



**GLENDALE CITY COUNCIL WORKSHOP SESSION**  
**Council Chambers – Workshop Room**  
**5850 West Glendale Avenue**  
**March 6, 2007**  
**1:30 p.m.**

**WORKSHOP SESSION**

1. [CITY ENTRY MONUMENT & SIGNAGE PROGRAM](#) – 45 MINUTES
2. [2007 STATE LEGISLATIVE UPDATE AND 2007 FEDERAL LEGISLATIVE UPDATE](#) – 30 MINUTES

**CITY MANAGER’S REPORT**

**This report allows the City Manager to update the City Council about issues raised by the public during Business from the Floor at previous Council meetings or to provide Council with a response to inquiries raised at previous meetings by Council members. The City Council may only acknowledge the contents to this report and is prohibited by state law from discussing or acting on any of the items presented by the City Manager since they are not itemized on the Council Workshop Agenda.**

**COUNCIL COMMENTS AND SUGGESTIONS**

**EXECUTIVE SESSION**

1. LEGAL MATTERS
  - A. The City Council will meet with the City Attorney for legal advice, discussion and consultation regarding the city’s position in pending and contemplated litigation, including settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §§38-431.03 (A)(3)(4)).

## 2. PROPERTY DISPOSAL

- A. Discussion/consultation with the City Attorney and City Manager to consider its position, and to provide instruction/direction to the City Attorney and City Manager regarding Glendale's position in connection with the possible sale of real property located at approximately 69th Avenue and Bethany Home Road. (A.R.S. §38-431.03(A)(3)(4)(7))

## 3. PERSONNEL MATTERS

- A. Various terms have expired on Boards and Commissions. The City Council will be discussing appointments involving the following Boards and Commissions. (A.R.S. §38-431.03 A.1)

1. Ad-Hoc Event Advisory Committee
2. Arts Commission
3. Aviation Advisory Commission
4. Board of Adjustment
5. Citizen Bond Election Committee
6. Citizens Advisory Commission On Neighborhoods
7. Citizens Bicycle Advisory Committee
8. Citizens Transportation Oversight Commission
9. Commission On Persons With Disabilities
10. Community Development Advisory Committee
11. Historic Preservation Commission
12. Housing Advisory Commission
13. Industrial Development Authority
14. Judicial Selection Advisory Board
15. Library Advisory Board
16. Parks and Recreation Advisory Commission
17. Personnel Board
18. Planning Commission
19. Public Safety Personnel Retirement System/Fire Board
20. Public Safety Personnel Retirement System/Police Board
21. Risk Management/Worker's Compensation Trust Fund Board

**Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:**

- (i) discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- (ii) discussion or consideration of records exempt by law from public inspection (A.R.S. §38-431.03 (A)(2));
- (iii) discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03 (A)(3));
- (iv) discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid or resolve litigation (A.R.S. §38-431.03 (A)(4));

- (v) discussion or consultation with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03 (A)(5)); or
- (vi) discussing or consulting with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03 (A)(7)).

**Confidentiality Requirements Pursuant to A.R.S. §38-431.03 (C)(D): Any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney by agreement of the City Council, or as otherwise ordered by a court of competent jurisdiction.**



CITY OF GLENDALE

# Council Communication

## Workshop Agenda

03/06/2007

Item No. 1

TO: Honorable Mayor and City Council

FROM: Ed Beasley, City Manager

PRESENTED BY: Julie Frisoni, Marketing and Communications Director  
Jon Froke, AICP, Planning Director

SUBJECT: **CITY ENTRY MONUMENT & SIGNAGE PROGRAM**

### *Purpose*

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- This is a request for City Council to review and discuss the proposed City Entry Monument & Signage Program.

### *Council Strategic Goals or Key Objectives Addressed*

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- The proposed City Entry Monument & Signage Program incorporates entry monument, welcome, and wayfinding signage. The proposal is intended to comply with Council's request for a simple, cohesive theme and the desire for signage at more entrance points into the city.

### *Background*

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- Staff was requested to explore design, color, content, and the location of Glendale's entry welcome signs, as well as to research and develop concepts for new major entry point signage.
- A subcommittee comprised of representatives from Field Operations, Marketing and Communications, Planning and Transportation developed a signage program and presented it to Council at the April 4, 2006 Workshop. The following information was presented:
- After the initial signage program was presented, the city retained the design services of the Corral Dybas Group, Inc. (CDG). CDG is a landscape architecture firm that has been retained by the city for other projects, including the Civic Center and Bead Museum

expansion project, four intersection improvement projects on Grand Avenue, and the noise wall mitigation project at the Loop 101. CDG has prepared two design ensembles that include entry monument, wayfinding and welcome signs.

- Existing signage in Glendale is as follows:
  - **Welcome Signs:** These are metal “Welcome to Glendale” signs that were installed in the early 1990s. Currently, there are 19 welcome signs at various locations in the city. Most are installed where there is a common boundary with another city.
  - **Entry Monuments:** These are larger scale masonry and stucco signs. There are three entry monument signs in the city located at: 43<sup>rd</sup> and Glendale avenues; 51<sup>st</sup> Avenue and Thunderbird Road; and 51<sup>st</sup> Avenue and Bell Road.
- The signage program prepared by CDG proposes the following:
  - **Welcome Signs:** 41 new welcome signs are proposed at key entry points into the city including the Loop 303 Corridor and Northern Parkway Corridor. This will replace the 19 existing signs and add 22 new locations.
  - **Wayfinding Signage:** Eight wayfinding signs are proposed for placement in Downtown Glendale and the Sports and Entertainment District.
  - **Entry Monuments:** Nine new entry monument signs are proposed at key entry points into the city. This includes the replacement of the three existing monuments. These new entry monuments are proposed to be located so motorists, pedestrians and bicyclists can identify when they have left Phoenix and Peoria and have entered Glendale.

## *Previous Council/Staff Actions*

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- At the April 4, 2006, Council Workshop, a proposed signage program was reviewed and staff was directed to redesign the signage, as well as identify additional locations for placement throughout the city.
- At the January 3, 2006, Council Workshop, Staff was asked to research and develop concepts for new major entry point signage for the city.

## *Community Benefit*

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- Additional “Welcome to Glendale” signs placed at key locations will assist residents and visitors in identifying when they have entered Glendale. A cohesive theme is promoted with attractive entry monument and welcome signage.

- Wayfinding signs will assist pedestrians and motorists in finding their destinations and help to familiarize them with key attractions in Downtown Glendale and the Sports and Entertainment District.

## *Budget Impacts & Costs*

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- Staff is recommending a phased approach to implementing the proposed signage package over two fiscal years. Phase one funding, in the amount of \$452,088, is available in the FY07-08 National Events Reserve Fund and aligns with Council's goal to use a portion of this fund for long-term improvements to the city's right-of-way. The proposed Phase One funding, as well as other National Events Reserve Fund supplementals, will be reviewed in detail with Council at an upcoming budget Workshop.

## *Policy Guidance*

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Staff is requesting that Council review the proposed City Entry Monument & Signage Program and provide guidance on the program's design elements and implementation.



CITY OF GLENDALE

# Council Communication

## Workshop Agenda

03/06/2007

Item No. 2

TO: Honorable Mayor and City Council

FROM: Ed Beasley, City Manager

PRESENTED BY: Dana Tranberg, Intergovernmental Programs Director

SUBJECT: [2007 STATE LEGISLATIVE UPDATE AND 2007 FEDERAL LEGISLATIVE UPDATE](#)

### *Purpose*

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- This is a request for City Council to provide direction on proposed state legislation, consistent with the approved 2007 state legislative agenda; and provide direction on the 2007 federal legislative agenda.
- The purpose of the federal and state legislative agendas is to affect federal and state legislation and regulations as they relate to the interests of the city and its residents.

### *Council Strategic Goals Or Key Objectives Addressed*

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- The 2007 state and federal legislative agendas provide the policy framework by which Intergovernmental Programs staff engages on state and federal legislative issues.
- Throughout the 2007 legislative sessions, policy direction will be sought on proposed statutory changes which fall under the adopted council policy statements relating to the financial stability of the city, public safety issues, promoting economic development, managing growth and preserving neighborhoods.

### *Background*

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- The Intergovernmental Programs staff recommends prioritizing the state legislative agenda to a few key issues to allow the city to have a stronger, more consistent message on the items of greatest priority. The proposed key priority issues for consideration are described in the attached reports.

- The legislative agenda defines the city's priorities for the upcoming session and will guide the city's lobbying activities at the Arizona State Legislature. The Intergovernmental Programs staff will come before the Council on a regular basis throughout the session for direction on bills and amendments that may be introduced. The city's legislative agenda is a flexible document and may change, based on activities at the Legislature and Council direction.
- The Intergovernmental Programs Department has conducted a city-wide assessment of potential federal funding opportunities to be included in the 2007 federal legislative agenda. Based on this assessment, staff recommends pursuing federal funding opportunities, including grant opportunities, line-item appropriations, earmarks and regulation revisions in the areas of: transportation, public safety, homeland security, historic preservation, libraries, youth workforce development and economic development initiative projects.
- The Intergovernmental Programs Department returned at the February 20, 2007 workshop to present the comprehensive 2007 federal legislative agenda inclusive of funding requests and policy areas for engagement.

### *Previous Council/Staff Actions*

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- On December 19, 2006, Council approved the 2007 State Legislative Agenda, which included policy statements on municipal legislative priorities and principles.
- On January 16, 2007, the Intergovernmental Programs staff presented legislative issues to the Council.
- On January 30, 2007, the Intergovernmental Programs staff presented state legislative and federal issues to the Council.
- On February 20, 2007, the Intergovernmental Programs staff presented state legislative issues and the 2007 federal legislative agenda to the Council.

### *Community Benefit*

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- The priorities and principles of Glendale's 2007 state legislative agenda provide the venue for the city to identify and engage on state legislative issues. The key principles of the state legislative agenda are: to preserve and enhance the city's ability to deliver quality and cost-effective services to citizens and visitors; to address quality of life issues for Glendale residents, and to enhance the City Council's ability to serve the community by retaining local decision making authority and maintain state legislative and voter commitments for revenue sources.

- Development of a 2007 federal legislative agenda provides the venue for the city to identify and engage on federal issues of concern to the community, which will enhance the ability of the city to deliver superior services and to address quality of life issues for the residents of Glendale.

## *Direction/Policy Guidance*



Staff is requesting Council to provide policy direction on the proposed state legislative issues and federal legislative program development.