

## COUNCIL MINUTES

September 13, 2018

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 13, 2018 at 7:30 a.m.

### COUNCIL PRESENT

John Giles  
Mark Freeman  
Christopher Glover  
Francisco Heredia  
Jeremy Whittaker

### COUNCIL ABSENT

David Luna  
Kevin Thompson

### OFFICERS PRESENT

Christopher Brady  
Dee Ann Mickelsen  
Jim Smith

Mayor Giles excused Vice Mayor Luna and Councilmember Thompson from the entire meeting.

#### 1. Review items on the agenda for the September 17, 2018 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 removed from the consent agenda: None.

#### 2-a. Hear a presentation and discuss an update on the development of the master planning process of the City-owned property at the southwest corner of Mesa and University Drives.

Downtown Transformation Manager Jeff McVay introduced Neighborhood Outreach Coordinator Lindsey Balinkie who displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. McVay provided background information regarding the project timeline and advised Crandall Arambula has been selected as the urban design consultant. He pointed out Crandall Arambula is a well-respected design firm that worked with the Town of Gilbert in creating the Heritage District. He explained the firm has been directed to provide the City with three different development options that vary in intensity; medium intensity, medium/high intensity, and high intensity. He added there will be an opportunity for the public to provide feedback and offer ideas. He advised the sub-consultant, HR&A, will work with the development community and research future market feasibility for each of the master plans. (See Pages 2 and 3 of Attachment 1)

In response to a question posed by Councilmember Whittaker, Mr. McVay advised the consultants have access to the ideas proposed for the area from the Imagine Mesa campaign, as well as the results of the online surveys and public meetings held in the Summer of 2016. He added the

consultants were made aware of Council's six guiding principles that will be taken into consideration for the development, which included a primarily residential focus and some commercial and retail space that would support the neighborhood. He explained once the market feasibility study is completed the consultants will have a better idea of the appropriate concept that would be successful for the area.

Councilmember Freeman expressed his enthusiasm for the project and encouraged incorporating renewable energy into the development. He suggested building more office space for businesses to open in the area.

Mayor Giles commented that his desire for the area is to be primarily residential but looks forward to the proposals that will be submitted by the design firm.

In response to a question posed by Councilmember Heredia, Mr. McVay explained the different master plan intensity levels the consulting firm will review. He advised a medium intensity development option would include a mixture of detached residential product, along with condominiums and apartments; medium/high would include attached product with multi-story apartments and condominiums; and a high intensity development option would be multi-story with office space.

In response to a question posed by Councilmember Whittaker, Mr. McVay stated Crandall Arambula will work with a sub-consultant to ensure there is proper transportation in place and residents can safely and comfortably get to Main Street from Mesa and University Drives.

Mayor Giles thanked staff for the presentation.

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

Councilmember Freeman: Mesa United Way Luncheon

4. Scheduling of meetings and general information.

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

Friday, September 14, 2018, 6:00 p.m. - Mesa Arts Center Season KickOff

Monday, September 17, 2018, 5:15 p.m. – Study Session

Monday, September 17, 2018, 5:45 p.m. – Regular Council Meeting

5. Adjournment.

Without objection, the Study Session adjourned at 8:00 a.m.

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JOHN GILES, 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 13<sup>th</sup> day of September, 2018. 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

mh  
(Attachments – 1)

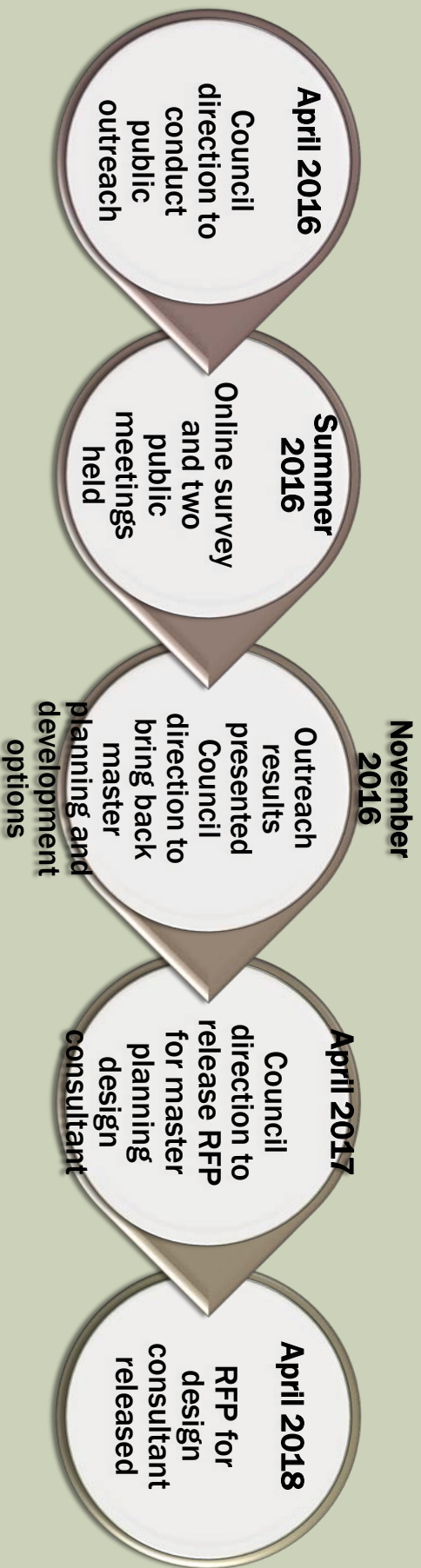
# UNIVERSITY AND MESA DRIVE: CONCEPTUAL MASTER PLANNING UPDATE

City Council Study  
Session – 9/13/2017

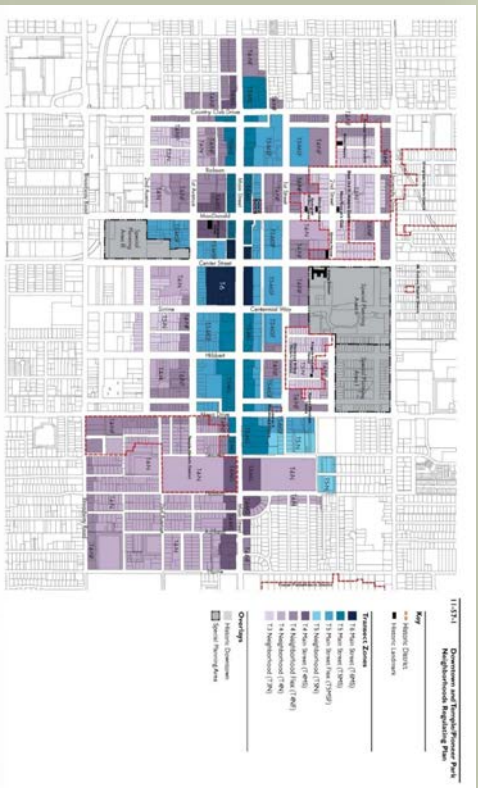
Jeffrey McVay, AICP  
Manager of Downtown  
Transformation

Lindsey Balinke  
Neighborhood Outreach  
Coordinator

# PROJECT TIMELINE

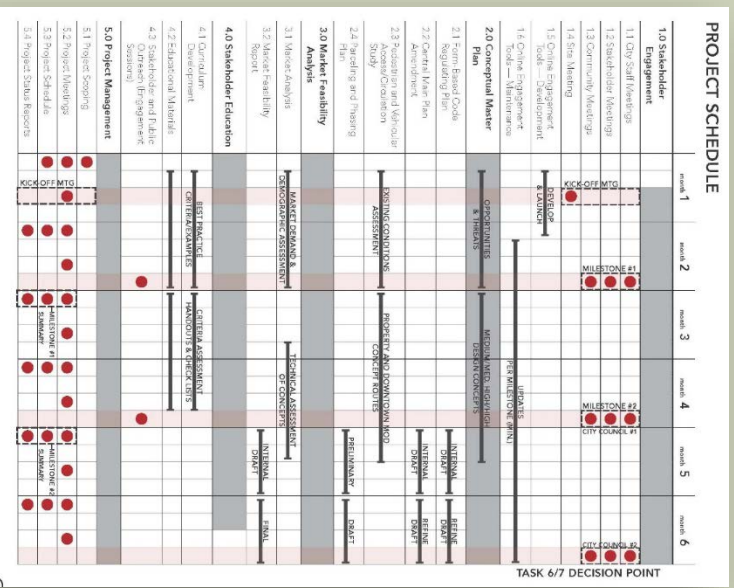


# MASTER PLANNING PROCESS



- **Urban Design Consultant Selection – Crandall Arambula**
  - Contract amount: \$229,048
- **Conceptual Master Plan Development (3)**
  - Public design process/engage development community
  - Conceptual parceling plan that allows phasing
  - Smart Growth Community Plan provisions of Form-Based Code
- **Market Analysis/Feasibility**
  - Engage development community

# MASTER PLANNING PROCESS



## ■ 6 Month Design Timeline

- Month 1: Design kick-off – market analysis
- Month 2: First 2-day public design events – Stakeholder/Council Engagement – market analysis
- Month 3: Concept development
- Month 4: Second 2-day public design event – present concepts to public and Council – market feasibility
- Month 5: Revision of concepts – market feasibility
- Month 6: Final concepts – Presentation to Council

# FOLLOWING MASTER PLAN



- **Preferred Master Plan selection**
  - Preparation of implementation strategy
  - 5-10 year implementation plan
- **Public Solicitation for Development Proposals**
  - Conceptual master plan(s) provide framework for solicitation
  - Solicitation can be released for a single master developer, or for several developers over time.
- **Negotiate Development Agreement(s)**
  - Establish performance measures
  - Quality of development key consideration in negotiation
- **Negotiate Purchase and Sale Agreement(s)**
  - Take down parcels over time
- **Selected Developer(s) Develop Final Plans**



# DISCUSSION