



# *Village News*

Spring 2008  
Volume 7 Issue 1



With the holidays now becoming a distant memory and Spring quickly turning to Summer, it is time once again to meet for another Continuous Learning Institute. The Spring CLI is special because it highlights our hard-working group of volunteer citizens. Over the years, our mayor, council members, volunteers and department staff have held the Spring CLI in high regard because it recognizes our volunteers who advocate for a well-planned community. This year, we will have the opportunity to meet our new council members.

The Spring CLI is unique to the others because it is also the time when we hold the annual Community Leadership Planning Awards, presented to individuals, subcommittees and Village Planning Committee members to recognize their excellence in planning and encourage replication of "best practices."

We have received several outstanding nominations again this year making it a very tough decision. I would like to thank those who took the time to fill out the nominations and each of you for your outstanding dedication and hard work which allows us to hold this awards ceremony.

In addition to the awards, we are excited that Grady Gammage will be our keynote speaker and a talented group of facilitators and panelists to discuss retail trends, sustainable design and form-based code.

I hope you can join us and I look forward to meeting you and recognizing your accomplishments over the last year.

Sincerely,

Planning Director

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## **Glossary of Terms**

**VPC – Village Planning Committee**

**CLI – Continuous Learning Institute**

**CLAP – Community Leadership Awards for Planning**

**Attend the Planning Department's  
Continuous Learning Institute Workshop  
Friday, April 4**

11:45 a.m. to noon	Registration
Noon to 12:15 p.m.	Lunch Served
12:15 to 12:30 p.m.	Welcome and Opening Remarks
12:30 to 1:15 p.m.	Keynote Speaker
1:15 to 1:55 p.m.	Community Leadership Awards for Planning
1:55 to 2:10 p.m.	Room Change
2:10 to 4:30 p.m.	Break-out Sessions

**CLI Keynote Speaker: Grady Gammage, Jr.  
Founding Partner, Gammage & Burnham**



**G**rady Gammage, Jr. is an Arizona native who has practiced law in

Phoenix since his graduation from Stanford Law School. In 1983, he founded Gammage & Burnham, a firm which has since grown to 30 lawyers. He is also an adjunct professor at the Arizona State University College of Architecture and Environmental Design and the College of Law, where he teaches classes on land use regulation and on historic preservation.

Professionally, Mr. Gammage has spent the last 20 years representing real estate development projects such as master-planned communities, high-rise buildings, and regional shopping centers and sprawling tracts of subdivisions. In 1981, he was instrumental in structuring Arizona's innovative Urban Lands Act, which allowed State Trust lands to be released for private development.

Since 2002, Mr. Gammage has also held an appointment as a Senior Fellow at the Morrison Institute for Public Policy at Arizona State University. In that role, he focused on issues of growth, land use, water supplies and economic development.

From 1992 to 2004, Mr. Gammage has also served as an elected official on the Board of the Central Arizona Project (CAP), the \$5 billion canal which brings Colorado River to central Arizona. The CAP represents Arizona's largest source of renewable water supplies. Mr. Gammage served as Board president from 1994-98.

Mr. Gammage has been quoted in *The Arizona Republic*, *The Phoenix Business Journal*, *The Christian Science Monitor*, *The Wall Street Journal*, *USA Today*, *Chicago Tribune* and on National Public Radio. He is the author of numerous articles on land use and growth issues. His book, "Phoenix in Perspective" was recently published by the Herberger Institute on Design Excellence. In a review on Amazon.com, Yale University Professor Alexander Garvin called *Phoenix in Perspective*, "America's most thoughtful book on city development."

# CLI BREAK-OUT

## Session 101: "Retail Trends" Held in Assembly Room A

Join this panel in a lively discussion about retail development trends in Phoenix. Westcor's Scott Nelson and Garrett Newland will cover changing trends in retail development and redevelopment, including topics on department store consolidation, issues of disparate ownership and the mixed-use trends arising in what were traditionally suburban malls. In addition, an update will be provided on the status of several Westcor shopping malls such as Biltmore Fashion Park, Paradise Valley Mall, Desert Sky Mall, Metrocenter and Kierland.

As President and CEO of the Arizona Hispanic Chamber of Commerce, Harry Garewal is involved with the preparation of an annual marketing publication, which has been published for the last 13 years by the Arizona Chamber of Commerce. Mr. Garewal will share information from this report regarding overall purchasing power and buying preferences to demonstrate how trends in retail development are being influenced by the Hispanic community.

**Facilitator: Carol Johnson, planning manager, City of Phoenix Planning Department**

**Panelists:** Scott Nelson, vice president, Westcor; Garrett Newland, vice president, Westcor; Harry Garewal, president and chief executive officer, Arizona Hispanic Chamber of Commerce

## Session 102: "Sustainable Design" Held in Assembly Room C

The Environmental Protection Agency (EPA) has defined sustainable development as the means of "meeting the needs of the present without compromising the ability of future generations to meet their own needs." The American Institute of Architects has developed 10 measures of sustainable design, which include Design and Innovation, Regional/Community Design, Land Use and Site Ecology, Bioclimatic Design, Light and Air, Water Cycle, Energy Flows and Energy Future, Materials and Construction, Long Life/Loose Fit, and Collective Wisdom and Feedback Loops.

This panel will explore the value of sustainable design in Phoenix. What type of city will we leave our children? The panel will attempt to answer the question, "Are we planning in a sustainable way?" Join us in a provocative discussion that could determine the future of our communities.

**Facilitator: Don Keuth, chairman, Phoenix Planning Commission**

**Panelists:** Reece Hanifin, AICP, LEED-AP, HDR; Nan Ellin Pfd., director, Urban and Metropolitan Studies Program, Arizona State University

## Session 103 "Form Based Code" Held in 12<sup>th</sup> Floor Subcommittee Room

In a rapidly changing Phoenix, there is always a need for versatile and flexible planning tools. Form-based code is one such tool. It is a method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm primarily by controlling physical form, with a lesser focus on land use, through city or county regulations.

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and

words are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development rather than only distinctions in land-use types. This is in contrast to conventional zoning's focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., FAR, dwellings per acre, setbacks, parking ratios, traffic LOS) to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory.

Join this dynamic discussion about how Phoenix uses Form-based Codes. Participate in the forum as we discuss legal, public and private perspectives. This session focuses on one of the best investments in downtown Phoenix.

**Facilitator: Dean Brennan, principal planner, City of Phoenix Planning Department**

**Panelists:** Shaine Alleman, senior planner, Dioguardi, Flynn & Jones; Jessica Laughlin, Hoskin-Ryan Consultants, Inc.

## IN OTHER NEWS

### Flip a Strip: Visions for Renovating Commercial Strip Malls

The Scottsdale Museum of Contemporary Art selected the city of Phoenix, along with the cities of Scottsdale and Tempe, to participate in a national design competition and exhibition called *Flip a Strip*. The project is not a design/build competition, instead it aims to produce ideas and visions for renovating commercial strip malls. Participants are encouraged to look at options for the sustainable reuse of the commercial strip mall while taking into consideration the economic vitality and aesthetics.

City of Phoenix Planning Department staff selected a site located at the northeast corner of 27<sup>th</sup> Street and Bell Road developed in the late 1970's. The site was zoned and developed while in Maricopa County and was later annexed in the city of Phoenix in 1988 with an equivalent zoning of C-2 (Intermediate Commercial). A total of six detached buildings occupy the 91,097 square foot site. The first three buildings are aligned fronting Bell Road, while the other three are aligned directly behind the front three separated by a parking lot. The back half currently entails types of industrial retail, such as the sales of hubcaps, leather and ATV's. The front buildings currently hold paintball, wireless and signage businesses as well as a small fitness center.

There is no landscaping anywhere on the site. The asphalt parking lot on the front half abuts directly to the attached sidewalk along Bell Road. There is no sidewalk along 27<sup>th</sup> Street. The parking lot that separates the two halves also consists of asphalt with no landscaping.

Participants must retain the existing buildings and retail activities but can propose building additions and new uses. The selection criteria will be based on:

- Originality of the proposal's design vision;
- Responsiveness of the proposal to the competition's objectives;
- Responsiveness of the proposal to the site and the context of the strip;
- Quality and clarity of the presentation materials.

The submission deadline has passed. A design jury will award three monetary prizes in the amounts of \$8,000, \$4,000 and \$2,000. Finalists will be notified May 1, 2008 and the exhibition will open with the awards announcement on October 4, 2008.

## What are Form-Based Codes

The Form-Based Code Institute defines form-based code as "a method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm primarily by controlling physical form, with a lesser focus on land use, through city or county regulation."

The character of a community comes from its physical form, and Form-Based Code is a new approach to zoning that focuses on the form and quality of the public realm through the relationship between its buildings and building mass, streetscapes and public spaces.

Emphasis is on the creation of a vibrant, pedestrian-oriented downtown Phoenix, as envisioned by the community. Elements that make a great community include mixed-uses that allow for local commerce and for a variety of housing types located in streets that are designed to be pedestrian-oriented.

The Phoenix Zoning Ordinance is based on Euclidean zoning, the most common type of zoning adopted by cities and counties in the United States.

Over time, in order to respond to the needs of new development, zoning ordinance amendments and overlay zoning districts were adopted for downtown Phoenix. Working through the different layers of regulations has become challenging to developers and planners alike. A new zoning code is needed, one that can address the needs of a mixed-use pedestrian multi-modal transit oriented environment.

To review the Downtown Phoenix Form-Based Code, visit [phoenix.gov/urbanformproject/fbcode.html](http://phoenix.gov/urbanformproject/fbcode.html).

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 be included in the next edition of *Village News* to Sina Matthes at [sina.matthes@phoenix.gov](mailto:sina.matthes@phoenix.gov). 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.