



Downtown Mesa Vision



Downtown Vision Ad-Hoc Task Force Recommendations
City Council Study Session Presentation

August 27, 2015

Task Force



- Chair Jo Wilson, Benedictine University
- Debby Elliott, Native Mesa resident, Arts and Culture advocate
- Charles Huellmantel, Encore on First Avenue residential developer
- Lorenzo Perez, Venue Projects
- Steve Chucuri, Native Mesa resident, AZ Restaurant Association, Maricopa County Supervisor
- Marco Meraz, Native Mesa resident, Republica Empanada
- Rich Marchant, Crescent Crown Distributing

Mission



With light rail as a new driver:

- Collaborate with key downtown partners and agencies.
- Review and consider existing plans and strategies.
- Consider Downtown Mesa's future opportunities, untapped urban growth sectors, barriers to success, and its existing and future market potential.

Recommend a shared vision and broad goals to set a clear intention and direction for downtown.

Collaborative Process



October 2014-June 2015

- 13 Task Force meetings (stakeholder presentations)
- Community Outreach
 - Traditional and Non-traditional audiences
 - 12 small-group meetings; 1 general public meeting

Shared Vision



- Downtown Mesa is an innovative, art-centered, quality-focused, eclectic blend of old and new.
- Downtown Mesa is alive with options day and night, is connected to local and regional residents and visitors, and offers a variety of active and safe gathering spaces.
- Downtown Mesa is a location of choice to live, work and relax.

Key Priorities

(Next 5 Years)



- Light Rail
- Partnerships
- Market-Rate Housing
- Arts
- Restaurants and Nightlife
- Entertainment and Events
- Safety and Security
- Form-Based Code
- Public Infrastructure
- Heritage
- Promotions
- Parking and Way Finding

Light Rail and Partnerships



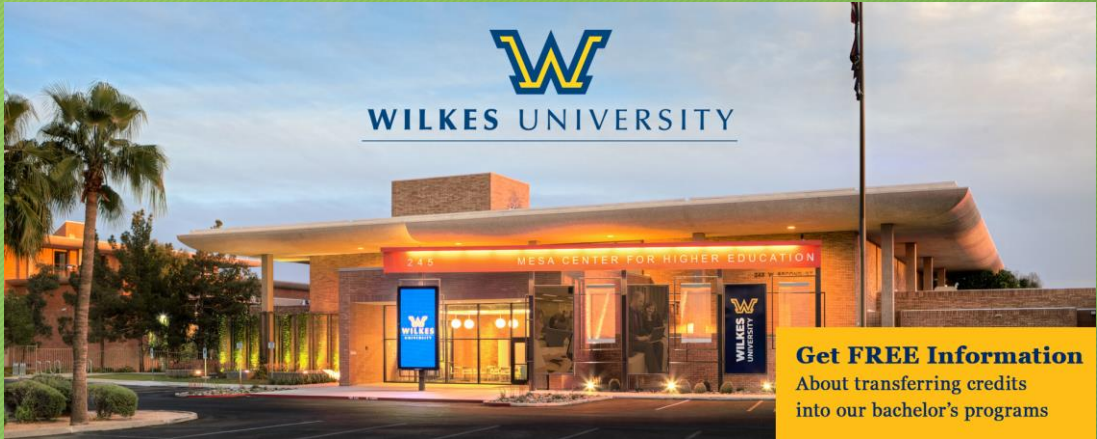






R.A.I.L. Mesa
Residential. Arts. Innovation. Livability.





Market-Rate Housing













Arts



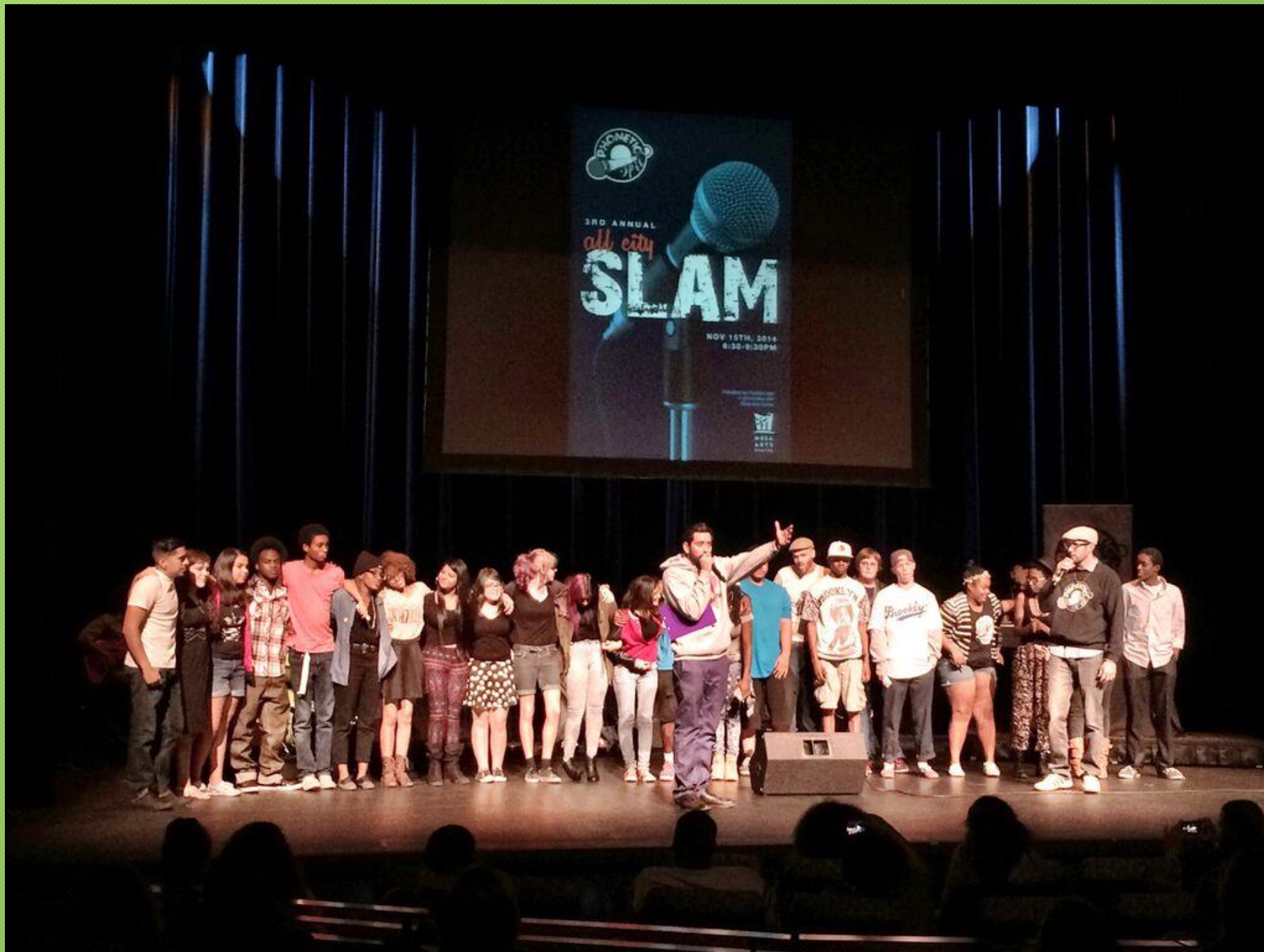



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Restaurants and Nightlife















Entertainment and Events














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Safety and Security







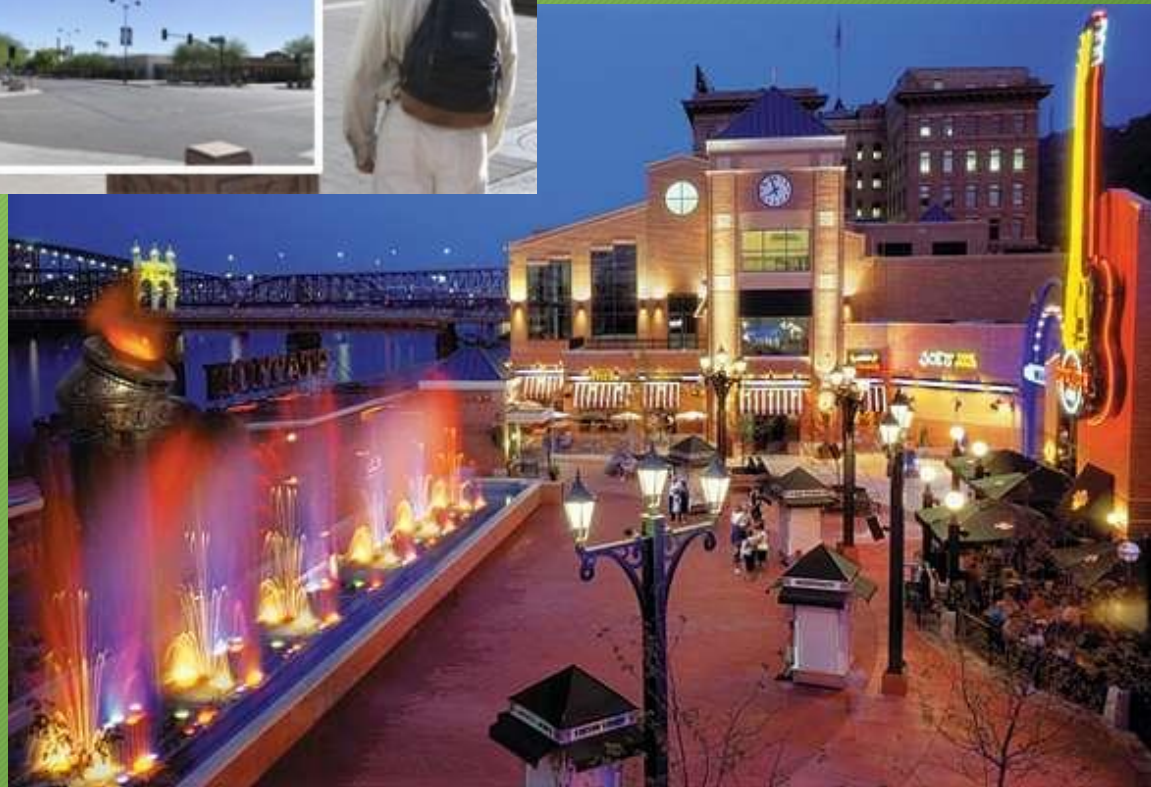
Form-Based Code








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Public Infrastructure






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Heritage



M-2

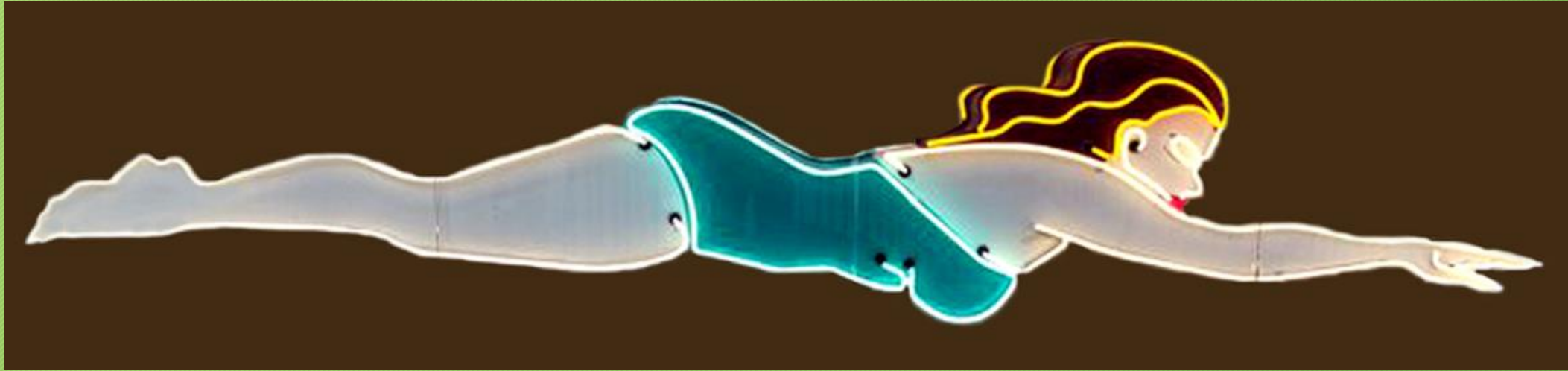
Looking East on Main Street, Mesa, Arizona—Superstition Mountain in Distance



OC-H870


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Alhambra Hotel, West, Arizona

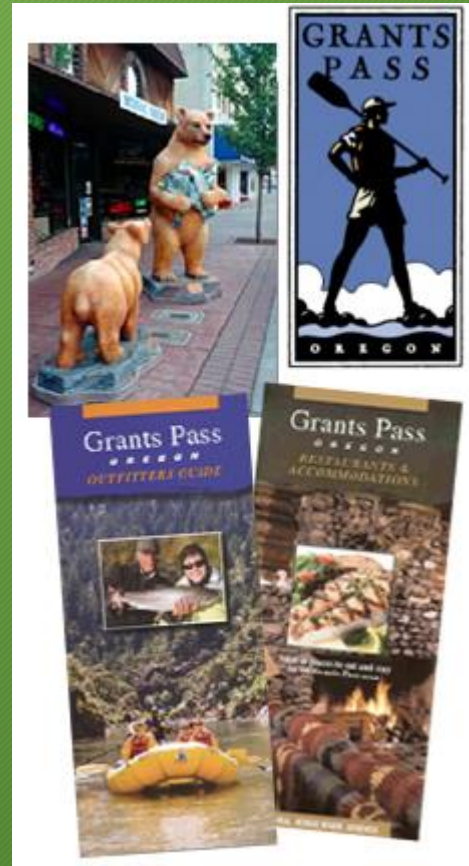


Promote Downtown

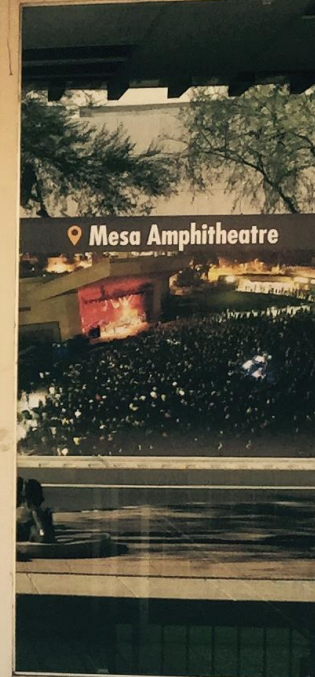


MAIN STREET NIGHT MARKET











Parking and Way Finding







Downtown Mesa Shared Vision



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