



Downtown Neighborhood Revitalization Strategies

Efforts To Date

- ▶ October 2022 Council authorizes downtown Revitalization Plan
 - ▶ Primary objectives:
 - ▶ Assess housing conditions in certain census tracts
 - ▶ Assess the condition of commercial properties.
 - ▶ Identify opportunities for grants and other funding opportunities for improvements
 - ▶ Identify strategies to encourage development and redevelopment
- ▶ September 2023 Council accepts the Downtown Revitalization Plan
- ▶ September 2024 Staff completes Neighborhood Revitalization Strategies Memorandum
- ▶ October 2024 Staff halts implementation to discuss further with new Council

Downtown Neighborhood Revitalization Strategies

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- ▶ 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 Neighborhood Revitalization Strategies

- ▶ Actions
 - ▶ Focus on immediate actions and long-term planning.
 - ▶ Target actions in areas like economic development, public spaces, and community support.
 - ▶ Emphasis on community engagement through information sessions and other methods.
 - ▶ Emphasize cultural and community-building activities.
 - ▶ Innovative and non-traditional land use forms.

Position Downtown As A Local Destination

- ▶ 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.
- ▶ Work to create a sense of pride within individual neighborhoods by establishing and/or promoting an identifiable name.
- ▶ Implement 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).

Economic Opportunity & Growth

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- ▶ Link economic development and business support organizations' websites to the City's website.
- ▶ Maintain an updated database of all downtown business and property owners.
- ▶ Conduct systematic business visitations to build a stronger network among the downtown business community.
- ▶ Assist businesses by linking them with resources and technical assistance, identifying issues or concerns.
- ▶ Provide education and technical assistance to enhance business-operating practices, such as connecting small businesses with APS to provide energy efficiency opportunities to reduce operating costs.

Economic Opportunity & Growth (Continued)

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- ▶ Host downtown business and property owner brown bag lunches to gather feedback to address their current needs or concerns about leasing, improving, or selling their properties.
- ▶ Consider including a guest speaker to discuss such topics as the Americans with Disabilities Act, financing available for rehabilitations, and fire and safety regulations.
- ▶ Implement formal groundbreakings and/or ribbon cuttings for new projects and business openings.
- ▶ Create and distribute a press releases to local, regional, and state agencies about projects and/or businesses levels of investment and responsible organizations/individuals.

Create Healthy Neighborhoods

- ▶ Identify residents or homeowner associations who are active champions for the betterment of the downtown area and connect them to each other to increase the social capital of the area.
- ▶ Work with supporting agencies to advance affordable housing initiatives and programs, such as Housing Authority of Maricopa County and Newtown Community Development Corporation.

Keep Downtown As Visually Appealing As Possible

- ▶ Explore opportunities for property improvement grants.
- ▶ The Code Enforcement team will research opportunities to help those who require physical or financial assistance in complying with the code.
- ▶ Maintain programs that ensure residents are compliant with the code so that enforcement is the last resort.
- ▶ Continue the Code Enforcement with a proactive and systematic approach.
- ▶ Continue to encourage key property and business owners to improve their storefronts and business signage to enhance the Downtown's image.

Next Steps

- ▶ Feedback from Council related to the revitalization plan and action items.
- ▶ Select a consulting firm with experience in residential rehabilitation and business development.
- ▶ Schedule a community information session to share information, gather feedback, and foster dialogue.
- ▶ Establish a volunteer group of residents, property owners, and business owners to assist with the evaluation and revitalization.
- ▶ Continue to implement action items.