



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

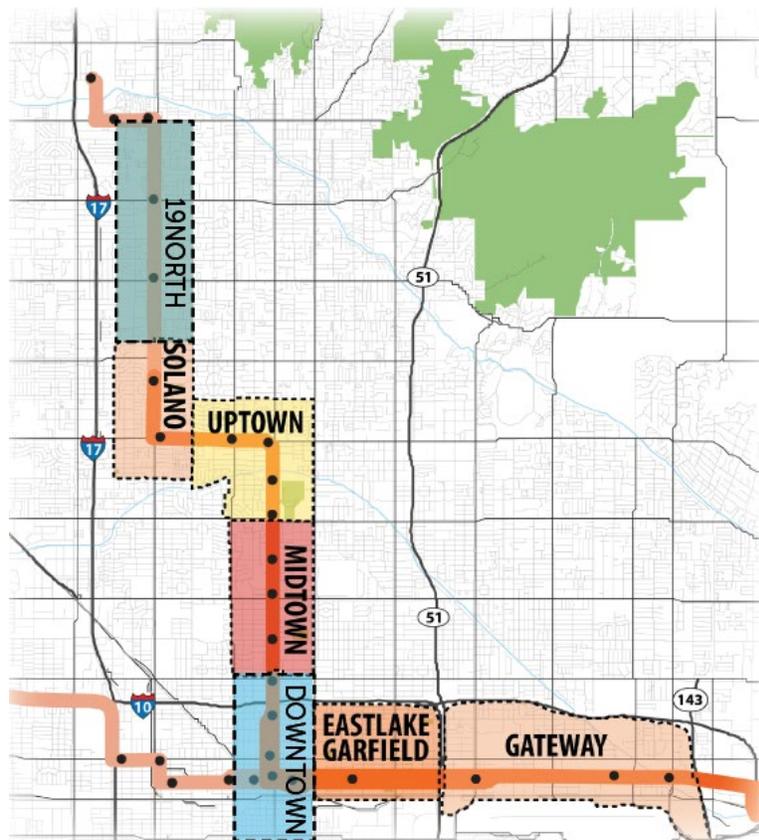
**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**

<u>Application:</u>	GPA-AL-NM-1-19-4-5
<u>Applicant:</u>	City of Phoenix Planning Commission
<u>Location:</u>	Area generally bounded by Dunlap Avenue on the north, 15th Avenue on the east, Montebello Avenue on the south, and 23rd Avenue on the west.
<u>Approximate Acres:</u>	2,054 +/-
<u>Requested Change:</u>	To establish the 19North TOD Policy Plan
<u>Reason for Requested Change:</u>	To provide a district plan with policies for land use decisions and investments in the 19North Transit Oriented Development area to ensure a walkable community adjacent to light rail along 19th Avenue.
<u>Village Planning Committee Dates:</u>	North Mountain – February 17, 2021 Alhambra – February 23, 2021
<u>Staff Recommendation:</u>	Approval

**SUMMARY**

The purpose of this request is to establish the 19North Transit Oriented Development (TOD) Policy Plan. The plan is a result of a collaborative effort between city staff and community residents, businesses and schools that articulates a future vision for the area that seeks to ensure a walkable community near the light rail along 19th Avenue.

The 19North district is an approximately 2,054-acre area generally bounded by Dunlap Avenue on the north, 15th Avenue on the east, Montebello Avenue on the south, and 23rd Avenue on the west. Building upon the previous work to create walkable communities for all residents in Downtown as well as the five ReinventPHX districts (Solano, Uptown, Midtown, Eastlake Garfield and Gateway), 19North will serve as the sixth TOD district policy plan developed by the City of Phoenix. The 19North district is located at the northernmost segment of the exiting light rail line, as shown on the map to the right.



*Map of TOD districts, Source: City of Phoenix Planning and Development Department*

## **BACKGROUND**

The original 14-mile light rail line received federal funding in 2012 to develop the five ReinventPHX policy plans, including the Solano TOD Policy Plan. Because the majority of the 19North area was served by the Northwest Extension Phase I, it was not included in that planning effort. Approval of the TOD Strategic Policy Framework in 2013 established Place Types for the planned station areas for the Northwest Extension, thereby providing guidance on scale and intensity for the corridor.

The 19North area is uniquely situated between the North Mountain Village Core, which encompasses the former Metrocenter Mall, and the Alhambra Village Core, which encompasses Christown Spectrum Mall. The corridor also contains segments that are within the existing planned areas of the Royal Palm Special Planning District and Solano TOD District that provided valuable insight on the community's desired vision, goals and values.

Seeing a void without additional policy to help guide development along with the increased infrastructure investment in the corridor, local community leaders convened a

multidisciplinary and multiagency leadership team to start to conceptualize a vision for the future of the area. Utilizing the established leadership team and building upon the locational opportunity of the corridor, the Planning and Development Department embarked on a planning process in 2018 to develop a TOD policy plan for the 19North district.

Between January 2018 and August 2019, a series of workshops were held with city staff and the community to understand the existing state of the corridor, categorizing future change areas, identification of desired investments and refinement of the vision developed with the community's input.

## **PLAN STRUCTURE**

Borrowing from the framework established with the ReinventPHX TOD policy plans, 19North is comprised of an introduction and three substantive sections – *Today*, *Tomorrow*, and *How We Get There*.

### *Introduction*

The introduction section provides a brief history of the planning corridor and details existing adopted policy that influences the remainder of the plan.

### *Today*

This section contains an overview of community-identified assets along and adjacent to the 19North corridor. The *Today* section also provides a current state assessment of the planning area through six different planning elements: land use, housing, economic development, health, mobility, and green systems.

### *Tomorrow*

The *Tomorrow* section outlines the vision of the community in 2040. Based on input received during the public workshops, four vision themes were developed: a safe, affordable and vibrant community; a community that is walkable and bikeable; a focus on employment, education and training; and finally, a community that has ample opportunities for outdoor life and commerce. This vision is further defined for each of the three priority areas located at the intersections of 19th Avenue and Glendale Avenue, Dunlap Avenue and Northern Avenue.

The *Tomorrow* section also contains a community-identified change area map, depicted on the right, intended to help guide future development within the planning area. Along with the adopted place types established in the TOD Strategic Policy Framework, this map will help city staff and the community evaluate future rezoning requests within the corridor. The map depicts areas to preserve, where the scale and intensity should remain the same; areas of retrofit, where small incremental changes would be embraced; and areas slated for redevelopment, where the community indicated they would be amenable with a change in current scale or intensity.

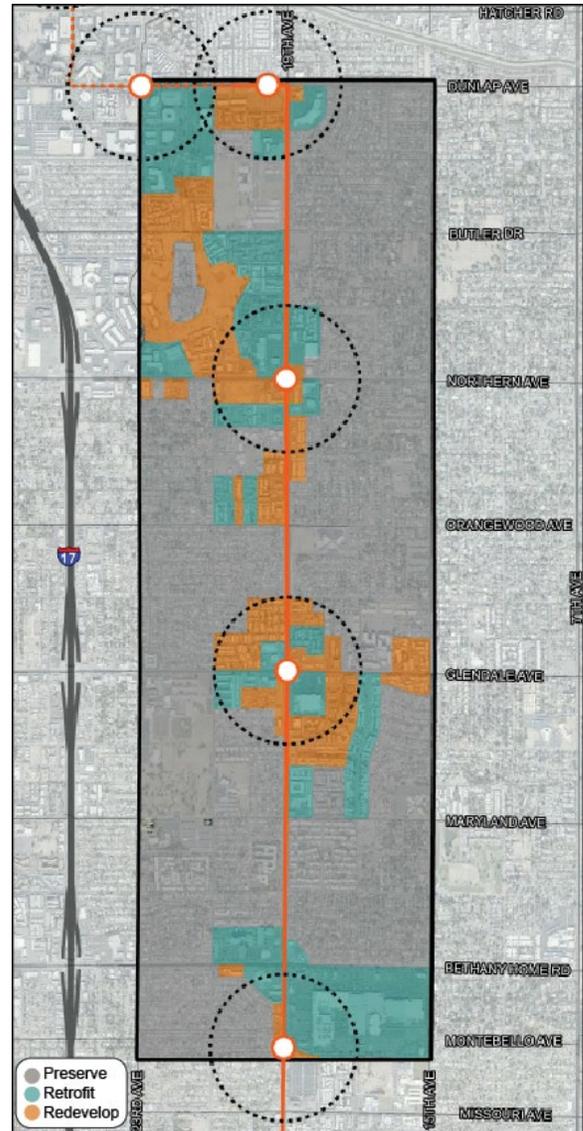
### *How We Get There*

The *How We Get There* section serves as the implementation guide for the plan. Measurable outcomes, designed to demonstrate success toward achieving the vision, are introduced and organized by the vision themes introduced in the *Tomorrow* section of the plan. The measurable outcomes are further categorized between four urban principles – infill development, people-oriented streetscape, people-oriented site design, and placemaking fundamentals. The urban principles each contain several implementation strategies that can be applied to new development or projects within the corridor.

The *How We Get There* section also includes a five-year action plan that articulates a series of activities, partnerships and steps toward achieving the vision. Noting the established 19North Community Alliance leadership team as well as early achievements already accomplished by the community, several of the action plan items are underway and will serve as catalyst to completion of additional actions.

### **HOW THE PLAN WILL BE USED**

The 19North TOD Policy Plan represents a vision for the planning area that will be used by both city staff and the community. First and foremost, the plan embodies a community-supported vision for the corridor which will aid in supporting investment and reinvestment that is consistent with the goals and objectives outlined in the plan.



*Change Area Map, Source: Draft 19North TOD Policy Plan*

Similarly, city staff will utilize the plan as a policy guide for redevelopment projects seeking rezoning approval. Additionally, the implementation section of the plan identifies priority actions and investments that will provide valuable information that can help inform future decisions made by residents, business owners and government entities.

## **PUBLIC PARTICIPATION**

Planning activities hosted by the Planning and Development Department that contributed to the content of the plan took place in 2018 and 2019 in collaboration with the 19North community leadership team. Additional opportunities for public input were completed in 2020 and early 2021 once a formal draft plan was developed. The following are a summary of those activities:

*Understanding 19North Today (January 2018)* – Public meeting that introduced the concept of transit oriented development. Participants provided input on the existing state of the corridor through comment cards, facilitated discussions and interactive exercises.

*Identifying Areas for Change (April 2018)* – Community workshop where participants identified areas of change and associated scale. Input received contributed to the plan's Priority Area Map.

*Guiding Investments and Change (April 2019)* – Guided discussions and interactive exercises designed to engage community input regarding the type and location of investments and change by station area. Results of the exercises provided the framework for the individual priority area visions detailed in the *Tomorrow* section of the plan.

*Validating the Vision (August 2019)* – Interactive public meeting to share portions of the draft plan, validate and refine big ideas, and engage stakeholders in the implementation process. Feedback on implementation strategies directly influenced the final action plan included in the plan.

*Draft Plan Posted (December 2020)* – In preparation for the VPC informational sessions, a draft copy of the plan was posted on the city's website. The draft was distributed to VPC members as well as 19North's list of interested parties.

*Village Planning Committee and Planning Commission Informational Sessions (December 2020 and January 2021)* – An overview of the plan was presented as an informational item at the Alhambra and North Mountain Village Planning Committee meetings as well as the Planning Commission.

*Community Meetings to Review Draft Plan (January 2021)* – Hosted by the 19North Community Alliance, two meetings were held to review the draft plan and provide an opportunity for stakeholders to provide additional input. Attendees included residents,

business owners, developers and city staff.

As a result of comments received during the meetings in late 2020 and early 2021, updates were made to the draft plan that include updating existing conditions data with 2019 American Community Survey information, minor additions to vision strategies, and refinement of several do list items.

## **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-AL-NM-1-19-4-5 as the 19North Transit Oriented Development Policy Plan will help guide land use and investment decisions within the 19North corridor.

### **Writer**

Samantha Keating  
February 11, 2021

### **Exhibits**

Exhibit A: [19North Transit Oriented Development Policy Plan](#)