

# GENERAL DEVELOPMENT COMMITTEE MINUTES

May 27, 1999

The General Development Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on May 27, 1999 at 9:41 a.m.

## COMMITTEE PRESENT

Jim Davidson, Chairman  
Keno Hawker  
Dennis Kavanaugh

## COMMITTEE ABSENT

None

## STAFF PRESENT

C.K. Luster  
Shelly Allen  
Wayne Balmer  
Cindy Barris  
Neal Beets  
Gerry Gerber  
Barbara Jones  
Ron Krosting  
Greg Marek  
Patrick Murphy

## OTHERS PRESENT

Vince DiBella  
Joanie Flatt  
John McNamara  
Tom Verploegen  
Celeste Werner  
Mary Jo Whalen  
Others

### 1. Discuss and consider implementation strategies regarding the downtown concept plan.

Redevelopment Director Greg Marek advised that BRW, the consulting firm assisting the City in the preparation of a downtown concept plan, has developed draft implementation strategies based on the preferred plan recently approved by Council.

Celeste Werner and John McNamara, representing BRW, distributed to the Committee a copy of a draft implementation framework. Ms. Werner stated that the framework consists of more than 30 projects classified into the following categories: a) identity and infrastructure, b) arts, culture, and entertainment, c) residential and neighborhoods, d) public sector employment, e) private sector employment, and f) public policy and regulations. Ms. Werner stated that the individuals having primary responsibility for each of the projects have been identified, along with the anticipated time frame for completion and potential resources (funding). Ms. Werner reported that time frames have been designated as 1-2, 2-3, 3-5, and 5+ years and that key notes have been included to be utilized as guidelines when implementing various projects. Ms. Werner indicated that the projects have not yet been prioritized.

Ms. Werner provided an overview of the framework and highlighted implementation strategies relating to the proposed urban campus, mid-block pedestrian pathways, light rail transit and transit stations (to be coordinated with RPTA or another regional agency), multi-modal transit center, potential future shuttle bus circulator system, performing arts and entertainment center, Mesa Verde Resort, aquatics center, City demonstration project, public plaza area, development of a public art program, culture walk, residential development, public campus master plan, retail/gateway nodes, and the former Bank One project.

Ms. Werner and Mr. McNamara advised that strategies pertaining to public policy and regulations include the

following: a) revise the Zoning Ordinance to reflect the downtown concept plan, b) formulate Town Center redevelopment strategic plan, c) prepare market studies for downtown retail, housing, and restaurants/entertainment (assisted by an economist), d) prepare detailed downtown urban design guidelines and plan, redevelopment site studies, and requests for proposals (RFPs), e) formulate and adopt municipal infill development policy, f) conduct feasibility study to convert Irving School to artist housing/studios, g) prepare a private development incentive package, h) implement a green tape program, and i) formulate a ground floor retail policy.

Ms. Werner and Mr. McNamara responded to questions from the Committee pertaining to specific projects and funding sources, marketing incentives, zoning/nonconforming uses, design, time frames, and diversity.

Committeemember Hawker suggested that the time frame for the aquatics center reflect 2-3 years instead of 3-5 years. Committeemember Hawker requested information pertaining to incentives offered by the City of Phoenix and spoke in favor of eliminating the proposed feasibility study regarding the conversion of the Irving School.

Committeemember Kavanaugh questioned the ability to accelerate the proposed acquisition of the former East Valley Institute of Technology (EVIT) site (noted as 5+ years). Ms. Werner indicated that the project should additionally encompass the time frames of 1-2, 2-3, and 3-5 years and will require coordination with numerous other projects.

In response to a question from Chairman Davidson, Mr. McNamara advised that recommendations relative to housing mix (e.g., affordable, market-rate) will be developed. Chairman Davidson noted the increased workload that will be involved in implementing the concept plan.

Brief discussion ensued concerning redevelopment and strategic planning.

Ms. Werner and Mr. McNamara thanked the Committee for their input and advised that the implementation strategies will be prioritized for presentation to the Committee.

(In response to a question from Mr. Marek, Chairman Davidson stated that it is the consensus of the Committee that discussion pertaining to Site 23 be referred to Council.)

## 2. Adjournment.

It was moved by Committeemember Kavanaugh, seconded by Committeemember Hawker, that the meeting of the General Development Committee adjourn at 10:44 a.m.

Carried unanimously.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the meeting of the General Development Committee of the City of Mesa, Arizona, held on the 27th day of May 1999. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this \_\_\_\_ day of \_\_\_\_\_ 1999

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BARBARA JONES, CITY CLERK