



**STEERING COMMITTEE MEETING MINUTES
MEETING #3
CITY OF GLENDALE GENERAL PLAN UPDATE
CITY HALL
CONFERENCE ROOM B-3
5850 GLENDALE AVENUE
GLENDALE, ARIZONA
OCTOBER 1, 2014
5:30 PM**

CALL TO ORDER

The meeting was called to order at approximately 5:30 p.m.

ROLL CALL

Committee Members Present: David Coble, John Geurs, James Grose, Gary Hirsch, Danielle Martinez, Martin Nowakowski, Rebecca Ontiveros, Thomas Orlikowski, Tom Schmitt, Dr. Frank Sisti, Leslie Sheeler, Charles Whiffen, Kenneth Wixon, Erminie Zarra, and Barbara Plante.

City Staff Present: Jon Froke, AICP, Planning Director; Thomas Ritz, AICP, Senior Planner; Tom Dixon, Senior Planner; and Patti King, Recording Secretary.

Matrix Design Group Representatives Present: Rick Rust, AICP, Deputy Project Manager, Bren Cox, Associate Planner, and Dan Barusch, Planner.

WELCOME/INTRODUCTIONS: Mr. Froke welcomed all those in attendance.

LOYALTY OATHS: Mr. Dixon presented Loyalty Oaths were sworn for those committee members who had not been present at the previous meetings.

OVERVIEW OF PLANNING: Mr. Froke made a presentation to provide an understanding of the planning function in Glendale, the Glendale Planning Division, examples of planning in Glendale today, the profession of urban planning, planning related professions and groups with whom planning professionals interface. He provided the department's mission statement, an overview of Glendale's incorporated areas as well as possible annexation areas. He listed Glendale's Planning Division's services and described the hierarchy of planning in Glendale, emphasizing the importance the General Plan plays. The framework of the General Plan was reviewed. It was noted this is a high level policy document intended to serve as a framework for other planning-related decisions that guide the development of Glendale.

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Mr. Froke highlighted Glendale's General Plan 2025, showing the land use map approved in 2002, the current land use division in terms of total acreage, and projected land use as the city looks at eventual build out. He provided examples of development projects taken through the process in recent years. Mr. Froke reviewed the citywide aesthetics program, demonstrated how GIS tools support planning efforts. The 2014-15 planning initiatives, including the General Plan update, were reviewed. Mr. Ritz explained in detail what an overlay district is and how it allows flexibility in zoning districts. The Glendale Centerline Overlay District was explained, and Mr. Ritz clarified that uses can opt to be part of the district.

DEMOGRAPHIC OVERVIEW: Mr. Rust compared Glendale's population growth to that of Phoenix and discussed how this information is used in the General Plan update process. Other information presented by Mr. Rust will be important in the General Plan update process, including: education level attainment, housing values, mix of housing, residual housing age, major employers, workforce statistics as a percent of total population, household income, population projections, housing unit and employment growth.

QUESTIONS AND ANSWERS: Mr. Larsen asked how Glendale's home ownership versus rentals compares to the rest of the Valley. Mr. Rust answered that ownership in Glendale is 54% versus rentals at 44%, and estimated this is higher than some areas but falls largely in the middle when compared to the entire Valley.

In response to a question by another committee member, Mr. Rust said that the group will be looking at transportation corridors, including an evaluation of development activity around those corridors. For example, the group will consider intensification of development around transit stations.

Mr. Hirsch noted that state shared revenues are shrinking and will impact the city's budget. He hopes the entire update team will work to create balance in uses that recognize the impact of the cost to the city of the various types of development.

Mr. Grose suggested the high school dropout rate seemed low. Mr. Rust said it would be important for the committee to consider changes in this number over the plan years.

A committee member asked if the document will plan toward projection numbers or goals set by the city council. Mr. Rust answered that the team will look at numbers as they relate to Glendale's projected future. He described how certain exercises will be used to balance a mix of numbers. Additionally, the cost and implications of all decisions will be carefully weighed.

In response to a question from another committee member about growth in the West Valley as opposed to the East Valley, Mr. Rust explained that the growth shift is actually going toward the North Valley and the West, and the team will evaluate this trend. He confirmed the team will assume continued growth from California in terms of population and businesses.

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ADJOURNMENT: In closing the meeting, Mr. Froke thanked everyone for their input. The meeting was adjourned at 7:05 p.m.