

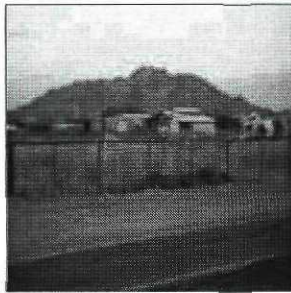


Appendix III — Community Consensus-Building Process



Appendices: Southeast Chandler Area Plan

APPENDIX III - COMMUNITY CONSENSUS BUILDING PROCESS



"Adopt an area plan for the Southeast Chandler Character Area that preserves the agricultural atmosphere of the community and creates open spaces, community gardens, and a feeling of openness."

— City of Chandler Land Use Element

Section A — Introduction

The conversion from agricultural uses and rural lifestyles does not come easy. Suffice it to say, it is a difficult and often painful process for all involved. Fortunately, the City of Chandler General Plan Land Use Element establishes the parameters of the development character and quality of life envisioned by the community for Southeast Chandler. To more fully define a vision for the area, an intensive public outreach process was developed to maximize the input received from the community. Equally important, was the need to develop a public involvement process that did not restrict the free flow of ideas and public expectations — it was important that all involved had opportunities to not only be heard, but to be listened to.



Public participation provides the foundation for the Southeast Chandler Area Plan.

A far-reaching public participation process was developed for this planning effort, one that provides the foundation for all the Area Plan's policy recommendations. The process entailed: interviewing citizens, public officials, agency staff, developers, land owners, farmers, and many other stakeholders; holding public workshops; holding bi-weekly Citizens Task Force meetings; distributing an area-wide survey; making observations through several planning area tours; conducting a land use charette; collaborating with the development community to prepare workable development criteria and incentives; providing a briefing for the Planning Commission; and having public hearings with the Planning Commission and City Council. Indeed, the public participation process for the Southeast Chandler Area Plan was comprehensive. A summary of the elements of the community building process is provided below.

Section B — Four-Day Charette

The Southeast Chandler Area Plan effort was initiated by a four-day intensive process (March 1-4, 1999) that focused on information gathering. The objectives of this process were to:

- ❖ Assess Southeast Chandler's strengths and weaknesses, and opportunities and constraints;
- ❖ Receive input from and develop consensus among community groups and leaders, business and property owners, residents and neighborhood representatives, and the public at-large;
- ❖ Identify rural and agricultural elements and characteristics that are important to retain and, if appropriate, replicate to sustain the sense of place and quality of life desired by the Chandler community for the Southeast Area;



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- ❖ Develop an understanding of the architectural and urban/environmental form design guidance needed in the Southeast Area;
- ❖ Collect baseline materials from the City and other sources, including but not limited to aerials, base maps, plans, zoning ordinance, subdivision ordinance, design guidelines, and other documentation; and,
- ❖ Educate and motivate the community at-large on the short- and long-term benefits of supporting quality development that respects heritage, environment, solid economic principles, and true community desires.

The four-day charette proved to be a strong start to a valuable planning process. All told, the Area Plan team received input from approximately 100 individuals/sources during this four day process.

Section C — Workshops & Interviews

Community involvement involved a number of meetings, workshops, and interviews that started on March 1, 1999, as part of the four day charette, and concluded on INSERT DATE OF ADOPTION, with the adoption of this Area Plan. Community involvement included:

- 1) March 1, 1999: Kick-Off Meeting with City staff and members of the Southeast Area Study Citizens Task Force to discuss the Southeast Area project and generally discuss what the City and the community would like to see come about as part of this project.
- 2) March 1, 1999: Southeast Chandler Field Outing with City staff and members of the Southeast Area Study Citizens Task

Force to survey the overall conditions of the entire Southeast area.



Sharing observations from an afternoon field outing in Southeast Chandler.

- 3) March 1, 1999: Dinner meeting with citizens, city staff, public officials, and others to provide an additional opportunity to discuss visions for the area in a more personal atmosphere.
- 4) March 2-3, 1999: From early morning (8:00am) until late afternoon (5:00pm) on March 2 and early morning (8:00am) until noon on March 3, approximately 55, ½-hour confidential personal interviews were conducted with:

- ❖ City and other public agency officials;
- ❖ Non-profit organization representatives;
- ❖ Property owners;
- ❖ Developers and real estate interests;
- ❖ Residents;
- ❖ Maricopa County and neighboring community representatives;
- ❖ Agricultural operators; and,
- ❖ Other representatives in the area.



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- 5) March 3, 1999: An afternoon workshop and an evening workshop were held to conduct Community Image and Identity Surveys, provide Small-Scale Farming Presentations, and receive public input. Twenty-four community image surveys were completed and scored.
- 6) March 4, 1999: Two public workshops (morning and evening) were held to outline the results of the interviews, identify the major opportunities and constraints in Southeast Chandler, and serve as a focus for reaching general levels of agreement on strategies for future development character and design features.



Community workshops like this provided opportunities for the public to ask questions, voice concerns, and express ideas pertaining to Southeast Chandler.

- 7) April 5, 1999: A public workshop was held at Weinberg Elementary School on April 5, 1999, that focused on two basic purposes: 1) to inform the community about the intent and composition of the planning process for Southeast Chandler; and 2) most importantly, to answer questions, generate ideas, receive input, address concerns, etc. The meeting was attended by more than 60 members of the public, most of whom

actively participated in one of five breakout groups (each led by a member of the Citizens' Task Force).

- 8) April 23, 1999: An all day charette was held to serve as the basis for refining an overall community design, agricultural and rural character, preservation, and development strategy. Several City staff members, members of the Citizens Task Force, a County representative, a member of the development community, and the consultant team met to discuss four specific issues which pertain to the development character and quality desired for Southeast Chandler:

- ❖ Roadway Character
- ❖ Residential Land Use Character, Compatibility and Development Transitions
- ❖ Commercial Land Use Character, Compatibility and Development Transitions
- ❖ Open Space, Agricultural Preserve, & Water Recharge Opportunities

- 9) May 10, 1999: A public workshop was held at Weinberg Elementary School provide focused discussions on community amenities and transitions between existing and new development. The meeting also provided participants with opportunities for questions and comments. More than 50 people were in attendance, of which citizens, city staff, representatives from the development community and land owners were present.

- 10) June 12, 1999: On Saturday, June 12, 1999, as a method of soliciting further community input and building consensus, a one-day, "drop-in" workshop was held at the City of Chandler Community Center from 9:00am until 5:00pm. This provided



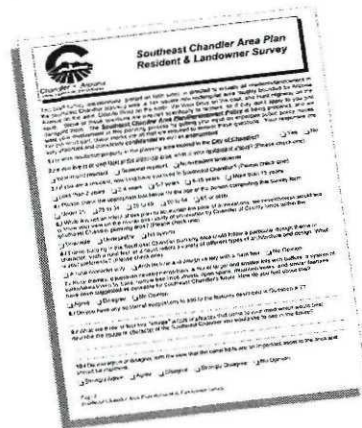
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an opportunity for community members to participate in reviewing the Draft Area Plan/Development Policy Document for Southeast Chandler and Southeast Chandler Vision Plan Poster in an informal way, and "on their own terms". Consultants, City staff and representatives of the Southeast Area Study Citizens Task Force were on hand to discuss the planning products and exchange ideas. Appropriate maps and graphics were also on display.

Section D — Resident & Landowner Survey

In addition to the above, a resident and landowner survey was prepared and distributed throughout Southeast Chandler. Names and addresses for the surveys were acquired through two sources: 1) State Department of Revenue, via the Maricopa County Tax Assessor (for property owners); and 2) U.S. West in Denver (for residential listings with a 95% accuracy).



Extensive input was received for the Southeast Chandler Area Plan through a resident and landowner survey.

Approximately 2,100 surveys were distributed via first class mail on March 26, 1999. As of April 30, 1999, the final cutoff day for survey processing, 718 survey questionnaires were returned to the City. Of these, 713 were usable. Although a 20% response rate was needed to ensure statistical validity, approximately 34% of the resident and landowner surveys were returned — which not only produced valid and useful information, but also signals the importance of this area to the community. With 713 responses the survey has a margin of error of $\pm 2.983\%$ at the 95% confidence level. Copies of the survey and the survey results may be obtained from the City of Chandler Planning Department.

Section E — Citizens Task Force Meetings

On February 1, 1999, the Citizens Task Force began holding meetings (open to the public) at 7:00pm in the City of Chandler Community Center. Since that time, the following dates have been identified for Citizens Task Force meetings: 2/22; 3/8; 3/22; 4/5; 4/19; 5/3; 5/17; 6/7; & 6/28. These meetings have been used by the Task Force to explore specific issues pertaining to and track the progress of the Southeast Chandler Area Plan.

Section F — Partnering Charter

Change is difficult for most people. In Southeast Chandler, this is specially true for those who feel a sense of ownership in the area and for those who tangibly have ownership in the area. Throughout the Southeast Area Plan process, as well as the General Plan Land Use Element Update process (adopted in 1998), the challenge between public goals (such as preserving a rural/agrarian character) and the private right (in property) has been ever-present. This issue, and related issues, have been and will continue to be debated in



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communities throughout this country. They will not be solved, nor were they ever intended to be resolved, by the Southeast Chandler Area Plan. However, issues which prompt difference and cause division can be overcome through partnership.

On Friday, April 16, 1999, 21 stakeholders were sent a request (via U.S. mail) to participate in the authoring of a partnering charter for Southeast Chandler to help overcome the divisions and differences that exist between four key stakeholder groups who are vital to the success of this Area Plan: Development Community; Landowners; Local Government; and Citizens. (For informational purposes, stakeholders asked to participate anonymously in the authoring of this charter, include: 2 members of City staff, 1 appointed City decision maker, 1 elected City decision maker, 1 elected County decision maker, 1 County staff member, 3 residents of Southeast Chandler, 2 Chandler citizens living outside Southeast Chandler, 5 members of the development community, and 5 property owners of land within Southeast Chandler.) The following partnering charter resulted from input received from a balanced set of responses from each of the stakeholder groups.

Section G — Development Community Input

The Area Plan has included a multi-dimensional collaborative effort by builders, land owners, master developers, consultants, and attorneys. In addition to their participation in the above-listed interviews, workshops, and meetings, these stakeholders have organized independent meetings and have worked with the Task Force, staff, and consultant to provide consensus-based input to development standards and incentives. As a result of the significant input and participation provided by the development community, this Area Plan embodies a spirit of partnership and collaboration that will prove to benefit Southeast Chandler.

Section H — Stakeholder Coordinating Committee

At the June 30, 1999, Planning Commission Hearing, the Southeast Chandler Land Use Task Force requested that a committee be formed comprised of stakeholders to review and develop consensus on the Public Review Draft of the Southeast Chandler Area Plan. A committee of 16 people from a range of stakeholder groups met several times over a 5 week period to develop consensus on the Area Plan and its contents. The committee's work resulted in a revised Area Plan that embodies consensus and a common vision for Southeast Chandler.

Section I — Public Hearings

In addition to the above, three public forums were held which involved either the Planning Commission or City Council.

- 1) June 16, 1999: Planning Commission briefing on the Southeast Area Plan. The Planning Commission hearing included a briefing on the Southeast Chandler Area Plan. The purpose of the briefing was to provide an overview of the Area Plan's components and to allow the Planning Commission and the public to make comments and ask questions.
- 2) June 30, 1999: Planning Commission Hearing on the Southeast Area Plan. The hearing resulted in the continuance of the Area Plan to the August 18, 1999, Planning Commission Hearing. The hearing also concluded with the need for a stakeholder committee to review and develop consensus on the Public Review Draft and its provisions.



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- 3) August 18, 1999: Planning Commission Hearing on the Southeast Area Plan. The hearing resulted in the continuance of the Area Plan to September 1, 1999, to allow one final Planning Commission Study Session on Plan details.
- 4) September 1, 1999: Planning Commission Hearing on the Southeast Area Plan. The hearing resulted in a recommendation of approval.
- 5) September 16, 1999: City Council Hearing on the Southeast Area Plan. The hearing resulted in adoption of the Area Plan.