# DOWNTOWN

# is an innovative, art-centered, quality-focused, eclectic blend of old and new.

Downtown Mesa is alive with options day and night, is connected to local and regional residents and visitors, and offers a variety of active and safe gathering spaces. Downtown Mesa is the location of choice to

live, work and relax.

# **Key Priorities**

# • Light Rail:

Ensure light rail is a catalyst to create sustainable, transit-oriented development and economies.

#### • Partnerships:

Keep stakeholders well involved, informed and partners in Downtown Mesa's future. Seek ways to work together and avoid duplication.

#### Market-Rate Housing:

Promote creative, unique, diverse housing products (large, medium & small scale) and opportunities in and around the Downtown core that attract residents regionally to consider Mesa as their resident city of choice.

#### • Arts:

Build on the investment made in the Mesa Arts Center and museums to leverage and incubate a more established local downtown arts and maker space scene and to develop a younger, hip arts culture and vibe downtown.

#### • Restaurants and Nightlife:

Continue to actively recruit and deliver a wide variety of indoor/outdoor dining and nightlife options, e.g. 24-7 diner for students, wine bar, and destination restaurants.

## Entertainment and Events:

Create a variety of entertainment options and special events, e.g. bowling, theater, nightclubs and signature special events.

## Safety and Security:

Proactively prepare to address public safety and security issues that have developed from the transient rider population in and around the light rail system. Consider a bicycle police presence.

## • Form-Based Code:

Look into making form-based codes the standard for Downtown Mesa and in order to attract creative, qualityoriented developers and entrepreneurs to Mesa.

# • Public Infrastructure:

Make strategic investments in public infrastructure in and around the downtown core to create a safe and aesthetically pleasing transit/ pedestrian-oriented connections to and from surrounding neighborhoods, e.g. linear pedestrian paseos and parks and new/refreshed streetscaping and shade along Main Street, and creative use of alleys such as pedestrian thoroughfares, opening storefronts onto alleys, alley cafes, etc.

#### • Heritage:

Ensure Mesa's historical assets are celebrated and preserved, e.g. remove stucco and uncover Main Street historic character and architecture.

#### Promote Downtown:

Be proactive and intentional in promoting Downtown Mesa as the hot area for entrepreneurs, artists, students and businesses.

# • Parking and Wayfinding:

Ensure parking is available and easy to find. Consider making surface parking lots, on-street parking, and parking structures an economic development tool to attract and stimulate creative development, e.g. developers could buy into these parking assets in exchange for reduced on-site parking requirements.

