

COUNCIL MINUTES

September 10, 2015

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 September 10, 2015 at 7:31 a.m.

COUNCIL PRESENT

John Giles
Alex Finter
Christopher Glover
Dennis Kavanaugh
David Luna
Dave Richins
Kevin Thompson

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Jim Smith
Dee Ann Mickelsen

1. Review items on the agenda for the September 14, 2015 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None

Items deleted from the consent agenda: None

Planning Director John Wesley and Zoning Administrator Gordon Sheffield provided an update on item 6-b **(Amending the Mesa Zoning Ordinance; Title 11, Chapter 7, Section 2 regarding permitted land uses to allow banquet and conference centers in industrial and employment districts)** on the Regular Council Meeting agenda.

2-a. Hear a presentation, discuss and provide direction on the What Works Cities Program.

Chief of Staff Ian Linssen displayed a PowerPoint presentation **(See Attachment 1)** and introduced Management Assistant Niel Curley, who was prepared to assist with the presentation.

Mr. Linssen reported that the City of Mesa was one of eight cities selected for the What Works Cities program and the only City in the southwest region chosen to participate. He provided a brief overview of the What Works Cities Program, a Bloomberg Philanthropies initiative, which has committed three years and \$42 million dollars to engage up to 100 cities across the country to enhance data collection, and drive outcomes to make improvements in people's lives. He noted that Mesa is familiar with data collection and cited, for example, the Mesa Fire and

Medical Department Community Care Unit innovative data collection project that helps track call volumes, financial data, and call types to enhance healthcare services. He stated that What Work Cities will use the same model and apply it to other City services.

Mr. Linssen reported that one of the benefits of being a What Work Cities includes consulting services with the Sunlight Foundation and the Johns Hopkins Center for Government Excellence among many others. He explained that the partners will review City data and provide recommendations to better utilize the data collected. He added that another program benefit is a peer network connection with other participating cities to share best practices.

Mr. Curley continued with the presentation and reported that over the summer staff met with Results for America, who helped identify two areas of data collection: Performance Management and Open Data. He added that the program will elevate the current process for data collection in the Performance Management system that impacts policies and decisions. He also stated that Performance Administrator Janet Woolum will be leading the Performance Management component and Chief Information Officer Diane Gardner will assist with the Open Data component. He also noted that the goal is to link both components together to be able to track and engage the public in the process.

Mr. Curley further remarked that the next phase will be identifying performance metrics from the City's strategic goals, which will be the focus of the project. He added that staff will also engage stakeholders (City Departments, external agencies and organizations) to help identify key performance indicators and initiate the open data portal for the public. He pointed out that the Johns Hopkins Center for Government Excellence will be assisting with the performance management component and the Sunlight Foundation will assist with best practices in developing policies for open data.

Mr. Curley highlighted the three strategic goals of the program, which compliments the Council's strategic initiatives, as follows:

- Prosperity of Mesa Residents
- Reduce Blight in the City
- Increase Vibrancy in Downtown

City Manager Christopher Brady commented that each strategic goal is important to the vibrancy of downtown Mesa. He also stated that Code Compliance will be involved in the process of addressing blight.

Mr. Curley added that Economic Development will also be heavily engaged in coordinating the related efforts of jobs, quality of life, and education.

Mr. Linssen pointed out that one of the great things about the project is the option to start small by targeting a specific area and then expanding to other economic development areas of the City.

Councilmember Luna asked if there is a benchmark related to the strategic goals selected and if they meet the established criteria.

Mr. Curley cited, by way of example, that if the specific measure is jobs, then staff would measure progress by the increase of jobs by 5% over the next 3 years for Mesa.

Mr. Brady addressed the Council and stated that the Bloomberg model works by allowing for information sharing and engaging the community in establishing measurements and benchmarks.

In response to a question from Councilmember Luna, Mr. Linssen commented that surveys are currently under development and will be conducted later in the program.

Mr. Brady provided an example of a similar project, iMesa, that engaged the public by collecting ideas and nominating projects that residents believed would be important to the City's quality of life. He noted, in addition, that the project will allow access to tremendous resources not otherwise available in the budget.

Mayor Giles commented that it's an honor and a privilege to be designated as a What Works Cities and thanked staff for their work. He added that What Works Cities will allow for additional funding and collaborative opportunities as well as expertise from some of the best institutions in the country.

Mayor Giles thanked staff for the presentation.

2-b. Hear a presentation, discuss and provide direction on the proposed Mesa Artspace Project and on a Memorandum of Understanding (MOU) with Artspace Projects, Inc., that extends the existing MOU regarding the property located at 155 South Hibbert.

Deputy City Manager Natalie Lewis introduced Heidi Zimmer, Vice President of Property Development for ArtSpace, who was prepared to assist with the presentation. **(See Attachment 2)**

Ms. Lewis provided an overview of Artspace, a non-profit real estate developer with 30 developments across the country that provide affordable live-work space for artists. She commented that Artspace is different from other development properties due to its permanent connection with each property and ensuring that artists thrive within the community.

Ms. Lewis indicated that Artspace originated from community stakeholder interest. She added that Artspace conducted a feasibility study that resulted in positive community feedback followed by Council's approval of a Memorandum of Understanding (MOU).

Ms. Lewis, in addition, stated that Artspace has been in the pre-development phase and has selected a site located at 155 S. Hibbert. She advised that the project was placed on hold while Artspace continued land negotiations and the application process for low-income housing tax credits. She stated that staff is seeking direction from Council to extend the MOU from 2015 to 2016 to give Artspace the opportunity to continue those discussions.

Ms. Zimmer continued with the presentation and introduced Director of Properties Naomi Chu, Senior Director of National Advancement Team Shannon Joern, local NEDCO team member David Crummey, Architecture Resource team member David McCord and Landscape Architect Chris Winters, who were present in the audience.

Ms. Zimmer continued with the presentation and provided an extensive overview of the community impact, program goals and the Mesa Artspace lofts design plan. She referenced the What Works Program and how it ties into the values and vision of Artspace. She also

highlighted the various community revitalization benefits of Artspace. (See Page 3 of Attachment 2)

Ms. Zimmer briefly highlighted the benefits of the live/work spaces and explained that the design allows for artists to be productive and utilize the space for open community galleries that could enhance collaborative projects and generate additional income. (See Page 4 of Attachment 2)

Ms. Zimmer provided an illustration of transit-oriented development in Seattle, Washington and commented on the importance of joining housing and public transit. She congratulated the City on the grand opening of the new Light Rail stations and added that the public art work within the stations are the best she has seen in the country. She also displayed various transit-oriented developments throughout the country and described the residential demographics of Artspace properties, which has a diverse age range between 18 and 85 years old. (See Pages 6 and 7 of Attachment 2)

Ms. Zimmer, in addition, displayed photos of resident artists hosting various community engagement events that include public galleries and classes. (See Page 8 of Attachment 2)

Ms. Zimmer listed some of the reasons the City of Mesa was selected by Artspace (See Pages 9 through 13 of Attachment 2) as follows:

- Arts and Innovation
- Downtown Density
- Light Rail and Transit-Oriented Developments
- Entertainment and Events

Ms. Zimmer illustrated the Mesa Artspace Lofts design and different site features of the loft space. (See Page 14 through 16 of Attachment 2) She noted that the loft will include open gallery space and open patios for outdoor performance events. She also indicated that the building will include 50 units from studios to three-bedroom units.

Ms. Lewis continued with the presentation and stated that staff was seeking the Council's direction to move forward with the MOU, which will allow for further property negotiations.

Councilmember Kavanaugh complimented the loft design and how it demonstrates the same design pattern of the Mesa Art Center that helps create excitement and mystery throughout the variety of spaces.

Councilmember Glover asked if Artspace would be willing to incorporate a veteran's component into the project.

Ms. Zimmer responded that Artspace associates have extensive experience working with affordable veteran housing projects and welcomes the idea of extending housing to veterans.

In response to a question from Councilmember Luna, Ms. Zimmer responded that there have been discussions related to utilizing part of the non-residential space to incorporate artists-in-residence spaces which are not subject to tax credit regulations and would allow for collaboration with Mesa Public Schools. She stated that there has been ongoing discussions with The Lincoln Center Education Program on the possibility of training residents through their program. She stated that currently there are various afterschool programs at various Artspace locations, but likes the idea of extending those services to the schools.

In response to a question from Councilmember Kavanaugh, Ms. Zimmer responded that student housing and low income housing tax credits have different requirements. She stated that full-time students do not qualify for low income housing tax credits, however, those requirements do not apply to faculty or part-time students.

In response to a question from Councilmember Luna, Ms. Zimmer explained that the screening process for residents is overseen by the Asset Management Team. She stated that all applicants are subject to a background check and an interview process with the Artist Selection Committee, which is composed of Artspace staff and local artists.

Mayor Giles commented that Artspace complements the vision of downtown Mesa and that he is looking forward to the architectural amenities that the residential space will provide to the community. He indicated that the revised stone wall design gives a welcoming look to the building.

In response to a question from Mayor Giles, Ms. Zimmer responded that the first floor will be designed for non-residential space with a combination of community space, gallery space and commercial space.

In response to a question from Mayor Giles, Director of Design Doug McCord, commented that the first floor interior space is being reserved for retail and commercial space. He noted that because the building is facing west, the perforated sunshade screens will provide privacy without blocking the view. He also provided a brief overview of the new features that include outdoor open space, an interior corridor for art galleries and a retail design plan. (See Page 14 of Attachment 2)

(At 8:29 a.m., Mayor Giles excused Councilmember Finter from the remainder of the meeting.)

It was moved by Councilmember Richins, seconded by Councilmember Glover, that the Artspace Memorandum of Understanding (MOU) be extended.

Mayor Giles declared the motion carried unanimously by those present.

Mayor Giles thanked everyone for the presentation.

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

(This item was not discussed by the Council.)

4. Acknowledge receipt of minutes of various boards and committees.

4a. Economic Development Advisory Board meeting held on August 4, 2015.

4b. Economic Development Advisory Board Business Retention and Expansion Subcommittee meeting held on November 10, 2014.

It was moved by Councilmember Luna, seconded by Councilmember Glover, that receipt of the above-listed minutes be acknowledged.

Mayor Giles declared the motion carried unanimously by those present.

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

Councilmember Luna Desert Arroyo Royal Park Grand Opening

6. Scheduling of meetings and general information.

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

Monday, September 14, 2015, 5:15 p.m. – Study Session

Monday, September 14, 2015, 5:45 p.m. – Regular Meeting

7. Adjournment.

Without objection, the Study Session adjourned at 8:31 a.m.

JOHN GILES, MAYOR

ATTEST:

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 10th day of September 2015. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK



abg
(Attachments – 2)

What Works Cities

Bloomberg
Philanthropies



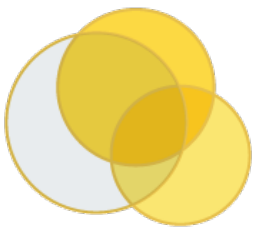
mesa•az

To  and  cities' use of data
and evidence to engage citizens,
make government more effective (**do what works**),
and improve people's lives.

PARTNERS



THE
BEHAVIORAL
INSIGHTS TEAM ♦



SUNLIGHT
FOUNDATION

||| RESULTS

FOR AMERICA

PEER CITIES

Chattanooga, TN
Jackson, MS
Kansas City, MO
Louisville, KY
New Orleans, LA
Seattle, WA
Tulsa, OK



MESA'S FOCUS



Inform city on impact of
policies/strategies on citywide strategic
goals

Use of performance indicators to
measure results

Provide feedback on the progress of
city strategic goals

NEXT STEPS



Identify performance indicators

Stakeholder meetings

Data identification and preparation

Create public portal

What Works Cities

Bloomberg
Philanthropies





Building Better Communities Through the Arts

MESA ARTSPACE LOFTS



WHY ARTSPACE?

HOW ART SPACES BENEFIT COMMUNITIES



- Animating deteriorated historic structures and underutilized properties
- Bringing properties back on the tax rolls
- Boosting area property values
- Fostering safer, more livable neighborhoods without causing gentrification
- Anchoring arts districts and expanding public access to art
- Attracting (and retaining) artists, arts groups, and creative businesses to the area

HOW ART SPACES BENEFIT ARTISTS

- Provide affordable space that meets their residential, family and artistic needs
- Catalyzes an “arts community” to become more than the sum of its parts
- Help artists be more productive
- Enhance the professional reputations of individual artists, and in some cases, increasing income generated through art activity



TRANSIT ORIENTED DEVELOPMENT



Artspace Mt. Baker Lofts // Seattle, WA
(under construction)

DOWNTOWN NEW CONSTRUCTION



City of Minot rejuvenates its downtown by establishing a permanent population of artists.

FAMILY SPACE IN A THRIVING ARTS COMMUNITY



Artspace Jackson Flats
Minneapolis, MN

RESIDENT ARTIST COMMUNITY ENGAGEMENT



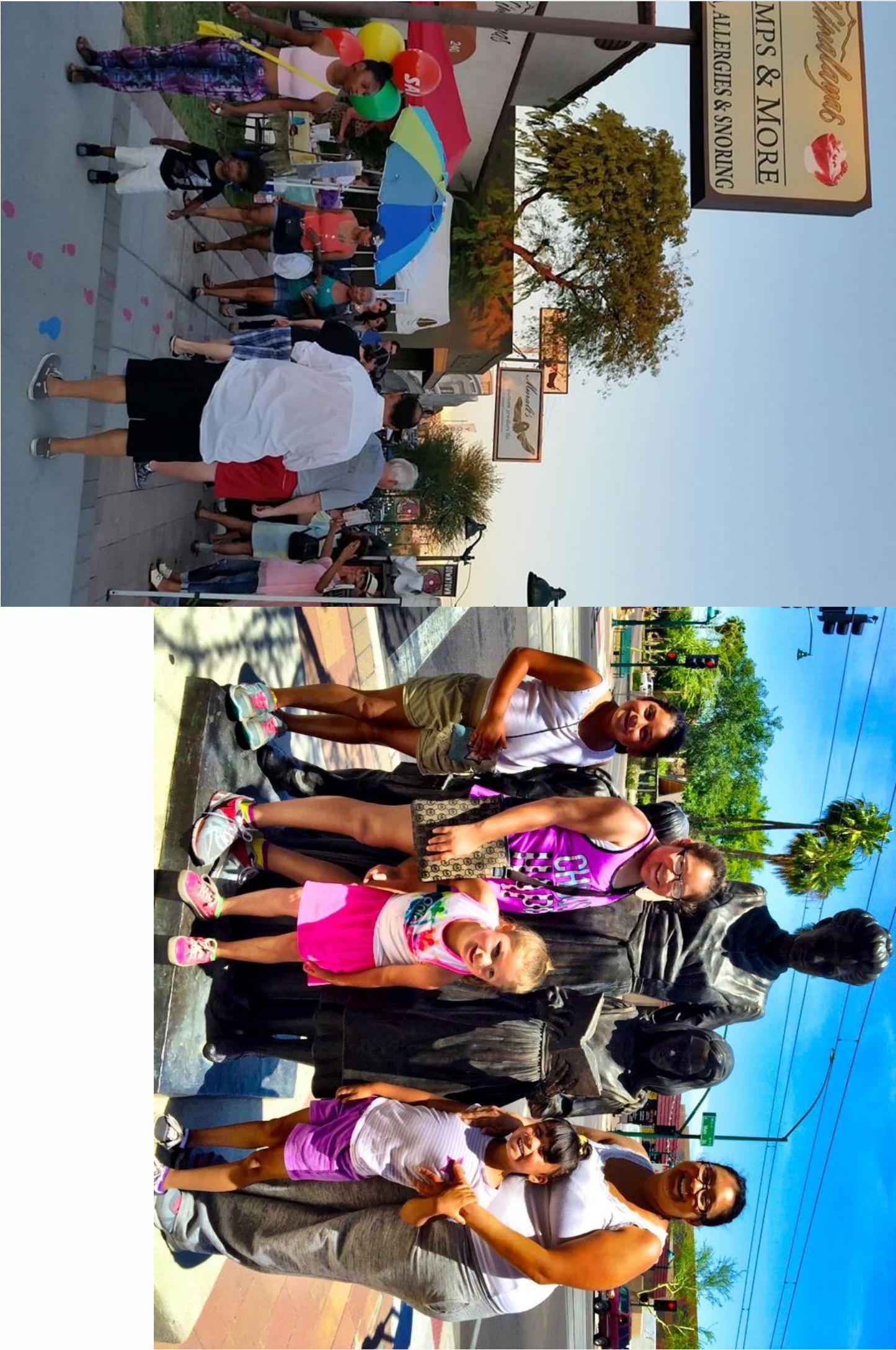
WHY MESA?



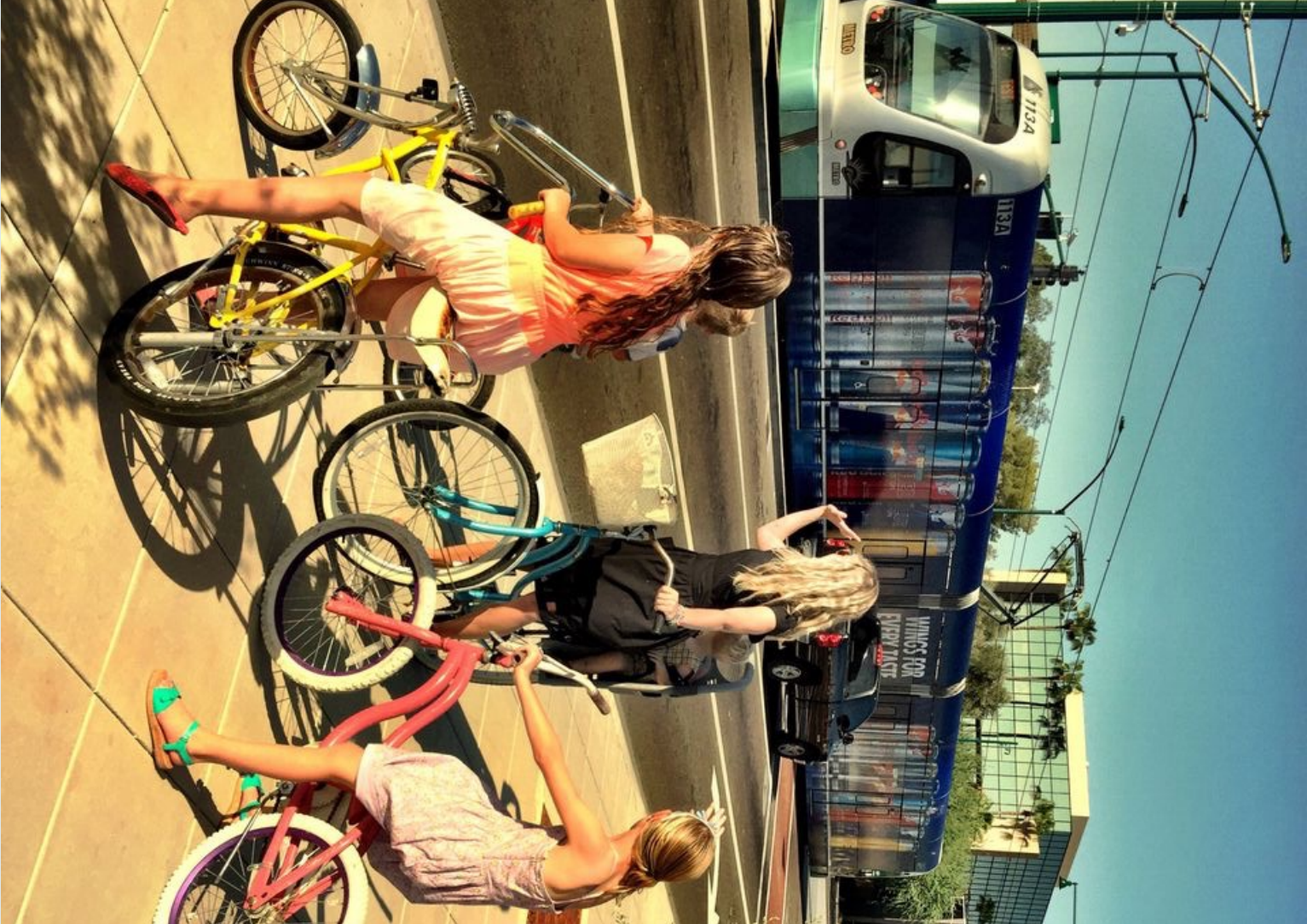
GOAL 1: ARTS AND INNOVATION



GOAL 2: DOWNTOWN DENSITY



GOAL 3: LIGHT RAIL TOD



GOAL 4: ENTERTAINMENT & EVENTS



MESA ARTSPACE LOFTS



MESA ARTSPACE LOFTS



MESA ARTSPACE LOFTS - SITE PLAN



SITE PLAN KEYNOTES

1. The Rambla- reconfigure roadway to place parking in center to separate pedestrians and bicyclists from cars along streetscape and provide dynamic space for street festivals.
2. North bound traffic lane on South Hibbert
3. Tactile paving strip with small scale street trees in Paver Grate system adjacent to bike lane to separate bicyclists from traffic
4. South Hibbert Streetscape- Landscape and street trees between curb and public sidewalk with paved areas for site furnishings and outdoor space along retail at ground floor
5. The Passage- Covered walk / gallery to interior courtyard spaces
6. Hear Ye Hear Ye- Public Welcome entry forecourt in transitional space to interior gardens
7. Gimme Shelter- Semi private, shaded courtyard with an elegant bosque of trees and crushed stone surfacing
8. The Incredible Edible Patio- Container garden patio
9. Meet me in The Square- Community meeting square and gathering place
10. That's a Playground?- site sculpture worthy of play
11. The Yard- Open space for exercise, play and social gathering
12. All the World's a Stage- Covered performance and presentation space / outdoor screen
13. Release the Hounds- Pet run and exercise garden co-habiting with firelane and emergency access
14. Art Maker's Courtyard- Covered space for creating art with a thinking deck above
15. Art Lover's Courtyard- Covered space for Art appreciation below with a party deck above
16. North and South Galleries- exterior art passages
17. Chutes and Ladders
18. Car Courts and Drives- Paved in a manner to create a pedestrian scale, landscaped space that can be closed off and activated during events.
19. Crushed stone parking spaces to encourage infiltration and passive water harvesting
20. The Birds and the Bees- landscape buffer created with a pollinator

Artspace Mesa Lofts

South Hibbert
Mesa, Arizona

Conceptual Landscape Plan

Chris Winters + ARC studios
landscape architecture
820 north 3rd street, suite arizona 85004
tel 602 955 8088 fax 602 253 3806
email cw@cwaedesign.com



Drawn: CW
Checked: CW
Date: 2015-04-16
Revisions:

CITY NUMBERS

MESA ARTSPACE LOFTS: A PARTNERSHIP



artspace

MESA ARTSPACE LOFTS: MEMORANDUM OF UNDERSTANDING

- Provides “Exclusive Negotiation Period.”
- AZ Dept. of Housing Application: March 1, 2016
- Development Agreement and Purchase Agreement:
To City Council Early 2016.

Direction: Approval for staff to extend the timeline for the MOU one year.



Building Better Communities Through the Arts

Questions?