



Planning Memorandum

DATE: 23 January 2024

TO: City Council

FROM: Tabitha Perry, Deputy Director, Development Services
John Kennedy, Assistant Director, Parks and Recreation Department

SUBJECT: Heart of Glendale Recognition Plaques

This memo serves to provide City Council members further information for the Heart of Glendale project including the involvement and approval of other internal departments and public hearing bodies to ensure project compliance with all city requirements.

SCOPE OF WORK

The scope of work entails the installation of bronze plaques in three (3) separate locations within the Heart of Glendale neighborhood in recognition of its community members and their contribution. This neighborhood is generally bound by Glendale and Maryland Avenues to the north and south and 54th and Grand Avenues to the east and west.

(See Appendix A: Aerial Map)

PROPOSED PLAQUE LOCATIONS AND PLAQUE LANGUAGE

Cerretas Plaque

Proposed to be located on City right of way, south of the southeast corner of Glendale Avenue and 54th Avenue. This area is considered the main access to the neighborhood and the plaque will serve as a welcoming attraction to the neighborhood. The plaque language will narrate the history of the Heart of Glendale neighborhood discussing events, businesses and residents.

Our Lady of Guadalupe Church Plaque

Located south of the southeast corner of Lamar Road and 55th Avenue. The proposal is to locate the plaque on the façade of the church building. The plaque will narrate key events and the overall history of the site as a chapel for the Catholic Church. The information for the plaque was provided by the Diocese of Phoenix, Office of the Archives.

Barrio Park Plaque

Proposed to be located at Barrio Park on the southeast corner of Ocotillo Road and 54th Avenue. The bronze plaque will be a tribute to the Hispanic Veterans of Glendale who served in the U.S. Military in various campaigns and conflicts around the world.

(See Appendix B: Specific Plaque Locations Map)

INTERNAL REVIEW AND PUBLIC HEARING PROCESS

Based on the unique nature of the project, the involvement from other internal city departments was essential along with approval of several public hearing bodies to ensure that the project would comply with all city requirements.

Historical Preservation Commission

Through various meetings between late 2016 and mid-2019, both Planning staff and the Historical Preservation Commission took steps to move the project forward, including reviewing bronze plaque options and discussing the likely locations for the plaques.

(See Appendix C: Plaque Style Examples)

Between December 2021 and mid-2023, Planning staff worked with community members to finalize the language for each plaque.

Staff conducted two (2) separate neighborhood meetings to receive citizen input and feedback for the project, the meetings were conducted on November 2, 2022, and August 2, 2023.

At the October 19, 2023, Historical Preservation Commission meeting, the Historical Preservation Commission unanimously approved and finalized the language for each plaque.

(See Appendix D: Approved Plaque Language)

Parks and Recreation Department and Parks and Recreation Advisory Commission

Planning staff initially reached out to Parks and Recreation Department in November 2022 to inquire about the Departments process for installation of the Barrio Park plaque. The Parks and Recreation Interim Director at the time communicated with planning staff to discuss the Department policy and process for the project.

Planning staff was informed that the installation of the plaque at Barrio Park would need to comply with Policy Number 9.4, Park and Facility Naming Policy of the Department, which include guidelines for naming facilities and park amenities, or adding plaques. Furthermore, an Application for Parks Recognition Plaque Installation and Facility Naming in conjunction with Policy Number 9.4 would need to be completed and returned to the Interim Director.

In October 2023 and once Historical Preservation Commission approved and finalized the language for the plaques, planning staff distributed the required documentation back to the Parks and Recreation Interim Director.

After processing the application, the Park and Recreation Department scheduled the proposed dedication plaque at Barrio Park item to be heard at the Parks and Recreation Advisory Commission Meeting on December 11, 2023.

At the scheduled December 11, 2023, public hearing meeting, the Parks and Recreation Advisory Commission unanimously approved the proposed dedication plaque at Barrio Park.

Transportation Department

During the month of January 2023, planning staff initiated a discussion with the Transportation Department regarding the installation of the Cerretas Plaque along City right-of-way. Transportation staff verified that there was no internal application required for the installation of the plaque. Transportation staff did request information in regard to the specific location of the installation and the height and dimensions of the proposed plaque.

During the month of April 2023, planning staff met with Alan Heathcoat, Principal Engineer of the Transportation Department, to inspect the existing conditions of the installation area and discuss alternative options if needed. Taking into account sight visibility requirements and safety requirements, both planning and transportation staff agreed on a specific area south of the southeast corner of 54th Avenue and Glendale Avenue, where the landscaping area begins, between 54th Avenue and the pedestrian sidewalk.

REQUEST

Planning staff has completed the required processes through both Historical Preservation Commission and Parks and Recreation Advisory Commission and seeks to discuss the item before City Council as a workshop item and receive further direction.