

## COUNCIL MINUTES

March 24, 2022

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 March 24, 2022, at 7:30 a.m.

### COUNCIL PRESENT

John Giles  
Jennifer Duff  
Mark Freeman  
Francisco Heredia  
David Luna  
Julie Spilsbury

### COUNCIL ABSENT

Kevin Thompson

### OFFICERS PRESENT

Christopher Brady  
Holly Moseley  
Jim Smith

Mayor Giles conducted a roll call.

Mayor Giles excused Councilmember Thompson from the entire meeting.

1. Hear a presentation, discuss, and provide direction on the City's upcoming 10-year General Plan update that must be submitted to the voters for ratification in 2024.

Development Services Department Director Nana Appiah explained State Statute requires the General Plan (GP) to be updated every 10 years and be placed on the ballot for voter approval. He stated staff are beginning the process which will involve appointed and elected boards, residents, development community members, and various stakeholders, and culminate in Council approval. He said many departments in the City will also be involved in the process to help develop and implement the GP.

Mr. Appiah commented the GP is the official statement of the City that outlines the major policies for physical future development and arrangement of the city and what that means. He added whenever discussions occur about land and land use applications, that goes back to what the official statement contains. (See Page 3 of Attachment 1)

Mr. Appiah highlighted the GP authority and scope and explained the elements that are included within the GP. (See Page 4 of Attachment 1)

In response to a question from Mayor Giles, City Manager Christopher Brady explained public service element covers a broad spectrum of City services, but also means how the City will provide the various services.

In response to a question from Councilmember Luna, Mr. Appiah stated the community and developers are bound by the plan, and the zoning ordinance are the goals and ways of achieving that plan.

Mr. Appiah provided an overview of the purpose and uses of the GP. (See Pages 5 and 6 of Attachment 1)

Mr. Appiah highlighted the characteristics of the GP and clarified the document is intended to be general and staff tries to avoid continuous amendments as the GP gradually begins to shape the goals. (See Pages 7 and 8 of Attachment 1)

In response to a question from Councilmember Luna regarding the flexibility of the GP, Mr. Appiah explained the GP does not address architectural design and that the design guidelines ensure long-term quality development standards.

Mr. Appiah presented the current GP content and displayed a map of the character areas. He commented prior to the 2014 GP update, the GP was very specific regarding land uses which presented many challenges for staff and developers. He recalled the 2014 GP discussion that came up in the public participation process was to achieve character area destinations to achieve goals for specific areas. He added staff reviewed the character designations two years ago and further strengthened these areas with amendments to the GP. (See Pages 10 and 11 of Attachment 1)

Mr. Appiah provided an overview of the GP adoption and public participation processes. (See Pages 12 and 13 of Attachment 1)

Mr. Appiah highlighted the guiding principles, engagement planning process, and strategies and tactics for reviewing and referring the GP update to voters. (See Pages 14 through 16 of Attachment 1)

Mr. Appiah reviewed the GP adoption timeline. (See Page 18 of Attachment 1)

In response to a question from Councilmember Spilsbury regarding the types of projections that are considered in updating the GP, Mr. Appiah provided an example where estimated population and housing inventory can help project housing needs and balance that with the economic development ratio. He commented the goal is to ensure a sustainable and balanced community.

Mr. Brady clarified 10 years ago, there was a lot of housing in Mesa but not many jobs and that imbalance caused concern and stress on the City's financial model. He said a healthy and sustainable community needs a balance of these elements.

In response to a question from Councilmember Freeman, Mr. Appiah explained when discussing the physical part of growth, the existing infrastructure must be considered to determine how it can be maximized. He provided an example of infill developments which already have the infrastructure, so the goal is to maximize these areas to the highest and best uses, minimizing the impact of physical development, especially in terms of water resources.

Water Resources Advisor Brian Draper remarked one of the key provisions of the statutes related to the water element is that jurisdictions must provide legally and physically available water. He stated in the City of Mesa and other Valley cities, the requirement is a 100-year water designation that is renewed every 15 years and must show the physical and financial capacity is available to

install the infrastructure and meet the demands. He explained for this reason, an important provision of the GP is for Water Resources, and the City's policy has been to have a diverse water portfolio.

Councilmember Heredia commented on the importance of ensuring residents understand how the GP applies to them, and he suggested making it an engaging visual concept with interactive elements that people can be involved with and understand.

Mr. Appiah remarked one of the goals for the GP is to engage various stakeholders and residents and make it very understandable and accessible.

Discussion ensued related to whether the GP will extend to 2040, 2050, or beyond, when the city will reach buildout, how to address infill development, that details of development are embedded in each of the master plans, and to consider diverse housing options in the GP that meet the future needs of the City.

Mayor Giles thanked staff for the presentation.

## 2. Current events summary including meetings and conferences attended.

Councilmember Luna –	Dreamscape tour Coffee with a Cop
Vice Mayor Duff –	Tour of Native American Fatherhood and Family Association Keller Elementary Spring into Reading Night
Councilmember Spilsbury –	SRP Water Shed Helicopter Tour
Mayor Giles –	Mayor's Youth Committee
Councilmember Heredia –	Bike and Pedestrian program – Adams Elementary walk to school day Valley Metro – new CEO appointment

## 3. Scheduling of meetings.

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

Thursday, March 24, 2022, 8:00 a.m. – Audit and Finance Committee Meeting

Thursday, March 31, 2022, 7:30 a.m. – Study Session

## 4. Adjournment.

Without objection, the Study Session adjourned at 8:42 a.m.

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JOHN GILES, MAYOR

ATTEST:

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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 24<sup>th</sup> day of March 2022. I further certify that the meeting was duly called and held and that a quorum was present.

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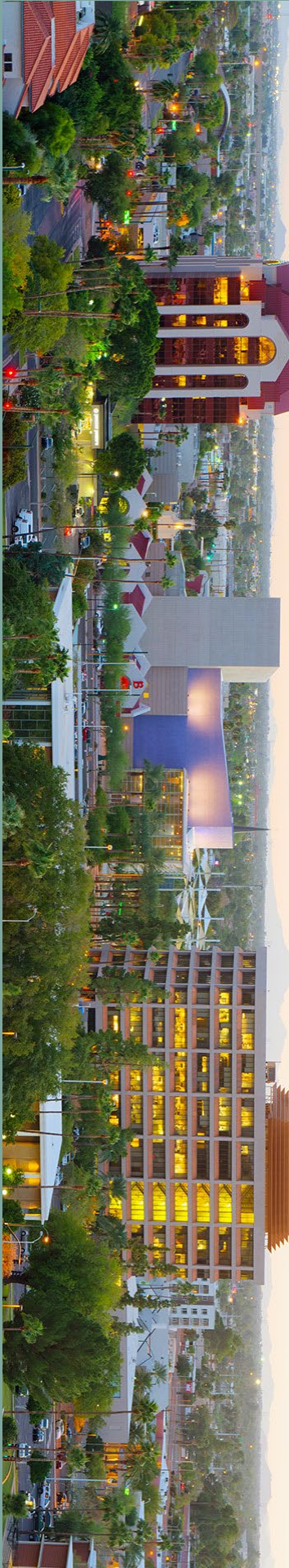
HOLLY MOSELEY, CITY CLERK

lr/dm  
(Attachments – 1)

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# The General Plan & 2024 Update

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City Council Study Session  
March 24, 2022

Nana Appiah  
Development Services Director



# Structure of Presentation

- What is the General Plan?
- Authority of the Plan
- Purpose of the Plan
- Characteristics of the Plan
- Uses of the Plan
- Why Update to the Plan
- Process of Adoption
  - Citizen Participation Processes
  - Project Schedule





# What is the General Plan?

- Official statement of a municipal government which sets forth its [major policies concerning desirable future physical development](#)

# General Plan; Authority; Scope

## A.R.S 9-461.05

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- A requirement for each governing body
  - Elements include:
    - Statement of the community goals
    - A land use element
- Cities of more than 10,000 are required to include:
  - Open space element
  - Infrastructure plans
  - Public service element (i.e. civic and community centers)
  - Housing element
  - Water element
- Mesa City Charter Requirement
  - Guide to land use decisions and
  - Inform infrastructure expenditure



# Purpose of the General Plan

- Provide a vision of the community's future and a strategy for achieving it
- Promote the public interest (the interest of the community at large) rather than interests of individuals or special groups
- Inject long-range considerations into the determination of short-range actions
- Facilitate democratic determination and implementation of community policies on physical development
- Promote economic vitality
- Reduce the fiscal impact of growth

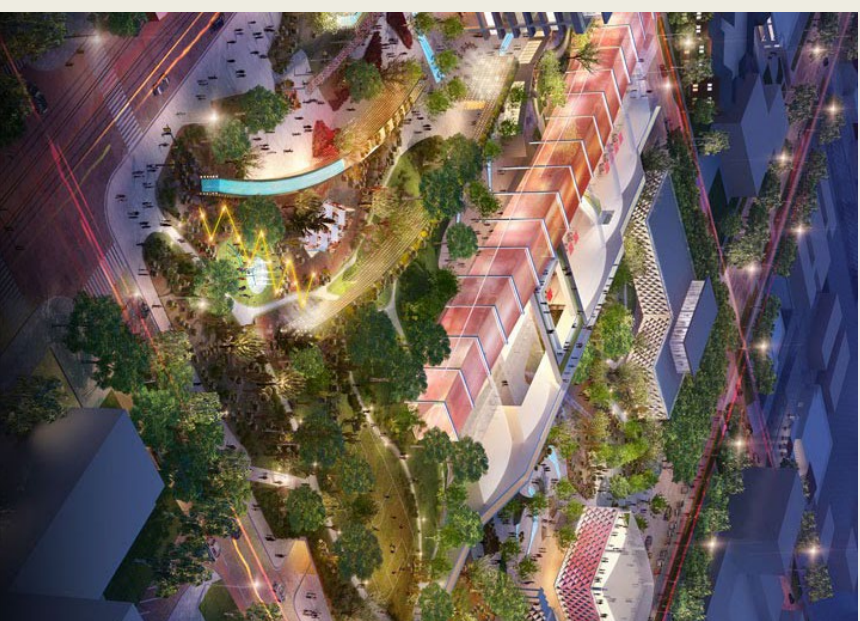
# Uses of the General Plan

- **Policy Determination:**
  - Provide set of policies to govern the future physical development of the City
- **Policy Effectuation:**
  - Review specific project against a defined framework of desirable long-range development of the City
- **Communication:**
  - Convey long-range physical development policy to residents and business organizations
- **Education:**
  - Enables the City to educate all stakeholders of the goals of the physical-development of the city

# Characteristics of the General Plan

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- **Comprehensive**
  - Deal with all essential physical elements of the City
  - Consciously related to the social and economic forces that it proposes to accommodate
- **Long Range**
  - Determined by a combination of population and economic forecasts
  - Must specify distant objective so that the community can make sustained progress in on direction
- **General, and Remain General**
  - Should focus on main issues and “big ideas”



# Characteristics of the General Plan

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- **Relate Major Physical-Design to Basic Policies of the Plan**
  - The plan should be the expression of value judgement which must be made with the primary community objective
- **Amendable**
  - A complete review and reconsideration of the entire Plan must be carried out at least once every ten years
  - Amending the plan also help over a period of time to constantly broaden the area of community agreement







# Why Update the Plan

- Changes to the plan are needed as community changes
- As new problems come to the forefront
- Some policies of the plan will prove to be unworkable or unrealistic after its adoption



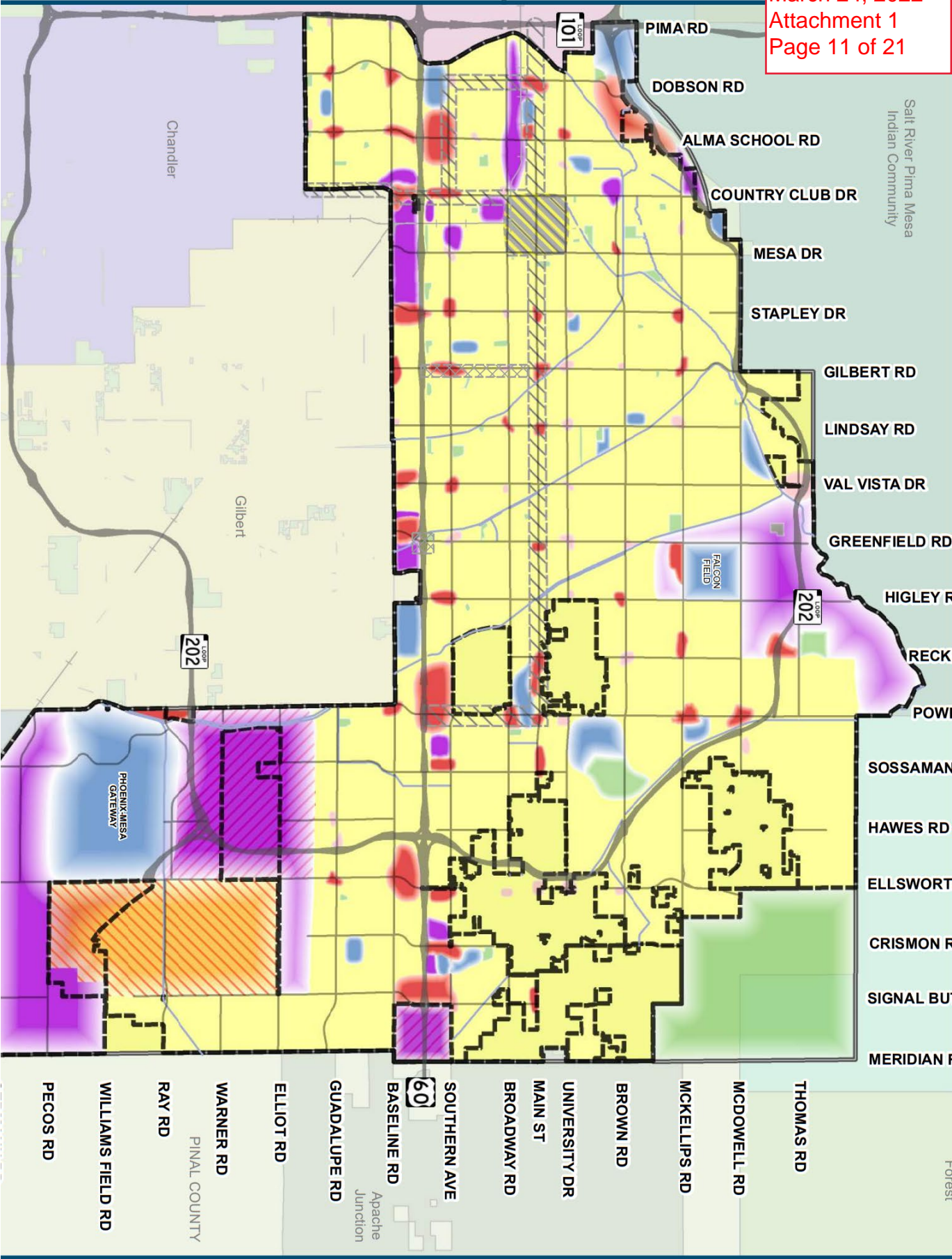
# Current General Plan Content

Recognizable Neighborhoods – Innovative Jobs – Memorable Public Spaces	
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RECOGNIZABLE NEIGHBORHOODS • INNOVATIVE JOBS • MEMORABLE PUBLIC SPACES

**Character Areas**  
Figure 7-1





# GENERAL PLAN ADOPTION AND AMENDMENT PUBLIC PARTICIPATION

A. R. S 9 - 4 6 1

**The governing body must:**

- Adopt a written process for public participation
- Extensive dissemination of proposal
- Public input process (written comments, open discussions, etc.)
- Review by public officials, County, school districts, etc.





**PUBLIC ENGAGEMENT  
INFORMED BY EXPERIENCE**

## LEVERAGE SUCCESSFUL STRATEGIES

- **IMAGINE Mesa**
- **Mesa Climate Action Plan**
- **Mesa Moves Campaign**
- **Transportation Bond**
- **2020 Census**
- **2021 City Council Redistricting**
- **Parks & Recreation Commercial**
- **Facilities Master Plan**







# ENGAGEMENT PLANNING PROCESS



Define target populations

Identify possible phasing and engagement objectives for each phase

Define overall strategies

Identify tactics for each strategy

Engage consultant based on alignment with City's approach and resources

Recruit community partner and define specific goals and responsibilities

Execute: Awareness, education, resident participation, report back to residents (closing the engagement loop)

# **SAMPLE STRATEGIES & TACTICS**

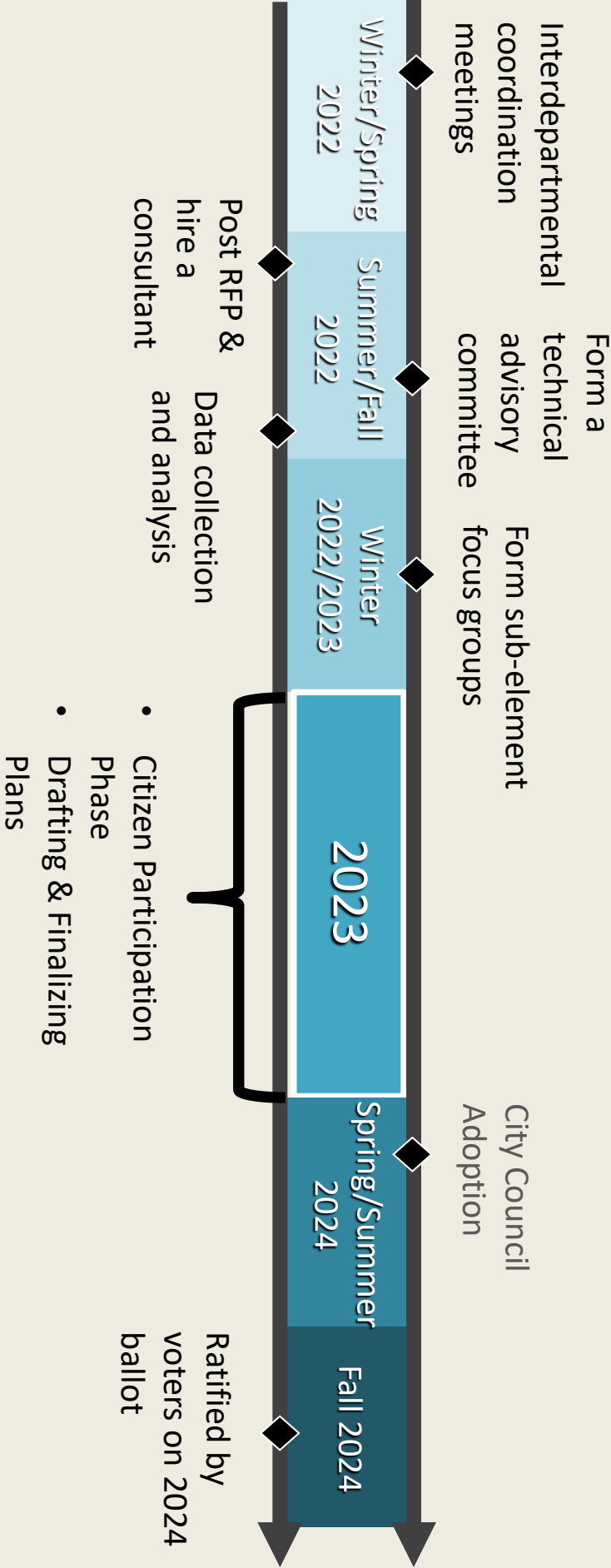
- Dedicated engagement manager
- Utilize video, print, and digital marketing, including targeted paid social
- Simple, engaging digital feedback
- Robust interdepartmental coordination to identify and leverage City resources
- Create quality content for partnering organizations to distribute
- Public meetings in multiple locations, on multiple dates, at multiple times
- Collect voluntary contact information throughout to facilitate timely updates on participation opportunities and outcomes

# General Plan Adoption (Effective Date)

- Effective up to ten years from adoption date, and ratified by voters
- Plans requires adoption or re-adoption on or before 10<sup>th</sup> anniversary of existing plan
- Cities > 10,000 requires ratification by voters



# General Plan Adoption Timeline (2024 Adoption)



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# General Plan Adoption (2024 Adoption)

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## Project Schedule

- Inter-Department coordination meetings (Winter/Spring 2022)
- RFP, Summer 2022
  - Hire a Consultant, Fall 2022
- Data collection and analysis - Start Public Meetings and Form a Steering Committee

## Adoption Timeline

- Adoption by City Council Spring 2024
- Placed on November 2024 general elections ballot for ratification by voters



# Questions?



research.n

