

COUNCIL MINUTES

June 12, 2025

The City Council of the City of Mesa met in the Study Session room at City Hall, 20 East Main Street, on June 12, 2025, at 7:40 a.m.

COUNCIL PRESENT COUNCIL ABSENT OFFICERS PRESENT

Mark Freeman Francisco Heredia Rich Adams Scott Somers Julie Spilsbury Jennifer Duff Alicia Goforth Lisa Anderson Scott Butler Jim Smith

Mayor Freeman conducted a roll call.

Mayor Freeman excused Councilmembers Duff and Goforth from the entire meeting.

1. Review and discuss items on the agenda for the June 16, 2025, 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

In response to a question from Vice Mayor Somers regarding Item 4-a, **(Ray Road Improvements - Ellsworth Road to Hawes Road)**, on the Regular Council meeting agenda, City Engineer Lance Webb explained that the City intends to begin the Ray Road project in mid-August and will take approximately 13 months to complete. He mentioned an additional project on Ellsworth Road will be presented to Council on July 8, 2025.

Responding to a question from Councilmember Heredia regarding Item 4-I, (Three-Year Term Contract with Two-Year Renewal Options for Pavement Preservation Services for the Transportation Department (Citywide)) and 4-j, (Three-Year Term Contract with Two-Year Renewal Options for Pavement Preservation Materials for the Transportation Department (Citywide)), on the Regular Council meeting agenda, Deputy Transportation Director Orlando Otero explained that the City maintains a year-long forecast of pavement service improvements, which can be shared for residents to view upcoming projects. He mentioned the work is scheduled in advance, ranging from a few weeks to several months.

In response to a question from Vice Mayor Somers, Mr. Otero reported that the type of road treatment used depends on the materials involved and that it could take one to two years for the treatment to fully blend with the existing street surface.

Responding to a question from Councilmember Spilsbury regarding Item 4-k, (Five-Year Term Contract for Office Supplies and Related Products Departments and Strategic Alliance for Volume Expenditures (S.A.V.E.) Cooperative Members (Citywide)), on the Regular Council meeting agenda, Procurement Administrator Kristy Garcia outlined the benefits and purpose of the S.A.V.E. contract.

Vice Mayor Somers acknowledged staff's efforts to reduce costs and highlighted their participation in a reserve auction, resulting in a 51% reduction in the bid and saved the City hundreds of thousands of dollars.

In response to a question from Vice Mayor Somers regarding Items 5-a, (Modifying fees and charges for the Solid Waste and Environmental and Sustainability Departments. (Citywide)); Item 5-b, (Modifying and adding new fees and charges for the Arts and Culture Department. (Citywide)); Item 5-c, (Modifying and adding new fees and charges for the Development Services Department. (Citywide)); Item 5-d, (Modifying and adding new fees and charges for Falcon Field Airport. (Citywide)); Item 5-e, (Adding new fees and charges for the Municipal Court. (Citywide)); Item 5-f, (Modifying fees and charges for the Economic Development Department. (Citywide)), on the Regular Council meeting agenda, Office of Management and Budget Assistant Director Samuel Schultz discussed the new fees and charges and stated that the majority of the fees will not affect residents directly.

Responding to a question from Vice Mayor Somers regarding Item 5-g, (Approving and authorizing the City Manager to enter into an Addendum to the Amended and Restated Community Maintenance Agreement between the City of Mesa and the Eastmark Community Alliance, Inc. for Phase 3 and 4 of the Great Park. (District 6)), on the Regular Council meeting agenda, Parks, Recreation, and Community Facilities Director Andrea Moore verified that, in accordance with code, parks are not required to have fences around park parcels, and noted that the wall was constructed nearly concurrently with that phase of the park. She noted that, since the walls are for the residents' homes, the Community Association or individual homeowners are responsible for the wall maintenance throughout Mesa.

In response to a concern from Councilmember Adams regarding Item 5-i, (Approving and authorizing the City Manager to enter into a three-year Agreement with Visit Mesa, Inc., for the distribution of a portion of the City's transient lodging tax proceeds for the promotion of tourism and destination marketing in Mesa, Arizona and in accordance with A.R.S. §9-500.06. (Citywide)), on the Regular Council meeting agenda, City Manager Scott Butler stated that the relationship between the City of Mesa (COM) and Visit Mesa has significantly improved over the past year, with Visit Mesa meeting all City requests and working collaboratively with City staff. He mentioned that the City previously had five-year agreements with Visit Mesa; however, given the recent positive developments in the relationship, transitioning to a three-year agreement was a logical step. He emphasized that the agreement includes an out-clause exists to protect the City should the relationship shift unexpectedly, while also offering Visit Mesa greater predictability and stability going forward.

Vice Mayor Somers expressed his concerns about the three-year agreement with Visit Mesa and indicated a preference for a two-year term. He commented that he would like to further discuss the terms.

Councilmember Spilsbury conveyed her support of the three-year term, noting that Visit Mesa has demonstrated significant good faith efforts.

Dennis Kavanaugh, Visit Mesa chairperson, addressed Council concerns regarding the length of the agreement. He mentioned that all of Visit Mesa's competitors in the Arizona Destination Marketing Organization (DMO) network have five-year agreements, which provide clients with the stability and certainty needed to book events years in advance. He highlighted the extensive work completed over the past year and a half in response to requests from the City, staff, and consultants, resulting in many positive working relationships.

Marc Garcia, President and CEO of Visit Mesa, acknowledged Visit Mesa's award-winning team and programs. He highlighted some of the improvements made and clarified that several policies in question already existed, such as the conflict-of-interest policy, an annual financial audit, and several governance policies. He mentioned his organization continues to sell, market, and tell the great story that the COM has to offer and welcomes guests from all over the world.

Responding to multiple questions from Councilmember Heredia, Mr. Kavanaugh outlined Visit Mesa's strategic plan to promote the COM through social media, encourage residents to utilize local amenities and facilities, and attract events and meetings that generate tourism.

Mr. Garcia added that the goal is to drive incremental tax revenue growth for the City via hotel stays and visitor spending beyond lodging, while maintaining a focus on putting residents first.

Councilmember Adams expressed his support and confidence in Visit Mesa with Mr. Kavanaugh's leadership.

Mayor Freeman remarked that the COM has a strong working relationship with Visit Mesa and, with appropriate guardrails and a solid audit process in place, he believes a three-year agreement is appropriate, with potential to consider a five-year agreement in the future.

In response to a question from Mayor Freeman regarding Item 5-h, (Approving and authorizing the City Manager to enter into an Intergovernmental Agreement (IGA) with the City of Scottsdale to provide mutual back-up ambulance services. This IGA will allow City of Mesa Fire and Medical Department and City of Scottsdale to provide back-up ambulance services for each other across their Certificate of Necessity boundaries upon request, when additional ambulances are needed and resources are available. (Citywide)), on the Regular Council meeting agenda, Fire Chief Mary Cameli provided an overview of the IGA with the City of Scottsdale, a state requirement for cities to assist other municipalities. She mentioned that the COM has several IGAs with neighboring Valley cities and emphasized that having an IGA in place is critical to ensure timely support when assistance is needed.

In response to a concern from Vice Mayor Somers, Chief Cameli replied that the City has a removal policy in place to ensure a balanced distribution of ambulances across Mesa, and she will provide relevant data once it becomes available.

In response to a question from Vice Mayor Somers regarding Item 8-b, (Proposed amendments to Chapter 6 of Title 9 and Chapters 30, 66, and 87 of Title 11 of the Mesa City Code pertaining to Land Divisions. The text amendments include but are not limited to repealing Mesa City Code Title 9, Chapter 6 (Subdivision Regulations) in its entirety and replacing it with a new Mesa City Code Title 9, Chapter 6 titled "Land Division Regulations"; repealing

Mesa City Code Title 11, Zoning Ordinance, Section 11-30-6 (Lots and Subdivisions) in its entirety and replacing it with a new Section 11-30-6 titled "Lots and Land Divisions"; amending Mesa City Code Title 11, Zoning Ordinance, Section 11-66-2(C); and amending Mesa City Code Title 11, Zoning Ordinance, Chapter 87 (Definitions). (Citywide)), on the Regular Council meeting agenda, Development Services Deputy Director Robert Apodaca explained the buy-in agreement and the obligation of the water and sewer lines for parcels. He confirmed that the parcels may be located within either the city or county, and that the City has a defined service delivery area.

City Attorney Jim Smith clarified that the code was modified a year or two ago to increase flexibility and allow more equity in the calculation of the buy-in agreement. He advised that several cities have similar codes.

Responding to a question from Mayor Freeman regarding Item 6-a, (ZON24-01020 "SWC Sossaman and Main" 3.5± acres located at southwest corner of South Sossaman Road and East Main Street. Rezone from Limited Commercial (LC) to Multiple Residence-2 with a Planned Area Development Overlay (RM-2-PAD) and Site Plan Review for a 45-unit multiple residence development. Elliot Barken, owner; Jon Gillespie, Rose Law Group, applicant. Legal Protest - An affirmative vote of three-fourths of the members of City Council is required to adopt this Ordinance, pursuant to A.R.S. §9-462.04(H). (District 2)), on the Regular Council meeting agenda, Mr. Smith explained that since Item 6-a is for introduction only, the three-fourths voting requirements do not apply; however, on July 1, 2025, when presented for adoption, five votes will be required. He shared the legal protest process.

In response to a question from Councilmember Spilsbury, Mr. Smith stated that a legal protest must be filed at least a week prior to adoption.

2-a. Hear a presentation, discuss, and provide direction on the development project known as "Medina Station" generally located at the southeast corner of East Southern Avenue and South Signal Butte Road, including a proposed retail development tax incentive agreement.

Economic Development Director Jaye O'Donnell introduced Deputy City Attorney Kelly Whittemore and displayed a PowerPoint presentation. (See Attachment 1)

Ms. O'Donnell discussed the purpose of the Medina Station project and presented the site location boundaries, size, and property types. (See Pages 2 of and 3 Attachment 1)

Ms. O'Donnell reviewed the development agreement (DA) project area, pointing out that Parcels A and B comprise 40 acres of commercial development and are owned by Target and Simon Commercial Real Estate (CRE). She noted that Parcels C and D are planned for residential use, with a proposed 700 units. She added that the full buildout of commercial area consists of \$117 million in capital investments. She described "restaurant row" to include five commercial pads of restaurants and retailers. (See Pages 4 and 5 of Attachment 1)

Ms. Whittemore highlighted the key points of the DA and explained the infrastructure and the terms for reimbursements. (See Pages 6 and 7 of Attachment 1)

In response to a question from Vice Mayor Somers, Ms. Whittemore commented that there is no reimbursable public infrastructure on the north side of the Medina Station residential property; however, a portion of the Arizona Department of Transportation (ADOT) owned right-of-way (ROW) related to the commercial area is eligible for drainage grading reimbursement. She

expanded by saying that the developer must coordinate directly with ADOT, and ADOT must retain ownership and control of the area to qualify for a public infrastructure reimbursement.

Ms. Whittemore provided an overview of the construction tax reimbursements and the requirements for the Medina Station project. (See Page 8 of Attachment 1)

Ms. O'Donnell defined the industry terms for restaurants, which were provided by the Retail Coach, and the possibility of attracting current Downtown Mesa restaurants who are interested in expanding.

Responding to a question posed by Vice Mayor Somers, Ms. Whittemore clarified that non-dedicated sales tax is deposited into the General Fund (GF) and is not allocated to specific purposes, unlike dedicated sales taxes. She explained that the 0.8% dedicated tax is divided into 0.30% for street maintenance, 0.25% for quality of life, and 0.25% for public safety. She indicated this portion of the tax remains with the City and cannot be reimbursed to a developer. She confirmed that both construction and retail sales tax reimbursements exclude the dedicated portion, which supports public safety, streets, and quality of life.

Ms. Whittemore outlined the retail sales tax reimbursement process and emphasized the statutory requirements associated with the DA. (See Pages 9 and 10 of Attachment 1)

Joshua Simon, Founder and CEO of Simon CRE, discussed the strategies and incentives to attract full-service, sit-down restaurants to East Mesa, which have a different demographic than surrounding cities. He said he appreciates the City's efforts and looks forward to the project opening in July 2026.

Ms. Whittemore reviewed the next steps to ensure the project continues to move forward. She noted that Council will have the opportunity to see the independent third-party review, as well as the DA terms at the July 1, 2025, Council meeting. (See Page 12 of Attachment 1)

In response to a concern posed by Vice Mayor Somers, Ms. Whittemore explained the agreement requires restaurants brought to the property to be located outside a 10-mile radius, with the exception of O.H.S.O. Brewery, which is already located in Mesa Gateway Airport.

Responding to a question from Mayor Freeman, Ms. Whittemore explained that 60% of the ADOT drainage grading costs are eligible for reimbursement due to their connection to commercial development, while the remaining 40% are not, as they may be attributable to the residential portion of the property.

In response to a question from Vice Mayor Somers, Planning Director Mary Kopaskie-Brown explained that a major site plan amendment will be presented to Council regarding the removal of Pad K, which is located in front of the Dick's Sporting Goods and is not designated for restaurant use.

Ms. O'Donnell summarized the third-party economic impact analysis, noting that the projected \$26.9 million in revenue to the City outweighs the \$6.36 million in reimbursements. She emphasized that the project supports Mesa's retail attraction strategy and brings unique amenities and anchor tenants to the area, with the restaurant row concept offering a distinctive draw for both Mesa and the broader region. (See Page 11 of Attachment 1)

Mayor Freeman thanked staff for the presentation.

<u>2-b.</u> Hear a presentation, discuss, and provide direction on the Arizona Museum of Natural History Facility Study.

Arizona Museum of Natural History Administrator Simon Tipene Adlam introduced Spencer Downey, Consultant with Gallagher & Associates (G&A) Strategy & Design, and displayed a PowerPoint presentation. (See Attachment 2)

Mr. Downey provided an overview of G&A, a fully integrated museum planning and design firm, highlighting the firm's accomplishments and diverse portfolio of clients and subject matters. (See Pages 2 through 5 of Attachment 2)

Mr. Downey discussed the findings from last year's report and described the scope of the work involved. He added that the museum's facility limitations are preventing opportunities to reach its maximum impact for residents and tourists. (See Pages 7 and 8 of Attachment 2)

Mr. Downey reviewed the market analysis for audience types and compared the local market capture rate. He mentioned that Mesa offers many opportunities for tourists seeking a variety of activities, entertainment, and recreation; however, there is a need to improve efforts to attract visitors to the Arizona Museum of Natural History (AZMNH). He reported on the market outlook and shared the strategies for growth opportunities. (See Pages 9 through 14 of Attachment 2)

Mr. Downey provided an overview of the benchmarking analysis, which included 32 museums nationwide focused on natural history, science and STEM, as well as 12 local museums within a 60-mile radius. He identified the evaluation criteria and key challenges that the AZMNH is facing in growing its primary revenue generating areas. (See Pages 15 through 17 of Attachment 2)

Responding to a question from Councilmember Spilsbury, Mr. Adlam replied that previously the rooftop area was considered private event space; however, due to a lack of capacity to operate the space efficiently or economically, it is no longer sustainable.

In response to a question from Councilmember Adams, Mr. Downey provided examples of upcharge experiences, which capture approximately 20% to 30% of visitors. He noted that additional examples are provided in the full report.

Mr. Downey explained that the AZMNH has only three earned revenue business lines, which rank well below the average of local and national peers. He added that this limited structure restricts the ability to diversify revenue streams and impacts the museum's ability to operate sustainably and efficiently. He pointed out challenges such as the lack of amenities and limited visitor experiences, which hinder public engagement and reduce potential returns on investment. (See Pages 19 and 20 of Attachment 2)

Mr. Downey reviewed how museums typically balance space allocation and noted that AZMNH devotes 60% of its footprint to exhibits, significantly higher than the national average of 37%. He mentioned that overallocation limits opportunities for public-facing amenities, private event space, and integrated research and collection space. He cited national projects examples where smaller exhibit spaces still offer rich visitor experiences through immersive digital elements, interactive features, and environmental design. (See Pages 22 through 29 of Attachment 2)

Mr. Downey presented options for enhancing the AZMNH through a more efficient building design, additional event space, improved visitor experiences, and future growth. He compared both options, stating that each offers a viable path forward to improve the museum's current state, and summarized the benefits and limitations. (See Pages 30 through 35 of Attachment 2)

Mr. Adlam advised that he is seeking Council's direction on the AZMNH and explained that the next phase will be concept and program design, as well as a full economic impact report over the next fiscal year. He noted that the cost is approximately \$600,000, of which \$340,000 has been secured through private funding.

In response to multiple questions from Councilmember Spilsbury, Mr. Adlam described the proposed type of improvements and the layout for the building, which would be to build vertically on the existing site. He stressed the importance of investing in cultural assets alongside the City's downtown development from an urban planning standpoint. He mentioned that in regard to the historic nature of the original building, the intention is to preserve the territorial jail in the museum, which was constructed in 1883. He confirmed that no bond funds for the museum were included in the latest bond cycle. He noted that the project is in its third year of a 13-year project and elaborated on the strategies, construction, and design of the next phases.

Responding to a question posed by Councilmember Heredia, Mr. Adlam discussed the various types of funding sources for the project.

In response to a question from Councilmember Heredia, Mr. Downey provided examples of previous projects that G&A upgraded that were funded by bonds, sponsorships, foundations, corporate, and private donors. He mentioned G&A continually explores a wide range of funding sources to support its efforts.

Discussion ensued regarding the next steps, funding sources, the economic impact to Downtown Mesa, and the advantages of partnerships.

Mayor Freeman expressed his support for the AZMNH upgrade project; however, he does not want to create a lot of indebtedness to Mesa's community and believes the Foundation's chair should be responsible to raise the remaining funds.

Mr. Adlam shared the project timeline and next steps. He stated that staff will return to Council next year with additional details on the building and potential financing options.

Mayor Freeman stated that the consensus of the Council is to move forward with the AZMNH project.

Mayor Freeman thanked staff and Mr. Downey for the presentation.

2-c. Hear a presentation, discuss, and provide direction on allowing Park Model Recreational Vehicles and Manufactured Homes as Accessory Dwelling Units (ADUs) in the City of Mesa.

Assistant Planning Director Rachel Phillips introduced Fire Marshal Shawn Alexander, Development Services Deputy Director John Sheffer, and displayed a PowerPoint presentation. (See Attachment 3)

Ms. Phillips provided background on Accessory Dwelling Units (ADUs), which have been permitted in Mesa since 1939. She mentioned recent text amendments were made to encourage their use as a tool for affordable housing and in response to newly passed state legislation. (See Page 2 of Attachment 3)

Ms. Phillips reviewed the types of structures currently permitted as ADUs and discussed the potential for allowing additional housing types in the future. (See Pages 3 and 4 of Attachment 3)

Fire Marshal Alexander outlined the design and safety standards for park model recreational vehicles (RVs) and manufactured homes, noting that park model RVs have different requirements than single-family homes. He emphasized that RVs are exempt from Department of Housing and Urban Development (HUD) regulations, which apply to manufactured homes, and must comply with standards set by the American National Standard Institute (ANSI) or the National Fire Protection Association (NFPA), the latter applying more to self-propelled RVs. (See Pages 5 and 6 of Attachment 3)

Discussion ensued regarding the safety of using RVs as permanent residences, along with clarification of the terms and definitions associated with various housing types.

Responding to a concern from Councilmember Spilsbury, Fire Marshal Alexander commented that RVs are not designed to be used as a permanent residence.

Planning Director Mary Kopaskie-Brown presented a summary of the various housing types and the corresponding building codes and standards required for each. She noted that the chart was informed by Fire Marshal Alexander's extensive research. She discussed the three tiers of codes that apply based on the housing type. (see Page 13 of Attachment 3)

Discussion ensued regarding standards for various housing types, including RVs; the importance of proper notification of design standards by manufacturers; the need for clearer distinctions of housing types; and applicable design and safety requirements.

In response to a question from Councilmember Adams, Mr. Smith advised that liability is not a concern, as adopting an ordinance allowing park model RVs and manufactured homes as ADUs is a legislative act, and the City has a strong legal defense against any potential liability.

Ms. Kopaskie-Brown requested clarification from Council on the additional work and research needed.

Responding to multiple questions from Councilmember Spilsbury, Ms. Kopaskie-Brown replied that the June 2, 2025, code change pertained to an ordinance affecting RV and manufactured home subdivisions. She clarified that individuals who own their land in a subdivision may construct a conventional home on their land, which is not permitted in RV or mobile home parks. She added that the amendment was necessary to address issues related to subdivision regulations.

In response to a question from Councilmember Spilsbury, Mr. Sheffer clarified that conventional construction follows the same residential code used for all standard homes and is permitted in subdivisions. He stated a conventional home can be built on a cleared lot, and additions may be permitted in certain cases; however, constructing a home on top of a chassis is not permitted.

Mayor Freeman directed staff to research RVs and other housing types based on Council discussion and report back with their findings.

Mayor Freeman thanked staff for the presentation.

2-d. Appointments to various boards and committees.

It was moved by Vice Mayor Somers, second by Councilmember Heredia, that the Council concur with the Mayor's recommendations and the appointments be confirmed. (See Attachment 4)

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Heredia–Spilsbury NAYS – None ABSENT – Duff–Goforth

Mayor Freeman declared the motion passed unanimously by those present.

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

- 3-a. Museum and Cultural Advisory Board meeting held on March 27, 2025.
- 3-b. Planning and Zoning Board Study Session meeting held on May 14, 2025.
- 3-c. Planning and Zoning Board Public Hearing meeting held on May 14, 2025.
- 3-d. Transportation Advisory Board meeting held on February 18, 2025.

It was moved by Councilmember Adams, seconded by Vice Mayor Somers, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Heredia–Spilsbury NAYS – None ABSENT – Duff–Goforth

Mayor Freeman declared the motion passed unanimously by those present.

Current events summary including meetings and conferences attended.

Mayor Freeman and Councilmembers highlighted the events, meetings, and conferences recently attended.

5. Scheduling of meetings.

City Manager Scott Butler stated that the schedule of meetings is as follows:

Monday, June 16, 2025, 5:15 p.m. – Study Session

Monday, June 16, 2025, 5:45 p.m. - Regular meeting

Convene an Executive Session.

It was moved by Vice Mayor Somers, seconded by Councilmember Heredia, that the Council adjourn the Study Session at 10:33 a.m. and enter into an Executive Session.

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Heredia–Spilsbury NAYS – None ABSENT – Duff–Goforth

Mayor Freeman declared the motion passed unanimously by those present.

- 6-a. Discussion or consideration of employment, assignment, appointment, promotion, or salaries of a public officer, appointee, or employee of the City Council [A.R.S. §38-431.03(A)(1)]; and discussion or consultation for legal advice with the attorney(s) of the City Council [A.R.S. §38-431.03(A)(3).
 - 1. Reappointment of City Magistrate Umayok Novell.
- 7. Reconvene the public meeting and provide direction on the reappointment for the position of City Magistrate.

(At 11:08 a.m., the Executive Session adjourned, and the Study Session reconvened.)

It was moved by Councilmember Spilsbury, seconded by Councilmember Heredia, that the Council approve the reappointment of Magistrate Novell to her second two-year term.

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Heredia–Spilsbury NAYS – None ABSENT – Duff–Goforth

Mayor Freeman declared the motion passed unanimously by those present.

8. Adjournment.

Without objection, the Study Session adjourned at 11:09 a.m.

MARK FREEMAN, MAYOR	_
	MARK FREEMAN, MAYOR

Study Session June 12, 2025 Page 11

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 12th day of June 2025. I further certify that the meeting was duly called and held and that a quorum was present.

LISA ANDERSON, DEPUTY CITY CLERK

r (Attachments – 4)

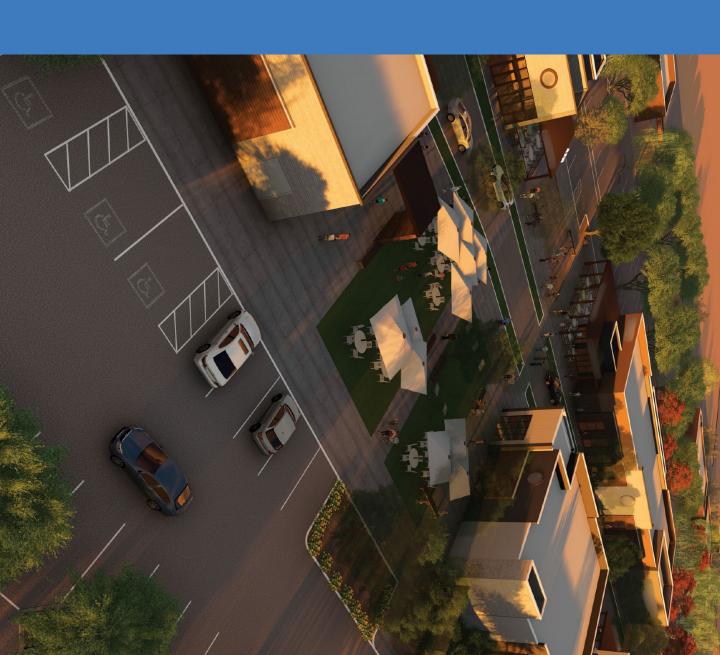


STATION

June 12, 2025

Jaye O'Donnell - Economic Development Director

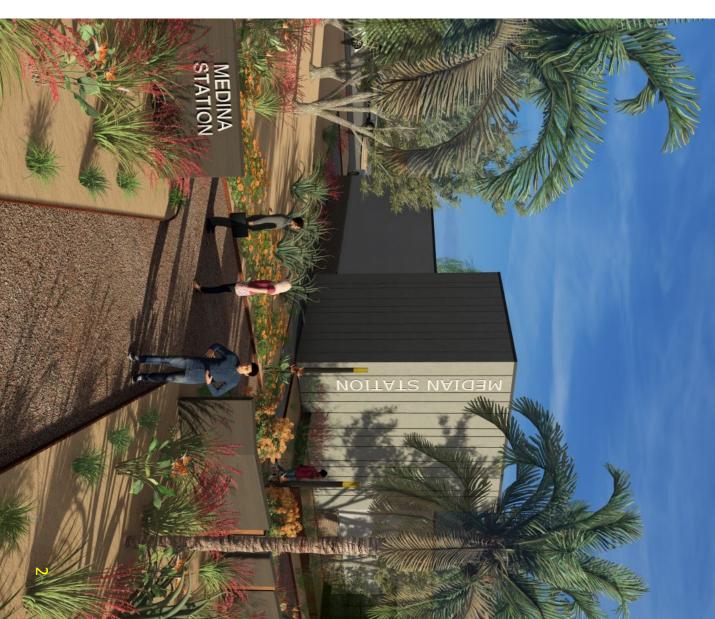
Kelly Whittemore - Deputy City Attorney



Purpose

Discuss background of the Medina Station project and the major terms and conditions for a proposed development agreement to provide developer with a retail sales tax incentive for the reimbursement of public infrastructure.





Location

North of US 60 and south of E. Southern Ave on the east side of Signal Butte Road

Total site is approximately 64 acres

- Residential (24 +/- acres)
- Commercial (40 +/- acres)





Destination at Gateway

PREVIOUSLY APPROVED DA AND PROPOSED DA

ZONING & CURRENT DA

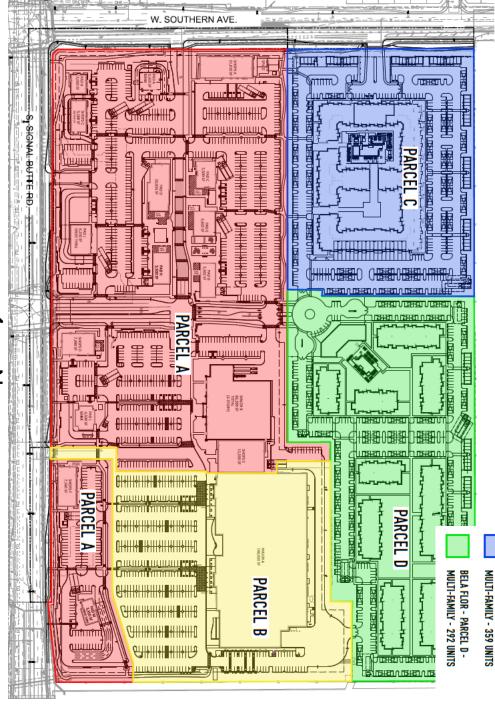
- 0 2025 Annexation (ANX23-00690) and Development Agreement (DA24-00032) limiting land uses of all 64 +/- acres
- 0 Limited Commercial PAD (LC-PAD), Council Use Permit
- 0 Use DA includes limitations on drive-thrus, service stations, and auto repair

PROPOSED DA

- 0 DA Project Area = Parcel A + B *Only* (40 +/- acres) for Commercial Development, property owned by Target and SimonCRE
- Infrastructure for Commercial Uses Retail Anchors (including Dick's Sporting Goods and Target) and Restaurant Row Tax Reimbursement for Public

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Page 5 of 12

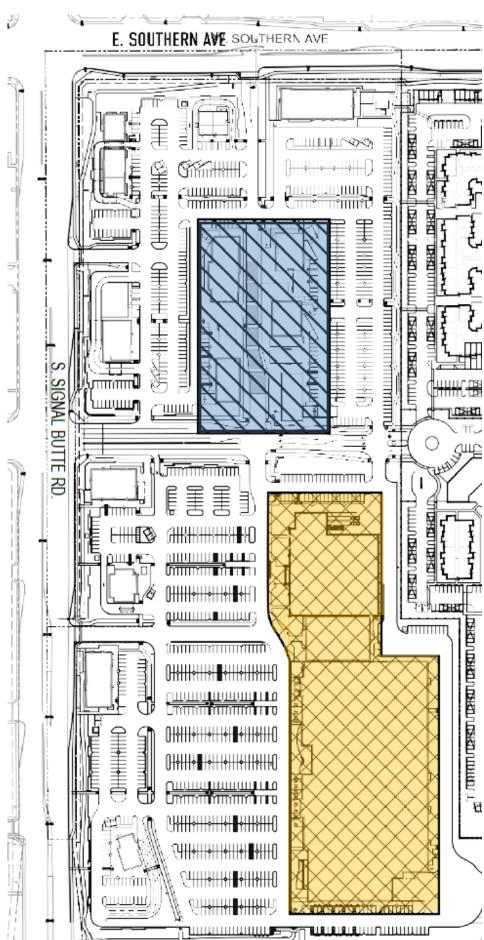
Restaurant Row & Retail Anchors





RETAIL ANCHORS

RESTAURANT ROW





Overview of DA Structure

- Reimbursement of taxes up to \$6,360,696 for dedicated public infrastructure (City and ADOT) if Developer completes all the following minimum requirements:
- Six months from DA effective date to obtain building permits for public infrastructure
- One year to complete public infrastructure which must be designed, bid, and built per applicable law, including A.R.S. Title 34
- Dedication of the public infrastructure (City and ADOT)
- Required dedications of right of way to City prior to dedication of public
- Dick's Sporting Goods must complete construction and be open to the public within 48 months of the effective date of the DA
- Construction Sales Tax and Retail Sales Tax Reimbursement: additional Restaurant Kow Construction Sales Tax available (subject to cap) if open all five restaurants on



igible Infrastructure

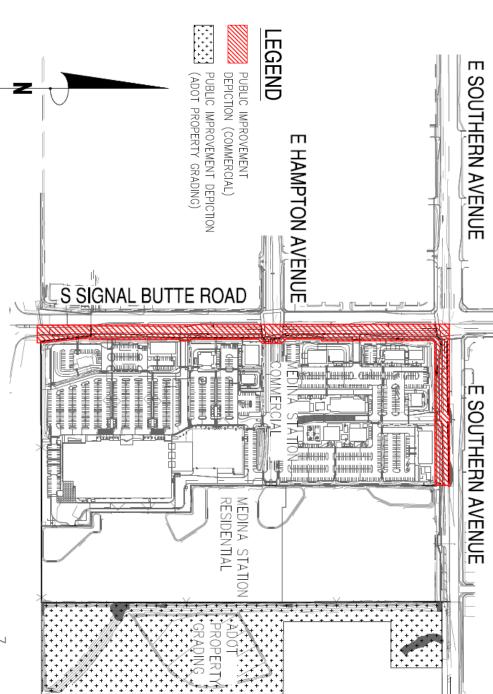
PROPOSED PUBLIC INFRASTRUCTURE

Requires investment in public infrastructure that includes:

- **Pavement**
- Curb, Gutter, Sidewalks and Driveways
- Streetlights
- Traffic Signals
- Water Line*
- Sewer Line*
- Storm Drain*
- Staking & Testing
- ADOT property drainage

*Only on S. Signal Butte Road and not on E. Southern





12, 2025 hment 1 8 of 12 DNStruction Tax Reimbursement

- Eligible Construction Tax: 100% of the 1.2% non-dedicated general fund sales taxes received by City for Construction Contracting for the Project
- **Eligible Reimbursement One: Dick's Sporting Goods**
- Completion of Conditions Precedent
- One-time payment of Eligible Construction Tax collected from the Effective Date of DA through 60 days after Dick's Sporting Goods is open to the public
- Eligible Reimbursement Two: Restaurant Row
- Completion of Conditions Precedent <u>and</u> all five Restaurant Row establishments must complete construction and be open to the public within 48 months of the DA Effective Date
- Restaurant Requirements:
- Mid-class, high-quality, or contemporary casual full-service restaurant
- As of the DA Effective Date: fewer than 100 locations nationally and first of that trade name operating in Mesa within a 10-mile radius of the property, except for Mesa-Gateway Airport
- Total maximum reimbursement period will begin on the Effective Date of DA through twelve months after fifth Restaurant is open to the public (subject to reimbursement cap of \$6,360,696)



etail Sales Tax Reimbursement

- Eligible Sales Tax: 50% of the 1.2% non-dedicated general fund sales taxes and the Retail Anchors received by City for taxable activities for any Restaurants on Restaurant Row
- Requires Completion of the Conditions Precedent
- Economic Incentive Period: Ten-year period beginning from the date Dick's Sporting Goods is open to the public
- Does not require completion of Restaurant Row, but not doing so reduces the amount of taxes collected by the City which reduces amount available for
- Subject to the maximum reimbursement cap of \$6,360,696



Study Session June 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 Tagure 12, 2025 Attachment 1 Page 10 of 12 conomic Impact Analysis

- 0 Per A.R.S. § 9-500.11, Council Must Find:
- The proposed sales tax incentive (project) will raise more revenues than the amount of the incentive (reimbursement) during the term of the agreement; and
- Development would not locate in Mesa in the same time, place or manner in the absence of a
- Statute requires independent third-party review of the Council findings (economic analysis)
- A.R.S. § 42-6010 requires that construction and sales tax incentives offered to retail businesses Two Council Meetings Required controlled upon completion of the project by the City, County, State (ADOT), or a Private Utility be provided only as reimbursement for public infrastructure dedicated to, and accepted and
- Notice of Intent Resolution

0

Resolutions for approval of the Development Agreement and the Council findings (requires a 2/3 vote of the Council)



Analysis Third Party Economic Impact

- Performed by Applied Economics
- 0 Includes economic analysis and impact summary with projected sales tax, City tax revenues, public improvements, total economic impact, job creation, annual labor income, and construction activity
- 0 Revenues to the City: The project would generate a significantly greater amount of sales revenues than the total amount of the rebate tax
- 0 Final analysis report will be provided to City Council in conjunction with the resolution requiring the City Council findings

Revenues to City by 2037 \$5.4M	Reimbursement to Developer by 2027 \$1.7M	Estimated Tax Reimbursement (Minimum Conditions Scenario)		Revenues to City by 2037 \$26.9M	Reimbursement to Developer by 2027 \$6.36M	Estimated Tax Reimbursement (Full Build-Out Scenario)	
---------------------------------	---	---	--	----------------------------------	--	---	--

The minimum conditions scenario is where the developer meets the conditions precedent but there is no development beyond Dick's Sporting Goods, and the 100% completion scenario is where all 328,425 square feet of new retail space is built.



Next Steps

June 16, 2025 City Council Meeting

Notice of Intent Resolution

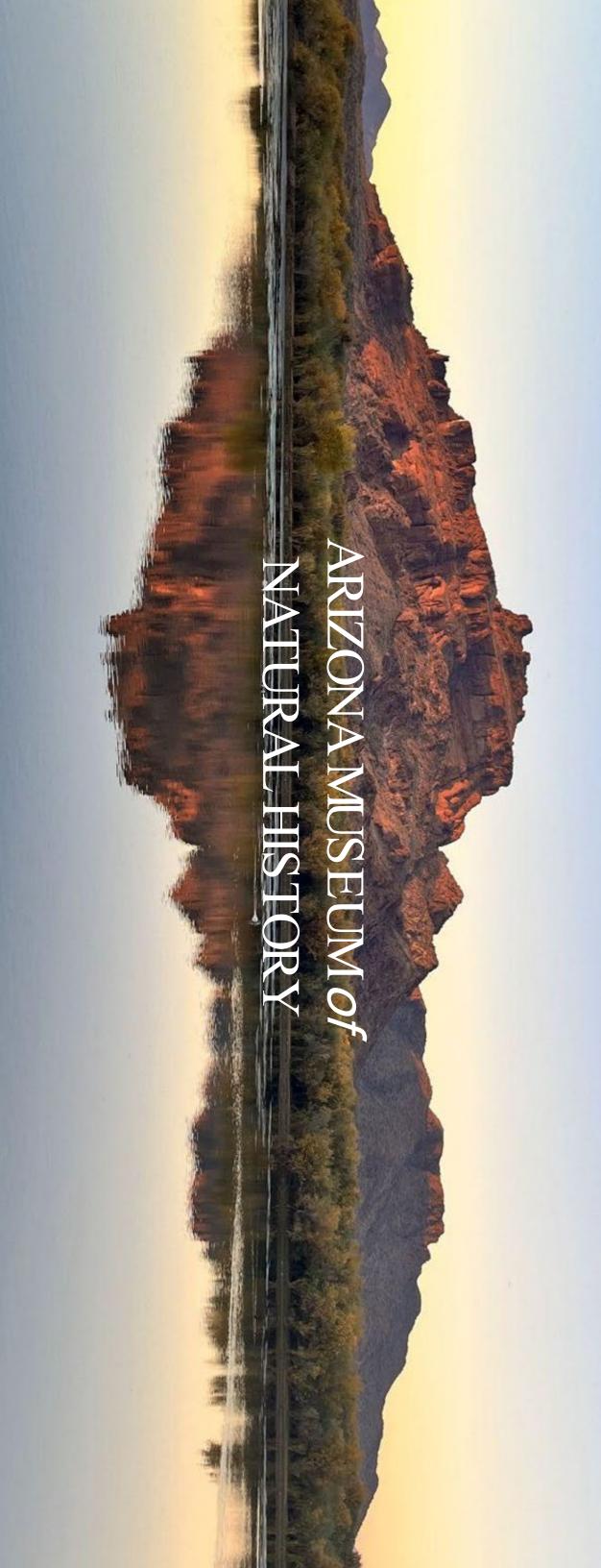
July 1, 2025 City Council Meeting

City Council Findings Resolution

Development Agreement Resolution







Mesa City Council Presentation

June 12, 2025

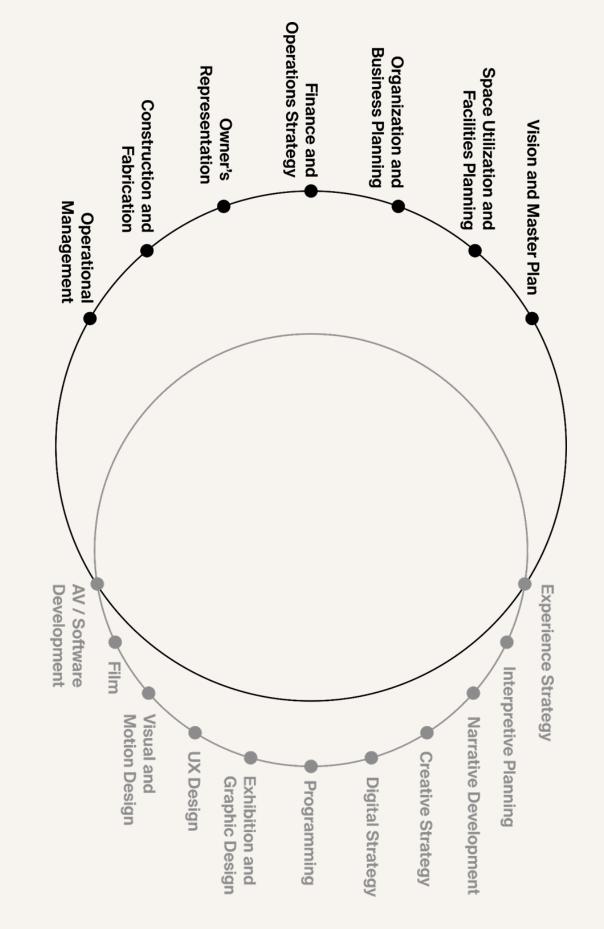
Attachine. Page 2 of 44 A Strategy & Design

G&A synthesizes physical and digital spaces to produce immersive storytelling experiences that engage, entertain, and create measurable impact.

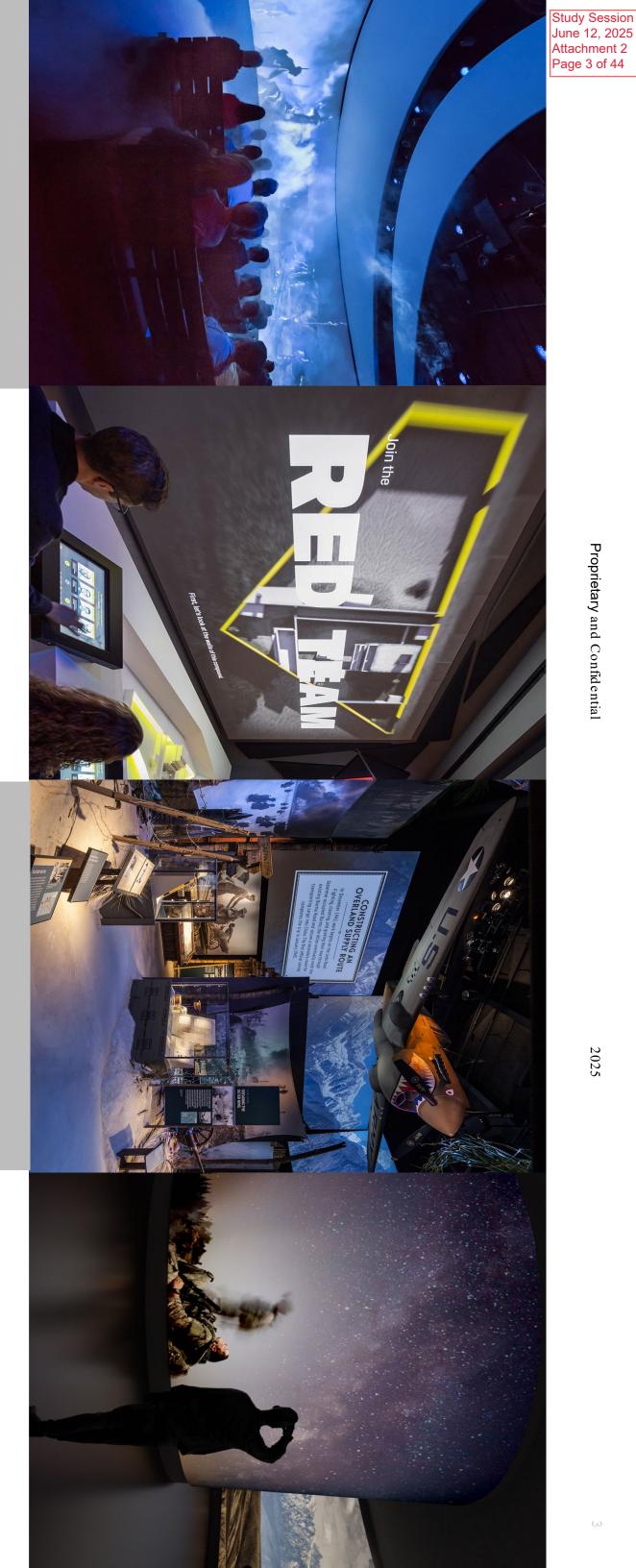
Our services encompass the full scope of a project, including Stakeholder Engagement to help us (and you!) to make the best decisions throughout each of these elements of the work.



Our Services







Reach

We have completed:

Clients

30% of our work comes from repeat clients

30 States + 24 Countries

750 Projects To-Date

Awards

With more than: 250 Awards

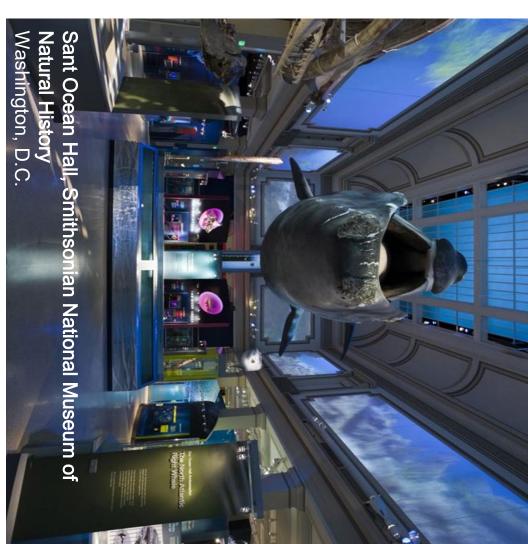
Design Excellence

For more than:

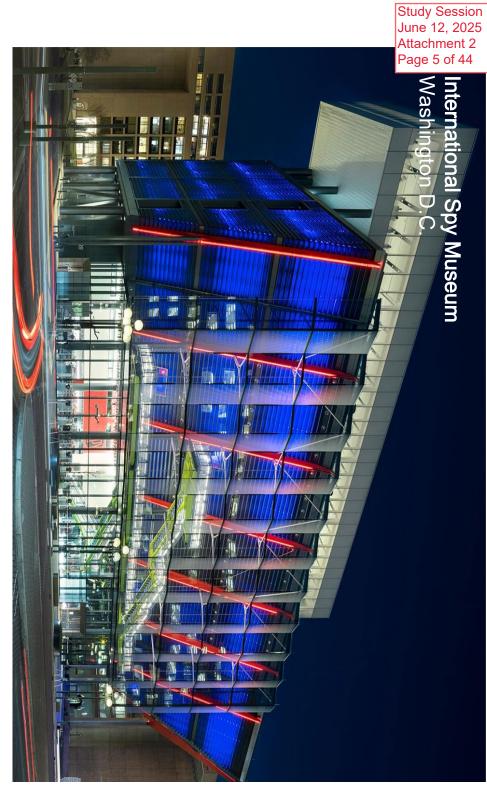
26 Years

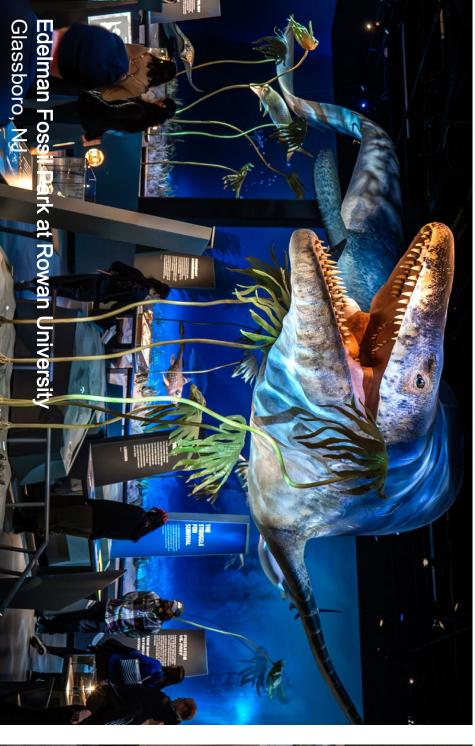
recognized repeatedly for their Our projects have been ingenuity, creativity, and immersive storytelling.















June 12, 2025



AZMNH Master Plan. This Final Report G&A, in partnership with Jones Studio, is pleased to presenthis Final Report of the collaboration with the AZMNH Museur Wise, Mimi Quintanilla, and in close n Team Karen

11) Executive Sunmary of the findings and recommendations from each area of research

- recommendations A detailed report of the the findings and
- from each area of research and planning:
- Business Case & Plan
- Architecture & Facility Feasibility
- Audience & Community Engagement
- Research & Collections
- Interpretive Planning
- **Educational Programming**
- Experience Design





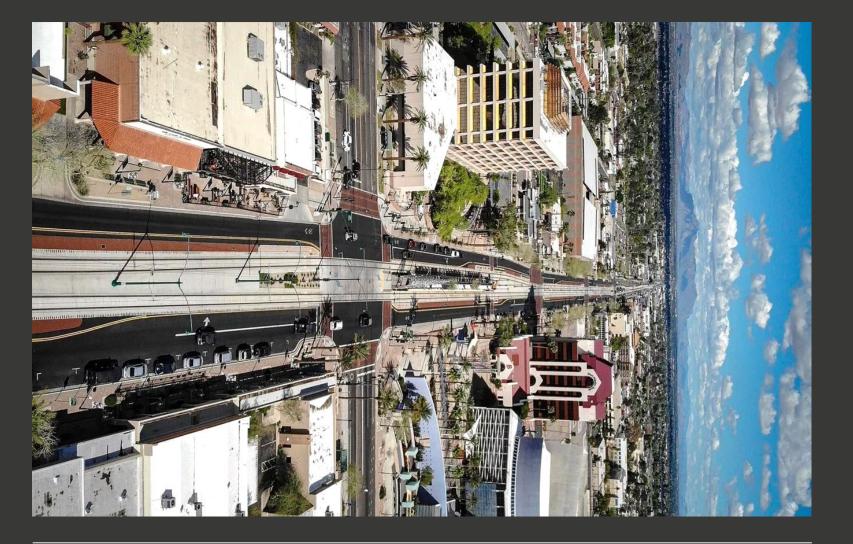
Strengths

Weaknesses

- AZMNH is a museum that operates from the heart, with a bringing a love of science and culture, through the lens of dedicated and passionate staff who are committed to Arizona's history and prehistory, to the families and students
- assets at its disposal AZMNH is a museum with multiple unique and intangible
- Astory unique to Arizona that can't be found or replicated anywhere else on the planet
- Natural History Museum The name recognition and brand power of being Arizona's
- pull from in one of the largest and fastest growing markets in the nation—with more growth to come An extremely strong resident population and tourism base to
- Areputation and institution beloved by its core audience base

- However, the current museum experience and operational strengths and extraordinary location results do not fully reflect or leverage the museum's unique
- AZMNH underperforms in terms of visitation, revenue generation, and experience Valley peers as well as national peers offering relative to its local
- → The current AZMNH facility ability to maximize its Return on Investment and Return on future for the institution—and has undoubtedly impacted its cascade of challenges for a Impact successful and sustainable is not fit for purpose—ereating a





Business Case & Plan

- Market Analysis
- 15 Benchmarking
- Space Program & Capital Cost
- **Development Options**

Market Research for

Audience Types

outcomes, will shape the project's development and influence the Analyzing AZMNH's diverse audience types and their unique preferences Arizona Museum of Natural History's future operating model. for experience, duration of visit, values, objectives, and educational



Local & Regional



Families

Students

Tourists

Regional



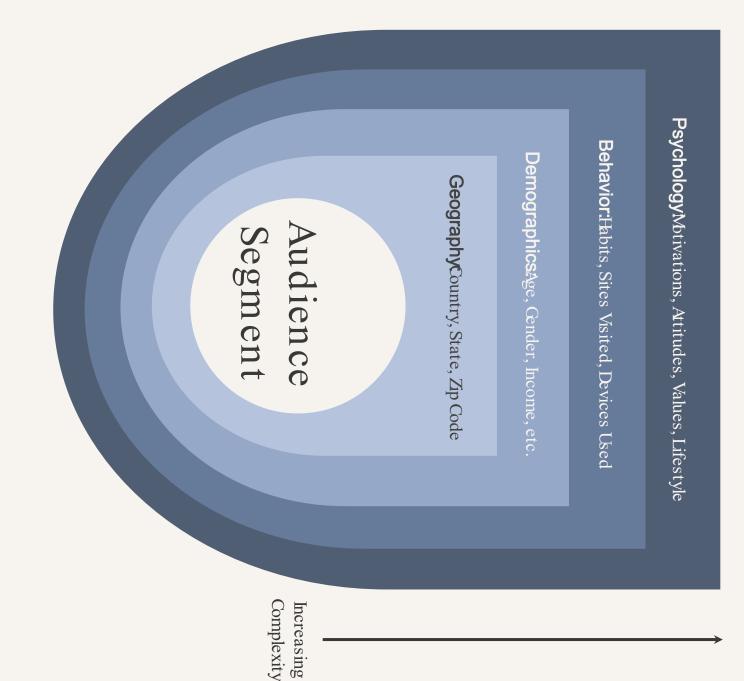
School Groups Regional State &

Scholars

History

Natural

Organizations Local

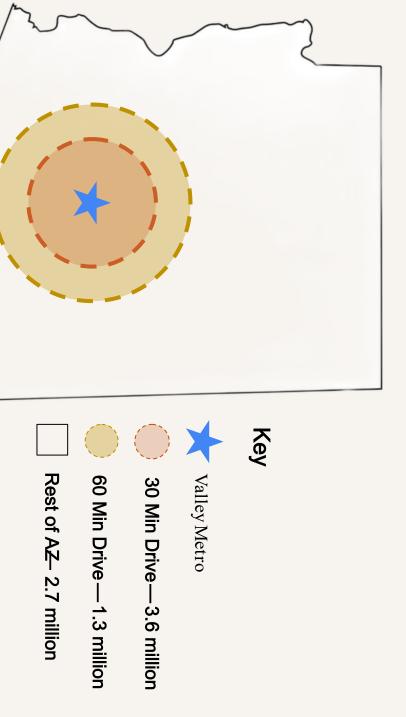




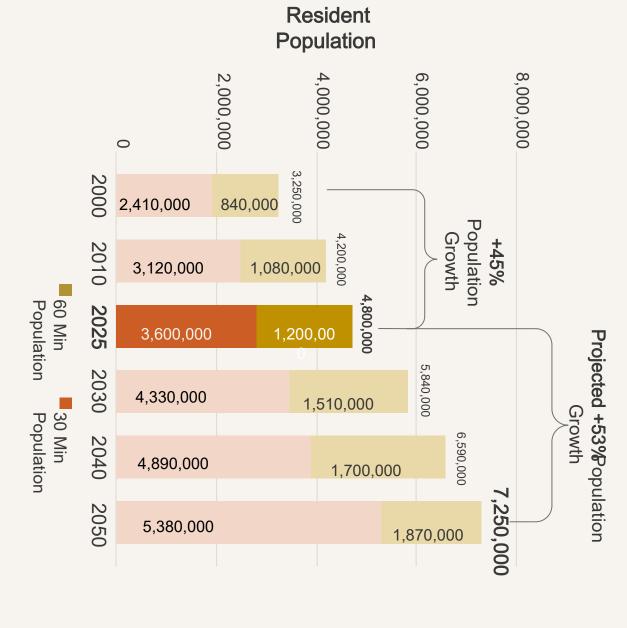
Local Audiences

population and expected growth Mesa, but in the surrounding metro area containing most of the state's AZMNH has a robust local market of residents to draw from, not only in

the Arizona Miseum of Natural History Approximately 65% of AZ residents are within a 60 min drive of



do today residents as Houston, Dallas, the Bay Area, and Philadelphia The Valley Metro of 2050 is projected to have as many

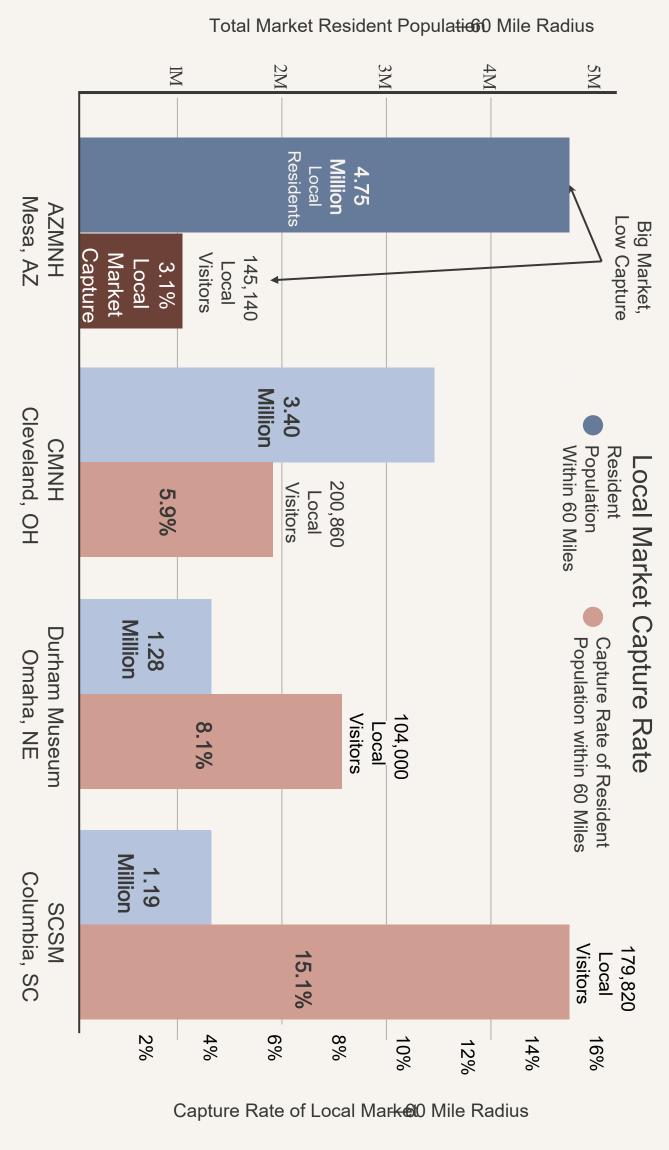


Sources: U.S. Census; Arizona Office of Economic Opport



ೆ bcal Visitation Performance

Total Population within 60 Miles—it reveals that there is substantial opportunity to grow local visitation within However, when you look at AZMNH's Local Resident Capture Rate—e.i. AZMNH's Total Visitation from Resident ts within 60 Miles divided by the its nearly 5 Million resident



Sources: U.S. Census; Various Annual Reports; Various Inter





AZMNH MASTER PLAN / COUNCIL PRESENTATION/ June 12, 2025

June 12, 2025 Attachment 2 Page 13 of 44 INESS CASE: MARKET ANALYSIS

Tourist Audiences

trip—far lower than other tourist activities in the region. recreational and entertainment activities during their visits, but only 13% report visiting museum's on their The Valley brings in over 46 million tourists, engagedin outdoor activities, sporting events, and other













50% of tourist participation

Outdoor Activities / Recreation







Social/Nightl Over 40% tourist participation life/Resort/Casino

Sources: U.S. Census; Arizona Office of Economic Opportunity; Visit Pl



Market Outlook

9

proven track record of growth over additional upside for future base accommodate the growing resident provide an experience unique to confidence that the market can the last 25 years providing The Valley's resident market has a Tourism to The Valley is provides Museum, AZMNH must be able to attendance but as a Natural History Arizona that its tourists cannot get

03

02

national peers in total visitation as provide additional support for well as visitation relative to market market growth as well as reflected the opportunity AZMNH's The rapid growth of the currently underperform their However, visitation has not

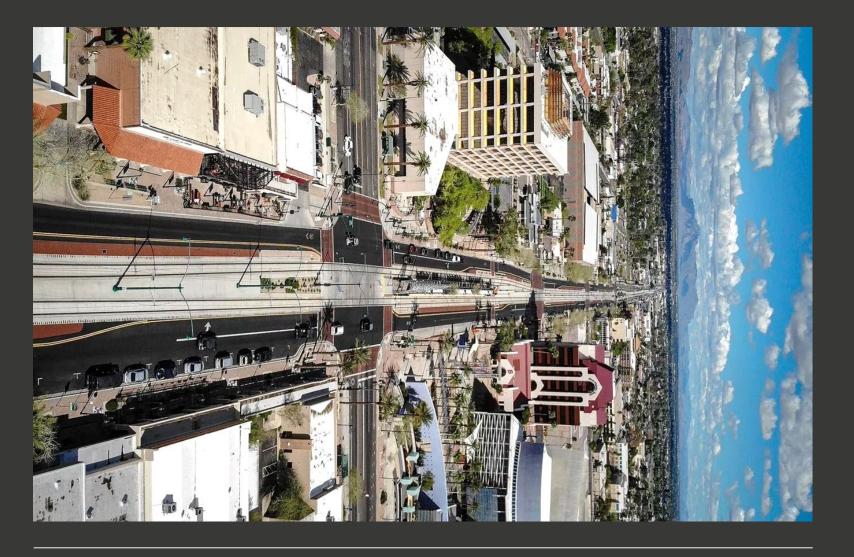
6

at their local museum back home

resident market provides and they semiconductor industry and other STEM industries in the market partnerships and sponsorship not opportunities for corporate currently leveraged at the Museum







Business Case & Plan

- Market Analysis
- 15 Benchmarking
- 21 Space Program & Capital Cost
- **Development Options**

Benchmarking

Business Case

everything starts with market size... museum sample set, however, numerous facets of the comparable Our benchmarking analysis looks at

Competition/Status

operating in the market (e.g., Market Relative position to cultural institutions Leaders)

Location

Proximity to population centers, schools, tourist attractions, etc.

of storytelling Amount of exhibit space or scope/scale

Theme/Content/Experience

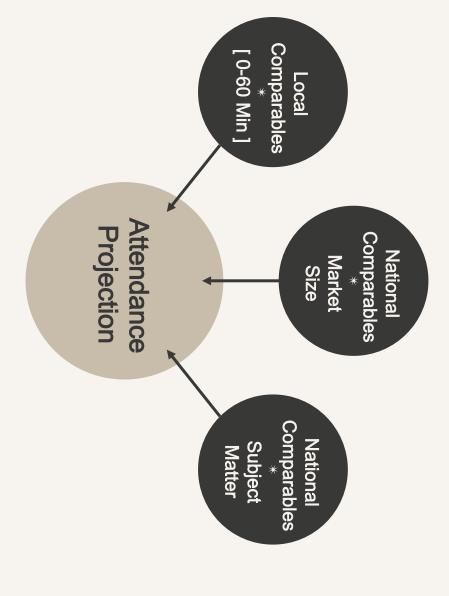
museum's subject matter to The AZMNH The partial and/or total similarity of a

Total Potential Audience

combination of a market's total local annual tourists resident population and total Total Potential Audience (TPA) is the

Target Audience Segments

Similarity of positioning towards potential audience segments (e.g., residents, tourists, students, military)

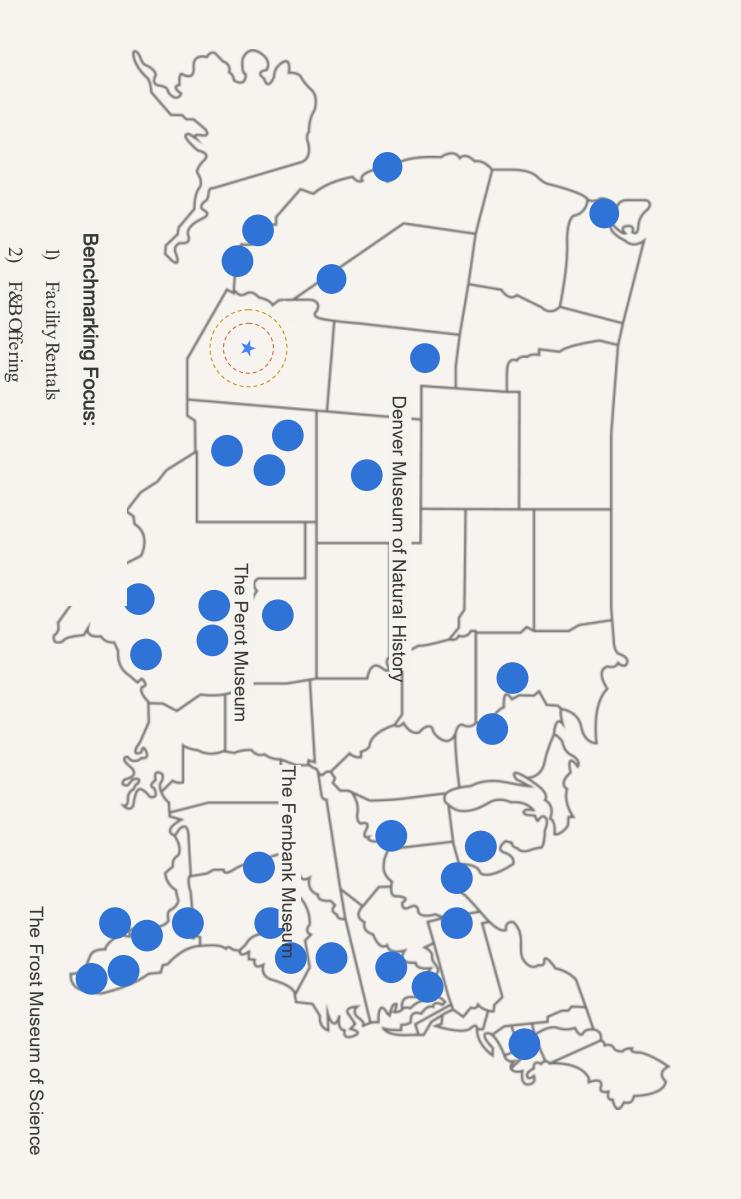


Study Session June 12, 2025 Attachment 2 Page 17 of 44 ational Benchmarking Benchmarks

sizes in the U.S. and found: across a variety of market analysis looked at samples Our national benchmarking

- as a science-based of its size. institution in a market **AZMNH** underperforms
- offers. experience offerings based museum typically provide the visitor best-in-class scienceand amenities that a The museum does not
- opportunities. maximizing revenue The museum is not

8







5)

Space Program, Allocation, and Uses

Revenue Streams

Upcharged Experiences

AZMNH MASTER PLAN / COUNCIL PRESENTATION/ June 12, 2025

See Appendix for Full Listing

June 12, 2025 Attachment 2 Page 18 of 44 SINESS CASE: BENCHMARKING Cal Benchmarks

expectations of the typical museum visitor our national analysis—AZMNHdoes not currently meet the amenities, and upcharge experiences tells a similar story to Our analysis of the local market for event space, food

Select Comparables*

- AZMNH
- Museum of Northern Arizona
- Wildlife World Zoo & Aquarium
- Musical Instrument Museum
- Casa Grande Ruins National Monument
- Boyce Thompson Arboretum
- Sonoran Desert Miseum
- Heard Miseum

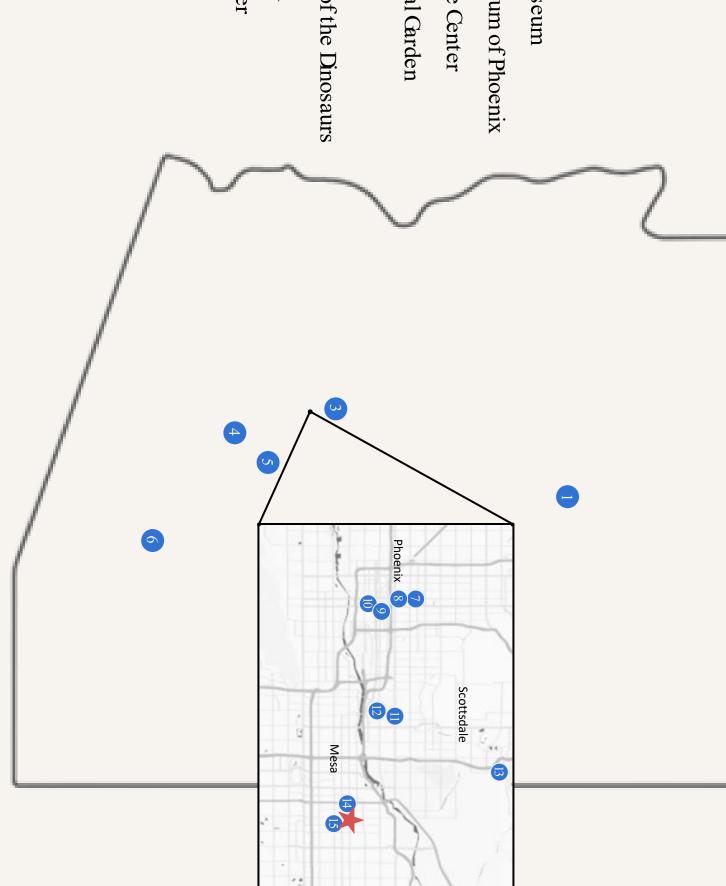
- Phoenix Art Miseum
- 9 Children's Miseum of Phoenix
- Arizona Science Center
- Desert Botanical Garden
- Phoenix Zoo
- Pangaea Land of the Dinosaurs
- i.d.e.a. Mıseum
- Mesa Arts Center

Benchmarking Focus:

- Facility Rentals
- F&B Offering

2)

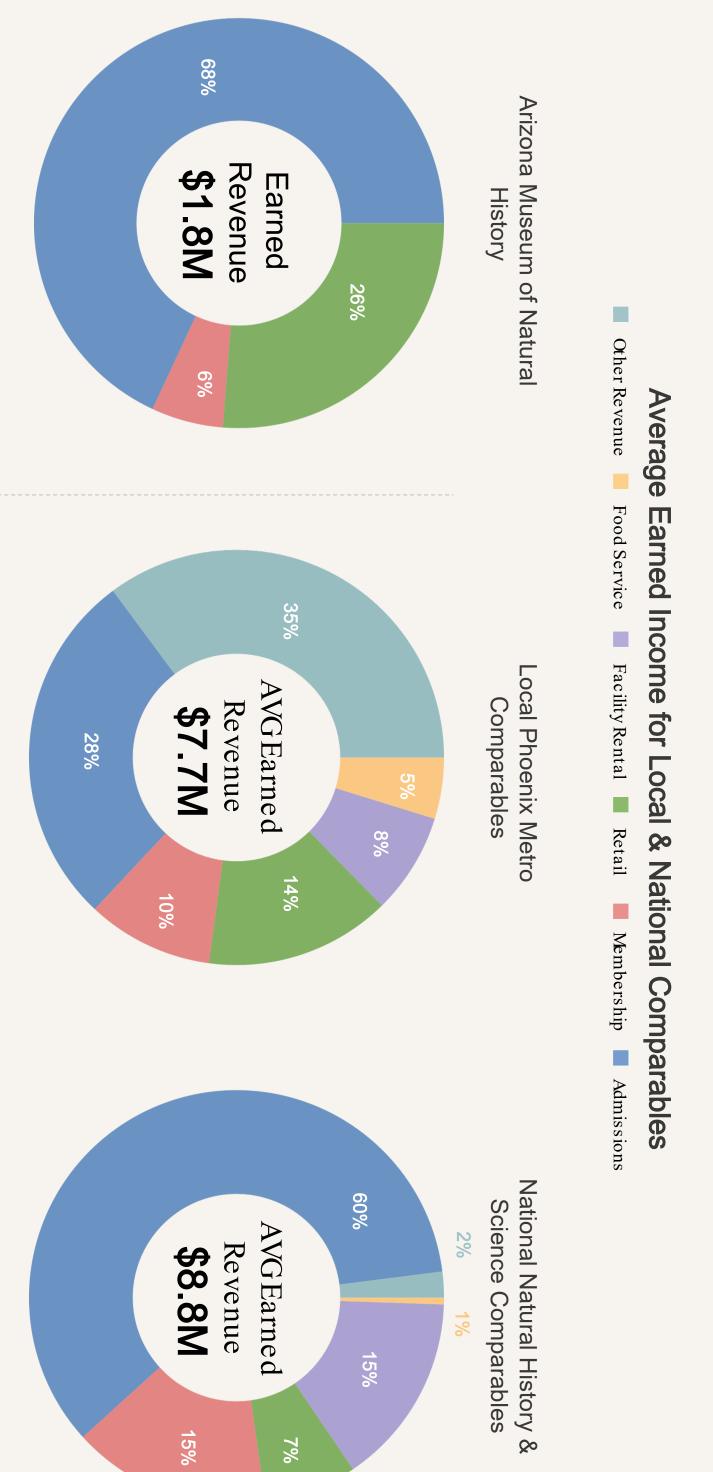
- 3) **Upcharged Experiences**
- 4 Revenue Streams
- 5) Space Program, Allocation, and Uses





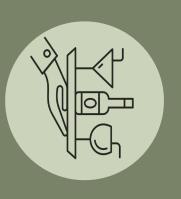


Mbst of AZMNH's comparables have more diverse offerings and are less dependent on one single earned revenue source.



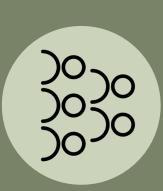
Source: Tax Form 990s, Audits, and Annual Reports from Various Institutions

AZMNH lacks many of the amenities and earned revenue streams that



its comparables offer

Does not offer facility rentals



Does not offer F&B or cafe amenities

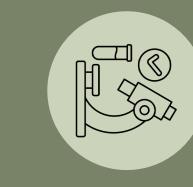


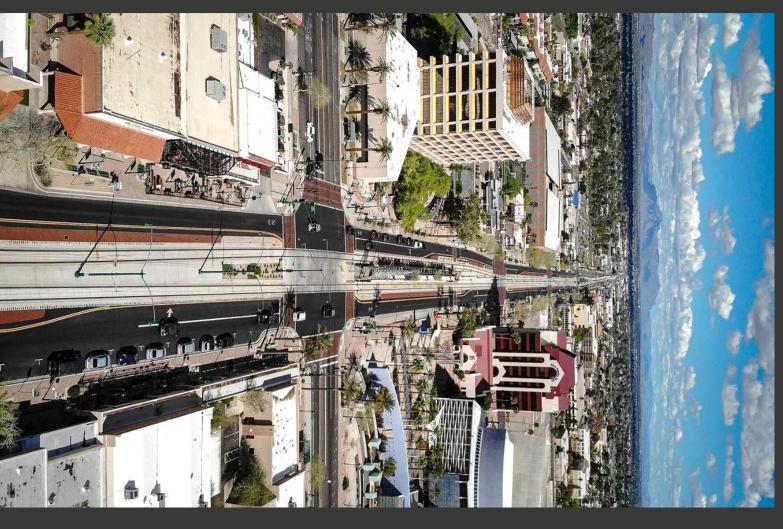
Too reliant on model undiversified revenue





programming and experience Building limits ability to fully integrate research assets with educational





Business Case & Plan

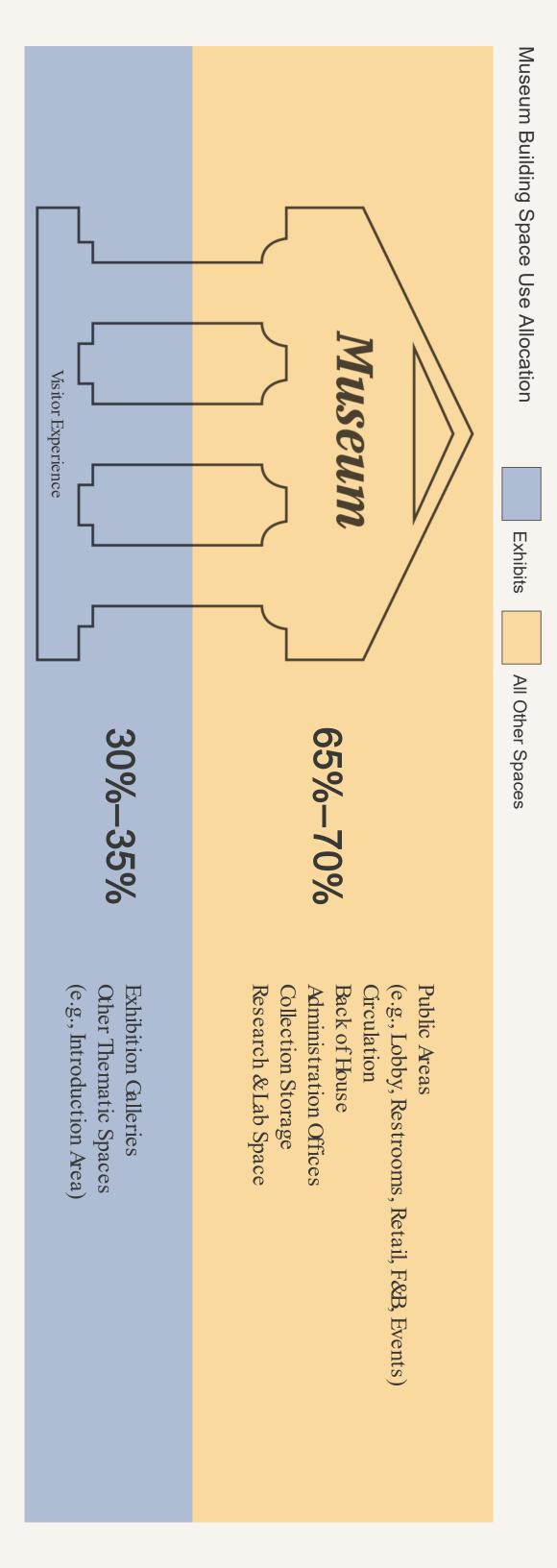
- Market Analysis
- 15 Benchmarking
- 21 Space Program & Capital Cost

Development Options

considering size. investments when development & operational It is critical to consider both

Space Allocation

need Museums typically balance their space allocation across three key areas: Experience, Public-facing Spaces, and Back of House Spaces, with each museum's situation influencing the mix based on individual

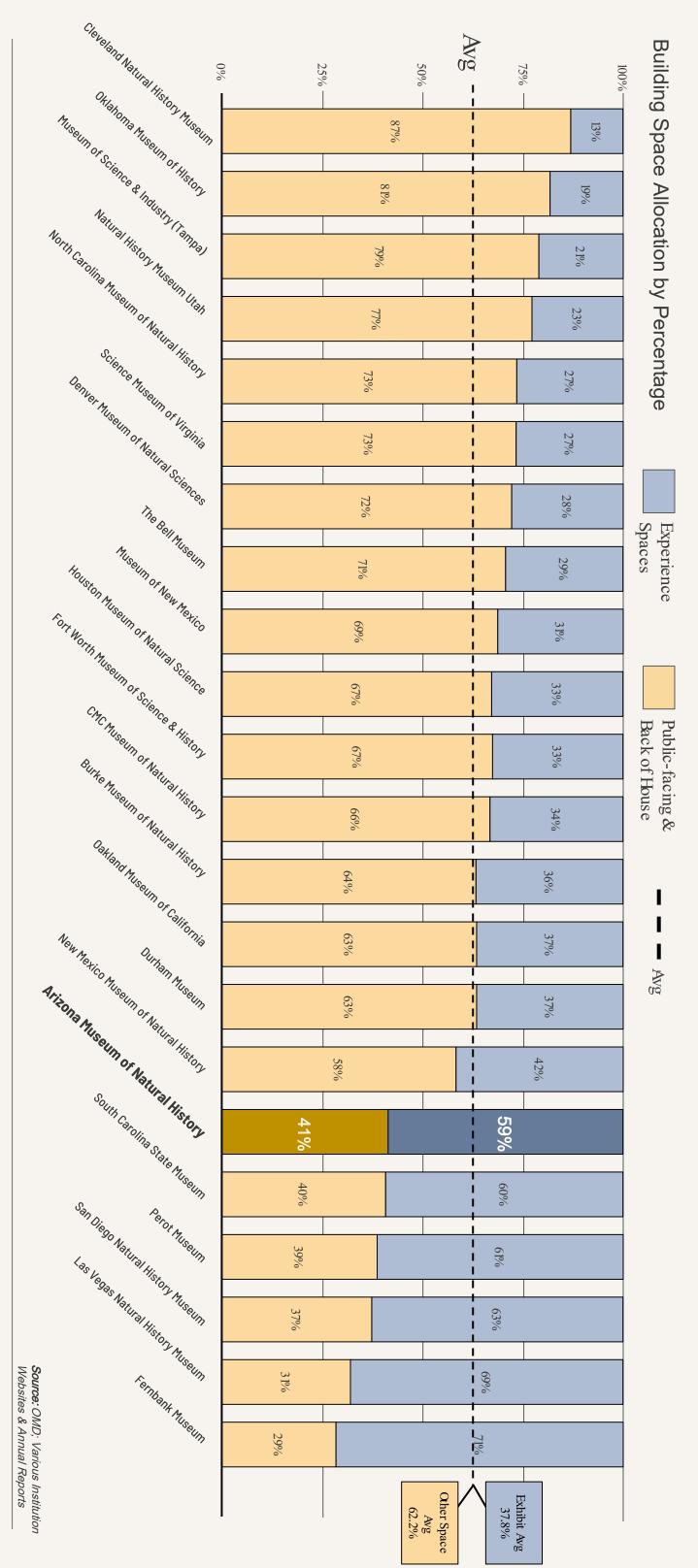




Study Session

pace Allocation

expense of space available for public-facing amenities and research and collection In benchmarking AZMNH, the analysis found that AZMNH was overallocated in expe rience space, at the







The International Spy Museum

New Building (Existing Museum) - 2015 — 2018

History Museum

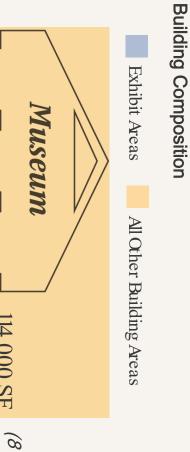
Physical Experience Design / Media Interactives

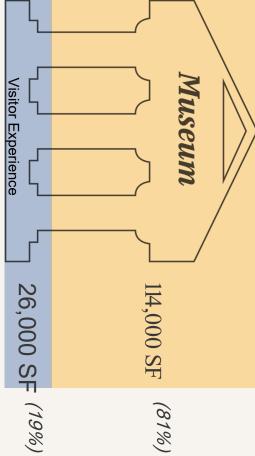
Washington, D.C.

Total Project Budget:

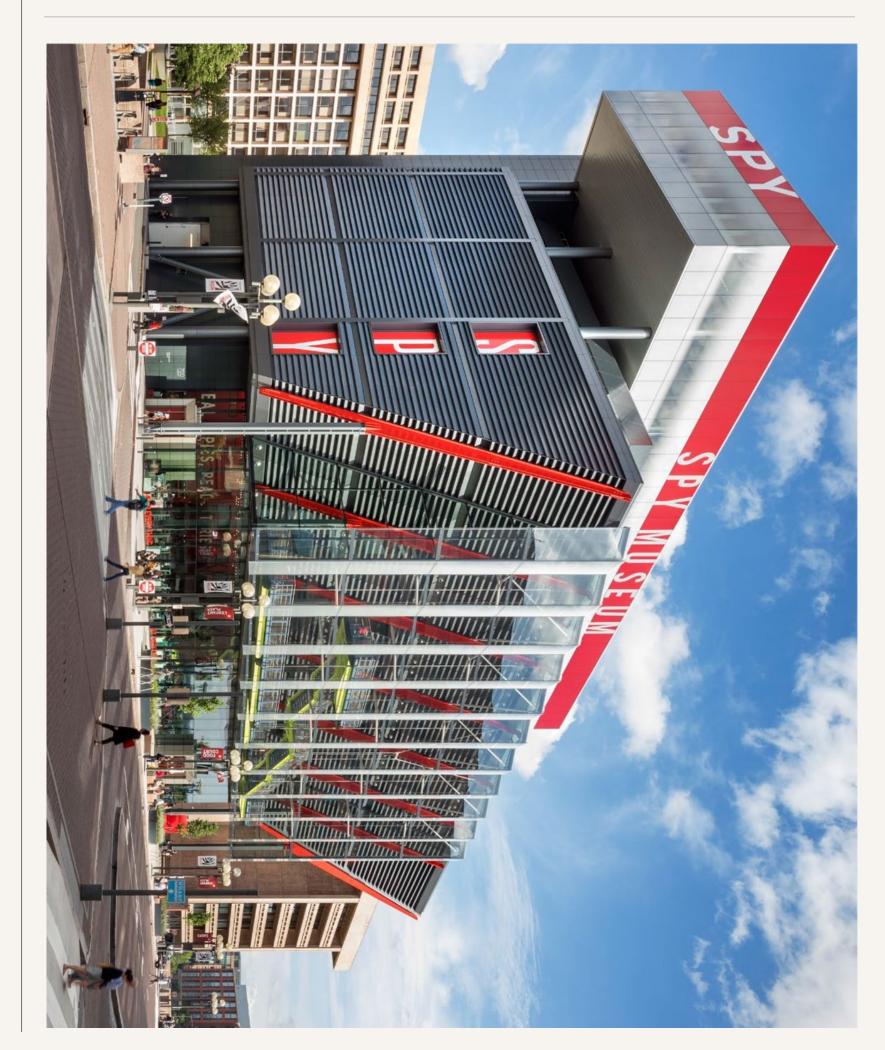
Time of Completion (2018) \$162,000,000

Adjusted to 2024 Dollars \$199,260,000





Total Size = 140,000 SF











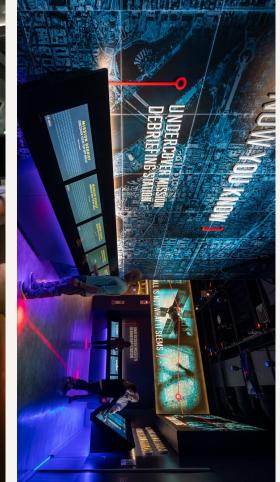




Environment & Exhibits

- Gamified interactive experience which builds a throughout their experience individual visitors cohesive thread for
- Extensive digital and analog interaction design
- Customized theatrical lighting







Digital Media & Interactives

- Four immersive signature groups of 210). pieces (68 min dwell time,
- Hunt for Bin Laden is the into participatory & amount of CIAled content Distilled tremendous narrative experience. theatrical experience. first multiplayer branching
- Red Teaming includes significant custom synchronization. projection mapping, voting & CG & filmic experience
- 21st Century gamified "signal hunt" w/ Eavesdropping is a film cutscenes in an immersive environment.
- Infinity room film experience
- Openended user experience design



The Bell Museum

New Building (Existing Museum): 2014—2018

Natural History Museum

Physical Experience Design / Signage / Wayfinding

St Paul, MN

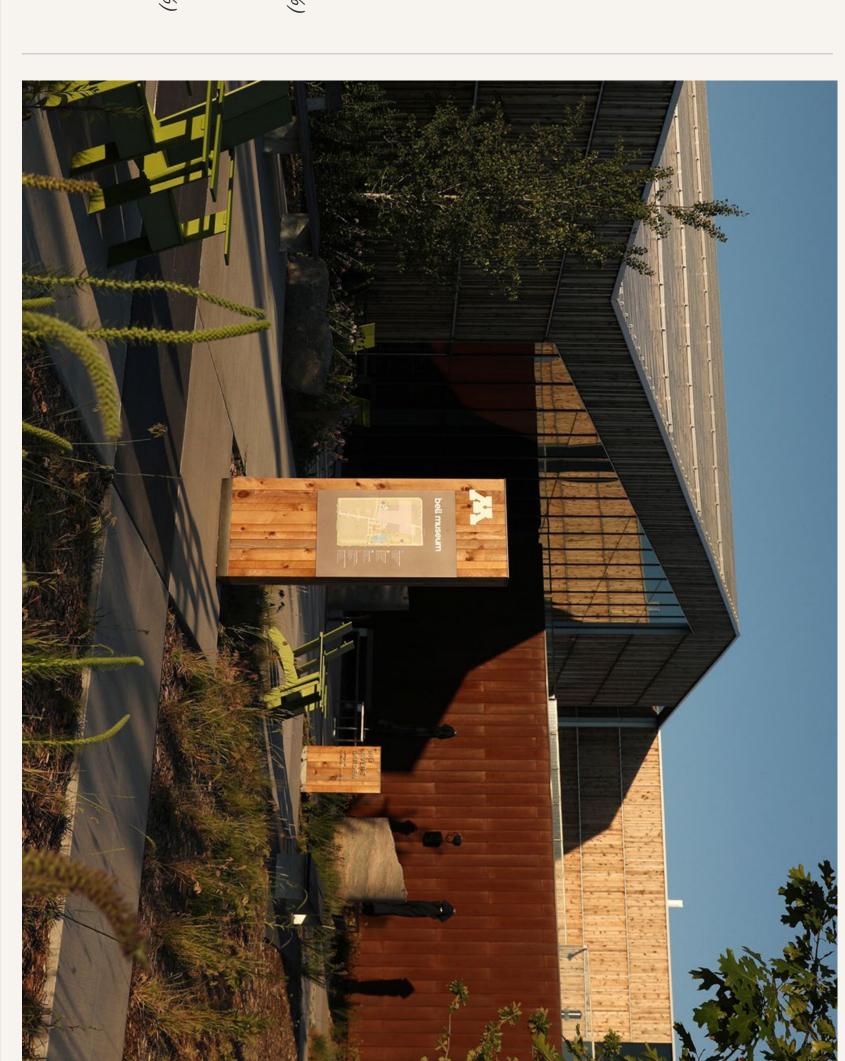
Total Project Budget:

Time of Completion (2018) \$79,000,000

Adjusted to 2024 Dollars \$95,590,000

Building Composition

Exhibit Areas Museum Visitor Experience All Other Building Areas 65,000 SF (71%) 27,000 (29%)







Total Size = 92,000 SF













Environment & Exhibits

- Graphics substrates were primarily switched to high pressure laminate graphics to meet budget.
- A signature exhibit item was have to do any production perimeter walls throughout illustrator directly to the work for these graphics. the museum, we did not "field notes" done by a local
- This was Design/Build which Development Phase. needed at the end of Design modifications and VE were fabrication detailing. Huge had an enormous impact on





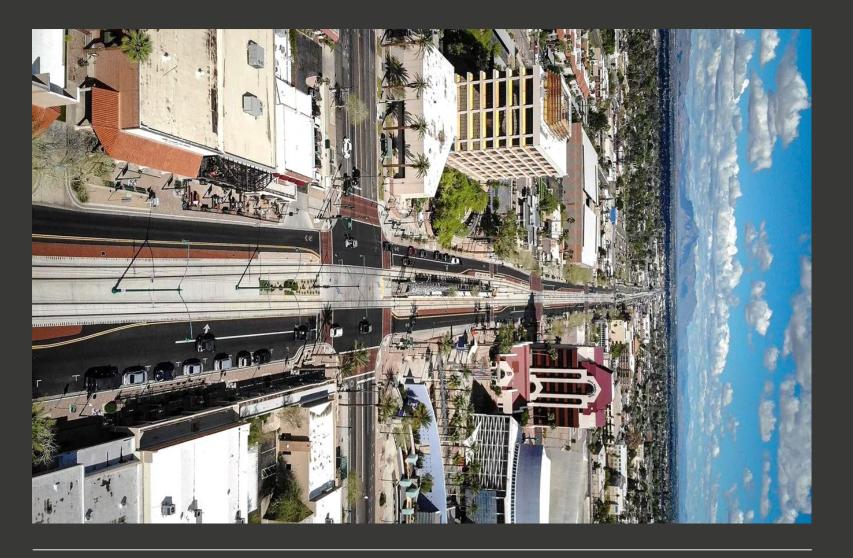
AZMNH MASTER PLAN / COUNCIL PRESENTATION/ June 12, 2025





Media & Digital Interactives

- AV development was by Cortina.
- All dioramas had similar touchscreen treatments.

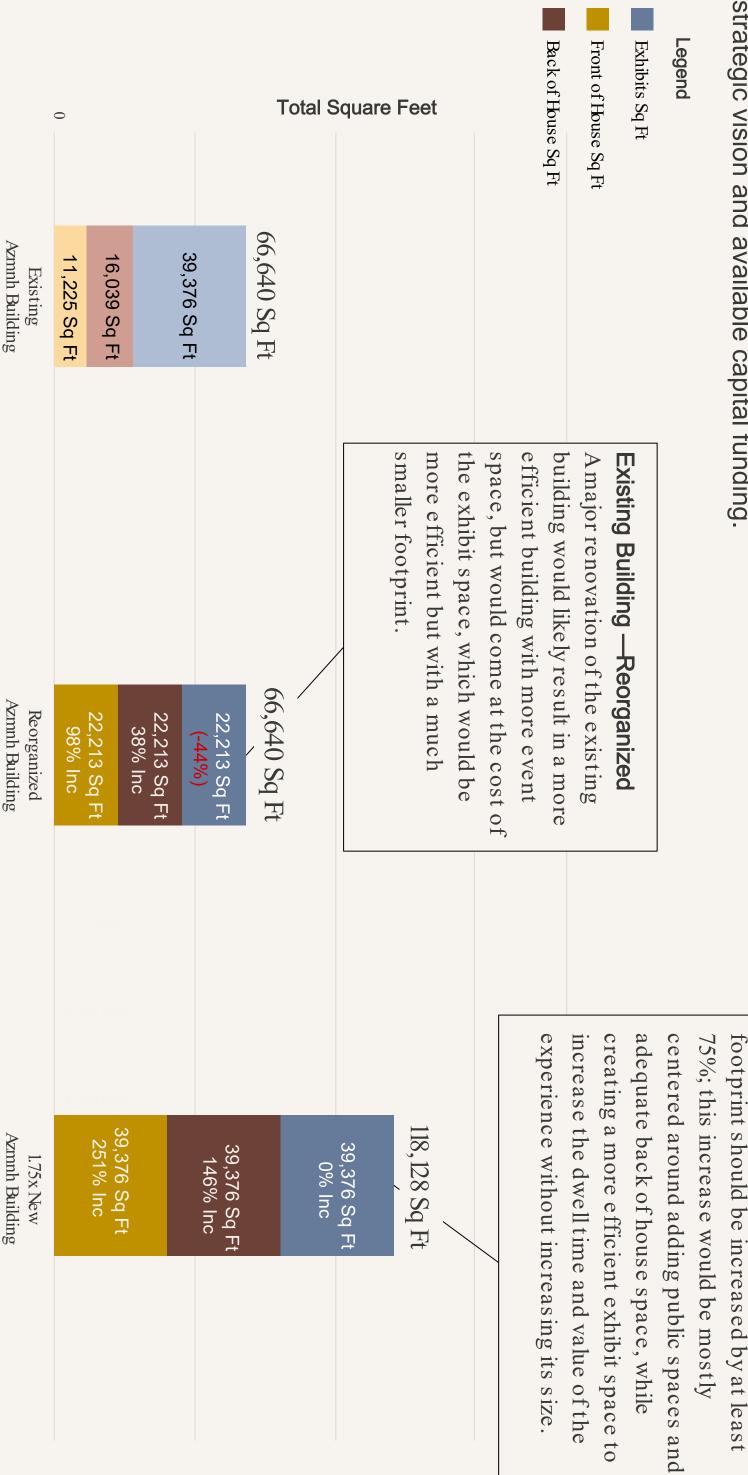


Business Case & Plan

- Market Analysis
- 15
- Benchmarking
- Space Program & Capital Cost
- **Development Options**

uture Options

strategic vision and available capital funding. The AZMNH future space allocation plan must align with AZMNH's



If a new building is pursued, the total



Page 32 of 44 SINESS CASE: BUILDING & SPACE PROGRAM Duilding Renovation

small footprint will limit potential growth. program capable of increasing visitation, revenue, and impact, but the building's A renovation of the existing building would provide AZMNH with an efficient space

Space Comparison

				Т	otal S	quare Feet
36,966 Sq Ft		3,709 34 FC	6,056 Sq Ft	4,396 Sq Ft 4,033 Sq Ft	7,780 Sq Ft	63,000 Sq Ft
20,000 Sq Ft (46%)	8,000 Sq F tն12%	10,000 Sq ₣₫5%	12,000 Sq ₣₺ _{8%}	4,000 Sq F(%)	9,000 Sq Ft₁6%	63,000 Sq Ft

Admin Spaces

All Other Back of House

Renovation of Existing will be utilized for admin and back of house needs under both options

Note: 11,342 sq ft of offsite space

activities.

Existing Building

Renovation Option

Total Capital Cost: \$83.9M

Total Sq Ft: 74,342 Sq Ft

Total Cost/Sq Ft: \$1,130 per Sq Ft

Note: Project Costs as of 2024 Dollars

with: A renovation of the existing building provides

Legend

Exhibits

Lobby & Visitor Amenities

Education/Flex

Research & Collection

- space for macro artifacts and signature experiences (skeletons, scale Asmall but high-quality, high-density experience; limited recreations, dinosaur mountain).
- group sizes. Lobby capacity capable of hosting most private event
- with R&C spaces. Education space with expanded capacity and integrated
- expanded but stil and education space and support space capable of R&C space capable of integration into visitor experience limited scientific and mission oriented
- office space. growth will likely Central admin with space for most of AZMNH staff needs; some staff will be require acquiring additional off-site located off-site and any future staff



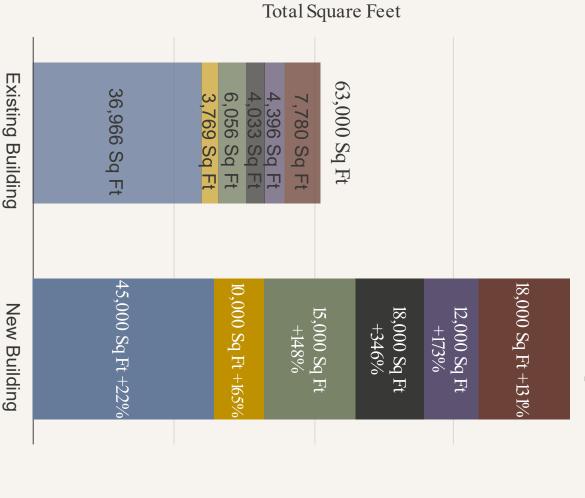
Study Session June 12, 2025

New Building Development Attachment 2 Page 33 of 44 SINESS CASE: BUILDING & SPACE PROGRAM

and impact, research goals, and an expanded audience beyond Mesa robust visitor experience with space for growth to pursue an ambitious mission A new building would provide AZMNH with a rightsized space program and

Space Comparison





Legend

Exhibits

- Lobby & Visitor Amenities
- Education/Flex
- Research & Collection
- Admin Spaces
- All Other Back of House

Note: 11,342 sq ft of offsite space will be utilized for admin and back of house needs under both options

New Building Option

Total l Capital Cost: **\$169.6M**

Total Sq Ft: **129,342 Sq Ft**

Total Cost/Sq Ft: \$1,310 per Sq Ft

Note: Project Costs as of 2024 Dollars

A new building development provides AZMNH with:

- macro artifacts, and unconstrained visitor experience. Robust experience, space for macro artifacts, space for
- Lobby with top tier-event space and ample public
- and capacity fit for market and the future Fully enabled education space integrated with R&C spaces gathering space.
- and education space and support space capable of nextlevel mission and R&C space capable of integration into visitor experience scientific impact.
- ability to centralize all staff into a single building. Admin areas with sufficient space for growth and the



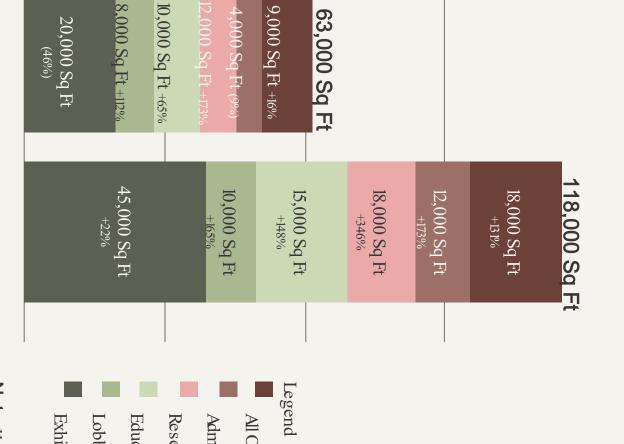


Study Session June 12, 2025 Attachment 2 Page 34 of 44 Otion Comparison Renoy

Cost Per Sq Ft	Total Project Budget*	Total Building Sq Ft	Option Comparison
\$1,130	\$83,920,000	74,342	Renovation Option
\$1,310	\$169,580,000	129,342	New Building Option
\$180	\$85,660,000	55,000	Option Difference

Renovation Option High quality but smallest footprint of the national comparable set; limited space for signature experience and limited space for macro artifacts Lobby to host high-quality events, proper retail store &F&Bspace Education space with capacity to serve market & flex space to expand programs	Building Area Exhibits & Experience Lobby & Visitor Amenities Education & Flex Space	New Building Option High quality and in line with visitor expectation for experience size; space macro artifacts and signature or upcharged experience Crand lobby capable of major events, lobby with other functional uses (programs, field trip staging, event programs) Education space with capacity to serve market & future growth; enough space to add makerspace or learning labs; flex space capable of hosting large program and event
Education space with capacity to serve market & flex space to expand programs	Education &Flex Space	& future growth; enough space to add makerspace or learning labs; flex space capable of hosting large program and event groups
R&CSpace capable of serving current needs and growth; R&Cspaces integrated with experience and education to enhance visitor experience	Research &Collections	R&C Space capable of serving current needs & ambitious growth to put AZINNH on a state and national stage; space fully integrated with education & exhibits to enhance visitor experience
Efficient and co-located admin spaces for most of staff with some staff remaining off-site and little room for staff growth onsite; back of House space capable of supporting all building needs	Admin & Back of House	Efficient and co-located admin space with all staff in-building and space for future growth in building; back of house space capable of supporting all building needs

Comparison



Total Square Feet

of Existing Renovation

New Building

and back of house needs under space will be utilized for admin both options Note: 11,342 sq ft of offsite

Exhibits

Lobby & Visitor Amenities

Research & Collection

Admin Spaces

All Other Back of House

Education/Flex

following for the City of Mesa: In Summary, a renewed AZMNH achieves th

- 1) Economic Impact & Job Creation to the City
- 2) More efficient and income generating operating mo
- 3) Transformative cultural asset for local residents
- 4) Distinct one -of-a-kind tourist attraction
- 5) Nationally significant Natural History Museum



Thank you







APPENDIX

Study Session

Attachment 2 Page 38 of 44 ational Benchmarks

across all market sizes. capture rate of the sample average attendance and AZMNH underperforms the

AZMNH RANKED...

- 27th out of 33 museums in attendance.
- available resident base percentage of their measurement of what 28th out of 33 in capture rate, which is the they convert to visitors.
- 11th largest resident base This is despite having the

				16.0%	3,548,000	1,566,000 3,548,000	1,981,000	427,000	Average of Samp			
				86.5%	740,000	610,000	130,000	640,000	General/History	Santa Fe, NM	Museum of New Mexico	
				23.3%	900,000	610,000	290,000	210,000	Natural History	Gainesville, FL	Florida Museum of Natural History	
21.7%	34.3%	210,000	286,090	18.6%	910,000	740,000	170,00	169,126	Natural History/Science	Las Cruces, NM	ts Las Cruces Museum of Nature and Science	Residents
				21.7%	920,000	720,000	200,000	200,000	Natural History	Santa Barbara, CA	Santa Barbara Museum of Natural History	0 - 1M
				21.3%	990,000	190,000	800,000	211,322	Natural History	Albuquerque, NM	New Mexico Museum of Natural History & Science	
				14.8%	1,130,00	460,000	670,000	167,000	Natural History	Columbia, SC	South Carolina State Museum	
				16.7%	1,320,00	460,000	860,000	220,000	General/History	Omaha, NE	Durham Museum	
14.8%	14.0%	185,000	203,400	11.8%	1,570,00	350,000	1,220,00	185,000	History	Oklahoma City, OK	Oklahoma Museum of History	Residents
				18.4%	1,630,00	600,000	1,030,00	300,000	Science Center	Richmond, VA	Science Museum of Virginia	
				8.6%	1,690,00	590,000	1,100,00	145,000	Science/History	Jacksonville, FL	Museum of Science & History	
				3.2%	2,210,00	30,000	2,180,00	70,000	Natural History	Las Vegas, NV	Las Vegas Natural History Museum	
				36.3%	2,480,000	1,110,00	1,370,00	900,000	Natural History	Pittsburgh, PA	Carnegie Museum of Natural History	
12.4 /0	17.0%	341,197	439,732	27.7%	2,610,00	1,180,00	1,430,00	724,000	Natural History/Science	Raleigh, NC	North Carolina Museum of Natural Sciences	Residents
13 4%	17 00/	344 407	120 722	10.3%	2,550,000	1,190,00	1,360,00	262,000	Natural History	Salt Lake City, UT	Natural History Museum of Utah	2M-3M
				12.0%	2,770,00	1,240,00	1,530,00	332,393	Natural History	Cincinnati, OH	Museum of Natural History & Science (CMC Cincinnati, OH	
				12.8%	2,730,00	620,000	2,110,00	350,000	Natural History	San Antonio, TX	Witte Museum	
				12.0%	3,120,00	1,580,00	1,540,00	375,000	Natural History	Cleveland, OH	Cleveland Natural History Museum	
				11.5%	3,310,00	920,000	2,390,000	380,160	Natural History	San Diego, CA	San Diego Natural History Museum	
11.5%	13.3%	375,000	469,892	6.7%	3,680,000	1,020,00	2,660,000	246,000	Natural History	St. Paul, MN	Bell Museum	3M-4M Residents
				33.8%	3,700,000	960,000	2,740,000	1,252,300	Natural History	Denver, CO	Denver Museum of Nature & Science	
				2.4%	3,920,000	1,550,00	2,370,00	96,000	Natural History	Seattle, WA	Burke Museum of Natural History & Culture	
				14.0%	4,280,000	2,130,00	2,150,00	600,000	Natural History	Tampa, FL	Museum of Science and Industrampa	
				3.7%	4,730,000	1,940,000	2,790,000	175,000	Natural History	Mesa, AZ	Arizona Museum of Natural History	
9.8%	9.4%	528,000	464,000	4.1%	4,900,000	1,950,00	2,950,000	200,000	History Museum	Detroit, MI	Detroit Historical Society	4M-6M Residents
				11.7%	5,120,00	2,130,00	2,990,000	600,000	Natural History	Miami, FL	Frost Museum of Science	
				7.9%	5,740,00	2,970,000	2,770,00	456,000	Science	Fort Lauderdale, FL	Museum of Discovery and Science	
				6.6%	6,190,00	2,990,000	3,200,000	408,000	Natural History	Atlanta, GA	Fernbank Museum	
				10.8%	6,490,000	4,260,000	2,230,000	700,000	Natural History	Baltimore, MD	Maryland Science Center	
				3.6%	6,510,00	3,620,000	2,890,000	237,000	Natural History	Boston, MA	Harvard Museum of Natural History	
6.6%	9.0%	408,000	624,286	27.6%	7,070,000	1,900,00	5,170,00	1,950,000	Natural History	Houston, TX	Houston Museum of Natural Science	6M+ Residents
				1.9%	7,280,00	3,900,000	3,380,000	135,000	Natural History	Oakland, CA	Oakland Museum of California	
				3.7%	7,360,000	4,650,000	2,710,00	270,000	Science	Fort Worth, TX	Fort Worth Museum of Science and History	
				8.7%	7,700,000			670,000	Natural History	Dallas, TX	Perot Museum	
Median	Average	Median	Average	Capture Rate	60 Min Population	30-60 Min Population	30 Min Population	Annual Visitors	Subject	City	Museum / Attraction	Tier
Capture Rate	Captu	Attendance	Attend									

Source: U.S. Census Bureau; Online Museum Database; Various Institution Websites & Annual Reports

Median of Samp 285,000 2,130,000 1,145,000

2,945,000





June 12, 2025 Attachment 2 Page 39 of 44 CHMARKING Renta

sample set that do not offer rental spaces for private events. AZMNH is 1 of 4 museums in the 33 museum

- offer 7 rental space options. The 29 museums that offer rentals typically
- ranging from 85 to 1,200. 6,000+guests, with the average capacity of event types and can range from 25 to These rental spaces can serve a wide range
- accommodate an event with 400+guests Mst museums offering rentals were able to capacity for a major museum. which should be considered the optimal
- often built with private events in mind. to maximize this revenue stream, offering as many spaces as possible and with buildings These 29 museums are often also designed

85-900	7	Median of Sample	Media			
85-1,185	7	e of Sample	Average			
0 - 0	10	YES	General/History	Santa Fe, NM	Museum of New Mexico	
NA	NA	NO	Natural History	Gainesville, FL	Florida Museum of Natural History	T. C. C. L. C. L. C. C. L. C.
NA	NA	NO	Natural History/Science	Las Cruces, NM	Las Cruces Museum of Nature and Science	0 - IM Residents
50 - 300	3	YES	Natural History	Santa Barbara, CA	Santa Barbara Museum of Natural History	
36 - 1,500	9	YES	Natural History	Albuquerque, NM	New Mexico Museum of Natural History & Science	
40 - 1,000	6	YES	Natural History	Columbia, SC	South Carolina State Miseum	
150 - 600	7	YES	General/History	Omaha, NE	Durham Museum	
300 - 500	2	YES	History	Oklahoma City, OK	Oklahoma Museum of History	Residents
100 - 500	∞	YES	Science Center	Richmond, VA	Science Museum of Virginia	
90 - 250	10	YES	Science/History	J acksonville, FL	Museum of Science & History	
NA	NA	NO	Natural History	Las Vegas, NV	Las Vegas Natural History Museum	
120 - 200	သ	YES	Natural History	Pittsburgh, PA	Carnegie Museum of Natural History	
120 - 1,500	9	YES	Natural History/Science	Raleigh, NC	North Carolina Museum of Natural Sciences	Residents
80 - 1,500	3	YES	Natural History	Salt Lake City, UT	Natural History Miseum of Utah	2M-3M
20 - 6,000	5	YES	Natural History	Cincinnati, OH	Museum of Natural History & Science (CMC)	
75 - 1,000	5	YES	Natural History	San Antonio, TX	Witte Miseum	
85 - 440	9	YES	Natural History	Cleveland, OH	Cleveland Natural History Museum	
60 - 1,800	7	YES	Natural History	San Diego, CA	San Die go Natural History Museum	
60 - 600	5	YES	Natural History	St. Paul, MN	Bell Museum	3M-4M Residents
40 - 650	7	YES	Natural History	Denver, CO	Denver Miseum of Nature & Science	
80 - 250	ယ	YES	Natural History	Seattle, WA	Burke Museum of Natural History & Culture	
100 - 2,500	14	YES	Natural History	Tampa, FL	Museum of Science and Industry - Tampa	
NA	¥	NO NO	Natural History	Mesa, AZ	Arizona Museum of Natural History	
100- 1,000	٥	YES	History Museum	Detroit, MI	Detroit Historical Society	4M-6M Residents
80 - 3,000	7	YES	Natural History	Miami, FL	Frost Museum of Science	
100- 2,000	ω	YES	Science	Fort Lauderdale, FL	Museum of Discovery and Science	
100- 600	10	YES	Natural History	Atlanta, GA	Fernbank Museum	
100- 1,500	Ŋ	YES	Natural History	Baltimore, MD	Maryland Science Center	
30 - 300	10	YES	Natural History	Boston, MA	Harvard Museum of Natural History	100000
20 - 900	18	YES	Natural History	Houston, TX	Houston Museum of Natural Science	Residents
50 - 900	5	YES	Natural History	Oakland, CA	Oakland Museum of California	2
100- 450	14	YES	Science	Fort Worth, TX	Fort Worth Museum of Science and History	
25 - 1500	6	YES	Natural History	Dallas, TX	Perot Museum	
Capacity Range	Rentable Spaces	Offers Rentals	Subject	City	Museum / Attraction	Tier

Source: U.S. Census Bureau; Online Museum Database; Various Institution Websites & Annual Reports



Attachment 2 Page 40 of 44 pcharking pcharged Experiences

upcharged experience as part of a higher sample set that does not offer upcharged priced, allinclusive ticket. experiences or does not include an AZMNH is 1 of 13 museums in the 33 museum

- any quality institution. but they are also typically expected of can capture 20-30% of existing visitors, experience that draws attendance and of generating revenue and provide an These experiences are not only capable
- revenue existing audience would lead to a 32% \$9 and capturing 25% of AZMNH's market average add-on ticket price of An upcharge experience priced at the increase in AZMNH's total earned
- considered an upcharge the existing experience to be signature experience, it is too core to While Dinosaur Mountain is a unique and

*Upcharged caliber experience included in a higher priced, all-inclusive ticket

	\$7	\$19.00	285,000	Median of Sample 285,000	Media	
	\$9	\$19.25	427,000	e of Sample	Average	
	NA	\$12.00	640,000	NO	Museum of New Mexico	
Insects Up Close, Butterfly Rainforest	\$7-\$14	\$0	210,000	YES	Florida Miseum of Natural History	Kesidel
	NA	\$0	169,126	NO	dents Las Cruces Museum of Nature and Science	Residents
Sea Center	\$15.00	\$19.00	200,000	YES	Santa Barbara Miseum of Natural History	
Dyna Theater	\$7.00	\$8.00	211,322	YES	New Mexico Museum of Natural History & Science	
1or 2 shows	\$5-\$8	\$9.00	167,000	YES	South Carolina State Museum	
	NA	\$15.00	220,000	NO	Durham Museum	10001001
	NA	\$12.50	185,000	NO	dents Oklahoma Museum of History	Residents
Dome	\$5.00	\$17.50	300,000	YES	Science Museum of Virginia	
Daily programs	\$6.00	\$19.95	145,000	YES	Museum of Science & History	
	NA	\$14.00	70,000	NO	Las Vegas Natural History Miseum	
	NA	\$25.00	900,000	NO	Carnegie Museum of Natural History	
WRAL 3D Theater	NA	\$0	724,000	NO	dents North Carolina Museum of Natural Sciences	Residents
	NA	\$22.85	262,000	NO	[-3M] Natural History Museum of Utah	2M- 3M
OMNIMAX	\$10.00	\$22.50	332,393	YES	Museum of Natural History & Science (CMC)	
Rock art tours	\$25.00	\$16.00	350,000	YES	Witte Museum	
Birdly Simulator, Planetarium, 3DTheater	\$7.00	\$25.00	375,000	YES	Cleveland Natural History Museum	
IMAX	\$5.00	\$24.00	380,160	YES	San Diego Natural History Museum	ICS MOIIIS
Planetarium	\$10.00	\$15.00	246,000	YES	dents Bell Museum	DIVI- 4IVI
Infinity theater, Planetarium	\$7-\$10	\$24.95	1,252,300	YES	Denver Museum of Nature & Science	
	NA	\$22.00	96,000	NO	Burke Museum of Natural History & Culture	
Sky Trail Ropes Course, Mini Golf, VR, Planetarium	\$5-\$8	\$14.00	600,000	YES	Museum of Science and Industry - Tampa	
	NA NA	\$16.00	175,000	S	Arizona Museum of Natural History	i d
Tours	NA	\$10.00	200,000	NO	Detroit Historical Society	Residents
Planetarium, Aquarium	NA	\$29.95	600,000	NO*	Frost Museum of Science	2
IMAX	\$5.00	\$27.00	456,000	YES	Museum of Discovery and Science	
Big Screen Theater	\$5.00	\$25.95	408,000	YES*	Fernbank Museum	
IMAX	\$5.00	\$26.95	700,000	YES	Maryland Science Center	
	NA	\$15.00	237,000	NO		Logidelle
Butterfly center, planetarium, giant theater	\$9-\$12	\$25.00	1,950,000	YES	M+ Houston Museum of Natural Science	0 6M+
Special Exhibits	\$6.00	\$19.00	135,000	YES		
Omni Theater	NA	\$16.00	270,000	NO*	Fort Worth Museum of Science and History	
T. Rex: The Ultimate Predator, 3D Film	\$8.00	\$25.00	670,000	YES	Perot Museum	
Options	Price Range	Tlcket Price	Visitors	Upcharge	ier Museum / Attraction	Tier
	Upcharge	Adult	Annual	Offers		



that do not offer any type of F&B. museums in the 33 museum sample set Arizona Natural History Museum is 1 of 11

- offer some type of grab 'n go or cafe Most of the museums in the sample set food service amenity.
- high performing, science-based museum. Food service is typically expected for a
- generating revenue. reduce operational stress while still Can be outsourced to a 3rd party to

		e of Sample	Average c			
Museum Hill cafe		YES	General/History	Santa Fe, NM	Museum of New Mexico	
Camellia Court Cafe	_	YES	Natural History	Gainesville, FL	Florida Museum of Natural History	100000
	NA	NO	Natural History/Scient	Las Cruces, NM	Las Cruces Museum of Nature and Science	Residents
	NA	NO	Natural History	Santa Barbara, CA	Santa Barbara Museum of Natural History	
	NA	NO	Natural History	-	New Mexico Museum of Natural History & S	
Crescent Cafe	_	YES	Natural History	Columbia, SC	South Carolina State Museum	
Soda Fountain Restaurant, Candy Shop	2	YES	General/History	Omaha, NE	Durham Museum	
	NA	NO	OK History	Oklahoma City, Ok	Oklahoma Museum of History	Residents
The Periodic Table Cafe, Concession Stand	2	YES	Science Center	Richmond, VA	Science Museum of Virginia	AN ON
	NA	NO	Science/History	Jacksonville, FL	Museum of Science & History	
	NA	NO	Natural History	Las Vegas, NV	Las Vegas Natural History Museum	
Cafe Carnegie and Fossil Fuels	2	YES	Natural History	Pittsburgh, PA	Carnegie Museum of Natural History	
Daily Planet Cafe		YES	Natural History/Scient	Raleigh, NC	North Carolina Museum of Natural Sciences Raleigh, NC	Residents
The Canyon Cafe		YES	Natural History	Salt Lake City, UT	Natural History Museum of Utah	2M-3M
Bean Sprouts Cafe (national chain)	_	YES	Natural History	Cincinnati, OH	Museum of Natural History & Science (CMC Cincinnati, OH	
Tremblay Family Cafe		YES	Natural History	San Antonio, TX	Witte Museum	
Origins Cafe	_	YES	Natural History	Cleveland, OH	Cleveland Natural History Museum	
The Flying Squirrel Cafe	_	YES	Natural History	San Diego, CA	San Diego Natural History Museum	I Vanidalita
	NA	NO	Natural History	St. Paul, MN	Bell Museum	Residents
T-Rex Cafe, Grab & Go Deli, Coffee	ω	YES	Natural History	Denver, CO	Denver Museum of Nature & Science	
Off the Rez Cafe	_	YES	Natural History	Seattle, WA	Burke Museum of Natural History & Culture	
Zydeco Brew Werks		YES	Natural History	Tampa, FL	Museum of Science and Industrampa	
	¥	NO NO	Natural History	Mesa, AZ	Arizona Museum of Natural History	וימסומכוויס
	N A	NO	History Museum	Detroit, MI	Detroit Historical Society	Residents
Food@Science	_	YES	Natural History	Miami, FL	Frost Museum of Science	
Elements Cafe	_	YES	Science	Fort Lauderdale, F	Museum of Discovery and Science	
Fernbank Cafe	_	YES	Natural History	Atlanta, GA	Fernbank Museum	
	NA	NO	Natural History	Baltimore, MD	Maryland Science Center	
	NA	NO	Natural History	Boston, MA	Harvard Museum of Natural History	10000
Periodic Table, Katz Coffee, Elements Grill	ω	YES	Natural History	Houston, TX	Houston Museum of Natural Science	Residents
Town Fare Cafe	_	YES	Natural History	Oakland, CA	Oakland Museum of California	0 1
Cafe and Chidil-A Montgomery Plaza	2	YES	Science	Fort Worth, TX	Fort Worth Museum of Science and History	
The Cafe (operated by Wolfgang Puck)	1	YES	Natural History	Dallas, TX	Perot Museum	
F&B Offerings	Offerings	Offering	Subject	City	Museum / Attraction	Tier

Study Session June 12, 2025 Attachment 2 Page 42 of 44 CHWARKING

among its local peers not offering a private event space. AZMNH is the only museum and attraction

- spaces on average than the national attractions offer more private event The Valley market museums and market.
- opportunity to enhance the museum's guests to general admission guests in opportunities, but they also provide an do private events offer revenue disadvantaged in its market. Not only the future. visibility and convert private event This means AZMNHis particularly

40-1,000	8.0	Set 293,000	ocal Comp S	Median of Local Comp		
40-1,480	8.0	Set 404,000		Average of Local Comp		
TBD	TBD		YES	Indoor Rainforest	Scottsdale, AZ	Paradise Earth (Planned)
30- 190	3.0		YES	Butterfly Garden	Scottsdale, AZ	Butterfly Wonderland
1050	1.0		YES	Dinosaur Attraction	Scottsdale, AZ	PANGEA
25- 1,500	12.0		YES	Aquarium	Scottsdale, AZ	ODYSEA Aquarium
50- 1,500	7.0	285,920	YES	Art	Phoenix, AZ	Phoenix Art Museum
50- 1,000	8.0	200,000	YES	Specialty	Phoenix, AZ	Musical Instrument Museum
50- 1,000	10.0	200,000	YES	Art	Phoenix, AZ	Heard Museum
50-300	4.0	60,000	YES	Living History	Phoenix, AZ	Pioneer Living History Museum
25- 400	9.0	360,000	YES	Children's	Phoenix, AZ	Children's Museum of Phoenix
35- 1,570	6.0	430,000	YES	Art Center	Mesa, AZ	Mesa Arts Center
50-5,000	10.0	300,000	YES	Science	Phoenix, AZ	Arizona Science Center
•	-	175,000	NO	Natural History	Mesa, AZ	Arizona Museum of Natural Histo
1005,000	13.0	1,400,000	YES	Zoo	Phoenix, AZ	Phoenix Zoo
Capacity Range	Rentable Spaces	Annual Visitors	Offers Event	Museum Type	City	Museum / Attraction

June 12, 2025 Attachment 2 Page 43 of 44 CHMARKING CHMARKING CHMARKING

peers that does not offer an upcharged experience AZMNH is 1 of 5 museums out of it's 13 local

- upcharge experiences. 65% of AZMNH guests according to internal surveys —has 5 different biggest competitor being visited by The Arizona Science Center—AZMNH's
- and/or OdySea.* the combination of the Arizona AZMNH's second-largest competitor is AZMNH visitors attended Pangaea Boardwalk attractions —over 50%
- of the experiences combo ticket options, pairing 2 or more upcharged experiences, and multiple Arizona Boardwalk attractions have

	\$14	1	\$21.50	243,000	Comp Set	Median of Local Comp Set
	\$50	2	\$23.50	448,000	Comp Set	Average of Local Comp Set
3D Theater, Live Animal Encounters		1	\$29.95		N O	Butterfly Wonderland
		-	\$12.00	60,000	NO	Pioneer Living History Museum
		1	\$17.00	360,000	NO	Children's Museum of Phoenix
			ı	430,000	NO	Mesa Arts Center
		-	\$16.00	175,000	NO O	Arizona Museum of Natural History
Live Animal Encounters, 3D Theater, Animatronics, Night Time Experience, Others TBD	TBD	TBD	TBD		YES	Paradise Earth (Planned)
Fossil Panning	\$6.00		\$20.95		YES	PANGEA
Audio Tour, Animal Encounters	\$50-\$70	2	\$49.95		YES	ODYSEA Aquarium
Films	\$8.00	1	\$28.00	285,920	YES	Phoenix Art Museum
Traveling Exhibit	\$10.00	1	\$20.00	200,000	YES	Musical Instrument Museum
Private Tour	\$22.00	1	\$22.50	200,000	YES	Heard Museum
Vertical Venture, SkyCycle, MakerSpace, Creative Challenge, MidMake	\$5-\$45	5	\$29.95	300,000	YES	Arizona Science Center
Backstage Animal Tours, Discovery Tour, Premium Adventure, Guided Tour, Custom Guided Tour	\$2-\$139	5	\$37.95	1,400,000	YES	Phoenix Zoo
Options	Upcharge Price Range	Upcharg e Options	Adult Tlcket Price	Annual Visitors	Offers Upcharge	Museum / Attraction



offering any food service amenity. AZMNH is 1 of 3 out of its 13 local peers not

- Food service amenities range from fullscale restaurants to cafes to vending machines.
- amenity. occasionally a 2nd option is available, however, it is usually a reduced offering Most museums only offer 1F&B option,

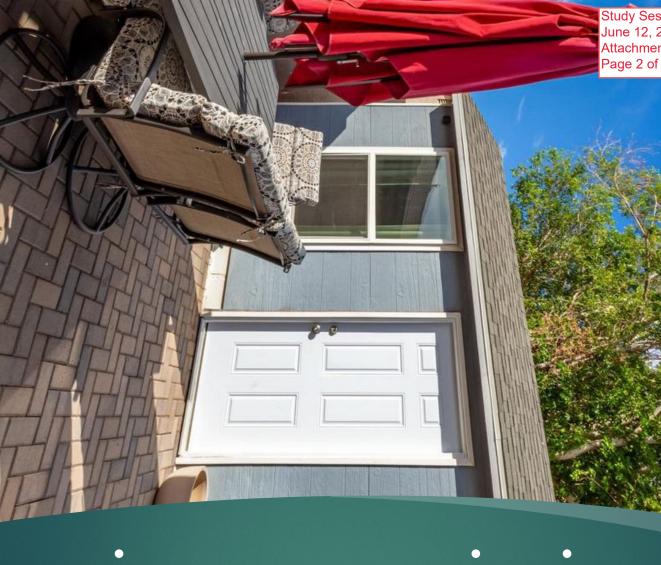
	_	\$20.50	286,000	Comp Set	Median of Local Comp Set
	2	\$23.00	489,000	Comp Set	Average of Local Comp Set
	ı	\$12.00	60,000	NO	Pioneer Living History Museum
	1	1	430,000	NO	Mesa Arts Center
	-	\$16.00	175,000	NO	Arizona Museum of Natural History
The Roost	TBD			YES	Paradise Earth (Planned)
Butterfly Wonderland Café	_	\$29.95		YES	Butterfly Wonderland
Pangaea Cafe and Pub	_	\$20.95		YES	PANGEA
Starbucks	_	\$49.95		YES	ODYSEA Aquarium
"Temporary Cafe"	_	\$28.00	285,920	YES	Phoenix Art Museum
Cafe Allegro, Beats Coffee Bar	2	\$20.00	200,000	YES	Musical Instrument Museum
Courtyard Cafe	1	\$22.50	200,000	YES	Heard Museum
Museum Cafe	_	\$17.00	360,000	YES	Children's Museum of Phoenix
Concessions Stand, Fresh Food Vending Machines	2	\$29.95	300,000	YES	Arizona Science Center
Crossroads Cafe, Farm Cafe, Jungle Java, Keg Corner, Kettle Korner, Safari Snacks, Savanna Grill, Sunset Trea	œ	\$37.95	1,400,000	YES	Phoenix Zoo
F&B Offerings	# of Offering s	Adult Tlcket Price	Annual Visitors	F&B Offering	Museum / Attraction

PARK MODEL RECREATIONAL HOME AS ACCESSORY DWELLING UNITS VEHICLE/ MANUFACTURED

June 12, 2025

Shawn Alexander, Division Chief/Fire Marshal John Sheffer, Building Official and Development Services Deputy Director Mary Kopaskie-Brown, Planning Director

Rachel Phillips, Assistant Planning Director



BACKGROUND

- Mesa has allowed ADUs since approximately 1939
- February 2025 Community and Cultural Development Committee (CCD)
- Discussion on Manufactured
 Homes and Recreational
 Vehicle Subdivisions
- Requested Park Model Recreational Vehicles/Manufactured Homes as ADUs at Committee
- March 2025 CCD recommended discussion be brought to full City Council

une 12, 2029 Attachment 3 Page 3 of 12 WHAT IS ALLOWED TODAY ONE OF THE PAGE 12 WHAT IS ALLOWED TODAY



- Built on site
- International Residential Code
- Certificate of occupancy issued by the City



- Built in a factory and assembled on site
- International Residential Code
- Regulated by Arizona Department of Housing

Page 4 of 12 THER HOUSING TYPES TO CONSIDER TO CONSIDER TO CONSIDER

Park Model Recreational Vehicle



- Built in a factory and moved on site
- American National Standards Institute (ANSI) standards
- Title through Motor Vehicle Departmen:



- Built in a factory and moved on site
- Housing and Urban Development (HUD) standards
- Arizona Department of Housing approval

- Designed for recreational use not as occupancy a primary residence or permanent
- Temporary living quarters for recreational, camping, or seasonal
- Temporary utility connections
- Designed with lighter materials to be with wheels permanently mounted on chassis

Manutacturer's Notice

accordance with ANSI A119.5of this unit further certifies that occupancy. The manutacturer only for recreational use, and Recreational Vehicle designed certifies that it is a Park Model Model Recreational Vehicles. this unit has been built in not for use as a primary Manufacturer of this unit residence or for permanent 15 consensus standard for Park

ARX MODEL RECREATIONAL VEHICLE SAFETY CONSIDERATIONS



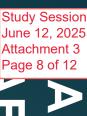
- Fire Safety Standards
- Must include one smoke alarm, CO alarms, and at least one fire extinguisher near fuel-burning appliances
- Minimum two exits (door, window, or hatch)
- Sleeping area two exit paths (minimum 13" wide)
- Interior wall/ceiling materials need a flame-spread index ≤ 200



- Ventilation when using the cooking appliance(s) avoid dangers of asphyxiation
- Lightweight paneling, toam insulation, and upholstered turniture ignite readily, speeding flame spread

DESIGN CONSIDERATIONS DESIGN CONSIDERATIONS

- Designed as a primary residence and permanent occupancy
- Permanent utility connections
- Structure transportable in one or more sections and built on a permanent chassis
- Designed as a dwelling with or without a permanent foundation



June 12, 2025 Attachment 3 Page 8 of 12 ANUFACTURED HOME ONSIDERATIONS



Fire Safety Standards

- Limit how quickly interior finishes can burn
- At least one smoke alarm in living room and one in each bedroom
- Two exit doors one within 35 feet of each bedroom
- Stricter limits than RV Park Models for walls and floors in key spots
- Require barriers that block fire from moving between spaces

Fuel Load and Fire Behavior

- Homes built after 1976 are better at keeping a fire in room where it
- Homes tend to be smaller, which could mean rapid fire growth to flashover compared to other homes

June 12, 2025 Attachment 3 Page 9 of 12 IHER CONSIDERATIONS ONLY ONLY

Opportunities

- Expand housing diversity
- May be more affordableadditional site preparation cost are not factored into base cost
- Fast deployment
- Reduced construction disturbance in neighborhood
- Newer models energy efficient

Constraints

- Mobile if not fixed on foundation-setback compliance
- Financing and insurance
- Neighborhood compatibility
- Lifespan and Replacement not designed for long-term occupancy

10

Study Session June 12, 2025 Attachment 3 Page 10 of 12 COPA COMPARISO Z COMPARISO

	Alternativ	Alternative Construction Permitted	Permitted	
Municipality	Recreational Vehicles	Park Model Recreational Vehicle	Manufactured Homes	Notes
Apache Junction	No	No	No	
Queen Creek	No	No	Z o	
Scottsdale	No	No	Z o	
Chandler	N _O	Z ₀	Yes	 Requires International Code Council Certification Subject to design standards
Phoenix	N _O	Z o	Yes	 Subject to design standards Permanently affixed or foundation required
Tempe	N _O	Yes	Yes	 Permanently affixed or foundation required
Gilbert	No	Yes	Yes	 Permanently affixed or foundation required



QUESTIONS

SUMMARY OF HOUSING TYPES

	Constructe	Constructed in Factory and Transported to Site	ted to Site	Constructed in Factory & Assembled On-Site	Constructed On-Site
	Recreational Vehicle	Park Model Recreational Vehicle	Manufactured Home	Factory Built	Conventional Construction
Also Known As	Travel Trailer	Mobile Tiny Home	Mobile Home (Before 1976)	Modular Pre-Engineered Tiny Home	Site-Built Stick-Built
Building Code	American National Standards Institute	American National Standards Institute	Department of Housing and Urban Development	International Residential Code	International Residential Code
	 Constructed off-site and transported to site Built on a portable 	 Constructed off-site and transported to site 	 Constructed off-site and transported to site 	 Constructed in sections off-site and transported to site 	 Constructed on-site Built on a permanent foundation
Building Standards	• built on a portable chassis	 Built on a portable 	 Built on a permanent 	Assembled on-site on a	 Receives a certificate
Grandards	 Receives title through 	chassis	chassis	permanent foundation	of occupancy from the
	i e	through MVD	Receives title through MVD	occupancy from ADOH	City of Plesa
MZO			 In designated MH Parks & Subdivisions 		
Permitted Locations	 In designated RV Parks & Subdivisions 	 In designated RV Parks & Subdivisions 	 In RV Parks & Subdivisions with approval of a Special Use Permit 	 Outside MH & RV Parks & Subdivisions 	 Outside MH & RV Parks & Subdivisions
Allowed as an ADU	No	No	No	Yes	Yes
Insurance	Specialized due to transportation and	Specialized due to transportation and		Typical home insurance	Typical home insurance
	construction	construction			



20 E Main St Suite 750 PO Box 1466 Mesa, Arizona 85211-1466

illesaaz.gov

June 12, 2025

TO: CITY COUNCILMEMBERS

FROM: MAYOR MARK FREEMAN

SUBJECT: Appointments to Boards and Committees

The following are my recommendations for appointments to the City of Mesa Advisory Boards and Committees:

Board of Adjustment – Seven-member board including new appointments.

<u>Janice Paul</u>, District 5. Ms. Paul is retired from Bullhead City with significant experience in Planning and City Management. She holds a Bachelor of Social Work and a Master of Environmental Planning from Arizona State University. Her first term will expire June 30, 2028.

Design Review Board – Seven-member board including new appointments.

<u>David Winstanley</u>, District 6. Mr. Winstanley is an independent consultant for aerospace engineering after 35 years at Honeywell Aerospace serving as director of the mechanical chief engineers office. He earned a bachelor's degree and master's degree in mechanical engineering from Purdue University. His first term will expire June 30, 2028.

<u>Shelly Girouard Udall</u>, District 5. Ms. Girouard Udall is an experienced and licensed KB-2 general contractor and residential real estate agent. She obtained a Bachelor of Science in History and Political Science from Arizona State University and a Master of Arts in Elementary Education from the University of Phoenix. Her first term will expire June 30, 2028.

Economic Development Advisory Board – Nine-member board including new appointments.

<u>J. Steven Beck</u>, District 1. Mr. Beck is the President and Associate Broker at COBE Real Estate. He holds a bachelor's degree in international business management from Utah Valley University and a Master of Real Estate Development from Arizona State University. His partial term will expire June 30, 2026.



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mesaaz.gov

<u>Susan Stephensen</u>, District 1. Ms. Stephensen is the East Valley local government affairs director at HonorHealth. She holds a bachelor's degree in business management from Brigham Young University and a master's degree in business administration from the University of Phoenix. Her first term will expire June 30, 2028.

<u>Andrew Schreiner</u>, District 1. Mr. Schreiner is the president and general manager of Nammo Defense Systems. He earned a bachelor's degree in global business with a focus in finance from Arizona State University West and a master's degree in business administration from Grand Canyon University. His partial term will expire June 30, 2026.

Historic Preservation Board – Seven-member board including new appointments.

<u>Lamont Slater</u>, District 4. Mr. Slater is the faculty chair of humanities, philosophy, and religious studies at Rio Salado College. He holds a Ph.D. in humanities from Salve Regina University, an MLA in humanities disciplines and cultural studies from St. Edward's University, and a Bachelor of Arts in Political Science from Morris Brown College. His first term will expire June 30, 2028

Library Advisory Board – Nine-member board including new appointments.

Megan Sterling, District 1. Ms. Sterling is the executive director of community relations for the Tempe Union High School District. She holds a Bachelor of Arts in English from the University of California, Irvine, and is a 2012 Mesa LTD graduate. She is a dedicated volunteer at the Mesa Public Library and previously served on the Library Advisory Board. Her first term will expire June 30, 2028.

Museum & Cultural Advisory Board – Eleven-member board including new appointments.

<u>Jania Davis</u>, District 5. Dr. Davis is a family psychiatric mental health nurse practitioner at SoulSpark, LLC. She earned a doctorate from Arizona State University. Her first term will expire June 30, 2028.

Parks & Recreation Board – Eleven-member board including new appointments.

Alexis Zaring, District 4. Ms. Zaring is an environmental program administrator at the Arizona Department of Transportation. She earned a Bachelor of Science in Environmental Engineering with a minor in Leadership Communications from Missouri University of Science and Technology and a Master of Arts in Applied Community Development from Future Generations University. Her first term will expire June 30, 2028.



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<u>Sean Lunny</u>, District 2. Mr. Lunny is a portfolio manager at Stoker Ostler. He holds a Master of Science in Investment Management and Financial Analysis from Creighton University, a Bachelor of Science in Business Management from the Marriott School of Management at Brigham Young University, and he obtained his Certified Financial Planner certification from Arizona State University. His first term will expire June 30, 2028.