

Minutes of the Regular Meeting held December 15, 2014 at 7:02 p.m. in the Council Chambers.

**MEMBERS PRESENT**

Mayor Kenneth N. Weise and Council Members

Frank Scott, Vice Mayor  
David Iwanski  
Stephanie Karlin  
Bryan Kilgore  
Jim McDonald  
Charles Vierhout

**ALSO PRESENT**

David Fitzhugh, City Manager  
Gina Montes, Assistant City Manager  
Kevin Artz, Assistant City Manager  
Pilar Aguilar, Assistant Director, Finance and Budget  
Daniel Davis, Economic Development Director  
Eric Morgan, Planner II  
Tracy Stevens, Development and Engineering Services Director  
Andrew McGuire, City Attorney  
Carmen Martinez, City Clerk

**1 ROLL CALL AND STATEMENT OF PARTICIPATION BY THE CITY CLERK**

Carmen Martinez, City Clerk, read a statement of participation regarding public appearances.

**2 RECOGNITION ITEMS (MAYOR PRESENTATIONS)**

**a. RESOLUTION 3233-1214 – HONORING VICE MAYOR FRANK SCOTT**

Mayor Weise presented a resolution honoring Vice Mayor Frank Scott for nine years of leadership and dedicated service to the City of Avondale. Vice Mayor Scott spoke about his experiences as a City Council Member.

Council Member McDonald moved to ADOPT the resolution as presented. Council Member Kilgore seconded the motion.

**ROLL CALL VOTE AS FOLLOWS:**

Council Member Vierhout	Aye
Council Member McDonald	Aye
Council Member Iwanski	Aye
Mayor Weise	Aye
Vice Mayor Scott	Abstain
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried.

**b. RESOLUTION 3234-1214 – HONORING COUNCIL MEMBER CHARLES VIERHOUT**

Mayor Weise presented a resolution honoring Council Member Charles Vierhout for five years of leadership and dedicated service to the City of Avondale. Council Member Vierhout shared his thoughts on the occasion.

Council Member McDonald moved to ADOPT the resolution as presented. Vice Mayor Scott seconded the motion.

**ROLL CALL VOTE AS FOLLOWS:**

Council Member Vierhout	Abstain
Council Member McDonald	Aye
Council Member Iwanski	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried.

**3 UNSCHEDULED PUBLIC APPEARANCES**

There were no unscheduled public appearances.

**4 CONSENT AGENDA**

Items on the consent agenda are of a routine nature or have been previously studied by the City Council at a work session. They are intended to be acted upon in one motion. Council members may pull items from consent if they would like them considered separately.

Council Member Karlin requested separate consideration of agenda item 4(j).

**a. APPROVAL OF MINUTES**

1. Work Session of December 1, 2014
2. Regular Meeting of December 1, 2014

**b. LIQUOR LICENSE ACQUISITION OF CONTROL – FOOD CITY #93**

A request from Mr. Michael J. Basha for approval of an application for Acquisition of Control of the Series 9 Liquor Store license to sell all spirituous liquors at Food City #93 located at 1450 N Dysart Road in Avondale.

**c. LIQUOR LICENSE – PERSON AND LOCATION TRANSFER OF SERIES 9 LIQUOR STORE – WALGREENS #05776**

A request to approve an application submitted by Randy Guse for a Person and Location Transfer of a Series 9 Liquor Store License to sell all spirituous liquors at the Walgreens Store #05776 located at 1451 N Dysart Road in Avondale.

**d. LIQUOR LICENSES SERIES 12 (RESTAURANT) – ZETA'S GRILL**

A recommendation to approve an application for a Series 12 Restaurant License submitted by Mr. Mahdi Mohamad Amin Sadek to sell beer and wine at Zeta's Grill located at 2935 N Dysart Road in Avondale.

**e. DESIGN SERVICES AGREEMENT – SRP FOR 69KV RELOCATION ON 107<sup>TH</sup> AVE.**

A request to approve a Design Services Agreement with Salt River Project to provide engineering design services for the 107th Avenue and Van Buren 69KV Pole relocation in the amount of \$262,600.00, and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**f. ADDENDUM TO HARDWARE PURCHASE AND DATA SERVICES AGREEMENT – ZONAR SYSTEMS, INC.**

A request to approve an addendum to the hardware purchase and data services agreement with Zonar Systems, Inc. for equipment and data services for the City's in-vehicle global positioning system in an annual amount not to exceed \$21,000 for the initial term and \$28,000 for each of the remaining two terms of the contract; and authorize the Mayor or the City Manager and City Clerk to execute the necessary documents.

**g. FIRST AMENDMENT TO COOPERATIVE PURCHASING AGREEMENT – TITAN MACHINERY, INC.**

A request to approve a First Amendment to the Cooperative Purchasing Agreement with Titan Machinery, Inc. to purchase heavy duty truck, construction and agricultural/industrial fleet and equipment parts, service, and accessories; increasing the amount from \$10,000 to \$25,000 in the current and final terms of the contract. This increases the maximum aggregate amount from \$50,000 to \$80,000, and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**h. COOPERATIVE PURCHASING AGREEMENT – RODEO FORD, INC.**

A request to approve a cooperative purchasing agreement with Rodeo Ford, Inc. for the provision of original equipment manufacturer parts and repair services for vehicles in an annual amount not to exceed \$50,000; with an option to renew for up to four successive one-year terms and an aggregate amount not to exceed \$250,000; and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**i. PROFESSIONAL SERVICES AGREEMENT – ALTA PLANNING + DESIGN FOR WAYFINDING SIGN DESIGN**

A request to approve the Professional Services Agreement with Alta Planning + Design to provide master planning and signage design to complete the City Wayfinding Plan in the amount of \$49,990 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**k. RESOLUTION 3232-1214 –AMENDMENT TO INTERGOVERNMENTAL AGREEMENT WITH THE ARIZONA DEPARTMENT OF REVENUE**

A resolution approving an amendment to the Intergovernmental Agreement with the State of Arizona Department of Revenue relating to taxpayer audits and disclosure of information and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Council Member McDonald moved to APPROVE the consent agenda as presented, with the exclusion of item 4(j). Council Member Kilgore seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Aye
Council Member McDonald	Aye
Council Member Iwanski	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried unanimously.

**j. MAJOR ACCOUNTS AGREEMENT AND ADDENDUM – ADP, LLC**

A request to ratify the amended major accounts agreement and sales order signed by the City Manager for human resources information and payroll system services through ADP, LLC, approve a transfer of contingency in the amount of \$82,000 and authorize the City Manager and City Clerk to execute the necessary documents.

Council Member Karlin said ADP might not be able to fulfill the City's needs, and felt other service providers should have been contacted to see if they have ready solutions in place to address Avondale's situation. Council Member Vierhout agreed that other vendors should have been considered. Pilar Aguilar, Assistant Director of Finance and Budget, responded that she would prefer to competitively bid for every contract, but there was not enough time to develop a full scope of work in this case. The cooperative bid was solicited from over 20 vendors. Both Maricopa County and Pima County have used ADP in the past. This option offers the quickest solution to getting a payroll system in place.

Council Member McDonald moved to APPROVE consent agenda item 4(j) as presented. Vice Mayor Scott seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Aye
Council Member McDonald	Aye
Council Member Iwanski	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye

Council Member Karlin  
Council Member Kilgore

Nay  
Aye

Motion carried.

**5 PROPOSED AMENDMENT TO THE CITY CODE TO ALLOW FISHING AT FRIENDSHIP PARK**

Information regarding a proposed amendment to the Avondale Municipal Code, Chapter 17, Section 17-31 relating to designated fishing areas to allow fishing at Avondale Friendship Park.

Christopher Reams, Parks, Recreation and Libraries Director, said the Arizona Community Fishing Program is a partnership between the Arizona Game and Fish Department and municipalities. The program stocks municipal lakes for recreational fishing. This would be a new amenity for Avondale, and different from Crystal Gardens where the fish serve a working purpose. Friendship Park is eligible for the program, and is in an easily accessible location. The park is currently undergoing changes, and the fish program will be introduced along with the renovations.

Mr. Reams stated that this program would require a change to the Municipal Code, which currently only allows fishing at Crystal Gardens. Under the change, fishing would be extended to Friendship Park, consistent with existing park rules and regulations. Crystal Gardens is not a catch-and-keep waterway, but Friendship Park would be different. If City Council approves of the program, an IGA would be arranged with Game and Fish to monitor the lake and add fish stock periodically. The rate would be \$410 per year for either catch-and-release, or catch-and-keep stock. The City would have to provide access to the lake for Game and Fish.

Council Member Karlin inquired whether rangers would conduct license checks. Mr. Scott Gurtin, Community Fishing Program Supervisor with the Arizona Game and Fish Department, explained that officers are stationed throughout the state and patrol each of the community waters. The Department has a hotline called Operation Game Thief for people to call to report violations. Council Member Karlin inquired about the number of fish being stocked. Mr. Reams said it would be anywhere between 30 to 100 pounds per acre, depending on the species. Avondale only has one acre.

Council Member Kilgore said catch-and-keep would be a nice amenity for residents and families. Council Member McDonald asked about the water turnover. Mr. Reams explained that the lake is part of Avondale's irrigation system and water turns over constantly. Council Member McDonald felt that the small number of stock would be caught quickly, and that catch-and-release would provide more entertainment value.

Council Member Vierhout inquired about fish sizes. Mr. Gurtin said the average catfish is about 1.5 pounds. Each load contains incentive fish that can be as much as 8 to 10 pounds. The fish habitat at smaller lakes is enhanced to promote natural reproduction that will help sustain the population. Water quality is also checked monthly. Mr. Reams added that staff will closely monitor the lake for the first year to evaluate whether the program needs to be

enhanced. Council Member Vierhout asked about restrictions against on-site cleaning of fish. Mr. Reams responded that the City could prohibit cleaning fish at the park or set up stations.

Vice Mayor Scott said he likes the catch-and-keep option. If the stock dwindles too much, the agreement can be adjusted. He would support either a prohibition on cleaning or cleaning at a designated station only. Council Member Iwanski inquired about the cost of an expanded program. Mr. Reams said the cost would have to be renegotiated after the first year. Mr. Gurtin added that if the fishing proves to have a detrimental effect on the water, Game and Fish could reduce possession limits. A comprehensive survey will be conducted in 2015 to determine angler catch rates and overall satisfaction with the program. The data will be used in future decision making. Costs for stock are minimal and can be renegotiated.

Council Member Karlin asked whether the City would handle permitting. Mr. Reams explained that anglers would obtain permits from Game and Fish at local outlets. Signs will be posted at the lake explaining the rules. Council Member Karlin agreed that cleaning should either be prohibited or contained to a specific station. Mayor Weise said he likes the program but expressed concern about conflicts between fishing and the duck population. Mr. Reams responded that the City has been trying to mitigate duck problems at the lake. Game and Fish has expertise in removal, should it become necessary.

Mayor Weise summarized that City Council Members would prefer catch-and-keep and would like to know the cost of a cleaning station.

## **6 ECONOMIC DEVELOPMENT AGREEMENT GUNBO, LLC**

A request to approve an amended and restated Economic Development Agreement with Gunbo, LLC regarding the construction and operation of Main Event Family Entertainment Center that will provide reimbursement of up to \$500,000 from the Economic Opportunities fund and up to \$225,000 from future sales tax collections and authorize the Mayor or the City Manager and City Clerk to execute the necessary documents.

Daniel Davis, Economic Development Director, said staff has been working with Gunbo, LLC over the past six years, and signed a development agreement with them in 2013. This amended and restated economic development agreement applies to the construction and operation of Main Event Family Entertainment Center. Main Event proposes a 58,000 square foot family entertainment center that will feature bowling, billiards, a restaurant, laser tag, a ropes course and arcades. It will employ up to 125 full and part-time employees. City Council set the goal of finding unique types of family-oriented attractions that could be built in Avondale to provide economic growth and family entertainment for residents.

Mr. Davis noted that the initial agreement came with a stipulation that a lease be in place within six months, but that did not come to pass. However the parties eventually did come to an agreement on a lease for the operations of a facility at this location. Main Event will be located at 103<sup>rd</sup> Avenue and McDowell Road, next to the freeway. The project will be part of the phased development of a 43-acre site that has three additional PAD sites totaling approximately 18,000 square feet. Main Event will be required to design and construct the

facility, make improvements to McDowell Road, and operate the facility for a minimum of six years.

Mr. Davis reported that in April 2013, the City conducted an independent economic analysis that found that the revenues generated from the operation of a facility of this type will be greater than the incentive anticipated under the agreement. About \$500,000 of the cost would come from the economic opportunities fund to assist with infrastructure improvements. Another \$225,000 will come from construction sales tax rebates and the transaction privilege tax. Reimbursements would come after the City has received the revenues. The total reimbursement will not exceed \$725,000.

Mr. Davis said the project is in the Development Services review process until February. In January they will submit civil and construction documents for review. Construction is anticipated to begin at the end of April, and last 240 days. Completion is expected in February of 2016. Staff recommends approval of the amended agreement.

Council Member Iwanski inquired whether all Main Event activity would be contained within the 58,000 square foot building. Mr. Davis said the facility is a one-phase, all included project. Council Member Vierhout said the project adds to the economy while creating a new entertainment option in the community. The City's practice of building infrastructure as needed has its advantages, but sometimes people incorrectly assume that the work is being conducted at the behest of a particular business. Mayor Weise said he is excited about this project because it will keep families in Avondale, and will bring employment opportunities to a part of the community that struggles to find jobs.

Council Member McDonald moved to APPROVE the Amended and Restated Economic Development Agreement with Gunbo, LLC regarding the construction and operation of Main Event Family Entertainment Center. Council Member Vierhout seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Aye
Council Member McDonald	Aye
Council Member Iwanski	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried unanimously

**7 PUBLIC HEARING AND ORDINANCE 1567-1214 SAN VILLAGIO PAD REZONE**

A public hearing and request by Mr. James Abraham of Clouse Engineering, for rezoning of San Villagio, a property of approximately 11 gross acres of land at the northeast corner of Avondale Boulevard and Encanto Boulevard, from Agricultural to Planned Area

Development to provide for uses, development requirements, and design standards for a 34-lot single-family residential detached development with gated private streets.

Eric Morgan, Planner, said the property is designated as Medium Density Residential and is surrounded by single-family residential neighborhoods to the north, east, and south, and vacant land owned by the Pendergast School District. The property was annexed in June of 1994, and is located in the North Avondale Specific Area. The adjacent neighborhoods have similar but slightly smaller lots than what is proposed for this project, which will feature slightly longer lots with bigger back yards, and side setbacks. An SRP irrigation pipe runs under Encanto but it is strong enough to handle a road. The 34 single-family detached lots will be on private streets in a gated community. There is a view fence with emergency services access.

Mr. Morgan noted that the communities to the north have a similar landscape setback as the one proposed for San Villagio. The street frontage doubles as a retention area. The Applicant proposes 17% open space with five seating nodes. Proposed uses are no different than those for other single-family detached housing districts. The street scene is a mix of five different one and two-story plans. Each plan has three elevations, and there are eight color schemes. Some houses have side entry garages; all garages will be decorated. Similar elevations are prohibited from being next to each other or across the street.

Mr. Morgan stated that a neighborhood meeting was held on October 29, where three citizens attended. Their main concerns were over lot sizes, the number of lots, and density. The Applicant made changes to address all these. Attendees did not want two-story homes close to their own. A landscaped retention area was modified to allay concerns over a blind spot, and the Applicant also agreed to shore up the bordering wall.

Mr. Morgan said the Planning Commission held a public meeting on November 20. Based on feedback from that meeting, the Applicant agreed that lots 23 and 24 will only have one-story homes, and that no more than three two-story homes could be built in a row. The Commission unanimously recommended approval subject to the following conditions:

1. The San Villagio development shall conform to the San Villagio Rezone PAD Development Plan and Narrative dated November 13, 2014, except as modified by these conditions.
2. Split-faced block shall not be painted, but shall instead consist of integral color block.
3. All private streets shall be in a separate tract that is a minimum of 34 feet wide and dedicated to the Home Owners Association (HOA) with an easement overlain granting the City of Avondale ingress and egress for emergency services, refuse collection, and water and sewer installation and maintenance.
4. A Public Utility Easement (PUE) that is a minimum of 8 feet wide shall be dedicated on each side of the private street.

5. Where sidewalk is present, a landscaping and sidewalk easement that is a minimum of 12 feet wide shall be dedicated, and the HOA shall be identified as responsible for maintenance and repair of the landscaping and sidewalk on the plat.
6. The private street tract, PUE, and landscape and sidewalk easement shall not overlap.
7. Lot # 5 and Lot # 6, the two lots adjacent to the eastern property line, shall be limited to single story.
8. Lot # 5 shall provide a 10-foot setback along the eastern property line.
9. Lot # 23 & # 24, the two lots adjacent to the western property line, shall be limited to single story.
10. The number of two-story homes side-by-side shall not exceed three.

Council Member McDonald said infill is a very hard thing to do, but this project handles it well. The range of color and elevation options is broad. It creates a hometown feel and will be a beautiful neighborhood. Council Member Vierhout noted that people in the area have long desired an elementary school, and any infill project that attracts more people will help drive more demand for that school to be built. Council Member Iwanski agreed that this is a good infill project, and should serve as a model for other projects in the future.

Mayor Weise opened the public hearing. With no requests to speak coming forward, he close the public hearing.

Council Member McDonald moved to ADOPT an ordinance to rezone approximately ten acres from Agricultural to Planned Area Development, subject to ten recommended conditions of approval. Council Member Kilgore seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Aye
Council Member McDonald	Aye
Council Member Iwanski	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried unanimously

**8 ECONOMIC DEVELOPMENT AND RESIDENTIAL CONSTRUCTION UPDATE AND DISCUSSION**

City Council reviews the status of development, the single family housing market, progress in the City Center and along the freeway corridor and discusses outreach to and feedback from the development community.

Tracy Stevens, Development and Engineering Services Director, reported that the peak sales rate for single-family homes was 2.3 from April through June. First-time home buyers bought 33% of these homes, compared to 38% last year. The resale inventory has increased in Avondale, as more homeowners apply for remodels and expansions instead of buying a new home. Home builders have been discounting inventory and offering incentives as a result of the competition. The job market has grown slowly and many potential homebuyers have student loan debt to account for. As a result of lingering foreclosure issues, commitment levels remain low even though traffic levels are high. Impact fees recently increased.

Ms. Stevens said three homebuilders in the southwest valley had communities on the top 10 selling list. In Avondale, Del Rio Ranch is selling. Richmond American and Portland Homes are each averaging about one sale a month. Buyers are looking for move-in ready homes; they do not want to wait. Builders are keeping a low inventories and few models are available. They are generally looking for smaller parcels, and in Avondale are primarily looking in the northern part of the city. There are about 4,000 entitled lots in Avondale. Household growth is anticipated to increase by 7% over the next five years.

Ms. Stevens stated that staff has been engaged in a number of initiatives and outreach to the homebuilders associations and business community. Over the counter plan reviews have been very popular, and front counter services are being expanded to a second day. Fully electronic plan reviews will be available beginning in June, and feedback from the development community has been very positive so far. A new application called, "In Your Backyard," will be launched in the next couple of weeks. It will be an interactive progress map of all development activity in the city.

Ms. Stevens said the City Center plan covers 400 acres and was adopted in 2008. It is a long-term plan over 20 years. It encourages mixed use, high intensity and high density development. There are five land use categories. City Center has seen some successes so far, but build-out will take some time as the population has to increase.

Ms. Stevens noted that the Freeway Corridor Area Specific Plan was adopted in September 2014. Most economic activity is occurring along McDowell Road. The north side of the corridor is becoming a medical, retail, and entertainment hub, while the south side is attracting business park and corporate commerce land uses. Three specific areas in the Freeway Corridor have floor area ratios (FARs) over 1.0, which is higher than what has been identified for City Center.

Dan Davis, Economic Development Director, reported that in terms of the economy, 2015 projects to be a strong year, but some challenges remain. Avondale's current office vacancy rate is about 8.4%, compared to over 21% vacancy in the metro Phoenix area, which is the highest in the 30 largest cities in the U.S. The largest available space in Avondale is the Phoenix International Raceway building with over 12,000 square feet. The health technology sector continues to gain traction along McDowell Road.

In the industrial sector, Avondale is at about a 24% vacancy rate, which is higher than the 12% rate in the Phoenix area, but much better than when it was over 80% a few years ago. The Avondale Commerce Center has seen much absorption lately, and the Coldwater Depot

recently added 600,000 square feet of new industrial product to the inventory, and has started on Phase 3, which will add another 187,000 square feet. The West Valley overall continues to be a very strong performer in distribution and warehousing.

The strongest sector in Avondale is the retail sector, which is at 6% vacancy and steady, compared to just over 10% for the Phoenix area. Sales tax continues to show steady growth. Existing retailers are reporting strong sales and new retail activity has been added. Slow but steady progress has been made in the City Center area, and there has been some recent interest in some of the vacant properties there.

Mr. Davis described recent outreach efforts. Two RFPs were issued over a one-year period to try to gain some traction from the development community on City-owned property in City Center for multi-family housing. The feedback received was mixed. Developers created multi-family housing in downtown Phoenix and the southeast valley, because the most jobs were being created in those places. Staff has made a strong effort to market the area for office space, because it is anchored by hotels, retail, and the American Sports Center. Developers, however, say that office development will continue to lag while vacancy rate remains high.

Staff also participates in out of market prospecting trips in cooperation with state and regional partners. The process required for a developer to build an office product is being streamlined. Staff offers assistance on infrastructure improvements, securing incentives, finalizing financing packages, the entitlement process, and the design and construction documents. The full process typically takes one to two years. When Avondale approved higher FARs, it was done with the goal of increasing density in key areas of the city. The challenge is that these developments require parking structures, which are more expensive than surface lots. This drives up lease rates for these developments.

Mr. Davis summarized the ongoing challenges. Avondale is part of the Phoenix metro region, and developers have to take into account the existing market conditions and land values over that whole region. Inbound migration to the Phoenix area has dropped significantly because there have not been enough new net jobs created to sustain the type of growth the region was accustomed to seeing in 2006. Young people are waiting longer to start families. They desire housing in urban centers, coupled with transit-oriented development. Student loan debt continues to drag down opportunities for single-family housing. Labor participation rates are continuing to decline.

David Fitzhugh noted that FARs are an important component in both the City Center and the Freeway Specific Area Plan, which are long range plans. This amounts to about 10 million square feet of planned office space in 200 acres. There is substantial high-density residential housing planned as well. Staff intends to explore how the annual absorption rate plays into this bigger picture. The City Council visioning session will discuss this topic in greater depth. Mr. Fitzhugh said cities are organic, and they evolve over time. Economic development and employment opportunities are important. The development community needs to understand that Avondale is open for business, and the City needs to listen to their ideas so that the outcome suits both sides.

Mayor Weise said he believes in the goal for City Center, but after six years, the plan should be assessed for what is working and what is not. The City should either confirm its vision and market City Center so that the development community understands what Avondale wants to do there, or the plan should be tweaked to make it more flexible.

Council Member Vierhout said he understands that plans need to be adjusted, but once land is used for a particular purpose, it essentially determines how it will be used from that point on. The development community wants to build and can sell quickly. City Council has to consider what the community is going to be like in future generations, not just build whatever project has the quickest turnaround. Some of the details may need to be adjusted, but the long-term vision must remain. Development is slow in the Phoenix area anyway so anything built now would probably sit vacant. This climate provides the community with the opportunity to contemplate what Avondale will look like in 50 to 100 years.

Council Member Karlin said she likes the City Center vision, but it may need to be tweaked to attract more development. The City's relationship with developers is part of its branding. It has been frustrating to see Avondale lose out on development that neighbors have been getting.

Council Member McDonald said the City spent much time thinking about these plans and he likes what staff proposed. City Center is ambitious, but it only affects a small part of the city. It serves as a gateway. Homebuilders will pitch what they want to sell and will describe anything they do not like as impossible. He does not want to let developers limit Avondale's aspirations. Avondale may not have built office space in the last six years, but neither have other cities. Avondale's impact fees are cost neutral, so if neighboring cities set them below cost recovery, they are essentially asking existing residents to incentivize new homes. New home construction does not drive the economic development that creates income. If the City does not have another source to create tax revenue, then the City is built and run on the backs of homeowners. He said he is willing to be flexible on City Center, so long as the vision is not compromised. Future City Councils should not be locked into current decisions.

Council Member Kilgore said he sees positive growth, and businesses are coming to Avondale. Plans occasionally have to be tweaked in response to current realities, but plans are made for people, and the City Council has the responsibility to look out for citizens. He said he is willing to discuss the changes necessary to better push Avondale forward.

Vice Mayor Scott said the City Center plan was already underway in 2006 when he joined City Council. The economy was booming then, and the plan looked promising. In the six years since, not much has happened. While he believes that growth should pay for itself, he understands that having a family living in a neighborhood for three years brings value to the community as well. If impact fees have to be discounted, the City should measure the value of having a home occupied. He advised that City Council develop a plan for easing the restrictions on City Center just in case a rapid response becomes necessary to move the city forward. It will take time to develop a plan and one should be made ready even if it is not ultimately used. He encouraged City Council to keep an open mind and remember that reasonable people can disagree.

Council Member Vierhout said Avondale should try to get homes built in neighborhoods that were never completed before building new neighborhoods. Council Member McDonald felt that City should be willing to listen to anyone who has a good idea regarding City Center. If their proposal does not fit the vision for that area, they City should help them find another place in Avondale that would. There is a difference between economic development and economic sprawl. The latter is just doing more of the same over and over again, where the former is doing something unique and special.

Council Member Iwanski said young families should be attracted to Avondale considering all of its amenities. Older generations are looking to downsize to smaller and lower maintenance lots. The City should be able to tweak its housing mix to accommodate these populations. It is just as important to retain business as recruit new business. He encouraged staff to talk to existing Avondale employers large and small to find out what brought them here and what they need to stay here. Avondale should be talking to businesses at Goodyear Airport regarding what spinoff development might be available in adjacent Avondale.

Mayor Weise said Avondale will not build projects just to build, but quality development that might not fit into the City Center plan is still possible. The majority of what's on Avondale Boulevard represents City investment of resident dollars. The City should not simply approve whatever developers want to build, but it is inaccurate to say that the development community is only interested in a quick buck. Lakin Ranch, for example, wants to be invested in the community for 20 years, and their project is outstanding. It has been tweaked over time as the situation has changed. The only way private business will come to City Center is if the plan becomes more flexible. He encouraged staff to use their relationships with those they trust in the development community to find out what they need in order to buy into the City Center vision. The Gateway has been a true success. In FY2014, Scottsdale issued 6,715 commercial, multi-family, single-family, and office building permits, and 8,300 the year before. They have not slowed down. Avondale can do better.

## 9 ADJOURNMENT

There being no further business before the Council, Council Member Vierhout moved to adjourn the regular meeting. Vice Mayor Scott seconded. The motion carried unanimously.

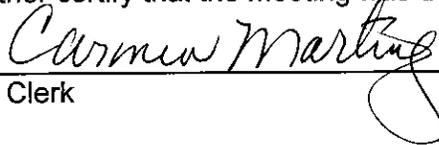
City Council meeting adjourned at 9:35 p.m.

  
\_\_\_\_\_  
Mayor Weise

  
\_\_\_\_\_  
Carmen Martinez, MMC  
City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Regular Meeting of the Council of the City of Avondale held on the 15th day of December, 2014. I further certify that the meeting was duly called and held and that the quorum was present.

  
\_\_\_\_\_  
City Clerk