Call to Order

1. **Public Appearances** - The committee welcomes public comment. According to the Arizona Open Meeting Law, the Committee may only discuss matters listed on the agenda. Matters brought up by the public under public appearances that are not listed on the agenda cannot be discussed by the Committee. A 3-minute limit per person will be in effect.

2. Approve Meeting Minutes - September 17, 2009

3. Streetscape Plan

4. ASU Project Update - Neil Calfee, Director of University Real Estate Development

5. **Public Appearances** - The committee welcomes public comment. According to the Arizona Open Meeting Law, the Committee may only discuss matters listed on the agenda. Matters brought up by the public under public appearances that are not listed on the agenda cannot be discussed by the Committee. A 3-minute limit per person will be in effect.

6. Future Agenda Items

7. Future Meeting Date(s)

8. Announcements
Minutes of the meeting of the City Council's Mill and Lake District Committee held on Thursday, September 17, 2009, 3:30 p.m., in the City Council Chambers, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

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

City Staff Present:
Jan Hort, City Clerk
Chris Anaradian, Dev Svcs Mgr
Hunter Hanson, Plnr
Durrant Williams, Dev Svcs
Sherri Wakefield-Saenz, Econ Dev
Fran Santos
Travis Dray, Parks & Rec
Sam Thompson, Parks & Rec
Dawn Coomer, Sr Plnr
Alex Smith, Comm Dev
Chris Salomone, Comm Dev Mgr
Lisa Collins, Dev Svcs/Comm Liaison
Ryan Levesque, Sr Plnr
Mark Vinson, Comm Dev
Jyme Sue McLaren, Comm Dev
Jeff Kulaga, Dep City Mgr
Mark Richwine, Parks & Rec
Shauna Warner, Neighborhood Admin
Jose Rivero, Volunteer
Micah Miranda, Comm Dev

Guests Present:
Betsy Moll, HDR
Nancy Hormann, DTC
Mary Bigelow
Neil Calfee, ASU
Laura Scott, DTC
Adam Jones, DTC
Julian Sodari
Adriena Gastelum

Mayor Hallman called the meeting to order at 3:36 p.m.

Agenda Item 1 – Introductions

Agenda Item 2 – Public Appearances/Call to the Public
None.

Agenda Item 3 – Approve Meeting Minutes – July 2, 2009 & August 20, 2009
Councilmember Shekerjian made a motion to approve the July 2, 2009 minutes. Councilmember Woods seconded the motion. Motion passed 6-0 with Councilmember Mitchell abstaining.

Councilmember Mitchell made a motion to approve the August 20, 2009 minutes. Vice Mayor Ellis seconded the motion. Motion passed 7-0.
Agenda Item 4 – Mill Avenue District Visioning

Chris Salomone stated that staff began the Mill Avenue district visioning process by defining what the public realm/streetscape space is. That definition turned out to be ‘functional space within public rights of way’. These spaces consist of walkways, lighting, furnishings, landscaping, displays, signage, parking, and architectural features. Staff then determined that there were three goals that must be adhered to during this process:

1) reinforce character of downtown – make it special/memorable
2) enhance connectivity while fostering diverse continuity to allow for a hierarchy of uses
3) maximize interdepartmental/stakeholder participation for the design and maintenance of downtown

Staff was also asked to research previous studies of the downtown to find out what they might contribute to this exercise. Since 1973, seventeen studies have been conducted focusing on art, integrating parks and neighborhoods, historic preservation, etc. The geographical boundaries of this project have yet to be determined. Streetscape themes must also include traffic patterns and projects already underway that also contribute to the atmosphere.

Mr. Vinson outlined the following potential approaches:

- **Bricks & Mortar** – addresses basic concerns as soon as possible by inventorying and ‘coding’ downtown streets with reference to a matrix which specifies physical components such as type, style and placement of paving, trees, lighting and furnishings.

- **Interactive** – move involved than the bricks and mortar approach. Includes review/analysis of existing plans and documents to identify and reference applicable elements; also addresses issues such as overhangs, encroachments, signage and on-street parking; quantify streets by use (private vehicles, transit, bicycles, and pedestrians) and specify appropriate components.

- **Comprehensive** – create new zone or overlay specific to the downtown in conjunction with or in replacement of multiple existing zones, overlays and PADs, as well as research of other cities/zones; address funding and infrastructure, plus building appearance, form & height; widespread professional and community input; incorporating most aspects of the previous two approaches.

Mr. Salomone stated that the staff recommendation is to take the interactive approach. Once an approach has been endorsed by the City Council, staff will create a matrix that contains the specifics of the proposed action plan using in-house expertise. Councilmember Navarro asked if staff has considered asking ASU to participate as a consultant. Maximizing existing resources is important in order to planning and creating this distinctive new environment. Councilmember Navarro then asked for clarification of the area boundaries.

Mayor Hallman commented that in order to craft a master plan streetscape approach, consistency must be taken into consideration. It would be helpful for Councilmember’s to look at the studies that have been conducted over the past five years. These studies utilized various consultant services and extensive community feedback. Perhaps once the boundaries for this project are determined, a consolidation of previous studies should be undertaken and the final part of that exercise would be to execute those final recommendations. No additional consultants are necessary because the work has already been done.

Councilmember Navarro stressed the point that it is essential that the City be poised and ready to work with developers and until this information has been compiled and the project boundaries determined, that will not be the case. Potential boundaries of the project area were then discussed. Discussions included the Mill Avenue bridge, Hardy/Roosevelt, north and south of Rio Salado, Priest and Hardy across 1st Street. Creating transition areas was another aspect of project boundaries that was deemed essential as in the area on the west side of Farmer.
Mayor Hallman suggested that staff compile the principles outlined in each of the former studies for Council to review. Once those principals have been agreed upon, staff would then compile the principals so that a plan of action would be the outcome of that work. Staff was asked to provide a copy of maps, individual studies, design principals, and three dimensional maps as a starting point for this project. Studies for review should start with the Mill and Lake District Placemaking Guidelines and the Downtown/Mill Avenue District Community Design Principles.

**Agenda Item 5 – Public Appearances/Call to the Public**
An employee of PF Chang’s asked what is being done to attract businesses to the downtown. Mayor Hallman suggested that this individual meet with a representative of the Downtown Tempe Community to find out about downtown business recruitment activity.

**Agenda Item 6 – Future Agenda Items**
- ASU Block 12 and Alpha Drive updates – staff was directed to get background material to Councilmember’s prior to the next meeting.
- Mill and Lake District Visioning Continued

*Meeting adjourned at 4:15 p.m.*

Prepared by: Kay Savard  
Reviewed by: Chris Salomone

____________________  
Jan Hort, City Clerk
The street is the river of life of the city, the place where we come together, the pathway to the center. William H. Whyte

I  PROJECT UNDERSTANDING
Streetscape: The visual and functional space within the public rights-of-way, components of which include walks, paving, landscaping, lighting, furnishings, displays, signage, parking and aspects of building facades.

This proposal intends to present an appropriately-qualified, staff-led team with an innate understanding of existing conditions and potential enhancements. Relative to the above definition, the Project Team understands the expressed project goals and objectives to be as follows:

Goals
- Consistency ("diverse continuity")
- Impact ("wow" factor)
- Identity (immediately recognizable and memorable sense of place)

Objectives
- Develop streetscape design and materials standards on a street-by-street basis
- Guide public maintenance
- Requirements for private development

II  PROJECT TEAM (see appendix for relevant qualifications)
Community Development
Mark Vinson, City Architect (Project Principal)
E. Hunter Hansen, Planner II+
Eric Iwersen, Senior Transportation Planner
Dee Dee Kimbrell, Senior Planner
Kaylee Colter, Community Design Intern

Development Services
Kevin O'Melia, Senior Planner
Parks & Recreation
Betty Gaston, Senior Groundskeeper

Police
Fran Santos, PD Downtown Bureau Commander

Public Works
John Osgood, Deputy Public Works Manager – Field Operations
Shelly Seyler, Traffic Engineer
Tom Wilhite, Principal Civil Engineer

Community
Nancy Hormann, DTC President

Advisory
Andy Goh, Deputy Public Works Manager - Engineering
Derek Pittam, Police Officer (CPTED)
Buck Rogers, Police Licensing Specialist
Chris Salomone, Community Development Manager
Sam Thompson, Deputy Parks & Recreation Manager – Parks Services

Participatory Client
Mill + Lake District Committee

III PROCESS
Review/Analysis: Existing Documents
Tempe
- Community Design Principles
- Mill + Lake District Placemaking Guidelines (PPS Urban Open Space Plan)
- Transportation Plan
- Zoning & Development Code (currently under revision), including TOD overlays
- Hayden Ferry Lakeside Urban Design Guidelines
- Others

Reference
- Albuquerque Downtown 2010
Inventory: Existing Streets
- Public Art
- Building Facades (setbacks, overhangs, dining)
- Furnishings
- Landscaping
- Lighting
- Parking/Traffic
- Paving (walks & streets)

Public Involvement
- DTC
- Mill + Lake District Committee public meeting
- City Council
- Others (DRC)?

Schedule
In consideration of imminent and proposed new development, as well as ongoing maintenance, a “sooner rather than later” approach seems prudent. A six-month time frame, with periodic updates to and input from the Mill + Lake District Committee is suggested.

IV RESULTS
- Identify street types (see appendix for examples of a potential reference map)
- Define and illustrate applicable standards (see Appendix for example of a potential standards matrix)
- Mill + Lake District Committee approval, City Council adoption (as policy for City departments, guidelines for developers and standards for design professionals).
- Implementation via requirements for new development, as well as standards for ongoing maintenance and scheduled upgrades.

APPENDIX
- Reference Map + Matrix
- Team member profiles
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Kaylee Colter  Community Design Studio Intern  
- Bachelor of Landscape Architecture (expected graduation May 2010), Deans List; Arizona State University. McClintock High School, 2006.  
- Arizona ASLA Honor Award, SAO Study Abroad Scholarship, Regents High Honors Scholarship  
- Summer 2009-Present Design Studio Intern- City of Tempe: Community Development Summer 2009 Parks Maintenance Intern- City of Tempe: Parks and Recreation Spring 2007-Present Building Supervisor- City of Tempe: Pyle Adult Recreation Center  
- Member: American Society of Landscape Architects (President, ASU student chapter)

Betty Gaston  Senior Groundskeeper  
- Associate in Horticulture, Delgado Community College, New Orleans.  
- 14 years experience in the maintenance of urban landscapes with City of Tempe; previous private sector horticultural experience.

E. Hunter Hansen  Planner II+  
- Bachelor of Science in Landscape Architecture with Minor in Urban Planning, Master of Environmental Planning; Arizona State University.  
- 12 years public sector experience with Tempe Development Services – Planning, and Community Development – Special Projects; responsibilities include graphic design, Historic Preservation Associate and Project Manager for the Mill and Lake District Placemaking Guidelines. Other projects/responsibilities have included General Plan 2030 public outreach and graphic design; 3 Decades: Tempe Downtown Redevelopment Guide (with Mark Vinson); Neighborhood Planning Associate; grant proposals and public hearing facilitator; current planning research.  
- National Trust for Historic Preservation Emerging Leaders Scholarship Recipient.  
- Member: American Planning Association, American Society of Landscape Architects.

Nancy Hormann  DTC President/Executive Director  
- BA and Masters from the University of California Los Angeles  
- International City Managers Association top award for most creative and effective Downtown marketing campaigns in 1992 and 1993.  
- 28 years of experience developing marketing and management programs for downtown organizations. Prior to DTC served as President & CEO in Dallas, TX and Raleigh, NC. While in Dallas, concentrated on revitalization of Main Street and Downtown Historic Districts, as well as 4 years as Vice President/General Manager of Southlake Town Square, a newly-built suburban downtown, positioning the project as one of the top shopping/entertainment destinations in the DFW Metroplex. For 6 years, served as Executive Director charged with creation and promotion of the Union Square Business Improvement District, San Francisco’s premier shopping destination. In 1994 while serving as Executive Director of the Sacramento Downtown Partnership, worked with over 15 California cities to change California Business Improvement District (BID) legislation, then formed the state’s first Property-Based BID in Sacramento; after which worked with the International Downtown Association, centering efforts on California BID formation; led the effort to form fifteen more districts throughout California, including San Francisco, Los Angeles and San Diego.
Eric Iwersen  Senior Transportation Planner
◆ Bachelor of Science in Geography, emphasis on Urban Studies; Arizona State University.
◆ Public sector project manager and planner for Tempe bicycle and pedestrian improvement projects for 12 years; projects include Cross Cut Canal Shared Use Path, Bus/Transit Facility Improvements and Pedestrian/Bicycle Improvements on Broadway, College, Curry, Hardy and University.
◆ Member: American Planning Association and Association of Pedestrian & Bicycle Professionals.

Dee Dee Kimbrell  Senior Planner
◆ Bachelor of Science in Landscape Architecture, Arizona State University.
◆ Over 12 years public sector experience in plan review, landscape design and project management with Tempe Development Services – Planning, and Community Development – Rio Salado.

Kevin O’Melia  Senior Planner
◆ Bachelor of Architecture, Master of Environmental Planning; Arizona State University.
◆ Registered Architect; registered Landscape Architect.
◆ Ralph Burgess Haver Award for outstanding graduate student achievement.
◆ 25 years private sector experience, plus 5 years with City of Tempe Development Services. Private projects included landscape design for the Elias-Rodriguez House and Indian Bend Canal Trailhead, in addition to numerous educational and religious facilities. Tempe projects/responsibilities include: Plan Review Project Manager for large-scale development, as well as landscape review and design.

John Osgood  Deputy Public Works Manager – Field Operations
◆ Bachelor of Arts in History, Master of Public Administration; Arizona State University.
◆ Over 20 years experience with Tempe Public Works working on Downtown Tempe/Mill Avenue District issues and projects, including street tree holiday, accessibility improvements, maintenance operations, special event support and planning, start-up of the parking program, problem solving with current and past DTC/MAMA administrations, etc.
◆ Member: American Public Works Association.

Fran Santos  PD Downtown Bureau Commander
◆ Masters of Organizational Management, Juris Doctor in Law; Arizona State University.
◆ Experience: Public Safety - 14.5 years overall, last 2.5 as Commander (executive level); 3 years overall experience assigned to the Mill + Lake District.
◆ Member: Tempe Leadership, Class XIX.

Shelly Seyler  Traffic Engineer
◆ Bachelor of Science in Civil Engineering, University of Portland.
Registered Professional Engineer – Civil; Registered Professional Traffic Operations Engineer.

13+ years experience in the public sector as a Transportation professional with the Cities of Portland Tempe; emphasis on Traffic Engineering solutions to citizen concerns and on maintaining a safe and livable community. Considerable experience reviewing private developments in urban settings to ensure local and state standards are satisfied and in compliance for all modes of transportation.

Member: Institute of Transportation Engineers

Tom Wilhite Principal Civil Engineer

- Bachelor of Civil Engineering, Master of Science in Civil Engineering, Georgia Institute of Technology; Master of Public Administration, Arizona State University.
- Registered Professional Engineer – Civil.
- 20 years private sector experience plus 13 with the City of Tempe. Private responsibilities included Consulting Engineer Office Manager, Work Group Manager, Resident Construction Engineer, Dallas Area Rapid Transit civil design group team member and civil project manager for water utilities, roadways, storm drains and others. Tempe responsibilities include Development and Utilities, Capital Improvements Design and Construction Section Leader; CIP project manager for projects with Water Utilities, Community Services, Field Services, Transportation/Transit (including the multiple award-winning Tempe Transportation Center), courts, Fire and Police.
- Member: American Society of Civil Engineers (former Phoenix branch president), American Public Works Association.

Mark Vinson City Architect

- Bachelor of Architecture, Master of Science in Building Design with emphasis in Culturally/Historically Relevant Architecture and Environmentally Responsive Design; Arizona State University.
- Registered/Certified Architect (Arizona/NCARB); Certified Planner (AICP).
- Arizona Architect’s Award; Outstanding Service to the Profession Award (AIA); Governor’s Award for Historic Preservation; Alumni Service Award (ASU College of Architecture & Environmental Design); President’s Award (Arizona Historic Preservation Foundation); Glyph Award for Best History and Best Travel Book (Arizona Book Publisher’s Association); Tempe Beautification Awards.
- 9 years private sector experience in architectural design, plus over 23 years with the City of Tempe as a planner, architect, designer, illustrator, project manager, Historic Preservation Officer and director of the Community Design Studio. Private sector projects include numerous medical facilities, plus John C. Lincoln Campus Design Guidelines, and the Alta Vista Corporate Center (with the Devenney Group). Tempe projects include 6th Street/City Hall Park Phase I (with Roberts Jones / Idea Inc. / Meiny Vermaas), Governor Benjamin B. Moer House / Hatton Hall (with MWK Architects), Elias-Rodriguez House (with Ryden Architects / Kevin O’Melia), Eisendrath House (with Motley Design Group), Tempe Parking Structure / 6th Street Park Phase II (with Stantec / Vollmer Associates), Tempe Town Lake Infrastructure (with CH2MHILL), Center for Adult Day Health Care and Shared Living Residences, numerous concept studies (including Tempe Center for the Arts and Tempe History Museum) and renovations, Tempe Downtown Redevelopment Concept Plan (with Dave Fackler), Historic Preservation Ordinance (with ad hoc Historic Preservation Commission), 3 Decades: Tempe Downtown Redevelopment Guide (with Hansen), Convergence: Guide to the Architecture of Tempe and ASU, and Community Design Principles: Downtown/Mill Avenue District. Additional experience as private practitioner and author, including projects such as custom residences, religious facilities,
and design review consultant, with publications such as *Landmark Buildings: Arizona’s Architectural Heritage* (with Ann Patterson; published by Arizona Highways), as well as articles in the *Journal of Arizona History* and *APA Vision*.

Member: American Institute of Architects, American Planning Association, American Institute of Certified Planners, Arizona and Tempe Historic Preservation Foundations (advisory boards); Architecture Guild (past President) and Alumni Association (life member) of Arizona State University.