

# Quality Retail Attraction Strategy

For Economic Development Council  
Committee  
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mesa·az

ECONOMIC DEVELOPMENT

# Agenda

- Background of Retail Attraction Strategy
- Overview of Strategy Report
  - Opportunities
- Recommendations to Consider
- Mesa Office of Economic Development Next Steps



# Background

## CATALYST

- Retail Develops Independent of Office of Economic Development and Strategic Vision
- Perceived Lack of Quality in Mesa
- City Council Allocates Funds for Retail Attraction Strategy

## TIMELINE

- August 2023: RFP Issued
- November 2023: The Retail Coach (TRC) Engaged as Consultant
- December 2023-March 2024: TRC Conducts Research and Stakeholder Meetings
- July 2024: Retail Attraction Strategy Finalized

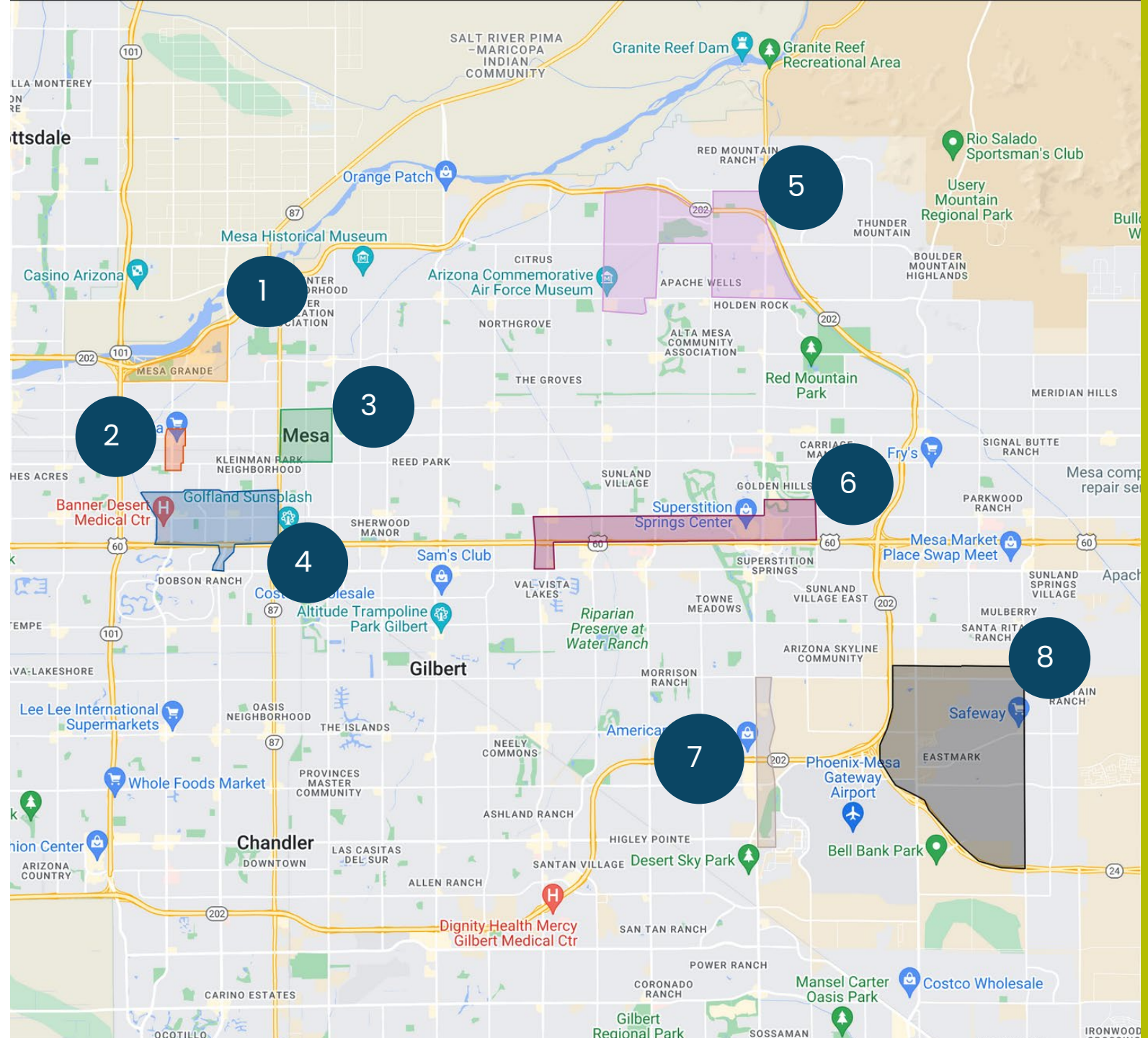
# Strategy Overview / Method of Approach



- Data Analysis
- Stakeholder engagement
- Strategy Recommendations
- Next Steps

# Targeted Areas

1. Riverview
2. Asian District
3. Downtown
4. Fiesta District
5. NE Mesa
6. Superstition Springs & Dana Park
7. Power Rd Corridor
8. Gateway



# Task 1: Data Analysis

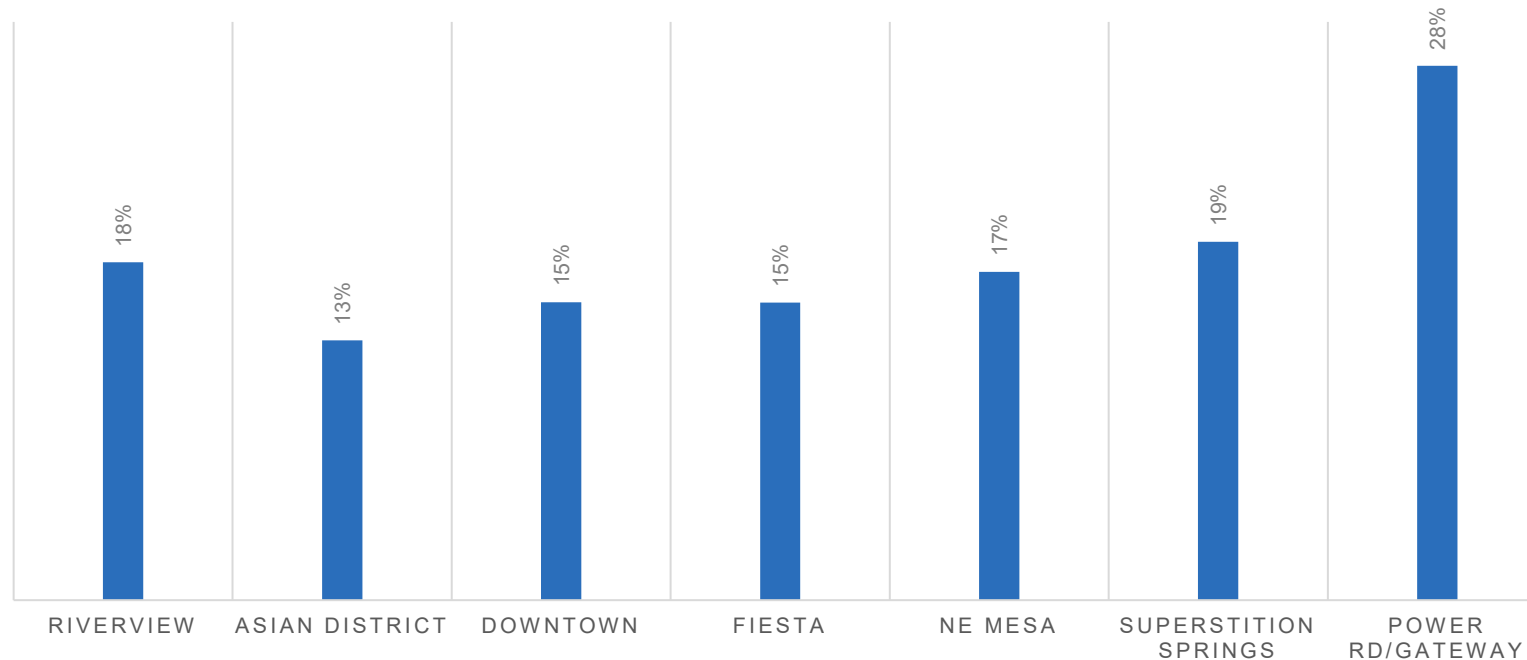
## DEMOGRAPHICS

By Trade Area	Population	Median Household Income	2023 Demand	2028 Demand
Riverview	206,603	\$62,675	\$1,977,913,742	\$2,324,620,732
Asian District	176,488	\$53,173	\$1,673,148,255	\$1,898,677,076
Downtown	118,384	\$54,454	\$977,474,298	\$1,128,588,004
Fiesta	116,123	\$58,742	\$1,085,024,882	\$1,252,601,944
NE Mesa	215,999	\$78,063	\$2,490,601,810	\$2,914,682,581
Superstition Springs	465,066	\$79,648	\$5,210,767,627	\$6,179,257,242
Power Rd/Gateway	222,068	\$114,590	\$2,346,481,451	\$2,997,032,774

# Task 1: Data Analysis

## DEMAND OUTLOOK

DEMAND OUTLOOK GROWTH 2023-2028



# Task 2: Stakeholder Engagement

## CITY DEPARTMENTS

- **Downtown Transformation**
- **Community Services**
- **Economic Development Advisory Board**
- **Office of Economic Development**
- **Mesa City Manager**
- **Mesa Art Center**
- **Mesa City Council**
- **Mesa Convention Center**

## BUSINESS/DEVELOPERS

- **CBRE**
- **Capital Asset Management**
- **Evolve Ventures**
- **Phoenix Commercial Advisors**
- **Longbow Business Park**
- **Whitestone REIT**
- **Downtown Merchants**
- **Macerich**
- **Vivo Partners**
- **Vestar**
- **Levine Investments**
- **Brookfield**

## EXTERNAL STAKEHOLDER

- **Greater Phoenix Economic Council**
- **Visit Mesa**
- **Mesa Chamber**
- **Downtown Mesa Association**



# Stakeholder Feedback

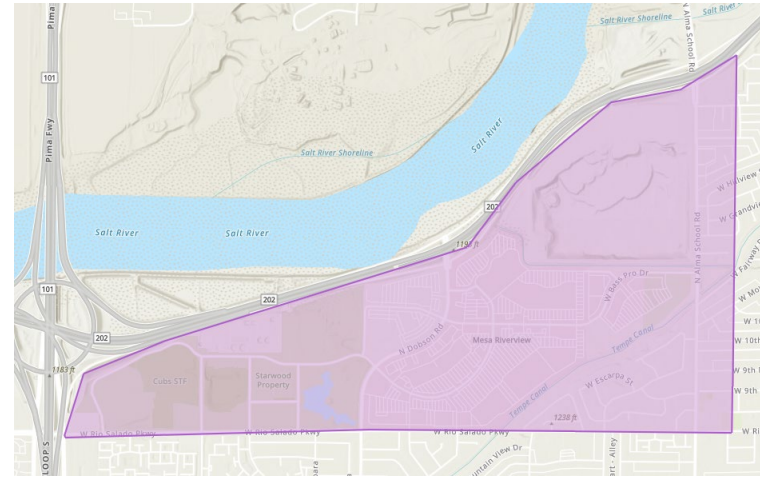
## CHALLENGES/OPPORTUNITIES

- Inconsistency in planning and zoning code policy interpretation and communication
- There is a need to understand retailer requirements in relation to zoning codes
- Lack of existing desirable commercial centers hinders retail growth
- Retailers/brokers are unaware of new development opportunities
- Mesa faces perception issues locally and regionally by consumers

# Riverview

## CHALLENGES

- Lack of population density
- Unclear center designation
- Cell phone data does not show major increase in traffic during Spring Training
- Kimco Restrictions



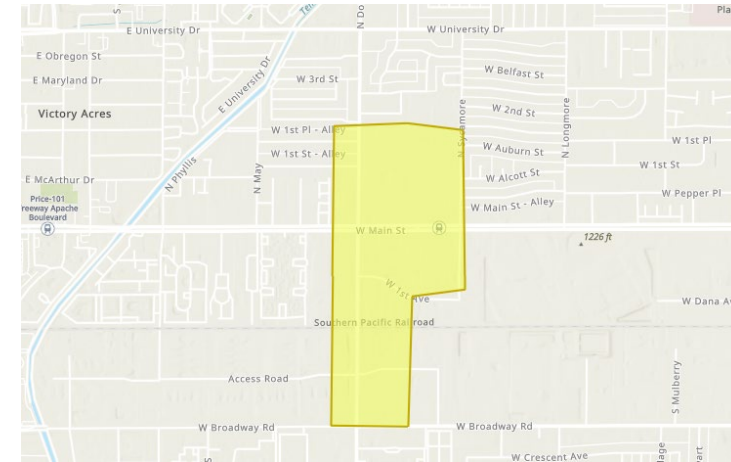
## OPPORTUNITIES/ADVANTAGES

- Tourism draw
- Enhancing relationship with Kimco
- Co-tenant location
- Great space for events to draw traffic
- Space for multi-use projects
- Accessibility: 101 and 202 intersection
- Close to ASU Main Campus

# Asian District

## CHALLENGES

- Lack of population density
- Older buildings need revitalization
- Lower income area
- Mature aesthetic
- Lack of walkability



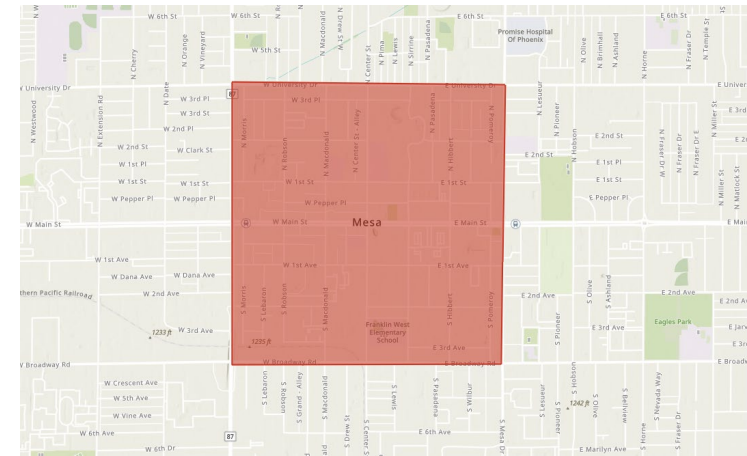
## OPPORTUNITIES/ADVANTAGES

- Branding potential
- Regional draw
- Synergy with existing Asian businesses
- New multifamily projects with 500 units opening in 2025
- Space for events
- Light rail and streetcar

# Downtown

## CHALLENGES

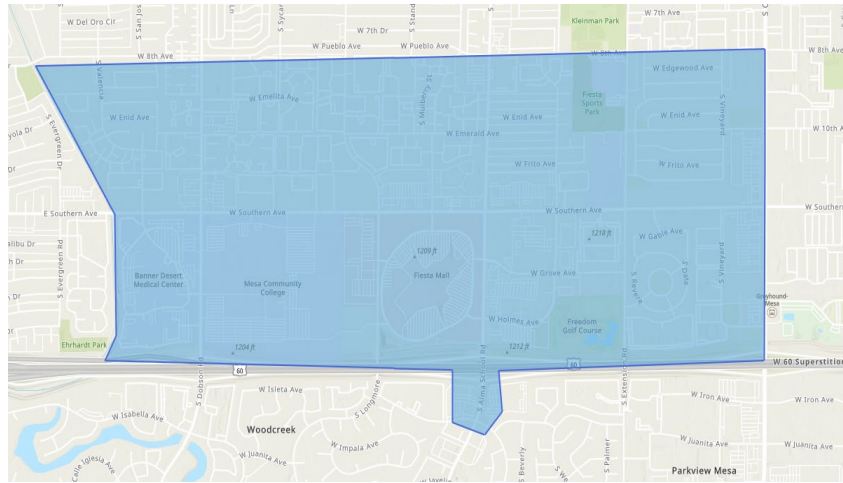
- Lack of foot traffic
- Walkability
- Unfavorable perception of area by outside residents
- Distance from other parts of Mesa
- Lack of resident population in square mile
- Daytime vs Nighttime population



## OPPORTUNITIES/ADVANTAGES

- Unique retail and restaurant offerings
- Events attract people
- Available buildings to create destination experiences/retail
- Convention center and hotel
- Increase number of residents/housing types in immediate downtown
- Light rail

# Fiesta District



## OPPORTUNITIES/ADVANTAGES

- Prime for redevelopment
- Fiesta Mall/City Collaboration
  - Continue working with development group
- High-density area
- High daytime traffic
- Access to US 60

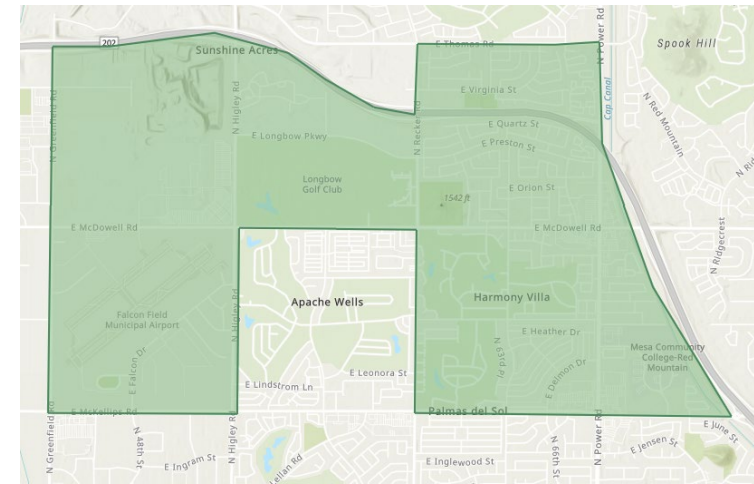
## CHALLENGES

- Needs continued visioning for the future
- Lower income area

# Northeast Mesa

## CHALLENGES

- Lack of population density
- Lack of building availability
- No major retail draw
- Falcon Field Airport/Boeing restrictions



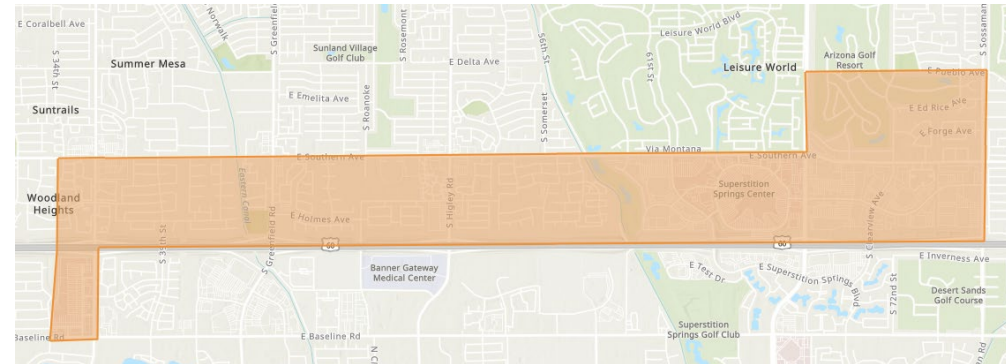
## OPPORTUNITIES/ADVANTAGES

- High income levels
- Available land for development
- Destination retailer could bring traffic
- Existing residents support destination retail and entertainment

# Superstition Springs

## CHALLENGES

- Declining mall needing revitalization
- Unfavorable perception of demographics in the area
- Immediate population largely retirees
- Some residents believe mall is closed
- New retail outside of the area is attracting nearby residents



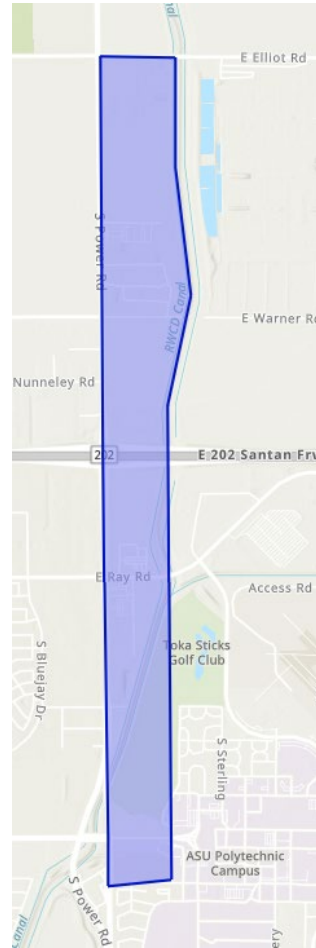
## OPPORTUNITIES/ADVANTAGES

- Redevelopment opportunities/mixed-use
- Large trade area reach
- Ownership willing to collaborate with City for a vision
- Pad sites and large parking lots that could be redeveloped

# Power Road Corridor

## CHALLENGES

- Faces direct competition from Gilbert
- No clear brand yet
- Hotels needed



## OPPORTUNITIES/ADVANTAGES

- Land for development
- High income levels
- High traffic along Power Rd
- Close to Airport and ASU Poly
- Unique offerings coming online with Cannon Beach
- Gallery Park



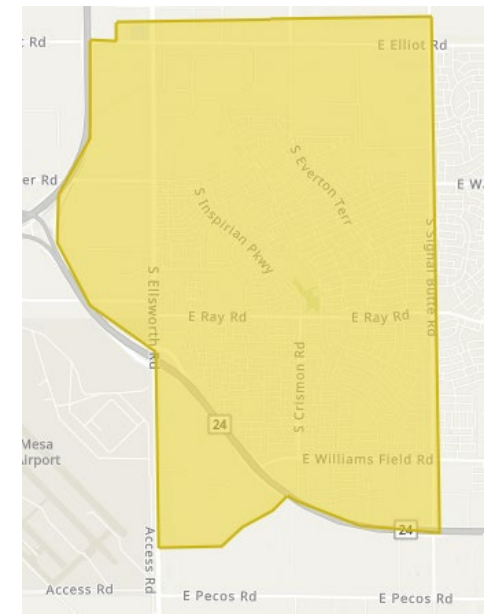
# Gateway

## CHALLENGES

- Lack of existing buildings
- Proximity to Queen Creek/Gilbert stores limit some retailers
- Hospitality needed to support employers, visitors, and AZ Athletic Grounds

## OPPORTUNITIES/ADVANTAGES

- Land for development
- High income levels
- Arizona Athletic Grounds attracts 2.5 million attendees a year
- Hotel room nights



# Strategy Recommendations

## SHORT-TERM

- Clarify Economic Development staff designations on website
- Actively recruit retail/hospitality/entertainment users
- Establish relationships with brokers and retailers
- Regularly update contacts with development news and opportunities
- Attend retail trade shows
- Enhance Economic Development retail webpages
- Create marketing campaign to shift regional perceptions about Mesa's retail environment and offerings

# Strategy Recommendations

## LONG-TERM

- Enforce city code to enhance corridor beautification
- Market Mesa as a destination in print publications
- Create marketing campaigns for visitors to local hotels/destinations of Mesa's "things to do"
- Focus on redevelopment and consider use of incentives for higher quality retail

# FY24/25 Plan of Work

## BUILD AND BEGIN EXECUTION OF 3-YEAR PLAN

- Objective 1: Actively Recruit Retail to Mesa
  - Attend ICSC Las Vegas & ICSC@Western
  - Renew The Retail Coach as consultants
- Objective 2: Develop/Enhance Relationships with Retailers, Brokers, Developers
- Objective 3: Market Mesa as a Retail Destination

