

Draft Minutes
PlanPHX Leadership Committee
December 12, 2012

Members Present
Vice Chair Gallego
Bob Beletz
John Heffernan
Marcia Viedmark
Dr. Carol Poore
Jack Leonard
Dr. George Brooks
Sandra Ferniza
Kimber Lanning
Taz Loomans
Teresa Brice
Greg Brownell

Members Absent
Chairman Stein (Excused)
Adam Lopez Falk (Excused)
Barry Pacey (Excused)
Peggy Eastburn (Excused)
Tony DiRienzi (Excused)

Staff Present
Joshua Bednarek
Marc Thornton
Curt Upton

1. Call to order

Vice Chair Gallego called the meeting to order at 3:12 p.m. A quorum was present with nine members.

2. Public comments (Not for committee discussion)

No members of the public provided comment.

3. Review and possible action on the December 5, 2012 meeting minutes.

Vice-Chair Gallego stated that review of the minutes would be done at the following meeting.

4. Presentation and discussion on the ReinventPHX Project

Dr. Carol Poore, Sandra Ferniza and Bob Beletz arrived at the meeting during this item. (12)

Joshua Bednarek provided an introduction for Curt Upton and the ReinventPHX project. Joshua briefly discussed the synergy between ReinventPHX and the General Plan Update.

Curt Upton provided a detailed overview of the ReinventPHX Project and discussed the changing nationwide demographics that make a planning for more walk-able and accessible neighborhoods important.

Committee members had several questions and comments for Curt. A summary of their questions and comments is as follows:

- The difference between the cost of living in a suburban home versus a home in a transit oriented development (TOD) neighborhood
- The timing of the district plan adoptions
- The process that will be used to rezone the properties within the transit district
- The efforts made to attract private investment
- The market for TOD development
- The application of the project citywide
- How will ReinventPHX be integrated into the General Plan
- The city's efforts to control land costs
- Request to get info on stakeholder meetings for ReinventPHX

Curt responded to the questions and comments as follows:

- Curt provided statistics regarding the cost associated with owning an automobile and traveling for basic services like food. He also discussed how all these are taken into account when comparing the two lifestyles.
- Curt responded that the first two plans (Gateway, Eastlake / Garfield) would be done in 2013 and the other three plans (Midtown, Uptown and Solano) would be done in 2014.
- Curt said each property owner will be approached to discuss the merits of rezoning their property to the new transit district designation. Such things as ease of parking requirements and other zoning flexibility will be used as incentives.
- Curt highlighted the efforts to connect with the development community and stated that the Urban Land Institute is one of the project's partners.
- Curt discussed some of the challenges for the TOD market which include a regulatory structure that prefers suburban single-family neighborhoods.
- Josh and Curt discussed how moving towards more of a placed based zoning code would be one of the elements that could be applied citywide.
- Curt discussed the upcoming General Plan Amendment for the TOD Place Types that will be incorporated into the General Plan.
- Curt stated that land banking could be one strategy the city may employ to mitigate the impact of land costs on facilitating TOD projects.
- Curt said he would coordinate with Josh to inform the committee of upcoming ReinventPHX meetings.

5. Presentation and discussion on high capacity transit planning

Josh referred back to the PlanPHX feedback presentation where one of the biggest themes from residents was a desire to expand light rail and mass transit service. With that in mind, Albert Santana was invited to discuss the current plans for light rail expansion.

Albert provided an overview of METRO and the City of Phoenix's long range plans for light rail. Albert discussed the plans for extensions in the northwest, west, northeast and south portions of the city.

Committee members had the following comments and questions for Albert.

- Why are no bike lanes planned for 19th Ave as part of the northwest extension?
- Has any outreach been done to the businesses along the existing light rail line to discuss lessons learned for businesses along future extensions?
- Is ridership on the light rail fairly steady throughout the year?
- What's the difference between light rail and street car?

Albert responded to the committee's questions and comments as follows:

- Albert stated, that while no bike lanes are planned for 19th Avenue, staff will work to ensure that they are incorporated in future extensions.
- Albert said they have learned a lot from the businesses along the existing light-rail system and have developed a business assistance toolkit that can be used by businesses along future extensions.
- Albert explained that ridership sees sharp increases while ASU is in session.
- Albert highlighted the differences between light rail and street car. The light rail trains are larger and can carry more passengers but are more expensive than street cars vehicles.

Vice Chair Gallego discussed some of the challenges facing light rail on south Central Avenue.

Dr. Brooks discussed the San Diego light rail system and Teresa Brice noted the development of a "regional" mindset by our leaders when discussing these projects.

Committee members asked for a copy of Curt and Albert's presentation.

6. Presentation and discussion on PlanPHX feedback and next steps.

Josh addressed this item in the beginning of the meeting and mentioned that he would be outreaching to committee members to discuss targeted constituent outreach.

7. Open committee comments

Committee members provided no comments.

8. Adjournment

The meeting was adjourned at 5:03 p.m.