	# of lanes present
	Development Density	F.A.R.
	Street Presence	Building setback
	Regional Attraction	# of destinations
REDEVELOPMENT POTENTIAL	Mix of Uses	# and % of land uses
	Underutilized Properties	% parcels with an improvement-to-land-value >1.0
	Parcel Size	# of parcels/block
	Parcel Ownership	# of owners/acre
	Stable Land Use	% of parcels that are single-family
	TRANSIT READINESS	Population
Minority Population		% minority population
Low Income Households		% households earning under \$28,007/year
Total Employment		# of employees
Transit Supportive Job Density		Jobs and residents/gross acre
Transit Supportive Job Density		Jobs/gross acre

## TOD CONTINUUM STRATEGIES

Based on the transit node evaluation metrics, each node was assigned one of three continuum strategies described below.

### Prepare

Transit nodes where near-term TOD is unlikely due to insufficient density, limited redevelopment potential, weak connectivity, or a built form that is difficult to retrofit into a compact, mixed-use environment. These locations need foundational work—area planning, infrastructure scoping, targeted zoning amendments, and partnership development—to set the groundwork and move the node along the continuum.

### Enable

Transit nodes with above-average TOD readiness but are constrained by specific barriers that limited their full potential. The focus at these nodes should be targeted, catalytic investments and enabling actions—such as site assembly, streetscape improvements, zoning reforms, incentives, and streamlined approvals—to unlock near-term development.

### Accelerate

Transit nodes with the strongest TOD readiness and fewest impediments, already showing private sector momentum. These nodes will benefit most from targeted short-term actions such as minor infrastructure upgrades, focused incentives, and streamlined approvals to optimize and accelerate TOD.



# TRANSIT NODE PROFILES

The following section presents Transit Node Profiles for the 11 proposed transit nodes. Each profile includes:

## Introduction

Describing the transit node's role in the MesaCONNECTED Corridor, key opportunities and constraints, and the steps to realize its TOD potential.

## Transit Node Snapshot

Containing the transit node classification (Regional/Urban/Neighborhood); planning context (General Plan Placetypes, redevelopment districts, special planning areas); existing land use and zoning; population and jobs; and TOD Continuum indicators (TOD Characteristic Score, Redevelopment Potential Score, Transit Readiness Score) with the corresponding TOD Continuum strategy.

## Development Scenarios

Illustrative concepts showing how the transit node could evolve over time.

## Design Considerations

Actions that advance the Corridor Vision and Guiding Principles and increase TOD readiness.

Together, these profiles provide a blueprint for coordinated growth, clarifying how each node contributes to a cohesive, vibrant, and connected MesaCONNECTED Corridor.



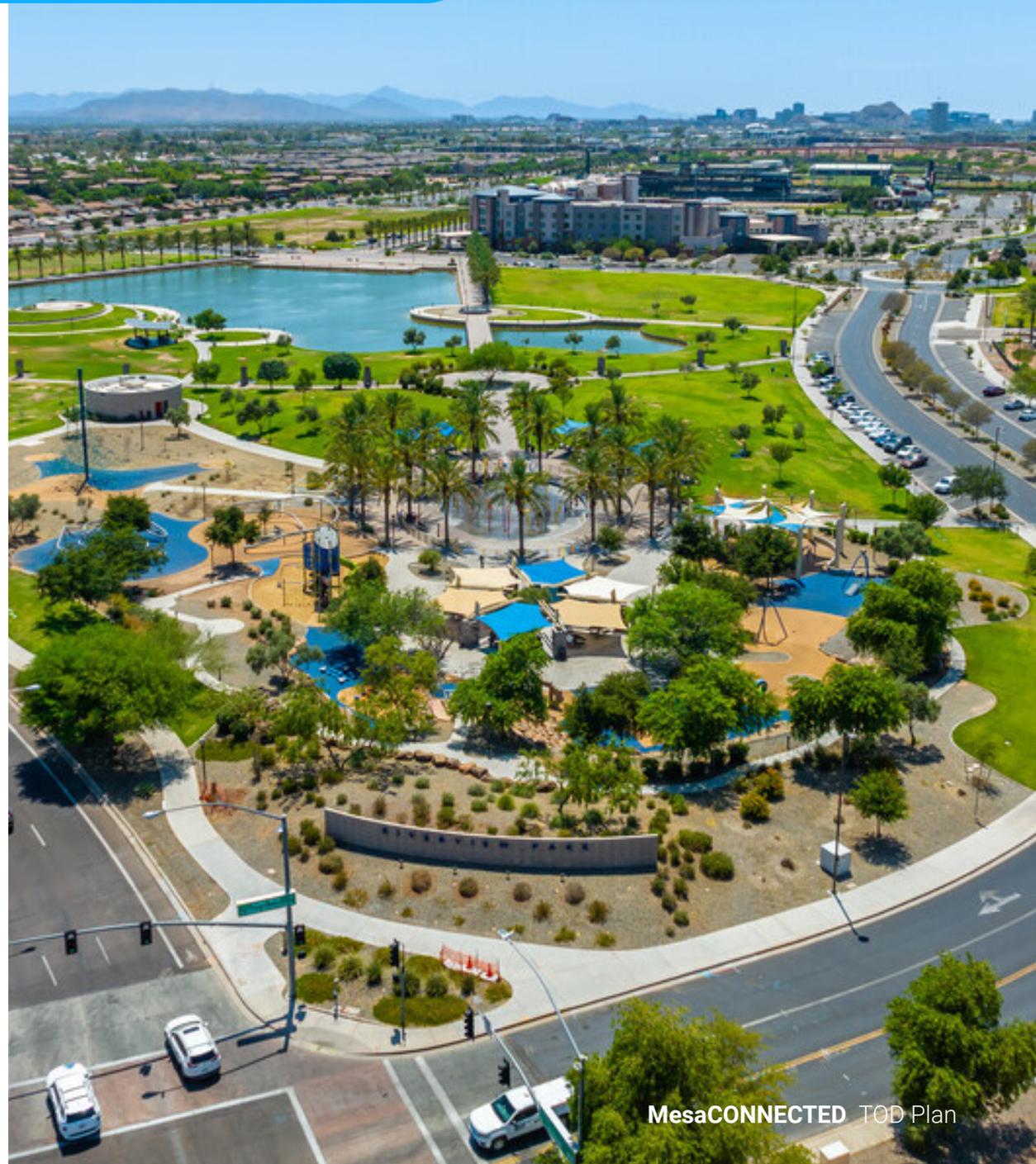


## DOBSON & RIO SALADO

### ABOUT THIS NODE

The **Dobson & Rio Salado** transit node serves as the Corridor's gateway from Tempe. With direct connections to the Tempe Streetcar, this location is strategically positioned to capture regional trips across the East Valley while also benefiting from proximity to major recreational destinations including Riverview Park and Sloan Park. This combination creates opportunities to transform from a primarily auto-oriented environment into a premier, walkable mixed-use destination that combines game day excitement with everyday urban amenities.

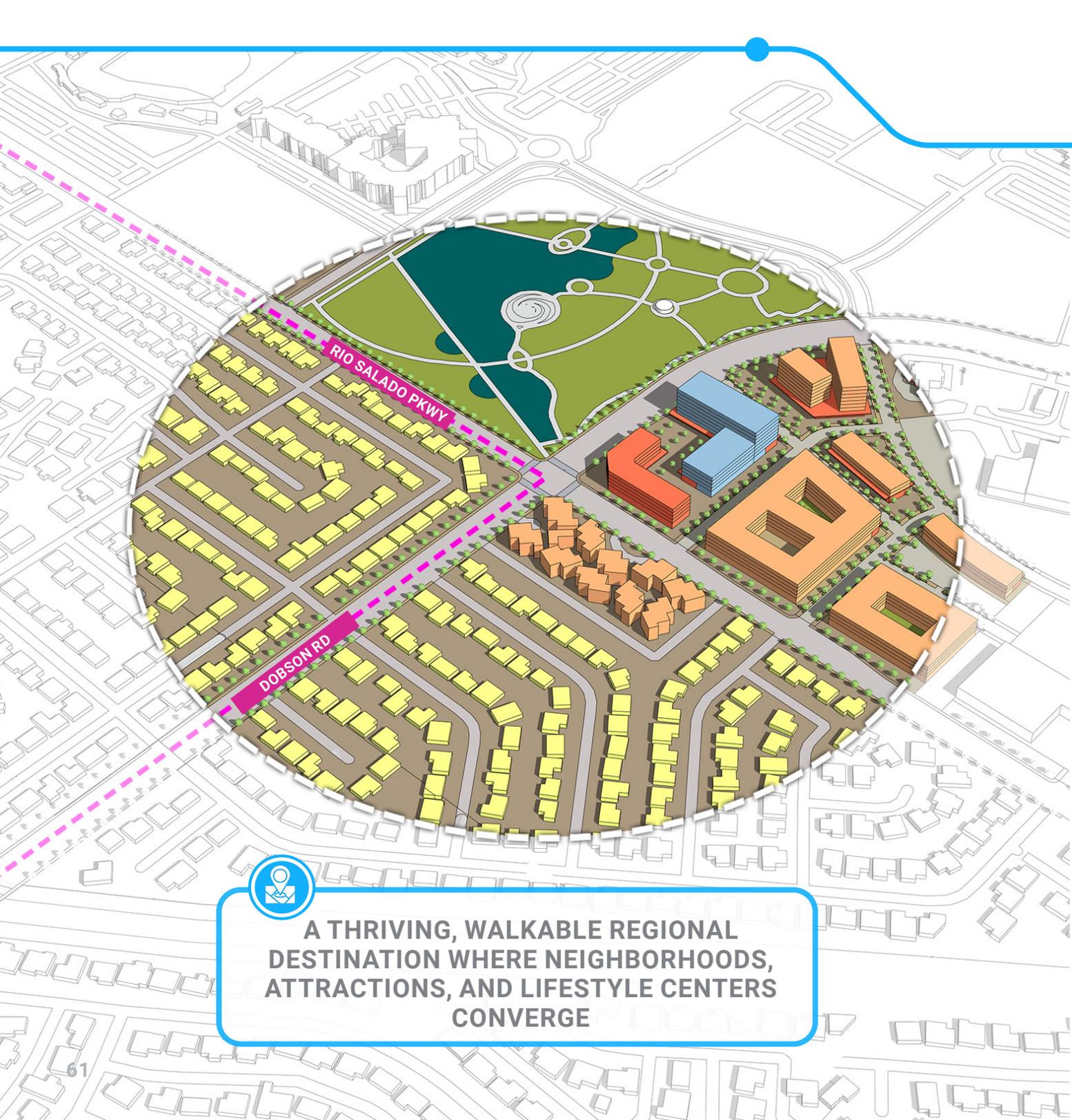
This transit node demonstrates strong TOD readiness, though redevelopment opportunities are limited by existing land uses. Riverview Park and established single family neighborhoods south of Rio Salado Parkway are unlikely to experience significant change. However, the Mesa Riverview shopping center already exhibits TOD-conducive characteristics. The TOD Strategy for the area is Prepare because of the unique characteristics of the surrounding land uses. Strategies should focus on building on existing strength and increasing density rather than large scale redevelopment.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Regional
2050 General Plan Placetypes:	Open Space Regional Center Mixed Residential
Redevelopment Area:	N/A
Planning Area:	N/A
Existing Zoning Districts:	Commercial (38%) Public / Semi-Public (14%) Multiple Residence (48%)
Existing Land Use:	Commercial / Retail (20%) Office / Employment (1%) Multi-family (7%) Single-family (43%) Parks & Open Space (26%) Vacant (3%)
Population:	759 residents
Employment:	284 jobs
TOD Characteristic Score:	5 out of 20
Redevelopment Potential Score:	1.7 out of 5
Transit Readiness Score:	18 out of 50
Continuum Score:	24.7 out of 75
TOD Strategy:	Prepare



**A THRIVING, WALKABLE REGIONAL DESTINATION WHERE NEIGHBORHOODS, ATTRACTIONS, AND LIFESTYLE CENTERS CONVERGE**

## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius



## TRANSIT NODE DESIGN CONSIDERATIONS

### Pedestrian Realm Improvements

- Widen sidewalks in the northeast portions of the transit node adjacent to Mesa Riverview shopping center.
- Plant drought-tolerant shade trees along Rio Salado Parkway and Dobson Road sidewalks and within Riverview Park.

### Bicycle Infrastructure Improvements

- Install a bike lane on the east side of Dobson Road, north of Rio Salado Parkway to complete the network.
- Provide continuous bike lane markings through the Dobson/Rio Salado intersection for north-south and east-west movements.

### Crosswalk Enhancements

- Repaint the brick paver crosswalk on the north side of the Rio Salado/Dobson intersection and install matching crosswalk markings on the remaining intersection approaches.
- Install higher-visibility crosswalk markings at the Rio Salado/Riverview intersection.
- Stripe high-visibility mid-block crossings along Cubs Way.

### Riverview Design Guidelines

- Adopt design guidelines that promote a sports and entertainment theme.

### Parking Garage

- Encourage the construction of a parking garage to absorb event parking demand, freeing up existing surface lots for mixed-use development.

### Signage

- Install wayfinding signage with directional markers to/from the transit node to Riverview Park, Sloan Park, the Mesa Riverview shopping center, and regional trail networks.
- Consider establishing an off-site sign overlay district to facilitate public-private partnerships and earmark a portion of sign revenues for arts, placemaking, and redevelopment programs within the area.

### Enhance Corner Treatments & Urban Plazas

- Revitalize the plaza at the northeast corner of Dobson/Rio Salado intersection; relocating it closer to the intersection and adding shade structures, seating, landscaping, public art, and wayfinding signage.
- Install a shade structure at the northwest corner of Rio Salado and Dobson Road to create a comfortable gateway to Riverview Park.





## DOBSON & UNIVERSITY

### ABOUT THIS TRANSIT NODE

The **Dobson & University** transit node—at the intersection of Dobson Road and University Drive—functions as a neighborhood commercial hub serving Mesa and Tempe with a mix of retail, office, auto-oriented services, and multi-family housing.

The Tempe Canal runs through the node, creating opportunities to enhance connectivity and add recreational amenities. Underutilized parcels and surface parking lots present infill and redevelopment opportunities that can build upon existing assets, including commercial buildings with strong street presence.

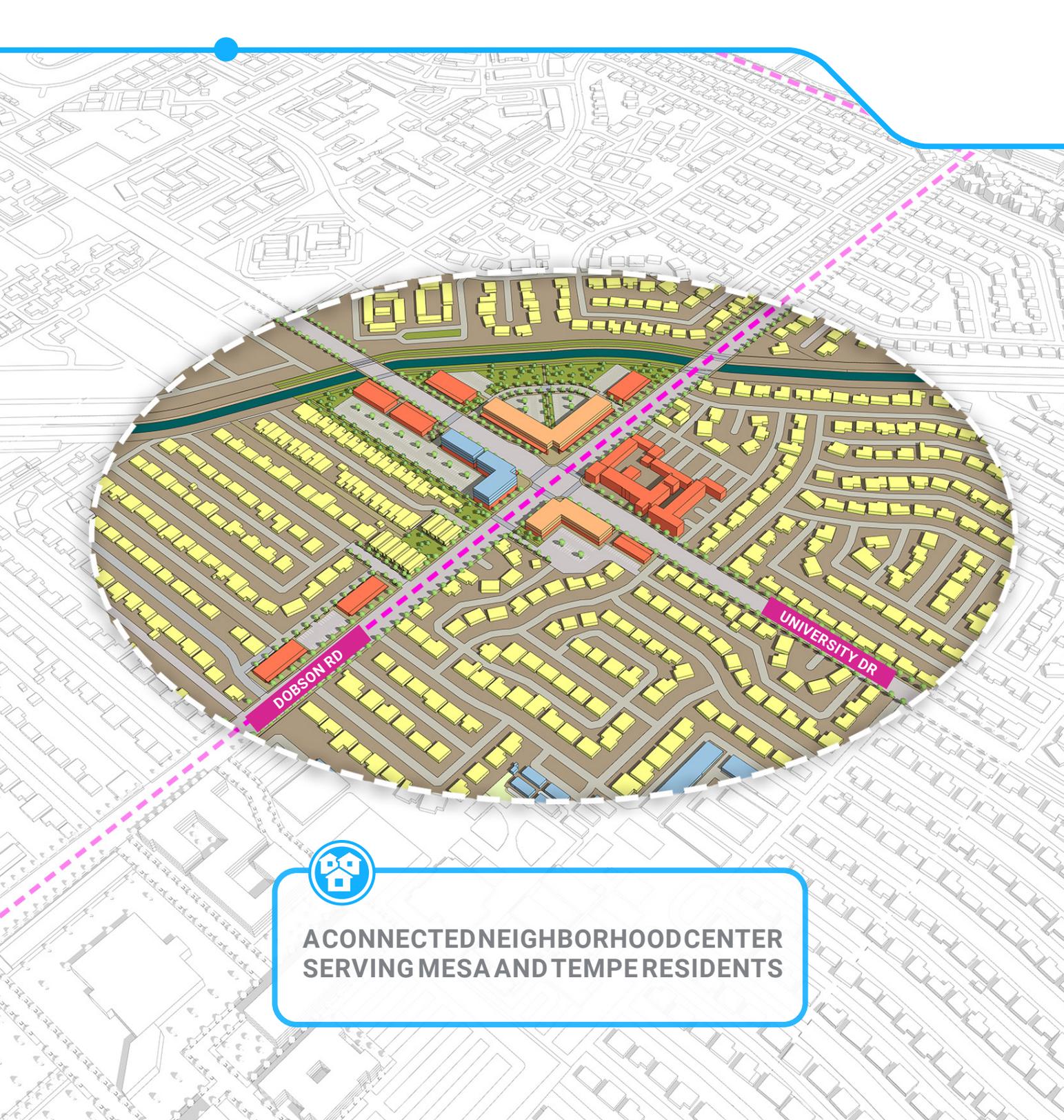
The recommended Enable TOD Strategy will focus on preserving existing assets through adaptive reuse, enhancing connectivity, and bicycle/pedestrian infrastructure. Coordinated improvements should prioritize context-sensitive development and strategic infill opportunities that build on the area's strengths while creating better integration between the canal, surrounding single-residential neighborhoods, and transit.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Neighborhood
2050 General Plan Placetypes:	Neighborhood Center Mixed Residential Traditional Residential
Redevelopment Area:	N/A
Planning Area:	N/A
Existing Zoning Districts:	Commercial (21%) Multiple Residence (27%) Single Residence (52%)
Existing Land Use:	Commercial / Retail (6%) Office / Employment (9%) Multi-family (14%) Single-family (64%) Parks & Open Space (7%) Vacant (1%)
Population:	1,668 residents
Employment:	400 jobs
TOD Characteristic Score:	7 out of 20
Redevelopment Potential Score:	1.7 out of 5
Transit Readiness Score:	36 out of 50
Continuum Score:	44.7 out of 75
TOD Strategy:	Enable



## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius
- NORTH



**A CONNECTED NEIGHBORHOOD CENTER  
SERVING MESA AND TEMPE RESIDENTS**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Adaptive Reuse

- Support adaptive reuse of the existing commercial building at the northwest corner of Dobson Road and University Drive for transit-supportive retail, dining, and entertainment uses.

### Tempe Canal Improvements

- Upgrade both sides of the Tempe Canal path (north of University) with paved surfacing, lighting, and shade where feasible.
- Create pedestrian and bike openings in the Century Square perimeter wall to connect directly to the Tempe Canal shared use path as the site redevelops.
- Create a flexible gathering space with canal access for farmers markets and other community events as the Century Square Shopping Center redevelops.
- Install pedestrian signals where the Tempe Canal shared use path crosses University Drive and Dobson Road.

### Infill Development and Lot Consolidation

- Support infill and lot consolidation along the west side of Dobson Road south of University Drive for middle housing development.

### Context-Sensitive Design Standards

- Require context-sensitive design for multi-family, commercial, and employment uses adjacent to single-residence areas, including stepped heights, modulated massing, and enhanced landscaping to ensure compatibility and minimize impacts.

### Pedestrian Realm Improvements

- Reduce the number of curb cuts along the south side of University Drive west of Dobson Road to enhance pedestrian safety and lower conflict points.

### Bicycle Infrastructure Improvements

- Widen bike lanes on University Drive and Dobson Road.
- Stripe continuous bike lane markings through the intersection for north-south and east-west continuity.

### Upgrade Entryway and Wayfinding Signage

- Replace entryway and wayfinding signs where the Tempe Canal crosses University Drive (on the Tempe border) with prominent, high-quality signage.





## DOBSON & MAIN

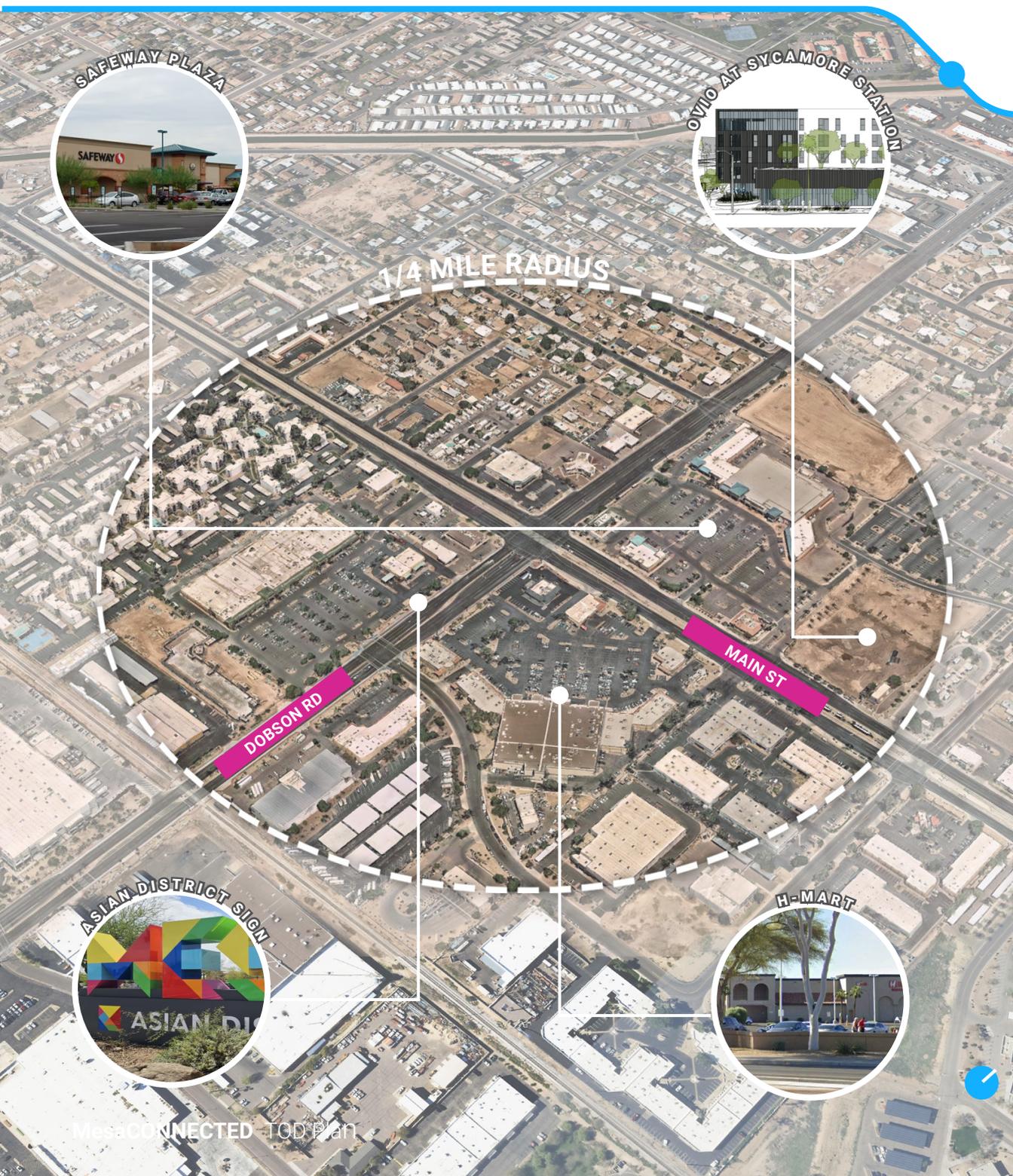
### ABOUT THIS TRANSIT NODE

The **Dobson & Main** transit node sits at the heart of the Mesa Asian District, about two miles west of Downtown Mesa. Already a destination for Asian supermarkets, restaurants, and small businesses, the area is well served by Valley Metro Light Rail and bus service, making it highly accessible to residents and visitors throughout the valley.

This transit node demonstrates high redevelopment potential and is experiencing significant private sector investment. Two multi-family projects currently under construction will add 436 residential units, bringing new customers and increased foot traffic to local stores while generating greater activity throughout the Asian District.

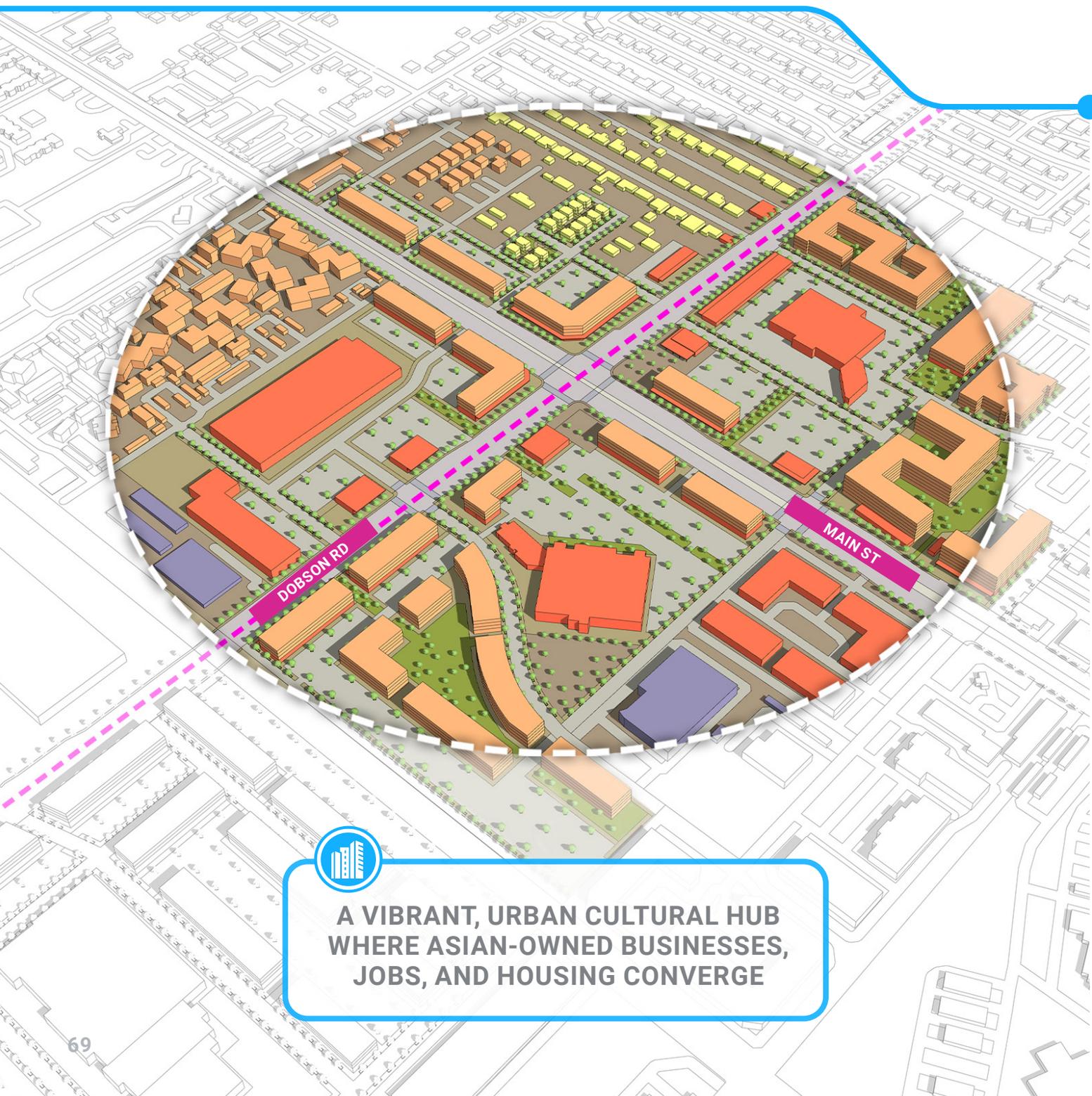
The recommended Accelerate TOD Strategy prioritizes public realm enhancements including streetscape improvements, wayfinding, and culturally-grounded placemaking initiatives that support and grow existing businesses. These coordinated efforts will reinforce the node's status as a vibrant, regional cultural and commercial hub that celebrates its heritage while enabling targeted infill and improved connectivity.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Urban
2050 General Plan Placetypes:	Neighborhood Center
	Urban Center
	Local Employment Center
	Mixed Residential
	Urban Residential
Redevelopment Area:	West Redevelopment Area
Planning Area:	Asian District
Existing Zoning Districts:	Commercial (34%)
	Multiple Residence (20%)
	Single Residence (9%)
	Transect Zones (13%)
	Employment (25%)
Existing Land Use:	Commercial / Retail (51%)
	Office / Employment (4%)
	Industrial (9%)
	Multi-family (14%)
	Single-family (18%)
	Vacant (4%)
Population:	1,429 residents
Employment:	1,132 jobs
TOD Characteristic Score:	10 out of 20
Redevelopment Potential Score:	4 out of 5
Transit Readiness Score:	36 out of 50
Continuum Score:	50 out of 75
TOD Strategy:	Accelerate



## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius
- NORTH

  
**A VIBRANT, URBAN CULTURAL HUB  
WHERE ASIAN-OWNED BUSINESSES,  
JOBS, AND HOUSING CONVERGE**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Wayfinding Signage

- Install wayfinding signage throughout the Asian District to guide people to key destinations, including the Sycamore/Main Street light rail station and Downtown Mesa.

### Corner Treatments

- Enhance the corners at Dobson Road and Main Street with gateway signage, shade structures, public art, and other elements that celebrate local heritage and the Asian District.

### Bicycle Infrastructure Improvements

- Install painted bike lanes on both sides of Dobson Road north of Main Street.
- Stripe continuous bike lane markings through the intersection for north-south and east-west continuity.

### Pedestrian Realm Improvements

- Reduce the number of curb cuts on the south side of Main Street west of Dobson Road to enhance pedestrian safety and lower conflict points.

### Design Guidelines

- Adopt design guidelines that celebrate and express the Asian District's cultural identity.

### Increase Development Intensity

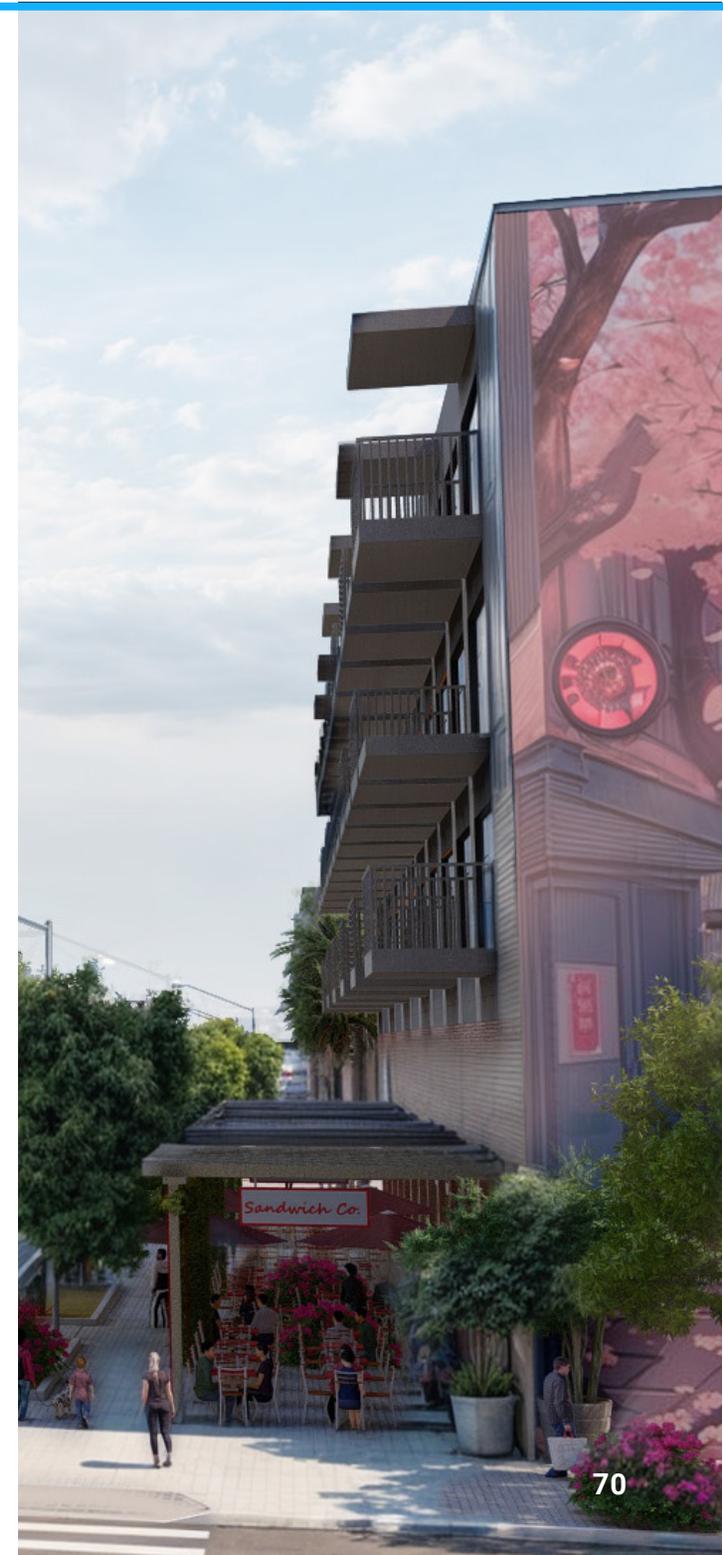
- Encourage the redevelopment of underutilized parking lots with street-fronting buildings to increase density and urban character.
- Plant shade trees along the west side of Dobson Road north of Main Street.

### Business Incubator & Flexible Activation Space

- Develop flexible spaces in underutilized parking areas and other designated sites to accommodate temporary or pop-up uses such as retail, food vendors, and cultural events.
- Use these spaces as incubators for emerging businesses—particularly small, locally owned, or culturally based enterprises such as Asian restaurants and retailers—to test concepts, build visibility, and transition into permanent locations.

### Amend the General Plan Placetypes

- Change Placetype designations from “Neighborhood Center” and “Local Employment Center” to “Urban Center” for parcels south of Main Street and south of 1st Avenue to align with the transit node's vision.





## DOBSON & BROADWAY

### ABOUT THIS TRANSIT NODE

Located within Mesa's Asian District, the **Dobson & Broadway** transit node combines employment, retail, office, and single- and multi-family housing.

The transit node shows strong TOD potential: market conditions favor reinvestment, with underutilized parcels, consolidated ownership, and large sites suitable for assembly. High population and job density, together with diverse demographics, make the area well suited to transit-supportive growth.

The Accelerate TOD Strategy pairs infrastructure upgrades with targeted policy to preserve and grow existing Asian District businesses while forging partnerships with nearby employment areas. This approach will enable strategic redevelopment of underutilized sites and enable affordable housing transitions without displacing legacy businesses. The outcome is an integrated, mixed-use district that celebrates cultural identity while expanding jobs, services, and homes near transit.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Urban
2050 General Plan Placetypes:	Neighborhood Center Urban Center Local Employment Center Mixed Residential
Redevelopment Area:	West Redevelopment Area
Planning Area:	Asian District
Existing Zoning Districts:	Commercial (11%) Multiple Residence (35%) Employment (54%)
Existing Land Use:	Commercial / Retail (33%) Industrial (30%) Office / Employment (1%) Multi-family (25%) Single-family (11%)
Population:	1,743 residents
Employment:	1,444 jobs
TOD Characteristic Score:	5 out of 20
Redevelopment Potential Score:	4.3 out of 5
Transit Readiness Score:	38 out of 50
Continuum Score:	47.3 out of 75
TOD Strategy:	Accelerate



# ILLUSTRATIVE CONCEPT PLAN

## Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius



  
**A VIBRANT EMPLOYMENT HUB WHERE  
 ASIAN-OWNED BUSINESSES, CAREER  
 PATHWAYS, AND HOUSING CONVERGE**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Amend the General Plan Placetypes

- Change Placetype designations from “Local Employment Center” to “Urban Center” for parcels on the northeast corner of Dobson Road and Broadway Road to align with the transit node’s vision.

### Increase Development Intensity

- Encourage the redevelopment of underutilized parking lots at the northeast and southwest corners of Broadway/Dobson with street-fronting buildings to increase density and urban character.

### Affordable Housing

- Support the reinvestment or gradual redevelopment of the Holiday Village Manufactured Subdivision to maintain and expand affordable housing options.

### Crosswalk Enhancements

- Stripe the Broadway Road and Dobson Road intersection with high-visibility crosswalk markings.

### Pedestrian Realm Improvements

- Reduce the number of curb cuts north of Broadway Road and east of Dobson Road to enhance pedestrian safety and lower conflict points.
- Relocate the irrigation box at the southwest corner of Dobson/Main to enable sidewalk widening and corner enhancements.
- Underground overhead utility lines on the south side of Broadway Road so poles no longer obstruct the sidewalk.

### Bike Infrastructure Improvements

- Widen the bike lanes on both sides of Dobson Road, south of Broadway Road.
- Stripe continuous bike lane markings through the intersection for north-south and east-west continuity.

### Economic Development Partnerships

- Strengthen economic connections between the Asian District’s commercial core and surrounding employment areas by promoting business incubation programs, workforce development partnerships, and supply chain relationships.





## DOBSON & SOUTHERN

### ABOUT THIS TRANSIT NODE

The **Dobson & Southern** transit node sits on the western edge of the Fiesta District, serving as a gateway to Mesa's key employment corridor. Anchored by Banner Desert Medical Center and Mesa Community College, these assets draw workers, students, and visitors from around the valley, positioning the transit node for mixed-use growth that can boost transit ridership and support economic development.

Today, however, the node is largely auto-oriented—gas stations, quick serve restaurants, and strip commercial centers with large setbacks, frequent curb cuts, and limited shade—constrain walkability and safe pedestrian access.

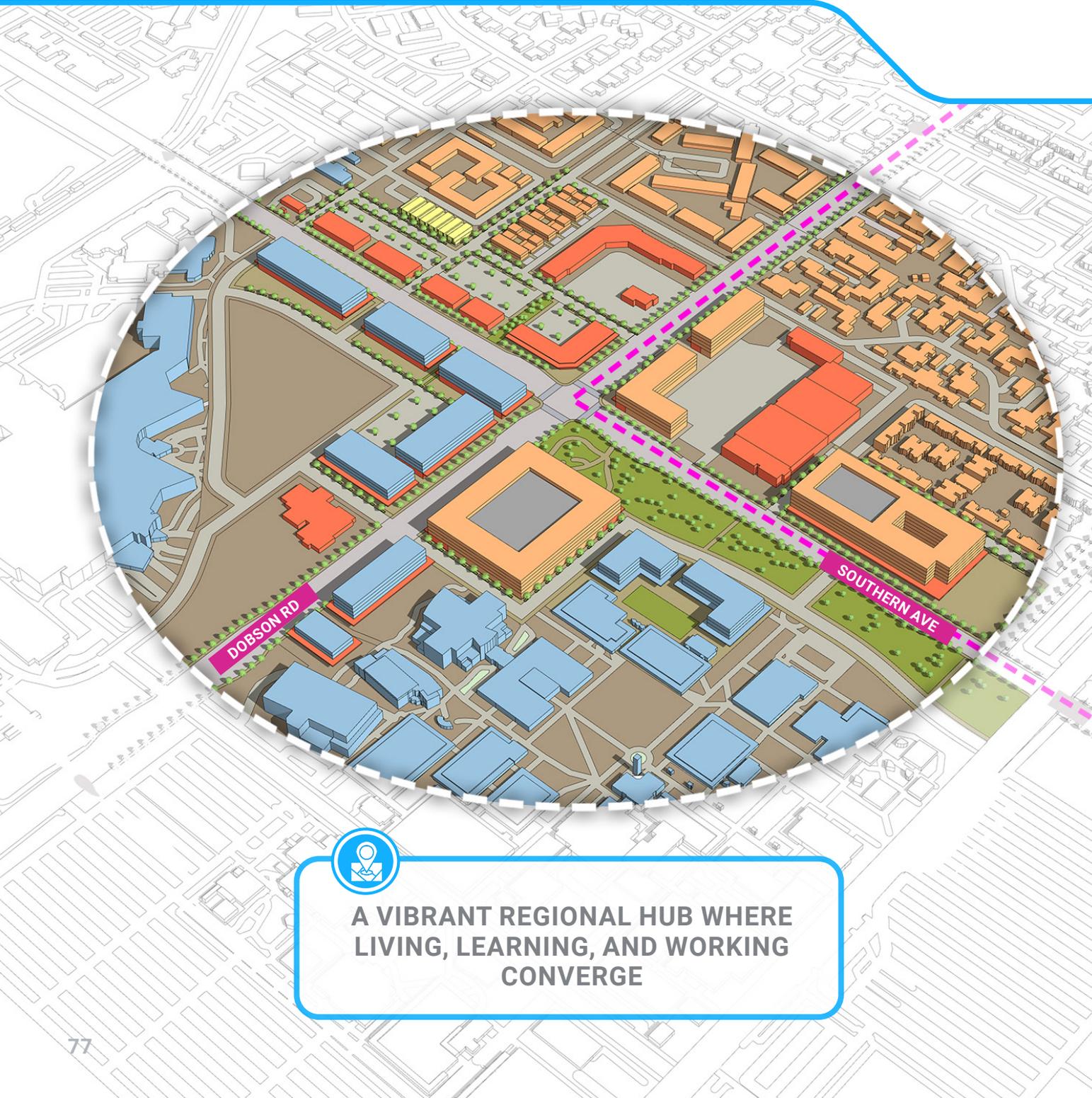
The Enable TOD Strategy prioritizes public-realm upgrades—gateway features and clear wayfinding—to connect major anchors such as Banner Desert Medical Center and Mesa Community College to the node, and pairs them with policy reforms that remove barriers to context-sensitive increases in residential density.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Regional
2050 General Plan Placetypes:	Neighborhood Center Urban Center Regional Employment Center Mixed Residential Urban Residential
Redevelopment Area:	Southwest Redevelopment Area
Planning Area:	Fiesta District
Existing Zoning Districts:	Commercial (47%) Multiple Residence (26%) Single Residence (2%) Public / Semi-Public (26%) Employment (25%)
Existing Land Use:	Commercial / Retail (19%) Industrial (2%) Office / Employment (50%) Multi-family (28%) Vacant (1%)
Population:	1,402 residents
Employment:	5,922 jobs
TOD Characteristic Score:	5 out of 20
Redevelopment Potential Score:	3.3 out of 5
Transit Readiness Score:	36 out of 50
Continuum Score:	44.3 out of 75
TOD Strategy:	Enable



## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
  - Multi-family Residential
  - Single-family Residential
  - Office / Other Employment
  - Industrial
  - Parks & Open Space
  - Future High Capacity Transit
  - Transit Node 1/4 Mile Radius
-  NORTH



**A VIBRANT REGIONAL HUB WHERE  
LIVING, LEARNING, AND WORKING  
CONVERGE**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Amend the General Plan Placetypes

- Change Placetype designations from “Neighborhood Center” to “Urban Center” on the northeast corner of Dobson Road and Southern Avenue to align with the transit node’ vision.

### Wayfinding Signage

- Install wayfinding signage to guide people to Banner Desert Medical Center, Mesa Community College (MCC), the Mesa Asian District, and other key destinations.

### Increase Residential Population and Density

- Support zoning changes to allow mixed-use development and medium-to-high-density multi-family housing to enhance vibrancy and growth.

### Crosswalk Enhancements

- Repaint the crosswalks within the Southern Avenue and Dobson Road intersection.

### Pedestrian Realm Improvements

- Reduce the number of curb cuts on the north side of Southern Avenue east of Dobson Road to enhance pedestrian safety and lower conflict points.
- Underground overhead utility lines on the east side of Dobson Road north of Southern Avenue to enable sidewalk widening.

### Shared Use Path Improvements

- Relocate the traffic signal at the southeast corner of Southern Avenue and Dobson Road out of the shared use path to improve bike access and path connections.
- Install warning signage at driveway crossings along the shared use path to alert drivers of bike traffic.
- Add painted centerline striping to separate pedestrian and biking areas.
- Plant drought-tolerant street trees or install shade structures in gaps between existing trees.





## SOUTHERN & LONGMORE

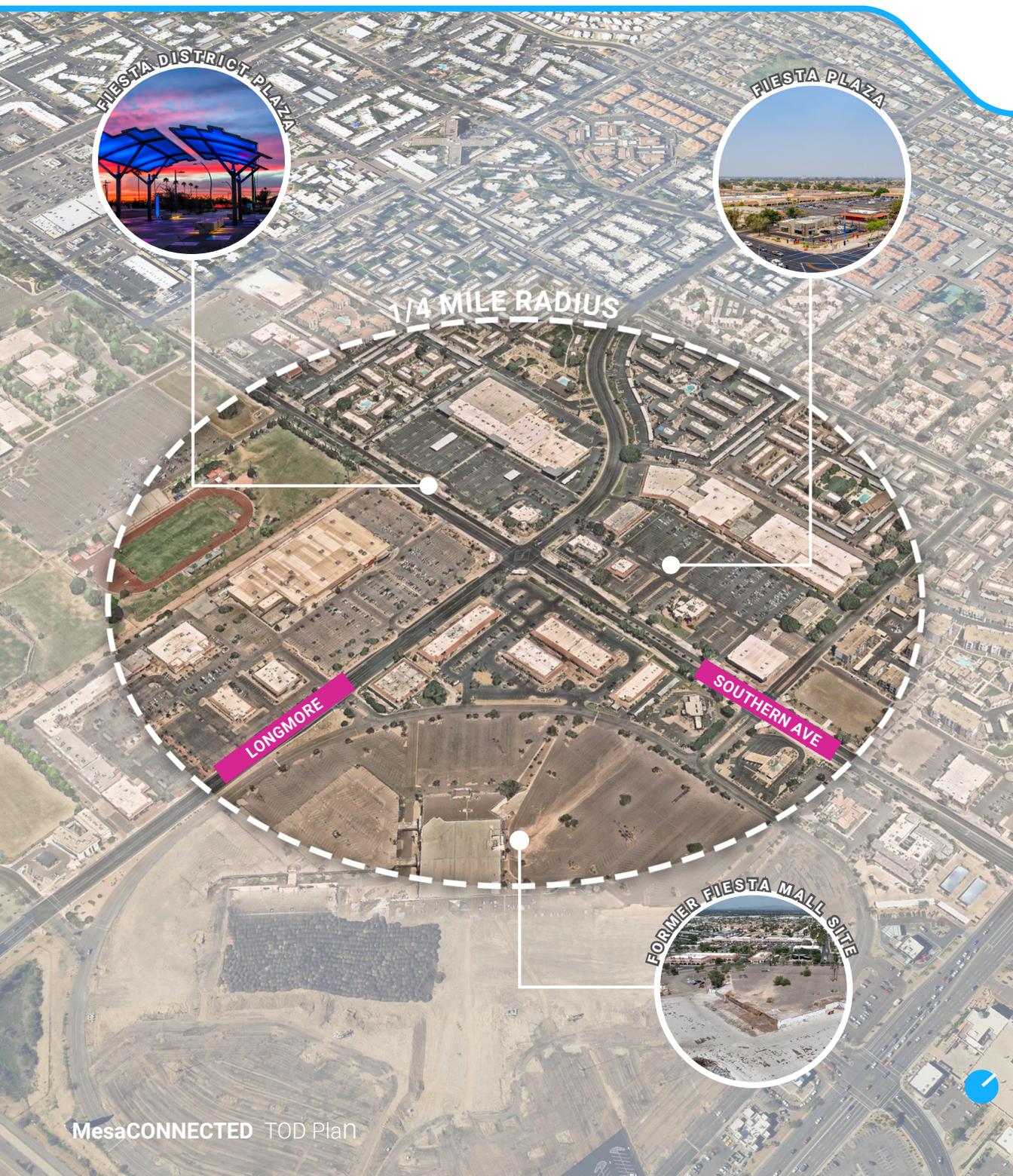
### ABOUT THIS TRANSIT NODE

The **Southern & Longmore** transit node sits at a key intersection in the Fiesta District, linking Mesa Community College to the west with the former Fiesta Mall site on Alma School Road and Southern Avenue, which is anticipated to undergo transformative redevelopment.

The transit node exhibits several TOD characteristics—pedestrian-friendly infrastructure, diverse land use, and placemaking features—and is well poised for transit-supportive redevelopment. However, its auto-oriented, big-box urban form—with large surface parking lots adjacent to the street, and frequent curb cuts—currently limits its full potential.

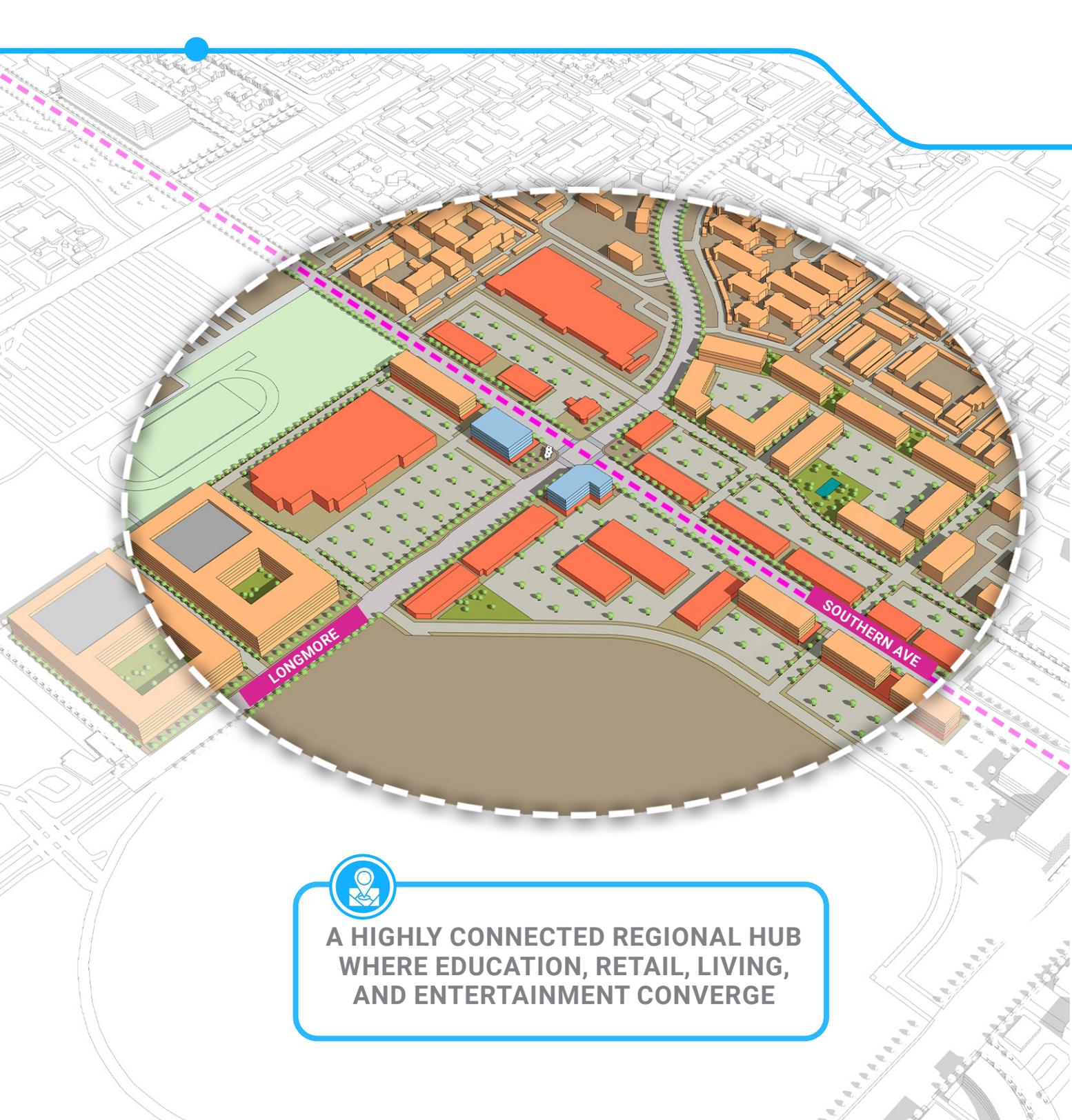
The Accelerate TOD Strategy leverages the anticipated redevelopment of Fiesta Mall into a regional destination to unlock the surrounding area's potential and lower barriers to complementary redevelopment that follows suit.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Regional
2050 General Plan Placetypes:	Regional Center Urban Residential
Redevelopment Area:	Southwest Redevelopment Area
Planning Area:	Fiesta District
Existing Zoning Districts:	Commercial (48%) Multiple Residence (26%) Infill Incentive (16%) Public / Semi-Public (10%)
Existing Land Use:	Commercial / Retail (54%) Office / Employment (19%) Multi-family (24%) Vacant (3%)
Population:	1,347 residents
Employment:	1,370 jobs
TOD Characteristic Score	6 out of 20
Redevelopment Potential Score:	4.3 out of 5
Transit Readiness Score:	40 out of 50
Continuum Score:	50.3 out of 75
TOD Strategy:	Accelerate



## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius



**A HIGHLY CONNECTED REGIONAL HUB  
WHERE EDUCATION, RETAIL, LIVING,  
AND ENTERTAINMENT CONVERGE**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Crosswalk Enhancements

- Repaint the crosswalks within the Southern Avenue/Longmore intersection.
- Install high-visibility crosswalk markings at the Southern Avenue/Stewart intersection.

### Pedestrian Realm Improvements

- Relocate traffic signals obstructing sidewalks at Southern Avenue/Longmore (northeast corner) and Southern Avenue/Stewart (northeast and southeast corners).
- Underground overhead utility lines on both sides of Stewart to enable sidewalk widening.
- Plant drought-tolerant shade trees along Longmore.
- Reduce the number of curb cuts on the north side of Southern Avenue west of Longmore to lower conflict points.

### Shared Use Path Improvements

- Install warning signage at driveway crossings along the shared use path to alert drivers of bike traffic.
- Add painted centerline striping to separate pedestrian and biking areas.

### Signage

- Install wayfinding signage to guide people to Banner Desert Medical Center, Mesa Community College, the Asian District, and other key destinations.
- Consider establishing an off-site sign overlay district to facilitate public-private partnerships and earmark a portion of sign revenues for arts, placemaking, and redevelopment programs within the area.

### Increase Residential Population and Density

- Support zoning changes to allow for medium- and high-density housing west of Longmore and south of Southern Avenue.

### Enhance Public Spaces

- Improve the urban plazas on Southern Avenue with seating, lighting, public art, and landscaping to build upon existing Fiesta District placemaking efforts.
- Support the creation of adaptable public spaces that accommodate community events, markets, and pop-up businesses, with built-in shade, seating, and power/water to enable easy activation.





# SOUTHERN & ALMA SCHOOL

## ABOUT THIS TRANSIT NODE

The **Southern & Alma School** transit node—located at the Alma School Road and Southern Avenue intersection—is a critical location along the Corridor, containing the 80-acre former Fiesta Mall site. This transit node is poised to undergo transformative redevelopment and will be major regional attraction.

Existing assets—shaded plazas, a multi-use path along Southern Avenue, placemaking elements, and direct access to the US 60—provide a strong platform for transit-supportive growth.

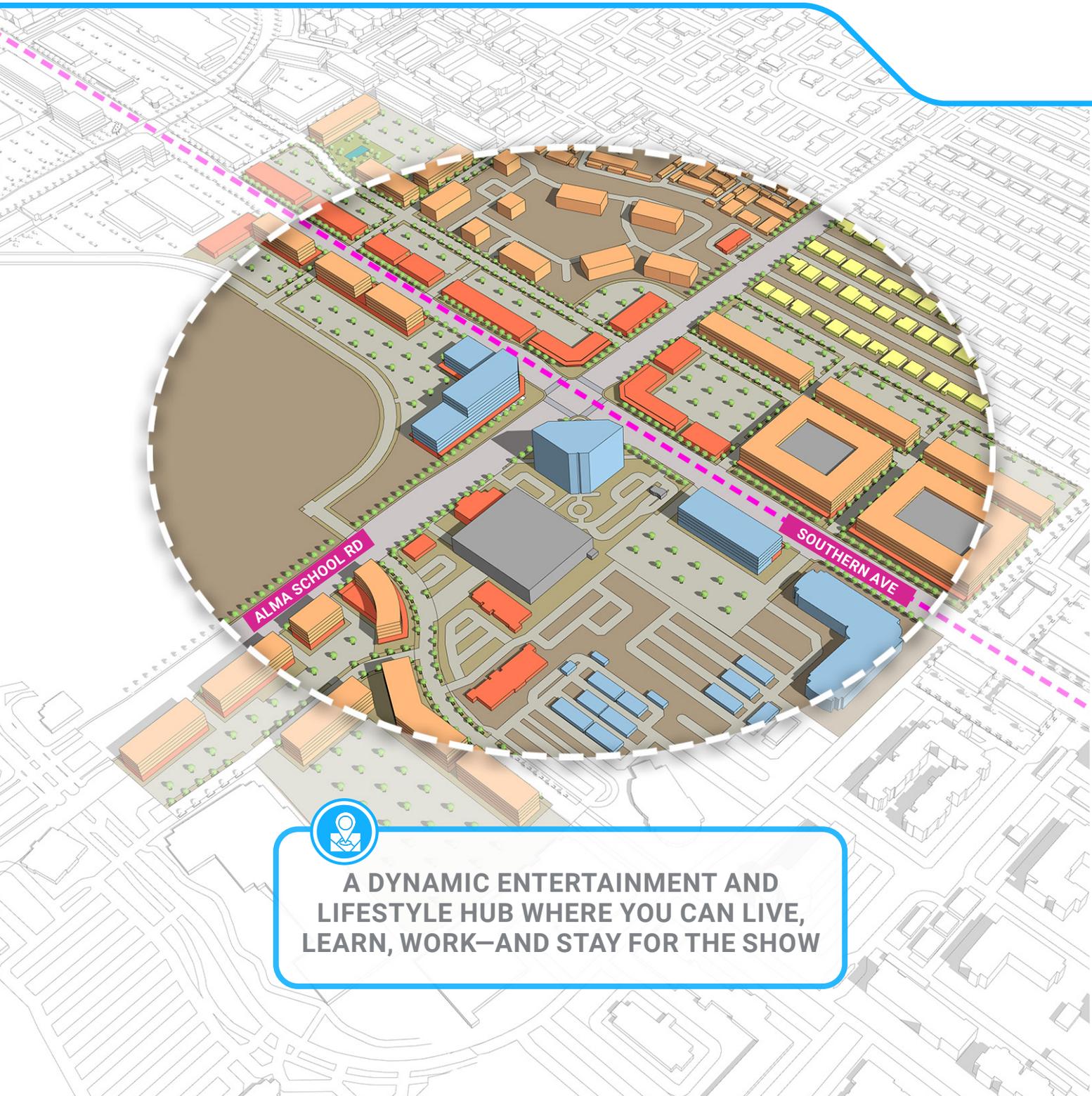
The recommended Accelerate TOD Strategy focuses on coordinated infrastructure improvements, enhanced public spaces, and supportive development policies that enable mixed-use growth. These efforts will accelerate the evolution of walkable blocks, a balanced mix of housing, neighborhood retail, community spaces, and employment opportunities, positioning this transit node as one of Mesa’s most connected, people scaled districts that capitalizes on the significance of the Fiesta Mall redevelopment.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Regional
2050 General Plan Placetypes:	Regional Center Traditional Residential Urban Residential
Redevelopment Area:	Southwest Redevelopment Area
Planning Area:	Fiesta District
Existing Zoning Districts:	Commercial (54%) Multiple Residence (17%) Single Residence (8%) Infill Incentive (19%) Public / Semi-Public (3%)
Existing Land Use:	Commercial / Retail (53%) Office / Employment (17%) Multi-family (7%) Single-family (10%) Vacant (15%)
Population:	1,183 residents
Employment:	2,071 jobs
TOD Characteristic Score:	7 out of 20
Redevelopment Potential Score:	4.3 out of 5
Transit Readiness Score:	38 out of 50
Continuum Score:	49.3 out of 75
TOD Strategy:	Accelerate



## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius



**A DYNAMIC ENTERTAINMENT AND  
LIFESTYLE HUB WHERE YOU CAN LIVE,  
LEARN, WORK—AND STAY FOR THE SHOW**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Parking Garage

- Encourage the construction of a parking garage to absorb peak/event parking demand and enable the conversion of surface parking lots to active uses.

### Signage

- Install wayfinding signage to guide people to Banner Desert Medical Center, Mesa Community College, the Mesa Asian District, and other key destinations.
- Consider establishing an off-site sign overlay district to facilitate public-private partnerships and earmark a portion of sign revenues for arts, placemaking, and redevelopment programs within the area.

### Crosswalk Enhancements

- Repaint the crosswalks at the Southern Avenue and Alma School Road intersection.

### Design Guidelines

- Update the Fiesta District Design Guidelines to guide development and enhance the character of the Fiesta District.

### Bicycle Infrastructure Improvements

- Stripe continuous bike lane markings through the intersection for north-south and east-west continuity.

### Pedestrian Realm Improvements

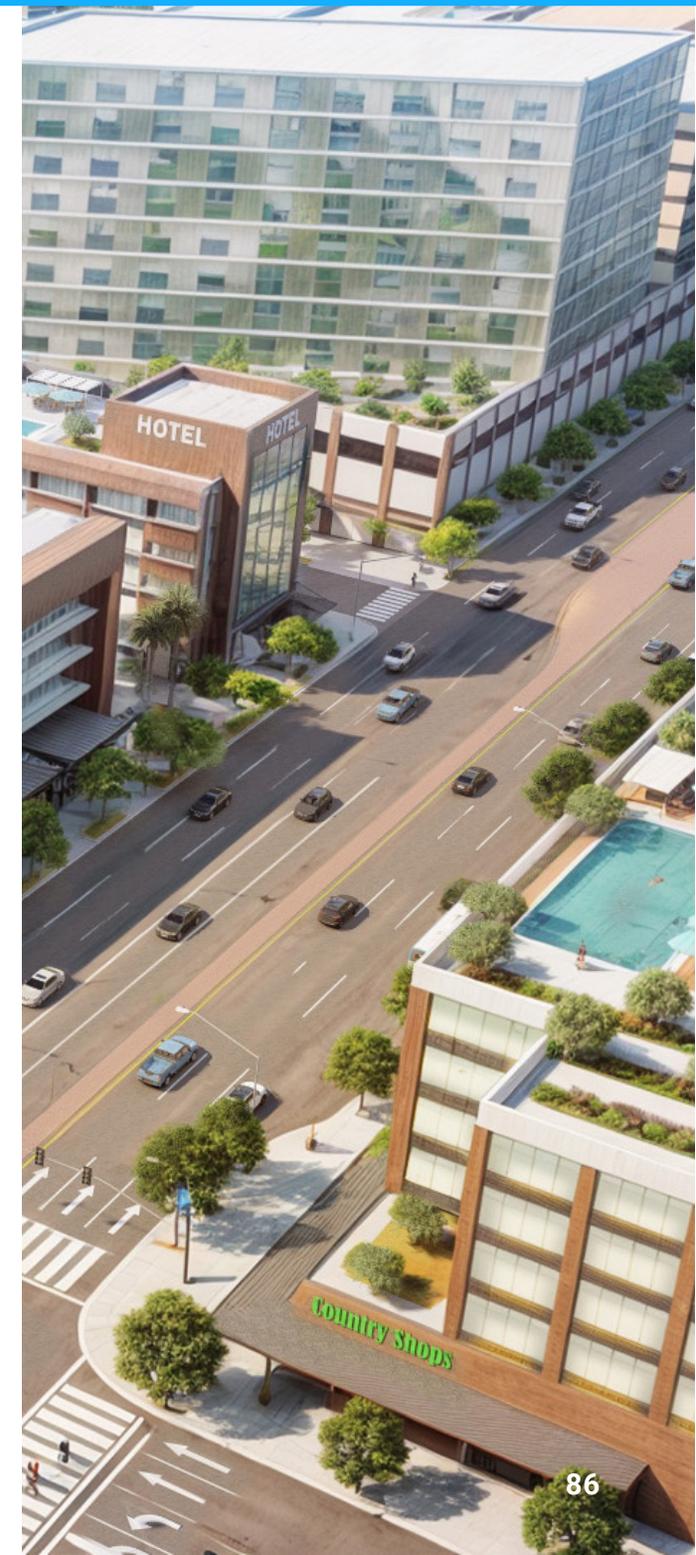
- Underground overhead utility lines north of Southern Avenue to enable sidewalk widening.
- Relocate the light pole in front of Alveno College out of the sidewalk to remove the obstruction.

### Increase Residential Population and Density

- Support the transition of auto-centric uses to higher-density residential and mixed-use developments over time to create a vibrant, walkable neighborhood that prioritizes transit access.

### Flexible Public Spaces

- Support the creation of adaptable public spaces that accommodate community events, markets, and pop-up businesses, with built-in shade, seating, and power/water to enable easy activation.





## SOUTHERN & EXTENSION

### ABOUT THIS TRANSIT NODE

The **Southern & Extension** transit node features a mix of small commercial properties, single family neighborhoods, and larger multi-family developments. The transit node benefits from proximity to Kleinman Park and Ida Redbird Elementary School, creating opportunities to serve families and establish safe pedestrian and bicycle connections that support transit use.

However, outdated commercial strip centers and auto-centric uses on the northwest, northeast, and southeast corners limit a walkable TOD urban form. Redevelopment is also constrained by small fragmented parcels with diverse ownership.

Under the Enable TOD Strategy, context-sensitive development policies will enable higher-density residential growth while protecting existing neighborhood character. Park connectivity enhancements and Safe Routes to School initiatives, combined with infrastructure improvements and design standards, will create a more connected, people-scaled environment that integrates families, transit access, and existing neighborhoods while facilitating appropriate development opportunities.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Neighborhood
2050 General Plan Placetypes:	Regional Center
	Local Employment Center
	Traditional Residential
	Urban Residential
Redevelopment Area:	Southwest Redevelopment Area
Planning Area;	N/A
Existing Zoning Districts:	Commercial (37%)
	Multiple Residence (18%)
	Single Residence (37%)
	Public / Semi-Public (8%)
	Commercial / Retail (11%)
Existing Land Use:	Industrial (1%)
	Office / Employment (26%)
	Multi-family (22%)
	Single-family (37%)
Population:	1,499 residents
Employment:	601 jobs
TOD Characteristic Score:	7 out of 20
Redevelopment Potential Score:	3 out of 5
Transit Readiness Score:	36 out of 50
Continuum Score:	46 out of 75
TOD Strategy:	Enable



## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius



**A WALKABLE NEIGHBORHOOD HUB  
THAT PLACES SCHOOLS, PARKS, AND  
ESSENTIALS WITHIN EASY REACH**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Increase Residential Population and Density

- Replace auto-centric uses with higher-density residential and mixed-use developments to create a vibrant, walkable, transit-oriented neighborhood.

### Context-sensitive Design

- Require context-sensitive design for multi-family, commercial, and employment uses adjacent to single-family residential areas, including stepped building heights, modulated massing, and enhanced landscaping to ensure compatibility and minimize impact.

### Safe Routes to School

- Establish Safe Routes to School to Ida Redbird Elementary, adding dedicated pathways, improved crossings, and clear wayfinding within the transit node.

### Bicycle Infrastructure Improvements

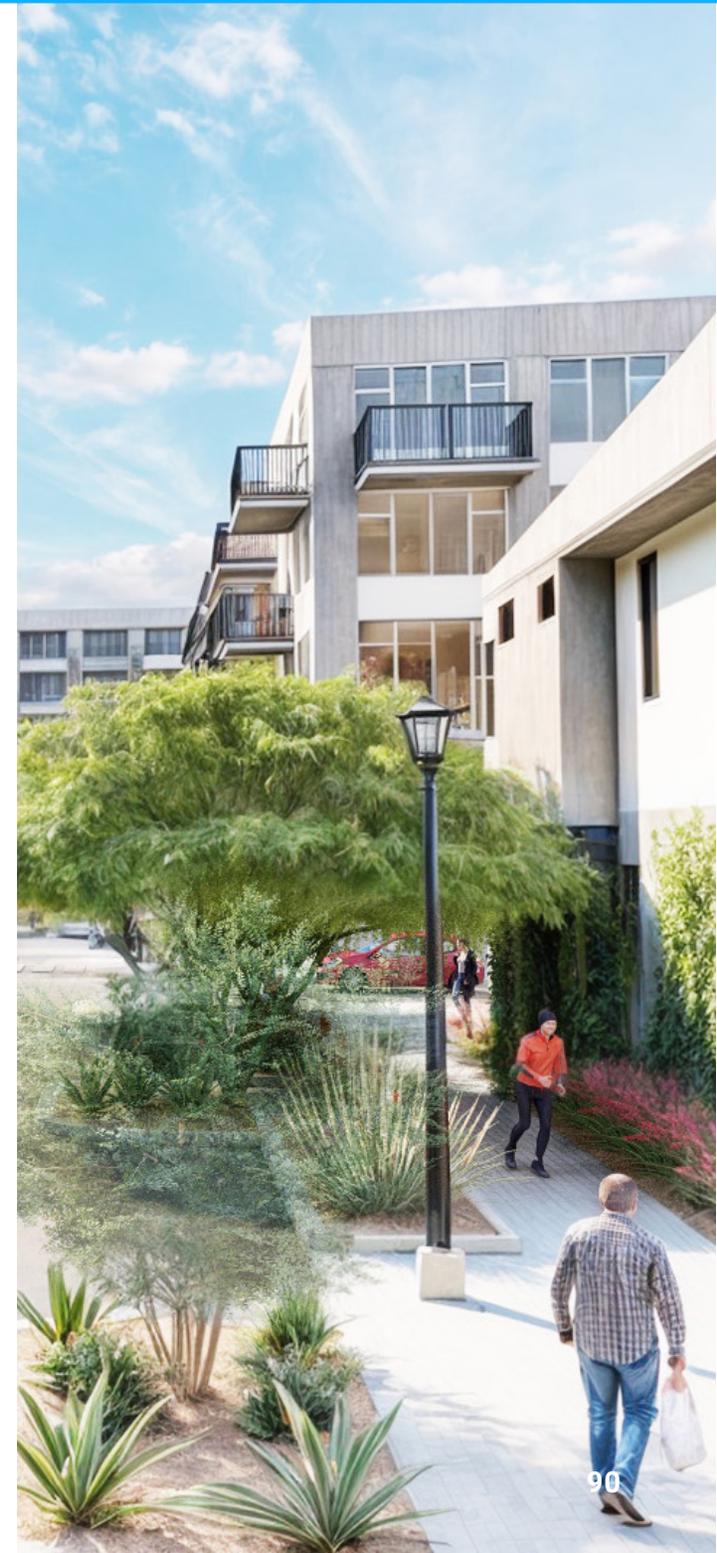
- Stripe continuous bike lane markings through the intersection for north-south and east-west continuity.

### Kleinman Park Enhancement

- Strengthen Kleinman Park as a community anchor with improved pedestrian connections, wayfinding, and complementary programming that better integrates the park with the transit node.

### Pedestrian Realm Improvements

- Underground utility lines on the west side of Extension north of Southern Avenue to enable sidewalk widening.
- With redevelopment, require public realm improvements along arterial frontages (e.g., wider sidewalks, shade, and seating).





# SOUTHERN & COUNTRY CLUB

## ABOUT THIS TRANSIT NODE

The **Southern & Country Club** transit node links urban and suburban neighborhoods while serving as a southern gateway into Downtown Mesa.

The transit node shows strong transit readiness—with demographics favorable to transit use and supportive densities—but near-term potential is constrained by frequent curb cuts along Country Club Drive, underutilized parking lots, and small, auto-oriented parcels that fragment the Corridor and hinder cohesive development.

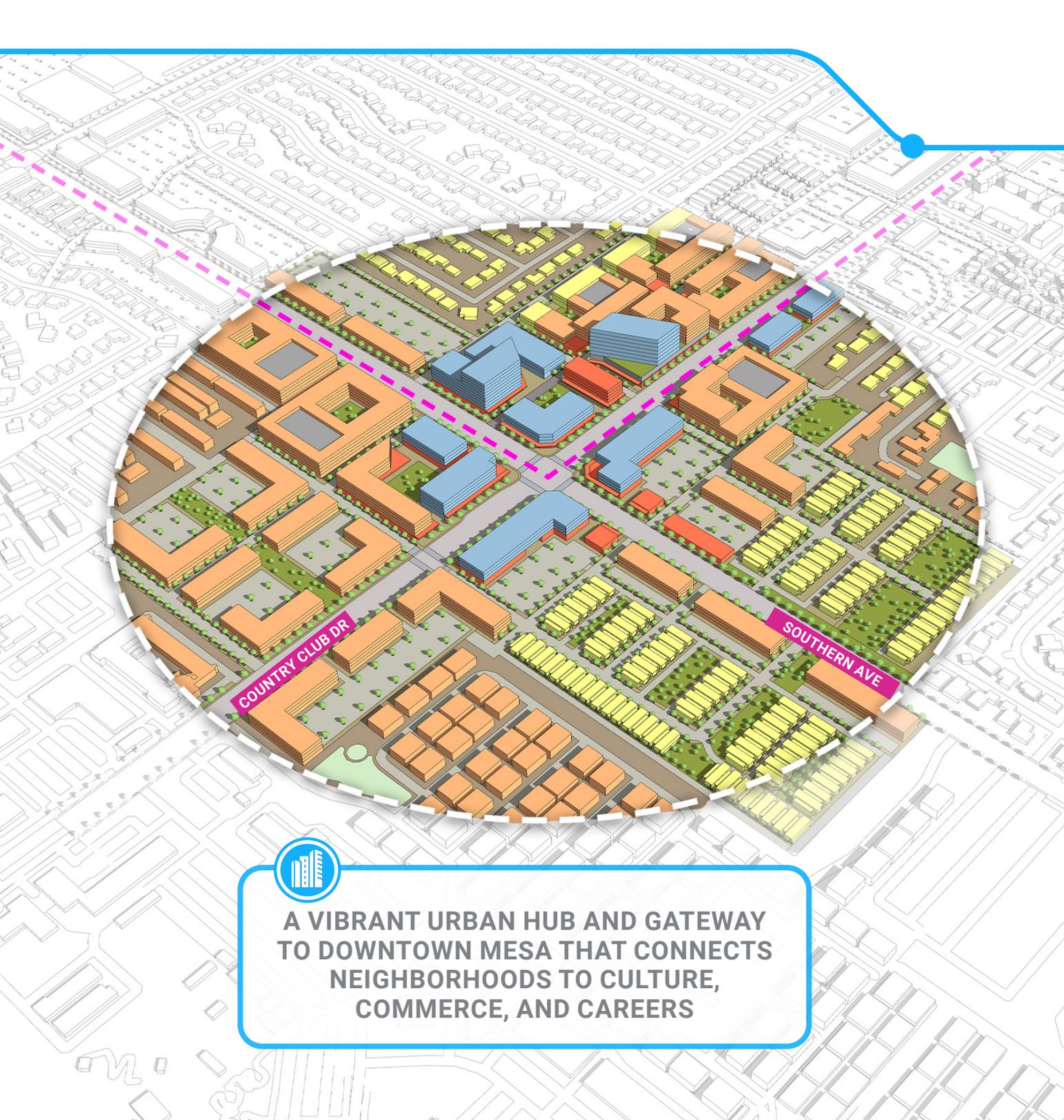
Under the Accelerate TOD Strategy, foundational actions will target infill and site assembly to create finer-grained blocks, enhance pedestrian and bicycle infrastructure, add green spaces, and encourage active ground floors—stitching the transit node into a cohesive, mixed-use district with seamless transit access.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Urban
2050 General Plan Placetypes:	Neighborhood Center Urban Center Local Employment Center Traditional Residential Mixed Residential Urban Residential
Redevelopment Area:	Southwest Redevelopment Area
Planning Area:	N/A
Existing Zoning Districts:	Commercial (50%) Multiple Residence (25%) Single Residence (11%) Employment (14%)
Existing Land Use:	Commercial / Retail (48%) Industrial (12%) Office / Employment (6%) Multi-family (14%) Single-family (20%)
Population:	1,258 residents
Employment:	1,631 jobs
TOD Characteristic Score:	6 out of 20
Redevelopment Potential Score:	4.2 out of 5
Transit Readiness Score:	40 out of 50
Continuum Score:	50.2 out of 75
TOD Strategy:	Accelerate



## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius



NORTH



**A VIBRANT URBAN HUB AND GATEWAY  
TO DOWNTOWN MESA THAT CONNECTS  
NEIGHBORHOODS TO CULTURE,  
COMMERCE, AND CAREERS**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Pedestrian Realm Improvements

- Relocate the irrigation box on the northwest corner of Country Club Drive and Southern Avenue further north to enable sidewalk widening.
- Relocate the overhead utility lines on the north side of Southern Avenue to enable sidewalk widening.
- Relocate traffic signals within the sidewalk on the northeast and southeast corners of Country Club Drive and Southern to eliminate the obstruction.
- Require redevelopment along Southern Avenue to include public realm improvements such as wider sidewalks, shade structures, and seating areas, as well as smaller urban blocks that provide better connectivity into surrounding neighborhoods.

### Crosswalk Enhancements

- Stripe high-visibility crosswalk markings on all legs of the Country Club Drive and Southern Avenue intersection.

### Affordable Housing

- Support the reinvestment or gradual redevelopment of the Fiesta Village recreational vehicle park to maintain and expand affordable housing options.

### Amend the General Plan Placetypes

- Change Placetype designations from “Local Employment Center” and “Neighborhood Center” on the northeast corner of Southern Avenue and Country Club Drive to “Urban Center” to align with the transit node’s vision.

### Context-sensitive Design

- Require context-sensitive design for multi-family, commercial, and employment uses adjacent to single residence areas, including stepped heights, modulated massing, and enhanced landscaping to ensure compatibility and minimize impacts.

### Employment Hub

- Replace auto-centric uses with office uses to create a concentrated employment center.





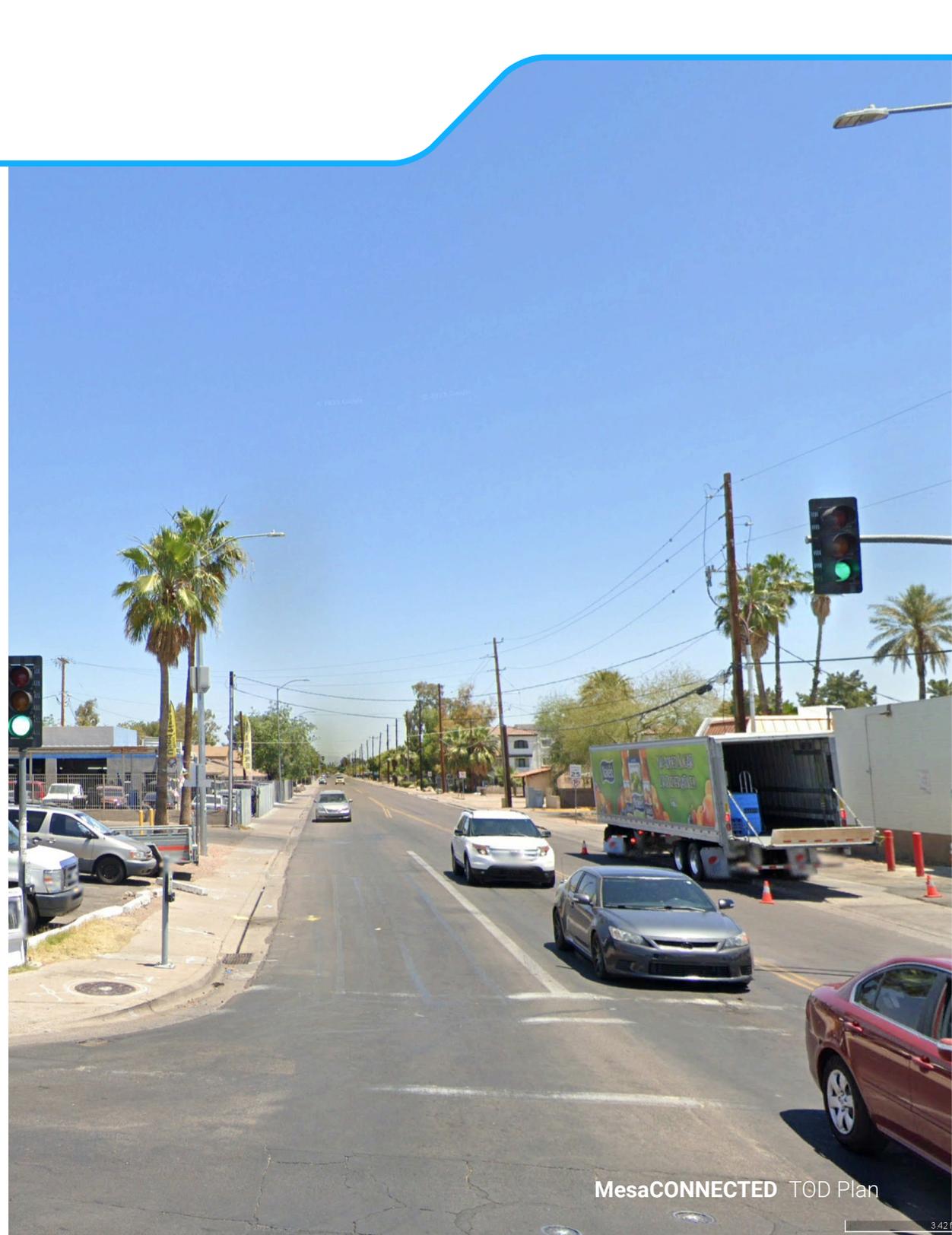
## COUNTRY CLUB & 8TH

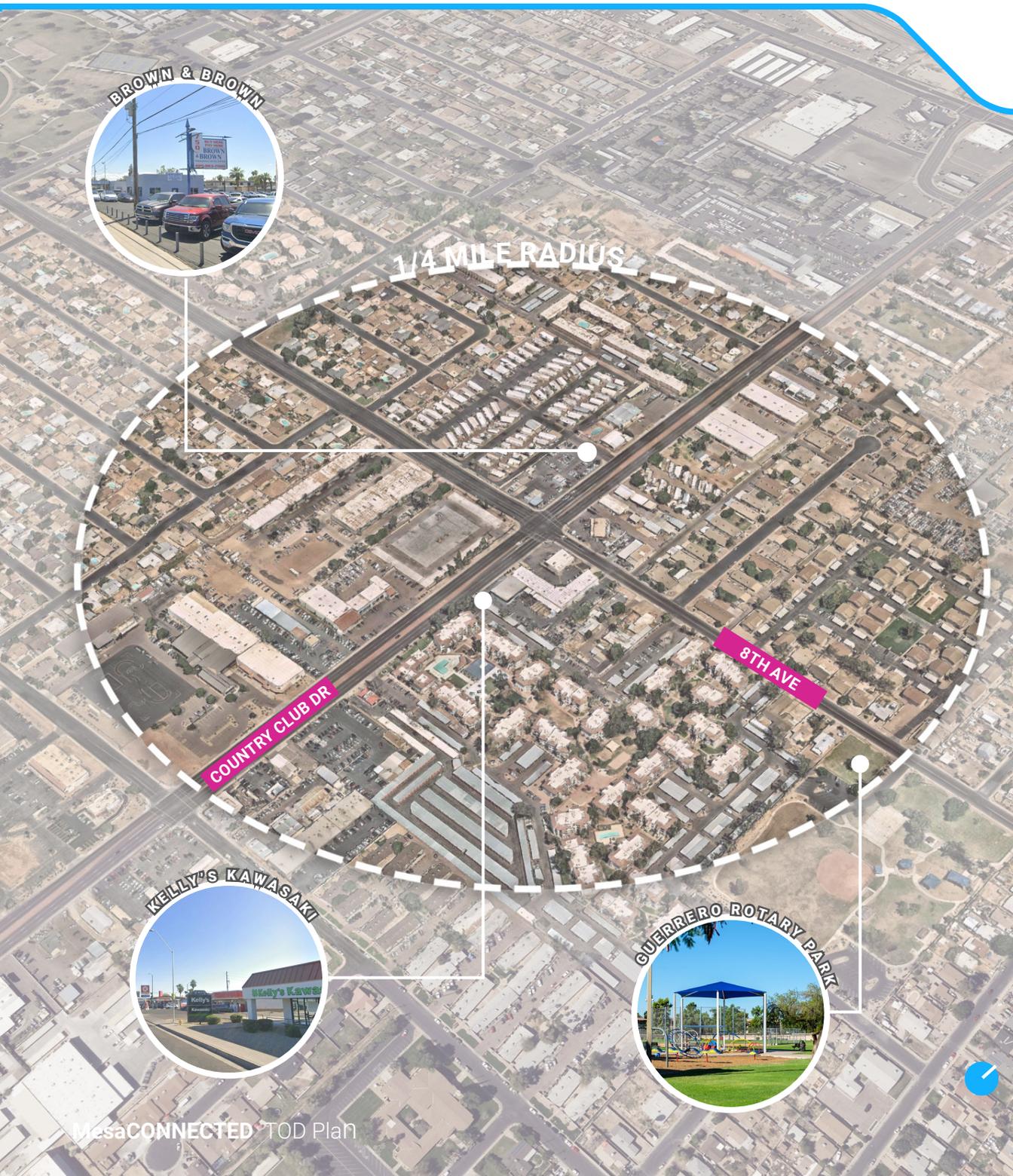
### ABOUT THIS TRANSIT NODE

The **Country Club & 8th** transit node spans diverse neighborhoods—including mobile home communities, multi-family, and single family housing.

Small, shallow commercial parcels along Country Club Drive; auto-oriented uses such as body shops and used car lots; lack of dedicated bike facilities; and narrow, poorly equipped sidewalks along busy streets; low building heights; and limited amenities hinder walkability and create challenges for transit oriented development.

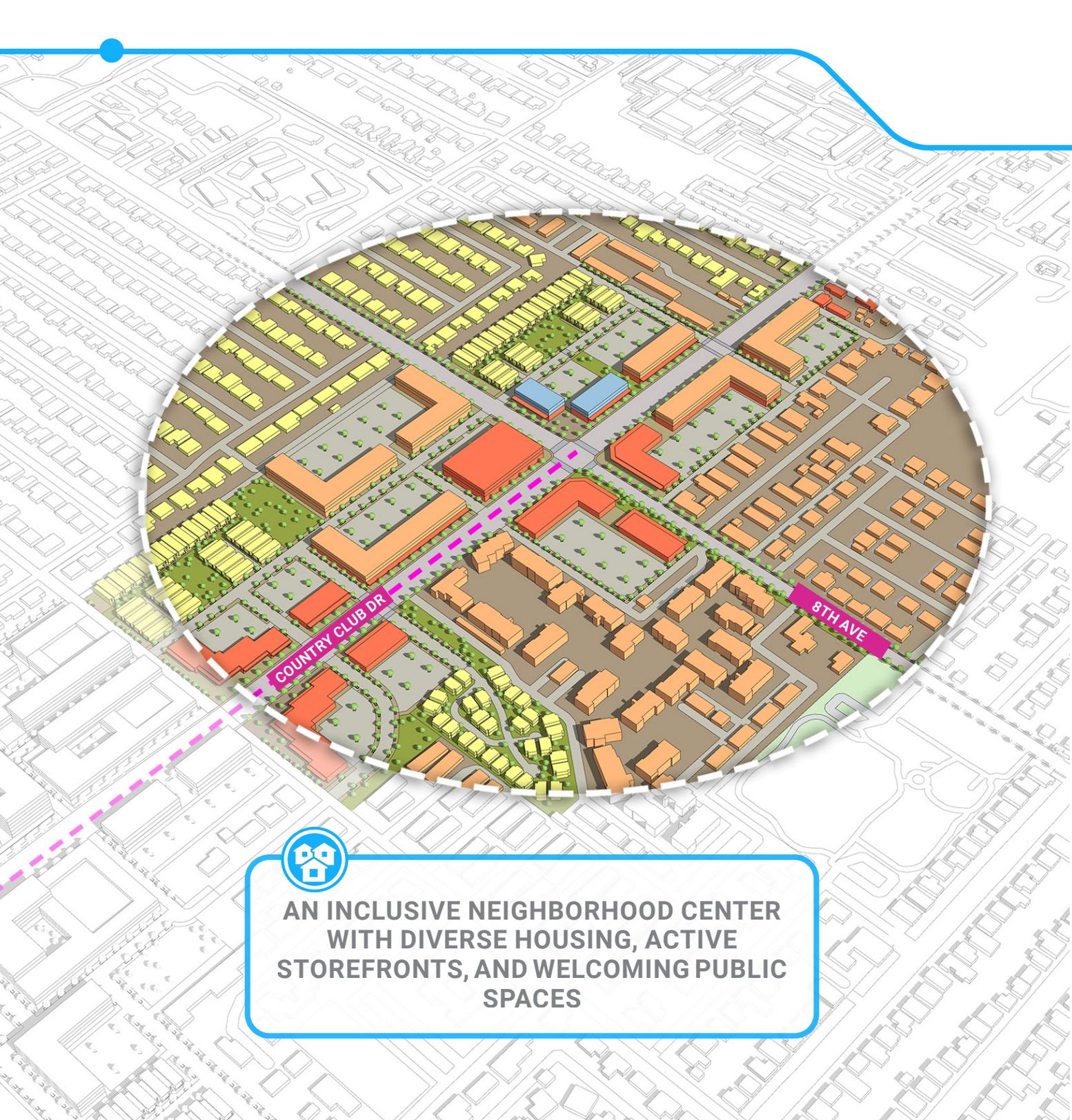
Under the Enable TOD Strategy, foundational steps focus on public realm upgrades, corridor planning, and site assembly for future mixed-use infill. Strengthening connections to Guerrero Rotary Park, and incorporating design elements that celebrate the Guerrero neighborhood's Latino heritage will strengthen community identity, improve daily access, and position the area for successful redevelopment.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Neighborhood
2050 General Plan Placetypes:	Urban Center
	Local Employment Center
	Urban Residential
	Parks & Open Space
Redevelopment Area:	Southwest Redevelopment Area
Planning Area:	N/A
Existing Zoning Districts:	Commercial (41%)
	Multiple Residence (37%)
	Single Residence (20%)
	Employment (3%)
Existing Land Use:	Commercial / Retail (16%)
	Industrial (13%)
	Office / Employment (1%)
	Multi-family (35%)
	Single-family (31%)
	Parks & Open Space (3%)
Population:	2,790 residents
Employment:	389 jobs
TOD Characteristic Score:	6 out of 20
Redevelopment Potential Score:	3 out of 5
Transit Readiness Score:	40 out of 50
Continuum Score:	49 out of 75
TOD Strategy:	Enable



## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius
- NORTH



**AN INCLUSIVE NEIGHBORHOOD CENTER  
WITH DIVERSE HOUSING, ACTIVE  
STOREFRONTS, AND WELCOMING PUBLIC  
SPACES**

## TRANSIT NODE DESIGN CONSIDERATIONS

### Pedestrian Realm Improvements

- Underground overhead utility lines on the west side of Country Club Drive south of 8th Avenue to enable sidewalk widening.
- Relocate the pedestrian crossing signal at the northeast corner of Country Club Drive and 8th Avenue out of sidewalk to remove the obstruction.
- Require redevelopment along Southern Avenue to include public realm improvements such as wider sidewalks, shade structures, and seating areas.
- Stripe high-visibility crosswalk markings on all legs of the Country Club Drive and 8th Avenue intersection.

### Bicycle Infrastructure Improvements

- Paint sharrow markings on 8th Avenue east of Country Club Drive.

### Cultural Identity

- Incorporate design elements that celebrate the Guerrero neighborhood's cultural heritage through public art, distinctive paving, colors, signage, and landscaping.

### Affordable Housing

- Support the reinvestment or gradual redevelopment of the Karmella Mobile Home & RV Park to maintain and expand affordable housing options.

### Increase Residential Population and Density

- Replace auto-centric uses with higher-density residential and mixed-use developments to create a vibrant, walkable, transit-oriented neighborhood.

### Context-Sensitive Design

- Require context-sensitive design for multi-family, commercial, and employment uses adjacent to single-family areas, including stepped heights, modulated massing, and enhanced landscaping to ensure compatibility and minimize impacts.

### Corner Treatments

- Enhance the northwest and southwest corners of the Country Club Drive and 8th Avenue with public art, seating, shade, signage, and enhanced landscaping.





## COUNTRY CLUB & MAIN

### ABOUT THIS TRANSIT NODE

The **Country Club & Main** transit node anchors the western edge of Downtown Mesa and will serve as a key connection point linking the MesaCONNECTED Corridor to the regional Valley Metro light rail network.

The transit node has the fundamental building blocks for TOD—including frequent, high-capacity transit, underutilized parcels ready for reinvestment, proximity to jobs and services, and a street grid that supports safe, multi-modal access.

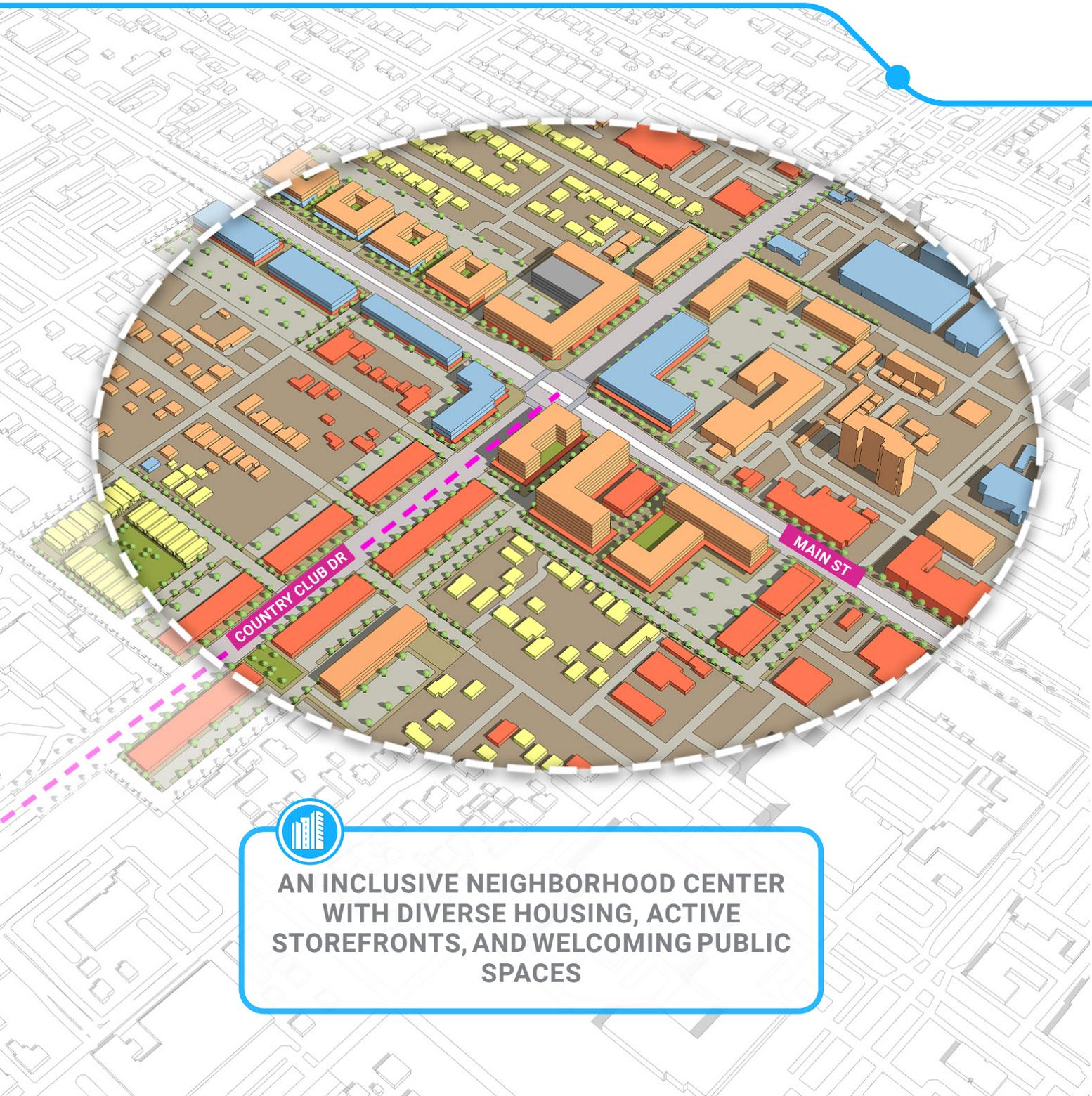
Under the Accelerate TOD Strategy, targeted actions will reposition auto-oriented sites into mixed-use blocks, bringing buildings to the sidewalk with active ground floors, shared or wrapped parking, and upper story multi-family housing. These improvements will continue the momentum and transformation underway in the core of Downtown Mesa.





## TRANSIT NODE SNAPSHOT

Transit Node Classification:	Urban
2050 General Plan Placetypes:	Downtown
Redevelopment Area:	Southwest Redevelopment Town Center Redevelopment Area
Planning Area:	Downtown
Existing Zoning Districts:	Commercial (41%) Downtown (56%) Multiple Residence (12%) Single Residence (5%) Transect Zone (8%)
Existing Land Use:	Commercial / Retail (42%) Industrial (8%) Office / Employment (18%) Multi-family (6%) Single-family (23%) Vacant (4%)
Population:	762 residents
Employment:	744 jobs
TOD Characteristic Score:	8 out of 20
Redevelopment Potential Score:	2.3 out of 5
Transit Readiness Score:	32 out of 50
Continuum Score:	42.3 out of 75
TOD Strategy:	Accelerate



COUNTRY CLUB DR

MAIN ST



**AN INCLUSIVE NEIGHBORHOOD CENTER  
WITH DIVERSE HOUSING, ACTIVE  
STOREFRONTS, AND WELCOMING PUBLIC  
SPACES**

## ILLUSTRATIVE CONCEPT PLAN

### Legend

- Commercial / Retail
- Multi-family Residential
- Single-family Residential
- Office / Other Employment
- Industrial
- Parks & Open Space
- Future High Capacity Transit
- Transit Node 1/4 Mile Radius



## TRANSIT NODE DESIGN CONSIDERATIONS

### Pedestrian Realm Improvements

- Improve the pedestrian experience along routes Country Club Drive by adding shade trees, street furniture, green infrastructure and pedestrian-scale lighting where space allows.

### Corner Treatments

- Enhance the northeast and southwest corners at Main Street and Country Club Drive with monument signage, shade structures, public art, etc.

### Infill and Lot Consolidation

- Encourage infill and/or lot consolidation of vacant and or underutilized parcels south of Mahoney Avenue for middle housing.

### Increase Residential Population and Density

- Replace auto-centric uses with higher-density residential and mixed-use developments to create a vibrant, walkable, transit-oriented neighborhood.

### Signage

- Install wayfinding signage to guide people to major destinations including the light rail station, Downtown, and the Mesa Arts Center.
- Consider establishing an off-site sign overlay district to facilitate public-private partnerships and earmark a portion of sign revenues for arts, placemaking, and redevelopment programs within the area.

### Flexible Public Spaces

- Support the creation of adaptable public spaces that accommodate community events, markets, and pop-up businesses, with built-in shade, seating, and power/water to enable easy activation.





05

**IMPLEMENTATION  
& ACTION PLAN**

# INTRODUCTION

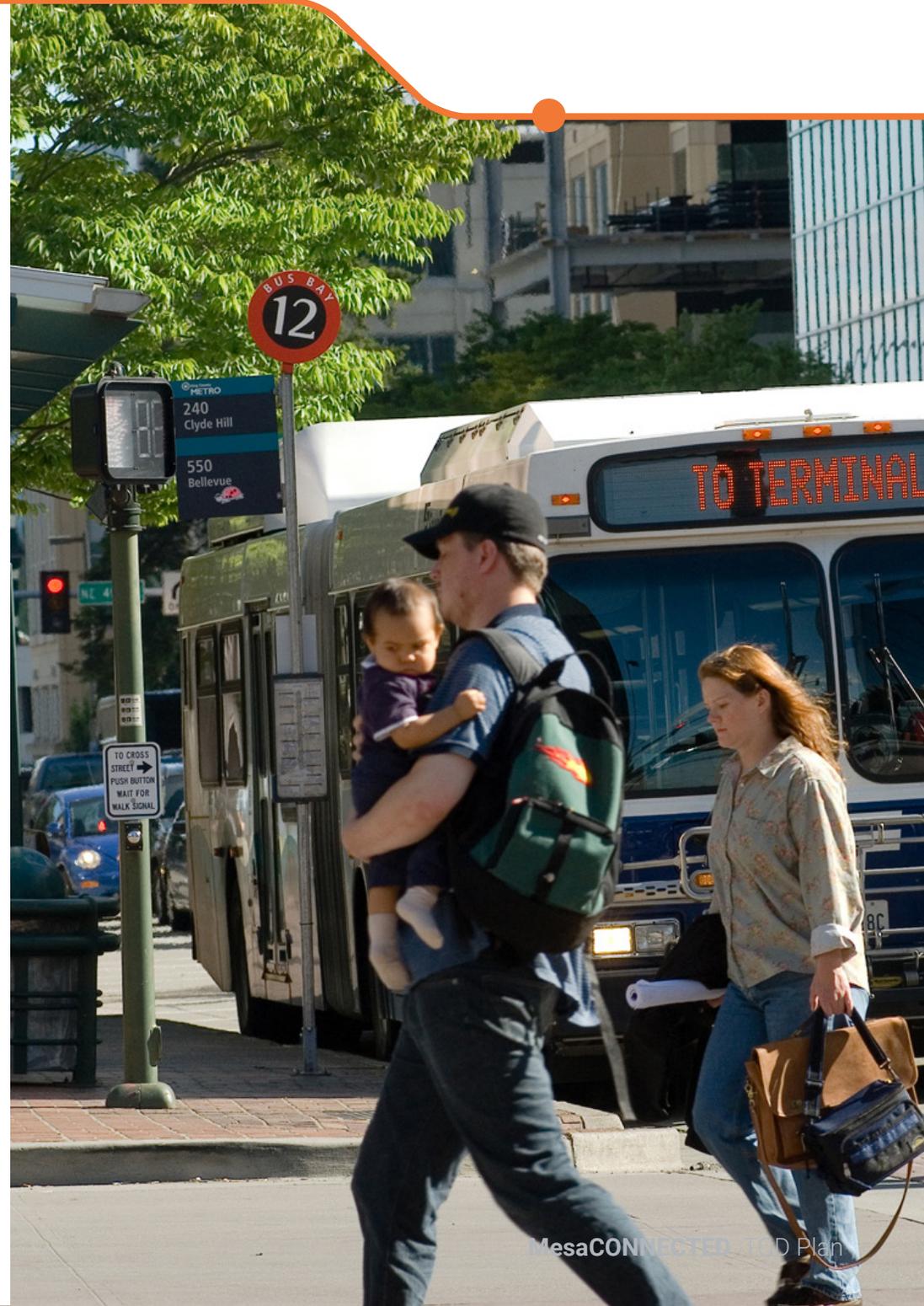
This chapter turns the MesaCONNECTED Corridor Vision and Guiding Principles into a practical, implementable Action Plan. Actions are organized under the Plan's five Guiding Principles and their supporting strategies, so readers can see exactly how each task advances the community's vision. In many cases, multiple actions work together to deliver a single outcome.

The Action Plan is intended to be a living document. City staff will use it to guide work programs, inform the annual budget and CIP, pursue grants, and report progress to the community. As conditions change, actions can be updated, added, or retired through routine plan maintenance.

## HOW TO READ THE ACTION PLAN

The Action Plan table includes the following elements:

- **Action:** Actions detail specific tasks, initiatives, or projects. They are aligned under the overarching Guiding Principles and Strategies.
- **Strategies:** The Tomorrow's Mesa's 2050 General Plan Strategies that the Actions implement.
- **Status:** The status indicates the status of each Action to allow tracking and progress. Status includes:
  - Not Started
  - In Progress
  - Complete
- **Responsibility:** Specifies which City departments are responsible for executing each Action.



## GUIDING PRINCIPLES AND STRATEGIES



### STRONG NEIGHBORHOODS (SN)

- SN1.** Promote a diverse mix of housing types accessible to all income levels and life stages.
- SN2.** Facilitate infill of small, by-passed, parcels within the Corridor.
- SN3.** Support redevelopment and reinvestment of existing sites within the Corridor.
- SN4.** Improve community safety through design.
- SN5.** Encourage the preservation and revitalization of existing housing stock within the Corridor.



### COMPLETE CONNECTIONS (CC)

- CC1.** Encourage mixed-use, higher density development around transit stations.
- CC2.** Provide safe and accessible pedestrian and bike connections to transit stations.
- CC3.** Employ clear, intuitive signage and wayfinding systems to help users navigate between transportation options at transit stations.



### SUSTAINABLE DEVELOPMENT (SD)

- SD1.** Preserve, strengthen, and enhance community open space.
- SD2.** Provide ample shade in areas of high pedestrian activity and along primary circulation routes.
- SD3.** Enhance and expand green infrastructure throughout the Corridor.



### PLACEMAKING (PL)

- PL1.** Promote the design of flexible, multi-functional spaces.
- PL2.** Integrate local art, cultural identity, and tourism assets in new development.
- PL3.** Foster high-quality placemaking projects and events to activate public spaces.



### ECONOMIC GROWTH (EG)

- EG1.** Attract and retain target industries.
- EG2.** Support local entrepreneurs and small businesses.
- EG3.** Develop strong retail and hospitality centers.
- EG4.** Strengthen public-private partnerships and leverage catalyst sites.
- EG5.** Expand and strengthen infill and redevelopment programs.

# MESACONNECTED ACTION PLAN



## STRONG NEIGHBORHOODS

NO.	ACTION	RESPONSIBILITY	STATUS
<b>SN1. Promote a diverse mix of housing types accessible to all income levels and life stages.</b>			
SN1a.	Develop a "middle housing" ordinance to allow duplexes, triplexes, fourplexes, and townhomes on lots zoned for single family residential use within one-mile of the city's Downtown.	<b>Lead:</b> Development Services  <b>Support:</b> N/A	In Progress
SN1b.	Develop permit-ready architectural plans for single family, duplex, triplex, and accessory dwelling units to expedite construction.	<b>Lead:</b> Development Services  <b>Support:</b> N/A	In Progress
SN1c.	Increase funding for existing housing programs when additional funds become available from HUD.	<b>Lead:</b> Community Services  <b>Support:</b> N/A	Not Started
<b>SN2. Facilitate infill of small, by-passed, undeveloped parcels within the Corridor.</b>			
SN2a.	Develop an infill ordinance to establish comprehensive regulations with flexible standards for by-passed parcels.	<b>Lead:</b> Development Services  <b>Support:</b> Transportation Solid Waste Water Resources Engineering Fire & Medical Office of Urban Transformation	In Progress

NO.	ACTION	RESPONSIBILITY	STATUS
SN2b.	Create a parcel opportunity assessment map to identify undeveloped parcels within the Corridor for targeted outreach and development assistance.	<b>Lead:</b> Office of Urban Transformation  <b>Support:</b> Development Services	Not Started
SN2c.	Develop an infill resource guide to effectively communicate processes and tools available to promote redevelopment of sites.	<b>Lead:</b> Development Services  <b>Support:</b> Office of Urban Transformation Office of Economic Development	In Progress
<b>SN3. Support redevelopment and reinvestment of existing sites within the Corridor.</b>			
SN3a.	Identify potential locations and opportunities for private-public partnerships for the redevelopment of catalyst sites.	<b>Lead:</b> Office of Urban Transformation  <b>Support:</b> Development Services Office of Economic Development	In Progress
SN3b.	Implement Redevelopment Plans to revitalize the city's redevelopment areas.	<b>Lead:</b> Office of Urban Transformation  <b>Support:</b> Development Services Office of Economic Development	In Progress
SN3c.	Adopt and fund an enhanced Code Enforcement program to expand the enforcement and compliance of commercial properties.	<b>Lead:</b> Code Compliance  <b>Support:</b> Office of Urban Transformation	Not Started
<b>SN4. Improve community safety through design.</b>			
SN4a.	Adopt Crime Prevention Through Environmental Design (CPTED) Standards.	<b>Lead:</b> Development Services  <b>Support:</b> Police	Not Started

NO.	ACTION	RESPONSIBILITY	STATUS
SN4b.	Enhance pedestrian-scale lighting, maintain clear sight lines (CPTED), and require continuous, ADA-compliant pathways in existing public spaces throughout the Corridor.	<b>Lead:</b> Engineering  <b>Support:</b> Parks, Recreation, and Community Facilities	Not Started
<b>SN5. Encourage the preservation and revitalization of existing housing stock within the Corridor.</b>			
SN5a.	Develop a homeowner Code Compliance education program	<b>Lead:</b> Code Compliance  <b>Support:</b> N/A	Not Started
SN5b.	Develop context-sensitive design standards for commercial, mixed-use, and multi-family projects adjacent to single-residence zones, including requirements for building massing and scale, façade articulation, height step-downs, setbacks, and landscape/screening to ensure compatible transitions.	<b>Lead:</b> Development Services  <b>Support:</b> Office of Urban Transformation	In Progress
<div style="text-align: center;">  <h2 style="margin: 0;">COMPLETE CONNECTIONS</h2> </div>			
<b>CC1. Encourage mixed-use, higher density development around transit stations.</b>			
CC1a.	Adopt a corridor-wide overlay zoning district with streamlined administrative procedures, context-appropriate increases in by-right density/height, and clear mixed-use and urban design standards to guide infill and redevelopment in designated areas.	<b>Lead:</b> Development Services  <b>Support:</b> Office of Urban Transformation	In Progress
CC1b.	Amend the General Plan Placetypes for strategic parcels to align with transit node recommendations and enable higher-density, mixed-use development.	<b>Lead:</b> Development Services  <b>Support:</b> N/A	In Progress

NO.	ACTION	RESPONSIBILITY	STATUS
<b>CC2. Provide safe and accessible pedestrian and bike connections to transit stations.</b>			
CC2a.	Establish a routine program to inspect and repaint high-visibility crosswalks throughout the Corridor to maintain daytime and nighttime visibility.	<b>Lead:</b> Transportation  <b>Support:</b> Engineering	Not Started
CC2b.	Stripe high-visibility crosswalk at all transit node intersections.	<b>Lead:</b> Transportation  <b>Support:</b> Engineering Transit	Not Started
CC2c.	Develop a citywide Canal Master Plan to enhance the utilization, connectivity, and aesthetics of canal corridors—improving access, shade, wayfinding, and public-realm design.	<b>Lead:</b> Development Services  <b>Support:</b> Engineering Transportation Parks, Recreation, and Community Facilities	Not Started
CC2d.	Develop a citywide Safety Action Plan.	<b>Lead:</b> Transportation  <b>Support:</b> Engineering	In Progress
CC2e.	Install missing bike lanes on streets within the Corridor to close network gaps.	<b>Lead:</b> Transportation  <b>Support:</b> Engineering	Not Started
CC2f.	Develop pedestrian realm standards that require widened sidewalks; continuous shade (street trees and/or structures); a furnishing/planting zone; pedestrian-scale lighting and seating; and active, street-facing entrances to support comfort and safety.	<b>Lead:</b> Development Services  <b>Support:</b> Office of Urban Transformation	In Progress

NO.	ACTION	RESPONSIBILITY	STATUS
<b>CC3. Employ clear, intuitive signage and wayfinding systems to help users navigate between transportation options at transit stations.</b>			
CC3a.	Develop a citywide Wayfinding Plan to guide residents and visitors to key destinations, transit, and multi-modal corridors.	<b>Lead:</b> Development Services  <b>Support:</b> Engineering Transportation Parks, Recreation, and Community Facilities Transit Office of Urban Transformation	Not Started
 <b>SUSTAINABLE DEVELOPMENT</b>			
<b>SD1. Preserve, strengthen, and enhance community open space.</b>			
SD1a.	Identify opportunities for joint facility agreements.	<b>Lead:</b> Parks, Recreation, and Community Facilities  <b>Support:</b> N/A	Not Started
SD1b.	Develop an urban agriculture ordinance to enable community gardens and small-scale urban farms across appropriate districts, allowing on-site sales and farm stands.	<b>Lead:</b> Development Services  <b>Support:</b> N/A	Not Started
SD1c.	Create an Adopt-a-Park Partnership Program to enable businesses and neighborhood groups to sponsor and maintain local parks and open spaces.	<b>Lead:</b> Parks, Recreation, and Community Facilities  <b>Support:</b> N/A	Not Started
<b>SD2. Provide ample shade in areas of high pedestrian activity and along primary circulation routes.</b>			

NO.	ACTION	RESPONSIBILITY	STATUS
SD2a.	Conduct a tree-canopy coverage study to map existing shade along transit corridors and identify priority gaps where additional pedestrian shade is needed.	<b>Lead:</b> Environment & Sustainability <b>Support:</b> Development Services	Not Started
SD2b.	Develop enhanced shade standards for development within the Corridor, requiring continuous shade along primary pedestrian routes, transit nodes, and public frontages.	<b>Lead:</b> Development Services <b>Support:</b> Environment & Sustainability	In Progress
SD2c.	Develop a citywide Shade Plan that sets targets and actions to preserve, maintain, and expand shade across the city—establishing canopy goals, priority areas, species/structure standards, and maintenance practices.	<b>Lead:</b> Development Services <b>Support:</b> Environment & Sustainability	Not Started
<b>SD3. Enhance and expand green infrastructure throughout the Corridor.</b>			
SD3a.	Incentivize or require Low Impact Development (LID) features in new projects.	<b>Lead:</b> Development Services <b>Support:</b> Engineering	Not Started
 <b>PLACEMAKING</b>			
<b>PL1. Promote the design of flexible, multi-functional spaces.</b>			
PL1a.	Develop zoning amendments that incentivize activated street frontages—including building frontage treatments, ground-floor public-use zones, prominent corner treatments, and enhanced shade.	<b>Lead:</b> Development Services <b>Support:</b> Office of Urban Transformation	In Progress

NO.	ACTION	RESPONSIBILITY	STATUS
PL1b.	Allow the development of multi-functional spaces that support temporary uses such as pop-up businesses, cultural or artistic exhibitions, public and private events.	<b>Lead:</b> Development Services  <b>Support:</b> Office of Urban Transformation	Not Started
<b>PL2. Integrate local art, cultural identity, and tourism assets in new development.</b>			
PL2a.	Develop area-specific overlay zoning districts within the Corridor (e.g., Asian District, Fiesta District) to establish context-sensitive design standards that reflect local heritage and community character.	<b>Lead:</b> Development Services  <b>Support:</b> Office of Urban Transformation	Not Started
PL2b.	Develop a community benefit exchange policy that grants defined zoning flexibilities (e.g., height, density, parking, etc.) in exchange for delivering specified placemaking elements (e.g., publicly accessible open space, shade, public art, streetscape/wayfinding).	<b>Lead:</b> Development Services  <b>Support:</b> N/A	In Progress
PL2c.	Create a cultural asset mapping and preservation initiative.	<b>Lead:</b> Arts & Culture  <b>Support:</b> Development Services	Not Started
<b>PL3. Foster high-quality placemaking projects and events to activate public spaces.</b>			
PL3a.	Expand the Downtown Events Overlay District to select locations beyond Downtown to encourage community events by streamlining permits and reducing operational barriers, therefore encouraging community events.	<b>Lead:</b> Development Services  <b>Support:</b> Parks, Recreation, and Community Facilities Office of Urban Transformation	Not Started
PL3b.	Develop a citywide Streetscape Master Plan with area-specific design standards that enhance and reinforce the character of each district and corridor.	<b>Lead:</b> Development Services  <b>Support:</b> Transportation Engineering	Not Started

NO.	ACTION	RESPONSIBILITY	STATUS
PL3c.	Partner with local neighborhoods to integrate historic and cultural storytelling into transit infrastructure—e.g., archival imagery, interpretive plaques, pavement inlays, bilingual wayfinding, and public art.	<b>Lead:</b> Transit <b>Support:</b> Arts & Culture Neighborhood Services Engineering	Not Started
PL3d.	Consider expanding the Billboard Overlay District to select locations within the Corridor and earmarking a portion of resulting revenues for redevelopment, arts, and placemaking initiatives.	<b>Lead:</b> Development Services <b>Support:</b> Office of Urban Transformation Office of Economic Development Arts & Culture	Not Started



## ECONOMIC GROWTH

### EG.1 Attract and retain target industries.

EG1a.	Partner with Greater Phoenix Economic Council (GPEC) and the Arizona Commerce Authority (ACA) on Economic Development to attract key businesses.	<b>Lead:</b> Office of Economic Development <b>Support:</b> N/A	In Progress
EG1b.	Align economic development attraction efforts for industries that benefit from transit access (e.g. healthcare, higher education, tech, professional services, etc.) by promoting the benefit of locating in transit-oriented development corridors.	<b>Lead:</b> Office of Economic Development <b>Support:</b> Office of Urban Transformation	Not Started

### EG2. Support local entrepreneurs and small businesses.

EG2a.	Expand entrepreneurial support by providing training, resources, incubator and coworking space, and access to data and research.	<b>Lead:</b> Office of Economic Development <b>Support:</b> Public Information and Communications	In Progress
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NO.	ACTION	RESPONSIBILITY	STATUS
EG2b.	Create a program that supports local businesses impacted by ongoing or active TOD construction.	<b>Lead:</b> Transit Services  <b>Support:</b> Office of Economic Development Office of Urban Transformation Development Services Business Services	Not Started
EG2c.	Share key data points that can help small businesses bolster their marketing efforts (e.g. foot traffic, public transportation ridership, and associated demographic data).	<b>Lead:</b> Office of Economic Development  <b>Support:</b> Transit Services Transportation	Not Started
<b>EG3. Develop strong retail and hospitality centers.</b>			
EG3a.	Identify retail and small business amenities that are necessary to have within a 3/4-mile walk of each transit node and create a gap analysis for attracting needed services (e.g. neighborhood serving retail, restaurants, grocery, etc.).	<b>Lead:</b> Office of Economic Development  <b>Support:</b> Development Services Office of Urban Transformation	Not Started
EG3b.	Encourage business and tourist serving retail be located within walking distance of tourist destinations and transit stops.	<b>Lead:</b> Office of Economic Development  <b>Support:</b> Office of Urban Transformation	Not Started
EG3c.	Publishing market profiles for each transit node.	<b>Lead:</b> Office of Economic Development  <b>Support:</b> Office of Urban Transformation	Not Started
<b>EG4. Strengthen public-private partnerships and leverage catalyst sites.</b>			

NO.	ACTION	RESPONSIBILITY	STATUS
EG4a.	Pursue strategic acquisition and assemblage of parcels at catalyst sites.	<b>Lead:</b> Office of Urban Transformation  <b>Support:</b> Real Estate Services Office of Economic Development Development Services	Not Started
<b>EG5. Expand and strengthen infill and redevelopment programs.</b>			
EG5a.	Create a Demolition Assistance Program to support the redevelopment within the Corridor.	<b>Lead:</b> Office of Urban Transformation  <b>Support:</b> Office of Economic Development Development Services	Not Started
EG5b.	Create a Environmental Remediation Assistance Program to support and encourage the redevelopment of contaminated sites within the Corridor.	<b>Lead:</b> Office of Urban Transformation  <b>Support:</b> Office of Economic Development Development Services Environmental Sustainability	Not Started

