



Chandler • Arizona
Where Values Make The Difference

MEMORANDUM Planning and Development - CC Memo No. 07-130

DATE: MAY 23, 2007

TO: MAYOR AND CITY COUNCIL

THRU: W. MARK PENTZ, CITY MANAGER 
 DOUG BALLARD, PLANNING & DEVELOPMENT DIRECTOR 
 JEFF KURTZ, ASST. PLANNING & DEVELOPMENT DIRECTOR 

FROM: DAVID DE LA TORRE, GENERAL PLAN COORDINATOR 

SUBJECT: GPA07-0003 ADOPTION OF PURPOSE AND PROCEDURES FOR
PUBLIC PARTICIPATION IN THE CHANDLER GENERAL PLAN
UPDATE
 Adoption of Resolution No. 4084

SUMMARY/RECOMMENDATION

In compliance with State Statutes, Staff recommends approval of Resolution No. 4084, establishing a written statement of purpose and procedures for public participation in the update of the Chandler General Plan.

BACKGROUND

As adopted by the State Legislature in 2000 and 2001, the “Growing Smarter” and “Growing Smarter Plus” legislation requires each municipality in Arizona to adopt written procedures to provide effective, early, and continuous public participation in the development of its General Plan, from all geographic, ethnic, and economic areas of the city. These procedures will apply exclusively to the forthcoming General Plan update; the process for amending the General Plan (minor and major amendments) will be drafted as part of the plan document itself.

At the April 26th meeting, Council approved a contract award to Community Sciences, Inc. to conduct the update. The first key step is Council adoption of the written procedures for public participation.

DISCUSSION

As set forth in the attached (see Exhibit “A”), the written procedures enable “participation among a broad base of residents, business people, and persons representing a range of

cultural, ethnic, economic, and generational interests”. Accordingly, the procedures include a citizens advisory committee that will represent those various interests. Citywide participation activities will include a series of community-based public briefings, workshops, and other forums to present and discuss fundamental values, visions, and goals for the City’s future development. Citizens will be able to discuss opportunities and concerns, sustainability issues, regeneration and quality of living objectives for the entire municipal planning area (71.5 sq. miles), as the City approaches its various stages of build-out. Communication methods will include feedback questionnaires, database papers, evaluation exercises, interviews, and public media to present information and receive comments (e.g., print media, City webpage, e-mail access, etc.). The procedures also call for close coordination with all municipal, county, and state public agencies, along with other stakeholder interests including school districts, service organizations, business partnerships and other organizations.

The official “kick-off” for the public participation process will be a series of meetings to be held with the City’s registered neighborhood organizations in coming weeks.

RECOMMENDATION

Upon finding compliance with State Statutes and good planning practice, Staff recommends approval of Resolution No. 4084, establishing a written statement of purpose and procedures for public participation in the General Plan update.

PROPOSED MOTION

I move to adopt Resolution No. 4084, establishing a written statement of purpose and procedures for public participation in the General Plan update, as set forth in the attached Exhibit “A”, and recommended by staff.

Attachments: Resolution No. 4084
Exhibit “A”, Statement of Purpose and Procedures

RESOLUTION NO. 4084

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, ADOPTING A WRITTEN STATEMENT OF PURPOSE AND PROCEDURES FOR PUBLIC PARTICIPATION IN THE PREPARATION OF THE CHANDLER GENERAL PLAN: BUILD-OUT AND BEYOND.

WHEREAS, the City of Chandler is entering a new era, facing economic and land use transitions brought on by the build-out of existing land supplies in the community; and

WHEREAS, the City's role in the region has evolved from a primarily suburban community to one of economic and employment leader, and full-service City; and

WHEREAS, the City desires to inform and empower its citizens to participate in the preparation of the City of Chandler General Plan: Build-Out and Beyond, by encouraging all to provide vision, direction and guidance to the planning process; and

WHEREAS, public education, communication, and opportunities for citizens to become involved in deliberations affecting their municipality's future is a fundamental principle of democratic government; and

WHEREAS, the City is committed to complying with the spirit and intent of Arizona's "Growing Smarter" legislation including public consideration of proposed General Plan build out strategies, elements and implementation programs with well-publicized participatory events including community-wide discussions, meetings, public hearings; education, information and interactive communication, and consideration of citizen input regarding General Plan development; and

WHEREAS, ARS 9-461.06.C.1 requires the governing body of each Arizona municipality to adopt written procedures to provide effective, early and continuous public participation in the development and major amendment of the General Plan from all geographic, ethnic and economic areas of the community;

NOW, THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Chandler, Arizona, as follows:

That the written statement of purpose and procedures contained in Exhibit "A" attached hereto be adopted to provide effective, early, and continuous public participation in the development of the Chandler General Plan: Build-Out and Beyond.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this _____ day of June, 2007.

ATTEST:

CITY CLERK

MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and forgoing Resolution No. _____ was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the _____ day of June, 2007, and that a quorum was present thereat.

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY *GAA*

**RESOLUTION NO. 4084
EXHIBIT "A"**

**A WRITTEN STATEMENT OF PURPOSE AND PROCEDURES
FOR PUBLIC PARTICIPATION IN THE PREPARATION OF THE
CHANDLER GENERAL PLAN: BUILD-OUT AND BEYOND.**

1. PURPOSE

The purpose of this public participation plan is to receive maximum public input for directing community growth and development.

Public expressions of preference offer guidance to elected and appointed officials in matters pertaining to living quality, type and intensity of proposed development, preservation of the environment and other matters of public health, safety and welfare.

2. PROJECT DESCRIPTION

The Chandler General Plan: Build Out and Beyond project consists of:

- A. *Project Scope.* The Chandler General Plan process constitutes an update of the 2001 General Plan, including the addition of components and strategies to address build-out of the City and a shifting emphasis from growth to preservation, enhancement and redevelopment; and
- B. *Planning Area Boundaries.* Geographical focus for the Plan includes the current incorporated area and the Chandler Municipal Planning Area, which includes influences from adjacent municipalities and the Gila River Indian Community. This geographical area lends itself to evaluation of impacts or issues of mutual concern with adjacent municipalities as well as other jurisdictional entities, and the City's position in the context of the Phoenix region.

3. CITY-WIDE PARTICIPATION ACTIVITIES

Enabling participation among a broad base of residents, business people, and persons representing a range of cultural, ethnic, economic and generational interests is a key aspect of the Public Participation Plan. Among opportunities for General Plan involvement by individuals or groups are:

- A. *Citizens Advisory Committee.* Citizen representatives from various economic, geographical, neighborhood and other perspectives meet regularly with Plan consultants to provide process oversight.
- B. *Neighborhood Organizations.* Chandler neighborhoods (Registered Neighborhood Organizations) are of particular importance and a series of meetings and a public information campaign will reach out to existing and prospective neighborhood representation.
- C. *Area Meetings.* Community-based briefings are planned throughout the City as forums for citizen information and comment.

- D. *Community General Plan Workshops.* A series of Plan development workshops will establish a progression of hands-on involvement open to all interested persons. The sessions are:
1. Visioning/Goals. Participants contribute ideas for defining fundamental values and basic aims for the City's future development.
 2. Community Issues Forum. Citizen discussion focuses on opportunities and concerns for the on-going progress, sustainability, regeneration and living quality improvement in all areas of Chandler.
 3. Build-Out and Beyond Concepts. Workshop attendees evaluate, critique and express preferences regarding a range of concepts and proposed strategies for guiding preservation and enhancement of future Chandler.
 4. Preferred Chandler Development Strategies. Citizens react to consultants' presentation of preferred Future Development Strategies derived from prior workshops' findings.
- E. *Boards and Commissions.* Consultants, Staff and Advisory Committees facilitate participation by members of the City's various boards and commissions.
- F. *Civic Events.* Informal public contacts seeking General Plan input and comment may be initiated at community gatherings.

4. COMMUNICATIONS

Regular communications methods are utilized to reach a broad cross-section of the community's demographics.

- A. *Citizen Information.* Opportunities for citizen expression of opinion and findings of fact summaries are typically distributed at public workshops and other planning events.
1. Feedback questionnaires. Survey responses are sought, analyzed and reported.
 2. DataBase papers. Background information is prepared and distributed on General Plan Elements and related components.
 3. Evaluation exercises. Citizens indicate preferences for vision, issues, goals, objectives and Plan concepts.
 4. Interviews. Interviews will be conducted with community leaders, elected officials and key City staff.
 5. Media. Information throughout the Plan process will be provided to the print, broadcast and other media entities.

- B. *Electronic Media Access.* Electronic information exchange is provided.
1. General Plan Web Page. The City's Worldwide Web page will provide General Plan information, meeting announcements, project status, receiving questions, public comments and surveys.
 2. Interactive Communication. Response opportunities allow Internet participation for citizens.

5. PLANNING COORDINATION

The Chandler General Plan is intended to consider input from other entities and information sources.

- A. *Jurisdictions/Agencies.* Among entities to be contacted to assure joint planning compatibility are:

1. Maricopa Association of Governments
2. Town of Gilbert
3. City of Mesa
4. City of Phoenix
5. City of Tempe
6. Gila River Indian Community
7. Maricopa County
8. Pinal County
9. Arizona Department of Commerce
10. Arizona Department of Transportation
11. Arizona State Land Department
12. Maricopa County Flood Control District
13. Regional Public Transportation Authority

- B. *City Plans Incorporation.* City of Chandler planning studies previously adopted or in progress are to be incorporated into the General Plan document including, but not limited to, the following:

1. Transportation Master Plan
2. Water and Wastewater Master Plans
3. Redevelopment Area Plan(s)
4. Chandler Airport Master Plan
5. Area Plans
6. Additional Functional Plans

6. COMMUNITY OUTREACH

As a supplement to scheduled community, organization or neighborhood meetings, targeted outreach efforts strive for inclusiveness from the Chandler population.

- A. *Representation.* To encourage participation by a cross-section of community interests, announcements, materials and findings will be modified, as appropriate, for:
 - 1. Minority groups.
 - 2. Youth/schools.
 - 3. Special populations.

- B. *Stakeholders.* Targeted stakeholders, major property owners and institutions receive individual attention, including one-on-one General Plan input sessions, as desired.
 - 1. School Districts
 - 2. Service organizations (utilities, health care)
 - 3. Employers
 - 4. Major Landowners
 - 5. City leadership training classes
 - 6. Downtown Chandler Community Partnership
 - 7. Chandler Chamber of Commerce
 - 8. Regional business associations (GPEC, Valley Partnership, EV Partnership, Valley Forward, et al)

- C. *Neighborhood Meetings.* With guidance from the Planning and Development Department and other appropriate City departments, meetings will be conducted with homeowners' associations and neighborhood groups, to obtain input from citizens as to their neighborhoods' needs and issues.

- D. *Civic Organizations.* Presentations regarding the General Plan process, findings and goals are made available to interested civic groups by arrangement.

7. FINAL DRAFT PLAN REVIEW

Final Draft General Plan documents are to be provided to agencies and jurisdictions for the required sixty-day review period (ARS 9-461.06.D) preparatory to City Council consideration of Plan adoption. Additional courtesy distribution will be made at City direction to designated organizations and interested parties.

8. PUBLIC HEARINGS

Public hearings to solicit citizen testimony regarding the Chandler General Plan document by:

- 1. Planning and Zoning Commission (two or more public hearings in different locations).
- 2. City Council

9. ELECTION PACKAGE

Informational materials will be produced and disseminated for public information regarding the General Plan ratification proposition, to be scheduled for the next regular City election in the fall of either 2008 or 2010.