



Village News



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Debra Stark
Planning Director

Phoenix, with a population of almost 1.4 million, is the fifth largest city in the county and serves as the centerpiece for nearly 3.4 million people in the metropolitan area. At the heart of the city, a vibrant downtown that supports a thriving business community, and now a growing educational, medical and bioscience community. What happens in the downtown core sustains a strong ripple effect felt through out the entire city.

Each Village adds a unique characteristic to the entire city--from unprecedented growth in the North Gateway, Laveen and Desert Ridge Villages, the addition of an alternative form of transportation, light rail, in the Alhambra and Encanto Villages, to the much anticipated extension of the Loop 202 in the Ahwatukee Foothills Village, each of the 15 Villages plays a vital role in the development of the entire city.

The upcoming Continuous Learning Institute highlights Phoenix's move into a new era of downtown expansion and its impact on the entire city. We also will have a panel discussion on crime prevention through environmental design focusing on the creation of places while considering behavior attributes and tendencies of people to serve as the impetus for a vibrant neighborhood. This training will give you a broader perspective on what city Planners deal with on a daily basis.

As I reflect on the first anniversary of my tenure at the city of Phoenix, I am grateful for the many enlightening experiences that have helped me lead the Planning Department to new heights. We have made subtle changes by reorganizing the process with the General Plan Amendment procedures. We have enhanced customer service with the Strategic Plan and we are about to roll it out to the entire department. We recently completed the annual report and you should receive a copy soon. I look forward to working with each of you in the coming year, and as always please feel free to contact me or any member of my staff if we can assist you.

Sincerely,

Planning Director

Inside This Issue

- Director's Dialogue
- Crime Prevention
- Keynote Speaker
- Downtown Update

Glossary of Terms

VPC – Village Planning Committee

CLI – Continuous Learning Institute

Crime Prevention Through Environmental Design

After nearly two decades of community oriented government the city of Phoenix continues to respond to the needs of the community. As the city of Phoenix grows we face the increased potential for crime incidents. Similarly, in the late 80s, concerns prompted implementation of community oriented policing as revitalization programs. Specifically, the community surveys collected during the earliest Neighborhood Fight Back Programs named specific issues that affected everyday quality of life: Problems like, graffiti, fear and intimidation, and various crimes that proved to be consistent with rental property locations.

In response, the city has provided a consistent learning environment to equip the community with the tools to help themselves. When neighborhoods claim ownership of its problems the result can be lessons learned by generations of future residents. Today, each neighborhood success story is a testament for government that supports, to name a few, the Neighborhood Block Grant Program, Graffiti Buster's, Block Watch, Phoenix Neighborhood Patrol, and the Phoenix Crime Free Multi-Housing Program which utilizes Crime Prevention Through Environmental Design (CPTED pronounced "sep-ted") principles where "proper design and effective use of the built environment can lead to a reduction in the fear of crime and incidence of crime and to an improvement in quality of life." As surely as early man learned to build his camp in strategically safe locations from his enemies, we see today the same strategies identified as, territoriality, access control, natural surveillance and activity support.

Currently, in our city, more than 1,200 rental and multi-housing properties involving over 300,000 residents benefit from the application of CPTED through Phase II of the three phase crime prevention program. Since 1993, owners have voluntarily retrofitted old and built new properties with CPTED in mind. Officers trained as CPTED practitioners verify that the Phase II minimum requirements are present and as an added benefit make suggestions for enhancing crime prevention. Recommendations are given based on crime analysis, and current perimeter influences including future development such as light-rail. Owners who have the option to participate choose to make improvements more often than not. Less crime means fewer calls to the police, a safer environment for the residents and liability protection and lower insurance rates for the owner. Building safety into properties---is just good business for everyone.

I have been the city coordinator for the Phoenix Crime Free Multi-Housing Program for the past 13 years, I have been called to testify in nuisance abatement cases and deposed for numerous premises liability cases, previously, resulting in multi million dollar settlements. The number one element for successful defense has been the CPTED principles taught through the program. As a public servant it has been gratifying to provide this benefit to the community.

Written by Phoenix Police Officer Connie Stine, Community Programs Unit

Keynote Speaker Brian Kearney



Brian Kearney is currently the President and CEO of the Downtown Phoenix Partnership, a non-profit organization charged with providing enhanced services to the Downtown core area, called Copper Square, and facilitating the continued revitalization of Downtown Phoenix.

Brian began his career in 1987, working as a management intern for the city of Phoenix. In 1988, he moved to the city's Community Economic Development Department, where he spent 10 years. Some of Brian's significant responsibilities there included serving as the city's business recruitment program, and heading Phoenix's downtown redevelopment program.

Prior to joining the city of Phoenix, Brian received his master's degree in Public Administration from Texas A&M University and a bachelor's degree in Political Science from Colorado State University.

In addition to his work with the Downtown Phoenix Partnership, Brian also serves on the Herberger Theater Center Board and Executive Committee; Downtown YMCA Board; Arizona State University College of Public Programs Dean's Downtown Opportunities Board; Arizona Science Center Board, International Downtown Association Board; International Economic Development Council; Lambda Alpha Honorary Land Economics Society Member; Urban Land Institute and Youth Sports Coach and the Civic Plaza Expansion Advisory committee.

What's Happening in Downtown Phoenix?

The new Sheraton Phoenix Downtown Hotel broke ground in Spring 2006 and will open in Fall 2008. The 32-story hotel will feature 1,000 guest rooms, a destination restaurant, more than 80,000 square feet of meeting space, fitness facilities and other hotel amenities throughout the one million-square-foot-high rise.



Located at Third and Van Buren streets, the Sheraton will be in the center of the downtown's most exciting new initiatives including the downtown ASU campus, Phoenix Convention Center expansion, biomedical campus and light rail. The hotel's 1,000 rooms will increase the downtown's room inventory by more than 50 percent to accommodate the dramatic increases these developments will bring about in demand for business and group room nights.

Starwood Hotels & Resorts, under its Sheraton brand, was selected as the hotel operator following an extensive evaluation of the finest hotel companies in the world. Starwood has more than 750 properties in more than 80 countries and 110,000 employees at its owned and managed properties. The hotel company has several well-known names in its hotel brand portfolio including St. Regis, Sheraton, W and Westin.

The downtown hotel is projected to generate more than 1,500 new jobs and \$7 million in state and city sales taxes annually. Project financing will be through the issuance of revenue bonds through the non-profit Downtown Phoenix Hotel Corporation.

After months of digging, the downtown Sheraton project is building vertical. This started in August 2006 as Perini's construction crews set the foundation for the hotel tower in what was the single largest concrete pour in 15 years in Arizona. Concrete columns and decks are appearing on the site daily as the 32-story tower begins to take shape.

ASU Downtown Development

Situated in the heart of downtown Phoenix, the Arizona State University Downtown Phoenix Campus provides an academically rigorous university experience in a vibrant, urban campus that is integral to the success of the community. Geared toward city-minded students attracted to service-oriented careers, the ASU Downtown Phoenix offers degree programs that focus on serving the city, whether it's improving health, addressing the community's social and economic needs, teaching the youth or informing residents on key issues. The campus will enhance not only higher education opportunities in Arizona, but also revitalize Phoenix's urban core into a booming city where people live, work and entertain.



Most of the ASU Downtown Phoenix Campus is located within the boundaries of Fillmore Street on the north, Van Buren Street on the south, First Avenue on the west and Third Street on the east. As part of Phoenix's Copper Square, the campus is located within minutes from shopping, entertainment, professional arts and music venues and professional sports stadiums.

The first phase of the ASU Downtown Phoenix Campus officially opened its doors in August 2006. Phase One of the campus includes the College of Nursing and Healthcare Innovation located in the former Park Place building; the College of Public Programs located in University Center at 411 N. Central Ave.; and University College, serving the university's exploratory majors. The Mercado Building accommodates extended education and distance learning programs, College of Nursing simulation labs, as well as various ASU organizations. Vacant office space in the Downtown Post Office also is serving administrative needs of the campus and the former Ramada Hotel was renovated into Residential commons, a student dormitory for up to 300 students.

Nearly 4,000 students were pre-registered to take at least one course at the downtown campus in August 2006 and 600 staff and faculty relocated downtown to their new offices and classrooms throughout the summer.

By 2020, the campus will have 15,000 students across 20 acres in downtown Phoenix. Once the campus is built to full scale, it will integrate academic, public, private and residential development in a diverse and modern living/learning environment.

Thank you for your interest in Planning in Phoenix. We want to hear from you and place a spotlight on your Village. Please forward articles regarding new developments, special events or topics of interest to Cynthia Weaver at cynthia.weaver@phoenix.gov for the next edition of *Village News*. Questions should be addressed to Leonard Knight at 602-534-9804. Please keep in mind that articles may be edited to meet spacing requirements. Again, thank you for taking an interest in your community and participating in your Village Planning Committee.

In accordance with the requirements of title II of the Americans with Disabilities Act of 1990, the city of Phoenix provides persons with disabilities equal access to its services, programs and activities. The city of Phoenix will provide reasonable accommodations to persons with disabilities whenever necessary to ensure their full participation. For more information, call Theresa Damiani in the Planning Department at 602-262-6368/voice or 602-534-5500 TTY.