Building a Community and Connecting with the City

Peoria Leadership Institute
May 8, 2019
| TIME       | TOPIC                                      | SPEAKER                      |
|------------|--------------------------------------------|------------------------------|-------------------------|
| 6:30 – 6:55| Office of Communications                    | Jennifer Stein              |
| 6:55 – 7:25| Planning & Community Development            | Chris Jacques               |
| 7:25 – 7:55| Real Estate Development Office              | Scott Whyte                 |
| 7:55 – 8:00| BREAK                                      |                              |
| 8:00 – 8:40| Development and Engineering                 | Adina Lund                  |
|            | • Capital Improvement Program               | Bob Goodhue                 |
|            | • Site Development                          |                             |
|            | • Traffic Engineering                       | Chris Lemka                 |
| 8:40 – 9:00| Tour of Traffic Management Center           |                              |
Office of Communications (OC)
Mission Statement

“To enhance and promote the quality of life of our community and within our organization through **creative**, **strategic**, and **thoughtful** communications.”
What does the OC do?

- External Communications
- Internal Communications
- Graphic Design Services
- Web Services
- Digital Media Services
Two Divisions

Public Information Office

Digital Media Services
Accomplishments

- New branding initiative - Peoria is the Place
- Brought the Peoria Film Festival to the city
- Won the city’s first Emmy
- First city in Arizona and second in U.S. to get LiveU
- 40% increase in social media engagement with the community
- 57% increase in social media followers
- Successful POGO marketing campaign
- Created and produced first State of the City short film
- Created Prickly Pete
Public Information Office

Ensures that Peoria is represented accurately and fairly in the media.

- Public records requests
- Broadcast TV
- Radio
- Print/news media
Internal

- CityNet
- Employee Insight e-newsletter
- Did You Know?
- All Users emails
- City Manager Report
- Internal flyers, posters, postcards, etc.

External

- Peoria websites
- PeoriaNOW
- Social Media
  - Alexa
- News in Briefs
- Press Releases/Media Advisories
- Public Notices
- Flyers, posters, banners, postcards, etc.
  - Visitor’s Guide
  - Get Active Brochure
  - Sustain & Gain Booklet
  - Peoria Ch. 11

E-Newsletters

- Peoria Snapshots
- District updates
- Department notifications
External Communications

- More than 300 media spots per year
- Reputation management
- Crisis communication
- Entire organization
  - Public Safety
PEORIA IS THE PLACE
Where Childhood Meets Imagination
External Communications – Branding/Positioning

https://www.youtube.com/watch?v=Pss1kN-xVLQ
Graphic Design Services

• Designs all graphic material for the city.

• Collateral material
  o Flyers, reports, posters, brochures, mailers, door hangers, postcards, etc.

• Web graphics – headers, footers, and everything in between

• In house prints/production
Web Services - The “Front Door” to the City
Web Services - Presence
Web Services – Peoria Reporter App

Report Issues

- Weeds
- Graffiti
- Dumping
- Street light
- Trash can
- Water leak
- Weeds
Digital Media Services

Digital Media Team

- Photographers, videographers, drone pilots and visual artists
  - City events, workshops, public meetings, games, practices, spring training, theater, concerts, etc.
  - Original productions (commercials, advertising campaigns, animations, short films, GIFs, etc.)
- Operate and maintain Peoria Ch. 11 TV channel and studios 24/7, 365 days a year
- Live streaming and broadcasting (New!)

Social Media Marketing

- Create, curate and maintain content for 38 social media pages!
- Find creative ways to engage residents, businesses and tourists
- Track, measure, and monitor engagement, reputation, inquiries, etc.
- Pitch media to get publicity for the city
- Develop and manage advertising campaigns
Digital Media Services

HEART OF PEORIA
Digital Media Services

Social media accounts for the city, Peoria Sports Complex, parks and rec, arts and events, police, fire, tourism, etc.
Tourism

- Visitor’s Guide
- Website – www.visitpeoriaaz.com
- Outreach – tours, media missions, etc.
How can you stay informed?

✓ Follow Peoria on social media
✓ Sign up for Nextdoor
✓ Sign up for PeoriaNOW
✓ Subscribe to email newsletters
✓ Connect with your elected officials online
✓ Read local papers (Peoria Times, etc.)

Media Relations
Jennifer Stein  (623) 773-7338
Kristina Perez  (623) 773-7840
Tim Eiden  (623) 773-7814
Questions? 😊
Planning and Community Development
Planning and Community Development

**Director**
Chris M. Jacques

**Community & Strategic Planning Div.**
PLANNING MANAGER
Lorie Dever

**MISSION**
Guide and Enrich Peoria’s physical, social and economic character – TODAY and TOMORROW – through strategic planning and guiding development activities in alignment with community goals and expectations.
Planning and Community Development

Community & Strategic Planning Division

- Strategic Planning
- Historic Preservation
- Development Review

- General Plan Implementation
- Zoning Enforcement
- New Development Review
- Public Participation
- Land Area Growth
- Population Growth
- General Plan
- Open Space Preservation
- Archaeological Resources
- Historic Structures & Buildings
- Development Review
- Public Participation
Land Area Growth

Strategic Planning

Current City Limits
180 sq mi

Planning Boundary
233 sq mi
<table>
<thead>
<tr>
<th>Owner</th>
<th>Acres</th>
<th>Percent (%) of Planning Area</th>
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<tbody>
<tr>
<td>Private</td>
<td>56,282</td>
<td>40%</td>
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<tr>
<td>State Trust</td>
<td>35,713</td>
<td>24%</td>
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<tr>
<td>BLM – U.S.</td>
<td>29,713</td>
<td>20%</td>
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<tr>
<td>BOR – U.S.</td>
<td>17,623</td>
<td>12%</td>
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<tr>
<td>County</td>
<td>8,346</td>
<td>4%</td>
</tr>
<tr>
<td>City</td>
<td>1,943</td>
<td>0.6%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>149,620</strong></td>
<td><strong>100%</strong></td>
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A Snapshot of Peoria

- Incorporated in 1954
  - 1 square mile
- Growth took off in mid-1970’s
- From 1975 – 2000
  - Added 100K pop & 145 sq. mi
- 1990’s Annexations
  - “Race to the Lake”
    - Two (2) counties
- Population centroid is approximately Bell Road

<table>
<thead>
<tr>
<th>Year</th>
<th>Land Area (City) (Sq. Miles)</th>
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<tr>
<td>1965</td>
<td>2.5</td>
</tr>
<tr>
<td>1975</td>
<td>7.0</td>
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<tr>
<td>1985</td>
<td>30.8</td>
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<td>1990</td>
<td>63.0</td>
</tr>
<tr>
<td>2000</td>
<td>153.2</td>
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<tr>
<td>2017</td>
<td>180.0</td>
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</table>
Historical and Projected Rate of Growth

Population

- 1,924 (1954)
- 176,118 (2018 MAG)
- 278,000 (2040 MAG)

Pop Growth 2010-2018
+22,060 (1.6%)

General Plan horizon + 102,000
Development Stages

- **Entitlement Process**
  - Public Hearings & Public Outreach

- **Preliminary Design**
  - Admin Limited Outreach

- **Final Design**
  - Admin Process

  aka Construction Documents

  - Inspections, Licenses for compliance with approved detailed plans
  - Detailed building floor plans and architectural details for compliance with Building Codes
  - Compliance with zoning district standards and site layout
  - Specific zoning categories and regulation address lot sizes, setbacks, heights and specific uses
  - Foundation of all planning tools Vision statement and broad policy guidance
General Plan

Strategic Planning

Big Picture

Density / Intensity / Use

Required by State Law

Urban Growth Boundaries prohibited
17 Required Elements
Requires Voter Approval (every 10 years)

Amendment Process
Zoning Development Review

**Parcel-Specific**

Sets Development Standards
- Permitted Land Uses
- Placement of Buildings
- Parking
- Landscaping

**Public Process**
- Planning & Zoning Commission
- City Council
Site Plan Review
Development Review

Non-Residential / Multi-Family

Review for:
- Zoning Standards (e.g. lighting, setbacks)
- Design Review (Site/Architecture)
- Infrastructure Standards
- Grading & Drainage
- Fire Accessibility

Administrative Approval
Can be appealed to Planning & Zoning Commission
How Can You Get Involved?

Development Review

Adequate Notice

Advance and Full Disclosure

Access to Public Record ("Freedom of Information Act")

Opportunity to be Heard

Decisions not Arbitrary and Capricious

Based on relevant criteria/standards, goals, policies

Avoid appearance of Impropriety

Conflict of Interest

Open Meeting Laws
Common Misconceptions

Development Review

The City owns very little land, actually

Why is the City building a gas station right behind my house?!?!

Use ≠ User

Not all development requirements are housed in Planning

The City doesn’t rezone property without the owner’s permission

This development proposal is pretty much a done deal, isn’t it?

Property is not rezoned through an agreement
What does the Real Estate Development Office Do?

• Work with owners of strategic parcels for new development
  • Development and Design Concepts
  • New Conceptual Land Use Plans
  • New Land Use Categories
  • New or amended zoning
  • Land acquisition
  • Due diligence and entitlements
Why?

- Position key parcels for desired development
- Change development paradigm
- Be proactive
- Implement the goals of the General Plan
- Create economic development opportunities
BREAK
Development & Engineering
Development & Engineering

Who We Are

- 67 FTEs - Administrative professionals, architects, engineers, project managers, plan reviewers, inspectors
- Execute capital construction projects in City’s Capital Improvement Program
- Review plans and inspect construction for private development projects
- Manage the City’s traffic signal system
Development & Engineering

Capital Improvement Program

- Water: 32%
- Streets: 21%
- Operational Facilities: 22%
- Wastewater: 13%
- Public Safety: 1%
- Parks: 12%
- Economic Development: 5%
- Drainage: 4%
- Traffic Control: 2%

<table>
<thead>
<tr>
<th>Year</th>
<th>Capital Expenditure (in millions)</th>
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<tr>
<td>FY08</td>
<td>1,107</td>
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<tr>
<td>FY09</td>
<td>1,024</td>
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<tr>
<td>FY10</td>
<td>612</td>
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<tr>
<td>FY11</td>
<td>522</td>
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<tr>
<td>FY12</td>
<td>470</td>
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<td>FY13</td>
<td>477</td>
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<td>FY14</td>
<td>524</td>
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<td>FY15</td>
<td>598</td>
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<td>FY16</td>
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<td>FY17</td>
<td>588</td>
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<td>FY18</td>
<td>659</td>
</tr>
<tr>
<td>FY19</td>
<td>659</td>
</tr>
<tr>
<td>FY20</td>
<td>751</td>
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The 10-Year Capital Improvement Program (CIP) is estimated at $751 million.
Capital Project Process

Steps in Design

- Identify City Needs
- Project Estimating
- Project Funding Process (CIP)
- Hiring of Design Professionals (Architects & Engineers)
- Management of the Design Phase
- Outside Agency Coordination (other Govts & Utilities)
- Land Acquisitions
Capital Project Process

Steps in Construction

- Permitting and bidding
- Hiring of the contractor
- Construction oversight
- Inspections
- Project acceptance & close-out
Paloma Community Park

Project Description (Phase I):
- Lighted fields, playgrounds, dog park, fishing lake, 85 acres
- IGA with Flood Control District

Status:
- Construction underway
- Target open late Summer 2020

Project Budget:
- FY20: $33.4M
- Total: $41.6M
Project Description:
- Widen roadway to 3 lanes each direction
- Bridge aesthetics and art
- Bicycle and pedestrian facilities
- Signalized access to Lake Pleasant Pavilion

Status:
- Begin construction Summer 2019
- Completion Fall 2020

Project Budget:
- FY20: $20M
- Total: $22M (County Share $5.1M)
Project Description:
- Enhanced landscaped median
- Peoria Auto District themed signage
- Increased left turn storage at 84th and 87th Aves

Status:
- Construction underway

Project Budget:
- FY20: $1.8M
- Total: $2.6M
103rd Ave Improvements; Northern to Olive

Project Description:
- 2 lanes in each direction with raised landscape median
- Wrought iron fence on west side
- Replace existing water line

Status:
- Completion Summer 2019

Project Budget:
- FY20: $2.65M
- Total: $5.6M
Bus Shelters

Project Description:
- Installed bus shelters along 83rd Avenue corridor from Butler Dr to Bell Rd
- Installed bus shelters along Peoria Ave corridor from 67th Ave to 99th Ave
- Shelter lighting solar powered

Status:
- Installation of shelters ongoing

Project Budget:
- Total: $1.5M
Community Works Program

Types of Projects

- Signing, striping, traffic control
- Minor roadway improvements
- Trail connections
- Bike lane retrofits
- Entry monuments
- Local drainage improvements
- Neighborhood Traffic Management Program
- Neighborhood park enhancements
- ROW landscape and wall enhancements
- Tree replacements
Questions?
Building and Site Development
Review engineering documents for private development and public infrastructure

Review building plans for all structures requiring building permits

Inspect all permitted work within the city limits

Ensure compliance with City policies, standards, laws, and nationally recognized building codes

Ensure compliance with state and county requirements

Act as development liaison on private projects to provide an excellent customer experience to the development community and Peoria residents
Development and Engineering

Site & Building Development

What We Review:

- Conceptual Plans during Planning & Zoning
- Construction Documents
  - Residential Homes
  - Miscellaneous structures and swimming pools
  - Commercial Buildings
  - Final Plat (for lot layout, legal responsibilities)
  - Grading and drainage (for flooding protection)
  - Water/Sewer (for fire protection, consumption, and collection)
  - Paving (roadways)
Development and Engineering

Site & Building Development

Example Projects:

- **Commercial** – building, parking lot, utilities and signage
- **Subdivision** – water, sewer, roads, landscaping, open space, and homes
- **School/Park** – building, restrooms, site work, parking, utilities, access roads, etc.
Number of Building Permits Issued
January 1 - March 31 (Includes Residential, Commercial, & Misc.)
Site & Building Development

The Details
Site & Building Development

The Ground Work
Site & Building Development

Site Work Completion
Site & Building Development

The End Product
Site & Building Development
Questions?
Tour of Traffic Management Center