



Chapter 3 Stakeholder Participation

3-1 Falcon Field Planning Advisory Committee

A work plan was prepared by a Falcon Field Action Team and approved by the City Council in 2005. It includes the task to complete the sub-area plan, with a Planning Advisory Committee (PAC) selected to help oversee and provide input through this process.

The Falcon Field Planning Advisory Committee (PAC) consists of nine individuals who represent businesses in and around the Falcon Field Airport. Those individuals are:

- Martin Doss, President, **Heliponents Inc**
- Marc Pierce, Principal, **Lee & Associates**
- Robert Thiele, VP Manufacturing, **Semflex**
- Jim LeCheminant, Branch Manager, **Mesa Bank**
- Pete Wentis, Senior Vice President, **CB Richard Ellis Inc**
- Lois Yates, Executive Director, **Falcon Field Area Alliance**
- Samantha Hertzler, General Manager, **Tango One Aviation**
- Geoffrey Campbell, CEO, **Helicopter Systems Inc**
- Mary Baldwin, Manager, Community & Education Relations, Government Relations, **Boeing**

Occasional ad hoc members joined the discussion for one or more meetings each.

3-2 Planning Advisory Committee (PAC) Meetings

The kick-off meeting of the PAC was held on July 19, 2005. This and subsequent meetings brought up issues and potential ways to address them by both PAC members and staff. The most prevalent issues and strategies that arose in discussion were:

- Need for improving the physical image of the area;

- Airport should initiate the process of image enhancement;
- Need for enhanced landscaping and public art along the freeway;
- Airport directional signs for Falcon Field should be along the Higley Road;
- Create identity or brand for marketing the area;
- Recognized the land mark water tower as the potential for creating an identity for the area;
- Discussed the idea of Design Guidelines, Overlay District, or CC&R's;
- Recognized State Trust Land as a significant land owner north of the freeway;
- Federal Aviation Administration (FAA) and its impact on the land use plan for the airport;
- Need for business and airport support services such as hotels, restaurants, specialty retail stores, meeting / conference space, a movie theater, and other entertainment / recreation establishments.

During subsequent meetings, the Planning Advisory Committee worked with City of Mesa staff to establish an area vision statement (see Chapter 1), plan organization, desired outcomes, and recommendations. Meetings were held on the following dates:

- 1st meeting: July 19, 2005;
- 2nd meeting: August 11, 2005;
- 3rd meeting: August 25, 2005;
- 4th meeting: September 8, 2005;
- 5th meeting: September 22, 2005;
- 6th meeting: October 13, 2005;
- 7th meeting: November 10, 2005;
- 8th meeting: January 12, 2006;
- 9th meeting: February 9, 2006;
- 10th meeting: March 9, 2006;
- 11th meeting: March 30, 2006;
- 12th meeting: June 22, 2006; and
- 13th meeting: October 26, 2006.

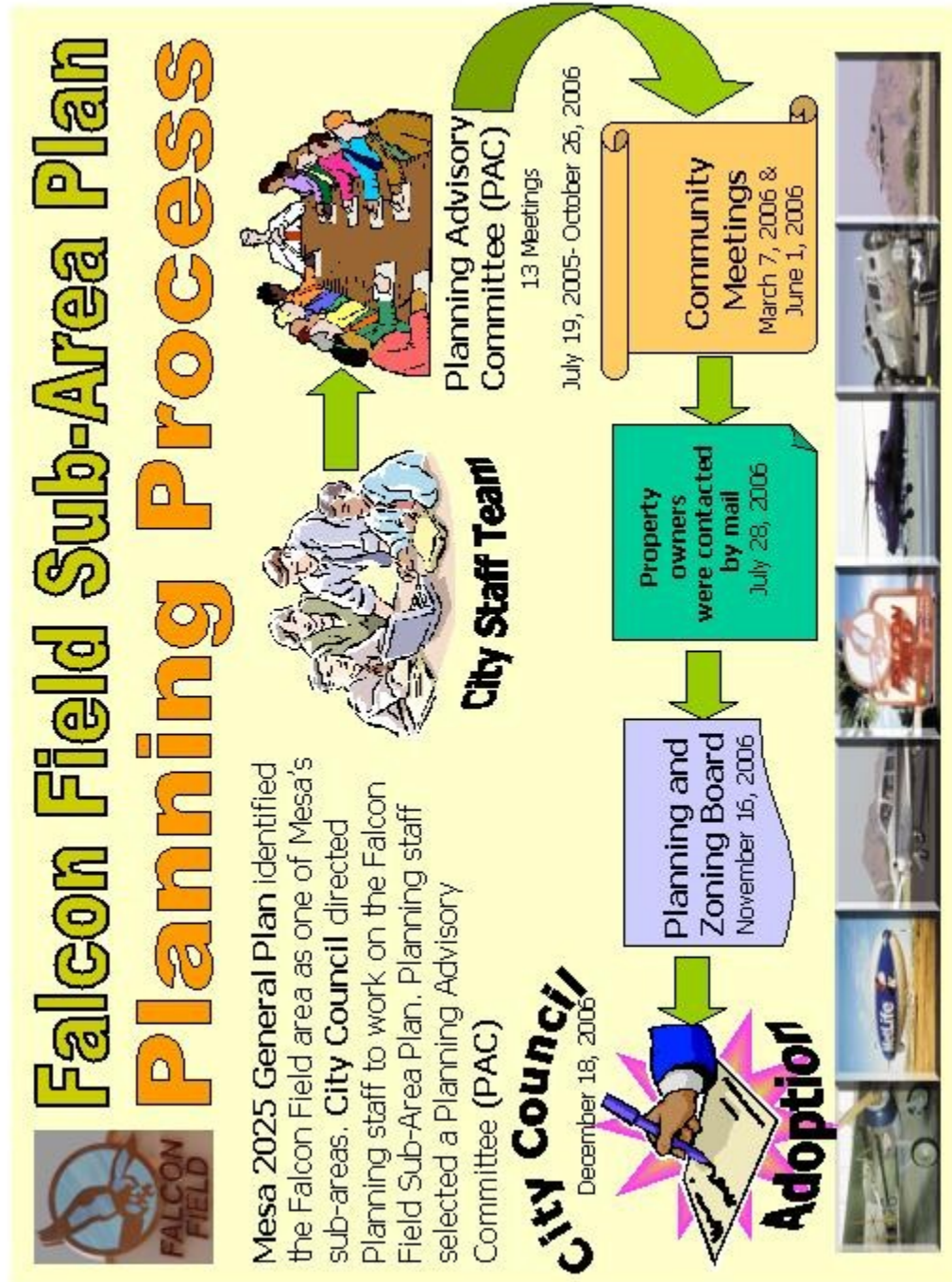
The Planning and Zoning Board considered the plan for recommendations to the City Council at a public hearing on 11/16/2006. Subsequently the City Council adopted the Falcon Field Sub-Area Plan on April 2, 2007 by resolution number 8942. The Falcon Field Sub-Area planning process is illustrated in Figure 3-1.





Figure 3-1

Falcon Field Sub-Area Planning Process





3-3 Community Meetings

Two community meetings were scheduled to gather input on the draft plan from area stakeholders. The first meeting occurred on March 7, 2006, 6:00 PM at the Longbow Golf Course Clubhouse. The second meeting occurred on June 1, 2006 at 6:00 PM, and was held at 3240 N 40th St - Public Safety Training Facility. The first meeting attendance included 26 area residents. Among the attendees were residents from areas immediately adjacent to the Falcon Field Sub-Area. The following input was received at the first meeting:

Airport / Land Use Nexus

- The airport is historically significant and its present operating status should be preserved (i.e. no significant expansion of operations or change of flight mix);
- More industrial uses means more planes taking off and landing. The impact of increased flights is not desired;
- Keep small aviation here. Land use plans should preserve this characteristic of the airport, not encourage dominance by large aviation;
- The airport hazard areas should be protected from the encroachment of development to preserve the safety of operations and existing aviation opportunities;

Vacant Land in the Northeast

- The Quarry site on BLM land should not be developed as homes. It will limit views to existing residents and poses compatibility problems with industrial zoned land;
- Using light industrial zoning as a buffer to single family areas does not make any sense;

Vacant Land West of the Airport

- The general character and use of any development on City owned parcels West of Falcon Field Airport should be office oriented. This type of development will have much

lower traffic impact than Wal-Mart type development and provide good job opportunities nearby;

Vacant Land along the Red Mountain Freeway

- Development should be more office-park in character with supporting retail;
- Would like to see restaurants, retail, hotels, and similar uses along the freeway;
- When the freeway connects with US 60, it would be good for a use mix like that on Loop 101 North in Scottsdale with regional serving retail, entertainment, restaurants, and office development;
- Loop 202 just needs time to mature to support region serving commercial and retail. Given time, region serving commercial can succeed even with the half-circle demographics;
- Preserve and enhance views along loop 202. Don't block with landscaping and structures; and

Area Character

- I moved to the desert to be in the desert, and now it's disappearing. (i.e. preserve and enhance the desert character of the area).

The second meeting was attended by 19 members of the community, including business owners, and resulted in the following input:

- The airport hazard areas, noise contours, and flight paths should be shown on maps;
- The BLM owned land north of the Las Sendas subdivision should be developed as low density or designated for preservation as open space;
- The Indian Community owned lands in the northern part of the sub-area should be encouraged to develop as a resort;
- The area needs more retail /entertainment;
- Future conflicts between manufacturing and residential areas needs to be minimized; and





- The area near Barbara Bush Elementary School has traffic operations problems.

3-4 North Mesa Survey Administration and Results

InterED, Inc conducted a web-based survey of residents of North Mesa Arizona. InterED administered this survey first in March 2004 and again in April 2005. Participation in the web-based survey was solicited through mailing to 10,000 randomly chosen households. The 2004 survey received 635 responses, a 6% rate of return, whereas the 2005 survey received 565 responses, a 5.7% rate of return. Assuming that a representative sample was obtained, the survey results have an approximate accuracy of +/- 3.9% and +/- 4.1% for 2004 and 2005, respectively (95% confidence level). The results reported herein are for the eastern portion of the survey area only

On the survey, residents were asked to provide information about the characteristics of their household, which can be summarized as follows:

Table 3-1

Demographic, Social, and Socio-economic Characteristics of Survey Respondents		
Characteristic	2004 %	2005%
One or more children in household	58.0	56.0
Education of bachelors degree+	45.7	46.7
Household income of \$100,000+	23.4	27.7

A number of questions were asked about the need for various general types of retail centers. The percentage of respondents that perceived the need for each center type was as follows:

Table 3-2

Percentage Respondents Perceiving the Need for Shopping Centers by Type		
Center Type	2004 %	2005%
Community / Specialty	70.9	77.2

Percentage Respondents Perceiving the Need for Shopping Centers by Type		
Center Type	2004 %	2005%
Power Retail Center	65.3	66.8
Regional Mall	57.2	58.9

The survey also addressed the necessity of specialty retail. The percentage of respondents perceiving the need for particular retail specialties was as follows:

Table 3-3

Percentage Respondents Perceiving the Need for Particular Retail Specialties		
Retail Specialty	2004 %	2005%
Fine Dining	89.0	91.4
Book Store	88.4	88.0
Gourmet Grocer	83.6	85.3
Movie Theater	81.7	85.7
Family Restaurant	80.2	76.5
Hotels	72.5	72.4
Electronics Store	74.3	68.6
Discount Department Store	51.0	46.8
Health Club	42.4	43.0
Home Improvement	45.6	36.1

The percentage of respondents perceiving the need for these types of development was as follows:

Table 3-4

Percentage Respondents Perceiving the Need for Development by Type		
Center Type	2004 %	2005%
Office	71.6	75.3
Industrial	52.3	46.4

