

Corridor Visioning Implementation strategies:

- Publication of this brochure to bring awareness of the community visioning.
- **Community Events**
- Plan improvements with smaller, **achievable phases** to maintain momentum.
- Utilize **grant and CIP funding** to implement public right-of-way phases.
- **Volunteering:** an immediate implementation strategy is to form an awareness of the community's desires, creating a sense of pride in the corridor, and pursuing volunteer efforts to implement the vision.
- **Area Plan:** a plan to reflect the North 32nd Street corridor goals in the City General Plan. Intended to supplement the General plan elements of land-use, transportation, and public facilities with design and character guidelines and recommendations.
-

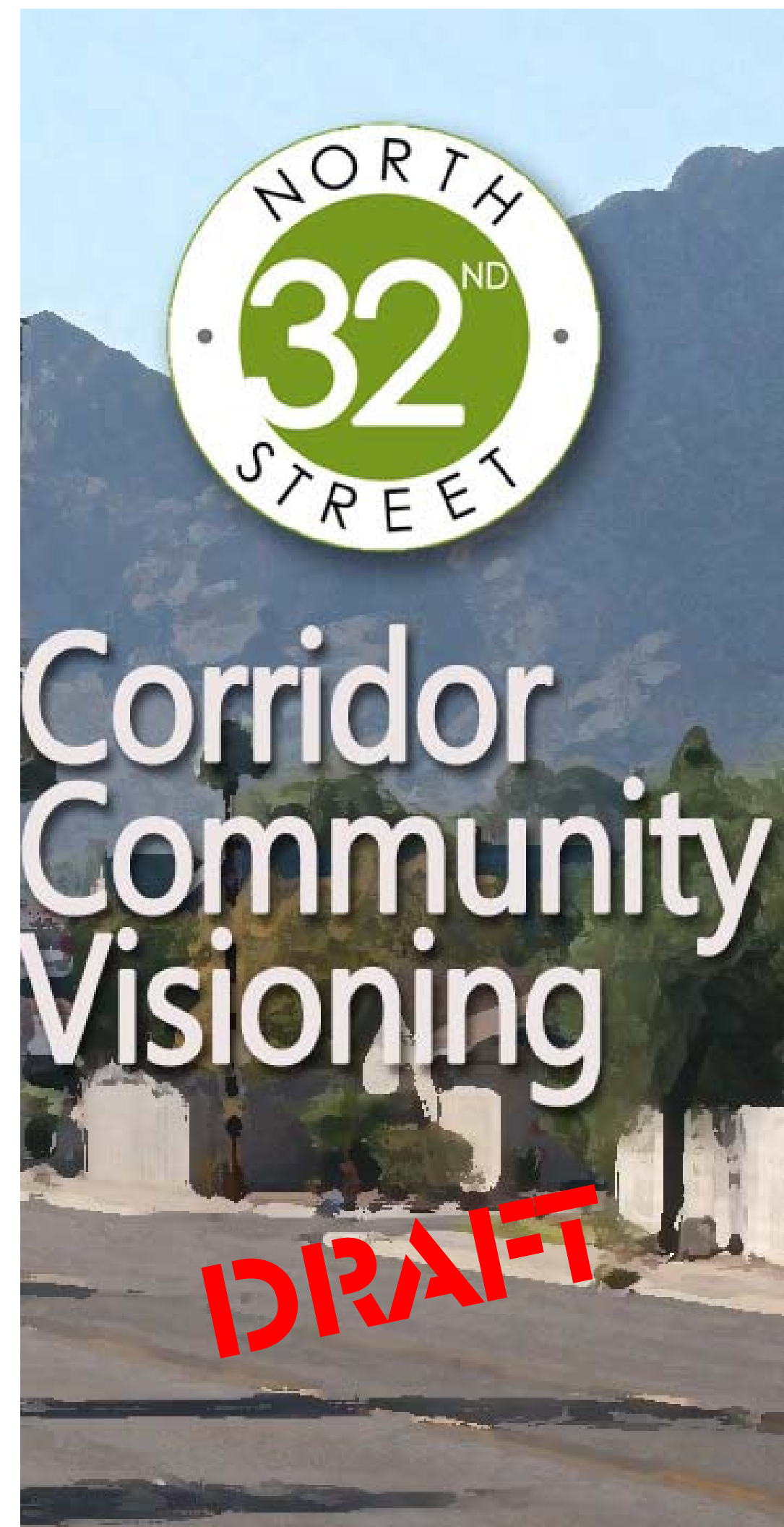
Corridor Events:

- 32nd Street Corridor Visioning - Community Meeting: XX/XX/2013 at
- Visioning Forums:
 - Land Use Forum: next meeting:
 - Transportation Forum: next meeting:...
 - Events Forum: 1st Tuesday of the month at.....
- Community Street Party: March 9th, 2013.....
-

Get involved.....

Web page???

Support our North 32nd Street Corridor Sponsors:



Why are you here?

You likely moved here or grew up here because your family saw all the great things that the North 32nd Street community has to offer. Before the arrival of the SR 51 freeway, North 32nd Street was the spine of this community. Today, your neighbors are working to reinvigorate the North 32nd Street corridor.

This is a great place!

1. **Beauty:** Surrounding natural desert mountains & vistas
2. **Location:** Not too close, not too far
3. **Housing:** Diverse, Affordable, Stable
4. **Schools:** Preschool through College
5. **Transportation:** Pathways, Bike Lanes, Streets, Freeways, Transit, & Future Light Rail
6. **Recreation:** Mountain Preserves, Local and Regional Parks
7. **Shopping:** Local and Regional

Let's keep it that way!

While the arrival of the SR51 freeway provided great access, this, along with changing economics, has brought a change of character to North 32nd Street.

Your community is working on a vision for the North 32nd Street Corridor with the objective of creating awareness of the evolution of the corridor and to encourage growth and sustainability of the business and the residential community. North 32nd Street Corridor Visioning is an on-going community pursuit and welcomes new ideas.

Corridor Visioning Goals & Strategies

- Shore up the corridor for the next generation.
- Enhance the corridor to attract investment from business owners and residents.
- Make the corridor a desirable place to live, work, and play.
- Create an identity and sense of place.
- Create a corridor vision implementation tool (Area Plan).

Business and Residential Community

While the community's housing market is diverse and stable, the local business community along the corridor is evolving due to transportation and economic changes. The community's desire is that the business and residents work together to support the corridor vision.

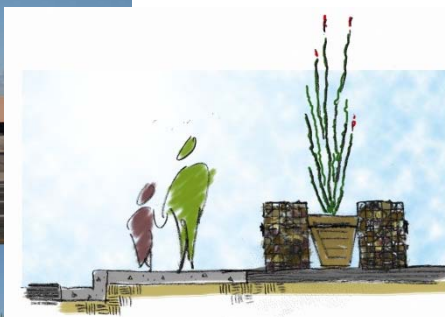
- The corridor has more commercially zoned property than it can support. The City, commercial property owners, and residents, need to explore other opportunities for this underutilized commercial property to foster the sustainability of the community.
- Share in the responsibility to create and maintain the corridor vision.
- Connect with neighbors to support the corridor: businesses with residents/customers, and residents with businesses.
- Strive for a higher aesthetic standard; improve and maintain buildings and the landscape to achieve a cohesive and pleasant street character.



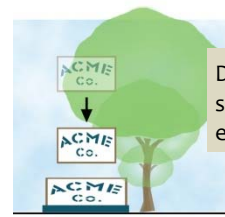
Existing Vacant Lot



Simulation of Temporary Landscape



- Provide temporary landscape features on vacant lots.



Design new signs and retrofit existing signs to allow trees to grow; encourage surface mounted signs.

→ Observe and enforce signage regulations;

- Improve driveways and parking lots;
 - > Provide a better experience and environment for the customer.
 - > Consider cross access for adjoining properties to reduce the number of driveways.
 - > Remove asphalt and provide new landscape in areas not needed for parking.
 - > Provide screening of parking lots and parked cars.



Minimize the use of curb stops if not needed for safety, replace with poured-in-place curb. Do not paint curb stops, or tone down the color if they are painted.

Use established color choices for wall repair and graffiti

- Utilize recommended design guidelines for new improvements and renovations to enhance the corridor's character. Use natural building materials, finishes, colors, textures, and plantings that blend with the natural desert.
- Reduce stark contrasts; discourage bright color contrast on buildings and site elements that are not context sensitive to the community.

Provide commercial and residential beautification improvement ideas catered to the area's architectural styles, including architectural and landscape improvements.



Convert frontage road to sidewalks and landscaping

Reconstruct frontage roads/access to improve sidewalks and landscaping.



Existing Frontage Road

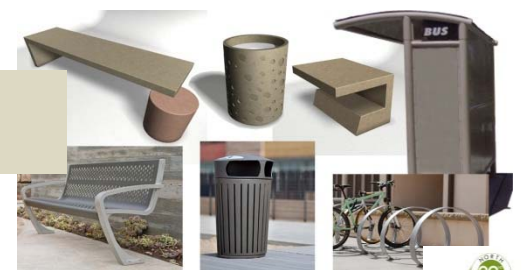


Simulation of Wide Sidewalk & Bike Lane

- Provide 8-ft. wide (min.) sidewalks
- Focus on the east side of 32nd St. to strive for shared-use path (SUP) experience in expanded right-of-way areas.
- Explore a looped SUP concept connecting with the existing SUP along SR51; keeping recreation and related services within the corridor.

Add character defining hardscape elements and site furniture to enhance corridor theme.

- Add landscape medians.
- Improve bus shelters to enhance the corridor's theme.
- Provide Pedestrian Overpass at 32nd St. over the CAP Canal and into Reach 11.
- Provide connections to nearby regional recreation.
- Explore Light Rail Transit and possible Transit Oriented Development.
- Reduce speed limit to 35mph.



Provide wayfinding signage to area points of interest.

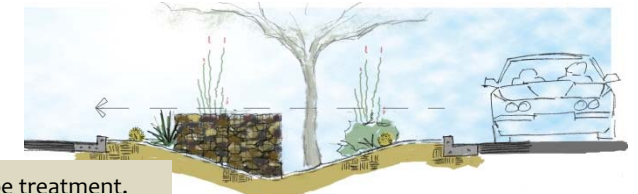
North 32nd Street Identity

Cultivate the sense of place: The existing architecture and landscape character along the corridor does not have a strong identity. There is no historical context or consistent theme to build upon. Therefore, the vision for the corridor is to take on a contemporary feel as new development and renovation occurs.

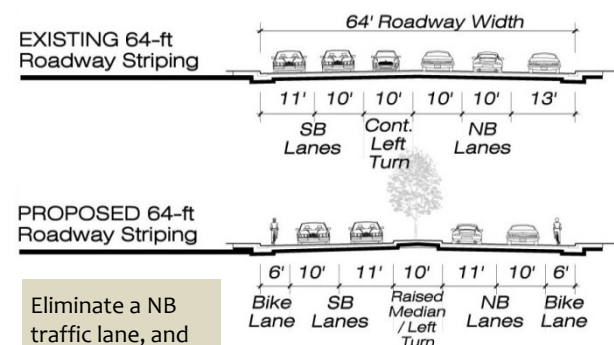
Enhance the community's mountain preserve setting: The most prevailing corridor character element is the surrounding mountain desert landscape. This is an identity that can be brought into the corridor by reflecting this character in both the architecture and the landscape.

Promote connections to the recreational open space: The corridor is anchored by two strong recreational components: Reach 11 on the north and the Phoenix Mountains Preserve on the south. The corridor should take advantage of these features by promoting their use, catering related services, and enhancing the connections to these facilities.

Build the identity with guidelines: To develop the North 32nd Street identity, new development and renovation projects along the corridor should be guided to use a contemporary theme that compliments the surrounding natural desert. The guidelines should strive for the use of natural materials, finishes, colors, textures, and plantings that blend with the natural desert.



Median island landscape treatment.



Eliminate a NB traffic lane, and restripe to add bikes lanes on 32nd St.

Use a consistent plant palette, stressing the use of shade trees and desert adapted plants.

