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MEMORANDUM

Economic Development - Council Memo No. ED12-020

DATE: March 9, 2012

TO: MAYOR AND CITY COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
PAT MCDERMOTT, ASSISTANT CITY MANAGER *PM*
CHRISTINE MACKAY, ECONOMIC DEVELOPMENT DIRECTOR *CM*

FROM: JAMES SMITH, ECONOMIC DEVELOPMENT SPECIALIST *JS*

SUBJECT: BRIEFING - MAYOR'S 4-CORNER RETAIL COMMITTEE FINAL REPORT

Mayor Tibshraeny formed the 4-Corner Retail Committee in the fall of 2011 to make recommendations to the Mayor and City Council for revitalizing the City's aging and challenging commercial corridors – primarily along Arizona Avenue, Alma School Road and Dobson Road.

The committee met three times between November 2011 and January 2012, and developed ten specific recommendations for the City to consider implementing in order to assist in the redevelopment or revitalization of these commercial areas. The committee's final report, which will be reviewed at the Council meeting, also includes recommendations for targeting revitalization at seven key intersections in the City and discusses the overall retail market in metro Phoenix and the East Valley as well as Chandler.

It is important to note that staff from relevant City departments, including the City Manager's Office, Transportation and Development, Neighborhood Resources and Economic Development participated in the committee's exercises to listen to and consider the recommendations. As we will review with you, there are many cases where City staff has already examined the feasibility of implementation and/or has developed a plan to bring forward recommended actions to the City Council in the very near future.

Staff would like to express its gratitude to the outstanding group of professionals that made up the committee for their time and expertise.

If you would like any additional information please contact me at (480) 782-3033 or Christine Mackay at (480) 782-3035.