

Draft Minutes
PlanPHX Leadership Committee Meeting
June 26, 2013

Members Present

1. Chairman Mo Stein
2. Vice Chair Kate Gallego
3. Dr. Carol Poore
4. Dr. Tara Cunningham
5. Marcia Viedmark
6. Greg Brownell
7. Peggy Eastburn
8. Dr. George Brooks
9. Teresa Brice
10. Sandra Ferniza

Members Absent

1. John Heffernan
2. Jack Leonard
3. Barry Pacey
4. Kimber Lanning
5. Adam Lopez Falk
6. Tony DiRienzi
7. Bob Beletz

1. Call to Order.

Chairman Stein called the meeting to order at 3:15 p.m. A quorum was present with 10 members.

Chairman Stein noted that there was a lot to cover in the meeting.

2. Public comments. (Not for committee discussion)

No members of the public provided comment.

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

The committee did not review the minutes.

4. Review and possible action on the June 12, 2013 meeting minutes.

The committee did not review the minutes.

5. Presentation and discussion on recent PlanPHX events.

Staff provided a brief update on recent PlanPHX events and highlighted staff's visit to the Amigos Center in Maryvale.

6. **Presentation and discussion on PlanPHX's Brand Promise, Vision and the 5 Big Ideas.**

Connect People and Places

Xandon Keating provided an overview of the Connect People and Places outline. Xandon explained that this section is aimed at addressing two key components – transportation infrastructure and planning for activity centers.

Xandon provided an overview of each of the General Plan Elements the subcommittee reviewed which included the following:

- Growth Area
- Land Use
- Circulation
- Bicycling
- Public Buildings
- Recreation
- Public Services

Xandon highlighted current city programs or plans that were reviewed. The plans were as follows:

- Street Planning and Design Guidelines
- Sunnyslope / Arizona Canal Demonstration Area Master Plan
- Canalscape
- Camelback East Primary Core Specific Plan
- North Gateway Village Core Plan
- Estrella Village Core Plan
- Deer Valley Core Specific Plan

Xandon then discussed the other cities that the subcommittee reviewed as part of their research. The other cities were:

- Minneapolis – The Minneapolis Plan
- Denver – Blueprint Denver
- Seattle – The Transportation Strategic Plan Update
- ReinventPHX Project

Xandon explained that as a result of this research the following outline had been developed by the subcommittee

- I. Regional Coordination
- II. Consistency / Certainty
- III. Village Cores
- IV. Activity Centers
- V. Activity / Character Corridors
- VI. Transit Oriented Development
- VII. Canalscape
- VIII. Strategies and Focus Areas
- IX. Pedestrians
- X. Bicyclists
- XI. Functional Needs

Committee members commented that horse riders were a constituency noticeably absent from the discussion. Xandon acknowledged that this was a great point and said that they would incorporate into the outline.

Xandon concluded his presentation by highlighting the individuals and groups they would reach out during the summer to further flesh out the Big Idea.

Build the Sustainable Desert City Of Phoenix

Joshua Bednarek provided an overview of the Build the Sustainable Desert City Big Idea. Josh highlighted the Big Idea's points of emphasis which includes parks open space and preserves, shade and urban agriculture.

Josh provided a summary of General Plan Elements reviewed which included the following:

- Open Space
- Water Resource
- Environmental Planning
- Natural Resource Conservation and Energy Element

Josh highlighted the current city programs or plans that were reviewed. The plans and programs were as follows:

- Tree and Shade Master Plan
- Energize Phoenix Program
- City of Phoenix Green Building Program

Josh then discussed the other cities the subcommittee studied as part of their research. The other cities were as follows:

- Austin, Texas: Imagine Austin
- San Francisco, California: San Francisco General Plan
- San Diego, California: Conservation Element, San Diego General Plan

Josh presented the outline for the Big Idea section based on the research:

- I. Sustainable Design and Building Practices
- II. Access to Healthy Foods
- III. Environmental Quality
- IV. Water and Energy Resources
- V. Urban Heat Island
- VI. Our Sonoran Desert Setting

Committee members commented that the issue of environmental justice needs to be addressed in this outline.

Josh concluded his presentation with an overview of the stakeholders the subcommittee would reach out to begin to develop the Big Idea further.

Create an Even More Vibrant Downtown

Craig Mavis provided an overview of the Create an Even More Vibrant Downtown Big Idea. Craig highlighted the Big Idea's points of emphasis which

included adding more destinations downtown and expanding on Downtown's breadth and depth of businesses.

Craig provided a summary of General Plan Elements reviewed which included the following:

- Land Use
- Cost of Development
- Public Building
- Growth Area

Craig highlighted the current programs or plans that were reviewed. The plans and programs were as follows:

- Downtown Phoenix: A Strategic Vision and Blueprint for the Future
- Downtown Vocies" Creating a Sustainable Downtown
- Downtown Urban Form Project
- Downtown Code

Craig then discussed the other cities the subcommittee studied as part of their research. The other cities were as follows:

- Los Angeles: Central City Community Plan
- San Diego: Downtown Community Plan
- Denver: Downtown Area Plan

Craig then presented the outline for the Big Idea section based on the research:

- I. Introduction
- II. Desitnations
- III. Breadth and Depth of Business
- IV. Community Based Inclusion
- V. Jobs
- VI. Housing
- VII. Getting to and around Downtown
- VIII. Greater Downtown
- IX. Obstacles

Committee members had questions about the concept of community based inclusion. Other committee members stressed the importance of addressing the issue of gentrification when outlining goals and policies for Downtown.

Craig concluded his presentation with an overview of the stakeholders the subcommittee would reach out to begin to develop the Big Idea further.

Celebrate Our Diverse Communities & Neighborhoods

Marc Thornton provided an overview of the Celebrate Our Diverse Communities and Neighborhoods Big Idea. Marc highlighted the Big Idea's points of emphasis which includes neighborhood rights and expectations and historic preservation.

Marc provided a summary of General Plan Elements reviewed which included the following:

- Neighborhood

- Safety
- Housing
- Conservation, Rehabilitation and Redevelopment

Marc highlighted the current programs or plans that were reviewed. The plans and programs were as follows:

- Willo Neighborhood Conservation Plan
- Baseline Area Master Plan

Marc then discussed the other cities the subcommittee studied as part of their research. The other cities were as follows:

- Denver: Blueprint Denver
- Sacramento: Blueprint Sacramento
- Fremont, California: City of Fremont General Plan

Marc then presented the outline for the Big Idea section based on the research:

- I. Neighborhood Rights and Expectations
- II. Historic Preservation
- III. Livable Communities
- IV. Distinctive Areas
- V. Arts and Culture
- VI. The Villages

Committee members expressed some concerns with the use of the words “rights and expectations”.

Marc concluded his presentation with an overview of the stakeholders the subcommittee would reach out to begin to develop the Big Idea further.

Promote Innovation and Entrepreneurship

Joshua Bednarek provided an overview of the Promote Innovation and Entrepreneurship Big Idea. Josh highlighted the Big Idea’s points of emphasis which includes adaptive reuse and small business.

Josh provided a summary of General Plan Elements reviewed which included the following:

- Cost of Development
- Conservation, Rehabilitation and Redevelopment
- Growth
- Land Use

Josh highlighted the current city programs or plans that were reviewed. The plans and programs were as follows:

- Adaptive Reuse Program
- Community and Economic Development Strategic Plan

Josh then discussed the other cities the subcommittee studied as part of their research. The other cities were as follows:

- Austin, Texas: Imagine Austin
- Detroit, Michigan: Source Detroit
- San Diego, California: Economic Prosperity Element, San Diego General Plan

Josh presented the outline for the Big Idea section based on the research:

- I. Employment Growth
- II. Tourism
- III. Higher Education
- IV. Locally Owned Small Business

Committee members suggested including a discussion on Sky Harbor Airport in the Big Idea. Josh responded that this was an excellent point.

Josh concluded his presentation with an overview of the stakeholders the subcommittee would reach out to begin to develop the Big Idea further.

7. Presentation and discussion on PlanPHX next steps.

Josh discussed the goals of the summer study session and stated the meetings would start back up again in the fall.

8. Adjournment.

The meeting was adjourned at 5:12 p.m.