

**NOTICE OF PUBLIC MEETING
PARKS AND RECREATION BOARD**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PARKS AND RECREATION BOARD**, and to the general public, that the **PARKS AND RECREATION BOARD** will hold a meeting open to the public on **Thursday, June 27, 2024, at 5:00 p.m.**

OPTIONS TO ACCESS THIS MEETING

Watch meeting in-person at City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003

Call-in to listen to the live meeting. Dial 602-666-0783. Enter the meeting access code 2634 086 9431 then enter in the Webinar password PksMtg! when prompted (7576841 from phones).

Observe

[June 27, 2024 - Webex Link](#)

REQUEST TO SPEAK

In-Person Requests to speak at a meeting:

Register in person at the front desk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003. Individuals should arrive early, 1 hour prior to the start of the meeting to submit an in-person request to speak before the item is called. After the item is called, requests to speak for that item will not be accepted.

Virtual Requests to speak at a meeting:

To register to speak virtually via Webex, please use this link:

[June 27, 2024 - Parks and Recreation Board Meeting Requests to Speak](#)

- Virtual speakers must register by: **June 26, 2024**

If you have any issues with the form or if you wish to submit a comment to the board, contact: **Robin Kelley** At: robin.kelley@phoenix.gov or 602-495-5215

A complete packet of meeting materials will be posted 48 hours prior to the meeting at <https://www.phoenix.gov/parks>.

The agenda for the meeting is as follows:

1.	Call to Order –	Kelly Dalton, Chair
2.	CONSENT ITEM(S): Consent items will be provided to the Board in writing and are not intended for formal presentation. Consent items may be voted on collectively, unless a Board member requests that any item be voted on separately. The chairperson may direct staff to formally present any consent item. These items are for possible action.	
	a. Parks and Recreation Board Summary Minutes - May 23, 2024	Robin Kelley
	b. Ho-E Park Mural	Joe Diaz
	c. Request to Vend (Heritage Square)	Alonso Avitia
3.	INFORMATION AND DISCUSSION ITEM(S): Information and discussion items will be presented verbally to the Parks Board and are for discussion only. No action will take place on these items at this meeting.	
	a. Camp Colley Update	Jarod Rogers
	b. Proposed Trailhead at South Mountain Park	Jarod Rogers
4.	CALL TO THE PUBLIC – Citizens are provided time to make statements to the Board. <i>(Those desiring to make a statement should have informed staff in advance of the meeting by following the instructions on this notice.)</i> We welcome citizen input; however, items brought to the Board's attention cannot be discussed unless they are listed as an agenda item. Action taken as a result of public comment will be limited to requesting staff to study the matter or rescheduling the matter for further consideration and/or decision at a later date.	Kelly Dalton, Chair
5.	BOARD CHAIRPERSON'S REPORT – The Chairperson will verbally present comments or requests to the Board without Board discussion.	Kelly Dalton, Chair
6.	BOARD COMMENTS/REQUESTS – The Chairperson will entertain Board member comments or requests without Board discussion.	Kelly Dalton, Chair
7.	DIRECTOR'S BRIEFING – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion.	Cynthia Aguilar, Director
8.	Adjournment	Kelly Dalton, Chair

For further information or to request a reasonable accommodation, please contact:

Robin Kelley At: robin.kelley@phoenix.gov or 602-495-5215 or TTY: 7-1-1.

June 21, 2024

**CITY OF PHOENIX
PARKS AND RECREATION BOARD
SUMMARY MINUTES
May 23, 2024**

Virtual meeting hosted on Webex.

<u>Board Members Present</u> Kelly Dalton Sarah Porter Dorina Bustamante Ed Zuercher Tony Moya Aubrey Barnwell <u>Board Members Absent</u> Emma Viera	<u>Staff Present</u> Cynthia Aguilar Tracee Hall Martin Whitfield Theresa Faulk Jarod Rogers Felicita Mendoza Dustin Cammack Xandon Keating Heather Rasmussen	<u>Community Members</u> Julia Taggart Jes Dobbs Jerry Van Gasse Timothy Sierakowski Rick Naimark
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1. CALL TO ORDER

Chairperson Dalton called the meeting to order at 5:00 p.m. with Board Members Porter, Bustamante, Zuercher, Moya and Barnwell in attendance.

2. INFORMATION ITEMS

No formal presentation on these items. Information only.

2b. Cholla Trail Update

Jes Dobbs requested staff consider adding shade structures and a bench while trail is closed for tree plantings since the trail does not currently offer those amenities.

3. CONSENT ITEMS

No formal presentation on these items. Consent and request for approval only.

3a. Parks and Recreation Board Summary Minutes- March 28, 2024

3b. Encanto Park Playground Sponsorship by Kiwanis Club of Phoenix

3c. Request to Vend at Steele Indian School Park and Cesar Chavez Park

3d. Sub-License/Lease for ENTRAVISION/Crown Castle (CT134531)

- 3e. T-Mobile Tower Cell Site License Approval for Retroactive Renewal**
- 3f. Telephone Pioneers of America Park Pickleball Sponsorship by Pharmavite dba Nature Made**
- 3g. Assignment of Telecommunications License at South Mountain Communications Towers from A-Communications South Mountain LLC (134292) to Airfiber Wisp LLC**

Board Member Bustamante made a motion to approve consent items 3a through 3g. Board Member Porter, seconded the motion which passed unanimously, 6-0.

4. INFORMATION AND DISCUSSION ITEM(S):

4a. South Mountain Update

Parks Director Cynthia Aguilar introduced the South Mountain Update and Deputy Director Jarod Rogers to present the update.

Deputy Director Jarod Rogers began by providing a historic review of South Mountain Park/Preserve.

Mr. Rogers continued with an overview of recent projects completed from 2016 through 2024. In 2016, the Parks Department invested in storm damage and waterline repair. The South Mountain Trails Masterplan was completed in 2017. In 2018, the Pima Canyon Trailhead and Big and Little Ramada renovations and entry monument were completed. New amenities were added to Desert Foothills Trailhead in 2019. Mr. Rogers highlighted the construction of the New Ranger Station and intersection and Dobbins Lookout improvements that occurred in 2021. He continued by summarizing the edge protection added to the Chandler Blvd. portion of the park as well as the purchase of 56.25 acres of land. The popular amenities, San Juan Bike Hub and Gila Valley Lookout, received improvements in 2023 and 2024.

In-progress projects at South Mountain Park/Preserve were summarized by Mr. Rogers. He presented information on The Historic Ranger Station and plans to complete design for its restoration. He also discussed, at 19th Ave. and Chandler Blvd., the Bursera Trailhead is being relocated just west of the current location due to the construction of Fire Station 74 by the City of Phoenix Fire Department. Further information was communicated regarding the South Mountain Environmental Education Center which is in the process of receiving an exhibit refresh. A video was played during the presentation depicting the improvements and changing exhibit spaces using today's technology to tell new stories. An unveiling celebration will occur later in 2024. Mr. Rogers shared information on the upcoming renovation of the South Mountain Activity Complex. He explained that a steering committee of stakeholders was established and helped shape it's final design. He also shared that there will be multi-lingual signs at large

gathering bands pointing to other peaks in the valley and how the Parks Department worked with local tribes to obtain guidance and proper verbiage to describe landmarks. Mr. Rogers provided information on the South Mountain Roadway Safety Enhancements funded by the voter approved GO Bond Program. He went on to summarize the total financial investment made to the South Mountain Improvement Projects.

Mr. Rogers concluded his presentation by providing reminders of ongoing programming offered by Park Rangers and the social media campaign 100 Things We Love About South Mountain Park and Preserve.

Chairperson Dalton thanked Parks staff for the presentation and opened public comment on the item.

Jerry Van Gasse commented on funding for renovation of South Mountain Park in preparation for the centennial celebration and his concerns regarding the dumping of rock and debris in the preserve that took place in 2020.

Timothy Sierakowski inquired about maintenance of the park and a records request regarding the South Mountain Environmental Education Center.

Jes Dobbs expressed concern about spending money wisely.

Julia Taggert suggested more transparency about renovations and activities. She also proposed additional outreach to community groups and block watches.

Board Member Bustamante expressed her appreciation of the effort of Parks staff undertaking the planning and maintenance of projects.

Chairperson Dalton commented that this was a remarkable investment with a significant return making South Mountain a gem for the community.

5. DISCUSSION AND POSSIBLE ACTION ITEM(S)

5a. Impact Melanoma Pilot

Director Aguilar introduced Special Project Administrator Felicita Mendoza to present information on the Impact Melanoma pilot program. Ms. Mendoza provided an overview of the partnership opportunity with Impact Melanoma that will bring free sunscreen to selected splashpad sites. She described the potential dangers of skin cancer including melanoma.

Ms. Mendoza introduced Lori Seavey, a Project Manager at Impact Melanoma to continue the presentation. Ms. Seavey provided additional information on the history of Impact Melanoma, a national non-profit organization. She provided further facts on the three types of skin cancer and prevention. Ms. Seavey

highlighted additional programs that her organization offers. She discussed the partnership, and the support and maintenance Impact Melanoma will provide at no cost because of funding obtained by an outside party for the pilot program.

Ms. Mendoza concluded the presentation by listing the splash pad locations benefiting from the pilot program and recommending approval of the pilot program that will occur May 25 to October 1.

Chairperson Dalton expressed her appreciation and excitement for the program and understanding of the serious implication of skin cancer and importance of wearing sunscreen.

Board Member Zuercher asked staff for further information on leveraging the partnership for a broader message.

Director Aguilar answered that there is a lot of potential opportunities with this pilot. She explained the intent was to start small and is very interested in exploring how further partnerships with this group can evolve in additional park and trailhead locations.

Board Member Bustamante made a motion to approve Item 5a and Board Member Porter seconded the motion which was approved 6-0.

5b. Firehouse Update

Director Aguilar introduced Assistant Director Marty Whitfield to present the Firehouse Update. Mr. Whitfield spoke about the high-profile events attended by thousands of people at Hance Park where the former firehouse is located. He then turned the presentation over to the Deputy Community and Economic Development Director, Xandon Keating.

Mr. Keating talked about the background of the historic Phoenix Fire Station No. 4 and requested authorization for the Parks and Recreation Department to enter into a lease of the property. He then introduced the Economic Development Program Manager, Heather Rasmussen, to continue the presentation.

Ms. Rasmussen provided information on the Request for Proposal processes issued by the Parks Department in 2015 and 2022. She explained that the 2015 process did not produce an approved proposal. However, the 2022 process received a successful proposal from the Poolhouse Group. Ms. Rasmussen shared the Poolhouse Group is a local company familiar with repurposing properties and intends to develop the firehouse into a new concept for a full-service restaurant with indoor and outdoor seating accessible to Hance Park.

Mr. Keating explained proposed business terms funding the building rehabilitation.

Ms. Rasmussen concluded the presentation with examples of the community outreach conducted through the process and recommended Parks and Recreation Board authorize staff enter into a lease with Poolhouse for the operation and maintenance of the firehouse site located at 1130 N. 1st St.

Chairperson Dalton requested clarification on next steps.

Mr. Keating clarified this step is to recommend Parks Board approval of the property lease then next steps are to request City Council approval of project funding.

Rick Naimark introduced himself as the President of the Hance Park Conservancy and thanked the board and staff for their support of the park.

Board Member Bustamante shared her familiarity with the area and excitement of bringing in a tenant.

Board Member Porter commented that she was a part of the original group that created the Hance Park masterplan and her excitement to see the restaurant coming in.

Board Member Bustamante made a motion to approve Item 5b and Board Member Porter seconded the motion which was approved 6-0.

6. Call to the Public

Julia Taggart expressed her appreciation for the upcoming parking lot improvements at North Mountain Park. She suggested an update to exhibits at the North Mountain Visitor's Center. Ms. Taggart also proposed expanding the Impact Melanoma project to local hiking spots.

7. BOARD CHAIRPERSON'S REPORT

Chairperson Dalton provided a reminder that the trailheads will be closed from 9 a.m. to 5 p.m. when an excessive heat warning is issued.

8. DIRECTOR'S BRIEFING

Director Aguilar introduced Assistant Director Hall to begin the update. Ms. Hall highlighted ribbon cutting celebrations at Paradise Valley Community Center and Roadrunner Park. She also shared the 9th Annual STEM Fair and Eastlake Bike Rodeo.

Assistant Director Marty Whitfield presented on the Dean Lindsey I10 tunnel dedication at Hance Park and shared the Grand Re-Opening Celebrations at Hoshoni Park and Deer Valley Community Center.

Director Cynthia Aguilar celebrated two parks staff that earned City Excellence Awards. She also shared the beginning of swim season and opening of Phoenix pools this weekend.

9. ADJOURNMENT:

Chairperson Dalton adjourned the meeting at 6:06 p.m.



To: Parks and Recreation Board

Date: June 27, 2024

From: Cynthia Aguilar, Director

Subject: MURAL REQUEST AT HO-E MINI PARK

This report requests Parks and Recreation Board (Board) approval of the installation of the Community Mural at Ho-E Mini Park (128 W. Illini St., Phoenix, Arizona 85041).

BACKGROUND

Unlimited Potential Inc. was established in 1985 with a focus on literacy to help individuals build a better future for themselves, their children, and their families. Over time, Unlimited Potential Inc. has evolved into an organization that adapts to the needs of the surrounding community and actively seeks opportunities to improve public spaces.

Unlimited Potential Inc. contacted Parks and Recreation staff to propose and request approval for the installation of a mural at Ho-E Mini Park (Attachment A). The organization is a beneficiary of the American Rescue Plan Act of 2021 grant through the Park Activation Neighborhood Grant Program. In March 2024, Unlimited Potential Inc. held a park activation event where the community expressed their desire for a mural.

The group is requesting to have the mural installed in the fall of 2024.

DISCUSSION

The proposed mural would be painted on a privately owned wall between a private property and Ho-E Mini Park; with the proposed mural facing the park. The private property owner has given Unlimited Potential Inc. their approval to paint the mural on the back side of their property wall. The proposed mural would not have any impact on existing features at the park or facility. The mural will be painted by an artist affiliated with Unlimited Potential Inc.

Staff has drafted an agreement that outlines the installation of mural, the roles and responsibilities of Unlimited Potential Inc. and the City; as well as the maintenance expectations of the mural (Attachment B). Unlimited Potential will hold the City of Phoenix harmless and will be responsible for any repairs needed should the private property owners wall be damaged in the process. While the mural will be painted on private property, it will face park users and therefore the Department is still seeking Board approval.

RECOMMENDATION

Staff recommends the Parks and Recreation Board approve the installation of the Community Mural at Ho-E Mini Park.

Prepared by: Joe Diaz, Deputy Director

Approved by: Cynthia Aguilar, Director

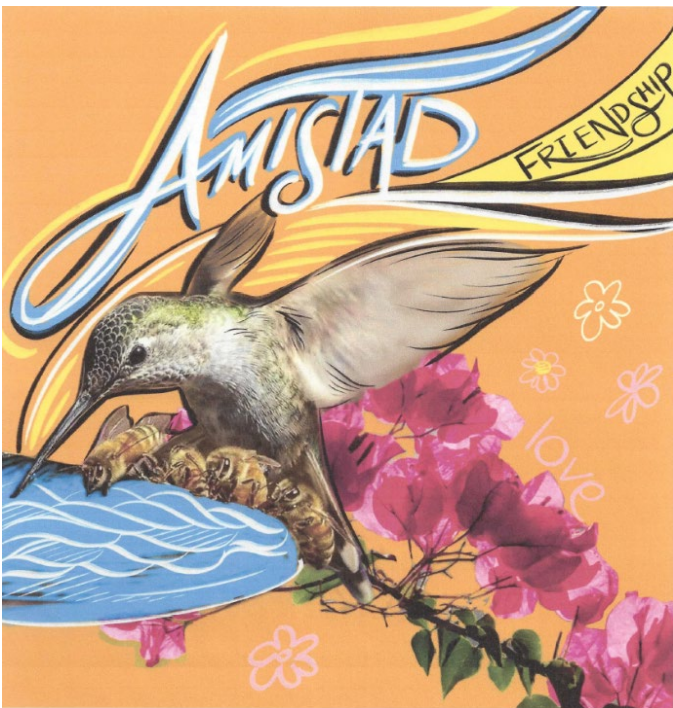
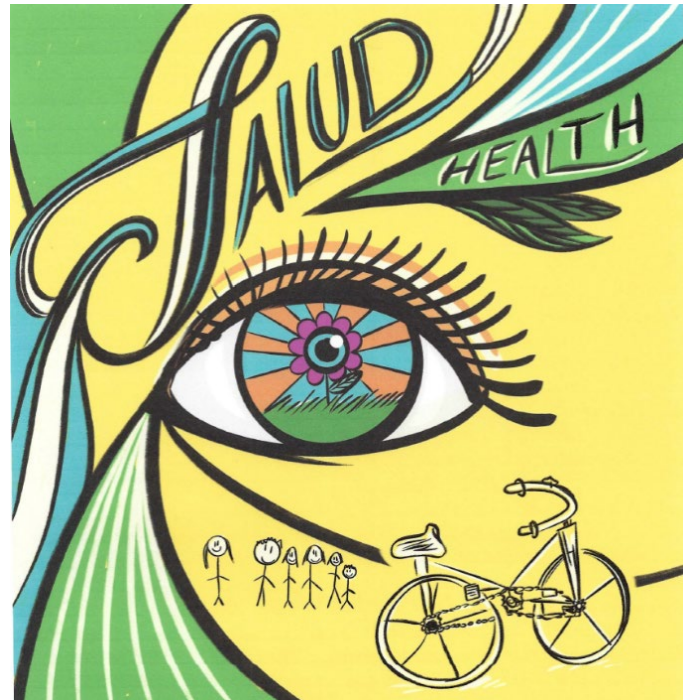
ATTACHMENT A

Aerial of mural location



Renderings of mural





ATTACHMENT B



LETTER OF AGREEMENT
Between

CITY OF PHOENIX PARKS AND RECREATION DEPARTMENT

And

Unlimited Potential Inc.

Ho-E Mini Park Mural

ATTACHMENT B

This Agreement between the City of Phoenix and Unlimited Potential Inc. is effective October 2024. Below are the outline and ongoing duties and responsibilities specific to the proposed Community Mural (the Mural Project) to be installed within the City of Phoenix at the Ho-E Mini Park (128 W. Illini St., Phoenix, Arizona 85041).

In June 2024 the City of Phoenix Parks and Recreation Board formally adopted the Mural Project at Ho-E Mini Park. No payment is required by either party in consideration of this Agreement.

1. Professional Competency

The Contractor represents that it is familiar with the nature and extent of this Agreement, the services to be performed and any conditions that may affect its performance. The Contractor further represents that it is fully experienced, properly qualified, follows all applicable license requirements and is organized and financed to perform the services. The Contractor agrees that the services will be performed in a manner consistent with that level of care and skill ordinarily exercised by members of the Contractor's profession currently practicing in the same industry under similar conditions.

2. Term

The term of the Agreement (the "Term") shall be for approximately two (2) years or sole discretion of the Department's Director. The Contract will commence on or about October 1, 2024, with an end date of October 2026. If we, City of Phoenix Parks and Recreation, need to replace the structure the mural is on it will need to be removed.

3. Maintenance of Mural Project

1. THE CITY OF PHOENIX SHALL:

- a. Provide a Department Liaison to work with the Contractor to facilitate communication regarding the City processes, facilities/site issues, programming review and partnership activities. The Department Liaison will be a Recreation Coordinator III for the South Division.
- b. Maintain, and repair the City-owned items, except where damage is due to Contractor negligence.

2. THE CONTRACTOR SHALL:

- a. Pay for all expenses related to the Mural Project to include materials, refreshing, programming and on-going maintenance needs.
- b. Be responsible for the management and operation of the Mural Project.
- c. For the term of this Agreement, visit the site at a minimum of four (4) times a year to inspect the project and adjacent area.

ATTACHMENT B

- d. Be responsible for repairs necessitated by programming.
- e. Report all mural related activities scheduled to take place at the facility, and/or Mural Project site a minimum of 24-hours in advance.
- f. Be responsible for all costs associated with the removal of the Mural and reinstatement of the area to its original state if Contractor no longer wishes to continue this Agreement.
- g. Unlimited Potential and the contracted Artist will hold the City of Phoenix harmless of any liability related to this project.
- h. Unlimited Potential will be responsible for any damages and repairs that may occur to the private property owner's wall that may occur during the mural installation process.

3. Access by the City

The City shall have the right to enter and inspect the premises at any time and shall have access to the premises for the City to fulfill any of its obligations under the maintenance and operating contract provided, however, that:

- 1. The City shall use its best effort to minimize any interference with the Contractor's use of the premises.
- 2. The City and the Contractor shall use their best efforts to schedule all maintenance of the mural at a mutually convenient time.

Project Contacts

Department Contact:

Joe Diaz

Deputy Director

Phone: 602-534-2137

Email: joe.diaz@phoenix.gov

Contractor Contact:

Tawsha Trahan

Unlimited Potential Inc.

Phone: 602-305-4742

Email: trahan@unlimitedpotentialaz.org

ATTACHMENT B

City of Phoenix, Director, Cynthia Aguilar

Date

Unlimited Potential Inc., Tawsha Trahan

Date

DRAFT



To: Parks and Recreation Board

Date: June 27, 2024

From: Cynthia Aguilar, Director

Subject: REQUEST TO VEND IN HERITAGE SQUARE AND SCIENCE PARK

This report requests Parks and Recreation Board (Board) approval to allow vending at Heritage Square and Science Park for the Copperstate Beer Festival scheduled for November 16, 2024.

BACKGROUND

Phoenix parks are reserved throughout the year for various events. Event coordinators or community partners produce many events, with the Parks and Recreation Department sponsoring a few public events. Some events are free to the public, while others require a registration fee. Entry fees are occasionally imposed on vendors who sell food and/or products. Producers who rent City parks and facilities are required to follow all City guidelines, including obtaining all applicable permits and licenses.

Vending, a typical component of events in parks, can also consist of selling admission, food and beverages, t-shirts, or other concessions for fundraising purposes. Per Phoenix City Charter and Phoenix City Code 24-40, the board must approve commercial sales/vending in public parks. Each year, the Parks and Recreation Department brings the board an annual report requesting approval of all known requests for vending in parks; however, staff also receives requests for vending throughout the year, such as the request below and brings them to the board for approval.

DISCUSSION

Copperstate Beer Festival (Heritage Square and Science Park)

The Copper State Beer Festival, organized by Fermenters Events and founded by Joe Lopez, is dedicated to curating exceptional gatherings. It celebrates local and national craft beverages and food vendors and supports charitable causes. The festival's flagship event has grown significantly since its establishment in January 2022. The third annual festival drew a large crowd of over 1000 attendees. Expanding its repertoire, Fermenters Events is now venturing into the world of whiskey with the Copper State Whiskey Festival. Subject to Parks Board approval, this event will feature whiskey tasting, food vendors, artisans, and live entertainment. It will be hosted at Heritage Square on November 16, 2024, from 5:00 p.m. to 10:00 p.m., offering attendees a picturesque setting with convenient light rail access. Through their initiatives and partnerships, Fermenters Events remains committed to creating meaningful

experiences that blend the pleasure of craft beverages and food with giving back to the community.

As with all requests to vend, event organizers for this event will be required to follow all City guidelines and use requirements for sales, including obtaining any required insurance, permits and licenses.

Neighborhood notification is not required since Fermenters Events is expecting only 1,500 attendees, which does not meet the park policy threshold. According to the policy, "The applicant of an event with an expected attendance of 3,000 or more is required to notify residents, businesses, places of worship, and schools affected by parking issues and noise related to the event. The notification must be delivered within a minimum of a 1-mile radius and/or as determined by the Parks and Recreation Department."

RECOMMENDATION

Staff recommends Board approval of the above request for event vending at Heritage Square and Science Park associated with the event and activities described above.

Prepared by: Alonso Avitia, Deputy Director

Approved by: Martin Whitfield, Assistant Director



To: Parks and Recreation Board

Date: June 27, 2024

From: Cynthia Aguilar, Director

Subject: CAMP COLLEY UPDATE

This report provides the Parks and Recreation Board (Board) an update on the operation of Camp Colley for the Summer 2024 season.

BACKGROUND

Camp Colley is a 30-acre outdoor adventure camp located on the Mogollon Rim, approximately 50 miles north of Payson, Ariz. The camp is named after former Parks and Recreation Director James A. Colley. The camp mission is aligned with Mr. Colley's vision to provide structured, supervised outdoor nature education and experiences for underserved youth. Over the years, Camp Colley has provided wonderful outdoor experiences for thousands of children by teaching respect for the environment and highlighting the miracles of nature.

On November 16, 2023, with the Parks and Recreation Board's approval, the Parks Department entered into an agreement with the Harden Education and Recreation Therapy Foundation (The H.E.A.R.T Center) for a two-year initial period, with three one-year options to extend for a maximum term of five years.

The H.E.A.R.T. Center was established in 2014 with a mission to use horses and recreational therapy as a foundation for alternative education for youth with special needs. From 2008 to 2014, the Founder and Executive Director of The H.E.A.R.T Center led therapeutic youth programming through an equine therapy facility in Scottsdale that included overnight outdoor camps for four weeks each summer at Camp Colley, in conjunction with Camp Colley staff.

DISCUSSION

City staff have prepared for the upcoming camp season and new camp operator by:

- De-winterizing all camp facilities and plumbing.
- Installing new water filter systems and having the water tested by a water quality vendor to ensure safe water for the campers and staff.
- Installing a new hot water heater.
- Repairing the perimeter fence line and gates damaged by storm and livestock activity.
- Grading the camp driveway and access roads from the forest into the camp property.
- Preparing the remote camp tent pads.
- Confirming the commercial kitchen is operational and has passed the Coconino County health inspection.

- Weatherization on the main dining hall deck and railing has been completed.
- Setting up additional equestrian pens and settling in the horses at camp.
- Trimming of trees throughout camp to maintain “fire wise” – defensible space.

The camp will offer a variety of activities to include horses, hiking, archery, mountain biking, arts and crafts, camp games and more. The camp can accommodate up to 100 campers at a time, however, The H.E.A.R.T. Center is limiting participation to 50-60 campers per week to provide an enhanced camp experience.

In partnership with the City, The H.E.A.R.T. Center’s 2024 schedule includes five, week-long sessions for youth ages 10-17. A vocational camp opportunity invites campers with disabilities ages 18-22 to join any of the above camps. Both the youth sessions and vocational camp programs are available for registration through the City’s Active Net online registration system. All registrations through Active Net are available at a discounted rate of \$100 per participant. The City is promoting the camp sessions to Phoenix kids in a variety of ways. Fliers are posted and available at recreation centers, staff is tabling at special events, direct emails are being sent to families who are also attending City of Phoenix day camps and notices are posted via social media. The Department is exploring opportunities to secure funding to help provide sponsorships for future participation in the camp.

The H.E.A.R.T. Center also offers two, four-day Family Camp retreat sessions for families who have members with disabilities. Those interested can register directly through The H.E.A.R.T. Center at: hello@theheart-center.com/camps. All camp attendees will be provided with an experiential recreation camp that is inclusive of kids of all ability levels.

The H.E.A.R.T. Center will operate under the Camp Colley Mission by providing participants of all ages, capabilities, ethnic and socioeconomic backgrounds with an intimate, high quality, learning opportunity to understand a natural habitat, expand personal values, develop long social skills and achieve new personal growth in a camp environment during the summer months.

The Operator will oversee all camp administration, registration, programming, and transportation, while following American Camp Association (ACA) standards. The ACA standards focus on health, safety, and risk management to help ensure the well-being of campers and staff.

City staff and The H.E.A.R.T. Center are excited to provide activities for Phoenix youth in a wonderful outdoor setting this upcoming summer camp season.

RECOMMENDATION

This report is for information and discussion.

Prepared by: Josh Parnell, Parks Supervisor

Approved by: Cynthia, Director



To: Parks and Recreation Board

Date: June 27, 2024

From: Cynthia Aguilar, Acting Director

Subject: PROPOSED TRAILHEAD DEVELOPMENT AT SOUTH MOUNTAIN PARK

This report provides information to the Parks and Recreation Board (Board) on design and development of a proposed trailhead and parking lot at South Mountain Park located near Estrella Parkway and 51st Avenue.

BACKGROUND

The City of Phoenix Community and Economic Development Department is working with Lines Family Entities (Developer), the owner of approximately 290 acres around the area of Estrella Drive and 51st Avenue (Site). The Developer proposes to construct a new mixed-use commercial, auto park, residential, resort and hospital development (Project). As part of the first phase, approximately 80 acres will be used for a new mixed-use commercial auto park. This new mixed-use commercial auto park will consist of a minimum of five auto dealers and ancillary development including destination retail that will create employment opportunities, provide public infrastructure improvements and pedestrian friendly connections to the Site. The Project is an important economic development opportunity that will create several thousand new jobs over time for the community and provide significant financial benefit for the City of Phoenix, above and beyond the sales tax revenue generated.

This area of Phoenix continues to be a high demand and high growth area for both retail, new residential and employment uses. To accommodate this growth, increased traffic, and the creation of the Project, additional public infrastructure improvements are required. The Developer will construct the required public infrastructure improvements including water and wastewater lines, public streets, traffic signals, public art, enhanced landscaping, public drainage, a joint fire and police station, a trailhead and public parking lot for an entrance into South Mountain Park. It is anticipated that the Project will generate approximately \$400,000,000 in all types of Transaction Privilege Tax (TPT) over the next 25 years.

DISCUSSION

As part of the Development Agreement (Agreement) between the City of Phoenix and the Developer, the Developer will be required to fund design and construction of a new trailhead and parking lot located at South Mountain Park and will provide funding for maintenance and operation of the trailhead for a 10-year period.

The Parks Department will lead a community engagement effort for the design of the trailhead, following its normal process. This effort will commence no later than 18 months after execution of the Agreement between the City and Lines Family Entities

As part of the Agreement a parking lot will be constructed on private property. Both the City and the Developer acknowledge that the publicly owned parking lot will provide public parking during park hours for access to South Mountain Park. This lot may be considered for shared parking based on the terms of the final Agreement. The Board would have to approve terms of any future shared parking use agreement.

Additionally, the Developer will donate \$500,000 upon the installation of a billboard in accordance with the approved Planned Unit Development (PUD). The Developer will contribute \$100,000 annually for the next five years. These funds will be allocated to the Parks Department to construct, operate, and/or maintain a park in Laveen Village.

Staff will return to the Board with additional updates and requests for any future action needed by the Board based on the final terms of the Agreement as it relates to the trailhead and parking lot.

RECOMMENDATION

This report is for information and discussion only.

Prepared by: Tannia Ruiz, Management Assistant II

Approved by: Cynthia Aguilar, Director