

CITY COUNCIL AGENDA

CITY COUNCIL CHAMBERS . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

WORK SESSION
February 11, 2008
6:00 PM

CALL TO ORDER BY MAYOR ROGERS

1 ROLL CALL BY THE CITY CLERK

2 DESIGN MANUALS FOR COMMERCIAL, INDUSTRIAL, MULTI-FAMILY RESIDENTIAL, AND SINGLE-FAMILY RESIDENTIAL DEVELOPMENT

The Council will review and discuss the Design Guidelines for architectural quality, site design, and landscaping for new development and re-development within the City of Avondale. For information, discussion and direction.

3 PARKS AND RECREATION CAPITAL IMPROVEMENT PLAN DISCUSSION

Staff will discuss with Council an implementation plan to construct Festival Fields Phase 2 and the Encanto Community Center. For information, discussion and direction.

4 DISCUSSION OF ECONOMIC & COMMUNITY DEVELOPMENT STRATEGIC GOAL

The Council will discuss action items related to the Economic & Community Development goals. For information, discussion and direction.

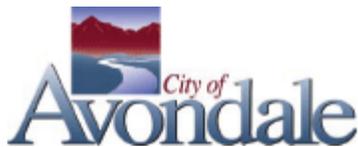
5 ADJOURNMENT

Respectfully submitted,

A handwritten signature in cursive script that reads "Linda M. Farris".

Linda Farris, CMC
City Clerk

Any individual with a qualified disability may request a reasonable accommodation by contacting the City Clerk at 623-333-1200 at least 48 hours prior to the council meeting.



DEVELOPMENT SERVICES

SUBJECT:

Design Manuals for Commercial, Industrial, Multi-Family Residential, and Single-Family Residential Development

MEETING DATE:

February 11, 2008

TO: Mayor and Council

FROM: Brian Berndt, Development Services Director (623) 333-4011

THROUGH: Charlie McClendon, City Manager

REQUEST: Staff requests the City Council review and comment on two Design Manuals (Commercial, Industrial and Multi-family and Single-family Residential) and provide direction to staff pertaining to the contents contained therein.

BACKGROUND:

This is a staff initiative to improve the level of quality for future development in the City of Avondale. This item was initiated to keep pace with the rising expectations of the City Council, Planning Commission, staff, and citizens alike.

During the preceding five months, staff has actively encouraged participation from both the residents of the City of Avondale and the development community (including the Homebuilder's Association and Valley Partnership) through newspaper stories, phone calls, legal advertisements, e-mail messages, and press releases. Draft copies of the documents were provided to all interested parties throughout the process for review and comment. Draft manuals were also made accessible to all interested parties via a link on the Planning Division website. The documents before you tonight are the result of this collaborative effort.

SUMMARY OF REQUEST:

The proposed Design Manuals are guidelines for architectural quality, site design, and landscaping for new development and re-development within the City of Avondale. The role of these documents is to supplement and reinforce the concepts/standards already contained within the Avondale Zoning Ordinance and General Plan. The City Council is being asked to review the two Design Manuals (Commercial, Industrial and Multi-family and Single-family Residential) attached and provide final direction to staff pertaining to the contents contained therein.

PRIOR REVIEW:

This item was heard by the Planning Commission at Work Sessions on November 15, 2007 and January 17, 2008 and by the City Council at a Work Session on December 3, 2007. To ensure residents and other interested parties could offer comments and suggestions, a neighborhood meeting was held at City Hall on November 29, 2007. Contact and collaboration between staff and interested parties has been ongoing.

Since the item was before you last, the following changes/additions have occurred:

- Comments from interested parties were sought out and received for the Manuals. Where it was determined that the proposed changes would further the goals and objectives of the City, the suggestions of the Planning Commission, City Council, Avondale residents and business owners, as well as developers, their representatives, and advocacy groups were incorporated into the documents. The majority of requested changes

were aimed at simplifying the guidelines to reduce confusion for all parties when applied to a new development site. Both minor and substantial changes were made to all sections of the manual as a result of the outreach program.

- A new section pertaining to Signage (Section VI) has been added to the Commercial, Industrial, and Multi-Family Residential Design Manual. As signs can vastly affect the aesthetics and functionality of a development, this section was written with the intent of providing businesses with the visibility they need while reducing visual clutter.
- A new section pertaining to Green Buildings and sustainable design (Section VII) has been incorporated into the Commercial, Industrial, and Multi-Family Design Manual. This section offers suggestions on how to use building and site design to conserve energy and water, protect the natural desert environment, and support the use of alternate methods of transportation.
- Sections concerning Safety have been added to both the Commercial, Industrial, and Multi-Family Design Manual (Section VIII) and the Single-Family Residential Design Manual (Page 21). These sections describe design concepts which can help reduce the incidence of crime within residential and commercial developments.
- Staff has determined that adoption of the Manuals by City Council Resolution will allow for the greatest degree of flexibility. Adoption by Ordinance could impose limits on those projects which propose creative solutions to problems unanticipated by the Manuals. Adoption by Resolution will allow those projects which meet the intent of the Manuals by proposing innovative and creative design solutions to be supported by staff.

PROPOSED MOTION:

This item is presented for information and discussion only. Adoption of a Resolution approving both Manuals will be considered at the regular City Council meeting on February 19, 2008. No action is required this evening.

ATTACHMENTS:

Click to download

 [Exhibits A-B](#)

FULL SIZE COPIES (Council Only):

Draft Commercial, Industrial, and Multi-Family Design Manual; Draft Single-Family Residential Design Manual

PROJECT MANAGER:

Ken Galica, Planner II (623) 333-4019

ATTACHMENTS

Exhibit A - Draft Resolution for Commercial, Industrial, and Multi-Family Design Manual

Exhibit B - Draft Resolution for Single-Family Residential Design Manual

Full Size Exhibits (Paper Copies):

Draft Commercial, Industrial, and Multi-Family Design Manual

Draft Single-Family Residential Design Manual

RESOLUTION NO. #

A RESOLUTION OF THE COUNCIL OF THE CITY OF AVONDALE, ARIZONA, ADOPTING THE COMMERCIAL, INDUSTRIAL, AND MULTI-FAMILY RESIDENTIAL DESIGN MANUAL.

WHEREAS, the City of Avondale Zoning Ordinance Section 106 establishes the requirement for Site Plan Review, and City of Avondale Zoning Ordinance Sections 3, 4, 6, 7, 8, 9, and 10 impose development standards and set design standards to address a wide range of design, siting, and environmental issues related to commercial, industrial, and multi-family residential development; and

WHEREAS, in order to supplement and reinforce the Site Plan Review standards and establish clear and comprehensive design recommendations for all commercial, industrial, and multi-family residential development, the City of Avondale Development Services Department prepared the Commercial, Industrial, and Multi-Family Residential Design Manual; and

WHEREAS, the Design Manual seeks to clarify and reinforce the objectives of the residents of Avondale and is intended to give clear design direction to applicants and provide City staff, the Planning Commission, and City Council with the tools needed to properly evaluate development proposals within the context of City policies and standards; and

WHEREAS, the Design Manual emphasizes essential principles of development, particularly site planning, compatibility with neighboring development, pedestrian accessibility, landscaping, safety, sustainability, general building form, building massing, and building scale; and

WHEREAS, the City of Avondale Development Services Department hosted a community meeting to introduce the proposed Design Manual on November 29, 2007, and has actively encouraged participation from both the residents of the City of Avondale and the development community through newspaper stories, phone calls, legal advertisements, e-mail messages, and press releases; and

WHEREAS, draft versions of the Commercial, Industrial, and Multi-Family Residential Design Manual have been distributed to interested parties for their review and comment; and

WHEREAS, the Planning Commission held Work Sessions to discuss the proposed Design Manual on November 15, 2007 and January 17, 2008 and provided comments and suggestions that were incorporated into the final document; and

WHEREAS, the City Council reviewed the Design Manual during Work Sessions on December 3, 2007 and February 11, 2008 and during a Regular Meeting on February 19, 2008; and

WHEREAS, the City Council acknowledges that the Development Services Director may make certain typographical or technical corrections, including improvements to the photographs and graphics, to the Design Manual that do not result in a substantive change in the Manual.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF AVONDALE, as follows:

SECTION 1. That the Commercial, Industrial, and Multi-Family Residential Design Manual dated February 2008, attached hereto as Exhibit A, is hereby adopted.

SECTION 2. That the Mayor, the City Manager, the City Clerk and the City Attorney are hereby authorized and directed to take all steps necessary to carry out the purpose and intent of this Resolution.

PASSED AND ADOPTED by the Council of the City of Avondale, February 19, 2008.

Marie Lopez-Rogers, Mayor

ATTEST:

Linda M. Farris, City Clerk

APPROVED AS TO FORM:

Andrew J. McGuire, City Attorney

RESOLUTION NO. #

A RESOLUTION OF THE COUNCIL OF THE CITY OF AVONDALE, ARIZONA, ADOPTING THE SINGLE-FAMILY RESIDENTIAL DESIGN MANUAL.

WHEREAS, the City of Avondale Municipal Code Section 22-41 establishes the requirement for Preliminary Plat Review, and City of Avondale Zoning Ordinance Sections 2, 6, 7, 8, and 9 impose development standards and set design standards to address a wide range of design, siting, and environmental issues related to single-family residential developments; and

WHEREAS, in order to supplement and reinforce the preliminary plat and design review standards and establish clear and comprehensive design recommendations for single-family residential subdivisions, the City of Avondale Development Services Department prepared the Design Manual for Single-Family Residential Development; and

WHEREAS, the Design Manual seeks to clarify and reinforce the objectives of the residents of Avondale and is intended to give clear design direction to applicants and provide City staff, the Planning Commission, and City Council with the tools needed to properly evaluate development proposals within the context of City policies and standards; and

WHEREAS, the Design Manual emphasizes essential principles of development, particularly site planning, compatibility with neighboring development, pedestrian accessibility, landscaping, safety, sustainability, general building form, building massing, and building scale; and

WHEREAS, the Design Manual seeks to encourage the development of high quality, livable single-family residential neighborhoods within Avondale ; and

WHEREAS, the City of Avondale Development Services Department hosted a community meeting to introduce the proposed Design Manual on November 29, 2007, and has actively encouraged participation from both the residents of the City of Avondale and the development community through newspaper stories, phone calls, legal advertisements, e-mail messages, and press releases; and

WHEREAS, draft versions of the Avondale Single-Family Residential Design Manual have been distributed to interested parties for their review and comment; and

WHEREAS, the Planning Commission held Work Sessions to discuss the proposed Design Manual on November 15, 2007 and January 17, 2008 and provided comments and suggestions that were incorporated into the final document; and

WHEREAS, the City Council reviewed the Design Manual during a Work Session on December 3, 2007 and during a Regular Meeting on February 19, 2008; and

WHEREAS, the City Council acknowledges that the Development Services Director may make certain typographical or technical corrections, including improvements to the photographs and graphics, to the Design Manual that do not result in a substantive change in the Manual.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF AVONDALE, as follows:

SECTION 1. That the Single-Family Residential Design Manual dated February 2008, attached hereto as Exhibit A, is hereby adopted.

SECTION 2. That the Mayor, the City Manager, the City Clerk and the City Attorney are hereby authorized and directed to take all steps necessary to carry out the purpose and intent of this Resolution.

PASSED AND ADOPTED by the Council of the City of Avondale, February 19, 2008.

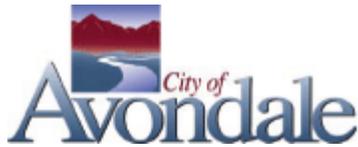
Marie Lopez-Rogers, Mayor

ATTEST:

Linda M. Farris, City Clerk

APPROVED AS TO FORM:

Andrew J. McGuire, City Attorney



CITY COUNCIL REPORT

SUBJECT:
Parks and Recreation Capital Improvement Plan
Discussion

MEETING DATE:
February 11, 2008

TO: Mayor and Council
FROM: Daniel Davis, Parks, Recreation & Libraries Director (623)333-2411
THROUGH: Charlie McClendon, City Manager

PURPOSE:

Staff will discuss with Council an implementation plan to construct Festival Fields phase 2 and the Encanto Community Center.

BACKGROUND:

The completion of Festival Fields and the construction of the Encanto Community Center are two significant projects in the Parks and Recreation Capital Improvement Plan (CIP). Due to the slow down in the housing market and the lower development fees collected for park development, staff has reviewed our current CIP and has adjusted the projects and funding recommendation.

DISCUSSION:

Festival Fields phase 1 was completed in September 2007. The design of phase 2 improvements has reached the 60% design development level. The new facility improvements plan for phase 2 includes basketball and tennis courts, group picnic ramadas, playground equipment, 3 lighted ball fields, splash play pad, landscaping, parking and roadways. The project will be ready for construction in July 2008, and currently is projected to last 14-16 months.

The Encanto Community Center project is just beginning. Staff has completed the Design/Build qualifications based selection process, and are finalizing a scope of service and fee proposal. The programming and pre-construction design phase is scheduled to take 12-14 months. There is \$1 million currently budgeted in the FY 07-08 CIP to fund the pre-construction design of the community center. It is anticipated the community center would be approximately 20,000 sq. ft. and amenities would include a senior citizen and multipurpose area, gymnasium, rooms for exercise classes and art activities, a teen /game room, kitchen, and administrative offices. The design will be developed during the pre-construction phase which will include public forums to gather community suggestions and input.

BUDGETARY IMPACT:

As a part of our financial analysis, staff has considered both the Capital Improvement and Operations and Maintenance costs associated with both projects. The following chart demonstrates that both Festival Fields and the Encanto Community Center can be built during the next three fiscal years. Due to the size and scope of each project, both of the construction schedules will overlap two fiscal years. This will allow the projects to begin in one fiscal year and be completed early in the subsequent fiscal year.

Project	FY 08-09	FY09-10	FY10-11	FY11-12	FY12-13
WV Rec. Corridor	700,000	0	650,000	950,000	800,000
Agua Fria Riparian	650,000	0	0	0	0
Coldwater Park	0	0	0	850,000	0
Pendergast Park	750,000	0	0	0	0
Festival Fields	4.5 mil	2.0 mil	0	0	0
Encanto Comm. Ctr.	0 *	3.0 mil	3.0 mil	0	0
El Rio Nature Area	0	0	0	0	0

* Encanto Community Center would be in pre-construction design during FY 08-09

Operations and Maintenance

The cost of maintenance and operations of these facilities will impact the on-going general fund budget. The following information will summarize the anticipated expenses associated with each facility.

Festival Fields

Personal (1 FTE)		\$58,500
-park laborer	\$45,000	
-Benefits	\$13,500	
Contracted Services		\$105,000
-Electric & Water	\$95,000	
-Repairs/maintenance	\$10,000	
Commodities		\$1,000
-uniforms	\$500	
-safety apparel/equip.	\$500	
Total		\$164,500

Staff believes that the expense analysis has included all anticipated costs. The city currently has three (3) full time staff assigned to Festival Fields, and with the additional laborer, will be able to handle the added maintenance duties at the park. The largest expense that is anticipated for the Festival Fields will be electricity and water. The expenses associated with lighting for the ball fields will be recovered either from user fees from non-city use, or program cost recovery fees.

The Community Center has a higher cost to operate predominately driven by staffing needs. The following expense summaries provide two options for consideration. Option #1 provides a projected expense if the City of Avondale were to fully staff the facility with new employees. Option #2 is an alternative that incorporates some new staff positions, along with the relocation of the Parks and Recreation Department from City Hall to the Encanto Community Center.

Encanto Community Center- Option #1

Personal Services		\$522,600
-Facility Manager (1)	\$70,000	
-Admin. Clerk (1)	\$45,000	
-Recreation Coord. (2)	\$110,000	
-Cook (1)	\$27,000	
-Facility Staff part-time (10)	\$150,000	
-Benefits	\$120,600	
Contract Services		\$235,000
-Utilities	\$75,000	
-Risk Management	\$18,000	
-Contract Maintenance	\$60,000	
-Facility Maintenance	\$17,000	

-Custodial Maintenance	\$13,000	
-Membership & Training	\$3,000	
-Uniforms	\$4,000	
-Technology/Equipment Replacement	\$45,000	
Commodities		\$10,000
-Office supplies	\$6,000	
-Data Supplies	\$1,000	
-Software License	\$1,000	
-Safety Apparel/Equip.	\$2,000	
Total		\$767,600

Encanto Community Center- Option #2

Personal Services		\$230,100
-Cook (1)	\$27,000	
-Facility staff part-time (10)	\$150,000	
-Benefits	\$53,100	
Contract Services		\$224,000
-Utilities	\$75,000	
-Risk Management	\$18,000	
-Contract Maintenance	\$60,000	
-Facility Maintenance	\$17,000	
-Custodial Maintenance	\$13,000	
-Membership/training	\$2,000	
-Uniforms	\$4,000	
-Technology/Equipment Replacement	\$35,000	
Commodities		\$5,000
-Office supplies	\$3,000	
-Safety Apparel/Equipment	\$2,000	
Total		\$459,100

Staff has identified both advantages and disadvantages associated with the two options outlined above. These will be discussed in detail during the work session presentation. The most significant advantage associated with the second option is the projected \$308,000 reduction in operating expenditures, which results primarily from savings achieved through fewer new staff positions being added. The existing staff that is located at city hall could perform their duties at either location. The community center would provide an additional facility to continue to grow and improve our recreational services. A disadvantage of the option is that class registrations would no longer be available at City Hall. However, this is partially offset by the fact that staff is within a couple of months of unveiling a new on-line registration service which would continue to enhance our customer service capabilities and somewhat limit the need for on-site registration. The city would need to increase the office space in the community center to accommodate the added staff, which would reduce programmable space by about 5 to 10 %, but moving the Recreation staff would offer the added benefit of opening up space in City Hall for growth in other departments. This is important because the planned expansion of City Hall will also have to be delayed due to the economic slow down.

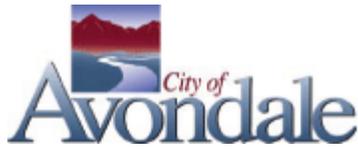
RECOMMENDATION:

For Council discussion and possible staff direction only.

ATTACHMENTS:

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No Attachments Available



CITY COUNCIL REPORT

SUBJECT:
Discussion of Economic & Community Development
Strategic Goal

MEETING DATE:
February 11, 2008

TO: Mayor and Council
FROM: Claudia Whitehead, Economic Development Director (623)333-1411
THROUGH: Charlie McClendon, City Manager

PURPOSE:

At the December 1, 2007 City Council Goal Setting Retreat, Council requested that Staff schedule separate work sessions to discuss action items related to the Community Involvement and Economic & Community Development goals.

BACKGROUND:

To assist the City Council in developing action items for the Economic & Community Development strategic goal, the goal statement and action items for the current fiscal year are as follows:

Goal: Community Development

Strive to make Avondale an attractive investment opportunity for retail, commercial, office and light industrial development and ensure that all development in the community meets quality standards.

- Develop the Avondale Boulevard Specific Area/City Center Plan (defined as area stretching from Interstate 10 to Coldwater Springs Boulevard) in order to implement the Council's vision for Avondale Boulevard as a premier destination for shopping, restaurants and entertainment, with exciting mixed-use development to include hotels, higher quality density housing, professional office space, with an atmosphere that is fun, pedestrian friendly and conducive to daytime and night time activities
 - *Scheduled for adoption Spring 2008*
- Issue a Request for Qualifications (RFQ) for a study of the stretch of Avondale Boulevard from Buckeye Road to Phoenix International Raceway and the remainder of Avondale south of Buckeye Road, to ensure that the future development of southern Avondale is consistent with the Council's vision for the area, and where appropriate, amend the General Plan, taking into consideration Avondale's relationship to the State Route 801 alignment, PIR and opportunities for business development along the Gila River
 - *PSA with consultant scheduled for approval February 2008*
- Develop and initiate a revitalization plan in the Old Town Avondale area, to include Central, Western and Main Streets, making sure to partner with the City of Goodyear, local businesses and surrounding neighborhoods in investing in the area
 - *Scheduled for adoption Spring 2008*
- Take an active role in the process regarding the location of the State Route 801 corridor, and the widening of Interstate 10, to ensure that future decisions are in the best interest of the City
 - *On-going meetings with ADOT and other stakeholder organizations*
- Continue to market Avondale as a premier location for new investment in the retail, commercial office and light industrial sectors with a primary emphasis on quality, location and long-term value to the City of Avondale
 - *Marketing goals, objectives and strategies have been updated and implemented to promote Avondale's assets to attract interest and investment in the City*
- Continue to update development-related codes and ordinances to ensure efficient and effective city review process

- *Updates to development related codes and ordinances to be presented for adoption throughout 2008*

To further assist the City Council in its discussions and in developing action items for this goal, a brief presentation that outlines the Economic Development Department's marketing plan and organization will be presented. Economic Development focuses on the recruitment of quality retail, office, industrial and revitalization development for the City of Avondale. Economic Development fosters positive relationships with developers, brokers, site selectors and other regional and state economic development organizations to recruit projects and companies to the City.

Another vital component to the success of Economic Development is its interdepartmental relationships City-wide. The department receives support from other city departments, which serves, in effect, to increase the size of the Economic Development staff. Two examples of this are the Development Team and the Economic Development Strategic Team. The Development Team meets weekly to discuss high profile projects and includes Staff from the City Manager's Office, Economic Development, Development Services, Planning, Fire, Engineering, GIS, Building, and Water Resources. Under direction of the City Manager, an Economic Development Strategic Team has been formed with the City Manager's Office, Economic Development, Development Services and Finance & Budget to focus on developing specific implementation strategies for key development areas within the City such as the City Center Area.

RECOMMENDATION:

For Council direction and to provide direction to Staff as necessary.

ATTACHMENTS:

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No Attachments Available