



ARIZONA Planning Association

DECEMBER 2004

A NEW VILLAGE EMERGES IN SOUTHWEST PHOENIX

By Benjamin Patton, Urban Planner, Snell & Wilmer

PLANNING FOR AN URBAN VILLAGE



In 1985, Phoenix formally adopted the Urban Village Concept to serve as the guide for future form throughout the city. The villages were established to serve two discrete purposes: 1) encourage responsive community involvement through the responsibilities and opportunities provided through their respective village planning committees; and 2) provide a template for land use development that placed an emphasis on a hierarchy of responsive land uses, highlighted by core areas which provide the necessary services, employment, entertainment, and recreational amenities to serve a larger population. Through this philosophy the Urban Village Concept encouraged major village serving uses to be concentrated in one place—the Core—and help develop a sense of place for village residents and reduce travel times and trips. (The Urban Village Concept evolved into the Urban Village Model with the adoption of the Model in 1994. However, the Core component as described in the Model remained consistent with the Core as originally described in the Concept.

The urban villages, which currently number 15, are designed to serve and guide growth in an identified area that includes populations of 100,000 to 150,000. Thus, many of the established villages in Phoenix include populations that greatly exceed many of the incorporated communities in Arizona. Yet, within such a large metropolitan area, or even within a future city of over two million people, urban villages can provide the structure for a unique area that fosters a sense of community and identity.

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Each urban village has its own unique character, even while following the same general structure as established in the General Plan. The cores and other village components, for example, differ in size, intensity, height, mix of uses, and character. Urban villages, as contrasted with city council districts where boundaries change after every decennial census, have generally permanent boundaries. Typical boundaries include natural features such as mountains, but most frequently canals, freeways, or major streets define village boundaries.

The most significant component, based on intensity of development, of a successful urban village is its core. The core is intended to be the clearly identifiable central focus for a village. An ideal village core could contain as much as 50 percent of a village's basic employment (industry, corporate or regional office, communications, state, county, city, and federal government); 25 percent of its service employment (neighborhood, office and retail, and local government); and 50 percent of the multi-family housing units exceeding 15 units per acre. Examples of established urban village core areas in Phoenix include downtown, the area around 24th Street and Camelback, the Park Central Mall area around Thomas Road and Central Avenue, and the Desert Ridge Market Place at Tatum Blvd. and the 101 Freeway.

In addition to the Core Component, the Urban Village Model includes the following components: Neighborhoods, Open Space, Community Service Areas, and Regional Service Areas. Detailed description of each of the components is available in the General Plan.

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In general, the Urban Village Model is based on seven guiding principles:

- 1) Achieving a goal of 1.25 jobs to housing at maturity or build out;
- 2) Creating a central focal point for services, shopping, higher density housing and labor-intensive basic employment in each village;
- 3) Celebrating the lifestyle and character, the unique identity of each village with its history, patterns of development, types of open space and facilities, and types of development from large lot and rural to mixed-use and urban;
- 4) Protecting the historic character, unique amenities, open spaces, public facilities, neighborhoods, and ensuring compatible new development;
- 5) Allowing residents opportunities to live, work, play, shop, to receive health care and social services within their villages conveniently, and to access these activities by a multi-modal transportation system;
- 6) Promoting citizen involvement of village residents and workers in land use decisions affecting them through village planning committee recommendations to the planning commission and city

council; and

- 7) Promoting growth and revitalization in the best interests of the viable neighborhoods, the village as a whole and the entire city.

THE LAVEEN VILLAGE

Located in southwest Phoenix, the Laveen Village is unique in both natural beauty and agricultural heritage in the region. Located between South Mountain Park/Preserve and the Rio Salado (Salt River), the area has long been valued by farmers, equestrians, and those looking for bucolic solitude and easy mountain access. In total, the area contains approximately 28 square miles of largely undeveloped and agricultural property within a ten to twenty minute commute to the Interstate 10 corridor and downtown Phoenix.

In 2000, the total population of the Laveen Village was 9,656, a figure that reflected steady, although moderate, overall growth from 1980 to 1990. Symbolizing the historically agricultural nature of this part of the city, the population of Laveen has increased by only 19% since 1980, contrasted with a citywide population increase of 67%.

As the central business district of Phoenix continues to develop, and as growth pressures continue to increase throughout the region, the Laveen Village is expected to experience rapid growth over the next 20 years. Intensifying overall regional influences is the more immediate development stimuli that will be created through the South Mountain Loop (202 Freeway), which is expected to connect with existing Interstate 10 at the 55th Avenue alignment and loop around South Mountain Park/Preserve to connect with the I-10 at the Santan Freeway (Loop 202) Interchange.

ANTICIPATED DEVELOPMENT

As of the first half of 2004, Phoenix had approved 59 separate rezoning cases in the Laveen Village that will result in the development of approximately 19,000 housing units, potentially increasing the population to roughly 62,000 persons. Additional residential rezoning requests continue to be submitted and processed by the city. This ongoing process now includes commercial development proposals, including retail shops, grocery stores, and other large retail pad sites. Such requests are being considered for almost every arterial street intersection in

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the Laveen Village that is or may easily be served by essential infrastructure. As of November, 2003, there were approximately 326 acres that were either zoned for commercial uses or designated on the General Plan map for commercial uses in the downtown. (That acreage did not include the village core or the freeway corridor.)

Commerce parks and other office opportunities will provide jobs in the area. In 2001 west metro Phoenix saw a development of 5.7 million square feet with absorption of 5.3 million square feet, demonstrating an immediate need for these types of users. Commerce park developers may see this area as having tremendous access to the rest of metropolitan Phoenix and as an opportunity to take advantage of a growing employment base in Laveen. To facilitate the development of employment opportunities, the Loop 202 Freeway Corridor has been rezoned to Commerce Park/General Commerce Park, and General Commercial.

In addition, an area in Laveen planned to develop as a unique Town Center was recently rezoned from an agricultural zoning district to a Planned Commercial District with an emphasis on General Commercial uses. The Town Center site comprised of 40 acres will be the Laveen Village "Main Street" and will include local level retail uses, office uses, as well as higher density residential uses. South of the Town Center, a 40 acre community park has been identified and the city is in the process of purchasing the park site.

LAVEEN COMMERCIAL AREA PLAN

It is both the sheer volume and the rapid pace of growth that necessitates the need for detailed land use planning in the Laveen Village. In particular, the most critical Village Model component—the Core—must be adequately designed for the rapid influx of new commercial tenants, as well as a more dynamic residential population that will provide the critical mass. As created through earlier zoning processes, the Laveen Commercial Area Plan will be identified by three sub-areas, which comprise approximately 610 acres of the downtown:

- **Town Center.** A 40 acre area located east of the Loop 202 Freeway and north of Dobbins Road, the Laveen Town Center is expected to develop as the most distinctive urban area in the region.

Zoned to create a true pedestrian environment, the Town Center will be a mixed-use environment where local-level retailers will co-exist with a higher density residential base.

- **Core.** Approximately 160 acres in size, the Core will provide an appropriate environment for larger-scale retailers, highway-related uses, and various commerce park and office developments. Planners will link the Core to the Town Center via various methods of pedestrian linkages.
- **Freeway Corridor.** The largest sub area of the Laveen Commercial Area Plan, the Freeway Corridor will provide a mix of employment, service retail, and higher-density residential.

The purpose of the Laveen Commercial Area Plan is to provide more detailed planning for this dynamic sub area of the downtown. The proximity of Laveen to downtown Phoenix, the alignment of the Loop 202 Freeway, and the spectacular views of both South Mountain Park and the Sierra Estrella Mountains make the Central Laveen Commercial Area Plan an excellent location for new development.

One of the major challenges to creating a unique character for the Laveen Commercial Area Plan is providing connectivity and cohesiveness between the three individual sub areas. While it is important to maintain continuity between these three areas, city planners want to ensure that the functional attributes of each area are reflected in the planning process.

In summary, to effectively support citywide, village, and local objectives, the Laveen Commercial Area Plan must serve the following functions:

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1. Create a hub of civic, commercial, and retail activity for Laveen.
2. Establish a range of development types and intensities within the three planning sub areas. Focus intense urban development within the core and the less intense development types and intensities in the Town Center and Loop 202 Freeway Corridor.
3. Coordinate local and regional transportation investments to increase future mobility and mode choices.
4. Preserve views that contribute to the open character of the Laveen Village.
5. Maximize long-term property values and community benefits within the Laveen Village by emphasizing the overall quality and functionality of development.
6. Stimulate steady economic development and

employment opportunities in the context of the Laveen Commercial Area Plan.

By blending the planning objective of providing a core that will serve the future population of Laveen with a respect for the unique history and environment of the area, planners believe that the overall needs of this unique village can be met. Specifically, preserving the rural heritage of Laveen can be provided through the unique appeal of open space, outdoor recreational opportunities, water features, and an appropriate transition from higher intensity urban densities to a more suburban and rural climate. The technical focus on flood control, improved infrastructure, and Rio Salado revitalization, with a special emphasis on creating a sense of community through this planning process, will help ensure that the Laveen Village will provide a quality urban environment in which to live and work.



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PRESIDENT'S MESSAGE

by Kelli A. Sertich AICP, CFM

Another year comes to a close. The last two years have passed quickly, but I hope with much accomplished. I would like to say thank you to all those who I have worked with on the board and their associated committees. It takes all these volunteers working together to keep the planning organization growing and moving forward.

It has been a fascinating experience serving as president and attending national meetings on behalf of the organization. I have had the opportunity to meet a lot of new members in this state and people from across the country. I have been to Washington D.C. twice now to meet with our state representatives to discuss issues such as transportation funding, affordable housing, and planning in general. I have not seen a single national monument yet—too many meetings.

This is my last newsletter message, and with this, I end a number of years on the board. It is hard to accomplish everything you hope for in two short years, but the continued effort of each member who replaces another on the board brings things to fruition. I would like to wrap up my messages to you with what I have seen happen over the last decade and a half. To start with, some years back the board voted to increase all one-year terms to two years so people could have the time to achieve goals. In addition, the following have occurred:

- The awards program was revamped and continues to be tweaked to reflect changes in our profession. It is probably due for another overhaul.
- We have established a more consistent relationship with the national organization and seek to have representatives attend the annual conference.
- We changed administrative services and have increased our productivity through the efforts of Patti King and her staff.
- The board hired a lobbyist, Tom Dorn, who works year round with us monitoring legislative activity and considering new legislation.
- The National APA received an overhaul (hopefully due to feedback from the membership), and under the direction of Paul Farmer is working more closely with the state chapters.
- The operating plan, mission statement, and by-laws were updated based on feedback from membership and the evolving profession.
- The newsletter was freshened up and continues to increase in quality—both in articles and appearance—under the consistent efforts of Dean Brennan and his team.
- Student representatives from each of the state's universities now serve on the board.
- The interaction between academia and the practicing planner was established and has been developing continually.
- Membership has grown steadily.
- In general, with each year the annual conference and workshops have become more impressive.

I probably missed a few things that have occurred through these years, but think we have had a wonderful bunch of volunteers that continue to try and meet the needs of the membership. I would like to encourage every member to serve a term or two on the board. If you miss an election, there are many committees to serve on and before you know it—you are president. I offer a special thanks to Frank Mizner who gave me the opportunity to run for a position on the board many years ago. It has been a very rewarding experience.

Have we accomplished everything the members have asked for? I would say no, but the organization is constantly evolving. With each year and new volunteers (fresh blood) different issues arise and additional goals are met. It is a privilege to turn things over to Ron Short, who with his great energy and experience will continue to “grow” the organization.

Again, it has been great working with all the board members through the years and meeting so many of the planners in the state. Have a safe and happy holidays.





PLANNING NEWS

TUCSON SELECTED AS #2 DIGITAL CITY

Tucson is now the second best U.S. "digital city" of those with populations of 250,000 or more. In the 2004 Digital Cities Survey, Tucson moved up two places, from 4th to 2nd on the list of most technologically-advanced cities. The annual study examines how city governments utilize digital technologies to better serve their citizens and streamline operations. The improvement continues a trend for Tucson, which has placed 7th, 6th, and 4th respectively in the previous three years.

The Digital Cities Survey examines areas such as municipal services online, citizen forms available electronically, methods for online public feedback to city officials, and how municipal public safety departments use technology. It is conducted by the Center for Digital Government and the National League of Cities. Mayors, city managers, and chief information officers from more than 600 cities were asked questions related to their cities' technology policies and operations.

"This award recognizes the commitment by the mayor and council to make government more easily accessible to the people of Tucson," said Todd Sander, Chief Information Officer. "We are encouraged by our continued progress and will work hard to have the most effective electronic government in the nation."

Through the City of Tucson's website, citizens have greater opportunity to interact electronically with city departments. Current information about city events and projects, and printer-friendly license and permit applications are just some examples of what is available. Citizens may also use their computers to watch live proceedings of the mayor and council, as well as all other programming on Tucson 12, the city's government access television channel.

The Top 10 ranking cities in the Digital Cities Survey (population 250,000 or more):

- | | |
|------------------------|--------------------------|
| 1) Virginia Beach, VA | 6) Phoenix, AZ |
| 2) Tucson, AZ | 7) Honolulu, HI |
| 3) Los Angeles, CA | 8) Nashville, TN |
| 4) Tampa, FL | 9) Washington, D.C. |
| 5) Aurora, CO | 10) Colorado Springs, CO |
| 10) Corpus Christi, TX | |

Additional information:

The Center for Digital Government is a national research and advisory institute that provides technological resources to government and industry leaders. The complete lists of cities and background information can be found online at www.centerdigitalgov.com.

For more information about Tucson, visit:

<http://www.ci.tucson.az.us/hottopics/digcities04.html>

PROTECT WILDERNESS IN GRAND CANYON NATIONAL PARK

OPEN HOUSES SCHEDULED FOR COLORADO RIVER MANAGEMENT PLAN

The National Park Service is asking for comments on the Draft Environmental Impact Statement (DEIS) for the Colorado River Management Plan (CRMP). This planning process represents an important opportunity to restore wilderness and protect the special ecological, cultural and recreation resources at the heart of Grand Canyon National Park. Unfortunately, the Park Service's preferred alternative (H), is a traffic management plan to maximize visitor services and tour accommodations instead of a resource protection plan.

There has been a tremendous increase in the number of people traveling each year through the Grand Canyon river corridor, from 2,100 in 1967 to nearly 22,000 in 2004. The first Colorado River Management Plan, approved in 1980, proposed to phase out raft motors on the Colorado River over a five-year period to restore and protect the wilderness experience and address the resource impacts of ever-increasing visitation. Intervention by Congress derailed that planning process, kept motors on the river, increased the season of use and increased the overall number of river visitors.

The current Park Service alternative also continues the use of motors, increases the number of people allowed along the river corridor for both commercial and public boating and allows helicopters access to the bottom of the Grand Canyon for trans-

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porting passengers to and from raft trips. The DEIS acknowledges that impacts to vegetation, soils, wildlife and cultural resources have exceeded acceptable limits of change and that action must be taken to protect these critical resources. In spite of Park Service attempts to mitigate damage being done, Alternative H does not adequately protect natural and wilderness values of the Grand Canyon.

The Park Service has a historic mandate under the Organic Act and the legislation which created Grand Canyon National Park to make protection of natural and cultural resources a priority. Opportunities for visitors to experience these values are to take place "without impairing the resources." The 1995 General Management Plan reaffirmed this mandate when it said that Grand Canyon National Park is to be managed to "preserve and protect its natural and cultural resources and ecological processes, as well as its scenic, aesthetic, and scientific values." The 1995 plan also set as an objective the management of "the Colorado River corridor through Grand Canyon National Park to protect and preserve the resource in a wild and primitive condition."

You can help protect the Grand Canyon by coming to the Flagstaff and Phoenix open houses (see sidebar above for location and time) and writing comments in support of protecting natural and wilderness values. Your participation is vital to the protection of this planning process. It is harder for Congress to side step a planning process when there is lots of public participation!

Look for staff and volunteers from the Sierra Club at the open houses. We will have a table with information and displays and be available to help you write your comments.

For more information, visit:
http://www.arizona.sierraclub.org/publiclands/gcp_campaign/index.asp

THE SURFACE TRANSPORTATION POLICY

STUDY: CITIES IN SOUTH, WEST LESS SAFE FOR WALKERS

Cities in the South and West are the most dangerous for pedestrians, with four in Florida earning the dubious distinction of being the deadliest of all. Private study released Thursday concluded that

sprawling, newer cities in the South and West tend to be built with wide, high-speed roads that are especially dangerous for walking. "So much of our transportation system is designed for cars and only cars," said Anne Canby, president of the Surface Transportation Policy Project, which issued the report. The group advocates balanced transportation.

The report found that the 9,746 walkers who died in 2002-2003 were more likely to be killed on busy streets without crosswalks. Nearly 40 percent died where crosswalks weren't available. "Wide roads, speeding traffic and a lack of crosswalks or sidewalks can make walking a deadly activity," the report said. "There simply are not enough pedestrian facilities." Regional differences in walking safety are stark. Twice as many walkers die in traffic accidents in New Orleans, San Diego and Phoenix than in Minneapolis, Milwaukee and Boston. People are three times more likely to be struck and killed on streets in Tampa-St. Petersburg-Clearwater, Florida, Orlando and Miami-Fort Lauderdale than they are in Cleveland, Cincinnati and Columbus, Ohio. Tampa-St. Petersburg-Clearwater, characterized by traffic speeding along eight-lane boulevards, was ranked first for its dangerous roads, with 3.69 deaths per 100,000 people in 2002-2003.

Tampa Mayor Pam Iorio was announcing plans Thursday for improving pedestrian safety on Bay Shore Boulevard, one of the city's main thoroughfares. Iorio was responding to public concern over a young female jogger who was killed in February by a speeding motorcyclist while she tried to cross the busy boulevard. Tampa City Council member Linda Saul-Sena, head of a new "Walkable Roadways" committee, wants drivers to recognize that city streets are for people, not for speed. "It's changing the culture so the person in the SUV on the cell phone knows that it's their responsibility to stop and respect the pedestrians," said Saul-Sena.

Tampa can take heart from Salt Lake City, which STPP gave poor marks for protecting its walkers shortly after Rocky Anderson was elected mayor in 2000. As a new mayor, Anderson, who campaigned on making the city more walkable, saw a hit-and-run accident that injured a pedestrian on a downtown

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street. The victim survived, but Anderson vowed he would make the city's pedestrians more visible in a city where long blocks and very wide streets make walking dangerous. The city put red flags in containers that pedestrians can carry across intersections and wave at drivers. Overhead lights that pedestrians can activate were installed at intersections. Undercover police ticketed drivers who failed to yield to pedestrians in crosswalks.

Salt Lake City also promotes walking around downtown by making it a better experience. Outdoor dining is now encouraged, ordinances were changed to make signs more interesting, and artists and performers are allowed on public sidewalks. As a result, accidents involving pedestrians fell 36 percent, to 114, in the first 11 months of 2004, from 177 in 2001. The STPP ranked Salt Lake City the most improved city for pedestrian safety. "It's about creating a more interesting, vibrant community, and it's working," Anderson said.

For more information, visit:
http://www.transact.org/library/reports_html/ms2004/pdf/Final_Mean_Streets_2004_4.pdf

THINKING THREE-Dimensionally: Adding A POWERFUL New Dimension To GIS

by Mark Schaefer, President and CEO, NatureServe

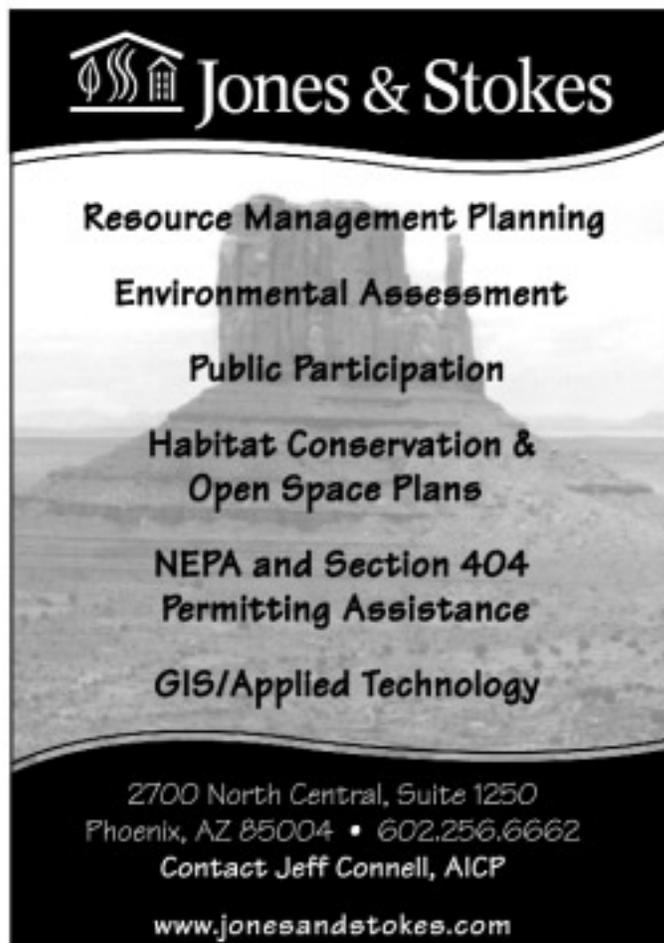
A remarkable feature of the human brain that is often taken for granted is the capacity and preference to view the world in the context of three dimensions. When we look at a landscape, what we "see" is the brain processing information along three axes: x, y, and z. Consequently, we define reality as a view composed of information along all three axes. Virtual reality is information—often digital—in three dimensions, tricking the brain into believing that what we are seeing is the real world. So what does this have to do with geographic information systems (GIS)?

Cartographers, geologists, information technologists, and others are accustomed to working with two-dimensional data. Traditional paper maps are in this format, and GIS has operated largely in two dimensions for more than three decades. GIS has worked successfully in this format, primarily because it has been a tool used by the "expert."

However, if GIS is to become a commonly used tool, it must move beyond two dimensions. The citizen typically views two-dimensional information as scientific or technical data—as information from a world they are often not familiar with. Why does this matter?

It matters because a large proportion, if not the majority of the information in existence today has a spatial component - that is, the data have some connection with place. Places matter to people. Places put information in a practical context. The theme of the 2000 ESRI User Conference was "geography matters"—and indeed it does. A sense of place is a powerful concept. We have a psychological need to feel at home somewhere, to know a place and feel that we belong there. Consequently, geography can serve as the bridge between the citizen and the vast world of available information today. However,

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building an effective bridge between the citizen and this virtually unlimited resource requires the use of a powerful translation capacity. Three-dimensional GIS coupled with decision support tools can serve as that bridge.

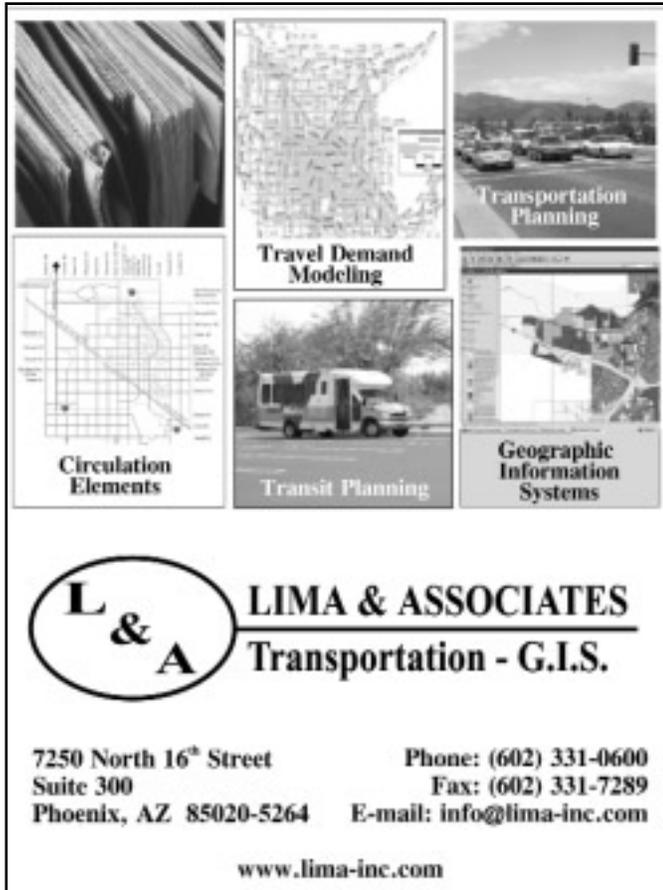
The third dimension allows a citizen to visualize the information in a more realistic format. Furthermore, decision support software can extend the power of GIS by linking it to analytical tools such as models and visualizations, allowing an individual to envision alternative futures. Imagine providing a citizen with a tool to virtually fly over and zoom into any location in his or her county or watershed, and to integrate information about the quality of the environment, land use, transportation system, health care, and crime. The ability to envision different futures will improve planning processes and enable the efficient pursuit of our goals.

As the saying goes: "If you don't know where you are going, all roads will get you there." People in

general need to know where they are going, they want to be empowered to make informed decisions about the future, and once they have defined a preferred future, they want to discover how to get there.

Over the next decade the third dimension will become an integral component of GIS, which, along with the advancement of related decision support capabilities, will move GIS and geospatial information from the work station to the living room. Try to envision a GIS that allows you to go on the Internet and instantly develop a 3D map of a trip you might take across the country. Perhaps you are particularly interested in hiking and camping sites that are along the way. A screen appears allowing you to indicate the information you want displayed on top of a 3D depiction of the route you plan to follow. You enter your preferences and begin to take a virtual tour across the country, backing up periodically to try an alternate route. You stop here and there to

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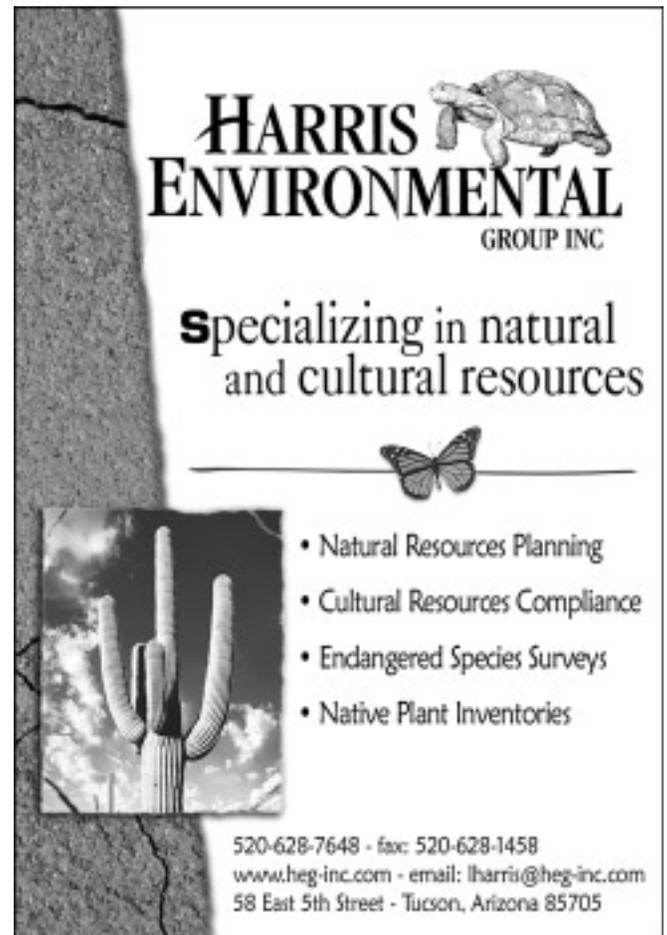


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examine the terrain, a potential campsite, and a day hike you might take. How difficult is the hike? What will you see? How long will the hike take? What will you observe along the drive from city A to city B? This type of virtual "pre-trip" will change the way we plan our travel.

The third dimension will also change the way decisions are made about everything from land conservation and urban growth to transportation systems and emergency services. It is already changing the way pilots are trained and the way geologists explore for oil.

Some day soon, basic three-dimensional, GIS software will be a standard program pre-loaded onto the computer we buy at a local store. It will allow us to tap into a vast array of information on the Internet and see it in the way our brains are accustomed to. Hopefully, our virtual explorations will encourage the real thing, inspiring us to experience, discover, and better understand the world around us.

For more information, visit:
http://www.gis.com/news/oldfiles/01_4qtr/schaefer.html



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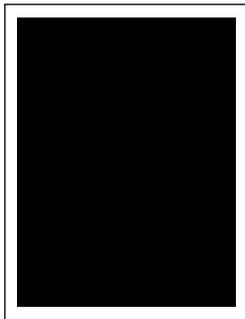
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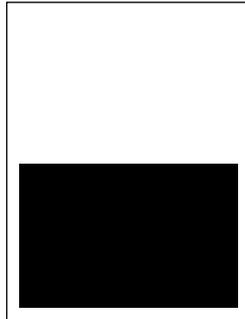


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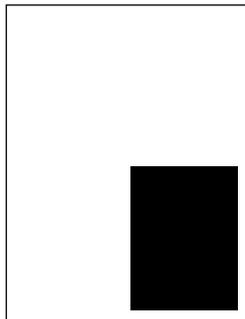
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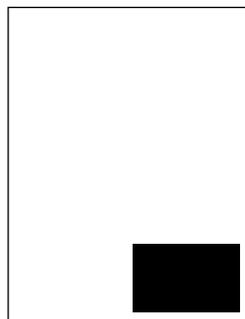
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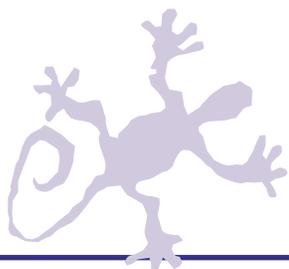


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2005 Arizona Planning Association ■ Important Dates to Remember

JANUARY	SEPTEMBER	TO PUBLISH
20–23 Urban Design in Arid Regions International Symposium, Tucson	28–30 AzPA Annual Conference Prescott, Arizona	Articles should not exceed four pages, single spaced, 12 point font, formatted in Word Perfect or MS Word. Be sure to spell check your article. Graphics are encouraged: tables and charts saved as either Excel or Lotus (*.xls or *.wk4); pictures and maps saved in bitmap, tiff or eps format (*.bmp, *.tif, or *.eps). Submissions should be e-mailed or sent on 3.5" disk to the newsletter editor, co-editor, or staff administrator. Please include your name, title, organization, phone number, and e-mail address.
21 AzPA Board Meeting		
31 Newsletter Article Deadline		
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3–5 Four Corners/Western Planner Conference, Midway, UT		

