

Downtown Events
Overlay Text
Amendment

Jeff McVay
Manager of Downtown Transformation

Anthony Rodriguez
Downtown Transformation Project
Manager

BACKGROUND

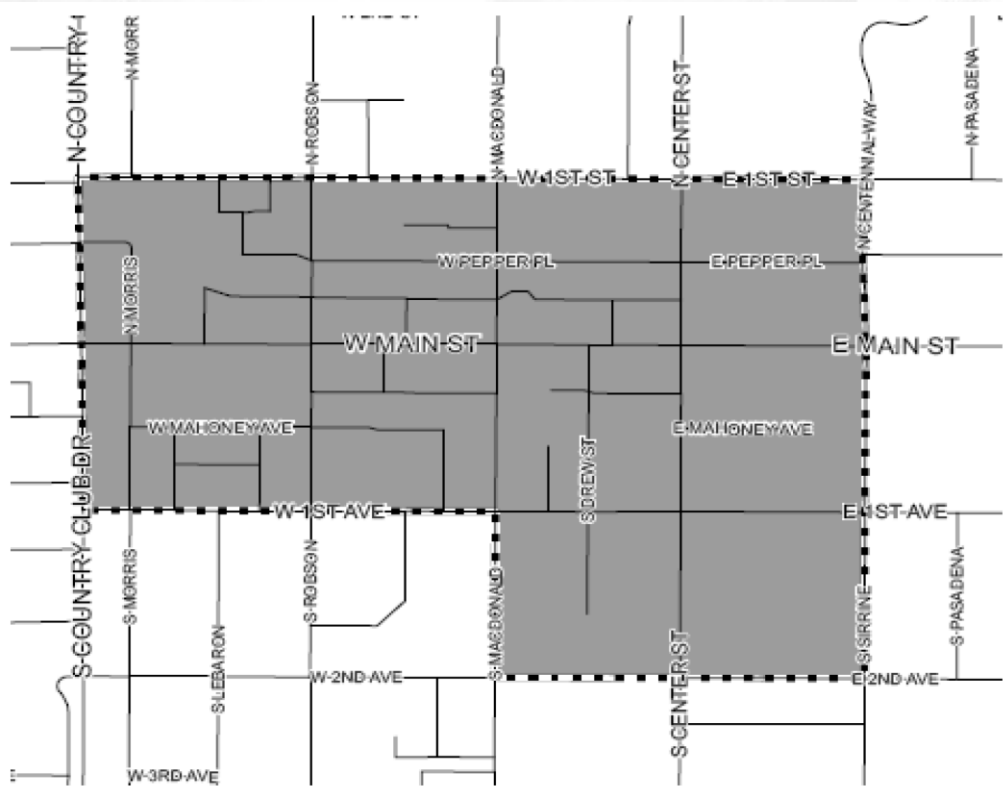
- Existing overlay adopted March 2011 to facilitate and encourage the planning of events in Downtown Mesa
- Eliminated Special Use Permit requirement if more than four special events held at a location within the overlay
- Special Use Permit still required if individual special event exceeds four days



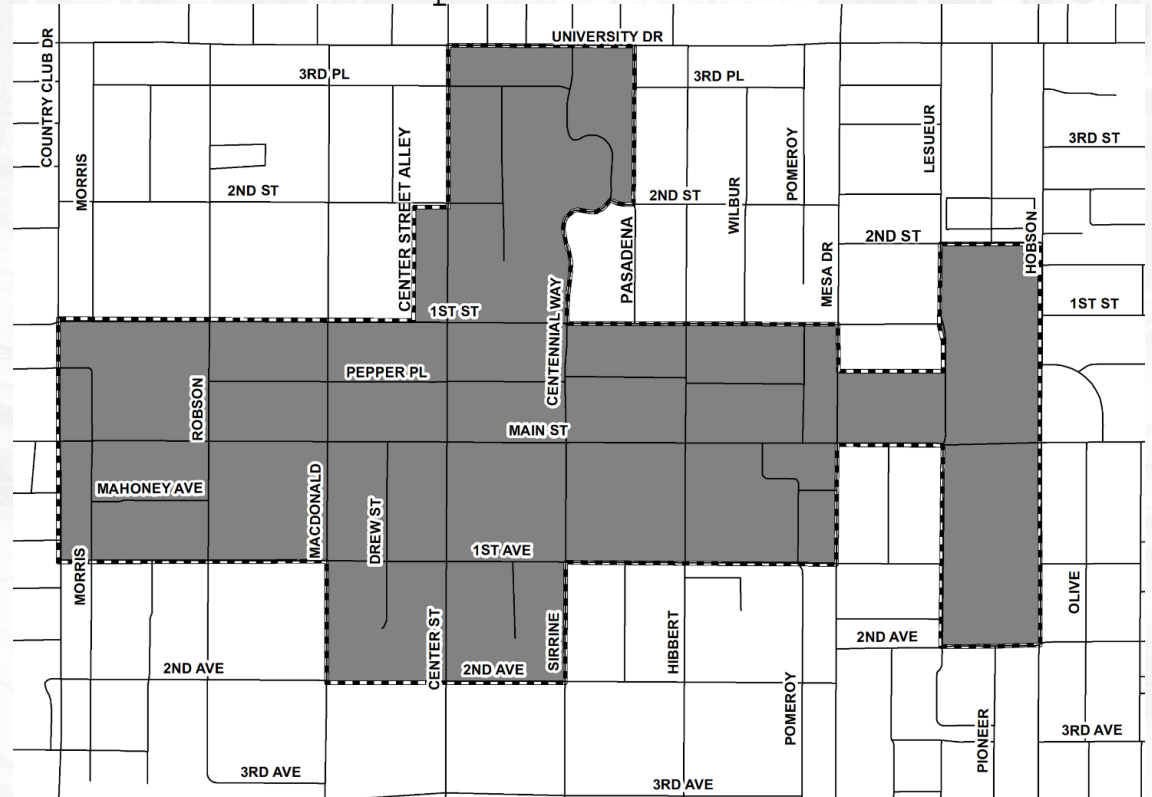
PROPOSED AMENDMENTS

- Amend the existing boundaries of the Downtown Events Overlay

Current boundaries



Proposed boundaries



PROPOSED AMENDMENTS



Proposed Amendment of Section 11-24-3 (B)

B. Each individual Special Event held within the Downtown Event Overlay District shall be limited to a maximum of 4 **CONSECUTIVE** days, unless **IT IS A CITY-SPONSORED SPECIAL EVENT, A CITY-SUPPORTED SPECIAL EVENT, OR A TEMPORARY USE PERMIT** OR a Special Use Permit is approved in accordance with Chapter 70 of this Ordinance.

Definitions added to Chapter 87

- Special event, city-sponsored: a special event produced and funded by the city.
- Special event, city-supported: a special event initiated by an outside or community group and supported by the city, in the city's

PURPOSE

- Activation of downtown has expanded as downtown has redeveloped
- Location of where events are occurring and have to potential to occur has grown
- Longstanding city-sponsored and supported events still need to get a Special Use Permit. Addition of definitions and exception to four consecutive day limit will allow more streamlined review.

