



# Village News



Spring 2004  
Volume 1 Issue 1



*David Richert*

Welcome to the first edition of the Village News, your village information connection! This newsletter is another opportunity to expand the knowledge of city of Phoenix planning processes with our residents. The idea for this newsletter came about at the Fall 2003 Continuous Learning Institute (CLI). Your fellow Village Planning Committee (VPC) members requested an opportunity to share and receive information with other villages to remain connected to the entire city.

As a result of the request, our staff created surveys to learn what you would like to see in a newsletter. Fifty-five surveys were returned with the following results:

- 45 of the 55 respondents wanted the newsletter
- Village News received the most votes for the name
- Most respondents wanted a quarterly newsletter
- An overwhelming majority wanted the newsletter sent via e-mail
- The majority of respondents want the newsletter to contain articles from both city staff and VPC members

I personally want to thank each of you for serving your community by participating on your local Village Planning Committee. A special thanks to those who took time out of their busy schedules to respond to our survey. This newsletter will be sent out quarterly via e-mail, and be available on our web site at phoenix.gov.

Lastly, I encourage each village to submit an article to keep everyone updated on the latest topics of interest in your area. If you have any questions about the newsletter, contact Leonard Knight at 602-262-6882.

Sincerely,

Planning Director

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## **Glossary of Terms**

**VPC – Village Planning  
Committee**

**CLI – Continuous Learning  
Institute**

# CLI Fosters Leadership by Capacity Building

The Planning Department's "*Continuous Learning Institute*" (CLI) is an opportunity for Village Planning Committee members to receive ongoing training and the latest updates to the Phoenix planning process. The most recent CLI occurred from noon – 5 p.m., Friday, March 12 in the City Hall assembly rooms with the Mayor giving the welcome address and Attorney Grady Gammage as the keynote speaker. This biannual event helps to strengthen community leadership by expanding citizen volunteers' capacity to better serve their communities.

Before the program started, the mayor invited a group of Planning Commissioners and VPC members to meet with him in his conference room to discuss topics of interest in their villages. The attendees expressed appreciation for the time the mayor spent with them.



**Mayor Gordon with Mo Stein**

Ken Lynch of Phoenix 11, the Master of Ceremonies for the event, introduced Mo Stein, immediate past chair of the Planning Commission, who received a plaque for his four years of service to the Commission. More than 85 Village Planning Committee and Planning Commission members were in attendance to see the honors. In addition to this award, the Mayor Phil Gordon and three City Council members (Dave Siebert – District 1, Peggy Neely- District 2, Doug Lingner- District 7) presented 25 "Community Leadership Planning Awards" to individual VPC members and subcommittees for their exemplary work. The awards were in the following categories:

1. Increased citizen involvement for neighborhoods
2. Improved quality of development
3. Implementing the General Plan; and
4. Outstanding participation or attendance

The keynote address by Grady Gammage of Gammage and Burnham focused on the value of the village planning process. After lunch the participants attended two breakout sessions entitled: 1) "The Rezoning Process...from inception to approval;" and 2) "Balancing Transportation and Neighborhood Concerns," facilitated by Michelle Dodds, Donna Stevens, Richard Clewis and Ali Makarachi of the Planning Department. Frank Dolasinski, John Parks, and Sandy Topham of Development Services and John Graham of Subelt Holdings also provided support.

The next CLI is tentatively schedule for Fall 2004.



**Mayor and Council members with Planning Award Winners at CLI**



## **Community Leadership Planning Award Winners**

- Individual Awards - Lynn Heath, Camelback East VPC, Keith Greenberg, Deer Valley VPC, Louisa Stark, Central City VPC, Paul Barnes, Citizen member, George Young, South Mountain VPC, Peggy Eastburn, Estrella VPC, Craig Steblay, Camelback East VPC, Phil Hertel, Laveen VPC, Larry Balcom, North Gateway VPC
- Group Awards - Laveen Citizens for Responsible Development (LCRD); South Mountain VPC Development Subcommittee; 620 Committee - Ahwatukee Foothills VPC; Transit Oriented Subcommittee - Camelback East; Alhambra and Central City VPCs; Laveen/South Mountains VPCs Joint Subcommittee for Dobbins Road; Deer Valley VPC; Laveen VPC.

### **Deer Valley VPC hosts Citywide Planning Conference**

The Deer Valley VPC hosted the first citywide VPC initiated Conference on Feb. 21 at the Goelet A.C. Beuf Community Center. Mayor Phil Gordon provided opening remarks, presenting his ideas and vision of the Village Planning Committees and offering inspiration and support to the VPC members. Mayor Gordon discussed his Front Porch Initiative - being outside, getting to know your neighbors and monitoring what is going on in your neighborhood. The Mayor also took time to answer questions from committee members about participation, neighboring villages, dealing with zoning attorneys, and plans to streamline and encourage infill development.

Councilman Dave Siebert welcomed the group to the prototype community center, which also houses a Police facility, and said the villages act as the “eyes and ears” to help out the Planning Commission. Councilwoman Peggy Neely agreed, stating that village opinions are important to the City Council, and they should let their concerns be known.

Members from several city departments spoke, including John Siefert, from Street Transportation, who explained the challenges of building new roads, maintaining existing roads and protecting neighborhoods. Committee members asked questions about light rail, roundabouts, cut-through traffic and the review process to determine the traffic impacts of new projects. Additional discussions included red-light running and school crosswalk safety.

Joy Mee from the Planning Department answered questions on vacant shopping centers and big boxes; later in the day, the group focused on crime issues, starting with how police can deal with neighborhood/cut-through traffic. Erynn Crowley from the Neighborhood Services Department answered questions on enforcement.

A post conference survey indicated that attendees felt the conference was worthwhile. Several other villages offered to host a similar conference in the future. The Deer Valley Village would like to express sincere appreciation to the elected officials and city staff members representing Planning, Streets, Neighborhood Services and the Police Department who attended the conference and made themselves available for group discussion and questions. The encouragement and participation by all in attendance contributed to the overwhelming success of this event.

## **Desert and Environment Preservation**

The Exploration of the Edge Study is a focus on the interface between urban development and desert open space, particularly in North Phoenix. The study was a collaborative effort that involved the VPC, the city of Phoenix Planning and Parks and Recreation departments and Arizona State University in 2001. The goal of the study was to help design a desert “edge” that is sensitive to nature, while increasing citizen awareness, understanding, and appropriate use and integration of the Sonoran Desert open space areas. As a direct result of this study the Sonoran Preserve Overlay was born.

The Edge Treatment guidelines prepared and adopted provide development standards for the interface between development and the preserve. The guidelines address Single Family Residential, Multi Family Residential, and Commercial land uses adjacent to the planned Sonoran Preserve. Staff from Planning, DSD and Parks & Recreation Departments worked together to draft the text amendment. The document went through considerable public review document by various stakeholder groups.

The design guidelines draw from three existing city ordinance documents; (1) the Zoning Ordinance Section 507/Design Review Guidelines, (2) the Hillside Ordinance, and (3) the North Black Canyon Overlay District. The design guidelines incorporated recommendations from an ASU studio class and a follow-up amendment for a Master Edge Plan is in process.

The guiding principles for the Edge Treatment guidelines are that the Sonoran Preserve is a public amenity, that wash corridors can manage storm water, but also provide visual and physical access to the preserve, that development should maintain vegetation typical of the desert for low water use, survivability, and sense of place, and that it is important to maintain views and the feeling of open space as development occurs.

More specifically, the guidelines address:

Open Edge - 60 percent of the edge between development and the Preserve must be “open edge.”

Signage - A higher level of aesthetics will be achieved through the use of natural materials incorporated into monument style or wall signs.

Drainage - Drainageways will remain natural to preserve the scenic qualities of the desert.

Fencing and Walls - Fences and walls should be designed to blend with the desert, avoid monotonous edges, and allow views into the desert preserve.

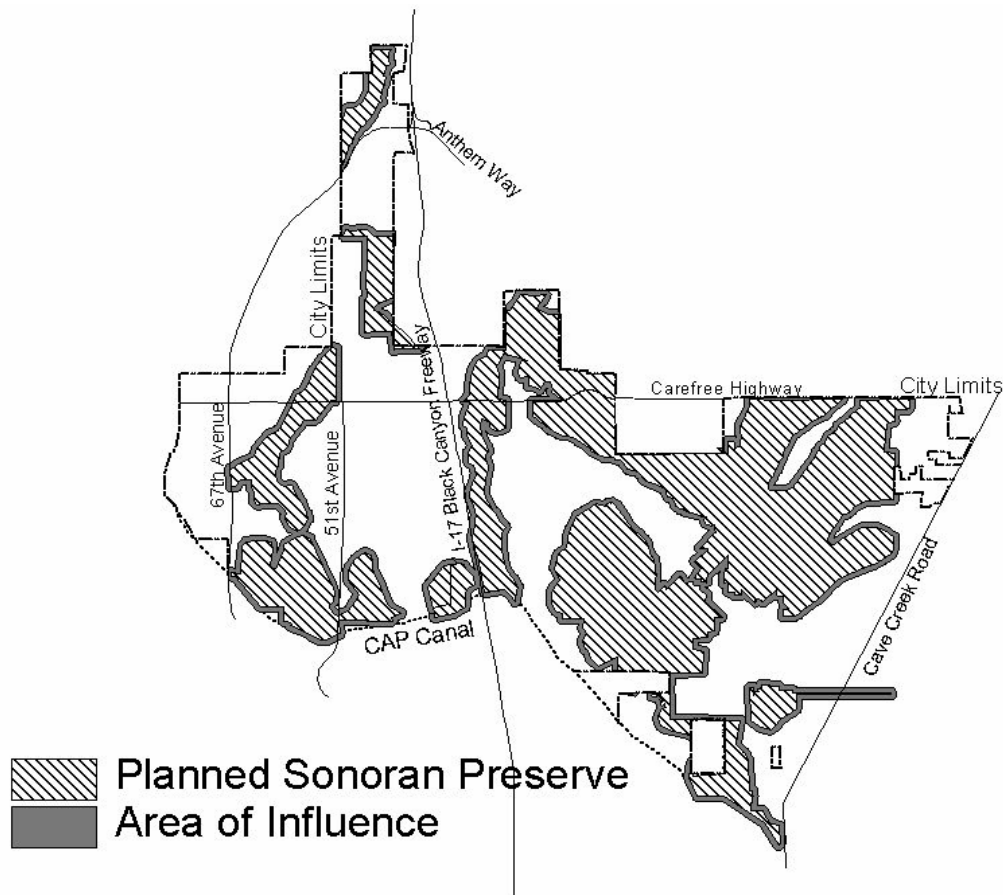
Landscape - Encourage the use of Sonoran Desert plants, prohibit invasive species and minimize grading disturbance.

Trails & Trailheads - Provide adequate public and private access and trail connectivity.

## Desert Preservation Continued...

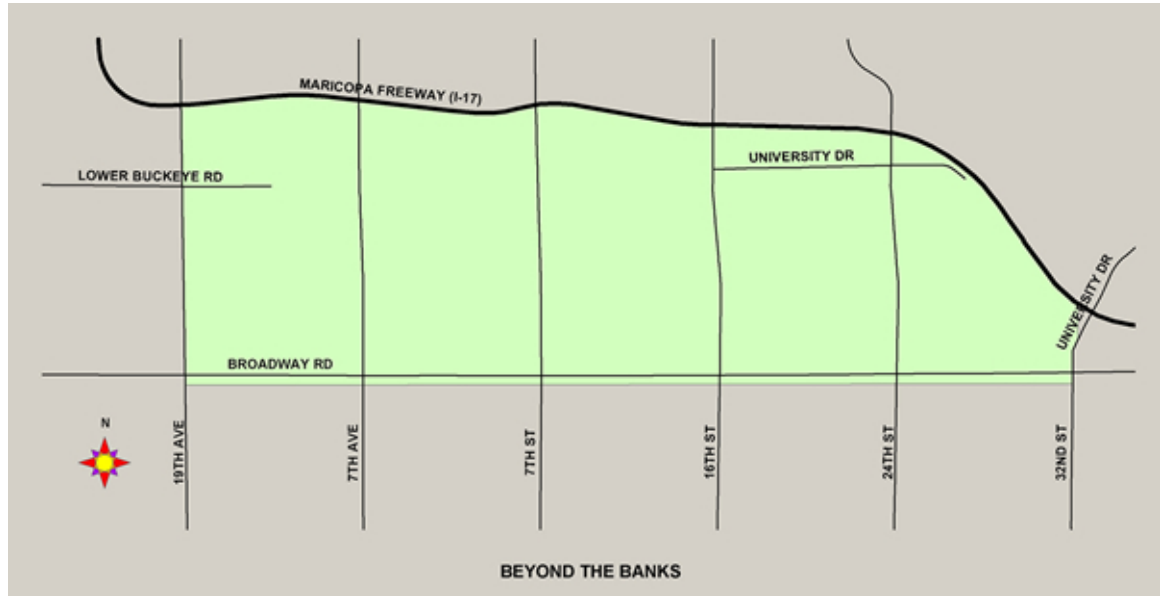
### Key Components of Open Edge Treatment:

1. A system is proposed that creates incentives or disincentives for different types of open edge treatments.
2. Public access and single loaded streets are greatly encouraged to provide a public sense of ownership of the preserve.
3. Multi-family development should be designed so all residents have visual or physical access to the preserve.
4. Single family development should not block access to the preserve, but respect the lay of the land, provide a varied or “soft” edge of development adjacent to the preserve, and be rewarded for wash preservation and public access.
5. Commercial development should compliment the natural edge of the Preserve through building configuration, providing for outdoor uses adjacent to the Preserve, and the provision of access and shared parking.
6. Location:



## Beyond the Banks

The Rio Salado Beyond the Banks is a seven-mile area undergoing revitalization to realize its full potential from its proximity to the Rio Salado, Downtown Phoenix, Sky Harbor International Airport, other job centers and regional transportation linkages.



The purpose of the Rio Salado Beyond the Banks Area Plan is to protect the investment in the Rio Salado Habitat Restoration Project and to maximize the long-term benefits to the community while increasing the potential value of the properties adjacent to the river.

The Plan identifies six goals with objectives and recommendations for each goal. The six goals are: land use, community recreation, economic development, neighborhoods, accessibility and safety.

Some of the key components of the plan include the Del Rio Golf Course, Rio Salado Scenic Drive, San Francisco Canal (an east/west recreational trail system) and mixed-use developments including the Audubon Nature Center in addition to numerous other special features.

In the year 2000, there were 2000 homes, 7,700 people and 20,000 jobs in the area. Projections expect that 7,000 additional homes with 20,000 more people and 20,000 more jobs will be present in the year 2020. There will also be at least two more schools and two more neighborhood parks.

The plan covers seven square miles and is bounded by Maricopa Freeway to the north, 19<sup>th</sup> Avenue to the west, 32<sup>nd</sup> Street to the east and Broadway Road to the south.

For more information, visit the planning department Web site at [phoenix.gov/planning](http://phoenix.gov/planning).

## Evans Churchill

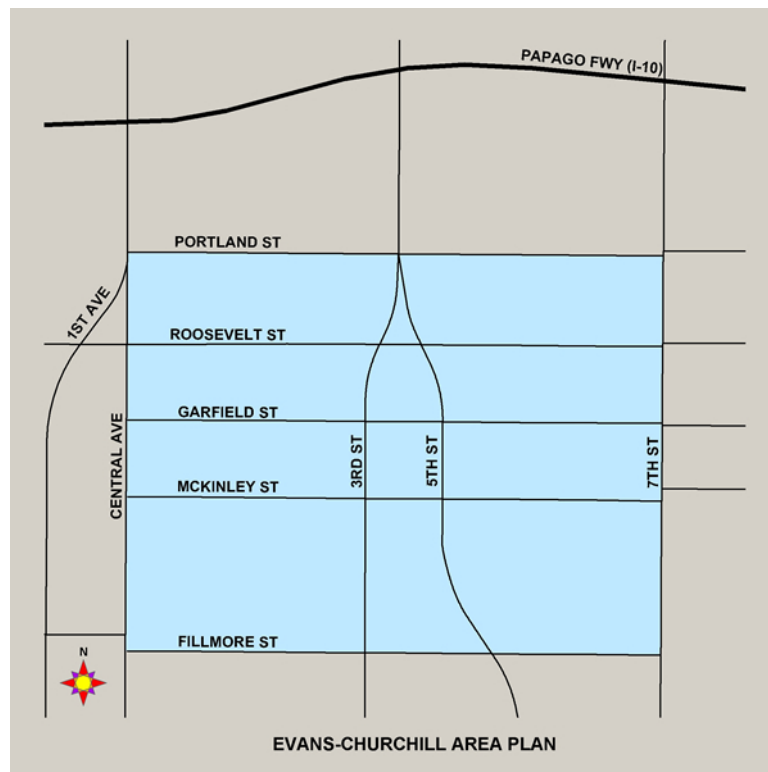
Evans Churchill is a 160-acre area from Margaret Hance Park to Fillmore Street, Central Avenue to Seventh Street north of the Downtown Core that is seen as both a support to the core, the biotechnology campus and surrounding neighborhoods as well as a destination in its own right.

Staff began working with area stakeholders in the summer of 2002 to develop a vision and plan for the area. The visions for the area include biotechnology uses, arts, entertainment, restaurants, retail, housing and university/adult educational uses.

In December 2003, residents, property owners, tenants and other stakeholders in the Evans Churchill planning area participated in a third public meeting to review draft recommendations for each goal of the plan. The ten goals for the plan reviewed at the last meeting are:

1. Biotechnology Research and Ancillary Economic Development
2. Higher Education
3. Housing
4. Supportive Retail, Office, Hotel and Parking
5. Arts and Entertainment
6. Open Space
7. Circulation and Transit
8. Historic Preservation
9. Urban Design
10. Implementation and Action Plan

The next step in the public process is to integrate this plan with other efforts of ASU and the Downtown Phoenix Partnership/Phoenix Community Alliance for a larger downtown. For more information, visit [phoenix.gov/planning](http://phoenix.gov/planning).



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](mailto:cynthia.weaver@phoenix.gov) for the next edition of *Village News*. Questions may be directed to Leonard Knight at 602-262-6882. 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.