

# PlanPHX Leadership Committee

Thursday, September 12

# PlanPHX LC Agenda

1. Call to order
2. Public Comments
3. Meeting minutes
  - May 8
  - June 12
  - June 26

# PlanPHX LC Agenda

## **4. Introduction of new committee members**

- Ilysa Iussa
- Jimmy Veltri

## **5. Introduction of PlanPHX interns**

- Elyse Guidas (Community Health)
- Jazmine Braswell (Long Range Planning)
- Nicholas Gonzales (Long Range Planning)

## **6. Summer 2013 Activities**

- Said goodbye to John Hefferan and Trever Fleetham
- CO+HOOTS
- Home Builders Association of Central Arizona
- Subcommittee updates

# Connect People and Places

## Who did we meet with?

- Planning and Development Department Director
- Phoenix Disability Community
- Parks Department
- Streets Department
- Light Rail Representatives
- Phoenix Transit Oriented Development Project Manager

## What did we change?

- Reorganized sections
  - Reorganized *Places, People & Connect* sections into two new sections: *Centers* and *Corridors*
- Renamed *Strategies and Focus Areas* to *Infill Development*



# Create an *Even More* Vibrant Downtown

- ▶ Met with:
  - ▶ David Krietor (DPI)
  - ▶ Community & Economic Development
  - ▶ Downtown Phoenix stakeholders
- ▶ Changes include:
  - ▶ Aligning with DPI Vision regarding Connectivity and Places
  - ▶ Various feedback from stakeholders incorporated into Goals



# Build THE Sustainable Desert City

## Summer

- Brandy Kelso, Water Services Department
- Mariola Sullivan, Planning and Development
- Inger Erickson, Parks and Recreation Department
- Aubrey Anaya, Energize Phoenix
- Cynthia Parker, Aviation Department
- Green Team
- Jesse Garcia, Neighborhood Services
- Philip McNeely, Office of Environmental Programs
- Norbert Senftleben, Architect, MCDI

- No major changes





# Celebrate Our Diverse Communities & Neighborhoods

## ▶ Stakeholder meetings

- ▶ HP Director and staff
- ▶ Phoenix Revitalization Corporation
- ▶ Arts & Culture Director/staff
- ▶ Hugo Medina
- ▶ Roosevelt Row
- ▶ Grand Avenue Arts & Small Business District
- ▶ Desert Mission Renewal/John C Lincoln
- ▶ Phoenix Historic Neighborhood Coalition
- ▶ Mayor's Neighborhood Advisory Committee Mtg 9/20
- ▶ Neighborhood Services Dept. Mtg 9/19

## ▶ Changes include:

- ▶ Aligning with Creative Task Force and Arts & Culture Commission 2013-2018 vision.
- ▶ Various feedback from stakeholders incorporated into Goals







# Promote Innovation & Entrepreneurship

- ▶ Stakeholder Meetings
  - ▶ Community & Economic Development Department
  - ▶ Greater Phoenix Chamber of Commerce
  - ▶ SEED SPOT
- ▶ Changes
  - ▶ Title: **Strengthen Our Local Economy**



# **7. PlanPHX Fall 2013 Schedule**

## **Thursday, September 12**

- Draft: Chapters 1-4
- Updated outlines / goals for Chapter 5

## **Thursday, September 26**

- Presentation by Bithia
- Updated Draft: Chapters 1-4
- Draft: Chapter 5 – goals
- Overview: Chapter 5 – initiatives
- Outline: Chapter 6

# **7. PlanPHX Fall 2013 Schedule**

## **Tuesday, October 8**

- Refined Draft: Chapters 1-4
- Updated Draft: Chapter 5 – goals
- Draft: Chapter 6
- Outline: Chapter 7

## **Thursday, October 24**

- Refined: Chapters 1-4
- Refined Draft: Chapter 5 - goals
- Draft: Chapter 5 – initiatives
- Updated Draft: Chapter 6
- Draft: Chapter 7

# **7. PlanPHX Fall 2013 Schedule**

## **Thursday, November 7**

- Review and approval of Chapters 1-4.
- Review and approval: Chapter 5 - goals
- Refined Draft: Chapter 5 - initiatives
- Refined Draft: Chapter 6
- Updated Draft: for Chapter 7

## **Thursday, November 21**

- We'll hold this date if we need it.

# Chapter 1: Overview

- **Message from Chairman Stein**
  - What we set out to accomplish
  - Defining community goals through listening
- **Historical Significance of Planning in Phoenix**
  - Phoenix Concept Plan
  - Village Planning Committees
  - Phoenix Futures Forum
  - Growing Smarter Legislation
  - 2002 General Plan
- **Why PlanPHX Now?**
  - Leadership of Mayor and Council
  - New model for community engagement needed

# Chapter 2: This Is What We Did

- **Kick-Off in Mayor's Conference Room**
  - Two Big Questions
  - Robust and innovative community engagement campaign
- **PlanPHX Leadership Committee**
  - Committee charge and overview
  - List of Committee members
- **Mayor and Council Events**
  - Summary of meetings
- **MyPlanPHX.com**
  - Overview of site
  - Discussion on growth of on-line forums
  - Photos of prize winners
  - Highlights of active participants
- **Community Forums and Discussion**
  - Stakeholder groups (Downtown ASU, U of A)
  - Bithia's outreach

# Chapter 3: This Is What We Heard

- **What do you love about Phoenix? / What are your big ideas for our future?**
  - Parks Open & Open Space
  - Connectivity
  - Urban Core
  - Arts & Culture
  - Environment
  - Neighborhoods
- **Everything else – parking lot**

# Chapter 4: Creating a Connected Oasis

- **Connection with shared values / themes**
  - Parks Open & Open Space
  - Connectivity
  - Urban Core
  - Arts & Culture
  - Environment
  - Neighborhoods
- **Roots in Phoenix's history**
  - City of Garden and Trees – 1950s
  - Phoenix Mountain Preserve System – 1970s
  - Transportation and water infrastructure
    - 1,811 miles of canals
    - 4,818 miles of streets





# Chapter 4: Creating a Connected Oasis

## Creating the Connected Oasis: A Vision for the Future (pg. 9)

Phoenix will continue to be like no other city in the world. It will always be a place steeped in history and embodied by a pervading sense of opportunity that is continually transforming the city into something greater. A place where natural resources, human ingenuity, and the city's past are valued and harnessed to make the city a more sustainable place. It is a thriving desert metropolis that serves as a model for how to enhance a community's **well-being / health, prosperity, environment and identity**. It is a place most known for its ability to bring a diversity of people and cultures together across its vast Sonoran desert landscape. It serves as a worldwide beacon for everyone from outdoor enthusiasts, to entrepreneurs, from young families to hopeful young students. It is a Connected Oasis home to:

- An array of unique, livable neighborhoods
- A strong local economy with a thriving small business sector
- The world's most extensive system of parks, preserves and trails
- A robust multimodal transportation network that is safe and accessible for everyone
- A vibrant Downtown and urban core connected to a network of activity centers

# Chapter 4: Creating a Connected Oasis

## Creating a Connected Oasis

that enhances our community's

**Well Being** / **Environment** / **Prosperity** / **Identity**

These elements will:

- Define our challenges and assets
- Define long term success
- Shape part of our implementation section



We need your help in defining these issues for Phoenix



## Our Challenges and Opportunities

For New York to thrive, we must accommodate a growing population, invest in and maintain our infrastructure, enhance our economic competitiveness, and improve the quality of our air and water, while reducing our contributions to climate change and preparing for its effects.

### Growth

New York City's population is still growing. By 2030 we project that our population will increase to more than 9 million, some newcomers and some who are already here, along with their children and grandchildren.

This growth, if properly planned for, offers tremendous opportunities. New people bring new ideas and innovation to our economy. Growth can enrich our communities and add to the energy and diversity of our city. But unplanned growth—development in places that don't make sense and that out-strips the capacity of public infrastructure—can burden our city and harm everyone's quality of life.

As we plan for a growing population, we must think not just of our quantitative goals but also of our qualitative desires. While we build more capacity in statistical terms like housing units and subway mileage, we must simultaneously realize our task is to preserve and maintain neighborhoods that people want to live in, or where they can start new businesses. As New York City gets bigger, it's up to us to make sure it gets better as well.

New construction in  
Long Island City, Queens

## Climate Change

Our climate is changing. Temperatures are increasing, glaciers are receding, oceans are rising, and storms are intensifying. We must acknowledge the risks posed by climate change and accept our responsibility to address them. This includes our own readiness, guided by science.

Climate change poses acute risks to our city. By 2030, average temperatures could rise by as many as three degrees Fahrenheit in New York City. Hotter temperatures will increase public health risks, particularly for vulnerable populations such as the elderly, and place further strains on our infrastructure. Our city is more affected by rising temperatures than the rest of the region because urban infrastructure absorbs and retains heat. This phenomenon, known as the "urban heat island effect," can cause temperatures in New York City to be seven degrees Fahrenheit warmer than the surrounding suburbs.

As a city with 520 miles of coastline, we are also at risk of increased flooding as sea levels rise and storms become more intense. Our sea levels have already risen a foot in the last 100 years and are projected to rise by up to 10 inches more in the next two decades. Some of our homes, businesses, and infrastructure like streets and power plants will be further exposed to hazards.

The challenge of climate change for New York City is two-fold; we must reduce our contribution to global warming and we must prepare for its inevitable effects. We are taking steps to address both needs.

New York City already has one of the lowest per capita greenhouse gas (GHG) emissions levels among major global cities, one-third the U.S. average, due to our density and reliance on mass transit. In 2007 we set a goal to reduce our GHG emissions by more than 30% by 2030 compared to 2005 levels. A series of actions have yielded significant progress toward this goal. We also launched a comprehensive effort to understand our climate risks and take concrete actions to reduce the vulnerabilities we identify.

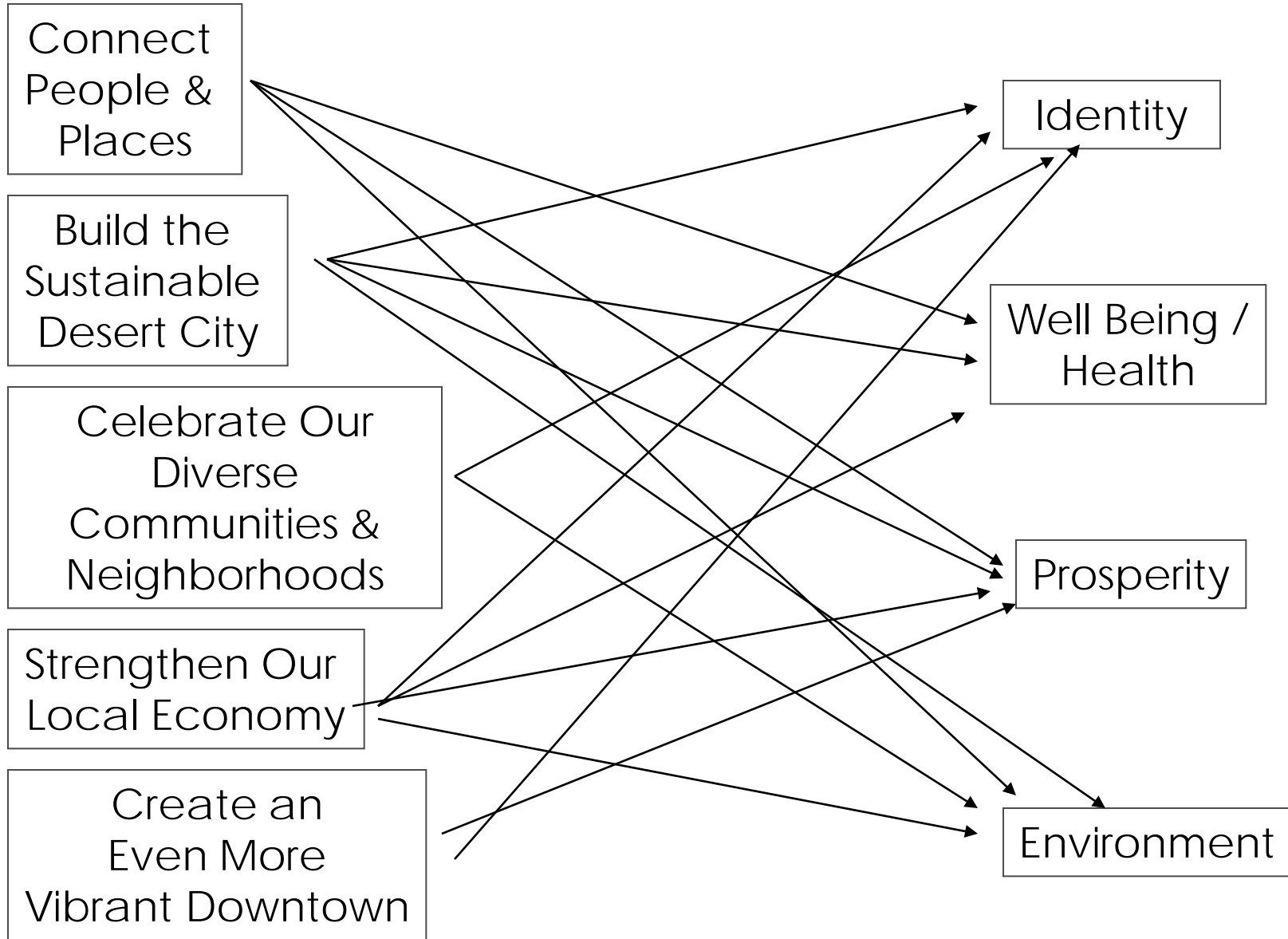
But we must do more if we hope to slow the rate of climate change and protect our city from the changes already occurring.

No city can solve this challenge alone. Nor can any of us afford to wait. New York has always pioneered the development of answers to pressing problems. It is incumbent on us to do so again, rising to the definitive challenge of the 21st century.

Highway flooding from  
intense precipitation



# Creating a Connected Oasis



# Cross-Cutting Topics

The elements of a greener, greater New York can't all be pigeon-holed neatly into the distinct chapters of this document. Indeed that's the value of an integrated plan: all the elements are related, and taken together add up to more than the sum of its parts—just like New York City does.

For example, more efficient green buildings are part of our energy strategies because buildings are the largest component of New York's demand for energy. Yet green buildings also have a positive impact on stormwater capture, so they're part of our strategies to make our waterways cleaner too. Likewise, our initiatives to improve water quality also have positive implications for swimming and kayaking, healthy pastimes which relate to our parks and public space initiatives—and those initiatives, just like our transportation initiatives encouraging more walking and biking or our air quality initiatives to reduce particulate matter emissions, will improve public health. Finally, of course, everything we do should contribute to our residents' financial well-being. It's all related.

In this section we highlight some of the topics that you've already found woven throughout other chapters of the Plan.

162	<b>Public Health</b>
164	<b>Food</b>
166	<b>Natural Systems</b>
168	<b>Green Building</b>
170	<b>Waterfront</b>
172	<b>Economic Opportunity</b>
174	<b>Public Engagement</b>

# Chapter 4: Creating a Connected Oasis

Provides a strategic direction for Phoenix

with 5 Big Ideas

Create an Even More Vibrant Downtown

Connect People and Places

Build the Sustainable Desert City

Celebrate Our Diverse Communities & Neighborhoods

Promote Innovation & Entrepreneurship\*

# Chapter 4: Creating a Connected Oasis

## The Case for the Connected Oasis

- Research to support Connected Oasis
- Evidence to support that it enhances
  - Well Being / Health
  - Environment
  - Prosperity
- Looking for suggestions on other research



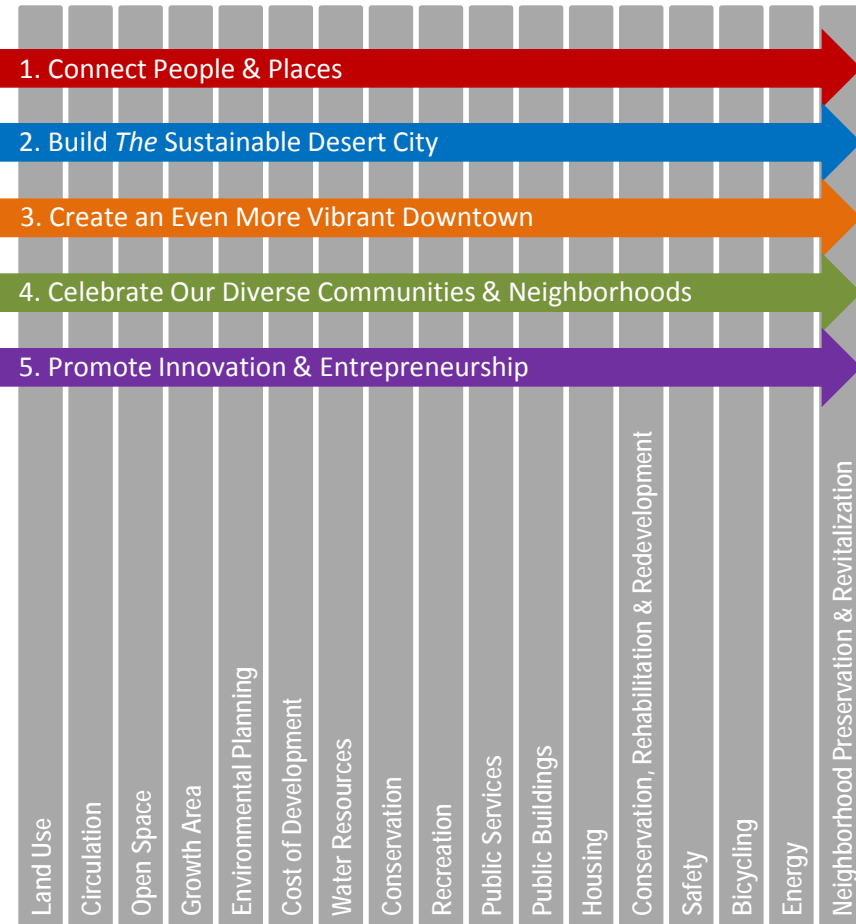


# Chapter 4: Creating a Connected Oasis

## Meeting our Statutory Requirements

- New approach embeds vision into the structure of the document
- Results in better blue print for achieving the vision

### 5 BIG Ideas



17 Arizona Statutory Required Elements

# **Item 9: Chapter 5 – Big Ideas**

- I. **Big Idea Title & Vivid Description (2 -3 paragraphs)**
  
- II. **Big Idea's contribution to Vision Elements (1 paragraph each)**
  - A. Health / Well-Being
  - B. Environment
  - C. Prosperity
  - D. Identity
  
- III. **Big Idea Subsection #1 (i.e. Neighborhoods)**
  - A. Case Study
  - B. Goal(s) - There's usually at least three - four goals per subsection
    1. Initiatives

# Agenda

10. PlanPHX Summit

11. PlanPHX Next Steps

- PlanPHX Art Contest
- Presentation to Mayor's Neighborhood Advisory Group