



**Meeting Notice & Agenda
Downtown Vision Ad-Hoc Committee**

March 10, 2015

Visit Mesa, 120 N. Center Road

3:00 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 take action to approve Downtown Vision Committee minutes from the February 24, 2015 meeting.
3. Hear a presentation, review and discuss updated community dashboard.
4. Hear a presentation, review and discuss survey results from February 26, 2015 community open house.
5. Participate in facilitated electronic brainstorming session to identify key vision themes, priorities, preliminary recommendations for future consideration by the Mesa City Council. Direct staff on next steps and scheduling.
6. Confirm next meeting date: March 24, 2015 at the Lower City Council Chambers at 57 E. First Street.
7. Items from citizens present
8. 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

MEETING MINUTES

City of Mesa
Downtown Vision Committee
City Council Lower Level Chambers
57 E. First Street
Mesa, AZ 85201

Date: February 24, 2015

Time: 3:00 P.M.

MEMBERS PRESENT

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

MEMBERS ABSENT

None

STAFF PRESENT

Natalie Lewis
Jeff McVay
Sara Sorensen

GUESTS

Vic Linoff
Ron Peters

- **Chair's Call To Order**

Chair Wilson called the February 24, 2015 meeting of the Downtown Vision Committee to order at 3:02 P.M. at 57 E. First Street, City Council Lower Chamber, Mesa, AZ 85201.

- **Approval of Minutes from the January 27, 2015 Committee Meeting Minutes**

Chair Wilson called for a motion to approve the minutes from the meeting held on January 27, 2015.

MOTION: Rich Marchant made a motion to approve the minutes.

SECOND: Debby Elliott

DECISION: Passed unanimously

- **Presentation, discussion and feedback from Mesa Preservation Foundation by Vic Linoff. President and Board Member Ron Peters regarding the downtown history, heritage and development goals and suggestions.**

Mr. Linoff and Mr. Peters presented and shared a binder of historical pictures and information of Downtown Mesa, a newly published walking tour guide and sketch up drawings showing what these historic buildings could look like after restoration, added canopies, with the light rail, streetscapes and spaces between the buildings covering alleys with canopies or glass to emulate Britain and European marketplaces for incubator spaces for artist and innovative businesses.

Mesa was settled in 1878. What little remains of its commercial history is concentrated in a couple of blocks in downtown from Morris to Center Street. If for any reason those commercial buildings are lost we have no history left to tell of how this City evolved. Mesa is larger than Kansas City, Minneapolis, Cleveland and Orlando. Anyone of those other cities that you name has a substantial amount of its history intact. Mesa has very little. We do better with neighborhoods than we do with commercial buildings.

The Preservation Foundation is working with the Mayor, staff and is requesting support of a proposed plan to bring back the historical value of downtown Mesa and surrounding areas. The proposal is a complex two-part project. The first part is the removal of the colonnade, the second would be to create

the historical district. The goal is to recognize these historic buildings and create a commercial historical district. The City can go about that in two ways. One is an ordinance which creates historic districts, a zoning overlay. That would be the first and only commercial district in the City of Mesa. In order to create the district we must be able to showcase the buildings that are there. Regrettably, they are all covered up with the colonnades.

Mr. Peters provided a history of the downtown area study, the connections report from 1995. It was a very intensive community led and directed study. The colonnades were a part of the study. The colonnades are freestanding and can be removed without damaging the facades of the buildings. A cost estimate has been prepared and provided to the City to remove the colonnade and restore the streetscape in the amount of approximately \$450,000 - \$500,000. The property owner's commitment is needed to restore the facade of the buildings to their historical value, add canopies and remove stucco to the original brick.

There are a lot of things in the downtown area that would help to build a really strong economic engine for Mesa that draws a lot of people to the community. One of the major economic engines we have in this community is the city center. If we are going to encourage infill back into the older parts of Mesa it really has to start with downtown. The light rail is in itself good yet troubling. It is going to and is already creating a much greater market interest. This puts historic properties at risk, if people think they can sell their property and development, interests may possibly try to assemble properties. We are arguing that a restored historic district will have relatively higher property values than a comparable new building. The illustrations show how distinctive downtown was with plenty of shade, variations and individual features. It was a dynamic place to be with plenty of people and things to do.

The next step is to have a public meeting and a presentation to all the property owners. The Foundation will share photos of the history and the possibilities after restoration. Discussions are taking place for tax credits and meetings with Flagstaff to talk about their overlay district for their town square and obtain feedback.

Several Board Members provided feedback. Mixed reactions of removal of the colonnades have been heard during the Downtown Vision Committee outreach meetings. The Board inquired what will happen if there is not a unanimous decision. Mr. Linoff advised that it depends on the property owners. Education is a key to provide a better understanding of the value of how these properties will be enhanced with the removal of the colonnade and provide visualization. With the light rail and restoration of these historic buildings we have a huge opportunity for heritage, tourism - it becomes an investment and not a cost.

- **Staff presentation, discuss and direction related to the February 26 open house format, roles and responsibilities.**

Jeff McVay reviewed the open house format, overall timeline and setup that was presented to the Board Members. Mr. McVay requested Board Members to assist in several areas of the open house. Staff has reached out to the community via a news release, several sources of social media, Visit Mesa, the Chamber of Commerce, and the Downtown Mesa Association to announce the Open House. Staff also encouraged the Board Members to post on Facebook, Twitter and spread the word. There is no formal presentation, attendees are welcome to attend at whatever time is appropriate and convenient for their schedule. The meeting will be held at the Benedictine University Community Room, 225 E. Main Street from 5:30 P.M. to 7:30 P.M.

There will be three stations for the attendees to visit.

- The first station will be "History" with a banner that is 15 feet long and it traces Mesa's history from its Incorporation to today. The banner will be interactive so that the attendees can make notes of what a particular point in history meant or means to them.
- The second station will be "Initiatives Underway". This station will have several substations that will incorporate such areas as downtown restaurants, the City Center design proposal, central main plan and form-based codes, plans for downtown holiday 2015, Mesa Arts Center 10th Anniversary, transit-oriented development 101 and light rail update.

- The third station will be “Envision Downtown’s Future”. This station will have a thought bubble and Post-its. There will be questions that participants can respond, provide feedback and thoughts on Post-its.

The attendees will then have the opportunity to provide direct feedback electronically via a survey on laptops.

- **Staff presentation, discussion and feedback on the draft “Community Outreach Dashboard”.**
Natalie Lewis provided and discussed the draft to the Board Members that compiles the feedback into a reference tool. The dashboard has three elements; the group name, their key messages and their common theme contributions. Natalie requested feedback from the Board.

Board Member Marchant noted two items; 1) For the RAIL meeting, add a linear park to connect people to the downtown. Natalie Lewis advised she will add this to the dashboard. 2) Mr. Marchant advised he has heard inquires whether there will be any additional group homes and halfway-houses downtown. Mr. McVay advised the social service facilities that exist are the only ones that will exist, unless the majority of the City Council Members vote for additions. Board Member Huellmantel inquired if the City has control of recycling centers as these tend to be attractive and a source of revenue for certain populations. Jeff McVay advised that the City does have control.

- **Staff presentation, discuss plans and areas of focus for the March 10th facilitated, electronic brainstorming session.**
Natalie Lewis requested that all Board Members attend this two-hour core interactive meeting to pull together their comments and recommendations to create a focal point and key messages to go forward. The City has agreed to fund a facilitator, Doug Griffen of Advanced Strategy Center. Board Member Marchant has advised he will not be able to attend so staff will work with him to find a way for him to participate virtually or offline to be sure his comments and recommendations are incorporated. At the least, Mr. Marchant will join the meeting dialog via conference call. Each board member will have a laptop to type their anonymous comments. An associate from the Advanced Strategy Center will work and create the common themes and narrow things down. Chair Wilson will meet with the facilitator prior to the meeting to prepare the meeting guide.

After the session Natalie Lewis will forward the feedback from the electronic brainstorming to the Board Members to review and finalize recommendations.

- **Staff presentation, discuss and provide direction on an updated Committee calendar and timeline.**
Natalie Lewis reviewed the timeline provided to the Board Members for the balance of February through April. Chair Wilson noted that the City Council presentation could be postponed if the Board needs additional time to prepare. Natalie Lewis will update the meeting announcements.
- **If time allows, hear committee discussion and possible direction to staff or committee assignments relative to: 1) Downtown boundaries; 2) Parking and way finding; 3) Unique and creative development opportunities, particularly transit-oriented development for housing or mixed uses; 4) Restaurant/Bar opportunities and 5) Committee discussion about adding other categories for later discussion and/or follow up by the Committee at future meetings.** In response to this agenda item, Chair Wilson requested feedback from the Boards’ perspectives.

- Board Member Perez stated that he found the community outreach meetings to be very inspiring, hearing of the desire for vibrancy and what Mesa can be. He loved the passion of the Mesa Preservation Group and totally agrees that heritage tourism is an exciting opportunity. He is excited about the education and cultural adversity in downtown Mesa. Mesa has all the pieces and he is excited to see what happens. Chair Wilson inquired if you could be king for a day, if you could do one thing to give Mesa a jump start what would it be? Board Member Perez suggested a full fledge social media campaign and educational program that could be a dedicated resource to let people know what is already here and celebrate existing assets and build from that.

- Board Member Churci would like to see restaurants downtown. He noted that they are celebrations of birthdays, weddings, and special occasions. All the right ingredients are here with great leadership and great staff. The energy and passion is here to develop; however, it is important to do it right.
- Board Member Elliott shared the feeling of excitement and possibilities. The time is now and the energy needs to be harnessed. The students and property owners are becoming excited that Mesa can be what it used to be and pleased with the new and exciting things happening at the Art Center. Debby's word she has chosen for downtown is "compelling".
- Board Member Marchant has heard a lot of opposite opinions for the vision of downtown. Part of the Board's task is to make sure to incorporate what everyone is saying. Also, to concentrate beyond the couple of blocks of downtown, think about the whole area, all the connecting points. It is important to get past and overcome the stigma of downtown.
- Board Member Huellmantel feels a lot of things are great about downtown Mesa. One thing that is not-so-great is getting here. Street improvements are needed to make the journey to downtown more attractive, inviting and exciting. The younger generation lifestyle is evolving; they like to dine, visit the arts, and want unique experiences. The homeless is a big issue and it may work itself out. It will take time to expand and change perceptions and images. Be prepared when the light rail happens, changes will happen rapidly.
- Chair Wilson also hears that Mesa has the bones and also realizes the structure is here. But also knows that perception is as good as reality unless you change that perception. It is imperative and critical that the change occur sooner rather than later to meet the needs of the increasing student body at Benedictine and to draw new students. The students will tell you that the housing issue is important, entertainment and night life including, theater, bowling alley and study places. Everything closes down at night, they will get on the rail and go to Tempe. Chair Wilson wants the designation to be Mesa, not out of Mesa, bring people here. If she could be Queen for a day she would want everybody to fly into Phoenix and say we have to go to Mesa at least one day while we are in the valley. We need something unique and we need to build on the arts, culture and history that is already here. What is different enough to keep people coming? What would keep you returning to downtown? My image of what I want downtown to be considered, is the heart of Mesa, the destination, the center, the heart. I like the concept of heart, that it's beating, vibrant and ongoing. Communication is also needed, there is not a common way to communicate.

Chair Wilson requested each Board Member to list their key elements and vision for downtown for the upcoming brainstorming meeting. Elements such as branding, marketing, housing, maintaining our historical preservation while infusing newness into it.

Board Member Perez shared that he likes how the Benedictine students have expressed pride and excitement about being part of something new. He stated that one student noted it would be fun to come into downtown Mesa flourishing with Benedictine colors. Mr. McVay referenced the impact of the cities that have embraced their colleges.

- **Confirm next meeting date** – Tuesday, March 10, 2015, 3:00 P.M., Visit Mesa Conference Room, 120 N. Center Street, Mesa, AZ
- **Discuss and provide direction on the primary agenda items next meeting.**
Tabled to future committee meeting.
- **Items from citizens present**
No items presented from citizens present.
- **Adjournment**
Chair Wilson called for a motion to adjourn the board meeting at 4:35 P.M.

MOTION: Charles Huellmantel made to adjourn meeting.
SECOND: Steve Chucri

Submitted By:

Jo Wilson, Chair
(Prepared by Beth Ann Moore)

Agenda Item 3



Downtown Vision Committee Community Feedback Dashboard

March 2, 2015

GROUP NAME	KEY MESSAGES	COMMON THEME CONTRIBUTIONS
Benedictine University	<ul style="list-style-type: none"> • Importance of retaining students and what amenities the downtown area and the University require in order to successfully compete with campuses nationwide. • Residence halls, entertainment,, Recreational sports, Restaurants (mix of casual and fine dining), Movie Theaters, Iconic architecture and community space. • 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 . • Student volunteer and involvement opportunities within the City. • People use the Light Rail to <i>come</i> downtown rather than leave. 	Active. Thriving. Student focused. Active. Restaurants. Iconic. Nightlife. Universities. Inclusive.
Chamber of Commerce (Staff and Business Focus Group)	<ul style="list-style-type: none"> • Need for attractions. Safety Town an example. New Universities downtown has been good for businesses. • Need for better branding, image—people need to know about what’s available in Downtown Mesa today and where it’s heading. Change misperceptions. • Note: more info. pending from Sally on focus group results. 	Attractions. Nightlife. Branding and marketing.
City of Mesa, Central Main Plan	<ul style="list-style-type: none"> • Extensive recommendations available; community-wide effort to identify recommendations. Important tool for eventual implementation of the vision. 	Prosperous. Community. Walkable. People. Inclusive. Distinctive.
City of Mesa Arts and Culture	<ul style="list-style-type: none"> • Arts, culture and community creativity are important to local quality of life and economy. • Existing City establishments are thriving, growing, iconic. • Focus on collaborations to create sense of community, festivals in downtown, grant seeking. • Growing the ‘under 40’ audience via creative catalyst program and Southwest Makersfest • MAC 10th Anniversary this year—opportunity to showcase with opening of light rail. 	Inclusive. Authentic. Creative. Partnerships. Engaged community. Nightlife. Iconic.
City of Mesa Transit	<ul style="list-style-type: none"> • Light rail as much of an economic driver as it is a people mover. • Most light rail ridership students and residents going to large designations or sporting events. • Two-thirds of riders ages 18-34. • Before light rail community comments: need for nightlife; walkable; clean and safe streets; historic sense of place; range of housing options; community involvement. • Once light rail in place, important to consider additional neighborhood circulators and bike share to connect to and from light rail. 	Nightlife. Walkable. Safe. Historic. Engaged community. Accessible.

City of Mesa Economic Development	<ul style="list-style-type: none"> • Opportunities: Diverse-rich neighborhoods; boutique shopping; new higher-education institutions and students; new jobs; ample parking; 2.5M annual; Spring Training; 2,400 permanent residences with wider market within 15-20 minutes of downtown. • Challenges to overcome: Stable population/flat growth rate; older population; need for destination restaurants; lacking active night-life • Strengths: Light rail; vacant land available for development; passion to develop downtown; support by City leadership for transformative projects; great public-private-non-profit partnerships; emerging popularity of events • Weaknesses: Need to shift from commuter town center; small, old buildings with some code issues; poor storefront visibility; no image, marketing or strong brand; need for more market-rate housing; current facilities underutilized; need for 	Transformative. Branding and Image. Marketing. Housing. Inclusive.
Consolari Team	<ul style="list-style-type: none"> • Ensure Consolari is part of downtown vision. • Iconic architecture planned. • Concern about development to surround Consolari 	Sense of place. Creative. Family. Iconic.
Creative Catalysts/Southwest Makerfest	<ul style="list-style-type: none"> • Love Arts center, arts activities. Events going well and adding creative and fun vibe to downtown. Like small, boutique shops. Appreciate DMA, responsive govt., collaborative attitude and creative culture being formed downtown. • Need more color downtown. Need to activate storefronts and consider ways to increase visibility of the stores (colonnade). More wifi. More restaurants. 	Arts. Creative. Nightlife. Boutiques. Engaged Community. Color. Wi-Fi. Restaurants. Visible storefronts.
Downtown Mesa Association (Board, Staff and joint meeting of merchants, restaurants and property owners)	<ul style="list-style-type: none"> • Love that downtown is unique with locally owned shops and services. Good family atmosphere and draw. Events are popular and growing. New universities. Movies downtown going well. Feeling of community is beginning to bubble up. Great potential. Good year-round services. • Want to see more live music. More people downtown. Housing. New restaurants and businesses. Additional marketing and advertising to inform and draw people here is important. More retail and destination restaurants. Get rid of the beige. Need color and more dynamic lighting. More housing and people living downtown. Added police presence to manage homeless, half-way house influences or perceptions. Simplify city processes related to businesses locating or growing in downtown. 	People. Color. Dynamic lighting. Marketing and Advertising. Housing. Restaurants. Nightlife. Boutiques. Family. Simplified city processes.
Downtown Students	<ul style="list-style-type: none"> • Likes: Museums. Affordable and fast foods. Banks, Festivals. Paved streets. Tree-lined sidewalks. Intimate community feel. Local/unique businesses. • Needs: Added casual dining/fast food. Active entertainment (arcade, bowling alley, theater, racquet ball). Community/student center—place to gather, study, eat, drink coffee and play 24-7. Dynamic and creative lighting on Main Street. A diner/restaurant that stays open 24-7. Change perception of safety. Mix of local and name brand stores. Provide concerts that reduce prices for students. Make downtown Mesa the heart of Mesa with major BenU presence. 	Festivals. Restaurants (casual/fast food focus for students). Active entertainment. Creative lighting.
Family Literacy Class (Eisenhower)	<ul style="list-style-type: none"> • Likes: Light rail. New universities. Safe and walkable. Main Library, Museums, Art classes. Craft shows and events/festivals. Family oriented activities. • Needs: Theater. Bike share. Holiday events and activities. More Latino events and celebrations. Water feature. Skating. Pioneer Park improvements. More information and access to it. 	Safe. Walkable. Inclusive. Events. Theater. Family.
Family Literacy Class (Lincoln)	<ul style="list-style-type: none"> • Likes: Light rail. Lots of change. Dia de los Muertos. Museums and arts classes. Farmers market and SPARK! festivals. • Needs: Water feature/aquatics park. Pioneer Park improvements. More information—we don't know what we don't know. We want to be informed and more engaged. 	Inclusive. Engaged community. Water feature.

First Evangelical Lutheran Church	<ul style="list-style-type: none"> • Likes: Arts focus. Motorcycles on Main. Police responsiveness. Light rail. Local/boutique shops. • Needs: More restaurants. Interest in closing down areas and expanding walkability. More shopping. Visible storefronts. Market-rate housing. 	Walkability. Events. Safe. Restaurants. Boutique shopping. Arts. Visible storefronts. Housing.
Historic Preservation Commission	<ul style="list-style-type: none"> • Goals—working on historic districts and overlays, historic signage, home for orphan neon signs, adaptive reuse of federal building and citrus growers building. • Saving historic buildings is worthwhile and economically advantageous • Existing historic buildings in downtown Mesa should be modified and history restored (colonnades) 	History. Heritage. Main Street storefronts that reflect history and that are more visible.
Mayor’s Youth Committee	<ul style="list-style-type: none"> • Likes: Arts center. Good restaurants. Boutique shops. History and character. Coffee shops. New universities. • Needs: More shopping, including some standard ‘big box’ retail to draw for smaller shops. Added restaurants. New educational experiences for robotics, technology. Easy accessibility. 	Arts. Creative. History. Restaurants. Boutiques.
Mesa Preservation Foundation	<ul style="list-style-type: none"> • To be completed following 2/24 meeting. 	
Neighborhood Economic Dev. Corp. (NEDCO)	<ul style="list-style-type: none"> • Include NEDCO in the DT Vision plan implementation. • Make creative place-making and adaptive reuse a priority • Make downtown marketing, advertising branding, promotions a priority • Find ways to simplify city processes, added training for transit-oriented development • Support downtown murals • Support mandatory form-based codes and building code analysis • Ensure community outreach part of implementation of downtown vision 	Creative place-making. Transit-oriented development. Engaged community. Simplify city processes.
R.A.I.L. (Residential, Arts, Innovation and Livability) Meeting #1 and #2	<ul style="list-style-type: none"> • Need additional advertising and branding/identity. • Draw more downtown, including residents. Change negative perceptions about downtown. • Vision needs to be simple and memorable—like HEAT initiative • Variety of housing choices important—1500 units. • Community outreach and involvement critical to downtown • Consider adding a linear park to connect to and from downtown. 	Branding, identity, simple vision statement, housing, community involvement. Transit-Oriented Development.
Sustainability Communities Collaborative	<ul style="list-style-type: none"> • Transit-oriented development is key to next generation communities and downtowns. • Sustainable, accessible with variety of housing, mixed-use choices and options. • Critical to retain your authenticity and ensure all are welcome/inclusive environment. • Productive partnerships are critical—city, non-profits, for-profits and grass-roots organizations. • Don’t forget tools you already have—Central Main Plan. Form-based codes. • Create change gracefully yet persistently. Manage change diplomatically. Keep momentum despite disappointments, sabotage and success. 	Transit-oriented development. Housing. Walkability. Inclusive. Authenticity.
Visit Mesa	<ul style="list-style-type: none"> • Street-side arts haven • New and improved Convention Center • Another hotel/resort downtown • Unique products and shopping • Remove colonnades- add visibility and new shade features • Opportunity to rebrand downtown and ‘bring back’ the local community. Then, the visitor market adds to that base, local market and demand. 	Arts. New shade/remove colonnades. Rebranding and marketing.

**West Mesa Community Dev. Corp.
(WMCDC)**

- Likes: Arts center. Light rail. Events. Walkability. Two front doors approach (ample parking). Mesa Urban Garden. Farmers market.
- Needs: Experience destinations. New restaurants. Events that cater to younger crowds. Nightlife. New landscaping—right tree, right location. New jobs. Grocery store. Need to enhance perception of safe downtown. Concern about adding more affordable housing—balance is key here.

Arts. Events. Walkability. Restaurants. Nightlife. Safe.

Agenda Item 4

**February 26, 2015 Open House Community Feedback
DT Vision Committee**

1. Please review the following statements and let the Committee know if you agree or disagree that these are positive attributes of downtown Mesa TODAY.

	Agree	Neutral	Disagree	N/A Don't Know		
Expanding Educational Opportunities	83.3% (20)	12.5% (3)	4.2% (1)	0.0% (0)	2.79	24
Coming Light Rail	91.7% (22)	8.3% (2)	0.0% (0)	0.0% (0)	2.92	24
Affordable Business Rents	41.7% (10)	25.0% (6)	0.0% (0)	33.3% (8)	2.63	24
Sense of Community	50.0% (12)	37.5% (9)	12.5% (3)	0.0% (0)	2.38	24
Unique/Boutique Retail	66.7% (16)	25.0% (6)	4.2% (1)	4.2% (1)	2.65	24
Existing Restaurants	45.8% (11)	29.2% (7)	25.0% (6)	0.0% (0)	2.21	24
Intimate Feel	50.0% (12)	37.5% (9)	12.5% (3)	0.0% (0)	2.38	24
Safety	66.7% (16)	29.2% (7)	4.2% (1)	0.0% (0)	2.63	24
Walkability	79.2% (19)	16.7% (4)	0.0% (0)	4.2% (1)	2.83	24
Family-Friendly Atmosphere	66.7% (16)	29.2% (7)	4.2% (1)	0.0% (0)	2.63	24
Mesa Arts Center	95.8% (23)	4.2% (1)	0.0% (0)	0.0% (0)	2.96	24

Museums	70.8% (17)	25.0% (6)	4.2% (1)	0.0% (0)	2.67	24
Historic Character	62.5% (15)	29.2% (7)	8.3% (2)	0.0% (0)	2.54	24
Accessibility	58.3% (14)	25.0% (6)	12.5% (3)	4.2% (1)	2.48	24
Special Events & Festivals	66.7% (16)	25.0% (6)	8.3% (2)	0.0% (0)	2.58	24
Arts Classes	70.8% (17)	8.3% (2)	12.5% (3)	8.3% (2)	2.64	24
Diverse Community	62.5% (15)	29.2% (7)	4.2% (1)	4.2% (1)	2.61	24
Availability of Land for Development	54.2% (13)	29.2% (7)	12.5% (3)	4.2% (1)	2.43	24

Comments:

Higher end housing, few vacant buildings, more activity

Continue with the artist vibe. Classes, sculptures, art features.

Need more restaurants

I would personally enjoy seeing businesses, in particular food, be established alongside each other downtown.

More active nightlife.

Hotels, shade, bicycle friendly

Build on cohesive, small-town feel, local business

Locally owned businesses

I would encourage restaurants to stay open later for night life. Also, I would hope for more affordable shopping opportunities. The boutiques, etc. are nice, but I don't shop them because I feel I cannot afford them.

There is only one portion that is colorful, and lively, there should be more influence of style throughout.

There should be No Alcohol Permitted. This would allow for Family-Oriented Community.

Senior affordable housing

Cooperation of all downtown agencies with City in vision implementation

2. Please review the following statements and let the Committee know if you agree or disagree that these are attributes needed for the FUTURE of downtown Mesa.

	Agree	Neutral	Disagree	N/A Don't Know		
New Housing Options and Availability	83.3% (20)	12.5% (3)	4.2% (1)	0.0% (0)	2.79	24
Dynamic Outdoor Lighting	79.2% (19)	16.7% (4)	4.2% (1)	0.0% (0)	2.75	24
Additional Retail Options (local/boutiques)	62.5% (15)	33.3% (8)	4.2% (1)	0.0% (0)	2.58	24
Water Features/Splash Pads	58.3% (14)	25.0% (6)	12.5% (3)	4.2% (1)	2.48	24
Additional Retail Options (national)	50.0% (12)	29.2% (7)	12.5% (3)	8.3% (2)	2.41	24
Active Nightlife/Additional Entertainment Venues	100.0% (24)	0.0% (0)	0.0% (0)	0.0% (0)	3.00	24
Inclusive and Respectful Community	87.5% (21)	12.5% (3)	0.0% (0)	0.0% (0)	2.88	24
Focus on Technology and Innovation	58.3% (14)	37.5% (9)	4.2% (1)	0.0% (0)	2.54	24
Additional Parks/Plaza/Pedestrian Amenities	91.7% (22)	8.3% (2)	0.0% (0)	0.0% (0)	2.92	24
Mandatory Application of Form-Based Code	37.5% (9)	33.3% (8)	4.2% (1)	25.0% (6)	2.44	24
Engaged and Active Community	87.5% (21)	12.5% (3)	0.0% (0)	0.0% (0)	2.88	24
Improved/New Convention	54.2%	33.3%	8.3% (2)	4.2%	2.48	24

Center/Hotel	(13)	(8)		(1)		
New Downtown Landscaping	75.0% (18)	25.0% (6)	0.0% (0)	0.0% (0)	2.75	24
Maintenance of Authentic Character	66.7% (16)	29.2% (7)	4.2% (1)	0.0% (0)	2.63	24
Growing Higher Education Opportunities	75.0% (18)	20.8% (5)	0.0% (0)	4.2% (1)	2.78	24
Branding and Marketing Downtown	75.0% (18)	16.7% (4)	4.2% (1)	4.2% (1)	2.74	24
Signature Central Gathering Place	83.3% (20)	12.5% (3)	4.2% (1)	0.0% (0)	2.79	24
Additional Employment Opportunities	75.0% (18)	25.0% (6)	0.0% (0)	0.0% (0)	2.75	24
Public Bike Share to increase accessibility to transit and businesses	75.0% (18)	12.5% (3)	12.5% (3)	0.0% (0)	2.63	24
Colonnade Removal with Facade Improvement and Shade	75.0% (18)	12.5% (3)	4.2% (1)	8.3% (2)	2.77	24
Additional Dining Options	95.8% (23)	4.2% (1)	0.0% (0)	0.0% (0)	2.96	24
Continued Growth of Arts and Culture Program and Events	83.3% (20)	12.5% (3)	4.2% (1)	0.0% (0)	2.79	24
Improved Walkability/Pedestrian Connections to Surrounding Neighborhoods	91.7% (22)	4.2% (1)	4.2% (1)	0.0% (0)	2.88	24
Focus on Historic Preservation and Heritage Tourism	50.0% (12)	45.8% (11)	0.0% (0)	4.2% (1)	2.52	24

Comments:

Focus on getting a critical mass of interesting dining and entertainment options in close proximity

Gay bar! More medical/dental offices, and grocery/market.

More bike paths

Fill in empty lots/empty businesses

Keep unique aspects of historic downtown

There Should Be More Natural Space, Nature Preserve.

Grocery Store, Drug Store, Transportation south of Main Street

Theater and Bowling Alley

3. What is the ONE thing that could be added and that would make you come back to downtown Mesa time and time again?

Comments:

Cluster of interesting and unique shops and restaurants

Parades

A large enough night life that it feels safe because of the volume of people walking around.

More places to eat

Entertainment venues like bowling or the movies

More diverse restaurants.

An amazing theater that showed featured films and or plays

Coffee shop open late that has a study hall feel to it for students studying.

Grocery store (e.g. Sprouts, Whole Foods)

Small local grocer (no big chains)

Local grocer/bakery/deli

Affordable shopping

Sense of connection to heritage, traditional with modern flare.

Activities for the whole family

Activity Center / Outdoor mall- Bowling, movies, shopping, restaurants, etc.

Great restaurant/bar

Movie theatre

Late Night Business Hours, Neighborhood Bus (like Orbit in Tempe) that Stops at More Places.

A unique museum. Autos or memorabilia?

Cool places to eat

Destination restaurants

4. Please provide ONE WORD that you believe best describes the Downtown Mesa you want to see.

- Vibrant
- THEplacetobe
- Light Rail
- Art
- More stores
- Exciting
- Vibrant and interesting
- Vintage
- Active
- Diverse
- Sustainable
- Walkability
- Historic
- Trending
- Emerging!
- Busy
- Engaging
- Vibrant
- Classic
- Sustainable
- Community
- Engaging
- Cool
- Welcoming
- Active

5. Tell us about yourself:

- I live in Mesa: 87.5% (21)
- I live or own property in Downtown Mesa: 34.8% (8)
- I live and work in downtown Mesa 8.7% (2)
- I do not live or work in downtown Mesa 34.8% (8)