

Arizona Transit Association Conference

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The Transformation of Downtown Mesa

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MESA IN CONTEXT



HOW IT ALL STARTED – AUGUST 2015



MESA HISTORICAL CONTEXT



Downtown Mesa Circa: 1940s



DOWNTOWN INNOVATION DISTRICT

ASU @ MESA CITY CENTER



- ASU Media and Immersive eXperience Center (MIX)
- 118,000 SF - \$73.5M
- Classes began August 2022

THE STUDIOS @ MESA CITY CENTER



- Partnership with ASU Entrepreneurship and Innovation Institute
- Public gateway to the downtown Innovation District
- Adaptable, open design that allows wide variety of activities
 - Workshops and events
 - Entrepreneurship training
 - Mentoring
 - Incubator and accelerator programs
- Corporate partnerships
- Ideate, prototype, incubate
- Phase I – Opened August 2022
- Phase II – Under construction
 - Mesa Business Builder (May 2024)

MESA BUSINESS BUILDER @ THE STUDIOS

VISION

Mesa Business Builder @ The Studios is the heart of Mesa's small business and entrepreneurship community.

MISSION

Mesa Business Builder @ The Studios provides connectivity and access to resources and organizational partners for small businesses and entrepreneurs to improve their core business practices to grow and prosper.

ASSETS AND AMMENITIES

- One-on-one meeting spaces
- Conference rooms & event spaces
- Computer lab & software
- Technology & tech tools
- VR/AR studio/screening room
- Podcast booth & sound equipment
- Business equipment



THE PLAZA @ MESA CITY CENTER



- Two acres
- Interactive water feature
- Permanent ice rink
- Event lawn
- Signature shade element
- Opened July 2022

CO+HOOTS @ BENEDICTINE



- 10,000 SF - \$2.15M Build-out @ Benedictine University-Mesa
- CO+HOOTS Institute @ Benedictine University
 - Innovative educational partnership
 - Entrepreneurship degree program
 - Co-working space
- Opened June 2022



SELECT DOWNTOWN DEVELOPMENT PROJECTS

THE GROVE ON MAIN (MESA DRIVE AND MAIN STREET)



ECO MESA (ROBSON AND PEPPER PLACE)



2ND AVENUE COMMONS (MACDONALD AND 2ND AVENUE)



MELODY ON MAIN (HIBBERT AND MAIN STREET)



RESIDENCES ON MAIN (COUNTRY CLUB AND MAIN)



THE GRID (POMEROY AND MAIN STREET)



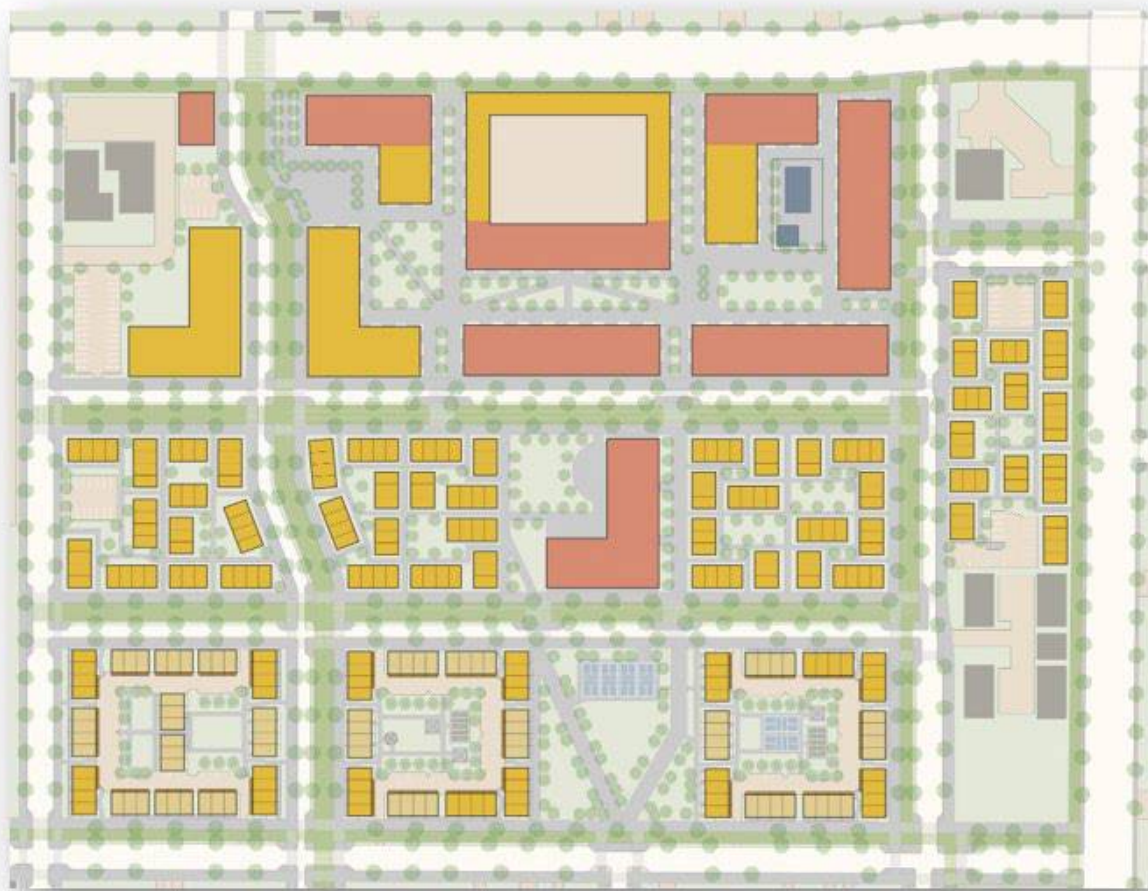
ZENCITY (CENTER AND MAIN STREETS)



EDGE ON MAIN (COUNTRY CLUB AND MAIN)



CULDESAC (UNIVERSITY AND MESA DRIVES)



CITY COUNCIL CHAMBERS (CENTER AND MAIN STREETS)



THE POST (MACDONALD AND PEPPER PLACE)



NEON GARDEN @ THE POST



RESTAURANT INCUBATOR (111 W. MAIN STREET)





FAÇADE IMPROVEMENT

ORIGINAL DOWNTOWN FAÇADE IMPROVEMENT PROGRAM

2018-2019

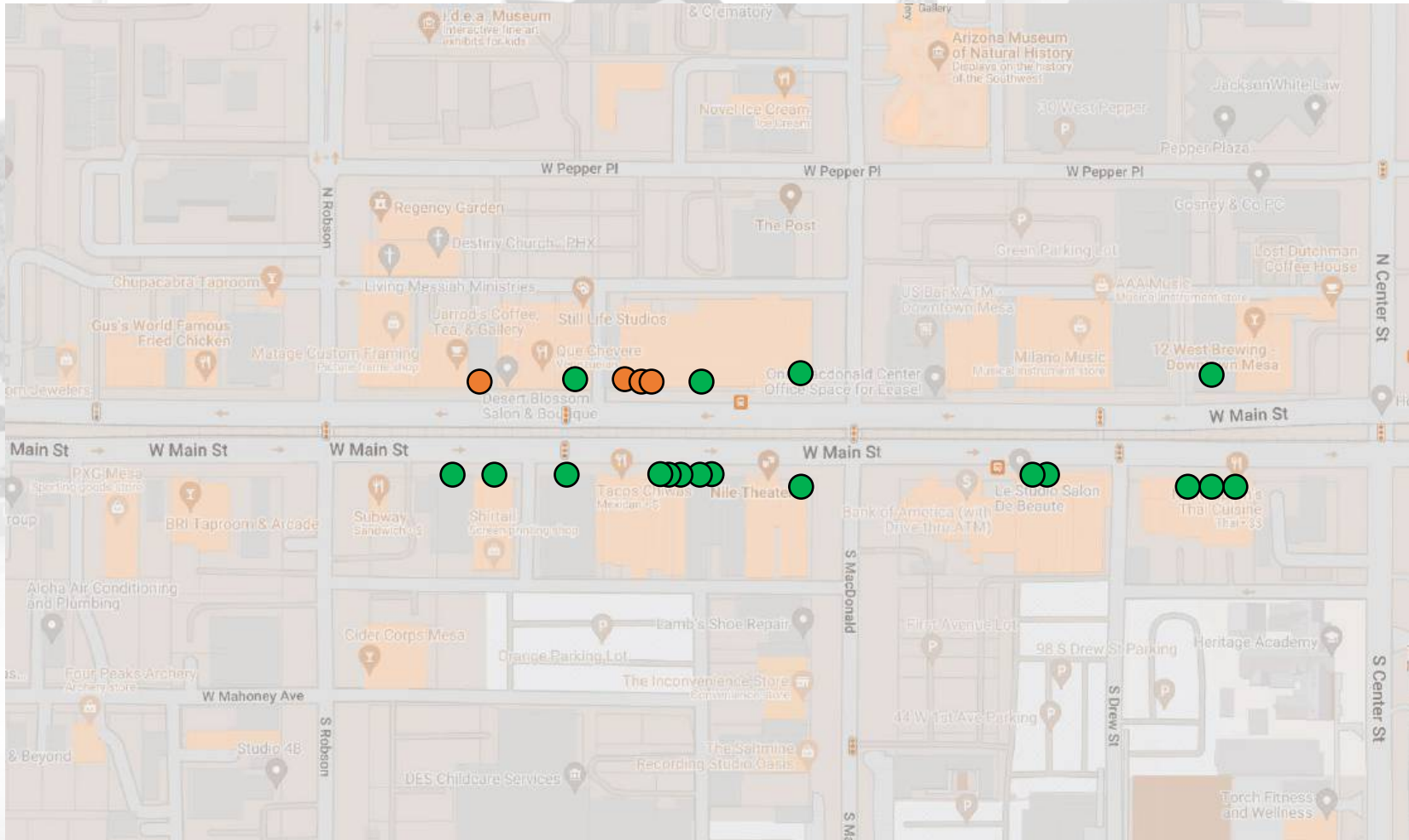
- 1.2 MM budget
- 8 properties funded

Goals

- Remove/replace colonnades
- Increase jobs
- Increase small business revenue
- Reduce vacancy rate



CURRENT DOWNTOWN FAÇADE IMPROVEMENT PROGRAM



2022-2025

- 4.4 MM budget
- 18 properties funded
- 4 alternate properties
- **Goals**
 - Remove/replace colonnades
 - Increase jobs
 - Increase small business revenue
 - Reduce vacancy rate

EDI GRANT – FAÇADE IMPROVEMENT

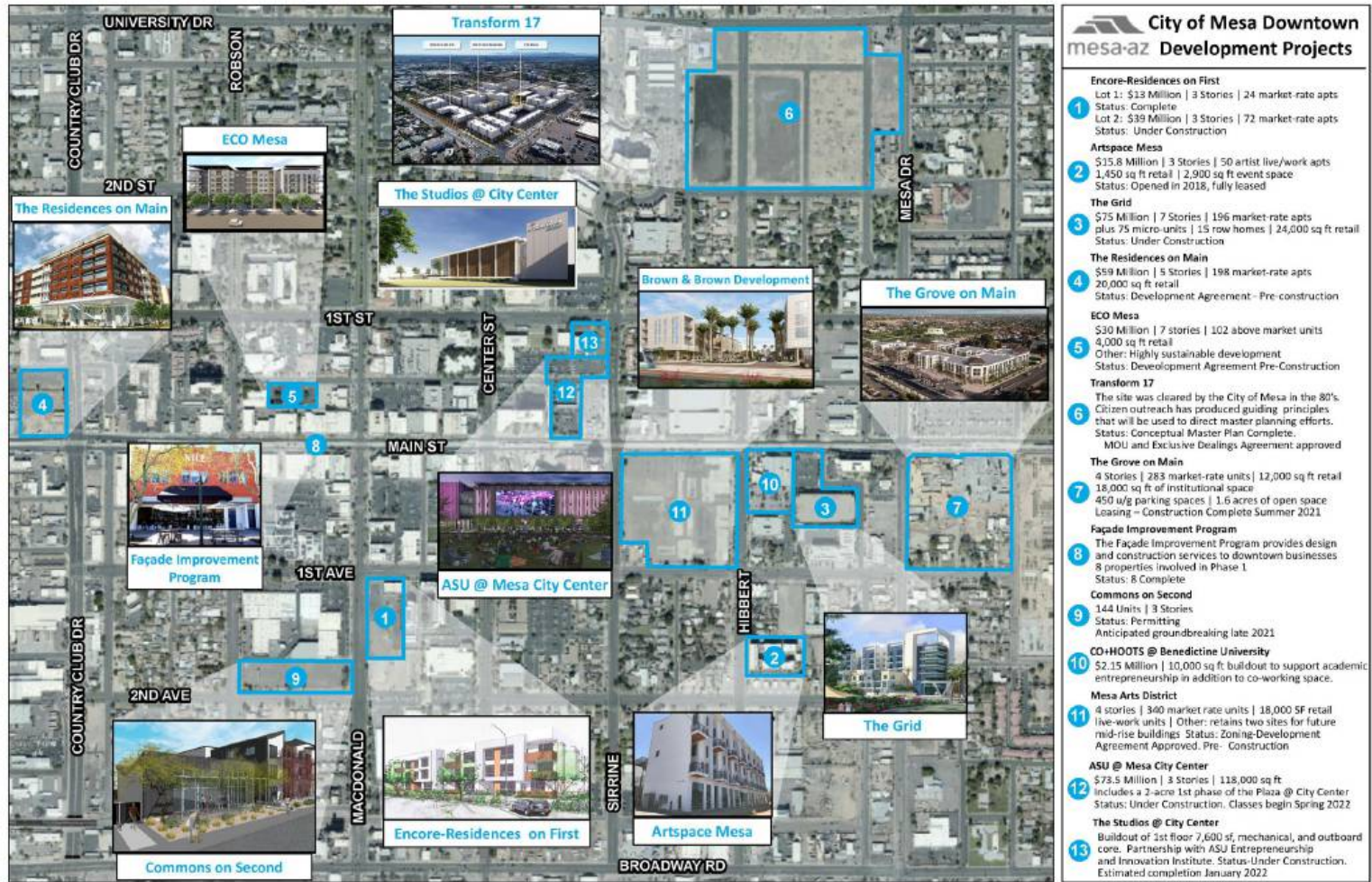
- Congressionally directed spending of \$300,000 for façade improvement
- Mesa is providing a \$300,000 match
- Program is in development
 - Funds must be obligated by September 2025
 - Funds must be expended by March 2030



DOWNTOWN FAÇADE IMPROVEMENT

Funding Source	Amount
Economic Development Initiative	\$300,000
City Matching Funds	\$300,000
ARPA	\$4,400,000
Total Façade Improvement Budget	\$5,000,000

OVERVIEW OF DEVELOPMENT PROJECTS



254 Residential units added 2010-2020

397 Residential units added since 2020

867 Residential units under construction

1,900 Residential units in planning/negotiation

21 New businesses added since 2020

11 New businesses under construction or lease

RECENT ADDITIONS AND COMING SOON



RECENT ADDITIONS AND COMING SOON





DOWNTOWN



"Uniquely Local"

Thank You