





## Federal Transit Administration

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### U.S. DEPARTMENT OF TRANSPORTATION LADDER STEP PROGRAM

The U.S. Department of Transportation identified Phoenix – specifically its South Central Light Rail Corridor project – as one of seven cities selected for the agency’s Ladders of Opportunity Transportation Empowerment Pilot (LadderSTEP) program. The aim of the program is to promote neighborhood revitalization by investing in transportation infrastructure to connect under-served communities with employment centers. The LadderSTEP program reflects a broader shift in thinking about the intersection of transportation projects, economic opportunity, and the people whose lives will be most affected.

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**Hustle PHX:** Business Assistance

**Friendly House:** Business Assistance

**Center for Neighborhood Technology:** TOD Expertise

**Wilson & Company:** Civil Engineering for TOD

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*“In loving memory of Amineh Warrayat, an irreplaceable member of the TOD grant team. Without her, this plan could have never come to fruition.”*

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The Late Mr. Perry Ealim  
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South Mountain Community Center  
 Emmett McLoughlin Community Training and Education Center

# RESOLUTION FROM CITY COUNCIL

# SOUTH CENTRAL ETOD PLANNING

## EXECUTIVE SUMMARY

In 2016 the City of Phoenix was awarded a federal grant to engage the community and support local businesses along the South Central Avenue planned light rail extension. The product of this grant exercise will be a living document, inspired by the hearts and voices of the community. The project has two major activity areas which are further divided into several key tasks and subtasks. The two major activity areas are TOD Planning and Business Assistance. The City of Phoenix in collaboration with project partners, community stakeholders, and the Mayor and Council appointed South Central TOD Steering Committee developed this TOD policy plan specific to the South Central corridor. This plan will serve to attract, guide, and prioritize strategic investments in infrastructure, housing, economic development, and other areas to realize a shared community vision for the future of the corridor.

## PLANNING PROCESS/Framework

The Planning process framework was first established in 2011 as part of a \$2.9 million HUD Sustainable Communities Challenge Grant to develop a framework and five community-driven policy plans for the first Transit Oriented Communities in the City of Phoenix at that time. That project/initiative became known as ReinventPHX and continues to provide policy support for all subsequent TOD planning efforts. Three key components of the planning framework remain and provide a strong organizational foundation for planning with new and upcoming Transit Oriented Communities. This plan is organized to reveal these as follows:

**PART 1: INTRODUCTION** (ABOUT THE PLAN)

**PART 2: WHO WE ARE TODAY** (CURRENT STATE ASSESSMENT)

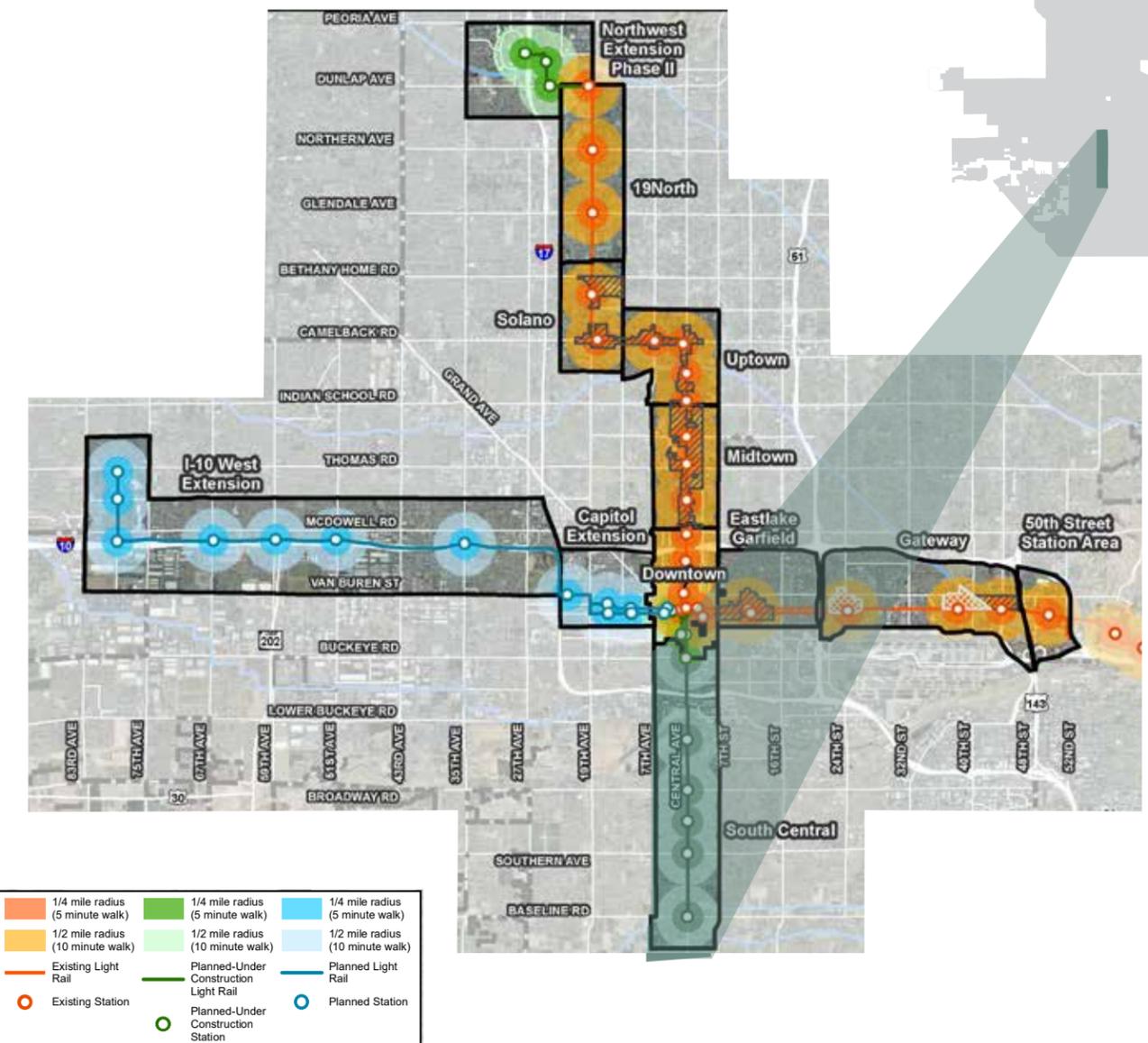
**PART 3: WHAT WE WANT** (VISION FOR THE FUTURE)

**PART 4: HOW WE GET THERE** (IMPLEMENTATION)



# SOUTH CENTRAL CORRIDOR CONTEXT

The South Central Corridor community is the newest addition to Phoenix's Transit Oriented Communities and is generally bound by the Union Pacific Railroad on the north, South Mountain Avenue on the south, 7th Avenue on the west, and 7th Street on the east.



## HOW TO USE THIS PLAN

### PLAN NAVIGATION

Critical to the success of any plan is its usefulness. One major objective from the start of the South Central TOD Planning project was the need to ensure the plan is a living, useful, and accessible tool for the community, stakeholders, and development professionals at all levels. With this in mind, the plan provides a digital navigation bar at the top of each page for ease of navigation, understanding, and overall usefulness. The below section summaries are to guide the users in navigating the plan as a tool to implement positive change for existing and future residents.

#### PART 1: INTRODUCTION (ABOUT THE PLAN)

This section highlights the historical context in which the corridor has taken shape, and reveals the evolving framework for which the planning process followed. By embracing the corridor's history and acknowledging past inequities we have a plan that looks to bridge historical divides and build on the community's strengths.

#### PART 2: WHO WE ARE TODAY (CURRENT STATE ASSESSMENT)

This section synthesizes and summarizes a data-driven assessment through the lens of six (6) planning elements and reveals several best practice investments. It also provides a summary of the robust public participation efforts, community outreach methods, and listening and learning with resident and stakeholders to understand the corridor needs through people and data.

#### PART 3: WHAT WE WANT (VISION FOR THE FUTURE)

This section describes and illustrates a shared community vision for the year 2045 with the use of vision narratives and conceptual illustrative plans. Additional maps are provided that showcase resident identified areas to protect, enhance, and investment. Lastly, community prioritized investments are mapped and organized by the six (6) planning elements.

#### PART 4: HOW WE GET THERE (IMPLEMENTATION)

This section contains a preliminary Form-Based Code Character Areas assessment, and organizes corridor-wide outcomes, strategies, and actions through the six (6) planning elements; aimed at making progress towards creative, collaborative, and interdisciplinary solutions to help transition the current state towards achieving the shared community vision.

## WHAT THIS PLAN DOES

### POLICY PLANS PROVIDE GUIDANCE

The South Central Transit Oriented Development (TOD) Community Plan is a guide for transforming the South Central Corridor communities into walkable transit oriented communities.

### THIS PLAN DOES:

- Provide City-Wide policy guidance to encourage transitioning the existing conditions to a more equitable, healthier, economically resilient, and sustainable transit oriented and walkable environment through multi-disciplinary collaboration with internal and external partners.
- Lay a foundation for future land use and development to rezone to the Walkable Urban Code.
- Lay a foundation for future transportation and infrastructure investment to prioritize people walking, biking, and using transit.
- Provide support for future grant/funding opportunities towards achieving the community vision.
- Provide guidance and support for public and private investments to ensure community benefits are prioritized in alignment with the community's vision for the future.
- Provide a tool for all partners to be held accountable as vision advisors through advocating and participating in a diverse array of implementation actions to achieve the community vision.

### THIS PLAN DOES NOT:

- Rezone any property, business, or residence.
- Purchase any property, business, or residence.
- Impose any regulatory standards that aren't already applicable.





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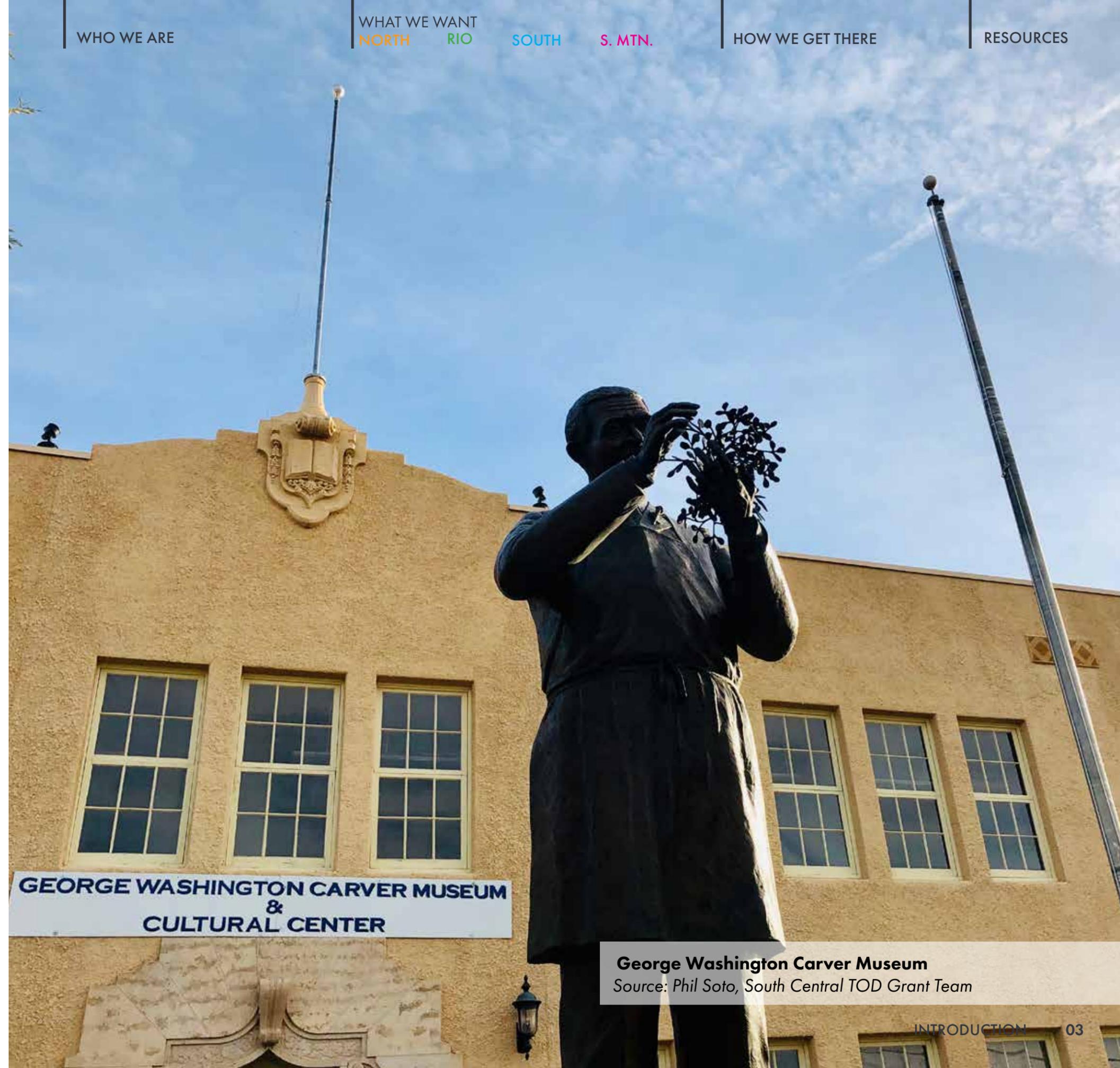
## PART 1 INTRODUCTION

This plan articulates the community's vision for the future based on current conditions and aspirations to become one of Phoenix's leading Transit Oriented Communities. The plan also identifies paths forward through community investments, partnerships, and implementation strategies.

“ We must acknowledge history, and not repeat it. ”

**VICE CHAIRWOMAN TAMALA DANIELS**

South Central TOD Steering Committee 2018-2021



**George Washington Carver Museum**

Source: Phil Soto, South Central TOD Grant Team



# ABOUT THE SOUTH CENTRAL CORRIDOR

## SOUTH CENTRAL CORRIDOR

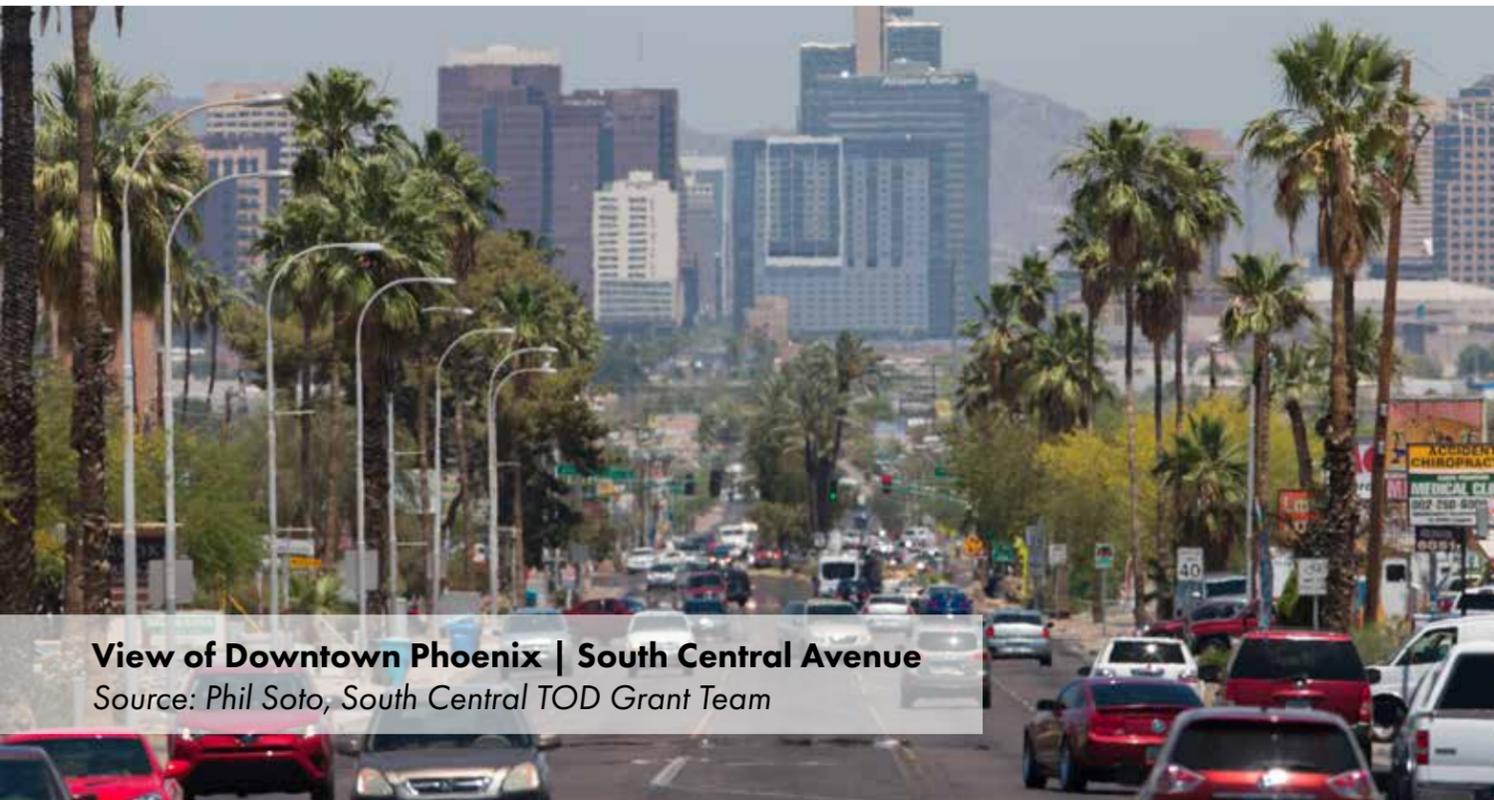
The South Central Corridor is uniquely situated between two regional destinations, Downtown Phoenix to the north, and South Mountain Preserve to the South. It is also bisected by the Rio Salado, a major waterway that gives life and nurtures an ecologically diverse urban oasis in the heart of the greater Phoenix Metropolitan area. This unique geographic position in combination with a major public investment to serve the community through the South Central Avenue planned light rail extension has positioned the South Central Corridor Communities for a unique opportunity to engage in robust collaboration, visioning, and capacity building towards achieving a community-based vision for a more equitable, sustainable, healthier, and prosperous future for everyone.

## HISTORIC FACTORS

Communities across the nation have focused discussions around several historic factors such as redlining, exclusionary zoning, racist restrictive covenants, and discriminatory lending practices that have created a health, wealth and housing gap disproportionately impacting communities of color. The South Central Corridor communities are no exception and have acknowledged

these historic factors in their own communities, with some being documented more recently through various research, community and city driven efforts. South Phoenix living conditions have suffered through land use industrialization, poor housing conditions, lack of infrastructure investments, and lack of access to health resources and opportunities.

These topics have been intrinsic in empowering residents and community members towards more equitable outcomes, goals, and investments that benefit existing residents first. Despite these challenges and history, South Phoenix has proven resilient, and seeks creative, collaborative, and authentic ways towards improving the quality of life for everyone.



**View of Downtown Phoenix | South Central Avenue**

Source: Phil Soto, South Central TOD Grant Team



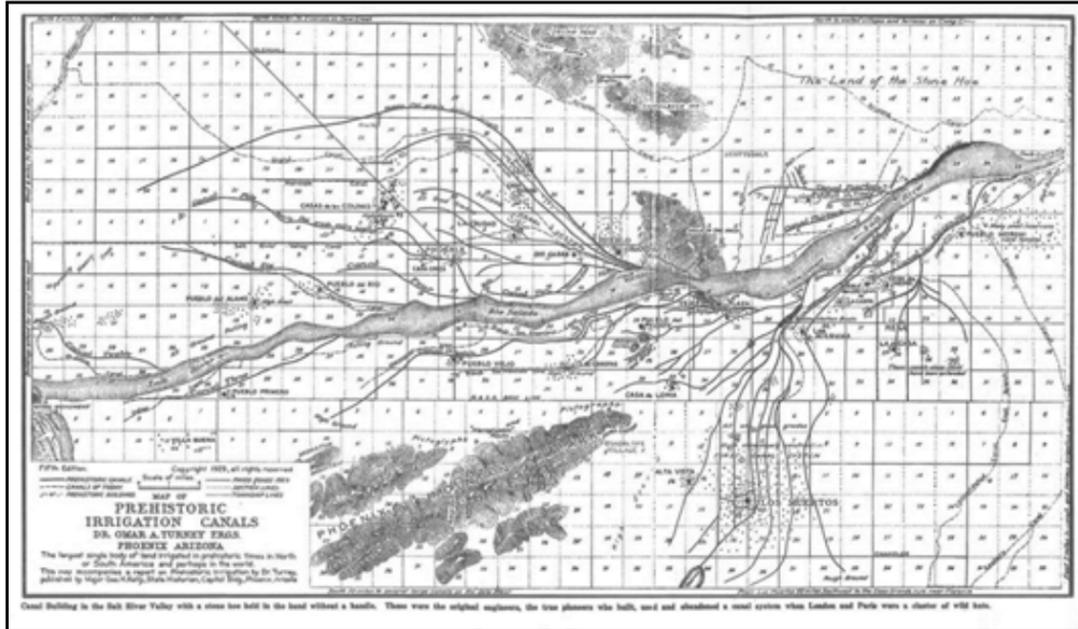
**View of South Mountain | South Central Avenue**

Source: Phil Soto, South Central TOD Grant Team

# SOUTH CENTRAL CORRIDOR MEMORIAS - HISTORY AND CULTURE

## Introduction

From about A.D. 1 to 1450, the Hohokam inhabited numerous large villages throughout the Salt and Gila River valleys. The Hohokam engineered highly sophisticated canal system that carried water over hundreds of miles, turning the desert into fertile, irrigated farmland. Omar A.



Turney, one of the first to map the historic canals in the Salt River Valley, stated that the Hohokam had developed the largest single body of land irrigated in prehistoric times in North America(1). The longest recorded canal extended close to 20 miles or more, beginning at Pueblo Grande and reaching as far west as present day Glendale(2).

The Hohokam, ancestors to the present day O’Odham (also known as Pima), vacated their irrigation systems by the middle of the 15th century, leaving behind, throughout the valley, ‘villages containing platform mounds, elliptical ballcourts and trash mounds covered with broken ceramic pots and other artifacts.’(3) One of those villages, Pueblo Viejo, was located in the South Central Corridor. For the next 400 years, the Salt River Valley remained mostly abandoned.

In 1865 John Y.T. Smith arrives in the valley with a contract to deliver hay to Ft. McDowell, settling in the valley’s east side, where he built the first house in the valley as a hay ranch.

Pioneer Jack Swilling, and soon to be the founder of Phoenix, arrives in the valley during the fall of the same year, and stops at Smith’s ranch. In front of him, stretching endlessly, he encounters the historic Hohokam canals crisscrossing the valley floor. An idea is formed, ‘It seemed an easy task to throw these waters over the fertile desert, which was all that was necessary to make this desert valley blossom as a rose’ (4). And the rest is history.

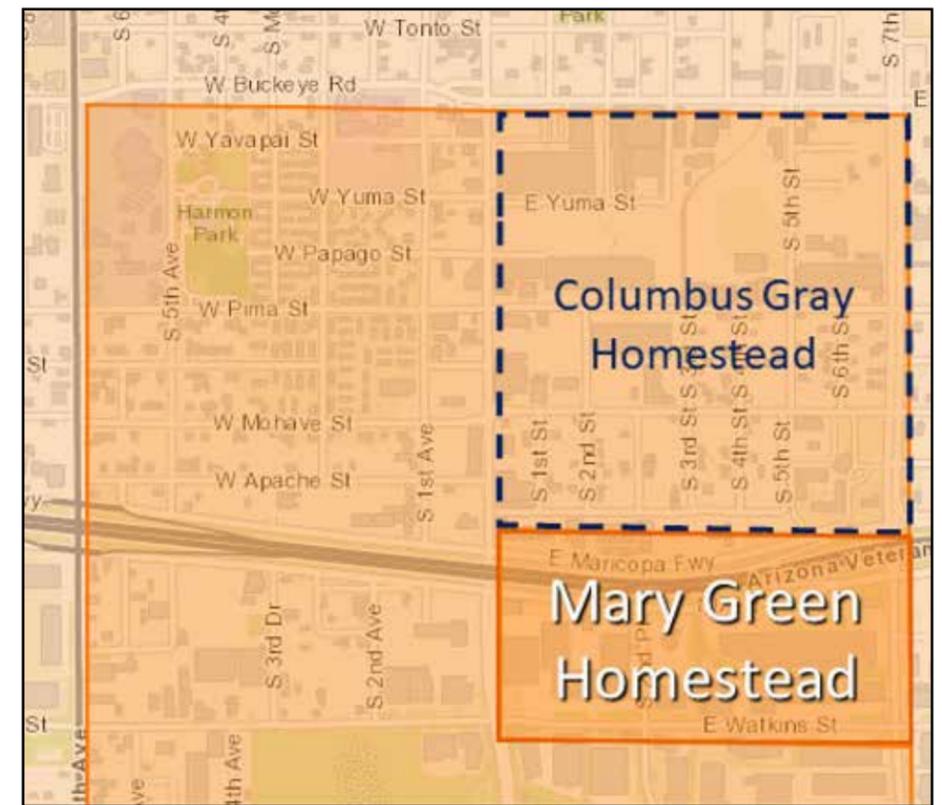
## SOUTH CENTRAL HISTORY

The South Central Corridor history begins barely one year after Jack Swilling’s arrival. The Columbus H. Gray family arrived from Union County, Arkansas in 1868, and settled at 7th Avenue and Mohave, a 160-acre homestead encompassing Central Avenue to 7th Avenue and Buckeye Road to Durango Road. With the family arrived Mary Green, a free slave and the first free African American woman to arrive in Phoenix with her two children.

Columbus Gray also filed for an additional 80 acres under Mary Green’s name which was issued on 10/20/1891. In 1888, Mary was the first to purchase property in what is now Tempe, - a 160 acre homestead where she built a modest brick home. Mary would return to Phoenix in 1900, but some of her family would remain in Tempe.

While many African American families would eventually settle in Eastlake and west of the corridor, Hispanic families have always been an integral part of the history of Phoenix and the South Central Corridor. By 1868, ‘Mexican workers proved vital in early irrigation work. They worked on constructing the canals and served as the zanjeros (ditch overseers). They also were farmworkers. Mexicans constructed many of the adobe buildings in the city and did other kinds of maintenance or construction work in the city. A few Mexican entrepreneurs established businesses.’ (5)

Most Mexican families in the late 1800s settled south of the railroad, in the areas of Grant and Central Parks to Buckeye Road, along with African-American and Asian immigrants, in the few areas the poor could afford to live, without many amenities. They also worked in warehouses, slaughterhouses and processing plants that surrounded the areas near the railroad. While Mexicans comprised half of the population in 1877 and 45% in 1880, the influx of Anglo American settlers via railroad was profound, and by the year 1900, the percentage of Hispanic residents had dropped to 14%.



**Columbus Gray and Mary Green Homesteads**  
Source: Bureau of Land Management

## SOUTH CENTRAL TRANSFORMATIONAL EVENTS

### Rio Salado Flooding, World’s longest bridge, Race Restrictions

The cycle of dramatic floods in the late 1800’s up to 1910, resulted in an all-out effort, if not close to a brawl between two cities, to get a bridge over the Rio Salado. While Tempe had the shortest span and better bed rock, Phoenix had Dwight B. Heard, his 7,000 acres of agricultural land south of the river and his political experience with the Roosevelt Dam, so Phoenix gets the Center Street (now Central Avenue) Bridge. Dedicated in 1911, it was considered the world’s longest bridge under the category of “reinforced concrete” at the time. Prior to the bridge, the areas south of the Salado were only agricultural and laborers working in south Phoenix had to travel over the Salado on a dirt track on Center Street on foot or in horse-drawn carriages.

By the 1920s, race-restrictions against African Americans, Mexicans and Asians began to appear as part of city housing covenants. Along with restrictive real estate and lending practices there was almost a complete restriction on the ability of minorities to get a loan or to purchase property north of Van Buren Street, which became the ‘de facto’ boundary for minorities.

The South Central Corridor spans over 5 miles in length, from Grant and Central Parks to Dobbins Road and 7th Avenue to 7th Street, making this corridor unique in the multitude of culturally diverse neighborhoods. Academic studies and historic surveys such as those produced

by the City of Phoenix, provide an in-depth view of the historical African-American, Asian, and Mexican experience, and of the southern areas of Phoenix - much greater area than this corridor. This introduction offers a small glimpse of a couple of people and events that embodies the strength and resilience of the South Central Corridor and its people.



## SOUTH CENTRAL TRANSFORMATIONAL EVENTS

### Father Emmett McLoughlin, The People’s Padre

Father Emmett, a newly ordained Catholic priest arrives in Phoenix in 1934. The Franciscan Order staffed St. Mary’s Church which served South Phoenix, and as its newest member, Father Emmett got the assignments no one wanted. In his autobiography, People’s Padre, he described the south side of Phoenix as an area of mostly cardboard and wooden crate shacks without plumbing or electricity and he believed this was one of the reasons Arizona had the highest rate of infant and maternal mortality rate at that time. So, he enters a contest, wins \$600 which he uses to renovate an abandoned grocery into a community center and social hall for African Americans, and another building as a free maternity clinic. He recruited volunteer doctors and nurses and offered family planning – to all - regardless of color or race. In 1939, Father Emmett is appointed Chaplain of the Arizona House of Representatives and through his strength and commitment to affordable housing, he was the force in applying for federal funds for Matthew Henson and Marcos de Niza public housing projects. He secured funds to build St. Monica’s Hospital (now Phoenix Memorial Hospital) and with the help of the community, the hospital was completed in 1944 along with St. Monica’s School of Nursing, **the first, west of the Mississippi River, to be a ‘non-sectarian and inter-racial’ accredited facility.** Father Emmett also convinced Eleanor Roosevelt to visit the hospital, which she did on March 22, 1947. Mrs. Roosevelt noted how interested she was in the school, pointing that racial discrimination was completely eliminated and that the hospital had a wonderful atmosphere. (6) In its 12 years, the school graduated 145 nurses. (7)

Once World War II ended and servicemen returned to their families, things slowly began to change. Initially, many in Anglo Phoenix society expected pre-war social conditions to continue. David Perez, a member of the famed Bushmasters of World War II and a future police officer with the City of Phoenix, attempted to use his G.I. Bill rights to finance a home for his family. He was, however, prevented by the dual problem of not being able to purchase north of Van Buren Street and the reality that banks redlined, and refused home loans in the area south of Van Buren Street.

**POST WWII AND THE AMERICAN LEGION THUNDERBIRD POST 41**  
[entering Post 41 fight for housing equality]

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7. Arizona Nurses Association. White Caps in the Desert. <https://cdn.ymaws.com/www.aznurse.org/resource/resmgr/Docs/White%20Caps%20in%20The%20Desertreduced.pdf>
8. Hispanic Historic Property Survey, City of Phoenix (Historic context, pg. 73)

### Pedestrians Crossing | 5200 S. Central Avenue

Source: Phil Soto, South Central TOD Grant Team

## EQUITABLE TRANSIT ORIENTED DEVELOPMENT (ETOD)

### What is ETOD?

In 2013 the City of Phoenix adopted the TOD Strategic Policy framework (amended 2016 and 2018) which includes “equity” as one of the five interrelated and interdependent factors meant to permeate planning and decision making processes to help ensure sustainability in planning for our Transit Oriented Communities in Phoenix. Equity is described to ensure people of all ages, income levels, races, ethnicities and abilities have fair access to the benefits provided by community investment in light rail. It is also noted that often times the cost of living, health impacts, and urban development disproportionately affect middle and lower income families, where as Equitable communities and for our

purposes, Equitable Transit Oriented Development (ETOD) communities, enhance the quality of life for everyone. More recent conversations locally, in particular as part of this planning process, and nationally as part of other similar community revitalization and planning efforts have consistently revealed several historic, institutional, and systemic factors as barriers to achieving truly equitable outcomes even with the best of intentions.

### An honest approach to ETOD in South Central

Although this document is not titled an “Equitable TOD” policy plan, a lot of great work has contributed to more equitable, authentic, and inclusionary outcomes, it is important to acknowledge

that greater progress in equitable engagement and community planning are still needed. The intent is not to celebrate this plan as being solely representative of a model equitable TOD policy plan, process, or outcomes; it is intended to make visible these disparities, barriers, and challenges to encourage ongoing efforts, collaboration, and partnerships for more equitable outcomes in south central and other Phoenix communities. It is also to acknowledge the community desire for equitable investments, while being fully transparent that there is a need to continue learning, exploring, and evolving our processes and approach towards resilient, inclusive, sustainable, and equitable communities.

### SOUTH CENTRAL ETOD

The South Central Communities have voiced strongly and consistently the need to correct the long standing and historic disinvestment in their communities, while simultaneously acknowledging that the wrong type, speed, or intensity of investment could trigger higher displacement risk as a result of expedited gentrification. On one hand “investment” is critical to correct the inequities of the past, and on the other hand the wrong type of “investment” may be harmful and exacerbate challenges for existing residents.

To remedy this, several community driven conversations have revolved around the need to provide more opportunities, support, and resources for community wealth building. In particular, individual and community wealth building through property and land ownership, entrepreneurship, and community leadership. This approach is critical to empowering the community towards achieving “gentle-fication”, a slower, targeted investment approach towards community revitalization while reducing the risk of displacement.

The South Central Equitable TOD vision, outcomes, investments, strategies, and actions in this document are intended to make progress, provide tools, and break barriers to allow South Central residents more opportunities in building long term individual and community wealth.



### Pool Repair Pool man | 3242 S. Central Ave.

Source: Phil Soto, TOD Grant Team

# AN EVOLVING FRAMEWORK

## Phoenix Transit Oriented Development (TOD)

In 2008, the largest light rail construction project in the nation’s history was completed in Phoenix. This major achievement was the result of a partnership between local and federal agencies, strong civic leadership, and visionary urban planning that began decades earlier. The infrastructure, however, was designed to not just add high quality transportation options, but to lay a foundation for “reinventing” the communities surrounding it and creating new urban living choices in a city planned almost entirely for the automobile.

In 2011, the City of Phoenix was awarded a \$2.9 million Sustainable Communities Challenge Grant from the U.S. Department of Housing and Urban Development (HUD). Thus, a collaborative partnership and initiative between the City of Phoenix, the U.S. Department of Housing and Urban Development, and numerous other organizations was born. This partnership came to be known as “ReinventPHX” and aimed to create a new urban development model in Phoenix to achieve **Walkable Communities**. ReinventPHX resulted in the creation of a TOD Strategic Policy Framework followed by five District Policy Plans to illustrate the community vision and align it with development strategies and actions for the communities situated along the first phase of the light rail.

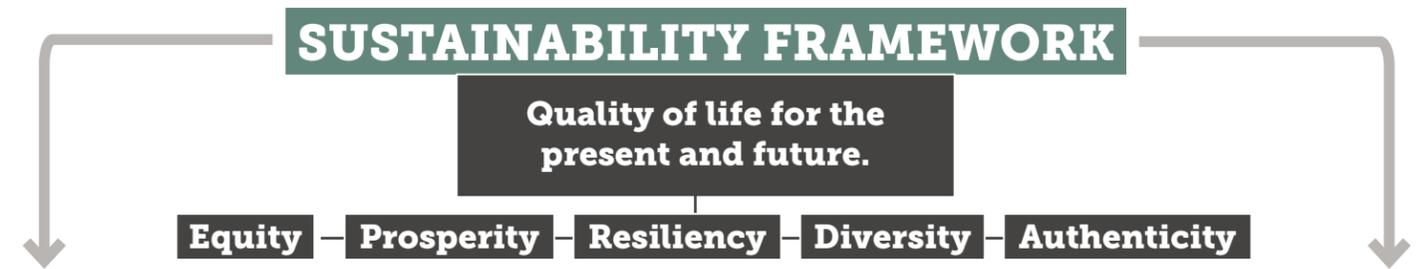
The five (5) TOD Districts are: 1) the Gateway District; 2) the Eastlake Garfield District; 3) the Midtown District; 4) the Uptown District; and 5) the Solano District. Soon after, in 2016, the Northwest Extension Phase I was completed and shortly after, the city began a 2-3 year process working with the community to develop a sixth TOD Policy Plan, titled 19North, using the ReinventPHX TOD Strategic Policy Framework as a guide. The Phoenix City Council adopted the 19North Policy Plan on April 7, 2021.

## TOD Strategic Policy Framework

Since its adoption in 2013, the City of Phoenix TOD Strategic Policy Framework has been utilized successfully to provide a holistic and multidisciplinary engagement, visioning, and implementation plan framework for several diverse transit oriented communities in Phoenix.

This framework has evolved over the years to respond to various community needs yet maintains its foundational structure inclusive of **five (5) interrelated and interdependent factors (Equity, Diversity, Authenticity, Resiliency, and Prosperity) to permeate planning and decision making processes to help ensure sustainability.**

Additionally, the framework maintains the **six (6) planning elements structure (Housing, Economic Development, Land Use, Mobility, Health, Green Systems) to ensure a multi-disciplinary process.**



## TRANSIT ORIENTED DEVELOPMENT (TOD) SUSTAINABILITY FRAMEWORK

The TOD planning effort for the South Central Corridor communities has built upon the lessons learned through the ReinventPHX TOD Strategic Policy Framework and six subsequently approved TOD District Policy Plans. The project team allowed stakeholders’ perspectives to inform a unique approach to generate a 30-year vision relative to the six planning elements (below) and five factors towards sustainability (above).



Land Use

The **Land Use Element** focuses on the spatial pattern of urban development, including intensity, design, building form, and unique place-making characteristics.



Health

The **Health Element** focuses on key aspects of the built environment that impact public health, the availability of healthy food, recreational amenities, and safe places to walk and bicycle.



Housing

The **Housing Element** focuses on the affordability, quality and diversity of residential living options.



Mobility

The **Mobility Element** focuses on the movement of people and goods, including the availability of quality multi-modal transportation options.



Economic Development

The **Economic Development Element** focuses on the financial prosperity of businesses and residents, including the access to jobs, training and educational opportunities.



Green Systems

The **Green Systems Element** focuses on the design of buildings and infrastructure to improve resource efficiency and environmental protection.

*It is important to recognize that these six planning elements are intrinsically interconnected to one another and changes in the defining factors of one element are likely to have impacts that affect the conditions of other elements. Active engagement of South Central Corridor communities allowed for the creation of a plan that is responsive to the specific needs and desires of their community.*

# PLANNING PROCESS: 3 KEY STEPS

## OVERVIEW

The planning process was structured in three steps, Who We Are (Current State Assessment), What We Want To Be (Vision for the Future) and How We Get There (Implementation). Community engagement and capacity building was integrated into each step. The Who We Are step entailed a data-driven analysis of the current conditions within the Corridor using information derived from resident workshops and existing plans and databases. The What We Want To Be step included surveys, workshops, and focus group discussions that facilitated community conversations that helped describe a desirable future using narratives and illustrations. Lastly, the How We Get There step, best-practice implementation strategies, policies and area specific actions were identified to build upon the Corridor assets, reduce liabilities, and catalyze progress towards the Vision.

### STEP 1: Who We Are (Current State Assessment)

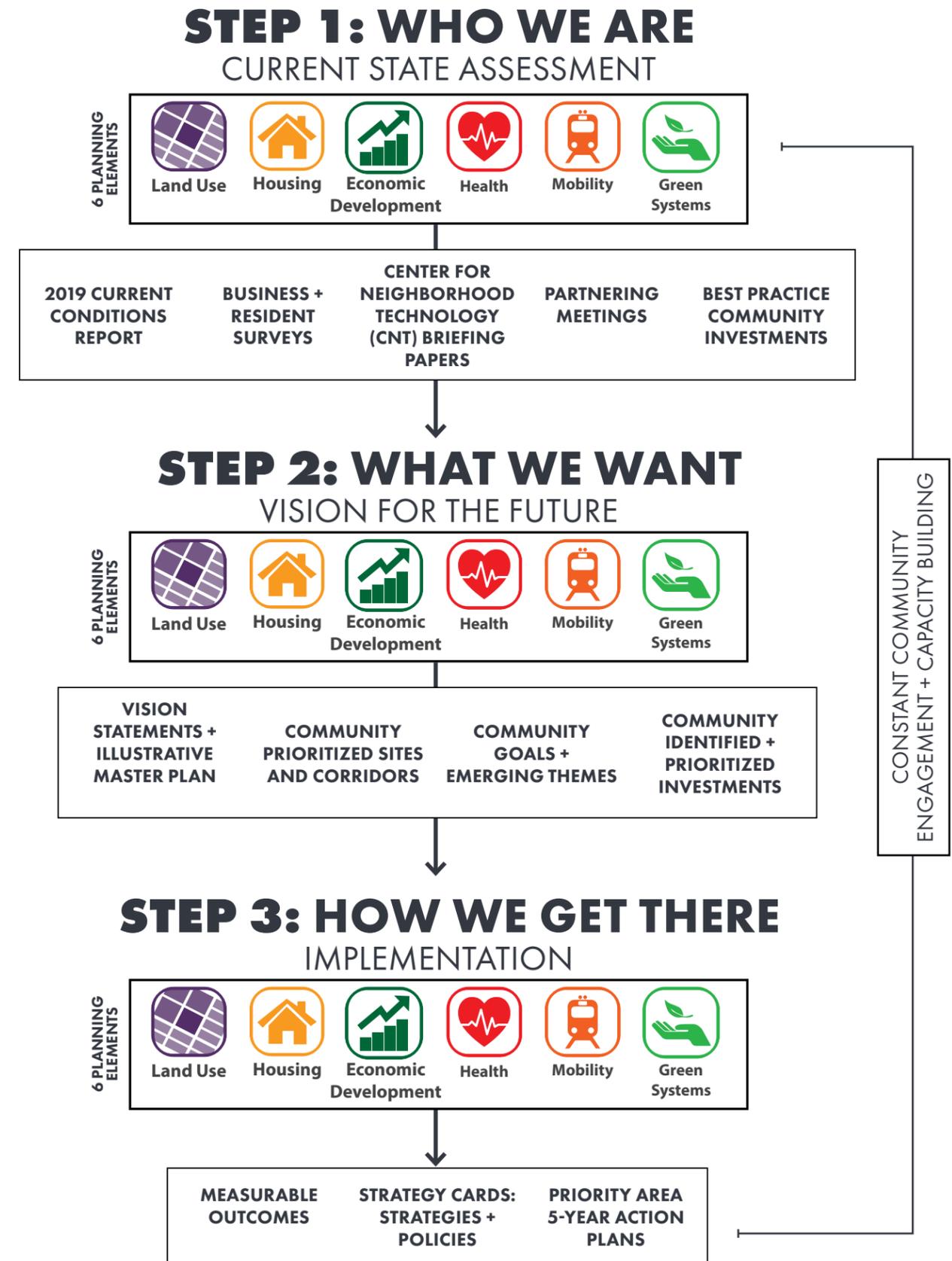
Residents and other Corridor stakeholders participated in surveys, bilingual workshops, and field surveys designed to identify and map assets, community needs, and improvement opportunities. This input was then synthesized with secondary data, such as demographic, land use, crime, traffic injuries, and economic conditions, etc. and analyzed using Geographic Information Systems (GIS), statistical software, and other data to complete an assessment of the existing conditions.

### STEP 2: What We Want (Vision for the Future)

A series of public participation events that began with broad themes and progressed to specific designs were held to inform the creation of a shared long-term vision. Two week-long community workshops were conducted in large presentation formats as well as small round-table conversations that facilitated a two-way exchange of knowledge between residents and the project team. Input was then compiled, analyzed, and presented back to stakeholders in an iterative feedback process.

### STEP 3: How We Get There (Implementation)

The How We Get There phase included small discussions and large capacity-building forums with urban development professionals, various city department staff, and community stakeholders. Evidence-based best practices were identified to respond to the unique conditions in the Corridor and help advance the current state towards the vision. Ongoing Engagement with the South Central TOD Steering Committee refined and prioritized practices that were most appropriate for the Corridor and helped identify partnerships that could potentially provide implementation resources.



# A SOUTH CENTRAL CORRIDOR APPROACH | TARGETED ENGAGEMENT

Several historic, contextual, and community driven factors have contributed to a positive shift in the approach and application of the TOD Strategic Policy Framework to better fit the uniqueness of the South Central Communities. A heavy emphasis on Equity has resonated with South Central Communities and stakeholders from the beginning of the planning process and still holds strong.

Success in all aspects of the planning work were not to be measured by aligning the community to the framework, but rather aligning the framework to the community. In this instance, the South Central Community expressed countless the need to “reject displacement” thereby providing a heavier “lens” towards the equity component of the TOD Framework. This South Central Corridor approach utilized the framework to extract unique conditions, goals, and outcomes. This informed a process that prioritized information and adjusted the work program towards minimizing impacts to the most vulnerable populations at risk of displacement. The following sections outline several of the planning work program items that were adjusted to fit the needs of the South Central Communities.

One equity driven outcome that resulted from the emphasis toward Equitable TOD was to encourage ongoing partnerships between the City and local non-profit experts as they continue reaching, listening, and understanding the voice of populations on the verge of and experiencing the impacts of historically systemic racial, social, and economic inequity.

Comparatively, a targeted engagement effort was also taken to listen, educate, and collaborate with the local development professionals on the needs and opportunities for Equitable TOD to protect residents at risk of displacement. This effort, described further on page 212, complemented the holistic multidisciplinary approach outlined in the Framework and set the stage for a positive evolution in planning for our Transit Oriented Communities in a more equitable way.



# A SOUTH CENTRAL CORRIDOR APPROACH | EQUITABLE INVESTMENT MENU

Every community desires investments that come in many shapes and sizes, with one key feature of providing community benefits. From common infrastructure elements such as safe sidewalks, safe bike lanes, and enhanced transit shelters, to more complex integrated networks of public plazas, open spaces, or ecological preserves. Investments should be context specific, especially in and around ETOD communities that perform differently from other automobile dependent parts of a city.

All investments have a unique place and bring unique opportunities. As part of the planning process, the community is asked to prioritize investments unique to their history, experiences, and in alignment with making progress towards the community vision for the future. In South Central, yet again, the community has enlightened us with a perspective to bring forward a new category/“lens” to evaluate investment options.

This has led to the creation and addition of several context specific equitable investment options needed to support populations at risk of displacement. For the complete “Investment Menu” options please see the **resources section**.

## Land Bank/Trust

An investment option to establish an entity that may acquire, hold, develop, and dispose of land in alignment with the community vision.

LAND USE  
**LAND BANK / TRUST**



**POLICIES & STRATEGIES:**  
Establish a land bank / trust for the acquisition, holding and disposition of land for community focused uses and benefits.

**LB**

## Displacement Policy

An investment option for policy support that incentivizes resident and business ownership opportunities.

HOUSING  
**DISPLACEMENT POLICY**

Rent-to-own homes  
A how-to guide for home sellers.



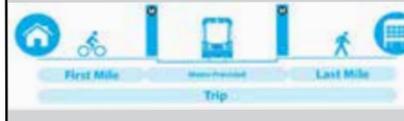
**POLICIES & STRATEGIES:**  
Provide current renters in the corridor “rent-to-own” and ownership incentive options to stabilize current residents and businesses.

**DP**

## First/Last Mile

An investment option for infrastructure needs supportive of safe, healthy, and equitable first and last mile active transportation connections.

MOBILITY  
**ADDRESS FIRST / LAST MILE TRANSPORTATION GAP**



**POLICIES & STRATEGIES:**  
Address first / last mile transportation gap.

**FL**

## Discounted Transit Passes

An investment option for reduced costs and discounted transit passes for residents, workers, and communities dependent on public transit.

MOBILITY  
**DISCOUNTED TRANSIT PASSES**



**POLICIES & STRATEGIES:**  
Reduced costs annual passes for corridor residents and employees.

**DT**

## Urgent Care Facilities

An investment option for smaller scale, medical facilities that provide timely and neighborhood accessible health services.

HEALTH  
**URGENT CARE FACILITIES**



**DESCRIPTION:**  
Small scale medical facilities, partnered with medical centers to provide localized, timely services.

**COMMUNITY BENEFITS:**  
• Additional Neighborhood Amenities

**UC**

## Workforce and Education

An investment option to improve skills training, education, and small business, and local industry support.

ECONOMIC DEVELOPMENT  
**WORKFORCE AND EDUCATION**



**POLICIES & STRATEGIES:**  
Skills training and education programs that support existing businesses and industry.

**WE**



# A SOUTH CENTRAL CORRIDOR APPROACH

## PROTECT, ENHANCE, INVEST

Another aspect of the planning work that evolved to fit the needs of the South Central Communities is the language chosen to describe the community identified “areas of change”. “Areas of change” are distinct categories showing a level of community support for land use and development growth. It was important to use language that resonates with the community, residents, and local stakeholders, especially to distinguish areas in need of protection from displacement. The South Central Corridor “areas of change” have been labeled as “Protect”, “Enhance”, and “Invest”.

### PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. \*Housing investments examples: ADU’s, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.



Rate of Change



Scale of Change



Intensity of Change

### ENHANCE

Areas designated for **slow to moderate rate of growth** strategies, **medium scale** and **medium intensity** investments. \*Housing investments examples: Courtyard Apartments, Townhouses medium multiplex, live-work.



Rate of Change



Scale of Change



Intensity of Change

### INVEST

Areas designated for **moderate rate** of growth strategies, **medium/large scale** and **medium/high intensity** investments. \*Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.



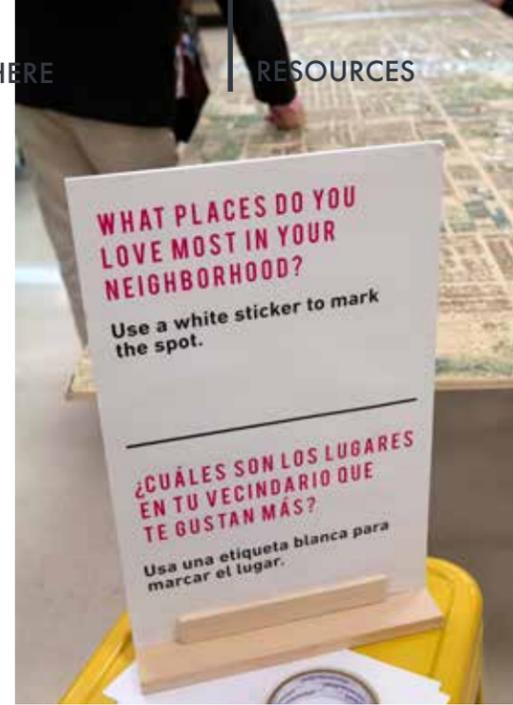
Rate of Change



Scale of Change



Intensity of Change



## PART 2 WHO WE ARE

A successful community plan must first listen to and honor the stories of the communities past and present before being given the opportunity to grow a future together.

“ We must protect our most vulnerable. ”

**COUNCILMAN GARCIA**  
Council District 8

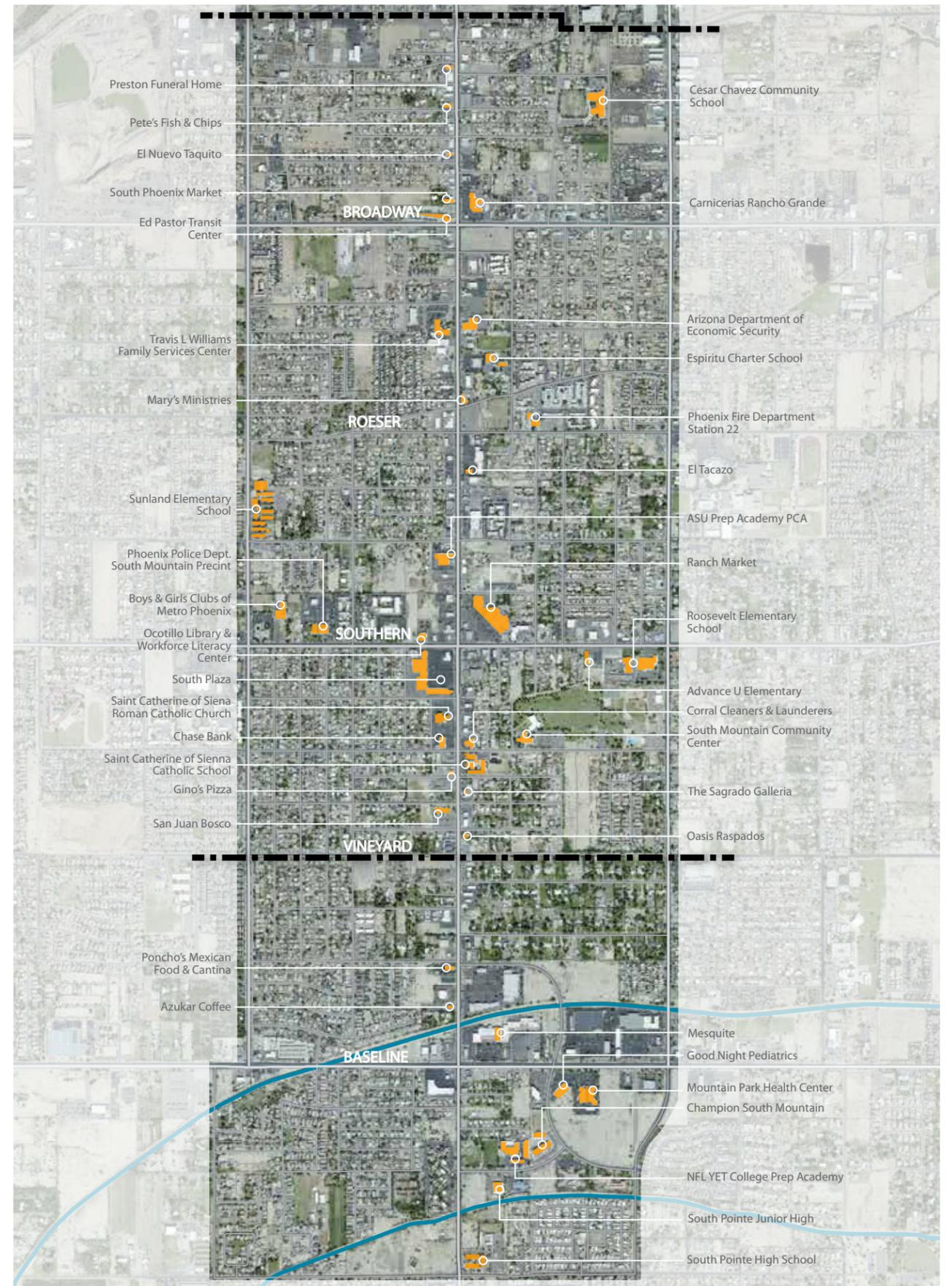
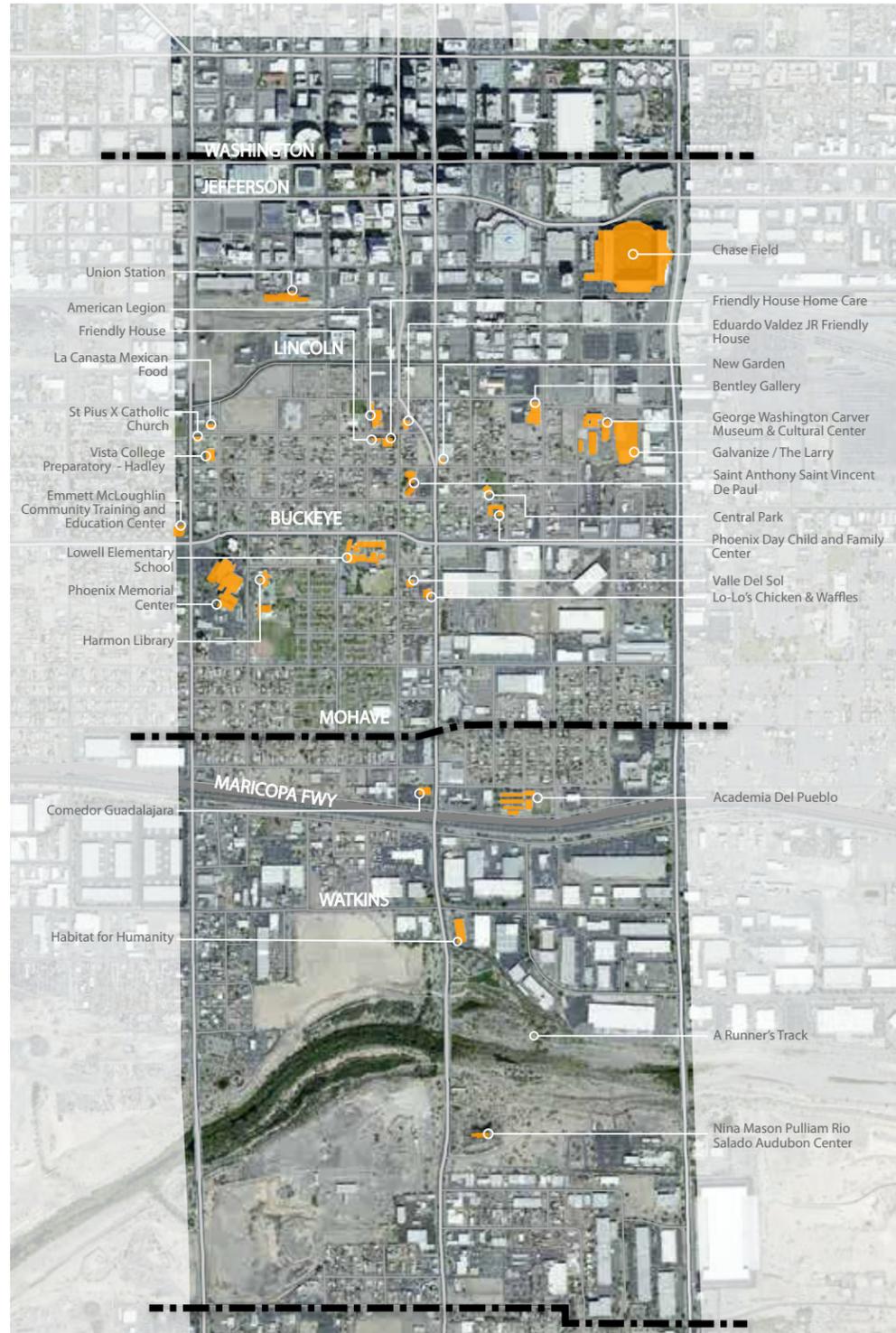


**Videographer Documenting Stories**  
Source: TOD Grant Team

# ASSETS + POINTS OF PRIDE

## CURRENT CONDITIONS ASSESSMENT

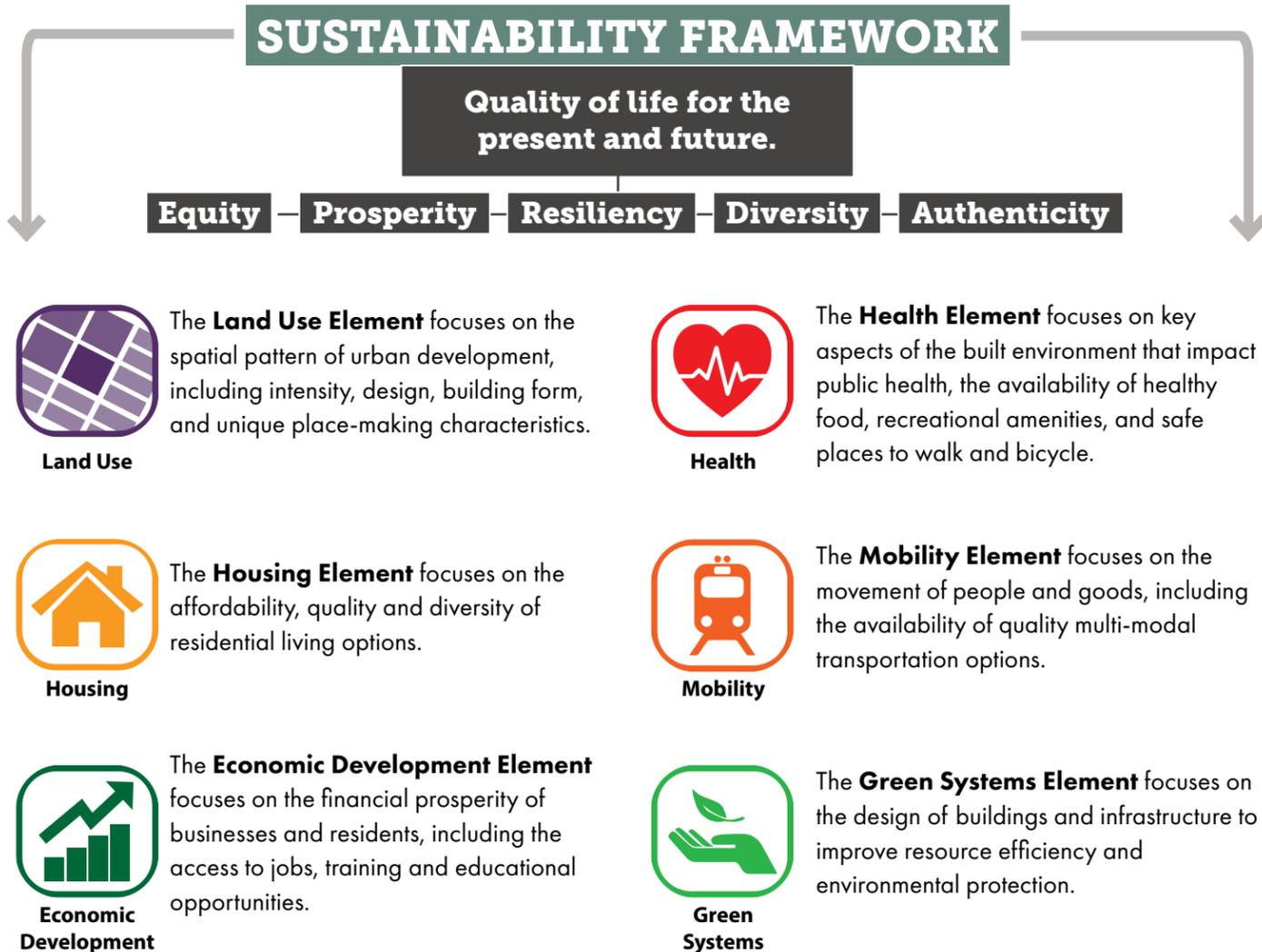
Assets are strengths that currently exist, such as employers, schools, historic buildings, community organizations, initiatives, institutions and infrastructure. Asset mapping helps inform the planning process by creating an inventory for preserving, improving or further supporting existing resources. Likewise, policies to implement a long range vision should be designed to harness the advantages created from a community's unique assets. The South Central Corridor communities have a wealth of amenities, destinations, and unique places this plan intends to preserve and build upon.



# PLANNING ELEMENTS + INVESTMENTS

## CURRENT CONDITIONS ASSESSMENT

As part of the initial planning process, and to capture the community voice from various city and community planning efforts along the corridor, an Existing Conditions report was created for the South Central Corridor project. The Existing Conditions Report provides an in-depth current state analysis, background, and demographic overview utilizing the six planning element framework below. The following pages provide a brief summary of content extracted from each of the six planning elements, however the complete Existing Conditions report can be found in the **resources section**.



## BEST PRACTICE COMMUNITY INVESTMENTS

After the six planning element assessments were completed as part of the Existing Conditions Report, the project team compiled several “Best Practice Community Investment Cards” similarly organized into the six planning elements. This “investment menu” became a foundation for facilitating interactive conversations, education, listening, and learning with the community. The following pages also provide examples of several “Best Practice Community Investments” organized by each of the six planning elements, however the complete “Investments Menu” utilized through this planning process can be found in the **resources section**.

**Planning Element Icon** — LAND USE **WALKABLE URBAN CENTER**

**Investment Image** — [Image of a walkable urban center building]

**Investment Description** — **DESCRIPTION:** Walkable Urban Centers are dense, mixed use areas where streets and buildings are designed to prioritize pedestrians and bicyclists. Wide, shaded sidewalks, high capacity transit stations, short block sizes, mid-rise housing, office buildings, shopping, and entertainment destinations are typical characteristics of Walkable Urban Centers.

**Community Benefits** — **COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

**Investment Icon** — WUC

# LAND USE

## Current Conditions

### A Corridor of Stories

From Downtown to South Mountain the corridor radiates energy through its blend of cultures and variety of land uses. From single family homes and small businesses, to warehouse buildings and multi-family housing, from the historic neighborhoods in Central City South to Lolo's Chicken and Waffles, Gino's Pizza, and the car shows at South Plaza the vibrancy of the South Central corridor is captured in the histories of its Native, Hispanic, African, and Asian peoples which make up 84% of the population.

### Let's take a walk

Foundational policies and plans demonstrate that the community of South Central wish to protect the corridors natural resources and share prosperity with the legacy of prior generations into the future. The corridor benefits from having an existing grid pattern which naturally tends to be at a more walkable scale. There is a strong entrepreneurial spirit in the corridor with hundreds of local small businesses providing exceptional services and one-of-a-kind goods, and it will only get stronger as vacancies lessen over time. Plenty of scenic resources such as the Rio Salado, Highland and Western Canals, and the nearby South Mountain Regional Park/Preserve, truly have the potential to make South Central a walkers paradise.

## BY THE NUMBERS

**5.10**  
square miles

**300 + ACRES**  
of vacant land

**THE LAND USE ELEMENT FOCUSES ON THE SPATIAL PATTERN OF URBAN DEVELOPMENT, INCLUDING INTENSITY, DESIGN, BUILDING FORM, AND UNIQUE PLACE-MAKING CHARACTERISTICS.**

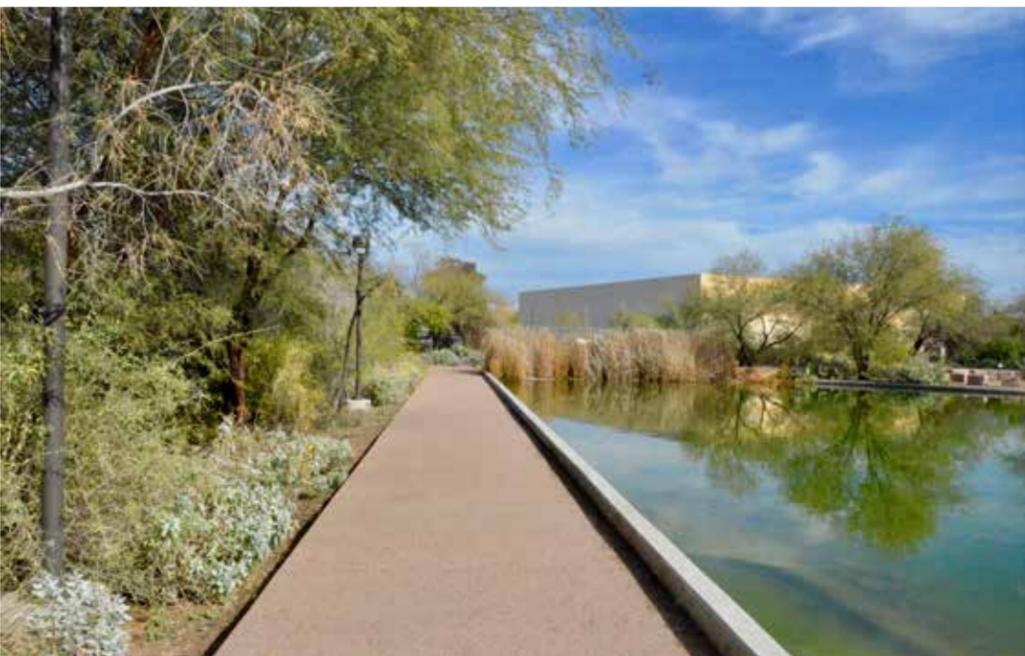
**Matthew Henson Apartments**  
Source: TOD Grant Team

# LAND USE

## Best Practice Community Investments

### OVERVIEW

Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.



Planning Element Icon

Investment Image

Investment Description

**LAND USE**  
**WALKABLE URBAN CENTER**



**DESCRIPTION:**  
Walkable Urban Centers are dense, mixed use areas where streets and buildings are designed to prioritize pedestrians and bicyclists. Wide, shaded sidewalks, high capacity transit stations, short block sizes, mid-rise housing, office buildings, shopping, and entertainment destinations are typical characteristics of Walkable Urban Centers.

**COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

**WUC**

Investment Type

Community Benefits

Investment Icon

**LAND USE**  
**MAIN STREET CORRIDOR**



**DESCRIPTION:**  
Main Street Corridors are streets with significant pedestrian and bicycle enhancements that are lined with retailers, small businesses and other active ground floor uses, such as apartment community rooms and recreation facilities. Low rise mixed-use buildings, live-work housing, restaurants, clothing stores, cafes, and small shops are typical characteristics of Main Street Corridors.

**COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

**MS**

**LAND USE**  
**WALKABLE URBAN NEIGHBORHOOD**



**DESCRIPTION:**  
Walkable Urban Neighborhoods are dense residential areas where streets and buildings are designed to prioritize pedestrians and bicyclists. Landscape-buffered sidewalks, small block sizes, low rise housing, quality transit services and small commercial retail establishments at key intersections are typical characteristics of Walkable Urban Neighborhoods.

**COMMUNITY BENEFITS:**

- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

**WUN**

**LAND USE**  
**WALKABLE SUBURBAN NEIGHBORHOOD**



**DESCRIPTION:**  
Walkable Suburban Neighborhoods are low to medium density residential areas where streets and buildings are designed to prioritize pedestrians and bicyclists. Tree lined sidewalks, medium length block sizes, and single family housing with alley-accessed garages and accessory dwelling units are typical characteristics of Walkable Suburban Neighborhoods.

**COMMUNITY BENEFITS:**

- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

**WS**

**LAND USE**  
**URBAN INDUSTRIAL ZONE**



**DESCRIPTION:**  
Urban Industrial Zones are manufacturing and warehousing areas that are highly accessible to multiple modes of transportation, including air, railroad, highway and public transit. Streets are designed to balance efficient maneuvering for large trucks with pedestrian and bicycle safety. Surface parking areas are typically concealed from streets by being located behind large buildings.

**COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Stronger, Opportunity-Rich Local Economy

**UI**

**LAND USE**  
**URBAN CAMPUS**



**DESCRIPTION:**  
Urban Campuses are healthcare and education facilities that have a high level of pedestrian and bicycle connectivity and contain integrated residential and commercial establishments. High capacity transit stations, concealed parking areas, student housing, extended stay hotels, small retail businesses and open spaces are typical characteristics of Urban Campuses.

**COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Stronger, Opportunity-Rich Local Economy

**UC**

Additional “investment menu” options can be found in the **resources** section.

# HOUSING

Current Conditions

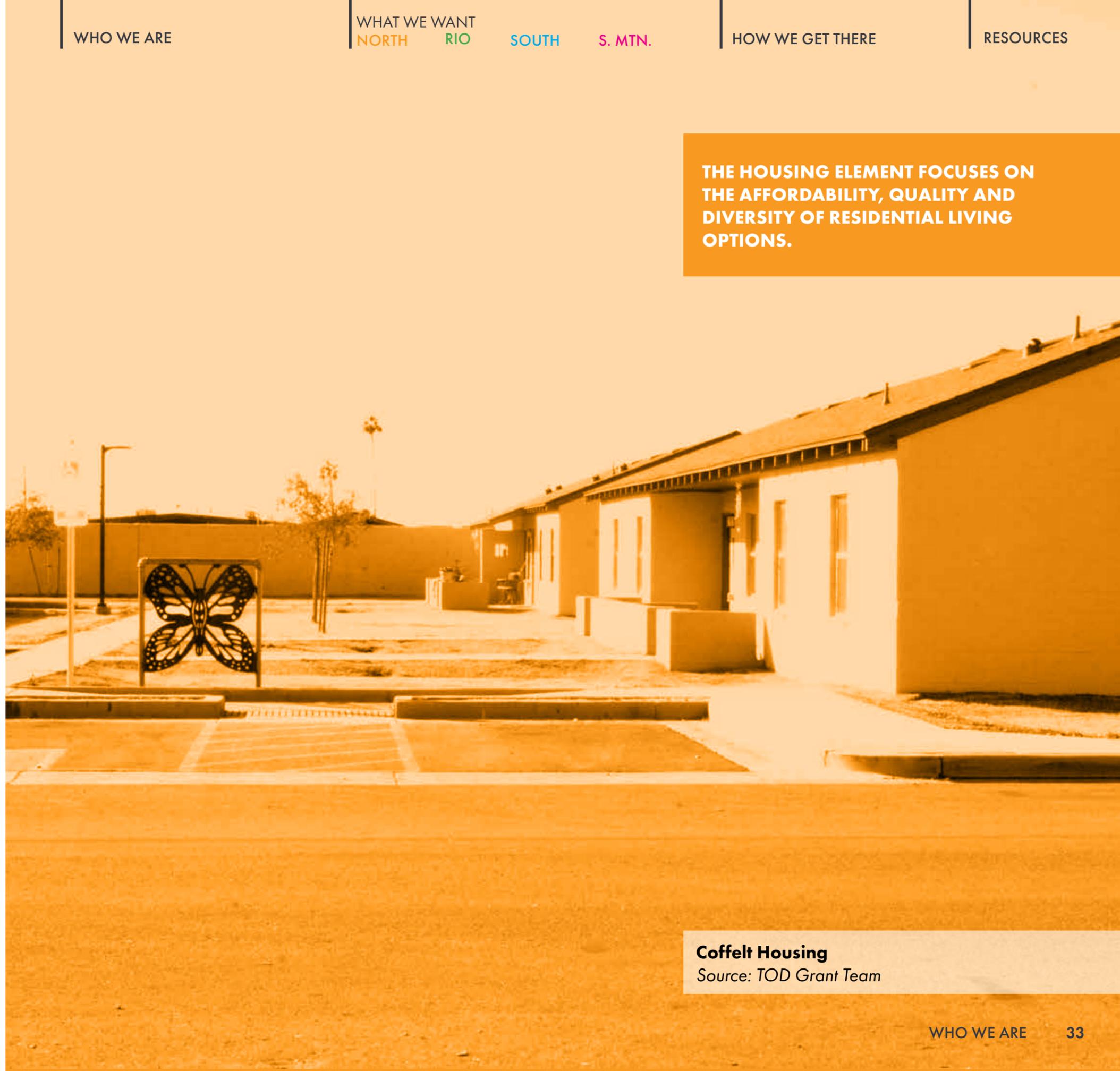
## Housing Diversity

Single-family homes account for over 3,100 existing dwellings. Most of the residential subdivisions in the corridor were developed during the valley’s growth boom post World War II–to 1979. The Grant Park Neighborhood and the Roosevelt Place East subdivision are some of the oldest subdivisions in the city of Phoenix and eligible as historic districts. Mobile home parks are one unique housing type found within the corridor making up 15%, or 1100 unit’s of the corridor’s housing stock, multi-family unit’s account for a little less than 2700 unit’s according to the Maricopa County Assessor’s Office.

## Housing Burdens

With a renter population comprising 2/3 of the corridor, and more than half of renters spending more than 67% of their earnings on housing and transit combined, affordability is a critical need. Corridor homeowners fair slightly better, but low-income levels, combined with an older housing stock have left many homeowners unable to make necessary repairs, and can lead to substandard housing conditions.

**THE HOUSING ELEMENT FOCUSES ON THE AFFORDABILITY, QUALITY AND DIVERSITY OF RESIDENTIAL LIVING OPTIONS.**



## BY THE NUMBERS

**67%**  
household earnings are spent on housing + transportation expenses

**15%**  
of corridor’s housing stock are within mobile home parks

**Coffelt Housing**  
Source: TOD Grant Team

# HOUSING

## Best Practice Community Investments

### OVERVIEW

Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.



Planning Element Icon

Investment Image

Investment Description

**HOUSING MIXED INCOME HOUSING**

**DESCRIPTION:**  
Mixed Income Housing is residential development that ensures affordability for a range of incomes and provides opportunities to remain in the same home if a resident's income grows beyond what qualifies for subsidy assistance.

**COMMUNITY BENEFITS:**

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

**MI**

Investment Type

Community Benefits

Investment Icon

**HOUSING WALKABLE URBAN MID RISE**

**DESCRIPTION:**  
Walkable Urban Mid Rise Housing is pedestrian-scaled residential development at medium to high densities. Podium Garage Apartments, Wrapped Garage Apartments, Lofts and Mixed Use Buildings are examples of Walkable Urban Mid Rise Housing.

**COMMUNITY BENEFITS:**

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

**WUM**

**HOUSING WALKABLE URBAN LOW RISE**

**DESCRIPTION:**  
Walkable Urban Low Rise Housing is pedestrian-scaled residential development at moderate to medium densities. Banglows, Courtyard Apartments, Multi-Flaxes, Live-Work units, Townhouses, Rowhouses, Padhouses and Compact Single Family Houses with rear Accessory Dwelling Units are examples of Walkable Urban Low Rise Housing.

**COMMUNITY BENEFITS:**

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

**WUL**

**HOUSING CO-HOUSING / MULTI-GENERATIONAL**

**DESCRIPTION:**  
Co-Housing are residential buildings that are designed to be occupied by multiple families with shared common areas, such as kitchens and yards, and sometimes shared ownership of the building. Co-Housing is popular for those looking for a more social living arrangement and potentially lower housing costs.

**COMMUNITY BENEFITS:**

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

**CH**

**HOUSING HOUSING REVITALIZATION**

**DESCRIPTION:**  
Housing Revitalization are improvements to existing residential buildings that improve quality, health, accessibility, safety and efficiency. Air filtration systems, weatherization, HVAC replacement, window shading, solar panels, slab repair, and historic facade restoration are examples of Housing Revitalization.

**COMMUNITY BENEFITS:**

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

**HR**

**HOUSING PREFABRICATED HOUSING**

**DESCRIPTION:**  
Prefabricated Housing is residential development that has been developed off-site, either completely or in modules that can be less expensively assembled compared to regular construction. Converted Shipping Containers and modular housing, and pre-manufactured accessory dwelling units are examples of Prefabricated Housing.

**COMMUNITY BENEFITS:**

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

**PH**

Additional “investment menu” options can be found in the **resources section**.



# ECONOMIC DEVELOPMENT

Current Conditions

## Small Business is Big Business

Annual purchasing power within 1/2 mile of the corridor center is \$250 million; within 2 miles it is \$2 billion.

The corridor offers several unique goods, services, and experiences for people to spend money on. With over 438 local businesses in the corridor it is critical that we continue to promote growth of our small businesses so that benefits and profits stay in the community.

## Sharing the Wealth

92% of people that live in the corridor and have a job, travel outside of the corridor to get to that job. The corridor has a high number and growth in production, construction, retail, and hospitality jobs. Because new jobs in the corridor will either be accessible through transit or in the immediate community, transportation expenses will possibly reduce for households, raising net income and financial security to a new level.

**THE ECONOMIC DEVELOPMENT ELEMENT FOCUSES ON THE FINANCIAL PROSPERITY OF BUSINESSES AND RESIDENTS, INCLUDING THE ACCESS TO JOBS, TRAINING AND EDUCATIONAL OPPORTUNITIES.**



## BY THE NUMBERS

**92%**  
of employed residents  
travel outside the  
corridor for jobs

**OVER  
400+**  
Local Businesses in the  
Corridor

**Travis L. Williams Family Services**  
Source: TOD Grant Team

# ECONOMIC DEVELOPMENT

## Best Practice Community Investments

### OVERVIEW

Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.



Planning Element Icon

Investment Image

Investment Description

**ECONOMIC DEVELOPMENT**  
**DISTRICT MARKETING PROGRAM**



**DESCRIPTION:**  
District Marketing Programs provide promotional activities and marketing to investors for projects that have been identified to help spur economic revitalization in accordance with a community's vision. Branding campaigns, advertising materials, social media, websites, signage, data analysis, government liaison services, and business recruitment activities are typical components of a District Marketing Program.

**COMMUNITY BENEFITS:**

- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

**DM**

Investment Type

Community Benefits

Investment Icon

**ECONOMIC DEVELOPMENT**  
**COMMUNITY LEARNING CENTER**



**DESCRIPTION:**  
A Community Learning Center provides educational opportunities for children and adults to improve academic performance, life skills, literacy, resume writing and job searches. Programs are provided based on the individual needs of the community and typically include assistance with core academic subjects, enrichment activities, English language classes, parenting courses and basic computer training. Community Learning Centers are typically located within public libraries, non-profit organizations or at neighborhood schools during non-school hours.

**COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

**CL**

**ECONOMIC DEVELOPMENT**  
**QUALITY NEIGHBORHOOD SCHOOL**



**DESCRIPTION:**  
A Quality Neighborhood School is a public school that is highly valued by the surrounding community and is a key amenity that enhances the attractiveness of a neighborhood. Quality Neighborhood Schools perform well academically, have excellent facilities that are in a good state of repair, strong relationships between parents, teachers and school administrators, provide a variety of after school programs and score highly on state evaluation measures.

**COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

**QN**

**ECONOMIC DEVELOPMENT**  
**BUSINESS CLUSTER**



**DESCRIPTION:**  
A Business Cluster is a concentration of interconnected and mutually-beneficial businesses located within a specific geographic area. Business Clusters usually form in strategic locations that take advantage of infrastructure, such as a rail station, a regional destination, such as an auditorium, or an anchor institution, such as a hospital or college campus.

**COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

**BC**

**ECONOMIC DEVELOPMENT**  
**PUBLIC ART**



**DESCRIPTION:**  
Public Art is artwork that is intended to be experienced by the general public and is visible from streets, parks and other public spaces. Examples of Public Art include murals, sculptures, statuary and creative enhancements to bridges, transit stations, civic spaces, canals and other infrastructure.

**COMMUNITY BENEFITS:**

- Enhanced Neighborhood Authenticity and Attractiveness

**PA**

**ECONOMIC DEVELOPMENT**  
**DAILY LIVING AMENITY**



**DESCRIPTION:**  
Daily Living Amenities provide goods or services that are used frequently for daily life. Examples include pharmacies, grocery stores, health clinics, banks, laundromats and childcare services. Daily Living Destinations provide the most benefit when located in convenient locations, such as adjacent to light rail stops or near key intersections.

**COMMUNITY BENEFITS:**

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

**DL**

Additional “investment menu” options can be found in the **resources** section.

# HEALTH

Current Conditions

## Health Requires Healthy Food

The South Central corridor has six full-service supermarkets that provide healthy food accessibility within ½ mile for the majority of residents. Of the nearly 6,048 corridor households, approximately 2,000 households live further than a 10-minute walk to a supermarket. Most of the supermarkets are concentrated south of Rio Salado.

## Put the Creation in Recreation

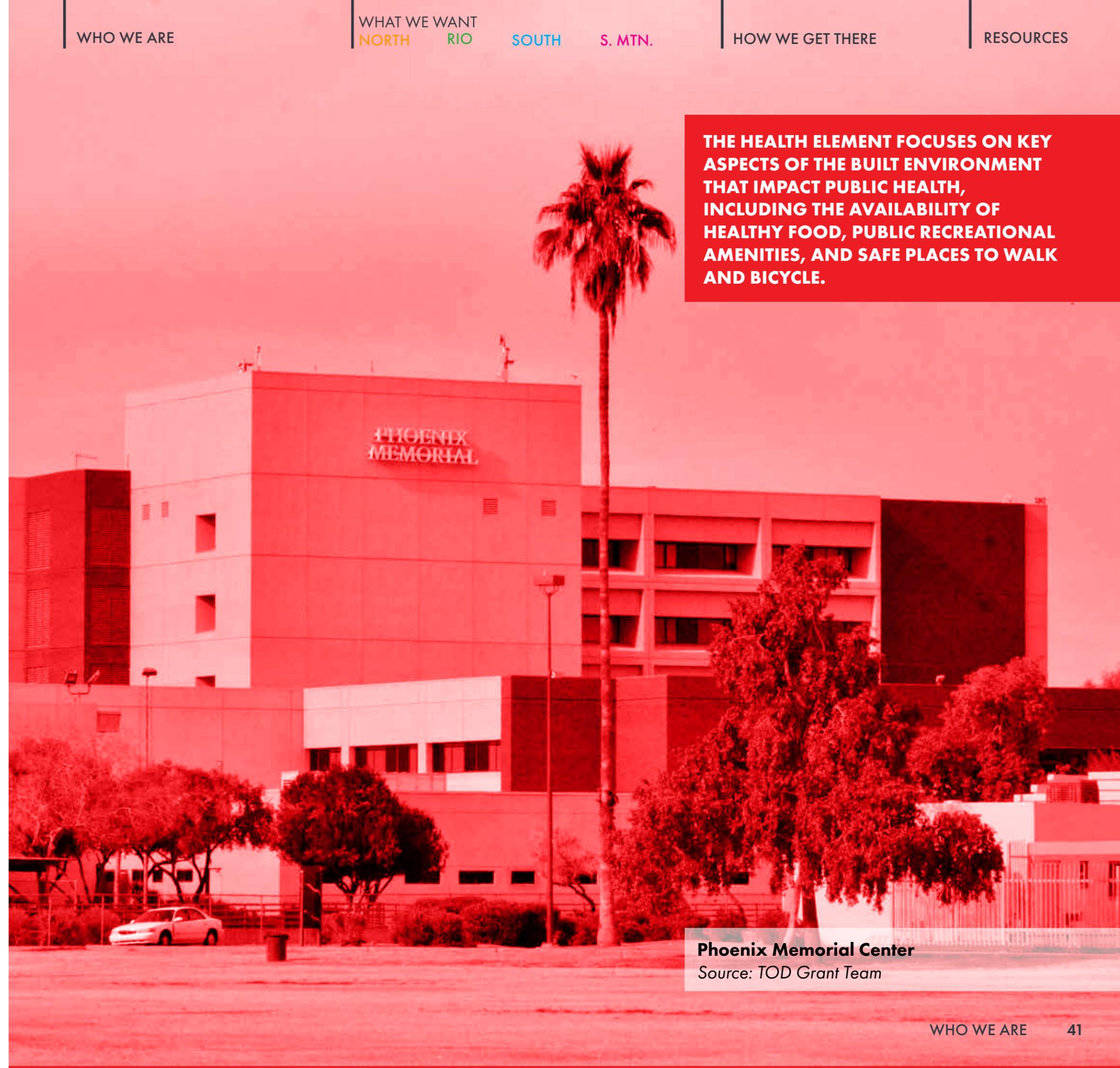
There are seven city owned parks in the South Central corridor. Only four of the parks have recreation buildings and many of the parks have substantial gaps in the recreational programming they provide. Fifty-two percent of the residents in the corridor are within a ¼ mile from a park meaning there is a great opportunity for the remaining forty eight percent. The Rio Salado Habitat Restoration Area is a prime corridor recreation opportunity at over 595 acres along with 6 trailheads. Tie that with over 30 miles of canal banks and the 16,000-acre regional South Mountain Park/Preserve just outside the corridor and South Central can meet your recreational needs from the Rio to the Mountain.

## BY THE NUMBERS

**48%**  
residents are over a 1/4  
mile of a park

**2,000**  
**HOUSEHOLDS**  
are greater than  
10-minute walk  
to a supermarket

**THE HEALTH ELEMENT FOCUSES ON KEY ASPECTS OF THE BUILT ENVIRONMENT THAT IMPACT PUBLIC HEALTH, INCLUDING THE AVAILABILITY OF HEALTHY FOOD, PUBLIC RECREATIONAL AMENITIES, AND SAFE PLACES TO WALK AND BICYCLE.**



**Phoenix Memorial Center**  
Source: TOD Grant Team

# HEALTH

## Best Practice Community Investments

### OVERVIEW

Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.



Planning Element Icon

Investment Image

Investment Description

**HEALTH**  
**PROTECTIVE SHADE AND COOLING**



**DESCRIPTION:**  
Protective Shade and Cooling are improvements such as structures, landscaping and amenities that cool and cover sensitive locations. Canopies, vegetation, splash pads, fountains and other enhancements are used to reduce exposure to high temperatures and solar radiation for targeted locations such as playgrounds, seating areas, sports courts and routes to schools.

**COMMUNITY BENEFITS:**

- Safer Walking Environment
- Safer Bicycling Environment
- Safer Public Spaces
- Cooler and More Comfortable Outdoor Places

**PSC**

Investment Type

Community Benefits

Investment Icon

**HEALTH**  
**SAFE INTERSECTION**



**DESCRIPTION:**  
A Safe Intersection is designed to avoid collisions between vehicles, pedestrians and bicyclists. Depending on the context, Safe Intersections provide a range of improvements to protect residents, such as high visibility crosswalk paint, curb extensions, bike boxes, traffic circles, ADA ramps, auditory crossing signals, median islands, improved lighting, and signals that allow residents of all ages a sufficient amount of time to cross.

**COMMUNITY BENEFITS:**

- Safer Walking Environment
- Safer Bicycling Environment
- Safer Public Spaces
- Additional Choices for High Quality, Convenient and Low Cost Transportation

**SI**

**HEALTH**  
**ACTIVE FRONTAGES**



**DESCRIPTION:**  
An Active Frontage is the portion of a building adjacent to a street or open space and is designed with elements that help prevent crime by enabling additional surveillance of sidewalks and other public spaces. Examples include large windows, patios, porches and retail stands.

**COMMUNITY BENEFITS:**

- Additional Neighborhood Amenities
- Safer Public Spaces

**AF**

**HEALTH**  
**MERCADO**



**DESCRIPTION:**  
A Mercado is a large indoor market, typically over 40,000 square feet, that contains a number of small healthy food vendors. Mercados are major retail destinations that provide fresh produce, customer traffic for surrounding businesses and employment opportunities for small-scale entrepreneurs.

**COMMUNITY BENEFITS:**

- Improved Access to Healthy Food
- Additional Neighborhood Amenities
- Increased Job Opportunities
- Enhanced Neighborhood Authenticity

**M**

**HEALTH**  
**TRAFFIC CALMING**



**DESCRIPTION:**  
Traffic Calming is a technique that uses a variety of physical improvements to slow down vehicular traffic in order to provide a safer environment for pedestrians and bicyclists. Traffic Calming can include medians, speed bumps, street parking, signage, colored paving, speed tables, narrow traffic lanes, landscaping and other measures.

**COMMUNITY BENEFITS:**

- Safer Walking Environment
- Safer Bicycling Environment

**TC**

**HEALTH**  
**COMMUNITY SUPPORTED AGRICULTURE**



**DESCRIPTION:**  
Community Supported Agriculture is a program that allows residents to purchase a subscription from a farmer in exchange for a regular delivery of seasonal produce. Customers usually pick up boxes of fresh produce from a Farmers' Market each week. Community Supported Agriculture can help support local farmers and preserve local agricultural land while providing residents with convenient fresh produce.

**COMMUNITY BENEFITS:**

- Improved Access to Healthy Food

**CS**

Additional “investment menu” options can be found in the **resources** section.

# MOBILITY

Current Conditions

### Choose Transit

The average household in the corridor owns 1.23 vehicles. Creating more walkable neighborhoods to provide access to daily amenities and places of employment can drastically reduce dependence on automobiles and free up money for residents to spend on other uses. This is especially important for the 28% of residents living in South Central that do not own or lease a vehicle. Affordability and convenience will make getting to where one needs to go easier than ever and make choosing transit a clear winner.

### Safety First

In order to promote walkability, an area needs to be safe to walk. There are approximately 91.9 miles of streets in the corridor. Many streets need resident and Capitol Improvement Project driven investments such as sidewalks, ADA upgrades, lighting, shade, and bike lanes. The corridor’s two (2) mobility study areas conducted by the city’s Street Transportation Department can provide valuable data and connections to resources to help implement walkability and pedestrian safety enhancements.

**THE MOBILITY ELEMENT FOCUSES ON THE MOVEMENT OF PEOPLE AND GOODS, INCLUDING THE AVAILABILITY OF QUALITY MULTI-MODAL TRANSPORTATION OPTIONS.**



## BY THE NUMBERS

**28%**  
residents do not own or lease a vehicle

**91.9 MILES**  
of Streets

**Central + Southern Avenue Intersection**  
Source: TOD Grant Team

# MOBILITY

Best Practice Community Investments

## OVERVIEW

Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.



Planning Element Icon

Investment Image

Investment Description

**MOBILITY PASEO**

**DESCRIPTION:**  
A Paseo is a pedestrian-only walkway, typically 20-40 feet in width, that provides open space, building access and enhanced pedestrian circulation for neighborhoods. Paseos can be used to provide connections through long blocks where options for constructing new streets are difficult or cost prohibitive.

**COMMUNITY BENEFITS:**

- Safer Walking Route
- Safer Bicycling Route
- Additional Choices for High Quality, Convenient and Low Cost Transportation
- Enhanced Neighborhood Authenticity

**P**

Investment Type

Community Benefits

Investment Icon



**MOBILITY ENHANCED BUS STOP**

**DESCRIPTION:**  
An Enhanced Bus Stop is a local bus stop that is designed to encourage transit use by improving comfort, safety, convenience and accessibility for waiting riders. These stops provide a range of enhancements that may include vertical shade structures, dense shade trees, waste receptacles, solar-powered lighting, schedule information, route maps, permeable paving, drinking fountains, bike racks and shelters with special coatings that help keep them cool.

**COMMUNITY BENEFITS:**

- Additional Choices for High Quality, Convenient and Low Cost Transportation
- Enhanced Neighborhood Authenticity

**EB**

**MOBILITY MULTI MODAL STREET**

**DESCRIPTION:**  
A Multi-Modal Street is a street that accommodates all transportation modes - including pedestrians, bicycles, vehicles and transit - at a level of quality that is consistent with its existing or planned function and surrounding land use context.

**COMMUNITY BENEFITS:**

- Safer Walking Route
- Safer Bicycling Route
- Additional Choices for High Quality, Convenient and Low Cost Transportation

**MM**

**MOBILITY URBAN CIRCULATOR**

**DESCRIPTION:**  
An Urban Circulator is a small bus or streetcar that connects neighborhoods with day-to-day destinations such as schools, major employers, healthcare facilities and grocery stores. Urban Circulators are often planned in short loop routes that travel along several streets and stop more frequently than other transit services.

**COMMUNITY BENEFITS:**

- Additional Choices for High Quality, Convenient and Low Cost Transportation

**UC**

**MOBILITY BIKE CENTER**

**DESCRIPTION:**  
A Bike Center is an indoor space that provides enhanced services for bicyclists such as showers, lockers, secure parking and sales, rentals, parts and repairs. Bike Centers are generally located at an intersection between a regional bicycle route and a major transportation hub.

**COMMUNITY BENEFITS:**

- Additional Choices for High Quality, Convenient and Low Cost Transportation
- More Efficient Parking Management

**BC**

**MOBILITY WAYFINDING SIGNAGE**

**DESCRIPTION:**  
Wayfinding Signage are small signs that provide pedestrians and bicyclists with directions to major destinations and landmarks. These signs are placed in key locations, such as along major bike routes, canals and near light rail stations.

**COMMUNITY BENEFITS:**

- Additional Choices for High Quality, Convenient and Low Cost Transportation

**WS**

Additional “investment menu” options can be found in the **resources** section.





**GREEN SYSTEMS**  
Current Conditions

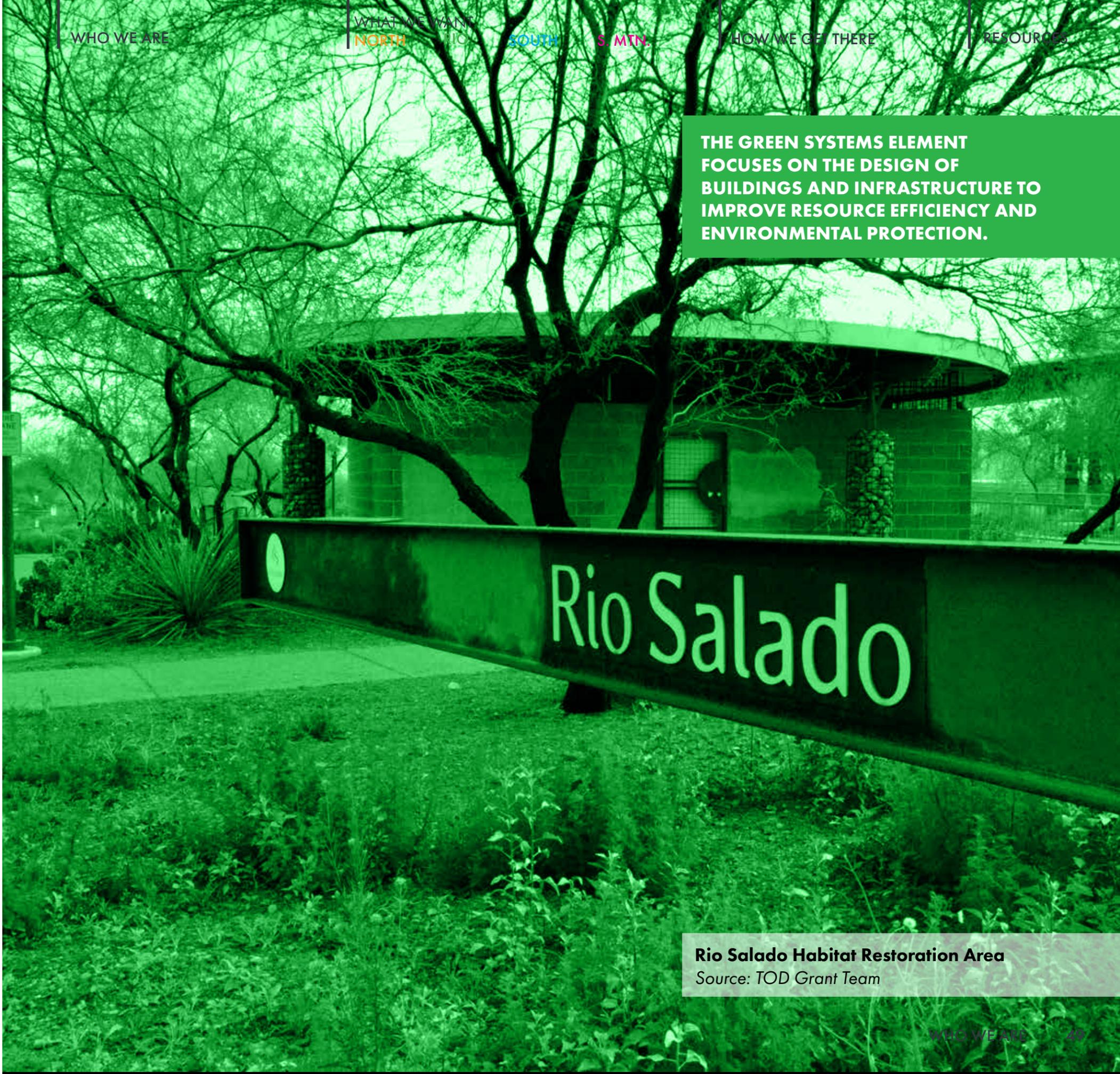
**A Desert Oasis**

South Central tends to be 1.8-5.4 degrees hotter than surrounding areas because of the number of paved surfaces and lack of trees. The South Central Corridor spans across the Central City Village which has 6.1% tree coverage and South Mountain Village which has 14.5% tree coverage. By investing in trees, the corridor can reduce its heat island effect creating more walkable streets and vibrant pedestrian places. In addition, the City has established a goal of reaching 25% canopy cover by 2030.

**The Original Streaming Service**

The Rio Salado Restoration Project is the largest natural green infrastructure system in the South Central corridor. It is an ongoing effort to restore the native wetland and riparian habitats of the Salt River benefiting native flora and fauna and residents through the collection of rain and stormwater and cooler ambient temperatures. Creating a green street environment for South Central is possible as demonstrated at Primeria Iglesia United Methodist Church. The project utilizes vegetation along with bioswales and curb openings and serves as a model for small developments, showcasing quality and affordable stormwater management and shading.

**THE GREEN SYSTEMS ELEMENT FOCUSES ON THE DESIGN OF BUILDINGS AND INFRASTRUCTURE TO IMPROVE RESOURCE EFFICIENCY AND ENVIRONMENTAL PROTECTION.**



**BY THE NUMBERS**

**14.5 %**  
tree coverage in South Mountain Village

**6.1 %**  
tree coverage in Central City Village

**Rio Salado Habitat Restoration Area**  
Source: TOD Grant Team



# GREEN SYSTEMS

## Best Practice Community Investments

### OVERVIEW

Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.



Planning Element Icon

Investment Image

Investment Description

**GREEN SYSTEMS**  
**NATURAL SHADING + COOLING**



**DESCRIPTION:**  
Natural Shading and Cooling includes trees and other vegetation that help cool the environment, reduce the urban heat island, and promote biodiversity by lowering surface and air temperatures through evapotranspiration and shade. Shaded surfaces can be 20-45 degrees F cooler than non-shaded areas. Natural Cooling is most useful when located in strategic places such as patios, parks, primary walking routes and within dense neighborhoods.

**COMMUNITY BENEFITS:**

- More Efficient Water Management
- Cleaner Groundwater Supply
- Cooler and More Comfortable Outdoor Places
- Additional Neighborhood Amenities
- Improved Access to Recreation

**NS**

Investment Type

Community Benefits

Investment Icon

**GREEN SYSTEMS**  
**GREEN STREETS**



**DESCRIPTION:**  
A Green Street is a series of stormwater management facilities that include bioswales, vegetated medians, flow-through planters and stormwater curb extensions to help control storm water events. These stormwater management facilities allow on-site infiltration while providing attractive streetscapes that increase canopy coverage, lower pedestrian level temperatures and support biodiversity. Green Streets can also improve quality of life by providing linear parks, called greenways, within neighborhoods.

**COMMUNITY BENEFITS:**

- More Efficient Water Management
- Cleaner Groundwater Supply
- Cooler and More Comfortable Outdoor Places
- Additional Neighborhood Amenities
- Improved Access to Recreation

**GS**

**GREEN SYSTEMS**  
**WATER CAPTURE + REUSE**



**DESCRIPTION:**  
Water capture and reuse includes building improvements that collect rain and waste water for reuse on site, primarily for landscape irrigation. Rain barrels, cisterns and roof reservoirs collect and store rain water while innovative plumbing techniques are used to collect wastewater from sinks, dishwashers and clothes washers. Water capture and reuse reduces potable water costs while helping to keep landscaping lush.

**COMMUNITY BENEFITS:**

- More Efficient Water Management

**WC**

**GREEN SYSTEMS**  
**ENGINEERED SHADE + COOLING**



**DESCRIPTION:**  
Engineered Shading and Cooling uses materials, structures and mechanical equipment to cool neighborhoods and mitigate the urban heat island effect. Thermal shading, with roofs, pergolas, awnings and other heat reflecting building materials help reduce surface temperatures. Shading evaporation and fog systems help reduce surface temperatures. Shading and cooling are used to collect wastewater from sinks, dishwashers and clothes washers. Water capture and reuse reduces potable water costs while helping to keep landscaping lush.

**COMMUNITY BENEFITS:**

- Cooler and More Comfortable Outdoor Places

**ES**

**GREEN SYSTEMS**  
**GREEN CIVIC SPACE**



**DESCRIPTION:**  
A Green Civic Space is a type of urban open space that slows, spreads and soaks stormwater within courtyards, plazas, squares, greenways and passives through the use of pervious surfaces, bioswales, rain gardens, green roofs, green walls and vegetation. Green Civic Spaces improve neighborhood aesthetics while simultaneously cooling pedestrian areas and using stormwater management practices.

**COMMUNITY BENEFITS:**

- More Efficient Water Management
- Cleaner Groundwater Supply
- Enhanced Neighborhood Authenticity
- Cooler and More Comfortable Outdoor Places
- Additional Neighborhood Amenities

**GC**

**GREEN SYSTEMS**  
**GREEN PARKING**



**DESCRIPTION:**  
Green Parking is both on-street and on-site parking that slows, spreads and soaks stormwater through the use of pervious surfaces and vegetated stormwater management facilities. These facilities may include bioswales, infiltration trenches, flow-through planters and rain gardens. Green parking offers a cleaner alternative to traditional parking by improving stormwater management and improving filtering stormwater pollutants.

**COMMUNITY BENEFITS:**

- More Efficient Water Management
- Cleaner Groundwater Supply
- Cooler and More Comfortable Outdoor Places

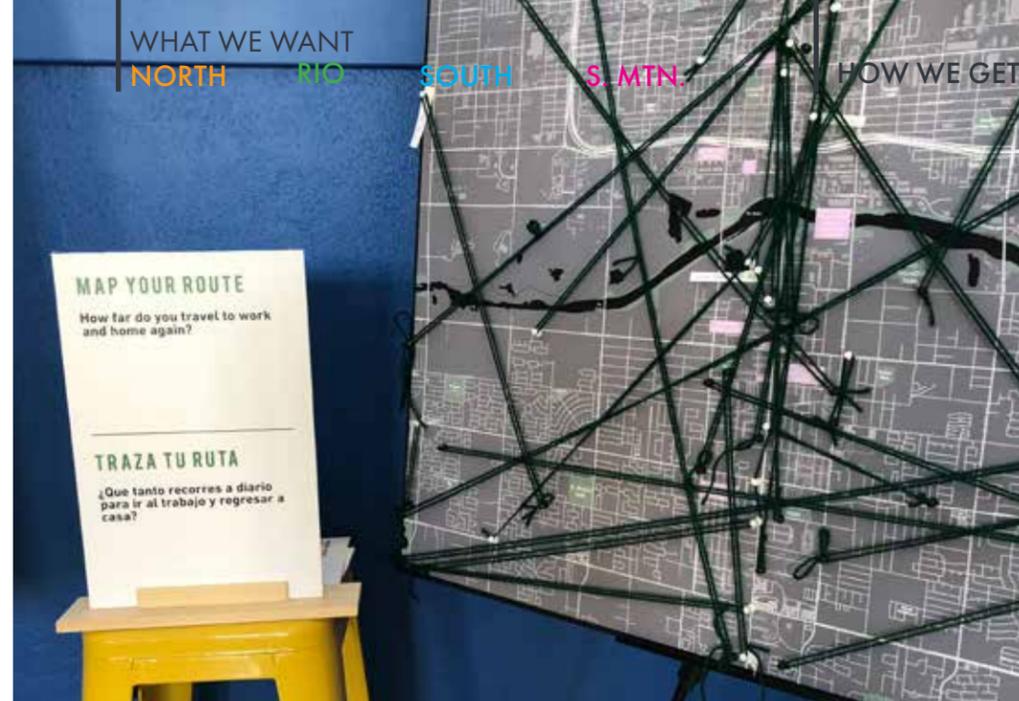
**GP**

Additional “investment menu” options can be found in the **resources section**.



# PUBLIC PARTICIPATION

“MEETING THE COMMUNITY MEMBERS WHERE THEY ARE.”



# TOD GRANT TEAM OVERVIEW

## TOD Grant Team

The Transit Oriented Development (TOD) Grant Team began work in collaboration with the City of Phoenix on the South Central project in May 2018. The Transit Oriented Development (TOD) Grant Team includes seven organizations: Promise Arizona, Gould Evans, Center for Neighborhood Technology (CNT), Wilson & Company, Local First, Friendly House, and Hustle Phoenix. Their efforts have been focused on three project areas: Outreach, Business Assistance and Transit Oriented Development (TOD) Planning.

## Project Area

The geographical area of the project is the South Central Corridor. The corridor boundaries vary depending on the specific project focus area. The planning activities are focused on the area between 7th Avenue and 7th Street from Jefferson to South Mountain Avenue; The Business Assistance service area lies within 3rd Avenue and 3rd Street, between Van Buren Street and Baseline Road.

## Outreach Approach

Outreach was a broad-based category supporting both the Business Assistance and Transit Oriented Development (TOD) planning efforts, with the main objective of listening to the concerns and aspirations of community members, documenting them, and inspiring participation from community members to help plan for their future community. The planning goal was to engage a minimum of 100 people per station stop through the combination of all methods of outreach for the planning process.

## Visioning Approach

The Transit Oriented Development (TOD) Grant Team reached people by meeting the community members where they were and by attending events in the South Central community to allow community members to conveniently provide input through a variety of engagement methods and participate in visioning exercises and activities. This public engagement and outreach strategy has served the project well. The following pages represent several aspects of the TOD Grant team work that contributed to this South Central community vision and plan, for more complete documentation please see the "South Central Transit Oriented Development Business Assistance + Land Use Planning" Executive Summary in the **resources** section.



# HISTORIC FACTORS

## TOD GRANT TEAM OVERVIEW

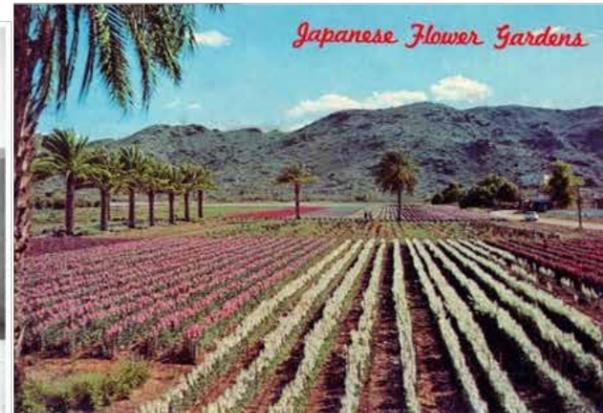
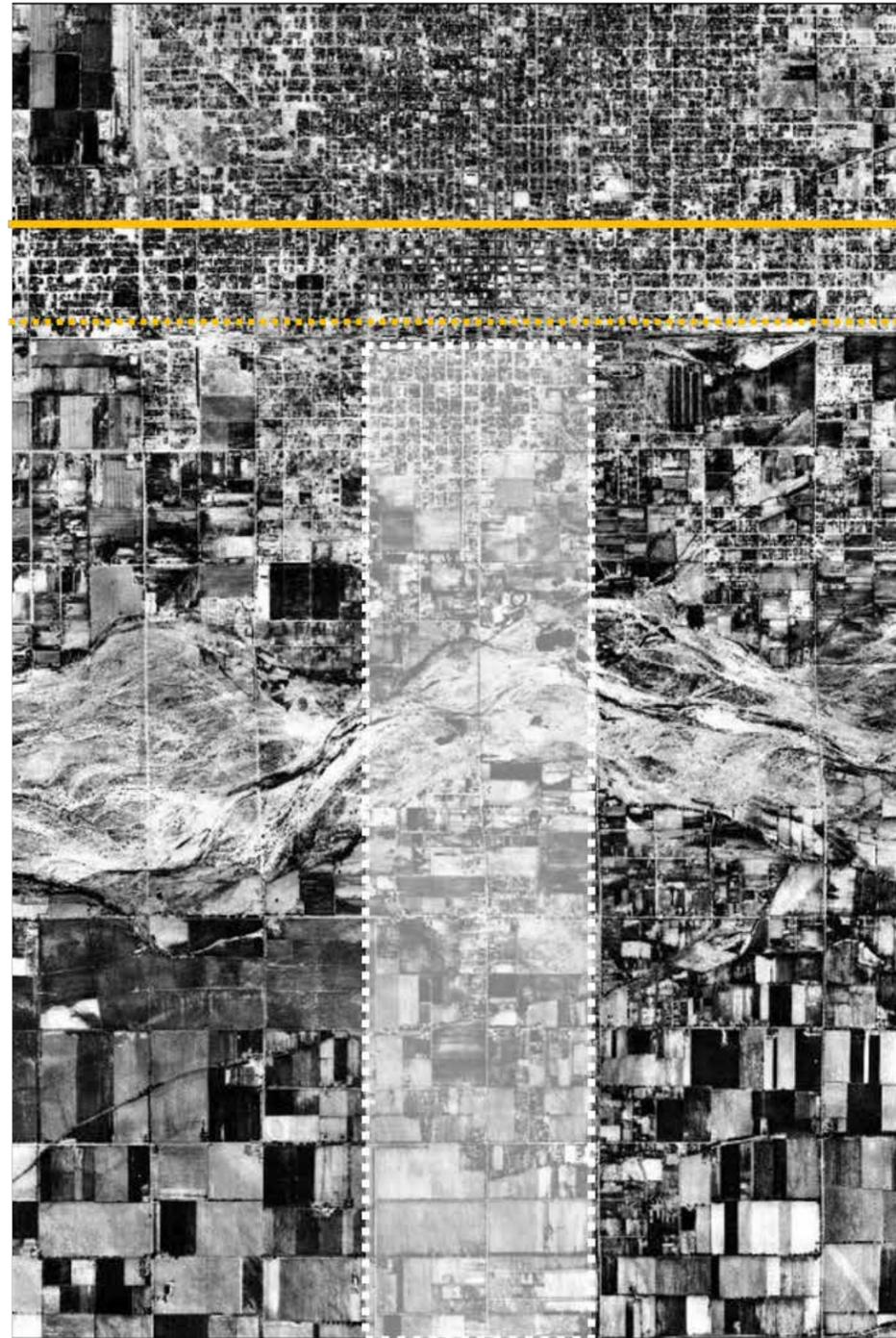
WHITE-ONLY SUBURBS

VAN BUREN

RAILROAD TRACKS

MEXICAN BARRIOS + FARMS  
AFRICAN AMERICAN  
NEIGHBORHOODS

MEATPACKING PLANTS  
WAREHOUSING  
SEWAGE DISPOSAL  
STOCKYARDS  
FOUNDRIES  
ICE FACTORIES  
FOOD PROCESSING  
INDUSTRY



### > Segregation x Annexation: History of South Phoenix

- Following the establishment of a prominent identity, South Phoenix was impacted by the racial lines drawn through real estate decisions, redlining, and race-restrictive covenants in the early 1900s. Minorities in Phoenix settled south of Van Buren Street due to discriminatory home loan practices by the federal Home Owners' Loan Corporation (HOLC). Barrios were formed and were isolated from Anglo communities as socioeconomic divisions deepened.
- In 1960, the City of Phoenix annexed what is now known as 'South Central' as part of the City of Phoenix. Nearly 60 years later, this community of strong cultural capital seeks action to their infrastructure goals of creating a connected sustainable community.

# PUTTING PEOPLE FIRST

## TOD GRANT TEAM OVERVIEW



People in the world. Like everybody... community means to me that like its a park is a community and like people around is a community.



### > Put People First + Listen

Methodology started with building on the work of local non-profit partners that have been embedded in the community for decades, paired with national researchers. Outreach tactics began by employing analog and technological approaches to bridge multilingual door-to-door outreach, with big data analytical tools that inform the field work; including door-to-door conversations and assessments, phone banking, and business assistance outreach.

# INFORMATION + FACTS

## TOD GRANT TEAM OVERVIEW

**SOUTH CENTRAL CORRIDOR COMMUNITY DID YOU KNOW...**

**Affordability is a goal** within the South Central Corridor community that we have learned about through our outreach. Maintaining affordability for housing and other life expenses as financial costs rise is part of good planning.

**AFFORDABILITY**

- 63% of corridor households rent and they use 3/4 of their income to pay rent and transportation. **Participating in planning for affordable housing options and voicing your opinion with community developers will create equitable communities that enhance livability and economic conditions and reduce gentrification for both current and future populations.**
- Average housing costs in the South Central Corridor are \$8,334 per year for homeowners and \$8,404 for renters. **Development of creative tools to support corridor renter's ability to purchase homes can support homeownership growth without displacement of local residents and businesses.**
- 61% of corridor workers drive alone to work and 15% use the low-cost options of riding transit, walking or bicycling. **Transit use is higher in South Central Corridor than other regions. Requesting transit benefits through employers and transit providers can increase transit use and provide personal savings.**

**WE NEED TO HEAR YOUR VISION**

**HOW WE ARE GOING TO ACHIEVE THESE**

The South Central Planning grant team is requesting your feedback to create a community plan for transit, walkability, pedestrian-friendly transit systems, and high-quality transit systems for one-way development. TOD is our goal to document the South Central Corridor community's vision for the future and the legacy of the community.

Source: Studies conducted by Center for Applied Urban Studies

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**SOUTH CENTRAL CORRIDOR COMMUNITY DID YOU KNOW...**

**Sparkling Local Development is a goal** within the South Central Corridor community that we have learned about through our outreach. Local development is development built or owned by community people and companies, assuring that the benefits and profits stay in the community rather than in national chains.

**LOCAL DEVELOPMENT**

- 20% of commercial properties in the South Central Corridor are vacant. **Participating in planning to increase employment and safety and quality of life.**
- 75% of everyday vehicle trips are for entertainment and visiting heritage of the community. **Requesting transit benefits through employers and transit providers can increase transit use and provide personal savings.**

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Source: Studies conducted by Center for Applied Urban Studies

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**SOUTH CENTRAL CORRIDOR COMMUNITY DID YOU KNOW...**

**Walkability is a goal** within the South Central Corridor community that we have learned about through our outreach. Walkability is the measure of the overall walking conditions in an area, also the extent to which the built environment is friendly to pedestrians. This includes the maintenance of streets, lighting, air quality, landscape, ramps, sidewalks, crosswalks, and safety.

**WALKABILITY**

- The region continues to be in the top 10 nationally for total number of annual pedestrian deaths. **Improving the condition of sidewalks and pedestrian infrastructure will create a healthier safer community for pushing a stroller or grocery cart or riding a bike.**
- Cities are 1.8–5.4 degrees hotter than surrounding areas because of the amounts of paved surfaces and lack of trees. **By creating desirable places to be, trees and open spaces have been shown to improve mental health, reduce violent crime and add local property value and wealth.**
- Most vehicle/transit trips made by households in the community are not for commuting to work but are for shopping, services, education, visiting, recreation and worship. **Your input to plan walkable neighborhoods can create convenient uses close to home that can save you time.**

**WE NEED TO HEAR YOUR VISION FOR THE FUTURE**

todphx.org  
602-650-7616  
todinfo@todphx.org  
@todphx

**HOW WE ARE GOING TO ACHIEVE THESE**

The South Central Planning grant team is requesting your feedback to create a community plan for transit, walkability, pedestrian-friendly transit systems, and high-quality transit systems for one-way development. TOD is our goal to document the South Central Corridor community's vision for the future and the legacy of the community.

Source: Studies conducted by Center for Applied Urban Studies

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**SOUTH CENTRAL CORRIDOR COMMUNITY DID YOU KNOW...**

**Improving Regional Access is a goal** within the South Central Corridor community that we have learned about through our outreach. Regional Access is the increased ability to use the broader community's infrastructure resources.

**REGIONAL ACCESS**

- Current transit service allows up to 90,000 potential customers to reach South Central Corridor retail within a 30 minute or less bus ride. **Increasing access to the community can result in additional dollars coming in to benefit the South Central Corridor community as a whole.**
- There is a shortage of critical amenities, business and entertainment types in the community. **By planning your community and supporting the growth of local businesses, South Central can become a community destination with critical and accessible amenities for all.**
- Current travel times to many job centers from the South Central Corridor are long and current transit services can be infrequent. **Working with transit authorities to add transit types and increase the frequency and hours of availability of connections can help make travel more enjoyable, affordable, and an efficient alternative to cars.**

**WE NEED TO HEAR YOUR VISION FOR THE FUTURE**

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Source: Studies conducted by Center for Applied Urban Studies

### AFFORDABILITY

Let's reduce the cost of living.

**63%**

63% of corridor households rent and they use 3/4 of their income to pay for rent and transportation. **Access to financing could help residents have power in creating the future community they want.**

**Public transit could save users up to \$7,000 per year. Learn how this savings could make a positive impact for you and your family.**

### REGIONAL ACCESS

Let's connect to more places and jobs.

**92%**

92% of corridor workers hold jobs outside of the corridor. **A community plan should identify places in the Corridor for attracting the employers you would like to work for.**

**30 MIN**

A well-connected transit system increases access to retail and amenities in less than 30 minutes. **The light rail can save travel time.**

### LOCAL DEVELOPMENT

Let's keep dollars in the community.

**75%**

75% of routine trips out of the home are for personal services, entertainment and visiting friends. **Transit isn't just for going to work.**

**20%**

20% of commercial properties in the Corridor are vacant. **Tell us what should be in these buildings to keep local dollars in the South Central Corridor.**

### WALKABILITY

Let's create healthy, friendly places to walk.

**TOP 10**

The region continues to be in the top 10 nationally for total number of annual pedestrian deaths. **Improving the condition of sidewalks and pedestrian safety infrastructure will create a healthier, safer and family friendly community.**

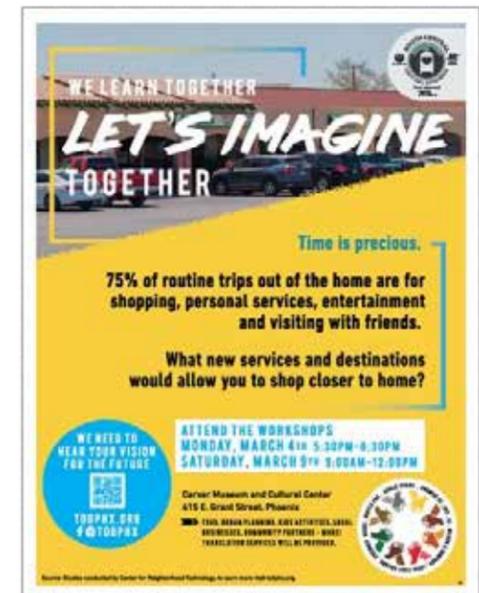
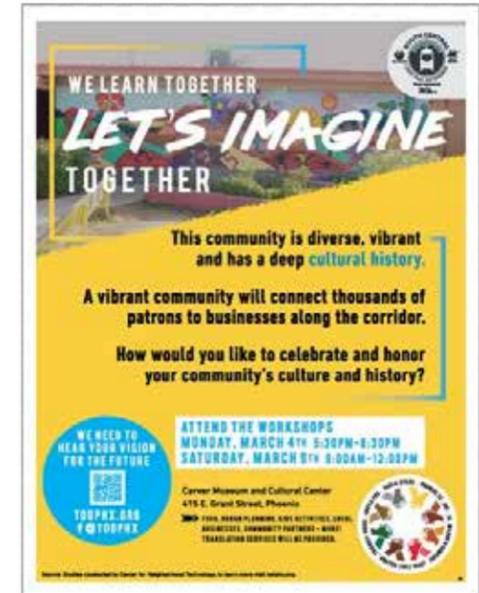
Cities are 1.8–5.4 degrees hotter than surrounding areas because of the amount of paved surfaces and lack of trees. **Where would you like to see trees and green areas in the South Central Corridor?**

> **Provide Information + Facts**

The goal was to combat misinformation that was generating through a campaign to end transit projects around the country. Our team focused on providing the community with accurate information and proper tools to begin imagining a better future for themselves and their neighbors.

# PLANNING TOGETHER

## TOD GRANT TEAM OVERVIEW



### > Planning, Together

Through a 10-month initiative of 'meeting the community where they are', a multilingual educational campaign was launched highlighting "Did you Know" facts that provided information about the benefit of reducing expenses and increasing affordability through transit. The campaign promoted topics that were prioritized by the community including affordability, local development, regional access and walkability.

This initiative provided the community with proper tools to encourage participation and plan for a better future together.

# COMMUNITY REACH

## TOD GRANT TEAM OVERVIEW

### COMPLETED SURVEYS ACROSS GEOGRAPHICAL AREAS



**31**  
LOCAL ORGANIZATIONS

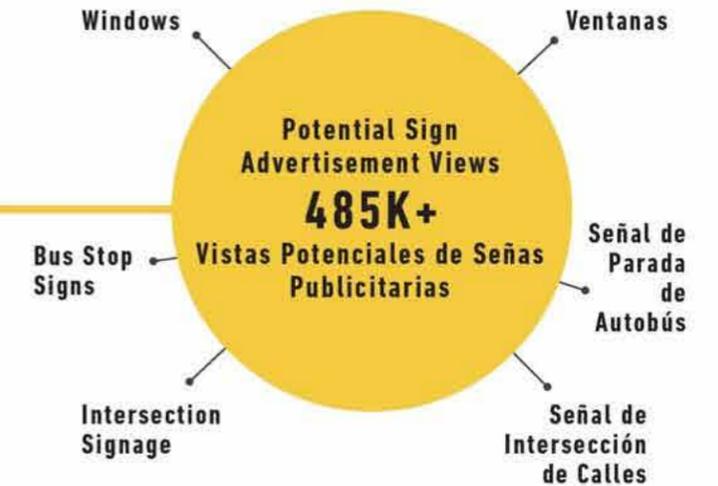
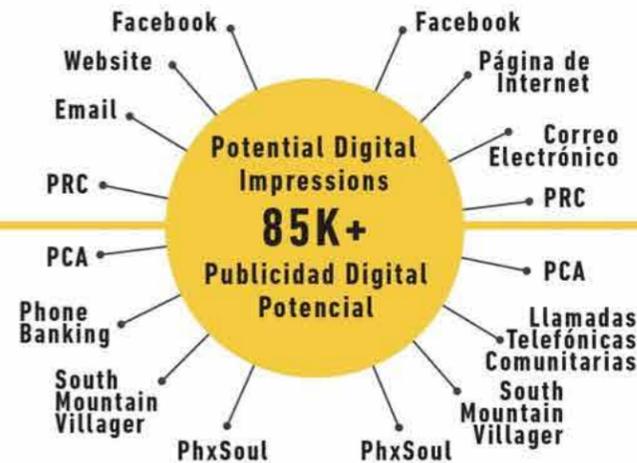
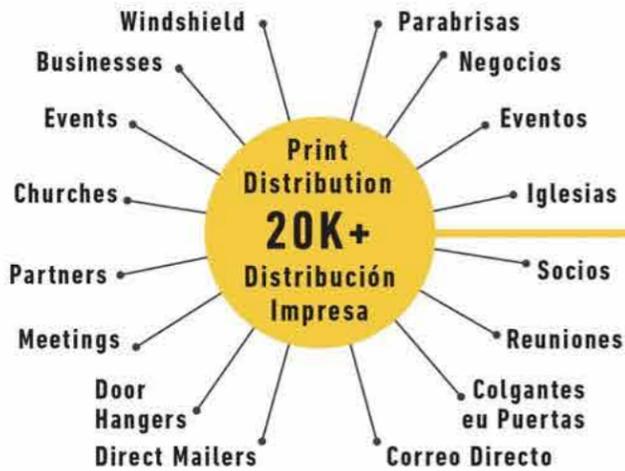
**7,473**  
DOORS KNOCKED

**400**  
BUSINESSES CONTACTED

**737**  
RESIDENTIAL ASSESSMENTS

**10**  
PUBLIC WORKSHOPS

**68**  
ROAD SHOWS



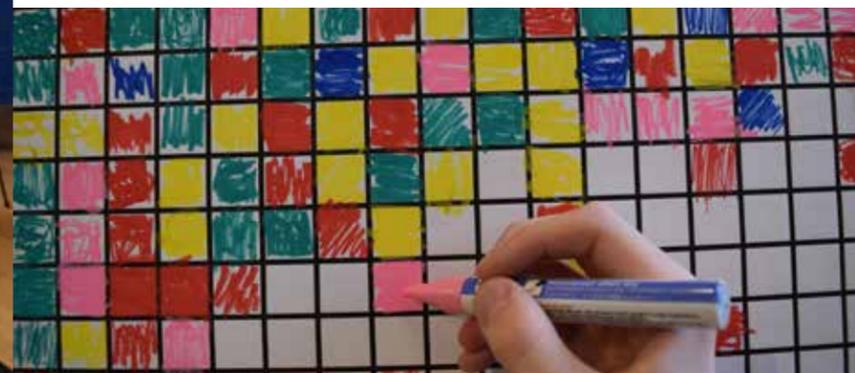
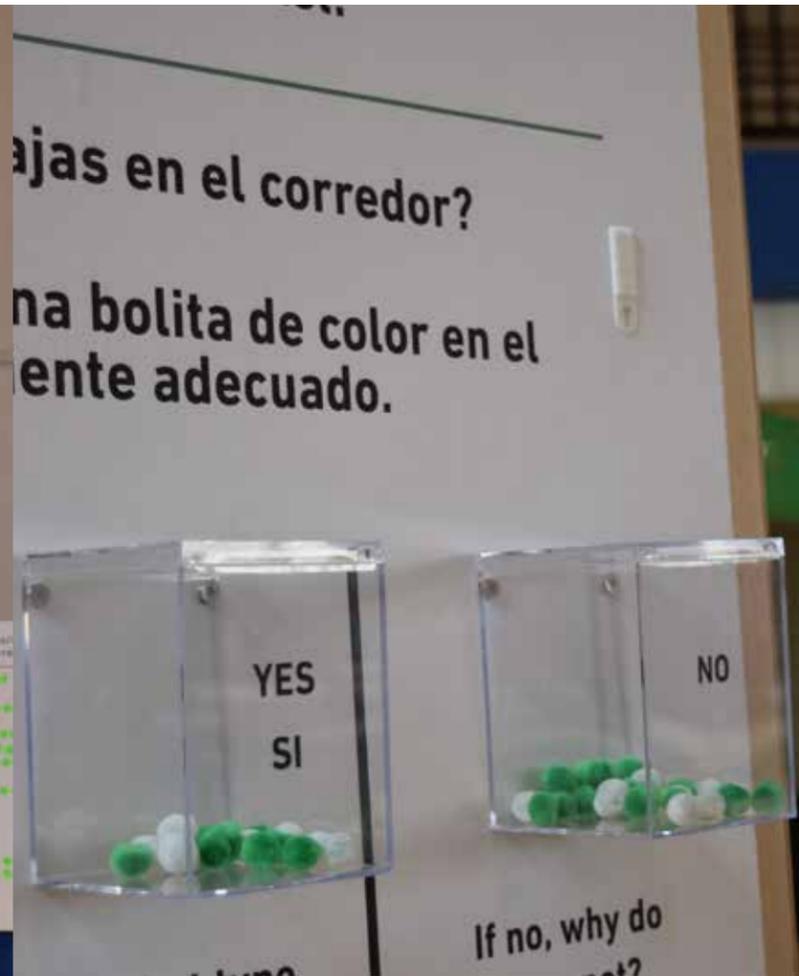
\*Calculation methods available upon request  
\*Los metodos de medición están disponibles a petición

### > Reach

Within the span of a year and a half, our team has knocked on over **10,000 doors**, completed over **700 residential assessments**, contacted over **400 businesses**, attended/presented at nearly **70 events/meetings**, hosted **two series of community planning workshops** which ultimately led to an initial draft of a community driven plan.

# COMMUNITY INPUT

## TOD GRANT TEAM OVERVIEW



### > Meeting The Community Where They Are

For the last year and a half, the TOD Grant team, a collaborative of eight professional firms and local non-profit organizations has shared the trajectory, challenges and opportunities to empower a community to formulate their own goals and envision a future leveraging their cultural capital.



# COMMUNITY IDENTIFIED INVESTMENTS

## TOD GRANT TEAM OVERVIEW



North Region



Rio Salado Region



South Region



South Mountain Region

### > Mapping Activities

Community members were encouraged to identify areas that were at risk of displacement, which areas are important to prioritize decisions on and which investments were appropriate for the different areas within the corridor. Each activity included a map to engage community members and gather input.

# COMMUNITY PRIORITIZED INVESTMENTS

## TOD GRANT TEAM OVERVIEW

|  |  |   |  |
|--|--|---|--|
| <p><b>GREEN SYSTEMS</b><br/><b>NEIGHBORHOOD RETENTION</b></p>  <p><b>DESCRIPTION:</b><br/>A Neighborhood Retention Area is a stormwater facility that collects storm water from multiple properties within a neighborhood, and may function as a park, golf course, or other open space when dry. These facilities help filter pollutants and recharge underground aquifers, provide evaporative cooling and additional irrigation for vegetation and help enable transit oriented development by allowing proper drainage to reduce on-site storm water retention.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• More Efficient Water Management</li> <li>• Cleaner Groundwater Supply</li> <li>• Cooler and More Comfortable Outdoor Places</li> <li>• Additional Neighborhood Amenities</li> </ul> <p>NR</p> | <p><b>ECONOMIC DEVELOPMENT</b><br/><b>PUBLIC ART</b></p>  <p><b>DESCRIPTION:</b><br/>Public Art is artwork that is installed in or adjacent to public spaces to enhance their streets, parks and other public spaces. Examples of Public Art include murals, sculptures, statues and creative interventions to bridges, transit stations, C&amp;D projects, parks and other infrastructure.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Enhanced Neighborhood Attractiveness and Amenities</li> </ul> <p>PA</p>  | <p><b>MOBILITY</b><br/><b>MULTI MODAL STREET</b></p>  <p><b>DESCRIPTION:</b><br/>A Multi-Modal Street is a street that accommodates all transportation modes - including pedestrians, bicycles, vehicles and transit - at a level of quality that is consistent with its existing or planned function and surrounding land use context.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Safer Walking Route</li> <li>• Safer Bicycling Route</li> <li>• Additional Choices for High Quality, Convenient and Low Cost Transportation</li> </ul> <p>MM</p>   | <p><b>HEALTH</b><br/><b>FULL SERVICE GROCERY STORE</b></p>  <p><b>DESCRIPTION:</b><br/>A Full Service Grocery Store is a large retail establishment, typically between 20,000 - 50,000 square feet that provides a wide range of healthy food options. These options are located within all facility food and can contribute to neighborhood economic vitality.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Improved Access to Healthy Food</li> <li>• Additional Neighborhood Amenities</li> <li>• Increased Job Opportunities</li> </ul> <p>FS</p>   |
| <p><b>HOUSING</b><br/><b>PREFABRICATED HOUSING</b></p>  <p><b>DESCRIPTION:</b><br/>Prefabricated Housing is residential development that has been developed off-site, often temporarily at an industrial facility, and is subsequently transported to regular production. Commercial, Shopping Centers and modular housing and pre-manufactured accessory dwelling units are examples of Prefabricated Housing.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Affordable Housing</li> <li>• Additional Neighborhood Amenities</li> <li>• Accessible and Affordable Housing</li> <li>• Additional Neighborhood Amenities</li> </ul> <p>PH</p>   | <p><b>HOUSING</b><br/><b>MULTI-GENERATIONAL HOUSING</b></p>  <p><b>DESCRIPTION:</b><br/>Multi-Generational Housing is live together, multi-unit housing in which family members live in single family neighborhoods or apartments.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Additional Neighborhood Amenities</li> </ul> <p>MG</p>   | <p><b>LAND USE</b><br/><b>PARKING REDUCTIONS</b></p>  <p><b>DESCRIPTION:</b><br/>Remove the parking maximum associated with commercial development to support transit-served development within the corridor.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Additional Neighborhood Amenities</li> </ul> <p>PR</p>  | <p><b>HEALTH</b><br/><b>URGENT CARE FACILITIES</b></p>  <p><b>DESCRIPTION:</b><br/>Small scale medical facilities, part of a network of services to provide routine, timely services.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Additional Neighborhood Amenities</li> </ul> <p>UC</p>  |
| <p><b>LAND USE</b><br/><b>WALKABLE URBAN NEIGHBORHOOD</b></p>  <p><b>DESCRIPTION:</b><br/>Walkable Urban Neighborhoods are dense residential areas where streets and buildings are designed to prioritize pedestrians and bicyclists. Landscape-buffered sidewalks, small block sizes, low rise housing, quality transit services and small commercial retail establishments at key intersections are typical characteristics of Walkable Urban Neighborhoods.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Enhanced Neighborhood Attractiveness and Amenities</li> <li>• Additional Quality, Affordable Neighborhood Choices</li> </ul> <p>WUN</p>  | <p><b>GREEN SYSTEMS</b><br/><b>WATER CAPTURE + REUSE</b></p>  <p><b>DESCRIPTION:</b><br/>Water capture and reuse includes building improvements that collect rain and waste water for reuse on site, primarily for landscape irrigation. Rain barrels, cisterns and roof reservoirs collect and store rain water while innovative plumbing techniques are used to collect wastewater from sinks, dishwashers and clothes washers. Water capture and reuse reduces potable water costs while helping to keep landscaping lush.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• More Efficient Water Management</li> </ul> <p>WC</p> | <p><b>ECONOMIC DEVELOPMENT</b><br/><b>ADAPTIVE REUSE DEVELOPMENT</b></p>  <p><b>DESCRIPTION:</b><br/>Adaptive Reuse Development is the restoration, rehabilitation and reuse of existing buildings to uses that they may not have been originally built for. Former warehouses converted to housing, old car show ships used as parking lots or used as offices converted to multi-family are examples of Adaptive Reuse Development.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Enhanced Neighborhood Attractiveness and Amenities</li> <li>• Strategic Opportunity for Land Gaining</li> <li>• Additional Quality, Affordable Neighborhood Choices</li> </ul> <p>AR</p> | <p><b>MOBILITY</b><br/><b>PASEO</b></p>  <p><b>DESCRIPTION:</b><br/>A Paseo is a pedestrian- and bicycle-friendly street, typically 20-40 feet in width. It provides open space, building access and enhanced pedestrian circulation for neighborhoods. Paseos can be used to provide connections through long blocks where options for constructing new streets are difficult or cost prohibitive.</p> <p><b>COMMUNITY BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Safer Walking Route</li> <li>• Safer Bicycling Route</li> <li>• Additional Choices for High Quality, Convenient and Low Cost Transportation</li> <li>• Additional Neighborhood Amenities</li> </ul> <p>P</p> |



> **Community Identified Investments**  
62 cards in six categories were used to geolocate potential investments identified by the community. Investments identified included neighborhood retentions, multi modal streets, parking reductions, walkable urban neighborhoods and water capture and reuse.

# BUILDING + HOUSING TYPOLOGIES

## TOD GRANT TEAM OVERVIEW

### Zoning + Building/Housing Typologies | Missing Middle

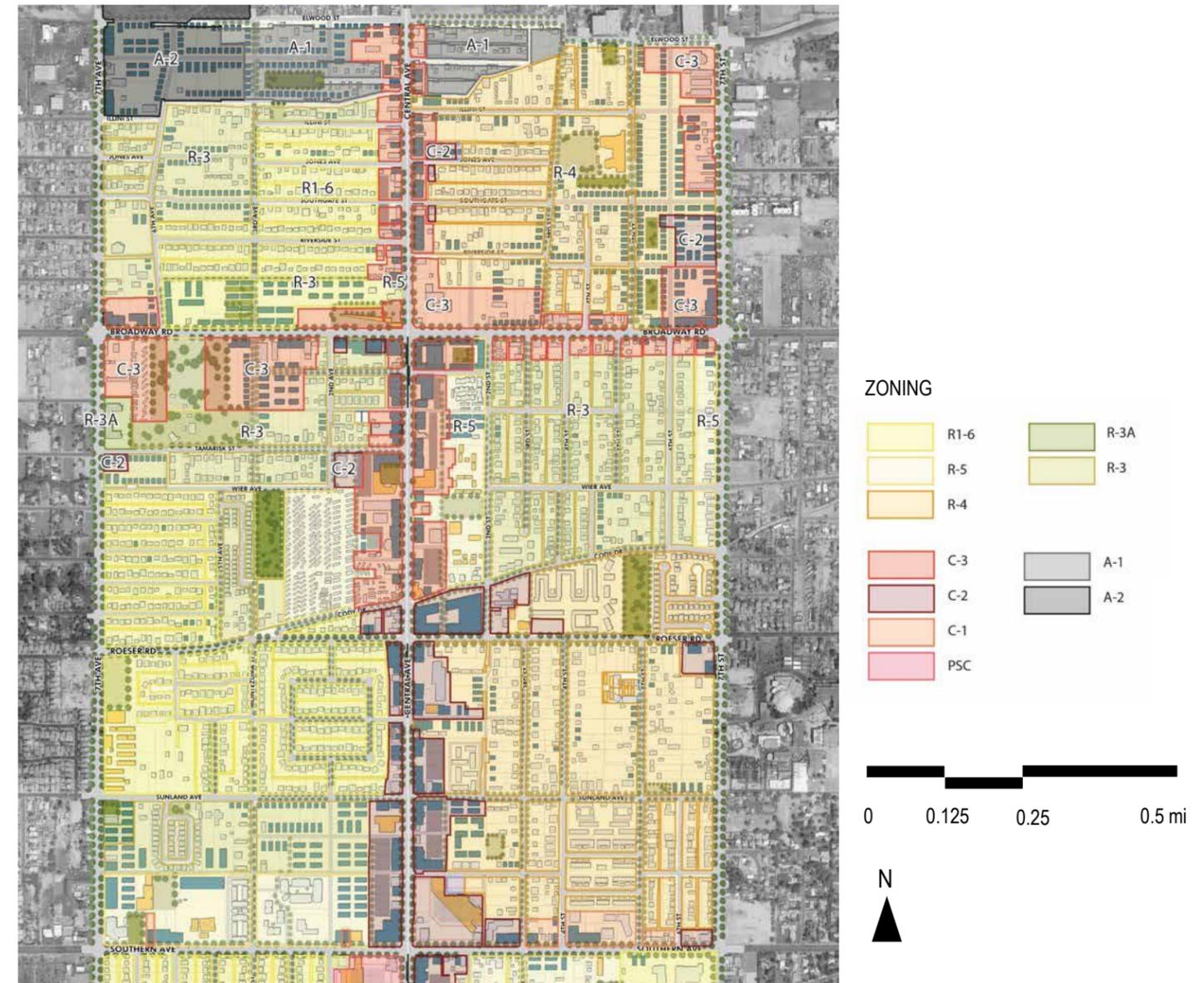
Walkable Urban Code Application  
T5:2 T5:3 T5:5

- Multi-generational / ADU
- Duplex
- Duplex - Two Story
- Multi-unit House
- Multi-unit Building
- Courtyard Housing
- Townhouse / Rowhouse
- Live / Work Unit
- Small Apartment
- \* Mid-rise Apartment
- Live / Work Unit
- Small Commercial
- Small Mixed-use
- \* Medium Mixed-use
- \* Parking Structure

#### > Urban Walkable Code Application

The Application of the Walkable Urban (WU) Code creates a more walkable, urban pattern of development along the light rail corridor while reducing the emphasis on and need for parking while focusing on implementing typologies respectful of the existing neighborhoods while meeting the needs of the community.

### Broadway Station | Minor Urban Center

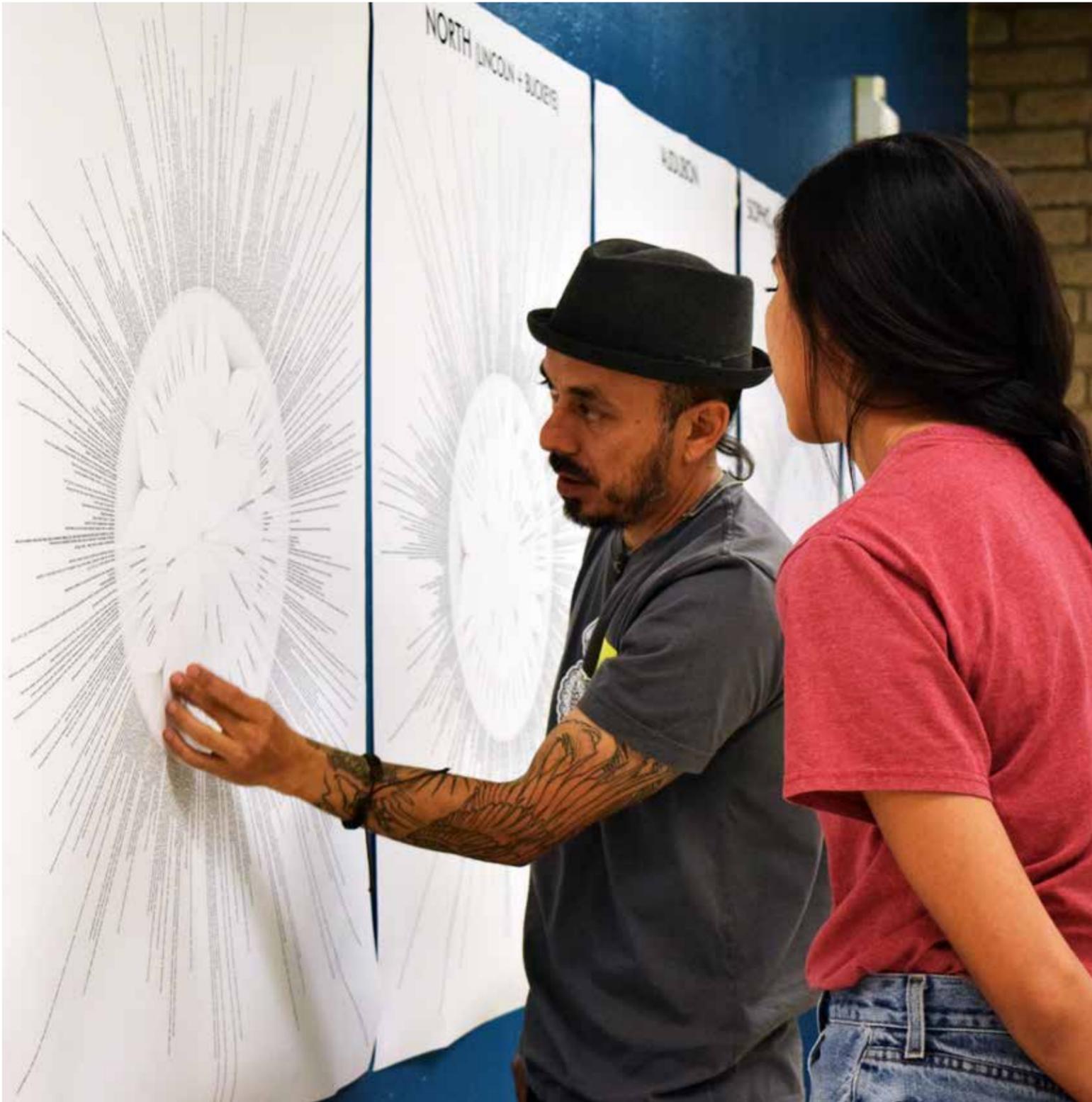


Overall the methodology and planning approach is transferable to other communities preparing for a similar investment. It is also applicable to new development that desires to create access, place and value through compact, connected, diverse development patterns through policy and practice.



# VISION THEMES

## TOD GRANT TEAM OVERVIEW

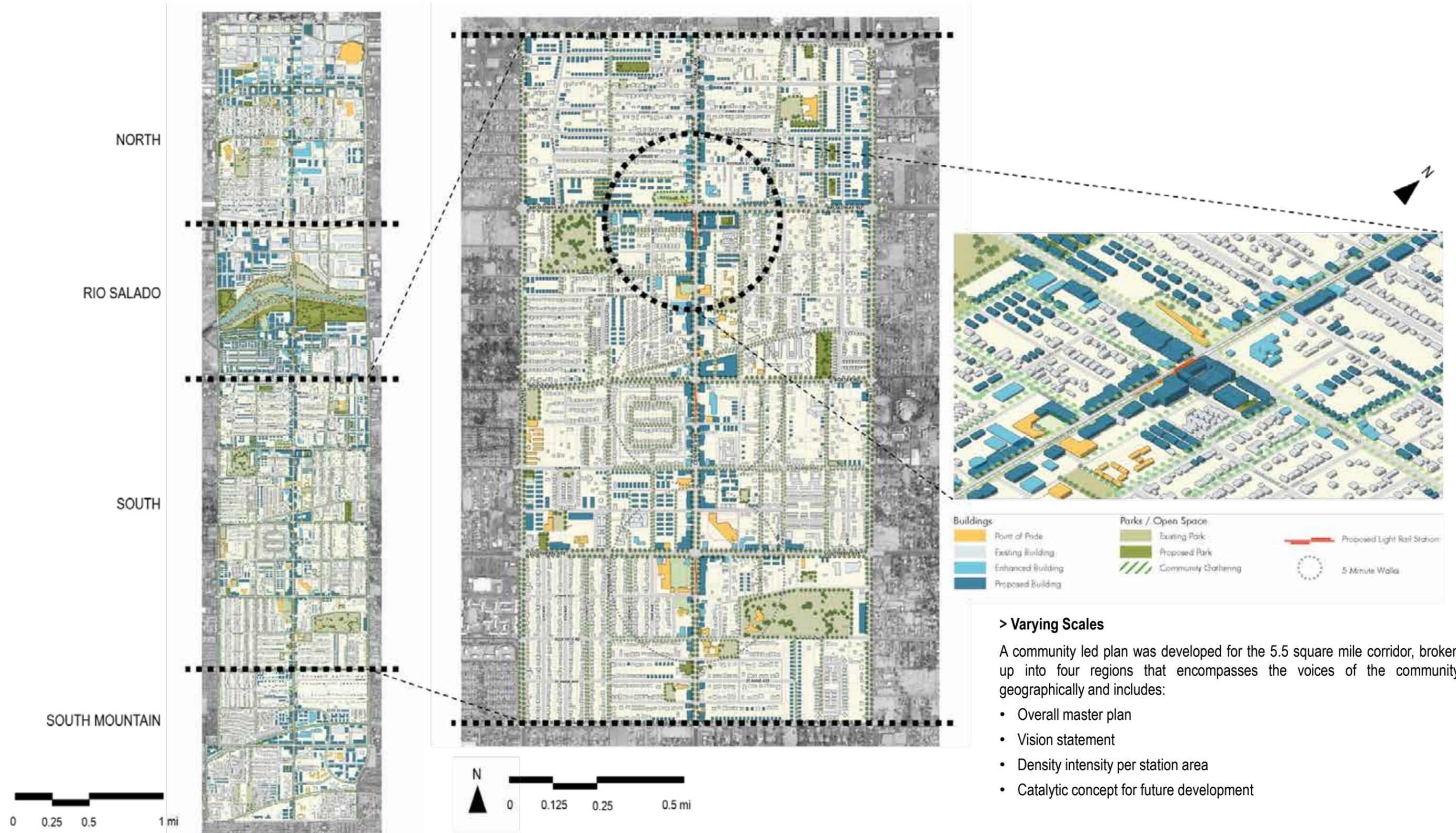


### > Emerging Overall Themes

- **Environmentally Equitable Compact Community**
- **Sustainability and Resiliency** – reducing vulnerability
- **Stabilization of neighborhoods** is necessary, blending new economic development
  - Areas at risk of displacement were identified by input and technical analysis
  - Desire for range of housing options and affordability are key + mixed income is desirable
- Desire for **incremental change and growth** in an appropriate way
- Authentic regional destination that supports local businesses and shares culture
- **Improved parks** and South Mountain **access** is important
- Community would **walk / bike** more if there was **shade, lighting, safe sidewalks**
- Desire for more jobs in health, education, service, industrial, tech. opportunities

# ILLUSTRATIONS

## TOD GRANT TEAM OVERVIEW



### > Varying Scales

A community led plan was developed for the 5.5 square mile corridor, broken up into four regions that encompasses the voices of the community geographically and includes:

- Overall master plan
- Vision statement
- Density intensity per station area
- Catalytic concept for future development

# ROAD SHOW

## TOD GRANT TEAM OVERVIEW



### > Meeting the Community Members Where They Are

The Transit Oriented Development (TOD) Grant Team reached people by meeting the community members where they were and by attending events in the South Central community to allow community members to conveniently provide input through a variety of engagement methods and participate in exercises. This strategy has served the outreach and engagement efforts well.

# BUSINESS ASSISTANCE

## TOD GRANT TEAM OVERVIEW



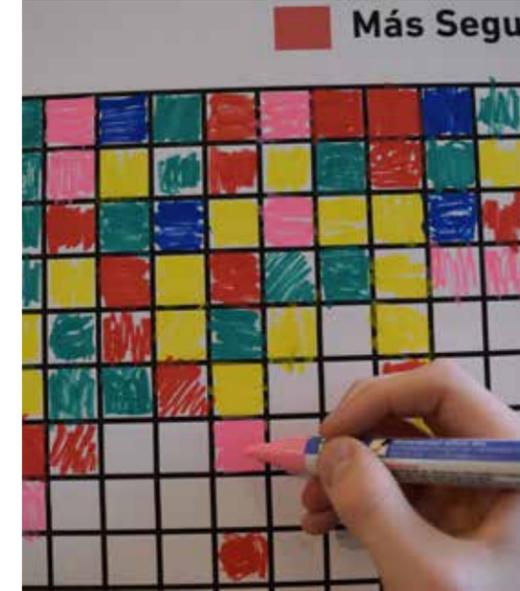
### > Meeting the Community Members Where They Are

In parallel with the planning effort, the TOD team worked with businesses within the project boundary area, preparing business owners at multiple phases of the light rail extension construction. The goal of the Business Assistance team was to connect with each business to conduct an assessment of their needs and build a plan to work towards obtaining those goals.



# COMMUNITY PLANNING WORKSHOP SERIES #1

## TOD GRANT TEAM OVERVIEW



### > Share Your Vision For the Future

The first series of workshops were located at the Carver Museum and Cultural Center, in the northern section of the corridor. Six large exhibits were set up around the workshop space which included a variety of innovative, unique, and creative engagement methods designed to gather community feedback, all related to the planning elements. Other activities included story capturing and youth engagement.

# COMMUNITY PLANNING WORKSHOP SERIES #2

## TOD GRANT TEAM OVERVIEW

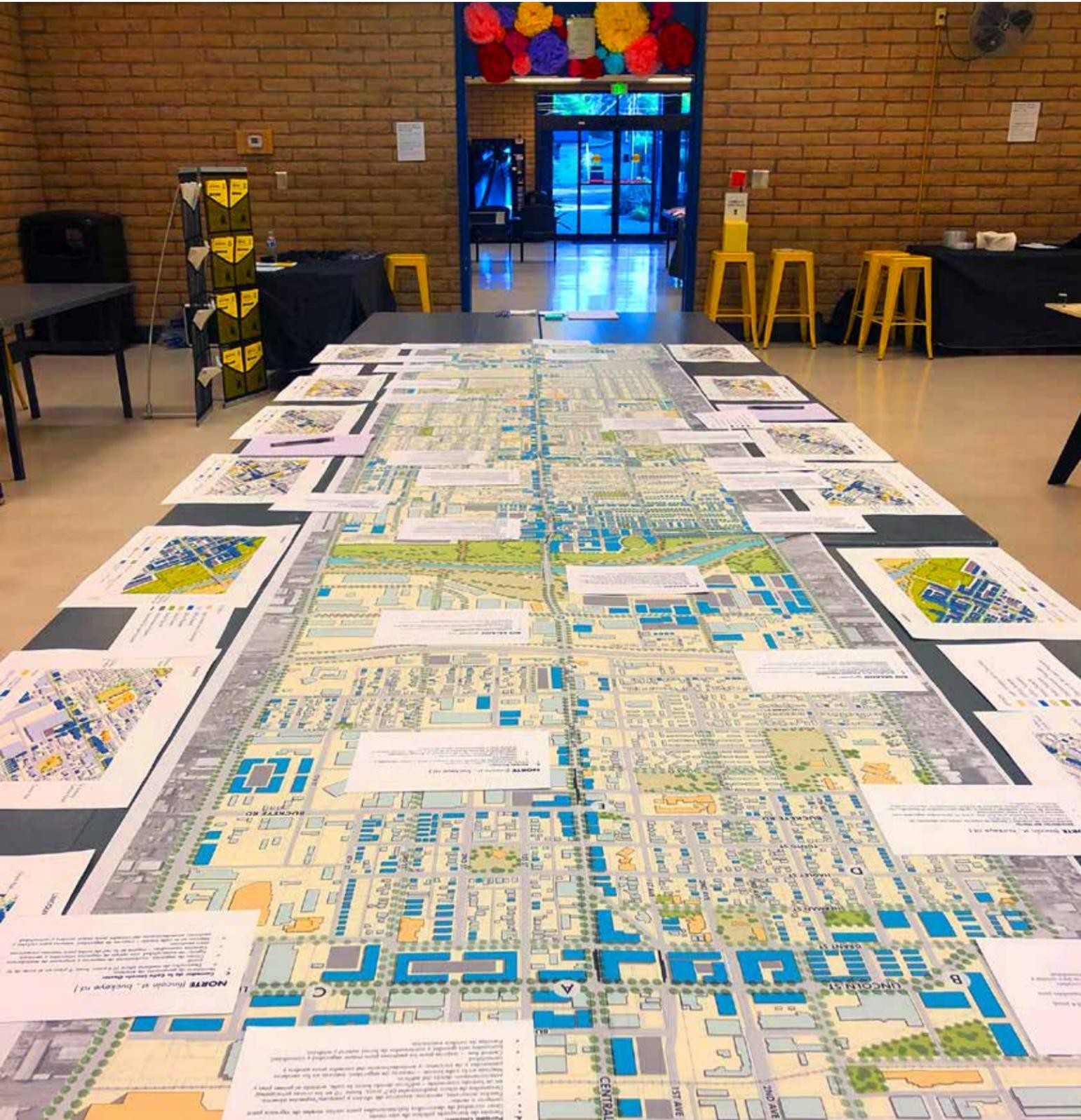


### > See Your Vision For the Future

The second series of workshops were located at the South Mountain Community Center, in the southern section of the corridor. Community members were asked to identify investment types related to the six planning elements that should be considered throughout the various station areas within the South Central corridor. Each table was provided a deck of investment cards that the community members could look through and place on the map.

# PUBLIC PRESENTATIONS

## TOD GRANT TEAM OVERVIEW

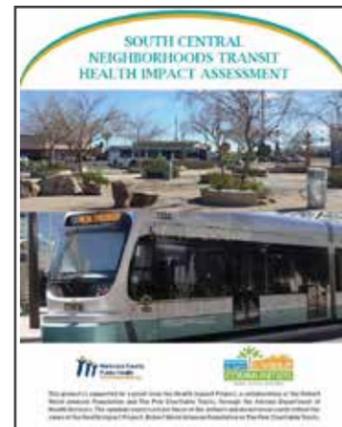
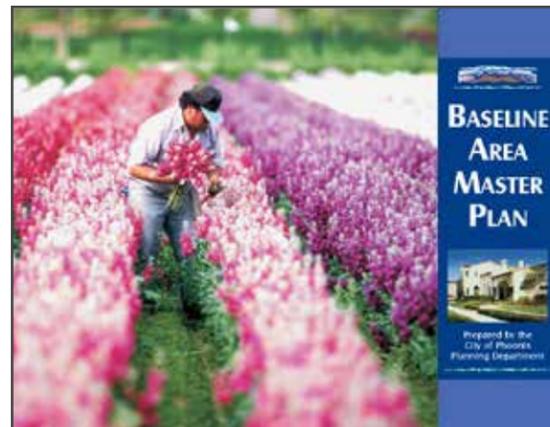
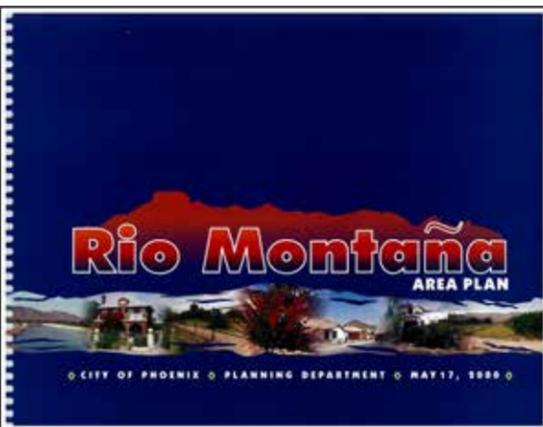
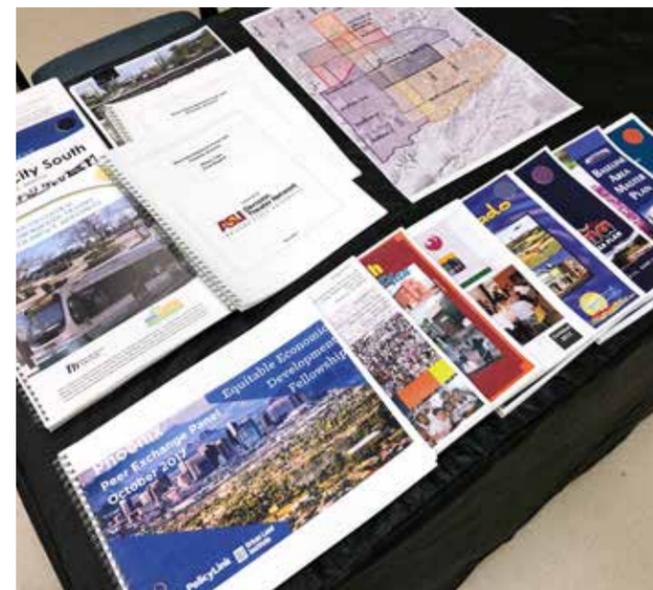
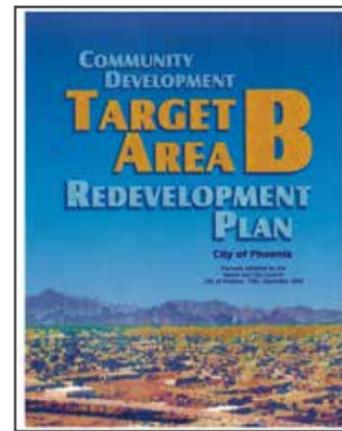
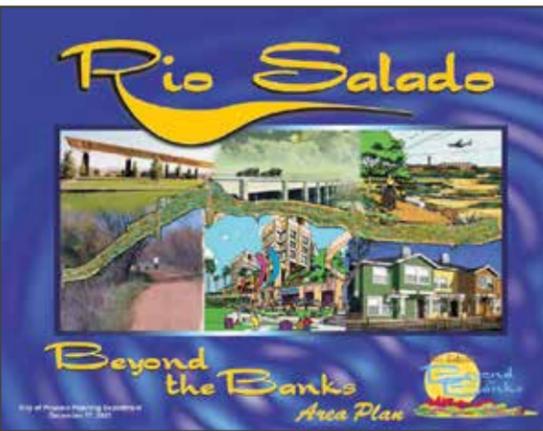
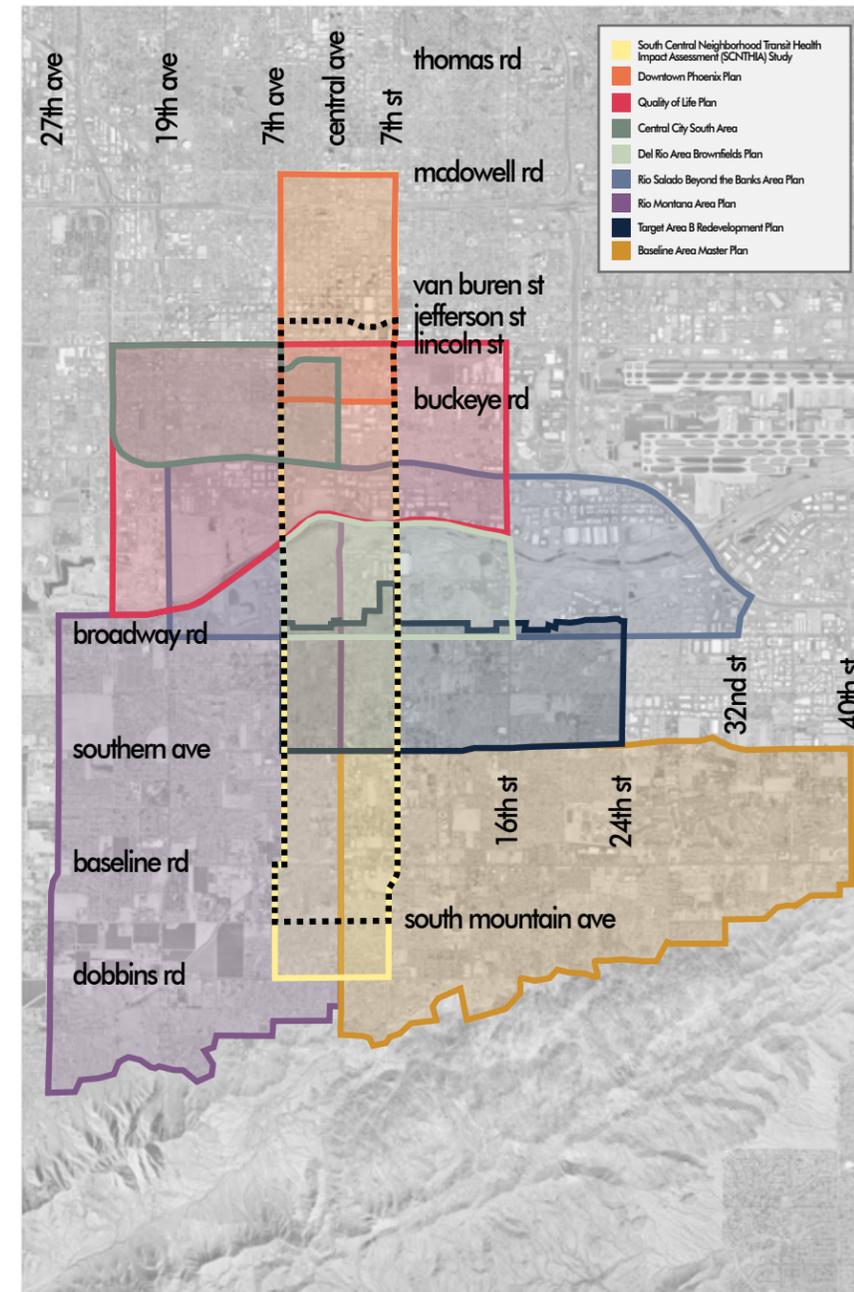
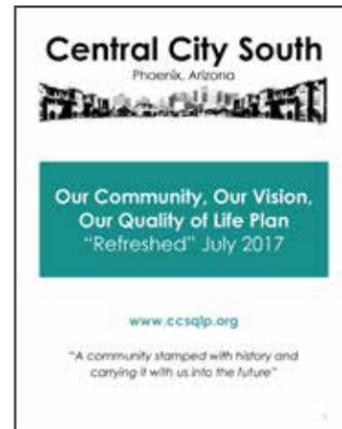
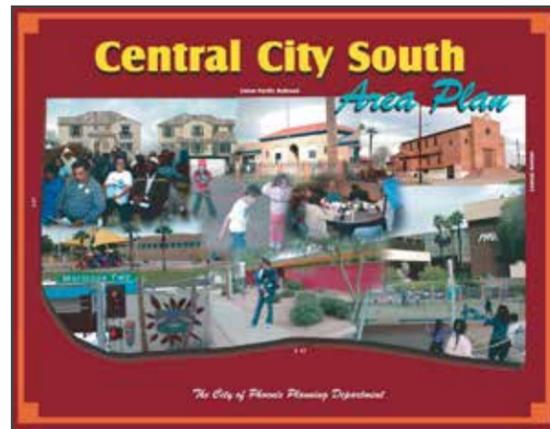
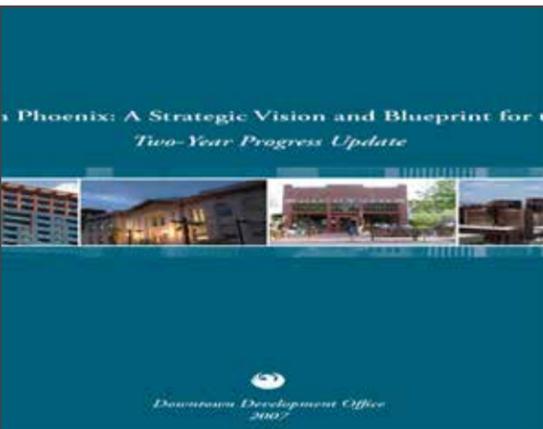


### > Did We Hear You?

Two public events, located at Academia Del Pueblo and the South Mountain Community Center, were organized by the TOD team to present the conceptual drawings following the community planning effort for the past year. The presentations demonstrated a reflection of key ideas and a compilation of the community vision that was shared and documented throughout the planning process. The public events allowed for discussion and comments from the community.

# PREVIOUS EFFORTS

## TOD GRANT TEAM OVERVIEW



Recognizing that reports developed by the City, community groups, and organizations already exist, the TOD Grant Team reviewed these past reports and assessments in order to continue building on those efforts, while updating certain aspects and incorporating the community's vision for their future community. Some In parallel with the planning effort, the TOD team worked with businesses within the project boundary area, preparing business owners at multiple phases of the light rail extension construction. The goal of the Business Assistance team was to connect with each business to conduct and assessment of their needs and build a plan to work towards obtaining those goals.

# PARTNERING MEETINGS

## TOD GRANT TEAM OVERVIEW

Community Resource Guide V1

### SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT BUSINESS ASSISTANCE AND LAND USE PLANNING

The Transit Oriented Development (TOD) team collaborated with community organizations to develop this community resource guide. This guide is meant to be a reference for community members who are seeking information on services including, but not limited to, adult education, business development, childcare, civic participation, employment services, and immigrant services. We acknowledge that this guide is not all inclusive, but it is a working document that is updated regularly to include new organizations and services.

**Transit Oriented Development Team**

- Promise Arizona
- Gould Evans
- Center for Neighborhood Technology (CNT)
- Wilson & Company
- Local Fat
- Friendly House
- Hustle Phoenix

todinfo@todphx.org 602-650-7616

Community Resource Guide V1

### SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING COMMUNITY RESOURCE GUIDE

**ADULT EDUCATION**

- Emmett McLoughlin Community Training & Education Center (CTEC)
- ESL program at South Mountain Community College
- Friendly House
- Harmon Library
- Immigrant Relief Center of Arizona Inc
- Promise Arizona

**BUSINESS DEVELOPMENT**

- Berkshire Hathaway Home Services
- Black Wall Street (BWSAZ)
- City of Phoenix
- City of Phoenix Community and Economic Development

**CHILD CARE/EARLY CHILDHOOD EDUCATION**

- Greater Phoenix Urban League
- Harmon Library

**CIVIC PARTICIPATION**

- Roosevelt Early Childhood Family Resource Center (University of Arizona)
- Insite Consultants
- Promise Arizona
- Vitalyst Health
- Valley Metro - South Central Extension Community Office
- Immigrant Relief Center of Arizona Inc
- Valley Metro Business Assistance

**COMMUNICATIONS**

- KDF 102.9 LPFM

**ELECTED OFFICIALS**

- District 7 City Council
- District 8 City Council
- Federal level representative (7th District): Ruben Gallego
- State Level Representative (27th)

Community Resource Guide V1

District): Reginald Bolding, Jr.

**EMPLOYMENT SERVICES / WORKFORCE DEVELOPMENT**

- Arizona @ Work
- Arizona Black United Fund Inc
- Arizona Opportunities Industrialization Center (AZ OIC)
- Chicanos Par La Causa
- City of Phoenix
- Community Legal Services
- Dress for Success Phoenix
- Emmett McLoughlin Community Training & Education Center (CTEC)
- Friendly House
- Greater Phoenix Urban League
- Harmon Library
- MAXIMUS Workforce Center
- Ocotillo Library
- Phoenix Job Corps Center
- Raza Development Fund
- St. Joseph The Worker
- Tiger Mountain Foundation

**FAMILY SERVICES**

- Arizona Center for Youth Resources
- Arizona Department of Economic Security
- Arizona Senior Options
- Birth to Five Helpline - Southwest Human Development
- Black Family & Child Services of Arizona
- Chicanos Par La Causa
- Child Crisis Arizona
- City of Phoenix Housing Department
- City of Phoenix Travis Williams Family Service Center (must provide proof of residency and citizenship)
- Child Crisis Arizona
- Childhelp
- Community Legal Services
- Cultural Cup Food Bank
- Father Matters
- Friendly House
- Greater Phoenix Urban League
- Harmon Recreation Center
- ICM Food & Clothing Bank
- Living Streams Church Food Pantry
- Marcos De Niza Senior Center
- Mil Mujeres Legal Services

**FINANCIAL SERVICES & LITERACY**

- City of Phoenix
- Community Legal Services
- Emmett McLoughlin Community Training & Education Center (CTEC)
- Raza Development Fund
- South Mountain Services LLC
- Volunteer Income Tax Assistance (VITA)

**HEALTH & WELLNESS**

- City of Phoenix Neighborhood Services Department
- Chicanos Par La Causa
- Community Legal Services
- Greater Phoenix Urban League
- RightCare Foundation
- Vitalyst Health Foundation

**HOUSING**

- Arizona Fair Housing Center
- Chicanos Par La Causa
- City of Phoenix Housing Department
- Community Legal Services
- Greater Phoenix Urban League

**IMMIGRANT SERVICES**

- Chicanos Par La Causa
- Friendly House
- Immigrant Relief Center of Arizona Inc
- Promise Arizona

**LIBRARY**

- Ocotillo Library
- Harmon Library

**NEIGHBORHOOD GROUPS**

- Capitol Hill Association (CMA)
- Central Park Neighborhood Association

**STATE FARM - JORDAN JACQUES**

- Moms Clean Air Force
- Nurse-Family Partnership
- Phoenix Rescue Mission
- Phoenix Revitalization Corporation
- Mil'Ra IMAGE
- Salvation Army Phoenix Adult Rehabilitation Center
- Southwest Behavioral Human Development
- The Society of St. Vincent de Paul Family Dining Room
- Urban Strategies
- Valley Metro - South Central Extension Community Office

**PARKS & PLAYGROUNDS**

- City of Phoenix Parks & Recreation
- Sonoran Institute

**PUBLIC SAFETY**

- Phoenix C.A.R.E.S
- 211 ARIZONA
- Public Works Department—Trash & Recycling

**RELIGIOUS SERVICES**

- First Institutional Baptist Church (FIBC)

**YOUTH & EDUCATIONAL SERVICES**

- Arizona @ Work
- Boys & Girls' Club
- City View High School
- Copper City Youth Project
- Friendly House
- Phoenix Youth R.L.S.E.
- Trees Matter
- Unlimited Potential

See following directory pages for detailed information, contact, and eligibility requirements—if applicable.

Community Resource Guide V1

**HEALTH & WELLNESS**

- City of Phoenix Neighborhood Services Department
- Chicanos Par La Causa
- Community Legal Services
- Greater Phoenix Urban League
- RightCare Foundation
- Vitalyst Health Foundation

**HOUSING**

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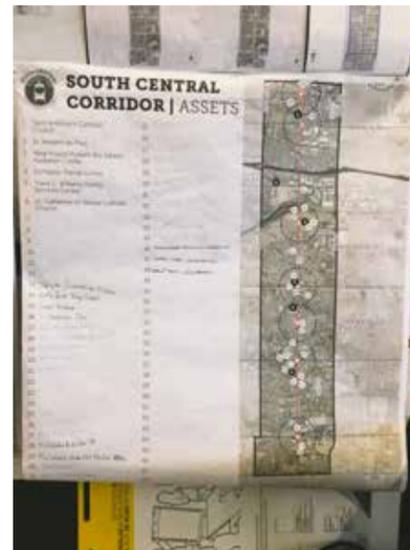
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- Trees Matter
- Unlimited Potential

See following directory pages for detailed information, contact, and eligibility requirements—if applicable.



### > Community Resource

The City of Phoenix initiated a monthly partnering meeting comprised of local non-profit and organizational stakeholders with the purpose of sharing events and other resources across organizations. A draft Resource Directory has been created from a questionnaire distributed to the affiliations of the group in which partners indicate services offered and contact information. The Resource Directory is anticipated to be a living document that regularly updates various resources available to the South Central Community.

# SOUTH CENTRAL TOD STEERING COMMITTEE

## FRAMEWORK INTRODUCTION

### The Committee

The South Central Transit-Oriented Development (TOD) Steering Committee is comprised of community leaders representing stakeholder groups in the areas surrounding the South Central light rail extension. The committee was appointed by Mayor and Council to serve as advisors to City staff and to help develop this TOD policy plan to realize a shared community vision and implementation strategies for the future of the corridor. Members serve as community leaders by representing their stakeholder groups and by advocating for and playing a direct role in implementing the plan. Meetings were open to the public and took place every 3rd Thursday of the month. The committee work program included several key activities to facilitate committee discussion guidance and feedback on all aspects of the planning project.

### Activity One: Planning Element Matrix

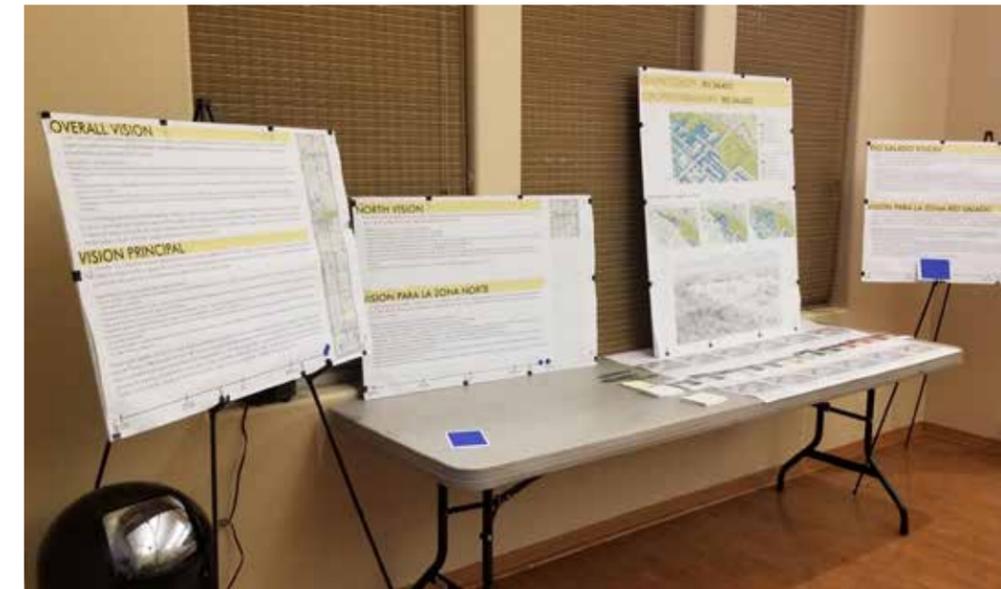
This activity had committee members provide input regarding the Existing Conditions for the 6 planning elements. Steering committee members provided additional feedback in writing about any additional data they would like to see both short and long term. From the first activity onwards, the committee identified the importance of outreach and engagement, especially of those most at risk of displacement including senior citizen's with health and financial struggles, and those who cannot receive benefits due to their immigration status.

### Activity Two: Headline "Visioning"

For the Headline Activity, committee members envisioned newspaper headlines they would like to see regarding the South Central Corridor in the future. The goal of the activity was to identify existing assets to be preserved and opportunities for improvements that could be celebrated. The committee wrote down several headlines with themes celebrating community led decisions, keeping people safe and in place, highlighting area's history, a better future for the coming generations, shared prosperity, achieving homeownership, and a wealth of entertainment options that will truly make the corridor a "World class destination".

### Activity Three: Framework + Goals

The committee participated in an activity where they could provide their personal assessment of the 6 planning elements framework and goals and if they agreed that they the framework provides a strong foundation towards achieving the overall vision to Reject Displacement. The results showed that the committee built a consensus around the overall planning frameworks ability to work harmoniously towards achieving the community's vision for a sustainable and equitable future for all existing and future residents.





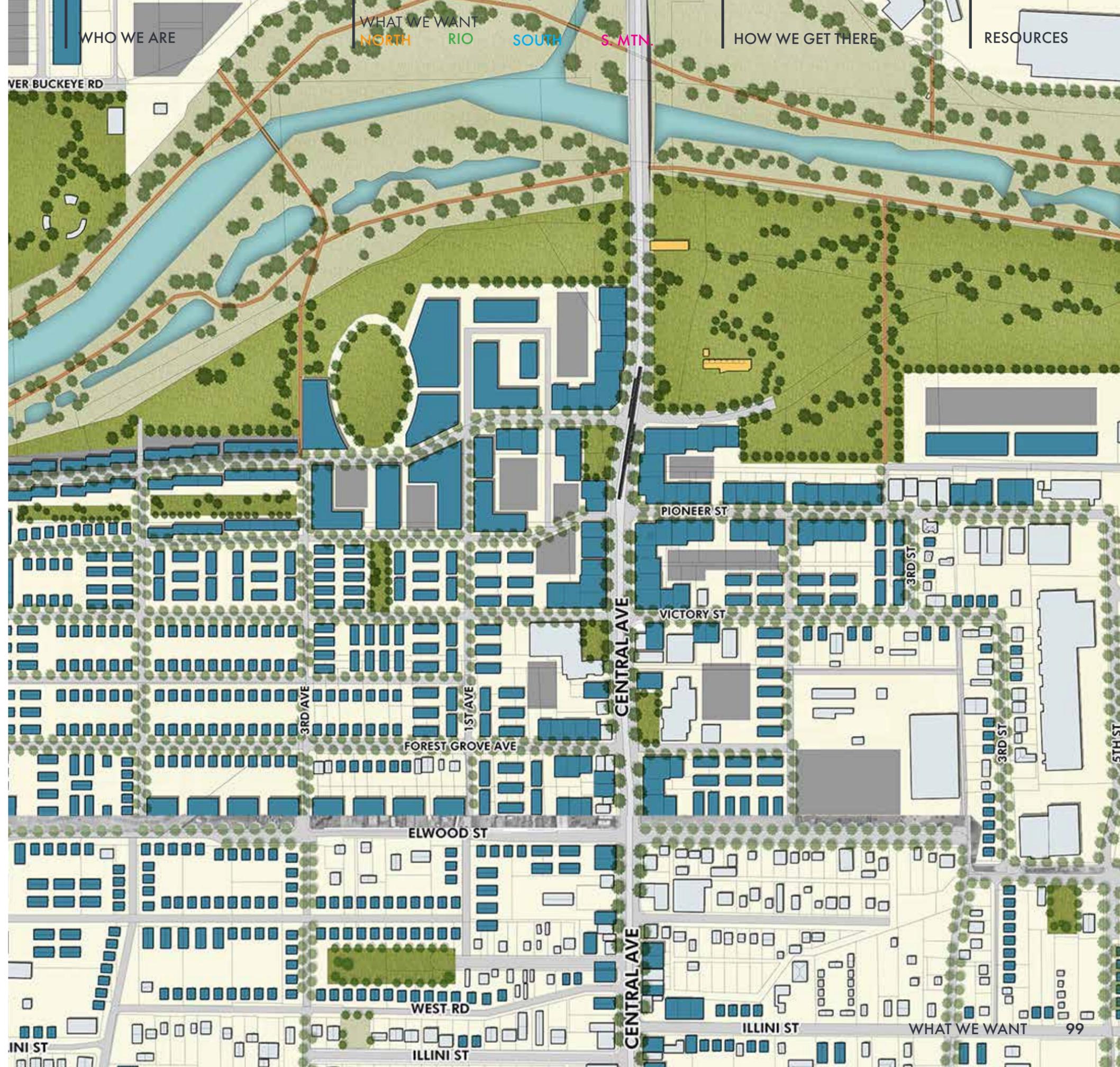
# PART 3 WHAT WE WANT

A shared community vision for environmentally equitable compact and connected communities; sustainable and resilient; incremental change and growth; towards a world-class regional destination that supports local small businesses, shares cultures, and improves health for all existing and future residents.

// There are two keywords to keep in mind as we continue moving forward in the process, and they are "envision" and "protect". //

**CHAIRWOMAN EVA OLIVAS**

South Central TOD Steering Committee 2018-2021





# CORRIDOR WIDE VISION TO REJECT DISPLACEMENT

The South Central Corridor **REJECTS DISPLACEMENT** of our existing residents and businesses and celebrates our diverse cultural heritage. We support equitable transit-oriented development, designed as a sustainable future that improves the quality of life for all existing and future families and residents of this corridor.

## Specifically, our community envisions:

- Protecting our existing community members from displacement by prioritizing equitable community identified investments and services for our most vulnerable populations.
- Fostering community collaboration on new development projects to create a convenient, affordable, and opportunity rich place in which our residents, businesses, and youth will thrive.
- Prioritizing safe, authentic, shaded, green infrastructure networks connecting to existing and new assets, schools, services, retail and amenities to support equitable access and overall community health.
- Creation of an active, vibrant, culturally and ethnically relevant corridor prominent in safe, unique, and intentional public gathering places where everyone is welcome.
- Empowering our existing residents to build personal and community wealth and resiliency through equitable and innovative strategies to achieve home, land, and business ownership.



## What are the potential drivers of displacement: **INVESTMENT & CHANGE**

- New investments that result in the physical displacement of existing residents and businesses such as the demolition of existing homes and buildings for new projects.
- New investments that create economic challenges for residents and businesses to remain in place such as increases in the cost of living or a lack of affordable and attainable (equitable) housing options.
- Changes to the built environment that exacerbate existing environmental and health challenges such as increasing nighttime temperatures or lack of access to healthy food or open space.

## How does the plan address this vision and reduce risks for displacement?

- Provides a comprehensive framework to guide investment, both private and public that aligns with the community based vision.
- Designates areas identified by the community for protection and enhancement.
- Creates a policy foundation for future development that embraces the existing character, scale, and intensity of the corridor's neighborhoods
- Establishes a comprehensive list of strategies aimed at engaging both the city and the community to continue working together to implement the plan.



WHAT PLACES DO YOU LOVE MOST IN YOUR NEIGHBORHOOD?

Use a white sticker to mark the spot.

# FOUR DISTINCT AREAS SOUTH CENTRAL COMMUNITIES

## Four Distinct Areas

Our rich heritage and environmental features create a corridor that is unique to anywhere else in Phoenix. This plan for our community's future is customized into 4 distinct areas of the corridor, each uniquely focused on the people's history, character, uses, and aspirations to blend all future community identified investments and enhancements in an equitable and appropriate way: North of the Interstate 17 Freeway (I-17), at the Rio Salado, South of the Rio Salado and most adjacent to South Mountain.

The **North** Area reconnects communities, residents, and businesses, from the tracks (downtown) and across the Rio Salado to improve the quality of life and neighborhood environment for all.

The **Rio Salado** area celebrates a well-connected, enhanced, and publicly accessible natural resource abundant in gathering places and diverse recreation opportunities for local and regional guests.

The **South** Area is a vibrant connected environment that strengthens and prioritizes families, youth, and protecting the most vulnerable populations while inspiring all future generations to live, work, and thrive in place.

The **South Mountain** area is a community hub for health and recreation investments. The green infrastructure along the canal banks and to South Mountain Park, connects people in affordable housing and mixed income residential neighborhoods to improved health and healthcare jobs.

## NORTH | Reconnect Communities



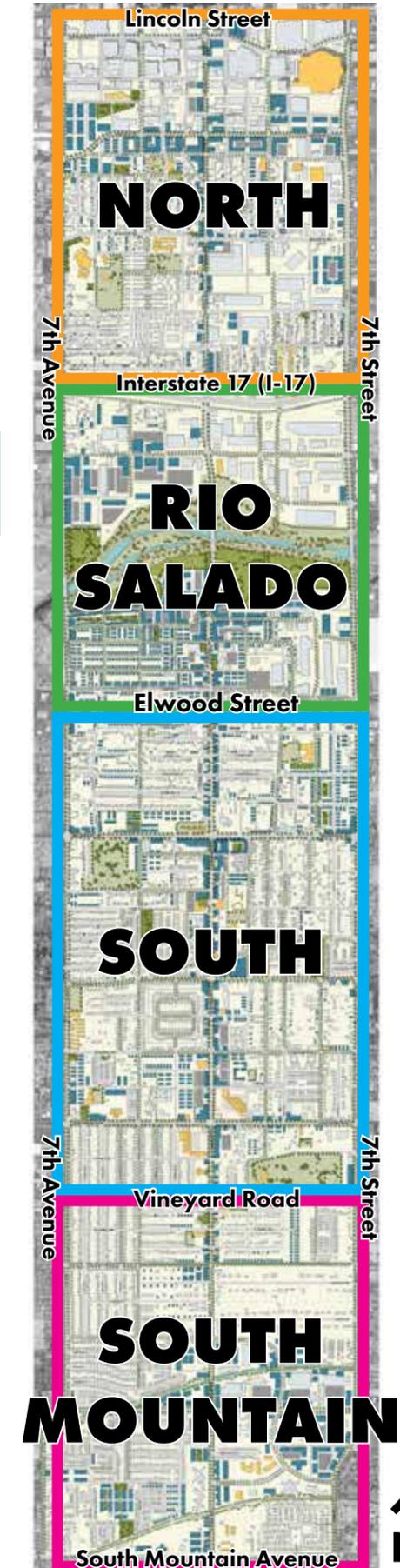
## RIO SALADO | Celebrate Natural Resources



## SOUTH | Strengthen Traditions and Culture



## S. MOUNTAIN | Health and Recreation Hub





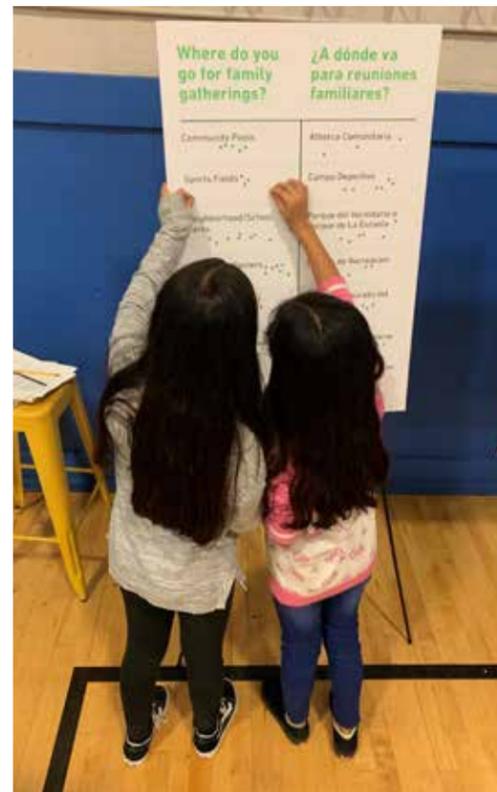
# NORTH AREA RECONNECT COMMUNITIES

## 2045 COMMUNITY VISION

The North Area reconnects communities, residents, and businesses, from the tracks (downtown) and across the Rio Salado to improve the quality of life and neighborhood environment for all.

Specifically for this area, our community envisions:

- New pathways for building individual and community wealth
- Protection and celebration of historical elements and stories
- Convenient, equitable, individual and community access to free choice in regards to fresh food – such as urban agriculture, the City’s Local Food System program, neighborhood grocery, permanent restaurants and mobile services
- Enhanced recreation and entertainment options – affordable to local residents
- Enhanced existing parks with more amenities, shade, and access by connected green, shaded, lighted, safe paths within the neighborhoods
- Infill of vacant lots with diverse housing options appropriate to existing neighborhoods and blend the new with the old (affordable, mixed income housing)
- Parking solutions that balance business and sports needs with residential neighborhood quality of life



# NORTH AREA - PRIORITIZING GROWTH

The North Area has prioritized growth **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. Established neighborhoods, although zoned for higher intensity and scales, utilize appropriate housing and building typologies that fit the existing context while achieving the desired community vision for change.

## PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. \*Housing investments examples: ADU's, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.



Rate of Change



Scale of Change



Intensity of Change

## ENHANCE

Areas designated for **slow to moderate rate of growth** strategies, **medium scale** and **medium intensity** investments. \*Housing investments examples: Courtyard Apartments, Townhouses medium multiplex, live-work.



Rate of Change



Scale of Change



Intensity of Change

## INVEST

Areas designated for **moderate rate** of growth strategies, **medium/large scale** and **medium/high intensity** investments. \*Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.



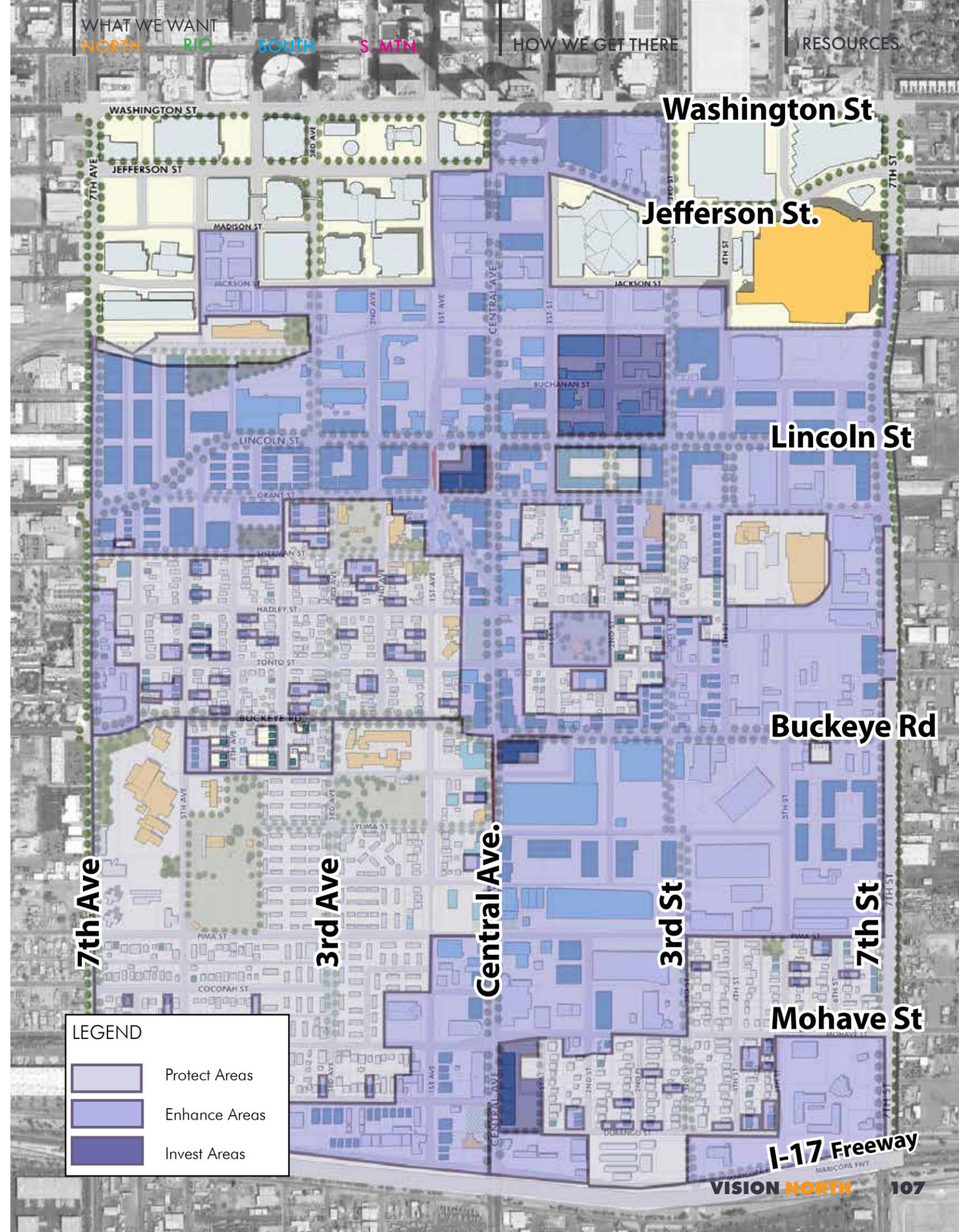
Rate of Change



Scale of Change



Intensity of Change



LEGEND

|  |               |
|--|---------------|
|  | Protect Areas |
|  | Enhance Areas |
|  | Invest Areas  |

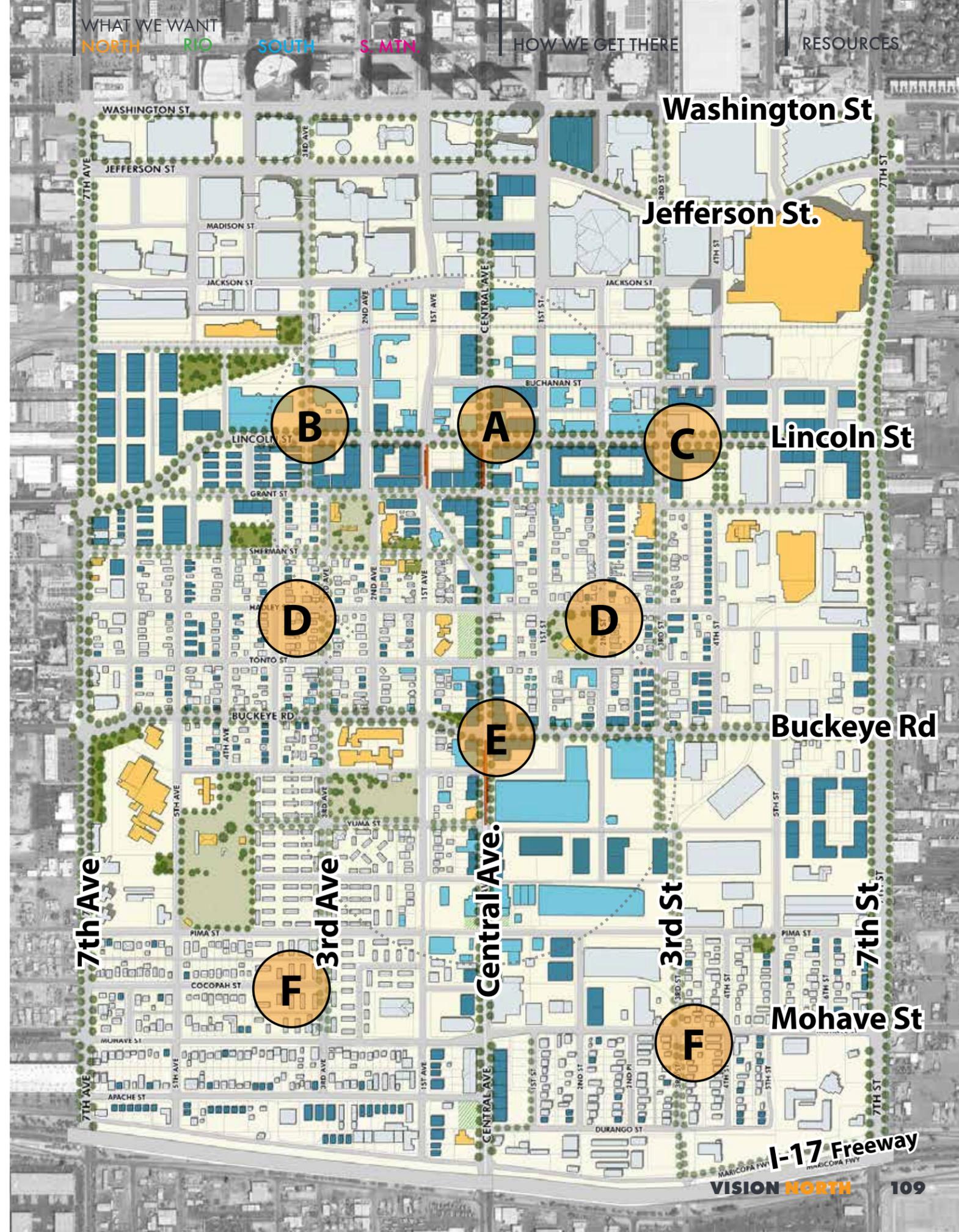
# NORTH AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The North Area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Land Use, Housing** and **Economic Development** planning elements.

- A Lincoln Stop Mixed-use transit stop.**
  - Variety of mixed-income housing opportunities, ownership and rental.
  - Retail, restaurants, services, office uses and park/open space.
  - Mid- to High-rise development (4-7 stories, up to 10 at the intersection) in a walkable format – buildings to the street, first floor entry and parking behind the buildings.
- B West Lincoln Corridor Mixed-use neighborhood.**
  - Mid-rise (2-4 stories) mixed-use and residential development
  - Small -scale commercial services
  - Mixed-income housing, ownership and rental
- C East Lincoln Corridor Employment Neighborhood**
  - Mid-rise (2-4 stories, up to 9 stories at the north end of area) development
  - Business cluster, incubators and light/specialty manufacturing with support retail and services.

- D North Neighborhoods**
  - Housing revitalization and infill of vacant lots with of a size appropriate for the neighborhood.
- E Buckeye Stop Mixed-Use transit stop**
  - Variety of housing opportunities, ownership and rental, and affordable and market costs.
  - Supporting small retail uses.
  - Mid-rise development (2-4 stories) in a walkable format – generally buildings to the street, first floor entry and parking behind the buildings.
- F Interstate Neighborhoods**
  - Housing revitalization and infill of vacant lots with a size appropriate for the neighborhood.

| ILLUSTRATIVE PLAN LEGEND         |                           |                                    |
|----------------------------------|---------------------------|------------------------------------|
| <b>Buildings</b>                 | <b>Parks / Open Space</b> | <b>Proposed Light Rail Station</b> |
| Point of Pride                   | Existing Park             | Proposed Light Rail Station        |
| Existing Building                | Proposed Park             | 5 Minute Walks                     |
| Retrofit/Adaptive Reuse Building | Community Gathering       |                                    |
| Proposed Building                |                           |                                    |



# NORTH AREA - LAND USE 2045

## NORTH - LAND USE PRIORITIES

### Community Wealth

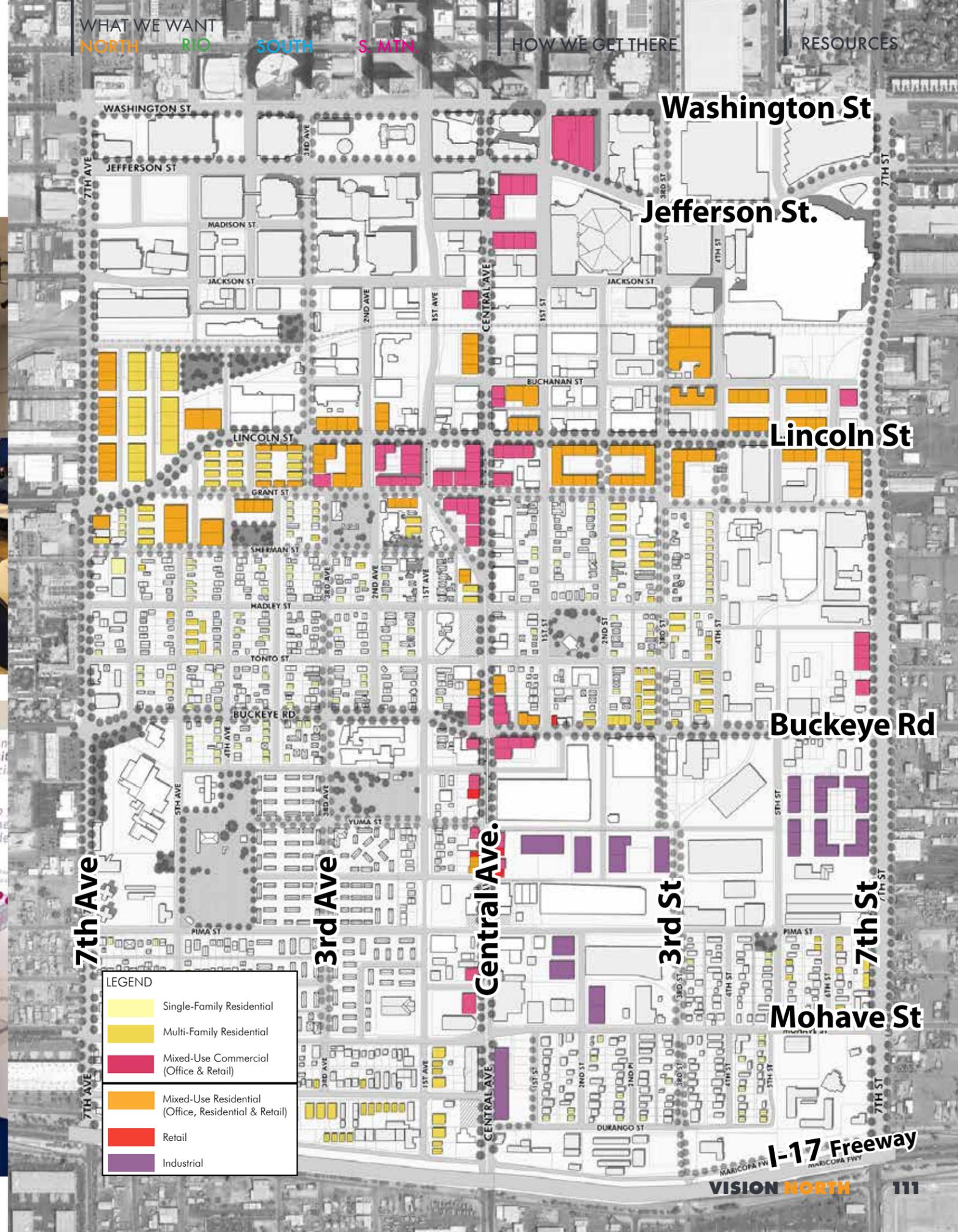
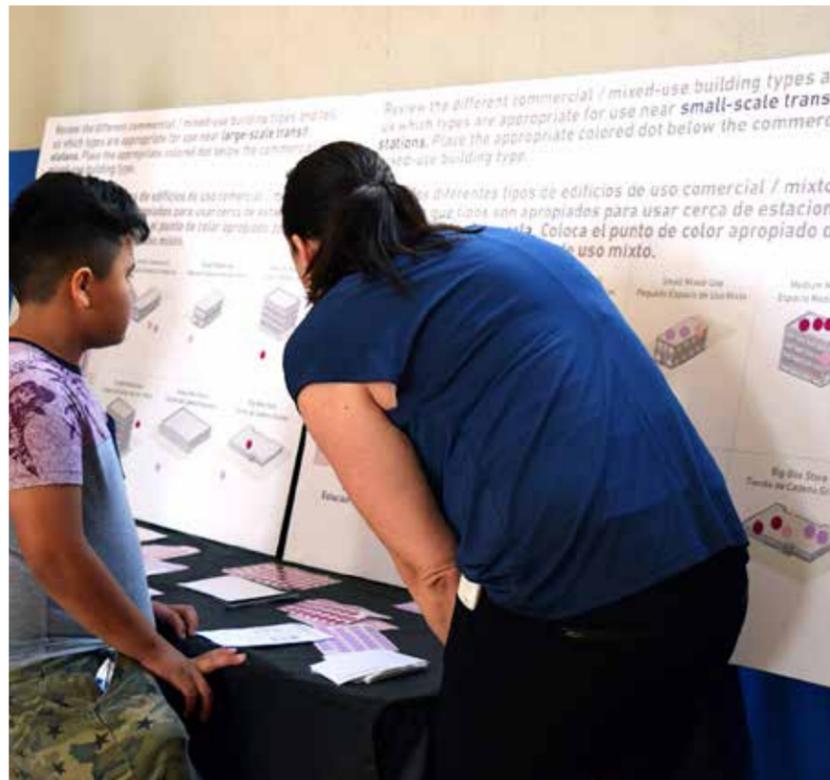
New pathways for individual and community wealth have emerged through the prioritization of a diverse, multi-scaled, and context sensitive land use mix. Development intensity is focused at the edges of established neighborhoods and newer investment protects and celebrates the area history. Opportunities are in abundance for small and local businesses as newer development provides low cost and community accessible retail spaces to complement diverse housing options.

### Lincoln Street Mixed Use Corridor

With the most intensity and scale for growth in the North Area, the Lincoln corridor has become a mixed-use destination with a variety of medium-scaled housing options providing the much needed support for thriving small and local businesses.

### Established Neighborhood Infill

Established neighborhoods have grown into vibrant walkable communities with appropriately scaled incremental growth providing diverse housing options consistent in character such as accessory dwelling units (granny flats/casitas) small scale courtyard apartments and small scale duplexes, triplexes, and fourplexes all providing front porches, patios, and well shaded landscape setbacks.

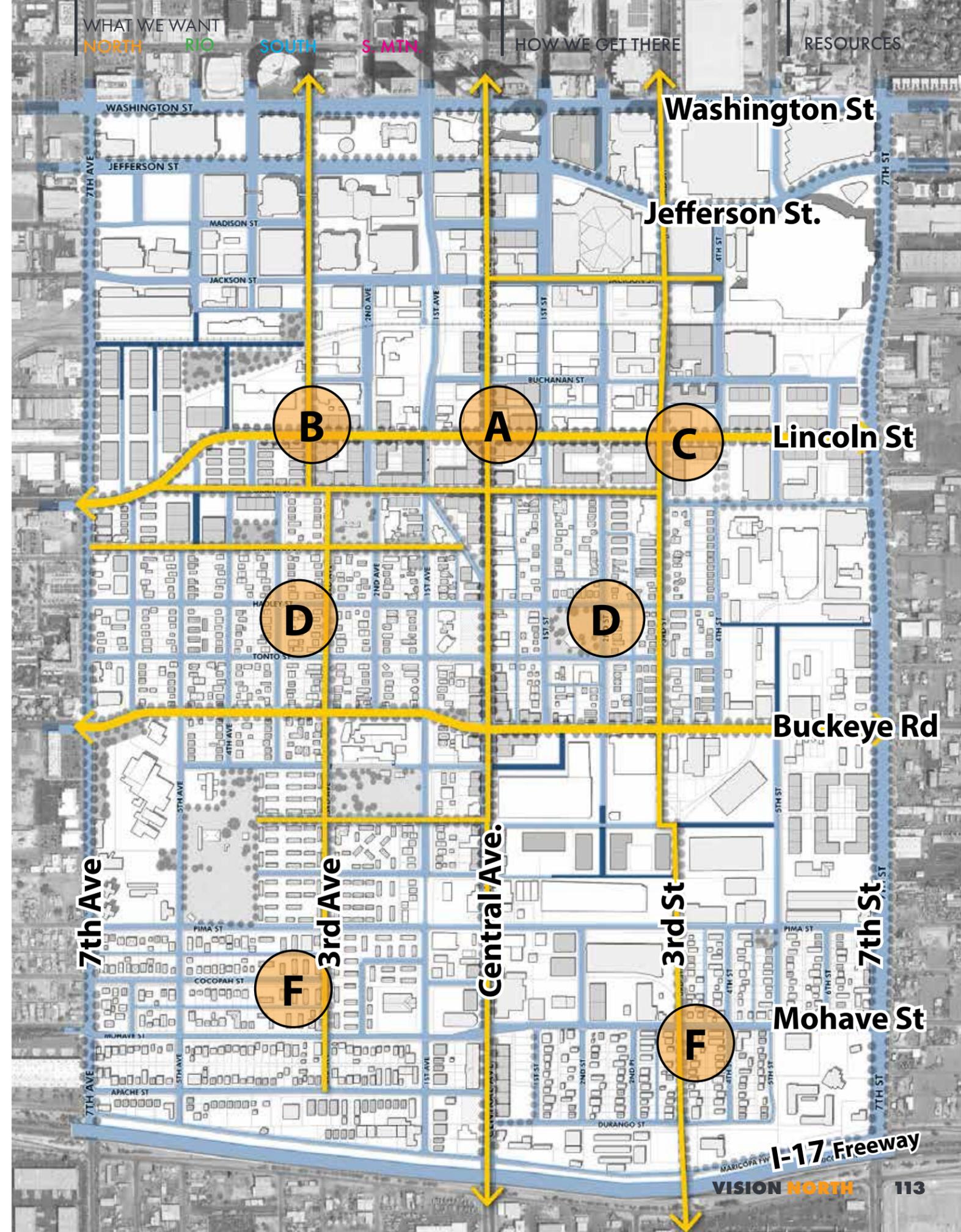


# NORTH AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The North Area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Health, Green Systems** and **Mobility** planning elements.

- A Lincoln Stop Mixed-use transit stop.**
  - Lincoln Street Improvements – safety improvements, bike and pedestrian improvements, and greening of the corridor for shade and comfort.
  - Central Avenue - pedestrian enhancement for safety and comfort, wider sidewalk, shading – natural and man-made.
  - Enhanced bus stops.
- B West Lincoln Corridor Mixed-use neighborhood.**
  - Improved walkability – complete sidewalk network and shading.
  - Lincoln Street Improvements – safety improvements, bike and pedestrian improvements, and greening of the corridor for shade and comfort.
  - New green space to support residents.
- C East Lincoln Corridor Employment Neighborhood**
  - Walkability – enhance street network for better pedestrian connections.
  - Lincoln Street Improvements - safety improvements, bike and pedestrian improvements, and greening of the corridor for shade and comfort.

- D North Neighborhoods**
  - Improvement to Buckeye and 3rd Avenue/Street for improved pedestrian, biking safety and connectivity.
  - Improvement of existing parks and green spaces to support development and neighborhoods. – active uses, community gardens space, open/ green space and public art.
- F Interstate Neighborhoods**
  - Improvement to 3rd Street/Avenue for improved pedestrian, biking safety and connectivity.
  - Provide a direct connection along 3rd Street alignment under Maricopa Parkway to better connect neighborhood to the south.
  - Provide a direct connection along 3rd street alignment under Maricopa Parkway to better connect neighborhood to the south.



# NORTH AREA - OPEN SPACE 2045

## NORTH - OPEN SPACE PRIORITIES

### Enhance Existing

The North area reconnects communities, residents, and businesses, from the tracks (downtown) and across the Rio Salado to improve the quality of life and neighborhood environment for all.

A new well shaded and equitable open space network provides all residents access to recreation within 1/4 mile (10-minute walk) enhancing and investing in the established walkable urban street grid founded on a 300 foot block pattern that sets this area apart as one of the oldest and original walkable urban communities to have been created in the Phoenix area.

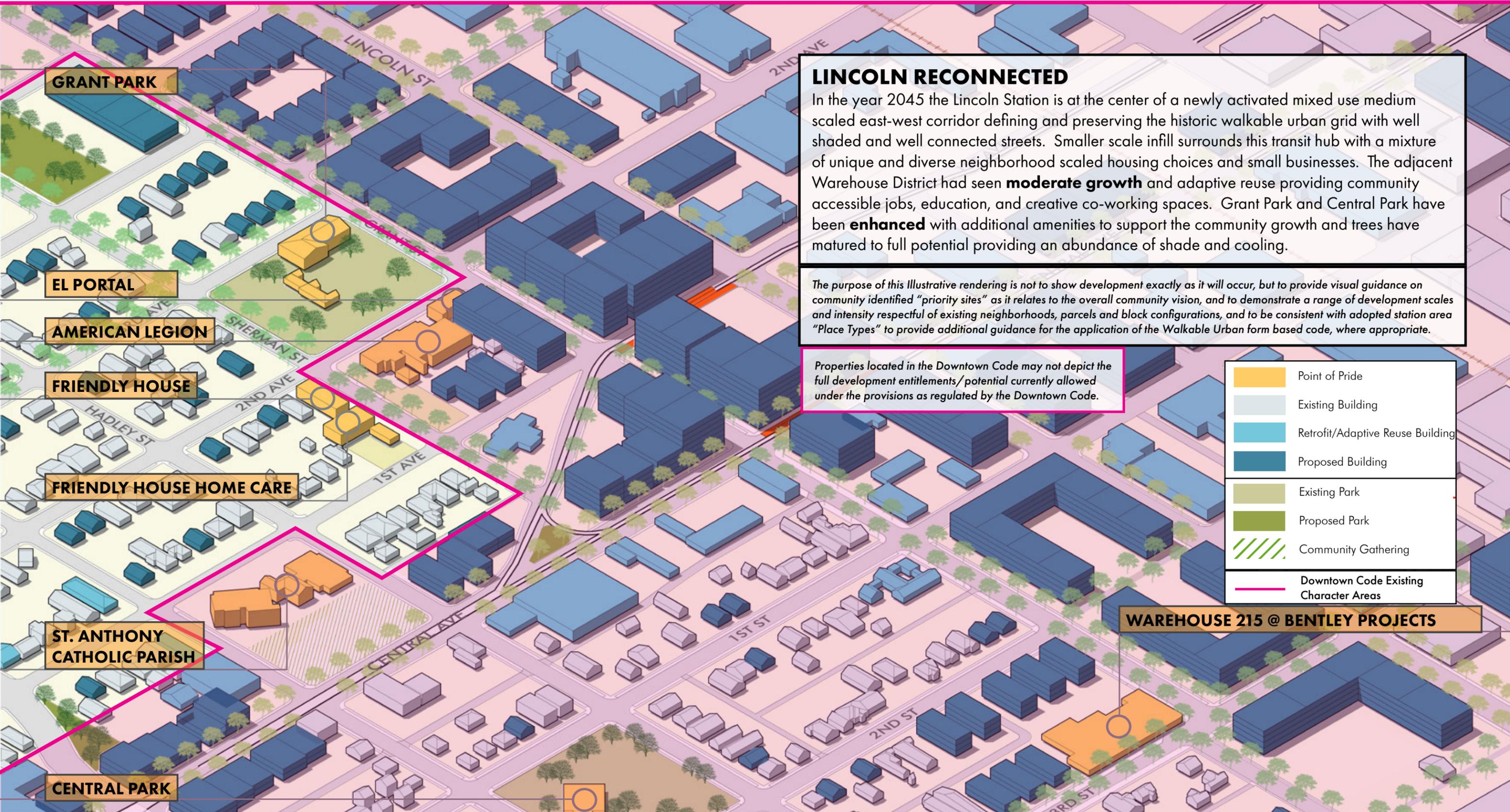
Convenient, equitable, individual and community access to free choice in regards to fresh food – such as urban agriculture, the City’s Local Food System program, neighborhood corner grocery stores, restaurants and mobile services have sprinkled the area in a vibrant and respectful way.

Existing and established parks and recreation areas have grown to welcome new and old residents with enhanced recreation and entertainment options more amenities, shade, and access via well connected green, shaded, lighted, and safe paths within the neighborhoods to key recreational destinations.





# NORTH AREA - LINCOLN STATION 2045



GRANT PARK

EL PORTAL

AMERICAN LEGION

FRIENDLY HOUSE

FRIENDLY HOUSE HOME CARE

ST. ANTHONY CATHOLIC PARISH

CENTRAL PARK

WAREHOUSE 215 @ BENTLEY PROJECTS

## LINCOLN RECONNECTED

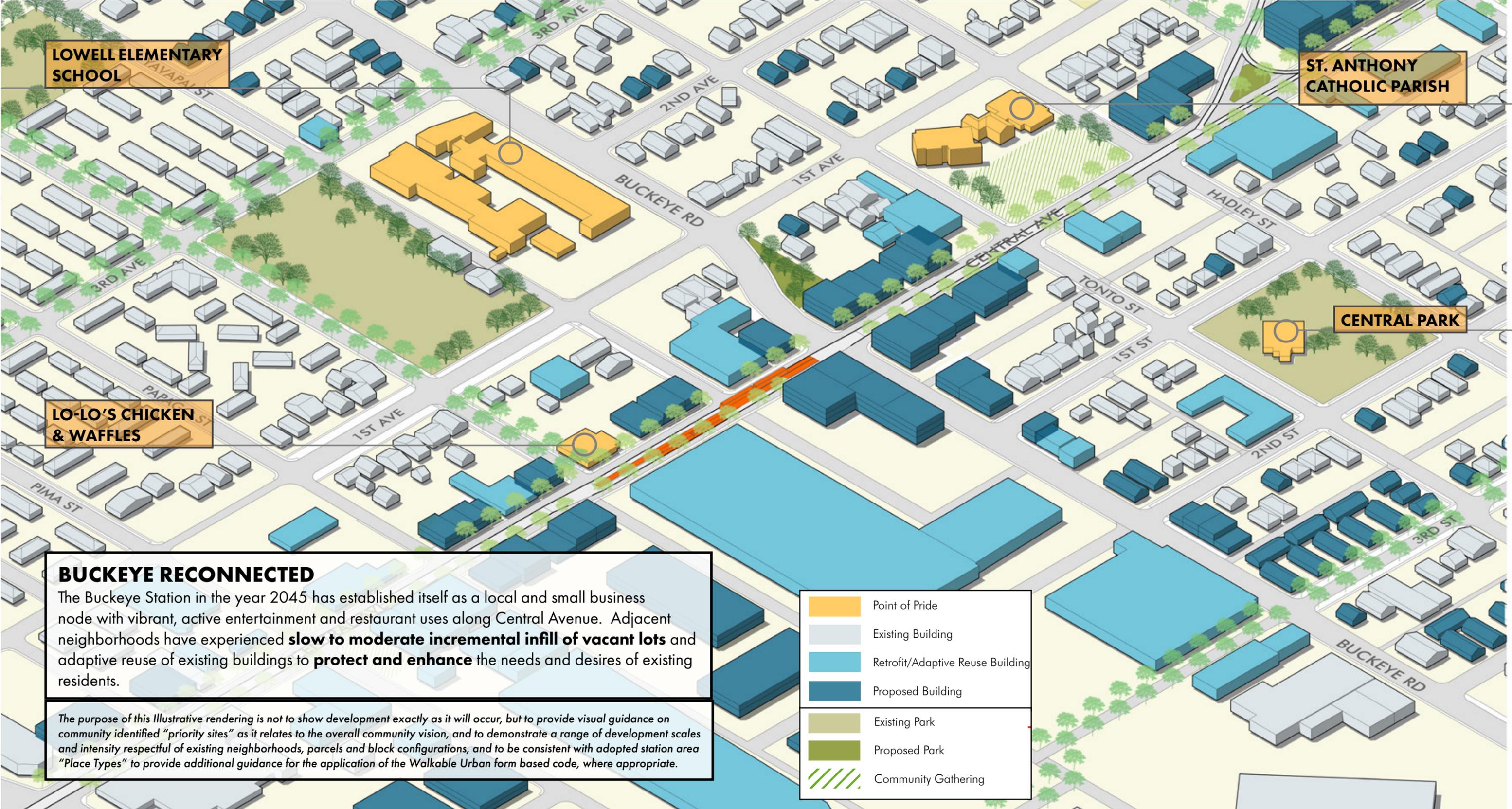
In the year 2045 the Lincoln Station is at the center of a newly activated mixed use medium scaled east-west corridor defining and preserving the historic walkable urban grid with well shaded and well connected streets. Smaller scale infill surrounds this transit hub with a mixture of unique and diverse neighborhood scaled housing choices and small businesses. The adjacent Warehouse District had seen **moderate growth** and adaptive reuse providing community accessible jobs, education, and creative co-working spaces. Grant Park and Central Park have been **enhanced** with additional amenities to support the community growth and trees have matured to full potential providing an abundance of shade and cooling.

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*Properties located in the Downtown Code may not depict the full development entitlements/potential currently allowed under the provisions as regulated by the Downtown Code.*

- Point of Pride
- Existing Building
- Retrofit/Adaptive Reuse Building
- Proposed Building
- Existing Park
- Proposed Park
- Community Gathering
- Downtown Code Existing Character Areas

# NORTH AREA - BUCKEYE STATION 2045



LOWELL ELEMENTARY SCHOOL

ST. ANTHONY CATHOLIC PARISH

CENTRAL PARK

LO-LO'S CHICKEN & WAFFLES

## BUCKEYE RECONNECTED

The Buckeye Station in the year 2045 has established itself as a local and small business node with vibrant, active entertainment and restaurant uses along Central Avenue. Adjacent neighborhoods have experienced **slow to moderate incremental infill of vacant lots** and adaptive reuse of existing buildings to **protect and enhance** the needs and desires of existing residents.

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- Point of Pride
- Existing Building
- Retrofit/Adaptive Reuse Building
- Proposed Building
- Existing Park
- Proposed Park
- Community Gathering



# RIO SALADO AREA CELEBRATE NATURAL RESOURCES

## 2045 COMMUNITY VISION

The Rio Salado area celebrates a well-connected, enhanced, and publicly accessible natural resource abundant in gathering places and diverse recreation opportunities for local and regional guests. Land on the river banks has become a vibrant hub of vital community investments and diverse housing options bringing community wealth, enhancements, and equitable prosperity to all corridor resident's and the region.

Specifically for this area, our community envisions:

- Expanded quality work-force training and job opportunities to raise incomes for local residents
- Mixed-use development for mixed-incomes – blending needs of corridor residents and others who may arrive at the Rio Salado as a destination
- Sustainable designs for all new development utilizing both indigenous and contemporary approaches
- Improved health outcomes for all residents and workers



# RIO SALADO AREA - PRIORITIZING GROWTH

The Rio Salado Area has prioritized growth **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. Established land uses, although zoned for higher intensity and scales, utilize appropriate infill that fits the existing context while achieving the **community based vision for the future**.

## PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. \*Housing investments examples: ADU's, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.



Rate of Change



Scale of Change



Intensity of Change

## ENHANCE

Areas designated for **slow to moderate rate of growth** strategies, **medium scale** and **medium intensity** investments. \*Housing investments examples: Courtyard Apartments, Townhouses medium multiplex, live-work.



Rate of Change



Scale of Change



Intensity of Change

## INVEST

Areas designated for **moderate rate** of growth strategies, **medium/large scale** and **medium/high intensity** investments. \*Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.



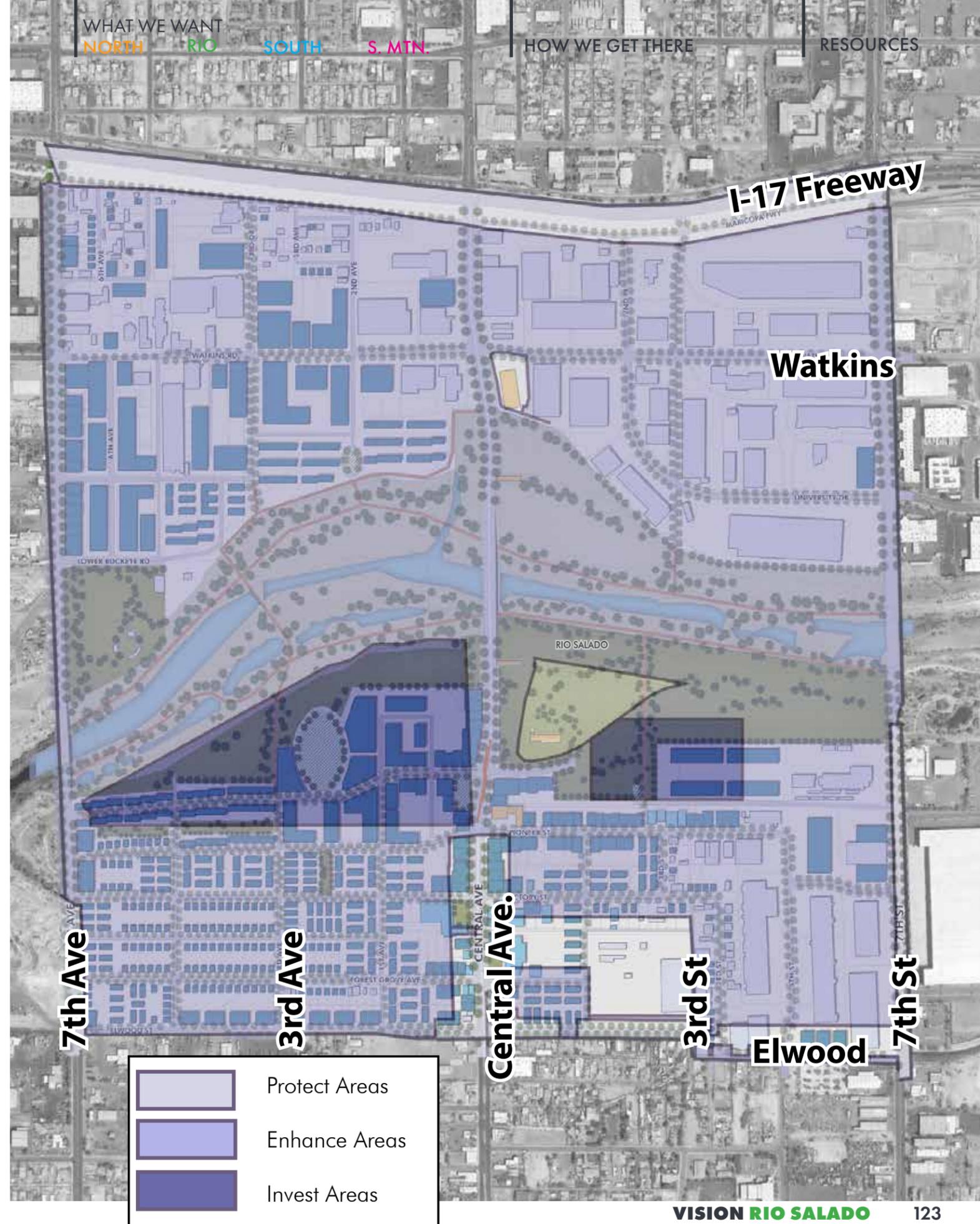
Rate of Change



Scale of Change



Intensity of Change



|  |               |
|--|---------------|
|  | Protect Areas |
|  | Enhance Areas |
|  | Invest Areas  |

# RIO SALADO AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The Rio Salado area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Land Use, Housing** and **Economic Development** planning elements.

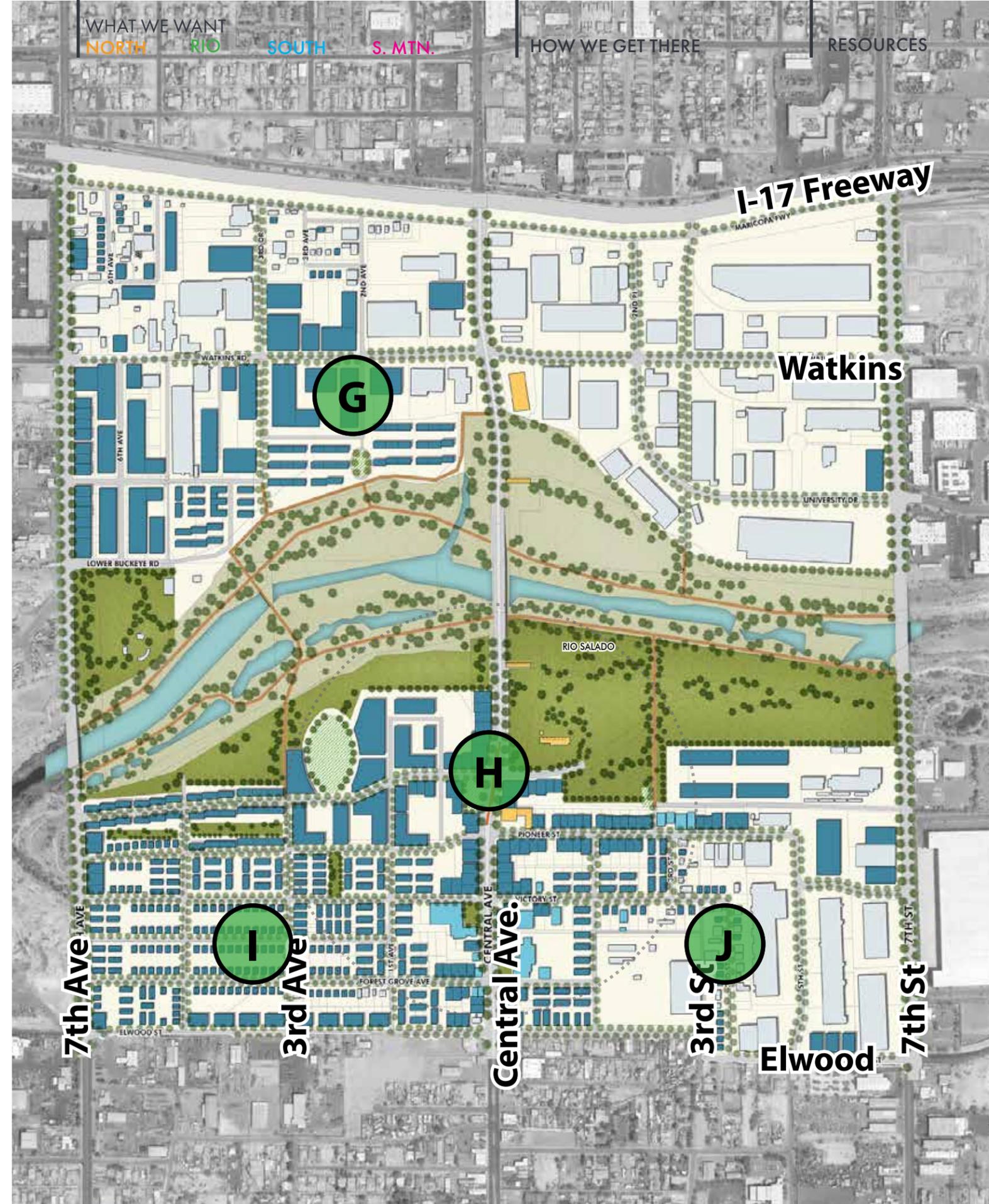
- G Interstate Employment:**
  - Infill and redevelopment of employment and industrial uses.
  - Redevelopment of mid-rise, mixed income residential along 7th Avenue and along the Rio Salado Greenway (north side).

- H Rio Salado Stop: Mixed-Use transit stop**
  - Variety of housing opportunities, ownership and rental, and affordable and market costs, with support for adjacent neighborhood.
  - Retail, restaurants, service, small medical services, live/work space, hotel, movie theater and employment /institutional uses to include business cluster and learning center uses and public space.
  - Mid- to High-rise development (3-6 stories) in a walkable format – buildings to the street, first floor entry and parking behind the buildings, height and intensity of development transitions to the future adjacent neighborhood.

- I Rio Salado Neighborhood: Complete Neighborhood.**
  - Mixed-density housing types that increase in size near the Rio Salado transit stop.
  - Variety of mixed-income housing opportunities, ownership and rental.

- J South Central Industrial:**
  - Infill and redevelopment of employment and industrial uses.

| ILLUSTRATIVE PLAN LEGEND         |                           |                                    |
|----------------------------------|---------------------------|------------------------------------|
| <b>Buildings</b>                 | <b>Parks / Open Space</b> | <b>Proposed Light Rail Station</b> |
| Point of Pride                   | Existing Park             | Proposed Light Rail Station        |
| Existing Building                | Proposed Park             | 5 Minute Walks                     |
| Retrofit/Adaptive Reuse Building | Community Gathering       |                                    |
| Proposed Building                |                           |                                    |



# RIO SALADO AREA - LAND USE 2045

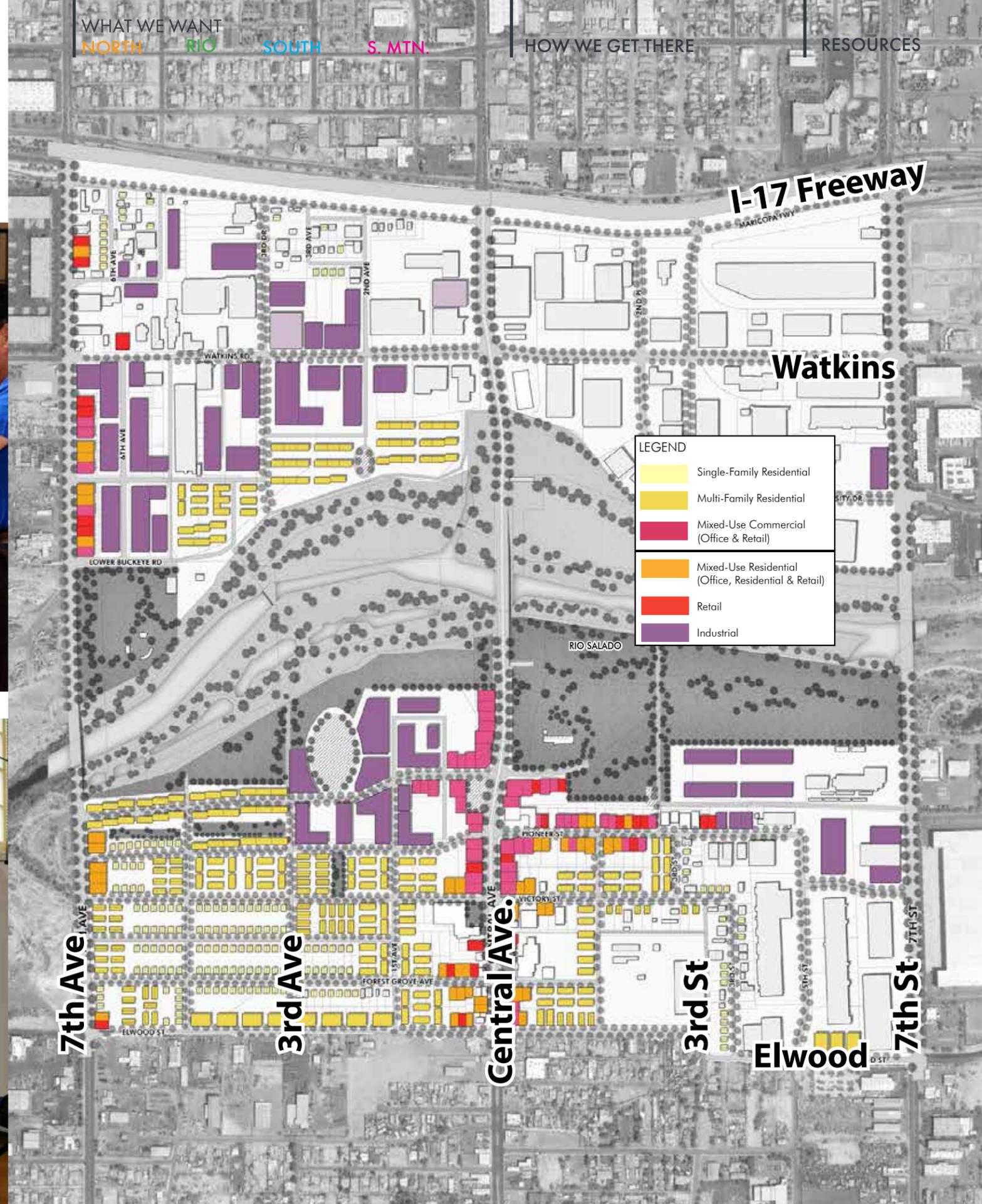
## RIO SALADO AREA - LAND USE PRIORITIES

### Innovation and Cultural Gateway

The Rio Salado station area has evolved into a vibrant mixture of culturally and environmentally respectful industries; inclusive of innovative and green technologies, as well as expanded quality work-force training and job opportunities raising income levels for all existing area residents. The Rio land use mix is one of the most vibrant and authentic new station areas creating an "Innovation and Cultural Gateway".

New development has been acknowledged and celebrated as a local best practice example of sustainable design utilizing both indigenous and contemporary approaches consistent and respectful of natural resources, rustic, and eco-friendly aesthetics, while building upon the existing Nina Mason Pulliam Rio Salado Audubon Center and Rio Salado Habitat Restoration Area. New and innovative flex industries, tech businesses and learning clusters have established themselves as strong employment and service center full of emerging and innovative technologies.

Land on the river banks has become a vibrant hub of vital community investments and diverse housing options bringing community wealth, enhancements, and equitable prosperity to all corridor residents and the region.

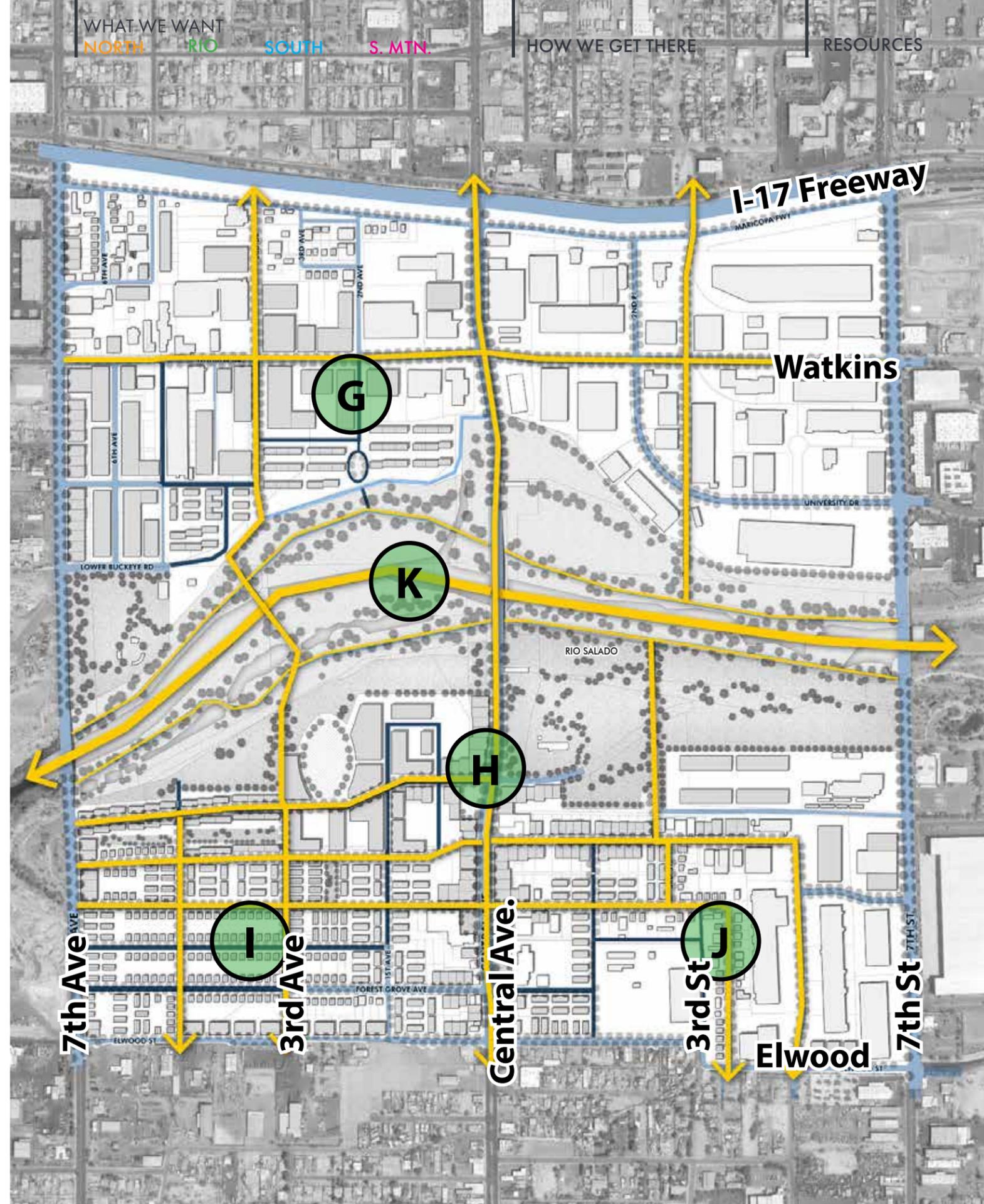
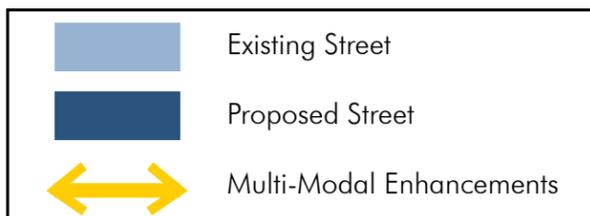


# RIO SALADO AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The Rio Salado area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Health, Green Systems** and **Mobility** planning elements.

- G Interstate Employment:**
  - Improve connectivity and access, for safety and comfort throughout the area, including under I-17 for automobiles and trucks as well as pedestrians and cyclists.
- H Rio Salado Stop: Mixed-Use transit stop**
  - Rio Salado Greenway - direct pedestrian connectivity to the natural areas of the Rio Salado.
  - Incorporation of park and festival space to support residents, visitors and businesses.
  - Improvement to 3rd Avenue, 3rd Street, Watkins Road, the Maricopa Parkway frontage, and Elwood for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
  - Improved connectivity to adjacent employment centers.
  - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.

- I Rio Salado Neighborhood: Complete Neighborhood.**
  - Walkable street network that provides connectivity throughout the neighborhood and access to the Greenway and transit station area.
  - Design of network for safe pedestrian and bicycle use and greening of the corridor for shade and comfort.
  - Active park space with a dog and skate park.
- J South Central Industrial:**
  - Improve connectivity and access, for safety and comfort throughout the area, for automobiles and trucks as well as pedestrians and cyclists.
  - Provide a direct connection to Central Avenue and the New Rio Salado neighborhood to the west.
- K Rio Salado Greenway:**
  - Enhance the natural characteristics of the river and adjacent greenway as amenity for the South Phoenix community and adjacent development.
  - Provide an improved trail network along the north and south sides of the greenway to improve pedestrian and bicycle connectivity across South Phoenix and improved access to the Central Avenue Corridor. Provide opportunities for temporary (food trucks) or small-scale retail along the trail network to provide services and gathering spaces with shade for users.
  - Identify opportunities for water activities.







## RIO SALADO AREA - CELEBRATING THE RIO

### Activate the Edges



#### Activate the Edges - 10 year build out

Enhance the natural characteristics of the river and adjacent greenway as an amenity for the South Phoenix community and adjacent development. Provide an improved trail network along the north and south edges of the greenway to improve walking and biking access to the Central Avenue Corridor. Provide opportunities for activities such as food trucks, small scale retail, and water activities along a network of shaded gathering spaces.

#### Walkable Infill - 15 year build out

Larger to medium scale flex industries begin to fill in south of the Rio Salado Park Scenic Drive and provide building form and definition supportive of a walkable employment center with enhanced pedestrian scaled experiences, access, and connectivity. Larger employers and institutions bring regional employment and service opportunities, breathing new life and activation to the area.

#### Complete the Neighborhood - 25 year build out

Additional neighborhood scaled infill maintains and enhances the established walkable street network and provides even greater connectivity to the Rio. A variety of housing is provided at various income levels providing equitable access to this regional employment and recreation hub. Entertainment, restaurants and services are all within 15-minute walk to this prominent innovation and cultural gateway to South Phoenix.

### Walkable Infill



### Complete the Neighborhood



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### CELEBRATING THE RIO

In the year 2045 and building off existing programs and experiences, the Rio has greatly **enhanced** public recreation and cultural amenities with new information kiosks, trails, and local artwork now lining the edges of the Rio Salado providing an abundance of social, cultural, and entertainment opportunities all while paying tribute and respect to the river and the people that relied on its presence throughout Phoenix history. New activities and programming provide opportunities for all users, ages, and abilities to access and discover via culture and art walks, birds and beer events, and pop up community markets. Rio Salado Park Drive has become a major east - west safety corridor providing residents, businesses, and visitors access and connectivity to this new highly desirable regional amenity while maintaining a pedestrian scaled experience for existing residents and locals.

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**NINA MASON  
PULLIAM RIO SALADO  
AUDOBON CENTER**

**FULLERFORM (EST. 1947)**

|  |                                  |
|--|----------------------------------|
|  | Point of Pride                   |
|  | Existing Building                |
|  | Retrofit/Adaptive Reuse Building |
|  | Proposed Building                |
|  | Existing Park                    |
|  | Proposed Park                    |
|  | Community Gathering              |



# SOUTH AREA

## STRENGTHEN TRADITIONS AND CULTURE

### 2045 COMMUNITY VISION

The South Area is a vibrant connected environment that strengthens and prioritizes families, youth, and protecting the most vulnerable populations while inspiring all future generations to live, work, and thrive in place. With rich traditions to share, the community is a place to celebrate and share history, heritage, and cultural diversity with all who visit.

Specifically for this area, our community envisions:

- Protecting our residents most at risk from displacement, including those residing in our existing trailer parks
- Providing quality work-force training and job matching opportunities within our corridor to prevent the displacement and build community wealth
- Providing diverse mixed-income and equitable housing options that cater to a dynamic range of family make-ups and that are designed respectful of existing neighborhoods
- Urban agriculture – telling the history of the people and land and the future with healthy food
- Managed growth with unique investments at each light rail station stop driven by the need of local neighborhoods and desired by visitors to the corridor
- Parking solutions that balance business needs with residential neighborhood quality of life



# SOUTH AREA - PRIORITIZING GROWTH

The South area has prioritized growth **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. Established neighborhoods and commercial sites, fill in with appropriately scaled housing and land use while achieving the **community based vision for the future**.

## PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. \*Housing investments examples: ADU's, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.



Rate of Change



Scale of Change



Intensity of Change

## ENHANCE

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Rate of Change



Scale of Change



Intensity of Change

## INVEST

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Rate of Change



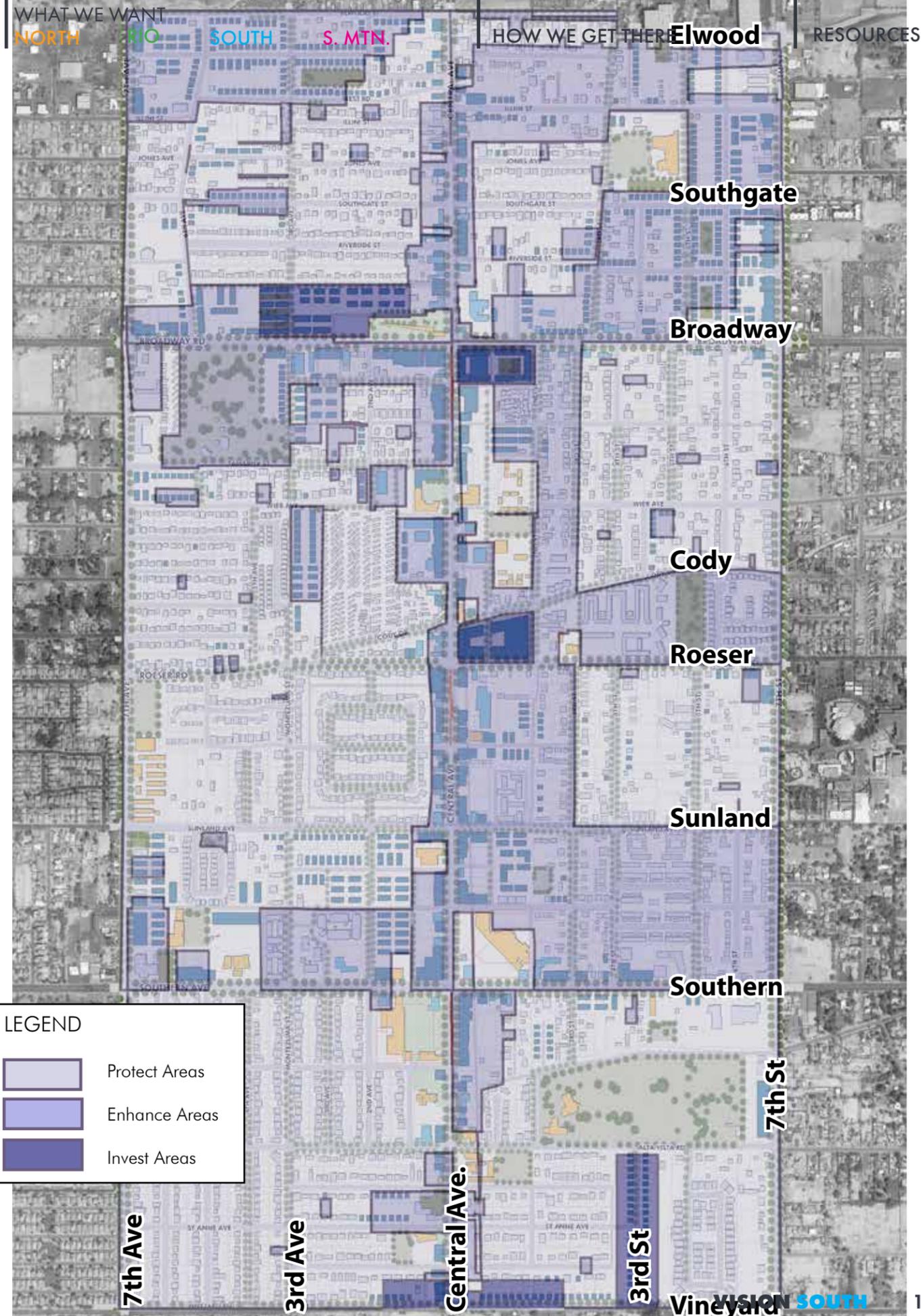
Scale of Change



Intensity of Change

LEGEND

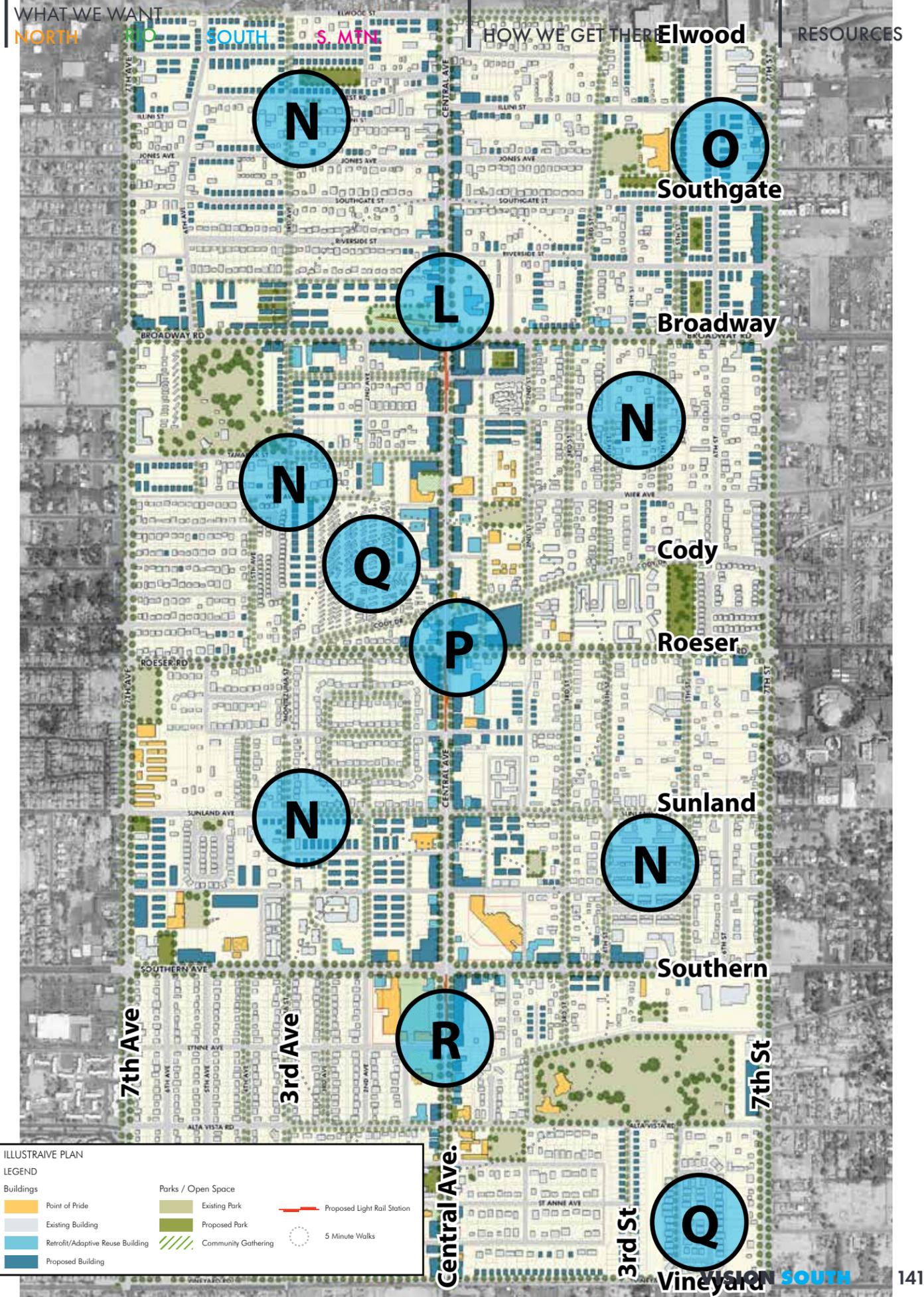
- Protect Areas
- Enhance Areas
- Invest Areas



# SOUTH AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The Rio Salado area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Land Use, Housing** and **Economic Development** planning elements.

- L Broadway Stop: Mixed-Use transit stop**
  - Variety of housing opportunities, ownership and rental, live/work space at affordable and market costs.
  - Retail, restaurants and daily service – entertainment, office, arcade, grocery store and farmer’s market.
  - Community Facilities – community learning / training center, medical facilities – pharmacy, urgent care, etc.
  - Mid-rise development (2-5 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.
- P Roeser Stop: Mixed-Use transit stop**
  - Variety of mixed-income housing opportunities, ownership and rental.
  - Retail, restaurants and daily service – entertainment, office, grocery store, farmer’s market and library.
  - Mid-rise development (2-4 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.
- Q Mobile Home Park:**
  - Preserve and stabilize the mobile home park as a low-cost housing opportunity for future residents.
  - Investigate opportunities to create ownership opportunities within the mobile home park.
- R Southern Stop: Mixed-Use transit stop**
  - Variety of mixed-income housing opportunities, ownership and rental.
  - Retail, restaurants and daily service – entertainment, hotel, Mercado, and farmer’s market.
  - Mid-rise development (2-4 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.
- N Ed Pastor Transit Plaza: Enhanced Transit Center**
  - Provide mixed-income housing, focused on attainable and affordable units adjacent to the transit center.
- N South Neighborhoods:**
  - Housing revitalization and infill of vacant lots with of a size appropriate for the neighborhood.
- O 7th Street Neighborhood:**
  - Expansion of neighborhood to provide new, mixed-income housing opportunities, including single family, multi-generational and small-scale multi-unit homes.
  - Low-rise mixed-use development, located at the corner of 7th Street and Broadway Road to support daily needs of residents.

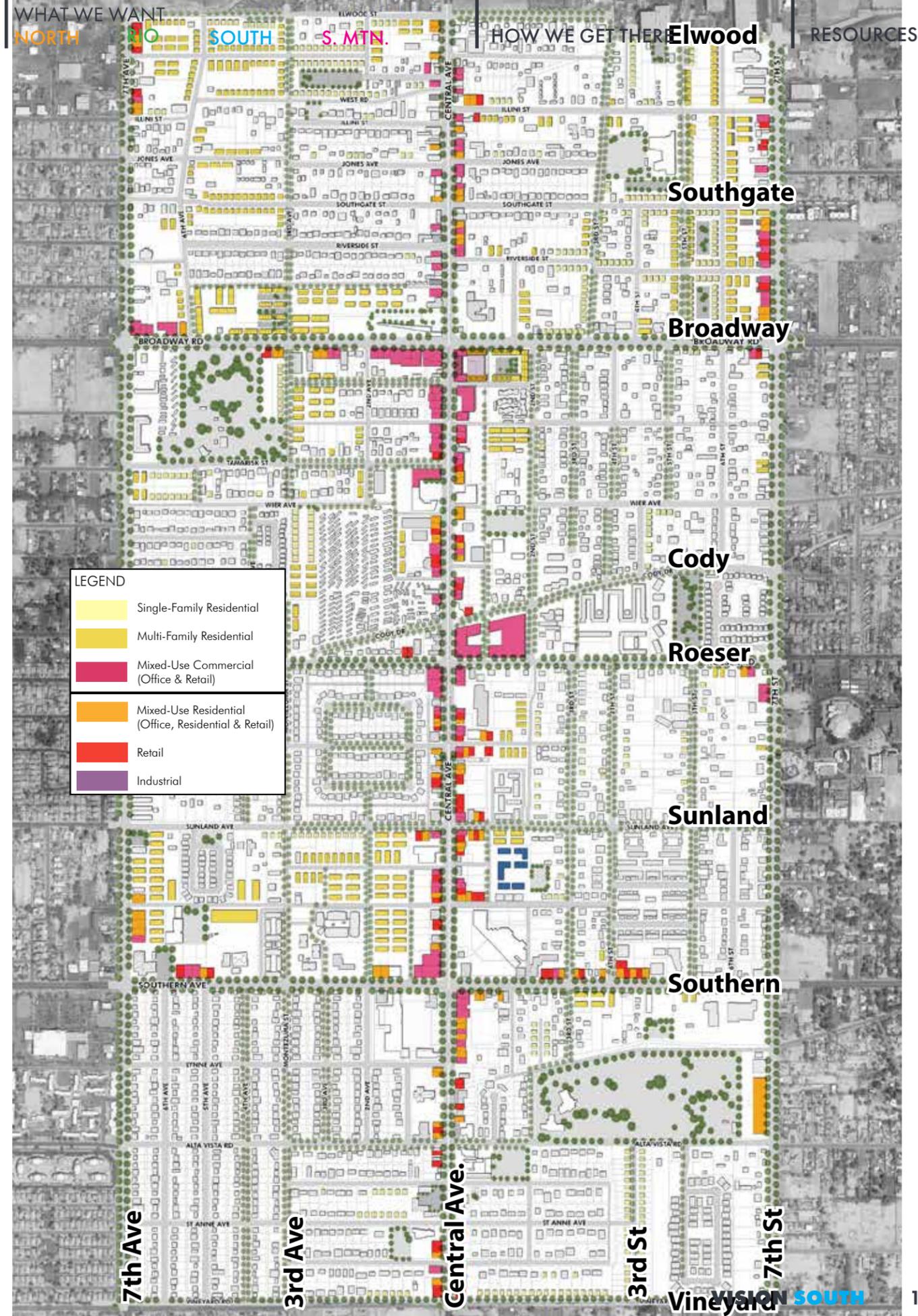


# SOUTH AREA - LAND USE 2045

## SOUTH AREA - LAND USE PRIORITIES

### Tri-Center South

Three mixed use transit nodes have blossomed in the south area creating some of the most unique and culturally diverse experiences in the entire corridor. Surrounding these nodes, protected and enhanced established neighborhoods continue to thrive providing appropriately scaled affordable and mixed-income housing choices. Revitalization and infill of vacant lots have “completed” the neighborhood edges at appropriate scales and intensities. Existing and new businesses thrive, mobile home parks are stabilized and protected, and ownership opportunities have been created for all residents. New retail, restaurants, and entertainment complement the existing businesses and provide more capacity to support the meaningful and respectful growth of the area. Education, community centered learning, and civic leadership are strong and vibrant throughout this area. Youth opportunities and empowerment programming have expanded to influence nearby neighborhoods and communities as one of the most authentic art, culture, and ethnic heritage hubs in the entire valley. The area has given birth to several local developers, innovators, and entrepreneurs, cultivating community pride, success and resiliency like no other. The South Area shines as the heart of the corridor and South Mountain Village Primary Core.



# SOUTH AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The South Area has prioritized investments to reject displacement of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the community identified and prioritized investments associated with the Health, Green Systems and Mobility planning elements.

- L Broadway Stop: Mixed-Use transit stop**
  - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
  - Broadway Road Improvements – safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
  - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.

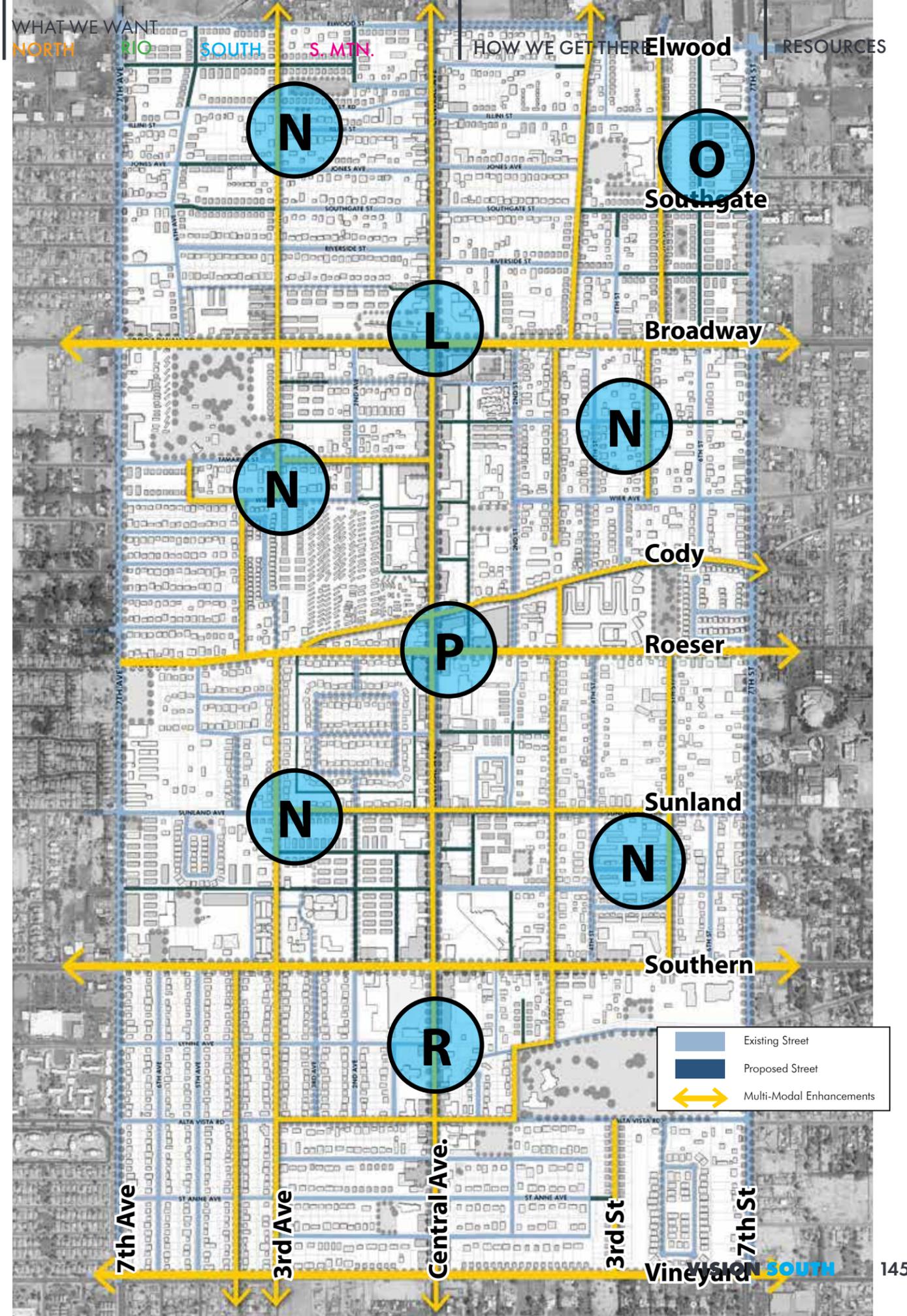
- Ed Pastor Transit Plaza: Enhanced Transit Center**
  - Create a Paseo for the community – comfort amenities for people – shade, seating, water fountains, trash receptacles, etc.
  - Improve pedestrian and bicycle connectivity to the transit center – complete sidewalk network and bike lanes.

- N South Neighborhoods:**
  - Improvement to 3rd Avenue/Montezuma Street, 3rd Street, Broadway Road, Cody Drive, Roeser Road, Sunland Avenue, Southern Avenue, Alta Vista Road, Vineyard Road for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
  - Improvement of existing parks and green spaces to support neighborhoods. – active uses, community gardens space, open/green space and public art.

- O 7th Street Neighborhood:**
  - New and improved green spaces to support the existing residential community and new housing development. Pedestrian comfort improvements to 5th Street to support development and connectivity.

- P Roeser Stop: Mixed-Use transit stop**
  - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
  - Roeser Road Improvements – create a Paseo to create a pedestrian oriented street, incorporating safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
  - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.

- R Southern Stop: Mixed-Use transit stop**
  - South Mountain Community Center – enhanced recreation space, active recreation areas, passive recreation space that incorporates shade, seating, water and landscape. Create a community learning / training center for South corridor residents.
  - Improvement to 3rd Avenue, 3rd Street, Southern Avenue, and Vineyard Road for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
  - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
  - Southern Avenue Improvements – create a green street, incorporating safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
  - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.

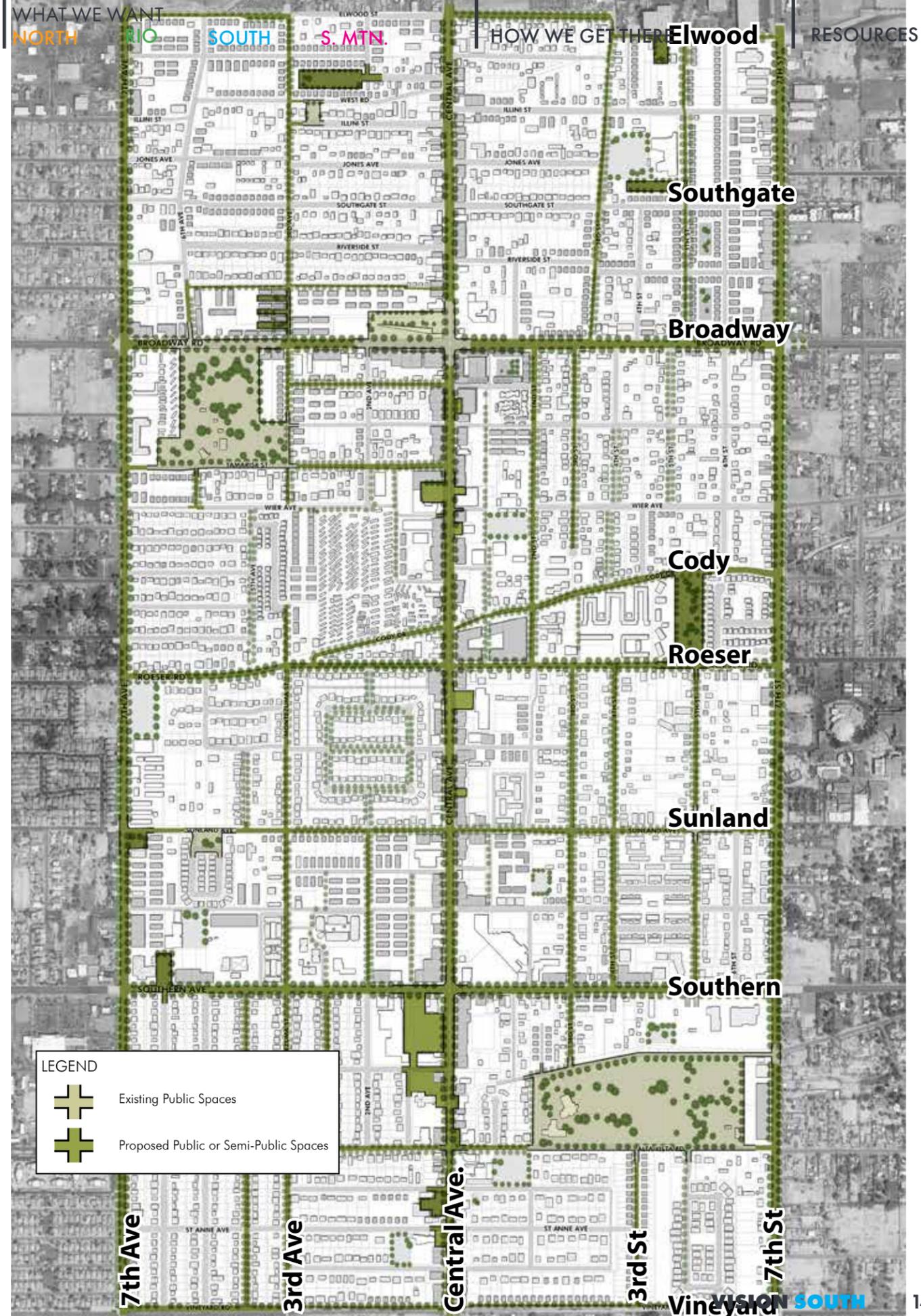


# SOUTH AREA - OPEN SPACE 2045

## SOUTH AREA - OPEN SPACE PRIORITIES

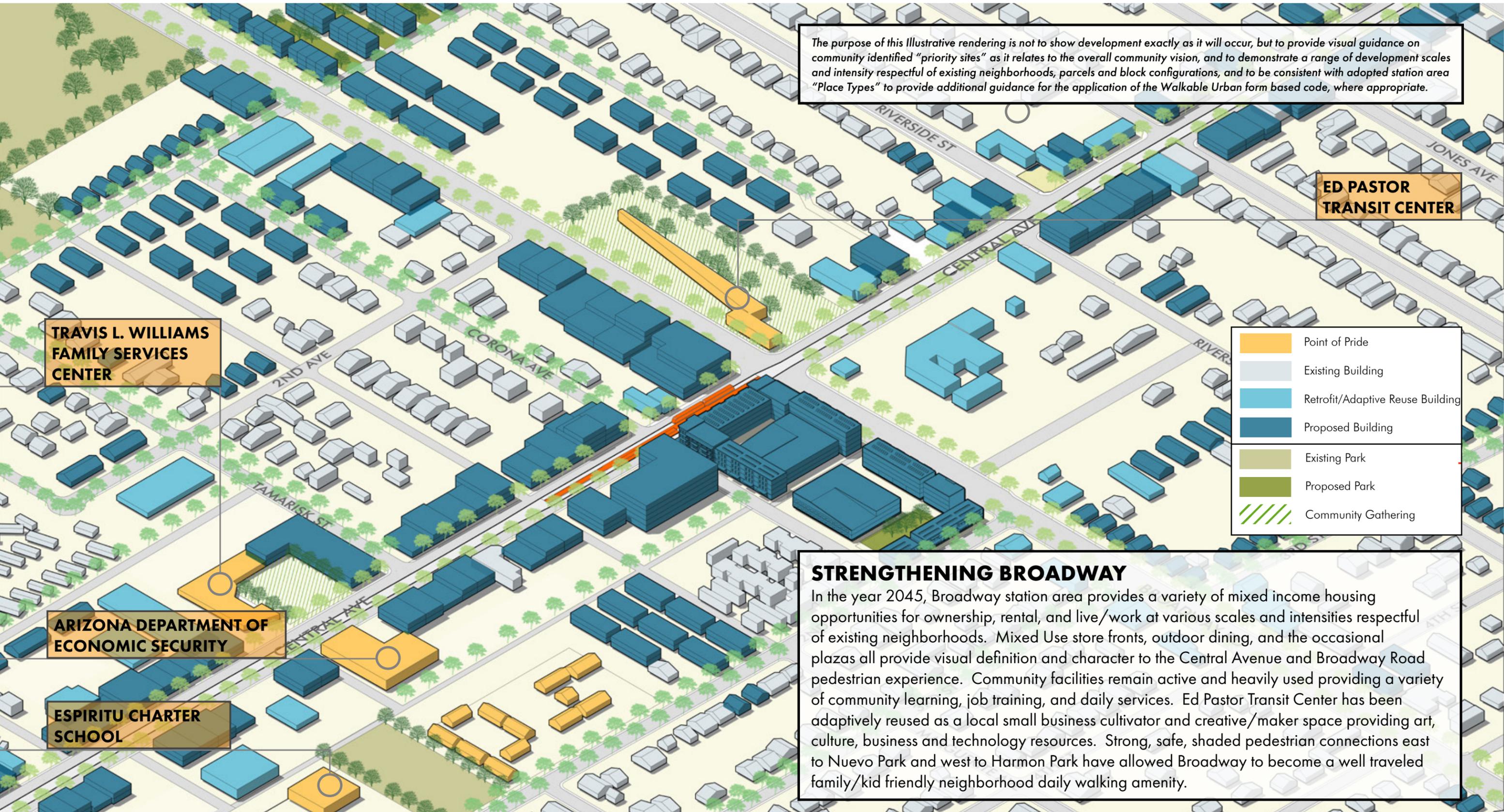
### Southern Oasis

The South area found a striking balance between development, growth and preservation, building upon community authenticity and strengthening its unique geographic position between South Mountain and the Rio Salado. Access to green spaces, recreation, mobility, and community health choices are now sprinkled throughout a robust connected network of publicly accessible green spaces and seamlessly integrated into established neighborhoods. This new found equitable access for all new and existing residents has nurtured community awareness, participation, and leadership. Residents health and activities have improved with new, unique, and various opportunities for passive and active recreation for all ages and abilities. Children now walk comfortably and safely to school and nearby amenities, Neighborhoods have established walking groups, several "shared streets", and community festivals throughout the year. Employees are also building off the southern oasis with retail, restaurants, and commercial activation of green civic spaces along major arterial streets such as Broadway Road, Roeser Road, and Southern Avenue.





# SOUTH AREA - BROADWAY STATION 2045



The purpose of this Illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified "priority sites" as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area "Place Types" to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.

**ED PASTOR  
TRANSIT CENTER**

**TRAVIS L. WILLIAMS  
FAMILY SERVICES  
CENTER**

- Point of Pride
- Existing Building
- Retrofit/Adaptive Reuse Building
- Proposed Building
- Existing Park
- Proposed Park
- Community Gathering

**ARIZONA DEPARTMENT OF  
ECONOMIC SECURITY**

**ESPIRITU CHARTER  
SCHOOL**

**STRENGTHENING BROADWAY**  
 In the year 2045, Broadway station area provides a variety of mixed income housing opportunities for ownership, rental, and live/work at various scales and intensities respectful of existing neighborhoods. Mixed Use store fronts, outdoor dining, and the occasional plazas all provide visual definition and character to the Central Avenue and Broadway Road pedestrian experience. Community facilities remain active and heavily used providing a variety of community learning, job training, and daily services. Ed Pastor Transit Center has been adaptively reused as a local small business cultivator and creative/maker space providing art, culture, business and technology resources. Strong, safe, shaded pedestrian connections east to Nuevo Park and west to Harmon Park have allowed Broadway to become a well traveled family/kid friendly neighborhood daily walking amenity.

# SOUTH AREA - ROESER STATION 2045

## ROESER CULTURAL CENTER

In 2045, the Roeser station area has become a local/small business corridor building off the several existing narrow lot commercial properties abutting established single family residential. Businesses have embraced the pedestrian experience, shifting surface parking lots to behind buildings and providing functional and shaded outdoor dining, seating and gathering space along the Central Avenue frontage. Larger developments have contributed with shared parking models, small scale infill, and active and accessible frontages along Central Avenue to further embrace and display vibrant and active people, community, traditions and cultures.

- Point of Pride
- Existing Building
- Retrofit/Adaptive Reuse Building
- Proposed Building
- Existing Park
- Proposed Park
- Community Gathering

ARIZONA DEPARTMENT OF ECONOMIC SECURITY

ESPIRITU CHARTER SCHOOL

MARY'S MINISTRIES

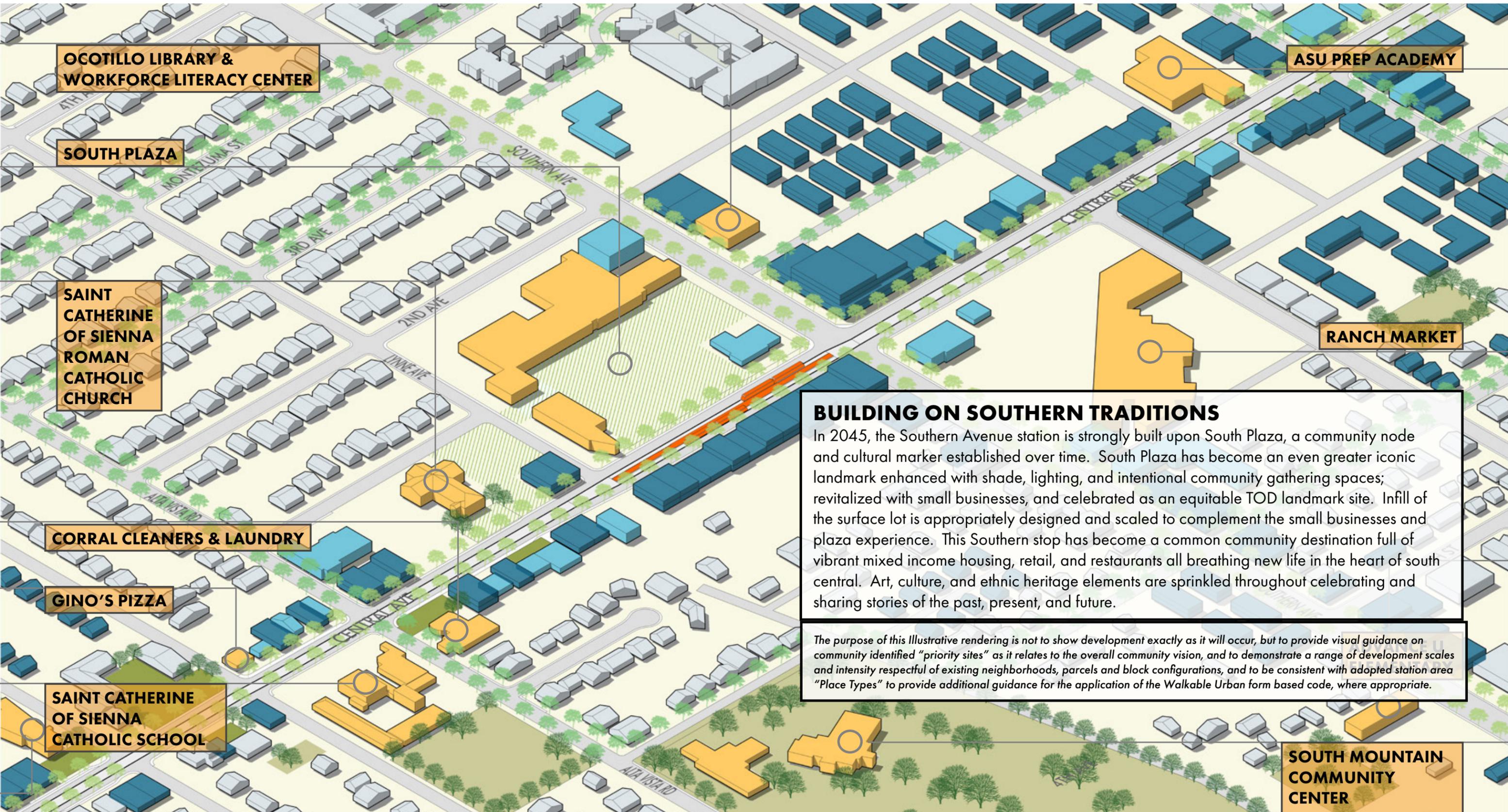
PHOENIX FIRE DEPARTMENT STATION 72

FAMILY DOLLAR

ASU PREP ACADEMY

*The purpose of this Illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified "priority sites" as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area "Place Types" to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.*

# SOUTH AREA - SOUTHERN STATION 2045



OCOTILLO LIBRARY & WORKFORCE LITERACY CENTER

SOUTH PLAZA

SAINT CATHERINE OF SIENNA ROMAN CATHOLIC CHURCH

CORRAL CLEANERS & LAUNDRY

GINO'S PIZZA

SAINT CATHERINE OF SIENNA CATHOLIC SCHOOL

ASU PREP ACADEMY

RANCH MARKET

SOUTH MOUNTAIN COMMUNITY CENTER

**BUILDING ON SOUTHERN TRADITIONS**

In 2045, the Southern Avenue station is strongly built upon South Plaza, a community node and cultural marker established over time. South Plaza has become an even greater iconic landmark enhanced with shade, lighting, and intentional community gathering spaces; revitalized with small businesses, and celebrated as an equitable TOD landmark site. Infill of the surface lot is appropriately designed and scaled to complement the small businesses and plaza experience. This Southern stop has become a common community destination full of vibrant mixed income housing, retail, and restaurants all breathing new life in the heart of south central. Art, culture, and ethnic heritage elements are sprinkled throughout celebrating and sharing stories of the past, present, and future.

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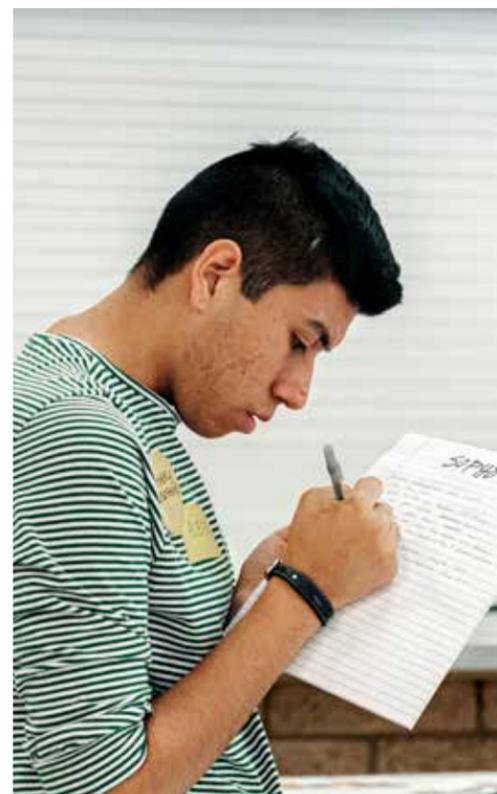
# SOUTH MOUNTAIN AREA HEALTH AND RECREATION HUB

## 2045 COMMUNITY VISION

The South Mountain area is a community hub for health and recreation investments. The green infrastructure along the canal banks and to South Mountain Park, connects people in affordable housing and mixed income residential neighborhoods to improved health and healthcare jobs.

Specifically for this area, our community envisions:

- Providing safe, shaded, and convenient walking paths
- Urban agriculture – telling the history of the people and land and the future with healthy food
- Resources and active places to promote safety at the end of the light rail line
- Easy connection between the last light rail stop and the mountain (bike lanes, shaded sidewalks, circulator)



# SOUTH MOUNTAIN AREA - PRIORITIZING GROWTH

The South Mountain area has prioritized growth **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. Established neighborhoods utilize appropriate housing typologies that fit the existing context while achieving the **community based vision for the future**.

## PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. \*Housing investments examples: ADU's, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.



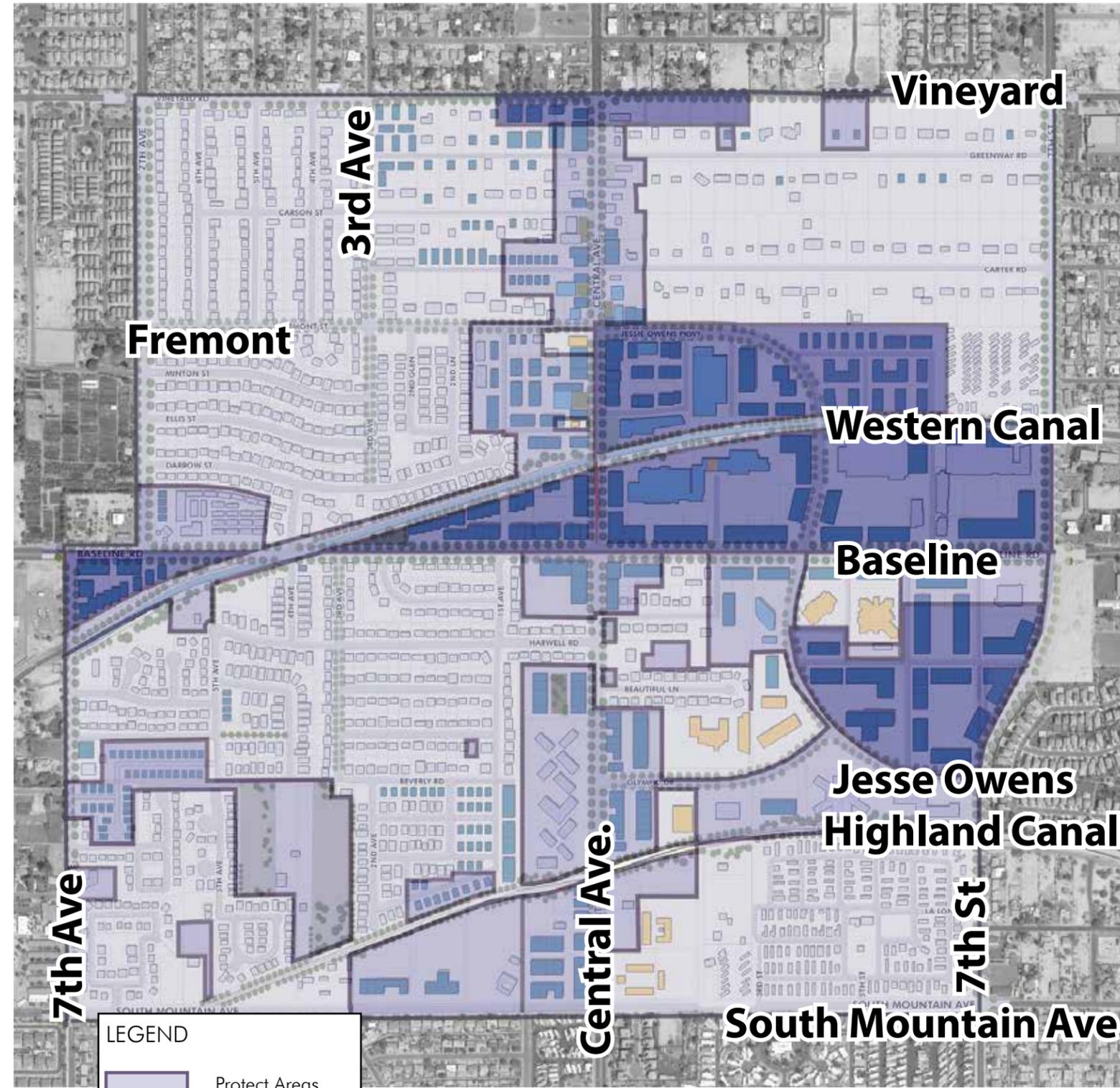
## ENHANCE

Areas designated for **slow to moderate rate of growth** strategies, **medium scale** and **medium intensity** investments. \*Housing investments examples: Courtyard Apartments, Townhouses medium multiplex, live-work.



## INVEST

Areas designated for **moderate rate** of growth strategies, **medium/large scale** and **medium/high intensity** investments. \*Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.



| LEGEND |               |
|--------|---------------|
|        | Protect Areas |
|        | Enhance Areas |
|        | Invest Areas  |

# SOUTH MOUNTAIN AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The South Mountain Area has prioritized investments to reject displacement of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the community identified and prioritized investments associated with the Land Use, Housing and Economic Development planning elements.

- T Baseline Stop Mixed-use transit stop.**
  - Variety of mixed-income housing opportunities, ownership and rental.
  - Retail, restaurants, office and daily service – entertainment, movie theater, bowling alley, Mercado (corner grocery store), farmer’s market, cultural attractions and live/work space.
  - Mid-rise development (2-5 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.

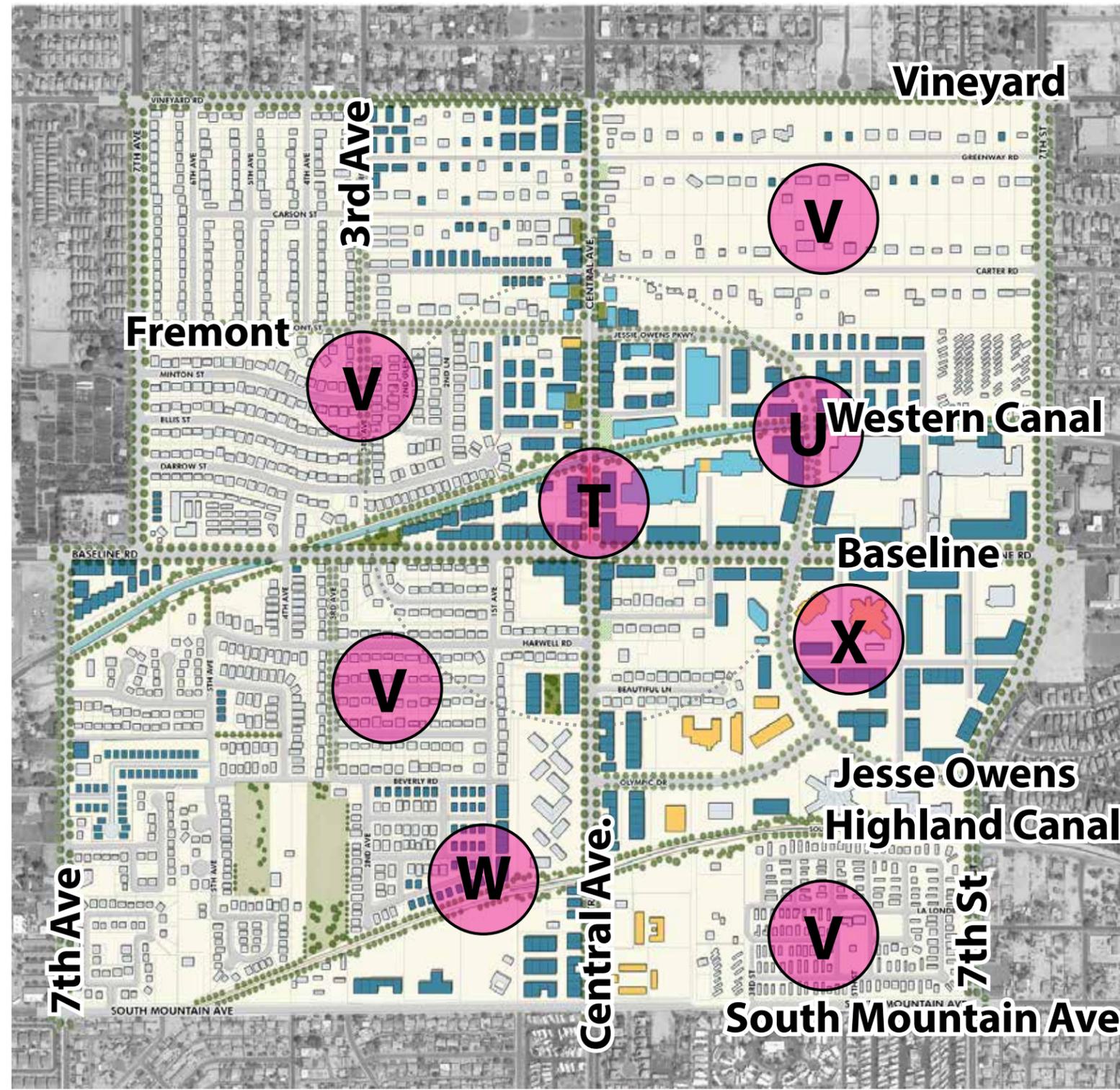
- U Western Canal**
  - Mid-rise (up to 5 stories) mixed-use development centered on Jesse Owens Parkway.
  - Variety of mixed-income housing opportunities, ownership and rental.
  - Retail, restaurants, and daily service uses with offices including medical offices and educational spaces.

- V South Mountain Neighborhoods**
  - Housing revitalization and infill vacant lots with of a size appropriate for the neighborhood.

- W Highland Canal**
  - Create a higher-intensity, mixed-income neighborhood, with new green spaces, and that supports the adjacent neighborhood and is connected to the Baseline Corridor by the street network and improved canal.
- X Employment Center**
  - Office park setting that incorporates job opportunities for the community and a specific focus on medical uses. Within the park setting an opportunity for festival space and gatherings is incorporated.

ILLUSTRATIVE PLAN LEGEND

|                                  |                     |                             |
|----------------------------------|---------------------|-----------------------------|
| Point of Pride                   | Existing Park       | Proposed Light Rail Station |
| Existing Building                | Proposed Park       | 5 Minute Walks              |
| Retrofit/Adaptive Reuse Building | Community Gathering |                             |
| Proposed Building                |                     |                             |

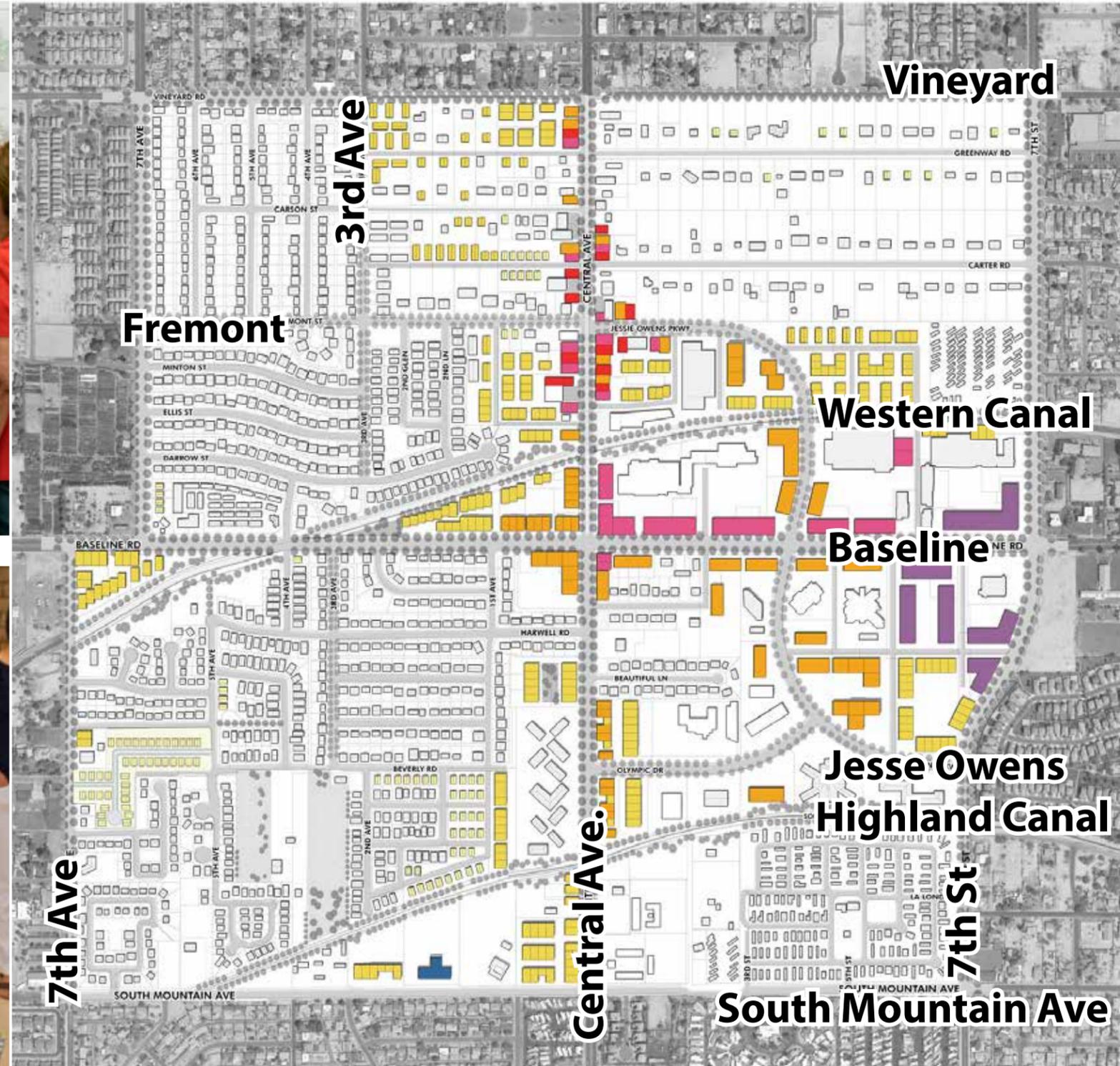


# SOUTH MOUNTAIN AREA - LAND USE 2045

## SOUTH MOUNTAIN AREA - LAND USE PRIORITIES

### Employment/Entertainment Hub

The Baseline station area provides new regionally accessible mixed income housing, retail, restaurants and ample new job opportunities in health and healthcare related industries. This Regional Corridor destination now has an established gateway presence and campus-like walkable urban form with increased development intensity showcasing a playful connected mid-rise mixed-use destinations radiating around Jesse Owens Parkway. New entertainment uses bring activities like bowling, movie theaters, music and attractions for residents of all ages, cultures, and ethnicities. Activated canal frontages provide additional entrepreneurial opportunities for local residents, as well as weekend food, art, and community gathering events. Neighborhood scaled retail and educational spaces join the list of amenities for locals improving access to daily services and community resources. An abundance of sit down restaurants and retail have filled Central Avenue creating a unique "main street" destination with convenient parking facilities allowing visitors a "park once" experience. New mixed income housing, flexible live work units, and small to medium scaled multifamily appropriately infill neighborhood edges providing all residents new housing options.

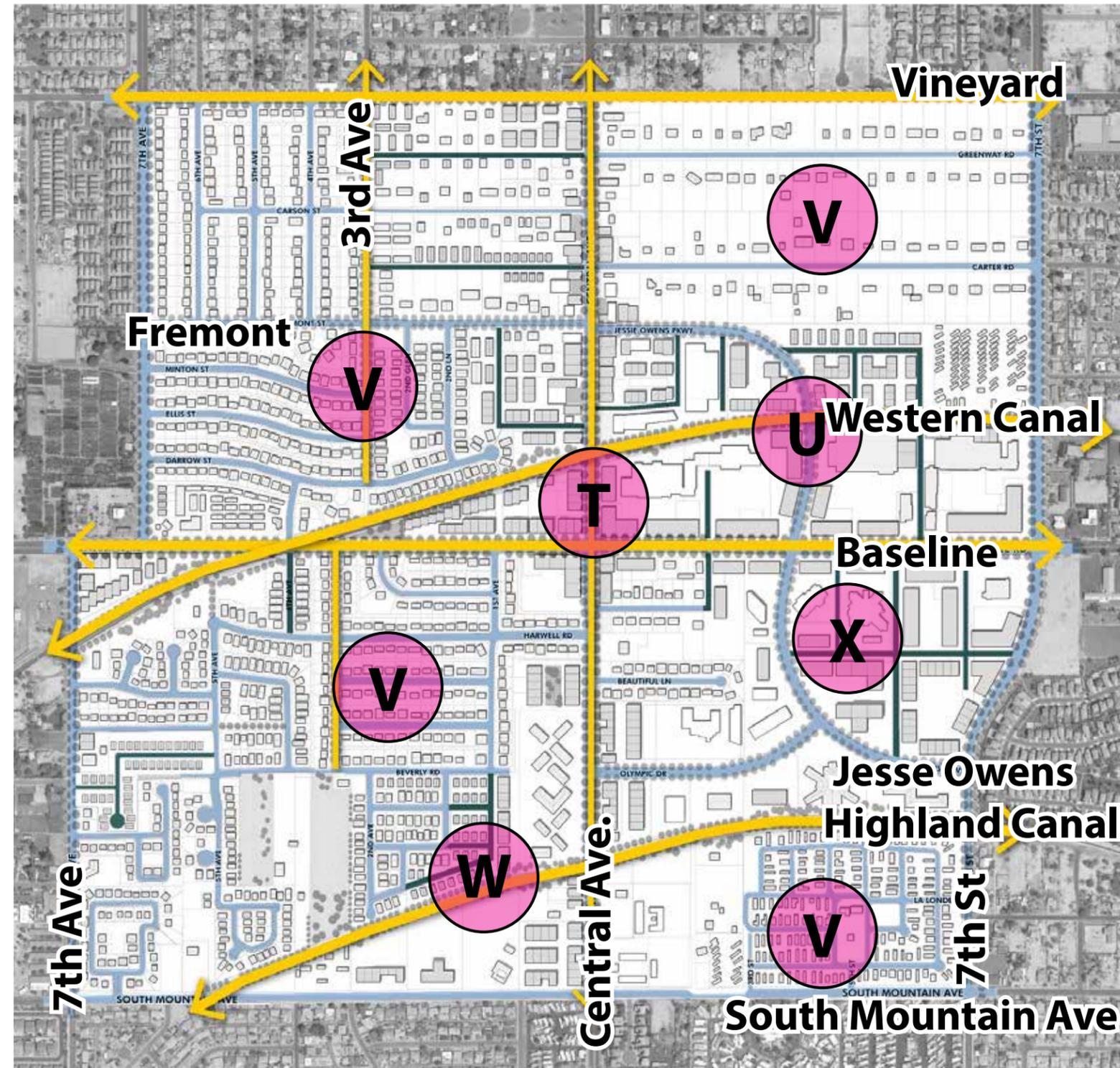


# SOUTH MOUNTAIN AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The South Mountain Area has prioritized investments to reject displacement of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the community identified and prioritized investments associated with the Health, Green Systems and Mobility planning elements.

- T Baseline Stop Mixed-use transit stop.**
  - Local Transit – improved local bus/transit stops, park & ride lot, urban circulator bus along the Baseline Corridor and adjacent neighborhoods.
  - Improvement to Baseline Road, Central Avenue, Jesse Owens Parkway and Western Canal for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
  - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
  - Baseline Road Improvements – create a green street, incorporating safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
- U Western Canal**
  - Canal Improvements – improved canals to create better connectivity, recreational and gathering spaces for residents and visitors. Create green canal-scapes that provide shaded pathways and gathering areas for users.

- V South Mountain Neighborhoods**
  - Improvement to 3rd Avenue, Vineyard Road, Jesse Owens Parkway and Olympic Drive for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
  - Improvement of existing parks and green spaces to support neighborhoods. – active uses, community gardens space, open/green space and public art.
- W Highland Canal**
  - Canal Improvements – improved canals to create better connectivity, recreational and gathering spaces for residents and visitors. Create green canal-scapes that provide shaded pathways and gathering areas for users.
- X Employment Center**
  - Office park setting that incorporate job opportunities for the community and a specific focus on medical uses. Within the park setting an opportunity for festival space and gatherings is incorporated.



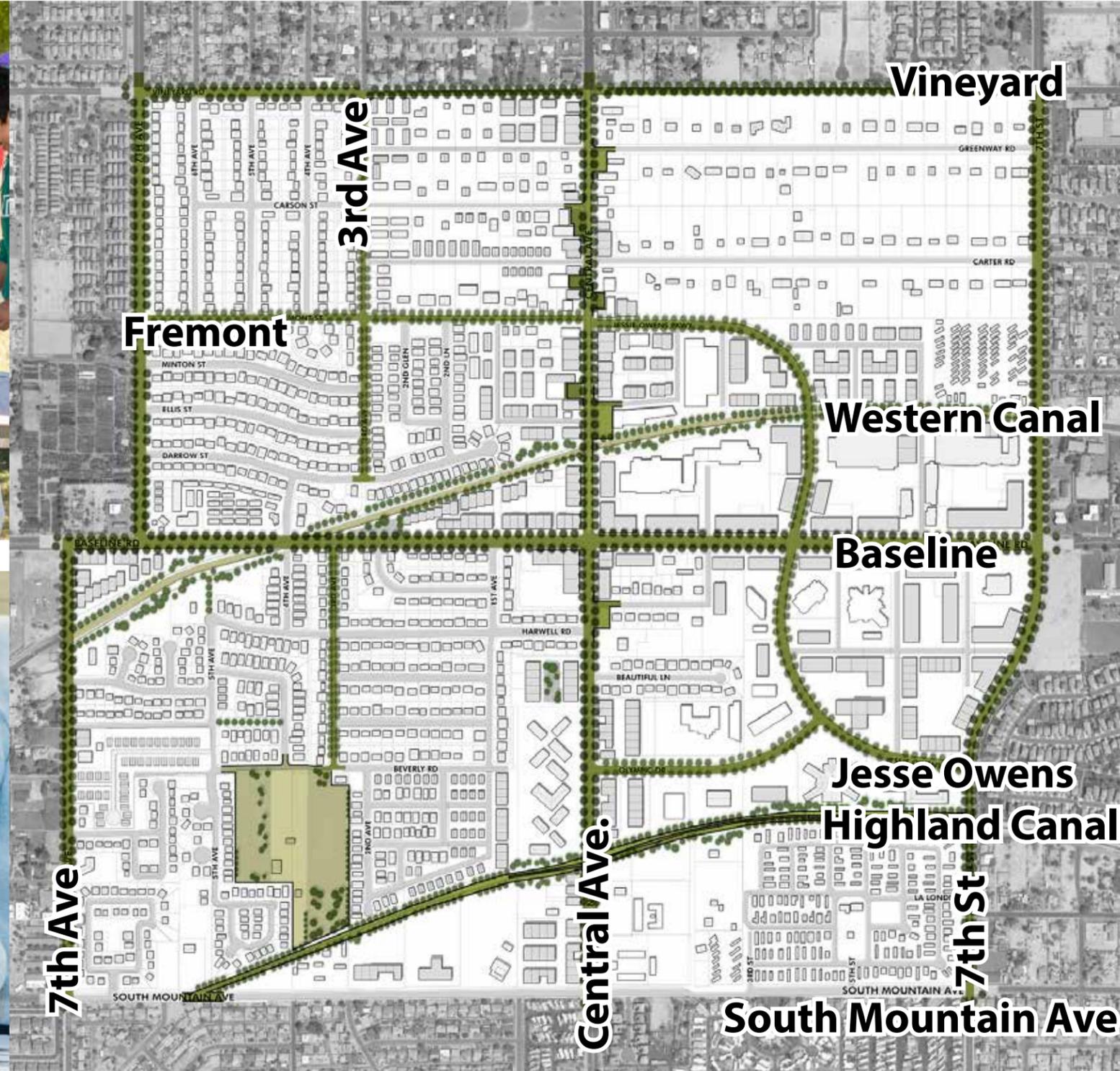


# SOUTH MOUNTAIN AREA - OPEN SPACE 2045

## SOUTH MOUNTAIN AREA - OPEN SPACE PRIORITIES

### Walk the Walk

The South Mountain area is a walker's paradise. Western and Highline canal improvements including trees, art, and multi-use trails ensure that every resident in this area is within a 10 minute walk of publicly accessible green spaces, outdoor gathering areas, and/or people friendly active transportation infrastructure. Established neighborhoods and residents benefit with shortened block patterns, conveniently located paseos and pedestrian ways, and shared streets connecting to a variety of trails in the area, including nearby South Mountain Park Preserve. Improvement to several major streets prioritized enhancements for pedestrian and biking experiences, and provided more comfort through shade and green amenities. Local parks and green spaces support neighborhoods by providing active uses, open space, dog parks, community gardens, public art, and heat relief amenities such as splash pads and cooling stations. The new employment hub and office park along Jesse Owens Parkway also provide larger, community space for festivals, markets, and community gathering events in an amphitheater style and park like setting.



# SOUTH MOUNTAIN AREA - BASELINE STATION 2045

## HEALTH AND RECREATION HUB

In the year 2045, the Baseline Station area offers a variety of mixed income housing, ownership, and rental choices. The area prides itself in facilitating a grand entry into the South Central Corridor with an abundance of shaded walking and bicycling paths connecting the "Mountain to the River". Residents have a multitude of convenient options for healthy lifestyle choices, entertainment and gatherings. Newly established and innovative community health resource centers, recreation options, and publicly accessible plazas have enhanced the vibrancy of commercial and entertainment spaces. Locally owned small businesses and art galleries now sprinkle the Western and Highline canals, as well as Central Avenue with authentic community places and experiences.

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PONCHO'S MEXICAN FOOD AND CANTINA

AZUKAR COFFEE

MESQUITE

MOUNTAIN PARK HEALTH CENTER

CHAMPION SCHOOLS SOUTH MOUNTAIN

NFL YET COLLEGE PREP ACADEMY

SOUTH POINTS JUNIOR HIGH

SOUTH POINTS HIGH SCHOOL

# SOUTH MOUNTAIN AREA - CANALSCAPE 2045



## SOUTH CENTRAL CANALSCAPE

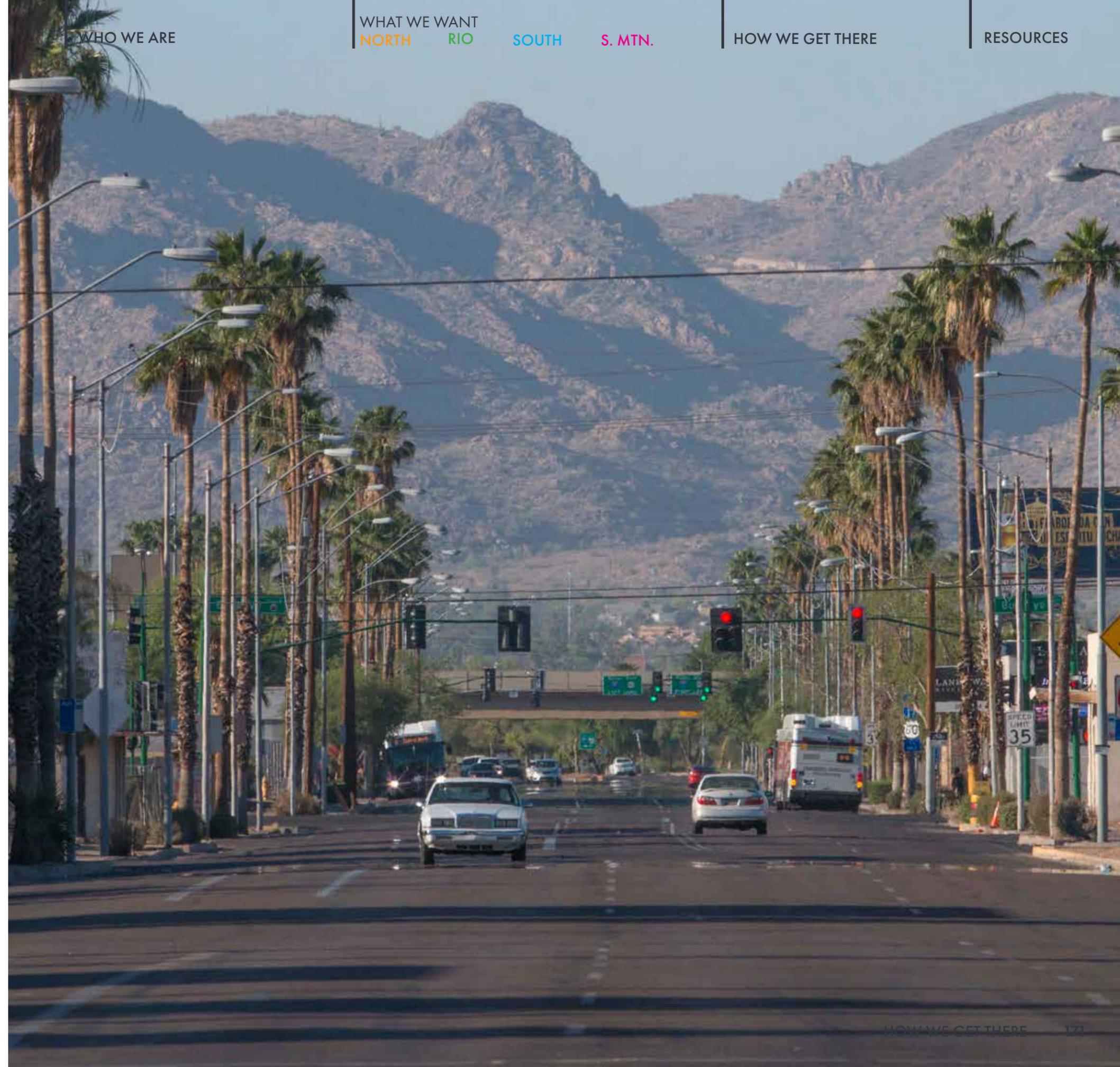
In 2045, the canalscape has transformed to major bike and pedestrian corridors that safely connect South Central to regional destinations, including South Mountain Park and Preserve and the Rio Salado. The canals enhance the corridor’s sense of place thanks to the celebrations of arts, foods, and culture taking place and paying tribute to the historic value of life supporting water resources. Public art along the banks communicates Phoenix’s rich history and cultural pride. Shaded walkways and activated building frontages provide a pleasant strolling environment that breathes new life into these great amenities. Vendors with their crafts, food, and art brighten up the canal on weekends, and health is promoted with health advocates and organizations celebrating this new community health amenity the health benefits that come from a more active lifestyle.

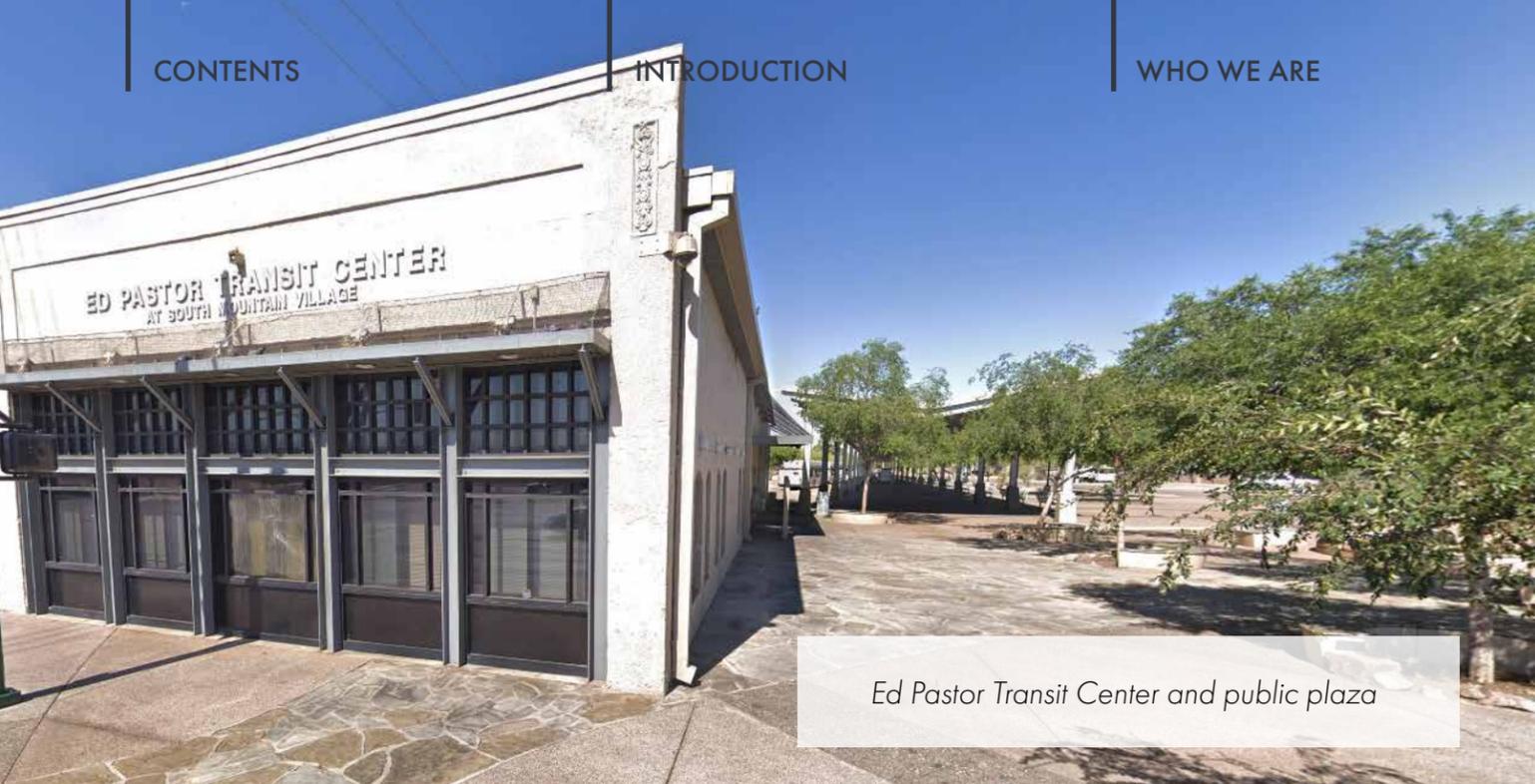
## PART 4 HOW WE GET THERE

Transitioning the current conditions to the vision through policy support, community involvement, interdisciplinary collaboration, capacity building, partnerships, and outcome driven performance measures for transparency and accountability.

“ South Phoenix has many people that have lived there for a long time and has raised a lot of families. The policy plan is a living document and it will have to continue to provide respect and dignity for every resident in the Corridor. ”

**PETRA FALCON, PROMISE ARIZONA**  
South Central TOD Grant Team





Ed Pastor Transit Center and public plaza

# SOUTH CENTRAL CORRIDOR "CHARACTER AREAS" ASSESSMENT

## Introduction

Form-Based Codes, such as the Walkable Urban Code, are known to connect the complex physical environment to standards that can be adjusted for each individual context, or character area, while providing the restorative potential of time tested pedestrian oriented forms of urbanism. The following sections provide several foundational topics for further evaluation and guidance towards the research and refinement of regulatory (required) South Central Corridor "Character Area" development standards to be incorporated into the city's Walkable Urban (WU) Code (Chapter 13) of the Phoenix Zoning Ordinance. These sections also provide interim guidance on zoning and entitlement requests within the South Central Corridor to be respectful and consistent with the South Central Corridors' community-based vision to "Reject Displacement".

Subsequent research and analysis is needed prior to amending the Walkable Urban Code to include South Central Corridor "Character Area" standards. While best practice urban design principles and development standards provide extensive guidance for new development and community revitalization, their are existing legal constraints, property rights, and other regulatory barriers that must also be considered. To that end, the implementation strategies, policies, and actions in the next section provide additional guidance, tools, resources, and partnerships to realize the full transformative opportunities the community seeks to achieve their vision.

## Neighborhood Character

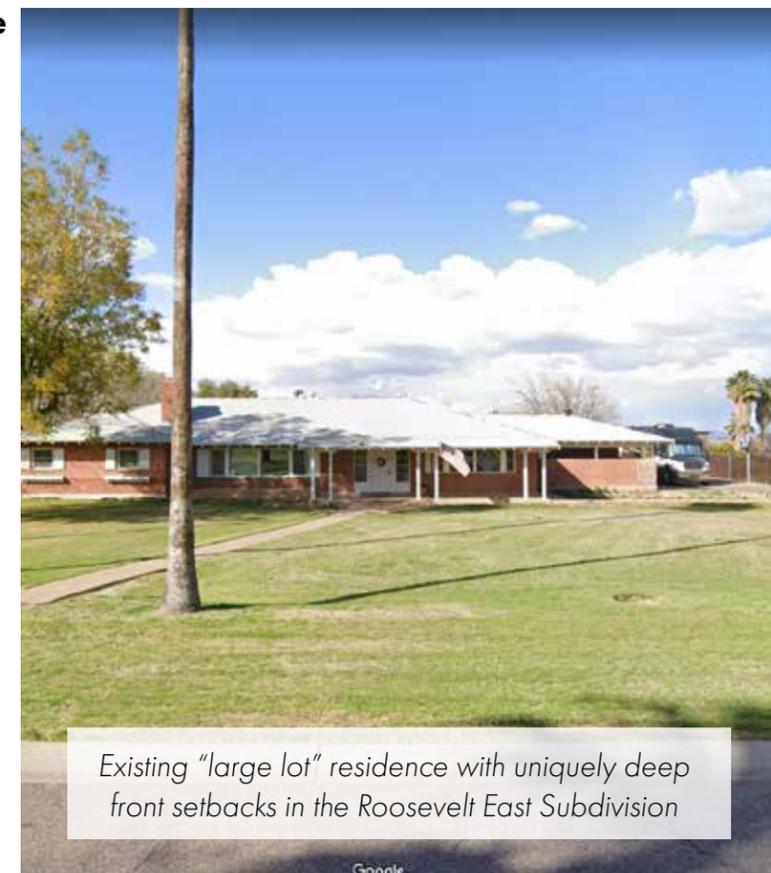
The 'look and feel of an area', especially when its residential areas are already defined and built-out. The way that **character** is regulated varies from place to place, for instance, a residential historic neighborhood is regulated differently than other residential developments in order to preserve its more prominent architectural and historic elements. There are many elements that help define the character of an area, such as, but not limited to: block structure, parcel configurations, alleyways, build to lines, setbacks, frontage standards, open space standards, parking standards, building heights, allowed uses, and lot coverages.

**The public right-of-way which consists of sidewalks and landscape areas (streetscape),** and alleyways, are additional elements that help define the character of a neighborhood while providing linkages that create the connectivity between the residents and their wider community. Understanding the **streetscape** in the context of it's neighborhood can provide guidance on how to improve the function and performance towards safer, healthier, and more equitable streetscapes that are context sensitive.

By understanding the neighborhood character or 'form' of an area and its development patterns, along with an understanding of the community based vision; development partners can utilize urban design best practices to provide guidance for the future of the corridor. Urban design best practice standards, when applied consistently as zoning and development standards, will provide guidance for new development that, while new and perhaps different in architectural design, can still be respectful, inclusive, and compatible with the existing character of a neighborhood, help maximize the potential for community revitalization, and enhance existing services and businesses for longtime residents.



Newly constructed straw bale construction duplex in the Grant Park Neighborhood



Existing "large lot" residence with uniquely deep front setbacks in the Roosevelt East Subdivision

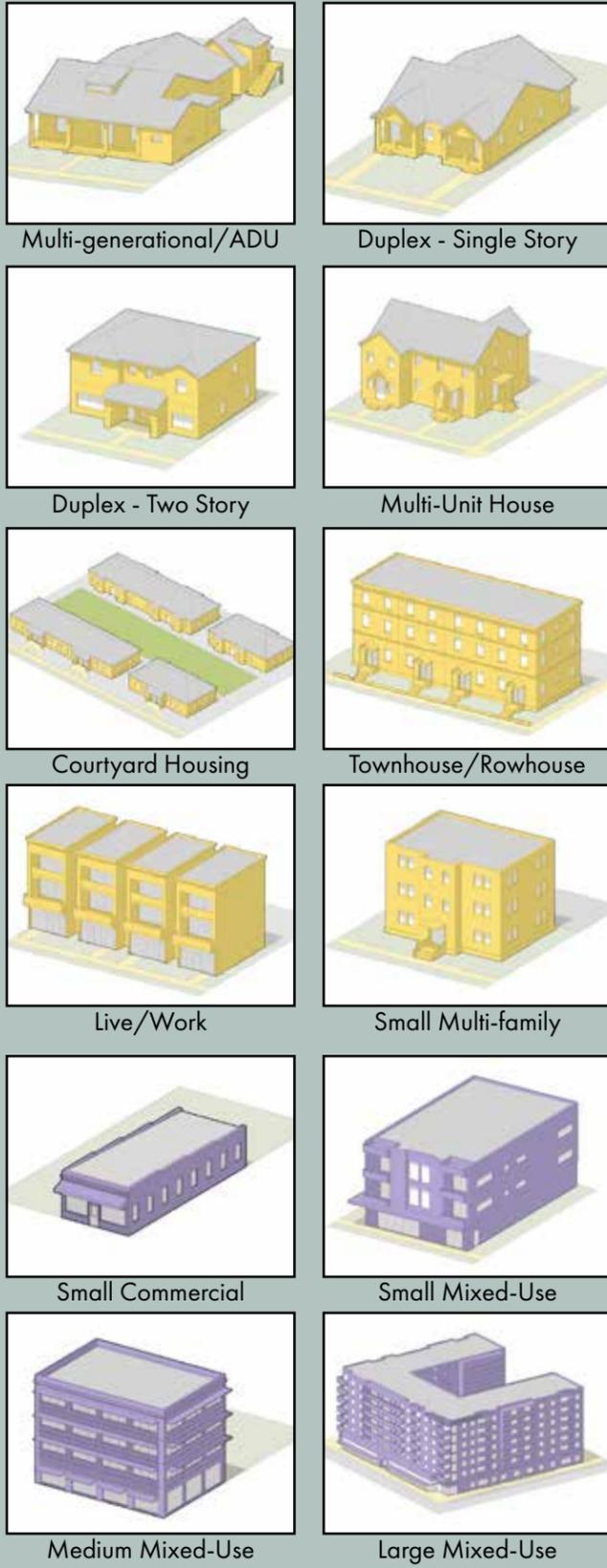
**What does DENSITY got to do with it?**

Sometimes, concerns over density might be less about the density and more about the **scale** or **massing** that certain building typologies appear imposing, out of place, and uninviting to residents, pedestrians, or to the established or desired “character”. A building typology with appropriate “in-scale” frontages standards on the ground floor and other site and lot development standards can help minimize building massing, while providing architectural variety and detailing. Such standards can be used to promote neighborhood and “character” compatibility, regardless of architectural styles. While there is a lot of discussion about appropriate building types, the traditional building structure in walkable communities commonly occurs as rectangles or squares as shown in the samples to the right.

**The key is how the Building Frontage + Streetscape are designed:**

A building’s appearance can be dramatically altered with the addition of porches, windows, roof details or the alteration of a roof line. Good design can reduce the apparent size of a building, allowing it to “fit” in with existing established neighborhood character. Although the Walkable Urban (WU) Code and its Transects (urban zoning districts) provide specific guidance on frontages, they were created to address the needs of vibrant mixed-use light rail corridors where increased intensity and scale of development is desired. **Per the South Central Corridor vision to “reject displacement”, not all areas desire a dramatic rate of change in scale and intensity, especially where established residential character already exists.**

**Sample Building and Housing Typology Considerations:**



**ADUs – The Benefits of Accessory Dwelling Units**

One housing typology that is worth focusing on is Accessory dwelling units (ADUs). ADUs are defined by HUD as “accessory apartments, second units, or granny flats — are additional living quarters on single-family lots that are independent of the primary dwelling unit. The separate living spaces are equipped with kitchen and bathroom facilities, and can be either attached or detached from the main residence. This housing typology can be instrumental in achieving several of the vision outcomes for South Central. An Accessory dwelling units (ADUs) program can be one of the tools that begin addressing appropriately scaled housing in South Central’s single-family and multi-family residential areas. In addition to offering housing alternatives for extended families and elderly family members, ADUs offer a variety of other benefits:

- Affordable housing option for renters
- Neighborhood stabilization and gentle density increase in residential neighborhoods
- Cost less than a new home in a separate lot: Infrastructure/utilities in place
- Homeowners can offset building costs with income from their rental unit
- Additional income for families and individuals
- Increase social capital and property value
- New residents increase the customer base for nearby businesses and services
- Improve alleyway safety

ADU programs have been adopted in many cities due to lack of rental options and to assist low income communities in providing for affordable housing, increase income opportunities, and in proximity to transit. Further discussion on the opportunity to allow for ADUs in South Central is found in the “Residential Character Assessment” section on the following pages.

**ADU Program Case Studies**

Oregon and California have been in the forefront of ADU programs precisely due to these issues, but even more importantly, cities such Seattle, WA, and Encinitas, San Diego, Danville and San Jose, CA, with the help of design firms, have developed pre-approved ADU plans free of charge to be used by the public. The architectural plans include all the necessary plumbing, utilities, structural openings, and core living components for all the proposed ADUs and come in a variety of sizes. The free ‘approved plans’ which are also ‘permit ready’, and for low and moderate income families, this program not only provides certainty, but it offers a great deal of savings in addition to expediting the approval process. Most cities also offer ‘amnesty’ programs for units that were constructed without permits - the units must be brought up to current building and fire codes.

One of the best examples is the city of Encinitas “Housing for Generations” program. The free architectural ADU plans offered, from two different design firms, range from studios to 3-bedrooms, and are available to be downloaded from the Encinitas website, free of charge to the public. In addition, Encinitas also offers a complete guide to building ADUS and an amnesty for existing/non-permitted ADUs.

# RESIDENTIAL CHARACTER ASSESSMENT

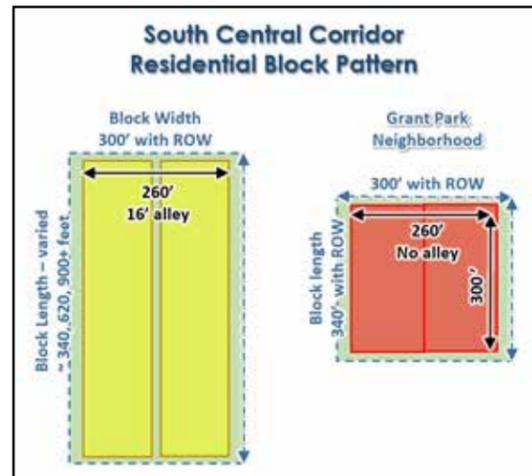
Most of the single and multifamily residential subdivisions in the south central corridor were developed prior to 1975 and as early and mid-century subdivisions. Today, many of the single-family subdivisions are “built-out” and have well established residential character. While only some of the multifamily zoned subdivisions that were developed mostly with single-family homes are also well established, some areas transitioned to non-residential uses, and others have higher parcel vacancy and less defined character.

| Year Plat/Built | # Residential Subdivisions |
|-----------------|----------------------------|
| 1894-1929       | 17                         |
| 1930-1949       | 32                         |
| 1950-1975       | 22                         |
| 1976-1999       | 4                          |
| 2000-Present    | 13                         |

## Block Pattern

Residential platted subdivisions in the South Central Corridor are mostly designed as traditional rectangular blocks with mid-block alleyways, and organized on a grid pattern ranging considerably in length but not in width.

The **block length**, including the right-of-way, varies from approximately 340 feet for the oldest subdivision, to an average of 620-900+ feet. In comparison, the narrowest side of the block, the **block width**, is the predominant measurement throughout the corridor at approximately 300 feet, including the right-of-way and alleyways. There are a few residential areas and subdivisions with greater block width (400 feet including alleyways) but these are the exception to the rule.



The standard residential lot (**parcel size**) is 60 x 125-135 feet (depending on whether mid-block alleys are present), and it is found in both, subdivisions zoned as single-family and multifamily zoning districts. Residential **front yard setbacks** generally average between 20-25 feet.

Shorter block patterns are known to provide greater neighborhood connectivity, encouraging walkability, and greater distribution of automobile traffic. It also provides a time-tested pre-automobile pedestrian oriented form of urbanism. The South Central Corridors predominant 300 foot block width is an element of its past to be preserved, protected, and enhanced to promote even greater walkability in support of the community based vision for the future.

This analysis of block pattern, parcel sizes, and established setbacks for existing residential areas begins to provide the foundational insights for future “character” standards to be consistent with and build upon the established and transitional residential character areas.

The **Grant Park Neighborhood** (Montgomery Addition, 1894), one of the oldest subdivisions in the City of Phoenix, has a **model 300 foot x 300 foot walkable urban block pattern** with slightly narrower parcel sizes at 50x130 feet, yet **only one block has an alleyway**.



**Roosevelt Place East** subdivision, platted in 1930 by Dwight B. Heard and eligible as a historic district, is **unique in the corridor with large lots** averaging 130 x 300 feet in depth and a 50+ feet front yard setbacks, and **no alleyways**.



**Alleyways**

Regardless of how long a residential block might be, and with very few exceptions, (Grant Park and Roosevelt Place East subdivisions, and unplatted areas) **alleyways are the predominant feature of the South Central Corridor residential block structure.**

Alleyways provide access to private spaces and rear of lots, they are typically 16-foot wide, unimproved, and running the full length of the block. Power lines are typically located in the alleyways and so are most of the sewer lines in the corridor serving residential subdivisions. Alleys also provide access for services such as waste utilities access, in fact, most residential garbage collection in the corridor is done from the alleys. Alleyways are also present behind several commercial blocks fronting Central Avenue, acting as a buffer zone between residential and commercial uses.

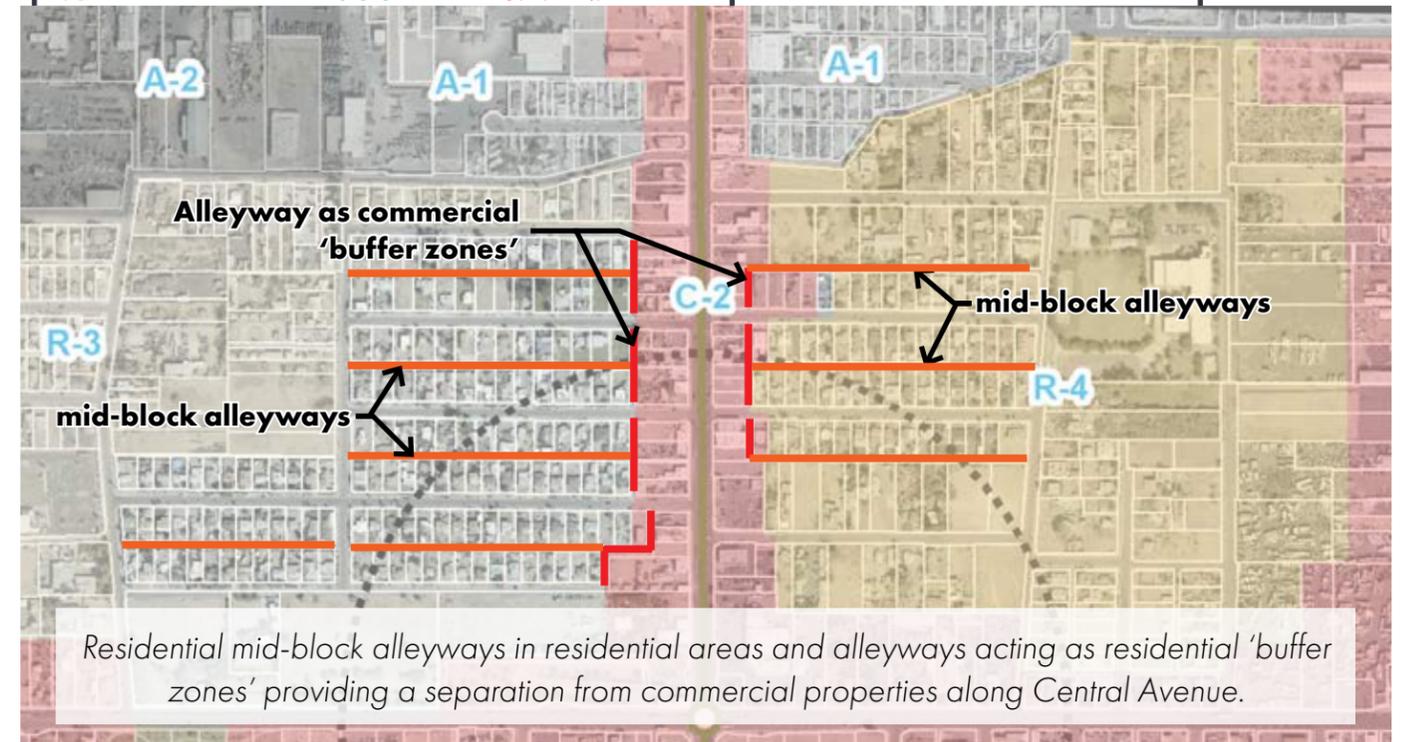


Power lines at the entrance of alleyway along West St Ann Avenue.

The residents of South Central Corridor have voiced interest in the implementation of a new **Accessory Dwelling Units (ADU)** program for their neighborhoods as one strategy to achieve the vision of rejecting displacement. While these dwellings are known by many names such as casitas, granny flats, carriage/alley houses, mother-in-law or secondary dwelling units, the key difference is that ADUS are an accessory residential dwelling with fully functional kitchens that can be rented out, unlike what is currently permitted under the single-family residence zoning district.

Further discussion regarding implementation for ADUs will follow, but the importance of alleyways for an ADU program must be noted: **Alleyways provide for easy access and parking, making it easier to incorporate a detached ADU in the rear of the lot, thereby creating a unit that provides some privacy from the primary dwelling.** Under certain circumstances, alleyways can be abandoned, and there is also a city program designed to gate alleyways. While these two options may be appropriate for some areas, they may not be appropriate for the Corridor since both could negatively impact the implementation of ADUs.

**Alley safety** is always an important consideration. Crime Prevention Through Environmental Design (CPTED) provides concepts and crime prevention strategies for communities and businesses. The proper use of CPTED strategies such as windows, colors, and lighting, can help residents increase “natural surveillance”, establish clear access points and boundaries, and show that alleys are commonly utilized by residents as “intended users”, not just for garbage pick-up. When this occurs, a sense of ownership and the feeling of a safe community is enhanced, and it may reduce the opportunity for the occurrence of crime.



Residential mid-block alleyways in residential areas and alleyways acting as residential ‘buffer zones’ providing a separation from commercial properties along Central Avenue.

**Allowing for ADUs** provides opportunities to create safer alleys where windows can increase natural surveillance by adding ‘eyes on the street’ (or in this case ‘on the alley’), lighter wall colors are better at reflecting light, reducing the areas of concealment and ‘blending into the background’. Building or pole mounted lighting fixtures with low-light pollution, good color rendition, and a smooth transition between light sources can not only cause “unintended users” to feel exposed but allows for greater recognition of ‘intended users’. All of these considerations must be thoroughly researched to provide appropriate development standards and design guidelines when ADUs are to be constructed in the South Central Corridor.

With the presence of alleyways and the depth of most residential lots in the corridor (125-130 feet), building a detached ADU in the rear will enhance alleyways use and provide additional housing choices while protecting and preserving the existing neighborhood character, block structures, and parcel configurations. **Maintaining alley access is a vital component for existing property owners to help achieve the community vision and simultaneously build individual and community wealth.**



Walla Walla, Washington recently utilized CDBG Grants for a Solar Alley Lighting Project

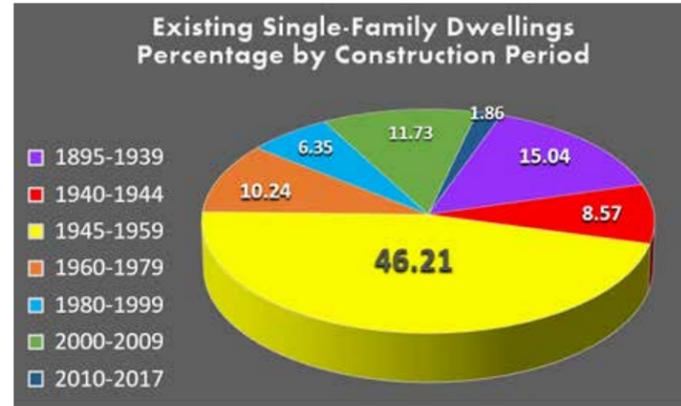


# RESIDENTIAL CHARACTER AREAS

## TRADITIONAL, ESTABLISHED, TRANSITIONAL

### South Central Residential Growth

Whether built in single-family or multi-family zoned neighborhoods and subdivisions, single-family homes are the most prevalent form of housing development in the South Central Corridor, accounting for well over 3,100 existing dwellings. The largest number of residential subdivisions were platted post World War II and the Korean War - during the valley's growth boom - to 1979, the end of the mid-century modern period. These subdivisions and many neighborhoods have distinct character representative of their build-out and well established single-family neighborhood **scale** and **intensity**.



### Residential Character Areas Introduction

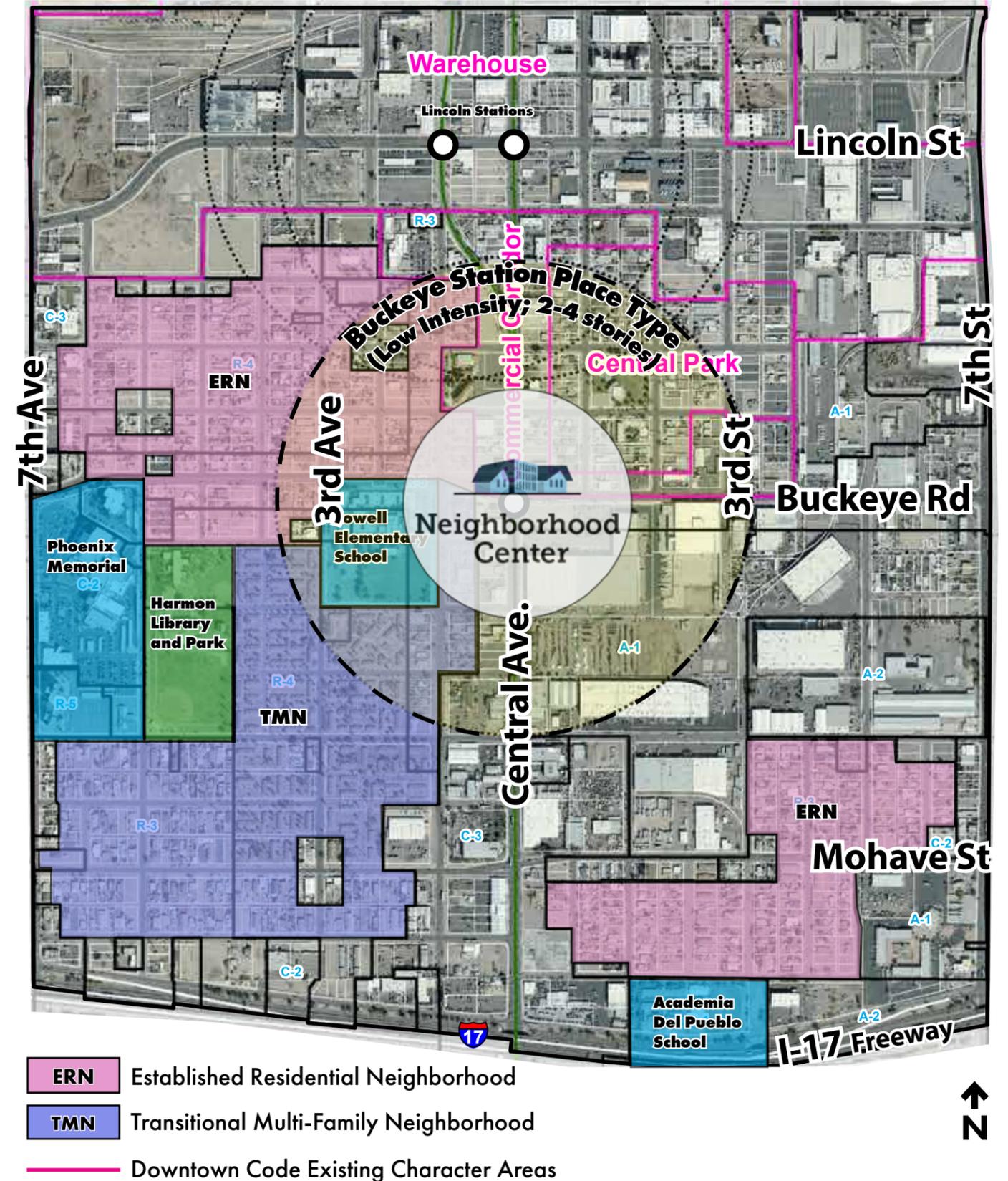
Two residential "character areas" emerge as long-established single-family scaled neighborhoods, some dating as far back as the early 1900s, but they are not zoned the same: some neighborhoods are zoned as single-family and others are zoned for multi-family development. Another, third, residential "character area" represents areas that have experienced more 'transitional' development, may have had specific requirements such as Marcos De Niza housing development, and/or lack the cohesiveness of a well established residential character.

Three emerging Residential Character Areas in the South Central Corridor are:

| TRADITIONAL RESIDENTIAL NEIGHBORHOOD (TRN)   | ESTABLISHED RESIDENTIAL NEIGHBORHOOD (ERN)   | TRANSITIONAL MULTI-FAMILY NEIGHBORHOOD (TMN)   |
|--|--|--|
| <ul style="list-style-type: none"> <li>Zoned single-family</li> <li>Built at single-family scale</li> <li>Generally "areas to protect"</li> </ul> <p>Housing Typology Example:</p> <p>Multi-generational/ADU</p> | <ul style="list-style-type: none"> <li>Zoned multi-family</li> <li>Built at single-family scale</li> <li>Generally "areas to enhance"</li> </ul> <p>Housing Typology Example:</p> <p>Multi-Unit House*</p> | <ul style="list-style-type: none"> <li>Zoned multi-family</li> <li>Built at various scales</li> <li>Generally "areas to enhance"</li> </ul> <p>Housing Typology Example:</p> <p>Townhouse/Rowhouse</p> |

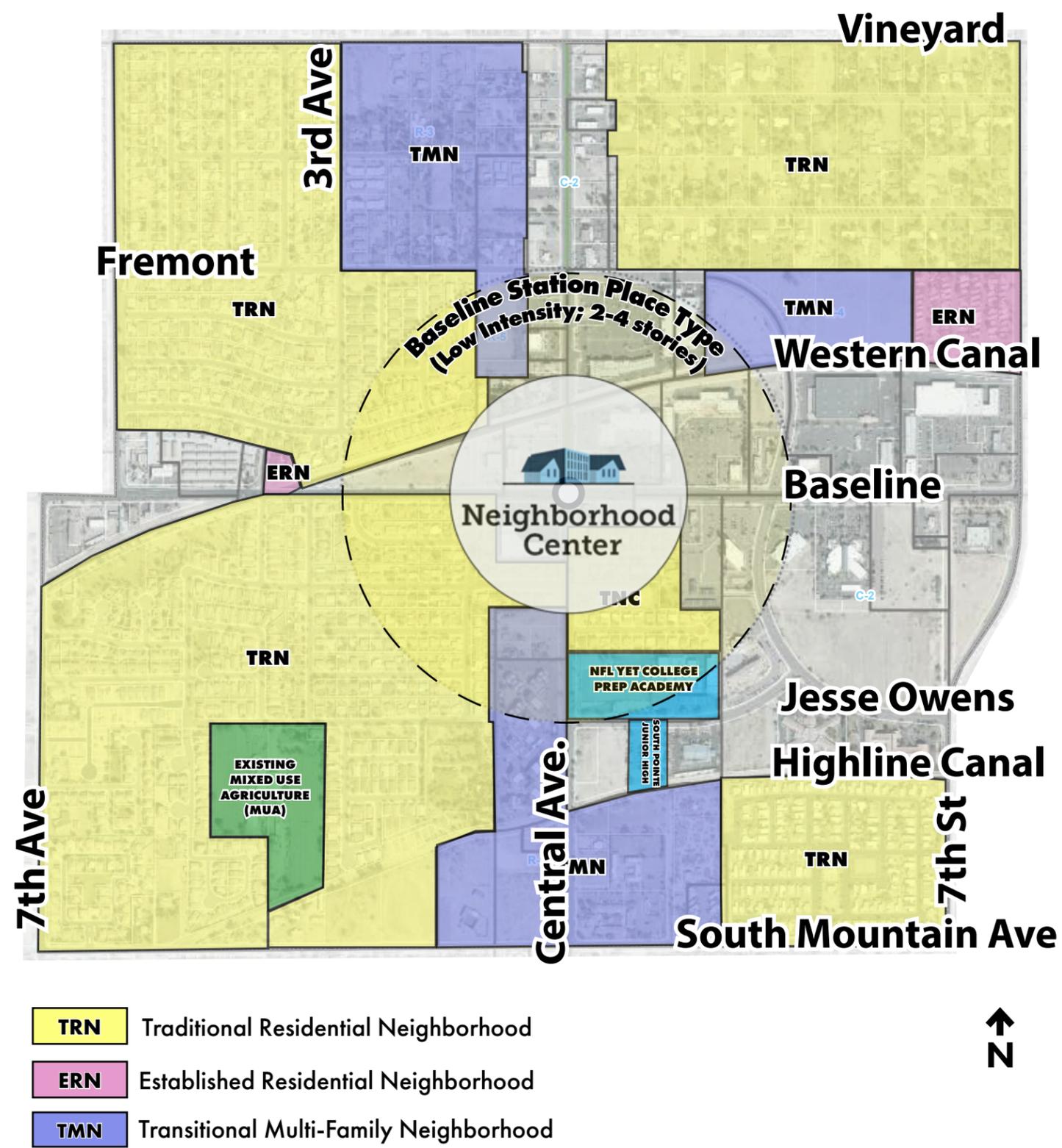
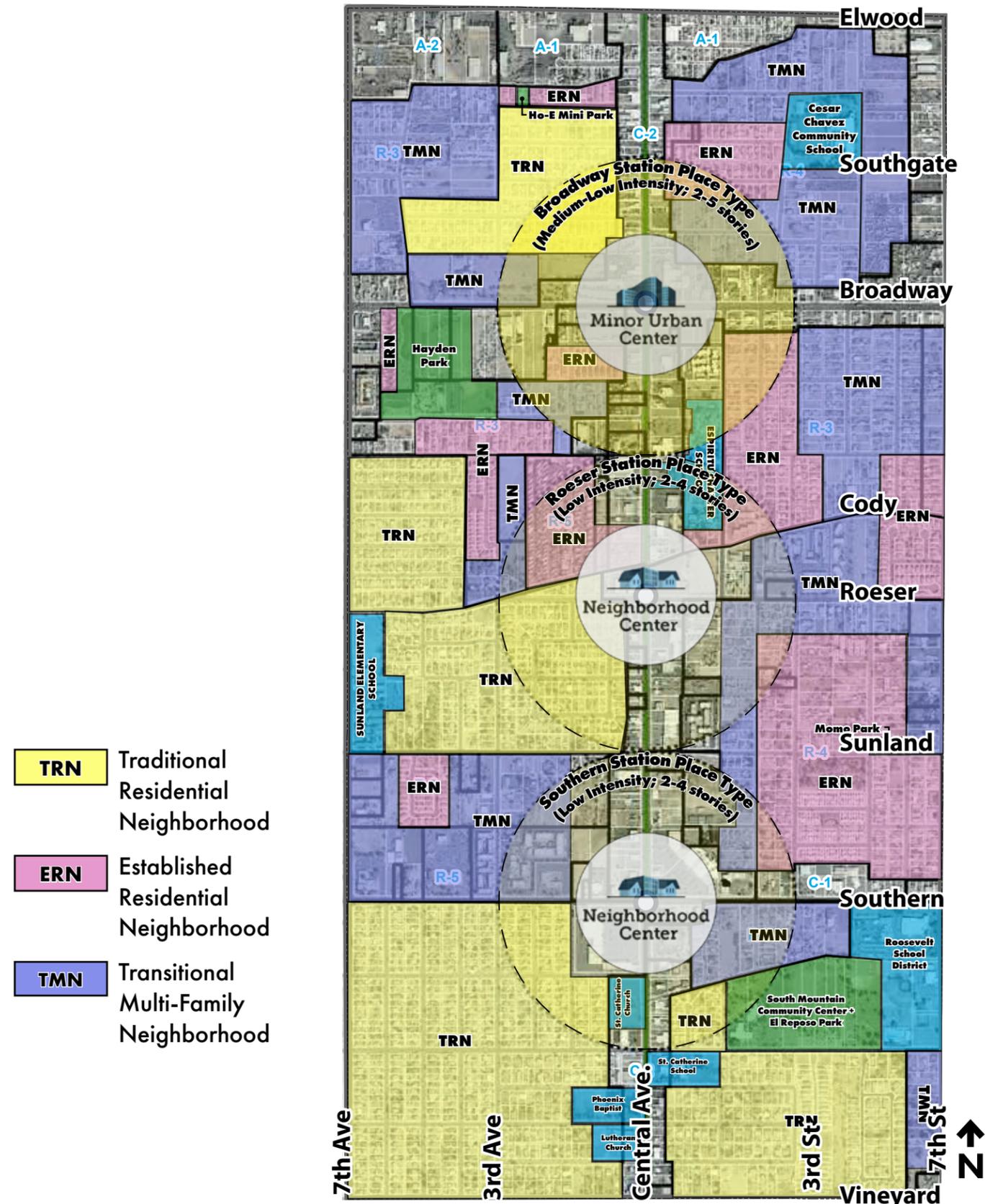
\* Multi-Unit House designed to accommodate two to six units at the scale and massing of a large single-family detached house.

# NORTH - RESIDENTIAL CHARACTER AREAS



# SOUTH - RESIDENTIAL CHARACTER AREAS

# SOUTH MTN - RESIDENTIAL CHARACTER AREAS



### TRADITIONAL RESIDENTIAL NEIGHBORHOOD (TRN) CHARACTER AREAS

**Background:**

Residential development followed a distinct pattern in the South Central Corridor. All single-family zoned neighborhoods were platted as subdivisions and zoned as R1-6, with the exception of the Roosevelt Place East subdivision, which is zoned R1-10. All single-family subdivisions are located south of the Rio Salado and the greatest concentration is in the South Central Corridors South and South Mountain Sub-Areas. The majority of single-family zoned subdivisions were platted between 1940 -1975, and quickly built-out. These early subdivisions, built with almost no cul-de-sacs and only a few with curvilinear streets, have a better ‘walkable street pattern’ than those being built today. This traditional street grid allows for better pedestrian circulation because they have more connecting streets and no dead-ends.

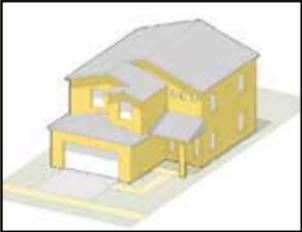
**Character Considerations:**

- Zoned R1-6 or R1-10
- Generally identified as “Areas to Protect”
- Subdivisions are typically built-out with limited parcel vacancy
- Stable single-family character
- Defined building setbacks of 20+ feet
- Defined streetscape patterns

**Form-Based Code Considerations:**

The City’s single-family residential Euclidean zoning districts of R1-6 and R-10 are commensurate with the Walkable Urban Code Transect T3:2. Single-family standards and guidelines will be retained, the only difference is a slight increase in lot coverage – this increase may prove to be an asset when Accessory Dwelling Units (ADUs) are permitted on site and it might reduce the need for zoning adjustments for lot coverage.

**Building and Housing Typology Considerations:**

|  |   |
|--|---|
| <br>Single-family - One Story | <br>Single-family - Two Story |
| <br>Multi-generational/ADU   | <br>Duplex - Single Story    |
| <br>Duplex - Two Story       | <br>Multi-Unit House*        |

\* Designed to accommodate two to six units at the scale and massing of a large single-family detached house.

### TRADITIONAL RESIDENTIAL NEIGHBORHOOD (TRN) CHARACTER AREAS - EXAMPLE

The Roosevelt Place East Neighborhood is one of several Traditional Residential Neighborhood (TRN) Character Areas. These areas are generally zoned for single-family and currently built-out with an established single-family neighborhood scale and character.



The Roosevelt Place East Subdivision, zoned R1-10, is a unique neighborhood in the South Central Corridor. It contains many homes already listed in the Phoenix Register of Historic Homes and the subdivision is eligible for historic designation on its own. Some character considerations are preserving the very rural setting with deep front setbacks (50+ feet) and palm tree lined streets.



## ESTABLISHED RESIDENTIAL NEIGHBORHOOD (ERN) CHARACTER AREAS

### Background:

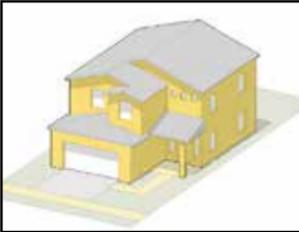
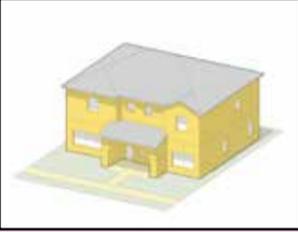
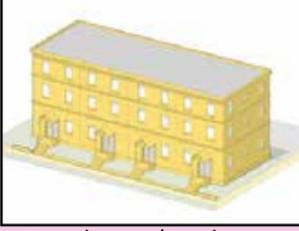
Starting with Grant Park, platted in 1894, Established Residential Neighborhoods (ERNs) are residential communities that were developed as single-family residential, **but are actually zoned for multifamily development**, allowing for greater density, 30-48 feet in height, and 50% lot coverage. Not all ERNs were platted as subdivisions, some developed organically on larger parcels (mostly on the east side of Central Avenue) with a more rural character. Most ERNs were developed during the valley's greatest growth period between 1930-1960s.

### Character Considerations:

- Multi-family Zoning
- Generally identified as "Areas to Enhance"
- Generally developed at single-family residential scale
- Few multifamily dwellings, mostly comprised of duplexes and triplexes
- Stable and Established Character
- Defined building setbacks of 20+ feet
- Defined streetscape patterns

### Form-Based Code Considerations:

To retain the character of Established Residential Neighborhoods, an alternative Transect may need to be developed to provide standards and design guidelines that are compatible with these neighborhoods. For instance, while the standard large glass storefront may be appropriate for commercial and mixed use developments, it is not compatible with a residential street. New transects will provide guidance for new infill developments while allowing for entitlements already permitted by right in that zoning district; and a slight increase in lot coverage more than the 40-50 percentage currently permitted in R-3, R-4, and R-5 multifamily zoning districts.

| Building and Housing Typology Considerations:  |   |
|--|---|
|   |   |
| Single-family - One Story  | Single-family - Two Story   |
|  |  |
| Multi-generational/ADU   | Duplex - Single Story   |
|  |  |
| Duplex - Two Story   | Multi-Unit House  |
|  |  |
| Courtyard Housing  | Townhouse/Rowhouse  |

## ESTABLISHED RESIDENTIAL NEIGHBORHOOD (ERN) CHARACTER AREAS - EXAMPLE

Grant Park, platted in 1894 as part of the Montgomery Addition, was also developed as a single-family neighborhood, yet it is zoned for multi-family development with entitlements ranging from 30 to 48 feet in height.



While vacant lots are more prominent in this area, the 300 foot block pattern, established setbacks, and streetscape character are very well defined providing a great neighborhood structure for enhanced walkability. This culturally and historically rich neighborhood is the closest to downtown and still possesses some of the oldest buildings in the city. 818 S 1st Street, is one of many historic homes in the neighborhood and listed in the Phoenix and National Register of historic places.



## TRANSITIONAL MULTIFAMILY NEIGHBORHOOD (TMN) CHARACTER AREAS

### Background:

Transitional multifamily areas lack the cohesiveness of an established residential character, have more vacant parcels, and/or have some properties that have transitioned to non-residential uses over time, usually at intersections. These areas could incorporate more intense development to help provide additional housing and affordable housing in the corridor, but still in the context of residential.

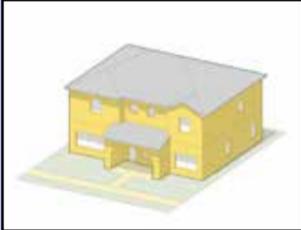
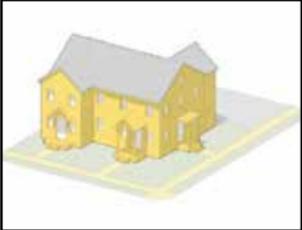
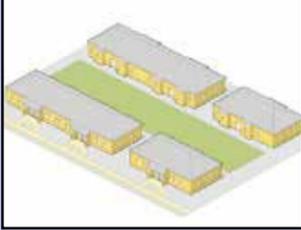
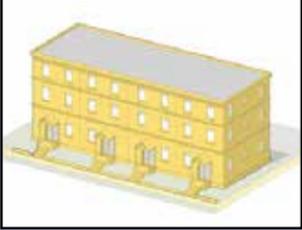
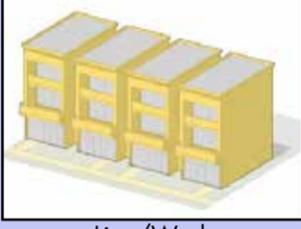
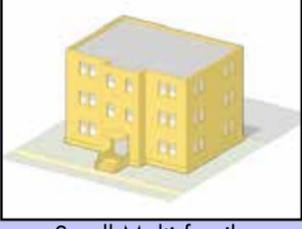
### Characteristics:

- Multi-family Zoning
- Generally identified as "Areas to Enhance"
- Generally developed at small multi-family residential scale
- Variety of multifamily dwellings
- Lacking Established Character
- Undefined building setbacks
- Undefined streetscape patterns

### Form-Based Code Considerations:

Front setbacks should be a minimum of 10 feet to encourage a more defined building setback and streetscape inclusive of adequate space for landscape and shade trees. Frontage types should be clearly identified for individual ground floor units. The existing Walkable Urban Code Transect (T4) was designed for light rail and arterial streets and if applied here should be modified to include a minimum setback and to restrict non-residential frontage types such as storefront, gallery, and arcade.

**Building and Housing Typology Considerations:**

|  |   |
|--|---|
|   |   |
| Multi-generational/ADU   | Duplex - Single Story   |
|  |  |
| Duplex - Two Story   | Multi-Unit House  |
|  |  |
| Courtyard Housing  | Townhouse/Rowhouse  |
|  |  |
| Live/Work  | Small Multi-family  |

## TRANSITIONAL MULTIFAMILY NEIGHBORHOOD (TMN) CHARACTER AREAS - EXAMPLE

Marcos De Niza Housing and surrounding properties are examples of an Transitional Multi-Family Residential (TMR) Character Area. Generally zoned for multi-family, however currently built-out with a single-family neighborhood scale and character.



Marcos De Niza housing development was built at a single-family residential scale with low profile building placement organized within large publicly accessible share open spaces. Cross block and direct pedestrian connections to and from building entryways and to the shared open spaces enhance neighborhood level connectivity to nearby community points of pride.



# MIXED-USE CHARACTER AREAS

## ENHANCING THE "SIDEWALK BALLET"

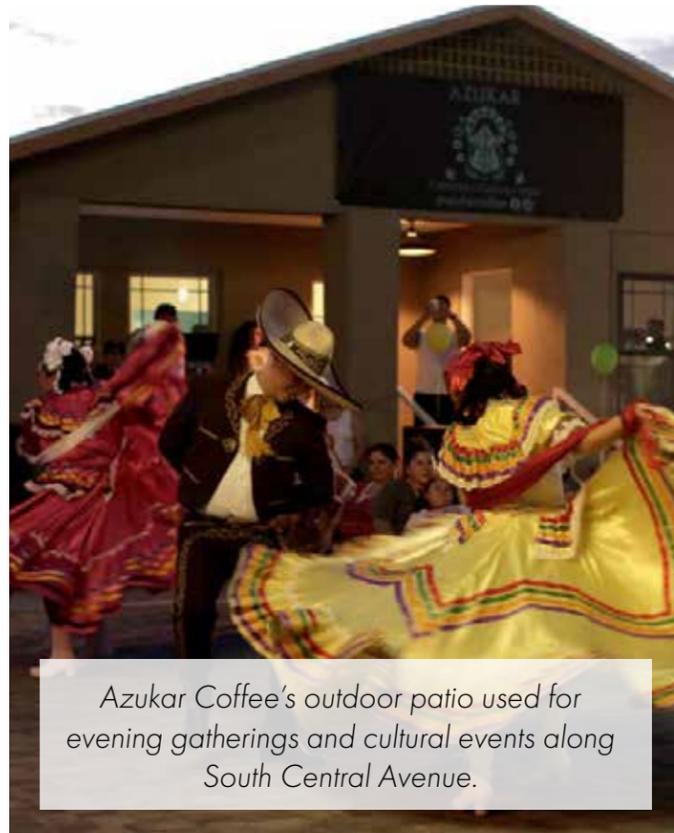
### South Central Commercial Growth

South Central Avenue has historically been identified as a "main street" destination, most explicitly in the Rio Montana Area Plan (adopted in the year 2000), and more recently with the community-based vision for Equitable Transit Oriented Development as part of this South Central Equitable TOD Community Plan.

### Mixed Use Character Areas Introduction

A community's character can be a strong incentive to retain existing residents, attract new residents and businesses, and substantially improve the quality of life for everyone. Therefore, mixed-use centers and corridors can become a great asset at the neighborhood and regional scales. The diverse communities along these areas contribute with an extension of their own community values, local community that provides for a variety of businesses, from small corner stores to larger markets, coffee shops and sit-down restaurants, local services and regional amenities; all contributing to authentic and culturally diverse vibrancy prioritizing people.

The key in urban design is to consider these "Mixed-Use Areas" as a network of destinations, a connected oasis, contributing to the heart of the south central corridor, a hub radiating such vibrancy that **its a place you want to go to, not a place you have to go to.**



*Azucar Coffee's outdoor patio used for evening gatherings and cultural events along South Central Avenue.*

As Jane Jacobs so eloquently described it in *The Death and Life of American Cities*, much of the essence of urban living is reflected in the "sidewalk ballet" of people going about their daily errands, wandering along the margins of public spaces (streets, sidewalks, parks) and in and out of quasi-private spaces that encompasses all commercial businesses and services.

**QUANTIFYING JANE JACOBS**  
Joe Cortright, cityobservatory.org

Several emerging Mixed-Use "Character Areas" in the South Central Corridor are:

### TRANSITIONAL COMMERCIAL (TC)

- Zoned Commercial
- Built at a small scale, often limited by parcel sizes and configurations
- Typically on the edge of neighborhoods; sometimes found interior to neighborhoods
- Generally "Areas to Enhance"

Building Typology Examples:



Live/Work



Small Commercial

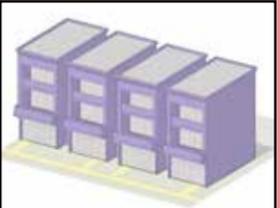
### MAIN STREET (MS)

- Zoned Commercial
- Built at small scale, often limited by parcel depth
- Offers opportunities for walkable "main street" frontage treatments
- Generally "Areas to Enhance"

Building Typology Examples:



Small Commercial



Live/Work



Small Mixed-Use

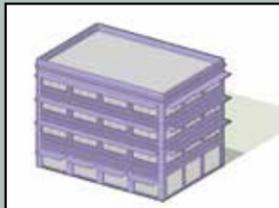
### MIXED-USE (MU)

- Zoned Multi-Family Residential, Commercial, or Industrial
- Built at a small to medium scale
- Within 1/4 mile of Transit Stations
- Medium parcels present opportunities for enhancing station area connectivity
- Generally "areas to enhance" with some "Areas to Invest"

Building Typology Examples:



Small Mixed-Use

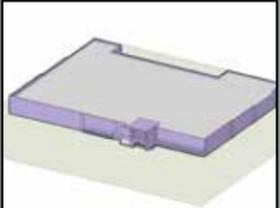


Medium Mixed-Use

### MIXED-USE EMPLOYMENT (MUE)

- Zoned Commercial or Industrial
- Built medium to large scale
- 1/4 to 1/2 mile of Transit Stations
- Large Parcels support increased land use scale and intensity for more job creation
- Generally "Areas to Enhance and Invest"

Building Typology Examples:

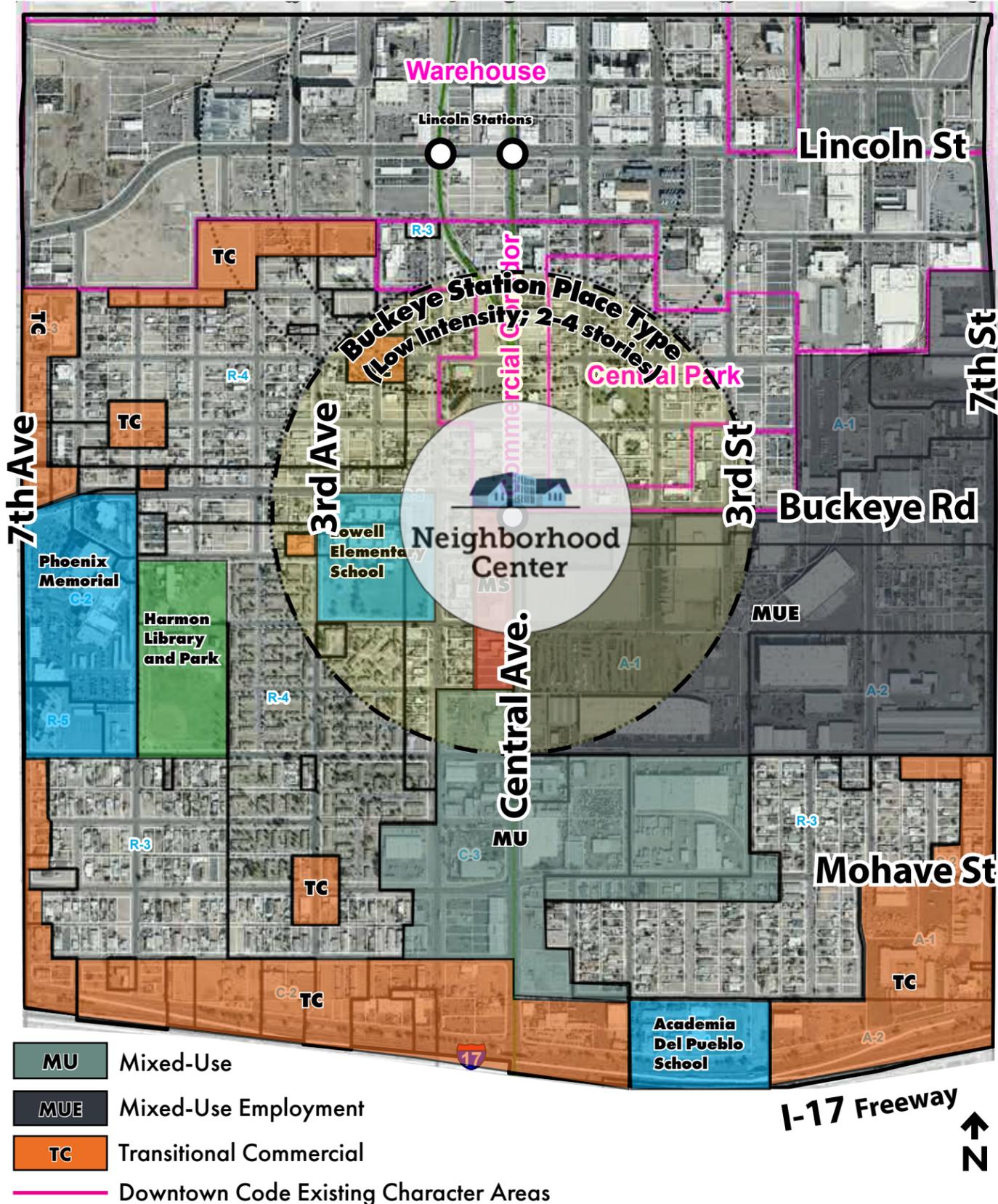


Large Employment

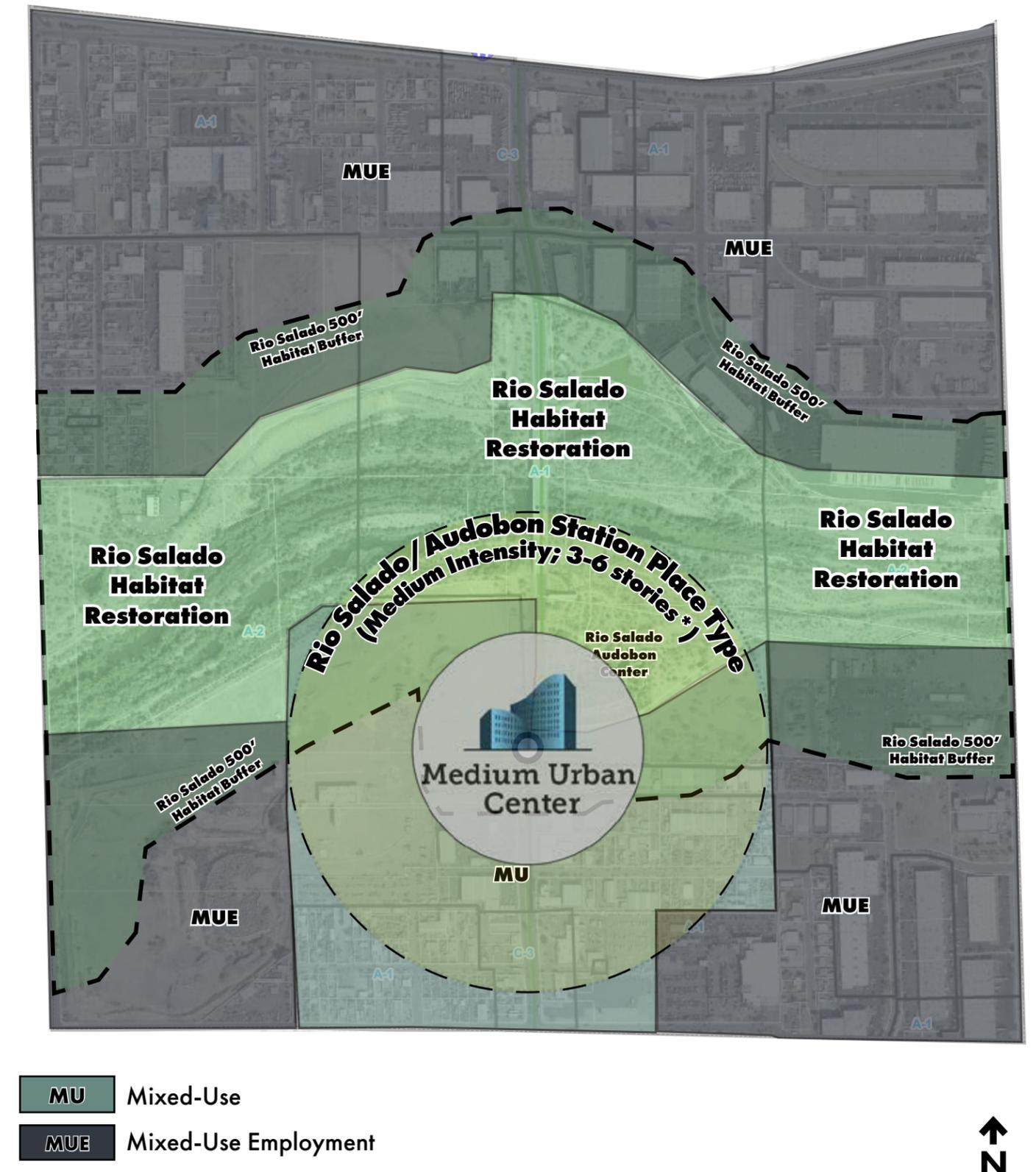


Large Mixed-Use

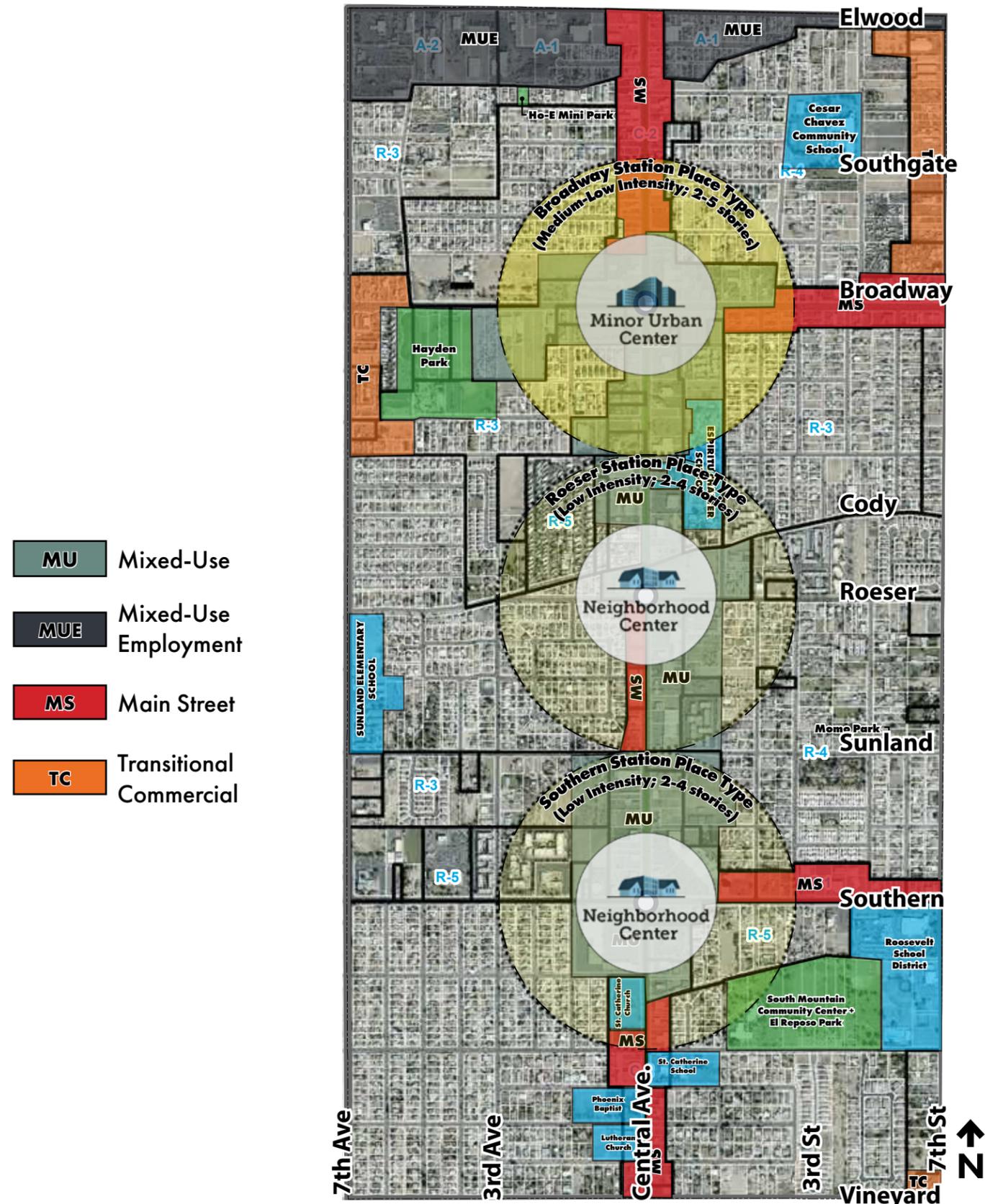
# NORTH - MIXED USE CHARACTER AREAS



# RIO SALADO - MIXED USE CHARACTER AREAS

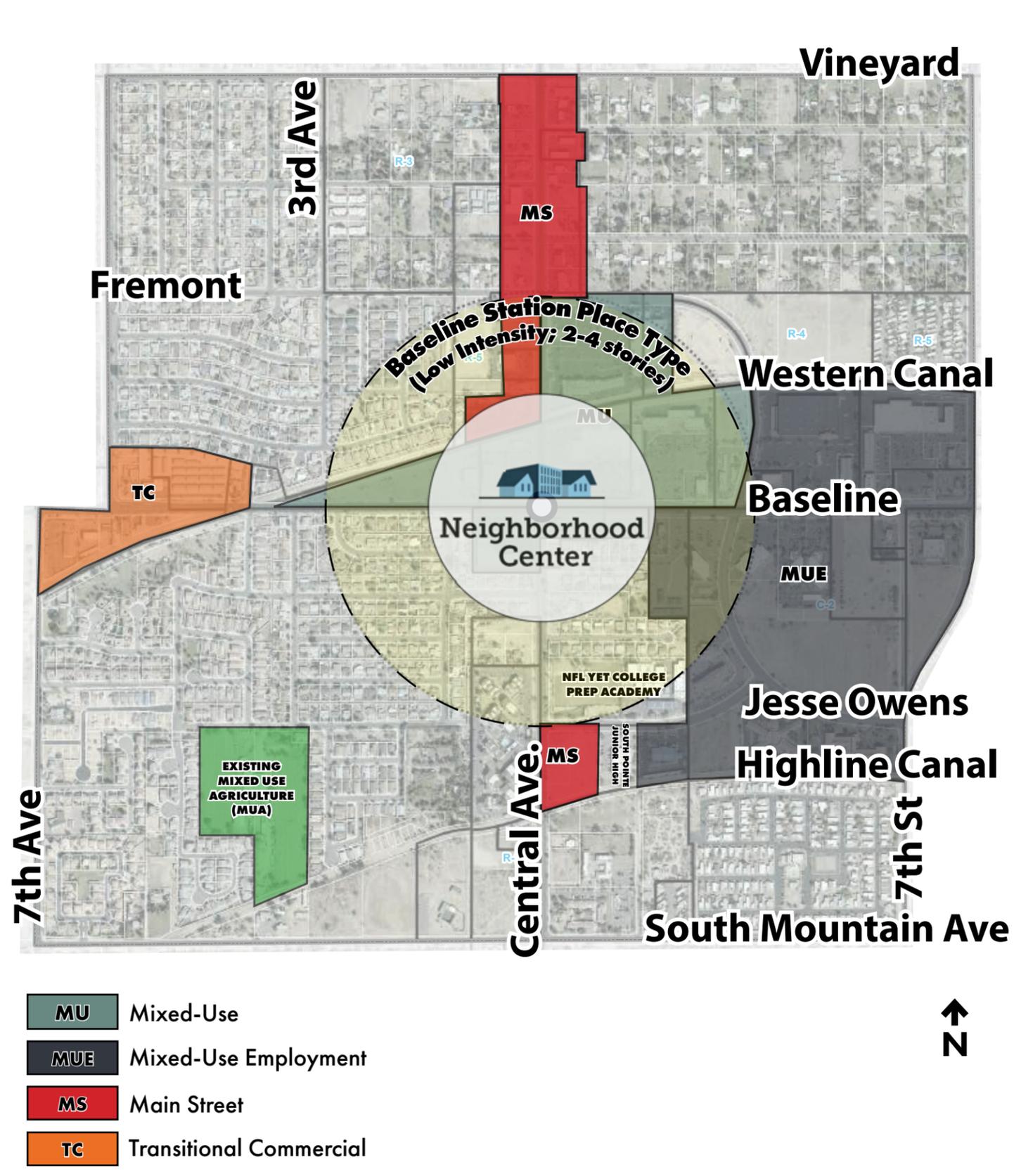


# SOUTH - MIXED USE CHARACTER AREAS



- MU** Mixed-Use
- MUE** Mixed-Use Employment
- MS** Main Street
- TC** Transitional Commercial

# SOUTH MTN - MIXED USE CHARACTER AREAS



- MU** Mixed-Use
- MUE** Mixed-Use Employment
- MS** Main Street
- TC** Transitional Commercial





## TRANSITIONAL COMMERCIAL (TC) CHARACTER AREAS

### Background:

The South Central Corridor is uniquely positioned between two arterial north-south roads known as “the 7’s” (7th Avenue and 7th Street), and also bisected by the Interstate-17 (I-17) freeway. Commercial areas straddle portions of these “high level of service” vehicular corridors creating a “buffer” to interior established neighborhoods. Conversely, traditional neighborhood design included small commercial parcels centered in neighborhoods for small retail, restaurants and services. Both of these instances are examples of “Transitional Commercial” character areas.

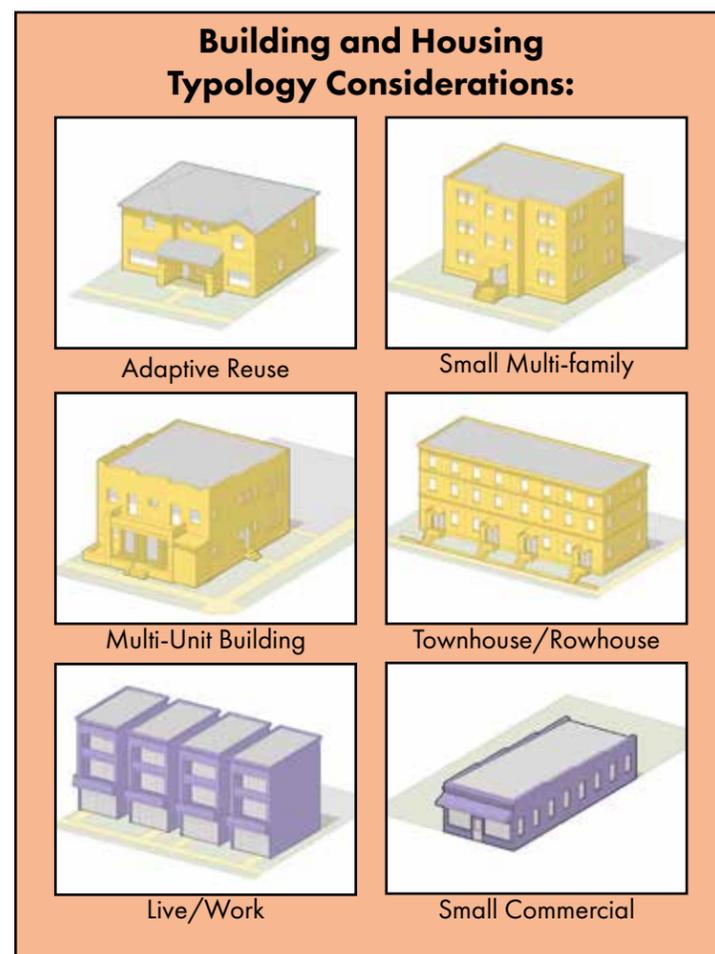
### Characteristics:

- Zoned Commercial
- Built at a small scale, often limited by parcel sizes and configurations
- Context is critical: typically on the edge of neighborhoods; however some instances interior to neighborhoods
- Generally “Areas to Enhance”

### Form-Based Code Considerations:

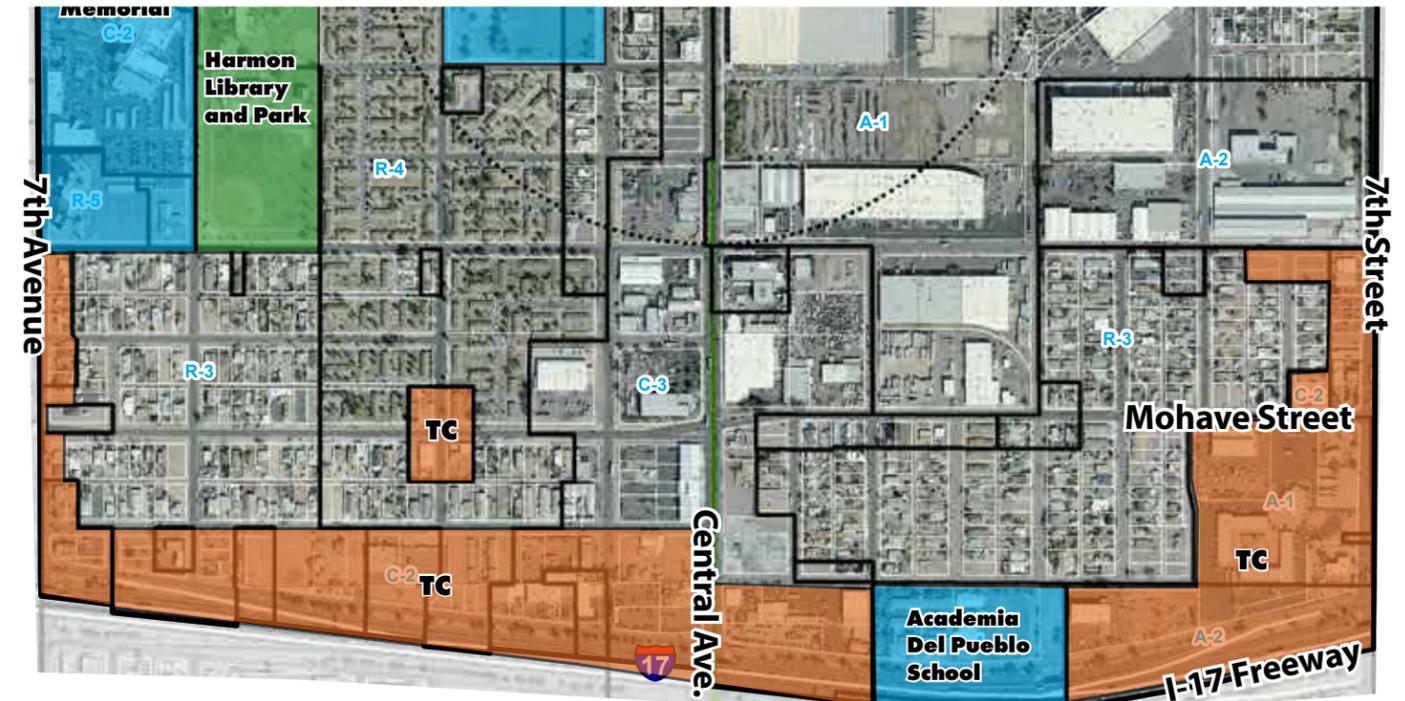
Edge Example - Shall ease the transition from a “high level of service” vehicular corridor to the quaint, quiet, established residential areas. Height, step backs and setbacks should be positioned away from residential to minimize impacts.

Interior Example - Centered interior to neighborhoods typically on residential streets, these Transitional Commercial areas must be respectful and responsive to established residential character and provide distinct building form as a neighborhood amenity while balancing the need for walk-up access due to limited (if any) vehicular on-site parking. Frontage standards should be inviting and provide shade and comfort, while establishing these areas as small neighborhood nodes of activity.



## TRANSITIONAL COMMERCIAL (TC) CHARACTER AREAS I-17 ADJACENT PROPERTIES - EXAMPLE

I-17 adjacent properties are examples of a Transitional Commercial (TC) Character Areas. Generally zoned for commercial, built at small scale with limited access, and in this context serves as a “buffer” to the interior established residential neighborhoods to the north.



### Additional Policy Considerations:

The I-17 Transitional Commercial areas future development shall address:

- Air quality and the health impacts of “high level of service” vehicular corridors.
- Trade-offs of locating residential uses within proximity to “high level of service” vehicular corridors
- Design Standards to minimize health and equity impacts for people living in and adjacent to this area.

## MAIN STREET (MS) CHARACTER AREAS

### Background:

Central Avenue is the spine of the South Mountain Village, but it is also South Central Corridor’s ‘main street’. While the avenue is over 5 miles long, it is characterized by commercial hubs located at the intersection of arterial streets, such as Southern Avenue, and Broadway and Baseline Roads, and closer to downtown, between Lincoln Street and Buckeye Road. These hubs are often just a few short blocks in length, and mostly surrounded by existing residential neighborhoods, some established as far back as the early 1900s.

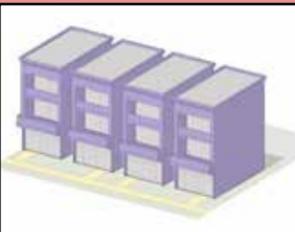
### Characteristics:

- Zoned Commercial
- Built at smaller scales, often limited by parcel depth
- Offers opportunities for walkable “main street” frontage treatments
- Generally “Areas to Enhance”

### Form-Based Code Considerations:

Without on-street parking and with narrow parcel depths, future development within the “Main Street” character areas need to be designed to have visual interest, scale, and compatibility with their immediate surroundings. A mixture of uses can also provide more vibrancy and intensity to the area, however must be sensitive to the established residential neighborhoods.

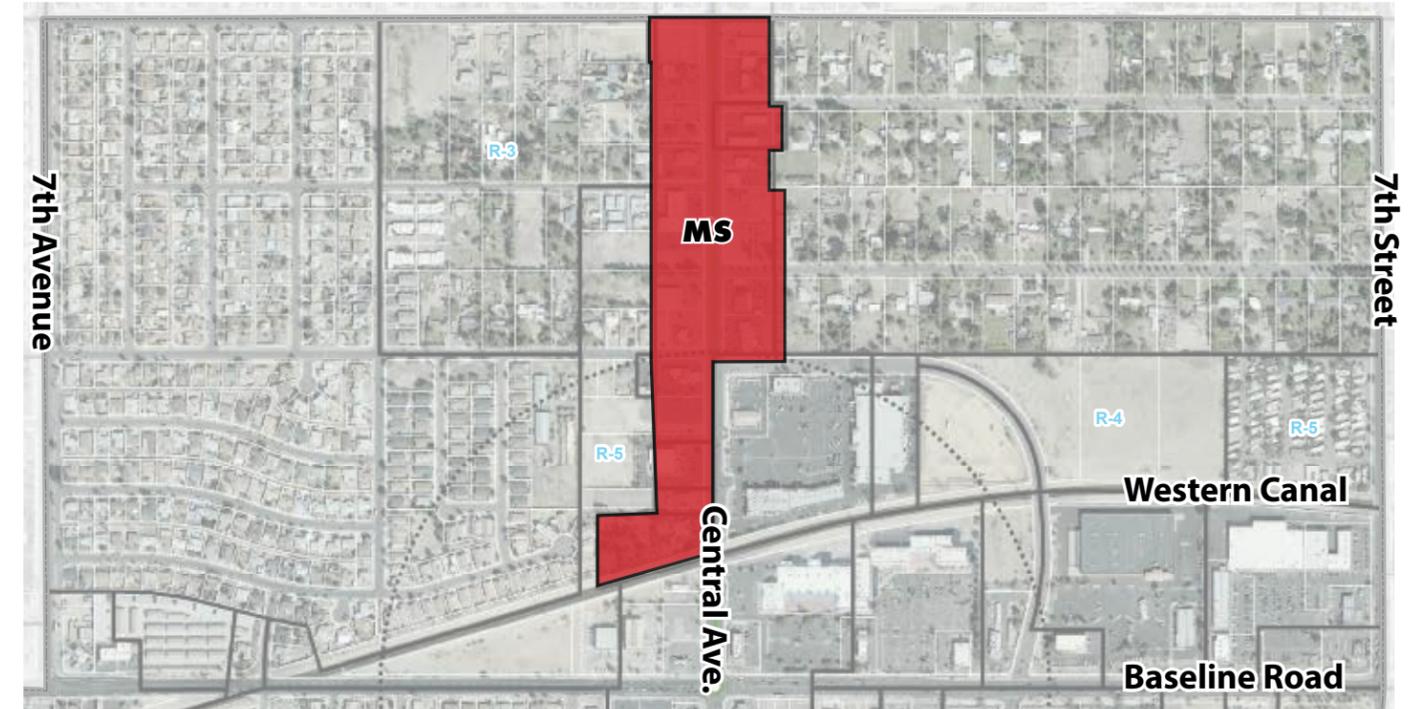
**Building and Housing  
Typology Considerations:**

|   |   |
|---|---|
| <br>Live/Work        | <br>Small Commercial  |
| <br>Small Mixed-Use | <br>Medium Mixed-Use |

Development at intersections should provide additional enhancement to create focal points and should provide clear indication for access to business parking behind buildings. Successful frontage treatment is key to a successful main street environment, regardless of height, colorful awnings, murals, and artistic signs make store fronts more attractive, easily identifiable, unique, and visible to potential customers, day or night, especially while riding the light rail.

## MAIN STREET (MS) CHARACTER AREAS CENTRAL AVENUE NORTH OF BASELINE - EXAMPLE

Central Avenue north of Baseline Road commercial properties are examples of Main Street (MS) Character Area. Generally zoned for commercial, currently built at smaller scales and lower intensities, and limited by parcel depths and adjacency to established residential neighborhoods.



### Additional Policy Guidance:

In addition, Land Use and Design Principles identified by the community in the South Mountain Village Character Plan provide guidance for Central Avenue’s future development:

- ‘Continue the development of Central Avenue as the city’s transit spine and the principal street of Phoenix, concentrating the maximum intensity of commercial office and retail uses downtown.’
- ‘Establish design standards and guidelines for parking lots and structures, setback and build to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.’

## MIXED-USE (MU) CHARACTER AREAS

### Background:

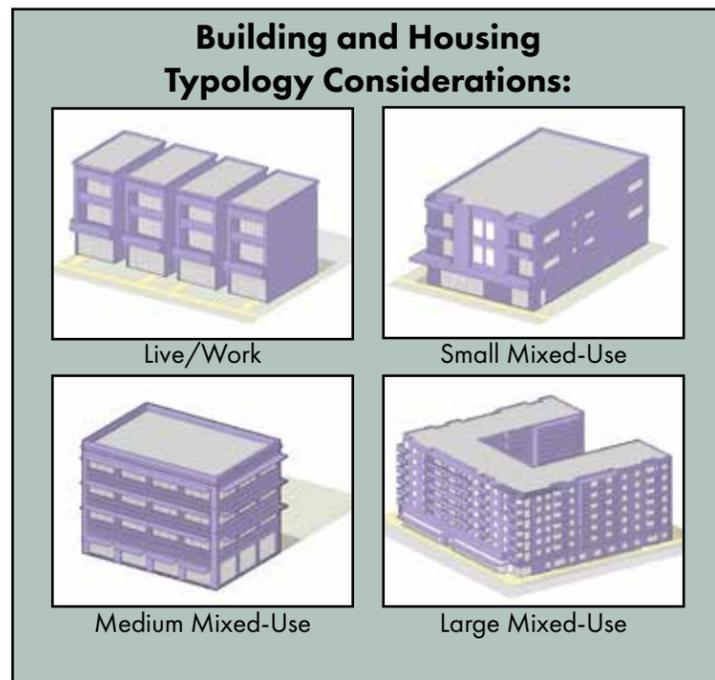
There are great commercial lot variations throughout the South Central Corridor and with the construction of the light rail, Central Avenue is presented with an opportunity to build intentional nodes of walkable urban form that will nurture the Equitable TOD envisioned for future development in line with the South Central Corridor community plan which is to create 'an active, vibrant, culturally and ethnically relevant corridor prominent in safe, unique, and intentional public gathering places where everyone is welcome'.

### Characteristics:

- Zoned Multi-Family Residential, Commercial, or Industrial
- Built at a small to medium scale
- Within 1/4 mile of Transit Stations
- Medium parcels present opportunities for enhancing station area connectivity
- Generally "areas to enhance" with key properties identified as "Areas to Invest"

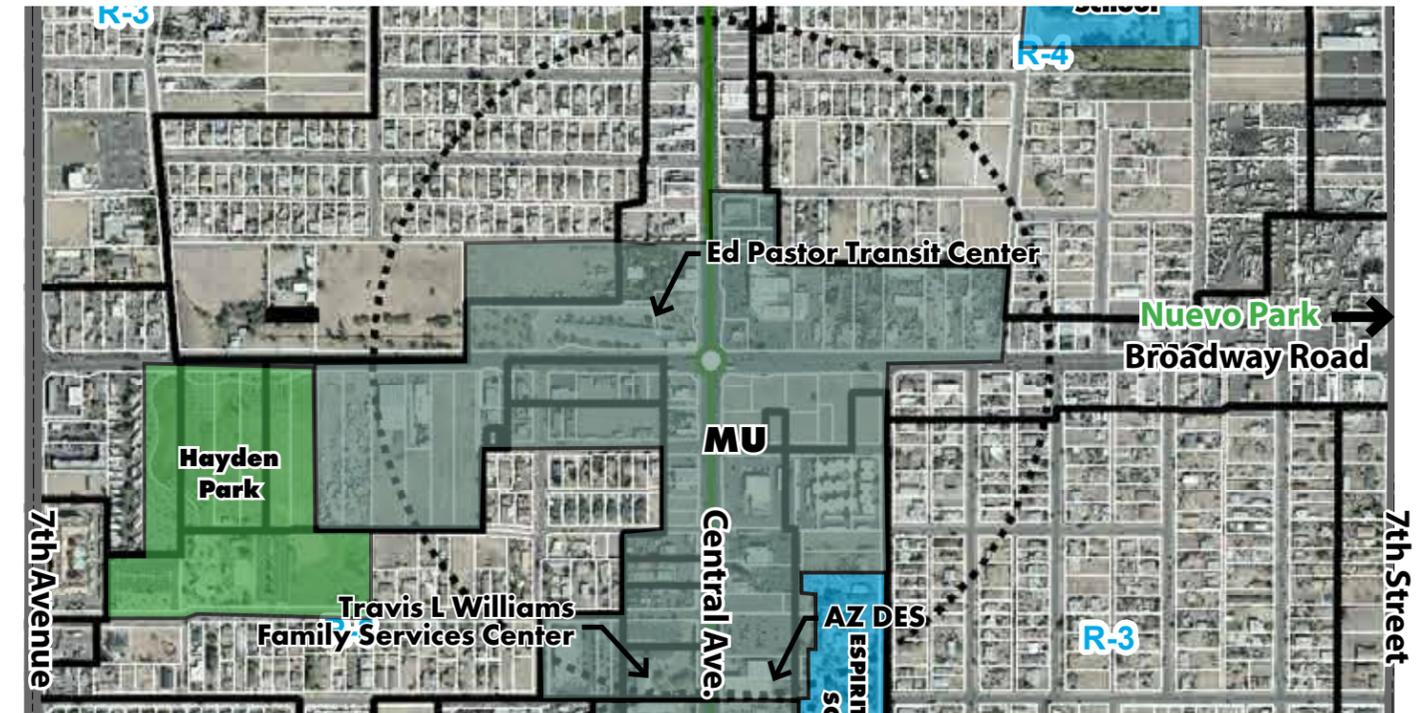
### Form-Based Code Considerations:

Broadway Station Area Example - The area at the intersection of Broadway Road and Central Avenue, was first identified as the core of the South Mountain Village back in the early 1990's and adopted as the core in 1993. It is also located at the very center and core of the South Central Corridor, with a variety of community amenities to build off of. The north side of Broadway Road, west of Central Avenue, is already under development and because of SRP lines, the frontage setbacks are deeper, creating a more spacious feel to the pedestrian realm that is more compatible with Hayden Park across the road. To some extent, this spacious feeling can be replicated on the south side creating an enhanced pedestrian streetscape, compatible with the park's streetscape. A minimum 10-foot shaded front yard setback (from the property line) on the south side of Broadway Road connecting Hayden Park to 2nd Street will provide a safer environment against the vehicular traffic. These shaded setbacks also offer the opportunity for outdoor dining, creating a more inviting environment and a more spacious, cooler and vibrant experience for pedestrians, children, transit riders, and shoppers.



## MIXED-USE (MU) CHARACTER AREAS - BROADWAY STATION AREA EXAMPLE

Broadway Station and surrounding properties are examples of a Mixed-Use (MU) Character Area. Generally zoned for commercial, located within 1/4 mile of the transit station, and containing a variety of parcels with opportunities to enhance the station areas connectivity.



### Broadway Connectivity Considerations:

- **Transportation Hub** - Ed Pastor Transit Center, and a future light rail stop
- **Shopping and Services Hub** – banking services, grocery store, local businesses
- **Residential Hub** – Well established single-family residential neighborhoods surround this hub; upcoming affordable multi-family residential (Central and Broadway PUD) and vacant parcels, including city owned parcels, offer many opportunities for increased residential in this area.
- **Community Services Hub** – Travis L. Williams Family Service Center offering services that includes preschool children participating in Head Start programs to older adults attending senior center activities, Department of Economic Security (DES) and many primary care centers are located here.
- **Recreation Hub** – Easily accessed via Broadway Road, Hayden Park and Nueve Park (Nueve Skate Plaza) provide many amenities for the community such as jogging/walking paths, lighted basketball, playground, ramada and picnic areas, restrooms, lighted soccer/softball, lighted tennis, lighted volleyball, and a recreation building (Hayden Park).

## MIXED-USE EMPLOYMENT (MUE) CHARACTER AREA

### Background:

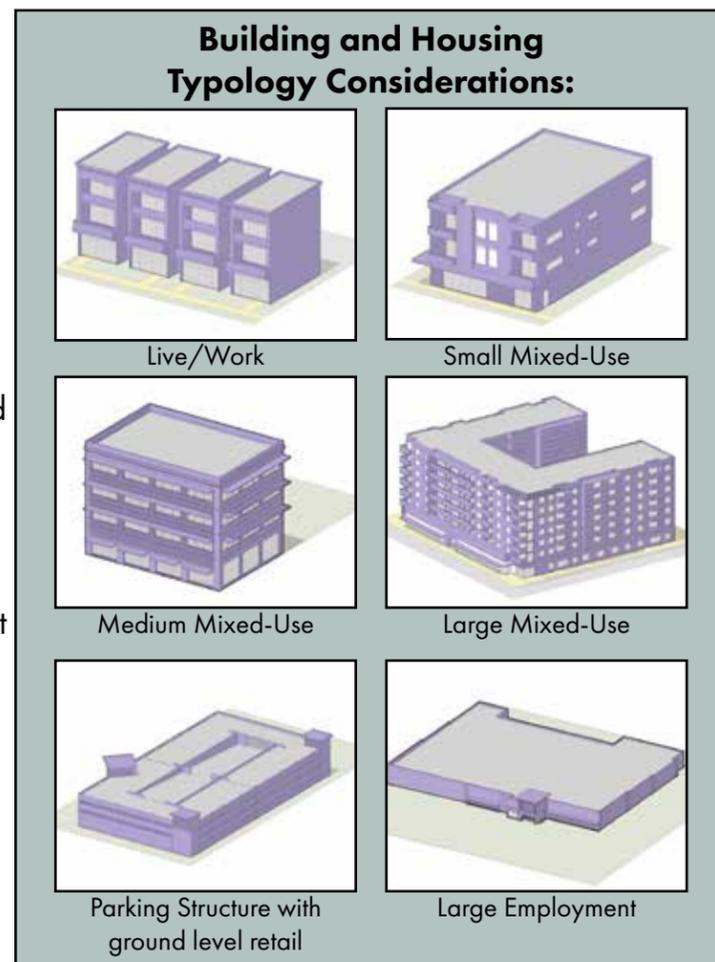
There are several areas in the corridor that are predominantly zoned for Commercial and Industrial uses. As the South Central Corridor evolves towards the vision of a walkable environment these areas present opportunities to grow the number of jobs at the highest scales and intensities in the Corridor. These "Mixed-Use Employment" areas will nurture innovative green industries, flexible office and maker spaces, and smart manufacturing, all within and supporting new walkable, safe, and transit accessible ETOD infrastructure and building form.

### Characteristics:

- Zoned Commercial or Industrial
- Built medium to large scale
- 1/4 to 1/2 mile of Transit Stations
- Large Parcels support increased land use scale and intensity for more job creation
- Generally "Areas to Enhance and Invest"

### Form-Based Code Considerations:

Rio Salado Area Example - Rio Salado Beyond the Banks Area Plan and reflected in Section 655: Rio Salado Interim Overlay District, states the purpose of the Overlay district was designed to 'protect the investment in and maximize the benefits of the Rio Salado Habitat Restoration Project. The overlay district is designed to control open, outdoor land uses and other uses in order to have a positive impact on the Rio Salado Habitat Restoration Project and add to the long-term value of adjacent land.' Requirements and guidelines are quite extensive for new development. Regardless of what type of development is proposed for the parcels backing (or fronting) Rio Salado, special consideration should be taken regarding the type of screening, retention walls, or frontage standards, that might be required to achieve the South Central Vision for this sub area.

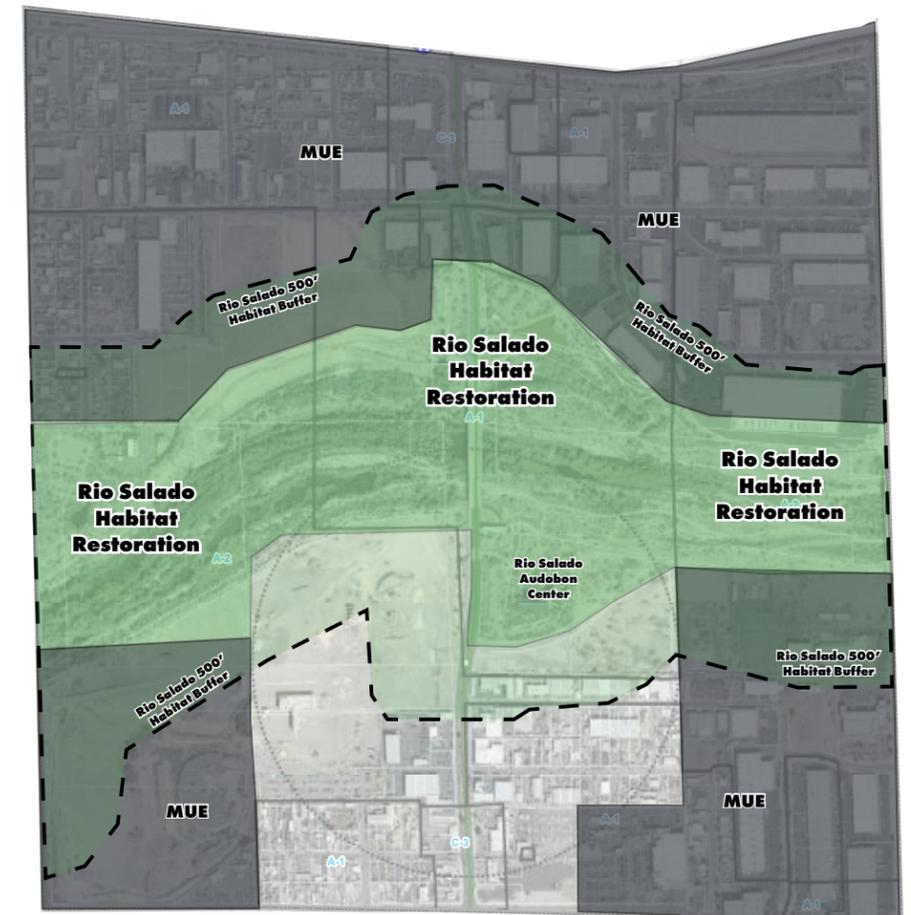


## MIXED-USE EMPLOYMENT (MUE) CHARACTER AREA RIO SALADO AREA - EXAMPLE

Rio Salado has some of the most examples of Mixed-Use Employment (MUE) Character Areas. Generally zoned for commercial and industrial uses, located 1/4 to 1/2 mile from transit stations, and containing some of the largest parcels and assemblages with opportunities to grow jobs.

### Rio Salado Connectivity Considerations:

One of the best and greener sections of Rio Salado lies within the boundaries of the South Central Corridor, with the South Terrace and South Over bank trails leading right into the Audubon Center, and the North Over bank trail to the Rio Salado Restoration Area. As sand and gravel operations begin to transition out of the areas surrounding Rio Salado, opportunities to redevelop these properties will come to fruition. All properties adjacent the Salado are very large, the average length is approximately 2,000 feet presenting challenges to the South Central Corridor vision for enhanced connectivity.



Screening that can blend with the environment should also be considered when it can be seen from the trails. Line-of-site measurements should be included as part of development plans. Natural retention concrete walls, without streets, surface parking, or paved sidewalks and located further from Salado trails to allow trees and shade should blend well with the environment and maintain the trail experience. New construction architecture should have natural and rustic appearances similar to that established with the Audubon Center, and having intentional connections between private property to the trails in a more natural setting.

# ACHIEVING THE VISION

## VISION TO IMPLEMENTATION

Successful implementation of long range plans require leaders who are committed to the vision and champion strategies, policies, and actions to achieve it. The coalition of partners, including the Steering Committee, provides a foundation for multi-sector and place-based leadership. It is essential, however, that this leadership strengthens over the coming years and persists through multiple political and economic cycles.

## CORRIDOR-WIDE VISION

The Vision is feasible but also bold and ambitious. Implementing the plan will require focused, efficient, and organized execution that spans multiple decades. This plan is designed as a tool for facilitating collaboration, aligning policies, and coordinating action across a multi-sector coalition of public, private, and non-profit investors - including government agencies, businesses, foundations, schools, neighborhood associations, and individual residents. The community-driven vision for long term sustainability and equitable TOD, provides a guide for making strategic, collective investment decisions that maximize impact towards **REJECTING DISPLACEMENT**.

## CORRIDOR-WIDE OUTCOMES

The first step in the strategy-building process is operationalizing the vision with performance measures and long range aspirational targets based on an optimal condition that may not be feasible in all cases. Creating these performance benchmarks helps focus execution and provides an evaluation mechanism for accountability and ongoing policy adjustments.

## CORRIDOR-WIDE "STRATEGY CARDS" + POLICIES

"Strategy cards" organized by the six (6) planning elements are derived from national best practices and engagement with both community development professionals and South Central residents. These implementation strategies have been developed to accomplish the plan's Corridor-Wide Outcomes and are complimented with policies to guide more specific actions that are needed to effectively implement each Strategy.

## STRATEGY SPECIFIC 5-YEAR ACTION ITEMS

Five-Year Action items outline steps for jump-starting the implementation of the community's prioritized investments. The Policies and Actions enhance the South Central TOD Community Plan's effectiveness as a tool for achieving the Corridor-Wide Outcomes; however, implementation partners are encouraged to frequently refer back to the Vision for a more complete and nuanced understanding of the community's hopes for the future.

## REJECTING DISPLACEMENT VISION TO IMPLEMENTATION



WHAT WE WANT  
VISION FOR THE FUTURE

### CORRIDOR-WIDE VISION THEMES (WHAT WE WANT)

- Environmentally Equitable Compact Community
- Sustainability & Resiliency - reducing vulnerability
- Stabilization of Neighborhoods
- Incremental Change and Growth
- Authentic Regional Destination
- Improved Parks and Recreation Access
- Walkable Communities
- Community Economic Development

### AREA-SPECIFIC INVESTMENTS (WHAT WE WANT)

**HEALTH PROTECTIVE SHADE AND COOLING**

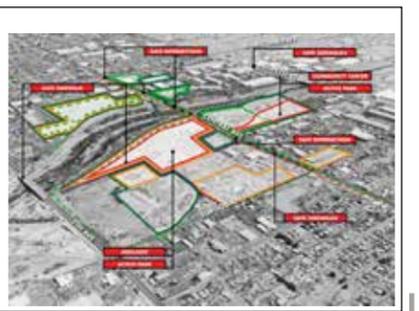
**DESCRIPTION:** Protective Shade and Cooling are improvements such as structures, landscaping and amenities that cool and cover sensitive locations. Canopies, vegetation, splash pads, fountains and other enhancements are used to reduce exposure to high temperatures and solar radiation for targeted locations such as playgrounds, seating areas, sports courts and routes to schools.

**COMMUNITY BENEFITS:**

- Safe Working Environment
- Safer Bicycling
- Environment
- Safer Public Spaces
- Cooler and More Comfortable Outdoor Places

PSC

### AREA-SPECIFIC PRIORITY SITES AND CORRIDORS (WHERE WE WANT IT)



HOW WE GET THERE  
IMPLEMENTATION

### CORRIDOR-WIDE OUTCOMES (TOWARDS ACHIEVING THE VISION)

|          |  |
|----------|--|
| L.U.     | Outcome 1: 15-Minute City<br>Outcome 2: Incremental Growth and Development<br>Outcome 3: Honoring Our Stories                            |
| Housing  | Outcome 1: Preserve Neighborhood Affordability<br>Outcome 2: Neighborhood Diversity<br>Outcome 3: Neighborhood Beautification            |
| Health   | Outcome 1: Access to Community Health Solutions<br>Outcome 2: Access to Recreation<br>Outcome 3: Access to Healthy Food                  |
| E.D.     | Outcome 1: Strong and Resilient Local Businesses<br>Outcome 2: Invest in Quality Education<br>Outcome 3: Financially Empowered Residents |
| Mobility | Outcome 1: Equitable Transportation Choices<br>Outcome 2: Right-Sized Parking<br>Outcome 3: Safe and Walkable Block Pattern              |
| G.S.     | Outcome 1: Be Water Wise<br>Outcome 2: Beat the Heat<br>Outcome 3: Clean Air Make More   |

### CORRIDOR-WIDE STRATEGY CARDS (TOWARDS ACHIEVING MEASURABLE PROGRESS)

**STRATEGY 1: Apply the Walkable Urban Code (Form-Based Code) to Future Projects**

**Strategy Specific Policies:**

- LU 1.1:** Reduce vehicular parking minimums to prioritize people arriving by walking, biking and using transit.
- LU 1.2:** Support the next increment of development intensity and scale.
- LU 1.3:** Require people oriented frontages and open space that maximize trees, shade, and heat relief. walkable developments.

### STRATEGY SPECIFIC 5-YEAR ACTION ITEMS (JUMP STARTERS)

Lead Partner Government including the local, state, and federal agencies.

| Tools      | Strategy Specific 5-Year Action Items   | City Lead |
|------------|---|-----------|
| Codes      | Work with community and stakeholders to amend the Walkable Urban Code (Chapter 13) of the Phoenix Zoning Ordinance to incorporate South Central "Character Area" Development Standards. | PDD       |
| Operations | Guide and evaluate all future development proposals towards compliance with the Walkable Urban Code Development Standards.  | PDD       |
| Knowledge  | Create an english/spanish brochure on the Walkable Urban Code and it's usefulness as a tool for equitable transit oriented communities.   | PDD       |

# MEASURABLE OUTCOMES

## CORRIDOR-WIDE



Land Use



Housing



Economic  
Development



Health



Mobility



Green  
Systems

### Outcome 1: 15-minute city

Everyone can meet most, if not all, of their needs within a short walk, bike ride, or transit ride from their home.

### Outcome 2: Incremental Growth and Development

Guiding growth in a respectful and responsible way to ensure development without displacement.

### Outcome 3: Honoring our Stories

Home is where the Art is. Every culture has a story and the Arts are one of the most effective ways to express it.

### Outcome 1: Preserve Neighborhood Affordability

A careful mix of housing choices that meet the needs of the people without compromising neighborhood growth and prosperity for all.

### Outcome 2: Neighborhood Diversity

Mixed-income, mixed demographic, and mixed age and mixed housing types provide cultural vibrancy.

### Outcome 3: Beautiful Neighborhoods

Beautiful neighborhoods for beautiful people, places, and culture.

### Outcome 1: Strong and Resilient Local Businesses

Small locally owned businesses take pride and build, strong unique, authentic community resiliency while supporting local culture, value, and growth.

### Outcome 2: Invest in Quality Education

The future of the world is in the classroom today.

### Outcome 3: Financially Empowered Residents

Empower residents with personal choices while maintaining a competitive workforce within key employment sectors.

### Outcome 1: Access to Community Health Solutions

Creation of social and physical environments that promote good health for all residents.

### Outcome 2: Access to Recreation

More than just proximity, access involves removing physical, financial, and social barriers and making open space usable for all residents they serve.

### Outcome 3: Access to Healthy Food

Strong local and regional food economies position all residents for health and prosperity.

### Outcome 1: Equitable Transportation Choices

Shift away from reliance on private automobiles and embracing a connected network of reliable public transportation choices for all.

### Outcome 2: Right-Sized Streets and Parking

Private automobiles take up precious land area that can be used for more equitable investments to meet the needs of existing residents. Safety of people shall be prioritized over vehicular level of service.

### Outcome 3: Safe and Walkable Block Pattern

Smaller blocks, pedestrian scaled frontages, and wide shaded sidewalks create an equitable sense of place.

### Outcome 1: Be Water Wise

Water equals life. New ways of capturing, reusing, and appreciating our connection to water makes us resilient.

### Outcome 2: Beat the Heat

If you shade it, they will walk. Trees and shade offset urban heat island impacts and reconnect people to nature.

### Outcome 3: Clean Air Make More

Nothing smells better than a breath of fresh air. Good air quality is critical to community, economic, and environmental health and prosperity.

Measurable Outcomes help focus execution and provide a learning tool for evaluating progress and informing policy adjustments over time. The following “Measurable Outcomes” are founded and in alignment with the Corridor-wide vision themes and help to organize performance measures within the six planning element framework.

# IMPLEMENTATION STRATEGIES

## SHORT-TERM ELEMENT SPECIFIC ETOD STRATEGIES + POLICIES

The first six (6) Corridor-wide strategies are aligned to each of the six (6) planning elements and derived from national best practice research, local collaborative design guidelines, and the Community vision to “reject displacement” and “support equitable TOD”. These strategies focus on shorter term community revitalization to benefit existing residents first.

**STRATEGY 1:**  
**Apply the Walkable Urban Code (Form-Based Code) to Future Projects**

Land Use



**Strategy Specific Policies:**  
**LU 1.1:** Reduce vehicular parking minimums to prioritize people arriving by walking, biking and using transit.  
**LU 1.2:** Support the next increment of development intensity and scale.  
**LU 1.3:** Require people oriented frontages and open space that maximize trees, shade, and heat relief walkable developments.

| OUTCOMES IMPACTED                  |                                     |
|------------------------------------|-------------------------------------|
| 15-Minute City                     | <input checked="" type="checkbox"/> |
| Incremental Growth and Development | <input checked="" type="checkbox"/> |
| Honoring Our Stories               | <input checked="" type="checkbox"/> |

**STRATEGY 1:**  
**Enhance the Efficiency and Quality of Existing Housing**

Housing



**Strategy Specific Policies:**  
**H 1.1:** Pursue a Naturally Occurring Affordable Housing (NOAH) Fund to finance the purchase of NOAH units at-risk of displacement.  
**H 1.2:** Support rehabilitation and/or conversion of existing structures to provide quality housing.  
**H 1.3:** Prioritize rental and owner rehabilitation assistance programs.

| OUTCOMES IMPACTED                   |                                     |
|-------------------------------------|-------------------------------------|
| Preserve Neighborhood Affordability | <input checked="" type="checkbox"/> |
| Neighborhood Diversity              | <input checked="" type="checkbox"/> |
| Neighborhood Beautification         | <input checked="" type="checkbox"/> |

**STRATEGY 1:**  
**Cultivate Community Economic Growth and Prosperity**

Economic Development



**Strategy Specific Policies:**  
**ED 1.1:** Expand business financial support programs and resources.  
**ED 1.2:** Support skilled trade education programs through partnerships with construction firms, schools, and labor unions.  
**ED 1.3:** Support policy and code reform that reduces barriers for local and small-scale developers.

| OUTCOMES IMPACTED                     |                                     |
|---------------------------------------|-------------------------------------|
| Strong and Resilient Local Businesses | <input checked="" type="checkbox"/> |
| Invest in Quality Education           | <input checked="" type="checkbox"/> |
| Financially Empowered Residents       | <input checked="" type="checkbox"/> |

**STRATEGY 1:**  
**Improve Community Experiences + Access to People Oriented Spaces**

Health



**Strategy Specific Policies:**  
**HE 1.1:** Support a pedestrian infrastructure network that is well-connected to open spaces.  
**HE 1.2:** Encourage the use of mid block crossings and pedestrian paseos through the development process to improve connectivity for people walking.  
**HE 1.3:** Require people oriented frontages with storefronts, patios, and porches (walk-up units/businesses).

| OUTCOMES IMPACTED                    |                                     |
|--------------------------------------|-------------------------------------|
| Access to Community Health Solutions | <input checked="" type="checkbox"/> |
| Access to Recreation                 | <input checked="" type="checkbox"/> |
| Access to Healthy Food               | <input checked="" type="checkbox"/> |

**STRATEGY 1:**  
**Apply Best Practice Active Transportation Standards to Future Projects**

Mobility



**Strategy Specific Policies:**  
**MO 1.1:** Support active transportation enhancements through the development review process.  
**MO 1.2:** Development projects shall not have a negative effect on existing and/or proposed active transportation infrastructure.  
**MO 1.3:** Guide large development proposals toward mutually beneficial active transportation infrastructure.

| OUTCOMES IMPACTED                |                                     |
|----------------------------------|-------------------------------------|
| Equitable Transportation Choices | <input checked="" type="checkbox"/> |
| Right-Sized Parking              | <input checked="" type="checkbox"/> |
| Safe and Walkable Block Pattern  | <input checked="" type="checkbox"/> |

**STRATEGY 1:**  
**Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects**

Green Systems



**Strategy Specific Policies:**  
**GS 1.1:** Provide residents with low cost trees, gardening, and water wise programs and resources.  
**GS 1.2:** Pursue funding for public and private green infrastructure projects.  
**GS 1.3:** Support partnerships to implement community-based bioswales and curb cuts, at schools, churches, and anchor institutions.

| OUTCOMES IMPACTED   |                                     |
|---------------------|-------------------------------------|
| Be Water Wise       | <input checked="" type="checkbox"/> |
| Beat the Heat       | <input checked="" type="checkbox"/> |
| Clean Air Make More | <input checked="" type="checkbox"/> |

# IMPLEMENTATION STRATEGIES

## LONG-TERM ELEMENT SPECIFIC ETOD STRATEGIES + POLICIES

The next six (6) Corridor-wide strategies are similarly aligned to each of the six (6) planning elements and derived from national best practice research, local collaborative design guidelines, and the Community vision to “reject displacement” and “support equitable TOD”. These strategies focus on longer term community revitalization to benefit existing and future residents.

**STRATEGY 2: Develop an Innovative ETOD Infrastructure Financing Tool**

**Land Use**



**Strategy Specific Policies:**

**LU 2.1:** Support the research and trial of new infrastructure financing tools and resources.

**LU 2.2:** Build local knowledge/capacity on structured funds, improvement districts, and in lieu fees.

**LU 2.3:** Research and pursue an innovative infrastructure fund that combines multiple sources of capital.

**OUTCOMES IMPACTED**

|                                    |                                     |
|------------------------------------|-------------------------------------|
| 15-Minute City                     | <input checked="" type="checkbox"/> |
| Incremental Growth and Development | <input checked="" type="checkbox"/> |
| Honoring Our Stories               | <input checked="" type="checkbox"/> |

**STRATEGY 2: Construct South Central ETOD Housing Demonstration Projects**

**Housing**



**Strategy Specific Policies:**

**H 2.1:** Evaluate new housing proposals “fit” understanding that 2/3 of existing renters fall below 30% AMI.

**H 2.2:** Explore appropriately scaled new housing infill in traditional and established neighborhoods.

**H 2.3:** Support ETOD Housing proposals with innovative and creative financing tools and resources.

**OUTCOMES IMPACTED**

|                                     |                                     |
|-------------------------------------|-------------------------------------|
| Preserve Neighborhood Affordability | <input checked="" type="checkbox"/> |
| Neighborhood Diversity              | <input checked="" type="checkbox"/> |
| Neighborhood Beautification         | <input checked="" type="checkbox"/> |

**STRATEGY 2: Develop a Corridor Branding and Marketing Program**

**Economic Development**



**Strategy Specific Policies:**

**ED 2.1:** Support and help to expand the “Buy South Central” marketing campaign.

**ED 2.2:** Support opportunities for youth empowerment through City programs and resources.

**ED 2.3:** Encourage hiring South Central Corridor residents in City or City-supported projects and programs.

**OUTCOMES IMPACTED**

|                                       |                                     |
|---------------------------------------|-------------------------------------|
| Strong and Resilient Local Businesses | <input checked="" type="checkbox"/> |
| Invest in Quality Education           | <input checked="" type="checkbox"/> |
| Financially Empowered Residents       | <input checked="" type="checkbox"/> |

**STRATEGY 2: Improve Community Access to Health and Food Services**

**Health**



**Strategy Specific Policies:**

**HE 2.1:** Explore partnerships to provide additional health services.

**HE 2.2:** Support health, cultural, and art events and education along South Central Avenue.

**HE 2.3:** Pursue safe and equitable access from the Rio Salado Station to the new Arizona Fresh: Agri-food Innovation Center.

**OUTCOMES IMPACTED**

|                                      |                                     |
|--------------------------------------|-------------------------------------|
| Access to Community Health Solutions | <input checked="" type="checkbox"/> |
| Access to Recreation                 | <input checked="" type="checkbox"/> |
| Access to Healthy Food               | <input checked="" type="checkbox"/> |

**STRATEGY 2: Develop and adopt new ETOD street typologies and design standards**

**Mobility**



**Strategy Specific Policies:**

**MO 2.1:** Explore new street typologies that prioritize pedestrian and micro mobility “level of service”.

**MO 2.2:** Explore best practices and guidelines for vehicular parking locations in TOD areas.

**MO 2.3:** Research and pursue adoption of guidelines inspired by NACTO guidelines.

**OUTCOMES IMPACTED**

|                                  |                                     |
|----------------------------------|-------------------------------------|
| Equitable Transportation Choices | <input checked="" type="checkbox"/> |
| Right-Sized Parking              | <input checked="" type="checkbox"/> |
| Safe and Walkable Block Pattern  | <input checked="" type="checkbox"/> |

**STRATEGY 2: Support Innovative Building and Clean Energy System Projects**

**Green Systems**



**Strategy Specific Policies:**

**GS 2.1:** Encourage large land owners to provide district stormwater management.

**GS 2.2:** Encourage large commercial and industrial building owners to install solar panels on rooftops and shade structures.

**GS 2.3:** Support LEED certified buildings and sites.

**OUTCOMES IMPACTED**

|                     |                                     |
|---------------------|-------------------------------------|
| Be Water Wise       | <input checked="" type="checkbox"/> |
| Beat the Heat       | <input checked="" type="checkbox"/> |
| Clean Air Make More | <input checked="" type="checkbox"/> |



# FROM STRATEGIES TO ACTION

## BUILDING CAPACITY AND CELEBRATING EARLY ACHIEVEMENTS

### The South Central Collaborative

The Collaborative consists of over 40 partnerships between local leaders, businesses, and organizations of the South Central Corridor. At its core, the South Central Collaborative (SCC) provides a space for diverse leaders in emerging communities to share resources to ensure the outcome of the South Central Light Rail Project is inclusive and responds directly to the community's needs. Throughout the project their group has hosted several partnering meetings, operated 4 sub-groups, provided recommendation documents on light rail design, presented development guideline recommendations to the South Central TOD Steering Committee, and continues to build capacity between the local community.



The resident-driven collaborative team already building capacity and celebrating early implementation.

The South Central Collaborative and SoPho Convening partners worked with the City to build local capacity by holding a Local Developers Convening focused on policy building, infrastructure needs, and design guideline considerations guided by recommendations made throughout the planning process as well as a common understanding of the community vision.

### Local Developers Convening Recommendations:

#### Support a Collaborative Approach

- Create partnerships to educate community members on affordable housing funding sources, financial constraints, and public programs to prepare for implementation.
- Expand developer mentorship programs to empower local residents and business owners to own and develop property.

#### Money Talks

- Provide developers and partners with more gap financing and predevelopment tools to create affordable housing projects.
- Create a South Central Corridor infrastructure strategy and policy and a community benefit fund to provide partial funding for offsite improvements and allow developers to utilize the fund to reach deeper levels of housing affordability.

#### Get in the Zone

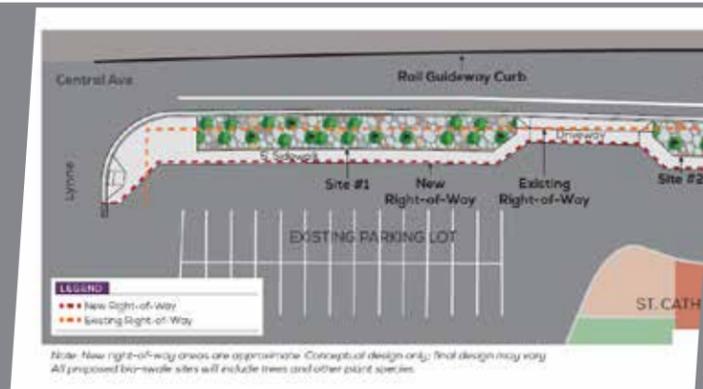
- Implement a form-based code to remove density barriers, allow for additional dwelling units in single-family zones such as ADU's, and to allow more units at all income levels.
- Create a no "level of service" zone in TOD areas to prioritize pedestrian safety over vehicular throughput/flow.

#### Cracking the Codes

- Update city-wide policies, codes, standards, and guidelines to create more flexibility across all departments in implementing Transit Oriented Development (TOD) and walkability.

### Having an "Eye on Implementation"

The following community led examples highlight some early successes in the Corridor that were achieved prior to and throughout the ongoing planning efforts. Local leaders met with City officials to establish the first City of Phoenix bioswale maintenance agreement, an innovative stormwater management demonstration program which created and maintains five bioswales in South Phoenix. Through organized community involvement Valley Metro, AECOM and Kiewit were required to create Workforce Development programs throughout the South Central Corridor to hire local businesses, contractors and residents to work on the South Central Light Rail Project. Design Empowerment PHX continually hosts programs for local youth leadership building to promote a culture of collaboration through restorative community design practices that connect, educate, inspire, and empower South Phoenix residents.



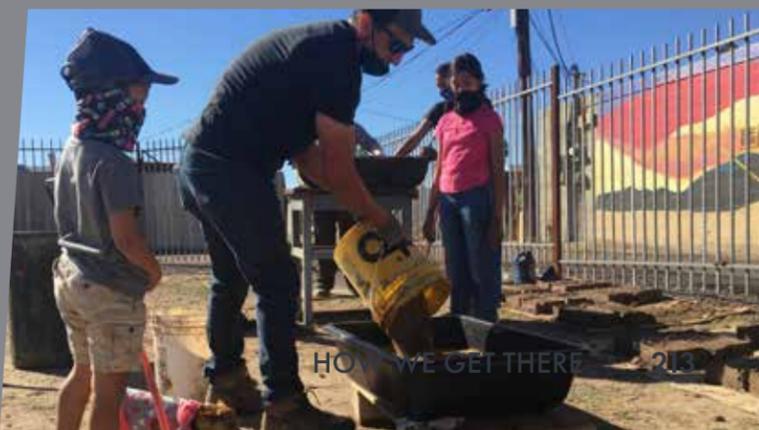
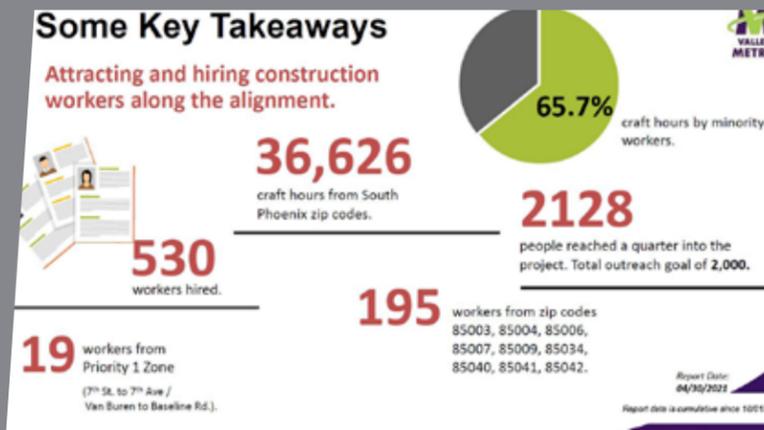
Bio Swale Agreement



Hire Local



Youth Empowerment



# HOW TO TAKE ACTION NOW!

## TOWARDS ACHIEVING THE VISION

### STEP 1:

Identify what Planning Element(s) align to your Organization's Mission.

### STEP 2:

Identify what Type of Implementation Partner your Organization is.

### STEP 3:

Identify what Type of Implementation Tool(s) your organization uses.

### STEP 4:

Identify an Action to begin executing now.

### STEP 5:

Identify City Department(s) best equipped to provide subject matter support, knowledge, and resources.

Element Specific Strategy towards achieving the community vision.

**STRATEGY 1:**  
**Apply the Walkable Urban Code (Form-Land Use Based Code) to Future Projects**



**Strategy Specific Policies:**  
**LU 1.1:** Reduce vehicular parking minimums to prioritize people arriving by walking, biking and using transit.  
**LU 1.2:** Support the next increment of development intensity and scale.  
**LU 1.3:** Require people oriented frontages and open space that maximize trees, shade, and heat relief.

| OUTCOMES IMPACTED                  |                                     |
|------------------------------------|-------------------------------------|
| 15-Minute City                     | <input checked="" type="checkbox"/> |
| Incremental Growth and Development | <input checked="" type="checkbox"/> |
| Honoring Our Stories               | <input checked="" type="checkbox"/> |

Strategy Specific Policies guide the resource decisions needed to implement the Element-Specific Strategy.

Outcomes indicate the measurable community benefits that the Strategy impacts.

The Lead Partner icons indicates the type of organization that is most suitable to lead and/or be responsible for the implementation of Strategy Specific Actions.



**Lead Partner Government** including the local, state, and federal agencies.



**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.



**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items   | City Dept. Resource |
|---|--------------|---|---------------------|
| 1 | Knowledge    | Engage and educate property owners and neighborhood associations on the Walkable Urban Code intent and development standards.   | PDD                 |
| 2 | "I PlanPHX"  | Engage with elected officials, city management, and city boards and commission members on the importance of advocating and supporting the Walkable Urban Code in South Central. | PDD                 |
| 3 | Partnerships | Partner with design students or professionals to conceptualize the South Mountain Village Core as an ETOD Urban Center.   | PDD                 |
| 4 | Partnerships | Engage local design and development professionals on development incentives to encourage development without displacement.  | PDD                 |



"I PlanPHX" are items that residents can do right now to implement the vision and play a direct role in shaping Phoenix's future.

**Code Tools** are regulations, such as the zoning ordinance, that can encourage or discourage different patterns and forms of urban development.

**Financing Tools** refer to grants, loans, bonds, taxes, and government funding programs.

**Knowledge Tools** means capacity building forums, professional training, and seminars to technical understanding.

**Plan Tools** include engineering studies, best practices research, redevelopment areas, market analyses and other similar documents.

**Operations Tools** are management practices such as inter-departmental coordination, decision-making transparency and approaches to service delivery.

**Partnership Tools** are mutually beneficial agreements between two or more parties such as joint use agreements, development agreements or corporate sponsorships.

- Planning and Development Department (PDD)
- Community and Economic Development Department (CEDD)
- Housing Department (HD)
- Street Transportation Department (ST)
- Water Services Department (WSD)
- Office of Environmental Programs (OEP)
- Office of Heat Response and Mitigation (OHRM)
- Office of Arts and Culture (OAC)
- Neighborhood Services Department (NSD)
- Public Transit Department (PTD)
- Parks and Recreation Department (PRD)
- Human Services Department (HSD)
- All City Departments (ALL)

# LAND USE ELEMENT ACTIONS

## STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS

### STRATEGY 1: Apply the Walkable Urban Code (Form-Land Use Based Code) to Future Projects



**Strategy Specific Policies:**  
**LU 1.1:** Reduce vehicular parking minimums to prioritize people arriving by walking, biking and using transit.  
**LU 1.2:** Support the next increment of development intensity and scale.  
**LU 1.3:** Require people oriented frontages and open space that maximize trees, shade, and heat relief.

| OUTCOMES IMPACTED                  |                                     |
|------------------------------------|-------------------------------------|
| 15-Minute City                     | <input checked="" type="checkbox"/> |
| Incremental Growth and Development | <input checked="" type="checkbox"/> |
| Honoring Our Stories               | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items   | City Dept. Lead(s) |
|---|------------|---|--------------------|
| 1 | Codes      | Work with community and stakeholders to amend the Walkable Urban Code (Chapter 13) of the Phoenix Zoning Ordinance to incorporate South Central "Character Area" Development Standards. | PDD                |
| 2 | Operations | Guide and evaluate all future development proposals towards compliance with the Walkable Urban Code Development Standards.  | PDD                |
| 3 | Knowledge  | Create an english/spanish brochure on the Walkable Urban Code and it's usefulness as a tool for equitable transit oriented communities.   | PDD                |
| 4 | Codes      | Identify development standards and incentives to encourage public art enhancements on private buildings and sites.  | PDD, OAC           |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Knowledge    | Engage and educate property owners and neighborhood associations on the Walkable Urban Code intent and development standards.   | PDD             |
| 2 | "I PlanPHX"  | Engage with elected officials, city management, and city boards and commission members on the importance of advocating and supporting the Walkable Urban Code in South Central. | PDD             |
| 3 | Partnerships | Partner with design students or professionals to conceptualize the South Mountain Village Core as an ETOD Urban Center.   | PDD             |
| 4 | Partnerships | Engage local design and development professionals on development incentives to encourage development without displacement.  | PDD             |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Partnerships | Participate in a community forum to identify, recommend, and encourage the city adoption of new development incentives to encourage development without displacement. | PDD             |
| 2 | Knowledge    | Create an evaluation score card to reveal the trade-offs of developing under the Walkable Urban Code vs. conventional zoning.   | PDD             |
| 3 | Partnerships | Build a walkable urban mixed use demonstration project.   | PDD             |

\*The listed City department is available to provide subject matter support, knowledge, and possible resources for actions led by Business or Community Partners.

### STRATEGY 2: Develop an Innovative ETOD Infrastructure Financing Tool



**Strategy Specific Policies:**  
**LU 2.1:** Support the research and trial of new infrastructure financing tools and resources.  
**LU 2.2:** Build local knowledge/capacity on structured funds, improvement districts, and in lieu fees.  
**LU 2.3:** Research and pursue an innovative infrastructure fund that combines multiple sources of capital.

| OUTCOMES IMPACTED                  |                                     |
|------------------------------------|-------------------------------------|
| 15-Minute City                     | <input checked="" type="checkbox"/> |
| Incremental Growth and Development | <input checked="" type="checkbox"/> |
| Honoring Our Stories               | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools        | Strategy Specific 5-Year Action Items   | City Dept. Lead(s) |
|---|--------------|---|--------------------|
| 1 | Plans        | Pursue an infrastructure needs assessment map to pursue eligible local, regional, and federal funds.                            | PDD                |
| 2 | Partnerships | Coordinate with regional and state agencies to plan future infrastructure in alignment with vision for the Rio Reimagined area. | ALL                |
| 3 | Operations   | Pilot an ETOD infrastructure "in lieu" fee for developments requesting increased entitlement up to the Place Type incentive.    | PDD                |
| 4 | Operations   | Implement the Mobility Improvement Programs recommended infrastructure projects as resource become available.                   | ST                 |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools      | Strategy Specific 5-Year Action Items   | Action Support* |
|---|------------|---|-----------------|
| 1 | Operations | Create a flyer to encourage the use of Proposition 400 funds for the South Central Corridor regional destination infrastructure improvements. | ALL             |
| 2 | Operations | Lobby for the ability to utilize Tax Increment Financing (TIF) as a tool to foster equitable transit oriented development.                    | CEDD            |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Knowledge    | Hold a property and business owners workshop on Improvement Districts for financing enhanced infrastructure and services.   | CEDD            |
| 2 | Partnerships | Engage Anchor Institutions and large property owners on opportunities to develop mutually beneficial infrastructure, such as but not limited to district parking facilities, micro-mobility share stations, or district energy. | CEDD            |

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# HOUSING ELEMENT ACTIONS

## STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS

**STRATEGY 1:**  
**Enhance the Efficiency and Quality of Existing Housing**



**Strategy Specific Policies:**

**H 1.1:** Pursue and support preservation and protection of Naturally Occurring Affordable Housing (NOAH)

**H 1.2:** Support rehabilitation and/or conversion of existing structures to provide quality housing.

**H 1.3:** Prioritize rental and owner rehabilitation assistance programs.

| OUTCOMES IMPACTED                   |                                     |
|-------------------------------------|-------------------------------------|
| Preserve Neighborhood Affordability | <input checked="" type="checkbox"/> |
| Neighborhood Diversity              | <input checked="" type="checkbox"/> |
| Neighborhood Beautification         | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools        | Strategy Specific 5-Year Action Items   | City Dept. Lead(s) |
|---|--------------|---|--------------------|
| 1 | Knowledge    | Hold a community meeting to share and target existing and future Rental and Owner Rehabilitation Assistance Programs to South Central Corridor communities                              | NSD                |
| 2 | Partnerships | Engage Arizona Department of Environmental Quality and the EPA on indoor air quality measurement and vapor intrusion mitigation assistance.   | OEP                |
| 3 | Operations   | Evaluate the feasibility of allocating and prioritizing project based vouchers within the south central corridor for residents at risk of displacement and/or falling below 30-50% AMI. | HD                 |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Operations   | Pursue a Naturally Occurring Affordable Housing (NOAH) Fund to finance and purchase NOAH units at risk of displacement.                 | HD              |
| 2 | "I PlanPHX"  | Create a community-led recognition program to acknowledge community supportive housing projects in alignment with the community vision. | NSD, HD         |
| 3 | Partnerships | Pilot an ETOD Rehabilitation fund; graduate this effort to a community land trust.  | NSD, HD         |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Partnerships | Hold/Participate in an Affordable Housing Developers forums to explore creative solutions and partnerships to provide housing for residents that fall at or below 30-50% AMI. | HD              |
| 2 | Partnerships | Partner with nonprofit organizations and businesses to renovate or rehabilitate single family houses and/or small multifamily projects.                                       | NSD, HD         |

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**STRATEGY 2:**  
**Construct South Central ETOD Housing Demonstration Projects**



**Strategy Specific Policies:**

**H 2.1:** Evaluate new housing proposals "fit" understanding that 2/3 of existing renters fall below 30% AMI.

**H 2.2:** Explore appropriately scaled new housing typologies in traditional and established neighborhoods.

**H 2.3:** Support ETOD Housing proposals with innovative and creative financing tools and resources.

| OUTCOMES IMPACTED                   |                                     |
|-------------------------------------|-------------------------------------|
| Preserve Neighborhood Affordability | <input checked="" type="checkbox"/> |
| Neighborhood Diversity              | <input checked="" type="checkbox"/> |
| Neighborhood Beautification         | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items  | City Dept. Lead(s) |
|---|------------|--|--------------------|
| 1 | Operations | Conduct an affordable housing gap analysis and track new or preserved ownership and rental units for residents/families most at risk of displacement and at various income ranges. | HD                 |
| 2 | Codes      | Evaluate and Initiate a Zoning Ordinance Text Amendment to allow interior suites, ADUs, and manufactured homes in South Central.   | PDD                |
| 3 | Operations | Issue an RFP to develop an affordable housing project that helps address production goals for rental and ownership opportunities.  | NSD, HD            |
| 4 | Operations | Research and identify incentives such as expedited plan review, fee reductions, pre-approved plans, etc. for affordable housing projects.  | PDD                |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools       | Strategy Specific 5-Year Action Items   | Action Support* |
|---|-------------|---|-----------------|
| 1 | Knowledge   | Engage and educate property owners and neighborhood associations on the benefits of Accessory Dwelling Units (ADUs) and other "Missing Middle Housing" typologies.    | PDD             |
| 2 | Knowledge   | Research the appropriateness for the use of Community Benefit Agreements (CBA) between developers and the broader community.  | CEDD            |
| 3 | "I PlanPHX" | Actively support Zoning and code reform that allows for building types that provide paths to homeownership such as ADUs, Tiny Homes, Duplexes, Triplexes, Fourplexes. | PDD             |
| 4 | "I PlanPHX" | Create a recognition program for developers of innovative housing demonstration projects.   | NSD, HD         |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Partnerships | Develop a mixed-use, mixed-income housing project.  | HD              |
| 2 | Partnerships | Develop a live-work and/or Accessory Dwelling Unit (ADU) housing demonstration project.   | PDD, HD         |
| 3 | Partnerships | Partner with financial institutions to provide grants and low-interest loans to help finance local developers pre-development expenses. | HD              |

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# ECON. DEV. ELEMENT ACTIONS

## STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS

**STRATEGY 1:  
Cultivate  
Community  
Economic Growth  
and Prosperity**

**Strategy Specific Policies:**

**ED 1.1:** Expand business financial support programs and resources.

**ED 1.2:** Support skilled trade education programs through partnerships with construction firms, schools, and labor unions.

**ED 1.3:** Support policy and code reform that reduces barriers for local and small-scale developers.

| OUTCOMES IMPACTED                     |                                     |
|---------------------------------------|-------------------------------------|
| Strong and Resilient Local Businesses | <input checked="" type="checkbox"/> |
| Invest in Quality Education           | <input checked="" type="checkbox"/> |
| Financially Empowered Residents       | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items   | City Dept. Lead(s) |
|---|------------|---|--------------------|
| 1 | Operations | Research the feasibility of expanding or creating redevelopment areas and other development incentives in the corridor.   | CEDD               |
| 2 | Codes      | Research, identify, and reduce zoning barriers to encourage ground floor leasable areas supportive of smaller businesses, business incubators, maker spaces, art spaces, local start-ups. | PDD                |
| 3 | Operations | Identify innovative practices to target existing residents for jobs, training, education, grants, scholarships + workforce programs.  | All                |
| 4 | Codes      | Research, identify, and reduce zoning, licensing, and other regulatory barriers for temporary and mobile retailers, micro-businesses, urban farming, and outdoor markets.                 | PDD                |
| 5 | Operations | Develop marketing materials to attract an advanced manufacturing incubator/accelerator, small business incubator, and/or "maker space" to the South Central Corridor.                     | CEDD               |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools        | Strategy Specific 5-Year Action Items  | Action Support* |
|---|--------------|--|-----------------|
| 1 | Partnerships | Partner with workforce development agencies to provide training opportunities, resume writing, and interview classes at community centers and schools. | CEDD            |
| 2 | Financing    | Support grant opportunities for business incubators.   | CEDD            |
| 3 | Partnerships | Identify financial and resource support to expand the youth and design empowerment programs in the corridor.   | OAC             |
| 4 | Partnerships | Encourage South Central local artists participation and application in city-wide artist talent pools, programs, and resources.                         | OAC             |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Knowledge    | Hold a small business owners forum to explore the creation of a South Central local and small business association.   | CEDD            |
| 2 | Partnerships | Support an educational forum to build skills for aspiring developers.   | CEDD            |
| 3 | Knowledge    | Coordinate a meeting of local and small business owners to provide knowledge and support on business financial literacy, marketing, security, and other business improvement practices. | CEDD            |

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The Economic Development Element Actions are intended to guide the financial prosperity of businesses and residents towards achieving the Community vision to "reject displacement" and "support equitable TOD".

**STRATEGY 2:  
Develop a  
Corridor Branding  
and Marketing  
Program**

**Strategy Specific Policies:**

**ED 2.1:** Support and help to expand the "Buy/Hire South Central" marketing campaigns.

**ED 2.2:** Support opportunities for youth empowerment through City programs and resources.

**ED 2.3:** Promote South Central as a unique and cultural regional destination.

| OUTCOMES IMPACTED                     |                                     |
|---------------------------------------|-------------------------------------|
| Strong and Resilient Local Businesses | <input checked="" type="checkbox"/> |
| Invest in Quality Education           | <input checked="" type="checkbox"/> |
| Financially Empowered Residents       | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items   | City Dept. Lead(s) |
|---|------------|---|--------------------|
| 1 | Operations | Update "Opportunity Zone" marketing materials to reference the South Central ETOD Community Vision and Master Plan.   | CEDD               |
| 2 | Operations | Develop Small Business Attraction marketing materials and resources to help small businesses and entrepreneurs locate existing neighborhood scale commercial spaces.  | CEDD               |
| 3 | Operations | Research the feasibility of expanding the Neighborhood Commercial Revitalization (NCR) program to support enhancements in alignment with the TOD community vision(s). | NSD                |
| 4 | Operations | Highlight the economic benefits of the corridor's unique natural resources through marketing and business attraction materials.                                       | CEDD               |
| 5 | Operations | Strongly encourage public art as part of city infrastructure and development projects.  | CEDD, OAC          |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Partnerships | Partner and identify ways to support the expansion of existing employers in key south central industries.     | CEDD            |
| 2 | Partnerships | Complete a "love your block" grant application for a neighborhood improvement project such as tree plantings. | NSD             |
| 3 | "I PlanPHX"  | Host a buy local event to support local small businesses and walking, biking, transit riding in the corridor. | CEDD            |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items  | Action Support* |
|---|--------------|--|-----------------|
| 1 | Partnerships | Hold a business forum to explore the potential to establish a Phoenix Business Improvement District in each station area, with the districts coordinated by a Corridor Business Council. | CEDD            |
| 2 | Partnerships | Support efforts to organize local business and community networking events through temporary outdoor markets and pop up sales events.  | CEDD            |

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# HEALTH ELEMENT ACTIONS

## STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS

### STRATEGY 1: Improve Community Experiences + Access to People Oriented Spaces



**Strategy Specific Policies:**  
**HE 1.1:** Support a pedestrian infrastructure network that is well-connected to open spaces.  
**HE 1.2:** Encourage the use of mid block crossings and pedestrian paseos through the development process to improve connectivity for people walking.  
**HE 1.3:** Require people oriented frontages with storefronts, patios, and porches (walk-up units/businesses).

| OUTCOMES IMPACTED                    |                                     |
|--------------------------------------|-------------------------------------|
| Access to Community Health Solutions | <input checked="" type="checkbox"/> |
| Access to Recreation                 | <input checked="" type="checkbox"/> |
| Access to Healthy Food               | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items   | City Dept. Lead(s) |
|---|------------|---|--------------------|
| 1 | Operations | Evaluate the potential to expand transit coverage, particularly connecting from the Light Rail to South Mountain Park/Preserve.   | PTD, PRD           |
| 2 | Codes      | Research Crime Prevention Through Environmental Design (CPTED) principles intersection with the Walkable Urban Code.  | PD, PDD            |
| 3 | Financing  | Pursue funding to construct jogging/walking paths, art, and lighting along the Western and Highline Canals.   | ST, OAC            |
| 4 | Financing  | Pursue funding improvements such as pathways, lighting, drinking fountains, community gardens, art, and shade in all public parks and open spaces; particularly the Rio Salado. | ALL                |
| 5 | Operations | Evaluate new development proposals influence on warrants needed to pursue mid block crossing interventions.   | ST, PDD            |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools       | Strategy Specific 5-Year Action Items   | Action Support* |
|---|-------------|---|-----------------|
| 1 | Operations  | Identify community art locations such as vacant sites or prominent buildings to support creative place-making, public art, murals and/or events such as street and canal festivals. | NSD             |
| 2 | "I PlanPHX" | Organize walking audits to encourage community safety and positive activation of neighborhood streets and public spaces.  | NSD, ST, PD     |
| 3 | Financing   | Pursue creative financing to enhance and activate the Rio Salado as a recreational destination.   | PRD             |
| 4 | Knowledge   | Educate residents and youth on the availability and locations to acquire reduced fare transit passes.   | PTD             |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Partnerships | Identify corporate sponsorship opportunities for place making enhancements in close proximity to the light rail stations. | NSD, OAC, CEDD  |
| 2 | Partnerships | Seek creative ways to promote the Rio Salado and South Mountain Park/Preserve as local and regional attractions.          | PRD             |
| 3 | Partnerships | Identify a property that can be used as a temporary popup park/plaza and pursue funding partnerships.                     | CEDD, NSD, PDD  |

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The Health Element Actions are intended to guide key aspects of the built environment that impact public health, including access to health services, healthy food, and people oriented spaces towards achieving the Community vision to "reject displacement" and "support equitable TOD".

### STRATEGY 2: Improve Community Access to Health and Food Services



**Strategy Specific Policies:**  
**HE 2.1:** Explore partnerships that provide new health and food services.  
**HE 2.2:** Support new developments that integrate community health and food services.  
**HE 2.3:** Support investments that improve safe and equitable access to existing and planned community health and food services.

| OUTCOMES IMPACTED                    |                                     |
|--------------------------------------|-------------------------------------|
| Access to Community Health Solutions | <input checked="" type="checkbox"/> |
| Access to Recreation                 | <input checked="" type="checkbox"/> |
| Access to Healthy Food               | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools        | Strategy Specific 5-Year Action Items  | City Dept. Lead(s) |
|---|--------------|--|--------------------|
| 1 | Partnerships | Work with community partners to further identify south central community health service needs for those at highest risk of displacement.                                 | HSD                |
| 2 | Operations   | Identify city owned property that could be utilized for increased access to healthy food, such as, farmer's market, community kitchens, gardens, food cooperatives, etc. | ALL                |
| 3 | Codes        | Research and identify bonus point provisions to encourage developments to incorporate healthy food access.   | PDD                |
| 4 | Codes        | Research and identify code constraints preventing vacant land owners from allowing temporary pop-up parks on their properties.   | PDD                |
| 5 | Operations   | Identify mobility needs connecting the Rio Salado Station to the new Arizona Fresh: Agri-food Innovation Center.   | PRD, PTD, PDD      |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Knowledge    | Hold a healthy communities forum to better understand the city and community partner health services and resources gaps.  | HSD             |
| 2 | Financing    | Write a grant to support opportunities for increased access to healthy food, such as, farmer's market, community kitchen, community garden, food cooperative, etc.                          | OEP             |
| 3 | Knowledge    | Further define displacement drivers and trends as it relates to housing violence, criminalization, environmental injustice and zoning.  | PDD             |
| 4 | Partnerships | Partner with the City of Phoenix through the Phoenix C.A.R.E.S program in targeted areas throughout the corridor to connect residents experiencing homelessness with services and resources | HSD             |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items  | Action Support* |
|---|--------------|--|-----------------|
| 1 | Operations   | Research mechanisms to support community health and food micro-businesses, such as mobile retailers, urban farming, and outdoor markets with regulatory relief and assistance. | OEP, CEDD, PDD  |
| 2 | Partnerships | Gather local health partners to host community health events and mobile clinics to "meet people where they are".   | HSD             |

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# MOBILITY ELEMENT ACTIONS

## STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS

### STRATEGY 1: Apply Best Practice Active Transportation Standards to Future Projects



**Strategy Specific Policies:**  
**MO 1.1:** Support active transportation enhancements through the development review process.  
**MO 1.2:** Development projects shall not have a negative effect on existing and/or proposed active transportation infrastructure.  
**MO 1.3:** Guide large development proposals toward mutually beneficial Active Transportation infrastructure.

| OUTCOMES IMPACTED                |                                     |
|----------------------------------|-------------------------------------|
| Equitable Transportation Choices | <input checked="" type="checkbox"/> |
| Right-Sized Parking              | <input checked="" type="checkbox"/> |
| Safe and Walkable Block Pattern  | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items  | City Dept. Lead(s) |
|---|------------|--|--------------------|
| 1 | Plan       | Pursue funding to identify and pursue best practice Active Transportation enhancements connecting South Central Corridor light rail stations with "the 7's" (7th Street and 7th Avenue). | ST                 |
| 2 | Operations | Create a GIS database of Active Transportation priority corridors to research, track, and provide progress updates in alignment with the community vision.                               | ST                 |
| 3 | Plan       | Implement Active Transportation connections to canalscape, light rail, the Rio Salado, and the Village Core through the development process when possible.                               | ST                 |
| 4 | Operations | Propose the expansion of micro mobility programs and look at incorporating equity considerations for low income residents into the program.  | ST                 |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools       | Strategy Specific 5-Year Action Items   | Action Support* |
|---|-------------|---|-----------------|
| 1 | Knowledge   | Engage annually with youth, residents, schools, and neighborhood associations on active transportation safety, education, and design decision making.           | ST              |
| 2 | "I PlanPHX" | Continue to identify and prioritize infrastructure improvements that could facilitate a well connected active transportation network through existing programs. | ST              |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Partnerships | Pursue partnerships for clusters of active transportation infrastructure enhancements connecting to transit stations. | ST              |
| 2 | Financing    | Research the appropriateness of using Public-Private Partnerships (P3s) programs to fund south central priorities.    | CEDD, ST        |

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### STRATEGY 2: Develop and adopt new ETOD street typologies and design standards



**Strategy Specific Policies:**  
**MO 2.1:** Explore new street typologies that prioritize pedestrian and micro mobility "level of service".  
**MO 2.2:** Explore best practices and guidelines for vehicular parking locations in TOD areas.  
**MO 2.3:** Research and pursue adoption of guidelines inspired by NACTO guidelines.

| OUTCOMES IMPACTED                |                                     |
|----------------------------------|-------------------------------------|
| Equitable Transportation Choices | <input checked="" type="checkbox"/> |
| Right-Sized Parking              | <input checked="" type="checkbox"/> |
| Safe and Walkable Block Pattern  | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items  | City Dept. Lead(s) |
|---|------------|--|--------------------|
| 1 | Operations | Update existing Street Design Standards and Guidelines.  | ST                 |
| 2 | Operations | Initiate process for evaluating current speed limit policy as it applies in TOD areas.   | ST                 |
| 3 | Operations | Evaluate bus ridership/demand and right of way constraints for opportunities to improve transit shelters, frequency, and improved speed and reliability. | ST, PTD            |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | "I PlanPHX"  | Support and stay involved in the Active Transportation Plan efforts to ensure policy recommendations are appropriate and in alignment with the South Central ETOD Community Plan and recommendations. | ST              |
| 2 | Knowledge    | Engage residents on the benefits of short development blocks that enable convenient walking, biking, and transit use.   | PDD             |
| 3 | Partnerships | Participate in the national "Park"ing Day events by temporarily repurposing on-street parking spaces with a pocket park.  | ST, PRD, PDD    |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items  | Action Support* |
|---|--------------|--|-----------------|
| 1 | Partnerships | Support a "shared-street", "woonerf", "yield street" or similar demonstration project through a private development process. | ST, PDD         |
| 2 | Partnerships | Provide on-street parking on walkable urban mixed use and walkable urban residential projects.                               | PDD             |
| 3 | Partnerships | Develop a "car-free" demonstration project in the South Central Corridor.  | PDD             |

\*The listed City department is available to provide subject matter support, knowledge, and possible resources for actions led by Business or Community Partners.

# GREEN SYS. ELEMENT ACTIONS

## STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS

### STRATEGY 1: Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects



**Strategy Specific Policies:**  
**GS 1.1:** Provide residents with low cost trees, gardening, and water wise programs and resources.  
**GS 1.2:** Pursue funding for public and private green infrastructure projects.  
**GS 1.3:** Support partnerships to implement community-based low impact development (LID) at schools, churches, and anchor institutions (not adjacent to right-of-way).

| OUTCOMES IMPACTED   |                                     |
|---------------------|-------------------------------------|
| Be Water Wise       | <input checked="" type="checkbox"/> |
| Beat the Heat       | <input checked="" type="checkbox"/> |
| Clean Air Make More | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items   | City Dept. Lead(s) |
|---|------------|---|--------------------|
| 1 | Codes      | Determine feasibility of Shade Easements that allow structural shade over public sidewalks without the need for revocable permits.                      | PDD                |
| 2 | Operations | Encourage sustainability from any project resulting from a City-Owned RFP site.   | CEDD               |
| 3 | Knowledge  | Create a property owner guide to green infrastructure techniques for established neighborhoods.   | WSD, OEP           |
| 4 | Operations | Monitor the City of Phoenix Bioswale Maintenance Agreement in South Central.  | ST                 |
| 5 | Codes      | Evaluate the Walkable Urban Code plant list for opportunities to add native, drought tolerant, and/or desert adapted species appropriate for TOD areas. | PDD, OEP, WSD      |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools        | Strategy Specific 5-Year Action Items  | Action Support* |
|---|--------------|--|-----------------|
| 1 | "I PlanPHX"  | Apply and pursue grants for green infrastructure and heat relief assistance.   | OEP, OHRM       |
| 2 | Partnerships | Support creation of a "clean and green team" program for South Central.  | CEDD            |
| 3 | Knowledge    | Create educational materials on the social, health, and economic benefits of shaded, safe pedestrian pathways.               | ALL             |
| 4 | Knowledge    | Create educational materials on the importance of native species to support green infrastructure and water wise communities. | OEP, WSD        |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items  | Action Support* |
|---|--------------|--|-----------------|
| 1 | Partnerships | Construct innovative green infrastructure and heat relief demonstration projects.                                  | PDD             |
| 2 | Knowledge    | Hold a professional training forum on financing methods for Green Infrastructure and Low Impact Development (LID). | WSD, OEP        |

\*The listed City department is available to provide subject matter support, knowledge, and possible resources for actions led by Business or Community Partners.

### STRATEGY 2: Support Innovative Building and Clean Energy System Projects



**Strategy Specific Policies:**  
**GS 2.1:** Encourage large land owners to provide green district stormwater management.  
**GS 2.2:** Encourage large commercial and industrial building owners to install solar panels on rooftops and shade structures.  
**GS 2.3:** Support LEED certified buildings and sites.

| OUTCOMES IMPACTED   |                                     |
|---------------------|-------------------------------------|
| Be Water Wise       | <input checked="" type="checkbox"/> |
| Beat the Heat       | <input checked="" type="checkbox"/> |
| Clean Air Make More | <input checked="" type="checkbox"/> |

**Lead Partner Government** including the local, state, and federal agencies.

| # | Tools      | Strategy Specific 5-Year Action Items   | City Dept. Lead(s) |
|---|------------|---|--------------------|
| 1 | Operations | Support the demonstration of innovative building and clean energy systems at existing and new parks and other public facilities.  | ALL                |
| 2 | Operations | Evaluate bus ridership/demand and right of way constraints for opportunities to improve shade and heat relief at and connecting to transit stations and shelters.               | PTD, OHRM          |
| 3 | Operations | Evaluate the opportunity to develop a combined heat/power energy source (Eco District) to serve major developments adjacent to the Rio Salado and other surrounding properties. | CEDD               |
| 4 | Operations | Evaluate the potential for an Improvement District to support innovative building and clean energy projects.  | CEDD               |

**Lead Partner Community** including non-profits, foundations, schools, neighborhood associations and individual residents.

| # | Tools        | Strategy Specific 5-Year Action Items   | Action Support* |
|---|--------------|---|-----------------|
| 1 | Partnerships | Support partnerships with the Audobon Center for community education and awareness on innovative building and clean energy systems. | PDD             |
| 2 | Partnerships | Explore the potential to add and expand Youth and Design Empowerment programs at parks, community and education centers.            | PRD             |

**Lead Partner Business** including banks, developers, private companies, large corporations and small businesses.

| # | Tools        | Strategy Specific 5-Year Action Items  | Action Support* |
|---|--------------|--|-----------------|
| 1 | Partnerships | Construct innovative building and clean energy systems demonstration projects. | PDD             |
| 2 | Partnerships | Construct innovative water capture and reuse demonstration projects.           | PDD             |

\*The listed City department is available to provide subject matter support, knowledge, and possible resources for actions led by Business or Community Partners.

**City Lead Department Abbreviations:** Planning and Development Department (PDD); Community and Economic Development Department (CEDD); Housing Department (HD); Street Transportation Department (ST); Water Services Department (WSD); Office of Environmental Programs (OEP); Office of Heat Response and Mitigation (OHRM); Office of Arts and Culture (OAC); Neighborhood Services Department (NSD); Public Transit Department (PTD); Parks and Recreation Department (PRD); Human Services Department (HSD); All City Departments (ALL)





# GOVERNMENT ACTION GUIDE

The Government Led Action guide is intended to compile all government led action items for ease of use and tracking. "Government" partners including the local, state, and federal agencies.

| #  | Tools        | Government-Led Land Use Element 5-Year Action Items   | City Dept. Resource |
|--|--------------|---|---------------------|
| <b>STRATEGY 1 (short-term): Apply the Walkable Urban Code (Form-Based Code) to Future Projects</b> |              |   |                     |
| 1  | Codes        | Work with community and stakeholders to amend the Walkable Urban Code (Chapter 13) of the Phoenix Zoning Ordinance to incorporate South Central "Character Area" Development Standards.   | PDD                 |
| 2  | Operations   | Guide and evaluate all future development proposals towards compliance with the Walkable Urban Code Development Standards.  | PDD                 |
| 3  | Knowledge    | Create an english/spanish brochure on the Walkable Urban Code and it's usefulness as a tool for equitable transit oriented communities.   | PDD                 |
| 4  | Codes        | Identify development standards and incentives to encourage public art enhancements on private buildings and sites.  | PDD, OAC            |
| <b>STRATEGY 2 (long-term): Develop an Innovative ETOD Infrastructure Financing Tool</b>            |              |   |                     |
| 1  | Plans        | Pursue an infrastructure needs assessment map to pursue eligible local, regional, and federal funds.  | PDD                 |
| 2  | Partnerships | Coordinate with regional and state agencies to plan future infrastructure in alignment with visions for the Rio Reimagined area.  | ALL                 |
| 3  | Operations   | Pilot an ETOD infrastructure "in lieu" fee for developments requesting increased entitlement up to the incentive in the Place Type.   | PDD                 |
| 4  | Operations   | Implement the Mobility Improvement Programs recommended infrastructure projects as resource become available.   | ST                  |
| #  | Tools        | Government-Led Housing Element 5-Year Action Items  | City Dept. Resource |
| <b>STRATEGY 1 (short-term): Enhance the Efficiency and Quality of Existing Housing</b>             |              |   |                     |
| 1  | Knowledge    | Hold a community meeting to share and target existing and future Rental and Owner Rehabilitation Assistance Programs to South Central Corridor communities                                | NSD                 |
| 2  | Partnerships | Engage Arizona Department of Environmental Quality and the EPA on indoor air quality measurement and vapor intrusion mitigation assistance.   | OEP                 |
| 3  | Operations   | Evaluate the feasibility of allocating and prioritizing project based vouchers within the south central corridor for residents at risk of displacement and/or falling below 30-50% AMI.   | HD                  |
| <b>STRATEGY 2 (long-term): Construct South Central ETOD Housing Demonstration Projects</b>         |              |   |                     |
| 1  | Operations   | Conduct an affordable housing gap analysis and track new or preserved ownership and rental units for residents/families most at risk of displacement and at various income ranges.        | HD                  |
| 2  | Codes        | Evaluate and Initiate a Zoning Ordinance Text Amendment to allow interior suites, ADUs, and manufactured homes in South Central.  | PDD                 |
| 3  | Operations   | Issue an RFP to develop an affordable housing project that helps address production goals for rental and ownership opportunities.   | NSD, HD             |
| 4  | Operations   | Research and identify incentives such as expedited plan review, fee reductions, pre-approved plans, etc. for affordable housing projects.   | PDD                 |
| #  | Tools        | Government-Led Economic Development Element 5-Year Action Items   | City Dept. Resource |
| <b>STRATEGY 1 (short-term): Cultivate Community Economic Growth and Prosperity</b>                 |              |   |                     |
| 1  | Operations   | Research the feasibility of expanding or creating redevelopment areas and other development incentives in the corridor.   | CEDD                |
| 2  | Codes        | Research, identify, and reduce zoning barriers to encourage ground floor leasable areas supportive of smaller businesses, business incubators, maker spaces, art spaces, local start-ups. | PDD                 |
| 3  | Operations   | Identify innovative practices to target existing residents for jobs, training, education, grants, scholarships + workforce programs.  | All                 |
| 4  | Codes        | Research, identify, and reduce zoning, licensing, and other regulatory barriers for temporary and mobile retailers, micro-businesses, urban farming, and outdoor markets.                 | PDD                 |
| 5  | Operations   | Develop marketing materials to attract an advanced manufacturing incubator/accelerator, small business incubator, and/or "maker space" to the South Central Corridor.                     | CEDD                |
| <b>STRATEGY 2 (long-term): Develop a Corridor Branding and Marketing Program</b>                   |              |   |                     |
| 1  | Operations   | Update "Opportunity Zone" marketing materials to reference the South Central ETOD Community Vision and Master Plan.   | CEDD                |
| 2  | Operations   | Develop Small Business Attraction marketing materials and resources to help small businesses and entrepreneurs locate existing neighborhood scale commercial spaces.                      | CEDD                |
| 3  | Operations   | Research the feasibility of expanding the Neighborhood Commercial Revitalization (NCR) program to support enhancements in alignment with the TOD community vision(s).                     | NSD                 |
| 4  | Operations   | Highlight the economic benefits of the corridors unique natural resources through marketing and business attraction materials.  | CEDD                |
| 5  | Operations   | Strongly encourage public art as part of city infrastructure and development projects.  | CEDD, OAC           |

| #  | Tools        | Government-Led Health Element 5-Year Action Items   | City Dept. Resource |
|--|--------------|---|---------------------|
| <b>STRATEGY 1 (short-term): Improve Community Experiences + Access to People Oriented Spaces</b> |              |   |                     |
| 1  | Operations   | Evaluate the potential to expand transit coverage, particularly connecting from the Light Rail to South Mountain Park/Preserve.   | PTD, PRD            |
| 2  | Codes        | Research Crime Prevention Through Environmental Design (CPTED) principles intersection with the Walkable Urban Code.  | PD, PDD             |
| 3  | Financing    | Pursue funding to construct jogging/walking paths, art, and lighting along the Western and Highline Canals.   | ST, OAC             |
| 4  | Financing    | Pursue funding improvements such as pathways, lighting, drinking fountains, community gardens, art, and shade in all public parks and open spaces; particularly the Rio Salado. | ALL                 |
| 5  | Operations   | Evaluate new development proposals influence on warrants needed to pursue mid block crossing interventions.   | ST, PDD             |
| <b>STRATEGY 2 (long-term): Improve Community Access to Health and Food Services</b>              |              |   |                     |
| 1  | Partnerships | Work with community partners to further identify south central community health service needs for those at highest risk of displacement.  | HSD                 |
| 2  | Operations   | Identify city owned property that could be utilized for increased access to healthy food, such as, farmer's market, community kitchens, gardens, food cooperatives, etc.        | ALL                 |
| 3  | Codes        | Research and identify bonus point provisions to encourage developments to incorporate healthy food access.  | PDD                 |
| 4  | Codes        | Research and identify code constraints preventing vacant land owners from allowing temporary pop-up parks on their properties.  | PDD                 |
| 5  | Operations   | Identify mobility needs connecting the Rio Salado Station to the new Arizona Fresh: Agri-food Innovation Center.  | PRD, PTD, PDD       |

| #  | Tools      | Government-Led Mobility Element 5-Year Action Items  | City Dept. Resource |
|--|------------|--|---------------------|
| <b>STRATEGY 1 (short-term): Apply Best Practice Active Transportation Standards to Future Projects</b> |            |  |                     |
| 1  | Plan       | Pursue funding to identify and pursue best practice Active Transportation enhancements connecting South Central Corridor light rail stations with "the 7's" (7th Street and 7th Avenue). | ST                  |
| 2  | Operations | Create a GIS database of Active Transportation priority corridors to research, track, and provide progress updates in alignment with the community vision.                               | ST                  |
| 3  | Plan       | Implement Active Transportation connections to canalscape, light rail, the Rio Salado, and the Village Core through the development process when possible.                               | ST                  |
| 4  | Operations | Propose the expansion of micro mobility programs and look at incorporating equity considerations for low income residents into the program.  | ST                  |
| <b>STRATEGY 2 (long-term): Develop and adopt new ETOD street typologies and design standards</b>       |            |  |                     |
| 1  | Operations | Update existing Street Design Standards and Guidelines.  | ST                  |
| 2  | Operations | Initiate process for evaluating current speed limit policy as it applies in TOD areas.   | ST                  |
| 3  | Operations | Evaluate bus ridership/demand and right of way constraints for opportunities to improve transit shelters, frequency, and improved speed and reliability.                                 | ST, PTD             |

| #   | Tools      | Government-Led Mobility Element 5-Year Action Items   | City Dept. Resource |
|---|------------|---|---------------------|
| <b>STRATEGY 1 (short-term): Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects</b> |            |   |                     |
| 1   | Codes      | Determine feasibility of Shade Easements that allow structural shade over public sidewalks without the need for revocable permits.  | PDD                 |
| 2   | Operations | Encourage sustainability from any project resulting from a City-Owned RFP site.   | CEDD                |
| 3   | Knowledge  | Create a property owner guide to green infrastructure techniques for established neighborhoods.   | WSD, OEP            |
| 4   | Operations | Monitor the City of Phoenix Bioswale Maintenance Agreement in South Central.  | ST                  |
| 5   | Codes      | Evaluate the Walkable Urban Code plant list for opportunities to add native, drought tolerant, and/or desert adapted species appropriate for TOD areas.                         | PDD, OEP, WSD       |
| <b>STRATEGY 2 (long-term): Support Innovative Building and Clean Energy System Projects</b>                                 |            |   |                     |
| 1   | Operations | Support the demonstration of innovative building and clean energy systems at existing and new parks and other public facilities.  | ALL                 |
| 2   | Operations | Evaluate bus ridership/demand and right of way constraints for opportunities to improve shade and heat relief at and connecting to transit stations and shelters.               | PTD, OHRM           |
| 3   | Operations | Evaluate the opportunity to develop a combined heat/power energy source (Eco District) to serve major developments adjacent to the Rio Salado and other surrounding properties. | CEDD                |
| 4   | Operations | Evaluate the potential for an Improvement District to support innovative building and clean energy projects.  | CEDD                |

# COMMUNITY ACTION GUIDE

The Community Led Action guide is intended to compile all community led action items for ease of use and tracking. "Community" partners include non-profits, foundations, schools, neighborhood associations and individual residents.

| #  | Tools        | Community-Led Land Use Element 5-Year Action Items  | City Dept. Resource |
|--|--------------|---|---------------------|
| <i>STRATEGY 1 (short term): Apply the Walkable Urban Code (Form-Based Code) to Future Projects</i> |              |   |                     |
| 1  | Knowledge    | Engage and educate property owners and neighborhood associations on the Walkable Urban Code intent and development standards.   | PDD                 |
| 2  | "I PlanPHX"  | Engage with elected officials, city management, and city boards and commission members on the importance of advocating and supporting the Walkable Urban Code in South Central. | PDD                 |
| 3  | Partnerships | Partner with design students or professionals to conceptualize the South Mountain Village Core as an ETOD Urban Center.   | PDD                 |
| 4  | Partnerships | Engage local design and development professionals on development incentives to encourage development without displacement.  | PDD                 |
| <i>STRATEGY 2 (long-term): Develop an Innovative ETOD Infrastructure Financing Tool</i>            |              |   |                     |
| 1  | Operations   | Create a flyer to encourage the use of Proposition 400 funds for the South Central Corridor regional destination infrastructure improvements.                                   | ALL                 |
| 2  | Operations   | Lobby for the ability to utilize Tax Increment Financing (TIF) as a tool to foster equitable transit oriented development.  | CEDD                |

| #  | Tools        | Community-Led Housing Element 5-Year Action Items   | City Dept. Resource |
|--|--------------|---|---------------------|
| <i>STRATEGY 1 (short-term): Enhance the Efficiency and Quality of Existing Housing</i>     |              |   |                     |
| 1  | Operations   | Pursue a Naturally Occurring Affordable Housing (NOAH) Fund to finance and purchase NOAH units at risk of displacement.   | HD                  |
| 2  | "I PlanPHX"  | Create a community-led recognition program to acknowledge community supportive housing projects in alignment with the community vision.                               | NSD, HD             |
| 3  | Partnerships | Pilot an ETOD Rehabilitation fund; graduate this effort to a community land trust.  | NSD, HD             |
| <i>STRATEGY 2 (long-term): Construct South Central ETOD Housing Demonstration Projects</i> |              |   |                     |
| 1  | Knowledge    | Engage and educate property owners and neighborhood associations on the benefits of Accessory Dwelling Units (ADUs) and other "Missing Middle Housing" typologies.    | PDD                 |
| 2  | Knowledge    | Research the appropriateness for the use of Community Benefit Agreements (CBA) between developers and the broader community.  | CEDD                |
| 3  | "I PlanPHX"  | Actively support Zoning and code reform that allows for building types that provide paths to homeownership such as ADUs, Tiny Homes, Duplexes, Triplexes, Fourplexes. | PDD                 |
| 4  | "I PlanPHX"  | Create a recognition program for developers of innovative housing demonstration projects.   | NSD, HD             |

| #  | Tools        | Community-Led Economic Development Element 5-Year Action Items   | City Dept. Resource |
|--|--------------|--|---------------------|
| <i>STRATEGY 1 (short-term): Cultivate Community Economic Growth and Prosperity</i> |              |  |                     |
| 1  | Partnerships | Partner with workforce development agencies to provide training opportunities, resume writing, and interview classes at community centers and schools. | CEDD                |
| 2  | Financing    | Support a grant to support business incubators.  | CEDD                |
| 3  | Partnerships | Identify financial and resource support to expand the youth and design empowerment programs in the corridor.   | OAC                 |
| 4  | Partnerships | Encourage South Central local artists participation and application in city-wide artist talent pools, programs, and resources.                         | OAC                 |
| <i>STRATEGY 2 (long-term): Develop a Corridor Branding and Marketing Program</i>   |              |  |                     |
| 1  | Partnerships | Partner and identify ways to support the expansion of existing employers in key south central industries.  | CEDD                |
| 2  | Partnerships | Complete a "love your block" grant application for a neighborhood improvement project such as tree plantings.  | NSD                 |
| 3  | "I PlanPHX"  | Host a buy local event to support local small businesses and walking, biking, transit riding in the corridor.  | CEDD                |

| #  | Tools        | Community-Led Health Element 5-Year Action Items  | City Dept. Resource |
|--|--------------|---|---------------------|
| <i>STRATEGY 1 (short-term): Improve Community Experiences + Access to People Oriented Spaces</i> |              |   |                     |
| 1  | Operations   | Identify community art locations such as vacant sites or prominent buildings to support creative place-making, public art, murals and/or events such as street and canal festivals.         | NSD                 |
| 2  | "I PlanPHX"  | Organize walking audits to encourage community safety and positive activation of neighborhood streets and public spaces.  | NSD, ST, PD         |
| 3  | Financing    | Pursue creative financing to enhance and activate the Rio Salado as a recreational destination.   | PRD                 |
| 4  | Knowledge    | Educate residents and youth on the availability and locations to acquire reduced fare transit passes.   | PTD                 |
| <i>STRATEGY 2 (long-term): Improve Community Access to Health and Food Services</i>              |              |   |                     |
| 1  | Knowledge    | Hold a healthy communities forum to better understand the city and community partner health services and resources gaps.  | HSD                 |
| 2  | Financing    | Write a grant to support opportunities for increased access to healthy food, such as, farmer's market, community kitchen, community garden, food cooperative, etc.                          | OEP                 |
| 3  | Knowledge    | Further define displacement drivers and trends as it relates to housing violence, criminalization, environmental injustice and zoning.  | PDD                 |
| 4  | Partnerships | Partner with the City of Phoenix through the Phoenix C.A.R.E.S program in targeted areas throughout the corridor to connect residents experiencing homelessness with services and resources | HSD                 |

| #  | Tools        | Community-Led Mobility Element 5-Year Action Items  | City Dept. Resource |
|--|--------------|---|---------------------|
| <i>STRATEGY 1 (short-term): Apply Best Practice Active Transportation Standards to Future Projects</i> |              |   |                     |
| 1  | Knowledge    | Engage annually with youth, residents, schools, and neighborhood associations on active transportation safety, education, and design decision making.   | ST                  |
| 2  | "I PlanPHX"  | Continue to identify and prioritize infrastructure improvements that could facilitate a well connected active transportation network through existing programs.                                       | ST                  |
| <i>STRATEGY 2 (long-term): Develop and adopt new ETOD street typologies and design standards</i>       |              |   |                     |
| 1  | "I PlanPHX"  | Support and stay involved in the Active Transportation Plan efforts to ensure policy recommendations are appropriate and in alignment with the South Central ETOD Community Plan and recommendations. | ST                  |
| 2  | Knowledge    | Engage residents on the benefits of short development blocks that enable convenient walking, biking, and transit use.   | PDD                 |
| 3  | Partnerships | Participate in the national "Park"ing Day events by temporarily repurposing on-street parking spaces with a pocket park.  | ST, PRD, PDD        |

| #   | Tools        | Community-Led Mobility Element 5-Year Action Items  | City Dept. Resource |
|---|--------------|---|---------------------|
| <i>STRATEGY 1 (short-term): Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects</i> |              |   |                     |
| 1   | "I PlanPHX"  | Apply and pursue grants for green infrastructure and heat relief assistance.  | OEP, OHRM           |
| 2   | Partnerships | Support creation of a "clean and green team" program for South Central.   | CEDD                |
| 3   | Knowledge    | Create educational materials on the social, health, and economic benefits of shaded, safe pedestrian pathways.                      | ALL                 |
| 4   | Knowledge    | Create educational materials on the importance of native species to support green infrastructure and water wise communities.        | OEP, WSD            |
| <i>STRATEGY 2 (long-term): Support Innovative Building and Clean Energy System Projects</i>                                 |              |   |                     |
| 1   | Partnerships | Support partnerships with the Audobon Center for community education and awareness on innovative building and clean energy systems. | PDD                 |
| 2   | Partnerships | Explore the potential to add and expand Youth and Design Empowerment programs at parks, community and education centers.            | PRD                 |

# BUSINESS ACTION GUIDE

| #  | Tools        | Business-Led Land Use Element 5-Year Action Items   | City Dept. Resource |
|--|--------------|---|---------------------|
| <i>STRATEGY 1 (short-term): Apply the Walkable Urban Code (Form-Based Code) to Future Projects</i> |              |   |                     |
| 1  | Partnerships | Participate in a community forum to identify, recommend, and encourage the city adoption of new development incentives to encourage development without displacement.   | PDD                 |
| 2  | Knowledge    | Create an evaluation score card to reveal the trade-offs of developing under the Walkable Urban Code vs. conventional zoning.   | PDD                 |
| 3  | Partnerships | Build a walkable urban mixed use demonstration project.   | PDD                 |
| <i>STRATEGY 2 (long-term): Develop an Innovative ETOD Infrastructure Financing Tool</i>            |              |   |                     |
| 1  | Knowledge    | Hold a property and business owners workshop on Improvement Districts for financing enhanced infrastructure and services.   | CEDD                |
| 2  | Partnerships | Engage Anchor Institutions and large property owners on opportunities to develop mutually beneficial infrastructure, such as but not limited to district parking facilities, micro-mobility share stations, or district energy. | CEDD                |

| #  | Tools        | Business-Led Housing Element 5-Year Action Items  | City Dept. Resource |
|--|--------------|---|---------------------|
| <i>STRATEGY 1 (short-term): Enhance the Efficiency and Quality of Existing Housing</i>     |              |   |                     |
| 1  | Partnerships | Hold/Participate in an Affordable Housing Developers forums to explore creative solutions and partnerships to provide housing for residents that fall at or below 30-50% AMI. | HD                  |
| 2  | Partnerships | Partner with nonprofit organizations and businesses to renovate or rehabilitate single family houses and/or small multifamily projects.                                       | NSD, HD             |
| <i>STRATEGY 2 (long-term): Construct South Central ETOD Housing Demonstration Projects</i> |              |   |                     |
| 1  | Partnerships | Develop a mixed-use, mixed-income housing project   | HD                  |
| 2  | Partnerships | Develop a live-work and/or Accessory Dwelling Unit (ADU) housing demonstration project.   | PDD, HD             |
| 3  | Partnerships | Partner with financial institutions to provide grants and low-interest loans to help finance local developers pre-development expenses.                                       | HD                  |

| #  | Tools        | Business-Led Economic Development Element 5-Year Action Items  | City Dept. Resource |
|--|--------------|--|---------------------|
| <i>STRATEGY 1 (short-term): Cultivate Community Economic Growth and Prosperity</i> |              |  |                     |
| 1  | Knowledge    | Hold a small business owners forum to explore the creation of a South Central local and small business association.  | CEDD                |
| 2  | Partnerships | Support an educational forum to build skills for aspiring developers.  | CEDD                |
| 3  | Knowledge    | Coordinate a meeting of local and small business owners to provide knowledge and support on business financial literacy, marketing, security, and other business improvement practices.  | CEDD                |
| <i>STRATEGY 2 (long-term): Develop a Corridor Branding and Marketing Program</i>   |              |  |                     |
| 1  | Partnerships | Hold a business forum to explore the potential to establish a Phoenix Business Improvement District in each station area, with the districts coordinated by a Corridor Business Council. | CEDD                |
| 2  | Partnerships | Support efforts to organize local business and community networking events through temporary outdoor markets and pop up sales events.  | CEDD                |

The Business Led Action guide is intended to compile all business led action items for ease of use and tracking. "Business" partners including banks, developers, private companies, large corporations and small businesses.

| #  | Tools        | Business-Led Health Element 5-Year Action Items  | City Dept. Resource |
|--|--------------|--|---------------------|
| <i>STRATEGY 1 (short-term): Improve Community Experiences + Access to People Oriented Spaces</i> |              |  |                     |
| 1  | Partnerships | Identify corporate sponsorship opportunities for place making enhancements in close proximity to the light rail stations.  | NSD, OAC, CEDD      |
| 2  | Partnerships | Seek creative ways to promote the Rio Salado and South Mountain Park/Preserve as local and regional attractions.   | PRD                 |
| 3  | Partnerships | Identify a property that can be used as a temporary popup park/plaza and pursue funding partnerships.  | CEDD, NSD, PDD      |
| <i>STRATEGY 2 (long-term): Improve Community Access to Health and Food Services</i>              |              |  |                     |
| 1  | Operations   | Research mechanisms to support community health and food micro-businesses, such as mobile retailers, urban farming, and outdoor markets with regulatory relief and assistance. | CEDD, PDD           |
| 2  | Partnerships | Gather local health partners to host community health events and mobile clinics to "meet people where they are".   | HSD                 |

| #  | Tools        | Business-Led Mobility Element 5-Year Action Items  | City Dept. Resource |
|--|--------------|--|---------------------|
| <i>STRATEGY 1 (short-term): Apply Best Practice Active Transportation Standards to Future Projects</i> |              |  |                     |
| 1  | Partnerships | Pursue partnerships for clusters of active transportation infrastructure enhancements connecting to transit stations.        | ST                  |
| 2  | Financing    | Research the appropriateness of using Public-Private Partnerships (P3s) programs to fund south central priorities.           | CEDD, ST            |
| <i>STRATEGY 2 (long-term): Develop and adopt new ETOD street typologies and design standards</i>       |              |  |                     |
| 1  | Partnerships | Support a "shared-street", "woonerf", "yield street" or similar demonstration project through a private development process. | ST, PDD             |
| 2  | Partnerships | Provide on-street parking on walkable urban mixed use and walkable urban residential projects.                               | PDD                 |
| 3  | Partnerships | Develop a "car-free" demonstration project in the South Central Corridor.  | PDD                 |

| #   | Tools        | Business-Led Mobility Element 5-Year Action Items  | City Dept. Resource |
|---|--------------|--|---------------------|
| <i>STRATEGY 1 (short-term): Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects</i> |              |  |                     |
| 1   | Partnerships | Construct innovative green infrastructure and heat relief demonstration projects.                                  | PDD                 |
| 2   | Knowledge    | Hold a professional training forum on financing methods for Green Infrastructure and Low Impact Development (LID). | WSD, OEP            |
| <i>STRATEGY 2 (long-term): Support Innovative Building and Clean Energy System Projects</i>                                 |              |  |                     |
| 1   | Partnerships | Construct innovative building and clean energy systems demonstration projects.                                     | PDD                 |
| 2   | Partnerships | Construct innovative water capture and reuse demonstration projects.   | PDD                 |

# ADDITIONAL RESOURCES

## Existing Conditions and Best Practice “Investments”

- [South Central Existing Conditions Report](#)
- [South Central TOD “Investment Menu”](#)

### Vision Summaries

- [North Area Results](#)
- [Rio Salado Area Results](#)
- [SoPho Area Results](#)
- [South Mountain Area Results](#)

### Full Briefing Papers

- [Challenge of Equitable Transit-Oriented Development eTOD](#)
- [Building Local Wealth Through eTOD](#)
- [Building Affordable & Sustainable Communities Through eTOD](#)
- [Public Policies to Facilitate eTOD](#)
- [eTOD Strategies for Phoenix South Central Corridor Station Areas](#)

### Summary Briefing Papers

- [Affordability & Equitable TOD](#)
- [Responsible Development Without Displacement](#)
- [Improved Accessibility Between the Corridor](#)
- [Achieving A Walkable, Healthy & Vibrant Corridor](#)
- [Equity & Inclusion](#)

### Land Trust and Infrastructure Assessments

- [eTOD Infrastructure Memo](#)
- [eTOD Land Use Memo](#)

### TOD Grant Team Executive Summary

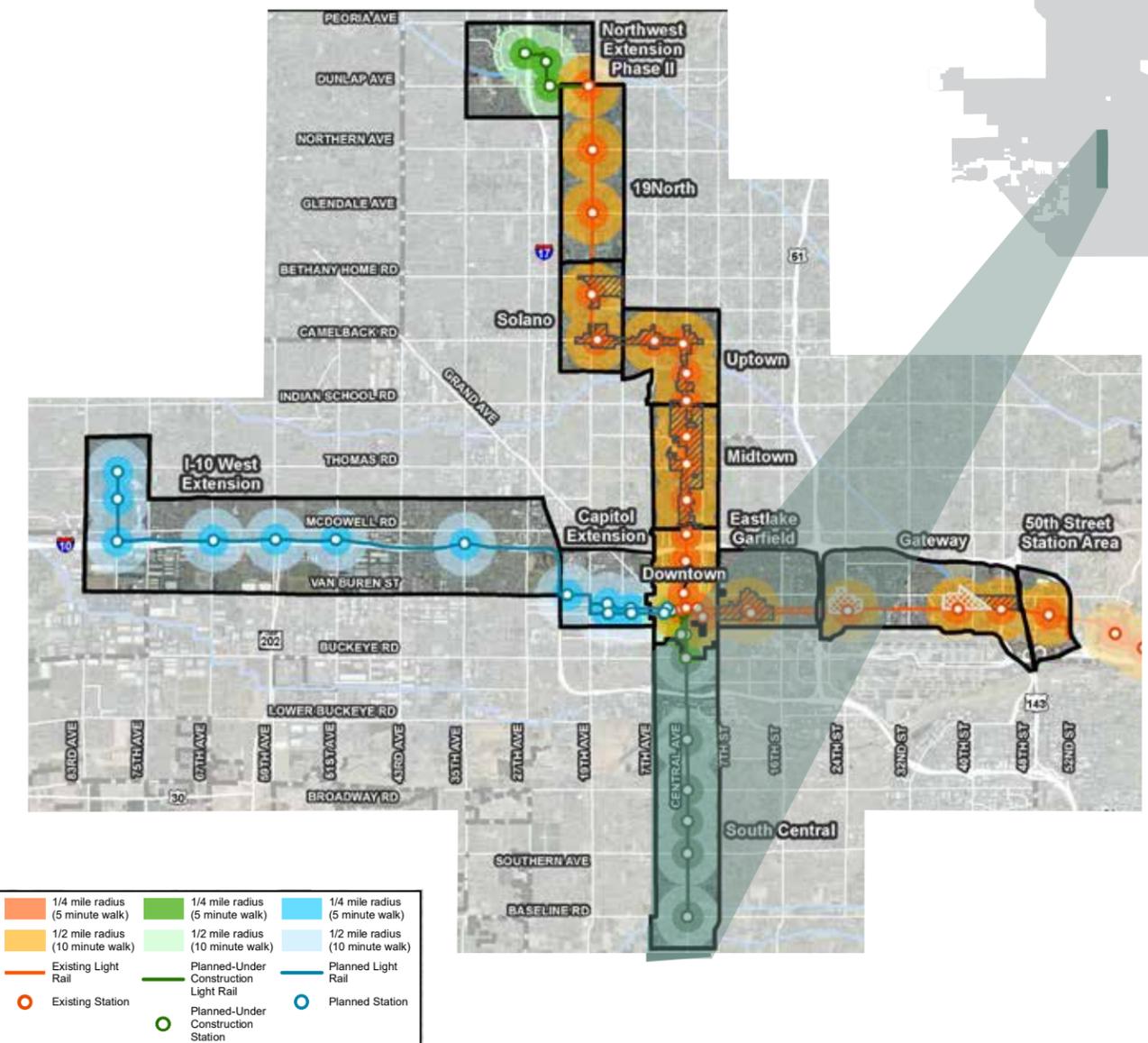
- [South Central TOD Business Assistance + Land Use Planning Executive Summary](#)

### South Central Collaborative Recommendations

- [South Central Collaborative Development Guidelines](#)
- [South Central Collaborative Policy Recommendations](#)

## SOUTH CENTRAL CORRIDOR CONTEXT

The South Central Corridor community is the newest addition to Phoenix’s Transit Oriented Communities and is generally bound by the Union Pacific Railroad on the north, South Mountain Avenue on the south, 7th Avenue on the west, and 7th Street on the east.





# **SOUTH CENTRAL**

## **TRANSIT ORIENTED DEVELOPMENT**

COMMUNITY PLAN 2022

For more information, or to view the electronic version of the document please visit [phoenix.gov/pdd/tod](http://phoenix.gov/pdd/tod). This publication can be made available in alternative format upon request. Contact the Planning and Development Department at 602-262-7131 TTY: Use 7-1-1



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