



COUNCIL MINUTES

March 13, 2025

The City Council of the City of Mesa met in the Study Session room at City Hall, 20 East Main Street, on March 13, 2025, at 7:51 a.m.

COUNCIL PRESENT

Scott Somers
Rich Adams
Jennifer Duff
Alicia Goforth
Francisco Heredia
Julie Spilsbury

COUNCIL ABSENT

Mark Freeman

OFFICERS PRESENT

Christopher Brady
Holly Moseley
Jim Smith

Vice Mayor Somers conducted a roll call.

Vice Mayor Somers excused Mayor Freeman from the entire meeting.

1. Review and discuss items on the agenda for the March 17, 2025, Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None

Items removed from the consent agenda: None

In response to a question from Vice Mayor Somers regarding agenda Item 5-d, **(Modifying fees and charges for the Parks, Recreation and Community Facilities Department. (Citywide))**, on the Regular Council meeting agenda, Parks, Recreation and Community Facilities Department Director Andrea Moore displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. Moore explained that the recommended fees and charges were based on market conditions, customer requests, comparison to similar programs and facilities, and cost recovery. She confirmed that the proposed fee schedule offers ranges for program fees, which will allow for maximizing capacity in programs, provide flexibility to adjust fees to achieve cost recovery, and respond to changes in market conditions. She gave an overview of fiscal impact on the commercial facilities and recreation programs and identified changes to the schedule that will not have any fiscal impacts. (See Page 3 of Attachment 1)

Discussion ensued regarding the impact that fee changes will have on citizens along with the facility rental uses and fees for The Post.

Responding to a question from Councilmember Duff regarding agenda Item 4-h, **(One-Year Term Use of a Cooperative Contract with Four-Year Renewal Options for Playgrounds, Splash Pads, Outdoor Fitness, and Related Equipment for the Parks, Recreation, and Community Facilities Department. (Citywide))**, on the Regular Council meeting agenda, Ms. Moore confirmed that the proposed contract renewal is for replacement of broken parts or repairs to existing equipment, not installation of new equipment.

In response to a request from City Manager Christopher Brady regarding agenda Item 5-b, **(Authorizing the issuance and sale of General Obligation Bonds, Series 2025, not to exceed \$168,325,000. (Citywide))**, and agenda Item 5-c, **(Authorizing the sale, execution, and delivery of Utility Systems Revenue Obligations, Series 2025, not to exceed \$310,000,000. (Citywide))**, on the Regular Council meeting agenda, City Treasurer Mark Hute introduced Zach Sakas, bond attorney with Greenberg Traurig, and displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Hute summarized the background of the financing plan and process for major capital projects. He confirmed that the finance team conducts an evaluation through coordination with City departments to identify funding needs in order to determine how much funding is required and when the funds will be needed. (See Pages 2 through 4 of Attachment 2)

Mr. Hute advised that managing long-term obligations provides a stable payment structure to reduce the impact on the residents. He verified that the new issuances have a maximum maturity of 25 years with a 10-year, non-callable period, which means that the debt cannot be refinanced or restructured and offers a more competitive and lower interest rate. He recalled that the goal of the City of Mesa (COM) is to have at least 25% of the loan paid down in the first 10 years. (See Page 5 of Attachment 2)

Responding to a question from Councilmember Adams, Mr. Brady clarified that non-callable cannot be paid off or refinanced, which gives more certainty to the investors, making them more willing to offer a competitive rate.

Mr. Sakas confirmed that the 10-year, non-callable provision is currently the industry standard, and the security and assurance allows for more competitive rates. He explained that the bonds may be prepaid, but the payments are still being made through a prepaid escrow account.

In response to a question from Councilmember Goforth, Mr. Brady verified that approval of this item will allow staff to take the bond to the market and the results of the rates offered will be presented to the Council in April.

Responding to a question from Councilmember Duff, Mr. Sakas pointed out that under the existing tax law, the funds should be reimbursement for a project that has already been completed or one that is ready to spend the funds.

Mr. Hute provided an overview of the General Obligation (GO) bonds, which are paid for with the secondary property tax and the Utility Systems Revenue Obligations which are paid for by the utility revenues. He detailed the proposed 2025 financing and confirmed that the total target proceeds are \$168 million with 63% going towards public safety projects and said that there are multiple GO bond authorizations included in this issuance. He identified possible projects to be funded by the new GO bond funds. (See Pages 6 through 8 of Attachment 2)

Mr. Hute presented a chart that includes all existing GO bond financing payments and the amount being proposed. He highlighted the stable payments for seven years and a curve downward in the future. (See Page 9 of Attachment 2)

Discussion ensued regarding the payment schedule and why the payments slope downward at a specific time.

Finance Director Irma Ashworth reported that when the property tax levy was set, a 5% delinquency was calculated and the COM is allowed to keep a 10% reserve, providing a 15% cushion. She explained the goal and methods used to keep the tax levy amount steady and sustainable for years at a time. She confirmed that the property tax levy will be provided to the Council in June.

Additional discussion ensued regarding the financing payments chart and how the payments are calculated.

Mr. Hute provided an overview of the proposed financing for the Utility Systems Revenue Obligation and identified the target proceeds to be \$307 million with approximately \$204 million being invested in water-related projects. He listed possible utility system project examples. (See Pages 10 and 11 of Attachment 2)

Mr. Hute presented a chart that includes all existing utility financing payments and the proposed financing and discussed the principal and interest payments. (See Page 12 of Attachment 2)

Discussion ensued regarding the reason why the Utility Bond financing chart is not as steady as the GO bond financing chart.

In response to a question from Councilmember Adams, Mr. Brady confirmed that the GO bonds passed by approximately 70% with overwhelming support of voters.

Mr. Hute mentioned the timeline for the next steps for the 2025 financing, identifying that the bonds/obligations should be sold during the week of April 21, 2025. (See Page 13 of Attachment 2)

Responding to a question from Councilmember Goforth, Mr. Hute reported that the last time an issuance was presented was in 2023 and at that time the GO bond debt capacity was 29% and explained that the capacity has dropped due to the asset value. (See Page 15 of Attachment 2)

In response to a question from Councilmember Goforth, Mr. Brady verified that part of the reason for the projects being delayed is due to being funded by both debt and cash, and because of the inflationary impacts. He pointed out that some of the projects currently underway are underfunded; therefore, the COM is reimbursing those projects. (See Page 16 of Attachment 2)

Mr. Hute explained the 2025 General Obligation Bonds financing payments, stating that it includes all the bond payments to show the taxpayers how their secondary property tax is being applied. (See Page 17 of Attachment 2)

Discussion ensued about how projects are selected to move ahead and may appear to be different than what was described to the taxpayers when they voted to pass the bond.

Vice Chair Somers thanked staff for the presentation.

(Vice Mayor Somers declared a recess at 9:10 am. The meeting reconvened at 9:18 a.m.)

2-a. Hear a presentation, discuss, and provide feedback on the draft Downtown Mesa Micro-Mobility and Parking Plan.

Downtown Transformation Manager Jeff McVay introduced Economic Development Program Manager Jimmy Cerracchio, Economic Development Specialist Anthony Rodriguez and Ralph DeNisco, Urban Mobility Group at Stantec Senior Principal, and displayed a PowerPoint presentation. **(See Attachment 3)**

Mr. Rodriguez provided an overview of the purpose of the Urban Transformation Department and pointed out that the specific focus is functioning as a one-stop shop for everyone doing business in Downtown Mesa by being a single point of contact. He described the purpose and vision for enhancing Downtown Mesa. He pointed out the active development that is either under construction or in process, stimulating population growth that leads to successful businesses. (See Pages 2 through 5 of Attachment 3)

Mr. Cerracchio outlined the project goals, emphasizing the desire to attract new people to the area and retain the existing citizens, and he provided examples of the possible enhancements. He explained the project schedule and the efforts that have been made since the project kicked off in the summer of 2024. He provided a summary of the findings and recommendations from the stakeholder interviews and a public meeting that was held in September 2024. (See Pages 6 through 8 of Attachment 3)

Mr. DeNisco presented the graphics that were displayed during the public meeting and reviewed the information that was discussed with the citizens in attendance. He pointed out the recent investments that have been made in Downtown and provided data about the growth. He suggested building on the enhancements already made to create a place where people feel safe and welcome. He compared the current Downtown layout to other neighboring cities and highlighted parking, sidewalks, shade, and the amenities that make a downtown special. (See Pages 9 through 23 of Attachment 3)

Mr. DeNisco identified the barriers to transforming Downtown and emphasized the perception of the lack of parking. He presented the results from a parking utilization study which shows that at one time no more than 50% of the parking spaces in Downtown are being used. (See Pages 24 through 28 of Attachment 3)

Discussion ensued regarding Downtown parking.

In response to a question from Vice Mayor Somers, Chief Information Officer Scott Conn provided an update on the beta version of the Smart Parking Application and explained that the delay is due to problems with map and tracking accuracy.

Mr. DeNisco pointed out that parking may also be difficult and confusing because of the varying parking time limits on the same streets and suggested streamlining the parking system. He identified the challenging Downtown walking network and outlined the possible changes that may help break these barriers. (See Pages 28 and 29 of Attachment 3)

Additional discussion ensued regarding citizen complaints regarding Downtown parking.

Mr. DeNisco provided recommendations for improvement based on the Jeff Speck Theory of Walkability to create a safe, comfortable, interesting reason to walk downtown. He commented that suggestions consisted of rightsizing the streets, increasing multimodal options, and ways to create additional parking. (See Pages 30 through 40 of Attachment 3)

Mr. DeNisco explained that by converting the existing parallel parking spaces to angled parking, more parking will be created in front of the business locations making it easier for patrons to walk from business to business and spend more time Downtown. He detailed other parking suggestions to assist with the confusion and distance barriers. (See Pages 41 through 50 of Attachment 3)

Mr. DeNisco summarized the remaining Downtown transformation suggestions and confirmed that the feedback received will be reviewed and added to the final report that will be delivered to Council in approximately two weeks.

Discussion ensued regarding the suggestions provided by the consultant regarding parking and the street reconstruction.

(At 10:14 a.m., Vice Mayor Somers excused Councilmember Heredia from the remainder of the meeting.)

In response to a question from Councilmember Goforth, Interim Transportation Director Erik Guderian stated that the transportation department is planning to do a mill and overlay to all the downtown streets that will take four years to complete and will start next fiscal year. He stated that the current plan does not include reconfiguration and is only to repave and restripe.

Additional discussion ensued regarding the possible reconfiguration of the streets during the mill and overlay project to avoid additional costs, traffic issues, and delays.

In response to a question from Councilmember Goforth, Mr. McVay reported that the installation of the wayfinding signs has already begun and that it will take a significant amount of time due to the number to be replaced.

Vice Mayor Somers thanked staff for the presentation.

2-b. Hear a presentation and discuss an update on Redevelopment Area priorities and initiatives.

Vice Mayor Somers stated that this item would be continued to a future date.

3. Acknowledge receipt of minutes of various boards and committees.

3-a. Economic Development Advisory Board meeting held on February 4, 2025.

It was moved by Councilmember Duff, seconded by Councilmember Goforth, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Somers–Adams–Duff–Goforth–Spilsbury
NAYS – None

ABSENT – Freeman–Heredia

Vice Mayor Somers declared the motion carried unanimously by those present.

4. Current events summary including meetings and conferences attended.

Vice Mayor Somers and Councilmembers highlighted the events, meetings, and conferences recently attended.

5. Scheduling of meetings.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Monday, March 17, 2025, 4:30 p.m. – Sustainability and Transportation Committee

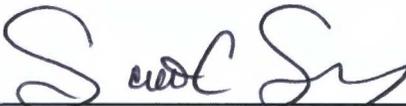
Monday, March 17, 2025, 5:15 p.m. – Study Session

Monday, March 17, 2025, 5:45 p.m. – Regular Meeting

Thursday, March 20, 2025, 7:30 a.m. – Study Session

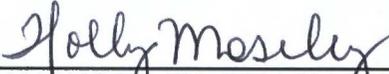
5. Adjournment.

Without objection, the Study Session adjourned at 10:32 a.m.

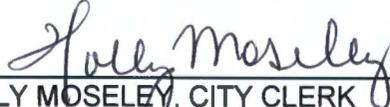

SCOTT SOMERS, VICE MAYOR



ATTEST:


HOLLY MOSELEY, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 13th of March 2025. I further certify that the meeting was duly called and held and that a quorum was present.


HOLLY MOSELEY, CITY CLERK



Parks, Recreation, and Community Facilities (PRCF)

Fees and Charges Recommendations

Andrea Moore, CPRE

Director – Parks, Recreation, and Community Facilities

Council Study Session

March 13, 2025

Parks, Recreation, and Community Facilities (PRCF)

Fees and Charges Process

- PRCF Schedule of Fees and Charges are ranges to accommodate to seasonality of programs, innovation, and market conditions
- Review neighboring communities' fees and charges
- Update to cost of providing service
- Parks and Recreation Advisory Board concurred with the staff recommendation on fee changes for Council consideration
- Full listing of recommended adjustments/additions/deletions are included in the report
- Estimated fiscal impact of all recommendations is +\$89,920
- Proposed effective date: April 1, 2025



mesa·az



Impacts of Fee Changes- Commercial Facilities

Hohokam Stadium: Fiscal Impact of \$4,100

- Increase Field Supervision Fees to meet customer needs and requirements and to assist with cost recovery

Mesa Convention Center, Amphitheatre and The Post: Fiscal Impact of +\$25,000

- Establish new fees for services or areas requested from various users and to aid in cost recovery.
- Expand the range to rent the amphitheater facility for non-ticketed events at least one time per year to recoup costs of the rental.



Impacts of Fee Changes- eation

Aquatics: Fiscal Impact of +\$50,000

- Establish new fee for pool use when heated as needed during September – April to help aid in cost recovery. This fee was previously charged by Mesa Public Schools prior to PRCF taking over operations.

Special Events: Fiscal Impact of \$5,320

- Establish new fee for set up, support and teardown of events as requested from various users and to aid in cost recovery.
- Establish new fee for City-produced ticketed special events.

Recreation Centers: Fiscal Impact of +\$5,500

- Expand ranges and update descriptions and units for to aid in cost recovery.



Changes to Schedule with Fiscal Impacts

Parks: Expand ranges and update descriptions to incorporate all program areas for simplification, clarity and readability.

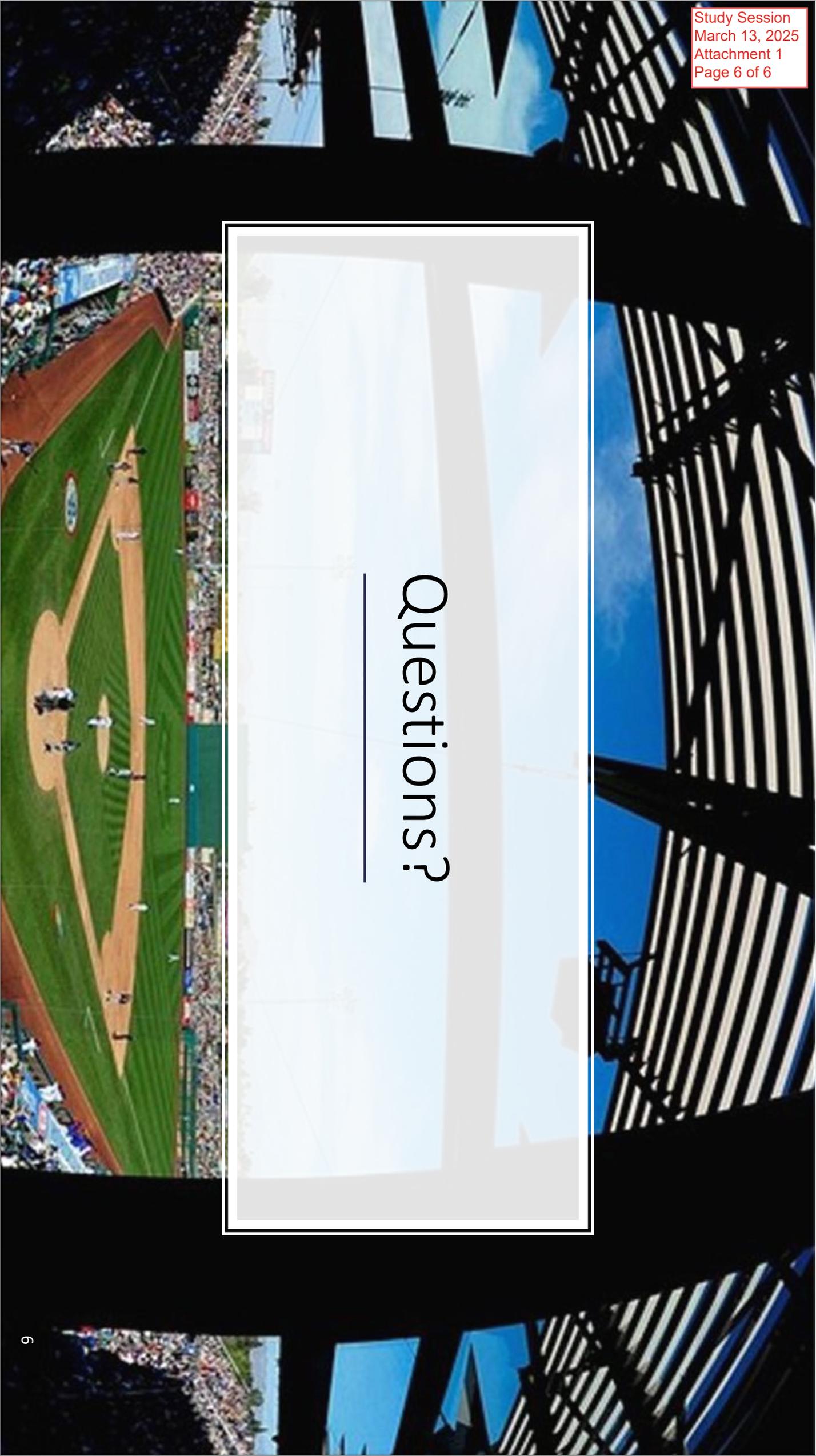
Dobson Ranch Golf Course: Establish new fees for services or areas that have been added in coordination with management contract with Paradigm Golf Group. Delete fees no longer in use.

Sports Fields: Remove individual complex names. Expand ranges and update descriptions to incorporate all program areas for simplification, clarity and readability.

Eliminate fee categories that are no longer utilized:

- Hohokam Stadium
- Recreation Centers
- Sports Fields





Questions?

2025 Financing Plan

March 13, 2025

Mark Hute, Treasurer



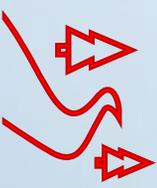
Financing Plan

What?

- Plan to finance major capital projects

Why?

- Strengthen community:
 - Libraries, parks, streets, & utilities
 - Supporting public safety
 - Securing water resources
- Infrastructure paid for while in use



Financing Process

1. Capital improvement program
 - Funding source – cash and/or financing
2. Seek voter approval (General Obligation Bonds)
3. Access financial markets

**Evaluate
Projects**



**Voter
Approval**



————— We are here



**Financial
Markets**

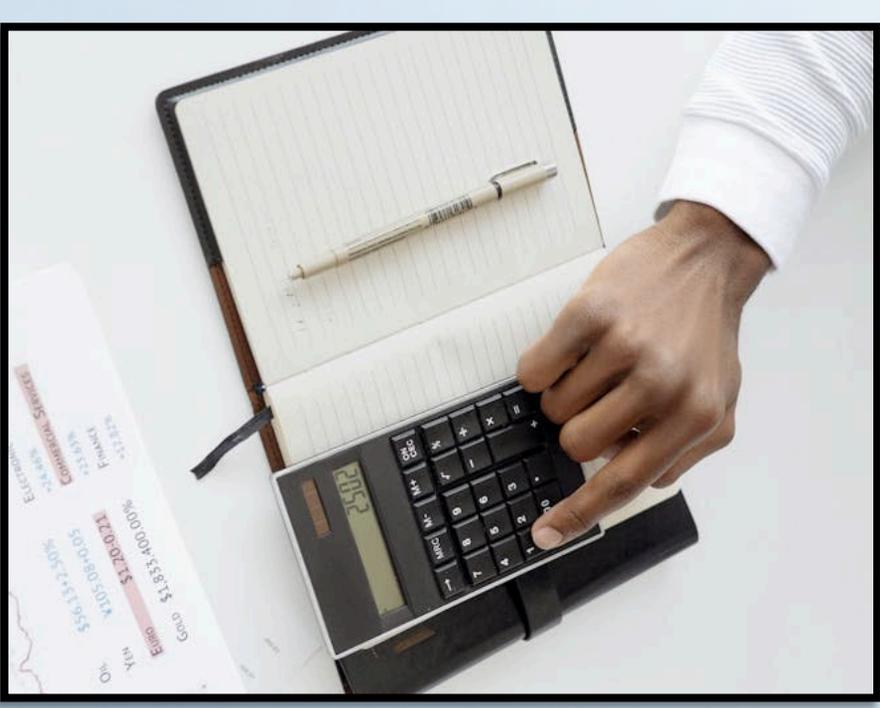


Financing Evaluation

City Finance Team:

Financial Services, OMB and external parties (financial advisor & bond counsel)

1. Coordinate with City departments to:
 - Identify ongoing/upcoming capital projects
 - Forecast project outflows
2. Identify project funding source (cash and/or financing)



Managing Long-Term Obligations

- Stable payment structure
- Up to 25-year final maturity
 - **At least 25%** of principal repaid in first 10 years for shorter-life projects (fire apparatus, Advanced Metering Infrastructure (AMI))
- 10-year period – “non-callable”



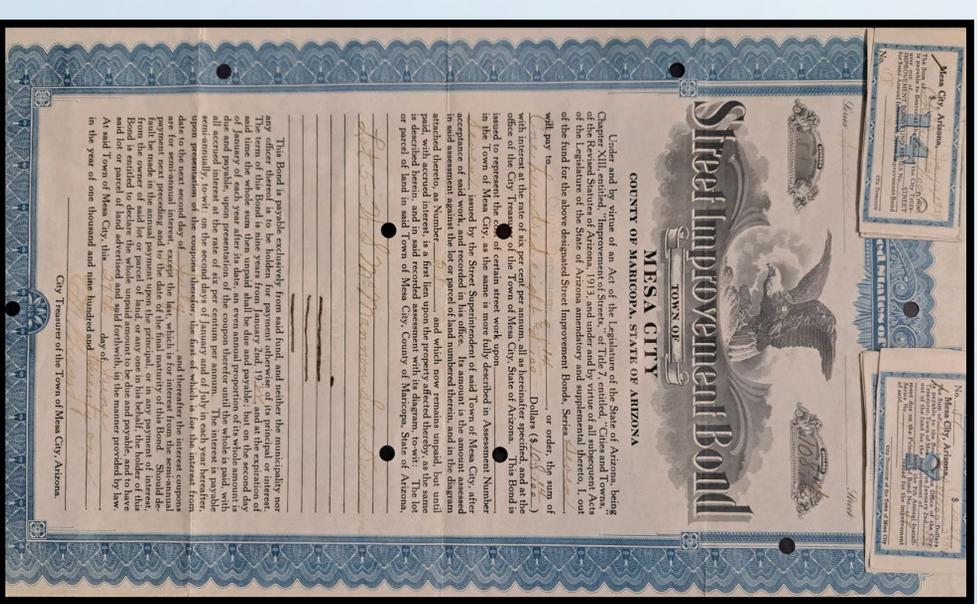
“Bonds” and “Obligations” = Loans

1. General Obligation (GO) Bonds

- Voter-approved for specific purpose (parks, etc.)
- Backed by “full faith and credit” (property tax)
- Paid for with secondary property tax

2. Utility Systems Revenue Obligations

- Contractual obligation
- Backed by utility revenue pledge
- Paid for with utility revenue



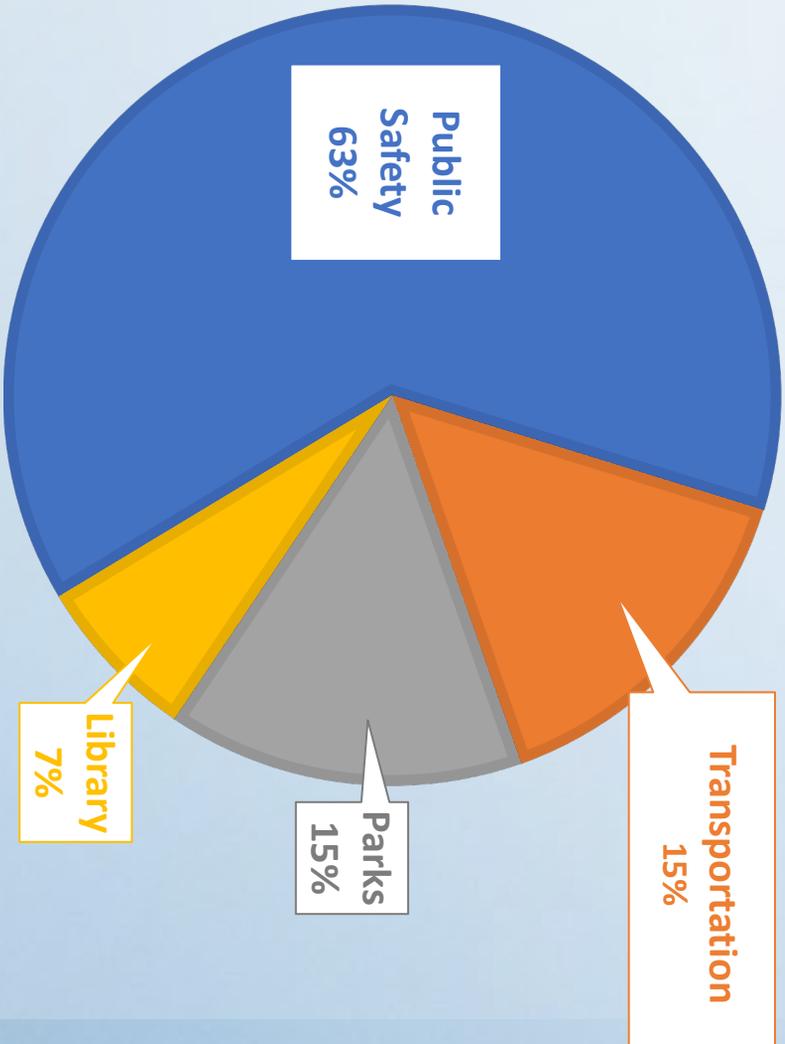
Proposed 2025 Financings

General Obligation (GO) Bonds

Library, Parks, Public Safety, Transportation

Target Proceeds: \$168 million

- \$107 million investment in public safety
- Multiple GO bond packages 2018, 2020, 2022, 2024
- Cost of issuance
- Tax-exempt

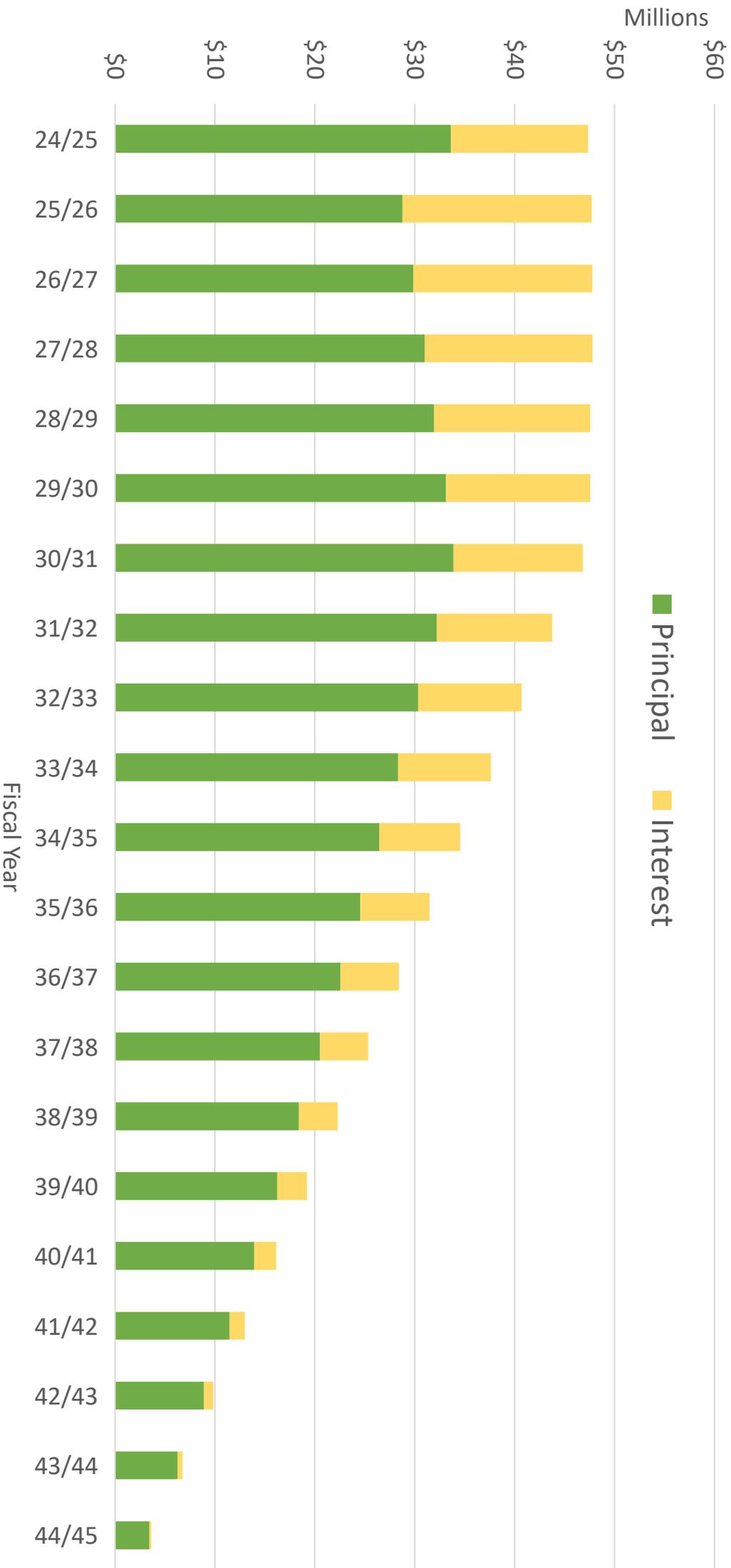


GENERAL OBLIGATION PROJECT EXAMPLES

- Fire Stations
- Gateway Library
- i.d.e.a. Museum
- Northeast Public Safety Facility
- Police Headquarters Renovations
- Street Improvements



Total GO Financing Payments (Existing + 2025 Proposed)



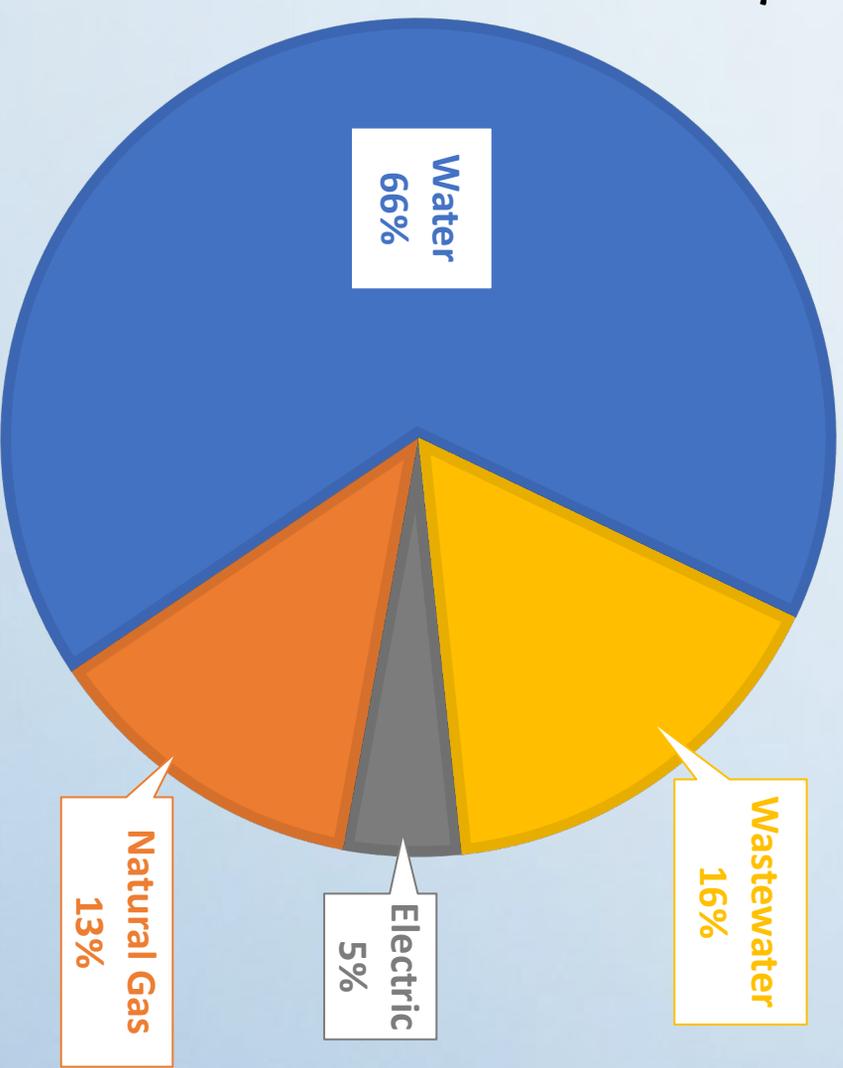
Proposed 2025 Financings

Utility Systems Revenue Obligations

Electric, Natural Gas, Wastewater, Water

Target Proceeds: \$307 million

- \$204 million investment in water projects
- Cost of issuance
- Tax-exempt

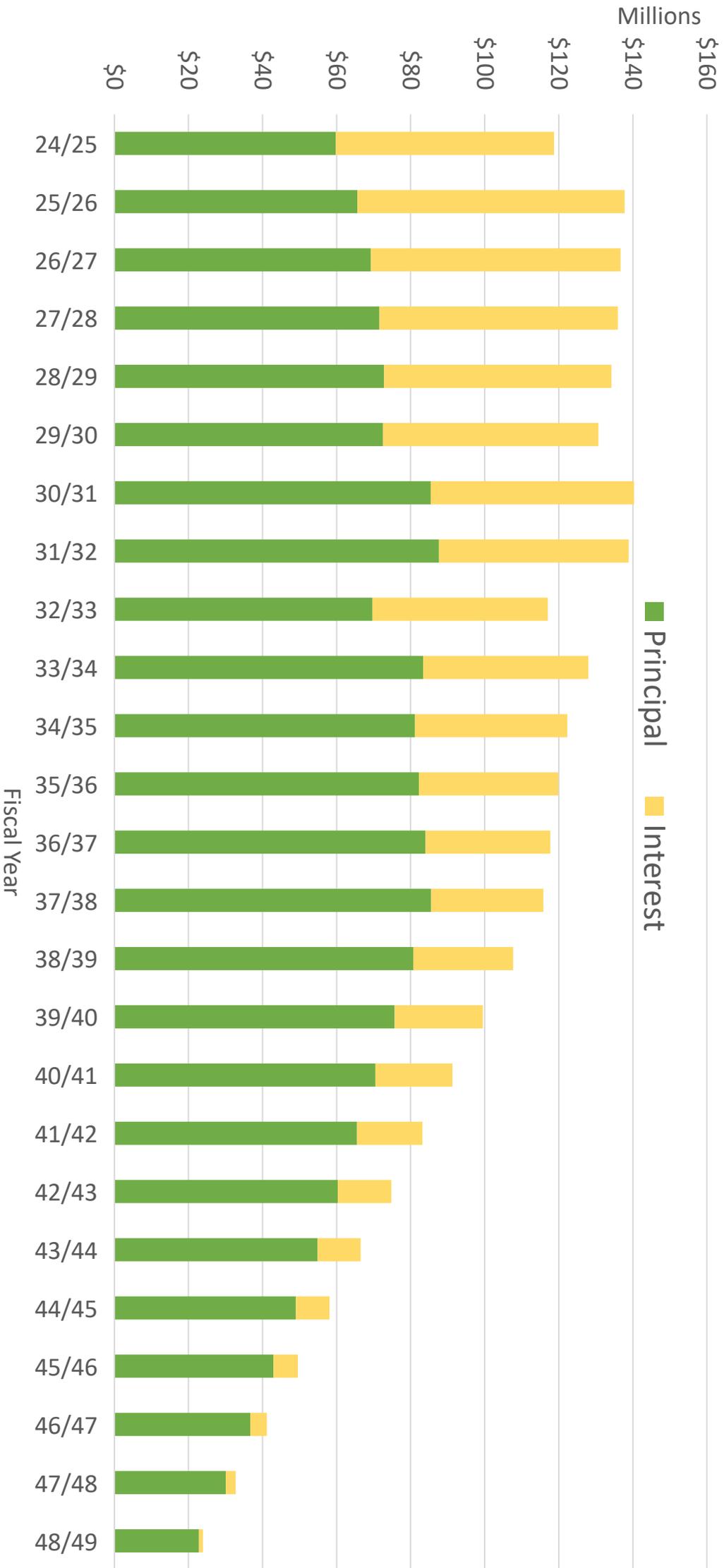


UTILITY SYSTEMS PROJECT EXAMPLES

- Advanced Metering Infrastructure
- Central Mesa Reuse Pipeline
- Natural Gas Systems Improvements
- Signal Butte Water Treatment Plant Expansion



Total Utilities Financing Payments (Existing + 2025 Proposed)



Timeline for 2025 Financings

(Subject to market conditions)

March 17 Council considers authorization

Week of April 21 Bonds/obligations sold

May 15 Proceeds received



General Obligation Debt - Constitutional Limit

FY2024 Report of Outstanding Indebtedness:

- Pending review by AZ DOA

City's Internal Calculation (Current - February 2025):

- Includes proposed 2025 sale

	Legal Capacity Limit (a)	Debt (b)	% of Capacity Used
Mesa	\$ 2,536,234,277	\$ 517,630,000	20.4%

(a) Estimated for FY 2025/26 using the Feb. 2025 Full Cash Net Assessed Value.

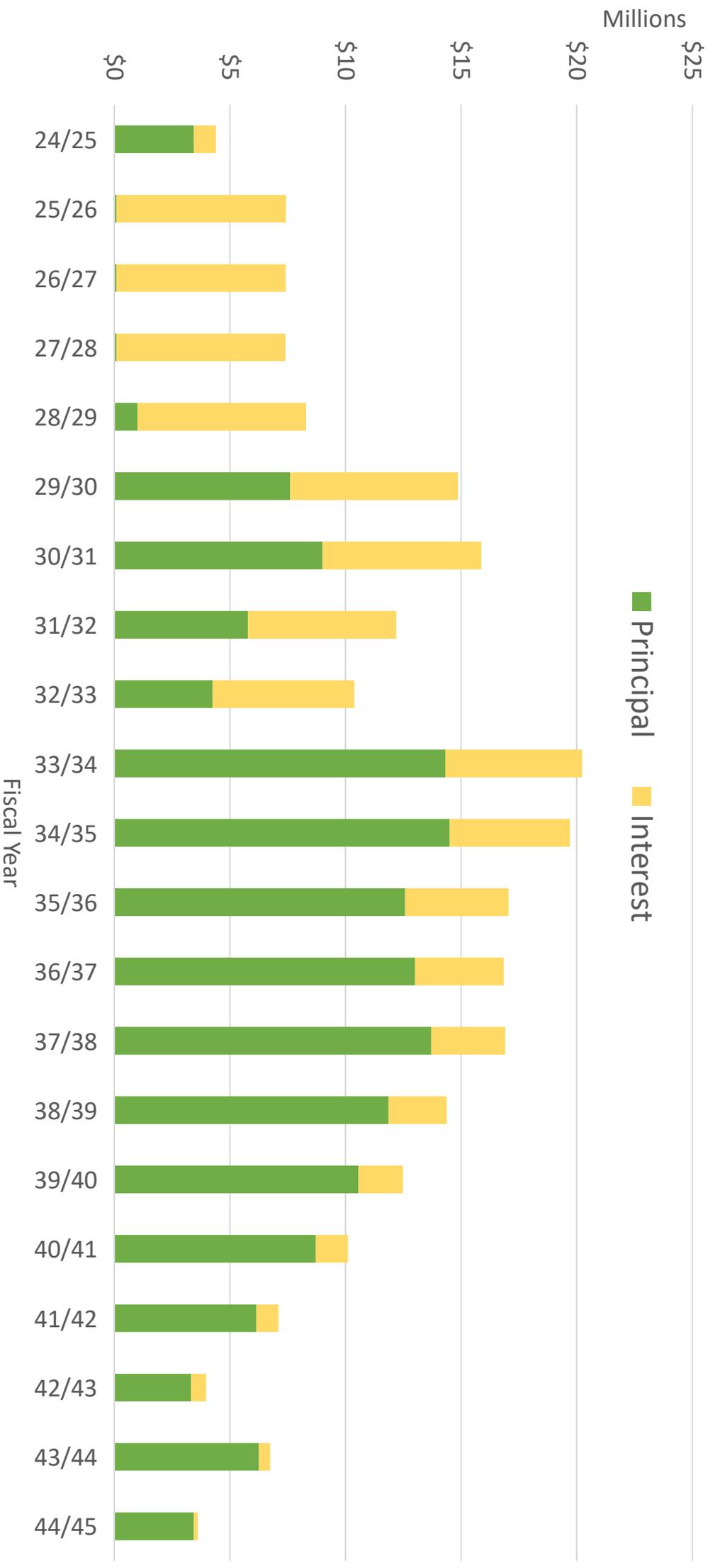
(b) Debt that reduce the borrowing capacity includes principal and applicable premium amounts of outstanding and to be outstanding GO bonds, including the planned Series 2025.

2025 General Obligation (GO) Bonds

Proposed 2025 Sale: \$168 million

Purpose	Election Year	Authorized But Not Issued	Proposed 2025 Sale	Estimated Remaining Authorization
Library	2018	\$ 11,650,000	\$ 11,650,000	\$ 0
Parks and Culture	2018	20,025,000	20,025,000	0
Public Safety	2018	31,650,000	31,650,000	0
Transportation	2020	78,910,000	25,000,000	53,910,000
Public Safety	2022	157,000,000	75,000,000	82,000,000
Parks and Culture	2024	170,000,000	5,000,000	165,000,000
Public Safety	2024	90,000,000	0	90,000,000
Total		\$ 559,235,000	\$ 168,325,000	\$ 390,910,000

2025 General Obligation Bonds – Financing Payments

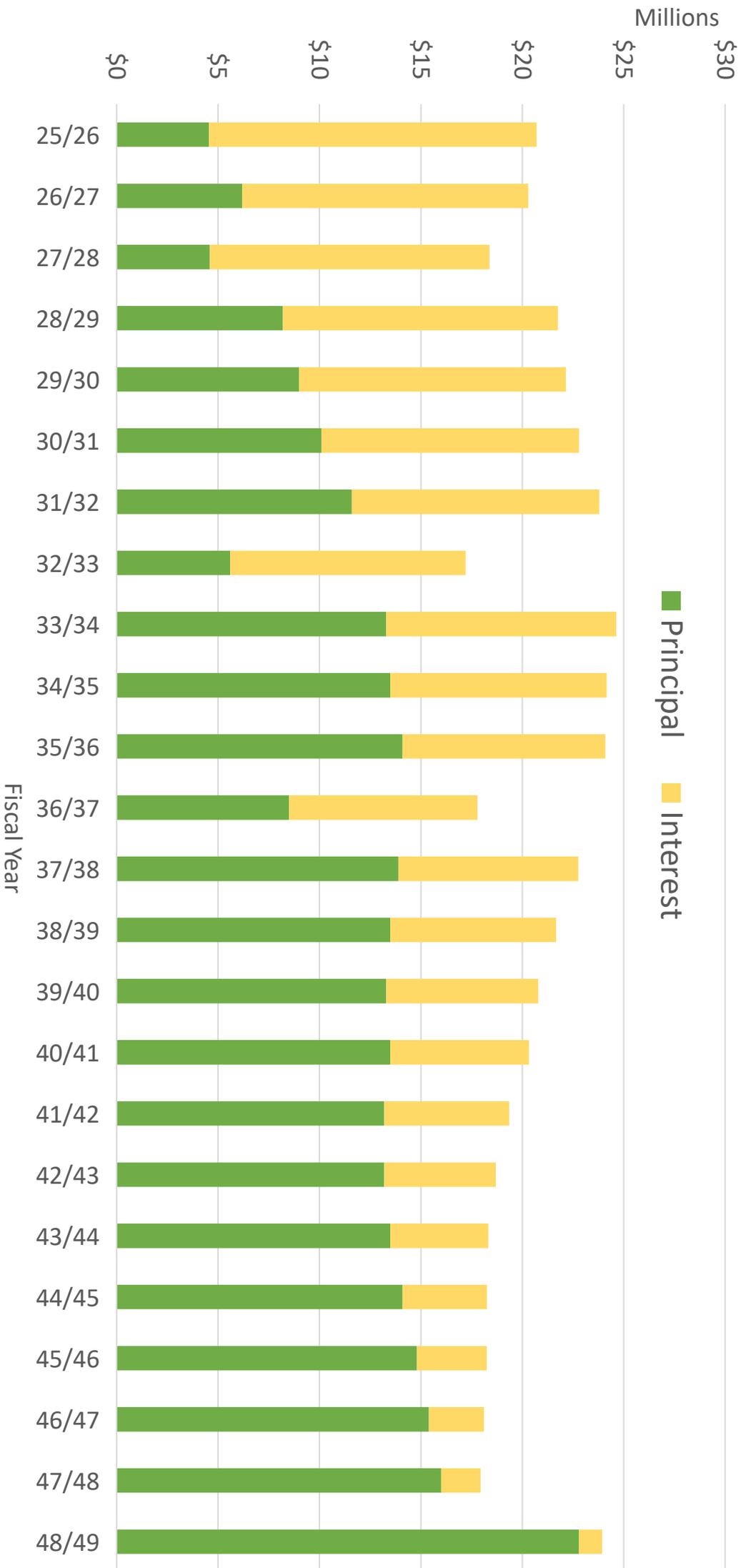


2025 Utility Systems Revenue Obligations

Proposed 2025 Sale: \$307 million

Utility System	Proposed 2025 Sale
Electric	\$ 14,000,000
Natural Gas	39,000,000
Wastewater	50,000,000
Water	204,000,000
Total	\$ 307,000,000

2025 Utility Obligations – Financing Payments



Stantec **SPECK
DEMPSEY**

DRAFT

Downtown Mesa Micromobility & Parking Study

Jimmy Cerrachio,
Downtown Transformation Project Manager

Anthony Rodriguez
Downtown Transformation Specialist

Ralph DeNisco
Stantec - Senior Principal, Urban Mobility Group



DRAFT

Contents

1. Project Intro
2. Why Downtown Mesa
3. Barriers to Transforming Downtown
4. Right Size Streets to Increase Walkability
5. Increase Parking + Reform Regulations
6. Complementary Recommendations
7. Next Steps

Transforming Downtown Mesa

Small Businesses

Small businesses have a lot to do; red tape shouldn't be one of them.

Development Assistance

From site selection to certificate of occupancy, we provide personal project management services at no cost to you.

City and Community Synergy

The Downtown Transformation Team brings together the diverse disciplines of the City into one point of contact.

Utilities

We have access to the tools and expertise to analyze capacity and provide solutions for utility upgrades or connections, all in one place.

Study Purpose and Vision

Downtown Mesa is launching a Micromobility and Parking Plan to enhance transportation options as the area grows.

With recent investments attracting more residents and visitors, the city aims to evaluate and improve mobility for all.

Currently home to 3,200 residents and nearly 20,000 workers, Downtown Mesa anticipates increased evening, nightlife, and weekend activities in the years ahead.

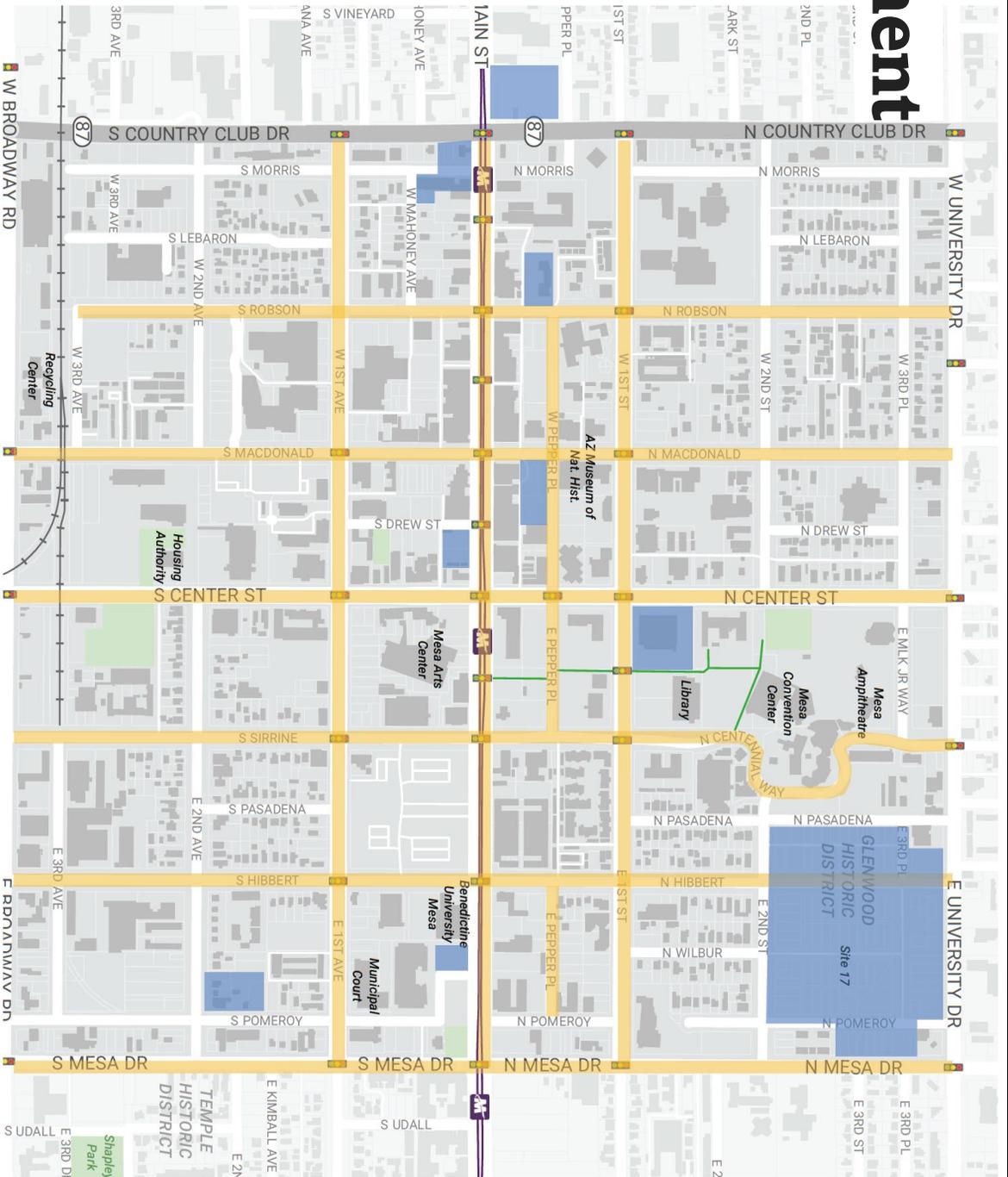
The Plan will focus on creating a sustainable, multimodal transportation network to explore options for improved connectivity between surrounding neighborhoods and downtown businesses.

The city aims to create a dense, urban environment that incorporates improved walkability, autonomous shuttles, micromobility, and shared parking solutions.

The plan will also explore the best utilization of existing parking resources and anticipation of future parking needs.

DRAFT

Upcoming Development



Project Goals



Foster a welcoming, vibrant, and thriving downtown environment, without displacing residents and businesses



Integrate parking solutions that support and enhance downtown activity



Recommend infrastructure improvements to promote a multimodal downtown, incorporating dynamic curbside access and activity



Ensure safety for all road users, including pedestrians, transit riders, and bicyclists



Improve pedestrian and cyclist crossings and major intersections and across the light rail corridor



Enhance wayfinding systems throughout Downtown

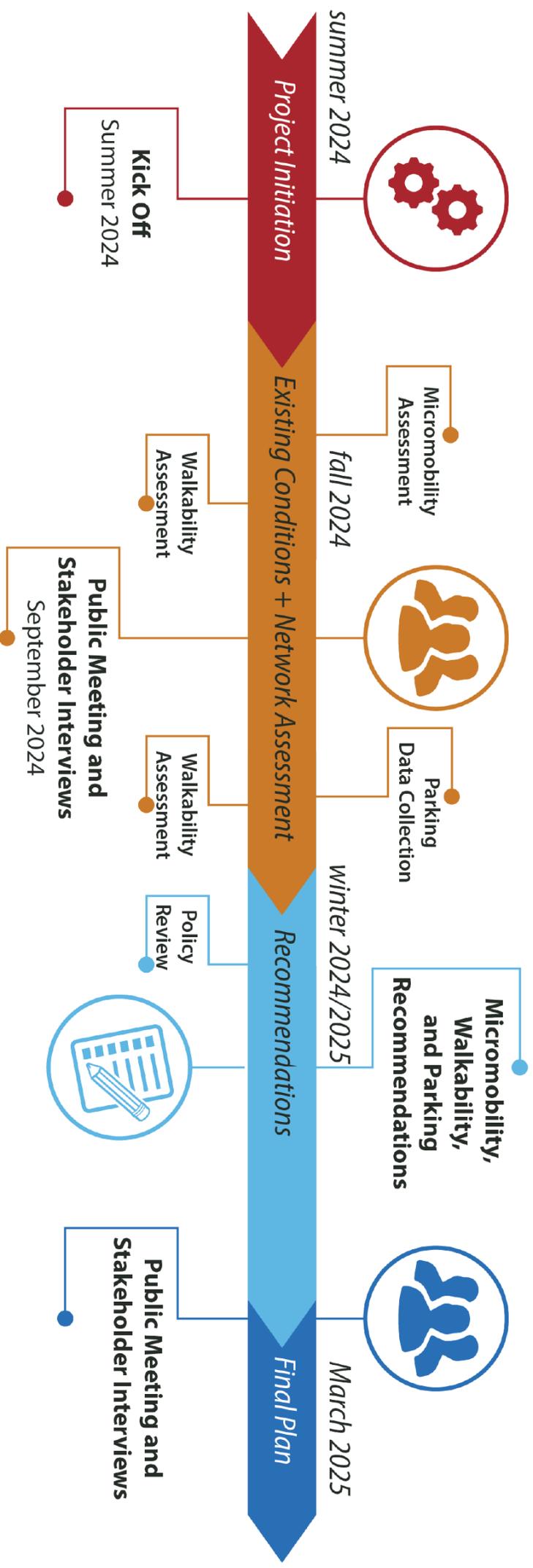


Identify upgrades to pedestrian amenities along Main Street (e.g. shade, lighting) to improve safety and comfort



Enhance cyclist, light rail, and bus facilities within the core study area to improve safety and comfort (e.g. separated lanes, designated parking, signage)

Project Schedule



DRAFT

Public Meeting #1 Summary

DRAFT City of Mesa Micromobility and Parking Study

Walking and Micromobility
 The walking and micromobility network map identifies infrastructure dedicated for pedestrians and micromobility users in Downtown Mesa.



The Federal Highway Administration broadly defines micromobility as any small, low-speed human- or electric-powered transportation device, including bicycles, scooters, electric-assist bicycles, electric scooters (e-scooters), and other small, lightweight, wheeled conveyances.

Where should there be more accommodations for walking and micromobility?



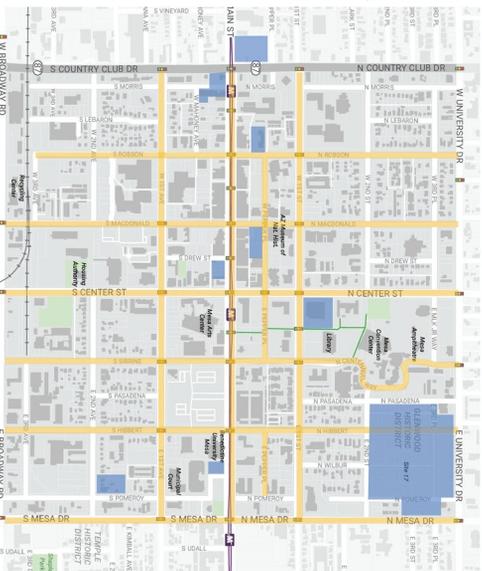
DRAFT City of Mesa Micromobility and Parking Study

Areas for Change
 The project will look at the entire Downtown Study Area, between University Drive and Broadway Road, and Country Club Drive and Mesa Drive.

Within the study area, some areas are under review for additional review, as indicated on the map here:

Development Sites
 Corridors

Where do you think the project should include in the recommendations?



Place a sticky dot on the pedestrian, micromobility, and parking recommendations you are excited to see in Downtown Mesa

City of Mesa Micromobility and Parking Study

DRAFT

Weather-Protected Transit Shelters



Street Parking



Buffered Bike Lanes



Wayfinding



Green Infrastructure



Dedicated Bus Lanes



Bicycle Parking



Scooter Rentals



Pedestrian Scale Lighting



Active Spaces



Parking Benefits District



Designated Bicycle Routes



Curb Extensions



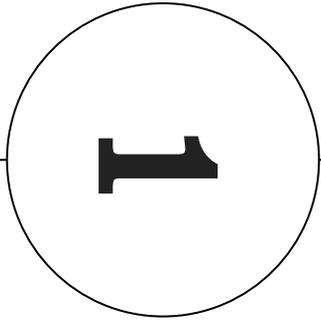
High Visibility Crosswalks



Dedicated Pick-Up/Drop-Off



DRAFT



Why Downtown Mesa

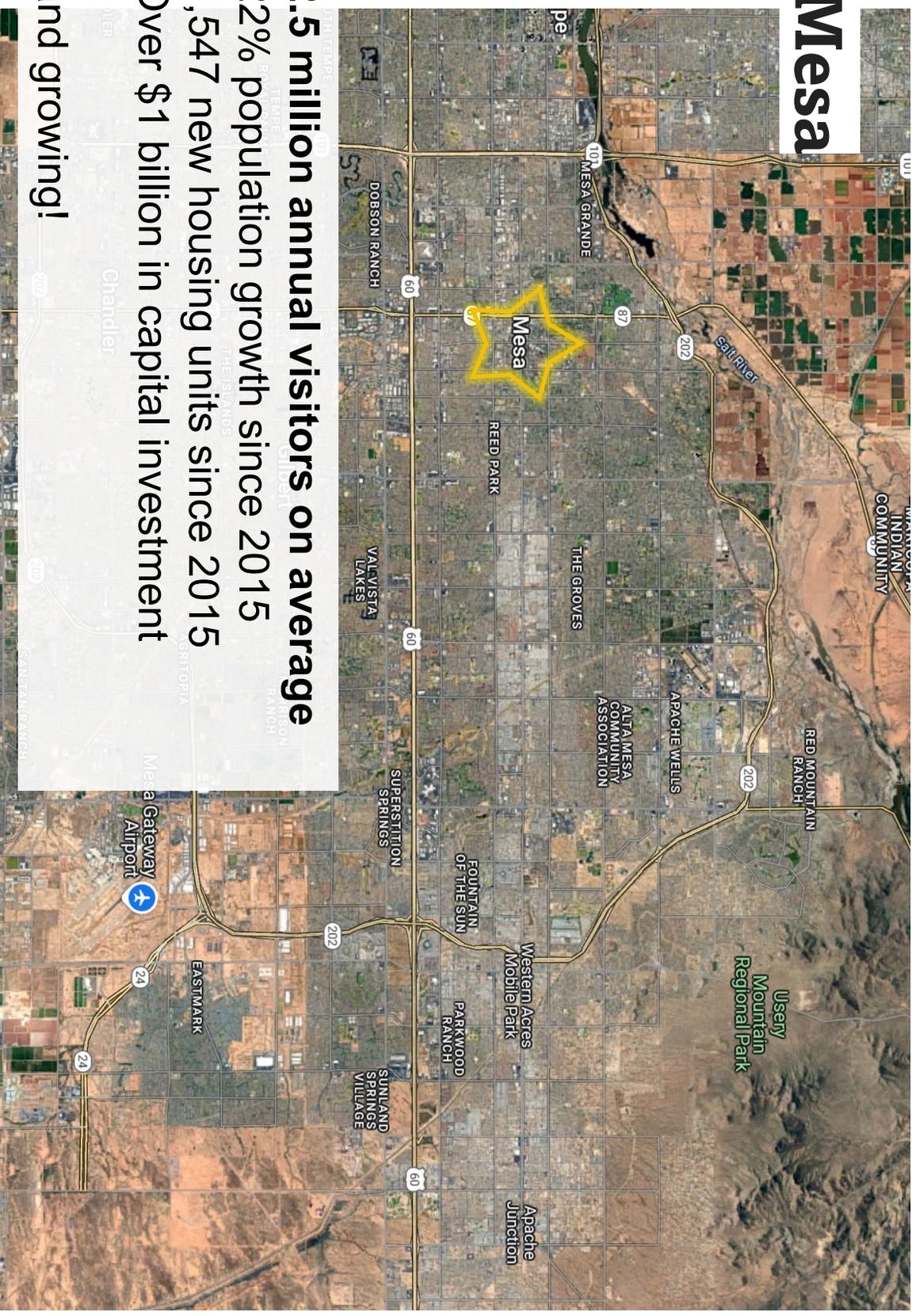
DRAFT

Recent Investment in Downtown Mesa



DRAFT

Downtown Mesa



- **2.5 million annual visitors on average**
- **22% population growth since 2015**
- **1,547 new housing units since 2015**
- **Over \$1 billion in capital investment**
- **and growing!**

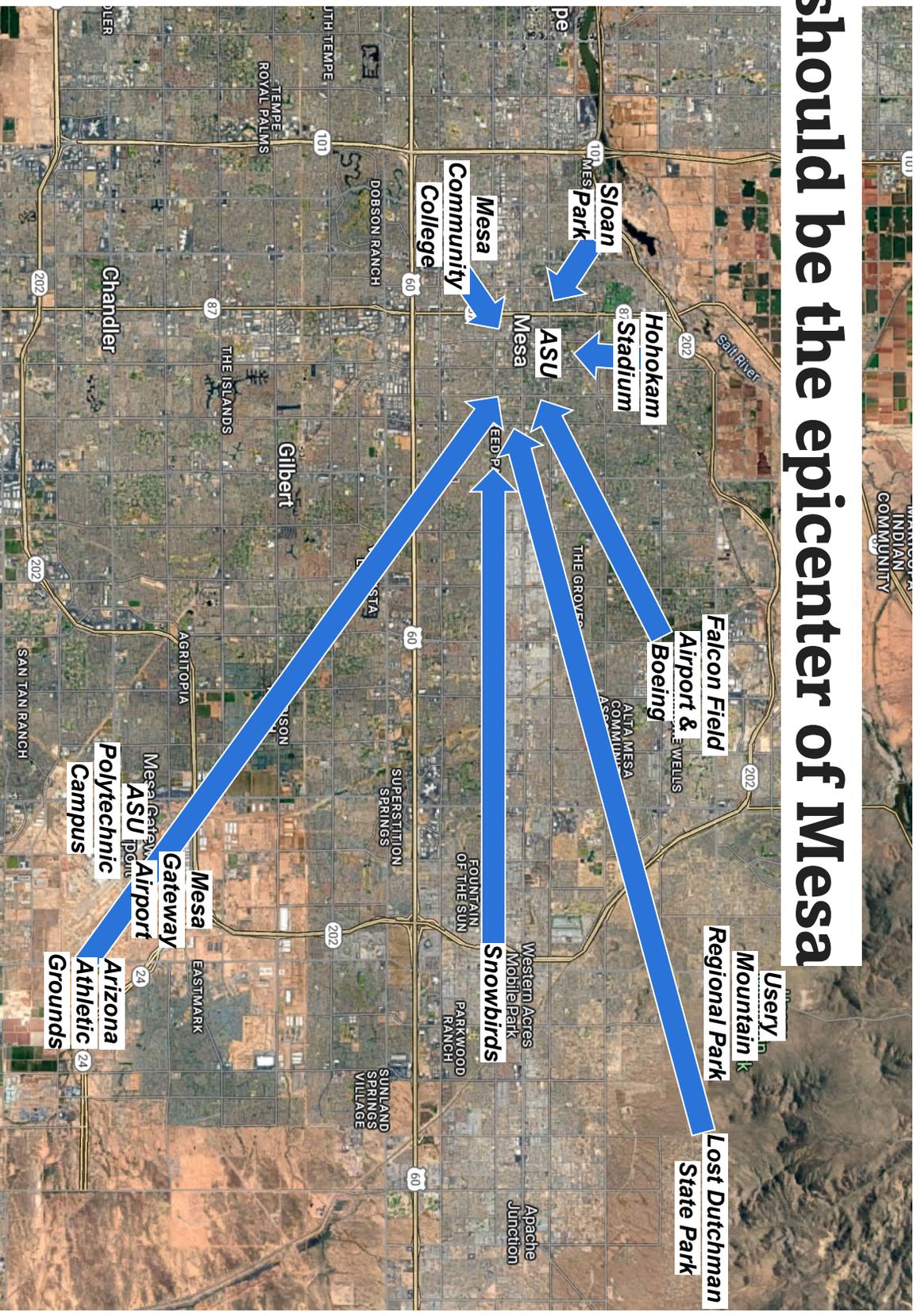
DRAFT

Downtown should be the epicenter of Mesa



DRAFT

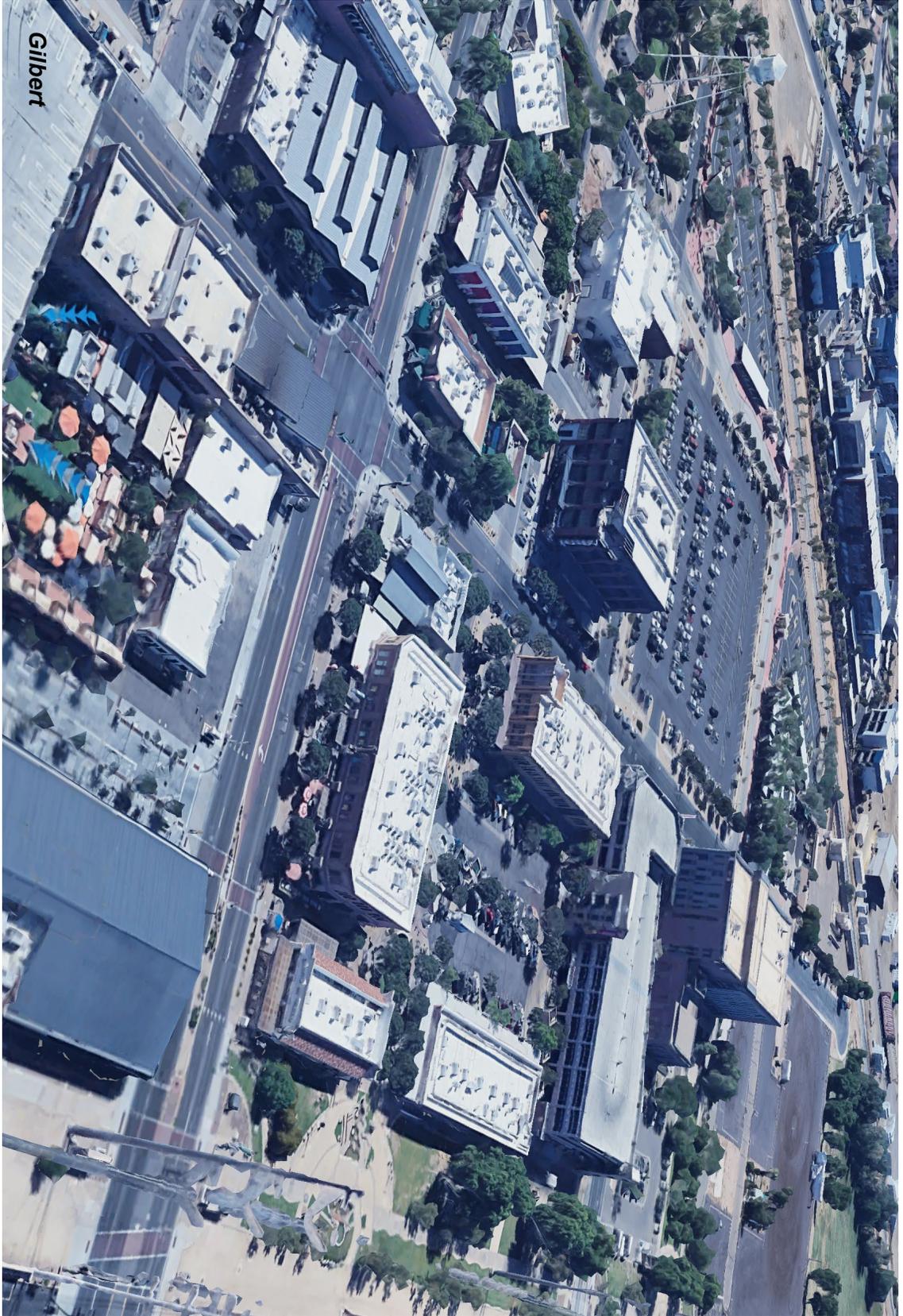
Downtown should be the epicenter of Mesa



DRAFT

Place Matters More Than Ever





DRAFT

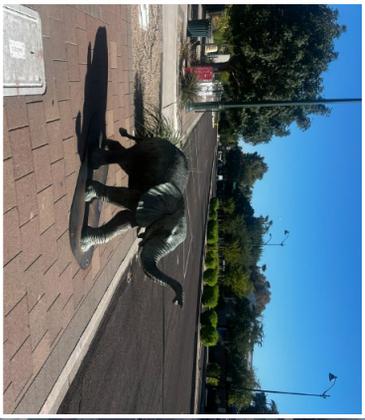
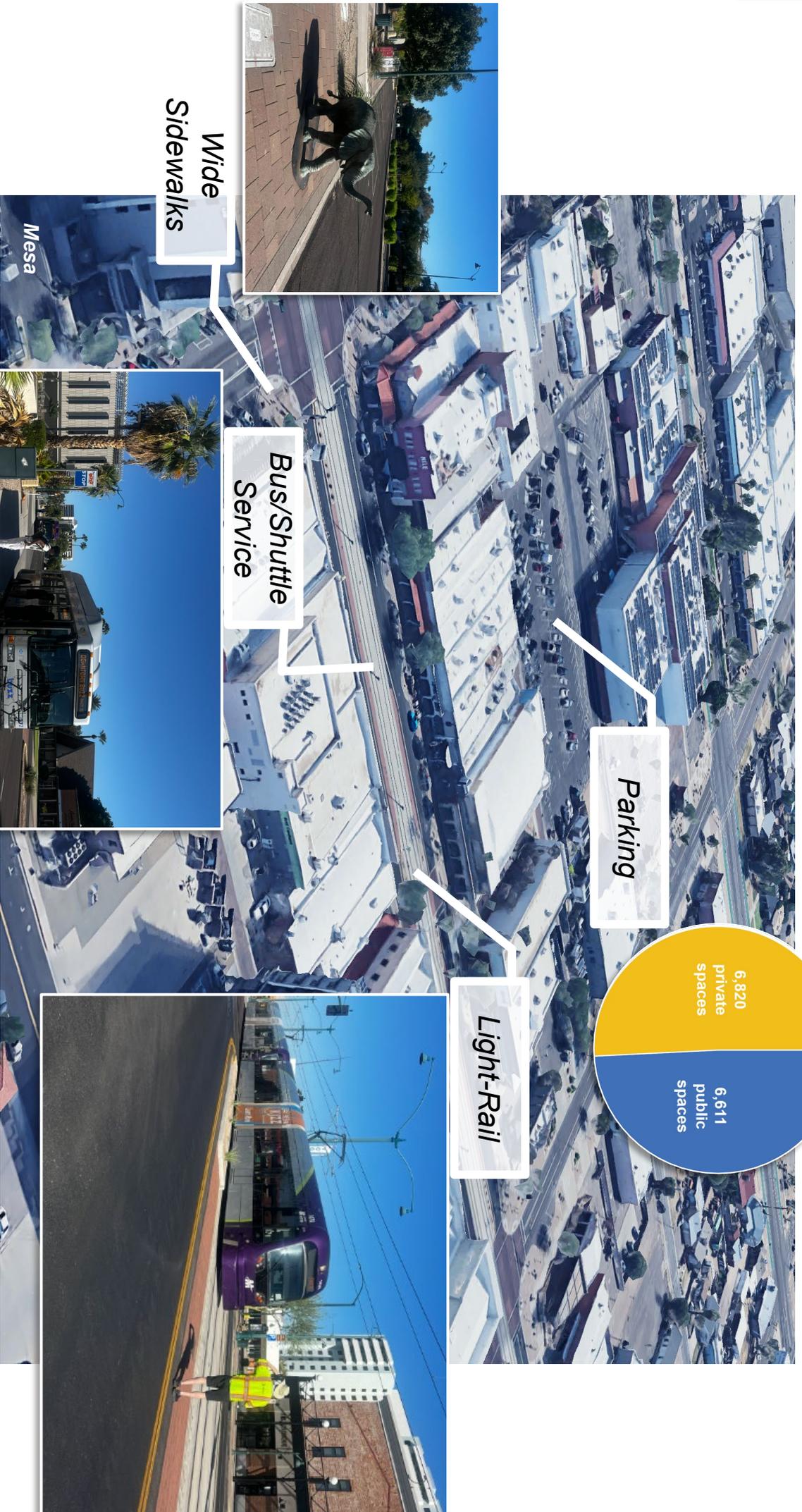
DRAFT





DRAFT

DRAFT



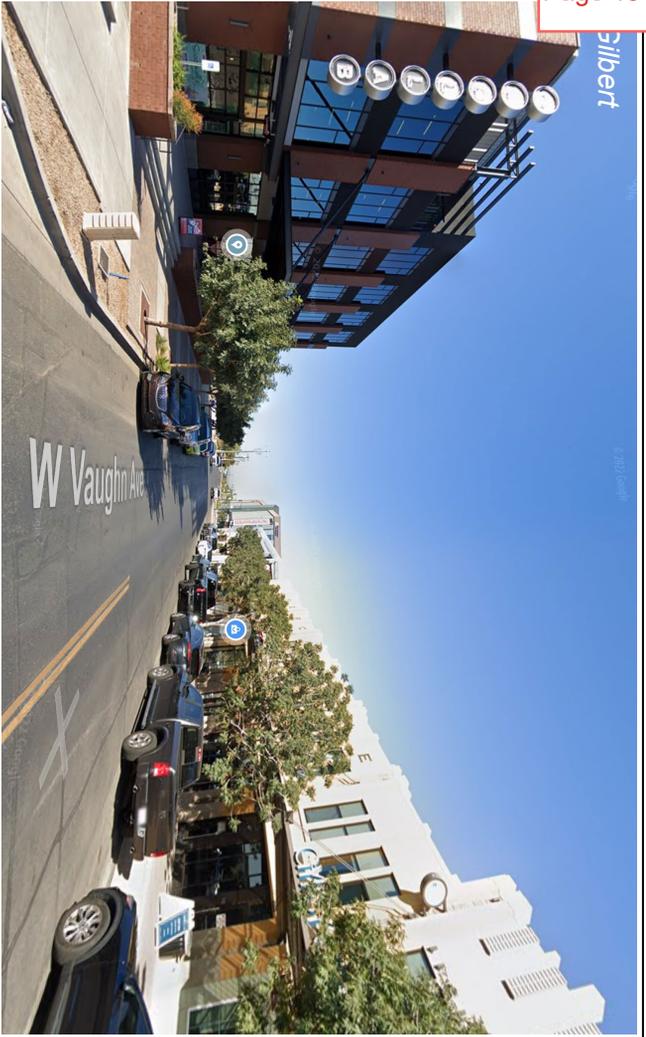
Wide Sidewalks

Bus/Shuttle Service

Parking

Light-Rail





Mesa (MacDonald)



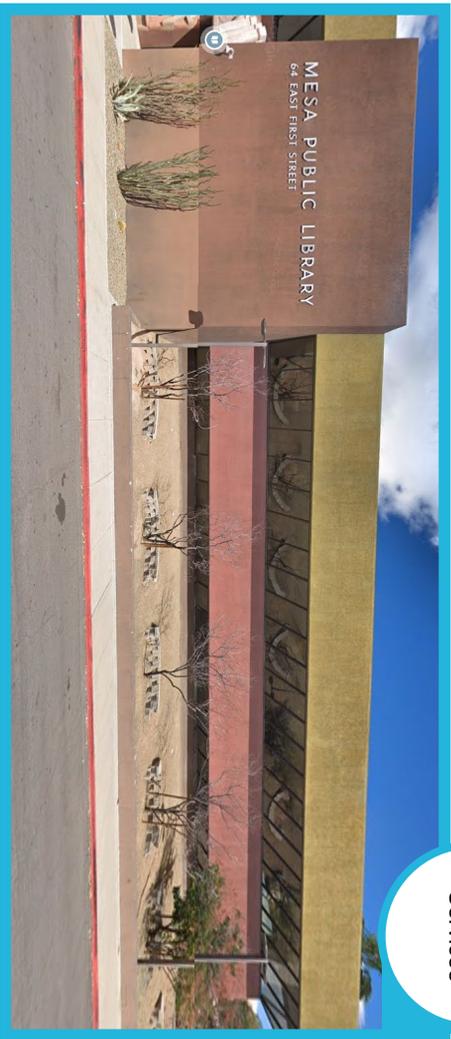
DRAFT

What Makes a Downtown?



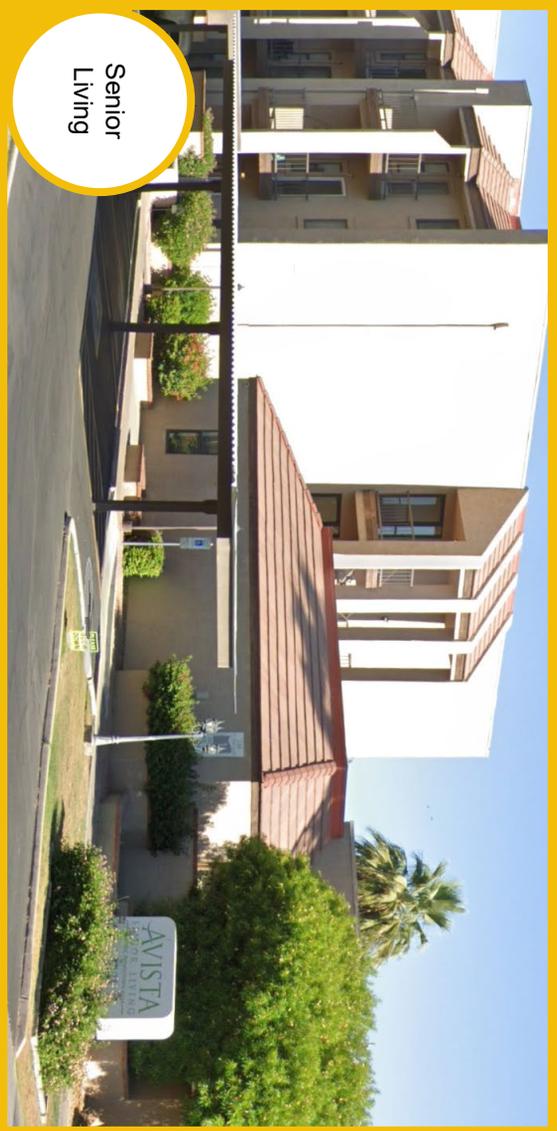
DRAFT

Downtown for Mesa Residents



DRAFT

Downtown for Downtown Mesa Residents



Senior Living



Single Family



Multi-Family



Churches

DRAFT

Downtown for Visitors



Attractions



Entertainment



Public Art



Schools

DRAFT

2 Barriers to Transforming Downtown

DRAFT

Barriers to Transforming Downtown

Perception of Lack
of Parking

Unsafe Roadways –
High Speeds

Few Ways to Access
Downtown

Difficult to Navigate

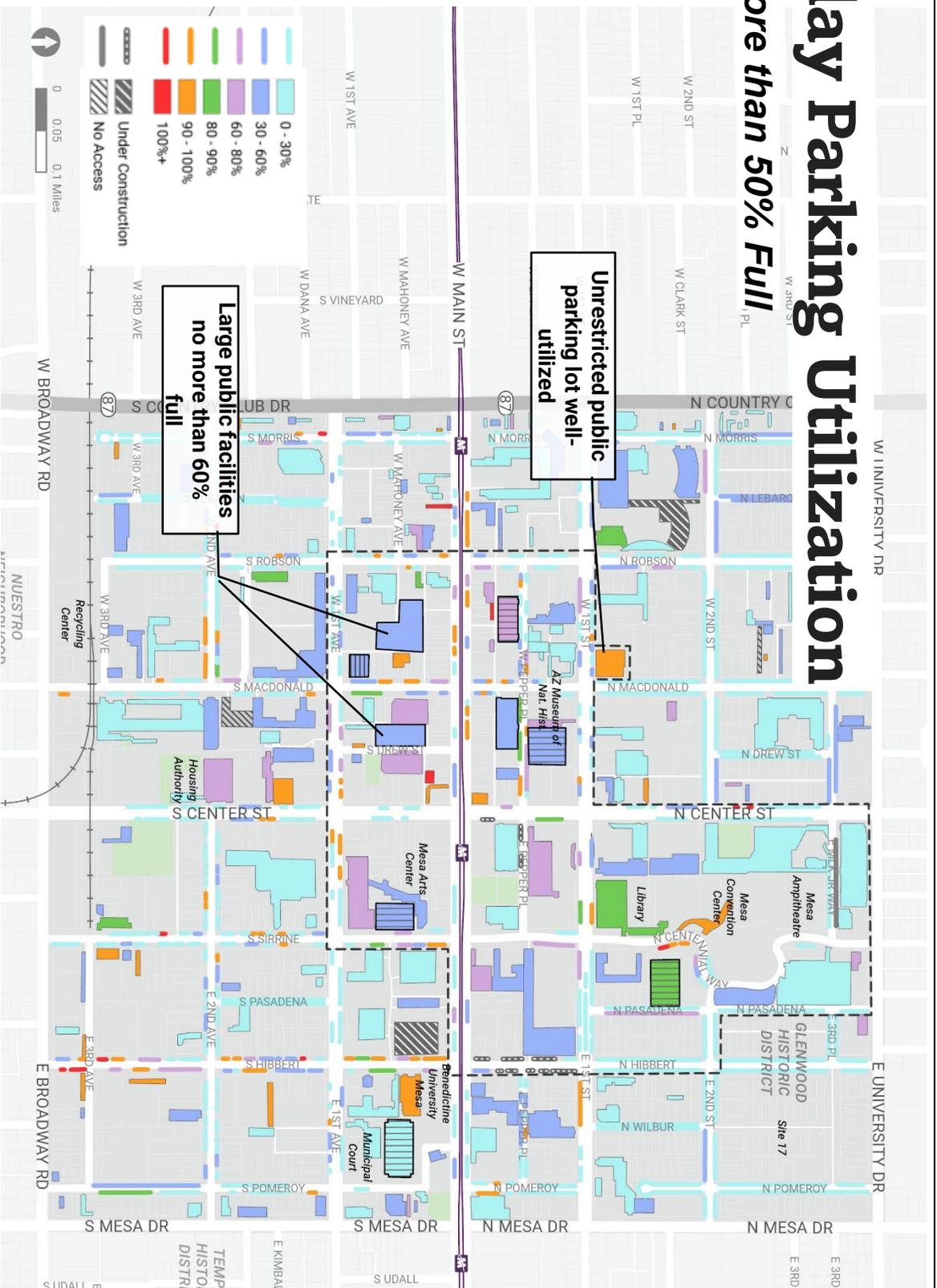
Climate

Environment isn't
Walk Friendly

DRAFT

Weekday Midday Parking Utilization

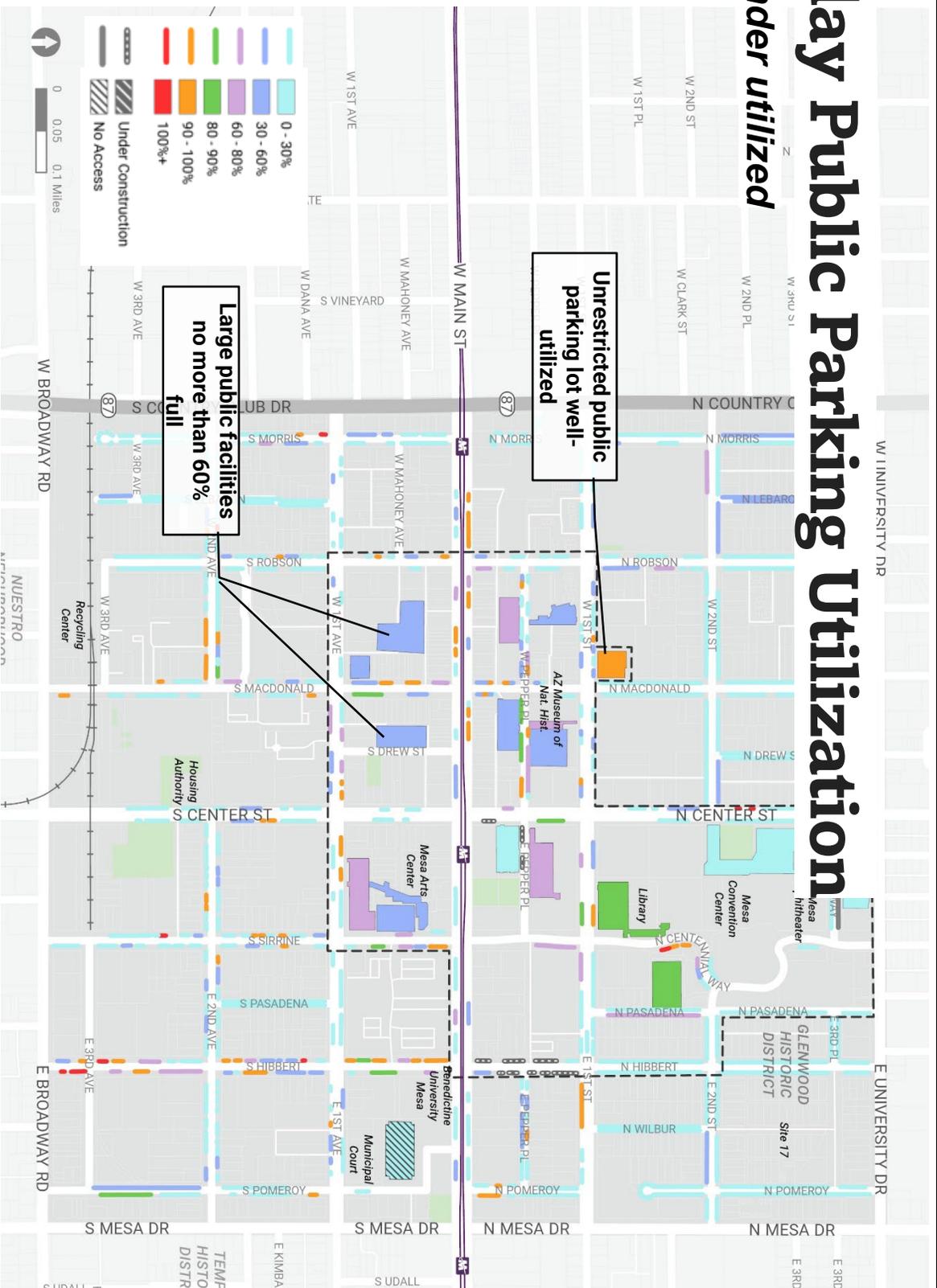
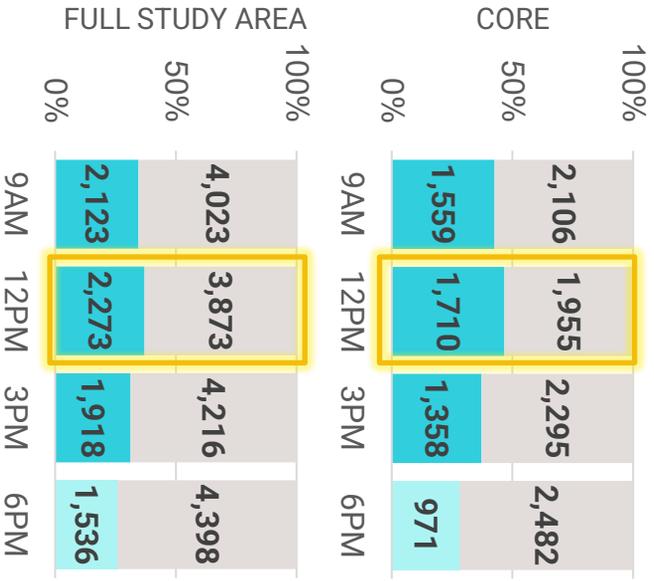
All Parking was never more than 50% Full on September 19, 2024



DRAFT

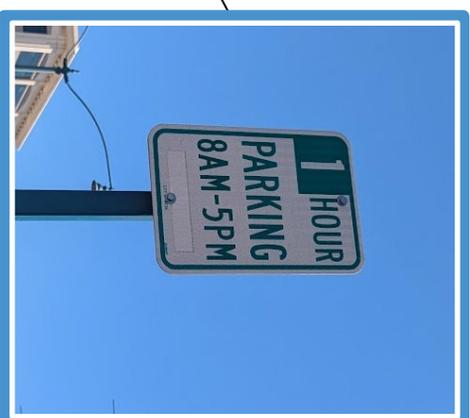
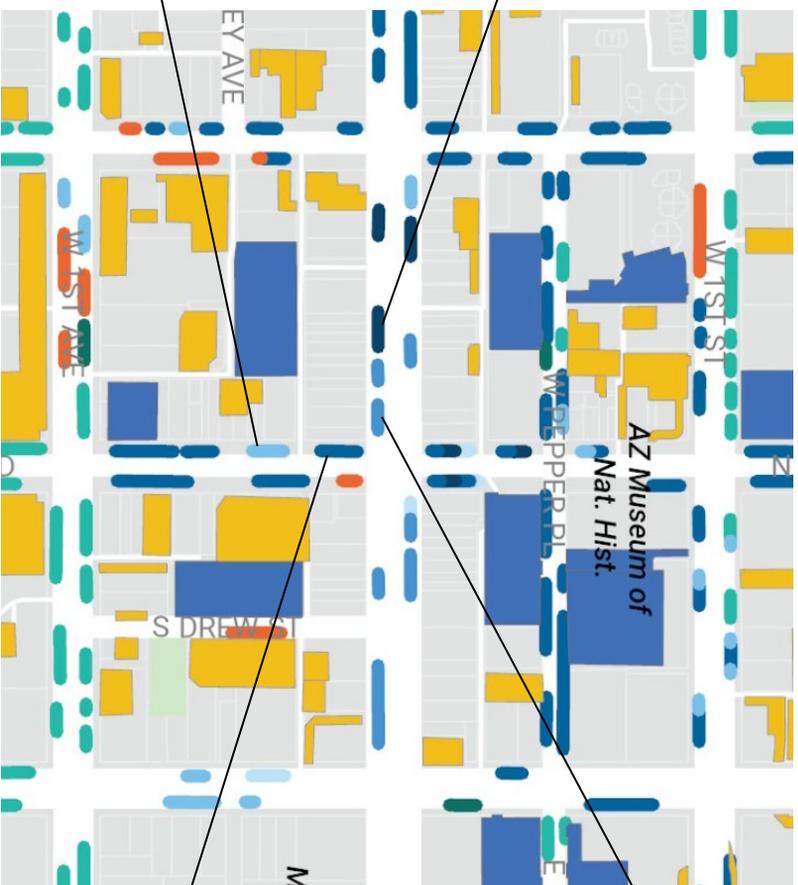
Weekday Midday Public Parking Utilization

Public Parking is also under utilized



Options for Parking Downtown – On-Street

Regulations can vary significantly by block



Approaches for Transforming Downtown

Review and Adjust
Regulations

Right Size Streets

Increase
Multimodal
Options

Simplify and
Clarify Wayfinding

Find Opportunities
for Shade

Increase
Walkability

3

Right Size Streets to Increase Walkability

DRAFT

Jeff Speck Theory of Walkability



A Safe
Walk

A Reason
to Walk

A
Comfortable
Walk

An
Interesting
Walk

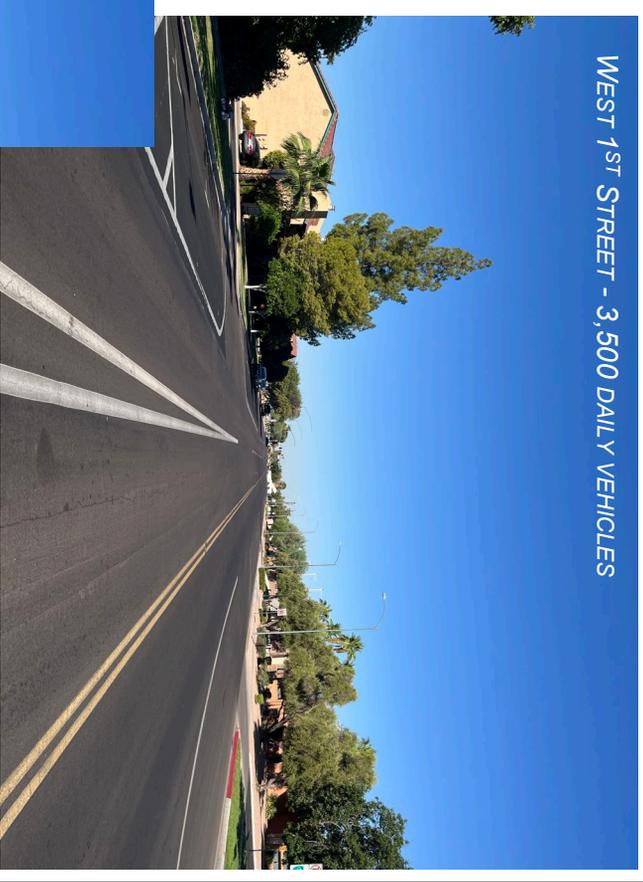
Downtown Recommendations

- Preserve Vehicle Throughput, and emergency access
- Increase Person Throughput
- Create new parking spaces by converting parallel to angled parking
- Introduce multimodal network (bike and scooter lanes)

Right Size Streets

- *The proper number of driving lanes*

Typically, 2 lanes can easily handle 10,000 cars per day



DRAFT

Right Size Streets

- *Lanes of the proper width*
**Standard lane width on
University Drive is 10-feet –
should maintain in
Downtown**



DRAFT

Increase Multimodal Options

Limited non-driving and walking options for getting around Downtown



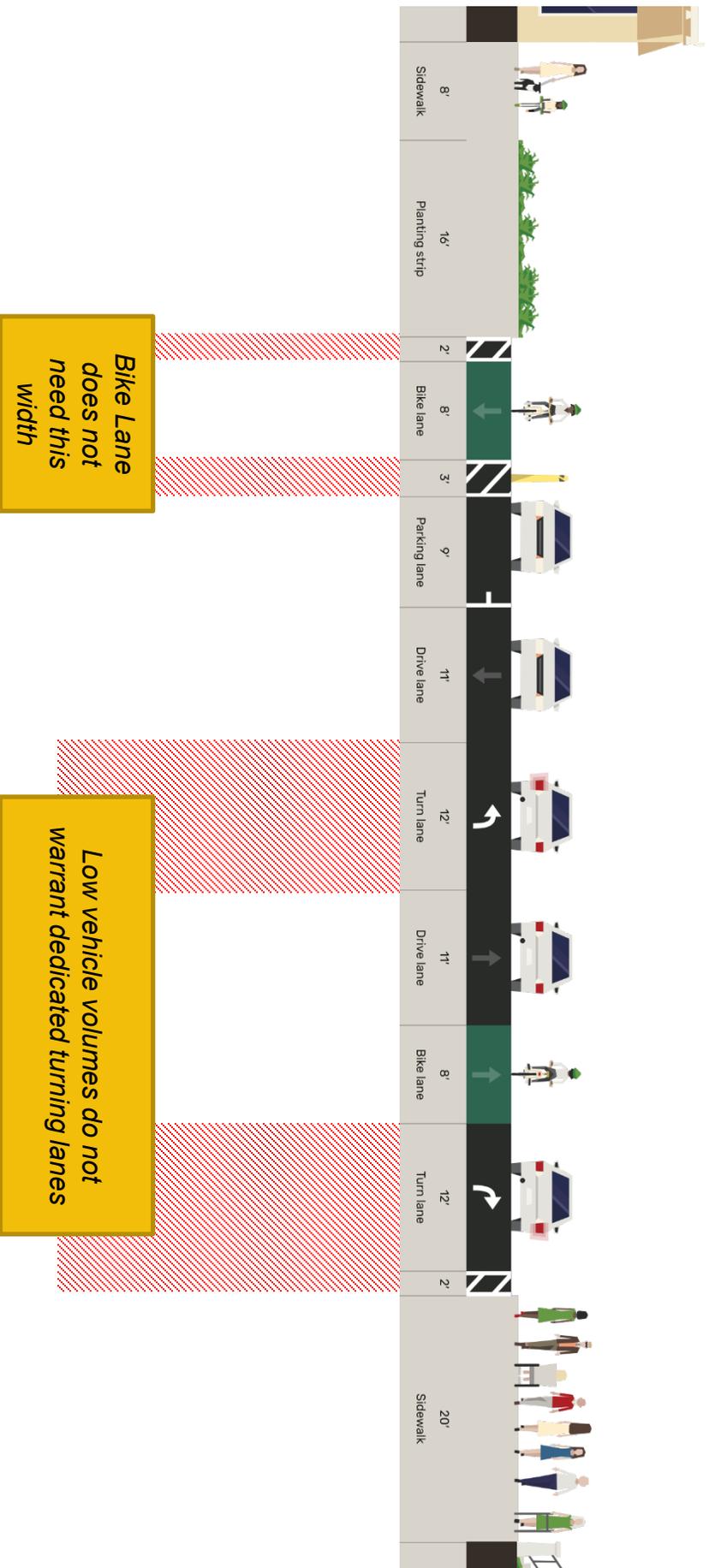
- LTS1
- LTS2
- LTS3
- LTS4



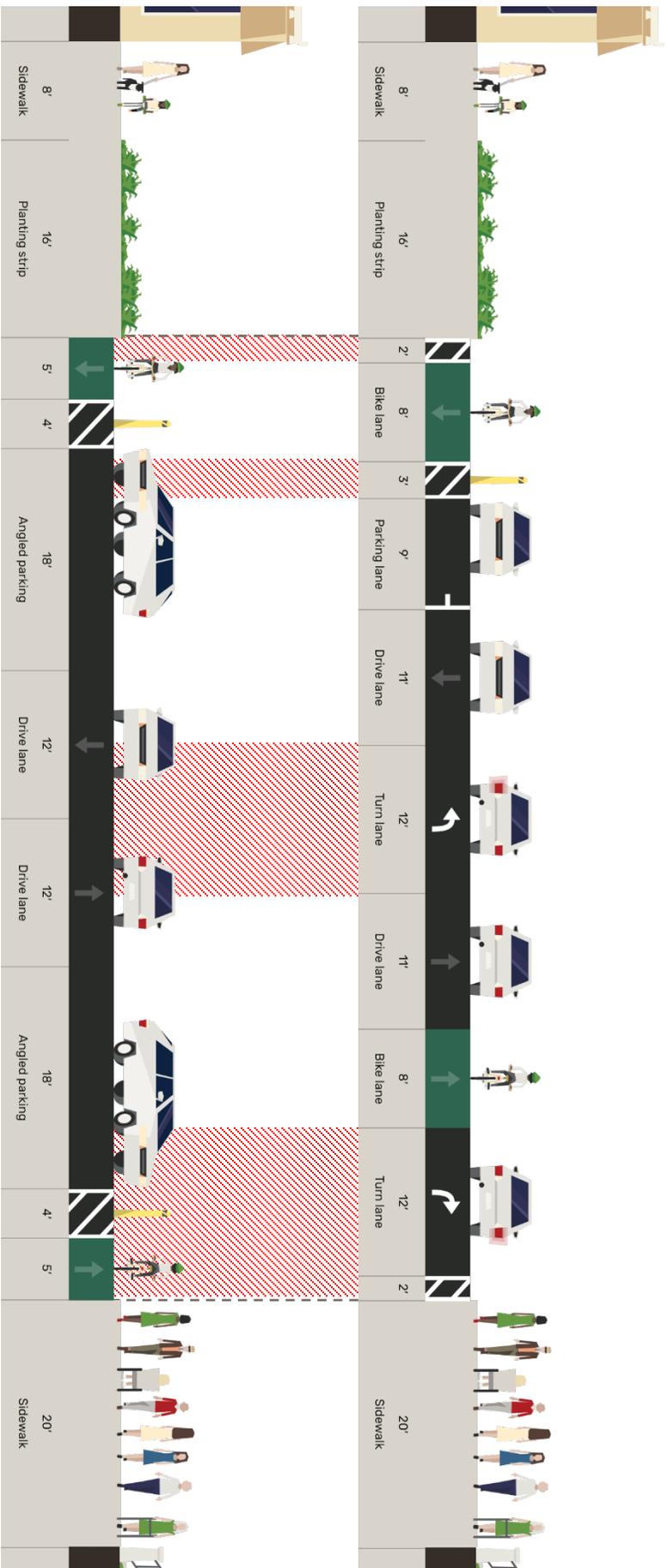
LOW STRESS TOLERANCE

HIGH STRESS TOLERANCE

Right Size Streets (West 1st Avenue)



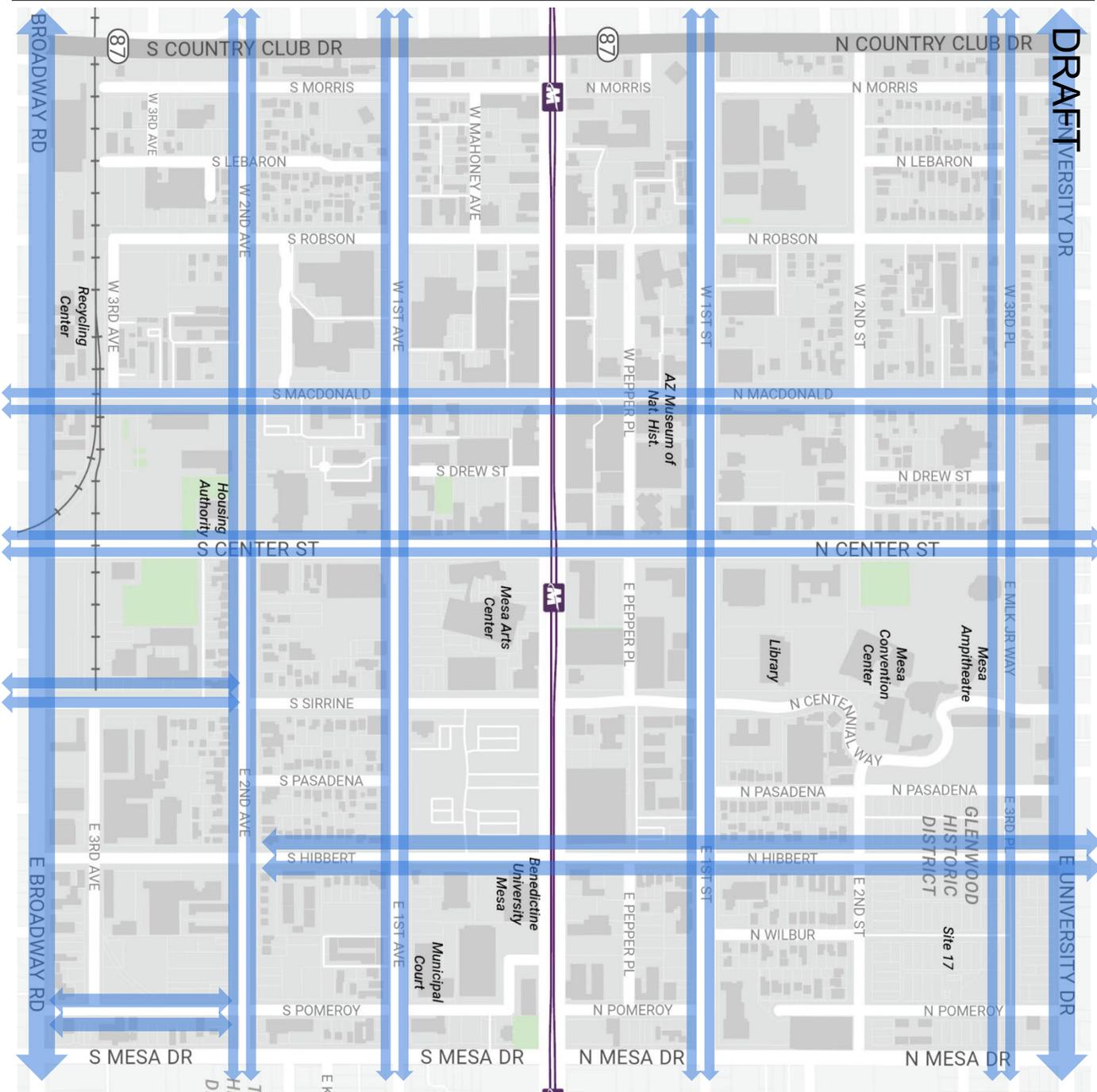
Right Size Streets (West 1st Avenue)



**Feels safer for
 people getting out of
 parked cars**

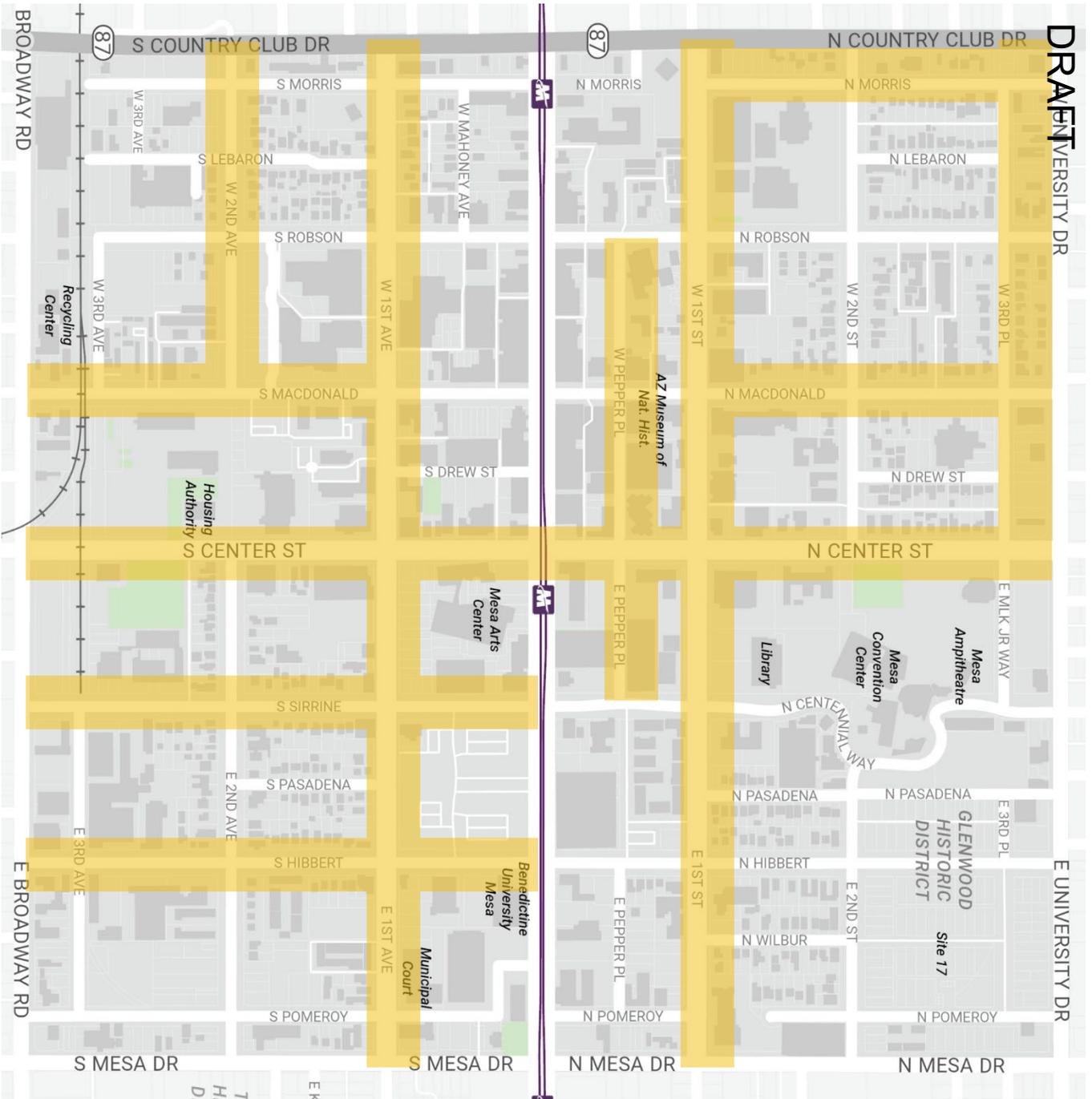
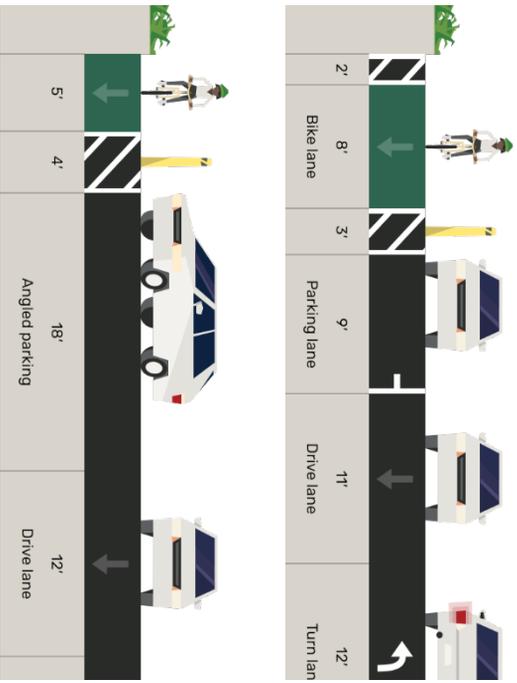
**Improved
 Bicycle Facility
 – more person
 capacity**

Multimodal, Right Sided Streets



Creating Parking

Converting parallel parking to angled parking to create more spaces (and better use the street width)



DRAFT

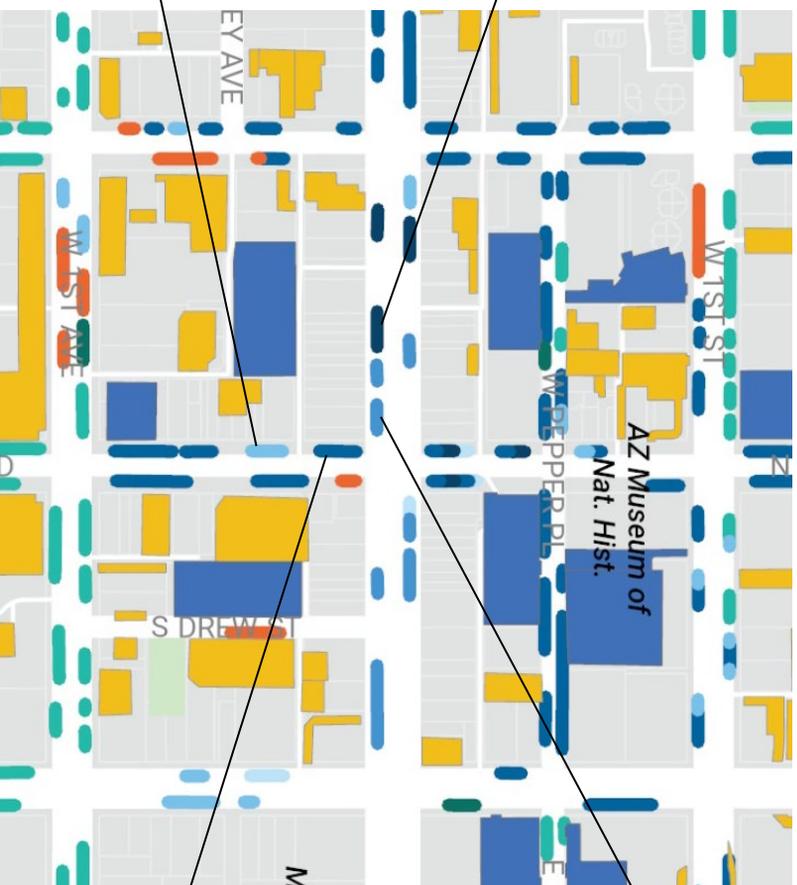
4

Increase Parking + Reform Regulations

DRAFT

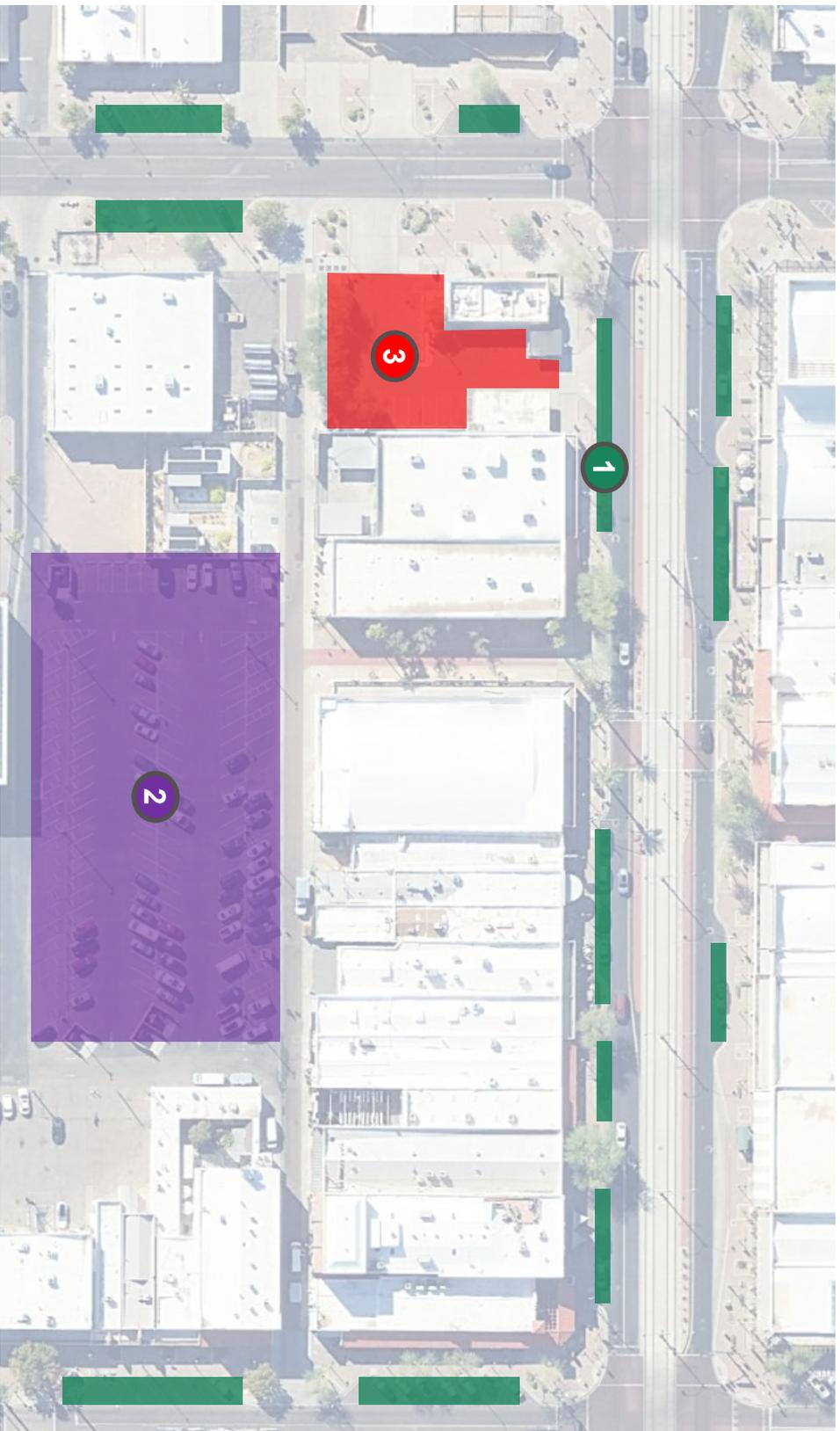
Options for Parking Downtown – On-Street

Regulations can vary significantly by block



DRAFT

Options for Parking for Downtown – Ideal



1 Street Parking

- Universally accessible
- Most popular for visitors
- Front door access for merchants

Regulations should **ENCOURAGE** availability for those spending money at Downtown businesses

2 Public Off-Street Parking

Regulations should **MANAGE** longer-term parking for employees, residents, and long-term visitors

3 Private Off-Street Parking

- Accessible to tenants only

Parking Recommendations

REGULATORY

- Implement a 3-4-hour time limit for all on-street parking (W. 1st St. to W. 1st Avenue)
- Consider expanding access to off-street lot/garage supply for visitor parking

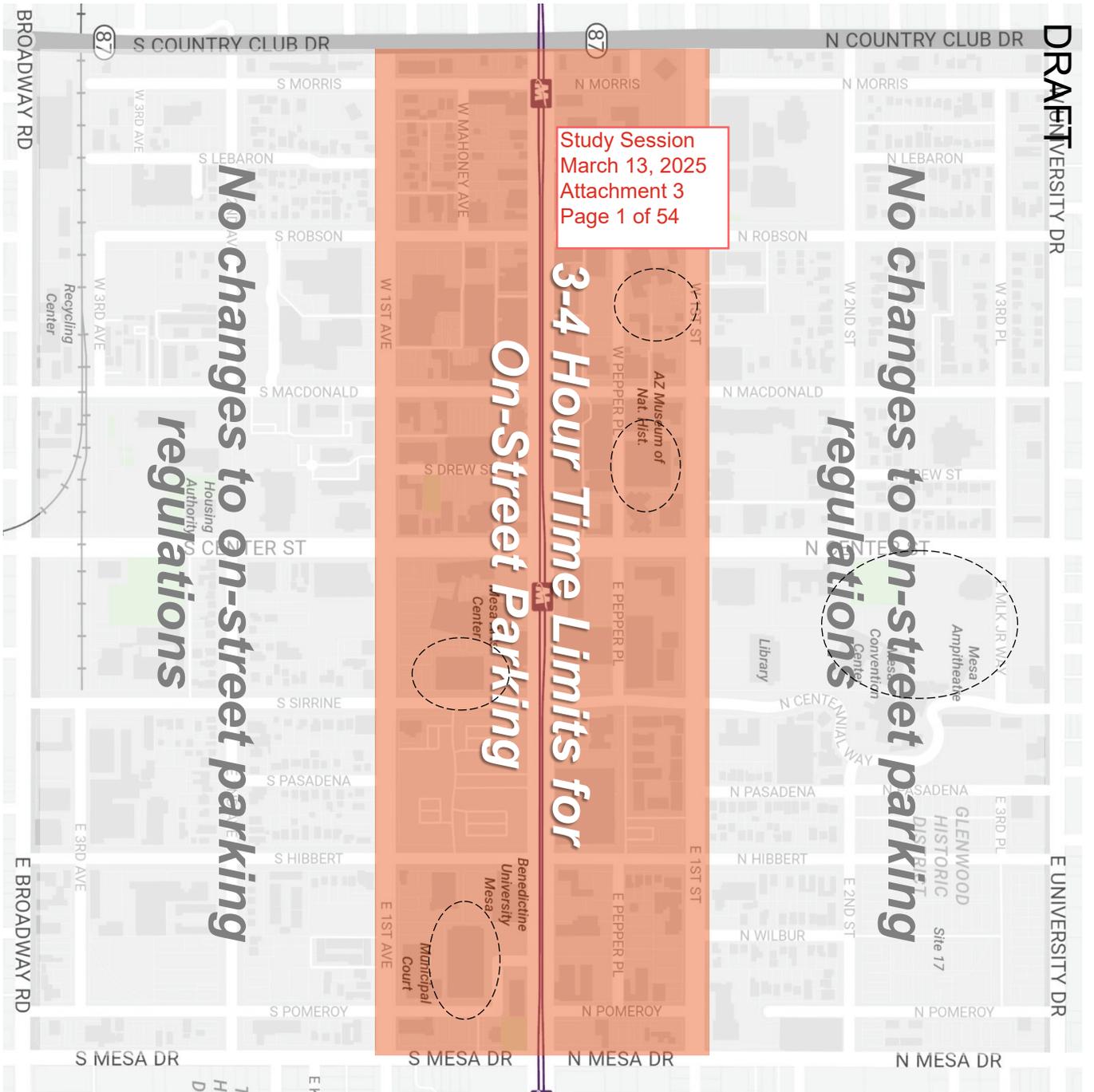
Shown on map

PERMIT

- Sell daily permits for lots/garages where capacity is present using an app/pay by plate system
- Entertain premium permit allowing for greater use of parking facilities and/or public street parking
- Improve wayfinding and provide clear guidance for where visitors can leave vehicles for longer time periods.

Not shown on map

NAVIGATION



DRAFT

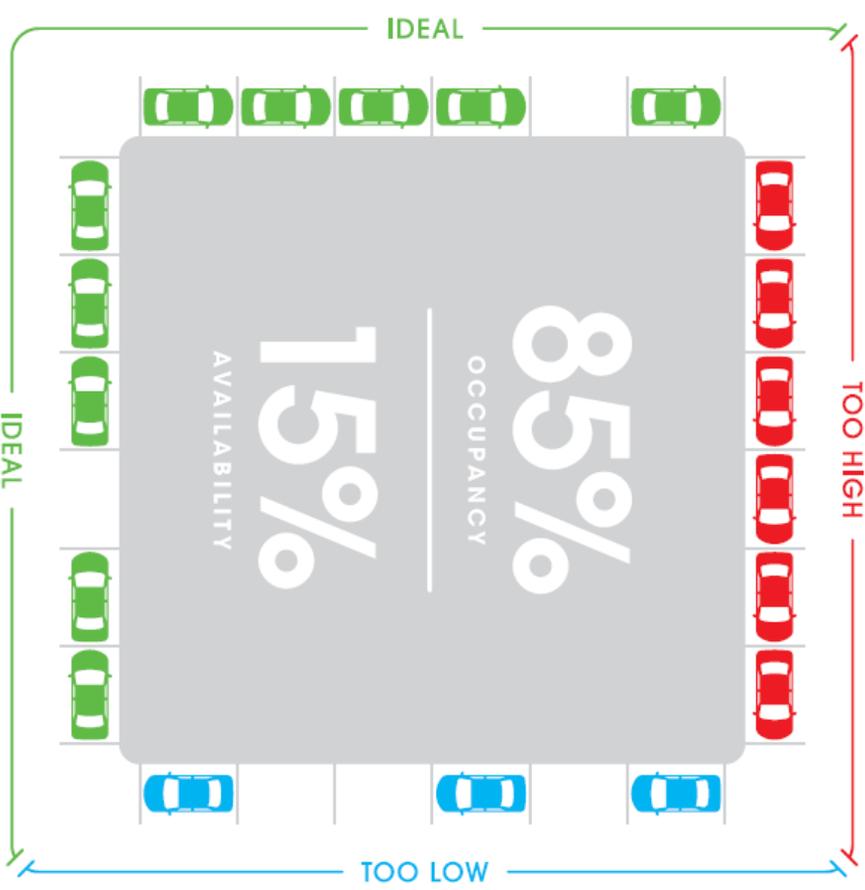
Long-Term – Pricing Parking to Manage Demand

Pricing parking that is already widely available for free is likely to:

- a) Push users elsewhere in the system
- b) Discourage trips to Downtown

Planning around an 85% occupancy target can ensure many users are able to park at once while leaving some amount of parking as available.

In a future Downtown Mesa where this is happening, parking revenues could be used as a Parking Benefit District to be re-directed back into Downtown improvements



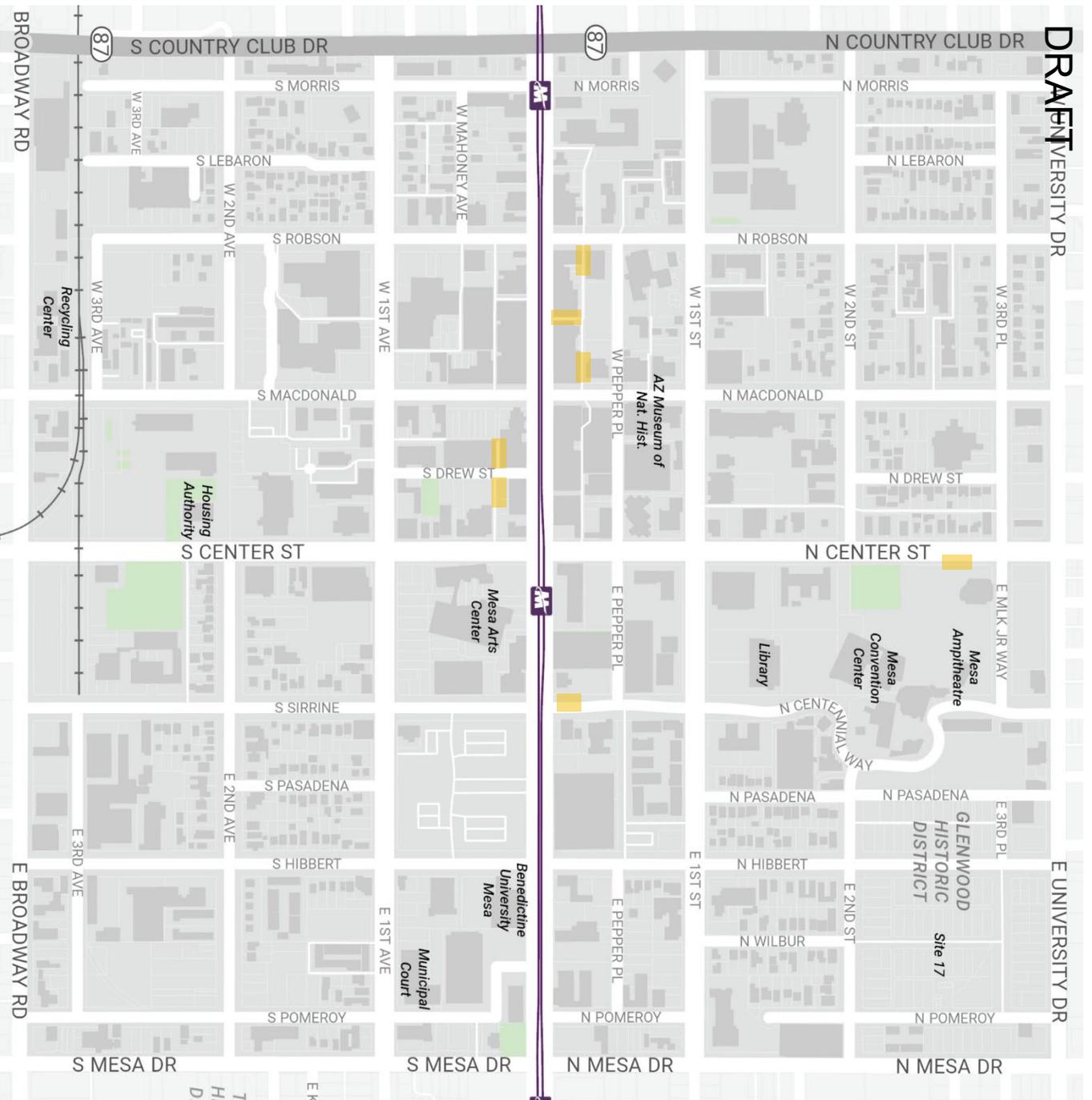
DRAFT

5

Complementary Recommendations

On-Street PU/DO

*Designate curb space
for pick-up/drop-off
for ride share and
personal vehicles*

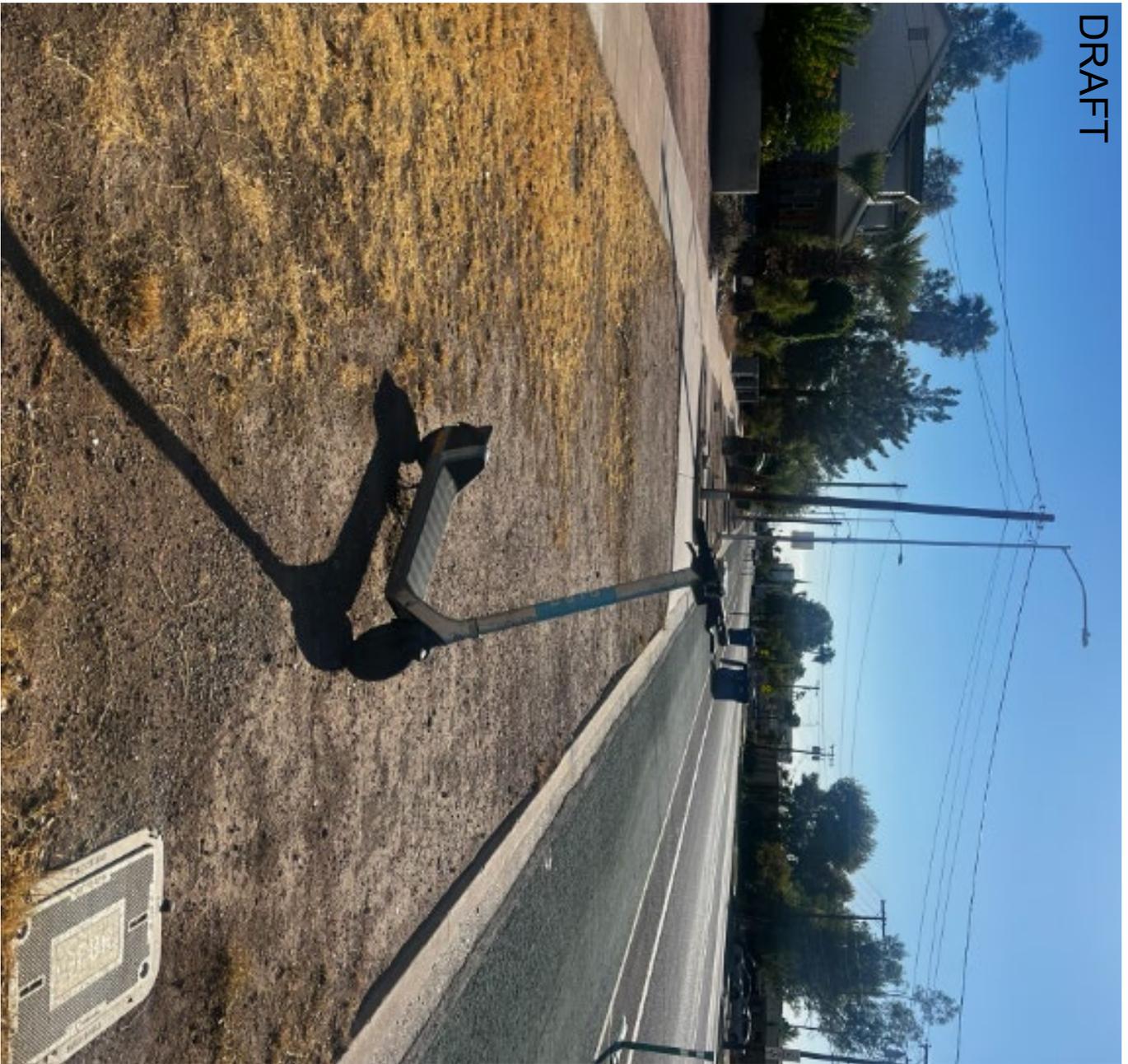


Additional Recommendations: Enhanced Bus Stops

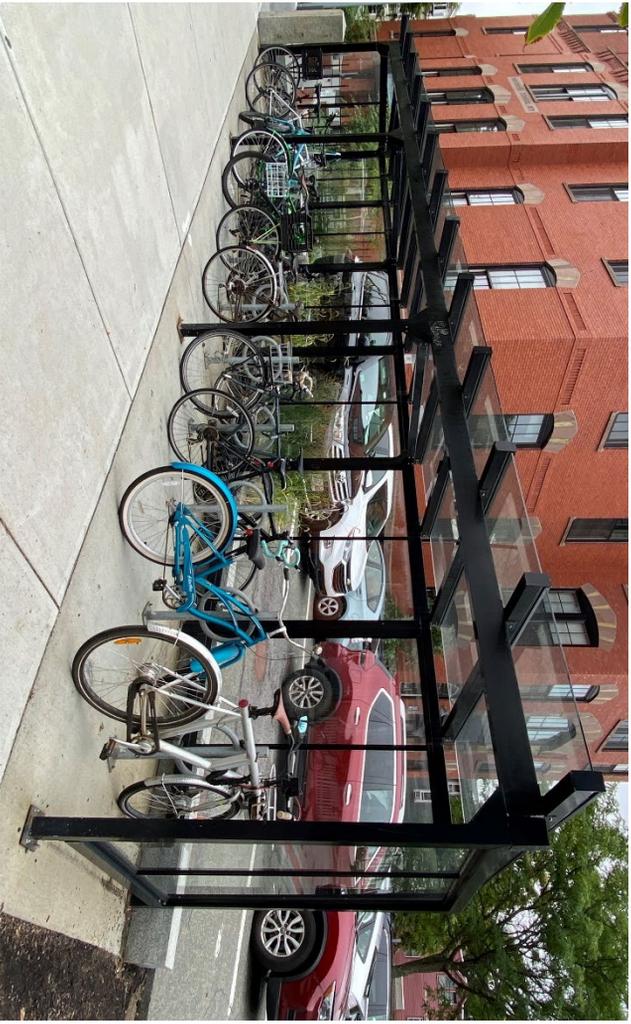


Bike/Scooter Parking

DRAFT



Bike/Scooter Parking



DRAFT

Find Opportunities for Shade

**City ordinances need to require deciduous street trees
30' o. c. for any street built or rebuilt within downtown**

6

Next Steps

DRAFT

DRAFT

Project Close Out

Incorporate Feedback into Final Report

Spring 2025