

***PLEASE NOTE: Since the Glendale City Council does not take formal action at the Workshops, Workshop minutes are not approved by the City Council.**



**MINUTES OF THE
GLENDALE CITY COUNCIL WORKSHOP SESSION
Council Chambers – Workshop Room
5850 West Glendale Avenue
May 17, 2011
1:30 p.m.**

PRESENT: Mayor Elaine M. Scruggs and Councilmembers Norma S. Alvarez, Joyce V. Clark, Yvonne J. Knaack, H. Phillip Lieberman, and Manuel D. Martinez,

ABSENT: Vice Mayor Steven E. Frate

ALSO PRESENT: Ed Beasley, City Manager; Horatio Skeete, Assistant City Manager; Craig Tindall, City Attorney; and Pamela Hanna, City Clerk

1. GLENDALE CENTERLINE UPDATE

CITY STAFF PRESENTING THIS ITEM: Dick Bowers, President, R.A. Bowers and Associates; Jim Colson, Deputy City Manager; Erik Strunk, Interim Executive Director, Parks, Recreation and Library; Brian Friedman, Director, Economic Development; Julie Watters, Acting Deputy Communications Director, Marketing

This is an opportunity for staff to provide City Council with an update on Centerline activities and recent successes.

The Centerline initiative is consistent with Council's goal of one community with a vibrant city center and one community with high-quality economic development. This program focuses on facilitating private business investment, job creation, and the development of shopping and entertainment opportunities in downtown Glendale.

Glendale Centerline is a geographic area bounded by 43rd Avenue to 67th Avenue, Myrtle Avenue to Ocotillo Road.

Recent growth in Centerline includes the addition of several new business partners, the development of diverse housing for residents, the establishment of an arts initiative, and the various outreach efforts to draw visitors to Centerline:

- Southwest Ambulance recently made two significant investments in Centerline. The company established their West Valley Operations Center at 5222 West Glendale Avenue and is locating their Dispatch Operations to the Promenade at Paltaire at 5835 West Paltaire Avenue.
- Gorman & Company recently completed Glendale Lofts. This is an in-fill development consisting of 28 dwelling units. A 100% occupancy rate has already been realized at the complex located at 6835 North 63rd Avenue.
- Multi-Enterprise, Inc. purchased a 43,000 square foot building at Myrtle and 67th Avenues that will initially staff 20 employees with plans to hire more in the coming years.
- The city has also created an arts initiative within Centerline comprised of “First Saturdays” which provides an opportunity for local artists to showcase their talents and attracts hundreds of visitors to Centerline on the first Saturday of each month. Another aspect of the arts initiative includes artists painting downtown fire hydrants with unique design themes which were solicited from more than 800 Glendale students.
- The city’s Marketing Department and Convention and Visitors Bureau have both made significant gains in drawing people to Centerline through creative cross promotional opportunities, press coverage, and relationship building within the Centerline business community.

On October 19, 2010, Council discussed Centerline and the Overlay District at the City Council Workshop.

On December 1, 2009, Council reviewed and discussed Centerline and the Overlay District at the City Council Workshop.

On May 28, 2009, Council attended a special workshop at Arizona State University (ASU) Decision Theatre where the Spring Design Studio presented its report and vision for the Glendale Centerline Project.

In January 2009, Council entered into an intergovernmental agreement with ASU to begin work to provide urban design solutions related to the Glendale Centerline Project.

In May 2008, discovery trips were completed by the Mayor, Council, and staff to cities in Southern California, the greater Denver area and the greater Portland area. These visits assisted in the development of a set of core principles, policy options and images that will help define the downtown vision and create a frame of reference for continued dialogue.

At the March 18, 2008, August 12, 2008, and December 16, 2008 City Council Workshops, Council engaged in dialogue facilitated by Richard Bowers regarding Council's efforts to enhance the vitality of the Glendale Avenue Corridor and create a vibrant city center.

At the Glendale City Council Goal Review and Strategic Planning Retreat held on November 26, 2007, Council discussed key objectives and goals for FY 2008-2009. The primary objective identified by Council was a desire to create a clear vision for redevelopment and revitalization within the city

Centerline will reinforce the spirit of community, promote Glendale's image and attractiveness throughout the region and nation, and continue to ensure the city's economic foundation.

On June 24, 2010, staff presented the Overlay District to the Board of the Glendale Chamber of Commerce.

On January 20, 2010, staff met with representatives from the Glendale Centerline Business Alliance to seek their input with the Overlay District.

On December 10, 2009, a Centerline Open House was held at the Glendale Civic Center for the public.

On February 26, 2009, a Centerline Property Owner Breakfast was held, and on March 11, 2009, a Centerline Business Owner Breakfast was held. Both events took place at the Glendale Civic Center.

Through the months of November and December 2008, the Roving Centerline Booth project was conducted as a way to inform residents about the project and gather citizen feedback and input. Staff took the booth to residents throughout the following areas: Arrowhead Towne Center, the Main Library, the Community Center, Foothills Aquatic and Recreation Center, the Adult Center, various city parks, and during Glendale Glitters.

On October 22, 2008, a Small Group Workshop, conducted by ASU, was held at the Glendale Adult Center. This workshop included a variety of citizen participants, community leaders, and businesses where feedback and questions were addressed.

On October 18, 2008, a Visioning Fair was held at Murphy Park to engage the public in creating a vision for the Glendale Avenue Corridor.

On September 20, 2008, a Congress of Neighborhoods was held at the Glendale Civic Center to inform and gather input from a select group of community members.

On September 16, 2008, a Business Breakfast was held at the Glendale Civic Center to engage the local business community in the Glendale Avenue Corridor initiative

This is for Council information only. Staff is available to answer any questions regarding the information provided.

Dick Bowers, President, R.A. Bowers, provided a brief history on the Centerline project. He highlighted the Council's and staff's discovery trip principals in May of 2008. He noted some of the Council's observations on those trips.

- Have little open public spaces
- Be insistent on historic preservation
- Public art
- Mixed use
- Preserve local flavor
- Be creative... set policy to support
- Streetscapes define spaces
- Many activities & events to create vibrancy
- Active street level business without dead space
- Creative use of financial tools
- Create connections

Mr. Bowers discussed the difficulty of the economy and its effects on projects. He explained that even then, the Council knew the importance of being prepared as well as preparing for when the economy strengthened itself to move forward on the vision of Centerline. He commended staff for doing a great deal on this project and noted the many successes along the way. He personally believes this was an incredible opportunity, as this economy is starting to reopen. He stated it was a privilege to be speaking today and be a part of this project.

Jim Colson, Deputy City Manager, stated today they had a Multi-Disciplinary Team present to provide a comprehensive update on activities on Centerline. The presentation today will include a review of Council's vision and direction as well as specific activities and successes that have occurred within the Centerline. Additionally, staff will introduce what they hope is the first of many policy initiatives that will be brought forward to facilitate growth within Centerline.

Brian Friedman, Director, Economic Development, stated the city continues to focus on attracting retail, industrial, office and residential investments to Centerline. Centerline office and industrial occupancy rates are above valley-wide averages. They will continue to focus on redevelopment efforts to best position themselves to capitalize on new opportunities for both privately owned sites as well as city owned properties. He was pleased to announce the city was working with the owner of the Sugar Beet Factory and will shortly submit renovation plans for this historic Glendale landmark. He explained that to further the vision, staff will work closely with property owners, the business community, brokers, developers and investors to promote Centerline. He stated that as new companies choose Glendale, they are provided opportunities to foster long-term relationships for the company and city benefit, allowing for multiple successes. He indicated just this week; Multi-Enterprises Inc. purchased a 43,000 square foot building at the corner of Myrtle and 67th Avenue that will staff 20 employees with plans to hire more in coming years. Some successes in the Centerline area are: Glendale Lofts, Southwest Ambulance Operations Center, Southwest Ambulance Dispatch Center and Multi-Enterprise Inc. He noted both Southwest Ambulance locations have brought 150 jobs into the area.

Erik Strunk, Interim Executive Director, Parks, Recreation and Library, explained that a sense of connection, a sense of being vital, revitalized, and a dynamic environment, was key to redevelopment in an area that would feed off itself. He stated Centerline continues to emerge as a destination for merchants, residents, and visitors and has joined creative forces with the arts world. Over the past ten months, the city began a partnership with the Fusion Foundation, local downtown merchants and residents in the Centerline area. Last October, they also started an event called First Saturdays. The event was established in a renovated alleyway just behind 58th Avenue, and to date, the city has had eight Saturday events. He remarked it was important to note on the first Saturday 15 vendors participated. However, the most recent event showcased more than 70 participants, which indicates the popularity and participation of the community. This has increased foot traffic in the area and has become the place to go on Saturdays. The second event the city, merchants and residents have been working on was an arts mosaic project. He stated one will be installed on a portion of the Bitz-ee Mama's Restaurant wall facing the public alleyway. Merchants and community members have been working with Las Artes de Maricopa since January to design a mural which was significant to Glendale and the community. He commented about the Elementary School project to paint the fire hydrants downtown, which had over 800 participants. This project was done in conjunction with the Glendale Fire Department, Fusion Foundation and local schools. He indicated 59 entries were selected and are being professionally painted by artists throughout the downtown Centerline area. He added the response from the merchants, residents and artists has been extremely positive. He explained that moving forward, they want to keep this momentum and create more art initiatives for Centerline in downtown Glendale. They believe this will add to the ambiance, add a sense of connection and a sense of place. He discussed the importance of the alleyway area enhancements and the projects moving forward.

Julie Watters, Acting Deputy Communications Director, Marketing, stated this portion of the presentation focuses on the work that has been done to tell the story and opportunity of Centerline. In the beginning stages, their outreach included publicizing the community forum resulting in attendance of over 850 residents and businesses. Since then, their overall media has included television and newspaper. She noted merchants have noticed and business has increased because of promotional efforts. She remarked Bitz-ee Mama's has seen a 20% increase in business during First Saturday's Centerline artwork events. The Glendale Shoe company also reported 80 new customers. Additionally, many artists who are involved with First Saturdays now want to use available downtown Centerline space for Pop-up Art Galleries. She explained Pop-up Art Galleries were small galleries in empty space where artists can display their work. The city is also communicating electronically with more than 27,000 visitors to their website. She noted the downtown festivals and events have also contributed greatly with almost 400,000 people annually, as well as the Convention and Visitors Bureau. She discussed the national exposure for the businesses in Centerline from the marketing efforts in *Sunset* and Southwest Airline's *Spirit* Magazines with an advertising value of \$228,000. She noted there had been an immediate increase in inquiries about the city after these articles were published.

Mr. Colson stated staff will continue to bring life to the Centerline vision. Although they are able to point to some successes, they understand they need to maintain focus and continue to work to bring more practical results. He explained they were aggressively reaching out to the business community to ensure they are engaged in the process and understand and share the

vision going forward. He discussed the series of meetings and seminars with property and business owners to attract new customers and increase profitability. He noted their goal was to remain engaged with the business and property owners to identify opportunities and issues very early on to create partnerships based on effective communication and performance that is measurable. He added a key objective is to encourage more active private sector leadership to drive these initiatives and focus on specific performance.

Mr. Colson asked to touch on two very important topics before introducing Mr. Jon Froke to briefly summarize the Centerline Overlay District. He explained the first topic was the importance of honoring history in Centerline. He stated it was imperative the future be built on the rich heritage of the past. The Centerline will be successful because they will be able to celebrate and maintain the ambiance and character while enhancing their economic vitality. The second topic is to recognize the very important role of policy initiatives as tools that are vital to facilitating redevelopment.

Mayor Scruggs asked the Councilmembers to take time to comment and celebrate the success of the Centerline District before leading into the next item, the public policy program overlay district.

Councilmember Clark stated Centerline remains an exciting prospect and project for the future. She has no doubts that over time, it will become exactly what they envision. She explained a very important aspect to the success of this project was flexibility. She noted it often takes a long time to go from point A to point B, therefore, the more flexibility they can build into any of the policy discussions will be better served by having that option. She agrees with preserving the historic aspects and building upon it was critical. However, a greater aspect to this project was the introduction of art. She stated art brought a lot of bang for the buck as discussed with First Saturdays, which have raised revenues by 20%. She noted there was no greater testament to the power of bringing art to a public venue and what it could do for a community economically. She commended Ms. Justine Cornelius, Senior Management Assistant, who jumped in and embraced art and the whole concept. She also thanked her for her efforts in working with the Fusion Foundation Group. She remarked on the sidewalk street art and how this brought a lot of people and interest to the area. She commented on the Pop-up Galleries and its setbacks. She suggested staff invite professional artists to the First Saturday's events such as potters, woodworkers and weavers, which can be readily found. She also suggested the city find some cheap space to rent to sublease to professional craftspeople or artists where they can practice and sell their craft in the same spot. She thanked staff for their wonderful presentation. She stated it was very exciting to hear about the potential of Centerline. She realizes everyone hopes this economy would turn around quickly so they could implement some of the great ideas incorporated in Centerline. She asked everyone to keep the faith and Centerline will happen and be reborn.

Councilmember Alvarez agreed this was a wonderful presentation. However, she would like to see more partnerships with schools to where they could come to the amphitheater during the school year and give some kind of performances. She added parents love to see their children perform and this will help bring families out to the Centerline area.

Councilmember Knaack stated Centerline is alive and well and wants people to realize that since she was asked daily what was happening with the Centerline project, she believes they still need to communicate that this project has not died. She stated as a downtown business and property owner, she supports everything presented today. She noted there are many other downtown business and property owners who also have a great investment in downtown Glendale. She noted many will be happy to hear everything that has and is taking place in Centerline. She added window art was an option; however, artists will not provide their art for free and businesses were already struggling with the bad economy. She explained there was a difference with a business owner versus a property owner. She believes the city needs to focus on the property owner since they are the ones that will make the upgrades and changes to their businesses. She discussed the legislature's passage of the sign-walker law and how she believes it to be a detriment to the community. She explained sign-walkers had been advertising in front of her insurance business with a huge cigarette sign. She knows these are legal; however, believes the city needs to work with them and the area businesses they affect. She was also concerned with the tattoo shops and now the smoke shops in the area.

Councilmember Martinez stated this had been a great presentation and was glad to hear from staff on this item. He hopes a lot of people tune in today because these were excellent presentations that provide a good picture of how well the project was progressing and the results that have occurred. He added it was great to have the perspective of a downtown business owner who also sits on the Council. He noted it was also good to hear from a business owner he spoke with who was still very selective to whom he rents to on the Centerline, which was refreshing to know in this economy. He thanked staff for all their hard work and a great presentation.

Councilmember Lieberman thanked staff for all their hard work and all they have done. However, none of it applies to the mile of his district that was in Centerline. He commented about the many businesses in that mile that have been stalled because of the economy. He explained this was unfortunate since this was the entrance to Glendale. He listed several businesses which he previously owned and all the businesses that were open years ago on that mile, which in those days were very valuable. He discussed Council's discovery trips and all the wonderful ideas they came back with. He believes the city needs to put massive amounts of money in that mile to bring businesses into the area. He noted that businesses relocating into the area now were not businesses that typically draw everyday neighborhood businesses into an area. He reiterated he would like to see the city invest money in a project that will draw other projects into the gateway to the City of Glendale.

Mayor Scruggs stated three years ago this month, the Council was on their visits to other cities in other states. She explained that viewing the Glendale alleyway enhancement slides today could have been something seen on her tour trip three years ago. Accordingly, she sees a tremendous amount of progress being made since their trips, in a very short amount of time. Because of this, she wanted to take this opportunity for the Council to celebrate the many successes that have happened in an extraordinarily difficult economic time. She commended staff on the tremendous work that has happened even with the horrendous slide in the economy. She also commended Ms. Watters on her great marketing effort on getting this news out when they have had to compete with the media's obsessive attention to other projects that begin with a "C". She noted the media did not write about other happenings in the city other than those two "C" projects.

She suggests staff find a way to highlight the fire hydrant project and celebrate the student's art that was selected, perhaps on Glendale's website. She also commended Mr. Friedman on the many emails coming from him recognizing new economic development business successes. She explained the emails were getting very frequent and rapid and hopes it keeps up. She once again thanked staff for their presentation on the city's great progress on this issue and believes the only thing lacking was that nobody likes to pay attention to success.

Councilmember Clark remarked on the Bead Museum and how it was now vacant. She suggested they use that space for the Pop-up Art Galleries in conjunction with First Saturday and Alleyway Art. She explained in her opinion, the only disappointing factor with the Centerline project was that it continues to be a city initiative and would like to see more business support. She noted in Council's discovery trips, other cities had thriving business associations that collected dues and contributed to their marketing of downtown. She noted that was still an issue that needs to be addressed. She believes this issue cannot come from the city, but rather the business community that have to decide to partner with the city and invest in Centerline. As to Councilmember Lieberman's comments regarding city investments, they are now in very different economic times and doubts they will see "boom" for a long time. Therefore, every city dollar was precious, so when they invest, they need to invest with identifiable and achievable goals.

Councilmember Alvarez explained that in fairness to the downtown businesses, she believes they are ready to work together and move forward to better their businesses and communities. She noted some were discussing possibly forming an association to develop downtown. She stated the Mexican Fiestas could be something the city can bring back since it was a great success in the past. She added Glendale was the first city in Arizona to have a Mexican Fiesta in 1933 and believes it will bring a lot of people to Glendale. She noted they had enough volunteers for this project with only little guidance from the city.

Mayor Scruggs commented on the sign-walker issue and asked staff to include another discipline in their Multi-Disciplinary Task Force for the Intergovernmental Program Department. She remarked the sign-walker business was out of control. She believes the reasons for allowing this initiative was not good public policy. This policy actually detracts from other businesses since it was granting rights to one business and ignoring another. She understands sidewalks are private, however, when it starts hurting businesses it seems like this turned into a right that was being abused. On another matter, as a publicity item for the community, she wanted to make staff aware Glendale High School's Centennial was this year.

Councilmember Lieberman commented on a meeting they had at Glendale High School, as their first attempt to do exactly what they were attempting today. He stated that Councilmember Alvarez was an interpreter then and had attended that meeting. He explained that back then, the project was called Magnetic Mile. He noted this was the third start of this project that he knows of in the past 30 years and hopefully it's the best and last.

Councilmember Martinez inquired as to the plan the city had for Thunderbird Lounge and the cleaners. He thought they were going to be demolished. Mr. Ed Beasley, City Manager, stated

there are no plans to demolish them at this point. They are still trying to see if they were able to market them along with the other properties.

Councilmember Martinez stated he supports Councilmember Alvarez's suggestion regarding the Mexican Fiesta and remembers bringing it back several years ago. The Fiesta was successful for a few years; however, because of possible competition from other cities, the attendance decreased. He asked staff if it was known why attendance dropped off. Councilmember Alvarez stated she believes it was the way the event was marketed. She explained they need someone in marketing that knows the community, culture and history. She added there were many Hispanic leaders in the community that would do the project for free and make it work.

Mayor Scruggs noted it was a credit to the city and everyone who has served the city in a volunteer, elected or staff capacity that the attention on revitalization the downtown area has continued over the past 30 years. She remarked this was not the same project that was developed in the past by any means since Glendale was not the same as it was in the 1980's or in the 1990's when they had the Magnetic Mile. She stated this was not unfinished business and truly believes this was new business and a credit to everyone involved.

2. GLENDALE CENTERLINE OVERLAY DISTRICT

CITY STAFF PRESENTING THIS ITEM: Dick Bowers, President, R.A. Bowers and Associates; Jim Colson, Deputy City Manager; Jon M. Froke, AICP, Planning Director

This is a request to provide an update to the City Council on the proposed Glendale Centerline Overlay District (Overlay District).

This is also a request for Council to provide guidance on the proposed Overlay District.

The proposed Overlay District is consistent with Council's goal of one community with a vibrant city center. The proposed changes could facilitate private business investment, job creation, employment, and the development of shopping and recreation opportunities in the Centerline.

The proposed Overlay District is also consistent with the Council goal of one community with quality economic development, as it will provide flexible development options for businesses wanting to locate in the Centerline.

The Overlay District is voluntary, and will provide an alternative set of development standards to encourage development, redevelopment, and implementation of the Glendale Centerline initiative.

Glendale Centerline is a geographic area bounded by 43rd Avenue to the east, 67th Avenue to the west, Myrtle Avenue to the north, and Ocotillo Road to the South.

This is a redevelopment tool that provides new and existing businesses greater opportunities while balancing the need to preserve existing single-family neighborhoods, which are not included in the Overlay District.

Flexible land uses, greater building heights, more floor area, and mixed-use development are allowed if the property owner chooses to use the Overlay District.

This item was discussed at the October 19, 2010, City Council Workshop, and based on Council comments, staff was directed to return with a modified version of the Overlay District.

On August 5, 2010, the Overlay District was initiated at the Planning Commission Workshop and was recommended for approval at the Planning Commission Public Hearing.

Council discussed the Overlay District at the City Council Workshop on December 1, 2009.

The Overlay District was developed by staff, with input from representatives of the following departments: Building Safety, City Attorney, City Manager, Code Compliance, Community Partnerships, Economic Development, Marketing & Communications, and Planning in April of 2009.

The Overlay District is optional and is based on expediency, flexibility, and reduced costs to property owners and provides opportunities to revitalize and redevelop the city's main corridor and namesake street, Glendale Avenue.

Flexible development standards will support development or redevelopment of large parcels as well as small and irregular parcels of land. The Overlay District is a tool that will help implement projects in Centerline.

The existing zoning within the Overlay District will remain in effect, and development can take place utilizing either the standards of the Overlay District, or the standards of the existing zoning district. Existing neighborhoods are protected.

Property owners can decide if they wish to use the Overlay District or their existing zoning.

Staff has made several presentations to introduce the Overlay District to the community. It has been extensively discussed at a variety of Centerline public meetings.

- On July 16, 2010, notification postcards of the public hearing were mailed to 59 property owners on the Interested Parties List in the Cactus and Ocotillo Districts as well as the Interested Parties on the City-Wide Additional Notification List. Additionally, on July 15, 2010, a Notice of Public Hearing was published in The Glendale Star for the August 5, 2010, Planning Commission Public Hearing.
- On July 1, 2010, staff, as the applicant, mailed 59 notification letters to property owners listed as Interested Parties in the Cactus and Ocotillo Districts and all other individuals on the City-Wide Additional Notification List.

- On June 24, 2010, staff presented the Overlay District to the Board of the Glendale Chamber of Commerce.
- On March 17, 2010, staff presented the Overlay District to the Glendale Centerline Business Alliance Board. The Alliance Board requested that the integrity of the existing Catlin Court Planned Area Development (PAD) be preserved. As a result of this meeting, the Catlin Court and adjacent PADs were removed from the proposed Overlay District.
- On January 20, 2010, staff met with representatives from the Glendale Centerline Business Alliance to seek their input with the Overlay District.
- On January 14, 2010, and January 28, 2010, staff met with Irwin Pasternak Associates and Butler Design Group Architects who have recently developed and/or designed buildings in Glendale. Both design firms support the Overlay District.

Upon final review and direction from City Council, the Overlay District will be brought forward for a final public hearing and adoption as an ordinance amending the Zoning Ordinance.

Staff is seeking guidance from Council on the proposed Glendale Centerline Overlay District.

Mr. Jon M. Froke, AICP, Planning Director, provided a brief summary on the Centerline Overlay District. He explained that honoring their history and building their future was a strong foundation and the essence of the Centerline planning efforts. The Centerline promotes innovative urban design that recognizes the city's distinct history. He noted Glendale has a rich history based on decades of developments. The downtown area was developed in the late 1800's and many buildings still exist from that time frame. The historic preservation efforts are strong in Glendale and have been a goal and commitment of the Historic Preservation Commission created by Council in 1991. The Centerline redevelopment efforts are focused on recognizing their heritage and enhancing it. He listed the many accomplishments from a historic preservation standpoint such as proclaiming May as National Historic Preservation Month and the 16th Annual Ruth Byrne's Historic Preservation award, Thunderbird Tower Renovation as well others.

Mr. Froke explained the Overlay District is voluntary, and will provide an alternative set of development standards to encourage development, redevelopment, and implementation of the Glendale Centerline initiative. He stated Glendale has successfully used overlay districts throughout the city for the past quarter century. He noted the property owner decides whether to utilize their existing zoning or to explore the overlay district options with the city's project team. The four Character Areas proposed to define geographic areas are, Midtown, Beet Sugar, Historic Downtown and Market.

Mr. Froke explained Council last reviewed the Overlay District at a Workshop on October 19, 2010. He stated since that meeting, a lot of changes have been made addressing some of the issues at the workshop. He noted that some issues addressed were the administrative relief

eliminated from the Overlay, Conditional Use Permit required for live music if located within 500 feet of residentially zoned properties, neighborhood protection provided through the citizen participation process and mitigation efforts and schools were eliminated from the Overlay. He noted this was an innovative tool that adds a lot to their ability to work with property owners, investors and businesses downtown.

Mr. Colson stressed the total commitment of staff to continue to push forward with the Centerline in order to make their vision a reality. They will also continue to remain engaged with the businesses community to encourage both the implementation of initiatives and also private sector leadership. They look forward to doing this again in the fall as they continue to make progress. Additionally, they will come back in June with the Overlay District to Council for adoption as the first of many policy initiatives staff will bring forward to support this accomplishment that was in line with their vision.

Councilmember Martinez asked a question regarding a railroad property issue. Mr. Froke stated the properties he believes would be great for infill would be the triangle from Myrtle to Grand Avenue and this was not railroad owned. Another location would be the triangle adjacent to Grand Avenue, north of Glendale, south of Myrtle and east of 62nd Avenue. He noted some of those were owned by the railroad. Councilmember Martinez asked if the southeast corner was owned by the railroad. Mr. Froke replied yes. Councilmember Martinez wished something could be done to acquire that area; however, knows there were issues preventing it. Mr. Colson explained they have had several discussions with railroad personnel; however, have not reached a compromise. Councilmember Martinez suggested they possibly get permission to do some small scale landscaping in the area to make it look a little nicer. He asked staff to look into it. He also commented on abandoned homes in the heart of Glendale and would like to see if something could be done. He realizes a lot of these properties were owned by out-of-state owners; however, would really like to address this problem.

Mayor Scruggs stated banks used to have specific funds addressing these issues and wondered if they still existed. She believed they were called Community Investment Funds. Mr. Colson stated he was not sure if they still existed. Staff will research this item. Councilmember Clark believes they were still in existence; however, the appropriation funds have dried up to basically nothing.

Councilmember Lieberman commented the railroad did not use to own all that property. Mr. Froke stated he will check on the ownership and follow-up with Council.

Councilmember Knaack remarked she was curious to find out how many rental properties compared to owner occupied around the Centerline area. She believes out-of-town investors were buying them cheap and not repairing them.

Councilmember Clark stated the 18 page proposal for the Centerline Project was pure gold. She explained it provides the type of flexibility they were looking for as well as provides property owners an opportunity to stay with their zoning or have the opportunity for the overlay. She stated this does what they want it to do for the Centerline area. She was also glad there were

four distinct areas since one shoe does not fit all in this case. She once again thanked staff for all their hard work on this issue and was extremely pleased with the product presented.

Mayor Scruggs agreed this was a great product with a lot of time and effort put into it. She noted this will come back to Council at a later time for a vote. She thanked Mr. Bowers for all his help in facilitating the meetings and encouraging them along the way.

Mr. Bowers stated this was a sound policy that will encourage the business community to come and work together. He told a story about some friends who came out to Glendale Centerline for something new to do and had a wonderful evening and enjoyed just walking around. He noted their last comment was “wouldn’t it be wonderful if other cities in the area followed their lead?”

3. REDISTRICTING CRITERIA

CITY STAFF PRESENTING THIS ITEM: Pamela Hanna, City Clerk; Dr. Alan Heslop, Consultant, National Demographics Corporation

This is a request for City Council to provide guidance concerning the criteria to be used for redistricting. The consultant will use the criteria to develop draft district map plans.

This request addresses Council’s goal of one community with high-quality services for citizens by creating a redistricting process that ensures the public’s voting rights will be protected and that a diverse and engaged citizenry will have a voice in helping to develop the new Council district boundaries.

On March 10, 2011, the United States Census Bureau released current census figures.

Glendale’s population grew to 226,721. Based on this figure, each of the city’s districts should contain 37,787 persons (total population divided by six Council districts).

On April 26, 2011, Council awarded the proposal to National Demographics Corporation.

On April 5, 2011, Council discussed redistricting at the workshop.

Redistricting protects voter’s rights by ensuring population equality in Council districts.

Staff is seeking guidance on the criteria to be used in the redistricting process.

Pamela Hanna, City Clerk, explained the city was required to redistrict its boundaries at least every ten years. The last redistricting effort followed the 2000 Census. In order for the city to continue to use the Maricopa County election system for their elections, the county has informed the city they must submit the final Council adopted redistricting plan by October 2011. This plan is also required by the Justice Department. The new voting district boundaries will first be used for the August 28, 2012 primary elections. She introduced Dr. Alan Heslop with the National Demographic Corporation, whose company will be assisting the city with its redistricting process.

Dr. Heslop stated it was great to be back in Glendale for its redistricting. He explained that redistricting was often a dirty word because it was a process that was sometimes abused. He noted the term was gerrymandering and was against the public's interest. He discussed the many different forms of abusive redistricting or gerrymandering. He explained a couple of decades ago, Glendale decided it wanted no part of this sort of abusive redistricting and committed itself to an open public process where citizens would have full input and participation.

Dr. Heslop stated the 2010 Census total population was 226,721. The ideal population per district was 37,787. He noted that making districts equal in population was simple; however, attention must be given to minority communities, as well as input from communities, if not, they are engaging in gerrymandering. He explained the truth was that the court opened the door to gerrymandering when it insisted on population equality. However, over time, population equality has tightened. He noted if they depart from exact equality, they have to explain why. He indicated that was why they suggest the Council formally adopt criteria and rules as to how they will equalize the population and meet the requirement of the Department of Justice System and of the Federal Voting Rights Act.

Dr. Heslop discussed the AZ Statute 9-473.B which states "each district shall contain a nearly equal number of inhabitants at the time of the redistricting and shall consist of contiguous territory in as compact form as possible." He also discussed the reasons identified and approved by the US Supreme Court as justifiable reasons for small population deviations. Some include community interest, visible boundaries, population growth, compactness and contiguity, and preserving the core of existing districts. He reiterated his hope that Council adopts criteria for this item. He stated the proposed schedule for this item is as follows: May 17, 2011- Council Workshop, May 24, 2011- Council consideration of criteria, June/July/Aug – Public hearings one in each district, August 16, 2011 – Council Workshop, September 13, 2011 – Council Meeting and by October 1, 2011- Submittal to County Elections and Department of Justice.

Councilmember Martinez asked a question regarding Section 5- avoid retrogression. Dr. Heslop stated their attorney should cover this item in detail. However, the main point is that one cannot go backwards. If minority representation has been achieved, they cannot pare it back. He believes that in Glendale, this will not be a significant issue.

Councilmember Clark commented that a representative from National Demographic Corporation has met with all the Councilmembers to discuss the suggested redistricting criteria. She believes the NDC was spot-on with their recommendations and has no problem with any of the criteria and will be glad to support it.

Mayor Scruggs suggested they change the color of the map percentages since they look very much alike. She stated Council was comfortable with the criteria presented, therefore, provided direction to move forward.

As no further business was discussed, Mayor Scruggs adjourned the meeting.

ADJOURNMENT

The meeting was adjourned at 3:30 p.m.