



COUNCIL MINUTES

October 20, 2022

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 20, 2022, at 7:31 a.m.

COUNCIL PRESENT

John Giles
Jennifer Duff
Mark Freeman
Francisco Heredia
David Luna
Julie Spilsbury
Kevin Thompson

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Holly Moseley
Jim Smith

Mayor Giles conducted a roll call.

1-a. Hear a presentation, discuss, and provide direction on proposed changes to the Mesa Zoning Ordinance (Title 11 of the Mesa City Code) regarding temporary use permits.

Assistant Planning Director Rachel Prelog introduced Assistant City Attorney II Sarah Steadman and displayed a PowerPoint presentation on the proposed text amendments to the zoning ordinance regarding temporary use permits (TUPs). **(See Attachment 1)**

Ms. Prelog defined TUP and reviewed the current regulations for uses defined by code. She said if an event exceeds the time limits, a special use permit (SUP) must be obtained and explained the steps of that approval process. She summarized the purpose of the text amendments is to help alleviate process barriers. (See Pages 2 through 4 of Attachment 1)

Ms. Prelog reviewed staff recommendations, which include expanding the temporary use category for other uses and allowing annual events to be approved for a three-year period. She added the zoning ordinance will be amended to clarify the parameters for events. (See Page 5 of Attachment 1)

Ms. Prelog discussed the timeline and commented the public has given positive feedback on the proposed changes through several public meetings. (See Page 7 of Attachment 1)

In response to multiple questions from Mayor Giles, Ms. Prelog commented the TUP process for events is an administrative process and noted the requirements. She explained discussions are taking place for a yearly reminder to event organizers confirming compliance with the original plans. She mentioned that SUPs are approved by the zoning administrator through the Board of Adjustment and require a public hearing process.

In response to multiple questions from Councilmember Freeman, Ms. Prelog explained outdoor events are grouped into two broad categories: temporary outdoor sales and temporary outdoor entertainment. She noted parking lot sales fall under the temporary outdoor sales category and car shows fall under special event licenses since the event exceeds four days per year.

City Manager Christopher Brady clarified the steps involved in the land use component of a special event include obtaining a TUP and applying for a license and the City is trying to combine the two steps.

In response to a question posed by Mayor Giles regarding the combination of the license and permit processes, Development Services Department Director Nana Appiah stated that several factors must be considered for land uses, including the physical impact on the surrounding areas, traffic control plans, and adjacent properties. He explained the license is a key component and if a liquor license is needed for a particular event, a special event permit must be obtained from the Tax and Licensing Department. He added by collaborating with Tax and Licensing, the application and review will be completed concurrently by both departments.

Ms. Steadman added a TUP is not always needed when a special event license is required; only if the event exceeds the time limits in the code.

In response to multiple questions from Councilmember Luna, Ms. Steadman stated that a TUP along with a special event license is required for a farmer's market event.

In response to a question from Councilmember Heredia regarding a TUP, Ms. Steadman confirmed that if a license is required, a TUP is not necessarily needed; however, if a TUP is used, then a license is required.

In response to a question posed by Councilmember Heredia regarding the number of applications for the updated TUP, Ms. Prelog commented the Tax and Licensing Department will have the information for the number of special event licenses. She advised the Planning Department receives approximately four events annually that plan to exceed the four days per calendar year or four consecutive days where a special use permit is processed.

In response to a question posed by Vice Mayor Duff, Ms. Prelog commented another public meeting will be held in November to address the temporary use permits, outdoor seating areas, and the drive-thru text amendments.

Mayor Giles thanked staff for the presentation.

1-b. Hear a presentation, discuss, and provide direction on a new special events and downtown events policy.

Parks, Recreation and Community Facilities (PRCF) Director Andrea Moore introduced PRCF Deputy Director of Commercial Facilities Luis Ruiz, and Supervisor of Special Events Roger Singleton, who displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Ruiz reviewed the objectives and priorities for the Special Event Office (SEO). He explained he met with City departments and event organizers to understand the processes and determine improvements. He commented one of the main objectives is for Mesa to be a more welcoming city for special events. He added improvements have been made for centralized communication

between event organizers and the City of Mesa (COM) to facilitate conversations both ahead of time and throughout the application process. (See Page 2 of Attachment 2)

Mr. Singleton outlined the SEO organizational chart and reviewed the positions supporting the office. He advised as the SEO grows, there may be changes to the structure as efforts are launched. (See Page 3 of Attachment 2)

Mr. Ruiz discussed the three special event categories and reviewed the events that the City has supported over the last five months. He commented each of the events require a great amount of City resources. He explained the positions created within the organizational charts will act as liaisons for each event category. (See Page 4 of Attachment 2)

Mr. Brady commented every time the City sponsors, hosts, or allows a private event to take place in a City park, on City property, or touching a right-of-way, the City's resources are consumed. He explained that City resources must be dedicated to an event, and a great deal of effort, review, and oversight is involved.

Mr. Ruiz provided an overview of the City-sponsored events, which are produced or co-produced by the COM. (See Page 5 of Attachment 2)

Mr. Ruiz explained a portion of City-sponsored events are initiated by Councilmembers and the goal is to ensure that resources are allocated when events come for approval, funding or support by the City. He commented research was conducted to determine the cost of past Council-initiated events, including staffing, equipment, and overtime, and it was determined the City resources will cover up to \$3,000 per fiscal year per district. (See Page 6 of Attachment 2)

Mr. Brady clarified the objective is to create a level playing field so each district is allocated the same budget.

In response to a question from Councilmember Luna regarding the budget for events, Mr. Brady stated the City resources cover the first \$3,000 of a Council event and anything above that would come from sponsorships or the Councilmember's budget.

In response to a question posed by Councilmember Freeman regarding the cost of expenses for a neighborhood block party, Ms. Moore stated the special event license fee for a large event is \$100.

Deputy Transportation Director Erik Guderian elaborated that the Transportation Department coordinates block parties and covers the flat fee of approximately \$160 for Council events, which includes the barricades.

In response to a question from Councilmember Freeman, Mr. Singleton stated staffing for block parties has not yet been discussed.

In response to a question posed by Councilmember Luna, Mr. Ruiz stated the City requires a Certificate of Insurance for all events from outside event holders. He mentioned for events hosted by the City, the City is self-insured.

In response to multiple questions from Councilmember Luna, City Attorney Jim Smith clarified that the City is self-insured for small City and Councilmember events, and the larger events require a separate insurance policy, which is determined on a case-by-case basis.

Mr. Ruiz stated City-supported events are initiated by outside community groups and are supported internally with resources, equipment and sometimes assistance with the facilitation of the licensing process. He explained private events planned by an outside organization are provided limited services including a coordination liaison who ensures the license requirements are followed and completes a post event evaluation. (See Pages 7 and 8 of Attachment 2)

Mr. Ruiz provided details of the proposed new process of an event from the initial submittal of an application by an event organizer through post evaluation. He commented the City is implementing a pre-event consultation with an event organizer at least 90 days prior to an event and he reviewed the 90-day timeline. He mentioned the SEO is establishing a renewal process for up to three years for events that are exactly the same, which will result in reduced costs and less time. (See Page 9 of Attachment 2)

Mr. Ruiz provided an overview of the next steps. He stated the City is working closely with the Downtown Mesa Association (DMA), who is the contact for Downtown Business District events, and will be the liaison and coordinator between DMA and the COM. He pointed out DMA's primary function is to bring events and people to the Downtown corridor, while the COM is responsible for the oversight and post event evaluations. He reported the SEO is working on publishing a public-facing handbook for policies. (See Page 10 of Attachment 2)

(At 8:22 a.m., Mayor Giles excused Councilmember Thompson from the remainder of the meeting.)

In response to multiple questions from Mayor Giles, Ms. Moore stated the City is responsible for issuing the licenses. She mentioned DMA has expressed support for the pre-application consultation period that allows them time to plan effectively and communicate with Downtown businesses.

In response to multiple questions posed by Mayor Giles, Mr. Brady stated an agreement is already in place that the Transient Lodging Tax (TLT) revenue will be shared with the COM for major special event costs. He mentioned that event sponsorships receive a significant allocation to reduce the costs for those hosting and nonprofit organizations. He added security has grown significantly and the City's cost for parades and Public Safety has increased.

In response to a question from Councilmember Heredia, Mr. Ruiz stated the public can access all information, including timelines for applications on the City's main website, and a live link is provided under the business and special events tab. He mentioned the handbook will be available soon on the webpage. He added currently, the City has an open portal to schedule events.

In response to a question from Councilmember Luna, Mr. Singleton stated each department involved will communicate information about an event to the general public within specific neighborhoods. He explained moving forward, event details will be provided in advance to the department's public information officer (PIO).

Mayor Giles thanked staff for the presentation.

Mayor Giles declared a recess at 8:48 a.m. The meeting reconvened at 8:58 a.m.

1-c. Hear a presentation, discuss, and provide direction on the City's upcoming 10-year General Plan update that must be submitted to the voters for ratification in 2024.

Development Services Department Director Nana Appiah introduced Senior Economic Development Project Manager Jeffrey Robbins and Assistant Planning Director Rachel Prelog, and displayed a PowerPoint presentation regarding the 10-year General Plan. **(See Attachment 3)**

Mr. Appiah defined the General Plan as the official statement of a municipal government that sets forth the policies and plans for growth. He mentioned the General Plan must be re-adopted every 10 years per state law. (See Page 3 of Attachment 3)

Mr. Robbins reviewed the Arizona Revised Statute (A.R.S.) requirements that govern the process the City must follow when updating the General Plan. He mentioned the General Plan will be on the November 2024 ballot. (See Page 4 of Attachment 3)

Mr. Robbins advised that Council must adopt a public participation plan which states that there is a continuous engagement across all geographic, ethnic, and economic areas of the City. He mentioned the COM will provide a variety of methods, in multiple languages and locations, for every resident to participate. He added an education component will be available to assist residents in understanding the importance of the General Plan and to help visualize the impacts of decisions in the future. (See Page 5 of Attachment 3)

Mr. Robbins reviewed the three phases of public engagement and explained the steps for the final review and approval process of the General Plan. (See Pages 6 and 7 of Attachment 3)

Ms. Prelog discussed the elements required by law, including establishing the community goals and development policies that will guide future decisions. (See Page 8 of Attachment 3)

Ms. Prelog stated the City's current development plan was established in 2014 and she addressed the trends and current issues at that time. She explained the City did not have the housing-to-job ratio that was anticipated, and a great deal of emphasis was placed on creating jobs. She commented the City has an opportunity to review the current situation in Mesa and re-evaluate to establish future goals. (See Page 9 of Attachment 3)

Ms. Prelog highlighted the sub-elements that are required by the General Plan and also the specific plans throughout the City. She noted this year the City approved updates to the PRCF Comprehensive Plan and adopted the Climate Action Plan (CAP). She mentioned currently there are several updates to the Master Plan in conjunction to the General Plan. (See Page 10 of Attachment 3)

Mr. Robbins advised the City selected Logan Simpson for consulting services, who has compiled a team of fantastic planners, public engagement professionals, engineers, economists, and housing specialists to support the various parts of the project. (See Pages 11 through 13 of Attachment 3)

Mr. Robbins explained the consultant's role in the project is to handle the major data collection requirements and the City will assist in ensuring the correct data is managed across the different plans. (See Page 14 of Attachment 3)

Mr. Robbins identified the General Plan Citizen Advisory Committee consists of a team of seven individuals from different sections of Mesa who will contribute to the development of the plan. He added the City considers the committee to be a valuable asset in interpreting the needs of Mesa's residents and ensuring the community's vision is accurately captured. He explained the Technical Advisory Committee consists of subject matter experts across the City, and its major role is to establish that all details in the plan are accurate, current, and reflect Mesa's visions for the future of the City. (See Pages 15 and 16 of Attachment 3)

In response to a question from Councilmember Freeman regarding the Water Resources integrated Master Plan, Mr. Brady stated the 2024 Master Plan is being updated and the City has consultants on board to review the analysis through 2023. He mentioned updates will be available for Council review prior to adoption.

Ms. Prelog clarified that all the plans and dates listed in the Master Plan are the anticipated adoption dates for completion.

In response to a question from Councilmember Spilsbury regarding predicting a housing crisis, Mr. Appiah listed the many factors considered by the City to determine what is included in the General Plan.

In response to a question posed by Councilmember Spilsbury regarding Council input, Mr. Robbins ensured the consultants will reach out to Council for feedback on the needs and concerns of each district and any important issues. He mentioned staff will also have continuous engagement with Council throughout the process.

In response to a question from Councilmember Spilsbury regarding economic conditions, Mr. Appiah explained one of the sections in the General Plan discusses economics and there is room for adjustments due to unexpected trends.

Mr. Brady added when the General Plan is adopted, the land uses are adopted throughout the City. He mentioned if the development community wants to build something different based on new trends, the City tries to adhere to the General Plan.

In response to a question posed by Councilmember Heredia regarding the creation of a more attractive General Plan document to engage residents, Mr. Robbins stated that the City is implementing in-person and online engagement opportunities for residents to have more access and ease of engagement.

In response to a question from Vice Mayor Duff regarding the planning documents for different departments, Mr. Brady mentioned the General Plan discusses the role and the type of development that should take place from the Transit Department, as well as the transportation system, and how that supports economic development. He added the General Plan also references the limitations of development, and how infrastructure and water play a role in considering the densities and types of development.

Mayor Giles thanked staff for the presentation.

1-d. Appointments to the 2050 General Plan Update Citizen Committee, Parks & Recreation Advisory Board and the Building Board of Appeals.

It was moved by Councilmember Spilsbury, seconded by Councilmember Freeman, that the Council concur with the Mayor's recommendations and the appointments be confirmed.

Upon tabulation of votes, it showed:

AYES – Giles–Duff–Freeman–Heredia–Luna–Spilsbury
NAYS – None
ABSENT – Thompson

Mayor Giles declared the motion carried unanimously by those present.

2. Current events summary including meetings and conferences attended.

Mayor Giles –	Mesa Cemetery tour
Vice Mayor Duff –	Mesa Business Builder Networking event - Benedictine University
Councilmember Luna –	Boy Scout Domestic Violence Awareness event - Pioneer Park

Councilmember Freeman commented the annual breakfast for fire prevention month will be held at the old fire station. He mentioned in recognition of fire prevention month, the Fire Department has challenged residents to test their smoke alarms, gas appliances, carbon monoxide detectors, and other safety features.

Councilmember Luna announced the Día de los Muertos event will be held on Saturday, October 22, and Sunday, October 23, 2022, from 10:00 a.m. to 5:00 p.m.

3. Scheduling of meetings.

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

Thursday, October 27, 2022, 8:00 a.m. – Public Safety

Thursday, November 3, 2022, 7:30 a.m. – Study Session

4. Adjournment.

Without objection, the Study Session adjourned at 9:34 a.m.


JOHN GILES, MAYOR

ATTEST:


HOLLY MOSELEY, 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 20th day of October 2022. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK

lr
(Attachments – 3)



Temporary Use Permit Text Amendments

Rachel Prelog, Assistant Planning Director

Sarah Steadman, Assistant City Attorney

October 20, 2022



Temporary Use Permit

A discretionary authorization for certain uses that are intended to be of limited duration and will not permanently alter the character or physical facilities of the site where they occur

Current Regulations

Swap meets and farmers markets
the only temporary uses defined
by Code

- All other uses processed through a special events license
- If exceeds 4 consecutive days or 4 times per calendar year it requires an SUP



Purpose

- Reduce barriers and allow temporary uses where appropriate
- Clearly define specific temporary uses
- Refine the TUP procedures and guidelines for efficiency

Recommendations



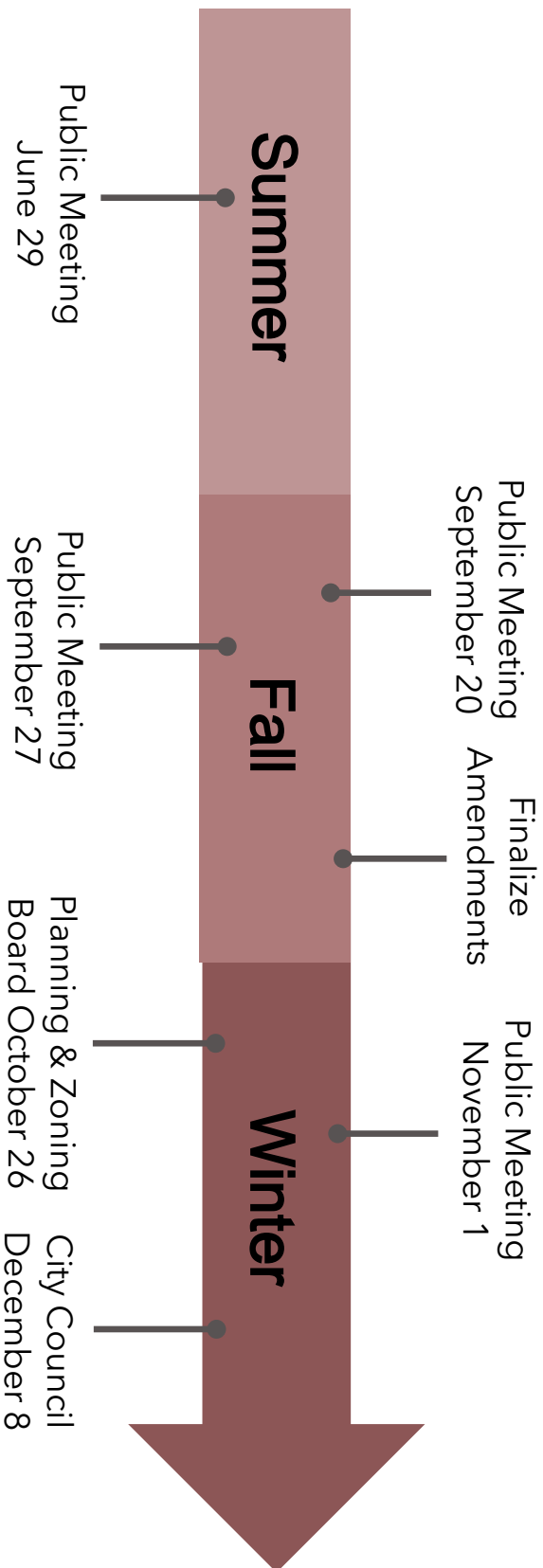
- Expand temporary use category, (i.e., Christmas tree lots, haunted houses, fire works stands, parking lot sales etc.)
- 90 calendar days with ability for 1 time 30-day extension
- Annual events may be granted 3-year approval if all operations remain the same
- Refine approval criteria and operational standards

Next Steps

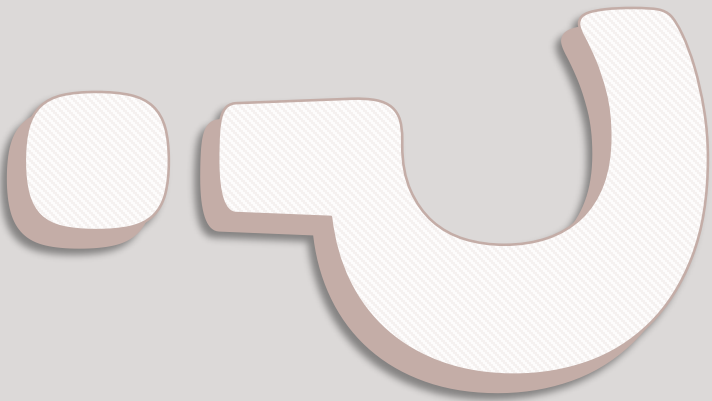


Anticipated Timeline

Evaluate and Revise
(Continuously)



Questions



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Parks, Recreation and
Community Facilities

SPECIAL EVENTS OFFICE

Policy and Procedures

Andrea Moore, PRCF Director

Luis Ruiz, PRCF Deputy Director

Roger Singleton, PRCF Supervisor, Special Events

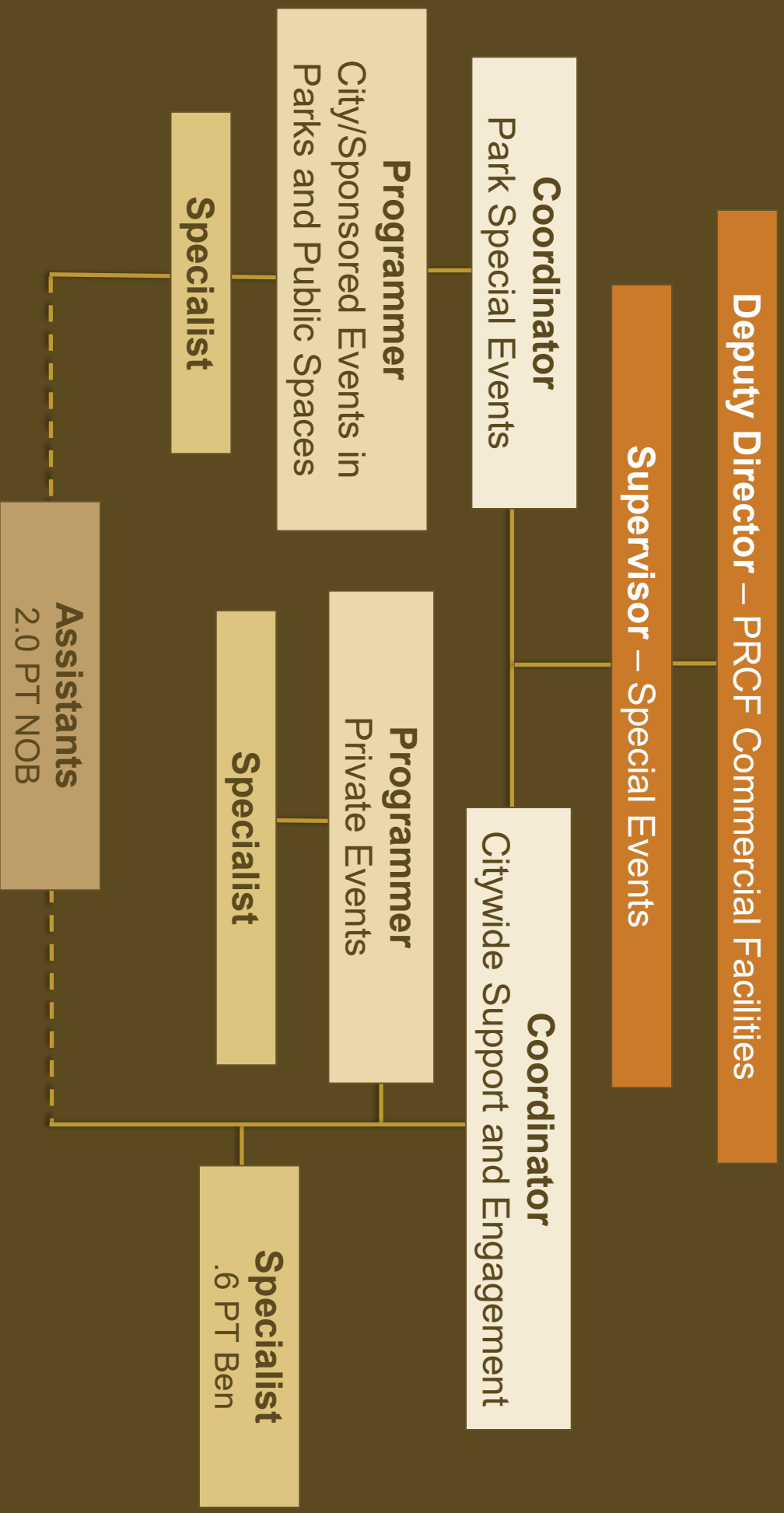
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Special Event Office (SEO) Objectives

- ✓ Support
 - ✓ Event Production
- ✓ Coordination
 - ✓ Alignment with neighboring cities
- ✓ Transparency
 - ✓ Allocation of City resources
- ✓ Consistency
 - ✓ Financial responsibility
- ✓ Centralized communication
 - ✓ Fiscal accountability



Special Events Office Organization



Special Event Categories

City-Sponsored Events	City-Supported Events	Private Events
<ul style="list-style-type: none"> • Arizona Celebration of Freedom • Celebrate Mesa • CyclolMesa • Falcon Field Open House • Merry Main Street • Plaza at Mesa City Center Programming • MLK Parade • Veteran’s Day Parade • Dia de los Muertos • I Love Mesa Days • Council-Member Sponsored Events 	<ul style="list-style-type: none"> • Mesa Marathon • PowWow • Mesa Sprint Triathlon • Plaza at Mesa City Center Events (ASU, DMA, MAC) • JDRF • Feastival Food Truck Forest • Asian Festival 	<ul style="list-style-type: none"> • Eastmark Events • Walks (Run For Ryan, Cystic Fibrosis) • Festivals (Canacopia, Margarita & Mojito Festival) • Temple Lights • Downtown Mesa (DMA) Events • Tough Mudders • Chicago West Fest

City-Sponsored Events

- Produced or co-produced by City of Mesa
- Supported financially through:
 - Operating Budgets
 - Transient Lodging Tax (TLT)
 - Sponsorships
- Provide community engagement and enhancements
 - Placemaking
 - Transforming Neighborhoods
 - Community Safety
 - Family-friendly Activities



Proposed Council-Sponsored Events

\$3,000 allocation annually in each district for use of City resources:

- SEO Staff (on-site, equipment delivery, etc.)
- Other City Staff (lifeguards, Parks Maintenance Staff, PD, etc.)
- City-owned/SEO-Managed Equipment (mobile bandshell, bleachers, etc.)
- Permit/License Waivers
- Waiver of City Facility Rental Fees
- Additional expenses to be covered by Council District budget, sponsorships, etc.
- Produced primarily by Council Offices

City-Supported Events

- Initiated by outside/community groups
- Produced in partnership with SEO and/or City Department
- Supported financially through:
 - Transient Lodging Tax (TLT)
 - City Dept. Operating Budget
 - Fee Waivers on Equipment, Staff, Rents, etc.
 - Sponsorships

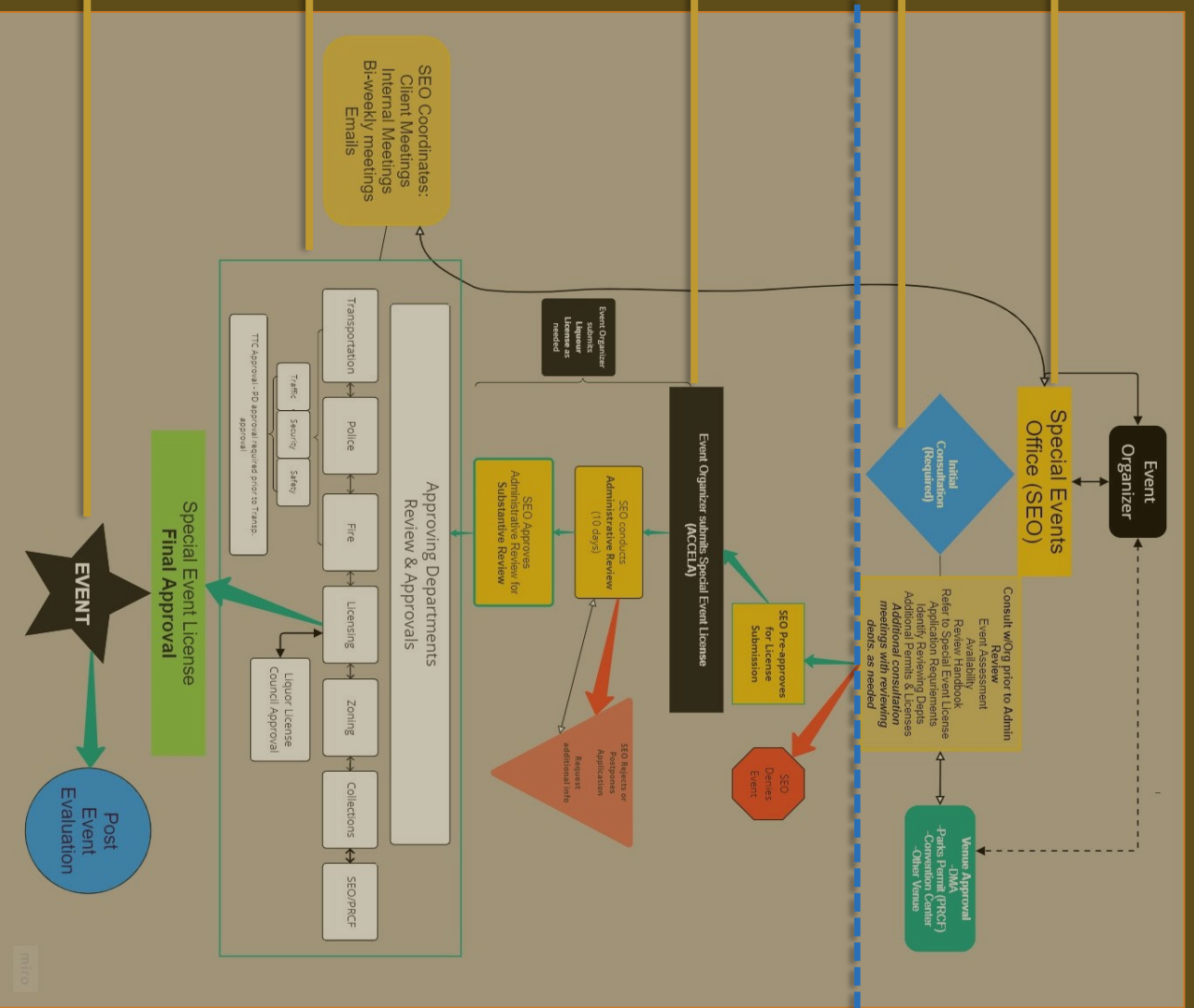
Private Events

- Planned and produced by outside organization
- Fully financed by Organization
- No or limited City services provided
- City-owned equipment charged at market rates
- Permitting/License fees apply

Special Event Permitting & Licensing Procedure

- SEO is Primary Contact for all Special Events in the City
- Pre-Event Consultation with Event Organizer(s)/Department(s) (>90- days prior to event)
- *Special Event License Application* (if required)
- Special Event License Application Reviewed and Approved by City Depts.
- Pre- Approval Communication Facilitated by SEO
- Event Execution
- Post- Event Evaluation with Organizer/City Depts.

- Park Permit/Use Agreement Issued



Next Steps

- Publish *Special Event Handbook* (by **NOV 7, 2022**) with City Departments (Transportation, PD, Fire, Tax & Licensing, etc.) and DMA
- Communication and Outreach Plan for Event Organizers
- Update Special Event License Application portal
- Continuous evaluation of staffing assignments/duties, policy and procedures and work with City Departments and Event Organizers



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Parks, Recreation and
Community Facilities

QUESTIONS?



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2050 GENERAL PLAN UPDATE

NANA APPIAH
DIRECTOR OF DEVELOPMENT
SERVICES

JEFF ROBBINS
SENIOR ECONOMIC
DEVELOPMENT PROJECT
MANAGER

RACHEL PRELOG
ASSISTANT PLANNING
DIRECTOR

October 20, 2022



OVERVIEW

General Plan Update 2050



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WHAT IS A GENERAL PLAN?

- Official statement of a municipal government which sets forth its major policies concerning desirable future physical development
- Formalizes agreements among various players in land use (i.e., Government, Interests, Market, and Planners)



ARIZONA REVISED STATUTE REQUIREMENTS – GENERAL

- Every municipality must prepare a comprehensive, long-range general plan
 - Must adopt every 10 years
- Affirmative vote of 2/3 of Mesa City Council (5 members - June 2024)
- Approval by Mesa residents (November 2024)



ARIZONA REVISED STATUTE REQUIREMENTS – PUBLIC ENGAGEMENT

- Mesa City Council must adopt a public participation plan:
 - Meetings in each Council District
 - Online and in-person options
 - Variety of engagement methods
 - Workshops and questionnaires
 - Interviews and listening sessions
 - Online activities
 - Materials in multiple languages
 - /interpretation services



PUBLIC ENGAGEMENT SCHEDULE

Phase 1 - Visioning

Adoption of Public Participation Plan
and community visioning

Phase 2 – Community Workshops

Online and in-person engagement on
specific topics and choices

Spring to Fall 2023

Phase 3 - Public Review

Distribution of the proposed plan
and public hearings

Spring to Summer 2024

FINAL REVIEW AND APPROVAL PROCESS



Residents Ratify

City Council Votes

Planning and Zoning Board
Recommendation

Citizen Advisory Committee
Recommendation

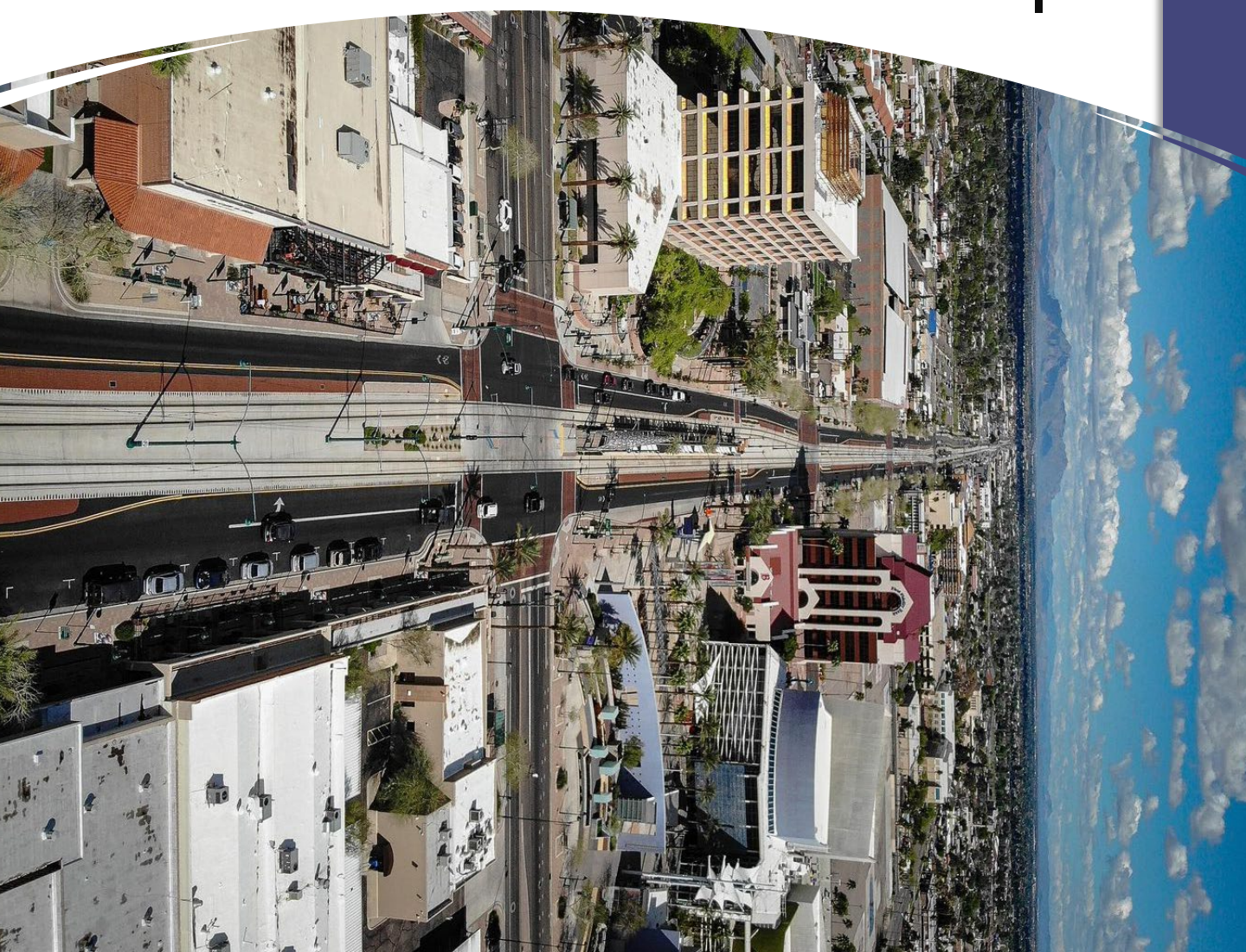


Public
Hearings
Required

ARIZONA REVISED STATUTE REQUIREMENTS —

SECTIONS

- Statement of the community goals
- A land use element
- Open space element
- Infrastructure plans
- Public service element (i.e. civic and community centers)
- Housing element
- Water element
- Environmental planning element
- Other, as required by A.R.S. 9-461.05



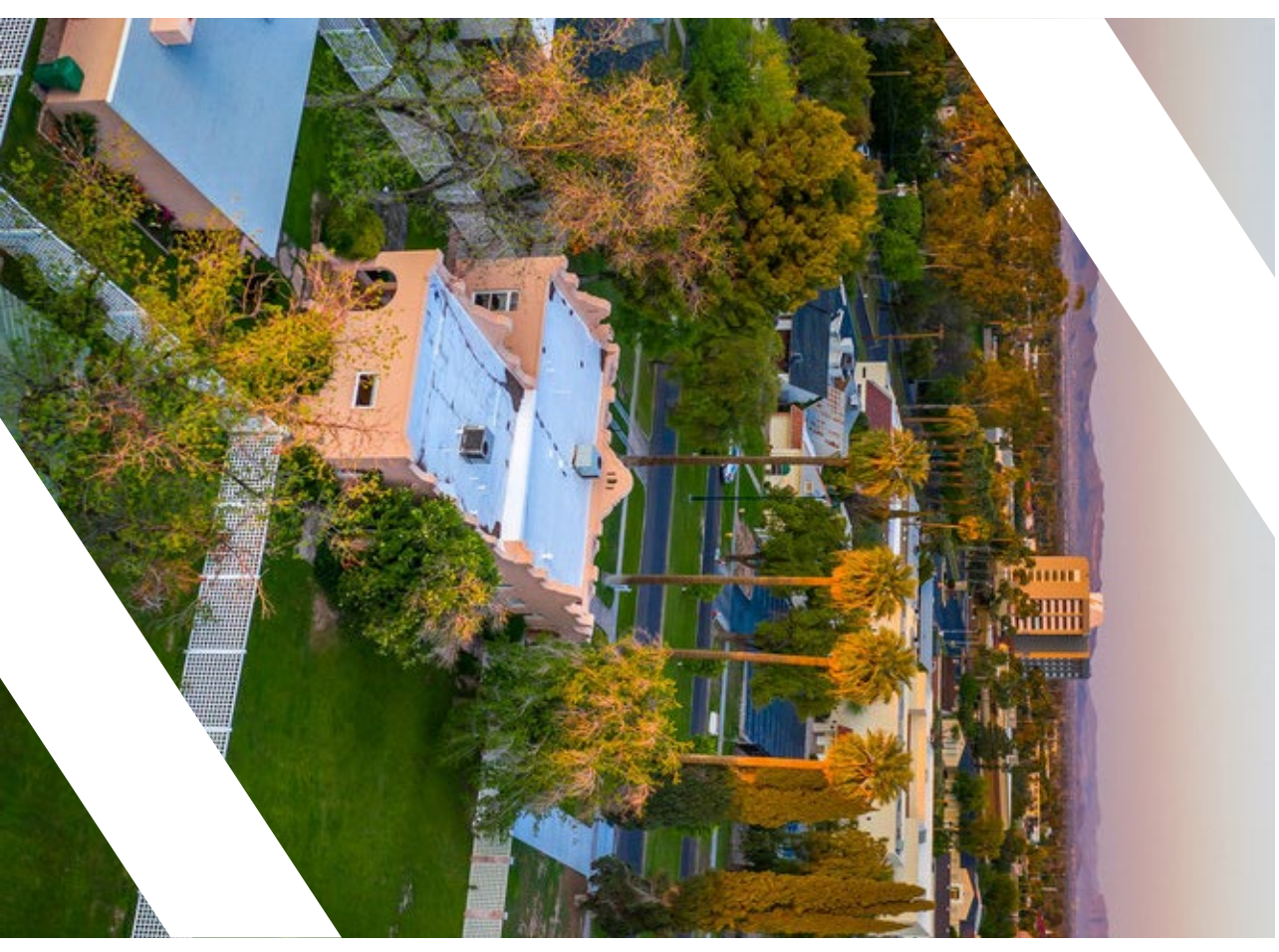
COMMUNITY GOALS – VISION STATEMENTS

CREATING A COMPLETE AND RECOGNIZABLE CITY

Creating and Maintaining a Variety of Great
Neighborhoods

Growing and Maintaining Diverse and Stable
Jobs

Providing Rich, High-Quality Public Spaces
and Cultural Resources



JOB-ELEMENTS/SPECIFIC PLANS



GENERAL PLAN



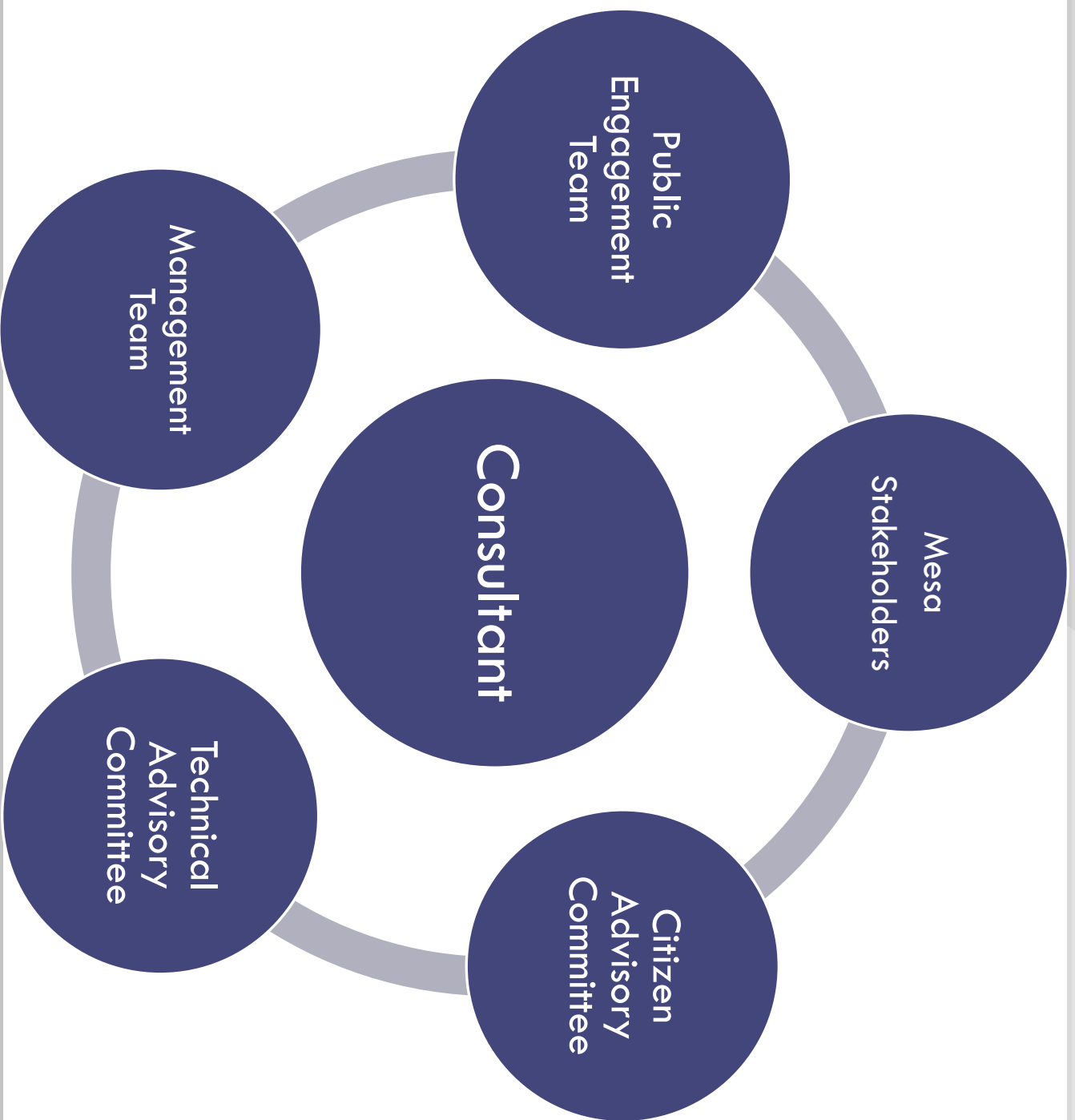
GENERAL PLAN TEAM

General Plan Update 2050



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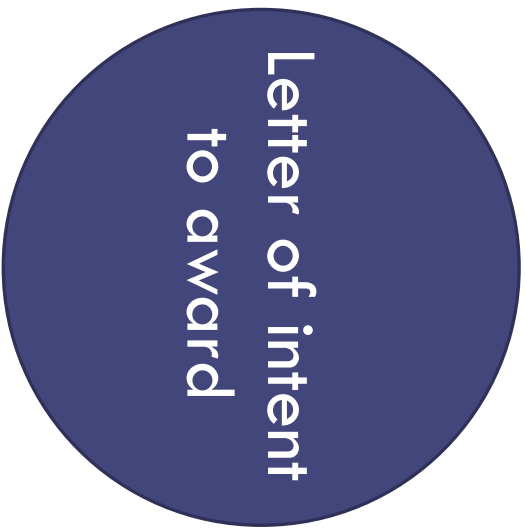
PLAN DRAFTING TEAM



CONSULTANT



L O G A N S I M P S O N



Bruce Meighen
AICP

Project Principal



Terri Hogan
AICP

Assistant Project
Manager



Megan Moore
ASLA

Project Manager

CONSULTANT



L O G A N S I M P S O N

ROLE

- Data collection
- Public engagement and visioning
- Support committees and boards
- Preparation of General Plan drafts
- Preparation of Balanced Housing Plan drafts
- Presentation of final documents

GENERAL PLAN CITIZEN

ADVISORY COMMITTEE

A Diverse Cross-Section of Mesa

- Ethnicity
- Professions
- Geography
- Gender
- City Board Experience

ROLE

Provide feedback on the process, general plan drafts and serve as ambassadors for the General Plan in their neighborhoods and at public meetings

TECHNICAL ADVISORY COMMITTEE (TAC)

- Development Services
- Water Resources
- Downtown Transformation
- Public Engagement
- Transit
- Office of Economic Development
- Environmental Management and Sustainability
- Office of Management and Budget

ROLE

TAC is a group of subject matter experts that carefully review content for appropriateness and accuracy

- Community Services
- Parks Recreation and Community Facilities
- Transportation
- Public Safety

QUESTIONS?

General Plan Update 2050



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