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Chandler - Arizona
Where Values Make The Difference



MEMORANDUM

Economic Development - Council Memo No. ED15-011

DATE: December 1, 2014

TO: MAYOR AND CITY COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
MARSHA REED, ASSISTANT CITY MANAGER *MR*

FROM: KIM MOYERS, DOWNTOWN REDEVELOPMENT MANAGER *KM*

SUBJECT: RESOLUTION NO. 4819 IMPLEMENTING AN ENTERTAINMENT DISTRICT IN DOWNTOWN CHANDLER IN ACCORDANCE WITH A.R.S. § 4-207(C)(4)

RECOMMENDATION

Staff recommends Mayor and Council adopt Resolution No. 4819 implementing an Entertainment District in Downtown Chandler in accordance with A.R.S. § 4-207(C)(4).

BACKGROUND/DISCUSSION

An Entertainment District allows a municipality's governing body to approve an exemption from the 300' distance restriction applicable to churches/schools and certain liquor licenses. These liquor licenses must be approved by Mayor and Council on a case-by-case basis after receiving public input. The purpose of an Entertainment District is to give more local flexibility to promote all uses within an urbanized area, particularly downtowns.

State statute defines an Entertainment District as an area that contains a "significant number of entertainment, artistic and cultural venues, including music halls, concert facilities, theaters, arenas, stadiums, museums, studios, galleries, restaurants, bars and other related facilities." The mix of uses and amenities in Downtown Chandler qualifies for this designation.

The approval of an Entertainment District does not impact zoning ordinance requirements. The Entertainment District only impacts existing liquor laws by removing the 300' distance requirement.

The liquor licenses affected are:

- Series 3, Microbrewery
- Series 6, Bars
- Series 7, Beer and Wine Bars
- Series 9, Liquor stores

- Series 10, Beer and Wine stores
- Series 14, Private Clubs

The State statute requires the Entertainment District's size to be no larger than one square mile in total. The City of Chandler's boundary is 0.20 square miles and matches the boundary of the Enhanced Municipal Services District (EMSD). The bounded area is between Chandler Blvd and Frye Rd, and roughly Dakota St. to Delaware St. (see Attachment 2). With a population between 200,000 and 500,000, State statute allows the City of Chandler to designate up to two Entertainment Districts.

There is currently one church within the proposed Entertainment District boundary and staff met with the Pastor. After receiving details about the Entertainment District, no objections were noted.

A Neighborhood Meeting for the Entertainment District took place on November 12th, 2014. One citizen attended and no objections were noted.

FINANCIAL IMPLICATIONS

There are no assessments or fees on property owners within the Entertainment District.

PROPOSED MOTION

Move Mayor and Council adopt Resolution No. 4819 implementing an Entertainment District in Downtown Chandler in accordance with A.R.S. § 4-207(C)(4).

Attachments

1. Exhibit A – Legal Description
2. Entertainment District Map
3. Resolution No. 4819
4. Letter of Support from DCCP
5. Letter of Support from Chandler Chamber of Commerce

Exhibit 'A'

LEGAL DESCRIPTION
"City of Chandler Entertainment District"

Those portions of the Northeast quarter of Section 33 and the Northwest quarter of Section 34, Township 1 South, Range 5 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, described as follows:

BEGINNING at the Northeast corner of said Section 33, also being the Northwest corner of said Section 34, at which a Brass Cap in a hand hole was found, and from which the North quarter corner of said Section 33 bears South 89 degrees 33 minutes 08 seconds West a distance of 2697.90 feet, and at which a Brass Cap flush was found;

Thence North 89 degrees 48 minutes 08 seconds East along the North line of said Northwest quarter of Section 34, and the monument line of Chandler Boulevard, a distance of 1209.69 feet to the intersection of Chandler Boulevard and Delaware Street, at which a Brass Cap flush was found;

Thence South 00 degrees 37 minutes 30 seconds West along the monument line of Delaware Street a distance of 2644.67 feet to a point on the South line of said Northwest quarter, and the intersection of Delaware Street and Frye Road, at which a Brass Cap flush was found;

Thence South 89 degrees 44 minutes 42 seconds West along said South line, and the monument line of Frye Road, a distance of 1209.59 feet to the West quarter corner of said Section 34, also being the East quarter corner of said Section 33, at the intersection of Frye Road and Arizona Avenue, and at which a Brass Cap in a hand hole was found;

Thence South 89 degrees 33 minutes 33 seconds West along the South line of the Northeast quarter of said Section 33, and the monument line of Frye Road, a distance of 410.15 feet to the intersection of Frye Road and Oregon Street, at which a Cotton Picker Spindle was found;

Thence North 00 degrees 36 minutes 53 seconds East along the monument line of Oregon Street a distance of 622.68 feet to the intersection of Oregon Street and Chicago Street, at which a Brass Cap flush was found;

Thence South 89 degrees 44 minutes 32 seconds West along the monument line of Chicago Street a distance of 382.58 feet to the intersection of Chicago Street and California Street, at which a Brass Cap flush was found;

Thence North 00 degrees 37 minutes 25 seconds East along the monument line of California Street a distance of 445.04 feet to the existing centerline of an east-west alley;

Thence South 89 degrees 44 minutes 22 seconds West along the center of said alley a distance of 566.48 feet to the existing centerline of an alley to the north;

Thence North 00 degrees 39 minutes 46 seconds East along said alley a distance of 172.52 to a point on the monument line of Boston Street;

Thence South 89 degrees 44 minutes 22 seconds West along said monument line of Boston Street a distance of 25.00 feet to the projected centerline of Essex Street;

Thence North 00 degrees 39 minutes 46 seconds East along said centerline of Essex Street a distance of 392.66 feet to a point on the projected monument line of Commonwealth Avenue;

Thence North 89 degrees 44 minutes 54 seconds East along said monument line of Commonwealth Avenue a distance of 808.37 to a point;

Thence North 00 degrees 20 minutes 03 seconds West a distance of 452.65 feet to a point on the monument line of Buffalo Street;

Thence South 89 degrees 48 minutes 34 seconds West along said monument line of Buffalo Street a distance of 587.31 feet to point on the projected monument line of Dakota Street;

Thence North 00 degrees 40 minutes 09 seconds East along said monument line of Dakota Street a distance of 557.14 feet to the intersection of Dakota Street and Chandler Boulevard, and a point on the North line of said Northeast quarter of Section 33, at which a Brass Cap flush was found;

Thence North 89 degrees 33 minutes 08 seconds East along said North line and the monument line of Chandler Boulevard a distance of 1170.00 feet to the POINT OF BEGINNING.

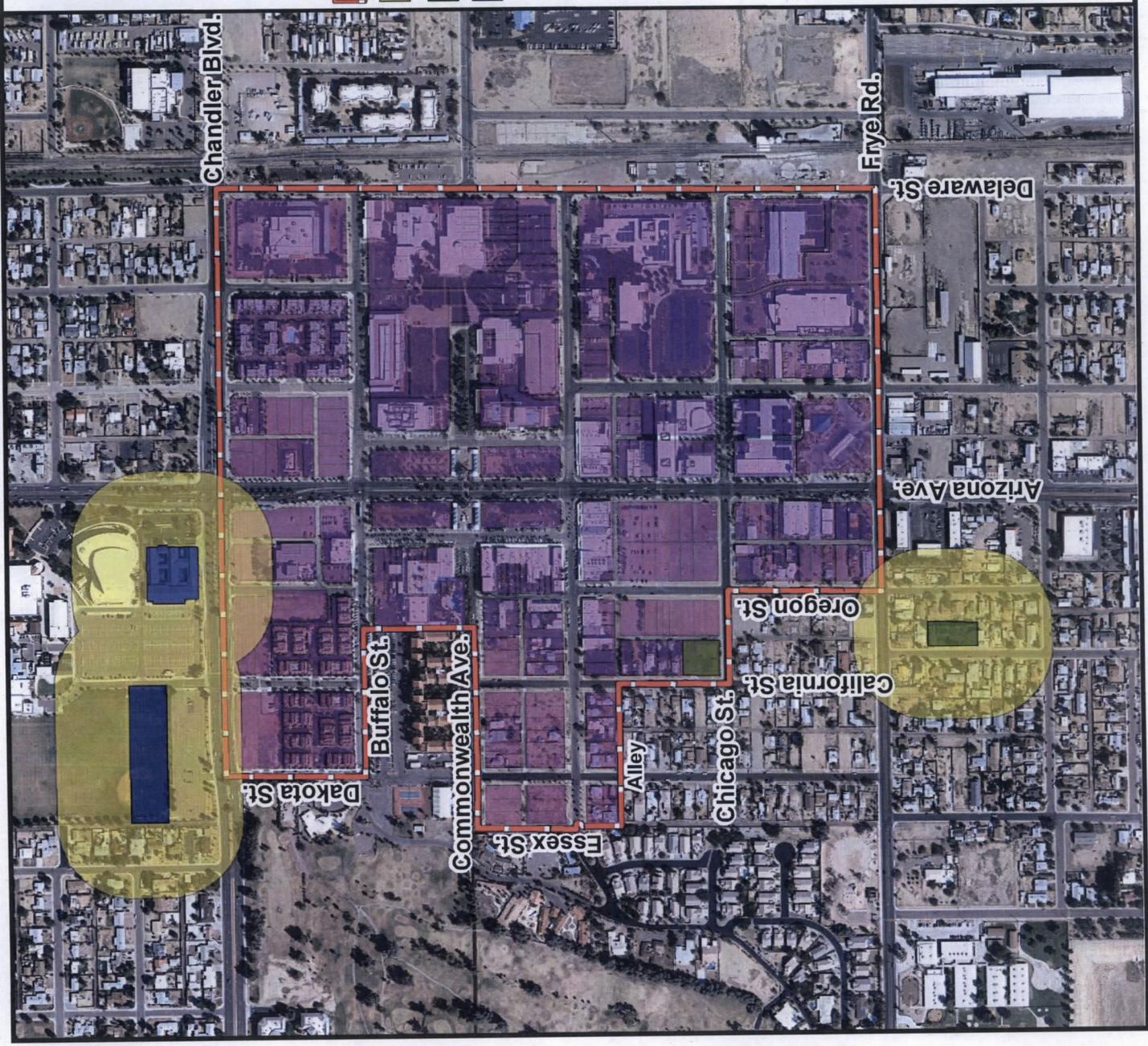
Area contains 5,502,058.7 square feet (126.31 acres) and is subject to easements and restriction of record.



**PROPOSED
CITY OF CHANDLER
DOWNTOWN
ENTERTAINMENT
DISTRICT**

LEGEND

-  Downtown Entertainment District
-  300' School/Church Buffer
-  Church
-  School/Fenced Recreational Area



RESOLUTION NO. 4819

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, DESIGNATING AN ENTERTAINMENT DISTRICT IN ACCORDANCE WITH ARIZONA REVISED STATUTE SECTION 4-207(C)(4).

WHEREAS, the Chandler City Council seeks to promote the City of Chandler's downtown business community and create an environment where a variety of jobs, services, and uses attract people to downtown Chandler; and

WHEREAS, A. R. S. Section 4-207(C)(4) allows for the governing body of a city, on a case-by-case basis, to approve an exemption from the distance restrictions for a retailer's liquor license from a church or a public or private school located in an area designated by the governing body as an entertainment district; and

WHEREAS, the Chandler City Council has determined that the designation of an entertainment district in downtown Chandler centered around Arizona Avenue, and bounded approximately by Chandler Blvd. on the north, Frye Rd. on the south, Delaware St. on the east, and Essex St. on the west, as more specifically depicted in attached Exhibit A, meets the requirements of A.R.S. Section 4-207 for such a district and supports local businesses by establishing a focused cultural, creative, and entertainment core that encourages greater commercial density, provides additional exposure and use of public amenities, and enhances community safety by providing a more active setting with regular events that welcome people to downtown Chandler;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chandler, Maricopa County, Arizona, as follows:

That the designation of an entertainment district in downtown Chandler, as depicted in attached Exhibit A, is approved.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this ____ day of _____, 2014.

ATTEST:

CITY CLERK

MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 4819 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the ____ day of _____, 2014, and that a quorum was present thereat.

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

GAB



September 23, 2014

Office of the Honorable Mayor and City Council
Mail Stop 603
P.O. Box 4008
Chandler, AZ 85244-4008

RE: PROPOSED ENTERTAINMENT DISTRICT ZONING OVERLAY

Dear Mayor Tibshraeny and Members of the City Council,

On behalf of the Downtown Chandler Community Partnership Board of Directors, I am writing to voice our support for the proposed Entertainment District zoning overlay. We recently reviewed the Entertainment District zoning overlay proposed for Downtown Chandler and we appreciate the opportunity to provide input. After consideration, we support the proposed zoning overlay and recommend that the City of Chandler proceed with implementation.

The Downtown Chandler Community Partnership (DCCP) Executive and Marketing Committees and the Board of Directors considered the proposal. We believe this proposal to modify the 300 foot separation distance between series 6 establishments and a school or house of worship from a prohibitive condition to a permissive condition based on City Council action will offer more development and investment opportunities in Downtown Chandler while preserving a measured balance between land uses. We also support matching the boundaries of the proposed overlay district with the current boundaries of the DCCP's Enhanced Municipal Services District.

Again, thank you for the opportunity to provide input. We look forward to sharing our views about future Downtown Chandler policies and projects. Lastly, we appreciate Kim Moyers' effort to communicate timely information.

Regards,

A handwritten signature in black ink, appearing to read "Ed Hines", written over the word "Regards,".

Ed Hines
President

CC: Rich Dlugas, City Manager
Kim Moyers, Downtown Redevelopment Manager

2015 How We Stand

Economic Development

Principle

The Chamber supports the City of Chandler's efforts to attract and retain businesses that provide jobs at all levels of the economic spectrum and needed services in the local community through fair tax, fee, and fiscal policies.

Positions

Support economic development and planning efforts that create a diverse business climate that supports businesses of all sizes in Chandler to make it a "destination."

Support the role of the Chandler Economic Development Advisory Board in early planning to create short and long-term economic development strategies for the City.

Support the City's use of eminent domain and incentives when prudent and necessary to maintain or expand long-term economic environment.

Encourage the City of Chandler to expedite the permitting process for businesses and continue to promote the Small Business Assistance team.

Encourage the City of Chandler to support the Chamber's efforts to educate small businesses on the simplified bidding process and on how to communicate more effectively in the expanding market through small business summits and conferences.

Develop short and long-term plans to encourage urban beautification including transportation corridors and decreased blighted areas, especially through education of retail business owners on programs such as the Commercial Reinvestment Program.

Utilize the Retention and Expansion program between the Chamber and the City for retention and expansion visits with local businesses.



Economic Development Cont.

Develop a timely and consistent process for partners to access and collect data that allows the Chamber to analyze the success of the program.

Continue to support various higher education institutions in Chandler.

Support expansion of the "knowledge economy" in Chandler through incentives for public and private investments in research and development in various disciplines including high tech manufacturing, the biosciences, healthcare, and renewable energy.

Support the redevelopment of under-producing commercial properties at intersections throughout the City through the use of the Mayor's 4-Corner Retail Committee Report and continue to monitor the results.

Support public and private investment in infrastructure necessary to help enable

high-tech manufacturing investments and growth.

Give quarterly reports to City Council on business climate and trends.

Support the City's efforts in Regional Economic Development by fostering strong relationships with the Greater Phoenix Economic Council (GPEC), the Arizona Commerce Authority (ACA), and the Maricopa Association of Governments (MAG).

Encourage the use of tools, such as revenue allocation districts or tax increment financing, to reduce or eliminate barriers to investment in Arizona.

Support the implementation of an Entertainment District in Chandler, where appropriate.

Encourage alternative methods of urban planning. This can involve encouraging construction of additional horizontal parking structures, construction of multi-family housing, and housing above storefronts.

Work with the City to provide transitional assistance for new businesses and employees residing in Chandler by sharing information on community resources and opportunities.

Support regular reviews of city elected officials' compensation to reflect the time commitment necessary.

Municipal Budget

Principle

Prioritize spending to maintain Chandler's current levels of service, to maintain our quality of life, and ensure that Chandler is a business-friendly city, now and in the future.

Positions

Support efforts to minimize the impact of construction projects on local businesses.

Work with the Cities Economic Development department on utilizing the Chamber as the business liaison during construction projects to assist business in a more effective manner.

Encourage the Government to provide a complete picture of spending activities so that the budgeting process is transparent. Support a balanced budget that does not compromise quality of life or adversely affect the business community now and in the future.

Eliminate the use of accounting gimmicks, such as sweeping money from the HURF, to "balance" the state budget

because they create long-term fiscal problems for the state. Also encourage the Legislature to put a plan in place to restore money diverted by these techniques.

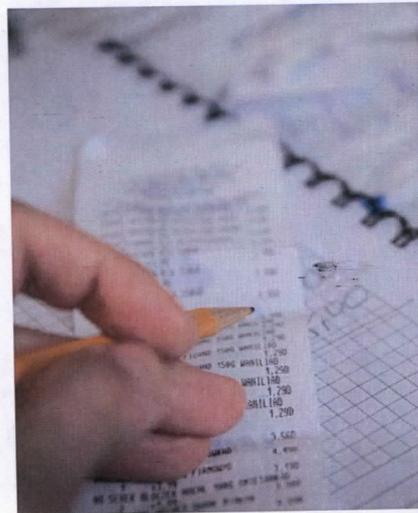
Educate the local business community, City officials, and the public on recognizing the importance of including and utilizing local Chamber businesses whenever possible.

Support revenue policies and programs, especially those of the Chandler Chamber that bolster businesses of all sizes and types.

Support continued efforts to maintain the highest financial standards to protect the City's bond rating.

Support funding to properly accommodate the City of Chandler Economic Development efforts.

Support a budget that maintains critical infrastructure at a level that continues to encourage job growth and retention.



Municipal Budget Cont.

Support a budget that protects public safety funding to ensure a safe community, recognizing its link to economic development.

Support an amendment to the City's charter to increase term limits for the mayor and city council from eight to twelve years to provide continuity for the City's legislative process.

Build-Out and Community Quality

Principle

The Chamber supports the City of Chandler's General Plan Amendment to ensure our high quality of life is sustained as our community reaches build-out.

Positions

Support economic development that balances the needs of business corridors and neighborhoods.

Support appropriate use of the Chandler Municipal Airport and protect it from infringement of conflicting land use.

Support new and innovative ways to address downtown parking in Chandler as the city continues to grow. This includes being proactive so that the City is not searching for solutions to a problem and is instead prepared for growth.

Support maintenance and improvement of environmentally-viable infrastructure that minimizes the use of non-renewable resources provided by the City to ensure

long-term sustainability. Support the City's parks and recreation services as an economic development tool.

Ensure Chandler Chamber participates in the upcoming general plan update and adheres to the current City of Chandler plan.

Continue to focus on neighborhood quality in all areas of Chandler.

Support the City's Adaptive Reuse efforts to meet the needs of neighborhoods and provide recreational amenities.

Multi-modal Transportation

Principle

The Chamber encourages the City of Chandler to fund transportation projects that connect metropolitan and rural areas for business, tourism, and leisure travel by multi-modal systems that increase economic growth, reduce traffic, and enhance quality of life.

Positions

Support an update of the transportation master plan that would recommend standards and accountability for all modes of transportation in the City.

Support multi-modal transportation collaboration between Chandler and its surrounding communities.

Begin collaboration and necessary studies to provide light-rail on Arizona Avenue.



Support planning and development land uses that include limitations on residential encroachment, to ensure the long-term economic viability of Chandler Municipal Airport and Stellar Airpark.

Support efforts for development and infrastructure improvements at Chandler Municipal Airport. The Chamber recognizes that the airport is an economic catalyst and therefore we oppose efforts to reduce funding that would negatively impact operations or expansions.

Support development of a regional and statewide transportation plan provided that there are associated funding mechanisms and appropriate accountability controls.

Support continued construction of the regional freeway system with priority given to the William Gateway (SR 24) and the South Mountain Freeway (Loop 202). Support a legislative effort to study revenue sources for all transportation infrastructure.

Support action that maintains and enhances pedestrian walkability and the cyclist friendly nature of Chandler as the area expands.

Enhance bus service to major employment corridors and the general community.

Consider ways to improve walkability in downtown Chandler as the area expands.