



# COUNCIL MINUTES

September 11, 2017

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 September 11, 2017 at 5:02 p.m.

## COUNCIL PRESENT

David Luna  
Mark Freeman  
Christopher Glover\*  
Kevin Thompson  
Jeremy Whittaker

## COUNCIL ABSENT

John Giles

## OFFICERS PRESENT

Christopher Brady  
Dee Ann Mickelsen  
Jim Smith

Vice Mayor Luna recognized September 11<sup>th</sup> and reflected on the lives lost and expressed gratitude for all of the first responders.

(\*Councilmember Glover participated in the meeting through the use of telephonic equipment.)

Vice Mayor Luna excused Mayor Giles from the entire meeting.

### 1. Review items on the agenda for the September 11, 2017 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.

City Attorney Jim Smith highlighted background information related to item #3-c (**Makitto Sushi - A restaurant that serves lunch and dinner is requesting a new Series 12 Restaurant License for JT Food Services LLC, 1055 North Dobson Road, Suite 106 - Taek Gul Nam, agent. There is no existing license at this location. (District 1)**) on the Regular Council Meeting agenda.

Mr. Smith explained that Council acts in an administrative function and the State Liquor Board is the administrator for the liquor license process. He noted that State Statute provides 12 grounds for recommendations of denial and that Council has three options, to recommend approval, no recommendation, or recommend denial.

Mr. Smith reviewed a letter that was received by Ms. Maggie Liao's attorney requesting denial of the liquor license due to allegations against Mr. Jay Chung, who is not the applicant. He pointed out that the applicant, Mr. Taek Gul Nam, is not named in any of the allegations.

Mr. Nam reported that he is in the process of opening his own restaurant in the City and confirmed that Mr. Chung is his brother-in-law and will be an employee.

Council agreed to keep item #3-c on the consent agenda as presented.

2-a. Hear a presentation, discuss, and provide direction on the Southwest Redevelopment Area Plan.

Economic Development Director Bill Jabjiniak introduced Bruce Meighen AICP, Consultant from Logan Simpson Design, Inc, and Economic Development Project Manager Sara Sorensen who displayed a PowerPoint presentation (**See Attachment 1**) related to the Southwest Redevelopment Area Plan (RDA).

Mr. Jabjiniak stated that an RDA is an area designated by Council in need of revitalization and is determined by the predominance of blight and per State Statute is necessary for utilizing economic development tools such as the Government Property Lease Excise Tax (GPLET).

Mr. Jabjiniak displayed a map showing the Town Center RDA and the Southwest RDA which are contiguous in order to maximize the benefit of the Central Business District which assists with the use of the GPLET. He noted that the Southwest RDA has 281 parcels or 616 acres and has great potential for redevelopment properties, such as the Fiesta Mall area and the properties located on the northwest corner of Alma School Road and Southern Avenue. He reviewed the process of the Southwest RDA from May 2016 through September 2017. (See Pages 3 through 5 of Attachment 1)

Mr. Meighen highlighted the vision of the RDA which is to rejuvenate the economic vibrancy of the Fiesta Mall area as well as the gateway into the City. He highlighted the priority redevelopment sites: Fiesta Mall, Country Club Drive/US 60, and the NW corner of Southern Avenue and Alma School Road. (See Page 8 of Attachment 1)

Mr. Meighen explained that the plan structure will focus on the large issues and how they can use strategies to address the issues. He reviewed seven problem statements and strategies as well as supporting projects and vision examples. (See Pages 9 through 25 of Attachment 1)

In response to a question posed by Councilmember Thompson, Planner Director John Wesley replied that the form based code is designed for urban areas, such as the downtown area, and he believes that is the vision for the Southwest RDA/Fiesta Mall area. He stated that the existing code works, however, staff will need to do some calibration to verify if any adjustments need to be done within the code.

Vice Mayor Luna thanked staff for the presentation.

3. Approval of minutes from an executive session held on June 29, 2017.

It was moved by Councilmember Thompson, seconded by Councilmember Freeman, that the minutes from an Executive Session held on June 29, 2017 be approved.

Vice Mayor Luna declared the motion carried unanimously by those present.

4. Information pertaining to the current Job Order Contracting projects.

(This item was not discussed by the Council.)

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

Councilmember Freeman: Tours with Arizona State University (ASU), the Brooklyn Navy Yard, New York University, and Google

6. Scheduling of meetings and general information.

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

Monday, September 18, 2017, 5:45 p.m. – Regular Council Meeting

7. Adjournment.

Without objection, the Study Session adjourned at 5:38 p.m.

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DAVID LUNA, VICE MAYOR

ATTEST:

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DEE ANN MICKELSEN, CITY CLERK

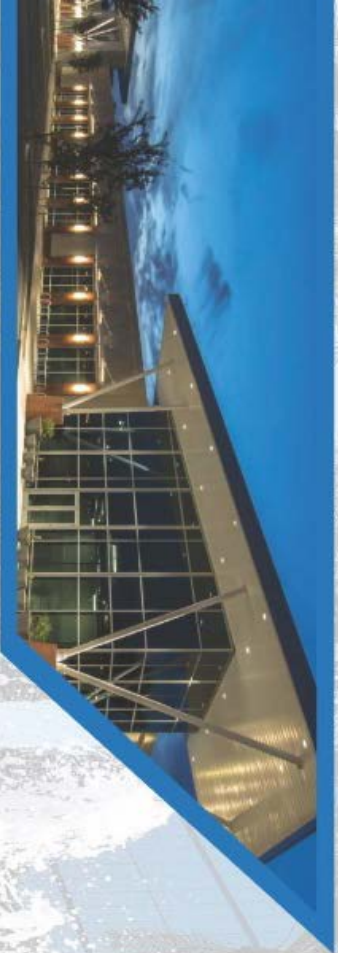
I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 11<sup>th</sup> day of September, 2017. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

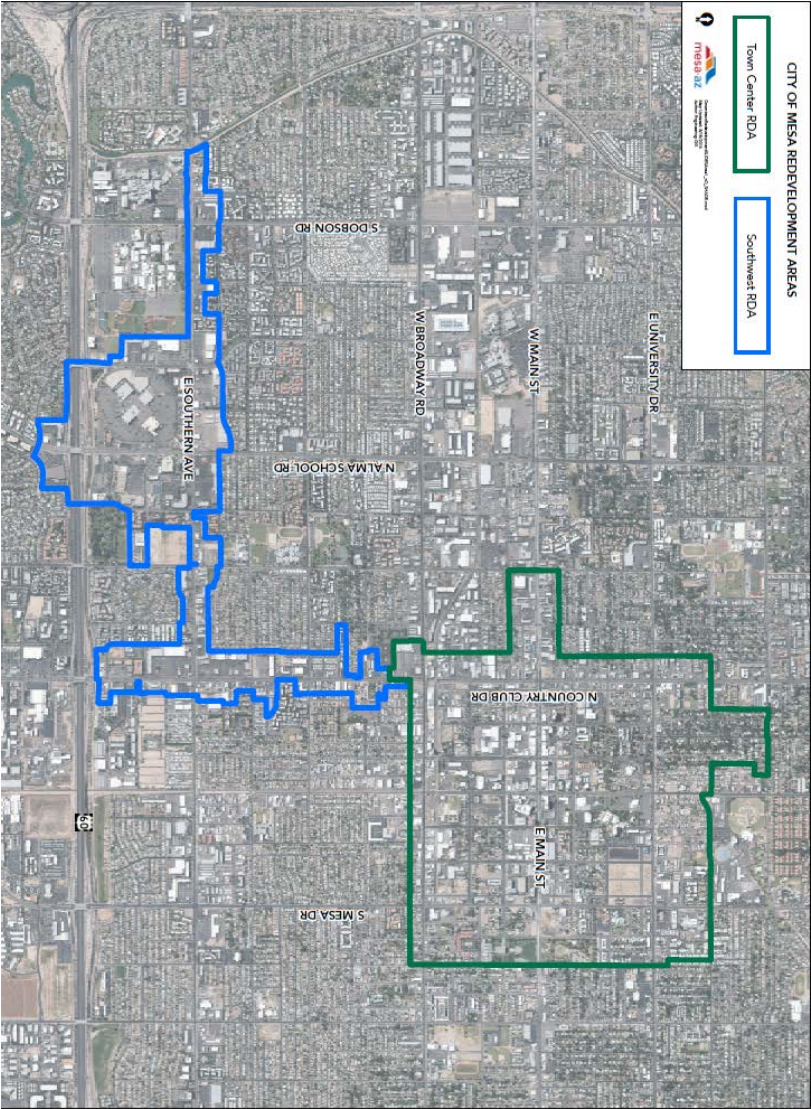
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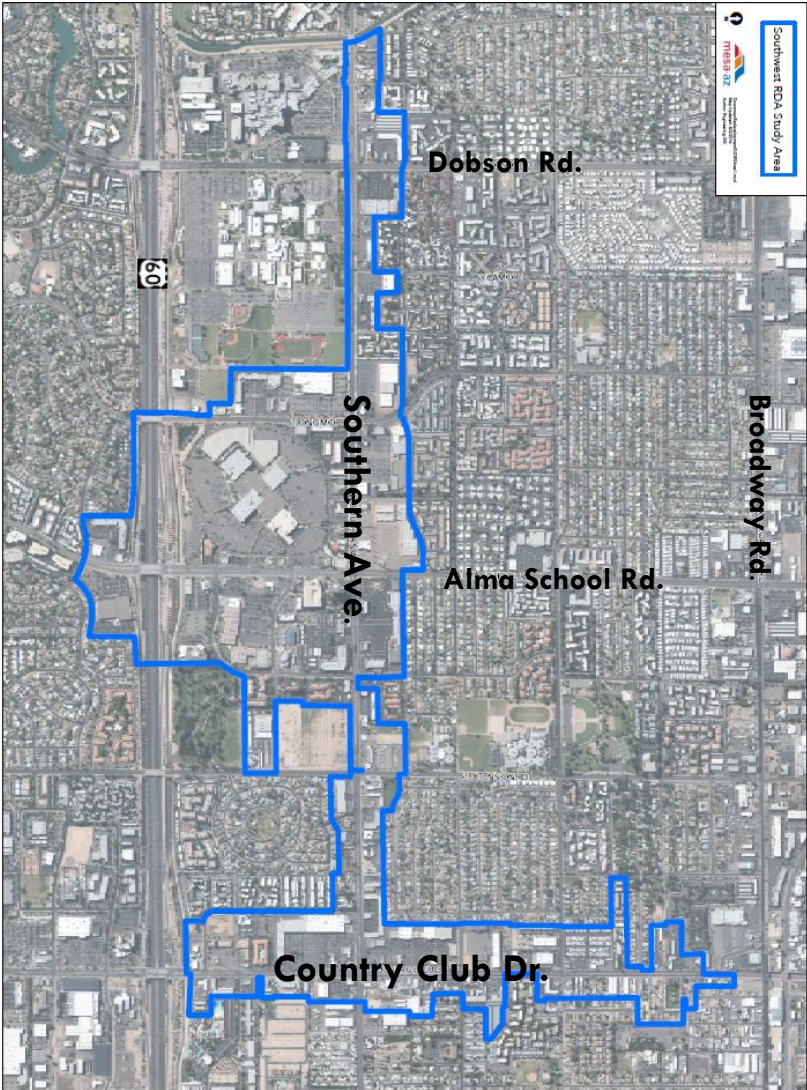
# MESA SOUTHWEST REDEVELOPMENT AREA PLAN



# Background

- A Redevelopment Area (RDA) is an area designated by the City Council to be in need of revitalization.
- A Redevelopment Area designation is a necessary step for utilizing economic development tools available today.
- Mesa has four existing Redevelopment Areas:
  - Town Center RDA (1999)
  - Southwest RDA (2016)
  - East RDA (2017)
  - West RDA (2017)





# Process

1. Data Collection & Blight Study May 2016
2. Public Open House #1 August 2016
3. **Finding of Necessity** **September 2016**
4. Public Open House #2 November 2016
5. Draft Redevelopment Plan November 2016 - June 2017
6. Public Open House #3 August 2017
7. Planning & Zoning Approval August 2017
8. **City Council Approval** **September 2017**



# VISION

“The Southwest RDA is becoming a **unique, active and economically vibrant urban destination** in southwest Mesa. Revitalization of the Southwest RDA is transforming these historically vibrant areas of Mesa into a **major employment center** in the greater metropolitan area (the Fiesta Tech Center Sub-Area) and an **urban mixed use corridor** (Country Club Corridor Sub-Area), with:

- A **unique identity** and sense of place
- An urban atmosphere with an **active street scene**
- A **pedestrian friendly** environment
- An **integrated mix** of land uses and building types
- Diversity in **entertainment** and evening uses
- Frequent and convenient **public transit**
- A place where businesses are eager to locate
- A place that is **attractive** to businesses and residents
- Inviting and attractive **gateways** along US 60, at Dobson Road, Alma School Road and Country Club Drive
- A strong, **aesthetic connection** along Country Club Drive to Downtown Mesa

”

# PLAN ORGANIZATION

## 1 INTRODUCTION

Project Objective, Historic Overview, RDA Boundaries, Public Involvement Highlights

## 2 VISION

Vision Statement  
Priority Redevelopment Sites

## 3 REDEVELOPMENT PLAN

Problem Statements, Strategies + Projects  
Funding + Financial Options

## 4 APPENDICES

Blight Study Findings Summary  
Market Summary  
Land Summary

# PRIORITY REDEVELOPMENT SITES



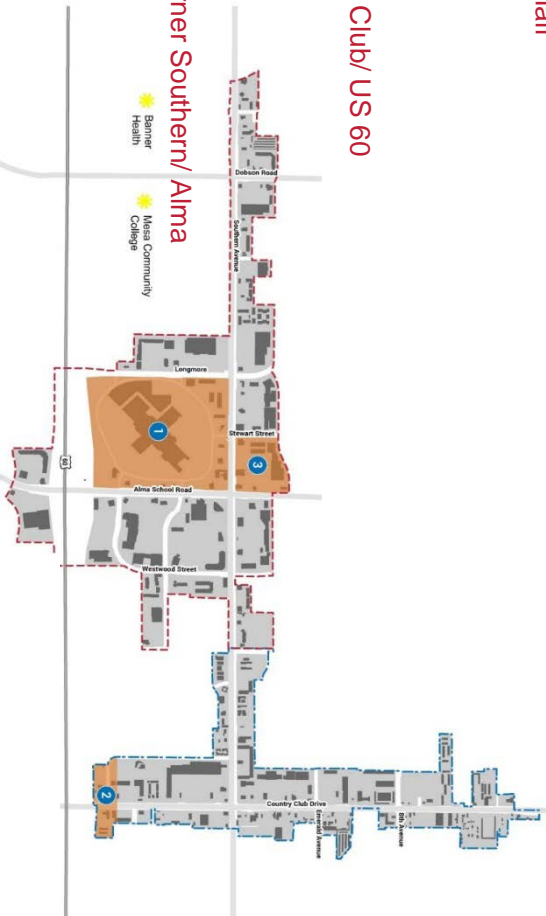
1/ Fiesta Mall



2/ Country Club/ US 60



3/ NW Corner Southern/ Alma School



# PROBLEM STATEMENT + STRATEGY #1

The Fiesta Tech Center Sub-Area suffers from a **lack of a core anchor development** that is attractive for jobs and entertainment.

The area **does not have an identifiable, cohesive sense of place.**

Work with the owners and developers of the Fiesta Mall to repurpose this property as the **core anchor development centering on high-quality employment growth.**

# SUPPORTING PROJECTS

# #1

- Utilize **Government Property Lease Excise Tax (GPLET)** for redevelopment
- Invest in **additional public infrastructure improvements**
- Develop, implement and acquire support of the transition to a **major employment area**
- Establish a **site demolition assistance program**
- Review and update the **Fiesta District Design Guidelines**

# SUPPORTING PROJECTS

# #1



Parking behind buildings and along pedestrian-oriented street

Transition from mixed use buildings along southern to residential buildings behind

Buildings adjacent to right-of-way

Mid-block pedestrian crossing at Southern Avenue

- Primary redevelopment opportunities:
- new corner anchor development
  - buildings oriented toward Southern Avenue
  - parking in back of buildings and connections into neighborhoods
  - public plazas and spaces between buildings



# PROBLEM STATEMENT + STRATEGY #2

The Southwest RDA is comprised of development that is the result of an **outdated urban design model**, consisting of **low-end commercial and housing properties** and **lot sizes that are not attractive to new business investment**.

Develop and implement tools and programs that will encourage more appropriate lot sizes, allow for **flexibility in redevelopment** options, provide for **enhanced design**, allow efficient use of secondary access (aside from arterial access) and **increase densities and intensities**.

# SUPPORTING PROJECTS

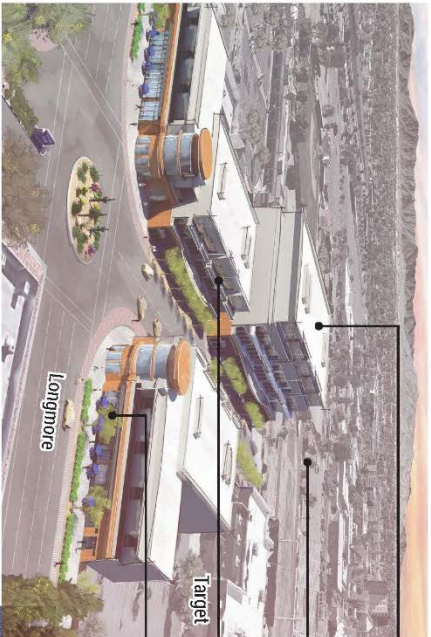
# #2

- Create a tiered and time-limited incentive program for the **consolidation** of property
- Establish a **site demolition** program to spur development
- Review current **zoning requirements**
- Encourage **mixed-use redevelopment** projects in large shopping centers along Country Club
- Work with properties adjacent to Fiesta Mall to encourage redevelopment that creates **high-quality employment** opportunities



# SUPPORTING PROJECTS

## #2



High-density, higher-end residential to serve students and business employees

Pedestrian connections between college and business campus

Multiple stories create street enclosure

Small-scale mixed-use with adaptable first floor can be residential or commercial

- Primary redevelopment opportunities:
- completes Fiesta Tech Center Sub-Area
- develops current retail and utilizes underutilized parking
- preserves existing buildings
- redevelops existing buildings



# PROBLEM STATEMENT + STRATEGY #3

While once a center of commerce and economic activity, the Southwest RDA has been in **economic and aesthetic decline** for many years.

Coordinate with property owners to **actively promote the cleanup, sale or removal** of privately-owned properties that are abandoned or declining.

## SUPPORTING PROJECTS

# #3

- Establish an **infill incentive district** to encourage redevelopment
- Amend regulations and fines for **nuisance complaints and property maintenance standards** and noncompliance
- Supplement **code enforcement efforts**

# PROBLEM STATEMENT + STRATEGY #4

The existing mix of uses is not **appropriately** balanced for the market and location and is therefore **underperforming**.

Modify zoning and market the area to **encourage technology, office, health care, higher education** and other desired business uses.

# SUPPORTING PROJECTS

# #4

- Modify development standards to require a **mix of uses**, while giving preference to office uses that support the Fiesta Tech Center Sub-Area as an **employment center**
- Apply a **Form-Based Code** which allows property owners to “opt in” to be eligible for other incentives
- Market the area to promote its **strategic location and updated flexibility** in zoning and use standards

# PROBLEM STATEMENT + STRATEGY #5

The area does not take adequate advantage of its location adjacent to US 60, or with respect to major community institutions such as Banner Health and Mesa Community College.

Create gateways along US 60 at its interchanges emphasizing the importance of this area.

## SUPPORTING PROJECTS

# #5

- Provide high-level **site designs** to direct redevelopment and streetscape enhancements on Country Club Drive between US 60 and Southern Avenue
- Create **guidelines for development** including the implementation of streetscape, lighting and signage improvements and the incorporation of unique public art along the US 60 right-of-way
- Explore the **market feasibility of major developments** within this area to determine highest and best use

# SUPPORTING PROJECTS

# #5



Sunsplash

Building set forward to street

Hotel complements surrounding uses and adjacent accommodations

Publicly accessible amenities

- Primary redevelopment opportunities:
- Creates a welcoming gateway at US 60
  - Provides alternative and complementary flagship hotel formats





# PROBLEM STATEMENT + STRATEGY #6

There has been a problem of **neighborhood decline, crime and transience** in the area.

Supplement the level and increase the **visibility of public safety activities** along the corridor to enhance the **overall aesthetics and increase public sense of well-being**.

# SUPPORTING PROJECTS

## #6

- Review zoning districts to encourage quality redevelopment projects
- Encourage businesses to participate in public safety programs such as Community Policing Through Environmental Design (CPTED)
- Establish a beautification program for the Country Club Corridor
- Supplement code enforcement efforts
- Implement programs that encourage communication and engagement with residents

# PROBLEM STATEMENT + STRATEGY #7

The Country Club Corridor Sub-Area is **predominantly vehicular-oriented**, with little to no streetscape and amenities, minimal transit opportunities and **increasing vehicular - pedestrian conflicts** due to traffic volumes and number of access points.

Implement **pedestrian and vehicular safety improvements**, much like Southern Avenue, throughout the area, including expansion of transit services, access-control enhancements and where feasible, encourage a wide, meandering pathway and buffered landscape strips.

# SUPPORTING PROJECTS

# #7

- Develop an **Access Control Plan**
- Encourage wider and meandering **sidewalks and buffered landscape strips**
- Implement **sign replacement** program
- Construct limited medians which incorporate new **landscaping and art**
- Create a standardized **landscaping palette and lighting**
- Identify **pedestrian connections** into surrounding neighborhoods
- Study new **local bus route**, similar to Downtown Buzz

## NEXT STEPS

- Public Hearing at City Council Meeting
- Propose Implementation Plan
- Work with City Manager to Identify Programs and/or Funding
- Market Programs to all Stakeholders

## QUESTIONS?