

COMMUNITY & CULTURAL DEVELOPMENT COMMITTEE

June 6, 2016

The Community and Cultural Development Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on June 6, 2016 at 3:02 p.m.

COMMITTEE PRESENT

Dave Richins, Chairman
Dennis Kavanaugh
David Luna

COMMITTEE ABSENT

None

STAFF PRESENT

Natalie Lewis
Alfred Smith
Dee Ann Mickelsen

1. Items from citizens present.

There were no items from citizens present.

2-a. Hear a presentation, discuss and provide funding recommendations on a proposed historic sign ordinance.

Planning Director John Wesley introduced Historic Preservation Boardmember (HPB) Greg Marek. He displayed a PowerPoint presentation (**See Attachment 1**) related to the proposed historic landmark sign ordinance, which would be a section within the larger sign code. He explained that staff is currently analyzing the Supreme Court decision as it relates to sign codes in order to finalize the overall update of the Mesa Sign Ordinance.

Mr. Wesley stated that Mesa would like to retain as many historic signs along Main Street as possible and informed the Committee that the HPB is in search of a more comprehensive direct approach for addressing the historical character signs. (See Page 3 of Attachment 1)

Mr. Wesley noted that the City of Tucson created a historic sign ordinance that Mesa's HPB members seek to use as a template. He explained that the primary signs being considered in the ordinance are unique neon signs and said that property owners would need to apply for the designations in order to be exempt from the current sign guidelines. He added that the applications would go through the HPB for recommendation and the Council for final approval. (See Page 4 of Attachment 1)

Mr. Wesley detailed the next steps in drafting the final ordinance. (See page 5 of Attachment 1)

Committeemember Kavanaugh commented that it was appropriate for the Committee to support the historic sign ordinance and added that the sign ordinance needed a revision.

Committeemember Luna stated that he believes the historic sign ordinance is worth pursuing for the preservation of Mesa's history.

Chairman Richins challenged staff to consider the next generation of historic signs when writing the new sign code to allow for art and creativity.

In response to a question from Chairman Richins, Mr. Wesley replied that the HPB anticipates finalizing the ordinance prior to the change in Council (January 2017). He added that although this is staff's goal, there are many legal issues to work through.

Mr. Marek explained that the HPB has drafted an ordinance to present to the HPB this week and plans to bring it before the full Council by the end of the year. He added that the historic sign ordinance is based on the Tucson model, which has been in effect for five years and has hopefully overcome any legal issues.

Chairman Richins said to keep working within our legal frameworks.

2-b. Hear a presentation, discuss and provide recommendations on two items related to downtown shade, heritage preservation and facade improvement proposal:

Items on the agenda were discussed out of order, but for purposes of clarity will remain as listed on the agenda.

1. Proposed Colonnade Removal Policy

Office of Management and Budget Associate Jeff Robbins announced that he has been assisting with the Colonnade Removal Policy and requested direction from the Committee on geographic eligibility (i.e., does it apply to any colonnade in the City or only those with frontage on Main Street). He displayed a PowerPoint presentation and provided a map related to the Façade Improvement Pilot Program and the Colonnade Removal Policy. **(See Attachment 2)**

Chairman Richins voiced the opinion that early development will happen on side streets, rather than Main Street, and stated that anyone with a colonnade should be eligible. He suggested that a best practice may be to remove colonnade sections by type in order to avoid awkward gaps between store fronts. **(See Attachment 3)**

In response to a question from Committeemember Luna, Development and Sustainability Project Manager Jeffrey McVay clarified that the Façade Improvement Program is currently unfunded and the Colonnade Removal Policy was created as an alternative. He expressed the opinion that colonnades should be removed in chunks by type, as shown on the map, rather than individually in order to avoid gaps and architectural issues. (See Attachment 3)

Mr. Robbins stated that the Façade Improvement Program and the Colonnade Removal Policy do work together. He clarified that some owners may desire improvements but lack the resources and added that this program could be a way to incentivize neighbors to work together on improvements.

In response to a question from Committeemember Luna, Mr. McVay responded that three properties in Downtown are great examples of what colonnade removal can do for businesses.

He explained that they are all in line on the north side of Main Street and have removed the colonnades and installed awnings. He noted that the policy assumes that the City would not remove a colonnade unless the owner intends to make improvements to their building, otherwise it could create a worse experience for pedestrians.

Mr. Robbins discussed funding options for the Colonnade Removal Policy. (See Page 9 of Attachment 1) He explained that staff devised three ways of managing the funding as follows:

- Fund all request submissions through other means as they come in, as there is no budget in place.
- Commit a maximum number of removals annually based on estimated costs, which could restrict the amount of people who can participate.
- Have an annual application process, which allows submissions to be added into the annual budget and committed in the next fiscal year.

Mr. McVay explained that the cost of colonnade removals has been estimated per section, as shown on the map (See Attachment 3), and can easily be determined in order to include an amount in the annual budget.

Mr. Robbins pointed out that a potential problem with the annual budget commitments may be that a new property owner who comes in after the budget cycle begins has to wait an entire year to make desired improvements.

In response to a question from Committeemember Luna, Mr. McVay stated that he prefers to have an annual budget based on the estimated cost of removing three to five sections of colonnade per year. He added that staff could create a prioritization list each year to determine which properties will be funded. He explained that ideally the policy and the façade improvement would be tied together so that if a property is approved for a colonnade removal, then it is automatically approved for the façade improvement as well.

Chairman Richins commented that colonnade removal is not a high priority for him and he would rather spend that money on other things if afforded the option.

Mr. McVay indicated that the approval process would include some level of Design Review Board approval and assured the Committee that staff would work on a review process recommendation.

Chairman Richins indicated that a collaborative discussion regarding the review process is necessary, rather than a regulatory discussion, in order to encourage people to participate. He stated that the goal is to create a better street scene and interactive experience for downtown patrons.

Deputy City Manager Natalie Lewis identified the following items that staff was directed to explore:

- Extend the Façade Improvement Target Area to Country Club
- Tie together the Façade Improvement Program and the Colonnade Removal Policy
- Set some criteria for what those façade improvements should look like

- Define the policy and put it in place, while continuing to work on budget considerations
- Consider forming an Ad Hoc Committee for the colonnade removal and façade improvements

Chairman Richins stated that getting the policy right is the top priority, before being concerned with the budget.

2. Proposed Façade Improvement Pilot Program

Mr. McVay described the target area for the Pilot Façade Improvement Program as the frontage areas along Main Street between Robson Road and Center Street. (See Page 2 of Attachment 2)

Mr. McVay gave a brief synopsis of the property eligibility criteria as follows (See Page 3 of Attachment 2):

- Properties must be within the Façade Improvement target area
- Properties must have been constructed prior to 1980
- Properties must have Main Street frontage
- Properties must have existing colonnade
- Properties must be commercial or mixed-use
- The applicant must be the owner of the property, or a tenant with the express written consent of the property owner

Mr. McVay summarized the eligible activities that may include anything that improves the façade and the visual appearance on the street, as well as the experience of pedestrians. (See Page 4 of Attachment 2)

Committeemember Kavanaugh inquired about eligible properties that receive façade improvements and if there were any requirements related to window displays. He mentioned the large painted letters on the glass store front of Milano's Music Store.

Mr. McVay explained that the budget includes two phases, the first being the design phase proposed at a cost of \$5,000 per property. He clarified that all designs, including how the applicant treats the storefront, will need to be approved during the first phase. He added that staff would establish criteria and could impose conditions to achieve the City's overall goals for an active and friendly streetscape.

In response to a question from Committeemember Luna, Mr. McVay explained that after the application is approved and design is complete, Phase Two would include construction approval. He assured the Committee that there would be more than one point of oversight on the City's part.

Mr. McVay indicated that staff proposes a total budget of \$90,000 for façade improvements, which includes \$15,000 for Phase One and \$75,000 for Phase Two. (See Page 5 of Attachment 2) He reported that the Downtown Mesa Association has committed \$50,000 to the project if Mesa moves forward. He added that the unknown amount is the colonnade removal, which staff

roughly estimates at \$175 per linear foot, which could total \$550,000 to remove all the colonnades in Downtown Mesa.

In response to a question from Committeemember Luna related to the selection of construction contractors, Mr. McVay explained that applicants will submit contractor information and staff will ensure that they are in good standing with the City and the State (i.e., no unpaid taxes or outstanding property issues).

Chairman Richins thanked staff for the presentation.

2-c. Hear a presentation, discuss and provide recommendations on an overall update of the Transforming Neighborhoods pilot program, including focus area(s), contractor scope of work and program timelines.

Community Services Director Ruth Giese introduced Neighborhood Outreach Coordinator Lindsey Balinkie, Housing and Revitalization Administrator Ray Thimesch and Volunteer Coordinator Laura Rodriguez. She displayed a PowerPoint presentation related to staff's recommendations for reducing blight and transforming neighborhoods. **(See Attachment 4)**

Ms. Giese announced that the one-year pilot program has been named 'Love Your Neighborhood' and is a collaboration and partnership between Community Services, City Departments, What Works Cities and community partners and volunteers. (See Page 3 of Attachment 4)

Ms. Balinkie gave a brief synopsis of the selection criteria of the targeted area based on available funding. She pointed out that the recommended neighborhood is located between Main Street and Broadway and Extension to Robson, primarily the southwest corner of Country Club and Main Street. She highlighted the following key identifiers of the neighborhood (See Pages 4 through 10 of Attachment 4):

- Includes 283 housing units
- The median household income is \$29,766
- The median home value is \$85,417
- The area includes a good mix of single family, multi-family and businesses
- Close proximity to Downtown and Light Rail
- Has visible signs of blight including graffiti, broken windows, dilapidated homes, etc.
- Includes many vacant lots

Ms. Balinkie explained that if there is extra funding, staff has identified a second neighborhood located between Main Street and University Drive, and Dobson Road to the Tempe Canal. She stated that this neighborhood has many of the same identifying characteristics. (See Pages 11 through 15 of Attachment 4)

Mr. Thimesch announced that staff will issue a Request for Proposals (RFP) in order to partner with an agency that meets the following criteria (See Pages 16 and 17 of Attachment 4):

- Experienced with federal grant programs
- Experienced with rehabilitation of residential housing
- Experienced with conducting educational classes for homeowners

- Has the ability to leverage funds, resources and/or materials
- Collaborates with Mesa agencies

Mr. Thimesch stated that the RFP will be published in July 2016 in order to execute contracts in September 2016. He explained the evaluation process and the scope of work metrics.

Ms. Giese provided the program timelines and announced that the kickoff is planned for September 2016. She added that staff would provide Council with an update of the program in May 2017 and requested Council's agreement with staff's neighborhood selection. (See Pages 18 and 19 of Attachment 4)

Committeemember Kavanaugh supported staff's recommendation and agreed that both areas selected by staff would benefit substantially.

In response to a question from Committeemember Luna, Mr. Thimesch explained that his goal is that agencies will engage the homeowners to accept the improvements being offered, and also provide job opportunities by seeking skilled workers within the neighborhood.

Chairman Richins expressed appreciation to staff for considering that job opportunities be included. He stated that the pilot is for one fiscal year, however, the project would take a decade or more to finish and careful consideration has to be made each year as neighborhoods are added to the program.

Committeemember Kavanaugh reported that the recommended areas have the highest unemployment rates in our community. He announced that a manufacturing company is coming to that area next year that will offer 600 jobs.

Chairman Richins recalled that current Neighborhood Services staff manage six 'Building Strong Neighborhoods' (BSN) initiatives per year and voiced concern with adding this program to their case load. He stated that some BSN's have been postponed and offered to forego one from his district in order for staff to apply their time to the target area in Option One.

Chairman Richins noted that it was the consensus of the Committee that staff proceed with Option One of the Transforming Neighborhoods Pilot Program.

Chairman Richins thanked staff for the presentation.

2-d. Hear a presentation, discuss and provide recommendations about options to appropriate up to \$110,000 of Human Service funds to: 1) displaced families resulting from HUD transitional housing defunding, and/or 2) nonprofit social service agencies that competed in FY 16/17 funding cycle.

It was moved by Committeemember Kavanaugh, seconded by Committeemember Luna, that the Committee support the options recommended by staff to appropriate up to \$110,000 of Human Services funds to 1) displaced families resulting from HUD transitional housing defunding, and/or 2) nonprofit social service agencies that competed in the FY 16/17 funding cycle.

Carried unanimously.

3. Adjournment.

Without objection, the meeting adjourned at 4:16 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Community and Cultural Development Committee meeting of the City of Mesa, Arizona, held on the 6th day of June, 2016. I further certify that the meeting was duly called and held and that a quorum was present.



DEE ANN MICKELSEN, CITY CLERK

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(attachments – 4)

Historic Sign Ordinance

Community and Cultural Development Committee

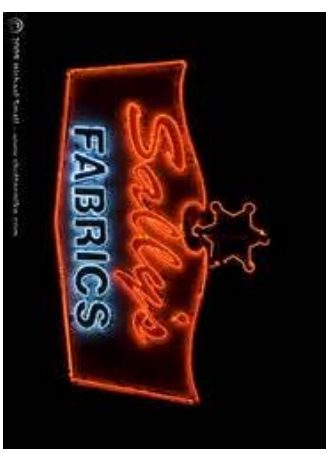
June 6, 2016

Historic Signs - Background

- Purpose of meeting
 - Historic Preservation Board working on a Historic Landmark Sign ordinance
- Relationship to Sign Code Update
 - Currently working on overall update

Historic Signs – The Need

- Main highway characterized by unique neon signage



- Some are still here, some are threatened, others are gone
- Want to provide a means to retain these signs

Historic Signs – Overview of Draft Ordinance

- Tucson has established a historic sign ordinance
 - Using that as a template
- Focused on unique neon signs
- Would allow property owners to apply for historic designation
 - Designation would allow signs to remain regardless of other sign ordinance requirements
- Go through HPB for recommendation, approval by Council

Historic Signs – Next Steps

- Seeking Committee direction
- With CCD agreement, HPB will
 - Prepare draft for review by staff including City Attorney's Office
 - Seek public comment on draft
 - Take final ordinance to the Planning and Zoning Board for recommendation
 - Bring the final ordinance to Council for adoption

DOWNTOWN MESA FAÇADE IMPROVEMENT PILOT PROGRAM

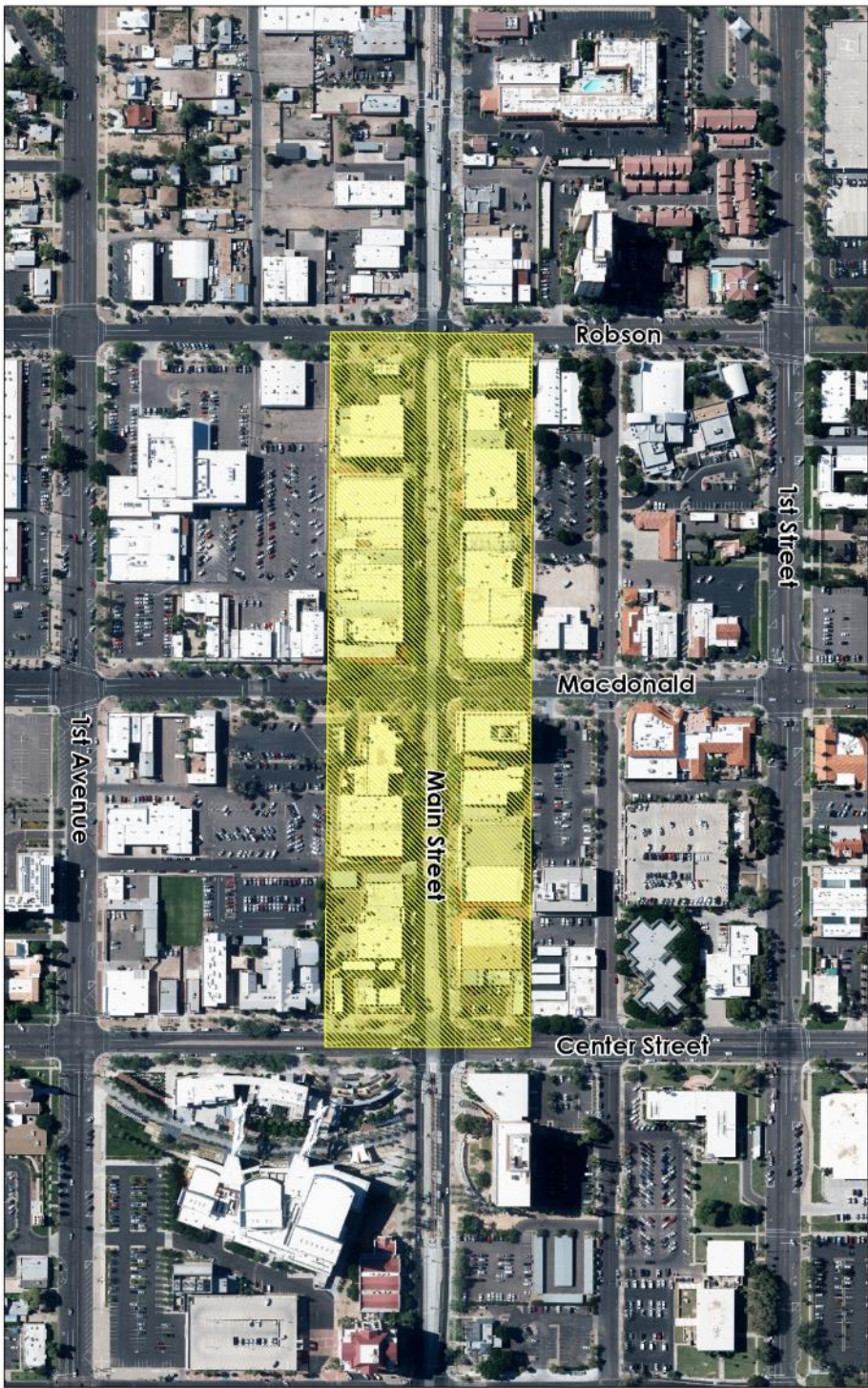
Community and
Cultural Development
- June 6, 2016

Jeffrey McVay AICP
Manager of Downtown
Transformation

FAÇÇADE IMPROVEMENT TARGET AREA (PILOT)

Pilot Program Target Area

- North: Alley
- South: Alley
- West: Robson
- East: Center Street



PROPERTY ELIGIBILITY CRITERIA



- Within Façade Improvement Target Area
- Constructed prior to 1980
- Main Street frontage
- Existing colonnade
- Commercial or mixed-use building
- Property owner or tenant with express written consent of property owner
- No delinquent bills, charges, or taxes due to the City
- Project meets all state and local building codes and zoning requirements

ELIGIBLE ACTIVITIES

(the project must include significant façade improvements that enhance the visual appearance and aesthetic quality of downtown buildings)

- Colonnade replacement with awning, canopy, or other shade solution
- Repair/replace/preserve historically significant architectural details
- Masonry repair and tuckpointing
- Storefront (re)construction
- Exterior painting and stucco
- Permanent exterior lighting
- Permanent exterior signage integrated into the storefront design
- Murals if they are professionally painted, provide an important aesthetic improvement
- In addition to many other activities



BUDGET

Phase I (Design):

- \$15,000
 - General Fund Budget Request to Council
 - 3 Properties @ \$5,000 each

Phase II (Construction):

- \$75,000
 - General Fund Budget Request to Council
 - 3 Properties @ \$25,000 each

Colonnade Removal:

- \$175 Per Linear Foot (Based on estimate provided by Ron Peters, Historic Streetscapes, PLLC)
 - Removal cost would be in addition to Phase II budget



COLONNADÉ REMOVAL POLICY

ELIGIBILITY (GEOGRAPHY)



- Main Street frontages only?
- Any property with colonnade
- Colonnades sections

ELIGIBILITY (PROPERTY INVESTMENT)

- Pedestrian experience
- Shade
- Façade improvements
- Historic character
- City oversight



POTENTIAL COSTS

- **Colonnade Removal:**
- **\$175 Per Linear Foot (Based on estimate provided by Ron Peters, Historic Streetscapes, PLLC)**
- **Prioritization of requests**

Funding Removal Requests:

- **Fund all eligible requests**
- **Budget for maximum number of removals per year**
- **Create application process to allow budgeting based on demand**









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Transforming Neighborhoods *Love Your Neighborhood Program*

Presentation to Community and Cultural Development Committee

June 6, 2016

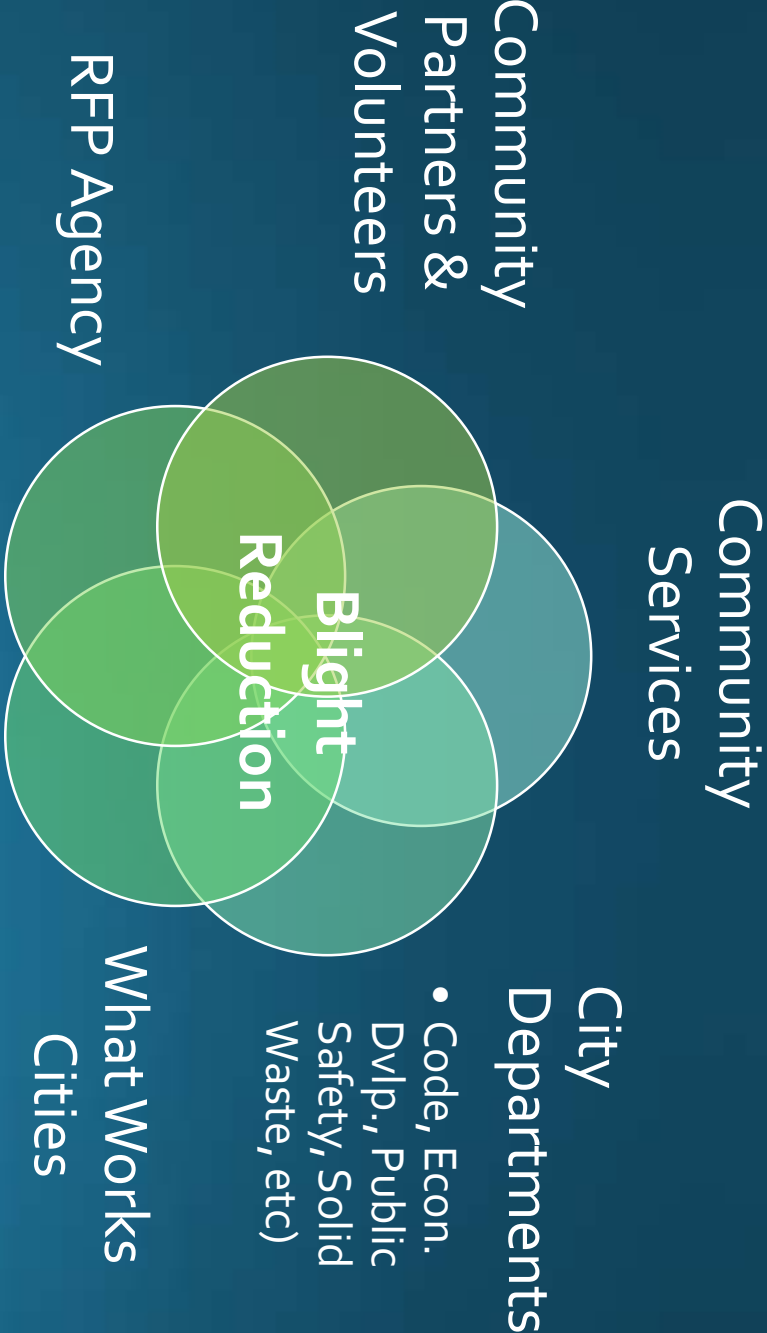
Purpose

- Discuss and confirm recommended target neighborhoods
- Request for proposal components
- Program timelines

Transforming Neighborhoods

Love Your Neighborhood

Collaboration and Partnership

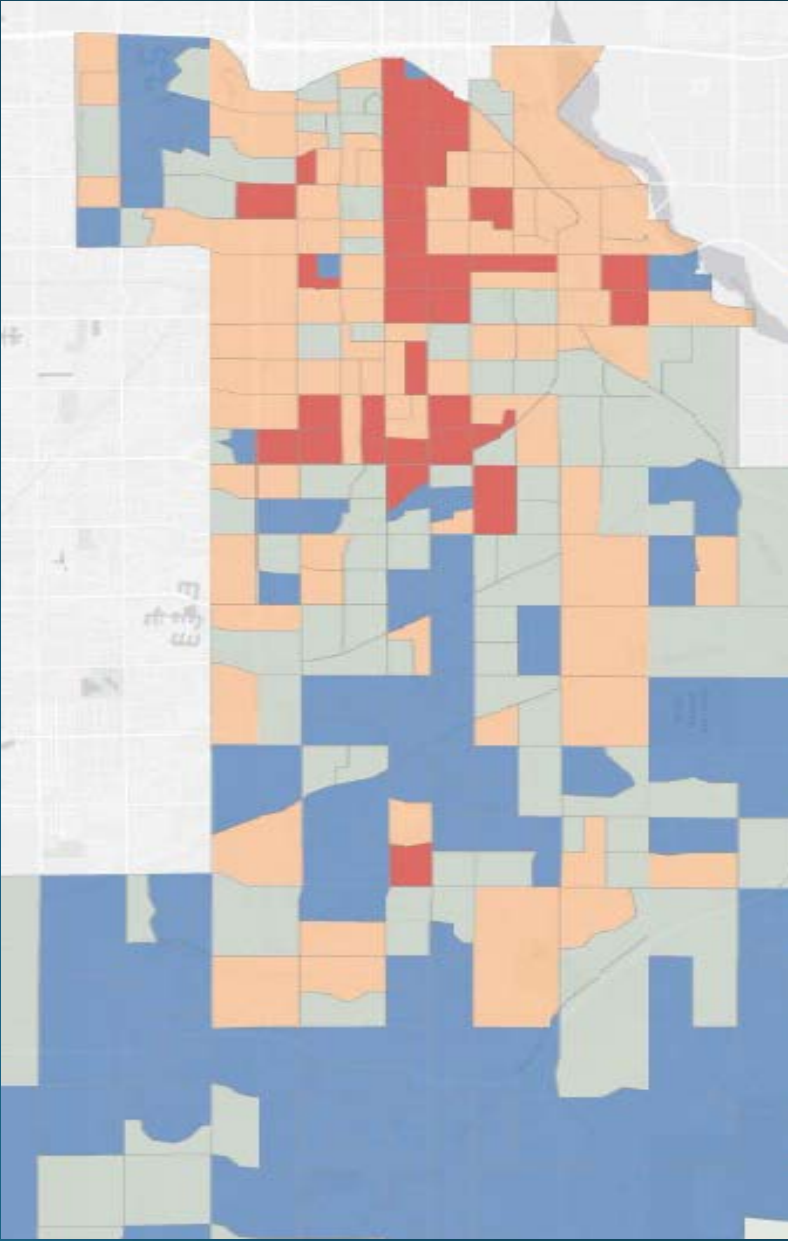


Transforming Neighborhoods *Love Your Neighborhood*

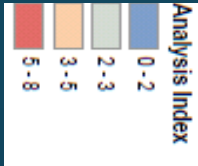
Criteria for selection target areas

- CDBG targeted area
- Aligns with focus area and demographics identified by data and statistics
 - Code Compliance
 - Crime Statistics
 - Vacancy Rates
 - Graffiti Data
- Potential for visible improvement and revitalization

Transforming Neighborhoods *Love Your Neighborhood*



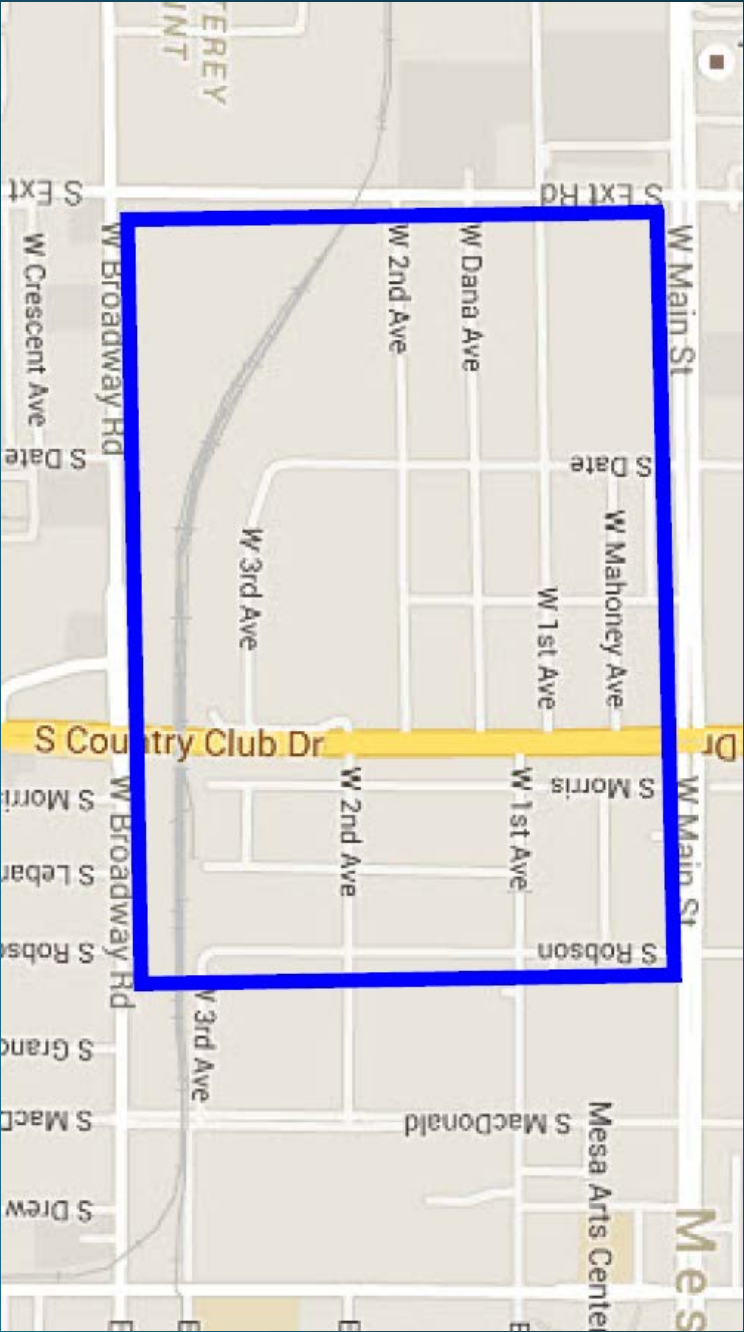
Map by Dee McKenzie,
ITD



Blight Index:
Overlay of
code violations, crime
rates, graffiti,
and vacant properties
(commercial
and residential)

Neighborhoods Identified

Recommended Option #1:
Main Street to Broadway, Extension to Robson



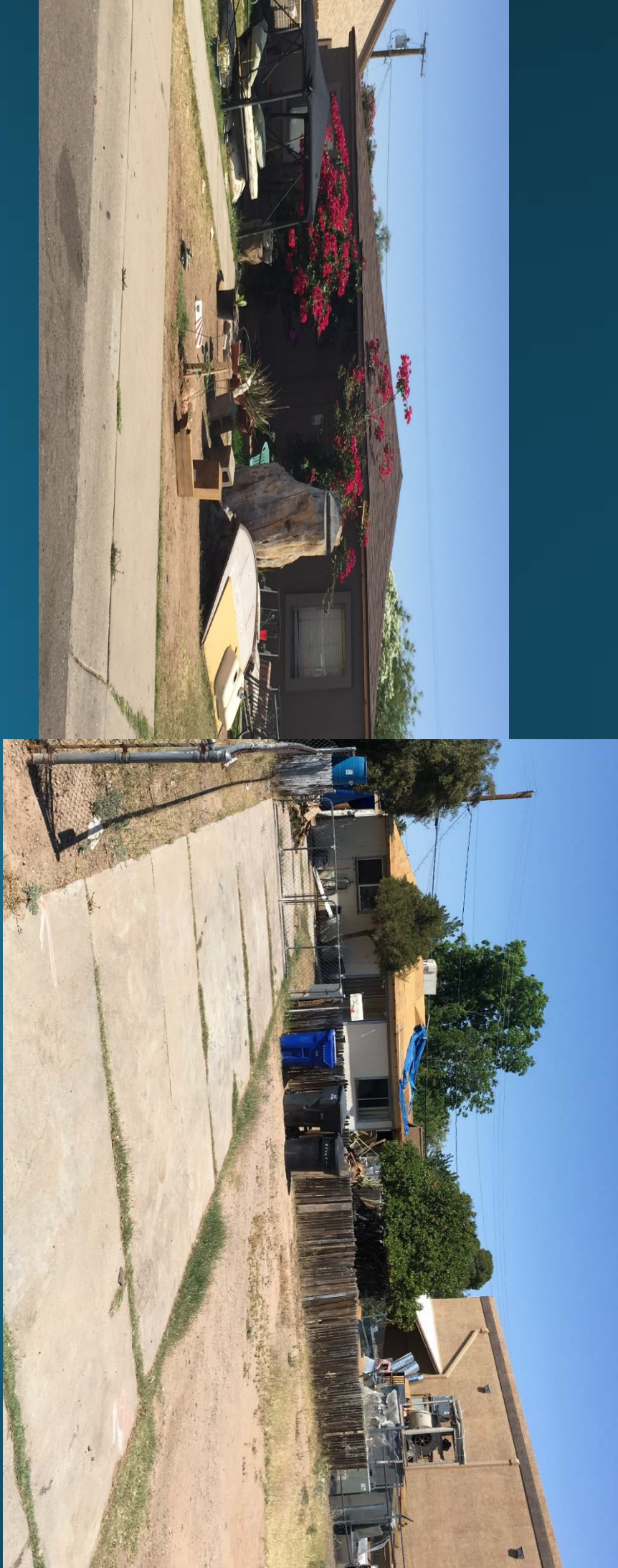
Neighborhoods Identified

Recommended Option #1: Main Street to Broadway, Extension to Robson

Key identifiers (demographic information based on 2015 data)

- 283 housing units
- \$29,766 Median Household Income
- \$85,417 Median Home Value
- Good mix of single family, multifamily and businesses in area
- Proximity to downtown and light rail
- Visible signs of blight include: graffiti, broken windows, dilapidated homes, overgrown yards, parking on unimproved surfaces in yards, etc.

Recommended Option #1: Main Street to Broadway, Extension to Robson



Recommended Option #1: Main Street to Broadway, Extension to Robson



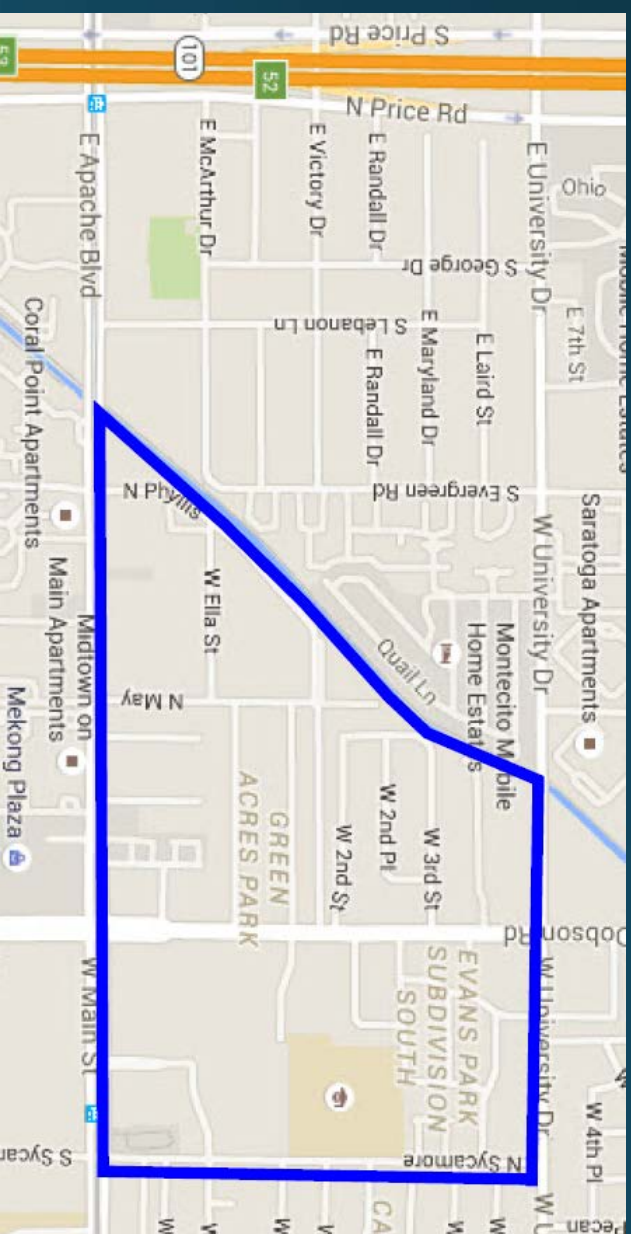
Recommend Option #1: Main Street to Broadway, Extension to Robson



Neighborhoods Identified

Option #2:

Main to University, Dobson to Tempe Canal



Neighborhoods Identified

Option #2: Main to University, Dobson to Tempe Canal

Key identifiers (demographic information based on 2015 data)

- 123 housing units
- \$37,451 Median Household Income
- \$122,917 Median Home Value
- Visible signs of blight include: overgrown yards, faded/peeling/chipping paint, dilapidated multifamily housing, illegal dumping, etc.

Option #2: Main to University, Dobson to Tempe Canal



Option #2: Main to University, Dobson to Tempe Canal



Option #2: Main to University, Dobson to Tempe Canal



Request for Proposal Criteria for Agency Partner/Team

Experienced Agency/Team

- Federal grant programs
- Rehabilitation of residential housing
- Conducting educational classes

Capacity and Ability

- Leverage funds, resources, and/or materials
- Collaboration with Mesa agencies

Request for Proposal Criteria for Agency Partner/ Team (*continued*)

- **Proposed Dates**

- July 2016- Publish RFP
- August 2016- Selection of Proposer
- September 2016- Contract execution & Implementation

- **Evaluation**

- Experience- 40%
- Program Delivery Model- 30%
- Collaboration-20%
- Cost- 10%

Note: Scope of Work will have specific metrics.

Program Timelines

June-August

- Neighborhood Assessment and Surveying
- RFP Release and Selection

September

- Program Kickoff

January

- Mid-point Evaluation and Report to Council

May

- Update on Love Your Neighborhood

Direction Needed Today

1. Confirm target neighborhood.
2. Confirm Request for Proposal criteria, approach.
3. Other questions, discussion, direction by the Committee?



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Transforming Neighborhoods *Love Your Neighborhood Program*

Questions/Discussion