



Meeting Notice & Agenda

Downtown Vision Ad-Hoc Committee

December 3, 2014

Visit Mesa Conference Room

120 N. Center Street

4:00 p.m.

Jo Wilson, Chair

Debby Elliott, Member

Marco Meraz, Member

Lorenzo Perez, Member

Steve Chucri, Member

Charles Huellmantel, Member

Rich Marchant, Member

1. Chair's call to order
2. Review and approve minutes from the October 28, 2014 Committee meeting
3. Hear a presentation by and discuss feedback from Historic Preservation Board
4. Hear a presentation by and discuss feedback from Downtown Mesa Association
5. Hear a presentation by and discuss feedback from Sustainable Communities Collaborative
6. Confirm next meeting dates: December 9 and 16, 4 p.m., Visit Mesa Conf. Room
7. Review and provide direction on Chamber of Commerce business survey questions.
8. Discuss and provide direction on the primary agenda items next meeting:
 - a. Presentation and discussion by Neighborhood Economic Development Corporation (NEDCO), Retail-Arts-Innovation-Livability (RAILmesa), Mesa Arts and Culture Department.
9. Items from citizens present
10. Adjourn meeting

Committee members will attend either in person or by telephone conference call. City Council members may elect to attend the meeting for their own information, not for purposes of any legal action nor decision making by the Council. The City is committed to making its public meetings accessible to persons with disabilities. For special accommodations, please contact the City Manager's Office at 480-644-3333 at least two business days before the meeting.

Agenda Item 2

City of Mesa
Downtown Vision Ad-Hoc Committee

57 E. 1st Street
Lower Level Council Chambers
Mesa, AZ 85201

Tuesday, October 28, 2014
4:00 p.m.

MEMBERS PRESENT

Jo Wilson, Chair
Debby Elliott
Marco Meraz
Lorenzo Perez
Steve Chucri
Rich Marchant

STAFF PRESENT

Natalie Lewis
Jim Smith
Sara Sorensen
Angelica Guevara
Gail Vangen

ABSENT

Charles Huellmantel

MEETING MINUTES

1. Call to Order

The Downtown Vision Ad-Hoc Committee meeting was called to order at 4:00 p.m. by Chair Jo Wilson.

2. Review and approve minutes from the October 14, 2014 Committee Meeting

Chair Wilson asked for a motion to approve the October 14, 2014 Meeting Minutes of the Downtown Vision Ad-Hoc Committee. Committee Member Steve Chucri motioned to approve the Minutes as written. Committee Member Debby Elliot seconded and the motion unanimously passed.

Chair Wilson explained there would be three presentations provided to help assimilate the vision of the Committee: Benedictine University, Mesa Chamber of Commerce, and Visit Mesa.

3. Hear a presentation by and discuss feedback from Benedictine University of Mesa

Mr. Charles Gregory, Executive Vice President of Benedictine University, discussed why Benedictine was initially attracted to downtown Mesa and how important “community” is to the University. He outlined and compared the size and demographics of the Lisle and Mesa campuses and said Benedictine expects continued and successful growth at the Mesa campus. Mr. Gregory explained the importance of retaining students and what amenities the downtown area and the University required in order to successfully compete with campuses nationwide. Key visions he has for the University and the downtown area include:

- Residence Halls, Entertainment, Recreational Sports, Restaurants, Movie Theaters
- Additional Benedictine buildings
- A build-out of 225 E. Main Street on the top of the building as a place for entertainment, capitalizing on the view, which he is currently fundraising for.
- Student volunteer and involvement opportunities within the City

Mr. Gregory envisions a downtown where due to the activities, restaurants, and culture, people use the Light Rail to *come* downtown rather than leave. Committee Member Chucri asked Mr. Gregory what he felt the City was doing “right”. Mr. Gregory responded that the City continues to pursue its central common vision of maintaining the right “community” culture. Chair Wilson called for questions, and there were none.

4. Hear a presentation by and discuss feedback from the Mesa Chamber of Commerce

Sally Harrison, Mesa Chamber of Commerce President, discussed the Chamber's purpose, role, current membership, initiatives they have undertaken to expand their membership, and outreaches through surveys. She talked about her recent Fireball Run trip during which she visited eight cities in eleven days. She highlighted Frisco, Texas and its 5/8-scale miniature city attraction named Safety Town, an attraction for children with a theme of police and fire safety. Ms. Harrison explained why she believes an attraction such as Safety Town would benefit the downtown area by attracting families and providing a reason to come downtown and stay for the day. She discussed how Safety Town was admission-free and run by volunteers. The Chamber envisions the downtown being "active." Committee Member Meraz stated that it sounded like a great element for a family campaign. Committee Member Marchant commented that there is a need for something to really draw people to the downtown and also to reconnect local residents to the downtown. Chair Wilson asked what the mood of the existing businesses that have hung on during the Light Rail construction is. Ms. Harrison stated that they are excited and optimistic about the possibility of new businesses. When asked what word best describes her vision for downtown, Ms. Harrison said "active." Chair Wilson called for questions, and there were none.

5. Hear a presentation by and discuss feedback from Visit Mesa

Mr. Marc Garcia, Visit Mesa President & CEO, and Kimberly Freer, Visit Mesa Vice President of Sales & Marketing, presented a PowerPoint presentation and discussed their vision of downtown Mesa with the goal of "vibrancy" which included:

- A shuttle service from area hotels to downtown from 10am to 10pm or later
- A visual connection to the Mesa Arts Center through the use of shade sails, similar to those on the MAC, that would replace the existing overhang in front of Main Street businesses – creating a visual downtown identity
- A downtown "water feature"
- Social media engagement by local businesses, aided by the addition of a new Visit Mesa phone application
- A street-side art "haven"; attracting artists from all over the country
- Unique products sold by local businesses – the kind that are hard to find on the internet
- Expanding the convention center to 75,000 – 100,000sf with a 10,000sf ballroom

Chair Wilson asked whether Site 17 would be suitable to build a new convention center. Mr. Garcia stated that he believed it would create consistent visitor activity for 9-10 months. Chair Wilson asked Mr. Garcia to describe in a word or phrase what his vision of downtown Mesa is in 10 years. Ms. Freer responded, "Energized, enlightened." Mr. Garcia, "Limitless." Chair Wilson requested a copy of the PowerPoint presentation.

6. Review an updated downtown Mesa map(s) and provide direction to staff related to the Downtown Mesa boundary to be used for the Committee's work

Natalie Lewis suggested that, given the time, the topic of maps could be postponed until the next meeting. Chair Wilson stated that since the Committee didn't know what it wanted right now in terms of boundaries, they begin with the premise of the original square mile and go from there. Mr. Meraz agreed. The remaining members indicated agreement.

7. Confirm next meeting date: November 18, 2014, 4 p.m.

Discussion took place on presentations and committee member availability. Natalie Lewis stated that she would canvass the members by email to see if there is a better alternative date.

Discuss and provide direction on the primary agenda items next meeting:

- a. Presentation and discussion by Mesa Economic Development

Chair Wilson discussed Economic Development providing a presentation at the next meeting and the Chamber's offer to do a survey of downtown businesses as discussed during Ms. Harrison's presentation. Chair Wilson stated she was in favor of the survey and the Committee agreed. Ms. Harrison said she would develop the survey and work with the Committee on the questions and format.

8. Items from citizens present

Chair Wilson called for items from citizens present. Mesa resident Augie Gastelum stood and stated that he may be the only person present who actually lives in the downtown square mile. He described the restaurants he frequents and that Main Street was better than a mall. He felt that in order to accomplish the vibrancy and growth being discussed, there should be a focus on additional residential units – a part of the City’s strategic initiative, 1500 new units. In order to keep businesses open and for longer hours, more housing units are needed. Chair Wilson asked for any other citizen comments. None responded.

9. Adjourn meeting

Chair Wilson called for a motion to adjourn. Committee Member Marco Meraz made a motion to adjourn. Committee Member Steve Chucri seconded and the motion unanimously passed. The meeting adjourned at 5:26 p.m.



VISIT
MESA

CITY LIMITLESSSM

Visit Mesa – An Introduction

- Corporate name change...why?
- What does Visit Mesa do?
- Who are our clients?
- What are our priorities?
- Partnership/Regional Brand

Downtown - Short Term Vision

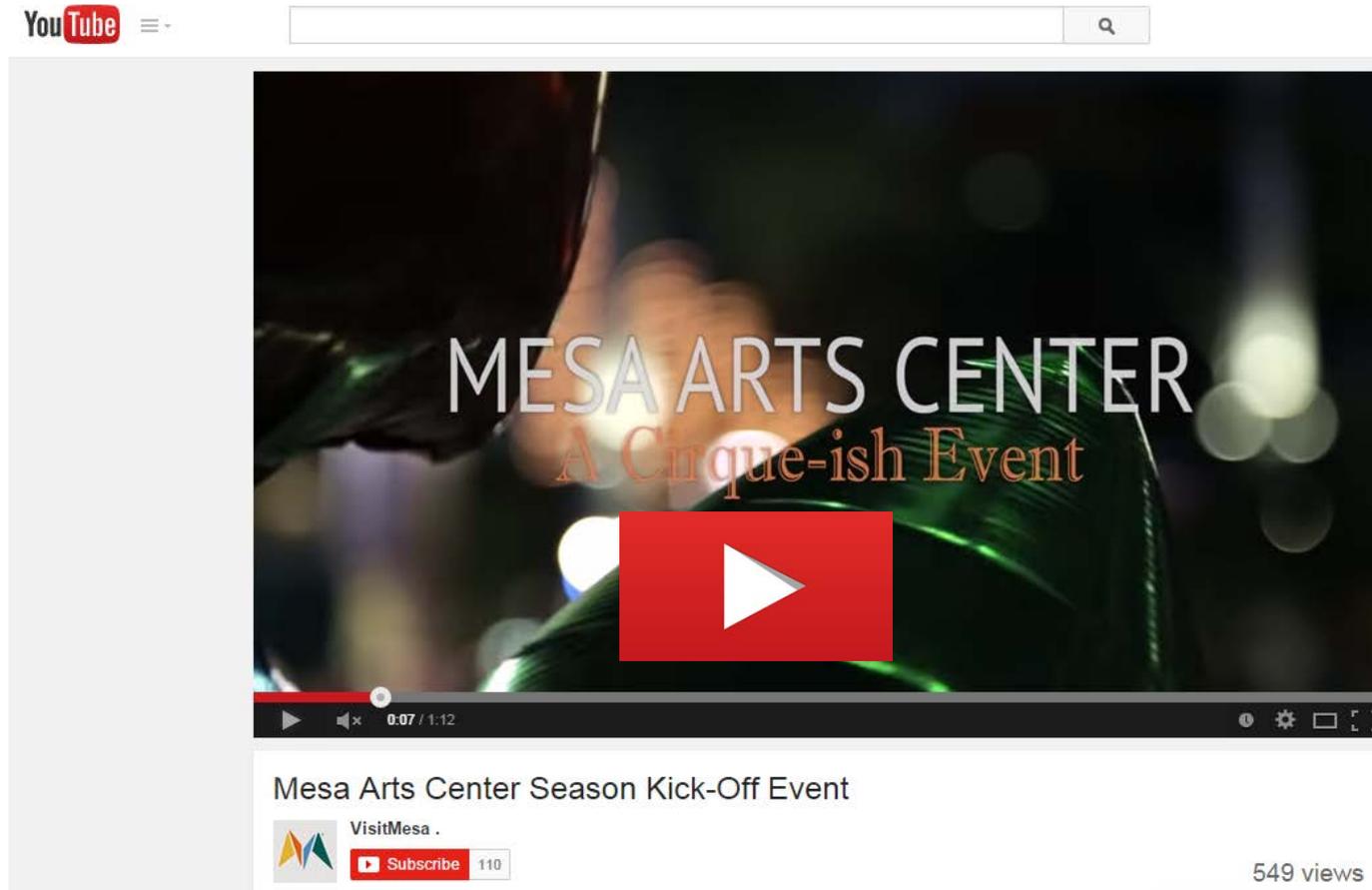
- Begin scheduled Shuttle Service to/from Mesa Hotels
- Remove old shade structures on Main St.



- Work with architect to extend the sail awning design from the MAC Campus and onto Main St.
 - Create a consistent, inspired sense of arrival.



- Build upon the cachet and reputation of the Mesa Arts Center – encourage and create a haven for artists along Main Street and beyond



- Improve signage for visitors along Main Street

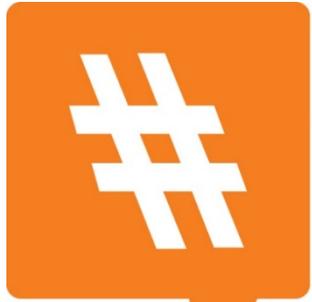


- Target restaurants with local following; work with owners to have lease terms that require a 7-day operation/ extended hours

- Lure in more retail boutiques – a collection of quality shops creates a shopping destination



**Shopping is
#2 leisure travel
activity according to
U.S. Travel Assn.**



ITS ABOUT
MESA

Demand local engagement –
Visitors will see it.
Join the conversation with Visit Mesa

facebook

Email or Phone

Password

Keep me logged in [Can't log in?](#)

[Create Page](#)

Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008

Visit Mesa
Lodging · Outdoor Recreation

Timeline About Photos Reviews More ▾

Downtown Mesa – Long Term

- Expand Mesa Convention Center – Consider Second Campus on Site 17 and designed pathways/connectors
- **Expansion Needs:** 100K SF Exhibit Space / 30K SF Connected Meeting Space / 10K SF Ballroom
- **500+ Room Hotel / Parking Garage**



- Invite high-rise, high-income housing to blend with current and upgraded affordable housing
- Take advantage of the trend – underground Main St. businesses could soon be home to jazz clubs, bars and trend-setting establishments that cater to Millennials
- Encourage new/existing restaurants to have outdoor patios constructed as part of their renovations
- Develop a downtown known and recognized for al fresco dining



- Have regular events year-round, street-fairs, activities
- Capitalize on local trends: Food trucks, culinary fests, pop-up concerts



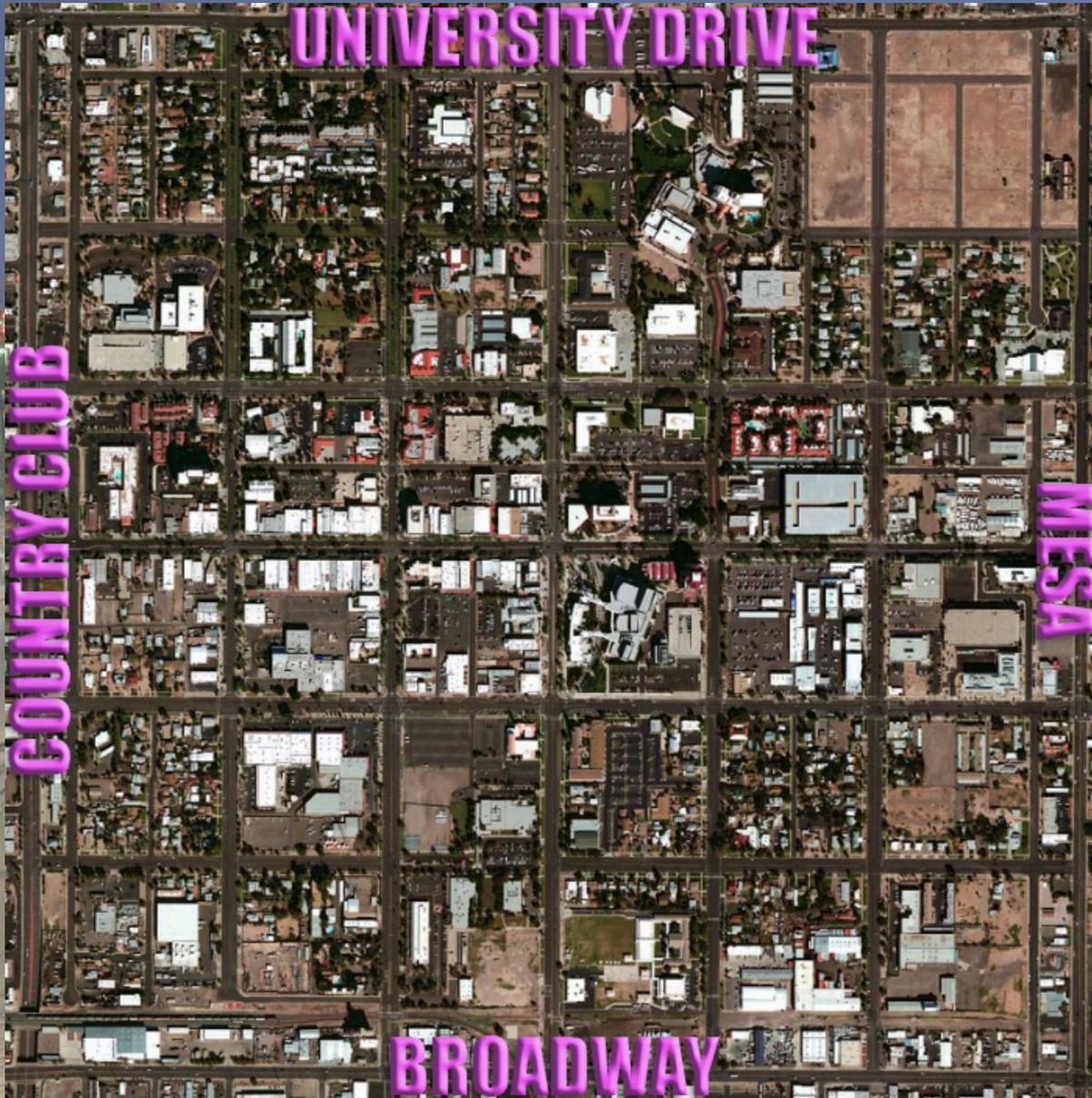
- Protected water feature that flows along Main St.



TIMELESS
BOUNDLESS
LIMITLESS



Agenda Item 4



Downtown Mesa Association

Incorporated in 1984

The First Downtown
Improvement District
in Arizona

Serves 250 Property
owners and over 450
businesses within
ONE SQUARE MILE



DOWNTOWN
MESA

YEAR ROUND SERVICES

Maintenance Programs



Marketing



Event Facilitation



Business Development



Direct Mail Services

<p>SW Herb Shop Herbal Products, Workshops, Seminars 14801 Center • 480-694-9921 swherb.com</p>		<p>\$50 OFF Specialty Herbals Specialty, VA, USA</p>
<p>Branham Law Offices 471 W. Ave. • 480-568-2382 www.branhamlaw.com</p>		<p>FREE 30 MINUTE CONSULTATION</p>
<p>Vinyl Rush Café Coffees, Baked Goods 40 South MacDougal Rd • 480-495-4333 www.vinylrush.com 1111 E. McDowell, Saturday Brunch</p>		<p>A BAGEL OR CROISSANT WITH YOUR FAVORITE DRINK = \$3.25 www.vinylrush.com</p>
<p>Subway Salads, Sandwiches & Subs 301 W. McDowell 480-544-5950 www.subway.com Hours: 11am - 10pm</p>		<p>BUY ANY 40-50¢ SANDWICH & GET A 6" SUB FREE!</p>

BUY MESA DOWNTOWN GIFT CARDS

Give people what they really want - Over 100 participating businesses. Purchase online at downtownmesa.com

Property / Bus. Owner Advocacy



Parking Management



Business Liaison



DOWNTOWN MESA



CANCER IS NOT BIGGER THAN ME



Produce, Sponsor & Fund over 85 events annually generating over \$200,000 in additional revenues invested back into Downtown



DOWNTOWN MESA

Vision of Our Property Owners

- A Vibrant Downtown...
that is highly livable with a variety of high density residential, supporting a healthy mix of active retail and restaurant businesses



DOWNTOWN
MESA

Vision of Our Business Owners

- A Vibrant Downtown...
with an abundance of active businesses in the retail corridor with an eclectic mix of retailers and restaurants with a focus on locally owned businesses, open both day and night.



DOWNTOWN
MESA

Vision For Downtown Mesa

- Live – Work – Learn – Play

A Vibrant Self-sustaining Downtown

-A 24/7 Downtown that is the beating heart of the community, where people desire to live, go to school, work, go out for a night out on the town.

-A Downtown that is primarily supported and enjoyed by it's residents, employees, students and surrounding neighborhoods – secondarily by regional visitors, tourists, snowbirds and event attendees.



DOWNTOWN
MESA

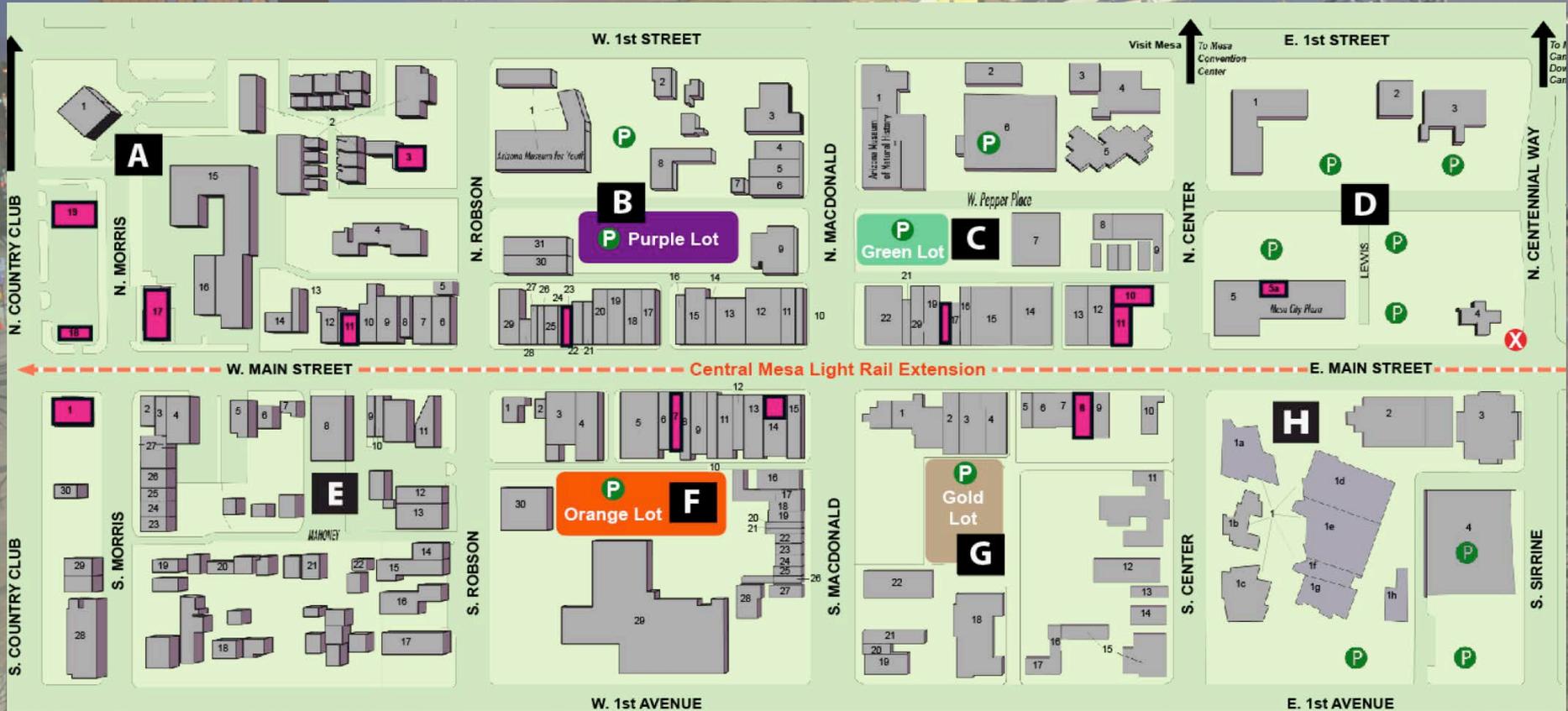


Downtown Mesa today and
some of our challenges



DOWNTOWN
MESA

Restaurants (14)



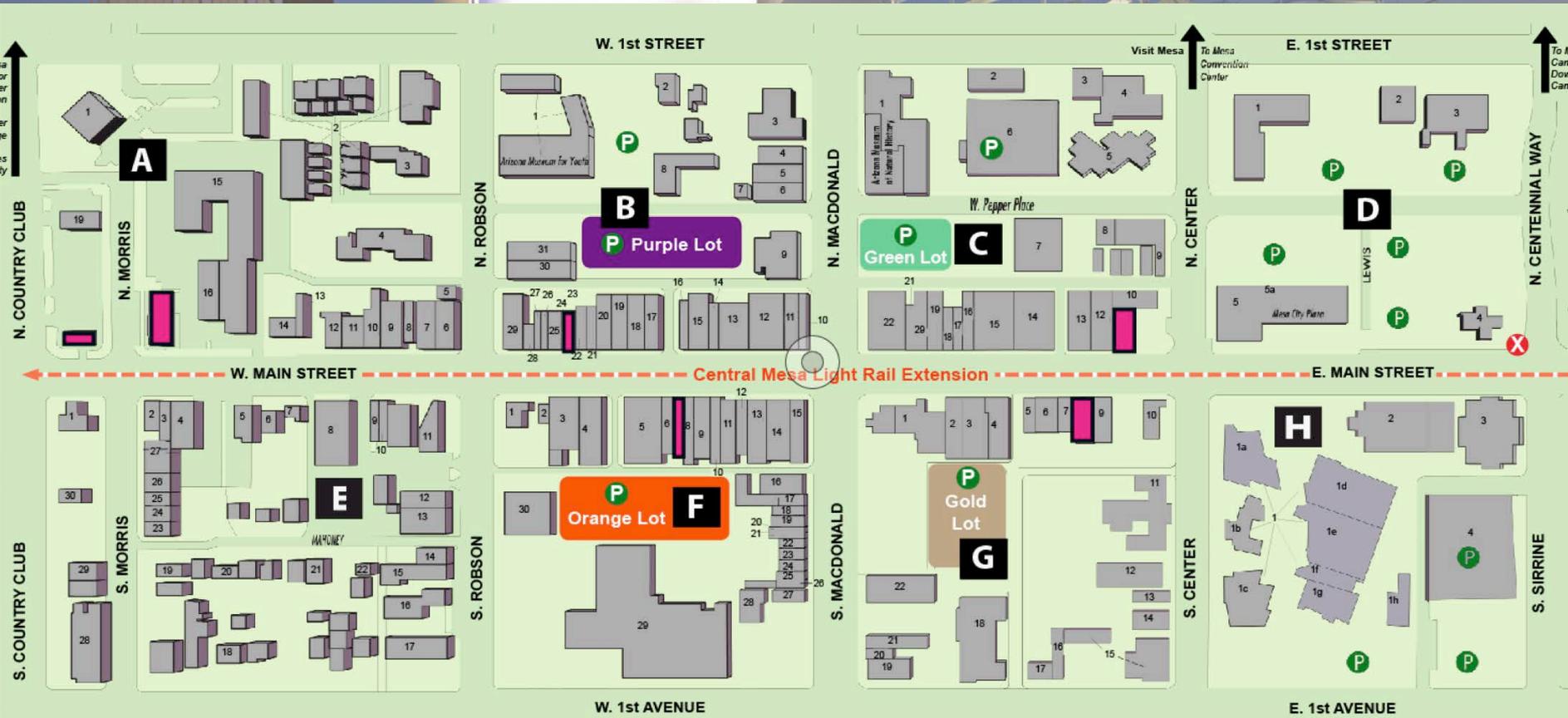
DOWNTOWN
MESA

Sprinklers (12)



DOWNTOWN
MESA

Open After 8pm (6)



DOWNTOWN
MESA

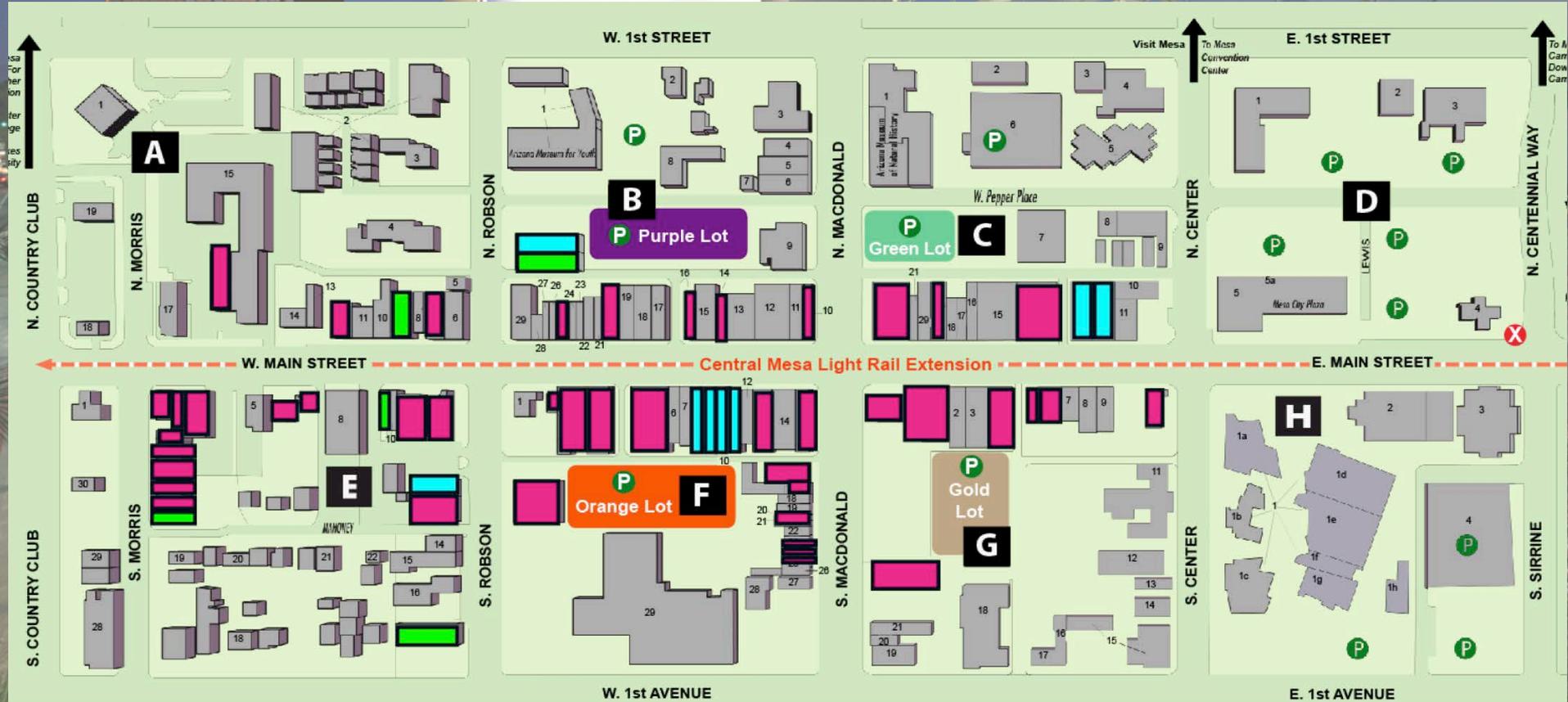
Vacant / Available (26)



DOWNTOWN
MESA

Inactive Ground Level Business

(too many)

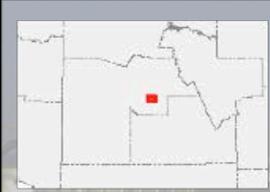
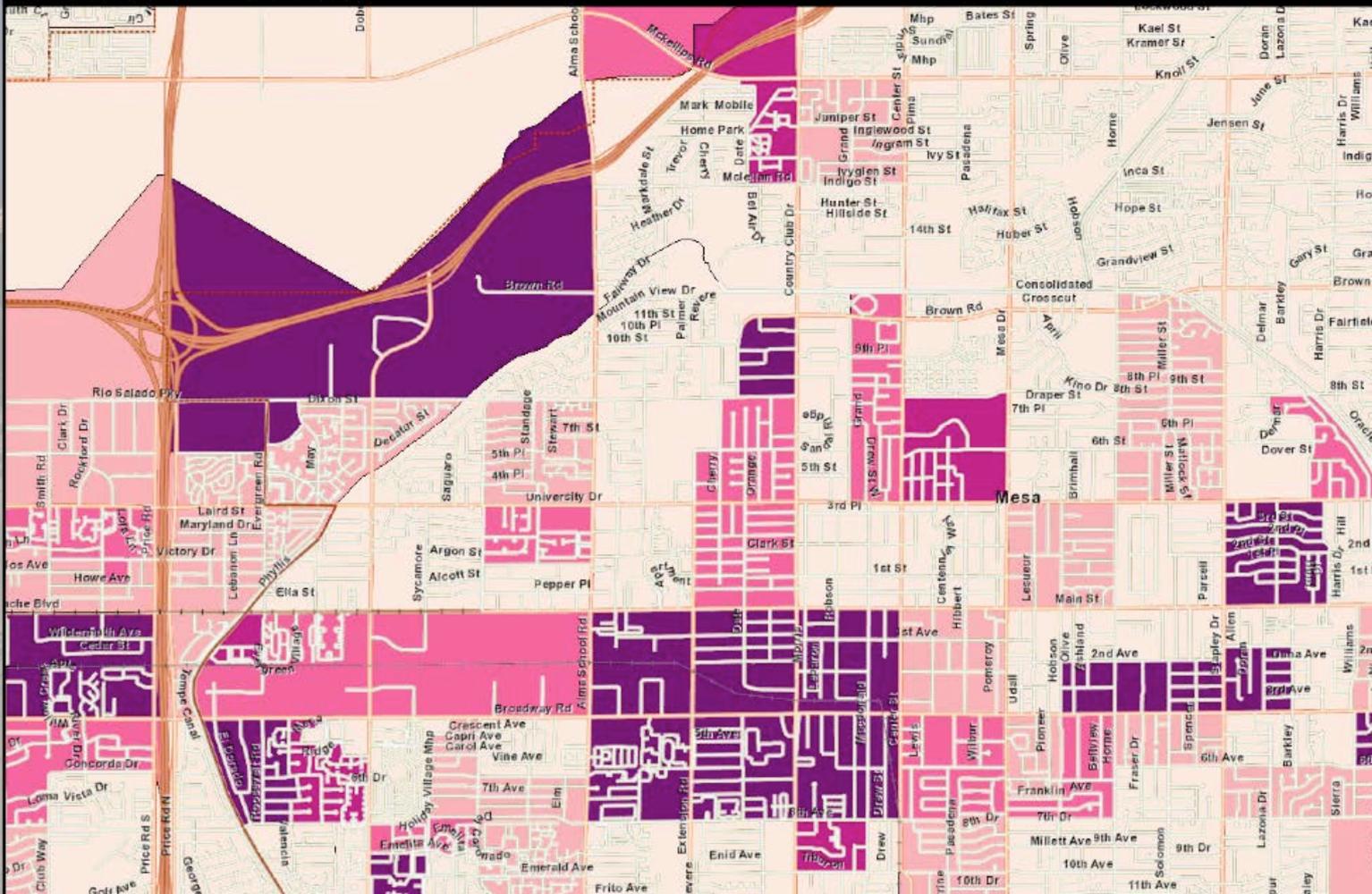


DOWNTOWN
MESA

Disposable Income

Percent Families Below Poverty Level

MARICOPA ASSOCIATION of GOVERNMENTS



Percent Families Below Poverty Level
American Community Survey 2008 - 2012, by Block Group

- 0 - 20%
- 20 - 30%
- 30 - 35%
- 35 - 40%
- 40 - 100%
- No Data

Notes:



0.95



DOWNTOWN MESA

Transitional Living Facilities in Downtown Mesa, AZ (November 2104)

116 S. Robson
122 S. Robson
136 S. Robson
140 S. Robson
254 W. 1st Ave.
256 W. 1st Ave.
143 S. Center St.
30 S. Macdonald
160 S. Serrine
260 E. 2nd Ave.
266 E. 2nd Ave.
142 S. Pomeroy
161 N. Hibbert
166 N. Hibbert

“Half-way” houses with less than 5 residents are not required to register
Some houses may be “grandfathered” prior to enactment of current zoning



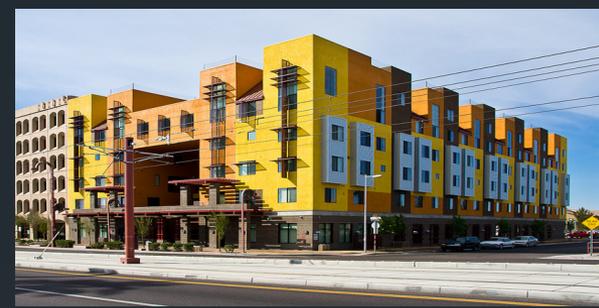
**DOWNTOWN
MESA**

Discussion / Questions



DOWNTOWN
MESA

Agenda Item 5



“From Car Centric to Transit Oriented”

Sustainable Communities Collaborative

Shannon L. Scutari

Mesa Downtown Vision Committee

December 3, 2014



“Thank God, there’s still a bunch of people across America – innovators and entrepreneurs – who just didn’t get the word. They didn’t get the word that Germany will eat our breakfast or that China will eat our lunch. They didn’t get the word that we’re in a recession and heading for a fiscal cliff.... Instead, they just go out and invent stuff and fix stuff and collaborate on stuff. They are our saving grace, and whenever I need a pick-me-up, I drop in on one of them.”

- Thomas Friedman

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

-Margaret Mead

Our Story

35+ Partners

Public-Private Partnerships / Public-Public
Partnerships



5 Policy Areas



Housing — Transportation — Public Health

Community Development — Financial Tools

Our Story

\$20M Sustainable Communities Fund



Growth & Development “Game Changer”

Focus 20-30% of New Growth Into High Capacity
Transit Corridors



Connective Tissue for the Light Rail Corridor

Our Story

Since June 2011



20 Residential & Commercial Developments



Over 1800 (1155 utilizing the Fund) Affordable,
Market Rate & Workforce Housing Units



Almost 200K sf Commercial Development

Transit Oriented Development - Housing



Divine Legacy on Central - Phoenix



Encore on 1st Avenue - Mesa

Transit Oriented Development - Housing



Gracie's Village - Tempe



McKinley Lofts - Phoenix

Transit Oriented Development - Housing



Union at Roosevelt – Phoenix

Residences on Farmer - Tempe



Our Story

Since June 2011



Adelante Community Health Center



The Newton Business Center:
Changing Hands Bookstore
First Draft Book Bar
Southern Rail Restaurant
Southwest Gardener

Transit Oriented Development - Healthcare



Adelante Healthcare Center - Mesa

43,000 square foot, Primary health care center

The Newton: Local Retail, Restaurant, Coffee/Wine Bar



Andrew Pielage Photography

The Newton: Local Retail, Restaurant, Bookstore, Coffee/Wine Bar

Spotlight on Changes



Spotlight on Changes





0 Central South

TRAFFICADE

San Antonio

San Antonio



SOUTHWEST
BARRICADES
602-788-2222

SOUTHWEST
BARRICADES
602-788-2222





Transit Oriented Development “Secret Sauce”

High Quality Public Transit Services



Good Walkability



Compact, Mixed Land Use



Inclusive – Community Connectivity

Transit Oriented Development “Secret Sauce”

Whose Shoulders Do We Stand On?



Where Have We Been?



Where Are We Now?



Where Are We Going?

Transit Oriented Development “Secret Sauce”

“Where Have We Been?”

- West Main Street Area Plan
- Central Main Street Area Plan
- Mesa 2040 General Plan
- Form-Based Code
- Historic District Overlay
- Historic Landmark Overlay

Transit Oriented Development “Secret Sauce”

Where Are We Now?

“Coming together is a beginning, keeping together is progress, working together is success.”

- Henry Ford

Transit Oriented Development “Secret Sauce”

Where Are We Now?

Good Bones



Authenticity



Placemaking & Placekeeping

Transit Oriented Development “Secret Sauce”

Where Are We Going?

Create Change Gracefully Yet Persistently



Manage Change Diplomatically

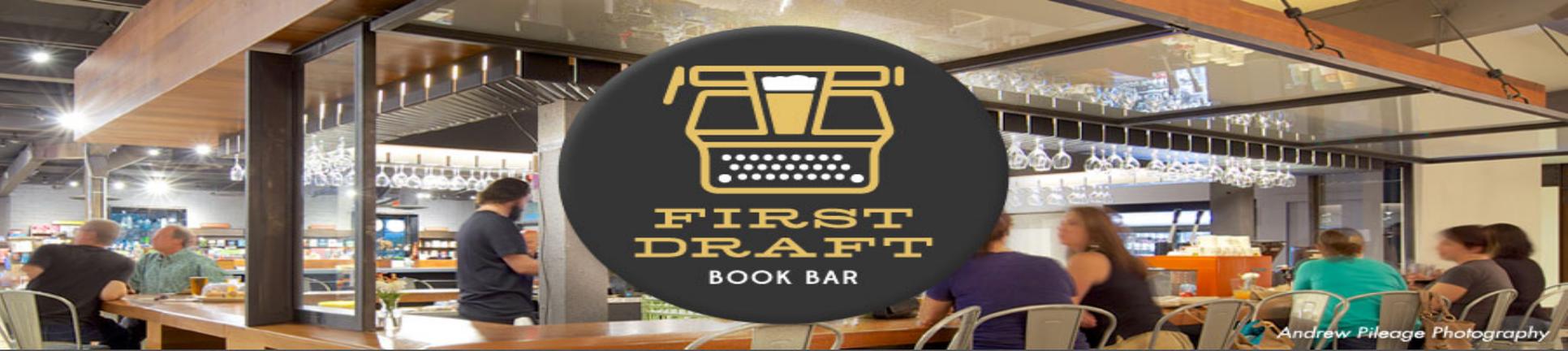


Keep Momentum Going Despite
Disappointment, Sabotage, and Success

Transit Oriented Development “Secret Sauce”

Storytelling

Discussion



Andrew Pileage Photography

Thank You!



Agenda Item 7

Business Leaders Discussion – Downtown Region

QUESTION 1

What are the 5 most important reasons your business is located in Downtown Mesa?

QUESTION 2

What businesses or amenities would enhance your business if located within 5 miles of your business location?

QUESTION 3

What is the reason you opened your business in Downtown Mesa and have remained Downtown?

QUESTION 4

What are the three most important changes that must happen to improve the business climate in Downtown Mesa?

QUESTION 5

What does a vibrant downtown Mesa look like to you 10 years from now?