



# CITY COUNCIL STRATEGIC PLANNING

## -GENERAL PLAN UPDATE-

January 12, 2023



# WHAT IS A GENERAL PLAN?

- Official statement of a municipal government which sets forth its major policies concerning desirable future physical development
- Includes the Vision for the City
  - Guiding principles and policies
  - Actions identified with responsibility and time frames
- Formalizes agreements among various stakeholders (i.e., City Council, Residents, Special Interests, Development Community, and City Staff)
- Links with and complements on-going Plans - completed and in-process





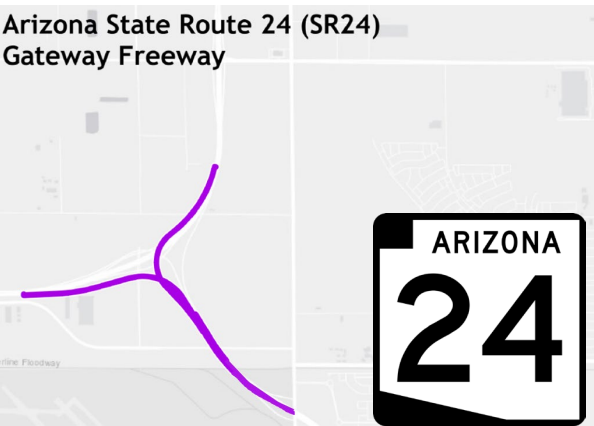
# A SNAPSHOT IN TIME 2013-2014



nextmesa



Arizona State Route 24 (SR24)  
Gateway Freeway





# CHALLENGES FACED - 2014

- Bedroom community - low ratio of jobs per capita
- Need for industries that provide high-paying jobs
- Need for diverse housing types – affordable to high-end
- Large, sprawling city
- Loss of individuality, sense of place, and unique neighborhood character
- Commercial with no connectivity to neighborhoods
- Auto-centric development patterns





# COMMUNITY INPUT COMMON THEMES - 2040 GENERAL PLAN

- Build on existing foundation
- Improve job opportunities and choice
- Transform from a bedroom community
  - Become the “City of Choice” - Exciting, dynamic, and holistic
  - Attract entertainment, shopping, culture, and housing
  - Meet the needs of executives and professionals
- Become the place for families
- Identify retail and services that are inviting and attractive





# THREE GUIDING PRINCIPLES



**Creating and maintaining  
a variety of great  
neighborhoods**



**Growing and maintaining  
diverse and stable jobs**



**Provide rich, high quality  
diverse public spaces and  
cultural amenities**





# 2040 PLAN VISION STATEMENTS



# VISION STATEMENT #1: NEIGHBORHOODS WITH A GREATER SENSE OF PLACE

Developments that are appropriate in scale, location, and replace auto-dominant sprawl





# VISION STATEMENT #2: DOWNTOWN MESA

Active night life, variety, events, education, arts community

CO+HOOTS



DOWNTOWN  
MESA  
**FARMERS  
MARKET**





# VISION STATEMENT #3: EXISTING NEIGHBORHOODS

Well maintained, infill and redevelopment supported





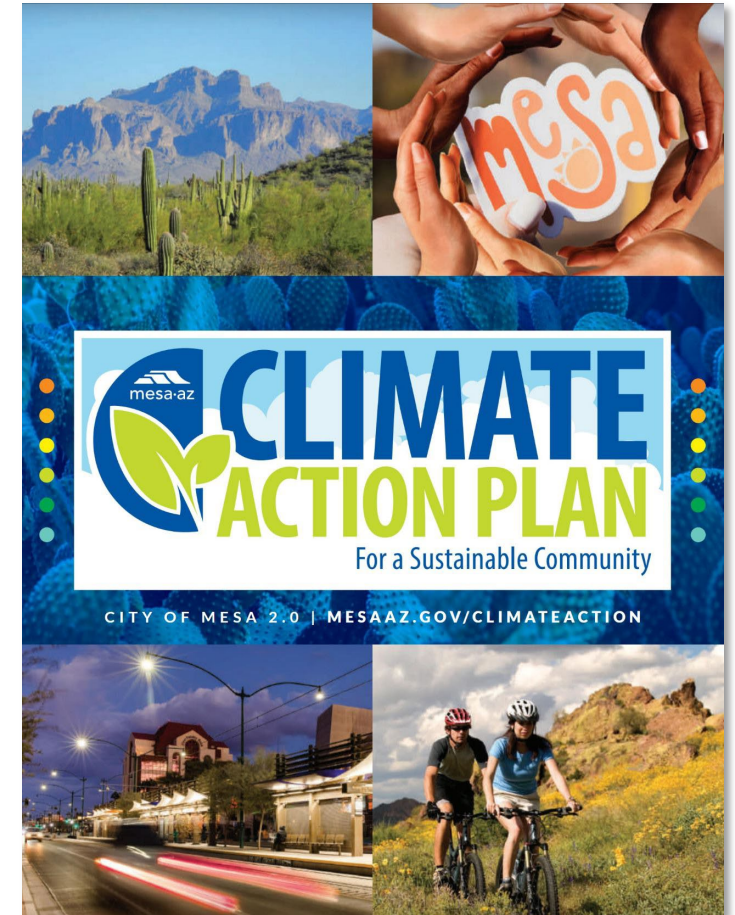
# VISION STATEMENT #4: CHANGES IN THE FORM OF BUILDINGS & NEIGHBORHOODS

Reduce auto travel, energy usage, and respond to the climate

## Quality Development Design Guidelines



Dec 2019





# VISION STATEMENT #5: INNOVATION, CREATIVITY IN ENTREPRENEURSHIP, JOB CREATION, AND WORKFORCE EDUCATION

Strong economic base, representation in the global market





# VISION STATEMENT #6: MESA'S BUILT ENVIRONMENT THE ENVY OF OTHER COMMUNITIES

The standard for high-quality development in the Valley





# VISION STATEMENT #7: INVEST IN QUALITY-OF-LIFE ASSETS

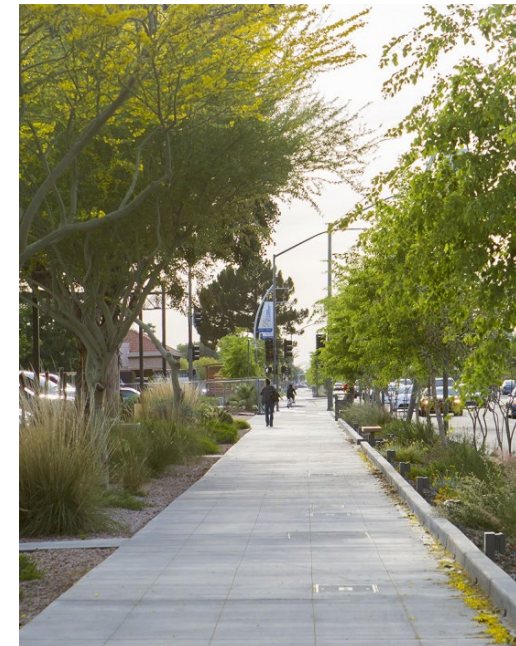
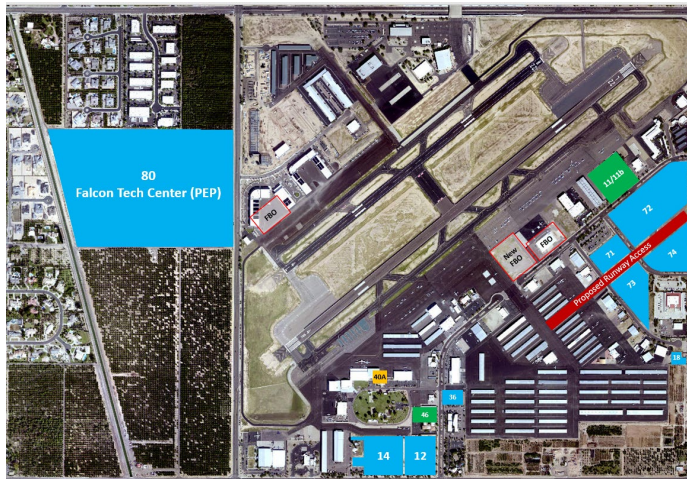
## Arts, culture, and recreational opportunities





# VISION STATEMENT #8: EFFICIENT MULTI-MODAL TRANSPORTATION AND TRANSIT SYSTEMS

Provide for the movement of goods and people





# VISION STATEMENT #9: RESIDENTS OF ALL AGES TAKE PRIDE IN THEIR NEIGHBORHOODS

Enjoy clean, safe, and healthy living environments



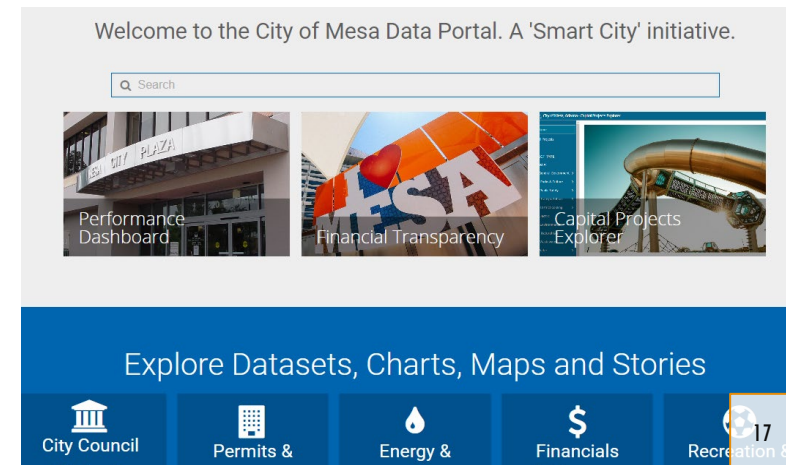


# VISION STATEMENT #10: SENSE OF INCLUSION AND OWNERSHIP

Innovative use of technology, participatory government; volunteerism, events



IT ALL STARTS WITH A **SPARK** OF IMAGINATION.  
YOUR IDEAS, OUR FUTURE.  
Share your ideas for making Mesa amazing!





# VISION STATEMENT #11: CELEBRATE MESA'S CULTURE & DIVERSITY

Celebrate roots and embrace changing demographics and cultures



**ASIAN  
DISTRICT**  
MESA·AZ



**TOGETHER**  
mesa·az



# VISION STATEMENT #12: CHOICE AND VARIETY IN ENVIRONMENTS

To meet the needs of all residents









WHO WE ARE  
TODAY




# SOCIO-ECONOMICS

Year	 Population
2010	439,041
2021	509,475


Source: U.S. Census Bureau, 2021

 Race/Ethnicity	%
White	60.5%
Hispanic	27.5%
African American	4.4%
Asian American	2.3%
American Indian	2.2%
All Other	3.1%


Source: U.S. Census Bureau, 2021

 Top Industries	Employees
Health Care and Social Assistance	26,811
Educational Services	22,337
Food Services	16,504
Real Estate	11,303
Professional, Scientific and Tech	8,601
Construction	8,523

ESRI Community Analyst database, 2022

 Household Income	Total
Median	\$67,337
Average	\$94,088

ESRI Community Analyst database, 2022

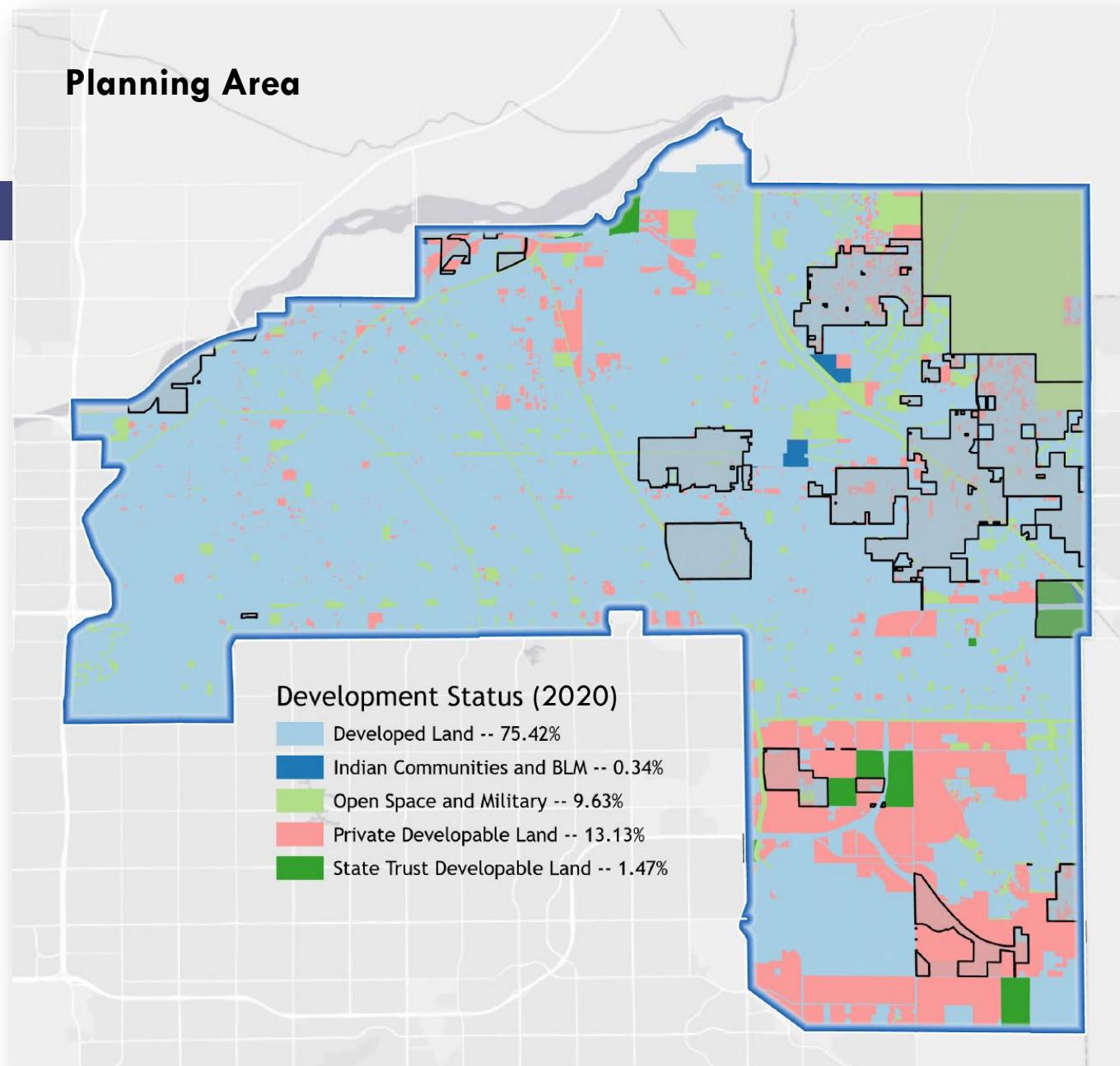
 Education	%
Graduate Degree	10%
Bachelor's Degree	21%
Some College or Associates	39%
High School Graduate	26%
No degree	4%

ACS 5-year estimate, 2021. Population 25 and older



# DEVELOPED LAND

**Total Developed Land: 85.4%**  
**Total Undeveloped Land 14.6%**

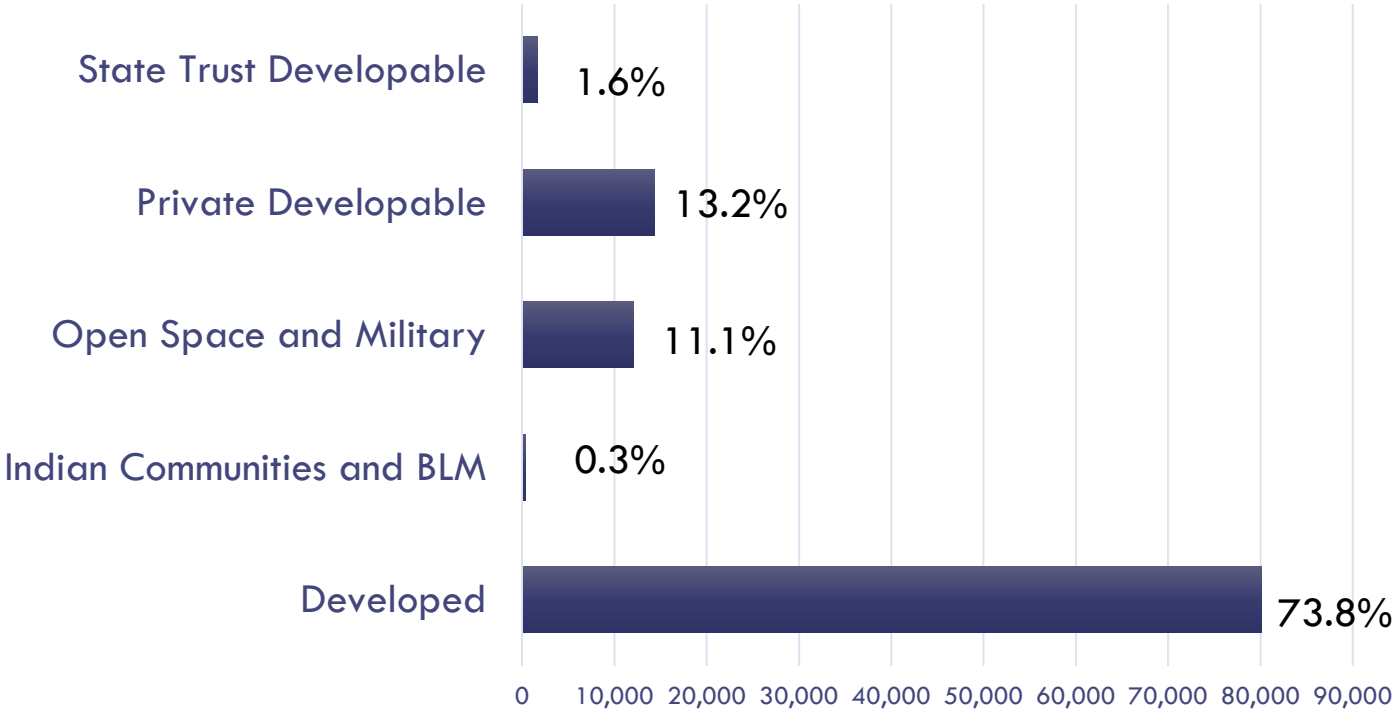




# DEVELOPED LAND

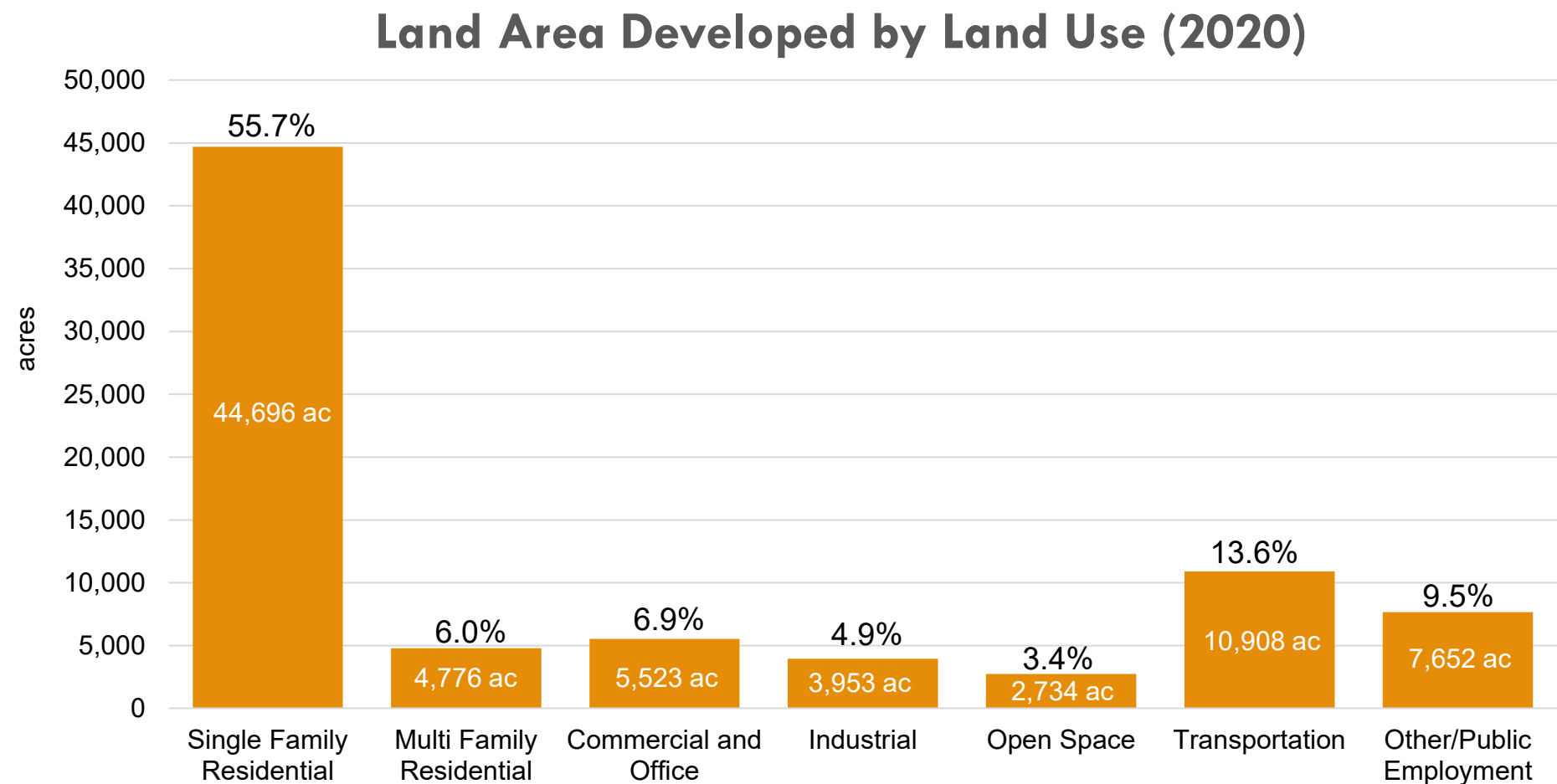
Development Status	Acreage	Percentage
Developed	80,153	73.8%
Indian Communities and BLM	376	0.3%
Open Space and Military	12,105	11.1%
Private Developable	14,294	13.2%
State Trust Developable	1,692	1.6%
<b>TOTAL</b>	<b>108,620</b>	<b>100.0%</b>

Development Status (2020)





# DEVELOPED LAND - BY LAND USE







# CHALLENGES FACED TODAY

- Conversion/Pressure – Balance of Land Uses
  - Job creation vs Housing/Commercial development
  - Revitalization – Redevelopment
  - Infill Development
- Infrastructure Expansion and Timing
- Auto-centric development patterns
- Network/Connecting Green and Open Spaces
- Connectivity/Mobility
- Sustainability
- Public Perception – A New Narrative
- Covid Refocus and Impacts







# 2050 PLAN PROCESS





# GENERAL PLAN TIMELINE





# GENERAL PLAN PUBLIC ENGAGEMENT



The background is a collage of three images. On the left, a palm tree trunk is visible. In the center, a crowd of people is gathered behind a railing, with a blue light display in the background. On the right, a large mural of a woman's face is projected onto a building facade, with a person standing on a balcony in front of it. The text "THANK YOU" is centered in the white area, flanked by two orange vertical bars.

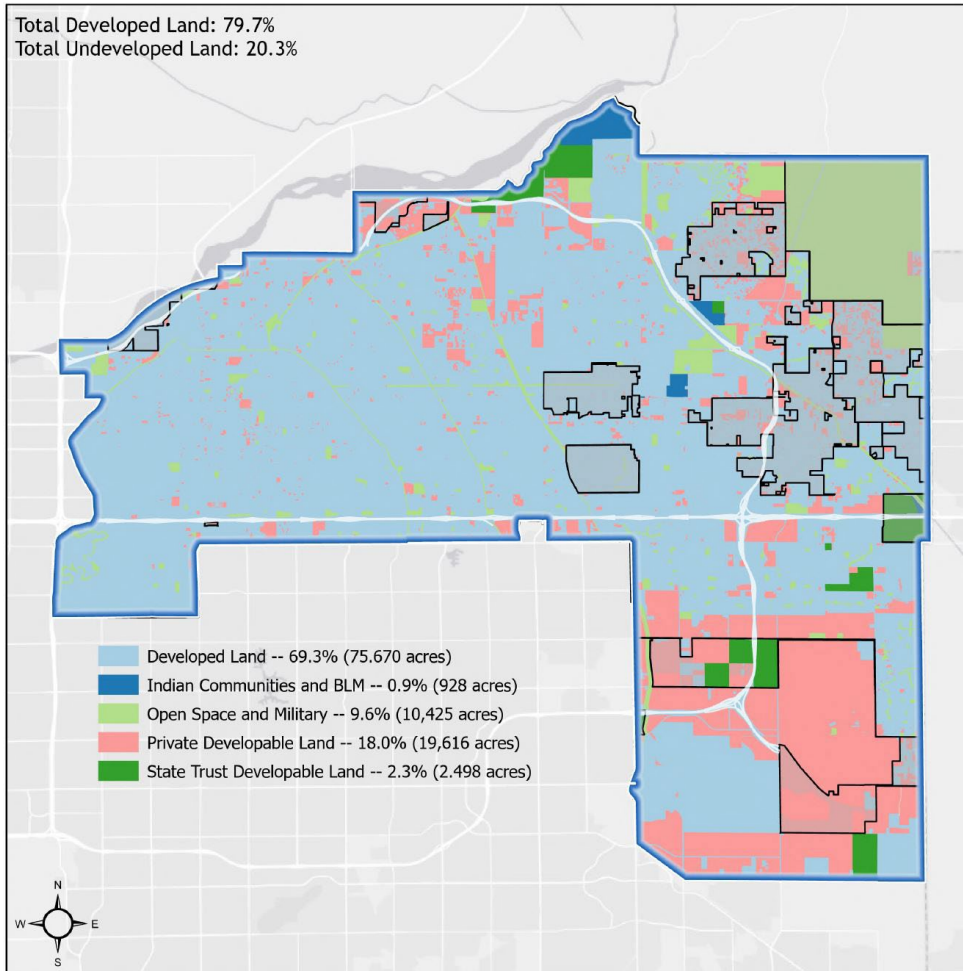
**THANK YOU**



# STATUS OF LAND DEVELOPMENT IN MESA PLANNING AREA

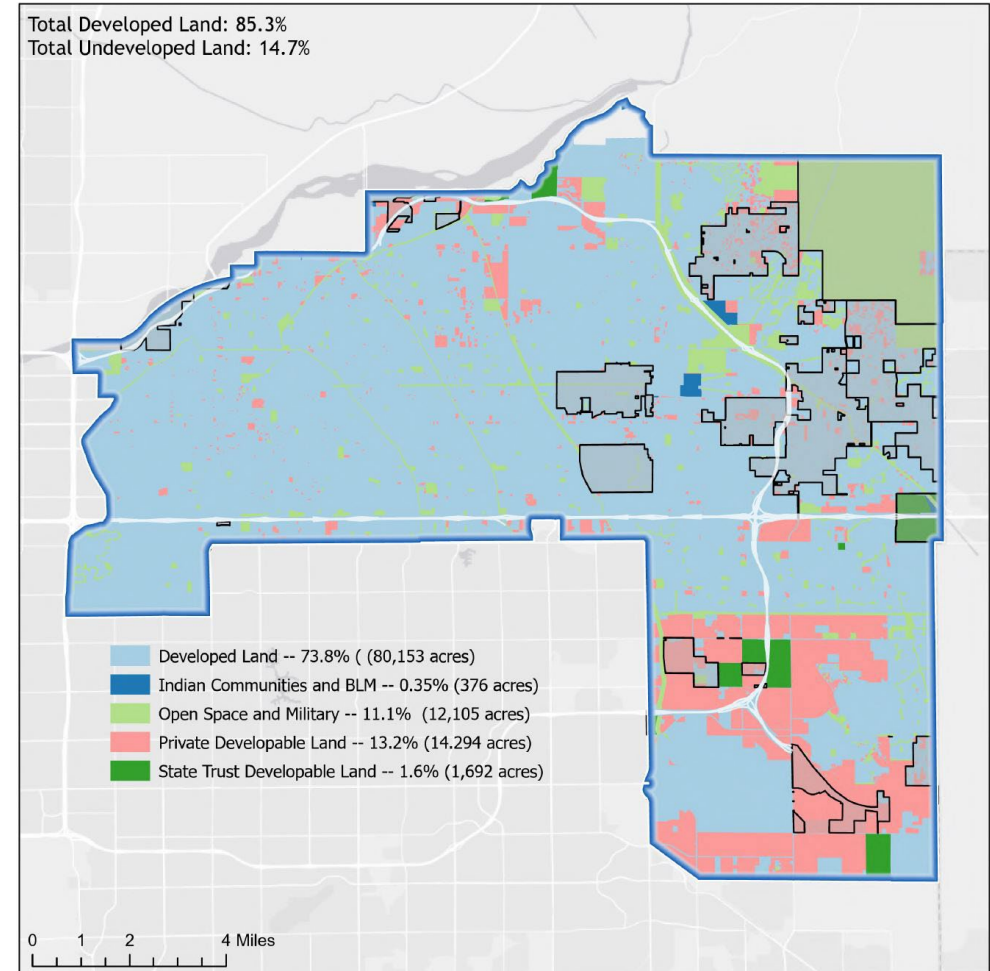
## 2014

Total Developed Land: 79.7%  
Total Undeveloped Land: 20.3%



## 2020

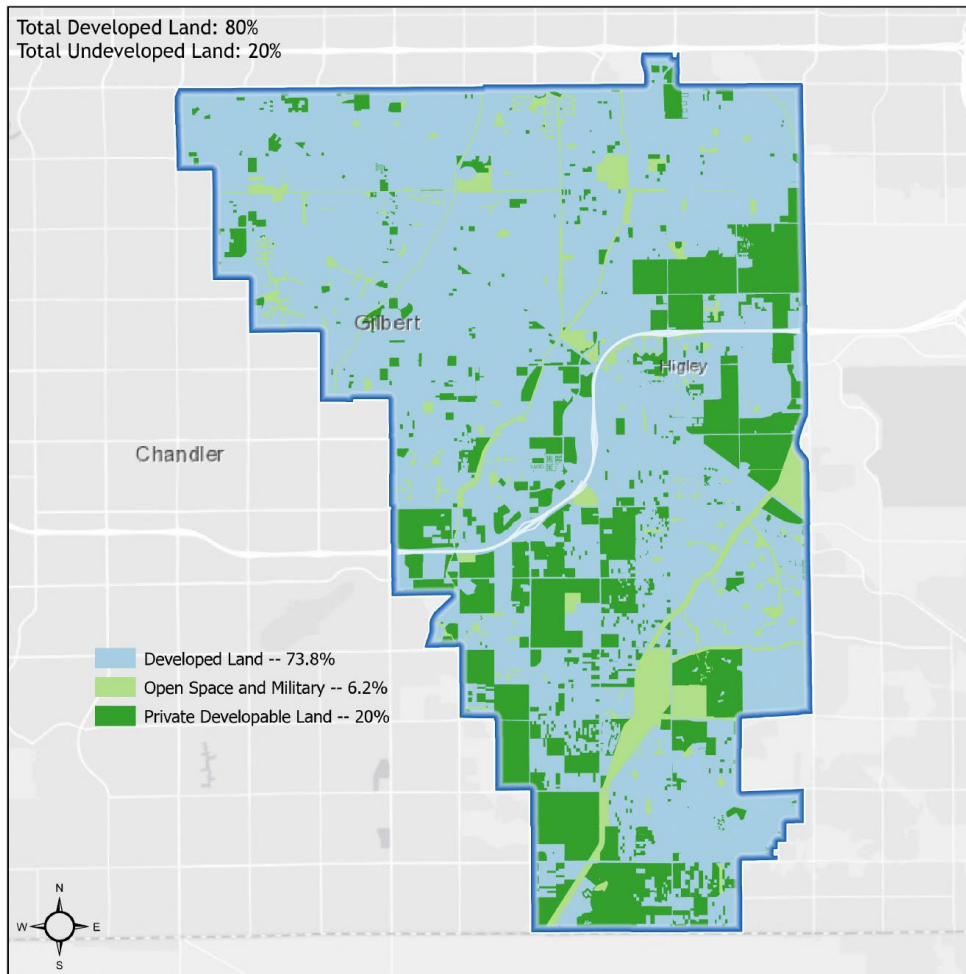
Total Developed Land: 85.3%  
Total Undeveloped Land: 14.7%



# STATUS OF LAND DEVELOPMENT IN GILBERT PLANNING AREA

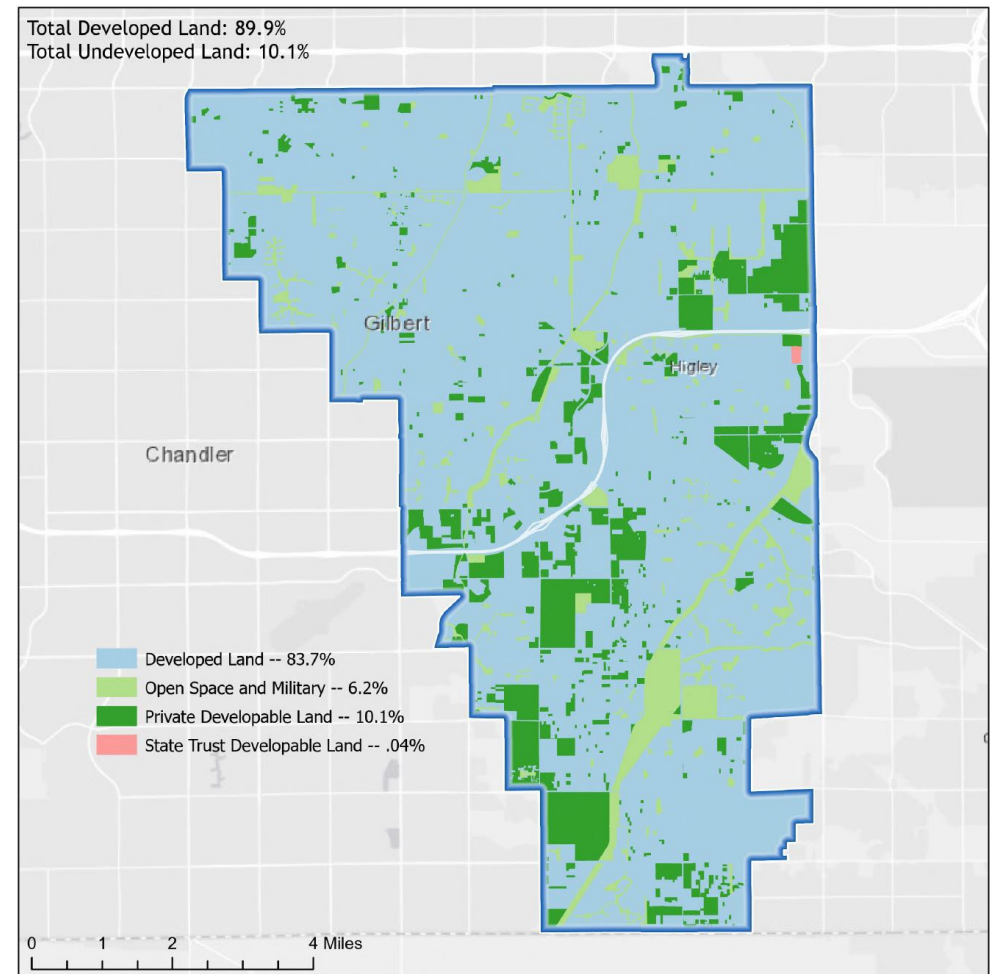
## 2014

Total Developed Land: 80%  
Total Undeveloped Land: 20%



## 2020

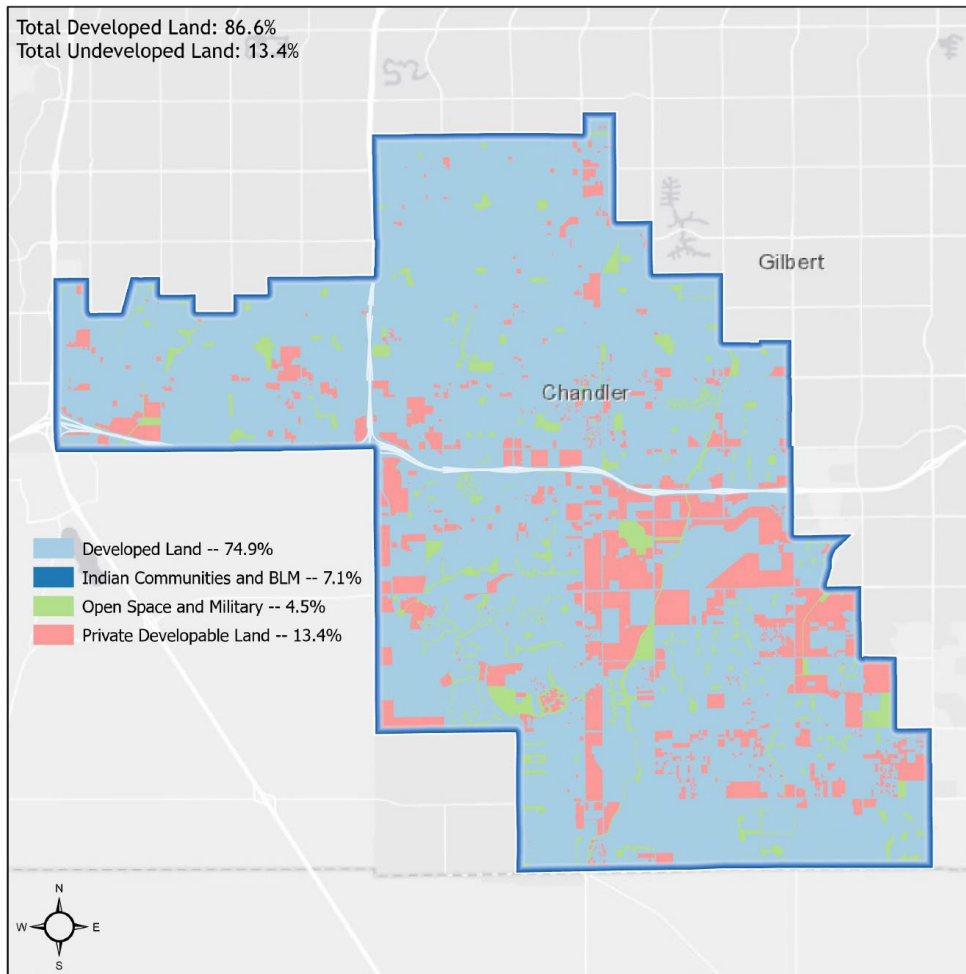
Total Developed Land: 89.9%  
Total Undeveloped Land: 10.1%





# STATUS OF LAND DEVELOPMENT IN CHANDLER PLANNING AREA

## 2014



## 2020

