

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 the location of choice to live, work and relax.

Key Priorities

- **Light Rail:**
Ensure light rail is a catalyst to create sustainable, transit-oriented development and economies.
- **Partnerships:**
Keep stakeholders well involved, informed and partners in Downtown Mesa's future. Seek ways to work together and avoid duplication.
- **Market-Rate Housing:**
Promote creative, unique, diverse housing products (large, medium & small scale) and opportunities in and around the Downtown core that attract residents regionally to consider Mesa as their resident city of choice.
- **Arts:**
Build on the investment made in the Mesa Arts Center and museums to leverage and incubate a more established local downtown arts and maker space scene and to develop a younger, hip arts culture and vibe downtown.
- **Restaurants and Nightlife:**
Continue to actively recruit and deliver a wide variety of indoor/outdoor dining and nightlife options, e.g. 24-7 diner for students, wine bar, and destination restaurants.
- **Entertainment and Events:**
Create a variety of entertainment options and special events, e.g. bowling, theater, nightclubs and signature special events.
- **Safety and Security:**
Proactively prepare to address public safety and security issues that have developed from the transient rider population in and around the light rail system. Consider a bicycle police presence.
- **Form-Based Code:**
Look into making form-based codes the standard for Downtown Mesa and in order to attract creative, quality-oriented developers and entrepreneurs to Mesa.
- **Public Infrastructure:**
Make strategic investments in public infrastructure in and around the downtown core to create a safe and aesthetically pleasing transit/pedestrian-oriented connections to and from surrounding neighborhoods, e.g. linear pedestrian paseos and parks and new/refreshed streetscaping and shade along Main Street, and creative use of alleys such as pedestrian thoroughfares, opening storefronts onto alleys, alley cafes, etc.
- **Heritage:**
Ensure Mesa's historical assets are celebrated and preserved, e.g. remove stucco and uncover Main Street historic character and architecture.
- **Promote Downtown:**
Be proactive and intentional in promoting Downtown Mesa as the hot area for entrepreneurs, artists, students and businesses.
- **Parking and Wayfinding:**
Ensure parking is available and easy to find. Consider making surface parking lots, on-street parking, and parking structures an economic development tool to attract and stimulate creative development, e.g. developers could buy into these parking assets in exchange for reduced on-site parking requirements.

