

# MAKE THE MILE

## Join our Main Street revival.

The Mason Mile project is a community led, market driven project. We are honoring our history while building into the future a fresh, healthy, and sustainable place for people to live, work and play.

### ***Update for City Council – Monday, May 8, 2023***

Over the past two months the Mason Mile project had an awareness campaign known as "Make the Mile" that included 150-yard signs, 100 window decals, 500+ flyers, 10 comment boxes that were located at businesses along the Mason Mile area and an online google forum collecting feedback from the community. Through those efforts we received 266 comments through the Make the Mile comment boxes and 112 online comments for a total of 378 comments from community members on "what they would like to see on the Mason Mile".

In addition to the Make the Mile comment boxes and the online google forum we also had a consumer preference survey. We are happy to report that we had 709 responses to the consumer preference survey!

In total that's 1,087 pieces of insight from community members that will now become data to help fuel this project. Thank you to our project activators, the core team, the City of Mason, and community members who helped us spread the word about the Mason Mile Project, getting people involved and helping us get the large response from the community that we did. We couldn't do any of this without you!

Last week, we held a quarterly meetup that was a great hit! We had about 40 people in attendance and the consulting firm, RGDE, was in town to present the consumer preference survey findings along with preliminary recommendations on the retail market analysis to those in attendance at the quarterly meetup and the project advisory council. Huge thank you to Joe Barr American Legion Post 194 for allowing us to use the legion hall, Tony's Pizzeria, the downtown Mason Subway, and Big Dog's Pizza for providing food! We're so thankful to have you in the Mason Mile and appreciate your continued support of the project.

Work underway by the consulting team over the next month includes:

1). Identifying potential development concepts, focusing on new development as well as additional concepts oriented to rehabilitation and addition, consolidation, and other types of

development. A key purpose of the site/area development concepts is to meet key community objectives with respect to creating a more walkable, active, and mixed-use environment.

2). identifying concepts for connecting various portions of the study area and strengthening the overall consistency, marketability, aesthetic, connectivity, and sense of place for the Mason Mile area.

3). The concepts in these two areas would then be tested at a high level in terms of their requirements for parking and regulatory change. A broad perspective would also be given on traffic flow, but this phase of work does not include detailed parking or traffic analysis, which will be part of a physical master planning phase.

Once the concepts have been refined as appropriate based on the MADECDC and community leadership input, then planning would commence on hosting a community workshop that would invite community stakeholders to play a direct and hands-on role in refining the concepts and developing their own alternative concepts, based on the technical information and input provided. This workshop would occur at a later date and time determined based on when MADECDC leadership determines it is appropriate and possible.

For those interested in more details on the project as they become available, please visit our website at [makethemile.com](http://makethemile.com), join our Downtown Mason Mile Project Facebook group, attend a quarterly meetup, or get involved by becoming a project activator.

Thank you to everyone that has been involved thus far and thank you Mason City Council for partnering with us to make all of this happen. We are honored to build on all the good work that's been done over the years and continue to move at the speed of trust.

**Downtown Mason Mile Team of Teams/Community Engagement Effort:**

The administrative staff consists of **Sherry Taylor** (Executive) and **Sidney Hayes** (Project Manager). The Downtown Mason Mile Volunteer Core Team consists of: **David Charpentier** (Lead/Teams Champion), **Kacey Richards** (Board Liaison/Governance Team Champion), **Annie Droege**, and **Chris Heim**. The consulting team consists of **Randall Gross Development Economics (RGDE)**, **BLDG Brands**, & **Common Ground Urban Design & Planning**.

