

COUNCIL MINUTES

May 1, 1997

The City Council of the City of Mesa met in a Policy Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on May 1, 1997 at 4:00 p.m.

COUNCIL PRESENT

Mayor Wayne Brown
Pat Gilbert
John Giles
Dennis Kavanaugh
Joan Payne
Wayne Pomeroy
Jim Stapley

COUNCIL ABSENT

None

STAFF PRESENT

C.K. Luster
Tom Albright
Pauline Backer
Wayne Balmer
Neal Beets
Linda Crocker
John Gendron
Geri Gerber
Joe Holmwood
Mike Hutchinson
Lars Jarvie
Barbara Jones
Harry Kent
Wayne Korinek
Frank Mizner
Ruth Ann Norris
John Oliver
Ellen Pence
Bryan Raines
Tom Remes
Becky Richardson
Kevin Snow
Mindy White

OTHERS PRESENT

LeRoy Brady
Dan Brock
Debra Duvall
Laura Hyneman
Art Jordan
Chris Moeser
Dan Nowicki
Jerry Petrie
Ralph Pew
Joe Shipley
Don Strauch
Others

1. Discuss and consider possible Design Review revisions as recommended by the Design Review Board.

Community Development Manager Wayne Balmer informed the Council that the Design Review Board has been in existence for approximately ten years and expressed the opinion that the Board has accomplished a variety of goals. Mr. Balmer added that in an effort to improve the overall operation of the Design Review Board, the Council is being asked to consider a number of possible revisions to the Design Guidelines, Chapter 14 and Administration and Procedures, Chapter 18, of the Zoning Ordinance.

Design Review Board Chairman Art Jordan and Vice Chairman LeRoy Brady introduced members of the Board in attendance and commented that approximately one year ago, the Design Review Board presented the Council with a variety of recommendations relative to improving the overall operation of the Design Review process. Mr. Jordan noted that the list of recommendations has been narrowed down to four specific issues: (1) that the Design Review Board review all new office, commercial and industrial projects fronting on arterial streets; (2) that the Design Review Board review proposed "major" remodeling or expansion of existing office, commercial and industrial structures fronting on arterial streets; (3) that specific requirements be added to the Design Guidelines to address the unique attributes of pre-manufactured metal buildings; and (4) that the City Council reconsider the City's regulations regarding existing free-standing, non-conforming signs.

Discussion ensued relative to the Board's justification for recommending the proposed revisions to the Design Review process.

Vice Mayor Gilbert indicated that he would support recommendations one through three but stated that recommendation four, relative to signage, requires additional study and consideration. Vice Mayor Gilbert commented on difficulties associated with the nonconforming signage issue.

Councilmember Kavanaugh stated that on a recent Council trip to Portland, Oregon, he had an opportunity to personally witness improvements to that community and added that he too would support recommendations one through three. Councilmember Kavanaugh expressed the opinion that recommendation four is on-going and will require additional study.

Councilmember Giles concurred with Vice Mayor Gilbert and Councilmember Kavanaugh's remarks relative to the Board's recommendations.

Councilmember Stapley indicated that he supports recommendations one and two and added that recommendation three, relative to pre-fabricated buildings, should be further discussed. Councilmember Stapley expressed concerns relative to sign ordinance 'grandfather clauses' and agreed that additional information and study should be undertaken relative to this matter.

Mayor Brown expressed appreciation to the members of the Design Review Board for their attendance and on-going efforts.

Mr. Balmer indicated that staff will prepare a draft ordinance relative to the proposed Design Review Board's recommendations and present it to Council for consideration and action.

2. Further discussion and consideration of the proposed per cent for public arts resolution.

Councilmember Kavanaugh stated that City Attorney Neal Beets has been working closely with the Mesa Arts Center and staff in an effort to develop a comprehensive draft resolution relative to this issue. Councilmember Kavanaugh expressed the opinion that the proposed

draft resolution provides adequate safeguards and represents a common sense approach to public art funding. Councilmember Kavanaugh encouraged Council support of this issue.

Discussion ensued relative to estimated first-year funding in the amount \$100,000 to \$150,000 and the fact that the amount to be appropriated for the Public Art Fund will be calculated based on the General Fund for capital improvement projects and Parks, Recreation and Cultural Facility bonds.

Mayor Brown indicated support for the project.

In response to a question from Councilmember Giles, Assistant City Manager Mike Hutchinson advised that staffing has not been recommended for the first year of program operation. Mr. Hutchinson added that \$25,000 would be utilized to contract a professional public art consultant or team to undertake a planning process leading to the creation of a Public Art Plan. Mr. Hutchinson stated that the Council would address staffing issues in approximately one year and commented that a part-time position may be appropriate at that time.

Councilmembers Giles and Pomeroy also stated support for the proposed project.

Mayor Brown directed staff to present the draft to Council in the near future for additional consideration and action.

3. Hear a report and discuss the Fiesta Quadrant Policy.

Community Development Manager Wayne Balmer briefly discussed the contents of a proposed Fiesta Quadrant Development Policy and noted that the site is located between Alma School and Extension from Southern Avenue to the Superstition Freeway. Mr. Balmer commented on the fact that the location possesses significant potential for high intensity development comprised primarily of high- and mid-rise office projects.

Discussion ensued relative to population statistics, freeway access, the fact that the Fiesta Quadrant site is ideally located, proposed uses, and two cases currently before the Planning and Zoning Board for consideration.

Mr. Balmer referred to sketches distributed to the Council for review and advised that two issues should be addressed by the Council: (1) whether high-intensity office on the corner of that site should be changed to retail; and (2) if so, determining the appropriate type of retail for that area.

Mayor Brown expressed the opinion that the Council should discuss policy at this time and avoid dialogue relative to the cases currently before the Planning and Zoning Board. Mayor Brown stated the opinion that the former Western Savings Bank high-rise building is not appropriate for the area and that minimum demand exists for high-rise buildings at that location. Mayor Brown added that high-rise buildings should be located in the downtown area and that retail development should occur in the Fiesta and Superstition Springs mall areas.

Councilmember Kavanaugh stressed the importance of creating jobs in the Fiesta Quadrant area to provide local employment opportunities. Councilmember Kavanaugh stated the opinion that additional retail in the area may increase existing traffic congestion. Councilmember Kavanaugh expressed the opinion that caution should be utilized in considering any changes to the current Fiesta Quadrant Development Policy.

Vice Mayor Gilbert stated the opinion that the existing retail businesses in the area should be preserved while other issues such as transportation, job development, and mixed-use possibilities are balanced. Vice Mayor Gilbert indicated an interest in receiving input from Fiesta Mall management and business owners in the surrounding area. Vice Mayor Gilbert added that he supports Mayor Brown's comments relative to designating Mesa's downtown location as a magnet area for high-rise buildings.

Councilmember Giles commented that he supports readdressing the Fiesta Quadrant development policy to determine whether the original rationale for the proposal still exists. Councilmember Giles stated the opinion that additional retail areas could be developed in the Fiesta Quadrant without jeopardizing employment opportunities. Councilmember Giles indicated that he supports soliciting input from business owners and merchants in the area

Councilmember Pomeroy expressed the opinion that the issue requires additional analysis and discussion. Councilmember Pomeroy spoke in favor of developing high-rise office space in the Town Center area.

Councilmember Stapley discussed his recent trip to Portland, Oregon and development efforts in that city. Councilmember Stapley expressed the opinion that high-rise development in the Fiesta Quadrant will not assist redevelopment efforts in the Town Center area. Councilmember Stapley added that the establishment of a high-rise corridor in downtown Mesa may be appropriate and that additional study is required.

Councilmember Payne stated the opinion that retail is an appropriate use for the Fiesta Quadrant area and that a change in policy is in order.

Mayor Brown requested that staff solicit input from merchants and property owners in the Fiesta Quadrant and that this issue be further discussed at a future meeting. Mayor Brown expressed appreciation to the members of the Planning and Zoning Board for their efforts.

4. Scheduling of meetings and general information.

City Manager Charles Luster advised that pending input from the Council, the Monday, May 5, 1997 Budget Review Session will begin at 7:30 a.m. rather than 7:00 a.m.

5. Adjournment.

Without objection, the Policy Session adjourned at 4:58 p.m.

WAYNE BROWN, MAYOR

ATTEST:

BARBARA JONES, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Policy Session of the City Council of Mesa, Arizona, held on the 1st day of May 1997. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 27th day of May 1997

BARBARA JONES, CITY CLERK