

YOUR GUIDE TO

*Back to the  
future*

**2022 AMERICAN PLANNING ASSOCIATION  
ARIZONA STATE CONFERENCE**

**AUGUST 24-26, 2022**

**JW MARRIOTT SCOTTSDALE  
CAMELBACK INN RESORT & SPA**

Virtual conference will be available on-demand via the conference app after the conference concludes;  
the content will be available until March 31, 2023.



# Contents

01

PRESIDENT'S  
WELCOME

03

GENERAL  
INFORMATION

05

SCHEDULE AT  
A GLANCE

07

SPECIAL  
EVENTS AND  
MOBILE TOURS

12

WEDNESDAY  
CONFERENCE  
SESSIONS

19

THURSDAY  
CONFERENCE  
SESSIONS

28

FRIDAY  
CONFERENCE  
SESSIONS

# President's Welcome

## FELLOW CONFERENCE ATTENDEES,

As president of APA Arizona, it is a great honor to welcome you to the 2022 American Planning Association Arizona State Conference! **Back to the Future** is a fun way of saying let's learn from the past to improve the work we are all doing today.

This conference will tempt you with over 30 sessions and four mobile workshops. From pollinators to podcasters, there will truly be something for everyone.

For those of you who attended last year, you know that the Camelback Inn Resort is a great place to meet. The amenities they offer will again be the icing on the cake.

A very sincere **THANK YOU** to Tristan Black-Colla, Amanda Leon, and Paige Wolfrom, our Conference Chairs. They and their committee have done a magnificent job making sure we have a great event!

So, join me and Doc Brown as we enjoy the DeLorean ride into the future!

### JERRY STABLEY

APA AZ Chapter President



# A special THANK YOU TO OUR CONFERENCE CHAIRS



TRISTAN BLACK-COLLA,  
AICP



AMANDA LEON,  
AICP



PAIGE WOLFROM,  
AICP

# GENERAL INFORMATION

The 2022 American Planning Association Arizona Chapter State Conference is our second in-person state conference since the COVID-19 pandemic rocked our world. This year we are looking **Back to the Future** to invigorate our planning efforts moving forward while leaving inequitable, unsustainable, and downright lame planning practices in the **past**. Join us as we jump back in time to propel us forward.

## Conference Tracks

### UNDER PRESSURE

*Policy, Regulation, & Ethics* are **mega** significant in all aspects of planning. Topics may include aging, marijuana developments, water and conservation, infrastructure planning, zoning reform, public health and pandemic impacts, e-government, climate change, emergency response, equity, and environmental justice.

### WE BUILT THIS CITY (& TOWN)

This track is focused on *Community & Economic Development*. From development strategies to scenario planning, placemaking to reimagining spaces, public engagement to health, and economic restructuring to circular economies. We want to hear what gets you **stoked** about empowering communities towards equitable and sustainable development.

### ELECTRIC AVENUE

*Transportation* is experiencing some **killer** investments with the latest infrastructure bill. Help us highlight the advantages and challenges surrounding sustainable transportation including active transportation, pandemic impacts (telework, etc.), AV/smart cars, advocacy, demand management, transit, ADA enhancements, complete streets, and curb management.

### OUR HOUSE

*Housing* can be a **gnarly** topic for agencies to address. What can you bring to the spotlight? ADUs, short-term rentals, homelessness, adaptive reuse, green building, affordable housing, inclusionary housing, aging in place, density shifts, housing access, single family for rent development, historic preservation.

### ONE THING LEADS TO ANOTHER

This track is focused on *Innovations in Planning*, and we want to hear all of your **funky fresh** ideas. As the last two years have been centered on adapting while the pandemic evolved, a multitude of unique solutions have evolved. Share with us your ground-breaking outcomes related to the following trending topics: technology, health equity, agile planning methods, proactive planning, inclusive planning and design, grassroots planning, and the wildland-urban interface.

# SCHEDULE

*at a glance*

## WEDNESDAY, AUGUST 24

8:00 - 9:00 AM	<b>The Breakfast Club:</b> Network and Visit				
9:00 - 10:15 AM	<b>"I've Got the Power":</b> Distinguishing Different Forms of Land Use Authority (1.25 Law CM credits)				
10:30 - 11:45 AM	<b>Don't You (Forget about Ethics)</b> (1.25 Ethics CM credits)				
Noon - 1:30 PM	<b>Keynote Lunch:</b> Patricia Algara "Flying High Again" Bringing Back the Pollinators (1.25 Sustainability & Resilience CM credits) Margo Wheeler, FAICP and Sandra Hoffman, AICP				
	<b>UNDER PRESSURE</b>	<b>WE BUILT THIS CITY (&amp; TOWN)</b>	<b>ELECTRIC AVENUE</b>	<b>OUR HOUSE</b>	<b>ONE THING LEADS TO ANOTHER</b>
1:45 - 3:00 PM	<b>"We Didn't Start the Fire":</b> Legislative Update (1.25 Law CM credits)	<b>"Square Biz":</b> Investing in Education to Create a Downtown Innovation District	<b>"Talkin' Bout a Revolution":</b> Rethinking Outreach Methods, Project Prioritization, & Tools that Center Equity in Mobility Planning & Affordable Housing Dev. (1.25 Equity CM credits)	<b>1:30 - 4:00 PM *MOBILE WORKSHOP:</b> "Fascination Street" End of the Line: Bringing the Long-Awaited Streetcar Home to Tempe	<b>"Burning Down the House":</b> Housing Deep Dive
					<b>"Express Yourself":</b> Talking Planning with Arizona Senior Planners
3:15 - 4:30 PM	<b>"Never Gonna Give You Up":</b> Sustainability vs. Affordable Housing	<b>"This Must Be the Place":</b> Papago/ North Tempe Character Area Plan	<b>"Wild Thing":</b> Applying Best Practices to Wildlife Corridors		<b>"I Want to Break Free":</b> Battery Energy Storage Systems - What's BESS for Arizona?
5:00 - 8:30 PM	<b>Opening Reception:</b> Mavrix				

\*Mobile workshops are off-site and start/end at specific times. Please pay special attention to start/end times of all mobile workshops.



**On-Demand Conference Sessions** are identified with a recorder icon throughout the following pages. These sessions will be available Wednesday, August 31st, 2022 through March 31st, 2023.

## THURSDAY, AUGUST 25

7:00 - 8:00 AM	<b>Women in Planning Group "Let's Get Physical" with Yoga &amp; Mimosas:</b> North Garden				
8:00 - 9:00 AM	<b>The Breakfast Club:</b> Network and Visit				
	<b>UNDER PRESSURE</b>	<b>WE BUILT THIS CITY (&amp; TOWN)</b>	<b>ELECTRIC AVENUE</b>	<b>OUR HOUSE</b>	<b>ONE THING LEADS TO ANOTHER</b>
9:00 - 10:15 AM		<b>8:45 - 11:15 AM *MOBILE WORKSHOP "Paradise City":</b> Learn About Planning in Paradise Valley on a Morning Ride	<b>Plenary Session:</b> Dirt to Development Podcast-Live!		
10:30 - 11:45 AM	<b>"It's Tricky":</b> State and City Marijuana Law (1.25 Law CM credits)		<b>"Out in the Street":</b> Confessions of Bicycle Commuting Consulting Engineers	<b>"Bust a Move":</b> Hatching Change in Hatch, New Mexico	<b>"I Can't Wait":</b> Fast & Funny the Game! Episode 4
Noon - 1:30 PM	<b>"Celebration" Awards Luncheon</b>				
1:45 - 3:00 PM	<b>Are They Just Bluffing?</b> How the Private Sector Thinks About Suing Municipalities (1.25 Law CM credits)	<b>"Wanna Be Startin' Somethin'":</b> Finding a New Economic Engine for Rural Arizona Towns	<b>"Weird Science":</b> Data-Driven Project Prioritization	<b>"Beat it":</b> Kicking the S out of SFR Zoning	<b>1:30 - 4:00 PM *MOBILE WORKSHOP: "Back to Life":</b> Adaptive Reuse and Bike/Ped Revival in Downtown Phoenix
					<b>"Don't Stop Believin'":</b> Public-Private Partnership with ASLD - Superstition Vistas and Blossom Rock
3:15 - 4:30 PM	<b>"Pressure on People, People on Streets - Let Me Out(side)!":</b> Maricopa County Parks Vision 2030	<b>"Why Can't We Be Friends":</b> Boards and Commissions Training	<b>"Should I Stay or Should I Go?":</b> Evaluating Connectivity and Arizona's Street Network Design	<b>"The Right Stuff":</b> Is Your Town Ready? A New Solution for Affordable Housing	<b>"Open Arms":</b> Reenergizing the Sunshine Mile: Using Land Use Planning to Incentivize Reinvestment
5:00 - 8:00 PM	<b>"A Night to Remember" Planners Bazaar</b>				
8:00 - 10:00 PM	<b>"Master Blaster" AICP Trivia Night &amp; Mixer:</b> Jackrabbit Suite				

## FRIDAY, AUGUST 26

	<b>UNDER PRESSURE</b>	<b>WE BUILT THIS CITY (&amp; TOWN)</b>	<b>ELECTRIC AVENUE</b>	<b>OUR HOUSE</b>	<b>ONE THING LEADS TO ANOTHER</b>
8:00 - 9:00 AM	<b>7:30 - 11:30 AM *MOBILE WORKSHOP:</b> We're "walking on sunshine"! An exploration of the Salt River Pima-Maricopa Indian Community	<b>The Breakfast Club:</b> Network and Visit			<b>APA AZ Annual Business Meeting</b>
9:00 - 10:15 AM		<b>"Abracadabra":</b> Becoming AICP	<b>"Home Sweet Home":</b> Better Cities Film Festival	<b>"This Must Be the Place":</b> Partnerships to Create Better Places through Sustainable Mobility	<b>"Word Up":</b> Housing Affordability and Supply from the Multi Family Perspective
					<b>"Eye of the Tiger":</b> Becoming FAICP
10:30 - 11:45 AM		<b>"Turn the Page":</b> Writing Effective Legally-Defensible Zoning Codes	<b>"That's What Friends Are For":</b> Strategies for Meaningful Partnerships Between Developers and Municipalities	<b>"Fantastic Voyage":</b> Better Cities Film Festival	<b>"Time After Time":</b> Planning for the Housing Continuum
					<b>"You Make My Dreams (Come True)":</b> Solar Powering your Community
Noon - 2:00 PM	<b>"I've Had the Time of My Life":</b> Lean in to Lead Luncheon: OSHO Arcadia				

\*Mobile workshops are off-site and start/end at specific times. Please pay special attention to start/end times of all mobile workshops.

# SPECIAL EVENTS & MOBILE TOURS

**WEDNESDAY, AUGUST 24**

## THE BREAKFAST CLUB

8:00 – 9:00 a.m. | Arizona Ballroom

Join us for continental breakfast and networking to begin the day.



## KEYNOTE LUNCH: “FLYING HIGH AGAIN” BRINGING BACK THE POLLINATORS



12:00 – 1:30 p.m. | Arizona Ballroom | 1.25 Sustainability & Resilience CM Credits | Patricia Algara; Margo Wheeler, FAICP; Sandra Hoffman, AICP

A recognized leader in sustainable design and community involvement, Patricia creates landscapes that immerse children and families of all backgrounds and abilities in learning, exploration and play. She is founder of award-winning [BASE Landscape Architecture](#) and [With Honey in the Heart](#), a non-profit that creates healthy habitats for and educates people about pollinators, and co-founder of the Algarden Demonstration Urban Farm, a center for permaculture education and natural beekeeping.

More than 40% of insect species are declining and a third are endangered. This poses a tremendous risk to our ecosystem. Patricia will reflect of how her love for bees has led her on a path that transformed how she approaches design as activism while harnessing the creative process. She believes that planners and designers have an important role and the potential to make a big impact for insect survival.

Sandra Hoffman will present on the Monarch Butterfly Proclamation and the effort by the City of Phoenix and other municipalities to support their habitat and the interconnectedness with a healthy environment. The Monarch Butterfly effort includes outreach to the development community to educate & encourage them to include certain plants that attract and support the butterfly in their projects and drafting zoning stipulations to mandate certain plants be included in projects.



## MOBILE TOUR: END OF THE LINE: BRINGING THE LONG-AWAITED STREETCAR HOME TO TEMPE

1:30 – 4:00 p.m. | Costs \$25

The original Phoenix Streetcar, which operated from 1887 to 1948, was critical to shaping the early development patterns of Phoenix like many cities in the US at that time. This mode proliferated in US metropolitan areas until the mid-20th century when most cities abandoned their streetcar systems. In 2001 Portland, Oregon was the first city in the US to reintroduce the streetcar in its modern iteration, this replaced bus circulator routes with the reliability and permanence of rail transportation. The new streetcar kickstarted a large increase in investment and ridership in Portland which inspired cities around the country to begin planning and building their own streetcar systems. More than 70 years after the closure of the Phoenix Streetcar Valley Metro, in partnership with the City of Tempe, has constructed a modern version of this form of transportation.

The Streetcar in Tempe is the first modern streetcar line in the Phoenix area and the second in Arizona. It serves the ASU campus and surrounding neighborhoods which are densely populated areas with high transit ridership. The Streetcar connects residents to the region's light rail line and various destinations including numerous restaurants, offices, arts/sports venues and recreational amenities such as Tempe Town Lake. You will have the opportunity to ride the Streetcar located in vibrant Downtown Tempe where we will learn about how this exciting project, decades in the making, came to be.

## OPENING RECEPTION - BOWLING AND ARCADE

5:00 – 8:00 p.m. | Mavrix Bowling and Arcade

Let's have some fun with bowling, arcade games and pizza at Mavrix! Bus transportation will be provided. This event is included with your registration fee.

**THURSDAY, AUGUST 25**

## WOMEN IN PLANNING GROUP: YOGA AND MIMOSAS

7:00 – 8:00 a.m. | North Garden

Rise-n-shine and join fellow planners for a mindful yoga class to start your day off and regain a balanced body. Bring a towel or yoga mat and our Yoga instructor will guide you through a peaceful deep stretch yoga session to kick start your day in a gentle but moving way. Finish off with a round of mimosas, sponsored by APA's Transportation Division, to kick start your day in true 80's fashion.

## THE BREAKFAST CLUB

8:00 – 9:00 a.m. | Arizona Ballroom

Join us for continental breakfast and networking to begin the day.

## THURSDAY, AUGUST 25 (CONTINUED)

### MOBILE TOUR: MORNING RIDE IN PARADISE - LEARN ABOUT PLANNING IN PARADISE VALLEY

8:45 – 11:15 a.m. | Costs \$25 | 2.5 CM Credits

I've got "two tickets to paradise" so why not use them to learn all about your host locale, the Town of Paradise Valley. This mobile tour will take you from the Camelback Inn Resort through portions of the town's Visually Significant Corridors Master Plan; while providing a little history along the way. Our first stop is the Barry Goldwater Memorial, which is located near the hilltop home where Goldwater lived until his death in 1989, a great spot to see both Camelback and Mummy Mountains. The tour will continue passing near the trailhead to Echo Canyon that leads to the top of Camelback Mountain. Then it's off to the golf course side of the Mountain Shadows Resort, and the Sanctuary Camelback Mountain Resort--an excellent spot to see the iconic "praying monk" on Camelback Mountain; then, come back later to enjoy a meal with spectacular hillside views. Grab a hard hat for the next stop to tour the Five Star (Ritz-Carlton) project. This is an active construction site and the largest resort redevelopment project for decades in Paradise Valley. Learn more about Paradise Valley as we ride to our last stop at the designated Arizona historical site of Cosanti. This was not only Paolo Soleri's residence but remains an active foundry and educational site through the School of Architecture for continued practice of his teachings. Watch a bronze bell pouring before returning to the Camelback Inn.

### PLENARY SESSION: DIRT TO DEVELOPMENT PODCAST -

LIVE! 9:00 – 10:15 a.m. | Arizona Ballroom | 1.25 CM Credits



This session will provide a behind-the-scenes look at some of the biggest developments in Arizona - and the people, politics, developers, brokers, architects and neighbors that make it all happen.

**Moderator:** Hannah Bleam, AICP, Land Use Planner, Withey Morris

**Presenters:** Adam Baugh, Land Use Attorney & Podcaster, Partner, Withey Morris; Jason Morris, Land Use Attorney & Podcaster, Partner, Withey Morris

### "CELEBRATION!" AWARDS LUNCHEON

12:00 – 1:30 p.m. | Arizona Ballroom

Come celebrate our award-winning colleagues and their projects at the annual awards luncheon.

## THURSDAY, AUGUST 25 (CONTINUED)

### MOBILE TOUR: "BACK TO LIFE" (SOUL II SOUL) ADAPTIVE REUSE AND BIKE/PED REVIVAL IN DOWNTOWN PHOENIX

1:30 – 4:00 p.m. | Costs \$25 | 2.5 CM Credits

Join us for an exciting tour that will explore adaptive reuse projects and bicycle/pedestrian infrastructure in and around Downtown Phoenix. We will begin in the historic Grand Avenue area where local experts will provide the history and development details of several adaptive reuse projects shining light on how adapting historic buildings for new uses revitalized a neighborhood while keeping its funky characteristics. Highlights include: Pueblo, a successful indoor plant shop with a gorgeous courtyard; Wayward Tap House, a local gathering place in a former grocery store with tiny bungalows surrounding for micro-sized businesses; Phoenix Trolley Museum: a glimpse into Phoenix's transit-oriented development past; and Bragg's Pie Factory, a must-see with multiple small businesses including a hip coffee shop and a James Beard award nominated restaurant housed in a historic bakery. We will continue our tour with stops at several recent bicycle and pedestrian infrastructure improvement projects starting with the bicycle lanes and traffic calming on Grand Avenue then moving to an exciting two-way protected bike lane on 3rd Avenue, the first in Phoenix, and finally the new protected bike lanes on Fillmore Street near the ASU and UA Downtown Phoenix bioscience campus.

### PLANNERS' BAZAAR: "A NIGHT TO REMEMBER"

5:00 – 8:00 p.m. | Arizona Ballroom

Join us for an 80's themed game palooza. Each sponsor has been designated a favorite nostalgic game to play. There will be prizes available. Feel free to dress in your favorite 80's prom garb.

### "MASTER BLASTER" AICP/FAICP TRIVIA NIGHT & MIXER

8:00 – 10:00 p.m. | Jackrabbit Suite

Planning to take the AICP Exam? Retaking the AICP Exam? Enrolled in the AICP Candidate Pilot Program? Planning trivia nerd? If you answered yes to any of these questions, this unconventional session is for you! Meet for a brief question and answer session led by recent exam takers, followed by a trivia night style study session. Members of our FAICP program will also be available for questions and answers. Teams are encouraged but not required. Prizes will be awarded to the winning team or individual. Attendees will benefit from the experiences of recent AICP exam takers and leave with an enhanced sense of confidence.

## FRIDAY, AUGUST 26

### THE BREAKFAST CLUB

8:00 – 9:00 a.m. | Arizona Ballroom

Join us for continental breakfast and networking to begin the day.

### MOBILE TOUR: WE'RE WALKING ON SUNSHINE! - AN EXPLORATION OF THE SALT RIVER PIMA-MARICOPA INDIAN COMMUNITY

7:30 – 11:30 a.m. | Costs \$25 | 3 CM Credits | *Participants will miss The Breakfast Club*

Come take a walk (ride actually!) with us as we view the many unique attractions that have made the Salt River Pima-Maricopa Indian Community a destination hotspot! Starting at Salt River Fields, we will view the Spring Training home of your Arizona Diamondbacks and take in some of the sights, including views of the majestic Red Mountain which symbolizes the home of the Pima and Maricopa people.

Next, visit the neighboring U.S.S. Arizona Memorial Gardens which feature a boat house relic displayed at the water's edge with surrounding hardscape and decorative features that highlight the Salt River Indian Community's influence of art and culture on this historical project.

After that, we will visit the Arizona Boardwalk development which features attractions such as the Odysea Aquarium and Butterfly Wonderland. This site features an excellent example of the culturally influenced architecture and a variety of developments that are prominent in the community. We will also highlight some current development projects and discuss the history and culture of the Pima (Akimel O'odham) and Maricopa (Xalychidon Piipaash) people along the way.

### "I'VE HAD THE TIME OF MY LIFE" LEAN IN TO LEAD LUNCHEON

12:00 – 2:00 p.m. | Costs \$20 | OSHO Arcadia

Join us for a networking farewell at OSHO Arcadia! Attendees will have one last opportunity to connect with colleagues at this local hot spot. Lunch and non-alcoholic beverages are included.

# WEDNESDAY

## Sessions

Back to the  
future

## 9:00 - 10:15 A.M. / ARIZONA BALLROOM

### “I’VE GOT THE POWER” TYPES OF AUTHORITY: DISTINGUISHING DIFFERENT FORMS OF LAND USE AUTHORITY

Law CM Credits: 1.25



**Take-Away:** An understanding of the various decision-making bodies for land use requests, including the scope of their authority and appeals of their decisions.

**Description:** The session will be a discussion and overview of the various decision-making bodies for land use requests, including the scope of their decision-making authority and the legal rules that apply to applicants seeking their decision. The session will also provide an overview of post-decision challenges and appeals of the various decision-making bodies. The session will include a series of hypothetical scenarios with questions that will be posed to the audience.

**Moderator:** Ashley Z. Marsh, Zoning and Land Use Attorney, Gammage & Burnham

**Speakers:** Deb Stark, City of Phoenix District 3 Councilmember; Jen Pokorski, AICP, Assistant County Manager, Maricopa County; Vanessa McDonald, Land Use Planner, Gammage & Burnham

## 10:30 - 11:45 A.M. / ARIZONA BALLROOM

### DON’T YOU (FORGET ABOUT ETHICS)

Ethics CM Credits: 1.25



**Description:** Time to go Back to the Future to learn about the Key Aspects of the Ethics Code Update. Like the 1981 movie, Raiders of the Lost Arc, we may be tempted to venture where we should not go, when we should strive to be the hero that makes the right decision to stop the bad guys and claim the treasure. Jump on board if you dare to experience the wild Ethics ride to discover the new elements that all AICPs must follow. Aspirational Principles have grown and expanded and the Rules of Conduct now have 24 Rules to which certified planners must be held accountable. Learn the details so you can succeed in the effort to serve the public interest, take on a stronger role in social justice and racial equity and be able to confidently meet all the elements of the updated APA Code of Ethics and Professional Conduct.

**Presenters:** David Neal, AICP, City of Phoenix; Meagan Ehlenz, PhD, AICP, Arizona State University; Sandra Hoffman, AICP, City of Phoenix

## 12:00 - 1:30 P.M. / ARIZONA BALLROOM

### KEYNOTE LUNCH: “FLYING HIGH AGAIN” BRINGING BACK THE POLLINATORS

Sustainability & Resilience CM Credits: 1.25



**Speakers:** Patricia Algara; Margo Wheeler, FAICP; Sandra Hoffman, AICP

## 1:45 - 3:00 P.M. / CONCURRENT SESSIONS

### “TALKIN’ ‘BOUT A REVOLUTION”: RETHINKING OUTREACH METHODS, PROJECT PRIORITIZATION, AND TOOLS THAT CENTER EQUITY IN MOBILITY PLANNING AND AFFORDABLE HOUSING DEVELOPMENT

Equity CM Credit: 1



**Take-Away:** Learn how Tucson applied mapping tools and an equity framework to outreach and prioritization processes for housing and mobility.

**Description:** Equity, often mistaken for equality, is seen in vision statements, plans, and policies. However, millions of people encounter inequities in our systems and in the transportation and housing sectors. We will share how we worked to address equity considerations in Move Tucson with innovative, nontraditional public outreach methods. Also, how we operationalized equity measures in the project prioritization framework giving extra weight to projects in areas of higher need. We will also explore the intersection of transportation and housing to learn about how Tucson used an opportunity map for siting affordable housing in areas with good mobility options.

**Moderator:** Gabriela Barillas-Longoria, MPH, MS, Livability Planner, City of Tucson Department of Transportation and Mobility

**Panelists:** Andy Bemis, MPA, Senior Planning Project Manager, City of Tucson Department of Transportation & Mobility; Ann Chanecka, AICP, MPA, Deputy Director, City of Tucson Housing & Community Development

### “WE DIDN’T START THE FIRE”: LEGISLATIVE UPDATE

Law CM Credits: 1.25

**Description:** This session will present brief highlights of the most recent significant current planning law cases impacting Arizona and an open discussion opportunity to talk about current planning law cases and ask the panel a variety of planning law questions.

**Moderator:** Ryan McCann, AICP, Urban Planner, Snell & Wilmer

**Presenters:** Tom Dorn, President, Dorn Policy Group; Cole Libera, Dorn Policy Group

**“SQUARE BIZ”: INVESTING IN EDUCATION TO CREATE A DOWNTOWN INNOVATION DISTRICT**

CM Credits: 1.25

**Take-Away:** Communities can harness an economic development powerhouse through higher education partnerships. Mesa did it. Here’s how your jurisdiction could too.

**Description:** Higher education is an economic powerhouse. Many communities want the benefits of nearby educational facilities; however, attracting world-class institutions to a community with no existing university is difficult to navigate. Attracting education is even more challenging for economically distressed areas. This session will explore Mesa’s journey to create unique partnerships, challenges and planning that culminated in major educational investments in Downtown Mesa. The session will also examine what community characteristics top educational institutions look for and how communities of all types can foster long-term relationships that drive innovation districts.

**Moderator:** Jeff Robbins, MPA, CPM, City of Mesa

**Panelists:** Jeff McVay, AICP, Manager of Downtown Transformation, City of Mesa; Rick Naimark, Associate Vice President, ASU; Ji Mi Choi, Vice President, ASU Knowledge Enterprise; Jenny Poon, Founder of CO+HOOTS

**“EXPRESS YOURSELF” TALKING PLANNING WITH ARIZONA SENIOR PLANNERS**

CM Credits: 1.25

**Take-Away:** Participants will learn techniques and best practices to avoid making the same mistakes and to position themselves for success in their planning careers.

**Description:** Some of Arizona’s senior planners with a few hundred years of combined experience are back to lead a free-flowing, informative, and lively conversation answering audience questions on planning, city government, planning issues, and anything else related to planning. Loosely modeled on the former NPR call-in show “Car Talk” with “Click and Clack the Tappet Brothers,” the panelists will provide a forum for insights into anything and everything related to municipal, county, and private practice planning in Arizona. This is your chance to pose those questions that you have always been afraid to ask!

**Moderator:** Roger Eastman, AICP, Lisa Wise Consulting, Inc.

**Panelists:** Jon Vlaming, Community Development Director, City of Eloy; Margo Wheeler, FAICP, Northern Arizona University; Larry Harmer, Town of Florence



1:45 - 4:30 P.M.

**HOUSING DEEP DIVE**

**Take-Away:** Attendees will gain insights into the current housing market and socioeconomic trends, the difference between “affordable” and “equitable” housing, the business recruitment argument for affordable housing, homelessness, factors that drive up housing cost, infrastructure impacts, tax implications and the real estate industry’s perspective.

**Description:** Housing prices and rents continue to skyrocket and outpace the average person’s income. Policy makers struggle to find solutions, while multi-family rezone requests continue to find resistance in the community. Increasingly, an unfortunate number of people find themselves in a state of homelessness, while the model of single-family homeownership is under attack. During this deep dive session, our panel of experts will unpack some of these complex issues:

- Housing Market and Socioeconomic Trends
- Equitable vs Affordable Housing
- Business Recruitment Argument for Affordable Housing
- Homelessness
- Project Financing, Supply Chain, and Labor Shortages
- Infrastructure Impacts for Local Communities
- Tax Implications for Municipalities and Homeowners
- Real Estate Industry Perspective

**Moderator:** Robert H. Kuhfuss, AICP, MPA, Senior Planner, City of Peoria

**Panelists:** Scott Wilken, AICP, Senior Planning Project Manager, Maricopa Association of Governments; Kristen Stephenson, Senior Vice President, Research & Analytics, Greater Phoenix Economic Council; Jamie Jacobs, Partner - Equitable Housing Division, Ganem; Joan Serviss, Executive Director, Arizona Housing Coalition; James Tofel, Managing Partner - Development, Tofel Dent Construction; Eric McLeskey, Project Manager - Vice President, Carollo Engineers; Kevin Burke, Chief Financial Officer, City of Peoria; Liz Recchia, Government Affairs Director, WeServe

**PANELISTS**



**SCOTT WILKEN, AICP**  
Senior Planning Project Manager  
Maricopa Association of Governments



**ERIC MCLESKEY**  
Project Manager & Vice President  
Carollo Engineers



**JAIME JACOBS**  
Partner - Equitable Housing Division  
Ganem



**JIM TOFEL**  
Managing Member - Development  
Tofel Dent Construct



**JOAN SERVISS**  
Executive Director  
Arizona Housing Coalition



**KEVIN BURKE**  
Chief Financial Officer  
City of Peoria



**KRISTEN STEPHENSON**  
Senior Vice Presidents, Research Analytics  
Greater Phoenix Economic Council



**LIZ RECCHIA**  
Government Affairs Director  
WeServe



**ROBERT KUHFUSS, AICP**  
Senior Planner  
City of Peoria

## 3:15 - 4:30 P.M. / CONCURRENT SESSIONS

**“NEVER GONNA GIVE YOU UP”: SUSTAINABILITY VS. AFFORDABLE HOUSING****CM Credits: 1.25**

**Take-Away:** While Arizona metropolitan areas have made strong efforts and visible progress towards improving sustainability in recent years, there remains room for further improvement and exploration in sustainability. However, continued efforts to reach sustainability may continue to have a significant impact on affordability for all members of the community, ranging from developers to homebuyers. While sustainability and affordability both remain at the forefront of community interests, understanding and managing potential tradeoffs will be crucial as Arizona continues to grow.

**Description:** This session explores two important community interests that may, at times, be in competition: sustainability versus affordability. How can we fulfill both of these goals? Can we achieve both? As we continue to work towards either of these goals, are there tradeoffs that we need to keep in mind?

**Moderator:** Lindsay Schube, Partner, Gammage & Burnham

**Panelists:** Jeff McVay, AICP, Manager of Downtown Transportation, City of Mesa; Michelle McNulty, Planning Director, City of Flagstaff; David Hayward, Principal, Square Peg Development

**“THIS MUST BE THE PLACE”: PAPAGO/NORTH TEMPE CHARACTER AREA PLAN****CM Credits: 1.25**

**Take-Away:** Planning thrives in public participation and support. The public seems to increasingly seek sustainability and resilience related principles in plans.

**Description:** The Papago/North Tempe Character Area (one of eight character areas in Tempe) Plan was developed with extensive input from the public, and by incorporating the emerging principles of sustainability, resilience, and public health. The nine-month long planning process included many meetings, surveys, and focus group sessions carried via face-to-face and virtual meetings, social media platforms, email, and direct mail bilingual communication. The public provided feedback on the draft plan, and the City Council unanimously approved a final plan in December 2021. Key staff who worked on the plan will share their experience about the process and highlight the plan contents.

**Moderator:** Ambika P. Adhikari, DDes, AICP, LEED AP, City of Tempe

**Panelists:** Ryan Levesque, CPM, BSUP, Deputy Director, Community Development Department, City of Tempe; Shauna Warner, MPA, Neighborhood Services Manager, City of Tempe, Community Development Department; Robbie Aaron, MSUP, AICP, Planner II, City of Tempe; Brenda Clark, MPA, Neighborhood Services Specialist, City of Tempe

**“I WANT TO BREAK FREE”: BATTERY ENERGY STORAGE SYSTEMS - WHAT’S BESS FOR ARIZONA?****CM Credits: 1.25**

**Take-Away:** The different types of systems, potential safety and environmental concerns, what the common standards are and the latest advances in technology.

**Description:** Battery Energy Storage Systems - Come find out as we look into recent advances in technology and best practices for siting. Grid-connected Battery Energy Storage Systems provide electrical utilities the ability to store electrical energy for consumption at a later time. These systems can be used to capture solar energy by day for night-time use or be used to store less expensive electrical energy produced at night then sold during the day when energy prices are higher. Whether these systems are used to increase sustainability or arbitrage, they have generated considerable concerns over safety and potential impacts to the environment.

**Moderator:** Lorie Dever, City of Peoria

**Panelists:** Clay Allsop, Public Affairs Manager, Arizona Public Service; Benjamin Graff, Partner, Quarles and Brady, LLP

**“WILD THING”: APPLYING BEST PRACTICES TO WILDLIFE CORRIDORS****CM Credits: 1.25**

**Take-Away:** Review best practices for ensuring multi-benefit functional wildlife corridors, tools into infrastructure, economic development, health, equity and environmental planning.

**Description:** Based on the Buckeye Wildlife Corridors Best Management Practices Guide, we will present a hard look at various existing wildlife-friendly initiatives and programs to explore new approaches to this discussion and the concept of multipurpose corridors that have environmental, recreation and infrastructure benefits. The session will present guidance at regional, municipal and site levels. Historically, most wildlife-friendly programs include standards for developers, often requiring them to consider impacts at the parcel level in the form of surveys and set-asides. Instead, the guide conveys preservation benefits to promote large, multipurpose corridors that support environment growth and quality of life values.

**Moderator:** Bruce Meighen, AICP, CEO & President Logan Simpson

**Panelists:** Adam Copeland, AICP, Deputy Director, City of Buckeye; Kristina Kachur, AICP, Associate Planner, Logan Simpson

## 10:30 - 11:45 A.M. / CONCURRENT SESSIONS

**“IT’S TRICKY” : STATE AND CITY MARIJUANA LAW**

Law CM Credits: 1 .25



**Take-Away:** In Arizona, the legalization of medical marijuana in 2010 and recreational marijuana in 2020 has cast a spotlight on the distinct responsibilities that the State and Cities have in regulating the industry. The panelists will discuss the history of marijuana regulation in Arizona. Attendees will walk away with an understanding of which entities – the State and/or Cities – have the authority to regulate various aspects of the marijuana industry, including what marijuana establishments may do or sell and where they may be located.

**Description:** In this session, the panelists will discuss the history of marijuana regulation in Arizona and compare the distinct (complementary?) roles that the State and Cities play in regulating the marijuana industry.

**Moderator:** Lindsay Schube, Partner, Gammage & Burnham

**Panelists:** Megan Whitby, Bureau Chief, Special Licensing, Arizona Department of Health Services; Daniel Bursuck, AICP, Code Development, City of Tucson; Josh Rogers, Town of Gilbert

**“OUT IN THE STREET” : CONFESSIONS OF BICYCLE COMMUTING CONSULTING ENGINEERS**

CM Credits: 1.25

**Take-Away:** Participants will be able to identify obstacles and develop a toolbox of resources and approaches for implementing innovative transportation designs.

**Description:** Progress has been made to provide national best practices and design guidelines to improve our transportation systems for vulnerable road users through new construction and rehabilitation reconstruction projects. Even so, we still see transportation facilities constructed or rehabilitated in configurations that are dangerous by design to this day. Why is this, and what we can we do to affect a change?

This session will provide perspective from bicycle commuting engineers familiar with the roadblocks faced when proposing designs that buck the long-practiced industry approach of prioritizing moving cars at high speeds over safety for all road users. Chris and Yung’s experience as bicycle commuters, elected official (Yung), and parents of school age children who practice transportation engineering will offer unique insights into methods to address institutional practices by transportation agencies and their engineering staff reluctant to adopt new norms.

THURSDAY

Sessions

Back to the  
future

Mark's public sector experience as the first planner in the City of Phoenix's Street Transportation Department and now as the City of Scottsdale's Transportation and Streets Director provides first-hand experience with passing ordinances, policies, and design guidelines that consider all users of the streets. Attendees will hear insights on how planners and engineers can join forces to promote best practices that work.

**Moderator:** Ryan Wozniak, AICP, Maricopa County Public Health

**Panelists:** Yung Kaprowski, PE PTOE, RSP2, Principal, Y2K Engineering; Chris Milner, PE, PTOE, RSP1, Principal Project Manager, TYLin; Mark Melnychenko, Transportation and Streets Director, City of Scottsdale

### “BUST A MOVE”: HATCHING CHANGE IN HATCH, NEW MEXICO

**CM Credits: 1.25**

**Take-Away:** The Chili Capital of the World tackles change through a Comprehensive Plan that will guide future development for years to come.

**Description:** The Village of Hatch New Mexico is small but has a large reputation. Named one of the Country's best small towns to visit by the Smithsonian Magazine in 2021, Hatch is known as the Chile Capital of the World, attracting nearly 30,000 visitors for the annual Chile Festival. Located along the Rio Grande in southern New Mexico, this community has remained relatively unchanged since the early 1900's. In need of an economic boost, the Village updated their Comprehensive Plan, with a focus on housing, a revitalized downtown, and much needed infrastructure improvements. Through public and stakeholder participation, the Village gained support for these improvements and outlined potential funding sources to make their dreams a reality!

**Moderator:** Charla Gledening, AICP, Wilson & Company

**Panelists:** Noah Berke, AICP, CFM, Planning Manager, Wilson & Company; Paige Wolfrom, AICP, Senior Planner, Wilson & Company

### “I CAN'T WAIT”: FAST & FUNNY THE GAME! EPISODE 4

**CM Credits: 1.25**

**Take-Away:** Audience members will hear other planner's trials and bond over experiences while learning tips for their job which will be hard to forget. Participants also learn what to be aware of and how to avoid other planner's pitfalls on the job. Come for the stories, stay for the awards!

**Description:** This is the 4th year of this fun session, which places the audience into teams to form a panel game show. Preferably 4-6 per team, but not more than four teams. Other audience members can listen to the results and participate in voting even if they are not on a team.

The moderator will propose a question and give each team time to discuss and pick the best experience to tell. The teams will then present each selected story and compete for “worst” or “best” story. The team with the most points will win a #1 medal and everyone gets a participation award at the end.

Questions may be similar to:

What was your worst public meeting experience? How can you deny a site plan?

What is the one planning story you tell that no one ever believes? What is the case with the longest public opposition petition and was it legal?

**Moderator:** Jessica Sarkissian, AICP, LEED AP, Upfront Planning & Entitlements

## 12:30 - 1:30 P.M. / ARIZONA BALLROOM

### AWARDS LUNCHEON

## 1:45 - 3:00 P.M. / CONCURRENT SESSIONS

### “ARE THEY JUST BLUFFING?”: HOW THE PRIVATE SECTOR THINKS ABOUT SUING MUNICIPALITIES

**Law CM Credits: 1.25**

**Take-Away:** The development process can be smoother for planning staffs and the private sector if everyone understands the legal context before a city attorney gets involved.

**Description:** In this session, panelists will pull back the curtain on private sector thinking to distinguish mere threats of litigation from situations where a municipality exposes itself to risk. Panelists will provide an overview of the stages of the development process, including where cities can (and cannot) make demands consistent with Nollan/Dolan. This session will also explore the unusual rules for a “Prop 207” claim, various lawsuits and claims that can be filed, money damages and attorney's fees in municipalities, and the spectrum of discretion – from very limited discretion (plat approval) to extreme discretion (rezoning).

**Panelists:** Cameron Artigue, Partner, Gammage & Burnham; Noel Griemsmann, Senior Urban Planner, Snell & Wilmer; Christina Rubalcava, Senior Assistant City Attorney, City of Flagstaff

## “WANNA BE STARTIN’ SOMETHIN’”: FINDING A NEW ECONOMIC ENGINE FOR RURAL ARIZONA TOWNS

CM Credits: 1.25

**Take-Away:** Participants will understand the steps taken to create and sustain a rural local economy focused on Outdoor Adventure Tourism and the reasons why this industry was chosen as the focus for the Town of Superior.

**Description:** Join us as we go in depth about working with community stakeholders to create an economic development framework master plan, allowing the local economies to become independent of the Resolution Copper mine by the time the mining operations end in sixty years. Topics include, Assessment of the areas extensive assets, creating an economic model based to support a vibrant downtown, identifying core areas that can support (re)development to double the Town’s population.

**Moderator:** Trevor Barger, FAICP CUD, Founder, Espiritu Loci

**Panelists:** Mila Besich, Mayor, Town of Superior; Susan Anderson, President, Superior Chamber of Commerce; Bryan Seppala, AZED Pro, Senior Advisor, Resolution Copper

## “WEIRD SCIENCE”: DATA-DRIVEN PROJECT PRIORITIZATION AND DELIVERY MANAGEMENT

CM Credits: 1.25

**Take-Away:** This session will highlight how agencies responsible for constructing and maintaining infrastructure can organize and utilize data in a transparent, defensible, and repeatable manner to invest in projects and programs that will provide the highest return on investment in fiscally constrained and politically charged environments.

**Description:** This session will focus on how transportation agencies and others responsible for delivering capital improvements can effectively centralize asset and performance datasets to inform investment decisions in a transparent and defensible manner considering fiscal and operational constraints. This session will highlight GIS-based tools used for automating scoring portfolios of investments, integration of diverse stakeholder qualitative feedback, and tracking of project delivery after programming in Capital Improvement Programs and Transportation Improvement Programs. The presentation will focus on how this overall approach can be applied to delivery of capital investments beyond transportation including buildings, parks, maintenance equipment, etc.

**Moderator:** Kevin Kugler, AICP, Michael Baker International, Inc

**Panelists:** Justin Feek, Senior Transportation Planning Project Manager, Michael Baker International

## “BEAT IT”: KICKING THE S OUT OF SFR ZONING

CM Credits: 1.25



**Take-Away:** Take-aways include reasons for expanding by-right housing in SFR zones, the range of options, and Arizona examples with lessons.

**Description:** This session will address accessory dwelling units, by-right density increases, and the future of single-family residential zoning. The session will start with a national perspective on the need for expanding SFR housing options and review key mechanics of pioneering efforts in such cities of Minneapolis, Portland, and Seattle, as well as the states of California, Oregon, and Utah. It will continue with in-depth case studies of Tucson’s unique “casita” accessory dwelling unit policy, followed by Flagstaff’s ADU and high occupancy development code options. The session will conclude with an overview of approaches being considered in Arizona.

**Moderator:** Arthur C. Nelson, Ph.D., FAcSS, FAICP

**Speakers:** Arthur C. Nelson, Ph.D., FAcSS, FAICP; Koren Manning, Planning Administrator, City of Tucson; Tiffany Antol, AICP, Zoning Code Manager, City of Flagstaff

## “DON’T STOP BELIEVIN’”: PUBLIC-PRIVATE PARTNERSHIP WITH ASLD - SUPERSTITION VISTAS AND BLOSSOM ROCK

CM Credits: 1.25

**Take-Away:** Hear different perspectives from the key players associated with the Arizona State Land Department Auctions and the role municipalities play in the process.

**Description:** As Arizona and the metropolitan Phoenix region continues to see more pressures on growth, the Arizona State Land Department (ASLD) is once again taking a bigger role in potential future development scenarios. One such example is the previously cast “Superstition Vistas.” This session will focus on the dynamic aspects of how the State Land Department, City of Apache Junction and Brookfield Properties came together to foster a new beginning for this project and property. Strategic, legal, entitlement, financial and design topics will be discussed and shared...as well as some behind the scenes stories associated with the \$245.5 Million transaction.

**Moderator:** Jeffery Deznak, APA, ASLA, Partner, Swaback

**Panelists:** Mark Edelman, AICP, Executive Consultant, Arizona State Land Department; Sidney Urias, Principal Planner, City of Apache Junction; Eric Tune, PE LEED AP, Vice President of Land Development, Brookfield Properties

## 3:15 - 4:30 P.M. / CONCURRENT SESSIONS

### PRESSURE ON PEOPLE, PEOPLE ON STREETS - LET ME OUT(SIDE)!: MARICOPA COUNTY PARKS VISION 2030

CM Credits: 1.25

**Take-Away:** This session will review the master planning process, discuss trends and review key points from the Parks Vision 2030 plan.

**Description:** Population growth and increases in visitation have put parks under pressure. Maricopa County is going back in time to the origins of the parks department for the Parks Vision 2030 system-wide master planning process. Established in 1953, the park system grew significantly with assistance from the Bureau of Land Management. Today, it includes 12 parks across 120,000 acres in one of the most diverse ecosystems in the world--the Sonoran Desert. The tradition of partnering with the BLM, Bureau of Reclamation, Tonto National Forest, and others, continues as future park, trail, recreation, and open space opportunities are explored.

**Moderator:** Jenny Robertson, Associate Landscape Architect, Dig Studio

**Panelists:** Eileen Baden, AICP, Park and Open Space Planner, Maricopa County; RJ Cardin, Director, Maricopa County Parks and Recreation Department; Jay Hicks, FASLA, PLA, Senior Principal, Dig Studio; Greg Schuster, Recreation Program Manager, US Forest Service, Tonto National Forest

### “WHY CAN’T WE BE FRIENDS”: BOARDS AND COMMISSIONS TRAINING

CM Credits: 1.25

**Take-Away:** Audience members will hear the basics of what to expect as a board or commissioner as well as how to address the public, take hints from staff and make sure everyone stays in their lane of abilities. Participants also learn what to be aware of and how to avoid others’ mistakes and how to avoid getting in trouble with the city attorney or called into the “principal’s office.”

**Description:** This is the quick and dirty session of boards and commissions training. This will help attendees understand what is and is not within each group’s purview. This will give you just enough details to be dangerous, know what is required and how a meeting runs. Session will include lessons learned and stories of meetings gone wrong and what could have been done instead.

**Moderator:** Jessica Sarkissian, AICP, LEED AP, Upfront Planning and Entitlements

**Panelists:** Kelly Schwab, City Attorney, City of Chandler; Anthony Bianchi, AAE, AICP, GISP, Planning Commissioner, Town of Gilbert

### “OPEN ARMS” REENERGIZING THE SUNSHINE MILE: USING LAND USE PLANNING TO INCENTIVIZE REINVESTMENT

CM Credits: 1.25



**Take-Away:** Learn about land use and transportation planning efforts to revitalize Tucson’s Sunshine Mile, which involved intense collaboration among diverse - and often conflicting - interests.

**Description:** The creation of the Sunshine Mile Urban Overlay District (“SMD”) was an intensive collaboration between government, businesses, and the community to support revitalization of the Sunshine Mile, a two-mile stretch of Broadway Boulevard in the City of Tucson. A major right-of-way expansion of the Broadway roadway resulted in properties that no longer conformed to zoning regulations. Numerous local businesses closed or relocated, leaving many of the properties vacant, and the city’s existing land use regulations do not support reinvestment in those properties. Rio Nuevo, Arizona’s only remaining Tax-Increment Financing (“TIF”) District, led years-long public engagement efforts to create a vision for the Sunshine Mile with the goal of stimulating economic development along the Broadway corridor. Rio Nuevo, as the applicant, worked with the city to create the optional SMD overlay, which supports and incentivizes urbanization along a major transportation corridor. Within the SMD, a property owner may choose to develop property in conformance with the existing underlying zoning or utilize the SMD’s flexible, mixed use standards that encourage creative solutions for adaptive reuse and provide incentives for affordable housing and transit-oriented development.

**Moderator:** Keri Silvyn, JD, Lazarus & Silvyn, Robin Large, Senior Land Planner, Lazarus & Silvyn

**Panelists:** Michael Becherer, AIA, LEED AP, Principal, Swaim Associates LTD Architects AIA; Koren Manning, AICP, Planning Administrator, City of Tucson; Margot Garcia, PhD, FAICP, Professor Emeritus, Virginia Commonwealth University; Corky Poster, RA, AICP, Architect and Principal Planner, Poster Mirto McDonald

### “THE RIGHT STUFF” IS YOUR TOWN READY? A NEW SOLUTION FOR AFFORDABLE HOUSING

CM Credits: 1.25

**Take-Away:** Identify the hurdles and solutions allowing for approval and construction of a new kind of mixed-use apartment project in Mesa.

**Description:** Deep dive into a case study utilizing a new solution for housing in a creative reuse of a commercial building in downtown Mesa, transforming a one-story building with a basement into a 5 over two mixed use building with residential apartments over commercial. This new type of home provides a “kit of parts” solution for ADUs, affordable housing, and mixed-use infill projects, as these homes stack and combine in many configurations. There are a lot of unexpected barriers to overcome to meet the demand for affordable homes. Join us to learn how Mesa’s groundbreaking efforts working with the Arizona Department of Housing is paying off to bring a new type of construction downtown.

**Moderator:** Trevor Barger, FAICP, CUP, Founder, Espiritu Loci

**Panelists:** Angelica Guevara, Downtown Transformation Project Manager, City of Mesa; Tara Brunetti, Assistant Deputy Director of Manufactured Housing & Building, Arizona Department of Housing

**“SHOULD I STAY OR SHOULD I GO?”: EVALUATING CONNECTIVITY AND ARIZONA’S STREET NETWORK DESIGN**

CM Credits: 1.25

**Takeaway:** Attendees will learn how to address common barriers to street connectivity in Arizona and discover principles for effective urban connections.

**Description:** Like designers looking back to the success of acid-washed jeans and oversized blazers in the 80s, transportation planners are increasingly looking to the past success of street grids and dense street networks to solve urban problems. But can we make connectivity work in Arizona’s cities?

Based on recent research from the Valley and Groningen, Netherlands, this session will introduce the benefits of building connectedness into local street networks, explore barriers to creating connectivity in Arizona from the perspectives of two-dozen planners, developers, engineers, and homebuilders from the Valley, and provide “radical” principles for building meaningful connectivity in their own communities.

**Presenter:** Noah Schumerth



## 9:00 - 10:15 A.M. / CONCURRENT SESSIONS

**“ABRACADABRA”: BECOMING AICP****CM Credits: 1.25**

**Take-Away:** Take your career to the next level by earning your AICP credentials! If interested in taking the AICP exam, obtain a clear overview of the exam process, content and tips at this informative session. Learn about the recent changes in the test format, application process, and requirements, as well as hear about the exam experience from recent test takers.

**Panelists:** David Neal, AICP, City of Phoenix; Steven Sifferman, AICP, Planner III, Michael Baker International

**“HOME SWEET HOME” BETTER CITIES FILM FESTIVAL****CM Credits: 1.25**

**Take-Away:** Watch this curated collection of award winning films from around the world about making cities and towns better places to live, work, and play.

**Moderator:** Loras Rauch, AICP, Contract Planning Services

**“WORD UP”: HOUSING AFFORDABILITY AND SUPPLY FROM THE MULTI FAMILY PERSPECTIVE****CM Credits: 1.25**

**Take-Away:** Audience members will learn a new perspective about the housing situation in Arizona and how the problems we face in the marketplace today are different than they have been in the past, and what role multifamily can play in alleviating them to ensure the continued success of Arizona’s Cities and Towns.

**Description:** This session will dive into the current housing crisis and provide perspective and analysis from the multifamily perspective on how they can help alleviate this housing shortage and other aspects of the causes which are not always apparent including labor housing and supply. The group will give perspective into what they are seeing in terms of buyers and renters, what their demand is, what they have in the future pipeline, and if they see an end in sight. A Q& A session will follow to answer questions and try to brainstorm to solve this housing issue for a more comprehensive approach.

**Moderator:** Mike Stephan, COO, Porter Kyle

**Panelists:** John Carlson, President, Mark-Taylor Residential; Courtney LeVinus, President & CEO, Arizona Multihousing Association (AMA); Wendy Riddell, Founder & Managing Partner, Berry Riddell

**“EYE OF THE TIGER”: BECOMING FAICP****CM Credits: 1.25**

**Take-Away:** Learn about the FAICP nomination process, application materials and the demographics of FAICP membership both nationally and in Arizona. Hear from successful FAICP candidates on what the experience meant to them, along with tips on preparing the nomination materials. Planners may not take the time to assess their accomplishments and contributions to the communities and clients they serve to the planning profession. Completing the FAICP nomination process can be a positive reflective experience even without selection into the College of Fellows of AICP.

**Panelists:** Robert Kuhfuss, AICP, MPA, City of Peoria; Trevor Barger, FAICP, CUP, Founder, Espiritu Loci

**“THIS MUST BE THE PLACE”: PARTNERSHIPS TO CREATE BETTER PLACES THROUGH SUSTAINABLE MOBILITY****CM Credits: 1.25**

**Take-Away:** Learn about sustainable transportation initiatives by Valley Metro, the City of Chandler and Pinnacle Prevention, the City of Tempe and Culdesac; and how university-practice partnerships help innovate.

**Description:** The Phoenix Metropolitan Area is home to radical innovations to create more livable places through sustainable mobility. This session will feature four projects involving ASU researchers and local community partners, with a discussion about opportunities to scale-up these innovative university-practice partnerships:

1. With Valley Metro: Assessing the Intersection of Transit-Oriented Development, Commercial Gentrification, and Neighborhood Change along Tempe’s Apache Boulevard
2. With the City of Chandler and Pinnacle Prevention: Waking Up Wall Street: Implementing Tactical Urbanism in Chandler, AZ to Inform Alleyway and Pedestrian Design
3. With the City of Tempe: Public participatory geodesign for multimodal hub location planning in Tempe, Arizona
4. With Culdesac Inc.: Car-Free in a Car-Dependent City? Preliminary Findings from a Study of the Culdesac Neighborhood in Tempe, AZ

**Moderator:** Hue-Tam Jamme, Dr, Assistant Professor, Arizona State University

**Panelists:** Blanca Chavez, Capital Planning Intern, Valley Metro; Kenneth Steel, MPH, Healthy Communities Program Manager, Pinnacle Prevention; Oscar Lopez, Geography PhD Candidate, Arizona State University; Rababe Saadaoui, Urban Planning PhD Student, Arizona State University

## 10:30 - 11:45 A.M. / CONCURRENT SESSIONS

### “TURN THE PAGE”: WRITING EFFECTIVE LEGALLY-DEFENSIBLE ZONING CODES

CM Credits: 1.25

**Take-Away:** An understanding of best practices and modern techniques for writing legally defensible and easy-to-read zoning codes.

**Description:** This session provides important information on how to be successful with writing or updating your city/county zoning code. Using humor, stories of successful coding outcomes and those that were less so, the panelists will share ideas on how to plan and prepare for a successful code update and the critical issues that need to be considered before work begins. Useful tips will be shared on how to organize and structure a zoning code, what to look for to ensure the code is legal, as well as best practices for writing the code. The session will conclude with ideas on how to navigate first amendment issues when updating the sign code.

**Moderator:** Roger Eastman, AICP, Lisa Wise Consulting

**Panelists:** Doug Jorden, Attorney, Jordan Law Firm; James B. Carpentier, AICP, Director, State & Local Government Affairs, International Sign Association

### “THAT’S WHAT FRIENDS ARE FOR”: STRATEGIES FOR MEANINGFUL PARTNERSHIPS BETWEEN DEVELOPERS AND MUNICIPALITIES

CM Credits: 1.25



**Take-Away:** Examples and strategies from real-life projects that cities and developers can use to better facilitate complex development projects.

**Description:** From the site selection to C of O, even great development projects end up lost while trying to navigate confusing local government regulations and political quagmires. Downtown Mesa’s cradle to grave project facilitation has produced a replicable model that helps governments and developers maneuver political hurdles, navigate regulations and make great projects happen. This session features top representatives from planning, development, government and a special district discussing how they survived “project killers” and the first five years of downtown’s “funky fresh” collaborative model.

**Moderator:** Jeff Robbins, MPA, CPM, City of Mesa

**Panelists:** Jeff McVay, AICP, Manager of Downtown Transformation; Tim Sprague, JD, Partner, Habitat Metro; Trevor Barger, FAICP CUP, Founder, Espiritu Loci, Nancy Hormann, President and Executive Director, Downtown Mesa Association

### “FANTASTIC VOYAGE” BETTER CITIES FILM FESTIVAL

CM Credits: 1.25

**Take-Away:** Join us on this voyage to equity through transportation across the globe through the “Best of Fest Reel” that includes stories from the United States, Canada, and around the world.

**Moderator:** Loras Rauch, AICP, Contract Planning Services

### “TIME AFTER TIME”: PLANNING FOR THE HOUSING CONTINUUM

CM Credits: 1.25

**Take-Away:** How two jurisdictions wrote housing plans and what lessons can be learned from the process.

**Description:** Housing plans are taking over Arizona. Tucson and Flagstaff both adopted housing plans in 2021 out of the COVID-19 pandemic and in response to the overall housing crisis. This session aims to hold a conversation around the plans and explore how they were created, what the juicy parts are, and lessons learned from the planning efforts.

**Moderator:** Sarah Meggison, AICP, Housing Development Manager, City of Tucson

**Panelists:** Ann Chanecka, AICP, Deputy Director, Tucson Housing & Community Development; Sarah Darr, Housing Project Manager, City of Flagstaff Housing Authority

### “YOU MAKE MY DREAMS (COME TRUE)”: SOLAR POWERING YOUR COMMUNITY

CM Credits: 1.25

**Take-Away:** How to include solar in local planning efforts and how to make solar accessible, affordable and equitable throughout your community.

**Description:** The increase in solar development over the past decade has allowed solar to play an important role in local plans such as resilience planning, sustainability planning and climate action planning. With an emphasis on energy equity, this presentation will highlight new and existing solar technologies and strategies to maximize the benefits of solar to all communities

**Presenter:** Emily Fekete, MPA, MSES, National Renewable Energy Lab (NREL)

## 12:00 - 2:00 P.M. / OSHO ARCADIA

### “I’VE HAD THE TIME OF MY LIFE” LEAN IN TO LEAD LUNCHEON

# THANK YOU TO OUR SPONSORS!

YOU MADE THIS CONFERENCE POSSIBLE.  
WE APPRECIATE YOUR SUPPORT OF THE PLANNING PROFESSION IN ARIZONA!

**PREMIER PARTNER**

**ANNUAL PLANNING PARTNER SPONSORSHIP PROGRAM**

**ADVOCATE PARTNERS**

**PATRON PARTNERS**

**PARTICIPATING PARTNERS**

CREATING GREAT COMMUNITIES FOR ALL  
AMERICAN PLANNING ASSOCIATION, ARIZONA CHAPTER

*Back to the future*

**2022 CONFERENCE SPONSORS**

