



SOPHO RESULTS SUMMARY

The aim of the Results Summary is to highlight the community's vision for the proposed Broadway, Roeser and Southern station stop areas 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, 300 residential assessment surveys were completed. 195 of those surveyed reside in the SoPho Quadrant (Broadway 81, Roeser 36 and Southern 78). 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. 48 assessed businesses (44%) are located within the SoPho Quadrant (Broadway, Roeser and Southern). 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 **home ownership, housing quality, reducing / concerns for displacement** and **affordability**.

Housing Quotes:

- *“We must take care of the most vulnerable, like trailer parks and those who don’t own their property. We need to keep the people here.”*
- *“We need better and more affordable housing.”*
- *“My goal is to buy a house, an affordable house.”*

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/open green space, landscaping** and **sports fields**.

Green Systems Quotes:

- *“Other than more trees and light, it [Central Ave] should look the same because it’s home.”*
- *“More places for kids to play and to spend more time outdoors would improve our quality of life.”*
- *“We need better parks, that are cleaner and have more activities. Parks here aren’t safe or are dirty with no activities. We have to go to Tempe or Mesa for our park time.”*

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, medical services/facilities, heat impact, cleanliness** and **improved air quality**.

Health Related Quotes:

- *“[Central Avenue needs] more stores, places that are more nutritious”*
- *“Keep it plain with less flowers because it is too expensive. Shade mechanisms, water stations”*
- *“Things like better air quality, better food, healthcare”*
- *“Healthier options. 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, building improvement** and **density**.

Land Use Quotes:

- *“New businesses have come, and they don’t succeed because they don’t have the customer service. We like what we like, we’re old fashioned. What’s here has demand.”*
- *“More lively, more activity. Good stores, but more to be made. Everyone needs to come to Central and South just to get a grocery store.”*
- *“No more liquor stores—More clothing stores. More bars and dancing places (nightlife).”*

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 **safety, lighting, walkability, transit** and **accessibility**.

Mobility Quotes:

- *“Speed signs, lights, water park for kids”*
- *“A tram to go up and down the mountain”*
- *“More light in the streets”*

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 **financial security, business assistance, workforce development** and **growth**.

Economic Development Quotes:

- *“Better development in terms of businesses that come to South Phoenix, ‘no more fast food’”*
- *“Small businesses—less big stores—what will actually be helpful for people, thrift stores, what will actually be helpful for people, variety, movie theatre, museums”*
- *“I want to be an engineer to make my family proud.”*

RESIDENTIAL SURVEY FINDINGS:

What are your short term/long term goals?

- **45%** of responses (66 people) identified **economic development** as a part of their personal goals.
 - Of the 66 responses, **36 people** identified **employment** as a personal goal of theirs. Additional key goals included finding/maintaining work, achieving education for better work opportunities or improving their current working conditions.
 - Of the 66 responses, **30 people** identified a desire of gaining **financial security** as a personal goal of theirs. Many noted obtaining a steady income, access to capital and managing bills as future goals.
- **33%** of responses (48 people) identified **housing** as part of their personal goals.
 - Of the 48 people, 33 identified **homeownership** as a personal goal of theirs.
 - Other housing goals included **improving the quality of their current home** and hopes of **staying in their current home/neighborhood (resistance to displacement)**.
- **9%** of responses (11 people) identified **health** improvement as a personal goal of theirs.

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

- **38%** of responses identified **mobility** related improvements as a need in the future state of Central Avenue.
 - 16 people want to see improvements in street **lighting**
 - 10 people want to reduce **traffic** on Central Ave
 - 8 people want increase **walkability** on Central Ave
- **32%** of responses (51 people) identified **development** related improvements as a need in the future state of Central Avenue. Primarily responses indicated additional uses in retail, restaurants/food services and entertainment.
- **18%** of responses (29 people) mentioned the desire to see improvements in **landscaping** and **parks**
- **17%** of responses identified **health** related improvements as a need in the future state of Central Avenue.
 - 11 people want to see improvements in **cleanliness**
 - 9 people want **fresh food** options
 - 7 people want more shade to help with **heat impact**
- **3%** (5 people) of responses identified the desire of having **businesses** on Central, in terms of new businesses as well as maintaining existing businesses.

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

- **44%** of responses identified **mobility** related improvements as a need in the future state of Central Avenue.
 - 36 people identified **safety** as a main priority. Concerns mentioned included crime, security, lack of street lighting and traffic.
 - 16 people want **more lighting**
 - 13 people identified improved/additional **transit** is needed in their community.

- **25%** of responses identified **land use** related needs in the community to improve their quality of life.
 - 23 people want to see more **development**, primarily for entertainment uses.
 - 15 people want to see **building improvements** to existing structures.
- **13%** of responses identified **green systems** as related needs in the community to improve their quality of life.
 - 21 people identified the desire for **additional/improved parks, open green space and landscaping** for the community.
- **14%** of responses identified **health** related needs in the community to improve their quality of life.
 - 15 people want additional/better quality **medical services and facilities** in the community
 - 5 people identified the need of **fresh food** options

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

- **88%** of responses identified **development** related improvements as a need in their community.
 - 75 people want to see more **commercial/retail stores**
 - 46 people want to see more **restaurants/food service**
 - 15 people want to see more **entertainment uses**
- **22%** of responses identified wanting to see **health** related businesses/stores open in their community
 - 27 people want **fresh food** options
 - 5 people want **medical services/facilities**

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

Top Ten Businesses/Stores Identified	
Business/Store Types	Frequency
Clothing/Footwear	70
Supermarket (Walmart/Target/Fry's/Albertson's)	47
Restaurants	38
Wholesaler (Costco/Sam's Club)	29
Fast Food	23
Grocery Store (fresh food options)	19
Coffee Shop	15
Movie Theatre	11
Home Improvement (Home Depot/Lowe's)	7
Nightlife	7

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

- **58%** of responses were related to **land use**, in terms of new development to provide quality recreational opportunities for their community.
 - 58 people want to see more **entertainment**-based uses.
 - 15 people want to see more **exercise centers**.
- **50%** of the responses identified **parks/playgrounds** as missing recreational opportunities from their community.
 - The majority of the responses concerning **parks/playgrounds** were expressing a need of **park improvements**, more **programmed uses** and **additional parks** in some neighborhoods.

Other community identified recreational opportunities include:

Top Ten Recreational Opportunities Identified	
Recreational Opportunity	Frequency
Parks/Playgrounds	114
Kids/Youth Related Programs	47
Community Centers/Clubs	27
Movie Theater	27
Sports Fields	21
Water Activities (splash pads, community pools, etc.)	19
Gym/Exercise	19
Bowling Alleys	9
Library	7
Museums	6

BUSINESS ASSESSMENT FINDINGS:

What major business challenges are anticipated with Light Rail construction?

- **79%** of responses (38 businesses) identified **mobility** as a major business challenge in the context of light rail construction.
 - 30 businesses noted **accessibility** concerns as a major business challenge
 - 6 businesses noted **traffic** concerns as a major business challenge
 - 2 businesses noted **safety** concerns as a major business challenge

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

- **48%** of responses (23 businesses) identified **mobility** as a primary theme for the vision for the community along the new extension of light rail.
 - 6 businesses identified **improved safety and lighting** as visions for 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?

- **53%** of responses (25 businesses) noted **mobility** concerns, particularly improved safety, accessibility, traffic, and lighting as visions for the area.

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

- **38%** of responses (18 businesses) identified **economic development** as part of their vision for their business.
 - 12 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 **88 votes** were collected. The top priorities for each park include:

- **El Reposo Park (49 total votes)**
 1. Seating (7 votes)
 2. Shade Trees (6 votes)
 3. Lighting (6 votes)
 4. Restrooms (6 votes)
- **Hayden Park (30 total votes)**
 1. Restrooms (6 votes)
 2. Pool/Splash Pads (6 votes)
 3. Sports Fields (5 votes)
 4. Bike Racks (3 votes)

**The dot polling results from the March 9th workshop were used to calculate the top priorities for each park near the station areas of Broadway, Roeser and Southern.*

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

Jobs are ranked by highest priority:

- **18% (12) Public Services (Advocacy, Religion, Government, Law Enforcement, Fire)**
- **15% (10) Service (Banking, Legal, Insurance, Sales, Hospitality)**
- **15% (10) Health Care**
- **12% (8) Professional (Administrative, Technology, Design / Engineering Services)**
- **12% (8) Restaurants**
- **11% (7) Education**
- **11% (7) Retail**
- **5% (3) Other**
- **1% (1) Trades (Manufacturing, Construction, Automotive, Warehousing)**

**The dot polling results from the March 9th workshop was used to calculate the types of jobs community members find appropriate near the station areas of Broadway, Roeser and Southern.*

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

Services/uses are ranked by highest priority:

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|--|--|
| 1. 12% Restaurant | 16. 2% Grocery Store |
| 2. 8% Public Safety | 17. 2% Midrise Apartment (4-6 Stories) |
| 3. 7% Educational Uses | 18. 2% Townhouse |
| 4. 6% Entertainment | 19. 2% Multi-Unit Apartments (3 Stories) |
| 5. 5% Detached Single Family | 20. 2% Sports Complex/Fields |
| 6. 5% Children's Parks | 21. 2% Natural Areas |
| 7. 5% Community Center | 22. 1% Corner/Convenience Store |
| 8. 5% Social Services | 23. 1% Office |
| 9. 5% Medical Uses | 24. 1% Light Industrial/Warehouse |
| 10. 4% Shopping | 25. 1% Large Retail Store |
| 11. 4% Recreation/Learning Centers | 26. 1% Manufactured Housing |
| 12. 4% Mixed Use | 27. 1% Large Mid-Rise Apartment (6+
Stories) |
| 13. 3% Live/Work (Retail with Housing
Above) | 28. 1% Dog Parks |
| 14. 3% Slash Pads | 29. 1% Exercise Parks/Trails |
| 15. 2% Hotel | 30. 1% House of Worship |

**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 areas of Broadway, Roeser and Southern.*

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 areas of Broadway, Roeser and Southern.*

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.

South Phoenix Area

Building on the existing condition of the South Phoenix area, the vision is to:

- Protect existing neighborhoods and reduce displacement, including trailer parks
- Provide safe comfortable walkable scale
- Build local convenience into daily life with access to education, retail, jobs, health care
- Provide a variety of affordable housing options –including ADU and multi-gen
- Increase density at key transit station areas
- Increase entertainment and gathering locations
- Increase quality of food and service options