



## City of Goodyear

### Meeting Minutes

#### City Council Work Session

Mayor Georgia Lord  
Vice Mayor Sheri Lauritano  
Councilmember Joanne Osborne  
Councilmember Joe Pizzillo  
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, May 9, 2016

4:30 PM

Goodyear Justice Center

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#### 1 CALL TO ORDER

Mayor Lord called the Work Session to order at 4:30 p.m.

#### 2. ROLL CALL

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

**Absent** 1 - Councilmember Stipp

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

#### 3. AGENDA ITEMS FOR DISCUSSION:

- 3.1 [16-5763ws](#) Staff will present a brief summary of the information Council received through the retreat and in the two development presentations earlier this year and bring forward development policy questions for Council discussion, including introducing a draft business-friendly environment. Staff will also provide information and seek guidance regarding infill development.

Development Services Director Christopher Baker, Engineering Director Rebecca Zook, and Planning Manager Katie Wilken, presented. Baker reviewed the key points from the February 1, 2016 and March 21, 2016 Development Mini Series Work Sessions.

Zook addressed the idea of creating a business friendly environment, which Goodyear has done through the creation of the Development Continuum.

Reasons to create a business friendly environment:

- >Create a customer service foundation
- >Establishes a link with Council desires
- >Communicates expectations to customers
- >Create and use metrics to benchmark accomplishments

Key Components:

- >Spirit of cooperation
- >Working to find solutions
- >Consistent answers
- >Clarity of process
- >Proactive communication

Vision and Mission Statements of the Development Continuum:

- >Vision Statement - Driven to build a greater Goodyear together.
- >Mission Statement is lined to the word "Driven"
- D - Deliver outstanding customer service
- R - Respond to evolving market demands
- I - Initiate collaborative solutions
- V - Value customer partnerships
- E - Empower team members
- N - Never stop learning

Zook stated that the Development Continuum has worked together diligently as a team to create an environment of engaged, empowered employees with a customer focus. They have achieved both hard and soft cost savings through an effort of continuous improvement. She reviewed accomplishments achieved in the areas of permitting, platting, plan review, and administration.

Council Discussion:

- >**Appreciates the proactive action that has been taken to improve permit timelines. Time is money to developers.**
- >**Wants to get the word out to the developers that Goodyear is working hard to improve development processes.**
- >**Asked if miscommunication between architect and owner is still an issue?** Zook responded yes. When we plan meetings, we now make sure that all the stakeholders are present, including the architect.
- >**Appreciates that the owner is now included in the loop.**
- >**Appreciates that staff has worked hard to raise the bar and are working hard to find solutions to solve problems.**
- >**Reducing excessive reviews helps to keep costs down, and reduces frustration for the applicants.**
- >**It is important to give staff flexibility in order to work with the customer to bring projects to Council for approval.**

Baker requested guidance from Council on three policy questions.

1. Planned Area Development (PAD) Zoning - Staff recommends moving to the use of hard zoning and moving away from PADs as the primary zoning tool. Does Council support this?

- \*PAD Zoning is the most common zoning district in Goodyear
- \*PAD Zoning is laborious for staff and customers
- \*PAD Zoning is mostly used to entitle lots less than 60 feet

Most cities use hard zoning more frequently than PAD zoning.

**Council Discussion:**

**>Can see value to both types of zoning.**

**>Want to make sure that whatever we do stands the test of time.**

**>In favor of giving staff the flexibility to determine the best type of zoning for each project.**

**>Clarified that all aspects of the Zoning Ordinance and Design Guidelines still must be met for each project.**

**>In favor of creating additional hard zoning districts in Goodyear to provide more options.**

**>Why does Goodyear use PAD zoning more often?** Baker responded that about 10 years ago, a zoning district was deleted that permitted 55 foot lots. Wilken stated that in 2004, a lot of the houses were in high quality neighborhoods. They were high quality houses, but were garage dominant. It is hard to have as much architectural detail with smaller lots. Council, at that time, decided that 60 foot lots permitted more detail and were more conducive to hard zoning. Council wanted lot sizes any lower than 60 feet to go through the PAD zoning process so staff and Council could scrutinize it in more detail and ask for more design review. Not all small lots are the same. They are meant to facilitate different products such as townhomes, court homes and patio homes, as well as smaller residential homes.

**>Are there more requests coming in now for smaller lots?** Baker responded yes. Design requirements were much different in 2004 than they are today. The quality that is required in both types of zoning will be brought to Council for review in the near future so that staff can demonstrate the types of options that can be achieved by using the regular Zoning Ordinance. We would like to offer flexibility to the customer to choose which zoning option they want to use. Wilken added that PAD's are often used as a variance tool. Sometimes a PAD is written just to create a variance on one development regulation. Development regulations can be rewritten to allow flexibility in various situations without having to use PAD zoning for these types of issues.

**>Wants to be sure that this is what the development community wants.**

**>We need to look carefully at possible policy changes before we act in order to prevent unforeseen consequences.**

**>Are acreages different?** Baker responded that PADs are useful for larger projects such as Master Plan communities, and smaller projects benefit from hard zoning.

**>Council wants to make sure that smaller homes are still going to look as nice as the bigger, more expensive homes.**

**2. Lot Diversity/New Zoning Districts. Would Council consider new residential zoning districts that allow lots less than 60 feet wide?**

Mr. Belfiore previously presented that lot size diversity is important. Goodyear currently offers three residential districts with the smallest lot being 6,000 square feet, with a width of 60 feet. Baker reported that other desirable communities in the Valley offer lot sizes between 2,000 square feet to 6,000 square feet, with widths between 45 to 55 feet.

**Council Discussion:**

- >Millennials are now the largest population group. Want to provide density flexibility in order to create a market for this group. In favor of this.
- >We need to adapt to the current demand for smaller homes. If we don't change, we will be left behind.
- >Flexibility is the key to be successful.
- >We want to have housing developments available that suit the needs of all age groups.
- >In favor of allowing 55 foot lots.
- >Smaller lots can still be made to look attractive.

3. Residential Infill Strategies - Would Council philosophically support strategies to encourage residential infill development?

- >Strategies to encourage residential infill development could include reduction of application fees, fast track approvals, etc.
- >If Council supports this, staff will prepare options and a recommendation for future consideration.
- >Strategies are likely to have the most impact in areas where the city provides all services.

**Council Discussion:**

- >Is in favor of infill.
- >Services are stretched when development moves outward. Infill is a way to reduce having to add more services.

Zook reported that staff will review the Design Guidelines with Council on June 20, 2016.

Baker reported that staff will be providing Council with the "Goodyear Home Products" handbook that staff created to provide a basis for growth commonality, verbiage, and pictures that reference different product housing types. This will be useful as we move forward to talk about design guidelines at our next meeting.

**4. INFORMATION**

None.

**5. ADJOURNMENT**

There being no further business to discuss, Mayor Lord adjourned the Work Session at 5:44 p.m.

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Maureen Scott, City Clerk

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Georgia Lord, Mayor

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