



COUNCIL MINUTES

December 5, 2024

The City Council of the City of Mesa met in a Study Session in the lower-level meeting room of the Council Chambers, 20 East Main Street, on December 5, 2024, at 7:30 a.m.

COUNCIL PRESENT

John Giles
Francisco Heredia
Jennifer Duff
Alicia Goforth
Scott Somers
Julie Spilsbury

COUNCIL ABSENT

Mark Freeman

OFFICERS PRESENT

Scott Butler
Holly Moseley
Jim Smith

Mayor Giles conducted a roll call.

Mayor Giles excused Councilmember Freeman from the entire meeting.

1. Review and discuss items on the agenda for the December 9, 2024, 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

Assistant City Manager Scott Butler notified the Council that Item 6-e, **(ZON24-01003 “Carmello by Blandford Homes” 30+ acres located at the southeast corner of Norh Hawes Road and East McDowell Road.)**, on the Regular Council meeting agenda was withdrawn by the applicant and will be removed from the agenda.

Councilmember Somers commented on Item 3-f, **(The Stone House)**, on the Regular Council Meeting agenda, requesting staff to draw attention to the past issues when forwarding the application to the Liquor Board for approval.

Responding to a question from Councilmember Duff regarding Item 5-a, **(Adopting and publishing the City of Mesa 2050 Transportation Master Plan as a guiding document regarding the vision for transportation investment and policy in the City of Mesa. (Citywide))**, on the Regular Council Meeting agenda, Transportation Department Director RJ Zeder explained that the proposed item is to adopt the final version of the 2050 Transportation Master Plan.

Councilmember Duff expressed concern about the document that is being presented for approval and requested additional information from staff.

Assistant Transportation Director Erik Guderian confirmed that the document has not been changed since the last Study Session discussion and offered to meet for further discussion.

Mayor Giles stated that the item will remain on the agenda unless otherwise directed.

In response to a request from Councilmember Somers regarding Item 5-c, (**Recommend approval of a locally preferred alternative (LPA) extending streetcar east on Rio Salado Parkway from the current streetcar terminus at Marina Heights to Dobson Road, south on Dobson Road terminating at Main Street.**), on the Regular Council Meeting agenda, Transit Services Director Jodi Sorrell introduced Trevor Collon, Valley Metro Capital Development Division Director, and displayed a PowerPoint presentation. (**See Attachment 1**)

Ms. Sorrell clarified that the approval of the locally preferred alternative (LPA) does not commit to construction of the streetcar extension or authorization for local funds to be used on the project. She confirmed that the LPA would formalize the proposed route and allow the City of Mesa (COM), Tempe, and Valley Metro to utilize the federal funds to determine the viability of the project. She provided socioeconomic data from Maricopa Association of Governments (MAG) which supports the streetcar route study and includes population and employment growth in the proposed study area. (See Pages 2 and 3 of Attachment 1)

Discussion ensued regarding population growth in the proposed study area.

Responding to a question from Mayor Giles, Ms. Sorrell explained that this is a long-term process, and the study will provide data to assist in deciding the final streetcar route.

Ms. Sorrell identified the recommended Rio East-Dobson Extension (REDE) LPA and pointed out the proposed route along Rio Salado Parkway and Dobson Road from Marina Heights to Main Street. She explained the stages of the project and stated that if the LPA is adopted the preliminary engineering will be at 30% completion and gave details about the next steps which included a final recommendation to the Council. (See Pages 4 through 6 of Attachment 1)

Ms. Sorrell provided background on the streetcar project that started in 2017. She gave an overview of the final study results of the Fiesta District Alternatives Analysis (FDAA), which assessed 11 potential high-capacity transit (HCT) corridors and the Tempe/Mesa Streetcar Feasibility study (TMSFS), which assessed 13 potential streetcar corridors. She reported that if the proposed LPA is approved, a similar study will be conducted in the REDE corridor. She summarized the recommendations from the FDAA and TMSFS. (See Pages 7 through 11 of Attachment 1)

Ms. Sorrell explained that since 2017, over 63 public outreach events have taken place in West Mesa regarding the possible streetcar expansion. She discussed the areas with potential for integrating the streetcars into other areas in the COM that were discovered during the study. (See Pages 12 and 13 of Attachment 1)

Ms. Sorrell reiterated that the proposed item was to bring the recommended REDE LPA to Council for consideration. (See Page 14 of Attachment 1)

Discussion ensued regarding the proposed streetcar route.

Councilmember Somers expressed his concern about the proposed streetcar project.

Mr. Collon confirmed the total cost for construction of the Tempe Streetcar project was approximately \$192 million 17 years ago.

Additional discussion ensued regarding the grants received and other possible funding sources.

Councilmember Duff spoke in support of the proposed streetcar extension.

Ms. Sorrell reminded the Council that the current request is to move forward with the LPA study, which will determine if the proposed route will be viable. She reported that the response from citizens during the public outreach was mixed, with some citizens being concerned about increased crime along the proposed route. She recalled that the studies would uncover these details and provide data that is needed to make the final decision.

Discussion ensued regarding ridership numbers and crime statistics for the existing public transit system.

Mayor Giles spoke in support of the proposed streetcar expansion.

Mayor Giles thanked staff for the presentation.

2-a. Hear a presentation, discuss, and provide direction on the 20th Anniversary public art mural at the Mesa Arts Center.

Assistant to the City Manager Andrea Alicoate introduced Mesa Arts Center Executive Director Mandy Tripoli and displayed a PowerPoint presentation. **(See Attachment 2)**

Ms. Tripoli announced the upcoming 20th anniversary of the Mesa Art Center (MAC). She pointed out the existing mural that was created to celebrate the 10th anniversary and explained the background and meaning of that piece. She reminded the Council of the contract with the artist, Shepard Fairey, which was executed to pursue mural artwork concepts that would respond to the COM Climate Action Plan. She provided an example of a mural done by the artist in Costa Mesa, California and explained the methodology that Mr. Fairey uses in his art pieces. (See Pages 2 through 5 of Attachment 2)

Ms. Alicoate provided an outline of the process for selecting the mural. She confirmed that the Museum and Cultural Advisory Board (MCAB) have reviewed and recommended the submitted artwork. She verified that mural installation would be anticipated for spring 2025 to conclude the 20th Anniversary celebrations. She pointed out that the mural is to remain on the site for at least two years, and the COM must maintain the piece and make repairs as needed. (See Page 6 of Attachment 2)

In response to a question from Councilmember Spilsbury, Ms. Alicoate confirmed that the current mural at the MAC has been there for 10 years and still looks good.

Ms. Alicoate explained that once approved, the mural installation would take approximately three days to install and would be completed by three to five artist team members. She recalled that the MAC Foundation will reimburse up to \$30,000 to cover the cost of the materials, supplies, and

travel costs. She mentioned the artist is donating the design to the COM. (See Page 7 of Attachment 2)

Ms. Alicoate discussed the three mural options submitted to the COM for consideration for Wall 1 and Wall 2 and explained the meaning for each piece. She identified both options for 'C' were removed by the MCAB and City staff because they did not meet the request to reflect Mesa community and City priorities. (See Pages 8 through 11 of Attachment 2)

Ms. Tripoli gave an overview of the two options for consideration for each wall and confirmed that the proposed art is from Mr. Fairey's vast collection. She described the meaning of the images pulled from the artist's iconography print collection, highlighting the shapes, colors, and patterns. (See Pages 12 and 13 of Attachment 2)

Ms. Alicoate presented photos of the paired mural pieces recommended by MCAB for each wall. She summarized the process for selecting the art for the mural and requested direction from the Council on how to proceed. (See Page 14 through 16 of Attachment 2)

Discussion ensued regarding the proposed options and consideration for changing the smokestacks from Option A of Wall 1 and the bee from Option B of Wall 2.

Deputy City Manager Candace Cannistraro explained that the contract with Mr. Fairey allows for minor adjustments to the samples provided, such as the opportunity of swapping out one section of a panel for another piece from his collection.

Ms. Tripoli confirmed that the feedback received from Council will be relayed to Mr. Fairey, who is open to the idea of replacing pieces of the design with other pieces from his existing iconology. Staff will request that he provide additional options for review.

Additional discussion ensued regarding the iconography of the proposed mural art.

Mayor Giles summarized the Council's preferences for Wall 1, Option B, with a request to swap out the smokestack icon for another piece from his collection, and to request the artist to provide three additional options for review for Wall 2 based on feedback from Council.

Mayor Giles thanked staff for the presentation.

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

3-a. Library Advisory Board meeting held on May 21, 2024.

3-b. Public Safety Committee Meeting held on October 21, 2024.

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

Upon tabulation of votes, it showed:

AYES – Giles–Heredia–Duff–Goforth–Somers–Spilsbury

NAYS – None

ABSENT –Freeman

Mayor Giles declared the motion carried unanimously by those present.

4. Current events summary including meetings and conferences attended.

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

5. Scheduling of meetings.

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

Monday, December 9, 2024, 5:15 p.m. – Study Session

Monday, December 9, 2024, 5:45 p.m. – Regular Council meeting

6. Adjournment.

Without objection, the Study Session adjourned at 9:42 a.m.

JOHN GILES, MAYOR

ATTEST:

HOLLY MOSELEY, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 5th of December 2024. I further certify that the meeting was duly called and held and that a quorum was present.

HOLLY MOSELEY, CITY CLERK

sr
(Attachments –2)

Rio East-Dobson Streetcar Extension Locally Preferred Alternative (LPA)

City Council Study Session

December 5, 2024

Jodi Sorrell, Transit Director

Trevor Collon, Valley Metro



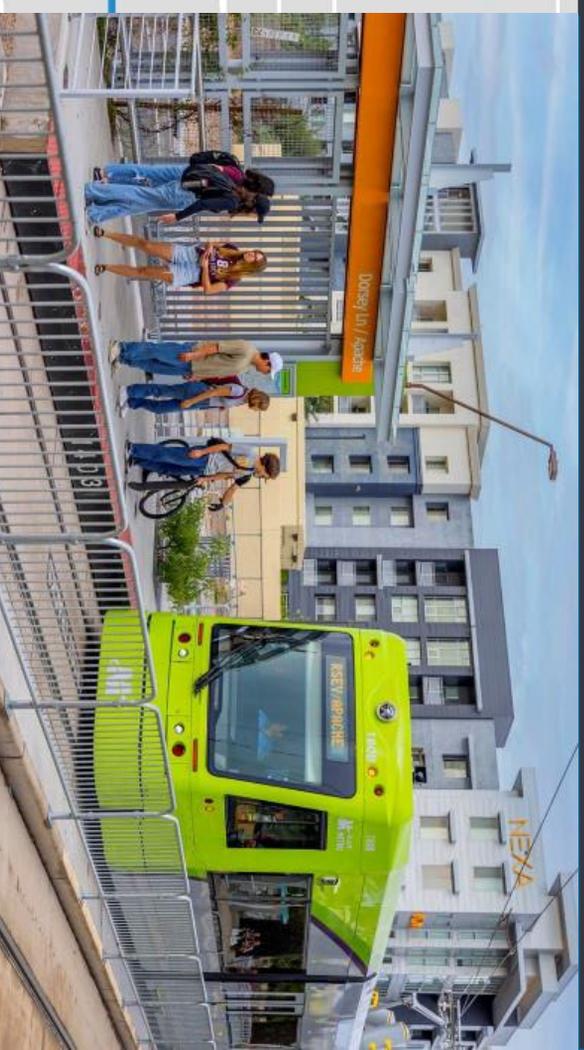
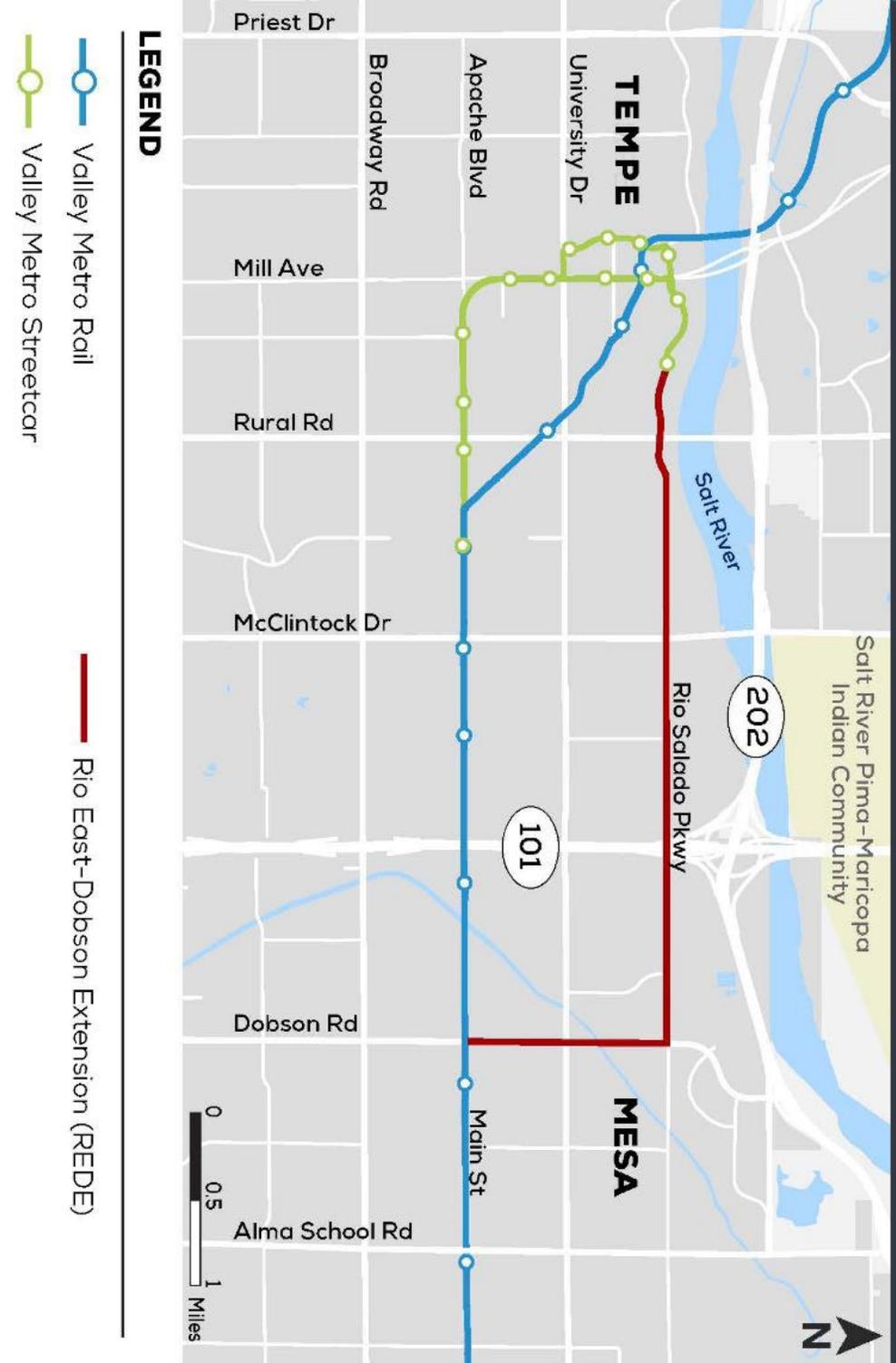
About this item

- Approving the recommended locally preferred alternative (LPA) **does not** commit Mesa to:
 - Construct a streetcar extension
 - Allocate any additional local funds to this project
- Approving the recommended locally preferred alternative (LPA) would:
 - Allows the cities of Mesa and Tempe and Valley Metro to utilize federal funds to determine the viability of the project
 - Formalize the route and the mode to give residents certainty

Why Study Streetcar?

- Population in study area is projected to grow 55% by 2050
- Employment in study area is projected to grow 45% by 2050.
- U.S. Census data shows, 58% of the households within the study area consist of 0-1 car households.
- Connection to growing activity centers including Riverview and the Asian District
- Study area is generally comprised of Mixed Residential, Urban Center and Regional Center placetypes which support investment and redevelopment

Recommended REDE Locally Preferred Alternative



- **Mode:** Streetcar
- **Route:** Rio Salado Pkwy and Dobson Rd from Marina Heights to Main St.

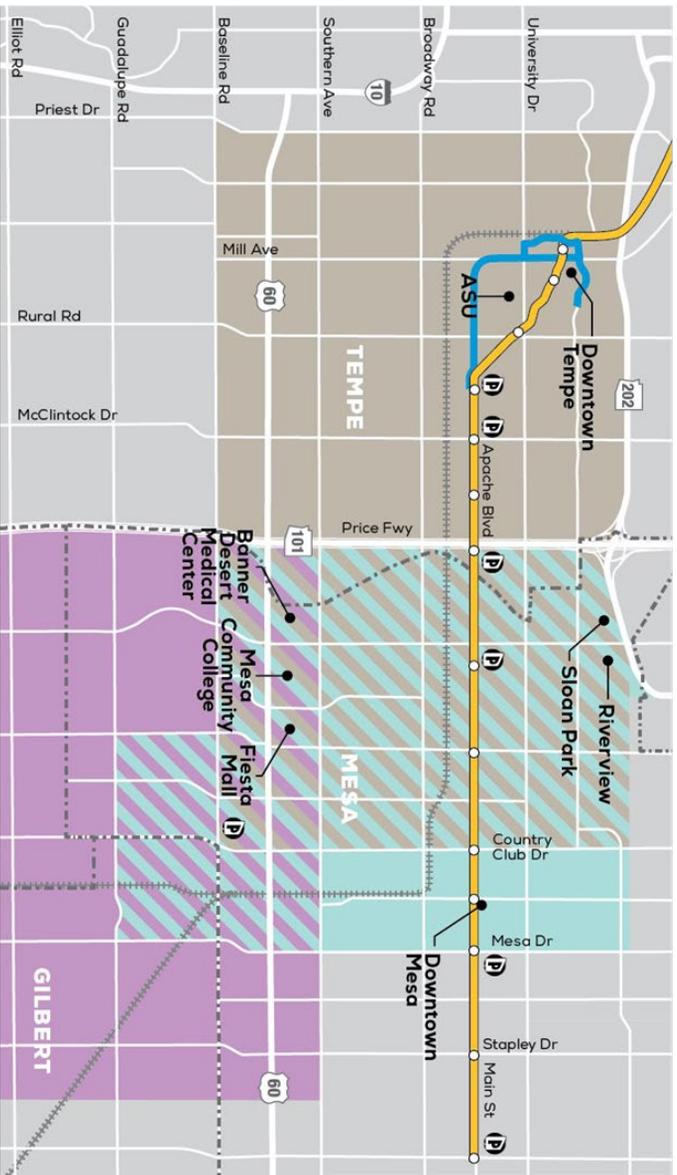
Process



Next Steps if LPA is approved

- Street configuration and station locations
- Utilize the \$16M RAISE Grant to:
 - Identify right-of-way needs
 - Initiate environmental assessment
 - Identify construction impacts
 - Better define the project budget

Previous Studies



- **Tempe/Mesa Streetcar Feasibility Study (TMSFS)**
 - Evaluate possible streetcar extensions in Tempe and Mesa

- **Fiesta District Alternatives Analysis (FDAA)**
 - Evaluate potential High Capacity Transit (HCT) corridors and modes in west Mesa

- **Related Study: Arizona Avenue Alternatives Analysis (AAAA)**
 - Downtown Chandler

Project Background

FIESTA DISTRICT ALTERNATIVES ANALYSIS

Final Report



- Began 2017; Completed 2020
- Collaboration between Valley Metro, Mesa and MAG
- Assessed 11 potential High-Capacity Transit corridors

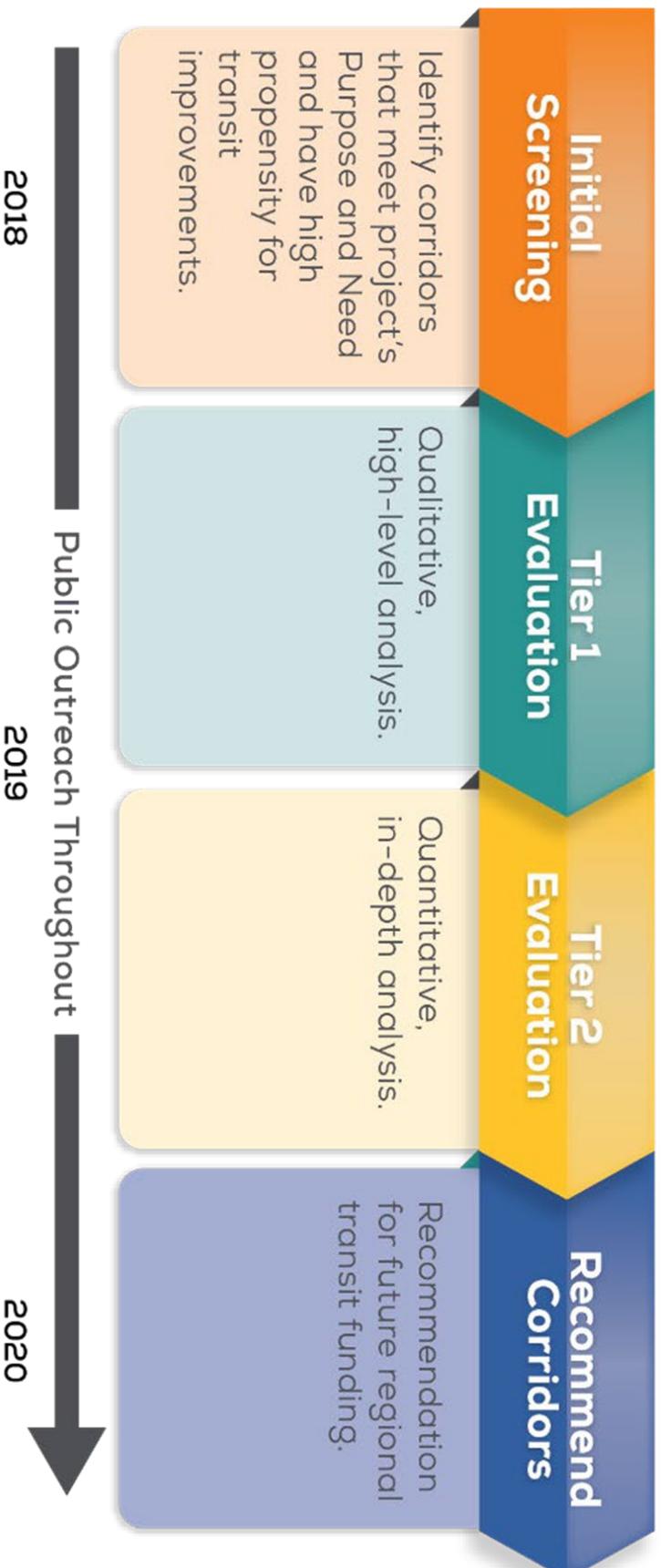
TEMPE/MESA STREETCAR FEASIBILITY STUDY

Final Report



- Began 2018; Completed 2020
- Collaboration between Valley Metro, Tempe and Mesa
- Assessed 13 potential streetcar corridors

FDAA & TMSFS Study Process

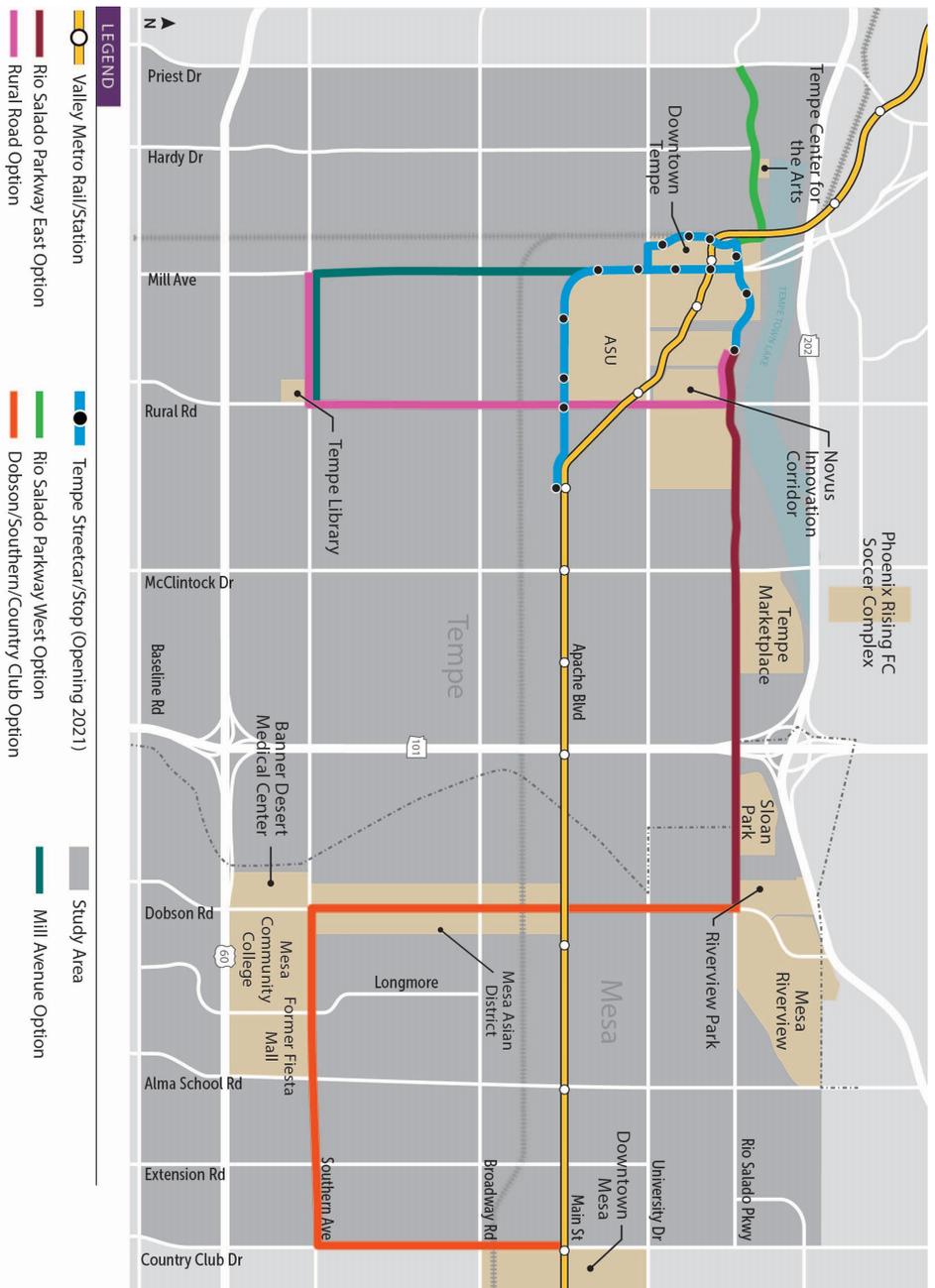


Fiesta District Alternatives Analysis Recommended HCT Corridor



- Dobson Rd/Southern Ave/Country Club Dr
- Preferred mode left to be determined in a later study

Tempe/Mesa Streetcar Feasibility Study Recommended Streetcar Corridors (in rank order)



1 Rio Salado East: Marina Heights to Dobson

2 Rural: Marina Heights to Southern/Mill

3 Dobson, Southern, Country Club

4 Mill: Apache to Southern/Rural

5 Rio Salado West: Ash to Priest

Public Outreach (2017 – present)

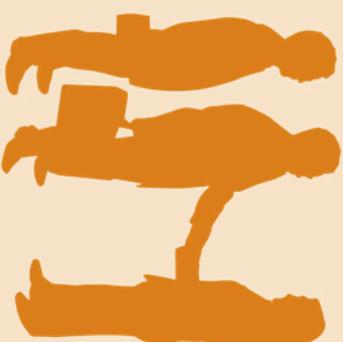
Over **63** public outreach events since 2017 in West Mesa where streetcar has been included FDAA, TMSFS, 2050 Transit Master Plan, Mesa CONNECTED TOD Study and Rio East-Dobson Streetcar Study

- 26 individual stakeholder meetings
- 11 public meetings
- 3 virtual public meetings
- 6 online surveys
- 4 community events
- 7 presentations to advisory boards/commissions
- 6 presentations to City Council

Steps to Support Investment

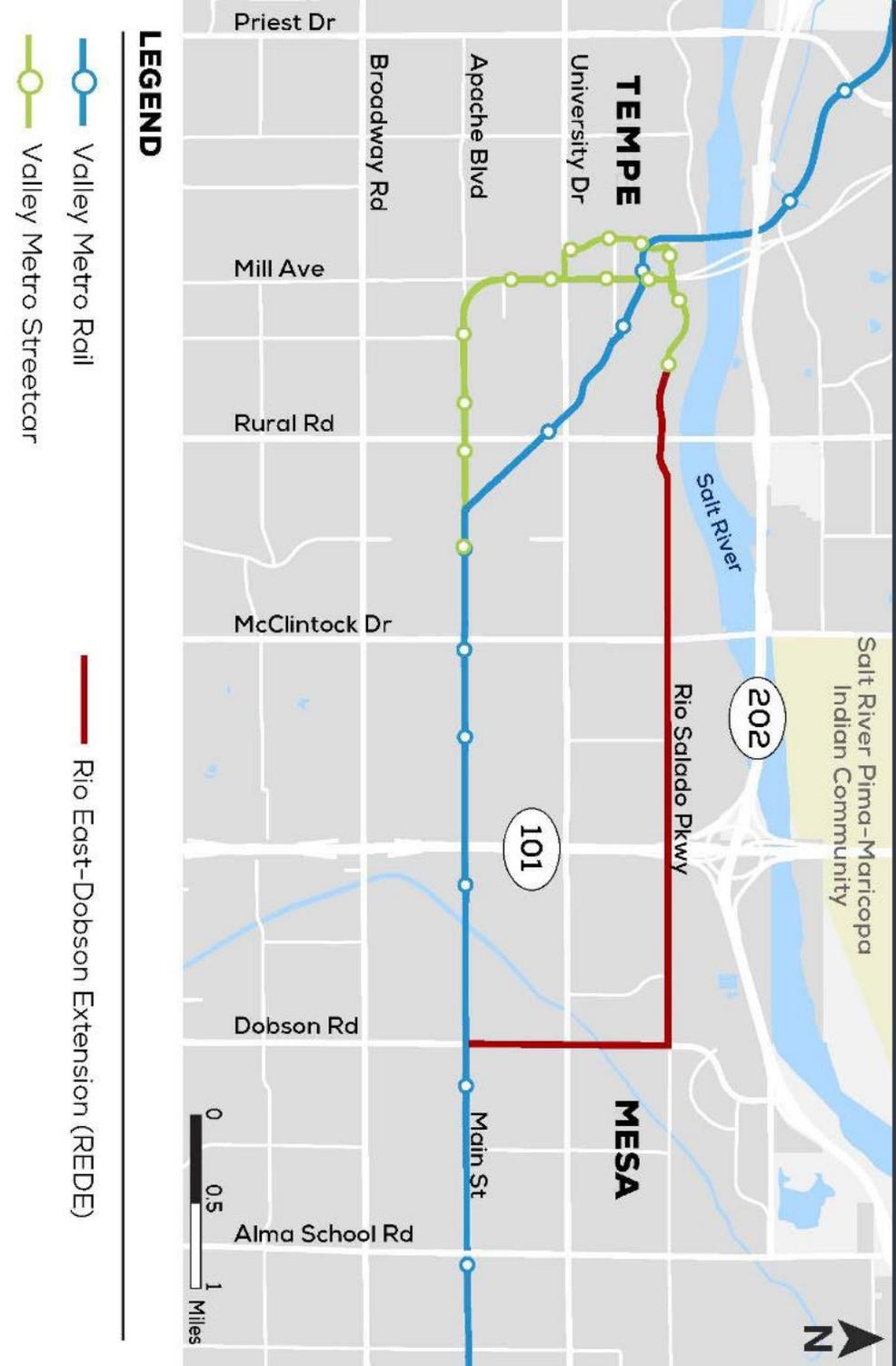


- **Extend Route 48 from Tempe Marketplace to Mesa Riverview on Rio Salado Pkwy**
- **Enhance service on Route 30 – University Dr and Route 45 – Broadway Rd**
- **Implement a uniquely branded local circulator route to further develop transit market**



- **Integrate corridor into the city of Mesa's General Plan update to drive transit-supportive development**
- **Continue coordination with developers to seek opportunities to integrate streetcar intodevelopments**
- **Encourage developers along the corridor to implement transit-oriented development elements**

Recommended REDE Locally Preferred Alternative for Council Consideration



- **Mode:** Streetcar
- **Route:** Rio Salado Pkwy and Dobson Rd from Marina Heights to Main St.

20
YEARS



MESA ARTS CENTER



20th Anniversary Mural

December 5, 2024

City Council Study Session

Andrea Alicoate, Assistant to the City Manager

Mandy Tripoli, Mesa Arts Center Executive Director

20
YEARS



MESA ARTS CENTER



The Mesa Arts Center's mission:
To create meaningful arts
experiences in Mesa for everyone



Goals:

- **Celebrating our 20th Anniversary.**
- Opportunity to create a welcoming entryway to the Mesa Art Center's Campus from Center Street.
- Continue to respond to interest and energy about adding public art to our Mesa environments.
- Create a beacon to viewers, communicating that Mesa is an innovative, welcoming community.
- Authentically enhance the sense of place.



**MCA
Loading
Dock**

**Painting
Drawing
Printmaking
Studio**

Box Office

CENTER STREET

**Glass
Studio**

**Ceramics
Studio**

20
YEARS



MESA ARTS CENTER





Shepard Fairey



“Welcome Home” Mural by Shepard Fairey Painted on Baker Block
Costa Mesa, CA Completed in 2018

20
YEARS



MESA ARTS CENTER



Current Process:

- Artist submitted three (3) options of artwork responding to the Mesa Climate Action Plan to be considered by City Council for selection.
 - Reviewed and recommendations provided by the Museum and Culture Advisory Board (MCAB).
 - Three (3) additional options may be provided if none are selected.
 - May select for one or both walls.
 - If none are selected, option to terminate artist contract and/or move to Request For Proposal (RFP) process if none are selected.
- If an Option is selected:
 - Mural installation to remain on the site for at least two (2) years.
 - The City will maintain the mural unless it becomes damaged and repair would not be appropriate, feasible, or cost-effective.
- Mural installation anticipated for Spring 2025 to conclude the 20th Anniversary celebrations.

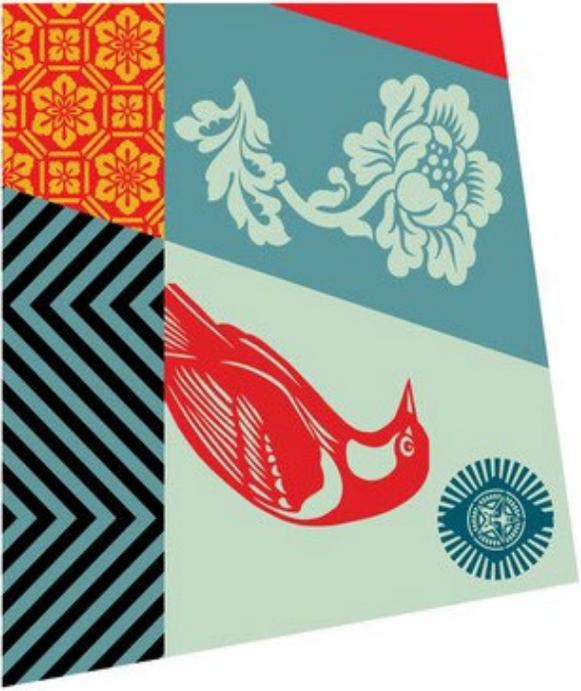


- The mural to take approx. 3 days to complete, with 3-5 artist team members.
- Up to \$30,000 reimbursement stipend funded by the Mesa Arts Center Foundation to cover the costs of materials/supplies and travel.
- Artists fees for design and mural art to be donated by Shepard Fairey.





Art Selection Consideration & Recommendation



A



B



C



A



B



C

Options Provided by Artist: Wall 2

MCAB & Staff Recommendation:

Both options for 'C' to be removed from consideration as they did not meet request to reflect Mesa community and/or City priorities.

- **Wall 1: “Desert Today Ocean Tomorrow” and “Ocean Today Desert Tomorrow”**
 - Represents the New Mexico desert and ocean, lacks Mesa connection
- **Wall 2: Arts Vote**
 - Request for emphasis on a Mesa City Council Strategic priority not reflected
 - Includes text





A



B

Options for Consideration: Wall 1



A



B

Options for Consideration: Wall 2



MCAB Recommendation - Pair #1 (Example to Scale)



MCAB & Staff Recommendation - Pair #2 (Example to Scale)



Seeking Council Direction

Options for Consideration:

- Select mural from provided options for one or both walls.
- Move forward with recommendations from MCAB and Staff.
- Seek Three (3) additional options from Artist.
- Terminate artist contract and/or move to Request For Proposal (RFP) process if none are selected.



20
YEARS



MESA ARTS CENTER



mesaaz

Thank you

Questions or Comments?