

27TH AVENUE

To Do List

A diverse group of neighborhood leaders and residents came together for the express purpose of improving their neighborhood. In 2016, the neighborhood organized as the newest participant in the Violence Impact Project (VIP); the VIP Coalition, as it became known, convened all applicable city departments to provide a seamless and comprehensive approach to crime prevention and blight mitigation in the area surrounding 27th Avenue from Indian School Road to Dunlap Avenue. Over the next two years, their actions were very successful, and the coalition eventually began thinking more broadly about their vision for the next 10 years and beyond.

Through collaboration with the VIP Coalition, the City of Phoenix Planning and Development Department developed a Planning Toolkit to allow the neighborhood to define its own vision and action plan. The toolkit included instructions and all of the materials (including maps) needed to convene and facilitate a strategic planning process. The neighborhood then facilitated the meetings to: articulate their vision for the 27th Avenue corridor; identify the areas they would like to see redeveloped, retrofitted, or stabilized through reinvestment; and explore opportunities for partnerships and actions that can make progress toward the vision.

The 27th Avenue To Do List was developed by the community with assistance by the Planning and Development Department. The plan applies to the area from 23rd Avenue to 29th Avenue and from Indian School Road to Dunlap Avenue.

27TH AVENUE

TO DO LIST

VISION:

An active, safe, and welcoming community with vibrant retail and sustainable housing

GOAL 1: INCREASE CURB APPEAL ALONG 27TH AVENUE THROUGH CORRIDOR BEAUTIFICATION

Strategy 1:

Encourage well-lit pedestrian connections to business entryways throughout the 27th Avenue Corridor.

Strategy 2:

Encourage high quality landscape and streetscape treatments along 27th Avenue, such as signage, facade improvements, and landscaping to create a safe and welcoming pedestrian environment.

GOAL 2: CREATE A VIBRANT AND CONNECTED COMMERCIAL CORRIDOR THAT SERVES NEARBY NEIGHBORHOODS

Strategy 1:

Encourage safe, frequent, and shaded pedestrian crossings between neighborhoods, commercial retail, and restaurant land uses.

Strategy 2:

Encourage the development of gathering spaces throughout the 27th Avenue corridor.

Strategy 3:

Partner with 19North on projects, programs, and initiatives to build synergies amongst the two commercial corridors and with the planned redevelopment of Metrocenter.

Strategy 4:

Facilitate coordination between businesses through the North Ocotillo Business Alliance and the D27 Business Alliance for their respective target areas and encourage collaboration amongst the two groups.

GOAL 3: COMMUNICATE AND ADVOCATE FOR HIGH QUALITY DEVELOPMENT AND REINVESTMENT

Strategy 1:

Develop a Neighborhood Identity that includes the Canyon Corridor as an International District.

Strategy 2:

Establish a marketing plan and strategy to engage partner organizations on meaningful projects.

Strategy 3:

Promote and leverage available tools, programs, and incentives to advance the vision for a vibrant 27th Avenue.

Strategy 4:

Continue implementing the recommendations contained in the VIP Coalition Action Plan assembled by the Neighborhood Services Department.

OPPORTUNITY AND ASSET MAP LEGEND

-  Neighborhood Identified Assets
-  Redevelopment Opportunity
-  Retrofit Opportunity

DUNLAP

- Support the redevelopment of the fmr. El Caro golf course
- Support and facilitate the redevelopment/reuse of the former K-Mart
- Beautify 27th Ave and I-17 interchanges
- Support reinvestment in Metrocenter as a walkable urban center
- Facilitate neighborhood identity projects, such as street sign toppers

NORTHERN

- Support street landscaping at Fire Dept. parking lot
- Facilitate neighborhood identity projects, such as street sign toppers
- Support reinvestment in businesses on Northern Avenue

GLENDALE

- Complete tree replacement in city landscaping areas
- Facilitate a front yard beautification project for homes fronting 27th Avenue
- Facilitate neighborhood identity projects, such as street sign toppers
- Implement pedestrian safety improvements at Bethany Home and 27th Avenue

BETHANY HOME

- Implement pedestrian safety improvements at Bethany Home and 27th Avenue
- Facilitate neighborhood identity projects, such as street sign toppers
- Support reinvestment and retrofit of strip malls
- Support redevelopment and reinvestment near Grand Canyon University

CAMELBACK

- Facilitate neighborhood identity projects, such as street sign toppers
- Support reinvestment and retrofit of strip malls
- Support and facilitate sustainable housing and workforce development projects
- Support the efforts of the D27 Business Alliance

INDIAN SCHOOL

