

# TOWN CENTER URBAN DESIGN PROGRAM

MESA, ARIZONA

Urban Design Kilday Studios was selected among local and national firms to undertake Mesa, Arizona's most aggressive and critical design study of its downtown area to date. Under contract with the redevelopment commission and the city, UDKS prepared urban design and development standards for the downtown area known as "Town Center." The areas of landscaping, street lighting, paving treatments, street furniture, a comprehensive sign package, and gateway land uses and design were addressed. All design recommendations were scrutinized by a seven member Advisory Committee, which met over eight times with UDKS to review and input on design proposals for the area.

During these initial studies it became evident that the majority of new businesses and retailers are locating in corporate parks or shopping malls, therefore Town Center needed to establish itself as a place to invest.

UDKS developed a plan that established Town Center as a visually unique place to invest by creating a hierarchy of special intersection designs with interesting street furniture such as flags, special lighting effects, pavement design, and special entry walls with distinctive palm tree up lighting.

The 2.3 million dollar, six year enhancement program creates a singular vocabulary of design elements which evoke a new feel and image for Town Center.

**Client:** The City of Mesa, AZ  
Mesa Redevelopment Commission

