DOWNTOWN MESA VISION & CONCEPT PLAN

DOWNTOWN MESA ASSOCIATION (DMA) DRAFTING PROCESS TO DATE

Vision: Vibrant

5 Vision Elements

- **Flourishing**
- **Pedestrian Friendly**
- **Diverse**
- **Unique**
- **Collaborative**

26 Vision Element Strategies

10 Transformative Projects/Programs

22 Major Project Concepts By Map Location

100s of Implementation Tactics Organized by Live, Work, Play, Dine/Shop, Learn & Invest Components

Companion Implementation Documents (To Be Developed Collaboratively)

- **Downtown Action Plan**
- **Communication Plan**
- **Updated Zoning/Code Ordinances**
- **City Capital Improvement Plan**

2009-03-05.Sty
Attachment 1