

21

Northeast Quadrant Action Plan

**Northeast
Quadrant
Action
Plan**

November 7, 1994

DESIGNWORKSHOP, INC. in association with Studio Domus

1.0	Introduction	■	01
2.0	Site Narrative	■	08
3.0	Strategy for Action Plan	■	15
4.0	Vision Statement	■	17
5.0	Design Principles	■	18
6.0	Concept	■	25
7.0	Phasing Plan	■	30
8.0	Parking Requirements	■	45
9.0	List of documents	■	55

Introduction

1.1 OVERVIEW

Downtown Mesa has the opportunity to plan and implement its future with the collaborative efforts of the Downtown Vision Committee, Mesa Town Center Corporation, the City Economic Development office, MEGA-CORP, and local design community. A number of important documents have set the stage for Mesa's future image and sense of place. Building on the recommendations set by the Vision Plan for Downtown Mesa, the Northeast Quadrant Action Plan is one step of many in the process to develop design guidelines and recommendations for the Northeast Quadrant.

The ideas and recommendations by the Regional Urban Design Services Team (RUDAT) conducted by the PIA Chapter of the American Institute of Architects, staff and Mesa citizens, has focused the attention on downtown Mesa. In response to the priorities in the RUDAT plan, the City of Mesa Economic Development office, MEGA-CORP, retained the services of Design Workshop, Inc. in association with Studio Cetus to prepare an Action Plan for the Northeast Quadrant.

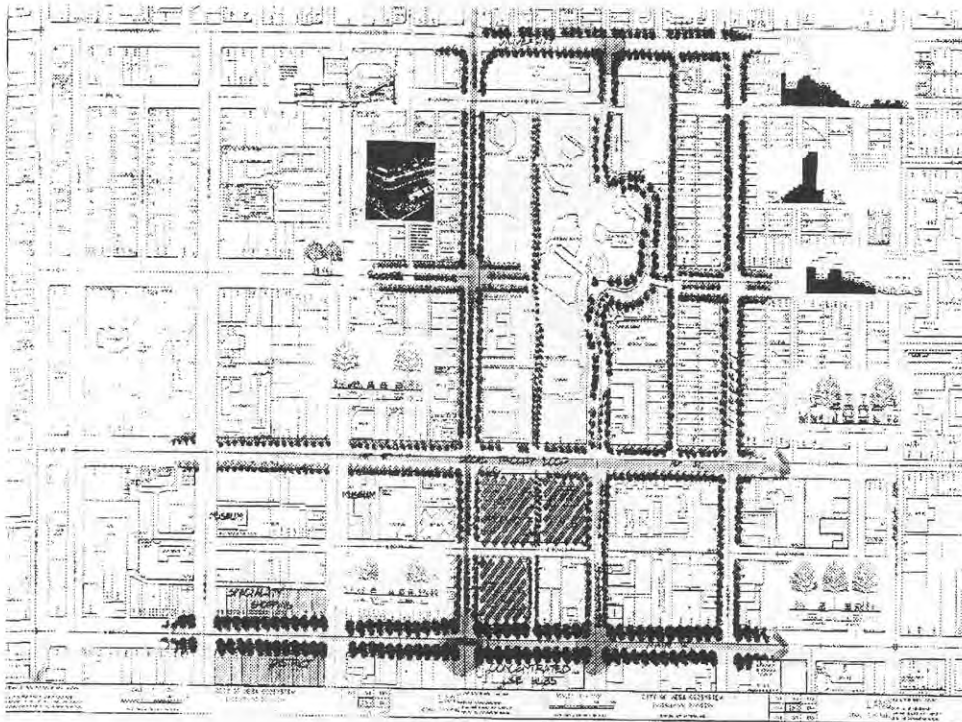
1.1. OVERVIEW

Downtown Mesa has the opportunity to plan and implement its future. With the collaborative efforts of the Downtown Vision Committee, Mesa Town Center Corporation, the City Economic Development office, MEGACORP, and local design community, a number of important documents have set the stage for Mesa's future image and sense of place. Building on the recommendations set by the "Vision Plan for Downtown Mesa", the Northeast Quadrant Action Plan is one step of many in the process to develop design guidelines and recommendations for the Northeast Quadrant.

The ideas and recommendations by the Regional Urban Design Assistance Team (R/UDAT) conducted by the Rio Salado Chapter of the American Institute of Architects, staff and Mesa citizens, has focused the attention on downtown Mesa. In response to the priorities in the R/UDAT plan, the City of Mesa Economic Development office, MEGACORP, retained the services of Design Workshop, Inc. in association with Studio Domus to prepare an Action Plan for the Northeast Quadrant.

The purpose of the Action Plan is to refine and determine specific actions to implement the Vision Plan and ensure the continuation of the educational, recreational and cultural components of the site. Therefore, the recommendations for expansion of existing facilities, development of new facilities and first phase acquisition sets forth the sequencing of short-term and long-term actions for the Northeast Quadrant of downtown Mesa.

The City of Mesa has a vested interest in the success of the redevelopment of the downtown area. A project as significant as the Northeast Quadrant should be underscored by the public's interest and support of improvements that affect the downtown. The acceptance of this project is a function of the authorship that the property owners, interest groups, public agencies and general public feels. The success of the Action Plan will be measured by the enthusiasm by which the recommendations are accepted, and the phasing of the final recommendations as they get implemented and modified over time.



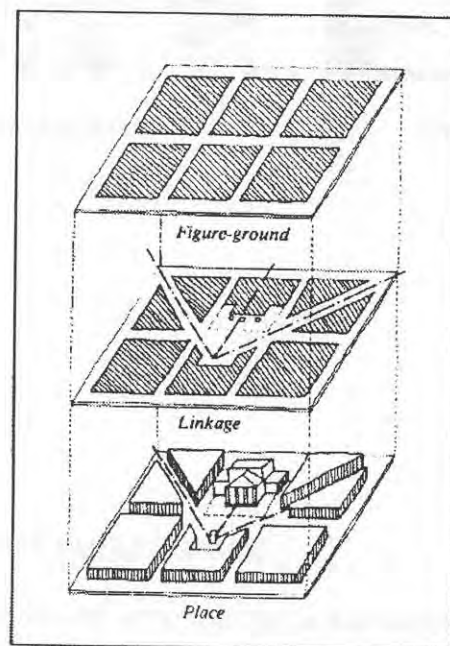
Location Map

1.2. CONTEXT

The Northeast Quadrant Plan area is bounded by University Drive, Mesa Drive, First Street and Center Street. The planning area is the site of contrasting activities including limited strip commercial; older housing some

of which may be substandard; potentially historic housing; commercial entities including office and hotel uses; public facilities; cultural amenities; and the main post office. In the Vision Plan for downtown Mesa, the core of this area, from Centennial Street to Center Street, is seen in the future as an arts and cultural center or "cultural district" comprised of such things as a cultural walk, historic buildings, city museums, performing arts facility and private development.

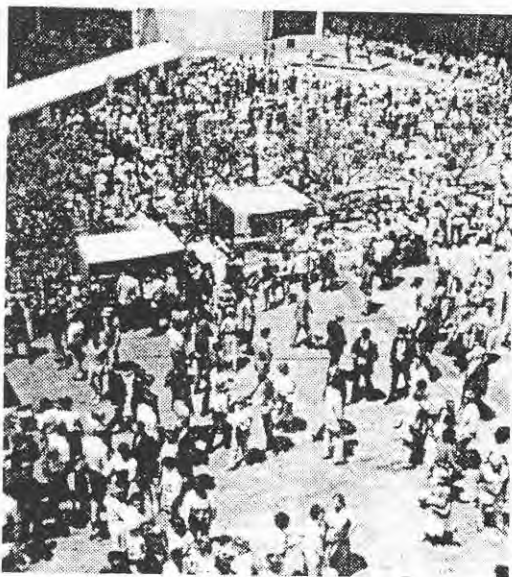
The Action Plan considers the context of the Northeast Quadrant area in relationship to the one square mile that constitutes downtown Mesa. The Northeast Quadrant is one piece of downtown Mesa and the principles developed for the study area should apply beyond the immediate boundaries.



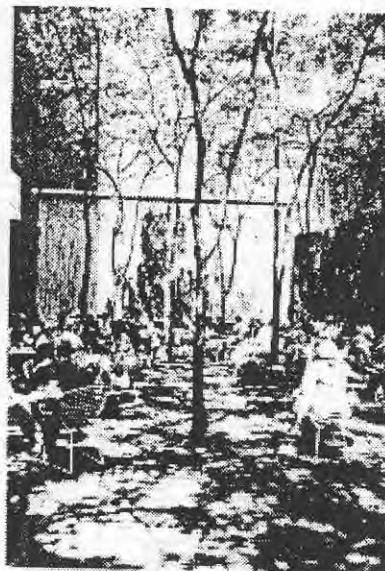
Framework for Urban Design

1.3. URBAN DESIGN

Urban design means a respect for context and surroundings — evolving out of the existing city fabric, not simply imported from another city. Urban design strengthens a project's relationship to the larger organizing systems of the city and enhances the relationship between creation of public space and the participants. In this case, creating a framework that provides corridors for pedestrians and public transit, connections to Main Street, and responses to climatic factors. The intent of the Action Plan is to set forth a strategy and urban design framework for the Northeast Quadrant.



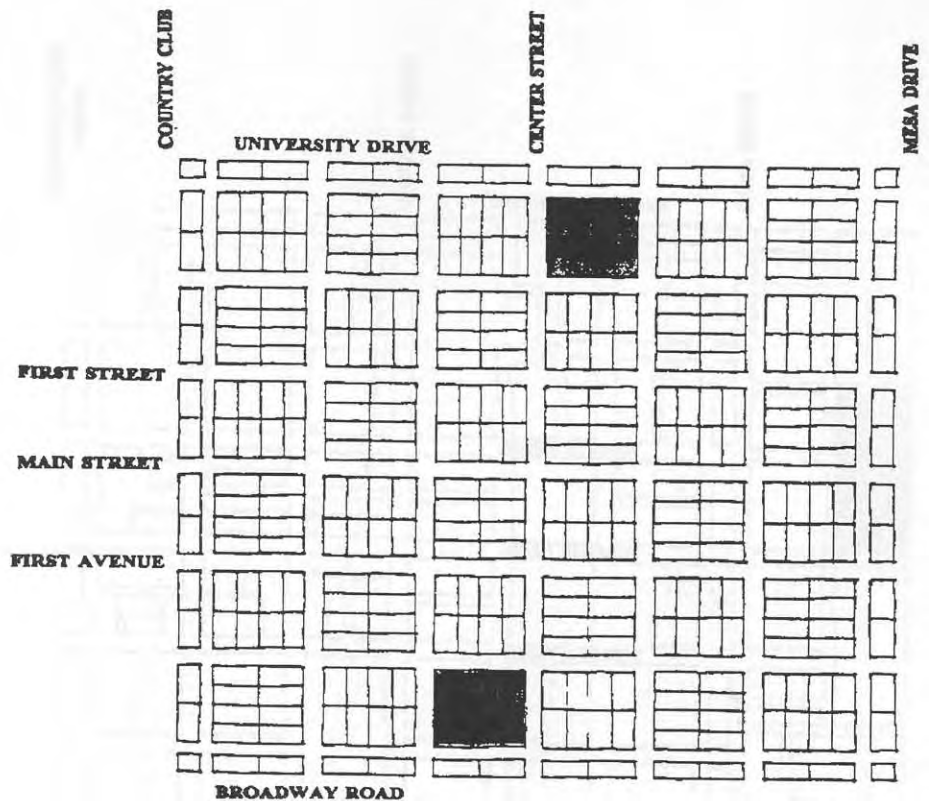
Large public gathering spaces



Small social enclaves

1.4. CREATION OF PUBLIC SPACE

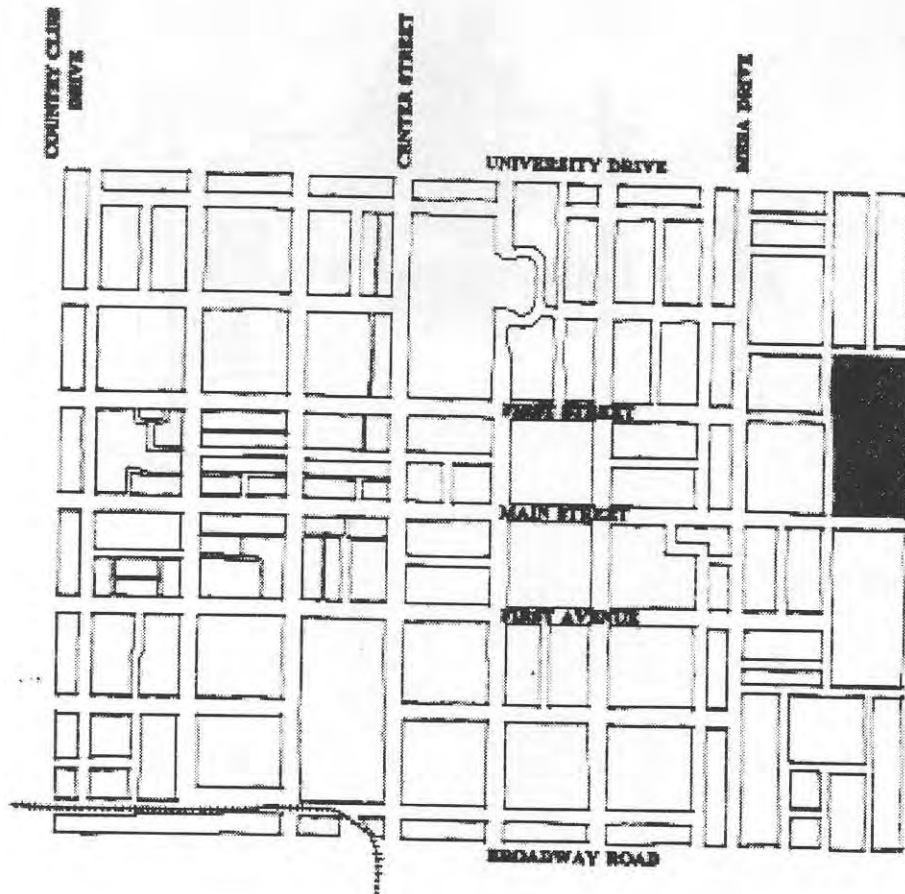
The common perception of urban design is the intricate paving patterns and rhythm of light fixtures that are the standard solution to downtown redevelopment. In recent years as cities begin to look at streetscapes void of people or view vacant land adjoining public plazas, community leaders are realizing the importance of carefully planning and designing the social aspects of major urban improvements. Therefore, the urban design framework in the Action Plan sets forth ideas for creating spaces that provide for social interaction, public gathering, and strong connections to and between private and public properties. The attention to pedestrian scale, intimate spaces, versatile plazas and a spectrum of services to support/adapt to the changing needs of the public are important.



1906 Downtown Mesa

1.5. ORIGINAL TOWNSITE

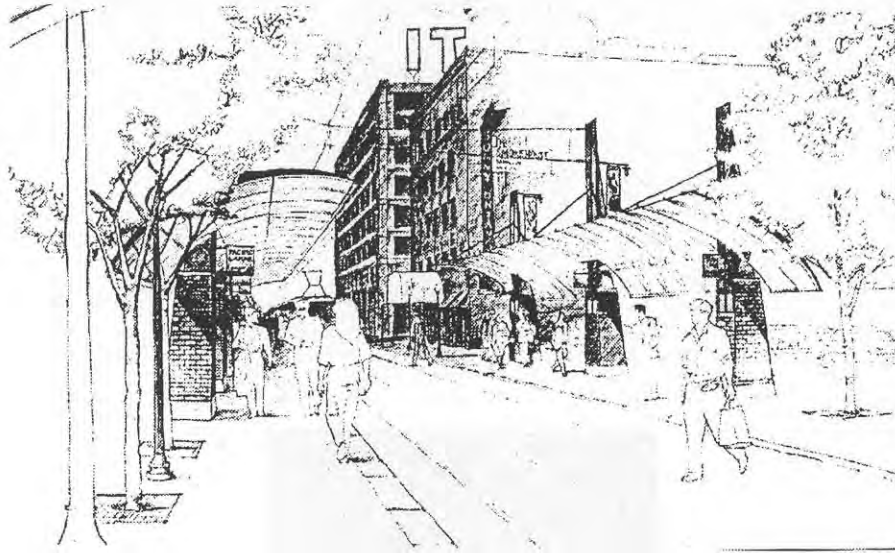
The urban design framework for the Northeast Quadrant respects the past and present development pattern while developing a future vision for the area. This planning area involves the northeast quarter of the original Mesa townsite. The grid pattern of the original townsite is today the location of a number of the city's cultural resources: Mesa Southwest Museum, Mesa Arts Center, Arizona Museum for Youth, Sirrine House, and the Cultural Walk.



1993 Downtown Mesa

1.6. DEVELOPMENT PATTERN

The development pattern in 1993 indicates the changes which have occurred to break the orthogonal, grid pattern of the original townsite. The most striking example of this is the realignment of Centennial Way in the Northeast Quadrant. These "corridors" and "connections" should provide a point of reference and orientation for visitors and residents alike, and terminate at important landmarks and spaces that people are drawn to. This is particularly important given the current redevelopment efforts to strengthen the role of downtown Mesa as a regional destination and develop a unique technology training and educational campus for the City of Mesa.



Transit Station

1.7. MIXED-USE, MULTI-CULTURAL AND MULTI-MODAL

Key to development of the Northeast Quadrant is to provide people-oriented facilities, with features intended to make them appealing destinations and to provide smooth and comfortable access for pedestrians. This can be accomplished through retaining the existing mix of uses, but more importantly the plan should feature large proportions of landscaped open space and ample opportunities for recreation and entertainment. Expansion of the cultural walk should provide connections to the convention center, commercial, cultural and educational facilities in order to support the pedestrian-oriented activities. Replacing the vehicular-oriented development pattern with pedestrian-oriented development is critical in the downtown Mesa core, in conjunction with a transit and shuttle-loop system connecting Main Street with the Northeast Quadrant and the surrounding area.

Site Narrative

2.1 NORTH-EAST QUADRANT PLANNING GOALS

The following narrative reflects input from the Downtown Vision Committee, property owners, interest groups and city staff to assist in the development of the Action Plan for the Northeast Quadrant of downtown Mesa. Future downtown development will rely on the relationships between education uses, transportation links, statements on density, and other development principles outlined in the Vision Plan.

2.1.1 CAMPUS ENVIRONMENT

An urban campus feel (office or educational) should be created in designing the development of 100,000 square feet of additional educational facilities. The area be developed with the ability to provide educational training, office, commercial, research and cultural activities to support the campus environment.

2.1. NORTHEAST QUADRANT PLANNING GOALS

The following narrative reflects input from the Downtown Vision Committee, property owners, interest groups and city staff to assist in the development of the Action Plan for the Northeast Quadrant of downtown Mesa. Future downtown development will rely on the relationships between pedestrian uses, transportation links, statements on density, and other development principles outlined in the Vision Plan.

2.1.1. CAMPUS ENVIRONMENT

An urban campus feel (office or educational) should be created in designing the development of 100,00 square feet of additional educational facilities. The area be developed with the ability to provide educational training, office, commercial, research and cultural activities to support the campus environment.

2.1.2. PEDESTRIAN LINKAGES

Development in the Northeast Quadrant needs to be related through pedestrian linkages and visual identifiers such as signage, landscaping, hardscape, and water features to other areas in downtown. The pedestrian linkages from the Northeast Quadrant to Main Street should be thought of as connecting into a larger downtown pedestrian network.

2.1.3. NEIGHBORHOOD TRANSITION

The block bordered by Pasadena and Hibbert should offer a transition into the neighborhood to the east. However, it is essential that the design for the site clearly state the separation that exists between the intense educational uses and the low-density housing. It is not expected that this planning effort deal with the broader design and location issues of residential development east of Hibbert Street.

2.1.4. ENTRY FEATURES

The entries to the Northeast Quadrant need to be strengthened and designed to meet the overall urban design framework. The entry to the site from the north might be redesigned through the use of Hibbert Street.

2.1.5. RECREATIONAL FACILITIES

Recreational facilities as an interim or permanent use should be studied. Recreational facilities to complement the hotel, including tennis courts (at least two) and a sand volleyball court(s) and recreational uses to support the educational facility should be considered.

2.1.6. HISTORIC DISTRICT — *Temple*

Preservation of an historic area based on the findings in city documents should be encouraged. Acquisition and relocation of historic structures would contribute to the goal of creating a "cultural district."

2.1.7. VIEW CORRIDORS

View corridors from the site as well as to the site should be retained and strengthened. It is expected that facilities designed over one story would take advantage of the views to the northeast which currently have few near or distant obstructions.

2.1.8. PERFORMING ARTS CENTER

Ultimately, the area west of the hotel/convention facility is expected to house another large structure; most likely a performing arts/cultural center. The Vision Plan anticipates this development and recommends the area be designated as a cultural district. The growth of educational and office activities to the east is expected to be the catalyst which will make the entire area successful.

2.1.9. HOUSING COMPONENT

Although the residential portion of the Northeast Quadrant is not part of this Action Plan, future consideration should be given to the interface between the study area and residential development east of Hibbert. Over the long-term (5-10 years) it is expected that the neighborhood to the east would continue its transition from the existing condition to new development. Expansion of more educational facilities and new, higher density housing would be a long-term development goal.

2.1.11. TRANSPORTATION AND PARKING

The issue of parking is crucial to the success of the various projects in the focus area and the future build-out of the entire northeast quadrant. A number of parking agreements already exist which set precise numbers and locations for several of the buildings near the focus area. These agreements designate specific numbers and locations of parking spaces and a map indicating their locations for each property.

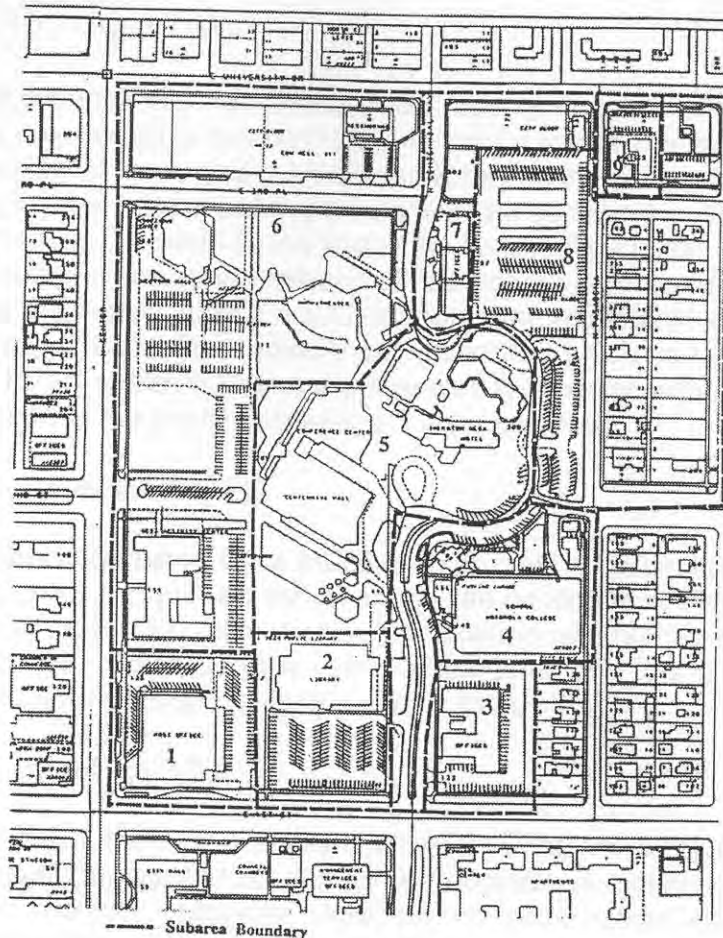
Transportation connections via public bus service, a trolley, shuttle, tram or other transportation system should offer an alternative to vehicular transportation. There is a need for a transit station and increased public transportation to serve downtown Mesa and the Northeast Quadrant.

2.1.12. REGIONAL CHARACTER

Recognition of the site context to the City of Mesa and the East Valley is important to enhance the uniqueness of the site and its place in the region. Given this context, the City of Mesa has the opportunity to provide an educational/cultural complex which serves a greater need.

2.1.13. CLIMATIC RESPONSE

The indigenous, southwest character through the use of color, texture and form should be considered. In particular, there is a need for creative solutions that respect the semi-arid environment with such design treatments as shade devices and cooling affects.



Subarea Map

2.2 SUBAREA ISSUES

The following narrative of issues was prepared by city staff to assist with the planning/development effort for the Northeast Quadrant. The larger planning area is described based upon the issues relative to the nine subareas.

2.2.1. AREA ONE

This area covers the existing U.S. Post Office. This area has a future role in the cultural district, given the high visibility at the corner of Center Street and First Street. There have been a number of discussions about the feasibility of relocating this facility. It is under-parked and employees have assigned parking in the Pepper Street garage located to the west on First Street. This location offers both private and public sector development opportunities.

2.2.2. AREA TWO

This area includes the main Mesa Public Library location. The library operation is expected to remain in this location for the foreseeable future. The possibility of more clearly linking the library to the cultural walk and redeveloping the surface parking area should be considered. The mural which enhances the south facing wall of the library offers public art in the cultural district, however, the mural is difficult to view from the street and a new entrance configuration would promote a more pedestrian-friendly atmosphere. This facility is heavily used, currently has a parking shortage, and library patron numbers are expected to increase with anticipated expansion of the public spaces into the second floor.

2.2.3. AREA THREE

This is a privately-owned office building which has had intermittent retail tenants such as fast printing services. On-site parking is believed to be adequate at least for current users. The building was renovated about four years ago. Combining the use of areas three and four should be considered, even though no plans currently exist.

2.2.4. AREA FOUR

This area shows the best example of mixed use and the possibilities for the Northeast Quadrant to expand as an educational, commercial and residential enclave. Motorola University, in combination with Mesa Community College, are the principal tenants in the area. Motorola University is expected to relocate in late 1995, while Mesa Community College intends to expand credit offerings on the site. Four restaurants are in place which are seen as important assets for the program. One is Orlando's which caters to breakfast/lunch patrons and Steve Stone's which is a sports bar serving lunch and dinner. There are two restaurants in the Sheraton Hotel, Dos Lobos and Quail Run. It has been proposed that the condo development on top of the city-owned garage be expanded to add more educational space for Motorola/MCC. Parking in the garage is allocated in such a way that the second and third levels of parking are reserved for Motorola/MCC. Increased activity at the Sheraton Hotel and library will increase pressures on the first level of parking and the ramp between the first and second floors which is already at full capacity. The owner of the buildings at 161/165 North Centennial Way (occupied by the two restaurants) has a commitment for 45 spaces and the two office buildings adjacent to the garage (one on the southwest and one on the northeast) have 16 spaces reserved. In addition, the city uses the garage to provide parking for employees in nearby city facilities. The pressures to provide for on-site parking will be determined by the mix of uses in the area.

2.2.5. AREA FIVE

The Sheraton Hotel and City of Mesa Conference Center are located in this area. Providing adequate parking will continue to be an issue for this area. The hotel has about 297 rooms and is currently under-parked according to ordinance. The hotel has recently completed its own ball-room/meeting area which will add to the parking demand. In order to accomplish development of the new conference space, the hotel eliminated its only tennis courts. The city's conference facilities have not grown in size in recent years, however, its use appears to be increasing. There is some cross utilization of the facilities between the hotel and conference center. The Mesa Conference Center has recently undergone some renovations. The property immediately east of the hotel, across Centennial Way, is also owned by the hotel and provides hotel parking.

2.2.6. AREA SIX

This area holds the greatest potential for change to meet the goals of a cultural district and educational campus. The need and desire for a performing arts center and other cultural amenities in Mesa have been identified for a number of years. While development plans for such facilities are still under consideration, this area has been identified as an appropriate location for these facilities and additional parking. The Mesa Arts Center building is of an age and character it could be treated as historic. However, there has been little community support for this idea. Today, the area serves as the principal parking location for the city conference center, the amphitheater, the Mesa Arts Center, and the Rendezvous building. This land may represent the opportunity for future development or a natural location for a unique enclosed performing arts center. While the amphitheater serves an important function, its usefulness is being hindered by the growing encroachment of noise from nearby streets and aircraft flying overhead. Presently the amphitheater conflicts with the adjacent neighborhood and hotel with objections raised frequently about the noise level generated by rock music concerts. In addition, large crowds, especially for concerts and various exhibits/sales events, demand more parking than is available.

2.2.7. AREA SEVEN

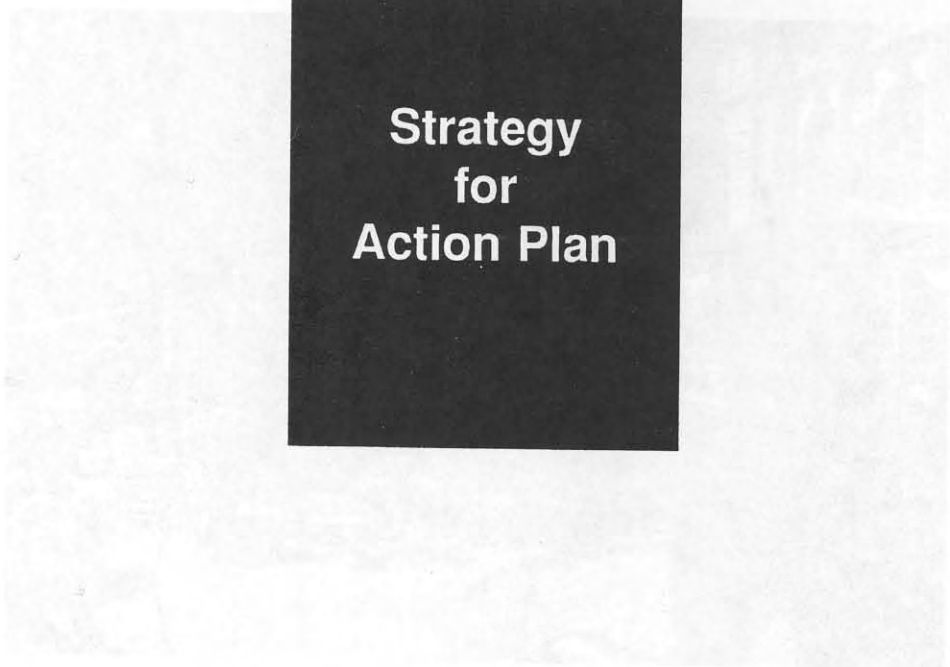
There are four existing buildings in this area which have parking allocated to them in the publicly owned parking in area eight. One is owned by Maricopa County and is used for adult probation services and other county services. Three buildings are privately owned and used for office space. A vacant lot along University is owned by the City of Mesa and is proposed for a restaurant development.

2.2.8. AREA EIGHT

This is the largest development area where modifications to the parking plan might be accommodated and future educational, office and retail uses be located. The land between Pasadena and Hibbert, north of Second Street, is proposed as the development site for an expanded educational/research training facility. The near term issues are focused on the acquisition of the remaining privately held properties. The hotel owns the parking located in the southwest corner of the area and the city of Mesa owns the remaining public parking in the northwest corner. In order to reorganize the parking and respond to existing parking agreements, negotiations with those having lease rights would be necessary before any plan can be put into action.

2.2.9. AREA NINE

A local architecture firm, Brock, Craig and Thacker, owns the only building in this area. The firm and other tenants now occupy it. It is currently expected that the building would remain and be integrated into the plan for the area. The potential exists that a new development may warrant consideration of replacing the building with new facilities.

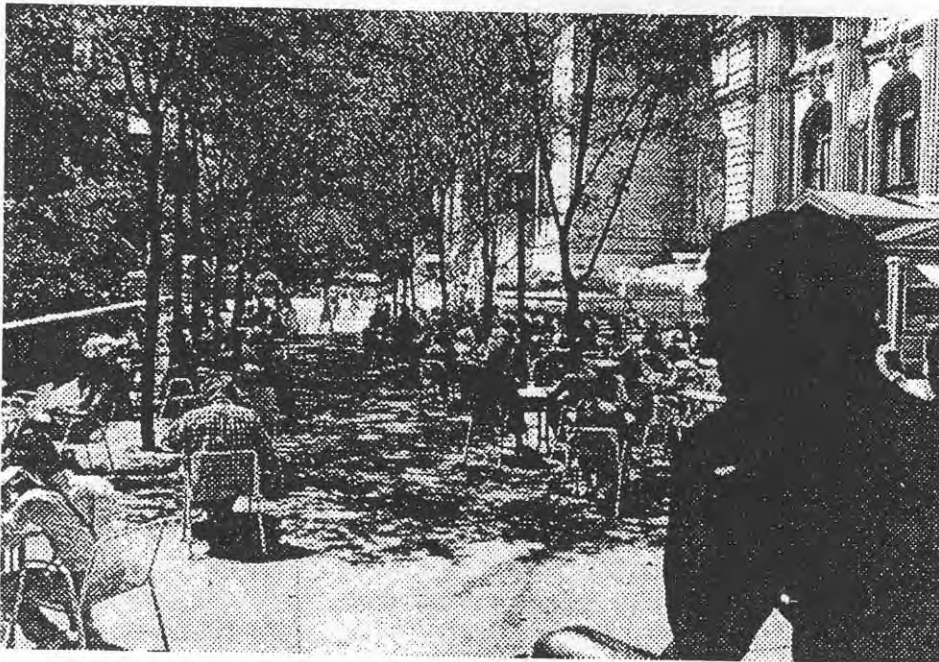


Strategy for Action Plan

Humane public place

1.1 SENSE OF PLACE

"Place-making" and design of the space between buildings is key to this design approach. Rather than any object or building defining "place", the overarching system is the public open space blended with architecturally dynamic facilities. Therefore, the space between buildings and the building relationship to the street will establish the character for the plan. This is particularly important for joint developments such as the Northeast Quadrant where the focus should be on creation of space and not placement of buildings.



Memorable public place

3.1. SENSE OF PLACE

"Place-making" and design of the space between buildings is key to this design approach. Rather than an object or building defining "place", the organizing system is the public open space blended with architecturally dynamic facilities. Therefore, the space between buildings and the building relationship to the street will establish the character for the plan. This is particularly important for infill developments such as the Northeast Quadrant where the focus should be on creation of space and not placement of buildings.

In order to achieve a functional and integrated system: the short-term, immediate need is to create an educational, campus-like environment with office and corporate users as well as related open space for public use. The long-term objective is to create a 24 hour downtown that has a mix of housing, commercial, institutional and cultural opportunities. Concurrent with developing the educational component of the Northeast Quadrant, the intent is to address a broader context for downtown Mesa. Of particular interest is the opportunity to connect the existing cultural, commercial, arts and educational areas with the surrounding residential communities, as well as link pedestrian and public transit opportunities.

3.2. STRATEGY

The primary goal of the Action Plan is to create a healthy downtown — economically strong, lively, activity-oriented, pedestrian-focused, and containing a rich mixture of uses.

To support the inventory analysis, identification of opportunities and constraints, and fulfillment of the programmatic requirements for the site, the following strategy should be considered to understand the uniqueness of the site and its context:

- Develop a “campus-like”, urban environment
- Emphasize the educational and cultural aspects of the site
- Provide areas for public gathering
- Respond to the climatic factors of the site
- Integrate the site with the surrounding area
- Work with the local neighborhoods
- Optimize multiple use of the site to develop a 24-hour area
- Develop a pedestrian system with defined connecting corridors
- Link the spaces between buildings, streets and pedestrian system
- Use complementary colors, building materials to develop an identity
- Provide a series of pedestrian experiences
- Use major and minor points of entry to orient users
- Develop a circulation pattern with hierarchy of lighting, signage, etc.
- Develop a plant palette for the area

Vision Statement

4.1

VISION STATEMENT

The intent of the Northeast Quadrant Action Plan is to provide an urban design framework that will establish downtown Mesa as a visually coherent, economically viable and physically integrated, multi-use commercial, civic / educational / cultural center with a strong identity and memorable image that is appropriate to downtown Mesa and the region.



4.1 VISION STATEMENT

The intent of the Northeast Quadrant Action Plan is to provide an urban design framework that will establish downtown Mesa as a visually coherent, economically viable and physically integrated, multi-use commercial / civic / educational / cultural center with a strong identity and memorable image that is appropriate to downtown Mesa and the region.

Design Principles

5.1 PRINCIPLES TO ACHIEVE VISION STATEMENT

The following design principles outline the urban design framework to guide development in the Northeast Quadrant. Future development plans should be reviewed for consistency with these design principles.

5.1.1

While maintaining its own unique and coherent identity, the specific Northeast Quadrant area of the Mass downtown redevelopment area (hereafter referred to as the "site") shall not be seen as an isolated enclave. It should integrate with the adjacent context.

5.1.2

While integrating with the adjacent neighborhoods, the site shall also have a distinctive image and identity that is recognizable as a special place or a district / node.

5.0

DESIGN PRINCIPLES

5.1. PRINCIPLES TO ACHIEVE VISION STATEMENT

The following design principles outline the urban design framework to guide development in the Northeast Quadrant. Future development plans should be reviewed for consistency with these design principles.

5.1.1.

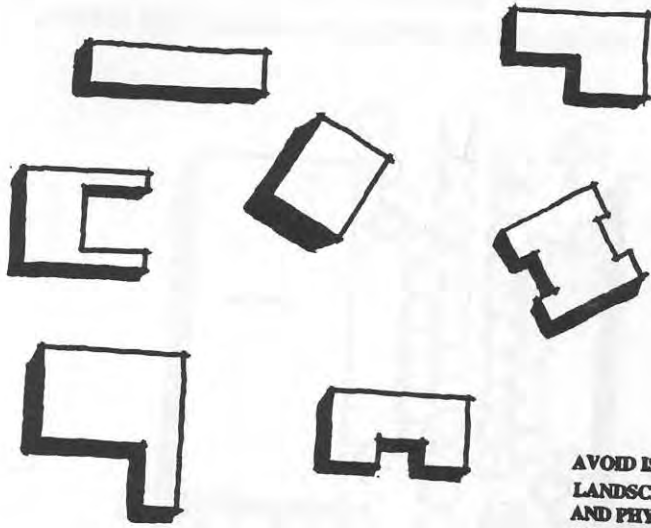
While maintaining its own unique and coherent identity, the specific Northeast Quadrant area of the Mesa downtown redevelopment area (hereafter referred to as the "site") shall not be seen as an isolated enclave; it should integrate with the adjacent context.

5.1.2.

While integrating with the adjacent neighborhoods, the site shall also have a distinctive image and identity that is recognizable as a special place or a district / node.

5.1.3.

The overall site shall be developed, not with isolated object buildings surrounded by parking, but instead as an integration of overall site circulation through the site. This will provide a strong engagement of each individual function with as many of the other functions on the site as possible.



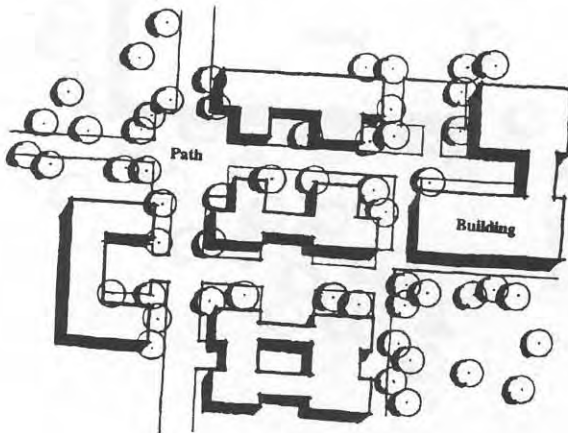
AVOID ISOLATED BUILDINGS IN THE LANDSCAPE THAT DON'T VISUALLY AND PHYSICALLY CONNECT TO EACH OTHER OR TO THE SITE

5.1.4.

The site shall physically integrate with the existing context by the use of appropriate circulation paths, building forms, landscape and hardscape materials, and urban accessories.

5.1.5.

A simple organization of circulation paths with a clear hierarchy and legibility that encourages an active participation of one function to another should be encouraged.



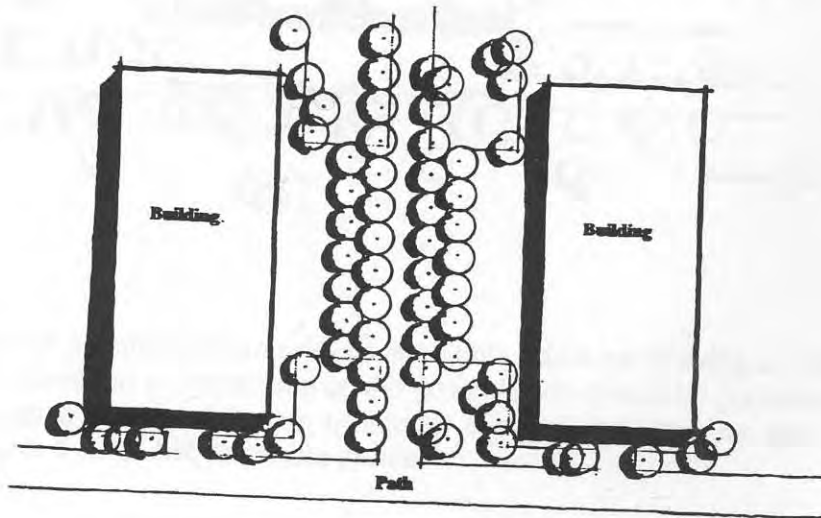
ORGANIZE THE SITE IN A PURPOSEFUL AND MEANINGFUL MANNER THAT RELATES OPEN SPACE TO BUILDINGS AND BUILDINGS TO EACH OTHER

5.1.6.

To encourage active use of open space, open space on the site should be defined by strong architectural elements (buildings or structures) that have public functions on the ground level.

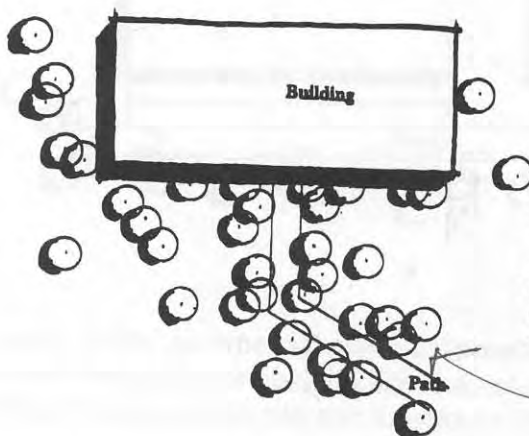
5.1.7.

To encourage as much integration with the existing area, pedestrian and automobile circulation within the site shall be directly linked to the existing street and pedestrian patterns of the adjacent developed area.



5.1.8.

To encourage as much interaction of uses on the site as possible, building locations and ground floor uses shall encourage a high degree of public, not private use.



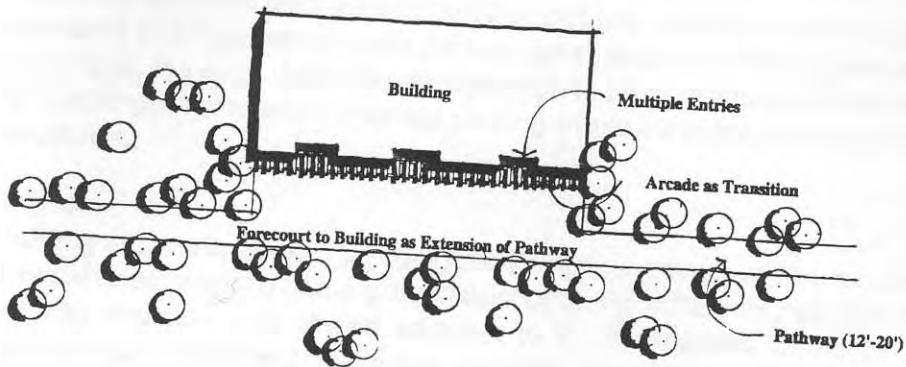
BUILDINGS:

- 1) As object buildings
- 2) With undefined, ambiguous open space
- 3) With single entries
- 4) As destination-only buildings
- 5) Without transitions

Avoid this type of layout.

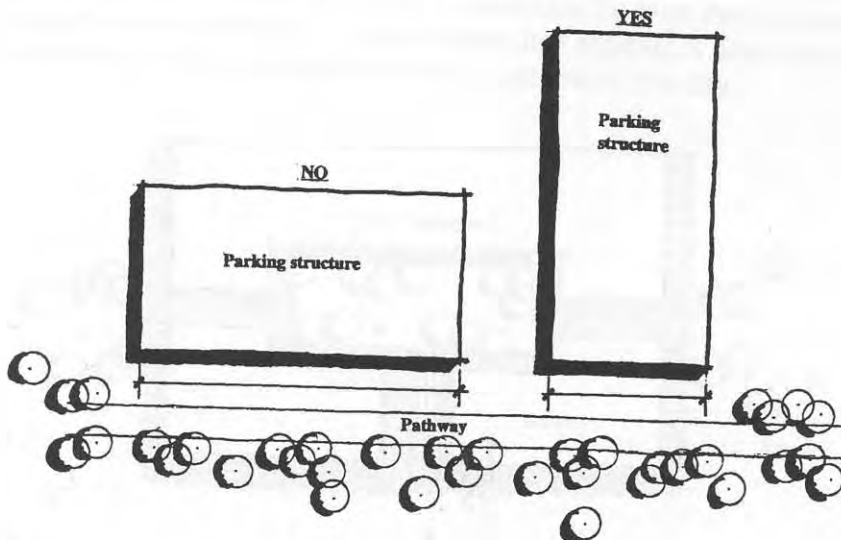
5.1.9.

Open space should be seen as an extension of building uses on the site and not as ambiguous open space.



5.1.10.

The use of architectural and design elements (such as arcades or other design elements) as transitions on the ground level should be considered to provide a better integration of interior and exterior uses, as well as transitions from public to private space.



5.1.11.

As many public commercial uses as possible (i.e., restaurants, retail) should be located on or near the site to encourage people attending other functions to stay on the site encouraging a 24-hour place.

5.1.12.

Parking shall be easily accessible, safe, and located to promote as much use of all facilities on the site without the need to drive from one location to another.

5.1.13.

To free up as much land area for public functions, parking should be concentrated in either below-grade parking garages or in parking structures. Long term, the most desirable configuration to provide valuable land area for public uses and accommodate parking would be below-grade parking structures.

5.1.14.

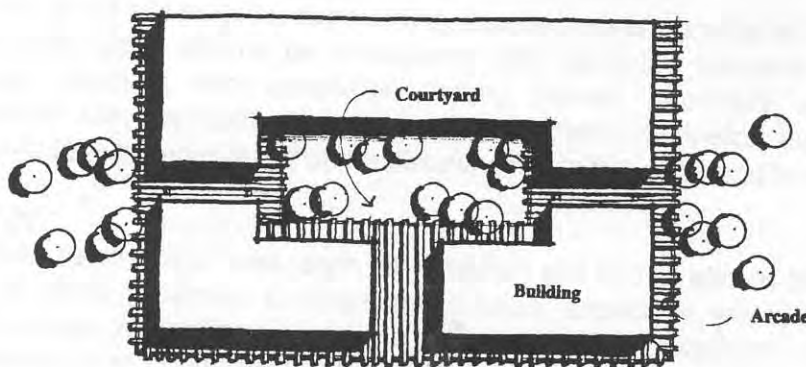
Parking structures should be designed to include private uses (i.e., commercial uses or other) at the ground floor or designed to integrate with the parking structure and placed adjacent to it. Alternatives would be an appropriately designed low-scale terraced parking structure in close proximity to public uses.

5.1.15.

Consideration should be given for bicycle paths through the site that connect to bicycle paths off-site.

5.1.16.

Consideration should be given to physically link the governmental buildings directly to the south of the site to reinforce the idea that the local government is not isolated from its citizens but instead is seen as directly responsive to the everyday life of the residents of the city.



5.1.17.

Environmentally responsive design should be encouraged to promote the use of shade structures and other climate control devices. Provide shade elements to reduce the harsh climatic conditions. All design elements proposed for the site should be purposeful and strive to fulfill multiple functions.



Water Element

5.1.18.

Water elements should be used as a pedestrian guide and development theme. The use of water can create pedestrian zones, mark special locations and serve as part of an urban design framework.

5.1.19.

Views to the site from the surrounding area and views from the site to surrounding areas should be considered with particular attention to the views corridors from perimeter streets: Center, University and 1st Avenue. Development within the project, especially multi-story buildings, should take full advantage of the distant views to the north and northeast.

5.1.20.

All new recreational uses, such as volleyball and tennis, should be located in close proximity to other public uses, especially restaurants to encourage recreational users to also use other functions on-site. Transitions to connecting public paths should be utilized to avoid the recreational uses being utilized as destination only.

5.1.21.

Consideration for shared and reciprocal parking should be encouraged and standard parking ratio requirements should be reduced accordingly.

5.1.22.

Parking requirements can be further reduced by providing public transportation to the site, and encouraging employees to ride-share or use public transportation. Employees who take public transportation or ride-share should not be penalized for being environmentally responsible. Some form of parking fee should be required for all employee parking to off-set costs (and eventually reduce the number of cars because of encouragement to use public transportation) while rewarding those who take public transportation (i.e., reduced transportation costs vouchers). The proposed downtown tram loop offers an excellent opportunity to reduce short distance in th downtown area.

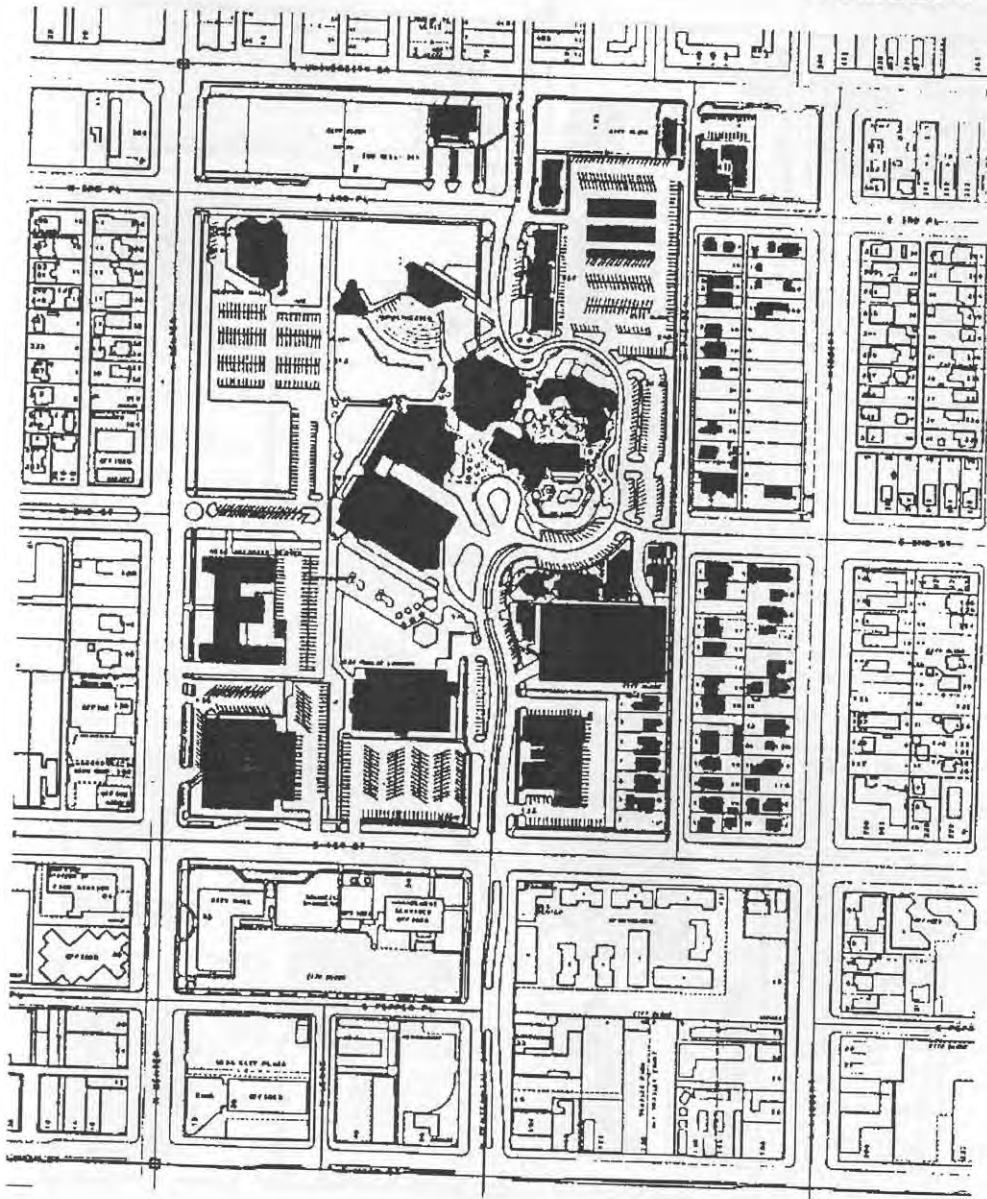


Concept

Existing Figure / Ground

6.1 EXISTING FIGURE / GROUND

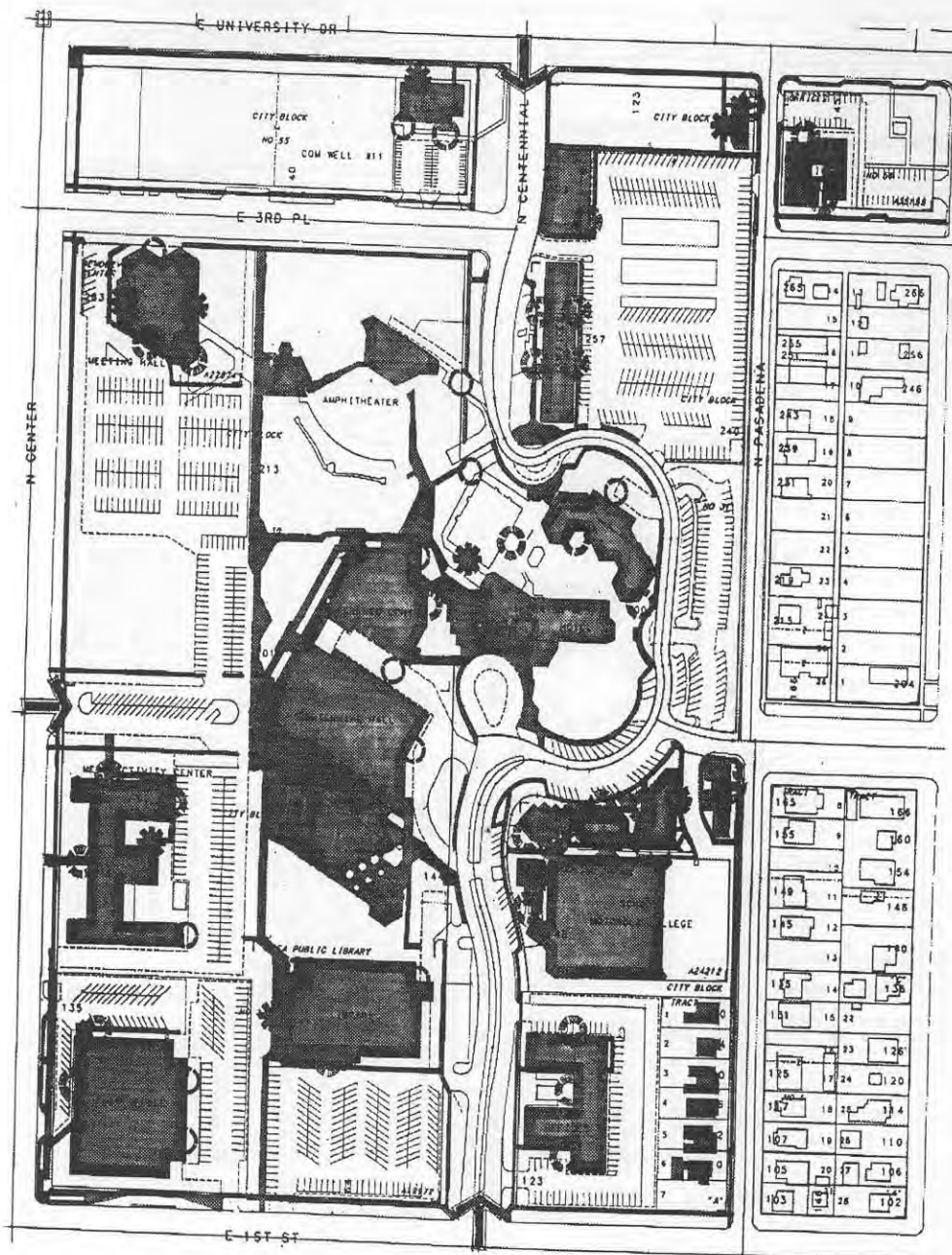
To better understand the urban form, an analysis of relationships between building mass and open space was prepared as a figure/ground drawing. This figure/ground drawing identifies the spatial order of the site. The existing building configurations are characterized as a series of somewhat unrelated buildings with a concentration of buildings at the center of the site.



Existing Figure / Ground

6.1 EXISTING FIGURE / GROUND

To better understand the urban form, an analysis of relationships between building mass and open space was prepared as a figure/ground drawing. This figure/ground drawing identifies the spatial order of the site. The existing building configurations are characterized as a series of somewhat unrelated buildings with a concentration of buildings at the center of the site.



Existing Circulation

6.2 CIRCULATION

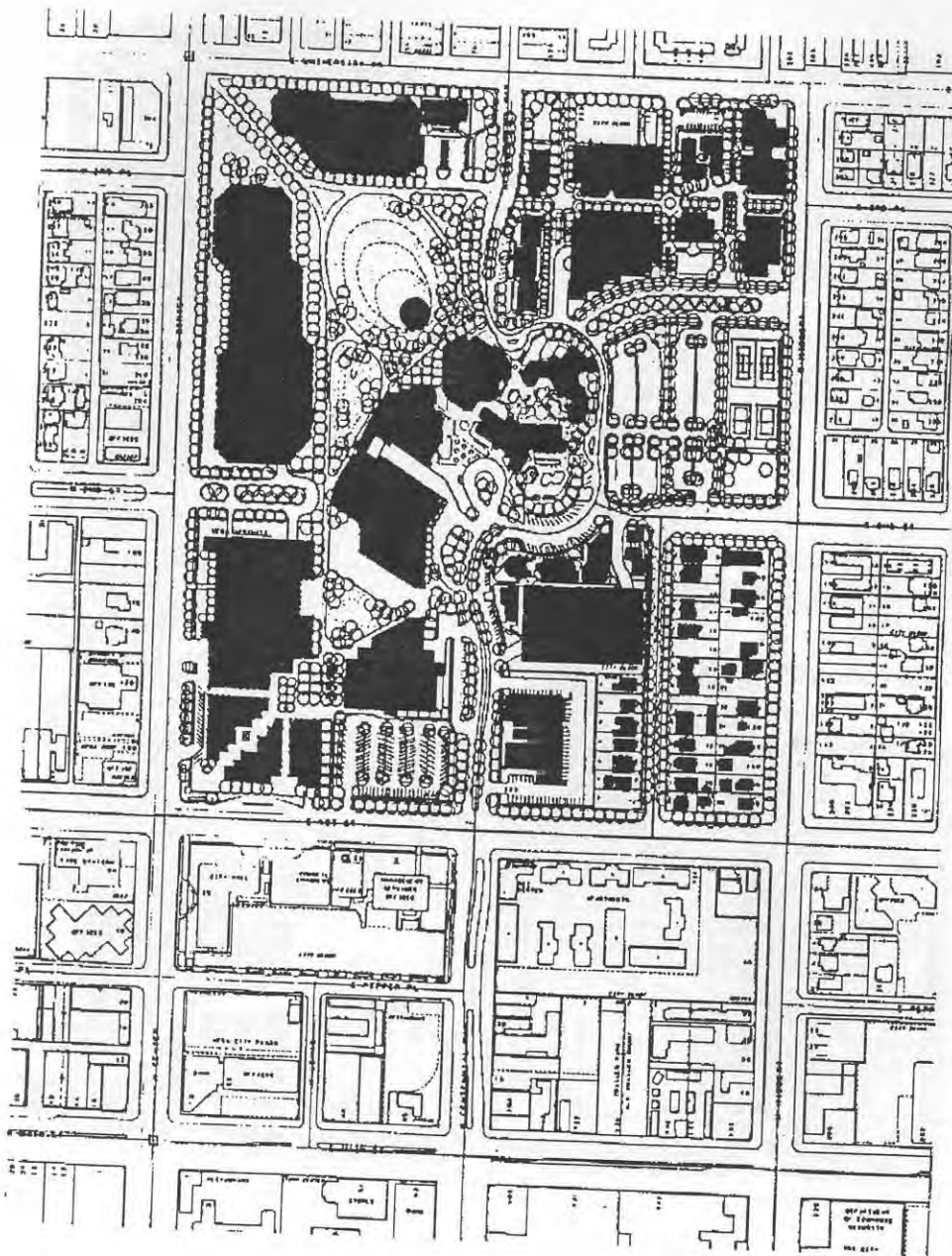
The site is vehicular-oriented with major arterial streets, parking lots and service areas. Access to the site is primarily provided along Center and University with the major entries at 2nd Street and the north and south entries of Centennial Way. The circulation pattern does not currently have a hierarchy of major and minor entrances. Furthermore, service entries are located in areas which conflict with the pedestrian circulation.



Existing Vegetation

6.3 VEGETATION

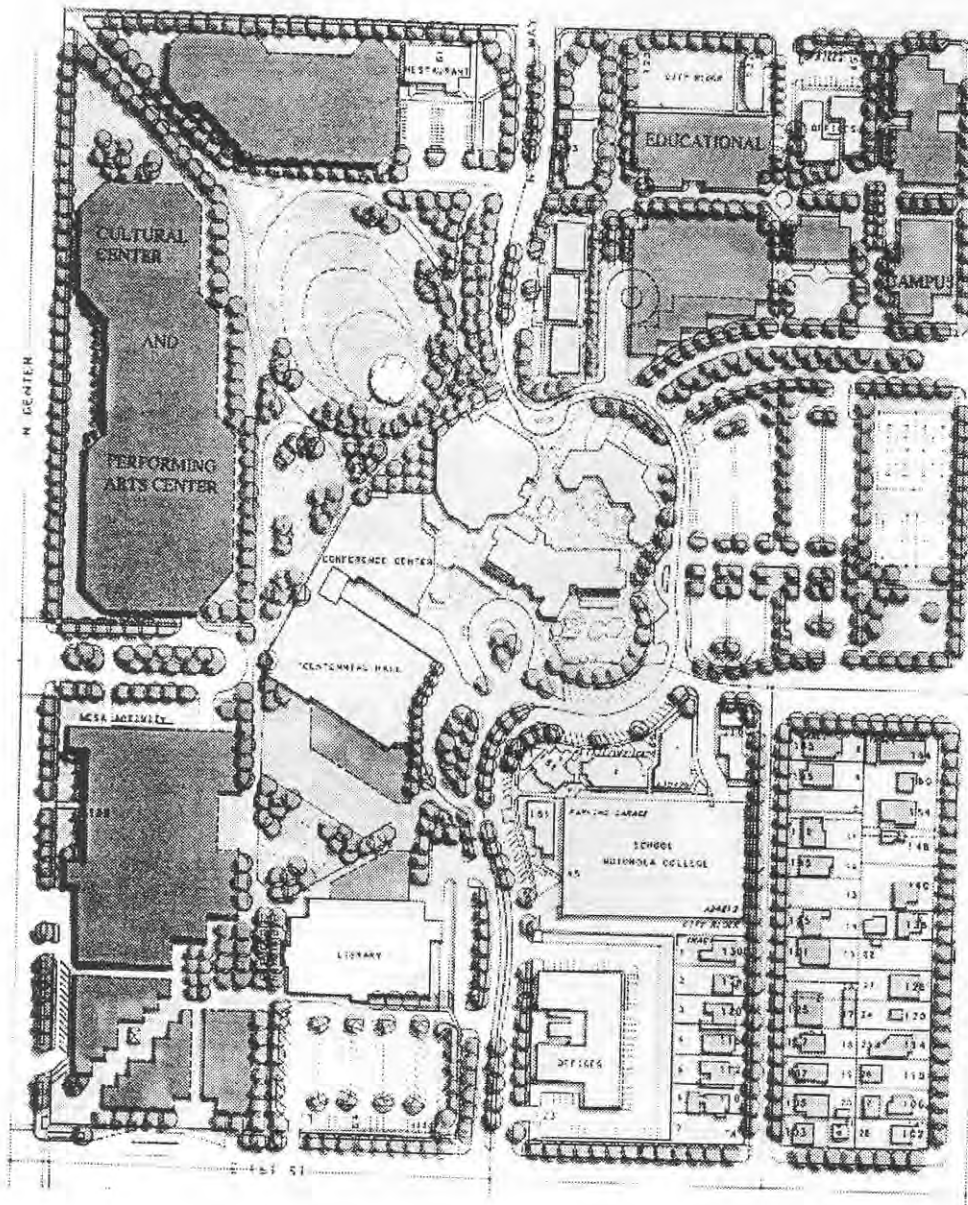
Vegetation on the site is comprised of predominantly lawn and exotic plant species. The landscape pattern does not create space, it surrounds the building with planes of turf. To create a coherent landscape palette and ground plane, revisions to the existing vegetation is necessary.



Proposed Figure / Ground

6.4 PROPOSED FIGURE / GROUND

In order to create a cohesive identity and sense of place for the site, the overall plan links buildings with pedestrian connections. The proposed figure/ground drawing indicates an integrated, pedestrian-oriented concept. A primary connection is the north/south link from the government center along the west side of the site. This "spine" is the primary pedestrian way which connects the existing buildings and proposed buildings. Building configurations are integrated with the pedestrian system. Public spaces link buildings, streets and pedestrian connections.



Illustrative Plan

6.5 ILLUSTRATIVE PLAN

The illustrative plan for the Northeast Quadrant indicates a potential configuration for the educational/cultural center of the plan for downtown Mesa. The *first* effort to be undertaken is completion of streetscape improvements, landscape and hardscape materials, site furnishings and pedestrian connections to create a strong identity for the site. The *second* effort should be development of a "campus like" environment based on the creation of the educational/research campus. The *third* effort should be to complete a performing arts and cultural center component.

Phasing Plan

7.1. SUMMARY OF PHASING PLAN

The short-term and long-term strategy for the Northeast Quadrant is set forth in the following matrix. This matrix identifies the programmatic requirements, assumptions / suggestions, description, time frame, and potential funding methods for the three phases. Initially, an urban design framework to establish a strong edge and major entries to the planning area should be established for the planning area in the first 0-3 years. In phase one interim uses, such as recreational uses and events, farmers' markets, arts / crafts fairs, should be considered to activate the site. Phase two will commence in 12-18 months with the planning of a campus. Construction will follow within 24 to 36 months, with initial construction of the first phase of a 100,000 sq. ft. educational facility. This campus would be supported by commercial uses and permanent recreational uses. Consistent with the recommendation in the Vision Plan, the Action Plan recommends developing a Performing Arts and Cultural Center for the Northeast Quadrant area. This could occur as soon as 3-5 years in the future.

7.1. SUMMARY OF PHASING PLAN

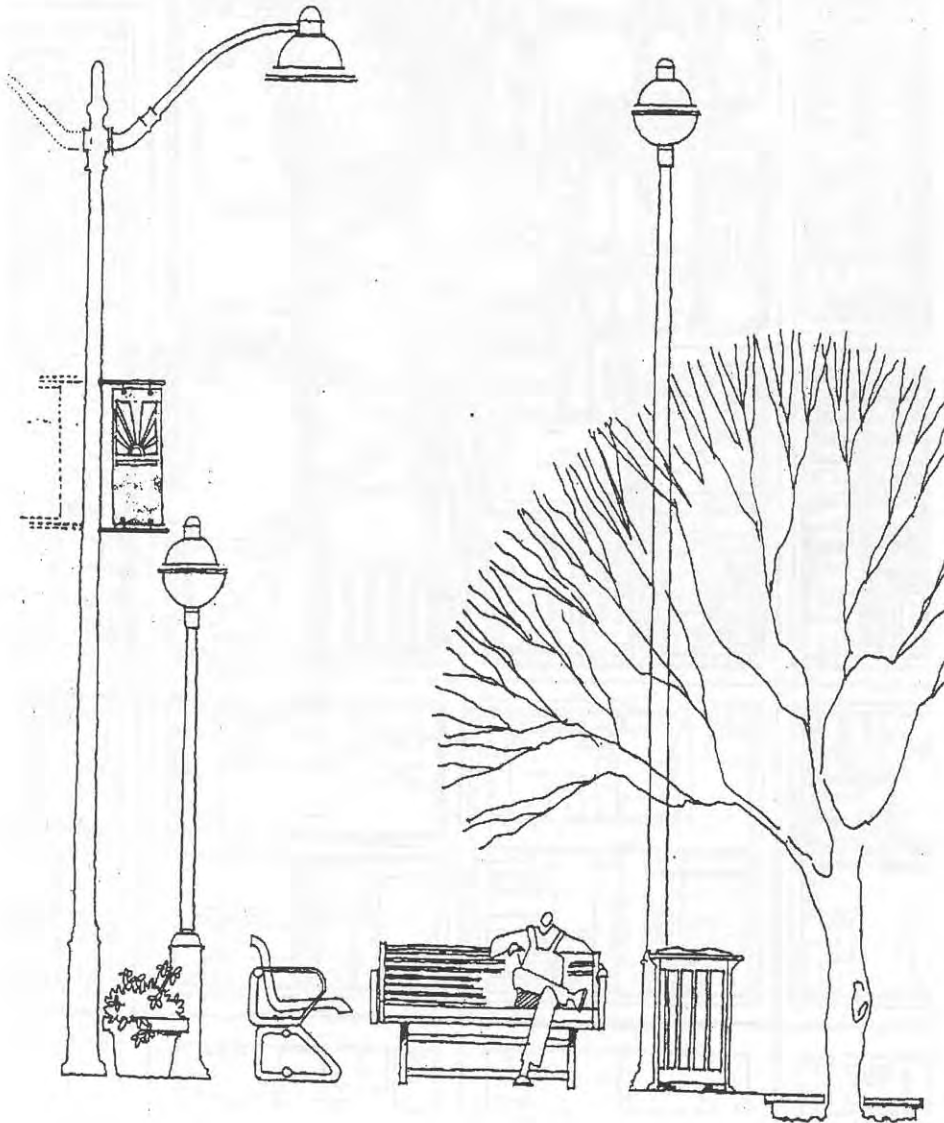
The short-term and long-term strategy for the Northeast Quadrant is set forth in the following matrix. This matrix identifies the programmatic requirements; assumptions / suggestions; description; time frame; and potential funding methods for the three phases. Initially, an urban design framework to establish a strong edge and major entries to the planning area should be established for the planning area in the first 0-3 years. In phase one interim uses, such as recreational uses and events, farmer's markets, arts / crafts fairs, should be considered to activate the site. Phase two will commence in 12-18 months with the planning of a campus. Construction will follow within 24 to 36 months, with initial construction of the first phase of a 100,000 sq. ft. educational facility. This campus would be supported by commercial uses and permanent recreational uses. Consistent with the recommendation in the Vision Plan, the Action Plan recommends developing a Performing Arts and Cultural Center for the Northeast Quadrant area. This could occur as soon as 3-6 years in the future.

NORTHEAST QUADRANT ACTION PLAN
SUMMARY OF PHASING PLAN
7-Nov-94

PHASE 1	PHASE 2	PHASE 3
Program	Program	Program
Develop "Framework"	"Framework"	"Framework"
Create a strong edge around site.	100,000 square feet of Educational Training Facility	100,000 square feet of Educational Training Facility
Define major entries.		
Create connection to cultural walk.	Interim recreational uses (Tennis, volleyball)	Permanent recreational uses (Tennis, volleyball)
Screen service areas.	Reciprocal commercial uses	Reciprocal commercial uses
Interim recreational uses (Tennis, volleyball)		
Aquire land		Performing Arts Center
Assumptions	Assumptions	Assumptions/Suggestions
Retain all existing buildings.	Options to remove Post Office, Amphitheater, MAC, Rendezvous Center and other small buildings Expansion of Hotel Expansion of Library	Center includes:1,200 seat theatre, 350 seat theatre, gallery, lobby and support space, relocate MAC. Underground parking structure Expansion of Centennial Hall
Description	Description	Description
Street trees	Attract educational users. Promote mixed use development. Provide campus-like setting. Create new entrance to site. Connection to City Hall. Connection to Main Street.	Provide a performing and cultural arts center for Mesa and the east valley.
Entry features		Enhance downtown's image.
• Major/minor		Create public plaza.
Paving		Shared parking/joint use parking.
• Widen existing sidewalks		Promote mixed use development.
• Provide new sidewalks		
• Pedestrian crossing		
Signage		
Time Frame	Time Frame	Time Frame
0-1 years	1-3 years	3-6 years
Funding Methods	Funding Methods	Funding Methods
General Fund	General Fund	General Fund
CIP	CIP	CIP
Bond	Bond	Bond
Private/Public Partnerships	Private/Public Partnerships	Private/Public Partnerships
Private Investment	Private Investment	Private Investment
Development Analysis	Development Analysis	Development Analysis
Construction Costs	New Building (s) Type of parking facilities	New Building (s) Type of parking facilities
Financial Benefits	Financial Benefits	Financial Benefits
Financial Costs	Financial Costs	Financial Costs
Physical Benefits	Physical Benefits	Physical Benefits

7.1. PHASE ONE

Phase One Action Plan Elements to be Incorporated and Phased in 0-3 years.



Urban Furnishings

7.1.1.

The specific subject area of the Mesa Downtown Redevelopment area (hereafter referred to as “the site”) shall maintain its own unique and coherent identity with a distinctive image.

- Establish well-defined boundaries by the use of landscaping (continuity of street trees and other landscaping), hardscape, signage, furnishing, and lighting.



*View of Proposed Educational Campus
with commercial uses on ground floor
and classrooms on second floor*

7.1.4.

Open space should be seen as an extension of building uses on the site and not space that was left over after the building was completed.

- To encourage active use of open space on the site, define all outdoor areas as purposeful space by the use of landscape and architectural elements.

7.1.5.

Encourage interaction of different uses on the site.

- Use transitions (arcades or other design elements such as well-defined adjacent plazas) on the ground level to provide a better integration of interior and exterior uses while identifying opportunities for more access points (i.e., doors to public buildings).

7.1.6.

Identify opportunities for better legibility to buildings and other elements on the site.

- Define entry to hotel better.
- Address image on west side of convention center in a more positive manner.
- Mediate problem of views of service areas.
- Address issue of curve on road north of hotel.
- Provide better identity for parking areas.

7.1.7.

Identify temporary uses to activate the area in a positive manner.

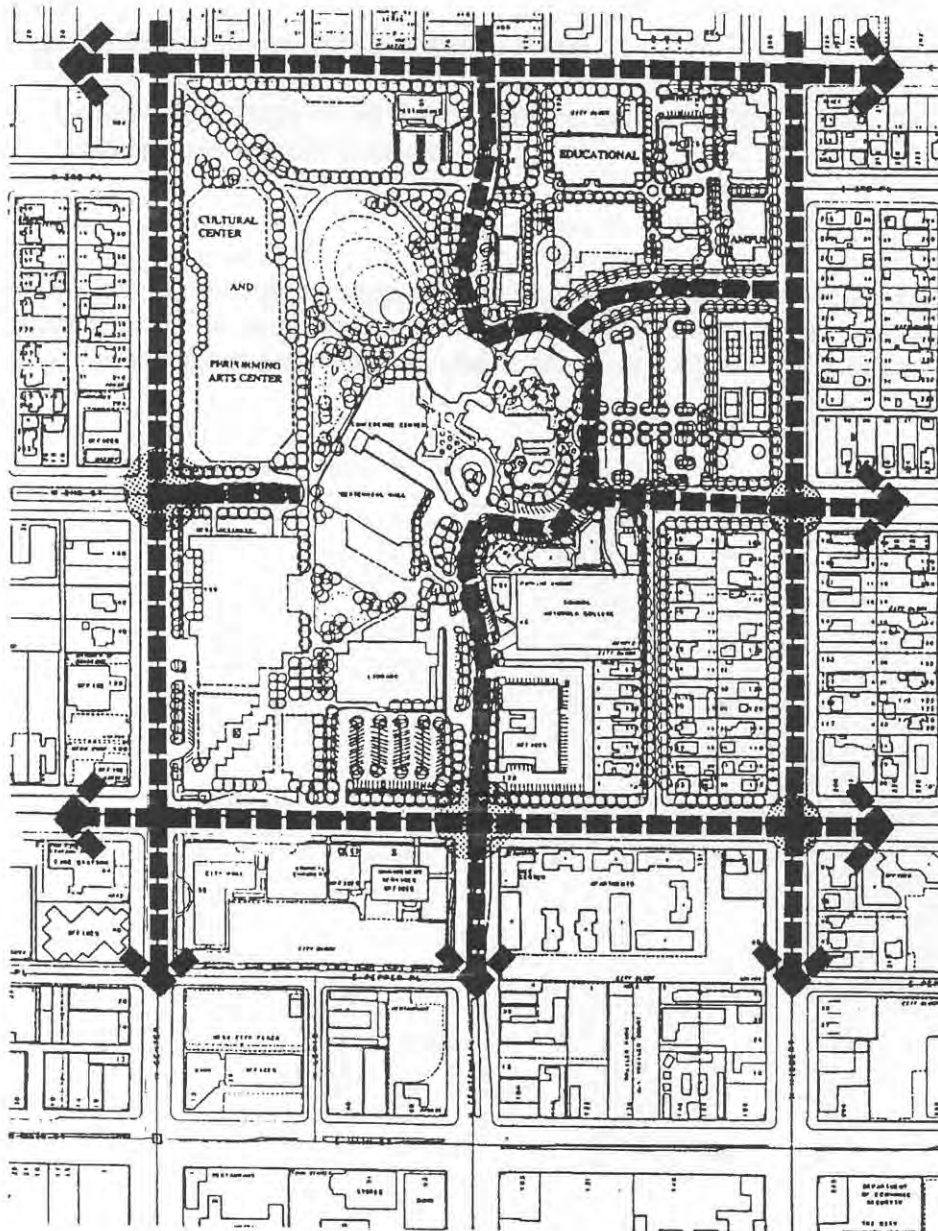
Develop policies for —

- Arts and Crafts Fair
- Farmers Market
- Recreational Uses
- Better coordination should be provided for concerts (i.e., bands or groups that don't negatively impact hotel users and local residents) at amphitheater

7.1.8.

Provide recreational uses on the site.

- Identify areas (possibly underutilized future building sites) and provide recreational uses such as sand volleyball, tennis courts.
- Prepare a cost / benefit analysis should be completed to determine whether a portion of the area should be developed for a recreational complex.



Major Vehicular Access

7.1.9.

Provide easy means of access to site.

- Public transportation (shuttle) should be brought onto site and connect to main street and other significant public areas.

7.1.10. PHASE TWO

Develop Phase II and Phase III Action Plans.

- Coordinate design of all future uses to ensure efficient and timely development without conflicts.

7.1.11.

New development and major renovations should be designed to take advantage of the local climate through building orientation, use of materials, placement of native plants, use of shade and other local factors.



Conceptual Future Potential Educational Campus

7.2.2.

Design future building according to include new construction and removal of buildings.

- To construct new Educational Training Facility (100,000 sq. ft.) - within city in phases.

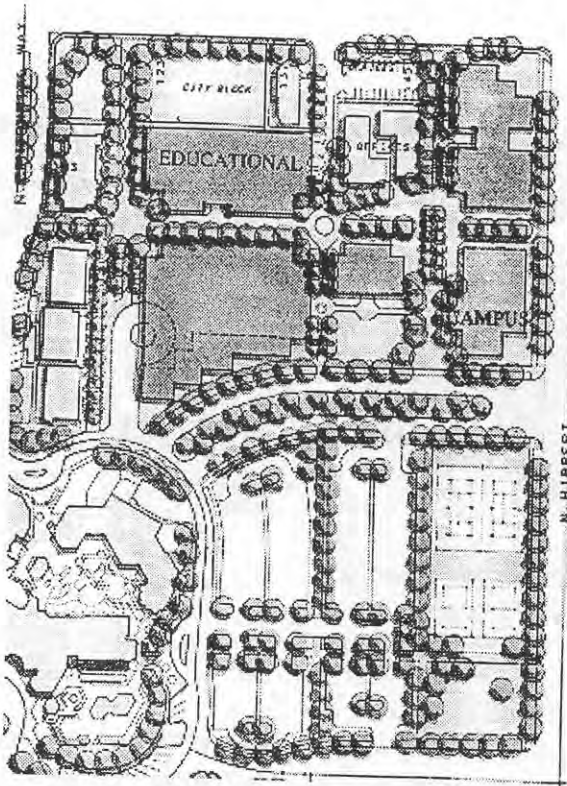
7.2. PHASE TWO

Phase Two Action Plan Elements to be Incorporated and Phased in 3-6 years. Some elements may be started earlier as Phase I activities are completed.

7.2.1.

Phase Two Implementation Plan will commence when strong identity and legibility has been established for the majority of the site.

- Implement majority, if not all, of the considerations of Phase I.



Conceptual Plan for Proposed Educational Campus

7.2.2.

Begin major building program to include new construction and removal of buildings.

- Construct new Educational Training Facility (100,000 sq. ft..) - possibly in phases.

7.2.3.

Educational campus should have identity of its own, function as communal learning facility (not simply an office building), be easily accessible to parking and other facilities on site, be easily accessible from off-site, encourage users to utilize other functions on site, and contribute to overall vitality of site.

- New commercial uses (that bring people onto site) should be introduced which might include:
- Restaurants / Bars
- Movie complex
- Bookstores, retail complementary to hotel / campus



*View to the north of Open Space
and Educational Campus*

7.2.4.

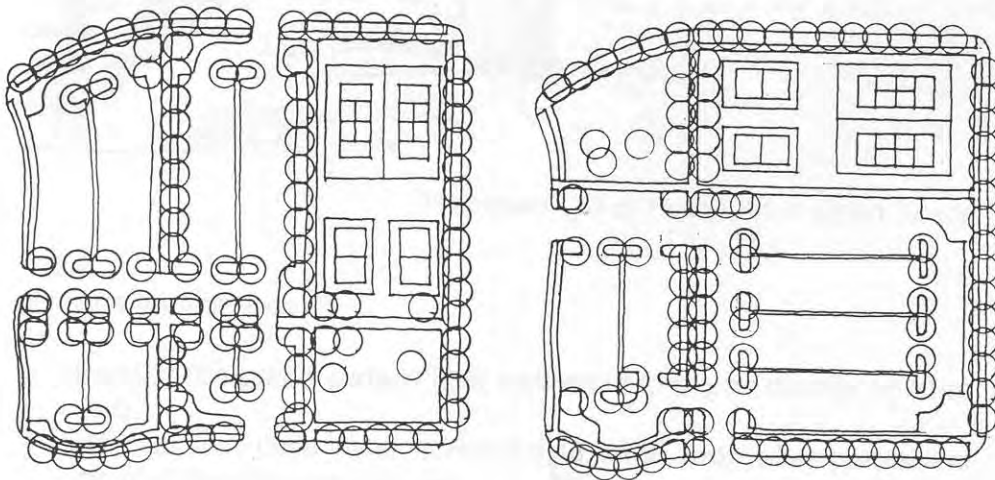
New parking areas should be completed to serve the existing uses and educational campus with potential types: on-grade surface parking (limited area for immediate access); Structure parking (offers moderate expense but can be obtrusive if stand alone); and below-grade structure parking (most expensive but best long-term solution to maximize site with "people" uses, rather than automobile related uses.

- Combination of on-grade and below-grade parking
- New parking will be developed either as integrated structures with office and other uses or below grade parking. Surface area parking will not exceed 20% of requirements and free standing parking structures will be discouraged.

7.2.5.

The focus area should be designed to eliminate separations created by planning for the automobile. Under this plan, the parking areas will likely need to be rearranged to eliminate the "sea of asphalt" look which now dominates the area northeast of the hotel.

- East of the hotel the parking area should be reconfigured and a new street created from Hibbert Street to consolidate parking.



Alternative Schemes for Parking / Recreation Areas

7.2.6.

Consider a change of use in existing building(s) or removal of building(s) and the construction of new buildings in following locations:

- MAC (Provides programs and activities that are important to retain for Mesa and east valley residents. Conceptual Plan includes relocation of MAC in the Performing Arts Center and Cultural Center)
- Rendezvous Center (Proposed replacement with Performing Arts Center)
- Two free standing office structures



Proposed use of Public Art in Open Space

7.2.7.

Provide interim uses.

- Parking (on-grade surface later converted to higher density or other use)
- Recreational uses (later converted to other uses after permanent location found for interim use)
- Tennis, volleyball

7.2.8.

Expansion of Existing Facilities.

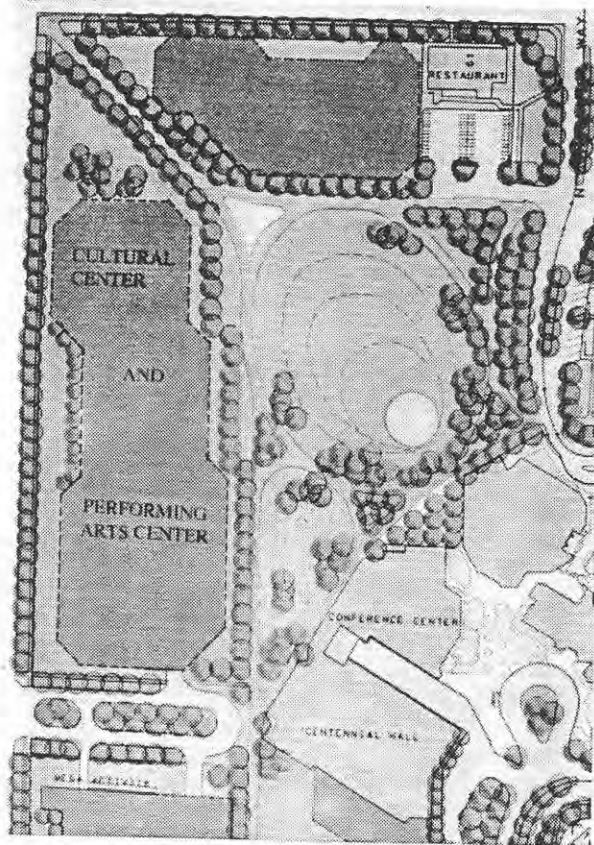
- Hotel
- Library

7.3. PHASE THREE

Phase Three Action Plan Elements to be Incorporated and Phased in 6 years and beyond.

7.3.1.

Complete all phases of new Educational Training Facility to be approximately 100,000 square feet.



*Illustrative Plan for Performing Arts
and Cultural Center*

7.3.2

Complete new building programs to include:

- New Performing Arts and Cultural Center
- Replace the Mesa Arts Center(may be accomplished in PhaseII)

7.3.3.

Expansion/modification of existing facilities:

- City of Mesa Conference/Convention Center
- Amphitheater modified/replaced
- Post Office (Reuse of site for private development)

7.3.4.

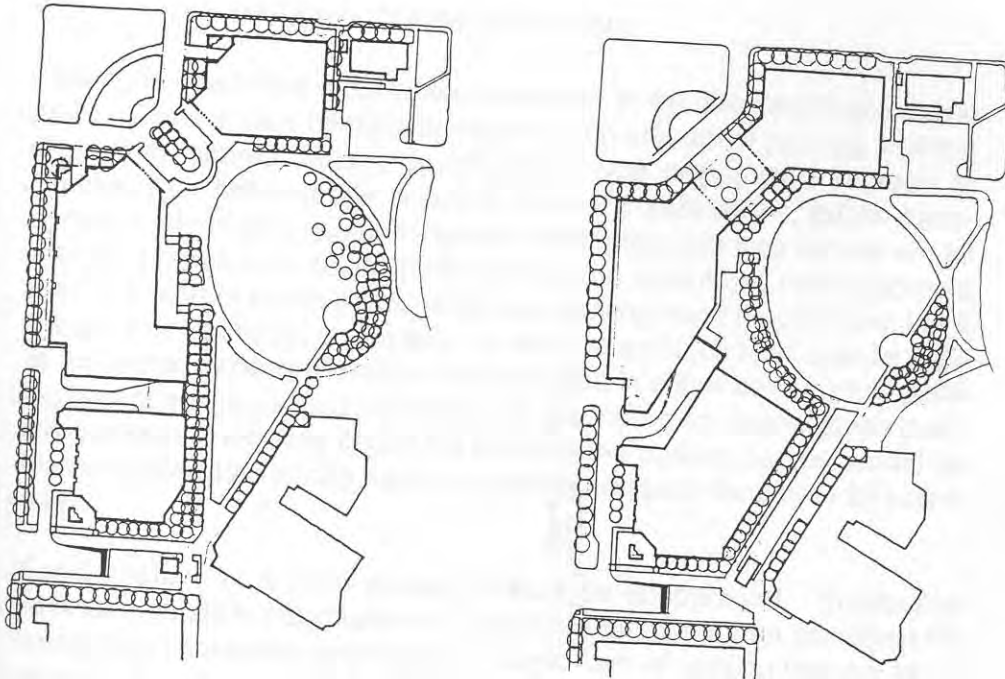
Complete the pedestrian connections to public space.

- Use outdoor space for public gathering, exhibits and art installations.

7.3.5.

All interim uses shall be removed and permanent uses in place:

- Recreational
- Shared Parking
- Mixed-use
- Commercial



Alternative Schemes for Performing Arts and Cultural Center

8.1. PARKING CONSIDERATIONS

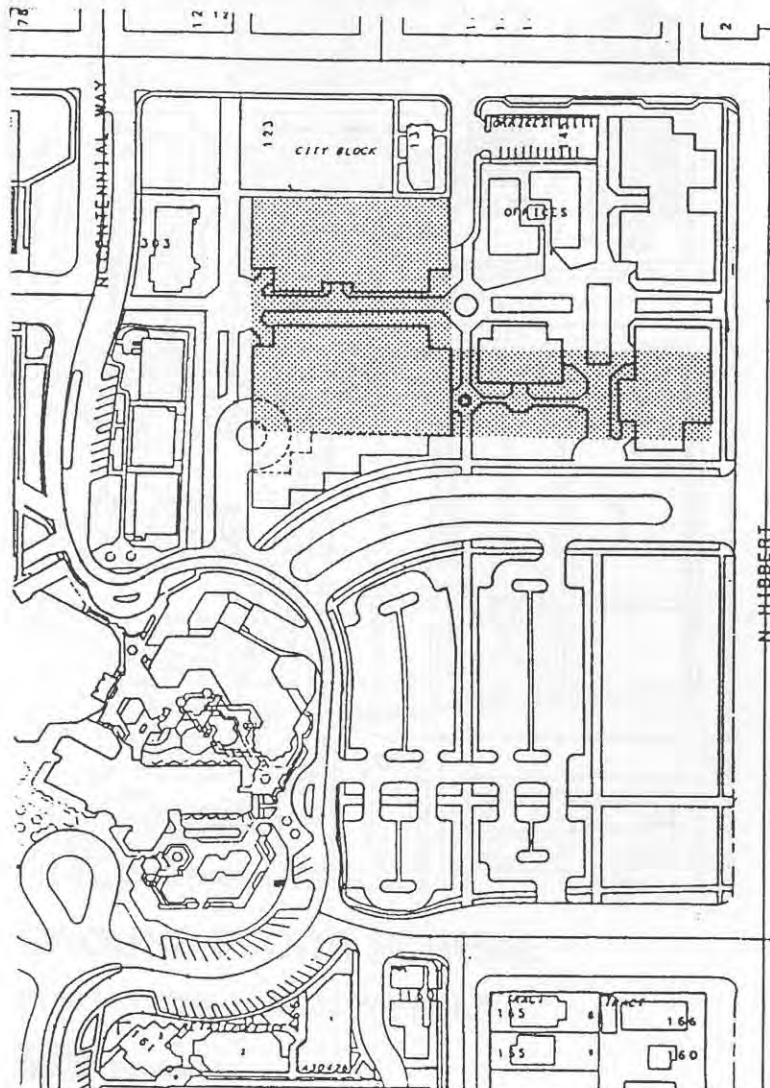
Parking is one of the most critical elements in the success of any public place. Costs versus benefits in regard to the amount of parking, location of parking, shared parking opportunities, type of parking (on-grade or structured or below-grade or some form of combination), public transportation, short-term versus long-term strategies, and fees for use are all critical. However, in order to insure that the downtown redevelopment area is a vibrant public place, adequate parking must be provided, but it should limit its impact on the site. To free up as much land area for public functions, parking should be concentrated in either below-grade parking garages or in parking structures. In the long term, below-grade parking garages, preferably below the function the parking serves, would be the most desirable configuration to provide adequate land area for public uses.

Consideration for shared parking should be encouraged. Employees who take public transportation or ride-share should not be penalized for being environmentally responsible. Some form of parking fee should be required for all employee parking to off-set costs (and eventually reduce the number of cars because of encouragement to use public transportation) while rewarding those who take public transportation (i.e., reduced transportation costs vouchers).

8.2

PARKING STRATEGIES

The following strategies apply to the parking requirements and phasing of development planned for the educational campus, including underground, ground floor, second floor and third floor parking.



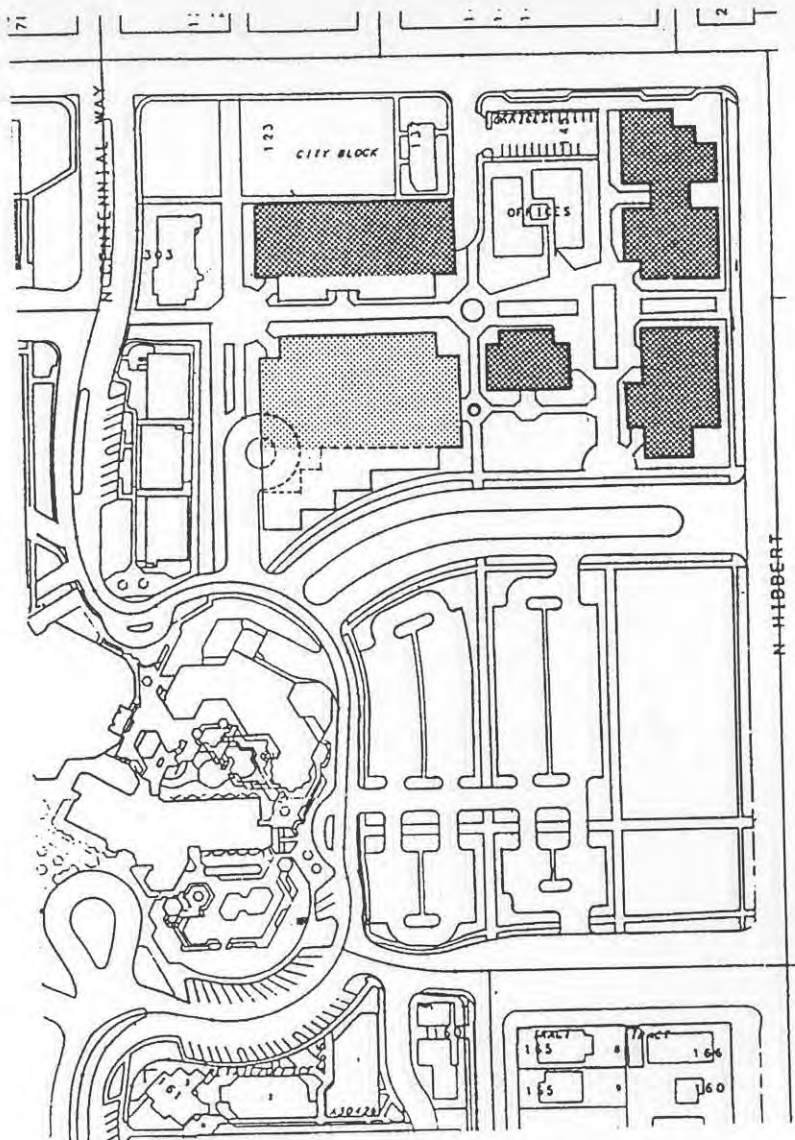
UNDERGROUND SCHEME

EDUCATIONAL FACILITY PARKING



8.2.1.

All new construction of major or permanent buildings should have underground parking structures (directly under building).



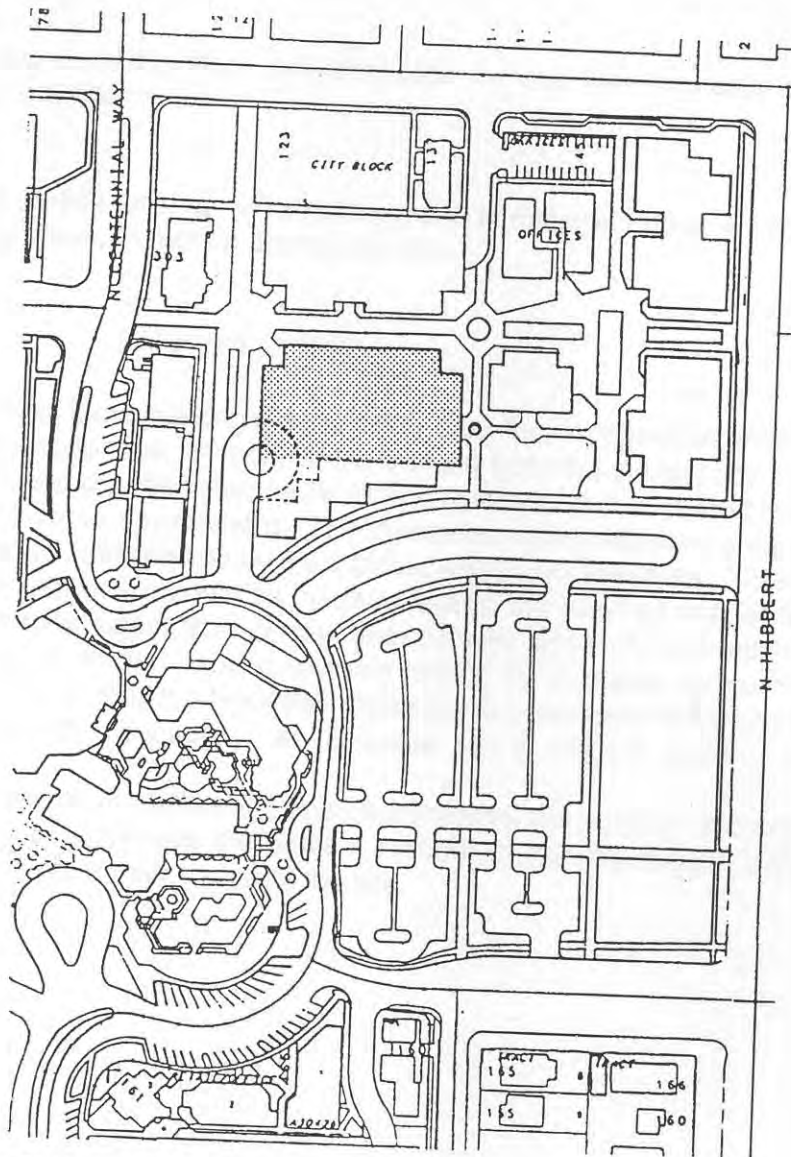
SECOND FLOOR SCHEME

EDUCATIONAL FACILITY PARKING

-  Education
-  Parking

8.2.2.

Charge employees and visitors for parking or reward those who car pool or use public transportation.



THIRD FLOOR SCHEME

EDUCATIONAL FACILITY PARKING

 Parking

8.2.3.

All new functions should be located with reciprocal parking considerations.

8.2.4.

Develop a shuttle loop service around the site that connects to Main Street activities.

8.2.5.

Utilize off-site parking with shuttle service to major activities, such as the amphitheater, to reduce parking on-site.

8.3

PARKING SUMMARY

The City of Mesa parking requirements allow for interpretation under special circumstances. A reduction in parking from the current city code is permitted and justified for the Northeast Quadrant due to shared use and the pedestrian environment. The downtown redevelopment area is not required to strictly abide by the typical parking requirements. Therefore, a recommendation could be made to reduce the required spaces based on reciprocal uses, time of day, and different types of uses within one building. A shared parking analysis should be prepared for downtown Mesa, particularly the Northeast Quadrant to investigate the demand for parking and availability, as a basis for a shared parking ratio.

The matrix on the following pages summarizes the parking ratio requirements, and compares the present number of parking spaces with the requirements for each area of the site.

PARKING RATIOS AND REQUIREMENTS

AREA	LAND USE ¹	G.F.A. ^{2/5}	PARKING RATIO REQUIREMENT ³	# OF PKNG SPACES REQ. ⁴	# OF PRESENT PKNG SPACES ⁶
#1 Post Office • Underparked • Employees have assigned parking in the Pepper Street garage located to the west on 1st Street	TCC	40,000 s.f. of G.F.A.	1 space per 375 s.f. of G.F.A.	107	49 provided for patrons (85 service spaces)
#2 Mesa Public Library • Parking shortage • Expansion to increase parking demand	TCC	100,000 s.f. of G.F.A.	1 space for each 75 s.f. of G.F.A. used for public assembly	1,333	148
#3 123 North Centennial Way bldg. (Centennial Office Building) 2-story • Adequate on-site parking	TCC	44,000 s.f. of G.F.A.	1 space for each 375 s.f. of G.F.A.	118	102
#4 145 North Centennial Way Motorola University + parking garage • 2nd & 3rd floors of garage for Motorola/MCC • (parking garage - 4 floors) ^{7/8/9} Mesa Community College (MCC) ^{7/8/9} 2 Restaurants + 2 office buildings ^{7/8/9} • Orlando's (2-story) 165 N. Centennial Way • Harry & Steves (2-story) 161 N. Centennial Way.	TCC	37,000 s.f. of G.F.A.	1 space per 200 s.f. of G.F.A.	185	324 shared between Motorola and MCC
		18,100 s.f. of G.F.A.	1 space per 200 s.f. of G.F.A.	90	324 shared between Motorola and MCC
	TCC	2,000 s.f. of G.F.A.	1 space per 75 s.f. G.F.A	27	45 spaces shared between Orlando's and Harry & Steve's
	TCC	3,000 s.f. of G.F.A.	1 space per 75 s.f. G.F.A., radar security area	40	

PARKING RATIOS AND REQUIREMENTS

AREA	LAND USE ¹	G.F.A. ^{2/5}	PARKING RATIO REQUIREMENT ³	# OF PKNG SPACES REQ. ⁴	# OF PRESENT PKNG SPACES ⁶
• 160 N. Pasadena bldg (2 story) (NE corner at garage) • 151 N. Centennial Way (2-story)		8,000 s.f. of G.F.A.	1 space per 375 s.f. of G.F.A.	21	16 spaces reserved
		3,720 s.f. of G.F.A.	1 space per 375 s.f. of G.F.A.	10	8 spaces leased in the Centennial Way garage
#5 Sheraton Hotel • Hotel employees, 150-175; maximum number of cars needed, 90-100 • 297 rooms • Own lot immediately east of hotel • Currently underparked - guest parking not adequate • 2 restaurants	TCC	X	1 space per room or suite of rooms with individual exits plus ancillary use requirements. (1 space per employee at 100 employees)	297 100	285 (Lease 180 spaces + surface lot north of hotel from city + 88 spaces in lot to the east that they own + 17 spaces on street.)
• Sheraton Convention Center ballroom, maximum seating-1,293 - no new parking provided for Convention Center patrons or employees.	TCC	5,075 s.f. of G.F.A.	1 space per 75 s.f. of G.F.A.	67	88 (<i>shared</i>)
	TCC	22,670 s.f. of G.F.A.	1 space for each 75 s.f. of G.F.A used for public assembly.	302	521 (<i>shared</i>)
• Centennial Hall (2,200 box seating) • City of Mesa Conference Center (600 maximum seating)	TCC	20,600 s.f. of G.F.A. of meeting rooms in Centennial Hall and Conference Center	1 space for each 75 s.f. of G.F.A. used for public assembly. 1 space for each 75 s.f. of G.F.A. used for public assembly.	275 shared between Centennial Hall and Mesa Conference Center	521 (<i>shared</i>)

PARKING RATIOS AND REQUIREMENTS

AREA	LAND USE ¹	G.F.A. ^{2/5}	PARKING RATIO REQUIREMENT ³	# OF PKNG SPACES REQ. ⁴	# OF PRESENT PKNG SPACES ⁶
#6 Mesa Activity Center (MAC); Rendezvous Building and Amphitheatre - MAC - Amphitheatre 4,200 seats (festival seating) - Rendezvous Building seating capacity - 662 maximum	TCC TCC TCC TCC	 28,125 s.f. 31,500 s.f. 7,500 s.f.	 1 space for each 75 s.f. of G.F.A. used for public assembly 1 space for each 75 s.f. of G.F.A. used for public assembly 1 space for each 75 s.f. of G.F.A. used for public assembly	375 420 100	521 shared between Mesa Activity Center and Amphitheatre 521 (shared)
#7 Maricopa County Building four office buildings • Restaurant development in vacant lot 235, 245, 255 North Centennial Way Maricopa County building 303 North Centennial Way (2 story) Centennial Way Insurance Bldg. (Beneficial Life) • Parking for all 4 bldgs is assigned in parking area owned by City	TCC TCC TCC	 10, 200 s.f. of G.F.A. 4,725 s.f. of G.F.A.	 1 space per 75 s.f. G.F.A. and outdoor seating area 1 space per 375 s.f. G.F.A. 1 space per 375 s.f. G.F.A.	 27 13	Restaurant - 40+ on site, - 27 uncovered, - 11 covered 44 spaces covered - \$10/space 47 spaces uncovered - Free 20 covered 17 uncovered
#8 Existing parking area and residential subdivision	TCC TCR-2 TCR-3		2 spaces per dwelling (driveway + on street)	2 spaces per unit	on street + driveway

PARKING RATIOS AND REQUIREMENTS

AREA	LAND USE ¹	G.F.A. ^{2/5}	PARKING RATIO REQUIREMENT ³	# OF PKNG SPACES REQ. ⁴	# OF PRESENT PKNG SPACES ⁶
#9 137 East University Architectural firm - Has their own parking	TCB-1	7,600 s.f. of G.F.A.	1 space per 375 s.f. G.F.A.	20	10 covered, \$10 10 uncovered, free

1. LAND USE CLASSIFICATIONS

- TCC: High Intensity, Mixed Use
- TCR: Single Family
- TCB: Limited Commercial/General Multiple Residential

2/5. G.F.A.: Gross Floor Area. The sum of the gross areas of the floor and/or floors of a building.

3. PARKING RATIO REQUIREMENT: Parking Ratio Requirements taken from "City of Mesa Zoning Ordinance-Revised 10/18/93"

4. ON-SITE PARKING REQUIREMENT: Office use developments shall provide one covered parking space per office or suite.

5. G.F.A.'s provided by City of Mesa, or scaled off of drawing, are approximate, not exact. For exact G.F.A.'s, consult the architectural building permits and revised plans.

6. Number of present parking spaces provided by City of Mesa (existing information and tables) or counted in the field.

7. 145 NORTH CENTENNIAL WAY PARKING GARAGE (4 levels):

- 2nd and 3rd levels reserved for Motorola/MCC
- Increased activity at the hotel plus library will increase pressures on first level of parking garage and the ramp between the 1st and 2nd levels.
- 161/165 N. Centennial Way (occupied by 2 restaurants) have a commitment of 45 leased spaces.
- 2 office buildings adjacent to garage (one on the southwest and one on the northeast) have 16 spaces reserved.
- City employees park in the garage.
- 25 free spaces on the 1st floor (2 hour parking); 6 (free) handicap spaces.
- 94 spaces used for City employee parking on first floor.
- 499 gross spaces.

8. 34 on-street parking on North Centennial Way around MCC/Motorola

9. Free customer space available in Centennial Way garage and are shared by these buildings.

List of Documents

LIST OF DOCUMENTS
Northeast Quadrant Action Plan
Megacorp

Document Name	Source	Date	Adopted	Draft
Downtown Focus Volume 2 Number 6	Mesa Town Center Corporation newsletter	May/June 1994		
Mesa General Plan	City of Mesa	December 1988	X	
Mesa Redevelopment	City of Mesa			
Mesa Town Center Redevelopment Plan	City of Mesa	April 1978		
Neighborhood Workbook	City of Tucson, AZ Planning Department	1979		
Original Townsite Historic Building Survey Volume I	City of Mesa	May 1993		
Luminaire Specifications	City of Mesa	April 13, 1994		
Urban Design Program Town Center	City of Mesa	February 1989		
Vision Plan for Downtown Mesa	MEGACORP City of Mesa Economic Development	January 19, 1994	X	