



City Council Work Session
City Hall - Canyon Trails Room 1 & 2
1900 N. Civic Square
Goodyear, AZ 85395
Monday, July 7, 2025
5:00 PM

Mayor
Joe Pizzillo

Vice Mayor
Wally Campbell

Councilmember
Brannon Hampton

Councilmember
Laura Kaino

Councilwoman
Vicki Gillis

Councilmember
Benita Beckles

Councilmember
Trey Terry



PROCEDURES

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the general public that the Council of the city of Goodyear will hold a meeting open to the public. Public body members of the city of Goodyear will attend either in person or by telephone conference call and/or video communication. The Goodyear City Council may vote to go into Executive Session, pursuant to A.R.S. § 38-431.03(A)(3), which will not be open to the public, to discuss certain matters. Meetings are conducted in accordance with the City Council Meetings Council Rules of Procedure adopted by Resolution No. 2025-2441.

THE CITY OF GOODYEAR ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (623) 882-7830 or Arizona Relay (TDD) 7-1-1 to request an accommodation to participate in this public meeting.

Si necesita asistencia o traducción en español, favor de llamar al menos 48 horas antes de la reunión al (623) 882-7830.



City Clerk's Office: 1900 N. Civic Square, Goodyear, AZ 85395 (623) 882-7830
www.goodyearaz.gov/cityclerk
City Council Meeting Live Broadcast: <https://www.facebook.com/goodyearazgov/videos>

CALL TO ORDER**ROLL CALL****AGENDA ITEMS FOR DISCUSSION**

ALL ITEMS LISTED ARE FOR DISCUSSION ONLY. NO ACTION CAN NOR WILL BE TAKEN.

1. BILLBOARDS (OFF-PREMISE ADVERTISING)**Summary**

Council to receive a report on current city regulations concerning billboards and a discussion on potential modifications to existing city ordinances related to billboards. (Katie Wilken, Development Services Director & Christian M. Williams, Planning Manager)

2. ENGINEERING DESIGN STANDARDS AND POLICIES MANUAL 2025 UPDATES**Summary**

Council will receive information on the 2025 update to the City of Goodyear Engineering Design Standards and Policies Manual. These standards prescribe the city's policies to identify minimum requirements for the design and construction of public and private infrastructure and were last updated in 2017. The updated 2025 Engineering Design Standards and Policies Manual (EDS & PM) will be brought forward at a future Council meeting for formal adoption. (Marty Crossland, Deputy Director of Development Engineering)

ADJOURNMENT**POSTING VERIFICATION**

This agenda was posted on 07/02/2025 at 4:24 p.m. by (VM).

ITEM #: 1.
DATE: 07/07/2025
AI #:2608



CITY COUNCIL ACTION REPORT

SUBJECT: BILLBOARDS (OFF-PREMISE ADVERTISING)

STAFF PRESENTER(S): Katie Wilken, Development Services Director &
Christian M. Williams, Planning Manager

Summary

Council to receive a report on current city regulations concerning billboards and a discussion on potential modifications to existing city ordinances related to billboards. (Katie Wilken, Development Services Director & Christian M. Williams, Planning Manager)

FISCAL IMPACT

This item is for discussion purposes only; there is no fiscal impact as no action is being requested.

BACKGROUND AND PREVIOUS ACTIONS

The city of Goodyear Zoning Ordinance regulates the development of all land within the city. Regulations set forth in the Zoning Ordinance may be amended when deemed necessary to best serve the public interest, health, comfort, convenience, safety, and general welfare of the citizens of the city. The current Zoning Ordinance was originally adopted by Council in May 1999 and has been the subject of a number of amendments since that time.

Pursuant to Article 7-11 (Prohibited Signs) of the Zoning Ordinance, billboards are among the listed sign types which are prohibited within the city.

Pursuant to Article 7-1 (Definitions) of the Zoning Ordinance, a billboard is defined as a "permanent sign or structure containing a commercial or noncommercial message, which directs attention to something offered or existing elsewhere than upon the property where the sign is located."

No billboards exist within the city today.

STAFF ANALYSIS

Current Policy:

- Offsite advertising is prohibited, including billboards.
- The city of Goodyear has only permitted "digital marquees" on city-owned property through an agreement with Clear Channel, resulting in the installation and operation of two digital marquees along Interstate-10.
 - Those two digital marquees are located:

- Just west of Dysart Road near the Goodyear Park-and-Ride; and
- Near the Bullard Wash
- These digital marquees are different from traditional digital billboards as they serve a community purpose and the revenue generated from the marquees funds necessary city services.
- Freeway pylon signs may have a digital component for on-site advertising if approved by Council

Peer Valley Communities:

- Chandler, Gilbert, Mesa, Peoria, Scottsdale and Tempe currently do not allow new digital billboards or billboards of any kind;
 - There are some grandfathered billboards in Peoria and Chandler.
 - Tempe has allowed certain grandfathered billboards to be relocated to the Tempe Marketplace shopping center as a means to remove them from neighborhoods.
- Surprise allows digital billboards on a very limited stretch of the Loop 303, in a location adjacent to large powerlines and an earthen dam.
- Avondale, Buckeye, El Mirage, Glendale, Phoenix and Tolleson permit digital billboards.
 - Buckeye allows up to 8 digital or static billboards along Interstate-10 and Arizona State Route 85.

Staff Findings:

Staff does not recommend modifying the Zoning Ordinance to permit billboards (off-premise advertising). Staff recommends the city maintain the current prohibition on billboards. The existing digital signage permitted with freeway pylons or on signage panels provides Goodyear businesses with additional opportunities to advertise on-premise activities along freeways and arterial roadways.

If Council would like to consider modifications to the existing prohibition on billboards (off-premise advertising) in the city, staff would conduct additional research and return to Council with potential Zoning Ordinance changes.

Attachments

Staff Presentation

Billboards



*Image taken by Staff

Purpose of Work Session – Why?

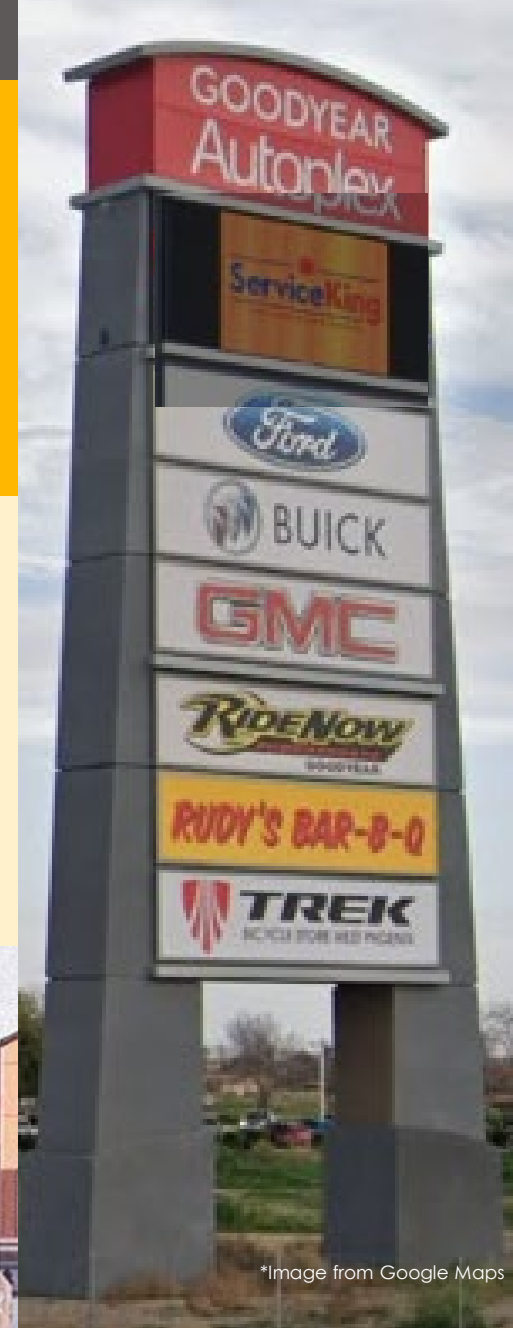
- Billboards (off-premise signage) not permitted
- Digital marquee
- Customer inquiries



What is an on-premise sign?

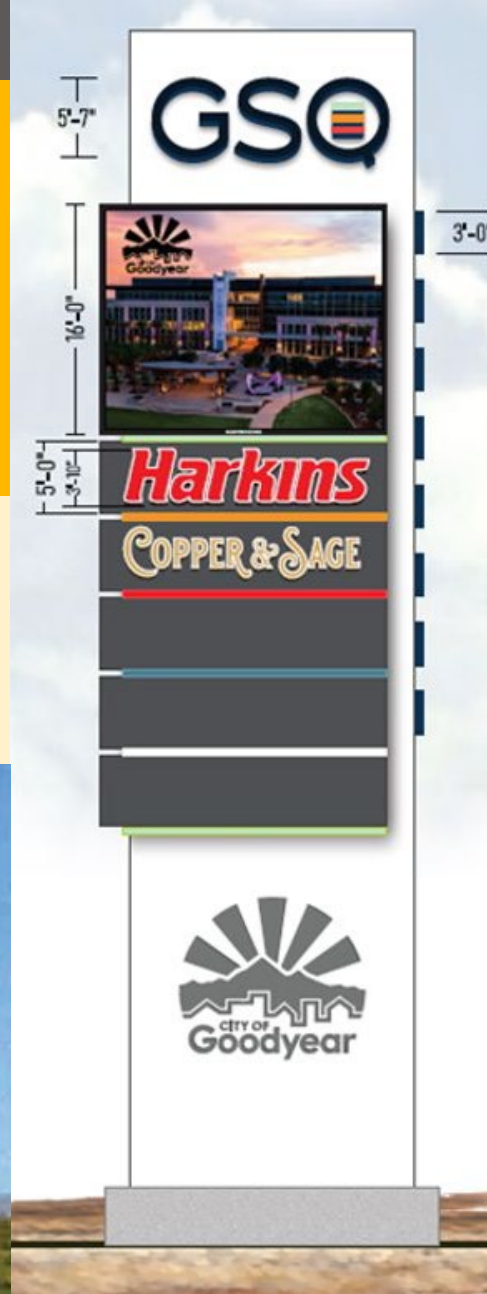
What it may include:

- Signage for occupied business
- Message is unregulated
- Permanent “free speech” for business
- Can be digital



What is a Freeway Pylon?

- On-premise signage
- Adjacent to freeway



*Image from Staff

City Digital Marquee

- City property
- Approved in 2012 (\$ Transit)
- License agreement with city
 - City has some control
- Allows city advertisement



*Image from Staff

What is a Billboard?

- Off-premise advertisement
- Static or digital
- Never been allowed in Goodyear



Off-Premise Advertisement

What it may include:

- Any commercial business
 - Commercial message
 - Services
- Political
- Message & speech is not regulated

**There will be record high
voter turnout this year.**

Arizona, early voting starts Wed, Oct 9.
Election Day is Tues, Nov 5, 2024.

Paid for by VoteAmerica.org



Freeway Federal & State Law

- 11 p.m. turn off until sunrise
- 8 Second message
(no animation)



Goodyear Current Policy

Billboards ✗



Digital Marquees ✓



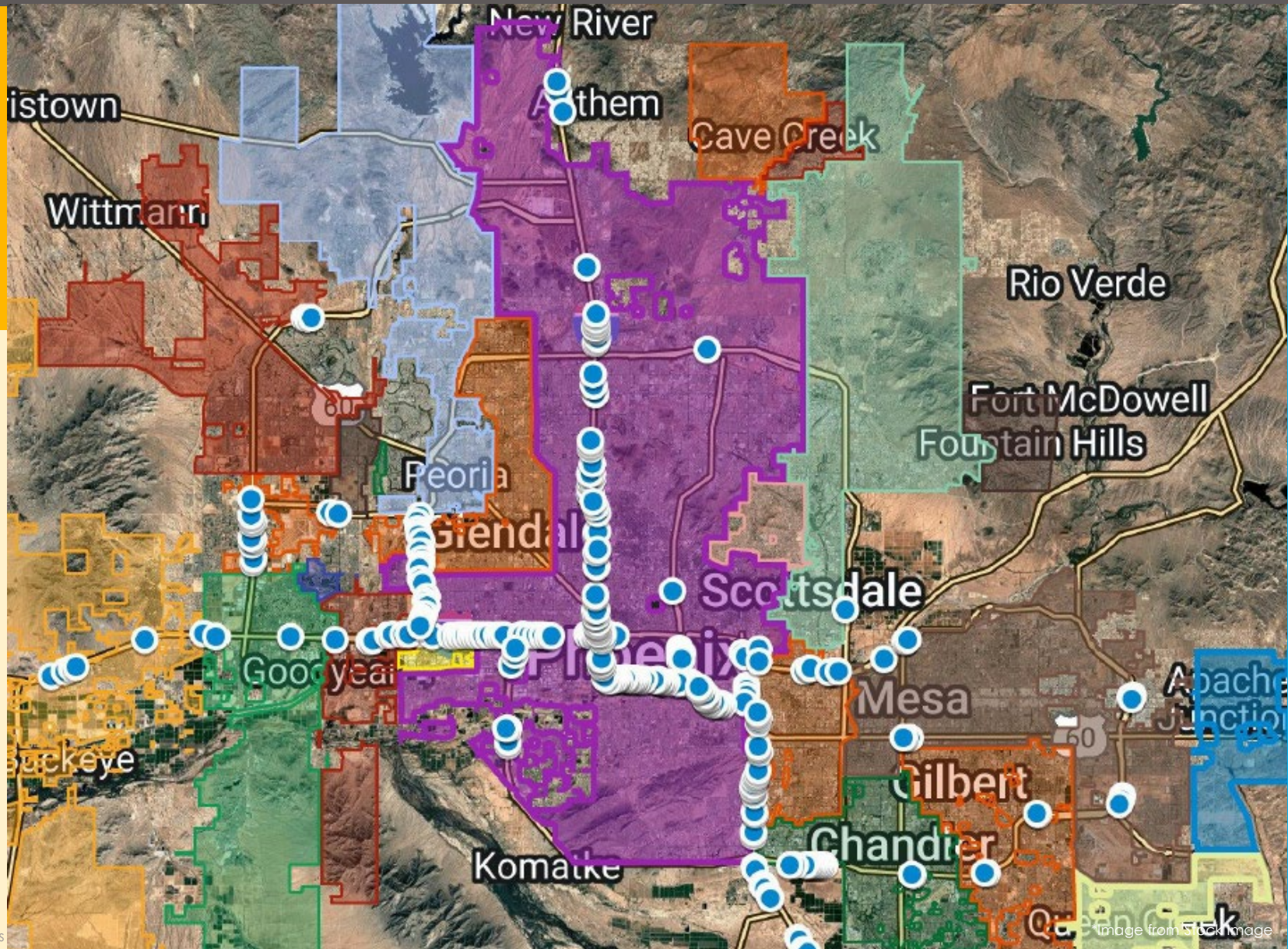
Digital Freeway Pylons ✓



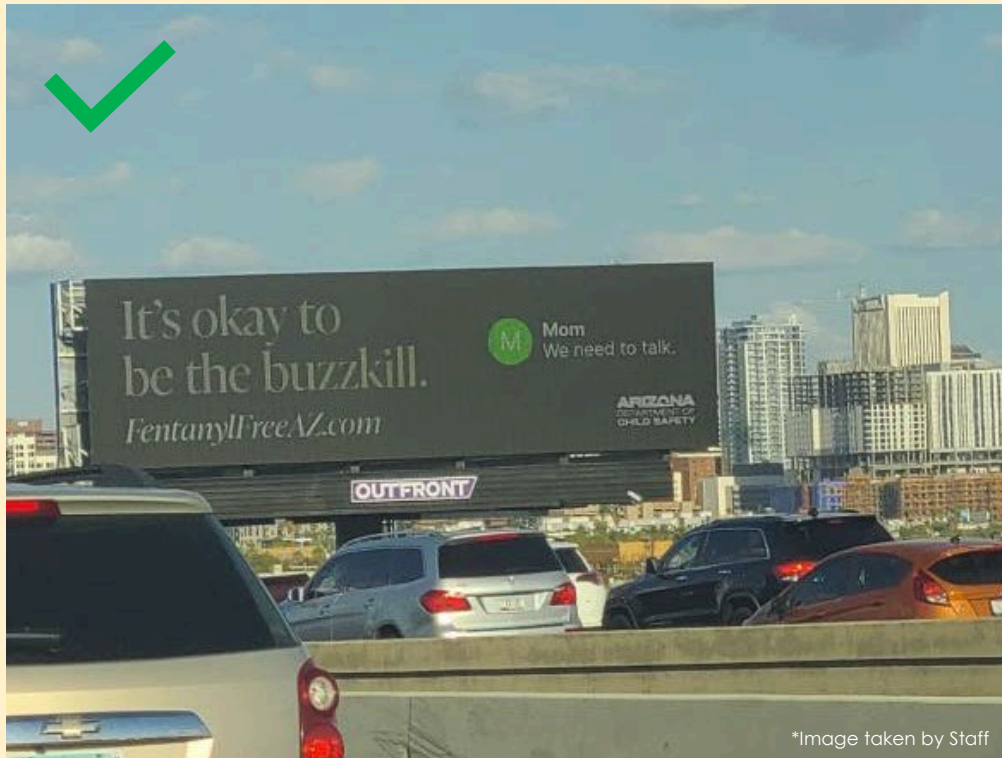
Other Cities & Towns

- Central Valley

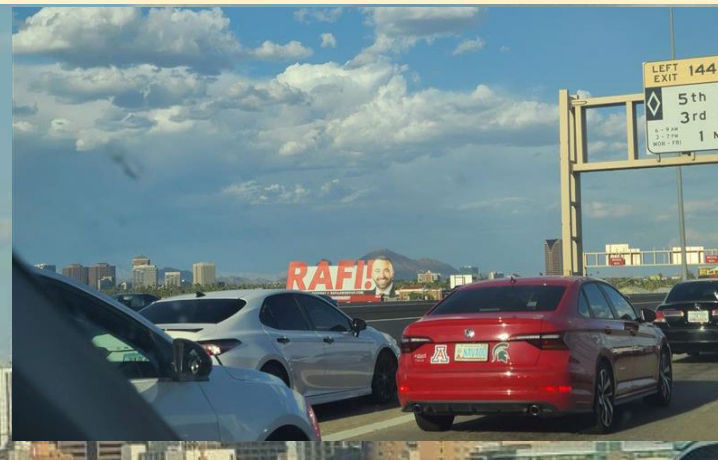
● = Staff identified billboards



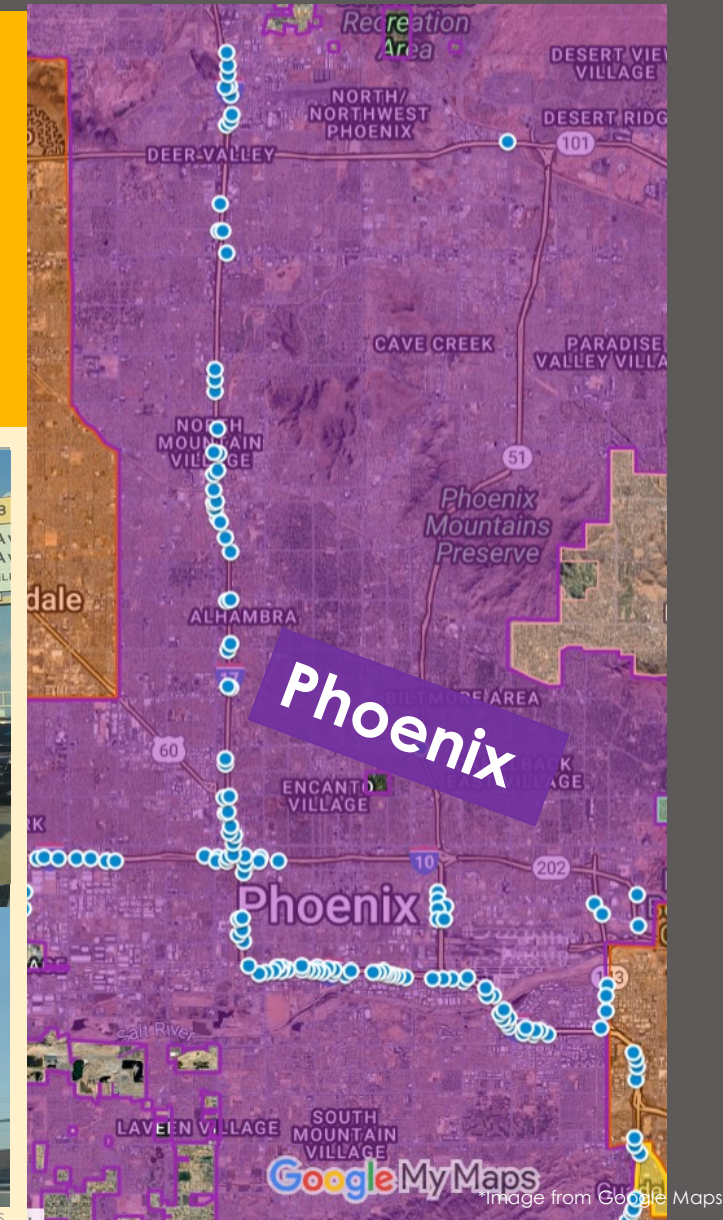
Phoenix/Central Valley Focus



*Image taken by Staff



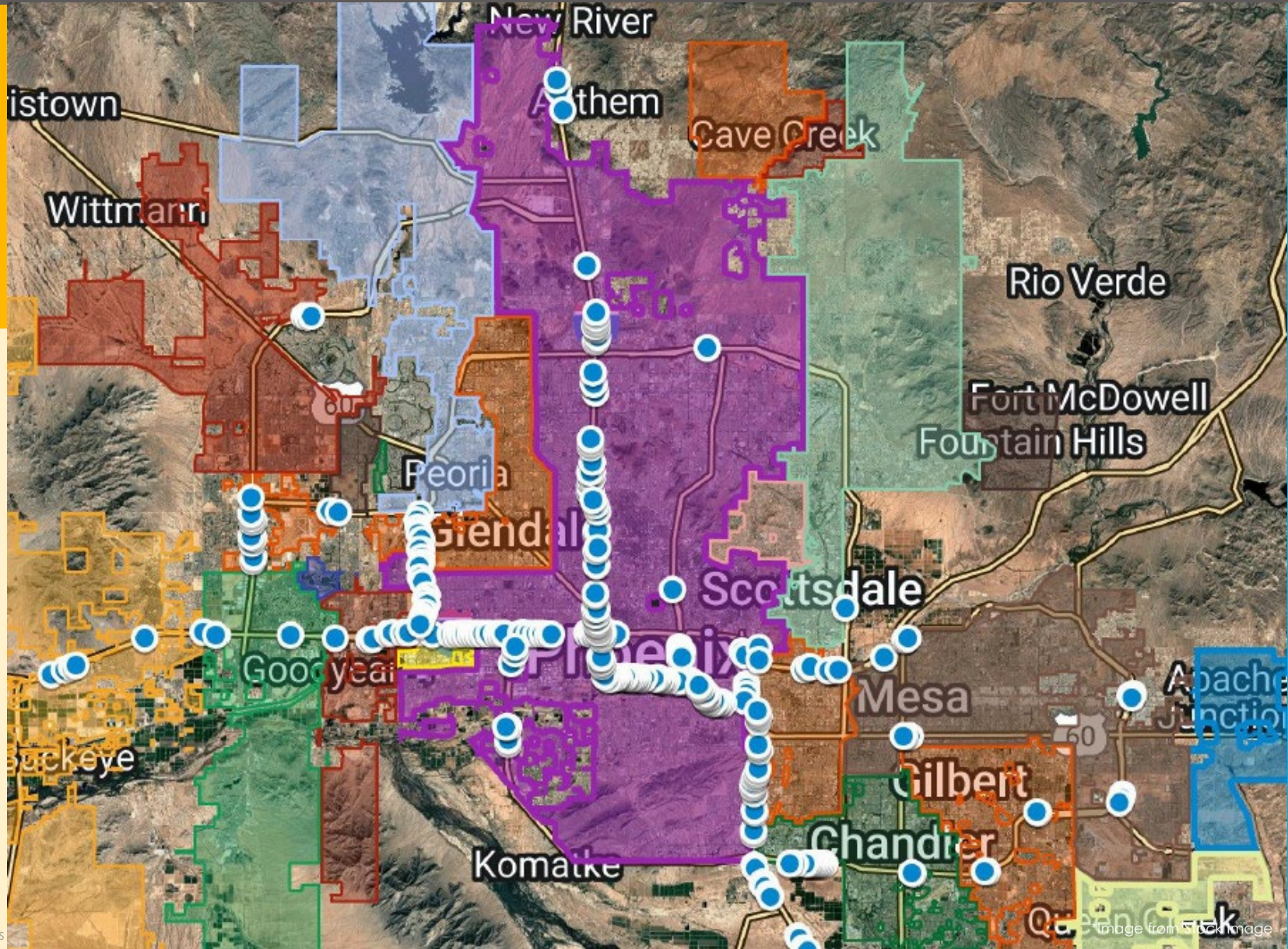
● = Staff identified billboards



Other Cities & Towns

- Central Valley
- Northeast Valley

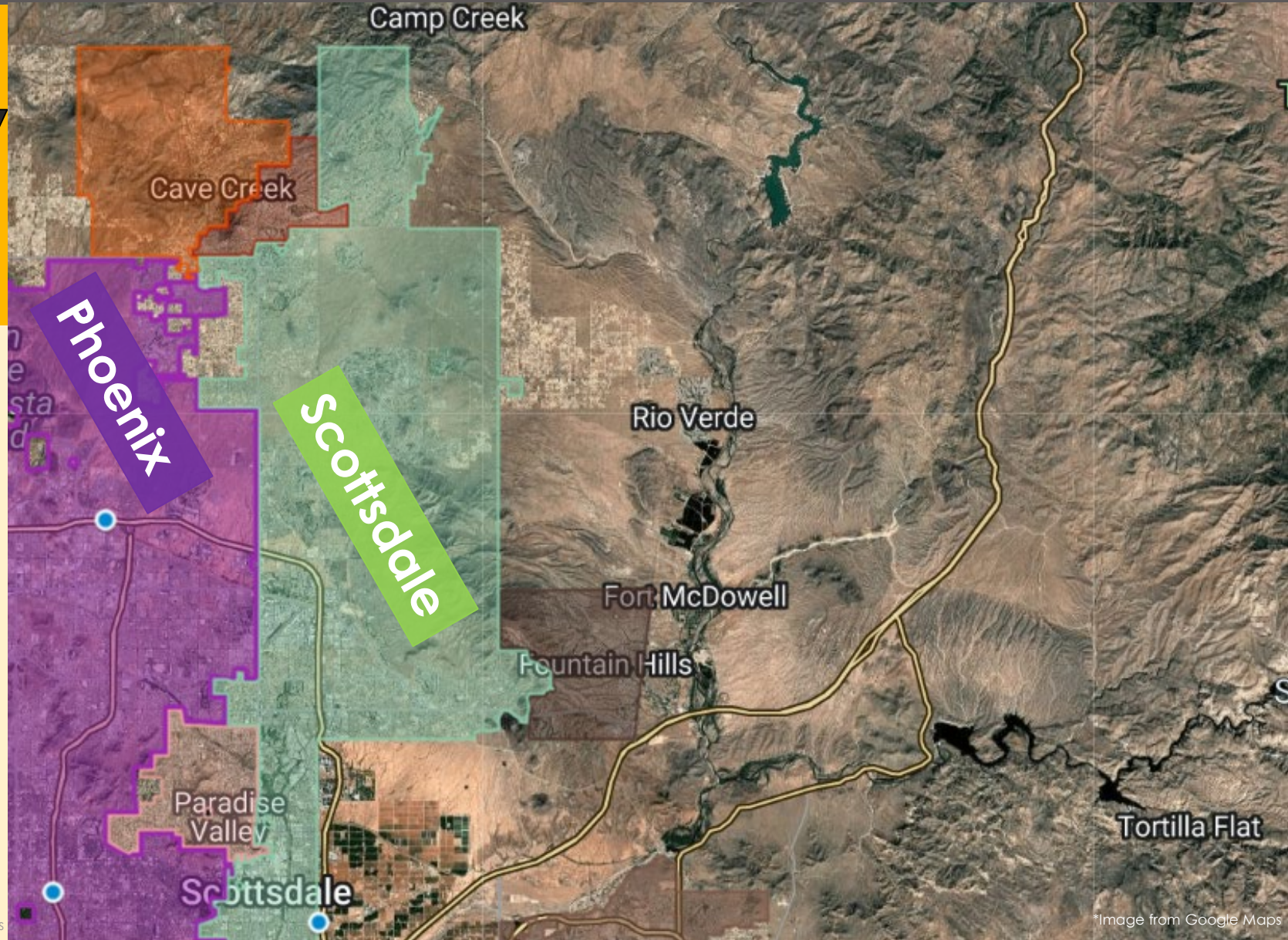
● = Staff identified billboards



Northeast Valley Focus

- Scottsdale ✖

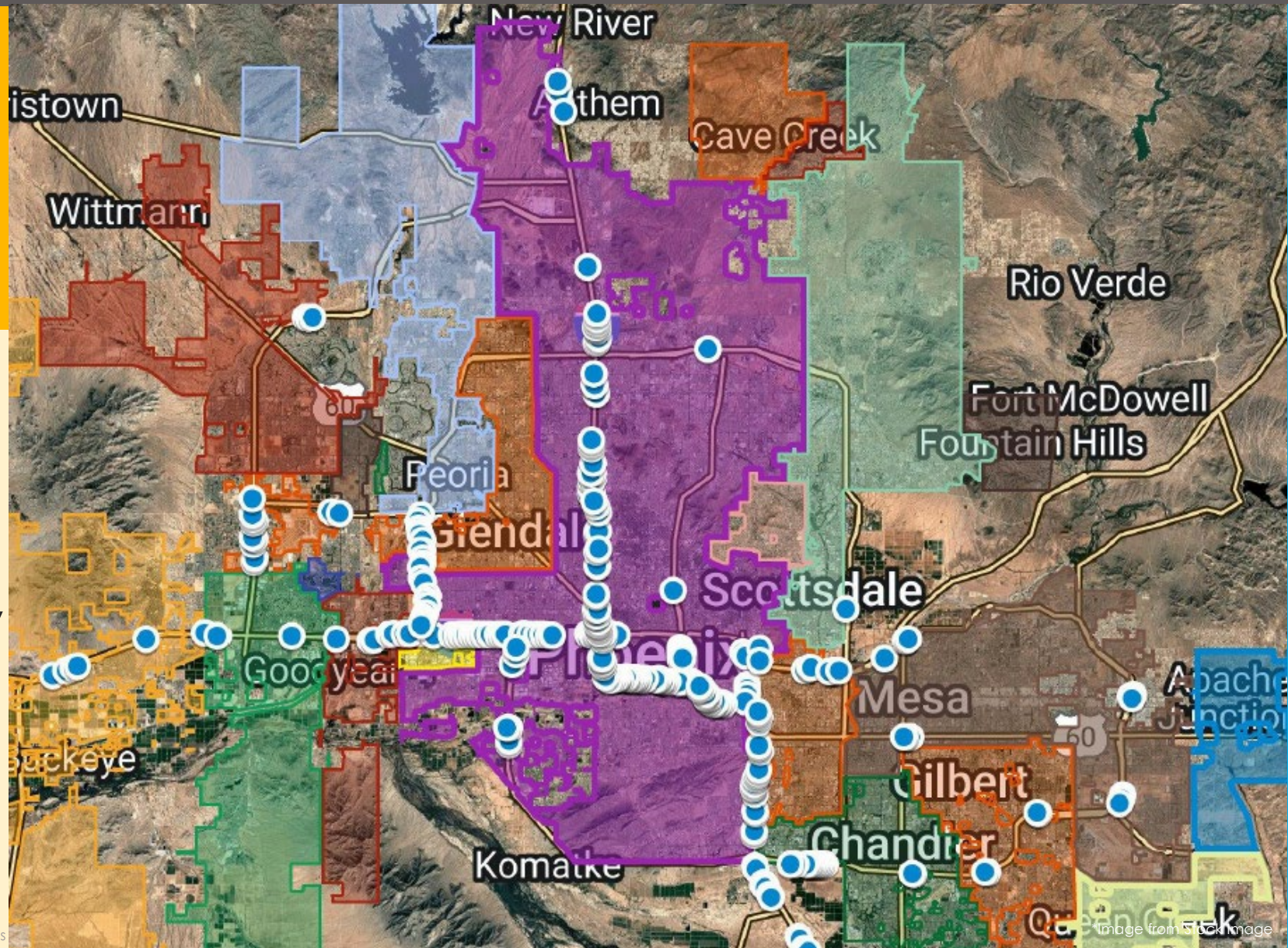
● = Staff identified billboards



Other Cities & Towns

- Central Valley
- Northeast Valley
- Southeast Valley

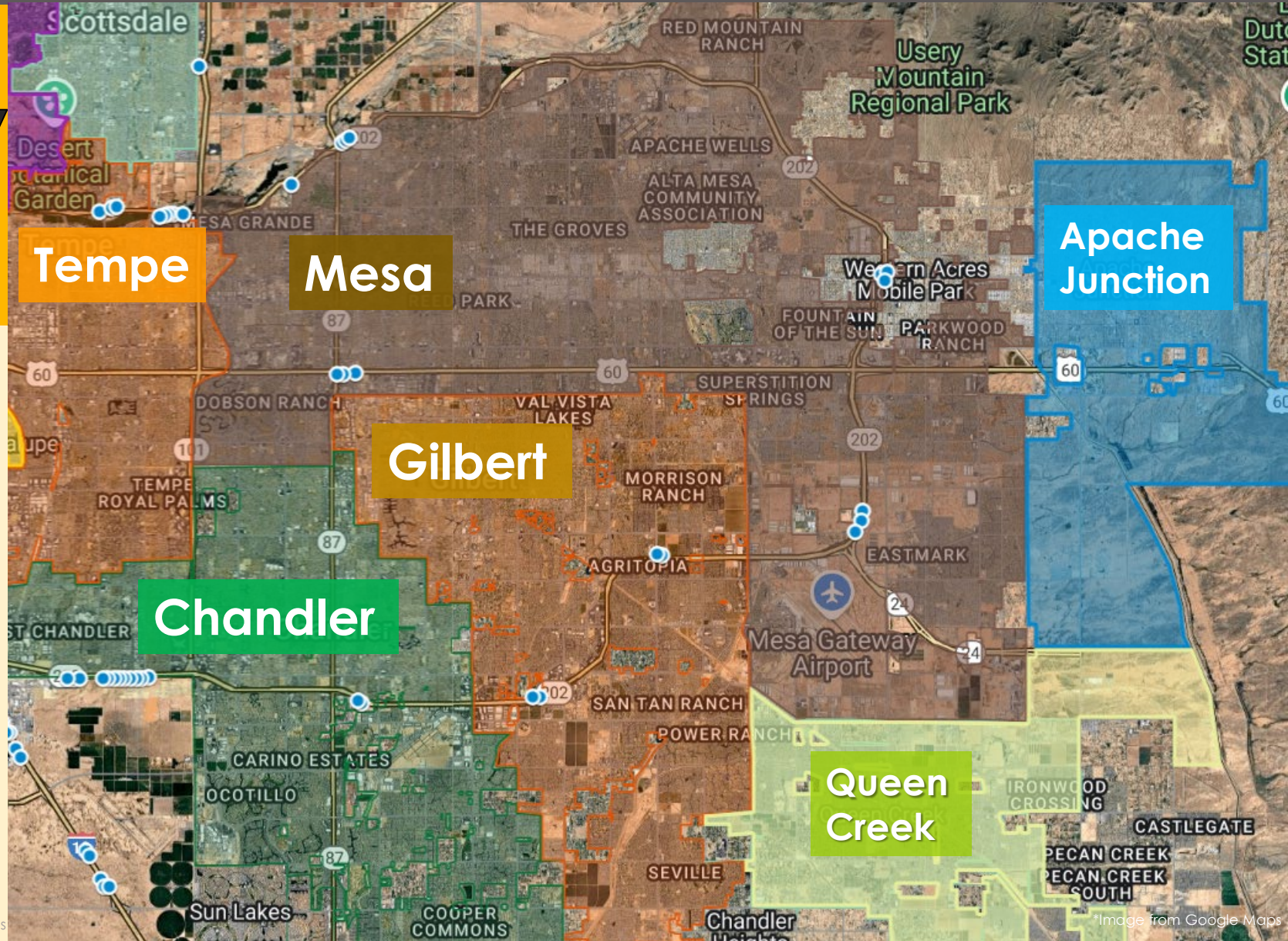
● = Staff identified billboards



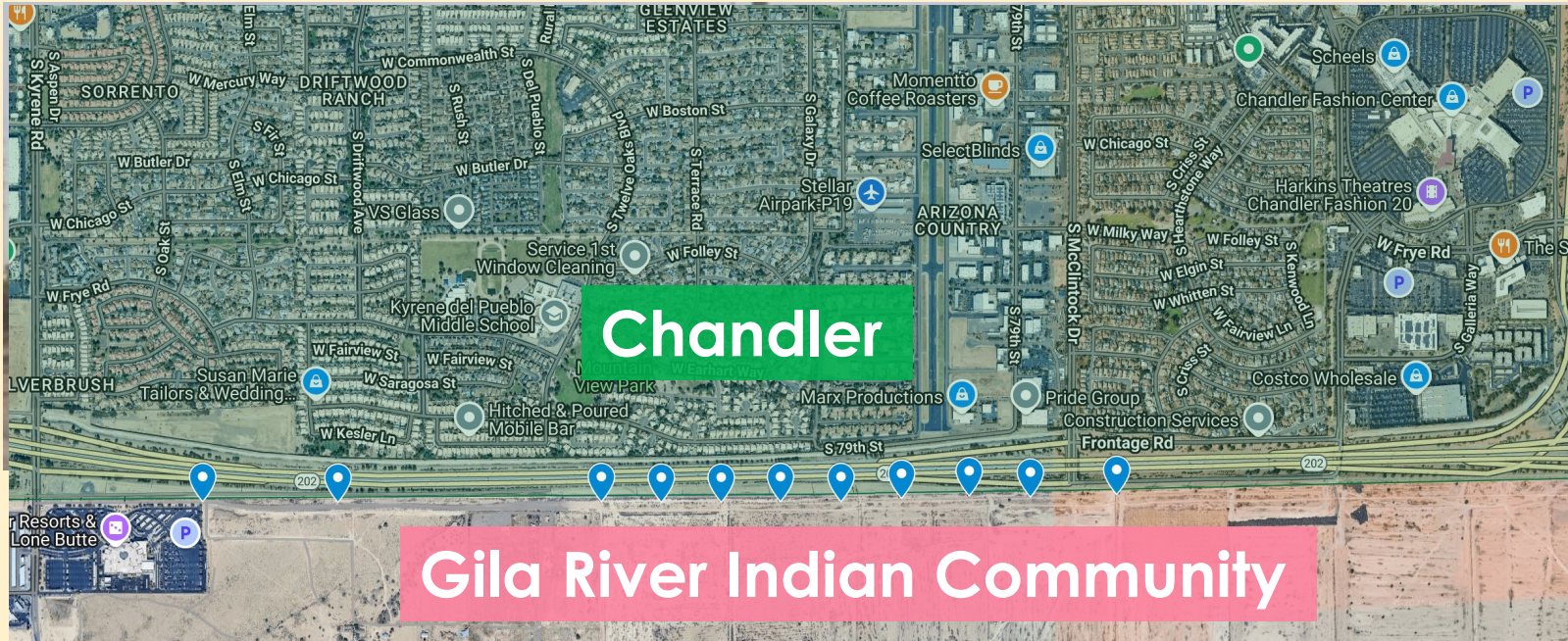
Southeast Valley Focus

- Tempe ✗ * ✓
- Mesa ✗
- Gilbert ✗
- Chandler ✗

● = Staff identified billboards



Spotlight: County Islands & Indian Communities



*Image from Google Maps

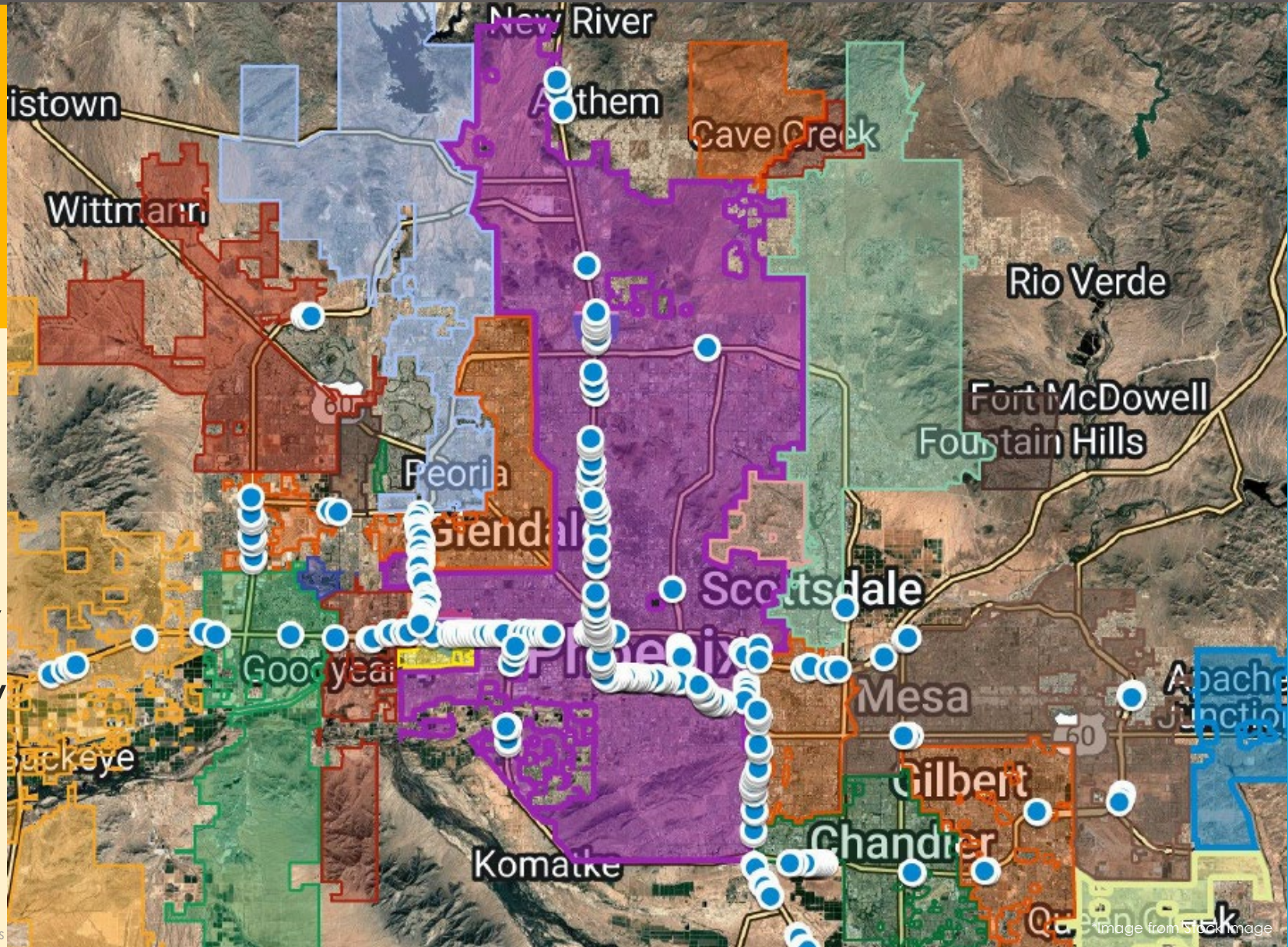
● = Staff identified billboards

*Image from Google Maps

Other Cities & Towns

- Central Valley
- Northeast Valley
- Southeast Valley
- Northwest Valley

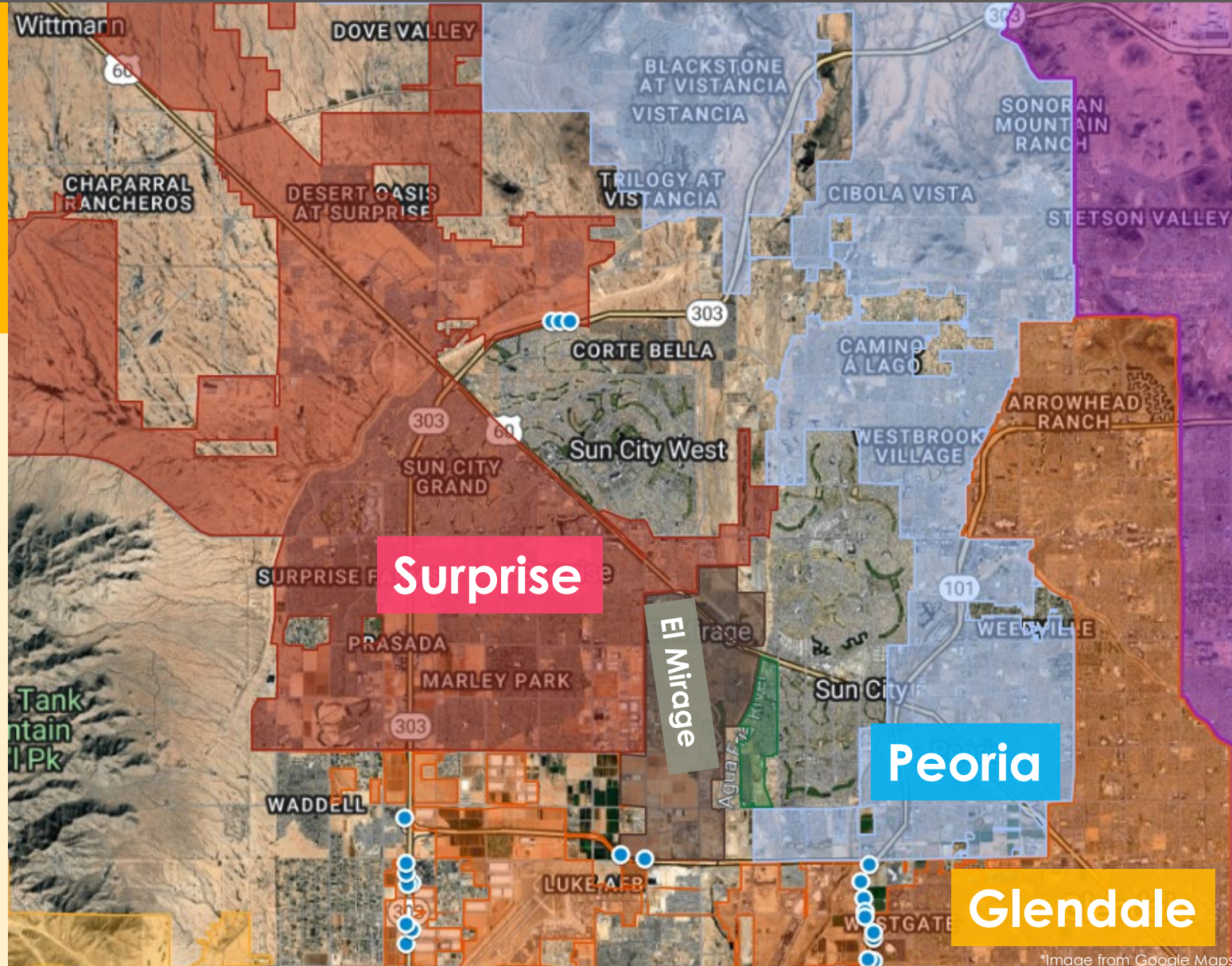
● = Staff identified billboards



Northwest Valley Focus

- Glendale ✓
- Peoria ✗
- Surprise ✓ *
- El Mirage ✓

● = Staff identified billboards



*Image from Google Maps

Spotlight: City of Surprise

- Allows three (3) on limited stretch of AZ-303L
 - Between dam & large powerlines
- Max height of 45 feet
- 660-foot separation
- PAD process for additional

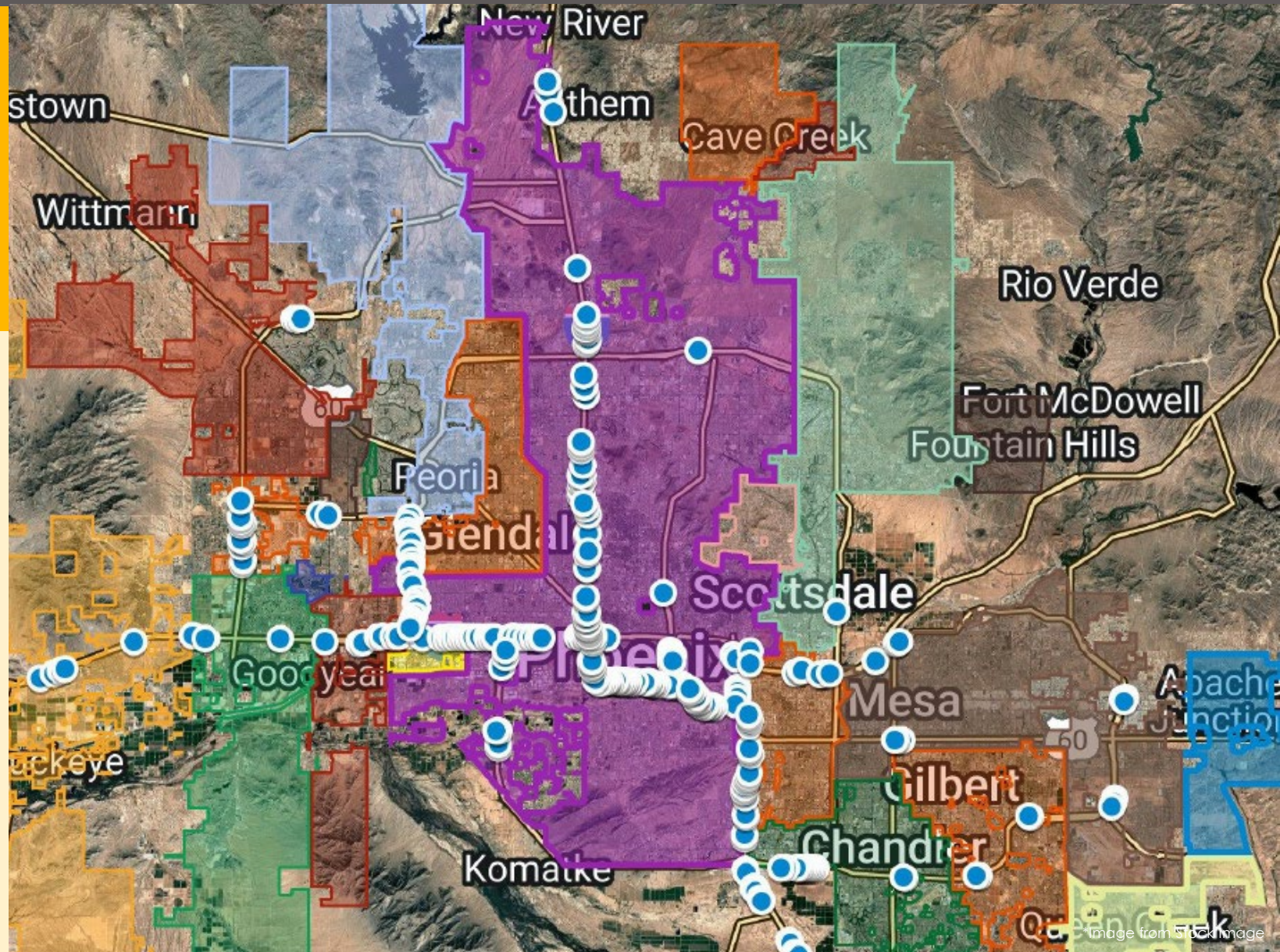


*Image taken by Staff

Other Cities & Towns

- Central Valley
- Northeast Valley
- Southeast Valley
- Northwest Valley
- Southwest Valley

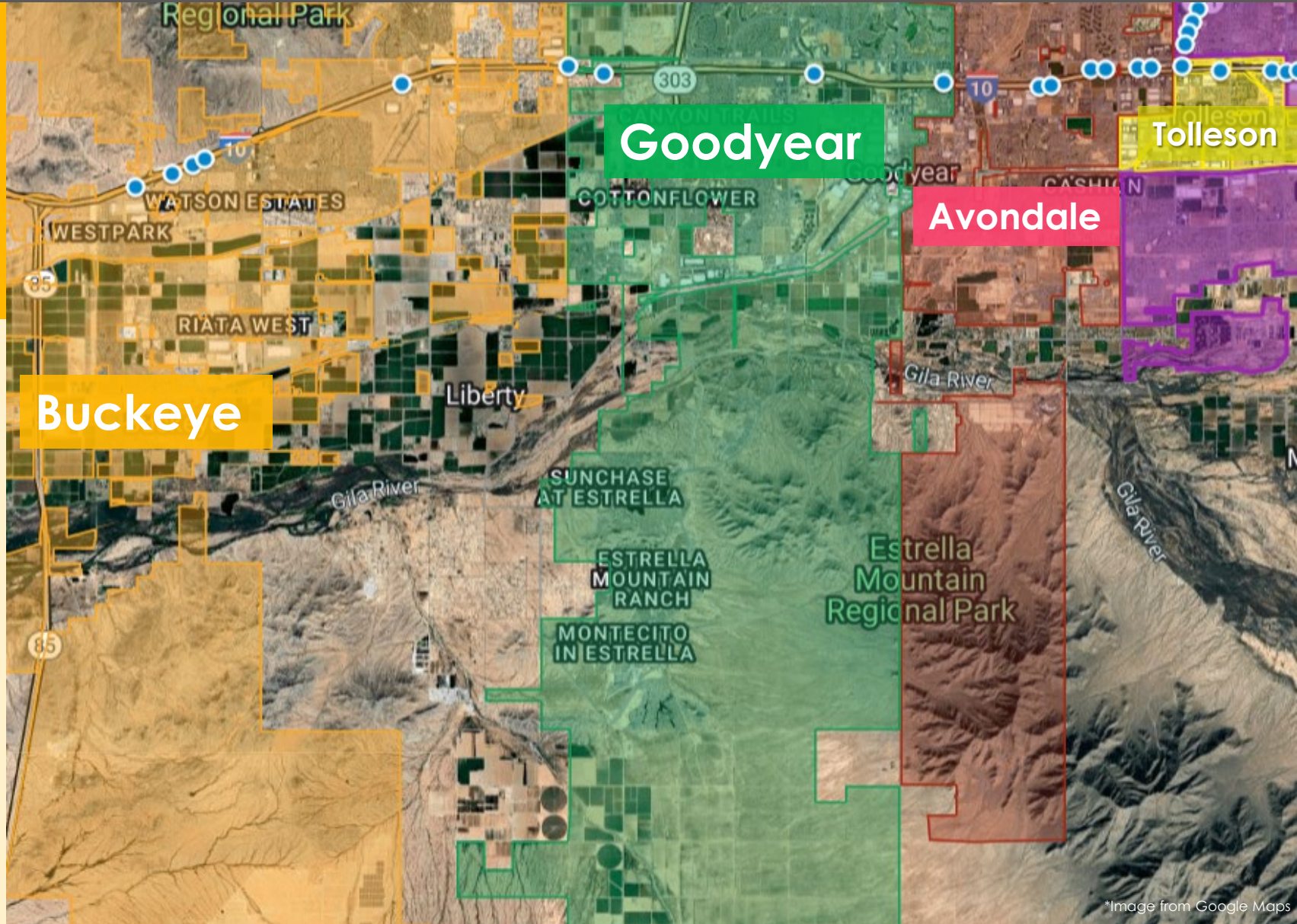
● = Staff identified billboards



Southwest Valley

- Tolleson ✓
- Avondale ✓
- Goodyear ✗
- Buckeye ✓

● = Staff identified billboards



*Image from Google Maps

Spotlight: City of Buckeye

- Up to eight (8) on I-10 and AZ-85
- Located in commercial, industrial, mixed-use
- 500-foot separation



*Image courtesy Arizona Central

Other Cities Summary

Not Permitted ❌

Chandler
Gilbert
Goodyear
Mesa
Peoria
Scottsdale
Tempe

Focused/Limited ⚠️

Surprise

Regulated ✅

Avondale
Buckeye
El Mirage
Glendale
Phoenix
Tolleson

Staff Analysis of Pros & Cons

Pros

- High traffic advertisement
- Community branding
- Community messaging
- Revenue for commercial centers
- Sales tax revenue
- Local & non-local advertisement

Cons

- Visual blight/look & feel
- Community identity & values
- Existing digital marquee/digital pylon
- Peer cities & success
- Limited sales tax revenue
- Non-local advertisement

Staff Recommendation

Not Permitted ❌

Chandler
Gilbert

Goodyear

Mesa
Peoria
Scottsdale
Tempe

- Do not permit billboards
- Do not expand digital marquees
- Utilize digital freeway pylons

Focused/Limited ⚠️

Surprise

Permitted ✅

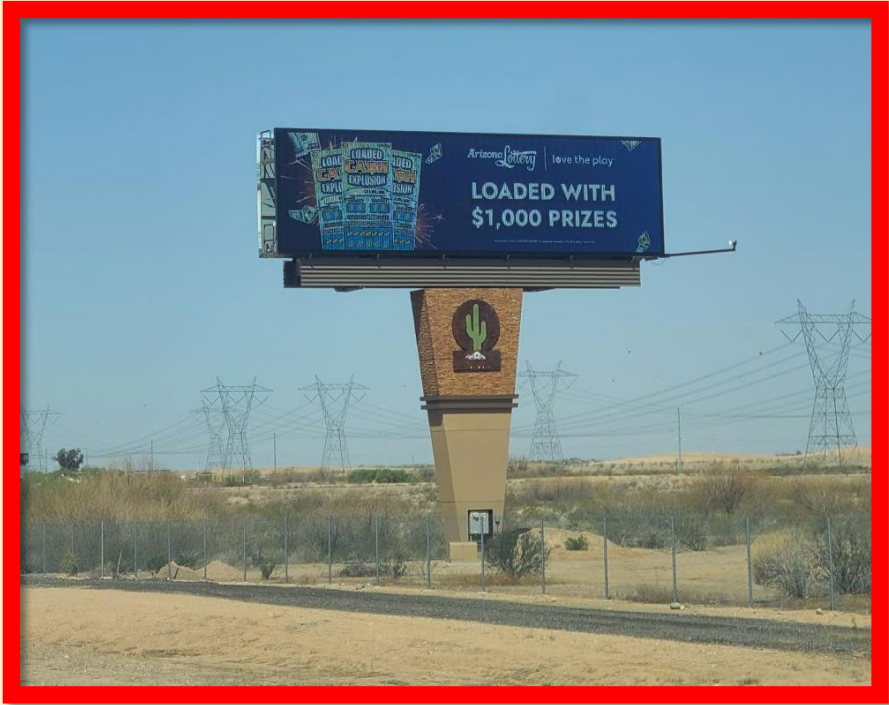
Avondale
Buckeye
El Mirage
Glendale
Phoenix
Tolleson

Discussion

Digital Freeway Pylons



Billboards X



ITEM #: 2.
DATE: 07/07/2025
AI #:2495



CITY COUNCIL ACTION REPORT

**SUBJECT: ENGINEERING DESIGN STANDARDS AND POLICIES MANUAL 2025
UPDATES**

STAFF PRESENTER(S): Marty Crossland, Deputy Director of Development
Engineering

Summary

Council will receive information on the 2025 update to the City of Goodyear Engineering Design Standards and Policies Manual. These standards prescribe the city's policies to identify minimum requirements for the design and construction of public and private infrastructure and were last updated in 2017. The updated 2025 Engineering Design Standards and Policies Manual (EDS & PM) will be brought forward at a future Council meeting for formal adoption. (Marty Crossland, Deputy Director of Development Engineering)

FISCAL IMPACT

There is no direct budget impact associated with the adoption of the EDS&PM. The updated 2025 EDS & PM identifies infrastructure and materials requirements that will be used to inform future capital improvement program (CIP) projects, and maintenance of City assets. Although there may be impacts to CIP projects, it is not anticipated to impact the budget needs for the city's CIP.

BACKGROUND AND PREVIOUS ACTIONS

The EDS&PM standards apply to both city and private infrastructure projects, including, but not limited to, construction projects for water infrastructure, wastewater infrastructure, transportation infrastructure, and storm water infrastructure.

The standards were last updated on August 29, 2017, when Council adopted Ordinance No. 17-1359. Prior to that, the last comprehensive update occurred in 2012 when Council adopted Ordinance No. 12-1276.

STAFF ANALYSIS

The EDS&PM update kicked-off in December 2023 with three coordination meetings with internal stakeholders. The City engaged a third-party consultant to manage the 2025 update process. The consultant collected staff input, researched best practices, and compared standards to other communities in the Valley. Staff made draft revisions available to internal and external stakeholders and solicited input from our current and past customers, primarily developers and engineers. The process also included follow-up meetings to discuss external comments and vet external suggestions with the appropriate internal stakeholders.

Stakeholders that submitted comments were informed of how the City addressed their requests and were given opportunities to discuss comments that had not gained consensus.

Following the vetting process, staff identified approximately 3,000 needed revisions to the standards and details. These revisions have been included in the proposed City of Goodyear Engineering Design Standards and Policies Manual 2025 Edition.

The updated 2025 EDS & PM includes an analysis of current industry conditions, including process improvements needed to clarify existing procedures for both staff and the public. When considering changes, staff endeavored to identify needs that were specific to Goodyear while comparing many aspects of the standards to other cities throughout the Phoenix Metro Area. The revised standards also align with recent updates adopted in the City's 2025 Integrated Water Master Plan.

The 2025 EDS & PM reflects an effort to bring the City in alignment with changes in industry standards, changes in operational needs, advances in technology, clarification of requirements, and the needs of the private development community.

Attachments

Staff Presentation



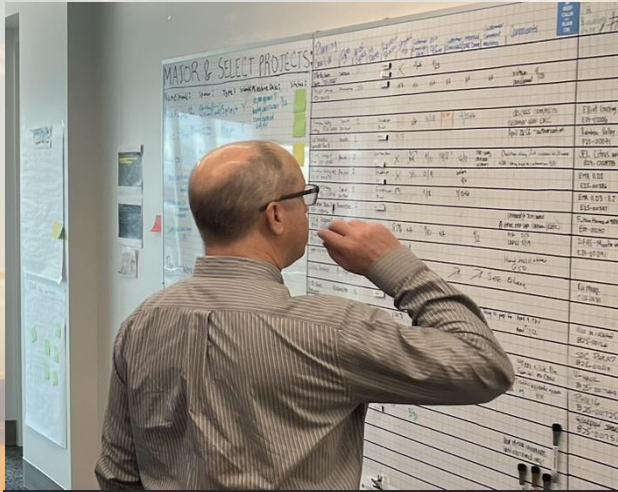
ENGINEERING DESIGN STANDARDS AND POLICIES MANUAL 2025 UPDATES



Engineering Design Standards & Policy Manual

- EDS&PM
- Supplement to MAG
- Last Updated 2017





Process



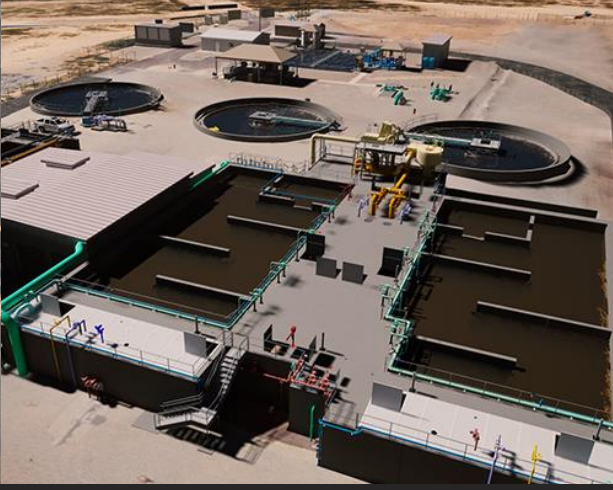
Water



Parks



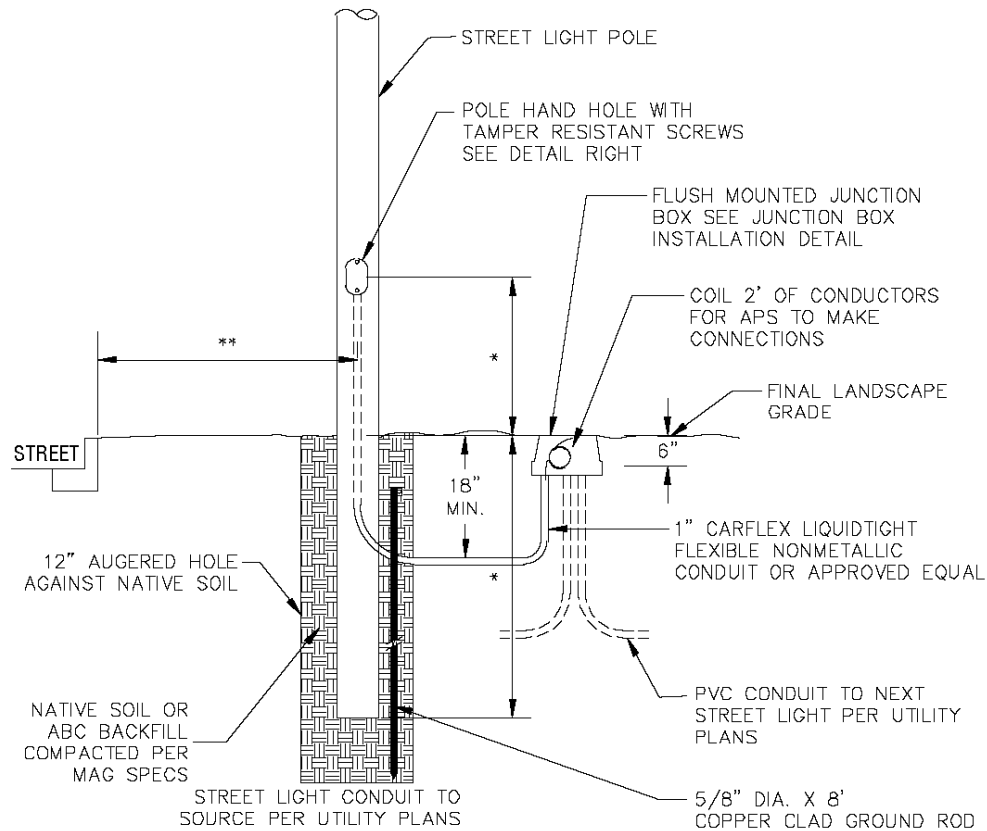
Roads



Wastewater

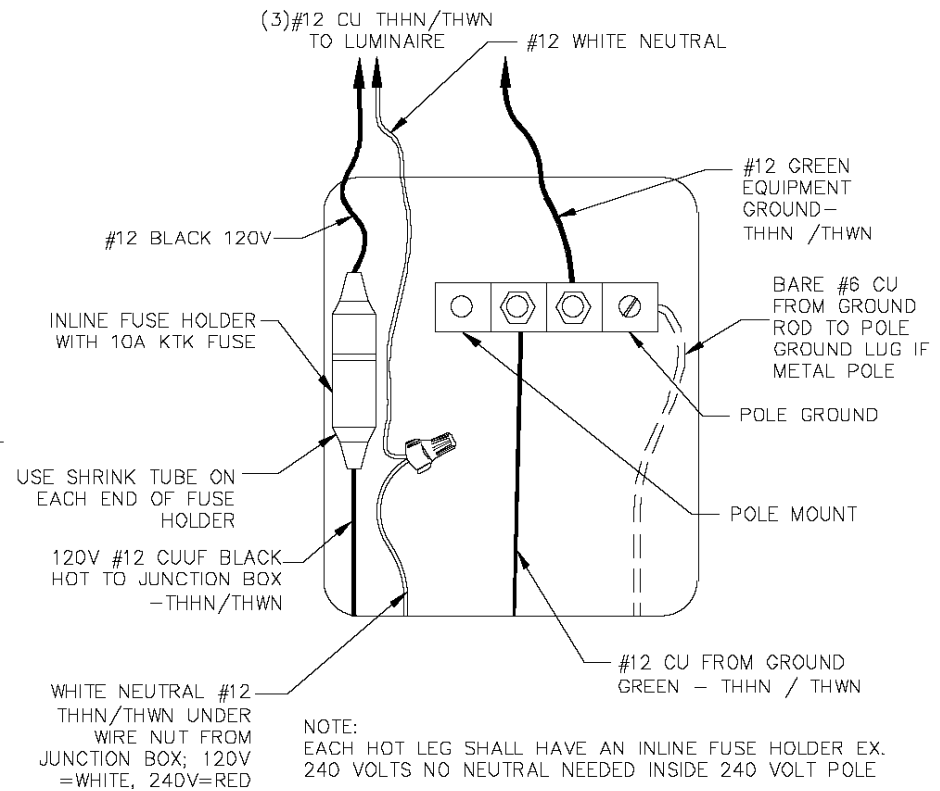


Drainage



* SEE POLE DETAILS FOR DIMENSION

** SEE PLANS FOR POLE SETBACK



DETAIL NO.
G-3250-11

CITY OF GOODYEAR
STANDARD DETAIL

APPROVED:08/17

STANDARD POLE GROUNDING AND WIRING DETAIL

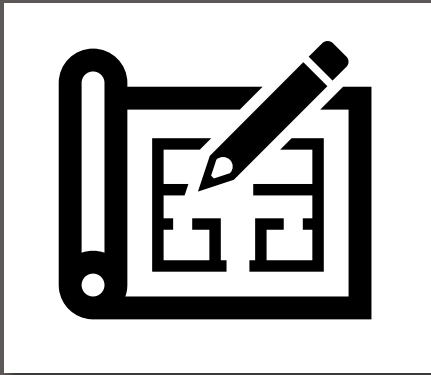
DETAIL NO.
G-3250-11

Review Process

- Kick-Off in November 2023
- Divided into blocks for review

	* Pages
ENGINEERING DESIGN STANDARDS	2-416
0 ADMINSTRATIVE SECTION.....	(1-42) / 3-45
1 INTRODUCTION.....	(1-13) / 46 - 59
2 CONSTRUCTION PLANS AND PERMITS.....	(1-43) / 60 - 105
3 STORMWATER MANAGEMENT.....	(1-45) / 106 - 152
4 TRANSPORTATION.....	(1-73) / 153 - 229
5 WATER.....	(1-39) / 230 - 269
5.2 RECLAIMED WATER.....	(1-26) / 270 - 296
6 SEWER.....	(1-28) / 297 - 326
7 LANDSCAPING AND RECREATIONAL FACILITIES.....	(1-30) / 327 - 358
8 SITE DEVELOPMENT.....	(1-11) / 359 - 370
9 SUBDIVISIONS.....	(1-20) / 371 - 391
10 AS-BUILT REQUIREMENTS.....	(1 - 5) / 392 - 397
 APPENDIX A	
SUPPLEMENTAL STANDARD DETAILS FOR PUBLIC WORKS	
CONSTRUCTION.....	398 - 623
Index.....	399-402
3100 Series General Details.....	(G-3110 to G-3171-2) / 403 - 428
3200 Series Street Details.....	(G-3204 to G-3297-2) / 429 - 520
3300 Series Water Details.....	(G-3300 to G-3390-2) / 521 - 562
3400 Series Sewer Details.....	(G-3429 to G-3450-2 / 563 - 570
3500 Series Drainage Details.....	(G-3510 to G-3580) / 571 - 586
3600 Series Landscape and Parks Details.....	(G-3604 to G-3620-18) / 587 - 623

Review Process: Blocks



Block 1:
**Administration
& Process**



Block 2:
**Drainage and
Transportation**



Block 3:
**Water,
Wastewater,
and Landscape**

Types of Changes

- Modifications
- Process Improvement
- Changes to Standards



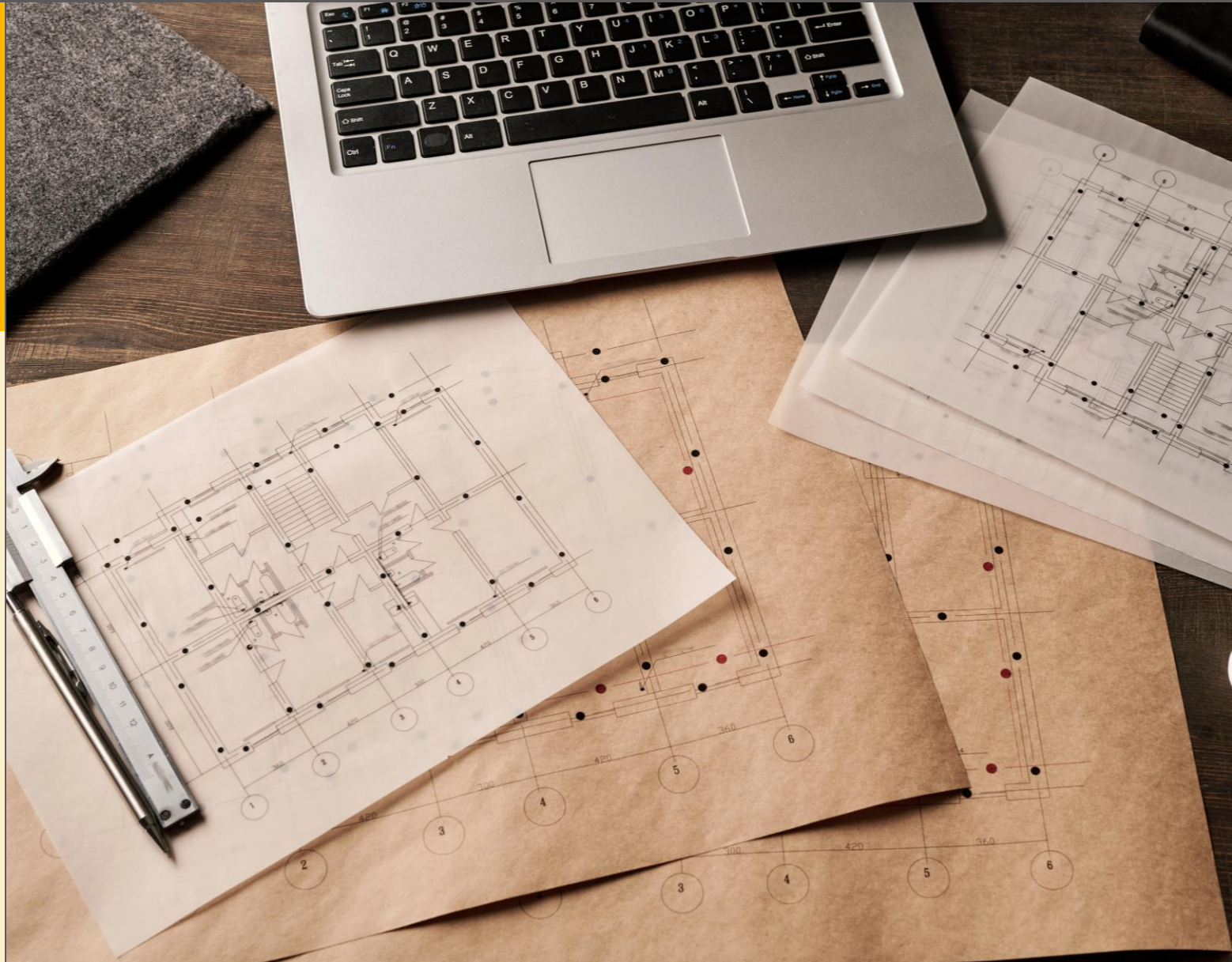
Modifications

- Modernization
- General Cleanup



Process Improvement: Waivers

- Flexibility
- Clarity to process



Process Improvement: Field Changes

- Clarity to process
- Timeliness of decisions
- Empower staff



Process Improvement: Materials List

- Removed from EDS&PM
- Responsive industry changes



Change to Standards

- Dry Utility Relocation
- Mitigates conflicts





Public Input

- No major objections
- Comments addressed

Next Steps

- City Adoption
August 25th
- Rollout to
customers
- Review every 5
years



QUESTIONS

