

**MINUTES**  
**SPECIAL WORKSESSION/ROUNDTABLE**  
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA  
CONFERENCE ROOM 190, YUMA CITY HALL  
ONE CITY PLAZA, YUMA, ARIZONA  
**September 15, 2009**  
**3:00 p.m.**

**CALL TO ORDER**

**Mayor Nelson** called the City Council meeting to order.

Councilmembers Present: Shoop, Mendoza, Beeson (arrived at 3:18 p.m.), McClendon, Nicholls, Johnson and Mayor Nelson

Councilmembers Absent: none

Staffmembers Present: Deputy City Administrator, Bob Stull  
Director of Community Development, Laurie Lineberry  
Director of Engineering, Paul Brooberg  
Principal Planner, Lesley Zlatev  
Parks and Recreation Assistant Director, Roberta Ukura  
Various Department Heads or their representative  
City Clerk, Brigitta M. Kuiper

**I. MAJOR ROADWAYS PLAN**

**8<sup>th</sup> Street from 1<sup>st</sup> Avenue to Avenue E½**

**Lineberry** and **Brooberg** presented the following information:

- The right-of-way outlined in the current Major Roadways Plan for 8<sup>th</sup> Street is excessive and would severely impact a number of buildings and businesses; therefore, staff has prepared a graphic to depict the right-of-way that would be needed if the street were reduced to a Constrained Principal Arterial, having an absolute minimum of 96 feet in width.
- Because of the different elevations, shifting the road south at Roxaboxen Park would be cost prohibitive.
- Between 4<sup>th</sup> Avenue and 1<sup>st</sup> Street, there are too many major intersections; they are so close together that their rights-of-way overlap; staff will be investigating the possibility of using constrained intersection design.
  - Only the intersections with 1<sup>st</sup> Avenue, 4<sup>th</sup> Avenue and 7<sup>th</sup> Avenue are needed; the others could be closed using cul-de-sacs, which would eliminate several turn lanes.
- 8<sup>th</sup> Street west of 4<sup>th</sup> Avenue has more right-of-way because the State and City previously acquired it; that is not true of 8<sup>th</sup> Street east of 4<sup>th</sup> Avenue; all of the development has developed right up to the lot line.

**Discussion**

- The designation of the street should be Constrained Minor Arterial, which has an absolute minimum width of 76 feet.
  - Staff will prepare a new graphic with a revised right-of-way to allow for a review of its impacts.

- Closing off streets to through traffic actually enhances the value of neighborhoods; some residents in the past have expressed a desire for their street to be cul-de-saced.
- 7<sup>th</sup> Avenue is a Collector.
- Dropping the designation to a Constrained Minor Arterial will de-impact most of the development outside of the intersections.
  - However, the needed capacity must still be factored in.
- Joint use of certain property at the Immaculate Conception Church/School may warrant further discussion; there is some history associated with the parcel.
- West of Avenue B, the centerline of 8<sup>th</sup> Street is pushed slightly north.
- May Avenue coming from the north and Palm Avenue coming from the south are designated Collectors; however, both need additional right-of-way.
  - Vaughn Avenue would be a better choice because it is not as impeded as Palm Avenue.
  - Collectors need not extend past the neighborhoods they collect traffic from.
  - Staff will review this and come back with recommendations.
- Yuma County has plans to improve Avenue C north to three lanes only.
- 45<sup>th</sup> Avenue at 12<sup>th</sup> Street will shift to the east; therefore, it should be shifted east at 8<sup>th</sup> Street also. The area is undeveloped at this time.
- At Avenue C, 8<sup>th</sup> Street becomes a Principal Arterial – unconstrained, which may undermine its re-designation as a Constrained Minor Arterial further east.
  - Avenue D as an Expressway will need a larger 8<sup>th</sup> Street feeding on and off of it.
  - Much of the property south of 8<sup>th</sup> Street, west of 45<sup>th</sup> Avenue is undeveloped and could easily support Principal Arterial right-of-way dedications when the land develops.
- The effect of a Yuma Loop Expressway cannot be fully ascertained at this time, which makes for traffic unknowns throughout the community.

### **Winsor Avenue**

- Winsor Avenue is designated as a Collector street, which would require the acquisition of another 30 feet of right-of-way. That would, however, affect a large number of homes.
  - Leave it as a functioning Collector, but add: “Additional right-of-way shall not be acquired.”
- More people would access Winsor Avenue, if it were to be signalized.
- Exiting Windsor Avenue onto 32<sup>nd</sup> Street would be much easier if the median were pushed back to the east, allowing an easier left-hand turn.
- Currently, there is a CIP project in the 10-year program involving Palo Verde; however, its opening has not been discussed.
  - The Palo Verde wall will be listed as a future agenda item for discussion by the end of October.

## **II. HISTORIC DOWNTOWN CORRIDOR PLAN: MAIN STREET RENEWAL PROJECT**

**Zlatev** briefed the City Council on the status of the Historic Downtown Corridor Plan: Main Street Renewal Project. The City has just been informed it has been awarded an Arizona State Parks 2009 Certified Local Government Pass-Through Grant for \$10,000. The grant requires an equal match by the participant. The cost of the project is estimated at \$20,667. Grant funds will be available only until September 30, 2010. Zlatev presented the following information:

- Revitalization and Redevelopment Plan based on land use
- Will tie into Main Street redevelopment plans, the North End Redevelopment Plan and plans for the Yuma Crossing National Heritage Area.

- Planning Area: Bounded by 1<sup>st</sup> Street; Giss Parkway; 1<sup>st</sup> Avenue and the railroad alignment east of Gila Street; divided into three corridors:
  - Main Street Corridor: 1<sup>st</sup> floor businesses - strictly entertainment and service industry; second floor and third floor – less restricted, to include residential and office uses.
  - Madison Avenue/Maiden Lane Corridor: businesses in support of the Main Street Corridor.
  - Gila Street Corridor: minor services and residential uses
- Revitalization Planning Objective
  - Create a distinctive land use plan based on existing marketing niches; i.e. tourism, historical significance and arts and entertainment.
  - Involve the community in identifying shared values, strengthening the available resources for implementation of plan.
  - Incorporate key concepts of the Imagine a 2020 Vision/Plan and Riverfront redevelopment.
  - Create Main Street Overlay District (applicable only to the Main Street Corridor)
  - Create consistency with the historic and southwestern character of the area
  - Incorporate the Historic District Design Guidelines into exterior design and infill development.
- Preliminary Visions of the Plan – public feedback pending
  - Gain positive public perception of Historic District/Downtown Yuma.
  - Attract attention to local landmark structures and architectural diversity.
  - Define nodes that express, both formally, historic districts and corridors.
  - Seek developers and business owners that will attract year ‘round patrons.
  - Revive Main Street as Yuma’s entertainment district with the two supporting corridors.
  - Create opportunity for mixed-use development.
  - Promote private investment in buildings and structures and support appropriate economic development.
  - Encourage historic preservation and promote integrity of historic sites and structures.
- Plan Advisory Group
  - Monthly/bimonthly
  - 10-12 member group
    - Composed of representatives of:
      - Yuma Convention and Visitor Bureau (YVB)
      - Main Street Merchant Association
      - Yuma County Board of Supervisors
      - Arizona Historical Society
      - Business owner
      - Property owner
      - Residents (2 members)
      - City staff: Parks and Recreation and Community Development Departments
      - Yuma Crossing National Heritage Area (YCNHA)
      - Greater Yuma Economic Development Corporation (GYEDC)
- Outreach to residents, tenants and owners
  - Public meeting: to share thoughts and ideas - September 30, 2009, City Hall Conference Room 190
- Expected Outcomes
  - Improved relationships with residents, patrons and owners within the three corridors
  - Strategies for future use-based corridor development for Gila Street, Maiden/Madison and Main Street that incorporates existing redevelopment entities.
  - Economic development incentive program proposal

- Economic development incentive program proposal
- Development of an Implementation Grid for corridor plans
  - 1-5 years
  - 5-7 years
  - 7+ years

#### Discussion

- Main Street Corridor is currently retail; is this encouraging a change to entertainment?
- City Staff is currently developing a Main Street Overlay District that would identify allowable uses; the City Council will have the opportunity to approve the new zoning district within the next six months.
- The public and advisory committee will be instrumental in designing the plan; thus, the details about specific uses are yet to be determined.
  - Existing businesses that do not conforming to allowable uses – once those allowable uses are determined – will be allowed to continue as nonconforming permitted uses until the use of the property changes.
- The Quechan Indian Tribe owns property in the Downtown area and, as such, will be included in the discussions.
  - Every property owner, resident, tenant and business owner along the Main Street Corridor has been invited to participate, including the Gowan Company.
- Is the Main Street Merchant's Association still active?
  - Their meetings are irregular; City staff attends their meetings occasionally.

### III. YUMA CIVIC CENTER

**Ukura** briefed the City Council on the usage of the Yuma Civic Center during the fiscal year 2008-2009.

- Civic Center
  - Operates seven days a week all year
  - 1,589 events; events booked on 357 out of 365 days per year (only 8 unused days); 175,318 attendance
- Desert Sun Stadium- part of the overall complex; scheduled via Concentrix computer software
  - 58 events; 33,050 attendance
- Civic Center - Types of Events
  - Meetings and seminars – most prevalent use
  - Church services and card game play (Bridge)
  - Special occasions
  - Sports and entertainment
  - Convention and trade – least prevalent use
    - Staff is continually working to attract conventions to the facility.
    - Will host local Innkeepers Association to discuss mutual support in the industry
- Civic Center – main areas – total 43,000 square feet
  - Yuma Room
  - East Wing
  - West Wing – most used
  - Lounge

- Outdoor Terrace – least used
- Parking Lot Use – Training (1,000+ parking spaces)
  - Yuma School District One
  - Arizona State University Smoke School
  - City of Yuma Police Department, Fire Department and Parks & Recreation
- Operation Trends
  - Number of events and customers on the rise from previous years
  - Total attendance is lower indicating more smaller scale meeting
  - Food and beverage revenue numbers are down, indicating more events are not offering the service as a means of economizing.

**Ukura** addressed catering at the Civic Center, noting that there is some confusion about it in the community:

- The Civic Center allows four options for catering services; a total of 97 events were catered in fiscal year 2008-2009.
  - Hire an outside caterer – 25 events
    - Any outside caterer can be used in the Civic Center as long as the caterer has adequate insurance to cover the event and has a City of Yuma Business License.
    - Businesses outside the City limits can have a City of Yuma Business License and operate within the City; a restaurateur catering at the Civic Center will pay the 2% Hospitality Tax on that job.
  - Family/private party potluck event – 46 events
  - Service organizations may prepare their own food – 11 events
  - Contract with the Civic Center for catering – 15 events
  - Unlike most convention centers nationally, the Yuma Civic Center does not require users to caterer only through the Civic Center; this policy is in direct response to the community.
- Can Desert Hills allow an organization to bring in their own food?
  - Because it is an enterprise fund; it is not permitted.
  - Would there be a meeting with the Visitor's Bureau and innkeepers for coordination destination center and state conferences forthcoming?

**Ukura** continued:

- Annual Events: Yuma P.L.A.Y. Day; National Rifle Association banquet; Yuma Community Foundation, Heart of Yuma event; Yuma County Association for Family and Community Education Bazaar; Colorado River Crossing Balloon Glow; Holiday Pageant and Friendship Tower lighting; Rotary Kammann Sausage Fry; Girl Scout holiday dance; high school winter formal dance; Home and Garden Show; Mexicali Expo; Desert Lily Quilters; antique show; Yuma Area Prayer Breakfast; Yuma Square Dance Festival; Golden Baseball winter league play; Midnight at the Oasis; Southwest Agriculture Summit; Rotary Teacher of the Year banquet; Women's Expo; La Cosecha Awards; Yuma Scorpions baseball season
- City Parks and Recreation Department Functions at Civic Center: Dia de Los Muertos; Yuma Tree and Landscape Expo; Sports Turf Show; New Year's Eve Family Fun Night; Travelogue Series; Senior Games; Bicycle Rodeo; summer recreational programs – basketball, soccer, tumblers, dodgeball.
- Completed CIP Projects
  - Replaced Yuma Room floor with Sport Court flooring to allow for summer recreational programming

- Replaced chiller unit with upgraded unit and plate & frame system
- Replaced entry doors with ADA accessible system
- Desert Sun Stadium- concrete work and box seat replacement
- Completed Budgeted Upgrades – 2% Hospitality Tax
  - Updated restrooms with new fixtures, tile and laminate
  - Tiled concrete floor in catering kitchen
  - Replaced signage at entrance
  - Replaced walk-in cooler in kitchen
  - Replaced blinds in meeting rooms
  - Painted exterior and interior of facility
  - Replaced exterior lighting and upgraded interior lighting
  - Interior signage upgrades

**Ukura** compared the banquet seating and theater style seating capacities of local public rental space facilities, including hotels/motels, the new Arizona Western College 3C room and the Pivot Point Conference Center. The Yuma Room of the Civic Center, at 14,896 square feet, remains the largest indoor space available, seating 1,200 banquet style and seating 2,028 theater style.

- Flexible Event Spaces
  - Four meeting areas that can convert into 13 different splits
  - Over 34,000 square feet of indoor meeting and display space
  - Separate HVAC systems can run only in areas needed
- Civic Center Value – part of the fabric of the community
  - Staff has over 30 years of experience hosting events
  - One-stop shop for event needs
  - Abundant parking
  - Affordable, flexible public space for all types of events

**Ukura** listed the non-profit, faith-based, and community service organizations that use the Civic Center; she pointed out a number of upcoming events, including gathering of clubs new to the community, such as the Hawaiian Club and the Sons of Norway, who will hold meetings in the Civic Center in February, 2010.

- Yuma Civic Center and Baseball Complex = Multi-Purpose
  - High use rate 1,647 events, serving 260 clients
  - Hospitality industry economic benefit: tracked over 2,200 room nights
  - Serves as emergency in-take site
  - Community amenity
  - Consistent operation
  - Facility upgrades ongoing
  - Continue to adjust operation to provide better community value

#### Discussion

- The AEA Credit Union has stopped its car resale event that used the parking lot for a number of reasons.
- City staff is working with local innkeepers to better accommodate larger groups using the Civic Center, given that the hotels/motels are not in close proximity to the Civic Center.

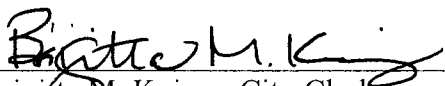
- Today's economic environment requires cooperative and creative efforts to support all the sectors who serve visitors to the community – attractive package deals.
- Recent comments concerning the condition of the Civic Center were based on old information; the facility has been painted and improved. It looks the best it has for some time. Cleanliness is imperative.
- The Civic Center does not have a budget that would allow it to hire entertainers and offer concerts on a regular basis; generally, the casinos are filling that need. The Q Room seats approximately 6,000. The Civic Center's focus is community events and can seat only approximately 2,000 people, which makes it difficult to pay what some of the entertainers are asking.
- The Civic Center does not offer a list of approved vendors because it is difficult to keep such a list current. Customers are referred to other facilities and providers in the community. Those that provide good customer service are the ones who prevail.
- The City makes about \$13,000 a year from vending machines located in the building.

IV. MAYOR AND COUNCIL OFFICE PRACTICES - none

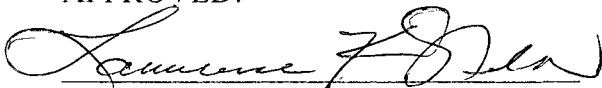
V. UPDATES - none

VI. ADJOURNMENT/EXECUTIVE SESSION

**Motion** (Beeson/Mendoza): To adjourn to Executive Session. Voice vote: **adopted** 7-0. The meeting adjourned at 4:29 p.m.

  
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Brigitta M. Kuiper, City Clerk

APPROVED:

  
\_\_\_\_\_  
Lawrence K. Nelson, Mayor

Approved at the City Council Meeting of:  
10.7-2009  
DEPUTY  
City Clerk W. Bushong