

## COUNCIL MINUTES

April 24, 2014

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on April 24, 2014 at 7:58 a.m.

### COUNCIL PRESENT

Alex Finter  
Terry Benelli  
Christopher Glover  
Dennis Kavanaugh  
David Luna  
Dave Richins  
Scott Somers

### COUNCIL ABSENT

None

### OFFICERS PRESENT

Christopher Brady  
Debbie Spinner  
Dee Ann Mickelsen

Mayor Finter welcomed newly-elected Councilmember Terry Benelli to the Council.

1. Hear a presentation and discuss a Major General Plan Amendment for property located on the southwest corner of Hampton Avenue and Crismon Road.

Planning Director John Wesley displayed a PowerPoint presentation (**See Attachment 1**) and briefly discussed the steps that must be undertaken in order to submit a Major General Plan Amendment. (See Page 2 of Attachment 1) He explained that this year, the City received two applications and stated that both applicants submitted preliminary proposals and are currently soliciting feedback from staff. He added that staff was seeking input from the Council, which would be conveyed back to the applicants, so that their proposals can be modified prior to the final submittals in May.

Mr. Wesley indicated that today he was prepared to discuss the second proposal, GP Major 14-02, which is located at the northwest corner of the U.S. 60 and Crismon Road. He displayed two maps illustrating the location of the property in the existing General Plan and the proposed designation. (See Page 3 of Attachment 1) He noted that the 38-acre site is currently designated as Business Park (BP) and has maintained such a zoning designation in the General Plan for a number of years.

Mr. Wesley advised that the proposal is to change the western-most 25 acres to Medium Density Residential (MDR) and the 13 acres to the east as Community Commercial (CC). He pointed out that since the application seeks to change more than 20 acres in the Superstition Freeway Corridor, which is considered one of Mesa's major economic activity areas, a Major General Plan Amendment is required.

Mr. Wesley further remarked that the applicant's "Major General Plan Amendment Narrative" discusses various design concepts for the property, including the integration of the commercial and residential developments. **(See Attachment 2)** He said that the applicant has not yet selected a developer for the property, but would do so prior to the time that the Council takes action on the item.

Mr. Wesley briefly highlighted a document illustrating the projected impact on jobs and housing in the area per the applicant's project narrative. (See Page 4 of Attachment 1) He commented that the applicant has projected that 637 jobs could be created on the property as currently designated, but pointed out that with the proposed zoning change, that number would decrease to approximately 495. He added that the applicant further projected 150 to 250 dwelling units on the property.

Mr. Wesley also reported that the Planning & Zoning Board (P&Z) reviewed the proposal and expressed concerns with respect to the loss of employment opportunities in the area.

Councilmember Somers concurred with P&Z's concerns. He pointed out that the property is situated along the U.S. 60 in a growth corridor, has a full diamond interchange, excellent visibility from the freeway and is near Mountain Vista Medical Center. He stated that the application is speculative and does not include "a solid plan."

Councilmember Somers further remarked that if the applicant presented a plan that would demonstrate how the mixed-use development would be more beneficial than the existing zoning, he could support such a proposal. He noted, however, that he was reluctant to support amendments that continue to "erode" Mesa's land opportunities to develop jobs for the community's residents. He added that he was not inclined to approve the proposal as submitted.

Councilmember Kavanaugh echoed Councilmember Somers' comments and stated that the property's current zoning designation for job use is more appropriate than the proposed amendment. He indicated that he was currently not in favor of the change in zoning and added that he would reserve further comments until such time as he hears feedback from the community during the public hearing process.

Mayor Finter commented that he shared the concerns of his fellow Councilmembers. He stated that in the past, the City has lost out on opportunities for commercial and retail development, as well as job creation, and sacrificed such opportunities for residential construction.

Responding to a question from Councilmember Benelli, Mr. Wesley clarified that staff has not yet conducted an analysis of the types of jobs that would be created as a result of the proposal. He noted, however, that the kinds of jobs that would exist in a Community Commercial area would generally not be at the same pay level as those in a Business Park employment area.

Councilmember Benelli remarked that one of the benefits of the site in question is the adjacent transportation corridor. She also said that in order to ensure the creation of high-wage jobs, she would not support the change of the land use designation in the General Plan.

Mayor Finter thanked Mr. Wesley for the presentation.

2. Hear a presentation and discuss the highlights of the following departments:

1. Library

Library Director Heather Wolf introduced Management Assistant II Dawn Kucerak, who was prepared to assist with the presentation.

Ms. Wolf displayed a PowerPoint presentation (**See Attachment 3**) and provided a brief overview of current and future projects at the library. She reported that last week was National Library Week and stated that CNN.com posted an article titled "Libraries are Dying, Think Again." She explained that the article noted that despite the ongoing budget constraints that many libraries have experienced over the years, libraries have, in fact, been used more in the past decade than ever before. She cited, by way of example, that in 2010, American libraries circulated 2.46 billion items, which is the highest amount ever recorded.

Ms. Wolf referenced a document illustrating the Mesa Library's four top performing measures that are reported to the Council and the City Manager's Office on a monthly basis. (See Page 2 of Attachment 3) She pointed out that the measurements reveal that between July 2013 and March 2014, staff interacted with the public, either in person, by phone or online, more than 4.2 million times.

Ms. Wolf highlighted THINKspot, which is located at the Red Mountain Library, and opened in October 2013. She stated that the program, which has been well received by the community, provides work space and programming for business entrepreneurs. She noted that in the 11 months since THINKspot opened, more than 5,600 people have visited the site. She added that the Mesa Library and THINKspot were nationally recognized by the Library and Information Technology Association (LITA) as one of the country's Top Trailblazing Projects.

Ms. Wolf also discussed HOTspot, which is a service offered by staff to teach people how to use their digital devices and also highlight various Library resources. (See Page 5 of Attachment 3) She explained that the service, which began in January of this year, is offered at the Main Library three days a week for two hours. She pointed out that staff is in the process of expanding the service to the Red Mountain Library.

Responding to a question from Councilmember Luna, Ms. Wolf clarified that THINKspot appeals to people of all ages, ranging from school-age children to senior citizens. She also stated that the site offers video conferencing capabilities and noted that it is the only location in any of Mesa's libraries where people can Skype.

Ms. Wolf, in addition offered a short synopsis of the Mesa Library's new Bright Spots, which include various construction updates at the Dobson Library (See Page 6 of Attachment 3); and the Stuff-Brary, a program in which patrons can check out unconventional items, such as bike locks, to secure their bikes when they are using the library. (See Page 7 of Attachment 3)

Ms. Wolf further highlighted the Mesa Express Library, which is considered a Continued Bright Spot, (See Page 8 of Attachment 3) and Future Bright Spots. (See Page 9 of Attachment 3) She cited, for instance, that staff and the MARC Center have discussed the formation of a partnership wherein MARC Center clients would gain vocational training by manning a coffee cart at the Main Library and distributing fresh coffee and pastries to library patrons.

Ms. Wolf further remarked that staff endeavors to expand the Library's hours of operation; open all locations on Sunday; develop a THINKspot location at the Main Library; and seek out more locations for library branches.

Mayor Finter commended the Library staff for their innovation and professionalism and also acknowledged the Library volunteers for their time and contributions to the community.

## 2. Transportation

Interim Transportation Department Director Lenny Hulme introduced Management Assistant II Amanda McKeever, who was prepared to assist with the presentation. He also recognized other staff members who were present in the audience.

Ms. McKeever displayed a PowerPoint presentation (**See Attachment 4**) and briefly highlighted the various work groups that comprise the Transportation Department. (See Page 2 of Attachment 4) She explained that many of the staff members are cross-trained, which provides the Department greater flexibility in being able to move resources wherever they are needed.

Mr. Hulme continued with the presentation and reported that in addition to bonds, the Transportation Department has three main funding sources, including the Highway User Revenue Fund (HURF), the Local Street Sales Tax Fund and the Environmental Compliance Fee.

Mr. Hulme advised that per the Council's direction, in FY 13/14, the Transportation Department installed 35 alley gates. He noted that \$100,000 was allocated for the program. He stated that by the end of the fiscal year, it was anticipated that a total of 42 alley gates will be installed. He added that in FY 14/15, staff has budgeted \$400,000 for the program, with the goal of installing an additional 250 alley gates.

Vice Mayor Glover thanked City Manager Christopher Brady and Mr. Hulme for increasing the budget amount for the Alley Gate Program and making it a priority.

Mr. Hulme highlighted the Transportation Department's Graffiti Abatement Program. He displayed two graphs, the first illustrating the number of square feet abated in FY 12/13 and FY 13/14 year-to-date (YTD), and also the number of graffiti apps that were submitted to the City in FY 12/13 and FY 13/14 YTD. (See Page 5 of Attachment 4) He pointed out that the City is in the last year of its contract with the company that performs the abatement work, such as painting and repairing walls. He added that in the coming year, staff anticipates a price increase for such services.

Mr. Hulme remarked that just like the Parks, Recreation and Commercial Facilities (PRCF) Department, the Transportation Department is experiencing cost increases in its service contracts. He explained that the Department contracts out more than 50% of its activities, such as landscaping, weed control and block wall repairs.

Mayor Finter commented that he recently received feedback from visitors to Mesa who noted that the community was well maintained, with clean streets and a limited amount of graffiti. He thanked staff for their efforts and hard work in that regard.



In response to a question from Councilmember Richins, Mr. Hulme clarified that he would anticipate that by the end of the fiscal year, the number of square feet of graffiti that will be abated will be similar to the FY 12/13 statistics. He explained that the trend seems to be that the graffiti is displayed on smaller areas, such as streetlight poles, as opposed to being spread out over larger areas.

Mr. Hulme, in addition, discussed an upgrade of Cityworks, an asset management software program. (See Page 6 of Attachment 4) He explained that with the Transportation Department's 18 distinct work groups, it was imperative that staff had the ability to track its numerous assets. He noted that Cityworks, which is also the Department's software provider, allows staff to track the cost of maintenance on assets and predict the frequency of their required maintenance.

Mr. Hulme further advised that the Cityworks upgrade will allow the technicians in the field, via their tablet or mobile device, to be apprised of citizen complaints that are submitted via the City's MyMesa app. He noted that direct access to such information will enable the technicians to address the problems in a more timely and efficient manner. He added that the MyMesa app, which is also being upgraded, will assist staff in conveying information back to citizens, such as the status of their complaints.

Responding to a question from Vice Mayor Glover, Mr. Hulme clarified that the Cityworks upgrade will go live on April 28, 2014. He stated that with respect to the MyMesa app upgrade, staff is currently considering various vendors and noted that he would anticipate that the process would be completed sometime this fall.

Ms. McKeever provided a short synopsis of several projects that the Transportation Department completed in the last year as follows: drainage improvements at Elliot Road and 104<sup>th</sup> Street plunge pool (See Pages 7 and 8 of Attachment 4); and drainage improvements at Elliot Road and Signal Butte Road scupper and spillway. (See Pages 9 and 10 of Attachment 4) She also commented that in the next year, Traffic Operations will acquire a replacement striping truck (See Page 11 of Attachment 4) and two street sweepers. (See Page 12 of Attachment 4)

Mr. Hulme further spoke regarding the Intelligent Transportation System (ITS), which monitors traffic throughout the community. He displayed photographs of several traffic signals that are currently utilized in Mesa, such as pedestrian hybrid beacons, countdown timers and accessible pedestrian signals. (See Page 13 of Attachment 4)

Mr. Hulme also reported that in FY 14/15, staff intends to do the following: update the Transportation Plan, which was last completed in 2002; implement automated field detection sensors, which will allow staff to monitor the flow of traffic in the field and provide real time data; install a west side real time adaptive system in the Fiesta District area, which allows the signal timing to adjust based on traffic flows; and begin work on several shared use path improvement projects.

Mr. Hulme, in addition, offered a brief overview of the Transportation Department's Overlay Program. He pointed out that in FY 13/14, 51.9 lane miles of overlay were completed and said that in FY 14/15, staff anticipates completing 121.3 lane miles of overlay throughout Mesa. He also reviewed various projects that are being updated through the Streets Bond Program. (See Page 16 of Attachment 4)

Mayor Finter thanked staff for the presentation and expressed appreciation to all of the staff members in the Transportation Department for their hard work and professionalism.

(Councilmember Glover was excused from the remainder of the meeting at 8:40 a.m.)

### 3. Arts and Culture

Arts and Culture Director Cindy Ornstein addressed the Council and acknowledged the contributions of various Arts and Culture Department staff members who were present in the audience.

Ms. Ornstein displayed a PowerPoint presentation (**See Attachment 5**) and highlighted one of the Council's Strategic initiatives as follows: "Mesa will be a nationally acclaimed destination, known for its innovations and quality in arts and culture, and for a community deeply engaged and committed to cultural programs and participation."

Ms. Ornstein reported that the Arts and Culture Department has worked hard not only to build Mesa's reputation for innovation and creativity, but also to shift the community's reputation from what was once "a sleepy town to an activated, on the move place with high-caliber offerings." She stated that this year, the Mesa Arts Center was selected as the site for the 2014 Governor's Arts Awards celebration and created "a buzz" with respect to the quality of the venue and the event. She also noted that at last year's Dia de los Muertos festival, over 17,000 people attended the event.

Ms. Ornstein commented that the Arts and Culture Department also endeavors to develop connections in the community so that the City can more effectively and efficiently deliver services and programs. She said that the City, various organizations and the local colleges and universities have collaborated to create pride in the community. She added that staff has also worked to generate sponsorships with the business community to ensure that the City and the businesses meet their mutual goals.

Ms. Ornstein, in addition, commented that on a daily basis, staff develops innovative ways in which to enhance and expand the services and programs that are offered to the community. She further remarked that staff has also worked to respond not only to the growth and development of the children in the community, but the entire population as a whole. She pointed out that the newly-branded i.d.e.a. Museum has experienced a 35% increase in attendance year-to-date over the same period of time last year.

Ms. Ornstein also reported that the Arts and Culture Department continues to work on enhancing programs and opportunities for the public. She cited, by way of example, the Creative Aging Program; the Jazz from A to Z Program; Dino Egg Hunt; and the Mesa Grande educational programs.

Responding to a question from Councilmember Kavanaugh, Ms. Ornstein clarified that the Creative Aging Program, which began several years ago, was a pilot program that included several workshops in senior facilities and residential locations. She explained that staff offered creative movement and visual arts activities for the participants. She stated that the program was well received and noted that over the next two years, the program continued to grow, with drama activities also being offered. She added that at the Mesa Arts Center, a free program,

Mature Moving Me, is offered for older adults and is geared toward low-impact movements and a sense of creativity.

Ms. Ornstein remarked that the Arts and Culture Department is working to strengthen the urban center in anticipation of the opening of light rail in downtown Mesa. She cited, for instance, the recent spark! After Dark event, which extended the festival into the evening hours and attracted a large number of attendees.

Ms. Ornstein, in addition, explained that staff was developing a new package for the Performing Live series; piloting various events at the Mesa Arts Center's Alliance Pavilion Stage; working to develop the ArtPlace project; designing the interactive kiosks that will be located around the Mesa Arts Center; and pursuing a competitive process for the conceptual design of the new shade sculpture that will be located on the North Plaza.

Discussion ensued relative to staff's efforts to attract the Millennials and Late Generation X audiences to concerts and events at the Arts and Culture Department's various venues; that additional social and food events are being added to next year's roster of activities; and that the Arts and Culture Department supports local artists, educational programs and cultural organizations.

Mayor Finter commented that he was thrilled to hear about all of the programs and activities that are occurring at the various Arts and Culture venues. He thanked Ms. Ornstein for the presentation and expressed appreciation to all of the Arts and Culture Department staff members for their efforts and hard work.

### 3. Appointments to Boards and Committees.

It was moved by Councilmember Kavanaugh, seconded by Councilmember Luna, that the Council concur with the Mayor's recommendations and the appointments be confirmed.

Mayor Finter stated that he was privileged to announce the formation of the Falcon Field Strategic Visioning Commission. He explained that he was recommending the appointment of several highly-respected industry leaders throughout Arizona and Mesa to serve on the Commission. **(See Attachment 6)** He also commented that the individuals have firsthand experience in successfully leading companies through strategic growth.

Mayor Finter expressed appreciation to Councilmember Luna for his efforts and hard work relative to the formation of the Commission. He noted that the Falcon Field Airport has been in existence for 75 years and stated that within five square miles of the facility, there are over 12,000 high-wage jobs. He also pointed out that the Falcon Field area generates an estimated \$2.3 billion of economic benefit for the community.

Mayor Finter, in addition, remarked that it was important for the City to take the opportunity to develop a strategic plan with regard to what will occur in the Falcon Field area in the future. He also said that the goal of the Commission is to consider the strengths and untapped resources in the area and make recommendations to the Council. He added that as the economy begins to recover, it was imperative that the City be prepared to take advantage of economic development opportunities in the Falcon Field area.

Mayor Finter called for the vote.

Mayor Finter declared the motion carried unanimously by those present.

4. Information pertaining to the current Job Order Contracting projects.

(This item was not discussed by the Council.)

5. Hear reports on meetings and/or conferences attended.

Councilmember Luna: Attended a showing of the documentary "First Generation"

Councilmember Richins: Bike to Work Event; Farm Cities Breakfast

Councilmember Somers: National League of Cities' Public Safety and Crime Prevention Committee meeting; made presentations in Baltimore, Maryland regarding Mesa's Neighborhood Stabilization Program and the installation of fire sprinklers to protect low income families; participated in a Weather Channel production on disaster preparedness

6. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the meeting schedule is as follows:

Saturday, April 26, 2014, 2:00 p.m. – Celebrate Mesa

Thursday, May 1, 2014, 7:30 a.m. – Study Session

7. Adjournment.

Without objection, the Study Session adjourned at 9:20 a.m.

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ALEX FINTER, MAYOR

ATTEST:

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DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 24<sup>th</sup> day of April, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

abg/pag  
(attachments – 6)

# 2014 Major General Plan Amendments

City Council  
April 24, 2014

# Process Overview

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- ▶ Applications due April 1
  - ▶ 2 applications received
- ▶ Follow submittals May 6
- ▶ 60-day review June – July
- ▶ P&Z hearings August and September
- ▶ Earliest Council hearing October 20

# GP Major 14-02 – Mesa 38

## Existing

38 acres

Business Park

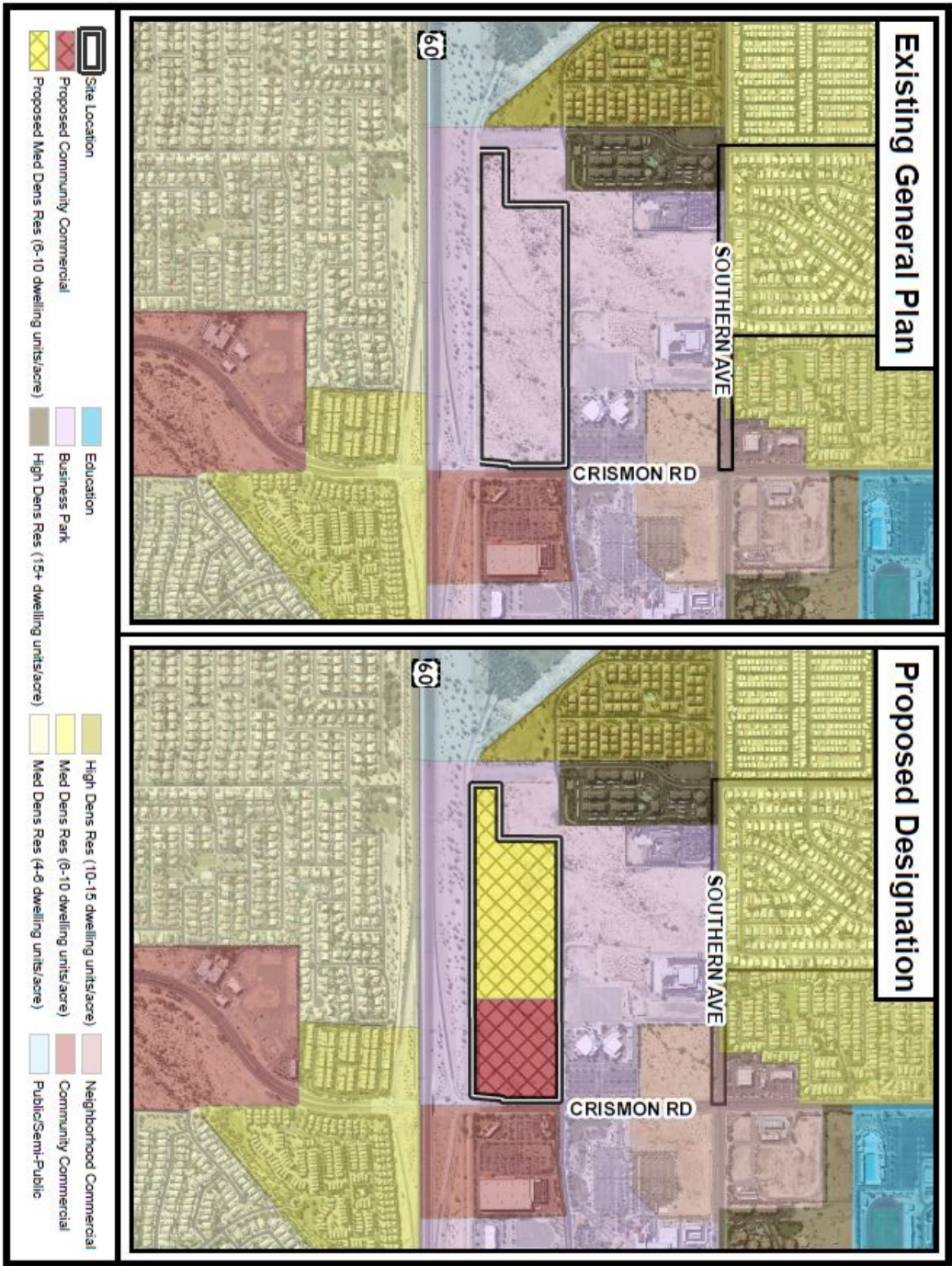
## Proposed

25 acres

MDR 6 -10

13 acres

Community  
Commercial





# GP Major 14-02 – Mesa 38

The project narrative submitted with the application contains the following projected impact on jobs and housing:

Land Use Categories	Current		Proposed	
	Jobs	Housing	Jobs	Housing
Business Park	637	0	N/A	N/A
Community Commercial	N/A	N/A	495	0
Medium Density Residential 6 - 10	N/A	N/A	0	150 - 250
Total	637	0	495	150 - 250

# ***Mesa 38***

## Major General Plan Amendment Narrative

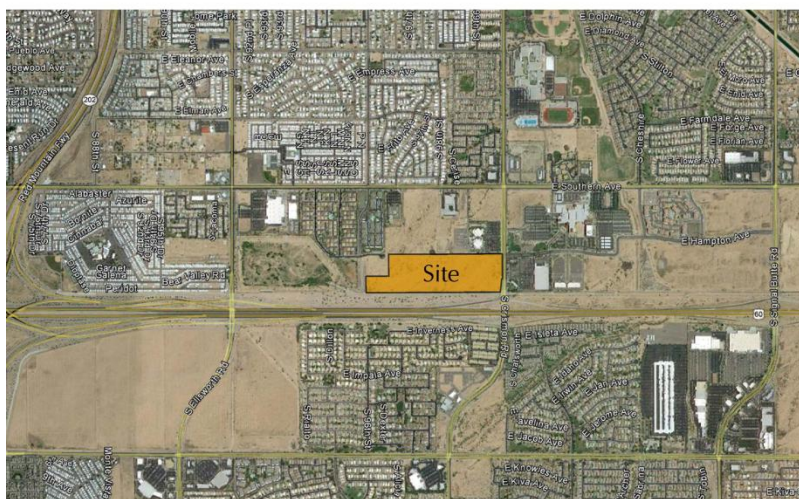
April 3, 2014

## Application Summary

This application requests a Major General Plan Amendment (the “Application”) for property located at the northwest corner of the US 60 Freeway and Crismon Road. The property consists of approximately 38 acres and is currently zoned PEP and NC with a PAD overlay (“Mesa38”). The current General Plan designation is Business Park. This Application seeks to change the land use designation for the property to Mixed Use Residential and High Density Residential 15+ du/ac. A rezoning application will be filed in the immediate future as a companion to this General Plan Amendment application. The rezoning application will provide a greater level of detail regarding the proposed development concept.

## Project Location

The Mesa38 property is a narrow rectangular parcel bounded by the US 60 Freeway on the south and Crismon Road to the east. The Crismon Road frontage is the only meaningful access into the site. The Hampton Road alignment exists to the north, but is only partially developed. North of the Hampton alignment are several privately owned parcels zoned R1-43 DMP (Conceptual M-1 and PEP approved in 1990). A post office, church, and charter school are the only existing development on the property to the north. To the immediate west is a small 6 acre vacant parcel zoned NC and planned for low density office. An ADOT regional retention basin that is partially developed with trails and turf fields for neighborhood recreational use also exists to the west. Northwest of the site is existing residential development, including a for lease high density project zoned RM-3 and a for sale medium density residential project zoned RM-2. The Mountain Vista Medical Center, a 178 bed hospital, is located to the east across Crismon Road.



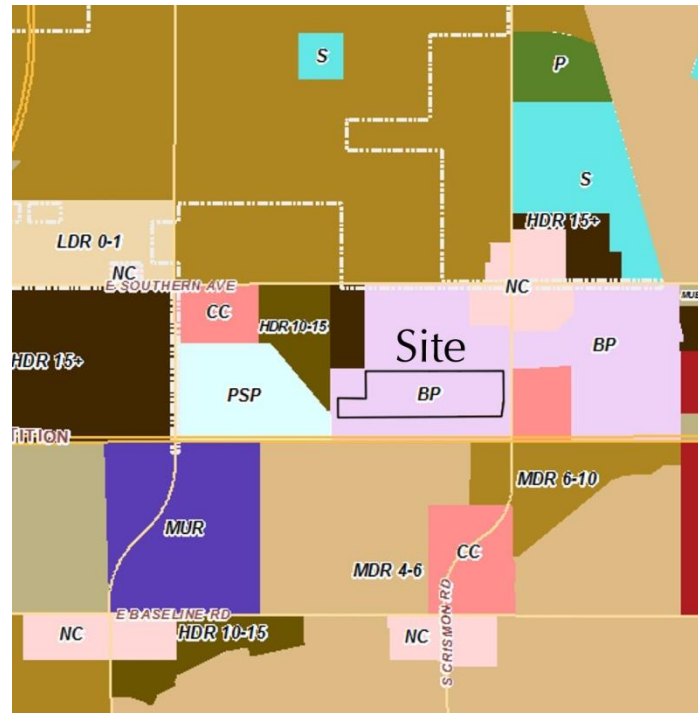
Mesa 38  
 Vicinity Map

GREY/PICKETT  
 7001 East 5th Avenue  
 Suite 200  
 Scottsdale, AZ 85261  
 480.429.0000  
 www.greypickett.com

## General Plan Amendment Request

### Existing Land Use Designations

The current approved General Plan land use designation for the Property is Business Park.



**Current Approved General Plan Designation Exhibit**

The following table depicts the **existing** land use allocation:

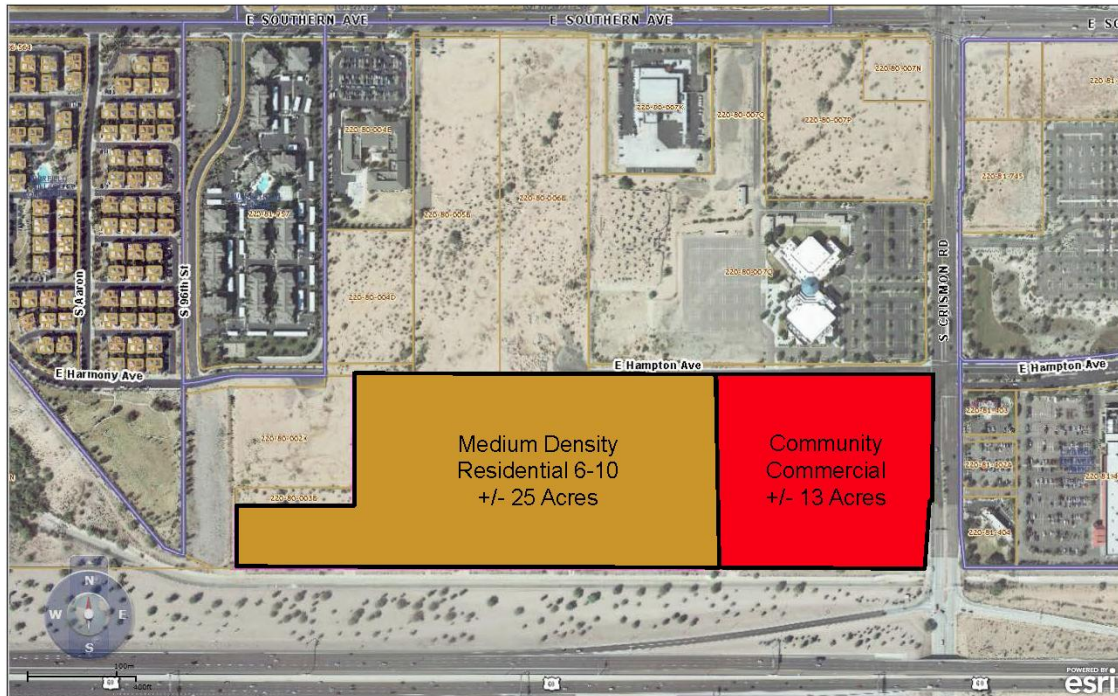
Land Use Designation	Acres	Percent of Total	Minimum Residential Units	Maximum Residential Units	Potential Jobs
Business Park	38	100%	0	0	637
<b>Totals</b>	<b>38</b>	<b>100%</b>	<b>0</b>	<b>0</b>	<b>637</b>

*\*Business Park development assumed 19 acres of two story Office development at 800 sf/employee and 19 acres of one story Flex-Office/Warehouse development at 1,000sf/employee. 22% lot coverage was assumed.*

## Proposed Land Use Designations

While the Application requests consideration of new General Plan designations for the Property, the underlying vision still supports the City's economic development and job growth goals for Mesa38. The proposed General Plan land use categories are Medium Density Residential 6-10 dwelling units per acre on 25 acres and Community Commercial on 13 acres.

### Mesa38: Land Use Map



### Medium Density Residential 6-10, MDR 6-10 (6.0-10.0 du/ac)

Identifies locations where urban density detached or attached single family residential including townhouse, and patio home developments is desirable. The target density for these areas is 6.5 du/ac for detached products and 8.0 du/ac for attached products. Appropriate locations offer direct collector or arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and limited Neighborhood Commercial of less than 10 acres, where deemed appropriate by the City.

### Community Commercial, CC

Identifies retail and service-oriented businesses that serve the larger surrounding residential trade area within a one to two mile radius. Typical users include, but are not limited to, grocery store and additional large anchored tenant shopping centers with additional drug stores, fast food chains, smaller hardware/building materials stores, convenience/gas stations, and larger restaurants/cafes. Other compatible uses include larger administrative/professional offices including medical services, finance, insurance and real estate. No more than one Big Box retail user is permitted in a single location of Community Commercial designated areas. Community Commercial areas are located on, and with direct access to an arterial.

The following table depicts the **proposed** land use allocation:

Land Use Designation	Acres	Percent of Total	Minimum Residential Units	Maximum Residential Units	Potential Jobs
<b>Community Commercial</b>	13	34%	0	-	<b>**495</b>
<b>Medium Density Residential 6-10</b>	25	66%	150	250	0
<b>Totals</b>	<b>38</b>	<b>100%</b>	<b>150</b>	<b>250*</b>	<b>**495</b>

*\*Multi-residence uses are permitted within certain commercial zoning classifications subject to the limitations of Table 11-6-2A and Section 11-31-31 of the Mesa Zoning Ordinance. Multi-residence units have not been factored into the above land use allocation, but are a possible future land use.*

*\*\*The Potential Jobs calculation assumes 5 acres of Retail (99 jobs) and 8 acres two –three story Commercial Office (395 jobs). 550 sf/employee was assumed for Retail and Commercial Office with 25% lot coverage.*



## **Mesa38 Development Concept**

The Mesa38 development concept envisions a progressive and vibrant, market relative mixed-use project that capitalizes on the property's assets while recognizing its constraints. Mesa38 may include employment, retail, high density residential and possibly hospitality land uses in a high quality, cohesively designed setting. A 14 acre Community Commercial component is located immediately off Crismon Road within the most visible and accessible portion of the site. The development plan then transitions to a high quality, medium density residential neighborhood on the remaining 25 acres. The residential component is planned as a single-residence cluster product, or other similar product type, that is a complimentary partner to existing residential development located to the immediate west of the Mesa38 property. Although Mesa38 will be comprised of a mix of land uses, the property will be developed as a cohesive, unified project through closely coordinated architectural styles, design themes and landscaping. Design emphasis will be placed upon creating an integrated land use framework, a strong internal street system, and coordinated pedestrian and open space systems.

The Mesa38 property, although situated with significant US 60 freeway frontage, is challenging from a development perspective due to the long rectilinear shape of the property and severely limited accessibility. The only meaningful, high visibility access to Mesa38 is off Crismon Road, which includes only 725 feet of frontage with right in right out access only. The access constraints result in a limited window of visibility into the site and severely limit development opportunities for the western portion of the site. The Hampton Avenue alignment to the north provides an opportunity for secondary access with a signalized intersection, but existing residential development to the west diminishes Hampton to a local, neighborhood street. ADOT retention facilities are located to the west of the Mesa38 property, thus constricting access to roadway infrastructure to the west. The western portion of the site is most suitable for a continuation of the residential development that exists off 96th Street to the north. Additional constraints include an over-saturation of employment-based land uses in the area and fractured ownership of the properties to the immediate north creating an almost impossible scenario for coordinated development of adjacent vacant land. Based on these constraints, the Mesa38 property is suitable for development with transitional uses that are at the same or incrementally higher densities than existing development in the immediate area.

## **Mesa38 Core Design Components**

The Mesa38 General Plan Amendment and companion rezoning application strive to establish a flexible development framework that allows the project to respond to market conditions, evolve

over time, and develop as a high quality asset for the City of Mesa. This design framework is built around three core design components:

1. **Integrated Land Use Framework.** A balanced mix of land uses are proposed for Mesa38 that may include employment, complimentary retail, single-family residential, multi-residence and/or hospitality. Achieving a mix of uses is a strategic element of the project's land use architecture and allows Mesa38 to fulfill the City's goal of creating vibrant live, work & play environments. In particular, the residential component helps fulfill the desired and necessary jobs to housing balance and increases the potential for viable office and retail uses on the site.
2. **Defined Street Forms.** A defined internal street system within Mesa38 will be used as a core organizing element to unify the Community Commercial and Medium Density Residential portions of the project. The street form will be designed to create a pedestrian scale, walkable atmosphere internal to the site that may be complimented by on-street parking and shaded walkways. The street form will be reinforced by locating core land use components as east-west anchors for the project with single-residence uses to the west and retail, office and/or high density residential to the east. The street system and building layout will also emphasize the importance of thoughtfully accommodating vehicular and pedestrian traffic and vehicle parking areas within the site.
3. **Pedestrian and Open Space Systems.** A pedestrian and open space system will be created for Mesa38 that compliments the internal street system and provides connectivity throughout the entire site. Pedestrian walkways and thoughtful compact open space areas will be utilized to create visual relief and outdoor rooms, and will allow residents, employees and visitors to comfortably make their way through the site. Shade elements, desert landscaping and appropriate intensity lighting will be utilized to enhance the pedestrian experience.

An internal greenbelt/pedestrian system that spans the length of the property is central to the design theme and site layout. The greenbelt will be developed as a signature feature of Mesa38 and will include a walking path connecting each land use component and open space areas for active and passive recreation. The greenbelt also creates the unique opportunity to orient residential uses towards this internal open space area, and



creates an important visual link between the residential and retail/employment components.

## **Mesa38 Land Use Components**

**Community Commercial.** The 13-acre Community Commercial component planned for the Crismon Road portion of the property is situated to maximize visibility and access off Crismon Road and take advantage of proximity to the interchange with the US 60 freeway. Development is envisioned to include some combination of the following uses: community oriented retail and service uses, a hotel, professional office uses, and multi-residence. Potential commercial office and hospitality uses would likely be developed as a compliment to the Mountain Vista Medical Center located to the east across Crismon Road. A multi-residence component may be developed in conjunction with the aforementioned non-residential uses. The Community Commercial component will include a common area, such as a plaza for outdoor dining, which plays the role of an end cap for the greenbelt/pedestrian system that will be the signature unifying element for the overall project.

**Medium Density Residential.** Medium density residential development in the form of a high quality single-residence community developed between 6-10 units/acre is proposed for the remaining 25 acres, which is the western portion of the Mea 38 property. The single-residence component will be carefully designed to integrate with development on the eastern portion of the site. The companion rezoning application will include design guidelines that address key design features of the residential community such as: (1) Building Entrances and Orientation, (2) Location of Parking Areas, (3) Fences and Walls and (4) Integration with Non-Residential Uses.

## **Conformance to the Mesa 2025 General Plan**

Section 14.2.3 of the Mesa 2025 General Plan defines the approval requirements for a Major General Plan Amendment. The City Council may approve an application for a major amendment only if it makes the following findings:

- Does the proposed amendment constitute an overall improvement to the current Mesa 2025 General Plan?
- Is the proposed amendment consistent with the intent of the Mesa 2025 General Plan and other adopted plans, policies and ordinances?

- Is the proposed amendment significantly altering existing land use patterns, causing increased traffic on the existing roadway network, and degrading the health and safety of the residents?

### Land Use Goals & Policies

The Application is supported by the following Goals, Objectives and Policies within the Mesa 2025 General Plan:

**Goal LU1-1.** Develop a land use pattern throughout the City that creates orderly municipal growth, achieves compatibility with surrounding communities and is consistent with the General Plan.

**Objective LU-1.1.** Create the most advantageous economic and environmental balance of build-out land uses based on community and regional characteristics.

**Policy LU-1.1a.** Continue to evaluate the appropriate mix of land uses to achieve the desired mix of residential, employment, and public uses.

*The Application supports orderly municipal growth, achieves compatibility with surrounding land uses, recognizes market relevant land uses, and is an overall improvement to the Mesa 2025 General Plan. As noted above, the Meas38 property is uniquely situated and faced with significant development constraints as evidenced by the infill status of what was once considered prime freeway frontage property. While most surrounding parcels have developed, the lingering vacancy of the Property and other immediately adjacent Business Park properties evidence a lack of demand for the volume of office and business park uses shown on the General Plan. This Application recognizes these constraints and challenges, and accordingly, Mesa38 is proposed for development as a combination of single-residence and retail/employment/multi-residence land uses that are both market relevant and compatible with existing development patterns.*

**Policy LU-1.1d.** Coordinate land use planning projects with landowners, local neighborhood associations, nearby industry, and developers to achieve consistency with City policies and compatibility among developments.

*The planning and development of the Mesa38 property will be coordinated with landowners, local neighborhood associations and members of the community affected*

*by or interested in the Application. Those interested will be informed of the Application by an informational mailing and neighborhood meeting.*

**Objective LU-1.2.** Encourage urban growth in a planned, orderly manner with high quality development and sustainable urban development patterns.

*The proposed General Plan Amendment encourages quality mixed use development that is responsive to the market. The Mesa38 property has been under the same ownership for over 25 years and before the US60 Freeway was constructed. The lingering vacancy of this parcel is evidence of an over-saturation of Business Park land in the area. The addition of a high quality residential component on the Mesa38 property allows for orderly growth by making productive economic use of what has become an infill parcel with a more sustainable, market relevant land use mix.*

**Objective LU-4.1.** Maximize opportunities for the use of the land adjacent and within close proximity to existing and proposed freeways for large-scale non-residential uses.

**Policy LU-4.1b.** Examine opportunities for development of medium- to high-density commercial nodes at interchange locations along major freeways.

*The General Plan encourages the protection of land adjacent to the freeways as employment corridors, while at the same time encouraging mixed-use development where such areas act as buffers and where opportunities exist for the creation of activity centers. An analysis of the context and character of the area shows that the Mesa38 property, although located at the interchange Crismon Road and US60, has limited development opportunities due to access constraints and a limiting parcel configuration. The proposed land use designations recognize these challenges and allow the property to be developed with compatible uses that serve as a compliment and transition between existing residential development to the west and commercial/employment uses to the east.*

**Goal ED-1.** Foster and sustain long-term economic growth for the City of Mesa.

**Objective ED-1.3.** Continue to expand Mesa's retail business base and strengthen its retail position in the East Valley.

**Goal ED-2.** Identify and prepare strategic locations for economic growth.

**Policy ED-2.1a.** Promote the development of an efficient combination of mixed uses at the employment centers/corridors.

*The aforementioned constraints result in limited viability for non-residential uses on the property. The type of non-residential uses that might locate on the western portion of the property are likely very low intensity warehouse type uses that don't maximize the property's assets, don't contribute meaningfully as an economic generator and provide very low density employment opportunities. By creating a more viable mixed use development concept, the development potential for the property can be maximized. The introduction of a single-residence component provides additional support for retail and employment uses, thus opening the door for more desirable commercial office and sales tax generating retail uses on the eastern portion of the site.*

*The proposed Major General Plan Amendment application constitutes an overall improvement to and is consistent with the current Mesa 2025 General Plan and other adopted plans, policies and ordinances. The General Plan is designed to provide broad-based land use direction, but the micro-climate within individual neighborhoods demonstrates the need to vary the quality and character of development to site specific circumstances. Mesa38 proposes a market relative mixed use development concept that preserves potential for a strong employment and retail component while introducing a residential element that will foster previously unachievable land use synergy on the property. Further, Mesa 38 is sensitive to the scale of existing development and is compatible with the surrounding neighborhoods. The companion rezoning case will incorporate appropriate development standards to ensure a uniform, high quality project. The proposed amendment does not significantly alter existing land use patterns, cause increased traffic on the roadway network, or degrade the health and safety of the city's residents.*



# Mesa Public Library

Department Highlights

April 24, 2014



# ***FYTD 13-14 Performance***

MEASURE	July 13- March 14
Program attendance	18,831
Public computer sessions	189,653
Visitors	863,526
Items circulated	2,115,022
Total Units of Service	4,268,417



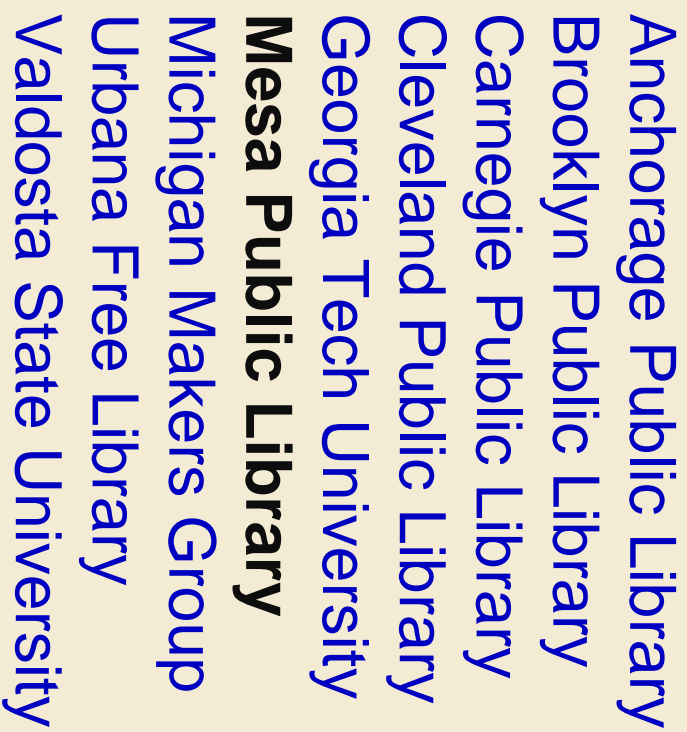
# *THINKspot*

## *Opened October 2013*

- 110 programs
- 3,700 questions
- 5,600 visitors









# ***HOTspot***

## ***Opened January 2014***

Hands-on instruction on your digital device  
highlighting Library resources:

- Freegal
- Greater Phoenix Digital Library
- Hoopla
- Zinio



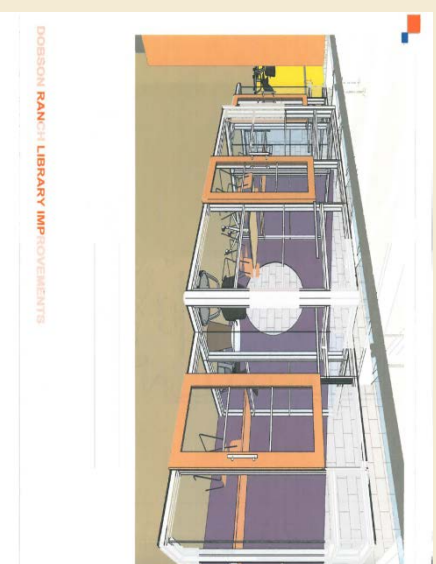
# *New Bright Spot Dobson Updates*

## Phase I

- Access to Family Restroom
- Opened March 2014

## Phase II

- Study/Meeting rooms
- Enclosed Children's area





# New Bright Spot

## THE STUFF-BRARY

Check out  
our stuff!

"Absolutely amazing. Keep up the good work."

"This is absolutely fantastic! I've never heard of a library doing this. What a service to the community members. BRAVO!!!"

"I think this is a great service. Don't know how it came about, but I intend to use it when the family is here visiting."

"Oh my gosh! This is fantastic...we are seniors that have our grand kids over and just to know you have these items is terrific! We will definitely avail ourselves of this service."

"I think this is awesome. Making the library more accessible is a great way to get people active and involved in the community. Thank you."

# *Continued Bright Spot Mesa Express Library*

Since opening May 2011

- 29,000 computer sessions
- 35,200 questions
- 139,500 visitors
- 307,500 items circ'd



## ***Future Bright Spots***

“A Lot Done, More to Do!”

- Coffee carts
- Expand Monday - Thursday evening hours to 9 PM
- Open all locations Sunday, 1-5 PM
- THINKspot at Main
- More locations



# Questions?



# **Transportation Department Highlights**

*April 24, 2014*

# *Transportation: Driving Mesa's Future*

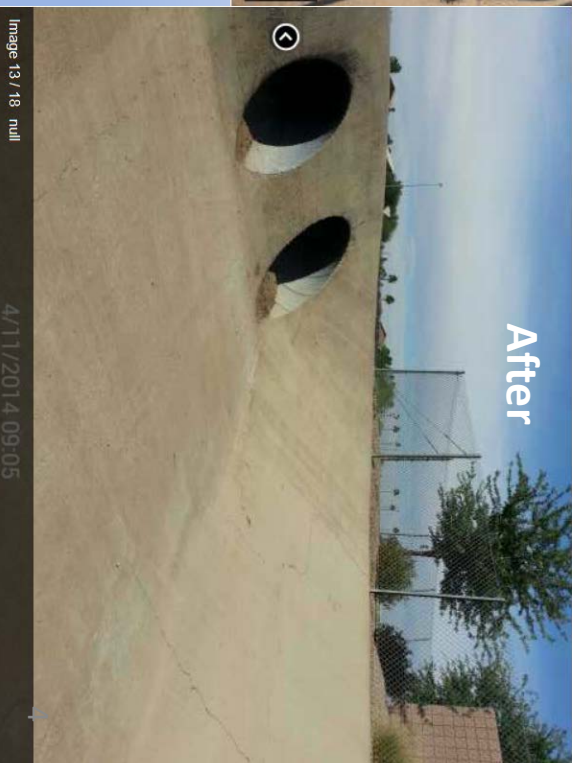
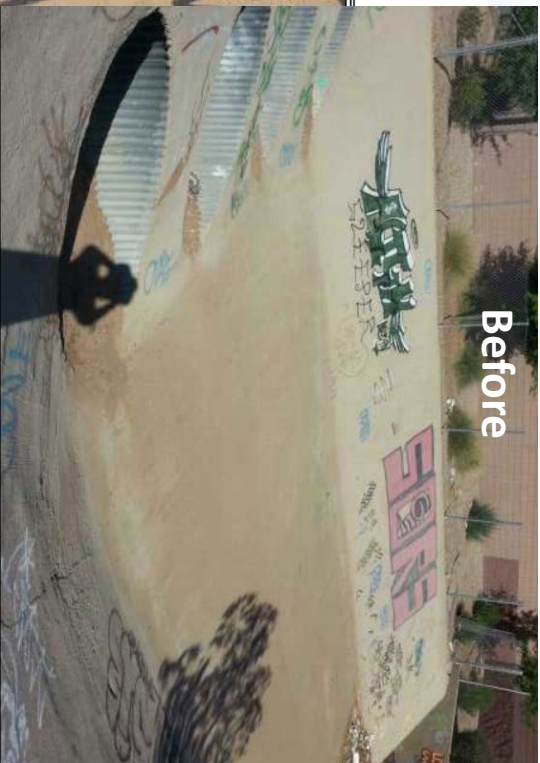
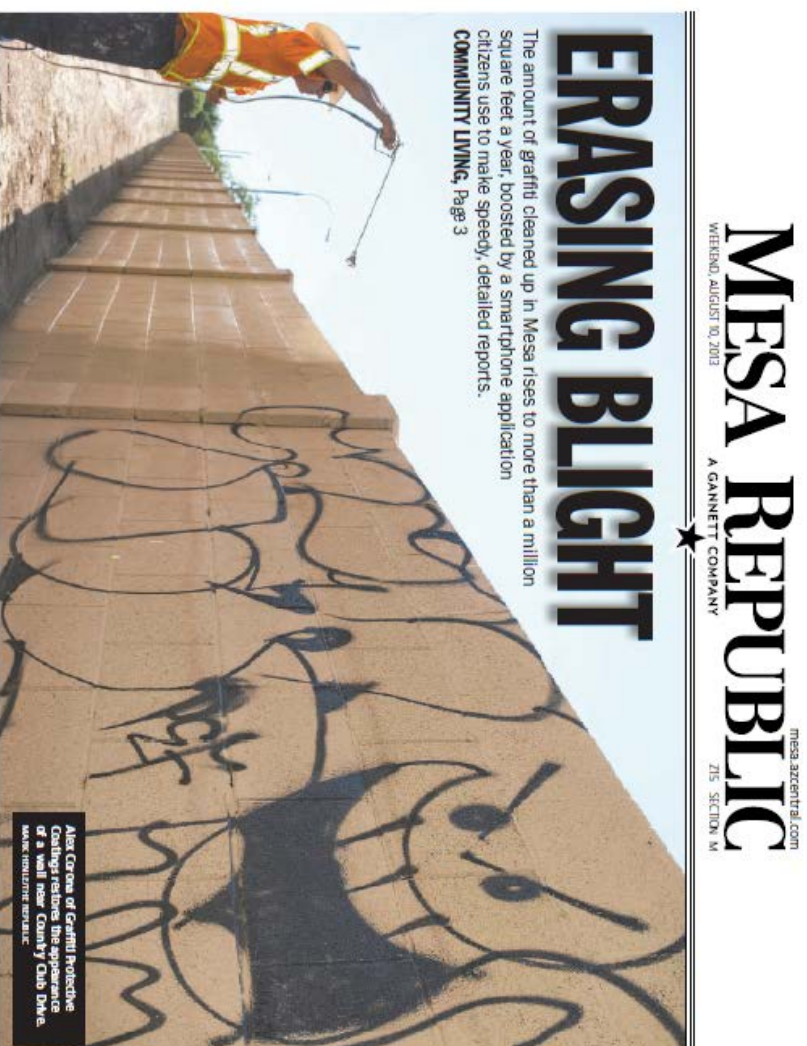
- Asphalt Patch
- Asset Management
- Concrete
- Contracted Services
- Financial & Budget
- ITS/Traffic Signals
- Landscape Maintenance
- Pavement Management
- Ped. & Bike Planning
- Road Hazard Response
- Sealcoats
- Signing/Striping
- Storm Drain Maintenance
- Street Sweeping
- Streetlights
- Temporary Traffic Control
- Traffic Studies
- Transportation Planning



# Alley Gates

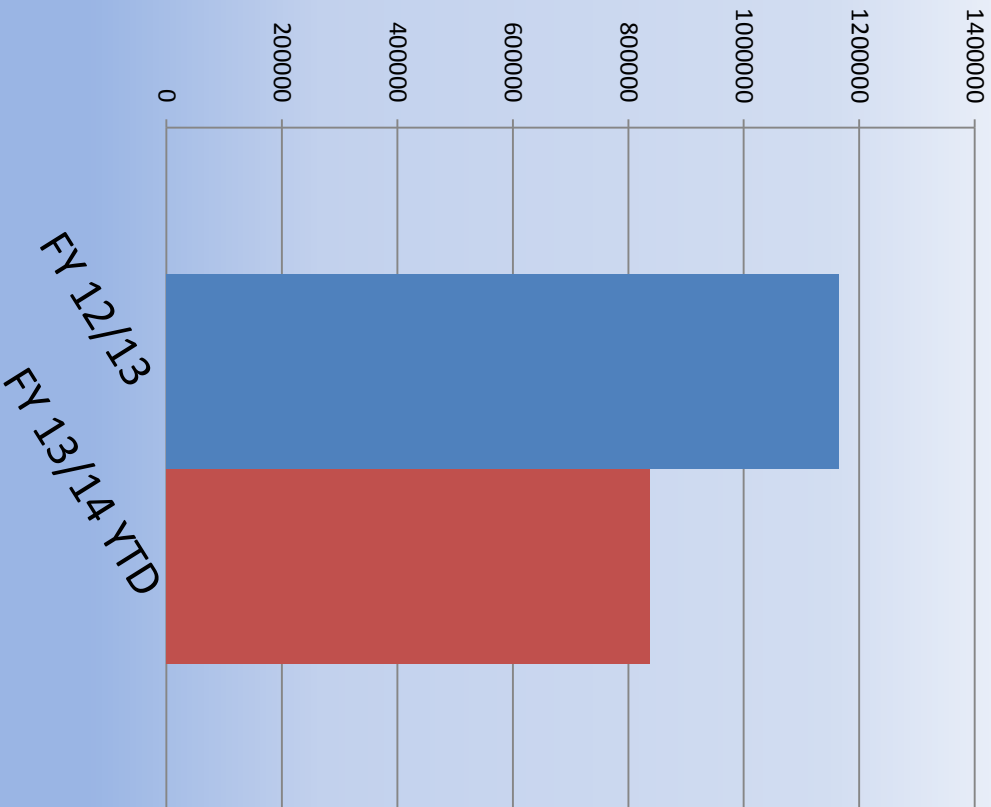
- Fiscal Year 13/14
  - Budget: \$100,000
  - Gates Completed YTD: 35 (42 total estimated by end of year)
- Fiscal Year 14/15
  - Budget: \$400,000
  - Project Gates to be Completed: 250

# Graffiti Abatement

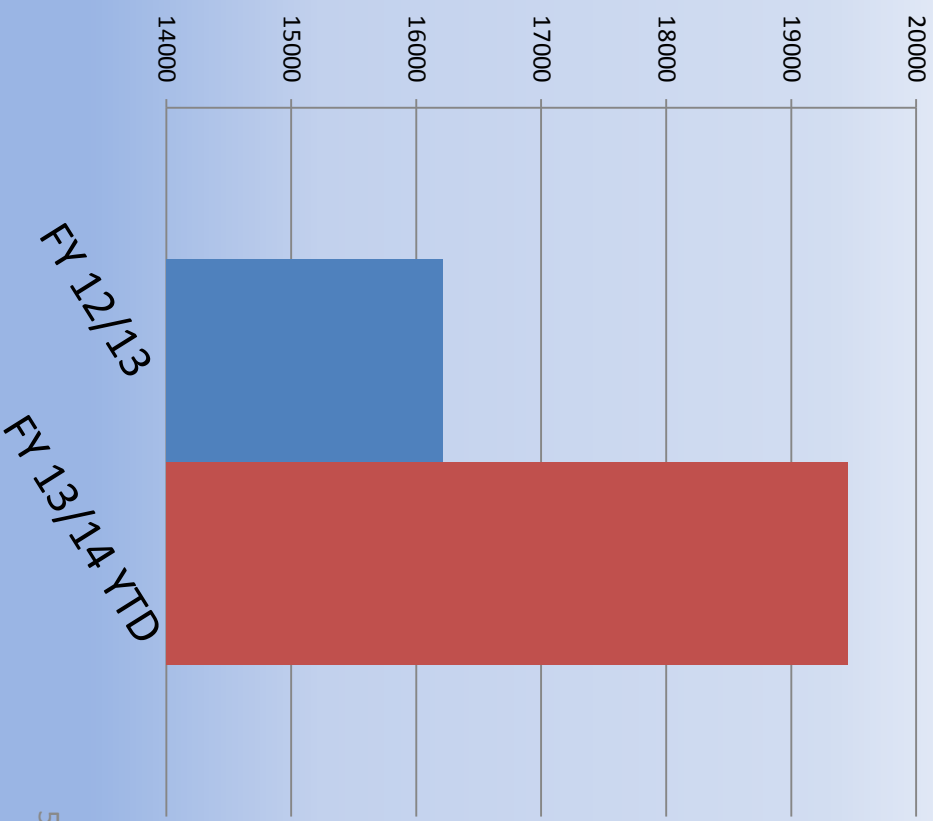


# Graffiti Abatement

Square Feet Abated



Number of Graffiti Apps Submitted

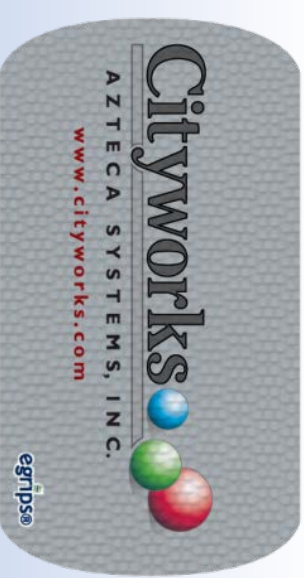


# Cityworks Upgrade

- Go-Live: April 28, 2014

- Benefits:

- Web-based
- Direct access to Cityworks in field
- Real-time data
- Inbox/dashboard
- Improved search capabilities





# Drainage Improvements

- Elliot Road & 104<sup>th</sup> Street Plunge Pool

Before



# Drainage Improvements

- Elliot Road & 104<sup>th</sup> Street Plunge Pool

During



After



# Drainage Improvements

- Elliot Rd and Signal Butte Rd Scupper & Spillway

Before



# Drainage Improvements

- Elliot Rd and Signal Butte Rd Scupper & Spillway

After





# Traffic Operations: Street Marking

## Replacement Striping Truck

- March 2015
- Smaller single axle design, easier maneuverability
- Improved paint usage data collection
- Meets new EPA exhaust emissions certifications



# Maricopa Association of Governments (MAG) Grants Sweepers

- FY 2014 CMAQ\* Funding
- Two Sweepers
- 5.7% City Fund Match
- Greater Fuel Economy
- Decreased Maintenance Costs



\*Congestion Mitigation & Air Quality

# Traffic Signals



Pedestrian Hybrid Beacons



Countdown Timers



Accessible Pedestrian Signals

# FY 14/15 Looking Ahead

- Transportation Plan Update
  - Completed by in-house staff
  - Last completed in 2002
- Automated Field Detection Sensors
  - Real time arterial speed map
- West Side Real Time Adaptive
  - Fiesta District area
  - Signal timing constantly changes based on traffic
- Shared Use Path Improvements



# Overlay Program

- FY 13/14: 51.9 Lane Miles
- FY 14/15: 121.3 Lane Miles



# Streets Bond Program Update

- 10<sup>th</sup> Street (Multi-Modal)
- Arterial Reconstructions
- Right-of-Way Improvements/1<sup>st</sup> Ave
- Rusted Streetlight Pole Replacement
- Streetlight Improvements

# Questions?

# **Mesa Department of Arts & Culture**

**Inspiring Creativity & Innovation**

**Moving Mesa Forward**



# Helping to Achieve Mesa's Goals

## Vision

Mesa will be a nationally acclaimed destination, known for its innovations and quality in arts and culture, and for a community deeply engaged and committed to cultural programs and participation.



## mission

To strengthen the creative, social and economic fabric of our community and region through inspiring, relevant, fun and transformational cultural experiences.



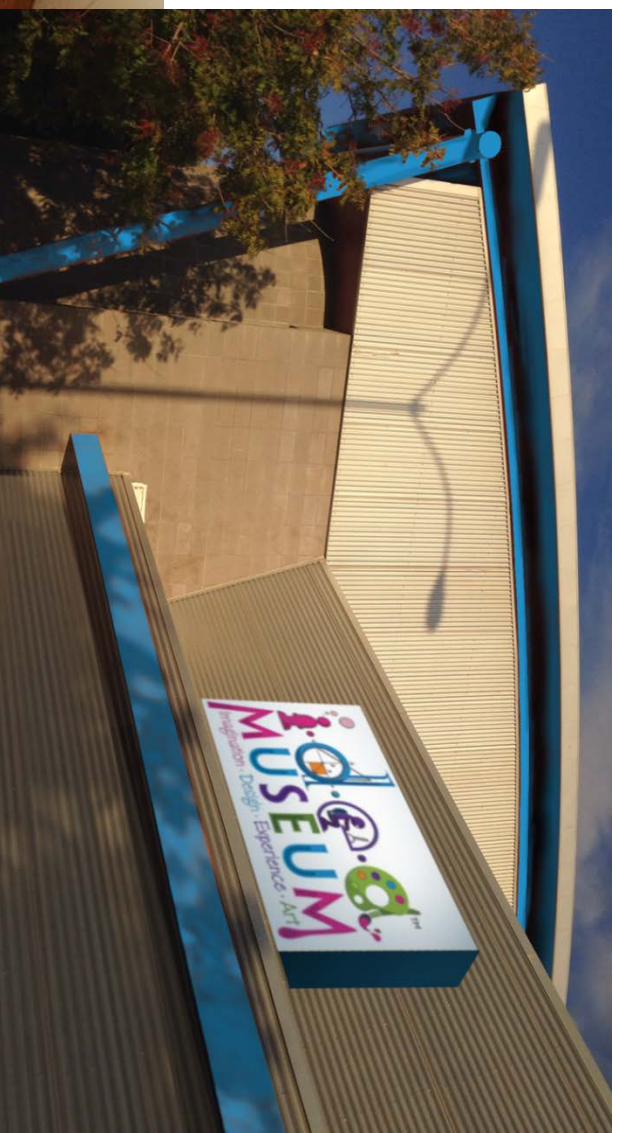


# Responding to Needs & Opportunities

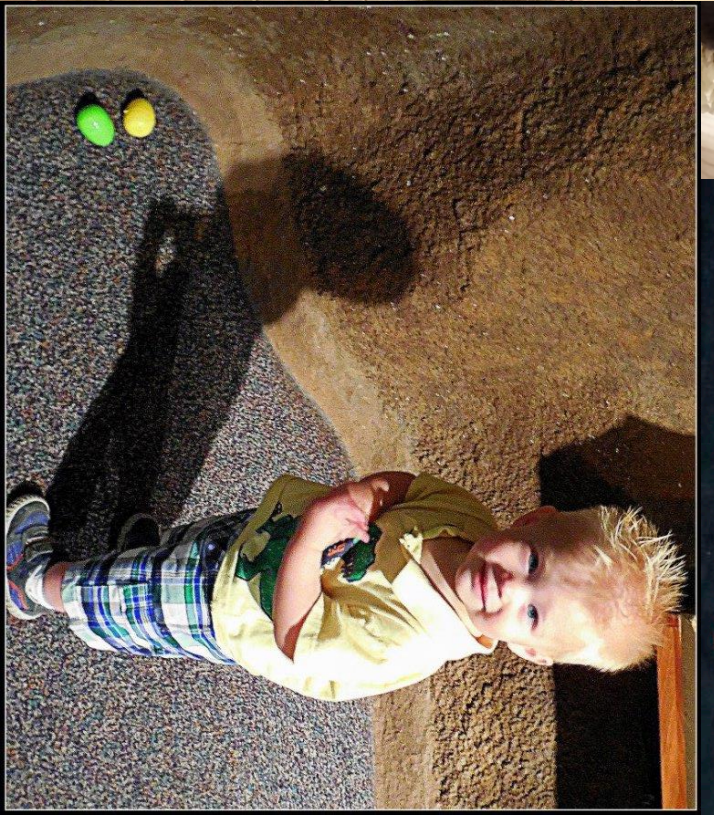
## Growth &

## Development to

## Impact our Children, our Community









# Strengthening the Urban Center

## Ready for Light Rail







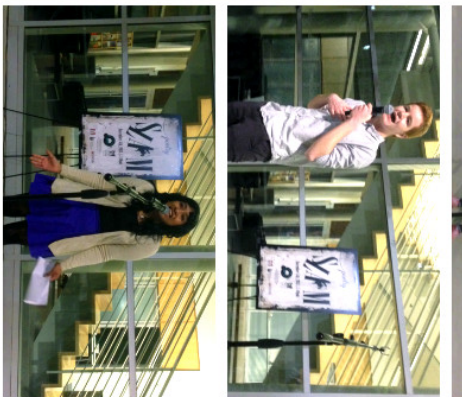


# Growing Millennials & Late Generation X Audiences



© Jaime Glasser 2014





SouthWest  
Maker Fest

[SouthWestMakerFest.com](http://SouthWestMakerFest.com)

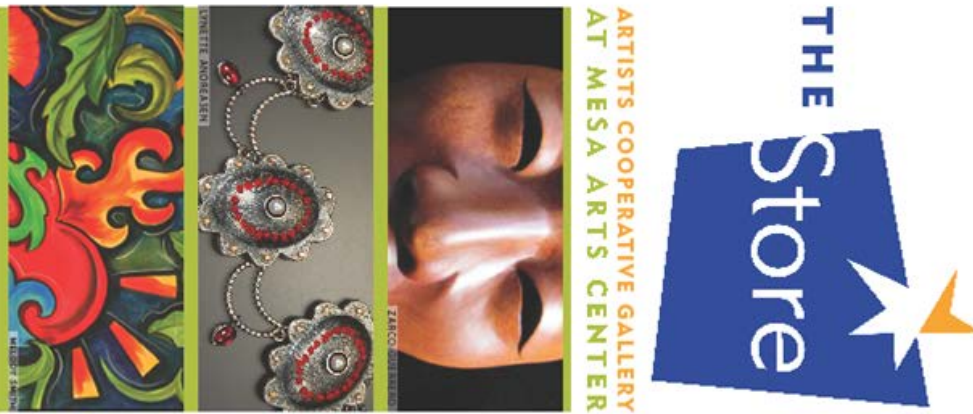




# Supporting Artists/ Cultural Organizations



artspace







April 24, 2014

TO: CITY COUNCILMEMBERS

FROM: MAYOR ALEX FINTER

SUBJECT: APPOINTMENTS TO THE FALCON STRATEGIC VISIONING  
COMMISSION

The following are my recommendations for appointment to the Falcon Strategic Visioning Commission:

**Rich Adams – Chair**

Mr. Adams is the president and CEO of Southwest Business Credit Services. He is a founding director of Gateway Commercial Bank of Mesa with over 35 years' experience in credit management and business operations. Mr. Adams chairs the City of Mesa Economic Development Advisory Board and served as a past chair of the City of Mesa Planning and Zoning Board. His term will expire April 24, 2015.

**Gerald Blomquist**

Mr. Blomquist is an investment banker with Main Spring Capital Group. He holds an MBA from the University of Utah. Mr. Blomquist has been actively involved in economic development efforts throughout the country for more than a decade. His term will expire April 24, 2015.

**Mark Haenel**

Mr. Haenel is a real estate broker with Cassidy Turley Commercial Real Estate Services. He holds a bachelor's degree in economics from the University of Arizona. Mr. Haenel has over 30 years of experience in the sale and leasing of industrial/office buildings and land throughout Arizona. He is a past member of the Urban Land Institute and past chair and mentor for NAIOP Arizona, the trade association representing the commercial real estate industry. His term will expire April 24, 2015.

**Tony Ham**

Mr. Ham recently retired as site leader and director of operations for Boeing in Mesa, a division of Boeing Defense Space & Security. He began his 29-year-career at Boeing in 1982 as a flight mechanic, after serving four years in the United States Navy. Mr. Ham holds an MBA from University of Phoenix. His term will expire April 24, 2015.

**Craig Kitchen**

Mr. Kitchen is chief commercial officer for MD Helicopters, Inc. He has held several other executive positions in the aerospace industry including Eagle-Picher Technologies and Honeywell. Mr. Kitchen holds an MBA from Northern Colorado University and attended the United States Air Force Academy in Colorado. His term will expire April 24, 2015.

**Otto Shill**

Mr. Shill is an attorney with Jackson White, PC. He holds a juris doctor from Brigham Young University and an L.L.M. in taxation from Boston University. He is active in the community serving as chair of the Business Advocacy Council and past chair of the Mesa Chamber of Commerce Board of Directors. Mr. Shill also served with various aviation groups including Airport Support Network for Falcon Field and the East Valley Aviation and Aerospace Alliance. His term will expire April 24, 2015.