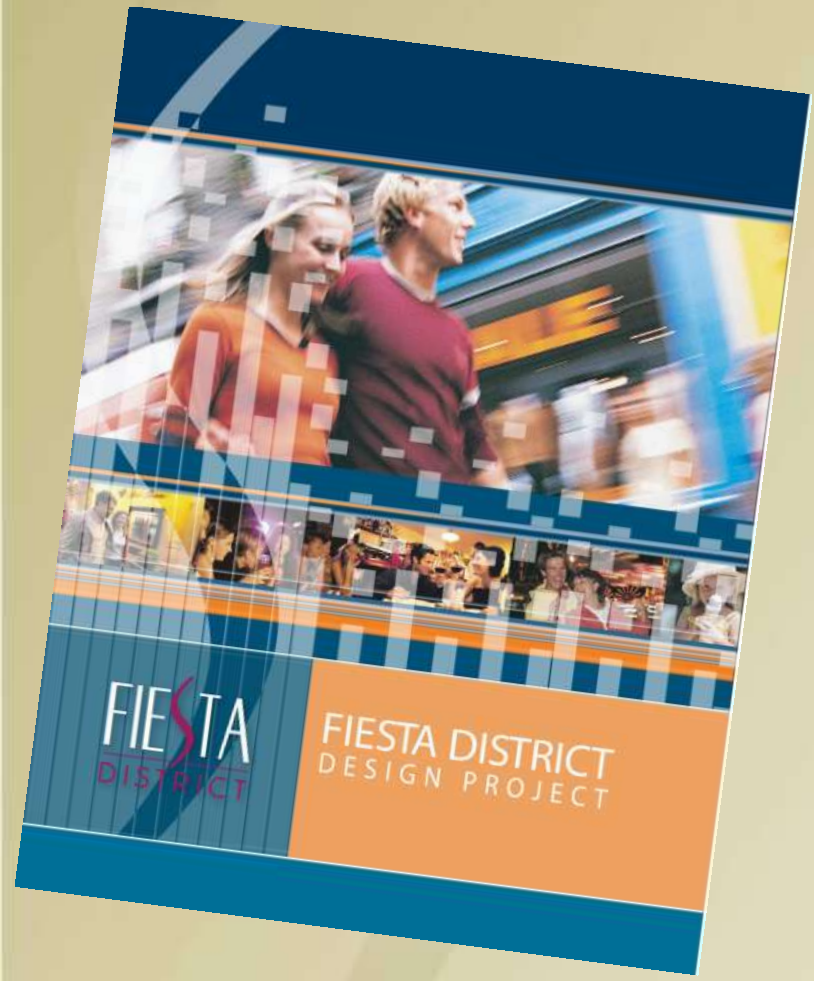
Fiesta District Improvements

FIESTA DISTRICT

Fiesta District Design Handbook

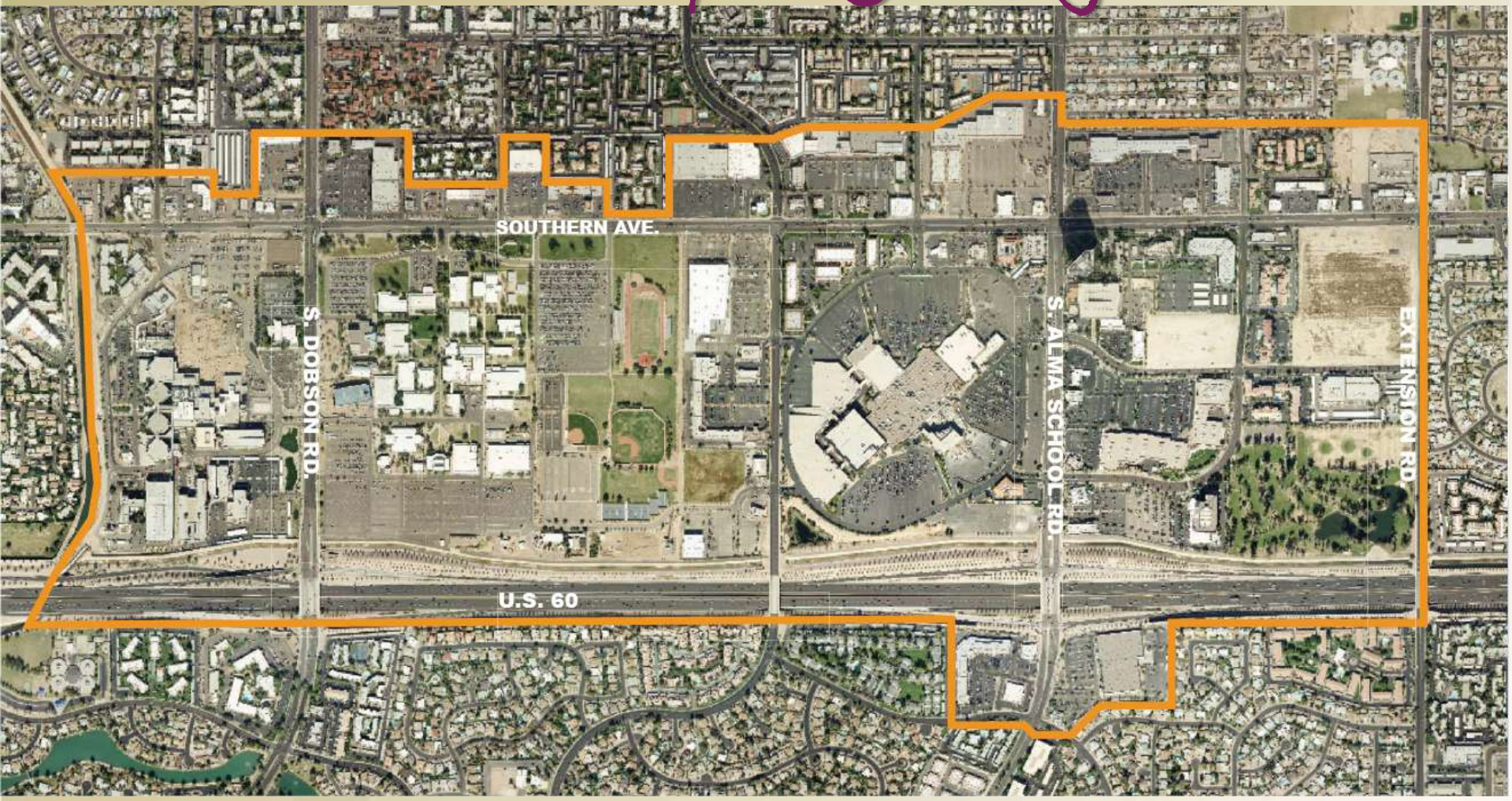


Where We've Been…

January 2009	• Fiesta District Handbook Adopted
October 2010	• Kreuzer Consulting Group for Streetscape Design under contract
Nov. 2010	• Street Sign Modifications

FIESTA DISTRICT

Streetscaping Project



Goal: Implement Fiesta District Handbook Along Street Corridors

FIESTA DISTRICT

Fiesta District Vision

"The District Vision creates a uniquely identifiable area for Mesa that is economically vibrant, pedestrian friendly, and an active, urban destination. Revitalization of the Fiesta District will again transform this major City employment center to "THE" place of destination within the metro area."

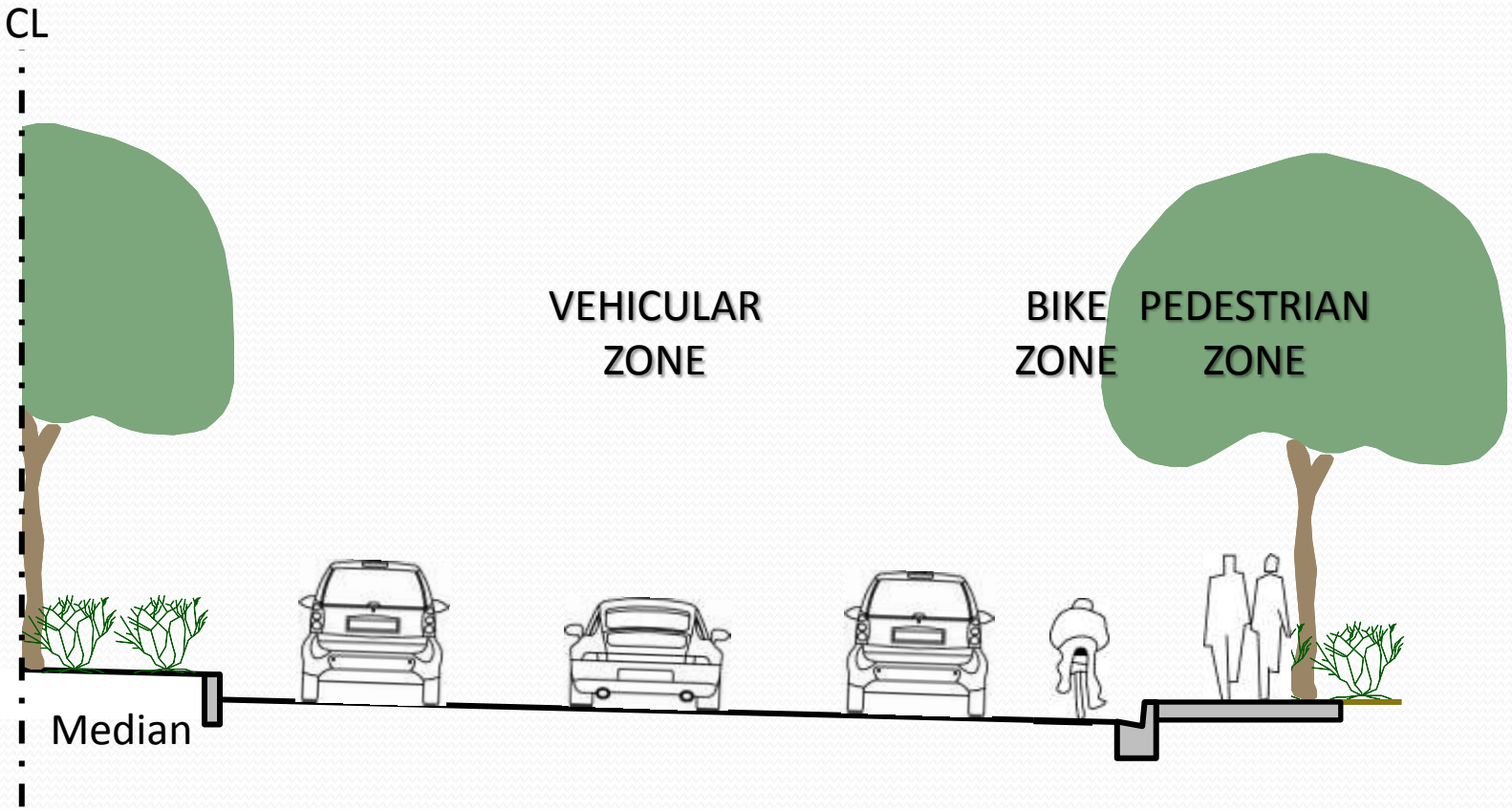
Imagine…

- Pedestrian friendly with integrated mix of uses
- Diversity of entertainment and evening uses
- Unique branding and sense of place
- Urban Atmosphere and activated street scene
- Supported by an improved public transit system
- A place where businesses are eager to locate
- A place to live, work, shop, learn and do business

Achieving the Vision

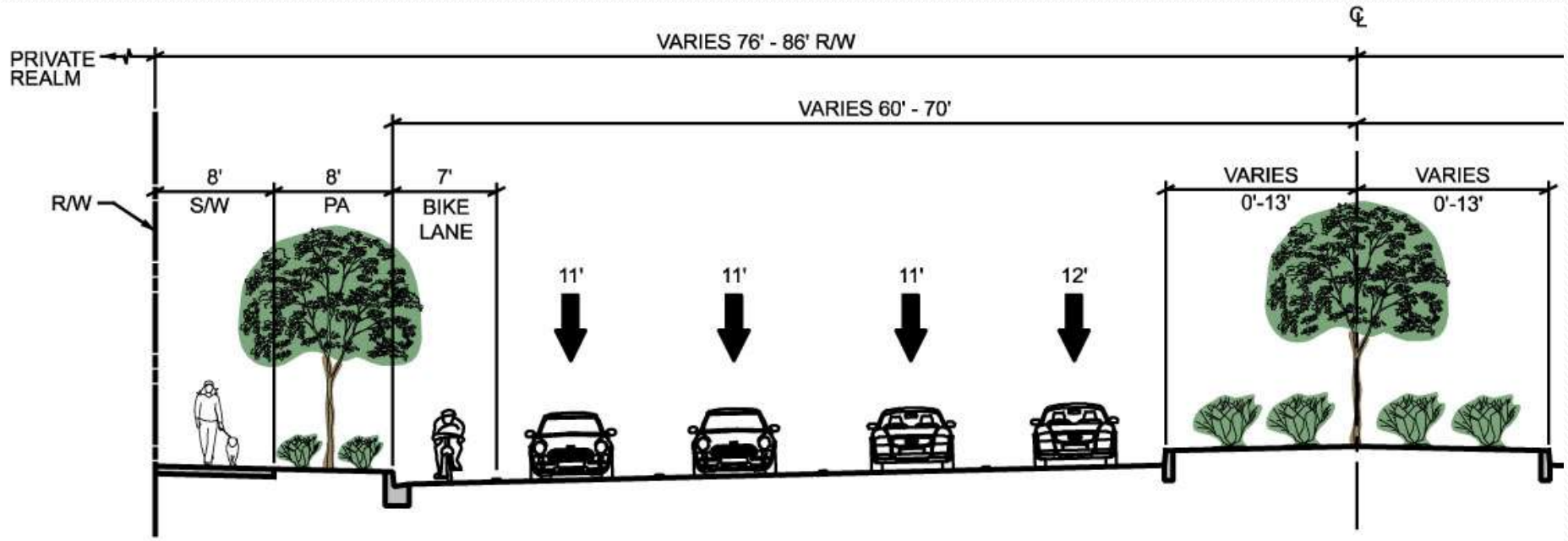
- Aesthetics
- Identity
- Attraction

Elements of a “Street Scene”

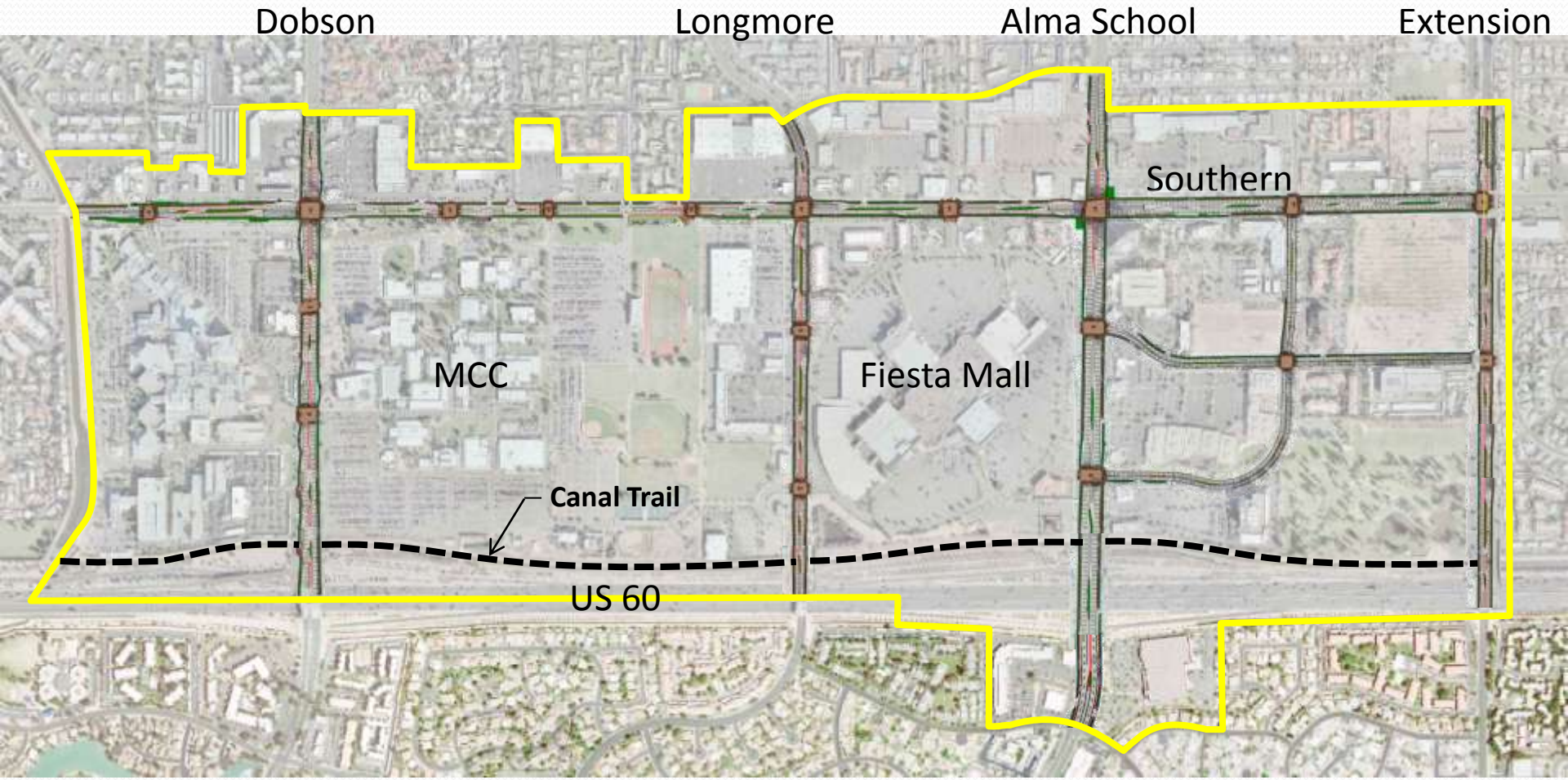


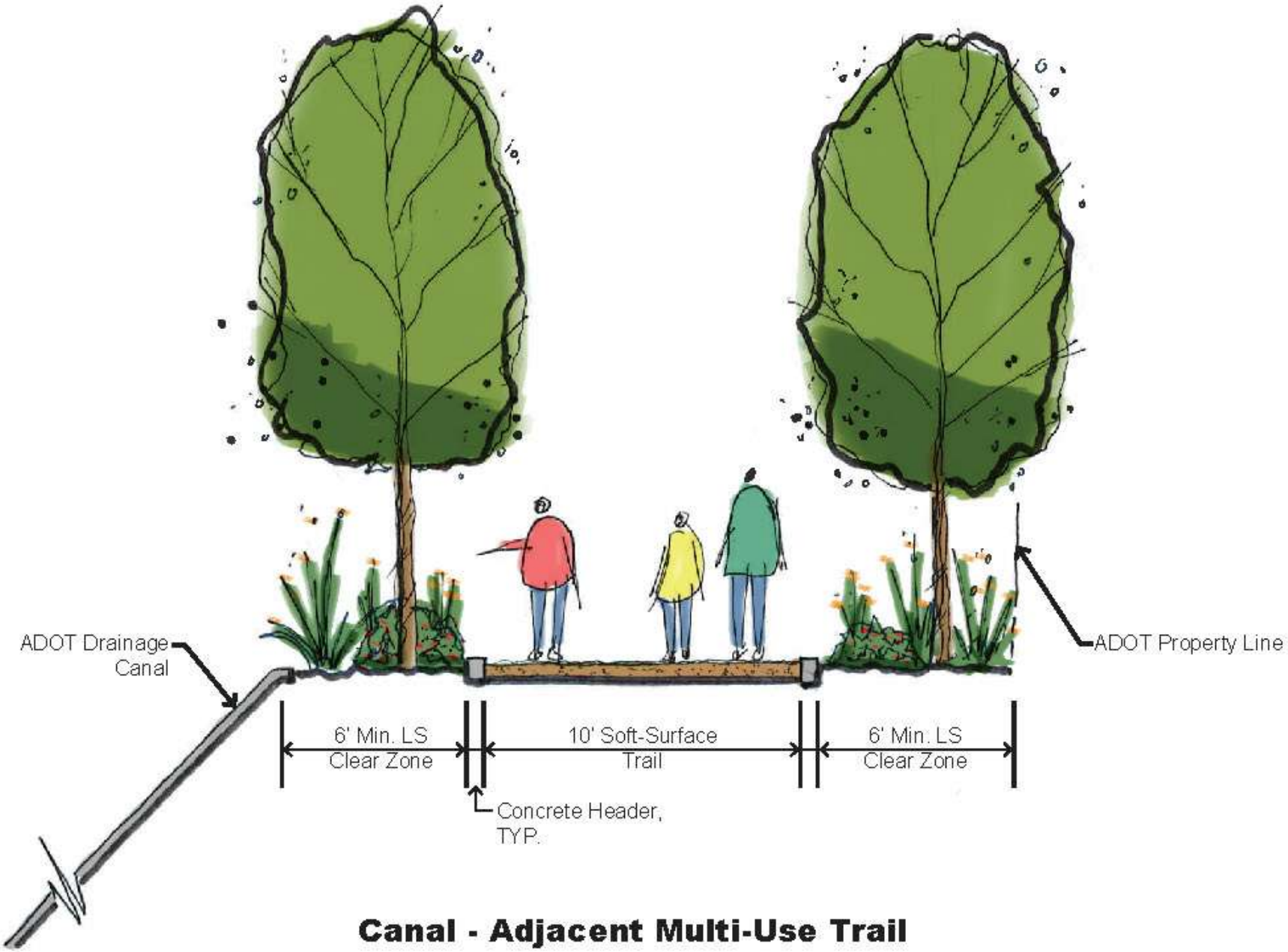
Alma School Existing Conditions

Alma School Cross Section



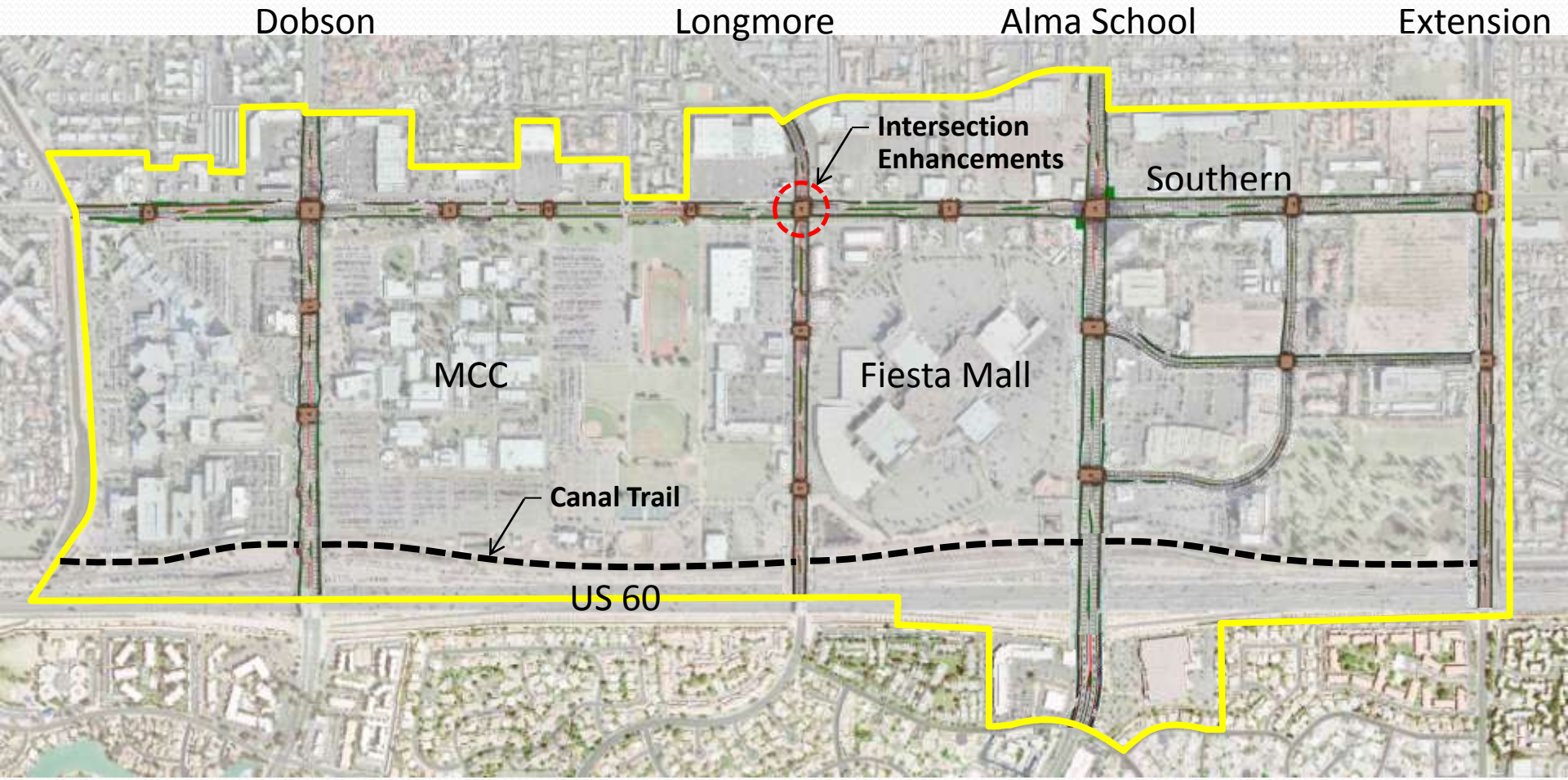
Fiesta District Streetscape





Canal - Adjacent Multi-Use Trail

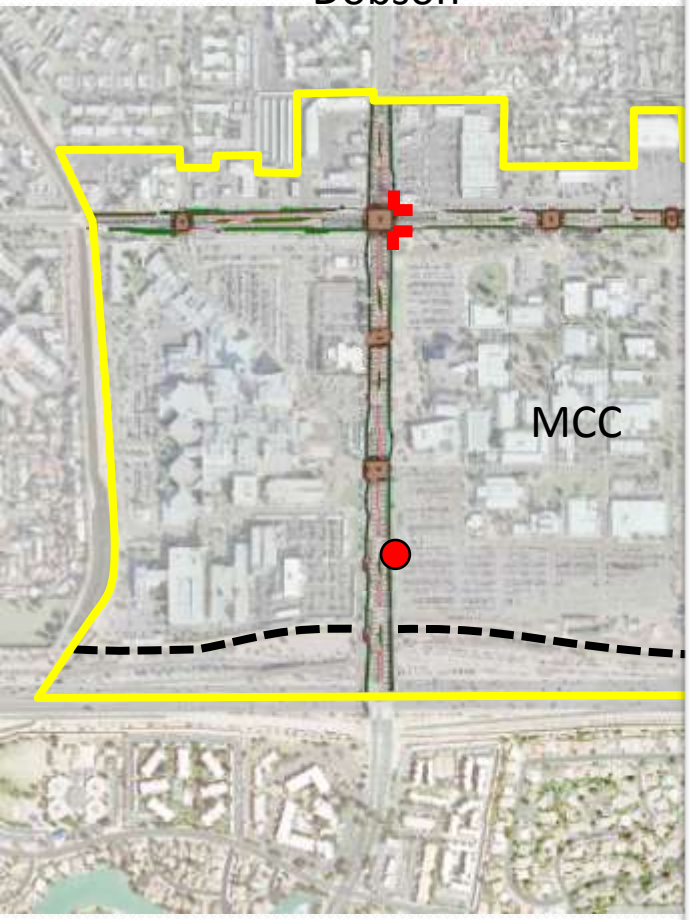
District Identity Elements



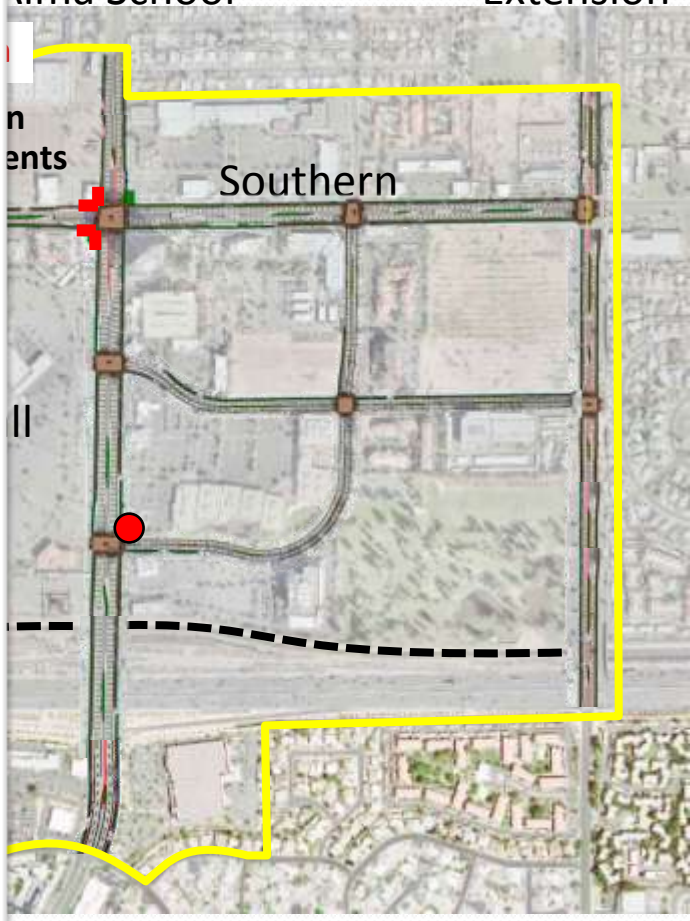
District Intersection Enhancements

District ements

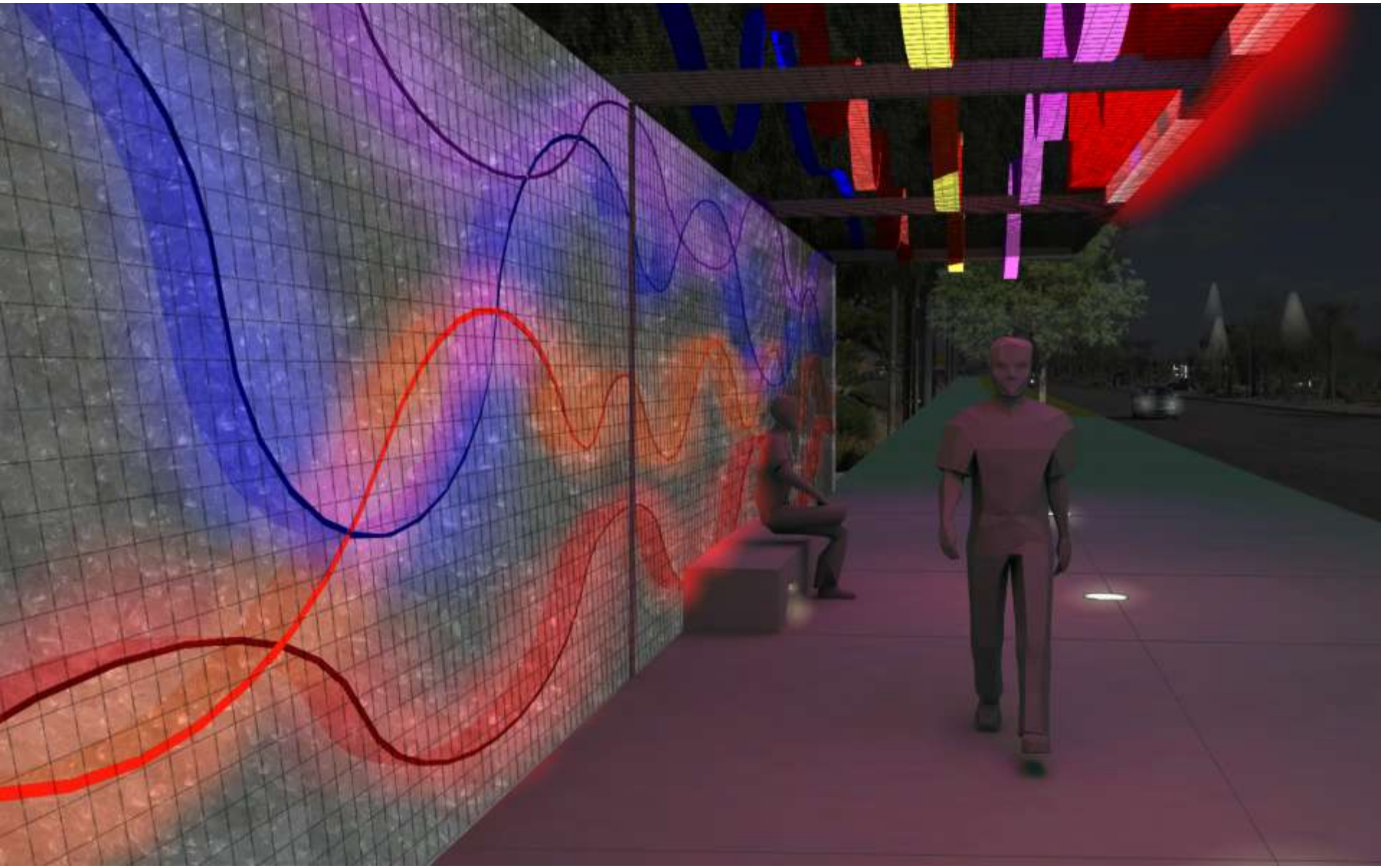
Dobson



Alma School Extension



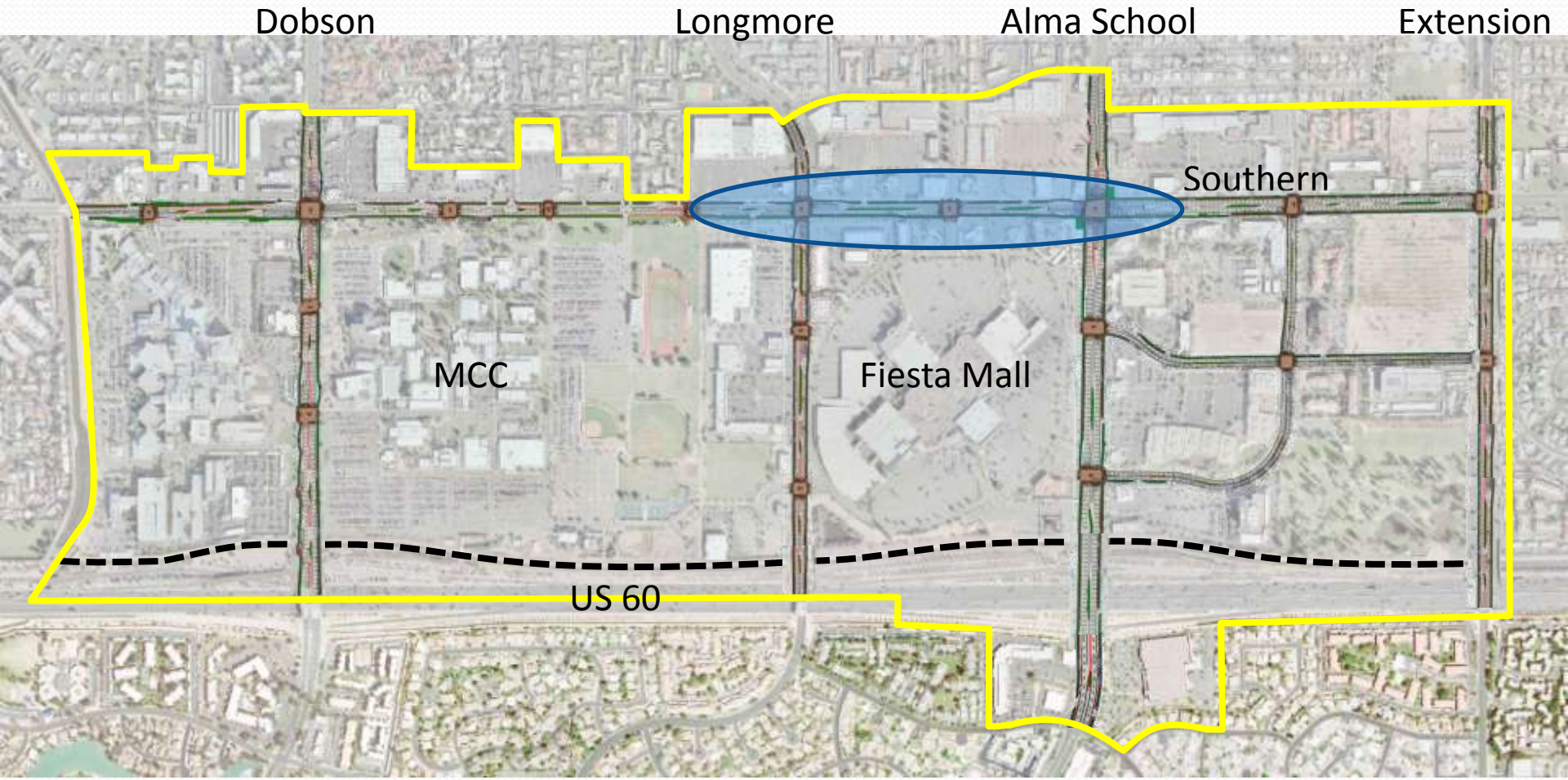
FIESTA
FIESTA



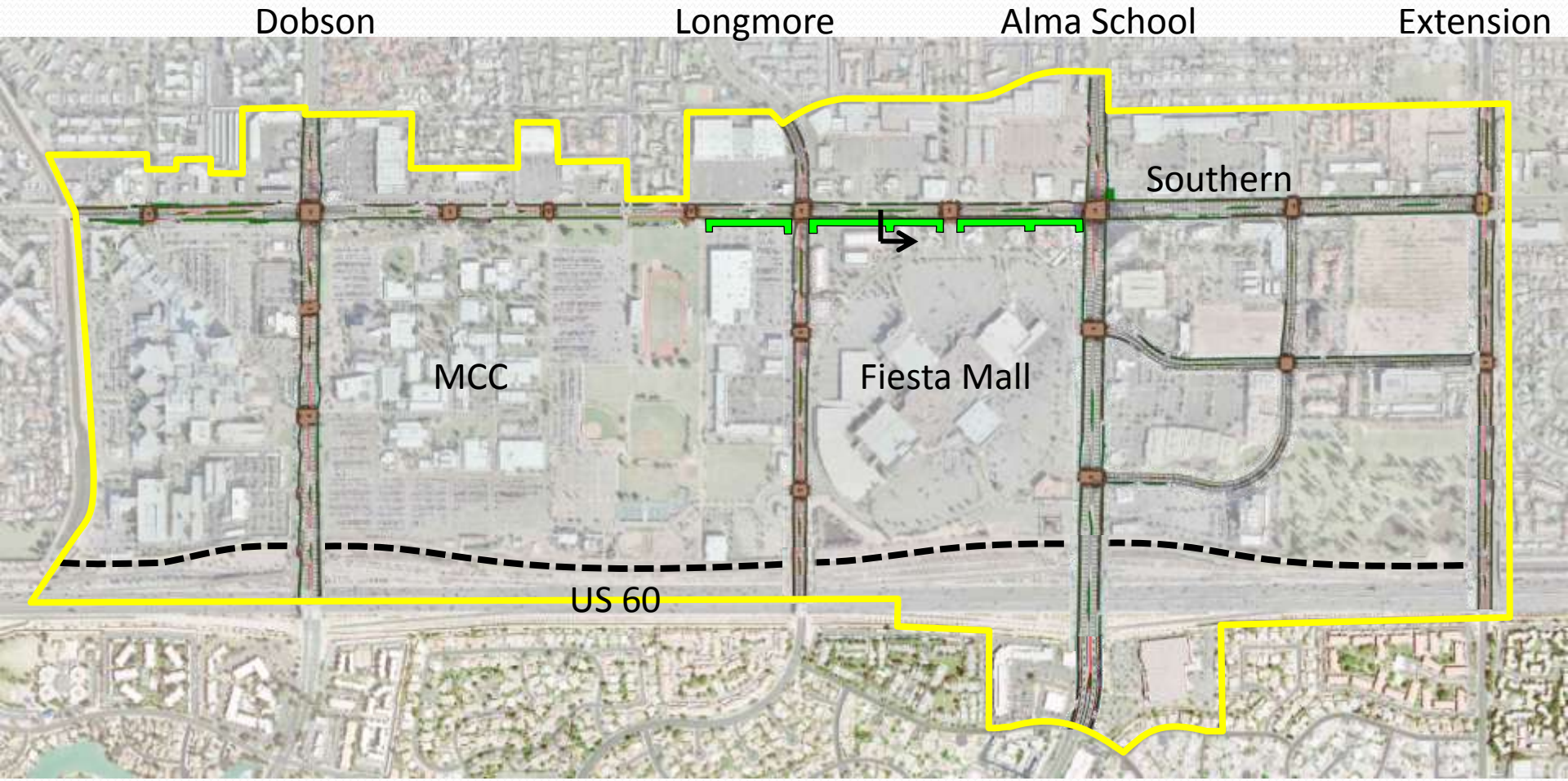
1640
TONY ROMA'S
FAMOUS FOR RIBS
ANAHEIM INN
Denny's

Placemaking
Creating the “There” There

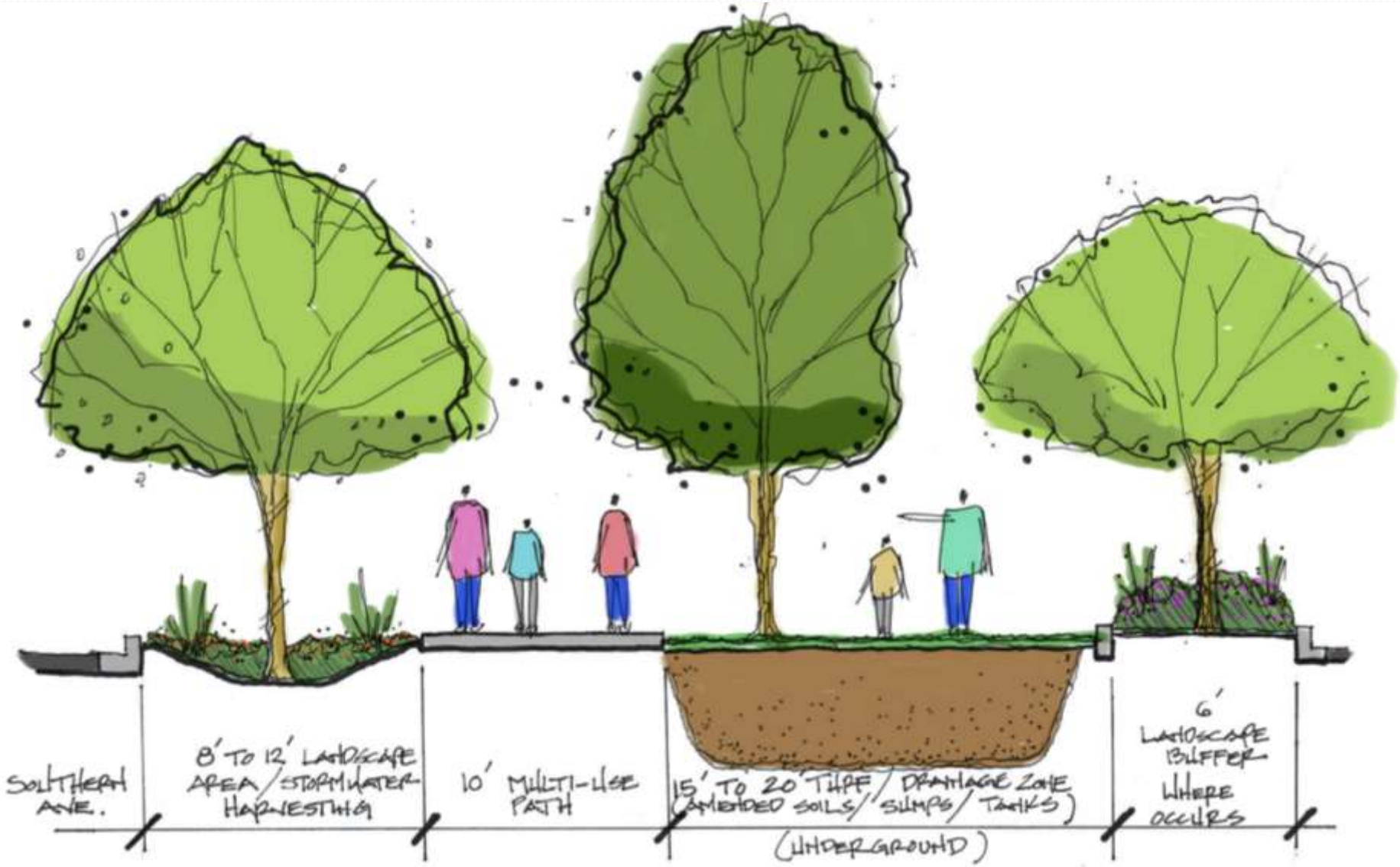
Placemaking Opportunities



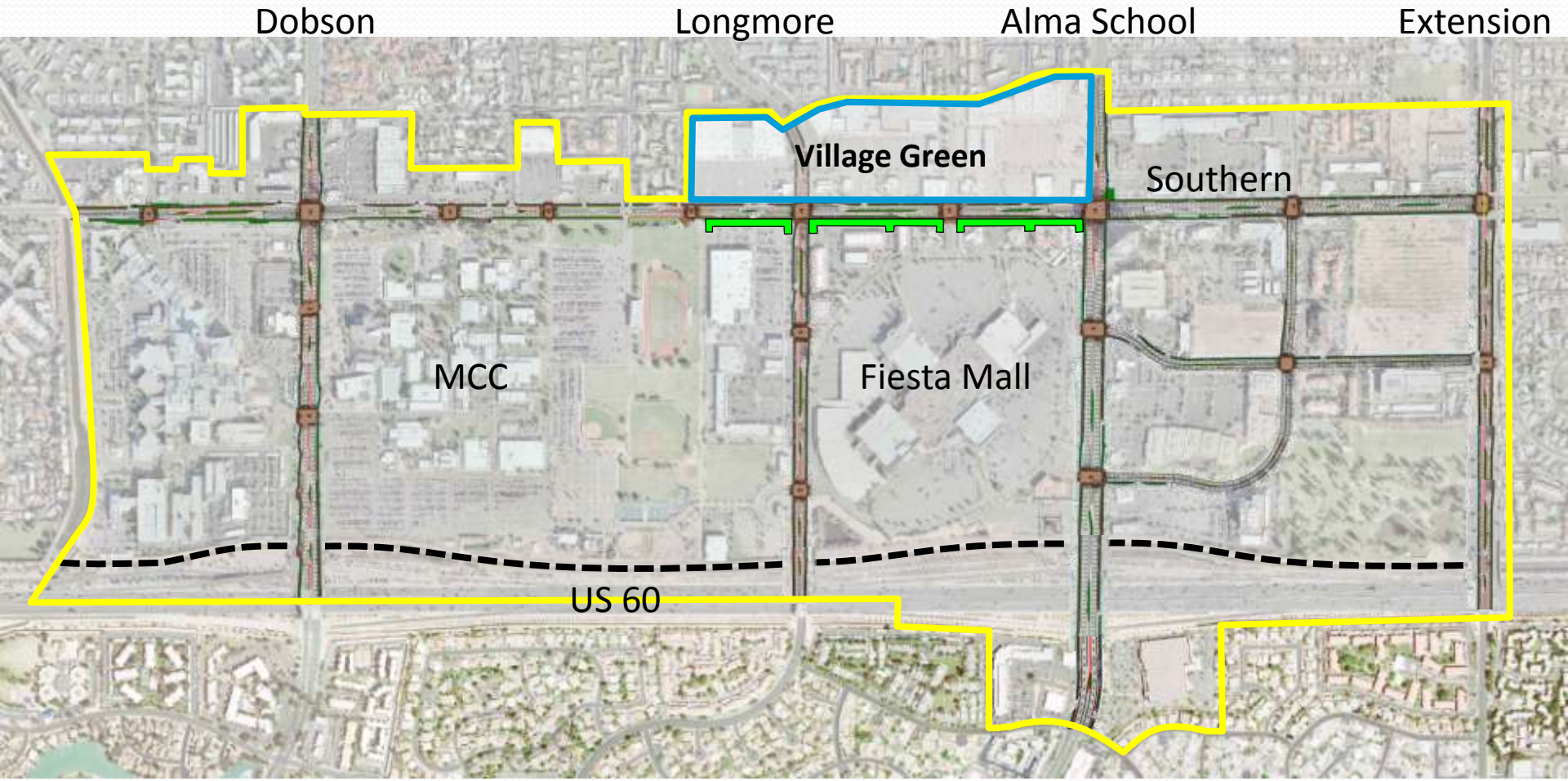
South Paseo


Dobson
Longmore
Alma School
Extension
Southern
MCC
Fiesta Mall
US 60

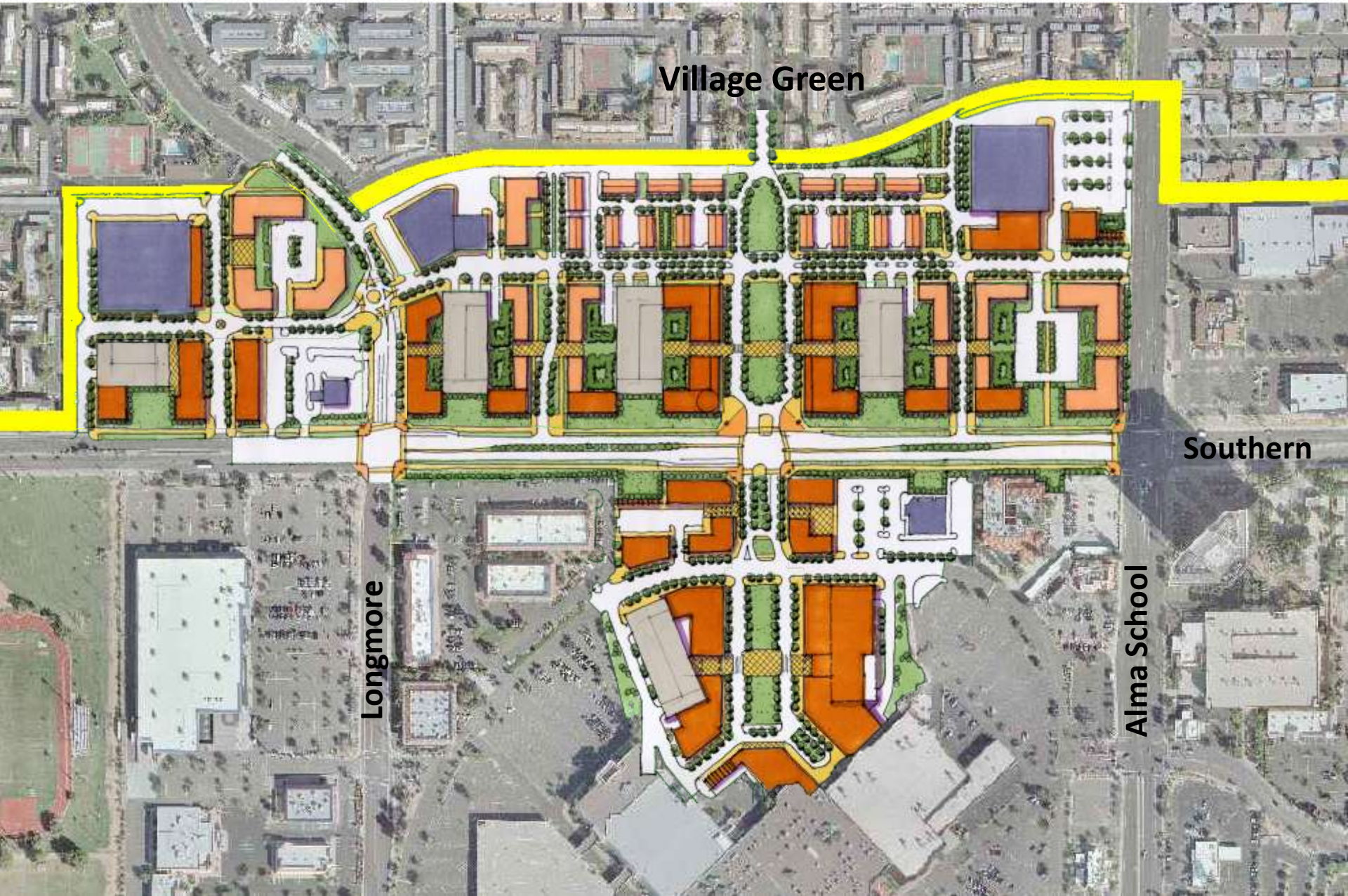
South Paseo Section



South Paseo Rendering


Dobson
Longmore
Alma School
Extension
Village Green
Southern
MCC
Fiesta Mall
US 60

Village Green



Looking North
from
Southern Ave

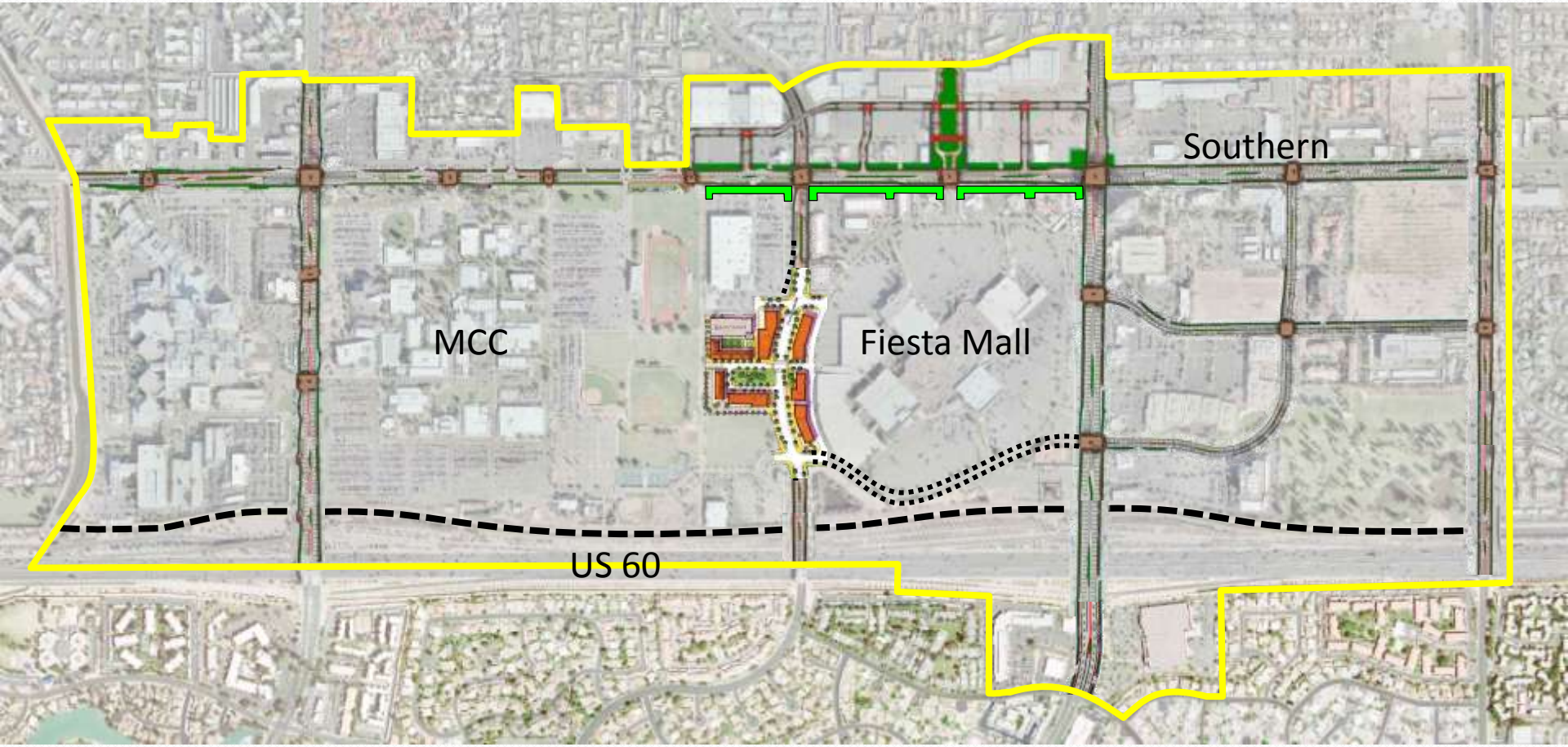
Aerial View of Village Green Looking North

Why South Paseo / Village Green?

- Creates the “place”
- Great open space amenity
- Begins to reduce north-south pedestrian barrier
- Initiates transformation to village/neighborhood retail corridor
- Best chance to ignite development in short/mid-term
- Synergy with Fiesta Mall

Other Development Opportunities

Longmore Bow Alternative

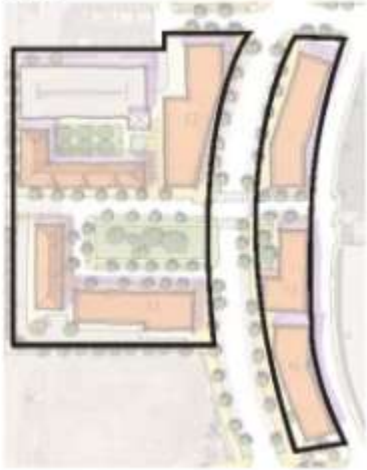


Longmore Bow Alternative

Illustrative Plan

		Acres	Square Feet	Units	Spaces
A	Site	10.7	466000	74	200
B	Parcels				
	B1	4.0	173,300		
	B2	2.2	97,700		
	B3	3.1	134,000		
	ROW	1.4	63,000		
C	Program				
	A - Mixed Use		9,300	44	
	B- Retail		22,600		
	C-Mixed Use		14,260	30	
	D- Retail		20,300		
	E- Retail		24,400		
	F-Retail		15,150		
	G-Retail		18,425		
	Total		124,435	74	
	structure pkg				200
	Total				200

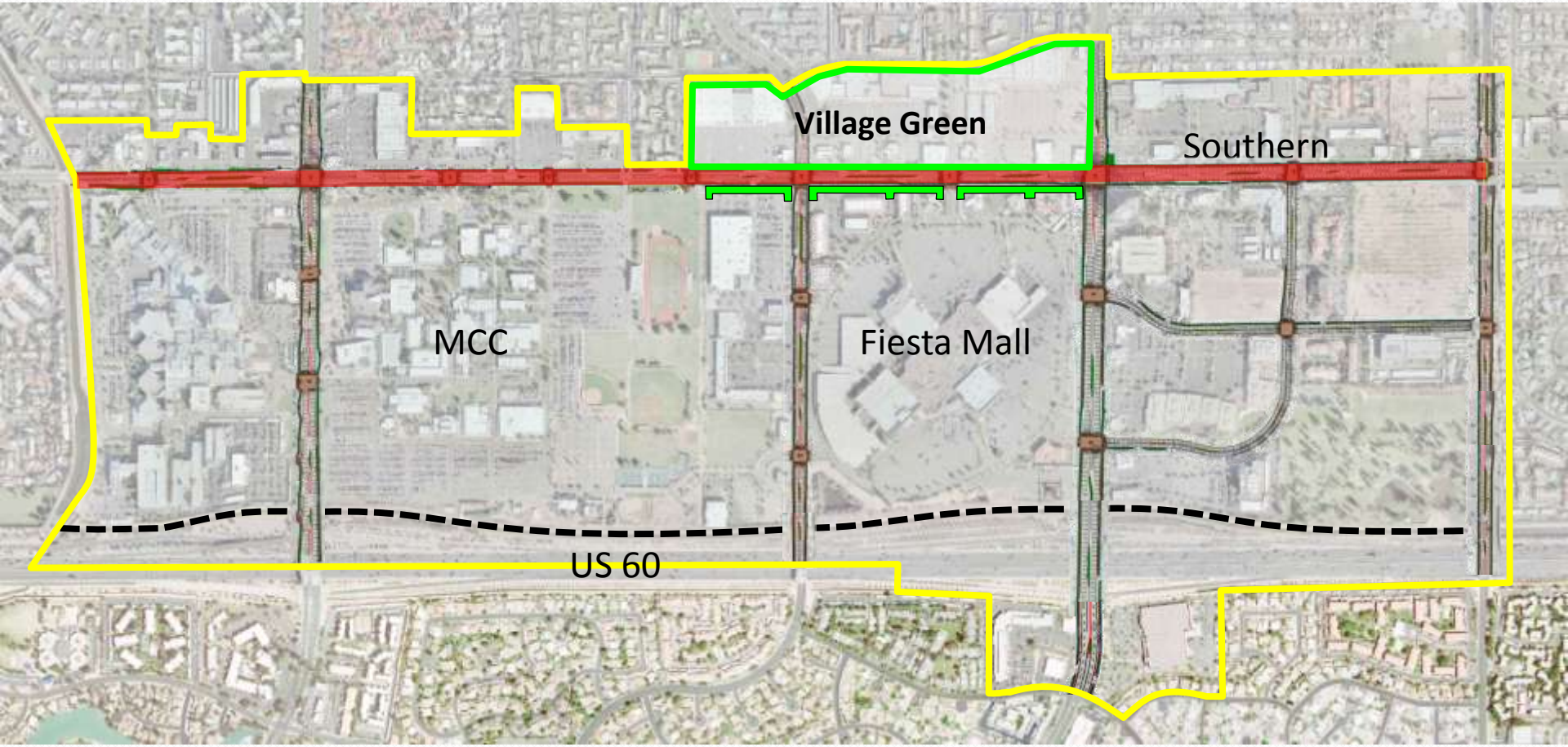
A. Site



B. Parcels

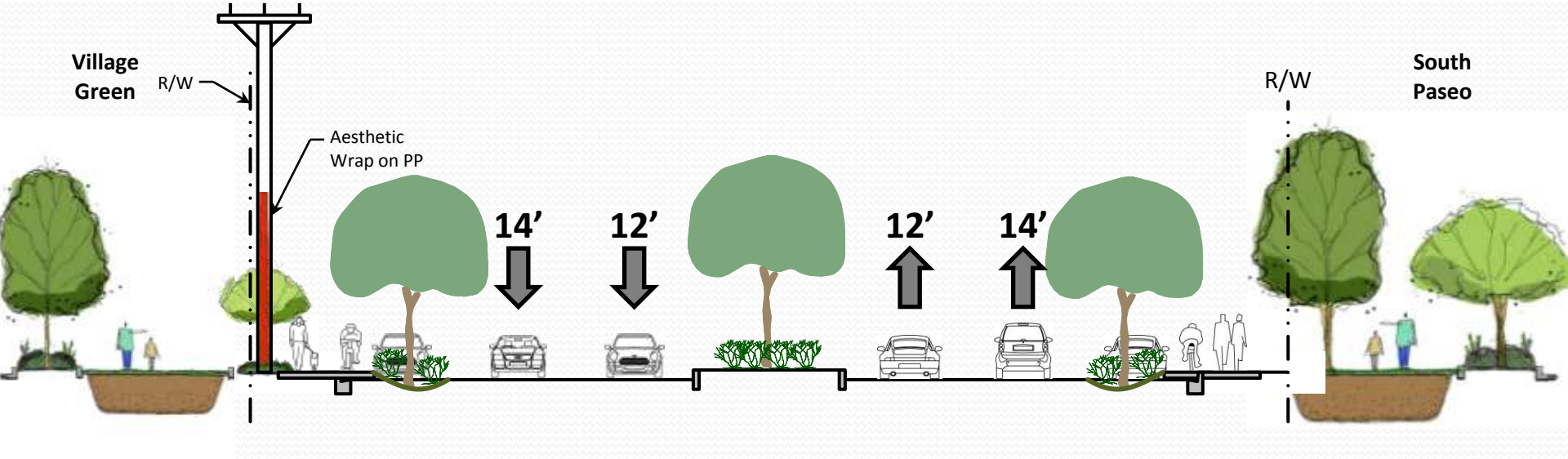
C. Program

Southern Avenue – The Fiesta District Artery



Southern from Tempe Canal to Alma School Existing Conditions

Southern Cross Section
Dobson to Alma School
(looking East)



Southern Roadway Diet

What will it do?

- Enhance Pedestrian Experience
- Barrier ➡ Connector
- Begin the Transformation

Southern Avenue Perspective

Looking West from Longmore

Street "After" "Before"

Parkway "After"

Traffic Analysis

Level of Service Descriptions

Highway traffic congestion is expressed in terms of Level of Service (LOS) as defined by the Highway Capacity Manual (HCM). LOS is a letter code ranging from "A" for excellent conditions to "F" for failure conditions. The conditions defining the LOS for roadways are summarized as follows:

LOS A
- Free-flow (FF) operation

LOS B
- Reasonably free-flow
- Ability to maneuver is only slightly restricted
- Effects of minor incidents still easily absorbed

LOS C
- Speeds at or near FF
- Freedom to maneuver is noticeably restricted
- Queues may form

LOS D
- Speeds decline slightly with increasing flows
- Density increases more quickly
- Freedom to maneuver is more noticeable limited
- Minor incidents create queuing

LOS E
- Operation near or at capacity
- No usable gaps in the traffic stream
- Operations extremely volatile
- Any disruption causes queuing

LOS F
- Breakdown in flow
- Queues form behind breakdown points
- Demand is greater than capacity

Traffic LOS Definition

- Measure of intersection traffic condition

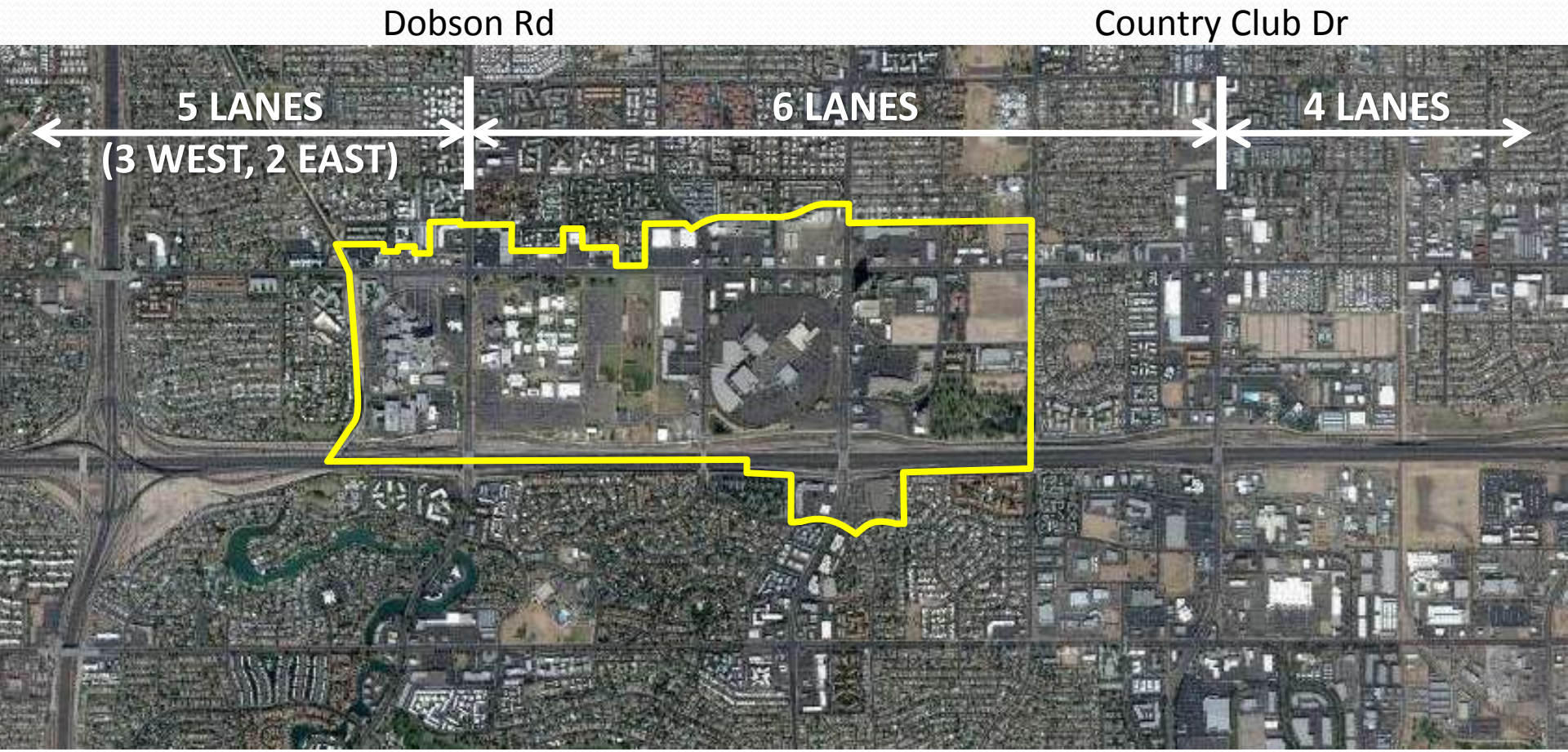
LOS "A"

LOS "C"

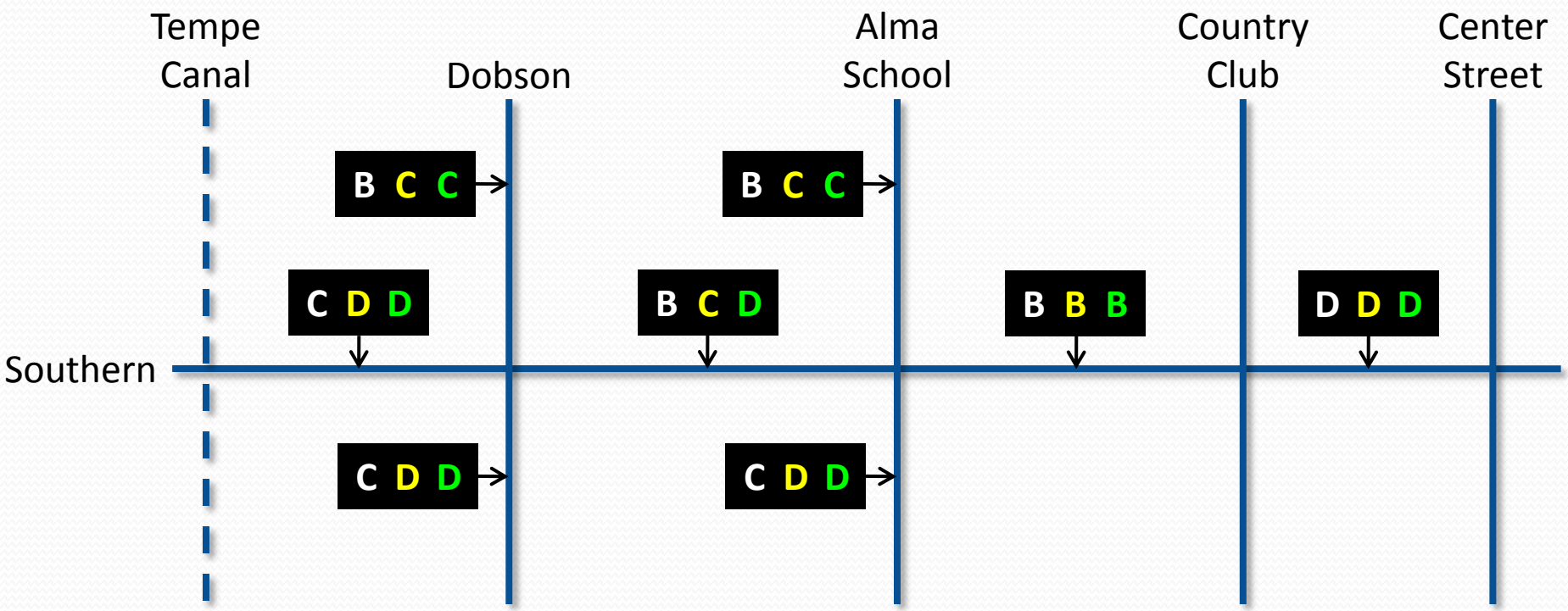
LOS "D"

LOS "F"

Southern Ave Travel Lanes



Mid-Block Levels of Service (LOS)



Existing LOS

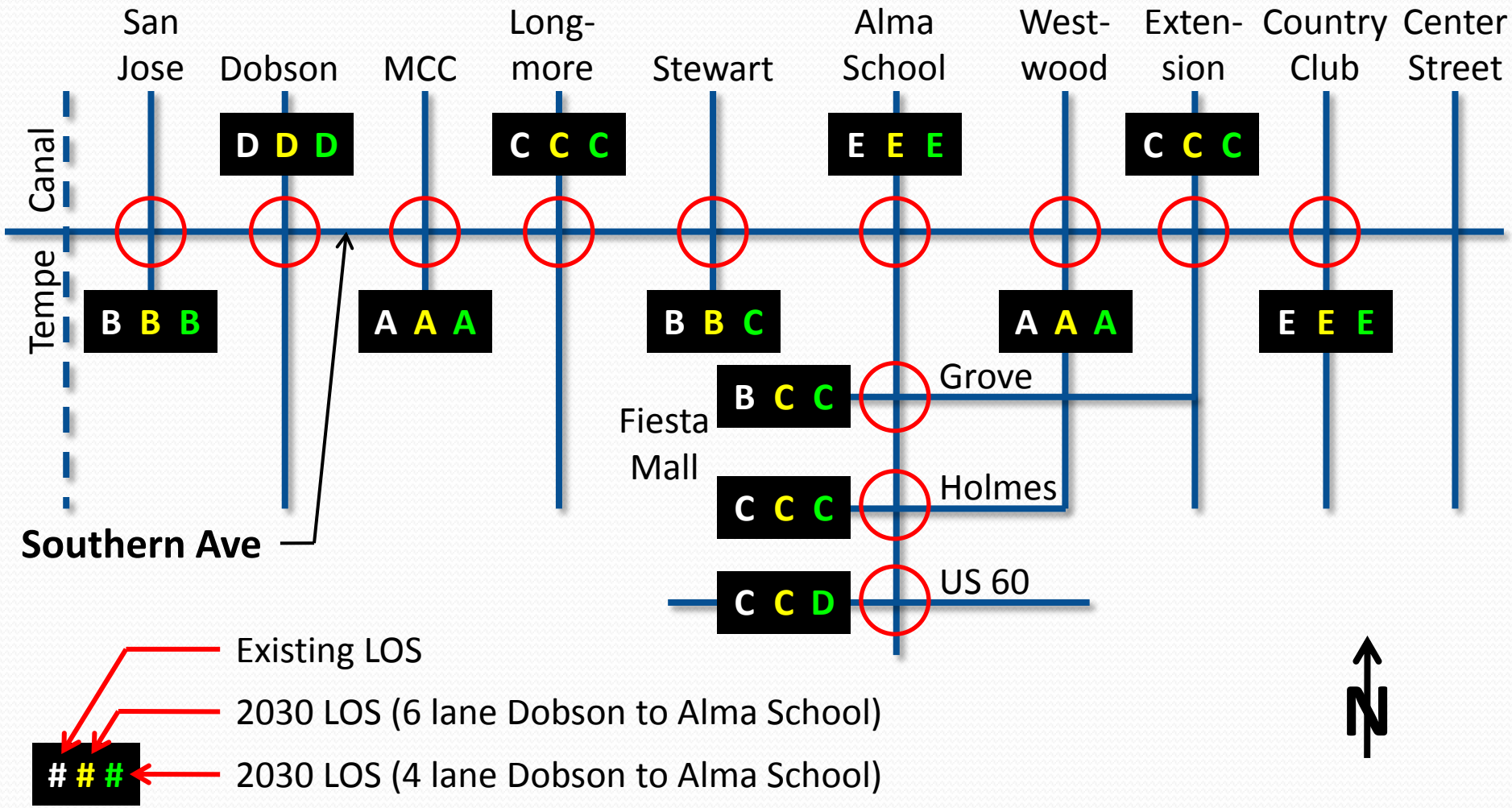
2030 LOS (6 lane Dobson to Alma School)

2030 LOS (4 lane Dobson to Alma School)

# # #

N

Intersection Levels of Service (LOS)



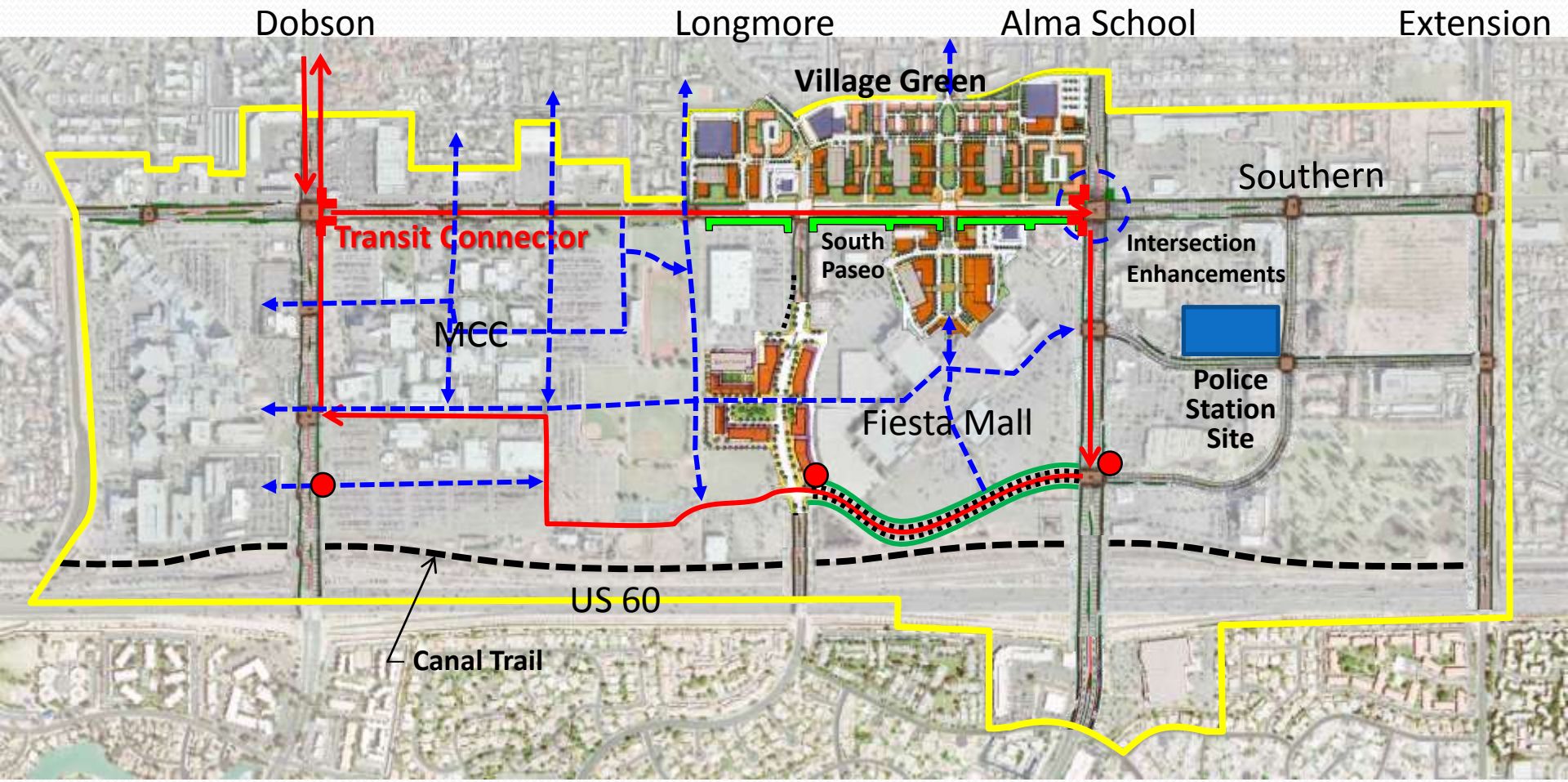
Historical Data
Southern – Dobson to Alma School

	Lanes	ADT	Volume/ Lane	Difference from Peak
1987 Peak	6	47,800	7,967	--
2008/09 Counts	6	34,700	5,783	-27.4%
2030 w/ 6 Lanes	6	38,597	6,433	-19.3%
2030 w/ 4 Lanes	4	30,031	7,508	-5.8%

Traffic Study Results Summary

- Southern Avenue traffic volumes have decreased nearly 30% since their peak in the late 1980's.
- Transition of Southern from 6 to 4 lanes will not significantly degrade existing traffic Levels of Service along the corridor.
- Existing "pass through" traffic will generally seek other routes.
- Into the future (2030), congestion will be similar to the historical peak condition with less overall traffic volume.

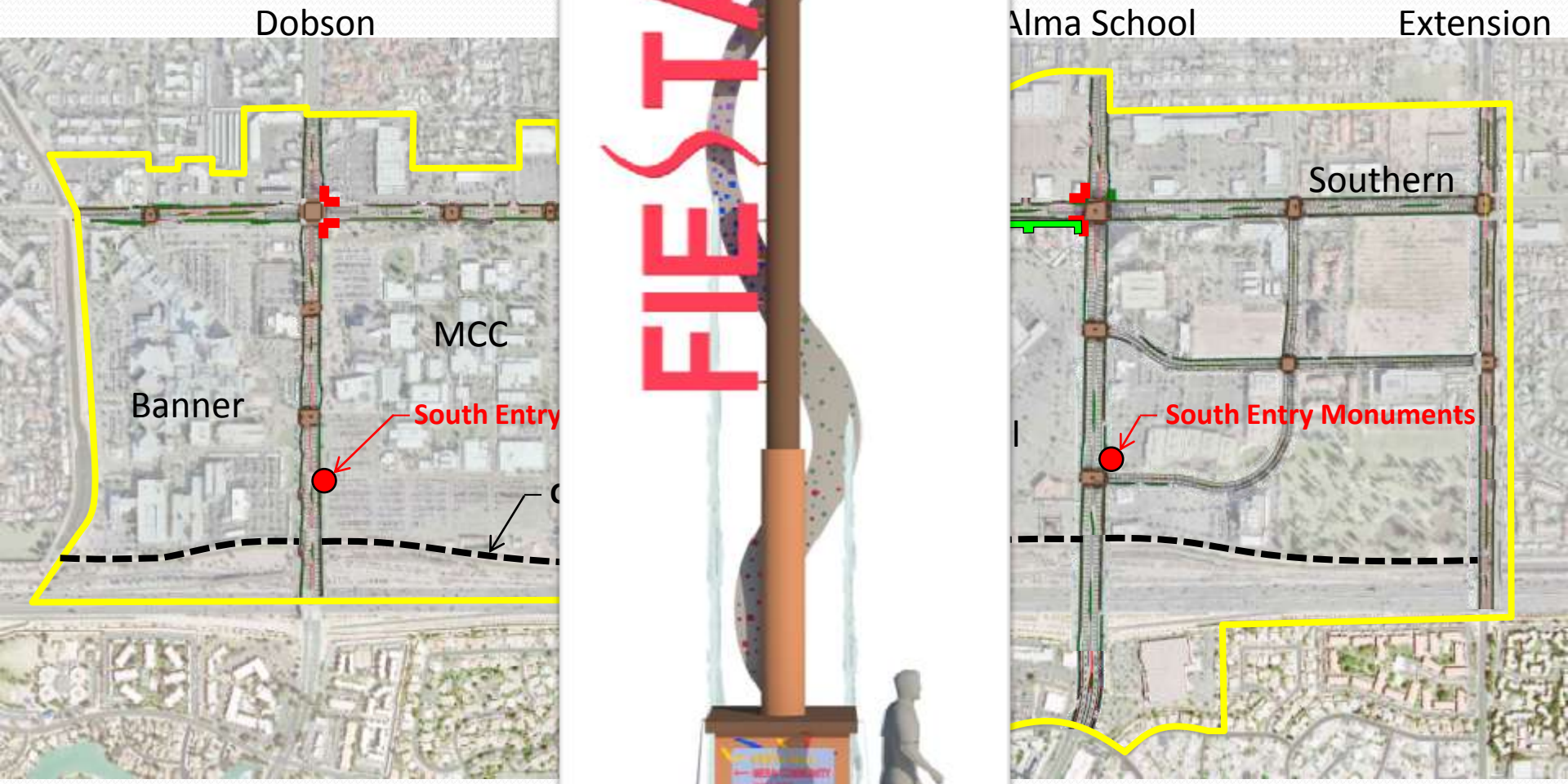
The Fiesta District Puzzle



Gateway Monumentation

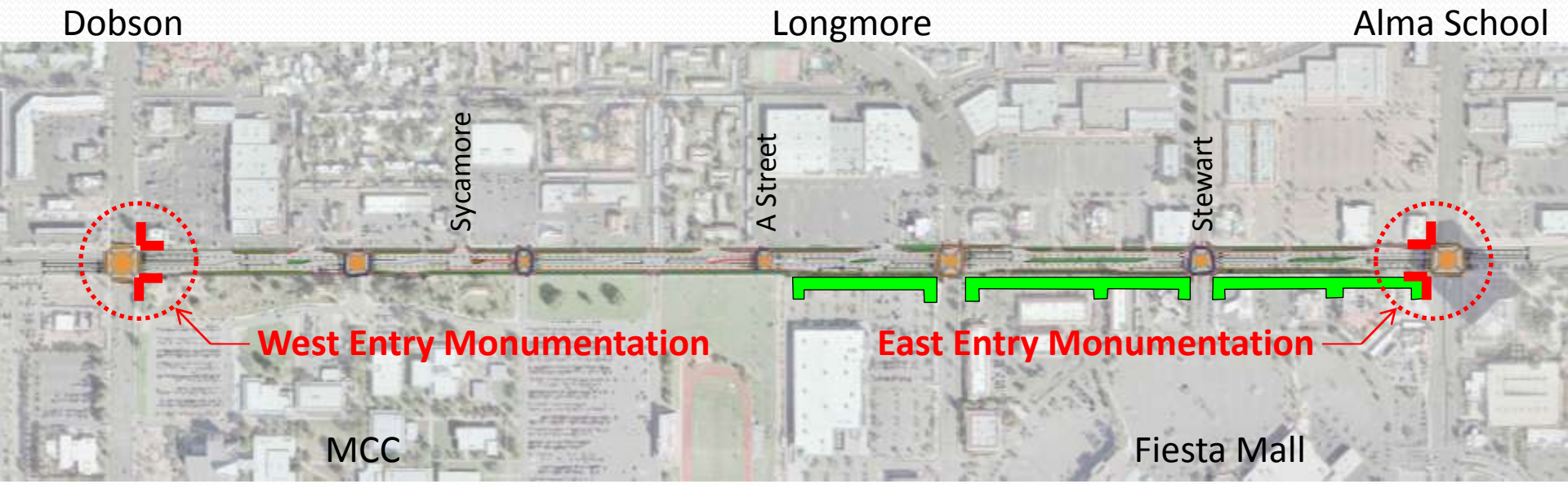
Project Implementation

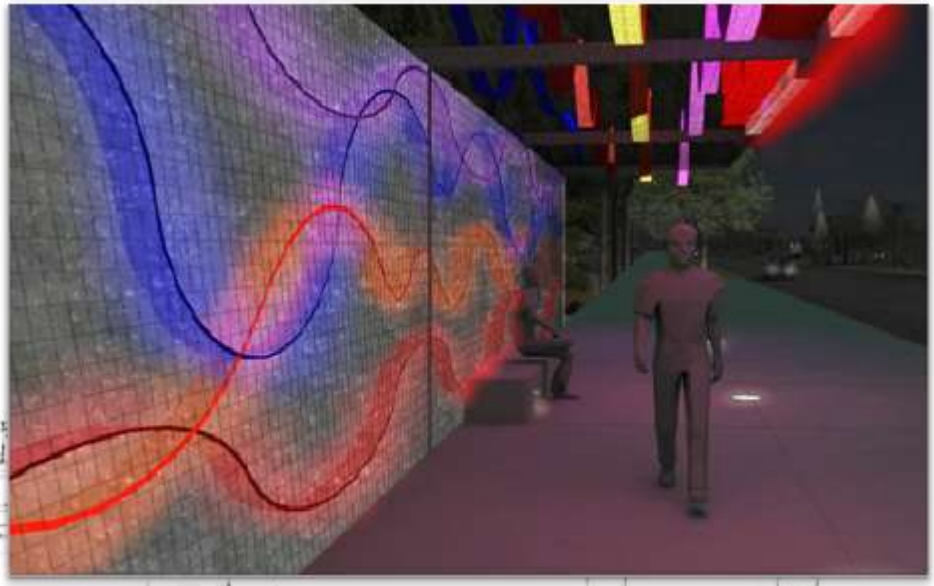
Pri ect


Dobson
Alma School
Extension
Southern
MCC
Banner
South Entry
South Entry Monuments

FIESTA

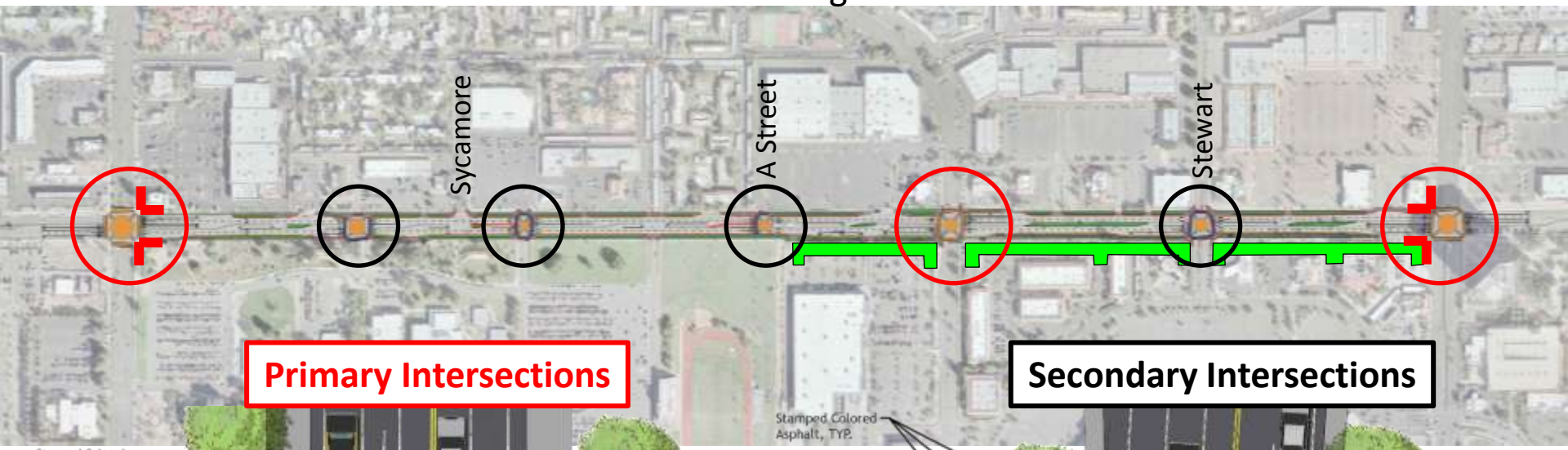
Priority Project





FIESTA
FIESTA

Priority Project



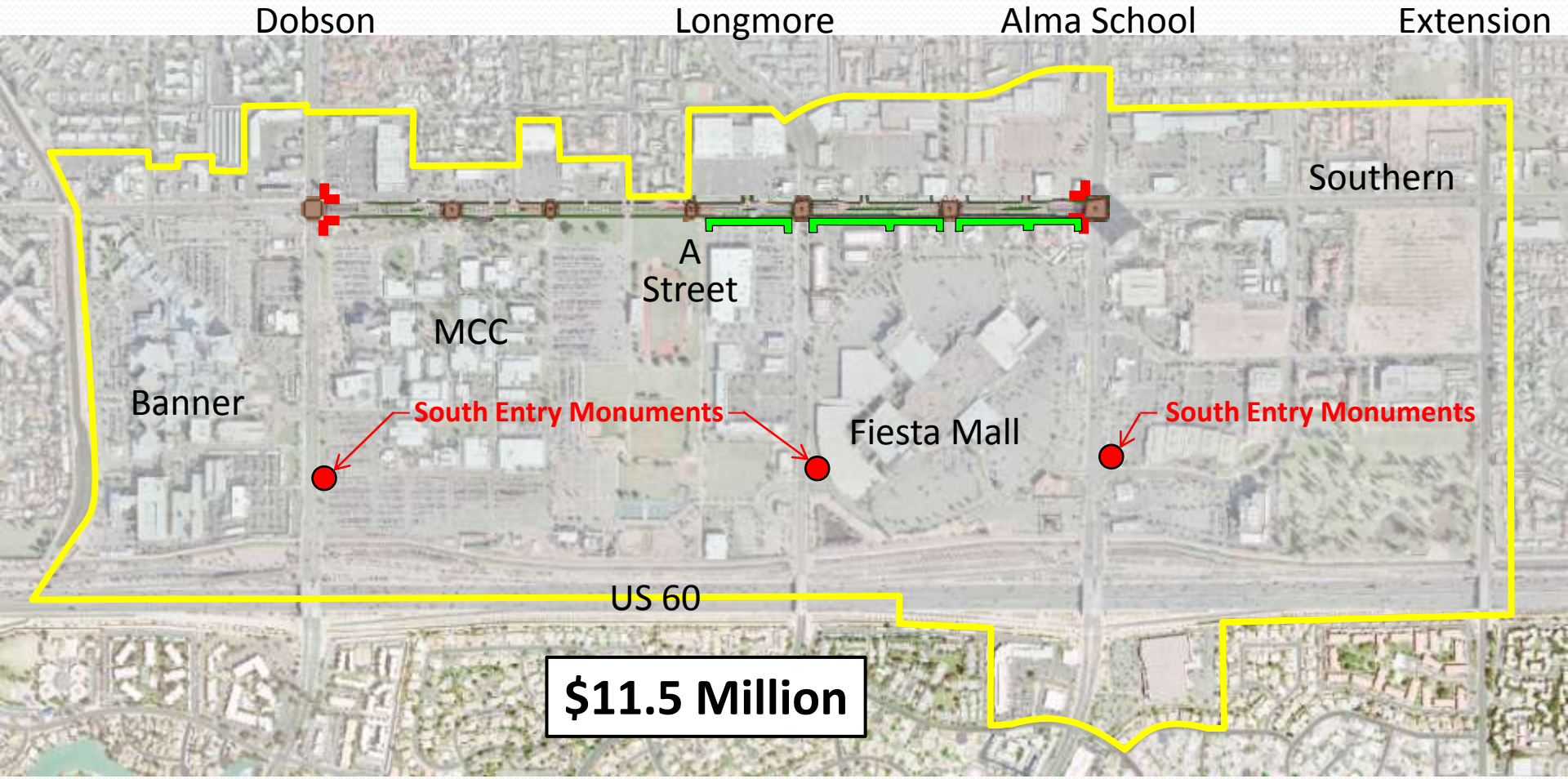
Primary Intersections

Secondary Intersections

Fixtures & Furnishings

Southern Avenue "Before" "After"

Priority Project Cost



Next Steps:

- Design Development 3 months
- Construction Plans for Priority Project 9 months
- Construction of Priority Project 12 months±

Thank You