



SOUTH MOUNTAIN

RESULTS SUMMARY

The aim of the Results Summary is to highlight the community's vision for the proposed Baseline 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. 127 of those surveyed reside in the South Mountain Quadrant (Baseline). 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. 17 assessed businesses (16%) are located within the South Mountain Quadrant (Baseline). 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 was **homeownership**.

Housing Quotes:

- “[I would like] to build a new house.”
- “[I would like Central Avenue to be] clean and to not see people from the street.”
- “[I would like] to sell the 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** and **open green space**.

Green Systems Quotes:

- “More public parks with lots of trees.”
- “Parks are alright, could use an update.”
- “I would like to see more green areas around stations and farmer’s markets.”

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**, **cleanliness** and **lifestyle**.

Health Related Quotes:

- “[Central Avenue needs] grocery stores, good doctors, not low income, streetlights on Dobbins, speed bumps on 20th and 16 streets”
- “More resources for parents with young children (0-4 years old). Health food/grocery choices.”
- “Healthier food options.”

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, **entertainment, retail, and development.**

Land Use Quotes:

- *“I want to see a nice place—too many homeless people on benches sleeping—new/more stores and restaurants.”*
- *“The community needs more things for teenagers to do for fun.”*
- *“I wish we had music stores, schools.”*

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 **lighting, safety, and walkability.**

Mobility Quotes:

- *“During my time in attending school in the South Phoenix area, I feel as though public transportation is something that is missing/is a difficult situation. Many family members of mine who have lived in the area always struggled to get to other parts of the city.”*
- *“A lot of things but I just want my family to be happy. Places to take my son that are safe.”*
- *“More shops. Light rail so we connect to the other side of town. Sprouts. Harkins theater. Healthier options, such as healthy restaurants like there are downtown.”*

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 growth.**

Economic Development Quotes:

- *“I want it to look nice for my kids and hopefully bring jobs over here”*
- *“If it does get approved, there are certain businesses I want to see around.”*
- *“Un negocio que me saque de pobre [a business that lifts me from poverty].”*

RESIDENTIAL SURVEY FINDINGS:

What are your short term/long term goals?

- **44%** of responses (49 people) identified **economic development** as a part of their personal goals.
 - Of the 49 people, 32 identified **employment** as a personal goal of theirs. In terms of finding/maintaining work, getting education for better work opportunities or improving their current working conditions.
 - Of the 49 people, 17 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.
- **14%** of responses (15 people) identified **housing** as part of their personal goals.
 - Of the 15 people, 11 named **homeownership** as a personal goal theirs.
- **7%** of responses (8 people) identified **health** improvements as a personal goal of theirs.
 - 7 people listed a goal related to **lifestyle**.

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

- **38%** of responses (43 people) mentioned the desire to see improvements related to **land use**.
 - 14 people would like more **retail**.
 - 10 people would like more **entertainment** on Central Avenue.
 - 9 people would like more **development** on Central Avenue.
- **25%** of responses (28 people) identified **mobility** related improvements as a need in the future state of Central Avenue.
 - 8 people want to see improvements in street **lighting**
 - 6 people want to reduce **traffic** on Central Ave
 - 5 people want increase **walkability** on Central Ave
- **18%** of responses (20 people) identified **health** related improvements as a need in the future of Central Avenue.
 - 13 people want to see improvements in **cleanliness**.
 - 4 people want **fresh food** options.
- **16%** of responses (18 people) mentioned the desire to see improvements related to **green systems**.
 - 16 people want better **landscaping** when light rail is done.
- **8%** of responses (9 people) were related to the **economic development** planning element.
 - Of the 9 people, 6 were concerned with receiving **business assistance**.

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

- **24%** of responses (28 people) were related to the **land use** planning element.
 - 16 people expressed a desire for **entertainment** in the community.
 - 6 people stated that **retail** is missing in their community.
 - 5 people noted that **development** is missing in their community.
- **35%** of the responses (42 people) were related to the **mobility** planning element.

- Of the 42 people, 13 people expressed **safety** would improve their quality of life; 7 people noted **lighting**; and 6 people stated **transit** would improve their quality of life.
- **15%** of responses (18 people) identified **health** related needs in the community to improve their quality of life.
 - 7 people identified the need for **fresh food** options in the area.
 - 6 people want additional/better quality **medical services** in the community
- **8%** of responses (9 people) were related to **green systems**.
 - 8 people stated **parks** are missing in their community.
 - 2 people expressed **open green space** is missing in their community.
- 5 people were related to the **economic development** planning element.
 - 3 people expressed the need for **growth** in their community.

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

- **83%** of responses (95 people) were related to the **land use** element.
 - 63 people stated that **retail stores** are missing in South Phoenix.
 - 35 people said **restaurants** are missing in South Phoenix.
- **12%** of responses (14 people) identified **health** related businesses and stores are missing in South Phoenix.
 - 11 people stated that **fresh food** stores are missing in South Phoenix.

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

Top Ten Businesses/Stores Identified	
Business/Store Types	Frequency
Supermarket (Walmart/Target/Fry's)	30
Grocery Store	28
Clothing / Footwear	21
Restaurants	14
Retail (None Clothing/Footwear Stores)	12
Nightlife / Entertainment	9
Fast Food	7
Wholesalers (Costco/Sam's Club)	5
Coffee Shops	5
Movie Theatre	5

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

- **66%** of responses (65 people) were related to the **land use** planning element.
 - 53 people expressed a desire for **entertainment** in the community.
 - 13 people stated that **development** is missing in their community.
 - 7 people noted that **exercise centers** are missing in their community.
- **32%** of responses (32 people) were related to **green systems**.
 - 27 people stated **parks** are missing in their community.

Other community identified recreational opportunities include:

Top Ten Recreational Opportunities Identified	
Recreational Opportunity	Frequency
Parks/Open Green Space	26
Water Activities (splash pads, community pools, waterparks.)	22
Movie Theater	19
Kids/Youth Related Programs	13
Sports Fields/Courts	10
Bowling Alley	9
Gym/Exercise	8
Skate Park/Rink	7
Community/Recreation Center	6
Amusement Park	4

BUSINESS ASSESSMENT FINDINGS:

What major business challenges are anticipated with light rail construction?

- **71%** of responses (12 businesses) identified **mobility** as a major business challenge during light rail construction.
 - 5 businesses noted **accessibility** concerns as a major business challenge
 - 3 businesses expressed **safety** as a major business challenge

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

- **59%** of responses (10 businesses) identified **mobility** as a primary theme for the vision for the community along the new extension of light rail.
 - 8 businesses identified **light rail** as a vision 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?

- **59%** of responses (10 businesses) noted **mobility** concerns.
 - 6 businesses expressed **safety/lighting** concerns.
 - 3 businesses were concerned with **street maintenance**.

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

- **71%** of responses (12 businesses) identified improved **mobility** as part of their vision for their business.
 - 10 businesses listed **light rail** as a vision 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 **34 votes** were collected. The top priorities for each park include:

- **Champion South Mountain (21 total votes)**
 1. Lighting (4 votes)
 2. Playground (3 votes)
- **Highline Canal (13 total votes)**
 1. Shade Trees (3 votes)
 2. Vegetation (2 votes)
 3. Lighting (2 votes)
 4. Seating (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 Baseline.*

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

Jobs are ranked by highest priority:

- **21% (7) Professional (Administrative, Technology, Design / Engineering Services)**
- **18% (6) Health Care**
- **18% (6) Trades (Manufacturing, Construction, Automotive, Warehousing)**
- **15% (5) Retail**
- **15% (5) Service (Banking, Legal, Insurance, Sales, Hospitality)**
- **6% (2) Restaurants**
- **3% (1) Education**
- **3% (1) Public Services (Advocacy, Religion, Government, Law Enforcement, Fire)**
- **3% (1) Other**

**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 Baseline.*

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

Services/uses are ranked by highest priority:

- | | |
|--|---|
| 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% Public Safety |
| 12. 4% Slash Pads | 24. 2% Social Services |
| | 25. 2% Medical Uses |
| | 26. 2% Dog Parks |

**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 Baseline.*

What investments would you like to see in the corridor?

Investments are ranked by highest priority:

1. Walkable Urban Center (LU)
2. Urban Campus (LU)
3. Safe Sidewalks (HE)
4. Walkable Urban Neighborhood (LU)
5. Safe Intersection (HE)
6. Engineered Shade + Cooling (GS)
7. Natural Shading + Cooling (GS)
8. Housing Revitalization (H)
9. Public Art (ED)
10. Mixed Income Housing (H)
11. Urban Circulator (M)
12. Active Park (HE)
13. Paseo (M)
14. Prefabricated Housing (H)
15. Public Festival (ED)
16. Main Street Corridor (LU)
17. Quality Neighborhood School (ED)
18. Green Streets (GS)
19. Locally Owned Business Program (ED)
20. Community Learning Center (ED)
21. Walkable Urban Low-Rise (H)
22. Corridor Brand (ED)
23. Mercado (HE)
24. Land Bank/Trust (LU)
25. Full-Service Grocery Store (HE)
26. Business Incubator (ED)
27. Business Cluster (ED)
28. Parking Reduction (LU)
29. Urban Industrial Zone (LU)
30. District Marketing Program (ED)
31. Bike Share Station (M)
32. Neighborhood Retention (GS)
33. Community Facility (ED)
34. Landscape Standards (GS)
35. Mobile Grocery (HE)
36. Passive Park (HE)
37. Walkable Urban Low Rise (H)
38. Walkable Urban Mid Rise (H)

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 Baseline.*

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