

REVISED

Sustainability and Economic Vitality

Council Committee Meeting Agenda
Virtual and In-Person Meeting in City Council Chambers
31 East 5th Street, Tempe, AZ 85281
January 11, 2023

3 p.m.

Members of the City Council will attend in person.

Ways to connect:

1. On your computer/tablet (*Recommended*)
 - a. Click this link <https://www.tempe.gov/SEV> or copy and paste into your browser
 - b. Click "Join the Virtual Meeting"
 - c. Enter "SEV" in the prompt "enter the meeting password"
2. On your phone – Dial in +1 408-418-9388; access code: 2483 563 3256

Register to speak during Public Comments agenda item:

At least 1 hour prior to the start of the meeting you must submit a public comment card by clicking this [link](#).

For further accommodations or information please contact, Nikki Amberg at (602) 885-7482 or email Nikki_Amberg@tempe.gov or Tonya Gray at (480) 431-2569 or email Tonya_Gray@tempe.gov.

Members of the public may attend the meeting in person or virtually through Cisco Webex Events or view the meeting recording by visiting www.tempe.gov/SEV for more information.

1. CALL TO ORDER/ ROLL CALL

2. REVIEW MEETING MINUTES

- A. December 12, 2022

3. PUBLIC COMMENTS - 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.

- A. Comment Cards Submitted

4. COMMITTEE SESSION ITEMS

- A. Current Items and Updates

1. City of Tempe Property Acquisition and Redevelopment Strategy
 - Presentation from City of Tempe Economic Development Department
2. Downtown Tempe Refresh
 - Presentation from City of Tempe Engineering and Transportation Department
 - Discussion available with Downtown Tempe Stakeholders

- B. New Items for Consideration
 - 1. Presentation Proposals for Future Council Committee Meetings
 - C. Announcements
 - 1. Earth & Sky Exhibition at Tempe Center for the Arts
5. **NEXT MEETING DATE:** Wednesday, February 15, 2023
3 p.m.
6. **ADJOURN**

REVISED

Sustainability and Economic Vitality

Council Committee Meeting Minutes
Virtual and In-Person Meeting in City Council Chambers
31 East 5th Street
December 12, 2022
2:00 pm
Members of the City Council will attend in-person

1. CALL TO ORDER/ ROLL CALL

Meeting called to order by Councilmember Chin at 2:03 pm with both members present.

2. REVIEW MEETING MINUTES

A. November 7th, 2022 meeting

November 7th, 2022 meeting minutes were approved unanimously.

3. PUBLIC COMMENTS - 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.

A. Comment Cards Submitted

No comment cards were received by the committee.

4. COMMITTEE SESSION ITEMS

A. Current Items and Updates

1. SEV FY 22/23 Work Plan

Councilmember Chin discussed her and the Vice Mayor's separate approval of the work plan that committee staff Nikki Amberg and Tonya Gray compiled from input from city staff. Both members approved the plan without amendment and forwarded it for full City Council review during the January 12, 2023 Work Study Session.

2. Streetcar Project and Fare Update

Interim Mayor/Council Chief of Staff and Deputy Transit and Engineering Director Eric Iwersen presented on the Tempe Streetcar's mission and stats. The streetcar has been successful so far. However, since the city only has 5 out of the 6 trains it is hoping to use for it, thus the frequency is a bit slower than preferred. The streetcar will begin fare collection of \$1 in May 2023 after a year of free rides as had been negotiated by Valley Metro Board following Tempe City Council direction. The fare collection will be important revenue for Tempe Transit Fund & system expenses. Next steps include communicating with Valley Metro on public messaging, prepping for collection of fares and conducting a study about what expansion may look like. Vice Mayor Adams inquired about East-West direction on Rio Salado and Councilmember Chin inquired about traffic mitigation and drivability.

3. Cool Pavement

Ed Bond from Engineering and Transportation presented on what Cool Pavement is (seal coat designed to reflect heat and mitigate urban heat island effect) and how a pilot program to test its effectiveness was launched in Phoenix in consultation with CoolSeal by GuardTop and the ASU

School of Sustainability. The results yielded surface temperatures of 10-15 degrees cooler on average. Vice Mayor Adams inquired about the percentage of like/dislike respectively among residents surveyed by the ASU School of Sustainability. City staff recommends future installations of CoolSeal and Asphalt Rejuvenator Plus TI technology. Projected costs (respectively) are about \$5.00 and \$3.50 per square yard. Funding sources could possibly include Federal grants (Healthy Streets Program) plus local sources.

Professor Jennifer Vanos from ASU joined to share more statistics about surface temperature and reflectivity based on what they have seen in using CoolSeal as well as placement and guideline recommendations for the future. VM Adams inquired about the pavement life expectancy and its effects on the city's Pavement Quality Index program. Councilmember Chin asked about CoolSeal in Phoenix that degraded this past weekend because of rainfall. Davis Koleas, the Sustainability Director for CoolSeal by GuardTop answered that CoolSeal went over a previous product that it did not adhere to. He explained that it was an isolated incident.

Vice Mayor Adams asked how much the CoolSeal product would cost per mile. Davis said \$5/square yard. He estimated that per mile would be \$40 to \$50 in soft cost. His company is working with manufacturers to require less labor in hopes to drive the cost down per mile. As more the products role out, the better the costs will be.

Vice Mayor Adams said we would be saving about \$960,000 long term because it lasts longer than what been traditionally used. She asked if Tempe got a federal grant, how would that help? Ed answered that the federal grant would pay for 80% of the project, requiring just 20% come from local funds. He said they are waiting for the federal grant to roll out, but they are not aware when the exact time is. Vice Mayor Adams asked for an update when the federal grant is available.

Councilmember Chin suggested that Tempe work with Phoenix to apply for the grant, showing that it is a regional project, which should improve our chances of securing the grant. She then thanked everyone, saying that it is very relevant and very new product and is looking forward to updates.

B. New Items for Consideration

1. None

Councilmember Chin read current items coming up: IGCC update, Rio Reimagined and Brownfield, Downtown retail study. Vice Mayor Adams asked for an update on Cool Pavement in two months.

C. Announcements

There were no new announcements.

5. NEXT MEETING DATE:

Councilmember Chin announced the next meeting would be on Wednesday, Jan 11, 2023 at 3 pm.

6. ADJOURN

Councilmember Chin adjourned the meeting at 3:08 pm.

Economic Development Redevelopment Fund CIP Budget Request

January 11, 2023



Why Create a Redevelopment Fund?



- Prevent blight
- Assist existing cultural/community/historical businesses and real estate assets
- Facilitate the implementation of other Council priorities i.e. ending homelessness and working to create secure and safe communities



Opportunities for Redevelopment



- 1409 E. Apache (1.8 acres of vacant land on Apache that staff has a letter of intent for)
- 1501 E. Apache (this is the small building in front of the western part of the 1511-1537 building just purchased)
- 2130 E. University (this is a small industrial property in a great location that can be repurposed and the owner is asking to sell to the City)
- Wilson Arts (a property Council already authorized staff to negotiate for)





Uses for the Redevelopment Fund

All projects must comply with Gift Clause Statute

- Property Acquisition for various uses:
 - Hometown for All
 - Co-working space for microstarter businesses
 - Property management on City owned sites
- Infrastructure development:
 - Patio renovations, Mill Avenue, shade, EV charging
 - Mobility centers and resilience centers in Hubs
 - Utility improvements needed for antiquated buildings
- Revitalization:
 - Tenant improvements to incentivize retail on Mill Ave
 - Assist developers on City priority projects

Budget Request and Reporting



- Annual CIP allocation of \$5 million over 5 years to fund redevelopment efforts in Tempe starting in FY2024
- Provide annual strategic focus created by Economic Development
- Send out Quarterly Memos highlighting opportunity, investments, updates on existing projects



Questions



- This is just the beginning
 - Thoughts?
 - Suggestions?
 - Questions?



Downtown Tempe Refresh Projects

Sustainability and Economic Vitality
Council Committee

January 11, 2023



Council Priorities



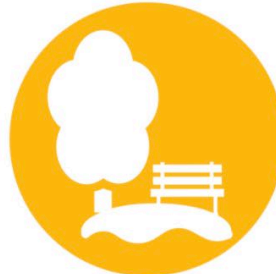
- 1.05 – Feeling of Safety in Your Neighborhood
- 3.14 – ADA Transition Plan
- 3.26 – 20 Minute City
- 4.11 – Tree Coverage
- 5.03 – Capital Investment



Safe and Secure
Communities



Strong Community
Connections



Quality of Life



Sustainable Growth
and Development



Financial Stability
and Vitality

- Communication and Marketing

Arizona Super Bowl LVII

Vaping

May 28 Lake drowning

U.S. 60 Update

Winter Wellness

+ Coronavirus COVID19

85288 Zip Code

City of Tempe Logo/Standards

+ Census

Story maps

- Refresh Tempe

Downtown Tempe Refresh

Social Media

Tempe 11

+ Tempe 311

Tempe City Store

Tempe Forum

Tempe's Music Walk

+ Tempe Newsroom

Tempe Branding

Tempe Wavemakers

Tempe Weather Station

WiFi Terms of Service

NEWS



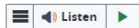
[Government](#) » [Communication and Marketing](#) »

Refresh Tempe

Your parks. Your streets. Your community. Tempe is dedicated to prioritizing reinvestment projects throughout **your** city.

Over the last several years, the Tempe City Council has been increasing reinvestments in parks, streets, golf courses and more. Refresh Tempe aims to add and maintain Tempe amenities and infrastructure in order to improve quality of life for all community members.

These investments are made in alignment with the [City Council's five Strategic Priorities and the city's Performance Measures](#).



Project Spotlight: Downtown Tempe Refresh



tempe.gov/RefreshTempe

- Communication and Marketing

Arizona Super Bowl LVII

Vaping

May 28 Lake drowning

U.S. 60 Update

Winter Wellness

+ Coronavirus COVID19

85288 Zip Code

Shady Park

Railroad Bridge

Connect

City of Tempe Logo Standards

+ Census

Story maps

- Refresh Tempe

Downtown Tempe Refresh

Social Media

Tempe 11

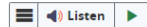
+ Tempe 311



[Government](#) » [Communication and Marketing](#) » [Refresh Tempe](#) »

Downtown Tempe Refresh

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Mill Avenue is an historic destination and a great place to have a good time. It's been named one of America's best streets.

Investing in our community and maintaining our assets is a top priority for the City of Tempe. Keeping our downtown attractive, welcoming and full of fun is vital to tourism, economic development and our community's youthful atmosphere.

Plans are underway to refresh downtown Tempe with new lights, new art, new streetscapes and more.

The downtown Tempe renovations are part of the [Refresh Tempe](#) effort. The program aims to add and maintain Tempe amenities and infrastructure in order to improve quality of life for all community members.

tempe.gov/DowntownTempeRefresh



Mill Avenue gets fresh

Improvements are coming to Downtown Tempe!



Mill Avenue gets fresh

Improvements are coming to Downtown Tempe!

Lights Art

Shade Landscaping

Sidewalks Intersections

tempe.gov/MillRefresh Refresh Tempe



The upcoming campaign will include street banners, posters, IKE signs, a robust social media budget and more.

It will be inclusive of community partners like ASU, Downtown Tempe Authority, Tempe Chamber and Tempe Tourism

Storefront treatments



1



2



Both selfie spots and informational windows

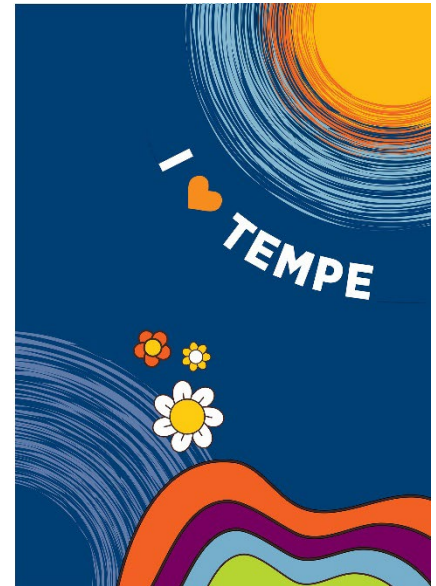
** Draft concepts – these require approvals by tenant and landlord*



Selfie idea 1 for one window



Idea 2 for that same window

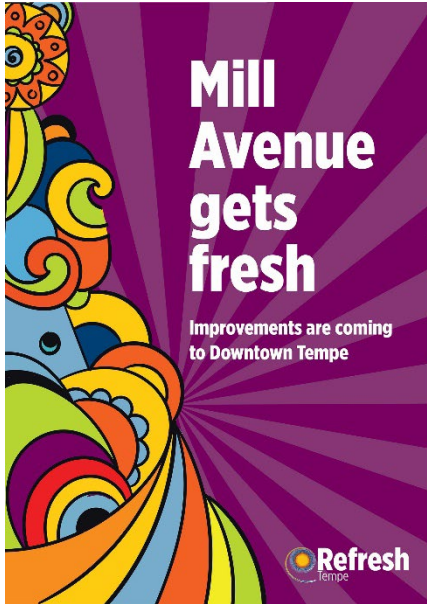


Idea: Additional selfie windows



These would get graphic treatments like the other windows but would incorporate photos along with the flowers and brand colors.
These would allow people to 'see themselves' at the activity.
They would also have Tempe URLs on them.

Informational windows



Graphic theme 1



Graphic theme 2



Mill Avenue Bridges – String Light Replacement



- **JAN. 2023 UPDATE** – Vendor ordering materials; installation scheduled for Spring



Downtown Festoon Lighting



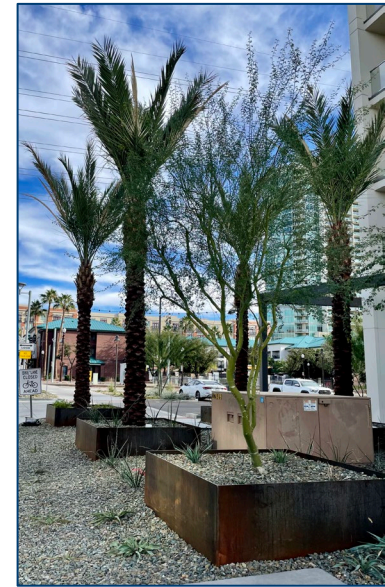
- JAN. 2023 UPDATE** – Design team has identified poles that meet structural and aesthetic needs; construction scheduled for Spring – Summer



Fifth Street Streetscape



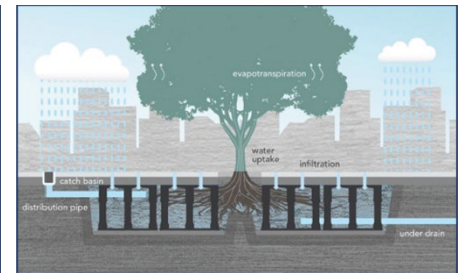
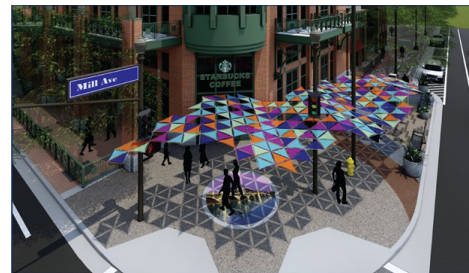
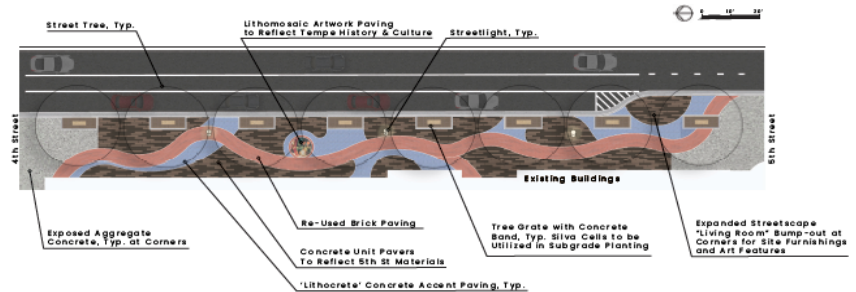
- JAN. 2023 UPDATE** – Developer implementation of design between Farmer and Ash; design contract with Wood Patel for project revisions approved by Council; construction scheduled for summer



Mill Avenue Streetscape & Infrastructure



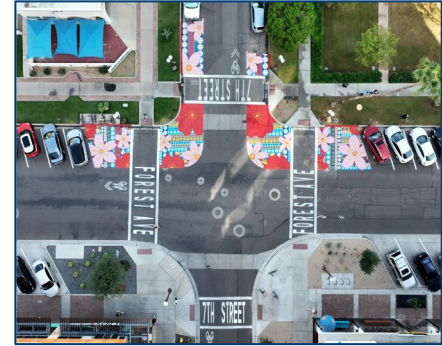
JAN. 2023 UPDATE – Design contract with J2 Eng. & Env. Design scheduled for Feb. 2 Council; design will include irrigation and electrical improvements, decorative sidewalks, intersection design, street trees and shade, urban living rooms, etc; construction scheduled for Summer 2024



In the Meantime – Placemaking and Activations



- Tempe Communications & Marketing
- Downtown Tempe Authority
 - Adaptive Streets project at 7th/Forest
 - Flower Power at 7th St. Park
- Tempe Community Services
 - Planted and boxed trees; accent plants; new DG
- Committee Discussion



EARTH & SKY



This exhibition is about the beauty of the Southwest from its sunsets and mountains to its blue skies and desert landscapes. Through contemporary art displays and education programs, *Earth & Sky* examines timely topics like land stewardship, ecology and culture that tie us to the region.

Exhibiting Artists:

- Michael Nimingha
- Laura Spalding Best
- Tlizza Jaurique
- Yuko Yabuki
- Mary Wilhelm
- Thomas "Breeze" Marcus
- Rebecca Davis & Roger Asay
- Anthony Mead
- + Collection loans from Sky Harbor Airport Museum

FREE PROGRAMS

Land Stewardship from Indigenous Perspectives Panel Discussion

Jan 19 | 6–8 PM

Free Public Reception

Jan 20 | 6–9 PM

Earth Bound Storytime & Zine Making w/Tempe Public Library and artist Daniella Napolitano

Feb 4 | 10 AM–1 PM

Star Gazing w/ASU Earth and Space Exploration

Mar 24 | 6:30–9 PM

Book Signing w/Rebecca Davis & Roger Asay

Apr 12 | 6–8 pm

eARTh Night Maker Event w/ artists Yuko Yabuki & Laura Spalding Best

Apr 22 | 6–8 PM

Images: Michael Nimingha

JAN 14
THROUGH
APR 22

Gallery @ TCA

More info available at
tempecenterforthearts.com
(480) 350-2822

