

The Yard Off Main – Narrative and Justification

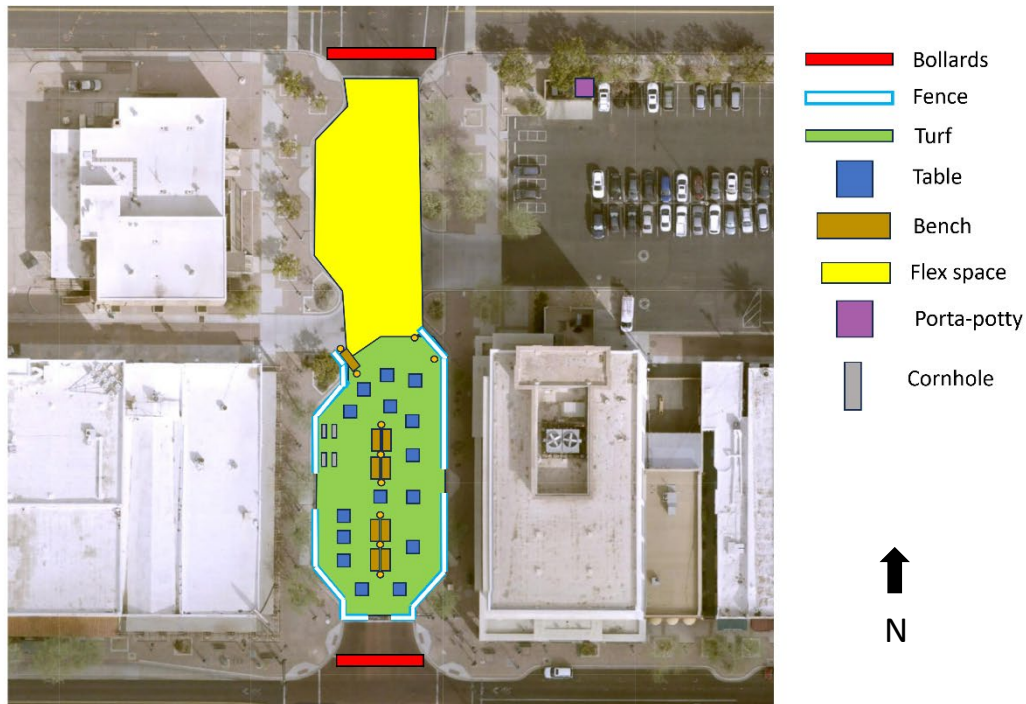
The Yard Off Main involves the temporary closure of Macdonald from Main Street to Pepper Place through April 30th, 2024. The closure will allow the space to be used for three main purposes- a pedestrian plaza, a place for pop-up activities, and an event space. As a pedestrian plaza, the space will feature benches, bistro tables, and picnic tables that will allow people to gather, work, and eat outdoors. Pop-up activities will vary but consist of smaller scale programming such as lawn games, live music, food trucks during lunch hours. Some activities will occur on a weekly or monthly basis, while other activities will be scheduled intermittently throughout the closure period. Other small scale pop-up activities will take place in partnership with Downtown Mesa businesses and other organizations. We have opened this up to applications from the businesses so they will propose the activities but examples of desired activities include yoga, demonstrations and classes around a business' products, art shows and more. A schedule of weekly activities is provided below. This is not comprehensive, as other non-recurring activities will occur in the space.

Monday – Food Truck Mondays 11am-1pm: 1-3 food trucks will set up in The Yard, music through a speaker system, lawn games

Tuesday – Downtown Coffee Break, 10am-11am: encourage people to downtown coffee shops and socialize at the plaza, music through speaker system, lawn games

Wednesday – Picnic At The Yard, 11am-1pm: Live music or through a speaker system, lawn games

Friday – Sunset Sounds, 5pm-7pm: Live music, lawn games



The Yard Off Main will also function as an event space. While some City events are scheduled for the area, DMA will produce and host events in the closure area as well. The space is also still available for event producers to host events. All events will still be required to go through the standard process for

special events, including applying for a Special Event License. This process will determine what is required regarding security, public safety, restrooms, and anything else necessary for a special event.

The default site layout will consist of benches, bistro tables & chairs, potted plants, and picnic tables on the southern half of the area, from the alley to Main Street. The flex space, which is from the alley to Pepper Place, will be space for pop-up activities to occur.

The Yard Off Main will be programmed and maintained in partnership with the Downtown Mesa Association. Any concerns/questions/complaints regarding the programming and use of the space will be addressed by the following key contacts:

Tracy Doren
480-265-8285
tracy@downtownmesa.com

Anthony Rodriguez
480-644-4750
anthony.rodriguez@mesaaz.gov

Parking

Downtown Mesa has an abundance of parking, with over 5,000 parking spots across multiple garages, public lots, and street parking spaces. Within a quarter mile of The Yard, there are 1,095 parking spaces available for public use, not including street parking. The Sirrine Garage is within a 10-minute walk and provides an additional 338 parking spaces.

Green Lot (SEC Pepper & MacDonald)	105 spaces
ECO Garage (127 W Pepper Pl)	76 spaces
Pepper Garage (30 W Pepper Pl)	513 spaces
MacDonald Lot (NWC 1 st St & MacDonald)	80 spaces
Orange Lot (151 W Main St)	199 spaces
Gold Lot (98 S Drew St)	102 spaces
Sirrine Garage (38 S Sirrine)	338 spaces



1. *Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies;*

The proposed project aims to advance the goals of the Central Main Plan, under the Downtown Neighborhood Planning Area , specifically: Action Item 2.1 under the Downtown Neighborhood Planning Area, which is to “Develop Macdonald between Main and Pepper Streets as a space that can function as a street or a pedestrian-only plaza that can be used for events, festivals, and gatherings”; and Action Item 5.1, which is to “Develop a Museum Plaza that incorporates Macdonald between Main and 1st Streets through closure or other modification.” The temporary closure and activation of this street will serve as a test of the possible permanent closure of the street.

2. *The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies;*

The area is already used for events in a similar manner to what is being requested under the SUP. Further, the location is within the Downtown Events Overlay, which was created to allow events to take place more easily.

3. *The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City;*

The proposed project will not be injurious or detrimental to the surrounding properties, neighborhood, the Downtown District, or the general welfare of the City. All businesses in the area will be accessible during the street closure. The planned activities and events are intended to bring in more people from the public to the surrounding businesses. Immediately adjacent businesses have been informed of the Yard off Main project and have expressed support for activation through events in the space.

4. *Adequate public services, public facilities and public infrastructure are available to serve the proposed project.*

The location is in the heart of Downtown Mesa and is serviced by adequate public infrastructure, including access to power that will be used for events and activities. A significant amount of public parking is in close proximity and the location is served by enhanced pedestrian and bicycle infrastructure.