



Maricopa Association of Governments 2008 Regional Conference:

Housing & Transportation
Human Services Coordination

West Main Street

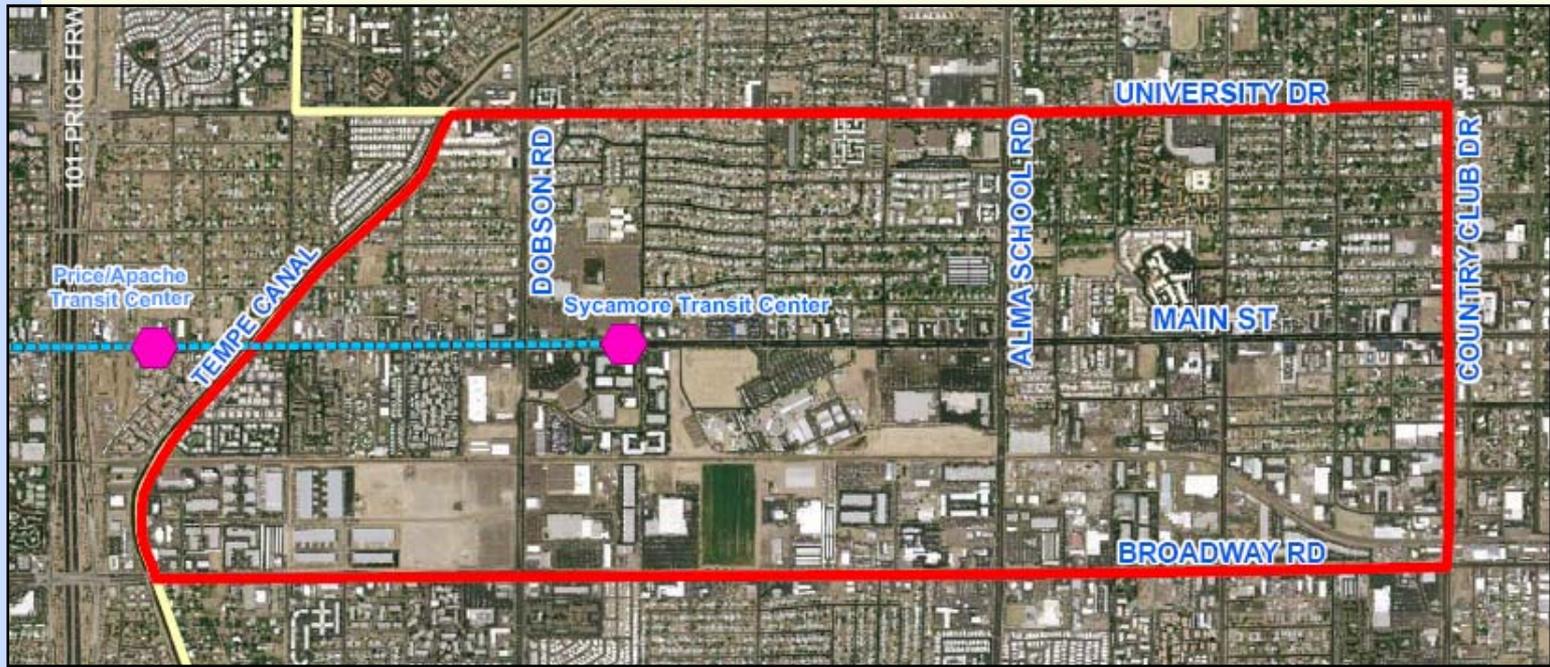
Mesa, AZ

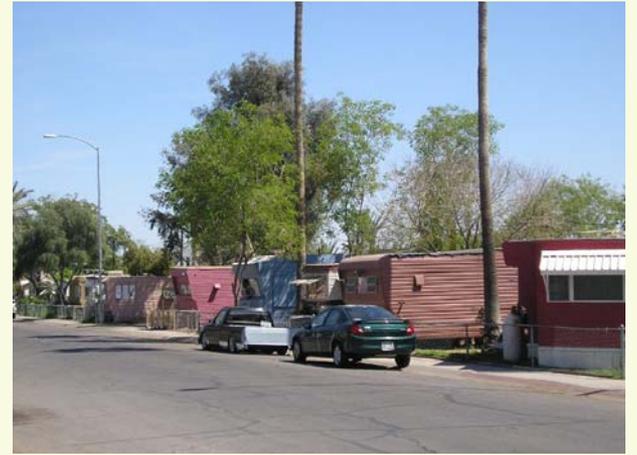
April 8, 2008

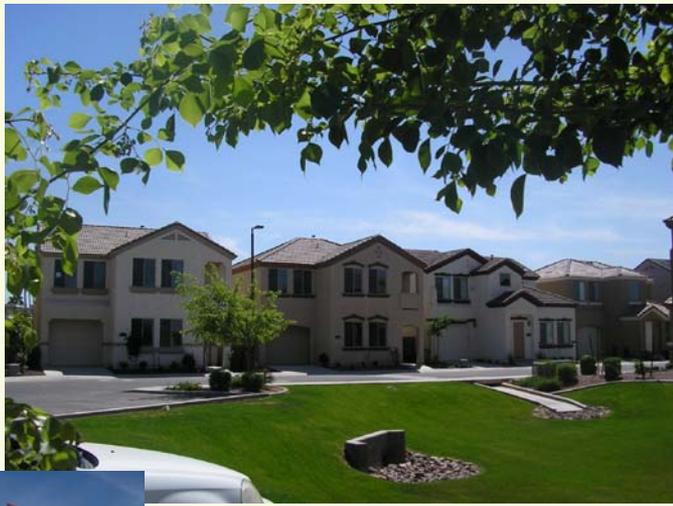


West Main St. Area Plan

Developing a plan that addresses transit oriented development, community revitalization and accommodates future transit investments.









"West Mesa residents charting own fate" - AZ Republic 8/25/05

- **Summer 2005 Design Charrette**
 - Mesa Grande Neighborhood Association
 - ASU Stardust Center for Affordable Housing & the Family





Market Study 2007

- **GOAL: Identify market-based development opportunities around the light rail station**





Market Study 2007

■ RESIDENTIAL FINDINGS:

- Conservative Estimate:
 - 280 Live/work Townhomes
 - 281 multifamily (2-3 story)
 - 82 multifamily (4-6 story)
- Aggressive Estimate:
 - 280 Live/work Townhomes
 - 242 multifamily (2-3 story)
 - 236 multifamily (4-6 story)
- 643 to 758 units



Study Area

Demographics

- Population 14,607
- Density 8.84 persons/ac.
- Mesa density 4.90 persons/ac.
- Average age 28.37 (Mesa 32)
- More diverse than city average
- Educational Attainment is 55% less than city average
- Crime is twice the City average in calls per 1,000 residents

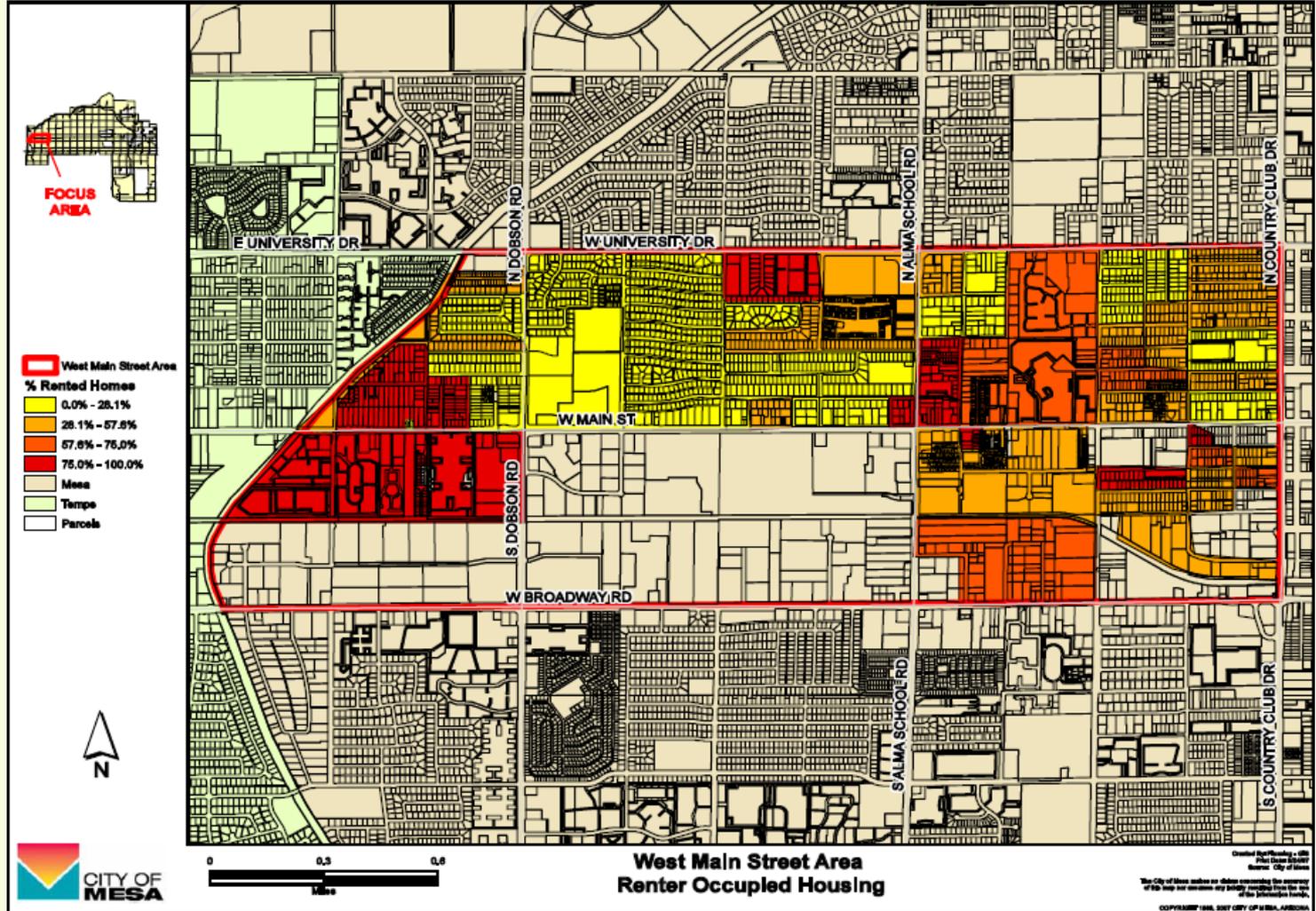


Housing Characteristics

- 5,397 occupied housing units
- 37.3% owner occupied
- In City of Mesa, 64.4% of the total occupied units are owner occupied.
- Only 27% of the housing units are detached single residences
- 84% of homes constructed prior to 1990.

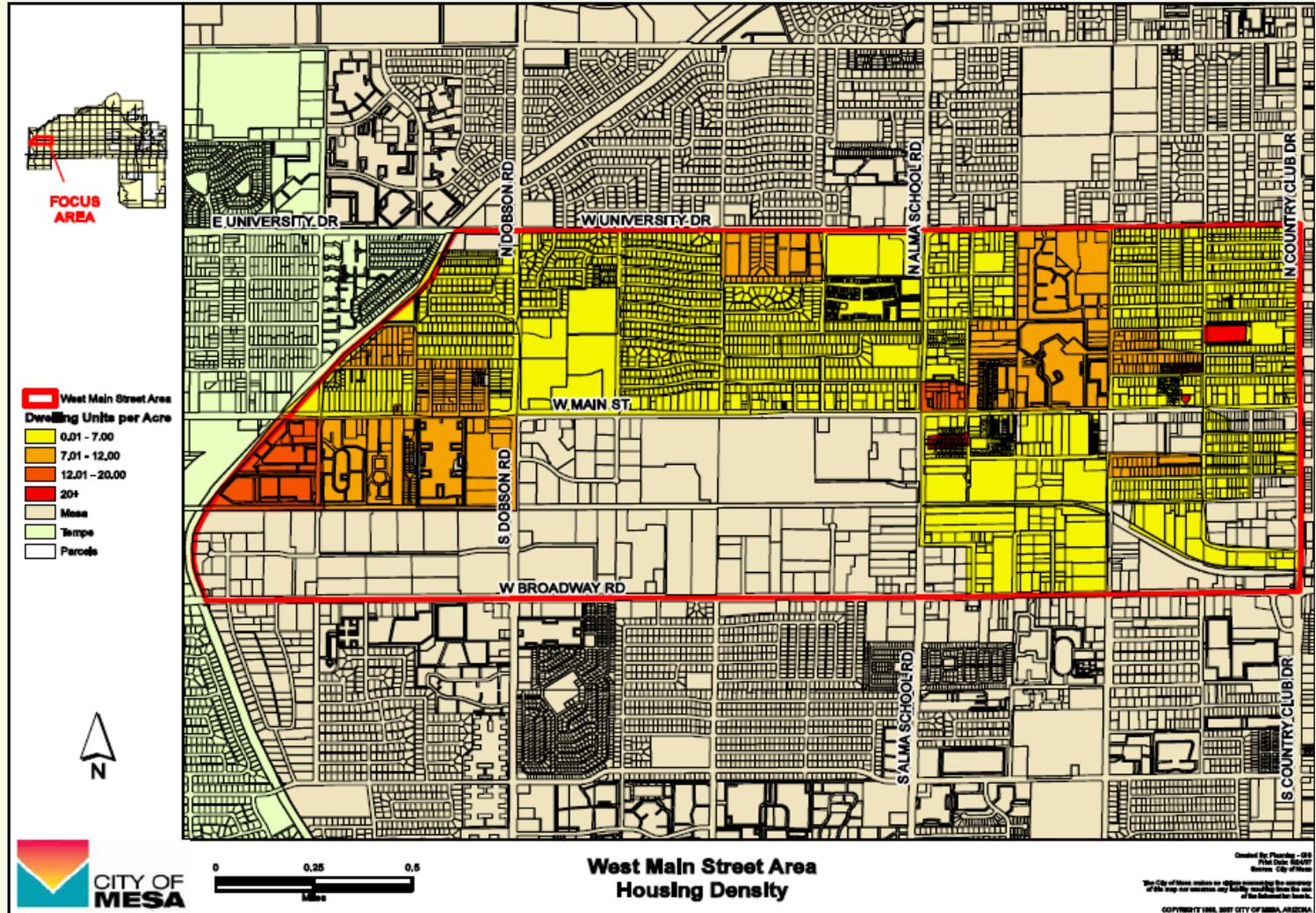


Spatial Distribution of Rental Units





Housing Density

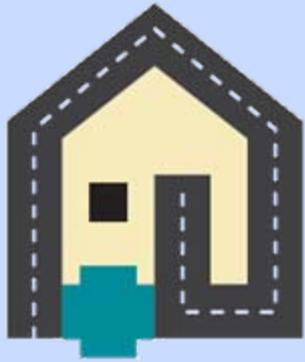




Community Housing Comments

- **Protect & enhance single family neighborhoods**
- **The area has a great need for a broader mix of housing, providing for young families to move-up in the housing product line w/out leaving the area**





Community Housing Comments

- Rezone mobile home parks with allowing high-rise residential and mixed use (owners from San Diego)
- Encourage reinvestment in older mobile home and RV parks
- The existing housing mix does not support the necessary range of lifestyle, life-cycle, and family living options to encourage cohesiveness of community and stability of long term residence



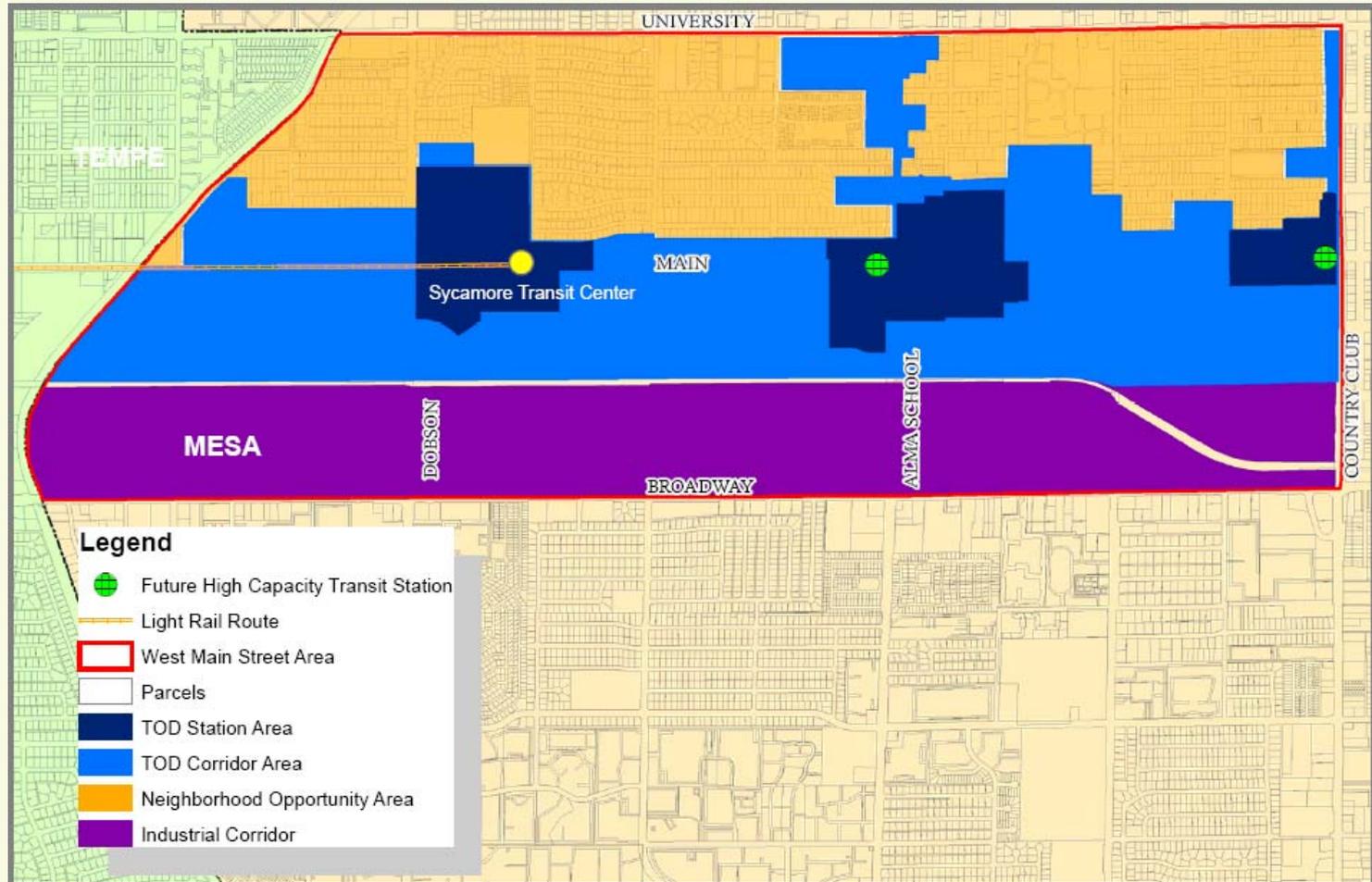
Community Housing Comments

- Current codes discourage the renovation of single-family homes and modifications to accommodate a wider range of lifestyles
- Desired height limit of mixed use residential development is 5-6 stories



Land Use Plan

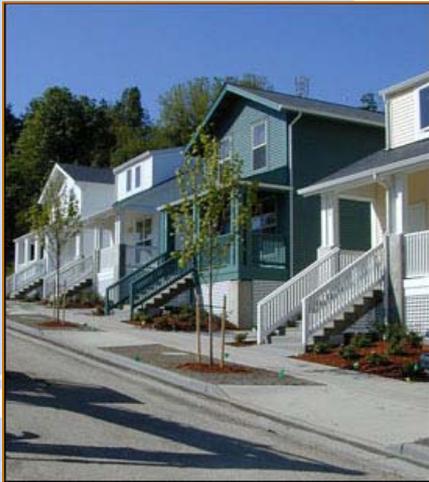
- Denser Development Concentrated Near Transit Stations





Encourage Housing Renovations/Infill

- Reduce setbacks
- Allow accessory units
- Consolidation of lots
- Introduce open space





Implementation

- Residential is a significant component of mixed use projects
- Minimum height, 2 & 3-stories within transit zones
- Allowed height of mixed use residential development is 5-6 stories
- Discourage auto uses, encourage pedestrian uses



Implementation

- Residential density in station areas is no less than 30 and 17 units per acre
- Encourage housing diversity (type, unit size, amenities)
- Encourage mixed-income housing
- Encourage urban, not suburban multifamily housing
- Encourage green building principals



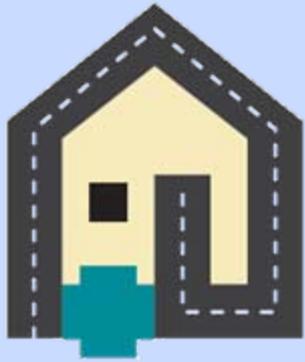
Implementation

- Created TOD Standards for station and corridor areas
- Developed urban design imperatives
- Main St. allows for 10' sidewalk, on-street parking, bike lane, 2 auto lanes in each direction and a 28' median for future LRT extension.



Action Items

- Amend the Mesa 2025 General Plan
- Incorporate TOD standards into zoning code rewrite (ongoing)
- Plan for Capital Improvement of infrastructure
- Creation of a Committee to act as the keeper of the vision



Action Items

- Encourage Public-Private partnerships
- Advise property owners of narrow lots along arterial streets of land assembly opportunities, conceptual site plans, and appropriate zoning to help facilitate redevelopment process



For More Information:

GOOGLE:

West Main Street Area Plan

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