

**SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, OCTOBER 27, 2015**



**CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251**

CALL TO ORDER

Mayor W.J. "Jim" Lane called to order a Work Study Session of the Scottsdale City Council at 4:00 P.M. on Tuesday, October 27, 2015, in the City Hall Kiva.

ROLL CALL

Present: Mayor W.J. "Jim" Lane
Vice Mayor David N. Smith
Councilmembers Suzanne Klapp, Virginia L. Korte, Kathleen S. Littlefield,
Linda Milhaven, and Guy Phillips

Also Present: Acting City Manager Brian Biesemeyer, City Attorney Bruce Washburn, City Treasurer Jeff Nichols, City Auditor Sharron Walker, and City Clerk Carolyn Jagger

MAYOR'S REPORT – None

ACTING CITY MANAGER'S REPORT

Acting City Manager Brian Biesemeyer explained that Artisan Markets' 2015/2016 Special Event Permit was limited to the 2015 dates, pending Council's consideration of a citizen petition on October 6. On October 16, Artisan Markets received notice that the 2016 dates had been denied. Mr. Biesemeyer said, based on Council direction, he also conducted a review to determine if any further action was required regarding the 2015 dates. Part of the review included two meetings with Artisan Markets. After these meetings, Artisan Markets agreed to eliminate all Thursday night events after November 12. The other aspects of the permit will remain in place for the remaining 2015 dates.

PUBLIC COMMENT – Scott Eubanks and French Thompson commented on tourism and special events. Betty Drake spoke on the Arizona Central Project sites.

NOTE: MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

1. Tourism Development and Marketing Strategic Plan Implementation

Request: Presentation, discussion, and possible direction to staff regarding the Tourism Development and Marketing Strategic Plan implementation, including proposed Arizona Central site location and Rose Garden property use.

Presenter(s): Steve Geiogamah, Acting Tourism and Events Director

Staff Contact(s): Steve Geiogamah, Acting Tourism and Events Director, 480-312-4013, sgeiogamah@scottsdaleaz.gov

Acting Tourism and Events Director Steve Geiogamah introduced the presentation.

Tourism Advisory Task Force Chair John Holdsworth and Places Consulting Principal Consultant Valeri LeBlanc gave a PowerPoint presentation (attached) on the downtown visitor experience.

Holly Street Studio Principal Architect Diane Jacobs gave a PowerPoint presentation (attached) on the Arizona Central Project concept.

Councilmembers requested additional information on the Arizona Central site locations and uses, the Bed Tax Stabilization Fund, and tourism statistics. Staff committed to providing Council with the information.

2. Hayden/Northsight Roundabout Initial Operation

Request: Presentation, discussion, and possible direction to staff regarding the Hayden/Northsight roundabout initial operation.

Presenter(s): George Williams, Principal Traffic Engineer

Staff Contact(s): Paul Basha, Transportation Director, 480-312-7651, pbasha@scottsdaleaz.gov

Principal Traffic Engineer George Williams gave a PowerPoint presentation (attached) on the Hayden/Northsight roundabout.

MAYOR AND COUNCIL ITEMS – None

ADJOURNMENT

The Work Study Session adjourned at 7:12 P.M.

SUBMITTED BY:



Carolyn Jagger
City Clerk

Officially approved by the City Council on November 17, 2015

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona held on the 27th day of October 2015.

I further certify that the meeting was duly called and held, and that a quorum was present.

DATED this 17th day of November 2015.



Carolyn Jagger, City Clerk

Item 1

Tourism Development & Marketing Strategic Plan

City Council
October 27, 2015

Presentation Overview

At this work study session, staff is seeking input and direction from City Council to address the following:

- Downtown Visitor Experience
- Arizona Central Project

Tourism Plan Update

In the first two years, a total of 36 tasks out of 130 have been completed or are on track to do so.

Some plan components have not been completed or have been delayed or deferred due to:

- Priority status
- Complexities in identifying resources

Tourism Plan Update

- Total anticipated investment for the implementation of the tourism strategic plan is \$1.6 million
- City Council thus far has approved a bed tax allocation of \$625,000 toward the plan's implementation
- To date a total of \$104,936 has been expended

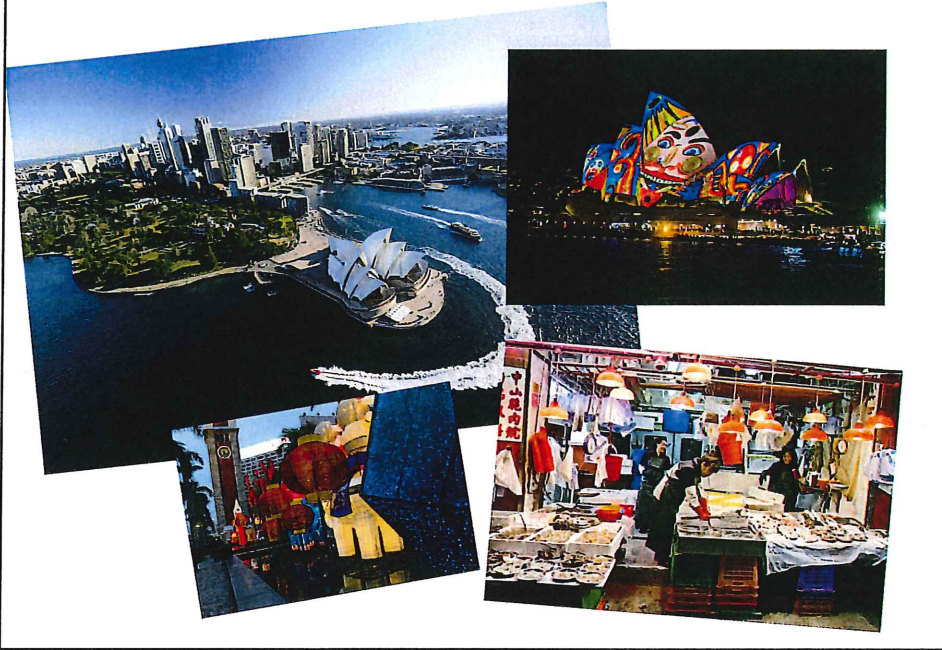
Tourism Plan Highlights

- ***Civic Center Mall Design Review Plan***
- ***Enhanced Downtown Animation***
- ***Downtown Economic Feasibility Study***
- ***Scottsdale.life Web Site***
- ***Bed Tax Stabilization Fund***
- ***Event Marketing & Feasibility Study - Phase I***

When I travel, I love a Great city experience



When I travel, I love a Great city experience



I love Paris in the springtime I love Paris in the fall



Make downtown an everyday experience



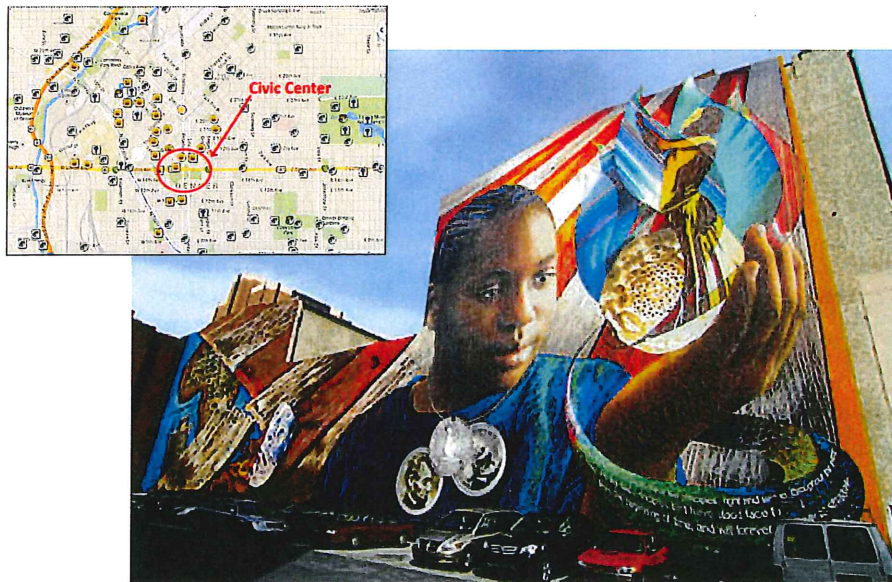
Encourage sociability



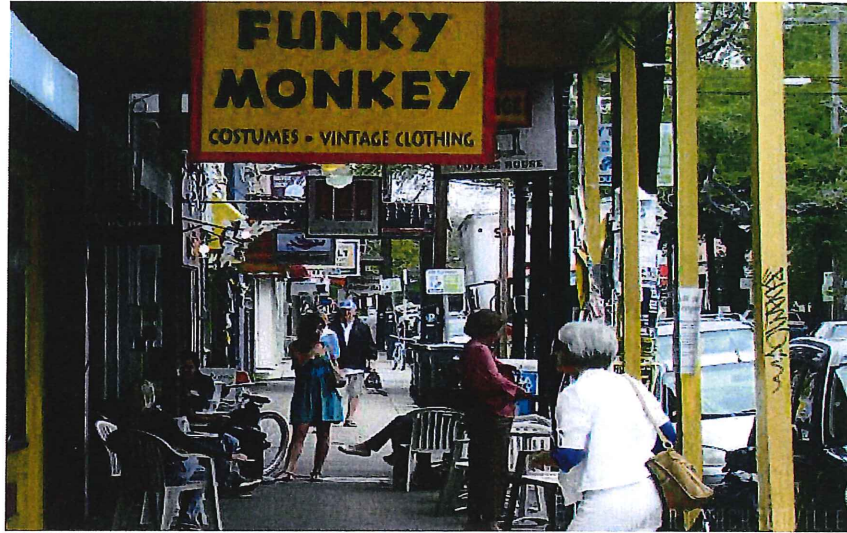
Unique qualities



Downtown exploration



Strong retail



Strong Food and Beverage



Strong public space/connectivity



Downtown Experience

**Make Downtown an
Everyday Place**

**Encourage
Sociability**

Unique Qualities

**Downtown
Exploration**

Strong Retail

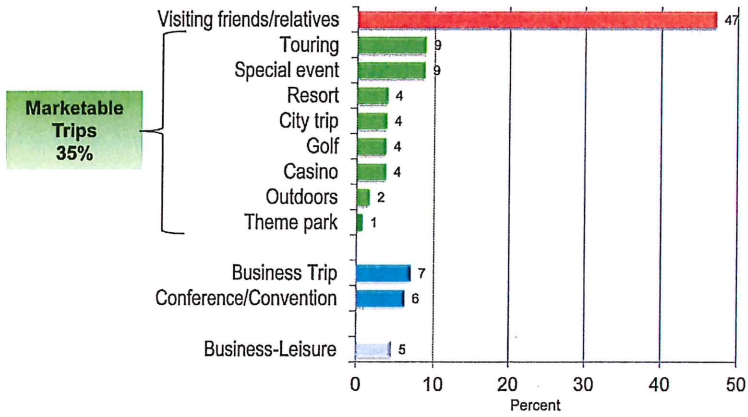
**Strong Food &
Beverage**

**Strong Public
Space/Connectivity**

Main Purpose of Trip



Base: Overnight Person-Trips to Scottsdale



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City of Scottsdale Arizona Central

Concept Presentation | 27 October 2015

Introduction

Scottsdale's Story

Precedent

Lessons from Other Cities

Context

Existing Assets

Concept

New Amenities

Impact

Scottsdale's Fabric

Introduction

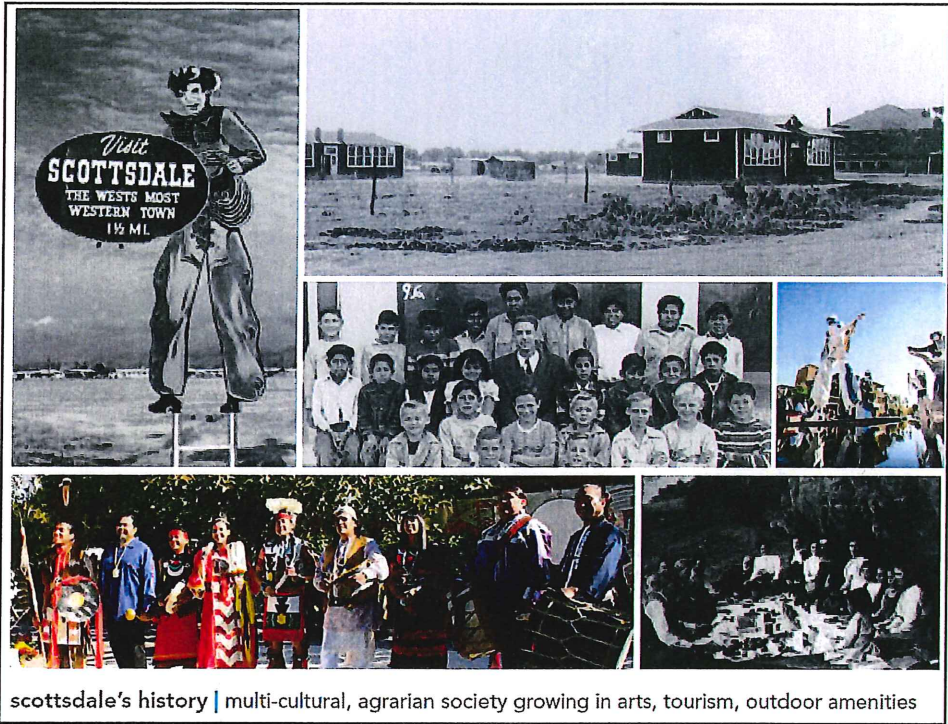
Scottsdale's Story

Existing Assets

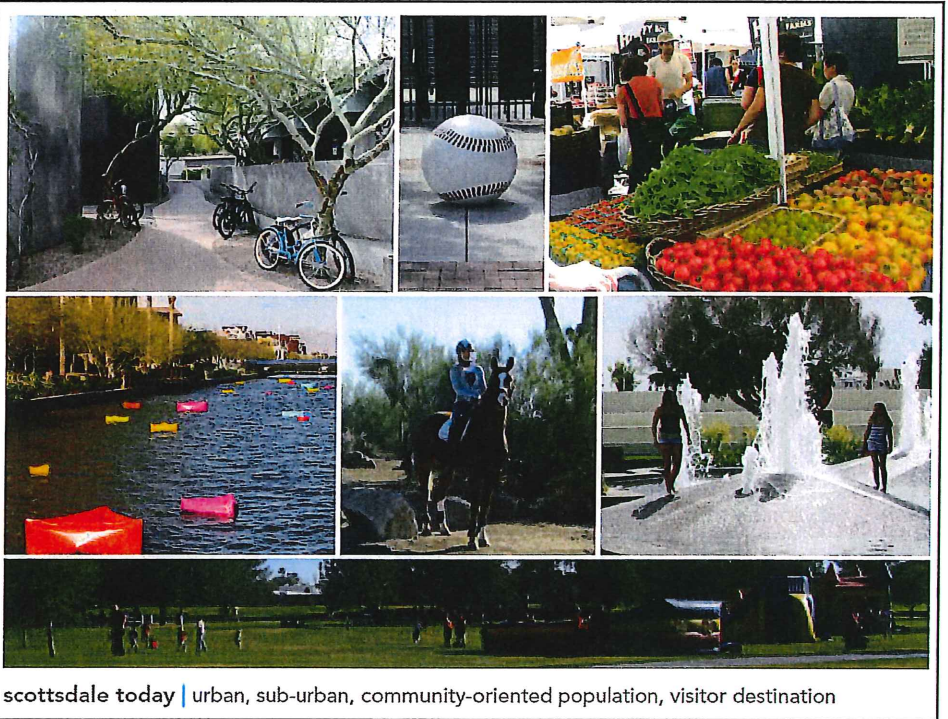
New Amenities

Lessons from Other Cities

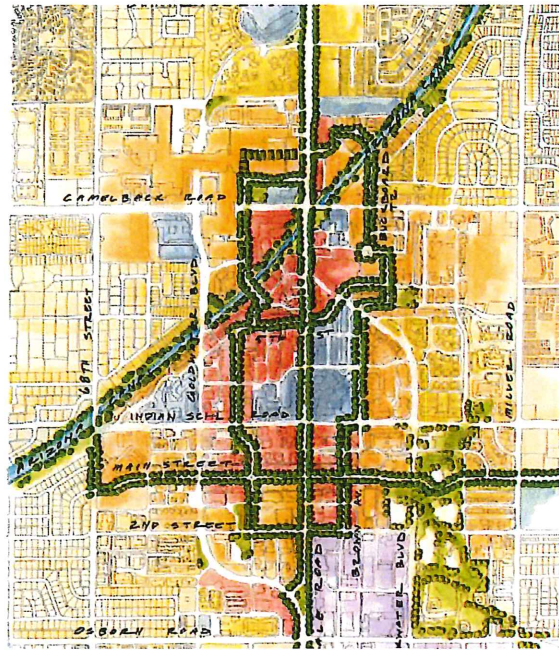
Scottsdale's Fabric



scottsdale's history | multi-cultural, agrarian society growing in arts, tourism, outdoor amenities



scottsdale today | urban, sub-urban, community-oriented population, visitor destination



scottsdale today | ideas moving forward? identity, density, community, culture, open space

Urban Planning
 Architecture

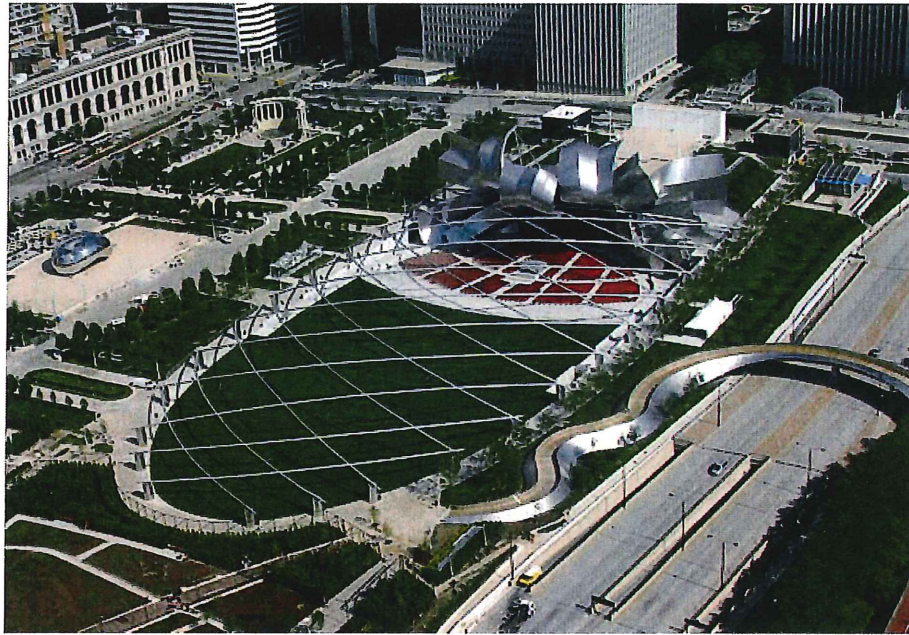
Precedent

Lessons from Other Cities

Portland, Oregon
 San Francisco, California

San Jose, California
 San Diego, California

San Francisco, California
 San Jose, California



precedent | chicago: 'millenium park' - city surrounding + linked to open space



playspace



dining room

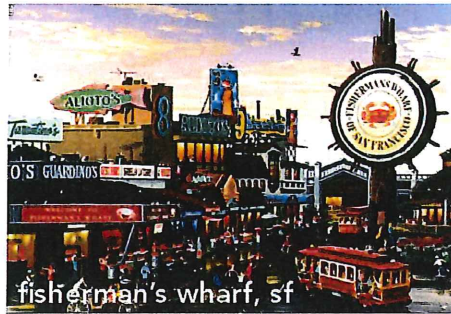


farmer's market

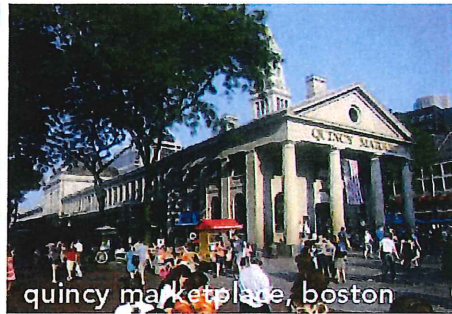


living room

precedent | public spaces and links for residents and visitors - multiple generations



fisherman's wharf, sf



quincy marketplace, boston

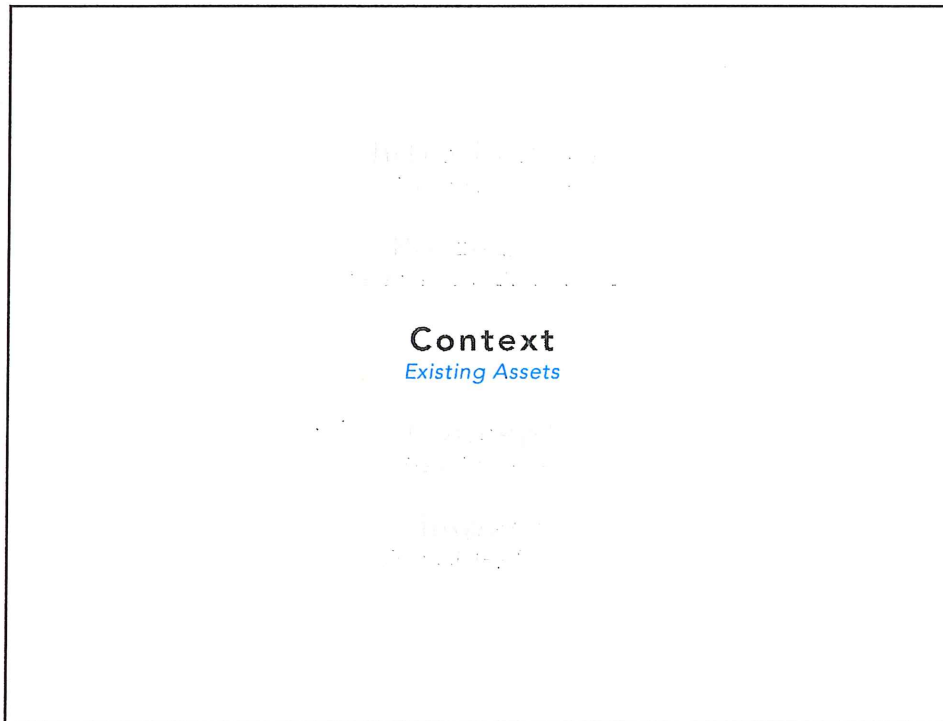


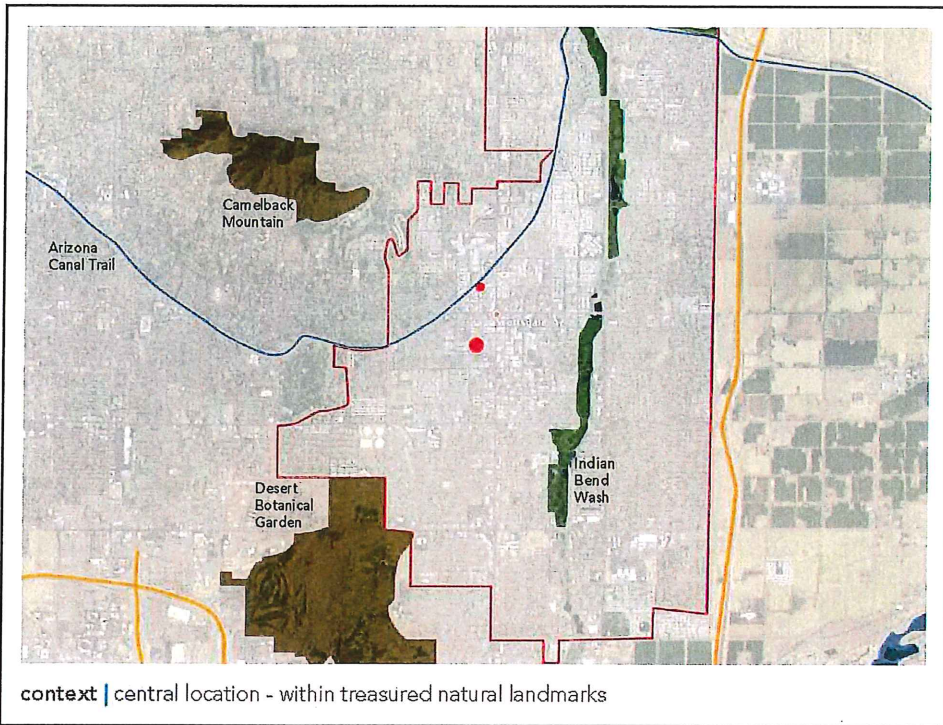
covent garden, london

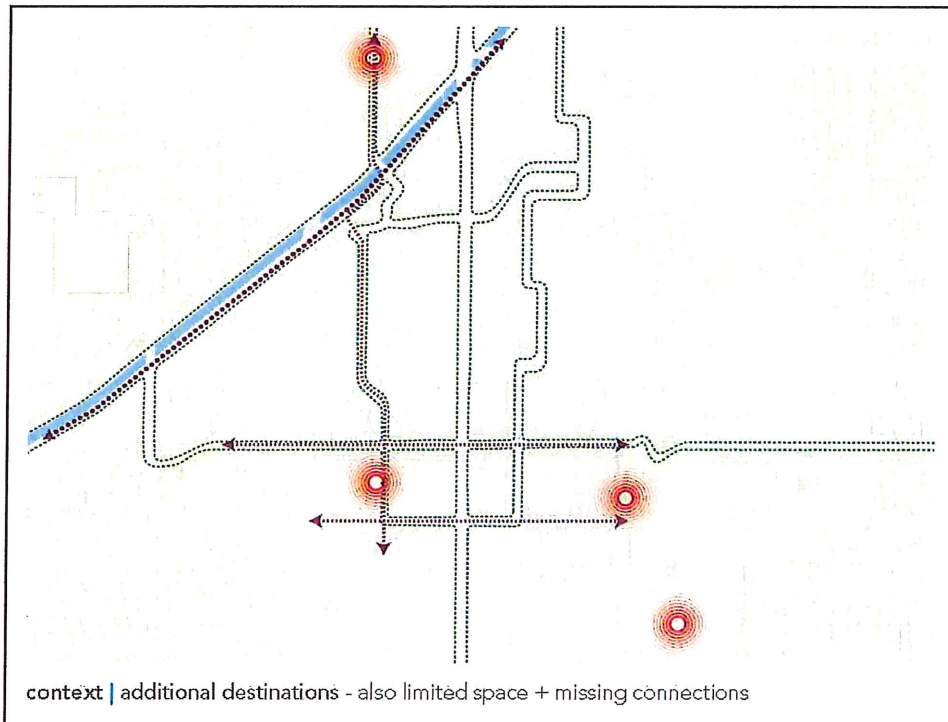
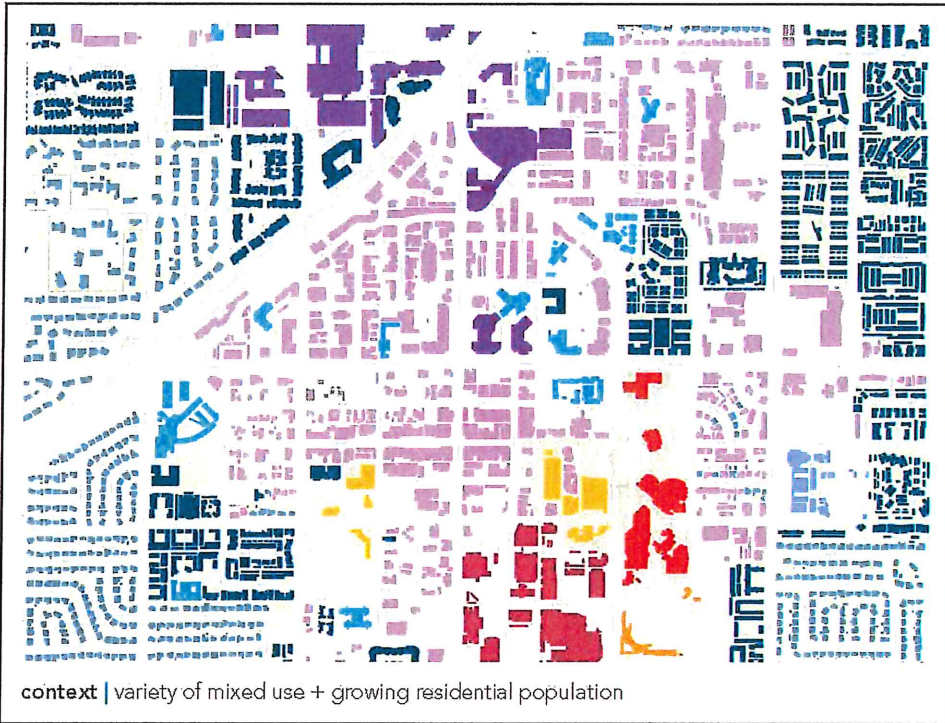


tanglewood, bershires, ma

precedent | open spaces for visitors and residents - special occasions







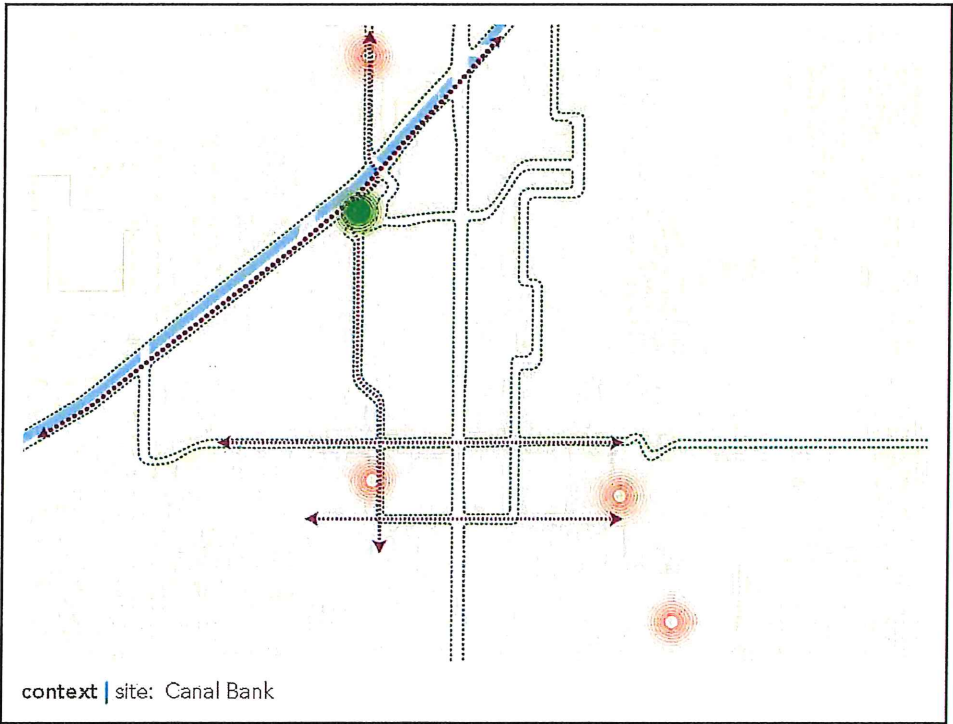
Integrating
with the site plan

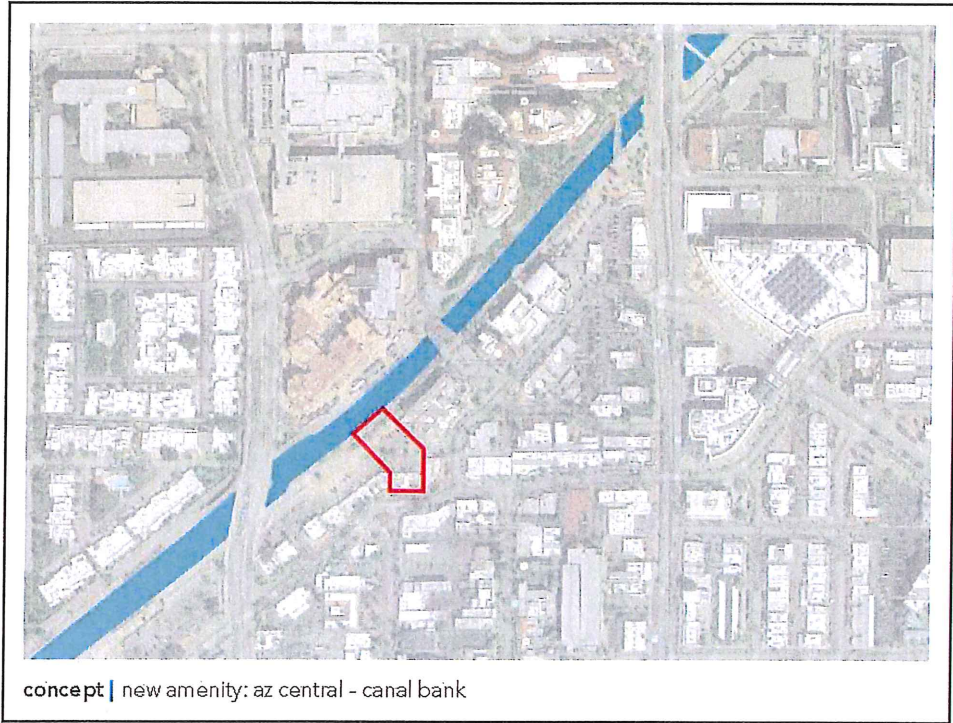
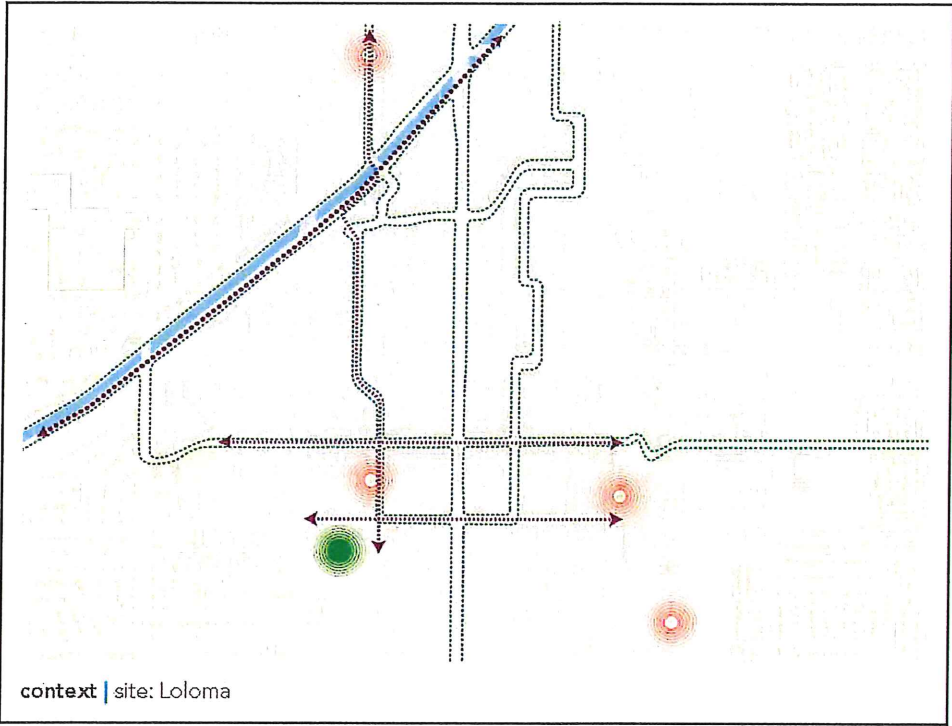
Proposed
Proposed and Other Amenities

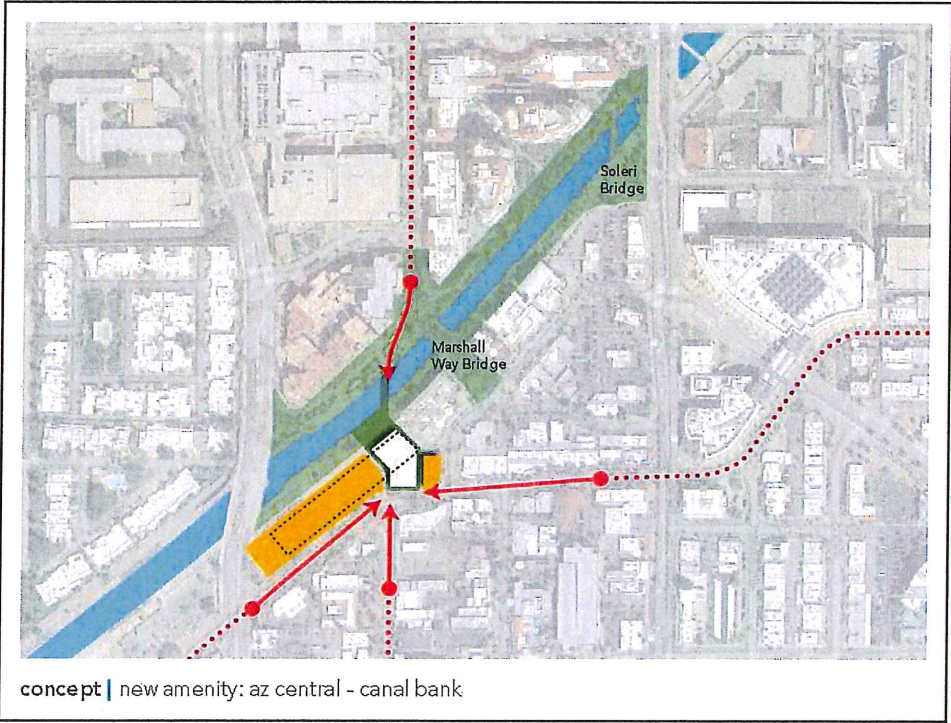
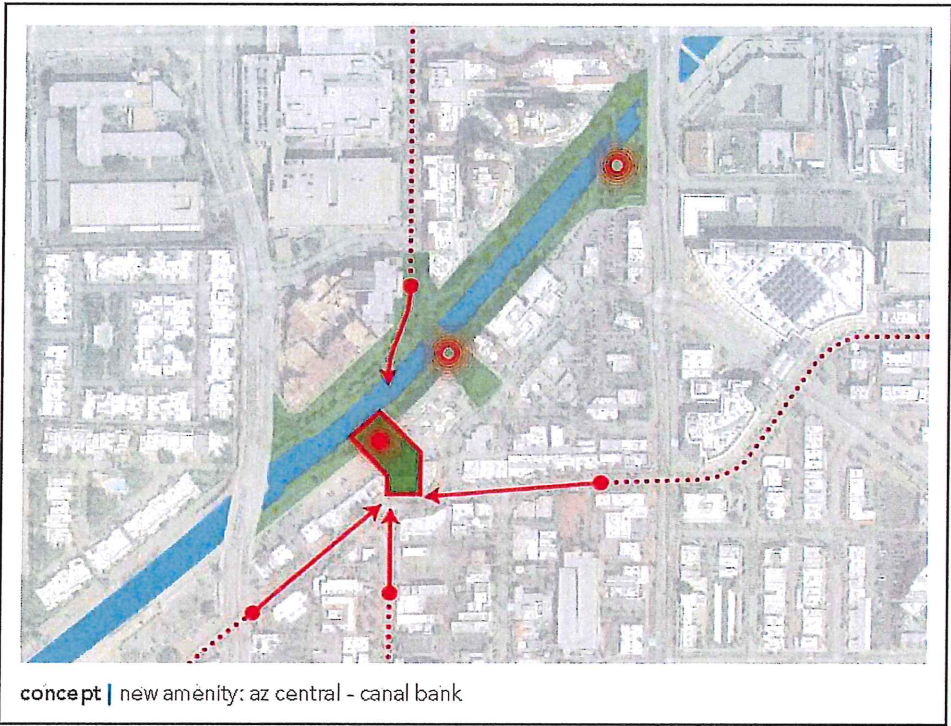
Context
relative to site

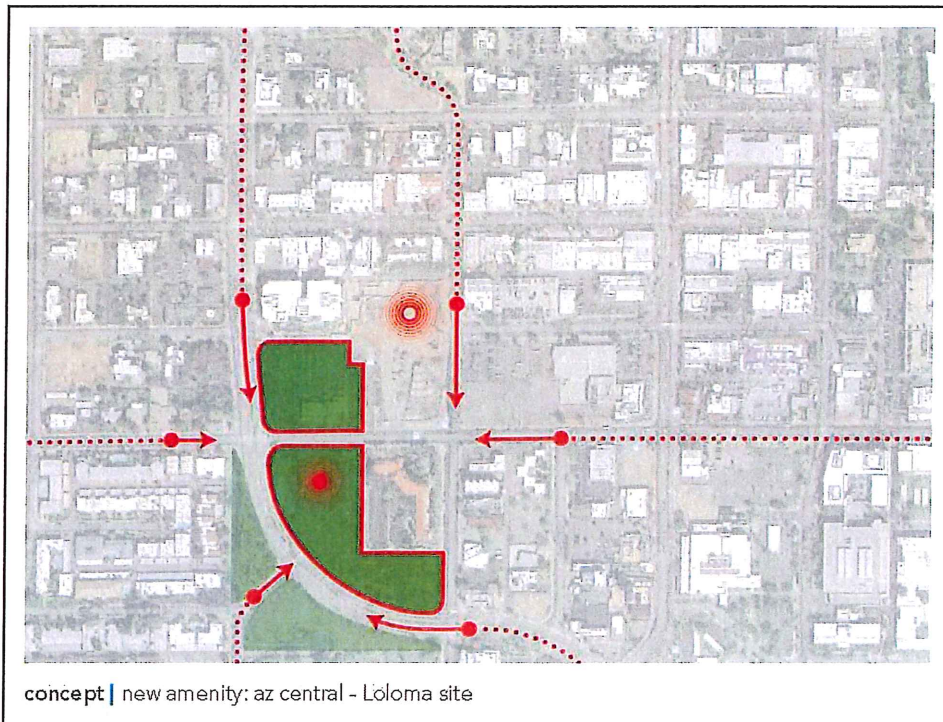
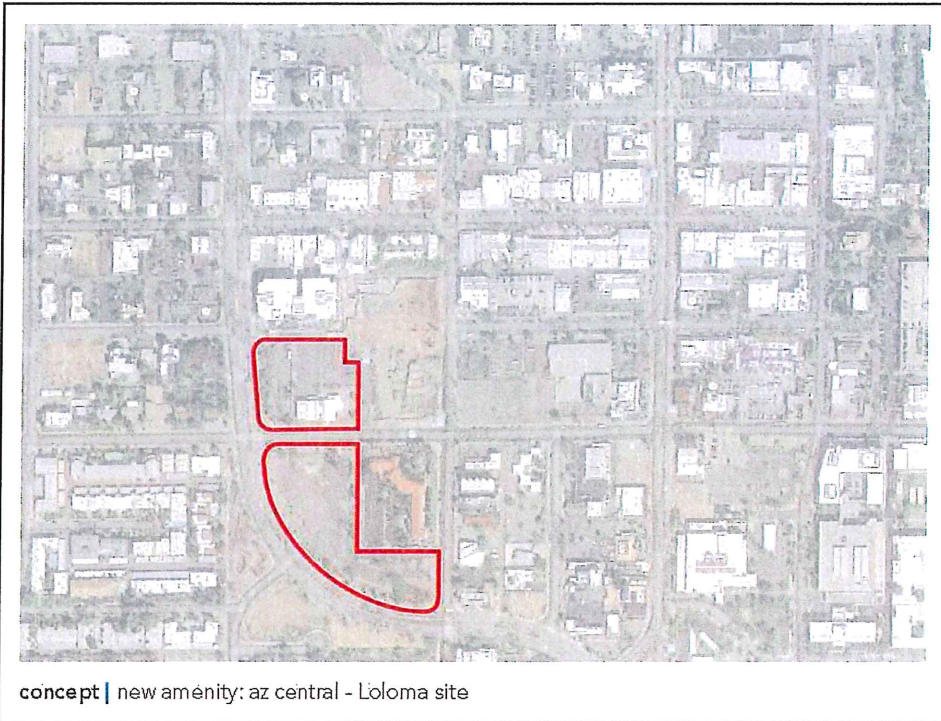
Concept
Providing New Amenities: AZ Central Concept

Project
Site Plan



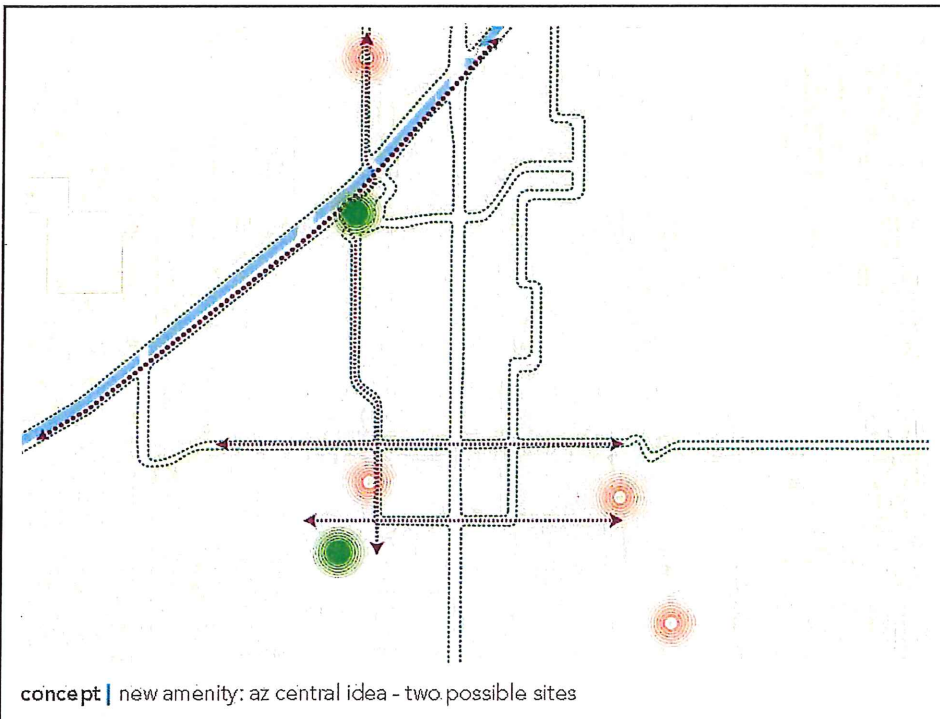






Scottsdale's Living Room: a holistic solution?

*...(two spaces) envisioned as wonderful, connected 'living rooms' in the center of Scottsdale..where people come together to enjoy the fresh air, views, each other, + performances, shopping, special occasions, family gatherings, and farmer's markets. One designed for major events and celebrations, the other encouraging informal moments on regular days, both offering respite for those who seek to live and play in the heart of the city..



Scottsdale's Living Room:

a holistic solution...

*...(two spaces) envisioned as wonderful, connected 'living rooms' in the center of Scottsdale..where people come together to enjoy the fresh air, views, each other, + performances, shopping, special occasions, family gatherings, and farmer's markets. One designed for major events and celebrations, the other encouraging informal moments on regular days, both offering respite for those who seek to live and play in the heart of the city..

Arizona Central Project

Staff is seeking insight and direction regarding the Arizona Central Project

- Continue to pursue Fifth Avenue Site as a potential site for Arizona Central?
- Restrict Rose Garden site for a limited service hotel?

Closing Thoughts

Need to make some decisions in these key areas:

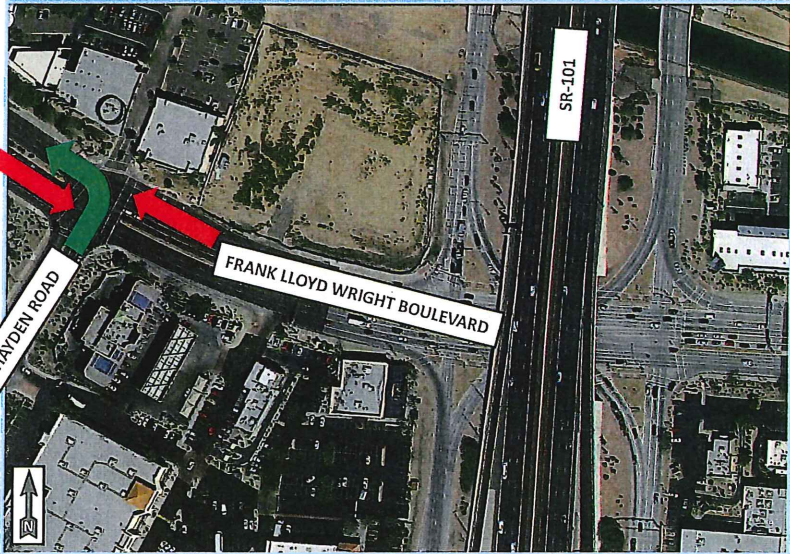
- RFP for downtown economics, planning elements
- Parking/transportation/pedestrian need to be addressed
- Events and activation are critical to downtown activation and the ways to allow the kinds of experiences people want

Northsight Roundabout

City Council October 27, 2015

*George Williams PE, PTOE, PTP
Principal Traffic Engineer*

1



2



Through Vehicles versus Left-turning Vehicles

TEN MAJOR SCOTTSDALE INTERSECTIONS

15% to 20% Left-turning Vehicles

60% to 75% Through Vehicles

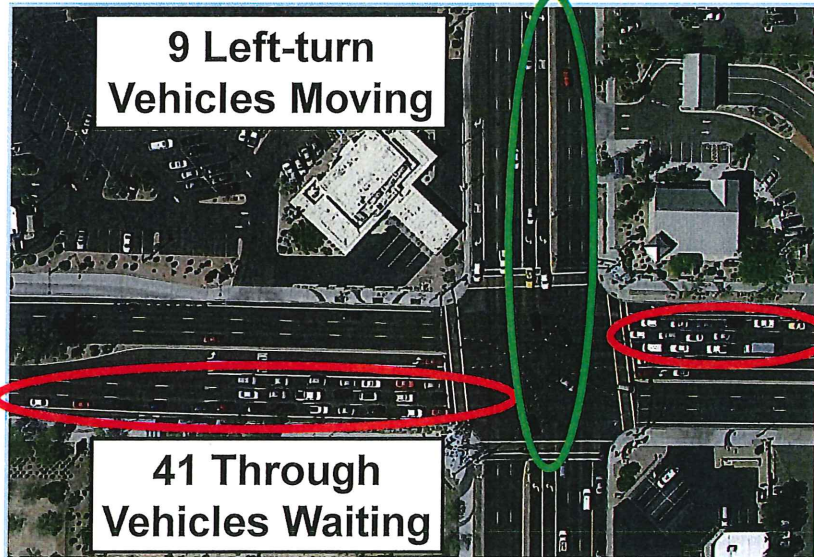
3



Through Vehicles versus Left-turning Vehicles

**9 Left-turn
Vehicles Moving**

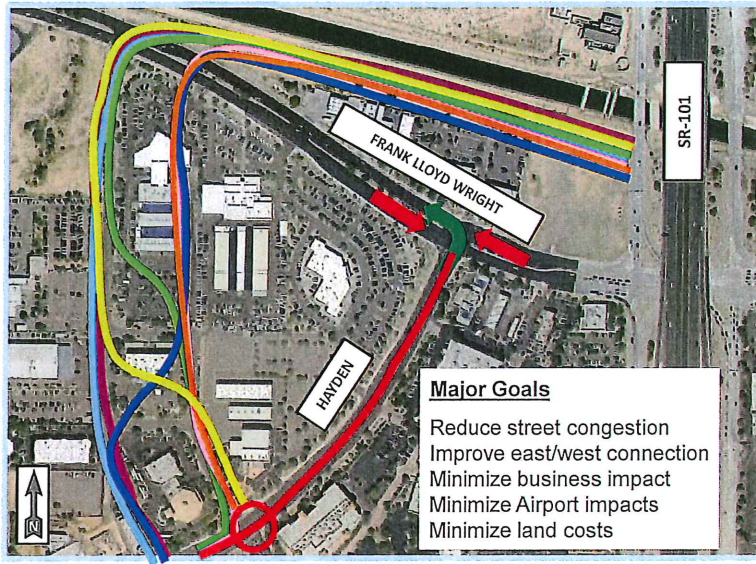
**41 Through
Vehicles Waiting**



4



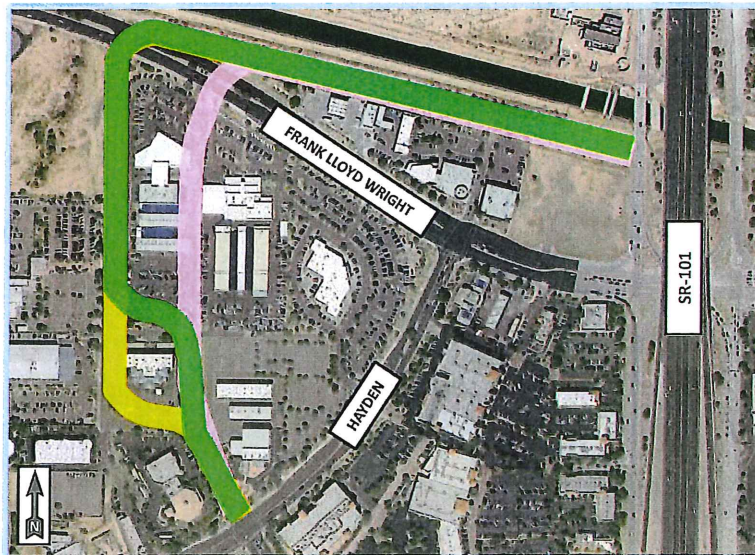
9 Alternatives Considered



5



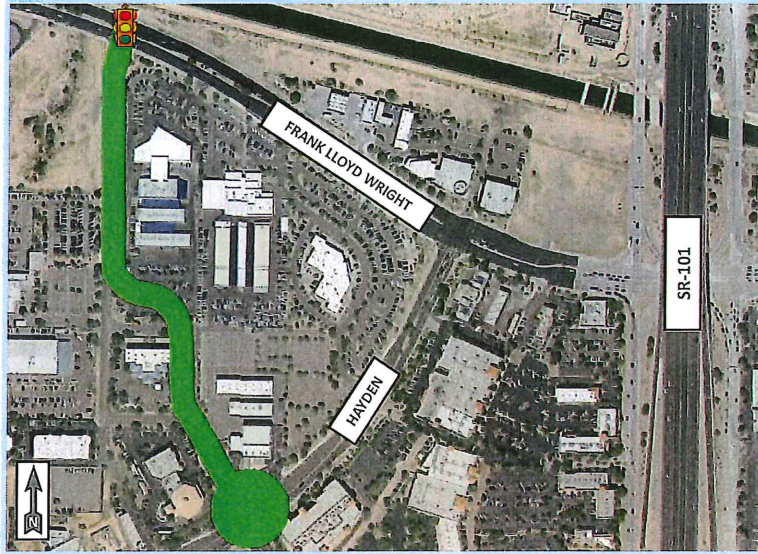
3 Refined Alternatives



6



Northsight Extension Selected



7



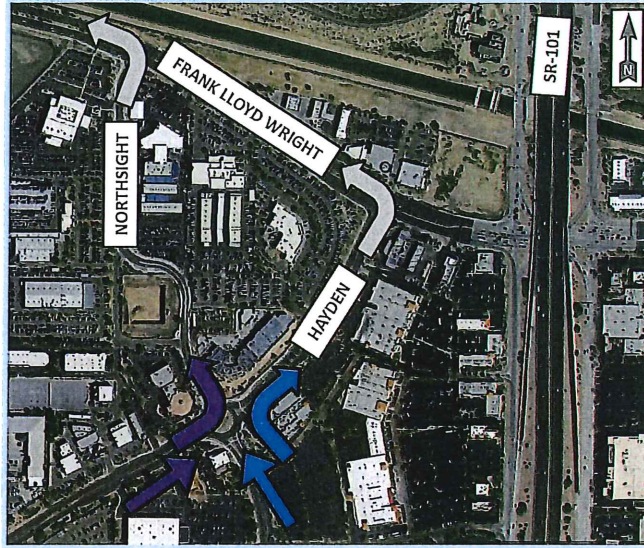
Previously Only One Choice



8



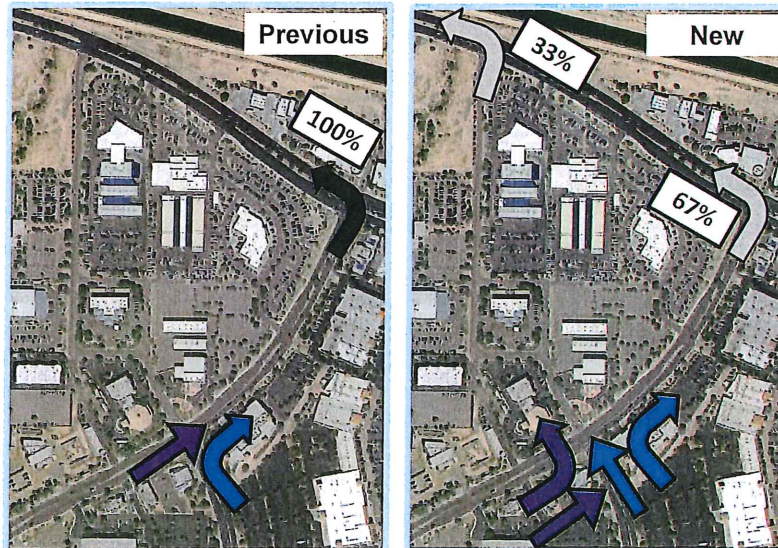
Objective: Two Choices



9



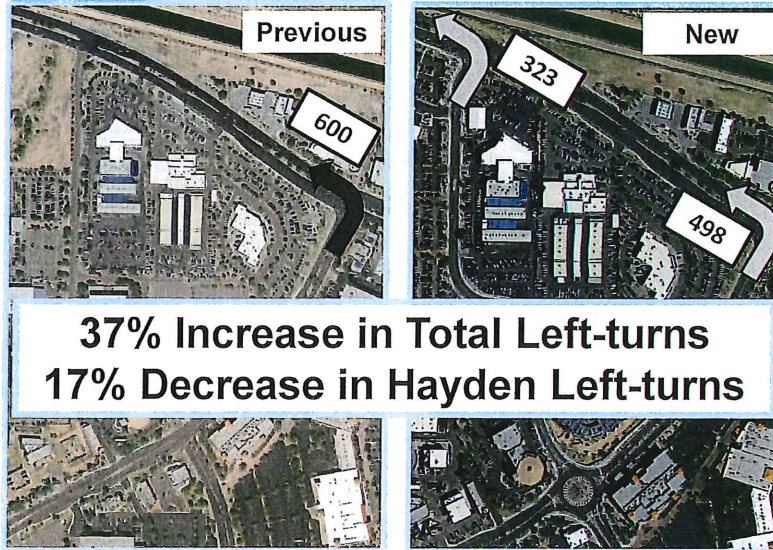
Goal: Northsight to Service 20% to 33%



10



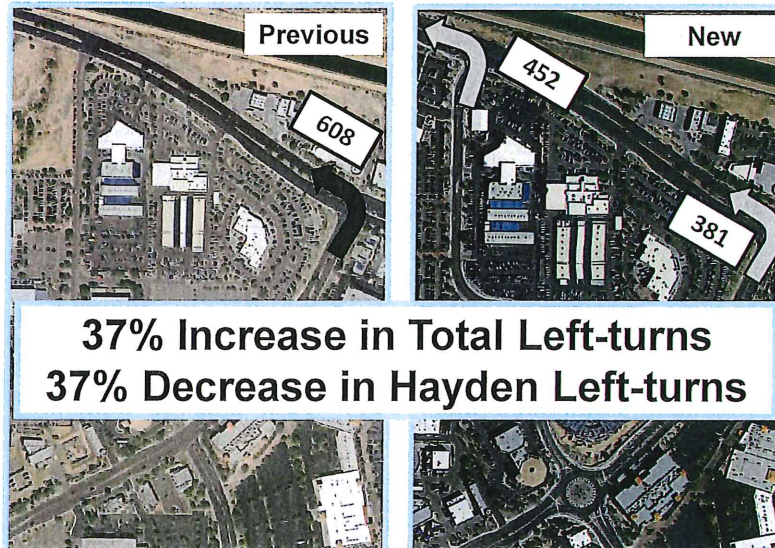
Noon Peak Actual: Northsight Services 39%



11



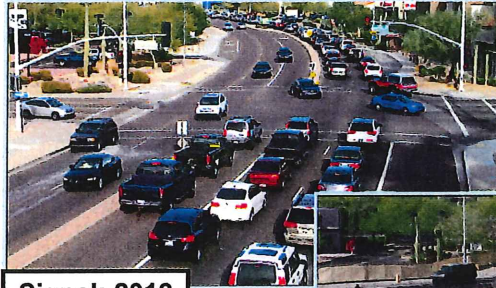
PM Peak Actual: Northsight Services 54%



12



PM Peak Traffic at Northsight / Hayden



Signal: 2012



Roundabout: 2014

13



TRAVEL TIMES

PATH	VIA	SIGNAL	ROUNDAABOUT
A to B	Northsight		:58
A to B	Hayden	3:26	2:23
B to C	Frank Lloyd Wright	2:27	1:43



14



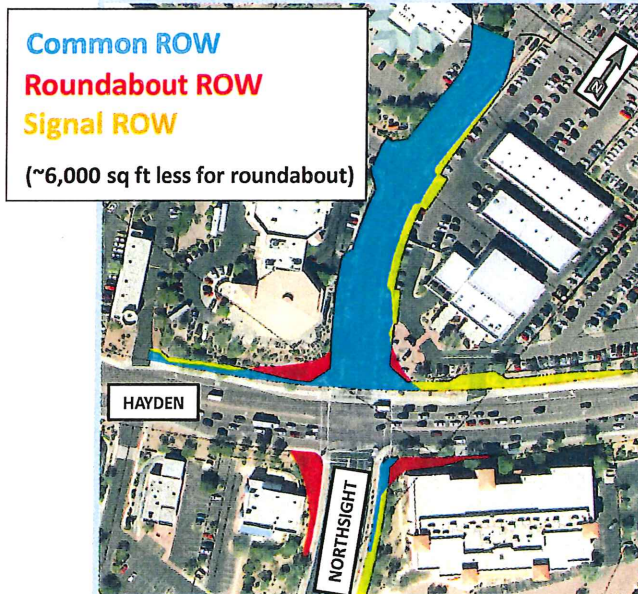
Hayden / Northsight Crash Comparison: Signal to Roundabout

SUMMARY					
Operation	Annual Crashes	Daily Vehicles	Crash Rate	Annual Injuries	Injury Rate
Signal	8	27,250	0.77	3.17	0.32
Roundabout	10	35,000	0.78	0.67	0.05
Change	25% Increase	28% Increase	No Change	79% Decrease	84% Decrease

15



Additional Right-of-Way Comparison



16



Raintree Service Level Comparison: Year 2030
Signal to Roundabout
5 Intersections and 2 Peak Hours (10 possible)
19 Approaches and 2 Peak Hours (38 possible)

SUMMARY				
Operation	Intersections at "A" (10 Possible)	Approaches at "A" (38 Possible)	Approaches at "D" or "E" (38 Possible)	Maximum Delay (Seconds)
Signal	0	5	12	59
Roundabout	10	38	0	7

17



Roundabout: Not a Rotary

- Roundabout smaller
- Slower speeds (~20mph)
- Yield on entry
- No Weaving
- Improved capacity
- Improved safety



18



Transportation & Safety Organizations Supporting Roundabouts

- Federal Highway Administration
- Arizona Department of Transportation
- Transportation Research Board
- Institute of Transportation Engineers
- American Society of Civil Engineers
- Insurance Institute for Highway Safety
- American Association of Retired Persons
- Dozens of other transportation organizations



Roundabout Safety Studies

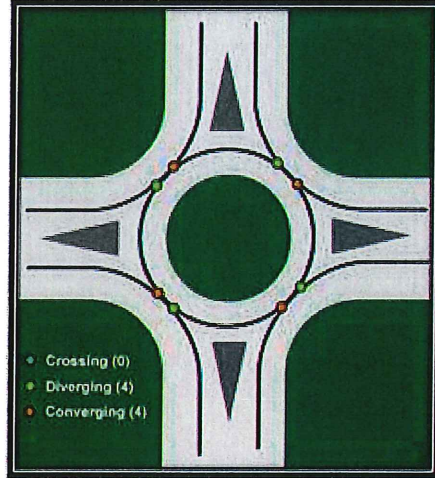
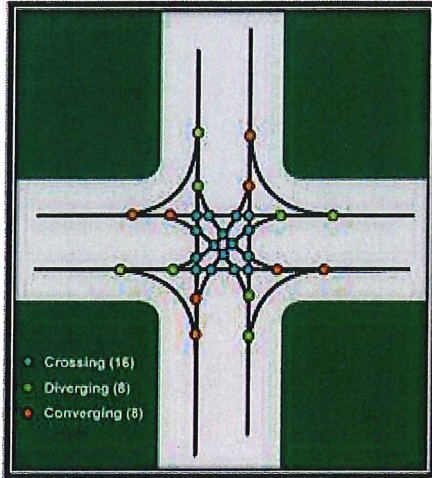
<u>Study</u>	<u>Collisions</u>	<u>All Injuries</u>	<u>Serious Injuries</u>
• NCHRP (55)	- 35%	- 76%	- 71%
• North Carolina (30)	- 46%	- 75%	- 85%
• IIHS (24)	- 39%	- 76%	- 89%
• Maryland (15)	- 60%	- 82%	- 100%
• Golden Colorado (4)	- 60%	- 94%	
• Scottsdale (9)	- 18%	- 34%	



Intersection Conflicts

32 @ Signal

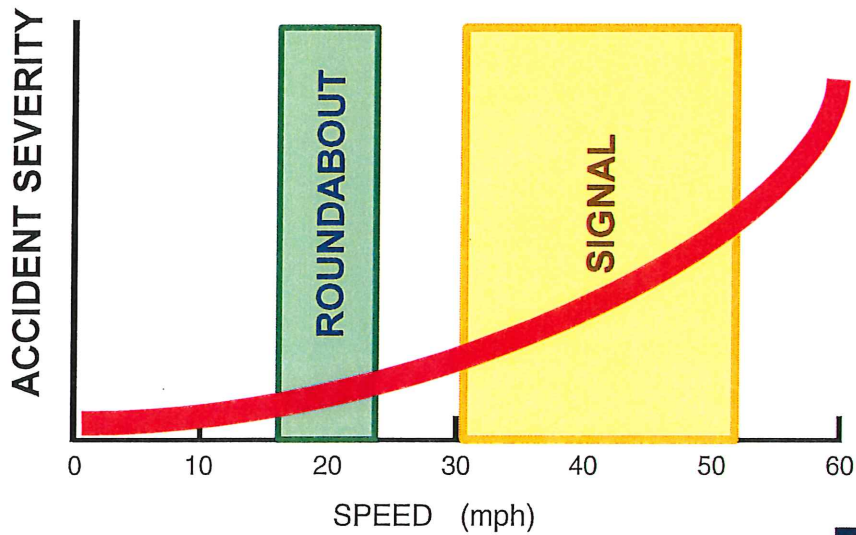
8 @ Roundabout



21



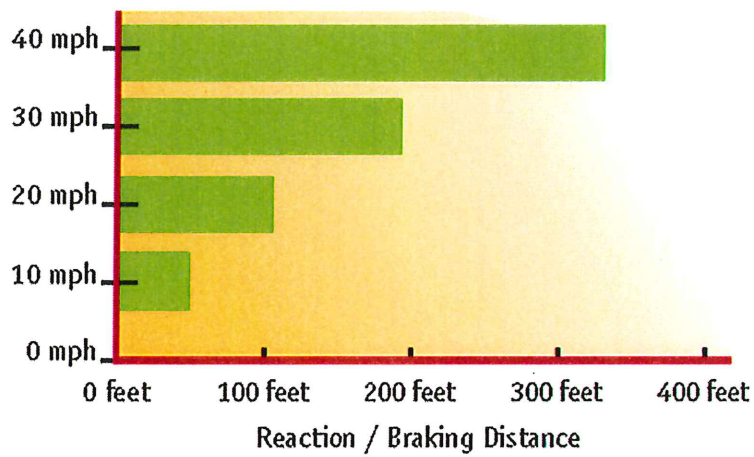
Intersection Conflict Speeds



22



High Speeds Increase Stopping Distance Travel Speed vs. Reaction and Braking Distance



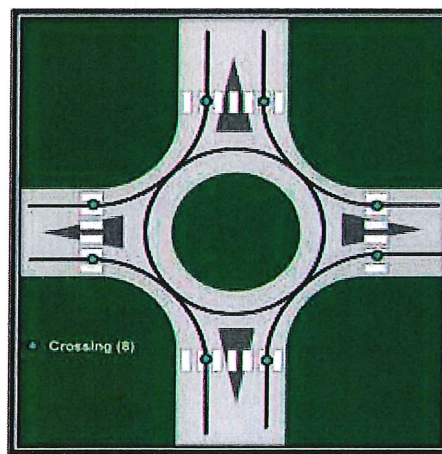
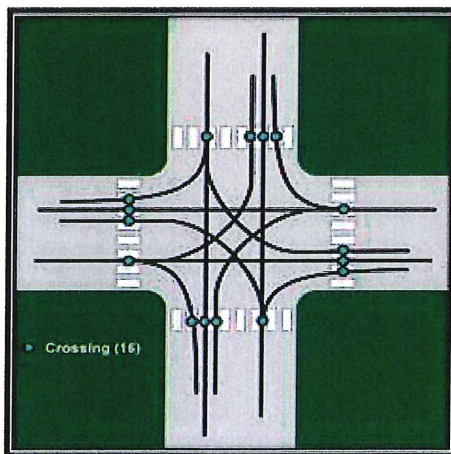
23



Fewer Pedestrian Conflict Points

16 @ Signal

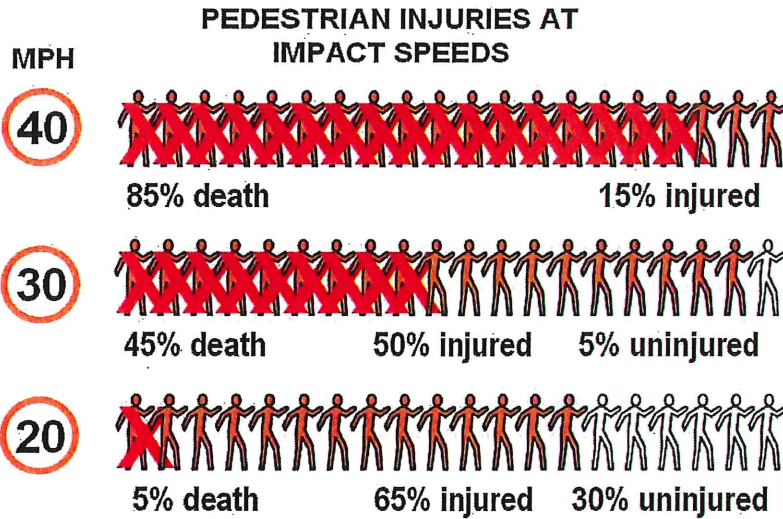
8 @ Roundabout



24



High Speeds Increase Pedestrian Injuries



25



Roundabout Characteristics

Reduces new intersection costs by approximately \$200,000

Greater Street System Efficiency

- Fewer Lane Restrictions Due to Crash Closures

- Less Driver Delay

- Less Fuel Use

- Less Emissions/Less Pollution

Reduces Driver Risk

Reduces Government

- Lower Operating Cost

- Lower Maintenance Cost

- Lower Emergency Response Cost

Eliminates Government Control of drivers going and stopping

26



Possible Future Scottsdale Roundabouts

Recently constructed

Northsight Boulevard / Hayden Road (1.5 years)
60th Street / Dove Valley Road (4 months)
124th Street / Cactus Road (1 month)

In Final Design

90th Street / Mustang Library
Raintree Drive: 73rd Street, 76th Place (Redfield), and Hayden Road

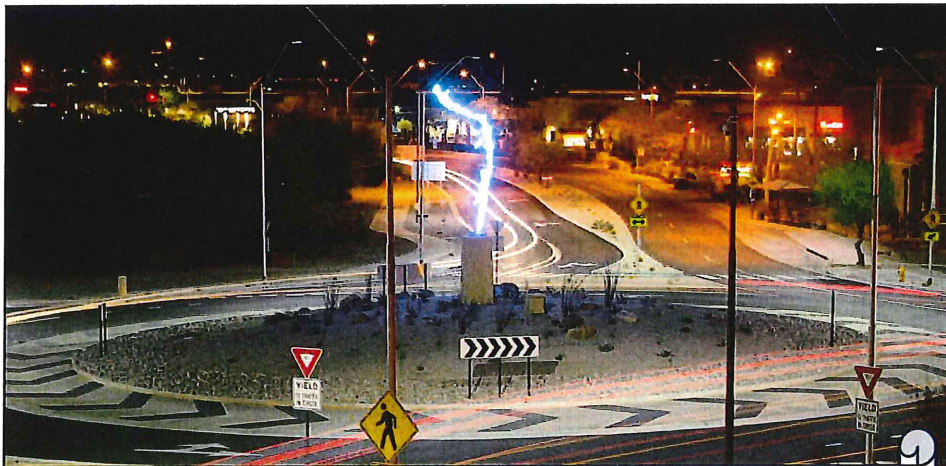
In Preliminary Design

Raintree Drive: 82nd Street and Northsight Boulevard

In Planning / Concept Design

90th Street / Via Linda
126th Street / Via Linda
128th Street / Via Linda
Alma School Parkway / Happy Valley Road
Miller Road / Osborn Road

27



Associated General Contractors
2014 Build Arizona
AWARD WINNER!