

COMMUNITY & CULTURAL DEVELOPMENT COMMITTEE

June 2, 2011

The Community & Cultural Development Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on June 2, 2011 at 9:50 a.m.

COMMITTEE PRESENT	COMMITTEE ABSENT	STAFF PRESENT
Dave Richins, Chairperson Christopher Glover Scott Somers	None	Alfred Smith Natalie Lewis

1. Items from citizens present.

There were no items from citizens present.

2-a. Hear a presentation, discuss and make a recommendation regarding Parks, Recreation and Commercial Facilities Department's proposed city code revisions.

Director of Parks and Recreation Marc Heirshberg displayed a PowerPoint presentation (**See Attachment 1**) outlining the proposed revisions to the City Code as they relate to Parks, Recreation and Commercial Facilities. He stated that the City Code Chapters pertaining to Parks and Recreation were last updated in 2004. He briefly highlighted some simple updates to Title 3, Chapter 8 regarding the current organizational structure and position titles within the Department. (See Page 2 of Attachment 1)

Mr. Heirshberg reported that some changes were also made within Title 6, Chapter 10 as it relates to the organizational structure and position title for Parks, Recreation and Commercial Facilities. He stated that definitions were updated to reflect the large number of undeveloped park land throughout the City, and allow more sites and event specific considerations for public land use. He said the language in Sections 6-10-3-D, 6-10-3-T and 6-10-5-b in regards to urban camping in parks and public facilities was updated to discourage camping and personal hygiene activities within the parks. (See Page 3 of Attachment 1)

In response to a question from Chairperson Richins, Mr. Heirshberg explained that the City of Mesa does not have any urban camping parks or camp grounds.

Mr. Heirshberg advised that Sections 6-10-3-G of Title 6, Chapter 10 were changed to allow more accessible accommodations for motorized vehicles used by citizens with disabilities. He said that Section 6-10-3-J was also updated to allow leashed dogs in all parks and basins, with

the exception of playgrounds, sports complexes, athletic fields, sports courts or ramadas. He stated that this update was based on recommendations from the Parks and Recreation Advisory Board and approved by this Committee for a trial period. He explained that these changes have been in force on a trial basis for over a year and many positive comments have been received.

Chairperson Richins commented on an experience involving a leashed dog that was present at a flag football game in one of the basins. He expressed his concern regarding dogs being allowed in public parks.

Discussion ensued regarding whether dogs should be allowed in all public parks or only in parks that have water and other accommodations for dogs.

Mr. Heirshberg advised that the majority of the complaints received are not regarding dogs but dog owners. He stated that a "Doggie Do's and Don'ts Program" has been implemented that includes public service announcements on Channel 11. He added that Park Rangers work with animal control and the Police Department to enforce the leash laws.

Chairperson Richins suggested that dogs not be allowed in parks until the "doggie doo stations" and other accommodations are available in the parks. He expressed his frustration regarding leashed dogs in parks that intimidate his children.

In response to the suggestion made by Chairperson Richins, Mr. Heirshberg explained that only allowing dogs in parks that have dog accommodations would be difficult to enforce. He stated that the issues raised have been addressed and changes have been made to the wording of the Code which indicates that dogs are not allowed on sport fields, sports courts or ramadas.

Deputy City Attorney, Alfred Smith advised that one of the issues is that basins do not have any type of facilities for dogs. He stated that if dogs are not allowed in areas that do not have accommodations then the basins would need to be removed as an allowable leashed dog area until accommodations are in place.

Chairperson Richins requested that efforts continue to be made to educate the public on when dogs are allowed in parks.

Mr. Heirshberg reported that a final change was made to Title 6, Chapter 10 which relates to the beer and wine permitting process. He said that the current code is restrictive and only permits beer and wine in certain parks. He advised that by working with the Parks and Recreation Advisory Board a policy was developed that provides more flexibility. He stated that the policy will allow Beer and Wine Permits at any park that reserves ramadas or sports fields. (See Page 5 of Attachment 1)

In response to a question from Chairperson Richins, Mr. Heirshberg explained that the parks and basins have few calls for police service. He said that beer and wine is currently being consumed in the park parking lots and this Code will allow for enforcement. In addition, he said charging a fee to have beer and wine in the park provides an opportunity to generate a little revenue. He stated that under the Code Park Rangers would be allowed to ask if people have a permit for beer or wine. He added that currently beer and wine is hidden in vehicles in the parking lots of the parks.

Parks and Receptions Community Facilities Planning and Development Supervisor Andrea Moore advised that beer and wine is not allowed in dugouts and must be outside of a playing field. She said the field supervisor has the authority to remove someone from a game that is intoxicated.

Mr. Heirshberg remarked that the idea of this Code is not to encourage a "beer league" but to provide some enforcement and control opportunities.

It was moved by Committeemember Somers, seconded by Committeemember Glover to approve the revisions to the City Code.

Carried unanimously.

Chairperson Richins thanked staff for the presentation.

2-b. Hear a presentation, discuss and provide direction on the Central Main Street Plan.

Planning Director John Wesley displayed a PowerPoint presentation (**See Attachment 2**) highlighting the Central Main Street Plan. He stated that the plan includes the extension of the Light Rail, Council Strategic Initiatives and funding available through the Energy and Environment Stimulus Grant from the Department of Energy (DOE). (See Page 2 of Attachment 2)

Mr. Wesley briefly outlined the objectives of the Central Main Street Plan and said there will be great economic potential with the extension of the Light Rail. He displayed a map (See Page 4 of Attachment 2) of the entire Central Main plan area. He also displayed a map of the Relative Development Intensities (See Page 5 of Attachment 2) along the Main Street Corridor and said that it is expected that over time the downtown area will be emphasized and will experience the greatest amount of change.

Mr. Wesley reported that some guiding principles have been established to assist in working through the Central Main Street Plan process. (See Pages 6 & 7 of Attachment 2) He requested that the Committee provide feedback on what has been drafted thus far. He stated that this presentation will also be presented to other committees in order to receive their input as well.

Planner Jeff McVay continued the presentation and outlined the goals, policies and principles of the projects included in the Central Main Street Plan. He said the first guiding principle is to establish a people friendly community by creating a pedestrian oriented environment that is safe and attractive and includes a variety of transportation options. In addition, he said the plan includes policies that support the positive integration of new development with existing development, as well as maintenance of existing neighborhoods and parks through traditional and nontraditional land acquisition. He added that he has been persistent in establishing Central Main Street as a pet friendly area. (See Page 10 of Attachment 2)

Mr. McVay said community parks and open spaces are an important element of the community and several projects have been devoted to that topic. He advised that an inventory would be conducted of existing open spaces and amenities. In addition he said recommendations and design standards for new open space will be explored. (See Page 11 of Attachment 2)

Mr. McVay reported that additional policies intended to improve accessibility range from providing multiple transportation options to relocating utilities such as flood irrigation standpipes and utility poles that block sidewalks. He said projects to improve the bicycling environment consist of limiting the number and width of driveways that cross sidewalks. He stated that new development will be encouraged to incorporate the Crime Prevention Through Environmental Design (CPTED) principles. He added that policies have also been developed that encourage public events and activities, as well as community gardens. (See Page 12 of Attachment 2)

Mr. McVay advised that prosperous community goals focus on improving the economic success and vitality of the Central Main Street area with an emphasis on downtown. He said the goals to achieve this include a high-quality built environment consisting of a wide range of residential housing stock. He also said that supporting job creation, education and workforce development as well as a multi-modal transportation network contribute to a prosperous community. (See Page 13 of Attachment 2) He said policies in support of a prosperous community include the creation and enhancement of community character and the protection of the historic resources. He stated that new projects include new funding mechanisms for preservation and improvement of historic property as well as the development of a "fun" index.

In response to a question from Chairperson Richins, Mr. McVay explained that a "fun" index was established that identifies a neighborhood and provides a score card based on the number of entertainment venues in the area such as restaurants, night clubs and sporting events. He said each neighborhood is given a score and the higher the score the more fun that neighborhood is considered to be.

Responding to an additional question from Chairperson Richins, Mr. McVay explained that there is a specific policy that relates to the undergrounding of utilities. He said a project has been created that will determine how to address undergrounding utilities through redevelopment or through City Capital Improvement Project (CIP) funds.

Mr. McVay stated that the diverse community goal addresses social and cultural diversity by creating a diverse housing stock that includes a mix of historic buildings as well as new development. He said the goal also addresses diverse businesses, as well as diverse transportation options. (See Page 15 of Attachment 2)

Discussion ensued regarding the types of housing development that are anticipated.

Chairperson Richins remarked on the funding sources for housing development and said that the low income housing tax credit was not listed and is a primary mechanism for some citizens.

Mr. McVay stated that other diverse projects and programs include the expression of culture through the building environments and celebrating diversity through events and festivals. He added that due to budget constraints alternative funding sources for cultural events will be explored.

Mr. McVay stated that one of the community goals is to emphasize redevelopment potential and encourage the retention and development of diverse businesses that result in high quality jobs. He said that the Light Rail System will be used as a marketing tool to attract businesses, particularly "green" businesses that will find a benefit in locating on a public transit line. He

added that an inventory of existing businesses and business gaps will be created in order to focus on recruitment locations. (See Page 17 of Attachment 2)

Mr. McVay said that another guiding principle deals with creating a memorable place and allowing flexibility for creative development with a mix of land uses. In addition, he said finding alternative revenue sources to support historic preservation will be explored in order to provide technical assistance to property owners in the historic district. (See Page 18 & 19 of Attachment 2) He advised that Deputy Building and Safety Director Steve Hether conducted a building code review and provided businesses with a detailed list of what improvements are necessary in order for a building to adapt to different types of uses.

Mr. McVay reported that additional policies include encouraging the preservation of historic signage such as the “diving lady” as well as the development of public art programs. He said that other projects include the development of a neighborhood conservation program as well as encouraging diversity in architecture.

Mr. McVay said that the environmental community goal encourages the reduction of energy, decreasing the number of miles traveled and controlling greenhouse gas emissions. He said it would also create a walk-able pedestrian friendly environment as well as a healthy living environment. He stated that because the planning project is funded by the Department of Energy there are specific standards included that if implemented will demonstrate an impact on energy usage and emissions. (See Page 20 of Attachment 2)

In response to a question from Chairperson Richins, Development and Sustainability Director Christine Zeilonka explained that voluntary compliance with the standards is desired as opposed to certification. She said there have been issues with private companies and she stated that she was personally uncomfortable with pushing for a certification. She said it would be better not to endorse one particular program but to pursue a voluntary green built efficiency standard.

Mr. McVay commented that the possibility of offering an incentive to those who build green is being explored. He added that trained staff would be needed to conduct inspections and ensure that the builders did in fact build as they had indicated they would.

Mr. McVay stated that the final policy would ensure that residents have access to a healthy living environment which includes walk-ability, property maintenance, development that is responsive to the Arizona climate, and provides access and options for healthy food markets and eateries.

Mr. Wesley reported that the overall Central Main Street Plan area is divided into six neighborhoods. He briefly highlighted the different neighborhoods included in the Central Main Street Plan as follows:

- Gilbert/Main
- Fraser/Sherwood
- Temple/Pioneer Park
- Broadway Industrial
- Downtown – including Main/Country Club, Museum District, Modern Downtown and Transit adjacent residential

Mr. Wesley outlined the types of development that will provide each neighborhood with its own identity and would include mixed use type development, transit adjacent to residential development, maintenance areas and opportunities for increased economic activity and will incorporate the presence of the Light Rail. (See Pages 23 through 33 of Attachment 2)

Discussion ensued relative to identifying options and locations for commuter rail stations.

In response to a question from Chairperson Richins, Mr. McVay explained that generalized connections and transitions from commuter rail to light rail will be needed downtown. In addition, he said areas can be strengthened to help make the transition from commuter rail to light rail.

Mr. Wesley displayed the Central Main Street Plan timeline (See Pages 34 and 35 of Attachment 2) and advised that it is anticipated that a planned document will be drafted this summer and will be ready for Council approval in the fall. He requested that the Committee provide any feedback or ideas they may have in regards to the Central Main Street Plan. He noted that not all programs and projects listed in the plan will be accomplished.

In response to a question from Chairperson Richins, Mr. Wesley explained that the light rail has brought a significant amount of public investment into the area. He stated that more CIP projects may need to be targeted in the coming years in order to attract more private dollars.

Chairperson Richins stated that the Central Main Street Plan has been well thought out and describes many of the amenities that he would look for when traveling.

Chairperson Richins thanked staff for the presentation.

3. Adjournment.

Without objection, the Community & Cultural Development Committee meeting adjourned at 10:35 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Community & Cultural Development Committee meeting of the City of Mesa, Arizona, held on the 2nd day of June, 2011. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

pag/bdw
(Attachments – 2)

Revisions to City Code Related to Parks, Recreation and Commercial Facilities

Title 3, Chapter 8

Title 6, Chapter 10

Code Updates

- Updates to Title 3, Chapter 8 are simple changes to reflect the current organizational structure and position titles for Parks, Recreation and Commercial Facilities.
 - Replace Community Services Manager with Parks, Recreation and Commercial Facilities Department Director throughout .
 - Replaced Community Services Department with Parks, Recreation and Commercial Facilities Department.
 - Removed facilities no longer under department's management and added new facilities/programs.

Code Updates

- Changes within Title 6, Chapter 10
 - Changes to reflect the current organizational structure and position titles for Parks, Recreation and Commercial Facilities.
 - Definitions are updated to reflect the large number of acres of undeveloped park land throughout the City as well as allowing more site and event specific considerations for possible land uses.
 - Sections 6-10-3-D and T as well as 6-10-5-B were updated to discourage camping and personal hygiene activities within the parks.

Code Updates

- Changes within Title 6, Chapter 10 (continued)
 - Section 6-10-3-G was changed to allow for accessible accommodations that are more varied based on individual needs.
 - Section 6-10-3-J was changed to allow leashed dogs within all parks and basins with the exception of playgrounds, sports complexes, athletic fields, sports courts or ramadas. This change was driven by multiple citizen requests and has been in place on a trial basis based on the recommendation of the Parks and Recreation Advisory Board since May 2010.

Code Updates

- Changes within Title 6, Chapter 10 (continued)
 - Section 6-10-6-C was changed to allow greater flexibility in the beer and wine permitting process. In conjunction with this code change, the Parks and Recreation Advisory Board endorsed departmental adoption of a policy specifying that beer and wine permits may only be issued in conjunction with a ramada or sports field reservation.



Central Main Street Plan

Community and Cultural Committee



Why Are We Planning?

- Extension of Light Rail
- Address Council Strategic Initiatives
- Time for new plan for downtown area
- Funding available - Energy and Environment Stimulus Grant (DOE)

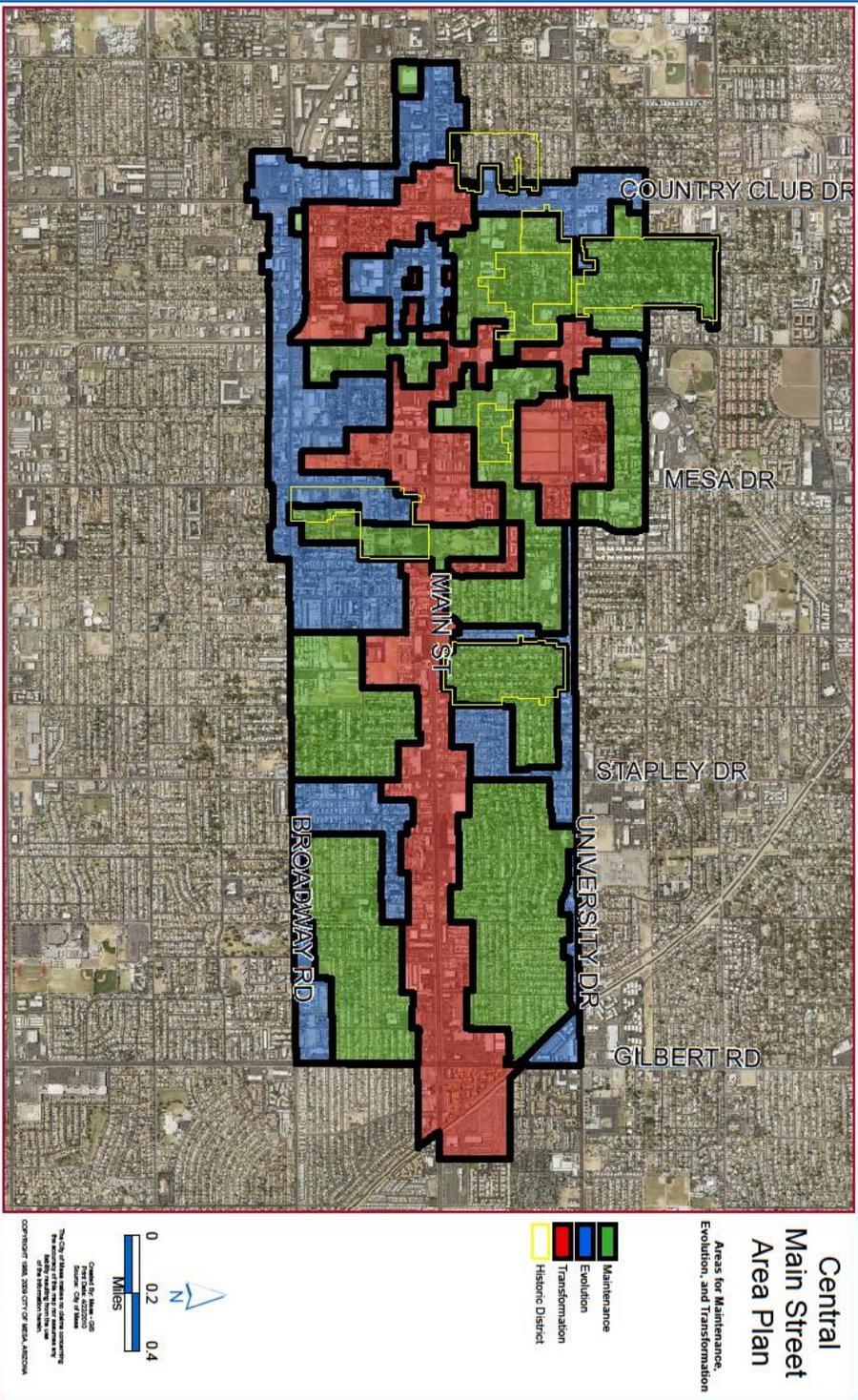


Objectives

- Leverage public investment in light rail
- Encourage redevelopment and Transit-Oriented Development (TOD)
- Enhance economic potential
- Build on sense of place
- Incorporate and improve sustainability practices
- Facilitate transition from new development to existing neighborhoods
- Identify capital improvements needed for redevelopment
- Ensure community ownership and buy-in

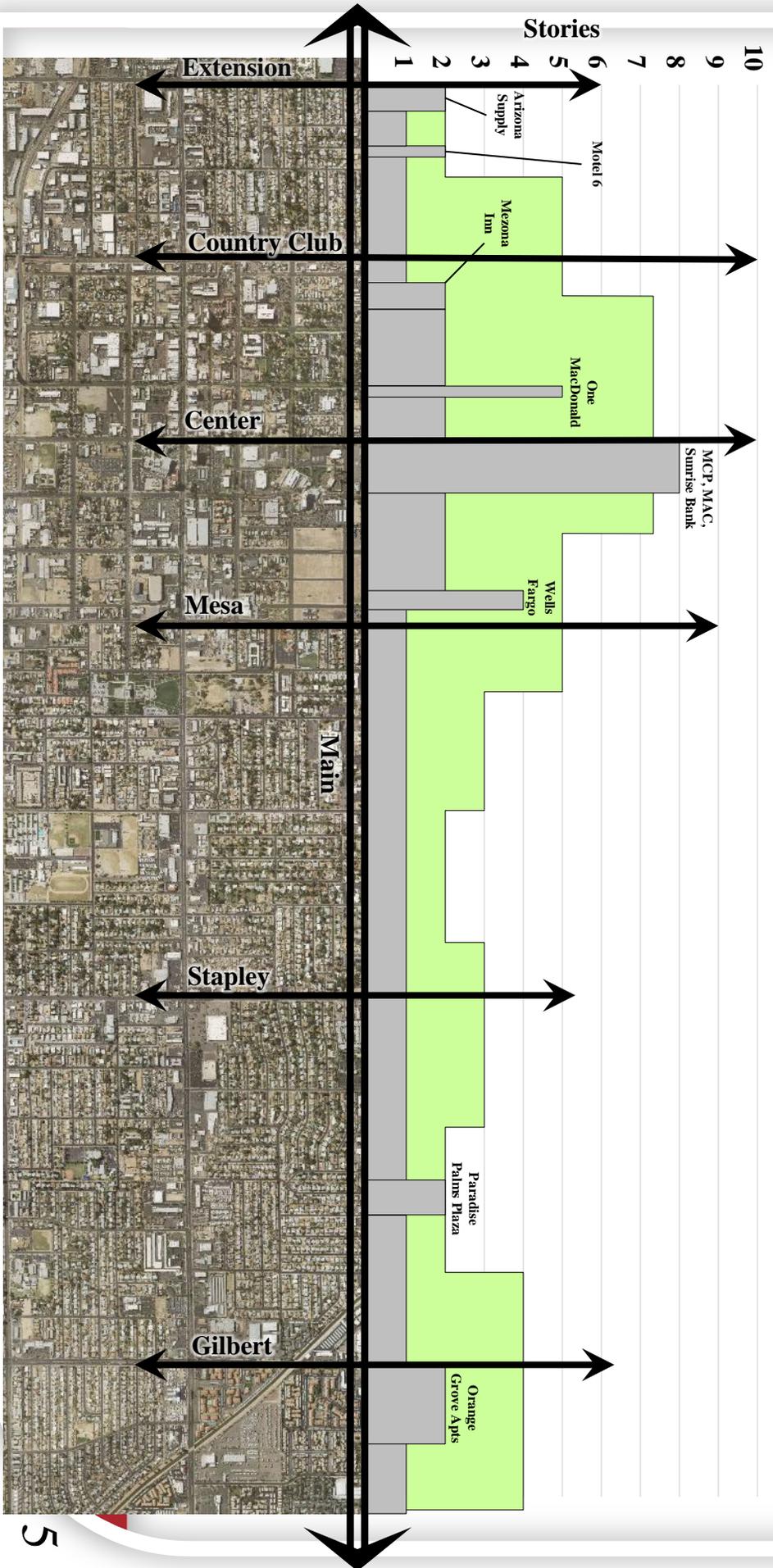


Areas of Maintenance, Evolution, and Transformation





Relative Development Intensities





Guiding Principles

A People-Friendly Community

- Improving the built environment for people by making it interesting, active, accessible, and safe

A Prosperous Community

- Improving the economic success and vitality of the Central Main Area, with emphasis on Downtown

A Diverse Community

- Celebrate social and cultural diversity
- Encouraging creativity and diversity in built environment

A Distinctive Community

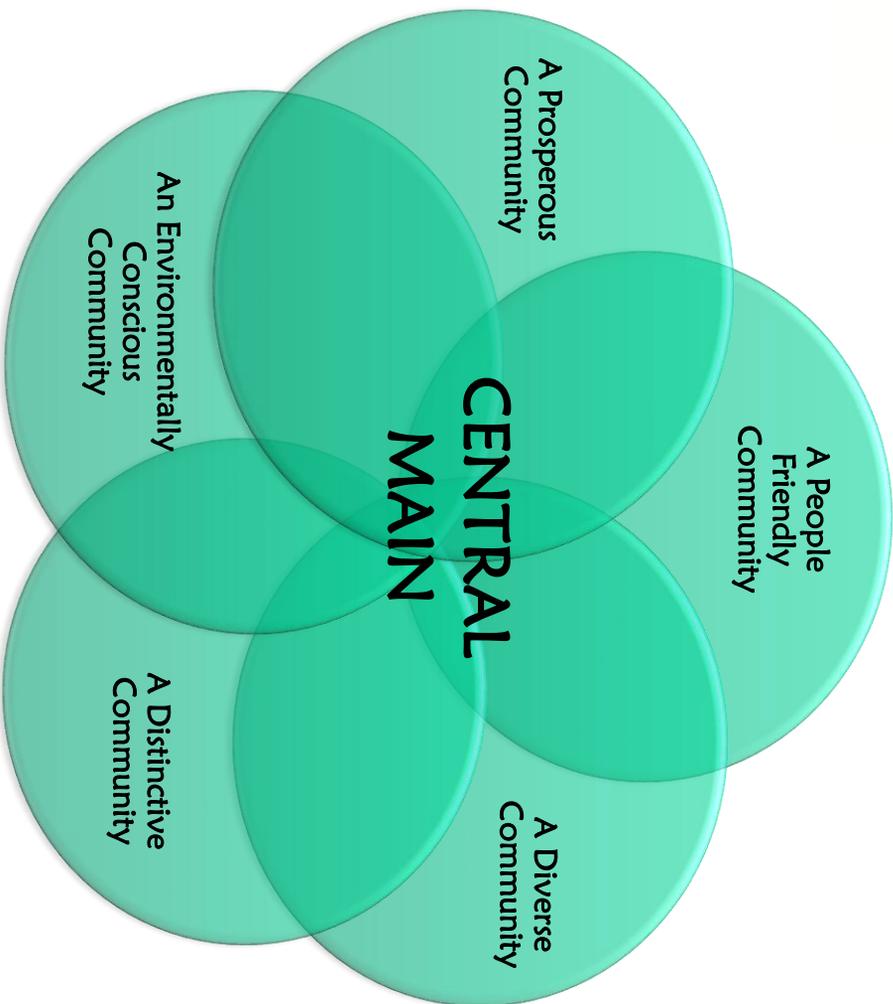
- Enhancing existing character and creating a unique sense of place through redevelopment, in harmony with existing historic character

An Environmentally Conscious Community

- “Green” development at the building and community scale
- Recognition of the Arizona climate in making Central Main livable



Guiding Principles





Direction Needed Today

From perspective of this Committee:

- Covering issues appropriately?
- Items to delete or modify?
- Items to add?
- Priorities for implementation



People Friendly Community Goals

1. Create a pedestrian oriented development pattern
2. Create a safe, comfortable, and attractive public realm
3. Create a safe, attractive, and well-designed built environment
4. Encourage a mix of uses and activities
5. Develop a multi-modal transportation system



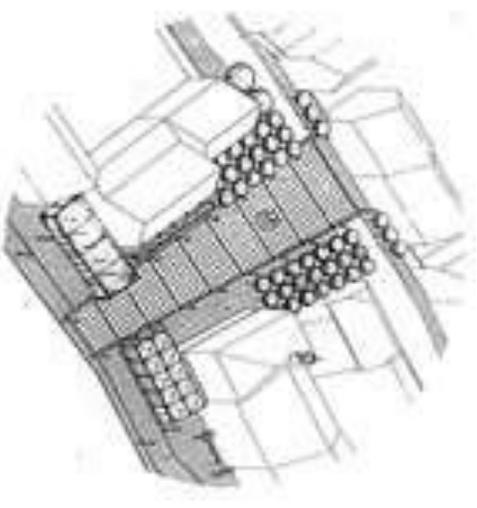
People Friendly Policies, Projects & Programs

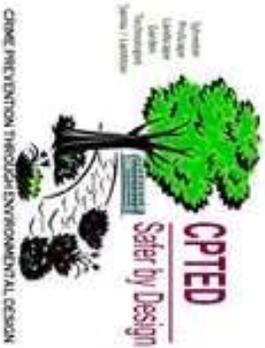
- Integrate new development with existing development
- Create and maintain neighborhood parks and open space
- Innovative methods for park/open space land acquisition
- Encourage pet-friendly public realm



People Friendly Policies, Projects & Programs

- Develop a park and open space plan
- Create urban open space design standards
- Conduct an inventory of existing open space amenities





People Friendly Policies, Projects & Programs

- Enhance accessibility
- Follow CPTED principles
- Encourage community and public events/festivals
- Encourage community gardens





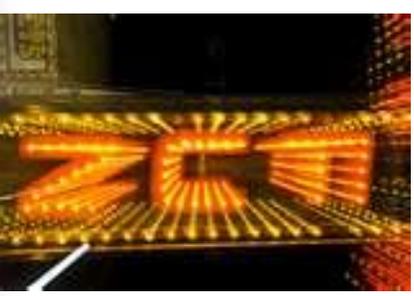
Prosperous Community Goals

1. Distinct and high-quality built environment
2. Wide range of residential buildings
3. Wide range of non-residential and mixed-use buildings
4. Well educated, skilled workforce and diverse customer base
5. A multi-modal transportation network



Prosperous Community Polices, Projects, and Programs

- Enhance character and sense of place
- Protect and enhance historic resources
- Establish grants or revolving loan fund for historic properties
- Develop a “fun” index





Diverse Community Goals

1. A diverse and exciting place; a place where a wide variety of people live, work and recreate.
2. A high-quality and diverse housing stock to meet the needs of a wide range of lifestyles and incomes.
3. Knit together a diverse mix of historic buildings, existing neighborhoods, and new development.
4. Home to diverse businesses.
5. Provide diverse transportation options.



Diverse Community Policies, Projects, and Programs

- Express culture in the built environment
- Celebrate diversity through events and festivals
- Explore alternative funding sources for cultural events





Diverse Community Policies, Projects, and Programs

- Diverse businesses with high-quality jobs
- Actively market light rail system
- Encourage mixed-use villages, centers, and core
- Inventory and analyze existing business mix





Distinctive Community Goals

1. Create memorable places today and the historic districts of tomorrow.
2. Provide flexibility in development and redevelopment to allow creativity.
3. Provide a unique mix of land uses.
4. Be known throughout the Valley for leadership in sustainable development.



Distinct Community Policies, Projects, and Programs



- Create identity at station areas through naming/branding
- Construct buildings for a 100+ year life cycle
- Identify, protect, & enhance cultural past and present
- Explore funding to support historic preservation
- Provide technical assistance to property owners in historic districts



Distinct Community Policies, Projects, and Programs

- Encourage preservation of historic signage
- Develop a public art program
- Develop a neighborhood conservation program
- Encourage architectural diversity





Environmental Community Goals

1. Reduce energy usage, vehicle miles traveled, and greenhouse gas emissions.
2. Create pedestrian-oriented neighborhoods and an urban, pedestrian-friendly development pattern.
3. Residents of the Central Main Area have access to a healthy living environment.



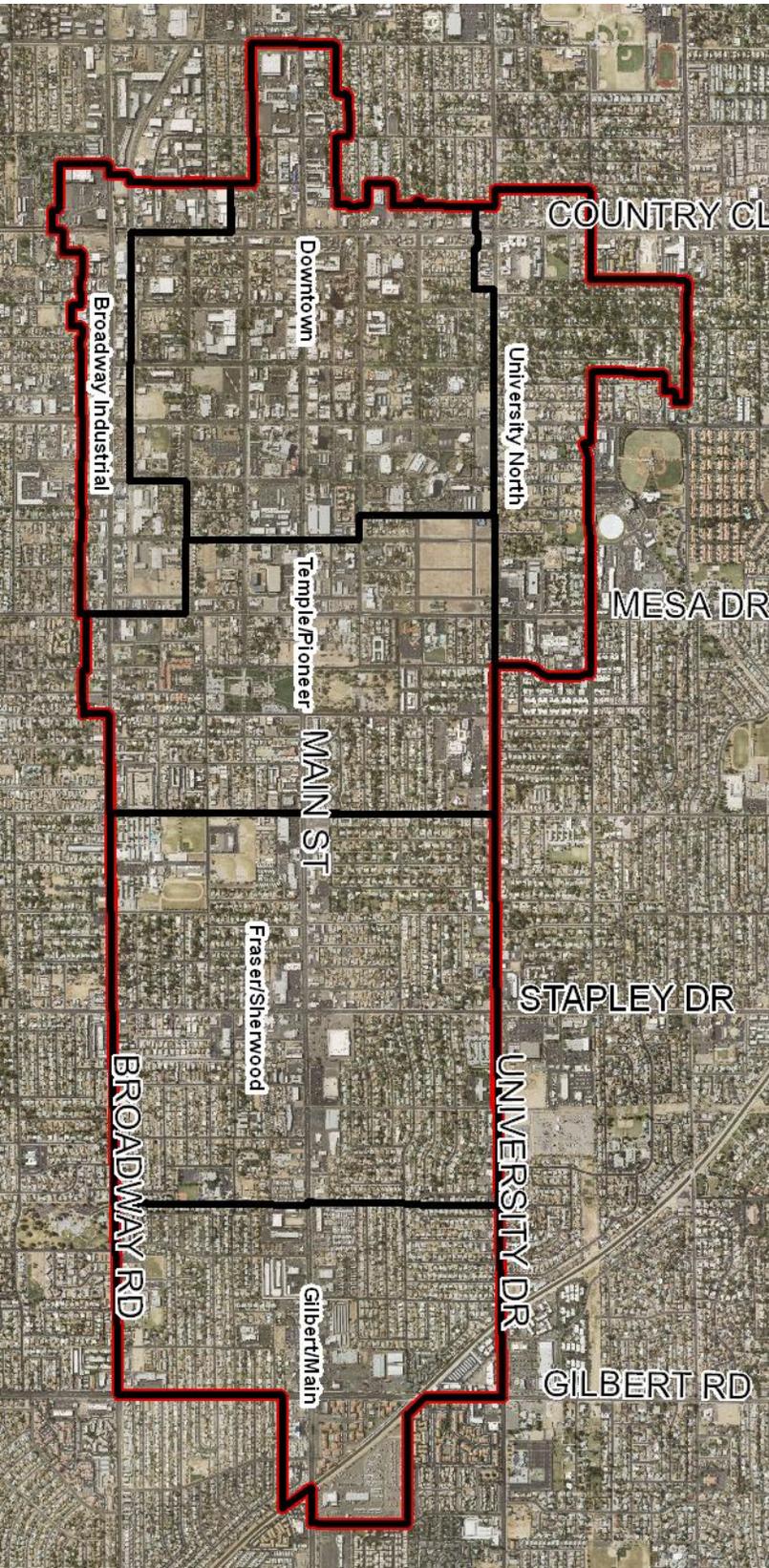
Environmental Community Policies, Projects, and Programs

- Residents have access to a healthy living environment
- Promote access to healthy food markets and eateries



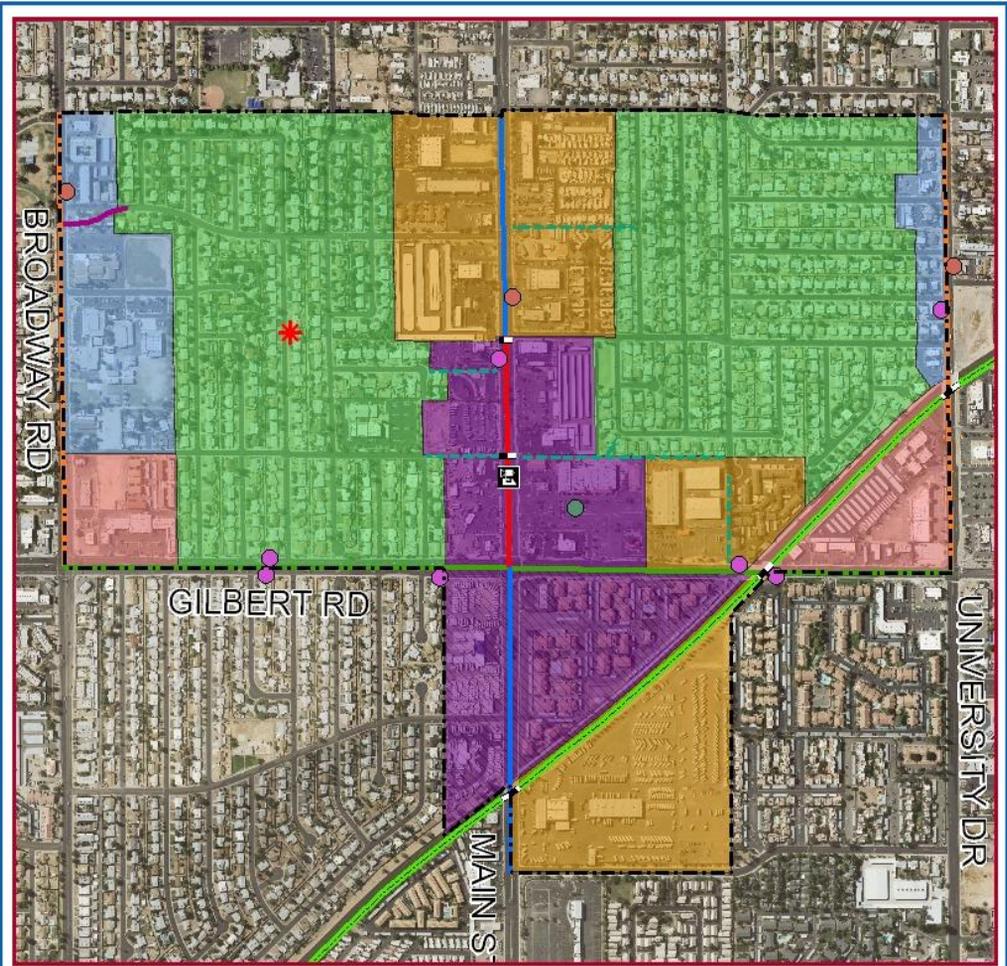


Neighborhood Area Boundaries





Gilbert & Main



Central Main Street
 Area Plan
 - Gilbert and Main Sub-Area -

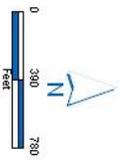
Recommended Land Use

- Transit Station Village
- Transit Adjacent - Mixed Use
- Transit Adjacent - Residential
- Neighborhood Maintenance
- Evolution Corridor
- Activity Node

Mobility Plan

- Crosswalk
- Village Arterial
- Urban Arterial
- Regional Arterial
- Semi-Urban Arterial
- Williams Alignment
- Multi-Use Trail
- Pedestrian Connection
- Bus Stop Improvements - Seating and Shade
- Bus Stop Improvements - Shade
- Light Rail Station - Location TBD
- Side walks - Complete sidewalk networks
- Transit Center - Location TBD

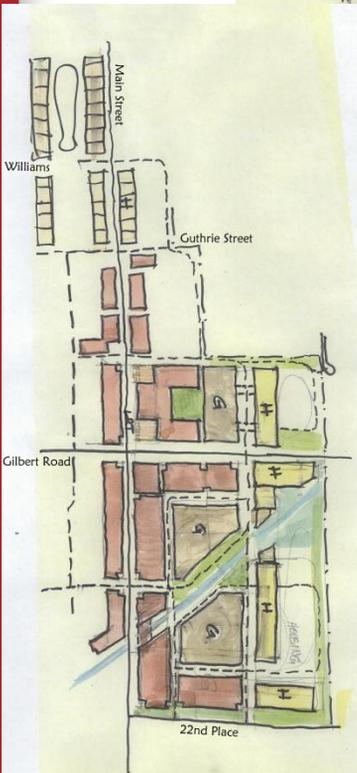
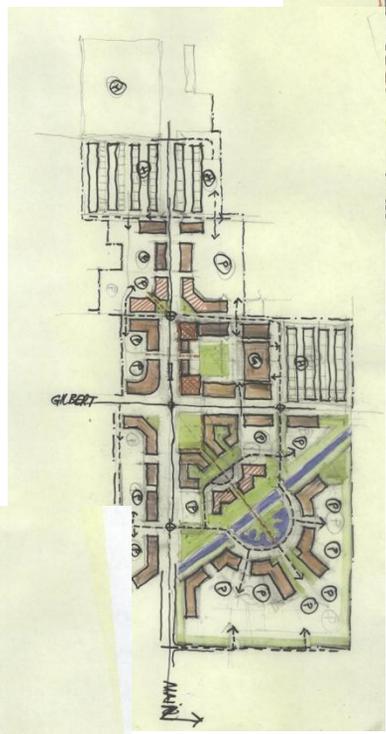
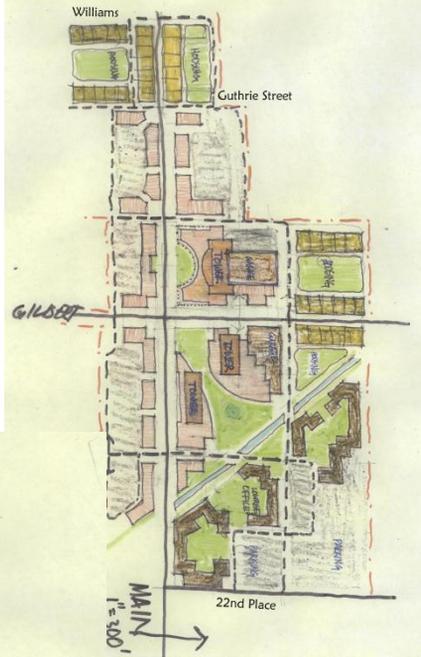
Gilbert and Main Sub-Area



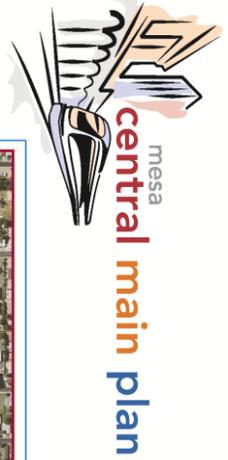
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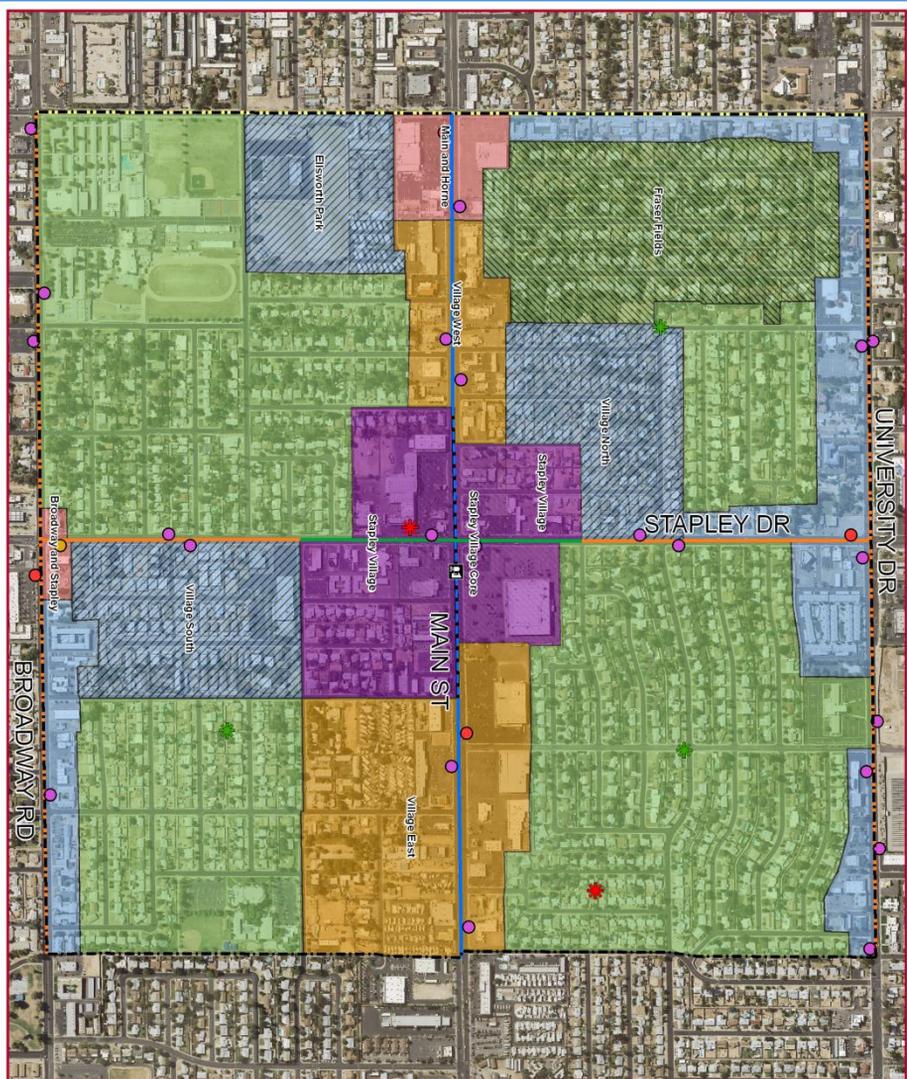
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Gilbert & Main



Fraser/Sherwood

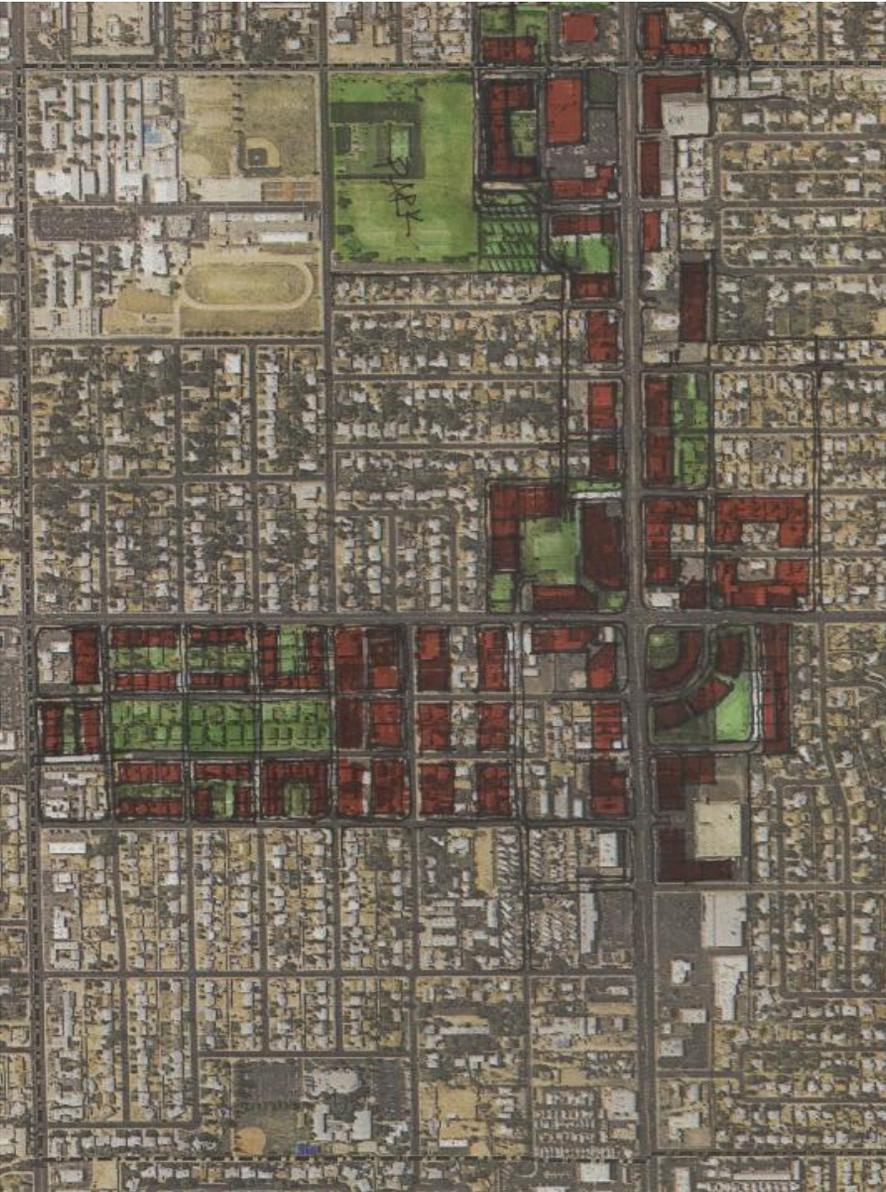


Central Main Street
 Area Plan
 - Fraser/Sherwood Sub-Area -

- Recommended Land Use
 - Transit Station Village
 - Transit Station Village Core
 - Transit Adjacent - Residential
 - Commercial Node
 - Neighborhood Preservation
 - Neighborhood Maintenance
 - Neighborhood Evolution
 - Evolution Corridor
 - Future Neighborhood Park (Location TBD)
 - Fraser/Sherwood Sub-Area
- Mobility Plan**
- Streets
 - Urban Transit Arterial
 - Urban Transit Arterial - 2
 - Semi-Urban Arterial
 - Collector Street
 - Transit
 - Light Rail Station
 - Pedestrian
 - Complete Sidewalk Network
 - Bus Stop Improvements
 - Seating and Shade
 - Shade
 - Seating

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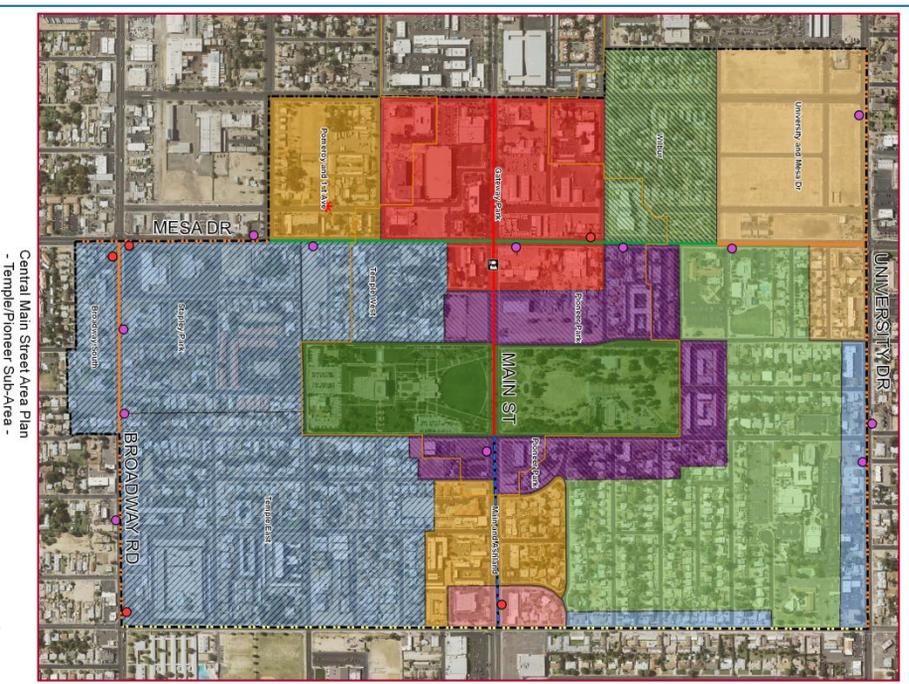
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Fraser/Sherwood



Temple/Pioneer Park



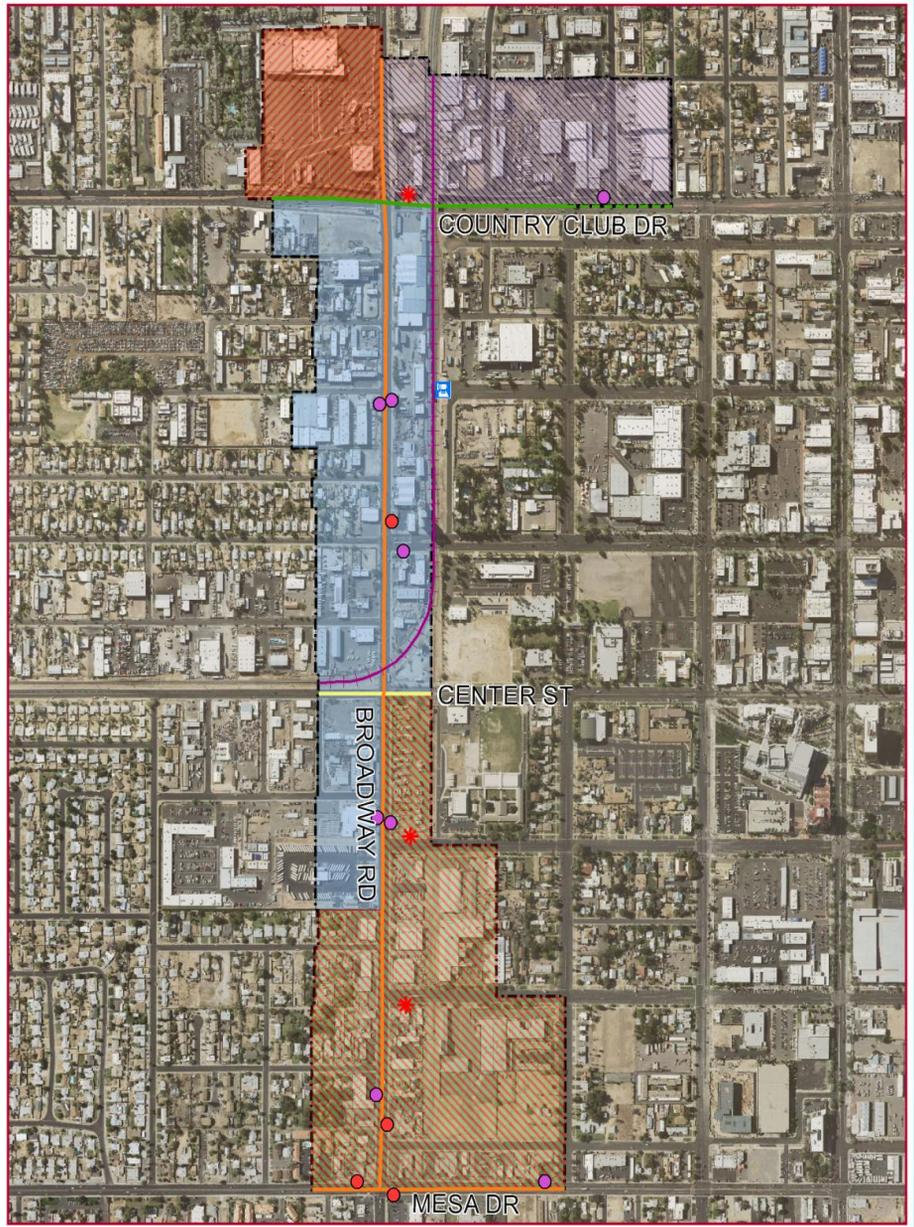


Temple/Pioneer Park





Broadway Industrial



Central Main Street Area Plan
 - Broadway Industrial Neighborhood -

- Recommended Land Use
 - Transformation Neighborhood
 - Mixed-Use Node
 - Employment District
 - Evolution Corridor
 - Broadway Industrial Neighborhood
- Mobility Plan**
- Regional Transit Arterial
 - Regional Arterial
 - Semi-Urban Arterial
 - Collector Street
 - Transit
 - Inter-City Commuter Rail
 - Commuter Rail Station
 - Pedestrian
 - Complete Sidewalk Network
 - Bus Stop Improvements
 - Seating and Shade
 - Shade

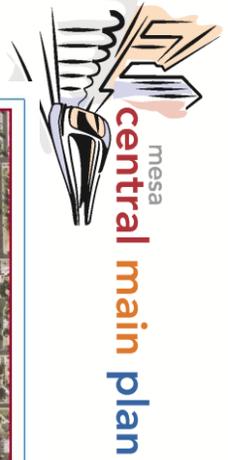
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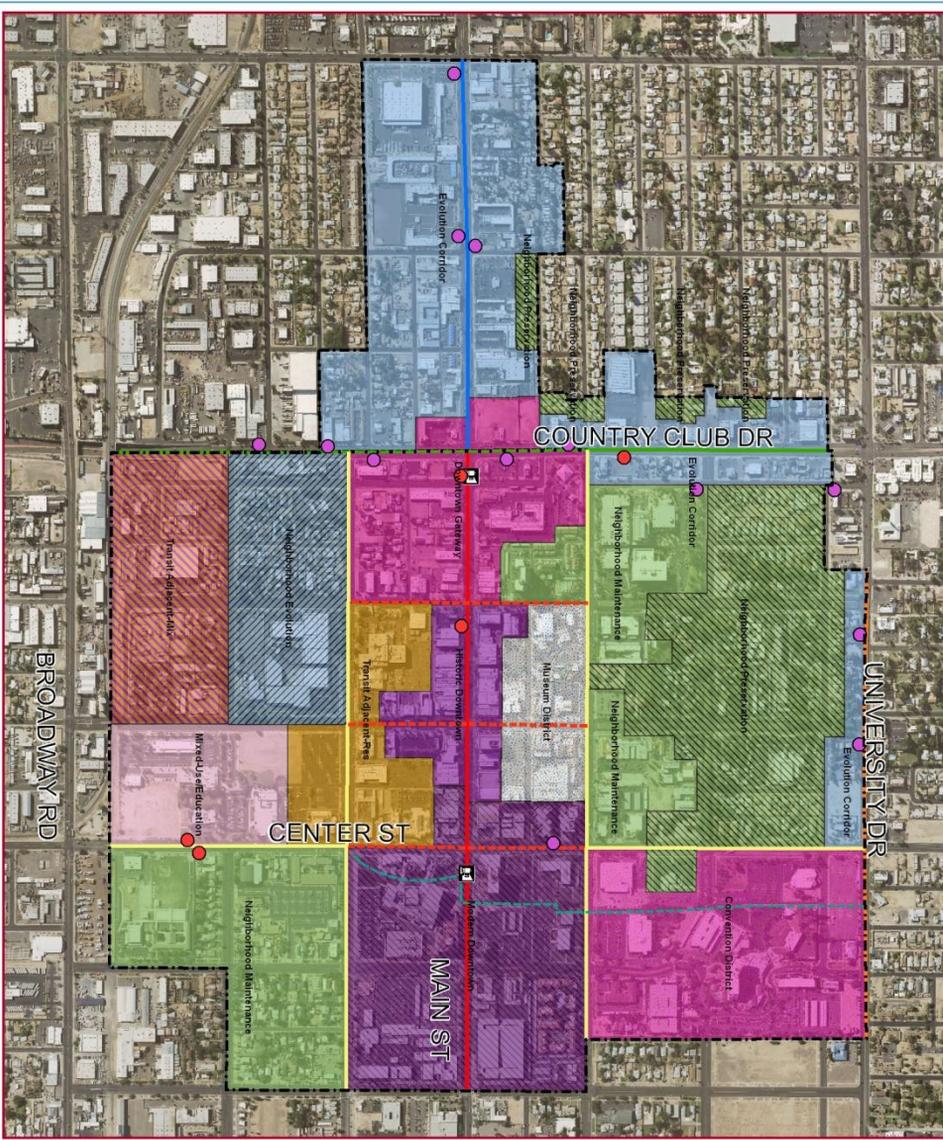


Broadway Industrial





Downtown



Central Main Street
 Area Plan
 - Downtown -

- Recommended Land Use**
- Historic Downtown
 - Modern Downtown
 - Downtown Gateway
 - Museum District
 - Convention District
 - Mixed-Use/Education
 - Transit Adjacent - Residential
 - Transit Adjacent - Mixed Use
 - Neighborhood Preservation
 - Neighborhood Maintenance
 - Neighborhood Evolution
 - Evolution Corridor
 - Downtown Neighborhood
- Mobility Plan**
- Streets
 - Village Arterial - 2
 - Village Arterial - 3
 - Urban Transit Arterial - 2
 - Semi-Urban Arterial
 - Regional Transit Arterial
 - Regional Arterial
 - Collector Street
 - Transit
 - Light Rail Station
 - Pedestrian
 - Pedestrian Connection
 - Bus Stop Improvements
 - Seating and Shade
 - Shade

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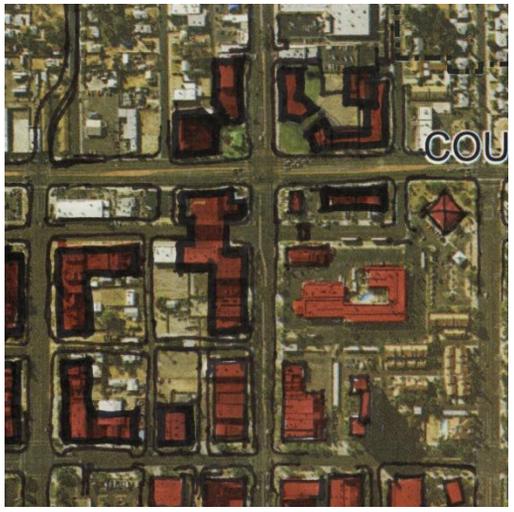
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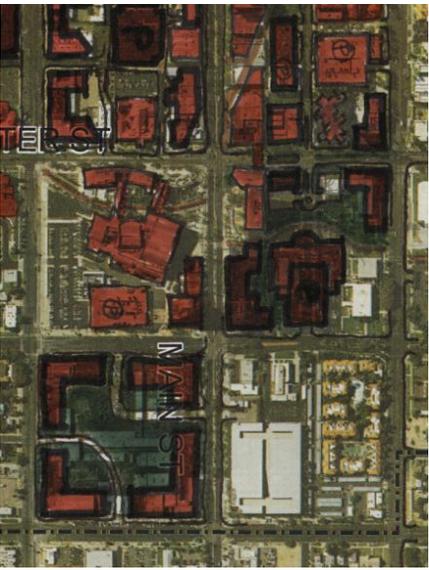
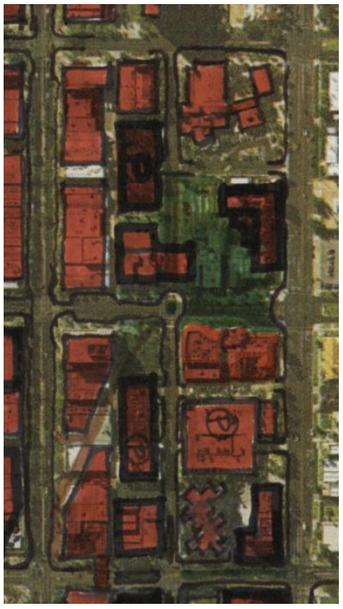


Museum District



Main & Country Club

Downtown



Modern Downtown



Transit Adjacent Residential



Plan Timeline





Plan Timeline





Direction Needed Today

From perspective of this Committee:

- Covering issues appropriately?
- Items to delete or modify?
- Items to add?
- Priorities for implementation