

# PRIORITY AREA ACTION PLANS

## COMMUNITY PRIORITIES

### Action Plan 2015-2020

Action Plans outline short term tasks that are designed to jump-start the implementation of District Plan Policies. Each Priority Investment Area includes a 5-Year Action Plan that has been developed with input from the Uptown Steering Committee and consultation with urban development professionals in the public, private and nonprofit sectors. The action steps are linked to one of three partner categories - Government, Community or Business - that is most suited to lead the task. To facilitate implementation, the type of implementation tool that is used for implementing each action step including Codes, Financing, Knowledge, Plans, Operations and Partnerships, is also provided in the plan.

Action Plans are intended to be regularly reviewed, updated and evaluated in order to create a "living document" that avoids being placed on a shelf or forgotten.

A primary role of the Uptown Steering Committee will be identifying, engaging and recruiting lead partners for each action step and monitoring progress going forward.

**Policy AP 1:** Support a bi-annual meeting of the Uptown Steering Committee to monitor progress and update the Action Plans.

**Policy AP 2:** Encourage additional property owner and business owner representatives and equal neighborhood representation on the Uptown Steering committee

**Policy AP 3:** Establish an interdepartmental Transit-Oriented Development team to support the implementation of the Uptown TOD Plan.



**Government**

**Government Investors** include the local, state and federal agencies.



**Community**

**Community Investors** are non-profits, foundations, schools, neighborhood associations and individual residents.



**Business**

**Business Investors** are banks, real estate developers, and other private companies, ranging from large corporations to small mom n' pop shops.



**Code Tools** are regulations, such as the zoning ordinance, that can encourage or discourage different patterns and forms of urban development.

**Financing Tools** refer to grants, loans, bonds, taxes, and government funding programs.

**Knowledge Tools** means capacity building forums, professional training, and seminars to technical understanding.

**Plan Tools** include engineering studies, best practices research, redevelopment areas, market analyses and other similar documents.

**Operations Tools** are management practices such as inter-departmental coordination, decision-making transparency and approaches to service delivery.

**Partnership Tools** are mutually beneficial agreements between two or more parties such as joint use agreements, development agreements or corporate sponsorships.



# CENTRAL & CAMELBACK Action Plan 2015-2020

Elements	Actions	TOOLS	GOVERNMENT	BUSINESS	COMMUNITY
Land Use	1 Hold a property owner forum on the Walkable Urban Code.	Knowledge	■		
	2 Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Codes	■		
	3 Engage the land use law community to develop methods for strengthening the historic preservation ordinance.	Knowledge	■		
	4 Add Uptown Steering Committee Chair and Co-Chair to zoning notification system.	Operations	■		
	5 Encourage Steering Committee to monitor all zoning hearings.	Partnership			■
Housing	6 Construct a mixed use housing demonstration project.	Financing		■	
	7 Construct a Canal Oriented Development demonstration project.	Financing		■	
Economic Development	8 Sponsor an Adopt a Street for Central Avenue.	Partnership		■	
	9 Sponsor an Adopt a Canal.	Partnership		■	
	10 Assess City owned land and rezone developable properties to the Walkable Urban Code.	Codes	■		
	11 Issue Requests For Proposals to build on developable City owned properties. Invite the Uptown Steering Committee Chair, or designee, to serve on the selection panel.	Operations	■		
	12 Hold a property owner workshop on Improvement Districts and other tools for financing enhanced infrastructure and services.	Knowledge	■		
	13 Complete 3 beautification projects, such as murals, colorful building repainting and tree plantings.	Partnership			■
	14 Engage Central High School on the opportunity to create a small business incubator.	Partnership			■
	15 Organize 5 neighborhood events.	Partnership			■
	16 Complete a Water / Sewer infrastructure needs assessment.	Plan	■		
	17 Pursue partnerships to provide public school students with free access to three educational destinations, such as the Children's Museum of Phoenix, the Arizona Science Center and the Phoenix Zoo.	Partnership			■
Health	18 Create marketing materials for development areas in partnership with property owners.	Knowledge	■		
	19 Identify sponsorships and other opportunities to replace street lights with LED bulbs.	Financing			■
Mobility	20 Evaluate and install enhanced crosswalks at Central Avenue and the Grand Canal and Central Avenue and Camelback Road if appropriate.	Financing	■		
	21 Present Transportation Recommendations to the Citizens Committee on Transportation Needs.	Plan	■		
	22 Hold a property owner workshop on opportunities and tools to provide shared district parking.	Knowledge			■
	23 Partner with businesses and schools to increase access to transit passes for employees and students.	Partnership			■
	24 Implement pedestrian and bicycle improvements to the Grand Canal.	Financing	■		
	25 Pursue funding for pedestrian improvements along Highland Avenue.	Financing	■		
Green Systems	26 Add a Bike Share station.	Financing	■		
	28 Research utility spacing standards to identify the potential to improve the ability to plant shade trees that grow to full size.	Codes	■		
	29 Research stormwater regulations to identify the potential to allow on-site retention to be provided within adjacent right of way.	Codes	■		
	30 Determine feasibility of eliminating the need for a revocable permit for structural shade over sidewalks in the right of way.	Codes	■		
	31 Hold a community tree planting event.	Partnership			■

# CENTRAL & INDIAN SCHOOL Action Plan 2015-2020

Elements	Actions	TOOLS	GOVERNMENT	BUSINESS	COMMUNITY
Land Use	1 Hold a property owner forum on the Walkable Urban (WU) Code.	Knowledge	■		
	2 Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Plan	■		
	3 Hold a property owner workshop on Accessory Dwelling Units.	Knowledge	■		
	4 Add Uptown Steering Committee Chair to zoning notification system.	Operations	■		
	5 Encourage Steering Committee to monitor all zoning hearings.	Partnership			■
Housing	6 Construct a mixed income housing demonstration project.	Financing			■
	7 Engage the Carly T. Hayden VA Medical Center on opportunities to provide housing on their property.	Knowledge			■
Economic Development	8 Identify and reduce zoning and licensing barriers for temporary and mobile retailers and restaurants.	Codes	■		
	9 Add three major events to Steele Indian School Park.	Partnership			■
	10 Complete a Water / Sewer infrastructure needs assessment.	Financing	■		
	11 Create marketing materials for development areas in partnership with property owners.	Knowledge	■		
Health	12 Identify an incentive package to attract a full service grocery store near Central Avenue and Indian School Road.	Plan			■
	13 Develop a full service grocery store near Central Avenue and Indian School Road.	Financing		■	
	14 Identify sponsorships and other opportunities to replace street lights with LED bulbs.	Financing			■
	15 Research opportunities to construct a Community Recreation Center near Steele Indian School Park.	Plan	■		
	16 Evaluate and install enhanced crosswalks at Central Avenue and Indian School Road if appropriate.	Financing	■		
Mobility	17 Complete a study on the most efficient methods for increasing bus service on Indian School Road, including local buses and an urban circulator.	Plan	■		
	18 Organize a support coalition for improved public transit service on Indian School Road, including the Carl T. Hayden VA Medical Center and other major employers.	Partnership			■
	19 Provide transit passes for sale at the Carl T. Hayden VA Medical Center and other major employers.	Operations			■
	20 Add a Bike Share Station.	Financing	■		
Green Systems	21 Present Transportation Recommendations to the Citizens Committee on Transportation Needs.	Plan	■		
	22 Create standard construction details for Tree Pocket concept.	Plan	■		
	23 Hold a community tree planting event.	Partnership			■

# CAMELBACK & 7TH AVE. Action Plan 2015-2020

Elements	Actions	TOOLS	GOVERNMENT			BUSINESS			COMMUNITY		
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Land Use	1	Hold a property owner forum on the Walkable Urban Code.	Knowledge	■							
	2	Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Code	■							
	3	Identify code violations and issue notices to property owners.	Codes	■							
	4	Add Uptown Steering Committee Chair and Vice Chair to zoning notification system.	Operations	■							
	5	Encourage Steering Committee to Monitor all zoning hearings.	Partnership								■
	6	Complete 3 beautification projects, such as murals, colorful building repainting and tree planting.	Partnership								■
	7	Develop a Standard Plan for a flexible mixed use building concept that responds to market conditions and fits on Camelback Road's narrow lots.	Plan						■		
Housing	8	Develop a Mixed Use housing demonstration project.	Financing								■
	9	Rehabilitate 1 apartment building.	Financing								■
Economic Development	10	Create a fact sheet and procedural guide on establishing Improvement Districts.	Knowledge	■							
	11	Sponsor an Adopt a Street for Camelback Road.	Financing								■
	12	Organize 3 graffiti and litter clean ups.	Partnership								■
	13	Hold a property owner forum on Improvement Districts or other tools for financing enhanced infrastructure and services.	Knowledge								■
	14	Complete Water / Sewer infrastructure needs assessment.	Plan	■							
	15	Create marketing materials for development opportunity sites.	Knowledge	■							
Health	16	Evaluate and install a HAWK at 7th Avenue and the Grand Canal if appropriate.	Financing	■							
	17	Identify methods to increase pedestrian safety on 7th Avenue.	Plan	■							
Mobility	18	Complete a study on the most efficient methods for increasing bus service on 7th Avenue.	Plan	■							
	19	Organize a coalition to support improved public transit service on 7th Avenue, including the 7th Avenue Merchants Association, neighborhood associations, and major employers.	Partnership								■
Green Systems	20	Research utility spacing standards to identify the potential to improve the ability to plant shade trees that grow to full size.	Codes	■							
	21	Research stormwater regulations to identify the potential to allow on-site retention to be provided within adjacent right of way.	Codes	■							
	22	Determine feasibility of eliminating or streamlining the need for revocable permits for structural shade over sidewalks in the right of way.	Codes	■							

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