



MINUTES
TEMPE TOMORROW – GENERAL PLAN 2050
COMMUNITY WORKING GROUP (CWG)
October 4, 2022

Minutes of the regular hearing of the Tempe Tomorrow General Plan 2050 Community Working Group (CWG), of the City of Tempe, which was held in hybrid format in person at the Tempe Public Library, 3500 S Rural Road, Desert Willow Program, Tempe, AZ, and virtually.

Regular Meeting convened at 6:04 PM

Present:

Staff:

Chair Andre Salais	Ryan Levesque, Deputy Director
Vice Chair Anne Till	Ambika Adhikari, Principal Planner
Myrna Baez	Dr. Zachary Lechner, Historic Preservation Officer
Sydney Bethel Price	Brenda Clark, Neighborhood Services Specialist
J.P. Coughlin	Jill Buschbacher, Economic Development Program Manager
Jana Lynn Granillo	Robbie Aaron, Planner II
Andrew Holland	Jacob Payne, Planner I
Patrick McNamara	Sarah Adame-Alcala, Executive Assistant
Robert Moore	
Donald Ortiz	
Shane Peterlin	
Sarbeswar Praharaj	
Katherine Schmidt	
David Sokolowski	
Logan Tokos	
Nolan Williams	

- 1) **Call to order** by Chair Andre Salais
- 2) **Introductions: No new member intro was made.**
- 3) **Attendance Roll Call: Chair Salais made the roll call. A quorum was present with 15 members present.**
- 4) **Public Comments:**
Persons wishing to address the Commission on any matter may do so at the discretion of the Chair. However, Arizona Open Meeting Law limits Commission discussion to matters listed on the posted agenda. Other topics may be placed on a future agenda for discussion.
 No members of the public were present.
- 5) **Voting of the Meeting Minutes**
 Chair Salais called for a motion to vote on the meeting minutes from September 6, 2022.

Commissioner David Sokolowski requested a revision to the minutes regarding a comment about Historic Preservation and that he believes that Commissioner Moore made the statement. Commissioner Moore agreed that it was his statement.

Motion by Commissioner Salais approve the Meeting Minutes of September 6, 2022, as corrected.

Motion passed on **16-0** vote.

Ayes: Chair Salais, Julie Armstrong, Myrna Baez, Sydney Bethel Price, J.P. Coughlin, Jana Lynn Granillo, Patrick McNamara, Robert Moore, Donald Ortiz, Shane Peterlin, Sarbeswar Praharaj, Katherine Schmidt, David Sokolowski, Logan Tokos, and Nolan Williams

Nays: None

Abstain: None

Absent: Vice Chair Ann Till, Lilliana Cardenas, Carmetta Currie, Andrew Holland, LaTanua L. Ivy, Mariah Kerrihard, Kyle McIntosh, and Kate Vawter

6) Presentation on General Plan Elements:

Staff conducted a presentation on the General Plan Elements of:

- Economic Development Chapter Overview– Ambika Adhikari
- Growth Area – Jill Buschbacher
- Cost of Development – Jill Buschbacher

7) Activity and Discussion: A review of the elements in the General Plan 2040 Land Use chapter goals, objectives and strategies, and any suggested changes for Tempe Tomorrow – General Plan 2050.

Commission members had several questions on the Redevelopment and Revitalization Map on how to make appropriate changes for the GP 2050. Staff encouraged the commission to also reach out to the community for input on making changes or additions to the revitalization areas.

Chair Salais asked is there any cost benefit process to review development process on how it impacts the community assets or quality of life? He did notice that there was no verbiage about this in the documents.

Staff stated that they take developments on a case-by-case basis, and that we are required by state law to do economic impact studies for large investments. As incentives for private developments, a Government Property Lease Excise Tax (GPLET), may be available typically for eight years. The City will charge impact fees for projects based on how the developments impact City services.

Commissioner Robert Moore asked about the quality of life. For example, if there is a high rise is taking away from the community the beauty of the view of the Butte, how is that handled?

Staff advised from the Economic Development point of view; their main goal is to attract businesses into the City. Staff advised that Commissioner Moore's comment/question falls into another category. When a business has development plans, those are submitted for planning and zoning process for review. This is something we can lay out in the Land Use chapter of the General Plan.

Commissioner Nolan Williams said that he talked with a developer recently and they told him that they must have their whole project planned out and pay large fees to have their projects reviewed by planning. Commissioner Nolan asked if the City has the basic level of regulation as a cost for developers. And does the City compare their fees to those of other cities?

Staff replied when developers come into the City to develop, they come with their design teams and their attorneys. The City charges permitting fees based on what the cost is to review and allow permits to build.

Commissioner Shane Peterlin brought up how the Coyote Development proposal will change that whole area (Priest and 202 intersection).

Staff advised that the Coyote Development is a big footprint in the City. City However, staff is unable to guarantee that the project is for sure coming and that it is its own project on its own course. Right now, and nothing is confirmed. As well that project would be done on a timeline where this General Plan won't be finished yet.

Commissioner Sydney Bethel Price asked about the employment growth by category, and stated that in 2010, Tempe had high demand for commercial office. When we get into the specific elements of the growth areas there is a lot of diverse types of industries captured in those. Ms. Bethel asked if staff could provide context of what the land use demand would look like today in our community – would that go further into the community?

Staff advised that technology and industrial may have come up a little higher, but that staff doesn't have all the numbers back from the census. Staff is currently working with Maricopa Associations of Government (MAG) to get the numbers for population and employment updated.

Commissioner Myrna Baez asked about added mixed use/industrial being in the map that staff provided.

Mixed Use/Industrial is a new land use category in the innovation hubs so it will be on a future presentation. The Mixed-Use Industrial allows to have a variety of uses in those older industrial areas that have started to change into different types of uses on their own for retail and housing.

Commissioner Julie Armstrong asked who does the GPLET, staff or the Council?

Staff explained that the Council approves them. Commission Julie Armstrong asked who make up the list for the GPLET? Staff advised that the terms of a new development agreement are based on negotiations. The City's Economic Development Department handles all these types of requests for new development agreements. The Economic Development determines the impact to City, and if it meet the criteria of the state statues to merit incentives such as a Government Property Lease Excise Tax (GPLET). It is the only tool we have that is conditioned by the state legislators. It is a tool that is used in a specific area of a City called Essential Business District. There is a size requirement, and it must be continuous. Tempe only has one and it is around the lake district. The land that is owned by the City is vacant and not generating income to the general fund for the City, so the GPLET is used to get a development in there to start generating income for the City. The GPLET gives the developer a tax abatement for property taxes for maximum of eight (8) years or until they get their Certificate of Occupancy (COO).

Commissioner Julie Armstrong asked how often is GPLET contract reviewed by Council?

Staff advised that GPLETs must be approved by Council, per statue. Staff has to send out notifications to the taxing jurisdictions prior to Council approval. The process of negotiations is about what the public benefit is and what the economic impact is to the City. Then it's presented to Council to decide whether they want to move forward with a development agreement that would have the GPLET. Staff works on the development agreement and takes that back to Council in a two (2) hearing process dates. Once it is approved, it becomes an ordinance with a period of thirty (30) days to go into effect. The GPLET becomes active once the certificate of occupancy is received. The state reviews the GPLET policy, and the City can only implement it. Council reviews every project for GPLET eligibility. Yes, the GPLET could be re-reviewed by Council for a certain project if there are changes to the development agreement.

Commissioner Myrna Baez asked does the City have a transportation innovation plan; do we incentivize developers or employer for bus stops or places for workers easily get to their place of work? Staff advised that Tempe has the some of the highest investments in the City of the whole state for transportation. Tempe does have a Transportation Master Plan. There are planned bicycle routes, bus routes, and to expand them as we can. During the planning stages of a development, staff can ask a developer for a dedication for future transit. The cost would be on the developer. Our transportation department provides approved designs for the developers to choose from. For example, if the traffic study for a developer comes in indicating that a stop light is necessary, then the developer must put one in.

Commissioner Logan Tokos asked of developments are paired with transportation, because the City did put the light rail up at Papago but none of the business face the light rail, so it doesn't get used but the developers are required to have a bike plan.

Staff advised yes; planning does require a certain amount of bike spaces when new development comes in. However, staff cannot retroactively require bike parking for existing developments. Staff advised that they could try to encourage developers to have facing to the light rail.

Staff continued to explain that within the Transpiration Overlay District there are design standards, in the Papago Park area there is a zoning district that is exempted from those standards. Planning staff uses best practices and encourage to introduce the GID (General Industrial District) designs standards. Papago Park is a master plan-built community formed and operated by Salt River Project (SRP).

Commissioner Sarbeswar Praharaj commented that by looking at the MAG data and thinking about quality his question to the group is: who are we planning for, create jobs for whom, and that the data gives him numbers but not the categories of employment? What is the gender divide and what age groups are looking for jobs? What kind of jobs? We could plan better if we had that information.

Staff advised that those are great questions, and they will go back to MAG for discussion on the data and bring back.

Commissioner Sarbeswar Praharaj advised that this would be something that ASU could help with.

Commissioner Jana Lynn Granillo asked: For economic development, what kind of tax base should the City expect in future?

Commissioner David Sokolowski referred back to the growth areas There is the 101 interchange that has been built out about ninety percent (90%). The stadium district is going to be built out 100% over the next 10-15 years. ASU is about ninety five percent (95%), and Rio Salado corridor is about ninety percent (90%) built out. The Catullus development is basically going to be the last piece of land remaining over that entire area, and he doesn't think those areas are very relevant anymore. The Smith Innovation Hub is relevant. The Broadway – Baseline and Rural is built up at 100% and thus there isn't anything out there to develop. Anything the City does, it's already been planned for so, he suggests removing all of those that aren't relevant anymore and suggests adding a Rural Road Corridor like our rail corridor because we are planning for a bus rapid transit in that area. He is looking at the properties that are there such as the Food City, the Ramada Inn, the county island, there are properties that the City wants to develop on Apache and Rural Road. There is big box store on Guadalupe and there is a bank on Warner Road. When looking at the Rural Road Corridor there is a strong case that it will become a future high transit corridor for development.

Staff responded in agreement this could be and explained that the map shown in the meeting is to be used to start thinking if what is on the map relevant or not and what can we change about it. Are there areas on the map that haven't been developed? There are still areas on the lake that are not built out and there are other areas in the City that are seeking growth soon. This what this process is about, is this map relevant? How does the commission feel about the areas on the map and what needs change?

Commissioner Logan Tokos: Is business retention something that economic development department work on? It seems like there is a lot of mixed use industrial but then we have trouble maintaining mixed use industrial. Area, she identified are College Ave, up north and Danelle Plaza. What does economic development (ED) department do to keep those businesses to stay.

Staff advised that they work on the process, keeping "Happy, Healthy, and Here". Staff explained that here is not a whole of financial resources to be offered as incentives to the businesses. However, staff works to help them

partner up with other businesses for programs and events. ED does work with businesses if they want to expand or relocate other commercial business spaces.

Commissioner Nolan Willams asked staff at what stage do we talk about the innovation hubs? Is this the time? Staff advised yes, now is the time.

Commissioner Nolan Willams stated that there need changes to Rural Road up passed Broadway. He said this selfishly as someone who lives there and has moved there from another place and been there for about seven (7) years. He stated the proximity of the light rail from his home to the light rail is about one and a half (1.5) miles. All the amenities of the development that exist there near the light rail are not convenient to where he lives. He would like to see transit development on Rural. He thinks there a lot of opportunities for expansion and development in this area. He would like to see four (4) miles of transit on Rural that would run into Scottsdale and in the areas of the most used orbit routes.

Staff worked with the commissioner to draw draft bubble on the map.

Commissioner Robert Moore said he agrees with amenities verse's view shade balance. Commissioner Moore lives off College Ave and has a clear shot of the mountain, but zoning doesn't protect that forever. In the preamble of the economic development chapter, he wants to incorporate a better understanding of the diversity of the neighborhoods and contributions of our local economy. So, let's build with what we have and see what our advantages are. Explore what our current identity is because there is efficiency t and sustainability with resources that are available verses pulling together a bizarre concept. It is not that we shouldn't explore and experiment, but we should also honor existing businesses. From the poll the City sent out stated that existing businesses were second (2nd) most important. We could even look back at the Maker's District, what's in our Maker District already? What industries are there? what can we build with?

Commissioner Julie Armstrong said that she lives near Lakeshore Drive and Rural. She expressed that shopping center there has so many spaces that are up for lease. She would like to incorporate this area into the GP2050. What is the plan to deal with all this infrastructure? There is a lot of unutilized space. Where are we looking at that and what can be utilized?

Staff replied that if the commission thinks that the area from I-10 along Baseline to the 101 should be a new growth corridor and that's where we need to focus. It can be added to the map.

Chair Salais agreed that the area Commissioner Armstrong spoke about is a good area for new growth. Can the City look at for more transit growth and development there or increasing local workforce for businesses that want to set up there? He thinks it is largely a single-family area with commuters. Another area that he is interested in is Baseline and Interstate ten (10) to about Kyrene. The reason is because there is pretty good density for the apartment complex there. There is an enormous lot that is not developed. But we have a resource that would benefit the community enormously if it is developed. There is also a lot of pedestrian traffic around the Food City Plaza that is on Hardy Drive and Baseline Road. Much of the foot traffic there is already using the transit system there. He lives in the area and knows his neighborhood and a lot of people there use the bus and their bikes. Being able to take something like that to the City and more affordable retail space that exist there is important. Ensure people have access to those amenities and then a circulator transit in the neighborhood. That can get people to the commercial amenities nearby. He is also thinking about how this will increase the density for some of the housing there in the area and there is a resource there and that is Arizona Mills. The Arizona Mills Mall is sitting on an enormous amount of land that is curbside which a person has to walk around and there are driveways in the road then there is walking and some sidewalks. It's a weird way to get to a restaurant with the amount of foot traffic there it provides a lot of opportunities for development.

Commissioner Jana Lynn Granillo suggested that it should be extended down to 48th Street. She loves the idea of the foot traffic down Rural Road. She said that she knows the City is working on Danelle Plaza for redevelopment.

Staff went ahead and put Mill and Southern as potential growth areas on the map.

Commissioner J.P. Coughlin said that he would like to extend that Rural corridor down more south and agreed that there has been a lot of development on Baseline and Rural. He thinks there is still great opportunities for those businesses there for a true Urban Hub not just a destination for new stuff. Rural, Warner, and the I10 and the tech corridor are connected. You can see the high technology infrastructure at Intel just south of there. Commissioner J.P. Coughlin works for Intel and knows that most of the employees there live in Mesa and Chandler. Building a joint strategy area that serves those individuals also builds a local infrastructure giving it a community feel.

Commissioner Myrna Baez said that she would like to hear more about the Maker District – what exists already and what needs to happen with that and what kind of people are you trying to draw into that? What do we have planned for families with school age children? She stated that she keeps hearing that people who have families are moving out of Tempe. Is there anything in plan to help supporting these growing families so that they can stay and keep their children in Tempe schools.

Staff advised that unfortunately the City doesn't have a lot to do with the schools. The City only has two related programs: Career Ready and College Connect Programs. The Maker District was understood when the study was done about five (5) years ago. The area was an older industrial area which no longer fits the need for industrial and businesses that are looking for a different kind of facilities. They have different machineries and need higher building heights with higher turning radius for the roads. So much has changed with progress related to industrial activities. The City saw there was a lot of little businesses that are coming out of that area. The City wanted to name it after the little companies that are in the area and wanted to encourage those who make things. Also, the City wanted to incorporate some residential in that area to create a different feel. This is an industrial park that closes at 5 pm and then it remains closed. The City thought having some residential uses would give it 24/7 hour feel and provide security to area giving it a different vibe. Now many different uses can come into the area.

Commissioner Patrick McNamara asked if the City has required payments in lieu of taxes for the schools when negotiating a Government Property Lease Excise Tax (GPLET)?

Staff advised no. Developers have to pay two (2) voluntary donations to the school districts which are most impacted by the development. This is in every development district. Staff advised that they have reached out to the school districts to have a representative at these meetings, and reps from two school districts are members of the Technical Advisory Group (TAG).

Commissioner Shane Peterlin spoke about the Warner and I10 in south Tempe. The people who work there did move to Chandler and a lot of people who work in the north such as State Farm. He says that people are going there but not staying there because it's not accessible.

Staff included this on the maps.

Commissioner Sarbeswar Praharaj added that he was thinking about the staff presentation that some growth areas can move into innovation hubs.

Staff responded by the growth areas will not ever go away. The thought process here is to combine these maps into one map into growth areas and innovation hub maps. Not all innovation hubs will necessarily be growth areas, and not all growth areas will be an innovation hubs. How we write goals and strategies for each of the areas will define what each area is. There will be a differentiation when the goals and strategies are written.

Commissioner Jana Lynn Granillo advised that she completed the homework with written strategies. She stated that all the conversations they had tonight are not new. Commissioner Jana Lynn Granillo read out loud her written strategies.

Chair Andre Salais said that there are many businesses at University Drive between Prist and SR 143e. There is no nearby accessible housing and very limited commercial space and restaurants. He used to work in the area, and he would go to the Arizona Sandwich company or the QT for lunch. He thinks that given the rate of occupancy there and the number of recent new businesses in that corridor, there is a lot of opportunity to increase availability of commercial space and housing there.

Commissioner David Sokolowski stated that staff said that most cities only have three (3) or four (4) growth areas. Staff advised that most cities have one (1) or two (2) innovation hubs. Tempe has nine (9). We will combine the growth areas with innovation hubs as appropriate.

Commissioner David Sokolowski said that he is talking about the growth areas because he is concerned about the transit development to support the areas. He explained that he walks the parking lot of Arizona Mills and sees opportunities for development but then thinks how the transit will be supported there. He wants to make sure we are looking at this carefully.

Staff advised that if we want transit in a certain area, we must show growth in that area. If we can't show growth in the future, it will be very hard for us to get federal funding. A lot of Federal Transit Administration (FTA) funding depends on our General Plan and our Transportation Master Plan to show that development is coming down the road. Also, there is a land use map which we didn't get to touch on tonight, but we can come back to that in another time when they go over land use density. Land use maps covers only the land use not density or population.

Commissioner Myra Baez asked if there is anything planned for the rail corridor in south Tempe? Is that considered an ideal space as far as growth already?

Staff said that is where most of our growth already happens and is going to continue. The innovation hub has that broken up into Apache Blvd, ASU, Downtown District, and Papago. In the 2030 plan it was broken up into Papago, Downtown, Apache Blvd and ASU – the 2030 plan was before the light rail, so staff has gone back and forth about breaking that up into three (3) separate areas. Apache is distinct from Downtown and that is also distinct from the Papago area. Developer wants to go there because of the light rail and now we have the streetcar in downtown to support growth.

Commissioner Julie Armstrong stated that where ASU is planning on going may affect these growth areas. Is someone looking at that? Staff said that if we do communicate with them The City doesn't have a preview of projects on ASU campus that are considered strictly for student or educational use. These are overseen by the Board Regents. Novus on the other hand does go through a public process where they follow our density and our land use classification. Yes, staff does take ASU/Novus into consideration because it is not just students living and working there. There is a lot going on there.

Commissioner Jana Lynn Granillo suggested to change the terminology from growth to connectivity. We are trying to connect people and jobs to where they live.

Staff said we are not just talking about connectivity especially in this chapter. Growth area and that element is an element that we are mandated to have by the state. The City is not done growing even though we are land locked.

Commissioner Katherine Schmidt asked, where are the seniors? They need the access and where are they figured. They are not generating more money for the City of Tempe, but they are using resources. As far as she knows, there is only one (1) adult day care in the City and maybe a few "crappy" living assistance places. Where should they go?

Staff responded that other cities have the multigenerational living. These are houses that all generation of a family could live together. This something we could consider.

Chair Salais called for a motion to adjourn

Motion by Commissioner Coughlin motion to adjourn; second by Commissioner Peterlin. Motion passed on **16-0** vote.

Ayes: Chair Salais, Julie Armstrong, Myrna Baez, Sydney Bethel Price, J.P. Coughlin, Jana Lynn Granillo, Patrick McNamara, Robert Moore, Donald Ortiz, Shane Peterlin, Sarbeswar Praharaj, Katherine Schmidt, David Sokolowski, Logan Tokos, and Nolan Williams

Nays: None

Abstain: None

Absent: Vice Chair Ann Till, Lilliana Cardenas, Carmetta Currie, Andrew Holland, LaTanua L. Ivy, Mariah Kerrihard, Kyle McIntosh, and Kate Vawter

8) **Questions & Discussion**

NA

9) **Community Working Group, and City Staff Announcements**

Public outreach on October 26, 2022 – Legoland Discovery Center, AZ Mills Mall

Meeting adjourned at 7:14 pm.

Prepared by: Sarah Adame-Alcala, Executive Assistant

Reviewed by: Ambika Adhikari, Principal Planner