Downtown District Revitalization

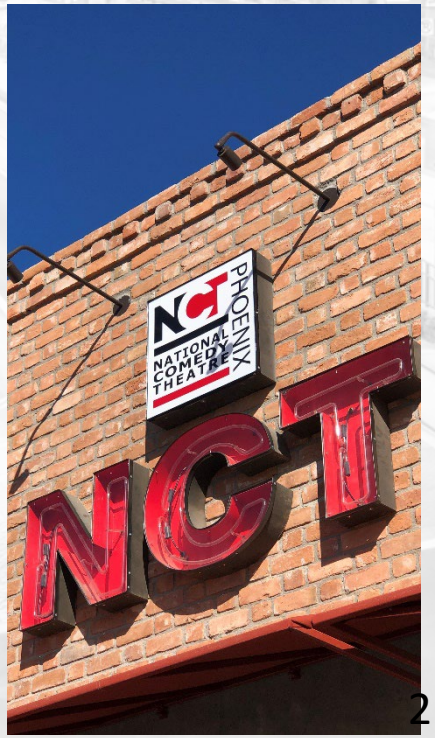
City of Mesa City Council
Study Session

June 16, 2022

Jeff McVay
Manager of Downtown Transformation

Jeff Robbins
Downtown Transformation
Project Manager

ORIGINAL DOWNTOWN FAÇADE IMPROVEMENT PROGRAM



- 2018-2019
- 1.2 MM budget
- 8 properties funded

- Goals
  - Remove/replace colonnades
  - Increase jobs
  - Increase small business revenue
  - Reduce vacancy rate

DOWNTOWN FAÇADE PROGRAM 2018-2019 (BEFORE)

DOWNTOWN FAÇADE PROGRAM 2018-2019 (AFTER)

DOWNTOWN FAÇADE PROGRAM 2018-2019 (BEFORE/AFTER)

DOWNTOWN FAÇADE PROGRAM 2018-2019 (BEFORE)

DOWNTOWN FAÇADE PROGRAM 2018-2019 (AFTER)

DOWNTOWN FAÇADE PROGRAM 2018-2019 (BEFORE/AFTER)

FAÇADE PROGRAM KEY OUTCOMES

Photo: Inside 12 W. Brewing

Property	Situation Before Façade Program	Situation After Façade Program
216 W. Main	Vacant	Neighborhood Comedy Theater
214 W. Main	Vacant	Gus's Fried Chicken
125 W. Main	Vacant	Proof Bread
127 W. Main	High Turnover	Tacos Chiwas
12 W. Main	Event Space	12 W. Brewing
105 W. Main (The Nile)	Low foot traffic	30% Increased Sales

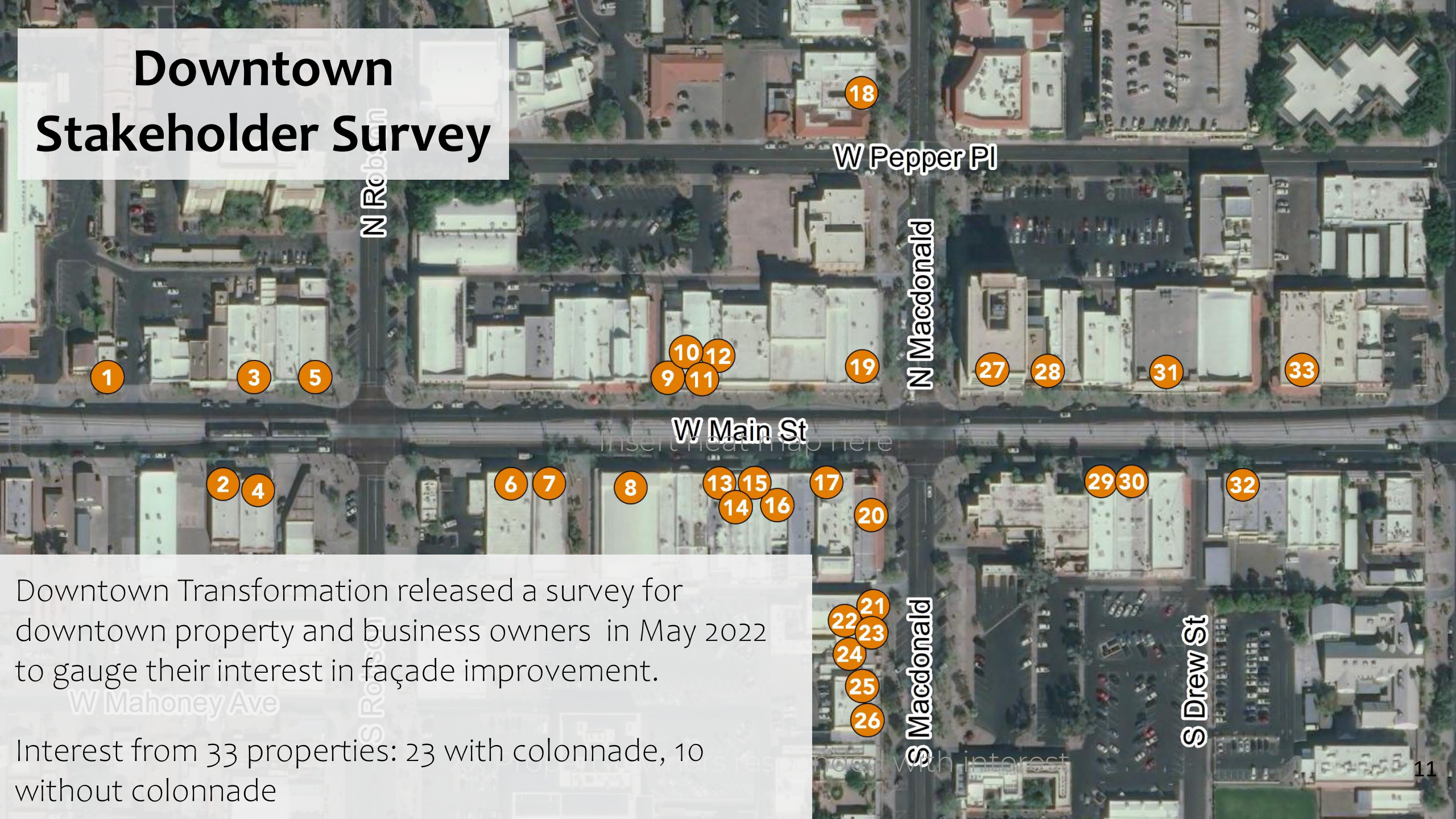
Collonades

City owned collonades are nearing the end of their useful life

District Revitalization transitions downtown to a post-colonnade future

City colonnades currently front 51 properties in downtown

Downtown Stakeholder Survey



Downtown Transformation released a survey for downtown property and business owners in May 2022 to gauge their interest in façade improvement.

Interest from 33 properties: 23 with colonnade, 10 without colonnade

Program Activities

Eligible

- Removal of colonnade
- Improvements to facade
- Signage
- Patios
- Shade solution

Ineligible

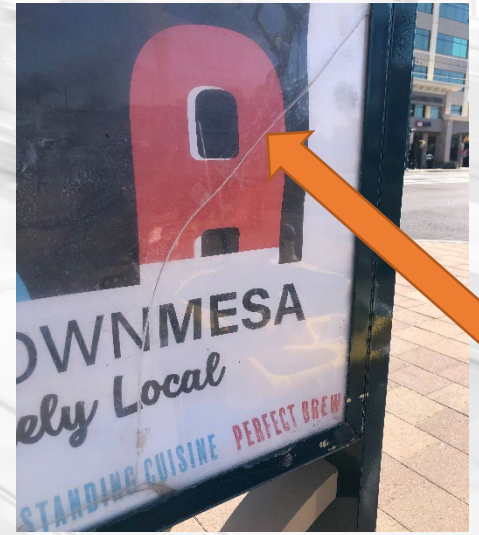
- Interior remodeling
- Temporary improvements
- Roof repair
- Property aquisition

Program Details

- Preference for properties with colonnade
- Program Area: Country Club to Center, 1st St to 1st Ave
- City managed design and construction using design-build delivery method
- Historically sensitive design
- Private participants must contribute 5% of the total estimated direct construction cost

Other District Revitalization Activities

- Street Frontage Improvements *(Patios)*
- Wayfinding signage *(Kiosks, parking signage)*
- Art installations
- Facades without colonnade



Recent Federal Grant

Congressionally directed spending of $300,000 for façade improvement

Mesa is providing a $300,000 match

Program Funding Request

Funding Source	Amount
Congressionally Directed Spending	$300,000
City Matching Funds	$300,000
ARPA	$4,400,000
Total Downtown District Revitalization Budget	$5,000,000

District Revitalization Estimated Timeline

- 2022 – Program development and participant selection
- 2023 – Contracting, Design and Permitting
- 2024 – Construction

DISCUSSION AND DIRECTION