



Minutes
Joint Dinner Meeting
Tempe City Council and Scottsdale City Council
January 19, 2010

Minutes of the Joint Dinner Meeting of the Tempe City Council and the Scottsdale City Council, held on Tuesday, January 19, 2010, at 6:00 p.m., Scottsdale District 1 Police Station, Building A; Community Room, 7601 East McKellips Road, Scottsdale, AZ.

Tempe Councilmembers Present:

Mayor Hugh Hallman
Vice Mayor Shana Ellis
Councilmember P Ben Arredondo
Councilmember Mark Mitchell
Councilmember Joel Navarro
Councilmember Onnie Shekerjian
Councilmember Corey D. Woods

Scottsdale Councilmember Present:

Jim Lane, Mayor
Wayne Ecton, Councilmember
Bob Littlefield, Councilmember
Suzanne Klapp, Councilmember
Ron McCullagh, Councilmember
Tony Nelssen, Councilmember

Tempe Staff Present:

Charlie Meyer, City Manager
Jeff Kulaga, Asst City Manager
Michael Crusa, Chief of Staff
Michael Branom, Sr Mayoral/ Council Aid
Amber Wakeman, Intergov
Shelley Hearn, Comm Rel Mgr
Andrew Ching, City Attorney
Kay Savard, Dep City Clerk
Shawn Wagner, Parks & Rec
Mark Richwine, Parks & Rec

Scottsdale Staff Present:

David Richert, Acting City Manager
David Ellison, Assistant City Manager
Tim LaSota, Chief of Staff
Brad Lundahl, Acting Govt. Rel Director
Bruce Washburn, City Attorney
Don Hadder, Principal Planner
Harold Stewart, Exec. Director-Econ. Vitality
Bill Murphy, Exec. Director - Comm. Svcs.

Dinner convened at 6:00 p.m. and the meeting convened at 6:20 p.m.

Agenda Item I. – Welcome and Introductions

Mayor Lane welcomed everyone and voiced his commitment to working collaboratively with Tempe officials on issues of mutual interest and concern. Mayor Hallman echoed those comments thanked Scottsdale officials for hosting this discussion.

Agenda Item II. Council dinner

Agenda Item III. Update and Discussion Regarding Papago Park Master Plan

Don Hadder talked about the reasons and components of a Papago Park Master Plan, a site that borders or is encompassed by Tempe, Scottsdale, Phoenix and the SRPMIC:

- Collaboration of Papago Park Partners
- Cohesive vision
- Comprehensive master plan process
- Public outreach & involvement
- Park context analysis
- Environmental & cultural resources analysis
- Historical plans & studies analysis
- Facilities and programs analysis
- Identity analysis
- Short, mid & long range goals & strategies

Over the years several studies have been conducted on various elements of Papago Park, however never has it been approached in a cohesive fashion until now. Extensive public outreach has been a critical component of this process.

A vision statement was developed with the intent to use it as a guiding principal for the planning process. The comprehensive planning approach was to translate the vision into an implantation plan. Staff from each jurisdiction was tasked with finding creative strategies to deal with: transportation, trails, ADA legal requirements, environmental concerns/preservation, recreational amenities, sustainability, etc.

Shawn Wagner stated that data collection comprised of:

- Review of Past Documents/ Plans Prepared
- Extensive On-Site Investigation
- Environmental Resources Inventory and Analysis
 - Aerial Photo Review
 - Biological Field Reconnaissance
 - Constraints and Opportunities
 - Preservation/ Restoration Value
- Cultural Resource Inventory and Analysis
 - Background Research
 - Current Conditions and Eligibility Assessments
 - Report Preparation
- Summary Facility Needs Analysis
 - Facility Inventory and Assessment
 - Demographics Analysis
 - Park Facilities Standards Review
 - Benchmark Analysis

The Papago Park Master Plan document consists of:

- Introduction
- Evolution of the park
- Site inventory and analysis
- Community involvement
- Evolution of the plan
- Final regional master plan
- Strategic master plan

Staff from each of the jurisdictions anticipates presenting the master plan to their respective Councils by spring.

Mayor Hallman stated that the inception of this project was in the fall of 2004 when the economy was vastly different than it is today. The goal then was that this master plan would identify regional projects that could be used to entice and leverage private sector capital. Tempe has a foundation that is charged with the duty of raising money for projects of this nature. Perhaps projects of regional significance such as this one would be ideal candidates for private sector contributions that could fund ramadas, the creation of gateways, etc. Although Scottsdale does not currently have land within the park, it does have residents that border this park and are affected by the aesthetics of that space.

There are spaces/elements within this park that currently have dedicated funding mechanisms, like the Phoenix Zoo or Botanical Gardens, however the majority of this park does not have dedicated funding sources. The Papago Salado Association was formed to solicit private/corporate funding for park improvements, however that effort was unsuccessful. As a result, this regional body of four jurisdictions was created to pool resources in order to create a comprehensive master plan that would attract capital from private investors. The backing from four political bodies carries much more weight than only one jurisdiction seeking funding.

Mayor Lane stated that the Papago Park gateway is a critical component of the City of Scottsdale's redevelopment efforts. As such, the City of Scottsdale is in the process of annexing a 140 acre parcel of the park due to its proximity to Scottsdale residential properties. Taking ownership of this land will create stakeholder interest by Scottsdale residents who wish to be involved in this process and the master plan will be the tool to generate public/private interest.

Councilmember Shekerjian asked if the creation of a body such as a non-profit entity such as a Conservation League has been discussed. These types of entities give volunteers opportunities to engage their time and energy to clean up parks and assist in countless and supportive ways. These groups engage citizens with public projects, which creates an inherent sense of community. Mayor Lane responded that this has not yet been considered. The City of Scottsdale does have a contractual relationship with the McDowell/Sonoran Services whereby, they man and operate a portion of the preserve for Scottsdale. They also accept donations/contributions for this project.

Councilmember Shekerjian emphasized that her approach has more to do with community building. Mayor Hallman likened Councilmember Shekerjian's desire to a non-profit organization called the Friends of the Tempe Center for the Arts, which provides volunteer support, such as docents, that educate the public about various aspects of the facility. These volunteers have an elevated level of knowledge and interest in the arts that compliments their sense of give back to the community.

Councilmember Nelssen voiced his support for this endeavor and commented that amenities such as Papago Park will perish if political bodies are not proactive. At the same time, the administration of this endeavor is of concern, given the diminished staff resources available to take on the complexity of this project. Mayor Lane acknowledged this concern and stated that the Executive Committee will be discussing this issue in the near future.

Agenda Item IV. Update and Discussion Regarding Efforts to Revitalize the McDowell Corridor

Harold Stewart stated that this corridor is approximately 50 years old and has experienced the rapid growth of automobile dealerships. In the 1990's Los Arcos Mall was demolished due to increased retail competition. Substantial changes and lack of business investment along this corridor followed, thereafter. Several automobile dealerships have closed, leaving an abundance of vacant retail space.

As a result, Councilmembers directed staff to focus on the revitalization of the McDowell corridor. Recent community based enhancements to this corridor are:

- Granite Reef Senior Center
- Lowe's
- SkySong Project
- Drainage improvements
- Rezoning
- Continued enhancements on Scottsdale Road south to the Tempe border; and north to downtown Scottsdale

The Scottsdale Mayor and Council identified the need to increase the energy level along this corridor and assigned a Task Force to study this space and to make revitalization recommendations.

Recommendations will be brought to the City Council on February 9, 2010. Some of the proposals the task force reviewed were:

- Multi-use events center
- Canal scape
- Research park ideas

Staff is also exploring partnering with the SRPMIC on the east end of this corridor. An automobile mall concept is also currently being considered.

Conceptual proposals are being sought for a parcel of land adjacent to SkySong. In March these proposals will be evaluated for their viability.

Mayor Lane stated that the purpose of the Task Force was to develop an action plan taking into account existing inventory and assets in this area. Prior studies and changes in zoning were incorporated into this process. The goal is to synergize this area and increase stakeholder involvement. One of the main elements of this plan is to enhance the Papago Park gateway into Scottsdale. Perhaps the final plan could be used to leverage private capital investment, much like is being proposed for the Papago Park Master Plan.

Mayor Hallman likened this corridor and its challenges to Scottsdale Road, going south to Tempe. These retail areas were originally developed in small segments. Has any thought been given to reconsider those retail design concepts and convert those segments into something more synergistic? Perhaps creating professional office space is an alternative. North Tempe suffers from the same ineffective retail segmented development.

Mr. Stewart responded that economic studies of the McDowell corridor focused on the capacity of that area to support retail activity and other types of uses. The outcome of those studies was the importance of focusing on localized/service retail uses. A character plan is currently being developed and will eventually be incorporated into the General Plan. A new, more flexible zoning category has been created (PUD), which is designed to encourage assembly of parcels to create density and various uses. Mr. Stewart stated that this zoning category will require that stakeholders be educated on how that zoning applies to realistic development options.

Mayor Hallman stated that up-zoning was used along Apache Boulevard and only served to create speculation, not development. The light rail development eventually added value to these properties.

Mayor Hallman cited the importance of involving neighborhood associations in Scottsdale and Tempe for areas such as McKellips Road, where Tempe is primarily south of McKellips and Scottsdale is north. Feedback/resources from both sides of the street is crucial to creating cohesiveness along this corridor. Mr. Stewart acknowledged this and stated that the City of Tempe will be included in these redevelopment planning discussions.

Councilmember Nelssen voiced his disappointment in this process because Council has not yet been provided a conceptual master plan for this corridor. It is imperative that a relationship and synergy with ASU be considered and developed as one project – including Tempe Marketplace and Scottsdale Water Front. Consideration must be given regarding how this area integrates with Loop 101, Papago Park, SkySong and other local venues/corridors. A transit component is essential to increasing access and excitement. Adjacent land owners will be more apt to become partners in this endeavor if it is done correctly. For this to happen, a conceptual image of the entire area must be forthcoming in order to attract the best architects and developers.

Dave Richert stated that there was a fine balance between the staff driving the process and letting the citizen feedback shape the outcome. The bar has progressively been raised in this process. City staff is in the process of developing a conceptual plan with the understanding that adjacent property owners must ultimately be willing to cooperate. Staff is also working on potential legislation that will allow property owners to create their own 'district', which will allow them to do public and private partnerships. This is the direction the community wants to go. Financing is going to be a challenge; however creating foundations is an attractive alternative.

Forums of this nature are one way for staff to update Councilmembers on the progress of projects of this magnitude.

Councilmember Woods asked if the Task Force has sought the engagement of the Discovery Triangle. Mr. Stewart responded that there has been a presentation on the Discovery Triangle concepts made to the Task Force; however that is not being considered as a major component of this process.

Councilmember Navarro asked about the nature of the relationship that Scottsdale has with SRPMIC. Mayor Lane responded that SRPMIC borders Scottsdale to the east and partnering with them makes sense on large scale projects. Scottsdale is also interested in enhancing their gateways and image along this border.

Councilmember Navarro asked if a street car transit option has been considered to connect the City of Scottsdale, Papago Park and the City of Tempe because of the substantially lower operation cost and less intrusiveness of this mode of transit. Mayor Lane replied that this has not yet been considered.

Councilmember Shekerjian suggested that the citizen based task force be expanded to include discussion of Scottsdale Road south to the Tempe border because of the mutual development interests along that corridor. It is important that both municipalities are represented to ensure that development concepts blend and are consistent. Mayor Lane acknowledged this and agreed. Councilmember Shekerjian offered to meet with a Scottsdale councilmember to coordinate this engagement.

Councilmember Nelssen mentioned bond funding that could be dedicated to the development of Scottsdale Road to the south. Mr. Hadder stated that the bond money is allocated for 25 miles of roadway. In terms of Scottsdale Road, staff is looking at incorporating shade structures, lighting, seating and landscaping. Streetscape enhancements will not be placed in areas that compete with existing transportation or future/potential transportation amenities. Business access also limits landscaping opportunities.

Mayor Hallman echoed Councilmember Shekerjian's sentiments about the need for consistency during the development planning process, which will eventually breed investment. Councilmember Arredondo asked for confirmation that both jurisdictions are willing to work together on the Scottsdale/Rural Road transition planning process in order to protect amenities in both jurisdictions. Mayor Lane voiced his commitment to creating an on-going collaboration with Tempe officials.

Councilmember Ecton stated that in order to attract businesses, additional transportation has to be incorporated into the Scottsdale Road/McDowell intersection. This focal point will allow individuals to travel in four distinctive directions. Without this level of connectivity, it will be difficult to get investors to engage.

Mayor Hallman acknowledged this transit corridor challenge and likened it to the lack of connectivity from Rural Road to University Drive, prior to the inception of light rail in Tempe. Connecting SkySong to ASU poses similar connectivity challenges that the appropriate mode of transportation could address. One of the significant problems with transit is the lack of

education on the part of potential/would be users. Councilmember Nelssen stated that the bottom line is to develop transit connectivity.

Mayor Lane acknowledged Councilmember Ecton's concerns and stated that if projects are delayed because the lack of transportation is not yet in place, then projects could languish and never come to fruition. The lack of connectivity is a very old problem, which does not justify not moving forward with viable development options as resolutions to the transit dilemma are explored.

Councilmember Shekerjian stated that Tempe recently cut back on bus routes, one of them being Route 76 which transported customers from ASU to Scottsdale Community College. Tempe residents were asked for feedback. Feedback was not sought from Scottsdale residents, and therefore, was not taken into account during the decision making process. This is another example of why multiple jurisdictions should be collaborating when community amenities, such as transportation, cross borders. Perhaps this presents an opportunity to partner so that this customer base can continue to be served.

Councilmember Navarro reiterated the need for connectivity and suggested that Scottsdale partner with SRPMIC to create affordable transit options. Mayor Hallman added that the federal government has indicated that their preferred distribution of transit funding is for light rail related activity. Until that changes, alternative methods of transportation will struggle for federal funding assistance. Incorporating a streetcar into the light rail connectivity corridor might qualify for federal revenue.

Councilmember Ecton stated that communities such as Chandler have incorporated rapid transit busses into their transportation system. This has proven a viable transit option in that jurisdiction.

Mr. Nelssen voiced the importance of each community retaining their own distinctiveness.

Mayor Lane concluded by stating that the Executive Committee will convene to determine how the Papago Park Master Plan will move forward. In terms of the McDowell Road corridor revitalization, collaboration will take place with bordering jurisdictions during the planning, development and implementation stages of this project.

The passing away of Mary O'Connor was observed.

Meeting adjourned at 8:05 p.m.

Reviewed by: Amber Wakeman

Kay Savard
Deputy City Clerk