

# Project Overview & Draft Approach

## Background

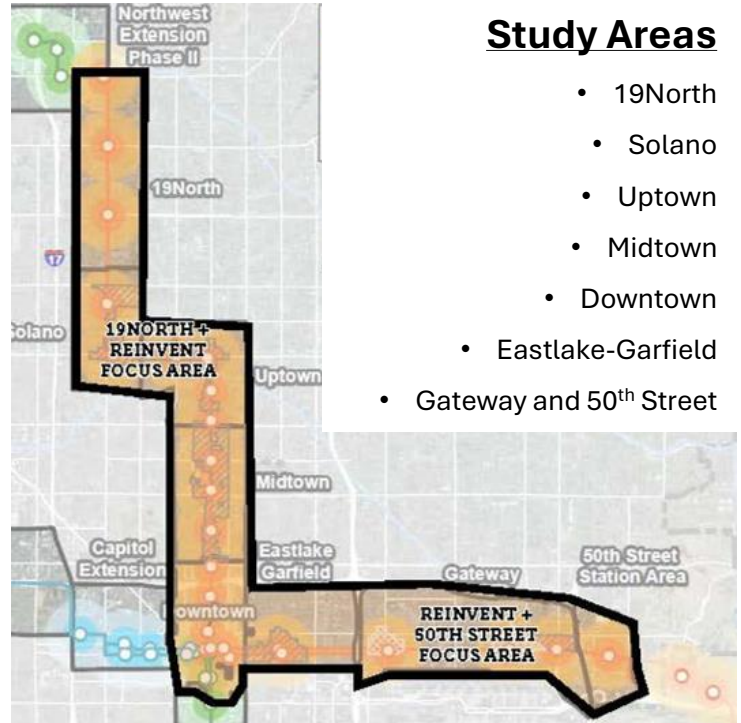
- The City submitted a proposal to the Federal Transit Administration (FTA) in 2022 for a **Pilot Program for Transit-Oriented Development Planning** grant
- The City's proposed to implement aspects of the 19North and Five ReinventPHX TOD Policy Plans with a special emphasis on affordable housing production and refinements to the zoning ordinance.
- The FTA awarded **\$1,200,000** in 2023 for the City's proposal with **100% funding** (a 20% local match is typical) due to the proposed alignment with FTA's affordable housing priorities.

## Overview

- The City's TOC plans, policies, and tools have performed well and remain largely relevant since their adoption.
- Since the ReinventPHX Plans were adopted in 2015, many things have changed or evolved to warrant a strategic update to the plans and their implementation tools.
- "Revisiting ReinventPHX" will produce four key outcomes through a tactical, yet robust, community engagement process that is anchored in real-world and actionable scenarios.
  1. **Mixed-Income and Mixed-Use Opportunities for City-Owned and Other Catalyst Sites.** Conceptualize scenarios for priority sites (such as city-owned properties) for development, with a special emphasis on how to deliver mixed-use concepts with mixed-income housing. These test sites will be used to anchor public engagement around the technical concepts
  2. **Refinements to the Walkable Urban (WU) Code.** Refine the WU Code to support better TOC outcomes, emphasizing mixed use, mixed-income housing, and thoughtful urban design for greater compatibility and design synergy with defining features throughout the Study Area.
  3. **An Opt-In Rezoning Process.** A process to allow property owners to voluntarily 'opt-in' to the WU Code to encourage the development, redevelopment, and/or adaptive reuse of properties by incentivizing development that is in alignment with the community vision.
  4. **Strategic Updates to the TOC Plans.** The content produced during this project should be added to the TOC Plans as a strategic update that will add depth, context, and additional recommendations.

## Study Areas

- 19North
- Solano
- Uptown
- Midtown
- Downtown
- Eastlake-Garfield
- Gateway and 50<sup>th</sup> Street

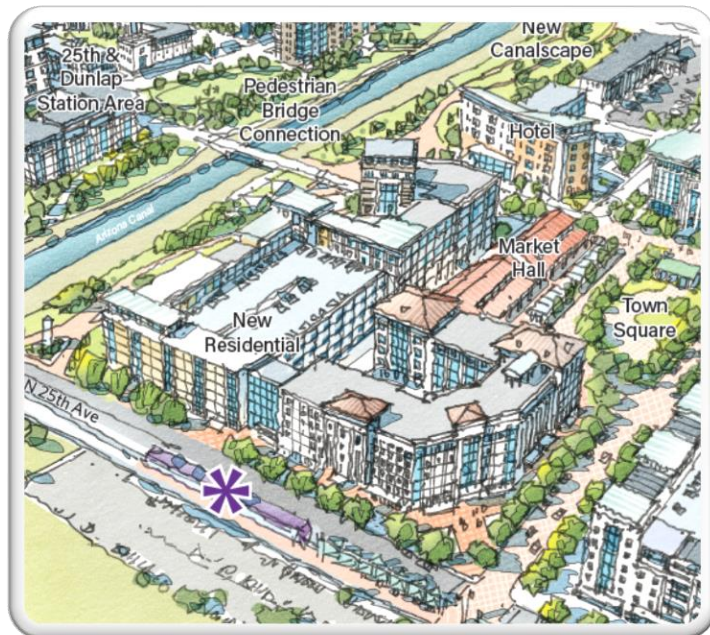






## Project Purpose: Update and advance the community visions established in the TOC Policy Plans by...

- **Streamlining** the development process for compatible proposals through “opt-in” zoning.
- **Preparing** city-owned sites (and other key sites) for disposition and development of mixed-use and mixed-income catalyst projects.
- **Updating** the “5-year action plans” and prioritizing city-led initiatives across departments.
- **Refining** the WU Code to better align development outcomes with the community visions, such as: a vertical mix of land uses, mixed-income housing, a mix of unit sizes, and vibrant streetscapes.
- **Re-energizing** constituents toward the renewed visions for these areas of our City.



*Example: Urban Design Concept for Catalyst Sites*



**Legend**

■ BUILT   ■ UNDER CONSTRUCTION   ■ PLANNED   — LIGHT RAIL   ● LIGHT RAIL STATIONS

Source: Analysis of Midtown Phoenix ('15 – '23)



# Next Steps:



PLANNING & DEVELOPMENT  
**PRESERVE  
SHAPE  
BUILD**

## Preliminary Schedule

- April 2024: Grant Awarded by FTA
- Fall 2025: Request for Proposals (RFP)
- Winter 2025: Award Consultant Contract
- 2025 – 2027: Project Activities, including targeted community engagement.

## Request for Proposals

- Seeking an Experienced Urban Design and Urban Policy Firm to Execute a Seamless Planning Process

## Key Stakeholders:

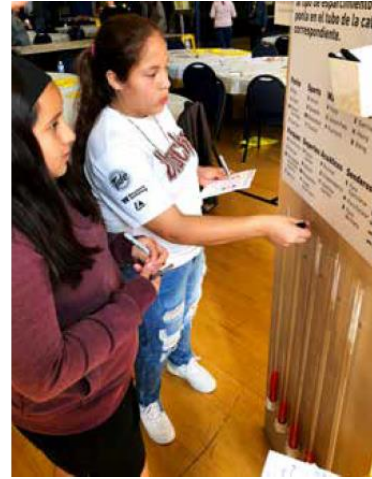
- City Council Members
- Village Planning Committees (VPCs)
- Study Area Residents
- Study Area Neighborhood Groups
- Developers and Commercial Landowners

## Approach Philosophy

- Be Intentional with Community Engagement
- Anchor Abstract Concepts in Real World Scenarios
- Deploy a Seamless Planning Process
- Engage the Council Districts, Early and Often

## Keystone Events

- Community Design Charrettes
- Interdepartmental Working Sessions
- Interagency Working Sessions



*Design Charrette: A process for collaborative problem-solving and decision-making centered around a multiple-day charrette as the transformative design event.*

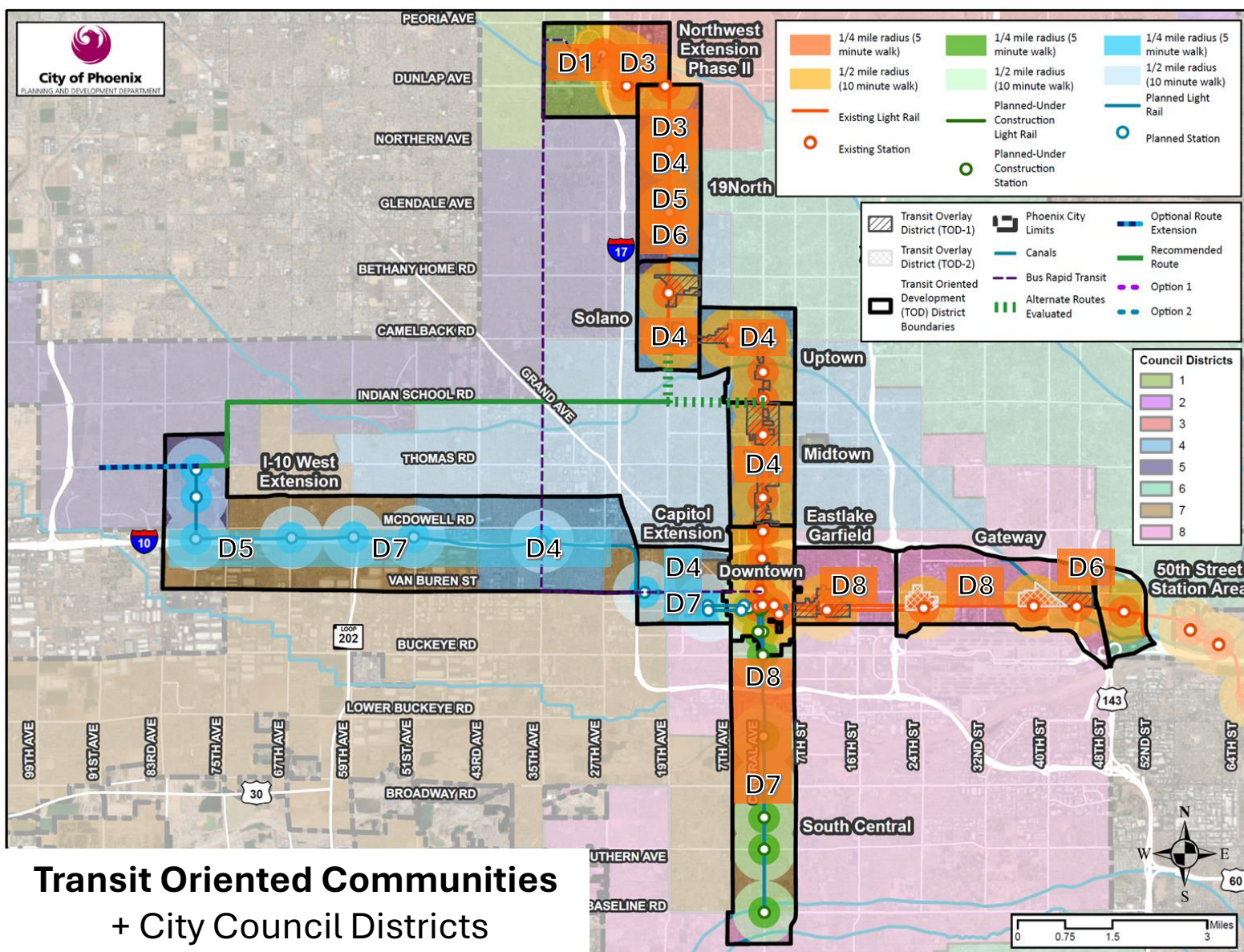
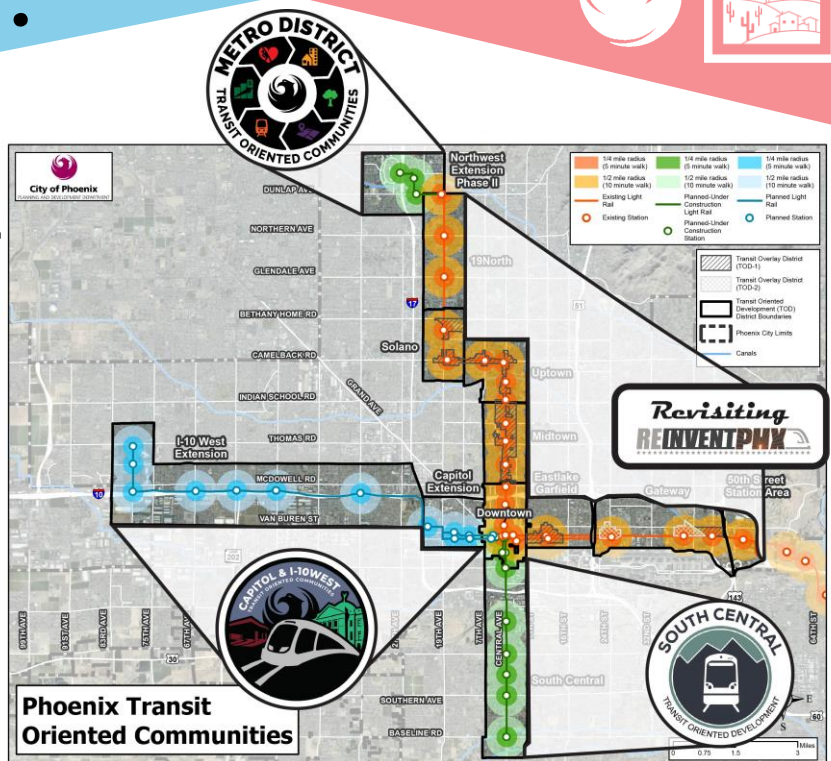


# TOC Overview:



PLANNING & DEVELOPMENT  
**PRESERVE  
SHAPE  
BUILD**

## Active TOC Initiative Map



**Transit Oriented Communities  
+ City Council Districts**