



COUNCIL MINUTES

October 11, 2018

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 October 11, 2018 at 7:32 a.m.

COUNCIL PRESENT

John Giles
David Luna
Mark Freeman
Francisco Heredia
Kevin Thompson
Jeremy Whittaker

COUNCIL ABSENT

Christopher Glover

OFFICERS PRESENT

Christopher Brady
Agnes Goodwine
Jim Smith

Mayor Giles excused Councilmember Glover from the entire meeting.

1. Review items on the agenda for the October 15, 2018 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.

Councilmember Freeman requested additional information regarding item 4-j (**City Well No. 10 Collection Water line and Sidewalk Improvements – Macdonald at the Railroad Crossing (District 4)**) on the Regular Council Meeting agenda.

City Engineer Beth Huning explained the water line crosses under numerous railroad tracks and the City must follow the railroad regulations when installing the new water line. She added the construction of the new water line is a very complex project and needing to bore under the railroad tracks is the reason for the high cost of the project.

Planning Director John Wesley displayed a PowerPoint presentation (**See Attachment 1**) and discussed item 7-a (**ZON18-00446 (District 4) Within the 600 block of West Pepper Place (south and north sides) and 0 block of North Date (west side north of Pepper Place). Located north of Main Street and west of Country Club Drive (3.5± acres). Rezoning from RM-2 to RM-3-PAD; and Site Plan Review. This request will allow for the development of an attached single-residence subdivision. Perlman Architects of AZ, applicant; Nuevos Vistas on Main, LLC, owner**) on the Regular Council Meeting agenda.

In response to a question posed by Vice Mayor Luna, City Manager Christopher Brady advised Chicanos Por La Causa has been working with the individuals currently living within Mesa Royale and the goal is for some of the residents to transition from the mobile homes into the new units.

2-a. Hear a presentation, discuss, and provide direction on the East and West Redevelopment Area Plans.

Economic Development Director William Jabjiniak introduced Management Assistant David Packard and Matrix Design Group Deputy Director Felipe Zubia and displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Zubia displayed maps identifying the location of the redevelopment areas in East and West Mesa. He noted a 5% increase in the number of parcels with at least one blight factor in East and West Mesa compared to the parcels located in the redevelopment area in Southwest Mesa. (See Pages 8 through 11 of Attachment 2)

In response to a question posed by Vice Mayor Luna, Mr. Zubia advised creating a redevelopment plan is the first step in determining what funding sources could be utilized for the project. He added, for example, Brownfield Funding could be sought in areas with environmental concerns.

Mr. Packard commented that Opportunity Zones are located within East and West Mesa.

In response to a question posed by Vice Mayor Luna, Mr. Jabjiniak reported that Opportunity Zones is a community development program established by Congress to encourage long-term investments in low-income areas.

In response to a question posed by Vice Mayor Luna, Deputy City Manager Scott Butler advised it is a matter of “weeks and not months” before the funding for Opportunity Zones is available.

In response to a question posed by Councilmember Heredia, City Manager Christopher Brady advised the goal is to share the redevelopment plan with City Departments, bring back recommendations to Council and try to implement some of the recommendations from the consultant.

In response to a question posed by Mayor Giles, Mr. Jabjiniak stated staff will work with qualified consultants to develop a marketing plan and prospectus to present to developers in the hopes of wanting to invest in the Opportunity Zones and redevelopment areas.

Mayor Giles thanked staff for the presentation.

2-b. Hear a presentation, discuss, and provide direction on resources to support Mesa’s historic preservation activities.

Development Services Department Director Christine Zielonka introduced Planning Director John Wesley and displayed a PowerPoint presentation. **(See Attachment 3)**

Mr. Wesley identified the high-level duties of the Historic Preservation Officer (HPO). He explained the full-time HPO will interact on a regular basis with citizens, staff and the Historic Preservation Board to build relationships and coordinate preservation efforts. (See Page 4 of Attachment 3)

Mr. Wesley provided the specialty projects that could be completed by a consultant. He stated a consultant will be used for these projects when the HPO does not have the expertise or time to complete the projects. He added the idea is for the HPO to work with the community and Historic Preservation Board to identify the projects to be completed by a consultant and present those recommendations to Council for funding consideration. (See Page 5 of Attachment 3)

In response to a question posed by Councilmember Thompson, Ms. Zielonka stated the HPO is an independent position and would rely on centralized administrative functions that support all the various areas within Development Services. She added it isn't anticipated that the HPO would take away from the departments existing resources and would in fact be more effective.

Councilmember Freeman commented on his support for a full-time HPO.

Vice Mayor Luna requested that Historic Preservation Board Chairman Greg Marek comment on the addition of a full-time HPO.

Mr. Marek advised the Historic Preservation Board has been advocating for a designated full-time HPO as the current staff member assigned does not have enough time to assist in the City's preservation needs and projects.

Mayor Giles thanked staff for the presentation.

2-c. Hear a presentation, discuss, and take action on the City's next steps in preparation for the United States 2020 Census, including the creation of a 2020 Census Task Force and appointing members to the Task Force.

Deputy City Manager Scott Butler introduced 2020 Census Administrator Jeffrey Robbins and displayed a PowerPoint presentation. **(See Attachment 4)** He commented that staff is following a process to ensure that the City receives the most accurate count possible. He added part of this process is forming the 2020 Census Task Force that will allow community and faith leaders to develop a strategic outreach and engagement plan with City residents.

Mr. Robbins reported, through the direction of Council, staff has identified organizations that are critical to Mesa and has asked members of those organizations be a part of the 2020 Census Task Force.

Mr. Robbins advised staff is proposing 24 individuals from 23 different organizations be appointed to the task force. He stated staff is confident the individuals selected are trusted within the community and know the needs of their constituents. He stated the selected individuals will be active in identifying the barriers to participation in the census and how to break down the barriers to ensure the City receives an accurate count.

Mayor Giles reported Councilmember Heredia worked for the Census Department in 2010 and will represent the City Council as the Chair on the 2020 Census Task Force.

Mayor Giles acknowledged the nations concern of the upcoming census with the inclusion of the immigration status question and how this could influence the City receiving an accurate count. He emphasized the importance of the upcoming census and the economic impact that could occur if there is an undercount.

Mr. Robbins advised for the first time ever citizens will be able to respond to the Census online and through phone banks. He stated there is a phishing concern associated with responding online therefore it is imperative that residents are educated and able to identify a legitimate online request from the Census. He reported in 2015 testing was conducted in Districts 1, 2, and 5 and it was found that seniors prefer responding to the Census through the phone banks.

In response to a question posed by Councilmember Whittaker, Mr. Robbins advised traditional mailers will be sent to residents who do not respond to the online notice that is sent out first. He noted the Census will ask very general questions, such as, race, gender, and the number of individuals living within the household. He added the Census will not be asking for specific names or date of births.

It was moved by Vice Mayor Luna, seconded by Councilmember Freeman, that the 2020 Census Task Force be created and the Council concur with staff's recommendations and appointments to the 2020 Census Task Force be confirmed.

Upon tabulation of votes, it showed:

AYES – Giles-Luna-Freeman-Heredia-Thompson-Whittaker
NAYS – None
ABSENT – Glover

Mayor Giles declared the motion carried unanimously by those present.

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

- 3-a. Museum and Cultural Advisory Board meeting held on July 26, 2018.
- 3-b. Economic Development Advisory Board meeting held on September 4, 2018.
- 3-c. Historic Preservation Board regular meeting held on September 4, 2018 and work session held on September 18, 2018.
- 3-d. Housing and Community Development Advisory Board meeting held on September 6, 2018.

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

Upon tabulation of votes, it showed:

AYES – Giles-Luna-Freeman-Heredia-Thompson-Whittaker
NAYS – None
ABSENT – Glover

Mayor Giles declared the motion carried unanimously by those present.

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

Councilmember Freeman:	Mobile Office
Vice Mayor Luna:	Ballot Question Q&A Mobile Office
Mayor Giles:	Delta Hotels by Marriott ribbon-cutting Arizona Fall League

5. Scheduling of meetings and general information.

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

Saturday, October 13, 2018, 10:00 a.m. – Made on Main Street

Monday, October 15, 2018, 10:00 a.m. – Household Hazardous Materials Facility ribbon-cutting

Monday, October 15, 2018, 5:30 p.m. – Study Session

Monday, October 15, 2018, 5:45 p.m. – Regular Meeting

6. Adjournment.

Without objection, the Study Session adjourned at 8:42 a.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

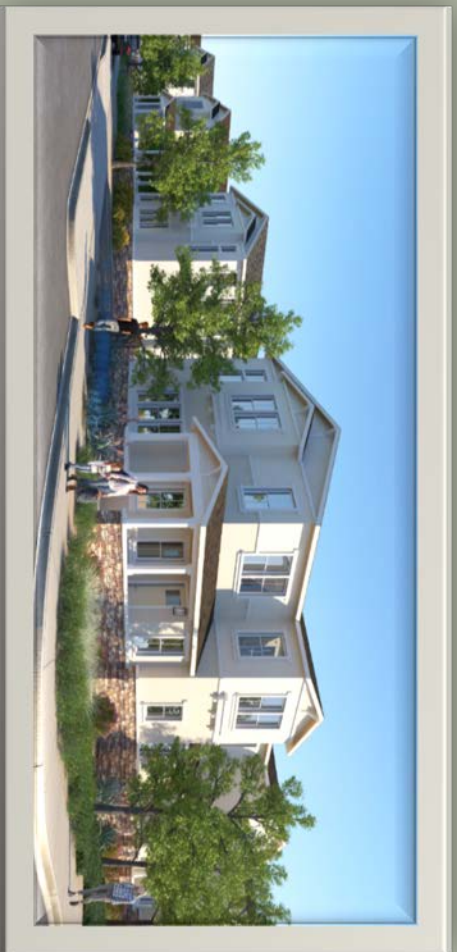
I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 11th day of October, 2018. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

mh
(Attachments – 4)



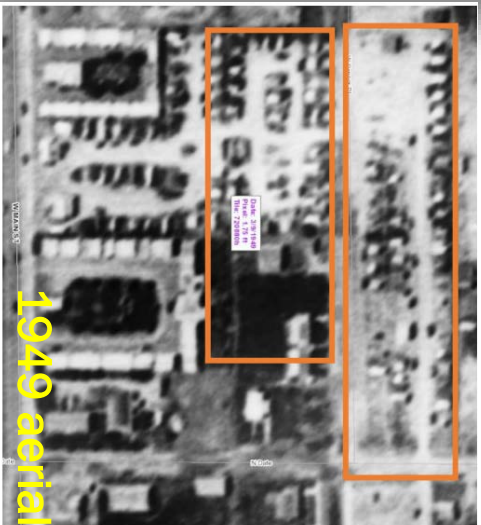
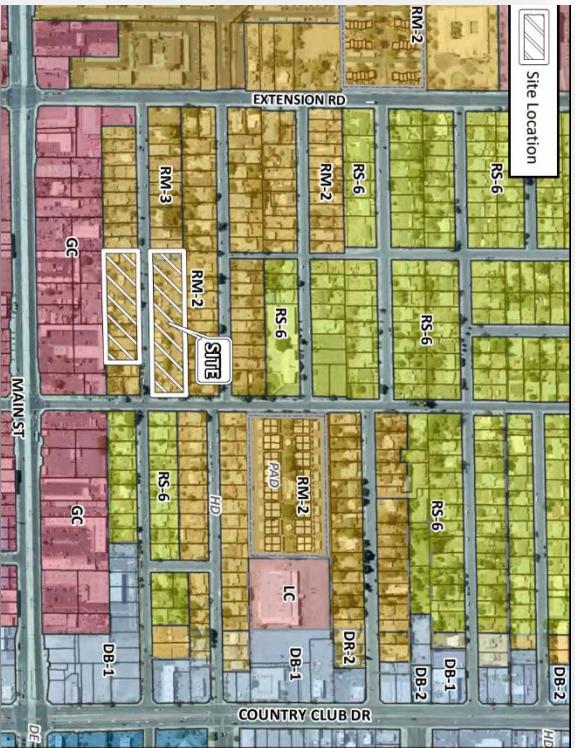
Mesa Royale Redevelopment



Mesa Royale Redevelopment



- ☞ Located North of Main Street and West of Country Club Drive
- ☞ Annexed in 1949 with RV park



Mesa Royale Redevelopment



2016

Opportunity for redevelopment



Mesa Royale Redevelopment



PLC proposed redevelopment of the site

*Combination of two- and three-story units

*Private garages for each residential unit

*For Sale, Market rate



Mesa Royale Redevelopment



- ∞ Two-story buildings on the north side of Pepper next to single residences
- ∞ Buildings are placed close to Pepper Street
- ∞ 3 residential units in each



Mesa Royale Redevelopment



- ∞ Three-story units proposed on the south side of Pepper
- ∞ Houses are placed close to Pepper Street
- ∞ 5 residential units in each



Mesa Royale Redevelopment



Questions ?



EAST

Redevelopment
Area Plan

WEST

Redevelopment
Area Plan

**Plan for the East and West
Redevelopment Areas**

City Council Study Session
October 11, 2018

What is a Redevelopment Area?

- A Redevelopment Area (RDA) is an area designated by the City Council to be in need of revitalization.
 1. One or more blighted areas exist
 2. Redevelopment of the area is necessary in the interest of the public health and safety
- Redevelopment Areas are governed by state statutes.

Project Overview

- Blight includes both visual and non-visual conditions
 - **Visual** conditions of blight include:
 - Building or site deterioration
 - Excessive trash, refuse, car parts
 - Abandoned appliances or vehicles
 - Fire or other safety hazards
 - Graffiti or Vandalism
 - Boarded-up windows
 - **Non-visual** conditions of blight include:
 - Restricted access to a parcel
 - Structures containing multiple owners
 - Inadequately sized parcels
 - Crime



What is a Redevelopment Area?

- These Redevelopment Areas will **NOT** include:
 - Eminent Domain
 - Loss of Personal Property
 - Compensation

Why is Mesa Undertaking This Project?

- Improve quality of life for residents and visitors
- Enhance and revitalize the areas adjacent to the City of Mesa's Downtown and along light rail / supporting corridors
- Increase property values
- Attract new infill development
- Encourage reinvestment

How is a Redevelopment Area Beneficial?

■ **Benefits and Goals of Redevelopment**

- A Redevelopment Area designation is a necessary step for utilizing economic development tools available today
- Could create access to certain federal funds and city funds that can be used for infrastructure improvements and other enhancements

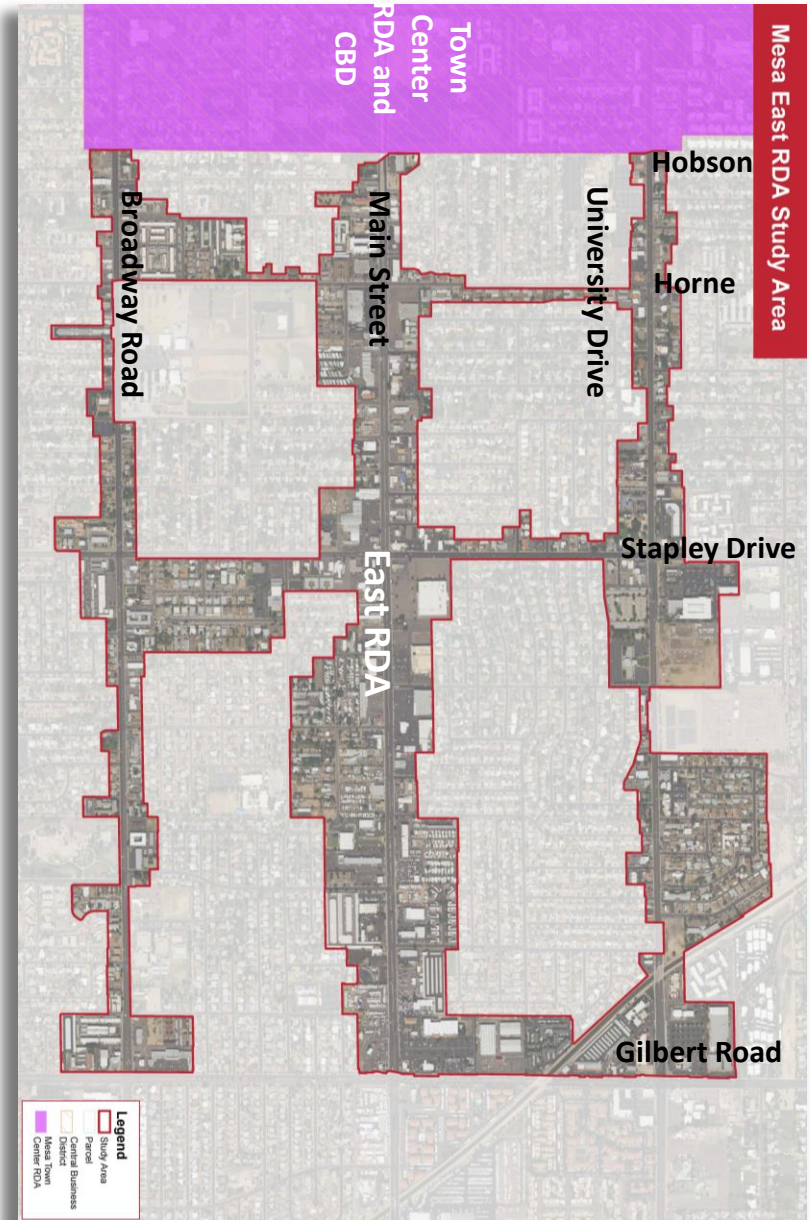


Establishing the East and West RDAs

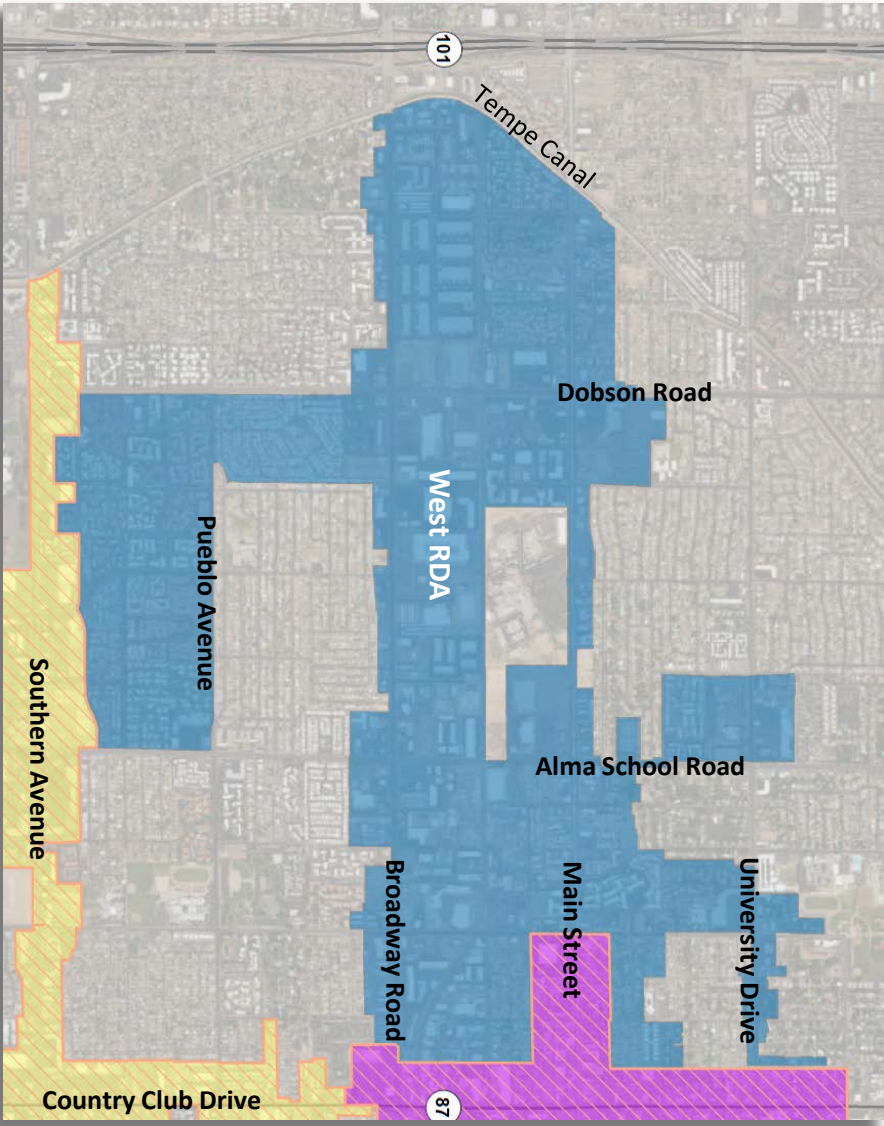


East and West
Redevelopment Area
Plans

East RDA

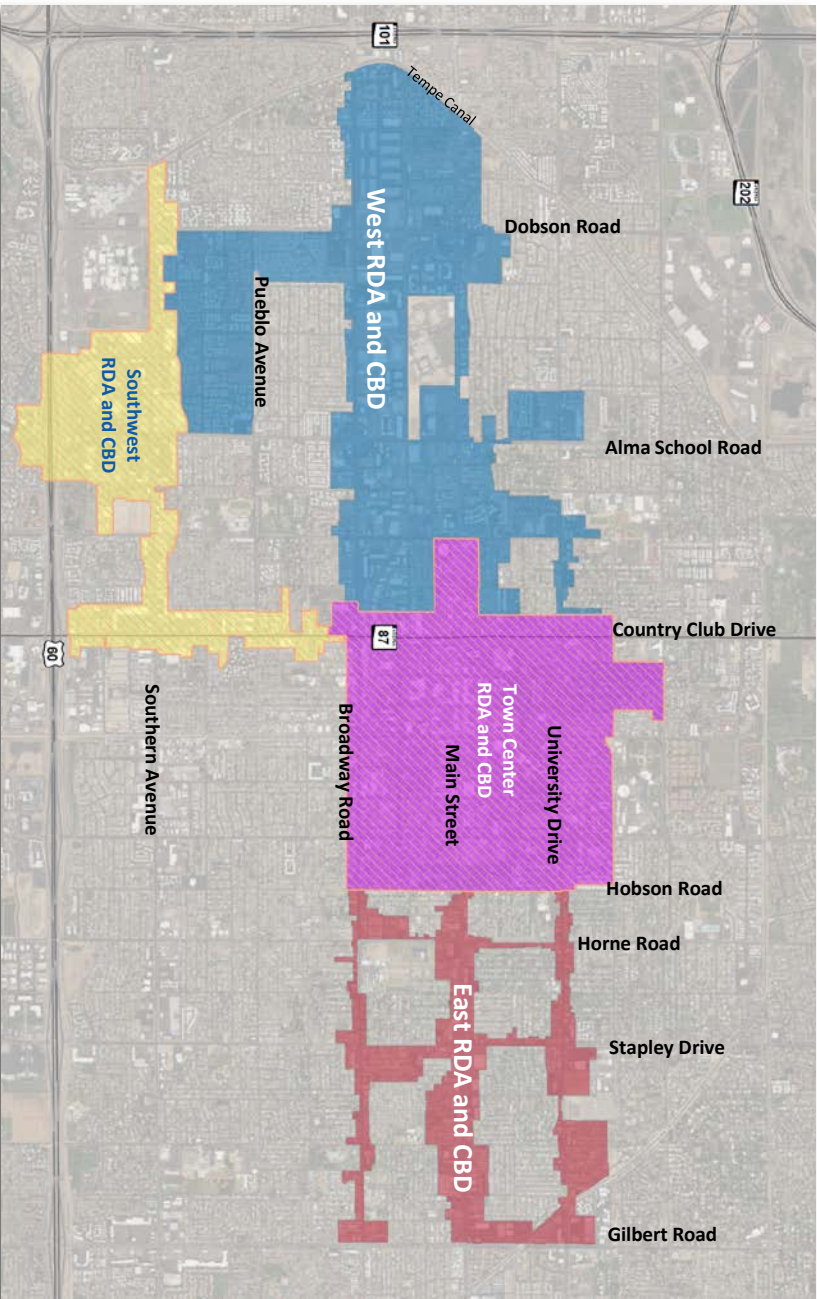


West RDA



Mesa Redevelopment Areas

- **Town Center RDA**
 - Established 1999
- **Southwest RDA**
 - Established 2016
- **East and West RDAs**
 - Established 2017



East and West Redevelopment Areas

Work began in Fall 2016 assessing potential east and west redevelopment areas.

West RDA

- Parcels identified to have at least **1** blight factor
 - **56.4%** of all parcels
 - **80.5%** of the total land area

East RDA

- Parcels identified to have at least **1** blight factor
 - **57.6%** of all parcels
 - **51.8%** of the total land area
- Council establishing the East and West RDAs on **August 21, 2017** by Resolution 11014

Public Outreach



East and West
Redevelopment Area
Plans

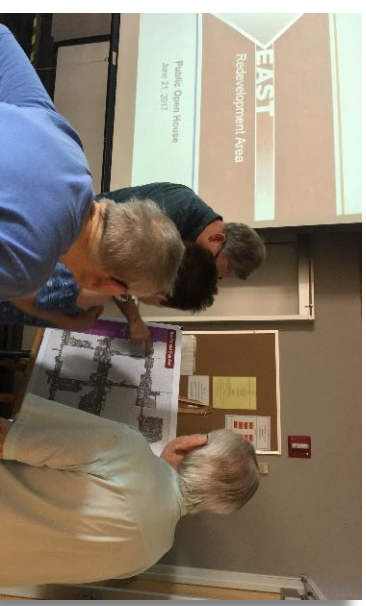
Public Open House #1

- **Dates**
 - West: June 20, 2017
 - East: June 21, 2017

- **Attendance**
 - West: 19 Attended
 - East: 14 Attended

- **Phone Calls**
 - Approximately 40 calls received from public – most inquired about process, some questions were asked regarding impact to property values.

- **Summary**
 - Generally, participants in both Workshops agreed with the summary of blight findings. No opposition was voiced during either workshop; however several questions were raised and answered regarding process and next steps.



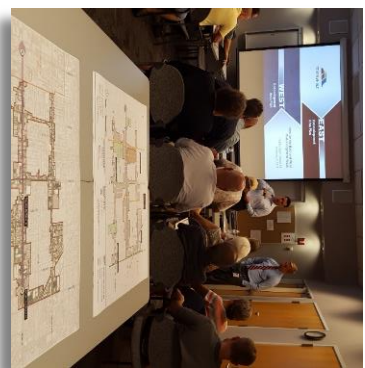
Public Open House #2

- **Dates**
 - East: January 16, 2018
 - West: January 17, 2018
- **Attendance**
 - East: Approx. 15 Attendees
 - West: Approx. 30 Attendees
- **Summary**
 - Attendees were presented two alternative conceptual land use plans for three focus areas
 - *One less intense single-use option*
 - *One more intense mixed-use option*
 - Generally, Most attendees were supportive of the higher density alternative



Public Open House #3

- **Date**
 - East & West: September 5, 2018
- **Attendance**
 - Approx. 30 Attendees
- **Summary**
 - Informational meeting to present the final draft RDA plans, including:
 - An overview of what an RDA is
 - The process of creating an RDA
 - Major elements in the East and West RDA Plans



East and West Redevelopment Area Plans



East and West
Redevelopment Area
Plans

Conceptual Land Use Alternatives

Single-Use Options

Residential



Commercial



Office



Mixed-Use Options

Commercial Mixed-Use



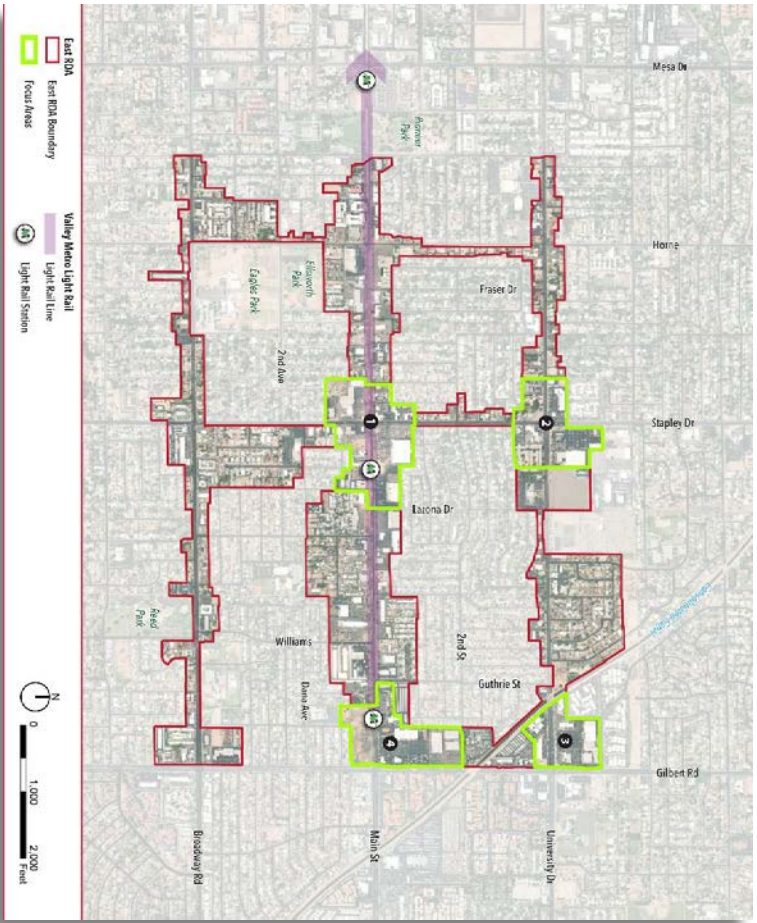
Office Mixed-Use



Employment Mixed-Use

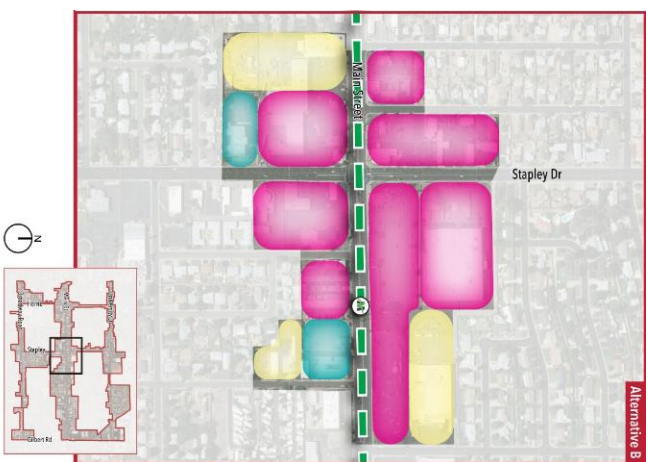
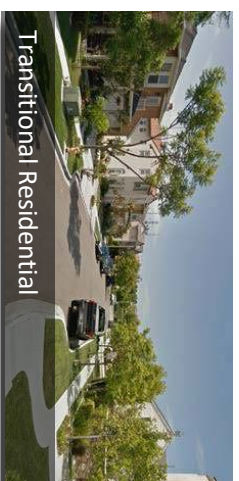


Focus Areas (East) – Conceptual Redevelopment Sites

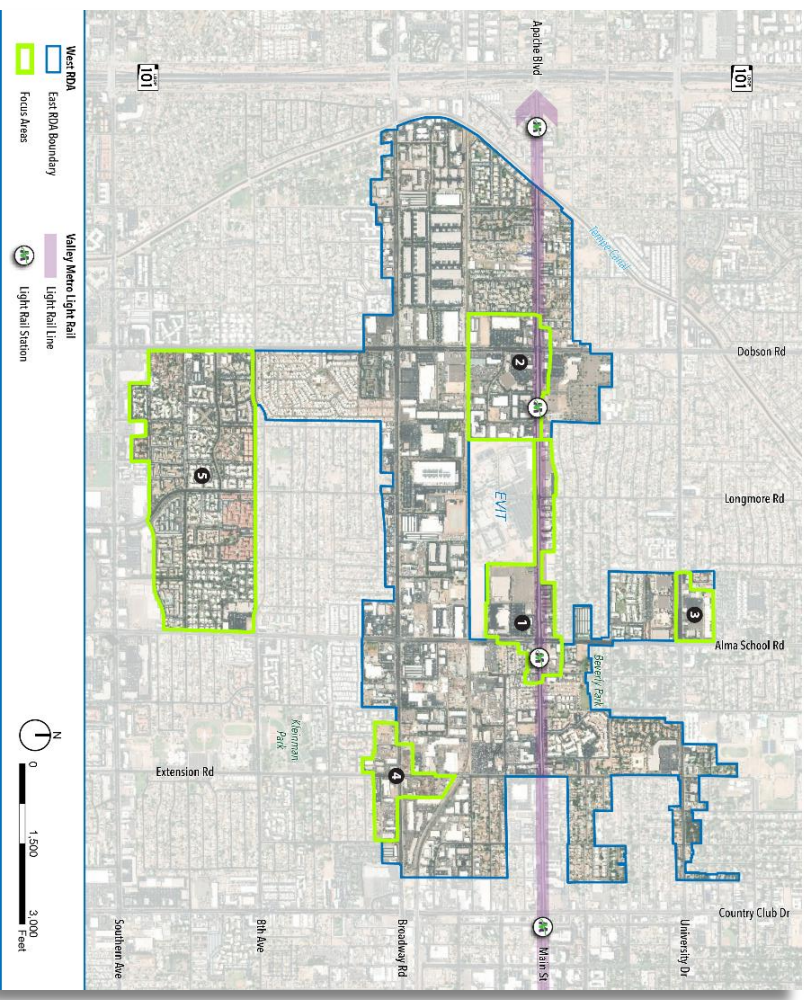


East Focus Area: Stapley and Main

- **Locational Advantages**
 - Light rail and station
 - Proximity to Downtown Mesa
 - Supportive single-family residential
- **Conceptual Land Uses**
 - Residential/Commercial Mixed Use
 - Supportive Office
 - Transitional residential



Focus Areas (West) – Conceptual Redevelopment Sites



West Focus Area: Dobson and Main

- **Locational Advantages**
 - Light rail and station
 - Emerging Asian business core
 - Proximity to EVIT
- **Conceptual Land Uses**
 - Residential/Commercial Mixed Use
 - Employment
 - Commercial
 - Supportive Office
 - Residential



RDA Plans: Goals and Strategies

- **Goals**
 - Placemaking, Revitalization
 - Live, work, play destinations
 - Supportive infrastructure
 - Pedestrian connectivity
 - Safe neighborhoods
- **Strategies**
 - Recognize emerging Asian business core
 - Branding, wayfinding, marketing
 - Business retention, expansion, training programs
 - Program safety and connectivity enhancements
 - Maintain presence of life/safety personnel

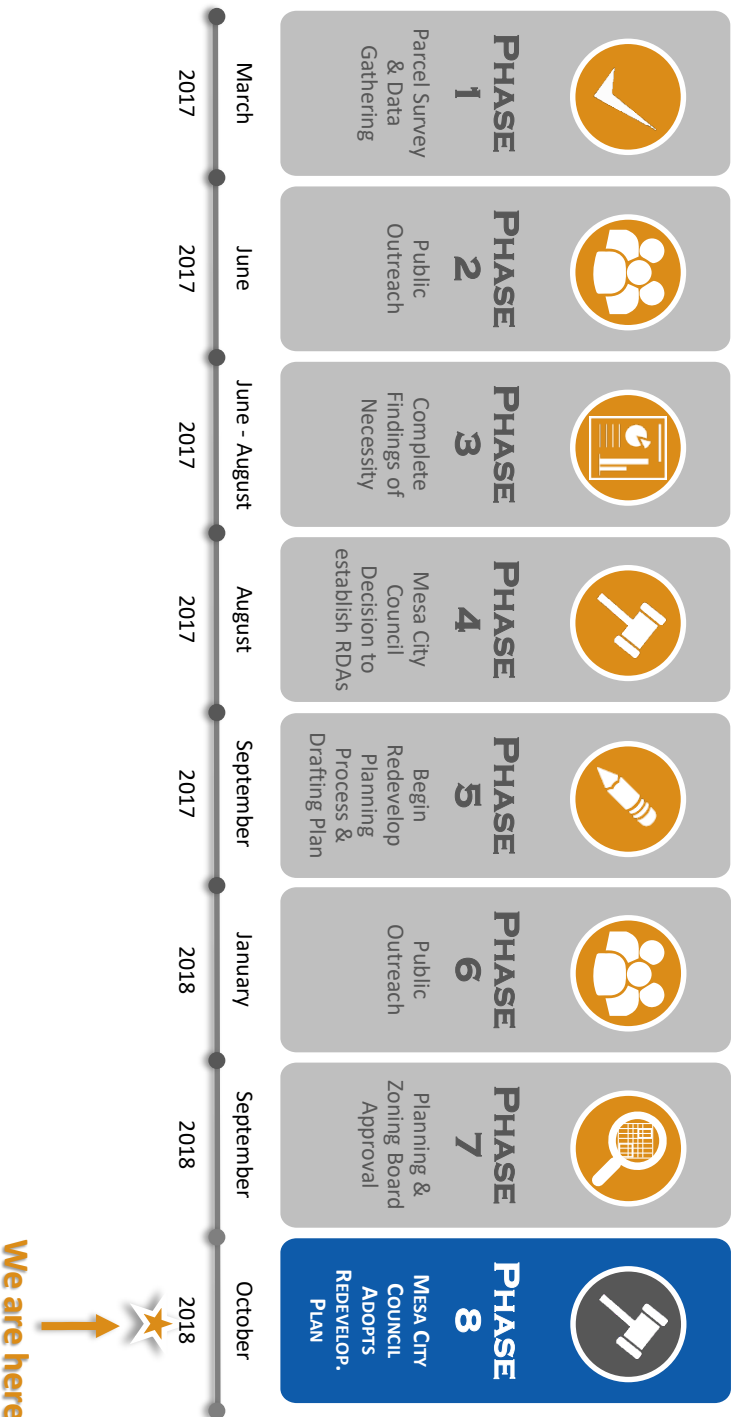


Next Steps

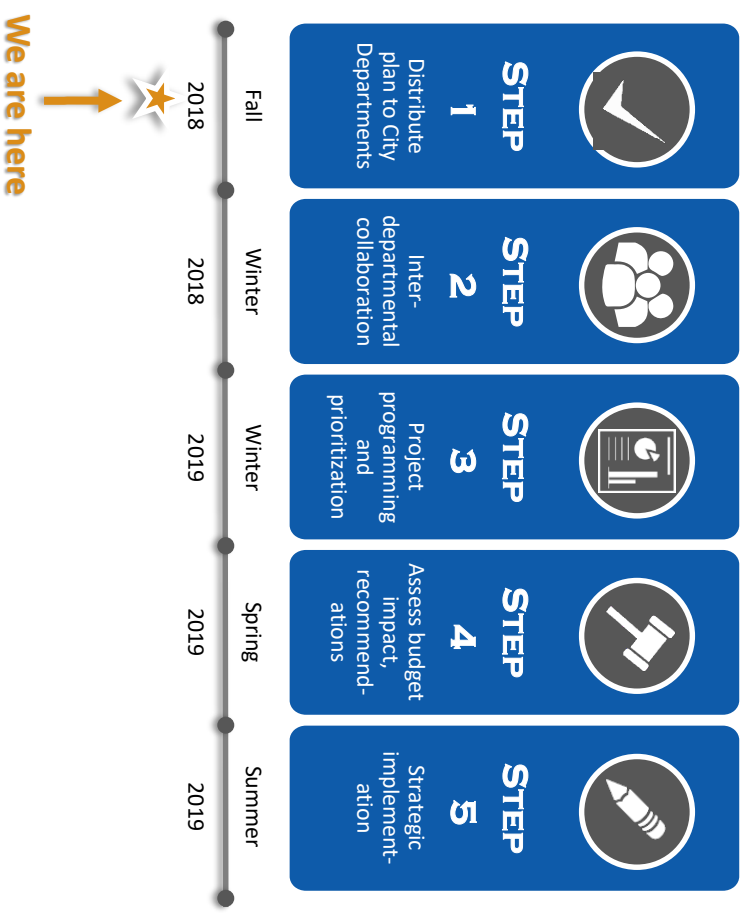


East and West
Redevelopment Area
Plans

Process



NEXT STEPS



We are here

Questions



East and West
Redevelopment Area
Plans



City of Mesa Historic Preservation Support





During the FY 18/19 budget process, the City Council requested for staff to return in the Fall with recommendations on resource allocation to support historic preservation activities



Staff Recommendation

- Full-time Historic Preservation Officer (HPO) position in the Planning Division to manage day-to-day historic preservation activities
- Consulting services with expertise based on specific projects
- Presented this model to the Historic Preservation Board who supported this recommendation



High-level Duties of the HPO

1. Implement day-to-day activities to support City preservation vision and goals
2. Serve as a resource for neighborhoods and businesses on historic preservation related issues and development processes
3. Serve as the staff liaison to the Historic Preservation Board and support their preservation efforts
4. Develop and implement HP development guidelines
5. Manage consultant contract when specialized expertise or time-sensitive projects are required



Specialty Projects

Consultant Specialization Expertise:

- Preserve Neon and Historic Signs
- National, State and Local Registration Processes
- Evaluate post-WWI Neighborhoods
- Historic Neighborhood Preservation Guidelines

Staff Recommendation

- Funding already included in FY 18/19 Budget
- Full-time position to manage day-to-day historic preservation activities
- Consulting services with specific expertise based on individual projects that arise



Questions/Discussion



ADDITIONAL INFORMATION



Cost Estimates

	City of Mesa FTE		Consultant	
	ANNUAL	HOURLY	ANNUAL	HOURLY *
Full-Time Benefitted (2080 Hours)	\$100,680	\$48.40	\$245,440	\$118.33
Part-Time Benefitted (1040 Hours)	\$50,340	\$48.40	\$123,063	\$118.33
Part-Time Non-Benefitted (1040 Hours)	\$36,806	\$35.39	\$123,063	\$118.33

**Consultant rate includes the average cost of the Project Manager, Ass't Project Manager and Admin Support*



Other Factors

Factor	Advantage	
	Consultant	FTE
Physical Presence		X
Vested interest in City/Council Vision		X
Consistent Collaboration with Neighborhoods		X
Coordination with Planning Projects		X
Investment in long-term employee		X
City e-mail, phone, and workspace – access to Public		X
Objective 3 rd Party	X	
Knowledgebase/Bench strength	X	



Other Municipalities

Municipality	Title (HP Liaison)	Employment Status	
		Contract	FTE
Scottsdale	HP Officer		X
Phoenix	HP Officer		X
Glendale	Planning Director		X
Chandler	No Program	N/A	N/A
Tempe	HP Officer		X

2020 Census Taskforce

Scott Butler - Deputy City Manager

Jeff Robbins - Census 2020 Administrator

City Council Study Session

October 11, 2018



2020 Census Taskforce

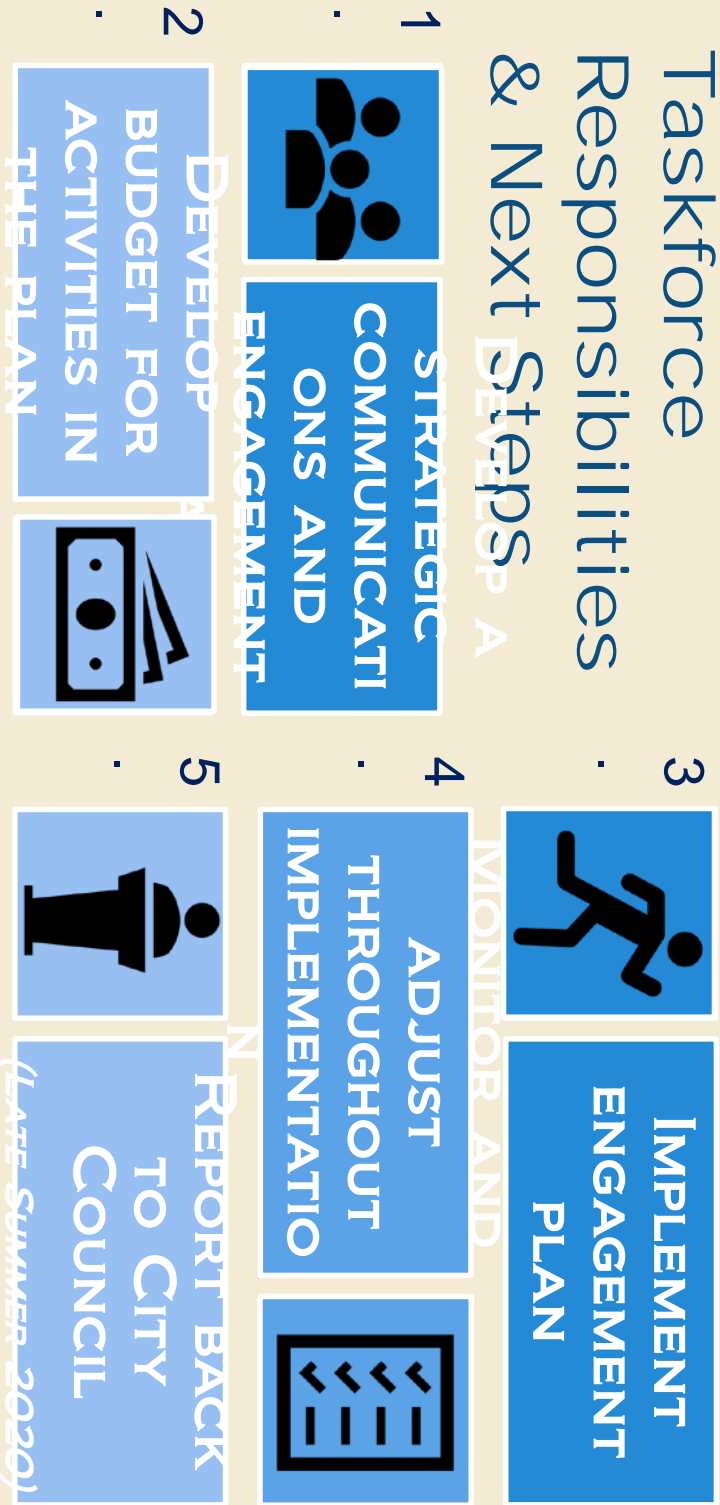
Representative

Diverse

Influential



Taskforce Responsibilities & Next Steps



Questions?

