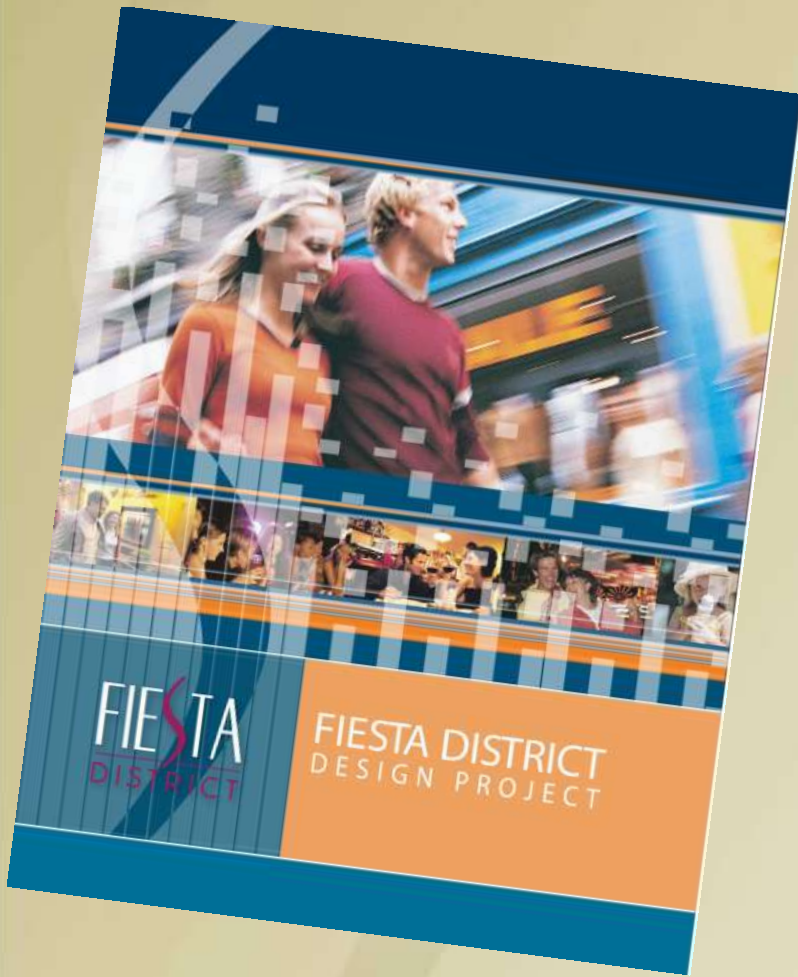


Fiesta District Improvements

FIESTA
DISTRICT

Fiesta District Design Handbook



Where We've Been...

- | | |
|--------------|--|
| January 2009 | • Fiesta District Handbook Adopted |
| October 2010 | • Kreuzer Consulting Group for Streetscape Design under contract |
| Nov. 2010 | • Street Sign Modifications |



Streetscaping Project



**Goal: Implement Fiesta District Handbook
Along Street Corridors**

Fiesta District Vision

“The District Vision creates a uniquely identifiable area for Mesa that is economically vibrant, pedestrian friendly, and an active, urban destination. Revitalization of the Fiesta District will again transform this major City employment center to “THE” place of destination within the metro area.”

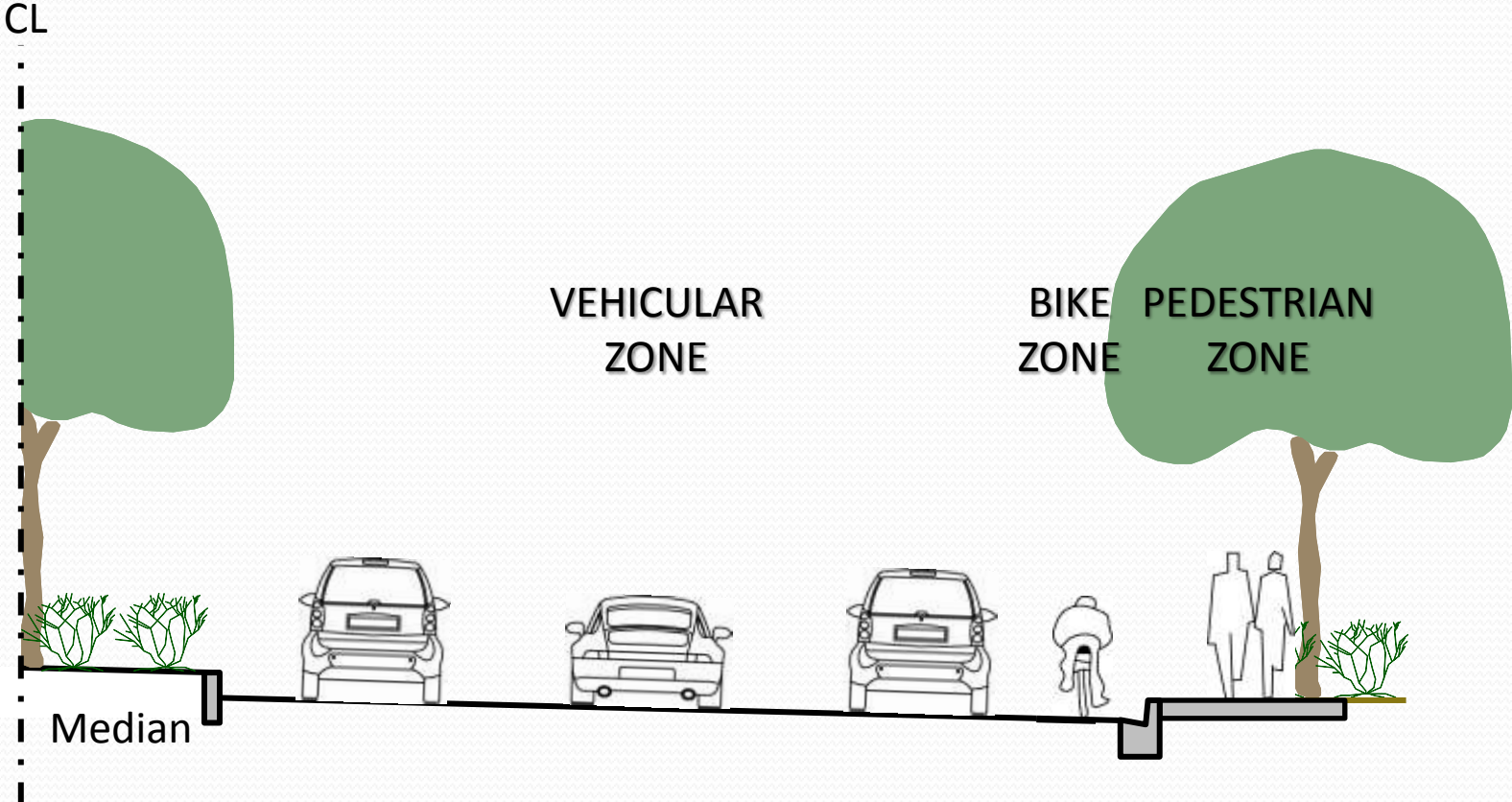
Imagine...

- Pedestrian friendly with integrated mix of uses
- Diversity of entertainment and evening uses
- Unique branding and sense of place
- Urban Atmosphere and activated street scene
- Supported by an improved public transit system
- A place where businesses are eager to locate
 - A place to live, work, shop, learn and do business

Achieving the Vision

- Aesthetics
- Identity
- Attraction

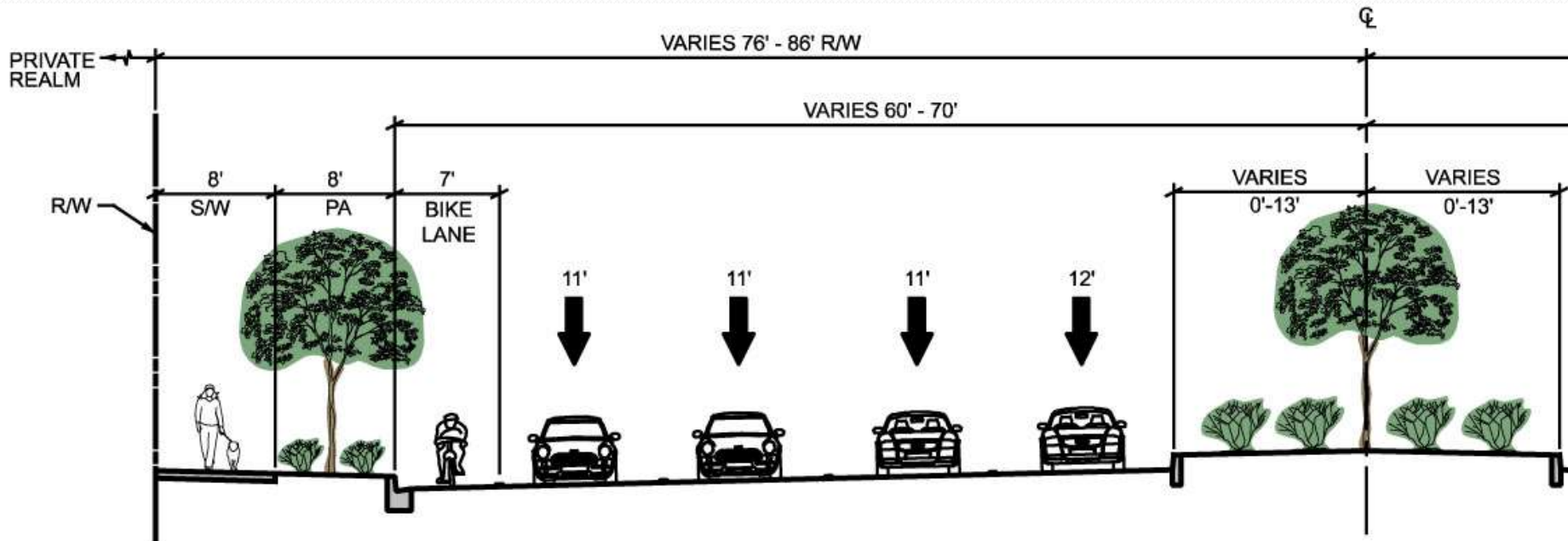
Elements of a “Street Scene”



Alma School Existing Conditions



Alma School Cross Section



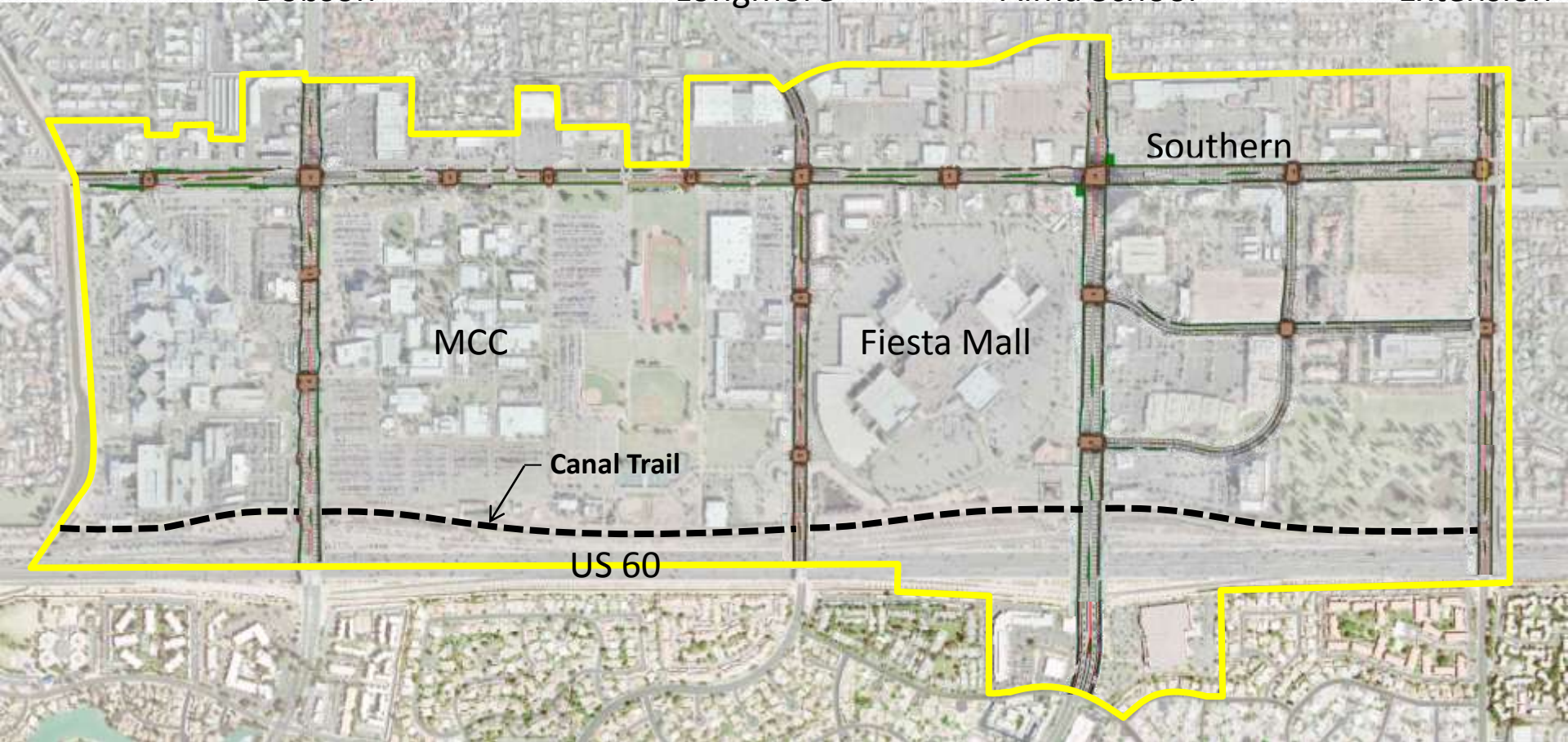
Fiesta District Streetscape

Dobson

Longmore

Alma School

Extension



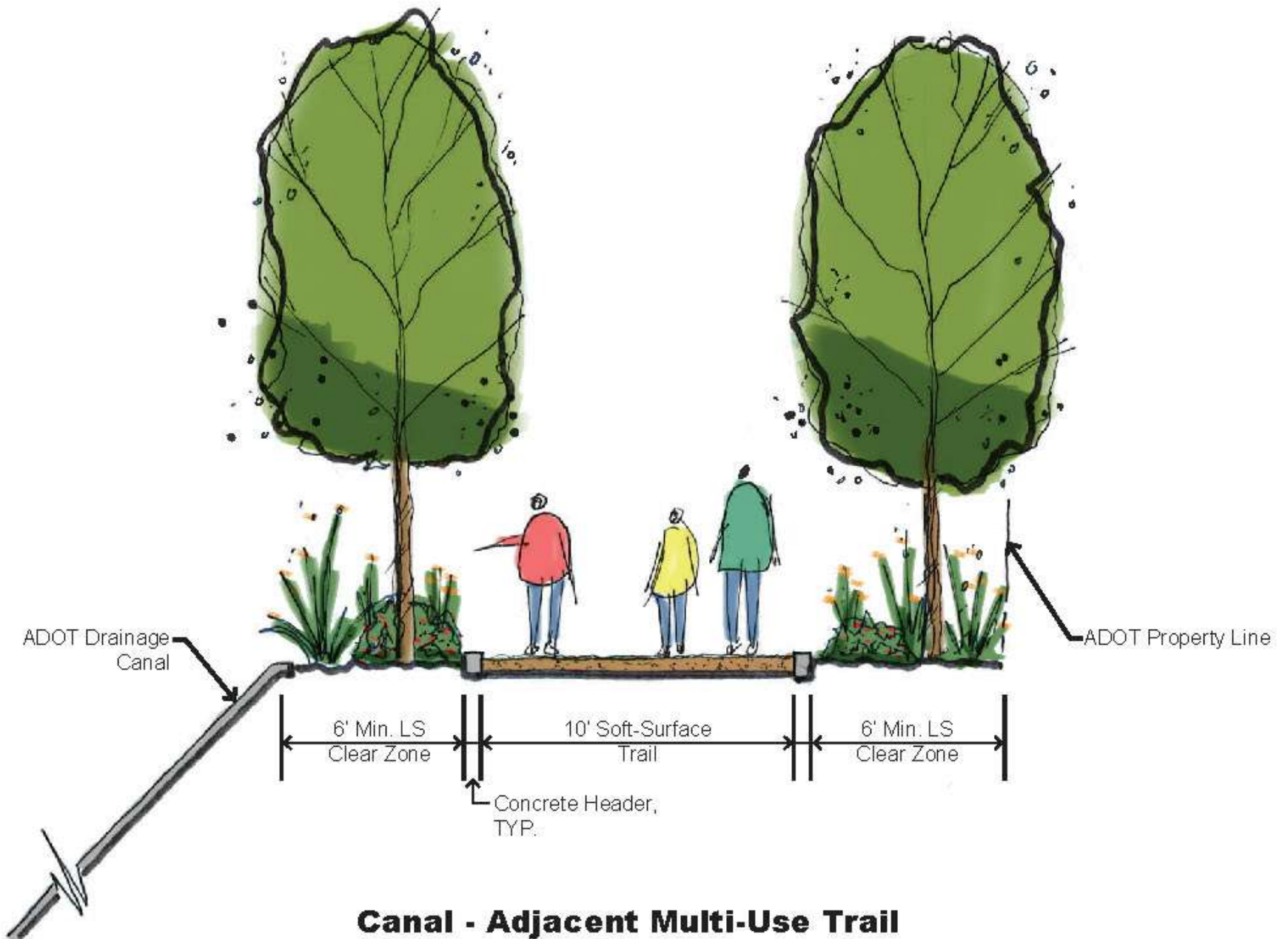
MCC

Fiesta Mall

Southern

Canal Trail

US 60



Canal - Adjacent Multi-Use Trail

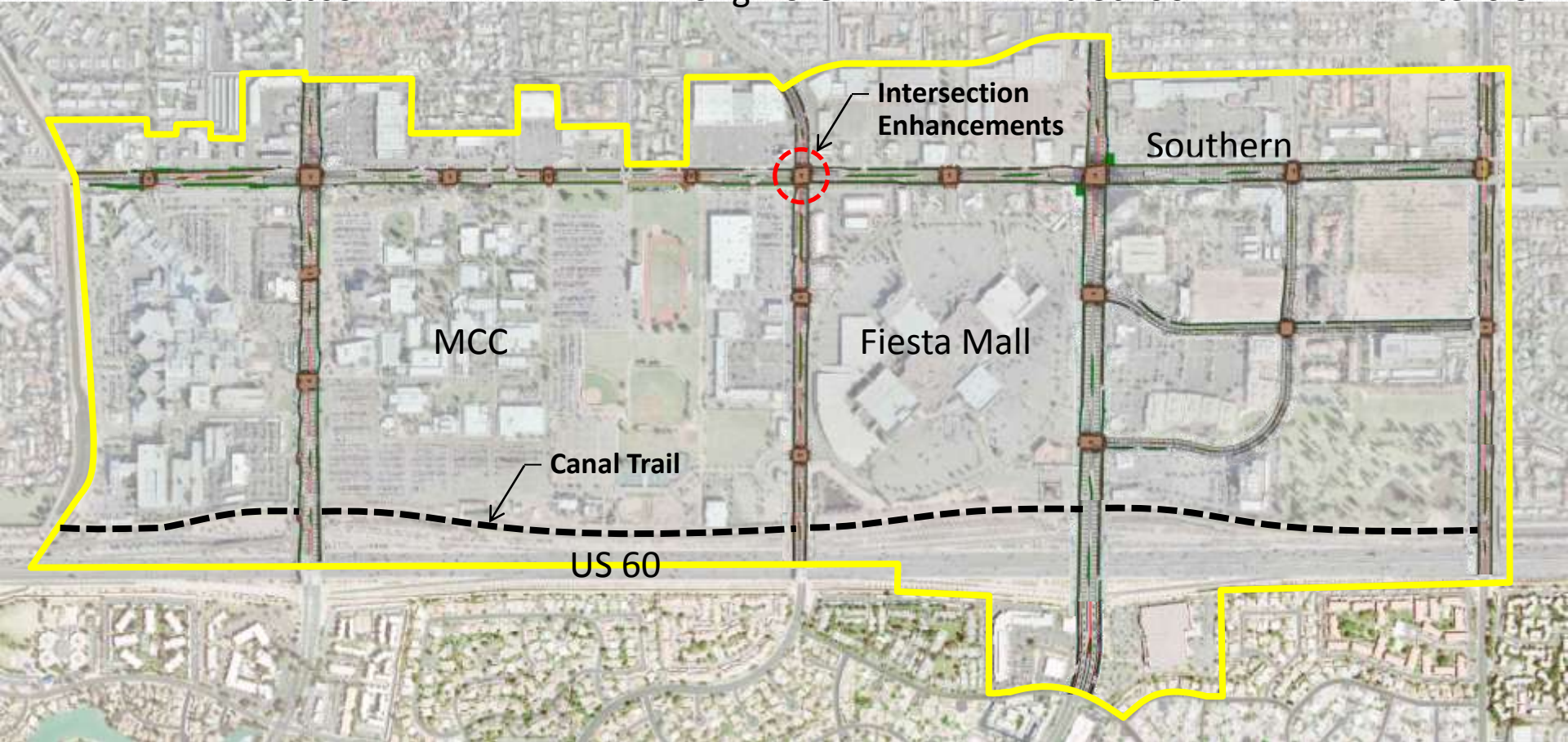
District Identity Elements

Dobson

Longmore

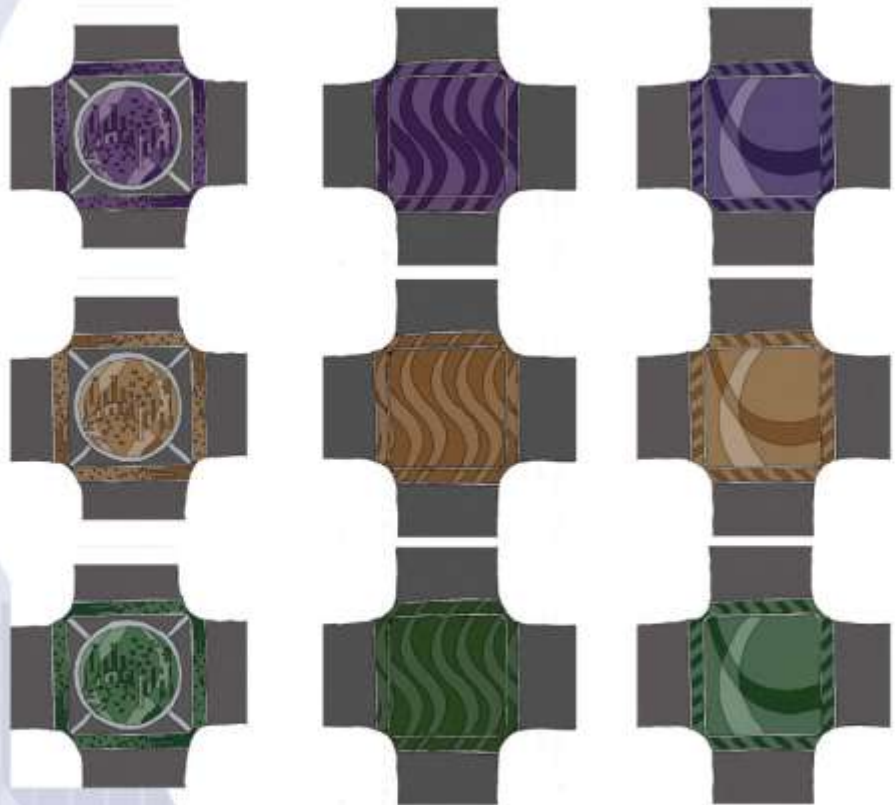
Alma School

Extension



District Intersection Enhancements

Fiesta, a Celebration of People, Water, and Place!



CONCEPT 'A'

CONCEPT 'B'

CONCEPT 'C'

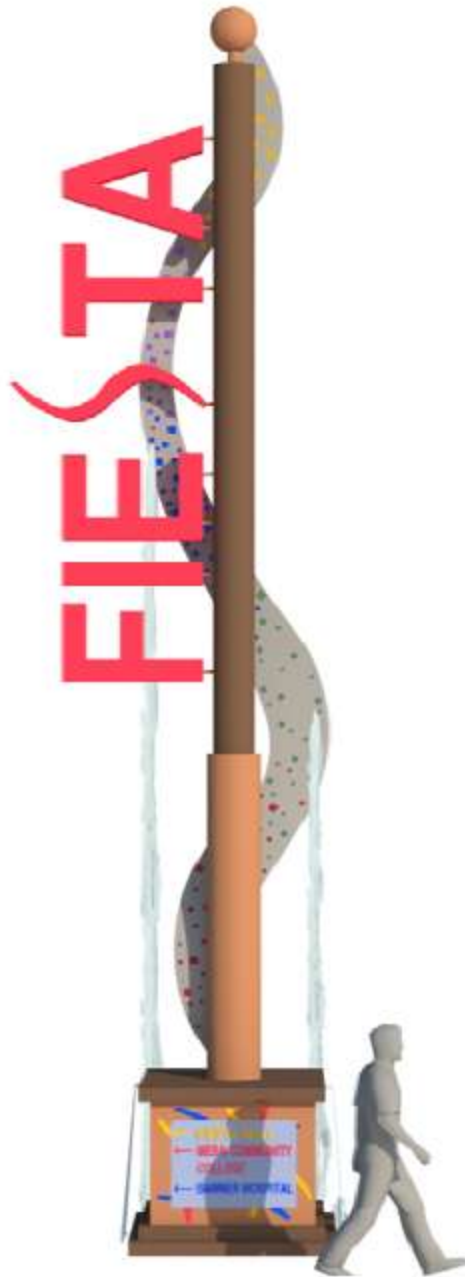


District

Dobson



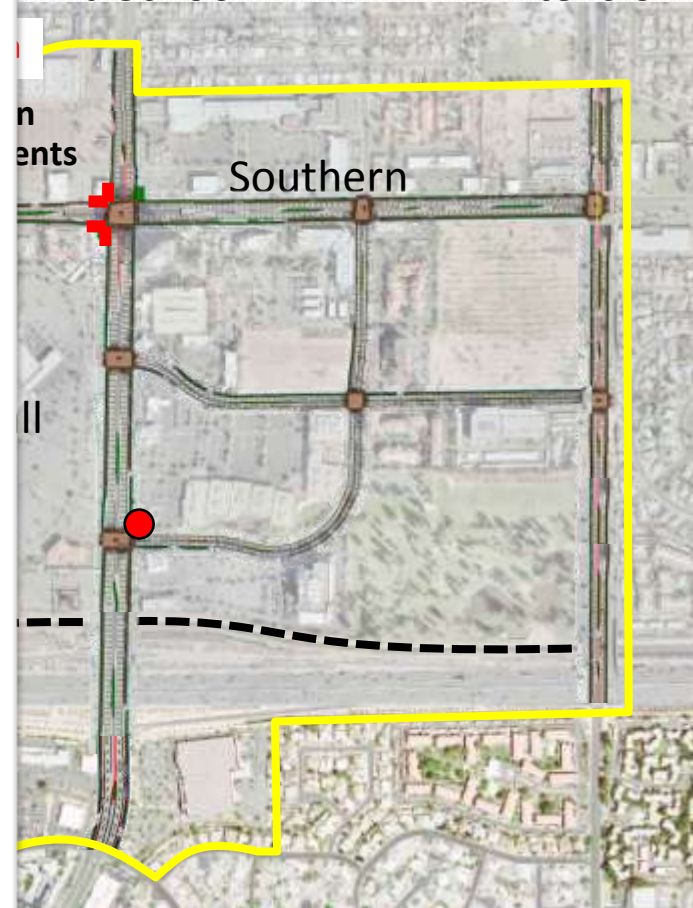
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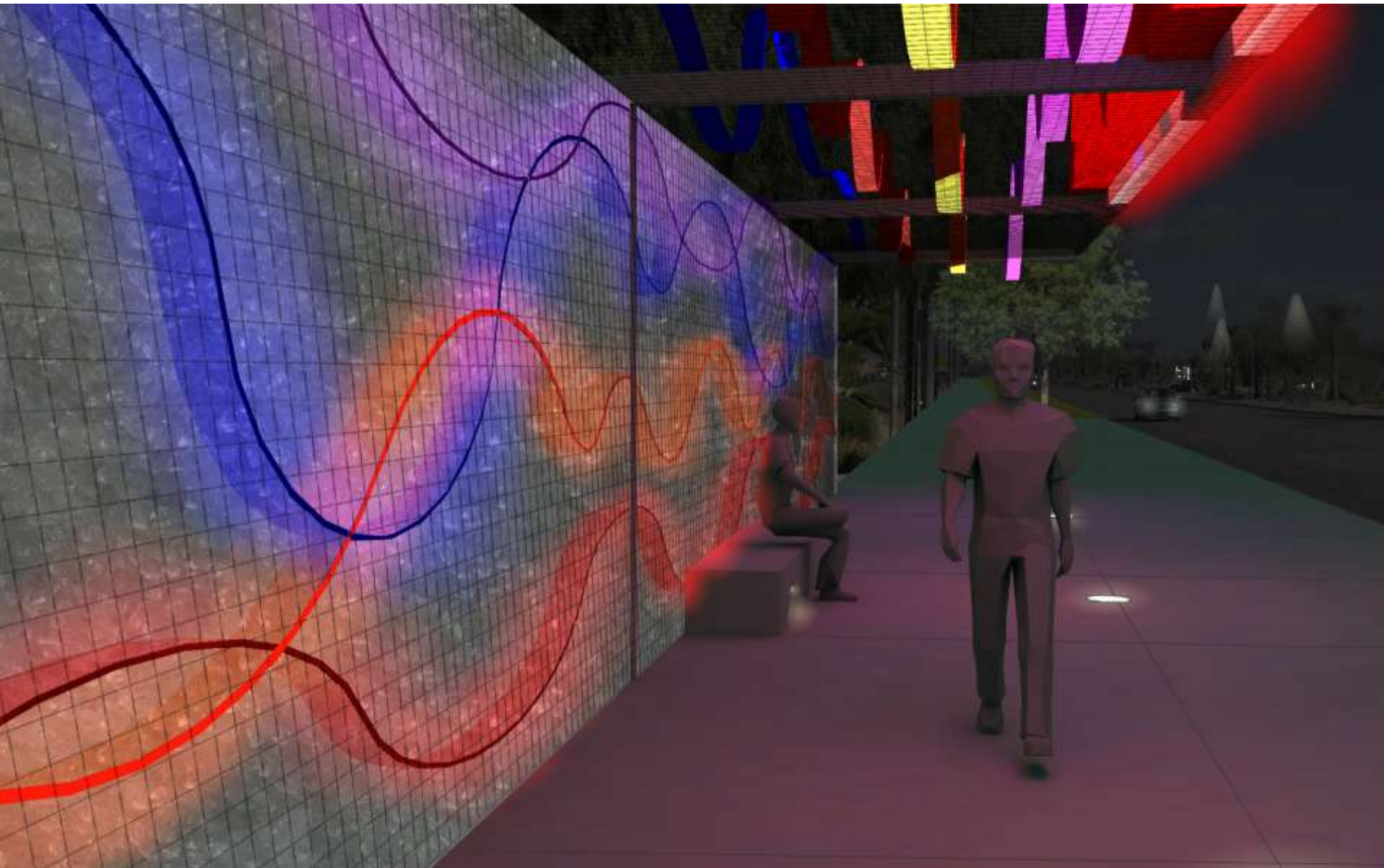
Alma School

Extension



Southern









1640

TONY ROMA'S

FAMOUS FOR RIBS

ANAHEIM INN

Denny's

Placemaking

Creating the “There” There

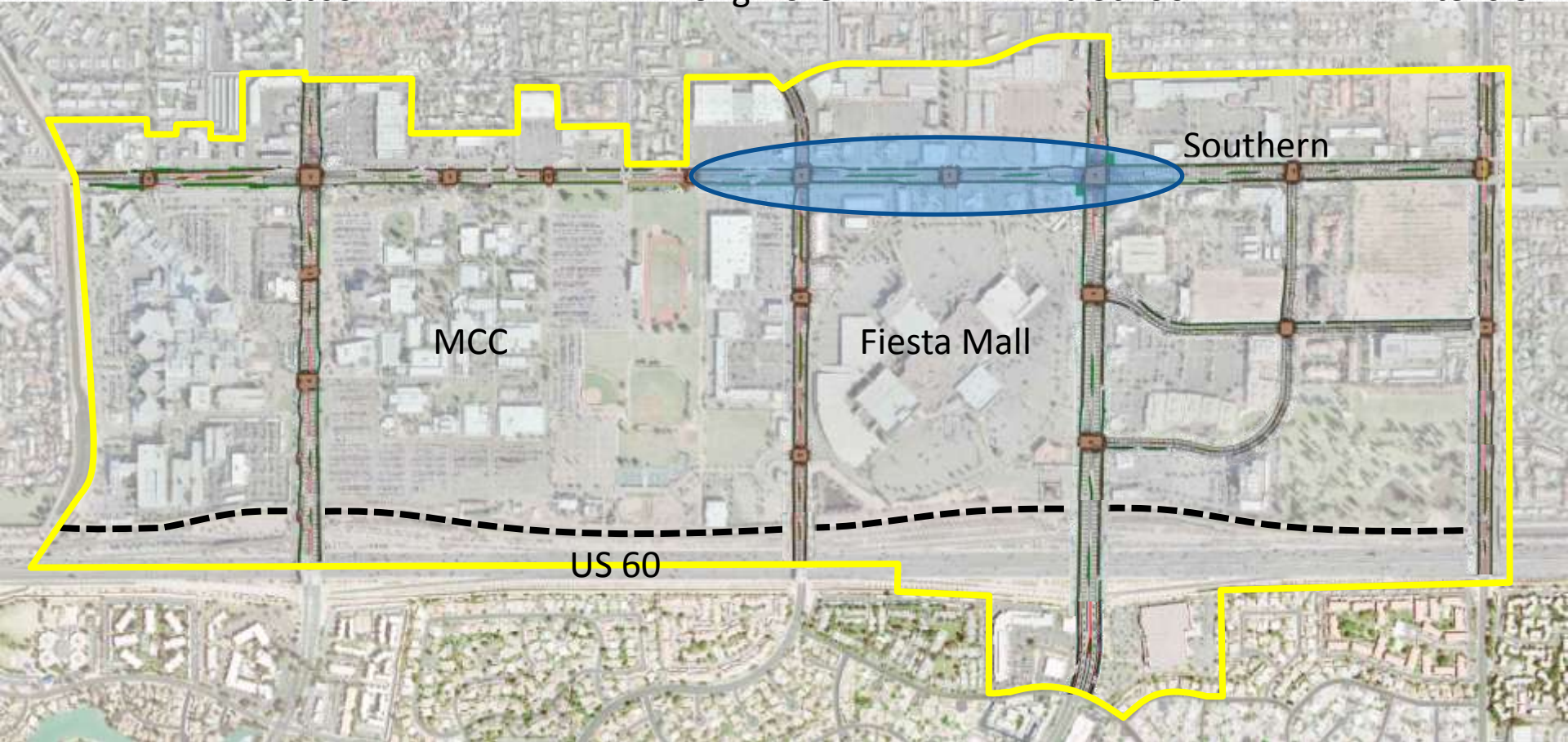
Placemaking Opportunities

Dobson

Longmore

Alma School

Extension



MCC

Fiesta Mall

Southern

US 60

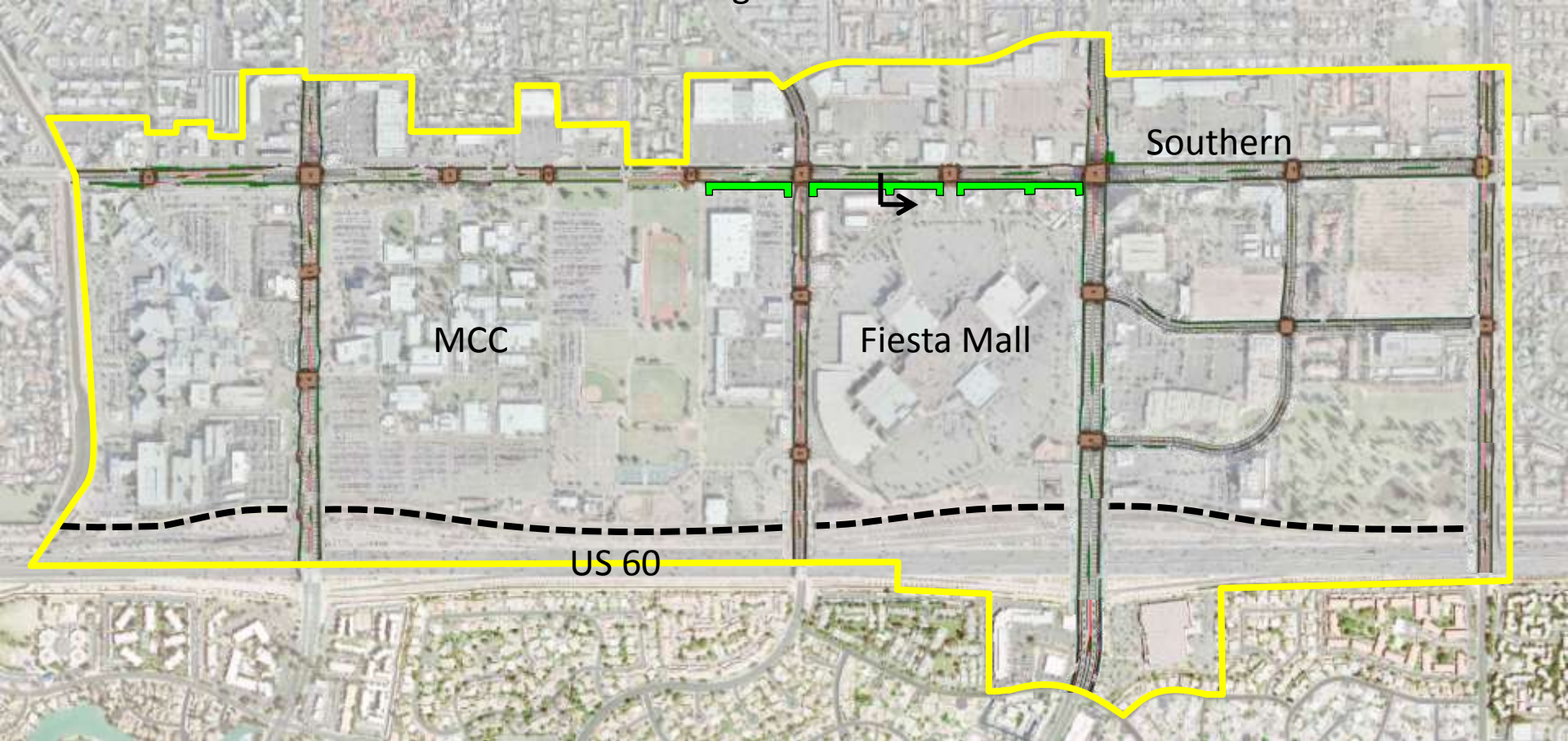
South Paseo

Dobson

Longmore

Alma School

Extension



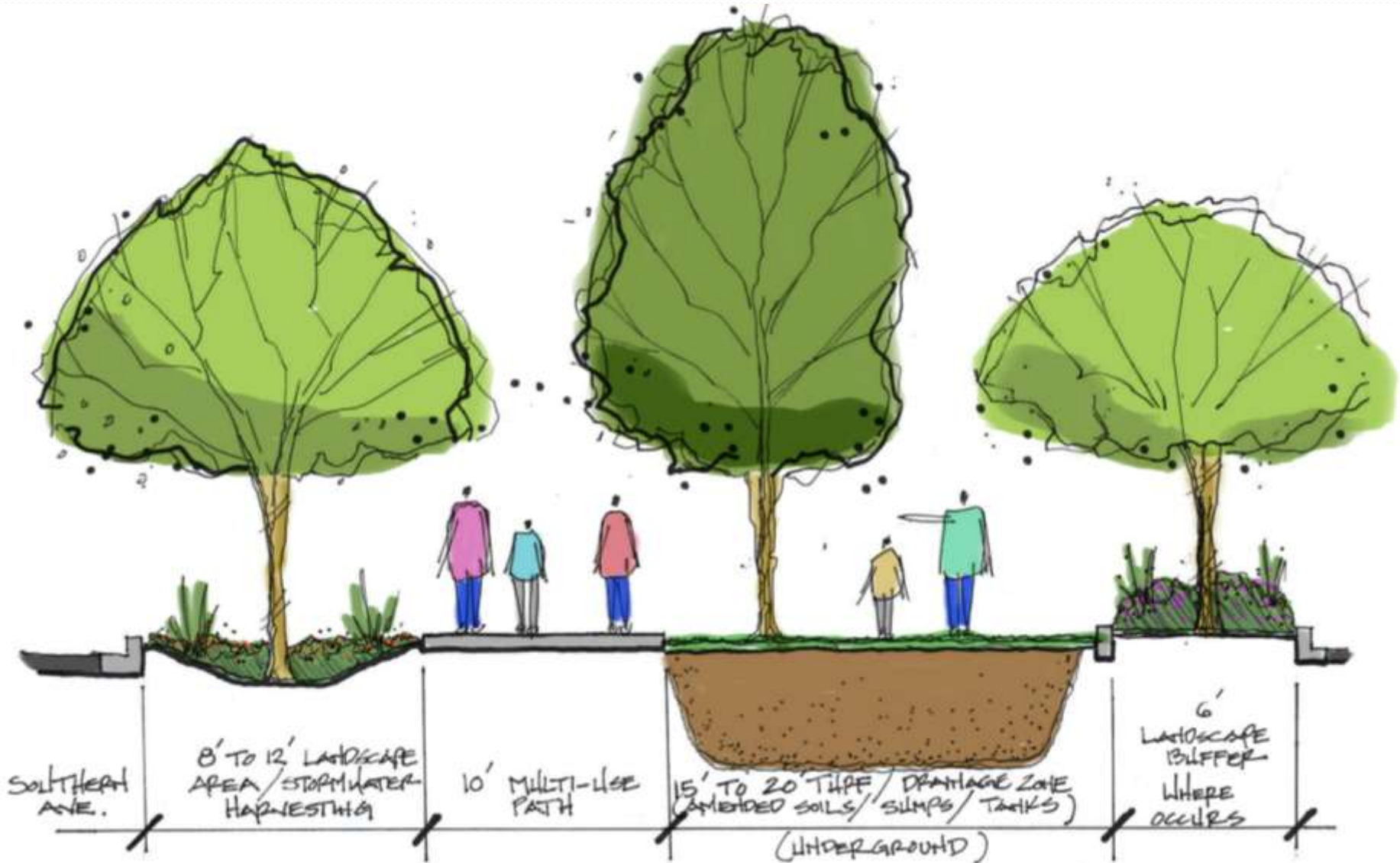
MCC

Fiesta Mall

Southern

US 60

South Paseo Section



South Paseo Rendering

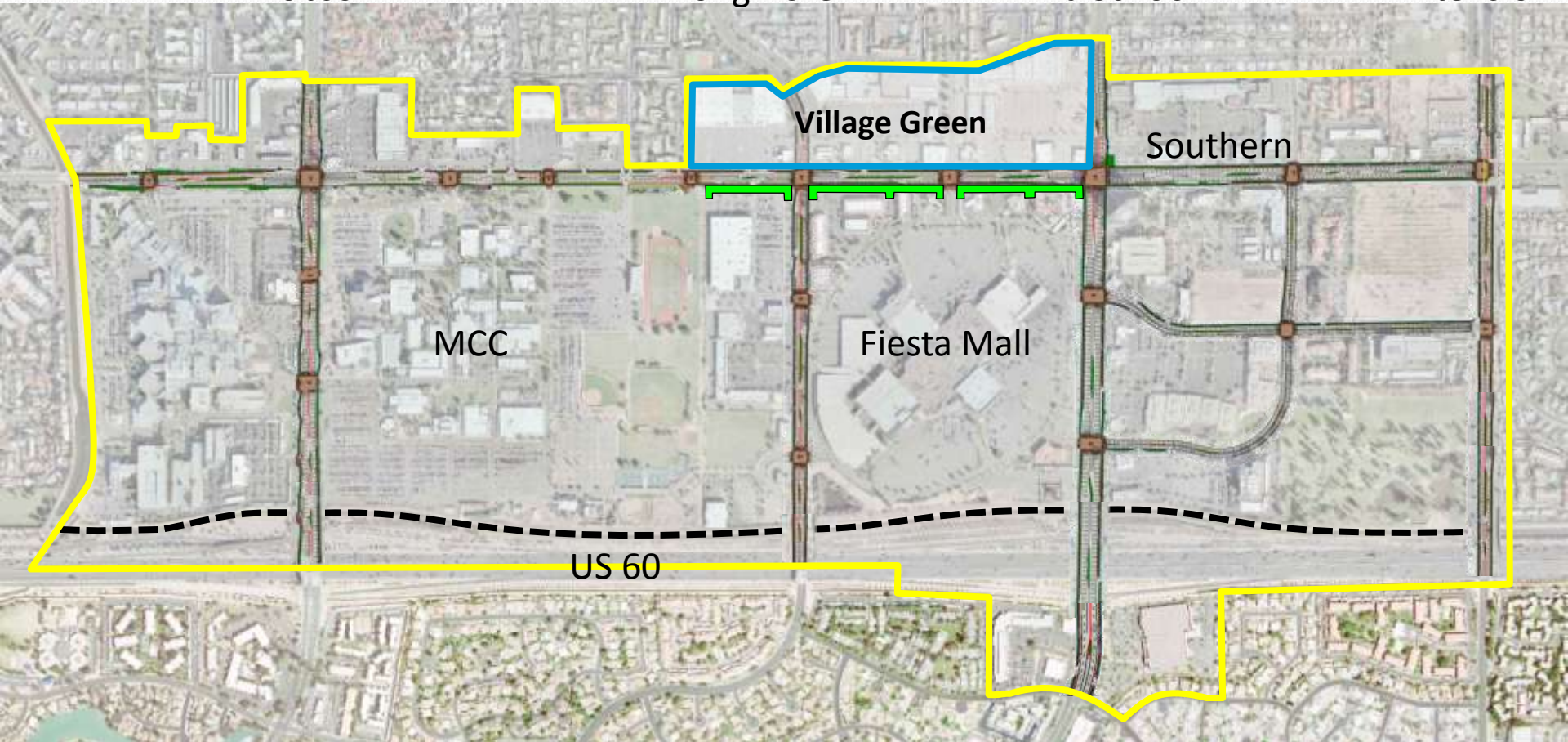


Dobson

Longmore

Alma School

Extension



Village Green

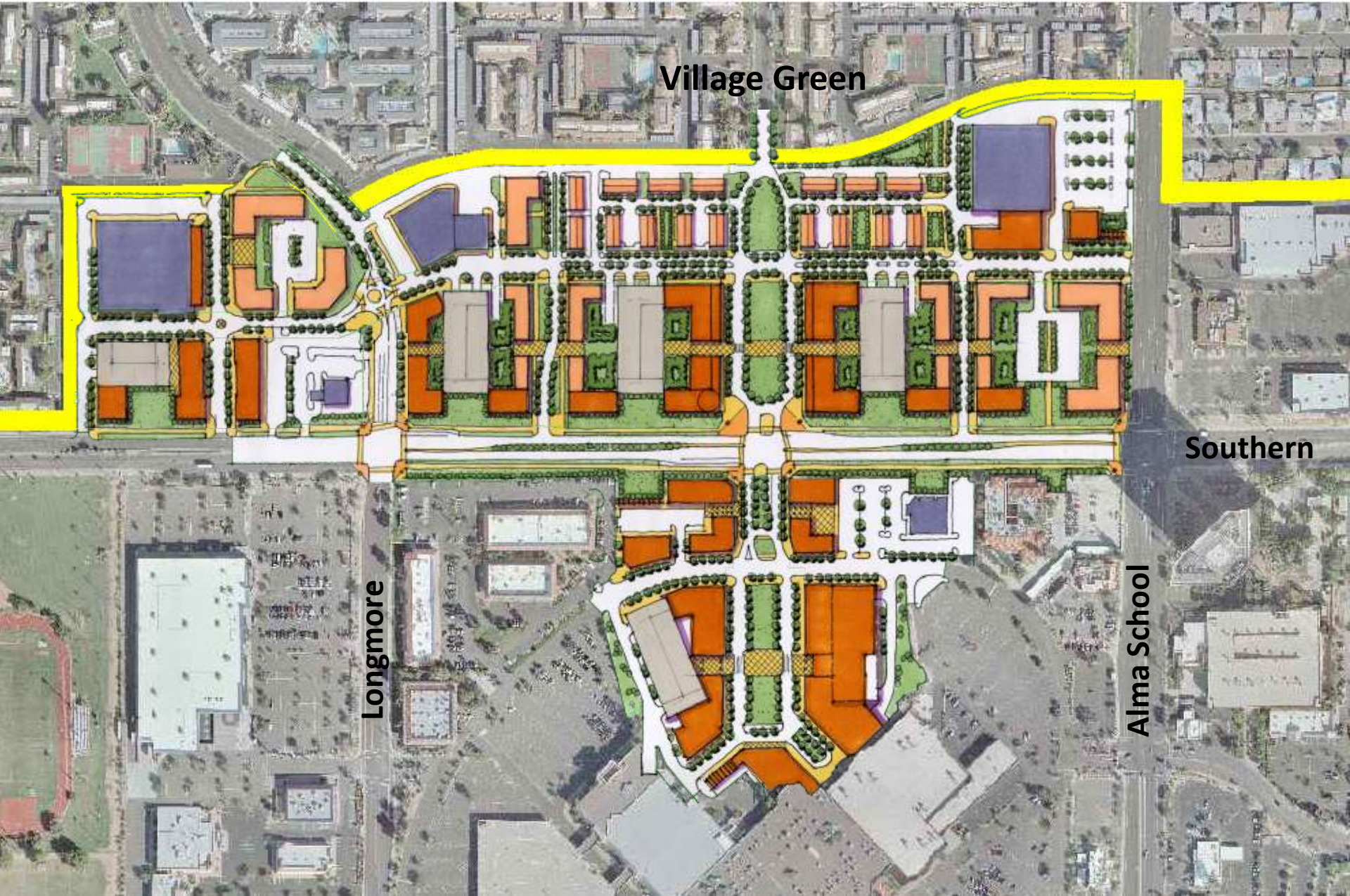
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Fiesta Mall

Southern

US 60

Village Green



Village Green

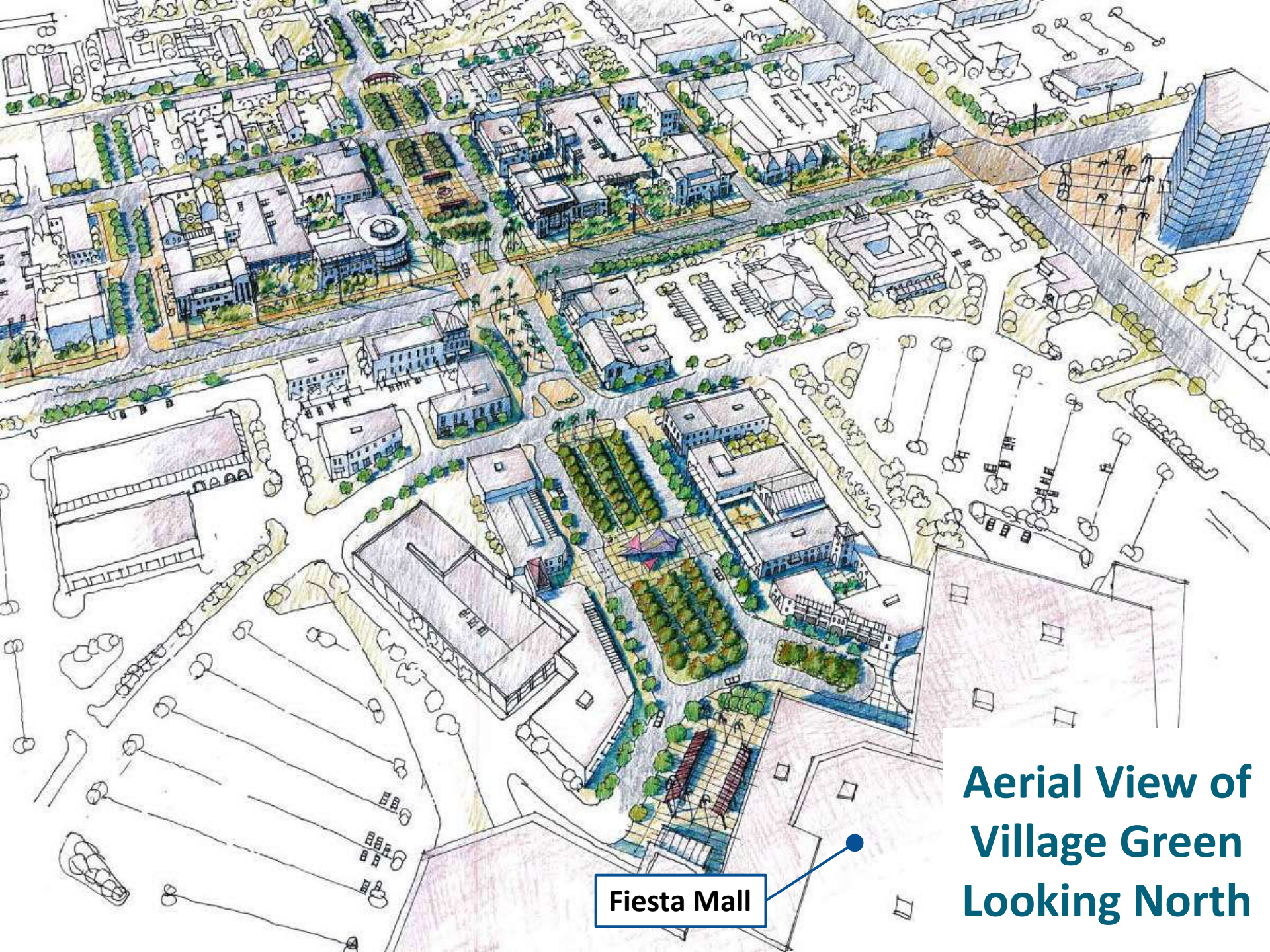
Southern

Longmore

Alma School



**Looking North
from
Southern Ave**



**Aerial View of
Village Green
Looking North**

Fiesta Mall



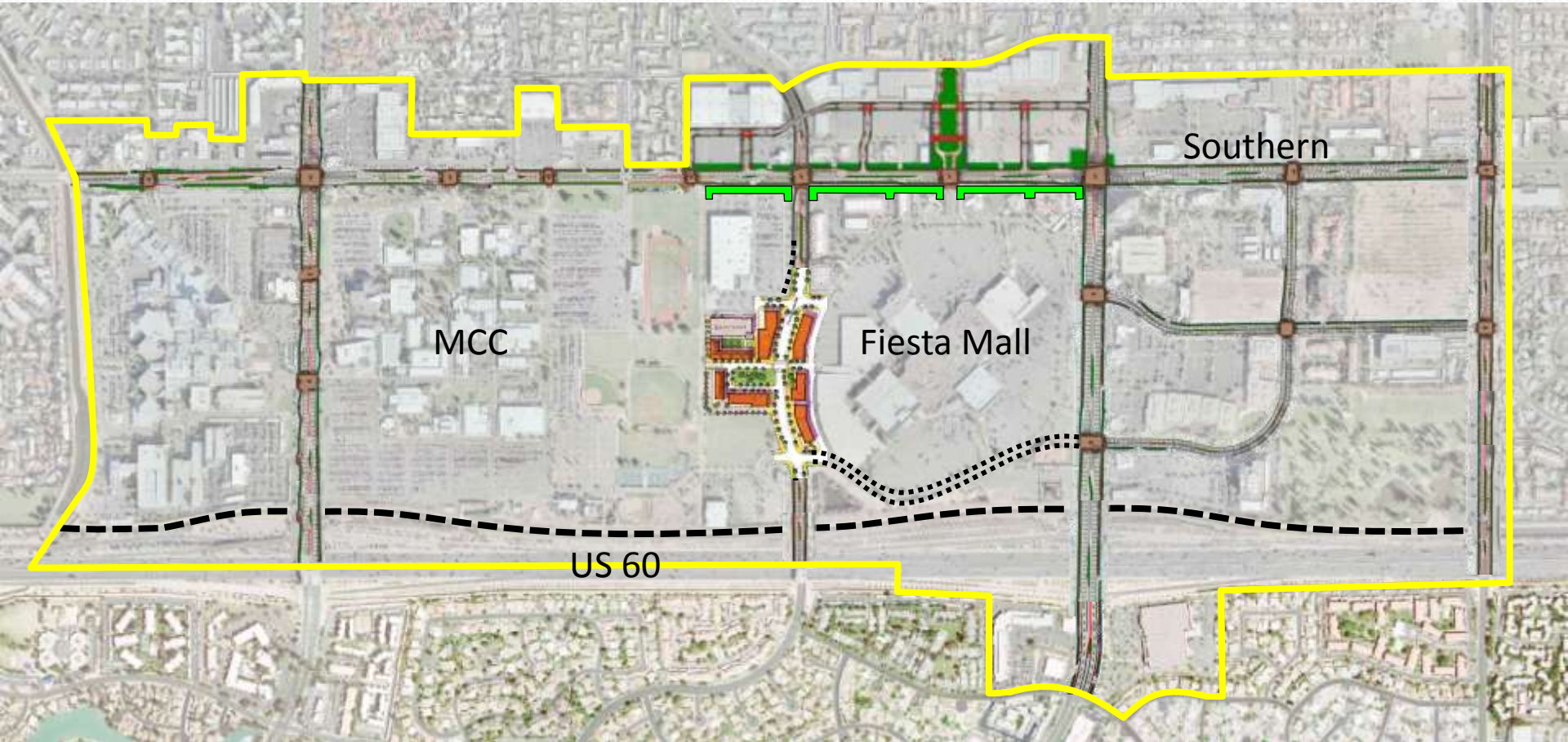


Why South Paseo / Village Green?

- Creates the “place”
- Great open space amenity
- Begins to reduce north-south pedestrian barrier
- Initiates transformation to village/neighborhood retail corridor
- Best chance to ignite development in short/mid-term
- Synergy with Fiesta Mall

Other Development Opportunities

Longmore Bow Alternative



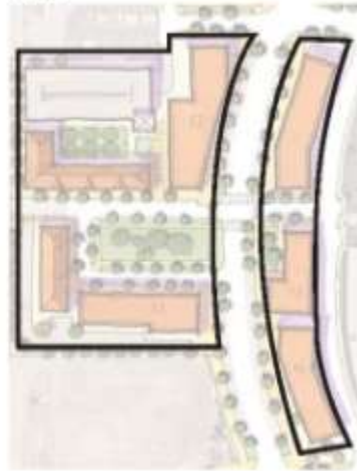
Longmore Bow Alternative

Illustrative Plan

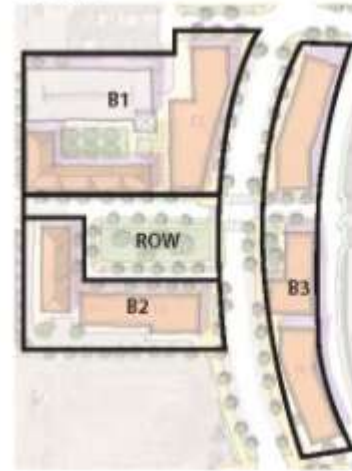


	Acres	Square Feet	Units	Spaces
A Site	10.7	468,000	74	200
B Parcels				
B1	4.0	173,300		
B2	2.2	97,700		
B3	3.1	134,000		
ROW	1.4	63,000		
C Program				
A - Mixed Use		9,300	44	
B - Retail		22,600		
C - Mixed Use		14,260	30	
D - Retail		20,200		
E - Retail		24,400		
F - Retail		15,150		
G - Retail		18,425		
Total		124,435	74	
structure pkg				200
Total				200

A. Site



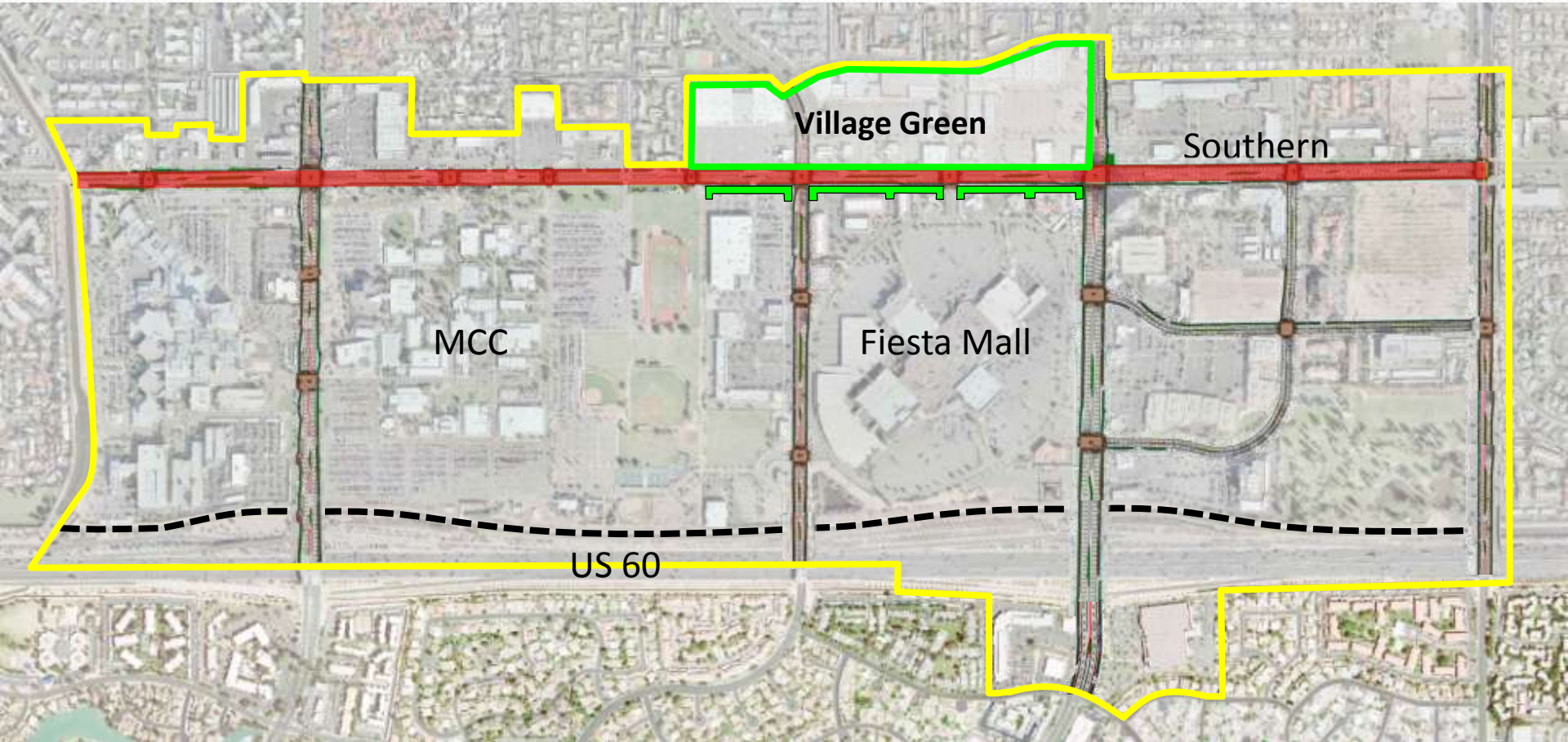
B. Parcels



C. Program



Southern Avenue – The Fiesta District Artery

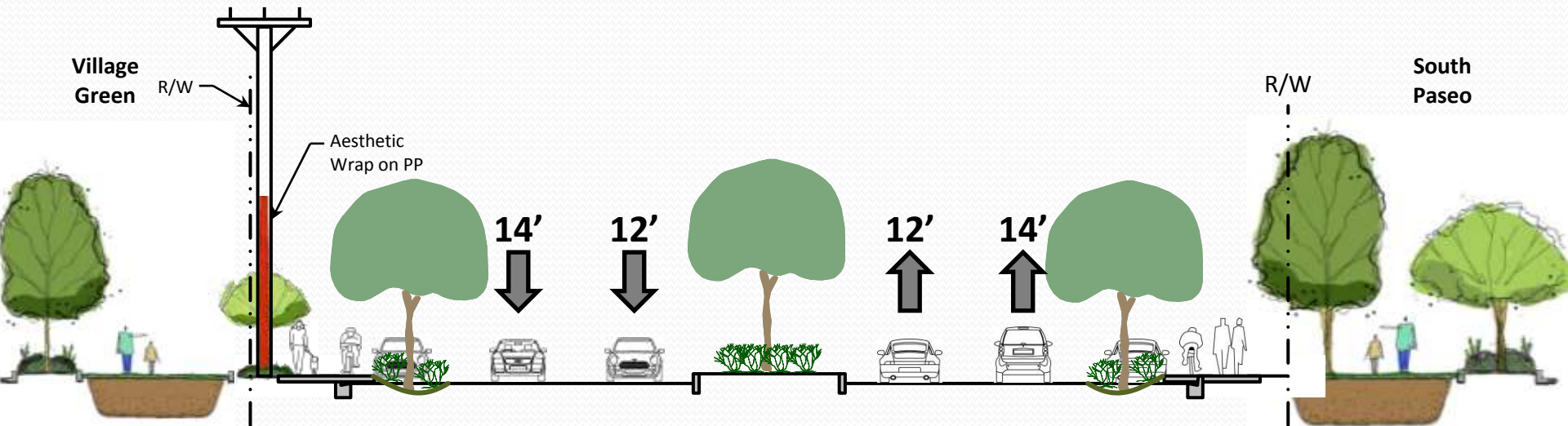


Southern from Tempe Canal to Alma School

Existing Conditions

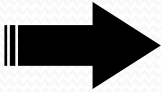


Southern Cross Section Dobson to Alma School (looking East)



Southern Roadway Diet

What will it do?

- ❖ Enhance Pedestrian Experience
- ❖ Barrier  Connector
- ❖ Begin the Transformation

Southern Avenue Perspective



Looking West from Longmore

Street “After”



Parkway “After”



Traffic Analysis

Level of Service Descriptions

Highway traffic congestion is expressed in terms of Level of Service (LOS) as defined by the Highway Capacity Manual (HCM). LOS is a letter code ranging from "A" for excellent conditions to "F" for failure conditions. The conditions defining the LOS for roadways are summarized as follows:

LOS A

- Free-flow (FF) operation



LOS B

- Reasonably free-flow
- Ability to maneuver is only slightly restricted
- Effects of minor incidents still easily absorbed



LOS C

- Speeds at or near FF
- Freedom to maneuver is noticeably restricted
- Queues may form



LOS D

- Speeds decline slightly with increasing flows
- Density increases more quickly
- Freedom to maneuver is more noticeably limited
- Minor incidents create queuing



LOS E

- Operation near or at capacity
- No usable gaps in the traffic stream
- Operations extremely volatile
- Any disruption causes queuing



LOS F

- Breakdown in flow
- Queues form behind breakdown points
- Demand is greater than capacity



Traffic LOS Definition

- *Measure of intersection traffic condition*



LOS "A"



LOS "C"



LOS "D"



LOS "F"

Southern Ave Travel Lanes

Dobson Rd

Country Club Dr

5 LANES

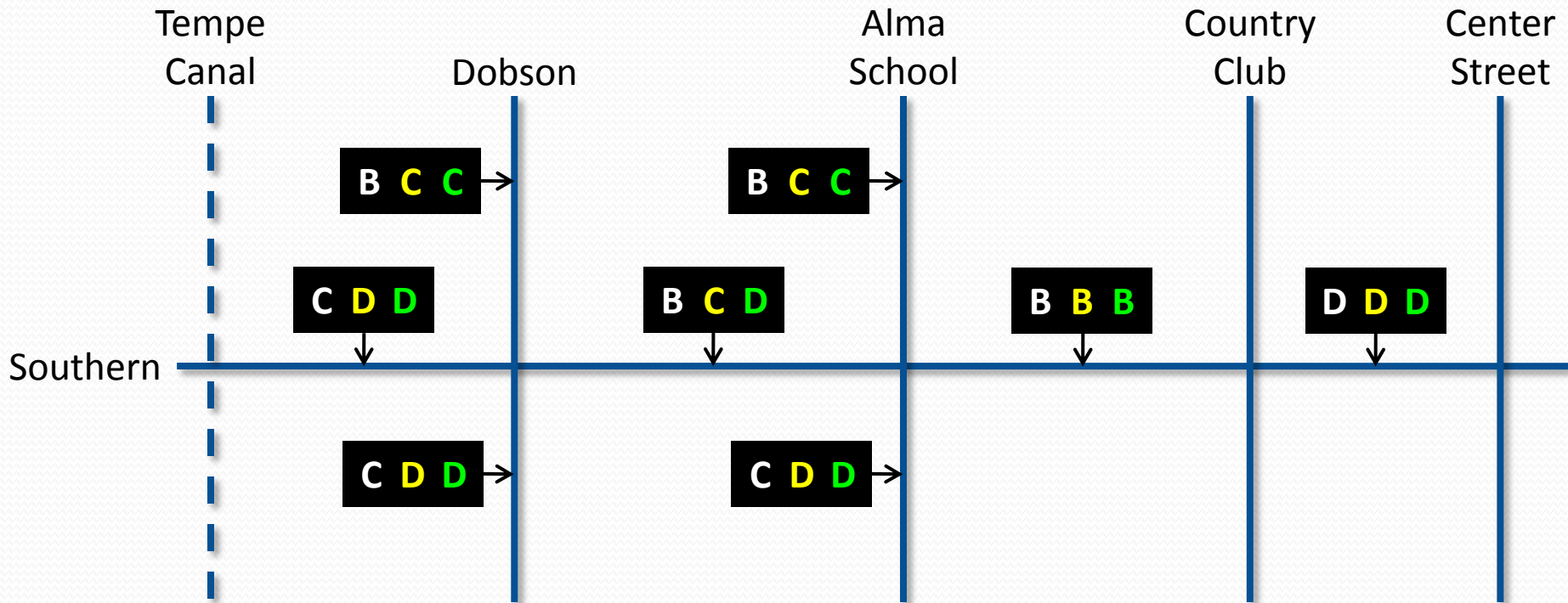
(3 WEST, 2 EAST)

6 LANES

4 LANES



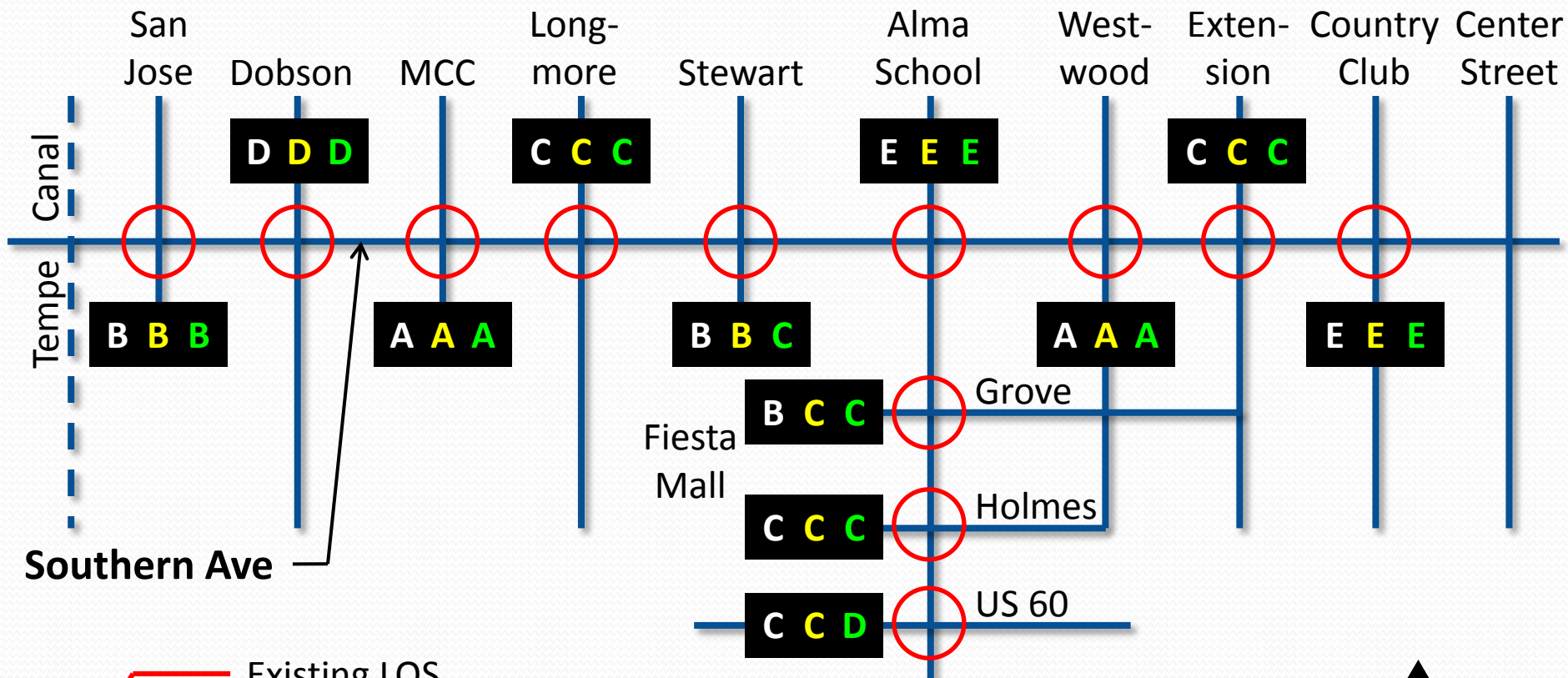
Mid-Block Levels of Service (LOS)



- Existing LOS
- 2030 LOS (6 lane Dobson to Alma School)
- 2030 LOS (4 lane Dobson to Alma School)



Intersection Levels of Service (LOS)



- Existing LOS
- 2030 LOS (6 lane Dobson to Alma School)
- 2030 LOS (4 lane Dobson to Alma School)



Historical Data

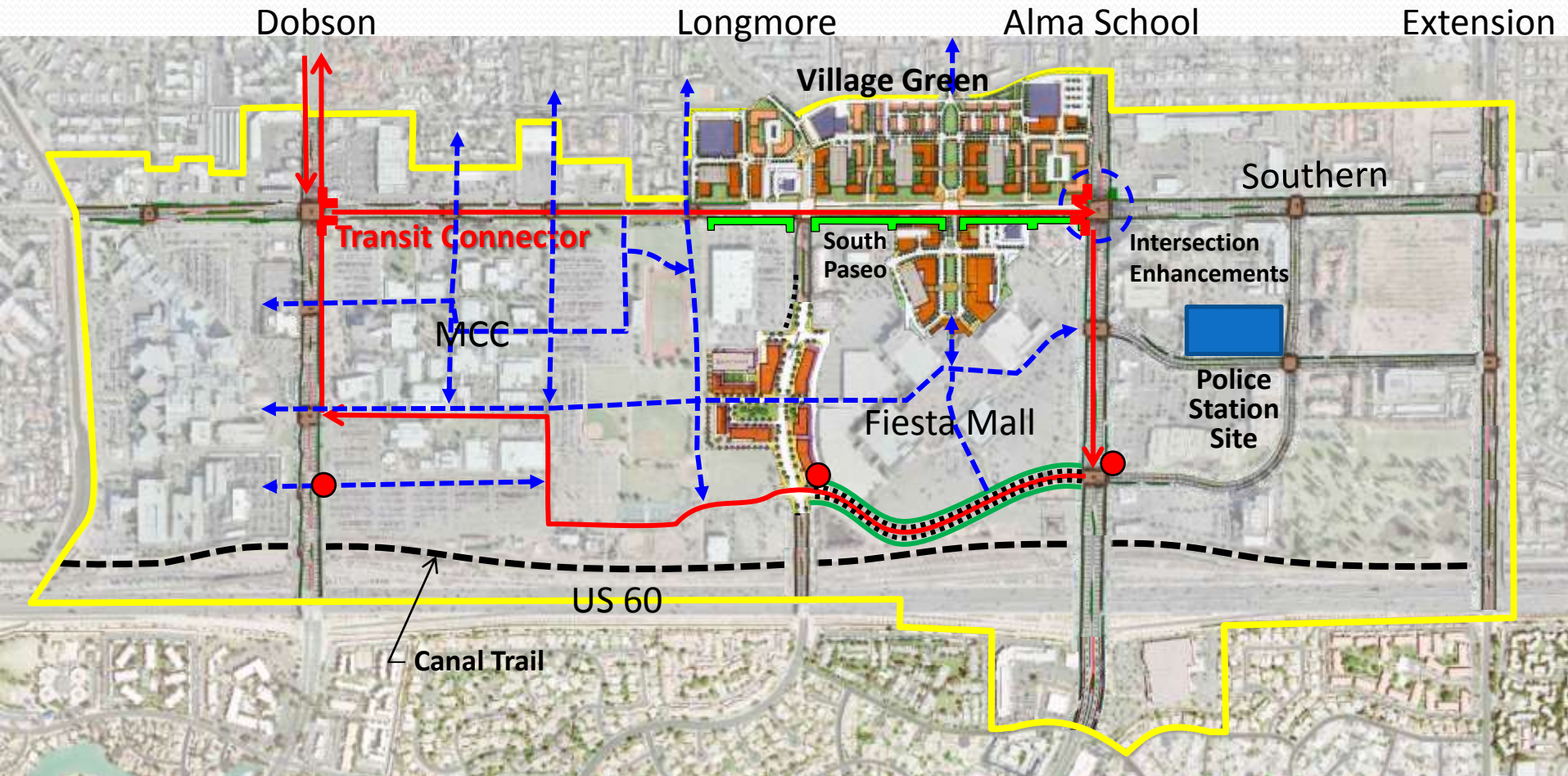
Southern – Dobson to Alma School

	Lanes	ADT	Volume/ Lane	Difference from Peak
1987 Peak	6	47,800	7,967	--
2008/09 Counts	6	34,700	5,783	-27.4%
2030 w/ 6 Lanes	6	38,597	6,433	-19.3%
2030 w/ 4 Lanes	4	30,031	7,508	-5.8%

Traffic Study Results Summary

- ❖ Southern Avenue traffic volumes have decreased nearly 30% since their peak in the late 1980's.
- ❖ Transition of Southern from 6 to 4 lanes will not significantly degrade existing traffic Levels of Service along the corridor.
- ❖ Existing “pass through” traffic will generally seek other routes.
- ❖ Into the future (2030), congestion will be similar to the historical peak condition with less overall traffic volume.

The Fiesta District Puzzle



● Gateway Monumentation

Project Implementation

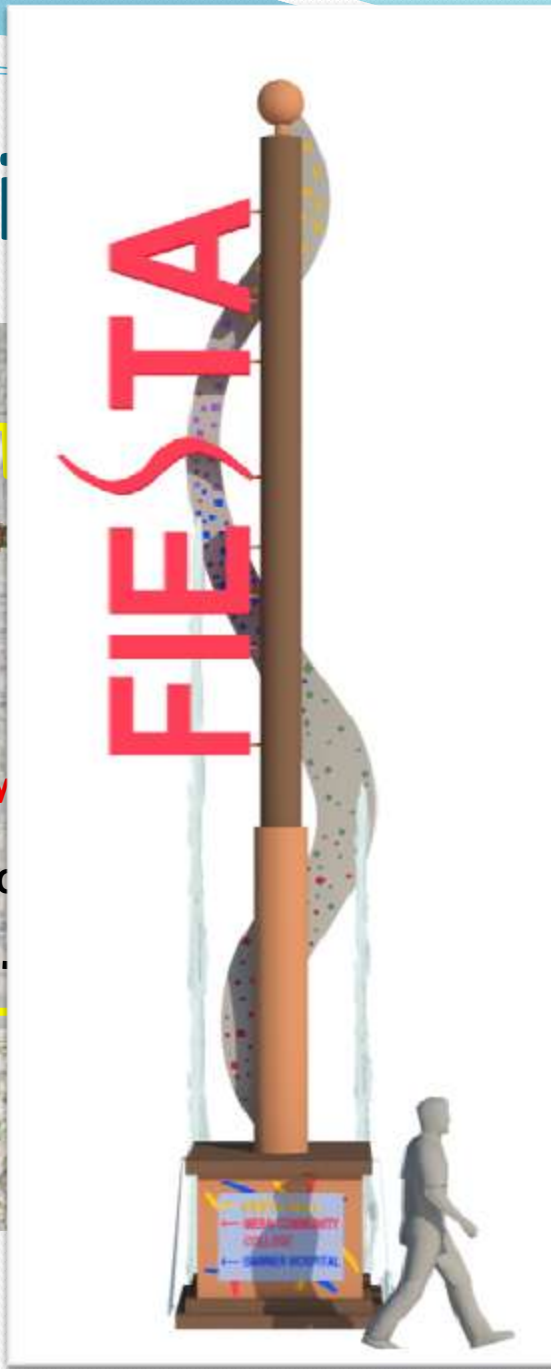
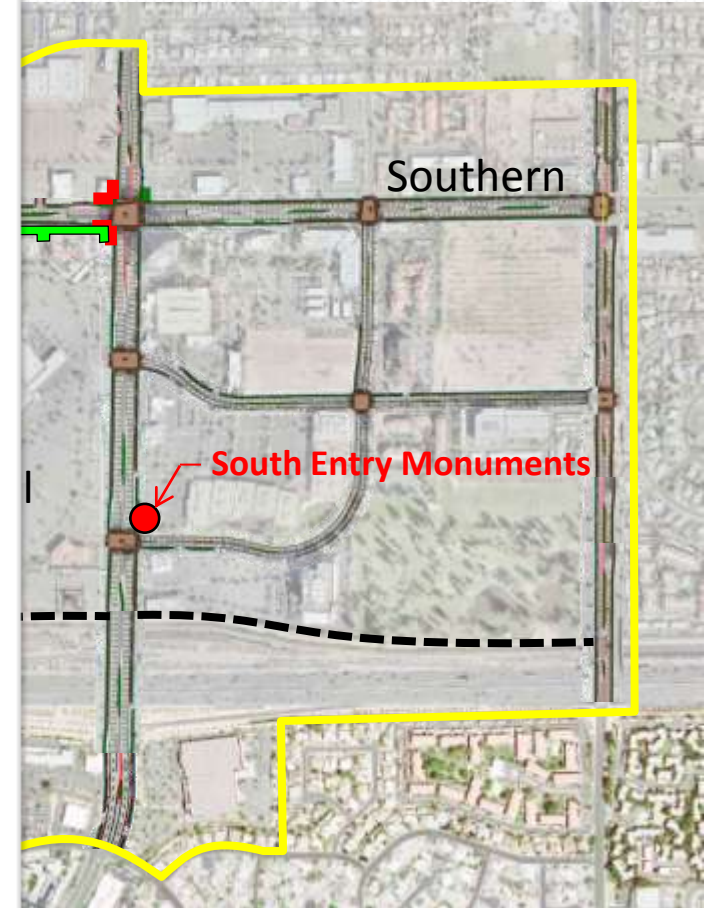
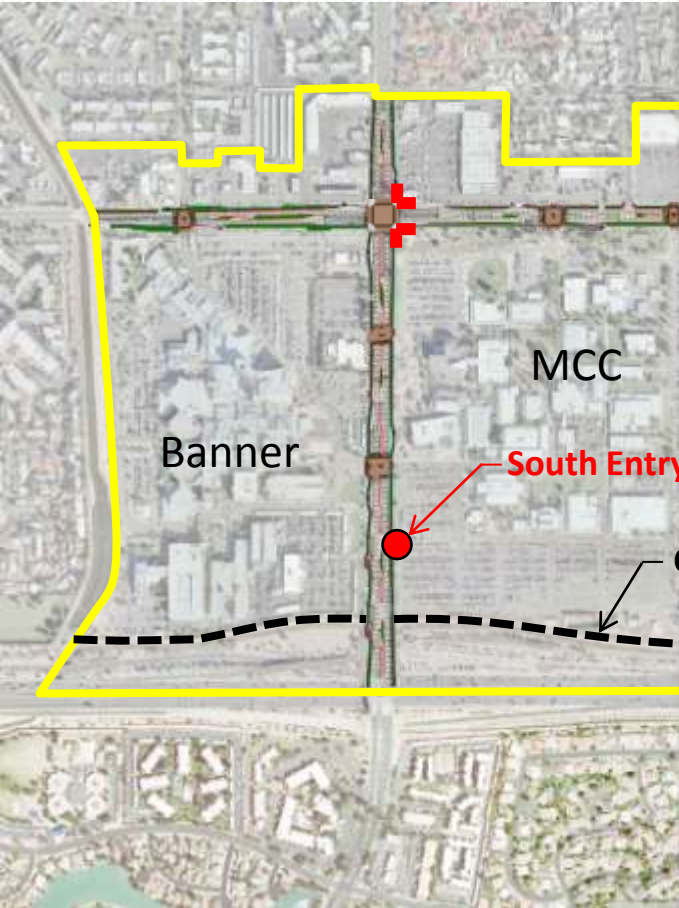
Project

ect

Dobson

Alma School

Extension



Priority Project

Dobson

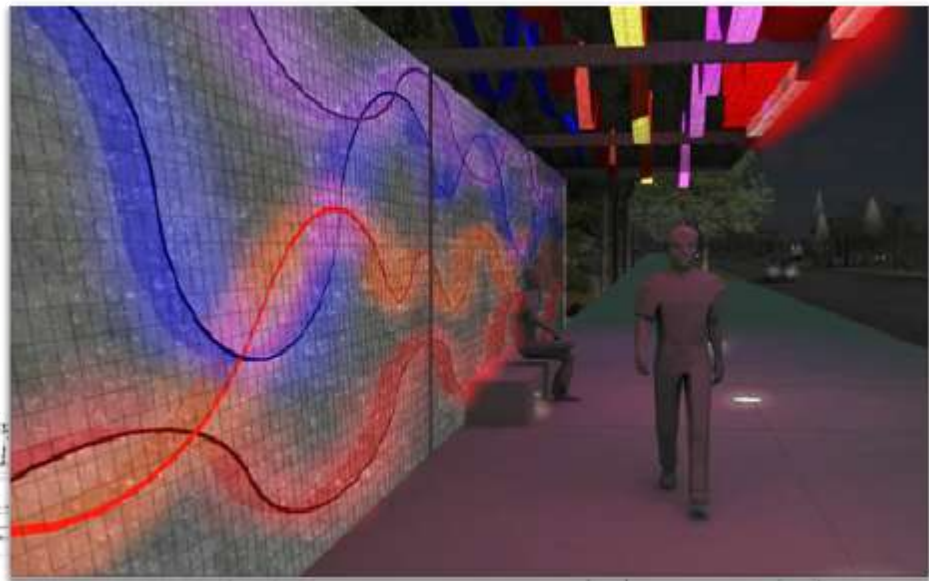
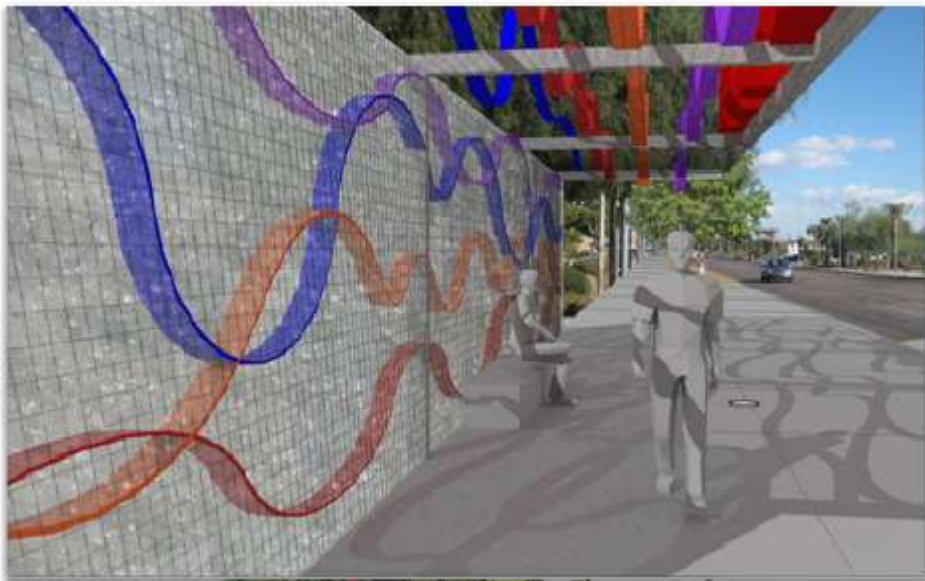
Longmore

Alma School



West Entry Monumentation

East Entry Monumentation

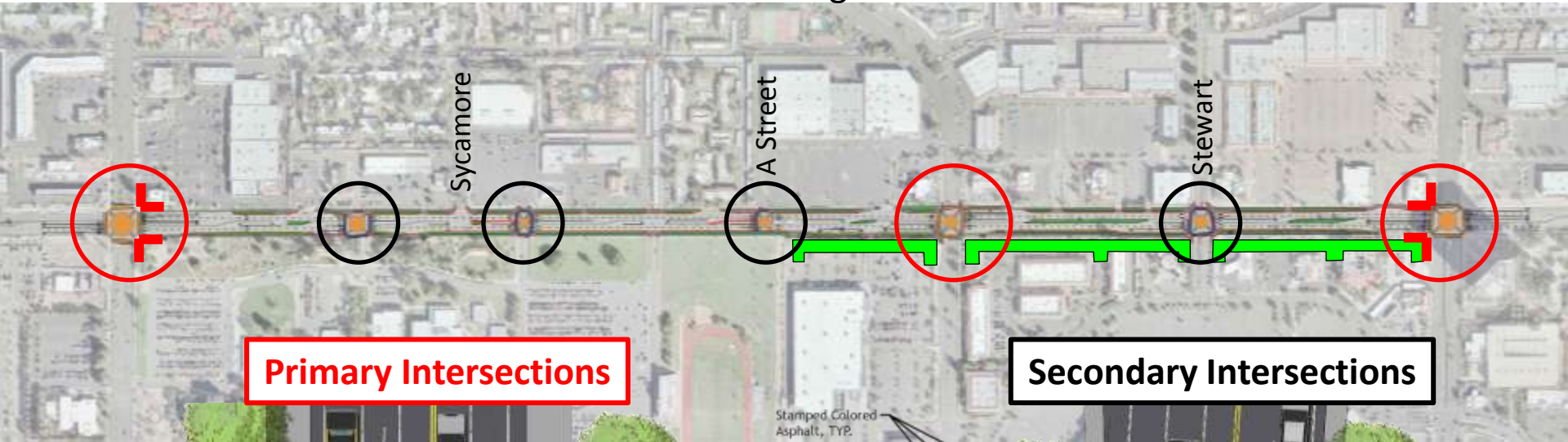


Priority Project

Dobson

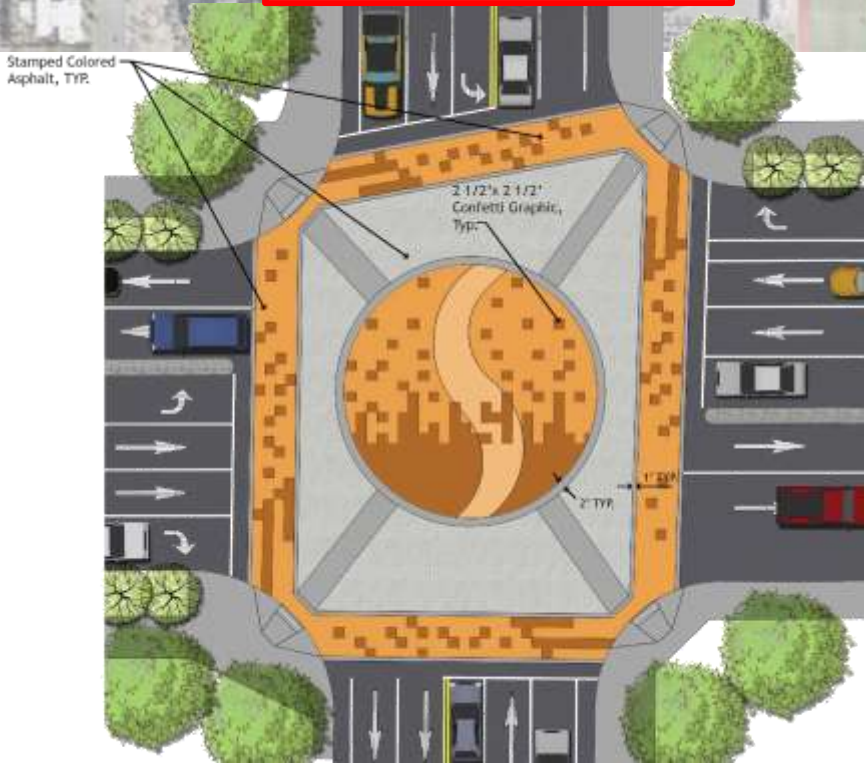
Longmore

Alma School



Primary Intersections

Secondary Intersections



Fixtures & Furnishings



Southern Avenue “After”



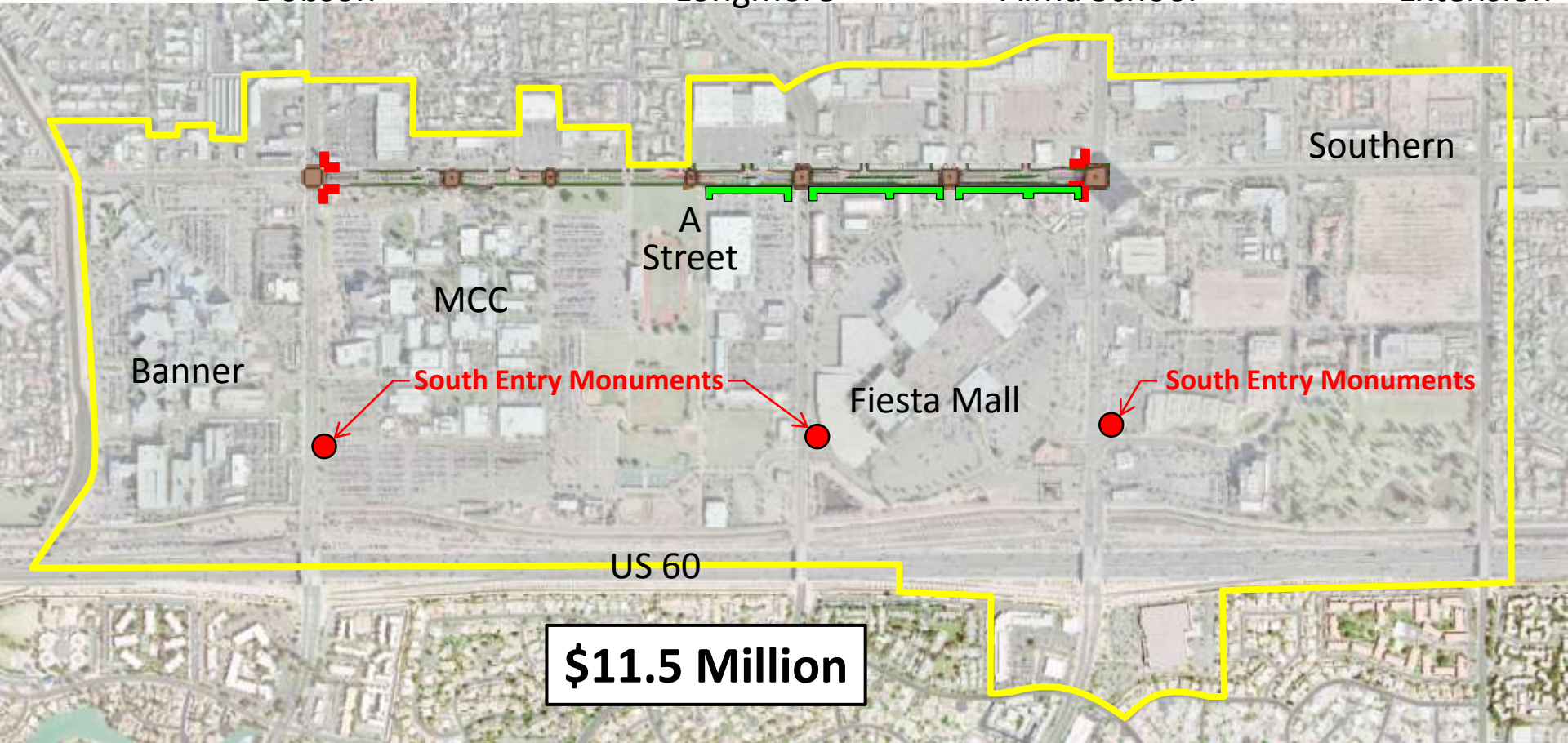
Priority Project Cost

Dobson

Longmore

Alma School

Extension



Next Steps:

- Design Development 3 months
- Construction Plans for Priority Project 9 months
- Construction of Priority Project 12 months±



Thank You

