

## CITIZENS' ADVISORY COMMITTEE

Date April 20, 2015  
Time 6 p.m.  
Location Desert Breeze Police Substation  
251 N. Desert Breeze

Participants

<input checked="" type="checkbox"/> Tim Bricker	<input checked="" type="checkbox"/> Terri Kimble
<input checked="" type="checkbox"/> Bob Brocks	<input checked="" type="checkbox"/> Sherri Koshiol
<input checked="" type="checkbox"/> Michelle Chang	<input checked="" type="checkbox"/> Spike Lawrence
<input checked="" type="checkbox"/> Carlos Contreras	<input checked="" type="checkbox"/> Sky McCorkle
<input type="checkbox"/> Gary Davis	<input checked="" type="checkbox"/> Eshe Pickett
<input checked="" type="checkbox"/> Trinity Donovan, Chair	<input checked="" type="checkbox"/> Greg Rodriguez
<input checked="" type="checkbox"/> Jeffrey Edgett	<input checked="" type="checkbox"/> Robert Sharman
<input checked="" type="checkbox"/> Carol Elias	<input checked="" type="checkbox"/> Dale Steiner
<input checked="" type="checkbox"/> Michael Flanders	<input checked="" type="checkbox"/> Matthew Strom
<input type="checkbox"/> Ken Frisard	<input checked="" type="checkbox"/> Robert Sty
<input checked="" type="checkbox"/> Lloyd Harrell	<input checked="" type="checkbox"/> Rebecca Turnblade
<input checked="" type="checkbox"/> Garry Hays	

Project Team & City Staff Jason Crampton, City of Chandler; David de la Torre, City of Chandler; Peggy Fiandaca, Partners for Strategic Action, Inc.; Kim Gehrke, City of Chandler; Jackie Guthrie, EPS Group Inc.; Rick Heumann, Councilmember, City of Chandler; Jeff Kurtz, City of Chandler; Rick Merritt, Elliott Pollack & Company; Micah Miranda, City of Chandler; Jim Phipps, City of Chandler; Marsha Reed, City of Chandler; Audra Koester Thomas, Partners for Strategic Action, Inc.; K. Scott McCoy, City of Chandler

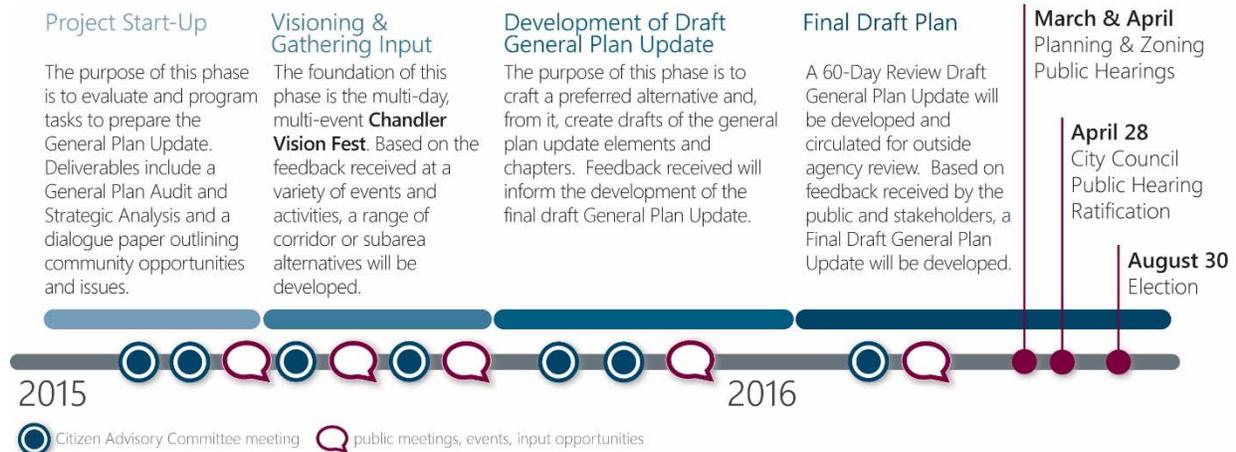
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Chairwoman Trinity Donovan convened the meeting at 6:07 p.m. and accepted a motion to approve the March 3, 2015 meeting summary notes from Spike Lawrence and a second from Michael Flanders the motion was unanimously passed. Ms. Donovan turned the meeting over to project manager Peggy A. Fiandaca, Partners for Strategic Action, Inc. (PSA). Ms. Fiandaca asked participants to introduce themselves and subsequently introduced members of the project team.

## General Plan Update Overview

Ms. Fiandaca presented the revised schedule for the City of Chandler General Plan Update effort, noting based on feedback received at the March Citizens' Advisory Committee, the project team had worked to expedite the project schedule for purposes of an August 2016 election. She indicated that while every attempt will be made to accommodate this schedule, the planning effort includes monitoring and decision points to determine if the expedited schedule can ultimately be achieved.



Audra Koester Thomas, PSA, provided a brief review of engagement activities to date, including a review of the monthly Planning Labs as well as social media and website activity.

## General Plan Audit and Strategic Analysis

Ms. Fiandaca introduced the *General Plan Audit and Strategic Analysis* paper, reminding participants that its purpose was to review the current General Plan's (2008) effectiveness and highlight areas for consideration or modification in the General Plan Update. Key findings include:

- **Format:** the existing General Plan contains a series of elements that lack cohesive interrelationship of concepts; there is a need for simplification, consistency; more graphics and illustrations should be included in the General Plan Update.
- **Policy Framework:** a clearer connection between goals, objectives, policies, and implementation strategies should occur in the General Plan Update; an opportunity exists to clarify and strengthen relationship between hierarchy of plans (area plans) within the General Plan Update.
- **Potential Gaps:** existing General Plan lacks an economic development element, healthy communities focus; potential to address corridor development, neighborhood revitalization, housing shifts, etc. within the General Plan Update.

Terri Kimble asked if the South Price Road Corridor study recommendations would be lifted and placed into the General Plan update. Ms. Fiandaca indicated that the study would be used to inform policy development but, in keeping with the function of general plans, application of the concepts recommended would be applied rather than lifting of exact language.

Garry Hays inquired whether area plans would be revisited as part of the General Plan Update. Jeff Kurtz, city of Chandler, indicated that as areas mature and reach build-out, the emphasis on area plans certainly diminish. Ms. Fiandaca concurred, indicating that the General Plan Update will serve as an opportunity to address plan hierarchy and how the role of such plans transition as build-out is reached. Area plans should be recognized and acknowledged for the user.

## Chandler Today, Foundation for Tomorrow

Ms. Fiandaca introduced the *Chandler Today, Foundation for Tomorrow* paper as a snapshot of the community. The paper, Ms. Fiandaca noted, is intended to frame discussion about community opportunities and issues to inform the General Plan Update, revisiting the themes presented in *Next Twenty: A New, Progressive Agenda for Chandler* to inform the effort. Project team member Rick Merritt, Elliott Pollack & Company, reviewed the demographic and economic trends data while Ms. Fiandaca reviewed regional considerations and land use trends presented in the paper.

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It was asked whether “underdeveloped” properties within Chandler were somehow catalogued or identified. Mr. Kurtz indicated that “underdeveloped” property is not definition-specific and are better characterized in terms of future/potential use.

Rebecca Turnblade asked how general plans impact property rights; Ms. Fiandaca indicated that general plans provide policy and guidance for future development decisions, observing the strong private property rights tradition in Arizona.

Discussion ensued regarding the planning implications of various demographic trends (i.e., aging population, income disparity, homeless services, and needs of elderly) and how a general plan can respond.

As Mr. Merritt reviewed how predominant the “high tech manufacturing” employment concentration was in Chandler, questions arose about how “high tech manufacturing” was defined. Mr. Merritt indicated that electronics and computer manufacturing, aerospace and semiconductors were considered activities of high tech manufacturing.

The committee asked how retirement community facilities were classified; Mr. Kurtz indicated that such facilities were usually captured as “commercial” land uses and not captured in healthcare-related employment data.

The committee inquired as to how general plans address water use. Jackie Guthrie, EPS Group Inc., indicated that the study team had already been coordinating with Chandler’s Water, Wastewater, and Reclaimed Water Master Plan effort.

Carlos Contreras pointed to the various land use trends and inquired as to how these largely abstract concepts are measured—what is a *quality* neighborhood, for example? Ms. Fiandaca indicated that various measures help to evaluate these concepts; in the case of neighborhoods, public safety measures, access to recreation and open space, the age of infrastructure, multimodal transportation access, property maintenance, and property value are just a few quality measure examples. Bob Brocks indicated that his neighborhood performs periodic surveys that they use to monitor neighborhood quality; public safety is a key feature of their questionnaires.

Robert Sty asked if the city had an understanding of the percentage of residential rental properties and if there was any information correlating property maintenance with ownership status. Ms. Fiandaca indicated that the Consolidated Housing Plan helps to inform this dialogue, but that property values are often a good indicator; she indicated that in discussions with the city's Community & Neighborhood Programs division, discussion is already occurring about transitioning from new-build inspection to existing build maintenance inspection.

## Presentation: Economic Development

Micah Miranda, city economic development director, gave a presentation on Chandler's five key employment centers: Airpark Area, Price Corridor, West Corridor, North Corridor, and Downtown. Mr. Miranda also highlighted activities in and around Loop 202. He noted that economic development focus is on attracting quality jobs.

Eshe Pickett asked if the downtown stage, recently approved by the City Council, would compete with various venues around the Valley. Mr. Miranda indicated that the downtown stage will address an existing need for such a community venue in downtown, and is not intended to compete with other venues in the Valley.

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## Presentation: Transit

Jason Crampton, city transit coordinator, provided a review of the existing transit network in Chandler as well as long-term transit planning, including the potential of light rail.

In particular, the committee was interested in learning more about the future potential of light rail connectivity, initializing the conversation by asking about the potential timeline for implementation; Mr. Crampton indicated that even if funding was available, connecting Chandler to the Valley's light rail system could take decades. The committee also inquired as to whether you wait for dense development to justify light rail or if you frame policy to encourage transit-oriented development; Mr. Crampton indicated that good transit planning needs both approaches: a recognition of transitioning land uses as well as the policy framework to direct complementary development.

Sky McCorkle asked what value light rail brings beyond a bus transit network; Mr. Crampton indicated that, amongst other things, a static transit line serves as a known commodity, providing assurances and protection to economic development investments whereas bus routes are fluid and can easily/frequently change. Mike Flanders asked whether there had been any consideration to how a light rail line south on Arizona Avenue through downtown might impact recent investments; Mr. Crampton noted that while there is the potential for such an investment to be contained within the existing right of way (i.e., median), no specific conversations have occurred regarding such implications. Ms. Kimble asked if existing plans to extend light rail eastward in Mesa prohibits a southern/Chandler extension; Mr. Crampton indicated it does not. Carol Elias concluded the discussion offering that she hoped the General Plan Update would be mindful of future transportation solutions, such as light rail, to be responsive to worldwide trends and future commuting needs.

## General Plan Next Steps

Ms. Fiandaca noted that on April 29, the planning team would be meeting with the Regional Resource Team comprised of key agency stakeholders and partners to discuss regional considerations. Ms. Fiandaca noted that participants on the Regional Resource Team include neighboring governments, utility providers, and key state agencies.

Ms. Thomas provided a brief update regarding Vision Fest planning, indicating planned activities during the May 12-16 event include: public visioning workshops, drop-in geographic charrettes, an online visioning activity, in-classroom youth engagement, and partnership with existing events and activities (i.e., Art Walk). Once all activities are finalized, Ms. Thomas indicated that the Committee would receive a schedule of events to assist in promotion.

## Adjournment

Chairwoman Donovan accepted a motion to adjourn from Mr. Hays and a second by Mr. McCorkle; motion passed.

Meeting adjourned at 8:04 p.m.

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Ms. Trinity Donovan, Chair