

## **Introducing The Rosetta Room: A New Cultural Hub in Downtown Mesa – Coming in 2025**

Opening in 2025, The Rosetta Room is set to become Downtown Mesa’s newest hotspot, blending live music, community culture, and local flavor into one exciting venue. This unique, club-sized concert venue will feature a state-of-the-art sound system and an intimate setting for concerts, DJ performances, and special events, offering a platform for both emerging and established artists.

### **Hours of Operation and Event Details**

#### **Regular Hours:**

The Rosetta Room will be open daily to accommodate various activities, including coffee service, markets, and small events. Specific opening and closing times will be shared as we finalize our schedules.

#### **Event Load-In and End Times:**

Event setup will begin as early as 7:30 AM, and events will adhere to a curfew of 11:00 PM. These times will flex depending on the type of event, such as the Farmers Market, Night Market, or concerts.

### **Building Layout**

The Rosetta Room spans a total of 6,650 square feet and is divided into distinct spaces to cater to its multifaceted offerings:

- **East Side:** This area, covering 2000 square feet, will house The Nile Coffee Shop’s mobile coffee trailer and Nile Records. It will serve as a hub for coffee service and music lovers to explore vinyl and exclusive releases.
- **West Side:** This 2,710-square-foot space will be an all-ages concert venue with a Series 7 liquor license, designed to host live performances, DJ sets, and special events with a state-of-the-art sound system and intimate atmosphere. The calculation of this space is based on assembly concentrated use without seating.
- **Storage Area:** A 1,260-square-foot storage area will support the venue’s operations and events.
- **Office Space:** The building will also include 680 square feet of office space to accommodate administrative needs.

### **Parking and Accessibility**

Per Section 11-32-6 of the MZO, The Rosetta Room has onsite parking available for retail and coffee customers, which will drive the bulk of the business between 8am and 6pm, and the onsite parking will suffice. For concert and venue events, offsite parking

has been secured through a legal agreement with the First United Methodist Church located across the street. These events will be held less than 7 days per week, and the average attendance per event is estimated between 100-200 persons, thereby not overwhelming parking in the area. Regardless, we will remind patrons via website information (e.g. an illustrated sitemap with parking shown), email blasts, and appropriate verbal directions that parking is available that does not cause disruption to the surrounding residential areas. Additionally, many patrons are expected to utilize carpooling, rideshare services such as Uber and Lyft, as well as the light rail system that is within a city block of the proposed property. Additionally, we aim to introduce bike racks on property to give local patrons the opportunity to use eco-friendly transportation.

### **Utility Infrastructure and Compliance**

The Rosetta Room will comply with all City of Mesa Water Resource requirements, including submitting detailed utility plans and sewer and water design reports during later planning stages. Grease traps may be required, and unused sewer and water service lines will be removed per city standards. Existing public sewer and water lines on 1st Avenue and Surrine will provide service to the property, with adherence to all applicable engineering and design guidelines.

### **Landscaping Plan**

Per Section 11-33-3.A.4 of the MZO, as shown in our landscaping plan, The Rosetta Room will enhance the outdoor space, covering approximately 236.65 linear feet. We will be adding one tree and four shrubs for every 25 linear feet available. Specifically, we will plant 11, 15-gallon Red Push Pistache trees and 39, five-gallon Deer Grass every 25 linear feet along the perimeter of the property, creating a welcoming and aesthetically pleasing environment for patrons.

### **Community Engagement**

To ensure transparency and community involvement, we have sent out a notice to residents (per city guidelines/request) and scheduled a community meeting on February 4 at 1 PM at The Nile Theater.

### **Outdoor Events and Usage**

- **Farmers Market:** Runs Sundays from 9:00 AM to 1:00 PM, with setup starting at 7:30 AM and breakdown by 2:00 PM.
- **Night Markets:** Events like a Vegan Food Fair and Vintage Market will operate from 6:00 PM to 10:00 PM, with setup beginning at 4:00 PM and breakdown by 11:00 PM.
- The outdoor space's gate will be open whenever the building is in use.
- The patio area adjacent to the building will serve as seating for the coffee shop. On concert nights, the patio will only be used for shows with 250 or more patrons.

### **Rosetta Room & The Mesa General Plan 2050**

## **The Rosetta Room will comply with the Mesa General Plan in the following ways:**

1. The Rosetta Room is part of the Downtown Core and, as such, will further bring arts and culture to the area. Our immediate footprint will be the neighborhoods between Mesa Drive to the east and Sirrine Ave to the west, and Main Street to the north and Broadway Road to the south. Core activities like yoga classes and a farmer's market will instill family-friendly opportunities for groups of all ages and backgrounds. The goal is to further a sense of character and community in Downtown Mesa and the surrounding area.
2. The Rosetta Room is an adaptive reuse of a former commercial space that will be redesigned as a cultural hub, promoting events from music to comedy to education to art, and creating a space in the area to gather and enjoy. The space will also create many walkable jobs in the area, including coffee staff, venue staff, and more. Using The Nile Theater as an example of our previous efforts, we plan to target all aspects of the surrounding area through safety, beautification, and engagement.
3. By means of daily oversight and activity-based staffing, we aim to replicate the success of The Nile Theater through proactive checks and balances to ensure a safe, vibrant, and positive environment. We aim to provide benefit to the surrounding neighborhood, and avoid any potential issues. For example:
  - a. We will install one security guard for every 75 patrons on event nights.
  - b. There will be no repeat entry for patrons under 21.
  - c. We will have a security camera system to ensure monitoring even during vacancy.
4. The Rosetta Room's use of public utilities will help to mitigate issues, such as trash (through the use of Mesa's recycling program), beautification (via updated landscaping, maintained by city water), and maintenance (through the creation of jobs in the local economy, in conjunction with city utilities). The space is a walkable, public transit accessible, and intact - allowing for various methods of access for community members and visitors alike. All publicly-offered services are available to serve the proposed project.

## **Beer and Wine Service**

The Rosetta Room will serve beer and wine under a Series 7 liquor license, further enhancing the venue's offerings. To ensure compliance with liquor laws, the venue will implement a stringent ID verification process conducted by our security staff, preventing underage patrons from accessing alcoholic beverages. Based on the venue's capacity, overage and underage patrons will be divided into separate areas. Underage patrons will also have access to restrooms without needing to pass through the 21+ section.

## **Additional Features**

On the east side of the space, The Rosetta Room will house The Nile Coffee Shop's mobile coffee cart, serving premium, 100% vegan coffee and espresso drinks made with the finest plant-based ingredients. Whether you're fueling up before a show or grabbing

a midday pick-me-up, The Nile's commitment to sustainability ensures every cup is as good for the planet as it is for your taste buds.

Nile Records will also find a new home on the east side of The Rosetta Room, providing music lovers a space to explore vinyl, new releases, and exclusive finds.

With its combination of live entertainment, vegan coffee, vinyl treasures, and a community-centered market, The Rosetta Room is shaping up to be the heart of Downtown Mesa's cultural renaissance. Get ready for an exciting 2025!