

# **Downtown Mesquite and Heritage Square**

*Town Hall Tuesday*

*December 12, 2017*

Community-driven  
development

Economic Development  
Kim Buttram, Assistant Director

Mesquite was officially incorporated on  
December 3, 1887



Circa 1915 - 1922





Santa on parade, West Main Street, Mesquite.

December 12, 1953.





# Recent years activity highlights

Heritage Square gazebo rehab

Parking enhancements and land acquisition for future parking

Traffic calming crosswalks

Decorative lighting

City purchase of the Heritage Plaza building



## Additionally...

City dollars went into various projects, primarily the redevelopment of Military Parkway, a major link to Downtown Mesquite from IH-635.



**SURROUNDING  
AREA  
DOWNTOWNS**

**CARROLLTON**



**GARLAND**



**FORNEY**



**DALLAS**

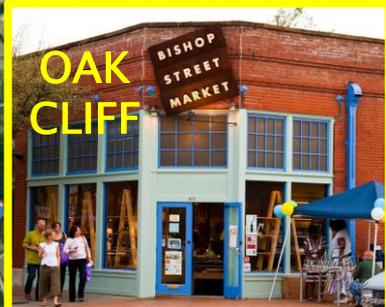
**GRAND PRAIRIE**



**MESQUITE**



**OAK  
CLIFF**



### 5 MILE RADIUS

Under 35 years old  
African-American/Other  
Hispanic  
Average HH Income  
Homeowners

### MESQUITE

56%  
30%  
38%  
\$53,052  
63%

### BISHOP ARTS

56%  
33%  
63%  
\$41,399  
40%

### GRAND PRAIRIE

55%  
22%  
51%  
\$49,169  
50%

### GARLAND

52%  
30%  
36%  
\$58,419  
56%



**FOUR**  
surrounding  
interstate  
highways  
**SIX** major  
feeder roads

**2016 – 2017**

**City Council Strategic Goal:  
Downtown Redevelopment**

Top Priority:

*Develop a community-wide  
vision for Downtown Mesquite.*



# CRAFTING THE VISION

In the beginning: Residents and business leaders are polled about their ideas for forwardDallas!



Next: Advisory Committee establishes Guiding Principles and meets regularly to review progress.



Next: The City holds community-based and citywide workshops to garner input.



Maps are created to capture community input on desired future development.



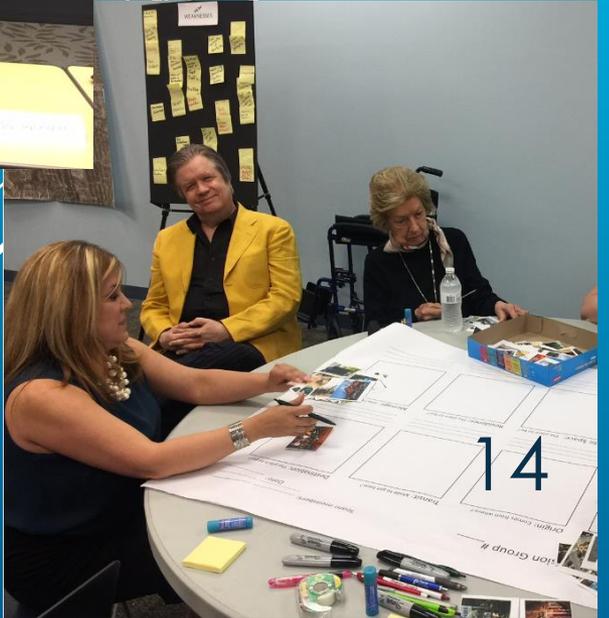
1-2

Phase  
Creat  
A  
Comm  
Vision

THE VISION

David Belt	White Properties
Brad Brandt	The Gathering at Corner Theater
Melissa Davis	Citizen
Belinda Epps	Epps Realty
Helen Ethridge	Windsor Florist
Art Greenhaw	Building Owner
Rose Grimsley	Community Heart of Mesquite
Marvin Haar	Citizen
Kathleen Hagler	Ebby Halliday Realtors
Janice Houston	Historic Mesquite, Inc.
Rebecca Lanman	Mesquite Rehabilitation Institute
Andy Leake	Leake CPA, PC
Glenda Lee	Agape Home Health
Nancy Mack	Wells Fargo Bank
Carolyn Miller	Building Owner
Michele Milligan	Pieced Together Studio
Mike Oswalt	Oswalt's Car Repair
Alicia Trevino	Alicia Trevino Realtors
Jennifer Vidler	Mystic Coiffures
Brooks Watts	Community Heart of Mesquite
Diane Wright	Reunion Title

**Downtown  
Vision  
Stakeholder  
Group**



# January 24: Workshop

- ✓ What is the Vision?
- ✓ Why is Downtown important?
- ✓ Where is Downtown?





# February: Professional Assessment

## Texas Downtown Association (TDA)

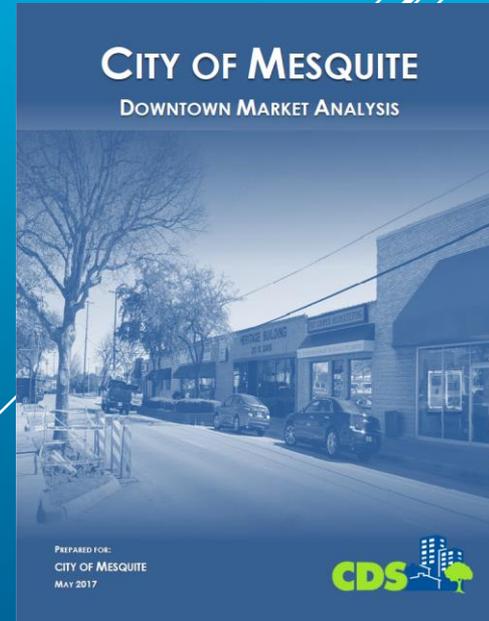
- ✓ Impressions
- ✓ Recommendations
- ✓ Resources



# March – May: Market Analysis

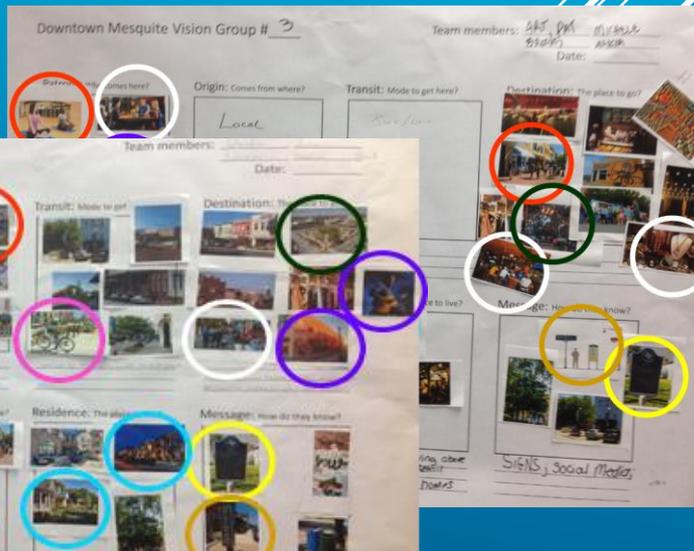
## Community Development Strategies (CDS)

- ✓ Trends
- ✓ Projections
- ✓ Demand



# May 6: Discover Common Themes

## Storyboard Activity



Outdoors and Active

Historical Significance

Pedestrian and Bike Friendly

Urban Housing Styles

Arts and Entertainment

Eating and Shopping

Public Gathering Space

Signage and Wayfinding

# Common Vision





## **Downtown Vision Statement**

Adopted by the DTVS Group on May 31, 2017

Downtown Mesquite is an energetic, family-friendly environment where people of all ages and cultures gather to dine, shop, celebrate and live.

A creative, attractive and social destination, Downtown Mesquite is rooted in history and reaches out to engage locals, neighbors and visitors.

# May 31: Consensus

## Focus on the Core

– Concentration of development leading into, around and on the Square.

## Development within the Core

– Concentration of Retail/Restaurant surrounded by Urban Residential, Parking and Offices within 16-block area; Greenspace within the Square

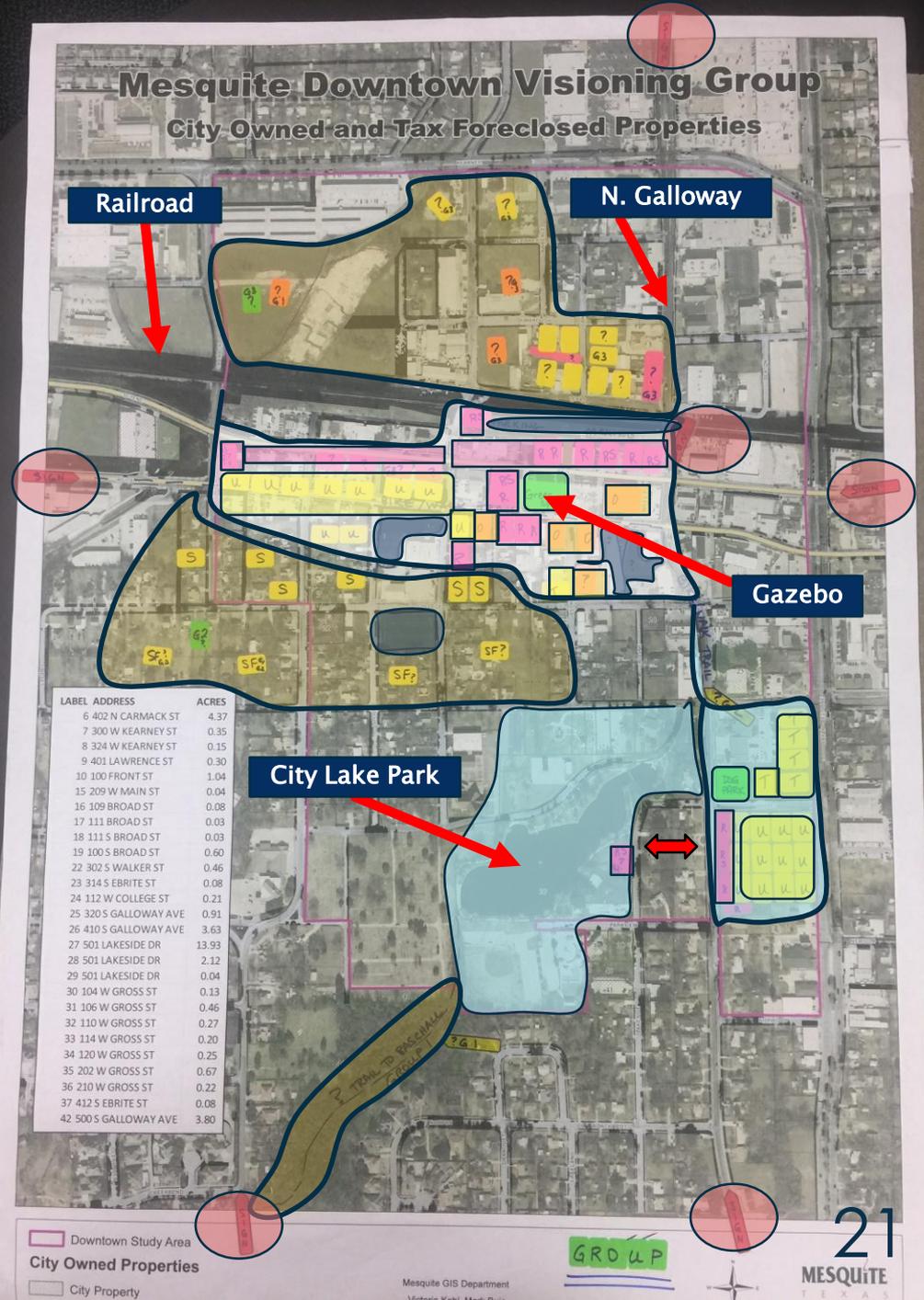
## Distinct Opportunity

– City Lake Park and adjacent, vacant, City-owned land

## Signage, Wayfinding and Connectivity

## Outliers

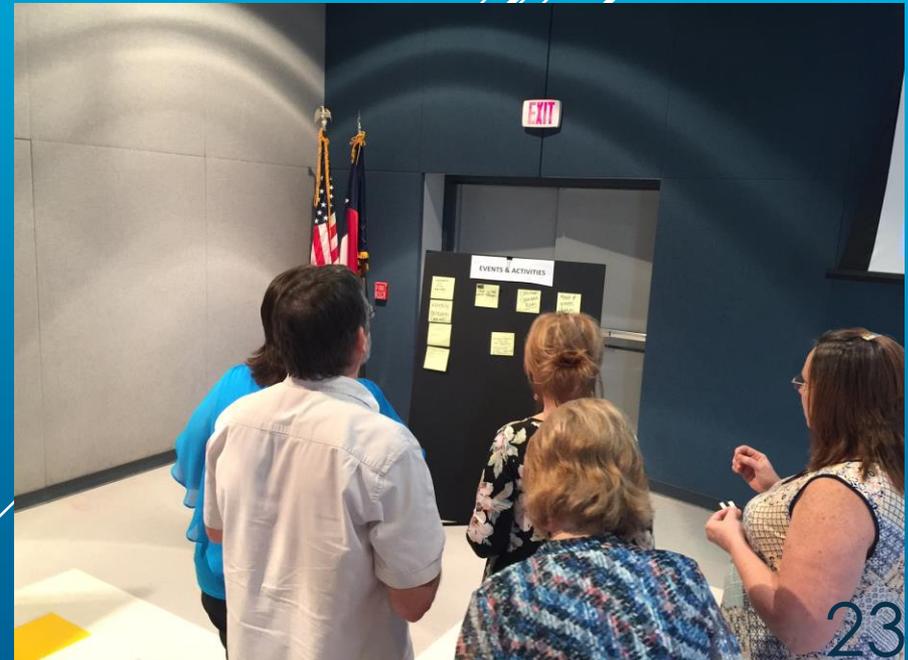
- Single Family
- North of Railroad
- Trail connection to Paschall Park





# June 6: Building Blocks

- ✓ Brainstorm Projects
- ✓ Categorize
- ✓ Prioritize
- ✓ Develop Recommendations



# Priority Projects

## Infrastructure

- ✓ Connectivity to City Lake Park and Corridors
- ✓ Common Grease Traps
- ✓ Parking on Front Street

## Business Attraction and Development

- ✓ Anchor Restaurants and Retail
- ✓ Railroad Depot style Museum/Restaurant
- ✓ Urban and Mixed-Use Housing

## Appearance and Beautification

- ✓ Greenspace in and around the Square
- ✓ Historic Street Lights
- ✓ Art and Murals

## Events and Activities

- ✓ Concerts on the Square
- ✓ Carriage Rides
- ✓ Family-friendly Activities

# 2017-2018 Funded Projects

## Infrastructure

Design Plan

\$45,000

## Business Attraction and Development

Retail Grant Program

\$50,000

## Appearance and Beautification

Branding and Wayfinding Signage

\$50,000

## Events and Activities

Downtown Manager

\$65,000

- Coordinate the businesses
- Plan and manage events
- Recruit new businesses
- Manage projects



**Plaza**  
HOTEL • CASINO • RESORT

**LIKE HOW WE LOOK? THEN YOU'LL LOVE HOW WE WORK.**  
THE PLAZA JOB FAIR, SEEKING TOP TALENT FOR CAREERS DOWNTOWN.

**WE'RE SEEKING** SKILLED, ENERGETIC, HIGHLY-MOTIVATED PEOPLE WITH A PASSION FOR HOSPITALITY WHO THRIVE IN A FAST-PACED, TEAM-ORIENTED ENVIRONMENT. **SOUND LIKE YOU? THEN WE WANT TO SEE YOU HERE.**

**FEBRUARY 8TH**  
11:00 A.M. TO 5:00 P.M.

THE PLAZA CONVENTION HALL  
300 FLOOR  
KOHLENER ROOM & HIND WILDLIR ROOM B

OUR NEWLY RENOVATED POOL IS SEEKING:

- BARTENDER
- APPRENTICE BARTENDER
- COCKTAIL SERVER
- CASHIER
- LIFEGUARD
- COOK

BRIGHTSIDE BREAKFAST AND BURGERS WANTS:

- FOUNTAIN WORKERS
- FOOD SERVICE
- GENERAL MANAGER RESTAURANT

IF YOU'RE IN, WE ENCOURAGE YOU TO FILL OUT AN APPLICATION AT <http://www.plazajob.com/careers> AHEAD OF TIME AND BRING COPIES OF YOUR RESUME TO THE EVENT. SEE YOU THERE!

VEGAS STARTED HERE • 1 MAIN STREET • DOWNTOWN • #PlazaLV • plazahotelcasino.com





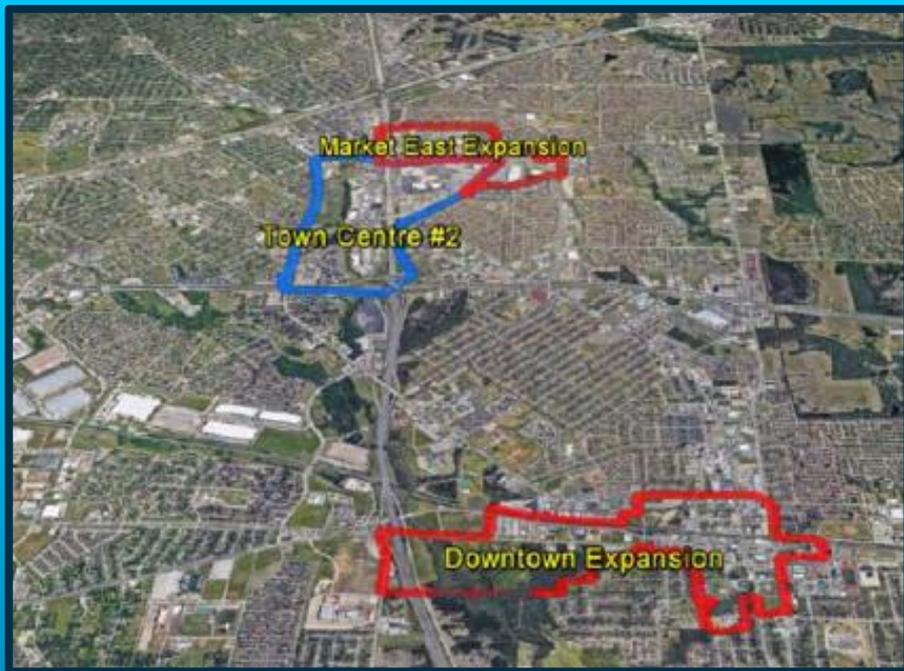
## Current events and business expansions



# Measure Success

2017 – 2040

Tax Increment Reinvestment  
Zone (TIRZ) No. 2 projects



 Downtown Expansion

**QUESTIONS?**