

DRAFT RECOMMENDATIONS AND ACTION PRIORITIES

SUMMARY OF BEYOND THE BANKS AREA PLAN RECOMMENDATIONS

GOAL 1: LAND USE—Rio Salado Beyond the Banks provides a diversity of infill housing and better balance of land uses.

A. Adopt a comprehensive plan, including text and map, that recognizes the economic role of the Beyond the Banks area in the larger region.

Recommendation:

1. Adopt the Rio Salado Beyond the Banks Area Plan and amend the General Plan.

B. Coordinate land uses with the Phoenix General Plan and other adopted plans and studies in effect in the Beyond the Banks area.

Recommendation:

1. Implement the master plans for two major neighborhood commercial locations in existing redevelopment areas to provide better retail services to residents within and near the redevelopment areas:

- South Mountain Village core at Central Avenue and Broadway Road, partially in Target Area B Redevelopment Area
- Four Corners at 24th Street and Broadway Road, in South Phoenix Village Redevelopment Area and Target Area B.

C. Phase out incompatible land uses and identify locations for screening.

Recommendations:

1. Pursue enabling legislation that would allow the amortization, or gradual elimination, of non-conforming land uses.

2. Pursue high-priority sites for acquisition, investment, and redevelopment.

3. Develop funding sources and strategies to screen long-term non-conforming uses in highly visible locations such as along major streets and the Rio Salado Scenic Drive and adjacent to the four priority areas.

D. Reclaim sand and gravel pits and brownfield sites for new development.

Recommendations:

1. Work with private sector to backfill sand and gravel pits.

2. Target specific area(s) for accelerated pit backfilling south of the Rio Salado to achieve new land uses adjacent to the river.

3. Make use of city's Brownfields Program to reclaim brownfields, particularly in areas recommended for non-industrial redevelopment south of the river.

E. Enhance area property values through prioritized investment in redevelopment activities, additional technical support, and targeted zoning enforcement.

Recommendations:

1. Target four areas for mixed-use development, two of which are already redevelopment areas:

- Central Avenue and Rio Salado Gateway area (potential redevelopment area)

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- 7th Street to 16th Street area adjacent to the Del Rio Golf Course (potential redevelopment area)
 - Central Avenue and Broadway Road South Mountain Village core (existing redevelopment area - see Objective B)
 - 24th Street and Broadway Road Four Corners Project area (existing redevelopment area - see Objective B)
2. Promote new private-sector development by providing technical assistance, financial incentives, and public improvements as needed.
 3. Create a redevelopment area adjacent to the Del Rio Golf Course after project funding is secured to assist with land assembly, blight elimination, and redevelopment.
 4. Consider creation of redevelopment area at the Central Avenue/Rio Salado Gateway.
 5. Support pro-active code enforcement in redevelopment areas.

F. Support quality infill development that is consistent with adopted plans and City Code.

Recommendations:

1. Utilize city infill incentive tools, policies, and programs.
2. Establish design guidelines.
3. Amend the Rio Salado Interim Overlay to require compliance with single-family residential guidelines for all new single-family housing.
4. Utilize new zoning tools, if adopted, as part of the Urban Infill Incentive Program.

5. Explore land banking opportunities to support desired land uses.
6. Create additional public and/or private redevelopment areas beyond the four targeted areas as necessary to support infill development.

G. Adopt ordinances to implement the Beyond the Banks Area Plan.

Recommendations:

1. Update Rio Salado Interim Overlay and adopt revisions as necessary to achieve plan objectives.
2. Consider new zoning districts to replace the Rio Salado Interim Overlay.

GOAL 2: COMMUNITY RECREATION—Rio Salado Beyond the Banks interfaces with the Rio Salado Habitat Restoration Project, links with South Mountain Park, and creates places for community recreation and environmental education.

A. Provide safe and accessible bikeways, hiking trails, and equestrian paths that connect the Rio Salado, South Mountain Park, public spaces, and neighborhoods.

Recommendations:

1. Show trails on Rio Salado Beyond the Banks Area Plan.
2. Require developers to install proposed trails and adjacent landscaped areas along designated alignments per city Trail Standards.
3. Seek funding to construct trails in areas where gaps in the trail system exist.

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4. Establish 7th Street, 24th Street, 32nd Street, and North Branch San Francisco Canal as high-priority corridors for trail construction.

B. Create attractive spaces for public enjoyment that extend and enhance the natural setting provided by the Rio Salado Habitat Restoration Project.

Recommendations:

1. Complete the Audubon Nature Center and integrate with Central Avenue/Rio Salado Gateway, trails, and Rio Salado Scenic Drive.

2. Publicize Rio Salado/Audubon Nature Center with signage, maps, and promotional material.

3. Ensure compatibility of land uses adjacent to Audubon Nature Center and other public gathering areas.

4. Obtain funding to complete the remaining three Gateway plazas at Central Avenue.

C. Locate new public parks north of Broadway Road to serve area present and future residents.

Recommendations:

1. Pursue acquisition and development of two new neighborhood park sites east of 7th Street.

2. Monitor need for additional parks west of 7th Street.

3. Locate new parks near new schools.

4. Connect existing and future parks to trails and local streets to improve resident access.

D. Utilize the North Branch San Francisco Canal as a linear recreation, non-motorized transportation corridor.

Recommendations:

1. Obtain license agreement with SRP to use North Branch San Francisco Canal as a trail/linear recreation path.

2. Add North Branch San Francisco Canal Trail to trails plan.

3. Seek funding for canal bank improvements, landscaping, and clean up.

4. Encourage adjacent new development to orient toward the canal and landscape its banks.

5. Install signs that describe canal history, encourage use, and provide directions.

6. Investigate historic designation for the canal on city and national registers.

E. Support a golf course and adjacent complementary land uses at the Del Rio site.

Recommendations:

1. Support compatible land uses, such as housing, hotel/time share, retail, and office, around the golf course, and use incentives as necessary.

2. Pursue creation of a redevelopment area to facilitate supportive land uses around the golf course once it is underway.

GOAL 3: ECONOMIC DEVELOPMENT—Rio Salado Beyond the Banks presents opportunities for economic development and area investment.

A. Identify sites for potential new commercial development opportunities and expand shopping and services within or adjacent to the Beyond the Banks area.

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Recommendations:

1. Promote private-sector investment in commercial development in three targeted areas, three smaller support locations, and South Central Avenue between the river and Broadway Road.
2. Promote opportunities to develop high-quality office and commerce park projects in accord with the land use plan.
3. Encourage housing development near existing and new commercial locations.
4. Encourage pedestrian-oriented development in targeted and supporting commercial areas.
5. Utilize pedestrian-oriented development design principles for South Central Avenue new development and streetscape improvements between the river and Broadway Road.
6. Pursue eligibility of South Central Avenue between the river and Broadway Road for inclusion in the Neighborhood Commercial Rehabilitation Program (formerly Storefront Improvement Program), which provides matching funds for commercial structure rehabilitation and landscaping.

B. Create a range of jobs to increase resident employment and stimulate area employment opportunities.

Recommendation:

1. Encourage new development and businesses that are labor rather than land intensive and that offer career advancement opportunities.

C. Explore job-training programs.

Recommendation:

1. Publicize job training/workforce development programs to area residents and employers.

D. Use economic incentives to support local businesses and better integrate the area with citywide economic development goals.

Recommendations:

1. Target New Markets Tax Credit Program allocations for existing and future area businesses by identifying existing companies wishing to expand and new businesses needed to serve the area as it develops.
2. Consider inviting Initiative for a Competitive Inner City (ICIC) to analyze strengths and weaknesses of local area economic base and to recommend strategies for area's role in regional economy by building on existing and potential strengths.
3. Interview existing businesses to identify job training, marketing, and/or expansion help needed.
4. Inform local businesses about city economic development programs and other available city resources.
5. Create and continuously update a marketing program to promote the area to commercial and residential developers and major employers.

GOAL 4: NEIGHBORHOODS—Rio Salado Beyond the Banks encourages and protects healthy neighborhoods.

A. Work with residents and businesses to promote compatible land uses and blight-free neighborhoods.

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Recommendations:

1. Consider enhanced code enforcement strategies for the Beyond the Banks area.
2. Work with area neighborhood and homeowners associations to identify specific concerns related to traffic, truck cut-through, noise, lighting, dust, odors, glare, and other impacts of nearby businesses and to facilitate meeting with business owners to discuss these problems.
3. Determine if traffic-calming measures are needed along local streets to discourage cut-through and heavy truck traffic.

B. Encourage home improvement.

Recommendations:

1. Publicize city's programs that provide grants, loans, technical assistance, and equipment use for home improvement.
2. Work with active neighborhood associations to provide enforcement education and assistance.
3. Work with area neighborhood, civic, and institutional organizations to sponsor regular clean-up days.

C. Provide a range of housing types, costs, and densities.

Recommendations:

1. Encourage development of new housing for sale and rent for families, seniors, singles, unrelated individuals, first-time buyers, and empty-nesters that range in price from affordable to high end and in configurations that include single-family detached and attached, townhomes, condos, and apartments.

2. Monitor new housing construction for achievement of desired residential mix and take action to promote under-represented housing types and/or prices.
3. Select several targeted locations to specifically promote housing development if private market needs incentives.
4. Continue to work with Roosevelt School District in planning for new area schools.

D. Support transition of neighborhoods north of the Rio Salado surrounded by industrial uses and impacted by airport noise by providing housing opportunities south of the Rio Salado and other places.

Recommendations:

1. Coordinate with Aviation Department's Community Noise Reduction Program's voluntary acquisition and relocation program and assist eligible relocatees who want to live south of the river and remain in the Beyond the Banks area.
2. Require residential development between Rio Salado and Broadway Road east of 18th Street to record disclosure of potential for overflight activities from Phoenix Sky Harbor International Airport on real estate transactions as part of rezoning stipulations and/or city financial assistance.

E. Promote an appreciation for area history and culture.

Recommendations:

1. Identify sites designated or eligible for historic designation.
2. Identify places, names, and events tied to the area's history and culture that could be incorporated into the design and use of new public facilities.

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GOAL 5: ACCESSIBILITY—Rio Salado Beyond the Banks offers convenient access to a wide range of nearby urban amenities.

A. Provide the Rio Salado Scenic Drive on most of north and south riverbanks to access the Rio Salado Habitat Restoration Project and riverside developments and to take advantage of Rio Salado, city, and mountain panoramas.

Recommendations:

1. Amend Street Classification and General Plan maps to show location of Rio Salado scenic drive on both sides of the river.

2. Require new development to orient toward the Rio Salado scenic drive through amendment of the Rio Salado Interim Overlay District.

3. Seek funding for undeveloped portions of the Rio Salado scenic drive in the next bond program.

B. Connect areas of the city by public transit to the Rio Salado Habitat Restoration Project, through the Beyond the Banks area, and to the South Mountain Environmental Education Center.

Recommendations:

1. Support future extension of light rail along the South Central Avenue corridor to Baseline Road.

2. Add a future stop on RAPID at Central Avenue and the south side of the river to access the Environmental Education Center and gateway development.

3. Add future local bus transit stops at Rio Salado amenities and provide connections to South Mountain Environmental Education Center.

C. Provide a regionally funded Rio Salado Parkway connecting the 202 Freeway to Downtown via 19th Avenue, 7th Avenue, Central Avenue, and 7th Street.

Recommendation:

1. Show two possible alignment options (subject to detailed study) for proposed Rio Salado Parkway on the Rio Salado Beyond the Banks Area Plan and, if regional funding is approved, place on General Plan map once alignment is selected.

D. Retrofit major north/south streets between I-17/I-10 and Broadway Road to enhance street lighting, landscaping, drainage, and sidewalks as needed.

Recommendation:

1. Seek bond or other funding for major street retrofit and screening programs.

E. Upgrade local and collector streets to modern standards.

Recommendations:

1. Seek funding from the Street Modernization Program to install curb, gutter, and sidewalk on all streets not improved to full standards.

2. Develop priorities for street improvements.

GOAL 6: SAFETY—Rio Salado Beyond the Banks ensures an environment that is safe from crime and industrial hazards.

A. Protect residents from hazardous industrial operations.

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Recommendations:

1. Identify properties where physical buffering such as screening and landscaping, increased distance, and/or indoor use might be appropriate to mitigate impacts, including noise, for present or future residents.
2. Identify industrial properties where transition to more compatible land uses might be appropriate.
3. Enforce provisions of Rio Salado Interim Overlay District to prohibit location of new hazardous uses.

B. Reclaim landfills and sand/gravel mining pits.

Recommendations:

1. Monitor pit filling to ensure compliance with Rio Salado Interim Overlay compaction requirements (Section 655.F).
2. Identify priorities for pit filling and develop incentives to achieve desired timing.
3. Investigate the effectiveness of a reclamation fee levy for filling pits.
4. Identify acceptable uses for pit/landfill properties that have limitations.
5. Identify range of acceptable uses for the 19th Avenue Landfill once it is delisted as a Superfund site.
6. Publicize to landowners and development community examples of successful redevelopment projects using pits and landfills.

C. Reduce environmental contamination through brownfield redevelopment.

Recommendations:

1. Publicize to landowners and development community examples of successful redevelopment projects using brownfield sites.

2. Seek additional bond funds to encourage private investment in the redevelopment of brownfields.

D. Decrease crime and perception of crime through better design and police coordination.

Recommendations:

1. Identify areas that need additional streetlighting and establish guidelines for adequate illumination.
2. Encourage active Block Watch neighborhoods in order to maintain neighborhood public safety involvement.
3. Promote the use of Crime Prevention Through Environmental Design (CPTED) guidelines in all new developments and conduct safety audits of select sites.
4. Work with appropriate city departments; public, charter, and private schools; non-profit organizations; and the private development community to increase youth-related recreational facilities and activities.
5. Increase police patrols in the area to provide protection and a sense of security for residents, users, and businesses.
6. Provide police and park ranger patrols along the Rio Salado scenic drive as it is built to provide protection and sense of security for adjacent development and Rio Salado trail users.

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FIVE-YEAR ACTION PLAN PRIORITIES

1. Rio Salado Beyond the Banks Area Plan Adoption:

Adopt Rio Salado Beyond the Banks Area Plan and amend the General Plan.

2. Rio Salado Interim Overlay District: Monitor compliance and update the Rio Salado Interim Overlay District or initiate new zoning districts to include design guidelines for the area.

3. Pit Filling: Target areas for prioritized pit filling and monitor pit filling to ensure soil stability for future development.

4. Four Mixed Use Areas: Target four identified areas for mixed use development:

- Central Avenue and Rio Salado Gateway
- Area adjacent to Del Rio Golf Course
- Central Avenue and Broadway Road/South Mountain Village Core
- Four Corners area at 24th Street and Broadway Road

5. Housing Mix: Ensure a mix of housing types and prices for sale and rent.

6. High-priority sites: Pursue high-priority sites for acquisition, investment, and redevelopment to achieve action plan priorities.

7. Screening of Non-Conforming Land Uses:

Develop screening and funding strategies to deal with non-conforming land uses.

8. Stronger Code Enforcement: Establish stronger code enforcement strategies for Beyond the Banks area with particular emphasis on:

- Inoperable vehicles
- Junk, litter, and debris
- Open and vacant buildings and structures
- Outside storage

9. Audubon Nature Center: Complete Audubon Nature Center and integrate with complementary adjacent land uses.

10. Rio Salado Scenic Drives: Construct Rio Salado scenic drives on north and south banks of Rio Salado and require new development to orient toward them.

11. Three Gateway Plazas: Complete three additional Gateway plazas at Central Avenue and Rio Salado.

12. Neighborhood Parks: Build two new neighborhood parks south of the river and east of 7th Street.

13. North Branch San Francisco Canal Trails:

Construct north/south trails on 7th, 24th, and 32nd streets and along North Branch San Francisco Canal.

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14. **SRP License for North Branch San Francisco Canal:** Obtain license agreement with SRP for North Branch San Francisco Canal and develop trail design.
15. **South Central Avenue Streetscape:** Make pedestrian and streetscape improvements to South Central Avenue.
16. **Arterial Street Retrofit:** Retrofit major north/south arterial streets for landscape enhancements.
17. **Brownfields Program Funding:** Secure additional bond funds for Brownfields Program to encourage investment in the redevelopment of brownfields.
18. **Police Patrols:** Increase police patrols in neighborhoods and along Rio Salado scenic drives to provide increased protection and sense of security.
19. **Youth recreation:** Work to increase youth-related recreational facilities and activities.
20. **Marketing Program:** Expand marketing program to attract businesses, jobs, and residents to the Beyond the Banks area.