

# Introduction

## Central Main:

*A Place for People – Alive with Options!*

The Central Main Street area is a lively and dynamic place that is always changing. Those changes are influenced by specific actions that take place within the Downtown area as well as in response to actions that happen in other parts of the community, or even the Region. The Central Main Plan has been prepared with community input and support to help manage the change that will occur over the next 15 to 20 years. Implementation of the Plan will make this exciting place even more attractive for employment, entertainment, and urban living.

## Purpose

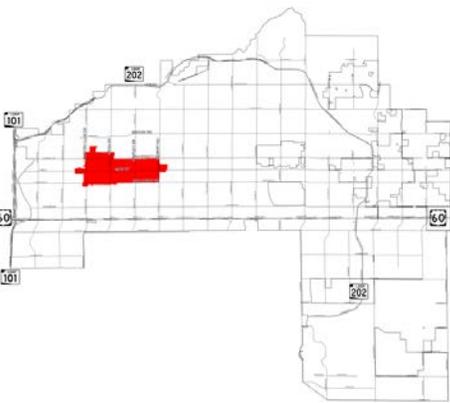


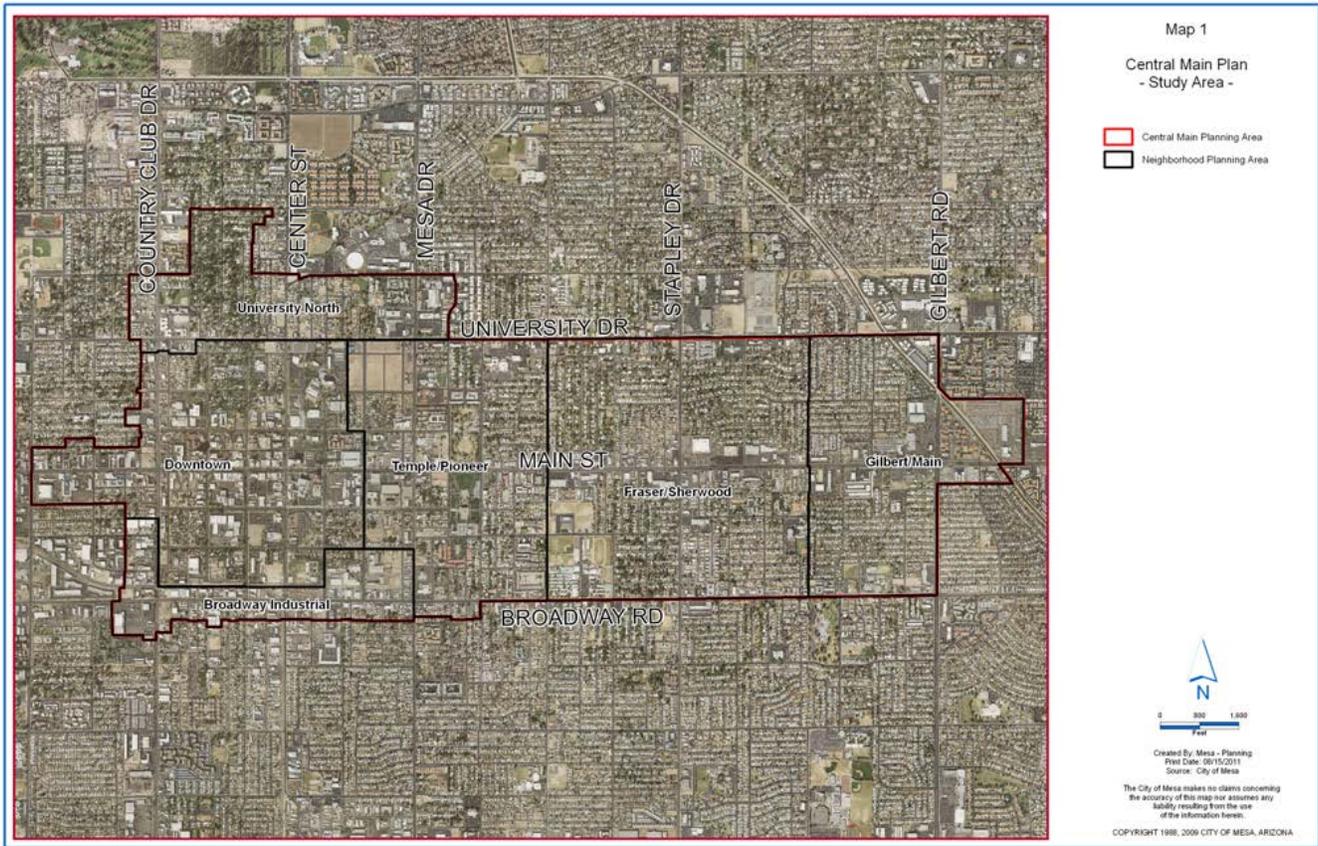
The Central Main Street Plan has been prepared to take advantage of the significant public investment made to extend the light rail line through Downtown Mesa. The primary goal of this Plan is to facilitate economic development in this area. Specific purposes of this plan are to:

1. Facilitate redevelopment along Main Street into a mixed-use, higher intensity, transit-oriented development pattern;
2. Enhance economic potential of property along the light rail line;
3. Create a greater sense of place in the downtown area and surrounding neighborhoods;
4. Improve sustainability;
5. Update Town Center Concept Plan;
6. Facilitate transition from new development to existing neighborhoods; and,
7. Identify capital improvements needed for redevelopment.

## Central Main Street Plan Boundaries

As shown in Map 1, the boundaries of the Central Main Street Planning Area are generally from University Drive to Broadway Road, and Country Club Drive to Gilbert Road. These boundaries were selected to be able to prepare for and take advantage of the walksheds of five future light rail stations proposed along Main Street. Previously included in the Town Center Concept Plan, the areas north of University Drive, south of Broadway Road, and west of Country Club Drive were included to facilitate an update of that Plan.





## Organization of Plan

1. Plan Document
  - a. Overall Policies
  - b. Neighborhood Areas
2. Appendix

This Plan is divided into two major sections. The first section contains the Plan itself, divided into six chapters outlined below. The second major section is an appendix which contains the majority of the background information used to help develop the Plan.

### **Chapter I - Plan Introduction**

This Chapter provides a background on the development and content of the Plan.

### **Chapter II - Executive Summary**

This Chapter provides a brief overview of the Plan, the vision for the future of this area, and an action plan for beginning implementation in the first year following plan adoption. This is designed as a stand-alone document for basic information and action.

### **Chapter III – Embracing and Guiding Change**

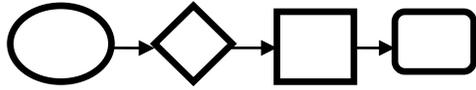
This Chapter provides a brief history of the Central Main Area that describes the continual changes this area has experienced. This Chapter also describes some of the social, economic, and demographic changes that influence the built environment and inform the policies and recommendations made in this Plan.

### **Chapter IV - Tools for Change**

This Chapter includes the policies, projects, and programs that will be used to achieve the goals of the Plan. This Chapter also includes descriptions of the future building and street character desired in this area, a regulating plan for implementation of a form-based code, and guidance for measuring the environmental improvements that stem from Plan implementation.

### **Chapter V - Planning for Neighborhood Change**

This Chapter looks more closely at the six inter-related Neighborhood Planning Areas that make up the Central Main Area and provides specific recommendations for the future of these areas. For the areas along Main Street, this Chapter provides critical direction for the creation of urban centers and villages around each light rail station.



## Planning Process

The preparation of this Plan took approximately two years and included extensive public review, outreach, and involvement. Development of the Plan was directed by a Plan Advisory Committee (PAC). The PAC, which began meeting in January 2010 and met at least monthly until adoption of the Plan in \_\_\_\_\_ 2011, was the primary vehicle for community involvement. The members of the PAC, which represented a cross-section of Central Main Area residents, business owners, property owners, and community organizations, provided an invaluable resource of knowledge and ideas that helped move the planning process forward. The following people served on the PAC and took an active role in shaping the Central Main Plan.

### **Central Main Plan Advisory Committee Members**

*Jim Allen*

*Randall Bailey*

*Danielle Bannister*

*Teresa Brice*

*Daniel Brock*

*Kari Cluff*

*Tanya Collins*

*Yancy Everhart*

*Linda Flick*

*Carrie Hensley*

*Skyler Hynes*

*Marnita Hill*

*Maria Mancinas*

*Vern Mathern*

*Walter McIver*

*Glenn McKay*

*JoEllen McNamara*

*Selene Moreno*

*Joe O'Reilly*

*Ronald Peters*

*Jon Richards*

*Deanna Villanueva-Saucedo*

*Robert Schultz*

*Otto Shill*

*Alice Skinner*

*William Williams*

In addition to the PAC, the public had opportunities to learn about the Plan and provide input through several community wide meetings held at strategic points in the planning process. Early input helped shape the Guiding Principles and Goals. Later public reviews helped confirm that the final plan addressed the desires of the citizens. A project website and social media applications were incorporated in outreach efforts to facilitate improved public access to planning documents and presentations.

Major policy Boards and Committees, City Council, and outside organizations were kept involved and provided opportunities to comment on the Plan at various stages through the review process. One policy Board in particular, the Economic Development Advisory Board, appointed a subcommittee to review and provide feedback on economic development and job creation policies, projects, and programs of the Plan.

Following public review of the final draft Plan document at two public meetings, the PAC forwarded a recommendation for approval to the Planning and Zoning Board. Following a public hearing by the Planning and Zoning Board, a recommendation for approval was forwarded to the City Council. The City Council adopted the Plan on \_\_\_\_\_, 2011.

## Relationship to the Mesa 2025 General Plan



On November 5, 2002, the residents of Mesa approved the Mesa 2025 General Plan which was adopted by the City Council on June 24, 2002. This Plan provides a vision and guidance to the community's citizens, businesses, and officials as the community grows and develops in the future. The vision of the General Plan is to provide for a prosperous and economically balanced community, to address the need for future housing and employment opportunities, and to support Mesa as a sustainable community in the 21<sup>st</sup> Century.

The Mesa 2025 General Plan recognizes the need for more detailed planning in Mesa by highlighting seven sub-areas that exhibit a unique character or history. The goal is to promote Mesa's identity by encouraging the revitalization, preservation or development of these community sub-areas throughout the City. Portions of the Central Main Planning Area are within the Mesa Grande and Central Broadway sub-areas identified in the General Plan.

The Land Use Element of the Mesa General Plan guides the future growth and development of the community. This Element illustrates how the City anticipates accommodating its future population growth as well as the eventual development patterns the City wishes to encourage.

Approval of this Plan does not amend the General Plan, but does provide the latest and most detailed City Council policy direction for development within this area. Any inconsistencies between policies in this Plan and the General Plan will be decided in favor of this Plan. General Plan amendments may be necessary to fully implement the goals and policies contained in this Plan. Any General Plan amendment that is submitted to further implement this Plan will be processed as a minor General Plan amendment.