



RIO SALADO RESULTS SUMMARY

The aim of the Results Summary is to highlight the community's vision for the proposed Audubon station stop area using the feedback that has been collected at stakeholder engagement/visioning events and meetings, residential surveys, business assistance outreach and community planning workshops to date. The Summary is organized by outreach method and highlights the most prominent findings organized by the questions asked through various engagement and visioning methods.

Outreach Findings Stats:

- **Residential Survey Findings:** At the time of this report, 607 assessments were completed. 20 of those surveyed reside in the Rio Salado Quadrant (Audubon 20). The survey includes five questions related to visioning the future of the community. The results are listed by priority per question under the *Residential Survey Findings* section.
- **Business Assessment Findings:** At the time of this report, 109 businesses completed business assessments within the business assistance scope boundary (3rd St and 3rd Ave from Van Buren to South Mountain Ave) were completed. 6 assessed businesses (6%) are located within the Rio Salado Quadrant (Audubon). The assessment includes four questions related to visioning the future of the community. The results are listed by priority per question under the *Business Assessments Findings* section.
- **Workshop Findings:** The results for the workshop findings are based on attendance for the two workshop series that occurred in March and May of 2019. Attendance of community members for each workshop date include:
 - March 4, 2019: approximately 90 community members
 - March 9, 2019: approximately 45 community members
 - May 6, 2019: approximately 80 community members
 - May 11, 2019: approximately 45 community members

**Workshop attendance excludes TOD Grant Team members, City of Phoenix / Valley Metro staff and community partners.*

**In cases where combined percentages of responses for a single question exceed a total of 100%, the responses were addressing multiple themes within a single answer. Percentages are calculated using individual responses within a theme out of total respondents for that particular question.*

COMMON THEMES BY PLANNING ELEMENT:

HOUSING

A key planning element focused on the affordability, quality and diversity of residential living options.

The common themes that were mentioned by residents in the area concerning housing included **homeownership, reducing / concerns for displacement** and **housing quality**.

Housing Quotes:

- “[My goal is to] be stable in a house.”
- “[My goal is] to stay in the community.”
- “[My goal is to] get a career, buy a house, at least get out of this neighborhood but maybe the city, too.”

GREEN SYSTEMS

A key planning element focused on the design of buildings and infrastructure to improve resource efficiency and environmental protection.

The common themes that were brought up by residents in the area concerning green systems included **parks** and **landscaping**.

Green Systems Quotes:

- “Horse park nearby should open.”
- “[I would like to see] a park nearby, things [places] for children to play at parks.”
- “[I would like to see] shade, flowers, more greenery.”

HEALTH

A key planning element focused on aspects of the built environment that impact public health, including the availability of healthy food, public recreational amenities, and safe places to walk and bicycle.

The common themes that were brought up by residents in the area concerning **health** included **fresh food** and **cleanliness**.

Health Related Quotes:

- “Mas cosas nutritivas, saludables (restaurantes and and tiendas) [more nutritious, healthy things (restaurants and shops)]”
- “[Central Avenue should be] cleaned up, it’s outdated—Store fronts make the rest of the street look not so great. Terrain itself—sidewalks not dirt...streetlights.”
- “Sprouts, vegan restaurants”

LAND USE

A key planning element focused on the spatial pattern of urban development, including intensity, design, building form, and unique place-making characteristics.

The common themes that were brought up by residents in the area concerning land use included **development, retail, and entertainment.**

Land Use Quotes:

- “[I would like to see more] sports fields activities for kids, places to socialize/associate, more grocery stores, help for people, fishing.”
- “A store that has a variety of stuff. For people that don’t have cars they really have to go far.”
- “More lights, speed limit signs, community center, doctors nearby.”

MOBILITY

A key planning element focused on the movement of people and goods, including the availability of quality multi-modal transportation options.

The common themes that were brought up by residents in the area concerning mobility included **traffic, lighting, and safety.**

Mobility Quotes:

- “More lighting, attention from the City of Phoenix and police.”
- “Fixing up and repairing streets in my neighborhood and fixing up the apartments. Putting speed bumps and putting up speed sign.”
- “Wider streets with wider bicycle lanes”

ECONOMIC DEVELOPMENT

A key planning element focused on the financial prosperity of businesses and residents, including the access to jobs, training and educational opportunities.

The common themes that were brought up by residents in the area concerning economic development included **work ethic (value), financial security, and business assistance.**

Economic Development Quotes:

- “Wider streets, more construction (for more jobs), stores closer.”
- “Get a career, buy a house, at least get out of this neighborhood but maybe the city, too.”
- “More locally owned businesses, a lot have died out.”

RESIDENTIAL SURVEY FINDINGS:

What are your short term/long term goals?

- **59%** of responses (10 people) identified **economic development** as a part of their personal goals.
 - Goals were primarily related to **employment**, included finding/maintaining work or achieving education for better work opportunities.
 - Other goals included gaining **financial security**.
- **15%** of responses (7 people) identified **housing** as part of their personal goals.
 - Goals included **homeownership, improving the quality of their current home** and hopes of **staying in their current home/neighborhood (resistance to displacement)**

How do you want Central Avenue to look when the light rail is done?

- **39%** of responses (7 people) mentioned the desire to see improvements related to **land use**.
 - Primarily responses were related to increased development of **retail stores** and **restaurants** and more availability of **entertainment** related uses.
- **28%** of responses (5 people) noted **mobility** improvements as a need in the future state of Central Avenue.
 - Primarily responses were related to the need of improvements in street **traffic** and improved **lighting** on Central Ave.
- **22%** of responses (4 people) mentioned the desire to see improvements in **landscaping** along Central Ave.
- **22%** of responses (4 people) identified **health** related improvements as a need in the future state of Central Avenue.
 - All responses related to wanting to see improvements in **cleanliness** along Central Ave.

What is missing in your community that will improve the quality of life for you and your family?

- **60%** of responses (12 people) identified needs related to **mobility** in the community to improve their quality of life.
 - Mobility related responses were primarily identifying safety and lighting needs, as well as street maintenance and traffic improvements.
- **40%** of responses (8 people) identified needs related to **land use** in the community to improve their quality of life.
 - Land use related responses were primarily identifying the desire for more development, improvements to existing buildings and denser blocks for closer proximity of building uses.

What type of businesses and stores would you like to see more of or that you think are missing in South Central?

- **89%** of responses (16 people) identified improvements related to **development**.
 - 11 people want to see more **retail stores**.
 - 3 people want to see more **restaurants**.

- **44%** of responses (8 people) stated they wanted to see more businesses/stores open in their community that provide **fresh food** options.

Other businesses and stores identified as missing in the corridor include:

Top Ten Businesses/Stores Identified	
Business/Store Types	Frequency
Shopping / Mall	7
Walmart	6
Grocery Store	4
Convenience Store	3
Restaurant	3
Kmart	4
Healthy Food	3
Coffee Shop / Café	2
Frys	2
Costco	2

What types of recreational opportunities would you like to see more of or that you think is missing in South Central?

- **94%** of responses (17 people) were related to **land use**, in terms of new development to provide quality recreational opportunities for their community.
 - Primary uses identified were entertainment-based uses and exercise centers.
- **72%** of the responses (13 people) identified **parks** as missing recreational opportunities from their community.

Other community identified recreational opportunities include:

Top Ten Recreational Opportunities Identified	
Recreational Opportunity	Frequency
Park / Playground	10
Kids Play Area	5
Water Park / Pool	3
Bowling Alley	2
Sports Field	2
Community Center	1
Horse Park	1
Art Walk	1
Grocery Store	1
Fishing	1

BUSINESS ASSESSMENT FINDINGS:

What major business challenges are anticipated with light rail construction?

- **83%** of responses (5 businesses) identified **mobility** as a major business challenge in the context of light rail construction; **accessibility** was noted as a major business challenge by all five businesses.

What is your vision in entirety for the community along the new extension of light rail?

- **50%** of responses (3 businesses) expressed the need for improvements to the **character** of the community along the new extension of light rail. The businesses have a vision for a **beautification** process in their vision for the community along the new extension of light rail.
- **33%** of responses (2 businesses) expressed a vision for mobility improvements, particularly accessibility, of the community along the new extension of light rail.

What is your vision for the area between the two nearest light rail stations, including your business?

- **33%** of responses (2 businesses) noted concerns related to **economic development**, particularly **growth** in the area (job development).

What is your vision for your business with the new extension of light rail?

- **67%** of responses (4 businesses) identified a vision for their business that is related to the **economic development** planning element.
 - 3 businesses envision **growth** for their business with the new extension of light rail.

WORKSHOP FINDINGS:

What enhancements or amenities are needed in existing parks in your community?

A total of **15 votes** were collected. The top priorities for each park include:

- **Salt River (13 total votes)**
 1. Vegetation (2 votes)
 2. Restrooms (2 votes)
 3. Shelter / Ramada (2 votes)
 4. Natural Area (2 votes)
 5. Community Garden (2 votes)

**The dot polling results from the March 9th workshop were used to calculate the top priorities for each park near the station area of Audubon.*

Identify where within the corridor the different types of jobs are appropriate.

Jobs are ranked by highest priority:

- **41% (7)** Trades (Manufacturing, Construction, Automotive, Warehousing)
- **12% (2)** Restaurants
- **12% (2)** Health Care
- **12% (2)** Education
- **6% (1)** Retail
- **6% (1)** Service (Banking, Legal, Insurance, Sales, Hospitality)
- **6% (1)** Professional (Administrative, Technology, Design / Engineering Services)
- **6% (1)** Public Services (Advocacy, Religion, Government, Law Enforcement, Fire)

**The dot polling results from the March 9th workshop was used to calculate the types of jobs community members find appropriate near the station area of Audubon.*

Which services/uses would you like to see and where?

Services/uses are ranked by highest priority:

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|--|---|
| 1. 10% Restaurant | 13. 4% Community Center |
| 2. 8% Midrise Apartment (4-6 Stories) | 14. 4% Educational Uses |
| 3. 8% Natural Areas | 15. 2% Corner/Convenience Store |
| 4. 6% Large Mid-Rise Apartment (6+ Stories) | 16. 2% Entertainment |
| 5. 6% Exercise Parks/Trails | 17. 2% Shopping |
| 6. 4% Mixed Use | 18. 2% Office |
| 7. 4% Grocery Store | 19. 2% Hotel |
| 8. 4% Live/Work (Retail with Housing Above) | 20. 2% Detached Single Family |
| 9. 4% Multi-Unit Apartments (3 Stories) | 21. 2% Multi-Unit Single Story Apartment |
| 10. 4% Children's Parks | 22. 2% Recreation/Learning Centers |
| 11. 4% Sports Complex/Fields | 23. 2% Dog Parks |
| 12. 4% Splash Pads | 24. 2% Public Safety |
| | 25. 2% Social Services |
| | 26. 2% Medical Uses |

**The table exercise results from the March 9th workshop was used to calculate the services/uses community members would like to see near the station area of Audubon.*

What investments would you like to see in the corridor?

Investments are ranked by highest priority:

1. Walkable Urban Neighborhood (LU)
2. Main Street Corridor (LU)
3. Safe Intersection (HE)
4. Engineered Shade + Cooling (GS)
5. Quality Neighborhood School (ED)
6. Natural Shading + Cooling (GS)
7. Walkable Urban Center (LU)
8. Green Streets (GS)
9. Urban Campus (LU)
10. Locally Owned Business Program (ED)
11. Community Learning Center (ED)
12. Urban Agriculture (GS)
13. Walkable Urban Low-Rise (H)
14. Housing Revitalization (H)
15. Public Art (ED)
16. Urgent Care Facilities (HE)
17. Mixed Income Housing (H)
18. Multi Modal Street (M)
19. Corridor Brand (ED)
20. Co-Housing/Multigenerational Housing (H)
21. Safe Sidewalks (HE)
22. Urban Circulator (M)
23. Mercado (HE)
24. Farmers' Markets (HE)
25. Land Bank/Trust (LU)
26. Active Park (HE)
27. Full Service Grocery Store (HE)
28. Business Incubator (ED)
29. Enhanced Bus Stop (M)
30. Business Cluster (ED)
31. Parking Reduction (LU)
32. Workforce and Education (ED)
33. Paseo (M)
34. Urban Industrial Zone (LU)
35. Eco-District (ED)
36. Prefabricated Housing (H)
37. District Marketing Program (ED)
38. Walkable Urban Mid-rise (H)
39. Green Parking (GS)
40. Wayfinding Signage (M)
41. Bike Share Station (M)
42. Neighborhood Retention (GS)
43. Public Festival (ED)
44. Community Facility (ED)
45. Landscape Standards (GS)
46. Mobile Grocery (HE)
47. Passive Park (HE)

LU: Land Use | HE: Health | H: Housing | ED: Economic Development | M: Mobility | GS: Green Systems

**The table exercise results from the May 6th and May 11th workshops were used to calculate priority investments community members want to see near the station area of Audubon.*

DRAFT VISION STATEMENTS:

Corridor Wide

As a community of diverse cultural heritage, the plan of the South Central corridor frames a future representative of its people to celebrate and build a compact and economically viable community for next generations to thrive.

Recognizing that this corridor has geographic diverse character, the plan for the future should build upon the existing use, character, nature and people uniquely occupying the north section, the Rio Salado, and the southern section.

Rio Salado Area

Building on the existing condition of the Rio Salado area, the vision is to:

- Build on the existing natural resource and extend its impact for all
- Connect through green pathways deeper into neighborhoods
- Create gathering places
- Create a plan and resources for vacant lots along the rio
- Provide safe comfortable walkable scale
- Increase density with diverse housing options
- Connect jobs from local businesses to community members of the corridor