

PRIORITY AREA ACTION PLANS

COMMUNITY PRIORITIES

Action Plan 2015-2020

Action Plans outline short term tasks that are designed to jump-start the implementation of District Plan Policies. Each Priority Investment Area includes a 5-Year Action Plan that has been developed with input from the Eastlake-Garfield Steering Committee and consultation with urban development professionals in the public, private and nonprofit sectors. The action steps are linked to one of three partner categories - Government, Community or Business - that is most suited to lead the task. To facilitate implementation, the type of implementation tool that is used for implementing each action step including Codes, Financing, Knowledge, Plans, Operations and Partnerships, is also provided in the plan.

Action Plans are intended to be regularly reviewed, updated and evaluated in order to create a “living document” that avoids being placed on a shelf or forgotten.

A primary role of the Eastlake-Garfield Steering Committee will be identifying, engaging and recruiting lead partners for each action step and monitoring progress going forward.

Policy AP 1: Support a bi-annual meeting of the Eastlake-Garfield Steering Committee to monitor progress and update the Action Plans.

Policy AP 2: Encourage additional property owner and business owner representatives and equal neighborhood representation on the Eastlake-Garfield Steering committee

Policy AP 3: Establish an interdepartmental Transit-Oriented Development team to support the implementation of the Eastlake-Garfield TOD Plan.



Government

Government Investors include the local, state and federal agencies.



Community

Community Investors are non-profits, foundations, schools, neighborhood associations and individual residents.



Business

Business Investors are banks, real estate developers, and other private companies, ranging from large corporations to small mom n' pop shops.

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.







EASTLAKE PARK Action Plan 2015-2020

Elements	Actions	 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY	
Land Use	1	Hold a property owner forum on the Walkable Urban Code and the Infill Development Area.	Knowledge	■		
	2	Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Codes	■		
	3	Expand Infill Development Area to rezoned properties.	Plan	■		
	4	Study potential Fire Code violations between heavy industrial and residential uses and residential uses south of Jackson Street to include the Union Pacific railway line and the Co-op. The city should report back to the Eastlake Park Neighborhood Association (ELPNA) with a list of businesses in the area, types of materials stored, and recommendations on ways of buffering the community from potential hazards. Ensure that the mandatory emergency document (MSDS-Materials Data Safety Sheets) for proper chemical disposal of hazardous waste are on site and readily available for the Phoenix Fire Department.	Plan	■		
	5	Research the process for developing airport owned properties as residential uses.	Plan	■		
	6	Provide for sale transit passes at neighborhood churches, the Helen K. Mason Performing Arts Center (Black Theatre Troupe) and other destinations.	Operations			■
	7	Identify code violations and issue notices to property owners.	Codes	■		
	8	Add Eastlake Park Neighborhood Association Chairperson to city systems to be notified about all requests for rezoning, zoning adjustments (Use Permits/Variations), PHO hearings, DRC appeals, technical appeals, abandonments, and all site plan preliminary review meetings.	Operations	■		
	9	Encourage Steering Committee to monitor all zoning hearings.	Partnership			■
	10	Create a fact sheet and procedural guide on establishing Improvement Districts.	Knowledge	■		
	11	Hold a property owner workshop on Improvement Districts as a potential tool for financing enhanced infrastructure and services, including a light rail station at 16th Street.	Knowledge	■		
	12	Complete 3 beautification projects, such as murals, colorful building repainting and tree planting.	Partnership			■
	13	Complete a Water / Sewer infrastructure needs assessment.	Plans	■		
	14	Create marketing materials for development areas in partnership with property owners.	Knowledge	■		
	15	Provide EPNA Chairperson contact information to the Aviation Department and request that they be notified of any public meetings involving the Sky Harbor Airport Land Use Study and that they be provided with a copy of the final report. City will provide Steering Committee with all relevant information regarding Aviation-owned properties within the Eastlake Park neighborhood boundaries.	Knowledge	■		
	16	Provide Master developer services to accelerate Plan implementation. Funding to be provided through grants, improvement districts, and other mechanisms.	Plans	■		




Elements	Actions					
			TOOLS	GOVERNMENT	BUSINESS	COMMUNITY
Mobility	17	Present Public Transit Recommendations to the Committee on the Future of Phoenix Transportation.	Knowledge	■		
	18	Complete a study on the most efficient methods for increasing bus service on 16th Street. Consider local bus routes and urban circulators.	Plan	■		
	19	Organize a coalition to support public transit service on 16th Street, including neighborhood associations, property owners, St. Luke's Medical Center, Ranch Market and Maricopa Public Health.	Partnership			■
	20	Identify a City of Phoenix owned property that could provide an interim use as a public parking lot for surrounding development, in compliance with the zoning ordinance.	Financing	■		
	21	Add creative wayfinding signage at the 12th Street light rail station.	Financing			■
	22	Provide for sale transit passes at Ranch Market and Maricopa Public Health.	Operations	■		
	24	Provide Steering Committee and Eastlake Park Neighborhood Association contact information to ADOT and request that they be notified of any public meetings involving the passenger rail plan along the Union Pacific Rail Line.	Knowledge			■
	25	Utilize Complete Streets Program on all newly constructed or retrofitted streets, especially 12th and 16th streets.	Operations	■		
Housing	26	Identify a multi-family housing investment within the area to include within the Consolidated Plan.	Financing	■		
	27	Engage Arizona State University on a plan for student housing appropriate for the Eastlake Park neighborhood.	Plan			■
	28	Hold a forum with faith based institutions to develop a strategy to increase the supply of high quality affordable housing and affordable day care services.	Knowledge			■
	29	Develop a Mixed Income housing demonstration project on Madison Street.	Financing			■
	30	Develop a "Phoenix Donut" mid rise housing demonstration project.	Financing			■
	31	Develop four Mixed Use housing demonstration projects on Washington St. and Jefferson St.	Financing		■	
	32	Hold a capacity building forum on Community Development Corporations and identify a lead non-profit to focus on affordable housing in the Eastlake Park neighborhood.	Knowledge			■
	33	Engage Arizona Department of Environmental Quality and Environmental Protection Agency on indoor air quality measurement and vapor intrusion mitigation assistance.	Knowledge			■
	34	Partner with non-profit organizations and businesses to renovate or rehabilitate a minimum of 3 single-family houses.	Partnership			■
	35	Pursue Choice Neighborhoods Program to redevelop public housing at 14th Street & Monroe Street and at 18th Street & Adams Street.	Partnership	■		





EASTLAKE PARK Action Plan 2015-2020

Elements	Actions		 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY
Health	36	Continue block watch and provide patrols at least 3 evenings per week.	Plan			■
	37	Write a grant application for a community-based food source, such as the United States Department of Agriculture Community Food Projects Competitive Grants Program.	Plan			■
	38	Provide a stop for the Fresh Express mobile grocery.	Partnership			■
	39	Identify corporate sponsors or other method for providing resources to replace street lights with LED bulbs.	Partnership			■
	40	Evaluate the need for high visibility crosswalks at 12th and Washington Streets and Jefferson and 14th Streets and Washington and Jefferson Streets and install where needed.	Plan	■		
	41	Pursue partnerships with Banner Health, Maricopa County Public Health, St. Luke's Medical Center and other organizations on providing additional free health screenings, referrals, and other preventative healthcare at Shaw Elementary.	Operations			■
Green Systems	42	Evaluate and modify utility spacing standards to allow planting of shade trees that grow to full size.	Codes	■		
	43	Research modifications to stormwater regulations to allow on-site retention to be provided within adjacent right of way.	Codes	■		
	44	Research methods to eliminate the need for a revocable permit for shade structures in the right of way or identify ways to streamline revocable permits.	Codes	■		
	45	Hold a community tree planting event.	Partnership			■





Elements	Actions	 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY	
Economic Development	46	Provide an overview of Government Property Lease Excise Tax (GPLET) and impacts as related to possible expansion of Central Business District to Steering Committee and hold forums with affected neighborhoods.	Knowledge	■		
	47	Sponsor an Adopt a Street for Jefferson Street.	Partnership		■	
	48	Identify City owned properties appropriate to develop and rezone to the Walkable Urban Code.	Plans	■		
	49	Identify and issue Requests For Proposals for City-owned properties that are appropriate to develop. Invite the Eastlake-Garfield Steering Committee Chair, EPNA Chairperson or designee, to serve on the selection panel.	Operations	■		
	50	Renovate one church.	Financing			■
	51	Write a grant for enhanced school enrichment activities and community improvement projects at Shaw Elementary.	Financing			■
	52	Pursue partnerships with banks, credit unions and non-profits on financial education classes for parents at Shaw Elementary, Eastlake Park Community Center, or other institution.	Partnership			■
	53	Organize 3 neighborhood clean ups.	Partnership			■
	54	Engage small business incubators on methods for increasing access to entrepreneurship services for District residents.	Partnership			■
	55	Complete 10 community events at Eastlake Park Community Center, such as education tax credit drives, tax return assistance, and voter registration drives.	Partnership			■
	56	Pursue partnerships with District employers to provide information about jobs, internships, and apprenticeships at Eastlake Park Community Center.	Partnership			■
	57	Pursue partnerships with workforce development agencies to provide information about training opportunities, resume writing and interview classes at Eastlake Park Community Center.	Partnership			■
	58	Write a federal grant to improve economic conditions, including the Promise Zone program.	Financing	■		
	59	Pursue partnerships to provide Shaw Elementary students with free access to three educational destinations including the Phoenix Children's Museum, and the Arizona Science Center.	Partnership			■
60	Hold a forum with the Eastlake-Garfield Steering Committee, EPNA Chairperson, Downtown Phoenix Inc. and Discovery Triangle on ideas for mutually beneficial partnerships.	Knowledge			■	





GARFIELD NEIGHBORHOOD Action Plan 2015-2020

Elements	Actions		 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY
Land Use	1	Hold a property owner forum on the Walkable Urban (WU) Code.	Knowledge	■		
	2	Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Codes	■		
	3	Identify code violations and issue notices to property owners.	Codes	■		
	4	Draft design guidelines to encourage development consistent with the historic character of the neighborhood.	Codes	■		
	5	Add Eastlake-Garfield Steering Committee Chair or designee to zoning notification system.	Operations	■		
	6	Encourage Eastlake-Garfield Steering Committee to monitor all zoning hearings.	Partnership			■
	7	Hold 3 community events at Verde Park.	Partnership			■
	8	Engage the land use law community to develop methods for strengthening the historic preservation ordinance, consistent with the recommendations in the Preserve Historic PHX plan.	Knowledge	■		
	9	Complete 3 beautification projects, such as murals, colorful building repainting and tree planting.	Partnership			■
Mobility	10	Complete a study on the most efficient methods for increasing bus service on Roosevelt Street including local buses and an urban circulator.	Plan	■		
	11	Organize a coalition to support public transit service on Roosevelt Street including Ranch Market, Maricopa Public Health, and Banner Medical Center.	Partnership			■
	12	Add shade trees and / or bus shelters at stops along Roosevelt Street as needed.	Operations	■		
	13	Partner with the Garfield Organization and other organizations to distribute transit information.	Operations			■
	14	Provide for sale transit passes and information at neighborhood markets.	Operations			■
	15	Identify opportunities to add bike share stations at neighborhood nodes.	Plan		■	
Economic Development	16	Pursue partnerships with banks, credit unions and nonprofits on financial education classes for parents at Garfield School.	Partnership			■
	17	Organize 3 neighborhood clean ups.	Partnership			■
	18	Create education materials for small businesses and entrepreneurs to promote the allowed uses in the Arts and Culture overlay.	Knowledge			■
	19	Identify and reduce zoning and licensing barriers for temporary and mobile retailers and restaurants.	Codes	■		
	21	Complete 10 community events at the Garfield Organization, such as education tax credit drives, tax return assistance, and voter registration drives.	Partnership			■
	22	Create marketing materials for development areas in partnership with property owners.	Knowledge	■		
	23	Write one federal economic development grant, such as the Promise Zone program.	Financing	■		
	24	Pursue partnerships to provide Garfield Elementary students with free access to three educational destinations including the Phoenix Children's Museum, and the Arizona Science Center.	Partnership			■
	25	Partner with major employers, such as Banner Medical Center, Arizona State University Downtown, The University of Arizona Downtown Biomedical Campus, and St. Luke's Medical Center to educate residents about employment opportunities using the Garfield Organization social media newsletter.	Partnership			■





Elements	Actions	 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY
Housing	26 Issue an RFP to develop a housing demonstration project consistent with the scale and historic architectural character of Garfield and that demonstrates a best practice implementation of the Walkable Urban Code. Invite multiple departments and the Garfield Organization chair to serve on the evaluation panel.	Financing	■		
	27 Develop two single family houses that are consistent with the scale and historic architectural character of Garfield and that demonstrate a best practice implementation of the Walkable Urban Code.	Financing	■		
	28 Engage Arizona Department of Environmental Quality and Environmental Protection Agency on indoor air quality measurement and vapor intrusion mitigation assistance.	Knowledge			■
	29 Renovate 3 houses.	Partnership			■
	30 Work with Arizona State University to educate students about the importance of community involvement in urban historic neighborhoods.	Knowledge			■
Health	31 Continue the Block Watch program.	Partnership			■
	33 Hold a professional training forum on Healthy Corner store programs.	Knowledge			■
	34 Engage markets on 12th Street and Moreland Street and 10th Street and Pierce Street on opportunities to develop a Corner Grocery Store.	Financing		■	
	35 Develop a Corner Grocery Store.	Financing			■
	36 Identify sponsorships and other opportunities to replace street lights with LED bulbs.	Partnership			■
	37 Pursue a joint use agreement with Garfield Elementary School for public recreation.	Partnership	■		
	38 Develop a plan to adaptively reuse vacant buildings at Verde Park with a use and design that complements the park and is consistent with its historic character.	Financing	■		
	39 Develop a plan to renovate existing Verde Park building to add a community meeting space that mitigates noise from adjacent recreation use, such as a folding partition wall.	Plan	■		
	40 Evaluate and install enhanced crosswalks at 7th and Roosevelt Streets and 7th and Fillmore Streets if appropriate.	Financing	■		
	41 Pursue partnerships with area healthcare providers and schools to receive and disseminate information about healthcare services and events to residents.	Partnership			■
Green Systems	43 Write a Green Infrastructure grant to fund stormwater facilities on 13th street.	Financing	■		
	44 Hold a community tree planting event.	Partnership			■





VAN BUREN CORRIDOR Action Plan 2015-2020

Elements	Actions		 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY
Land Use	1	Hold a property owner forum on the Walkable Urban Code and the Infill Development Area.	Knowledge	■		
	2	Create regulating plan for the corridor.	Plan	■		
	3	Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Codes	■		
	4	Expand Infill Development Area to rezoned properties.	Plan	■		
	5	Write a grant for historic US 60 markers.	Financing	■		
	6	Amend the Zoning Ordinance to encourage the preservation of vintage signs.	Codes	■		
	7	Identify code violations and issue notices to property owners.	Codes	■		
	8	Add Eastlake-Garfield Steering Committee Chair or designee to zoning notification system.	Operations	■		
	9	Encourage Steering Committee to monitor all zoning hearings.	Partnership			■
	10	Create a fact sheet and procedural guide on establishing Improvement Districts.	Knowledge	■		
	11	Hold a property owner forum on Improvement Districts for financing enhanced infrastructure and services.	Knowledge	■		
	12	Hold a festival, such as a Cyclovia.	Partnership			■
	13	Complete 3 beautification projects, such as murals, colorful building repainting and tree planting.	Partnership			■
	14	Develop a Standard Plan for a flexible mixed use building concept that responds to market conditions and fits on Van Buren Street's shallow lots.	Plan	■		
	15	Complete a Water / Sewer infrastructure needs assessment.	Plans	■		
	16	Create marketing materials for development areas in partnership with property owners.	Knowledge	■		
Economic Development	17	Provide an overview of Government Property Lease Excise Tax and impacts as related to possible expansion of Central Business District to the Steering Committee.	Knowledge	■		
	18	Sponsor an Adopt a Street for Van Buren Street.	Partnership		■	
	19	Organize 3 graffiti and litter clean ups.	Partnership			■
	20	Identify and reduce zoning and licensing barriers for temporary and mobile retailers and restaurants.	Codes	■		
	21	Write a grant to fund a business incubator.	Financing			■
	22	Write three federal grants, including the Promise Zone program.	Financing	■		
	23	Rehabilitate one commercial façade with Community Development Block Grant storefront funds or other source.	Financing	■		
Housing	24	Develop a Mixed Income housing demonstration project.	Financing		■	
	25	Develop a Mixed Use housing demonstration project.	Financing		■	
	26	Rehabilitate a multi-plex apartment east of Sidney P Osborn.	Financing			■
	27	Write a Choice Neighborhood Planning Grant to redevelop Sidney P Osborn Public Housing and Krohn East into a mixed use and mixed income community.	Financing	■		

Elements	Actions		 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY
Health	28	Provide block watch patrols at least 3 evenings per week.	Partnership			■
	30	Hold a professional training forum on Healthy Corner store programs and identify a lead non-profit to develop a program in Eastlake-Garfield.	Knowledge			■
	31	Engage markets, convenience stores, and vacant building owners between 12th Street and 16th Street on developing a Healthy Corner Store.	Knowledge			■
	32	Develop a Corner Grocery Store.	Financing		■	
	33	Evaluate and install enhanced crosswalks at 11th Street and 16th Street if appropriate.	Financing	■		
	34	Install colored paving or enhanced demarcation on Van Buren Street between the 12th Street jog as a pedestrian crossing zone with any resurfacing projects.	Financing			■
Green Systems	35	Evaluate and modify utility spacing standards to allow planting of shade trees that grow to full size.	Codes	■		
	36	Reform stormwater regulations to allow on-site retention to be provided within adjacent right of way.	Codes	■		
	37	Create standard construction details for Tree Pocket concept.	Plans	■		
	38	Research methods to eliminate the need for a revocable permit for shade structures in the right of way or identify ways to streamline revocable permits.	Codes	■		
	39	Hold a professional training forum on financing methods for Green Infrastructure, including the Water Infrastructure Financing Authority.	Financing	■		
	40	Write two Green Infrastructure grants.	Financing			■
Mobility	41	Complete preliminary engineering that identifies utility conflicts and cost estimates for the Complete Street concept.	Plan	■		
	42	Create a fact sheet about the Complete Street Concept for property owners.	Knowledge	■		
	43	Hold a property owner workshop on the Complete Street concept.	Knowledge	■		
	44	Initiate NEPA environmental planning for the Complete Street concept if federal funding is needed to complete improvements.	Plans	■		
	45	Write a federal grant for the Complete Street concept if federal funding is needed to complete improvements.	Financing	■		
	46	Complete a study on the most efficient methods for increasing bus service, including local buses and Urban Circulators.	Plan	■		
	47	Organize a coalition to support improved public transit service on Van Buren Street, including neighborhood associations, Van Buren Civic Association, and St. Luke's Medical Center.	Partnership			■
	48	Provide for sale transit passes at St. Luke's Medical Center.	Operations			■

EDISON PARK Action Plan 2015-2020

Elements	Actions		 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY
Land Use	1	Engage St. Luke's Hospital on the Walkable Urban Code and the Infill Development Area.	Knowledge	■		
	2	Create a regulating plan and rezone commercial properties to the Walkable Urban Code.	Plan	■		
	3	Expand Infill Development Area to rezoned properties.	Plan	■		
	4	Add Eastlake-Garfield Steering Committee Chair or designee to zoning notification system.	Operations	■		
	5	Encourage Steering Committee to monitor all zoning hearings.	Partnership			■
	6	Create a fact sheet and procedural guide on establishing Improvement Districts.	Knowledge	■		
	7	Hold a property owner forum on Improvement Districts for financing enhanced infrastructure and services.	Knowledge	■		
	8	Complete 2 beautification projects, such as murals, colorful building repainting and tree planting.	Partnership			■
	9	Complete a Water / Sewer infrastructure needs assessment.	Plans	■		
Mobility	10	Complete a study on the most efficient methods for increasing public transit services, including local buses and urban circulators, on Roosevelt Street.	Plan	■		
	11	Provide for sale transit passes at St. Luke's Medical Center, Maricopa Public Health, and Ranch Market.	Operations			■
Economic Development	12	Engage Goodwill and other institutions on a strategy to provide a middle-skill business incubator for retailers, restaurants, daycare and other daily living amenities.	Financing			■
	13	Pursue partnerships with banks, credit unions and nonprofits on financial education classes for parents at Edison Elementary School.	Partnership			■
	14	Organize 3 graffiti and neighborhood clean ups.	Partnership			■
	15	Identify and reduce zoning and licensing barriers for temporary and mobile retailers and restaurants.	Codes	■		
	16	Write 2 federal grants, including the Promise Zone program.	Financing	■		
	17	Pursue partnerships to provide Edison students with free access to three educational destinations, such as museums and the zoo.	Partnership			■

Elements	Actions		 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY
Housing	18	Apply for a Choice Neighborhoods Planning Grant to plan the redevelopment of Luke-Krohn, Sidney P Osborn and Krohn East into mixed income housing.	Financing	■		
	19	Develop a Mixed Use housing demonstration project.	Financing		■	
	20	Engage Arizona Department of Environmental Quality and the EPA on indoor air quality measurement and vapor intrusion mitigation assistance.	Knowledge			■
Health	21	Organize a walking club to provide block watch patrols at least 3 evenings per week.	Partnership			■
	22	Assess Edison Park and make equipment repairs as needed.	Financing	■		
	23	Write a grant to add walking path at Edison Park through the FitPHX program.	Financing			■
	24	Engage Baiz Market to encourage WIC and SNAP to be accepted.	Partnership			■
	25	Complete a plan to renovate Edison Park, in consultation with Luke-Krohn residents.	Plan	■		
	26	Identify a City-owned property that can be used as a temporary pop-up park and pursue partnerships to fund improvements.	Partnership			■
	27	Evaluate and install a HAWK signal at 16th Street and Portland Street and 16th Street and McKinley Street if appropriate.	Financing	■		
	28	Evaluate and install a traffic calming improvement at the intersection of 20th Street and Roosevelt Street if appropriate.	Financing	■		
	29	Pursue partnerships with Banner Health, Maricopa County Public Health, St. Luke's Medical Center and other organizations to provide free health screenings, referrals, and other preventative healthcare at Edison Elementary School.	Partnership			■
G.S.	30	Hold a professional training forum on financing methods for Green Infrastructure, including the Water Infrastructure Financing Authority.	Financing	■		
	31	Research the opportunity to develop a combined heat/power energy source and micro grid to serve St. Luke's Medical Center and City-owned housing.	Plan			■