

## CITIZEN ADVISORY COMMITTEE

# DRAFT

Date March 3, 2015  
Time 10:30 a.m.  
Location Chandler Police Department Community Room  
250 E. Chicago St.

Participants

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| <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 checked="" 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 type="checkbox"/> Dale Steiner              |
| <input checked="" type="checkbox"/> Michael Flanders       | <input checked="" type="checkbox"/> Matthew Strom  |
| <input checked="" type="checkbox"/> Ken Frisard            | <input checked="" type="checkbox"/> Robert Sty     |
| <input checked="" type="checkbox"/> Lloyd Harrell          | <input type="checkbox"/> Rebecca Turnblade         |
| <input checked="" type="checkbox"/> Garry Hays             |  |

Project Team & City Staff Dave Bigos, 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.; Drew Huseh, EPS Group Inc.; Patrice Kraus, City of Chandler; Jeff Kurtz, City of Chandler; Jim Phipps, City of Chandler; Marsha Reed, City of Chandler; Jack Sellers, Councilmember, City of Chandler; Audra Koester Thomas, Partners for Strategic Action, Inc.; Scott McCoy, City of Chandler

Public Dean Brennan, Chris Teel

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Chairwoman Trinity Donovan convened the meeting at 10:34 a.m. and 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.

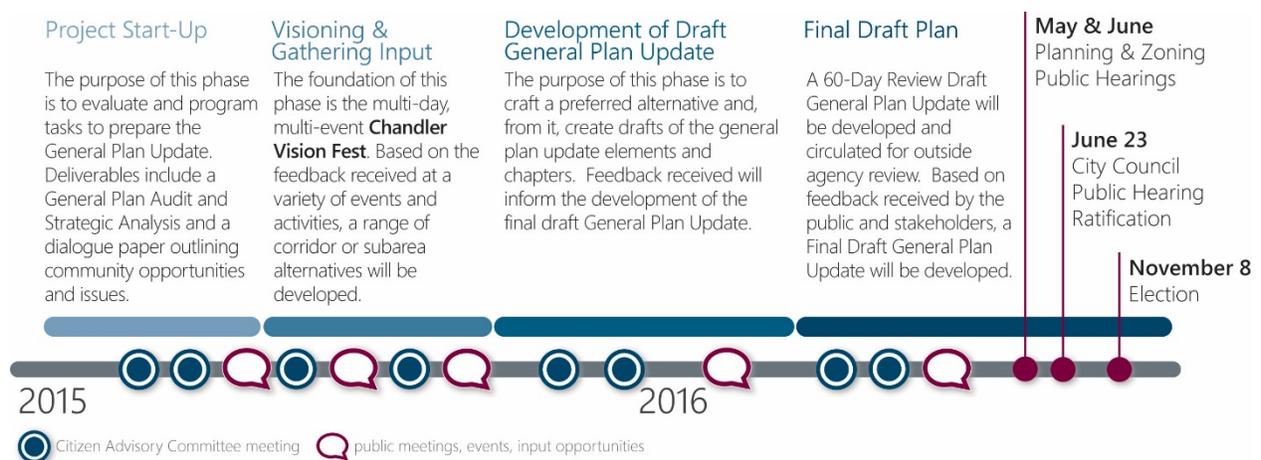
## General Plan Update Overview

Ms. Fiandaca provided a brief overview of the general plan update purpose, indicating that general plans are policy documents that express community aspirations and guide physical development,

growth and conservation. Authorized through state statute, Ms. Fiandaca reviewed the elements the plan must address:

- Land Use
- Circulation
- Open Space
- Growth Area
- Environmental Planning
- Cost of Development
- Water Resources
- Conservation
- Recreation
- Public Services and Facilities
- Housing
- Conservation, Rehabilitation and Redevelopment
- Safety
- Bicycling
- Neighborhoods
- Public Buildings
- Energy

Ms. Fiandaca presented the project scope and schedule for the City of Chandler General Plan Update effort. She indicated that the project schedule had been condensed, targeting delivery of a plan for purposes of a November 2016 election.



Garry Hays suggested that the city consider moving the process up so that the general plan update could be placed on the August primary election ballot rather than the November general election ballot.

Sky McCorkle asked if the city was limited by the required general plan elements or if additional element subjects could be added. Ms. Fiandaca indicated there was no limit on the array of subjects the general plan includes, only that the 17 elements are covered in some capacity.

Carlos Contreras asked if the city's changing demographics would be considered inasmuch as to assist in "benchmarking" projections or community goals. Ms. Fiandaca indicated that a dialogue paper (*Chandler Today, Foundation for the Future*) was being developed to outline community and regional changes and trends; a key element of this dialogue paper will be an analysis of shifting demographics and the related impacts to consider.

Tim Bricker asked how the committee was selected. Jeff Kurtz, City of Chandler, indicated that City Council selected and appointed the commission through submitted letters of interest and other recommendations.

## Project Team Roles and Responsibilities

Deputy project manager Jackie Guthrie, EPS Group Inc., reviewed the process stakeholders, roles and responsibilities. Key responsibilities include:

- Citizen Advisory Committee: review work products, provide input, encourage engagement
- Regional Resource Team: provide technical input at two process points
- Planning Staff: provide project oversight, facilitate community engagement and communication
- Consultant Team: facilitate and document process, conduct research, draft general plan update
- Planning and Zoning Commission: participate in and follow planning process, conduct two public hearings on draft plan update, recommend adoption of general plan update
- City Council: participate in and follow planning process, conduct public hearing on draft plan update, adopt general plan update, call for public election to ratify general plan update

## Project Engagement Process

Deputy project manager Audra Koester Thomas, PSA, reviewed the purpose and scope of the public and stakeholder engagement effort. In particular, Ms. Thomas took time to review key communication and engagement tactics, including:

- The project management team-hosted Planning Lab held first Fridays at the McCullough-Price House (10 a.m. to 2 p.m.).
- Use of online information and engagement efforts, including launching of the project web page ([www.chandleraz.gov/GPupdate](http://www.chandleraz.gov/GPupdate)), use of the city's social media platform, issuing online questionnaires, hosting virtual meetings and using the city's contract with MindMixer at key points in the process.
- Hosting of traditional in-person open houses and public meetings at key milestones, including three public hearings during the adoption process.

Ms. Thomas also talked about the multi-day, multi-event "Chandler Vision Fest" where the project team would facilitate and participate in numerous activities and events to receive feedback regarding the community vision and general plan update. After considerable discussion, the committee indicated that early May (2015) would be the best time for Vision Fest as it would be prior to end-of-school activities and summer vacations.

Other communication and engagement opportunities suggested by committee include:

- Participating in the Mayor's Youth Conference in early April
- Communicating through the Chamber's monthly magazine
- Communicating about the project at legislative district committee meetings
- Leveraging the opportunity to work with teen volunteers as part of Mercy Gilbert and Chandler Regional medical centers summer program
- Reaching out to major employers to communicate to or seek outreach opportunities with employees
- Reaching out to all four school districts and the unique communities within the city
- Attending Summer Fest

## Build-Out and Beyond, City of Chandler General Plan 2008 Discussion

Ms. Fiandaca led a discussion regarding observations of or reactions to the existing general plan, *Build-Out and Beyond*, and solicited feedback on issues to consider for the general plan update. The following comments were offered during the facilitated discussion:

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- Consider and incorporate recommendations from *The South Price Road Employment Corridor Study* (2013)
- Balance the value of employment ventures with energy and resource availability (e.g., placement of data centers that are typically high water, energy users); protect the availability of resources within the Price Road corridor for high value employment-generating opportunities
- Integrate and coordinate specific area plans into the general plan update; evaluate whether additional specific areas need to be designated, planned
- Conduct corridor-specific planning for: North Arizona Avenue; light rail corridors/transit oriented development; utility corridors (consider identifying future utility expansion corridors); Price Road
- Address water conservation, use and protection within the Water Element
- Protect employment generating capacity of the Price Road corridor and collaborate regionally for its advancement
- Emphasize the importance of infrastructure capacity to support business and residential needs (i.e., broadband)
- Evaluate housing balance and promote ways to ensure diverse, high quality housing stock to meet the needs of future generations and investment; ensure a variety of housing types are provided to allow residents to downsize and stay in the community
- Identify community benchmarks to measure success of a competitive city (e.g., schools, employment, etc.)
- Ensure area plans are reflective of, not contradictory to, the community/general plan update's vision (e.g., is protection of agricultural lands compatible with a vision for a walkable community?)
- Evaluate the impacts of circulation (transportation) to land use patterns (i.e., Loop 202 expansion); consider impacts of regional circulation improvements on community (e.g., new high-capacity transportation opportunities that may place pressure on Chandler businesses to relocate, such as Interstate 11 or North-South high-capacity transportation corridor)
- Consider impacts of regional development, including that of the Gila River Indian Community

- Address community maintenance and redevelopment (as the community and its population is aging at the same pace)
- Address tension that exists within the current general plan (i.e., rural-focus of the southeastern portion of the community versus urbanization and a growing metropolis)
- Consider implications of small, infill lots that are a challenge for attracting high quality development
- Incorporate Council’s policy direction related to four-corner retail
- Consider new cultural amenities that would support economic development investments (e.g., recreational opportunities, entertainment facilities) and expand local entertainment options for Chandler residents.
- Combine like-elements into “chapters”, as appropriate (as opposed to having 17 distinct chapters, one for each required element)
- Consider depicting how plan elements interact (i.e., through a matrix or graphic)
- Provide flexibility in the plan for future adaptive reuse opportunities
- Craft plan in a way that provides direction but allows enough flexibility for Council, staff to consider future opportunities
- Inform readers of private property rights and that the city is not the principal landowner of vacant property

The committee recognized the existing plan has served the community well and that the update should tweak, not recreate, the plan. Committee members agreed that the “strategically” crafted general plan is a benefit to the community, contributing to Chandler’s reputation as a friendly and responsive government.

## General Plan Next Steps

Ms. Fiandaca invited the committee to the first Planning Lab (Friday, March 6) and indicated the team would continue work on initial work products (*General Plan Audit and Strategic Analysis* and *Chandler Today, Foundation for the Future* dialogue paper).

After considerable discussion, participants indicated that 1<sup>st</sup> and 3<sup>rd</sup> Monday’s would be targeted for future committee meetings, with consideration for evening meetings or alternating day/evening meetings. Ms. Fiandaca indicated the project management team would communicate with the committee the April meeting date and location as soon as details were finalized.

## Adjournment

Chairwoman Donovan accepted a motion to adjourn from Carlos Contreras and a second by Sky McCorkle; motion passed.

Meeting adjourned at 12:52 p.m.

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Ms. Trinity Donovan, Chair