

Draft Minutes
PlanPHX Leadership Committee Meeting
June 12, 2013

Members Present

1. Chairman Mo Stein
2. Vice Chair Kate Gallego
3. Dr. George Brooks
4. John Heffernan
5. Dr. Carol Poore
6. Bob Beletz
7. Sandra Ferniza
8. Greg Brownell
9. Teresa Brice
10. Marcia Viedmark
11. Jack Leonard

Members Absent

1. Kimber Lanning (Excused)
2. Peggy Eastburn (Excused)
3. Adam Lopez Falk (Excused)
4. Tony DiRienzi (Excused)
5. Barry Paceley (Excused)

1. **Call to Order.**

Chairman Stein called the meeting to order at 3:20 p.m. A quorum was present with nine members.

2. **Public comments. (Not for committee discussion)**

No members of the public provided comments.

Chairman Stein announced the passing of long-time city planner, John Verdugo.

3. **Review and possible action on the May 8, 2013 meeting minutes.**

The minutes were not reviewed by the committee.

4. **Presentation and discussion on recent PlanPHX events.**

Staff provided a brief update on recent PlanPHX events. Staff discussed the Phoenix City Council's approval of the new framework with the brand promise, vision and five big ideas. Staff noted that unfortunately due to a change in the agenda, the framework was approved as part of a list of consent items. As a result, Chairman Stein and staff were unable to provide an update as part of the televised City Council Policy Session.

Staff ran through the presentation that was given to the Phoenix City Council Neighborhood, Housing and Development Subcommittee. Dr. Brooks commented that the slide with the brand promise, vision and five big ideas can be a bit confusing.

Staff acknowledged Dr. Brook's observation and stated they would update the slide to make it easier for the audience to understand.

5. **Presentation and discussion on long range planning in Phoenix and the urban villages.**

Chairman Stein introduced Mr. Larry Lazarus and provided a brief overview of the role Mr. Lazarus has played in shaping Phoenix's planning history. Mr. Lazarus served as chairman of the Urban Form Directions for the City of Phoenix and played a key role in establishing the Village Concept Plan.

Mr. Lazarus thanked Chairman Stein for the invitation and proceeded to share some of his experience and lessons learned in creating the Village Concept Plan. Highlights from Mr. Lazarus' talk are as follows:

- Mr. Lazarus stated that the first and most important lesson from the process is that follow-up and implementation are the most important elements of any plan. "It's one thing to plan, it's another thing to implement".
- Mr. Lazarus provided a detailed account of how the locations of the village cores were chosen.
- There were several items Mr. Lazarus stated he wished that they had addressed and they include:
 - Neighborhood Preservation
 - Sustainability
 - Healthy Communities
- Mr. Lazarus emphasized the importance that the issue of sustainability will have in shaping our city's future.
- Mr. Lazarus outlined some of the opportunity areas Phoenix should really take a strong look at when planning for the future
 - Discovery Triangle
 - Metrocenter Mall
 - Park Central Mall
- Mr. Lazarus stressed the impact that changes to the health care industry will be changing the way cities plan for health care services in their community.
- Mr. Lazarus stated that our parks system is an untapped resource with tremendous potential for public private partnerships. Mr. Lazarus cited a few examples of public parks in other cities and countries with commercial uses like restaurants in them. Mr. Lazarus mentioned Margaret T. Hance Park and Papago Park as examples of parks with this potential.

Dr. Carol Poore asked Mr. Lazarus to comment on the state of the villages and their respective village planning committees (VPCs).

Mr. Lazarus responded that he felt that the VPCs had become too political and that their charge had become too focused on reviewing rezoning requests. Mr.

Lazarus noted that the original intent of the VPCs was to serve more of a long range planning function than to serve as a step in the rezoning process.

John Heffernan commented that he agreed with Mr. Lazarus on the importance of sustainability for Phoenix's future, but asked Mr. Lazarus for suggestions on how to address the perceived additional costs when building more sustainable development.

Mr. Lazarus responded that the city could employ incentives for private development meeting certain sustainability standards or could improve its efforts to highlight the cost savings and marketability sustainable building practices provide.

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

Staff reminded committee members about their upcoming presentations on June 26.

7. **Adjournment.**

The meeting was adjourned at 5:06 p.m.