

Minutes of the Regular Meeting held July 6, 2015 at 7:00 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Kenn Weise and Council Members

Stephanie Karlin, Vice Mayor
David Iwanski
Bryan Kilgore
Jim McDonald
Sandy Nielson
Lorenzo Sierra

ALSO PRESENT

David Fitzhugh, City Manager
Gina Montes, Assistant City Manager
Kevin Artz, Assistant City Manager
Tracy Stevens, Engineering and Development 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 CITY MANAGER'S REPORT

a. NEW EMPLOYEE INTRODUCTION - KIRK HAINES, PARKS, RECREATION AND LIBRARIES DIRECTOR

City Manager David Fitzhugh introduced Mr. Kirk Haines as the city's new Parks, Recreation and Libraries Director. He indicated he brings a set of skill that should allow him to tackle the PRLD's ongoing and future projects. Mr. Haines indicated he is excited to be part of the team.

b. NEW EMPLOYEE INTRODUCTION - SHAWN KREUZWIESNER, ASSISTANT PUBLIC WORKS DIRECTOR

City Manager David Fitzhugh introduced Mr. Shawn Kreuzwiesner as the city's new Assistant Public Works Director. Mr. Kreuzwiesner indicated he has been on the job for three weeks and is looking forward to many more.

3 UNSCHEDULED PUBLIC APPEARANCES

Brenda Sand, expressed her support of Pammy's Second Chance Rescue. She expressed admiration for the work done by Pam to protect animals. She encouraged the Council to waive the fee for the variance she has requested.

Pam Boren, indicated she has been working diligently to bring her property into compliance. She requested for a waiver of the \$1,070 fee for the variance she has applied for. Mayor Weise directed City Manager to follow up with Ms.. Boren.

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.

a. APPROVAL OF MINUTES

1. Regular Meeting of May 4, 2015
2. Work Session of June 15, 2015
3. Regular Meeting of June 15, 2015
4. Special Meeting of June 15, 2015

b. LIQUOR LICENSE - PERSON TRANSFER OF SERIES 6 BAR LICENSE – WILD WILLY'S CANTINA

An application submitted by Ms. Vonda Christina Alexander for a person transfer of a Series 6 Bar License to sell all spirituous liquors at Wild Willy's Cantina located at 613 E. Western Avenue in Avondale.

c. CONTRIBUTIONS ASSISTANCE PROGRAM FY 2016

Funding recommendations made by the City Council Subcommittee for distribution of the proposed \$80,000 Contributions Assistance Program fund.

d. SETTLEMENT AGREEMENT HMC-CH L.L.C. - MCDOWELL ROAD IMPROVEMENTS

A Settlement Agreement with HMC-CH L.L.C., Inc. in the amount of \$50,000 plus certain improvements and authorize the Mayor, or City Manager and City Clerk to execute the necessary documents.

e. CONTRACT AWARD - CITYWIDE PRINTING SERVICES - AZ CORRECTIONAL INDUSTRIES, CENTURY GRAPHICS AND DI-MOR BUSINESS FORMS.

Contract awards to AZ Correctional Industries, Century Graphics and Di-Mor Business Forms to provide printing services to the city and authorize the Mayor or City Manager and the City Clerk to execute the appropriate documents.

f. CONTRACT RENEWAL AND VEHICLE LEASE AGREEMENT - AREA AGENCY ON AGING FY 15-16

Recommendation for approval of (i) renewal of a contract with Area Agency on Aging for FY 2015-2016 in the amount of \$300,564; and (ii) a Vehicle Lease Agreement in the amount of \$3 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

g. FIRST AMENDMENT TO LEASE AGREEMENT WITH GARDEN PATCH

First amendment to the land lease agreement with The Garden Patch to provide a one-time allocation of funds in the amount of \$3,000.00 to be transferred from the General Fund Contingency Fund and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

h. SALT RIVER PROJECT LAND USE LICENSE

A Land Use License with Salt River Project to allow the City to use Licensed Property for ingress and egress and for the installation, operation, maintenance, and/or removal of

City-owned equipment and materials related to SRP's wellsite and the City's water system and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

i. RESOLUTION 3262-715 INTERGOVERNMENTAL AGREEMENT - AGUA FRIA UNION HIGH SCHOOL DISTRICT #216 FOR SCHOOL RESOURCE OFFICER PROGRAM

A Resolution authorizing an Intergovernmental Agreement with the Agua Fria Union High School District #216 to share the cost of providing a School Resource Officer during the 2015/2016 school year and authorized the Mayor or City Manager and City Clerk to execute the necessary documents.

j. RESOLUTION 3263-715 AMENDMENT 1 TO INTERGOVERNMENTAL AGREEMENT WITH ADOT

A Resolution approving the first amendment to the Intergovernmental Agreement with ADOT for the Traffic Sign Management System Project, to correct the ADOT Project Management Design Review funding source from local to federal and authorized the Mayor or City Manager and City Clerk to execute the necessary documents.

k. RESOLUTION 3264-715 - GRANT AGREEMENT WITH FIRST THINGS FIRST SOUTHWEST MARICOPA REGIONAL PARTNERSHIP COUNCIL

A Resolution approving a grant agreement with the First Things First Southwest Maricopa Regional Partnership Council to receive \$175,000 for services to be provided to families with children younger than age five, and authorized the Mayor or City Manager and City Clerk to execute the necessary documents.

Council Member McDonald moved to approve the consent agenda as presented including resolutions 3262-715, 3263-715 and 3264-715. Council Member Kilgore seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member McDonald	Aye
Council Member Iwanski	Aye
Council Member Nielson	Aye
Mayor Weise	Aye
Vice Mayor Karlin	Aye
Council Member Kilgore	Aye
Council Member Sierra	Aye

Motion was carried unanimously.

5 RESOLUTION 3265-715 - SETTING THE PROPERTY TAX LEVY FOR FY 2015-2016

A Resolution setting the property tax levy for fiscal year 2015-2016, in the amount of \$5,900,274.

City Manager David Fitzhugh indicated that the council held the required public hearing for this item on June 15th.

Council Member Nielson moved to adopt Resolution 3265-715 setting the property tax levy for fiscal year 2015-2015 in the amount of \$5,900,274. Council Member Kilgore seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member McDonald	Aye
Council Member Iwanski	Aye
Council Member Nielson	Aye
Mayor Weise	Aye
Vice Mayor Karlin	Aye
Council Member Kilgore	Aye
Council Member Sierra	Aye

Motion was carried unanimously.

6 UPDATE BILLBOARDS ALONG THE I-10 FREEWAY CORRIDOR

An overview of the billboard activity and development within the west valley freeway corridors and provide feedback and direction regarding whether to pursue the construction and placement of billboards along Interstate 10.

City Manager David Fitzhugh indicated that while billboards are prohibited in the zoning ordinance, property owners have been approaching the city recently regarding billboards as it is another way for them to generate income.

Tracy Stevens, Engineering and Development Services Director commented that in 2009 the Council approved an amendment to the sign ordinance that prohibited billboards along the freeway corridor. In 2013, the council directed staff to prepare and release an RFQ for one billboard on city property for which no bids were received. The reason given was that it was too close to the power line.

Ms. Stevens indicated that due to the large amount of available vacant land along the I-10, staff has recently received a few inquiries from billboard companies. She reviewed that along SR 101 there are 19 billboards between McDowell and Northern Avenue which are within the cities of Glendale and Phoenix, Tolleson has two and Goodyear has approved two billboards with license agreements. Goodyear, Scottsdale and Peoria prohibit billboards. Tempe allows new billboards contingent on the removal of an existing static billboard. Glendale and Maricopa County allow them.

She added that two new static billboards are being proposed in a property within Maricopa County located west of Avondale Blvd. along the I-10. Maricopa County has granted a variance and staff is working with the County on the design of those signs to be able to incorporate the Avi and other design features. Ms. Stevens explained the difference between static and digital billboards. She added that digital billboards can be used for amber alerts. They typically turn on at sunrise and turn off at 11 pm.

Ms. Stevens indicated staff has put together some points to consider in putting together development standards:

- Development Standards that are consistent with other city codes
- Typical size is 60-80 feet in height and 675 S.F. sign face area
- 1,000 feet of linear frontage, 1,000 foot spacing requirement from another billboard
- Design Review to be compatible with surrounding area, and City designs.

To conclude, Ms. Stevens reviewed four options the council may consider:

1. Make no changes to the zoning ordinance. Pylon signs will continue to be allowed but digital signs would need to obtain a sign exception for the Council
2. Allow static or digital billboards only on city property with development standards, however Ms. Stevens indicated that there is very limited city owned property along the freeway
3. Allow static or digital billboards on an individual basis via a development agreement or license agreement similar to what Goodyear and Tolleson do
4. Amend the Sign Ordinance to allow static or digital billboards on commercial properties with development standards

Mayor Weise indicated that this is a policy decision the council needs to make.

Vice Mayor Karlin commented that a previous Council had already made a decision regarding this issue, and expressed frustration over the county allowing billboards to be built in properties that are within Avondale's boundaries but under their jurisdiction. She agreed that this is a policy decision the council needs to make and suggested having a work session to study the issue more closely.

In response to a question from Mayor Weise regarding license agreements, Ms. Stevens indicated that cities receive between 10,000 to 3,000 per month in revenue. Staff has not received any offers or discussions with developers for similar deals.

Council Member McDonald commented that he would prefer that nothing changes with regards to billboards. He prefers considering billboards on a case by case basis, but would be in favor of putting some guidelines in place to use when a request comes in as part of a project.

Council Member Nielson agreed with Council Member McDonald but would like signs to be smaller, more spread out and have them turn off at night. She would also like to get a percentage of the lease.

Council Member Kilgore suggested that staff look into ways to benefit from the billboards by building and leasing them on city property. He commented that billboards would also stimulate economic investment and would provide a way for the city to promote events, etc. City Manager commented that there is very limited city owned property along I-10, some of which is a park and the council would need to determine whether they would like to mix billboards with park use. He added that private property owners are likely not going to be

willing to share revenue with the city. Council Member Kilgore indicated he is in favor of allowing static or digital billboards only on city property with development standards.

Council Member Iwanski commented that as a member of the Planning Commission, he went on the record as not being in favor of billboards. However, in an effort to keep an open mind he is willing to consider on a case by case basis as part of a development or license agreement or as part of a project. He concluded by saying he would prefer not to have billboards along I-10 but could live with option #3.

Council Member Sierra commented that technology has changed considerably over the last few year and billboards are now a very powerful tool for communication. In the spirit of continuing the spirit of the wayfinding sign program adopted by the council recently, he would be in favor of option #3, allowing billboards and use them as a branding tool and focusing on time share rather than revenue share.

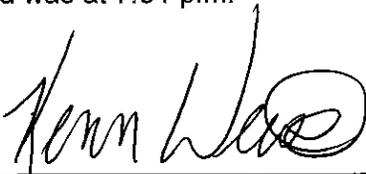
Mayor Weise indicated that council has made some good points. He said he enjoys the dark skies when he commutes to work before sunset and believes the signs take away from the beauty of the landscape, but also agrees with the developers as they need to have an opportunity to advertise their projects. He agreed that development standards and guidelines are needed and they should be reviewed by the Planning Commission before being considered by Council.

Mr. Fitzhugh summarized the discussion and indicated that council appears to be interested in considering requests on a case by case basis when they are tied to a project and not on vacant property. He added that a work session could be scheduled for some time in September.

7 ADJOURNMENT

There being no further business before the Council, Council Member Nielson moved to adjourn the meeting; Council Member Kilgore seconded the motion. Motion was carried unanimously.

The City Council regular meeting adjourned was at 7:51 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 6th day of July, 2015. I further certify that the meeting was duly called and held and that the quorum was present.



City Clerk

