



COUNCIL MINUTES

November 21, 2024

The City Council of the City of Mesa met in a Study Session in the lower-level meeting room of the Council Chambers, 57 East 1st Street, on November 7, 2024, at 7:32 a.m.

COUNCIL PRESENT

John Giles
Francisco Heredia
Jennifer Duff
Mark Freeman
Alicia Goforth
Scott Somers
Julie Spilsbury

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Holly Moseley
Jim Smith

Mayor Giles conducted a roll call.

Items on the agenda were discussed out of order, but for the purpose of clarity will remain as listed on the agenda.

1. Review and discuss items on the agenda for the December 2, 2024, 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

Planning Director Mary Kopaskie-Brown introduced Principal Planner Evan Balmer and displayed a PowerPoint presentation regarding Item 6-c, **(ZON23-00859 “Fiesta Redefined.” (District 3) Within the 1300 to 1600 blocks of South Longmore (east side), within the 1300 block of West Southern Avenue (south side), and within the 1200 to 1600 blocks of South Alma School Road (west side). Located south of Southern Avenue and west of Alma School Road (80± acres). Rezone from Limited Commercial (LC) to Infill Development District-2 (ID-2). This request will allow for a mixed-use development. Verde Fiesta I, LLC and MMCP, LLC, owner; Wendy Riddell, Berry Riddell, LLC, applicant.)**, on the Regular Council meeting agenda. **(See Attachment 1)**

Mr. Balmer reviewed the request and purpose to rezone the Fiesta Mall property to Infill Development District 2 (ID-2) and described the location of the subject site. (See Pages 2 and 3 of Attachment 1)

Mr. Balmer summarized the General Plan character area and the purpose for the mixed-use property. He discussed the current zoning of the property and noted that, if approved, the site will only be the fourth ID district in the City. He identified the specific applicability requirements to rezone to an ID district. (See Pages 4 and 5 of Attachment 1)

Mr. Balmer defined a by-passed parcel and presented images demonstrating that currently there is only 1.2% vacant land compared to 2009 when there was 1.6%. (See Pages 6 and 7 of Attachment 1)

Mr. Balmer provided an overview of the six zoning criteria and emphasized that only three of the six criteria must be met for a property to be considered an ID district. He commented that the Fiesta Mall was an economic engine for decades in Mesa, but as other malls opened and the commercial landscape changed, the mall began to lose tenants and deteriorate. He added that by 2019, the mall was completely vacant and was demolished last year. He stated that during those intervening years, there were many calls for police service for vandalism and trespassing. (See Page 8 of Attachment 1)

Mr. Balmer described the Infill Incentive Plan (IIP) for the ID-2 districts. He reported that to help facilitate a design base, City staff hired a consultant, Angela Wu of Kohn Pederson Fox, to work with the applicant's designer. (See Page 9 of Attachment 1)

Mr. Balmer explained the concept of development blocks within the IIP, which sets the framework for future development but is flexible to allow change. He highlighted some of the parameters for pedestrian connections and mentioned there are some unique features. He presented the layout and mentioned that the primary building wall area does not have a maximum height requirement in ID-2; however, there are minimum height requirements in specific areas along the north/south street. (See Pages 10 and 11 of Attachment 1)

Mr. Balmer indicated the uses permitted in a Limited Commercial (LC) zoning district that are restricted in an IIP. He showed a map demonstrating the areas where drive-thru facilities and service stations would be permitted. (See Pages 12 and 13 of Attachment 1)

Mr. Balmer reviewed the land use budget, a unique concept included in the IIP. He shared some of the requirements for the various tiers and discussed the development standards. (See Pages 14 and 15 of Attachment 1)

Mr. Balmer pointed out the location and potential uses for the Village Green open space and mentioned that there is also private open space for residential development. (See Page 16 of Attachment 1)

Mr. Balmer provided a summary of the design standards and guidelines for the project, which are broken into four main categories: site design and architectural features for both residential and commercial development. He stressed that the project needs density, buildings, and a variation of building designs. (See Pages 17 through 20 of Attachment 1)

Mr. Balmer identified the procedures for the review and development process, as well as the citizen participation report. He believes the applicant performed well in engaging the public and selling the project to residents. He advised that staff is recommending approval with conditions, and the project complies with the Mesa General Plan and the ID districts. (See Pages 21 through 23 of Attachment 1)

In response to multiple questions from Councilmember Freeman, Mr. Balmer replied that there has been a tremendous amount of outreach by the applicant, who has been working with neighbors, neighboring property owners, and stakeholders for several months. He mentioned that the applicant developed a robust citizen participation report outlining the outreach conducted. He compared the differences between an ID-1 District and an ID-2 District.

In response to a question from Councilmember Duff, Mr. Balmer answered that to ensure that the project keeps pace with the residential component, the land use budget includes a tier approach, and each tier has residential and non-residential units that must be constructed. He explained the details of the tier approach and the requirements.

Discussion ensued relative to the following subjects: drive-thru facilities and service stations, connectivity, development blocks, integrated development, the developer's vision, development agreement, attracting specific users, incentives, entitlement, requiring minimum amounts of non-residential, urban design, density, various zoning options, land use regulations, land use budget requirements, flexibility, development blocks, frontage requirement, ensuring a walkable mixed-use project, growth, and local ownership.

Mayor Giles thanked staff for the presentation.

2-a. Hear a presentation and have a discussion on the vital role small businesses play in building thriving economies and fostering a unique sense of place, including input from Kimber Lanning, CEO of Local First Arizona.

Kimber Lanning, Founder and Chief Executive Officer of Local First Arizona, introduced Deputy Director of Economic Development Maria Laughner and displayed a PowerPoint presentation. **(See Attachment 3)**

Ms. Lanning described Mesa's unique characteristics and opportunities, which can be beneficial to entrepreneurs, and the impact of using locally-owned businesses. She emphasized that by using local operators, more dollars and jobs are recirculated in the City's local economy, and the importance of creating a sense of place that local businesses provide. (See Pages 2 and 3 of Attachment 3)

Ms. Lanning explained the vibrancy of the transit system for people to travel further distances. (See Page 4 of Attachment 3)

Ms. Lanning indicated studies have been conducted to determine the demands and needs of the next generation, as well as how Mesa competes for talent, which can be framed by local ownership. She discussed the study from the Harvard Business Review 10 years ago and stated job growth in America is largely coming from small and midsize companies, either business expansion or business retention. (See Pages 5 and 6 of Attachment 3)

Ms. Lanning provided an example of the City of Pasadena by comparing Old Pasadena to New Pasadena. She said that Old Pasadena outperformed New Pasadena, which was completely publicly funded and planned with mostly 100% national brands, because people are looking for and willing to travel for a unique experience. (See Page 7 of Attachment 3)

Ms. Lanning reported that the unique businesses that create a 24/7 vibrant community also attract and retain knowledge, economy, companies, and workforce, where individuals want to live in places that are unique and makes them proud of their hometown. She highlighted a study from the National Trust for Historic Preservation and their findings that communities that protected their older buildings and fostered a combination of large and local businesses performed better by a wide variety of measurables. (See Pages 8 and 9 of Attachment 3)

Ms. Lanning advised of the benefits of areas that have older, smaller buildings with mixed vintage blocks where younger residents want to live. She believes Mesa is positioned to be an epicenter in every district of a nice blend of local, creative-type businesses with the big nationals. (See Page 10 of Attachment 3)

Ms. Lanning reviewed the policy guidance that shapes these types of communities, and she suggested not using the same color schemes for all districts and communities. She advised that the urban designs can also be applied to foster newer, smaller, and better fabric that is dense, economically high performing, livable and compatible with the older fabric as well. She highlighted re-urbanism, opportunities for people to move back into urban cores, are gaining popularity across the United States. (See Pages 11 and 12 of Attachment 3)

Ms. Lanning provided an overview of the performance metrics for Mesa and suggested what would work best. She discussed her experience working with the City of Tempe in the late 1980s to 1990s and shared some of the errors and lessons learned in economic development on Mill Avenue. (See Pages 13 and 14 of Attachment 3)

Ms. Lanning reported on the job market and stated that there are 36.8% more jobs in communities in districts where older building stock is protected and two times more businesses are owned by women or minorities. She shared an example that the City of Denver created seven different neighborhood contexts. She commented that the City of Mesa (COM) has a variety of opportunities due to its diverse character and should ensure that Retail Coach understands the city's potential. (See Pages 15 through 17 of Attachment 3)

In response to a question from Councilmember Spilsbury, Ms. Lanning explained why some cities have been more successful, and having the right tenants and marketing plan plays an important role. She discussed some of the challenges in other communities and determining whether local or big nationals are more suitable.

In response to questions from Councilmembers Duff and Goforth, Ms. Lanning suggested the COM name their districts for residents to have a sense of pride in their community.

Mayor Giles thanked staff for the presentation.

2-b. Hear a presentation, discuss, and receive an update on the Mesa College Promise Program, the zoning request for a Billboard Overlay District on the Mesa Community College campus, and the corresponding intergovernmental and development agreement.

Education and Workforce Administrator Sarah Tolar introduced Planning Director Mary Kopaskie-Brown and displayed a PowerPoint presentation. **(See Attachment 2)**

Ms. Tolar acknowledged the partners of the program, Mesa Community College (MCC), Maricopa County Community College District (MCCD), and the Maricopa Community Colleges Foundation. She provided background information on the development of the Mesa College Promise (MCP) Program and the COM's committed support with Achieve60AZ's goal of reaching 60% for Arizona adults to earn a post-secondary degree, certificate, or professional license. She noted that the work is being conducted to support the City Council's strategic priority to have a skilled and talented workforce, a commitment to Mesa's residents and businesses. (See Page 2 of Attachment 2)

Ms. Tolar discussed the MCP program's commitment to provide two years of tuition and fees fully funded to Mesa's eligible residents. She added that earlier in the year, the program was expanded to include eligible adult learners. She described the funding that is available and the requirements. (See Page 3 of Attachment 2)

Ms. Tolar reviewed the eligibility requirements and benefits of the MCP program. She explained the difference between the program versus a scholarship is the additional academic and social service benefits that are provided to students in the program. (See Page 4 of Attachment 2)

Ms. Tolar provided an overview of the current number of students enrolled in the program and the enrollment trajectory from the establishment of the program in 2021 to 2024. She emphasized that the enrollment numbers have tripled, including 54 adult learners and over 300 MCP scholars in the most recent cohort, and approximately 415 total students who have completed the program from previous years. She presented a chart demonstrating the demographics of students served, and a map identifying the location of students participating in the program. She reported that the MCP scholars are distributed equally across the city, including students from all six of Mesa's public high schools, with Mesa High School having the highest enrollment. (See Pages 5 through 7 of Attachment 2)

Ms. Tolar discussed the outcomes of the MCP program and stated that the average cohort grade point average (GPA) of 3.3 reflects the wraparound academic support and services provided to students. She stressed that the program has had a significant impact on the community, and she highlighted the statewide and national impact. She noted that the program has received national recognition from the United States (US) Department of Education, Dr. Jill Biden from the White House, as well as national media coverage. She shared a story regarding one of the scholars from the program, and reported that multiple cities are developing or have developed programs using the MCP program as a model to benefit all 10 colleges. (See Pages 8 and 9 of Attachment 2)

Ms. Tolar indicated that although the program is a success, there are still challenges to overcome and she summarized the current challenges. (See Page 10 of Attachment 2)

Ms. Kopaskie-Brown discussed the zoning request for a Billboard Overlay District to allow for two electronic billboards, which will provide long-term funding for the MCP program, and noted the location of the potential billboards. She described the design characteristics and presented an

image of the billboard, which meets the zoning requirements. (See Pages 12 and 13 of Attachment 2)

Ms. Kopaskie-Brown identified specific details of the City's code that relate to billboard messaging, which aligns with design and the Good Neighbor policy. She displayed an image demonstrating that the lights from the billboards will not impact the residential neighborhood. (See Page 14 of Attachment 2)

In response to multiple questions from Councilmember Spilsbury, Reece Anderson, attorney with Pew & Lake, PLC, described the computer-generated model that is used to measure nits, a measurement to determine how much light is emitted in a square meter. He indicated that there is an option to dim the lights if neighbors are impacted.

Ms. Kopaskie-Brown clarified that the amendment includes a requirement for a line of sight study to demonstrate that the billboard cannot be seen from 500 feet away.

Responding to a question posed by Councilmember Freeman, Ms. Kopaskie-Brown answered that the light from the billboards automatically dim at sunset throughout the year, and shut off at 11:00 p.m. daily.

Mr. Anderson clarified that the shut off time for the billboards is the COM's standard, and complies with national standards and best practices.

Ms. Tolar summarized the main points in the Intergovernmental Agreement (IGA) and the Development Agreement (DA). She estimated that the revenue from the billboards will range from \$350,000 to \$400,000 annually for the first 10 years, and will be a substantial funding source for the MCP program. She mentioned that the Foundation is working on finalizing an additional contribution that Becker Boards is committed to, and will be a separate endowment gift to support Native American students at Mesa Community College. (See Page 15 of Attachment 2)

City Manager Christopher Brady emphasized that having a qualified workforce is the greatest incentive the City of Mesa (COM) can have to recruit any major developer. He advised that the major concern for businesses to relocate to Mesa is having a skilled workforce to meet the demand. He commented that the goal is for every student who graduates high school in Mesa to have an opportunity to receive an education regardless of income. He stressed that the revenue from the billboards will be a significant source of income for the community to provide opportunity for growth and successful employment.

Responding to multiple questions from Councilmembers Spilsbury and Goforth, Brian Spicker, President and Chief Executive Officer of MCC Foundation, replied that their goal is making post-secondary education and certifications accessible and affordable. He shared the vision for the program and stated that the City of Phoenix adopted a similar model. He stated the revenue generated from the billboards will remain with MCC and will provide support services and stipends for Mesa's students, as well as operational costs.

Ms. Tolar added that the MCP program provides an on-campus MCC advisor at all six of the Mesa Public High Schools who works with students on the transition process to MCC.

Mayor Giles thanked staff for the presentation.

(Mayor Giles declared a brief recess at 9:25 a.m. The meeting reconvened at 9:30 a.m.)

2-c. Hear a presentation, discuss, and provide direction on Mesa's Opioid Settlement Fund.

Transportation Support Services Administrator Chase Carlile introduced Community Services Deputy Director Lindsey Balinkie, Human Services Coordinator Deana Lopez, Performance Advisor II Amanda Freeman, and displayed a PowerPoint presentation. **(See Attachment 4)**

Mr. Carlile provided an overview of the national opioid lawsuit settlements filed against opioid producers and distributors. He stated the State of Arizona entered into the One Arizona Agreement with counties, cities, and towns across the state, which outlines how the opioid settlement funding may be used. He explained how the funds are allocated and distributed, and mentioned there is a possibility that the amount could change in the future. (See Page 2 of Attachment 4)

In response to a question from Mayor Giles, Mr. Carlile described the formula used to determine the COM's share of the Maricopa County allotment. He emphasized that the County also holds on to a share that is used for programs.

Mr. Carlile reviewed the core strategies and uses that are outlined for the funding in the One Arizona Agreement. (See Page 3 of Attachment 4)

Mr. Carlile presented a map demonstrating the number of opioid overdose incidents that were responded to by Mesa Fire and Medical over the last six years. He pointed out that the data indicates that opioid overdose is a community wide issue that affects all of us in Mesa. He shared a chart representing opioid overdose incidents by age, indicating the number of incidents peak between the ages of 30-34 years old. He proposed the desire to focus on teens and the younger population in an effort to lower the impact in later years. (See Pages 4 and 5 of Attachment 4)

Mr. Carlile provided an overview of the prevention and education strategies and the proposed activities to allocate funding. He reported the results of a study of 8th, 10th, and 12th graders in 2024 showing that only 54% of youth across the state remember seeing any advertisement or education that warns of the dangers of substance abuse. He highlighted some examples of activities in the One Arizona Agreement where funding could be allocated. He commented that the proposal is to allocate some of the funding that has been received thus far to the Mesa Prevention Alliance. (See Page 6 of Attachment 4)

Discussion ensued regarding funding and its restrictions, the Mesa Prevention Alliance, partnerships, junior high schools, Mesa Public Schools (MPS) existing programs, recommendations, commitments of dollar allocations, and first responders.

Mr. Carlile discussed the strategy for early intervention and treatment outlined in the One Arizona Agreement, including the examples of current and proposed activities. He proposed one way he would like to allocate the funding is to expand Mesa's community outreach navigator program. (See Page 7 of Attachment 4)

Ms. Lopez explained that the addition of six new navigators will enable the COM to provide services for heat relief and to fill current gaps to provide services seven days a week. She

commented that the focus will be on education, prevention, treatment support, and transportation to connect with agencies, while also offering other wraparound services.

Mr. Carlile highlighted the proposed activities for harm reduction and reported that approximately \$188,000 will be allocated to the purchase of a body scanner for the Police Department. (See Page 8 of Attachment 4)

Mr. Carlile advised that the resiliency and recovery strategy will be used to help individuals with substance abuse. He noted a proposed Community Grant program will assist community partners to apply for funding, and he described the allocations of funding and details of the Community Grant program. (See Pages 9 and 10 of Attachment 4)

Mr. Carlile summarized the staff recommendations for the proposed funding allocation for 2025. He stated that the proposed allocation of \$1 million for community education and outreach includes the cost of navigators and the Mesa Prevention Alliance, and staff is working with departments to identify needs. (See Page 11 of Attachment 4)

Mr. Brady explained that the presentation sets the framework and staff will return with more details; however, Council's feedback is important to help determine the right balance to address the needs for the COM.

In response to a question posed by Councilmember Spilsbury, Mr. Carlile answered that if the direction from Council is to proceed, then staff can develop a timeline for creating the application and scoring criteria. He anticipates having everything ready in February 2025.

Vice Mayor Heredia suggested comparing outreach programs in other entities, larger counties, and state governments to avoid duplication.

Mayor Giles thanked staff for the presentation.

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

- 3-a. Human Relations Advisory Board meeting held on September 25, 2024.
- 3-b. Housing and Community Development Advisory Board meeting held on October 3, 2024.
- 3-c. Approval of minutes from executive sessions held on June 27, 2024, August 15, 2024, and September 5, 2024.

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

Upon tabulation of votes, it showed:

AYES – Giles–Heredia–Duff–Freeman–Goforth–Somers–Spilsbury
NAYS – None

Carried unanimously.

4. Current events summary including meetings and conferences attended.

Mayor Giles 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, December 2, 2024, 5:15 p.m. – Study Session

Monday, December 2, 2024, 5:45 p.m. – Regular

6. Adjournment.

Without objection, the Study Session adjourned at 10:41 a.m.

JOHN GILES, 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 21st day of November 2024. I further certify that the meeting was duly called and held and that a quorum was present.

HOLLY MOSELEY, CITY CLERK

lr
(Attachments – 4)



City Council

ZON23-00859

Mary Kopaskie-Brown, Planning Director
Evan Balmer, Principal Planner

December 2, 2024
1



Request

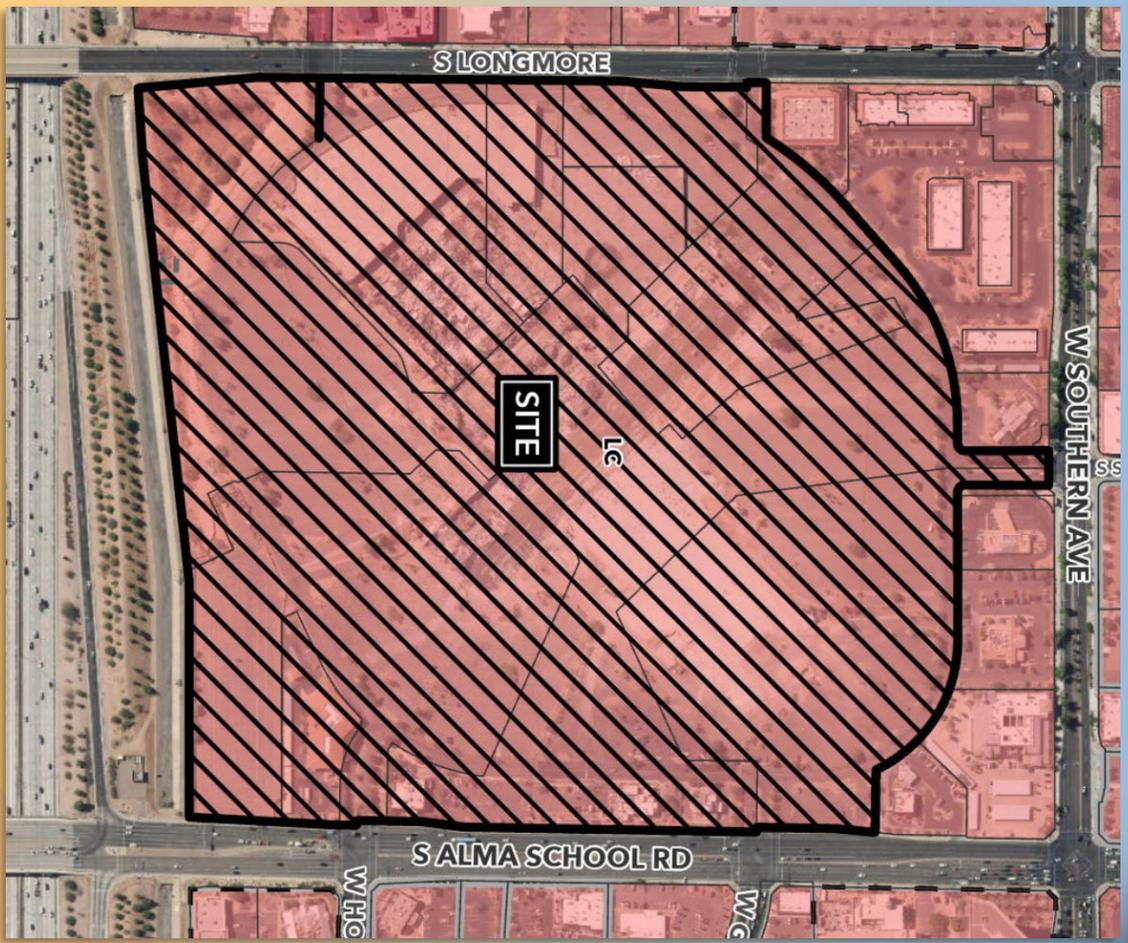
- Rezone from Limited Commercial (LC) to Infill Development District-2 (ID-2)
- To allow for a mixed-use development





Location

- South of Southern Avenue
- West of Alma School Road





General Plan

Mixed Use Activity District

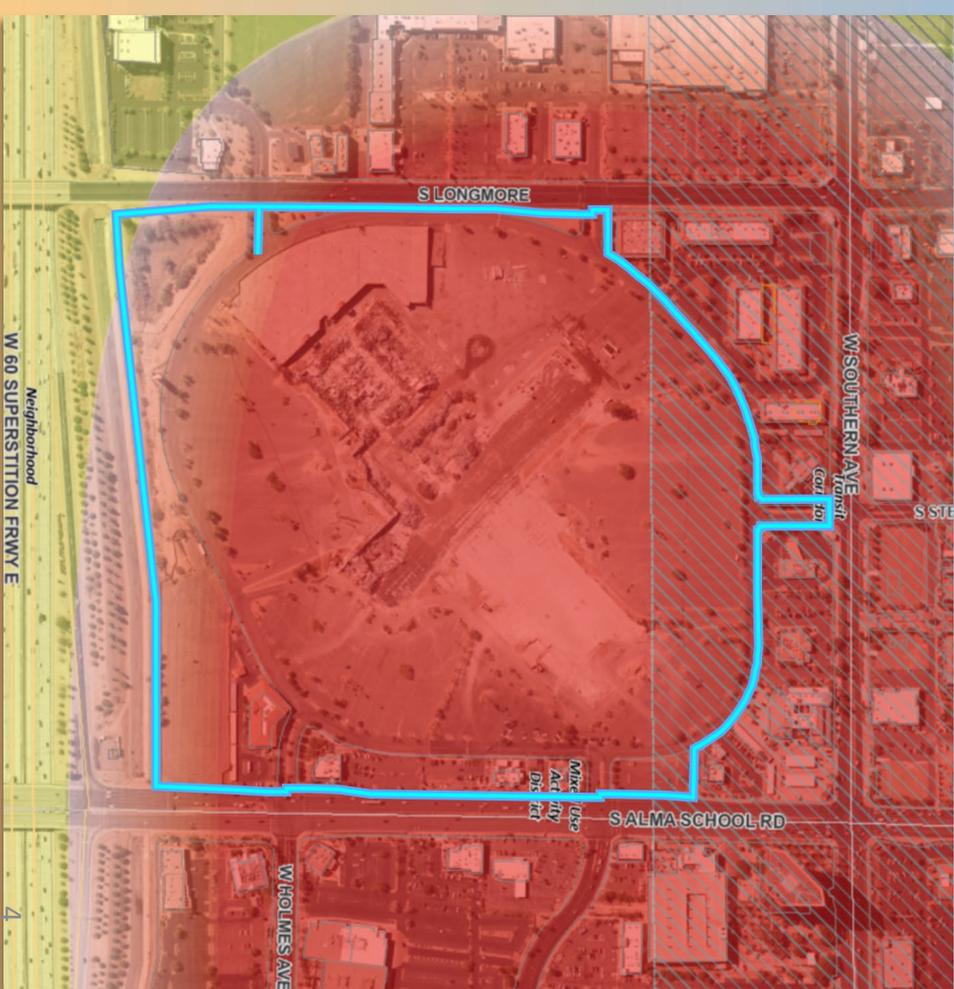
- Large-scale community and regional activity area

Regional Scale Sub-Type

- Regional-Scale larger than 60 acres
- Significant areas devoted to commercial and supporting, integrated residential uses.

Fiesta Sub-Area

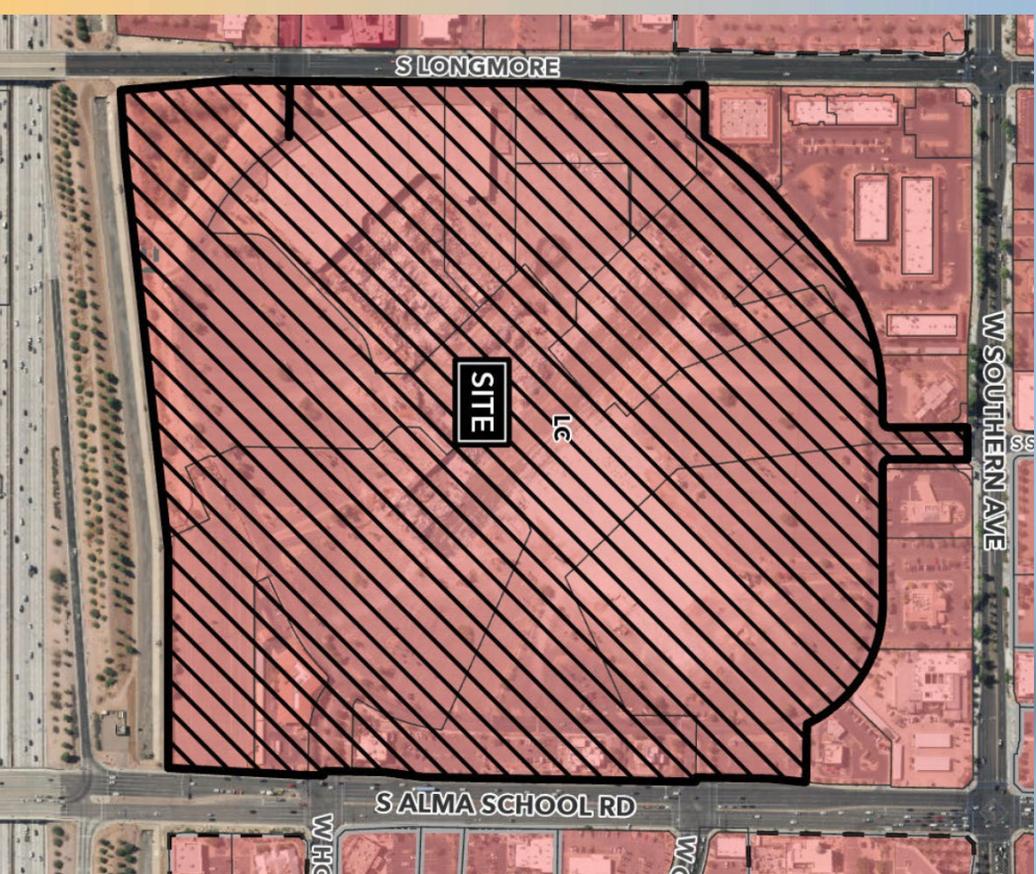
- Pedestrian-friendly environment with an integrated mix of land uses.





Zoning

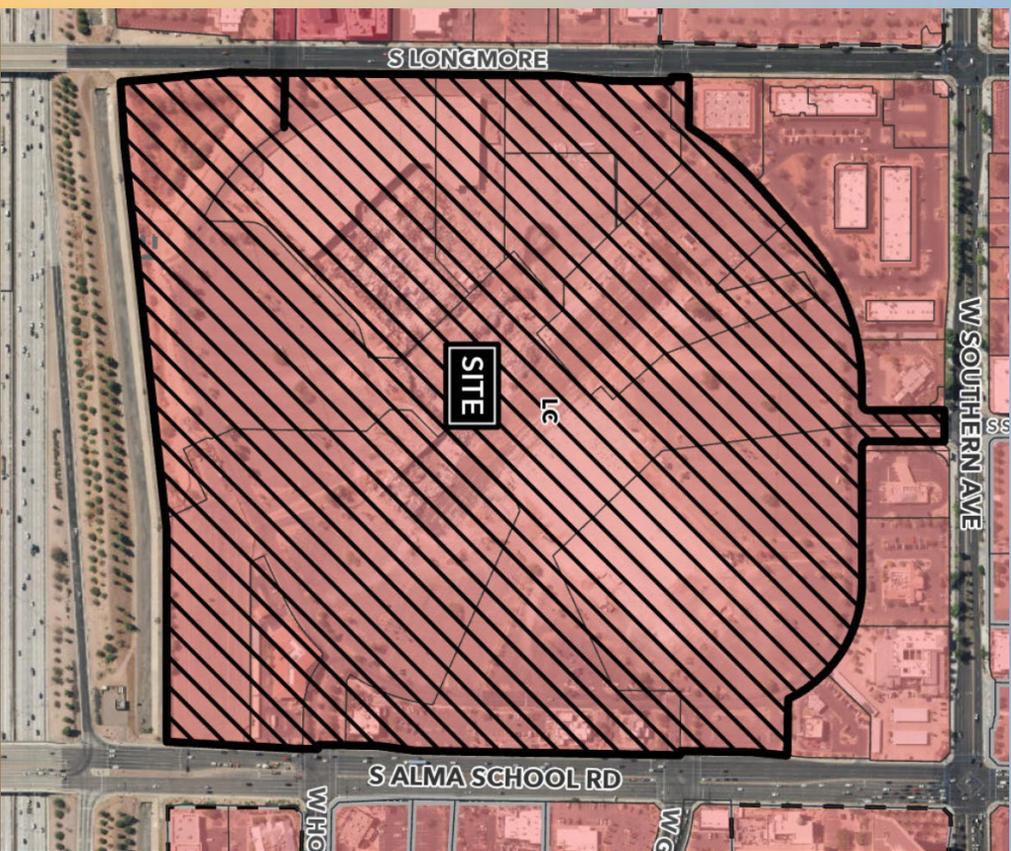
- Rezone from LC to ID-2
- ID districts facilitate the development and redevelopment of by-passed, underutilized, or abandoned properties.
- Applicability:
 - By-passed parcel
 - Additional Infill District requirements





Zoning – By Passed Parcel

- The total developable land area within 1,200' is not more than 25% vacant; and
- Greater than 50% of the total number of lots or parcels within 1,200' have been developed 15 or more years ago.





Zoning – By Passed Parcel

Fiesta Land Development Comparison



Current

- 1200-ft Buffer
- Site
- Developed -- 98.8%
- Vacant -- 1.2%



The City of Mesa makes no claim concerning the liability of the information contained in this report. The data on this map is the property of the City of Mesa and is not to be distributed in any form not used to prepare the report by the City of Mesa without the written permission of the City of Mesa, ARIZONA. COPYRIGHT © 1988, 2024 CITY OF MESA, ARIZONA.

2009

- 1200-ft Buffer
- Site
- Developed -- 98.4%
- Vacant -- 1.6%





Zoning – Infill District Requirements

- There is a high percentage of vacant older or dilapidated buildings or structures;
- There is a high percentage of vacant or underused parcels of property, obsolete or inappropriate lot or parcel sizes, buildings designed for obsolete land uses, or environmentally contaminated sites;
- There is a high percentage of buildings or other places where nuisances exist or occur;
- There is an absence of development and investment activity compared to other areas in the City;
- There is a high occurrence of crime; or,
- There is a continuing decline in population.



Infill Incentive Plan

- Required for ID-2 districts
- Regulatory document for the ID district
- Modifications:
 - Development regulations – land uses
 - Development standards – setbacks, height, etc.
 - Review and development procedures – processes, timeframes, etc.
- Design guidelines



OCTOBER 03, 2024

BERRY RIDDLEL NELSEN PARTNERS

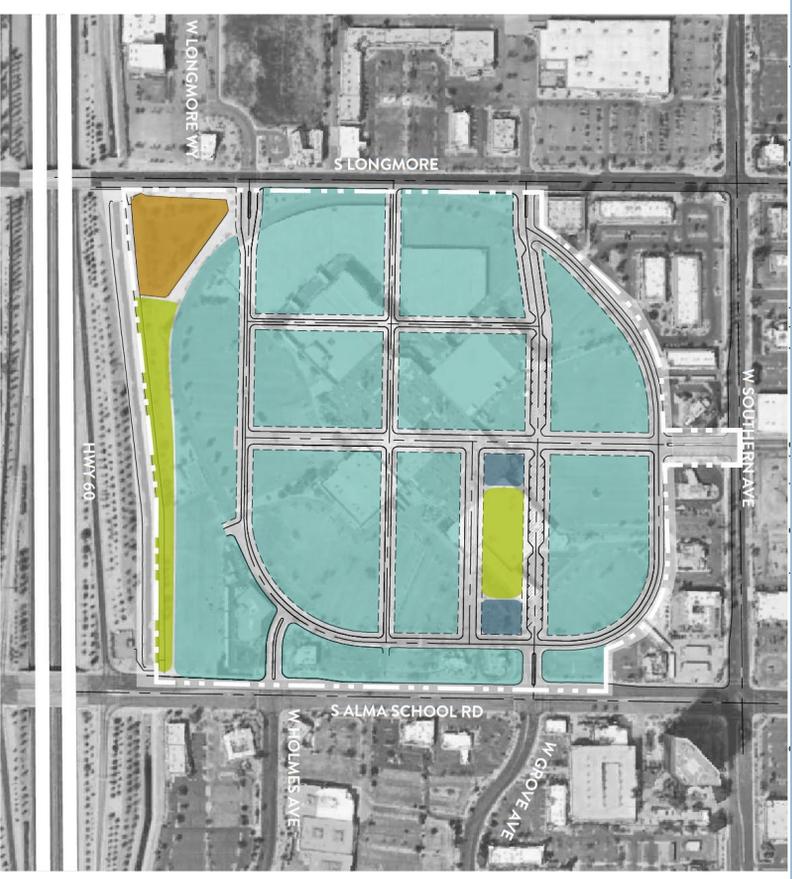
FIESIA
REDEFINED: Infill Incentive Plan
Mesa, Arizona

Austin / Scottsdale
nelsepartners.com



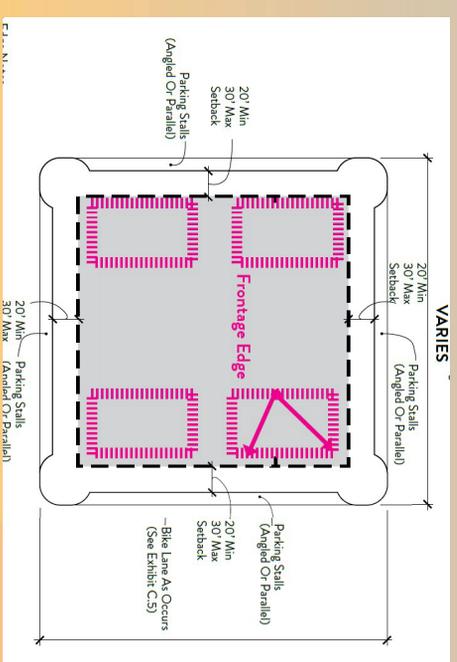
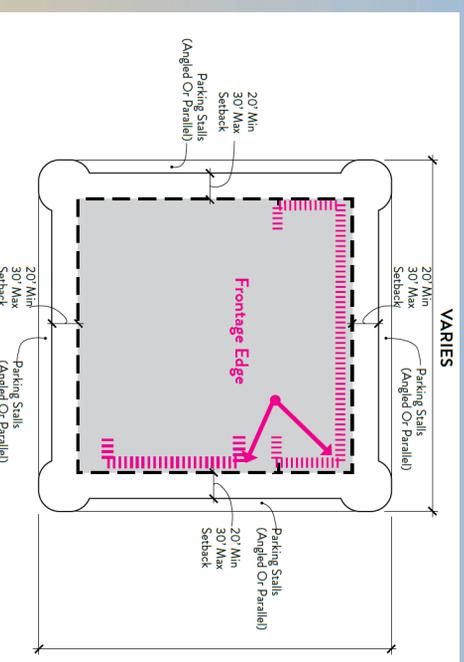
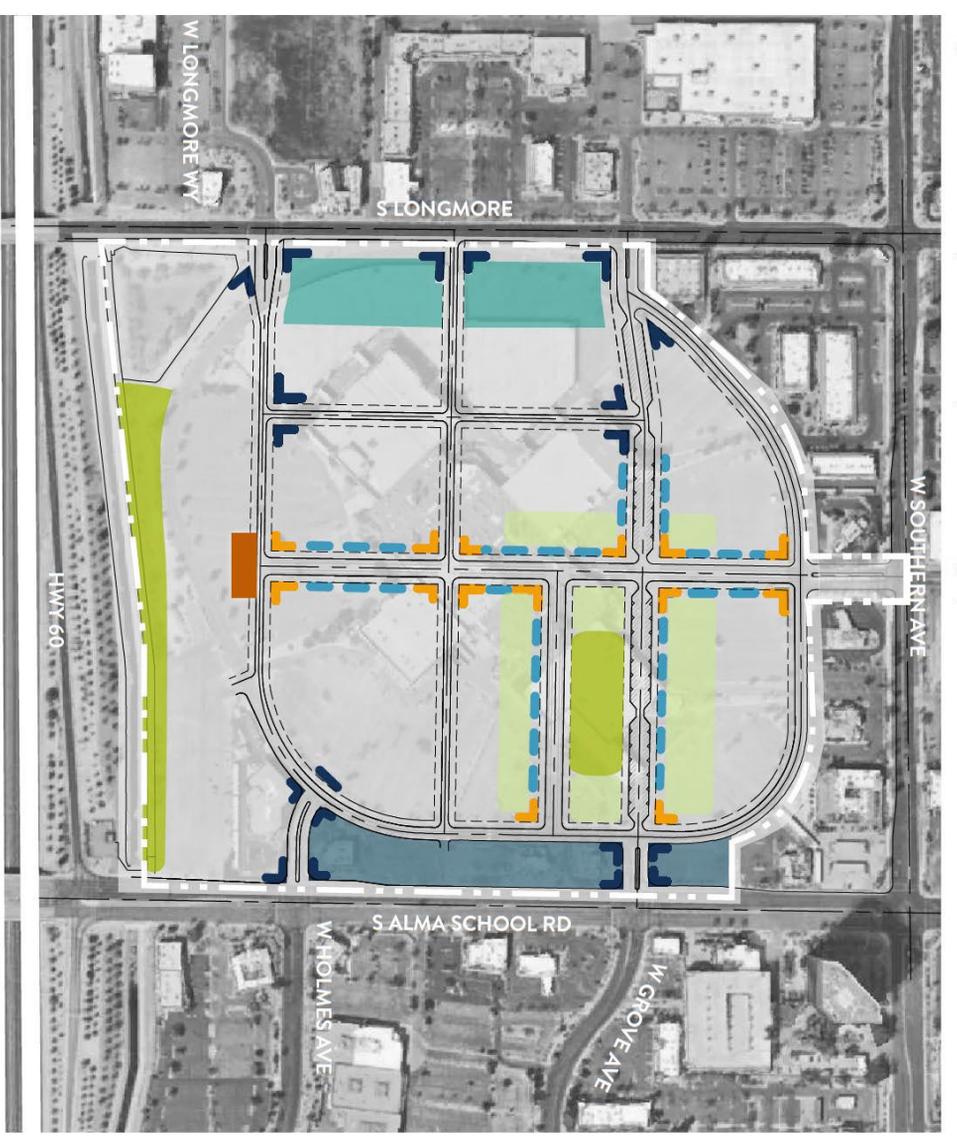
Development Blocks

- Set framework for future development
- Allows for flexibility to react to market conditions
- Ensures pedestrian friendly environment and a mixture of uses





Development Blocks





Land Use Regulations

Uses permitted in LC but restricted in IIP:

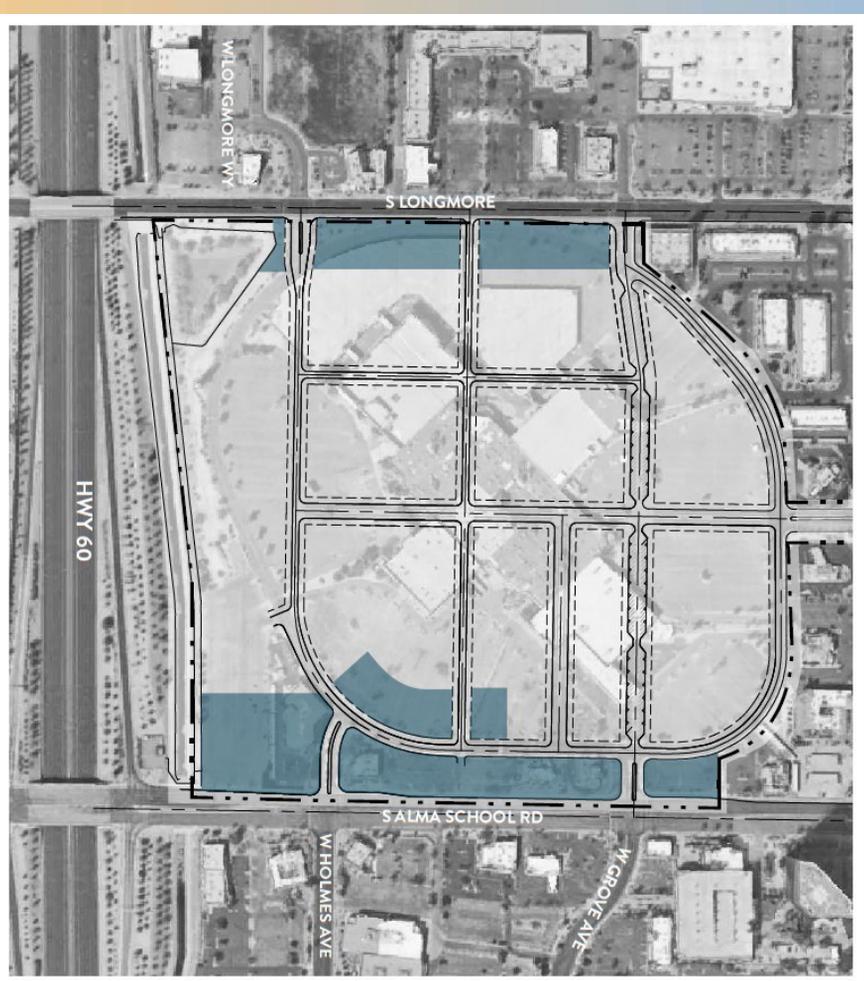
- Boarding House
- Community Residences
- Industrial Trade Schools, Public
- Industrial Trade Schools, Private
- K-12 Schools, Public
- K-12 Schools, Private
- Skilled Nursing Facility
- Social Service Facilities
- Kennels
- All auto related uses including sales, rentals, vehicle washing and auto repair
- Building Materials and Services
- Funeral Parlors and Mortuaries
- Light Fleet Based Services
- Maintenance and Repair Services
- Non-Chartered Financial Institutions
- Pawn Shop
- Tattoo and Body Piercing Parlor
- Handicraft/Custom Manufacturing
- Light Assembly/Cabinetry
- Recycling Facilities
- Warehousing and Storage
- Mini-storage
- Boat and RV storage
- Wholesale



Land Use Regulations

Uses permitted in LC but limited in IIP:

- Assisted Living Center, Nursing and Convalescent Homes:
 - Council Use Permit after Certificate of Occupancy for 2,000 residential units.
- Drive-Thru Facilities:
 - Restricted to specific locations
- Service Stations
 - Limited to two
 - Restricted to specific locations



Permitted locations for drive-thru facilities and service stations



Land Use Budget

- 4,000 dwelling units max
- 500,000 square feet of non-residential uses
- Publicly accessible amenities required as development progresses
- Village Green constructed after construction of 2,000 dwelling units

TABLE D.5 LAND USE BUDGET

In addition to the list of permitted uses, a Land Use Budget has been created. This Land Use Budget will help ensure a balance of uses needed to create a vibrant, block development.

USES	DWELLING UNITS	MAXIMUM
Residential	4,000 max.	4,000 units.
Non-Residential	N/A	1,100,000 sq-ft.
Non-residential Minimums based on number of dwellings		
Up to 700 units	No minimum non-residential sq-ft. required. Maintain existing commercial area.	
701-1,200 units	Minimum of 25,000 sq.-ft. non-residential uses* A minimum of 3 points from the Qualifying List of Publicly Accessible Non-Residential Amenities on a minimum 500 sq.-ft. publicly accessible open space.	
1,201-2,000 units	Minimum of 50,000 sq.-ft. non-residential uses* A minimum of 5 total points (including existing) from the Qualifying List of Publicly Accessible Non-Residential Amenities on a minimum 500 sq.-ft. publicly accessible open space.	
2001-3000 units	Minimum of 150,000 sq.-ft. non-residential uses* Village Green Open Space A minimum of 7 total points (including existing) from the Qualifying List of Publicly Accessible Non-Residential Amenities on a minimum 500 sq.-ft. publicly accessible open space.	
3001-4000 units	500,000 SF non residential uses min.* A minimum of 10 total points (including existing) from the Qualifying List of Publicly Accessible Non-Residential Amenities	

*If any abutting parcel directly adjacent to the Village Green Open Space (Exhibit C.4) are developed, it is mandatory that the Village Green Open Space be built concurrently.
Existing commercial area shall count towards commercial square footage.
The residential units and commercial ground floor area will be based on the issuance of a Certificate of Occupancy.

QUALIFYING LIST OF PUBLICLY ACCESSIBLE NON-RESIDENTIAL AMENITIES

3 POINTS	2 POINTS	1 POINT
Park	Public Seating	Bicycle Repair Station
Public Art	Shade Structure	Library Stand
Community Garden	Water Feature	Charging Stations
Playground and Play Equipment	Fitness Station	Water Filling Station



Development Standards

- No maximum height
- 30' minimum height per Exhibit C.3 of the IIP
- 20' minimum and 30' maximum front setback
- Common amenities for residential development

TABLE E.1 NON-RESIDENTIAL DEVELOPMENT STANDARDS

Maximum Height	No Maximum
Maximum Lot Coverage	100% of Overall Net Site Plan Area ¹
Overall Site Minimum Open Space	15% of Overall Net Site Plan Area ^{1,3}
Open Space Requirement Village Green	Refer to Section E-8-Open Space
Minimum Lot Width and Depth	No Minimum
Minimum Height	No Minimum (30' minimum required in areas designated in Exhibit C.3: Ground Level Use and Building Height)

BUILDING AND LANDSCAPE SETBACKS

Setbacks are measured from back of curb

Arterial (Alma School, Longmore)	20 foot minimum, 30 foot maximum, with exception for patios
Primary	20 foot minimum, 30 foot maximum, with exception for patios
Secondary and Loop Road	20 foot minimum, 30 foot maximum, with exception for patios
Tertiary	20 foot minimum, 30 foot maximum, with exception for patios
Internal, Side, and Rear Property Lines	0 foot minimum

NOTES

1. Net Site Plan Area measured from back of curb.
2. Setbacks are measured from back of curb.
3. Refer to Section 8 - Open Space for additional information.
4. Zero Setback at Property Line not adjacent to roadways.

SHADE STANDARDS

Minimum of 50% of private on-site sidewalks, pedestrian pathways, and common amenity areas shall be shaded through the use of landscaping, architectural features or projections, shade cast from a building, or other stand-alone structural shading devices.

Shade calculation shall be based on tree maturity during the summer solstice at 12:00pm.



Open Space

- Village Green – focal point of development
 - 100% of building frontage adjacent to Village Green
- Common open space and amenities
- Private open space





Design Standards and Guidelines

Residential Site Design

- Focus on creating development that is accessible and pedestrian friendly
- Pedestrian walkways that connect with surrounding amenities and developments
- Specialty landscape, hardscape, and architectural features used to highlight building and site elements to create a strong sense of place
- Building entrances that face primary streets
- Porches and balconies to create building articulation
- Facades that are offset from each other to create a more vibrant street edge
- Minimum and maximum setbacks to better define the public and private realms



Design Standards and Guidelines

Residential Architectural Standards

- Allow for a variety of architectural styles that incorporate local materials and reflect the desert climate through form and design
- Large buildings to change materials or massing every 240 feet to prevent the appearance of a contiguous development
- Wall plane offsets or step back on upper levels to provide spaces for balconies and to reduce the perceived size of the structure
- Building facades composed of a variety of materials, colors, textures, artwork, pilasters, buildings lines, window articulation, etc.
- Interesting window treatments such as awnings and trim for facades facing streets, pedestrian walkways, or public spaces.



Design Standards and Guidelines

Commercial Site Design

- Focus on creating development that contributes to a sense of place, is pedestrian-friendly, and compatible with adjacent uses
- Buildings on the interior of a lot to provide pedestrian-friendly facade designs along the street front
- Architectural elements that anchor the building and create attractive paths to entries
- Entrances, windows, and openings that face main streets and pedestrian walkways
- Street-adjacent facades that provide pedestrian-scaled elements such as entrances, windows, and openings
- Buildings to be the focal point of each site with parking treated as a supplemental amenity



Design Standards and Guidelines

Commercial Architectural Standards

- Focus on massing and scale, articulation, material selection, and screening to guide high-quality design.
- Entrances to use architectural elements to delineate hierarchy such as overhangs, recesses, projections, unique roof design, display windows, etc.
- Multi-tenant buildings to provide unique entrances for each tenant with a storefront;
- Massing variations along pedestrian levels such as porticoes, single-story protruding lobbies, and transparent vestibules in pedestrian-heavy areas.



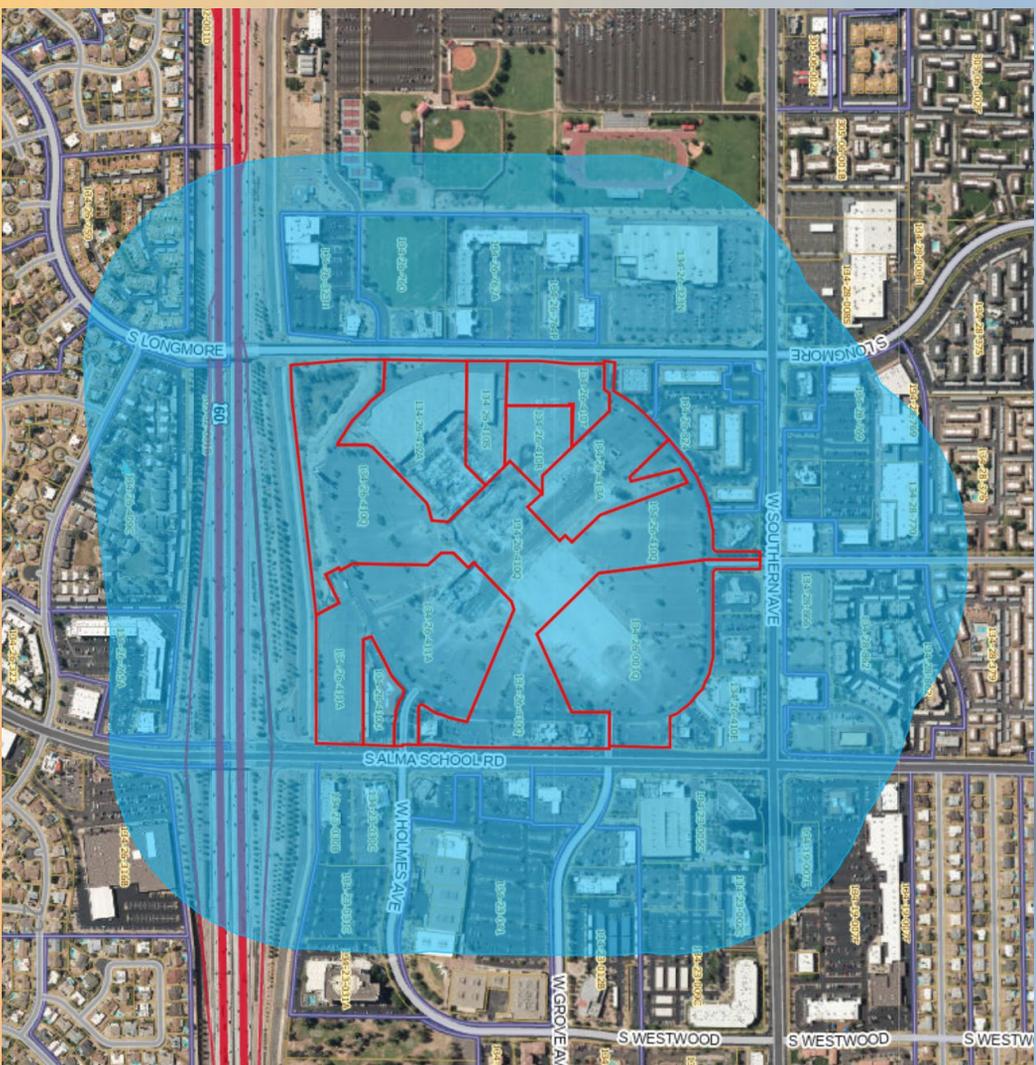
Review and Development Procedures

- Per Section 11-12-5 of the MZO, review and development procedures can be modified through the IIP.
- Processes and timeframes proposed in the IIP are largely consistent with customary City processes
- Administrative review and approval for all site plan review and design review requests, and modifications.
- Applicant required to mail notice letters and post the site for all site plan and design review applications.
- Referral provisions that allow the Planning Director to refer a case to the Planning and Zoning Board under certain circumstances.



Citizen Participation

- Extensive outreach including:
- Notified property owners within 1,000', HOAs and registered neighborhoods
- Neighborhood meeting April 23, 2024
- Project website
- Multiple small group and one-on-one meetings





Findings

- ✓ Complies with the 2040 Mesa General Plan
 - ✓ Complies with Section 11-12-6 of the MZO for Infill Development Districts
- Staff Recommend Approval with Conditions***
- Planning and Zoning Board Recommend Approval with Conditions (5-0)***

Mesa College Promise



BILLBOARD OVERLAY DISTRICT AND DEVELOPMENT AGREEMENT

NOVEMBER 21, 2024
CITY COUNCIL STUDY SESSION

SARAH TOLAR, EDUCATION AND WORKFORCE ADMINISTRATOR

MARY KOPASKIE-BROWN, PLANNING DIRECTOR

Mesa College Promise Development Background

2016 City of Mesa committed to support **Achieve60AZ** goal

2021 City formed **Mesa Achieves Higher Education Task Force**

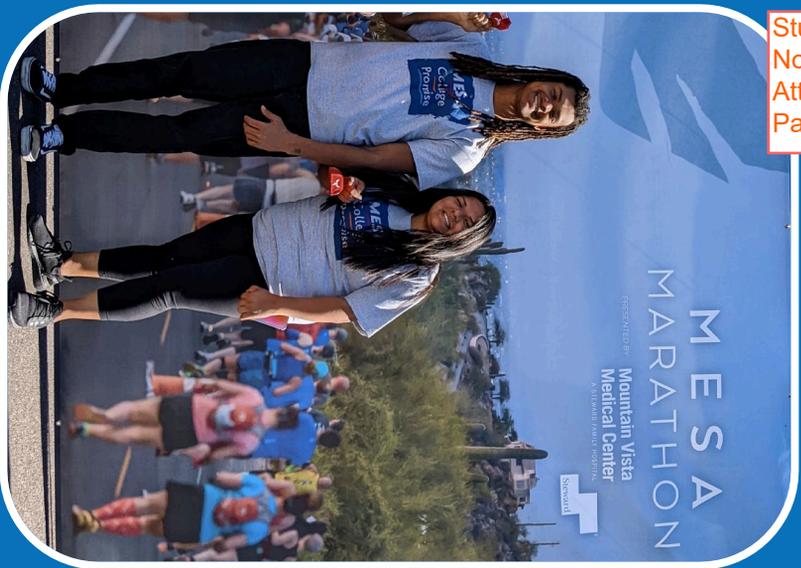
2021 **Mesa Education and Workforce Development Roundtable**

City Council Strategic Priority: **Skilled and Talented Workforce**

- Every Mesa resident has access to exceptional education and the opportunity for employment success. We are forging a future-ready workforce through business and education partnerships and robust workforce training and development.



Mesa College Promise



Established in 2021, the Mesa College Promise is a commitment from the City of Mesa, Maricopa County Community College District (MCCCD) and the MCCCD Foundation to Mesa residents that all eligible students can attend Mesa Community College (MCC) for two years with tuition and fees fully funded.

Funding:

- Last dollar program (Federal funding, scholarships, grants)
- Private donation goal: \$100,000 annually
- City contribution: \$100,000 annual match



Program Participants and Benefits

Eligible Participants:

- City of Mesa Resident
- High School Graduate (public, private, charter, GED program, or home school)
- Not previously attended college or some college/no degree
- Demonstrate Financial Need/FAFSA completion
- Enroll at Mesa Community College
 - Degree or certificate seeking student
 - 6 -12 credit hours

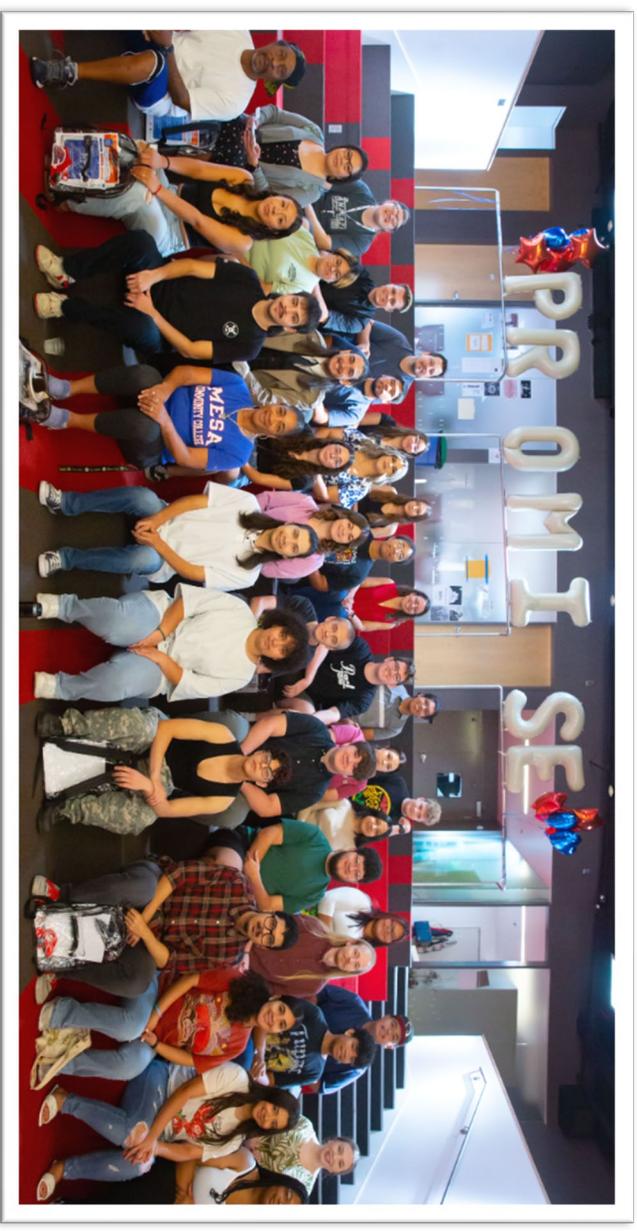
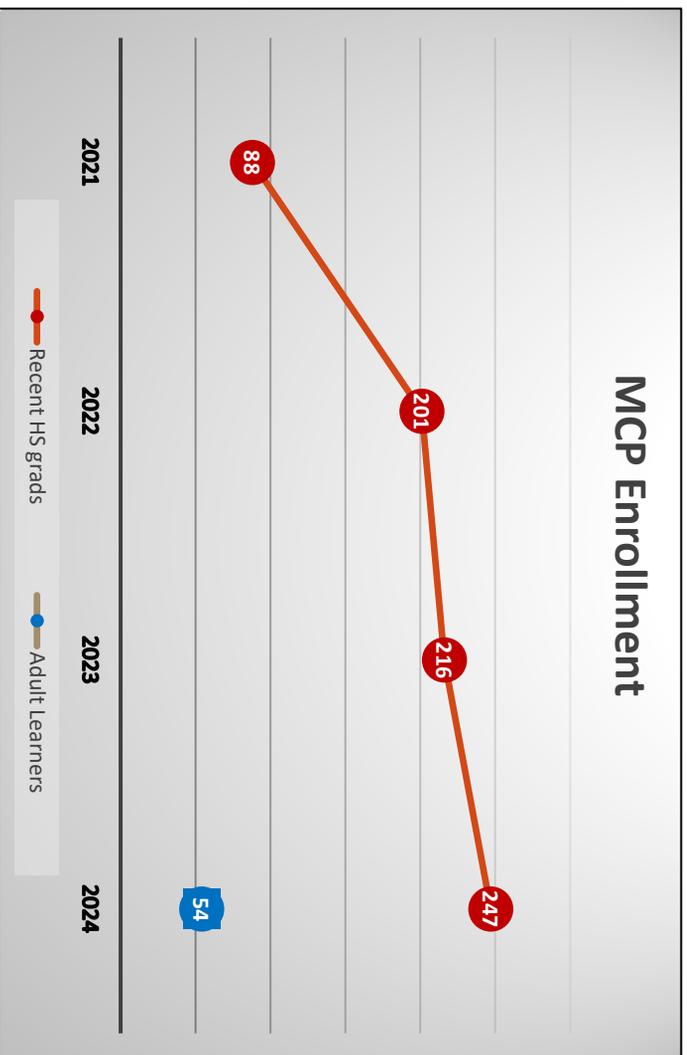
Program Benefits:

- Tuition and fees for 2 years
- Semester stipend
- Advisor to provide academic and personal support

Program Resources for Students:

- Access to tutoring, counseling, parking, transportation discounts, food pantry, etc.
- Volunteer and internship opportunities in Mesa businesses
- iPad loan program for 2 years

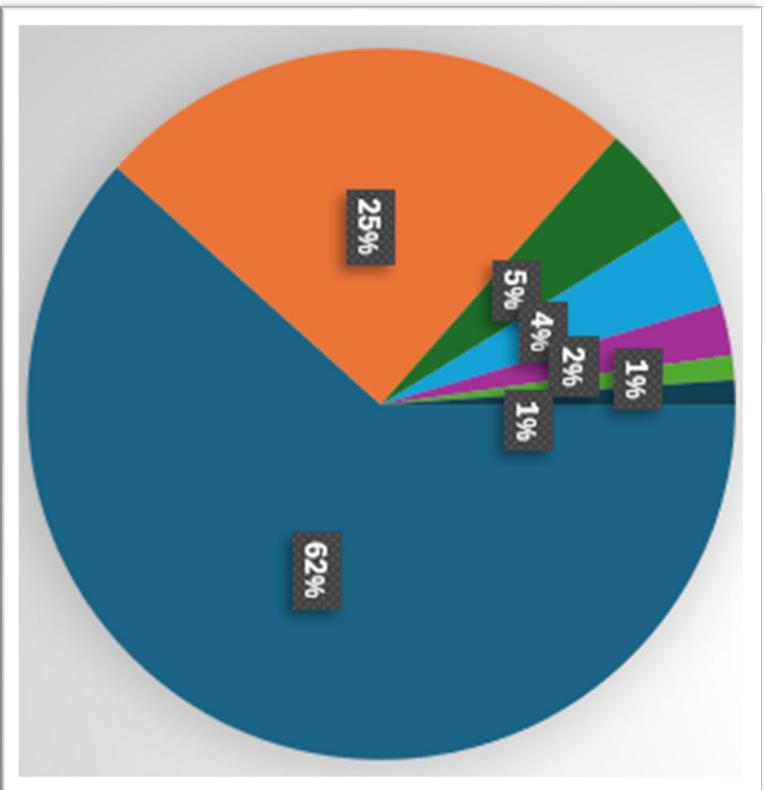
Mesa College Promise Enrollment



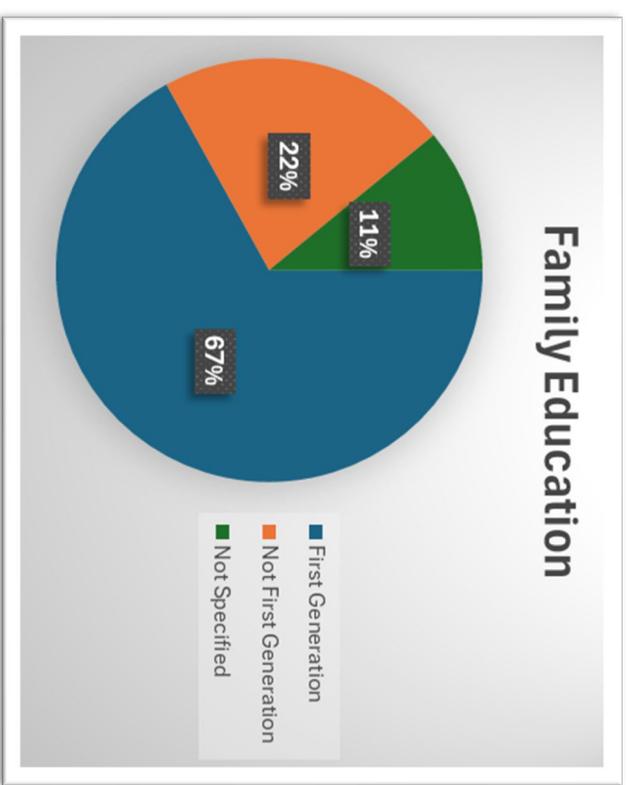


Mesa College Promise Scholars

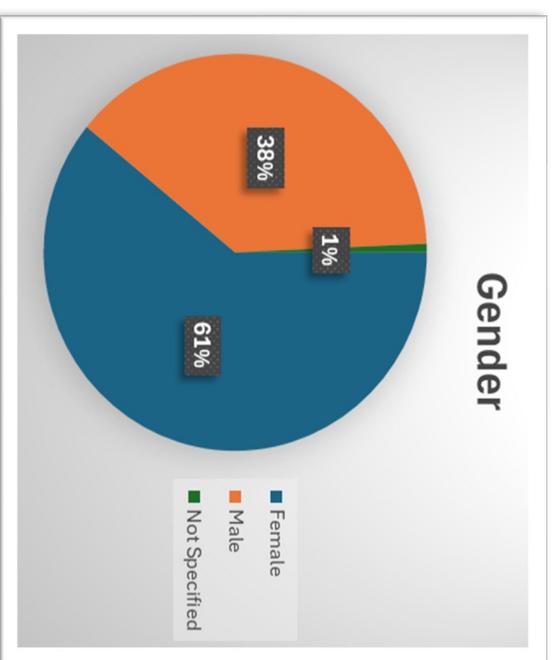
Race/Ethnicity



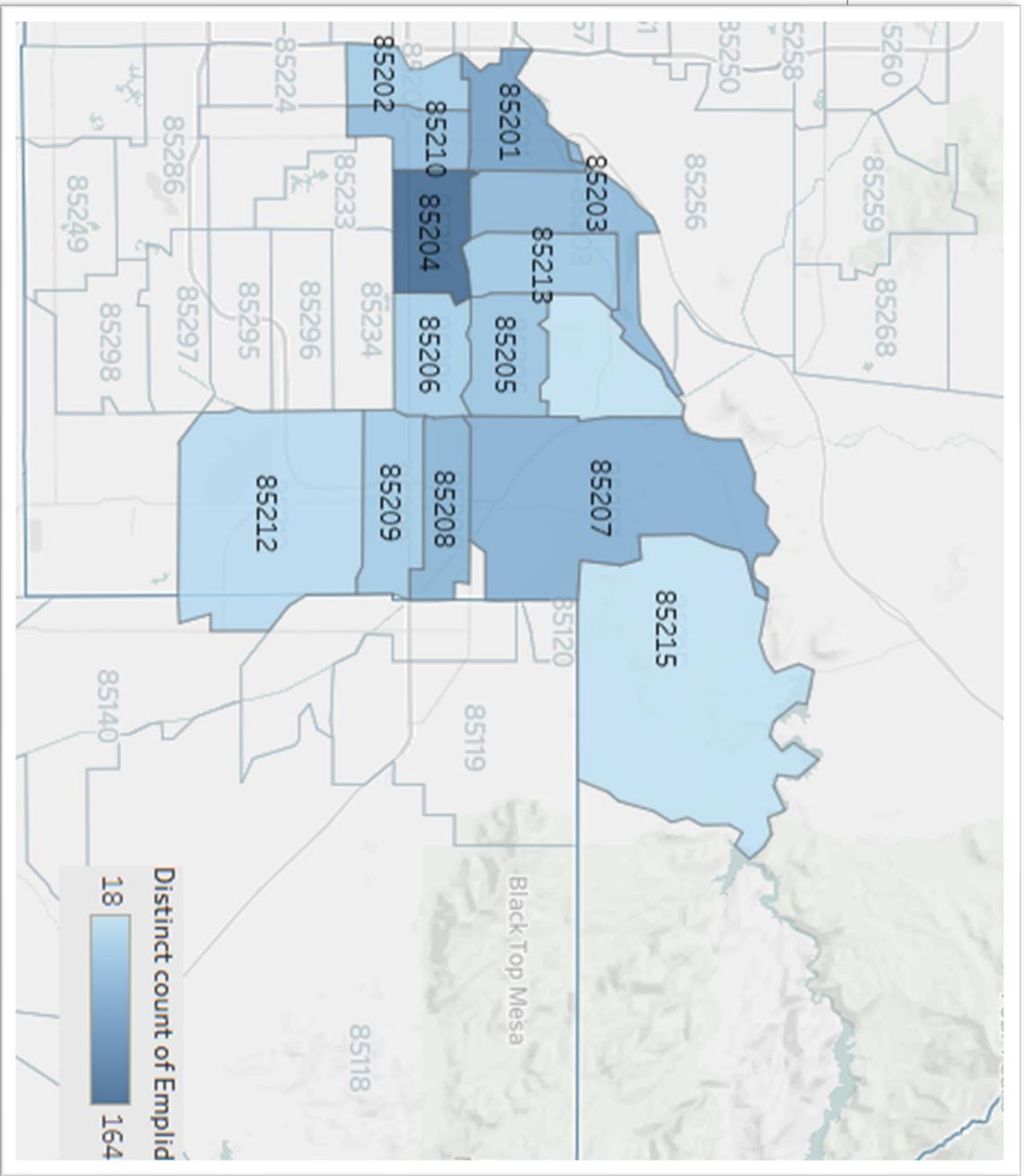
Family Education



Gender

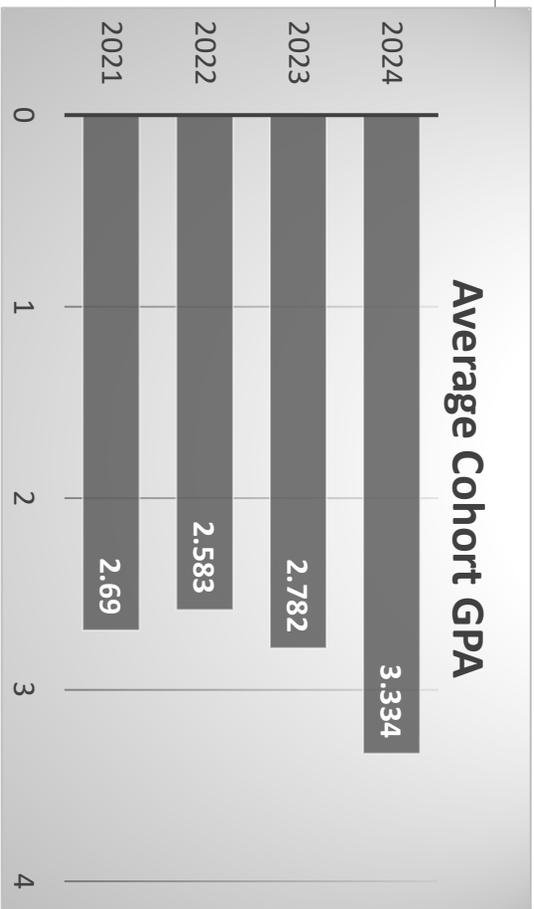


Participant Map by Home Zip Code



Zips with <5 Students Excluded

Current Program Outcomes



Degree and Certificate Awards		
Award Type	Number of Recipients	Total Awards
Certificate	53	74
Degree	36	37
Total	55	111



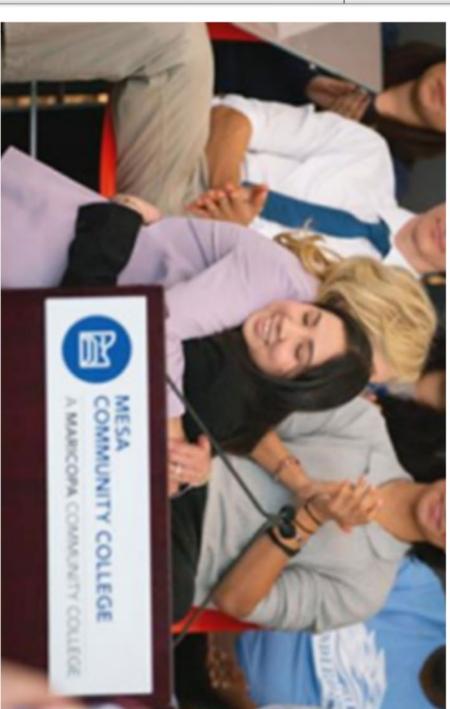
Current Impact

National Recognition

- News and Marketing
- Best Practice Model

State and Regional Model

- Phoenix Promise Program
- Tempe Promise Program Development
- Maricopa Promise Development



Lilly Hernandez didn't always want to go to college. As one of six siblings, she feared the steep cost would send her parents into debt, a reality for many Americans. But after graduating high school and entering the workforce, where she had a hard time earning a livable wage, Hernandez decided to look into affordable pathways to college that could lead to a good-paying job.

Now a sophomore at Mesa Community College, Hernandez is pursuing a degree in construction management, on track to become the first woman in her family to enter the male-dominated trade — following in the footsteps of her father, older brother, uncles, cousins, and grandfather.

Teen Vogue, April 2023

Current Challenges

- Maintaining a pipeline of sustainable funding
- Mesa College Promise Program expansion opportunities
- Strengthening workforce development partnership and support
- Acting on further collaboration opportunities with MCC and MCCC



Planning and Zoning Considerations



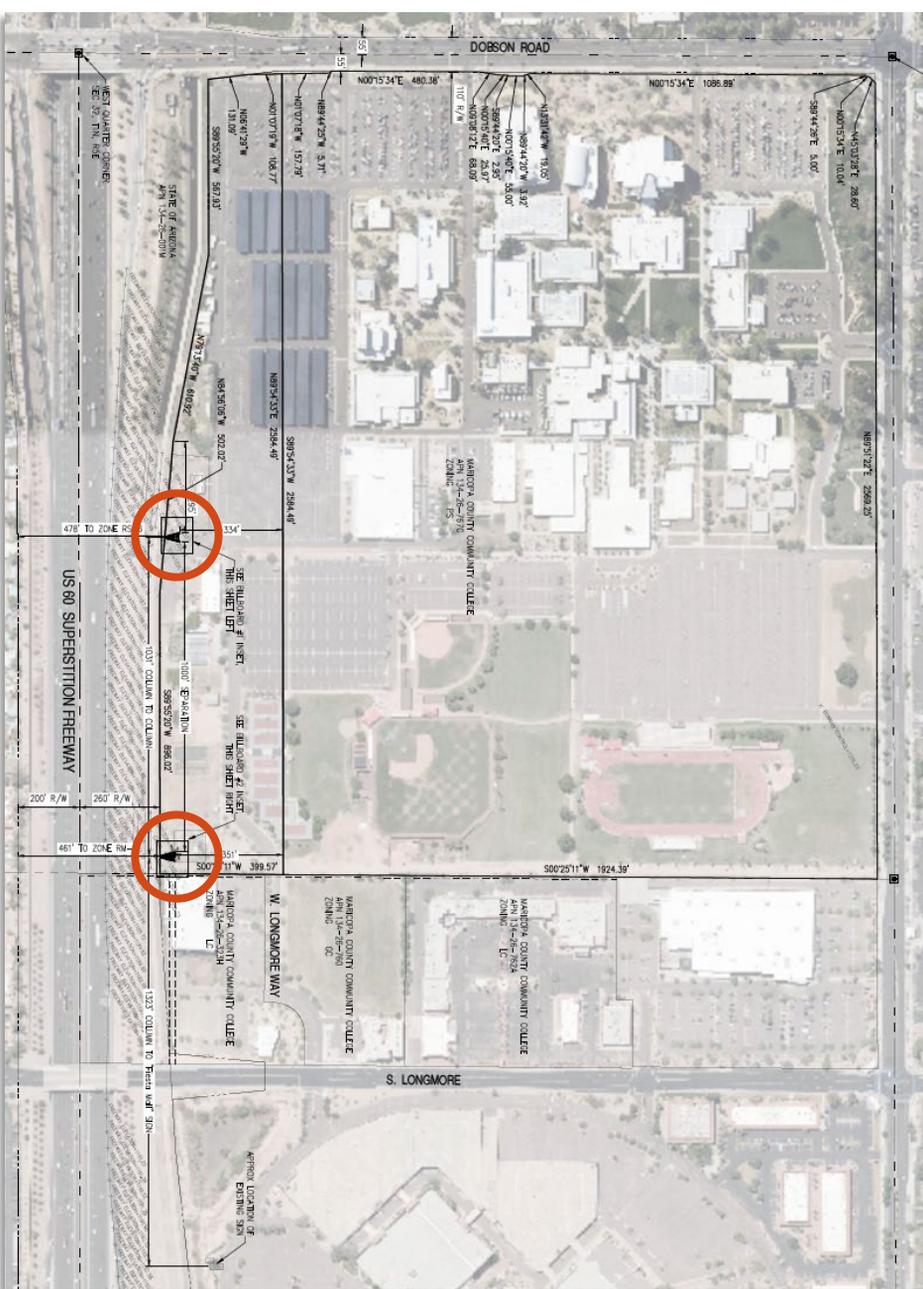
MCC Request Billboard Overlay District

Request:

- Billboard Overlay District
- To allow for 2 electronic billboards

Location:

- Mesa Community College Campus
- **Billboard #1** - just west of the MCC Performance Arts Building
- **Billboard #2** - 1,000 feet west of Billboard #1

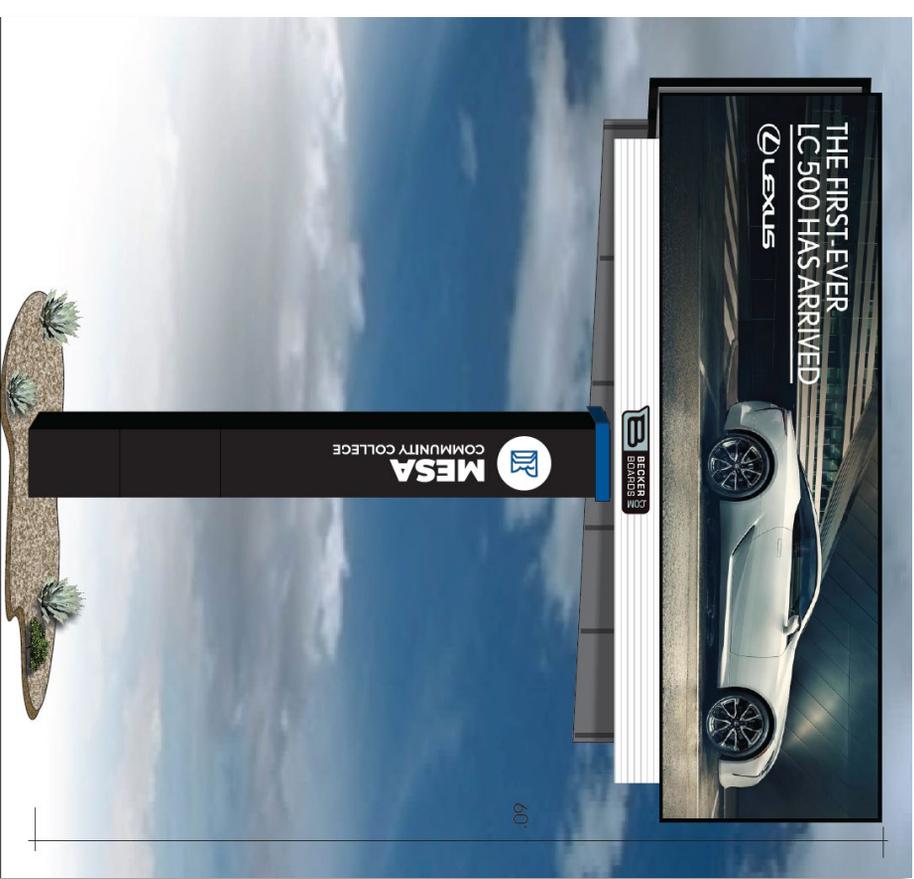


Proposed Billboard Elevation

Operator: Becker Boards

Design Characteristics:

- 60 feet tall
- Double-sided "V" frame
- 48 sq. ft. sign face area



Design and Good Neighbor Considerations

Light

- Mesa Zoning Ordinance requirements:
 - Electronic message display may not exceed 300 nits from sunset to 11:00 pm
 - 11:00 pm to sunrise - all illumination must be extinguished
- Applicant conducted a lighting impact study
- Demonstrated the footcandles from various angles and distances

Height

- Applicant provided a line-of-sight study
- Demonstrated Billboards not be visible above the freeway sound wall - from residents south of US 60



IGA and Development Agreement

IGA and Development Agreement

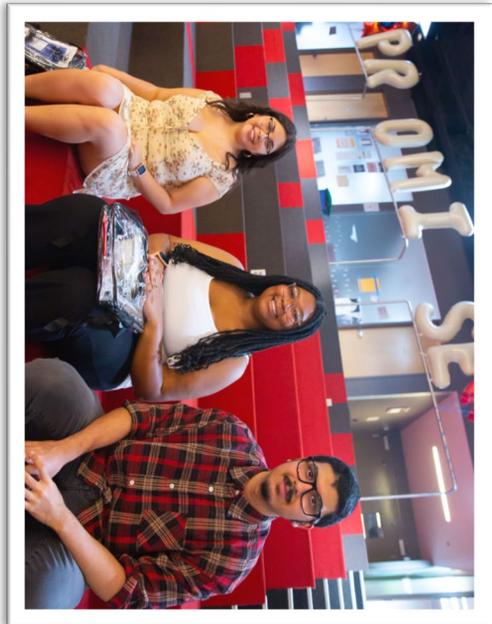
- Establishes formal partnership between City, District and Foundation
- Gross Revenue to support operational and direct student costs
- To be paired with programmatic agreement for program operations
- City billboard use: 8 second spot every 64 seconds (City services, business, programs, events, facilities)
- Public Service Announcement space
- Term: 99 years

Other Benefits

- Becker Boards contributing separate endowment gift



Questions?



Local Economies and Livable Places

Local Ownership Matters

Kimber Lanning, CEO
Maria Laughner, Deputy Director – Economic Development

lesesa Opportunities

- Existing vintage buildings create vital incubator spaces for entrepreneurial spirit essential to any thriving city.
- The greenest building of all is an existing building

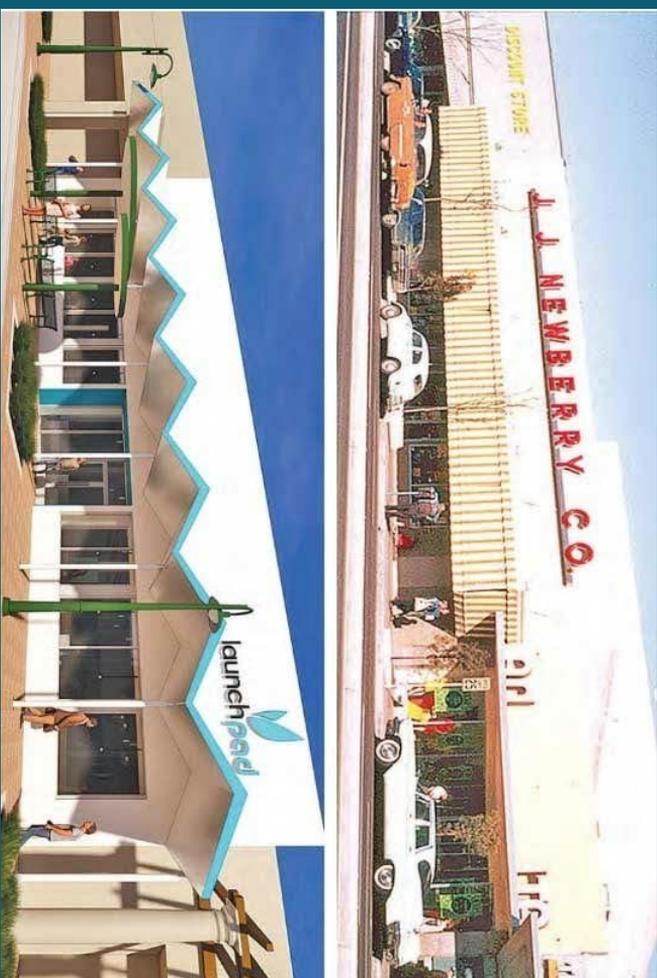


Lessa Opportunities

- Building stock
- Walkable streets
- Shade Cover
- Diversity, including:
 - Building size and age
 - Socio-economic status
 - Architecture
 - Activities|History
 - Businesses
 - Arts and Culture



Adaptive Reuse + Transit = Vibrancy



The Next Generation

How do we compete for talent?

- Quality public transportation
- Vibrant, walkable neighborhoods
- Character
- Diverse Culture
- Unique Experience
- Quality of Life
- Green and Sustainable Living
- Shorter commute times



economic Gardening

The Secret to Job Growth in America: Think SMALL



LD Pasadena Outperforms NEW 2 - to - 1 sales tax revenues



OLD

- Privately funded
- Grew organically
- 100% locally owned businesses
- Located in primarily older buildings
- Limited parking

NEW

- Publicly funded
- Planned
- Almost 100% national brands
- Located in all new development
- Maximum planned parking

leverage the small businesses to attract and retain Knowledge Economy companies





National Trust *for*
Historic Preservation

preservation
TIPS & TOOLS



New Findings from Preservation Green Lab

**OLDER, SMALLER,
BETTER**

Key Findings

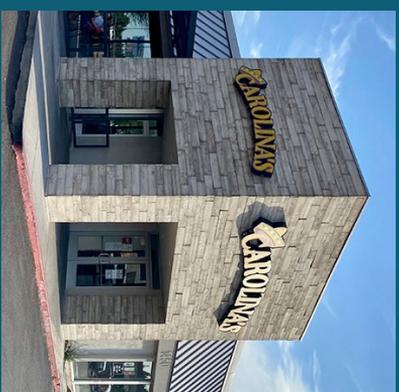
Where you find older, smaller buildings within mixed-vintage blocks, you see significantly:

- Greater walkability
- Increased local business ownership
- Younger residents and a greater mix of people at different stages of life
- Greater nightlife and cultural vitality
- More jobs, creative jobs, and businesses per square foot
- More women and minority-owned businesses, non-chain businesses, small businesses, and new businesses



Policy Guidance

- Preservation and reuse of older buildings (historic and non-historic) should be supported by city planning and policies.
- When possible, city fabric with high character score should be retained where it exists, and its development should be encouraged where there are opportunities for infill and redevelopment.
- The urban design lessons from “Older, Smaller, Better” city fabric can also be applied to foster “Newer, Smaller, Better” fabric that is dense, economically high performing, livable, and compatible with older fabric.



Re- Urbanism 2024: Preservation and Local Ownership

- Urban areas are gaining population across the US
- Attraction of older, mixed-use, walkable neighborhoods, including many historic districts
- Move of tech and creative office market to older buildings

Performance Metrics

Measure what makes sense for Mesa:

- Intensity of human activity
- Economic and cultural vitality
- Diversity and inclusion
- Real estate performance
- Alternative transportation options
- Sales Tax Generated
- Shade Cover/Tree Canopy
- Business Licenses (locations and start ups)
- Building permit activity (new vs. existing buildings)
- Walkability



Lessons Learned from Tempe

- Centerpoint 1985
- Corritore recruitment, Borders et al
- Demolitions
- Rod Keeling after thoughts and comments
- Benefits of Tempe Marketplace
- Know Your Customer

Jobs Per 1,000 Sq. Ft.



Businesses with Women or Minority Ownership





Denver: Seven Neighborhood Contexts

Suburban, Urban Edge, Urban, General Urban, Urban Center, Downtown, Special Context and Districts

Key Takeaway

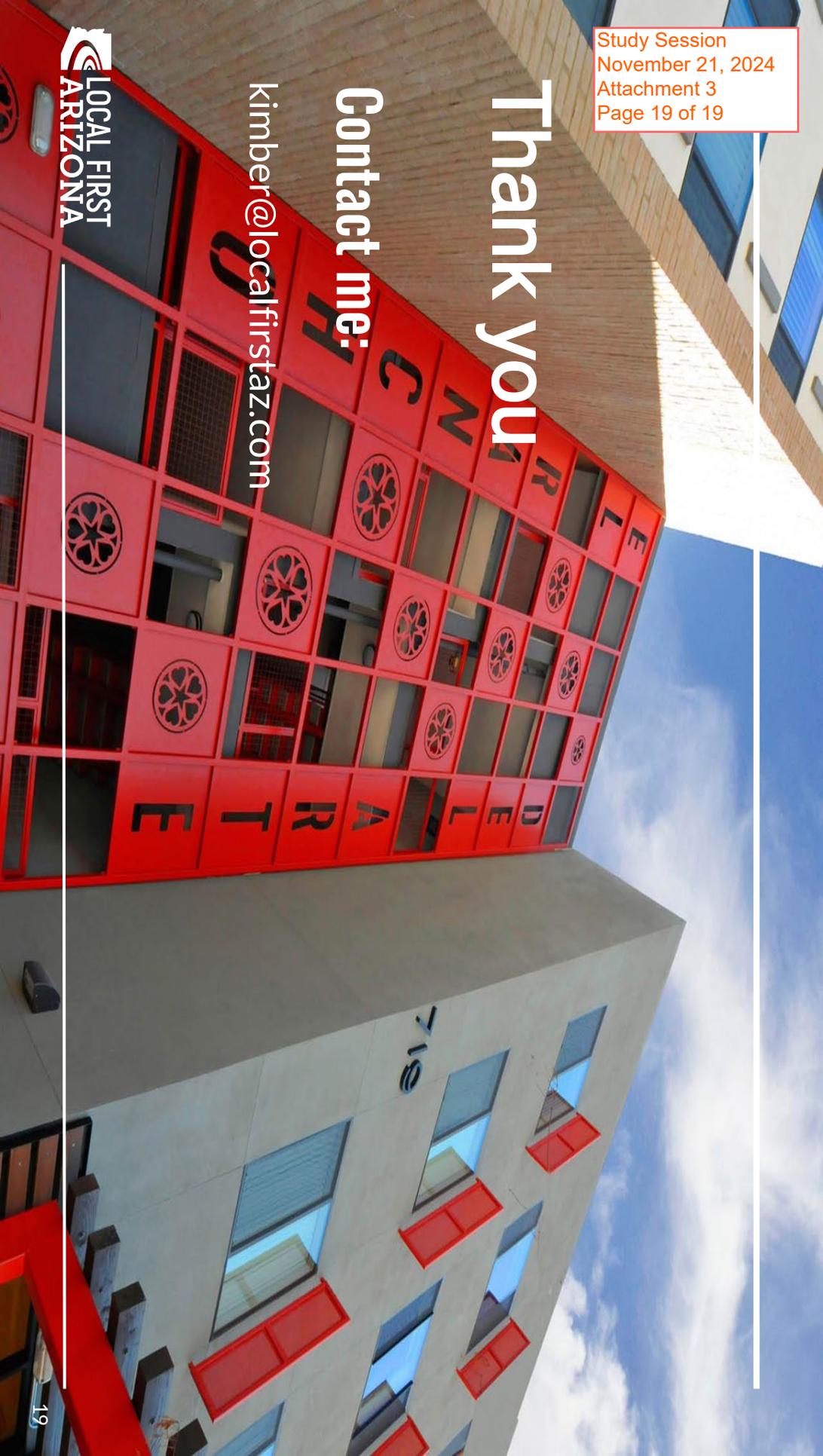
Areas with older, smaller buildings, areas with a mix of newer and older buildings, and historic districts all play important roles in supporting a more livable, socially diverse, and economically resilient community with local ownership at the core.



Thank you

Contact me:

kimber@localfirstaz.com



OPIOID SETTLEMENT FUNDS

PREVENTION AND RESPONSE PROPOSAL

Chase Carlile, Executive Manager, City Manager's Office

Lindsey Balinkie, Deputy Director of Community Services

Deana Lopez, Human Services Coordinator

Amanda Freeman, Special Projects Administrator

BACKGROUND



National Opioid Settlements

- \$50 billion across 10 settlements
- Funds distributed over 18 years

One Arizona Agreement

- Arizona share: \$1.12 billion over the next 16 years
- Maricopa County administers the County and City shares

City of Mesa

- Mesa share: 6.06% of Maricopa County allotment
- Mesa has received \$4.5M to date, anticipating receiving a total amount between \$17M-\$22M over the next 16 years

ONE ARIZONA AGREEMENT: CORE STRATEGIES



**PREVENTION AND
EDUCATION**



**EARLY INTERVENTION
AND TREATMENT**



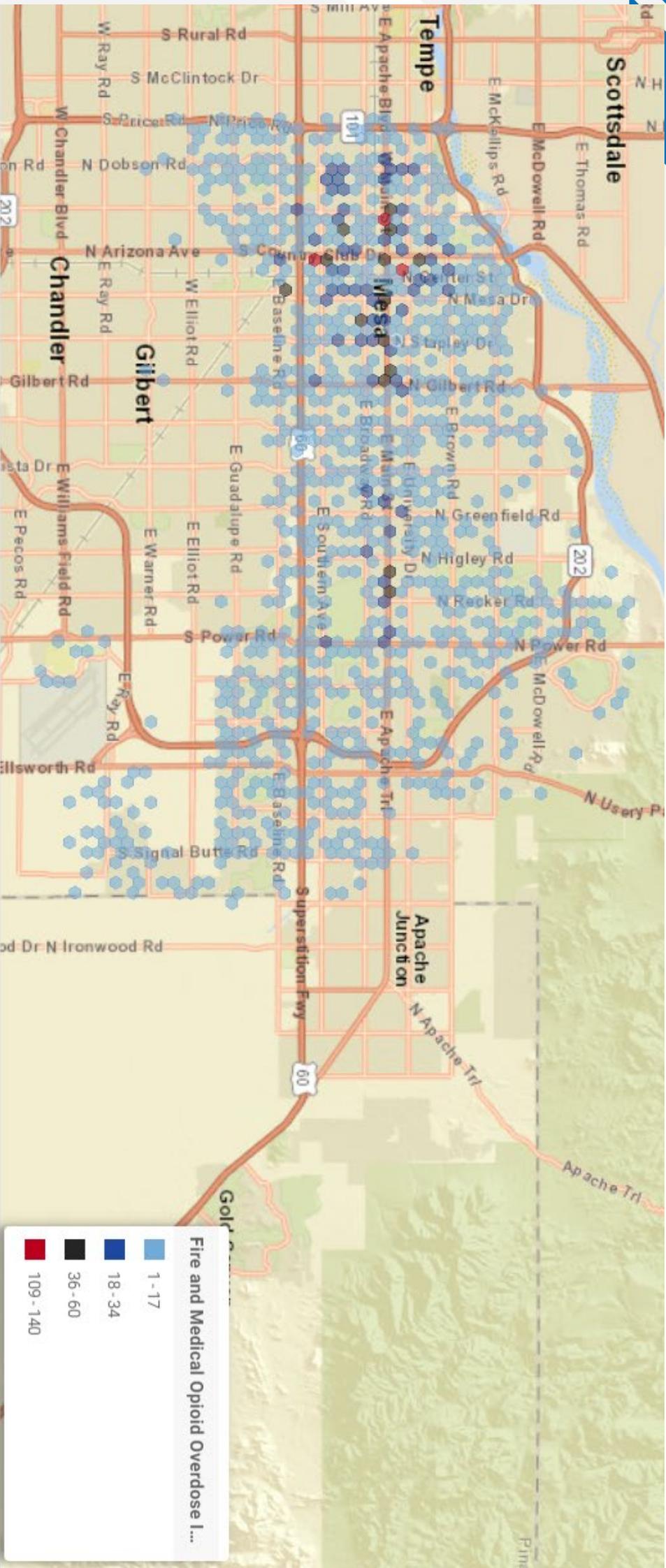
**HARM REDUCTION
AND RESCUE**



**RECOVERY AND
RESILIENCY**

WHERE CAN THE CITY HAVE THE MOST IMPACT

Opioid Overdose Incidents: 2018-Present

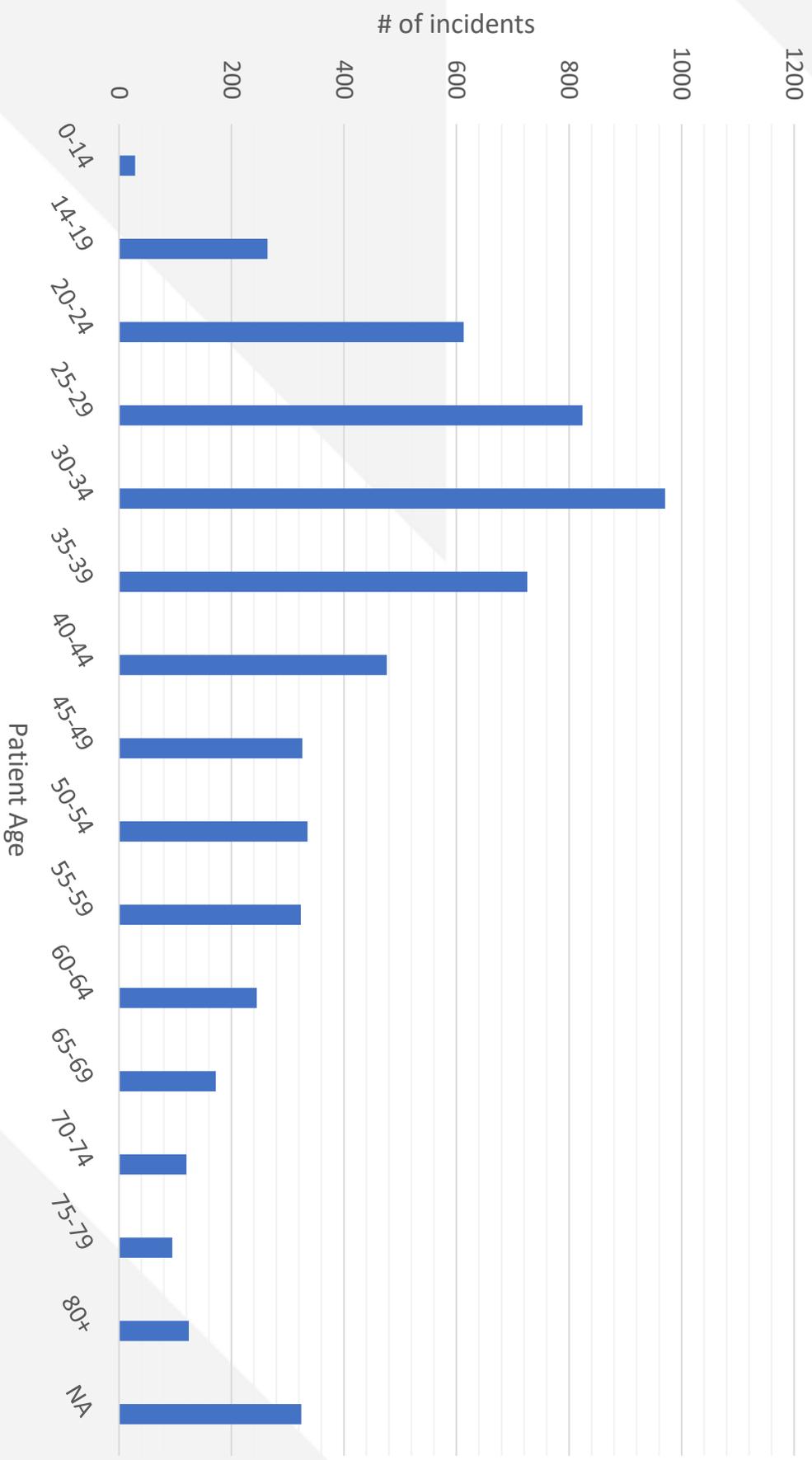


Source: Mesa Fire and Medical calls for service

WHERE CAN THE CITY HAVE THE MOST IMPACT



Opioid Overdose Incidents by Age
2018-present. Excludes unit incident dispositions no patient, canceled, etc.



Source: Mesa Fire and Medical calls for service

PREVENTION AND EDUCATION



Prevention education plays a vital role in deterring the early onset of substance use by promoting life skills and awareness about the risks associated with substance use.

Examples of Activities	Proposed Activities
<ul style="list-style-type: none">• Youth education• Public education campaigns• Removing drugs from the street	<ul style="list-style-type: none">• Mesa Prevention Alliance school-based programs<ul style="list-style-type: none">• serving Mesa schools• prevention-based education• resiliency and positive coping skills• Mesa Police drug incinerator<ul style="list-style-type: none">• remove opioids from the street• ~\$60,000 for unit, plus installation costs



EARLY INTERVENTION AND TREATMENT

Early intervention and treatment allows providers to identify and address substance misuse as early as possible and facilitate access to appropriate treatment options.

Examples of Activities	Current and Proposed Activities
<ul style="list-style-type: none">• Community navigators• Pregnancy and post-partum care• Mobile intervention, treatment, and recovery services	<ul style="list-style-type: none">• Community Outreach Navigator Program<ul style="list-style-type: none">• Expansion of street outreach• 6 new navigators• Peer support and education• Access to treatment• Access to shelter and wrap around services• ≈\$550,000



HARM REDUCTION AND RESCUE

Harm reduction is a compassionate public health approach aimed at minimizing the negative consequences of substance use.

Examples of Activities	Current and Proposed Activities
<ul style="list-style-type: none">• Naloxone distribution• Connecting to care (examples: counseling, treatment, etc.)• Lowering barriers to access health services (examples: providing transportation or childcare)	<ul style="list-style-type: none">• Fire and Medical Department Naloxone Leave Behind Program• Purchasing a body scanner for the Police Department holding facility<ul style="list-style-type: none">• ~\$188,000



RESILIENCY AND RECOVERY

Recovery is a holistic journey toward wellness aiming to break free from the negative impacts of drug use.

Examples of Activities	Proposed Activities
<ul style="list-style-type: none">• Recovery case managers• Peer support groups• Crisis hotlines	<ul style="list-style-type: none">• Community grant program<ul style="list-style-type: none">• Details on next slide



COMMUNITY GRANT PROGRAM



- \$1.0M total available for community organizations in 2025
- Seeking projects that identify gaps in services and address essential needs in Mesa
- Prioritizing programs that serve youth and children
- Funding should be directed towards serving the residents of Mesa
- Minimum award amount of \$50,000
- \$100,000 for program administration



STAFF RECOMMENDATION

PROPOSED 2025 FUNDING ALLOCATION

- **Community Education and Outreach: \$1.0M**
- **Public Safety: \$1.0M**
- **Community Grant Program & Support: \$1.1M**

Questions?

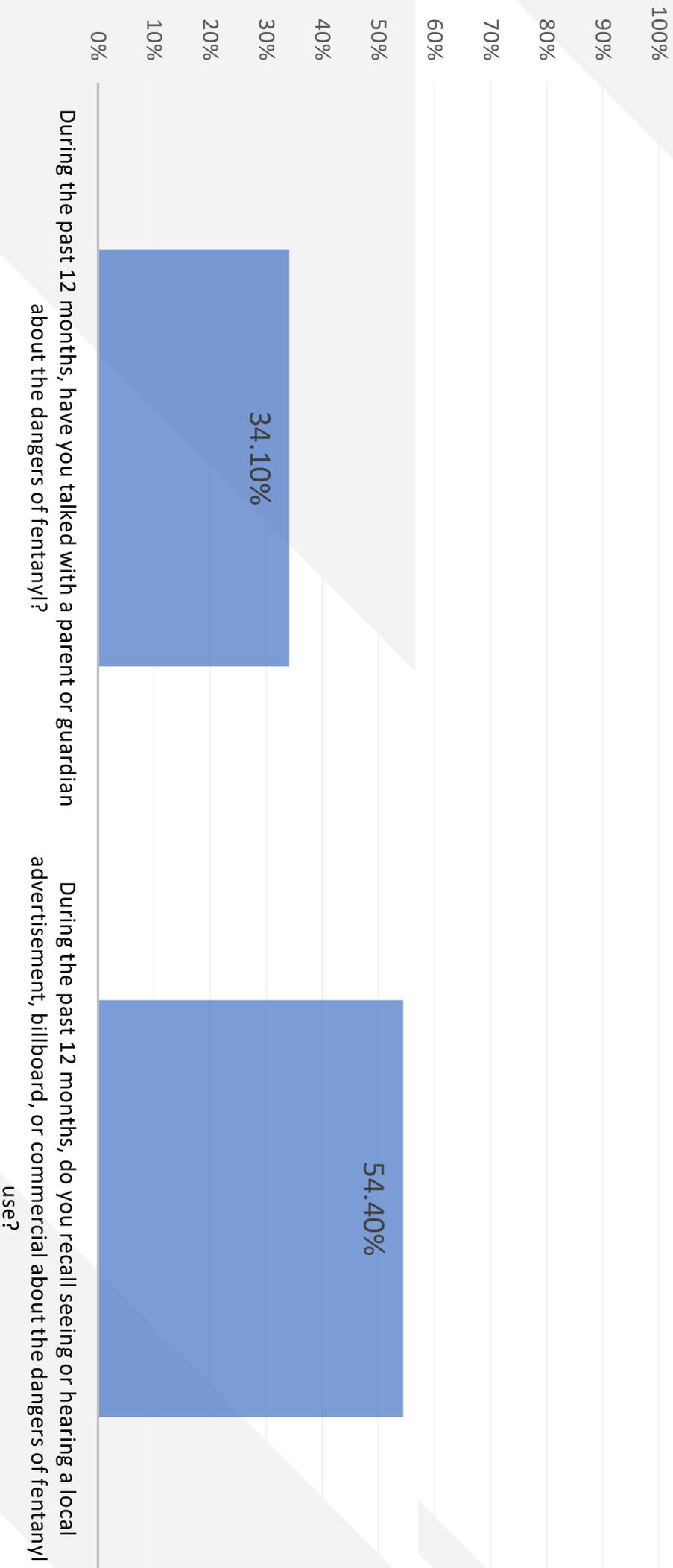
m.e.s.a.az



WHERE CAN THE CITY HAVE THE MOST IMPACT



2024 Arizona Youth Survey- Fentanyl Awareness



SETTLEMENT SOURCES

Mesa has received settlement funds from the following opioid settlements/bankruptcies:

- Allergan
- CVS
- Distributer
- Janssen
- Mallinckrodt
- Teva
- Walgreens
- Walmart