



## Village Planning Committee Meeting Summary

### GPA-AL-NM-1-19-4-5

<b>Date of VPC Meeting</b>	December 15, 2020
<b>Request</b>	<b>INFORMATION ONLY:</b> A General Plan Amendment to adopt the 19North Transit Oriented Development Policy Plan
<b>Location</b>	Montebello Avenue to Dunlap Avenue; 15th Avenue to 23rd Avenue

#### **VPC DISCUSSION:**

*Two speaker cards were received from individuals in support of the item and wishing to speak.*

#### **STAFF PRESENTATION**

**Klimek**, staff, provided an overview of the purpose and planning process behind the 19North Transit Oriented Development Policy Plan. Transit Oriented Development (TOD) is a type of growth which utilizes land use and design decisions to position transit as a convenient and affordable lifestyle amenity to strengthen the nearby neighborhoods.

The original 14 miles of light rail in Phoenix received federal funding through the Department of Housing and Urban Development to create area plans for the adjacent neighborhoods. However, 19North was served by light rail through a subsequent phase of construction and therefore did not receive funding for any land use planning; to fill this policy gap along 19th Avenue from Montebello to Dunlap and from 15th Avenue to 23rd Avenue, Planning Department staff developed this policy plan in-house over the course of 3 years and a series of public workshops.

The purpose of TOD is to leverage the potential of light rail to move people and to strengthen neighborhoods and for 19North, the plan fills a policy gap and complements the long-established growth policy of Village Cores by connecting the North Mountain Village Core (Metrocenter Mall) and the Alhambra Village Core (Christown Spectrum).

The vision for 19North emerged from a community led process where leaders convened a large group of stakeholders to establish a positive vision that embraces the

investment and opportunity that light rail presents. Following these efforts, city staff began the formal planning process to establish the policy plan through a robust public engagement process and in close collaboration with community leaders, multiple agencies, and city departments.

The plan is designed to be used: as a policy guide for entitlement cases by a variety of stakeholders and decision makers ranging from city staff and elected / appointed officials to neighborhood residents; as a method of prioritizing and aligning actions in the efficient pursuit of the community's vision; and to support investment and reinvestment by articulating the vision as an expectation.

**Klimek**, staff, then provided an overview of the policy plan, its structure, and where it can be found for further review.

The plan builds upon the foundation of the Phoenix General Plan and other city-wide policy documents, borrows its structure from the ReinventPHX TOD Policy Plans that preceded it, and formalizes the recommendations of the TOD Strategic Policy Framework which established high level policy guidance for the full light rail system, both built and planned. By paying homage to foundational policy plans, the 19North Plan embraces the investment of time given by staff, consultants, and most importantly, the people of Phoenix who participated in these efforts. The direct tributes to these foundational plans include the organization of the document into four sections, the "six planning elements" as a means of examining conditions within the study area, the use of "measurable outcomes" as a means of quantifying and measuring success, and a "five year action plan" to break the vision into strategic and manageable pieces.

The plan contains:

- the foundational policy the plan is built upon;
- an assessment of existing conditions and community identified assets;
- a district wide vision for 19North in 2040 which is then divided into four vision themes;
- a vision for each of the three light rail station areas including community prioritized investments, the areas the community identified as being more palatable for change, and a series of aspirational images and renderings;
- a series of four urban principles for TOD (infill development, people oriented streetscape, people oriented site design, and placemaking fundamentals) which are used to organize 40 implementation strategies; and
- a five year action plan used to identify the many small steps that can be used to incrementally achieve the big vision.

At this time, staff is seeking community input through presentations to the North Mountain and Alhambra Village Planning Committees and through two upcoming public meetings. The plan will then return to the Village Planning Committees for recommendation before proceeding to the Planning Commission for a recommendation, and City Council for action.

## QUESTIONS FROM THE COMMITTEE

**Chair McCabe** thanked staff for developing the plan and sharing it with the committee.

## PUBLIC COMMENTS

**Shannon McBride** introduced herself as the Executive Director of 19North and shared that she is thankful for so many people including staff, member Fitzgerald, and the many stakeholders who contributed their time, energy and ideas to the plan. The policy plan has been a collaboration, a process, and a journey and that she is very proud of the collective vision that was created together. She concluded by expressing her support for the policy plan. **Chair McCabe** thanked McBride for her tremendous leadership and for all that her community has been able to accomplish; these efforts and the planning effort are incredible and an example for others in the city.

**Sarah and Ian Curtis** introduced themselves and expressed their appreciation for all of the work that has gone into this planning effort, the incredible work on the policy plan, and the pro-active thinking that has gone into this document. They stated that they are excited to see this plan be formally adopted so the community can continue implementing its ideas and collaborate with investors through this formalized vision. This plan sets the stage for continued collaboration with investors toward the stated vision and this collaboration and progress makes 19North an exciting place to live and energizes community members to get more involved.

## FLOOR/PUBLIC DISCUSSION CLOSED: COMMITTEE DISCUSSION

**Fitzgerald** echoed the comments about everything said about McBride and the accomplishments made in 19North. She explained that upon meeting McBride they had the same vision for the area but Shannon's vision included all of the small steps between now and the goal and this has produced incredible partnerships, accomplishments, and the plan reflects this philosophy. **McBride** thanked Fitzgerald, the other speakers, and staff from the Planning and Development on making this plan a reality which has truly been a collaboration.

**McCabe** stated that the community coming together and really discussing what they would like to see is what makes these policy documents so much more impactful and useful for all constituents. He concluded by thanking all of the contributors and expressed excitement over continued progress in 19North, especially once the pandemic is in the rear-view.

## **Village Planning Committee Meeting Summary**

### **GPA-AL-NM-1-19-4-5**

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<b>Request</b>	<b>INFORMATION ONLY:</b> A General Plan Amendment to adopt the 19North Transit Oriented Development Policy Plan
<b>Location</b>	Montebello Avenue to Dunlap Avenue; 15th Avenue to 23rd Avenue

#### **VPC DISCUSSION:**

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engagement process and in close collaboration with community leaders, multiple agencies, and city departments.

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## QUESTIONS FROM THE COMMITTEE

**Chair Carrell** asked McBride what the committee can do to support the planning efforts at this time? **McBride** responded that this has been the culmination of years of work and that this is a time to celebrate, to get the word out, and to raise awareness for this accomplishment in the community. She added that there are an additional two public

meetings where the plan will be shared virtually, and she asked staff to share the meeting invitations.

**Jaramillo** expressed his support for the plan and the work done by staff and members of the community. He asked if there is a way to make this plan regulatory, noting that in other areas of the city, these plans are often neglected by developers.

**Klimek** responded that the plan is not regulatory in the traditional sense. To implement the vision and recommendations, it often comes down to whether members of the community, staff, and elected and appointed officials understand and can stand firm behind the plan.

In 19North, the community leadership and its organization offer the greatest strength in communicating the vision. The leadership team has been successful in making developers and investors feel like they are part of the community as a foundation for their collaboration. Additionally, the strong neighborhood leadership allows staff to seamlessly connect developers and investors with the 19North organization. By adding an adopted policy plan, the community has effectively spoken to share its vision and expectations.

**Argiro** thanked McBride for her service and city staff for producing this plan which will offer tremendous value to the community served. He then stated that he has been looking for opportunities for his chamber to connect more directly with businesses in 19North and that he believes this is a great opportunity. He asked staff to share the location of the draft policy plan and the invitations for the upcoming meetings.

**Matthews** echoed the positive comments about McBride and the policy plan developed by staff. He added to the question by Jaramillo an element of Arizona Land Use Law restricts the ability of municipalities to amend zoning to add restrictions that could negatively impact property values. With few exceptions, plans have shifted to policy recommendations rather than regulatory amendments and overlays.

**Viedmark** applauded the work completed by Shannon, the 19North organization, and by staff in developing this plan.

## PUBLIC COMMENTS

**Rod Bailey** introduced himself as the Senior Vice President of the Beatitudes Campus and as a founding member of 19North. He expressed gratitude to the leadership exhibited by Shannon McBride and the types of accomplishments the 19North organization has been able to achieve. The organization has pulled together a dynamic and extensive collaboration of many stakeholders including residents, business owners, and many others to create a sustainable vision for the community. The collaboration in 19North produced great results through hard work, positivity, and good intentions - the adoption of this policy plan brings their planning to the next level by formalizing the vision and intentions.

**Ben Graff** introduced himself as a Land Use Attorney with Quarles and Brady but stated that he is not speaking on behalf of a client but is instead here to share his experience working on development projects in 19North and to share the value he sees in this type of policy plan. He stated that when he has clients interested in a project in

19North, that the community will be open to the discussion and collaboration that produces great projects. From a zoning perspective, a policy plan like this offers transparency and predictability by setting the expectations of what a project should incorporate and what it is expected to achieve. The policy plan offers a clear and concise vision and strategy for what the community is looking for in its built environment.

**Bree Bohlke** introduced herself as a member of the 19North Board and shared that she is a renter and a transit rider. The walkability of 19North was one of the main reasons she moved to 19North and that this plan was thoughtfully developed with input from the community and will make the area more walkable and vibrant. She added that the plan and its vision does a nice job of including renters as members of the community because renters do care about their neighborhoods.

FLOOR/PUBLIC DISCUSSION CLOSED: COMMITTEE DISCUSSION.

**McBride** stated that she is full of gratitude for the kind words and support from members of the committee, the staff from the Planning and Development Department for creating this plan, the many partners who contributed throughout the planning process, and for those who came out this evening to support the plan. She stated that this is a community changing moment where this plan will formalize the community's vision and ensure the positive momentum in 19North remain sustainable into the future.

**Alauria** expressed her support for McBride, the 19North community, and the policy plan. As a leader of theHUB (Hatcher Urban Businesses), this organization is a neighbor to 19North and has been learning from 19North on grassroots organizing and policy planning.