

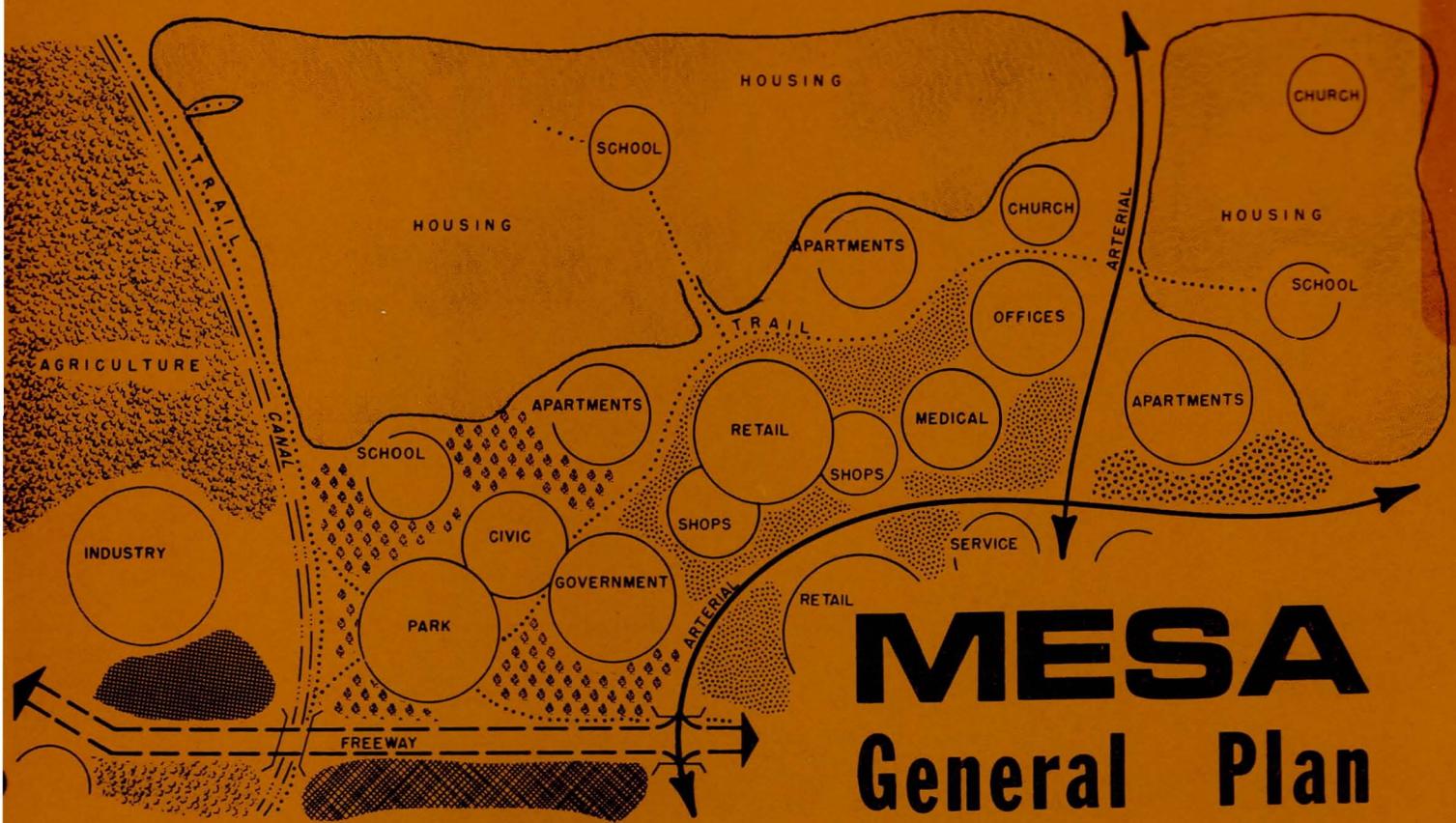
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200 W. Durango
Phoenix, AZ 85009



MESA

GENERAL PLAN

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CHAPTER A :

INTRODUCTION

F O R W A R D

The General Plan has been prepared by the citizens, elected officials and staff of the City of Mesa. In recognition of the importance of public involvement in the development of this new plan, the City Council appointed a 120 member citizens committee in the Summer of 1981 to work with the Planning Department staff to prepare a draft General Plan.

Included on the committee, by intention, were people with differing viewpoints on growth and development--so that all interests would be represented in helping shape Mesa's new General Plan.

The General Plan Update Committee met weekly through November 1981, to review components of the plan as they were prepared by the staff and offer their thoughts and comments on the material. Out of this process there were changes made in the components of the plan to reflect citizen concerns--and a list of proposed policies were developed by the Committee to help guide implementation of the proposed General Plan.

The Planning and Zoning Board received the draft General Plan in January 1982. They held meetings on February 23rd and 25th, and on March 2nd and March 11th to review the document. Additional changes were then made to the draft plan to incorporate needed revisions; and on April 15, 1982, a recommendation for adoption was approved and forwarded to the City Council.

The Mesa City Council officially received the plan for consideration in March 1982, and adopted the document as the revised General Plan for the City of Mesa on May 3, 1982, by Resolution Number 5058.

The revisions to the draft plan, as approved by the Planning and Zoning Board and the City Council, are attached herein.

As adopted, the following modifications were made to the Year 2000 Land Use Plan, which are not shown on the map:

1. The area between the Superstition Freeway and Baseline Road and from the midsection line between Greenfield and Higley Roads to a line 400 feet east of Higley Road was deleted from the Planning Area due to an unforeseen annexation by another municipality.
2. The Industrial classification was changed to "Employment Opportunities".
3. The area between the Freeway and Baseline Road from the Eastern Canal to Power Road was designated as an "Employment Opportunity: with a Regional Shopping facility in the vicinity of Bush Highway and the Freeway.

The following modifications were also approved in the text:

1. Page M-1 Housing Policy. Substitute for Housing Policy A:

"Higher density housing developments should be encouraged to locate within the City's Electrical Service District. In this way, higher density can be used as an incentive to "infill" bypassed properties.

Higher density zoning will be granted outside the Electrical Service District only in those instances where exceptional design or circumstances are evident."

2. Page M-1 Housing Policy. Add to existing language in Housing Policy B:

"'Rounding out' would allow a new park to be located, or an existing park to be expanded between existing adjacent parks; or to an existing park where there is an arterial street, canal, or other existing land use which would act to limit the continued expansion of mobile home parks in the opposite direction."

3. Implementation Policy B (page M-5) should be revised to read:

"While recognizing that the removal of higher intensity zoning from property which has remained vacant can be an effective implementation tool for controlling overzoning, Mesa should continue to examine the desirability, legality and necessity of this action before undertaking such a program."

PART ONE: INTRODUCTION AND BACKGROUND

INTRODUCTION

This book is the General Plan for the City of Mesa, Arizona. Before we become involved in all the details, it might be wise to look first at a basic question--just what is a "General Plan" anyway, and what is it suppose to do?

A general plan is an official public document adopted by a local government as a policy guide for decisions concerning the physical development of the community. It indicates, in a general way, how the governmental leaders and the general public would like their community to develop during the next 10 to 20 years.

The general plan is described in Arizona State law as being "a municipal statement of land development policies which may include maps, charts, graphs and text which set forth objectives, principles and standards for local growth and redevelopment." (A.R.S. 9-461)

The essential elements of a general plan are that it is long range, comprehensive and general. The plan should be "long range" in that it looks beyond the immediate current problems to the possible problems and possibilities of the community 10 to 20 years in the future; "comprehensive" in that the plan encompasses all parts of the community and all functional elements which bear on the physical community development; and "general" as the plan summarizes policies and proposals, but does not indicate specific locations for land uses or detailed development regulations.

A general plan should not be confused with zoning. A general plan is a guide for future growth and development. It is not a blueprint for the future of the City, rather, it establishes general areas used to define and implement the general plan. Zoning is a system whereby land is divided into different categories or zones; each zone allowing the land to be developed for different uses. Since the general plan indicates an overall picture of the desired form of the community at some future date, the application of zoning should influence new community development in the direction set forth by the general plan.

Why is a General Plan Necessary?

All too often local legislative bodies become immersed in the day-to-day "nuts and bolts" matter of urban planning, such as the zoning of property. In spite of the applicant's eloquent plea, it is often difficult for the elected official to determine if the proposed zoning or development is in the best interest of the community, as well as the applicant, and if the request is consistent with established community growth policies.

A general plan attempts to delineate and illustrate the land use policies and procedures established by the City Council; and depicts, in a general way, how the residents would like their community to develop in the future. The general plan should be thought of as a document which can give a "sense of direction" to the future growth and development of the community.

Once the general plan is adopted, it should be used as a guide for public and private land use decisions. All new land development should be in reasonable conformance with the general plan. The general plan is also useful in correlating public, semi-public and private land improvements, by providing the property owner and the public with an indication of when and in what manner land within the community's planning area is best suited for urban development.

The Parts of a General Plan:

In order to effectively analyze community problems and potential for future growth, a general plan should include discussion in the following areas:

- A. Community Goals and Objectives - The goals of the community for its future should be stated and discussed.
- B. Background Information - The history of the community and its development to date should be analyzed.
- C. Existing Land Use - Analysis of the present distribution of land use is an important part of the general planning process.
- D. Population and Employment Projections - In order to prepare plans for the future, it is critical to know the projected employment and population trends.
- E. Recommendations of Future Land Use - As a result of the analysis of existing and projected conditions, the general plan should make recommendations for the future.
- F. Implementation - The plan should include provisions on how to implement the programs set forth so that the goals of the community can be reached.
- G. Provisions for Updating - In order to keep the general plan abreast of new development, provisions should be made to update it periodically.

Mesa's Current General Plan:

In July 1967, a contract was signed between the Arizona Board of Regents acting through the University of Arizona Division of Economic and Business Research and Gruen Associates for the preparation of a General Plan for the

City of Mesa, Arizona. The General Plan was completed by Gruen Associates in February 1971. "The Mesa 1990 General Plan" and "Mesa 1990 General Plan Implementation Guide" were adopted by the Mesa City Council on December 6, 1971, by Resolution No. 3573.

The Gruen Plan has served the City well, providing direction and guidelines for recent growth and development in Mesa. In order to remain viable, however, a general plan must be periodically updated to keep abreast of all recent development and guidelines approved by the City Council which may affect future developments. Recognizing this need for continual updating of the general plan, and the possibility of the plan becoming obsolete if updating is overlooked, the Gruen Plan contained the following statement:

"This plan should not be considered as final and unchangeable for the next twenty years. In fact, changing social, economic and physical conditions within the Mesa area, the state, and the nation will require that this set of recommendations be reviewed every two or three years to determine their effectiveness in dealing with the then current problems and opportunities."

Since the Gruen Plan was formally adopted in 1971, the City of Mesa has experienced a 185% increase in population and over a 180% increase in incorporated area. This rapid growth has necessitated development of numerous residential and commercial areas and public facilities, sometimes at variance to the recommendations of the existing General Plan. Therefore, it is now proposed that the "Mesa 1990 General Plan" and the "Mesa 1990 General Plan Implementation Guide" be revised and updated to reflect changes in existing land use, projected future land use trends, governmental policy, and community interests which have occurred since these documents were prepared and adopted.

Other Planning Studies:

Since the Gruen Plan was adopted, there have been a number of studies that have been completed and adopted that will have a significant bearing on any future revisions to the City's General Plan.

In 1978, there were three significant reports that were completed and adopted by the City. The Mesa Town Center Report made recommendations concerning the revitalization of the City's Central Business District. The Housing Element Update included an analysis of the City's housing inventory with specific recommendations for improvements. And, lastly, the Water Works Report by John Carollo Engineers made specific recommendations concerning the City's water distribution and supply system.

In 1979, there were two studies completed which resulted in the adoption of Development Policies to guide and control growth in these rapidly developing

sections of the City. The first Development Policy Study covered the 9½ square mile area east of Gilbert Road that will be affected by the construction of the Superstition Freeway. The second study involved the 22 square mile area surrounding the City's Falcon Field Airport. Other studies and plans which have been completed and/or adopted and which will have to be considered for any revision to the City's General Plan include:

- .Dobson Ranch Master Plan - 1973
- .Stormwater Drainage Report - 1973
- .Falcon Field Airport Master Plan - 1979
- .Zoning Inventory and Mapping - 1980
- .East Mesa Land Use Study - 1980
- .Implementation of the City's Landscape Ordinance - 1980

Map 1 shows those areas within Mesa where these various policy plans and amendments to our General Plan are currently in effect.

Two of these policy plans (The Superstition Freeway Corridor Policy Plan and the Falcon Field Development Policies), have had major impacts on the development which has occurred in these newly developing areas. Both plans were developed as interim policies to guide development of areas which had been designated as "agricultural or vacant" in the Gruen Plan; and as a result, were without established policies to guide their transition from rural to urban use. Because of their influence on existing development trends, both plans have been included in this revised General Plan.

Superstition Freeway Corridor Development Policies:

The extension of the proposed Superstition Freeway into Southeast Mesa is expected to generate a period of extremely rapid growth in the relatively near future. As a result of development pressures and interest in the area on the part of developers, builders, and property owners, the Mesa Planning and Zoning Board conducted a study of the area and adopted the following development policies at their meeting of April 19, 1979.

A. General

1. A maximum overall density of 4.5 dwelling units per acre be established for those areas actually developed for residential (housing) purposes.
2. All proposed developments will be compatible with any existing adjacent developments.
3. An elementary school will, in all likelihood, be required south of the freeway, and north of Baseline, in the Gilbert School District area. The possibility exists that money might be available from the State on an emergency basis to purchase the school site.

4. The Board will make every attempt to encourage cooperative planning and development effort between developers in order to obtain the highest possible quality of recreational facilities.
5. Project design will be an extremely important factor in the granting of a rezoning request. Zoning will be subject to a specific development proposal and economic justification satisfactory to the Board and City Council. Design elevations and proposed tenant mix will be a desired element in any rezoning request.

B. Residential Development

1. A mix of various housing types and lot sizes is strongly encouraged in the area, ranging from single family homes on acre lots to apartments.
2. The 'R1-9' classification for single family residential will be the dominant single family zone permitted in this area. 'R1-7' density may be granted on appeal as a result of unusual circumstances or because of exceptional design features which warrant a higher density.
3. 'R1-15' densities or less will be strongly encouraged in areas currently in citrus.
4. Large lot (acre or half acre) residential development will be strongly encouraged adjacent to the canals in order to take advantage of their recreational potential.
5. Expansion of retirement areas along the lines of existing developments would be a compatible use within the Freeway Corridor area.
6. The number of multiple-residence projects will be kept to a minimum, however, the densities permitted in these projects will be flexible in order to encourage a high standard of quality development*.

*It is the Board's desire to use the 'R-4' density as a bonus for developers who "in-fill" older sections of the City which have previously been by-passed and as a bonus for exceptional design in areas outside of the Freeway Corridor.

C. Commercial Development

1. Commercial development in the Freeway Corridor area will be primarily neighborhood oriented and clustered at the intersections of major streets rather than developed in strips along arterial streets.
2. Any commercial developments which are of a community or regional nature must be justified in terms of site location, site development plans and the need for the proposed facility. In all likelihood, major commercial developments will be located adjacent to Gilbert Road due

to freeway access, market area configuration and proximity to supportive transportation facilities.

3. Any significant commercial or multi-family developments east of Gilbert Road must be timed with freeway extensions. Time stipulations will be utilized as necessary to monitor this policy.

Falcon Field - East Mesa Development Policies:

Falcon Field, Mesa's Municipal Airport, was originally developed as a flight training facility for the Royal Air Force and the United States during World War II. In 1945 the operation and maintenance of the facility was transferred to the City of Mesa. Since then, the airport has been expanded and improved with the City continually acquiring additional land to protect the airport from noncompatible land use encroachment. Aircraft traffic volume has increased in recent years, and proposed future improvements to the airport will result in more aircraft operations.

During the next five years, the City of Mesa plans to extend the main runway at Falcon Field to 5100 feet in length, construct a second runway to be 3800 feet in length and parallel to the existing runway, and install a tower to regulate aircraft operations.

When Falcon Field was developed, it was surrounded by desert and citrus groves; but recent years have seen the area around Falcon Field begin to develop for housing, mobile home parks, and other kinds of urban uses. We expect that in the near future the trend toward urban development will accelerate in the Falcon Field area and the question of compatibility between the airport and its new neighbors must be considered now, in order to avert potential problems through advanced planning.

Accordingly, the following development policies and maps have been prepared to provide present and future property owners and residents in the Falcon Field - East Mesa area with some facts about the present and potential future impacts of Falcon Field on their properties, and to provide guidance for future land use decisions affecting the area.

These Development Policies were approved by the Mesa City Council at their November 19, 1979 meeting.

A. General

1. All development of land in the Falcon Field Area shall conform with these Falcon Field - East Mesa Development Policies.
2. All proposed development will be compatible with any existing adjacent development and will take into consideration airport approach and over-flight patterns.

3. Project design will be an extremely important factor in granting a development request. Rezoning will be subject to a specific development proposal and justification satisfactory to the Planning and Zoning Board and the City Council. Development proposals may also be reviewed by the Aviation Committee and the Airport Director for their impact on the operation of Falcon Field.
4. Development of the airport proper and adjacent City owned property will be in conformance with the approved Land Use Plan for Falcon Field.
5. In general, new mobile home parks outside the mobile home corridor (between University and Broadway, Lindsay to Higley) will be discouraged. The only exception would be "rounding out" and "in-filling" areas surrounded by existing mobile home parks.
6. All projects proposed within the Critical Safety Area, and the Major and Medium Adverse Impact Areas shall be reviewed for compatibility with the Falcon Field Land Use Plan.
7. Projects and/or properties located within the Critical Safety Area and the Major and Medium Adverse Impact Areas for Falcon Field may be affected by; dust, fumes, smoke, noise, vibration, etc., generated by aircraft using Falcon Field Airport.
8. Upon annexation of property within the Falcon Field - East Mesa area, which is currently used for agricultural purposes and for which there are no immediate plans for development, the 'AG', agricultural zone may be applied as a "holding zone" pending development of specific plans for use of the property.
9. In general, commercial development along Brown Road will be discouraged.

Critical Safety Area & Major Adverse Impact Area:

A. General

1. The area within 3000 feet of the end of the existing and proposed runways and 1000 feet on either side of the extended centerline of the existing and proposed runways shall be designated as the Critical Safety Area and shall be kept clear of buildings and other obstructions to aviation.
2. Higher density residential and all other types of development which generate or attract larger numbers of people will be strongly discouraged from locating within the Major Adverse Impact Area.

3. Avigation easements will be requested on all developments located within the Critical Safety Area and Major Adverse Impact Area.
4. Developments within the Critical Safety Area and Major Adverse Impact Area may possibly be affected by dust, fumes, noise, vibration, etc., generated by overflight of aircraft approaching and/or departing Falcon Field.
5. Existing uses located within the Critical Safety Area and Major Adverse Impact Area will be adversely affected by aircraft activities related to Falcon Field and shall be discouraged from expanding and encouraged to relocate to a more desirable location.

B. Residential Development

1. Areas currently occupied by citrus groves should be developed, in so far as possible, for low density (one dwelling unit/acre) residential purposes. This will allow citrus trees to be retained for screening and buffering of aircraft related activities and reduce the number of structures potentially affected by the airport to a minimum.
2. Residential development of areas within the Major Adverse Impact Area, not currently occupied by citrus groves, shall maintain as low a density as practicable, to reduce the number of residences affected by aircraft overflight activities.

C. Commercial and Industrial Development

Commercial and/or industrial developments within the approach zone which attract significant numbers of people will be discouraged unless their design and/or location allows for such developments in a manner that would be compatible with the Falcon Field Land Use Plan.

Medium Adverse Impact Area:

A. General

1. Higher density residential and other types of developments which generate or attract larger numbers of people will generally be discouraged within the Medium Adverse Impact Area. This will reduce the number of possible conflicts between adjacent land uses and Falcon Field, as well as providing future developments which will be compatible with existing adjacent uses.
2. All proposed developments in the overflight zone shall be reviewed for compatibility with the Falcon Field Land Use Plan.

3. Avigation easements may be requested for all new developments in the Medium Adverse Impact Area.
4. Developments within the Medium Adverse Impact Area zone may be affected by noise, vibration, fumes, smoke, etc., generated by aircraft approaching and/or departing Falcon Field.

B. Residential Development

1. Use of the 'R1-35' zone will be encouraged for development of those areas currently occupied by citrus groves.
2. Use of the 'R1-15' zone and in some cases 'R1-9', will be encouraged in the Medium Adverse Impact Area for development of those properties which are not currently occupied by citrus groves.
3. Multi-family developments (apartments, condominiums, etc.) will generally be discouraged within the Medium Adverse Impact Area. Exceptions to this policy may be made where design and/or location of the property in question allows for increased density in a manner which would be compatible with the Falcon Field Land Use Plan.

C. Commercial Development

Commercial developments which attract large numbers of people will generally be discouraged from locating within the Medium Adverse Impact Area unless their design and/or location allows for such developments in a manner that would be compatible with the Falcon Field Development Plan.

D. Industrial Development

1. Industrial developments within the Medium Adverse Impact Area should be focused on, and adjacent to, Falcon Field.
2. Low intensity industrial developments (warehousing, storage, wholesale, etc.) that are not adversely affected by the overflight patterns would be encouraged to locate within the Medium Adverse Impact Area.

Minimal Adverse Impact Area:

A. General

1. A maximum overall density of 5.0 dwelling units per acre be established for those areas actually developed for residential (housing) purposes.
2. In general, new mobile home or travel trailer parks proposed to be located outside the Mobile Home Corridor (University to Broadway,

Lindsay to Higley) will be discouraged. The only exceptions would be "rounding out" and "in-filling" areas surrounded by existing mobile home or travel trailer park areas.

3. Avigation easements may be requested in certain instances on properties located within the Minimal Adverse Impact Area.

B. Residential Development

1. The 'R1-9' classification for single family residential will be the dominant single family zone permitted in this area.
2. 'R1-15' density development or less, will be strongly encouraged in areas currently occupied by citrus groves.
3. A mix of various housing types and lot sizes is strongly encouraged in the area, ranging from single family homes on acre lots to apartments and condominiums.

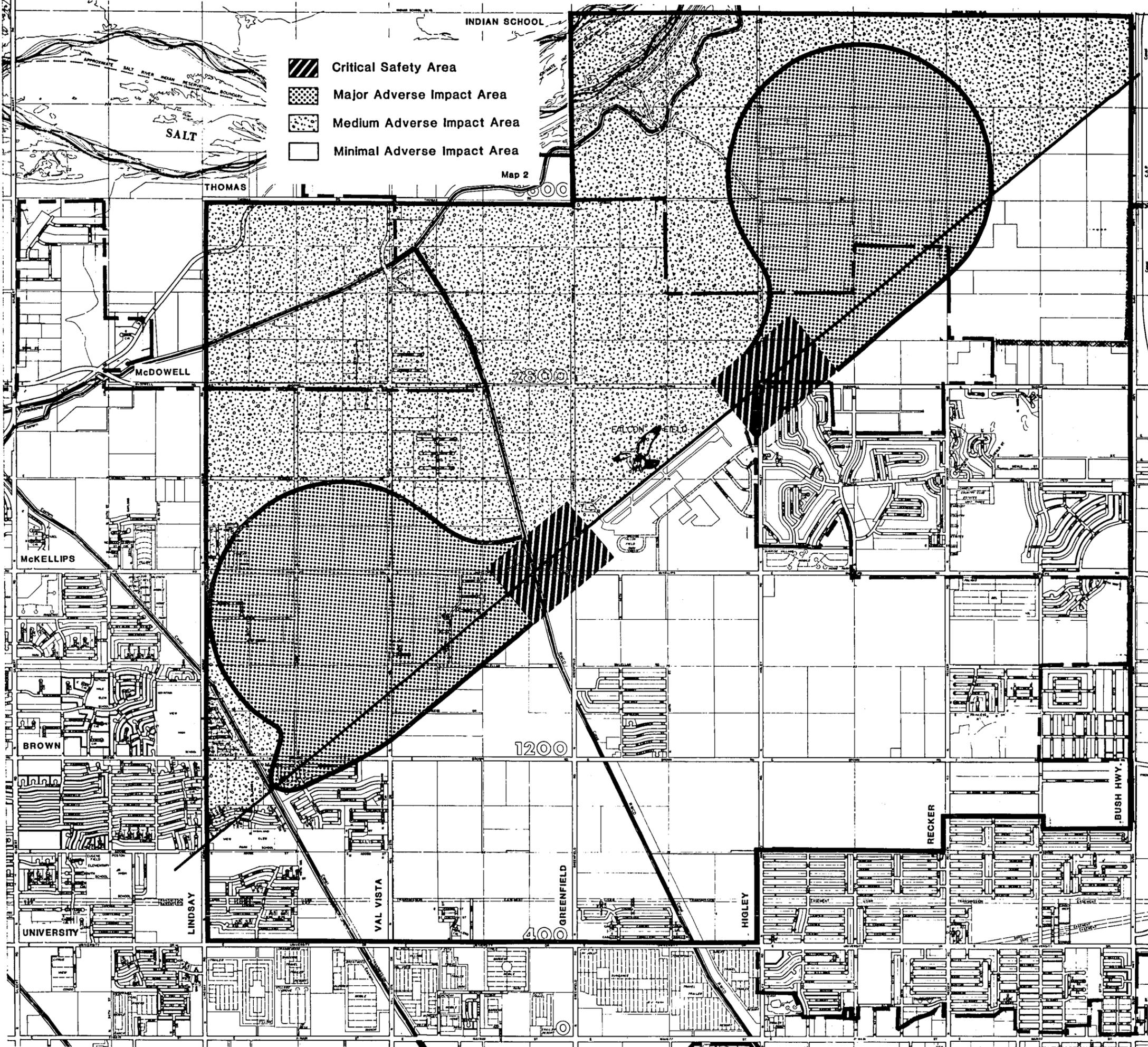
C. Commercial Development

1. In general, commercial development will be discouraged along Brown Road.
2. Commercial development in this area should be clustered at the intersection of major streets rather than developed in strips along arterial streets.
3. Major commercial developments should be located with frontage on McKellips Road. McKellips Road has been developed as the primary arterial street serving the area, and as such is best suited to accommodate and serve major commercial/industrial developments.

D. Industrial Development

Industrial development in the Minimal Adverse Impact Area shall be focused within and adjacent to Falcon Field. Industrial areas shall be located and developed in such a manner as to provide a buffer, or transitional area between Falcon Field and neighboring residential developments. In so far as possible, the design and siting of industrial facilities shall be compatible with and complimentary to adjacent, possibly non-industrial uses.

The Falcon Field Adverse Impact Areas are shown on Map 2. Map 3 shows The Falcon Field - East Mesa Land Use Plan.



-  Critical Safety Area
-  Major Adverse Impact Area
-  Medium Adverse Impact Area
-  Minimal Adverse Impact Area

INDIAN SCHOOL

SALT

THOMAS

Map 2

McDOWELL

2800

FALCON FIELD

McKELLIPS

BROWN

1200

UNIVERSITY

LINDSAY

VAL VISTA

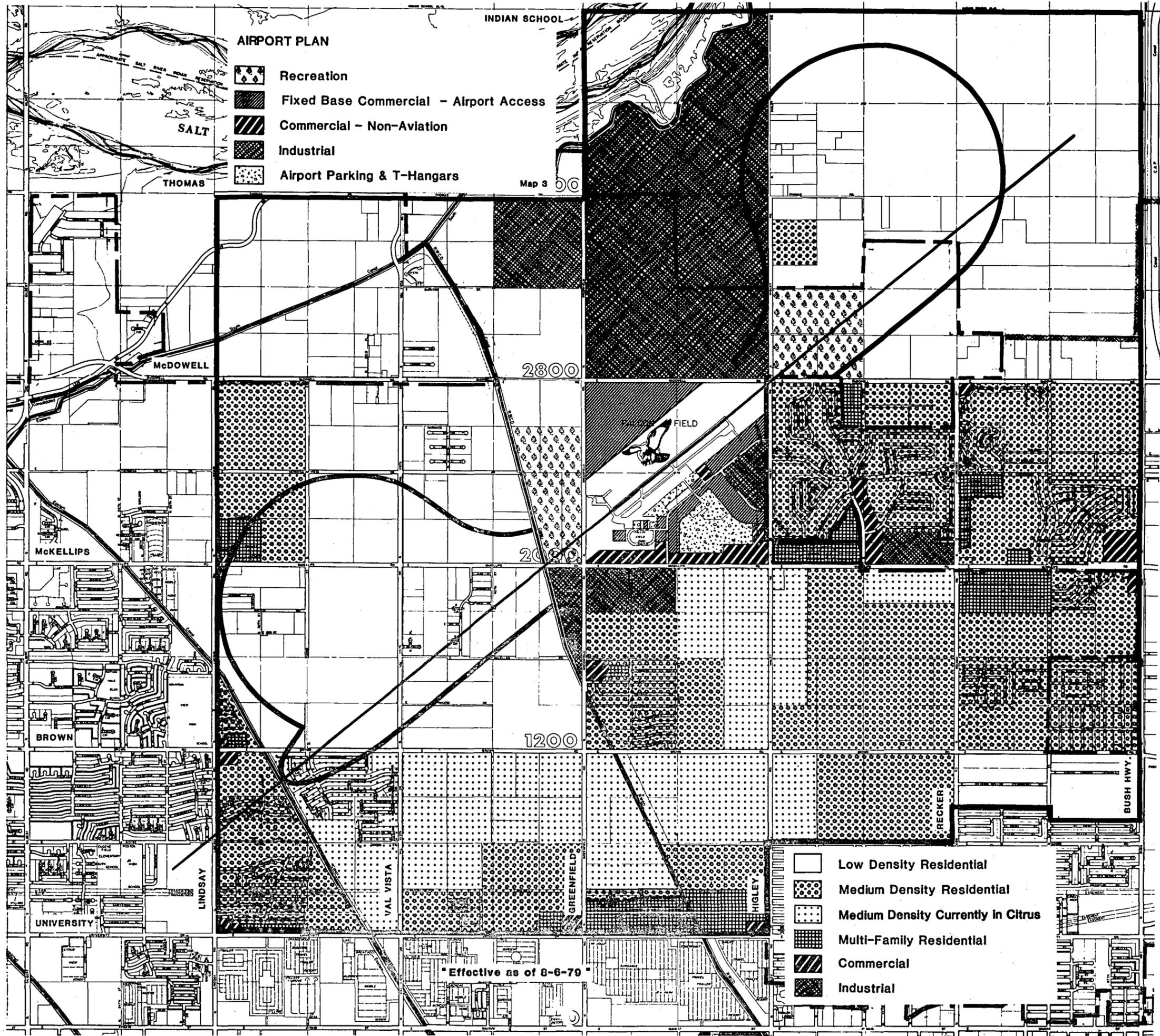
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GREENFIELD

HIGLEY

RECKER

BUSH HWY.



AIRPORT PLAN

-  Recreation
-  Fixed Base Commercial - Airport Access
-  Commercial - Non-Aviation
-  Industrial
-  Airport Parking & T-Hangars

Map 3

-  Low Density Residential
-  Medium Density Residential
-  Medium Density Currently in Citrus
-  Multi-Family Residential
-  Commercial
-  Industrial

Effective as of 8-6-79

BACKGROUND

The "Mesa Planning Area":

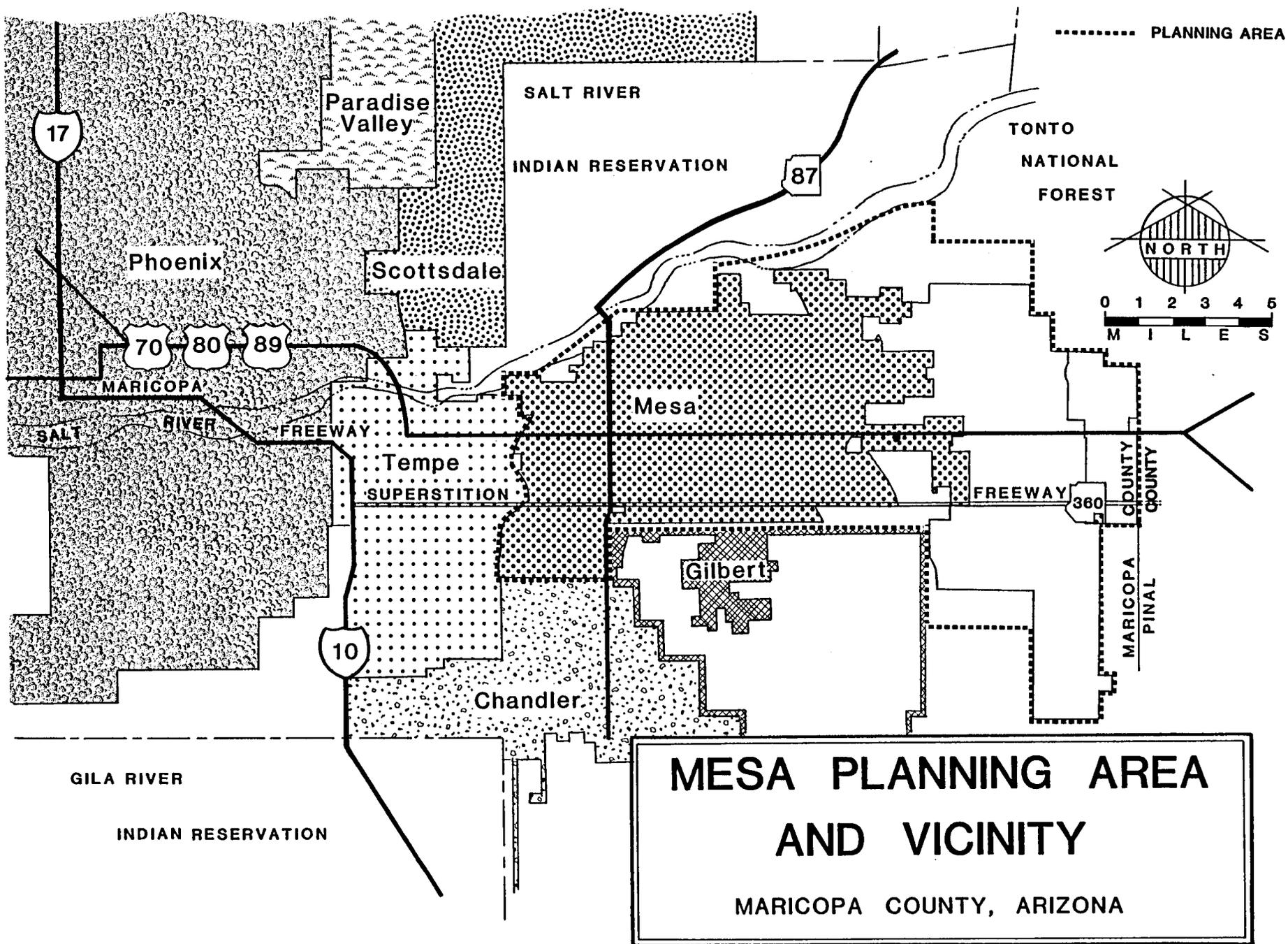
Mesa is a city of 176,000 people located approximately 15 miles east of downtown Phoenix in the eastern portion of Maricopa County. The Mesa Planning Area includes the incorporated area of the City of Mesa and those areas to the southeast and northeast of the City proper where the City Council has expressed an intent to annex within the next 20 to 30 years. The Mesa Planning Area covers approximately 127 square miles and is bounded on the north by the Salt River Indian Reservation and the Tonto National Forest, on the south by the Western Canal and Baseline Road, on the east by the County line and on the west by the City of Tempe.

The size of the Planning Area was determined by an analysis of the "sphere of influence" Mesa exerts on the adjacent areas with regard to services now provided in outlying areas by the City, potential development anticipated, and the urban orientation of the area's residents. All projections, illustrations and discussions in this plan, unless otherwise noted, refer to the Mesa Planning Area, rather than the present incorporated area of the City of Mesa. Map 4 shows the Mesa Planning Area in relation to the Phoenix Metropolitan Area.

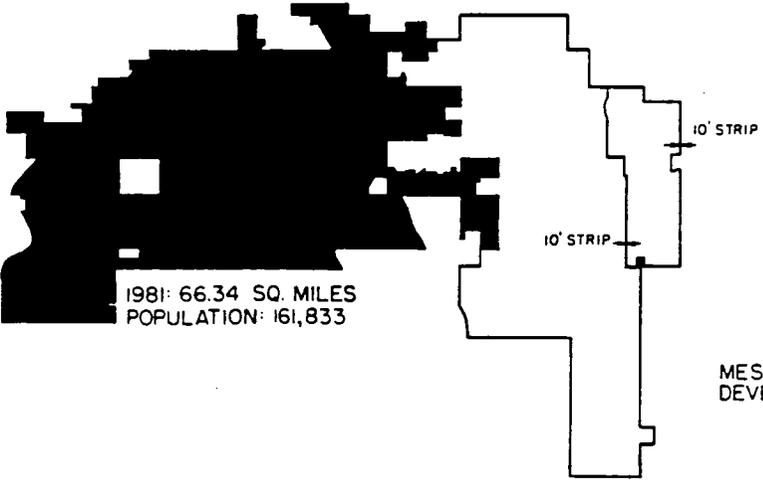
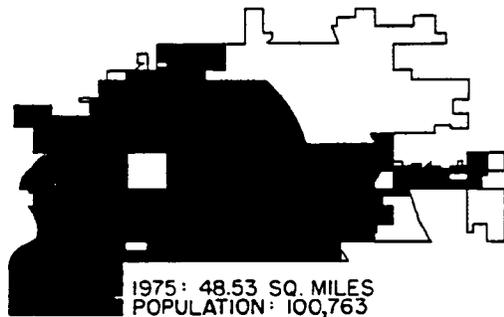
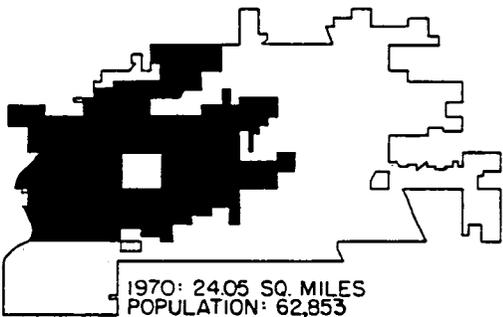
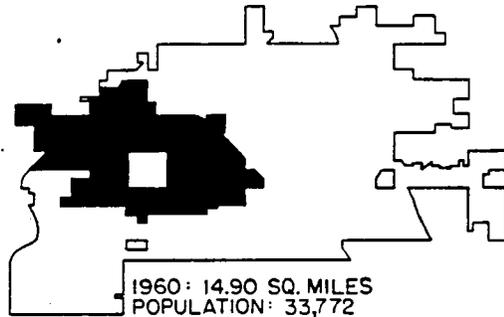
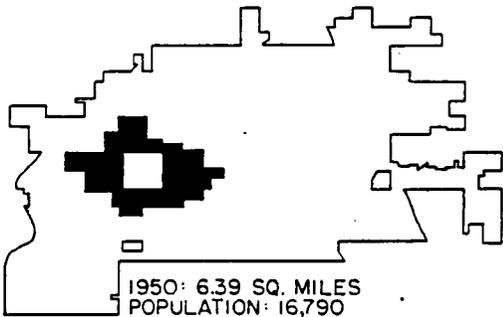
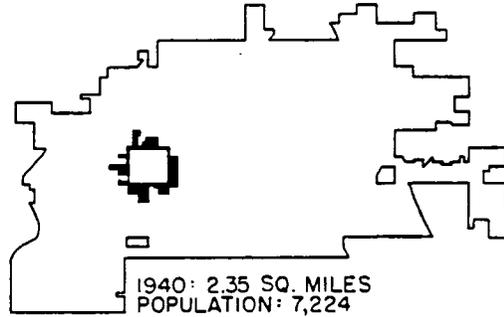
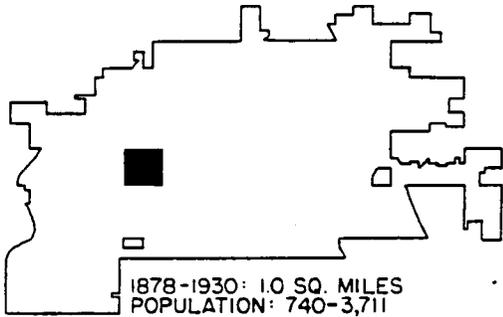
Mesa's Growth:

Mesa was founded in 1878 by Mormon settlers from Idaho and Utah. The settlement was incorporated in 1883. The site selected for the new community was on a higher flat plateau (or "mesa" in Spanish), located on the south side of the Salt River overlooking the broad Salt River Valley to the west. The young agricultural community grew relatively slowly in both population and incorporated area until 1930. In that year Mesa had a population of 3,700 people and an incorporated area of one square mile (Map 5). By 1940 these figures had virtually doubled to 7,200 people and 2.35 square miles. Between 1940 and 1980, the population and area of Mesa has continued to double approximately every 10 years. By January 1981, the incorporated area of Mesa stood at 68 square miles with an estimated population of 176,000 people.

In late 1979 and again in 1980, the City adopted two strip annexations which extended a certain "degree of influence" as far east as the County line. While it is uncertain whether all of this area will ever be incorporated into the City, it was felt that this area should be included in the Planning Area in as much as the City already serves water to portions of the area.



ANNEXATION PROGRESS & COMPARATIVE GROWTH 1878-1981



MESA PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT

DH

Mesa's Physical Setting:

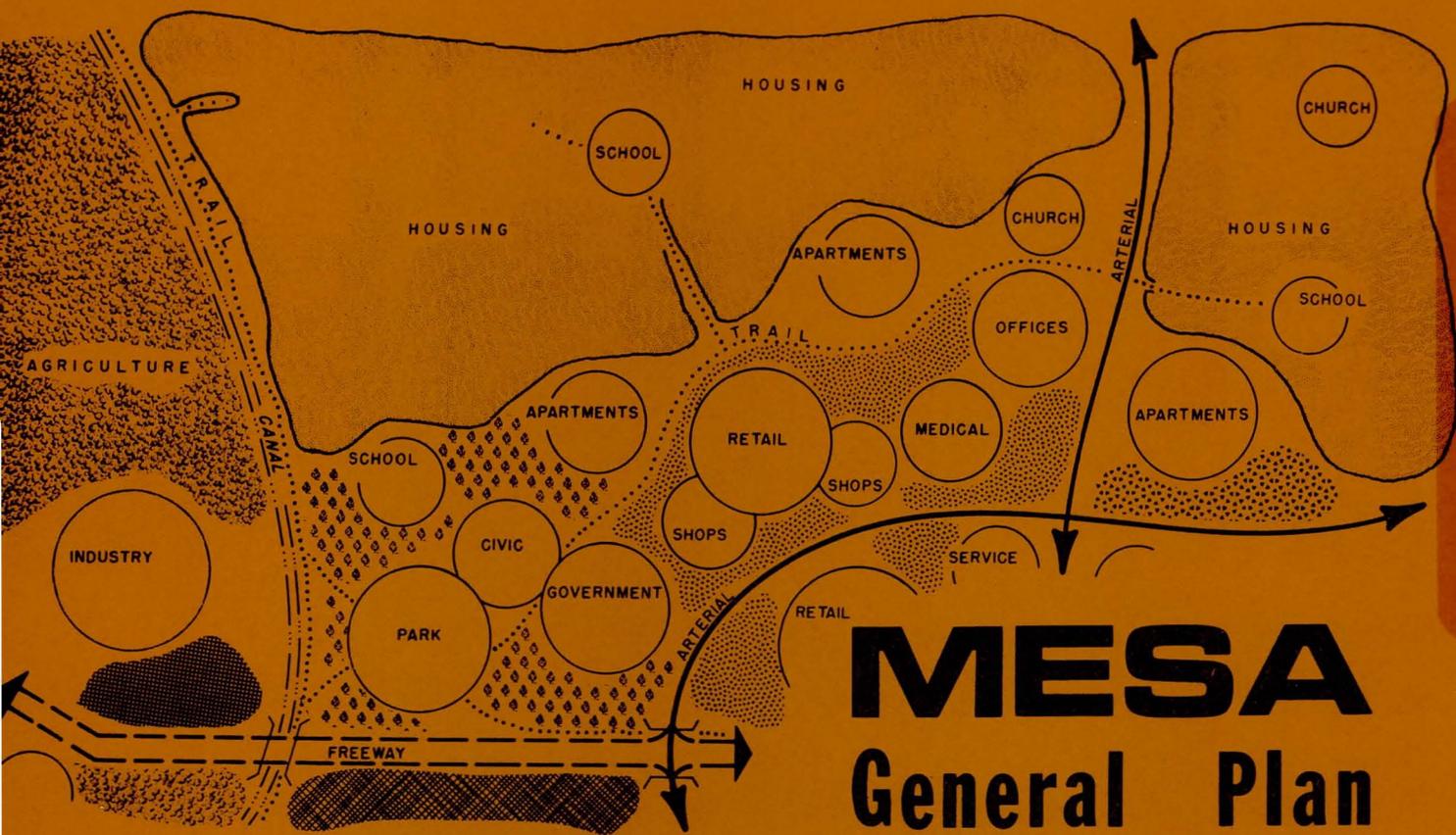
The Mesa Planning Area is part of a broad alluvial plain starting at the Utery and Goldfield Mountains to the northeast, and sloping southwest toward the Gila River some 20 miles distant. A ridgeline on the southern bank of the Salt River divides the Mesa Planning Area into two watersheds. The northern portion of the Planning Area drains north to the Salt River, while the southern area drains southwest to the Gila River. With the exceptions of some scattered hills in the northeast and the ridgeline, the land has a gentle slope and where water is available, is well suited to agriculture.

Mesa is known for its low humidity, clear skies, low annual rainfall and high daytime temperatures. The climate of the Mesa Planning Area is characteristic of the arid desert climate of the Salt River Valley. Daytime temperatures are high throughout the summer months, often exceeding 100 degrees. During July, the average maximum daily temperature is 104 degrees. Winter temperatures are generally quite mild; the average January daily maximum and minimum temperatures are 64 and 34 degrees, respectively. Rainfall in the Mesa area averages about 8 inches annually, although a range from a low of .57 to a high of 20 inches has been recorded. Rainfall is heaviest and most dependable during July and August, although these intense showers often create a considerable amount of flash flooding. A second lesser "rainy season" generally occurs in November and December.

Much of the original native desert vegetation in the Mesa Planning Area has been removed by man in order to accommodate urban and agricultural uses. Where the desert areas remain undisturbed, however, creosote, cholla, barrel cactus, prickly pear, saguaro, jojoba, ironwood, palo verde, mesquite and other desert vegetation may still be found.

Water used in the Mesa Planning Area is obtained from two sources--surface water from the Salt River and deep underground wells. Water from the Salt River is diverted at the Granite Reef Diversion Dam into the Consolidated Canal, the Eastern Canal and the Roosevelt Water Conservation Canal, which serve Mesa. Underground water is obtained from wells with water levels ranging from 250 to 500 feet.

During the later 1980's, Mesa's existing water supply will be augmented by water from the Central Arizona Project. The Central Arizona Project (or C.A.P.) Canal will pass through the eastern portion of the planning area on its way south into Pinal County and eventually Tucson. When completed, the C.A.P. Canal will deliver Colorado River water to customers along its route in an effort to relieve overdraft problems on local watersheds and help provide an assured water supply to serve present and future developments.



MESA

General Plan

CHAPTER B :

GOALS

G O A L S

In order to help guide future land use and policy decisions, a general plan must contain a statement of community goals and objectives toward which all future development should be directed. Goals and objectives allow future development to take full advantage of land use opportunities available, and help give a "sense of direction" to the future of a community.

Several specific goals and objectives have been developed to assist in preparation of the general plan. These goals and objectives are also recommended for use to guide in the future implementation of the Mesa General Plan.

Housing Goals and Objectives:

Mesa has traditionally been thought of as a city of fine homes, schools and neighborhoods. In order to strengthen and perpetuate this ideal, several Residential Goals and Objectives have been developed:

1. Mesa should encourage the creation of only high quality residential environments through application of explicit standards for development. By establishing and encouraging the use of progressive guidelines for future residential development (circulation systems, reservation of public open space, land allocations for public facilities, desirable functional relationships between residential developments and adjacent areas, etc.), Mesa can help private industry create a high quality residential environment.
2. Mesa should help create identifiable residential "neighborhoods" on the basis of common social, economic and physical determinants. This can be accomplished through developing comprehensive zoning and land use ordinances and relating community facilities programming to an overall General Plan.
3. Mesa should encourage the development of a variety of housing types and densities within the Planning Area. By innovative use of City ordinances, Mesa can assure that there will be a greater variety of residential environments which offer meaningful housing choices to meet the needs of our present and future residents.
4. Mesa should strive to insure that appropriate educational, recreational, transportation, safety and other public service facilities will be available at the neighborhood level.

5. Mesa should strive through both public and private efforts to provide decent, safe and sanitary housing for all our present and anticipated citizens.
6. Mesa should seek to improve both building and living conditions in older areas containing substandard housing. In order to insure the stability, identity, and safety of older neighborhoods, the City should develop and apply programs, standards and techniques to encourage reinvestment to upgrade these areas.
7. Mesa should develop programs to encourage continued maintenance and redevelopment of those properties within Mesa's Town Center and the City's Electrical Service Area that surrounds it. The Town Center area is the historic, civic, cultural and financial heart of the city and should not be allowed to deteriorate as Mesa continues to expand outward.
8. Mesa should develop programs to maintain the quality of established residential areas and prevent them from deteriorating as the years go by. The needs of our mature neighborhoods and housing stock should be recognized and considered in making land use decisions and in the provision of public services.
9. Mesa should promote the "infilling" or utilization of vacant property within existing neighborhoods, as a method of providing new housing in established areas. Infilling often makes more efficient use of existing public services and adds to the stability and vitality of our established neighborhoods.
10. Mesa should discourage development of higher density (more than one home per acre) residential areas in locations that are not presently well served by existing public services--or where such services will be inordinately expensive to provide in the near future. "Leap frog" development is expensive and difficult for the City to service.

Transportation Goals and Objectives:

1. Mesa should continue to promote a balanced transportation system that serves the diverse economic, social, physical and geographical needs of the City.
2. Mesa should continue to encourage and support the rapid completion of the adopted freeway/expressway system plan as prepared by the Maricopa Association of Governments.
3. Mesa should ensure that all planned transportation improvements are in accordance with the anticipated time sequence of new development.
4. Mesa should ensure the compatibility of all future transportation and land use plans.

5. Mesa should continue to encourage the provision of a system that recognizes the specialized travel needs of the elderly and handicapped.
6. Mesa should explore and evaluate alternative mass transit systems as increasing population densities and energy costs warrant.
7. Mesa should expeditiously complete the planned expansion of Falcon Field Airport to enable this facility to serve as a nucleus for future industrial development.
8. Mesa should continue to ensure that the overall transportation system provides for the safe, efficient and convenient movement and transfer of people and goods in the most energy efficient manner.
9. Mesa should undertake major street improvement projects in conjunction with development of the adjacent property.
10. Mesa should continue the "wide street" policy in newly developing areas, but street widths should also be related to the adjacent land use whenever possible.

Employment Goals and Objectives:

1. Mesa should aggressively encourage the continued development of a stable, diverse economic base within the planning area. Such a base will help Mesa provide needed public services through increased revenues, as well as making Mesa a more economically independent community able to supply diverse job opportunities to its citizens.
2. Mesa should develop and apply comprehensive industrial locational criteria based upon maximizing home-work travel convenience, maximizing use of existing and proposed circulation systems, guaranteeing adequate expansion corridors to accommodate future industrial growth, and maximizing functional compatibility with adjacent land use activities.
3. Mesa should facilitate the development of manufacturing enterprises by providing for a wide choice of sites with good access to labor markets, suppliers and buyers.
4. Mesa should facilitate the continued growth of tourism as an important facet of the City's economic base.

Town Center Goals: (As adopted 9-78 in Mesa Town Center Redevelopment Plan)

1. Physical Character Goal: Promote physical design reflecting the functional, social and aesthetic needs of the Mesa community, thereby

contributing a special Town Center identity which will grow stronger over time and provide a man-made environment best suited to a high quality of life.

- * Establish an identity for the area which is integrated with the existing quality and character of Mesa.
- * Encourage unique functional districts which blend in with the overall community design, recognizing that each district has special problems, desires and opportunities.
- * Promote efficient space utilization and physical linkages in order to insure the most efficient functioning of land uses.

Policy: The City shall institute a Design Review process to insure that all development within the Town Center is consistent with the adopted Goals and Objectives.

2. Land Use Goal: Improve the general welfare of the residents and merchants of the Town Center through the orderly placement of a range of land uses appropriate to the needs of the community.

- * Protect and strengthen those existing, stable land uses.
- * Provide for optimum land use relationships.
- * Provide for a range of services and employment opportunities responsive to the potential market demands and compatible with existing Town Center land uses.

Policy: The City will rezone land within the Town Center only if its intended use is consistent with the intent of the adopted Plan. In order to accomplish the intent of the Plan, it may also be necessary to rezone land whose current zoning is inconsistent with the Plan.

3. Circulation Goal: Establish a comprehensive, balanced circulation system to adequately serve the present and future needs of the Town Center and its surroundings.

- * Provide for a high level of efficiency in the movement of people and goods in the Town Center, the City and the Region.
- * Maximize accessibility to major activity centers.
- * Provide for traffic to pass through the area with minimal disruption of the Town Center's interior.
- * Provide for internal circulation compatible with the existing street system and to strengthen the physical character of the area.
- * Provide the opportunity for a future transit system, if appropriate.

* Provide for safe and comfortable pedestrian and bicycle linkages.

Policy: New development proposals shall be evaluated to insure their compatibility with these Goals and Objectives.

4. Public Services and Facilities Goal: Provide for the inclusion of public services and facilities which are complete, economical and orderly.

* Insure that existing public services facilities and distribution networks are capable of supporting future needs.

* Insure that the costs of facilities and services are minimized for the users through careful phasing of the various development components of the plan.

Policy: A detailed analysis of the need for public services and facilities to serve the planned land use pattern shall be prepared for inclusion in the City's Capital Improvement Program. Wherever possible or applicable the cost of new facilities shall be borne by those directly benefiting from them through the use of Improvement Districts and similar techniques.

5. Housing Goal: Make provisions for quality dwelling units for those citizens who reside in the Town Center.

* Recognize and protect existing stable residential areas.

* Provide for additional areas of multi-family housing in a manner that preserves or enhances the existing character of the area.

* Maintain Mesa's high standards for housing quality while encouraging planning and building techniques and processes that reduce housing costs.

Policy: The construction of new, higher density residential units shall take place on sites of sufficient size to provide adequate services and amenities to those units. Apartment development on sites of less than three acres should not be encouraged.

6. Economic Goal: Allow a wide variety of economic activities which serve the needs of present and future residents of the region and enhance the economic viability of Mesa.

* Allow for services and employment opportunities consistent with the level of market opportunity.

* Select locations for new economic activities that respect the character of existing and planned land uses.

* Insure a balance of economic activities that will provide sufficient city revenues to finance required city services.

Policy: The role of the Planning Department should be expanded to include Community Development with a full time Economic Development Coordinator assigned to carry out the Town Center Redevelopment Plan and other economic development goals of the City.

7. Socio-Cultural Goal: Encourage the growth of social and cultural vitality consistent with the present and future Mesa residents.

* Establish an identity for the area which is integrated with the image of Mesa and expresses the cultural heritage of the southwest and community.

* Provide for social services, community activities, cultural and educational opportunities to accommodate the needs of present and future residents. Encourage the development of district identities to strengthen visitors' and residents' sense of belonging and increase opportunities for community participation.

Policy: Continue implementation of the Civic Center Master Plan. Develop a program of historic preservation where appropriate.

Utility Goals and Objectives:

1. Mesa should view it's utility systems as tools to manage, guide and coordinate the orderly development of the Planning Area.
2. Mesa should use it's utility systems as a tool to promote redevelopment within the Electric Service Area and the Town Center by making these areas attractive to new development and redevelopment activities. One step in this process would be to encourage more efficient use of our existing services by temporarily deferring future expansion of service to outlying areas.
3. Mesa should continue to make every effort to upgrade, modernize and make it's utility systems more cost-efficient as they are a major source of revenue for the City.

Public Services Goals and Objectives:

1. Mesa should continue to insure that the level of services and supporting facilities is maintained in view of the projected high rate of growth over the next decade.
2. Mesa should continue to concentrate its governmental, civic and cultural buildings within the original square mile in order to assist in coordinating and furthering efforts to revitalize the Town Center.

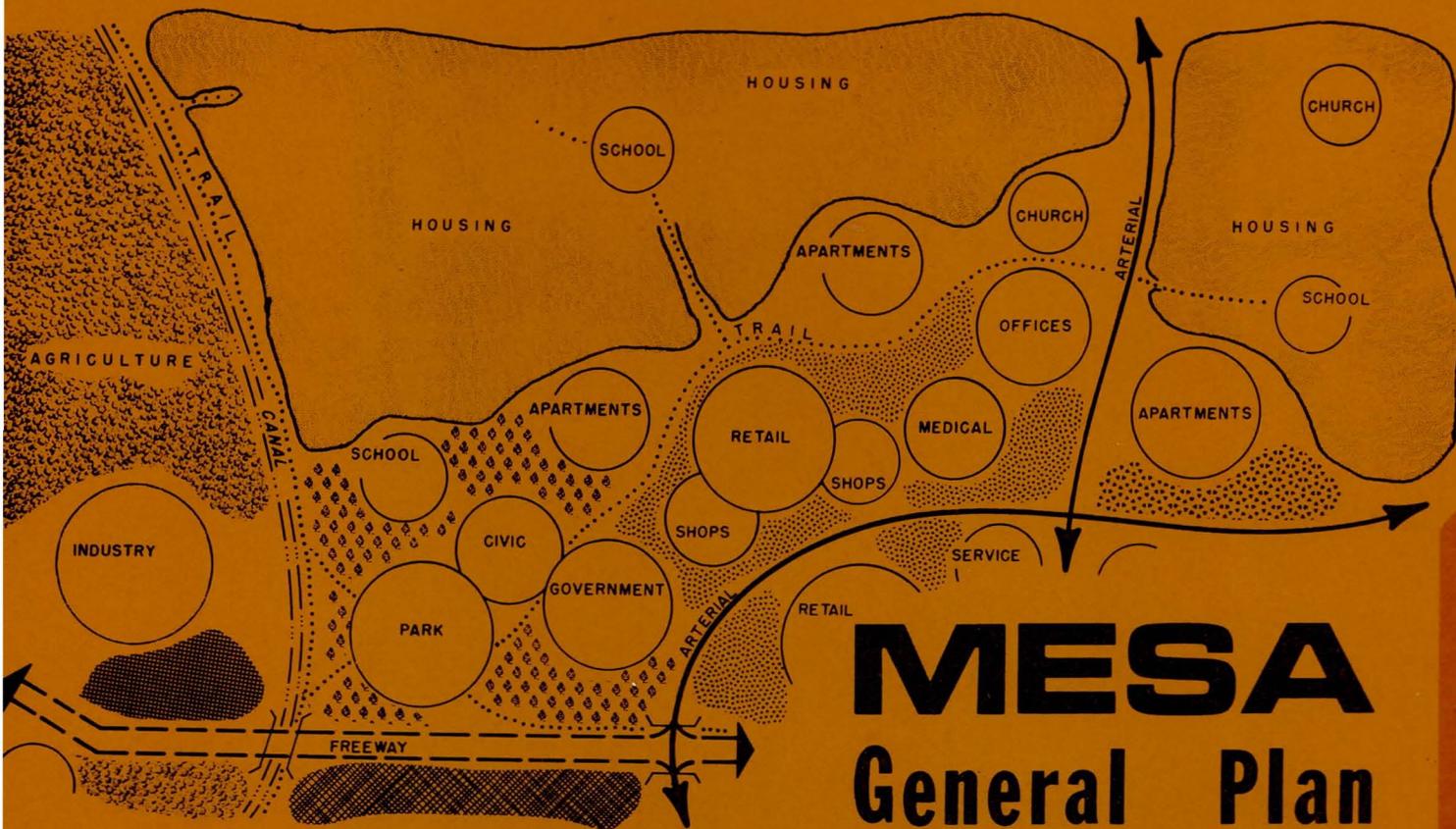
3. Mesa should utilize a carefully designed annexation policy along with selective growth management strategies involving public services as a means to monitor and control the rate and location of future growth.

Recreation Goals and Objectives:

1. Mesa should continue to provide convenient, adequate and well maintained public recreational facilities.
2. Mesa should help provide a broad and balanced range of public recreational facilities to meet the needs of all age groups.
3. Park and recreation facilities should be located whenever feasible, in connection with or adjacent to schools to obtain maximum use of limited land, facilities and tax resources.
4. Planning, acquisition, development, and administration of park and recreation facilities should reflect full city and school district coordination, cooperation and participation.
5. When developing a recreational facility, Mesa should take maximum advantage, wherever possible, of the irrigation canals existing in the Planning Area.
6. Mesa should continue to require that open space and recreational facilities be an integral part of all planned area developments.
7. Mesa should continue to require that storm water retention facilities be developed to their maximum recreational potential wherever warranted.

Land Use Goals and Objectives:

1. Mesa should encourage the orderly and systematic growth of our city on a preplanned basis to discourage "leapfrog" development and service gaps which result from random development trends.
2. Mesa should stress "infilling" and development of those lands currently within the City in order to develop a more cohesive and cost efficient (in terms of public service) urban form.
3. Mesa should use utility extension policies and annexation programs to guide and anticipate urban growth rather than following development trends dictated by others.
4. Mesa should consider the interrelationship between land use variables described in earlier sections of this General Plan as part of the land use decision-making process.



MESA

General Plan

POPULATION

CHAPTER C :

POPULATION

POPULATION OVERVIEW

Introduction:

In order to begin the process of updating the City's General Plan, it is necessary to develop an understanding of the characteristics and size of the City's future population. This future population base will have a significant impact on future land use decisions involving housing, schools, parks, shopping facilities, utilities and transportation. It will also provide a basis for determining the kind, general location, character and extent of public facilities and services that will be needed to meet future, as well as present, needs.

Population Size:

In 1970, the City of Mesa had a population of 62,853 people while the Mesa Planning Area had a population estimated at 82,900. By 1980, the population of the City of Mesa was estimated at 162,000, while that of the Planning Area had grown to 190,000. While it is not anticipated that the trend (which began in 1930) of doubling its population every ten years will continue, the City will continue to enjoy a rapid rate of growth into the foreseeable future. It is currently projected that the City's 1990 population may reach 216,000 with the Planning Area approaching 250,000; and by the year 2000, the population is projected at 270,000 and 315,000, respectively (see Table 1).

If, on the other hand, the rate of population increase slows due to maturation of the economy, declining birth rates, declining family size, a change in migration patterns, etc., the population increase may be somewhat less, also shown on Table 1.

General Population Characteristics:

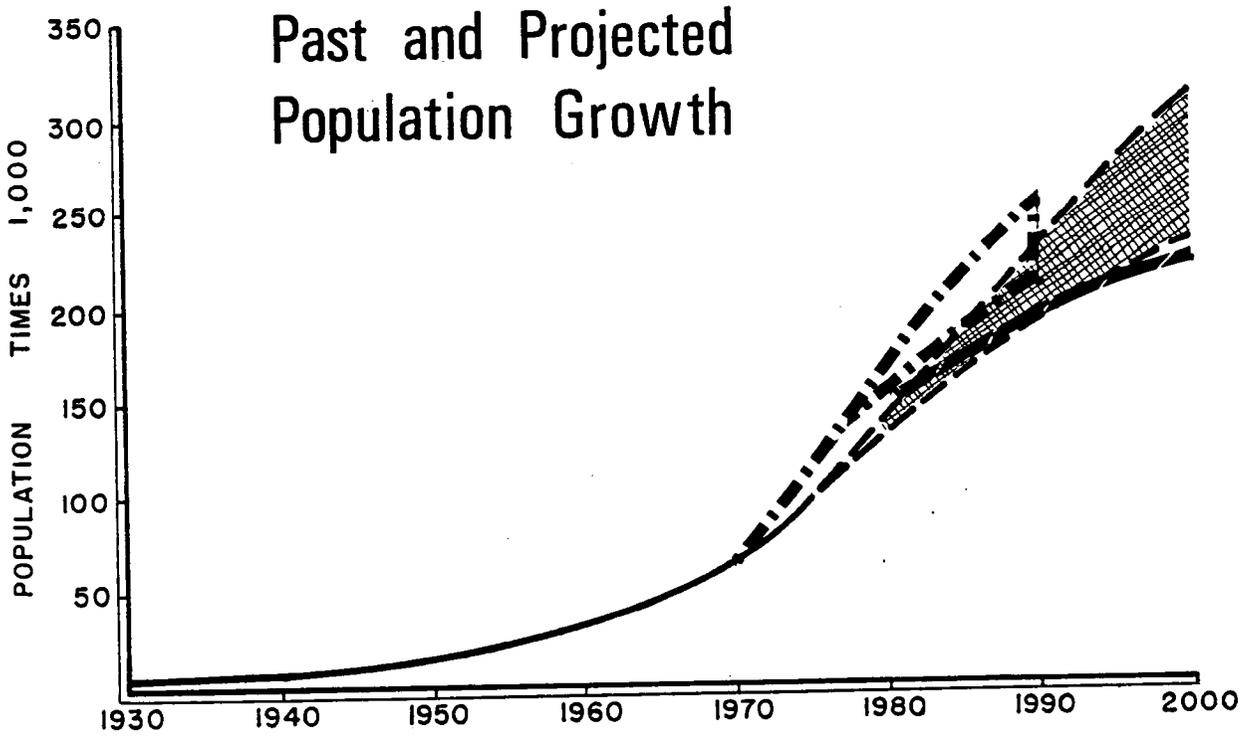
In addition to the rapid increase in population projected for the Mesa Planning Area, several important characteristics of the future population can be expected to change as well.

1. The median family size is expected to decrease.
2. The number of household formations is expected to increase due in part to the number of unrelated persons in a household and more people living alone.
3. The median age of the population will increase and senior citizens will constitute a larger percentage of the total population.
4. Due to declining birth rates and other factors, children will represent a smaller percentage of the population.

TABLE 1

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POPULATION

1920	3,350
1930	3,700
1940	7,224
1950	16,790
1960	33,772
1970	62,853
1975	100,763
1980	162,000

5. The percentage of the total population in the labor force will increase along with increased participation by women in the labor force.
6. Median personal income and education are expected to increase.

Age Breakdown:

Table 2 shows the growth of the City's population since 1970 within different age groupings. It should be noted that the three largest age groupings fall within the 5-14, the 15-24 and the 25-34 ranges. The significance of this relates to the number of people that will reach their prime child-bearing age over the next twenty years.

During the Eighties, those presently in the 25-44 age bracket will be in their prime child-bearing years and, likewise, the Ninety's will see the present 5-24 age bracket falling into this category. In the past, a grouping of this magnitude (51.5% of the total City population) has signaled the onset of another baby boom.

TABLE 2

AGE BREAKDOWN - CITY OF MESA

Age		1970	%Total Pop.	1975	%Total Pop.	1980 Proj.	%Total Pop.*
0-5	-	5,957	9.4%	8,910	8.8%	15,228	9.4%
5-14	-	13,443	21.3%	18,019	17.8%	26,244	16.2%
15-24	Young Adults	11,346	18.0%	18,901	18.7%	31,104	19.2%
25-34	Child Bearing Yrs	7,704	12.2%	15,797	15.6%	26,082	16.1%
35-44	Child Bearing Yrs	6,528	10.3%	9,879	9.8%	17,172	10.6%
45-54	Empty Nest	6,459	10.2%	9,007	8.9%	14,418	8.9%
55-64	Empty Nest	4,861	7.7%	8,727	8.6%	13,284	8.2%
65+	Elderly	6,555	10.4%	11,523	11.4%	18,468	11.4%
TOTAL	-	<u>62,853</u>	<u>100.0%</u>	<u>100,763</u>	<u>100.0%</u>	<u>162,000</u>	<u>100.0%</u>
0-17	-	23,321	37.1%	32,599	32.3%	51,192	31.6%
Median Age	-	26.8		27.5		29.0*	

*Projection based on U. S. Department of Commerce, Bureau of the Census and Arizona Department of Economic Security 1979 estimates.

There are, however, several off-setting factors which should serve to mitigate this potential occurrence. Specifically:

- . Increased woman's labor force participation.
- . Continuing increase in the number of two-income families in order to meet increasing costs and changes in lifestyles.

. Median family size projected to continue to decline.

. Projected that children will represent a smaller percentage of the population. (See "0-17" Breakdown, Table 2).

Another significant factor in Table 2 is the increase in the median age. Although the median age of Mesa's residents is still under the national average (30.2), it is expected that the City will follow the national trend with the median age continuing to increase.

Household Composition:

An analysis of household composition can provide insight into future consumer demands, housing needs and educational requirements that the City must plan for and be prepared to meet.

Table 3 provides a detailed examination of current household composition in the Mesa Area. (Note: The area included does not coincide with the Planning Area boundaries).

TABLE 3
HOUSEHOLD COMPOSITION - MESA AREA

(1980)

	<u>%</u>	<u>Number of Households</u>		<u>%</u>	<u>Number of Households</u>
1 Female Adult Alone	3	2,800	Husb/Wife-No Dependents	26	24,400
1 Male Adult Alone	5	4,700	Couple-Dependents	3	2,800
1 Adult/Fem.-Dependents	5	2,800	Couple-No Dependents	5	4,700
1 Adult/Male-Dependents	-	-	Roommates-Fem.Adults	1	900
Husb/Wife-Dependents	40	37,500	Roommates-Male Adults	1	900
Husb/Wife-Children Gone	12	11,200	Other	1	900
					<u>93,600</u>

Source: Foresight Eighty, Western Savings and Loan Assoc., Phoenix, Arizona.

Table 4 examines household composition by the number of children and projects, the number of households as well as the number of children (under age 18) for the year 2000 for both the City of Mesa and the Planning Area.

TABLE 4

HOUSEHOLD COMPOSITION - BY NUMBER OF CHILDREN

(1980)

Number of Children	% of Households ^①	CITY		PLANNING AREA	
		Number of Households	Number of Children	Number of Household	Number of Children
None	58%	34,046	0	40,072	0
One	15%	8,805	8,805	10,364	10,364
Two	14%	8,218	16,436	9,673	19,346
Three+	13%	7,631	22,893+	8,981	26,943+
TOTAL	-	58,700	48,134+	69,090	56,653+

(1990)^②

None	59% ^②	50,173	0	58,071	0
One	17%	14,457	14,457	16,733	16,733
Two	13%	11,055	22,110	12,795	25,590
Three+	11%	9,354 ^③	28,062+	10,826 ^③	32,478+
TOTAL	-	85,039 ^③	64,629+	98,425 ^③	74,801+

(2000)^②

None	59% ^②	62,716	0	73,169	0
One	20%	21,260	21,260	24,803	24,803
Two	12%	12,756	25,512	14,882	29,764
Three+	9%	9,567 ^③	28,701+	11,161 ^③	33,483+
TOTAL	-	106,299 ^③	75,473+	124,015 ^③	88,050+

Increase 1980-2000

	CITY	PLANNING AREA
Number of Households	+47,599	+54,925
Number of Children	+27,339	+31,397

Notes:

- Source: 1. Foresight Eighty, Western Savings & Loan Association, Phoenix, Arizona.
 2. Planning Department Projection.
 3. Estimate based on Census Bureau projection of 2.54 persons per household in year 2000.

Education:

Table 5 depicts the highest educational attainments for Mesa residents. In summary, it indicates that two out of five adults in the Mesa area have had at least some college.

TABLE 5

EDUCATIONAL CHARACTERISTICS

	<u>Males</u>	<u>Females</u>
Grade School	8%	6%
1-3 Years High School	11%	15%
High School Graduate	36%	43%
1-3 Years College	20%	21%
College Graduate	18%	12%
Graduate Studies	7%	3%
Median	12.9 Years	12.7 Years

Source: Foresight Eighty, Western Savings & Loan Assoc., Phoenix, Arizona.

Income:

Mesa households have median incomes of \$17,840 which is essentially the same as the Phoenix Metropolitan Area. Table 6 indicates the breakdown of household income.

TABLE 6

HOUSEHOLD INCOME

Under \$10,000	23%
\$10,000 - 14,999	17%
\$15,000 - 19,999	17%
\$20,000 - 24,999	15%
\$25,000 - 29,999	11%
\$30,000 - 34,999	9%
\$35,000 - 44,999	4%
\$45,000+	4%
Median Income	\$17,840

Source: Foresight Eighty, Western Savings & Loan Assoc., Phoenix, Arizona.

Ethnic Composition:

Table 7 depicts the ethnic composition of Mesa residents.

TABLE 7

ETHNIC COMPOSITION

White	92.2%
Black	1.2%
Am. Indian, Eskimo, Aleut	0.6%
Asian & Pacific Islander	0.7%
Other	5.2%
Spanish Origin	9.0%

Source: 1980 Census.

Impact of Population Growth:

The rapid increase in population that is projected for the Mesa Planning area will have a significant impact on future land use decisions involving housing, schools, parks, shopping facilities, utilities and transportation.

While this section on population will not undertake an in-depth examination of all of the possible ramifications of this growth on City services, facilities and future land use decisions, it is important to understand that it will affect all aspects of life within the Planning Area. Consider the following for the year 2000:

Projection: There could be approximately 125,000 additional people living in the Planning Area.

Ramifications:

- . An additional 55,000 dwelling units will be required to house this increased population.
- . An additional 25,000 school age population could require the construction of:
 - 11 new elementary schools
 - 4 new junior high schools
 - 1 new high school
- . An additional 75,000 jobs will be required.
- . Up to 2300 acres of additional parkland could be required.
- . Up to 850 additional municipal employees could be required.
- . Up to 180 additional tons of refuse per day would have to be hauled and disposed of.

- . An additional 4400 police patrol calls per month would result.
- . Additional utility distribution and treatment facilities will be required.
- . Additional or improved streets, thoroughfares and freeways will have to be constructed.
- . Additional commercial and industrial facilities will be required to service the increased population.

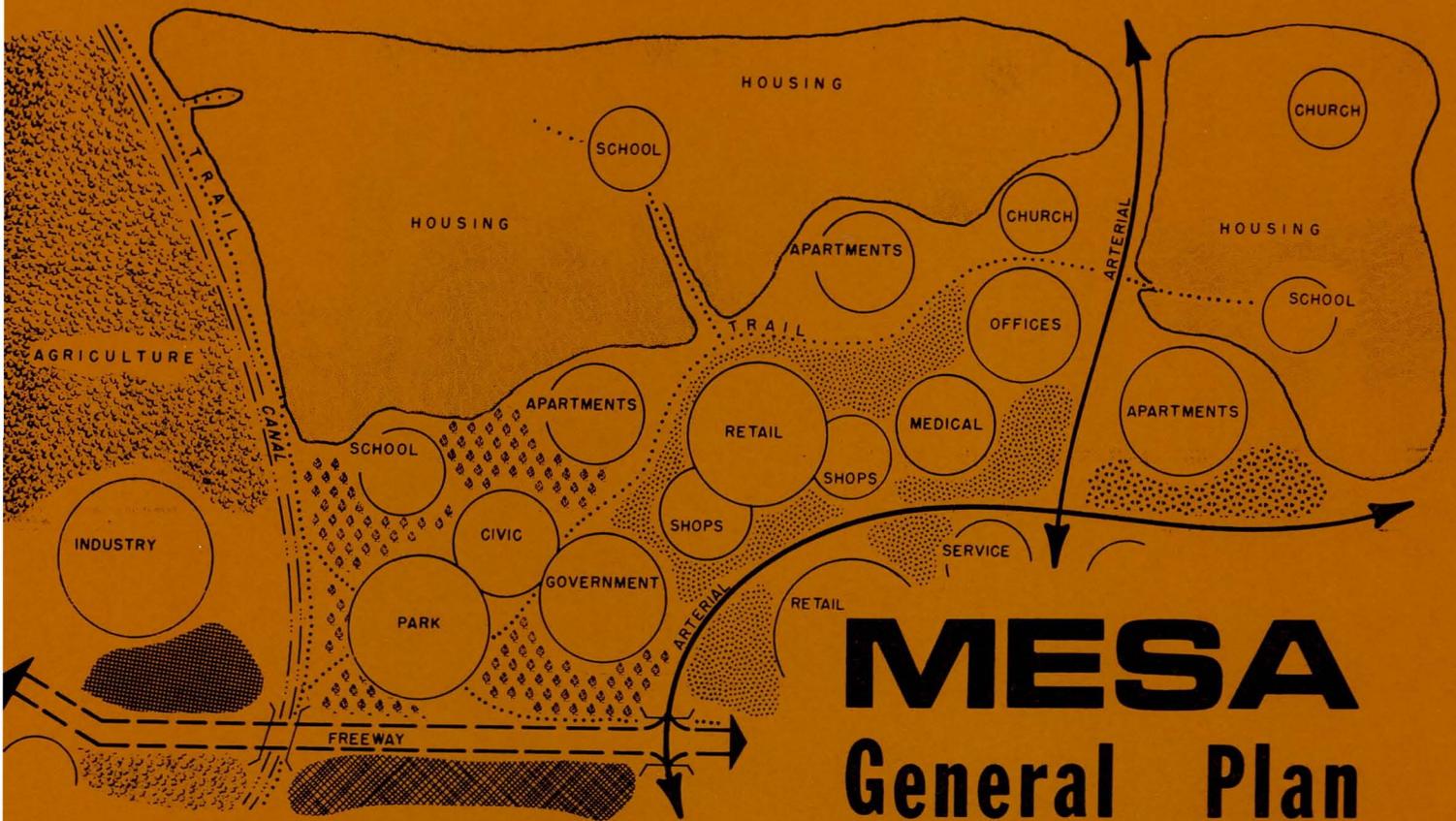
Obviously, each of these requirements of growth will have a fiscal impact on the public sector, primarily the City, as well as the private sector for the cost (or value) of goods and services that will be needed. Some generalized examples:

<u>Facility/Improvement</u>	<u>Cost (current dollars)</u>
Elementary School	\$ 2.6 million
Jr. High School	\$ 8 million
High School	\$ 14.2 million
One Mile Freeway/Expressway	\$ 20 million
One Mile New Street Improvement	\$ 370,000
One Mile Water Line (Main)	\$ 170,000
One Mile Sewer Line (Main)	\$ 85,000

Conclusions:

The impact of this projected population growth will effect each and every one of the elements comprising the General Plan. The manner in which this growth occurs or is managed and controlled, will also have a significant impact on the number and level of services and facilities that will be required.

As each element of the General Plan is examined in greater detail, the potential ramifications of this growth will have to be determined. Firm and specific goals and objectives will then have to be established and alternate courses of action developed. Ultimately, priorities will have to be established based both within each individual element, as well as on an overall basis.



MESA

General Plan

CHAPTER D :

HOUSING

HOUSING

HOUSING

Introduction:

Perhaps no planning issue affects us as directly, or can draw a quicker response, than that of housing. The type, quality and location of housing within a community is of vital interest, not only to the governmental agencies or those private organizations involved in supplying it, but to every citizen who lives, or will live, there. Communities, like people, often feel they are judged by their housing conditions, and the quality of their residential areas. As a result, most cities--like most people--strive to maintain and upgrade, where possible, their housing stock and residential neighborhoods.

This section of the Mesa General Plan deals with the questions of housing and neighborhood quality--and how they affect Mesa.

Residential Goals and Objectives:

Mesa has traditionally been thought of as a city of fine homes, schools and neighborhoods. In order to strengthen and perpetuate this ideal, several Residential Goals and Objectives have been developed:

1. Mesa should encourage the creation of only high quality residential environments through application of explicit standards for development. By establishing and encouraging the use of progressive guidelines for future residential development (circulation systems, reservation of public open space, land allocations for public facilities, desirable functional relationships between residential developments and adjacent areas, etc.), Mesa can help private industry create a high quality residential environment.
2. Mesa should help create identifiable residential "neighborhoods" on the basis of common social, economic and physical determinants. This can be accomplished through developing comprehensive zoning and land use ordinances and relating community facilities programming to an overall General Plan.
3. Mesa should encourage the development of a variety of housing types and densities within the Planning Area. By innovative use of City ordinances, Mesa can assure that there will be a greater variety of residential environments which offer meaningful housing choices to meet the needs of our present and future residents.
4. Mesa should strive to insure that appropriate educational, recreational, transportation, safety and other public service facilities will be available at the neighborhood level.
5. Mesa should strive through both public and private efforts to provide decent, safe and sanitary housing for all our present and anticipated citizens.

6. Mesa should seek to improve both building and living conditions in older areas containing substandard housing. In order to insure the stability, identity, and safety of older neighborhoods, the City should develop and apply programs, standards and techniques to encourage reinvestment to upgrade these areas.
7. Mesa should develop programs to encourage continued maintenance and redevelopment of those properties within Mesa's Town Center and the City's Electrical Service Area that surrounds it. The Town Center area is the historic, civic, cultural and financial heart of the city and should not be allowed to deteriorate as Mesa continues to expand outward.
8. Mesa should develop programs to maintain the quality of established residential areas and prevent them from deteriorating as the years go by. The needs of our mature neighborhoods and housing stock should be recognized and considered in making land use decisions and in the provision of public services.
9. Mesa should promote the "infilling" or utilization of vacant property within existing neighborhoods, as a method of providing new housing in established areas. Infilling often makes more efficient use of existing public services and adds to the stability and vitality of our established neighborhoods.
10. Mesa should discourage development of higher density (more than one home per acre) residential areas in locations that are not presently well served by existing public services--or where such services will be inordinately expensive to provide in the near future. "Leap frog" development is expensive and difficult for the City to service.

HOUSING CHARACTERISTICS

When we think of housing, in planning terms, we think of those things like age, type, supply, vacancy rate, and location which have an effect on the quality and future of the housing stock of the community. We will now look at some of these variables, as they apply to Mesa's housing.

Growth in Housing: Following Mesa's rapid population growth, the size of our housing stock has also grown rapidly in recent years. Table One shows the growth pattern of Mesa's housing supply, and from this information several interesting observations can be made:

- * Over 40% of all the homes in Mesa have been built since 1975.
- * More than 7 out of 10 homes in Mesa have been built since 1970.
- * Less than 6% of the homes in Mesa were built before 1950.

(See Table 1 on following page)

TABLE 1

AGE OF HOUSING IN MESA

Housing constructed between:	1975 and 1980 -	25,700	39.3%	
	1970 and 1975 -	19,683	30.3%	69.6%
	1965 and 1970 -	4,597	7.3%	
	1960 and 1965 -	6,169	9.4%	
	1950 and 1959 -	5,297	8.1%	
	1940 and 1949 -	2,048	3.1%	
	Prior to 1939 -	1,816	2.8%	5.9%
		<u>65,310</u>	<u>100%</u>	

Source: 1970 and 1980 Census

What this means, in a nutshell, is that most of the housing in Mesa is relatively new, and in good physical condition. Some of the pre-1950 homes, however, do have structural problems which limit their value as good quality housing--and these homes will need attention in the future.

Housing Types: Until the early 1970's, the detached single family home was the predominate housing type in Mesa. During the 1970's, however, other types of housing--particularly apartments and townhouses--began being built here in greater numbers. By 1980, the single family home was still going strong, but other kinds of housing were also well represented in the Mesa area. A ten year comparison of the changing housing mix in Mesa is shown on Table 2.

TABLE 2

HOUSING IN MESA 1970 - 1980

<u>Housing:</u>	<u>1970</u>	<u>1975</u>	<u>1980</u>
Total	19,911	39,596	65,300*
Apartments	2,800 (14%)	8,000* (20%)	17,000* (26%)
Mobile Homes	4,500 (22.6%)	7,500* (18.9%)	9,500* (14.5%)
Single Family Homes	12,500 (62.8%)	22,600* (57%)	35,300* (54%)
Townhouses/Condos	200 (.1%)	1,500* (3.8%)	3,500* (5.4%)
Standard	17,523	37,548*	63,667*
Substandard	2,388 (12%)	1,861* (4.7%)	1,770* (2.7%)
(lack plumbing, other structural problems, overcrowded, two families sharing kitchen)			
Vacant	728	959	3,750*
			(1,750 under construction)

Source: 1970 and 1980 Census (and staff estimates*)

Many reasons have been given for the shift in housing types that occurred, not only in Mesa but throughout the country, during the 70's. Including, among others are:

- * The increasing cost of a single family home.
- * Smaller family size--more single person and childless families.
- * Attractiveness of "maintenance free" aspects of apartments and townhouses.
- * Lower cost and greater convenience of apartments and townhouses.

Whatever the reasons, the experts foresee more of tomorrow's housing to be smaller, more energy efficient, and built at a somewhat higher density than was often typical in the past. This doesn't mean that the housing of the future will be less expensive or of lesser quality than the past, but only that it will probably be different.

Projected Housing Supply: Between 1980 and 1990, we will need to add approximately 20,000 housing units in Mesa to keep pace with our anticipated population growth. When you consider the entire Mesa Planning Area (which includes east Mesa), a total of over 33,000 units will be required. Table 3 shows the projected increase in our housing supply to the year 1990. The table also shows that the trend toward increasing numbers of townhouses and apartments which began in the 1970's will continue through the 1980's.

TABLE 3

HOUSING IN MESA 1980 - 1990

<u>Housing:</u>	1980	1990	
	<u>City</u>	<u>City</u>	<u>Planning Area</u>
Total	65,300*	85,000*	98,500*
Apartments	17,000* (26%)	23,800 (28%)	24,600 (25%)
Mobile Homes	9,500* (14.5%)	11,050 (13%)	15,000 (15%)
Single Family	35,300* (54%)	42,500 (50%)	51,000 (52%)
Townhouses/Condos	3,500* (5.4%)	7,650 (9%)	7,880 (8%)

Source: 1980 Census (and staff estimates*)
 1990 figures based on Census estimate of 2.54 persons/household

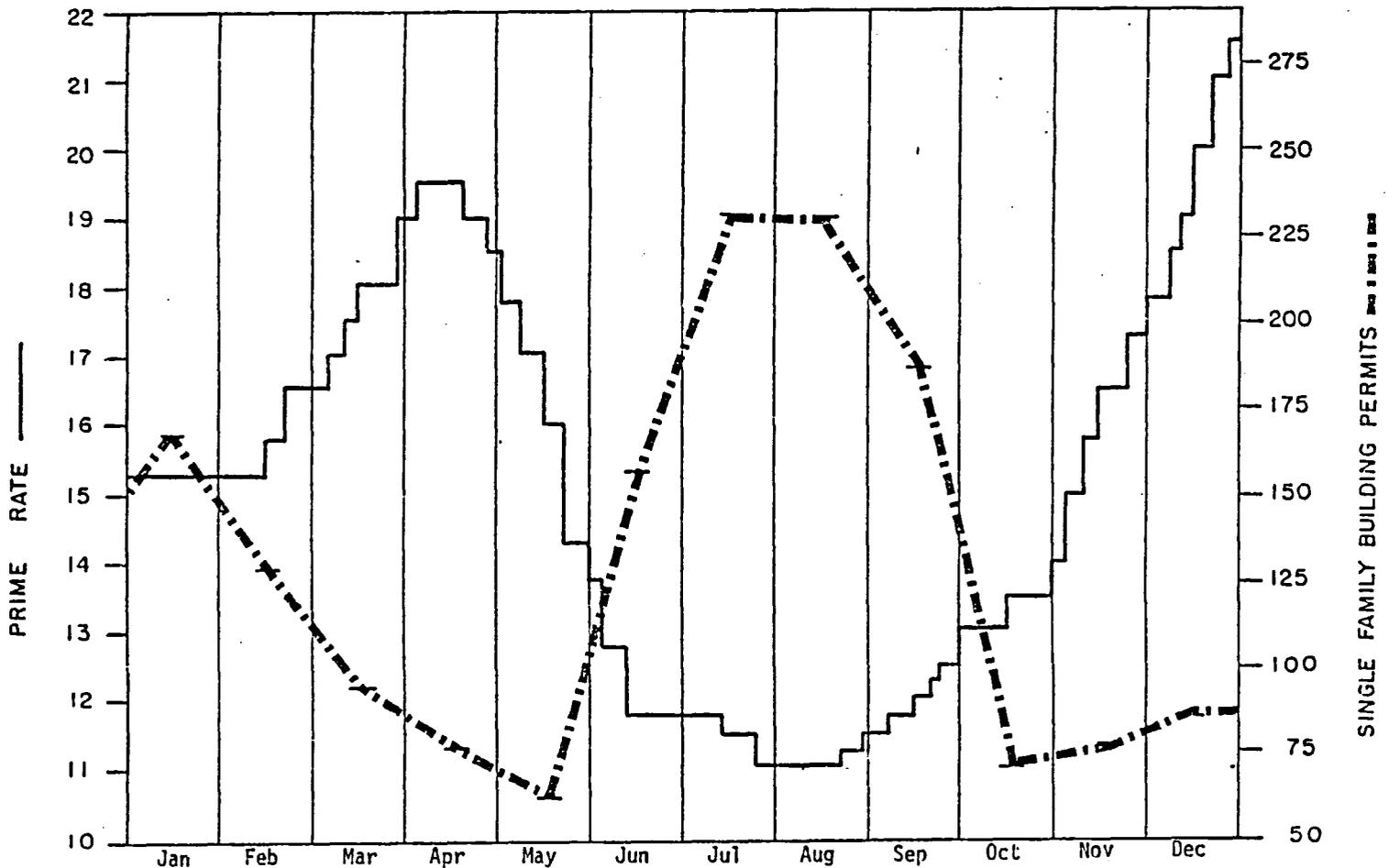
To reach our goal of adding at least 20,000 new housing units in Mesa over the next decade, construction will need to average at least 2,000 homes per year. Given Mesa's history of rapid housing production, this goal would not seem difficult to reach, but the construction industry is notoriously cyclical.

Construction activity rises or falls in response to a variety of factors--only some of which are regulated at the local level, including:

- * The cost of housing.
- * Financing--both cost and availability.
- * Availability of developed land.
- * Availability of utilities and other public services.
- * The national economy.
- * Buyer confidence.

Table 4 shows one example of how home building in the Mesa area is affected by the national economy.

TABLE 4
PRIME RATE VS SINGLE FAMILY BUILDING PERMITS - 1980



Housing Location: As the housing supply has grown in Mesa over the recent years, so too have the residential areas of the City grown. In 1970, Mesa contained 24 square miles--by 1980 that figure had grown to 66 square miles, a 175% increase.

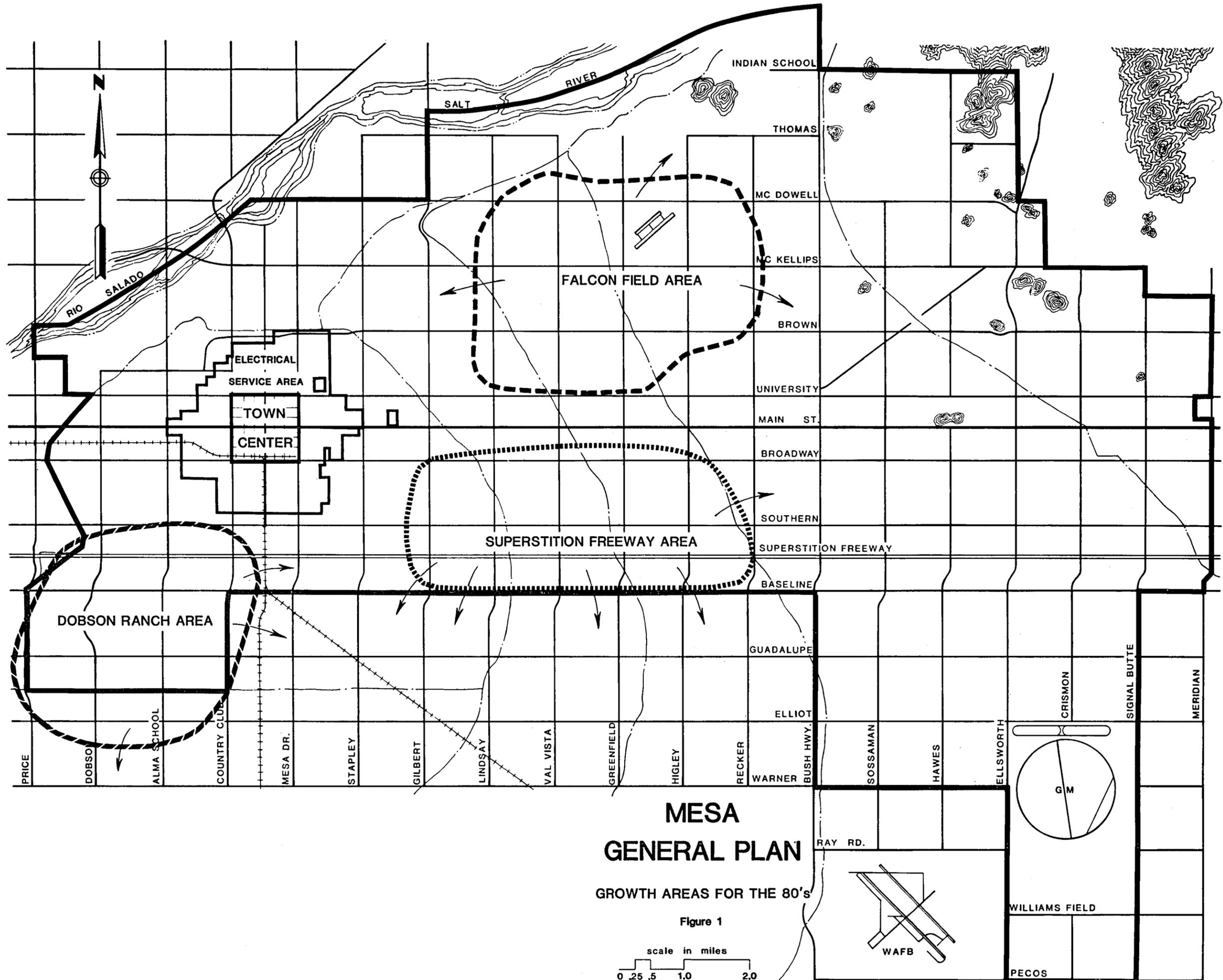
As a result of our annexation program, Mesa is now larger in area than many more well known cities--including Boston, Buffalo, Minneapolis and San Francisco. Not all the land within our city limits, obviously, has been developed; in fact, about half of the land is still in agriculture--so Mesa has within it considerable room for future expansion. During the 1970's, southwest Mesa (the Dobson Ranch area) led the way in new growth and development. The construction of the Superstition Freeway through the area and the availability of land for development were the obvious factors leading to the rapid development of the southwest Mesa/northwest Chandler area. With the freeway continuing to be developed further east, it is anticipated that during the 1980's the area along Southern Avenue, east of Gilbert Road, will move into the forefront as a rapid growth area. In the later 1980's and during the early 1990's, as the areas along the freeway fill in, it is anticipated that rapid development will shift to the area surrounding Falcon Field.

Not all housing constructed in Mesa during the 1980's will be in our outlying areas. Infilling, or the development of bypassed properties in established neighborhoods, is another housing trend which has been developing in recent years and which the City would like to encourage. Infilling allows a city to make more efficient use of the public services and facilities that already are available and helps avoid the heavy expense of duplicating these facilities in new areas. Of particular interest will be the encouragement of new residential development within the City's Electrical Service Area, and in the Town Center. Both of these areas are in the central portion of Mesa, where the City is actively encouraging additional residential development (See Map 1). An analysis, by census tract, of the location of Mesa's new housing and population growth is shown on Table 5 and Map 2.

Neighborhood Characteristics: In order to establish and maintain quality residential neighborhoods, more than just housing is needed. Good neighborhoods also need good quality public and private support services if they are to achieve and maintain long term stability. Consequently a high priority, and often a constant struggle, for cities is to see that newly developing residential areas are provided with adequate public services--while at the same time maintaining those services in all the established neighborhoods.

Mesa, through advance planning, hard work, and good fortune has been able, for the most part, to provide services apace with our new development. It is our hope to be able to continue to do so in the future. One of the reasons we are updating our General Plan is to anticipate our growth throughout the 1980's so that we can prepare for it.

In 1977, as part of a comprehensive study of Mesa's housing stock and neighborhood conditions, a survey was made to determine the current quality of the residential neighborhoods in the Mesa area. The first step was to divide the Mesa area into forty "residential study units" (shown on Map 3) that had similar land use and geographic characteristics. These forty residential study units (or RSU's) were then examined in detail on thirty-one different points.



The results of this study are shown on Table 6, the Mesa Residential Quality Matrix. From this matrix several important conclusions can be reached about the neighborhoods in the Mesa Planning Area. Among them:

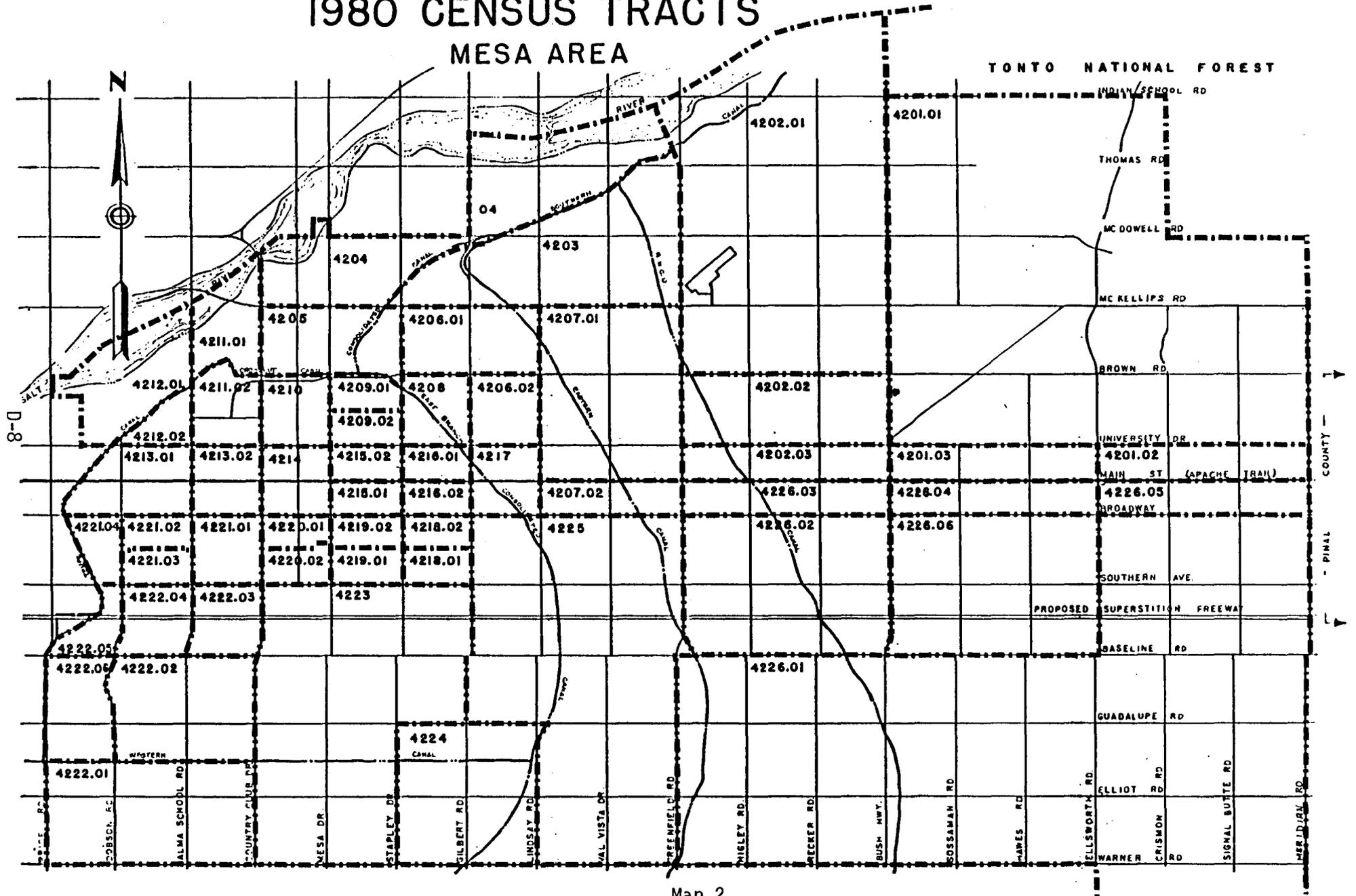
- * The City of Mesa and Mesa Public Schools have done a relatively good job in providing essential public services such as utilities, streets, fire stations and schools.
- * Many of the neighborhoods which lack selected services are either predominately rural and have only recently begun to develop--or are located outside our City limits and thus not served by the City.
- * Virtually all residential areas in Mesa are well maintained, have potential for improvement and contain vacant land which is suitable for infilling.
- * Most neighborhoods contain a balanced variety of housing types.
- * Some of our outlying, newly developing, neighborhoods lack convenient shopping, improved parks, and may contain some inharmonious land uses.
- * There are some neighborhoods in which more attention needs to be given to landscaping, buffering of objectionable land uses and improved urban design.

In total, the study concluded that most neighborhoods, given their location and current stage of development, are relatively well supplied with both public and private services. The report did find, however, that there were four RSU's, numbers 8, 9, 10 and 11 (which are shown on Map 3 in grey), where special problems did exist--and where additional study was needed.

This area was titled the "Inner Study Area" and given greater study of it's housing problems and neighborhood needs. The results of this more detailed analysis are shown in part on Map 4. What our consultants concluded can be summarized as follows:

- * Although the area does contain many new developments, it also contains virtually all of Mesa's pre-1950 construction, both commercial and residential.
- * There are a significant number of land use conflicts in the area that may require governmental attention to resolve.
- * There is distinct need for greater building and property maintenance within parts of the area. Many of the older buildings may need substantial rehabilitation if they are to remain useful.
- * Over 96% of Mesa's 1,861 substandard dwelling units are located in this area. These units tend to be clustered in specific areas, and need to be either rehabilitated or removed.
- * There is a significant amount of vacant land available within the area which can be used for new development.
- * Mesa should undertake a program to systematically upgrade and revitalize the area. Such a program would include public land assembly to encourage

1980 CENSUS TRACTS MESA AREA



Map 2

HOUSING UNIT ESTIMATES* THROUGH THE END OF 1980
AND POTENTIAL POPULATION BY CENSUS TRACTS

Table 5

(All or Part Within the Corporate Limits of Mesa, Arizona)

Census Tracts	Population 1975 Census	Potential Population*	Housing Units 1975 Census	Housing Units** Jan 1, 1981
4201.03	18	18	7	7
4202.01	0	1,188	0	368
4202.02	0	352	0	141
4202.03	283	454	156	201
4203.00	17	1,453	8	538
4204.00	2,158	2,382	754	852
4205.00	2,404	5,718	806	1,906
4206.01	2,592	6,377	797	1,992
4206.02	2,628	3,791	741	1,083
4207.01	3,550	4,811	702	2,673
4207.02	1,809	1,810	951	953
4208.00	2,750	5,463	865	1,707
4209.01	3,226	3,331	996	1,041
4209.02	3,087	3,265	994	1,053
4210.00	3,052	4,422	1,175	1,701
4211.01	1,815	2,151	595	717
4211.02	4,052	5,144	1,489	1,904
4212.01	683	2,540	285	1,054
4212.02	2,988	3,385	1,085	1,254
4213.01	4,313	4,971	1,599	1,840
4213.02	2,690	3,416	1,355	1,708
4214.01	3,103	3,232	1,633	1,701
4215.01	2,334	2,657	1,289	1,398
4215.02	2,663	2,817	1,139	1,225
4216.01	2,310	2,520	816	900
4216.02	2,888	3,320	1,122	1,277
4217.00	3,654	4,251	2,006	2,362
4218.01	1,686	2,355	545	760
4218.02	3,982	4,379	1,201	1,327
4219.01	2,530	3,200	655	842
4219.02	3,383	3,679	1,090	1,180
4220.01	2,568	2,611	933	967
4220.02	2,752	3,012	876	910
4221.01	2,623	4,021	972	1,488
4221.02	4,361	4,382	1,551	1,565
4221.03	944	4,959	497	2,610
4221.04	4,954	5,370	2,317	2,557
4222.02	259	12,889	154	4,463
4222.03	1,074	3,147	453	1,311
4222.04	171	2,836	79	1,013
4222.05	1,333	2,871	418	897
4222.06	792	6,667	570	2,381
4223.00	4,054	6,276	1,347	2,092
4225.00	760	7,321	210	2,489
4226.02	277	3,889	148	1,691
4226.03	1,436	2,132	706	1,025
4226.04	0	0	0	0
4226.06	0	1,786	0	903

* Estimates based on October 15, 1975, Special Census data and residential building permits issued through December 31, 1980.
** Accounts for all new housing units added and the estimated population that will occupy them. Does not take into account vacancy rates.

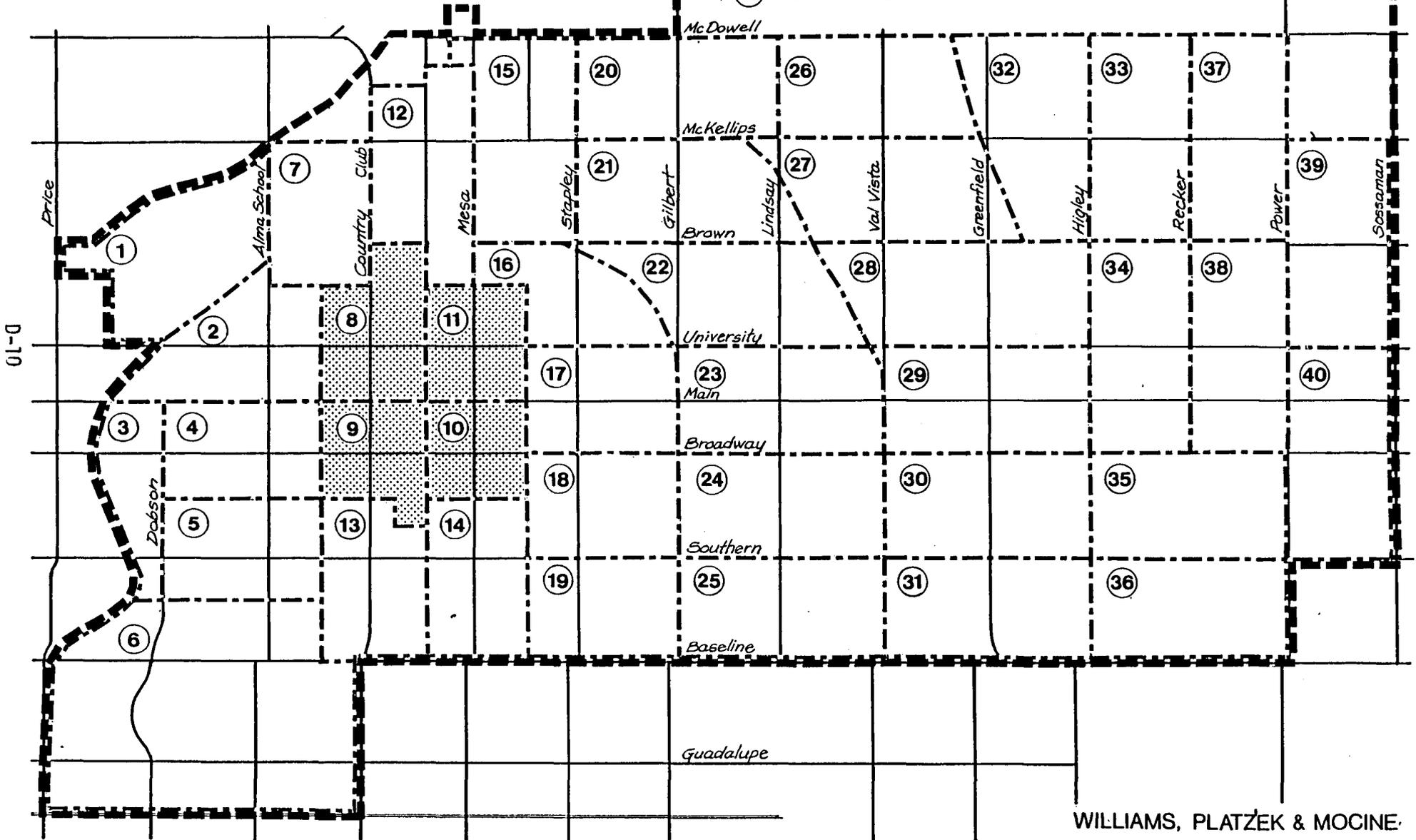
Mesa Housing Element, 1977 Residential Study Units

MAP 3

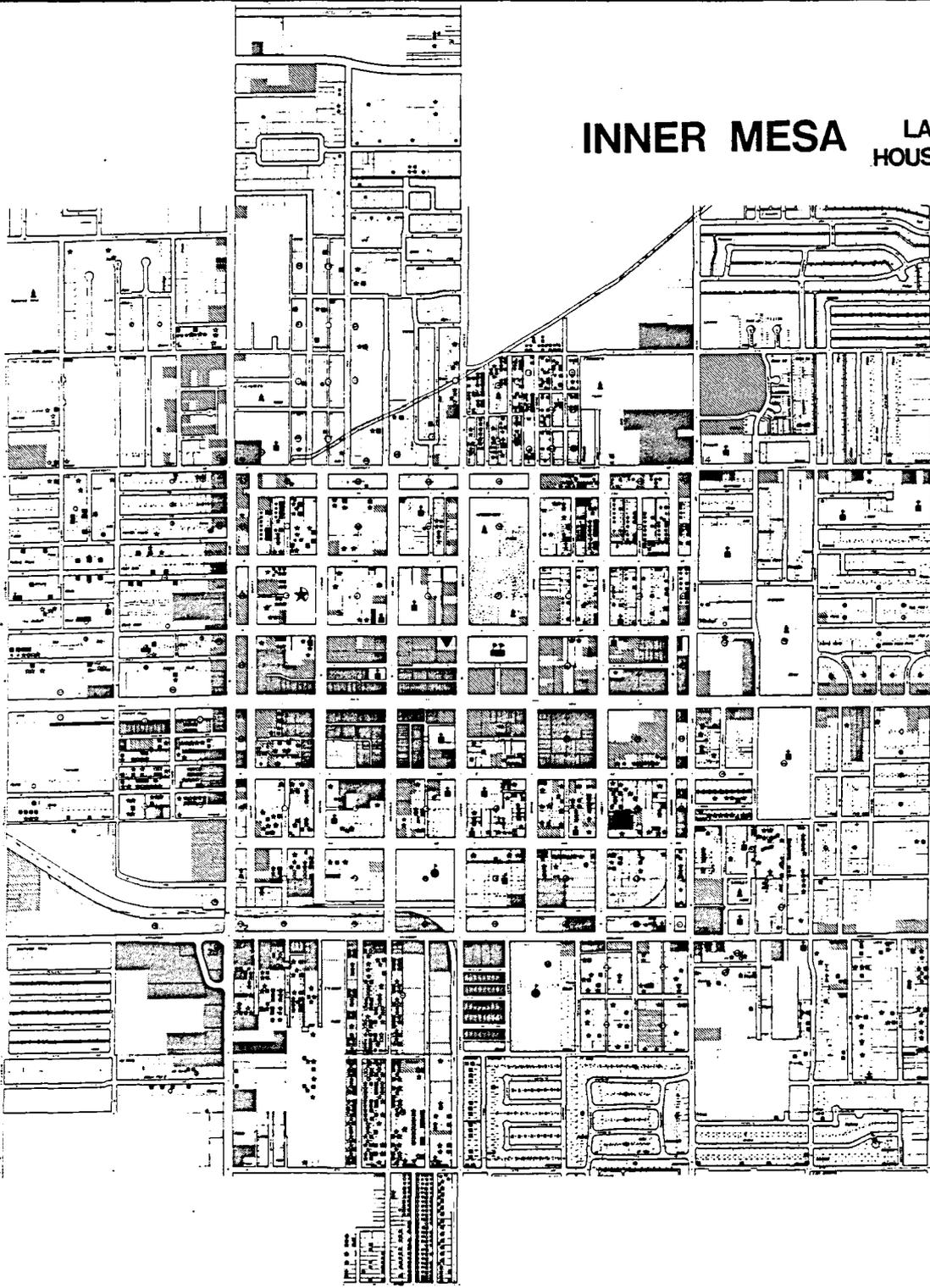
LEGEND

 Inner Mesa

 RSU Numbers



INNER MESA LAND USE AND HOUSING CONDITION



LAND USE LEGEND

- RESIDENTIAL**
 - single-family
 - multi-family
- SCHOOLS & PARKS**
 - elementary school
 - junior high school
 - high school
 - park
- PUBLIC & SEMI-PUBLIC**
 - city offices
 - fire station
 - police department
 - church, synagogue
- COMMERCIAL**
 - offices
 - retail
- INDUSTRIAL**
 -
- UTILITIES**
 -

HOUSING CONDITION

- Less than 900 sq. feet
- FAIR
- POOR
- DETERIORATED

Map 4

MESA HOUSING ELEMENT

MESA, ARIZONA 1977

WILLIAMS, PLATZER & MOORE

redevelopment, promotion of new private construction, housing rehabilitation, street improvements, park improvements and construction of new public buildings.

Within this "Inner Study Area" one neighborhood, the Washington Park area, was selected for a demonstration on how the various elements described above could be combined to systematically upgrade an older neighborhood with a variety of problems. Washington Park was selected for further review by the consultant because it contains a high percentage of substandard homes but also has the potential for improvement--as well as involved residents who would like to see their area upgraded. Map 5 shows the Washington Park neighborhood as it existed in 1977. The "Enhancement Design Plan" for Washington Park proposed by the consultant called for construction of a neighborhood center and new park to serve the area, undertaking a housing rehabilitation program, beginning a lot cleanup and vacant building demolition program and selected street and landscaping improvement program. The final step in the program was to encourage private development of new homes in the area. Map 6 shows the proposed Washington Park Enhancement Design plan.

The importance of the Enhancement Design Plan was not only in that it was developed as a guide for improving the Washington Park neighborhood, but also in that it can be used as a pattern in other neighborhoods as well.

Mesa has long recognized the need to preserve, enhance, and protect our older, established neighborhoods. The City has committed itself to maintaining and upgrading our existing neighborhoods as new neighborhoods are developed.

Most of the recommendations regarding housing and neighborhood improvements made by the consultants in 1977 have been implemented, and in many areas the City has gone even further. Some of these additional steps include:

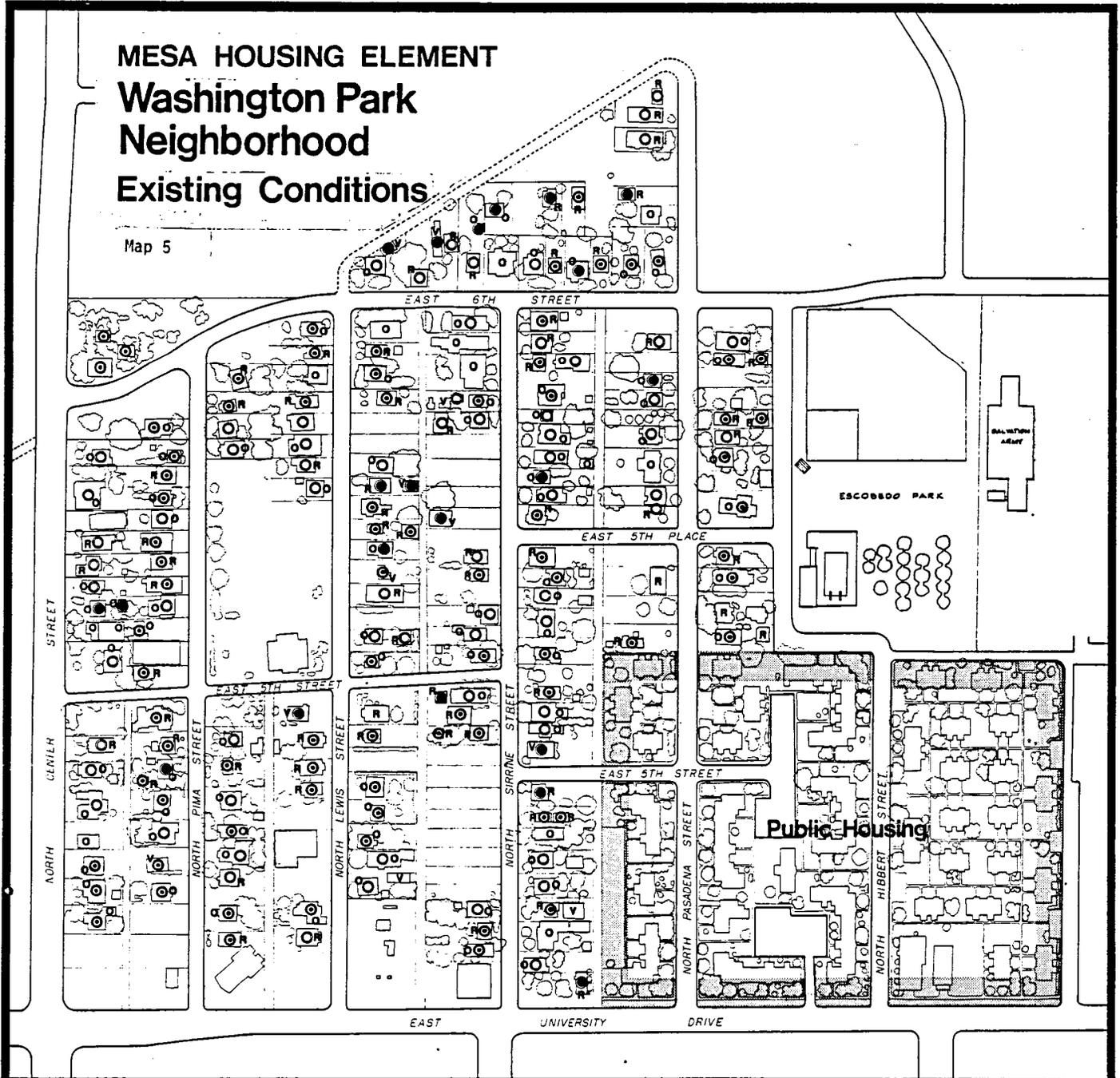
- * Formation of the Town Center Board in 1980, and the conversion of that board to an official Redevelopment Commission in 1981.
- * Development of a High Rise District to encourage private enterprise to locate in the Town Center.
- * Establishment of various incentives to encourage additional private development within the City Electrical Service Area.
- * Continuing our policy of placing new public buildings in the Town Center when possible.
- * Continuing to upgrade and improve the capital improvements and public services available in our mature neighborhoods.

Conclusions:

Mesa for many years has been in the limelight when it comes to new housing. Many factors have come together in Mesa to make ours an attractive community for new residential construction. The City of Mesa and Mesa Public Schools

MESA HOUSING ELEMENT Washington Park Neighborhood Existing Conditions

Map 5



 Structures

 Trees and Shrubs

 Pedestrian Walkways

 Minor Repairs (e.g. paint)

 Extensive Repairs (e.g. plumbing, roof, foundation)

 Possible Replacement (?)

 Owner-occupied

 Renter-occupied

 Vacant

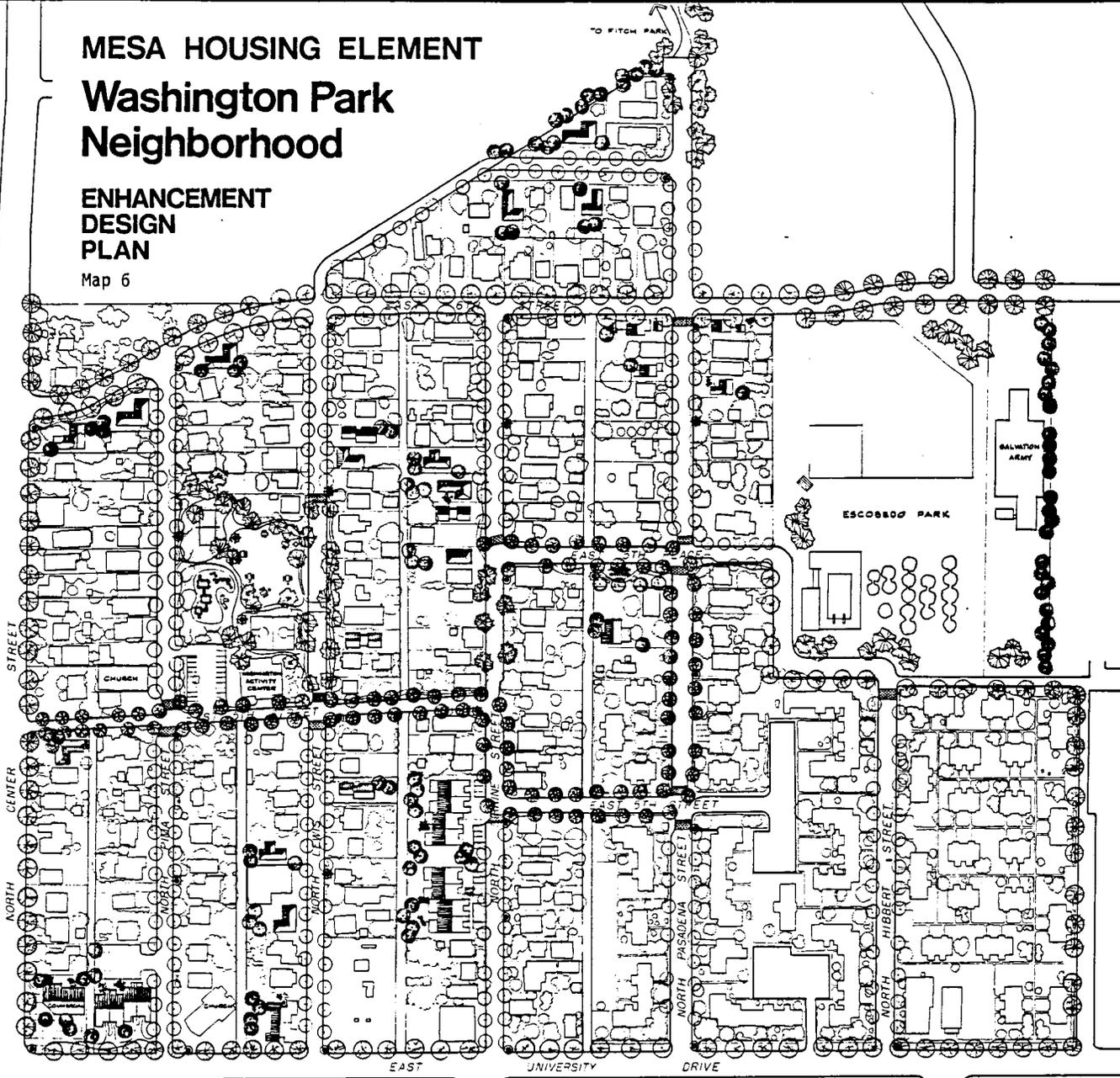


Williams, Platzek & Mocrne

MESA HOUSING ELEMENT Washington Park Neighborhood

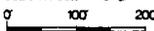
ENHANCEMENT DESIGN PLAN

Map 6



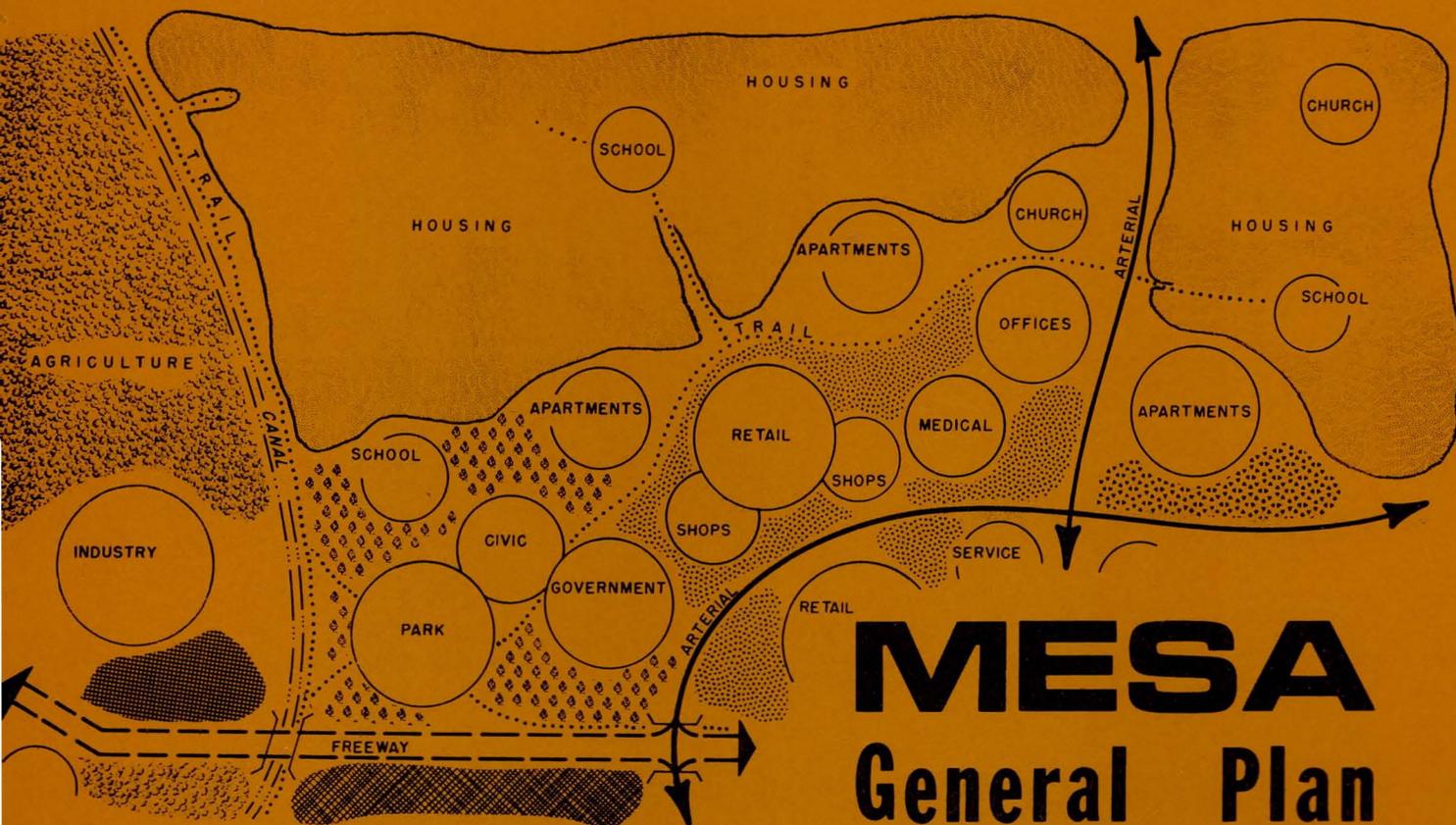
LEGEND

- | | | |
|---|--|---|
|  EXISTING DWELLING |  NEW DWELLING |  WALKWAY |
|  EXISTING TREES |  NEW TREE |  EXISTING STREET LIGHT |
|  STREETS & WAYS |  BOULEVARD TREE |  NEW STREET LIGHT |
|  LOT LINE |  STREET TREE |  TEXTURED CROSSWALKS |

Scale in Feet:

 0 100 200
 Williams, Patzek & Moline

have been financially and physically able to accommodate additional growth. There has been land readily available in the Mesa area to develop, and the Superstition Freeway has made Mesa more accessible to the metropolitan area.

From all indications, the rapid growth we have been experiencing in recent years will continue through the 1980's, and homebuilding in Mesa will be as healthy as anywhere in Arizona. What must be remembered is that before a home can be constructed the "infrastructure" (utilities, streets, schools, etc.) to supply the home must be provided. Providing these services is initially expensive--averaging about \$1,835 per home. Once a home has been built the City must also be responsible for providing all the necessary public services virtually forever. As a result, when and where housing is built has a significant impact on the cost, efficiency and design of local government. By planning ahead, we hope to be able to minimize the cost and improve the efficiency of providing services both now and in the foreseeable future.



MESA

General Plan

CHAPTER E :

TRANSPORTATION

TRANSPORTATION

Introduction:

Transportation is a vital part of the overall plan for the development of the City. The transportation system allows people and goods to move throughout the City and also helps to determine the shape of the developing areas. The mile-square grid pattern of major streets, perhaps more than any other factor, has contributed to the low density, omnidirectional pattern of growth. It has promoted a dispersed land use pattern by providing almost equal access in every direction. In view of the substantial growth that is projected over the next 10 years, the transportation system will play an increasingly more important role in the City's effort to plan, guide, control and accommodate this growth.

Goals and Objectives:

1. Mesa should continue to promote a balanced transportation system that serves the diverse economic, social, physical and geographical needs of the City.
2. Mesa should continue to encourage and support the rapid completion of the adopted freeway/expressway system plan as prepared by the Maricopa Association of Governments.
3. Mesa should ensure that all planned transportation improvements are in accordance with the anticipated time sequence of new development.
4. Mesa should ensure the compatibility of all future transportation and land use plans.
5. Mesa should continue to encourage the provision of a system that recognizes the specialized travel needs of the elderly and handicapped
6. Mesa should explore and evaluate alternative mass transit systems as increasing population densities and energy costs warrant.
7. Mesa should expeditiously complete the planned expansion of Falcon Field Airport to enable this facility to serve as a nucleus for future industrial development.
8. Mesa should continue to ensure that the overall transportation system provides for the safe, efficient and convenient movement and transfer of people and goods in the most energy efficient manner.
9. Mesa should undertake major street improvement projects in conjunction with development of the adjacent property.

10. Mesa should continue the "wide street" policy in newly developing areas, but street widths should also be related to the adjacent land use whenever possible.

EXISTING TRANSPORTATION SYSTEM

Street Patterns:

The City of Mesa's street pattern is predominately a north-south, east-west grid system with the major streets located at one mile intervals. The principal east-west street is U. S. Highway 70-80-89 (Main Street); and the principal north-south street is Arizona Highway 87 (Country Club Drive).

Street Classification:

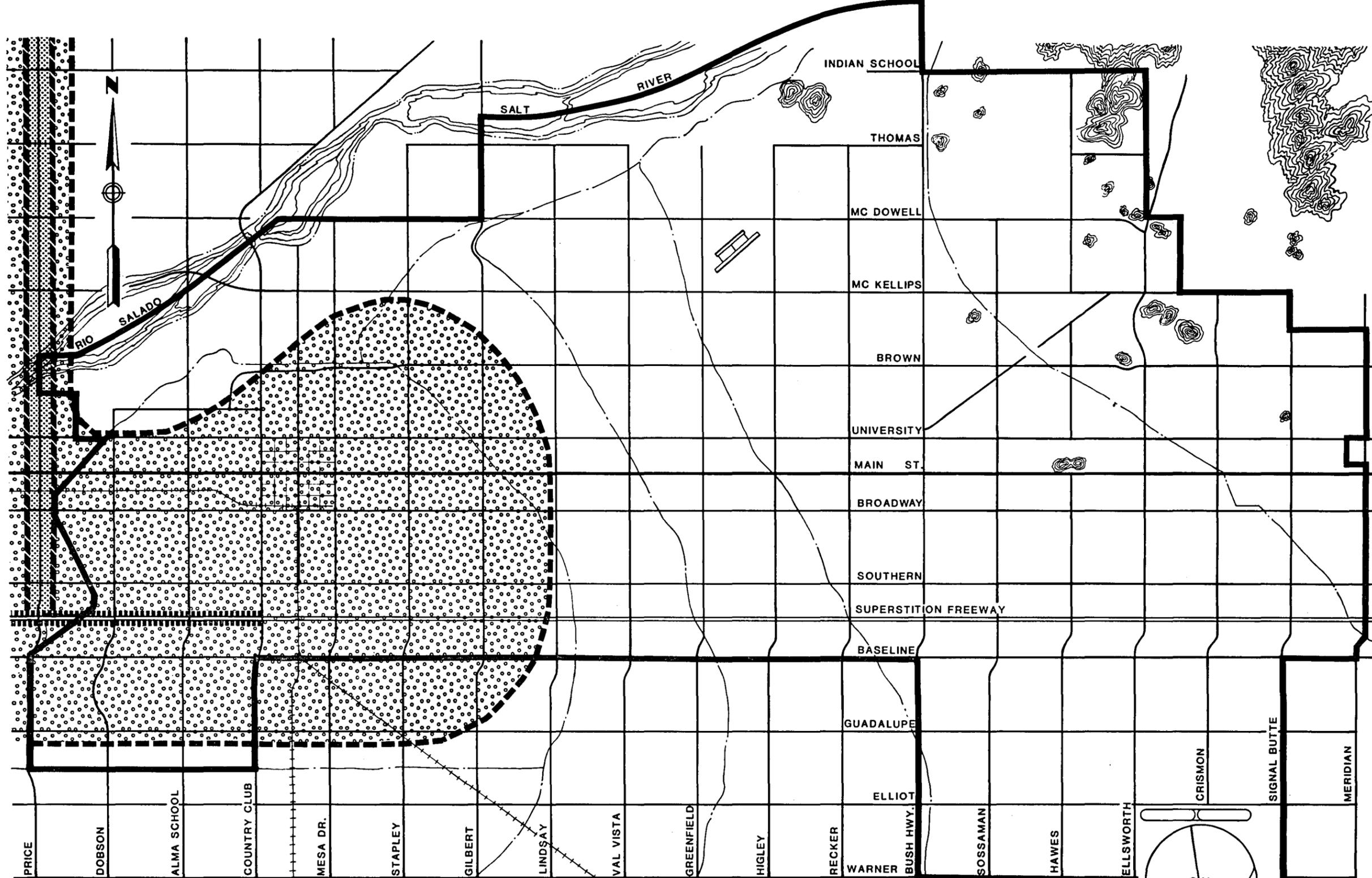
Freeways: At present, there is one freeway that serves the Mesa Planning Area. The Superstition Freeway (State Route 360) is a controlled access facility that runs from I-10 in Phoenix, through Tempe and Mesa and ultimately will intersect U. S. Highway 80-89 southeast of Apache Junction. Interchanges are generally at one mile intervals and construction is complete to Stapley Drive. By 1982, the next segment of the freeway to Gilbert Road should be open, with plans calling for construction as far east as Val Vista to be completed by 1985. The MAG Guide for Regional Development and Transportation calls for widening the Superstition by one lane in each direction in 1986-88.

The other freeway that has been proposed to serve the Mesa area is part of the MAG Planned Corridor System. The "East Loop" would connect the Superstition in Tempe with I-17 in northern Phoenix and the committed I-10 route west of Phoenix. The location has been fixed in the vicinity of Price and Pima Roads. The MAG Guide for Regional Development and Transportation recommends that this facility be constructed by the State during the 1984-87 period. Figure 1 depicts the Priority Study Segments as proposed by MAG.

Arterial Streets: Arterial streets are designed to carry considerable volumes of traffic between areas within or through the City. In Mesa, most arterial streets are located on the section lines at one mile intervals. Present City standards require 90'-110' of right-of-way with 64'-80' of paved street surface.

Collector Streets: Collector streets are designed to funnel traffic to the arterial streets from the local streets and neighborhoods. Present City standards require 60'-90' of right-of-way and 40'-48' of paved street surfaces.

Local Streets: Local streets are designed to provide direct access to abutting property. In new sections of the City, local streets are designed in such a manner as to discourage through traffic. Present City standards require 50' of right-of-way and 34' of paved surface. Figure 2 depicts the existing street pattern based on the present number of traffic lanes.



M.A.G. PRIORITY STUDY SEGMENTS

 Proposed Freeway Widening to Six Lanes

 East Loop

M.A.G. LONG RANGE TRANSIT PLAN

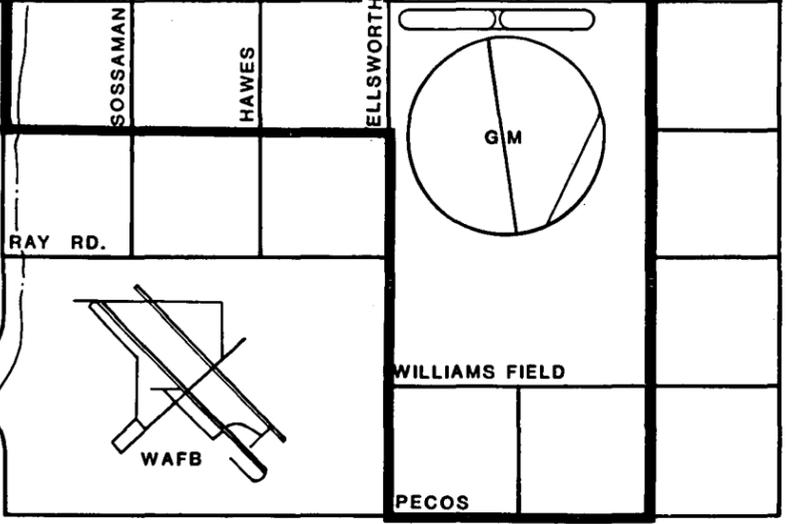
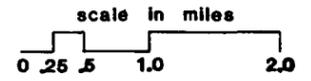
 Medium Level Service Area

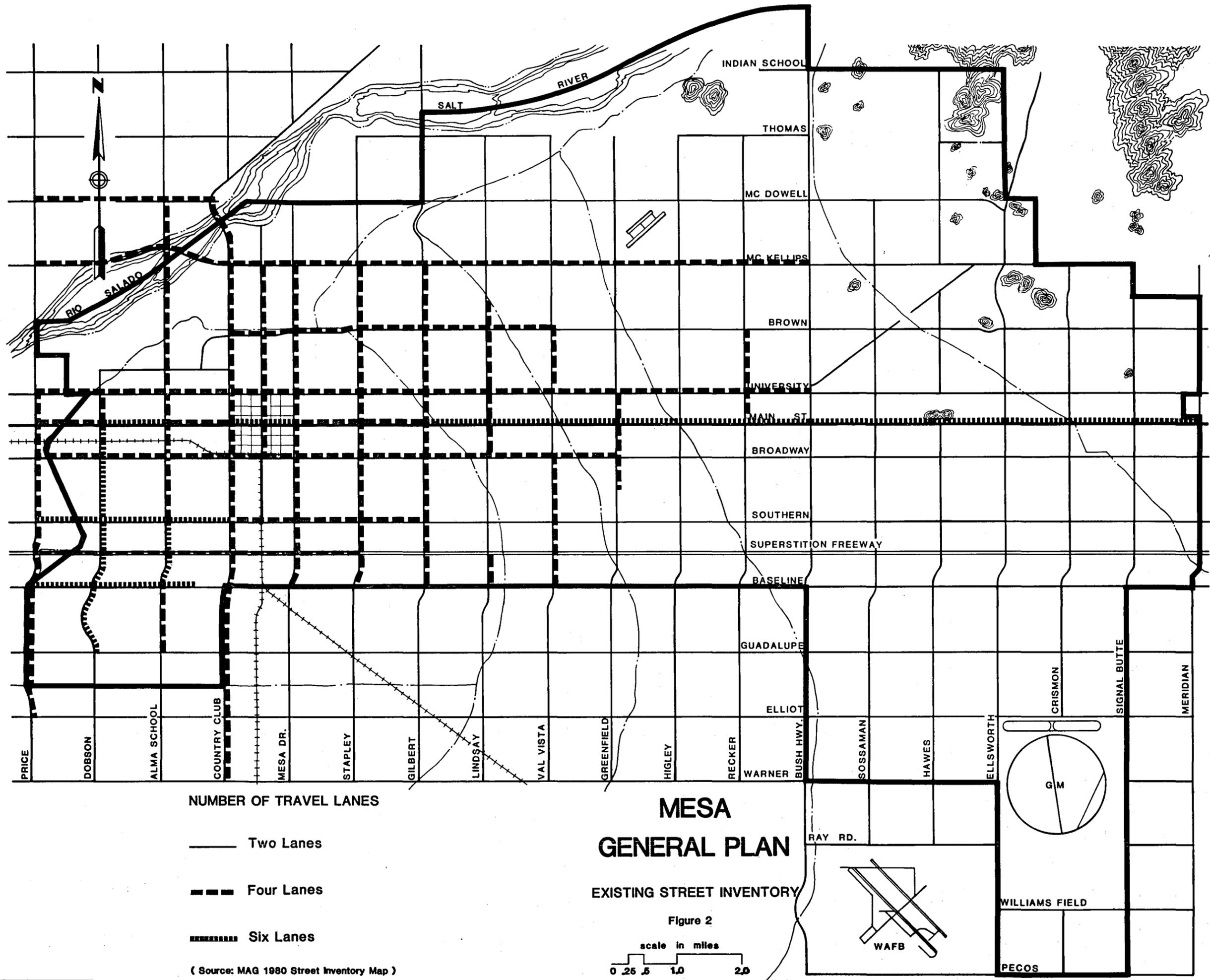
 Low Level Service Area

**MESA
GENERAL PLAN**

**M.A.G. TRANSPORTATION
SYSTEM PLAN**

Figure 1





Traffic Flow:

The presence of the Salt River to the north of the City has tended to orient primary traffic flows in an east-west direction. The location of the City on the southeastern edge of the metropolitan area has also oriented traffic westward to the neighboring cities. As a result of these factors, the City's development has been nearly twice as wide in an east-west direction as it has in a north-south direction. As shown on Figure 3, traffic volumes on east-west streets are considerably greater than on north-south streets.

Railroads:

The main line of the Southern Pacific Railroad passes through the southern and western portions of the City of Mesa. At the present time, its primary function is to provide freight service to the City, which has resulted in a number of industrial districts being developed along its length. All major arterial street/railroad crossings are at grade except for Country Club Drive which passes under the railroad.

Air:

Sky Harbor International Airport, located 12 miles west of the City is the primary commercial airport serving the entire Phoenix metropolitan area.

Falcon Field Airport is a general aviation facility, operated by the City of Mesa, located in the northeastern part of the City. There are presently 580 aircraft based at the airport with a considerable waiting list for additional tie-down and T-hanger facilities.

At the present time, the airport is served by a 4300 foot long runway and related taxiways. Airport planning, however, has indicated the need for constructing a 3800 foot parallel runway and extending the existing primary runway to 5100 feet.

The airport itself has been master-planned for airport related industrial development while the area surrounding the airport has been governed by a set of Development Policies designed to insure future compatibility with airport operations.

Mass Transit:

Within the City of Mesa and the Phoenix metropolitan area, intercity and intracity bus service is provided by the Phoenix Transit Company, Sun Valley Bus Lines, Greyhound, Greyline Tours and Arizona Bus Tours. Intracity bus service is provided by Mesa Metro Transit Co-op.

The City of Mesa also participates in the Mesa Dial-A-Ride program which offers a special reduced rate program for senior citizens. During Fiscal Year 1979/80, the Dial-A-Ride system carried over 180,000 passengers. Decreasing Federal assistance, however, has resulted in the City's share of the costs

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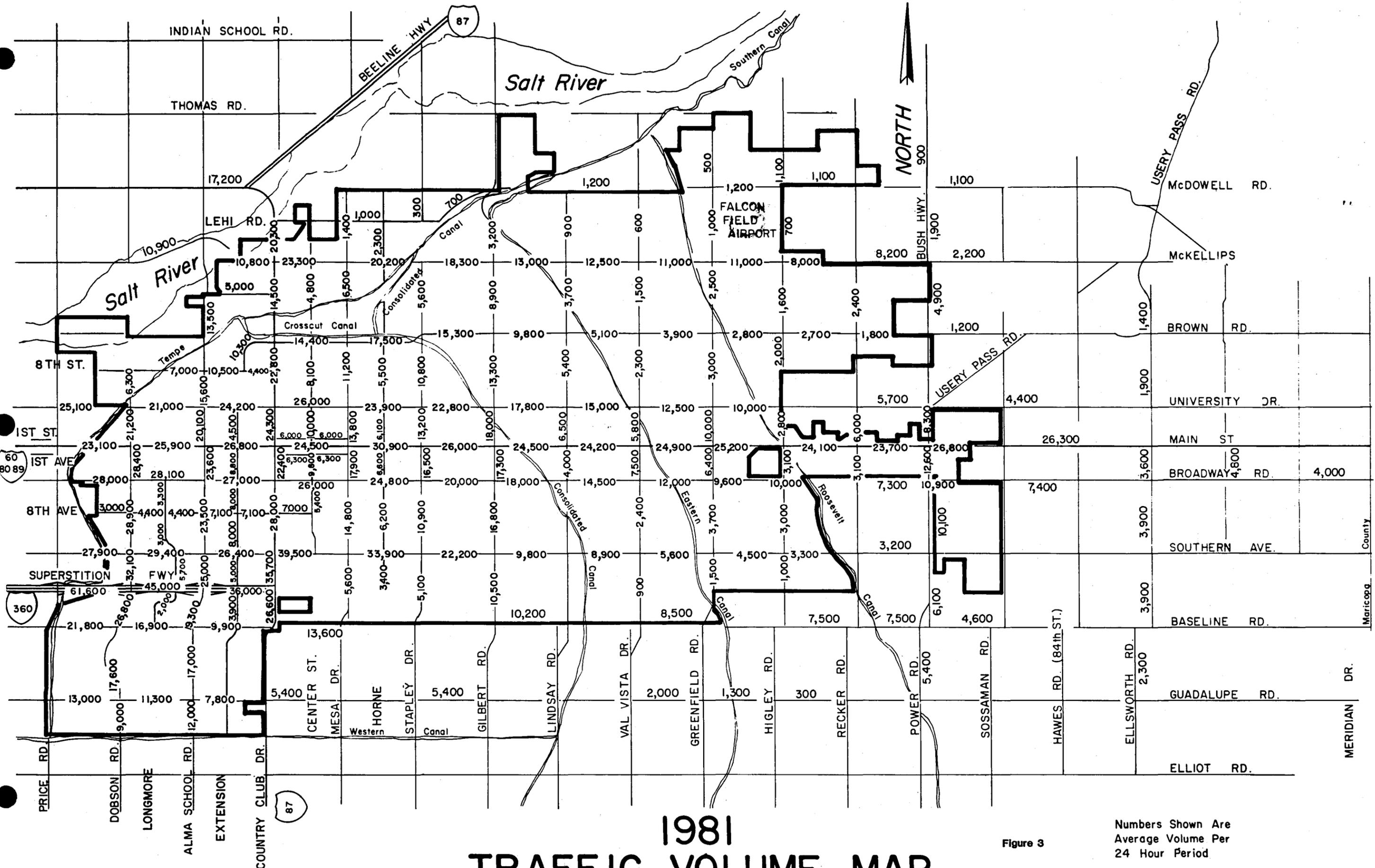
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1981 TRAFFIC VOLUME MAP

Figure 3

Numbers Shown Are
Average Volume Per
24 Hour Period

increasing to 51% of the total annual operating costs of \$800,000. Fares, on the other hand, only produce slightly more than 25% of the total costs of operation.

The MAG Long Range Transit Plan (Figure 1), depicts most of the City falling within the Medium Level Service Area where routes would have .5 to 1.5 mile spacings and 20-60 minute headways. East Mesa would fall within the Low Level Service Area where routes would have 1.0 to 2.0 mile spacings and 45-120 minute headways.

River Crossings:

The Salt River bisects the Phoenix metropolitan area with 28% of the population and 23% of the jobs located south of the river. Normally, approximately 500,000 people in 400,000 vehicles cross the river each week day.

In February 1980, a series of storms passed through the area and dumped significant amounts of rain on the upriver portions of the Salt River water shed. The resulting run-off could not be retained in existing reservoirs and had to be released into the Salt River. As flows exceeded 50,000 cubic feet per second, 18 of the 21 river crossings in the Phoenix area were closed. The peak flow reached was 200,000 cfs, the highest rate of flow since 1891. With the normal capacity of the two remaining bridges being only 70,000 to 80,000 vehicles per day, a transportation crises of monumental proportions occurred.

Since that time, the Arizona State Legislature has approved \$7.1 million in 1979 and \$13.7 million in 1980 for constructing major river crossings in Maricopa County. In Mesa, bridges have been built or are scheduled at Alma School Road (1980), Country Club Drive (1981), and Gilbert Road (1983). Both the Alma School and Country Club bridges are designed to withstand 200,000 cfs while the Gilbert Road bridge is designed for 50,000 cfs.

CONSIDERATIONS FOR THE FUTURE

When Western Savings and Loan Association prepared its Foresight Eighty Report, the second most important concern of Mesa families was traffic congestion, which also received the same ranking for the entire metropolitan area. This problem will also be compounded significantly in the future as the growth that is projected for the City actually occurs.

At the present time, the average for the City is 2.0 vehicles per household. At the projected rate of growth, there would be an additional 100,000 vehicles originating in the City (excluding commercial vehicles) by the year 2000.

Essentially, there are two basic factors which affect travel demand--population and employment. In addition to the population growth that is projected, the percentage of the population employed is steadily increasing. Lastly, the physical distribution of this expanding population and employment base has a significant impact on the transportation system.

In terms of traffic volumes, during 1975-1979, the Phoenix Metropolitan Area recorded a 4.65% average annual increase in the combined total weekday traffic at the 14 count locations monitored each month. Closer to home, in 1966 there were 50,000 vehicles per day entering or leaving the City along its western boundary. By 1980, this number had increased to 230,000 vehicles per day.

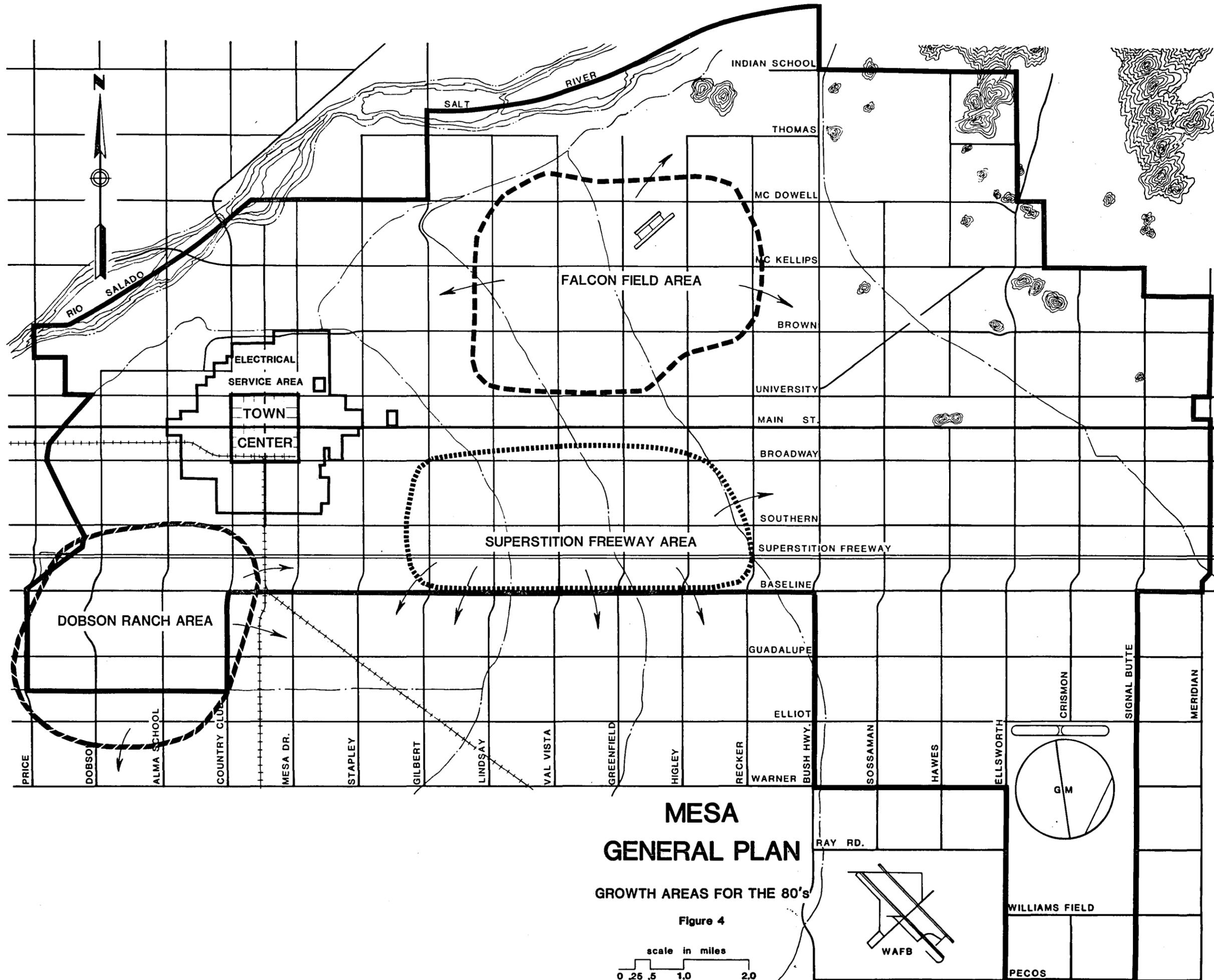
Given the fact that the existing freeway system in the region (59 miles) serves only 11% of the daily travel needs, coupled with the declining funding resources at the State and Federal government levels, it is apparent that there will be a continuing reliance on the City's existing transportation network to handle future volumes.

Major Growth Areas:

As depicted in Figure 4, the City's transportation system has been, and will continue to be, significantly impacted by major growth areas. During the seventies, the Dobson Ranch area was the focal point for substantial development. The residential development that occurred significantly increased the number of vehicle trips that originated within that part of the City. The substantial commercial development that occurred was a result of both the residential development and the extension of the Superstition Freeway into the western portion of the City. As a result of this, the area has become a major employment center, as well as a regional shopping area, all of which serves to draw significant numbers of additional vehicles into the area each and every day. The east-west transportation corridor which has subsequently developed between Southern Avenue and Baseline roads, presently consists of 14 traffic lanes and carries in excess of 90,000 vehicles per day.

In all likelihood, as the freeway continues eastward, this corridor will continue to serve as a major element in the City's overall transportation system. During the past three years, developers have shown increasing interest in the Freeway Corridor area east of Gilbert Road. Substantial construction has already occurred and, in addition, development master plans have been approved for most of the land as far east as Recker Road. Recognizing that the Freeway Corridor in this part of the City will be in the next major growth area, the City has adopted Development Policies and Guidelines to insure orderly and controlled growth. Planning ahead for the transportation needs of this area will be of critical importance in insuring the successful development of this part of the City.

Another major growth area depicted on Figure 4 is in Northeast Mesa in the area surrounding Falcon Field Airport. There will be a continuation of the low density, large lot, custom home type development in portions of this area, especially in the noise sensitive areas immediately adjacent to the airport. There will also be developments at urban densities in those areas not impacted by the airport activities. Lastly, the City is encouraging the establishment of a major industrial center on the airport itself and on the land immediately to the north. Recognizing the potential impact of this future development, the City adopted the Falcon Field-East Mesa Development Policies to serve as a guide for potential developers and landowners.



Potential Future Corridors (Figure 5):

East-West Corridors: The traditional mile wide corridor involving University, Main Street and Broadway will, in all likelihood, continue to function as a primary east-west corridor serving the existing central area population as well as the nearly fully developed mobile home corridor.

The previously mentioned mile wide corridor consisting of Southern Avenue, the Superstition Freeway and Baseline Road will also develop into a major corridor primarily because of the influence of the freeway as it progresses eastward. In addition to the growth potential that has already been described for the area east of Gilbert Road, the area south of the freeway and east of Extension Road is proposed for relatively high intensity industrial development.

The Gruen Plan recommended a northern East-West Corridor in the vicinity of Brown Road as an extension of the Papago Freeway. Because of the nature of existing development in the area, however, it is doubtful that this particular location is still feasible.

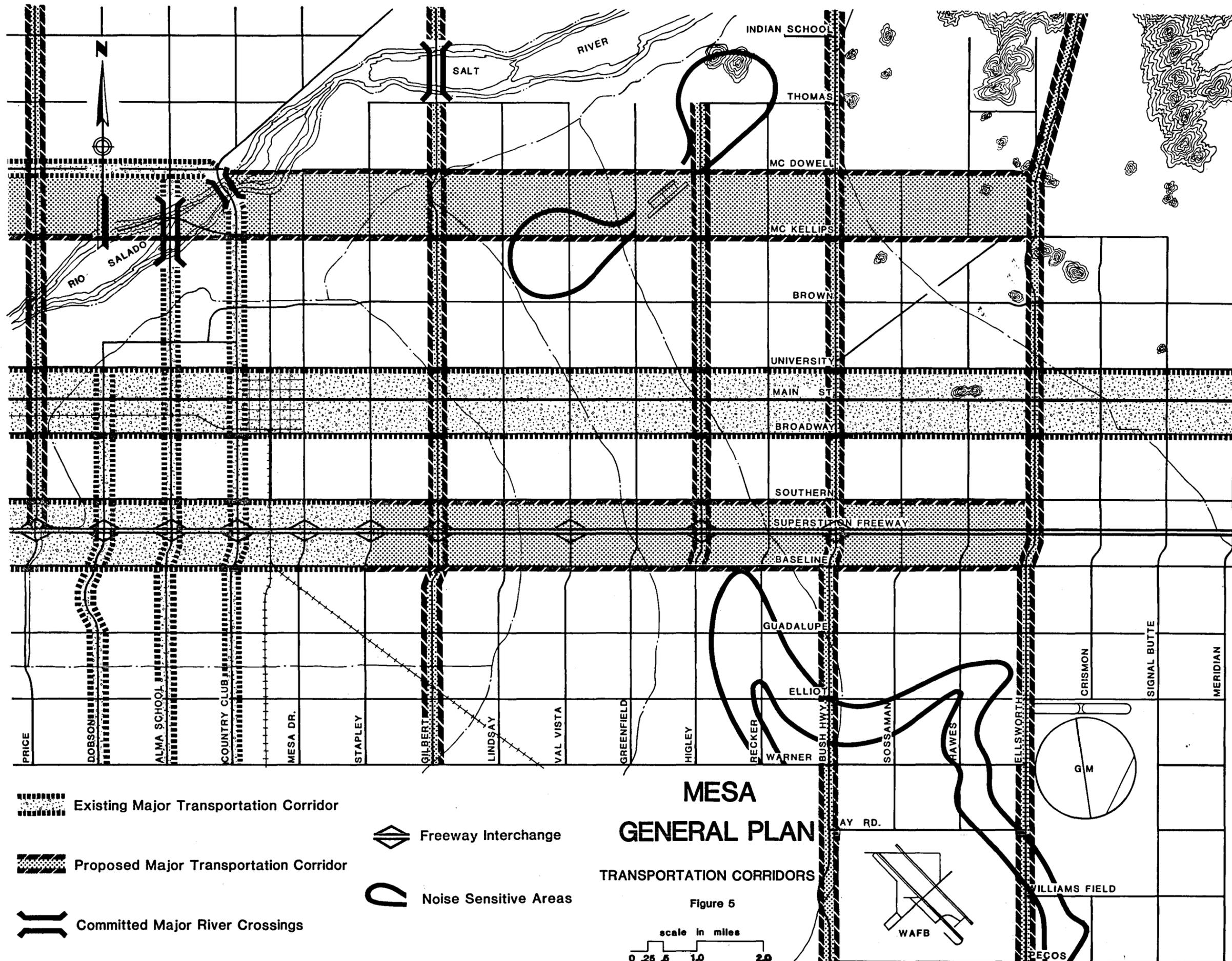
When considering the growth potential of Northeast Mesa and the implications of a major industrial complex in and around Falcon Field, however, it becomes apparent that some form of a northern, east-west corridor will be needed. Given the necessity of serving Falcon Field in the future, it is suggested that consideration be given to utilizing either McKellips or McDowell Roads for this purpose. Another desired feature of this ultimate corridor would be a major bridge crossing over the Salt River.

North-South Corridors: The principal north-south corridor traditionally has been State Route 87 (Country Club Drive) which presently carries in excess of 26,000 vehicles per day as it enters the City from the south. This will continue to serve as a major transportation corridor particularly in view of the major river crossing that is scheduled for construction.

Because of the extensive development activity that occurred during the seventies in the Dobson Ranch area, two other primary north-south corridors have emerged. Both Dobson and Alma School Roads continue to carry increasingly higher volumes of traffic as far north as Broadway. Now that a major river crossing has been completed at Alma School Road, this corridor could continue to increase in importance as far north as McDowell Road.

Another north-south corridor that has previously been discussed is part of the MAG Planned Corridor System serving the region. The "East Loop" would connect the Superstition in Tempe with I-17 in northern Phoenix and the committed I-10 route west of Phoenix. The location has been fixed in the vicinity of Price and Pima Roads.

As development occurs during the eighties in Northeast Mesa and the Freeway Corridor, and as the Superstition Freeway proceeds eastward, there will be a demand for additional north-south corridors. One location that has considerable potential would be Gilbert Road where a major intersection is proposed on the freeway and a bridge crossing the Salt River has already been committed.



As industrial development intensifies around Falcon Field Airport, there is likely to be a demand for a corridor connecting these facilities with the Superstition Freeway. Present plans do not call for an intersection at Greenfield Road and the freeway because of the proximity of the Eastern Canal. For this reason, Higley Road has been shown as a potential location for this corridor.

Finally, long range consideration should be given to a corridor(s) further to the east. Bush Highway and Ellsworth Road have been depicted as potential corridors because of their functional ability to serve Williams Air Force Base and the General Motors Proving Grounds, as well as existing and proposed developments to the north.

Should the major transportation corridor concept be adopted, it would be recommended that these facilities initially have four moving lanes of traffic with the capacity to expand to six. In addition, it would be recommended that median dividers be utilized to facilitate left turn movements. Lastly, a computerized, traffic light signalization program such as that currently under consideration could prove to be very effective in improving future traffic flows should it be found to be cost-effective. Figure 6 depicts those segments of the existing street system that should be included in a comprehensive street widening program in order to implement the corridor concept.

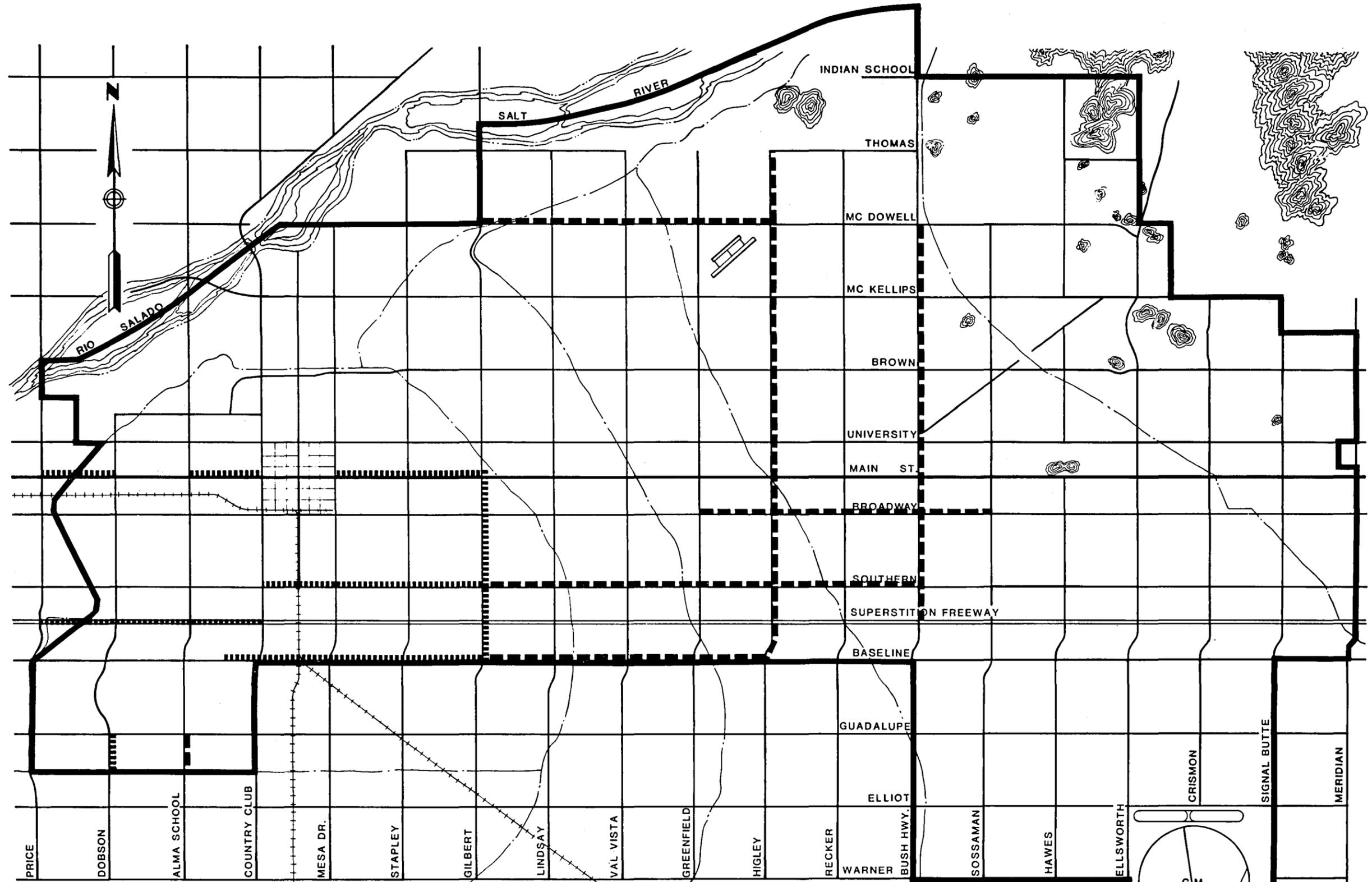
Mass Transit Considerations:

During the seventies, mass transit systems of all forms, received considerable impetus from both Federal and State governments on a national basis. Sizeable sums of money have been utilized for capital purchases to start up new systems or improve existing ones. In addition, the Federal government initiated programs wherein they provided operating subsidies to cover the deficits which continued to plague the systems in ever increasing numbers. Toward the end of the decade, the Federal government was rapidly decreasing the amount of money it would provide for operating subsidies, thereby increasing the burden on the municipalities. The future of Federal funds for capital expenditures as well, is at best questionable, given the present state of the economy.

In the Phoenix transit system, which serves the metropolitan area, fares presently cover only 36% of the operating costs with the Federal government paying for 50% of the remaining operating costs and the balance covered by local general revenues. Capital purchases, such as buses, maintenance facilities and equipment are 80% Federally funded.

This example, plus figures previously cited regarding the Mesa Dial-a-Ride System, are typical cases of mass transit systems which are not self sufficient and are facing the prospect of severely reduced Federal dollars to cover operating deficits. The continuing increase in the costs of fuel would seem to indicate a bright future for mass transit. However, a review of the facts regarding systems across the country and the continuing dominance of the automobile in people's everyday life, would seem to indicate otherwise.

The Mesa Dial-a-Ride System falls into the same category. It transports people who have a very real need--the poor, the elderly and the handicapped. It also transports people who don't have a real need, who simply find it less



PROPOSED TRAVEL LANES

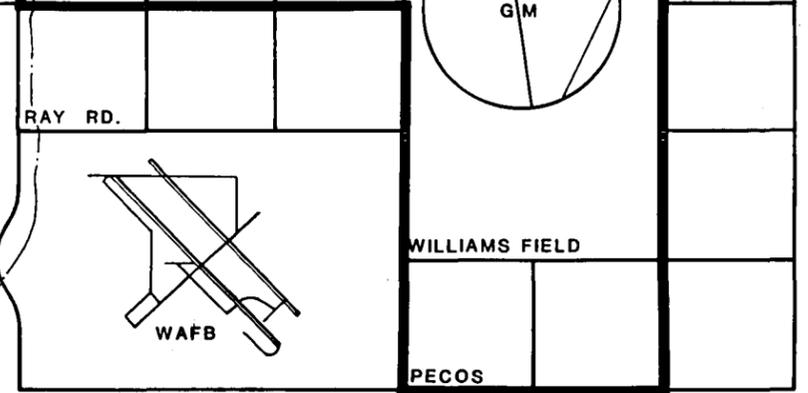
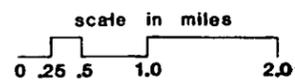
▬▬▬▬▬ To Six Lanes

▬▬▬▬ To Four Lanes

MESA GENERAL PLAN

PROPOSED
STREET WIDENING PROGRAM

Figure 6

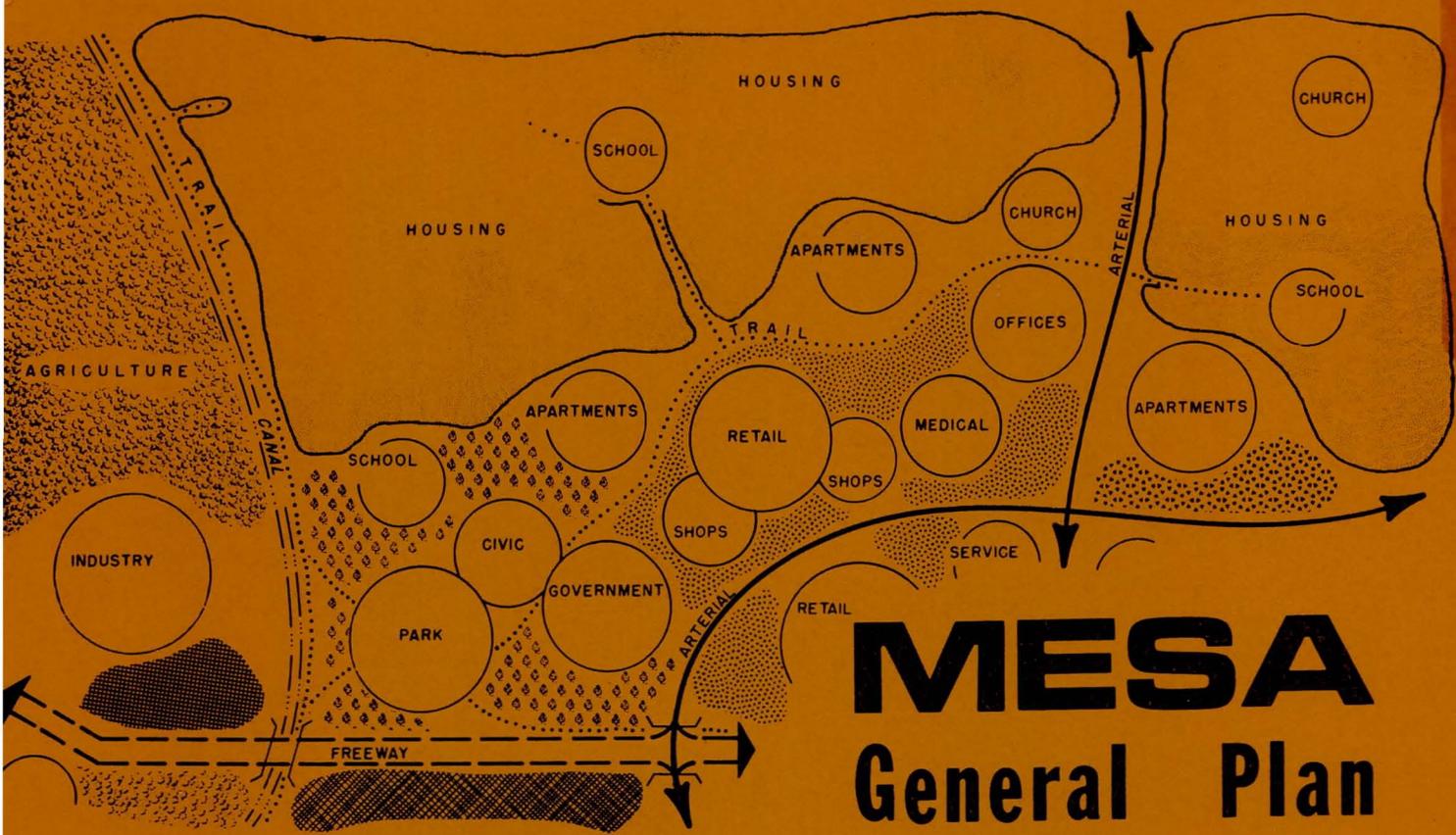


expensive. It appears to represent a more realistic approach to mass transit than a fixed route system, especially in a City with the geographical area and relatively low population density as Mesa. The primary question in the future will be at what point the City will no longer be able to afford the ever increasing operating costs.

Ride sharing systems utilizing car pools and van pools are being explored and are touted by some as the potentially most efficient and effective way to reduce congestion, energy conservation and air pollution. Valley Forward's Project "Pool-It" has a goal to increase average automobile occupancy from today's rate of approximately 1.30 persons per vehicle to 1.40 persons per vehicle in 1985. This would appear to be an insignificant increase in vehicle occupancy, but in fact, such an increase would eliminate over 250,000 vehicles from the daily traffic flow throughout the metropolitan area.

Conclusions:

It would appear that given the trend of increasing constraints on the availability of Federal and State funding sources, that a major role will have to be assumed by the City in order to meet the transportation needs of the next decade. Emphasis may have to be placed on working within the existing traffic flow network and expanding flow capacities to serve new growth areas in an orderly and rational manner. In short, careful consideration will have to be given to making the best possible utilization of every dollar made available for transportation purposes.



MESA

General Plan

CHAPTER F :

EMPLOYMENT

EMPLOYMENT

Introduction:

It is projected that the Mesa Planning Area will have a population of approximately 250,000 by the year 1990. Roughly a third of these people will be employed--someplace. This portion of the General Plan Update examines recent trends in the City's employment base and projects future needs of the City's work force.

Goals and Objectives:

1. Mesa should aggressively encourage the continued development of a stable, diverse economic base within the planning area. Such a base will help Mesa provide needed public services through increased revenues, as well as making Mesa a more economically independent community able to supply diverse job opportunities to its citizens.
2. Mesa should develop and apply comprehensive industrial locational criteria based upon maximizing home-work travel convenience, maximizing use of existing and proposed circulation systems, guaranteeing adequate expansion corridors to accommodate future industrial growth, and maximizing functional compatibility with adjacent land use activities.
3. Mesa should facilitate the development of manufacturing enterprises by providing for a wide choice of sites with good access to labor markets, suppliers and buyers.
4. Mesa should facilitate the continued growth of tourism as an important facet of the City's economic base.

Mesa Labor Force: When discussing employment, it is important to distinguish the difference between employment opportunities located in the Mesa Planning Area and where residents of the Planning Area work since the two are not necessarily the same. While there is no means of controlling where Mesa residents work, there is the opportunity for the City to actively encourage and promote the further development of a local employment base. The alternative would be to allow the City to become a "bedroom community" which would necessitate traveling to other Valley communities for employment opportunities. Given the projected population growth, this latter alternative becomes an extremely undesirable one, especially from a long range economic standpoint.

Table 1 examines where Mesa residents have worked in the past and to some degree is a reflection of the availability of local job opportunities. While more recent data is not available, it is assumed that the general trends depicted have not changed significantly. The important statistic revealed in Table 1 is that less than half of Mesa residents who were employed, worked in Mesa. A look at other neighboring cities finds that in Scottsdale only 38.6% of their employed residents work in Scottsdale and in Tempe the percentage

dropped to 38.2%. In Phoenix, on the other hand, 78.6% of their employed residents worked within the city limits.

As projected growth occurs throughout the Valley, clearly the opportunity exists to capture a greater percentage of local employment as well as additional workers from neighboring jurisdictions.

TABLE 1

WHERE THEY WORK - MESA LABOR FORCE
(1970)

Mesa	11,365	49.5%
Phoenix	4,200	18.3%
Scottsdale	963	4.1%
Tempe	1,970	8.5%
Remainder of County	2,614	11.3%
Outside County, Unreported . . .	<u>1,834</u>	7.9%
Total	22,946	

Source: 1970 Census. More recent data unavailable.

Another important characteristic of the local labor force is the breakdown of employment by classification. Again, it should be noted that this does not refer to employment opportunities within Mesa, but rather what kind of work Mesa residents are involved in, wherever they may be working. Table 2 depicts the breakdown of the Mesa labor force by industrial classification and the changes that have occurred since 1970.

TABLE 2

WHAT THEY DO - MESA LABOR FORCE

	<u>1970</u>	<u>%</u>	<u>1980</u>	<u>%</u>
Manufacturing	4,977	21.6	5,600	14.5
Mining	190	-	75	-
Construction	1,952	8.4	3,650	9.5
Transp., Communications, Utilities .	896	3.8	1,450	3.7
Wholesale & Retail	5,492	23.9	11,900	30.9
Fin., Ins., Real Estate, Services .	5,887	25.6	9,800	25.5
Government	3,132	13.6	6,275	16.3
Agriculture, Other	451	1.9	225	.5
	<u>22,977</u>		<u>38,425</u>	

Source: Arizona Statistical Review - Valley National Bank

From the table, it can be seen that significant increases have occurred over the last ten years in the wholesale and retail category, as well as in government, with the number of employees doubling in each. The number of people employed in construction, as well as the Finance, Insurance, Real Estate and Services categories, has also increased significantly, although the percentage of the total labor force did not change that much.

Manufacturing employment, while increasing slightly in terms of the number employed, dropped significantly in terms of the percent of total employment. This would appear to reflect the national trend of a decline in the importance of "goods producing" industries and an increase in the status of all types of consumption goods and services. It could also, however, reflect a deficiency in the number of manufacturing employment opportunities located close enough so as to be convenient to Mesa residents.

Table 3 provides an insight into the relationship between the City's labor force and that of the County of which the City is a part. It also depicts over the years, the relationship between the growth in population and the size of the labor force.

TABLE 3

LABOR FORCE - MARICOPA COUNTY

<u>Year</u>	<u>Total Population</u>	<u>Total Employment</u>	<u>% of Pop. Employed</u>	<u>Employment/1000 Population</u>
1960	663,510	235,700	35	355
1970	971,228	350,000	36	360
1980	1,508,030*	624,800	41	414

LABOR FORCE - MESA

1960	33,372	11,154	33	331
1970	62,853	22,977	36	366
1980	152,453*	43,769	29	288

*1980 Census

As will be noted, the percentage of the County's population involved in the labor force has continued to increase over the years to its present level of 41%. This would seem to reflect the national trend of increasing participation by women in the labor force, as well as the increase in the number of two income families in order to meet increasing costs and changes in lifestyles.

In Mesa, however, a different trend has emerged during the last decade. The percentage of the City's population that is employed has declined from 36% in 1970 to 29% in 1980. This is also reflected in Table 4 which shows that the City's share of the County labor force has not kept pace with the City's increasing percentage of the County population. There are a number of fac-

tors, in addition to Mesa's tradition of being a religious and family oriented community, which would appear to explain this decline:

- * 36% of Mesa's female adults are 55 years of age or older, compared to 31% in the County.
- * 36% of the male adults are over 55, compared to 30% in the County.
- * 32% of all households are retired, compared to 25% in the County.
- * 31% of all female adults are employed, compared to 38% in the County.
- * 65% of all male adults are employed, compared to 71% in the County.
- * 10% of all Mesa households are part time residents, compared to 4% in the County.
- * Of these, 82% of the female adults and 91% of the male adults are retired.

TABLE 4

MESA SHARE OF COUNTY POPULATION AND LABOR FORCE

	<u>Population</u>	<u>Labor Force</u>
1960	5.0%	4.7%
1970	6.4%	6.5%
1980	10.1%	7.0%

Mesa Employment: In addition to learning about Mesa residents, where they work and what they do, it is also important to become familiar with employment opportunities located in Mesa. Table 5 provides an insight into where the people live who work in Mesa, as well as the kind of work they do. It should be noted that 45% of the people who work in Mesa, do not live in the City. This would appear to indicate that there are insufficient sources of local employment to serve the needs of Mesa residents.

Considerations for the Future: Most analysts agree that the Phoenix Metropolitan Area is on the forefront of a high technology, research-oriented, industrial revolution. More major electronic plants have recently been built, and are planned, than has ever before been the case in Arizona. This would appear to be further supported by the fact that the current year shows the highest percentage since 1969 of heads of household at the professional/technical/-semi-professional level.

At the present time, there is a bulge in the population within the 15-34 age group which is a product of the baby boom of the 1950's. The aging of this baby boom population will create a demand for homes, appliances, furnishings, work apparel and personal care products, as well as a strong demand for the labor and materials for these products. The increasing number of two career households translates into increased demand for time saving home appliances,

TABLE 5
MESA EMPLOYMENT
(1970 Census)

WHAT THEY DO	WHERE THEY LIVE						
	Mesa	Phoenix	Scottsdale	Tempe	Balance Maricopa Co.	Outside County	Total
Total Employed	11,359 (55.0%)	2,257 (10.9%)	1,244 (6.0%)	2,157 (10.4%)	3,148 (15.2%)	482 (2.3%)	20,647
Professional, technical & kindred	1,728	377	320	573	472	42	3,512 17.0%
Managers & administration, except farm	1,183	248	143	137	199	26	1,936 9.3%
Sales workers	1,420	159	169	262	199	48	2,257 10.9%
Clerical & kindred	1,809	290	228	321	570	75	3,293 15.9%
Craftsmen & kindred	1,402	462	142	230	415	57	2,708 13.1%
Operatives, except transport	1,252	400	136	277	542	117	2,724 13.1%
Transport equipment operatives	194	99	-	45	62	28	428 2.0%
Laborers, except farm	437	72	41	72	191	19	832 4.0%
Farm workers	137	9	-	14	78	15	253 1.2%
Service workers, incl. private household	1,797	141	65	226	420	55	2,704 13.0%
Construction	697	194	88	140	239	23	1,381 6.6%
Manufacturing	1,898	840	478	569	743	169	4,697 22.7%
Trans., comm., public util.	240	113	15	36	80	13	497 2.4%
Wholesale & retail	3,402	513	364	638	790	88	5,795 28.0%
Finance, insurance & real estate	623	96	77	74	146	17	1,033 5.0%
Business & repair services	495	127	7	78	88	7	802 3.8%
Personal services	684	36	31	74	157	25	1,007 4.8%
Professional & related services	2,576	250	123	474	654	31	4,108 19.8%
Public administration	395	44	27	43	74	16	599 2.9%
All other industries	349	44	34	31	177	93	728 3.5%
Armed Forces	6	-	-	6	21	8	41

NOTE: More current data on place of residence - unavailable

women's work apparel and luxury items. It also will usually result in more discretionary income but less time to spend it.

It is projected that over the next 10 years, the County's population will increase to 1,895,500 which would result in a labor force of approximately 767,000. This, in turn, translates into an increase of over 142,000 new jobs. Where these jobs will locate will depend in large part on community attitude and future actions. As the City's population increases as projected, primarily through migration, several assumptions have been made relative to the City's future labor force:

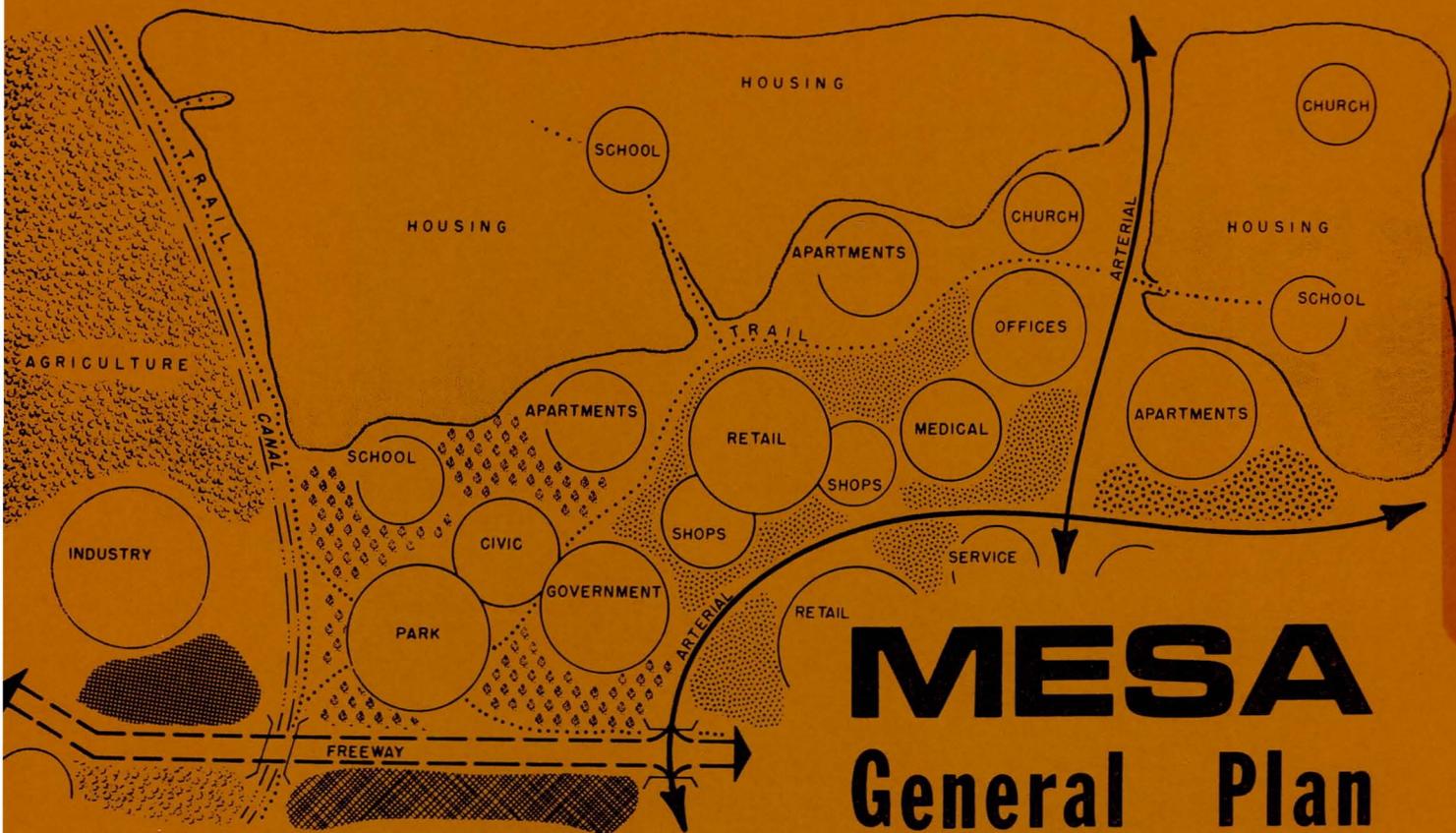
- * The percentage of the City's population that is employed will increase slightly to 30%.
- * By 1990, the City's work force will represent 9.7% of the County's work force.

Based on these assumptions, the City would have a work force of approximately 75,000 people by 1990 which would mean an additional 31,000 jobs. Table 6 further breaks this projected labor force down into industrial categories and provides an insight into the possible number of new jobs in each category. For the purpose of this projection, it is assumed the employment in wholesale and retail activities will level off while increasing in both manufacturing and services.

TABLE 6
PROJECTED LABOR FORCE LIVING IN MESA PLANNING AREA
(1990)

	<u>%</u>	<u>Total Number of Employees</u>	<u>No. New Employees 1980-1990</u>
Manufacturing	16.0	12,000	6,400
Construction	9.0	6,750	3,100
Trans., Comm., & Util.	3.5	2,625	1,175
Wholesale & Retail	28.5	21,375	9,475
Fin., Ins., Real Estate	4.0	3,000	1,300
Services	21.5	16,125	8,025
Government	17.0	12,750	6,475
Agriculture & Others	.5	375	150
	100.0	75,000	36,000

Again, it must be pointed out that this table represents the number of people living in Mesa who work--someplace. It is not safe to assume that economic growth will continue in Mesa simply as an extension of the substantial growth that has occurred in the past. The City will have to be aggressive in its efforts to attract the economic development to locate within the City, otherwise, we will see a continuation of past year's trends, with a large percentage of Mesa residents living in the City but having to work elsewhere.



MESA

General Plan

CHAPTER G :

TOWN CENTER

TOWN CENTER

Introduction:

In every city there is a concern for maintaining the quality of the existing developed areas as newer outlying areas continue to grow. In most communities, the downtown area is often also the oldest part of town. The challenge is to maintain new growth in the downtown area through new development, or redevelopment of the area, so that it remains a vibrant and healthy segment of the city. It's much easier and/or less expensive to maintain a healthy downtown, than it is to attempt to rebuild an area that has fallen prey to decay and neglect, and now is without economic purpose.

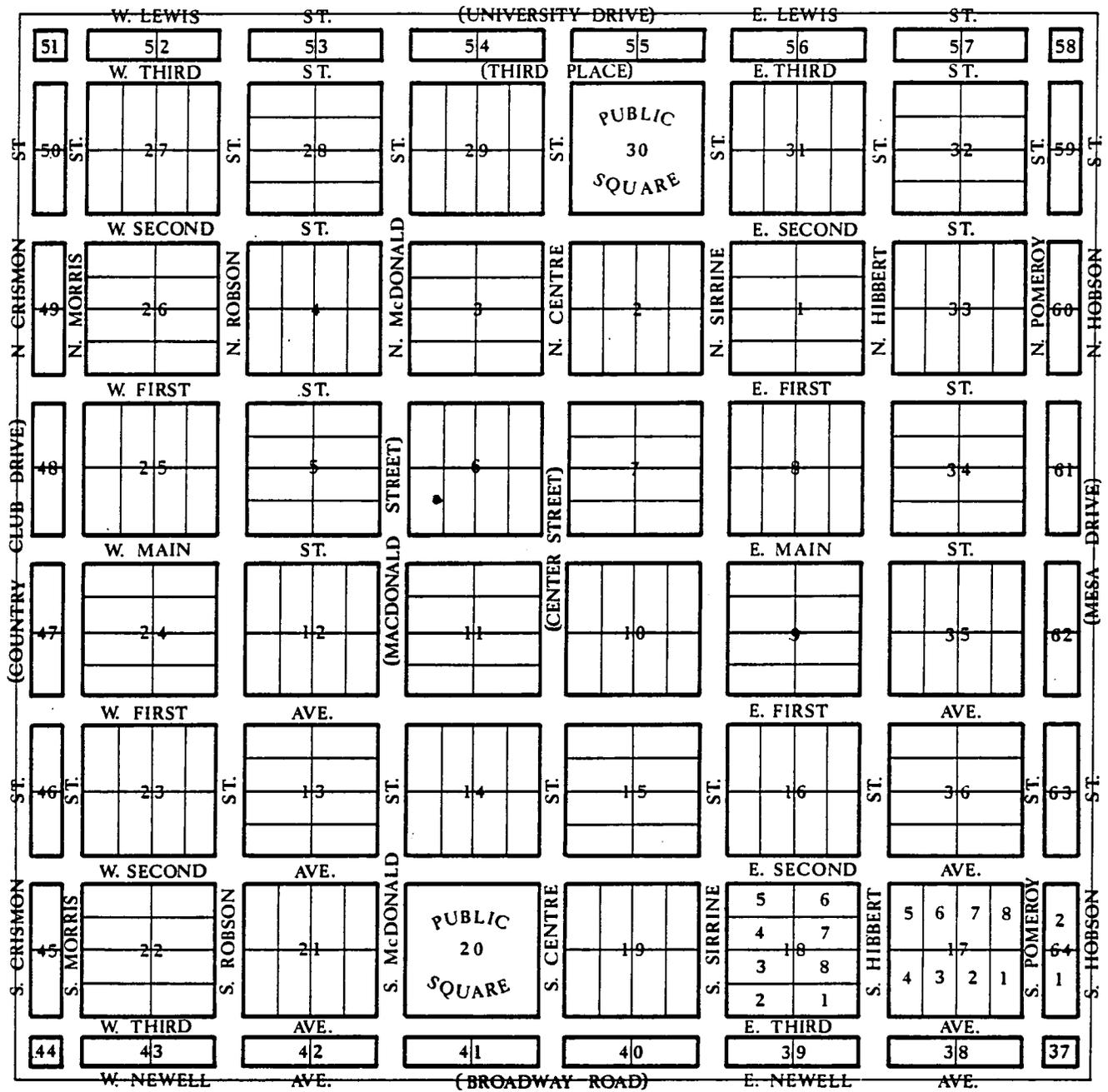
In Mesa, we are fortunate that through planning, cooperation, public interest and good fortune, central Mesa is still a vital, healthy area. We recognize, however, that all neighborhoods need support and protection if they are to remain strong and Mesa's Town Center is no exception. With that thought in mind, this part of our General Plan deals with Mesa's plans to redevelop and improve our Town Center over the next twenty years.

Mesa's Town Center--An Overview: On May 16, 1878, Theodore Sirrine completed platting the one square mile of Arizona desert that was to be the townsite for a new city--Mesa. The site had been selected because of its location on a broad, flat fertile plain which could be irrigated with water from the Salt River which flowed to the north. The new town was designed in the pattern of many other Mormon settlements--with ten acre blocks divided into eight lots, and wide streets. (See Map 1).

Over the years the town grew steadily and the Original Townsite, or the "old square mile" (bounded by University Drive, Broadway, Mesa Drive and Country Club Drive), became the economic, cultural, recreational, religious, and residential heart of the City. In fact, until the 1930's, the "old square mile" was Mesa, as the incorporated area of the city only covered that one square mile. After World War II, Mesa grew rapidly in both population and area, virtually doubling in size every ten years. By 1981, Mesa had grown to over 66 square miles and had a population of over 160,000.

Mesa's Town Center has, in many ways, shared the recent growth of Mesa. In recent years the Town Center, by virtue of its history and central location, has been the site of many new buildings--both public and private--including the First National Bank Building, Centennial Hall, the Mezona Hotel, the central library and numerous smaller developments.

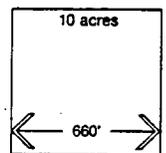
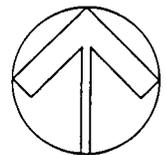
As Mesa has grown, however, many functions and activities that were previously found only in the Town Center began to locate in outlying areas. The Town Center was, and still is, the "heart" of Mesa; but in response to these new developments, the Town Center has also begun to change, particularly in the retail sector.



ORIGINAL TOWN SITE

MAP 1

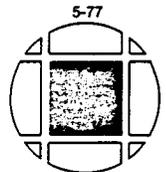
SOURCE: 1906 Survey of Mesa City, Arizona by P.E. Fuller and O.A. Turley.
 Prepared by Mesa Planning Department. Reprinted with permission, from
 "Our Town."

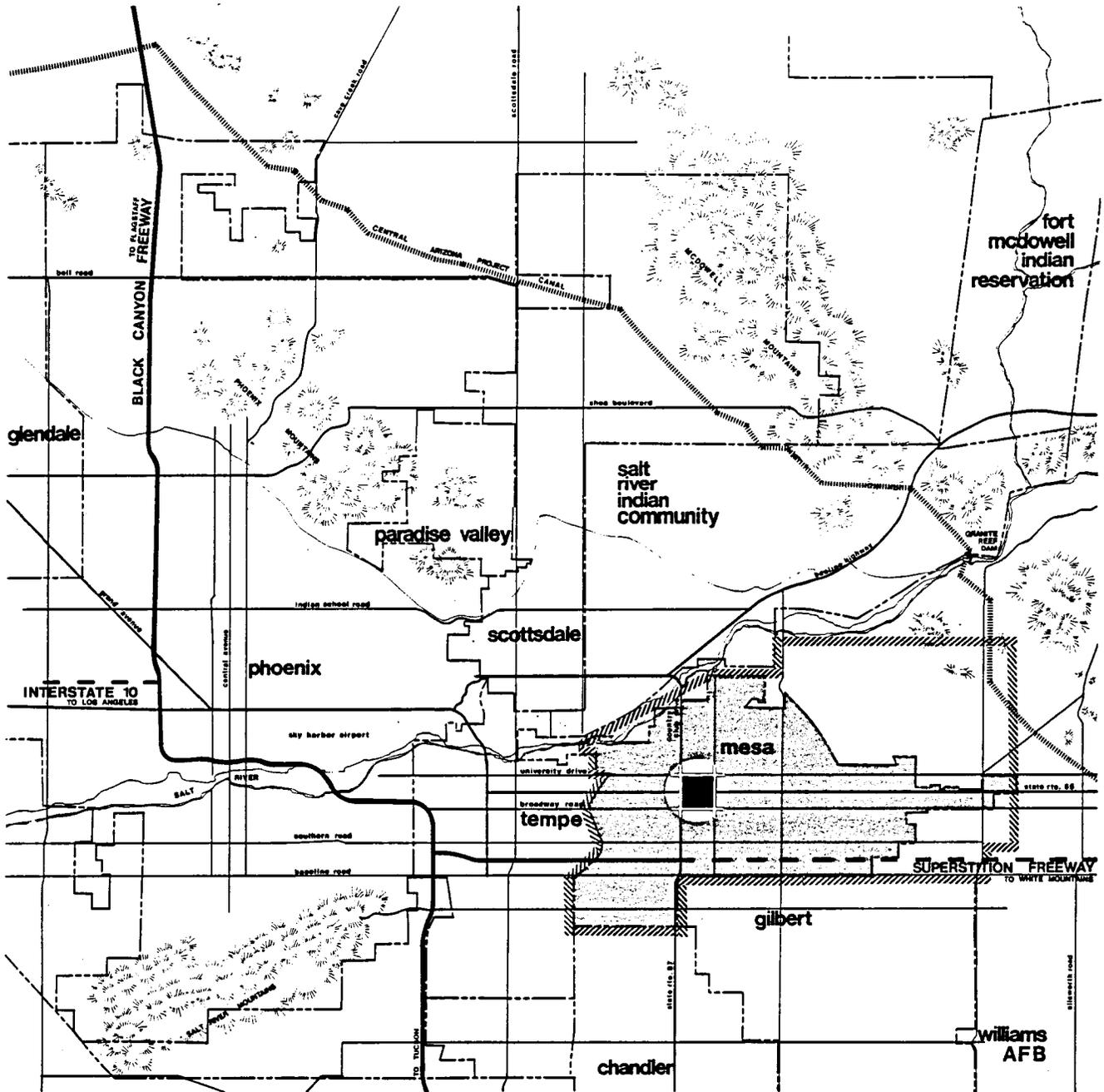


mesa TOWN center

GUIREY SPRINKA ARNOLD & SPRINKLE ARCHITECTS • PLANNERS
 ALBERT D. KEISKER & ASSOCIATES ECONOMIC CONSULTANTS

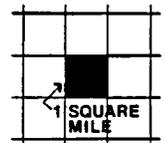
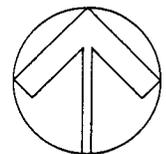
Joint Venture
 Planning Consultants



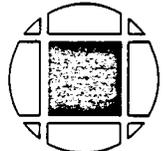


CONTEXT

MAP 2



4-27-78



mesa TOWN center

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Planning Consultants

During the 1970's, as Mesa was looking forward to our second century, it was proposed that a plan be prepared for the Town Center which would help guide its redevelopment from a downtown area serving a small farm town to a Central Business District that would serve a city of 200,000 or more people.

In June 1977, the City of Mesa signed a contract with the firm of Guirey, Srnka, Arnold and Sprinkle, in association with Albert D. Keisker to prepare a plan to guide the development and redevelopment of Mesa's Town Center through the year 2000. During the following year, the consultants, working with the Planning and Zoning Board, the City Council, and a special eleven member Town Center Redevelopment Committee, intensively studied the challenge and the opportunities for continued growth and development in the Town Center.

The result of their work was the preparation of the Mesa Town Center Redevelopment Plan which was adopted by the City Council as an amendment to our General Plan in September 1978.

TOWN CENTER GOALS

One of the first tasks of the consultant and the Town Center Redevelopment Committee was to discuss and develop a set of goals and policies to help crystallize their thinking about the Town Center and what actions they felt would be needed in the future. The final goals and policies adopted as part of the Town Center Plan are as follows:

1. Physical Character Goal: Promote physical design reflecting the functional, social and aesthetic needs of the Mesa community, thereby contributing a special Town Center identity which will grow stronger over time and provide a man-made environment best suited to a high quality of life.
 - * Establish an identity for the area which is integrated with the existing quality and character of Mesa.
 - * Encourage unique functional districts which blend in with the overall community design, recognizing that each district has special problems, desires and opportunities.
 - * Promote efficient space utilization and physical linkages in order to insure the most efficient functioning of land uses.

Policy: The City shall institute a Design Review process to insure that all development within the Town Center is consistent with the adopted Goals and Objectives.

2. Land Use Goal: Improve the general welfare of the residents and merchants of the Town Center through the orderly placement of a range of land uses appropriate to the needs of the community.
 - * Protect and strengthen those existing, stable land uses.

- * Provide for optimum land use relationships.

- * Provide for a range of services and employment opportunities responsive to the potential market demands and compatible with existing Town Center land uses.

Policy: The City will rezone land within the Town Center only if its intended use is consistent with the intent of the adopted Plan. In order to accomplish the intent of the Plan, it may also be necessary to rezone land whose current zoning is inconsistent with the Plan.

3. Circulation Goal: Establish a comprehensive, balanced circulation system to adequately serve the present and future needs of the Town Center and its surroundings.

- * Provide for a high level of efficiency in the movement of people and goods in the Town Center, the City and the Region.

- * Maximize accessibility to major activity centers.

- * Provide for traffic to pass through the area with minimal disruption of the Town Center's interior.

- * Provide for internal circulation compatible with the existing street system and to strengthen the physical character of the area.

- * Provide the opportunity for a future transit system, if appropriate.

- * Provide for safe and comfortable pedestrian and bicycle linkages.

Policy: New development proposals shall be evaluated to insure their compatibility with these Goals and Objectives.

4. Public Services and Facilities Goal: Provide for the inclusion of public services and facilities which are complete, economical and orderly.

- * Insure that existing public services facilities and distribution networks are capable of supporting future needs.

- * Insure that the costs of facilities and services are minimized for the users through careful phasing of the various development components of the plan.

Policy: A detailed analysis of the need for public services and facilities to serve the planned land use pattern shall be prepared for inclusion in the City's Capital Improvement Program. Wherever possible or applicable the cost of new facilities shall be borne by those directly benefiting from them through the use of Improvement Districts and similar techniques.

5. Housing Goal: Make provisions for quality dwelling units for those citizens who reside in the Town Center.

- * Recognize and protect existing stable residential areas.
- * Provide for additional areas of multi-family housing in a manner that preserves or enhances the existing character of the area.
- * Maintain Mesa's high standards for housing quality while encouraging planning and building techniques and processes that reduce housing costs.

Policy: The construction of new, higher density residential units shall take place on sites of sufficient size to provide adequate services and amenities to those units. Apartment development on sites of less than three acres should not be encouraged.

6. Economic Goal: Allow a wide variety of economic activities which serve the needs of present and future residents of the region and enhance the economic viability of Mesa.

- * Allow for services and employment opportunities consistent with the level of market opportunity.
- * Select locations for new economic activities that respect the character of existing and planned land uses.
- * Insure a balance of economic activities that will provide sufficient city revenues to finance required city services.

Policy: The role of the Planning Department should be expanded to include Community Development with a full time Economic Development Coordinator assigned to carry out the Town Center Redevelopment Plan and other economic development goals of the City.

7. Socio-Cultural Goal: Encourage the growth of social and cultural vitality consistent with the present and future Mesa residents.

- * Establish an identity for the area which is integrated with the image of Mesa and expresses the cultural heritage of the southwest and community.
- * Provide for social services, community activities, cultural and educational opportunities to accommodate the needs of present and future residents. Encourage the development of district identities to strengthen visitors' and residents' sense of belonging and increase opportunities for community participation.

Policy: Continue implementation of the Civic Center Master Plan. Develop a program of historic preservation where appropriate.

LAND USE

Another early part of the Town Center plan was an analysis of the existing LAND USE within the Town Center area. This analysis covered not only how land in the Town Center was being used, but also how well the land was utilized, and what implications our current land use held for the future. On the question how land was used, the Town Center plan concluded the following:

- * 228+ acres, 35.6% of the study area, is in street and alley right-of-way. This is a large amount of land which is presently underutilized.
- * 42+ acres, 6.6% of the study area, is vacant--a large quantity of undeveloped land for a Town Center.
- * 114.9 acres, 17.9% of the study area, is in commercial use. This is a small amount for a Town Center especially with its lack of intensity.
- * 35.8 acres, 31% of the commercial land, is in auto related uses--a high percentage of the total commercial land.
- * 18 acres, 2.8% of the study area, is in warehousing and industrial uses. This is not only a small amount considering the existing Southern Pacific Railroad line, but much of it is underutilized.
- * 86.1 acres, 61% of the residential land, is in single family dwelling units--a high percentage of low density dwellings for a Town Center.
- * 43 acres, 30.6% of the residential land, is in a pattern of 2-6 detached dwelling units per parcel, representing a trend toward intensification.
- * 31.8 acres, 42% of the institutional land is in governmental uses. A large portion of this land is the Civic Center.

Beyond the actual statistics of how the land in the Town Center was currently being used, the consultant also made the following observations:

- * Land ownership and the land use pattern in the Town Center is extremely fragmented making land assembly and land use compatibility more difficult.
- * The Town Center does not have readily distinguishable environmental features which identify it in an attractive friendly way to visitors and shoppers.
- * The Town Center is dominated by the automobile with few attractive pedestrian amenities.
- * The Town Center contains a number of structures and land uses which are outmoded, underutilized or in poor physical condition which need to be replaced.
- * Approximately 65% of the single family housing stock in the Town Center has serious structural, electrical or plumbing deficiencies which may render the unit "substandard".

- * The Mesa Town Center at present contains over 1,270,000 square feet of space devoted to retail, office, financial and other commercial-service operations.
- * Of this total, over 788,400 square feet of space (about 62% of the entire supply) are committed to retailing outlets of various types and categories.
- * It is of particular significance that this retail inventory total (788,400+ square feet) represents a larger mass of space than found in many regional shopping centers throughout Metropolitan Phoenix. For example, at present Tri-City Mall in Mesa contains only 564,500+ square feet; the Los Arcos Mall in Scottsdale contains only about 643,000 square feet; Scottsdale Fashion Square totals only 333,500 square feet; and Thomas Mall in Phoenix is only about 687,000 square feet.

In short, all are smaller in retailing space mass than the Mesa Town Center.

- * The composite vacancy factor in the retailing portion of the inventory was only 2.1% in the Mesa Town Center at time of survey.
- * The current inventory of office space in Mesa's Town Center is in excess of 408,000 square feet. This represents about 32.1% of the total inventory.

MARKET STUDY

The current economic position of the Town Center, in relation to the city as a whole, was also examined as part of the Town Center plan. By analysis of sales tax and population figures, it was determined that in 1977 there was \$289,442,000 spent in Mesa for retail shopper goods. Of that total, \$161,284,000 (or 55.7%) was spent in Mesa--with \$18,081,000 (or 11.2% of the total) being spent in the Town Center. For comparison, in 1963, sales in the Town Center accounted for approximately 44% of all retail sales in Mesa. Other significant economic conclusions reached by the Town Center Plan include:

- * The total estimated full cash value of all properties within the Town Center was \$52,368,924 in 1977. This figure represents over 5% of the full cash value of the city while the Town Center covers only about 2% of the area of the city. This total estimate does not include the value of the public buildings and utility systems located in the Town Center since they were not included on the tax rolls.
- * In 1975, over 5,900 jobs were generated in the Town Center.
- * Given the projected growth of the Mesa economy, the Town Center is in a good geographic position to capture a reasonable share of new development--which it needs to maintain a healthy retail and employment base.
- * In the future, there will be a need for significantly more office space in Mesa--much of which should be located in the Town Center.

- * Of all the apartments in Mesa, about 730 (or 6.5%) are located in the Town Center. Given strong current market conditions and high occupancy rates, an additional 300 units per year could probably be developed in the Town Center area.
- * The Town Center is a significant revenue source for the City of Mesa. In 1977, 54% of the City's revenues came from utility sales--with 20% of the utility revenues generated within the Town Center. In total, the Town Center generated 14.9% of Mesa's revenue from all sources--while occupying only 2% of the total land area.

THE TOWN CENTER REDEVELOPMENT PLAN

After all the background material had been collected and reviewed. Four possible Town Center plans were prepared and discussed. The four alternatives were increasingly different--ranging from alternative A which involved primarily a "cleanup, fixup program" to alternative D which involved rerouting Main Street and creation of a large pedestrian mall.

Map 3, shows the Town Center Plan, and illustrates the generalized pattern of land uses planned for the Mesa Town Center by the turn of the century. Transition from the existing pattern to that shown on the Plan will occur gradually over the next 22 years. It is envisioned that initial redevelopment actions, such as the construction of apartments, would take place on vacant or readily available properties. These developments would be expanded over time as the market warrants and parcels of sufficient size can be assembled. The plan does NOT necessitate massive acquisition and clearance of private property.

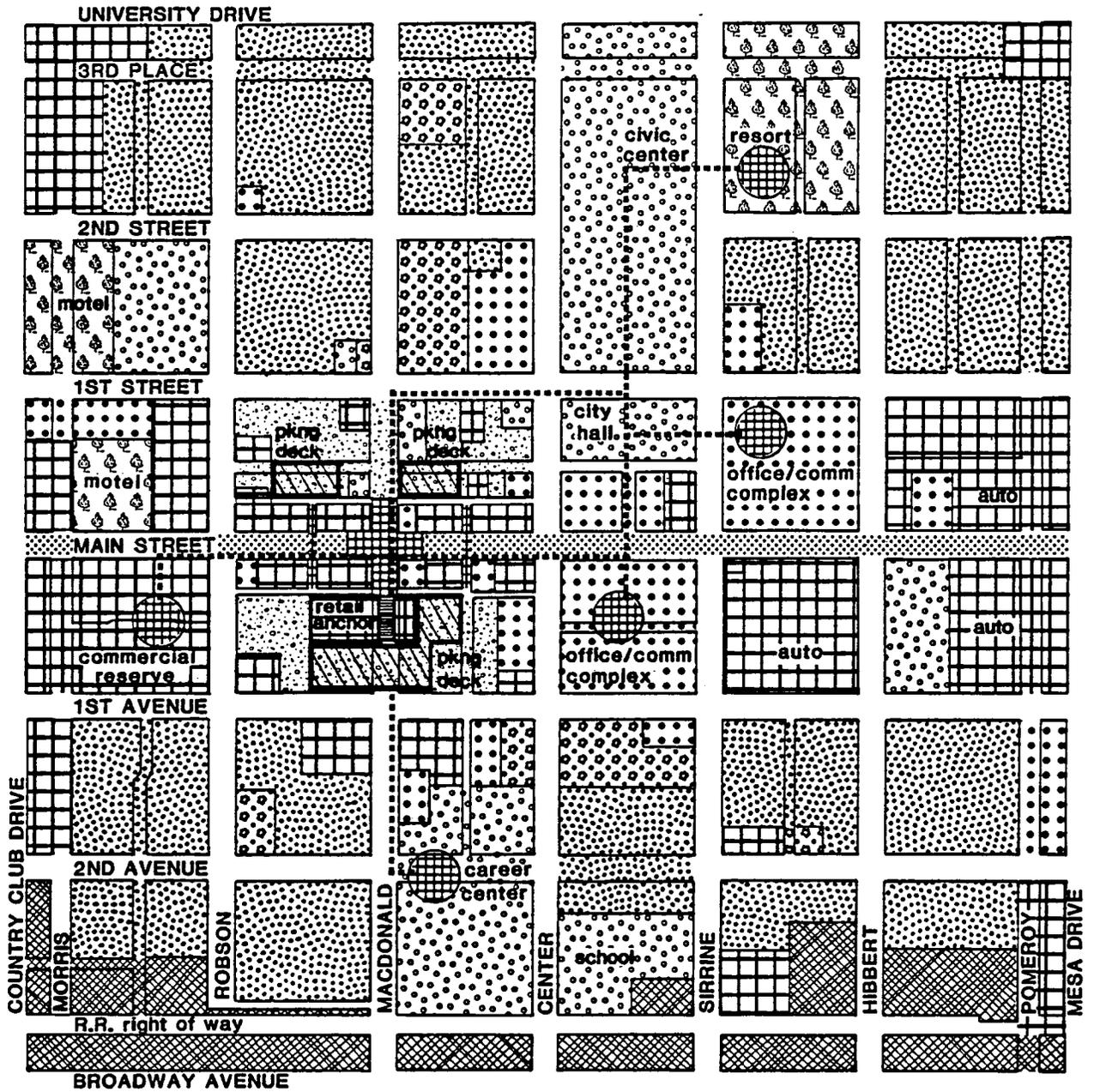
The purpose of the Town Center Redevelopment Plan is to establish a framework and a methodology for accomplishing the following:

- * Survival of the Town Center as a viable economic unit.
- * Reversal of present trends.
- * Protection of current investments.
- * Maximizing development/investment opportunities.

The most logical approach to achieve these aims is the phased redevelopment of the area to create a greatly intensified, multi-functional Town Center, bringing together the greatest number of uses in a compatible development pattern. The major components of a multi-functional Town Center should be:

- * A strong retail core.
- * A wide range of supporting uses surrounding that core.
- * A cohesive civic/cultural complex.

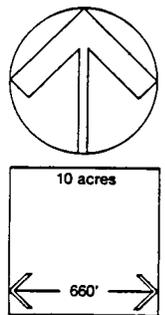
The Plan identifies a number of development opportunities and indicates locations which will produce the most functional relationships. Proper relationships of uses are important to achieve the maximum benefit from any redevelopment program. Implementation of this Plan can produce the strong Town Center that Mesa will require to carry it into its second century.



PLANNED LAND USE

MAP 3

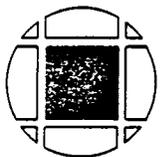
- | | | | |
|--|-------------------------|--|------------------|
| | Apartments/Condominiums | | Motel/Resort |
| | Retail/Commercial | | Religious |
| | Office/Financial | | Parking |
| | Public/Government | | Light Industrial |



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Two basic principals were established by the consultants and adopted by the Town Center Citizens Committee to guide the preparation of the Mesa Town Center Plan. These are:

* To intensify, consolidate and coordinate the major functional elements of the Town Center.

.By doing so it will be possible to create a greater impact and draw than if the same uses were scattered throughout the area in an uncoordinated fashion. This, very simply, is the principle that makes a shopping center a successful merchandising unit. Such intensification and consolidation are also necessary for the Town Center to become the heart that every community needs to retain its identity.

* To create linkage between these major functional elements so that each reinforces the other.

The underlying strategy behind the Town Center Plan is to identify opportunities and resources available or necessary to undertake the program; and to establish a "game plan" by which the community can create the conditions necessary for the redevelopment of the Town Center. The community must respond to these opportunities as they evolve and be willing to take the necessary actions within the context of the plan. Examples of these opportunities include:

- * Large municipal land holdings--i.e., the Civic Center, parking lots and other properties.
- * Wide streets and alleyways that could be made available for other public uses and beautification and create an easy circulation pattern.
- * Large land holdings in the school sites.
- * Vacant land and low intensity of current development in many areas that would induce redevelopment for more intense uses.
- * A good potential to strengthen, expand, relocate and consolidate many existing uses within the Town Center.
- * Creation of linkages to Pioneer Park and the LDS (Mormon) Temple to strengthen the surrounding land uses.
- * Good freeway access to the Town Center via Country Club and Mesa Drive.
- * Job opportunities created by industrial developments related to the railroad in the southern portion of the Town Center.
- * A strong apartment market.
- * A strong winter visitor market which could support a specialized resort.
- * Moderate transient housing (motel) market.
- * Limited garden office market.

Given these opportunities and the strategy behind the plan, actions proposed by the Town Center Plan include:

- * Residential: Make the transition from low density single family to higher density multiple family uses. Build new apartment projects on sites of three acres minimum in order to provide the amenities and living environment necessary to compete in today's market. This will require the assembly of numerous smaller parcels.

- * Retail: Intensify the commercial core; consolidate and expand parking in the core. This will require land assembly and some clearance, which can be partially funded by improvement districts. Consolidate other commercial areas outside the core; this will also require land assembly.
- * Auto: Retain and expand the auto agencies at the east end of Main Street. Develop an additional dealership at the southwest corner of Main Street and Mesa Drive.
- * Office: Develop two office complexes on the blocks at the northeast and southwest corners of Main Street and Sirrine. These two blocks should be developed as planned complexes of buildings surrounding a center court yard with sufficient parking along the periphery. This will require assembly of numerous small parcels of land.
- * Hotel-Motel: Develop a specialized resort adjacent to the Civic Center at University Drive and Sirrine; develop a motel along the east side of Country Club between 1st Street and 2nd Street. This will again require land assembly.
- * Industrial: Redevelop and rehabilitate the existing industrial uses along the railroad tracts and Broadway. This area should be cleaned up and beautified as well as in-filled at vacant or underutilized parcels.
- * Educational: Develop the proposed Career Center at the Mesa Central High School site. The site must be expanded through land acquisition and the closing of 2nd Avenue to make adequate land available.
- * Institutional: Retain and consolidate the sites for churches and other quasi-public uses. Expand the Tri-City Community Center by exchanging school land south of the existing Tri-City building.
- * Government: Continue development of the Civic Center. Encourage other governmental jurisdictions (Federal, state and county) to build new facilities adjacent to the Civic Center to create a government complex.
- * Linkages: Create linkages by developing pedestrian and visual access to tie the various functional elements together so that each reinforces the other.
- * Amenities: Develop a unified design theme for street lights, street frontage landscaping, street furniture, pedestrian rest areas, graphics, etc. Include phased construction of these amenities in the city's capital improvement program, improvement districts and private development plans.

IMPLEMENTATION

Successful implementation of the Town Center Redevelopment plan requires an ongoing public/private partnership. Private investment capital is a fundamental resource to accomplish the needed redevelopment--with public support and cooperation being essential to encourage private redevelopment. In order to

successfully undertake many of the programs described in the Town Center Plan, the coordinated efforts of five groups will be needed:

- * Individual lessees/merchants
- * Individual property owners/merchants
- * Owners/merchants acting as a group
- * Developers
- * City of Mesa

There is a wide variety of actions and tools (both legal and financial) available to start and continue successful implementation of the Town Center Redevelopment program. The Implementation Matrix shown on Table I shows many of these actions and how various efforts can be coordinated to achieve better results. In total, the Town Center Plan recommended a number of steps as being necessary, if we are to be successful in revitalizing the Town Center. These included:

- Individual Property Owners:
- * Upgrade existing buildings.
 - * Beautify and landscape property
 - * Expand existing uses/buildings.
 - * Build new buildings.
- Property Owners as a Group:
- * Encourage individual actions based on plan.
 - * Sponsor cleanup, paint up campaign.
 - * Sponsor landscaping program.
 - * Form Improvement Districts.
 - a. Landscaping and beautification.
 - b. Parking.
 - * Conduct unified advertising campaign.
- Developers:
- * Upgrade and expand existing buildings.
 - * Acquire and consolidate land.
 - * Clear and prepare sites for redevelopment.
 - * Construct new buildings for sale or lease.
- City of Mesa:
- * Develop and coordinate implementation policies.
 - * Encourage private implementation actions.
 - * Revise zoning ordinance and enforce provisions.
 - a. Control quantity of commercial zoning in balance of city.
 - b. Establish density incentives.
 - c. Establish Design Review process.
 - * Provide utilities and public facilities.
 - * Undertake code enforcement program.
 - * Employ Economic Development Coordinator.
 - * Continue use of Block Grant funds.
 - * Form Improvement Districts.
 - * Issue bonds for public improvements.
 - * Adopt Redevelopment Plan.
 - * Designate Redevelopment Area.
 - * Form Redevelopment Authority.
 - * Acquire, consolidate and clear land for resale and private redevelopment.

actions

	participants					legal tools							financial tools											
	MERCHANTS/LESSEES	INDIVIDUAL PROPERTY OWNERS/MERCHANTS	OWNERS/MERCHANTS ACTING IN A GROUP	DEVELOPERS	CITY OF MESA	PRIVATE PURCHASE CONTRACTS	DEED RESTRICTIONS	VACATE STREETS	LAND USE CONTROLS, ETC. ZONING ORDINANCE	BUILDING & SAFETY CODES	CITY RESOLUTIONS	IMPROVEMENT DISTRICTS	EMINENT DOMAIN	CONVENTIONAL FINANCING	CAPITAL IMPROVEMENT PROGRAM	IMPROVEMENT DISTRICT BONDS	REVENUE BONDS	GENERAL OBLIGATION BONDS	DEVELOPMENT AUTHORITY BONDS	HOUSING AUTHORITY BONDS	MUNICIPAL PROPERTY CORP	HUD/FHA FINANCING	FEDERAL FUNDS (REVENUE SHARING & BLOCK GRANTS)	TAX INCREMENT BONDS
UPGRADE EXISTING BUILDINGS	●	●	○	●	○	○	○	○	○	○	○	○	○	●	●	○	○	○	○	○	○	○	○	○
BEAUTIFY AND LANDSCAPE PROPERTY	●	●	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
EXPAND EXISTING USES/BUILDINGS	○	●	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
BUILD NEW BUILDINGS	○	●	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
ENCOURAGE INDIVIDUAL ACTIONS BASED ON PLAN	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
SPONSOR CLEAN UP FIX UP CAMPAIGN	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
SPONSOR LANDSCAPE PROGRAM	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
DEVELOP ADDITIONAL PARKING	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CONDUCT UNIFIED ADVERTISING	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
ACQUIRE AND CONSOLIDATE LAND	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CLEAR AND PREPARE SITES FOR REDEVELOPMENT	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CONSTRUCT NEW BUILDINGS FOR LEASE OR SALE	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
DEVELOP AND COORDINATE IMPLEMENTATION POLICIES	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CONTROL OUTLYING COMMERCIAL ZONING	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
ESTABLISH DENSITY INCENTIVES	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
ESTABLISH DESIGN REVIEW PROCESS	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
PROVIDE UTILITIES AND PUBLIC FACILITIES	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CONTINUE CODE ENFORCEMENT PROGRAM	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
EMPLOY ECONOMIC DEVELOPMENT COORDINATOR	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CONTINUE USE OF BLOCK GRANT FUNDS	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
FORM IMPROVEMENT DISTRICTS	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
ISSUE BONDS FOR PUBLIC IMPROVEMENTS	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
ADOPT REDEVELOPMENT PLAN	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
DESIGNATE REDEVELOPMENT AREA	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
FORM REDEVELOPMENT AUTHORITY	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

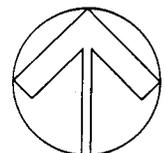
IMPLEMENTATION MATRIX

TABLE 1

- Primary source
- Secondary source
- Reserved for public actions

This matrix illustrates the primary and secondary responsibilities of each of the participants in carrying out the actions required to implement the Plan.

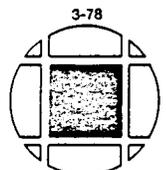
The two columns on the right indicate which of the tools can serve as the primary or secondary source of authority or funding for implementation of the required actions. Certain of the tools are "reserved for public action"; i.e. they can be used only by the city to implement public actions.

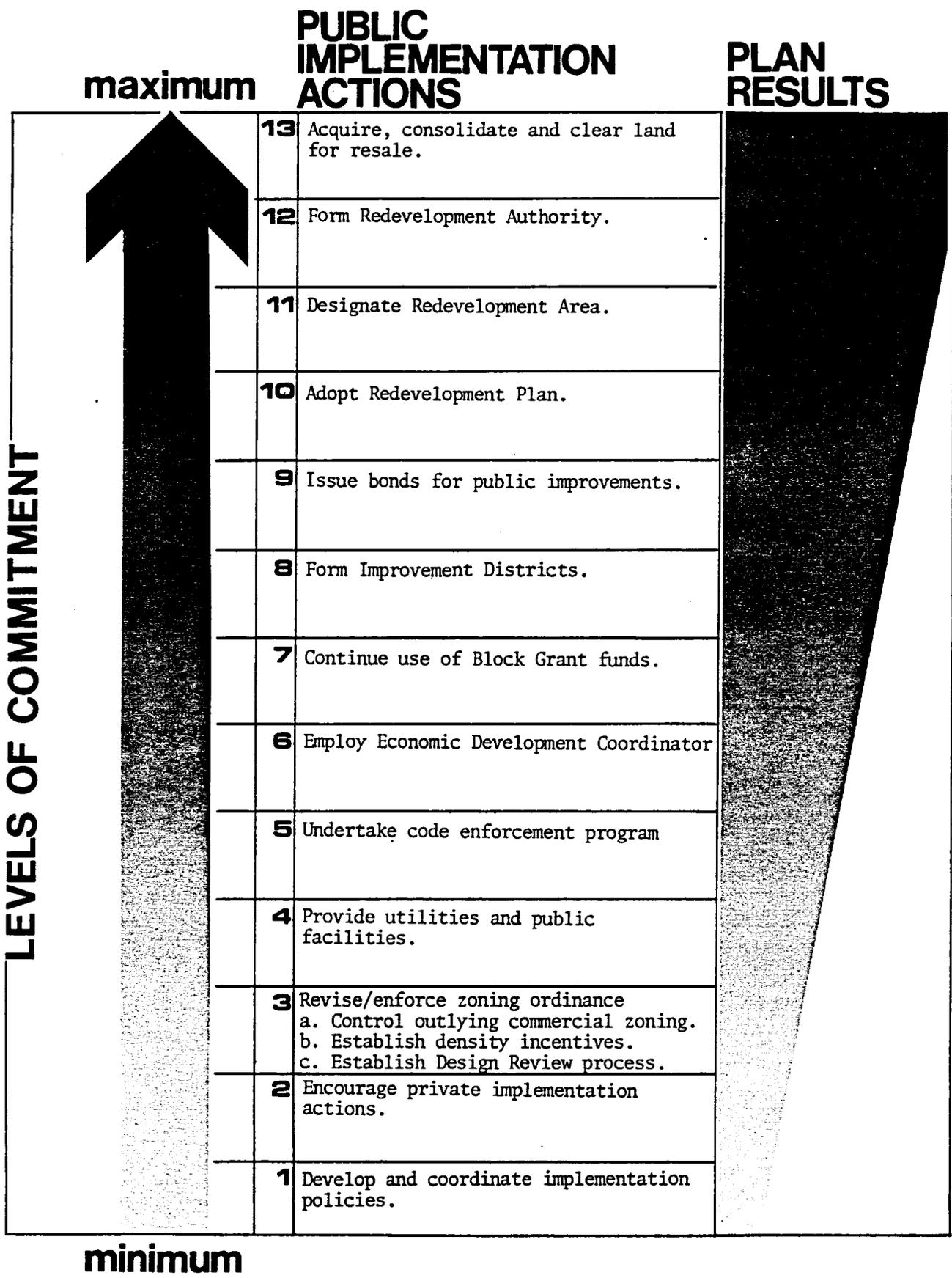


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COMMITMENT GRAPH

TABLE 2

The obvious key to the success of the Town Center Redevelopment Plan is public commitment to the program. The City, through its actions, has the ability to accelerate or decelerate the rate of private--as well as public--redevelopment actions. Table 2 shows how public commitment is related to redevelopment results. The big question that the graph does not address, however, is--when commitment goes up, will public support for the program falter? In order to be successful, a high level of continued public interest and support is essential to the program. It is now time to choose between commitment and success--or disinterest and deterioration.

Table 3 shows a proposed timetable for systematic implementation of the Town Center Plan.

TABLE 3

IMPLEMENTATION TIMING

Immediate (1978-1980)

- A. Initial quality apartment project.
- B. Coordinated off-street parking in retail core.
- C. Coordinated rear area and parking lot beautification in retail core.
- D. Coordinated advertising-promotion. Public relations program for core.
- E. Mesa School District Career Center Campus.
- F. One senior citizens' housing project.
- G. Continued expansion of Civic Center.

Mid-term (1980-1985)

- H. Attraction of major retail unit to Town Center.
- I. Additions to office inventory.
- J. Expansion and additions to automotive dealership functions.
- K. Continuation of apartment project construction.
- L. Encouragement of office construction.
- M. Continued expansion of Civic Center.
- N. Encouragement of motel-resort project.
- O. Limited additional senior citizens housing.

Long-term (1985-2000)

- P. Continued additions to office inventory.
- Q. Continued additions to apartment inventory, gradually completing transitional pattern in Town Center's housing stock.
- R. Final additions to motel-resort inventory.
- S. Retail growth response to new major anchor (assuming anchor is captured by Town Center zone).
- T. Implementation of additional mall beautification improvements as ultimately endorsed by community.

TOWN CENTER PLAN-UPDATE

Since the Town Center Plan was completed and adopted in 1978, several changes both positive and negative have taken place in the area. The Town Center Plan suggested that City Hall take a series of steps to officially begin the redevelopment process:

* Adopt the Plan as a formal statement of its acceptance as a goal and guideline for Town Center revitalization

* Support the Plan through:

.Political leadership.

.Financial commitment in selected public improvements designed to encourage and support known (or identifiable) private improvement/development actions.

.Technical assistance to move forward both public and private improvement/development actions.

.Operational (managerial) assistance.

To date, most of these steps have been done. After the Plan was officially adopted, it has been used to establish City policy and as a touchstone of public support for the redevelopment process. Since 1978, City Hall has been active in its pursuit of and support for additional private--as well as public--development in the Town Center. To date, the following City projects have been completed in the Town Center:

1. Construction of a new 16,000 square foot Senior Center at the Community Center.
2. Construction of the new 100,000 sq. ft. Main library at the Community Center
3. Construction of Community Center Esplanade (fountains at the Community Center were donated by private groups).
4. Land assembly for future redevelopment east of the Community Center and City Hall.
5. Expansion of Mesa Museum.
6. Land assembly at Second Avenue and Macdonald by the City for trade to Mesa Public Schools. This property will be used for expansion of Mesa Central Vocational Training Center.
7. Purchase of the 4.5 acre old Franklin School site for future private redevelopment.
8. Repaving the short streets in Temple Court.
9. Relocation of the Electric Department to a new facility on Mesa Drive.
10. Developed new parking lot for the Centennial Center.
11. Demolition of nine derelict structures.
12. Rehabilitation of eight older homes.
13. Installation of 236 ramps for the handicapped.
14. Continued upgrading of the Municipal electrical system serving the area.

In addition to physical changes, the City established the five member Town Center Redevelopment Board in 1980 to oversee all redevelopment activities in the Town Center. The Board was restructured in 1981 to become the City of Mesa Redevelopment Commission; and in June 1981 a Town Center Redevelopment Coordinator was added to the City staff to assist in this effort.

There have also been a variety of significant new private developments in the Town Center in the past three years, including:

New Buildings:

- A. Valley Bank drive-in teller facility
- B. Old West Realty offices
- C. Lowe Red Carpet Realty offices
- D. Riggs and Wright law offices
- E. Nelson, Weatherly, Lambson and Olivis accounting offices
- F. Sunnybrook apartments - 46 unit addition
- G. Eight unit apartment project
- H. 12 million dollar expansion of the Mesa Tribune Publishing Company
- I. Speedy-lube auto repair

Remodeling and Expansion

1. Western Savings and Loan
2. Dickson's Jewelers
3. Alpha Graphics
4. Executive Plaza
5. Velda Rose Chiropractic Center
6. Mesa Moose Lodge
7. Serego Photographics
8. Valley Health and Racquet Club
9. The Pierce Company

Proposed and other

- I. Storr Broadcasting Regional Offices (12,000 sq.ft.)
- II. Resurfacing of downtown parking lots by the Mesa Downtown Business Association
- III. Restoration of the historic "Johnson house"
- IV. Expansion of the Arizona Bank

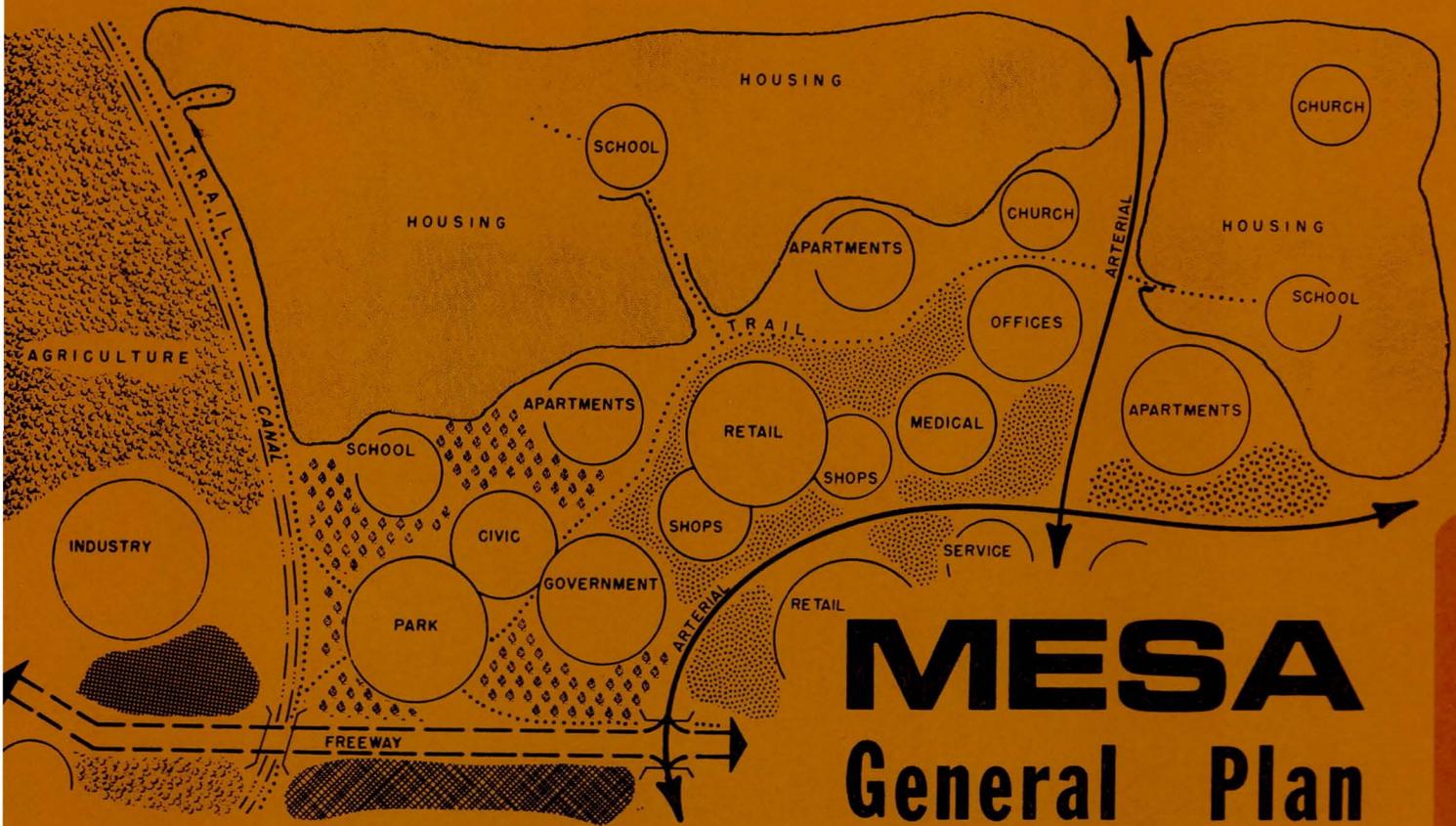
In addition to these specific projects and activities, there are also more general actions which reflect current trends in the Town Center, including:

- * There is still a relatively low (but growing) vacancy rate.
- * Several new businesses have recently been established in the area.
- * Most buildings are well maintained, while others are in need of repair.
- * There appears to be a developing trend to rehabilitate many of the older homes in the area.

- * The City of Mesa continues to provide a high level of public services in the area.
- * There is continued interest in constructing new private developments in the Town Center.
- * There is continued public support for the Town Center Redevelopment Program.
- * Several properties have recently changed hands in the Town Center.
- * The retailing component of the Town Center continues to experience difficulties with several businesses--led by Basha's Market, Lesueur's Men's Store, and Stapley's, closing their doors in recent months.

In total, the Town Center is still healthy but ailing in some respects. The reasons for the problem are many, but most have to do with the age of the area--as well as shifting population growth and consumer preferences. The problems of the Town Center can be corrected--if we care to. It will take public concern, money, and the coordinated efforts of all involved.

The Town Center Plan provides a feasible and functional approach to revitalize the Town Center. What the Town Center Plan cannot describe or analyze, however, is our desire to invest the time, energy and resources necessary to do the job. That part of the process is up to us.



MESA

General Plan

UTILITIES

CHAPTER H :

UTILITIES

UTILITIES

Introduction:

An understanding of the importance and function of the City's utility systems is necessary in order to prepare for future growth requirements. Depending on how these systems are expanded and improved, development in different areas can be encouraged, controlled or even restricted, thereby making the City's utility system a very effective growth management tool. This is particularly true in a number of areas outside the City limits and within the City's sphere of influence where the City does not have the more traditional controls of zoning, subdivision review and building regulation.

The City has already made a substantial investment over the years in the various utility systems which in turn generate considerable revenue for the City. Care must be taken in future years to ensure that growth activity does not outpace the City's ability to afford the services required by this growth.

Goals and Objectives:

1. Mesa should view it's utility systems as tools to manage, guide and coordinate the orderly development of the Planning Area.
2. Mesa should use it's utility systems as a tool to promote redevelopment within the Electric Service Area and the Town Center by making these areas attractive to new development and redevelopment activities. One step in this process would be to encourage more efficient use of our existing services by temporarily deferring future expansion of service to outlying areas.
3. Mesa should continue to make every effort to upgrade, modernize and make it's utility systems more cost-efficient as they are a major source of revenue for the City.

Storm Sewer System:

The most important factor that affects Mesa's storm sewer system, both existing and planned, is the overall topography of the land. Less than 10% of Mesa's planning area slopes toward the Salt River with the remainder falling to the south and west towards the Gila River.

In past years, the City had a limited storm drainage system that could generally handle the requirements of the developed areas. Periodic flooding would occur after heavy rainfall in several of the major streets in Mesa and along the high side of the canal system as they crisscross the City. As more and more agricultural land was transformed into urbanized development, it became apparent that an expanded storm drainage system was warranted.

A significant step toward controlling storm runoff was made in August of 1972 when the City revised its subdivision ordinance with a new provision requiring developers to provide for on-site storm water retention. As a result, virtually every residential and commercial development built in Mesa over the last seven years is capable of handling its own on-site runoff.

A second major step was taken in 1973 when the City hired the engineering firm of Yost and Gardner to evaluate requirements and make recommendations for a storm drainage program adequate to serve Mesa and its environs through the year 1990. Using their study as a guide, the City has attempted to implement their recommendations by constructing the projects identified as essential to a comprehensive flood control program. Figure 1 shows the Storm Drainage Plan that the City has been following.

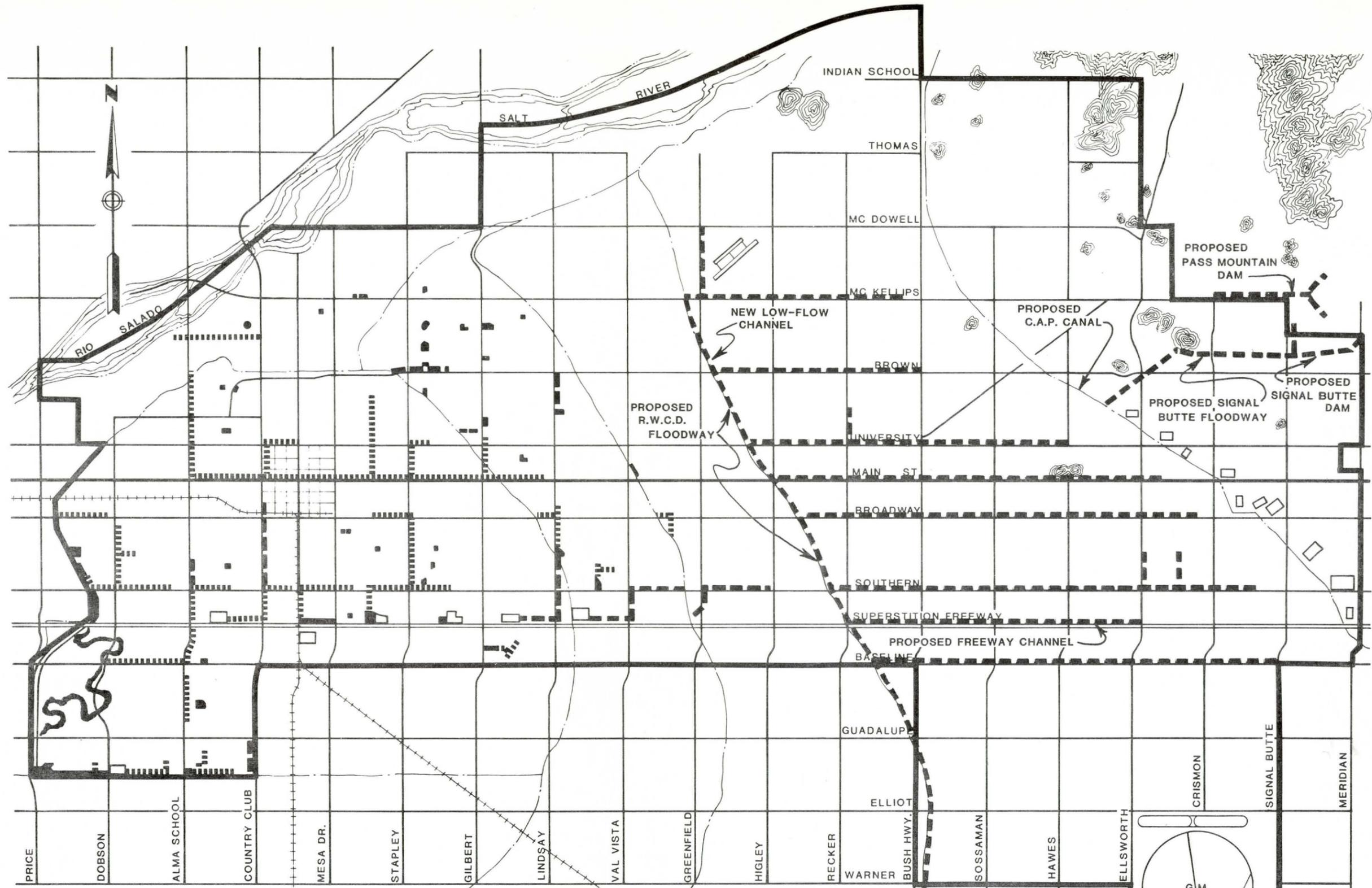
A number of recent, major projects that have been undertaken are related to improvements necessitated by the Superstition Freeway. Because the natural grade of the land in the Mesa area slopes to the southwest, it became apparent that the proposed Superstition Freeway would become an unnatural diversion to established drainage patterns. As a result, the 1973 study determined the need for a series of interconnected retention basins along the north side of the freeway. Figure 1 depicts the City's Storm Drainage System. Subsequently, the City entered into an agreement with the Arizona Department of Transportation to build the recommended drainage system to protect the freeway and, therefore, the City has the obligation to continue this program as the freeway progresses to the east.

The most recent Storm Drainage Study for the City was completed by Yost and Gardiner on May 1, 1981. This study concentrated on the area east of the Roosevelt Water Conservation District Canal and west of the CAP Canal between Baseline and McDowell Roads with a general review of that area east of the CAP Canal to the Pinal County Line. This study proposes a system for this area that will compliment our current flood control and storm drainage program.

An easily overlooked benefit that has resulted from the City's participation in the retention basin program has been the usefulness of the retention basins as open space and parks for the residential neighborhoods that have developed in the vicinity of the freeway and other sections of the City.

Gas System:

In 1910, the Mesa Town Council approved a franchise for the South Side Gas Company to manufacture and serve the Town with natural gas. Shortly thereafter, a coal gas plant was placed into operation on the site of what is now Mesa's Community Center complex. The town entered into the gas business in 1917 when both the gas and electric systems serving the Town were purchased from A. J. Chandler. Gas produced at the plant served Mesa's needs until 1934 when the City contracted with El Paso Natural Gas Company to supply the City from a newly constructed line stretching from Texas to California. Subsequently, Mesa's gas plant was shut down and the City became totally dependent on El Paso as the source of supply. For the next forty years, El Paso continued to provide increasing amounts of gas to Mesa as new homes and businesses were



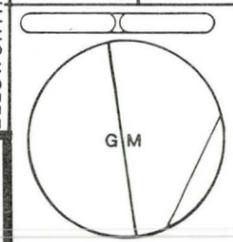
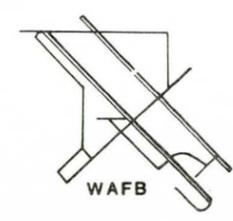
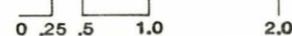
- Existing Storm Drain
- - - Proposed Storm Drain
- Existing Retention Basin
- Proposed Retention Basin

MESA GENERAL PLAN

STORM DRAINAGE SYSTEM

Figure 1

scale in miles



added to the City system. Figure 2 depicts the City's existing natural gas system.

In 1974, as a result of diminishing natural gas reserves, the federal government directed the nation's suppliers (including El Paso) to institute curtailment plans for gas deliveries. The effect of El Paso's plan on Mesa was to limit future yearly deliveries of gas to the total amount of gas purchased by Mesa in 1974. In other words, in any one year, El Paso could not supply Mesa with any more gas than the amount the City received in 1974. The overall effect was to virtually eliminate any growth of the City's gas system.

More specifically, however, has been the fact that in recent years many prospective industrial and large commercial enterprises that need natural gas to operate, have inquired about locating in Mesa; but have been turned away because of the unavailability of gas.

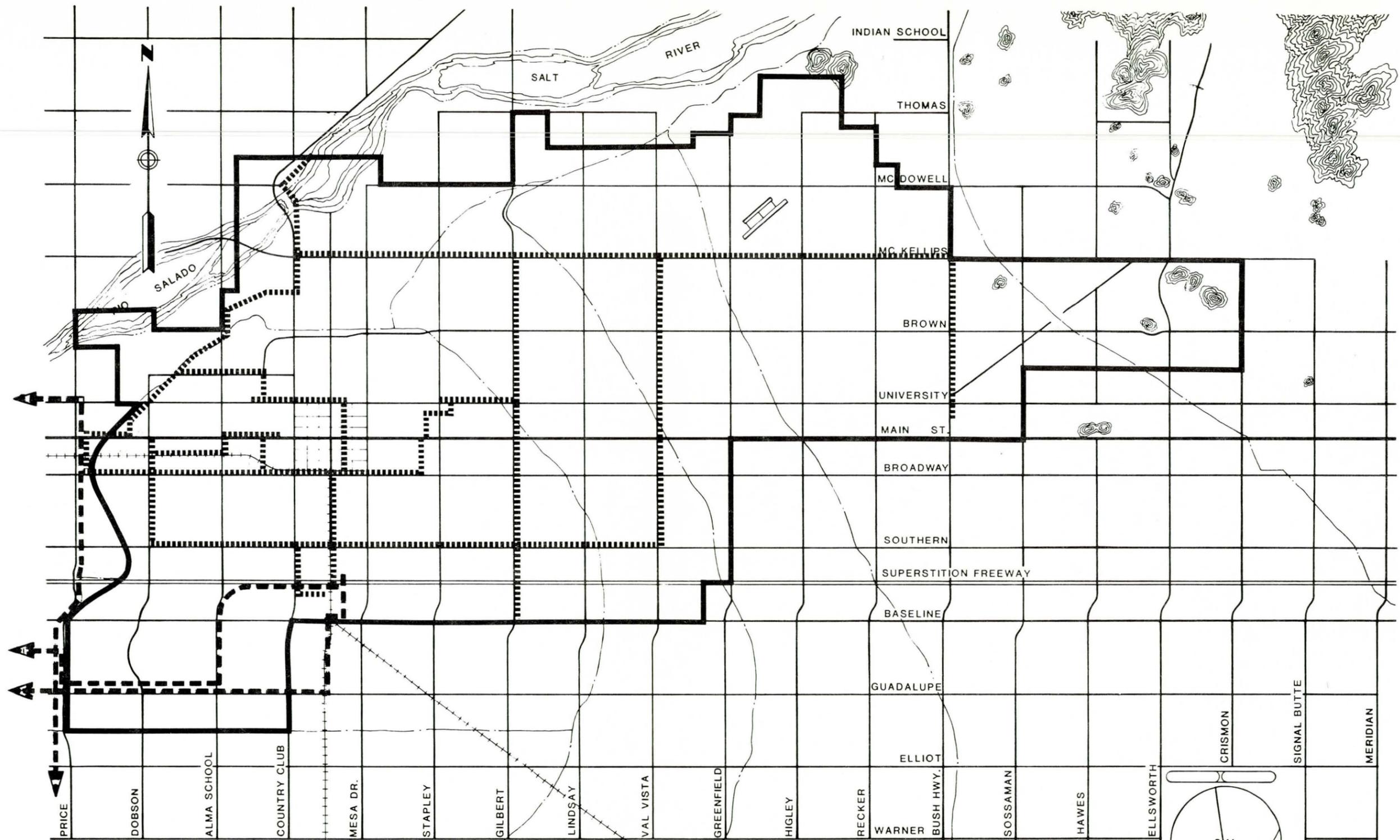
In addition, in 1976 the City was forced to place a moratorium on all new gas hook-ups. The moratorium was partially lifted in the fall of 1978 when residential and small commercial customers were again allowed to connect to the system; however, the lifting of the moratorium was not prompted by an increase in gas supply, but as a result of a change in the method of allocation adopted by the Federal Energy Regulatory Commission.

Since 1974 when the possibility of curtailment on days of high system demand became a reality, the City's industrial customers (Motorola, Union Sand and Rock, and the Rogers Corporation) have been forced to equip their operations with alternate sources of fuel, either oil or propane. This has meant higher operating costs for these enterprises, which of course are passed on to the consumers of their products.

In February of 1981, due to increases in supply the moratorium was lifted from all categories of customers except large industrials. This was due to improvements in the supply of natural gas. Recent actions have been taken to deregulate the price of natural gas, partly in an effort to spur exploration, resulting in an encouraging outlook for increased supplies. In May of 1981, El Paso sent the City a report of their latest ten year forecast of gas which will be available for sale to Mesa. Their projections indicated that they would be able to deliver gas in the quantity needed by Mesa over the next ten years. However, gas for increased industrial usage is not available from El Paso.

It has, therefore, become increasingly apparent that the City must actively compete in the marketplace in order to obtain a supplemental supply for present and future industrial customers. Besides purchasing from a transmission company (as Mesa now does), the City can:

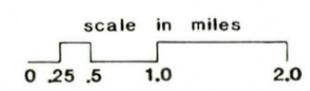
- * Purchase from a pipeline with surplus gas.
- * Purchase directly at the wellhead from companies owning the gas.
- * Participate in our own exploration program through a pipeline company involved in the exploration or through a major independent producer.
- * Buy already discovered gas in the ground and become a producer.



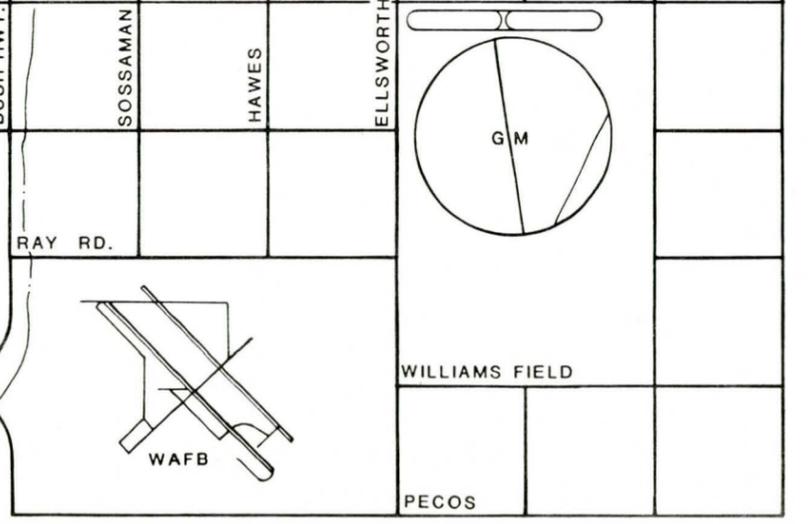
MESA GENERAL PLAN

NATURAL GAS SYSTEM

Figure 2



- Existing High Pressure Gas Line
- El Paso Gas Supply Line
- Gas Service Area Boundary



All of these methods require a transportation agreement to be made with one of the existing pipeline facilities to get the gas to the desired location.

In December of 1979, the City purchased the Magma Gas Company for \$500,000 which augmented our supply of natural gas for the next three to five years. In view of the nearly \$10.5 million in revenue that the City's Gas System will produce during the 1981-82 fiscal year, the City must continue its efforts to augment its supply of natural gas.

Electric Department:

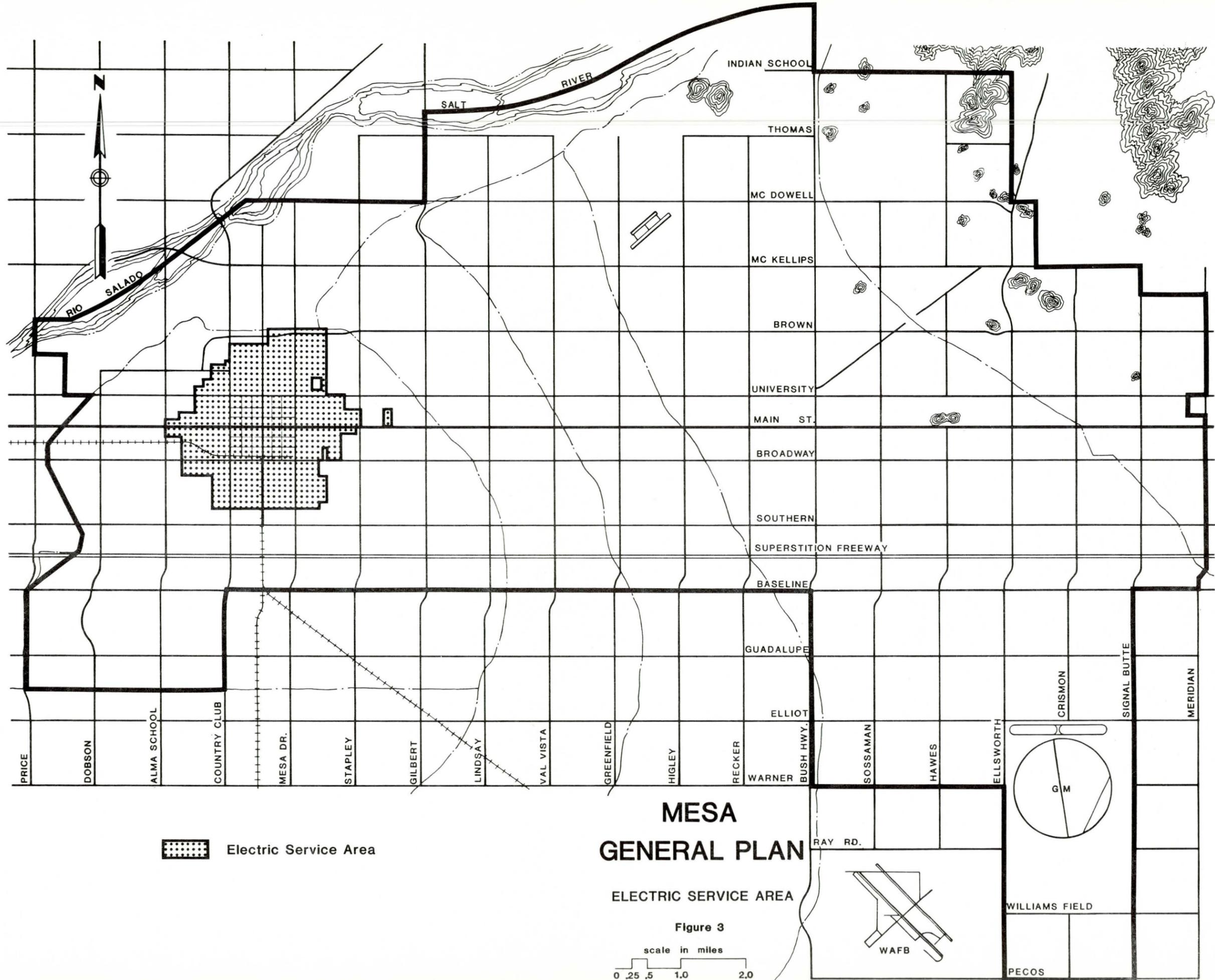
The City of Mesa has operated its own electric utility system since 1917, serving an area of approximately seven square miles. (See Figure 3 and Figure 4). This area, which is fixed geographically, presently has about 10,000 customers. At present, the City purchases power from the Arizona Power Pooling Association and this in turn is delivered to Mesa by the Western Area Power Administration.

The present electrical system has been experiencing steady growth in terms of energy demands from its customers. A 12.3 percent increase in peak hour energy demand is projected for the next five years. There are presently two distribution voltage levels within the system; 4160 volts and a 12,500 volts system. The 4160 volts system has 15 substations while the newer 12,500 system has two. Because of the advantages of a higher voltage system, the long range plans of the Electric Department are to eventually convert the entire electrical system to the higher level.

While the geographical area of the City's Electric Service District cannot be enlarged, the demands placed on the system are expected to increase significantly over the long term. This is due primarily to the fact that the area contains most of the City's older development and as the City's redevelopment effort gathers momentum, it is anticipated that much more intensive forms of development will replace some of the existing uses. It is also in the City's best financial interests to look to the future, as at present, the Electric System produces \$13 million per year in revenue.

Essentially, there are four basic efforts that can and are being undertaken to prepare for the City's future electric power requirements:

- * Explore different technologies to enable the City to generate a portion of its power needs. Recently, the use of solid waste has been considered as a potential alternate source of power.
- * Increase the distribution capacity. This will primarily involve additional substations for the 12,500 volt system.
- * Increase transmission capacity. This will involve adding additional transformers.
- * Underground conversion. The City is already committed to converting the original square mile to an underground system. In addition to modernizing and aesthetically enhancing the area, maintenance costs should also be reduced.

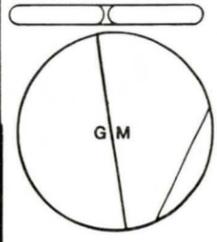
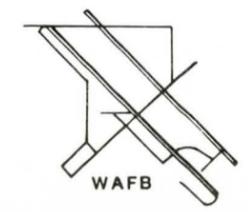
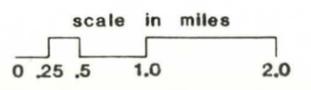


 Electric Service Area

MESA GENERAL PLAN

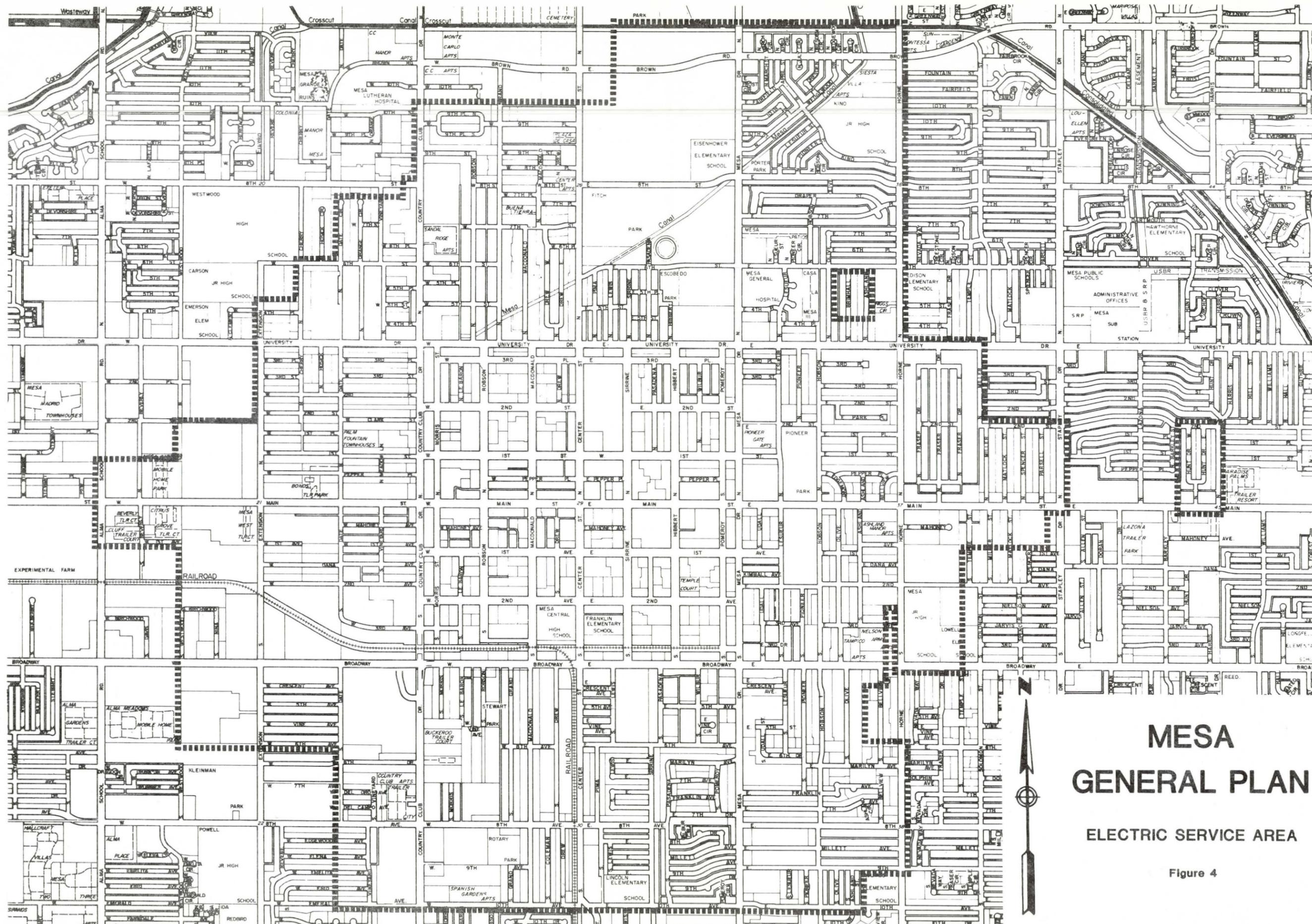
ELECTRIC SERVICE AREA

Figure 3



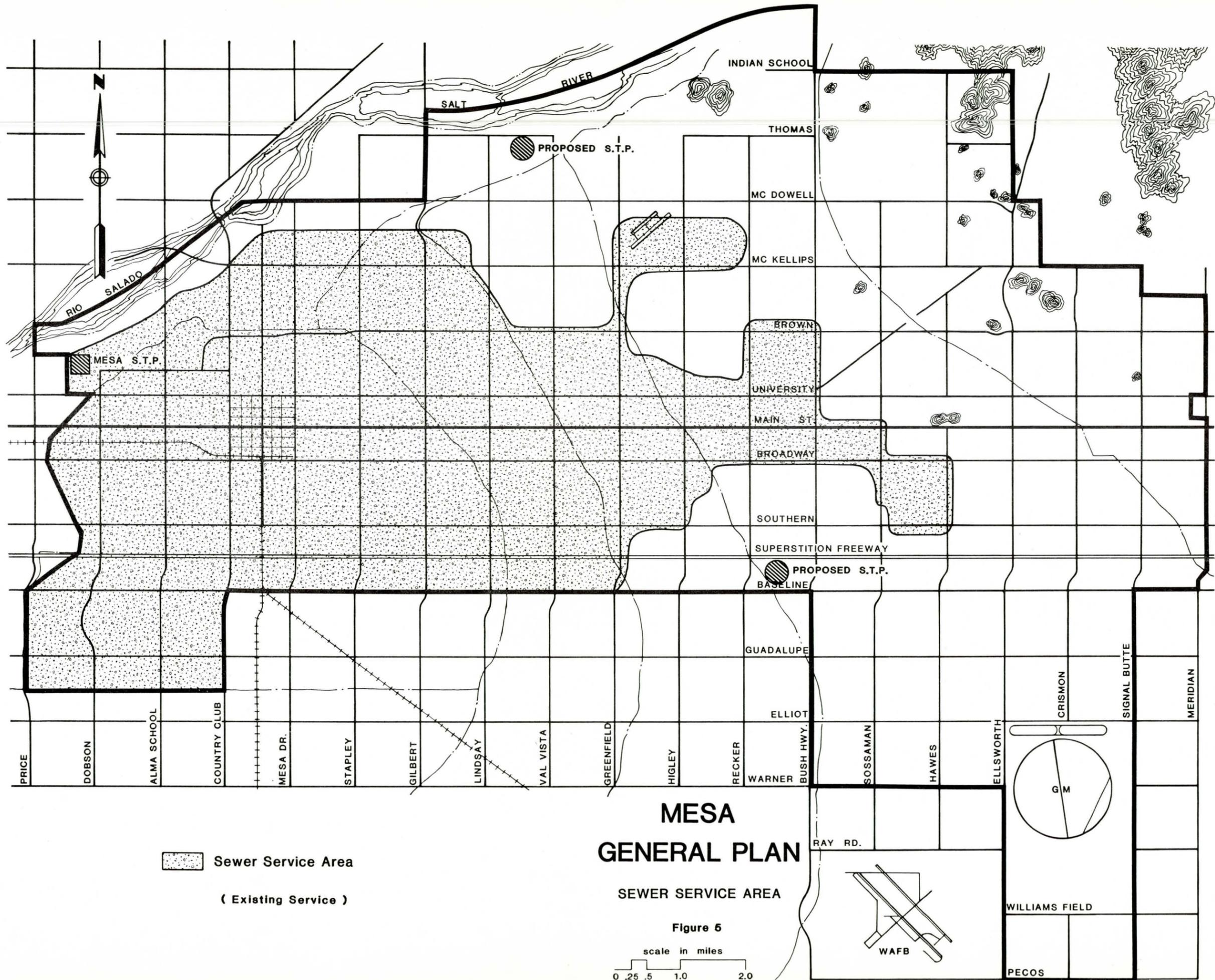
WILLIAMS FIELD

PECOS



MESA GENERAL PLAN ELECTRIC SERVICE AREA

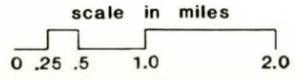
Figure 4



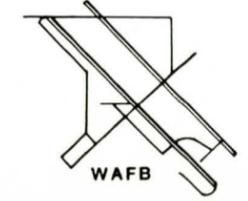
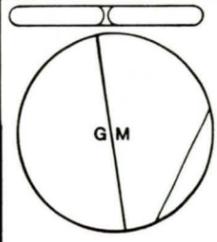
MESA GENERAL PLAN

SEWER SERVICE AREA

Figure 5



 Sewer Service Area
 (Existing Service)



While the electric service area represents a small portion of the overall area of the City, the actions that are taken within its boundaries in future years will have a significant impact on the rest of the City.

Sanitary Sewer System:

Presently, the City of Mesa has access to two treatment facilities for the disposal of wastewater produced by Mesa's sanitary sewer system. One of these facilities, the Mesa Sewage Treatment Plant, was constructed in 1949. Since that time, it has undergone two major improvement projects which at one time enabled the plant to treat peak flows of five million gallons per day (mgd). However, an engineering study conducted in 1973 concluded that the plant was overloaded and recommended that the average daily flow to the plant be limited to 3.3 mgd.

Mesa also owns treatment capacity rights in a sewage treatment facility located at 91st Avenue in West Phoenix. Beginning in 1961, Mesa joined with other Valley cities and established centralized collection and treatment facilities. The Multi-City system, as it is called, is now serving the cities of Mesa, Phoenix, Glendale, Scottsdale, Tempe, Youngtown, Paradise Valley, Sun City, and Peoria.

Wastewater from Mesa is transported to the 91st Avenue Plant via two interceptor sewer lines. One of these is a 36-inch line along Southern Avenue and the other is a 33-inch line along Baseline Road. These lines carry sewage from Mesa through Tempe to what is known as the Salt River Outfall (SRO). The SRO, which is located along the northern edge of the Salt River, ranges in size from 51 to 90 inches in diameter and transports the wastewater from Mesa, Tempe, Scottsdale, and parts of Phoenix to the 91st Avenue Plant. Figure 5 depicts the City's Sanitary Sewer System.

The City's current share in the Multi-City facility is 10 mgd. Combined with the Mesa Treatment Plant capacity of 3.3 mgd, Mesa has 13.3 mgd of treatment capacity. Present wastewater flows from the Mesa system approximate 13 mgd. This situation has brought about the need to acquire additional capacity rights in the 91st Avenue Plant and to construct new interceptor lines to move the sewage to that location.

In 1976 the Maricopa Association of Governments (MAG), the regional planning authority for Maricopa County and the Phoenix Metropolitan area, contracted with the U.S. Corps of Engineers to prepare an area wide wastewater plan for the urbanized portion of Maricopa County. The study, called the 208 Water Quality Plan, examined several alternatives for the disposal of the Phoenix area's wastewater. Mesa, and all other Valley cities, will be responsible for providing a proportionate share of the funds for construction of new facilities within the Metropolitan area as recommended by the MAG Regional Council.

The MAG area wide Wastewater Management Plan has determined that 45 million gallons per day (mgd) of additional capacity will be needed at the Multi-City Wastewater Treatment Plant at 91st Avenue by the year 2000. This is necessary to provide for the tremendous growth all areas of the Valley are experiencing.

Over the last few years, the 91st Avenue Plant has been nearing its existing design capacity; therefore, a design contract for a 30 mgd addition and upgrading was awarded in July 1978. Mesa has contracted for 9.2 mgd of the 30 mgd total. With this additional capacity, Mesa should be able to accommodate the increased amount of wastewater that will result from the population growth of the City over the next several years.

In 1980, Logan, Fulton & Associates, in conjunction with John Carollo Engineers, updated the 1969 Carollo study and transmitted their findings to the City. The report stated that projected future wastewater flows indicate that Mesa will need additional sewage collection and treatment capacity beyond that which is currently planned in about 10 years. By the year 2000, wastewater flows in Mesa will have reached 26.3 mgd, and by 2020 they will be 36.7 mgd. Thus, in looking forty years to the future, Mesa will need to have about 17.5 mgd additional sewage treatment capacity. Additional interceptor capacity will also be required to transport the sewage.

Two of the five alternatives identified in the study are being considered by the City as possible ways to meet Mesa's future wastewater collection and treatment needs:

- * Construction, in stages, of a new 17.5 mgd wastewater treatment plant or plants in East Mesa and maintenance of the 19.2 mgd capacity in the 91st Avenue Plant.
- * Purchase, in stages, of an additional 17.5 mgd capacity in an enlarged 91st Avenue Plant or the 23rd Avenue Plant.

The 91st Avenue Plant expansion is viewed as acceptable because it removes the responsibility of sewage treatment from Mesa. The East Mesa system is considered to be superior when viewed from a water management perspective because of the possibilities for a water/effluent trade with the Roosevelt Water Conservation District and ownership of the effluent for future multiple uses.

Lastly, it is important that serious consideration be given to that portion of the Planning Area lying east of Bush Highway. At the present time, the vast majority of this area has to rely on septic systems. The potential costs of providing sanitary sewer service to this area would be significant and must be considered as an integral part of the City's overall future relationship with this area.

Water System:

The ability of Mesa's water system to adequately serve the City's residents is subject to two significant, but not insurmountable, limitations. The first involves the sloping terrain of the water service area. The land on which Mesa resides rises at an increasing rate from a low southwestern elevation of approximately 1200 feet (above sea level) to a high northwestern elevation of approximately 2,300 feet. As a result, the Mesa water system's pressure range varies directly with the elevation range of its service areas (pressure zones). Lowest system elevations generally have the highest pressures, and the highest system elevations generally have the lowest pressures. Accordingly, to accom-

moderate for the variation in elevation, Mesa's water system is divided into seven pressure zones. Each zone is equipped with an extensive network of reservoirs and booster pumps in an effort to maintain adequate pressure for all customers regardless of their location.

A second limitation on Mesa's water system is the legal requirement regarding the distribution and use of the system's water. Briefly, groundwater pumped from wells located within the Salt River Project District (the area west of the Eastern Canal) and surface water of the Salt-Verde River basins delivered to the Mesa system through the Val Vista Water Treatment Plant cannot be exported for use east of the Salt River Project District. Groundwater pumped from wells located outside the Salt River Project District and Central Arizona Project water that will be delivered to the Mesa system can be used outside--or inside--the Salt River Reservoir District. The effect (until 1985 when Central Arizona Project water is available) is to leave the eastern portion of Mesa's water system dependent on well water for all of its needs, while the area west of the Eastern Canal has the advantage of using a combination of well and surface water.

In 1978, the consulting firm of John Carollo Engineers conducted an analysis of the City's present water system's capability to supply and distribute water to our rapidly increasing population. One of the top priorities in the report was the consultant's recommendation to construct a 30 million gallon per day (mgd) addition to the Val Vista Water Treatment Plant. The Val Vista Plant is operated by the City of Phoenix and is owned by Phoenix and Mesa in proportion to shares of capacity purchased. Mesa owns 20 mgd of the plant's present total of 80 mgd capacity. Present planning goals have set:

- 1) The plant's ultimate capacity at 280 mgd;
- 2) Mesa's share after the next building phase at 50 mgd; and
- 3) Mesa's ultimate share at 100 mgd.

To augment the surface water component of Mesa's supply, five new wells are called for in the report. These would be in addition to the seventeen now owned and operated by Mesa. Three of the wells would be outside the Salt River Reservoir District and two within the District.

The report also recommended improvements to storage and pumping facilities including several projects in the higher elevations of the eastern sections of the water system. Mesa currently has limited ability to serve the needs of this area. Continued residential growth has created increasing pressure to upgrade the area's pumping and reservoir facilities. When completed, these improvements will give the eastern portion of Mesa's water service area a dependable water supply network comparable to that which exists in the remainder of the system.

The transmission component of Mesa's system consists of larger mains that are usually 12 inches or more in diameter. Transmission lines operate to carry water across service areas from supply points to distribution connections. Supplies are either wells, reservoirs or pump delivery. One of the most significant recommendations is a line from the Val Vista Plant's delivery main

(which extends from the plant, 17 miles west to Phoenix) to the Pasadena Reservoir. This 10 million gallon reservoir is the only one of three reservoirs of this size operated by the City that is still supplied by well water. Designated the Pasadena Intertie, this connection will allow earlier and more flexible delivery of Val Vista Plant production and enhance the City's efforts to conserve groundwater.

The analysis of Mesa's water system by Carollo Engineers contains two segments. One part is based on Mesa providing water service in the study area where private water companies are not now franchised. The second segment of the report is an analysis of Mesa's water system based on Mesa providing water service throughout the study area and includes the purchase of seven private water companies now operating in the eastern portion of Maricopa County. The cost of their acquisition is projected at approximately \$8,400,000. If such action is carried out, it would add over 17,000 new water accounts and 29 square miles of service area to the Mesa System. It should be noted that if the City proceeds to purchase the private water companies, it will incur costs that are in addition to purchase costs. Such additional unknown costs will include appraisals, evaluations, and improvements of the individual systems.

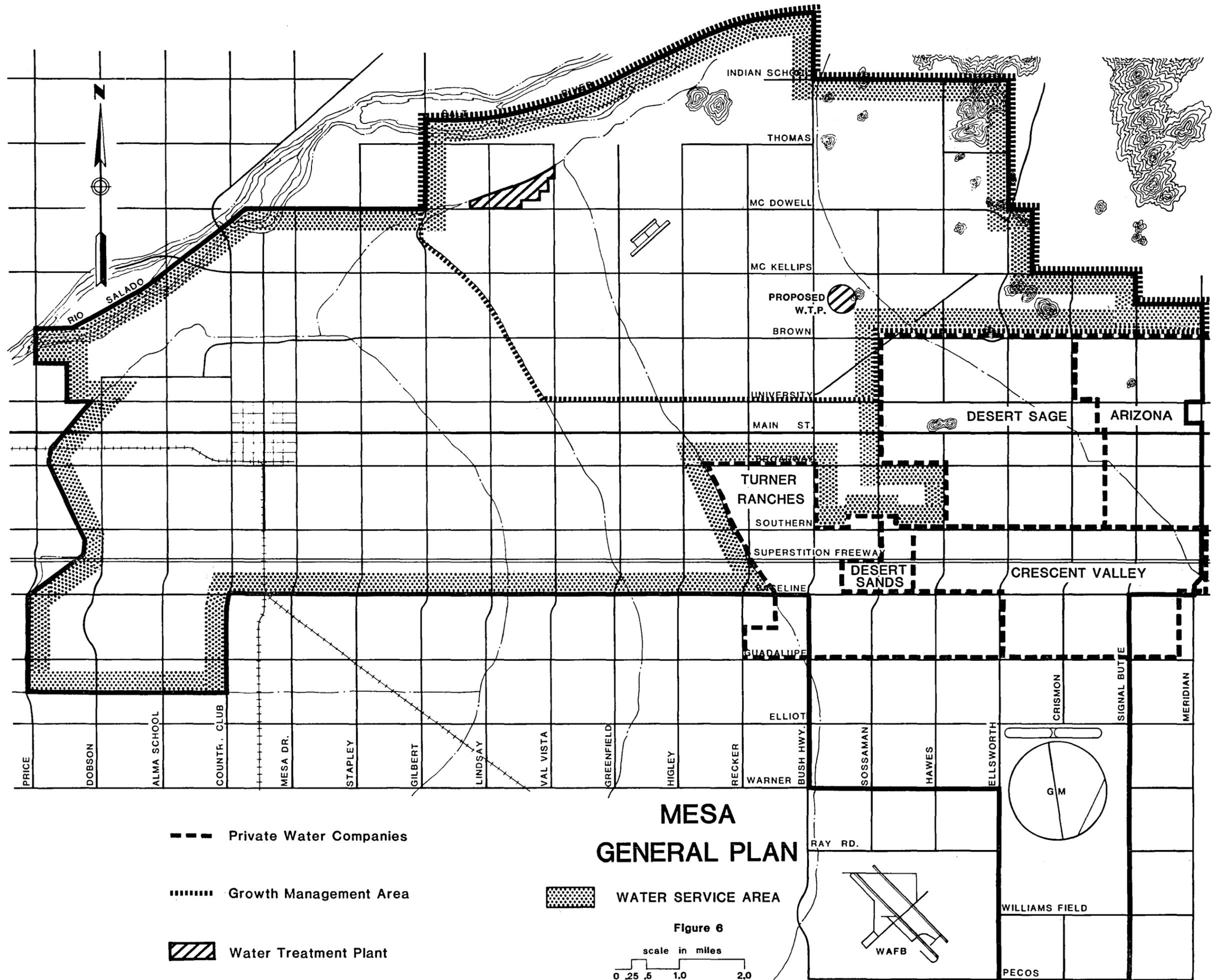
At present, no commitment exists to acquire any of the private companies, however, there would be benefits in so doing if the opportunity arose. In fact, it has been the City's policy that once an area served by a private company is annexed by the City, that steps are taken to acquire the franchised operation to permit their distribution system to be tied into the City's and their supply facilities (wells) to supplement existing City sources. Related to the need for additional water supply, is the fact that the first delivery of Central Arizona Project (CAP) water is scheduled for 1985. Similarly, three of the private companies--Desert Sage Water Company, Crescent Valley and Turner Ranches Water Company--have CAP allocations. By acquiring these companies, their allocations will accrue to Mesa to aid in providing a dependable long term supply to the customers of Mesa's system. On the other hand, the acquisition of these private water companies might indicate to some the intent of the City to ultimately annex these areas, which in fact may not be the case.

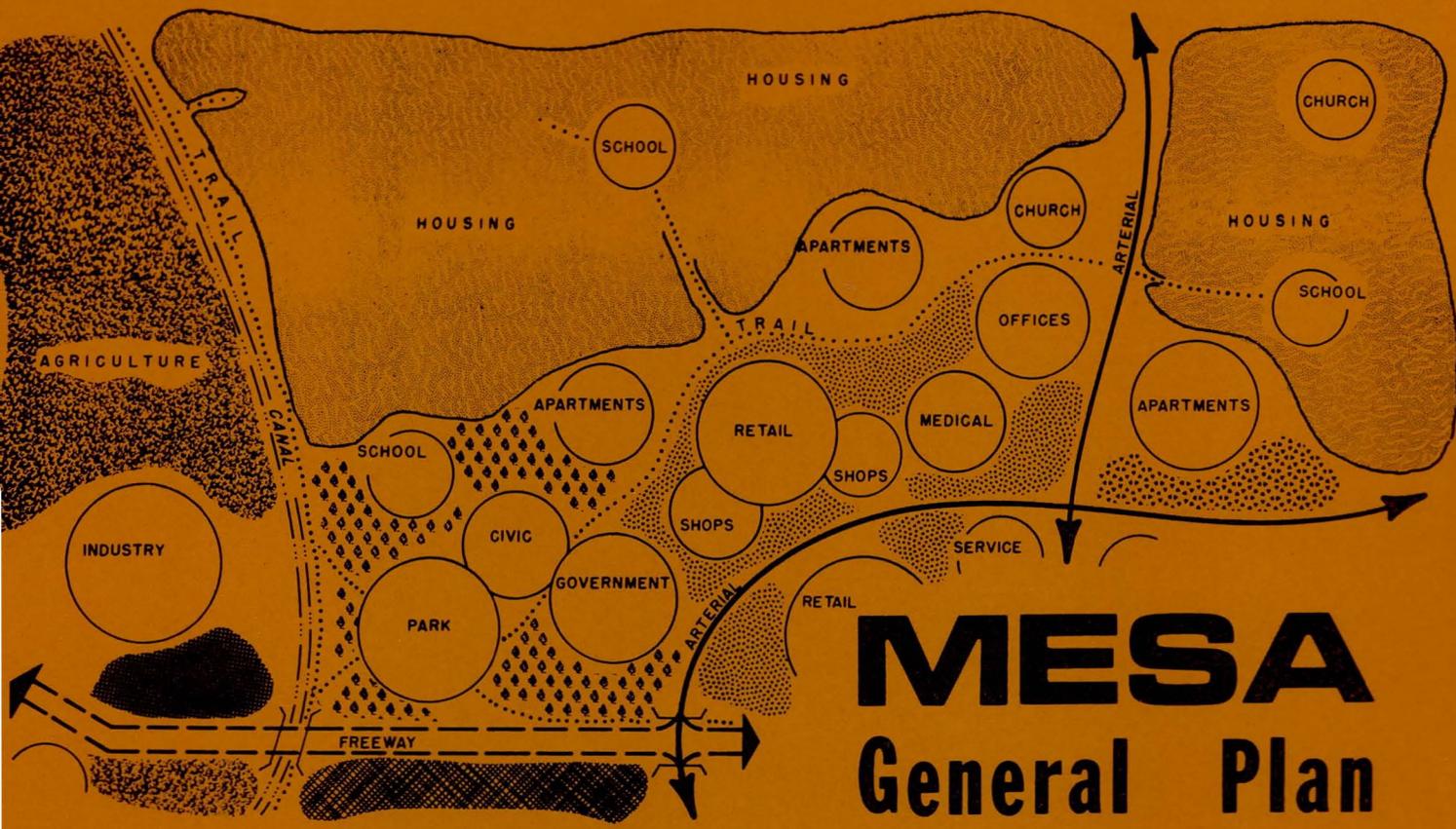
That portion of East Mesa north of the private water companies (Brown Road), has a few scattered developments that are presently served with the City water. The balance of this area is sparsely developed and has to truck in their water. As this area continues to grow, the City should continue to exercise a form of growth management by way of water extension policies because, ultimately, it may be desirable to annex this area. (See Figure 6).

SUMMARY:

The City's combined utility operations represent a major operating component of City government. For the 1981-82 fiscal year, it is projected that they will produce over 43% of the City's revenue. In addition, policies relating to the connection and extension of the various utilities can be utilized as a means of controlling future growth as well as a means to encourage redevelopment in the older sections of the City.

Given the investment the City already has made in various systems, it is even more important that we adequately prepare for the needs of the next decade.





MESA

General Plan

CHAPTER I :

PUBLIC SERVICES

PUBLIC SERVICES

PUBLIC SERVICES

Introduction:

The provision of public services and facilities is as important to a City's life and vitality as its employment centers, shopping districts, residential areas and circulation system. The adequacy of the public schools, fire protection services, library and cultural facilities, have a great influence on the quality of living within the community and contribute to the health and well-being of its citizens.

This section of the General Plan Update examines the existing facilities serving the City's residents and explores some of the requirements posed by the projected growth of the next decade.

Goals and Objectives:

1. Mesa should continue to insure that the level of services and supporting facilities is maintained in view of the projected high rate of growth over the next decade.
2. Mesa should continue to concentrate its governmental, civic and cultural buildings within the original square mile in order to assist in coordinating and furthering efforts to revitalize the Town Center.
3. Mesa should utilize a carefully designed annexation policy along with selective growth management strategies involving public services as a means to monitor and control the rate and location of future growth.

Existing Governmental Buildings:

The majority of Mesa's governmental buildings have been concentrated within the City's original square mile. As originally recommended in the Gruen Plan, the City has used the expansion and improvement of the governmental facilities as a means to help revitalize the Town Center area. Most of these buildings are new, and are well located and equipped to continue to serve the citizens of Mesa for the foreseeable future.

Outside of the Town Center are two police substations, the administration building for Falcon Field, the Park and Recreation Building, the City Cemetery and the Police Firing Range. The City has also developed a service, maintenance and transportation complex on East 6th Street adjacent to Fitch Park. Figures 1 and 2 show the location of the various governmental buildings.

Community Center:

The City has been developing a civic and cultural complex on a 20 acre site immediately north of the municipal building. Already located on this parcel

are the Senior Citizen's Center, the Mesa Activity Center and the Community Center along with an outdoor amphitheater. The new library facilities, presently under construction, are expected to be completed during the latter part of 1981. This complex has greatly enhanced the City's efforts to revitalize the Town Center by creating major recreational, social and cultural centers of activity which serve as a means of drawing people into the downtown area.

Fire Stations:

The City presently has eight fire stations which are geographically distributed throughout the City based on the density of the existing and proposed development. Figure 3 depicts the location of the existing stations as well as sites for two committed additional facilities. Given the urban densities that exist within Mesa, fire stations have generally been located with a one and one-half mile initial response service radius. Fire protection outside the City's boundaries is provided by the Rural Metro Fire Department.

Schools:

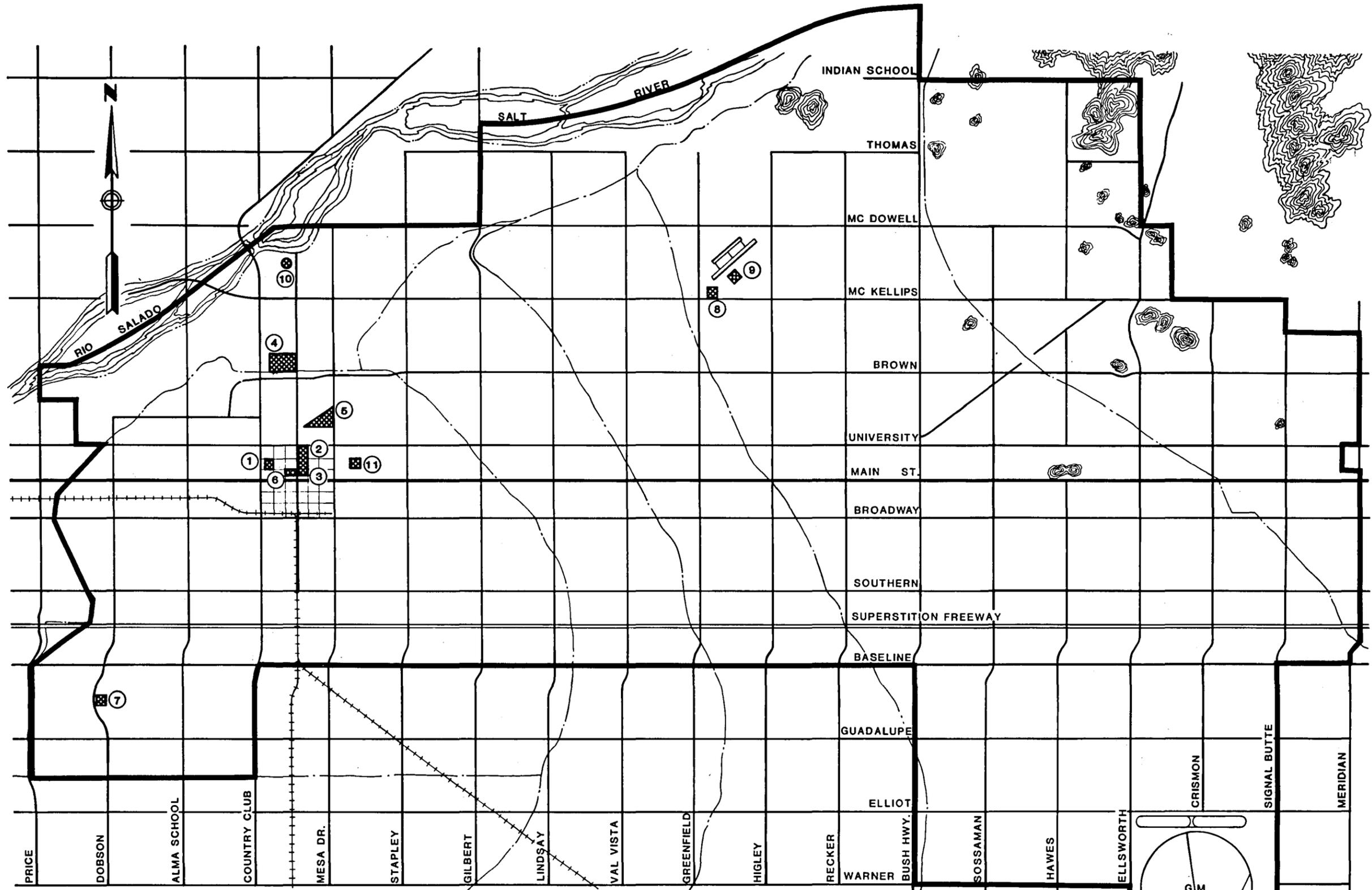
The Mesa Public School District is the second largest school district in Arizona, and the largest in the Phoenix metropolitan area. At the present time, the district has 32 elementary schools, 7 junior high schools, 3 high schools, a vocational technical center and 3 special schools. The location of these facilities are depicted on Figure 4.

Present enrollment in the district shows a student population of approximately 38,000 and it is projected that there will be an additional 12,000 students within the next five years. It is also estimated that given the available land and the possible zoning, enrollment could peak at 80,000 students.

While growth is expected to be a predominant characteristic of Mesa during the 1980's, the difficult responsibility of district officials will be to monitor the increase or decrease in student population within individual neighborhoods to prevent overbuilding. One way the district has been accomplishing this is by building smaller (20 classroom) permanent schools and then moving relocatable classrooms in and out of the neighborhood as the student population fluctuates.

A new, invaluable addition to the district's facilities is the Mesa Central Vocational Technical Center located within the Town Center area. The need for comprehensive vocational training surfaced more than 10 years ago during a Mesa Speaks conference. Since then, the business community has repeatedly pointed out the lack of adequate technical training for Mesa students. It is estimated that 44% to 55% of all students will not pursue further academic training and, therefore, will need technical training to prepare them for jobs.

Because of the expense of a vocational technical center, MCVTC is being planned for extended hours and enrollment will be available to all East Valley students, with tuition paid by those from outside the Mesa District. At present, there is no similar facility serving the needs of the East Valley.



PUBLIC BUILDINGS

- ① Police Dept.
- ② Community Center
Library
Activity Center
Sr. Citizen Center
- ③ Municipal Building & Annex
Council Chambers
- ④ City Cemetery

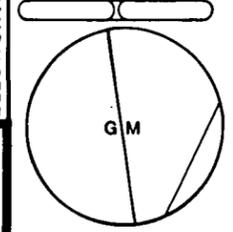
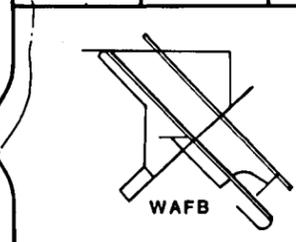
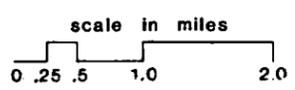
- ⑤ Transportation Dept.
Motor Pool
Electric Dept.
Print Shop
Purchasing - Insurance
Utility Operations
Sanitation Dept.
Building Maintenance
Warehouse

- ⑥ Fire Dept. Headquarters
Museum
City Court
- ⑦ Police & Fire Substation
Utility Drop Off Station
- ⑧ Police & Fire Substation
- ⑨ Airport Administration
- ⑩ Police Firing Range
- ⑪ Parks & Recreation

**MESA
GENERAL PLAN**

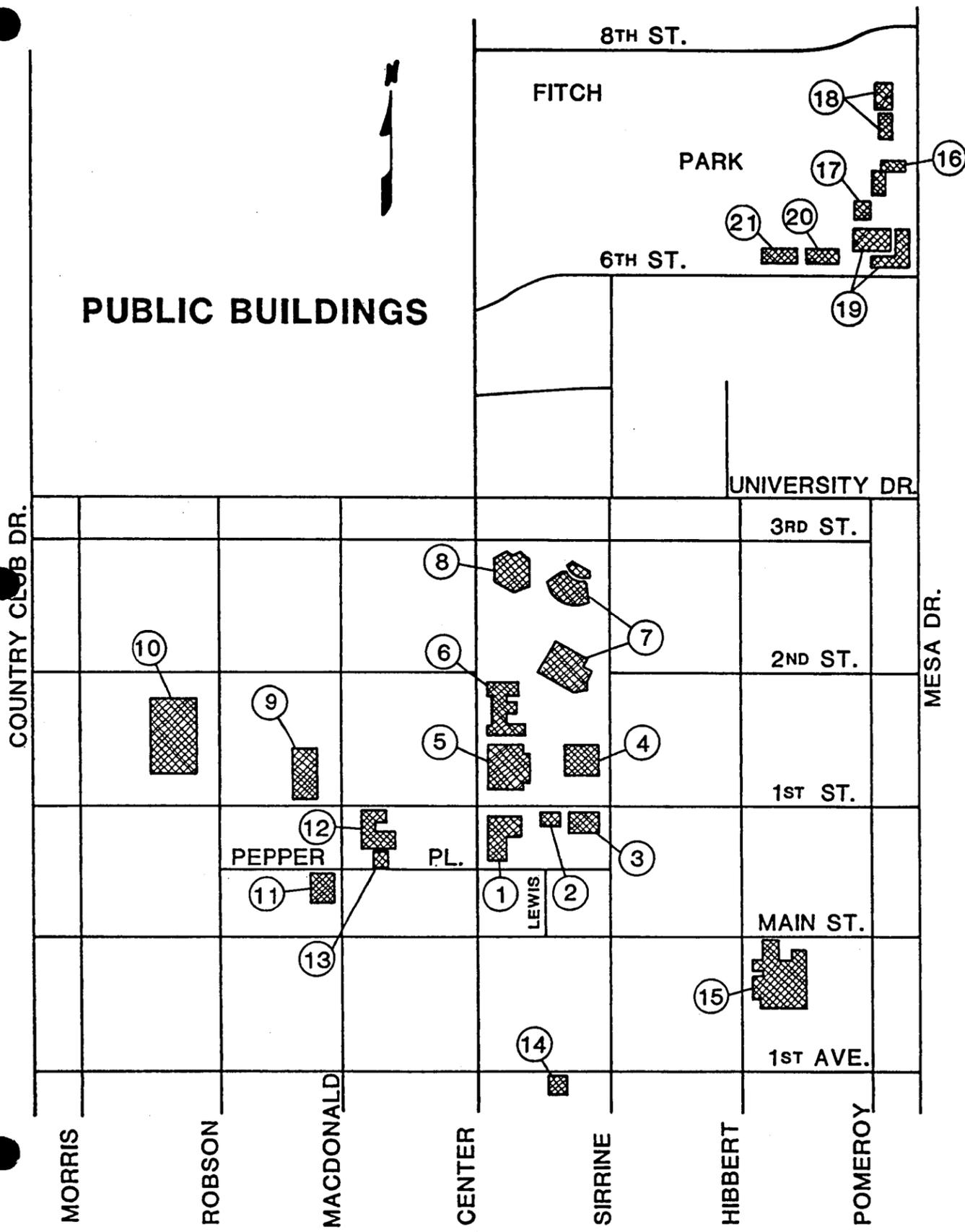
**PUBLIC BUILDINGS
INVENTORY**

Figure 1



WILLIAMS FIELD

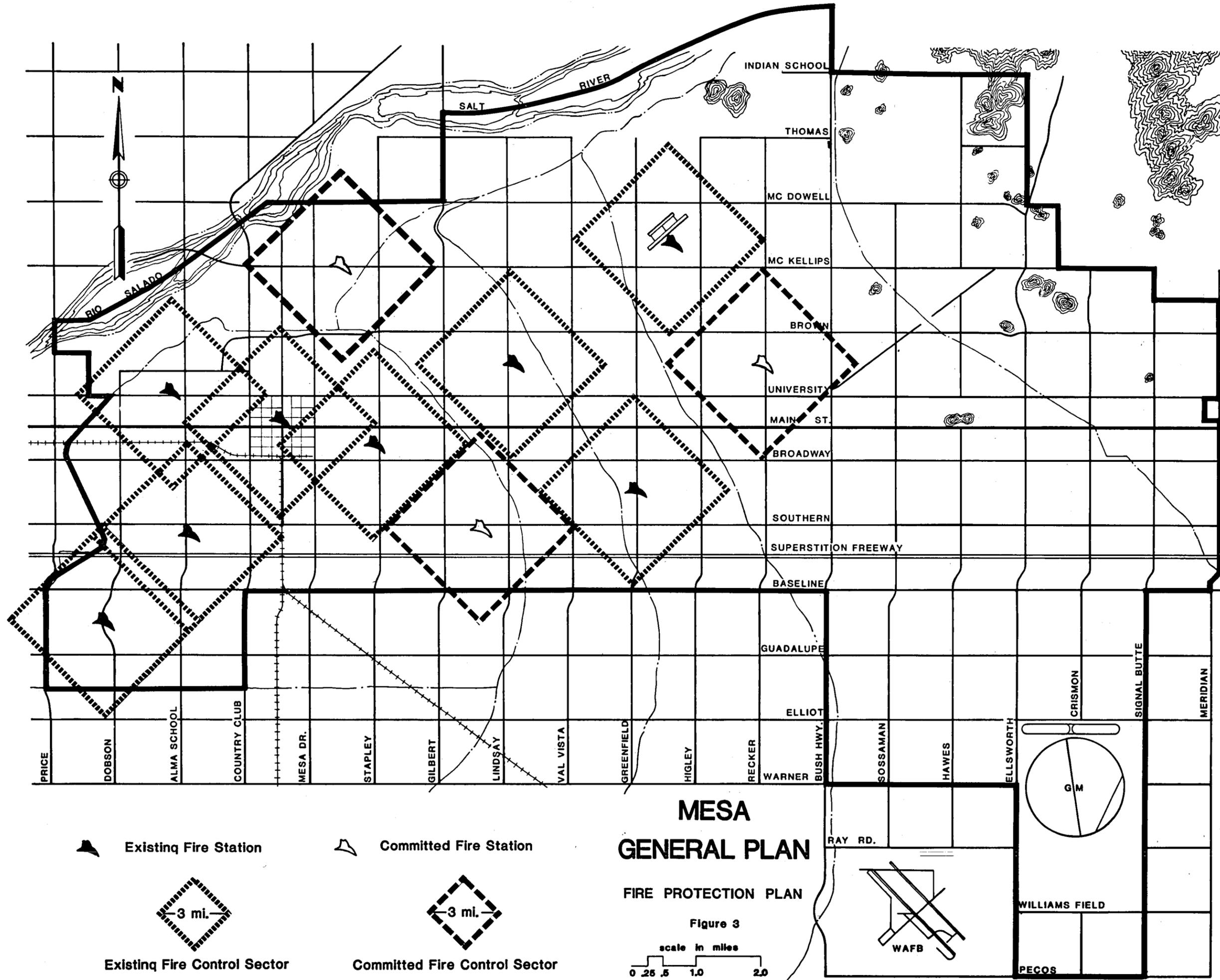
PECOS



BUILDING LOCATION GUIDE

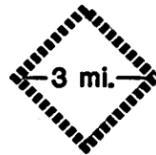
- | | |
|--|--|
| 1. City Hall
55 N. Center | 12. Mesa City Court
59 N. Macdonald |
| 2. Mesa Council Chambers
57 E. First Street | 13. Mesa Museum
53 N. Macdonald |
| 3. Mesa Public Library
59 E. First Street | 14. Drivers License
43 E. First Avenue |
| 4. Proposed Mesa Public Library
64 E. First Street | 15. Tri Community Services
Health Department
State Unemployment Office
Food Stamps
Dept. of Economic Security
21 S. Hibbert |
| 5. Post Office
135 N. Center | 16. City Insurance
648 N. Mesa Drive |
| 6. Mesa Activity Center
155 N. Center | 17. City Purchasing
638 N. Mesa Drive |
| 7. Mesa Centennial Hall & Amphitheater
201 N. Center | 18. City Electric Department
730 N. Mesa Drive |
| 8. Senior Citizens Center
263 N. Center | 19. Utility Operations
340 E. Sixth Street |
| 9. Maricopa County Justice Court West
112 W. First Street | 20. Transportation Department
320 E. Sixth Street |
| 10. Mesa Police Department
130 N. Robson | 21. Service Center
300 E. Sixth Street |
| 11. Social Security Office
26 N. Macdonald | |

Figure 2



Existing Fire Station

Committed Fire Station



Existing Fire Control Sector



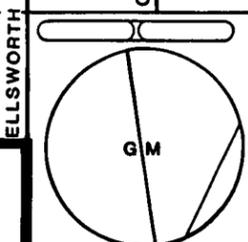
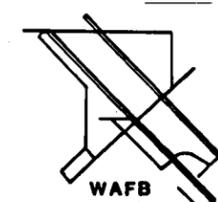
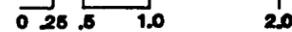
Committed Fire Control Sector

MESA GENERAL PLAN

FIRE PROTECTION PLAN

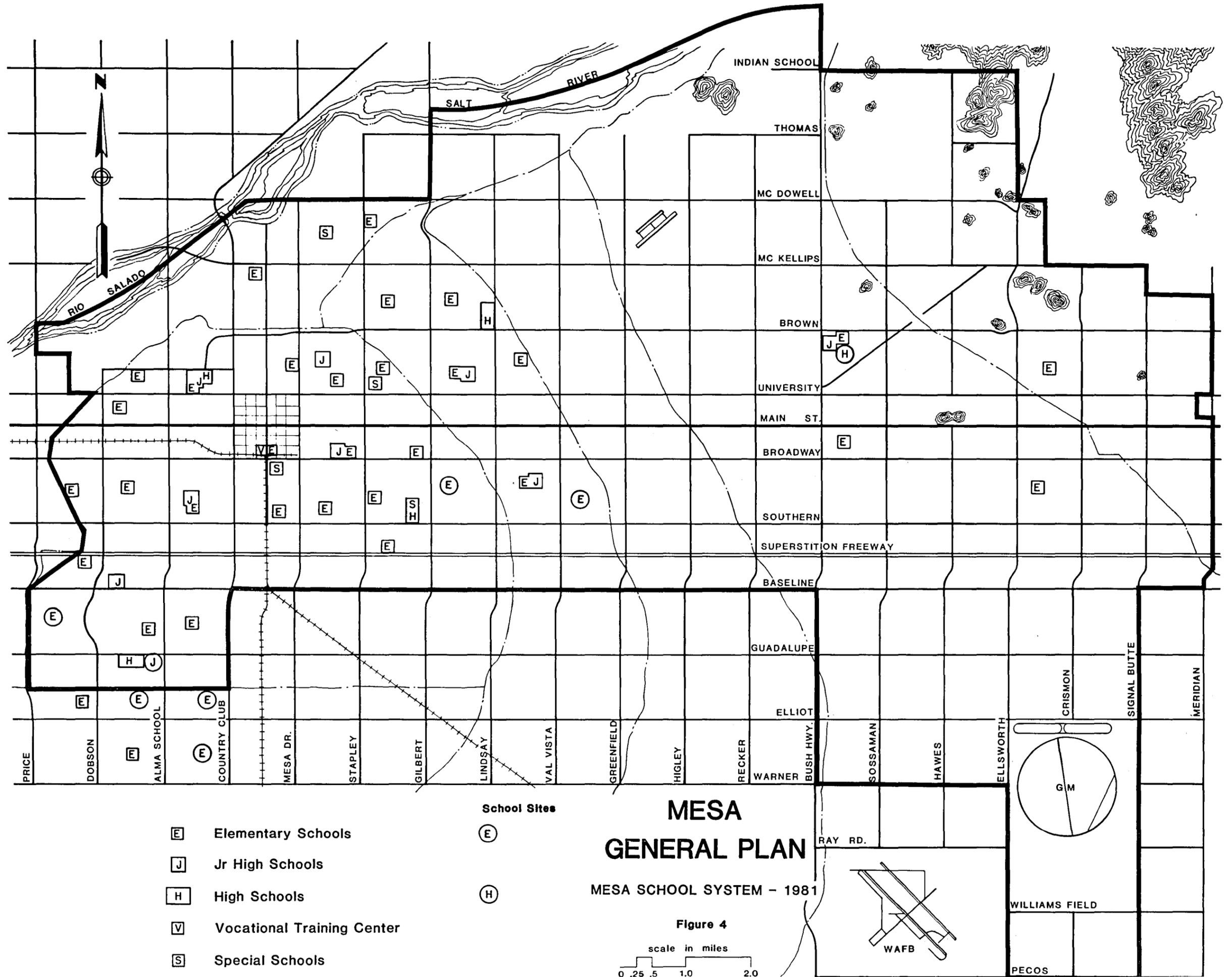
Figure 3

scale in miles



WILLIAMS FIELD

PECOS

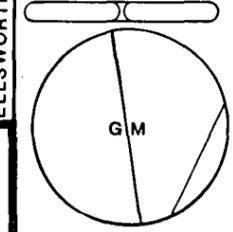
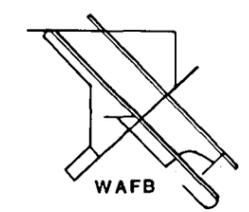
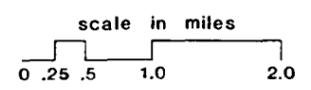


- School Sites**
- E Elementary Schools
 - J Jr High Schools
 - H High Schools
 - V Vocational Training Center
 - S Special Schools

MESA GENERAL PLAN

MESA SCHOOL SYSTEM - 1981

Figure 4



WILLIAMS FIELD

PECOS

Considerations for the Future:

The future provision of public services and facilities will be greatly affected by two principle factors:

*The significant growth that is projected for the Planning Area will mean an additional 60,000 residents over the next ten years who will require varying levels of services.

*The future policy of the City relating to annexation will affect the balance of the required services and facilities.

To accommodate the needed expansion of City Hall, the City is presently planning to convert the existing library building into administrative offices upon completion of the new library. The new library, scheduled for completion in October 1981, will initially house various municipal offices until the library is expanded to fill the entire space available. Branch libraries are also anticipated as future population growth warrants.

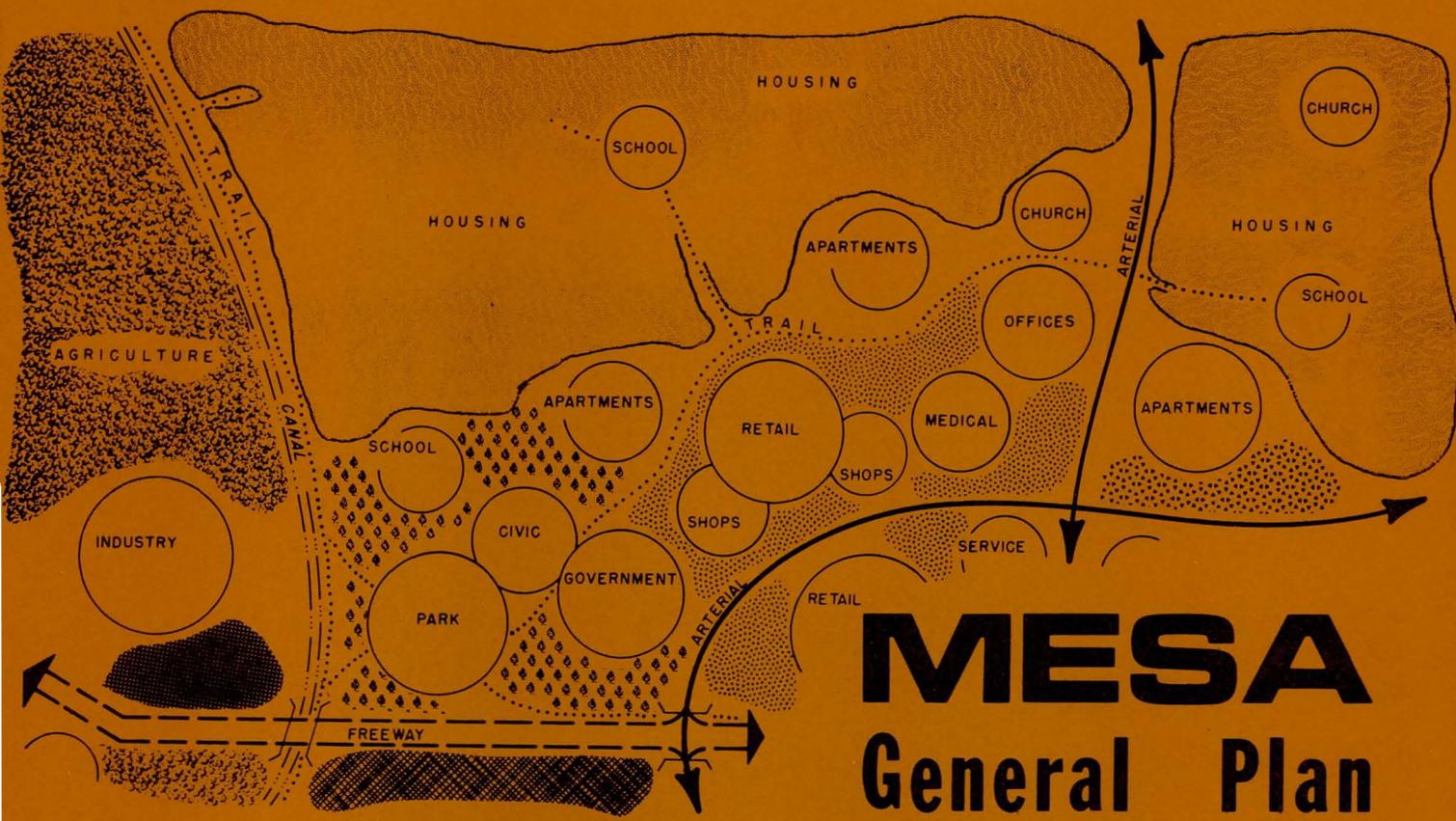
Plans are also underway to move the municipal court facilities into an enlarged Police Building. This, in turn, will allow the Mesa Museum to expand at its present location. Also under consideration are plans to incorporate an Arts Museum or Cultural Activity Center into the Civic Center Complex.

As the City continues to expand to the east, there will be increasing need to develop an East Mesa Service Center because of the travel times involved. A preliminary study has indicated that long range requirements could entail a 265,000 square foot facility on a 28 acre site.

The School District, on the other hand, is not affected by the City's boundaries and must monitor growth trends as they occur. Several sites have already been set aside for future needs and the continued use of relocatable classrooms will help offset the effects of fluctuating neighborhood populations.

Summary:

The excellence of Mesa's public services and supporting facilities has been one of the key factors in attracting new residents and industry into the City. Future growth trends will have to be carefully monitored and the combination of a carefully designed annexation policy along with selective growth management strategies should be utilized to insure the continued high level of services and facilities.



MESA

General Plan

CHAPTER J :

RECREATION

RECREATION

RECREATION

Introduction:

Adequate open space for enjoyment and recreation as an activity is not only desirable, but essential for the physical, emotional and moral well being of individuals within contemporary society. The greater need of open space and recreation is due to several factors, including growing population, higher incomes, greater mobility and availability of more leisure time. The influx of people and the rapid growth rate of the Mesa Area have absorbed open space at an increasing rate. Pressures for park areas are often not felt until it is too late and then the law of supply and demand becomes painfully evident as little land is available for park development. Once land is developed, the potential for public parks and open space is all but lost.

This portion of the Mesa General Plan Update examines the City's recreational facilities and contemplates the future needs of the coming decade.

Goals and Objectives:

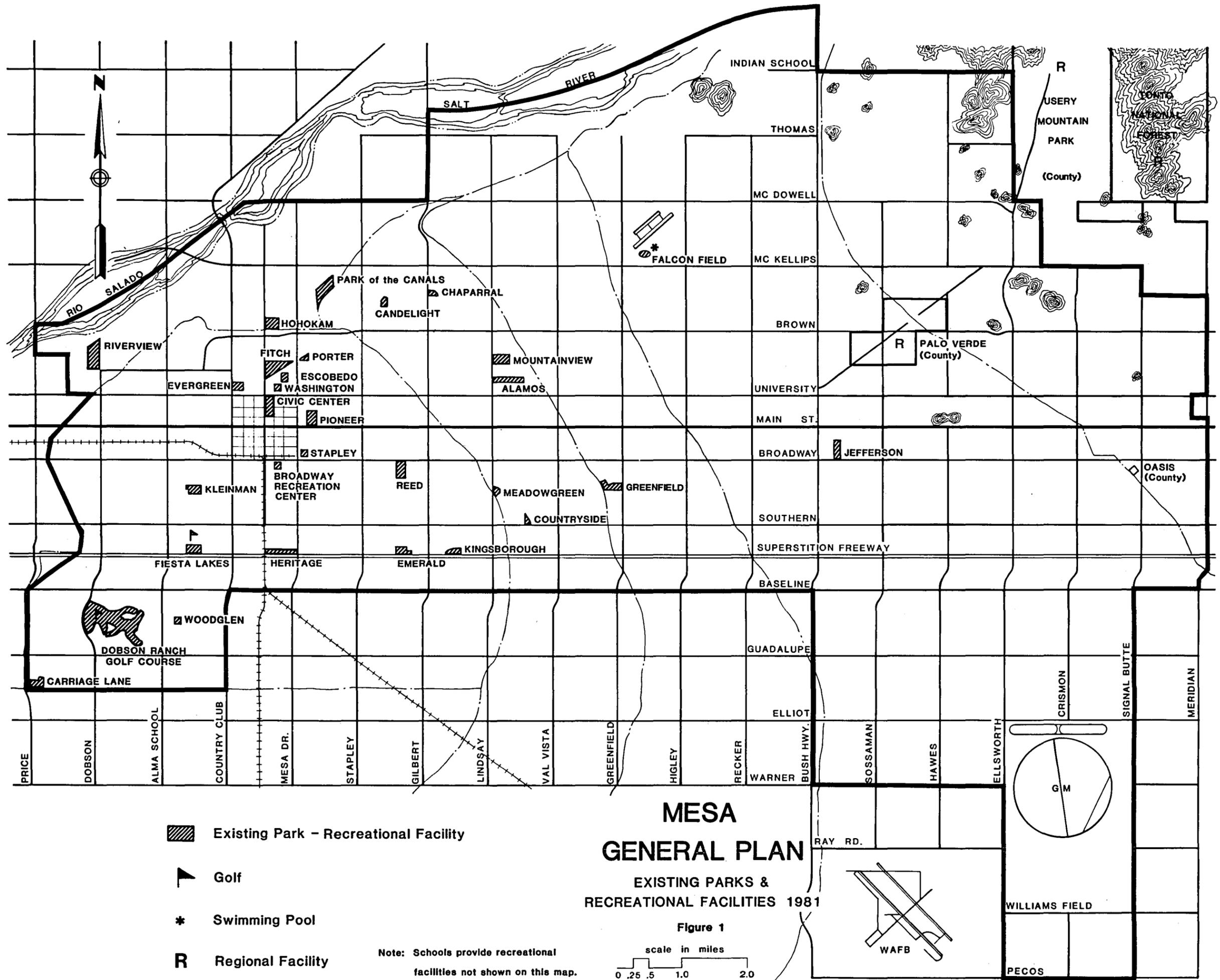
1. Mesa should continue to provide convenient, adequate and well maintained public recreational facilities.
2. Mesa should help provide a broad and balanced range of public recreational facilities to meet the needs of all age groups.
3. Park and recreation facilities should be located whenever feasible, in connection with or adjacent to schools to obtain maximum use of limited land, facilities and tax resources.
4. Planning, acquisition, development, and administration of park and recreation facilities should reflect full city and school district coordination, cooperation and participation.
5. When developing a recreational facility, Mesa should take maximum advantage, wherever possible, of the irrigation canals existing in the Planning Area.
6. Mesa should continue to require that open space and recreational facilities be an integral part of all planned area developments.
7. Mesa should continue to require that storm water retention facilities be developed to their maximum recreational potential wherever warranted.

Existing Facilities:

The City of Mesa has a reputation for having an extensive and award winning parks and recreation program. Table 1 and Figure 1 describe the City's existing facilities:

TABLE 1
EXISTING RECREATIONAL FACILITIES

Facility	Location	Acres	Restrooms	Picnic	Ballfields	Playgrounds	Basketball	Soccer	Shuffleboard	Horseshoe	Open	Lagoon	Golf
Alamos Park	2840 E. Covina	17		x		x					x		
Broadway Recreation Center	59 E. Broadway	16	Indoor Recreation Center & Outdoor Track										
Candlelight Park	1540 N. Barkley	5		x		x					x		
Chaparral Park	1645 N. Gilbert	5		x		x	x				x		
Carriage Lane	2860 S. Carriage Ln.	23		x		x					x		
Country Side	1120 S. 32nd St.	5		x		x	x				x		
Dobson Ranch	2363 S. Dobson	18		x		x	x						
Dobson Ranch Golf Course	2155 S. Dobson	135											x
Emerald Park	1455 S. Harris	14		x		x					x		
Escobedo Park	514 N. Hibbert	5		x	x						x		
Evergreen Park	328 W. 5th St.	4	x	x	x	x				x	x		
Falcon Field Park	4900 E. McKellips	3	x	x		x	Pool for rent/public						
Fiesta Lakes Golf Club	1415 S. Westwood	28	Privately Operated										
Fitch Park	651 N. Center	37	x	x	x	x	x		x	x	x	Racquetball	
Greenfield Park	4105 E. Diamond	19		x		x					x		
HoHoKam Park	1235 N. Center	40	x	x	x			x				Tennis Court	
Heritage Park	1511 S. Center	17									x		
Jefferson Park	360 S. Jefferson	17	x	x		x					x		
Kleinman Park	710 S. Extension	24	x	x	x	x					x		
Kingsborough Park	2311 E. Holmes	14									x		
Meadow Green Park	2821 E. Pueblo	6									x		
Mesa Activities Center	155 N. Center		Indoor Cultural Center										
Mesa Museum Park	53 N. Macdonald												
Mesa Senior Center	263 N. Center		Indoor Cultural & Recreation Center										
Mountain View Park	2850 E. 8th St.	20		x		x					x		
Pioneer Park	526 E. Main	20	x	x		x	x		x	x	x		
Porter Park	420 E. 8th St.	3		x		x					x		
Park of the Canals	1710 N. Home	29		x		x	Historical Park						
Riverview Park	2100 W. 8th St.	300	x		x						x		
Reed Park	1602 E. Broadway	18	x	x	x	x					x	x	
Stapley Park	350 S. LeSueur	2	x	x	x						x		
Washington Park	44 E. 5th St.	2	x	x	x	x					x		
Woodglen Park	2342 S. Beverly	8		x		x					x		
Total Acres		854											



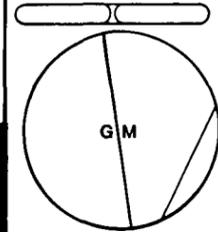
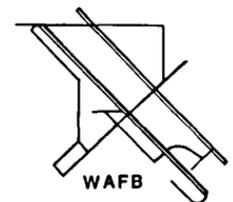
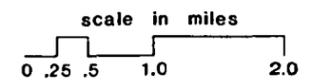
-  Existing Park - Recreational Facility
-  Golf
-  Swimming Pool
-  Regional Facility

Note: Schools provide recreational facilities not shown on this map.

MESA GENERAL PLAN

EXISTING PARKS & RECREATIONAL FACILITIES 1981

Figure 1



WILLIAMS FIELD
PECOS

As will be noted in Table 1, there are several indoor cultural-recreational facilities listed which are located in the center of the original square mile. This is in keeping with both the Town Center Plan and the Civic and Cultural Center Master Plan which call for a concentration of recreational, cultural and community wide facilities located on a 22 acre site in the heart of the City. In addition to the Mesa Activities Center and the Mesa Senior Center, other facilities include Centennial Hall--a multi-purpose facility, and an outdoor amphitheater capable of seating between 2500 and 3000. The City's new library is also presently under construction at the northwest corner of East First Street and North Surrine.

There has also been a significant precedent set in the shared use of recreational facilities by the School District and the City. This technique permits extremely efficient use of public funds as well as the recreational facilities themselves. In particular, the schools have been able to provide sites for special major facilities such as gymnasiums and swimming pools which otherwise would have required total City funding support or not have been provided at all. Table 2 describes those facilities provided at School District locations.

TABLE 2

RECREATIONAL FACILITIES - PROVIDED AT SCHOOL DISTRICT LOCATIONS

<u>Name of Facility</u>	<u>Location</u>	<u>Acres</u>	<u>Facilities</u>
Adams	788 S. Longmore	6.5	basketball, play areas
Carson Jr. High	525 N. Westwood	10.0	baseball, pool
Edison	525 N. Horne	4.5	basketball
Eisenhower	300 E. 8th St.	5.0	softball
Emerson	940 W. University	7.0	basketball
Fremont Jr. High	1001 N. Bush Highway	10.0	pool
Hawthorne	630 N. Hunt	7.0	baseball
Holmes	945 S. Horne	7.0	basketball
Jefferson	120 S. Jefferson	5.0	baseball
Kino Jr. High	950 N. Horne	19.0	tennis, pool
Lehi	2555 N. Stapley	3.75	play area
Lincoln	930 S. Surrine	5.0	basketball, softball
Longfellow	345 S. Hall	6.75	play area
Lowell	920 E. Broadway	5.0	basketball
Mesa Central High	375 S. Center	2.0	tennis, softball
Mesa High School	1630 E. Southern	30.0	tennis, handball, racquetball, track
Mesa Jr. High	845 E. 2nd Avenue	18.0	tennis, basketball, baseball, pool
Mt. View High	2700 E. Brown	24.0	tennis, handball, racquetball, track
Poston Jr. High	2433 E. Adobe	10.0	tennis, basketball, baseball, pool
Powell Jr. High	855 W. 8th Ave.	16.0	tennis, baseball, pool
Redbird	1020 S. Extension	5.0	baseball
Rhodes Jr.	1860 S. Longmore	11.0	baseball, pool
Webster	202 E. Sycamore	6.25	basketball
Westwood High	845 W. 8th St.	20.0	tennis, handball, softball, track racquetball, softball, baseball
Whitman	1829 N. Grand	5.0	
Whittier	733 N. Longmore	5.0	basketball, baseball
		<u>253.75</u>	

Additional Recreational Considerations:

There are a number of other factors and conditions that exist which also contribute to the overall recreational opportunities within the City. Since 1972, the City has required developers to provide for on-site storm water retention for all new developments. In many instances, these retention basins have proven to be a valuable resource to newer residential neighborhoods in the form of additional parks and open space facilities. The City, in fact, has incorporated several of the larger basins into its network of public parks.

Another significant trend has been the increasing number of planned area developments (P.A.D.'s) which have been approved in recent years. Generally, these developments are at least five acres in size, involve a mixture of housing types and are oriented around a central amenity package. Typically, swimming pools, tennis courts, and a clubhouse will be part of the facilities provided, all of which are maintained by the homeowner's association. Several of these larger P.A.D.'s have been developed in conjunction with a full scale golf course in addition to other facilities, as depicted on Figure 2. Similarly, the City's high density mobile home corridor (East of Lindsay Road between University and Broadway) is characterized by a high number of self-contained recreational facilities which serve the residents of the individual mobile home parks.

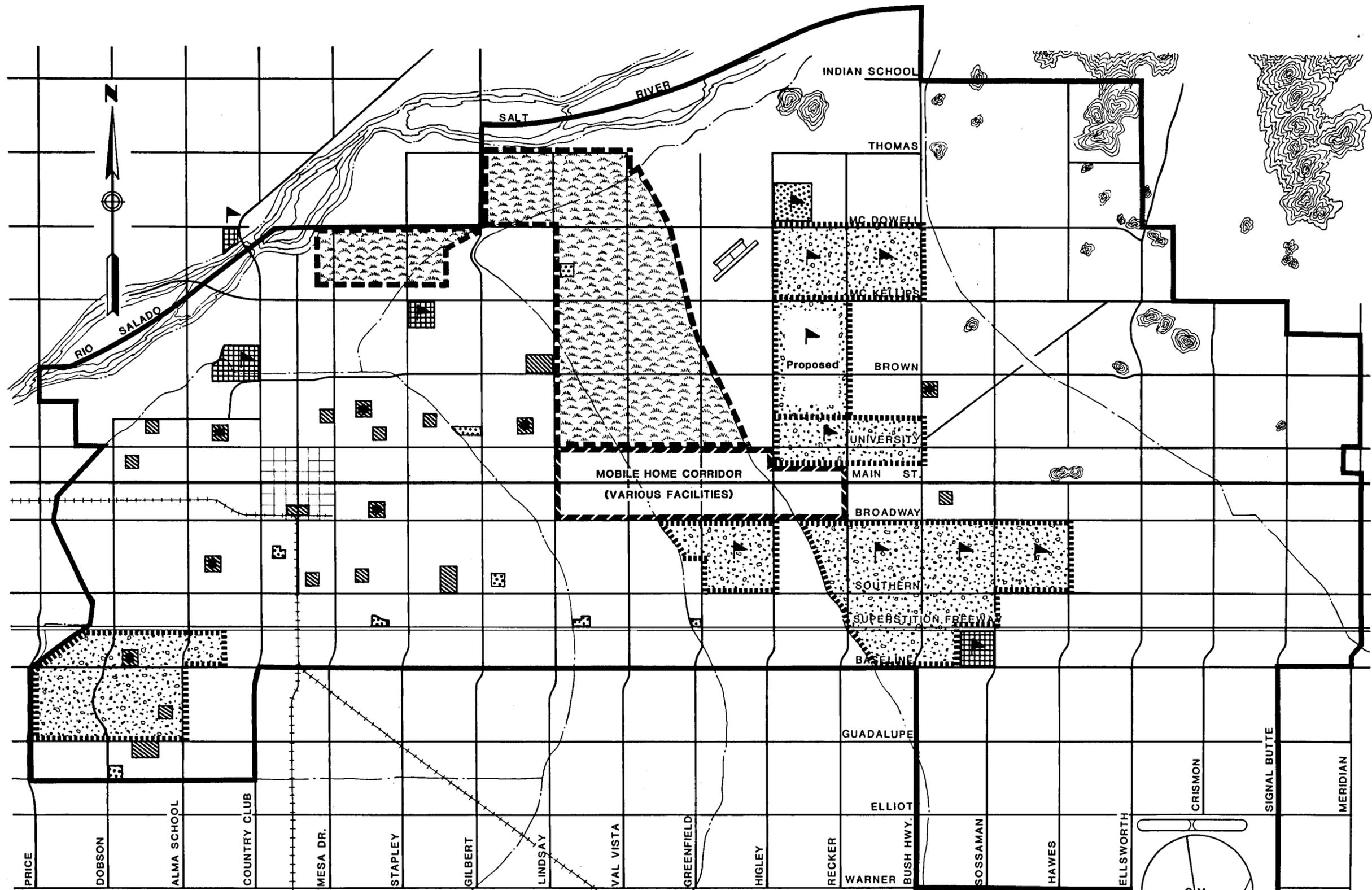
An additional factor which affects the City's overall recreational needs is the substantial amount of land that has been set aside for large lot residential development. The Lehi area has traditionally been rural in nature, characterized by one acre lots with horse privileges. Likewise, a considerable amount of land has been set aside for 35,000 sq.ft. lots in a portion of Northeast Mesa in order to capitalize on the existing citrus groves, as well as to protect the City's interests in Falcon Field Airport. Both of these areas are also depicted on Figure 2.

The primary consideration in both of these areas is the very low density that would result which would affect the number, location and type of recreational facilities that are required. Because it is considerably less developed at present than the Lehi area, the Northeast Mesa low density area will have to be closely monitored to determine future recreational needs as growth occurs.

Lastly, private investment in recreational facilities must be taken into account when evaluating the overall needs of the City. Because of the climate, lifestyle and other factors, many people prefer to provide many of their own means of recreation. A surprising example of this is the fact that in Fiscal Year 1980-81, close to \$9.5 million was spent to construct private swimming pools within the City of Mesa.

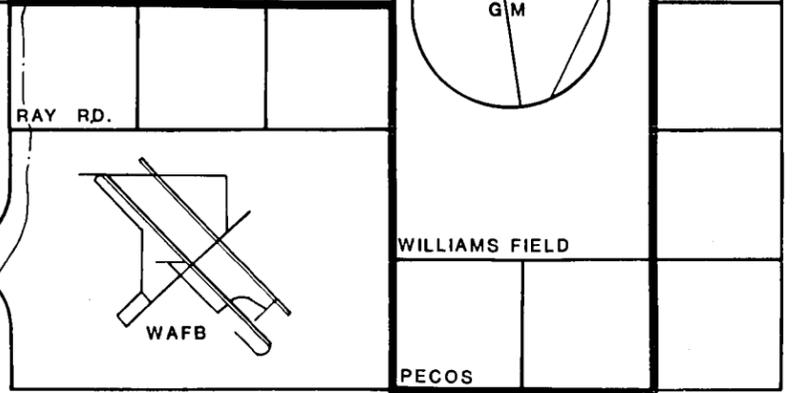
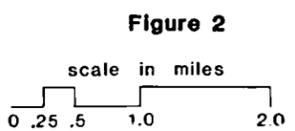
Considerations for the Future:

At the present time, the City has committed itself to developing several additional park sites which are identified on Figure 2. These new facilities would add approximately 275 acres to the City's existing inventory. In addition, there are several partially developed parks shown on Figure 1 which are scheduled for additional development and facilities in the coming years.



-  Privately Owned Facilities
-  Schools Providing Recreational Facilities
-  Proposed Parks
-  Low Density Neighborhoods or Rural
-  Major Homeowners Associations (Various Facilities)
-  Swimming Pool
-  Golf Course

**MESA
GENERAL PLAN**
ADDITIONAL
RECREATIONAL FACILITIES



The City is also considering the feasibility of several specialized facilities in various locations throughout the City. Two new public golf courses have been proposed; one at Riverview Park in northwest Mesa and the other at a 160 acre parcel owned by the City on East McDowell Road, northeast of Falcon Field Airport. Other facilities under study include a possible aquatics center, neighborhood recreation centers (indoor), and a youth center.

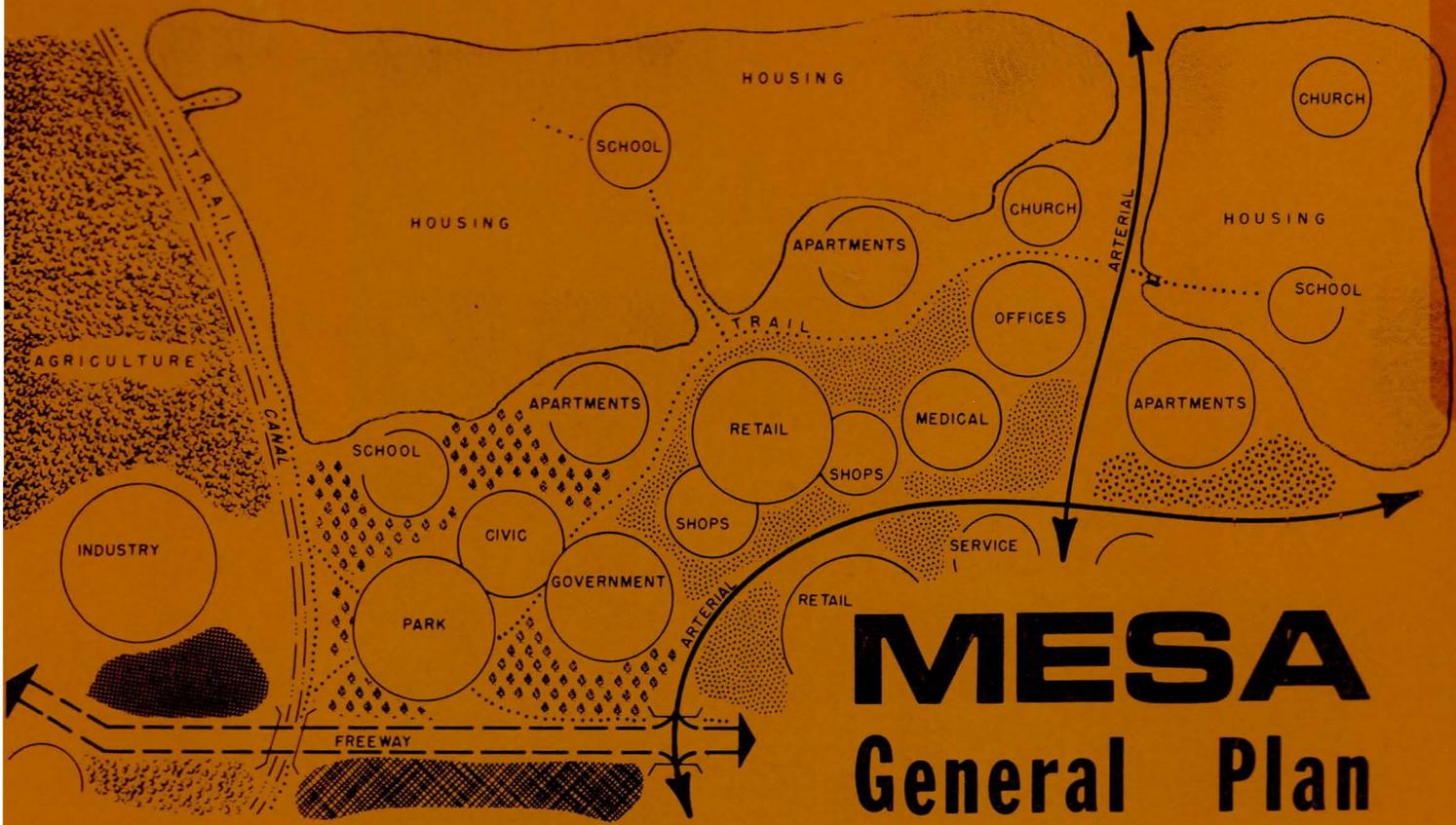
Another development that could affect the overall recreational requirements of the City is the recently renewed interest in the Rio Salado Project. The State Legislature, in 1980, established the Rio Salado Development District and a board of directors has been appointed. The proposed project, conceived 15 years ago, envisions a linear system of lakes, recreational facilities and other developments along the Salt River through Mesa, Phoenix, Tempe, Maricopa County and the Salt River Indian Community.

Summary:

Mesa has done well over the years in developing an excellent system of parks and recreational facilities. As the population of the Planning Area approaches 250,000 in 1990, care must be taken to ensure that adequate recreational facilities are provided in anticipation of this growth.

Because of the continuing diversity in the characteristics of the population from one area to another, a careful analysis will be necessary on an individual basis to determine the types of facilities required to serve the anticipated population. Such an analysis should consider, in addition to overall density and age characteristics, the recreational facilities provided or proposed in planned area developments and other private facilities.

Lastly, in order to ensure maximum effective utilization of available dollars, the City should continue to work closely with the school district in providing community oriented recreational facilities that can serve multiple functions.



MESA

General Plan

CHAPTER K :

LAND USE

LAND USE PLAN

Introduction

Webster's Dictionary would probably define "land use" (if it were a single word) as the act of putting land into action or service. Webster's would be right, of course, but land use is much more than that. The use of land reflects in concrete form, our personal and public attitudes, philosophies and aspirations. How we use land is a statement about ourselves, our community and our values.

If applied to that old question about "which came first, the chicken or the egg", land use could be both the chicken and the egg. Land use patterns are the result of thousands of separate decisions about where to place utilities, schools, parks, houses, businesses and all the other building blocks of which cities are made; but at the same time, the decision on where we place these things is affected by existing land use patterns and trends. So, in land use terms, the question becomes--"did the houses go where the school was, or did the school go where the houses would be?"

Goals and Objectives:

Cities adopt goals and objectives regarding land use to guide both sides of the "chicken or egg" problem. By establishing goals and objectives--and following them--for each of the component uses within a city (housing, parks, schools, jobs, utilities, streets, freeways, etc.), it is possible to guide land use decisions. By establishing goals for land use, on the other hand, we can designate what areas are available for urban land development and guide where the houses, shopping, parks and other urban uses are located. Land use, then, can be thought of as an everchanging puzzle made up of thousands (if not millions) of interrelated pieces, which can be combined, removed, moved, or changed in different ways to produce different results.

Our challenge is to establish guidelines as we build the puzzle to produce the kind of land use pattern we want most; or at a minimum, avoid those patterns we desire least. In order to form a framework in which to make decisions affecting the use of land within Mesa, the following land use goals and objectives have been established:

1. Mesa should encourage the orderly and systematic growth of our city on a preplanned basis to discourage "leapfrog" development and service gaps which result from random development trends.
2. Mesa should stress "infilling" and development of those lands currently within the City in order to develop a more cohesive and cost efficient (in terms of public service) urban form.
3. Mesa should use utility extension policies and annexation programs to guide and anticipate urban growth rather than following development trends dictated by others.

4. Mesa should consider the interrelationship between land use variables described in earlier sections of this General Plan as part of the land use decision-making process.

Existing Land Use:

As Mesa has grown rapidly in population in recent years, so too has Mesa grown in urbanized area. Prior to 1950, Mesa's developed area was relatively small consisting of about five square miles, plus some small developments east of the City proper. During the 1950's and 60's, the developed area of Mesa grew steadily with the primary growth directions being east and west, following the main streets. More developments also occurred during this time along Main Street--generally east of the RWCD Canal--and "East Mesa" began to be recognized as a "place".

With the tremendous growth Mesa experienced during the 1970's, Mesa expanded in all directions. To the west the developed areas of Mesa and Tempe merged at the Tempe Canal. To the south and southeast new growth followed--and anticipated--the construction of the Superstition Freeway. To the north and northeast new residential development often took place on larger properties because of the citrus groves and unique topographic character of the area.

To the east, however, new growth enveloped many of the formerly isolated developments, with urban uses now extending east along Main Street all the way to the County line. Map 1 clearly shows these growth trends and the land use pattern they have produced in Mesa.

Existing Land Use 1980:

Often when people think of land use, they think of zoning. Zoning defines which areas may be used for what purposes, but zoning in itself does not guarantee land use. To illustrate this point, Table 1 shows a comparison between land zoned for development--and those areas actually developed--as of 1980. Several interesting observations can be drawn from this comparison, including:

- * In all zoning districts, except one, (not counting agriculture) at least 25% of the land is undeveloped. In many cases over half the land in the district is vacant.
- * Over 40% of all the zoned land in Mesa is held in two single family residence zones, the R1-6 and R1-9.
- * With one exception, over half of all the land in Mesa zoned for commercial or industrial use is vacant.
- * The amount of land zoned and used for agricultural purposes in Mesa is decreasing.
- * In total, over 36% of all the zoned land in Mesa is vacant.



-  Prior to 1930
-  1930 to 1950
-  1950 to 1960
-  1960 to 1970
-  1970 to 1980

MESA GENERAL PLAN

MESA'S GROWTH : 1930 to 1980

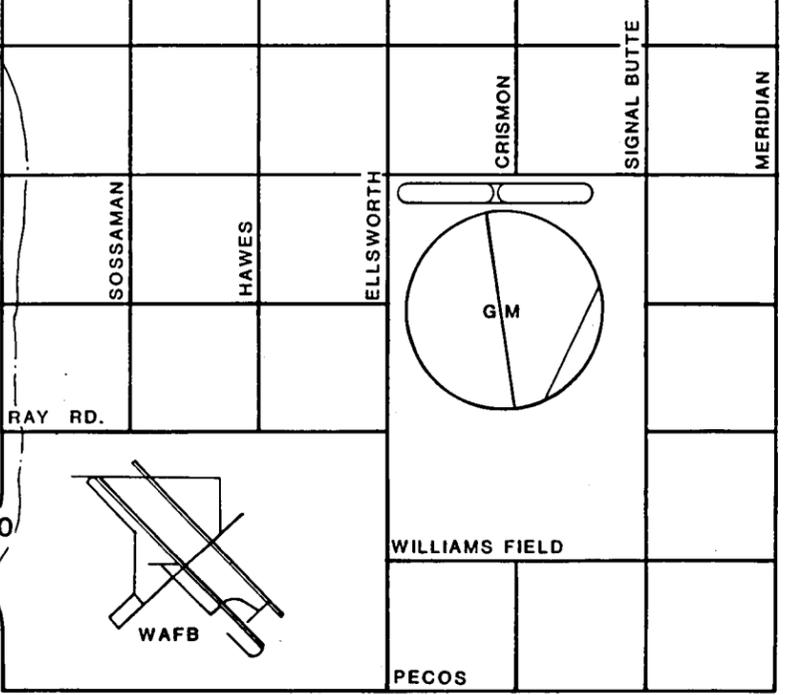
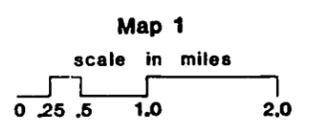


TABLE 1

LAND USE
CHANGES TO LAND INVENTORY BY ZONING CLASSIFICATION - 1980

Zone		<u>Beginning of 1980</u>				<u>End of 1980</u>		
		Total Acres	% of City Total	Undeveloped Acres*	% of Zone Undeveloped	Net Change (acres)	Total Acres 12/15/80	% of City Total
Agricultural	AG	5371	13.3	-	-	-693.23	4677.77	11.5%
One home/acre	SR	1959	4.8	698	35.6	- 31.9	1927.1	4.7%
Single Family	R1-35	1880	4.6	1490	79.2	+ 70.95	1950.95	4.8%
	R1-15	752	1.8	530	70.4	- 29.65	722.35	1.7%
	R1-9	6315	15.6	2961	46.8	+255.35	6570.35	16.2%
	R1-7	1978	4.9	1823	92.1	+ 45.4	2023.4	5.0%
	R1-6	9975	24.7	1825	18.2	- 78.15	9896.85	24.5%
Multi-family	R-2	1329	3.2	405	30.4	+ 15.77	1344.77	3.3%
	R-3	1023	2.5	442	43.2	+ 23.02	1046.02	2.5%
	R-4	3581	8.8	1220	34.0	+ 12.5	3593.5	8.9%
Office	RS	196	.5	121	61.7	+ 64.76	260.76	0.6%
Commercial	C-1	151	.4	81	53.6	- 5.4	145.6	0.3%
	C-2	2332	5.7	1349	57.8	+ 34.68	2366.63	5.8%
	C-3	816	2.0	206	25.2	+ 2.0	818.0	2.0%
Industrial	M-1	1773	4.3	1113	62.7	+346.53	2119.53	5.2%
	M-2	875	2.1	475	54.2	+ 12.37	887.37	2.1%
		40,306	-	14,739	36.5	883.33**	40,351***	-

* Estimate based on 12/15/79 aerial photos

** Acres involved in zoning changes through 12/80

*** 45 Acres added through annexation

Table 2 takes the information shown on Table 1 and converts it to acreage per 100 persons for comparison. In the planning field, acreage per 100 persons is a standard unit of measure used for making land use comparisons and projections. The fewer the number of acres per person, the higher the population density of the community.

TABLE 2
LAND USE
ACREAGE PER 100 POPULATION - 1980

<u>ZONE</u>	<u>ACREAGE*</u>	<u>ACREAGE PER 100 POP**</u>	<u>DEVELOPED ACREAGE*</u>	<u>DEVELOPED ACREAGE PER 100 POP**</u>
AG	5,371	3.51	5,371	3.51
SR	1,959	1.28	1,261	.82
R1-35	1,880	1.23	390	.26
R1-15	752	.49	222	.15
R1-9	6,315	4.13	3,354	2.19
R1-7	1,978	1.27	155	.10
R1-6	9,975	6.52	8,150	5.33
R-2	1,329	.87	924	.60
R-3	1,023	.67	581	.38
R-4	3,581	2.34	2,361	1.54
R-5	196	.13	75	.05
C-1	151	.99	70	.05
C-2	2,332	1.52	983	.64
C-3	816	.53	610	.40
M-1	1,776	1.16	660	.43
M-2	875	.57	400	.26
TOTAL	40,306	26.34	25,567 (63.43%)	16.71

* Acreage in the City of Mesa as of 3/10/80

** Population in the City of Mesa as of March, 1980 was 153,000

The most important highlight of Table 2 is that Mesa has 26.34 acres in area (one third of which is still vacant) for each 100 persons. This is an extremely low population density--which will undoubtedly increase as more of the vacant land within the planning area is developed.

Table 3 shows how Mesa's population density compares to other cities in our size range throughout the country.

TABLE 3
POPULATION DENSITY COMPARISONS

	<u>Acres Per 100 Pop.</u>	<u>Density Persons/Sq.Mi.</u>
<u>Arizona Cities</u>		
MESA	26.34	2,421
Glendale	25.73	2,487
Tempe	22.59	2,833
Tucson	18.68	3,425
Phoenix*	27.10	2,361
*(Including North Mountain and South Mountain Parks)		
<u>National Cities</u>		
Albuquerque, N.M.	18.87	3,390
Akron, Ohio	14.35	4,461
Birmingham, Ala.	20.30	3,152
Buffalo, N.Y.	8.01	7,990
Des Moines, Iowa	20.97	3,052
Reno, Nev.	23.67	2,703
Stockton, Ca.	17.04	3,755
Syracuse, N.Y.	8.38	7,641
Tallahassee, Fla.	19.41	3,208

Sources: 1980 World Almanac and Book of Facts
1980 Census Preliminary Results
1980 League of Arizona Cities and Towns Directory

When urban land use is discussed, the question of what is the "ideal" or "most desirable" land use distribution for a city is sometimes raised. Unfortunately, there is no easy answer to that question because there is no "ideal" land use pattern by which to gauge all cities. Each city is unique and so is each city's land use pattern. History, geography, law, tradition, location, economics, transportation, people and coincidence are a few of the key variables which play important roles in determining how a city grows and, as a result, how land within the city is used.

Consequently, each city's land use pattern must be evaluated independently. There are, however, some land use "rules of thumb" which have been developed by examining the land use patterns for many cities. Table 4 shows how Mesa and Tempe compare with these national averages. Mesa is shown as higher in the residential, commercial, and agricultural categories than the national average and lower in the areas of industrial, roads and public lands. This would be expected in a newer, rapidly growing community that still contains a significant amount of undeveloped land.

TABLE 4
LAND USE COMPARISON - 1980

	MESA ¹ (zoned)	TEMPE ²	NATIONAL ³ AVERAGE
Residential:	53.6%	45.38%	39 %
Commercial/Office:	7.0%	8.54%	4.8%
Industrial: (Includes Falcon Field)	6.1%	12.83%	10.9%
Agricultural/Vacant:	14.7%	15.47%	Not Listed
Roads & Highways:	12.5%	8.18%	25.6%
Other Public:	6.1%	9.6% (Includes ASU)	19.7%*

* Includes churches, hospitals, harbors, wetlands, cemeteries, airports and and other unclassified facilities depending on the city involved.

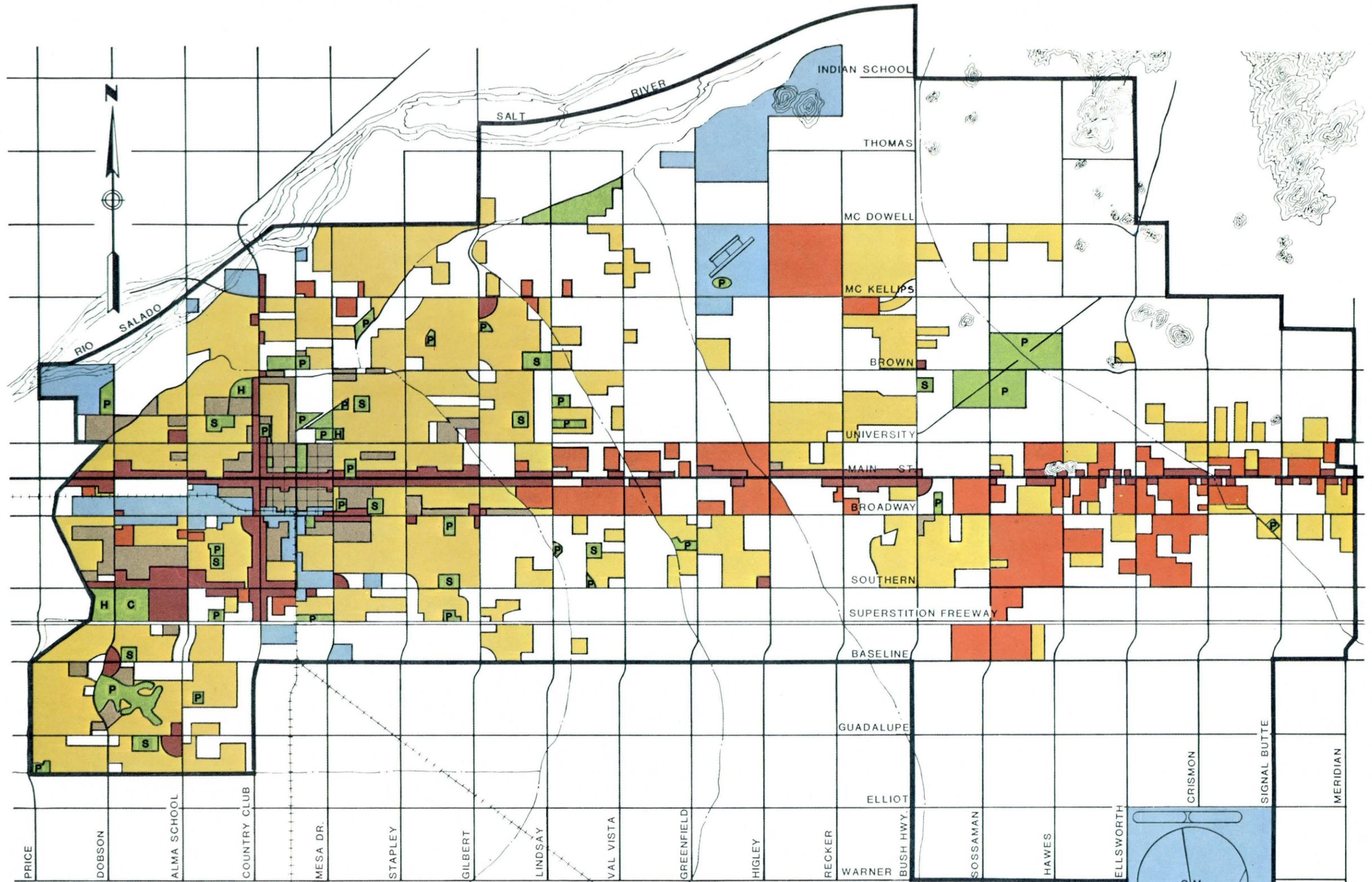
Sources: 1. City of Mesa Planning Department estimate for March 1980.
2. City of Tempe Planning Department estimate for August 1980.
3. Urban Lands Institute - "Recent Land Use Trends in 48 Large American Cities."

One thing is certain, however, every city has a land use pattern and it can reveal a variety of interesting observations about development of the area. Mesa's existing land use and development pattern is shown on Map 2. A review of this map reveals several noteworthy features about Mesa, such as:

* The major impact on land use made by the transportation system:

- . Main Street, Country Club and Southern Avenue have been "stripped" with commercial uses;
- . The location of the Superstition Freeway has been instrumental in a variety of land decisions;
- . Development of all types has followed along Main Street as far east as the County line--and beyond;
- . The location of the railroad has had a major affect on the location of industrial development;

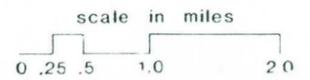
* Mesa has developed in an East-West orientation, partly due to the transportation system and partly due to the location of the Salt River;



- | | |
|---|--|
|  Single Family Residential |  Public |
|  Multi Family Residential |  Park |
|  Mobile Homes - Travel Trailer Parks |  Hospital |
|  Commercial |  College |
|  Industrial |  School |
|  Agriculture - Undeveloped - Rural | |

MESA GENERAL PLAN

GENERALIZED
EXISTING LAND USE
1980



(High School or Jr. High)

- * Our land use pattern is a spread out "sprawling" one often found in rapidly growing areas. This widely spread pattern of development has resulted in the transportation and utility systems being widely spread as well;
- * There is a great deal of vacant land within the urbanized area that has been bypassed or surrounded by developed lands.
- * Most of the mobile home developments in Mesa are clustered along Main Street, east of Gilbert Road;
- * There are more mobile home developments east of Bush Highway (outside our City limits, but inside the planning area) than there are in Mesa proper.

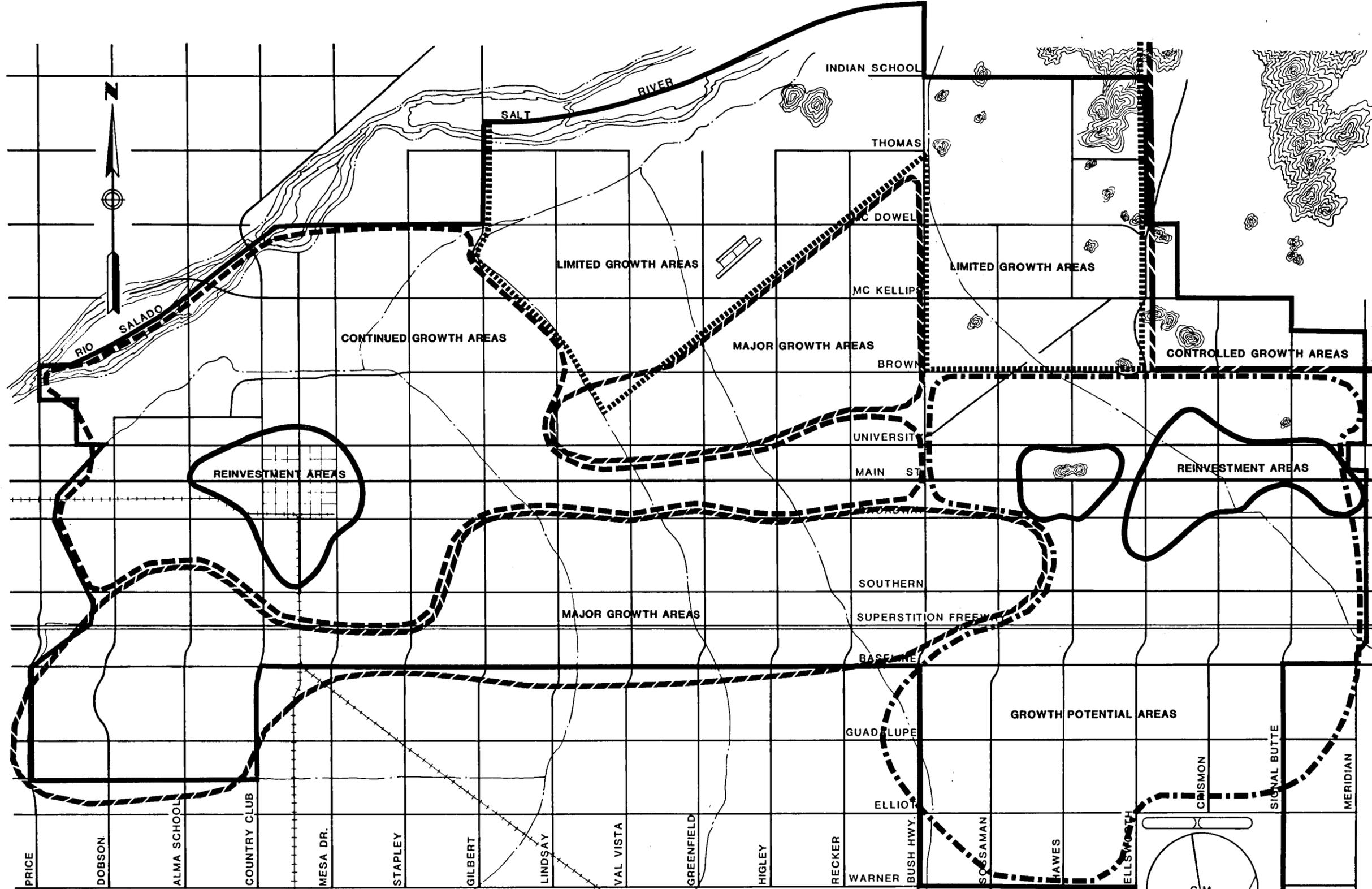
Future Land Use:

In land use, like in so many other areas, past decisions help determine future actions. Previous decisions on where to build new streets and utility lines, where to rezone property, and which properties have been subdivided for development, are all key factors in producing tomorrow's land use patterns. Some of these factors are visible, while others are "invisible", but all of them combine to form a set of parameters which shape urban growth.

Urban growth is an everchanging process which is always in transition; but since it is a long term process, it often takes a period of time to see the changes. Consequently, changes made in the land use process today may not be "visible" for years; and by then our decision may result in a variety of changes--some anticipated, some unanticipated--that we must live with for a long time.

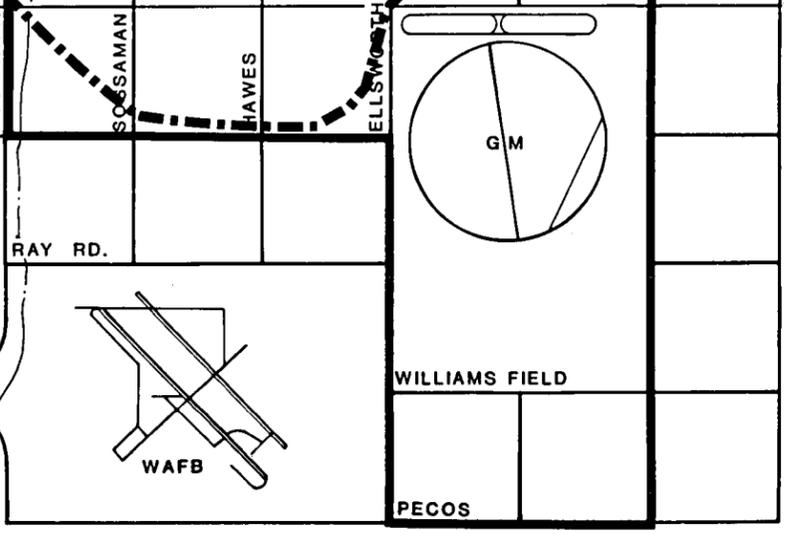
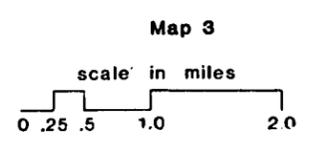
In the years to come, we expect that Mesa will continue to grow; but that all parts of Mesa will not grow in the same way or at the same rate. For purposes of discussion, we have divided Mesa into six "growth areas" for review, as shown on Map 3. These six "growth areas" are:

- * Major Growth Areas - During the 1980's, it is anticipated that the area along the Superstition Freeway will be Mesa's major growth area. A whole series of important land use determinants (construction of the freeway, availability of water and sewer service, availability of developable land in large parcels, land costs, buyer preference, and Mesa's reputation, to name a few) have been combined to make this a very attractive area for new development. A secondary major growth area may also occur south and east of Falcon Field as more services are provided in the area and as the Superstition Freeway area begins to fill up.
- * Continued Growth Areas - These are the established areas of Mesa where development has already been taking place for some time. In these areas we foresee the remaining vacant land being developed and lesser intensity uses being developed into higher intensity ones.
- * Reinvestment Areas - These are the areas where it is anticipated both public and private reinvestment efforts will be focused to promote additional growth. During the 1980's, it is proposed that public funds will be used to



-  Major Growth Areas
-  Continued Growth Areas
-  Reinvestment Areas
-  Limited Growth Areas
-  Controlled Growth Areas
-  Growth Potential Areas

**MESA
GENERAL PLAN**
GROWTH GUIDES / TRENDS



help revitalize Mesa's Town Center area and result in continued--and in some cases--intensified private reinvestment in the area. East of Mesa it is also anticipated that during the 1980's there will be some areas that will require a reinvestment effort to provide and upgrade services (water, sewer, storm drains, streets, street lighting, etc.) that were either not provided when the area was originally developed or are now in need of repair.

- * Limited Growth Areas - There are certain areas within our planning area, (such as under the flight path for Falcon Field, along the Salt River, and in the foothills of the Utery Mountains) where it is proposed that future development will be less intense than in the rest of Mesa. These areas will be designed to emphasize compatibility with the unique land use constraints affecting these areas.
- * Controlled Growth Areas - In the area north of Brown Road and east of Ellsworth Road, the City has the opportunity to serve water; but at present we have no water lines in the area. Consequently, there has been little development of property. Present policies of the City would minimize development of this area during the 1980's.
- * Growth Potential Areas: - "East Mesa", by virtue of its location, is in the "path of progress" and has a significant potential for additional future growth. At the same time, however, there are a number of constraints to development--including uncertain water supply, lack of storm or sanitary sewers, fractionized land ownership, uncoordinated land development, land use conflicts, some existing lower quality developments, and a large number of needed street improvements--which must be resolved before the true potential of the area can be determined.

The next step in our analysis of land use is to move from examining existing land use trends and growth areas to making some projections on the actual amounts of land to be used for various purposes in the future. Table 5 shows how land was utilized in the Mesa area in 1980 and projects those figures forward to the year 2000. In order to make projections of this type, it is also necessary to make some assumptions about future land use trends. These assumptions are also shown on Table 5. Several important conclusions about Mesa's future land use pattern can be drawn from this analysis, including:

- * During the 1980's the trend toward low density "sprawling" types of development will continue, with a shift to higher density development continuing through the 1980's, but becoming more significant during the 1990's.
- * There will be a significant decrease in the amount of agricultural land in Mesa during the next 20 years. By the year 2000, most of the remaining "agricultural" land will be in the form of large lot residential developments.
- * The single family home will remain the preferred housing type in Mesa during the next 20 years, although proportionately there will be fewer single family homes in Mesa by the year 2000 than there are now.
- * There will be a significant increase in the acreage devoted to multifamily dwellings during the next 20 years.

TABLE 5

LAND USE ALLOCATIONS

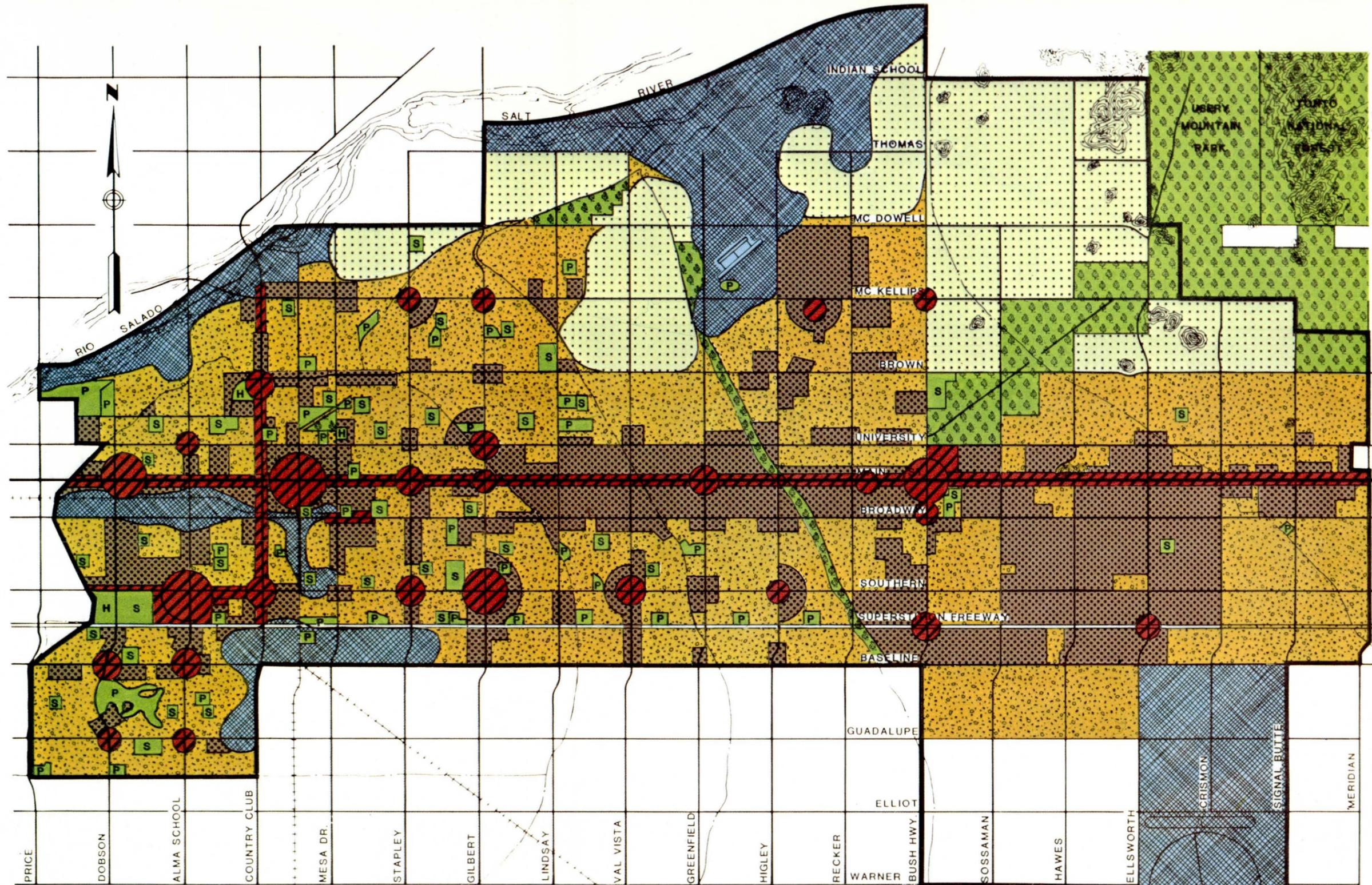
	1980 MESA CITY				1980 MESA PLANNING AREA				1990 MESA PLANNING AREA				2000 MESA PLANNING AREA			
	% OF AREA	ACRES	AC. PER 100 POP	DEV. AC. PER 100 POP	% OF AREA	ACRES	AC. PER 100 POP	DEV. AC. PER 100 POP	% OF AREA	ACRES	AC. PER 100 POP	DEV. AC. PER 100 POP	% OF AREA	ACRES	AC. PER 100 POP	DEV. AC. PER 100 POP
Agricultural	15.1%	6,088	3.9	4.1	9.2	8,168	4.2	4.2	5.5%	4,900	2.0	2.0	2.8%	2,500	.8	.8
Single Family	47.5%	19,147	12.5	8.0	26.3	23,702	11.9	7.8	31.7%	28,300	11.3	10.6	38.1%	34,000	10.8	9.8
Multi-Family	10.2%	4,113	2.7	1.5	4.6	4,194	2.2	1.1	8.1%	7,250	2.9	2.6	12.0%	10,700	3.4	3.1
Mobile Hm./T. Trailer	4.5%	1,815	1.2	.9	5.1	4,560	2.4	1.5	6.2%	5,500	2.2	1.5	6.5%	5,800	1.8	1.5
Commercial	8.1%	3,266	2.1	1.1	3.9	3,502	1.8	.9	5.1	4,500	1.8	1.2	6.3%	5,670	1.8	1.3
Industrial	6.5%	2,621	1.7	.7	6.4	5,741	3.0	2.2	7.8%	7,000	2.8	2.0	9.5%	8,500	2.7	2.1
Public	6.1%	2,450	1.6	1.4	5.6	5,040	2.6	2.2	6.5	5,800	2.3	2.2	7.3%	7,000	2.2	2.2
Vacant	2 %	806	.5	---	38.9%	34,679	18.2	---	29.1%	26,000	10.6	---	16.9%	15,100	4.8	---
TOTAL	100%	40,306	26.2	17.7	100 %	89,286	46.3	19.9	100 %	89,286	35.9	22.1	100 %	89,286	28.3	20.8
POPULATION	153,000				190,000				250,000				315,000			

(Source: Planning Staff Estimates
1980 Land Use as of March, 1980)

ASSUMPTIONS

The land use projections shown on Table 5 are based on the following set of assumptions:

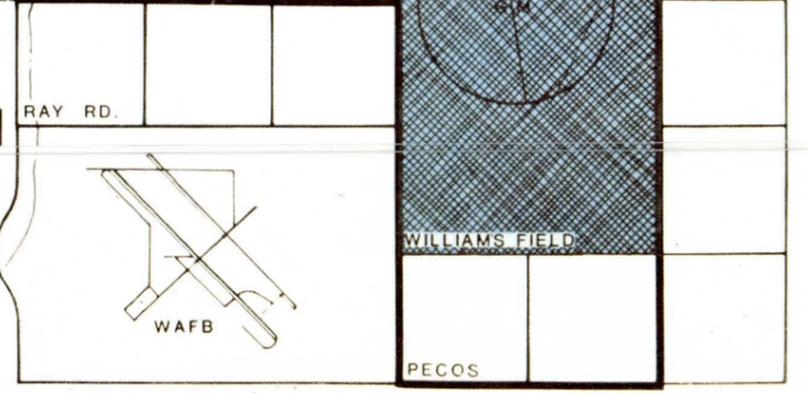
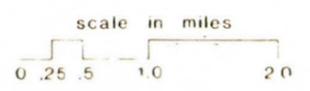
1. Land that had previously been used for agricultural purposes generally will be urbanized before "desert" or unimproved land.
2. There will be a continuing trend toward higher densities in residential areas. Apartments, patio homes, condominiums and other forms of higher density housing will increase proportionately faster than single family homes.
3. Industrial development will increase within the Mesa planning area during the 1980's and 1990's.
4. The amount of additional land set aside for commercial development will increase at a slower rate during the 1980's--with more of the land currently available being utilized instead.
5. More area, proportionately, in Mesa will be developed during the 1980 and 1990's for professional offices.
6. Infilling of bypassed and contiguous properties becomes an established land development trend during the 1980's.
7. The "mobile home", as currently developed, will continue to grow in numbers as a housing type during the 1980's--but at a proportionately slower rate than other housing types. The new "manufactured home" concept may account for production of homes that will fall in the single family classification which might otherwise have been produced as mobile homes.
8. The overall population density of the Mesa Planning Area will increase throughout the 1980's and 1990's.
9. That the current impediments to development which currently exist east of Bush Highway (i.e. lack of an assured water supply, multiplicity of water companies, lack of sewer service, storm drainage problems, land use conflicts, etc.) will be resolved in a manner which will allow orderly urban development to take place in this area in a systematic way.
10. It is not anticipated that a significant amount of state owned land will be made available for development east of the Mesa planning area.



- | | | | |
|--|--|--|----------------------|
| | Lowest Density (1 or less D.U.'s/AC) | | Industrial |
| | Lower Density (5 or less D.U.'s/AC) | | Public & Open Space |
| | Higher Density (5 or more D.U.'s/AC) | | Park / Hospital |
| | Major Commercial / Office Centers | | School |
| | Commercial | | Agriculture / Vacant |

MESA GENERAL PLAN

YEAR 2000
LAND USE PLAN
(GENERALIZED)



PRICE DOBSON ALMA SCHOOL COUNTRY CLUB MESA DR. STAPLEY GILBERT LINDSAY VAL VISTA GREENFIELD HIGLEY RECKER WARNER BUSH HWY SOSSAMAN HAWES ELLSWORTH CRISMON SIGNAL BUTTE MERIDIAN GUADALUPE ELLIOT

INDIAN SCHOOL THOMAS MC DOWELL MC KELLIPS BROWN UNIVERSITY BROADWAY SOUTHERN SUPERSTREET INTERWAY BASELINE

LIBERTY MOUNTAIN PARK TURTLE NATIONAL FOREST

WILLIAMS FIELD

PECOS

WAFB

- * As Mesa continues to grow in population, one anticipated result is that our employment base will expand even quicker. It is projected that the amount of acres devoted to commercial, office, and industrial uses during the next 20 years will more than double.

Now that we have reviewed our projected growth, both in terms of amount of new growth anticipated and where in the community it might occur, our next step is to assemble this information on a map to show how the anticipated new growth will likely be distributed throughout the community. Map 4 is a land use plan for the Mesa Planning Area for the year 2000. The map is deliberately general in certain areas to allow for a range of development options--and to begin discussion.

This map has been prepared starting with existing land use decisions and projecting development where it is appropriate to do so--and incorporating the various land use goals and objectives discussed in this and earlier general plan reports. The map can be changed in any way desired, however, to more accurately reflect the needs and desires of the community. In reviewing this or any proposed land use map, there are certain things to keep in mind, such as:

- * Any future land use map must be general by design since it is meant to show generalized conditions and reflect community land use goals.
- * A future land use map is not a zoning map for the City of the future. A land use map is a development guide; its boundaries are not fixed by law as a zoning map is. Also, since not all land use questions can be addressed or resolved before they are asked, the land use map cannot be looked upon as a "blueprint" for the future. Further, some future land use questions are as yet unknown and it is wise to preserve development options, where possible, so that we retain the flexibility to adjust in the future.
- * The land use plan must reflect approximately the same number of developed acres as are projected to meet the projected needs. Map 4 reflects roughly the same acreages shown on Table 5 for the year 2000 except for the lower density and higher density classifications. Since not all locations for higher density development can be accurately projected, the draft land use plan is short on acreage in that category--and high on acreage for lower density development--since most of the additional acreage will be taken from the lower density category.
- * It is often not possible to accurately project development timing in other than a general way, so it cannot be assumed that all properties shown as developed will actually be occupied by a specific date.

In reviewing the future land use pattern shown on Map 4, several interesting observations become apparent, such as:

- A. Mesa has the potential to become a very large city. By the year 2000, urban development will cover a very large part of the Mesa planning area and contain a population of over 300,000 people. At saturation, Mesa could contain 500,000+ people.

- B. The proposed commercial/office and industrial centers, plus some of the higher density areas, are shown with round edge symbols. The "rounded edge" symbol is meant to show that the activity will be located in that area; but that the ultimate size and configuration of that particular land use has not yet been determined. It should also be noted that only major commercial/office centers are shown.
- C. The plan is more specific in those areas where there is more information available. In the eastern portion of the planning area where there is less information available, the plan is less specific.

ASSUMPTIONS GOVERNING THE FUTURE LAND USE PLAN:

The land use patterns shown on Map 4 are based, as one might guess, on factual information and a set of assumptions about future land use. These assumptions are based on existing and probable land use trends, and obviously any significant change in these assumptions will have a change in the resulting land use pattern. The assumptions incorporated into preparation of the land use plan shown are:

Agriculture:

1. By the year 2,000, there will be relatively little commercial agricultural farmland in the Mesa Planning Area.
2. Most of the agricultural land remaining in the Planning Area by the year 2,000 will be developed for residential purposes as large lot (one acre or more) residential districts.

Residential:

1. The overall density of Mesa's housing stock will increase during the next twenty years. The declining average family size and the increasing cost of housing seem to make continuance of this trend inevitable.
2. Past (and current) policies and decisions on land use, utility extensions, and transportation will result in continuation of the residential "urban spread" pattern currently typical of Mesa. The result will be that residential development in Mesa during the 1980's and 1990's will "fill out" the geographic area available for development. It is not anticipated, however, that all the area shown for development on the land use plan will actually be completely developed by the year 2000. The plan shows approximately 20-30% more land proposed for development than will actually be necessary to support the target population.
3. Infilling, or the development of vacant and under utilized properties, will continue as a trend to provide convenient central locations for higher density housing. Additionally, it is assumed that most of the land currently vacant but proposed for specific types of residential development will actually be developed in the manner proposed during the next twenty years.

4. Housing densities shown on the land use plan are based on gross, rather than net acreages.
5. Not all possible or actual higher density housing locations are shown on the land use map. In actuality, there are many more locations where higher density residential development might be appropriate than are shown on the land use plan. The additional locations, if any, where higher density development would be acceptable would need to be determined based on future need and adopted land use goals and policies.

Public:

1. Mesa will continue to be capable of providing the urban services needed (water, sewer, fire, police, streets, parks, etc.) necessary to accommodate the anticipated new growth.
2. Mesa will, when and where necessary, prioritize provision of urban services to guide the rate and direction of new urban growth. This may be necessary in order to avoid overcommitment of public services in supporting several rapidly growing areas at the same time--or to withhold certain services to help insure lower intensity developments where proposed on the land use plan.
3. Mesa continues to offer high quality urban services and assistance which will continue to attract quality new developments, particularly commercial and industrial.
4. Reasonable steps will be taken to insure compatibility between differing land uses to avoid obvious and/or major land use conflicts.
5. The construction of the Superstition Freeway will continue as scheduled.
6. Expansion of Falcon Field will continue as scheduled.
7. Mesa will make an effort to acquire for public purposes lands within the planning area owned by other governmental agencies when, and if, they become available, as shown on the land use plan.

Commercial:

1. Strip commercial will continue along Main Street, Country Club and Southern Avenue--but will be contained to a significant extent on the other major arterial streets.
2. a. There will be several areas within Mesa which will be developed as major (400,000 S.F.+) commercial/office centers.
b. There will be a greater number of smaller, but still sizeable (200,000 S.F.+) commercial/office centers.

- c. All of these commercial/office centers will be located at arterial street corners, many of them with easy access to the freeway.
3. Not all possible and/or actual, commercial/office locations are shown on the land use map. Only those locations which currently exist--or highly probable, given current conditions--are shown. Other locations may also be proposed and may be suitable for commercial/office development; but those locations would need to be evaluated in light of adopted land use goals and future need.
4. Following the policy encouraging "infilling" of bypassed properties it is anticipated that during the 1980's there will be an increasing trend toward utilization of vacant properties currently zoned for commercial use rather than rezoning a large amount of additional land for commercial development.

Industrial:

1. During the 1980's there will be five established industrial areas within the Mesa Planning Area. They are:
 - a. The area along the railroad from Mesa Drive to the Tempe Canal. This is our traditional area of smaller industrial properties.
 - b. The area along the south side of the Superstition Freeway from Extension to Harris. This primarily undeveloped area is sometimes referred to as the "Superstition Freeway Industrial Corridor". It is anticipated a significant amount of industrial growth will take place in this area during the 1980's.
 - c. Along the Salt River, west of Mesa Drive. This area currently contains several extractive (aggregate concrete) industries, as well as several open land uses, all of which will probably remain through the 1980's.
 - d. The Falcon Field area. Falcon Field is an attractive location for airport oriented industrial uses; and it is anticipated several new developments will locate here during the 80's. It is also anticipated that during the 1980's extractive industries will locate along the Salt River north of Falcon Field to take advantage of the sand and gravel deposits to be found there.
 - e. The General Motors proving grounds. Some additional growth is expected in this area as the freeway continues to move east.
2. It is anticipated that the number and types of land use conflicts between residential and industrial uses will be reduced during the 1980's. Reasons for this change include:
 - a. A trend toward "industrial park" developments.
 - b. Improved technology which reduces objectionable industrial qualities.

- c. Increasing use of zoning and design requirements to regulate industrial uses.
- d. Relocation of objectionable industrial uses to less developed areas.

As a result, in the future it may be possible to locate some types of industrial facilities outside of the above industrial areas and in closer proximity to new residential districts. If possible, this would help minimize traffic and utility problems and provide employment opportunities more evenly distributed throughout the community.

The possible locations of these types of industrial facilities have not been located on the land use plan, and will need to be determined based on adopted land use goals and future need.

CONCLUSIONS:

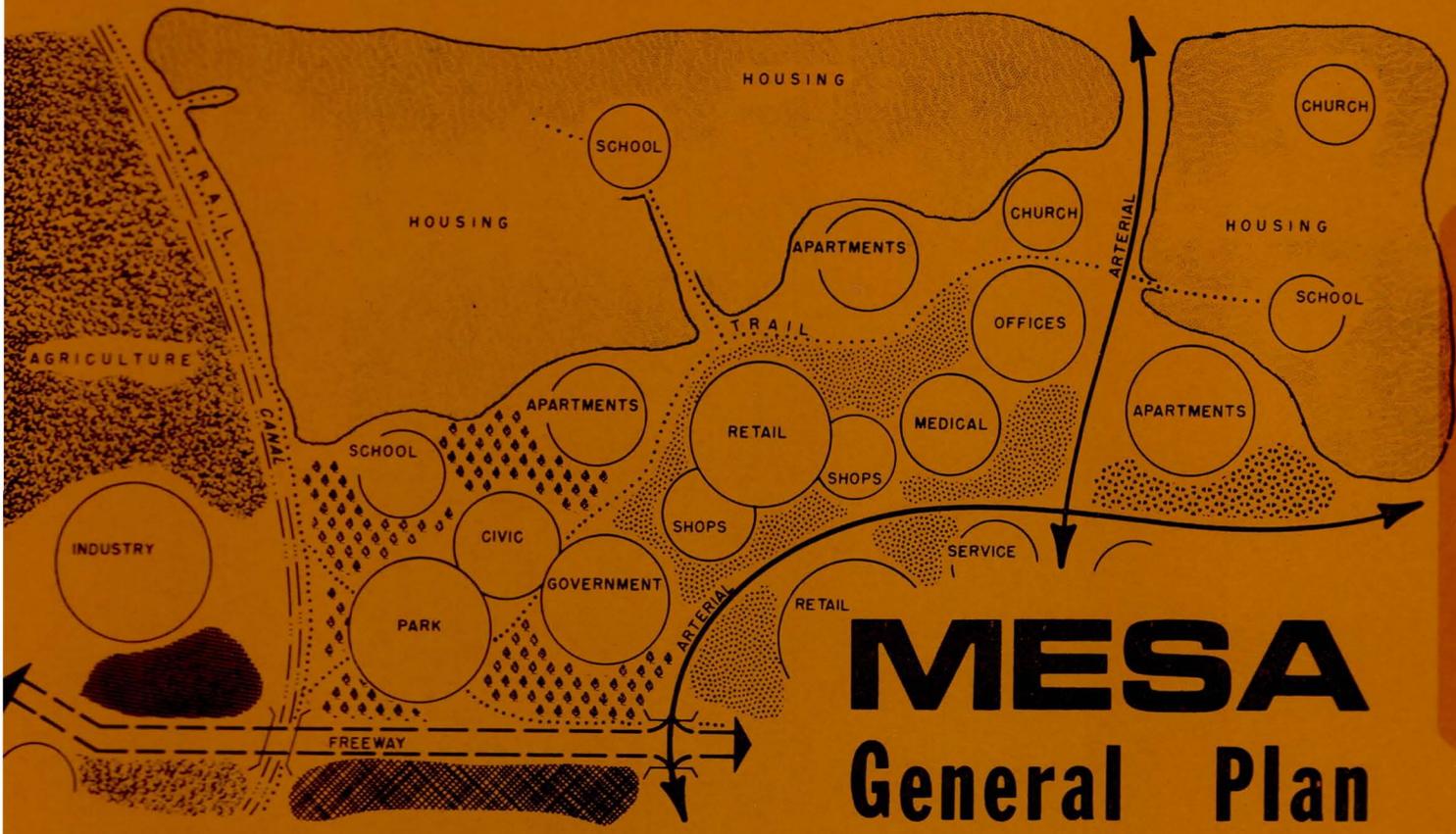
Projecting future land use patterns is an uncertain science at best. Land use is both the cause and effect of a multitude of changes that effect the way we live; and a land use pattern is a dynamic everchanging matrix without end.

Because of the tendency of land use to change, it is difficult to force the process into a predesigned "container" without allowing for flexibility and adaptation. As times change and conditions change, land use will also change. Change, however, can be an asset or a liability for a community depending on the ability of the community to anticipate, plan for, and accommodate it. History is replete with the stories of cities which have fared poorly as a result of changes they were not prepared to accept.

For that reason, land use plans are generalized embodiments of current and possible land use trends, and act as a guide to help direct land use patterns in such a way as to be advantageous to the community--without being a rigid blueprint for the future to which all development must comply in every respect.

The land use plan, once adopted, is not the end of the planning process, but rather the start of an ongoing program to "refine" the community's goals and aspirations so that the plan truly reflects the desires of the citizenry. For that reason, land use plans should be reviewed and updated on a regular basis as more information becomes available.

Try as we might to avoid them, we will always have land use conflicts, regardless of our land use plan. The decision making process regarding the use of land is a subjective one in which personal preference plays a key role. Since there are as many viewpoints in a controversy as there are people involved, the question of how best to develop land can become a heated one. In those times, it should be remembered that in our role as stewards of the public trust, one of our responsibilities is to transmit our city to the future, not only just as good as--but better than it was passed on to us.



MESA

General Plan

CHAPTER L :

IMPLEMENTATION

IMPLEMENTATION

IMPLEMENTATION

Introduction:

How well--or how poorly--a general plan is implemented is the true test of the worth of having done the plan. The plan is, of itself, only a book and unless it is "taken to heart" and actually used as a development guide, it is little more than an academic exercise.

Implementation is something of a planning "buzz-word" which means "guiding new construction." The process by which new construction takes place, however, is a complex one; and there are many ways in which governmental action affects, and is affected by, the process.

One of the first things to remember about new construction is that most of it is financed, built, owned, and maintained by private means with relatively little governmental involvement. Sure, they need police, fire protection and utilities, but that's about all. Since the vast majority of buildings in most cities fall in this category, it is well that we recognize it's private enterprise that actually constructs most of what we think of as "the City." Consequently, cities grow by private investment and the city's role then, is to provide guidance and direction to help shape that growth and to provide services to support the new development.

Municipal services and regulations then, can be viewed as ways to encourage, or discourage, growth--depending on how they are used. The goal of most cities (including Mesa) is to use our regulatory tools in a reasonable way to guide growth to meet our community goals.

To this end, Mesa has adopted a series of ordinances and resolutions, and policies which are collectively known as our land development regulations. In this section of the Plan, we will look at these "implementation tools" and how they work to guide growth.

Implementation Tools:

When we think of "implementation tools" we may immediately think of zoning when, in fact, a City has several regulatory tools available. The following is a list of some of the more commonly used tools, and a brief explanation of how the tool works:

- * The Zoning Ordinance and Map: The zoning ordinance describes in detail how each privately held parcel of property in the city may be developed, while the map shows graphically how each piece of property is "zoned". In addition to the use of the land, the zoning ordinance also regulates building setbacks, building heights, parking, landscaping, lot size, density of residential units per acre, etc. Often property is proposed for "rezoning" (changing the zoning classification) before it can be developed, thereby giving the opportunity to review the project for compliance with the General Plan.

- * Subdivision Regulations: Subdivision Regulations govern the procedures and requirements under which property may be subdivided for development. Design standards, engineering, street and utility requirements are also part of the subdivision regulations. Together, these regulations help insure that the property offered for sale to the public has a "clear title" and is provided with all the services necessary for quality development. They also help insure that future costs to the public for service and maintenance of the facilities are kept to a reasonable minimum by requiring that the improvements are of good quality when they are installed.
- * Sign Code: The Sign Code regulates the location, height, size, number, and type of signs permitted within the City.
- * 5-Year Capital Improvement Program: The Capital Improvement Program is, in essence, the City's "development strategy" of where and when it will provide needed public facilities. Often, there are more projects to build than there is money to build them and they must be prioritized to determine greatest need. By effective use of the Capital Improvement Program, it is possible to guide the location of new private development by controlling the timing and placement of prerequisite public improvements.
- * Municipal Budget: Like most businesses, the City of Mesa has a budget that we follow each year. Unlike a business, however, the City has certain kinds of state required spending limitations which regulate, in part, how much money the City can spend. Where and how we choose to spend our funds each year can have a significant impact on the future development of Mesa.
- * Redevelopment Commission: The Redevelopment Commission advises the City Council on projects that would be desirable to help redevelop Mesa's Town Center. The future of the Town Center is one of the most important issues now facing Mesa and it's solution will have a significant impact on our future.
- * Annexation Policies: Our annexation policies describe when and where the City would like to include additional properties within our corporate limits. Annexation provides several advantages such as police and fire protection, and utility service to the property owner. Whether or not annexation is granted can have a significant effect on the development of the property. When combined with the City's utility policies, this can be an effective growth management tool.
- * Utility Hookup & Extension Policies: These policies govern where, and under what conditions, the City will permit utility extensions and hookups to municipal systems beyond the City limits. These policies, by regulating the placement of utilities, can measurably affect when and how property is developed.
- * Neighborhood Development Policies: These policies help refine the General Plan by developing more detailed development policies at the neighborhood level. The Falcon Field-East Mesa Development Policies and the Freeway Corridor Development Policies described in the introduction to the General Plan are examples of how neighborhood policies can work.

- * Land Assembly: Cities have the ability to acquire land for various public purposes. Where we acquire land, how much land we buy, and the proposed use of the property, can all affect the land development process. The purchase of land for parks or a fire station are obvious examples of how this tool works, but other less obvious--but nevertheless important--ways might include acquisition of land in the Town Center for redevelopment or acquisition of noise sensitive lands near Falcon Field.
- * Bonding: In order to build or buy some kinds of public services, it is often necessary to raise money through bonding. Whether or not the voters approve the bonds, the amount of money raised in this fashion, and the ways in which it will be spent, can all affect implementation of the General Plan.
- * Intergovernmental Coordination: This involves coordinating the City's activities with those of other governmental agencies at various levels. At times, this involves sharing ideas and activities--at other times lobbying on behalf of issues of interest to the City is required.
- * Economic Development Recruitment: Sometimes it may be in the best interest of Mesa to actively seek out and recruit specific kinds of industries or developments which we would like to have locate here. The success of this effort, done in conjunction with the Chamber of Commerce, may have a real impact on Mesa's future.
- * Industrial Development Bonds: The City of Mesa has an Industrial Development Authority which can authorize use by private enterprise of lower cost, tax exempt, Industrial Development Bonds to help finance certain kinds of new construction. The frequency with which IDA bonds are granted, and for what purposes, could affect (or be used to help direct) Mesa's future growth.
- * Improvement Districts: When property owners in an area decide as a group that they would like to provide a public improvement of some type that they currently do not have (street lights, fire hydrants, streets, sidewalks, etc.) the City has a vehicle, the Improvement District, to help them finance and construct the project. In "rural" areas or established neighborhoods, improvement districts can be used to help guide development.

...and those are just some of the more well-known implementation tools the City of Mesa has. In addition to these more or less standard tools, there are additional ones that have become more well-known that Mesa may want to consider implementing in the future. These might include:

- * Design Review - Under design review the architecture, landscaping, and siting of new buildings is regulated to insure their compatibility with surrounding areas, as well as established community goals.
- * Urban Limit Lines - which define the area within which urban types of development will be allowed to take place.

* Transfer of Development Rights - which allow certain properties to remain vacant, and the development which normally would have been constructed there to be "transferred" to another piece of property.

The bottom line here is not to describe all the implementation tools available to the City, but simply to emphasize that there are a variety of methods available to insure that the future development of Mesa takes place in compliance with the General Plan. By coordinating our development tools with our general plan goals we can do much to see that our general plan has an impact on shaping Mesa's future. One of the truisms in planning is that planning is a process, not a result. Recognizing that fact, we must also recognize that all our actions, both public and private, are part of the long involved process of developing the Mesa of the future--a process that has no end and is always subject to change. To keep pace with changing conditions as they occur, it is a good idea to periodically review our development regulations to insure that they still do the job they were intended to do. If they are still current, that's fine; but if they aren't, it would be wise to update them.

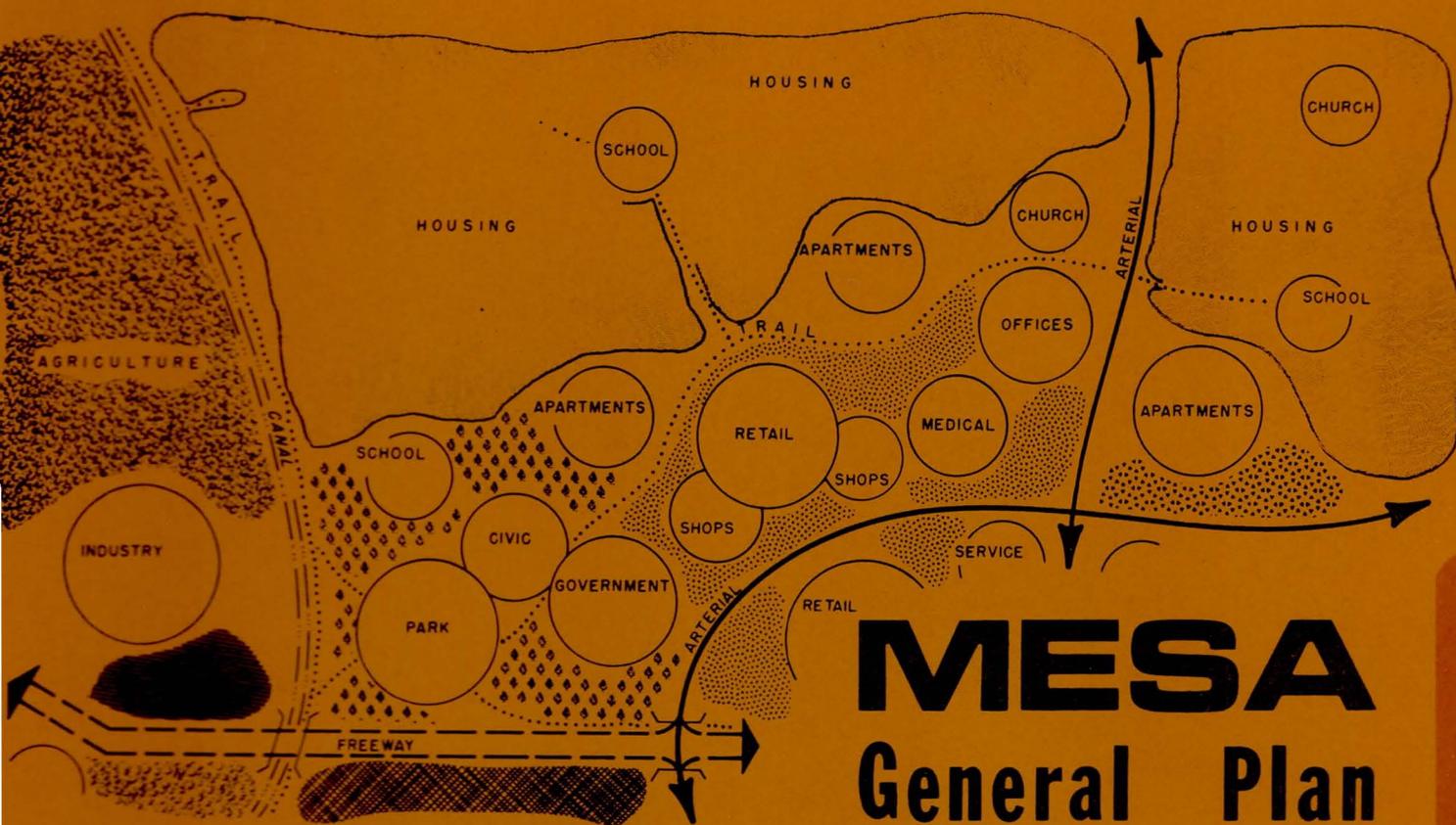
The same would apply to the General Plan. Every few years it should be reexamined to make sure the goals and policies expressed in the plan still accurately reflect the needs and desires of the community. If conditions change to such an extent that the plan has become obsolete, the plan should be revised.

Conclusion:

Mesa has a wide range of tools at it's disposal to see that our General Plan is implemented successfully. In addition, if the community feels additional tools are needed to meet the challenge, they can be adopted. Likewise, our existing ordinances and policies can be revised to meet current needs.

What we can't legislate, however, is our willingness to follow a plan. If the plan is realistic and a true guidepost by which to measure quality future development, it would seem that following such a plan would be in the best long term interest of the community. If the plan does not benefit the community, however, it should be changed. Through coordinated positive growth and development, the quality of community life for all Mesa's citizens can, hopefully, be improved; and the cost of operating the City of Mesa can be kept to a minimum. The old saying "an ounce of prevention is worth a pound of cure" is as true in community planning as it is in any other field of human experience. Sometimes the easy answer to a short term problem may not be the best answer when you consider the long term implications--and almost every land use question has both short term and long term considerations.

Someone once asked an African Chief how many members there were in his tribe. He replied, "My tribe contains some who are here now, some who have gone before and many who are yet to come". As we move forward into Mesa's tomorrow, we should plan for not only those who are here now--but the many who are yet to come.



MESA

General Plan

POLICIES

CHAPTER M :

POLICIES

RECOMMENDED POLICIES

These policies have been prepared after reviewing notes of comments made at Committee meetings, examining the results of the questionnaire filled out by the Committee, and a review of the preliminary results of the utility bill questionnaire.

These policies are intended to express the concerns of the Committee as they were expressed and adopted at meetings held November 10, November 24, and December 1, 1981.

Population:

Mesa should plan for continued growth. Our present population projections may be conservative and we may have more people by the year 2000 than now anticipated.

Housing:

- A. Higher density ('R-4' zoning) housing developments should be encouraged to locate within the City's Electrical Service District. New 'R-4' zoning may be granted, outside the Electrical Service District for mobile home and recreational vehicle parks, in designated areas. In this way higher density can be used as an incentive to "infill" by-passed properties in the Electric Service District. 'R-4' densities in areas outside the Electric Service District, such as in the Superstition Freeway Corridor, may be considered where exceptional circumstances are evident.
- B. Mesa should continue the "mobile home corridor" policy established in the Gruen General Plan. New mobile home and recreational vehicle parks should locate within the "corridor". The only exceptions would be the location of new parks or subdivisions in areas where they would "round out" existing developments.
- C. Mixed housing types within a neighborhood would be allowed only when compatibility with existing uses can be assured. Quality of design and compatibility between adjacent uses will be major considerations in evaluating mixed use developments.
- D. It is recommended that all multi-family, condominium, and townhouse projects meet the following criteria (not including duplex through 4-plex types):

* Up to 15 dwelling units per acre; should have access on a collector street.

* Over 15 dwelling units per acre; should have convenient access to an arterial street.

- E. The Superstition Freeway Corridor Policy which calls for an overall residential density not to exceed 4.5 dwelling units per gross acre should be continued.
- F. Lower residential densities should be maintained in proximity to Falcon Field Airport, as outlined in the Falcon Field-East Mesa Development Policies.
- G. Mesa should continue to use it's utility and annexation policies to maintain low residential densities in the foothills east of Mesa, as well as in floodplain areas.

Transportation:

- A. Mesa should make every effort to insure the continued construction of the Superstition Freeway eastward in an expeditious manner. In addition, Mesa should promote the widening of the Superstition Freeway west of Country Club Drive.
- B. Mesa should continue to support the Dial-A-Ride program as a needed service for the elderly and the handicapped.
- C. Mesa should develop major transportation corridors in the following areas:
 - * An east-west corridor in the northern part of the City.
 - * A north-south corridor linking the Falcon Field area with the Superstition Freeway.
 - * Extension of the Southern/Baseline Corridor east to Ellsworth Road.
- D. Mesa should continue to investigate the feasibility of various mass transit facilities as population densities continue to increase.
- E. Recognizing that the private vehicle will continue to be the primary means of transportation--and the fact that as Mesa grows, so will traffic; more emphasis must be placed on the movement of vehicles. This will involve additional left turn lanes and signals, widening of streets, new streets and traffic light synchronization.
- F. Mesa should investigate providing more and safer bike paths for the safety and convenience of our residents.

Employment:

- A. All new commercial/industrial development must be designed to be compatible with existing or proposed development. Design and site location qualities will be particularly important when adjacent to residential development.
- B. Mesa should aggressively promote quality industrial development to develop a sound employment base.
- C. Mesa should continue the expansion of Falcon Field as a major employment center, in a manner compatible with surrounding development.

Town Center:

- A. Mesa should aggressively promote the redevelopment of the Town Center as a vital community wide objective.
- B. Mesa should develop incentives to encourage infilling of by-passed property by private developers.
- C. Primary emphasis should be placed on making the Town Center the office/cultural/financial/governmental and high density residential center of the East Valley.
- D. Mesa should continue to encourage the location of high rise buildings within the Town Center.
- E. Mesa should continue its efforts to make the Civic Center Complex the cultural, visual and performing arts center for the East Valley serving all age groups and interests.
- F. Mesa should identify local revenue sources on an on-going basis to be used to upgrade the Town Center.

Utilities:

- A. Mesa should actively promote the conservation of water to insure an adequate future supply. In addition, Mesa should act to insure adequate water supply and sewage capacity for all present and future residents, including the construction and purchase of new facilities.
- B. Mesa should plan on acquiring the private water companies where annexation is anticipated and desirable.
- C. Mesa should seriously investigate developing an East Mesa Sewage Treatment Plant with the effluent to be reused to benefit the area.

- D. Mesa should not encourage urban densities where utilities are inadequate. In addition, Mesa should use utility extensions as a tool to guide the direction and rate of new development in outlying areas. Mesa should discourage uncoordinated utility extensions which may result in "leapfrog" development which is expensive to service and may lead to inappropriate development of the area.
- E. Mesa should continue to pursue alternate cost effective solid waste disposal systems.
- F. Where utility line extensions are required to serve outlying areas, the cost of such extensions should be assumed by the developer.

Public Services:

- A. Mesa should develop a satellite service center in East Mesa to serve this expanding area more efficiently.
- B. Mesa should develop at least two branch libraries in the eastern and southwestern parts of the community.
- C. Mesa should continue to promote the Civic Center complex as the cultural heart of the City.
- D. Mesa should continue to work with the School District to develop additional shared facilities.

Recreation:

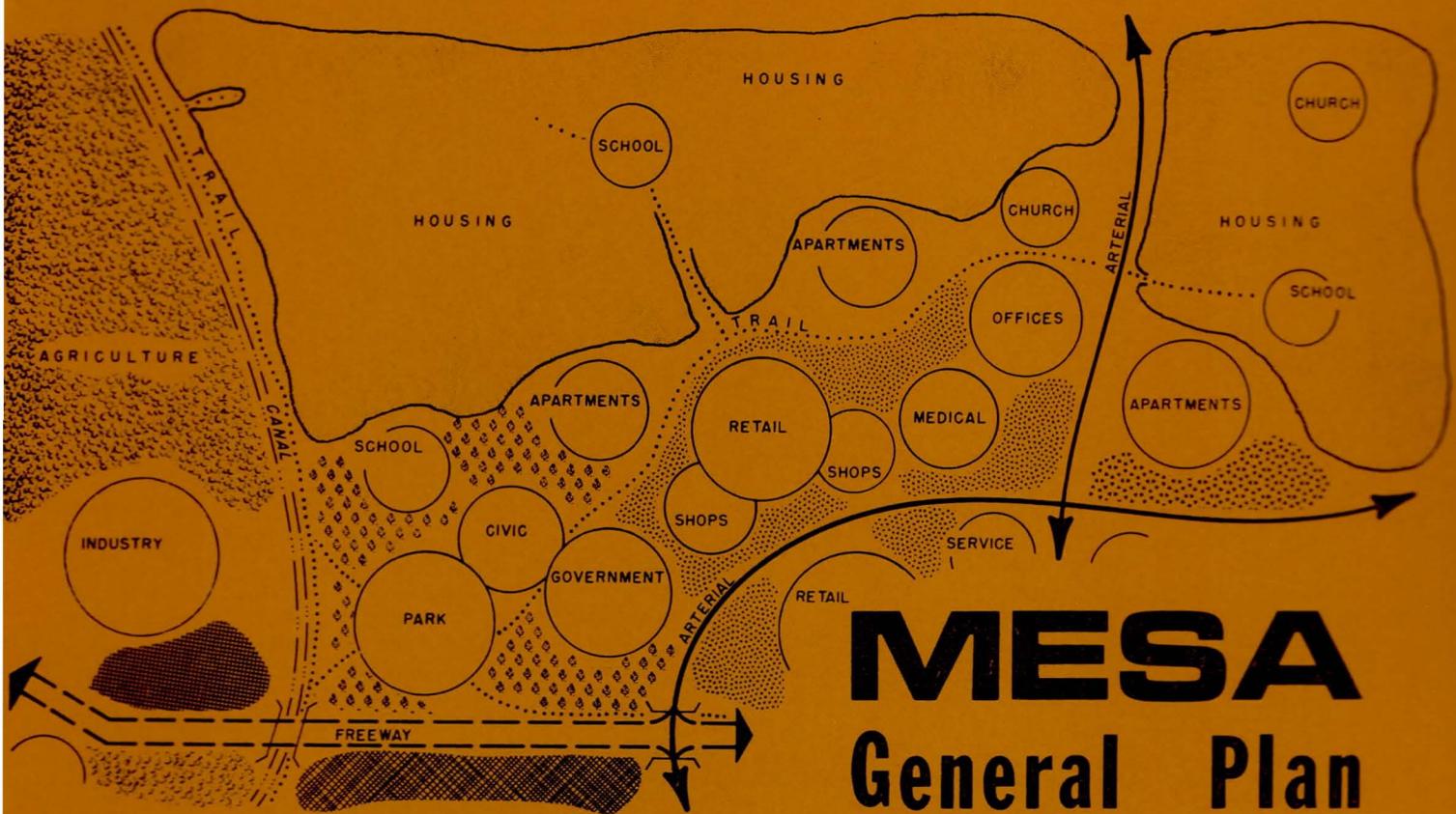
- A. Mesa should continue its storm water retention basin/park policy and, where possible, combine or interconnect smaller basins to make larger, more functional basins and parks.
- B. Mesa should pursue the proposed Rio Salado project as Mesa's access (share) to a major valley wide recreational linkage.
- C. Mesa should continue the joint use and development of school property for recreational purposes.
- D. In addition to storm water retention basin parks, the City should provide larger "regional" parks and smaller neighborhood parks where needed.
- E. Mesa should continue its efforts to improve security and insure an adequate level of safety for users of the City's recreational facilities.

Land Use:

- A. Mesa should continue to insure maximum compatibility between residential and nonresidential uses. Both design and use should be reviewed to achieve this end.
- B. Mesa should utilize available policies and tools to promote infilling within the Electric Service District.
- C. Mesa should continue to utilize its utility and annexation policies to minimize "leapfrog" and fragmented forms of development in the unincorporated areas to the east.
- D. Mesa should continue to adopt Development Policies which further refine the generalized land use categories at the neighborhood level.
- E. No new retail commercial areas to be considered except at the intersection of two arterial streets. Exceptions:
 - * Main Street;
 - * Country Club Drive (between the Freeway and Brown Road);
 - * Southern Avenue (between Tempe line and Mesa Drive).

Implementation:

- A. Mesa should utilize time limits on commercial/industrial rezoning requests as well as "conceptual" zoning in order to reduce the amount of vacant, overzoned land in the City.
- B. Mesa should undertake a program of reviewing, and removing where appropriate, higher intensity zoning from properties which have remained vacant for a significant period of time.
- C. Mesa should continue to strive to avoid the necessity of implementing a property tax in the future. One means of achieving this end is to carefully evaluate proposed annexations in an effort to avoid excessive capital expenditures which may be required to serve the area. Wherever possible, the cost of providing services to a newly annexed area should be borne by those benefiting from the annexation.
- D. Mesa should review--and revise where necessary--our current development regulations, using subsequent citizens committees to insure compliance with the goals, objectives and policies expressed in the revised General Plan.



MESA

General Plan

CHAPTER N :

ACKNOWLEDGEMENTS

A C K N O W L E D G M E N T S

Any project with the size and complexity as that of drafting a new General Plan is, of necessity, a team effort involving the actions of many people. The time, efforts, energy and expertise of the following people have made preparation of this Plan possible--and should be recognized as the significant public service that it was.

MESA CITY COUNCIL

The City Council is an elected body which is charged with the responsibility of establishing the laws, policies and procedures under which the City of Mesa operates. The members of the City Council are:

Don W. Strauch, Mayor	L. Alton Riggs
Don Cooper, Vice Mayor	Warren D. Steffey
Sumner (Al) Brooks	Murray E. Woods
Dave Guthrie	

MESA PLANNING AND ZONING BOARD

The members of the Planning and Zoning Board are appointed by the City Council as an advisory board to review rezoning requests, changes in Mesa's General Plan, modifications to our land development ordinances and other planning related matters. The members of the Planning and Zoning Board are:

Jack Davis, Chairman	Dr. W. D. Pew
Jack Greger, Vice Chairman	Peggy Rubach
Jerry Boyd	Dr. Doug Vance
Don Fuller	

TOWN CENTER REDEVELOPMENT COMMISSION

The Redevelopment Commission is a relatively new Board, which advises the City Council on redevelopment activities currently underway or which are needed to promote revitalization of Mesa's Town Center. The members of the Redevelopment Commission are:

Curt Schafer, Chairman		
Jack Hough, Vice Chairman		
E. J. Brown	Wayne Pomeroy	Murray Woods

THE GENERAL PLAN UPDATE COMMITTEE

When update of the General Plan was first discussed, the City Council recognized the need for a broad based citizens' committee which would incorporate differing viewpoints regarding future development, to assist in this effort. The General Plan Update Committee was appointed to review and comment on materials developed by the staff, and provide crucial citizen input on the draft General Plan. The members of the General Plan Update Committee were:

Merle Allen
Robert G. Anglada
Jim Ballard
Craig Berge
Dick Beuzekom
George Bliss
Newell Bliss
Robert Bloom
Chris Bondra
Dr. M. P. Bradley
C. O. Brandt
Cecil Bronston
Jim Brothwell
Bob Broughton
Peggy Brown
Tony Burns
Jackolyn Campbell
Julie Childers
Tom Clark
John Clement
Joe Conchola
Manuel Cortez
Susan Court
Joanne Crooks
Denise Davis
Hazel Davis
Beth Decker
Rex Dernovich
John Dickson
M. L. Douglas
Ken Driggs
Alana Duke
Nora Dunford

Odus Elliott
Marge Entz
Ron Essley
Michael & Joanie Flatt
Don & Marge Frazier
Robert Freeman
Steve Giese
Ron Griffith
Fernando Guerrero
Darrell Guy
Carol Harris
Roy Harris
Fred Hartman
Charles & Lois Hickman
Jared Huish
Tom Ikeda
Leslie Johnson
Richard G. Johnson Jr.
Betty Kerr
John Kestrel
Roger Kruse
Leonard Langdon
Wilma Langfitt
James LeCheminant
George Leckie
Ken Lenhart
Mark Mabry
Ruben Martinez
Leon McClelland
Debbie Medina
Della Mendoza
Ramon Mendoza
Van Miller

William H. Murphey
Joan Newth
Dean Osterberg
Dwight Patterson
Jim Patterson
Sue Peterson
Jim Petrie
Rev. David Pettengill
Britt Ripley
Evelyn Row
Ken Rowley
Paul Sale
Dr. Ron Sandler
George Schmidt
Doug Scott
Lynn Sharp
Joseph Shipley
Clarence Shively
Dale Sneed
Joan Sorenson
Don Standage
Bill Starmer
John Storment
Les Swan
Arthur Taylor
Colleen Thomas
Robert & June Thompson
Kemp Turley
Louise Van Buskirk
Lyle F. Veitch
Craig Walling
Marilynn Wennerstrom
Joe Woods

COMMUNITY DEVELOPMENT DEPARTMENT STAFF

The Community Development Department staff was given the responsibility of researching and writing the draft General Plan, working with citizens on revisions to the draft, preparing the maps and tables included in the Plan, and supervising printing of the final document. The Community Development Department staffers are:

*Howard W. Godfrey, Community Development Director
*Wayne Balmer, Community Development Coordinator/
Assistant Planning Director

Tom Albright, Planner I
*Pauline Backer, Senior Secretary
Deborah Bovee, Clerk
*Jo Cooper, Planning Aide
*John C. F. Geib, Senior Planner
John S. Gendron, Zoning Administrator
Norman Hall, Planner I
Dan Hansing, Senior Planner
Gerald Langston, Planner I
R. Duane Nelson, Senior Planner
Bill Petrie, Planner I
S. Jean Warren, C.D. Specialist

*Key staff members on this project