

# Neighborhood Revitalization Strategies

## Work Session

December 2, 2025

- Downtown Revitalization Plan

- Neighborhood Revitalization Actions

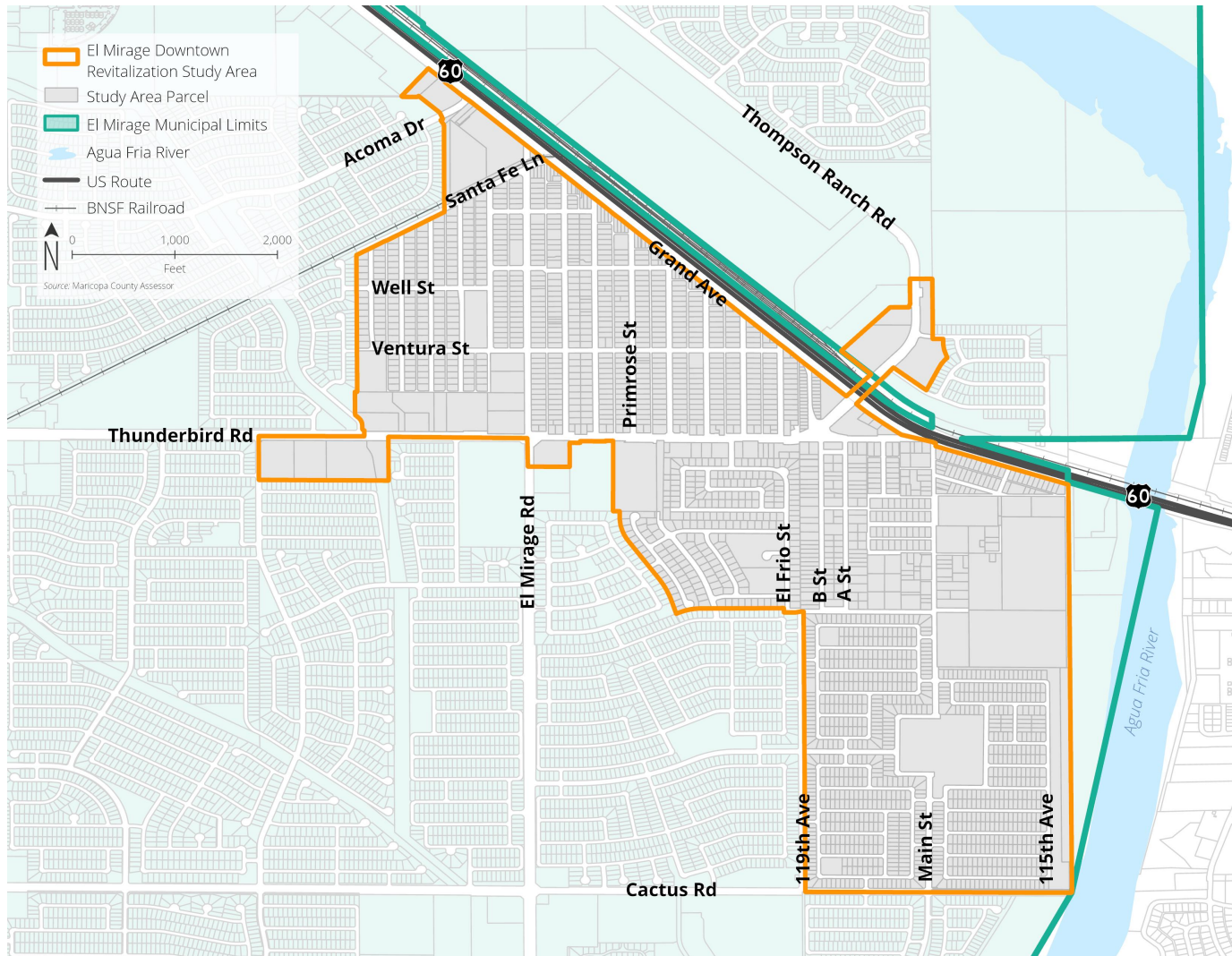
# Downtown Revitalization Plan

- City Council Strategic Priorities 2021-22:  
Goal: *To promote reinvestment in commercial corridors*  
Objective 1.1: *“Actively work with stakeholders to develop a revitalization strategy for commercial areas along Dysart and El Mirage Roads, and US 60 (Grand Avenue), with special emphasis on NW Grand Frontage, W. Thunderbird and W. Thompson Ranch Roads.”*
- Maricopa County Human Services:  
Recommended a revitalization plan to better prepare for potential additional opportunities for Housing and Urban Development funding.

# Downtown Revitalization Plan

- Downtown Revitalization Plan Scope:
  - To focus on strategies to stabilize and improve housing as well as revitalize commercial areas within the older parts of the city.
- Goals:
  - Revitalization of the Downtown area
  - Position it as a local destination
  - Create a unique sense of place
  - Focus on keeping downtown clean and visually appealing

# Downtown Revitalization Plan



- Study Area:  
Grand Avenue/US Route 60 to the northeast, the BNSF rail spur/Santa Fe Lane to the northwest, 5<sup>th</sup> Avenue to the west, Thunderbird Road to the south, 119<sup>th</sup> Avenue to the west, and Cactus Road to the south.

# Downtown Revitalization Plan

- June 22, 2022: Request for Statement of Qualifications for Consulting Services published. Only one complete Statement of Qualifications (SOQ) was submitted by Michael Baker International.
- October 4, 2022: City Council authorized the City Manager to enter into a Professional Services Contract with Michael Baker International to provide services to develop the Downtown Revitalization Plan.
- May 16, 2023: Work Session to review the draft Downtown Revitalization Plan document, along with public comments received.
- September 19, 2023: City Council accepted the Downtown Revitalization Plan.

# Downtown Revitalization Plan

Project's webpage: Development Services / [Downtown Revitalization Plan](#)

The screenshot shows a webpage with a blue sidebar on the left containing navigation links: Building Safety, Code Compliance, Downtown Revitalization Plan (highlighted), Engineering, Permit Center, and Planning & Zoning. The main content area has a breadcrumb trail: Home > Departments > Development Services > Downtown Revitalization Plan. The page title is "Downtown Revitalization Plan" and the subtitle is "El Mirage Downtown Revitalization Plan".

**Focus**  
The Downtown Revitalization Plan is focused on establishing an overall vision and strategy for enhancing the Downtown area of the City of El Mirage. The plan seeks to improve commercial opportunities and stabilize residential conditions to help shape Downtown El Mirage into a thriving, vibrant destination.

**Compliance**  
The plan will comply with the City's 2020 General Plan and will focus on strategies to revitalize residential and non-residential properties within the El Mirage Downtown area that have been affected by declines in their condition and maintenance.

**Adoption**  
Adoption of this plan will provide a path through which the City can apply for public funding, as well as encourage private reinvestment. The Revitalization Plan will not propose changes to the adopted General Plan, City's Zoning Ordinances and Building Code, or other adopted City ordinances. The plan will not propose acquiring private land or propose new financing tools in addition to those currently used by the City. Further, the plan will not propose relocation of any resident.

**Contact**  
For more information about the plan or project process, please contact Jorge Gastelum, Development Services Director at [jgastelum@elmirage.gov](mailto:jgastelum@elmirage.gov) or call 623-876-2396.

**Map**

The map shows the downtown area of El Mirage, Arizona, with a highlighted boundary for the revitalization plan. Key streets shown include El Mirage Rd, Grand Ave, and various residential streets. The map also indicates the location of the El Mirage Senior Center and other landmarks.

**Project Schedule:**

- October 2022 - Notice of Proceed
- January 2023 - Existing Conditions Report
- April 2023 - Draft Revitalization Plan
- June 2023 - Final Revitalization Plan

**Project Documents:**

- [State of Condition Report \(PDF\)](#)

**Get Involved:**

**Past Events:**

- May 24, 2023, 5:30 - 7:30 PM - Community Workshop #2 - El Mirage Senior Center, 14010 N El Mirage Rd., El Mirage, AZ 85335
- May 15, 2023 - El Mirage Music in the Park
- March 16, 2023 5:30 - 7:30 PM - Community Workshop #1 - El Mirage Senior Center, 14010 N El Mirage Rd., El Mirage, AZ 85335
- December 9, 2022 - El Mirage Winterfest

**Final Report:**

- [Downtown Revitalization Plan August 2024 \(PDF\)](#)

The graphic features the City of El Mirage logo at the top right, with the tagline "GRAND HERITAGE, BRIGHT FUTURE!". The main text "DOWNTOWN REVITALIZATION PLAN" is displayed in large, colorful, block letters. Below the title, the date "August 2023" is shown in a smaller font. The background is a solid teal color.



# Neighborhood Revitalization Actions



## *Development Services*

10000 N El Mirage Rd, El Mirage 85335  
623-876-2976; Fax 623-876-4605; TDD 623-933-3258  
www.elmirageaz.gov

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### MEMORANDUM

- September 3, 2024: Parks and Recreation, Grants, Public Relations, Administration, Economic Development, and Development Services staff drafted a Memorandum outlining strategies and action items based on those suggestions provided by the final Downtown Revitalization Plan document. The recommendations in this memorandum have been distributed in the following categories for implementation:
  - Fiscal Years 2025 and 2026: Ongoing or proposed activities.
  - Additional Planning/Resource/Feedback needed: To be further researched.
  - To be further evaluated: Activities to be further evaluated and reviewed.



# Neighborhood Revitalization Actions

- April 7, 2025: All-day Work Session to review and discuss the proposed Fiscal Year 2025/26 annual budget. The work session presentation included slides referring the “Downtown Neighborhood Revitalization Strategies” as \$100,000 was included in the budget for this effort:



# Neighborhood Revitalization Actions

- ON-GOING Strategies and Actions:
  - Research opportunities to help those who require physical or financial help for compliance (Community Services / Code Compliance)
  - Continue the Code Enforcement with an aggressive, systematic, and proactive approach (Code Compliance)
  - Work with supporting agencies to advance affordable housing initiatives and programs, such as the Housing Authority and the Newtown Community Development Corporation (Administration / Community Services)
  - Maintain an accurate database of all Downtown business and property owners (Economic Development)
  - Conduct systematic business visitations to build a stronger network among the Downtown business community, help link businesses with resources and technical assistance, and identify any issues or concerns (Economic Development)

# Neighborhood Revitalization Actions

- ON-GOING Strategies and Actions (continues):
  - Implement formal groundbreaking and/or ribbon cuttings for new projects and business openings (Economic Development / Public Relations)
  - Roadway Improvements, including ADA sidewalk enhancements and stormwater upgrades (Public Works / Grants / Engineering)
  - Implement robust senior center programming and services, including the inaugural Cesar Chavez Walk/Day of Service Event in 2026. (Parks and Recreation)
  - Provide shelter and other services to those experiencing homelessness. (Community Services / Maricopa County / Code Compliance)
  - Develop media to educate residents and business owners regarding the City's Code and working with property owners to bring properties into compliance (Public Relations / Code Compliance)
  - Identifying vacant homes in the city that have been vandalized or are unsafe, which negatively affect neighborhoods (Fire, Police, Building Safety, Code Compliance)

# Neighborhood Revitalization Actions

- NEXT Strategies and Actions:
  - Feedback from Council related to the revitalization plan and action items
  - Selection of a consulting firm with experience in residential and business development
  - Schedule a community information session to share information, gather feedback, and foster dialogue
  - Develop and publish a community survey
  - Invite residents, property owners, and business owners to participate in group discussions
  - Establish a volunteer group of residents, property owners, and business owners to assist with the evaluation and revitalization

# Neighborhood Revitalization Actions

- NEXT Strategies and Actions (continues):
  - Develop a unified visual concept (logo) and message for both Thunderbird Road as well as Downtown El Mirage to incorporate in all marketing collateral used for each specific area
  - Explore the implementation of a new entry signage that is specific to Downtown El Mirage
  - Explore opportunities to celebrate the Downtown's culture and history in public places (murals, celebrations, streetscape improvements, public amenities)
  - Explore opportunities for property improvement grants, such as a small business façade improvement program