



# Economic Development Programming and Implementation



## Community Wealth

- Keep land local through land banking and neighborhood ownership
- Target microgrants and low-interest loan programs to residential start-ups
- Wealth creation community benefits include youth support, housing stability, and neighborhood hiring



## Small Business Growth

- Lower small business barriers through shared business space and pop-up kiosks
- Local vendors and entrepreneur permitting simplified and prioritized
- Focus marketing in transit-oriented foot traffic areas for local businesses



## Culture and Identity

- Public art, mercados, murals, and local branding reflect neighborhood history
- Marketing focuses on community-serving local businesses, not just national chain retail
- Authenticity and its community value are defined by the local residents



## Climate and Comfort

- Improve resident's street level experience through tree canopy, shade structures, cooling facilities, and green street improvements
- Safer and more comfortable walking, biking, and transit access are valued at the neighborhood level
- Climate initiatives are complimentary with anti-displacement protections



# Implementation Scenarios

Implementation scenarios help people picture what the corridor could actually feel like if the plan is carried out, showing the places, businesses, streets, and daily experiences that the strategies are meant to shape.



## María's Story at Buckeye Road

Community Wealth

María's family grocery near **Buckeye Road** had been serving the neighborhood for years, but rising costs made it hard to keep the doors open. When the City used the **Land Bank/Trust and Community Wealth Fund** near the corridor's redevelopment nodes, her business was flagged as a community-serving use and got support for repairs and stabilization. She used the reinvestment help to fix her refrigeration, refresh the storefront, and keep the business in place as new investment came to the area.



## DeShawn's Story Near the Broadway Corridor

Small Business Growth

DeShawn wanted to launch a repair and used clothing business near **Broadway**, where there was steady transit activity yet little affordable retail space. Through the **simplified micro-enterprise permitting and standards program**, he got guidance and faster approvals, and he opened in a **lower-rent incubator space** near a station-area node. The corridor's business attraction materials helped him connect with customers and partners, and he was able to grow without needing a full storefront right away.



## Sofía's Story Around Southern and South Plaza

Culture and Identity

Sofía grew up going to local events and family-run shops around **Southern** and the **South Plaza** area, where neighborhood character mattered as much as the buildings themselves. When the City rolled out **district marketing programs, public art**, and business outreach for **culturally rooted food, arts, and retail businesses**, she saw local imagery, stories, and entrepreneurs reflected her neighborhood.



## Andre's Story Near Rio Salado and Station Areas

Climate and Comfort

Andre commuted through the hotter parts of the corridor near **Rio Salado** and the station areas, where shade had always been limited. The City implemented **CAP 2021-aligned resiliency and climate action strategies**, with added **tree canopy, shade improvements, green streets**, and **traffic calming** near key walking routes. His daily trip became more comfortable, and the improvements were clearly tied to the corridor's equity goals rather than just a beautification project.

## Word Bank

### Community Wealth Tools

- **Land Bank/Trust:** A public or nonprofit group that holds land for long-term community benefit, affordability, or local control.
- **Community Wealth Fund:** A fund that returns some of the value from new investment back into the neighborhood for local priorities.

### Small Business Tools

- **Simplified micro-enterprise permitting and standards program:** An easier, faster permitting process for very small business with fewer barriers and lower costs.
- **Low-rent incubator space:** Affordable shared space where a new business can start before moving into a larger storefront.

### Culture and Place

- **District marketing programs:** Efforts to promote the corridor using its local identity, businesses, and strengths.
- **Public art:** Art in shared public spaces, like murals, sculptures, or installations.
- **Culturally rooted food, arts, and retail businesses:** Local businesses that reflect the community's culture, traditions, and history.

### Climate and Comfort

- **CAP 2021-aligned resiliency and climate action strategies:** City climate and resilience actions that support heat reduction, environmental justice, and long-term community health.
- **Tree canopy:** The layer of tree branches and leaves that provides shade over streets and sidewalks.
- **Shade improvements:** New shade structures, trees, or coverings that make outdoor areas cooler.
- **Green streets:** Streets designed with trees, landscaping, or stormwater features that improve comfort and safety.
- **Traffic calming:** Changes to streets that slow cars down and make walking and biking safer.