



ENVISION GLENDALE
2040

**General Plan Update
& Steering Committee**

May 7, 2014
Steering Committee Workshop






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Agenda

1. Welcome and Introductions
2. General Plans – An Overview
3. Glendale General Plan Update
4. Public Involvement
5. Schedule / Next Steps
6. Questions and Answers





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Introductions

- City staff present
 - Jon Froke, AICP Planning Director
 - Thomas Ritz, AICP Senior Planner


- Steering Committee members
 - Name
 - District or group you represent
 - Describe your major interests in the Update

Matrix
DESIGN GROUP



General Plan Update Consultant


- **Matrix Design Group** was selected to perform the General Plan Update based on an open solicitation by the City of Glendale
- The Matrix project team includes:
 - Celeste Werner, AICP Project Manager
 - Rick Rust, AICP Deputy Project Manager
 - Bren Cox Associate Planner



Matrix Experience

- Matrix staff have completed numerous General Plans and General Plan Updates throughout the State of Arizona and across the country


<ul style="list-style-type: none">▪ Peoria General Plan▪ Goodyear General Plan▪ Florence General Plan▪ Eloy General Plan▪ Wickenburg General Plan▪ Pinetop-Lakeside General Plan▪ Paradise Valley General Plan▪ Oro Valley General Plan Elements▪ Casa Grande Life-on-Main▪ Mesa Downtown Plan▪ Chandler Downtown Plan	<ul style="list-style-type: none">▪ Ridgecrest General Plan▪ San Luis Obispo General Plan▪ Lincoln General Plan▪ Stockton General Plan▪ Lake County General Plan▪ Inyo County General Plan▪ Half Moon Bay General Plan▪ Indio General Plan▪ Tulare General Plan▪ Crescent City General Plan
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Steering Committee


- Over ten years ago, as part of the development of Glendale 2025, a steering committee known as the General Plan Focus Group was formed
- The Focus Group assisted staff and built capacity for support of the planning endeavor
- The Steering Committee that was formed this year through City Ordinance No. 2872 (dated January 14, 2014) will assist with the development of Glendale 2035 and will provide guidance to staff and to Matrix



Steering Committee (cont.)


- In accordance with current practices, recruitment was processed by the Government Services Committee (GSC)
- Additional members consisting of business and community leaders selected by staff were recommended to GSC and Council for appointment
- On May 7, 2014 the initial meeting of the Steering Committee will take place and we are all excited to continue to work on the Update





Steering Committee (cont.)


- The Steering Committee will assist with the development of Glendale 2035 and will provide guidance to staff and Matrix Design Group by:
 - Providing insight on issues and opportunities
 - Reviewing documents and providing comments
 - Provide a “sounding board” for ideas and alternatives
 - Assist in developing a plan that reflects local needs
- The Steering Committee is an advisory body that provides recommendations to the Planning Commission and City Council
- The Planning Commission will be heavily engaged in the Update as well



Guidelines – Communications



- **Document Sharing.** Documents provided are usually “Committee Drafts” and are meant to be used only by committee members.
- **Ambassadors.** You are responsible for helping get the word out about the update, upcoming workshops, etc.
- **Meeting Protocols**
 - Respect those speaking
 - All inputs are valuable
 - Encourage participation by all members
 - The facilitators will assist in moving the discussion forward
 - You each should use the perspective of the group or area you represent, but also consider what is best for the overall city.






Guidelines – Meetings


- **Facilitation.** Meetings will be facilitated by Matrix.
- **Parking Lot.** A “parking lot” will be used to record topics that require discussion at a later date.
- **Homework.** Come prepared to each meeting. If you find information that is beneficial, provide a copy to Jon Froke for distribution.
- **Attendance.** Meetings will start and end on time. Let Jon Froke know if you cannot attend.
- **Missed Meeting.** It is your responsibility to read meeting materials and notes so the entire committee does not need to review items previously discussed.





Guidelines – Decision Making

- **Quorum.** 50% + 1 member required for any meetings and decisions
- **Consensus.** Consensus means that everyone can live with the decision. Doesn't mean everyone supports 100%.
- **Voting.** Voting will not be used often and will only be used if direction is unclear.






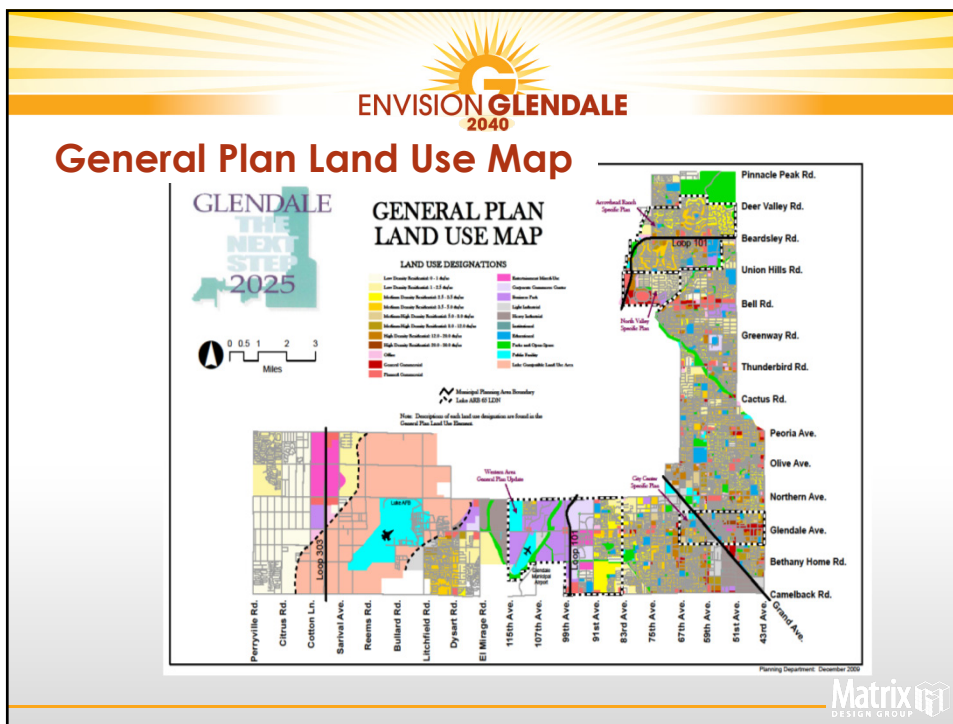
2. General Plans – An Overview



What is the General Plan?

- The General Plan represents Glendale's vision for the future and the land use, goals, policies and programs that will guide the community in achieving this vision.
- The General Plan:
 - Is required by state law
 - Serves as the official policy statement for the city to guide the public and private development of the community
 - Guides new development and redevelopment initiatives
 - Must be updated approximately every 10 years
 - Many Valley cities have recently completed their General Plan updates or are in the process of doing so






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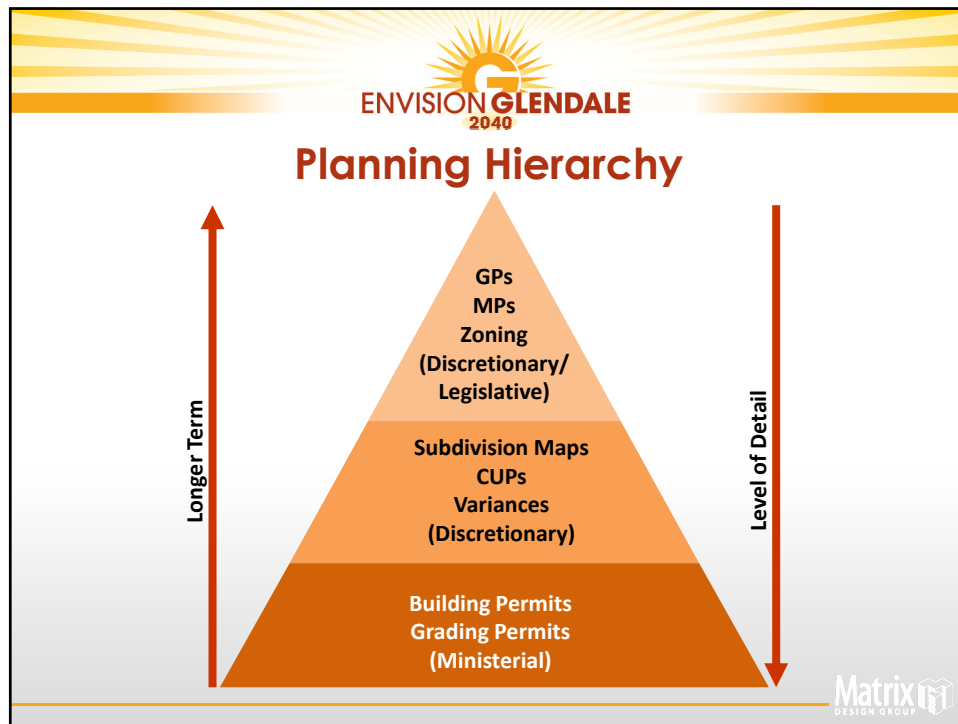
General Plan Policy

- The General Plan is also comprised of the goals, policies, and implementations that guide decision making




Glendale 2025 The Next Step General Plan

Adopted by City Council on May 28, 2002
Ratified by the Voters on November 5, 2002
Effective date December 1, 2002




3. Glendale General Plan Update

Matrix DESIGN GROUP



Why Update the General Plan?

- Update the community vision to cover the next 20 years
- Provide a current information base
- Promote economic development
- Address the City's growth areas and recent growth trends
- Improve and update the implementation plan
- Provide opportunities for citizen participation in planning



General Plan Update


- The City is updating the current General Plan
 - The update will reflect current conditions such as the development of employment and transportation corridors of Loop 101, Loop 303 and Northern Parkway
 - Will recognize the Sports & Entertainment District
 - Further Glendale's partnership with Luke Air Force Base
- Work on the update will continue through the rest of the year, through 2015 and into 2016
- City Council approval and voter approval will be required
- General Election is planned for November 8, 2016





Basic Content Requirements

- Arizona State Law (Arizona Revised Statutes Title 9, Chapter 4, Article 6) requires 17 General Plan elements
- The current General Plan includes 19 elements
 - 15 (of the 17) State required elements
 - 4 elective elements (not required by the State)
 - 2 of the State required elements are new requirements, and need to be added to the General Plan





Basic Content Requirements

<p>Required by State</p> <ul style="list-style-type: none"> ■ Land Use ■ Circulation ■ Housing ■ Conservation, Rehabilitation, and Redevelopment* ■ Public Services and Facilities ■ Public Buildings ■ Conservation of Resources ■ Recreation ■ Safety ■ Bicycling ■ Growth Areas ■ Cost of Development ■ Open Space ■ Environmental Planning ■ Water Resources 	<p>Elective Elements</p> <ul style="list-style-type: none"> ■ Urban Design ■ Historic Preservation ■ Fiscal ■ Economic Development <p>New Required Elements</p> <ul style="list-style-type: none"> ■ Energy ■ Neighborhood Preservation and Revitalization <p>Missing Required Element Sections</p> <ul style="list-style-type: none"> ■ Aggregates ■ Building Setbacks and House Numbers ■ Conservation and Removal of Slum and Blight ■ Evacuation Routes
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* Redevelopment and Neighborhood elements in Glendale GP







Overview of New Required Elements


- **Energy Element** requirements:
 - A component that identified policies that encourage and provide incentives for efficient use of energy.
 - An assessment that identifies policies and practices that provide for greater uses of renewable energy sources.

- **Neighborhood Preservation and Revitalization Element** requirements:
 - A component that identifies city programs that promote home ownership, that provide assistance for improving the appearance of neighborhoods and that promote maintenance of both commercial and residential buildings in neighborhoods.
 - A component that identifies city programs that provide for the safety and security of neighborhoods.

Overview of Elements Being Updated

- Updates will focus on the Land Use, Growth Areas, Circulation, Energy and Neighborhood Preservation Elements
 - The **Land Use Element** will be updated to
 - reflect the Loop 303 project and the Sports Entertainment District
 - redefine growth areas in the developing areas of the Westside and Luke AFB environs
 - State • sources of currently identified aggregates from maps that are available from state agencies
 - State • policies to preserve currently identified aggregates sufficient for future development and policies to avoid incompatible land uses





Overview of Elements Being Updated (cont.)


- The **Growth Areas Element** will be updated based on growth trends over the last decade and identify growth nodes and how they play into the City as a whole.
- The **Circulation Element** will be updated to
 - reflect the expansion of the Valley Metro light rail system
 - State • reflect building setback requirements and the delineations of such systems on the land
 - State • a system of street naming and house and building numbering and other matters as may be related to the improvement of circulation of traffic



Additional Updates Needed



- The **Neighborhood Element** must be updated to include:
 - State • the elimination of slums and blighted areas
- The **Safety Element** must be updated to include:
 - State • evacuation routes






Overview of Update Tasks


- **Public Involvement Plan**
 - Develop a Citizen Participation Plan to engage the public in the Update process
- **Existing Conditions and Trends Update**
 - Collect and compile existing plans, studies, and analysis documents from City departments and summarize via “White Papers”
- **Opportunities and Challenges**
 - Basis for determining initial areas that need to be addressed
- **Visioning**
 - Review and update vision statement, if appropriate



Overview of Update Tasks (cont.)


- **Alternatives**
 - Identify range of options to be considered
 - Review trade-offs associated with each
- **Plan Elements**
 - Development and update to the existing General Plan elements
 - Development of missing elements
- **Public Hearings**
 - Final review and hearings
- **Final Deliverables**
 - Production and delivery of General Plan Update and maps





Existing Conditions/Trends Update

- Collect and compile updated information and reports from City departments and other sources
 - Provides a “snapshot” in time
 - Describes trends and existing conditions
 - Provides a foundation for development of solutions (need to understand the conditions being addressed)
 - Tool to measure progress
 - Provides support for future decision making



Opportunities and Challenges


- Based on:
 - Interviews
 - Steering Committee inputs (next meeting)
 - Public workshop inputs
 - Technical review and insight






Updating Vision Statement


- The General Plan's Vision Statement will be updated to reflect the City's vision for the next 20 years
- Current Vision Statement:
 - The City of Glendale's Next Step, toward 2025 and beyond, is founded on dynamic community spirit, accountability for quality of living excellence and fiscal responsibility. Our desire is to achieve all-encompassing balance in a community that is friendly, nurturing and safe for all citizens. Glendale's image is progressive with emphasis on family values including: education, outdoor enjoyment, culture and economic vitality. We support economic and social diversity from well-maintained, clean, visually attractive urban neighborhoods to the spacious, outlying rural areas that remind us of our agricultural heritage and strongly support the mission of Luke Air Force Base.



Alternatives

- Key opportunities and challenges may have more than one solution
- Matrix will provide information on the ramifications (trade-offs) of choices and assist all in making a choice that best fits the needs of the community






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Developing General Plan Elements

Guide for the future

- **Goal**
 - Desired future condition
- **Policy**
 - Specific measure, program, procedure, or technique to carry out plan goals



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Implementation

- Focus on actions that can be done
- Provide the who, what, and when
- Be realistic regarding:
 - Reasonable regulation
 - Responsive administration
 - Available resources (staffing / funding)






4. Public Involvement



Who is Guiding this Effort?


- The community of Glendale
- The City Council and Planning Commission
- A Steering Committee of residents was appointed by the City Council to help guide the development of the Update
- The above are supported by City staff and the consultant team (Matrix Design Group) who will be providing the technical work needed to develop the Update






Public Participation

- City Council District meetings
- Public workshops and open houses
 - Issues and opportunities
 - Draft General Plan Update
- General Plan Update website
 - www.glendale2040.com
 - Follow us on Facebook and Twitter
- Online survey
- Sign-up for eBlasts and eNewsletters about the project
- News media / public service announcements



5. Schedule / Next Steps






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Project Schedule

- The General Plan Update process began in the spring of 2014 and will continue through the year 2016
- Public involvement and engagement will be a critical element to the Update throughout the process




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Project Schedule (cont.)



- Project kickoff workshop for City Council and Planning Commission
 - Present final project schedule, work program, and public involvement plan
 - Obtain feedback on the issues needing to be addressed
- Plan development workshop for Planning Commission
 - Obtain input on the Pre-Draft General Plan
- Pre-Draft plan workshop for Planning Commission
 - Obtain feedback from the Planning Commission on the Draft General Plan
- Approval of General Plan Update
 - per Arizona Revised Statutes Title 9, Chapter 4, Article 6
 - **Planning Commission Review and Public Draft**
 - 60 day public review
 - Two public hearings required, held in different locations in the City
 - **City Council approval**
 - One public hearing to review and adopt the General Plan
 - **Voter approval is required**
 - General Election is planned for November 8, 2016



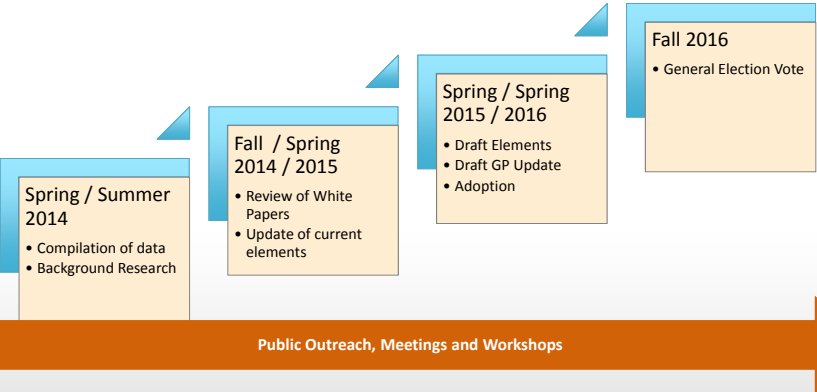


What Happens After Council Approval?

- Will go to General Election for approval by citizens
 - November 8, 2016
- Once ratified by the voters, the GP is effective for up to ten years.




How long will this process take?



- Spring / Summer 2014**
 - Compilation of data
 - Background Research
- Fall / Spring 2014 / 2015**
 - Review of White Papers
 - Update of current elements
- Spring / Spring 2015 / 2016**
 - Draft Elements
 - Draft GP Update
 - Adoption
- Fall 2016**
 - General Election Vote

Public Outreach, Meetings and Workshops





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