

Proposed Entertainment District Pertaining to Liquor Licenses

City Council Workshop

October 4, 2016



Presentation Overview

- Public Outreach Tools & Activities
- Survey Responses
- Council Guidance
 - Should this initiative move forward?
 - Are there any suggested changes to the recommended exemption criteria?
 - Are there any suggested changes to the proposed boundaries?



Public Outreach Tools

- Entertainment District Fact Sheet (English/Spanish)
- Stakeholder Outreach Letter (English/Spanish)
- Survey Tool (English/Spanish)
- Feedback Website
- Postcard Mailer
- Informational Poster
- Media Outlets



Public Outreach Methods

- 49 direct mail packets and phone calls to Churches & Schools (English/Spanish)
- 470 postcards mailed to Centerline businesses & interested parties list
- Glendale Elementary School District automated calls to student households
- Email notification to the following groups:
 - Registered neighborhoods in Cactus and Ocotillo districts
 - Glendale Centerline Alliance
 - Glendale Chamber of Commerce
 - Downtown and Catlin Court merchants
- 2 quarter-page advertisements in the Glendale Star (8/18 & 8/25)
- Inclusion in City Council newsletters
- Public service announcement on Glendale 11
- Formal press release



Public Outreach Presentations/Meetings

- Jul 15 – 5/5 Downtown Merchants
- Aug 4 – Planning Commission
- Aug 10 – Glendale Chamber of Commerce (Govt. Affairs Committee)
- Aug 20 – Glendale NEIGHBOR non-profit consortium
- Aug 31 – Public Meeting
- Sep 17 – Glendale NEIGHBOR non-profit consortium

NOTE: Offer to meet/present was included in letter and follow-up calls

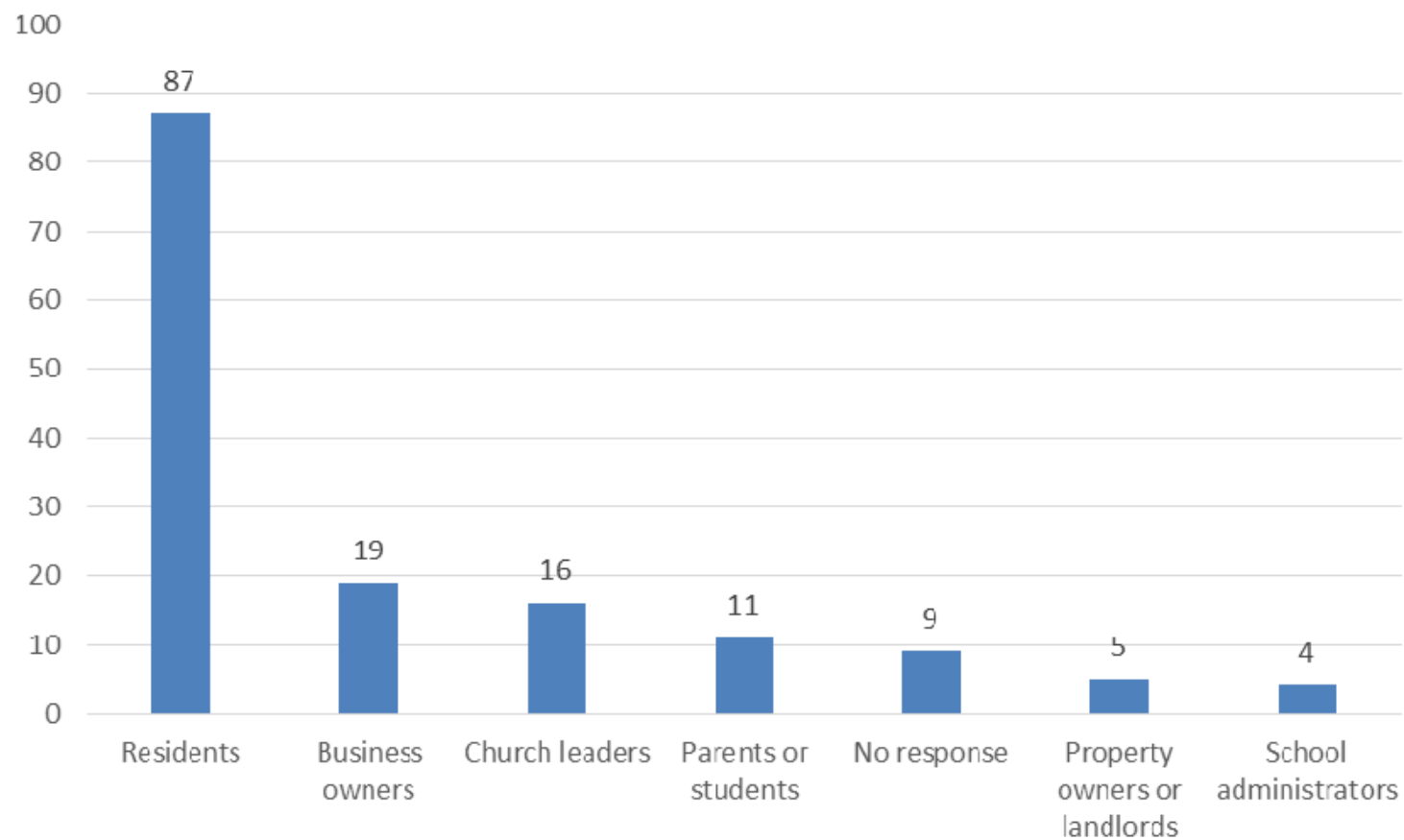


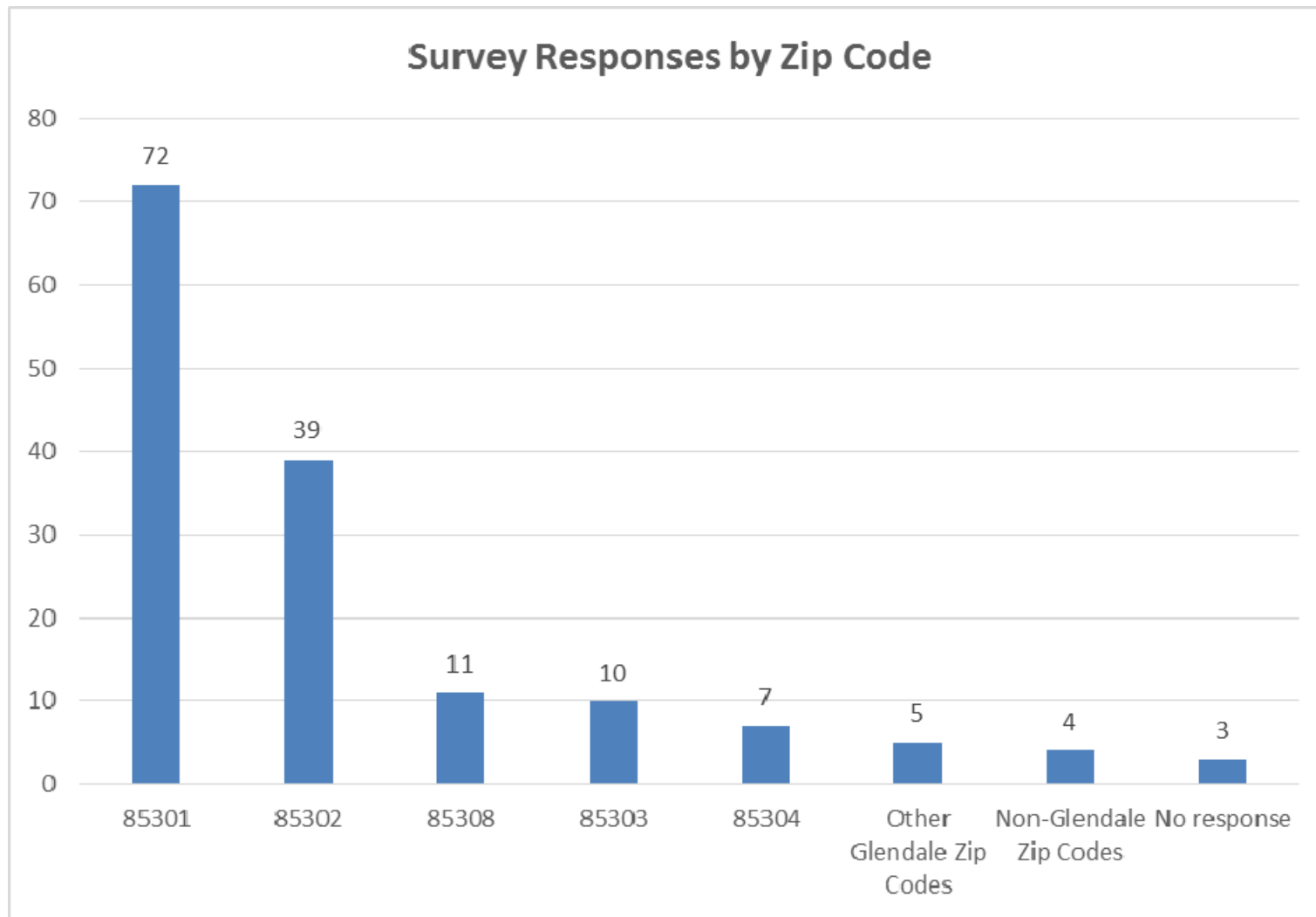
Public Outreach Outcomes

- Media – 5 articles and 2 opinion pieces
 - Glendale Star
 - Arizona Republic
 - Your West Valley (Independent Newsmedia Inc.)
- Glendale Chamber of Commerce letter of support
- 151 Survey Responses
 - 130 online
 - 21 hand-written
 - 56% in support

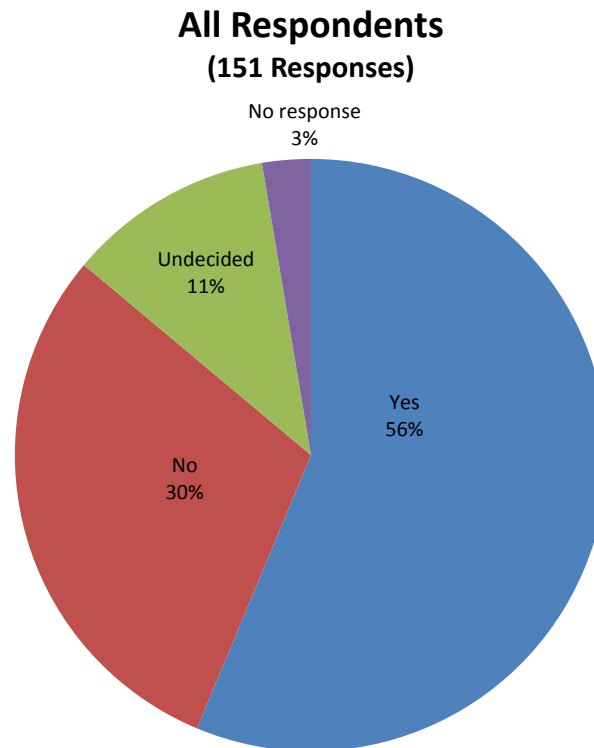


Survey Responses by Constituency Group

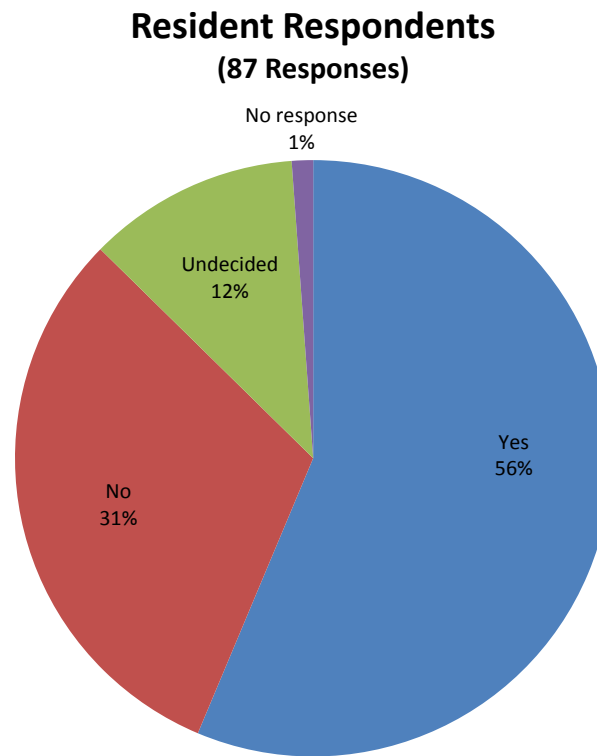




Survey Results – All Respondents

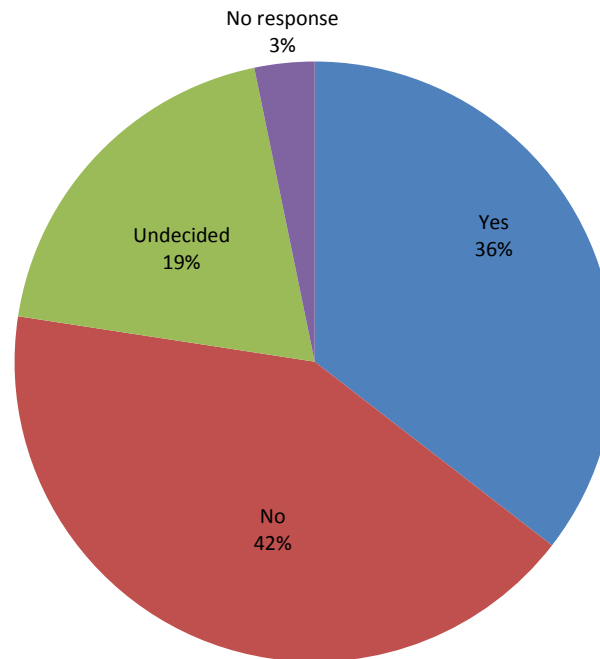


Survey Results - Residents



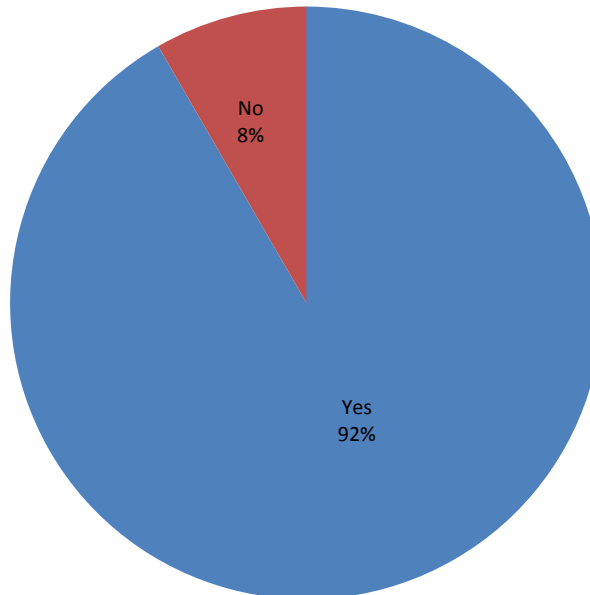
Survey Results – Churches & Schools

**Church and School Respondents
(31 Responses)**



Survey Results – Business Community

Business Community Respondents
(24 Responses)



Survey Feedback

- Support:
 - Draw more people into downtown
 - Attract more diverse businesses
 - Increase entertainment options for residents and visitors
 - Increase economic development and downtown revitalization
- Opposition:
 - Drunk driving
 - Undesirable behavior and fights
 - Closeness to schools
 - A desire to keep the family-friendly environment in downtown



Meeting Feedback

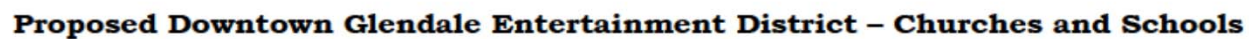
- 5/5 Downtown Merchants
 - Supportive, no expressed concerns
- Planning Commission
 - General support
 - No digital billboards
- Glendale Chamber of Commerce (Govt. Affairs Committee)
 - Strong support
 - Tool for revitalization/open market
- Glendale NEIGHBOR non-profit consortium
 - Concerns regarding impacts on character of the area
- Public Meeting
 - Generally supportive of revitalization efforts
 - Concern for maintaining character
 - Request criteria that considers impacts to adjacent properties



Proposed Exemption Criteria

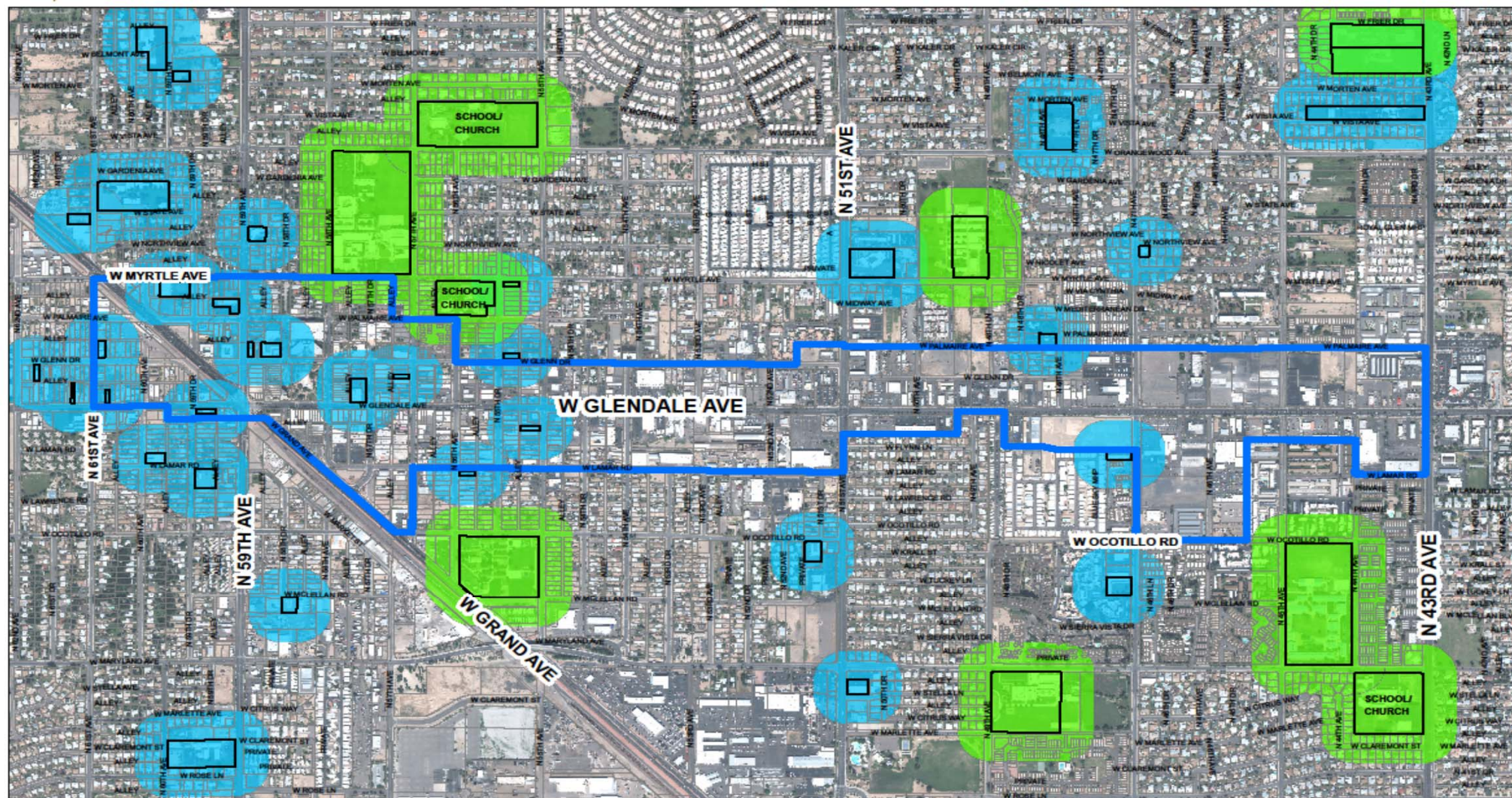
- Zoning and Land Use. The proposed use complies with all applicable zoning requirements, including zoning specific to the Glendale Centerline Overlay District, and, if applicable, a conditional use permit was granted for the proposed use.
- Effects. The proposed use is not materially detrimental to and will not adversely affect (1) any church or charter school that is within 300 feet of the proposed use, (2) the persons residing, working or visiting the entertainment district or surrounding neighborhoods, and (3) the surrounding properties, neighborhoods, and the city. Adverse effects may result from several sources, including but not limited to the traffic, parking, safety, pedestrian accommodation and accessibility, hours of operation, noise and odor of the proposed use.
- Character. The proposed use complements and enhances the surrounding area, and does not adversely affect the character of the Glendale Centerline, including but not limited to the family-friendly character of the area





Prepared by the Planning Division: July 2016

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Feedback Requested

- Should this initiative move forward?
- Are there any suggested changes to the recommended exemption criteria?
- Are there any suggested changes to the proposed boundaries?

