



Planning Strategies

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Presentation Goals

Discuss the City's land use and development activities, strategies and priorities for improving the urban form

Outline

- High-level concepts
- Specific work plan for 2021
- Near-term (2-5 years) goals

Planning Division Function

Long Range Planning

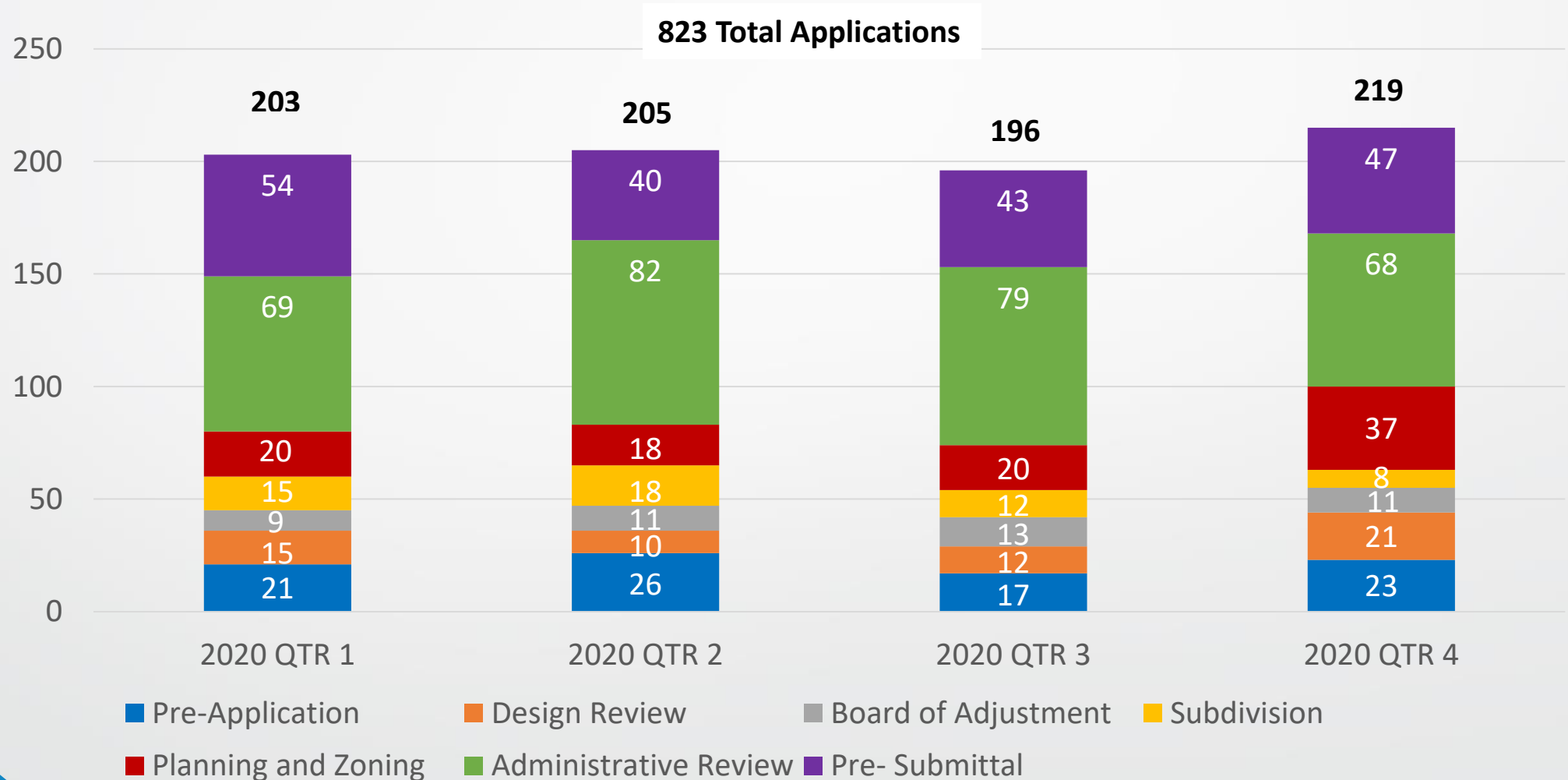
Current Planning

Historic Preservation

- Administer the City's General Plan, zoning ordinance, and other land use policies
 - Review development to ensure compliance with City regulations and goals
 - Coordinate land use strategies with other city departments
 - Protect and preserve our historic and cultural assets
- Make policy recommendations to the City Council and other land use Boards

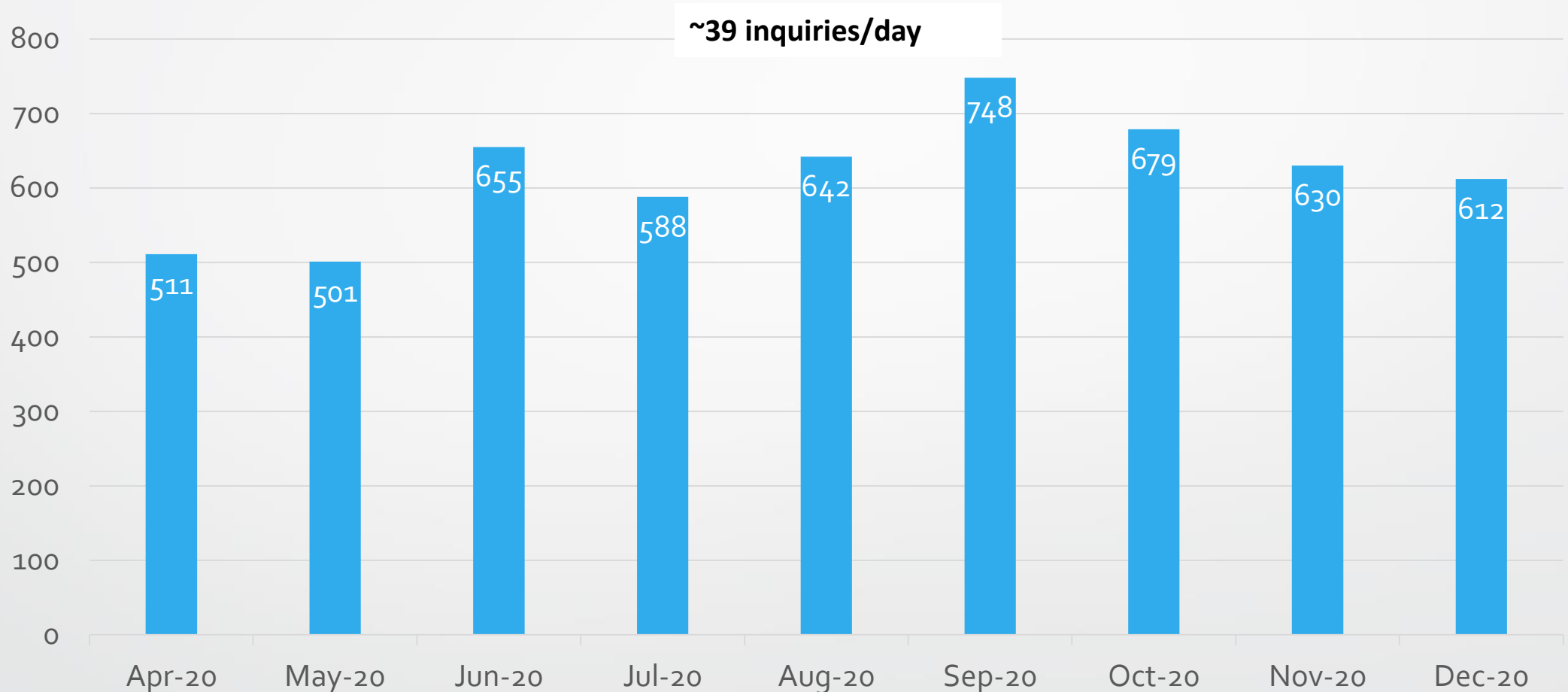
Current Planning

Total Planning Submissions By Quarter



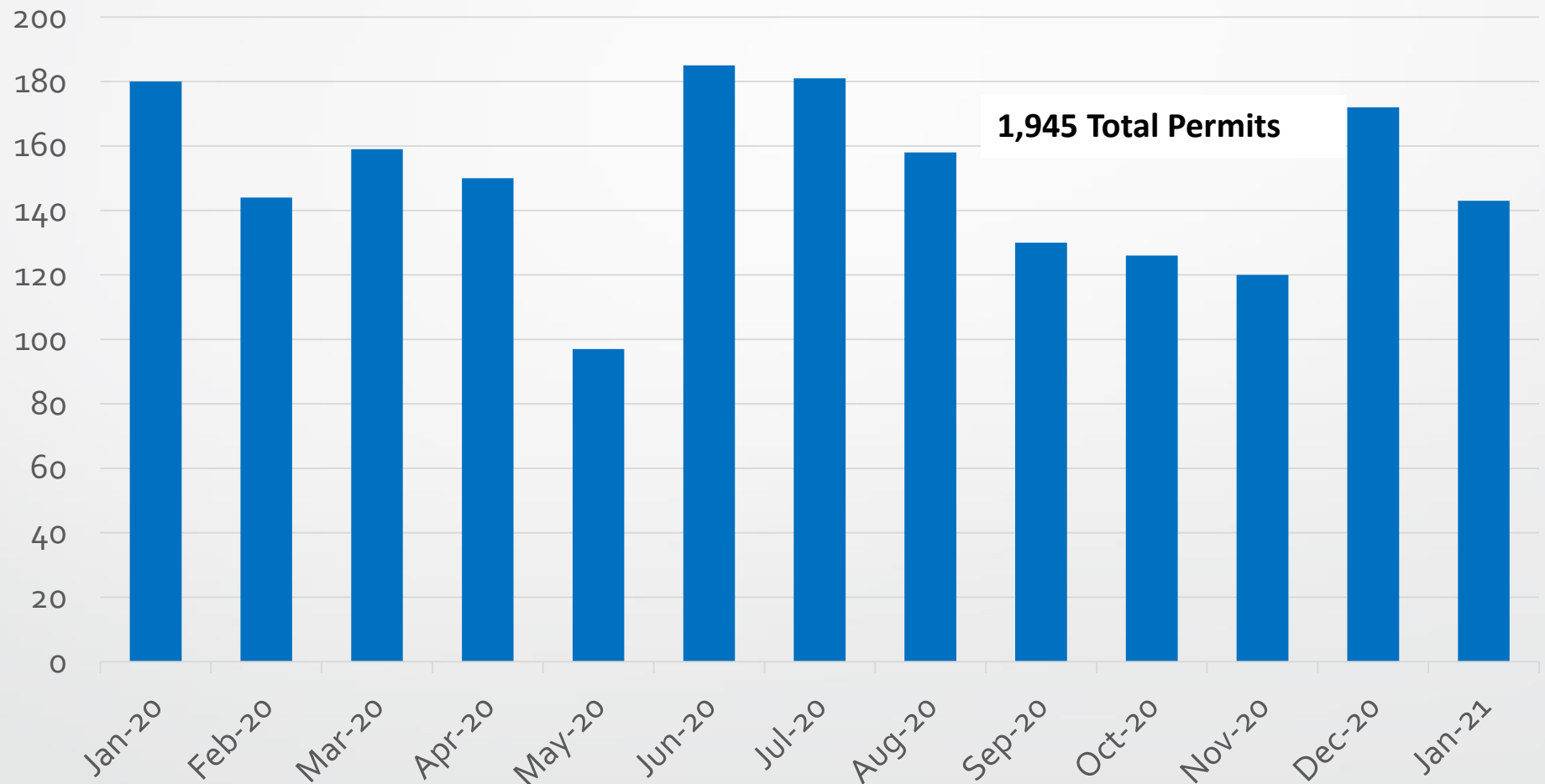
Current Planning

Planner of the Day Customers



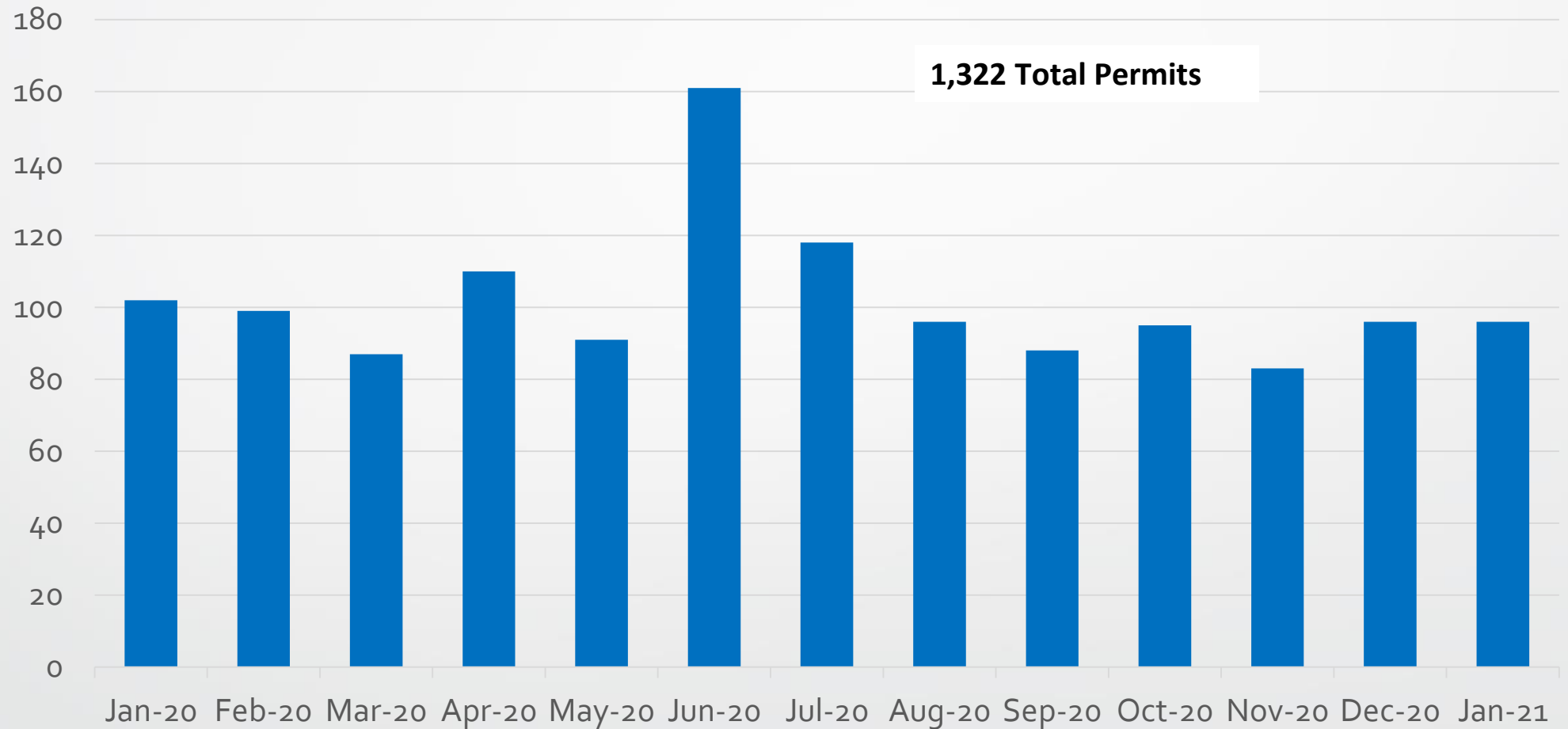
Building Permits

New Single Family Residential Permits Issued



Building Permits

Commercial Permits Issued



Major Land Use Projects

- Eastmark, Cadence and Avalon Crossing Planned Community build-out
- Destination at Gateway
- Commercial and industrial development in southeast Mesa
- Phoenix-Mesa Gateway Airport expansion
- Hawes Crossing
- Landing 202
- Site 17
- Falcon Field District
- *Continued development proposals and growth of the City*

Long Range Planning

General Plan

Sub-Area Plans

Corridor Plans

Neighborhood Plans

Historic Preservation

Specific Plans i.e. Transportation, Housing, Parks, etc.

Revitalization Plans

Placemaking and Design Guidelines

Zoning Ordinance

Overlay Zones

STRATEGIES

General Plan

Overarching policy document -- expression of the community's goals and priorities that guides the future action of the City

- Required to be updated every 10 years and approved by voters - **Due 2024**
- Entails significant stakeholder and community outreach
- Coordinate effort with sub-element updates e.g. Transportation Master Plan, Balanced Housing Plan, Parks, etc.





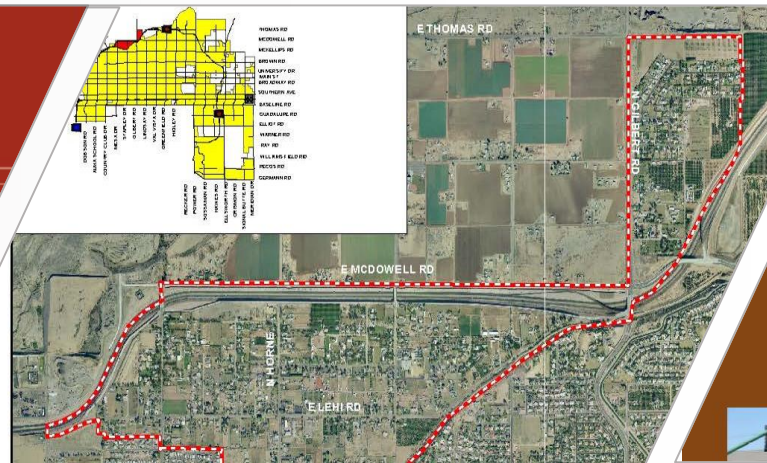
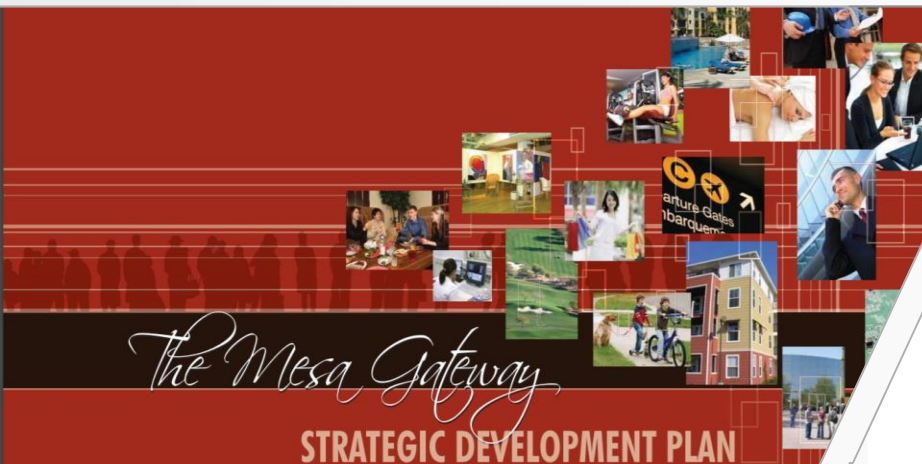
Sub-Area Plan

Adopted by Resolution 8942 on April 2, 2007



Sub-Area Plans

- Re-evaluate existing sub-area plans
- Identify successes and areas to be adjusted



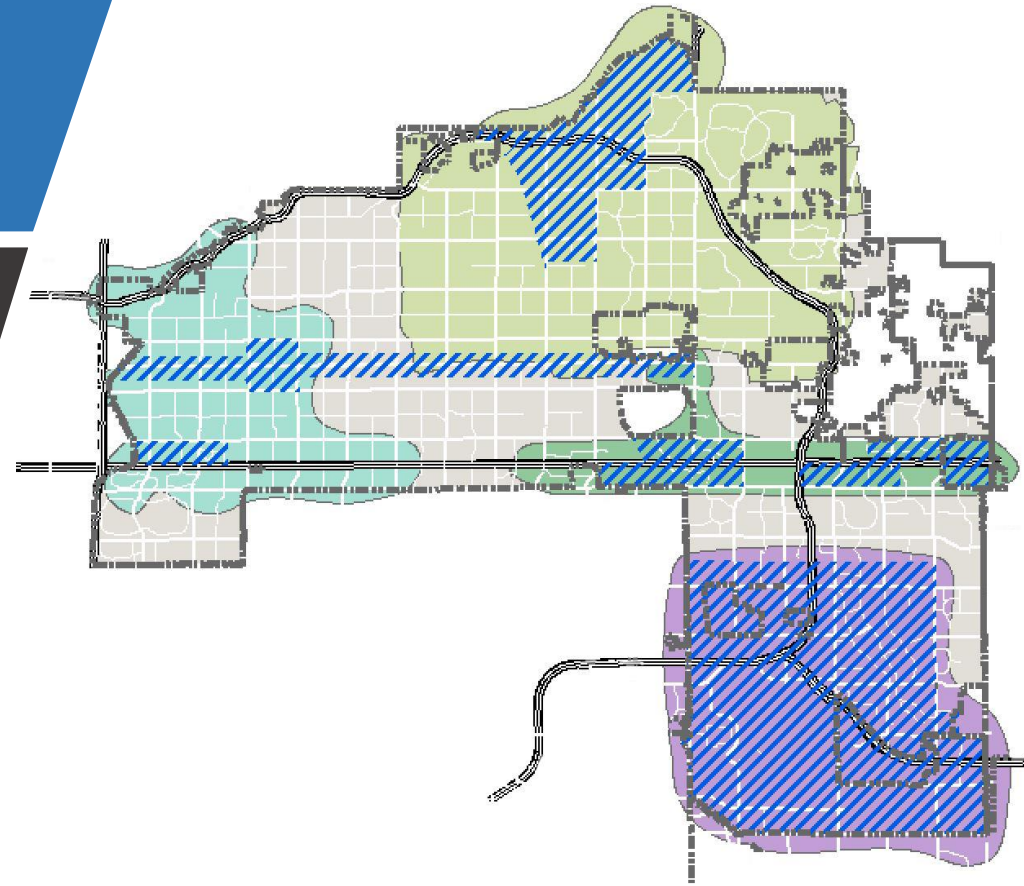
West Main Street Area Plan
A Community's Vision



Sub-Area Planning

Identify new sub-area planning areas and pursue opportunities

- Communities unto themselves
- Define the urban form and character
- Build upon their uniqueness and sense of place
- Utilize overlay zones to specify distinct development standards





Corridor Plans

Transportation, Canal, and View Corridors

- Identify corridors ripe for redevelopment or in need of planning for the future
- Encourage pedestrian connectivity to neighborhoods, open space, and key destinations in Mesa
- Harness corridors for their view, as potential amenities, and utilization for alternative modes of transportation
- Evaluate adjacent land uses and development standards



Placemaking and Design Guidelines

Entryway Signage, Wayfinding Signage, and Streetscape Design Guidelines

- Monument signage at key locations act as a *gateway* as you enter Mesa
- Wayfinding system to direct and orient to key destinations
- Area specific streetscape standards with unique plant palettes, specimen trees, and site furniture

Revitalization Plans

Redevelopment Plans, Adaptive Reuse, and Infill Strategies

- Evaluate existing Redevelopment Plans and implementation tools
 - Town Center Redevelopment Area
 - Southwest Redevelopment Area
 - West Redevelopment Area
 - East Redevelopment Area
- Identify strategies to revitalize deserted malls, vacant shopping centers, and blighted strip malls



2021 Zoning Strategies

In Process

- Text Amendments
 - Recreational Marijuana
 - Community Residence
 - Subdivision Regulations
 - Leisure and Recreation District (LR) standards
- Infill Development Guidelines
- Small Lot Development Guidelines
- Historic Preservation Guidelines

Near Future

- Begin planning for the 10-year General Plan update
- Conduct sub-area plan evaluations
- Explore placemaking strategies
 - Wayfinding Plans
 - Streetscape Design Guidelines
- Explore a Lehi area zoning overlay



Zoning Strategies

Mid-Term (2-5 years)

- 10-year General Plan Update
- Corridor Plans
- New Sub-Area Plans
- Revitalization Plans and Strategies
- Explore Potential Zoning Overlay Districts - including Downtown