

NWEI TOC METRO DISTRICT

Community Design Workshop #2 Summary Report



DRAFT

2/13/2025



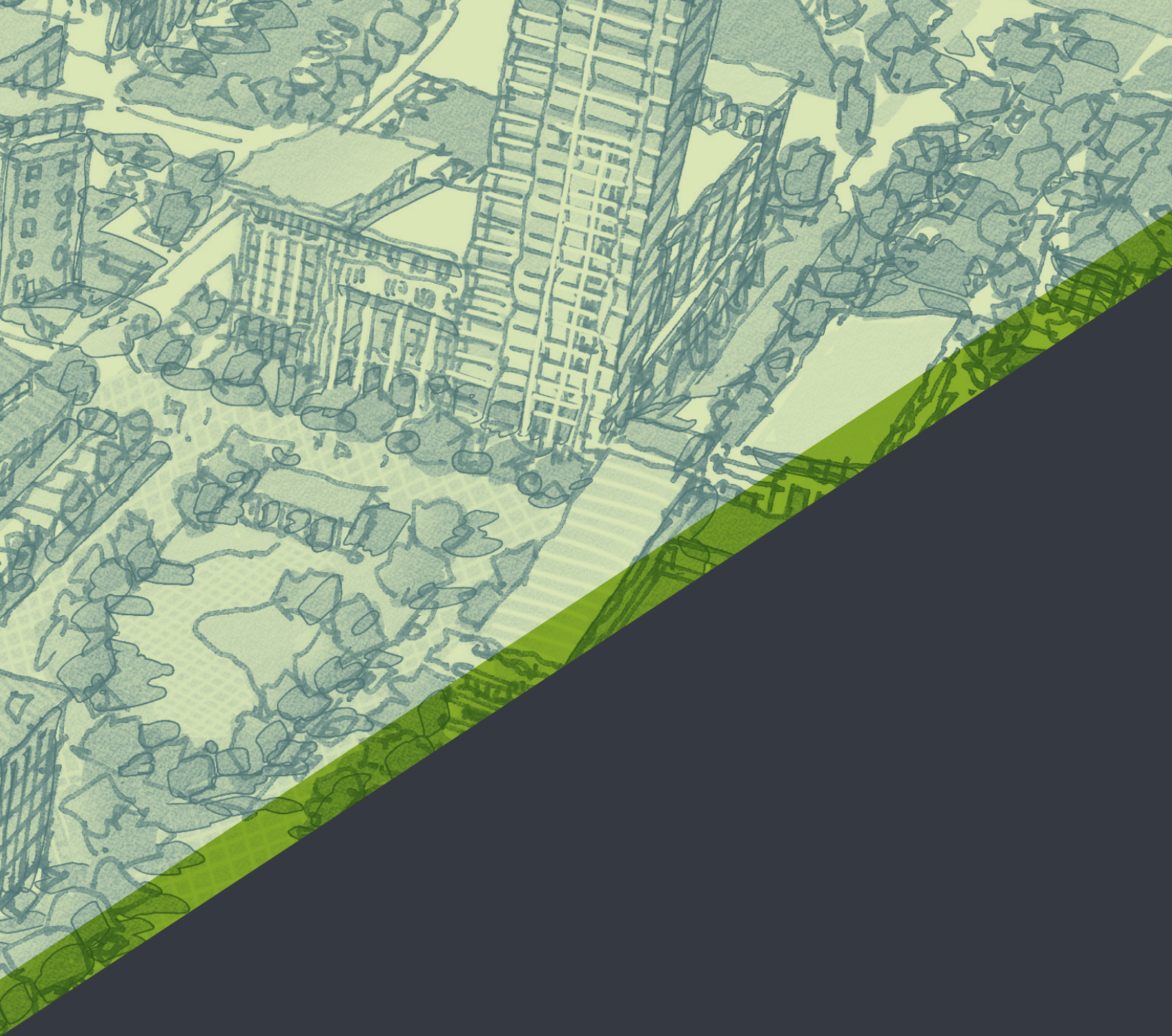






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CHAPTER 1

OVERALL PROJECT BACKGROUND

Overview

Introduction

The Northwest Extension Phase II Metro District Transit Oriented Communities (NWEII Metro District TOC) Community Design Workshop was held from October 28 – November 1st, 2024 at Adelante Healthcare Center to engage stakeholders and community members in a series of interactive working sessions with the design team. The Community Design Workshop integrated the outcomes from the previous 5-day Visioning Workshop held in February 2024, and focused on developing visualizations and a conceptual master plan for strategic investments within the project area. The design team held daily working sessions around different topics to capture ideas, produce illustrations, and work with the community and stakeholders to ensure the desired vision for the Metro District community is accurately translated.

A total of 180 participants attended during the 5 days of the workshop. Working sessions tailored around different topics were held each day for approximately an hour and a half, allowing lively discussions to take place among business owners, residents, property owners, developers, members from neighborhood associations, public officials, and community leaders.

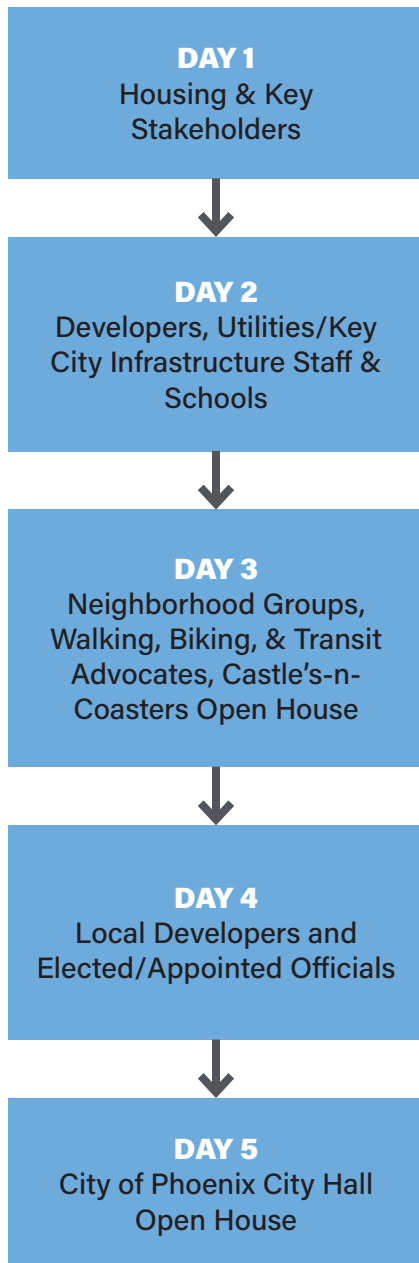


Palo Verde Middle School Students share ideas



10/31 Castles-n-coasters Open House Participants





Workshop Timeline

Day 1 The first day of the workshop focused on housing with key stakeholders, including housing advocates and developers. This session discussed the current housing needs, market, and its role in the area's vision.

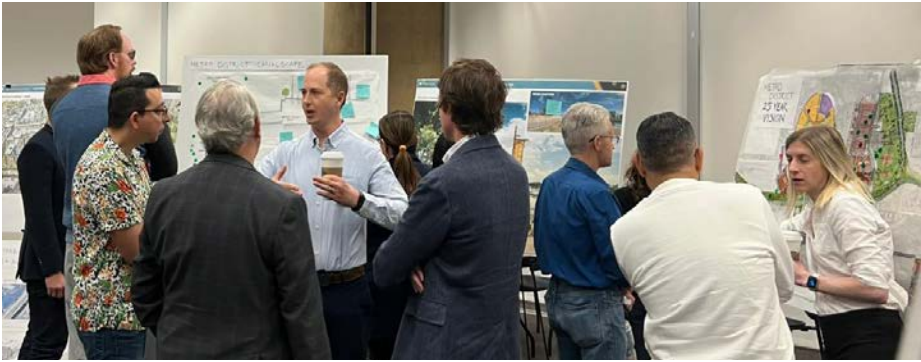
Day 2 The second day focused on real estate, land development, transit-oriented communities, and envisioning the right type of development for the Metro District area. Stakeholders provided valuable knowledge to the design team to guide which types of development to test in the conceptual designs. Participants were able to see in-progress ideas and drawings developed during the sessions that they were able to react to for further refinement. The design team also engaged students at nearby Palo Verde Middle school to introduce the planning process and gain their perspectives of what they would like to see.

Day 3 Working sessions on Day 3 included Neighborhoods Groups and advocates for Walking, Biking, and Transit. Participants discussed their vision for an ideal neighborhood and opportunities for providing high-quality, walking- and biking- environments for everyone. All concepts of the visions developed during the previous three days were compiled and displayed at the Open House held at Castle's n Coasters, one of Metro District's most valued and iconic entertainment venues. This family-friendly event was held from 6-8pm and provided dinner and an opportunity for the community to see illustrations of their vision to give additional feedback.

Day 4 The consultant team held a working session with the developers of the former Metrocenter mall to discuss mall redevelopment design principles and design alternatives for the site.

Day 5 The Community Design Workshop concluded with the City of Phoenix Open House, on Friday November 1st at City Hall. This event was organized for the City of Phoenix Staff to provide feedback on the work produced by the consultant team throughout the workshop.

An online, interactive Workshop Information Session was held on November 12, 2024, via Zoom, from 6:00PM – 7:30PM. The virtual meeting presented the overall project, process, and 25-year vision for the Metro District. Participants were able to provide input on the concept plans and share ideas towards achieving the community vision. Next steps in the process were provided so participants can stay engaged and continue to provide input and stay informed. A recording of the presentation and a survey were made available on the City's website.



73 events attended
2,500+ comments captured
3,200+ stakeholders reached

Here are some quotes we've heard from the community...

"I really like having the Doubletree hotel." - Community Member

"I like having the fast casual options, especially off Peoria." - Community Member

"We need more grocery store options. I would love to see Trader Joe's return." - Community Member

"We need more youth and teen afterschool facilities." - Community Member

"We need safer bike lanes." - Community Member

"We need better lighting at bus stops." - Community Member

"There is a ton of traffic congestions at 31st Ave, south of Dunlap after school." - Community Member

Community Outreach

Leading up to the Community Design Workshop, engagement with the community was conducted in a variety of ways to present the outcomes from Workshop #1 and gather additional input for the future vision of the area. The team attended community events, such as Slopefest, Sunnyslope High School Career Day, North Mountain Planning Committee meeting, and District One Morning Coffee event to give a project update, continue to build relationships, promote future community engagement events and continue to collect feedback to help inform the overall vision.

Focused stakeholder meetings with key partners were held over various months to share the input received from the first workshop and discuss big ideas to approach the barriers, challenges and opportunities related to the overall vision for the area. Some of the key stakeholders included Arizona Department of Transportation (ADOT), Salt River project (SRP), The Flood Control District (FCD), Central Arizona Shelter Services (CASS), and Concord Wilshire to name a few.



About the Workshop

Community Engagement Strategy

A three-step planning process was utilized for the NWEII TOC Metro District. The basis of this process is listening to stakeholders and residents with multiple feedback loops and inviting all partners to participate in the decision-making process. At each stage, we listen, repeat back, and invite input to be incorporated into the urban design and policy recommendations.

Step 1: Preliminary Analysis

The city planning staff collaborated with the consultant team to provide information about the study area, including physical existing conditions, demographics, and public transit usage.

- In-depth download from city staff about past planning work and local development trends
- Tour of Metro District area
- Analysis of the local market

Step 2: Listening, Testing, and Building the Vision

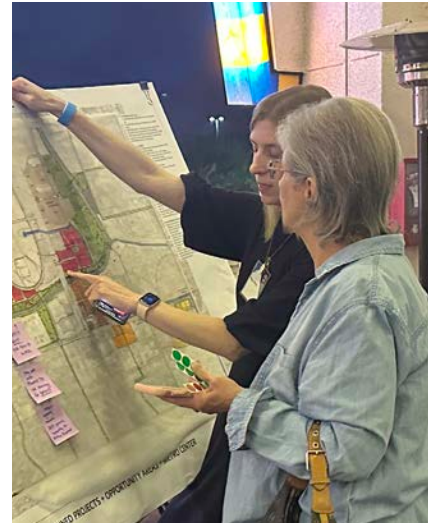
Residents, stakeholders, and city staff collaborated to develop the vision in a five-day workshop that included:

- Coordination of existing plans in the area
- Live illustration of the vision
- Meetings with local stakeholder groups, including business owners, property owners and developers, and resident-led organizations related to transportation, safety, etc.
- Two in-person and one virtual public open house for the community, city staff, and elected officials to provide feedback on the preliminary design ideas
- Youth engagement session at Palo Verde Middle School

Step 3: Documenting the Vision

Based on the feedback received from community members and stakeholders in Step 2, the consultant team worked with city staff to refine the design ideas after the workshop.

- Documentation of comments from the open houses
- Further refinement of design vision and development strategies
- Formalization of recommendations.



Public Open House #1

Meetings

- **Monday, October 28, 2024**
Team Kick-Off, Study Area Tour, Housing Advocates Meeting
- **Tuesday, October 29, 2024**
Local Developers Meeting #1, Utilities/Key City Infrastructure Staff Meeting, Youth Session at Palo Verde Middle School, Pin-Up Review with City Staff
- **Wednesday, October 30, 2024**
Neighborhood Stakeholders Meeting, Multi-Modal Advocates Meeting, Public Open House at Castles n' Coasters
- **Thursday, October 31, 2024**
Elected & Appointed Officials Meetings, Local Developers Meeting #2
- **Friday, November 1, 2024**
Public Open House at City Hall
- **Tuesday, November 12, 2024**
Virtual Public Open House

Stakeholders & Partners

The planning process connected stakeholders and helped to leverage potential partnerships within the study area. During the workshop, stakeholder groups included:

- Neighborhood stakeholders
- Housing advocates
- Multi-modal advocates
- Local developers
- Utilities and infrastructural department heads
- Elected & appointed city officials
- City staff & department heads



Public Open House #2



Consultant team working sessions



Stakeholder meeting with local developers

Common Themes from Community & Stakeholder Feedback

Strengths

- Active uses and family-friendly amenities within and adjacent to open spaces
- Outdoor dining areas and other connections to the outdoors
- Connection to public art
- Nostalgia about particular in and around the former MetroCenter Mall
- Visibility and accessibility of retail, amenities, etc. from the highway is a major strength for incoming retailers

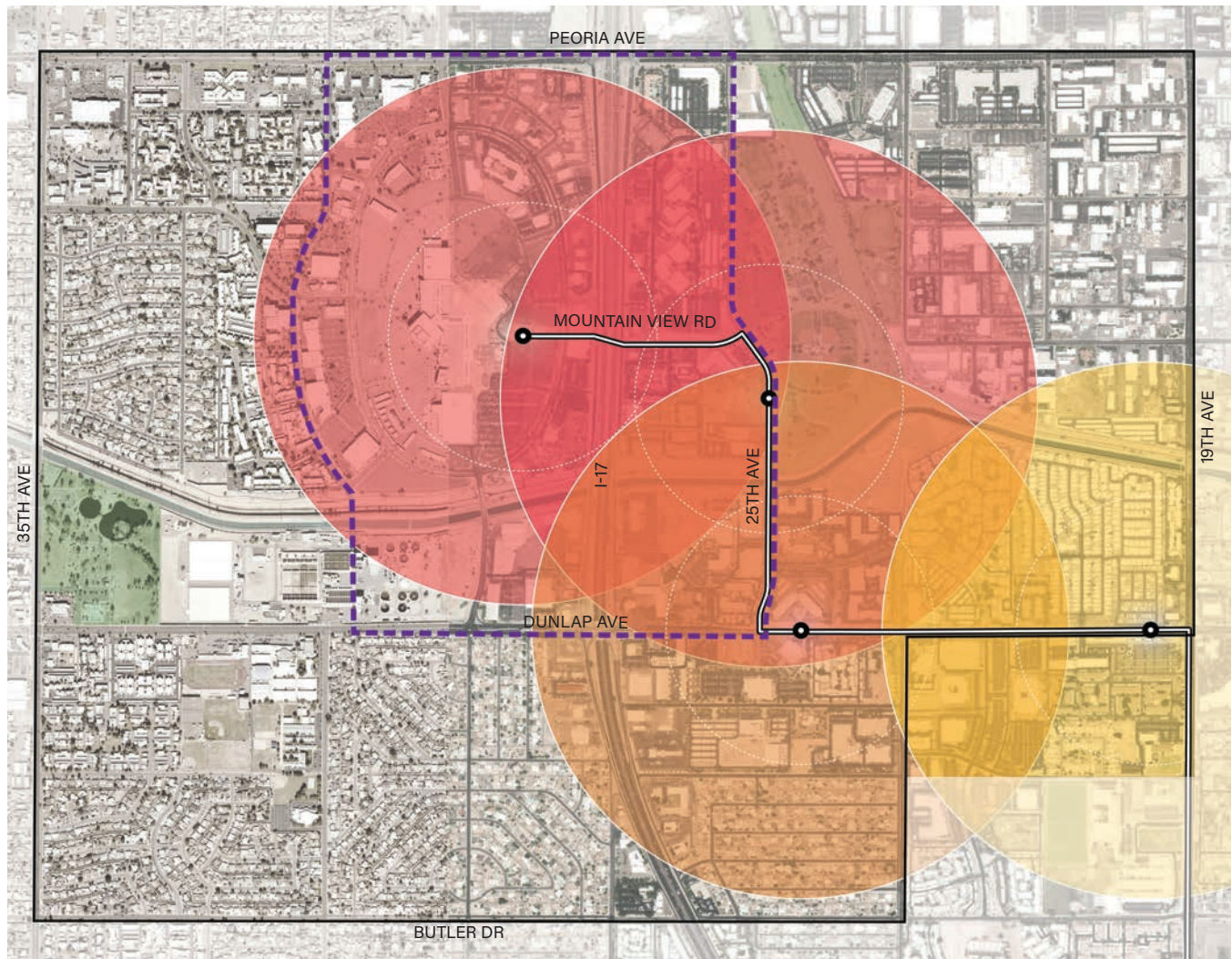
Weaknesses

- This area has always prioritized car traffic, which has safety implications for pedestrians
- Traffic congestion and flow
- Major lack of local services, including grocery
- I-17 is a major divider
- Lighting is poor

Opportunities & Visions

- Keep this area safe through design and policing strategies
- Focus on the safety and comfort of pedestrians and transit users
- Involve small businesses, local events, etc. in the design ideas
- Ensure accessibility of all spaces and uses
- Ensure a mix of housing options for a range of income levels
- Architectural design should feel true to Phoenix








Place Types



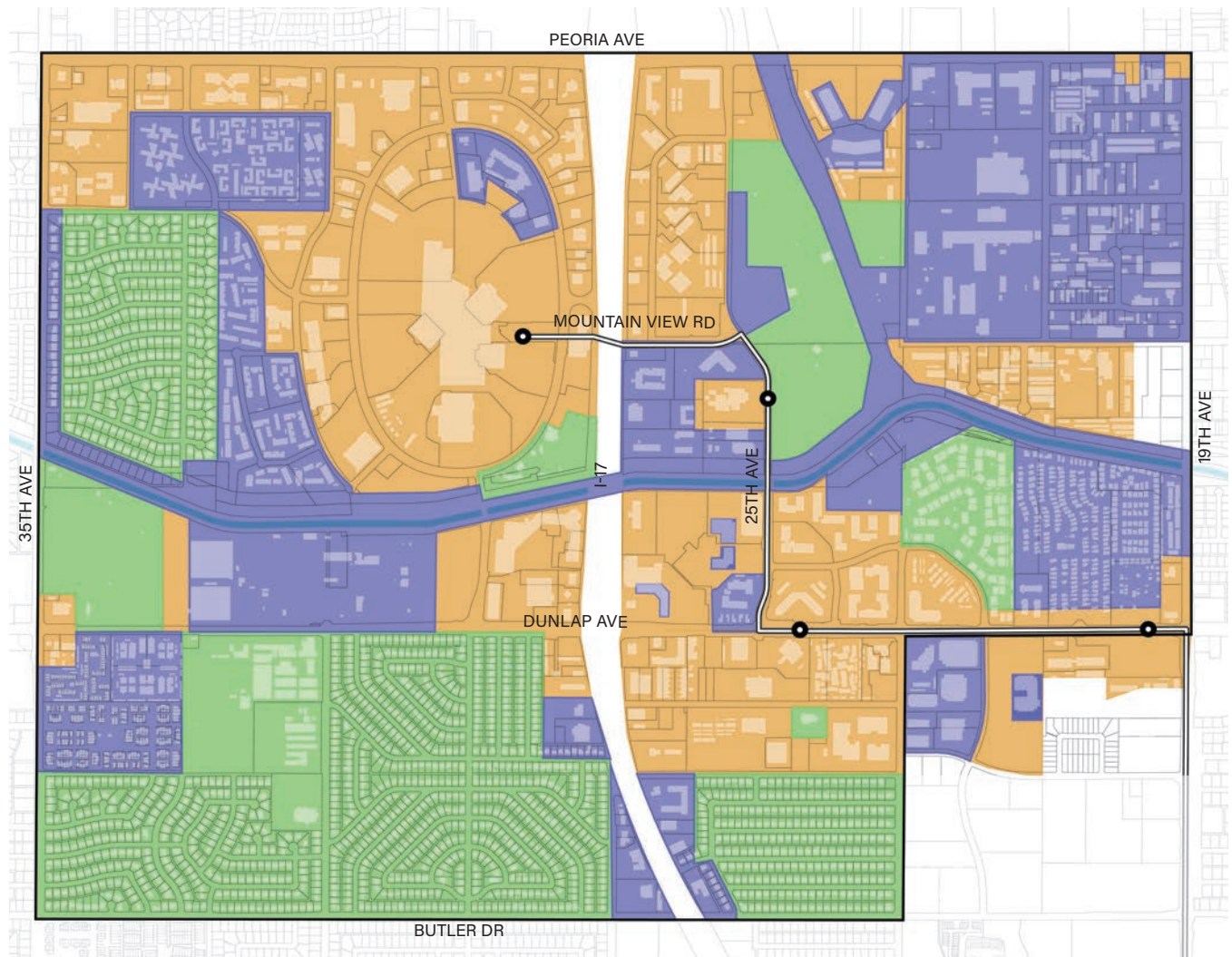
The TOD Place Types developed by the City of Phoenix are designed to shape walkable, mixed-use environments and focus redevelopment near high-capacity transit stations. Place Types apply to properties within a half-mile radius of each light rail station and are associated with the following intensities:

- **Regional Center:** High Intensity (5–10 stories, up to 20 stories)
- **Medium Urban Center:** Medium Intensity (3–6 stories, up to 10 stories)
- **Neighborhood Center:** Medium Intensity (2–4 stories, up to 5 stories)

The 2015 Phoenix General Plan established a Connected Oasis vision that sought to create pedestrian-oriented mixes of land uses and to integrate and connect natural assets for enhanced quality of life. North Mountain Village Core was one of the fifteen identified villages in this city as part of this vision, where the greatest intensity of uses should be focused.

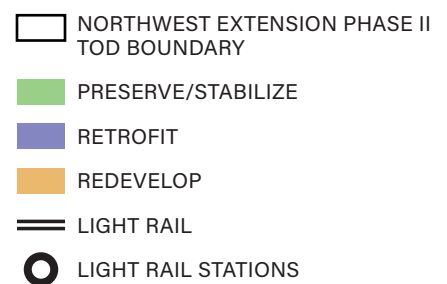
-  NORTHWEST EXTENSION PHASE II TOD BOUNDARY
-  TOD PLACE TYPE - REGIONAL CENTER
-  TOD PLACE TYPE - MEDIUM URBAN CENTER
-  TOD PLACE TYPE - NEIGHBORHOOD CENTER
-  NORTH MOUNTAIN VILLAGE CORE
-  LIGHT RAIL
-  LIGHT RAIL STATIONS

Areas of Change

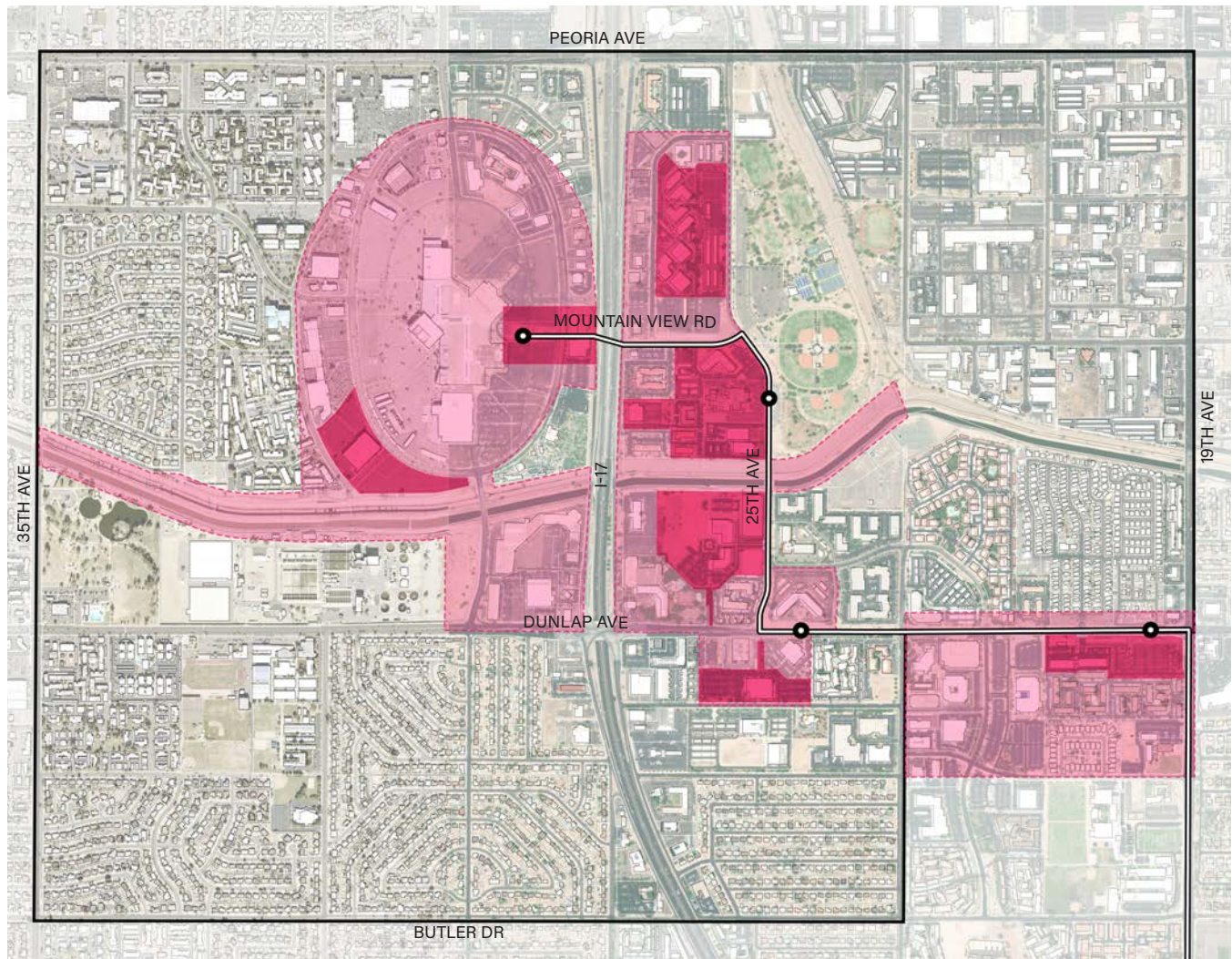


During Step 1 of the visioning process for Metro District, community members were asked to identify areas they like, areas they want to see change, and areas they want to see improve. The diagram above represents the general consensus from that feedback paired with guidance from city staff, giving shape to the recommendations that follow in this document.

- **Preserve/Stabilize:** Areas that should remain as they are (such as single-family residential neighborhoods or historical buildings)
- **Retrofit:** Areas that would benefit from additional landscaping in rights-of-way or parking lots, adaptive reuse of structures, or new structures that are designed to fit into the existing context
- **Redevelop:** Areas that may completely redevelop, including changes in scale and intensity of land use



Catalytic Sites & Opportunity Areas



Informed by the community feedback received during Step 1 and analysis of the 2015 Phoenix General Plan, a series of Catalytic Sites and Opportunity Areas were determined by the consultant team.

- **Catalytic Sites:** Parcels that have the potential to develop or redevelop within 5–10 years and are within the walkshed of light rail station(s); highly visible; within community-identified areas of change for redevelopment; at a location that can impact/synergize surrounding areas; and economically feasible.
- **Opportunity Areas:** Areas surrounding Catalytic Sites where the project is expected to spur further development and investment that will continue to beget even more opportunities locally over time.

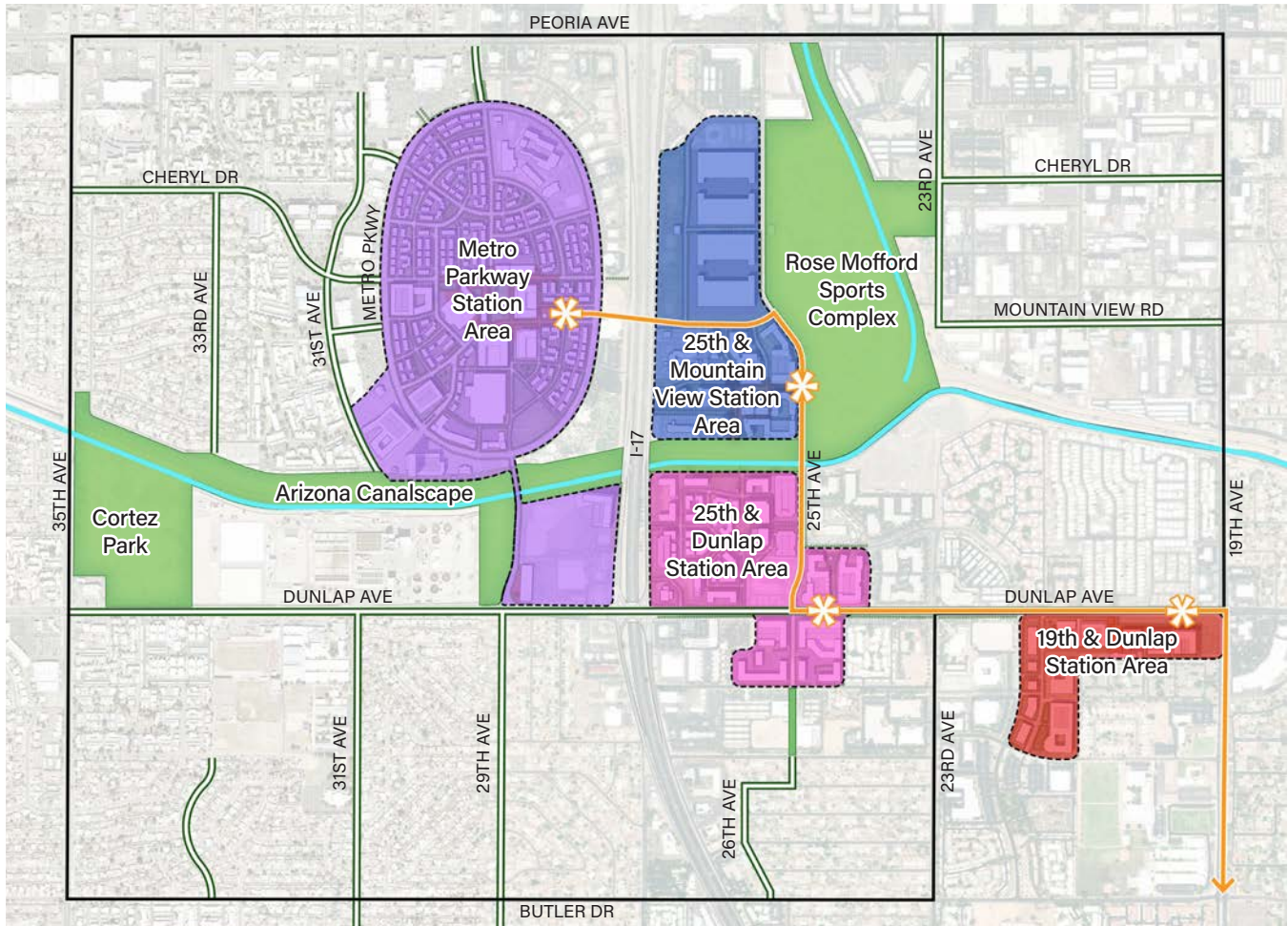
- NORTHWEST EXTENSION PHASE II TOD BOUNDARY
- CATALYTIC SITES
- ▨ OPPORTUNITY AREAS
- ══ LIGHT RAIL
- LIGHT RAIL STATIONS



CHAPTER 2

A 25-YEAR VISION FOR METRO DISTRICT

Map of the Vision



Metro District vision focus areas

Attracting residents and visitors to the Metro District requires focused neighborhood and economic investments guided by a long-term, community-led vision. At this scale, these investments should be focused on increasing the quantity and range of housing options, connecting to local and regional amenities, and making great places for this growing community to live, work, and play.

The following projects are preliminary design ideas that were guided by community feedback, and are not mutually exclusive:

- Arizona Canalscape
- Metro Parkway Station Area
- 25th & Mountain View Station Area
- 25th & Dunlap Station Area
- 19th & Dunlap Station Area

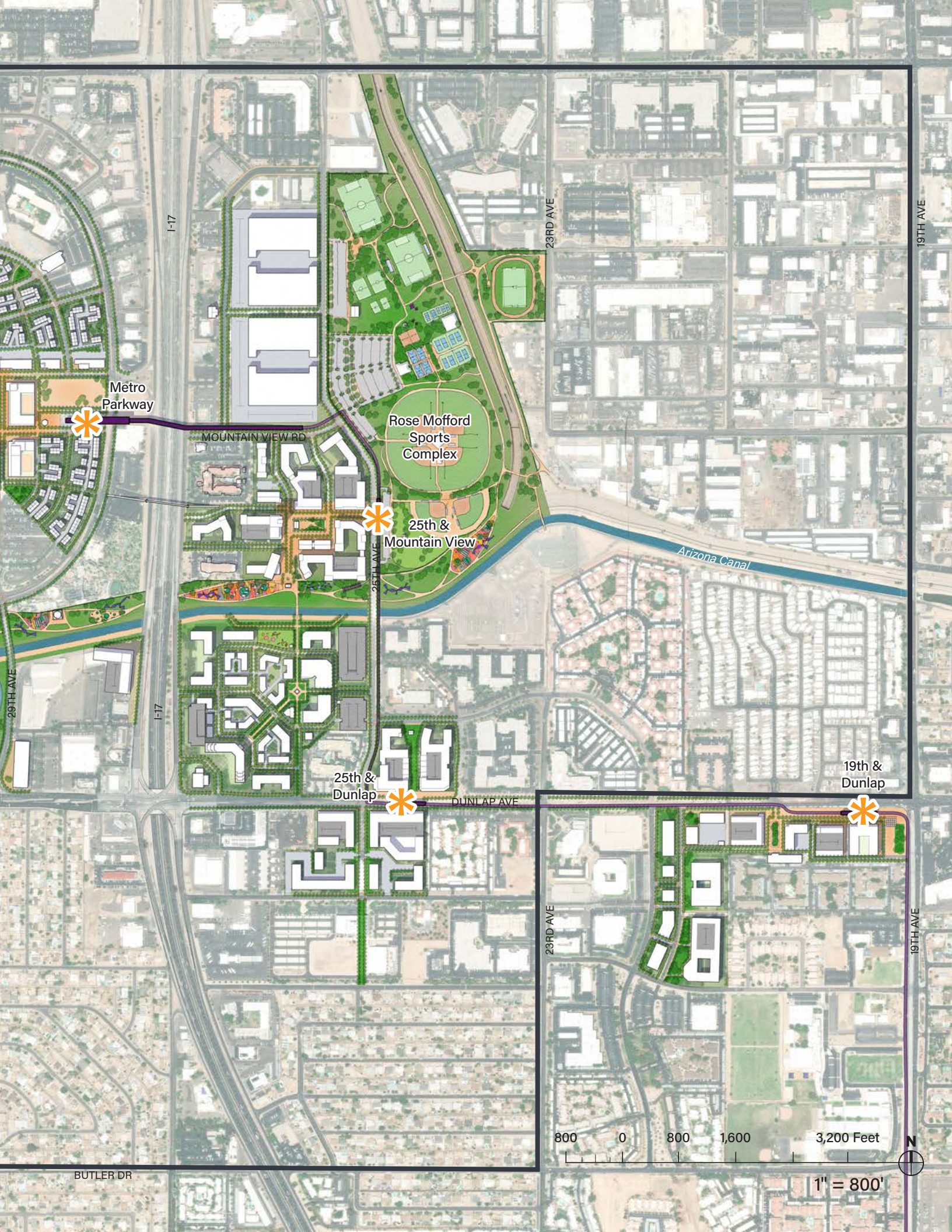


Building the Vision

The community-led vision for Metro District is multifaceted, centered around four transit stations along the Northwest Extension of the light rail. This design framework assembled in-progress planning work by private developers and the City of Phoenix, allowing all parties to see the larger context of these designs and identify potential congruences.

Connecting neighborhood developments of this size together is essential for building long-lasting places that complement each other and strengthen the existing growing community. Density, uses, amenities, potential partnerships, and investments were taken into consideration throughout this design process and should continue to be examined holistically.





Metro Parkway

MOUNTAIN VIEW RD

Rose Mofford Sports Complex

25th & Mountain View

25th & Dunlap

DUNLAP AVE

19th & Dunlap

23RD AVE

19TH AVE

Arizona Canal

23RD AVE

19TH AVE

BUTLER DR

800 0 800 1,600 3,200 Feet

1" = 800'

The Community Benefits of 6 Big Moves for the Metro District

The five catalyst sites and opportunity areas jointly reflect **6 BIG MOVES** that, if implemented, will deliver a tremendous economic return on the investment the public has made to build and operate Phoenix's light rail system. Although not all of these benefits can be directly quantified, long standing research combined with people's lived experience and their goals for the District, demonstrate the reasons why Phoenix and its partners must push ahead to deliver the Metro District Vision.

1

Build the Metro District Canalscape

Parks and open space create significant price premiums for private development adjacent to the improvement, and this increase is strong for larger parks and parks with a water feature. This price premium, which can amount to a 10 percent increase in rents or sales prices, can incentivize developers to build more density and better-quality projects.¹

2

Provide Housing for a Range of Household Types

Diverse housing types must include housing that is affordable to households across the income spectrum, different household sizes, and housing units for homeownership and for renters.

Housing affordability is critical because it helps both local households and local economies. Households that are not spending more than 30 percent of their income on housing are more stable, have better health outcomes, and can reduce the long-term impacts of poverty on children. These households also have more disposable income to spend locally, they pay taxes, and they provide a vitally important local labor force. The city's economy will be more stable and grow more quickly if employers can find workers to fill a range of occupations including jobs for people who only have a high school degree and people with PhDs.² Increasing overall housing supply has two other benefits. Building more housing helps stabilize housing prices. This then leads to a reduction in the number of people who may become homeless.

3

Plan for More Business and Employment Growth

The Metro District area is already a significant employment area, including jobs in light manufacturing, transportation and utilities, and repair services as well as many office-based jobs. Now the area will have the opportunity to support large advanced-manufacturing and assembly businesses that are part of growing a local supply chain related to the region's semi-conductor industry. Innovative industries and small startup businesses can also find a place in the area. And workers, like local residents, want restaurants, personal services and other shops that they can go to before work, during lunch, or on their way home. A daytime population helps these small locally owned restaurants and shops so that they do not have to only rely on evening and weekend customers to thrive.

4

Ensure that Streets in the Metro District are Safe

A safe and well-connected street network delivers multiple benefits. First, these improvements allow people to move around without a car and either reduce auto-dependency or make it easier for people who can't afford a car to live their lives. Car ownership is expensive, it currently costs the average American household over \$12,000 per year to own a car.³ Second, there are significant health benefits to people walking and biking more, something they will only do if biking and walking are safe and convenient. Third, a well-designed street network significantly reduces pedestrian and bike injuries and fatalities by slowing traffic. Fourth, better quality streets result in increased spending in local shops and fosters employment growth, even if some parking spaces are lost in the process.⁴ Connected streets can also support more dense development in an area because a connected street network disperses traffic, minimizing its impact on any given road.



Station at 19th & Dunlap

5 Create Better Places to Create an Improved Quality of Life

High quality well-maintained public spaces that people can use as part of their daily lives, like parks, playgrounds, and bike trails contribute to neighbors knowing each other and feeling like they are part of a community. Considering themselves part of a neighborhood or community helps people in many ways. They are physically and emotionally healthier. People also feel safer and better prepared to deal with challenges such as extreme heat or flash flooding. Developers can translate this sense of safety and well-being into higher rents, making more development more feasible to build. The more developers are willing and able to build new housing and commercial space, the greater potential there is to have more local shops and services. In addition, building new housing, even if it is for higher income households, can help stabilize existing home prices for more moderate-income households.⁵

6 Prioritize Walking, Biking, and Transit Over Cars

Today, the light rail is helpful to people who live in or come to the Metro District and don't have a car and must therefore rely on public transit to get around. But people with cars have fewer reasons to ride the light rail because it takes longer to get somewhere by transit than to drive. If the Metro District has faster, more reliable transit service, this too would greatly improve the district's quality of life and its ability to attract more jobs and housing. High quality transit is a powerful real estate market accelerator, that can enhance property values, property tax revenues, retail performance, and sales tax revenues. This is also an important business attraction tool. Employers are increasingly looking for transit-served locations. Workers who can reliably access their jobs using transit tend to be more reliable and stay longer at their jobs.

1. <https://www.nrpa.org/parks-recreation-magazine/2020/april/how-much-impact-do-parks-have-on-property-values>

2. <https://uwba.org/blog/5-ways-whole-communities-can-benefit-from-affordable-housing/>

3. [https://www.bts.gov/content/average-cost-owning-and-operating-automobilea-assuming-15000-vehicle-miles-year#:~:text=Fixed%20costs%20\(ownership%20costs\)%20include,%2C%20depreciation%2C%20and%20finance%20charges.](https://www.bts.gov/content/average-cost-owning-and-operating-automobilea-assuming-15000-vehicle-miles-year#:~:text=Fixed%20costs%20(ownership%20costs)%20include,%2C%20depreciation%2C%20and%20finance%20charges.)

4. https://smartgrowthamerica.org/benefits-of-complete-streets_site/
<https://usa.streetsblog.org/2024/07/17/study-more-evidence-that-safer-streets-help-local-business>

5. <https://www.planetizen.com/news/2024/03/127936-how-filtering-opens-affordable-housing>

Arizona Canalscape



Vision for the linear park along the Arizona Canal

Existing Conditions & Goals

The Arizona Canal & Diversion Channel Today

The 1.5-mile stretch of the nearly 50-mile long Arizona Canal that cuts east-west through this study area was built in the late 1880s, bringing irrigation to over 65,000 acres total in the Salt River Valley. The Arizona Canal Diversion Channel (ACDC) runs parallel along the north side of the canal directs water away from neighborhoods and into nearby creeks and rivers during flood events.

Today, there are trails that run along the south side of the Arizona Canal and between the canal and the ACDC; an access road on the north side of the ACDC is also sometimes used as a trail by residents, though technically trespassing. There are very few ways to physically engage with the canal water beyond these two trails, which lack shade, benches, lighting, or any other amenities.

Design & Development Priorities

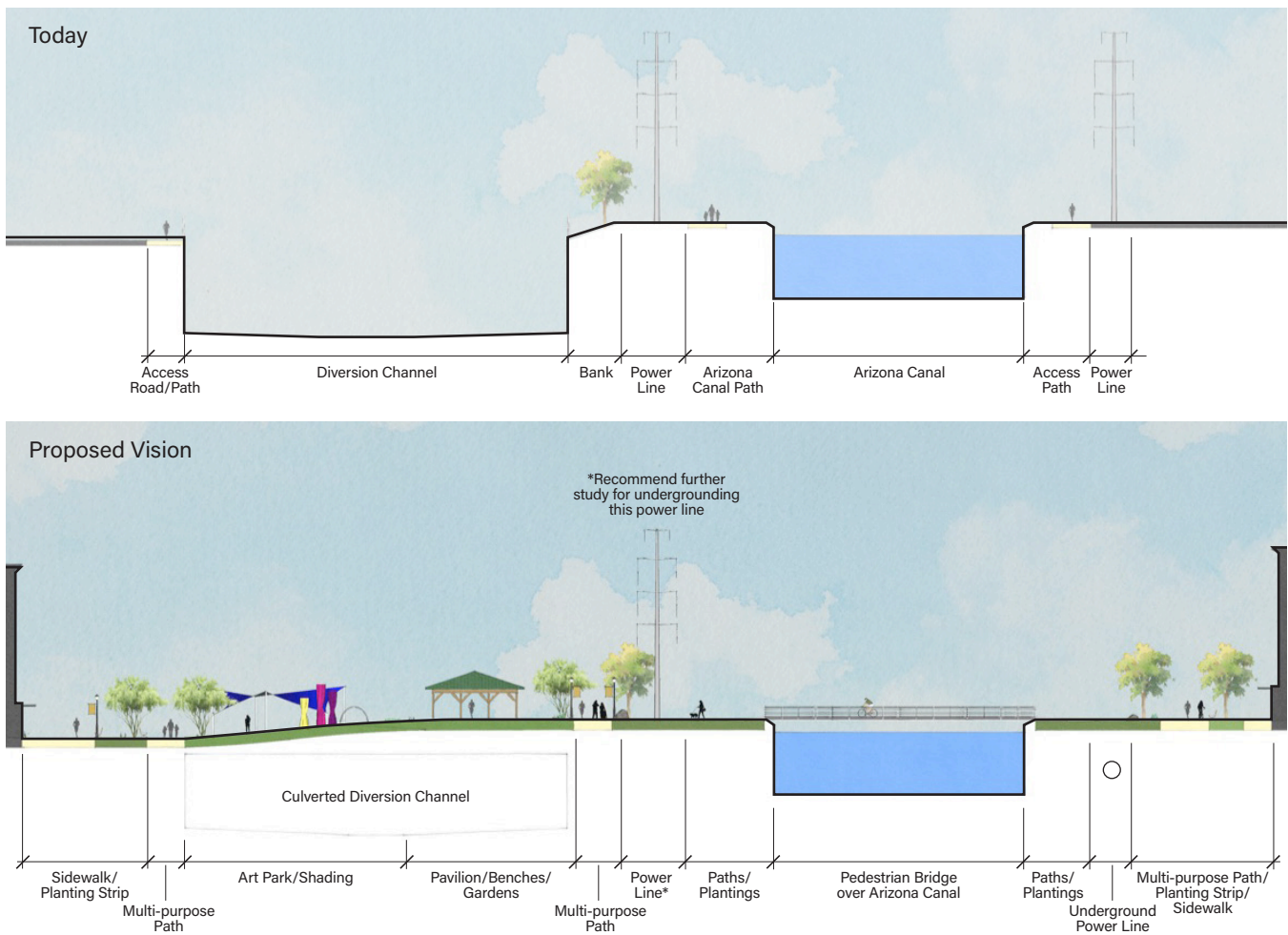
- **Accessibility** Ensure that all park trails and amenities are accessible and comfortable for users of all ages and abilities
- **Consistent Amenitization** Create a series of experiences and activities along the entirety of the canalscape
- **Connections to Water & Parks** Strengthen the relationship to the water and to nearby recreational amenities, including Cortez Park and Rose Mofford Sports Complex.



The Arizona Canal today



Key Plan



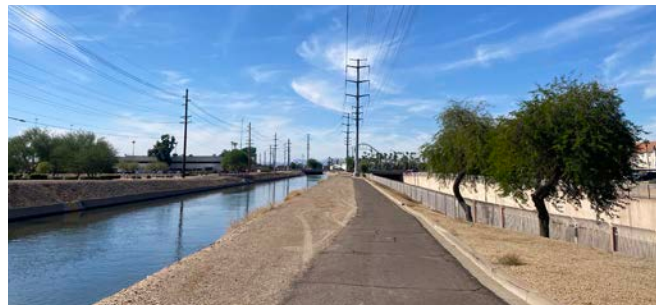
Before & After: The Arizona Canal & Diversion Channel

Recommendations

ACDC Cap Park

In the 1.5-mile stretch of the Arizona Canal Diversion Channel (ACDC) within the study area, the width between parcels bordering the ACDC and the edge of the canal ranges from 150 to 300 feet. This inaccessible land creates an impenetrable barrier to the Arizona Canal Trail and the water itself; additionally, the exposed channel is difficult to maintain and can be dangerous if trespassed during flood events. If nothing else, this area represents about 36 acres of underutilized space.

Capping the ACDC and creating a linear park along the Arizona Canal from Cortez Park to Rose Mofford Sports Complex should be explored, to unite open spaces and neighborhoods around a celebrated canalscape.



The access road along the canal today is used as a trail



The diversion channel parallel to the canal is exposed

Activation and Connections

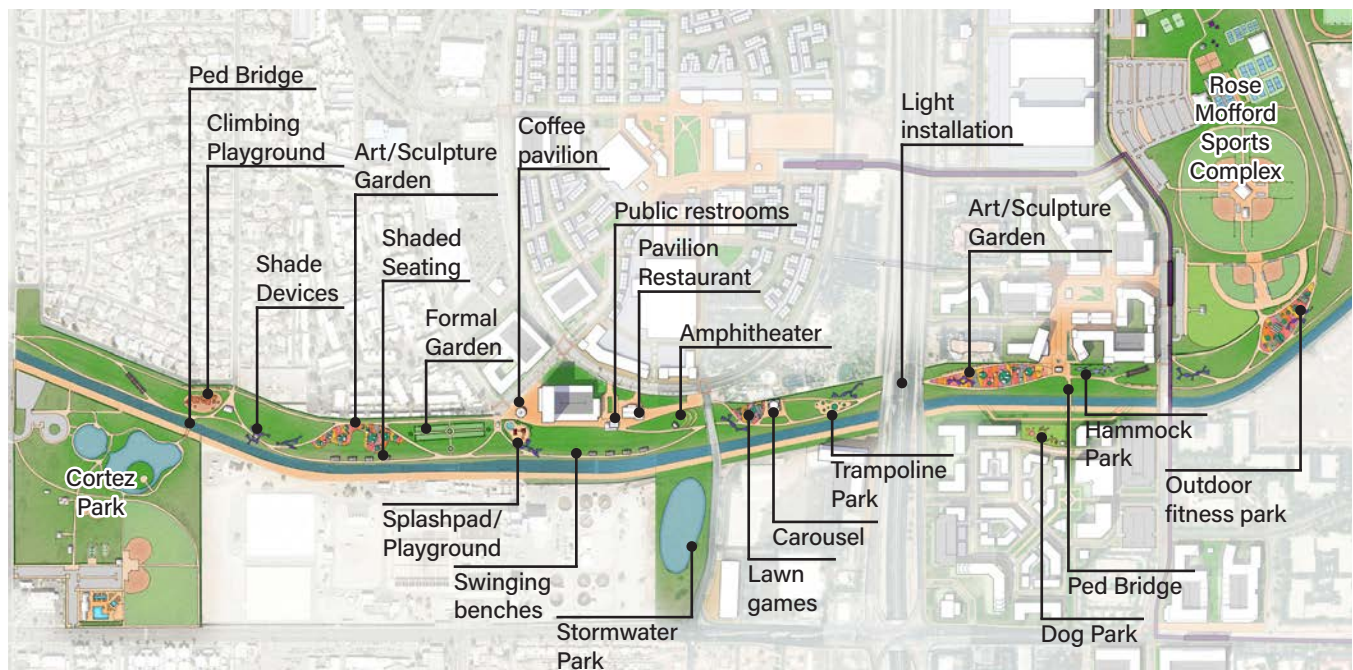
The ACDC Cap Park proposes connecting Cortez Park to Rose Mofford Sports Complex, a 1.5-mile length that would provide approximately 36 acres of open space along the north side of the Arizona Canal. Although this cap and park may be constructed and/or design in phases, this connection from park to park would dramatically impact development potential in this area.

Great parks balance passive recreational features like trails, benches, shade devices, pavilions, and landscape features with more active amenities,

like gathering places and playgrounds. For long, linear parks, it is important to design these amenities into the park consistently to ensure that there are consistent 'breadcrumbs' that keep pedestrians, bicyclists, and other users interested along the way to their destination. Because the culverted ACDC would remain beneath the cap park, the allowable depth for foundations and landscaping should be studied.

Potential Amenities, Events, and/or Activities for the ACDC Cap Park

- Pedestrian bridge(s) to access Cortez Park and the development at Canyon Corporate Plaza
- Playground(s), kid-friendly climbing sculptures/play equipment
- Splash pad
- Outdoor fitness park
- Lawn games (giant chess, shuffleboard, bocce, etc.)
- Swinging benches or other interesting seating
- Pavilions, pagodas, gazebos
- Pavilion restaurant
- Public restrooms
- Gathering/event spaces, amphitheater
- Art/sculpture gardens
- Community garden
- Formal landscaped gardens (xeriscaping, native species)
- Interactive lighted art walks, specifically under any overpasses
- Carousel
- Dog park
- Viewfinders
- Movies in the park
- Hammock park
- Signage and tower elements
- Shading devices
- Running/walking paths
- Shaded seating
- Picnic tables



Potential ACDC Cap Park amenities



Swinging benches along a riverfront



Concerts under a pavilion with amphitheater seating



Shaded seating and gathering place



Shading devices



Formal xeriscaped garden



Adventure/climbing playground



Art/sculpture garden

Metro Parkway Station Area



Vision for development along the Arizona Canalscape connecting to the Metro Parkway Station Area

Existing Conditions & Goals

Metro Parkway Station Area Today

Opened in 2023, the Thelda Williams Transit Center, also known as Metro Parkway, is currently the end-of-the-line station on the Northwest Extension. This station is located near the entrance of the former MetroCenter Mall, which is under demolition. The majority of the former mall site is slated for redevelopment as a mixed-use neighborhood center, with some retail anchors to remain. This station area is bounded on the southern edge by the diversion channel and the Arizona Canal, residential neighborhoods to the west, retail outparcels and Peoria Avenue to the north, and Interstate 17 to the east.



The Arizona Canal today

Design & Development Priorities

- **Housing Mix** Ensure a high-density mix of housing typologies that are attainable for a wide range of income levels
- **Placemaking & Destinations** Create places that anchor residential neighborhoods and gathering spaces that are supported by destinations, retail, entertainment, and housing in the long- and short-term of development
- **Connections to the Canalscape** Make the Arizona Canalscape a true destination, with family-friendly recreational amenities, gathering/event spaces, shaded walking paths and seating, restaurant(s), and more to create a safe and comfortable experience for residents.



Key Plan

Recommendations

Amenitizing the Arizona Canalscape

Two sites located between the MetroCenter site and the proposed Arizona Canalscape studied for development are the former Best Buy block and the Castles n' Coasters overflow parking lot. The introduction of higher-density housing and/or hotel directly adjacent to a well-amenitized linear park along the canal would help activate the park and make it a safe, comfortable destination. Amenities and uses that would help bring life to the park could include:

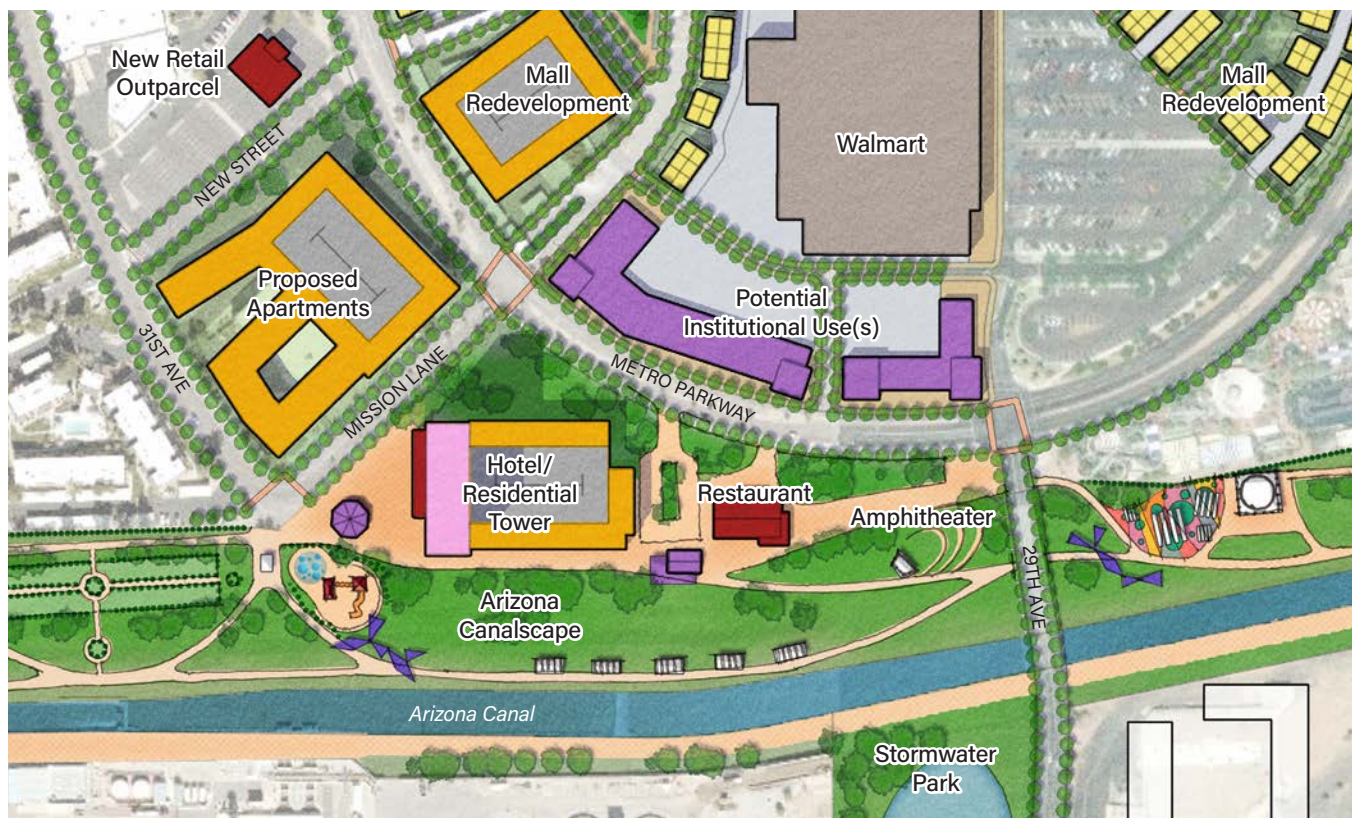
- Restaurant and/or food vendor(s)
- Amphitheater or other event space
- Playground or splashpad
- Walking paths with shade and seating
- Pavilions for small gatherings
- Art/sculpture garden



Preliminary model of proposed design

Potential Capacity

Multi-family	± 550 units
Hotel	± 320 keys
Retail/Commercial	± 30,000 sqft



Site Plan

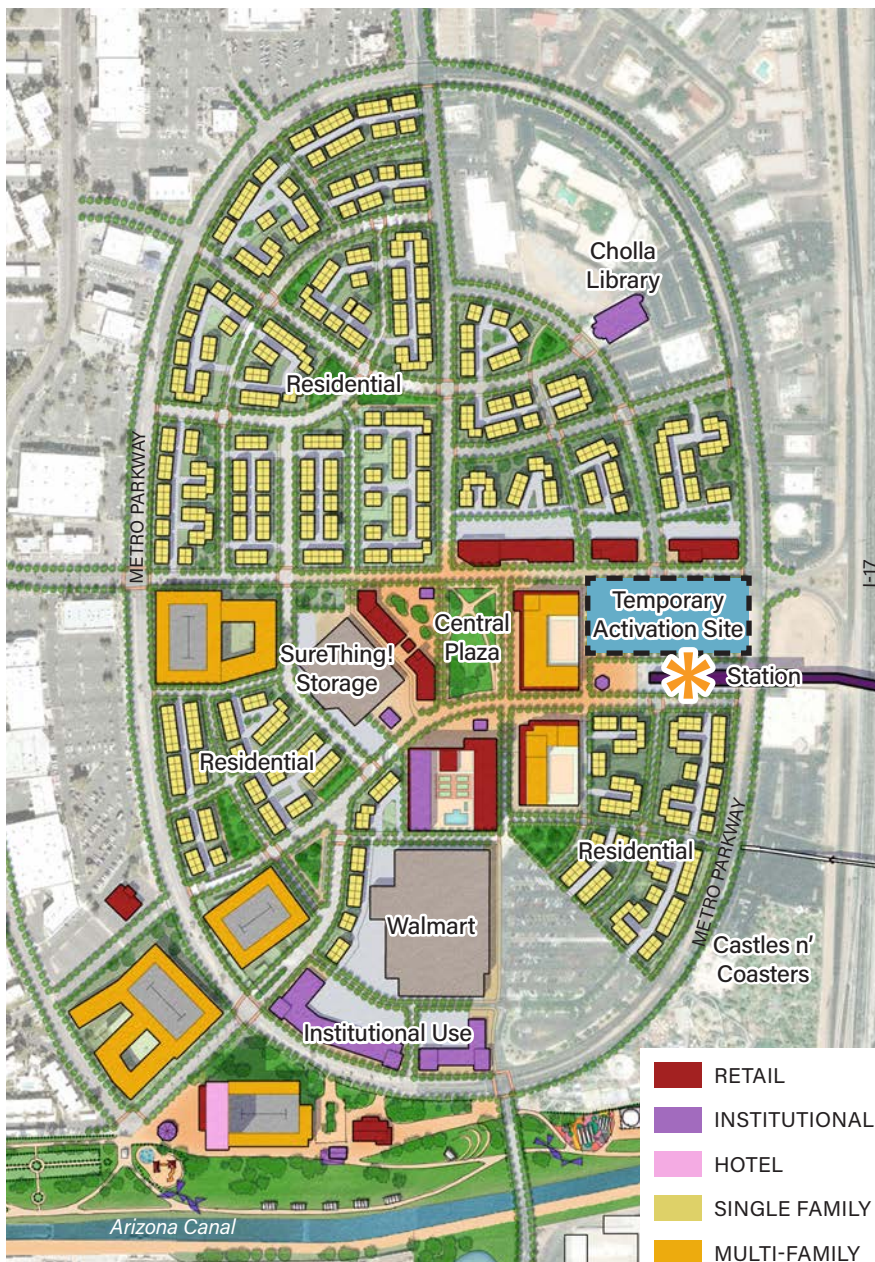
RETAIL

INSTITUTIONAL

HOTEL

SINGLE FAMILY

MULTI-FAMILY

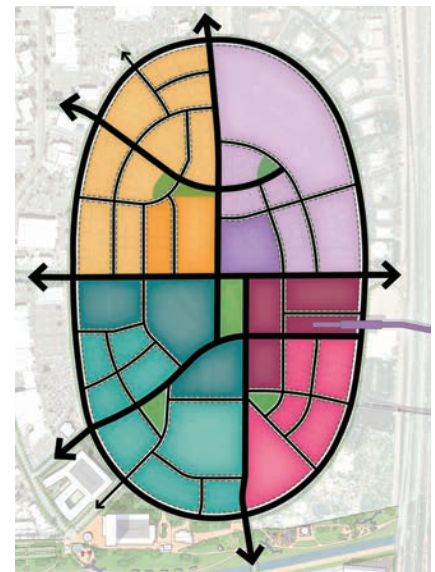


Site Plan

From Mall to Mixed-Use Neighborhood Center

The new development at MetroCenter should be focused on creating a mixed-use neighborhood center, with a large open space for gatherings and events lined with retailers, restaurants, and entertainment uses, with a mix of housing types to support these uses.

Breaking down the scale of such a large and circular-shaped site with clear street networks that connect to existing roads will help maintain access for cars; additionally, a focus on improved streetscapes will help prioritize the comfort and safety of pedestrians and transit users.



Proposed Block Structure

Mall Redevelopment Design Principles

- Create a sense of arrival to/from the transit station
- Incorporate vertical mixed uses
- Provide legible, connected grid of streets and blocks
- Concentrate higher-density housing within walking proximity of the transit station
- Provide diversity in housing types (for both rental and homeownership)
- Create sub-districts and neighborhoods organized around iconic spaces

Phasing of the mall redevelopment will need to be studied further; specifically, temporary activation near the Thelda Williams Transit Center could include space for food vendors, small concerts or festivals, and/or other events. Bringing activity to this area early on in the redevelopment process can help encourage further investment and activity. Public-private partnerships should be explored to keep this kind of space programmed and functioning before and during construction of the site and surrounding sites.



Preliminary model of proposed design

Potential Capacity

Multi-family	± 820 units
Townhouses	± 600 units
Retail/Commercial	± 150,000 sqft
Institutional Use	± 50,000 sqft



Family-friendly lawn activities



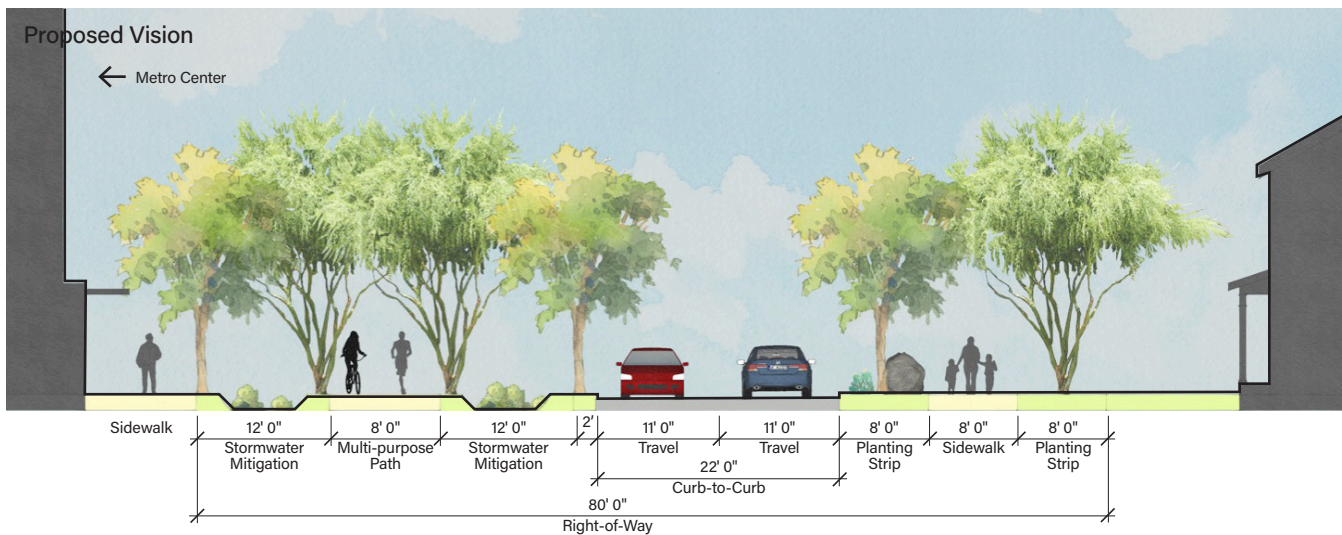
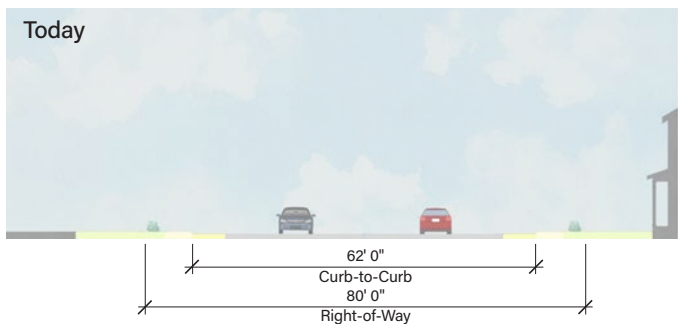
Food trucks



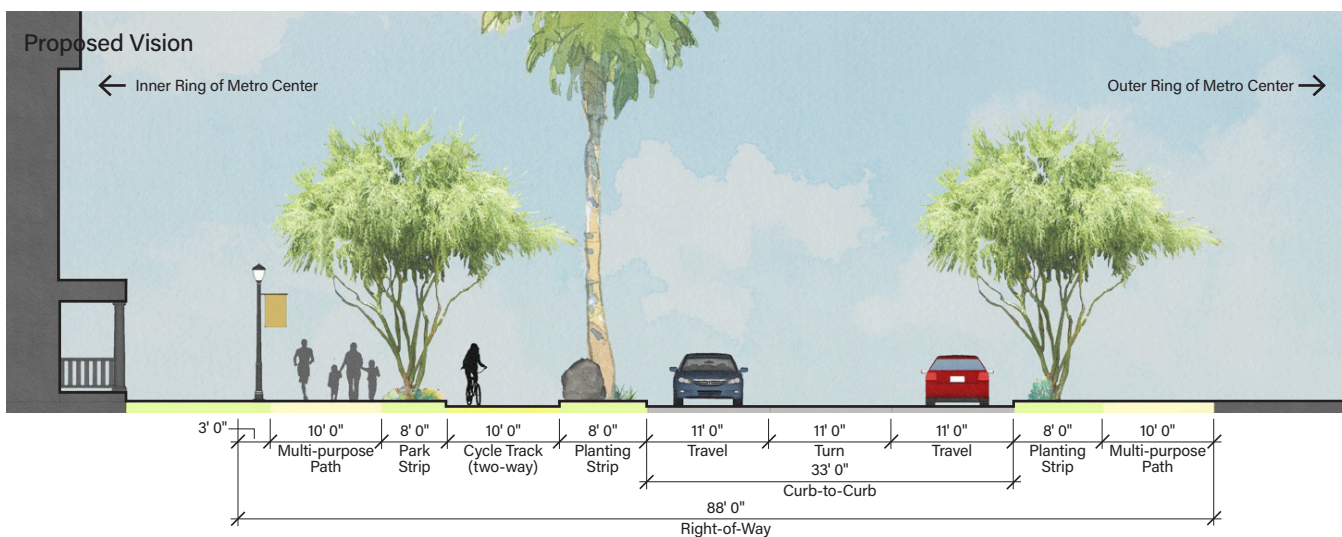
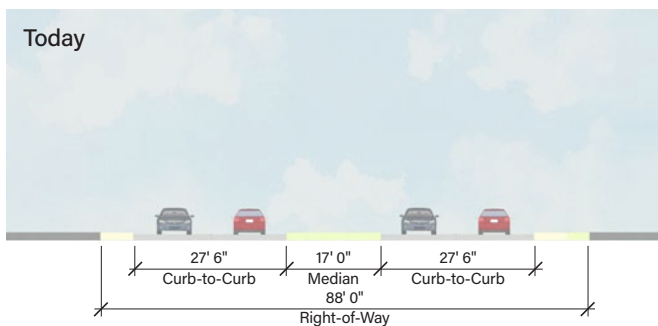
Farmer's market



Live music



Before & After: 31st Avenue



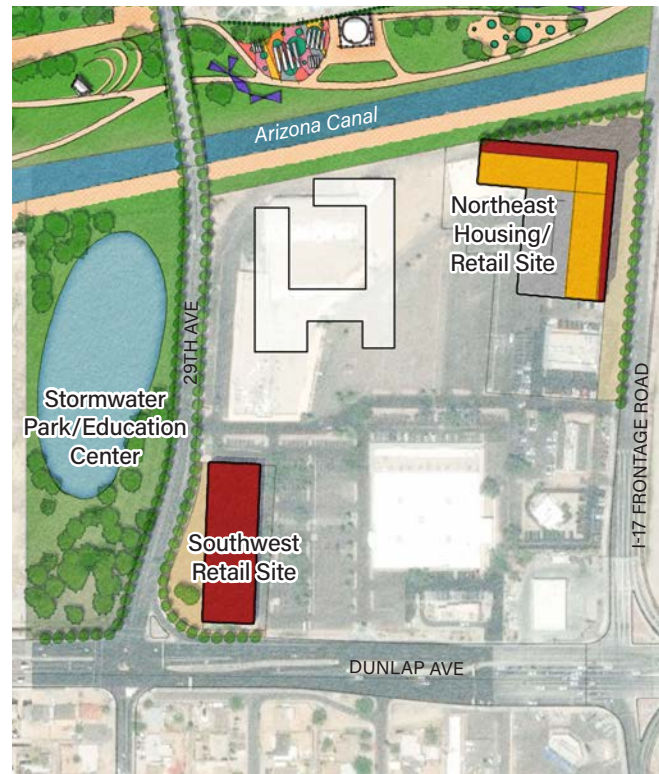
Before & After: Metro Parkway

Developing Infill Sites

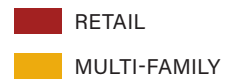
This block was identified as an additional opportunity site due to its proximity to the new Arizona Canalscape to the north and the stormwater park across from 29th Avenue. These recreational amenities are assets to the community and will spur adjacent development. Enhancing safety, walkability, and convenience for local residents and visitors is essential for the success of the Arizona Canalscape.

For example, the site on the southwest corner, today an underutilized strip mall, should front 29th Avenue and the park rather than the parking lot in the middle of the block. This creates a more welcoming gateway to the Arizona Canalscape as well as improved business potential for the retailers within the building.

To capitalize on the improved canal experience, the parcel on the northeast of the site should be studied as a multi-family building with ground floor retail to provide a range of housing options along the canal. Streetscape improvements, including additional landscaping and lighting, should be incorporated into the design of N Black Canyon Highway, the I-17 frontage road.



Site Plan



Preliminary model of proposed design

25th & Mountain View Station Area



Vision for development across from Rose Mofford Sports Complex at the 25th & Mountain View Station Area

Existing Conditions & Goals

Metro Parkway Station Area Today

Today, the 25th & Mountain View Station Area is bounded by the Arizona Canal to the south, Rose Mofford Sports Complex to the east, the light-rail ramp and Mountain View Road to the north, and Interstate 17 to the west and contains multiple budget and mid-range hotels, vacant offices, and a series of disconnected surface parking lots. The area lacks a cohesive framework and a distinct identity, despite its opportune location near the ±65-acre Rose Mofford Sports Complex, which includes a dog park, sports fields/courts, and more.



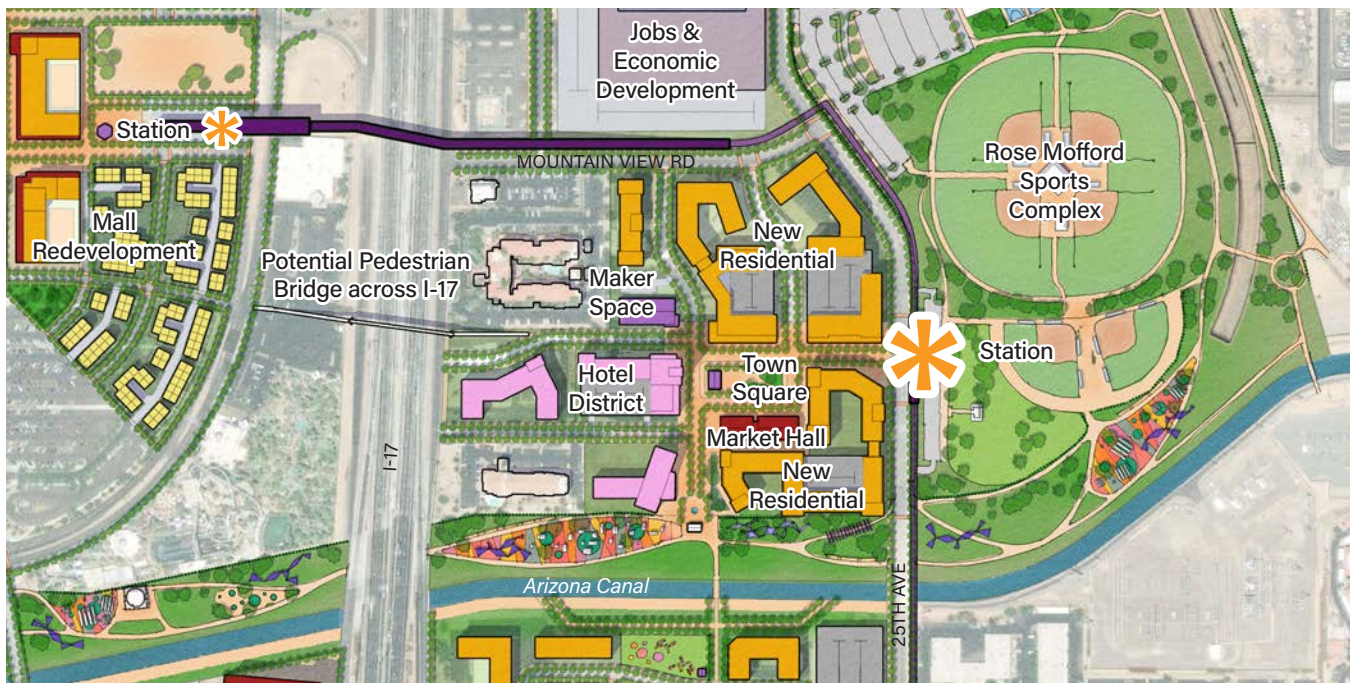
Station Area today

Design & Development Priorities

- **High-Density Residential** Ensure a high-density mix of housing typologies that are attainable for a wide range of income levels
- **Placemaking & Destinations** Attract residents and visitors with dining, entertainment, and recreational destinations and programming in a beautiful, centralized space that is safe and comfortable for pedestrians and transit users
- **Connections to the Canalscape** Make connections from great public spaces within the development area to the Arizona Canalscape linear park.



Key Plan



Site Plan

RETAIL

INSTITUTIONAL

HOTEL

SINGLE FAMILY

MULTI-FAMILY

Recommendations

Creating a Town Square

Establishing a cohesive long-term vision and design for this station area should be a priority. As a high-density mixed-use town center, this area's connections to the proposed Arizona Canalscape, Rose Mofford Sports Complex, and the Metro Parkway Station Area will be mutually beneficial.

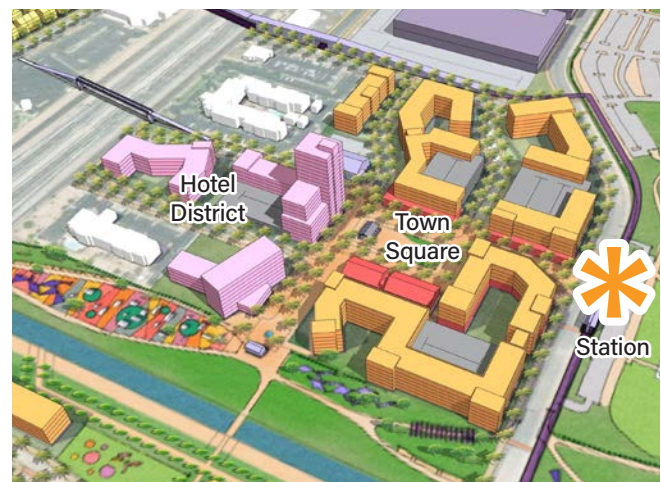
The scale of this study area makes it a great candidate for larger multi-family residential buildings with attached parking garages. These residences should be supported with a wide variety of retail, commercial, and other destination uses that could include:

- Market Hall with stalls that could be used by food vendors, small business incubators, maker spaces, exhibit spaces, etc.
- Restaurants, cafes, and/or food vendor(s)
- Hotels (mid-range/luxury)
- Maker spaces, innovative tech/business spaces

With a diverse mix of housing options, residents of all income levels help to support a healthy mix of retail and entertainment destinations. Centered around a Town Square, with a small open space that could host outdoor events, this area should be designed as the heart of activity in this area.

Potential Capacity

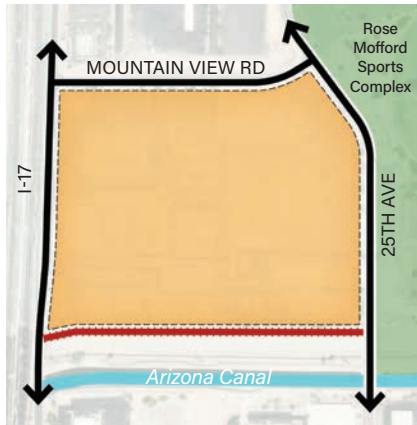
Multi-family	± 1,020 units
Hotel	± 750 keys
Retail/Commercial	± 80,000 sqft



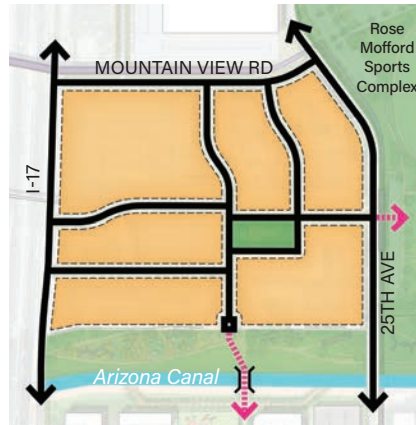
Preliminary model of proposed design

Block Structure & Street Network

EXISTING CONDITIONS



PROPOSED

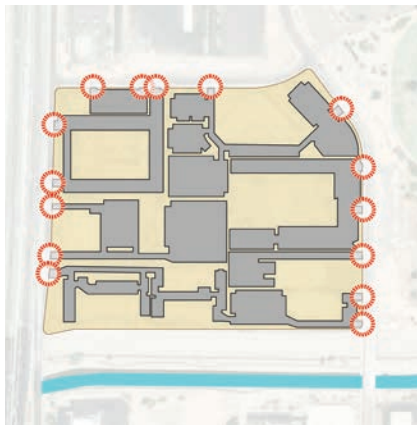


- DEVELOPMENT BLOCKS
- PARKS & OPEN SPACE
- STREET NETWORK
- PEDESTRIAN CONNECTION
- EXISTING FENCE

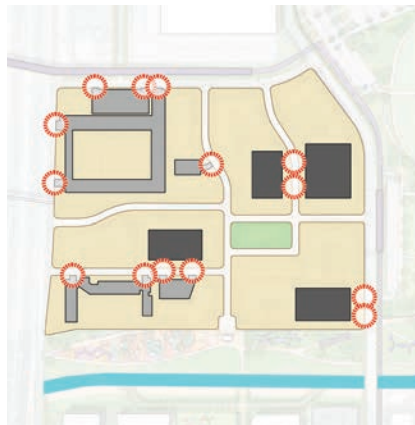
The existing block lacks permeability and fences off the diversion channel and the Arizona Canal Trail. In the future, this block should connect to the Arizona Canalscape with active uses along the park. Additionally, a street grid should be designed to break down the scale of the block and increase walkability.

Parking & Access

EXISTING CONDITIONS

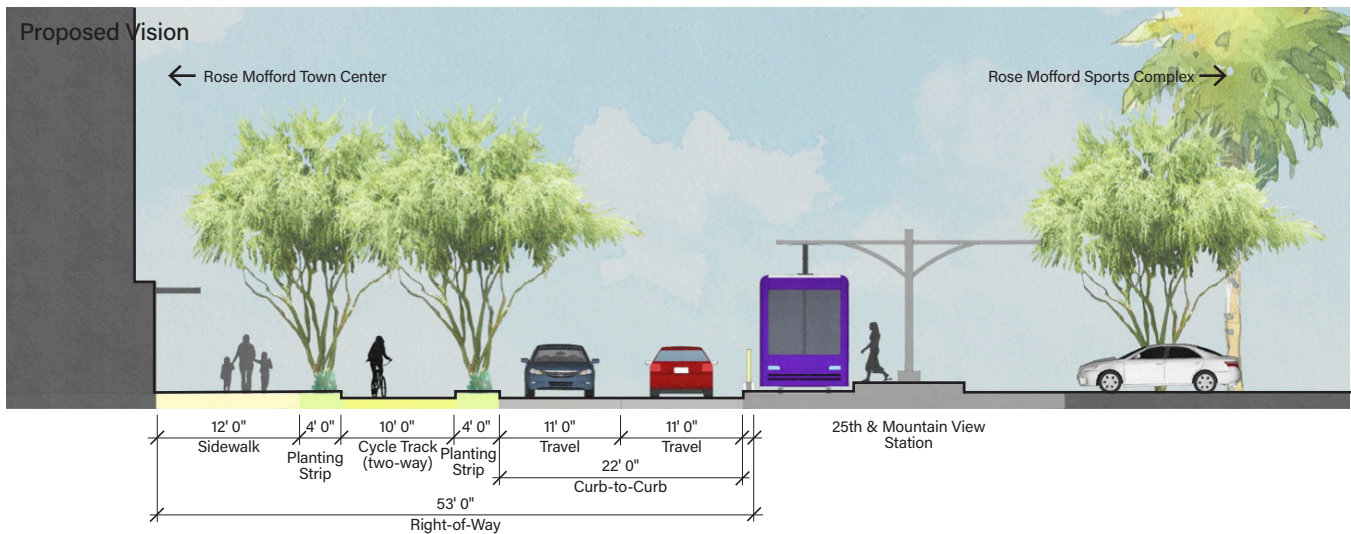
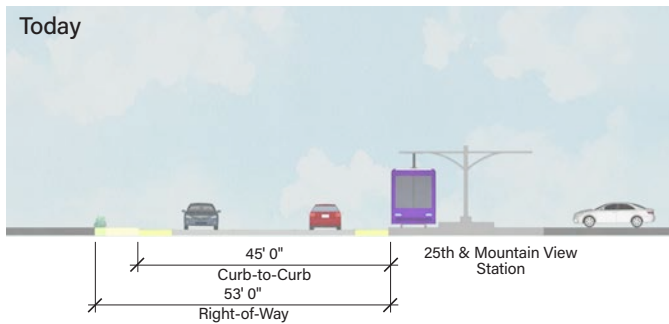


PROPOSED



- DEVELOPMENT BLOCKS
- PARKING LOT
- PARKING GARAGE
- PARKING ACCESS

The existing block is made up of 47% surface parking lots, which are mostly disconnected from each other and require individual access points, disturbing traffic around the block for vehicles and pedestrians. The proposed framework consolidates parking into garages, reducing the number of access points and impervious surfaces while also increasing the actual number of spaces.



Before & After: 25th Avenue

Connecting to a Town Center

Connections to, from, and within high-density, mixed-use town centers are critical for their success. The future Rose Mofford Town Center should have clear, legible street and trail connections for drivers, pedestrians, and transit users to access nearby amenities including the proposed Arizona Canalscape, Rose Mofford Sports Complex, and the 25th & Mountain View Station. Additionally, connections to the proposed redevelopment of the MetroCenter Mall site via a pedestrian bridge over Interstate 17 should be studied. At the heart of the Town Center, a town square should be designed to host events as well as act as a passive open space for nearby residents, creating another open space node within a larger system of parks, trails, and amenities within this study area.



Griffin Bridge, Des Moines, Iowa by Rosales + Partners

Example of a pedestrian bridge over a highway

25th & Dunlap Station Area



Vision for development at 25th & Dunlap Station Area

Existing Conditions & Goals

25th & Dunlap Station Area Today

The area around the 25th & Dunlap Station is bounded by 24th Avenue to the east, the Arizona Canalscape to the north, I-17 to the west, and Townley Avenue to the south. The site currently features:

- Empty/underutilized office buildings, underutilized surface parking lots and garages, vacant lots, former Sheraton hotel
- UEI College & Brookline College
- Newer but underutilized plaza/open space network

Design & Development Priorities

- **Attainable Housing** Ensure a mix of higher density housing typologies that are attainable for a wide range of income levels
- **Utilizing Existing Structures** Reuse existing parking garages and convert select existing buildings for mixed-use development
- **Connections to Open Space Network** Extend existing open space network from 25th & Dunlap Station Area to Arizona Canalscape and the pedestrian bridge leading to the proposed Rose Mofford Town Center
- **Strengthen Commercial Core** Develop retail frontage along Dunlap Avenue



Station Area today



Key Plan

Recommendations

Better Utilize Existing Assets

There are several buildings on this site that can be reused or converted to uses that support activity and growth for this area.

Reusing the three underutilized garages on the site northwest of the station supports future high-density development, which includes the conversion of the existing office buildings and the Sheraton Hotel to residential buildings. The existing open spaces can be enhanced with improved landscaping and lighting to better connect this site with the transit station, future Rose Mofford Town Center, and Arizona Canalscape.

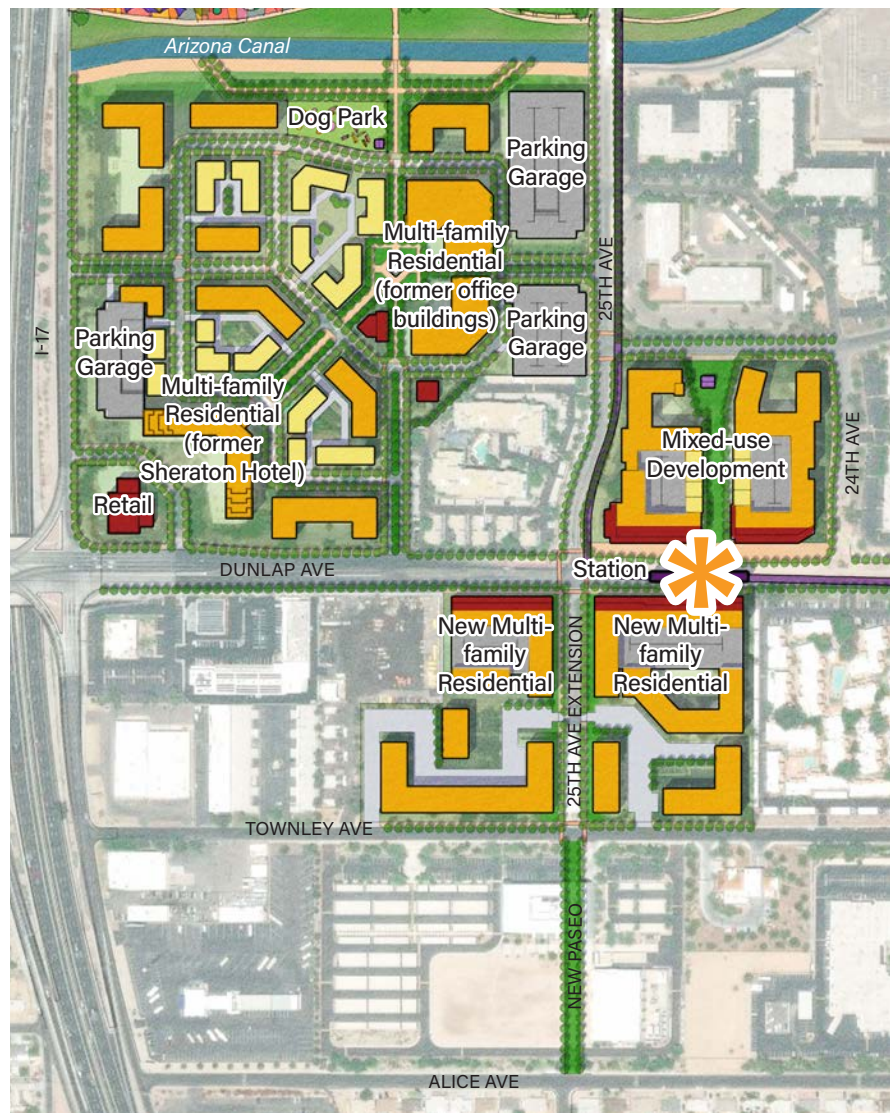
Pedestrian Connections

Extending 25th Avenue to the south and creating a safe, shaded pedestrian paseo connects the transit station and new development to the single-family neighborhood south of Alice Avenue.

The northeastern block should be studied for mixed-use development, including neighborhood-serving retail along Dunlap Avenue, that creates a lively pedestrian space connecting to the station.

Placemaking along the Canal

The site south of the Arizona Canalscape should be fronted with residential buildings to activate the canal around the clock. A new pedestrian bridge provides access from the new Rose Mofford Town Center towards this pedestrian-oriented neighborhood.



Site Plan

RETAIL

SINGLE FAMILY

MULTI-FAMILY

Potential Capacity

Multi-family	± 2,150 units
Townhouses	± 60 units
Retail/Commercial	± 90,000 sqft



Vacant Sheraton Hotel



Under-utilized plaza south of the canal

19th & Dunlap Station Area



Vision for a retail street & pedestrian promenade parallel to the station, terminated by an activated Plaza 19

Existing Conditions & Goals

19th & Dunlap Station Area Today

The area around the 19th & Dunlap Station is bounded by 19th Avenue to the east, Dunlap Avenue to the north, 22nd Avenue to the west, and the property line of Morgan Park apartment complex to the south. Surface parking lots make up approximately 48% of the land area in this study area, including a Park & Ride next to the station; however, this is an underutilized amenity.

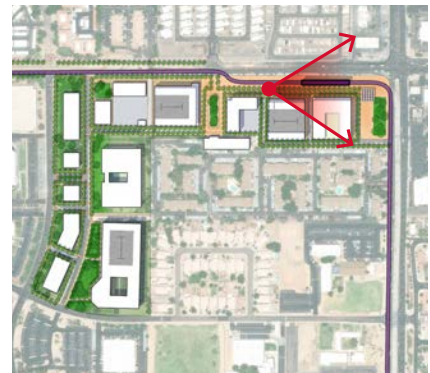
Plaza 19 is a shaded pavilion built to host music events and food truck festivals, but was closed soon after its construction due to a lack of programming. Carrington College, Chamberlain College of Nursing, and a branch of DeVry University share a building off of 22nd Avenue, which is surrounded by surface parking lots for commuting students. Although these educational anchors draw people to this area, there is little incentive for them to ride public transit, live nearby, or even stay at this location beyond attending classes.

Design & Development Priorities

- **Attainable Housing** Ensure a mix of housing typologies that are attainable for a wide range of income levels, including students
- **Programming & Placemaking** Attract residents and visitors with dining and retail closer to the station.



Station Area today



Key Plan

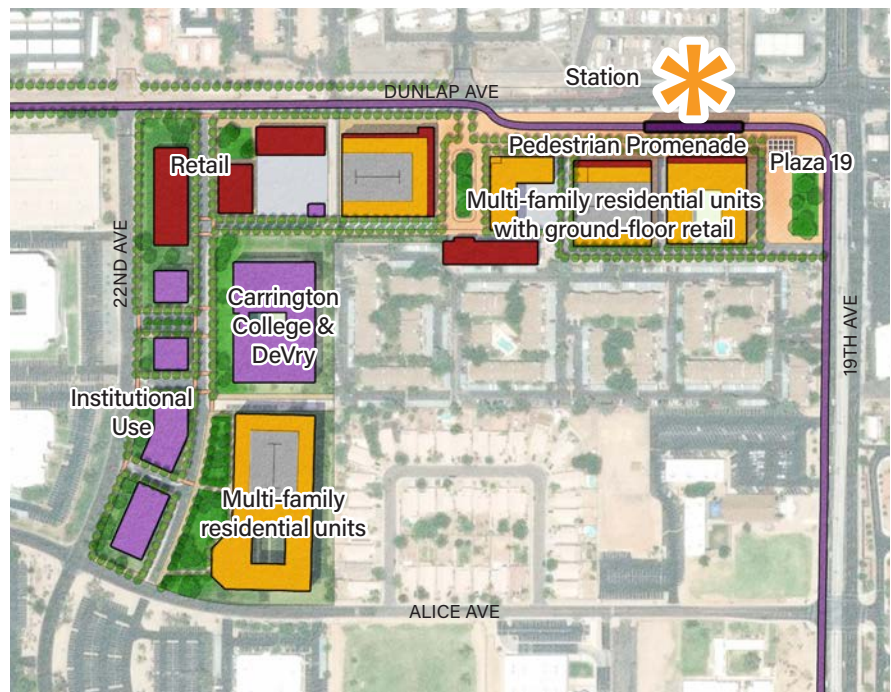
Recommendations

Activating Plaza 19

Bringing more energy and activity to this station area is critical – especially when the infrastructure is already in place. The programming of Plaza 19 should be a focus, with events, displays, etc. held as often as possible to keep this area well-populated. This may include:

- Food truck festivals/semi-permanent vendor leases
- Outdoor art displays or staffed art festival events
- Holiday/themed events
- Concerts/staffed music events (open mic, DJ, small local bands/singers)
- Farmer's market or food festival
- Yoga or other free classes

The perception of safety is essential for successfully activating this station area. As Plaza 19 and other areas within this study area add programming, it may be necessary to consider events that are staffed regularly or even full-time to ensure visitors feel welcome and comfortable.



Site Plan

RETAIL

INSTITUTIONAL

MULTI-FAMILY



Outdoor yoga/fitness



Art festival/event



Food truck festival



Farmer's market/food festival

From Parking Lot to Community

Many of the issues in this area stem from the simple lack of people here. More residents and visitors to this station area help with the perception of safety and create support for high-quality retail, dining, and programming. The addition of multi-family residential buildings with ground-floor retail spaces should be a priority. Attached parking garages and/or hidden surface parking lots should accommodate the parking needs for new uses and the Park-and-Ride.

Additionally, these new uses should open up towards the station, enticing riders to visit this area and catering to pedestrians via a shared-use street for drop-offs, a shaded promenade, and welcoming storefronts lining the space.



Existing conditions

Potential Capacity

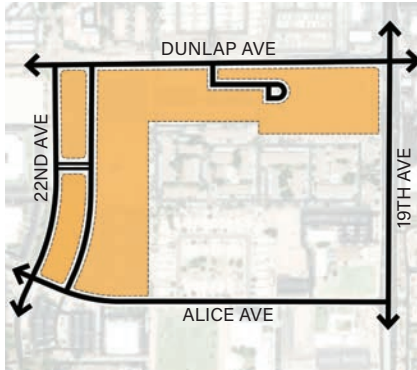
Multi-family	± 640 units
Retail/Commercial	± 120,000 sqft
Institutional Use	± 90,000 sqft



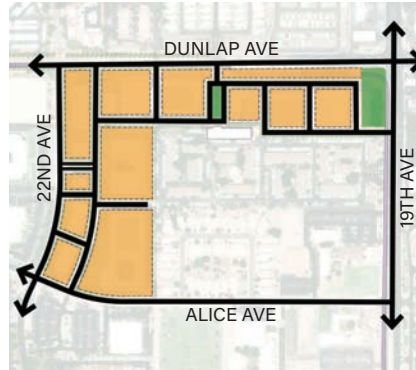
Preliminary model of proposed design

Block Structure & Street Network

EXISTING CONDITIONS



PROPOSED

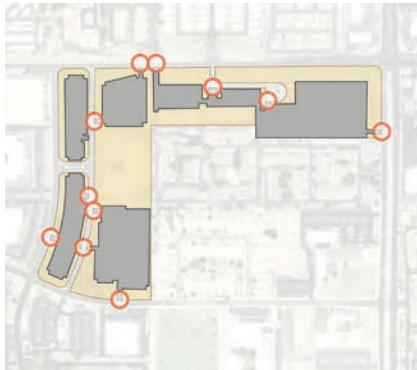


- DEVELOPMENT BLOCKS
- PARKS & OPEN SPACE
- STREET NETWORK

The existing block doesn't encourage pedestrian activity due to the lack of permeability within the block. The proposed plan provides multiple connections that are comfortable for pedestrians to access different destinations within the site as well as the station at the northeast corner of the block without getting into their cars.

Parking & Access

EXISTING CONDITIONS



PROPOSED



- DEVELOPMENT BLOCKS
- PARKING LOT
- PARKING GARAGE
- PARKING ACCESS

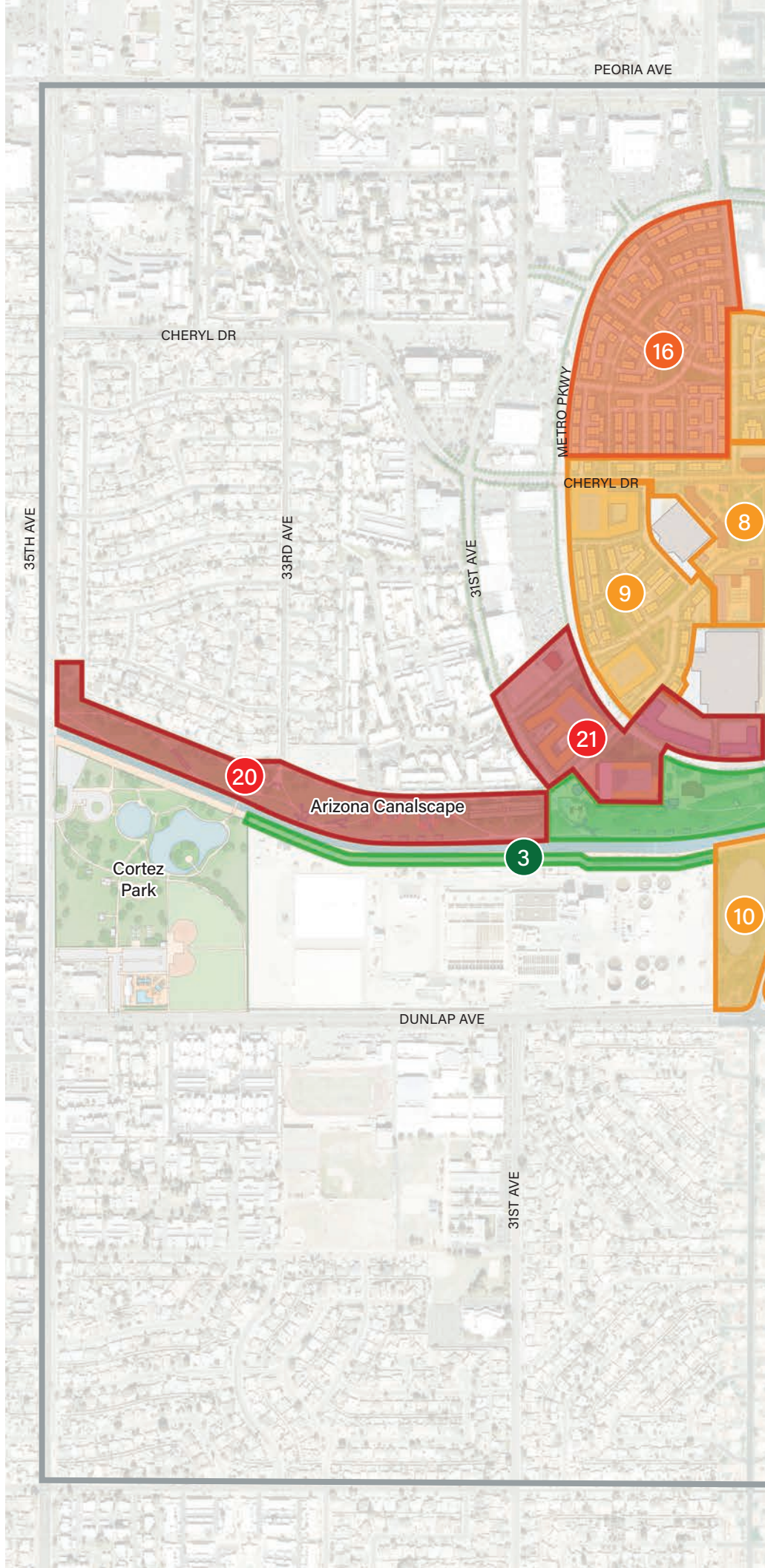
Today, this block is 48% covered by surface parking lots, which are mostly disconnected from each other and serve individual uses. Additionally, the Park-and-Ride near the station is underutilized. By consolidating parking into shared parking garages, this proposal encourages people to get out of their cars and walk between destinations on the site and to the station. This proposal also increases the actual number of parking spaces on site to accommodate proposed development and existing uses, including the Park-and-Ride lot.

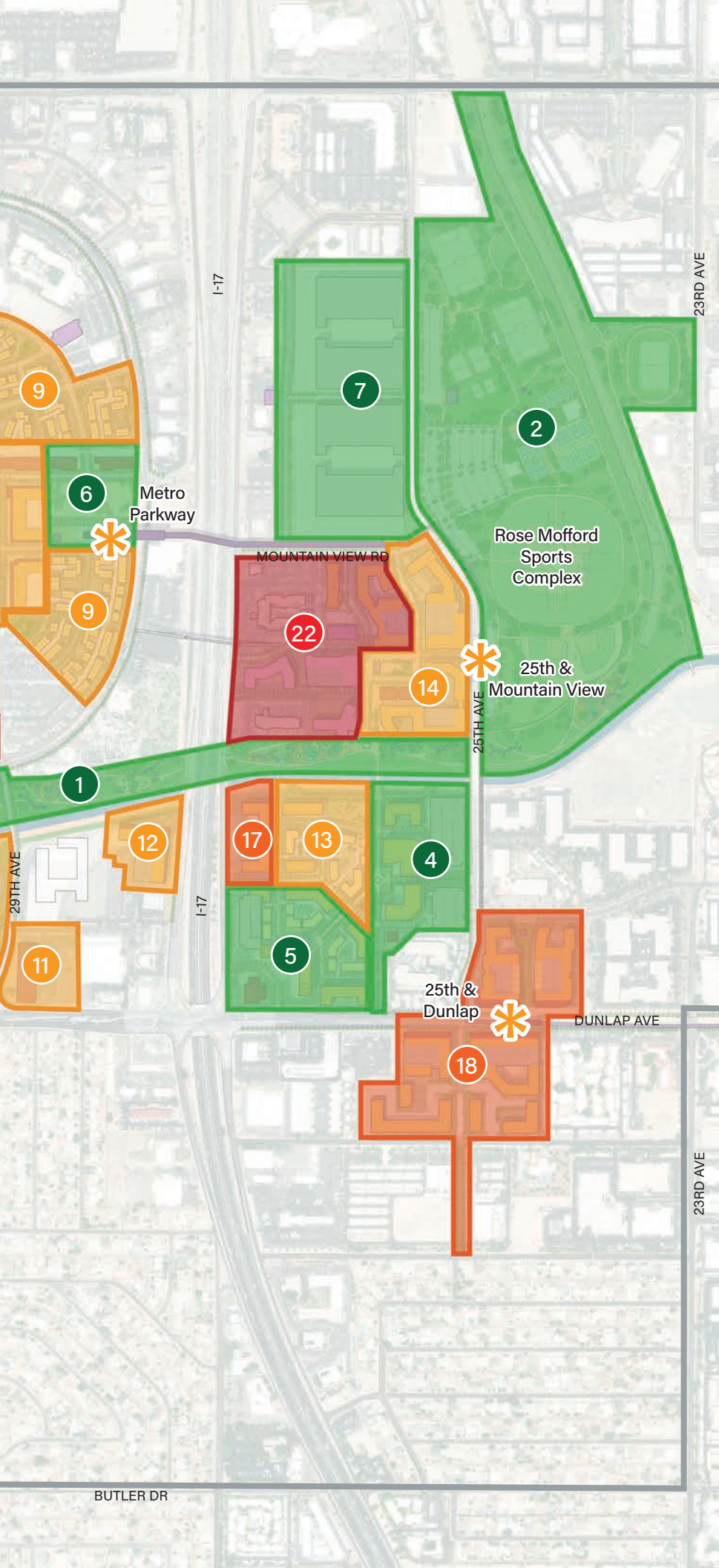
Sequencing of Projects

This 25-year vision for the Metro District includes public and private projects, which will be funded and implemented by a range of partners and entities. For that reason, it cannot be phased like the way a single, discrete project or master planned development can. Rather, projects will likely happen in a loose sequence, with developments occurring when the market conditions support the uses, densities, and costs, or when funds become available for public investments.

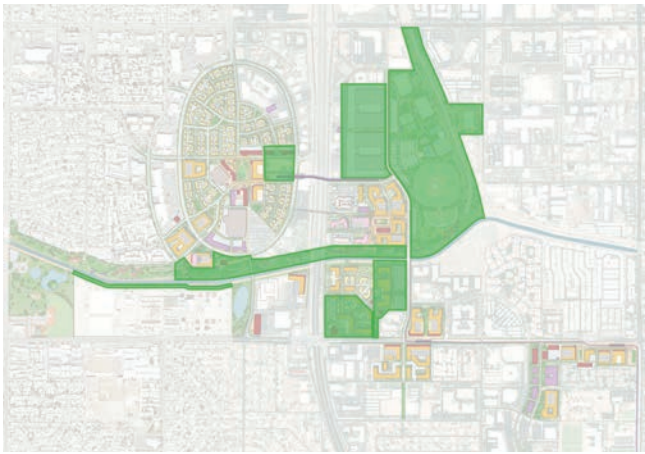
The public sector (the City) can incentivize or make developments more attractive earlier through public investments, public-private partnership, and other public subsidies (such as affordable housing financing or publicly-funded parking, streets, and infrastructure).

The sequencing plan balances the ideal timing of key projects with realistic expectations for market support for higher density projects in this part of Phoenix. The actual timelines for when projects come online will vary, depending on property acquisition, financing, market conditions, and available incentives.





- 1 Public investment in capping the ACDC and amenitizing the Arizona Canalscape from 31st Avenue to 25th Avenue with family-friendly, accessible activation; also explore a pedestrian bridge to connect Canyon Corporate Plaza to the future Rose Mofford Town Center
- 2 Public investment in updates to Rose Mofford Sports Complex, including a new climbing structure and play area for children
- 3 Public investment in an artistic mural or installation to improve the look of Deer Valley WTP from across the canal or from the 29th Street corridor
- 4 In-progress private development to convert Canyon Corporate Plaza office buildings to residences
- 5 Vacant Sheraton Hotel site with potential to convert to affordable housing or mixed-income housing (private)
- 6 Public-private partnership to activate site at the station with indoor/outdoor dining, retail pop-ups, events, etc.
- 7 In-progress private development to create a hub for advanced manufacturing and tech industry jobs
- 8 Developer-led retail and mixed-use neighborhood center and open space
- 9 Residential neighborhoods (may be phased separately, to be determined by developer and market conditions)
- 10 Public investment into stormwater detention pond and landscaped park
- 11 Private acquisition and improvement to retail spaces
- 12 Vacant site with potential to convert to mixed-use or residential (private)
- 13 Second phase of Canyon Corporate Plaza redevelopment (private)
- 14 Public-private partnership to acquire lots facing Rose Mofford Sports Complex and Arizona Canalfont and develop first phase of mixed-use, residential, and open spaces of the Rose Mofford Town Center
- 15 Public-private partnership to activate Park-and-Ride site and Plaza 19
- 16 Private site acquisition and continued development of residential neighborhoods, to be determined by developer and market conditions
- 17 Private site acquisition and continued development of residential and/or mixed-use
- 18 Private site acquisition and development of mixed-use neighborhood center with pedestrian-friendly connections to existing neighborhoods and stations
- 19 Second phase of redevelopment with a focus on retail and educational uses and shared parking agreements between tenants
- 20 Second phase of public investment in capping the ACDC and amenitizing the Arizona Canalscape towards the west, including pedestrian bridge to Cortez Park
- 21 Private site acquisition and redevelopment of vacant retail and underutilized surface parking lots as high-density mixed-use, residential, hotel, office, entertainment district, depending on market conditions
- 22 Second phase of private development of Rose Mofford Town Center, including exploration of public-private partnership to build a pedestrian bridge over I-17



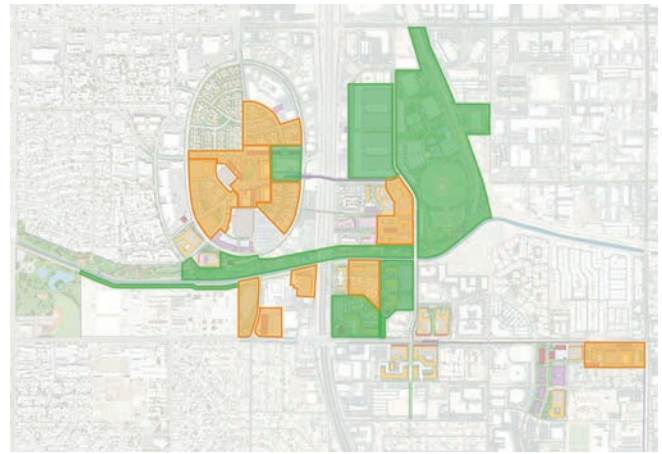
1 PHASE 1 0–5 years

In the early years, the City should focus on funding and implementing the Metro District Canalscape between N 31st and N 25th Avenue and on making improvements to Rose Mofford Sports Complex, such as adding a destination play area for children with unique equipment that will draw families. These public investments will attract private investment to adjacent parcels that require property assemblage and should be developed at higher densities.

At Metro Center, a tactical retail place can draw people to the Metropolitan, even before vertical development begins. A contained, exciting destination, focused primarily on food and entertainment should be created in the first 5 years. The developer and City should partner together to design and build the destination and to hire an experienced operator.

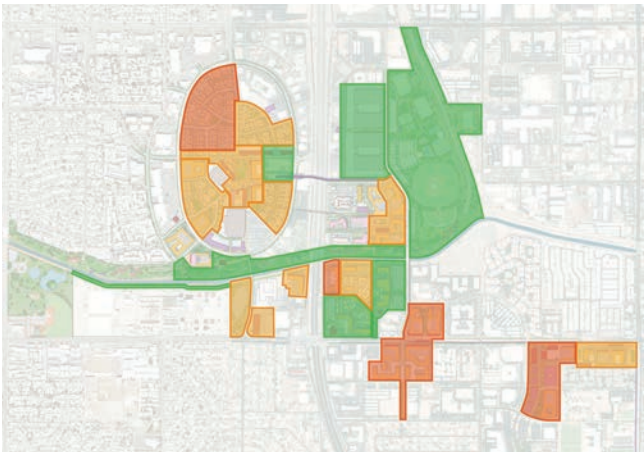
With the TSMC Arizona semiconductor facility being built north of Metro District, advanced manufacturing is already a market-viable use. Vacant office complexes are in the process of being redeveloped as advanced manufacturing warehouse space.

Existing office and hotel buildings can be converted to housing uses in the short-term. These projects may provide early opportunities to build affordable housing options in proximity to light-rail stations.



2 PHASE 2 5–10 years

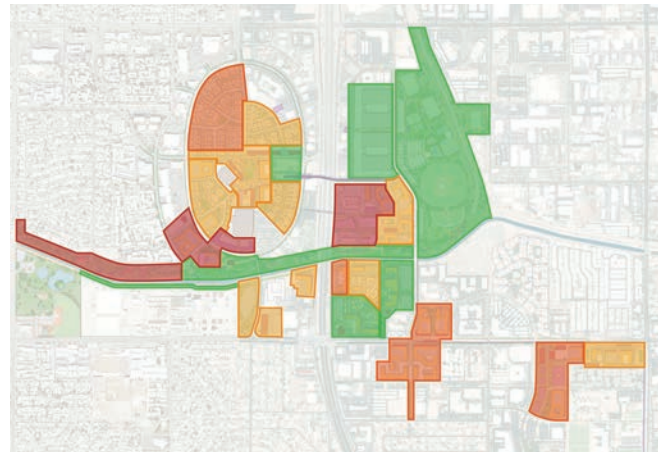
Private developments of low- to mid-density will likely follow the public investments. The most likely candidates for projects during this period are vacant sites that do not require complicated property acquisition. During this period, the City will need to partner with private developers on key projects (such as the first phase of Rose Mofford Town Center) to fund parking and public streets or to incentivize higher densities or mixes of uses than developers are willing to build.



3 PHASE 3 10-15 years

Projects requiring more complicated site acquisition strategies will likely take more time to come online. By this time, the combination of public investments and private developments that will have already occurred will grow the market for high-quality, mid- to high-density projects.

At this stage, maintaining and/or creating connections between projects is essential. Building off of a neighboring project's success will help to push the market towards higher densities and richer mixes of uses in the long term. The City will need to explore partnerships or incentives to ensure these connections are made.



4 PHASE 4 15-20+ years

Over a decade of public investment and private development will demonstrate the long-term viability of Metro District, attracting higher density, high-quality, and more diverse projects. At this time, underutilized retail, industrial, and commercial sites beyond the existing available sites may be in play. The City will need to ensure that developers are building to the highest and best uses on the remaining available sites, especially in proximity to the light-rail stations, the Canalscape, and other public projects.

At this time, the City should expand the Canalscape project, potentially connecting to Cortez Park with a pedestrian bridge and/or to other destinations to the west of Metro District.

In conjunction with the second phase of private development of Rose Mofford Town Center, the City should explore public-private partnership(s) to build a pedestrian bridge over I-17, building and improving connections between projects.

CHAPTER 3

STRATEGIES & ACTIONS

Action & Strategies

In order to achieve the visionary themes (5 Big Moves), a strategic approach must align actions with the objectives outlined in each theme. Actions and strategies are essential for achieving the vision statements identified in the plan and provide a roadmap to structure decisions as development approaches. To implement the plan, strategies provide the overarching methods and principles guiding actions, which are the specific steps taken to implement the plan.

The following Big Moves serve as the goals or themes and covers a variety of elements in the planning framework.



BIG MOVE 1 |

CREATE A CLEAR DISTRICT IDENTITY



Related Planning Elements:



STRATEGY 2 |

Build the Metro District Canalscape

Strategic Actions:

- A 2.1 |** Create an interdepartmental Task Force to identify funding for capping the Arizona Central Diversion Canal (ACDC) through the Metro District.
- A 2.2 |** Work with the Flood Control District of Maricopa County to permit recreational development along the Cave Creek Wash as it passes through the District and at its intersection with the ACDC.
- A 2.3 |** Apply for funding to design and build the Canalscape

BIG MOVE 2 |

CREATE BETTER PLACES TO LIVE THAT IMPROVE THE QUALITY OF LIFE

**Related Planning Elements:****STRATEGY 3 |****Encourage Transit-oriented Development Throughout The Metro District****Strategic Actions:**

- A 3.1 |** Encourage the use of the Walkable Urban Code (WUCode) within the Metro District and create a Special District (SD) to be included within the WUCode that is based on the visions for specific sites and character areas developed in the Metro District TOD Policy Plan Workshop 2 Summary.
- A 3.2 |** Adopt the Metro District Transect Map and use it when applying the WUCode to the Metro District

**Related Planning Elements:****STRATEGY 4 |****Improve the Quality of Design and Development Within The District****Strategic Actions:**

- A 4.1 |** Direct development to and support rezonings and development that are in keeping with the Station Area Site Design and Development Guidance provided in the “What It looks like” section of this plan.
- A 4.2 |** Encourage the Development of infill sites, especially along Dunlap Avenue, with mixed use residential over retail.
- A 4.3 |** Recognize and celebrate through signing, landscaping, and restoration important cultural and historic sites throughout the Metro District

**Related Planning Elements:****STRATEGY 6 |****Protect And Enhance Existing Neighborhoods****Strategic Actions:**

- A 6.1 |** Ensure existing single family residences are not shaded or surrounded by high-density, high intensity development
- A 6.2 |** Manage circulation so existing neighborhoods are not impacted by increases in traffic as a result of high density and high intensity development.
- A 6.3 |** Conduct outreach to make existing residents aware of programs that offer technical and financial assistance for single family housing rehabilitation, when possible and practical.
- A 6.4 |** Discourage the clustering of institutional uses within neighborhoods and throughout the District.
- A 6.5 |** Support existing neighborhood associations and encourage the formation of new associations to help existing residents participate in the redevelopment of the District.
- A 6.6 |** Provide tenant assistance information for renters whose rents may increase as new development occurs.

**Related Planning Elements:****STRATEGY 5 |****Increase the supply of housing****Strategic Actions:**

- A 5.1 |** Rezone the City owned parcel at 19th and Dunlap T5:7 and encourage its redevelopment with high density housing, including some number of affordable units.
- A 5.2 |** Encourage the development of high density multi-story housing on the south side of the Arizona Canal where it crosses I-17.
- A 5.3 |** Continue to work with private developers and other entities to encourage the conversion of obsolete and/or unused office buildings and other structures on the east side of Interstate 17 to residential developments.

BIG MOVE 3 |

HOUSING FOR ALL



Related Planning Elements:



STRATEGY 7 |

Ensure a mid- to high-density mix of housing typologies that are attainable for a wide range of income levels

Strategic Actions:

- A 7.1 |** Work with employers along light rail and the I-17 corridor to identify the types of housing that could serve their employees, and make this information available to the development community.
- A 7.2 |** Introduce higher density housing at the former Best Buy block and Castle's and Coasters parking lot.
- A 7.3 |** Coordinate with the City of Phoenix Housing Department, Arizona Department of Housing, and other entities to direct federal, State, and City housing funds into the Metro District.
- A 7.4 |** Explore opportunities to create a range of housing price points within a single development through varieties in density, unit size and design.
- A 7.5 |** Encourage the development of housing as a part of all developments located within 1/4 mile of light rail.

BIG MOVE 4 |

A GROWING ECONOMY



Related Planning Elements:



STRATEGY 8 |

Make Strategic Economic Investments That Support and/or Increase Economic Activity

Strategic Actions:

- A 8.1 |** Invest in parks and recreation amenities that contribute to the Arizona Canal multi-use path as a recreation amenity non-motorized transportation connection.
- A 8.2 |** Implement transit-supportive streetscape enhancements within public right of way, such as wider sidewalks, landscaping, pedestrian refuges, and traffic-calming measures that enhance the walking environment.
- A 8.3 |** Invest in street signs, wayfinding, and bus shelters that create a clear identity for the Metro District.
- A 8.4 |** Invest in improvements that enhance the public safety within the District including Crime Prevention Through Environmental Design (CPTED) principles, such as improved sightlines, active ground-floor uses, and enhanced surveillance.
- A 8.5 |** Provide incentives for developers to include bike parking, showers, and changing facilities in new developments.
- A 8.6 |** Establish a business improvement district (BID) to coordinate marketing, maintenance, and safety efforts within the District.



Related Planning Elements:



STRATEGY 9 |

Provide Opportunities for Retail Personal Service Businesses that Serve the Community

Strategic Actions:

- A 9.1 |** Encourage the inclusion of services including restaurants, food vendors, event spaces, within development located on the former Best Buy site and the Castles and Coasters Parking lot.
- A 9.2 |** Work to assemble the Castle and Coasters Parking lot and Best Buy site to create a canal oriented development site that can support a hotel and a variety of canal-oriented retail services.
- A 9.3 |** Promote retail and retail topped by residential or commercial development on commercially zoned infill sites throughout the District.
- A 9.4 |** Encourage development of destination, high intensity uses within the Town Square including and not limited to a market hall that could incubate small businesses and provide maker spaces.
- A 9.5 |** Encourage the development of retail at the northeast corner of 29th and Dunlap Aves.
- A 9.6 |** Work with the Economic Development Department to incentivize and support the development of retail frontage along Dunlap Avenue.
- A 9.7 |** Working with the Metro Center property owner (Concord Wilshire) to attract new residents and visitors desiring an urban lifestyle by creating, at the terminus of the Thelda Williams Transit Station, a retail node similar to the Churchill on N.1st in downtown Phoenix or “The Camp” in the MidCity District in Huntsville, Alabama.
- A 9.8 |** Educate the local brokerage community about the potential of the Metro District and work with them to develop strategies to market retail and hotel locations within the Metro District.

BIG MOVE 4!

A GROWING ECONOMY

**Related Planning Elements:****STRATEGY 10 |****Support Expanded Employment Opportunities Within Metro District****Strategic Actions:**

- A 10.1 |** Help to stabilize the industrial area east of 25th Avenue with investments street maintenance and streetscapes improvements on streets that people might use to walk/bike to other destinations within Metro Center, or to the light rail stations.
- A 10.2 |** East of 25th Avenue prohibit the conversion of industrially zoned property to non-employment oriented uses.
- A 10.3 |** Work with the City of Phoenix Economic Development and Housing Departments and the Arizona Department of Housing to identify opportunities to use the North Mountain Redevelopment Area to acquire property, create incentives, and/or undertake other activities that will catalyze future private sector investments within the Metro District.
- A 10.4 |** Work with the City of Phoenix Economic Development Department to identify and support and/or incubate new businesses and maker spaces in transitional industrial and commercial areas such as along N. Black Canyon Highway (frontage road on the east side of Highway 17).
- A 10.5 |** Continue to support mixed-use redevelopment at the Metrocenter ring road.
- A 10.6 |** Encourage the short and mid-term (0 - 15 years) reuse of vacant and/or functionally obsolete office and industrial buildings in the Mofford Town Center area until such a time that these parcels can be redeveloped in the long term and in conformance with this plan.



Related Planning Elements:



STRATEGY 12 I

Create a pedestrian network that is a level of stress of two (2) or less

Strategic Actions:

- A 12.1** | Complete the sidewalk network on both sides of every arterial and collector road.
- A 12.2** | Enhance the safety for pedestrians at intersections by reducing conflicts with turning vehicles at intersections through separations of space and / or time.
- A 12.3** | Provide along the pedestrian network, shaded areas and cool spots for respite from the heat by providing shade at all bus stops and X% shade along sidewalks.
- A 12.4** | Access and connectivity is maximized between the on-street, off-street, and transit networks
- A 12.5** | Provide pedestrian crossings in gaps to ensure connectivity every ¼ mile.
- A 12.6** | Provide pedestrian access over the Arizona canal every ¼ mile.
- A 12.7** | Install sidewalks with a landscape buffer on high-speed roads.
- A 12.8** | Enhance safety and the pedestrian environment of the Dunlap and Peoria traffic interchanges with I-17.



Related Planning Elements:



STRATEGY 11 I

Create a bicycle network that is a level of stress of two (2) or less

Strategic Actions:

- A 11.1** | Enhance the connectivity of the bicycle network
- A 11.2** | Reduce conflicts with turning vehicles at intersections.
- A 11.3** | Provide buffered bicycle lanes on collector roads.
- A 11.4** | Provide separated bicycle facilities on Dunlap Avenue.
- A 11.5** | Add bike lanes to 19th Avenue.

BIG MOVE 5I

A SAFE AND CONNECTED MOBILITY SYSTEM



Related Planning Elements:



STRATEGY 14 |

Prioritize Transit, walking and bicycling over cars

Strategic Actions:

- A 14.1 |** Focus on improvement projects at locations on the High Injury Network.
- A 14.2 |** Limit local and collector roads to 2 or 3 lanes and include design elements that naturally encourage slower motorist speeds.
- A 14.3 |** When possible and practical, require new development to create block frontages that are less than 400 feet.
- A 14.4 |** Discourage surface parking throughout the District.
- A 14.5 |** Build a pedestrian/bike bridge across the Arizona Canal to connect the planned Town Square to Dunlap Avenue
- A 14.6 |** Build a separate pedestrian/bike access across I-17 between Dunlap and Peoria Avenues.
- A 14.7 |** Increase safety and comfort at bus stops by providing, included and not limited to misters, seating call boxes, lighting, and other improvements.
- A 14.8 |** Create bicycle and pedestrian connections between the Arizona Canal to the Cave Creek Wash and include in any enhancements to the Arizona Canal and/or Cave Creek wash walking paths and bike lanes connected to the street network.



Related Planning Elements:



STRATEGY 13 |

Ensure Streets support economic activity within the District

Strategic Actions:

- A 13.1 |** Create truck routes to access the industrial area south of Peoria Road along Peoria Road and 23rd Avenue
- A 13.2 |** Maintain Interstate 17 access roads to facilitate the movement of trucks within the District

**Related Planning Elements:****STRATEGY 17 |****Encourage new development to be sustainable and resilient****Strategic Actions:**

- A 17.1 |** During the Site Plan review process, work with applicants to identify opportunities to increase the sustainability of the proposed development.
- A 17.2 |** Encourage inclusion of green energy systems in all new developments
- A 17.3 |** Encourage incorporation of shade, xeriscape, and non-reflective materials in new development and renovations.

**Related Planning Elements:****STRATEGY 15 |****Create Green Streets throughout the District****Strategic Actions:**

- A 15.1 |** Incorporate green street strategies into all street improvement projects.
- A 15.2 |** Incorporate bioswales and other water conservation techniques into redesign of all streets.

**Related Planning Elements:****STRATEGY 16 |****Enhance the quality of public services that contribute to the ability of residents and visitors to recover from catastrophic incidents****Strategic Actions:**

- A 16.1 |** Work with public services, including police, fire and local hospitals and 24-hour clinics to enhance the response times within the District.
- A 16.2 |** Provide access to services for the unhoused and mentally ill through outreach and other methods.

CHAPTER 4

NEXT STEPS



Making It Happen

A vision for the future of the Metro Center District was created through meaningful public and stakeholder engagement. Activities such as the Public Engagement Workshop #1 and Design Workshop #2 gathered the community's perspectives on the desired future conditions of the project area for the next 25 years. After compiling, analyzing, and validating the community's input, the consultant team developed conceptual urban design master plans for the project area. These plans will be an important tool in demonstrating how good design at an appropriate scale and intensity can positively catalyze community revitalization.

The graphical vision of future development includes community-identified prioritized investments. These investments will be guided by strategies, policies, and action items to help achieve the community's vision. The consultant team will also develop a TOC Policy Plan that will serve to attract, guide, and prioritize strategic investments in infrastructure, economic development, housing, health, mobility, land use, and green systems to accomplish a unified community vision for the area.