



## City of Goodyear

### Meeting Minutes

#### City Council Worksession

Mayor Georgia Lord

Vice Mayor Joe Pizzillo

Councilmember Joanne Osborne

Councilmember Sheri Lauritano

Councilmember Wally Campbell

Councilmember Bill Stipp

Councilmember Sharolyn Hohman

Meeting Location:  
Goodyear Justice Center  
14455 W. Van Buren St.,  
Suite B101  
Goodyear, AZ 85338

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Monday, March 31, 2014

4:30 PM

Goodyear Justice Center

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#### Joint Worksession of the City Council and the Planning and Zoning Commission

#### 1 CALL TO ORDER

Mayor Lord call the Joint Worksession to order at 4:30 p.m.

#### 2. ROLL CALL

**Present** 6 - Mayor Lord, Vice Mayor Pizzillo, Councilmember Osborne, Councilmember Lauritano, Councilmember Stipp, and Councilmember Hohman

**Excused** 1 - Councilmember Campbell

Staff Present: City Manager Brian Dalke, City Attorney Roric Massey and City Clerk Maureen Scott

#### **Planning & Zoning Commissioners Present:**

Chairman Lucas Schlosser, Vice Chairman Ryan Peters, Commissioner Leslie Miller, Commissioner Cathleen Short, Commissioner Vickie Hamilton and Commissioner Randy Barnes

#### **Absent:**

Commissioner Patrick Bray.

#### 3. AGENDA ITEMS FOR DISCUSSION:

- 3.1 [14-5121ws](#) Provide Council with an overview of elements of the Design Guidelines Manual being updated and gather direction on expressed design issues. (Hector Tapia, Development Services Deputy Director)

Sheri Wakefield-Saenz Development Services Director, and Hector Tapia, Development Services Deputy Director, presented. Wakefield-Saenz introduced our consultant Nore' Winter, representing Winter & Company. Winter & Company has been contracted to update the City of Goodyear's Design Guidelines Manual with the purpose of addressing new questions which have arisen since the 2011 update regarding standards, guidelines, application, interpretation and readability of the manual. The project focuses on questions about how to provide flexibility in the design process and assisting the development community with new development, while

maintaining the City's goals for high quality designs.

Wakefield-Saenz introduced the proposed Design Guidelines, the timeline, and objectives of the project. The goal of the Design Guidelines is to promote a desired level of future development quality in Goodyear. The Guidelines are intended to assist the City in promoting positive design characteristics.

Objectives:

- >Address recent questions and issues
- >Architecture Design Flexibility
- >Clarity & Predictability of Design Review Process
- >Design Review:
  - \*Materials
  - \*Colors and signs
  - \*Continuity of Theme
  - \*Site layout and circulation

Staff and the consultant believe that many of the policy statements from the Draft General Plan should be included in the updated Design Guidelines, to reinforce the relationship of the General Plan to the guidelines.

Key strategies in the General Plan are to achieve the community's vision related to design:

- > Create Attractive Places and Diverse Destinations.
- > Develop a Physically and Socially Connected Community.
- > Expand the Parks, Open Space, Trails, and Recreation System.
- > Cultivate Art and Culture.
- > Advance Economic Opportunity.
- > Protect and Utilize our Assets.
- > Maximize Partnerships and Collaboration.
- > Provide Opportunities for Living a Healthy Lifestyle.
- > Foster a Sustainable Economy and Community.

The project also includes a review of the Design Guidelines Manual and its relationship to the City's adopted policies and zoning code. Focus is on revisions that are essential to achieving the City's objectives.

Winter & Company has identified several areas in the Design Guidelines Manual where additional text, photographs, charts and illustrations will reduce and eliminate existing ambiguities in guideline interpretation.

Winters reviewed existing conditions. They found a distinctive image and positive results that give a distinctive identity, however, there is a need for some clarification in the Design Guidelines.

A sampling of findings:

- >Clearer link to community policies

>Clarify design context: Citywide, neighborhood, development area, site

>Design

- \*Clarify 4-sided design, considering transition areas

- \*Landscape: Clarify tree standards

- \*Color: Clarify "muted vs. accent"

- \*Materials: Architectural metals

>Need more visual examples

There are a few issues that will need to be addressed through changes in Zoning Ordinance after the Design Guidelines are adopted.

Winters explained that they plan to enhance the current Design Guidelines document by inserting text and bullets, as well as more images, photographs, models and sketches.

#### Site Layout and Signs:

>The signage needs (both building mounted signage and freestanding monument signage) should be carefully considered for all of the buildings/tenants when laying out commercial centers.

>In some cases, an additional monument sign may be appropriate, to provide additional identity for businesses within a development. These may be located internal to a project, at a key intersection of internal lanes, or along the perimeter of a property.

Winters showed pictures in the Appendix of the Design Guidelines. They are intended to be used as visual menus to show a range of diversity of design solutions.

A variety of options for defining entry to properties in the way of porches and entrances are offered, as well as garage designs.

#### Council Discussion:

>**Four-sided design: Need to determine which levels need a higher level of design.**

**Commercial areas should have different standards than residential.**

Winters stated that they intend to set up a more rational structure for interpreting the guidelines and policies that are already in place to make it clear what is expected for both staff and the property owner, and what the appropriate range of negotiation will be.

>**Continuity of design.**

Winters said that some walls don't need to be treated as richly as others. They have classified different areas as Type A, B & C and assigned some criteria that will help everyone understand the different design and development areas.

>**What are the check and balance systems for metal buildings?**

Wakefield-Saenz stated that the Design Guidelines refer to primary, secondary and trim, which relates to colors and materials. Metal is recommended as a trim element in most cases. Metal buildings are a completely separate category and are regulated through the zoning ordinance. A metal building may be allowed through a PAD but would have to be approved by Council.

>**What is procedure for getting approval for a new and innovative design?**

Winters responded that there will be three levels of flexibility that address these types of issues.

One is within the Design Guidelines with the use of menus, which will give a list of items that the customer is eligible to choose from. The second way is through an "intent statement" preceding a set of guidelines which determine what is trying to be accomplished. The customer will need to show they are meeting the intent of the guidelines. Deviations from the standards contained within the Design Guidelines can be proposed through the Planned Area Development (PAD) option. Any design standards not specifically addressed in the PAD shall be subject to those contained within the Design Guidelines Manual.

**>Asked whether open space issues be addressed in both the Design Guidelines and through Zoning Ordinance changes.**

Wakefield-Saenz said the Design Guidelines will recommend additional open space and the Zoning Ordinance will specify how much, as well as the quality of the elements within the space itself.

**>Asked whether trees and tree grouping requirements will be better defined.**

Wakefield-Saenz said that we will now have very clear guidelines that we need to create groupings of trees, view corridors onto open spaces and welcoming landscape areas in the appropriate place within the development. There should be more effective use of the open space areas within the development by rearranging and enhancing the amount of open space that already exists.

**>How will this affect parking standards?**

Tapia responded that parking standards will still be the same, but site planning will be more flexible.

**>Concerned that trees will be taken away from parking lots and diminish shade.**

Planning and Zoning Commissioner Barnes asked Council to consider not removing trees from parking lot areas due to heat and shade issues in Arizona.

Wakefield-Saenz stated that this would just be an option for different ways to configure the trees in the parking islands and not a recommendation to eliminate trees.

**>Asked if this will address traffic flow issues of commercial businesses within parking lots such as coffee drive-throughs.**

Winters said that a lot of these issues will be addressed through site engineering and traffic design.

**>Want to ensure we address ornamental lighting and solar technology in the Design Guidelines.**

Wakefield-Saenz said that ornamental lighting is dictated by the PAD and is a design standard of the development. With solar panels the intent is to encourage the development community and residents to consider different types of solar installations that would minimize visual impact.

**>Would like to include a Ballpark overlay.**

Winters stated that there are certain contexts where a degree of continuity or diversity of materials could change. It specifically suggests that a more industrial, high tech character in the ballpark area would be appropriate.

**>Public Art in Public Spaces.**

Wakefield-Saenz stated that public art will be integrated as a component of various sites. Elements of the Art are dictated by the valuation, size and type of project. The Design Guideline does not allow for trade-offs. Art in Public Spaces is about stipulating a need, and requiring a certain investment in art within a project.

**>Council asked for clarification of signage.**

Wakefield-Saenz stated that the proposed changes to the Design Guidelines lay the framework for making changes in the Zoning Ordinance regarding signage. Staff will come back to Council for discussion of changes to the Sign Ordinance. At that time, we can incorporate a-frame signs, banners, grand opening signs and other elements that have been discussed in the open houses with the development community. The Design Guidelines provide us the flexibility in size, color and location of signs so that changes can be made in the Zoning Ordinance, and we can incorporate corporate logos, multiple monument signs and things of that nature.

**4. INFORMATION**

None.

**5. ADJOURNMENT**

There being no further business to discuss, Mayor Lord adjourned the Joint Worksession at 5:42 p.m.

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Maureen Scott, City Clerk

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Georgia Lord, Mayor

Date: \_\_\_\_\_