



SOUTHSIDE COMMUNITY PLAN

EMBRACE OUR HERITAGE

ENHANCE OUR FUTURE

Planning and Zoning Commission Hearing for the Southside Community Specific Plan

PZ #20-00001

Hearing #1 - Wednesday, July 8, 2020

Sara Dechter, AICP, CP3, Comprehensive Planning Manager

Presentation Objectives



- Overview of Specific Plan and Application
- Public Participation Process
- Present Staff Summary and Findings
- Identify parts of the Plan to discuss in more detail at the second hearing

Schedule of Public Hearings



Planning and
Zoning
Commission #1

Wed. July 8

Planning and
Zoning
Commission # 2

Wed. July 22

Work Session with
City Council

Tue. Aug 25

City Council Public
Hearing

Tue. Sept 1

How can the public participate?



1. The public can submit comments that will be read at the dais by a staff member to CDFrontCounter@flagstaffaz.gov
2. Email written comments after tonight's meeting and they will be entered into the record at the July 22 hearing
3. If you are unable to write an email or access the online meeting, you may go to the satellite location during the public hearing to speak.

Uses of a Specific Plan



A Specific Plan can...

- Provide a roadmap for City-community relationship
- Refine the Regional Plan's area and place types
- Influence rezoning requests and Zoning Code updates
- Identify new projects for capital improvement programming
- Offer well thought out concepts and early insight into public participation for other projects
- Support grant applications and partnership strategies

A Specific Plan cannot...

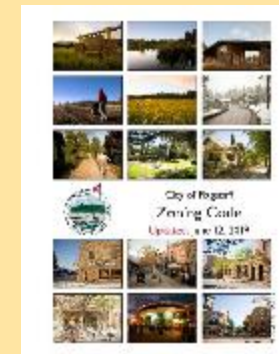
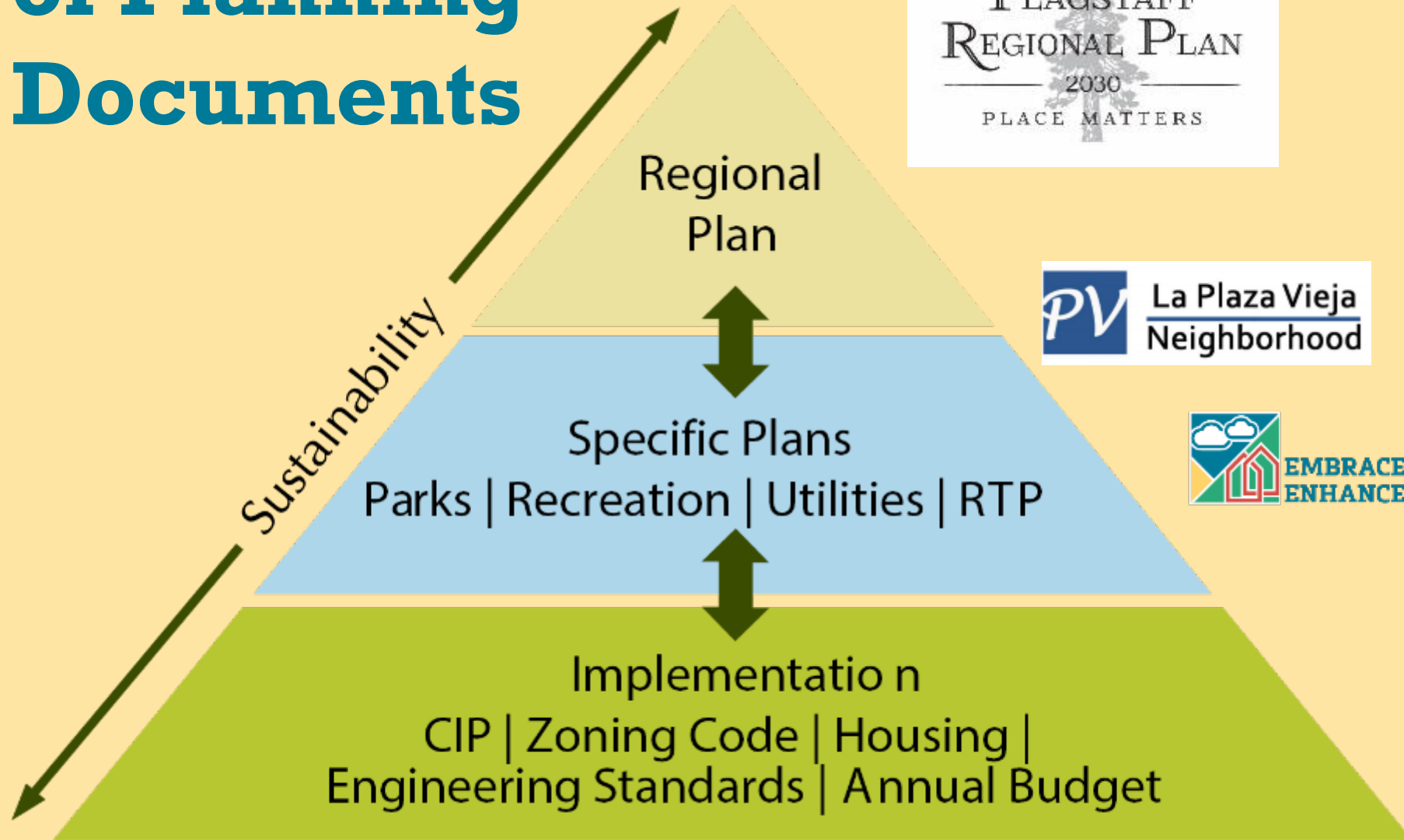
- Change existing entitlements without further action
- Commit City resources or preempt decisions of the current or future Council
- Compel a private property owner to develop a particular use or type of building.
- Influence applications that are already deemed complete

Why develop a Southside Plan?



- New development patterns and pressures
- Motivated community members after the Hub
- Historic resources and culture to preserve
- Lack of public spaces
- Support for vibrant businesses and existing residents
- Upcoming Rio de Flag Flood control project

Hierarchy of Planning Documents



Parts of a Specific Plan



Site & Area Analysis

- History
- Existing Conditions
- Existing Policy
- Community Knowledge

Vol. 1: Goals and Policies

- Goals
- Policies
- Maps refining the Regional Plan
- Strategies

Vol. 2: Concept Plan

- Illustrations
- Conceptual Maps

Appendices



INITIAL IMPLEMENTATION
PRIORITIES



IMPACT OF THE RIO DE FLAG
FLOOD CONTROL PROJECT ON
STRATEGIES

Other Documents



- Staff Report with Findings:
 - Community Benefits
 - Regional Plan Compliance
 - Impact Analysis
- Public Participation Plan and Summary
- Response to Comments from the 60-day public review
- Summary of Changes made between Draft and Final Plan



Questions

Southside Plan Public Participation

Fall 2017 to Spring 2019



Community Visioning

*Canvassing,
storytelling,
workshops*



Needs & Solutions

*Field trips, on-
the-street
meetings,
workshops*

Summer to
Winter 2019



Policymaking & Partnerships

*Open House,
Stakeholder Group
meetings*

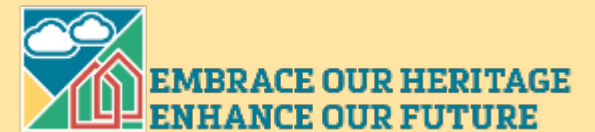
60-Day Public Review

Winter 2019 to
Summer 2020



Prepare and Adopt a Plan

*Stakeholder Group
meetings,
Public Hearings,
and Work Sessions*



Innovative map-based project website
www.flagstaff.az.gov/southsideplan

Public Participation Methods



Public workshops and
Open Houses - 9

Surveys - 3

Office Hours/Coffee
Chats - 15

On-the-Street
Meetings - 4

Bus tours – 3

Walking Field Trips -5

Door-to-door
Canvassing – 800
residential doors and
63 businesses

Interviews and Oral
Histories

Presentations to 14
Boards and
Commission

Booths at Community
Events

Stakeholder
Committee-16

Southside Community
Association and
Friends of the Rio
Partnership



The Southside Stakeholder Group

- Invited by the Southside Community Association
- 14 meetings to consider, revise and evaluate goals, policies and strategies
- Neutral facilitation supported by the City
- Open and advertised to the public

IMPLEMENTATION STRATEGIES



**Heritage
Preservation**



**Business &
Live/Work**



**Public &
Community
Space**



GOALS AND POLICIES

VISION
The Southside Community shall promote sustainable improvements that enhance and embrace our heritage through CULTURAL STEWARDSHIP, retaining the unique character and cultural fabric and flavor of our neighborhoods.



**Growth &
Change**



**Flooding &
Public Safety**



Transportation



Parking

Key Comments



- Vision for the Murdoch Center as a permanent community amenity
- Ideas about how to improve park concepts
- More details on Live/Make Center and examples
- Rethinking the Southside's zoning in a big way and include market feasibility
- Public street and pedestrian spaces activation and safety
- Need to address localized stormwater issues and support property owners with education and grants
- Be transparent about uncertainty
- Identify potential locations for future parking under ParkFlag
- Discussion of gentrification and how to slow it
- Be honest about follow through and what the plan can and cannot do.
- Improve alleys and provide handicap parking in key locations
- Clarification on the O'Leary Street FUTS
- Crime Prevention through Environmental Design importance

If not, Why not?



- Differing comments on height
- Mass, bulk and scale of Live/Make Center
- Vacant retail space
- Disincentivize growth and redevelopment
- Rent control
- Attraction of a hospital or other new large land use.
- Specificity of park amenities
- Interior renovation of the Murdoch Center
- Changing the scale of the Sawmill Activity Center to Historic
- Exclusive use of public amenities
- Changes to parking ordinances
- Increasing parking requirements
- Property Maintenance Ordinance
- Increased policing and enforcement

Draft to Final Plan

- Draft Plan released on December 6, 2019
- 404 Comments received during 60 day review
- The Stakeholder Committee reconvened for 2 meetings to discuss direction from comments that was unclear or required interpretation – February and March 2020
- Final Plan reviewed by legal and published online on June 16, 2020
- Notice of public hearings published and provided by mail to property owners and residents on June 19, 2020





Questions

Required Findings



- Community Benefits and Considerations
- Plan Conformance
 - Regional Plan Amendment
 - Specific Plan
- Impacts

Community Benefits and Considerations



Benefits

- Clear, shared, and community-driven path forward,
- Improved infrastructure,
- Support for small businesses and entrepreneurism, and
- Historic and cultural preservation of the neighborhood

Challenges

- Funding for capital projects recommended by the plan,
- Market feasibility associated with proposed zoning code changes,
- Completion of the Rio de Flag flood control project and addressing localized flooding issues,
- Influence of the recession and other larger economic influences, and
- Risk of gentrification.

Plan Conformance



- Flagstaff City Code Section 11-10.30.030.E states, “No Specific Plan may be adopted or amended unless the proposed plan or amendment is in substantial conformance with the General Plan.”
- The Arizona Revised Statute state that the purpose of a Specific Plan is to ensure the “systematic execution of the general plan” (ARS 9-461.08)
- Plan conformance is analyzed in the narrative

Plan Conformance



Plan amendment

- 8 goals and policies support the plan amendment
- No conflicting goals or policies found
- Conflicting description from the Table of characteristics about Urban Neighborhoods resolved by amendment

Finding: Amendment conforms with the goals and policies of the Regional Plan 2030

Specific Plan

- 62 goals and policies supported
- No conflicting goals or policies found
- Plan conformance analysis demonstrates how the specific plan will improve systematic implementation of the Regional Plan

Finding: Specific Plan conforms with the goals and policies of the Regional Plan 2030

Impacts of the Specific Plan



Social and Economic

- Increased density with greater compatibility
- Stabilize neighborhood core and allow incremental change to counter displacement
- Reductions in building height proposed would effect a limited number of lots because small lots cannot achieve maximum density without consolidation and the floodplain and floodway limit development potential of some lots

Impacts of the Specific Plan



Transportation and Parking

- Improvements to bicycle and pedestrian infrastructure identified and cross references with the Active Transportation Master Plan under development.
- Proposed improvements would benefit neighborhood and wider community connectivity
- Proposed adjustments to ParkFlag and adding surface lots to the inventory would help address parking concerns raised during the public participation process

Impacts of the Specific Plan



Infrastructure – Water Services and Solid Waste

- Improved alleys would help with waste collection where parking driveways and bike lanes are impeding trash pick up and it would improve rear access to properties that could eliminate driveways on Commercial streets.
- Plan considers the Rio de Flag Flood Control project extensively and recommends mitigations to impacts and to address localized flooding.
- Need for better education on stormwater regulations and provided through this process
- No impact expected to water and sewer services

Impacts of the Specific Plan



Schools, Police and Fire

- No impact expected to schools
- Improved fire access within the context of the historic district
- Public safety concerns primarily addressed through Crime Prevention through Environmental Design model rather than increasing enforcement.
- Strategic increases in street lighting considered appropriate



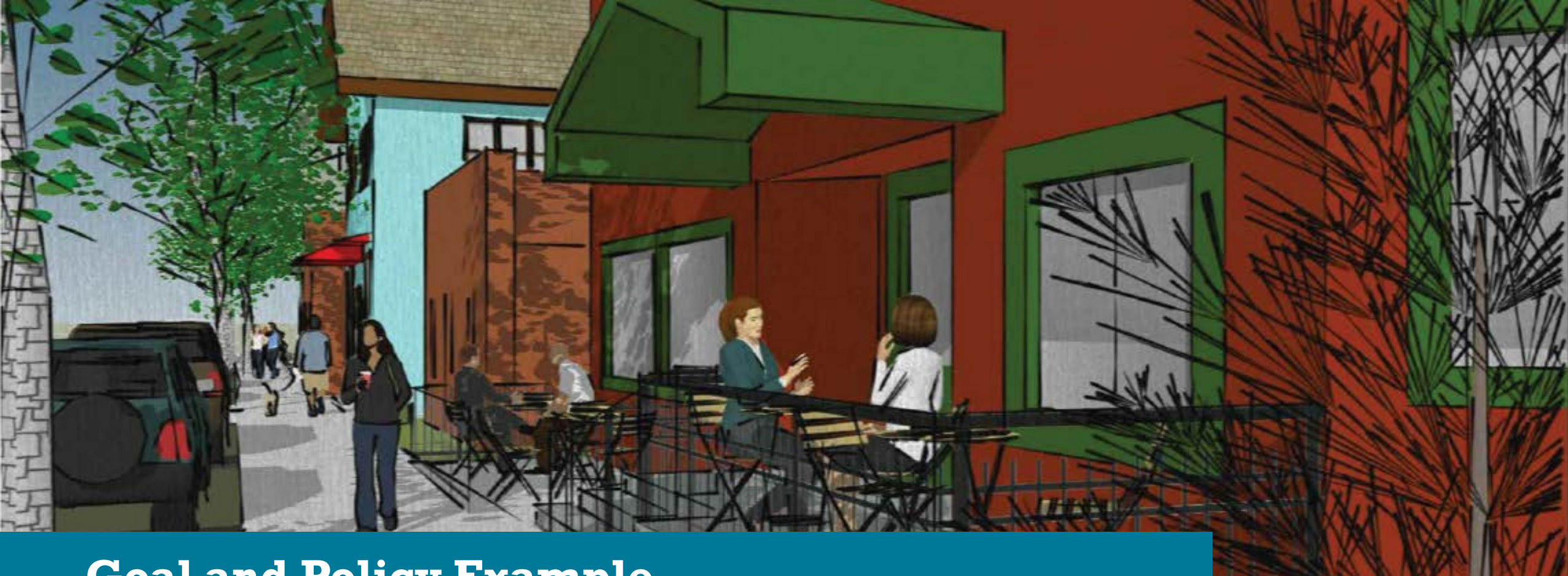
Questions

Goals, Policies, and Strategies



1. Heritage Preservation
2. Growth and Change with Subareas
 - Live/Make Center
 - Southside Main Streets
 - Live/Work Neighborhood
 - Neighborhood Core
 - Historic Preservation Focus Areas
3. Business and Live/Work
4. Public and Community Spaces
5. Transportation
6. Parking
7. Flooding and Other Hazards
8. Public Safety

84
policies
114
implementation
strategies



Goal and Policy Example

GOAL S 4. Support a diversity of buildings and mix of uses that are compatible with the scale and architecture of historic landmarks and area character.

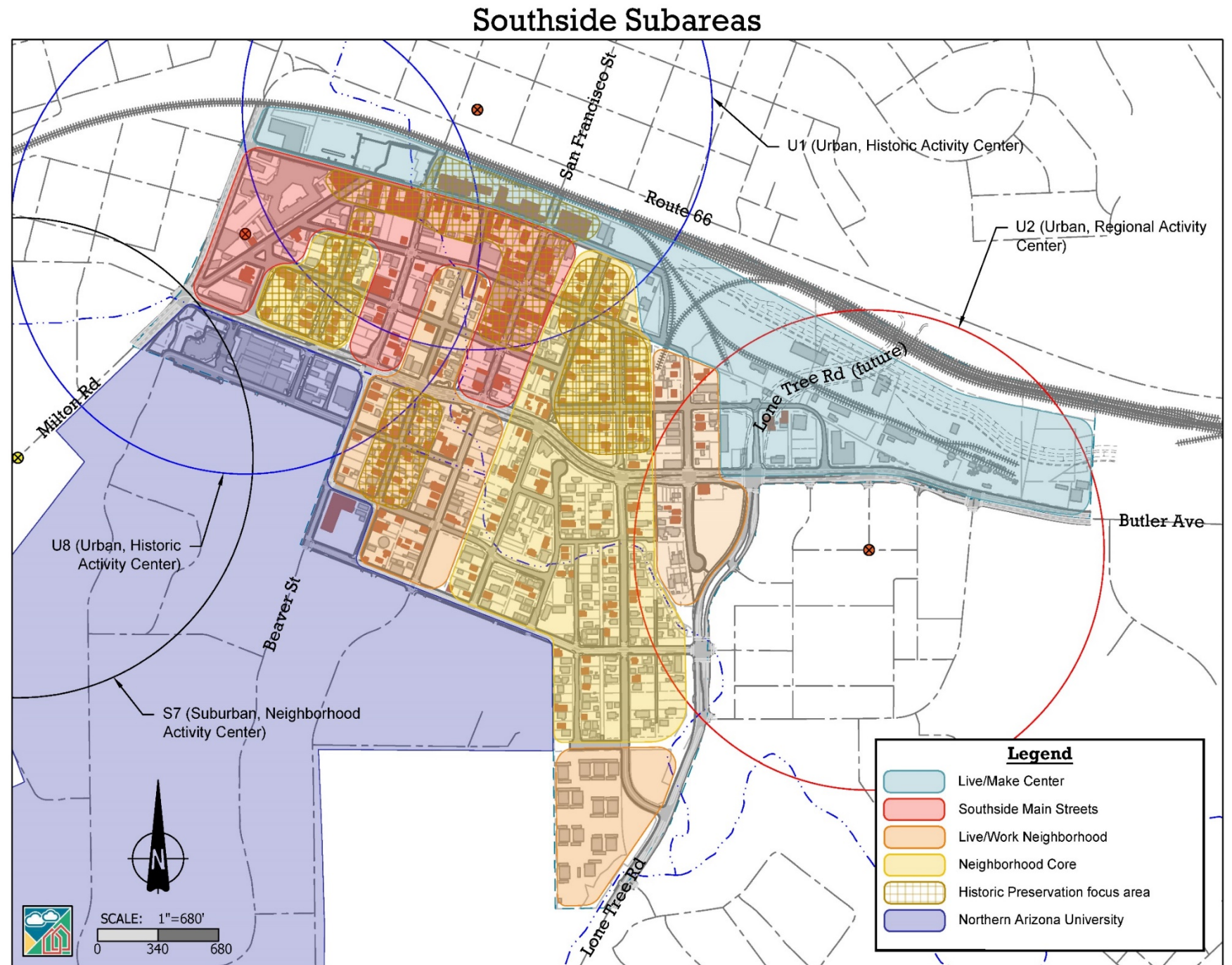
- Policy S 4.2. Shopfronts respect the established setbacks, frontage types and floor plates either through the building itself or through the establishment of patios, courtyards and semi-public spaces
- Policy S 4.3. Treat the north-south streets in Southside as the primary pedestrian environment for new buildings by facing entrances and porches towards them for all corner lots west of South Lone Tree Road.

Top Prioritized Strategies



- Work with property owners on Landmark Overlays
- Revise the Zoning Code by rescinding and replacing with new zones
- Create campaigns for and market the Southside and the north side as the two components of central Flagstaff
- A large park near new South Lone Tree Road
- Create public, shared off-street lots that allow overnight and long-term parking for nearby residents.
- Add a signalized pedestrian and bike crossing for Butler Avenue at O'Leary Street
- Create workplan to systematically address localized flooding issues throughout the neighborhood.
- Create a more pleasant walking environments and more events to increase public safety.

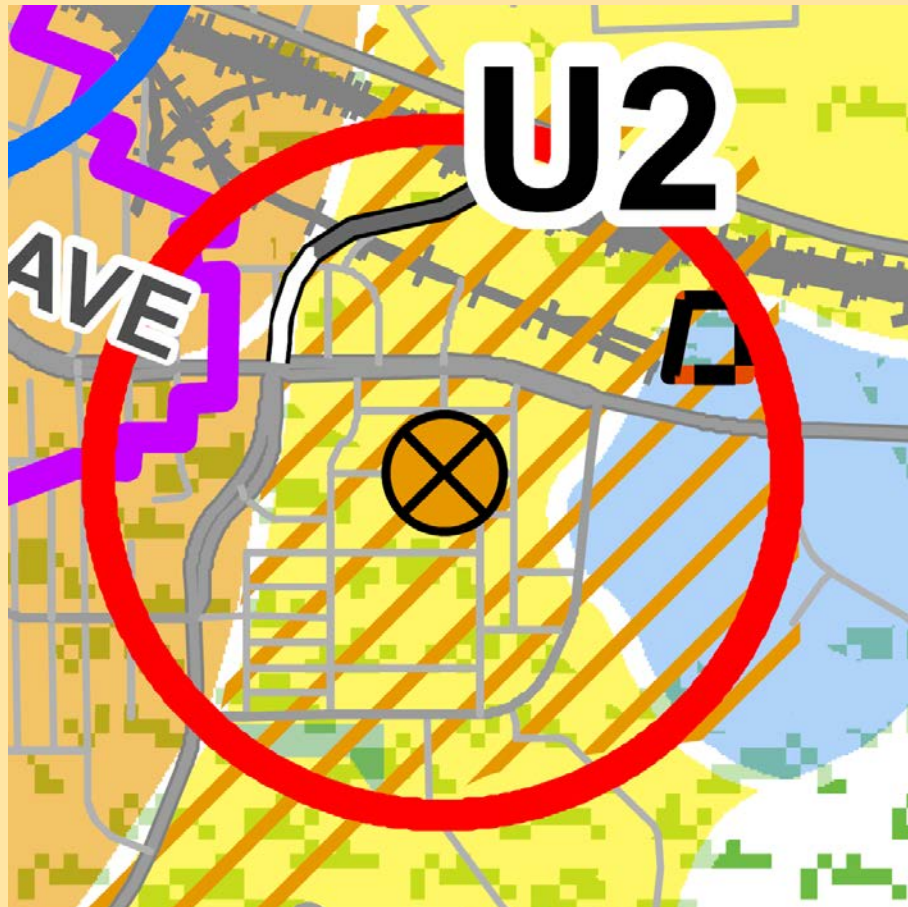
Southside Subareas



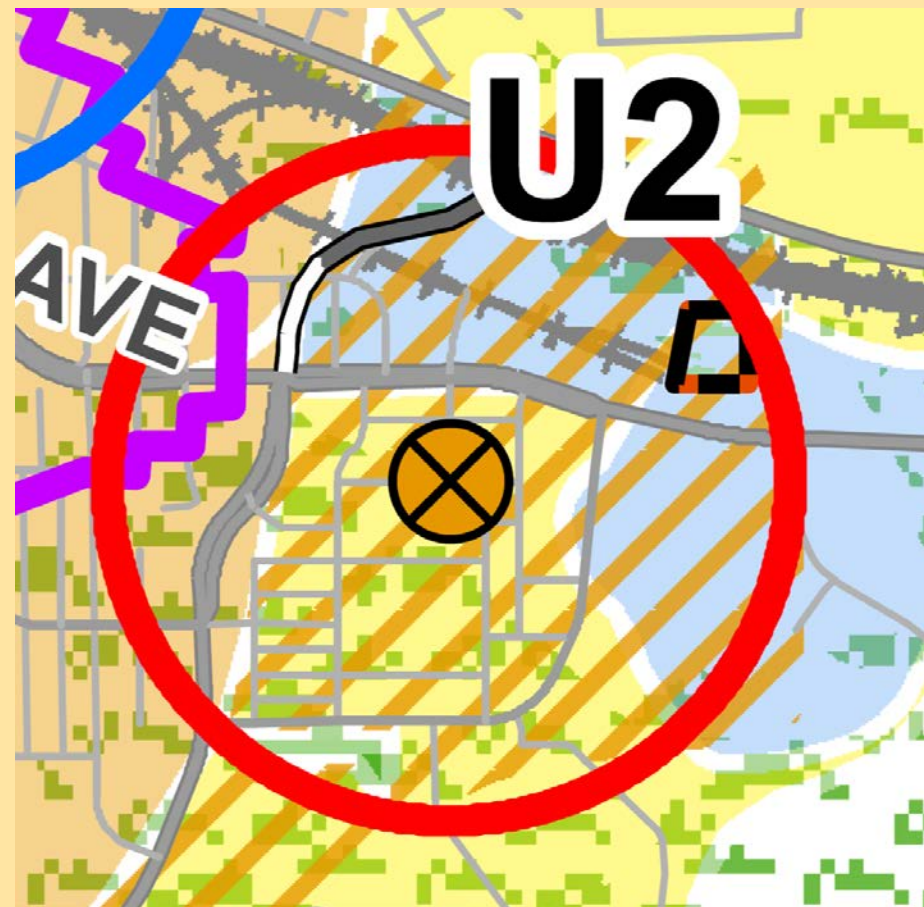
Regional Plan Amendment



Current



Proposed

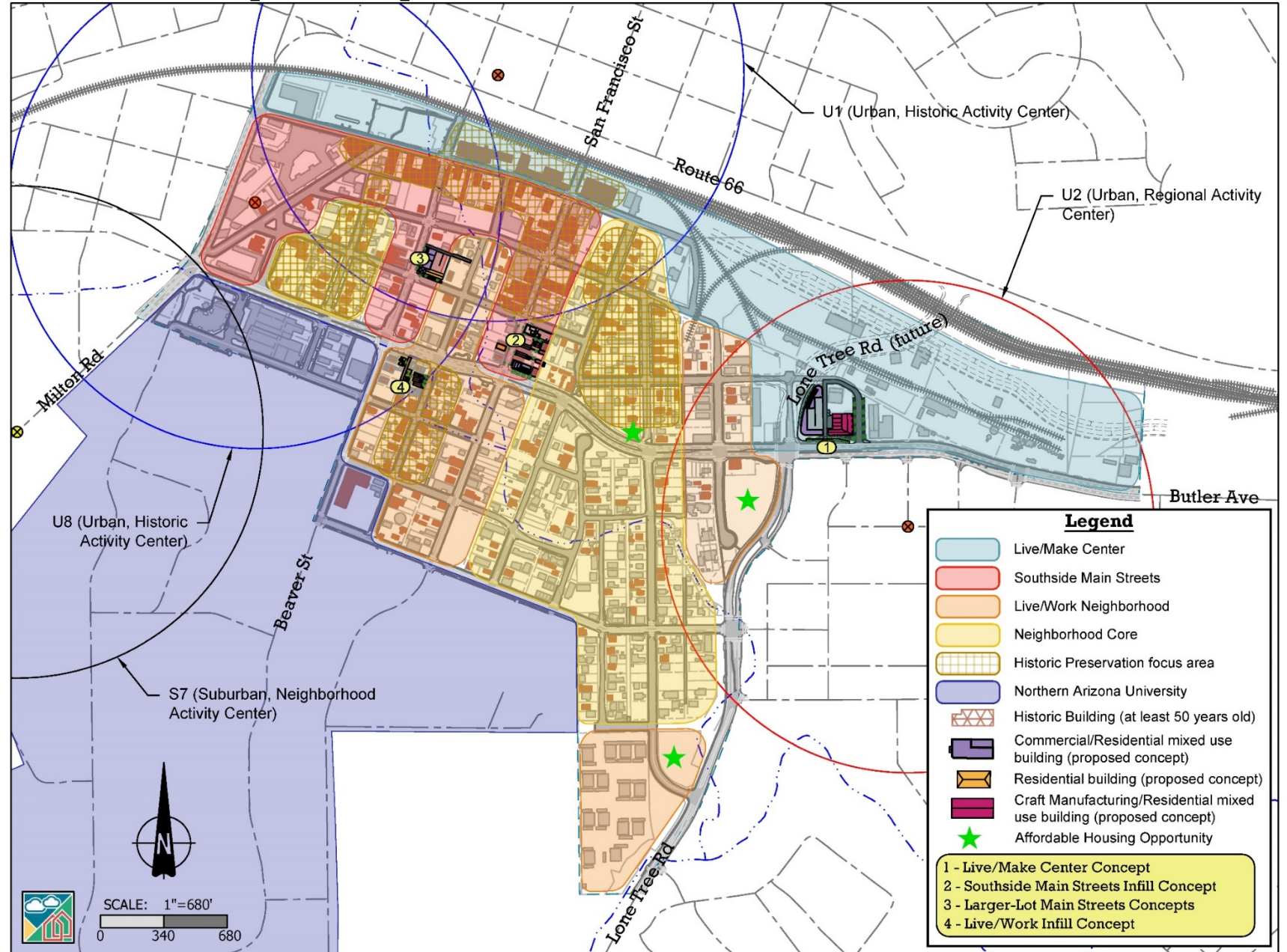




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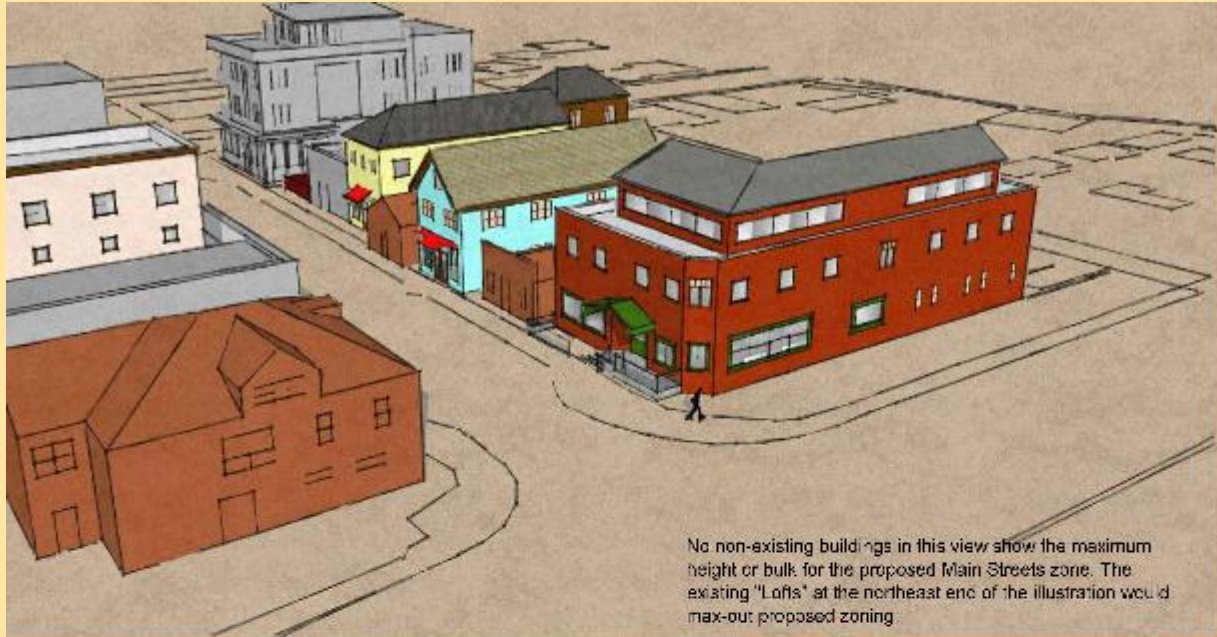
Growth and Change Concepts

Concept Development and Preservation - Illustrations Overview



3D Illustrations

- Demonstrate proof of concept and compatibility
- Look at multiple development scenarios

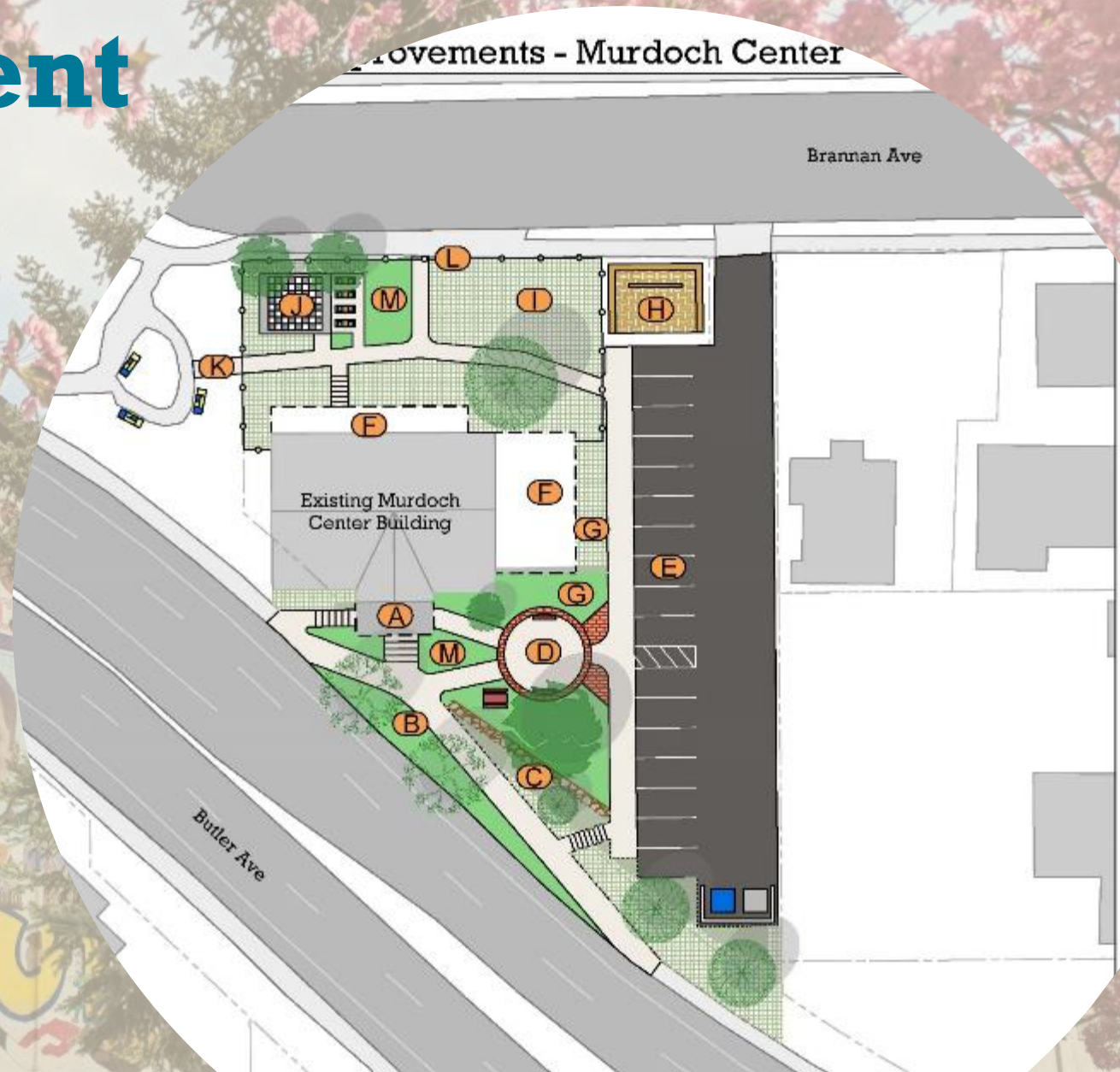


Public Improvement Concepts

Clear identified need for park space

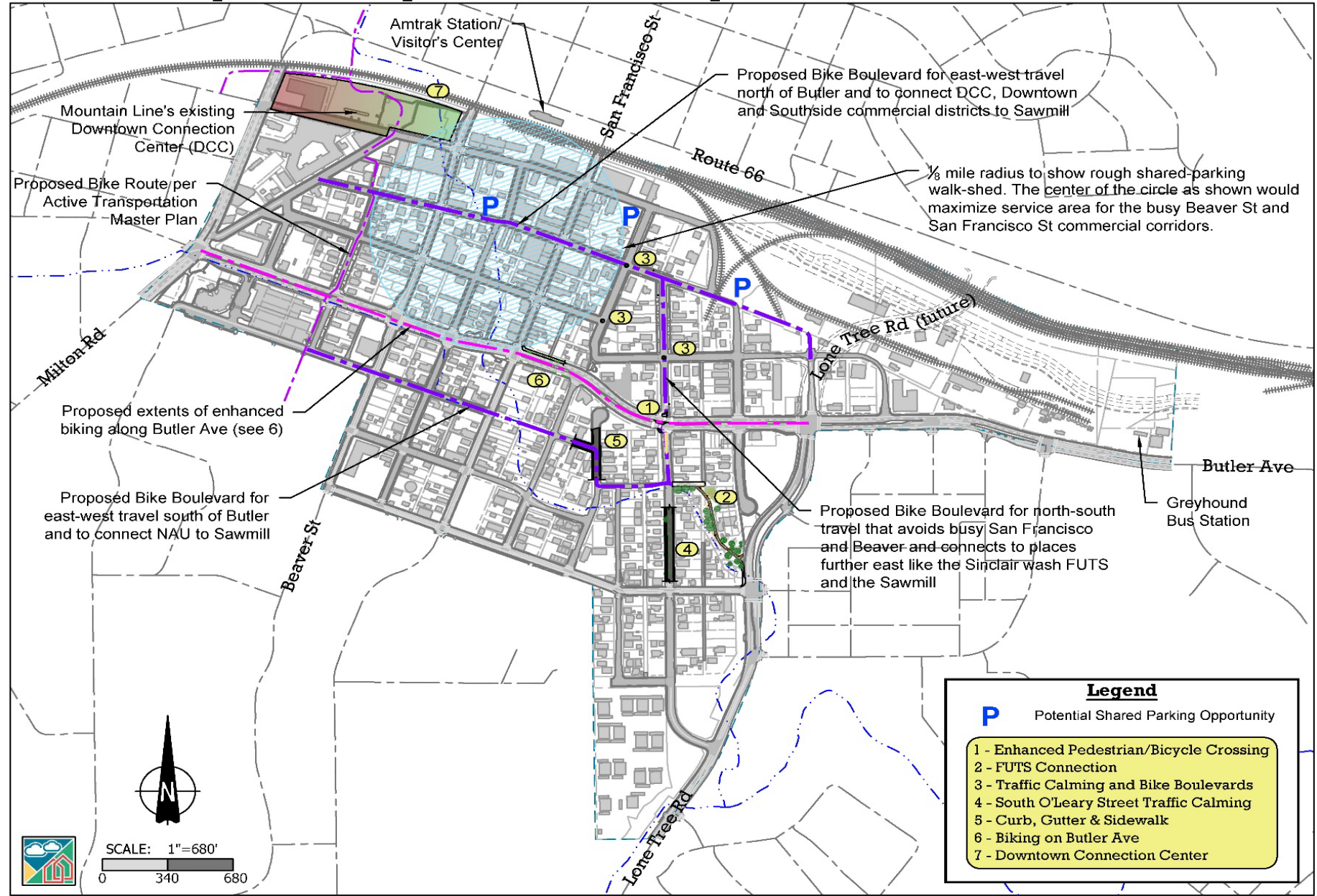
Potential Sites already owned by the City identified

Not a commitment and not inclusive of all opportunities



Public Improvement Concepts

Concept Public Improvements - Transportation Illustrations Overview





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Questions