



City Council Report

Date: January 26, 2009
To: City Council
Through: Christopher J. Brady, City Manager
From: William J. Jabjiniak, Economic Development Department Manager
Subject: Discuss and take action on the Resolution adopting the Fiesta District Design Handbook

Council District 3

Purpose and Recommendation

The purpose of this report is to discuss and take action to adopt the Fiesta District Design Handbook by Resolution, see Exhibit #1, (labeled Resolution). Staff recommends approval of the Resolution.

Background/Discussion

Based on the recommendations outlined in the Revitalization Strategy for the Fiesta Mall Super-Regional Retail District study, the City of Mesa hired PMC to create a design handbook including the following elements: brand development, urban design, circulation, community involvement and charrette, and the implementation plan.

Over the span of the project, City and Stakeholder meetings were held to define roles and responsibilities, cost sharing, and determine phasing for the project. The Stakeholders include Banner Desert Medical Center, Mesa Community College, Mesa Financial Plaza, Westcor, Kimco, and many other members of the community.

Public Participation

Public participation was regularly sought to ensure the project represents the desires and vision of the community. The following is a timeline of the public outreach:

- **April 2007:** PMC and the City of Mesa conducted a preliminary kickoff meeting with the major community and business stakeholders in the Fiesta Area.

Representatives from the neighborhoods as well as local businesses were represented

- **June 2007:** PMC presented the Design Project to the General Development and Economic Development committee; following the meeting, PMC held an Open House for the community to learn about the project. The Open House was held in Center Court at Fiesta Mall on June 5, 2006 from 5 – 8 pm.
- **July 2007:** PMC held a branding workshop to discuss various logo and name options for the district
- **Fall 2007:** Online Visual Preference Survey and Branding Surveys conducted to determine the community's design preferences for the area
- **April 2008:** Fiesta District Logo announced
- **July/August 2008:** Draft public and private realm design guidelines received
- **September 2008:** Presented to Design Review Board and Planning and Zoning Board for comments; Public Open House held at Fiesta Mall Center Court; Presented to City Council General and Economic Development Committee for comments and direction

Objective

Staff recommends that the City Council adopt the Fiesta District Design Handbook by resolution. As the rewrite of the Zoning Ordinance moves forward, various concepts from the handbook will be included in the update.

Currently, some of the proposed elements in the Fiesta District Design Handbook are prohibited by the Zoning Ordinance. Those elements include the use of banners, monument signs in the public easements, and additional density on the properties. As warranted, these items will be incorporated into the new Zoning Ordinance.

Optional Additional Steps

The Fiesta District Design Handbook contains several elements that also would normally be found in a sub-area plan, such as the West Main Street or Lehi sub-area plans. The major component that is lacking from this document that would be found in a sub-area plan is a land-use element, which would include a review of existing land uses in the vicinity and make recommendations for potential future uses. Recommended land uses or development options can be broadly defined or specifically tailored in the manner that best suits the circumstances.

Although the Design Guidelines discuss building forms and site designs, they lack

specifics as to what uses should be encouraged or directed to occupy this area. This missing piece of information would be addressed in a land use element, which has not been a part of the process, and would require additional public participation and staff analysis.

The recommendations found in the Fiesta District Design Handbook may be implemented without the development of a sub-area plan land use element. Doing so assumes that the existing mix of land uses found in the area, which include commercial retail and offices, medical offices, institutional health services, and post-secondary education, will continue to be the primary land uses in the area. It does not take into account the impacts created by the introduction of a higher level of entertainment activities (movie theatres, indoor recreational activities such as bowling and billiards, arcades, formal dining, nightclubs and bars) or mid- to high-density residential activities, or the introduction of newer mixed-used projects. Recommendations for the location and scale of these additional uses would be addressed in a land use element of a sub-area plan, as well as the need for any new infrastructure to support such changes.

If directed, the Fiesta District Design Handbook could be used as a well-considered head-start for a Fiesta District sub-area plan. Staff recommends this additional step, however, additional staff resources may be needed to implement it.

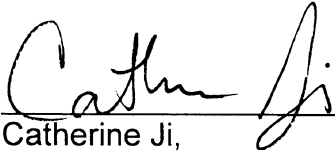
Fiscal Impact

The estimated cost to the private sector to implement the private sector design concepts will vary with each development. Some properties will require more intense participation, as a reflection of location or intensity of development, and others will require less.

The estimated total cost to implement the public sector design over a ten year period is approximately \$16 million dollars. It is proposed that the funds would come partially from grants and that remaining funds come from a type of improvement district such as a Community Facilities District or a Municipal Improvement District. Projects could also be included in future Capital Improvement Program years. Small projects such as street signs could be implemented in the near future, while other projects could wait until the majority of funding is in place. In Exhibit No. 1 refer to table 5.3 in the implementation chapter for a list of proposed projects.

Coordinated With

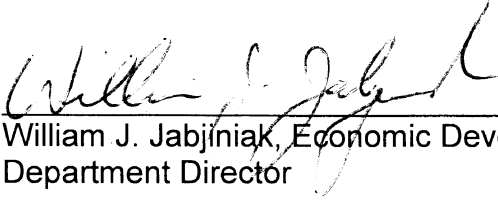
The Fiesta District Design Handbook has been reviewed regarding its content by the Economic Development Department, Transportation and Planning Departments, as well as the City Manager's Office.



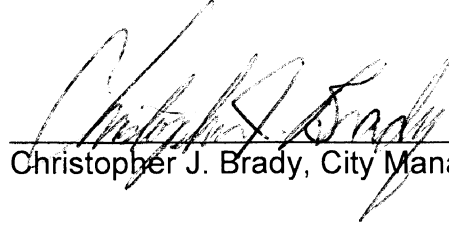
Catherine Ji,
Economic Development Specialist



Shelly Allen, Assistant Economic
Development Department Director



William J. Jabjiniak, Economic Development
Department Director



Christopher J. Brady, City Manager

Exhibits

Exhibit No. 1
Exhibit No. 2

Resolution
The Fiesta District Design Handbook

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESA,
MARICOPA COUNTY, ARIZONA, ADOPTING THE FIESTA DISTRICT
DESIGN HANDBOOK.

WHEREAS, the City Council of the City of Mesa has encouraged investment in the Fiesta District through public and private action; and

WHEREAS, the City Council of the City of Mesa and citizens of the community participated in the planning process to create a vision for the future of the Fiesta District; and

WHEREAS, the establishment of the Fiesta District Design Handbook provides the framework for long-term planning and budgeting for the Fiesta District; and

WHEREAS, the Fiesta District Design Handbook provides the necessary guidelines and context for continued development of the Fiesta District.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MESA as follows:

SECTION 1: That the Fiesta District Design Handbook is hereby adopted as the City's policy to guide physical development and public improvements for the Fiesta District area.

SECTION 2: That the City shall encourage all developers of property within the Fiesta District to incorporate the design standards included in the Fiesta District Design Handbook into their projects.

SECTION 3: That the Fiesta District Design Handbook shall serve as the basis for development of design standards for this area to be developed through the current Zoning Ordinance update project

PASSED, ADOPTED AND APPROVED by the Mayor and Council of the City of Mesa, Maricopa County, Arizona, the ___ day of January, 2009.

APPROVED:

MAYOR

ATTEST:

City Clerk