









CENTRAL CORRIDOR Action Plan 2015-2020

Action Plan Update for 2015-2016

Elements	Actions	 Tools	 Government	 Business	 Community	Responsible Department(s)	Status	
Land Use	1	Hold a property owner forum on the Walkable Urban Code.	Knowledge	■			Planning & Development	
	2	Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Codes	■			Planning & Development	
	3	Engage the land use law community to develop methods for strengthening the historic preservation ordinance, consistent with the recommendations in the Preserve Historic PHX plan.	Knowledge	■			Planning & Development (Historic Preservation)	
	4	Add Midtown Steering Committee Chair or designee to zoning notification system.	Operations	■			Planning & Development	
	5	Encourage Midtown Steering Committee to monitor all zoning hearings.	Partnership			■	Planning & Development	Staff will add this item to the next Steering Committee meeting agenda.
	6	Create a fact sheet and procedural guide on establishing Special Taxing Districts.	Knowledge	■			Community & Economic Development	This item has been put on hold until potential legal/statute issues have been resolved.
	7	Hold a property owner forum on Special Taxing Districts for financing enhanced infrastructure and services.	Knowledge	■			Community & Economic Development	This item has been put on hold until potential legal/statute issues have been resolved.
	8	Complete 3 beautification projects, such as murals, colorful building repainting and tree planting.	Partnership			■		
	9	Complete a Water / Sewer infrastructure needs assessment.	Operations	■			Water Services	Complete
	10	Create marketing materials for development areas in partnership with property owners.	Partnership			■	Planning & Development Community & Economic Development	
	11	Engage property ownership on Conceptual Master Plan concepts.	Operations	■			Planning & Development	
Housing	12	Develop a Mixed Income housing demonstration project on City-owned Columbus Avenue property.	Financing	■			Housing Community & Economic Development	Request for Proposal is in progress.
	13	Develop two to three Mixed Use housing demonstration projects.	Financing			■		
Economic Development	14	Sponsor an Adopt a Street for Central Avenue.	Partnership		■			
	15	Provide overview of Government Property Lease Excise Tax and impacts as related to possible expansion of Central Business District to the Steering Committee.	Knowledge	■			Community & Economic Development	Staff is prepared to provide this presentation at the Steering Committee's request.
	16	Assess City owned land and rezone developable properties to the Walkable Urban Code.	Codes	■			Planning & Development	
	17	Issue Requests For Proposals to build on developable City-owned properties. Invite the Midtown Steering Committee Chair, or designee, to serve on the selection panel.	Operations	■			Planning & Development Community & Economic Development	Request for Proposal is in progress.





CENTRAL CORRIDOR Action Plan 2015-2020

Action Plan Update for 2015-2016

Elements	Actions	 Tools	 Government	 Business	 Community	Responsible Department(s)	Status	
Economic Development	18	Engage Seedspot on methods for increasing access to entrepreneurship services for District residents.	Partnership			■		
	19	Write a grant to help fund a Midtown Economic Development strategy.	Partnership			■		
	20	Hold a forum with the Midtown Steering Committee and Downtown Phoenix Inc., Phoenix Community Alliance, and St. Joseph's Hospital and Medical Center on ideas for filling vacant space along the Central Corridor.	Partnership			■	Community & Economic Development	
	21	Identify and reduce zoning and licensing barriers for temporary and mobile retailers and restaurants.	Codes	■			Planning & Development	
	22	Engage healthcare and workforce development institutions on strategies to create a healthcare cluster.	Plan	■			Community & Economic Development	
Health	23	Pursue partnerships with Banner Health, Maricopa County Public Health, St. Luke's Medical Center and other organizations on providing additional free health screenings, referrals, and other preventative healthcare at Monterey Elementary.	Financing			■		
Mobility	24	Present Transportation Recommendations to the Citizens Committee on Transportation Needs.	Plan	■			Street Transportation Public Transit	All service and facility improvement projects are formally and regularly reviewed by the CTC prior to implementation.
	25	Complete an Urban Circulator feasibility study.	Plan	■			Public Transit	
	26	Organize a coalition to support public transit service on 3rd Street, 3rd Avenue, Central Avenue, Indian School Road and 7th Avenue, including St. Joseph's Hospital and Medical Center, Carl T. Hayden VA Medical Center, Heard Museum, major employers, and neighborhood associations.	Knowledge	■			Public Transit	
	27	Study the feasibility of a "sharrow" bike lane.	Plan	■			Street Transportation	
	28	Complete a study to add on-street parking within excess right of way adjacent to light rail and by possibly shortening turn lanes.	Operations	■			Street Transportation	
	29	Add creative wayfinding signage at the McDowell Road light rail station.	Operations	■			Street Transportation	
	30	Provide transit passes for sale at St. Joseph's Hospital and Medical Center, Heard Museum, major employers and other institutions along Central Avenue.	Partnership			■		
	31	Identify corporate sponsorship opportunities for mobility enhancements at the Thomas Road station, including wayfinding, car and bike share, public parking and station enhancements.	Partnership			■		

CENTRAL CORRIDOR Action Plan 2015-2020

Action Plan Update for 2015-2016

Elements	Actions	 Tools	 Government	 Business	 Community	Responsible Department(s)	Status	
Green Systems	32	Evaluate and modify utility spacing standards to allow planting of shade trees that grow to full size.	Codes	■			Planning & Development Water Services	In progress
	33	Identify opportunities to adjust stormwater regulations to allow on-site retention to be provided within adjacent right of way.	Codes	■			Water Services Planning & Development Street Transportation	
	34	Research methods to eliminate the need for a revocable permit for shade structures in the right of way or identify ways to streamline revocable permits.	Codes	■			Street Transportation Planning & Development	
	35	Hold a community tree planting event.	Partnership			■		
	36	Create standard construction details for Tree Pocket concept.	Codes	■			Planning & Development Parks & Recreation	
	37	Hold a professional training forum on financing methods for Green Infrastructure, including the Water Infrastructure Financing Authority.	Knowledge	■			Water Services Community & Economic Development	
	38	Write two Green Infrastructure grants.	Financing	■			Neighborhood Services Water Services	