

Meeting Minutes General Plan 2040 Community Working Group

Wednesday, March 27, 2013 6:00 PM

Tempe Public Library
Meeting Room A
3500 South Rural Road, Tempe, Arizona

CWG Members Present	Staff Present
Alan Beaudoin	Patty Hatvick
Don Cassano	Wydale Holmes
Armando Espinosa	Chris Messer
JoLyn Gibbons	Joe Nucci
Ryan Guzy	Aaron Peterson
Cole Hickman	Karen Pierce
Gary Johnson	Bonnie Richardson
Jeremy Capello Lee	Nancy Ryan
Ed Mitchell	Josh Roffler
Michael Myrick	Larry Schmalz
Celeste Plumlee	Alex Smith
Lisa Roach	Mark Vinson
Joe Salvatore	Shauna Warner
Benjamin Shaw	Nancy Woods
Don Watkins	·
Dennis Webb	
Steve Wegener	
Woody Wilson	
CWG Members Absent	Audience Members
Brad Graham	Phil Amarosi
Melody Moss	Dean Brennan
Steve Nielsen	Kate Hanley
Marie Provine	Karyn Gitlis
Julie Ramsey	Aracely Felix Valdea
Fred Warren	Lauren Mackenzie
	Leilani Garr
	Robert Huff
	Reid Johnson
	Brian Wilson
	Esteban Flores-Barron
	Daniel Griffin
	Paul Giordano
	Melissa LeBlanc
	Aaron Escamilla
	Mathew Koczwarh
	Larry Garza
	Larry Garza

The meeting was called to order at 6:02PM.

Item 1 Welcome and Introductions

Joe Salvatore (CWG Chairman) introduced himself and welcomed a group of ASU students that will share an urban planning and design concepts of their class project during the public comment portion of the meeting.

Item 2 Approval of the Meeting Minutes from February 27, 2013

Joe Salvatore inquired if the CWG had any comments. No comments were offered. Joe Salvatore called for a motion to approve the minutes with the change. Motion was made by Don Watkins and seconded by Armando Espinosa. The minutes were approved with Lisa Roach abstaining.

Item 3 Public Appearances

Chairman Salvatore introduced Reid Johnson, his colleague and a professor at ASU School of Geographical Sciences and Urban Planning. Reid Johnson introduced his class and each student shared their contribution to the master plan of the Farmer Avenue Corridor with mixed use high density concepts to illustrate urban planning theories.

Karen Gitlis noted how she enjoyed the Brown Bag Lecture for the General Plan and the ideas that were presented for Tempe as a 20-minute City, Healthy Community Planning and Desert Urbanism. Karen's concern is that we seem to be in the forest among the trees, the details, how can we back out and get to the inspirational vision of how we implement that kind of thinking for growth in our City. The other concern is the inclusion of two parks in our City that are not dealt with under Parks and Recreations, Birchett Park and Papago Park. These two parks need to be included in the City's attention to park detail and the General Plan. Chairman Salvatore thanked Karen and explained to the group that Karen was referring to a Brown Bag Lecture that was held one day earlier. He noted that the Brown Bag meeting was recorded and is available for viewing on the General Plan 2040 website.

Item 4 Sharing feedback from Community and Boards or Commissions

No action on this item was taken.

Item 5 Top Ideas Review from February 27, 2013.

Nancy Ryan provided the group with a summary of the top ideas from the last CWG meeting. The items are categorized based on the dot rankings. Nancy asked the commission to review the top ideas to confirm they represent the most important focus within the General Plan and if there were any ideas on the list that should be elevated to the top. The goal is to work within the brainstorming from the last meeting. Nancy shared how these top ideas would be translated to the General Plan.

- Evaluate options to achieve increased shade city-wide to reduce ambient temperature and produce air quality benefits.
- Support codes changes that encourage use of building materials that contribute to reduction of ambient temperatures.
- Encourage private efforts for technology incubator space as part of Tempe's economic development strategy.
- Produce open spaces (parks, paths, fields, etc.) that reflect the uniqueness of an area/neighborhood
- Utilize bike paths as a framework to connect open spaces
- Ensure all parts of the city have defined and/or balanced city services

- Maintenance of the character, variety and condition of residential neighborhoods is enormously important; and ensure that established neighborhoods have support and standing that matches new urban neighborhoods.
- Recognize neighborhood "boroughs" to serve as planning areas for services, facilities, and unique character identity.
- Ensure the community has all the components to allow aging in place.
- Establish amenities in Downtown that reflect its prominence as a public gathering place.
- Infuse art throughout the community in public and private spaces.
- Coordinate and connect human services to those in need.
- Facilitate bicycle transportation with facilities and amenities that will incentivize increased ridership.
- Provide amenities within Tempe Beach Park that reinforce its role as an outdoor music venue.

After this review, Nancy Ryan asked the group if there are any items that need to be elevated. The response was:

- Neighborhoods need to be higher on the list, such as the need for Neighborhood Conservation areas
- Connecting open space and neighborhoods to reflect the uniqueness of the area

A CWG member expressed a concern that the plan is more about property, buildings and density and not so much about our citizens. Parks are often empty or even almost abandoned. The human element seems to be missing from the entire concept and it needs to be made a priority. Nancy Ryan explained that the General Plan will include components that ultimately plan for the human element, physical environment and the natural environment to reach a good blending of the three. The focus for tonight's work will be: how neighborhood units and human elements fit within the built environment that the City has created and will create as the vision for General Plan 2040.

Chairman Salvatore added that the current discussion is based upon the last meetings focus which was the connectivity and infrastructure. The current meeting will incorporate a focus on items such as housing and people spaces. With this focus, for example, one item to consider is the infrastructure of bike paths and cars and how they intersect and connect. Chairman Salvatore said utilizing bike paths, canals and parks to connect our neighborhoods and create special places for people to enjoy. Nancy noted that in a future meeting the CWG will discuss bike paths as part of the transportation/circulation components.

Item 6 Small Group Activity – Facilitated Rotations

Wydale Holmes reminded the CWG of the small group activity process. Nancy Ryan introduced the five topics for the small group activity: Housing and Affordable Housing; Revitalization and Redevelopment; Building Density and Intensity; Growth Areas and Economic Development. The CWG broke into groups for the activity. A summary of the CWG comments during the activity is provided in Attachment A

Item 7 Small Group Activity Report Out and Top Ideas Identification

The Facilitators summarized the small group activity discussions.

- Nancy Woods (Economic Development)
- Josh Roffler (Housing and Affordable Housing)
- Wydale Holmes (Building Density and Intensity)
- Aaron Peterson (Growth Areas)
- Patty Hatvick (Revitalization and Redevelopment)

The top ideas were by topic were presented:

REVITALIZATION AND REDEVELOPMENT Need sufficient code inspection and enforcement; could have to develop relationship with neighborhoods/ neighbors rather than only citations

- Have city support renting vacant properties to non-profits, incubators, or for co-work spaces
- Make sure projects are consistent with the character of surrounding neighborhoods
- Encourage historic preservation
- Make rental property owners responsible for the maintenance of properties, not the renters
- Support volunteer organizations that assist in property maintenance for elderly and disabled

ECONOMIC DEVELOPMENT

- Land sales: 1) Identify true value of land before sale, 2) Consider long term leases on commercial to keep options open, 3) Consider property tax implications, 4)Link between growth areas and economic development and 5) Have a solid Vision
- Increase ties with ASU pipelines (engineering, architecture, technology, bio-tech, etc.) to facilitate career launching
- How to create an entrepreneurial ecosystem (similar to Chandler), provide spaces, utilize retired professors etc., subsidize
- Tempe needs to be state leader in urban living
- What we want our economic identity to be (i.e. HEAT- Healthcare, Education, Aerospace and Tourism in Mesa)
- Development incentives? Minimize red tape.
- Create Maker Bench type businesses for starter business (Hacker Space, Tech Tools, Gangplank, co-working space)

BUILDING DENSITY AND INTENSITY

- Specific neighborhood conservation plans to "protect" and "plan" for future development /redevelopment
- Neighborhood/Borough/Village to contain a defined school, park and core. A 20- minute city with grocery, commercial, services, different characteristics defined for each
- Identify future framework plan for future growth:
 1) Identify boroughs that allow for higher/more intensity with "cores";
 2) General Plan is the mechanism that promote high quality use;
 3) Define minimum density for "cores"; and
 4) Create identity for each area of the city
- Have balanced density; does not mean increased density; determine where higher/lower density makes more sense

GROWTH AREAS

- Revitalize and Preserve existing neighborhoods
- ASU students want urban lifestyle, build amenities along light rail
- Connect growth areas
- Build to encourage long term residency
- Amenities for neighborhoods who walk, bike, and use mass transit

HOUSING AND AFFORDABLE HOUSING

- Affordable housing for workforce (i.e. for teachers, firefighters, etc.)
- Coordinate affordable housing with transportation (students, seniors)
- Programs designing smaller living spaces so they are more affordable

Item 8 Wrap up and Closing

Nancy Ryan thanked the CWG and reminded them that the next topics will be Land Use, Circulation/Transportation, Amending the General Plan and Community Design.

Item 9 Future Meeting Date

The next CWG meeting date will be April 24, 2013, from 6 to 9PM at the Tempe Library Tempe Learning Center on the lower level, Meeting Room A.

The meeting was adjourned at 9:05 PM.

Prepared by: Nancy Ryan Reviewed by: Lisa Collins

Nancy Ryan

Community Development

Attachment A



REVITALIZATION AND REDEVELOPMENT COMMENTS

REVITALIZATION AND REDEVELOPIVIENT COMMENTS	DOL VOLE
Need sufficient code inspection and enforcement; could have to develop relationship	
with neighborhoods/ neighbors rather than only citations	6
Have city support renting vacant properties to non-profits, incubators, or for co-work	
spaces	5
Make sure projects are consistent with the character of surrounding neighborhoods	4
Encourage historic preservation	4
Make rental property owners responsible for the maintenance of properties, not the renters	4
Support volunteer organizations that assist in property maintenance for elderly and disabled	3
Reduce irresponsible behavior of both renters and landlords. Without punishing	
responsible individuals, encourage rental property maintenance	1
Provide support for property improvements and remove obstacles without sacrificing quality	1
Use redevelopment tools to help maintain mature areas and sustain the community's quality of life.	1
Strengthen codes and penalties relating to rental property owners	1
Require developers to include trees in plans, with sustainable maintenance	0
Mitigate noise in developments near arterial roadways	0
Give more resources to neighborhood development	0
Have city employees who are advocates for home owners and small businesses	0
Programs to give rent breaks to encourage small businesses to get into vacant properties	0
Have city publish a list of non-complaint rental residential property owners	0



ECONOMIC DEVELOPMENT COMMENTS

ECONOMIC DEVELOPMENT COMMENTS	Dot Vote
Land sales: 1) Identify true value of land before sale, 2) Consider long term leases on commercial to keep options open, 3) Consider property tax implications, 4)Link between growth areas and economic development and 5) Have a solid Vision	8
Increase ties with ASU pipelines (engineering, architecture, technology, bio-tech, etc.) to	0
facilitate career launching	8
How to create an entrepreneurial ecosystem (similar to Chandler), provide spaces, utilize retired professors etc., subsidize	8
Tempe needs to be state leader in urban living	6
What we want our economic identity to be (i.e. HEAT- Healthcare, Education, Aerospace and Tourism in Mesa)	4
Development incentives? Minimize red tape.	4
Create Maker Bench type businesses for starter business (Hacker Space, Tech Tools, Gangplank, co-working space)	4
Safety and security (Police and Fire)	2
Competing with other citiestransportation available, available workforce and education level, diverse environments	1
Leverage ASU campus - incorporate into downtown Tempe	1
Businesses that benefit people who live here	1
Infrastructure support in planning developments (i.e. schools)	1
% of commercial properties that are City incentivized? 5% or less.	0
Component - enhance the quality of life, business to thrive, support ability to grow, infrastructure to support all wage earners	0
Research needs/wants of current ASU students	0
Business attraction - How do you find businesses you want and bring them to Tempe? (Satisfied current customers entice others to Tempe)	0
Retail and office vacancy rate? - Currently one of the lowest in valley	0
Leasing empty space - city involvement? Work with owner?	0
Marketing strategies nationwide - does it work? Changing increased web presence is becoming more effective. Does it compliment word of mouth advertising?	0
Encourage student ventures funding	0
Maintain cultural resources	0
Economic Goals? Metrics associated with development, advance manufacturing to capture advanced workforce	0
Land sale - What kind of return to city, support property taxes? Are water/sewer and	
other services available? Will the people live here? Will the people shop here? Want diversity in the types of businesses.	0
Incentives: ability to afford rent/lease/mortgage for individual owned small business	0
Expectations of City land sale, bring in jobs/job development, return on investment/not	
measured in terms of \$ necessarily, but in intellectual capital	0
Incentivize tech and advance manufacturing	0



GROWTH AREAS COMMENTS

Dot Vote

GROWTH AREAS COMMENTS	Dot Vote
Revitalize and Preserve existing neighborhoods	11
ASU students want urban lifestyle, build amenities along light rail	4
Connect growth areas	3
Build to encourage long term residency	3
Amenities for neighborhoods who walk, bike, and use mass transit	3
Warner Area to Kyrene unrealistic, west part of district is built out	2
Include County Island in North Tempe as growth area	2
Rio Salado should be mixed-use	1
Confine density within areas that contain an urban environment	1
How do we attract people to stay?	1
No open lots to develop for homes, how do we age in place?	1
Technology should have been Housing	0
Continue to encourage growth on I-10 corridor	0
Technology will be employment growth	0
Warner and 101/202 district are gateways and need to be done right > Urban center at	
101/202	0
I-10 corridor; improve image of Tempe then development and redevelopment	0
Buildings too close create dark atmosphere	0
Must create transition area adjacent to development areas	0
Move SRP Maintenance Facility, Redevelop	0
City could review redevelopment projects like NE Rural/ Baseline to create new environment (Not a facelift)	0
Support start-ups in ASU districts, Research Institutes	0
County Island (by Curry) as a growth area	0
Take a Regional Perspective without stealing from neighbors	0
Technology corridor ties into Chandler and should be leveraged	0
Tempe has a natural draw because of ASU	0
Financial markets drive what gets funded (commercial, residential, apartments)	0
Encourage ASU students to live and recreate on campus	0
Light rail is spurring growth as predicted	0
What are we growing to?	0
Can people afford Tempe neighborhoods?	0
Target market for apartments are temporary and will move on Residential growth doesn't automatically translate to economic growth	0
Apartments don't attract people to stay	0
Minimize high density growth	0
Scale back 101/202 to focus just on Tempe land	0

Note: Bold indicates the "top ideas" identified by the CWG.



BUILDING DENSITY AND INTENSITY COMMENTS

BOILDING DENSITY AND INTENSITY COMMINICATE	DOL VOLE
Specific neighborhood conservation plans to "protect" and "plan" for future	
development /redevelopment	12
Neighborhood/Borough/Village to contain a defined school, park and core. A 20-	
minute city with grocery, commercial, services, different characteristics defined for each	8
Identify future framework plan for future growth:	
1) Identify boroughs that allow for higher/more intensity with "cores";	
2) General Plan is the mechanism that promote high quality use;	
3) Define minimum density for "cores"; and	_
4) Create identity for each area of the city	5
Have balanced density; does not mean increased density; determine where	4
higher/lower density makes more sense	4
Use "reasonable scale" help to define intensity	2
Use a suite of characteristics to help define the density context (absence of structure,	
parking, lot coverage, etc.)	2
Create a future oriented framework for each area/neighborhood/ borough/village (unique	
character) and focus for the core for that particular neighborhood;	
Create intensity/density for that core and provide its connection with multimodal	
transportation through and to the locations/activities); and Create planned characteristics - not one size fits all.	1
Infrastructure sustainability considerations and coordinated growth with infrastructure	
providers and service	1
Find one term (<u>measure</u>) that defines both density and intensity	0
For neighborhood - define the character of what you want it to be	0
Distinct neighborhoods defined within city where density/intensity can be define	0
Height setbacks and lot coverage are part of the suite of "density"	0
Balance borough concept with potential for discrimination	0
Make sense with context of adjacent buildings/neighborhoods	0
Too dense north of the US 60	0
Why define "boroughs" for the city? What are the benefits? Disadvantages?	0



HOUSING AND AFFORDABLE HOUSING COMMENTS

HOUSING AND AFFORDABLE HOUSING COMMENTS	Dot Vote
Affordable housing for workforce (i.e. teachers, firefighters, etc.)	11
Coordinate affordable housing with transportation (students, seniors)	6
Programs designing smaller living spaces so they are more affordable	
Home ownership % dropping- How to reverse trend	2
Tempe is becoming City of "renter-generationals" with the mentality they would rather rent than own	2
How can General Plan address section 8 housing? - Senior housing	1
Zoning- needs to include multi-family	0
Condo permits- can change to apartments without any formal process ownership to rental	0
Tempe- Fewer housing choices to downsize	0
Role of municipality to assist home owners with ability to stay in homes (Repair A/C)	0
Senior living facilities- need to expand services	0
Publicize programs that offer assistance (neighbor to neighbor)	0
Work in Tempe- can't afford to live here- live elsewhere- get tired of driving- employ elsewhere close to home	0
Housing based on affordability forces lifestyle (trailer homes); what can be done?	0
Families can't afford or qualify for new housing units	0
City- find ways to fund/ find safe/ affordable housing	0
Section 8 perception is negative	0
Finding homes for displaced residents is problem	0
Should developers be forced to build affordable housing? -Can there be incentives to developers?	0
Encourage Tempe employers to hire section 8 participants to help get off the program	0
Should self-sufficiency program currently offered be mandatory?	0
Help people understand available programs	0
Investors are buying housing stock and becoming slum lords- How can Tempe prevent this? Can't Tempe enforce rental housing standards?	0
Can Tempe assist in designing four-plexes or duplexes for families with children and keep affordable?	0
How can Tempe ensure people can find out about programs?	0
Is affordable housing centralized in certain areas in Tempe, How can that be remedied?	0
Why are we so concerned about # of renters vs. home owners?	0
Program to encourage longer leases may promote ties to community.	0
Workforce housing- Can Tempe create some?	0
How can Tempe take care of its citizens (housing needs)?	0