



# COUNCIL MINUTES

November 21, 2016

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on November 21, 2016 at 5:01 p.m.

## COUNCIL PRESENT

John Giles  
Alex Finter  
Christopher Glover  
Dennis Kavanaugh  
David Luna  
Dave Richins  
Kevin Thompson

## COUNCIL ABSENT

None

## OFFICERS PRESENT

Christopher Brady  
Jim Smith  
Dee Ann Mickelsen

### 1. Review items on the agenda for the November 21, 2016 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.

### 2-a. Hear a presentation on the community and developer outreach efforts and provide direction on the future development of the approximately 25 acres of City-owned land located at the southwest corner of University and Mesa Drives.

Manager of Downtown Transformation Jeff McVay introduced Management Assistant II Jeffrey Robbins and Marketing and Communications Specialist II Lucia Lopez, who were prepared to assist with the presentation.

Mr. McVay displayed a PowerPoint presentation (**See Attachment 1**) and requested direction from the Council relative to the future development of the 25 acres of City-owned land located on the southwest corner of University Drive and Mesa Drive.

Mr. McVay briefly reviewed prior Council direction to conduct community outreach in order to receive input related to development of the site. He stated that an online survey was conducted, that included three kiosks located in the downtown area. He added that the online survey showed

the respondents location and covered the following five categories (See Pages 2 through 4 of Attachment 1):

- Residential Use
- Non-Residential Use
- Public Amenities
- Streetscape
- Transition to Historic District

Ms. Lopez explained that there were two community meetings where participants completed three exercises (see pages 5 through 8 of Attachment 1) as follows:

- Attendees were asked what they wanted to see at the development site.
- Attendees participated in a board game with five categories where they identified their top three selections for each category. (Results became part of the of the online survey)
- Staff asked three open ended questions:
  - What does a successful development look like.
  - What does a failed development site look like.
  - What are the three most important elements that the public would like to see at the development site.

Mr. McVay stated that there were 1,873 responses to the survey, which included the results from the online survey, kiosk locations, and the two community meetings. He clarified that the results are not statistically valid for the entire City, however, the survey provides insight into what the community is looking for.

Mr. Robbins presented the online survey and community meeting results. He explained how “tree maps” visualize data in rectangles of various sizes that are reflective of the number of people that voted for that option. (See pages 12 through 21 of Attachment 1)

Mr. McVay reviewed the summary of the community vision for the future development (See page 22 of Attachment 1) as follows:

- Provided a significant market-rate residential component, with an emphasis on for-sale product such as attached and detached single-family and condominiums.
- Low-scale residential development provides a transition between the Wilbur Historic District and future development.
- Future residents have access to public open space connected with tree lined streets.
- Future residents have safe and convenient access to an active restaurant and retail district in the downtown core, with commercial development limited within the neighborhood.

Mr. McVay explained that staff invited specific developer’s to participate in a forum approximately two weeks ago to receive their input.

Mr. McVay displayed the comparison between the developer’s perspective and the residential perspective and outlined some of the key differences. (See Pages 24 through 28 of Attachment 1)

Mr. McVay requested direction from Council for either a Request for Proposals (RFP), a Request for Qualifications (RFQ), or both.

W. Dea Montague, a Mesa resident, stated he had participated in the survey and attended the community meetings. He encouraged the board to listen to the residents and not the developer's perspective regarding high-intensity use. He stated the opinion that the residents at the meeting desired low-intensity residential and private ownership.

Henry Haws, a Mesa resident, concurred with Mr. Montague's comments. He added that Council should use caution regarding the landscape and choose materials that last through the summer months.

Nancy Thompson, a Mesa resident, commented that the Quality of Life Program being utilized in the Washington-Escobedo neighborhood should be expanded to surrounding neighborhoods. She suggested that the former residents of the development site (Site 17) be respected due to the fact that this type of program was not available at the time the City acquired the site. She stated that the program assists people in keeping their homes and makes neighborhoods stronger.

Mayor Giles indicated his support of the survey results. He stated that he would prefer to see more people downtown with a quality and sustainable neighborhood, and with owner-occupied homes. He added that the RFP should reflect the consensus of the residents and added that he is not opposed to some high-intensity use due to the fact that the Light Rail is one mile away.

Vice Mayor Kavanaugh reviewed a brief history of the development site and thanked staff for their outreach efforts. He commented that he concurs with the residential use, the transition to the historic district, and is not opposed to the high-intensity use.

Councilmember Luna thanked staff and the residents for their input.

Councilmember Finter commented that he envisioned a site similar to Agritopia, a neighborhood located in Gilbert with community gardens, farmer's markets, and restaurants. He stated that he supports the residents requests.

Councilmember Thompson stated the opinion that the survey results shows a higher request for non-residential versus residential. He continued by saying that he would prefer to see more of a multi-use development due to the fact that the residents are looking at restaurants or a non-residential open space area.

In response to a question posed by Mayor Giles, Mr. McVay clarified that the results showed a high demand for restaurants first with residential second. He stated that at the second public meeting, residents stated they would prefer restaurants or a multi-use area over residential use.

Councilmember Thompson emphasized that he does not want to tell citizens what they want or put words into their mouths.

Mr. McVay emphasized that staff will look at the data again to ensure that the residents are receiving what they are requesting.

City Manager Christopher Brady clarified that the questions provided to the residents were listed in separate categories, versus comparing restaurants to residential and therefore staff are unable to draw a conclusion whether restaurants were preferred over residential use.

Mr. Brady suggested to Council that staff draft an RFQ to identify qualified developers for the development site and then draft an RFP. He added that staff would return to Council with the statement of vision for the development site prior to sending out an RFQ.

In response to a question posed by Councilmember Finter, Mr. Brady commented that the RFQ would be ready to send out by the first of the year.

Councilmember Glover commented that the survey provides a good outline that offers developers enough flexibility to create a successful development site.

Councilmember Richins stated that the development site should be assessed to minimize risk and maximize reward. He explained that the RFQ/RFP needs to be broken down and detailed to the Council.

In response to a question posed by Councilmember Richins, Mr. Brady responded that the RFQ would allow the developers to determine the details of the RFP. He stated that a qualified master developer would maintain the vision of the site.

Mr. Brady explained that staff will provide a Council update highlighting the options for the development site prior to issuing an RFQ.

Mayor Giles thanked staff for the presentation.

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

3-a. Parks and Recreation Advisory Board meeting held on September 14, 2016.

3-b. Public Safety Committee meeting held on October 17, 2016.

3-c. Library Advisory Board meeting held on September 20, 2016.

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

Carried unanimously.

4. Hear reports on meetings and/or conferences attended.

Mayor Giles congratulated Councilmember Luna on becoming the Chairman of the National League of Cities Information Technology Committee.

Vice Mayor Kavanaugh reported that the City of Mesa was recognized by the National League of Cities for being a member for 50 years.

Councilmember Luna acknowledged the Mesa Explorers and Commander Matthew Burke, who were present in the audience.

Councilmember Thompson: 2016 Juvenile Sex Trafficking Conference

Councilmember Richins: Mesa Music Festival

5. Scheduling of meetings and general information.

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

Friday, November 25, 2016, 5:00 p.m. – Merry Main Street

Tuesday, November 29, 2016, 5:30 p.m. – Fiesta Sports Park Grand Opening

Thursday, December 1, 2016, 7:30 a.m. – Study Session

5. Adjournment.

Without objection, the Study Session adjourned at 6:01 p.m.

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JOHN GILES, MAYOR

ATTEST:

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DEE ANN MICKELSEN, 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 21<sup>st</sup> day of November, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

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(Attachments – 1)

# AVC UNIVERSITY AND MESA DRIVE COMMUNITY AND DEVELOPER OUTREACH



City Council  
Study Session  
11/21/2016

*Jeffrey McVay, AICP*  
Manager of Downtown  
Transformation

*Jeffrey Robbins, CPM*  
Management Asst. II

*Lucia Lopez*  
Marketing and Comm.  
Specialist II

# HOW THE PUBLIC CONTRIBUTED ONLINE SURVEY



**RESIDENTIAL USE**



**PUBLIC AMENITIES**

**STREETSCAPE**

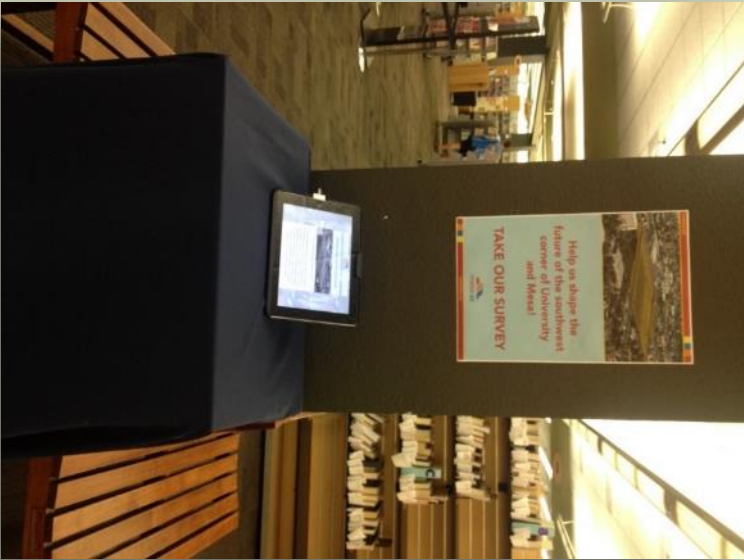


**TRANSITION TO  
HISTORIC DISTRICT**

**10**

options per category including "none of the above"

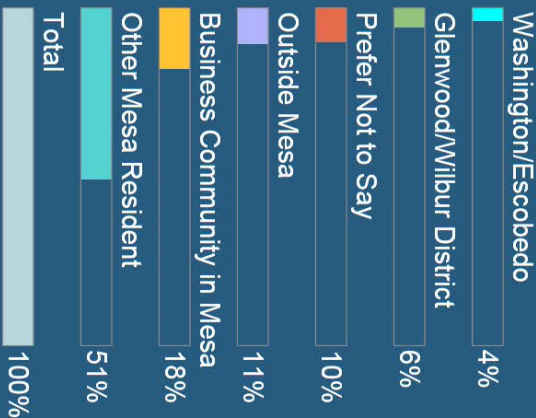
# HOW THE PUBLIC CONTRIBUTED ONLINE SURVEY - KIOSKS





# HOW THE PUBLIC CONTRIBUTED ONLINE SURVEY

## Survey Respondents Are From...



*\*Online, Spanish and Kiosks Only*

# HOW THE PUBLIC CONTRIBUTED COMMUNITY MEETINGS



# HOW THE PUBLIC CONTRIBUTED - COMMUNITY MEETINGS



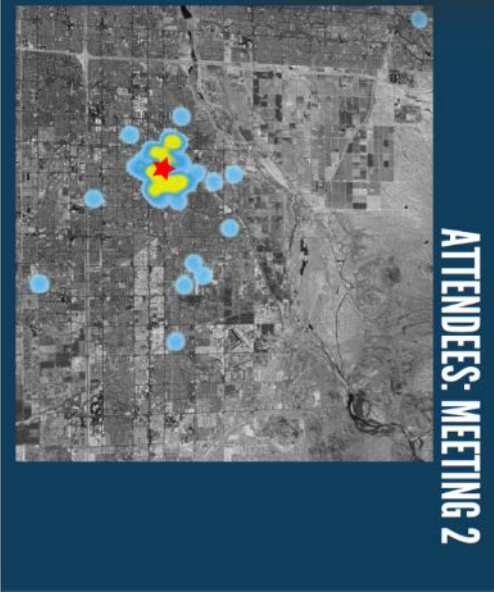
# HOW THE PUBLIC CONTRIBUTED COMMUNITY MEETINGS







# HOW THE PUBLIC CONTRIBUTED COMMUNITY MEETINGS



# HOW THE PUBLIC CONTRIBUTED

## SURVEY RESPONSES



# ONLINE SURVEY AND COMMUNITY MEETING RESULTS



# CATEGORY: RESIDENTIAL USE



# CATEGORY: RESIDENTIAL USE

## RESIDENTIAL BY FIRST VOTE

■ Sum of 1st Vote ■ Sum of 2nd Vote ■ Sum of 3rd Vote



# CATEGORY: NON-RESIDENTIAL USE

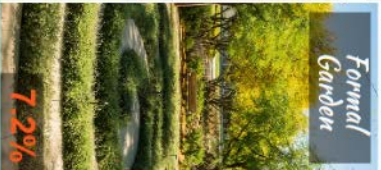


# CATEGORY: NON-RESIDENTIAL USE

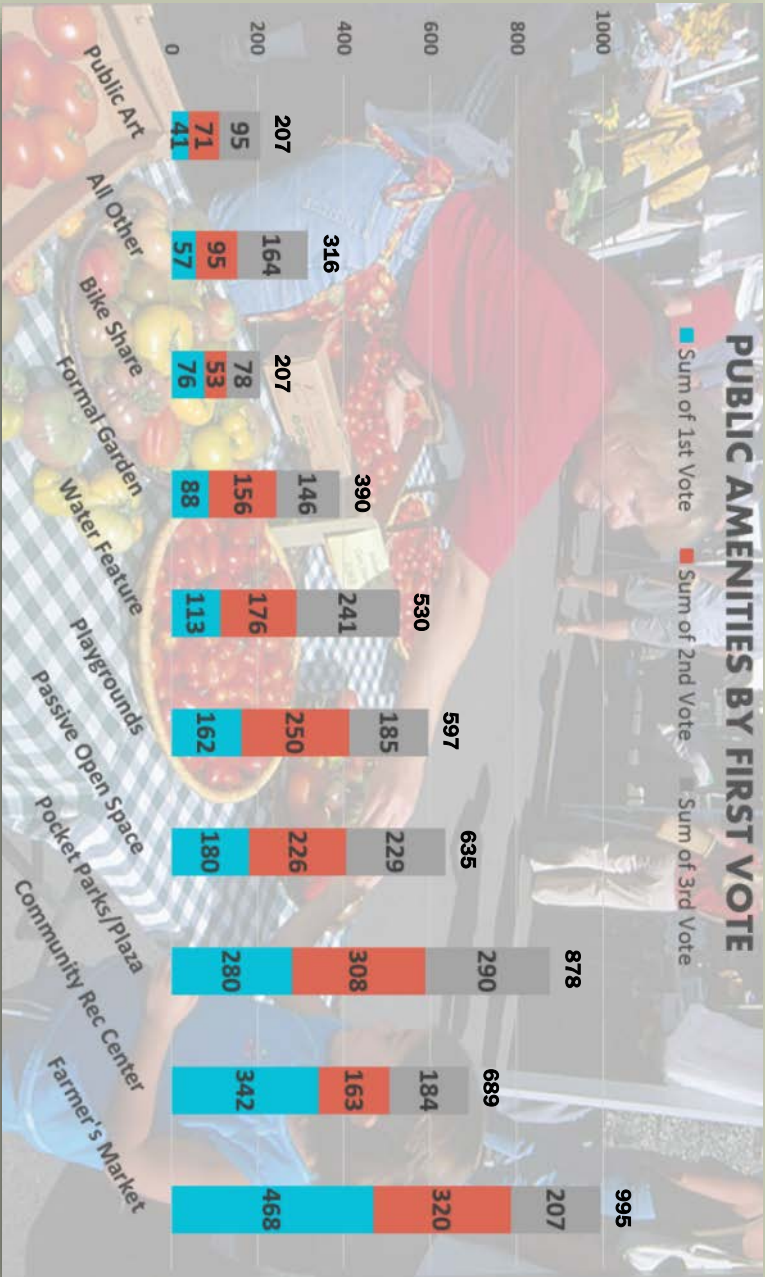




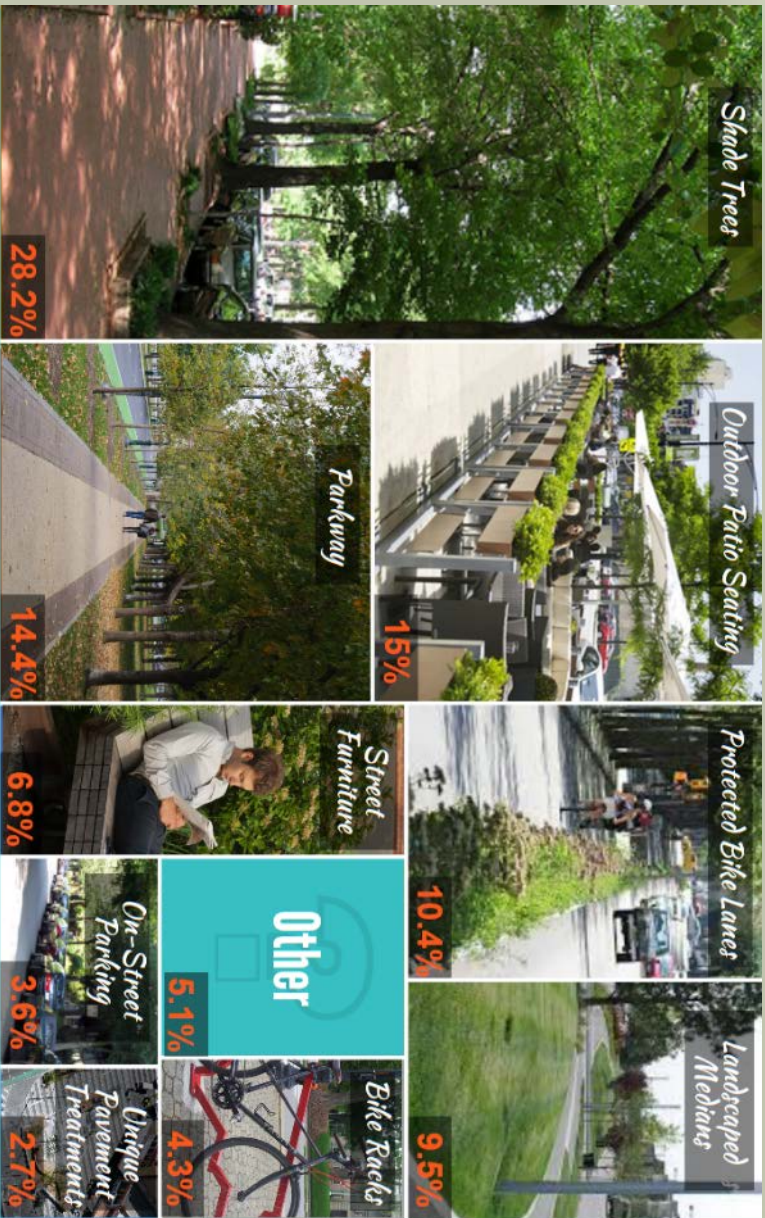
# CATEGORY: PUBLIC AMENITIES



# CATEGORY: PUBLIC AMENITIES



# CATEGORY: STREETSCAPE AND PEDESTRIAN CONNECTIONS





# CATEGORY: STREETSCAPE AND PEDESTRIAN CONNECTIONS





# CATEGORY: TRANSITION TO WILBUR HISTORIC DISTRICT



# CATEGORY: TRANSITION TO WILBUR HISTORIC DISTRICT



# SUMMARY OF THE COMMUNITY VISION

## Future development of University and Mesa Drives:

- Provides a significant market-rate residential component, with an emphasis on for-sale product such as attached and detached single-family and condominiums
- Low-scale transitional development provides a transition between the Wilbur Historic District and future development
- Future residents have access to public open space connected with tree lined streets
- Future residents have safe and convenient access to an active restaurant and retail district in the downtown core, with commercial development limited within the neighborhood



# DEVELOPER'S FORUM

## HOW DEVELOPERS CONTRIBUTED



SUNBELT HOLDINGS

Meritage  
Homes

artHAUS  
THE ART OF LIVING

PEPPER  
FOUNTAIN  
CALIFORNIA  
SUNBELT  
HOLDINGS

Village  
Bloom, LLC  
Investment and  
Development

HARVARD INVESTMENTS



# DEVELOPER'S PERSPECTIVE: RESIDENTIAL

## Residents See:

An aesthetically pleasing,  
primarily residential  
neighborhood of owner  
occupied units, such as  
attached and detached  
single-family and townhomes



## Developers See:

An aesthetically pleasing,  
primarily residential  
neighborhood that could  
include single family, condo,  
or *apartment* uses depending  
on market demand

# DEVELOPER'S PERSPECTIVE: NON-RESIDENTIAL

## Residents See:

Opportunity for some mixed-use development with retail that supports the neighborhood with access to restaurants and retail within the downtown core



## Developers See:

Potential for some office development and limited neighborhood serving commercial, such as live-work units, *rather than a mixed-use development*



# DEVELOPER'S PERSPECTIVE: PUBLIC AMENITIES

## Residents See:

Neighborhood system of pocket parks and open space that can be programmed with elements, such as a farmer's market, and connected to a larger open space network



## Developers See:

Public amenities as an important part of **any** successful development



# DEVELOPER'S PERSPECTIVE: TREETScape AND PEDESTRIAN CONNECTIONS

## **Residents See:**

Attractive, shade tree-lined streets with room for pedestrian amenities



## **Developers See:**

Attractive, shade tree-lined streets with room for pedestrian amenities





# DEVELOPER'S PERSPECTIVE: TRANSITION TO WILBUR HISTORIC DISTRICT

## **Residents See:**

Attached and detached  
single-family housing with  
a walkable, green buffer  
along 2<sup>nd</sup> Street



## **Developers See:**

Low-intensity residential  
“feathering” to higher-  
intensity use further away  
from Wilbur Historic  
District



# DISCUSSION AND DIRECTION ON FUTURE DEVELOPMENT

