



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"> • Historic preservation is important for Main Street. Need to “uncover” the building facades to show the history; help create a heritage economy in Downtown Mesa. Removal of colonnades should be considered. 	
Neighborhood Economic Dev. Corp. (NEDCO)	<ul style="list-style-type: none"> • 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. Arts. Events. Walkability. Restaurants. Nightlife. Safe.
 - 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.
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