

COUNCIL MINUTES

October 16, 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 October 16, 2014 at 7:30 a.m.

COUNCIL PRESENT

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

COUNCIL ABSENT

John Giles

OFFICERS PRESENT

Christopher Brady
Debbie Spinner

Vice Mayor Glover excused Mayor Giles from the entire meeting.

1. Review items on the agenda for the October 20, 2014 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 Economic Development Deputy Director Jaye O'Donnell displayed a PowerPoint presentation (**See Attachment 1**) and discussed item 6-b (**Z-14-045 (District 6)**) The 8400 block through 10800 block of East Elliot Road (north side). Located between Hawes and Signal Butte Roads on the north side of Elliot Road to the Salt River Project transmission line easement, approximately one-half mile to the north (1.5± square miles). Rezoning to create the Elliot Road Technology Corridor Planned Area Development Overlay. This request will establish a zoning overlay on the site to guide future development of employment uses.) on the Regular Council Meeting agenda.

Zoning/Civil Hearing Administrator Gordon Sheffield displayed a PowerPoint presentation (**See Attachment 2**) and discussed item 6-d (Amending the Mesa Zoning Ordinance; Title 11, Chapter 41, Section 7 of the Sign Ordinance regarding the use of banners when placed in the public right-of-way; attached to public street light poles and other public infrastructure; and conveying messages related to civic and cultural events, activities and programs. (**Citywide**)) on the Regular Council Meeting agenda.

2. Appointments to the Board of Adjustment, Economic Development Advisory Board and Historic Preservation Board.

BOARD OF ADJUSTMENT

Ken Rembold – Term Expires June 30, 2015

ECONOMIC DEVELOPMENT ADVISORY BOARD

Dominic Perry – Term Expires June 30, 2017

HISTORIC PRESERVATION BOARD

Annalisa Alvrus – Term Expires June 30, 2015

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

Vice Mayor Glover declared the motion carried unanimously by those present.

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.

4-a. Economic Development Advisory Board meetings held August 5 and September 2, 2014.

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

Vice Mayor Glover declared the motion carried unanimously by those present.

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

Councilmember Kavanaugh:	Coffee with Councilmember Kavanaugh; American Public Transit Association Annual Conference
Councilmember Somers:	Urban Area Security Initiative Grant Programs meeting in Washington, D.C.
Councilmember Richins:	Leadership Forum
Vice Mayor Glover:	District 4 Building Strong Neighborhoods Kickoff meeting

6. Scheduling of meetings and general information.

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

Thursday, October 16, 2014, 8:00 a.m. – Public Safety Committee

Saturday, October 18, 2014, 8:00 a.m. – Household Hazardous Waste Collection Event, East Mesa Service Center

Saturday, October 18, 2014, 10:00 a.m. – Fire Prevention Month Event, Bashas' parking lot at Baseline and Crismon Roads

Saturday, October 18, 2014, 5:00 p.m. – Celebrate Mesa, Red Mountain Soccer Complex

Monday, October 20, 2014, 10:00 a.m. – Health & Wellness Center Grand Opening, 1121 South Gilbert Road

Monday, October 20, 2014, TBA – Study Session

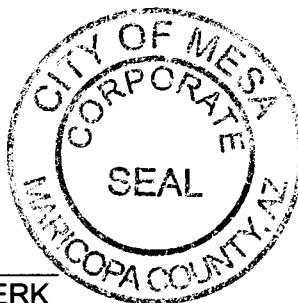
Monday, October 20, 2014, 5:45 p.m. – Regular Council Meeting

7. Adjournment.

Without objection, the Study Session adjourned at 7:59 a.m.

ATTEST:


DEE ANN MICKELSEN, CITY CLERK




CHRISTOPHER GLOVER, VICE MAYOR

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 16th day of October, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

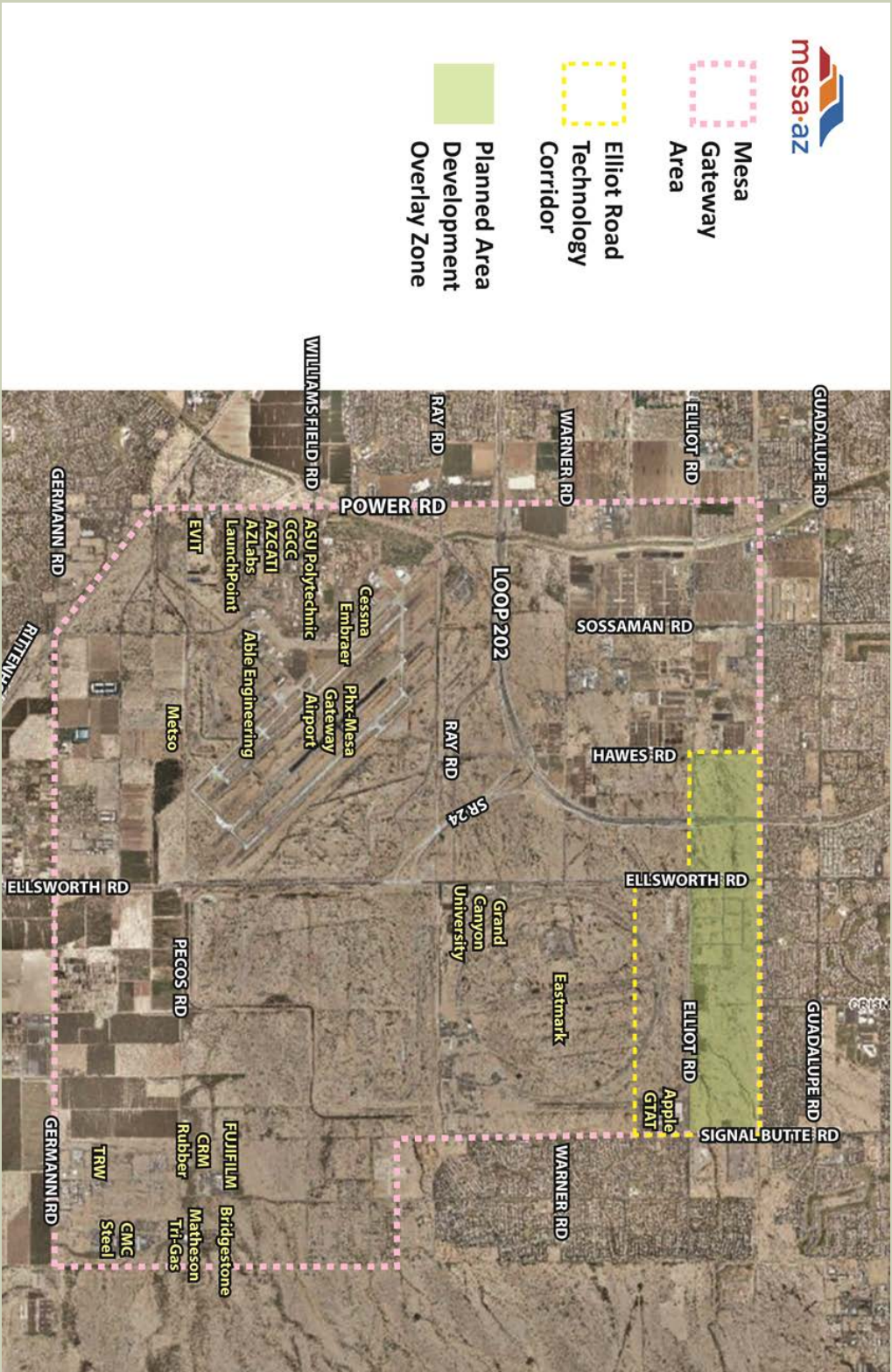

DEE ANN MICKELSEN, CITY CLERK

ELLIOT ROAD TECHNOLOGY CORRIDOR LIGHT INDUSTRIAL PLANNED AREA DEVELOPMENT REZONING

City Council
Study Session

October 16, 2014

ELLIOT ROAD TECHNOLOGY CORRIDOR



SITE SELECTION FACTORS

- Robust Infrastructure
- Shovel Ready Sites
- Reduced Entitlement Risk
- Reduced Time to Market

INFRASTRUCTURE AVAILABLE



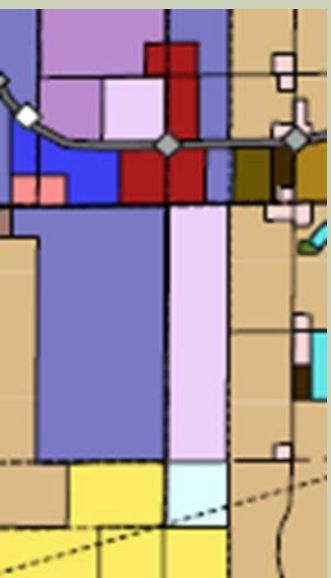
Planned Area Development Overlay Zone

- SRP Fiber Optic Network
- 500 kV Transmission Lines
- 230 kV Transmission Lines
- 69 kV Transmission Lines
- Water Line (30" on Elliot between Signal Butte & Ellsworth)
- 24" Sewer Line



LAND USE PLANS

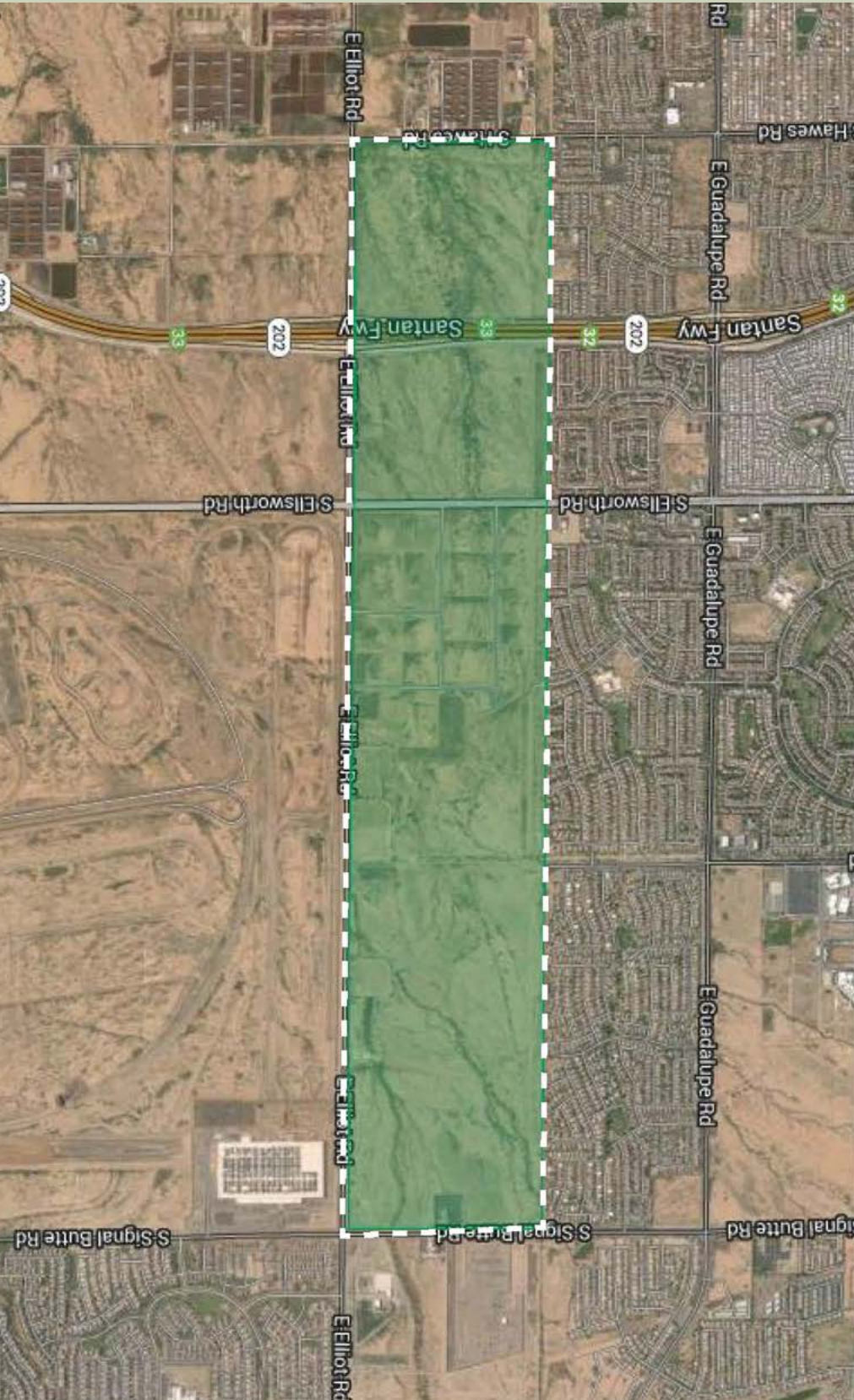
- General Plan – designated for employment



- Gateway Strategic Development Plan – non-residential uses



PROPOSED LI PAD ZONING



PROPOSED ENTITLEMENT

Purposes

- Expedite the entitlement process, cut entitlement risk
- Establish site planning guidelines

ZONING REQUIREMENTS

- Emphasis on tech-related employment uses
- Limited retail uses – compatible/complementary to the Tech-Corridor
- Restriction of certain types of uses
- Architectural design standards
- Landscaping design guidelines
- Transmission lines – 250' buffer
- Increased height



IMPLEMENTATION

- **Property owners opt-in to apply zoning**
- **Sign Development Agreement and 207 waiver**
- **Staff review of site plan**
- **Design review process for meeting guidelines**

Temporary Signs: Street Banners

City Council Study Session

October 16, 2014

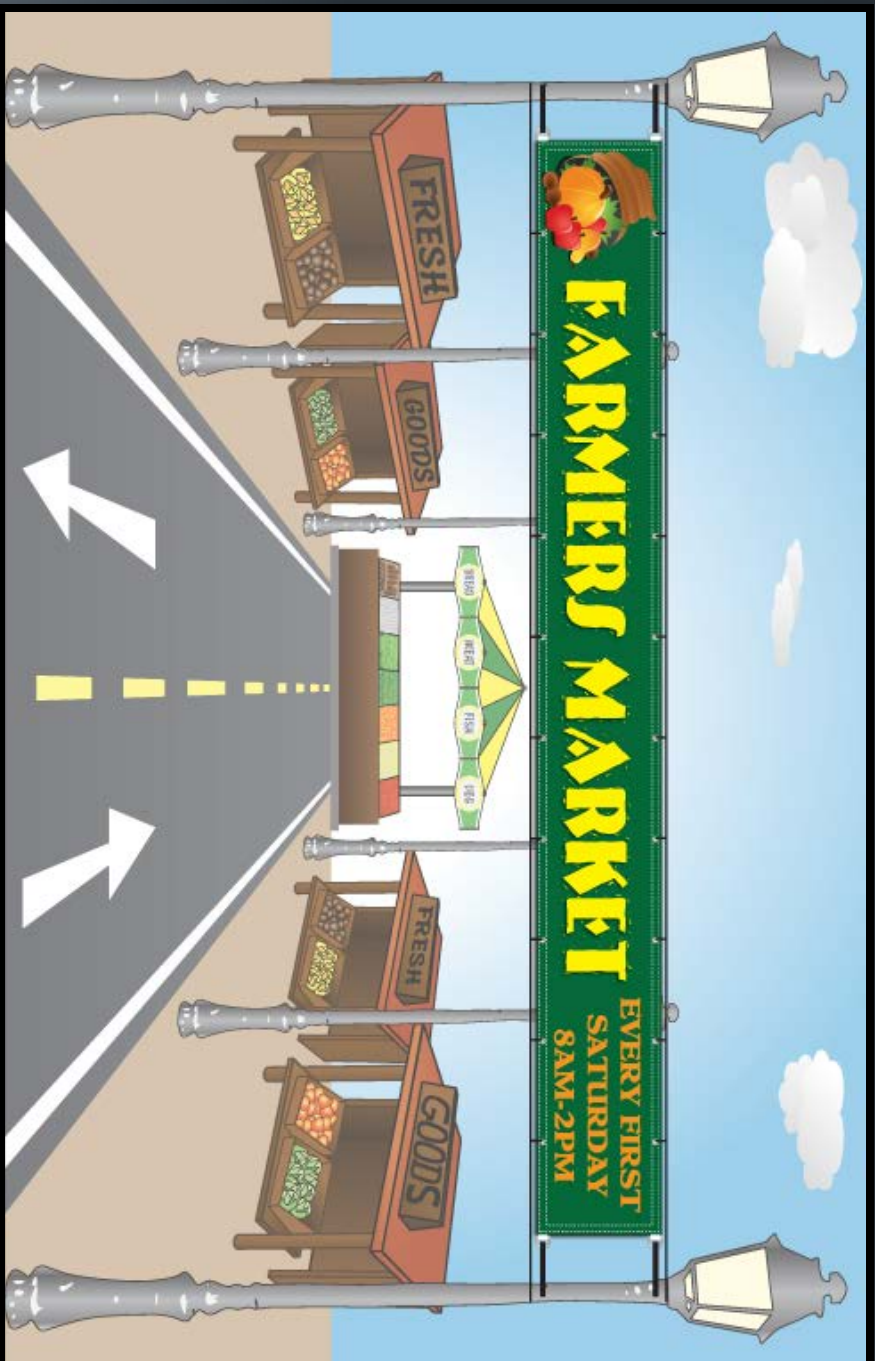


mesa·az

Downtown Mesa - Street Light Poles on Main St & Center



Downtown Mesa - Over-the-Street Banners



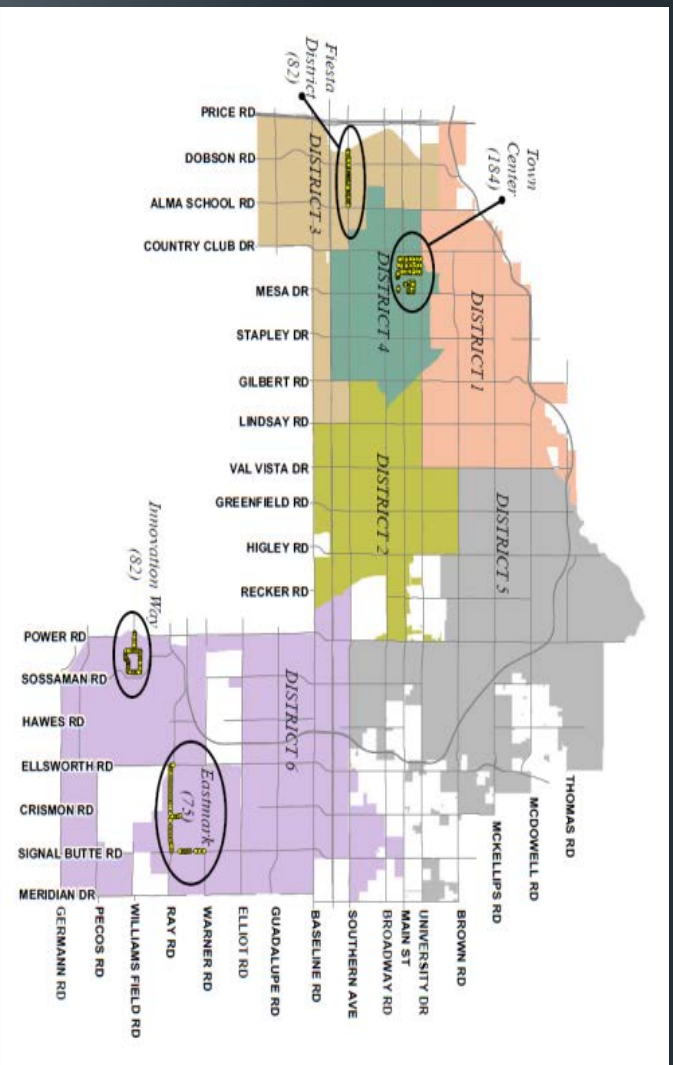
Fiesta District - Southern Avenue Light Poles



Street Banners

Presently Eligible Locations

- Downtown Mesa
- ASU-Poly Campus
- Fiesta District
- Eastmark



Street Light Banners

Installation Standards

- Only Publicly-owned Poles may be used
- Prohibition on use of Electric Utility Poles remains
- Confirm Structural Integrity through City Engineer
- Installation by City Staff or Approved Contractor
- Administered through City Manager or designee
- Placement: 1-foot from edge of street; or
16-feet above street pavement
- Sponsorship sign area capped at:
 - 15% of banner area for 1-pole banners,
 - 30% for over-the-street, 2-pole banners

Street Light Banners

Application Process

- Designee – Public Information & Communications – Banner review team (PI&C Director, Graphic Designer, Eco Dev rep)
- Eligibility – Special events (cultural, sporting, community), Economic Development, branding
- Event information, if applicable
- Design – Sponsor logo no more than 15% of banner area; graphic design compliments area brand
- Banner Fabrication – Minimum 20 oz material, two-sided, bleed resistant, etc.
- Installation/Removal fee – Cost recovery for Transportation Department or approved contractor fee
- Banner Maintenance – Damaged banners to be replaced within 4-6 business days.
- Display timeframe – Minimum 14 days; Maximum 30 days; Longer with approval of City Manager
- Application Fee - \$25.00