The Opportunity
The Opportunity

- About the same size as city of Paris (33 sq. mi)
- Population of 2.1 million
- Workforce of about 1.6 M

- 2/3 the size of San Francisco (49 sq. mi.)
- 750,000 +/- inhabitants
- Workforce of about 650,000
The Asset

- An airport which in land area is equivalent to some of the most complex airports operating in the US
- Physical resources that rival many of the most successful commercial airports
- Land and lack of physical constraints to achieving forecasted growth
- A metropolitan area that grew by more than 780,000 in population between 2000 and 2006
The Challenge

Develop a plan that will result in the creation of a regional employment center with a mix of jobs emphasizing the attraction of at least 100,000 high quality – high wage jobs, while protecting the airport operations that are critical to success.
Mesa Gateway will be an internationally recognized destination for those looking for a sustainable place in which to live, work, learn and recreate. It will provide industries with an economically efficient business climate and its workforce and residents with access to the global resources desired of a knowledge based economy.
How we have responded

• The plan has evolved to address various concerns from the City, stakeholders, and the public.

• This plan encourages and provides:
  – Non-prescriptive approach
  – Flexibility in land uses
  – Framework districts
  – Mixed use development
  – Open space and pedestrian connectivity
Goals

1. Capitalize on the expansion of the Phoenix-Mesa Gateway Airport
2. Create a regional employment center with a mix of jobs emphasizing the attraction of at least 100,000 high-wage, high value jobs
3. Establish an intra- and inter-connected, multi-modal transportation system
4. Become a model of sustainable development practices
5. Plan for Implementation
Sustainability

Sustainability is a critical component of creating a successful, marketable and lasting future for the Mesa Gateway area.

Three key principles:
- Economic viability
- Response to context and location
- Resource efficiency
Four Districts
Mixed Use Community District

- Area to solidify live/work/play community
- Will contain the widest variety of land uses
- Will include walkable mixed-use urban core areas
- Wide range of building forms
- Residential, commercial, employment, civic and recreational uses
Inner Loop District

- Will contain a variety of uses
- Employment to be more prevalent than in Mixed Use Community District
- Will contain Village Centers
- Residential uses compatible with overall goals
- Development activity that is compatible with over flight activity
Airport/Campus District

- Centered around educational, R&D opportunities, and airport related uses
- High intensity and pedestrian oriented development
- Hub of visitor activity creating a community impression
- Smooth transition and connectivity to the rest of the area is critical
Logistics and Commerce District

- Industrial, business park, and commercial will be predominant uses
- Employment environment that is compatible with over flight activity
- Larger building masses/warehouse type buildings
- Transition in building form along adjacent district boundaries
# Economic Development Scorecard

<table>
<thead>
<tr>
<th>INDUSTRY / GRADE</th>
<th>MGA GRADE</th>
<th>EXPANSION OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace</td>
<td>Above Average</td>
<td>- National defense contract profits predicted to grow</td>
</tr>
<tr>
<td>Industry Grade: Above Average</td>
<td></td>
<td>- Increasing demand from developing countries</td>
</tr>
<tr>
<td></td>
<td>Above Average</td>
<td>- Impending retirement of many aircraft fleets and other technology products</td>
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<tr>
<td></td>
<td>Above Average</td>
<td>- Satellite use with phones and other devices</td>
</tr>
<tr>
<td></td>
<td>Above Average</td>
<td>- Proximity to knowledge based workforce</td>
</tr>
<tr>
<td>Airline Services</td>
<td>Above Average</td>
<td>- Low cost carriers are growing relative to traditional airlines</td>
</tr>
<tr>
<td>Industry Grade: Above Average</td>
<td>Above Average</td>
<td>- Need for additional freight service</td>
</tr>
<tr>
<td></td>
<td>Above Average</td>
<td>- Need for additional passenger service</td>
</tr>
<tr>
<td>Computer Hardware &amp; Other High Tech Industry Grade: Above Average</td>
<td>Above Average</td>
<td>- Overseas markets are expected to demand more hardware than the US in coming years</td>
</tr>
<tr>
<td></td>
<td>Above Average</td>
<td>- New applications and hardware typically drive upgrade cycles</td>
</tr>
<tr>
<td>Computer Software &amp; Services</td>
<td>Above Average</td>
<td>- Small and medium sized business market is using more computer products</td>
</tr>
<tr>
<td>Industry Grade: Above Average</td>
<td>Above Average</td>
<td>- The market for security software such as virus protection is expanding</td>
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<tr>
<td></td>
<td>Above Average</td>
<td>- Flash memory is decreasing in cost and becoming a viable alternative to hard disks</td>
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<tr>
<td></td>
<td>Above Average</td>
<td>- Demand for more environment-friendly products with less power consumption</td>
</tr>
<tr>
<td>Healthcare Products and Supplies</td>
<td>Above Average</td>
<td>- Aging of US population is favorable for the industry</td>
</tr>
<tr>
<td>Industry Grade: Above Average</td>
<td>Above Average</td>
<td>- Increasing global demand from rising standard of living</td>
</tr>
<tr>
<td></td>
<td>Above Average</td>
<td>- New technologies continue to offer opportunities for firms</td>
</tr>
</tbody>
</table>
Recent Successes

• Aviation companies that have recently come to Mesa Gateway:
  - Hawker Beechcraft
  - Cessna
  - Embraer
  - Crownair
  - Allegiant
Transportation

- Integrated multimodal network of mobility options for residents, businesses, employees and visitors, accommodating a wide cross-section of trip purposes and travel destinations
  
  • Implementation of “Complete Streets” to better serve urban form
  
  • Complimentary hierarchy of transit service, including arterial fixed route bus service, interconnecting circulators, future high capacity transit
  
  • Shared use paths
Roadway Recommendations

- Roadway network will evolve as plans emerge
  - Initiate an airport specific access plan
  - Consider improvements to Meridian
  - Limit access within ½-mile freeway interchanges, better interchange design
  - Use couplet concept at key activity centers
Transportation

Mesa Gateway
Strategic Development Plan

Transit Concepts:
- Local Transit
- Circulators and Facilities
- High Capacity Regional Transit
- Freeway Express
- Commuter Rail

Components:
- Circulators (2)
- Local bus service
- Express bus service
- High capacity transit
- Commuter rail
- Transit centers (3)
- Park-and-rides (2)
Public Services

- **Fire and Police**
  - Two existing fire stations/Five planned (4 purchased)
  - Two existing police stations/one proposed

- **Parks and Libraries**
  - Target areas identified

- **Water/Wastewater**
  - 25% less water required by 2030
  - Existing treatment facilities with expansion will accommodate needs
  - Plan for main extensions

- **Drainage**
  - Facilities will need to be incorporated into development plans
Plan for Implementation

- Continue to work with stakeholders and regional partners to accomplish goals
- Explore and pursue funding mechanisms necessary for the area and region
- Partner with the private sector to promote consistent development and needed infrastructure
- Develop a form-based approach to zoning
- Address transportation and transit needs through additional studies
Implementation Strategy

- Following Plan Approval
  - General Plan designations vs. Strategic Plan goals and objectives
  - Minor General Plan Amendment to modify land use designation descriptions
  - Addressing differences in the short run
  - Review need for 2009 Major General Plan Amendment to address changes
  - Plan and market will evolve over time
Plan Overview

- Summary Report
- Districts’ Vision and Expectations
- Technical Appendices
  - Market Analysis
  - Economic Development
  - Transportation
  - Utilities, Services, and Community Facilities
  - Airport Opportunities
  - Fiscal Impact Model
Discussion