

# CONCEPTUAL MASTER PLANNING TRANSFORM 17

[www.mesaaz.gov/TRANSFORM17](http://www.mesaaz.gov/TRANSFORM17)



# GUIDING PRINCIPLES

## Vibrant & Active

Includes uses and amenities that animate the district throughout the day and during all seasons of the year

- Residential component is essential to create vibrant activity & support complementary uses
- Includes community-oriented use(s) to draw Mesa residents into the district
- Includes uses and amenities that are family-friendly and safe
- Includes district and adjacent neighborhood-serving/beneficial uses, e.g. grocery store

## Good Neighbor

Establishes a framework for development that is sensitive to the physical and visual character of nearby historic districts and neighborhoods

- Integrated and compatible with existing, neighborhoods, parks & other uses
- Applies techniques to mitigate neighborhood drive-through traffic impacts
- Uses development buffers & setbacks transitions between existing & new uses
- Meets parking demand on-site with curbside street, structured, and/or underground parking

## Varied District

Provides a rich mix of dense urban uses; includes numerous types and forms of buildings that create an interesting and distinctive place

- New development is timeless and not trendy-High quality durable design and construction
- Demonstrates innovative & responsible use of natural resources
- Reflects the site and greater Mesa history & culture
- Provides opportunities for public art integrated into the public realm

## Strengthens Downtown

Supports and expands downtown development, growth, and investment rather than competing with the existing downtown core

- Strengthens downtown tourism & its role as a regional attraction
- Increases residents' income
- Includes opportunities for unique local businesses, not only national chains
- Provides amenities and uses that are inclusive and multi-generational

## Publicly Accessible

Provides a connected network of open spaces and shared auto, walking, and biking routes and transit stops that are safe and comfortable

- Provides public open spaces-shaded, planted, & paved for passive & active uses
- Provides water feature as a central element to the open space concept
- Provides new or enhances existing pedestrian and bicycle routes
- Provides 'last mile' walking, biking, & transit linkages to light rail stations, downtown destinations & neighborhoods

## Complementary

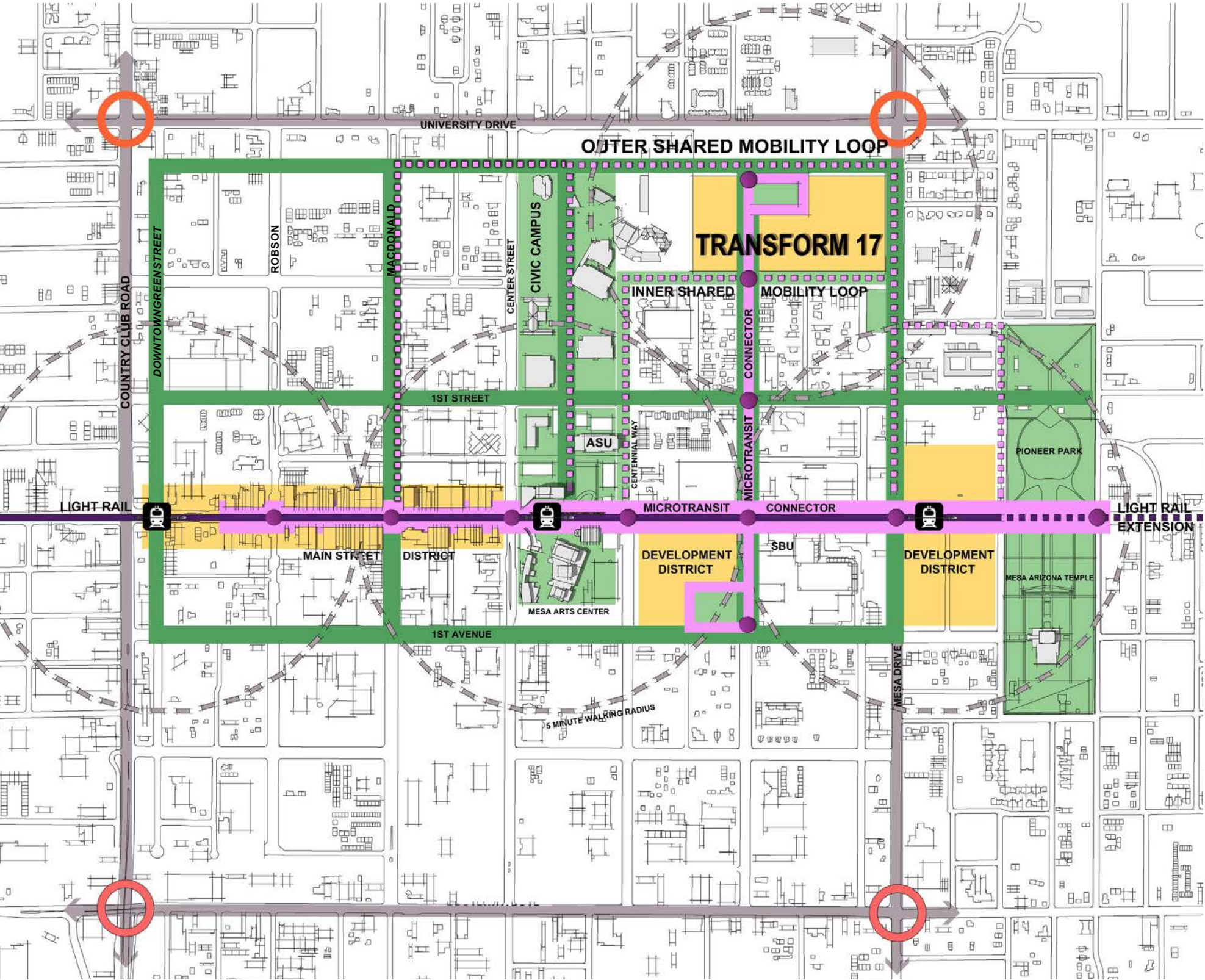
Provides uses and amenities that are currently missing in the downtown or contribute to the viability of existing or planned uses

- Includes employment-offices and business incubators
- Includes general commercial uses that support planned residential or employment uses
- Includes retail shops, restaurants, and entertainment uses
- May include a 'boutique' or specialty hotel that does not compete with other downtown hotels

# DOWNTOWN ACCESS CONCEPT

The Property project site must be designed as an integral element of the broader downtown core with enhanced connections to existing and future downtown attractions and amenities. Consideration needs to be given to how surrounding neighborhoods and the downtown retail core are connected (physically and visually) to the Property to encourage activation by future residents and visitors.

Consideration should also be given to how connections can be designed to encourage residents and users of the Property to explore the broader downtown core. This includes Mobility Loops, Downtown Green Streets/Right-of-Way, and consideration for future micro-transit connections between the Property, downtown, and light rail.





# DISTRICT ELEMENTS

An urban, transit-oriented development at the SWC of University Drive & Mesa Drive complements the community’s vision and capitalizes on this prominent location by announcing entrance into downtown Mesa. Resident/pedestrian activity is promoted through the incorporation of public/semi-public spaces, active ground-floor uses, pedestrian amenities, and/or public art. Allowed uses within a high quality, vertically/horizontally integrated mixed-use development include market-rate residential, retail, entertainment, and office incorporating the following elements.

## HISTORIC STREET GRID

The existing street grid is retained while adjustments are made to break up large blocks with garden lanes, create through streets (Third Place), and fluid ingress and egress through the Property.

## DISTRICT RESIDENTIAL CORE

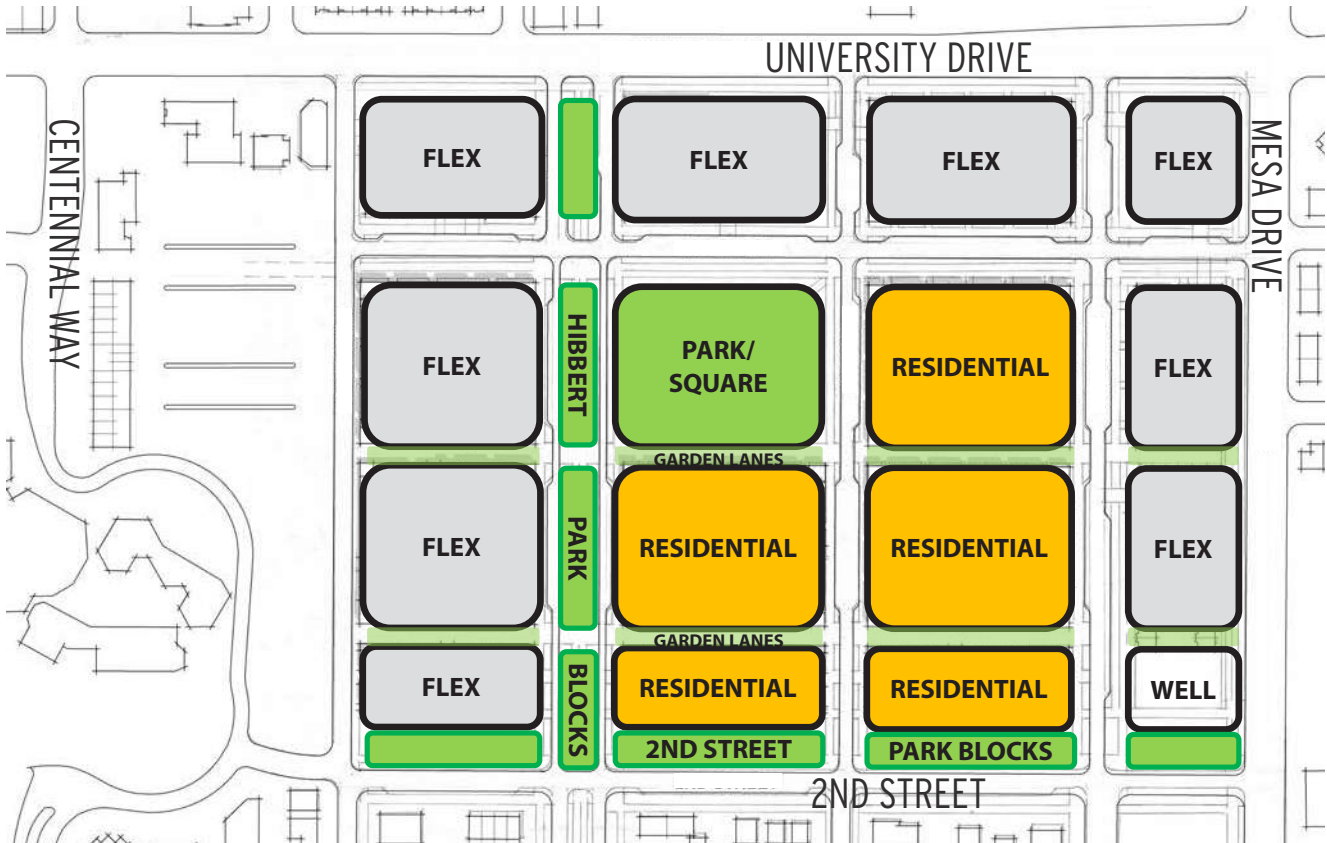
Designated blocks are intended for residential as the primary use, creating the residential intensity that will support the overall concept and the vision for Downtown. The form and design should address appropriate transitions to buildings adjacent to the site and provide a high-quality architectural design that is aesthetically and functionally compatible with surrounding development. The concept envisions a transition from Glenwood Wilbur Historic Neighborhood into the district with lower scale, for-sale townhomes and transitions further into the neighborhood with higher intensity, mid-rise (5-8 story) residential use.

## FLEX BLOCKS

Flex blocks provide a complementary mix of uses surrounding the residential core. The concept envisions retail, dining, ground floor grocery with residential above, and an office innovation quarter. Resident/pedestrian activity is promoted by public/semi-public spaces, active ground-floor uses, pedestrian amenities, and/or public art.

## PUBLIC OPEN SPACE & AMENITIES

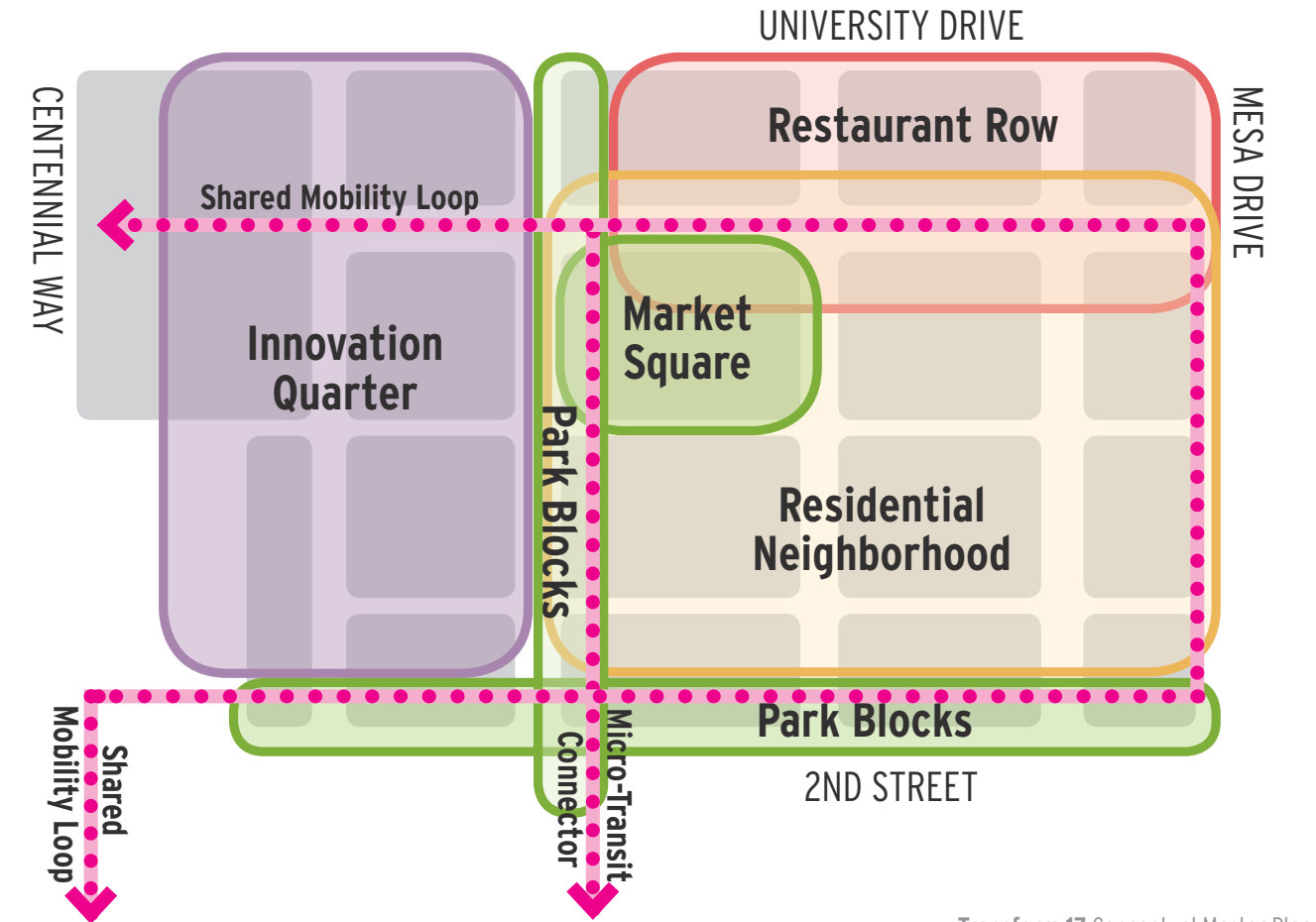
The design of the Property should recognize, and be sensitive to, Arizona’s unique desert climate by creating an environment that encourages year-round activity and pedestrian-friendly thoroughfares, including shade and connected public green space. The concept envisions a central park/market square, a wide park block along 2nd Street, and a parkway on Hibbert using the existing right-of-way. Park amenities include active and passive spaces; shade; interactive water amenities; and pedestrian pathways for walking and biking that are safe, direct and convenient, and inclusive for people of all ages and abilities.



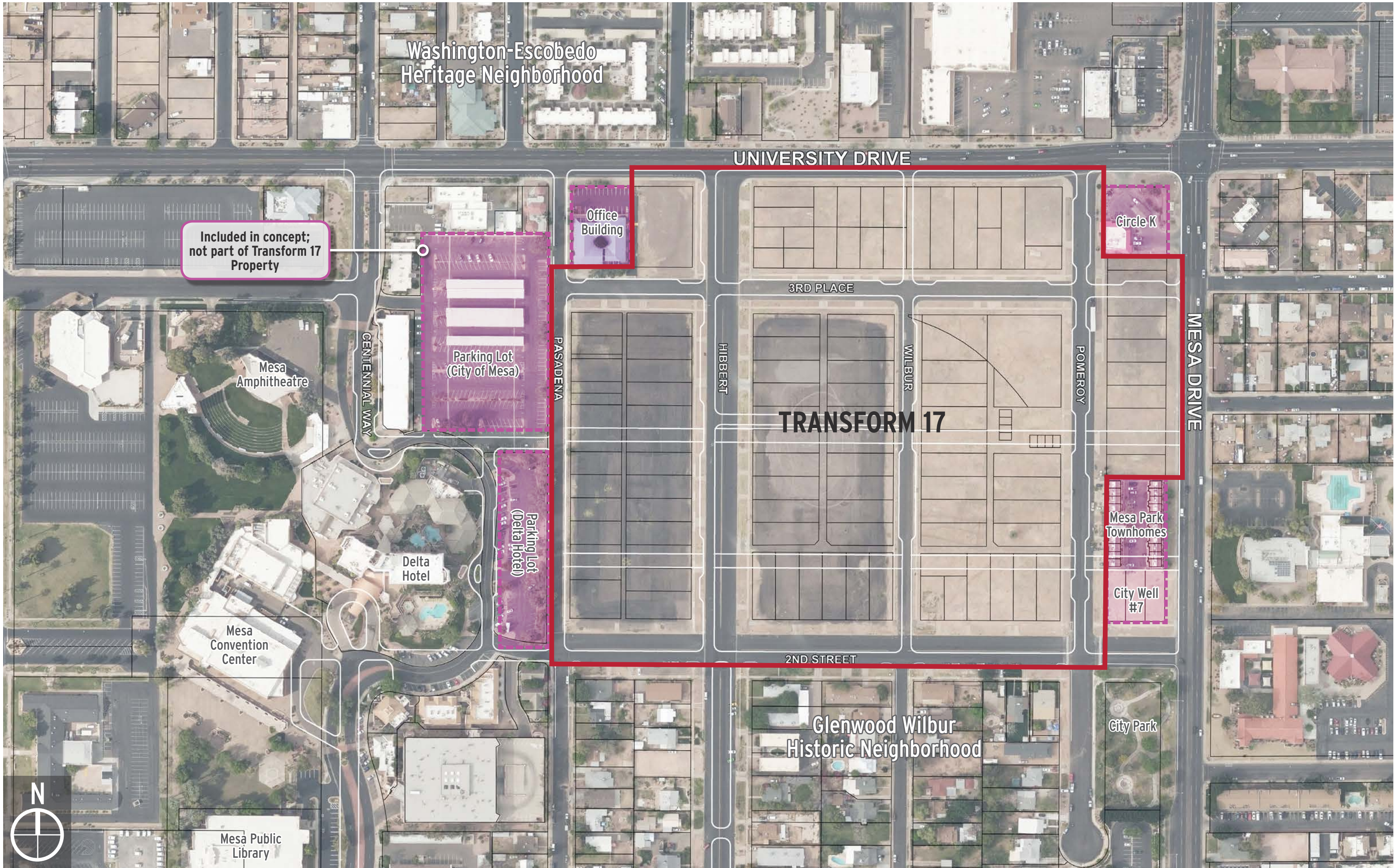
MASTER PLAN CONCEPT SUMMARY			
LAND USE	MARKET DEMAND	DEVELOPMENT YIELD	
		TRANSFORM 17 PROPERTY	ADJACENT PROPERTIES
Residential	1,000-1,600 units	1,300 units	200 units
Retail   Restaurant	25,000 sf	97,000 sf	10,000 sf
Employment   Office	–	138,000 sf	34,000 sf
Hotel	–	100 keys	–
Commercial	–	42,000 sf	–
Municipal Garage	–	–	930 spaces
Parks/Square	–	4.7 acres	0.3 acres

# RECOMMENDED CONCEPT

The Recommended Concept indicates the general massing and organization of primary uses within the Property and adjacent hotel and City-owned properties to the west. The location of Key linkages from the Downtown Access Concept are located in relation to the Property.











Washington-Escobedo  
Heritage Neighborhood

UNIVERSITY DRIVE

Included in concept;  
not part of Transform 17  
Property

Mesa  
Amphitheatre

Delta  
Hotel

Mesa  
Convention  
Center

Mesa Public  
Library

3RD PLACE

2ND STREET

Glenwood Wilbur  
Historic Neighborhood

City Well  
#7

City Park





# DISTRICT CORE RESIDENTIAL VISION

## TRANSITIONS IN HEIGHT AND DENSITY

District Core Residential is envisioned with lower heights and density along Second Street and greater heights and density in proximity to the Market Square. Townhomes or live-work units front the park amenity along Second Street. Garages and visitor parking are envisioned as being accessed from a driveway behind units.

## DEVELOPMENT CHARACTER

- Street and Garden Lane-oriented residential units at ground floor except where commercial and retail uses are envisioned.
- Ground-floor commercial and retail uses along frontages adjacent to the Market Square and Hibbert Park Blocks are envisioned. Restaurants or other public space activating uses are most desirable.
- Public realm-activating terraces or other semi-public spaces between sidewalks and buildings are suggested for ground-floor units. Ground-floors units with individual sidewalk- or garden-lane-accessible front doors are preferred.
- Live-work units are desirable
- Parking concealed within residential blocks is essential. Residential wrapped parking structures or below-grade parking structures are preferred. Parking lots, drop-offs, off-street loading or services bays adjacent to streets are disruptive to the walking and biking environment and are not envisioned anywhere in the core.

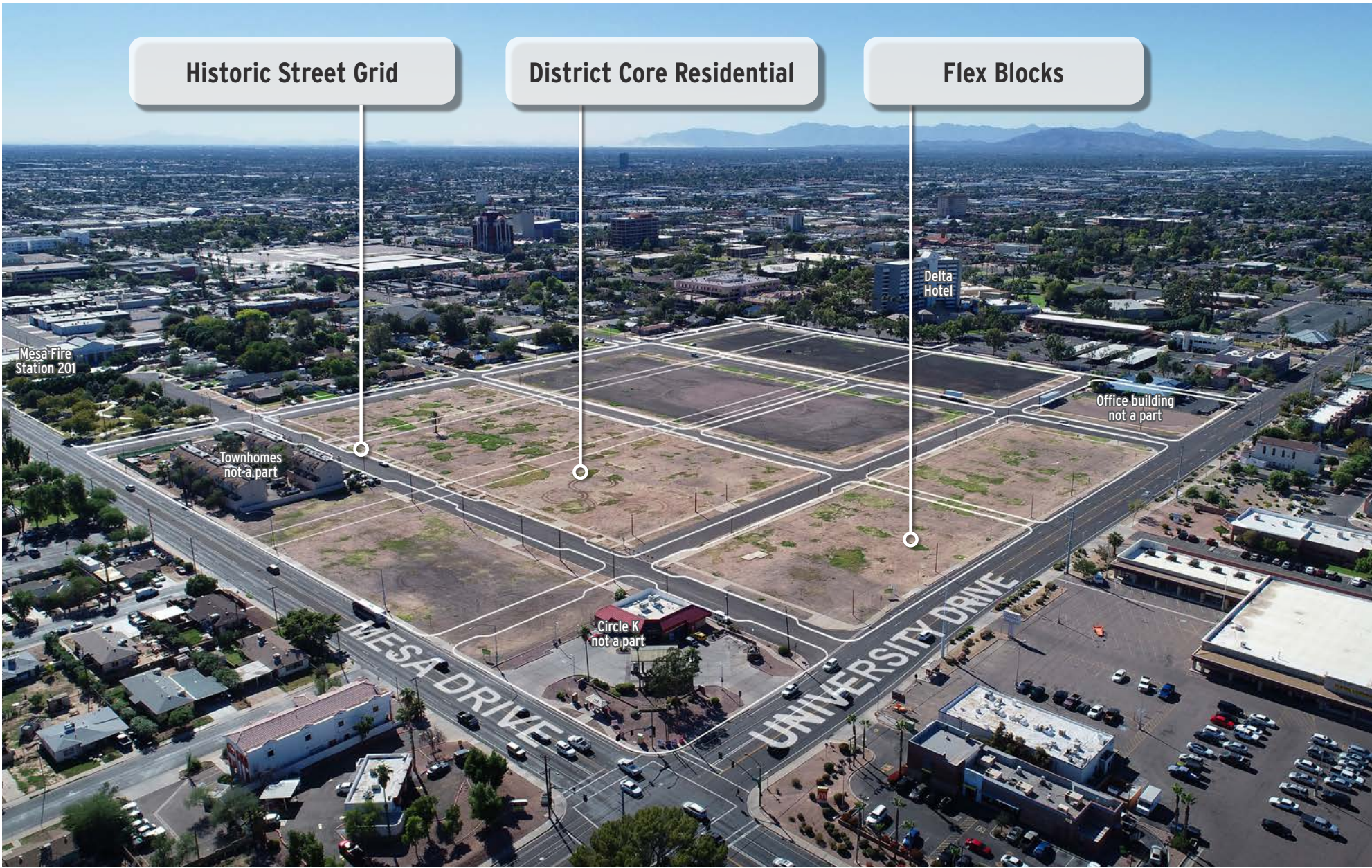
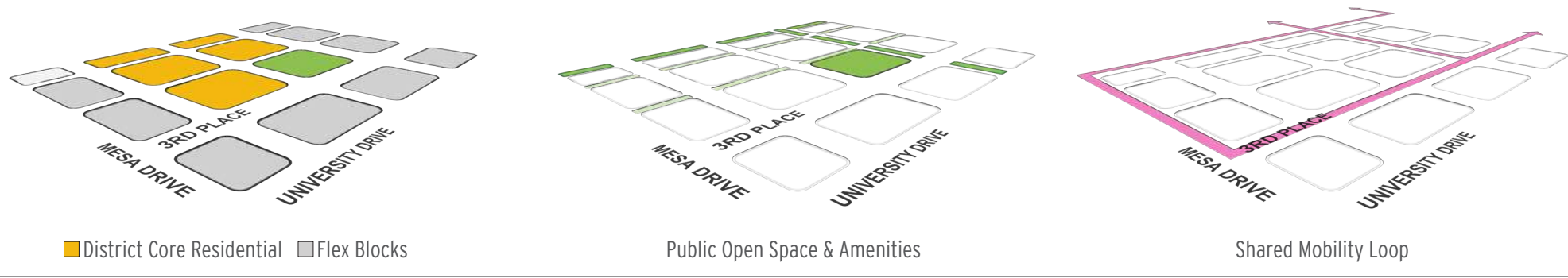
# FLEX BLOCKS VISION

Blocks are envisioned to include residential, retail/commercial and employment uses. The mix and intensity of uses should be determined by the developer.

# HISTORIC STREET GRID

- Existing public rights-of-ways should be maintained throughout and are envisioned as two-way, two-lane streets with only parallel curbside parking.
- Wide sidewalks with street trees and landscaping are envisioned along all streets.
- Portions of the wide rights-of-way along Hibbert and Second Street are envisioned as public park amenities.
- Third Place, Second Street, and Mesa Drive are envisioned to include a Shared Mobility Loop, a walking and biking route connecting to other destinations in the downtown and to light rail stations along Main Street.
- East-west Garden Lane pedestrian-only or low speed auto access routes are suggested to break-up the existing ‘superblock’ grid. Lanes may include landscaping, special paving, street furniture, shade structures or similar elements to create intimate walking and biking routes and public gathering areas.

## DISTRICT ELEMENTS





Historic Street Grid

District Core Residential

Flex Blocks

Mesa Fire  
Station 201

Delta Hotel

MESA DRIVE

UNIVERSITY DRIVE



# PUBLIC OPEN SPACE & AMENITIES

The Second Street Park Blocks are envisioned to be approximately 90 feet in width and located entirely within the existing public right-of-way. This public space serves both as a transition to the neighborhood and as a focal point for new development and the Glenwood Wilbur Historic Neighborhood. A mix of active and passive spaces is envisioned, including both green and desert landscaping planting materials. Play areas and low-maintenance water features, such as splash pads, are envisioned to serve families. Shade trees and architectural canopies are encouraged.

# NEIGHBORHOOD & DOWNTOWN CONNECTIONS

## SHARED MOBILITY LOOP

A Shared Mobility Loop walking and biking route along Second Street is an essential component of the Downtown Access Concept. This route is envisioned to provide an essential connection between the Property and the ASU campus, Pioneer Park, and the Main Street light rail stations.

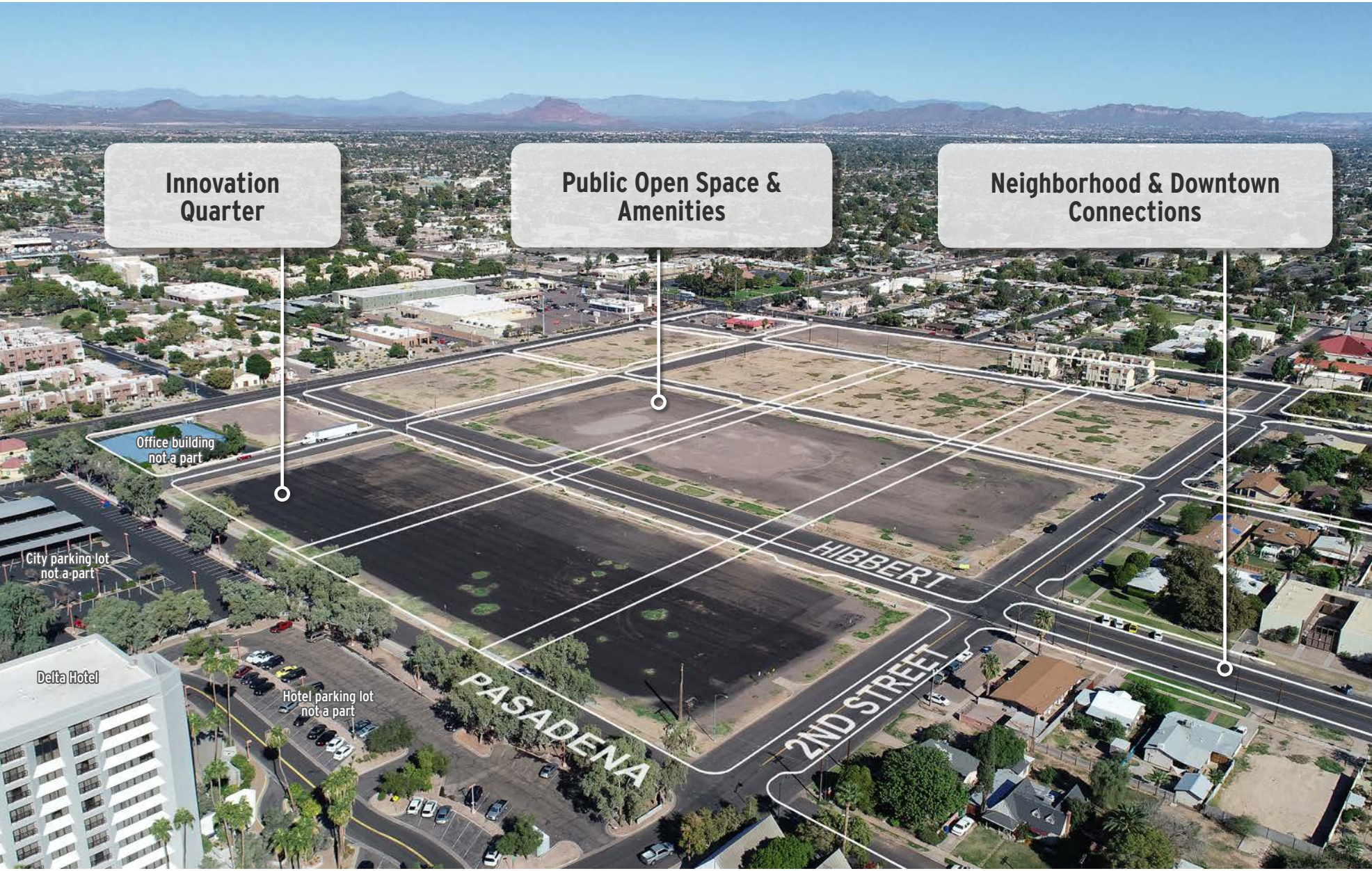
# INNOVATION QUARTER

In the Innovation Quarter, Flex Block parcels are envisioned to include employment uses that capitalize upon their proximity to the ASU campus, Park Block and Market Square amenities, and existing employment and hospitality uses. Envisioned employment uses include a mix of traditional offices and emerging non-traditional employment uses such as maker spaces or other light manufacturing and assembly spaces.

The concept envisions development urban in character with buildings fronting or built close to sidewalks. Internal courtyards are also envisioned.

Adjacent to the development area, additional redevelopment of the Delta Hotel and City-owned parking lots is envisioned. Within this area, a municipal parking structure is suggested. This structure could be designed to accommodate office parking required for parcels within the development area.

## DISTRICT ELEMENTS





**Innovation  
Quarter**

**Public Open Space &  
Amenities**

**Neighborhood & Downtown  
Connections**

Delta Hotel

CENTENNIAL-WAY

PASADENA

2ND STREET

HIBBERT



# PUBLIC OPEN SPACE & AMENITIES

## MARKET SQUARE

At the heart of the district, the Market Square is the focus for district gatherings and events. The square is envisioned as an adaptable public space that has activity throughout the day and during all seasons of the year. A combination of paved and green surfaces is envisioned to provide both durable areas for activities and soft areas for relaxation, play, and respite from summer heat.

A Market Hall is envisioned as an anchor use that activates the surrounding public spaces with retail, dining and entertainment uses. Ground-floor uses adjacent to the square provide opportunities for retail uses and dining and entertainment establishments to animate the Square.

The Shared Mobility Loop and Micro-Transit Connector are envisioned to be integrated into the perimeter of the square.

- Additional design elements envisioned for the Market Square include:
- Paved areas to accommodate multiple uses such as festivals and concerts. However, fixed stages, raised or sunken platforms or other design treatments that minimize or limit adaptability are not envisioned.
  - A permanent shade structure to encourage year-round use. Temporary or short term structures for use either seasonally or during events may also be appropriate.
  - Canopy trees, planting areas, planters and other green areas.
  - A water feature such as a splash pad that requires minimal maintenance and can be turned off to accommodate square events and activities is appropriate.
  - Fixed and movable seating is desirable.

# NEIGHBORHOOD & DOWNTOWN CONNECTIONS

## HIBBERT PARK BLOCKS

The Hibbert Park Blocks are envisioned with an urban and active character. A mix of paving and landscaping is suggested. Development of adjacent restaurants and cafés or entertainment uses should be promoted. Areas for gathering are envisioned, including seating, public art, and other amenities.

Hibbert is envisioned to include a walking and biking route similar in design to the Shared Mobility Loop. It provides an essential connection linking the Washington Escobedo and Glenwood Wilbur neighborhoods to the development area. This route is envisioned to include shade, either through canopy landscaping, architectural structures, or a combination of the two.

In future phases of development, the Hibbert Park Blocks are envisioned to accommodate a micro-transit shuttle and shuttle connections.

## DISTRICT ELEMENTS







Public Open Space & Amenities

Neighborhood & Downtown Connections



# FLEX BLOCKS

## RESTAURANT ROW

- A small, neighborhood-serving urban format grocery store and/or cluster of anchor retail uses proximate to Market Square and University Drive is envisioned. Vertically mixed residential or employment uses would be desirable.
- Ground-floor restaurant and entertainment uses are envisioned along blocks fronting Third Place from Hibbert to Mesa Drive. Restaurant uses are envisioned to include outdoor café seating spilling out along the public right-of-way.
- A long-term successful redevelopment of the Property may include a boutique hotel, which is envisioned fronting Third Place adjacent to the Market Square.
- ‘Innovation’ employment uses west of Hibbert are preferable.

# HISTORIC STREET GRID

## THIRD PLACE

Third Place envisioned as a ‘festival street’ that accommodates motor vehicle traffic while allowing for conversion space for street fairs or other events. Curbless street elements, special paving, bollards, street trees, seating, landscape beds, parking and other street elements is envisioned. Adjacent uses are envisioned to activate the street by including areas for outdoor dining along sidewalks, within setback patios or terraces fronting the street.

Third Place is also envisioned to include a Shared Mobility Loop, a walking and biking route connecting to other destinations in the downtown and to light rail stations along Main Street.

## DISTRICT ELEMENTS

