



CITY OF PHOENIX
PLANNING &
DEVELOPMENT DEPARTMENT
2015

Table of contents

Acknowledgements page 5
 Message from Councilman Bill Gates pages 6-7
 Executive Summary / Highlights page 8
 Context and boundaries page 9
 Assets pages 10-11
 History pages 12-14
 What’s Happening Now page 15
 Public Outreach pages 16-17
 Current State pages 18-19
 Vision page 20
 Focus Areas page 21
 Design / Branding
 Circulation
 Land Use
 Mapping Exercise pages 22-28
 Description of mapping exercise
 Mapping results by phase
 This is Just the Beginning page 29
 Links to external reports and studies page 29
 ULI AZ Tap
 ASU Graduate Report
 Draft Neighborhood Flyer

Acknowledgements

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MESSAGE FROM COUNCILMAN BILL GATES:



I pose a question: How can we, as a community, work together and help North 32nd become a thriving area of business and community that promotes a sense of place and improves quality of life for area residents?

North 32nd is an area ripe for revitalization. While the State Route 51 has taken traffic away from the once heavily traveled corridor, our great residential community remains. Over the past two years, North 32nd has seen some great success and new businesses, such as 32 Shea, Jambo, and The Rock at 32nd Street / Genesis Church, just to name a few. North 32nd is an ideal location for both residents and businesses looking to be centrally located and close to almost everything. We are surrounded by the beautiful Phoenix Mountain Preserves, parks and recreation areas, great businesses and have quick access to the entire Valley.

The North 32nd Policy Plan is the result of input from an ASU Graduate Student Study, Urban Land Institute Technical Assistance Panel recommendations, and numerous community meetings and input, but it's only just the beginning. Working together we can continue to improve the corridor and North 32nd

will become its own destination. I've included a few items on my wish list – as a community member, what is on yours?

Councilman Gates' North 32nd Wish List:

- Thriving North 32nd Working Community Group – Subcommittees included
- North 32nd Business Coalition
- Branding throughout the corridor on street lights and poles
- Access for recreation from Dreamy Draw all the way north to the Reach 11 Complex
- Full occupancy with new residential and business in existing strip malls and on vacant parcels
- Updated and increased landscaping promoting walkability

I look forward to your involvement in North 32nd. And as always, please contact my office for additional information or to get involved at 602-262-7441 or Council.District.3@phoenix.gov.

Sincerely,

Councilman Bill Gates



Executive SUMMARY



The North 32nd Street Corridor (North 32nd) is a citizen driven effort to improve the conditions along North 32nd Street. The Corridor is approximately eight miles, from the north side of Phoenix Mountain Preserve to the Loop 101 Freeway. For many years, North 32nd Street was the main north-south transportation corridor in north central Phoenix. Before State Route 51, there were 58,000 vehicle trips per day. After the State Route 51 was completed, the vehicle trips per day dropped to 21,000; a difference of 37,000 vehicle trips per day. The completion of State Route 51 from Northern Avenue to the Loop 101 Freeway impacted the traffic and business characteristics along North 32nd. Residents and businesses in the area are interested in revitalizing the land uses along North 32nd to upgrade the number and types of businesses by increasing visitation and to improve the amenities available for residents of the area.

Recognizing the unique conditions along North 32nd, Phoenix Vice Mayor Jim Waring and Councilman Bill Gates formed a coalition of area business leaders and residents to study and make recommendations about improving these conditions along North 32nd. This coalition, the North 32nd Working Group, started meeting in the spring of 2012 and formed three subcommittees to focus on specific issues within the entire focus area. In addition, reports related to North 32nd were provided by Arizona State University and the Urban Land Institute Technical Advisory Panel. The Working Group subcommittees: Branding and Events, Transportation and Street Improvements, Land Use have met several times and have developed a number of recommendations and ideas that have directly contributed to this policy plan. The goal of the Branding and Events

subcommittee is to promote the area's unique character through marketing, branding, and community events. The Transportation and Street Improvement subcommittee will identify public property in need of repair and encourage private property improvements. The Land Use subcommittee will recommend improvements to city processes, regulations, and enforcement, while also providing feedback to future land use improvements and entitlement changes.

Limited municipal funding is available at this time. The City of Phoenix will continue to seek out funding sources to help facilitate revitalization within North 32nd. This Plan is the beginning of revitalizing the area. Both residents and businesses need to work towards the common goal of revitalizing North 32nd. To find out how to get involved, please contact the Council District 3 office at 602-262-7441.

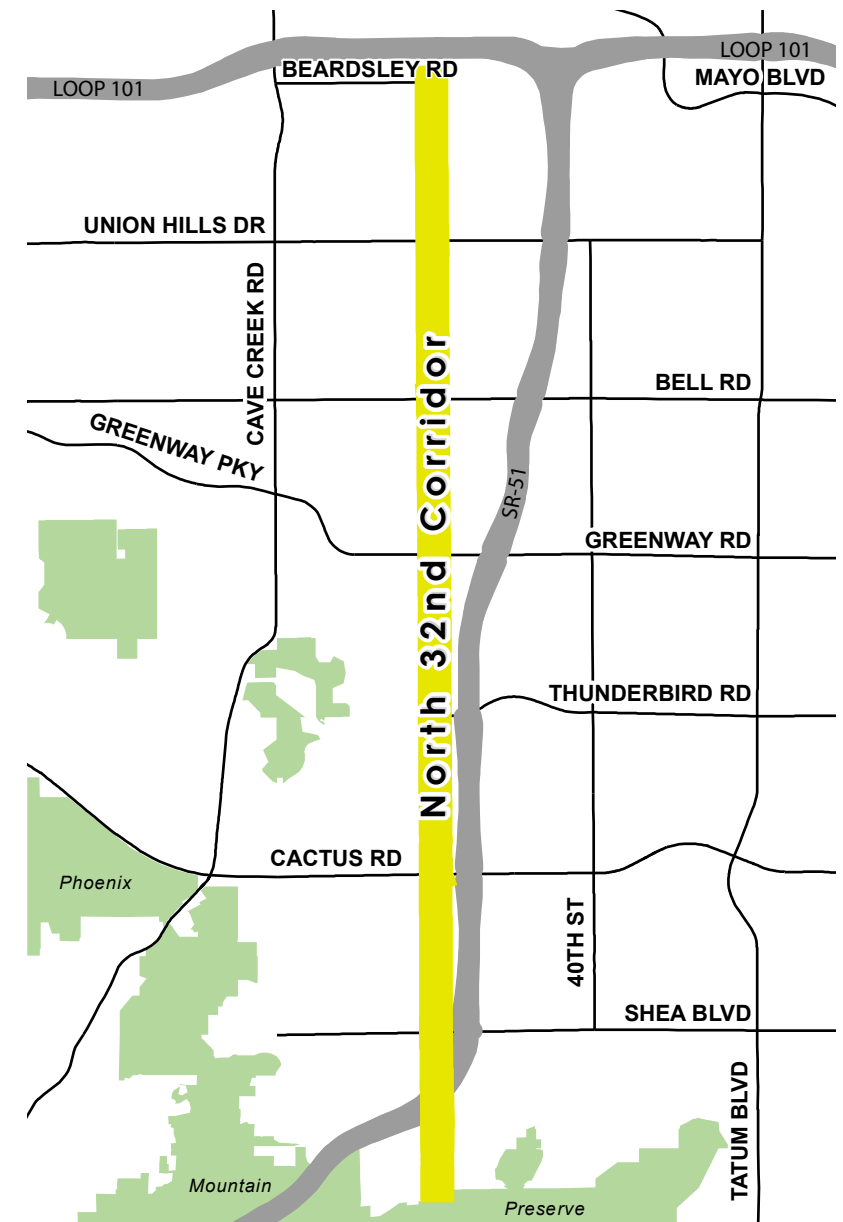


CONTEXT & BOUNDARIES

Primarily along North 32nd are single family and multifamily residential dwelling units. At each of the major intersections are commercial retail centers. Within, or in close proximity, are public parks and the Phoenix Mountain Preserve.

North 32nd boundaries include the Phoenix Mountain Preserve to the south, Loop 101 to the north, 28th Street to the west, and 36th Street / State Route 51 to the east.

North 32nd BOUNDARY MAP



ASSETS:

There are numerous assets within North 32nd. The existing transportation infrastructure provides excellent access to the area. The Piestewa Freeway (State Route 51) provides easy vehicular access to and from the area. There are several different bus routes that service the area, from the local bus routes up to the Express/RAPID Dreamy Draw transit station located at Shea Boulevard and State Route 51. There are future plans for a Metro light rail extension to the Paradise Valley Mall area with a stop near the Dreamy Draw transit station to be completed in 2032. However, further studies are needed to determine the details of this extension.

In close proximity to the Corridor are several public parks; Palomino Park, Venturoso Park, Reach 11 Sports Complex, Roadrunner Park, Altadena Park, Christy Cove Park and the Phoenix Mountain Preserve. All offer excellent recreational outlets for neighborhood residents and visitors.

The housing stock within North 32nd is diverse. The character is primarily single-family residential with small pockets of multifamily residential dwelling units. The neighborhoods are generally well maintained and attractive with no signs of distress. Overall, the residential areas are established and stable making

the area a desirable place to live.

Each of the major intersections has a strong commercial presence with varying different degrees of size and scale. The major employers in the area are the Maricopa County Community College District, Pro Serve Commercial Cleaning, Frys Food Stores, Paradise Valley Unified School District 69 and the Hubbard Family Swim School.

There are active neighborhoods associations, block watches and community groups within the Corridor. They include the Cactus Sweetwater Block Watch, Cactus Neighborhood Association, Kiva Dos Block Watch, Palomino Community Power, Northeast Phoenix Neighborhood Action Alliance, Paradise Valley Oasis Neighborhood Block Watch, The Phoenix Elks Lodge No. 335, North 32nd Street Working Group and The Rock at 32nd Street.

At the southeast corner of Union Hills and North 32nd Street is the Paradise Valley Community College. The college was founded in 1985 and has grown from a per-semester enrollment in 1987 of 3,700 to over 9,951 today. From a historical standpoint, enrollment growth is 2-7% each semester. The college offers a diverse education curriculum to help students achieve their career goals.



32ND STREET CORRIDOR

THE EARLY HISTORY



1918. General Map of the Paradise-Verde Irrigation District. The canal on 32nd Street is shown as existing. Maricopa County Recorder.



Sunnyside School circa 1960. Courtesy of the Paradise Valley Unified School District.

After the end of World War II, the city of Phoenix experienced a population boom, but North 32nd remained mostly untouched until the mid-1960s. Unlike other places in the valley, all efforts to secure water rights in the Paradise and Deer Valley areas failed and 90,000 acres of land remained dry until infrastructure expansion began in 1959.

In the late 1890s all efforts to develop the Rio Verde Canal failed, but by 1913, settlers had again organized to develop the Rio Verde dam and canal to bring water to Paradise and Deer Valleys. In 1918, they became the Paradise Verde Irrigation District and shares of stock [water rights] were sold to hundreds of investors and settlers. It is said that two farmers and homesteaders, James A. Shea and Harvey Bell, helped form the district. Shea

Boulevard and Bell Road are named after them. Getting to North 32nd Street from Phoenix was no easy feat and the only routes were Cave Creek Road and Tatum Boulevard. In 1911, without easy access to schools, the pioneer families set out to organize the first one-room school, located one half mile east of North 32nd Street and on Cactus Road.

With the prospect of irrigation, the Sunnyside School District opened a school in 1918, on the north side of Greenway Road at North 32nd Street and Greenway Road. In 1930, the Nisbet family donated 2 1/2 acres of their homestead [Greenway Road and 30th Street] to the district, where the Greenway Middle School is today. Nisbet Road is named after the family.

For twenty years homesteaders believed in the canal project, but in 1933, after one of the worst droughts in Arizona, Camp Verde's opposition

to the dam, and years of legal disputes with the Salt River Water Users Association over water rights, the district failed to materialize. A detail of the district's map and survey filed with the County Recorder in 1918 shows a canal that would have brought water along North 32nd Street. No water ever flowed in it.

Without irrigation, only a few horse and cattle ranches remained in the area until 1952 when the first parcel of land was platted as Charter Oak Park, a large 1/3 acre lot subdivision located north of Cactus Road west of North 32nd Street, these were large 1/3 acre parcels with enough space for a horse.

Development continued slowly until the construction of a new road through Dreamy Draw mountain pass allowing water and sewer lines to reach the north valley. By 1959, low cost residential subdivisions took off, such as the Melrose Paradise in 1961, at Cholla and North 32nd Streets, and the largest and most ambitious, Paradise Valley Oasis, with several plats, starting with two subdivisions opening in 1962 on 32nd Street at Emile Zola Avenue, south of Shea Boulevard.

The biggest event on North 32nd Street came on May 10, 1962 when the Paradise Hills Shopping Center opened on 8.7 acres, with 24 stores. Over the years, many locally owned businesses settled on North 32nd Street, but the longest family owned business to this day is The Western Ranchman, owned by the Francisco family for almost 50 years, opening in 1966. In the early years The Ranchman held cattle auctions and was a feed store serving the ranching community.

By 1979, North 32nd was surrounded by residential subdivisions, many facing directly on North 32nd Street, and commercial development consisted of mostly small locally owned businesses. Although a few strip malls opened during the mid 1980s, they were typically at intersections and the mid-block character and size of businesses remained constant.

The construction of the Paradise Valley Community College by the Maricopa County Community College District accelerated development north of Bell Road which was on the way to becoming a large scale commercial street, with several auto malls. Overbuilding in the north valley during the 1980-90s and the opening of the 101 Freeway and State Route 51 were some of the causes that redirected customers away from the North 32nd Street Corridor.

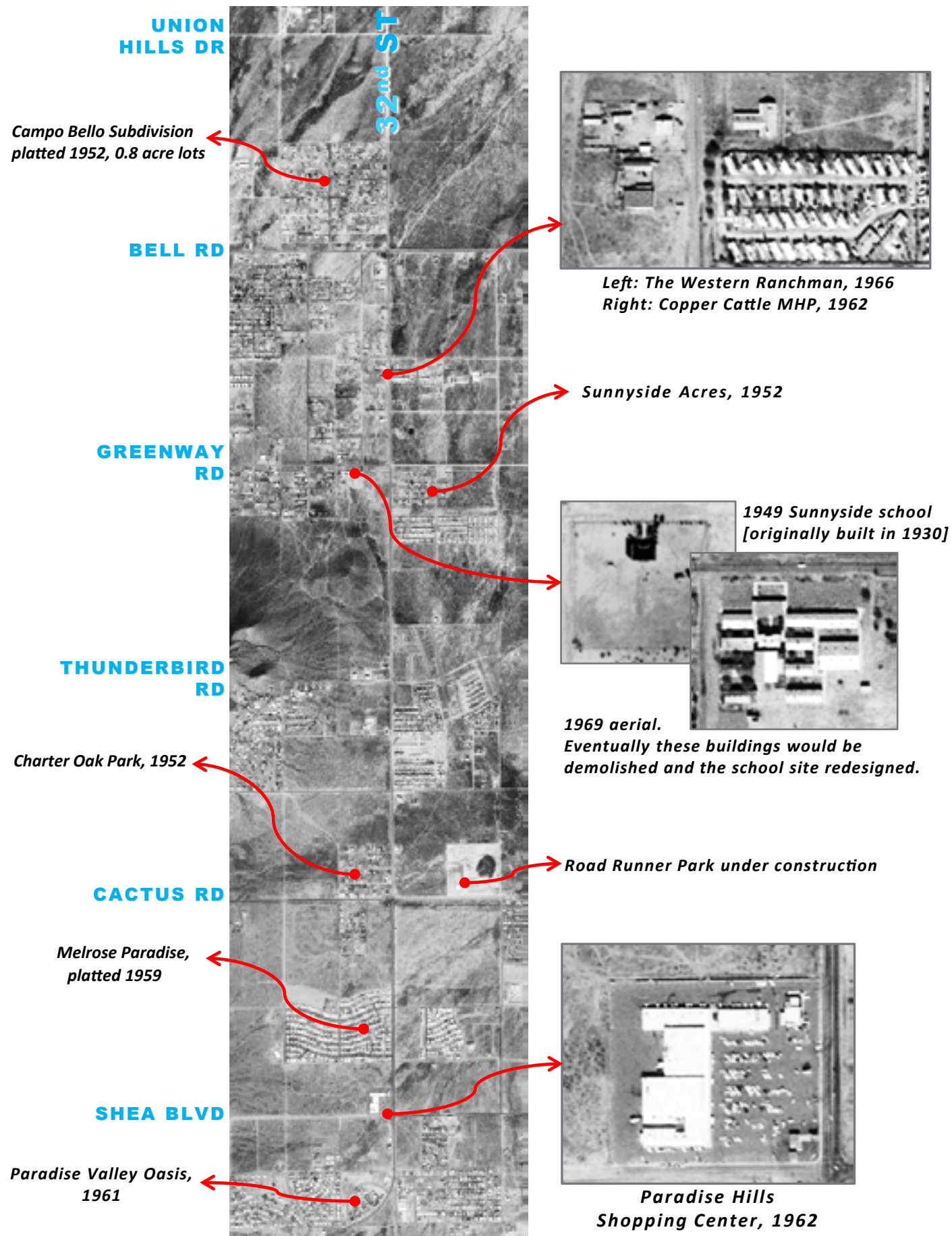


Paradise Hill Grand Opening, May 10, 1962. Arizona Republic.



Courtesy of The Western Ranchman

32nd STREET CORRIDOR March 1969 Aerial Photograph, Maricopa County



This is What's Happening **NOW:**

Since the formation of the North 32nd Street Working Group, here is a sampling of the improvements that have occurred within North 32nd:

- Original Breakfast House at the southeast corner of North 32nd Street and Thunderbird Road.
- NextCare Urgent Care opened at the southeast corner of North 32nd Street and Greenway Road (3229 East Greenway Road).
- Building elevation improvements to the northwest corner of North 32nd Street and Shea Boulevard.
- The commercial center at the southeast corner of North 32nd Street and Thunderbird Road housing the Rock at 32nd Street and Genesis Church, is fully occupied.
- Jabz Boxing located north of the northwest corner of North 32nd Street and Shea Boulevard.
- Rezoning on the north side of BASIS Charter school to allow 31 single-family residential dwelling units.
- A new health club, YouFit, in the commercial center at the northwest corner of North 32nd Street and Shea Boulevard.
- "at Home" occupies the entire building at the southeast corner of North 32nd Street and Cactus Road.
- Sunday Cycles bike shop has opened at the shopping center north of the northwest corner of North 32nd Street and Shea Boulevard relocated from North 32nd Street and Bell Road.
- 32 Shea has expanded their patio dining area.
- A new Walgreens with a drive through window is proposed at the northwest corner of North 32nd Street and Shea Boulevard.

Future city improvements to the area include road improvements to Shea Boulevard between State Route 51 and North 32nd Street, a road diet for North 32nd, and branding signs at the entrances to the corridor on light poles. The Shea Boulevard improvement project will re-purpose the 1/8th mile corridor of Shea Boulevard by reducing the curb width to approximately 64 feet from the existing width of 94 feet. The horizontal adjustment of such curb reductions of roadway width will require a vertical profile adjustment to accommodate a five lane section for the length of the 1/8th mile corridor. The project involves adding bike lanes in both directions along with constructing detached and wider sidewalks. This new corridor

segment would transition from North 32nd Street and State Route 51. The anticipated construction start date for this project is January 2016.

The road diet calls for the removal of one vehicular northbound travel lane and addition of bike lanes on both sides of North 32nd Street between Shea Boulevard and Hartford Avenue. The project includes a microseal of North 32nd Street from Hartford Avenue to Shea Boulevard except between Greenway and Thunderbird Road which will receive a rubber overlay. This project will be completed in the spring of 2015. The poor quality of the roadway between Thunderbird Road and Greenway Road requires the street to be milled and resur-

faced with rubberized asphalt. The project also includes modifications to several traffic signal poles and the addition of traffic cameras at several intersections.

The Phoenix Office of Arts and Culture's Public Art Program will select artists to work with the community to design artworks to be attached to light poles along 32nd Street, from Shea Boulevard to Bell Road in north Phoenix. The artwork will bolster the visual identity of the area. The design process is expected to begin in the spring of 2015 and coincide with other revitalization efforts throughout the corridor.

Public OUTREACH

WORKING GROUP FORMED IN SPRING 2012

4/8/12 - North 32nd Street working group meeting
 6/25/12 - Meeting with community members re: North 32nd Street area plan and restaurants
 6/26/12 - North 32nd Street Working Group meeting
 8/21/12 - Meeting with North 32nd Street Subcommittee Leaders
 8/26/12 - Meeting re: North 32nd Street Revitalization
 9/17/12 - North 32nd Street Working Group Meeting
 9/25/12 - Staff meeting re: North 32nd street improvements and revitalization
 11/13/12 - North 32nd Street Working Group meeting
 12/17/12 - Staff meeting re: North 32nd street corridor plan
 12/18/12 - Staff meeting to discuss North 32nd street
 12/19/12 - Staff meeting re: arts and culture opportunities on North 32nd street
 1/16/13 - Council District 3 staff meeting to discuss North 32nd street
 2/5/13 - Meeting with North 32nd street subcommittee members
 2/11/13 - Meeting re: 32nd street working group
 2/27/13 - North 32nd street roundtable event
 10/9/13 - North 32nd street revitalization group meeting
 1/30/14 - Staff meeting re: North 32nd street
 2/6/14 - North 32nd Street Pre-phase meeting (Genesis Church)
 2/10/14 - Staff meeting re: North 32nd Street
 2/13/14 - Tour of North 32nd street with city staff
 2/27/14 - North 32nd street Phase 1 Community Meeting
 3/24/14 - North 32nd Street Phase 2 Community Meeting
 4/21/14 - North 32nd Street Phase 3 Community Meeting
 6/16/14 - City staff meeting re: North 32nd Street
 9/30/14 - North 32nd Street Community Meeting re: draft plan
 10/22/14 - North 32nd Street Community Meeting re: draft plan

PUBLIC MEETINGS:

2/2/12 - Group meeting at Shadow Mountain Senior Center
 3/20/12 - Elks Lodge; open discussion on vision for North 32nd Street Corridor; Working groups formed
 4/16/12 - Land use subcommittee meeting ideas to city submitted at City Hall
 4/30/12 - Elks Lodge; Subcommittee presentations; Strategic Plan Group Discussion; ASU presentation
 6/20/12 - Land use subcommittee meeting with staff at City Hall
 9/17/12 - Working group meeting at The Rock
 11/13/12 - Working group meeting at BASIS school
 11/14/12 - Urban Land Institute Arizona Technical Assistance Panel (ULI AzTAP) tour
 11/15/12 - ULI AzTAP panel discussion
 11/26/12 - City staff meeting with Land Use Chair at City Hall
 12/6/12 - Land use subcommittee meeting with staff at Paradise Valley Community College
 2/11/13 - Working group meeting at The Rock; Arts & Culture presentation; logo adopted by group
 3/9/13 - Bike tour of the corridor with Vice Mayor Gates and others
 4/8/13 - Group meeting at Shadow Mountain Senior Center to discuss ULI findings
 10/9/13 - Group meeting at The Rock; Project update by Ray Dovalina (Street Transportation Dept), John Barker regarding the North 32nd Street Corridor Community Visioning draft, and G.A.I.N.; updates from subcommittees provided
 10/22/13 - City staff received draft master plan submitted and discussed with working members
 2/6/14 - Group meeting at The Rock to describe upcoming mapping exercise meetings to identify areas of stability, retrofit and change
 2/27/14 - Phase 1 Community meeting (32nd Street between SR51 and Sweetwater Avenue) in the cafeteria at the Shea Middle School (2728 East Shea Boulevard). Project overview (history, ULI/ASU/Subcommittee report) and group mapping exercise to determine areas of stability, retrofit and change
 3/3/14 - Paradise Valley VPC - Presentation of Phase 1 meeting results and discussion
 3/24/14 - Phase 2 Community meeting (32nd Street between Sweetwater Avenue and Paradise Lane) at The Rock at 32nd Street (13625 North 32nd Street). Project overview (history, ULI/ASU/Subcommittee report) and group mapping exercise to determine areas of stability, retrofit and change
 4/14/14 - Paradise Valley VPC - Presentation of Phase 2 meeting results and discussion
 4/21/14 - Phase 3 Community meeting (32nd Street between Paradise Lane and Utopia Lane) at the Paradise Valley Community College in the Kranitz Student Center. Project overview (history, ULI/ASU/Subcommittee report) and group mapping exercise to determine areas of stability, retrofit and change
 5/5/14 - Paradise Valley VPC - Presentation of Phase 3 meeting results and discussion
 9/30/14 - Open Meeting for Citizen Input and Recommendation on Vision Statement, Focus Areas, and mapping exercise results at the Shea Middle School cafeteria
 10/22/14 - Presentation of North 32nd draft plan to the community at the Shea Middle School cafeteria
 11/3/14 - Paradise Valley VPC - Presentation, discussion and possible recommendation of the Plan
 11/9/14 - Planning Commission - Presentation, discussion and possible recommendation of the Plan
 12/3/14 - Phoenix City Council Formal Meeting



Current STATE

For many years, North 32nd Street was the main thoroughfare from Central Phoenix to Northeast Phoenix. The intersection of North 32nd Street and Shea Boulevard was once the second busiest intersection in the entire city.

The completion of State Route 51 from Northern Avenue to the Loop 101 Freeway reduced vehicle use along the Corridor and demographic changes within neighborhoods adjacent to the freeway have impacted and changed the businesses and traffic characteristics of the area along North 32nd Street. While there have been improvements, North 32nd faces challenges with vacant lots, dated buildings, signage, lack of bicycle lanes, parking design, decrepit landscaping and under capacity traffic.

Evolving out of the efforts of the North 32nd Street Corridor Working Group, three separate documents were produced in relation to the improving the Corridor. They include the Arizona State University Graduate Student study, Urban Land Institute Arizona Technical Assistance Panel (ULI AzTAP), and the Draft Corridor Community Visioning document.

The May 2012 ASU Graduate Student Study accomplished the following:

- Described current conditions of the Corridor.
- Implementation tools.
- Future ambitions
 - Light rail
 - Recreation resort
- Broad goals
 - Branding
 - Public Art
 - Road Diet
 - Landscaping

In February 2013, the Urban Land Institute Arizona Technical Assistance Panel (AzTAP) released a summary report for North 32nd. This panel is an extension of the national Urban Land Institute (ULI) Advisory Services Program. ULI's advisory services panels provide strategic advice to clients (public agencies and nonprofit organizations) on complex land use and real estate development issues.

The goal of the AzTAP was to gain a better understanding of the strengths and weaknesses of North 32nd and develop a plan of action to revitalize and create a vibrant community corridor for residents. To encourage redevelopment, the panel identified the need for a catalyst project guided by a plan that is supported by the neighborhood and integrated into the City General Plan. The panel identified the following as planning priorities key to the future redevelopment of the corridor.

The recommendations from the February 2013 ULI AzTAP include:

- Make the northwest corner of North 32nd Street and Shea Boulevard a priority for redevelopment.
- Redevelop commercial properties with mixed uses.
- Create a complete street focused on the Phoenix Mountain Preserve.
- Set an identity/vision for the Corridor based on community wants.
- Attract youth and create opportunities for multi-generational developments, interactions and activities.
- Create a separate cultural plan that includes fitness, arts, open space and a community center that enhances and strengthens other planning efforts. This will help to create neighborhood buy-in to redevelopment and speak to the heart of the community.
- Reduce the number of traffic lanes to provide space for bicycle lanes and shaded sidewalks.
- Facilitate neighborhood sustainability through housing rehabilitation programs and streamlined City of Phoenix permitting.
- Seek key leadership in the community to groom leaders and support those leaders with a process.
- Split North 32nd into manageable sections.

The Draft North 32nd Street Corridor Community Vision identified:

- Visioning Goals and Strategies.
- Shore up the Corridor for the next generation.
- Enhance the Corridor to attract investment from business owners and residents.
- Make the Corridor a desirable place to live, work, and play.
- Create an identity and sense of place.
- Create a handout that identifies the tools to implement the vision of North 32nd.



VISION

The group envisions North 32nd as a destination with a sense of place that encourages residential and commercial investment and welcomes those that wish to work, live and/or play in the area.



Focus Areas

The North 32nd Street Corridor Working Group formed three subcommittees in the spring of 2012. The purpose of the subcommittees was to help further the vision of North 32nd by identifying solutions to help revitalization. The three subcommittees are Design/Branding, Transportation and Street Improvements (Circulation), and Land Use. Below is a summary of the ideas from each of the subcommittees. In parenthesis are the appropriate entity/entities to implement the ideas. (businesses, residents, city)

BRANDING AND EVENTS

- Create an inventory of North 32nd amenities. (businesses, residents)
- Brand and market the area. (businesses)
- Increase advertising promoting North 32nd. (businesses)
- Enhanced parks and community destinations. (city, businesses, residents)
- Trail 101 Marathon and relevant events. (city, residents)
- Street festivals with art and music. (residents)
- Special events at the Elks Lodge facility. (businesses)
- Farmers markets with food trucks as an accessory use. (businesses)

TRANSPORTATION AND STREET IMPROVEMENTS

- Increase mass transit opportunities to North 32nd. (city/valley metro)
- RAPID bus that targets riders from other areas to this destination. (city/valley metro)
- Bike and bus transportation north and south on North 32nd Street. (city/valley metro)
- Improved road maintenance. (city-streets dept)
- Dedicated bike lanes. (city-streets dept)
- Road diet with bike lanes. (city-streets dept)
- Unique street lighting and signage. (city, businesses)
- Improve street landscaping by property improvement competition. (city, businesses, residents)
- Improved pedestrian connection from the Dreamy Draw Park-and-Ride to the North 32nd Street and Shea Boulevard intersection. (city, residents, businesses)

LAND USE

- Establish a design theme for the corridor and the major intersections. (residents, businesses)
- Build off the unique character of the corridor and each major intersection. (residents, businesses)
- Create intersection nodes. (city, businesses, residents)
- Create fast track city processes for opening businesses. (city)
- Streamline city ordinances for approval to get businesses to open faster. (city)
- Proactive code enforcement. (city)
- Evaluate rezoning requests regarding pawn shops, title loans, adult uses or similar undesirable uses. (city, residents, businesses)
- Promote preservation and adaptive reuse. (residents, businesses)
- Remove obstacles and barriers to increase ownership and redevelopment in the corridor. (city)
- Increase the visibility of the area by allowing tactful signage. (businesses, city)
- Encourage dialogue between new development and working group. (city, residents, businesses)
- Explore grant opportunities for store front or design improvements. (businesses)

Mapping EXERCISE

To work towards implementing the community's vision for North 32nd, city staff needed to identify where the community would support stability, retrofitting and change.

STABILITY are those areas that would stay as they currently exist, such as single-family residential neighborhoods with an established density (dwelling units per acre) or restoration of existing buildings.

RETROFITTING OR REPURPOSING would include additional landscaping within the right-of-way or parking lot, adaptive reuse of structures or adding new buildings to vacant properties or parking lots at the same scale as surrounding neighborhoods.

REDEVELOP OR CHANGE supports a significant new development that would completely redevelop the site by changing the scale and increasing the density or daily traffic.

In an effort to manage input from the community, the Corridor was broken up into three separate sections or phases. Phase One consisted of State Route 51 to Sweetwater Avenue; Phase Two covered Sweetwater Avenue to Paradise Lane; and Phase Three was composed of Paradise Lane to the Loop 101 Freeway. Starting in spring 2014, city staff held three separate meetings to facilitate focused discussions with property and businesses owners within each of the sections or phases. The meetings started with Phase One from the south, continued north and ended with Phase Three. Vice Mayor Jim Waring, Councilman Bill Gates, council staff, Planning and Development staff, and Street Transportation staff attended, participated and promoted the mapping exercises. Overall, a total of over 75 people participated in the three mapping exercises.

At each of the meetings, the audience was broken up into groups around tables with large color aerial maps. Red, yellow and green markers were provided to allow the groups to discuss and identify where stability (red), retrofitting/repurposing (yellow) and redevelopment/change (green) would be supported by coloring the map. Participants were also asked to mark on the maps where they owned property, if applicable. At the end of the mapping exercise, each group was asked to present their maps to the group and discuss the findings of the group exercise.

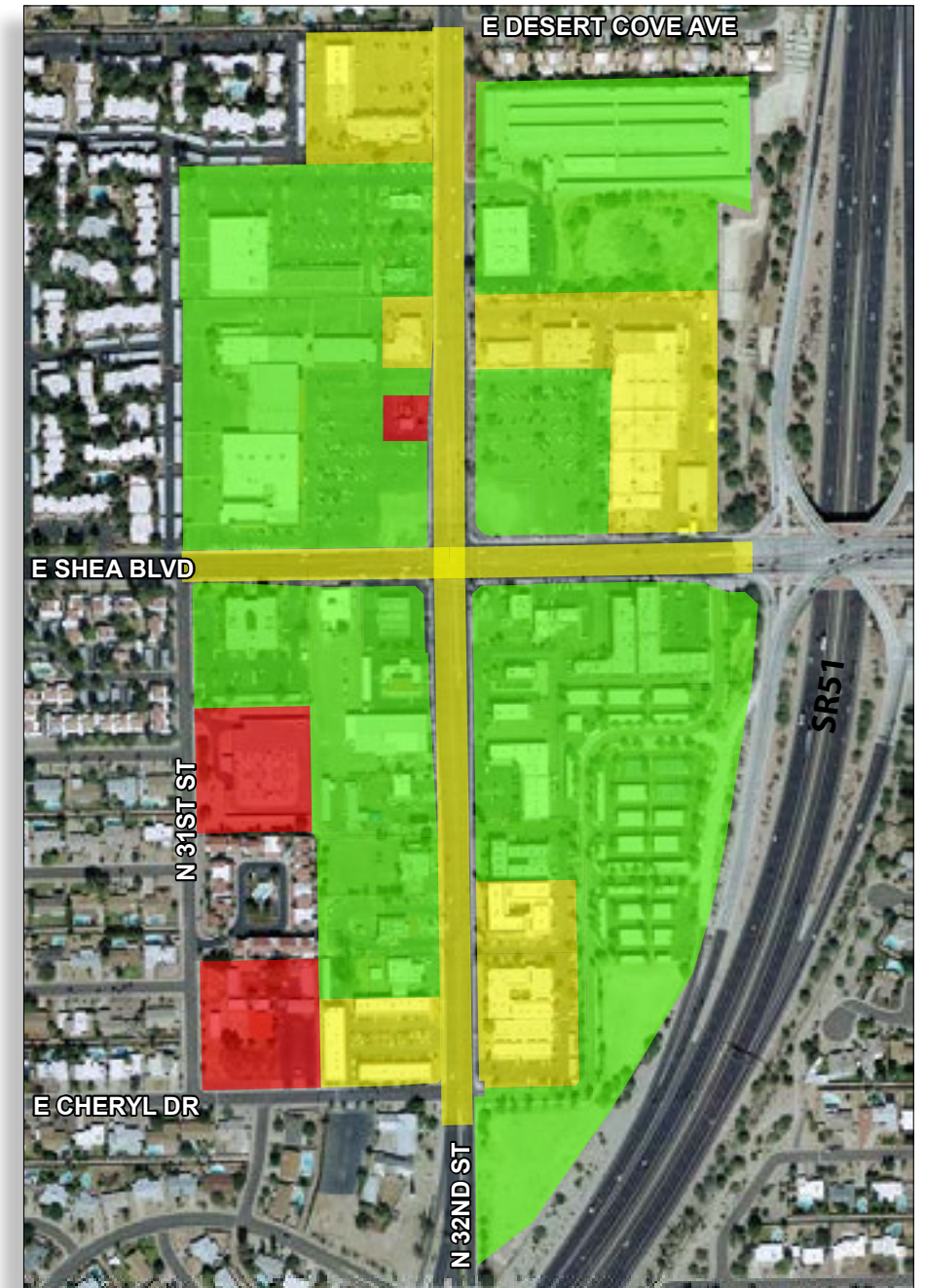
Once the three mapping exercises were completed, city staff updated an information website so the public could track the progress of the working groups. The results were compiled for each of the three phases and maps were created showing the consensus of the mapping exercises. Attached is a summary of each of the three mapping exercises from the working groups. These summary maps will provide guidance to future decision makers regarding the community's vision for future developments or rezoning projects within North 32nd. The City of Phoenix does not intend to rezone any properties within North 32nd as a result of this mapping exercise but will continue to work with interested parties regarding rezoning or redevelopment projects. City staff will suggest applicants of potential rezoning or redevelopment projects to solicit feedback from the North 32nd Working Group.

There were over 300 people in attendance at the working group meeting on September 30, 2014. Significant feedback was provided on the Vision Statement, the Focus Areas and the Intersection Maps and has been incorporated into the Plan.



This intersection has seen the most community interest since the working group was formed. With its southern location within the corridor, it serves as the gateway to North 32nd. The intersection is in close proximity to the Phoenix Mountain Preserve, has two points of access to State Route 51 from Shea Boulevard and North 32nd Street and also is home to the Dreamy Draw Park-and-Ride. The results of the mapping exercise indicate that the community mostly favors redevelopment and change (color green). Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.

- Redevelop/Change ■
- Repurpose/Retrofit ■
- Stability/Preserve ■



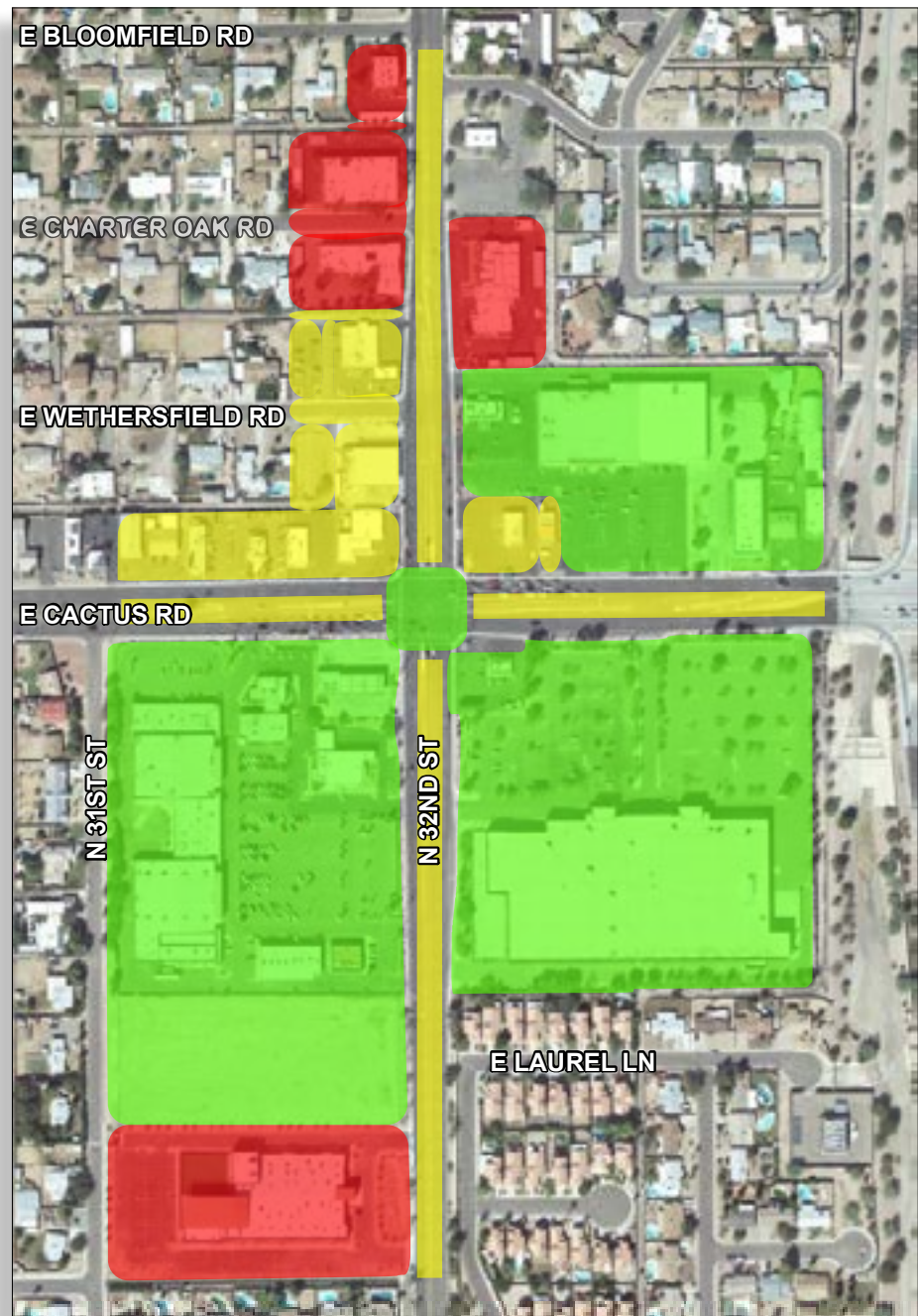


32ND STREET & CACTUS ROAD



32ND STREET & THUNDERBIRD ROAD

Area residents indicated support for redevelopment and change for the southwest, southeast, and northeast corners of this intersection. The northwest intersection was identified as repurpose and retrofitting with the northern and southern anchors designated as stability and preserve. The mapping exercise indicates support for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping. The vacant property south of the southwest corner was rezoned (case Z-8-14-3) in 2014 to allow 31 single-family attached homes.

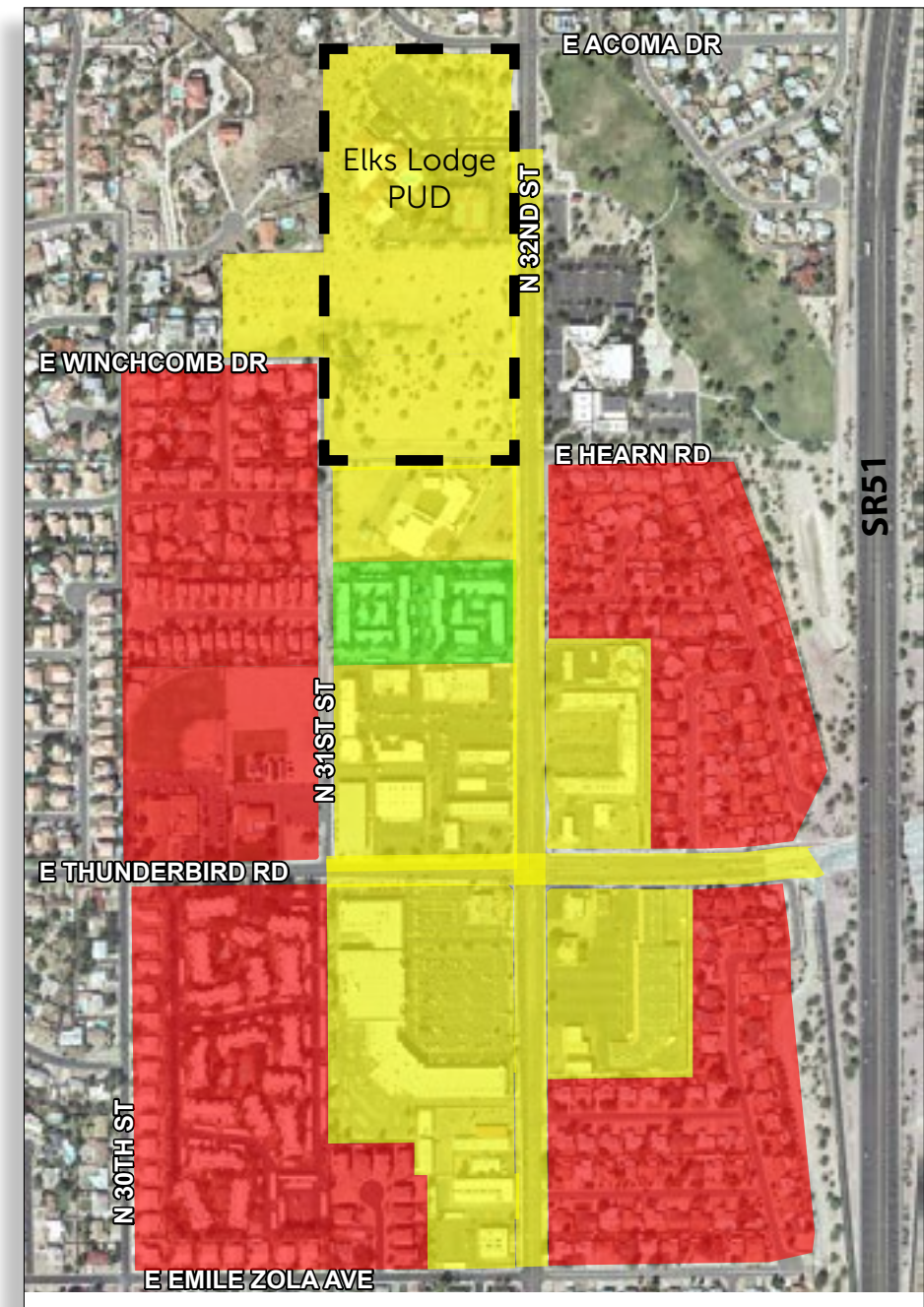


- Redevelop/Change
- Repurpose/Retrofit
- Stability/Preserve

The northwest corner of 32nd Street and Hearn Road was rezoned (case Z-150-07-3) in 2007 to PUD (Planned Unit Development) to allow a single-family residential and a mix of other uses such as the existing Elks Lodge, medical/professional offices, and self-storage. During the mapping exercises, neighborhood residents expressed opposition to any additional entitlement beyond the parameters of the approved PUD. Therefore the property is designated as repurpose/retrofit.

Each corner of the intersection is also designated for repurpose/retrofit. Immediately beyond the intersection are residential developments designated as stability/preservation. Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.

- Redevelop/Change
- Repurpose/Retrofit
- Stability/Preserve

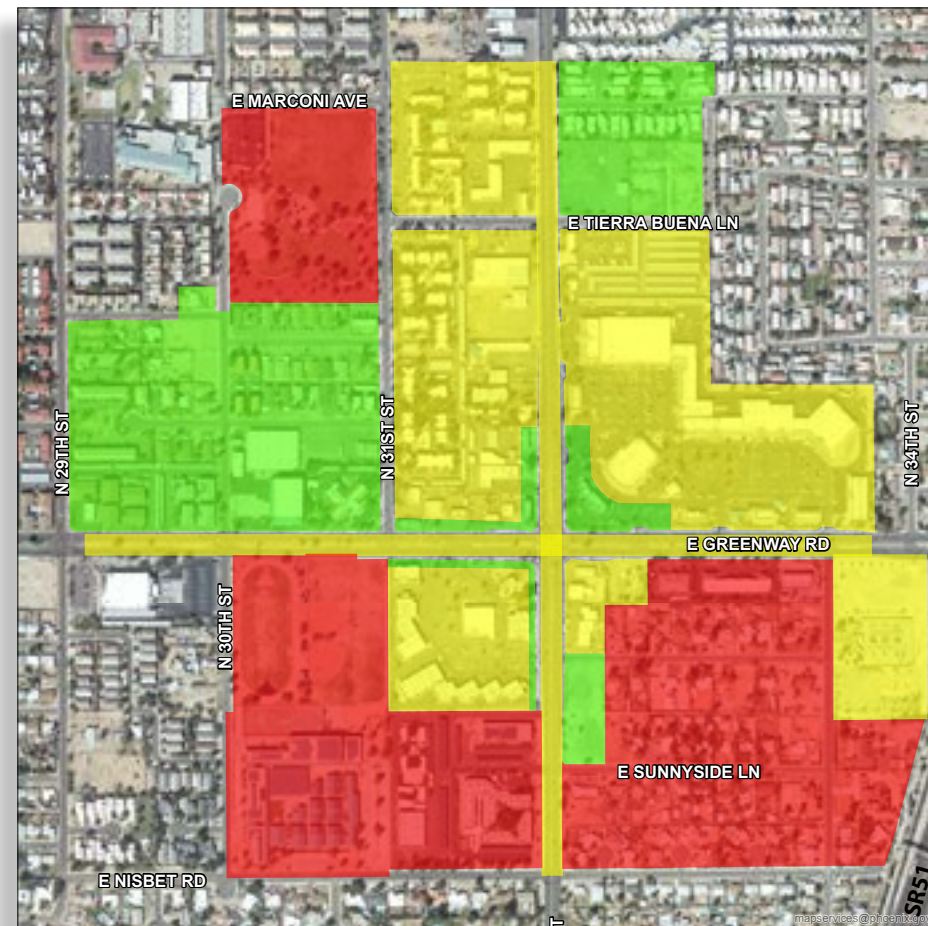




32ND STREET & GREENWAY ROAD

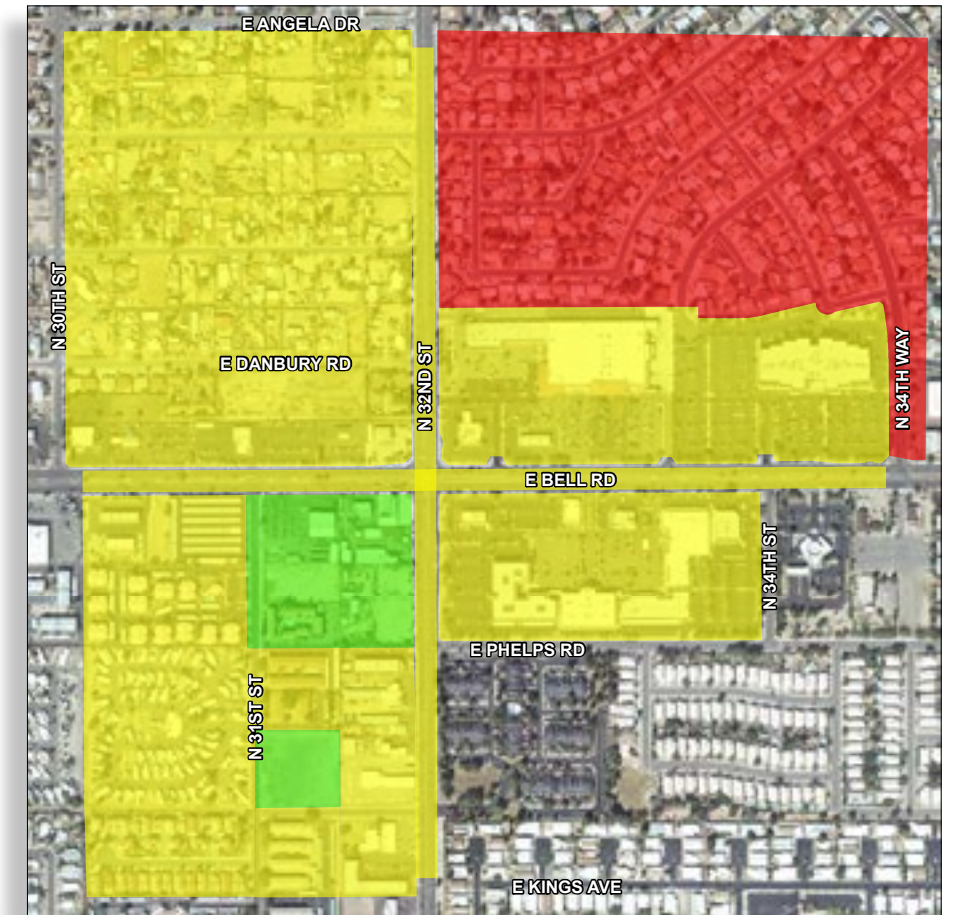
32ND STREET & BELL ROAD

The mapping exercise results show support for redevelopment / change primarily between 29th and 31st Street north of Greenway Road as well as the northeast corner of North 32nd Street and East Tierra Buena Lane. Support for additional landscape or façade improvements are shown for the frontages for the southeast, northwest and northeast corners. Each of the four corners are identified primarily as repurpose/retrofit. The neighborhoods adjacent to the southwest and southeast corners were labeled for stability / preserve. Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.



- Redevelop/Change
- Repurpose/Retrofit
- Stability/Preserve

The only area designated for Redevelop/Change was the southwest corner of Bell Road and North 32nd Street. The area adjacent to that corner as well as the other three corners was earmarked for Repurpose/Retrofit. The single-family residential development north of the northeast was identified for Stability / Preserve. Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.



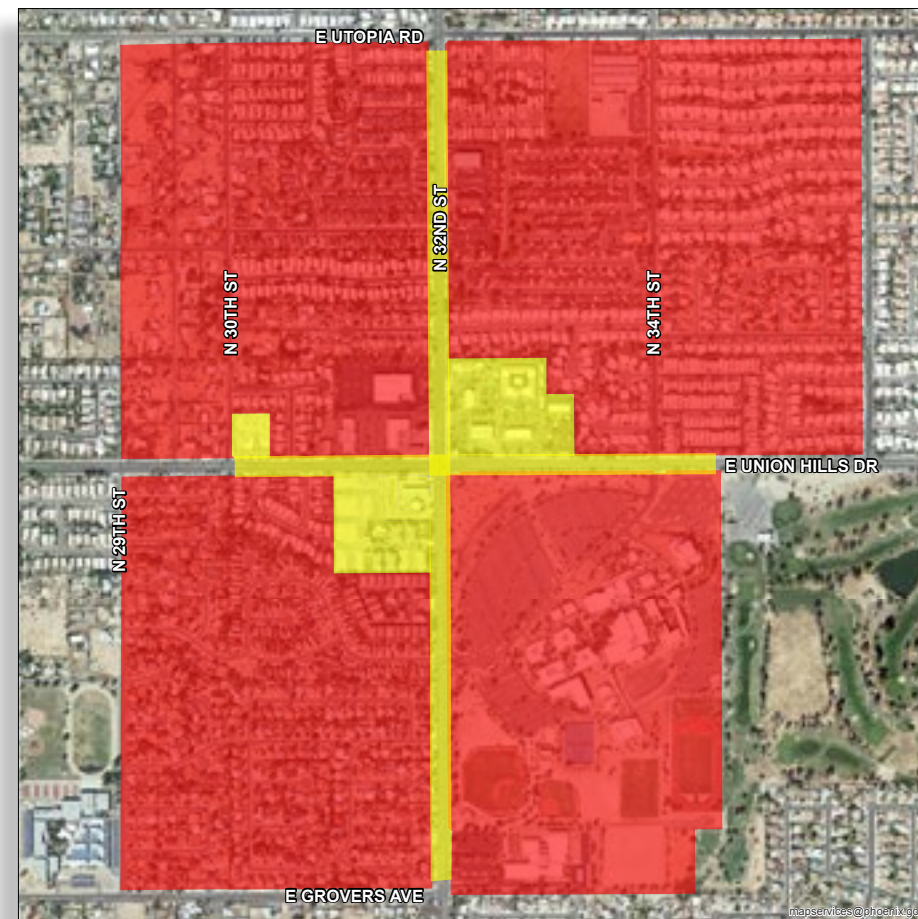
- Redevelop/Change
- Repurpose/Retrofit
- Stability/Preserve



THIS IS JUST THE BEGINNING

The North 32nd Policy Plan will assist future decision makers with redevelopments, improvements and new businesses within North 32nd. The Plan is not regulatory, but rather acts as a "road map" on how to work toward revitalizing North 32nd. This revitalization will require effort from the City of Phoenix and buy-in from current and future private property and business owners. Currently there are limited municipal funding sources due to the state of the economy. The city will continue to seek outside funding sources to work towards the goal of returning North 32nd Street to a vibrant and unique sense of place. The efforts utilized during this process will result in positive improvements to the streetscape, economy, livelihood and quality of life along North 32nd.

The mapping exercise predominantly revealed Stability/Preserve for the majority of the area near this intersection. The Paradise Valley Community College acts as the northern anchor of North 32nd and the community expressed the strong desire to keep this knowledge anchor in place. Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.



Redevelop/Change ■

Repurpose/Retrofit ■

Stability/Preserve ■

LINKS TO EXTERNAL STUDIES AND REPORTS

Please visit the following webpages to read, download or print the following external studies and reports.

Urban Land Institute Arizona Technical Assistance Panel (ULI AzTap)

https://www.phoenix.gov/pddsit/Documents/pdd_pz_pdf_00387.pdf

Arizona State University Graduate Report: 2012 32nd Street Revitalization Project

https://www.phoenix.gov/pddsit/Documents/pdd_pz_pdf_00388.pdf

Draft North 32nd Street Corridor Community Vision

https://www.phoenix.gov/pddsit/Documents/32street_vision.pdf

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City of Phoenix North 32nd Planning Page

<https://www.phoenix.gov/pdd/pz/north-32nd-street-corridor>