



## LOOKING FORWARD

- **Zoning Code Update**-- this update will significantly change the City's zoning to:
  - Make the code consistent with the City's new General Plan, adopted in 2002.
  - Ensure zoning is responsive to community concerns about neighborhood character.
  - Create mechanisms to promote infill, mixed-use and transit-oriented development.
  - Streamline project review processes.
  - Make sure the zoning code is clear, concise, understandable and easy to use.
  - Ensure that zoning complies with state requirements, the City Charter and current case law.

The tentative schedule is: November 2009-Consolidated Staff Presented to Council; December 2009/January 2010-Plan distributed for public comment; January/February 2010-Presentations to Advisory Boards and Planning and Zoning Board Recommendation; and March 2010-City Council Action.
  
- **H.E.A.T. Initiatives**
  - **Retention of the Chicago Cubs** – Keeping the Chicago Cubs spring training in Mesa is a primary economic development focus for the coming year. The spring training month of March trails only December as Mesa's most important sales tax generating month. The Cubs are an important element of Mesa's history. Staff's focus will be to present a competitive package to the new owners and do all we can to ensure this jewel is retained in Mesa and the Arizona Cactus League.
  - **Fiesta District**-- During the next five years, \$400 million of private investment is planned within the boundaries of this employment center, including the recent addition of Dick's Sporting Goods and Best Buy. Also, as new development continues, the Council-approved Fiesta District Design Guidelines will be a tool to create a unified sense of place and destination for this area.
  - **Downtown Revitalization** – Staff will begin the Central Main Street Plan to encourage economic development, form-based zoning and transit-oriented design. Also, we will continue focus on business retention and expansion during light rail planning and will work with the Downtown Mesa Association and other interests to bring new special events to downtown.
  - **Power Road Knowledge Corridor** – this is an effort to continue building our base of outstanding educational institutions. Today, this Corridor includes MCC, Mesa Public Schools, A.T. Still University, The University of North Dakota, ASU Polytechnic campus, and the Chandler-Gilbert Community College. In addition, EVIT may expand and provide another satellite campus at Phx.-Mesa Gateway in the future and staff will continue seeking other opportunities.
  - **Hosting More Sporting Events**—several new events are planned this year, including:
    - The Arizona Interscholastic Association (AIA) conducting the 3A, 4A and 5A state aquatics championships in Oct/Nov 2009 at Kino Pool.
    - The Citrus Classic collegiate swim meet in January 2010 at Kino Jr. High.
    - The City of Mesa secured the WAC Baseball Tournament Conference Championship at Hohokam Stadium for 2010, 2011 and 2012.
    - Mesa will be the host of the 2011 Masters Swimming Championships involving 2,500 swimmers at Kino Jr. High and Skyline.

