

To: Mayor & Council Members
From: Kate Borders, Downtown Tempe Authority/Foundation
Date: June 16, 2016

Downtown Tempe Authority Update

Event Partnership – 6th Street Park

We are proposing a weekly **Sunday Signature Market** in the park surrounding City Hall. The event would take place seasonally from October through May on Sundays in the morning/early afternoon hours. The event would likely kick off with a total of 60 vendors and would double in size by the second season, showcasing a wide variety of area artists, crafters, makers, producers, bakers and growers. In season one, vendors would surround city hall in the park, however we anticipate using the decks of city hall as an opportunity for growth in future seasons. The farmer/grower vendors would be coordinated in partnership with Dee Logan, from Arizona Community Farmers Markets, who produces many established farmers markets around the Valley and has a large group of growers that participate in her markets. Growers trust that Dee produces a quality event, therefore working with an established entity such as AZ Community Farmers Markets, brings a higher caliber vendor and a better chance for success. For more information, visit the website: <http://www.arizonafarmersmarkets.com/index.htm>.

Next, we are exploring the possibilities of a **Seasonal Ice Rink** in 6th Street east of City Hall. The rink would be made of real ice and tickets would be sold for admission. The rink would be operational for approximately 8 weeks from mid-November through early January. In erecting a seasonal ice rink, we would also produce regular programming such as photos with Santa, live music, etc. and we would add lighting elements in 6th Street Park to create a winter destination. Finally, we would like to explore the concept of relocating the existing trees and bushes existing in the roundabout at 6th, to allow for the 50 foot holiday tree to be located in that space. See the images following.



(Left) This is proposed location for rink. Rink would push to the north side of the street in 6th Street. Street would be closed at Forest Avenue. Fire lane would be retained.

(Right) Area of 6th Street park connecting the proposed tree location to the rink location would have lighting elements added.



Many locations were considered for the ice rink and this has been determined to be optimal for many reasons, including:

- This site becomes a connector between Mill Avenue and College Avenue and allows us to showcase the entire district and bring added value to merchants in many locations.
- This site has the greatest growth potential. Should the rink be highly successful, the programming and lighting components could be supplemented annually to create a regional destination.
- Power is accessible. We worked with APS to identify the best possible opportunities for getting ample power for this endeavor.
- This site provides minimal street closure impact to the area businesses, and requires the least amount of mitigation in comparison to other sites that were considered.
- This site is likely to remain an option for the rink for many years, as it is not an identified development site.

Other sites considered included Tempe Town Lake, the plaza at AMC, 4th Street west of Mill, 6th Street on the west side of City Hall, and 7th Street east of Mill.



Proposed site for holiday tree

Other Considerations:

- Islamic Community Center of Tempe is supportive of the ice rink and understands the street closure component.
- CASA is supportive of these events and willing to partner with programming to ensure their success.
- Residents of Orchidhouse have been notified of proposed events and no one has expressed concern.
- Residents of Orchidhouse were also asked if they would object to relocation of the trees in the roundabout and no one objected. DTA would work with Public Works to relocate the trees in the turnaround at 6th Street and DTA would assume the cost of re-landscaping the area.

New Year's Eve Revisited

New Year's Eve has changed over the years due to many market factors. There is no longer a bowl game in Downtown Tempe and there are many more opportunities for Valley residents to experience New Year's Eve events. Over the years, we have tried many different models for this event and it seems to simply be time to revisit the event entirely. To sum up the challenges briefly:

- The event is costly to produce. There is a great deal of labor to fence the entire area, sell tickets, check IDs, perform bag checks, and ensure a secure area for 25,000 guests. In addition, entertainment costs are marked up greatly on a night such as this. And finally, many vendors charge holiday rates for the day.
- The event is only profitable if tickets are higher priced and/or alcohol sales are retained by the event producer. Both of these scenarios make the event less beneficial for the merchants, which is part of the goal of the event. Higher ticket prices at the gate reduce the amount spent by guests once inside and when the producer retains the profits from the alcohol sales, businesses decrease their profitability.

This year we propose to create a family focused event during the day and allow the merchants to file for their own extensions in the evening. The event would still be considered a block party, in the purest sense of the word and would look like this:

- Street closure from 5th Street to 7th Street on Mill Avenue
- Event hours from noon to 8pm
- Live art demonstrations in the street – exploring graffiti art, chalk art, free standing murals, etc.
- Marketing geared toward families and broadly promoted regionally as a place to enjoy the day
- A large scale art piece being created during the day that included public participation
- Possible opportunity for local artists to have booths and sell their wares.

Request of City Council:

- Allow City of Tempe staff flexibility to work with DTA to develop a reasonable event/park rental fee for the Sunday market series, understanding that this is a for-profit venture. Standard combined fees of \$350/week, however, would be cost prohibitive.
- Approve Street Closure and Event Permit fee waivers for the Ice Rink and the NYE proposed event. These fees amount to approximately \$58,000 in soft costs which do not generate expenses for the city and these events will be community amenities.
- Other out of pocket expenses born by the City such as overtime would be calculated into the project costs and the DTA would agree to reimburse the operating departments based on the ability of the facility to break even. We believe based on the nature of the venue and activity, it would be manageable.
- Open City Hall garden level restrooms during the Sunday markets.
- Provide feedback on the concept of relocating the trees in the roundabout to allow for the new placement of the Holiday Tree.
- As recognition of the partnership, City of Tempe would be recognized as a significant sponsor for each of these events.

Infrastructure Update

Parklets – At a previous Council Meeting, staff received confirmation that moving toward a pilot program was supported by council members. Since that time Public Works and DTA worked together on the bike corral located in front of Handlebar. This was the first attempt at recapturing parking spaces for other uses. This was not a parklet in the traditional sense.



Currently, Public Works is in the process of creating a second installation inspired by this image:



Next we would like to continue the discussion and pursue 1 or 2 locations that DTA can utilize for more traditional parklets, similar to what is found in other cities. (Examples below)



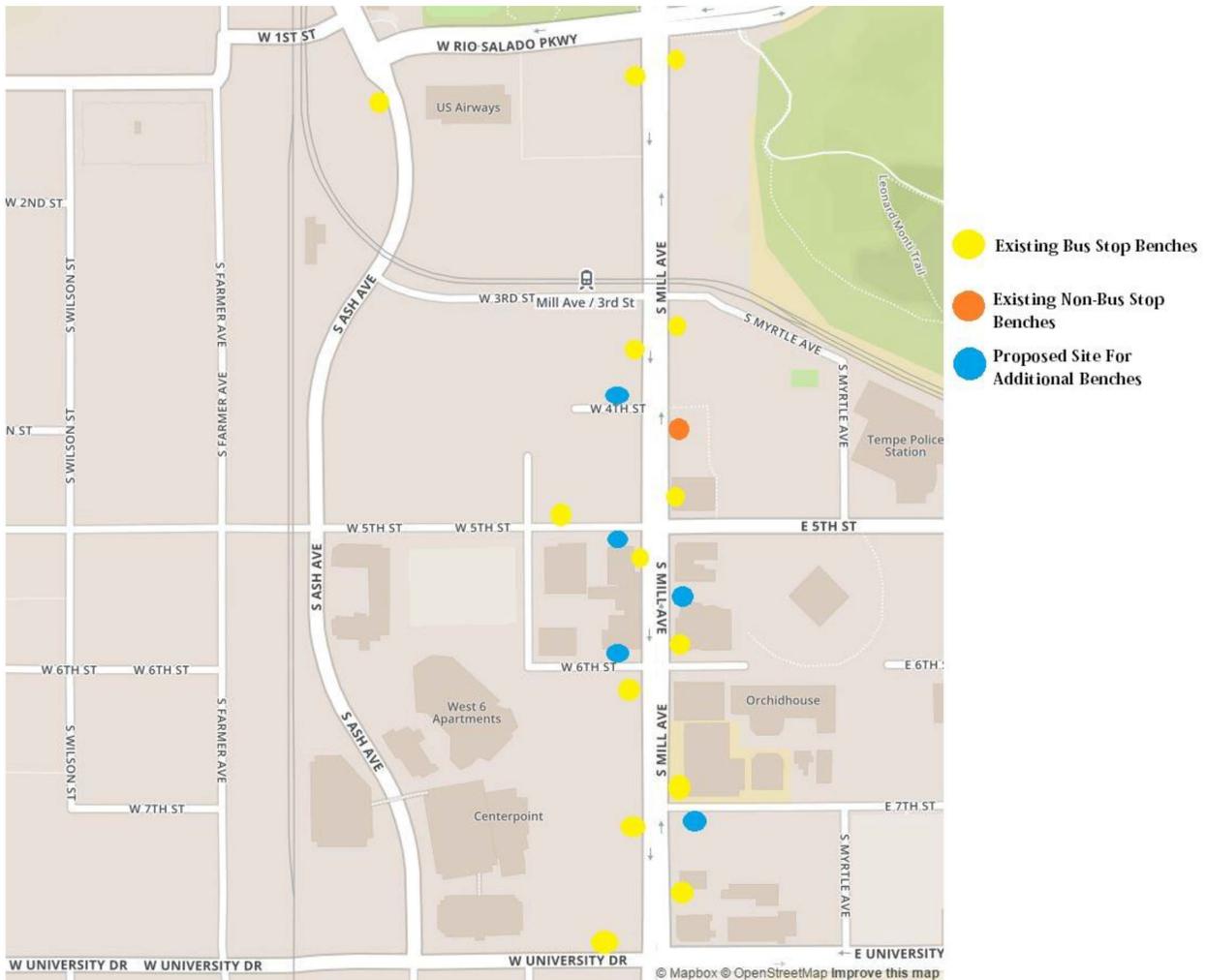
DTA would work with local businesses or non-profits for the installation of these. It is our hope that, in partnership with City staff, this project would lead to a more formalized process that could be opened to the entire community.

Newsracks - The modular newsracks were first presented in December 2014, approved in February 2015 and installed in July 2015. Prior to installation, DTA surveyed the racks for 6 months to ensure an accurate presentation of publications that had been regularly distributed along Mill Avenue. Publishers and distributors were all notified with ample time to ask questions and adjust to the new program. Newsracks were installed in 14 locations along Mill Avenue and have been maintained daily by DTA's Clean Team. We have received no complaints from publishers.



Next step is to hold a call for artists to create public art installations to be added to the backs and possibly sides of the newsracks. This will take place, in partnership with the City of Tempe Arts Coordinator in early fiscal year 2016/2017.

Benches – We received a directive from Council to increase seating in the Mill Avenue corridor. Along with Public Works, five locations have been identified and currently benches are being repainted and will be installed within the next few weeks. Locations identified below:



Future Projects

Public Restrooms – There have been many discussions surrounding public restrooms. In partnership with Public Works, we have a suggested phased approach to addressing this request.

- A. Begin by utilizing existing restrooms on public property, ensure that they are clean and open during necessary times, add signage indicating public restrooms, possibly add a staff person to monitor the restrooms.
- B. Retrofit a City of Tempe bus to act as a moveable restroom trailer. This “transipotty” could be brought out during special events, busy Friday or Saturday evenings, and could be rented by the City to other entities needing public facilities for events and temporary purposes.
- C. Using data collected and feedback from the above two initiatives, revisit the concept of permanent public restrooms such as those found in cities such as Portland, San Francisco, Seattle, San Jose, and Scottsdale.

Placemaking – DTA has completed an “Open Spaces Strategic Plan” and will be returning to Council shortly with a request to program some of the spaces that are owned by the City of Tempe. These spaces and some of their suggested uses are below. Some of these spaces are on private property and we will be approaching those owners for permission to program their spaces.

SPACES:

- Plaza behind Gateway
- Plaza between NCounter and Grill on Mill
- Hayden Amphitheater
- Alley between Mission Palms, behind Mill businesses
- Plaza between Valley Arts & My Big Fat Greek
- Brickyard Plaza
- W6 Plaza
- Space behind Handlebar/Fat Tuesday
- AMC Plaza
- Corridor running behind PF Changs next to Chase

POSSIBLE USES:

- Live music
- Exhibits
- Group exercise
- Art Activities
- Marketplaces
- Artist demos
- Family activities
- Live author readings
- Moveable furniture & WIFI
- Coffee or Ice Cream kiosks
- Reading Room
- Group activities

Bollards – Request from DTA for City of Tempe to consider the addition of bollards at the north and south end of Mill Avenue as well as cross streets to allow for ease of street closures for special events. This would ideally be added when streets are under construction for Streetcar.



Bollards can be lowered through a hydraulic system or removed manually. Either scenario would be welcomed by our organization and other event producers using downtown to hold their events. This is an item that we hear requested often by groups producing events in downtown Tempe. Events create a vibrant atmosphere and attract new diverse audiences to downtown, in addition guests are likely to visit downtown businesses after or before an event, adding to the sales tax and the economic vitality of the area. Thank you for considering this addition to the downtown infrastructure.