

# AICP COMMUNITY PLANNING WORKSHOP

## SOUTH CENTRAL AVENUE | PHOENIX

**BRIEFING BOOKLET**  
Workshop: Saturday, April 2, 2016



The American Planning Association's  
Professional Institute

**American Institute  
of Certified Planners**

*Making Great Communities Happen*

The American Planning Association provides leadership in the development of vital communities by advocating excellence in planning, promoting education and citizen empowerment, and providing the tools and support necessary to meet the challenges of growth and change.

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## PREFACE

The American Institute of Certified Planners (AICP), in coordination with the Phoenix Local Host Committee, prepared this briefing booklet to prepare participants for the Community Planning Workshop during the 2016 APA National Planning Conference.

The following experts from the AICP Community Planning Workshop Committee were instrumental in workshop planning and provided content and review of this book:

Craig Mavis | Debra Stark, AICP | Jodi Strohmayer, AICP | Joshua Bednarek

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## THE PURPOSE OF THE COMMUNITY ASSISTANCE PROGRAM

The purpose of the Community Assistance Program is to serve communities facing limited resources by helping them address planning issues such as social equity and affordability, economic development, sustainability, consensus building, and urban design, among others. By pairing expert urban planning professionals from around the country with residents and other stakeholders from local communities, the program seeks to foster education, engagement, and empowerment. As part of each project's goals, a community develops a vision that promotes a safe, ecologically sustainable, economically vibrant, and healthy environment.

Through both the Community Planning Workshop held during the APA National Planning Conference every year, and Community Planning Assistance Teams (CPAT) projects conducted throughout the year in communities across the country, APA works with its members, local residents, business owners, civic organizations and other stakeholders, elected officials, allied organizations, universities and other community partners to engage citizens and provide tools, knowledge-sharing, and increased opportunities to plan for their future.

## GUIDING VALUES

APA's professional institute, the American Institute of Certified Planners (AICP), is responsible for the annual Community Planning Workshop, as well as 4-to-5-person CPATs that provide longer, more intensive assistance to communities in need. Addressing issues of social equity in planning and development is a priority of APA and AICP. The Community Assistance Program was created to express this value through service to communities in need across the United States and abroad.

Community assistance is built into the professional role of a planner. One principle of the *AICP Code of Ethics and Professional Conduct* states that certified planners shall aspire to "seek social justice by working to expand choice and opportunity for all persons, recognizing a special responsibility to plan for the needs of the disadvantaged and to promote racial and economic integration. Another principle is that certified planners should aspire to "contribute time and effort to groups lacking in adequate planning resources and to voluntary professional activities."

## PROGRAM BACKGROUND

In recognition of the key role urban and regional planners play in shaping vibrant, sustainable, and equitable communities, the APA Board of Directors established the "Community Planning Team" initiative in 1995. This initiative resulted in a pro bono effort to assist an economically struggling African American community in Greensboro, North Carolina. APA has continued to develop a pro bono planning program that provides assistance to communities in need.

Another Community Assistance Program initiative is the Community Planning Workshop, which is held in the host city of APA's National Planning Conference every year. The workshop is a one-day event that engages community leaders, citizens, and guest planners from around the country (and abroad) in discussing and proposing specific solutions to urban planning challenges. Workshops typically begin with an introduction of individuals involved and a tour of the community, neighborhood, or site. Participants form breakout groups that begin by discussing existing issues, then participants brainstorm new ideas based on community needs and sound planning techniques. Each breakout group "reports out" on its results to the entire group. Facilitators then lead a discussion to form consensus around future goals and ways to achieve these goals. Upon the conclusion of the workshop, the local community composes a final report that incorporates workshop results and specific actions that local officials could take to turn the project vision into reality. More information about this and previous workshops is available at:

[www.planning.org/communityassistance/workshops](http://www.planning.org/communityassistance/workshops)

In 2005, program efforts were notably increased after the devastating effects of Hurricane Katrina in the Gulf Coast region. APA immediately embarked on a number of initiatives and projects including Planning Assistance Teams in the affected cities of Henderson Point, Mississippi, and New Orleans, Mandeville and Slidell in Louisiana. Another Gulf Coast recovery project included the Dutch Dialogues, which brought American planners together with Dutch experts to transform the way that Louisiana relates to and manages its water resources.

AICP broadened the scope of the CPAT program with its 2009 project in Buzzard Point, a neighborhood in Southwest Washington, D.C. Over the course of the site visit, the team met with more than 40 neighborhood groups, government agencies, residents, and other stakeholders. The team advised community leaders on long-range strategies to strengthen existing and proposed transit links and increase accessibility, improve affordable housing developments, position the area as a major gateway to the city, and to deal with dominant industrial areas within the neighborhood.

The last several years of completed CPAT projects in Matthews, North Carolina; Story County, Iowa; Maricopa, Arizona; Dubuque County, Iowa; La Feria, Texas; Franklin, Tennessee; South Hartsville, South Carolina; Helena, Montana; Lyons, Colorado and others are important landmarks in the development of the CPAT program. CPAT also just recently embarked on its first international project in Belize City. More information on CPAT projects, including full downloadable reports, is available at:

[www.planning.org/communityassistance/teams](http://www.planning.org/communityassistance/teams)

The Community Assistance Program is an integrated part of APA's service, outreach, and professional development activities. More information about APA's Community Assistance Program is available here:

[www.planning.org/communityassistance/](http://www.planning.org/communityassistance/)



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*Making Great Communities Happen*

# SUMMARY OF 2016 AICP COMMUNITY PLANNING WORKSHOP

## PROJECT OVERVIEW

Planners from around the country and abroad are attending the American Planning Association's 2016 National Planning Conference in Phoenix, Arizona, April 2-5. APA offers a wide range of education sessions, mobile workshops, orientation tours, and many other professional networking and development opportunities throughout the conference. Since 2001, APA's professional institute, the American Institute of Certified Planners (AICP), has organized the Community Planning Workshop in the host city of the conference. The workshop allows planners attending the conference the chance to assist a community with a focused planning issue.

The Local Host Committee, a group of APA's Arizona Chapter members, work with APA staff throughout the year on organizing the conference, including the Community Planning Workshop. A subset of Committee members identify a community, then work with local planners, civic groups, and other stakeholders to organize a day-long workshop to focus on specific issues and goals.

## WORKSHOP DATE AND LOCATION

The Workshop will take place on Saturday, April 2<sup>nd</sup>, 2016. Workshop participants should meet at the Mobile Workshop sign-in area at the Phoenix Convention Center at **7:45 AM**. The bus will depart from the Phoenix Convention Center promptly at 8:00 AM to travel to the Audobon Center.

The Workshop will involve approximately 20 urban planning professionals from around the country. Local stakeholders will serve as tour guides and knowledge resources to the Workshop participants throughout the day.

## SCHEDULE

### 7:45 AM

APA participants meet at the Mobile Workshop sign-in area at Convention Center.

### 8:00 AM

Participants load bus at Convention Center.

In route to the Workshop site, the bus will tour some of the workshop planning area.

### 8:30 - 9:00 AM

Arrive at Audobon Center for meet and greet with coffee and light breakfast refreshments.

### 9:00 AM - 11:00 AM

Speakers will discuss the history of the area and importance of light rail to Phoenix and the South Central Avenue corridor.

### 11:00 AM - 12:00 PM

Form breakout groups. Discussions over lunch with breakout groups.

### 12:00 PM - 2:30 PM

Depart Audobon Center and load bus for tour of the South Central Avenue corridor with stops at each of the proposed light rail stations to highlight challenges and assets.

### 2:15 - 2:30 PM

Arrive at South Mountain Environmental Education Center

### 2:30 - 4:00 PM

Breakout sessions on lessons learned, opportunity sites, challenges, and assets.

### 4:00 - 5:00 PM

Report outs from breakout groups and group discussion.

### 5:00 PM

Return to Convention Center

## **GOAL OF THE WORKSHOP**

To identify areas ideal for preservation, retrofit, or growth within ¼-mile of each station area by building on recently established place types and discussing potential challenges and assets at each locale to further community revitalization goals within the light rail corridor.

## **FOLLOW-UP AND OUTCOMES**

Following the workshop, the Committee and APA staff will work to produce a final report that captures the project background and a record of breakout group discussions and recommendations. In the past, participants have used the workshop as an opportunity to organize additional work on the project. These efforts included:

- Identifying a strong team of speakers to present the workshop recommendations to elected officials and city agencies (e.g. planning department, economic development agency).
- Identifying a select group of planners to keep in touch with the community for follow up consultation and advice for implementation.

If you have a specific interest in any of the follow-up activities, please contact a member of the Committee during the Workshop.

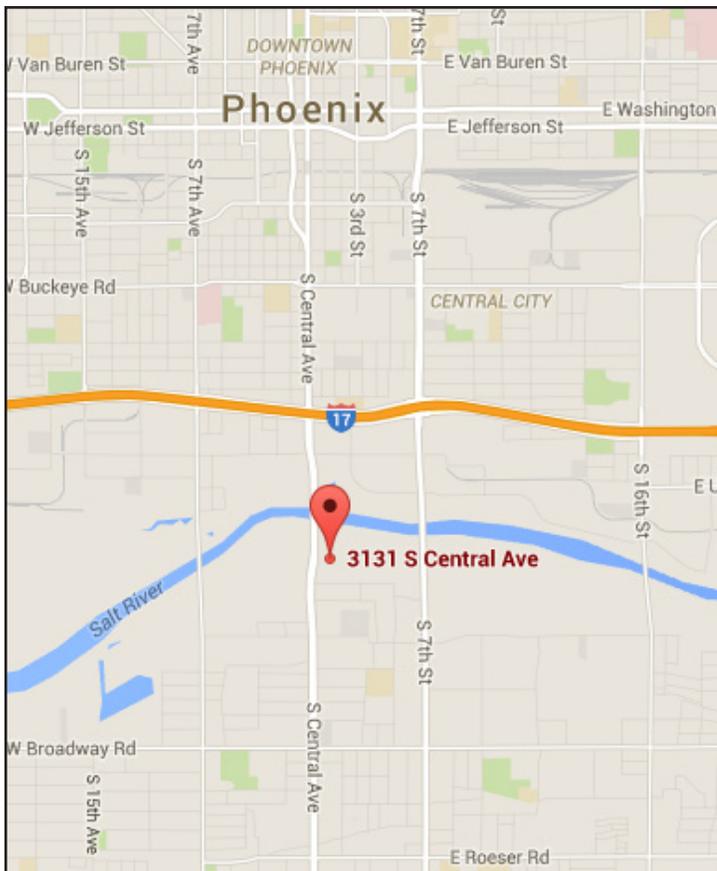


Certification  
Maintenance

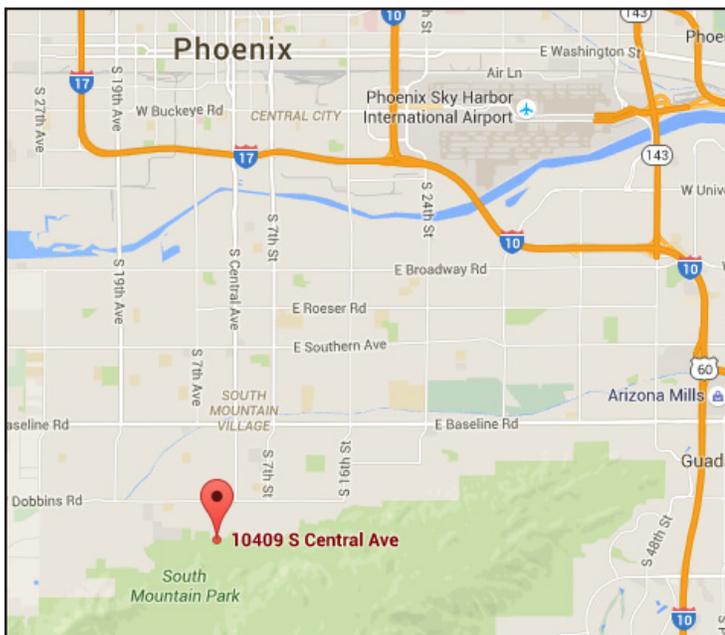
### **AICP CERTIFICATION MAINTENANCE (CM) CREDIT**

Participants in the full 2016 AICP Community Planning Workshop are eligible for 4 CM credits.

## LOCATIONS



**Morning Location:**  
**Audobon Center** |  
3131 S. Central Ave



**Afternoon Location:**  
**South Mountain Environmental  
Education Center** |  
10409 S. Central Ave.

# GROUND RULES

## ALL DAY

In order for the day to go smoothly and effectively, the following are ground rules for the workshop:

- There are no observers. This is a participation exercise. Everyone is encouraged and welcome to join in and everyone has something to contribute.
- There are no right or wrong answers as we think about the future of the sites.
- Respect the opinion of others. Encourage others to participate.
- Commit yourself to a team approach—together we can generate ideas and options.
- Think in terms of how to make things happen.

## BREAKOUT GROUP WORK SESSIONS

### 1. Everyone should introduce themselves, quickly.

- Stakeholder volunteers include your association or role in the study area, how long you have been active in the area, what resource you bring or role you play in the Workshop and what you hope to achieve by participating.
- AICP Participant/Planners identify where you come from, where you work, what you do in your profession and what you hope to achieve by participating.

### 2. Select both a record keeper and a spokesperson.

- The record keeper's job is to accurately capture and record the major points of discussion. The record keeper needs to be a good listener and be able to quickly record key points.
- The spokesperson's responsibility will be to report back to the entire group of attendees after reconvening on the idea of each breakout group during report out sessions.
- The spokespersons from the breakout groups should be ready to report when the time comes. If they need some help in clearly presenting the findings of your group, please do help them along.

### 3. Also, as a breakout group participant:

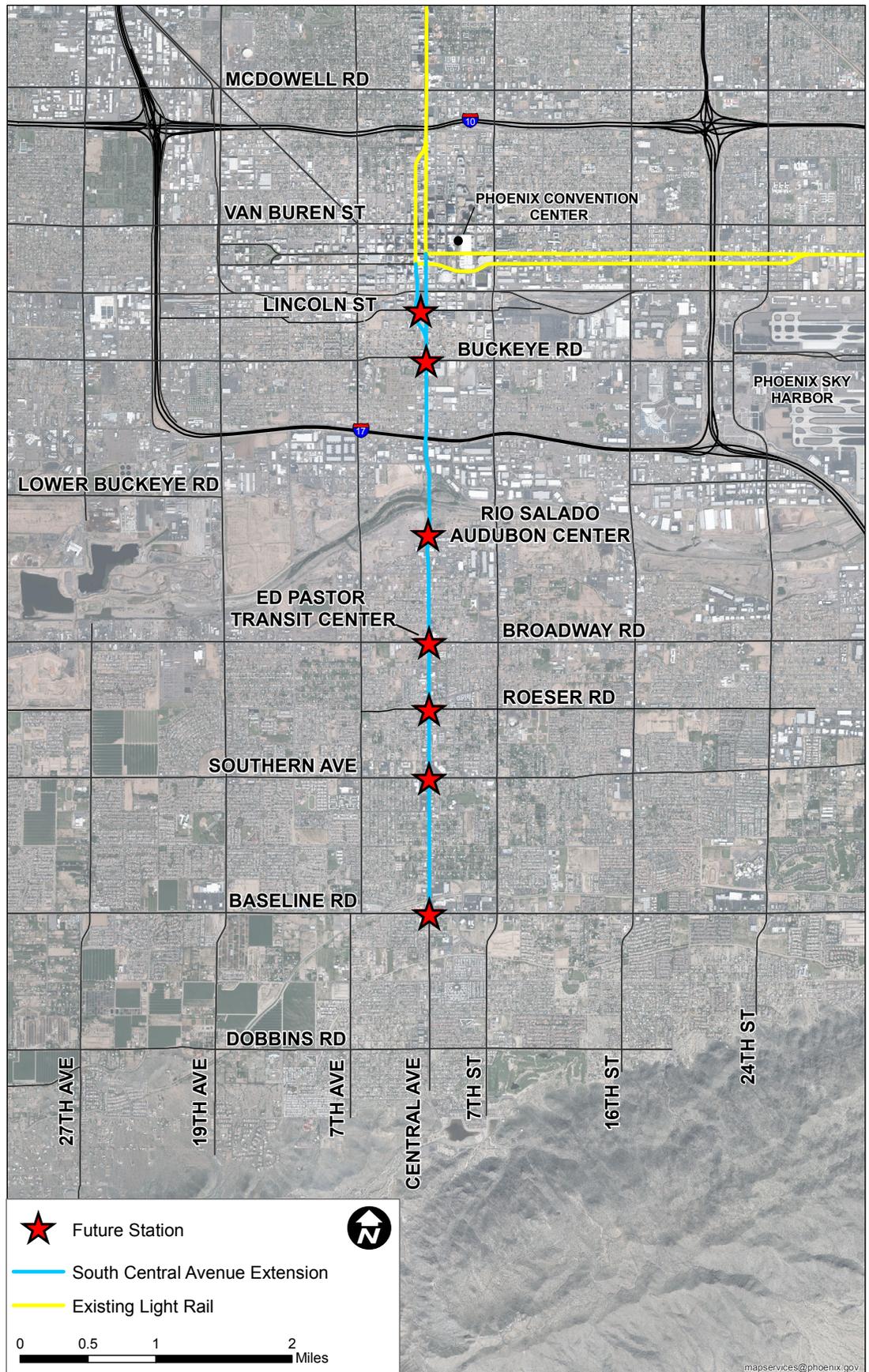
- Take some time to clearly state the issue for discussion.
- If you do not understand anything presented—do ask for clarification.
- Challenge your fellow participants to think outside the box.
- Do not dominate the discussion.
- Think in terms of doable steps in recommending approaches and setting priorities.

### 4. Also, during the report out sessions:

- Listen to the presentation.
- Contribute to the general discussion.
- Ask for clarification as needed. There are no dumb questions!
- Be respectful of other's perspectives.
- Try not to be repetitive but build on the discussion of others.

# FUTURE LIGHT RAIL STATION MAPS

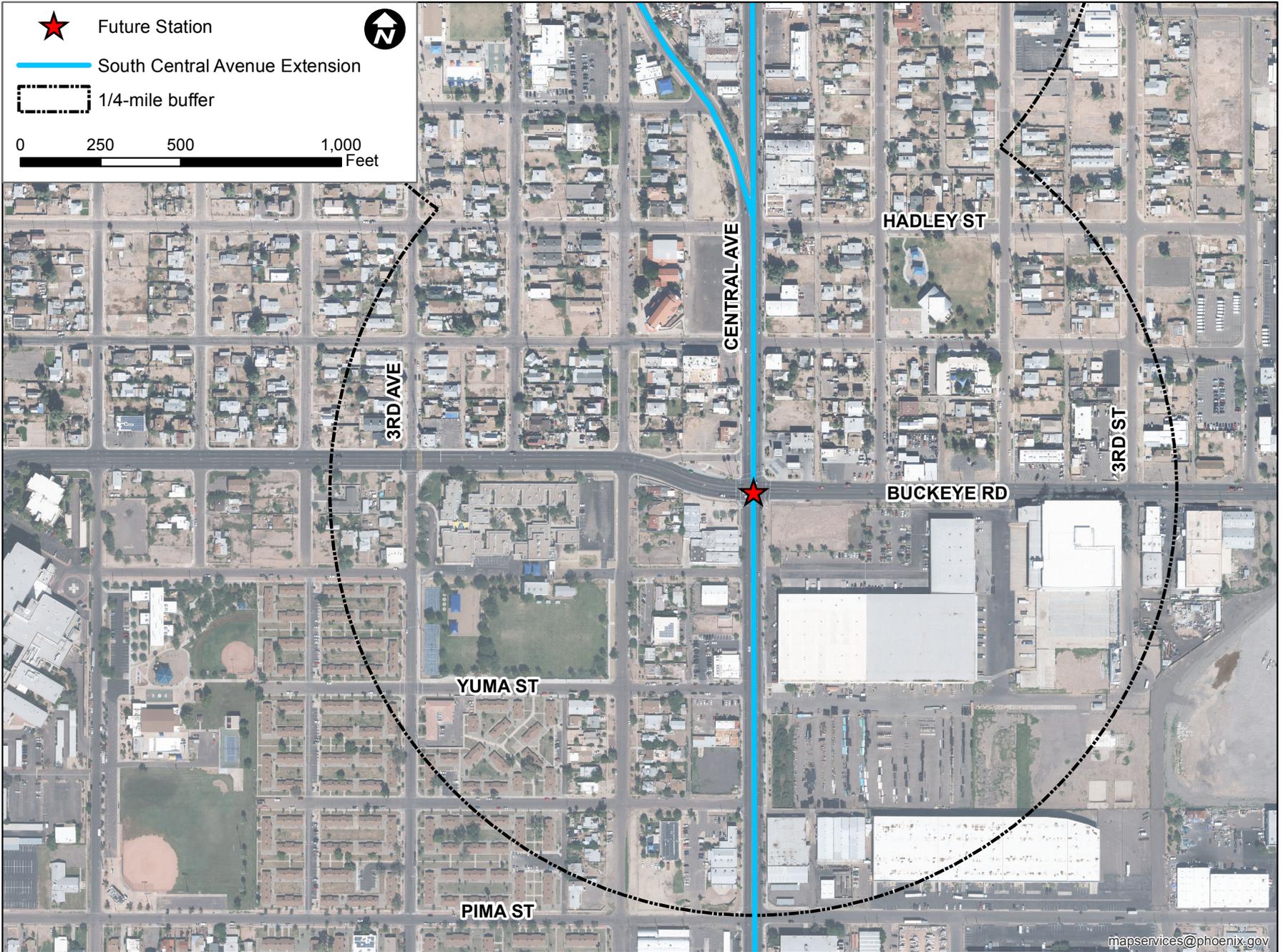
## ROUTE OVERVIEW MAP



# LINCOLN STREET STATION



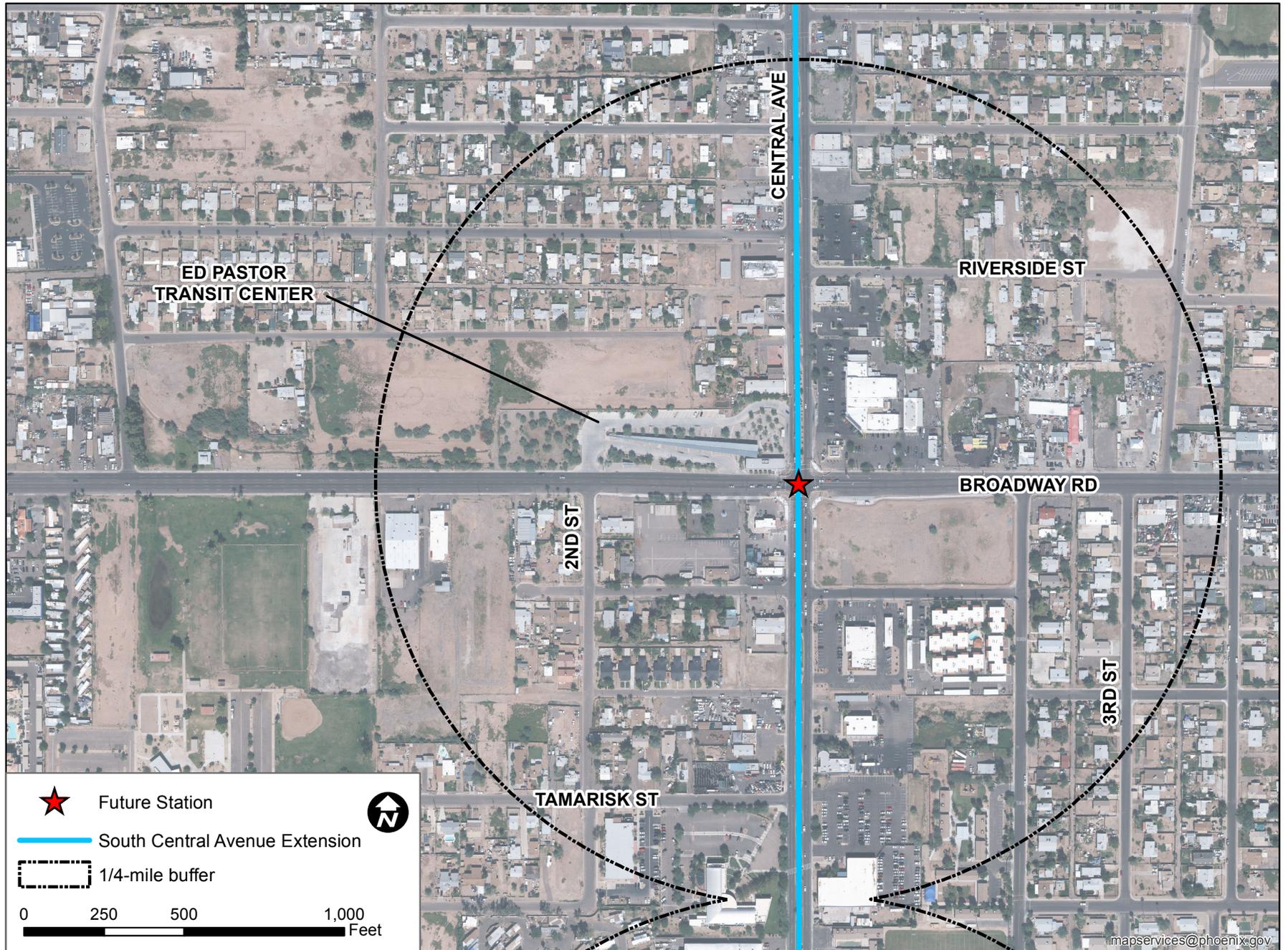
# BUCKEYE ROAD STATION



# RIO SALADO AUDOBON CENTER STATION



# BROADWAY ROAD STATION



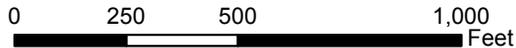
Future Station



South Central Avenue Extension



1/4-mile buffer



# ROESER ROAD STATION



# SOUTHERN AVENUE STATION



# BASELINE ROAD STATION



# SOUTH CENTRAL ROUTE MAP WITH PHOTOS



# PLANS, POLICIES, STUDIES, AND RECOMMENDATIONS FOR SOUTH CENTRAL AVENUE LIGHT RAIL EXTENSION

This following section serves as a starting point for the participants of the 2016 National APA Community Workshop to get a better understanding of the history and extensive efforts for the South Central Avenue Corridor.

## Baseline Area Master Plan (1996/97)

[https://www.phoenix.gov/pddsites/Documents/pdd\\_pz\\_pdf\\_00140.pdf](https://www.phoenix.gov/pddsites/Documents/pdd_pz_pdf_00140.pdf)

The goal of this comprehensive master plan is to promote balanced, high quality development focused on Baseline Road and that recognizes the unique character of the area and creates a positive image for the South Mountain Village.

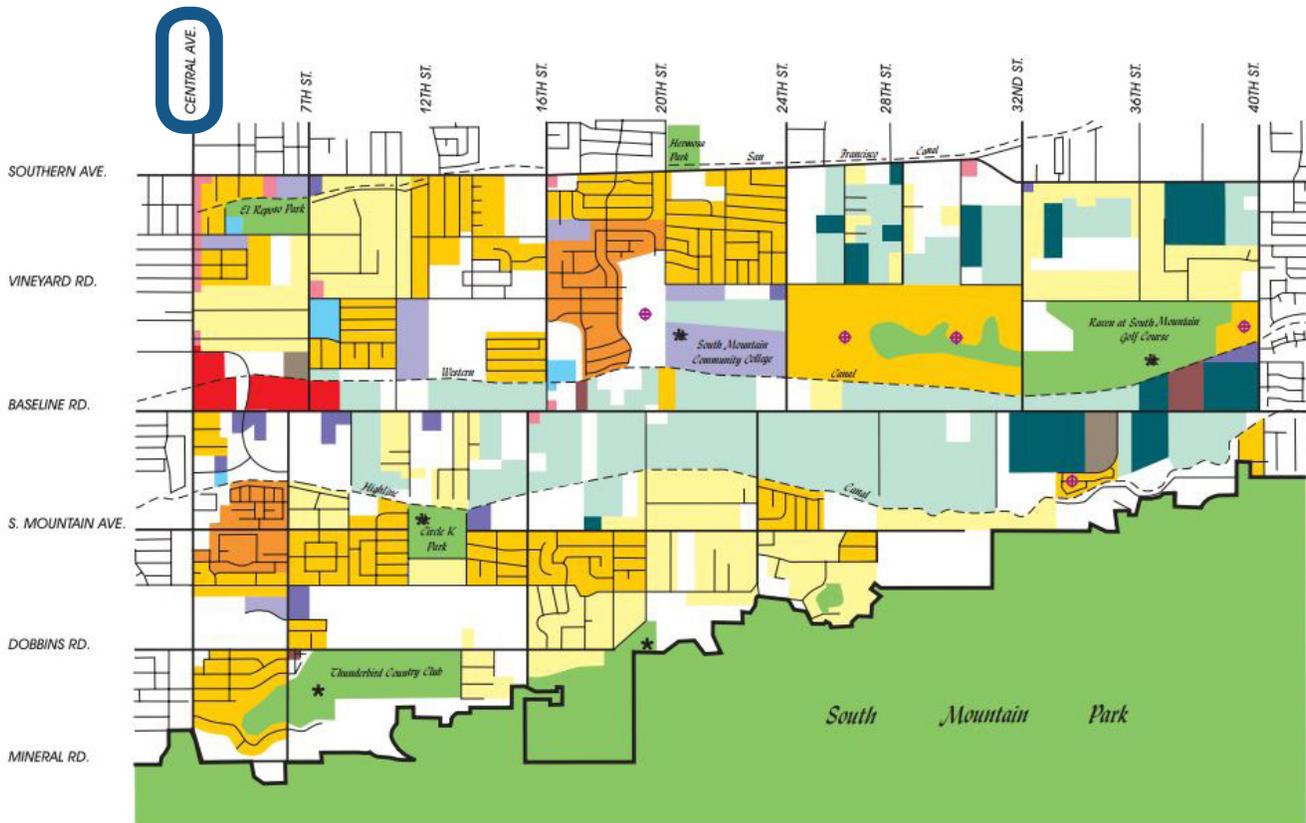
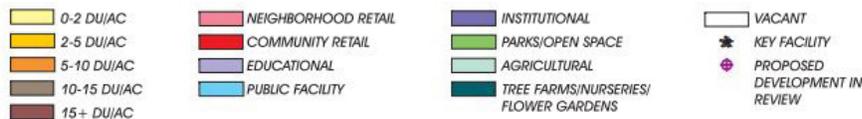


FIGURE B

### EXISTING LAND USE (2 ACRES OR MORE)



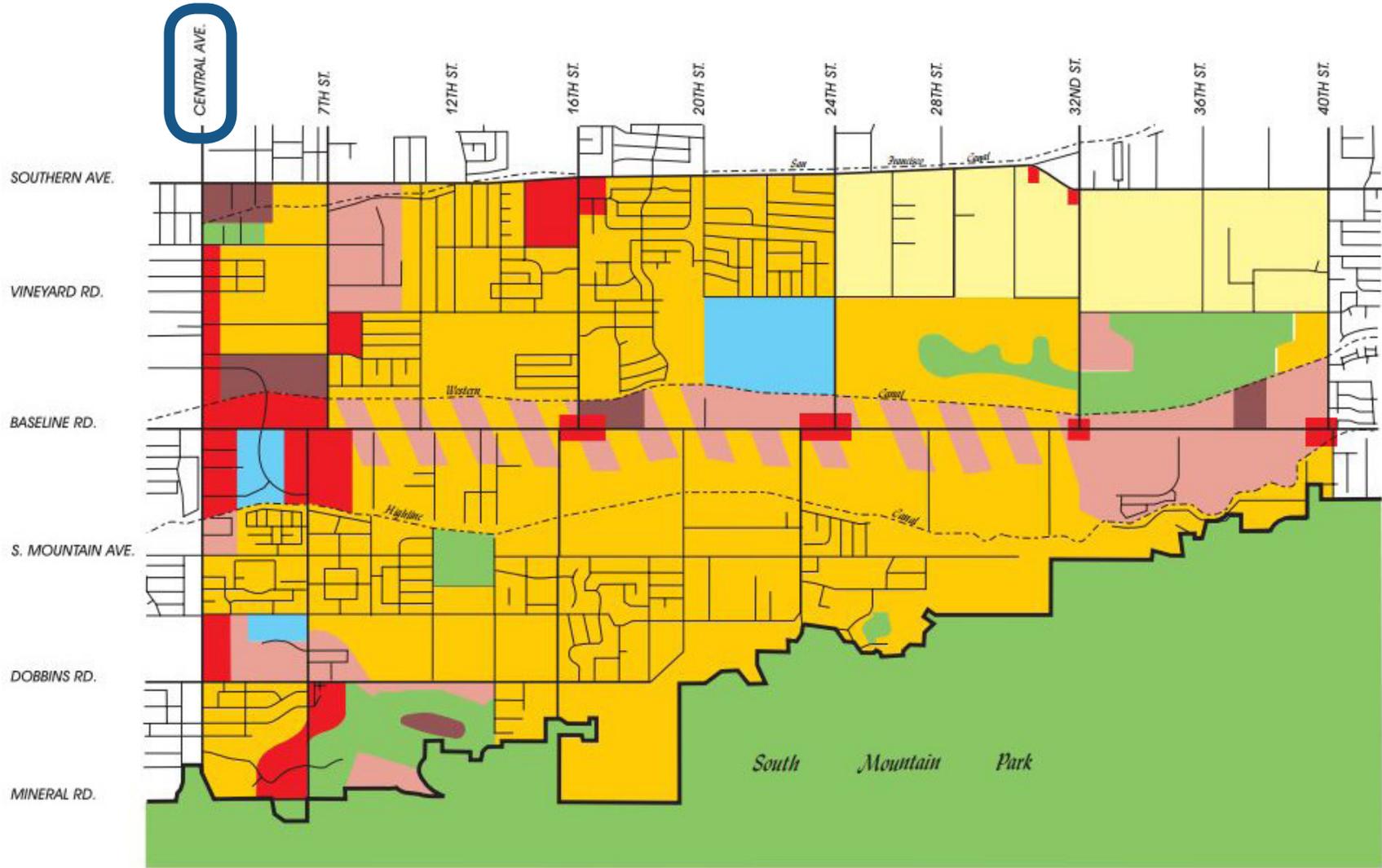
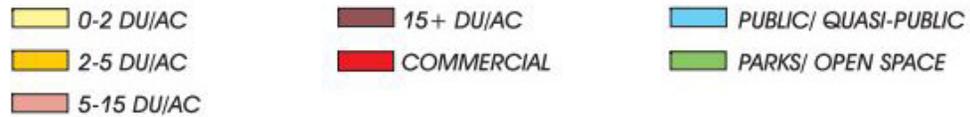


FIGURE D  
CITY OF PHOENIX GENERAL PLAN LAND USE  
(ADJUSTED)



## Central City South Area Plan (2004)

[https://www.phoenix.gov/pddsit/Documents/pdd\\_pz\\_pdf\\_00050.pdf](https://www.phoenix.gov/pddsit/Documents/pdd_pz_pdf_00050.pdf)

Central City South is located within the city's Central City Village. It encompasses approximately two square miles, bounded by Central Avenue and the I-17 Freeway to the west and the Union Pacific Railroad and I-17 Freeway to the south. Central City South is an older community with a rich and diverse ethnic and cultural history. It contains some of the oldest homes and neighborhoods in Phoenix, as well as considerable industrial and heavy commercial activity. Once considered vibrant, the area's physical, economic and social conditions have declined over the last 40 years. Now, many neighborhoods contain vacant residential lots and properties in poor structural condition. The area's population is considerably less educated, under employed and poorer than the city averages. The rates of all categories of crime exceed city averages. The Plan presents the community's vision for itself. It also establishes goals, objectives and recommendations that will guide public actions for improving the area and removing impediments that have discouraged private reinvestment.

### CENTRAL CITY SOUTH AREA PLAN VACANT LAND, 2002

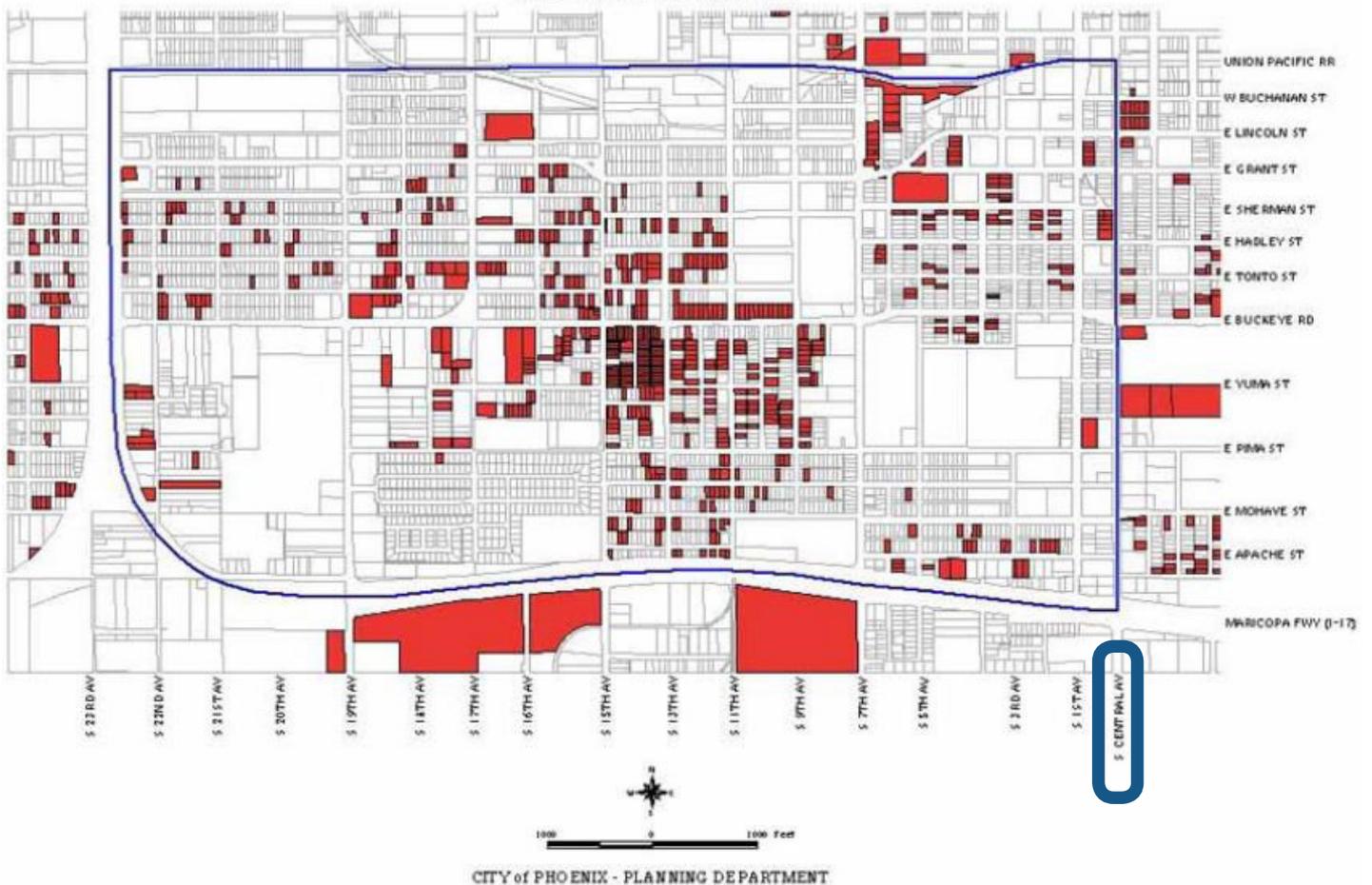
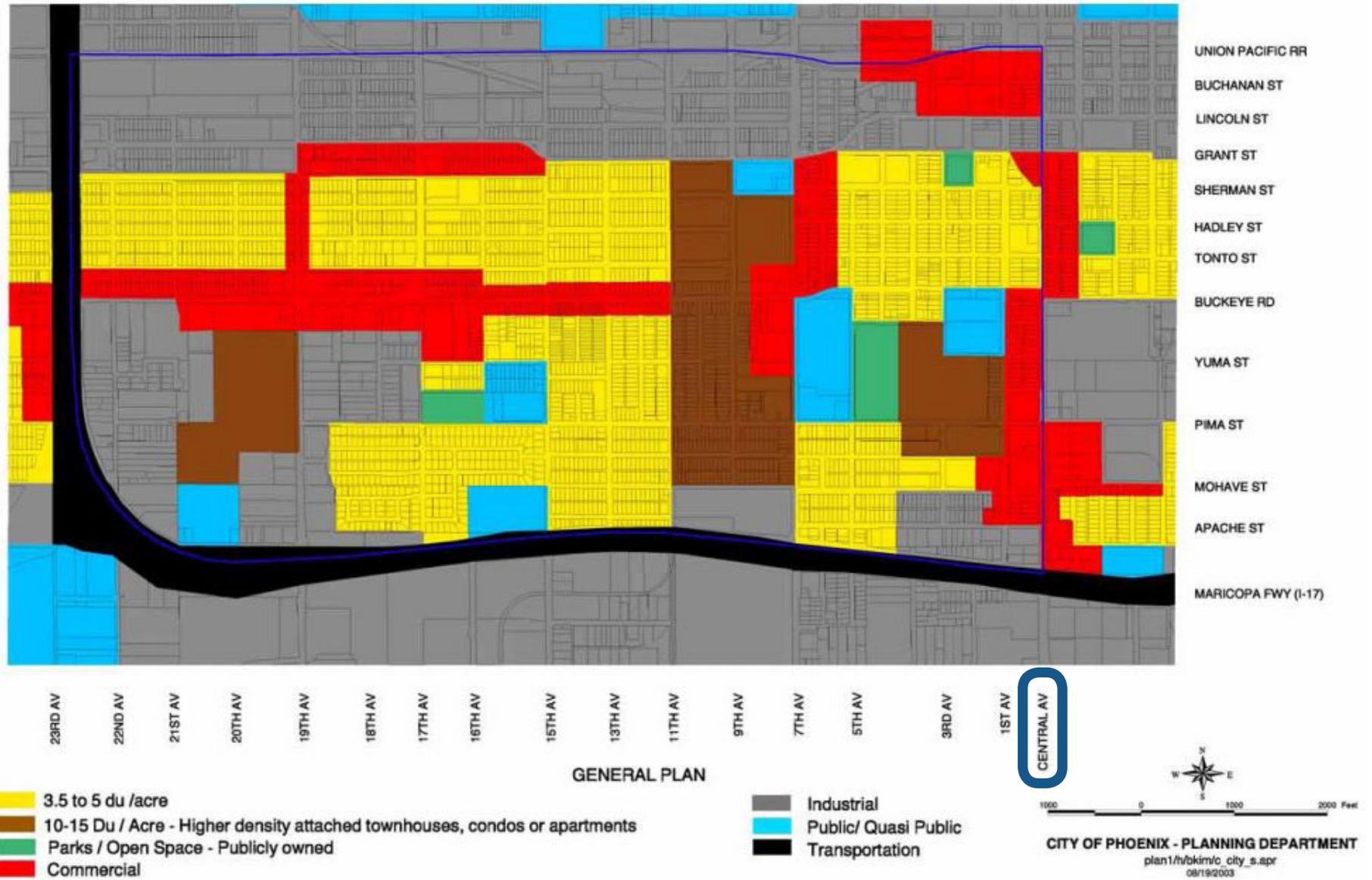


Figure 14 CENTRAL CITY SOUTH AREA PLAN  
EXISTING GENERAL PLAN



## Del Rio Area Brownfields Plan (2012)

<https://www.phoenix.gov/oepsite/Documents/091396.pdf>

The vision for the Del Rio Area is bold and imaginative with the targeted brownfield sites developed with quality, mixed-use projects that incorporate restaurants, shopping, art-related opportunities, sports and creation, and quality jobs. New development should also be sustainable and integrated with downtown Phoenix and the greater Phoenix region through future high capacity transit connections.



The goals developed by the community serve as the evaluation criteria for all future development on the targeted sites and in the project area. The goals include: job creation, sustainable and environmental benefits, provides family activities/recreation, pedestrian friendly design, entertainment, historical, education, eradication of blight, and consistency with the Rio Salado Beyond the Banks Plan.

### Central Avenue and the River



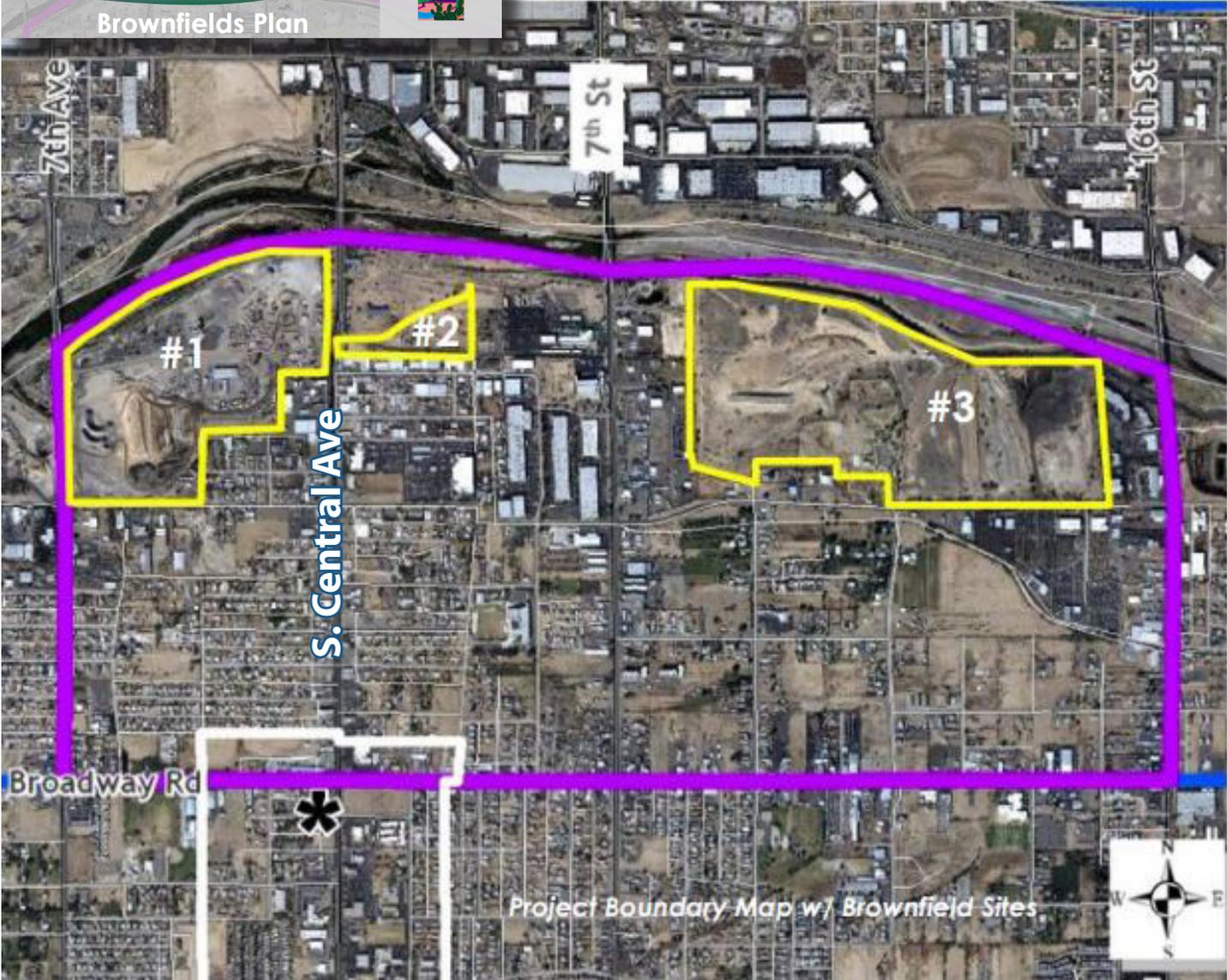
#### *From the Plan...*

#### **History**

Central Avenue and the river (Rio Salado) have long been defining characteristics of the project area, South Mountain Village, and the city of Phoenix.

The postcards [pictured left] help to illustrate the importance Central Avenue played in connecting south Phoenix with the rest of the city. This longstanding function of both a physical and psychological connection that Central Avenue has provided the project area's businesses and residents to greater Phoenix, emphasizes the importance of revitalizing the project area for the community.

The area has a long residential history including the Southgate Park subdivision (dating to 1928) located at Central and Jones avenues. Other residential subdivisions in the Del Rio Area, such as the Frances Margaret subdivision at Illini and 7th streets, and Central Gardens subdivision at Central Avenue and Riverside Street, date to the mid-40s. Several participants of the workshops noted they had roots in the neighborhood spanning several generations.



*From the Plan...*

**Rio Salado**

*The Rio Salado Habitat Restoration Project defines the project's northern boundary and is a defining element of the area's character and revitalization.*

The Rio Salado Habitat Restoration Project is located in a five-mile section of the Salt River within the city of Phoenix. The site totals 595 acres and is defined by a network of trails along terraced banks lined with trees and wetlands. The project is home to 200 species of migratory birds and various mammals, reptiles and amphibians. The project is a popular destination for hikers, cyclists and bird watchers.

The Nina Mason Pulliam Rio Salado Audubon Center opened in 2009 just south of the river along Central Avenue. The Center offers exhibits and programming aimed at furthering the Audubon Arizona's mission of – "Connecting people with nature using science, education, and advocacy to protect Arizona's birds, other wildlife and their habitats." The Center is housed in a LEED Platinum certified building, which has set a standard for sustainable development within the Del Rio Area and the South Mountain Village.



## East Buckeye Road Overlay District (2005)

<http://www.codepublishing.com/AZ/Phoenix/?PhoenixZ06/PhoenixZ0666.html>

The East Buckeye Road Overlay District promotes community identity and well managed growth of the corridor connecting Sky Harbor Center to the Downtown Area.

## General Plan Amendment (GPA-CE-CC-SM-1-15-6-7-8) Strategic Framework Policy Update (2015)

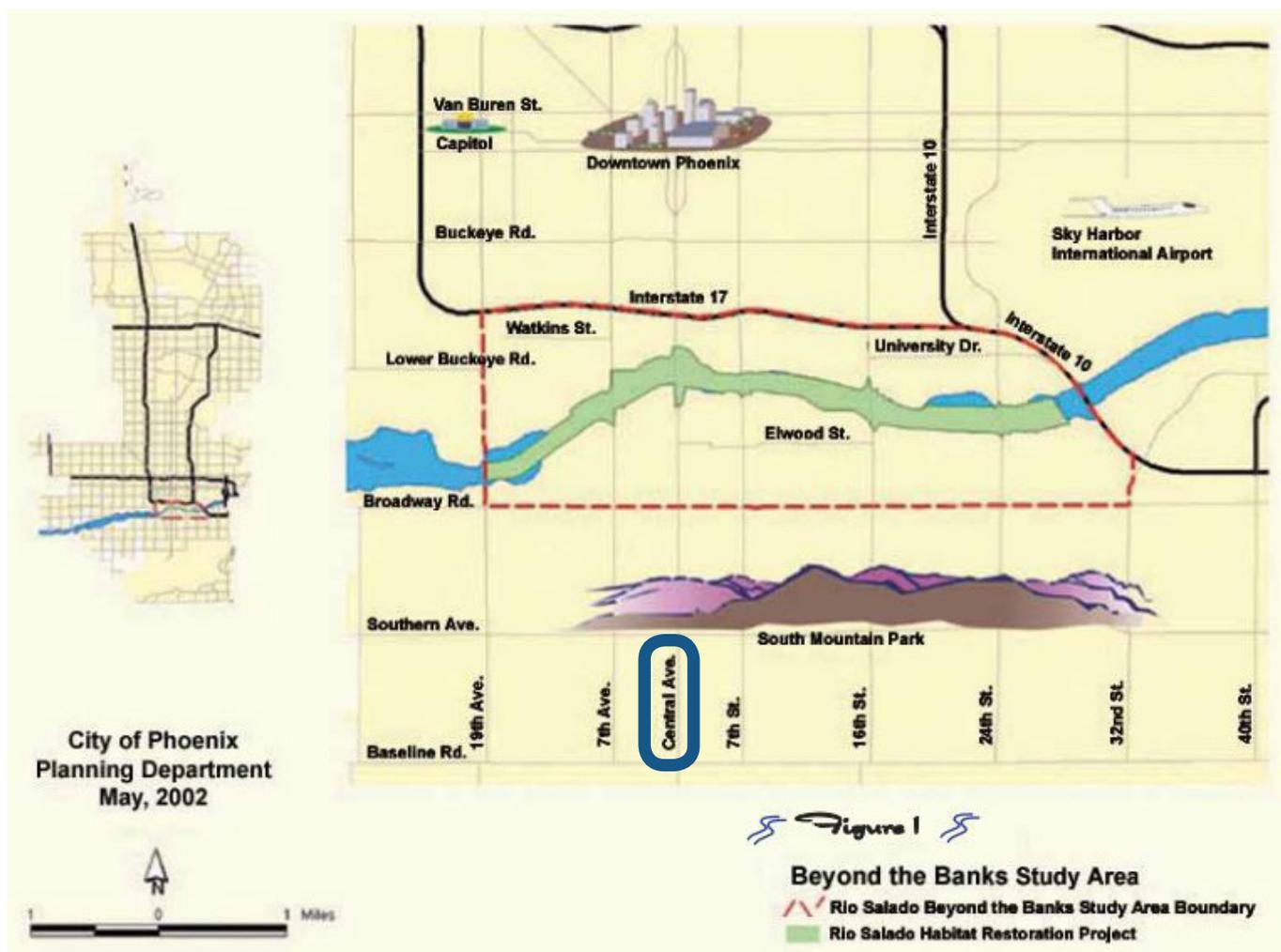
<https://www.phoenix.gov/pdd/pz/pzservices/pzstaff-reports> (Follow separate links on page)

To update the Transit Oriented Development Strategic Policy Framework with place types, which will serve as the guiding policy for land use decisions and investments along the South Central Avenue light rail extension and at the 50th Street station.

## Rio Salado Beyond the Banks Area Plan (2003)

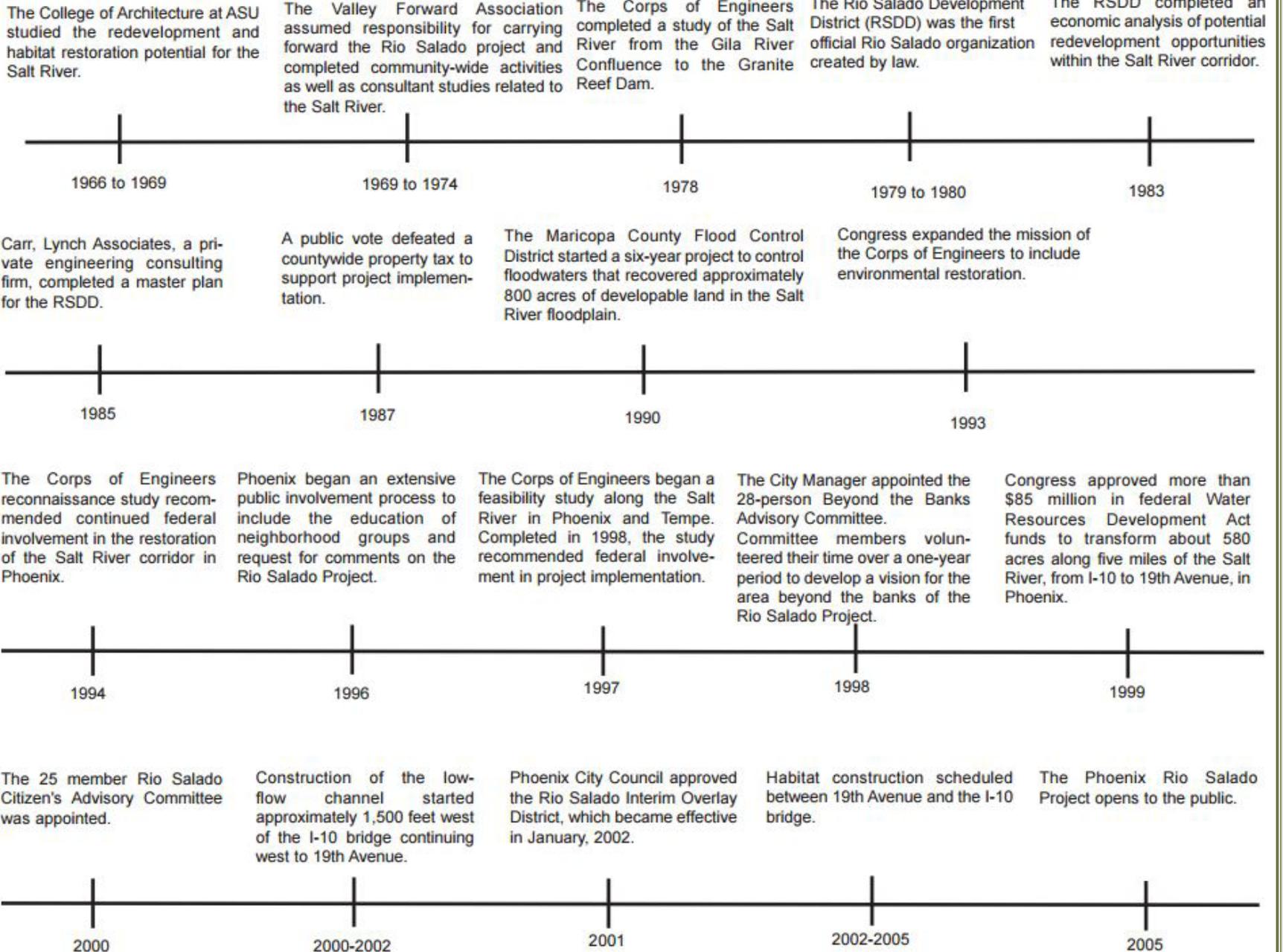
<https://www.phoenix.gov/pddsites/Pages/pzriobtb.aspx>

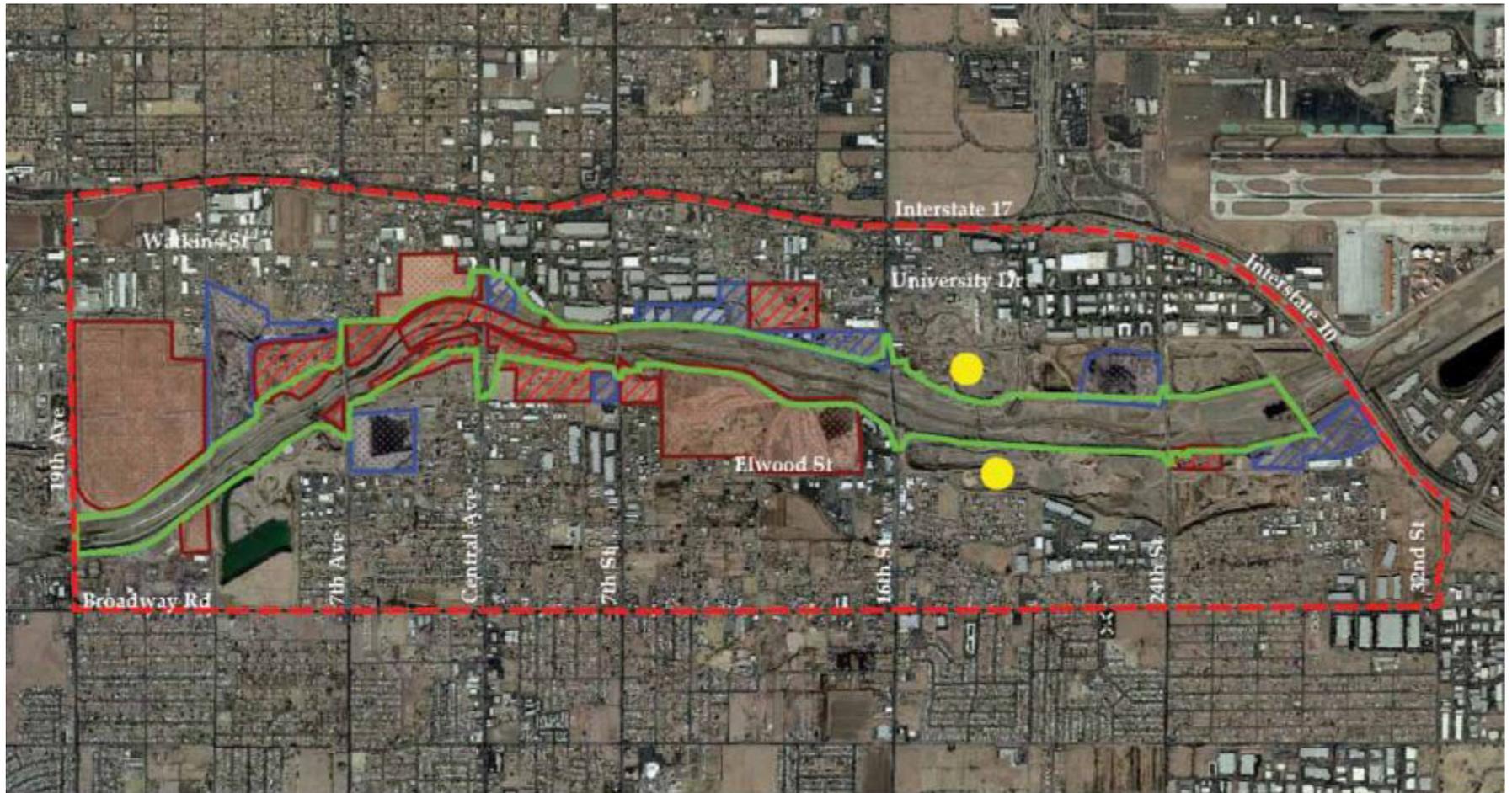
The purpose of the Rio Salado Beyond the Banks Area Plan is to protect the investment in the Rio Salado Habitat Restoration Project and to maximize the long-term benefits to the community while increasing the potential value of the properties adjacent to the river.



*From the Plan...*

**Rio Salado Project Timeline**





*Figure 20* **MINING AND LANDFILL OPERATIONS**

City of Phoenix  
Planning Department

May, 2002

Aerial photos: DigiAir, 2002



- Rio Salado Beyond the Banks Study Area Boundary
- Rio Salado Habitat Restoration Project
- Active Sand and Gravel Operations
- Landfills**
- Inactive Landfill, Mixed Waste (Approved Closure)
- Inactive Landfill, Mixed Waste
- Active Inert Debris Landfill
- Inactive Inert Debris Landfill

From the Plan...

### Vision Statement

The Rio Salado Beyond the Banks is a revitalized area that is realizing its full potential from its proximity to the Rio Salado, Downtown Phoenix, Sky Harbor International Airport, other job centers, and regional transportation linkages. The area:

- Connects to the restored Rio Salado as an attractive recreational and environmental amenity;
- Provides an attractive mix of land uses abutting the Rio Salado;
- Builds on existing neighborhoods, area history, and cultural identity;
- Provides infill housing to support seven city employment centers;
- Employs a growing and increasingly skilled workforce; and
- Creates a vibrant place that attracts area residents and visitors to a wide variety of recreational, environmental, and commercial activities.

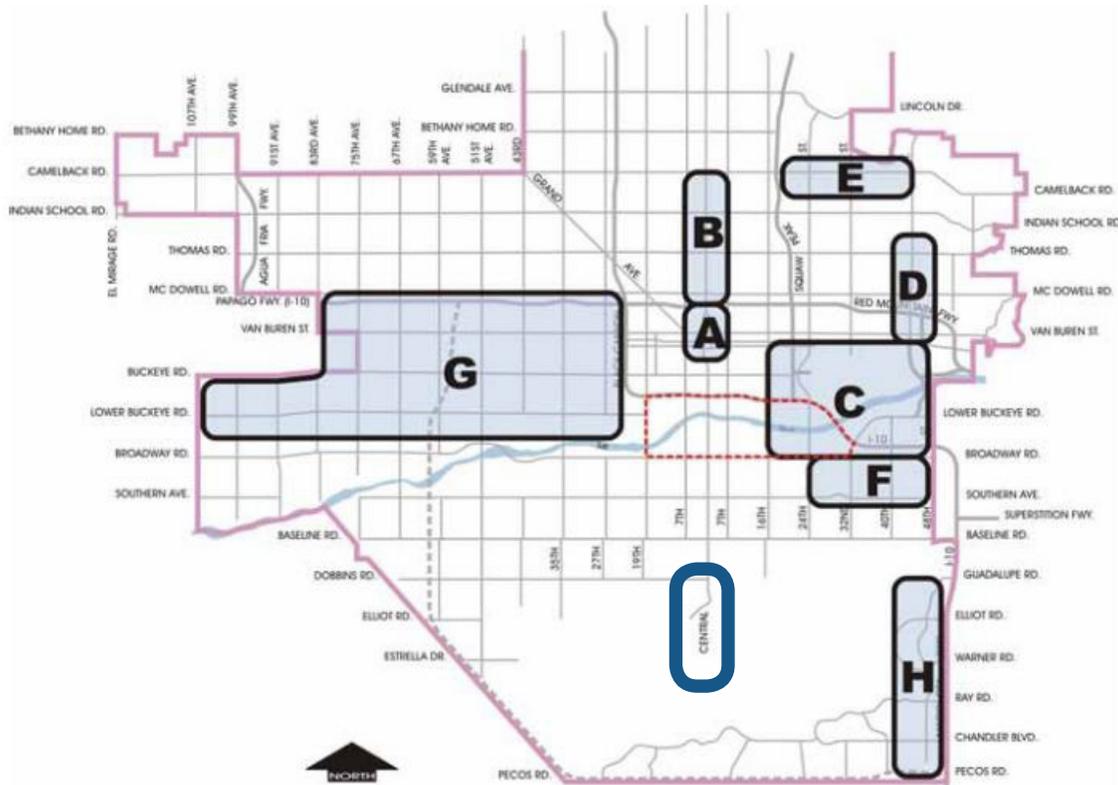


Figure 10

### Rio Salado Beyond the Banks Employment Centers

- |                                 |                                |
|---------------------------------|--------------------------------|
| <b>A - Downtown</b>             | <b>E - Camelback Corridor</b>  |
| <b>B - North Central Avenue</b> | <b>F - South Mountain</b>      |
| <b>C - Airport</b>              | <b>G - Southwest Phoenix</b>   |
| <b>D - Gateway</b>              | <b>H - Ahwatukee Foothills</b> |

--- Beyond the Banks Boundary

*From the Plan...*

**Summary: Plan Goals and Objectives**

**Goal 1: Land Use** - Rio Salado Beyond the Banks provides a diversity of infill housing and better balance of land uses.

- A.** Adopt a comprehensive plan, including text and map, that recognizes the economic role of the Beyond the Banks area in the larger region.
- B.** Coordinate land uses with the Phoenix General Plan and other adopted plans and studies in effect in the Beyond the Banks area.
- C.** Phase out incompatible land uses and identify locations for screening.
- D.** Reclaim sand and gravel pits and brownfield sites for new development.
- E.** Enhance area property values through prioritized investment in redevelopment activities, additional technical support, and targeted zoning enforcement.
- F.** Support quality infill development that is consistent with adopted plans and City Code.
- G.** Adopt ordinances to implement the Beyond the Banks Area Plan.

**Goal 2: Community Recreation** - Salado Beyond the Banks interfaces with the Rio Salado Habitat Restoration Project, links with South Mountain Park, and creates places for community recreation and environmental education.

- A.** Provide safe and accessible bikeways, hiking trails, and equestrian paths that connect the Rio Salado, South Mountain Park, public spaces, and neighborhoods.
- B.** Create attractive spaces for public enjoyment that extend and enhance the natural setting provided by the Rio Salado Habitat Restoration Project.
- C.** Locate new public parks north of Broadway Road to serve area present and future residents.
- D.** Utilize the North Branch San Francisco Canal as a linear recreation, non-motorized transportation corridor.
- E.** Support a golf course and adjacent complementary land uses at the Del Rio site.

**Goal 3: Economic Development** - Rio Salado Beyond the Banks presents opportunities for economic development and area investment.

- A.** Identify sites for potential new commercial development opportunities and expand shopping and services within or adjacent to the Beyond the Banks area.
- B.** Create a range of jobs to increase resident employment and stimulate area employment opportunities.
- C.** Explore job-training programs.
- D.** Use economic incentives to support local businesses and better integrate the area with citywide economic development goals.

**Goal 4: Neighborhoods** - Rio Salado Beyond the Banks encourages and protects healthy neighborhoods.

- A.** Work with residents and businesses to promote compatible land uses and blight-free neighborhoods.
- B.** Encourage home improvement.
- C.** Provide a range of housing types, costs, and densities.
- D.** Support transition of neighborhoods north of the Rio Salado surrounded by industrial uses and impacted by airport noise by providing housing opportunities south of the Rio Salado and other places.
- E.** Promote an appreciation for area history and culture.

**Goal 5: Accessibility** - Rio Salado Beyond the Banks offers convenient access to a wide range of nearby urban amenities.

- A.** Provide the Rio Salado Scenic Drive on most of north and south river banks to access the Rio Salado Habitat Restoration Project and riverside developments and to take advantage of Rio Salado, city, and mountain panoramas.

(Summary: Plan Goals and Objectives continued...)

**B.** Connect areas of the city by public transit to the Rio Salado Habitat Restoration Project, through the Beyond the Banks area, and to the South Mountain Environmental Education Center.

**C.** Provide a regionally funded Rio Salado Parkway connecting the 202 Freeway to Downtown via 19th Avenue, 7th Avenue, Central Avenue, and 7th Street.

**D.** Retrofit major north/south streets between I-17/I-10 and Broadway Road to enhance street lighting, landscaping, drainage, and sidewalks as needed.

**Goal 6: Safety** - Rio Salado Beyond the Banks ensures an environment that is safe from crime and industrial hazards.

**A.** Protect residents from hazardous industrial operations.

**B.** Reclaim landfills and sand/gravel mining pits.

**C.** Reduce environmental contamination through brownfield redevelopment.

**D.** Decrease crime and perception of crime through better design and police coordination.

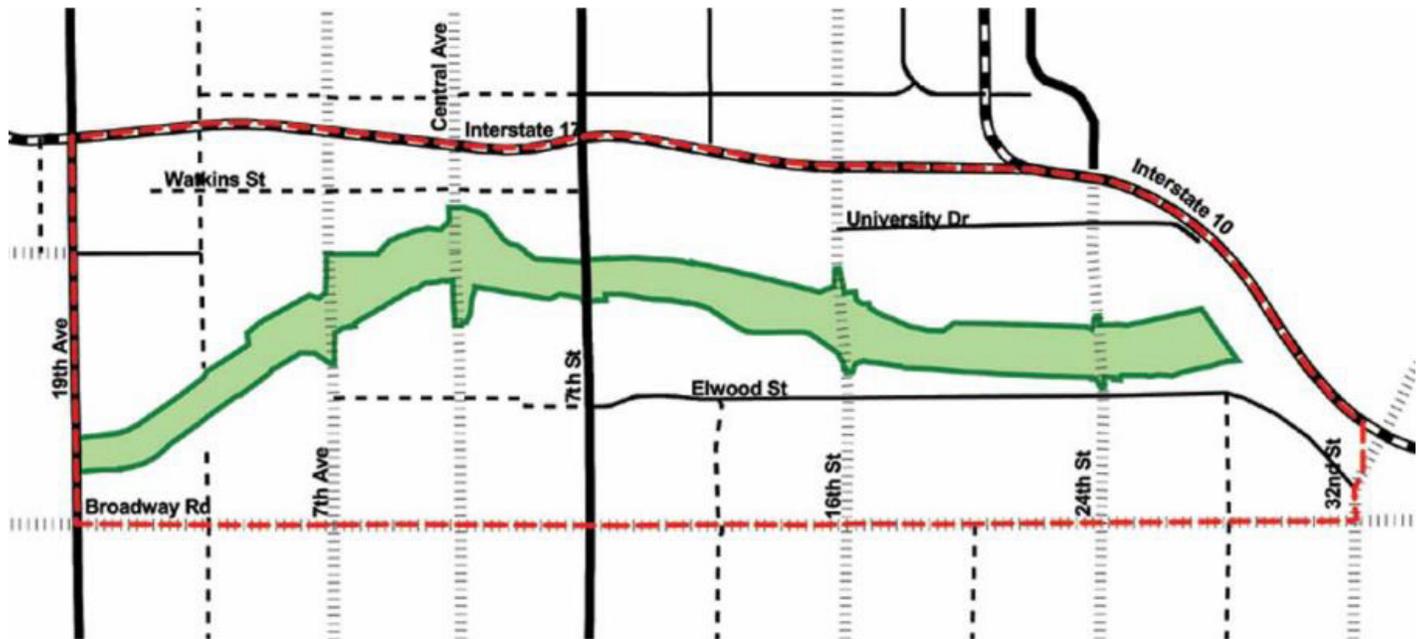


Figure 11

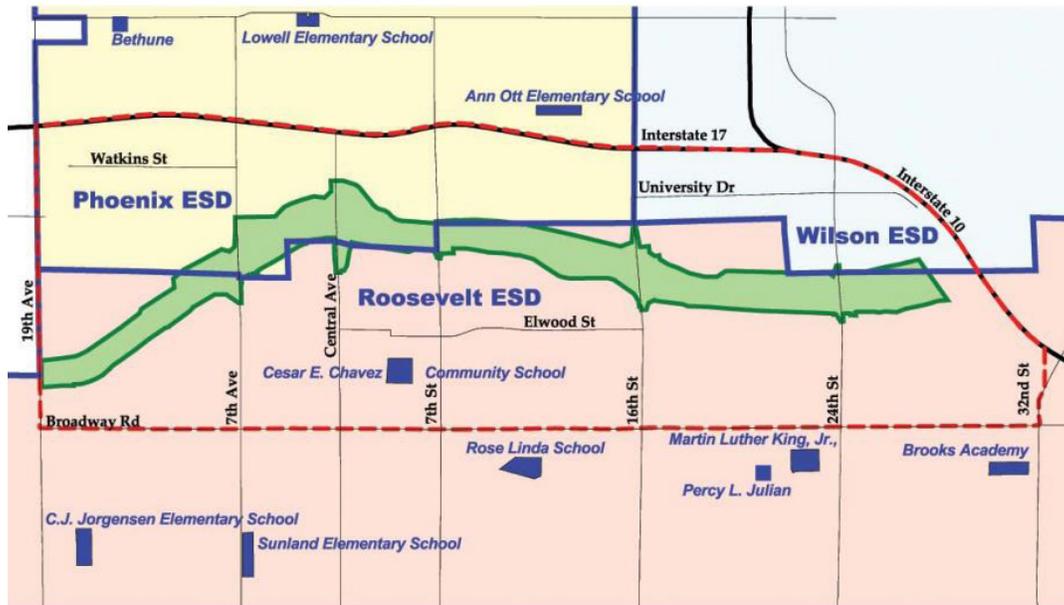
**STREET CLASSIFICATION**

-  Rio Salado Beyond the Banks Area Boundary
-  Freeway
-  Major Arterial
-  Arterial
-  Collector
-  Minor Collector
-  Rio Salado Habitat Restoration Project

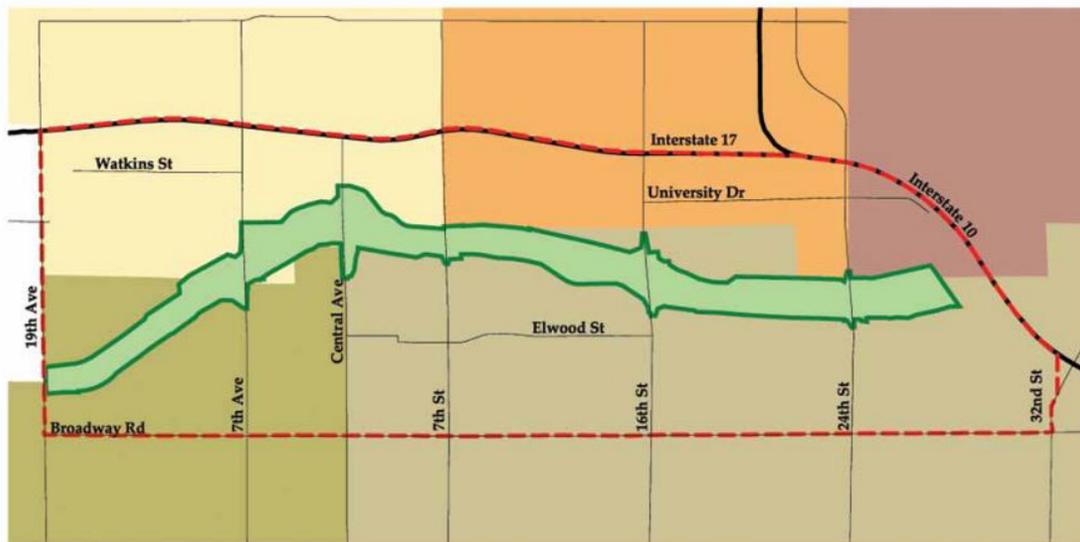
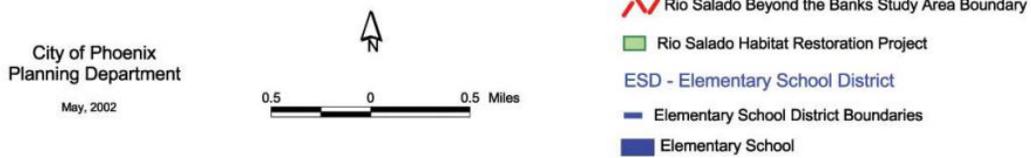
City of Phoenix  
Planning Department

October, 2003





**Figure 8** ELEMENTARY SCHOOL DISTRICT MAP



**Figure 9**

**HIGH SCHOOL DISTRICT**



## Rio Salado Interim Overlay District

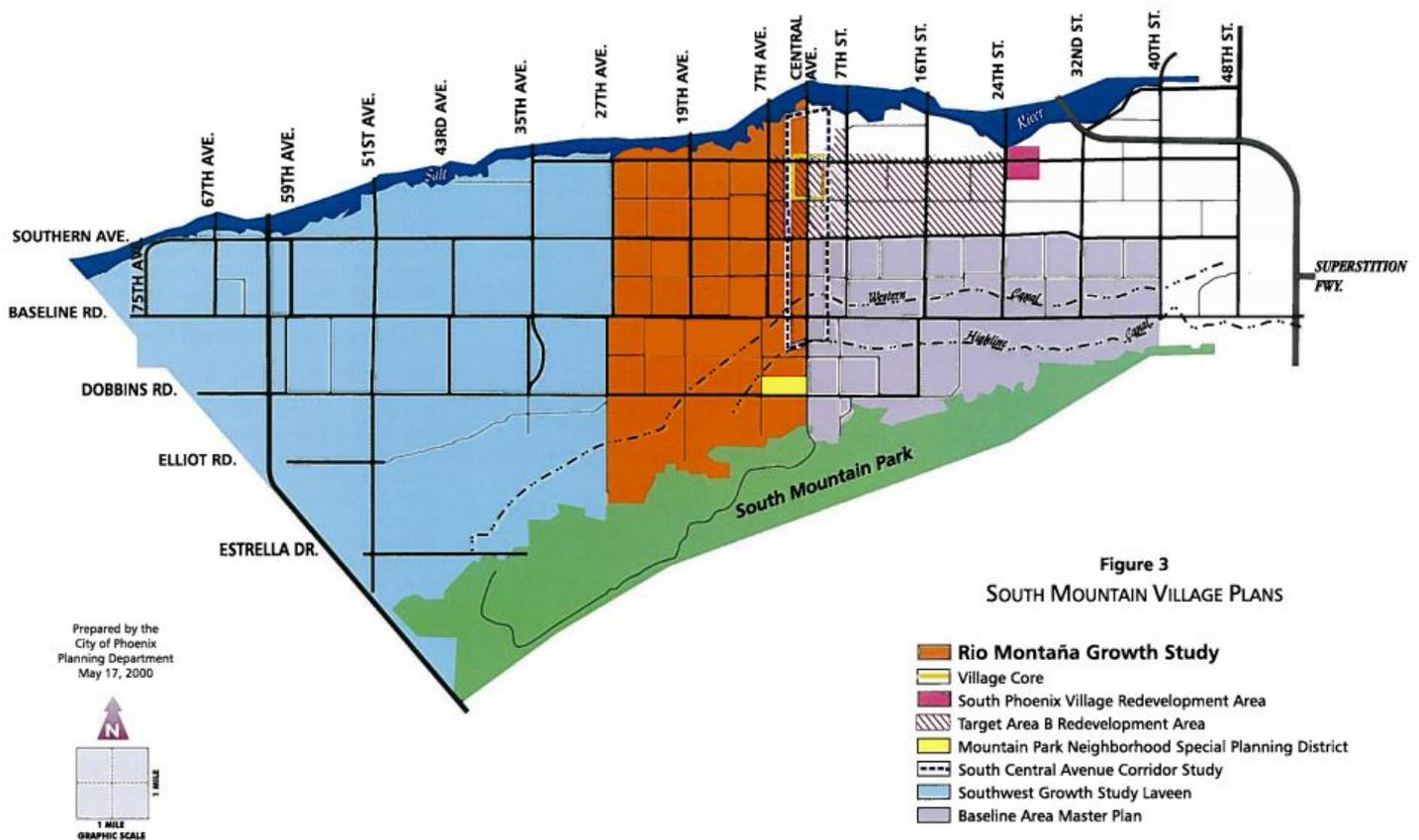
<http://www.codepublishing.com/AZ/Phoenix/?PhoenixZ06/PhoenixZ0655.html>

Purpose the Rio Salado Interim Overlay District is a unique district and does not set a precedent for future expansion of the interim overlay district. It addresses immediate concerns identified in this reach of the river. It is 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.

## Rio Montana Area Plan (2000)

[https://www.phoenix.gov/pddsites/Documents/pdd\\_pz\\_pdf\\_00145.pdf](https://www.phoenix.gov/pddsites/Documents/pdd_pz_pdf_00145.pdf)

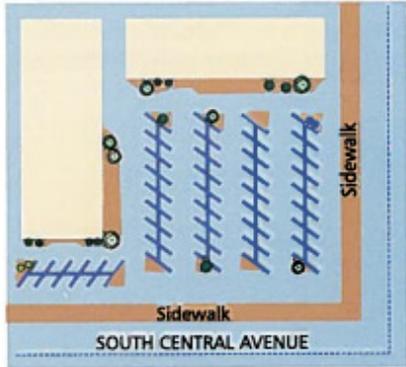
The Rio Montana Growth Study is a summary of the existing physical, social and economic conditions of the Rio Montana community and a plan for the future.





### EXISTING STRIP COMMERCIAL

*Avoid*



### PEDESTRIAN CIRCULATION

Plant trees on west side of buildings to protect pedestrians from direct solar exposure.

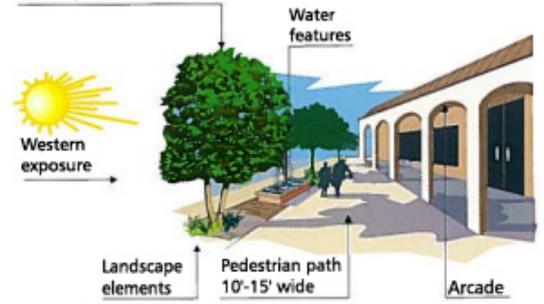
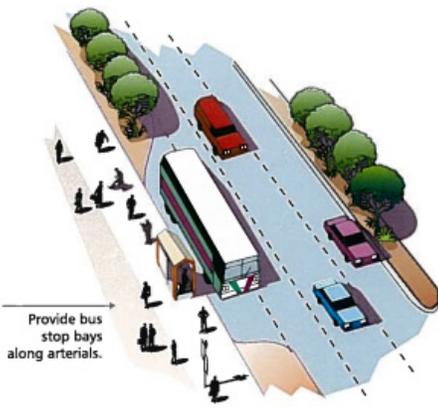


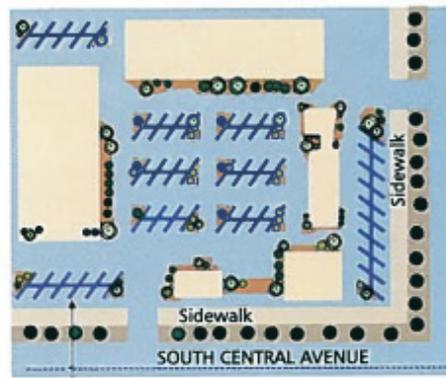
Figure 55  
PEDESTRIAN CIRCULATION

### TRANSIT STOPS

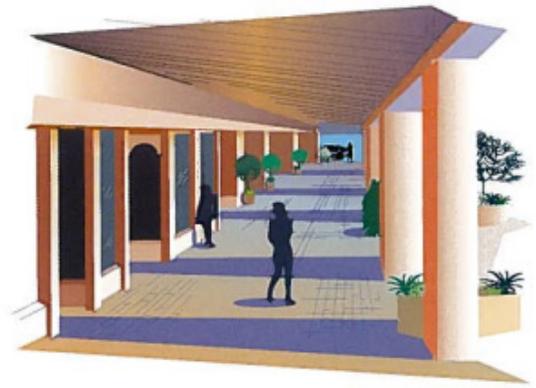
Transit stops must protect users from direct sun exposure and winds. Design themes for transit stops should respond to specific locations.



*Encourage*



Create intimate space.  
Break up parking.  
Provide adequate landscaping and tree coverage for shade.

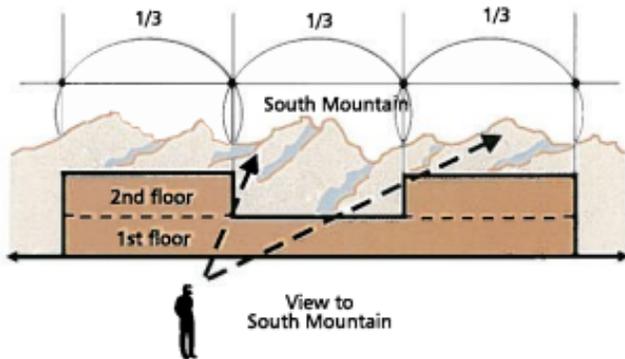


Provide shaded arcades along the perimeter of commercial buildings.

### SITE DESIGN

### SITE DESIGN

Multi-family Residential 15+ Du/ac.



To preserve the view of South Mountain, any two-story development will have at least 1/3 of its height in one story.

Encourage architectural continuity by directing the use of a repeating pattern of change in color, texture and materials.

Broken roof line provides visual variety and attractiveness to large commercial projects.

Encourage the use of pitched roofs.



Create landscaped access way to main entrance of commercial center.

*Encourage*

# South Central Avenue Corridor Study Report Card (December 2015)

[http://www.valleymetro.org/images/uploads/prop\\_reports/South\\_Central\\_Dec\\_2015.pdf](http://www.valleymetro.org/images/uploads/prop_reports/South_Central_Dec_2015.pdf)

The Report Card provides an update to the South Central Avenue Light Rail Extension.



**PROJECTS**

## SOUTH CENTRAL

TITLE

### LIGHT RAIL EXTENSION

TYPE





**REPORT CARD / DECEMBER 2015**  
[valleymetro.org/southcentral](http://valleymetro.org/southcentral)

**PROJECT DESCRIPTION**

The South Central Light Rail Extension will extend light rail approximately five miles south from the existing light rail in downtown Phoenix to Baseline Road in Phoenix. Seven station locations have been identified and a single traffic lane in each direction has been recommended.

**BENEFITS**

The South Central Light Rail Extension will provide enhanced transit service to a community with high transit ridership and support neighborhood revitalization and connectivity between downtown Phoenix and south Phoenix.

**UPDATE**

- Identified by the US Department of Transportation as one of seven cities for the LadderSTEP Pilot
- Continued the environmental assessment
- Continued refinement of project design
- Working with the City of Phoenix Planning Department to develop a policy plan for Transit Oriented Development (TOD) near the seven station locations
- Approved by the Federal Transit Administration (FTA) to enter into the Project Development Phase

**BUDGET**

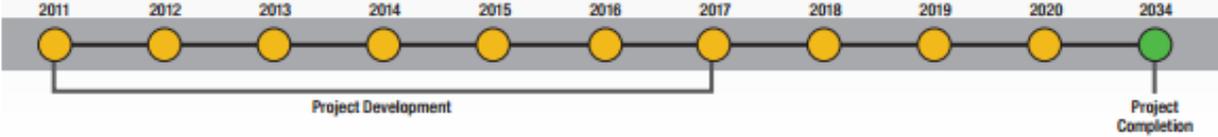
	Programmed*	Expended**
Project Development	\$4,950,000	\$2,210,112
Final Design	TBD	\$0
Construction	TBD	\$0
<b>TOTAL</b>	<b>\$4,950,000</b>	<b>\$2,210,112</b>

\*Does not include financing cost.  
 \*\*Estimated as of December 31, 2015.

**ROUTE MAP**



**SCHEDULE**



# South Central Avenue Light Rail Extension Summary

[http://www.valleymetro.org/projects\\_and\\_planning/project\\_detail/south\\_central](http://www.valleymetro.org/projects_and_planning/project_detail/south_central)

This webpage provides the public with an update on the proposed South Central Avenue Light Rail Extension with links to important updates relevant to the project.

# South Central Avenue Light Rail Extension Update (December 2014)

[http://www.valleymetro.org/images/uploads/prop\\_photos/SCentral\\_Project\\_Update\\_12.14\\_E.pdf](http://www.valleymetro.org/images/uploads/prop_photos/SCentral_Project_Update_12.14_E.pdf)

This document from December 2014 provides an update regarding the light rail extension along South Central Avenue.

PROJECT UPDATE
DECEMBER 2014

### BACKGROUND

In 2011 Valley Metro and the city of Phoenix initiated a transit study analyzing the opportunity to connect downtown Phoenix with South Central Phoenix with high-capacity transit. The study, called an Alternatives Analysis, included the area from 7th St. to 7th Ave. and Washington St. to Dobbins Rd. to determine what type of high-capacity transit would best serve the community and where the best alignment, or route, should be located.

Three transit types were evaluated including bus rapid transit, light rail, and modern streetcar. Route locations considered included Central/1st Ave. and 7th St. or 7th Ave. from the existing light rail system to Baseline Rd.

In 2013, after two years of technical analysis and working with the local community, Valley Metro and the City of Phoenix City Council approved the recommended locally preferred alternative of light rail on Central and 1st Avenues connecting from the existing light rail system at Washington/Jefferson Streets, then south to Baseline Rd.

### PROJECT STATUS

Upon further technical analysis and community input, staff made a recommendation on the final lane configuration to reduce the roadway to one (1) travel lane in each direction with flare-outs (widening) at Baseline Rd., Southern Ave., Broadway Rd., and Buckeye Rd. Stations are planned to be located on Central Ave. at Lincoln St., Buckeye Rd., the Audubon Center, Broadway Rd., Roeser Rd., Southern Ave., and Baseline Rd. In November 2014, the Phoenix City Council approved the lane configuration and the proposed station locations for further study in the next phase of the project.

### NEXT STEPS

In September 2014 the city of Phoenix was awarded a TIGER (Transportation Investment Generating Economy Recovery) grant from the U.S. Department of Transportation for \$1.6 million with a local match from the city of Phoenix at \$1.6 million. This funding will allow Valley Metro and the city of Phoenix to begin the Project's next steps which include preparing the federally-required environmental assessment and conceptual engineering. These next steps will take approximately 18-24 months and are scheduled to begin in early 2015. Staff will continue to work with the local community and the South Central businesses as the project progresses.

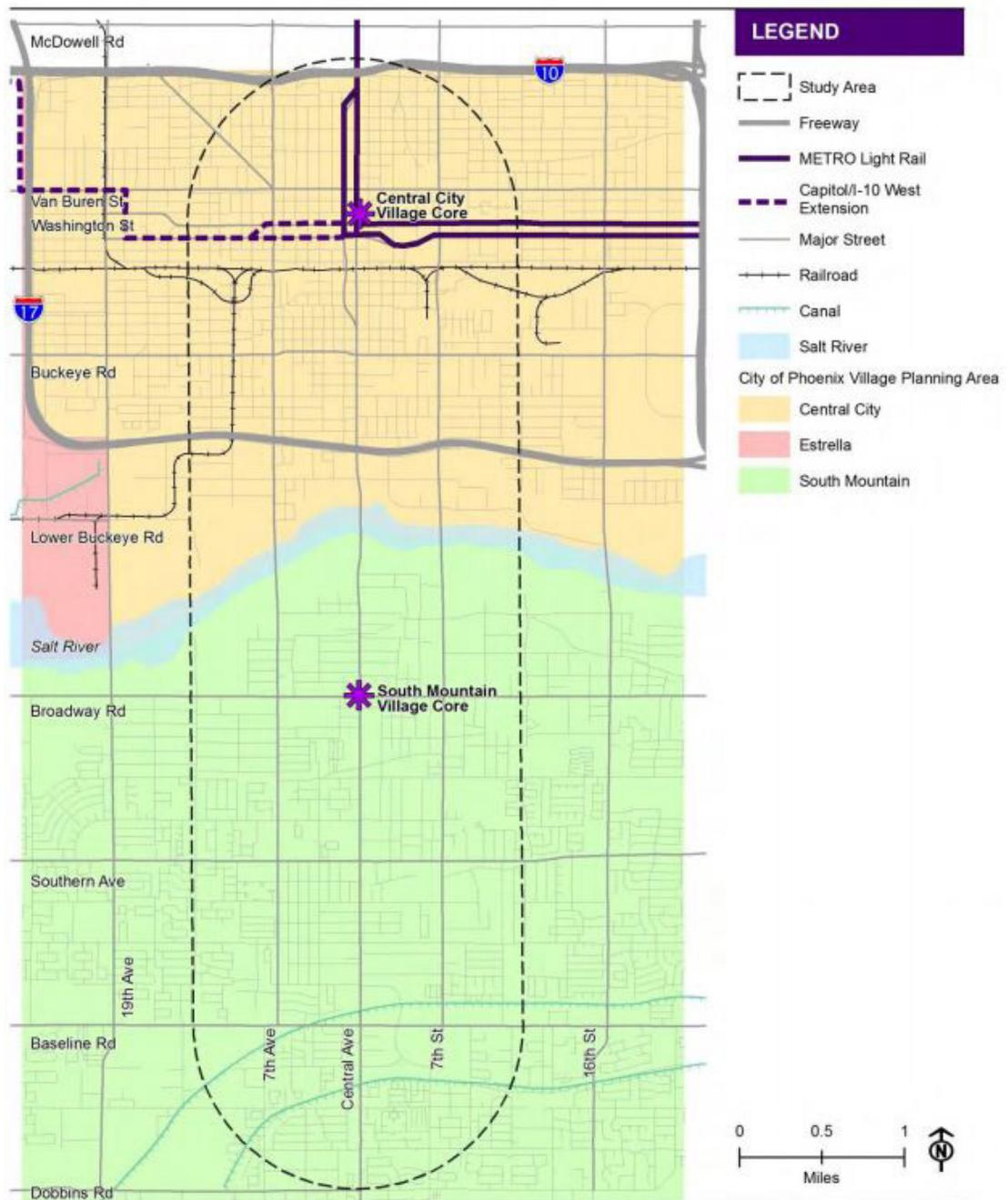
### SOUTH CENTRAL LIGHT RAIL RECOMMENDATION

8 - 10 YEARS

# South Central Avenue Locally Preferred Alternative Report (April 2014)

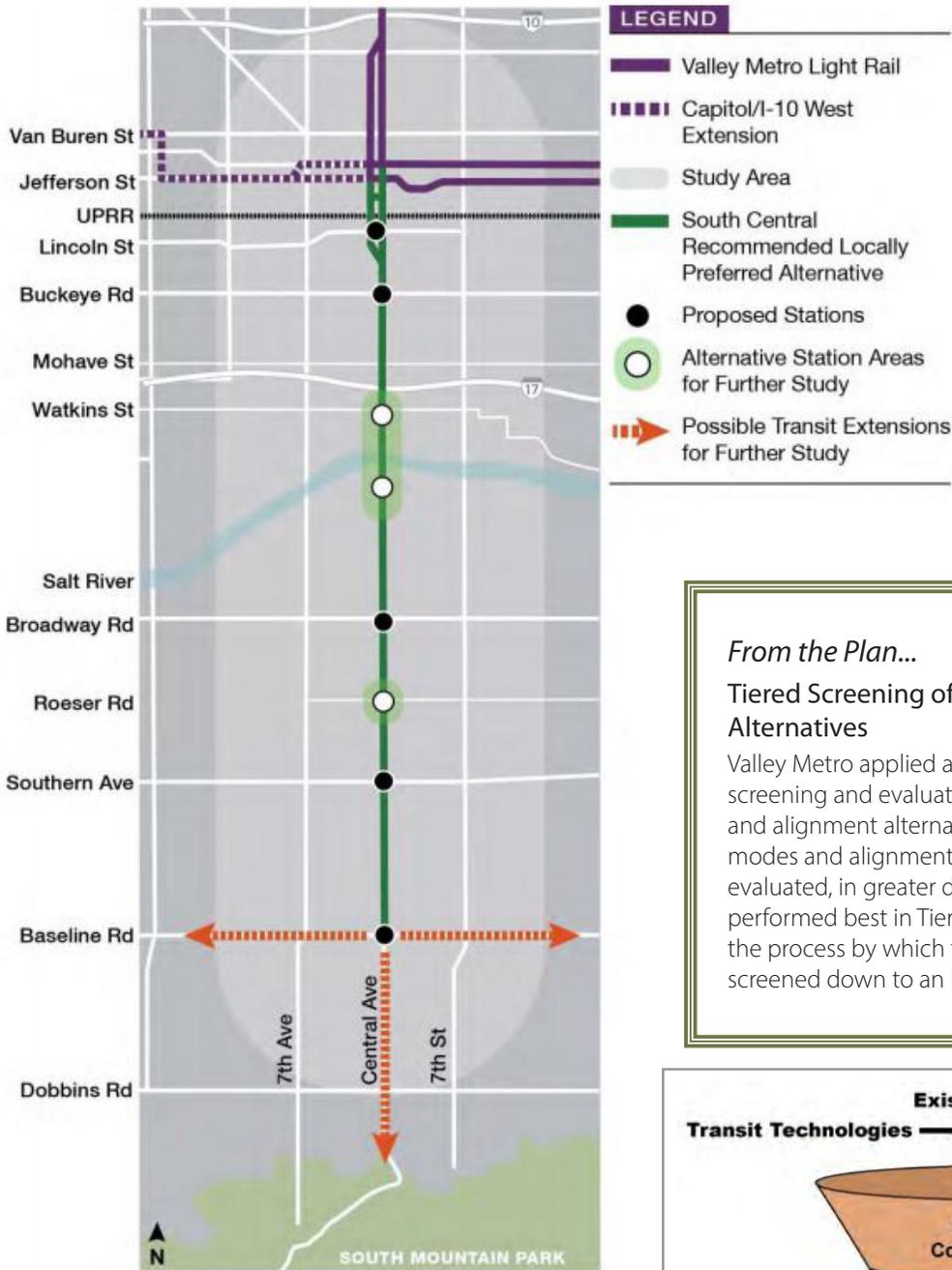
[http://www.valleymetro.org/images/uploads/prop\\_photos/South Central AA LPA 04.24.14%281%29.pdf](http://www.valleymetro.org/images/uploads/prop_photos/South_Central_AA_LPA_04.24.14%281%29.pdf)

In 2011, Valley Metro and the City of Phoenix began efforts to assess the feasibility of extending light rail transit (LRT) from Downtown Phoenix to Baseline Road along the South Central Corridor. Following the award of a planning grant from the Federal Transit Administration (FTA) in 2012, Valley Metro expanded the feasibility study into an Alternatives Analysis (AA) to evaluate both transit technologies and alignments for High Capacity Transit (HCT) in the South Central Corridor. This document represents the culmination of those efforts, including the selection of a Locally Preferred Alternative (LPA) and an evaluation of its expected performance under the FTA's New Starts program.



Sources: City of Phoenix, Valley Metro

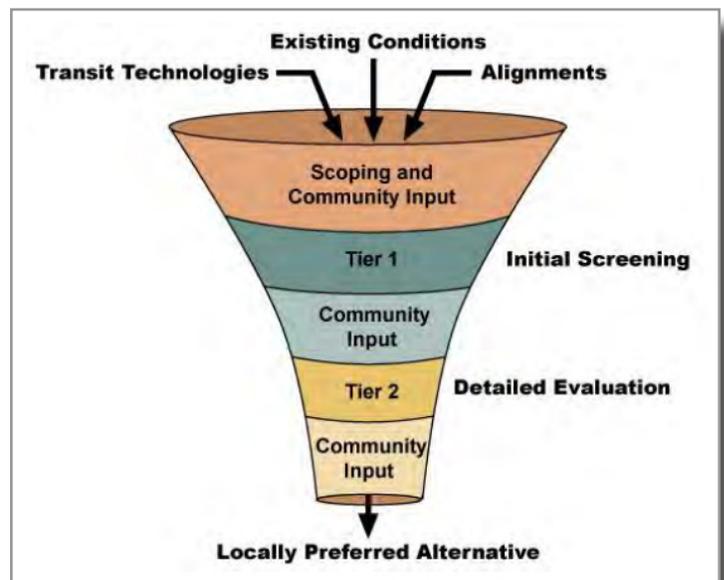
## Locally Preferred Alternative (LPA)



### From the Plan...

#### Tiered Screening of Technology and Alignment Alternatives

Valley Metro applied a two-level (two-tiered) screening and evaluation process to evaluate mode and alignment alternatives in the AA. Tier 1 screened modes and alignments separately. Tier 2 then evaluated, in greater detail, those alternatives that performed best in Tier 1. The figure below illustrates the process by which the full set of alternatives will be screened down to an LPA.



*From the Plan...*

## **Purpose and Need**

### **Purpose of the Project**

The primary purpose of an enhanced public transportation investment in the South Central Avenue corridor is to develop an efficient and effective transportation connection between South Central Phoenix and the regional light rail system. This will provide South Central Phoenix residents with improved access to regional activity centers and intercity air and bus travel. An enhanced public transportation investment should, to the greatest extent possible:

1. Ensure access to reliable public transit service in the study area.
2. Serve the area's transit dependent population.
3. Address capacity issues generated by growing travel demand.
4. Provide incentives for economic development.
5. Complement area plans that call for sustainable and livable transportation options.

### **Need for the Project**

Existing and future population, employment and travel demand growth show a strong need to develop HCT in South Central Phoenix. Travel patterns show a future need for improved access to activity centers and destinations in Phoenix (including the Downtown core) and the East Valley. The MAG 2010 regional travel demand model indicates that by the year 2031, a 26 percent increase (from 2010) in daily person trips, by all modes, will occur between South Central Phoenix and destinations along North Central Avenue. By the same year, a 19 percent increase in trips is expected between South Central Phoenix and the Sky Harbor/Tempe area. Many South Central Phoenix Corridor residents walk to reach their destinations and to access public transit. The MAG 2010 regional travel demand model shows that 14 percent of the study area residents walk or bike to work – a much higher proportion than the Maricopa County figure of 2.4 percent (according to the American Community Survey for 2008 through 2012). Data from the Valley Metro 2010-2011 On-Board Survey indicate that 93 percent of those who ride the three north-south routes in the corridor (routes 0, 7, and 8 on Central Avenue, 7th Street, and 7th Avenue) walk to access the bus. These three routes regularly experience travel delays and are beginning to operate at full capacity.

Traffic data show that future motorized travel in the corridor is expected to remain high and to create peak demand that approaches or exceeds capacity at some locations. Year 2030 traffic model results show that several arterial intersections are expected to experience greater levels of traffic congestion. Peak PM period traffic model results provided in the MAG Regional Transportation Plan (RTP) 2010 Update show that even with planned transportation improvements, a number of intersections in the South LPA Report Central Corridor will experience at-capacity and over-capacity levels of service (LOS E and F) by 2030 including:

- 7th Street at Baseline, Broadway and Buckeye Roads, and at Van Buren Street
- Central Avenue at Broadway and Buckeye Roads, and at Van Buren Street
- 7th Avenue at Baseline, Broadway and Buckeye Roads, and at Van Buren Street

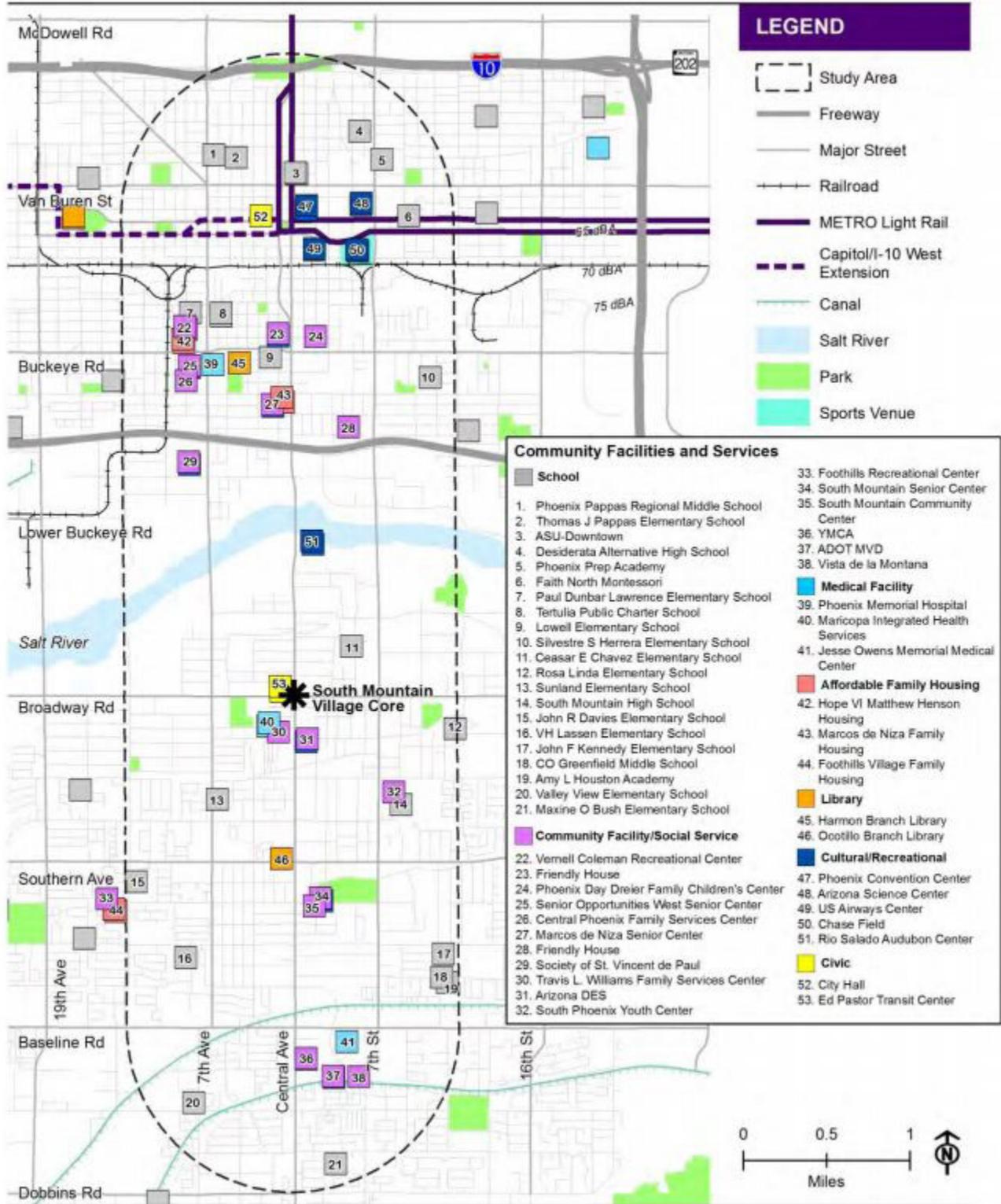
With regard to transit capacity in the corridor, high service frequency (10 minutes) has not prevented local buses on Route 0, Central Avenue, from exceeding their capacity during peak travel hours. COP Public Transit has confirmed that some trips experience overcrowding. The highest passenger load was observed on a northbound Route 0 trip with 56 passengers, or 160 percent of seated capacity, documented at Hadley Street and Central Avenue during the AM peak period.

# Transportation Facility Classification



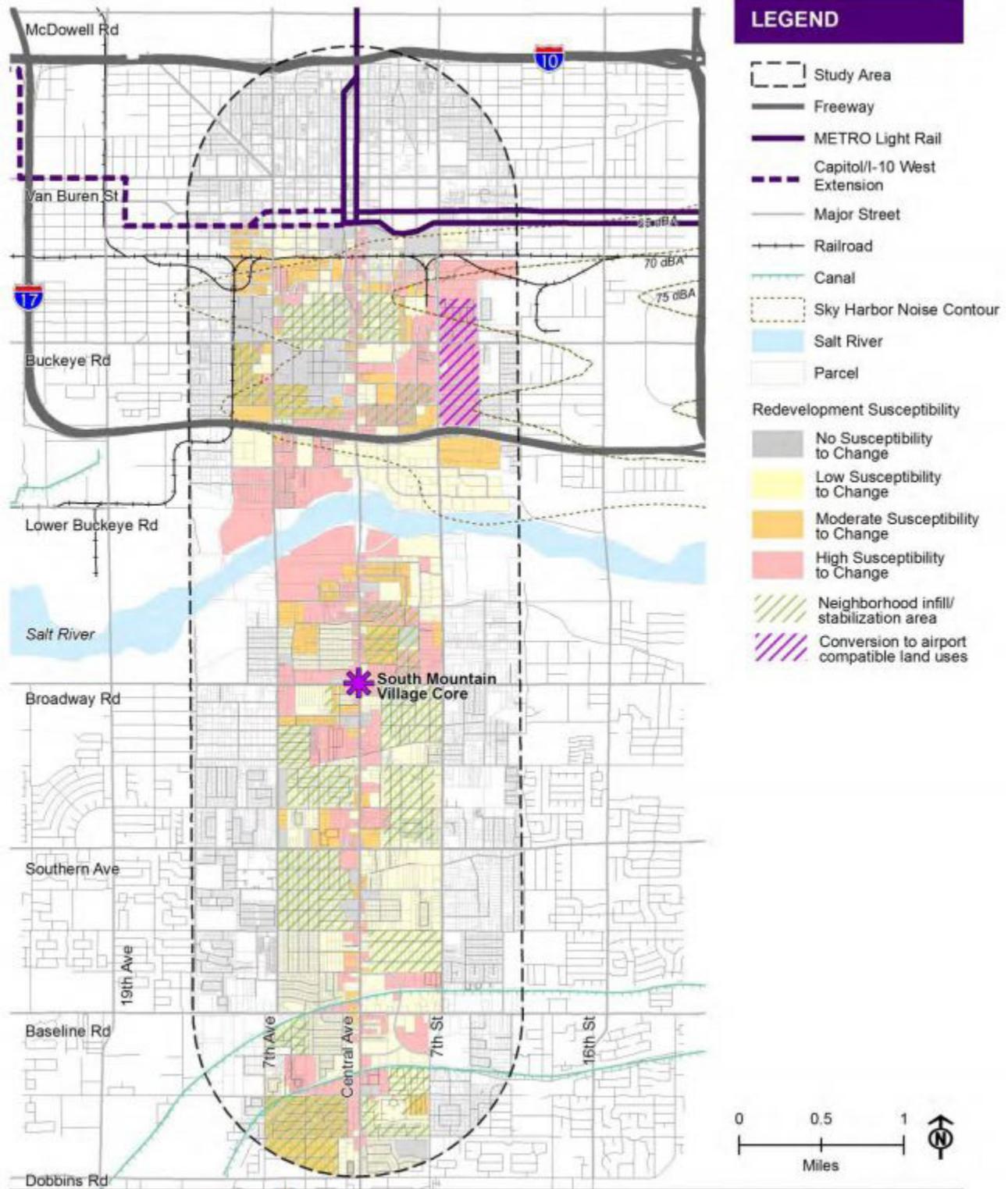
Sources: City of Phoenix, Valley Metro, and MAG

# Community Facilities and Services



Sources: City of Phoenix and Valley Metro team

# Redevelopment Susceptibility



Sources: City of Phoenix and Valley Metro team

*From the Plan...*

## **Socioeconomic Highlights**

### **Minority and Low-Income Populations**

Most census tracts in the South Central Corridor have a minority population of over 75 percent, according to the 2010 U.S. Census. The exceptions are the Downtown Phoenix central business district, including the area adjacent to the existing CP/EV and proposed Capitol/I-10 West Light Rail Extension, and the area between I-17 and the Salt River. Despite these variations, the South Central Corridor has a higher proportion of minorities than Maricopa County as a whole, which averages 42 percent.

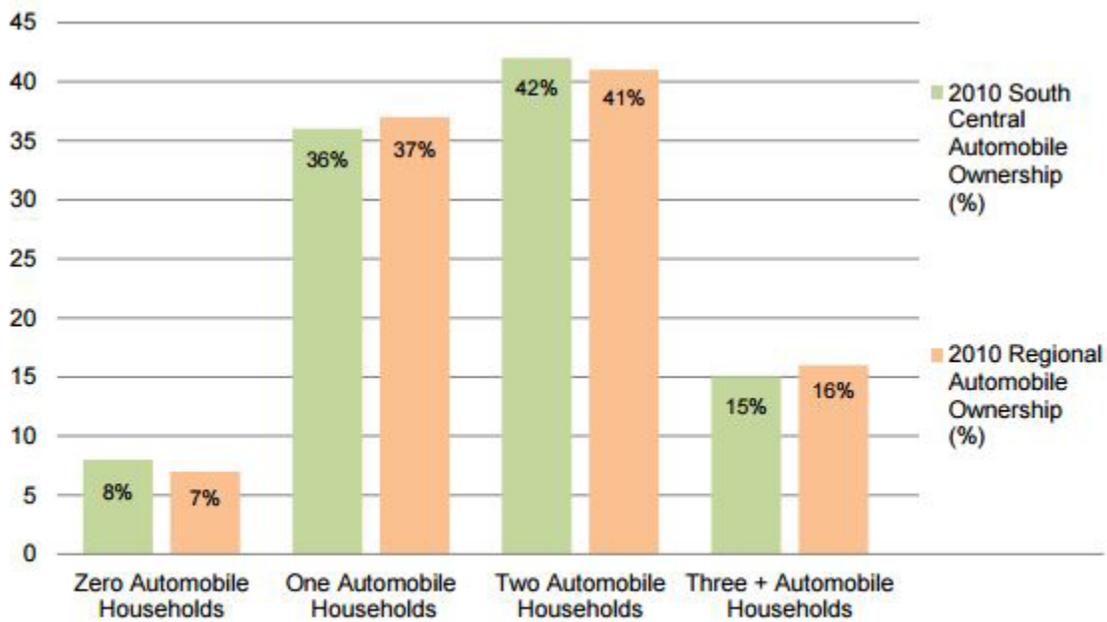
The prevalence of low-income households in the corridor was assessed by the percent of the population exceeding the 150 percent poverty level, based on 2012 American Community Survey five-year estimates for the years 2008-2012. Overall, more than half of the census tracts in the study corridor have 50 percent or more residents that exceed the 150 percent poverty threshold (generally located between Van Buren Street and Broadway Road); all study area census tracts include at least 25 percent exceeding the poverty threshold. There are two areas with high concentrations of low-income residents, ranging from 77 to 87 percent population exceeding the 150 percent poverty threshold: the area bounded by 7th Avenue, 19th Avenue, Van Buren Street, and Buckeye Road; and the area bounded by 7th Street, 7th Avenue, Buckeye Road, and the Salt River. Both of these areas include Hope VI or affordable housing communities, including the Matthew Henson and Marcos de Niza communities.

### **Age, Disability, and Automobile Ownership**

A review of elderly (over 65 years of age) and young (under 16 years of age) persons was conducted to understand the population that may be transit-dependent, in that they may not be able or legally qualified to drive. The study area has a prevalence of elderly persons between five and eight percent – far less than the Maricopa County average of twelve percent. However, in regards to the youth population, the entire study area outside the Downtown core has a higher-than-average percent (approximately 25 to 35 percent) of the population under 16 years of age. The total across the region is 24 percent.

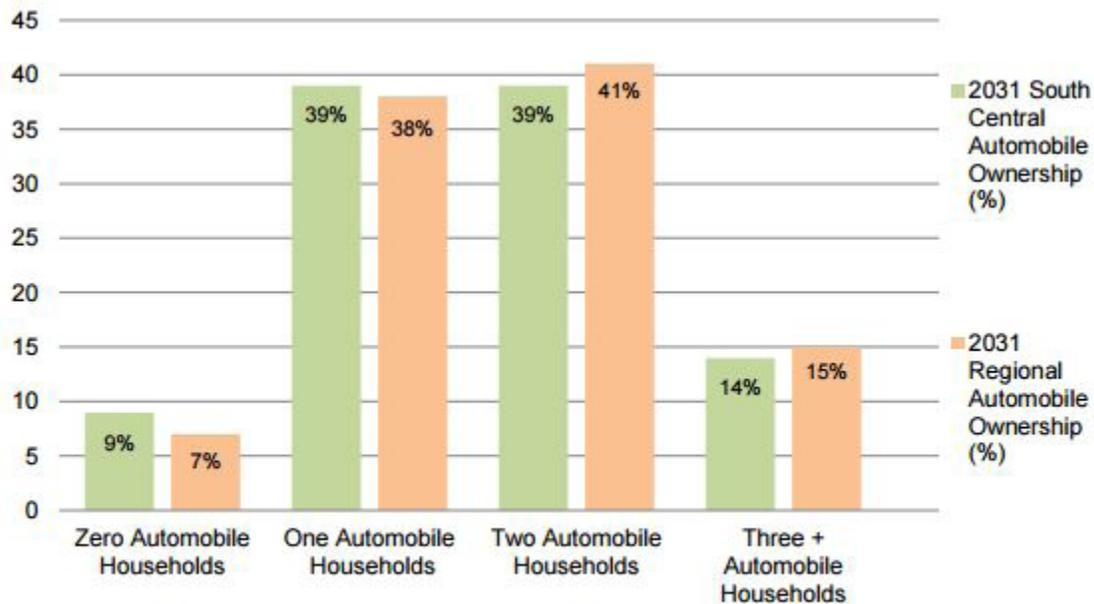
Auto ownership rates in the South Central Corridor today are also lower than in the county as a whole. In 2010, zero-auto households comprised eight percent of the total in the study area and seven percent in the region (Figure 6). This gap is expected to double, from one percent to two percent, by 2031 (Figure 7). Also by 2031, the LPA Report Page 17 April 2014 proportion of households with fewer than two vehicles is expected to rise to 48 percent in the study area (from 44 percent in 2010), versus 45 percent in Maricopa County (also from 44 percent in 2010). This growing divergence in auto ownership between the study corridor and the region points to increasing transit-dependence and hence, to demands for higher-capacity transit in the South Central Corridor.

### 2010 Automobile Ownership



Source: MAG Travel Demand Model, 2011

### 2031 Automobile Ownership



Source: MAG Travel Demand Model, 2011

## Illustrative Concepts of Central Avenue/Baseline Road Station Area



*From the Plan...*

### **Input from the Community**

#### **Community Working Group (CWG)**

The purpose of the CWG was to incorporate the views of selected South Central Phoenix stakeholders in the detailed LPA, arising from the leading alternative recommended after the Tier 2 evaluation. The CWG met monthly for six sessions during the spring and summer of 2013.

The CWG discussed the following components of the LPA, in accordance with the agenda prepared for each meeting:

- Lane configuration (primarily, two versus four through traffic lanes on Central Avenue)
- Station locations (using extensive prior work by the Valley Metro team, including a study of adjacent development potential at four prime station locations and a half-day station area planning workshop)
- Transit connections
- Park-and-ride locations
- Other physical and operational elements of the proposed LRT system

#### **CWG Recommendations by Topic**

##### ***Lane Configuration***

- Maintain the existing two general traffic lanes per direction from Downtown Phoenix to approximately Watkins Street (south of I-17).
- From Watkins Street to Baseline Road, confine automotive traffic to one lane per direction, thereby allowing LRT to occupy part of the existing Salt River bridge (once reinforced for rail). *This recommendation remains subject to further technical analysis before the final roadway configuration can be determined.*

### ***Station Locations***

- CWG members were asked to vote on their primary and secondary station location preferences. The most preferred locations were at the four intersecting arterial streets coinciding with the Phoenix mile grid: Buckeye Road, Broadway Road, Southern Avenue, and Baseline Road. However, the Audubon (Pulliam) Center and Roeser Road received many secondary votes, with Lincoln Street placing third in this category.
- Explore a station at Audubon because of the high redevelopment potential of adjacent land, and to improve recreational access to a regional attraction.
- Investigate Roeser Road because it has a bus route and a station would serve a substantial transit-dependent population.
- Consider Lincoln Street because of its high redevelopment potential.
- Consider Watkins Street as a less isolated, north-of-the-river alternative to the Audubon Center.

The CWG's recommendation for stations at the four east-west arterial streets supports the results of the Valley Metro team's detailed work on station area development opportunities. This work included identification of existing land uses, redevelopment potential, and opportunities for transit-oriented development with a possible mix of higher-density uses at some locations. Figure 16 shows an illustrative conceptual rendering of the proposed end-of-line station at Central Avenue and Baseline Road. Similar renderings were prepared for several major stations after a workshop involving diverse COP staff involved in transportation, community planning, economic development, and urban design.

### ***Transit Connections***

- Ensure convenient connections with east-west bus routes.
- Consider future route adjustments and circulator services to better connect the community with LRT.

### ***Park-and-Ride Locations***

- At minimum, consider a location at the proposed Baseline Road LRT terminus, to supplement the existing and planned facilities along Baseline at 27th Avenue and 24th Street. A park-and-ride at the terminus can capture riders early in their journeys.
- Consider also the availability of city-owned land near Ed Pastor Transit Center (to the west and southeast) for a park-and-ride.

### ***Potential Extensions Suggested by CWG Members***

- Consider extending the corridor south of Baseline Road, where more potential riders live (according to some CWG members).
- Extend into South Mountain Park, where some people feel that the development of new attractions could generate additional transit ridership.
- Consider an extension east on Baseline Road, to the planned 24th Street/Baseline park-and-ride or all the way to I-10.

### ***Other***

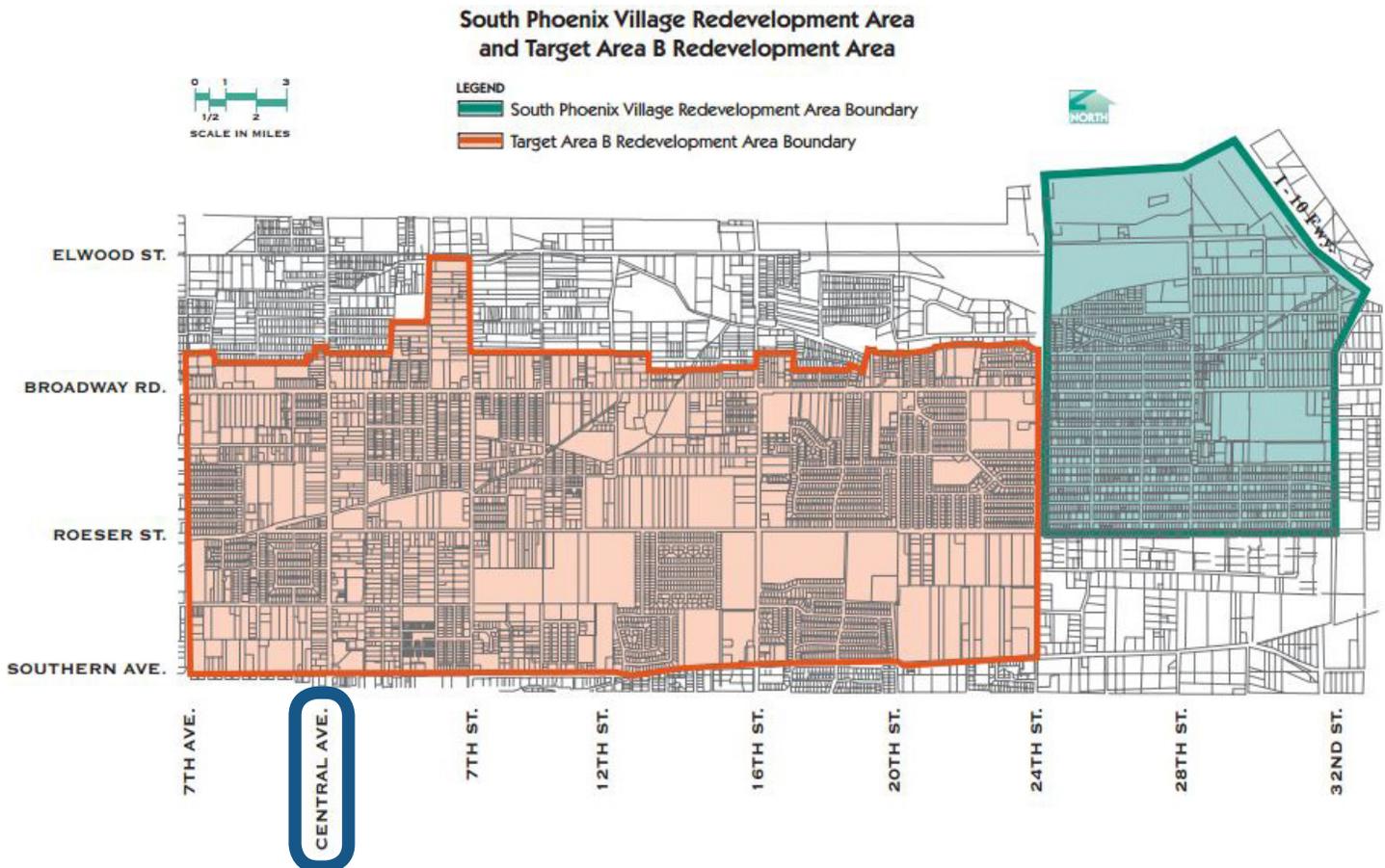
- Maintain bike lanes on Central Avenue and incorporate bike facilities, such as storage at park-and-rides, where applicable.
- Build consistency and continuity in median treatments.
- Consider other amenities in the street configurations to encourage a more active pedestrian environment. This might include a narrower street section and landscaped sidewalk setbacks.
- Consider installing a unique architectural feature as a gateway to the community.

# South Phoenix Village Redevelopment Area Plan (2001)

[https://www.phoenix.gov/pdds/Docs/Documents/pdd\\_pz\\_pdf\\_00148.pdf](https://www.phoenix.gov/pdds/Docs/Documents/pdd_pz_pdf_00148.pdf)

The objectives for the redevelopment area are based upon goals identified by a citizen task force while assessing current conditions, problems, assets, and opportunities within the area. The objectives are established to guide redevelopment activities and to further revitalization of the redevelopment area and its surroundings. The success of redevelopment objectives can also help address other major citizen concerns identified by the task force which include reduction of drug and crime problems.

## SOUTH PHOENIX VILLAGE REDEVELOPMENT AREA PLAN



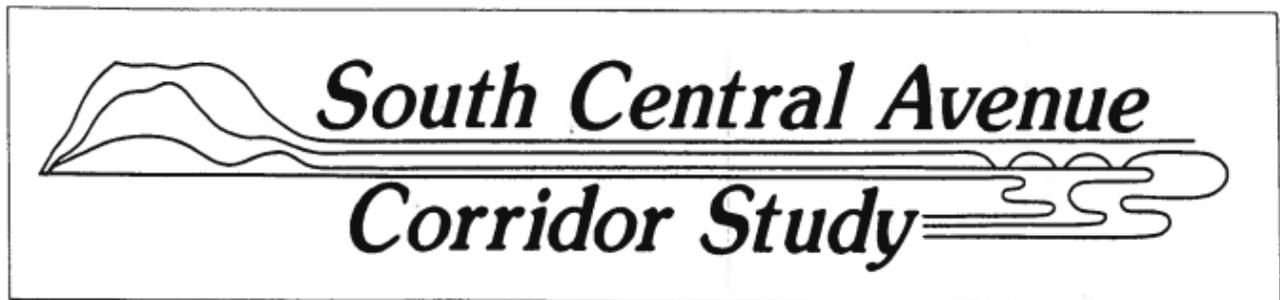
*From the Plan...*

**Historic Overview**

The South Mountain Village is rich in history. Much of what makes South Mountain unique, thereby setting it apart from other villages, is its past and present agricultural character. In addition to what defines and promotes the character of the village, South Central Avenue has played an important role in the village history by serving as a commercial center and as the transportation link to those parts of Phoenix north of the Salt River.

The prehistoric Hohokam Indians were the first farmers to reside in the Salt River Valley. They built the canals and diverted water from the Salt River to irrigate the land to grow various crops. Portions of those prehistoric agricultural areas were located in the South Mountain Village. In [the twentieth] century, the Bartlett-Heard Land and Cattle Company was also influential in the development of the South Mountain Agricultural Area with its large real estate holdings. The eventual subdivision of the Bartlett-Heard Ranch, due to a limitation on water allotment from the Roosevelt Dam by the U.S. Reclamation Service (now the Bureau of Reclamation), attracted additional population into the area and marked the beginning of a residential settlement south of the Salt River.

Historically, South Central Avenue has been the “main street” and transportation spine for commercial development within the South Mountain Village. The development of South Central Avenue as a commercial corridor began in 19010 with the construction of the “Center Street Bridge” (Central Avenue Bridge) which provided an all weather crossing of the Salt River. Over the years commercial development along South Central Avenue, and other land uses associated with that development, have undergone physical changes. Those changes have impacted economic growth and employment opportunities for residents of the South Mountain Village.



## South Central Avenue Corridor Study Strategies Report (1993)

[https://www.phoenix.gov/pddsit/Documents/pdd\\_pz\\_pdf\\_00147.pdf](https://www.phoenix.gov/pddsit/Documents/pdd_pz_pdf_00147.pdf)

The purpose of the South Central Avenue Corridor Study is to identify strategies for enhancing the economic environment and for developing and improving the physical environment along South Central Avenue. The report analyzed existing development and determining long term market needs. The Inventory Report was Phase I and the Strategy Report was Phase II. Both phases serve as a guide for future development in the South Central Avenue Corridor.

The Inventory Report provides the background for developing the Strategies Report and addresses existing conditions and the focus issues for the area identified. The Strategies Report contains goals, objectives, policy recommendations and implementation strategies.

*From the Plan...*

### Public Participation Process

A public meeting was held in November, 1991, to kickoff the public discussion of the South Central Avenue Corridor. Although there were a number of comments received from the public, those comments generally fell into three categories:

- There needs to be improvement of the physical environment to make the area more attractive to potential businesses that may consider locating in the area.
- there is a need for additional businesses to locate in the area - i.e., clothing, hardware, restaurants, movie theaters, bowling alley, others.
- There is a need to preserve and enhance the residential neighborhoods adjacent to the commercial areas because of the customer base those neighborhoods now provide and the potential for expansion of that base in the future.

The first two categories are the primary focus for this report...

### Issue Categories

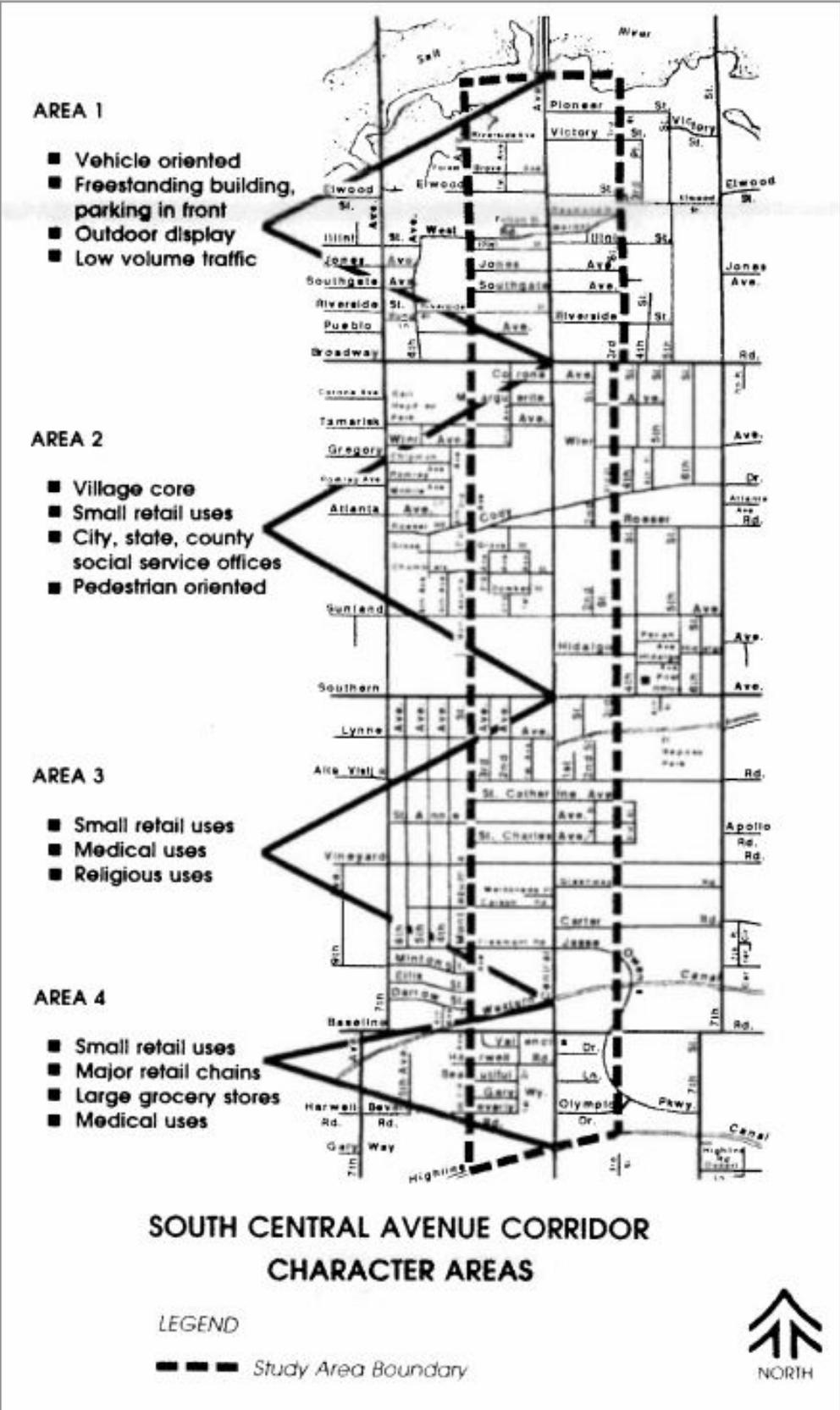
- A-1: Lack of property maintenance
- A-2: Prevent further deterioration of buildings, specifically the facades
- A-3: Lack of landscaping and poor maintenance of existing landscaping
- A-4: Preservation of mountain views
- A-5: The lack of pedestrian amenities in the core
- A-6: Need for signage controls in the core
- A-7: Need for a "Town Center" or gathering place
- A-8: Concentration of governmental facilities in the village core

### Physical Image

South Central Avenue Corridor is not perceived as a homogenous strip of look alike buildings occupied by chic boutiques and friendly restaurants. Rather it is perceived as a commercial corridor lined with deteriorated buildings occupied by second hand businesses and small restaurants. In reality what exists is something between those two extremes.

The South Central Avenue Corridor can be described with one word - diversity. There is a diversity of building types - a diversity of building conditions - a diversity of business types - a diversity of people who own businesses - and a diversity of people who patronize those businesses.... The diversity makes South Central Avenue unique and gives it character and interest. This unique character helps create a sense of place that should be preserved, protected, and enhanced.

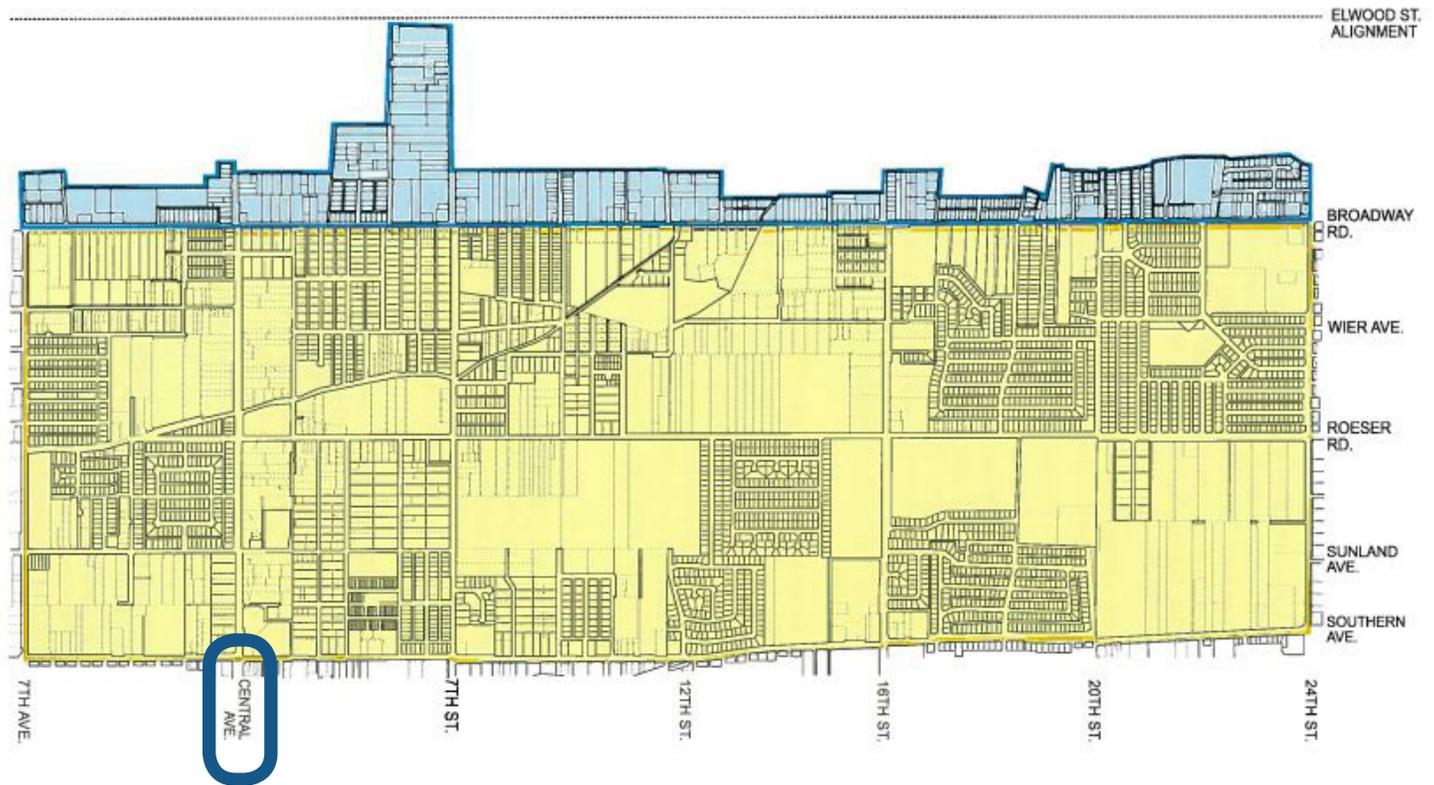
## SOUTH CENTRAL AVENUE CORRIDOR STUDY STRATEGIES REPORT



# Target Area B Redevelopment Plan (1980 / Expanded 1998)

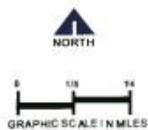
[https://www.phoenix.gov/pdds/site/Documents/pdd\\_pz\\_pdf\\_00150.pdf](https://www.phoenix.gov/pdds/site/Documents/pdd_pz_pdf_00150.pdf)

This Redevelopment Plan is concerned with the redevelopment of a portion of South Mountain Village. At the time the Plan was adopted, the area was receiving extensive community development related improvements and was known through the city's Community Development Program as Target Area B. The Redevelopment Plan was included as an element of the Revitalization Program for Target Area B.



Project Area Boundary  
As Expanded October, 1998

Figure 1



- LEGEND
- Existing Target Area B Boundary
  - Target Area B Expansion

Prepared by  
the City of Phoenix  
Planning Department  
1998

# AICP COMMUNITY PLANNING WORKSHOP

South Central Avenue  
Phoenix, Arizona  
Briefing Booklet  
Workshop: Saturday, April 2, 2016



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