



Health

What is 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.

Health Profile



85%

Cardiovascular Disease

Promoting physical activity with walkable communities can help prevent cardiovascular related disease.



85%

Below Poverty Level

The TOD Study area has a high level of poverty, lower rates of educational achievement, are minority group. These factors are associated with populations that are more likely to have a shorter life expectancy.

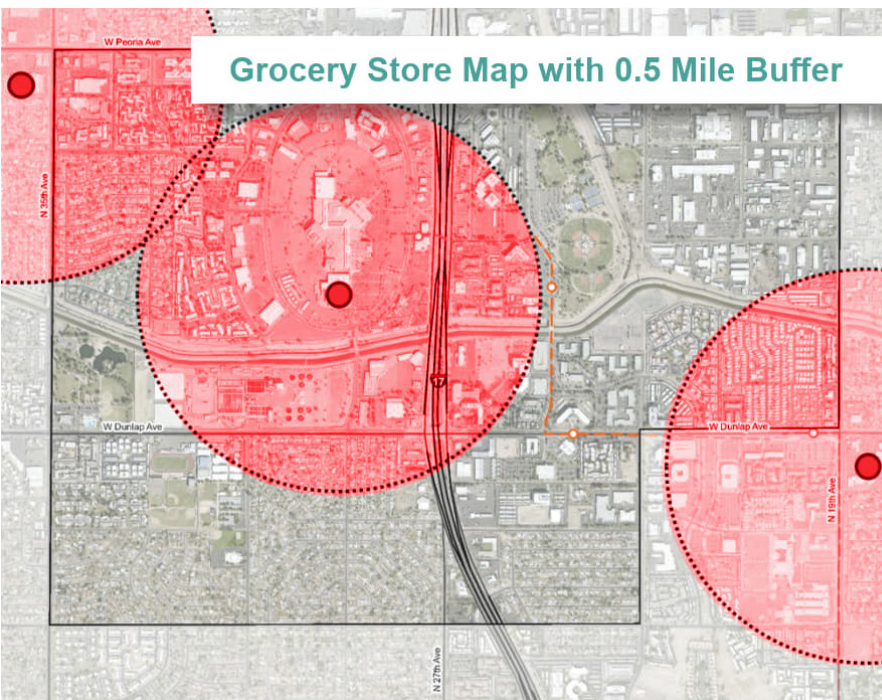


18%

Households do not possess a car

48% of households have a single car. Residents without a vehicle are more likely to walk, ride a bike, or use public transportation to commute.

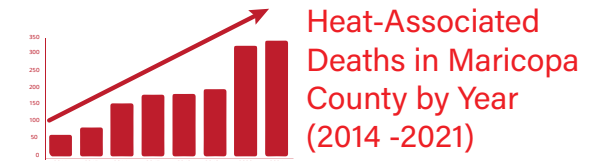
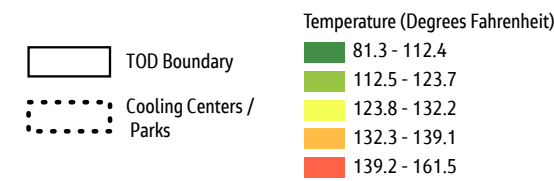
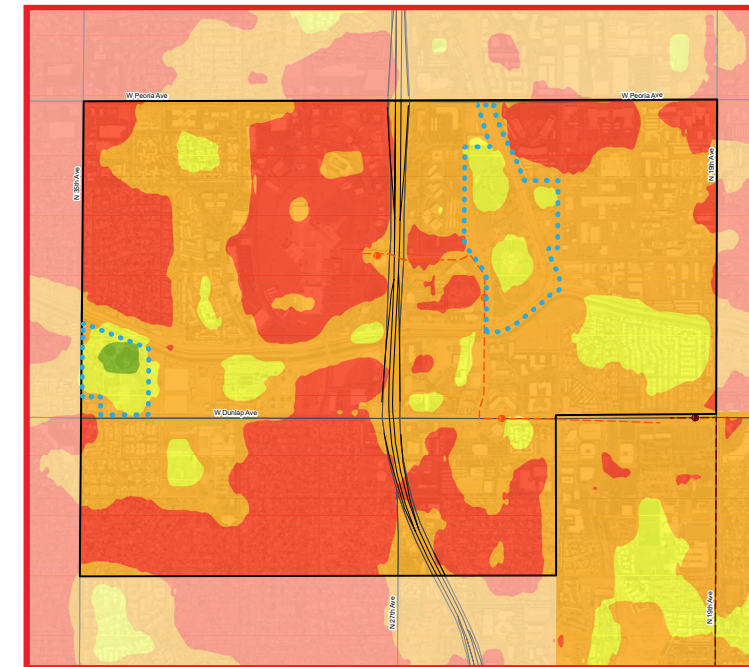
Healthy Foods



2025 Phoenix Food Action Plan Access to healthy food is unevenly distributed and excludes low-income residents and people of color. Currently, convenience, dollar stores, and unhealthy food options are more prevalent.

While there are no food deserts, areas less than 1 mi. from a supermarket, within the study area, four (4) census tracts to the northeast meet these conditions.

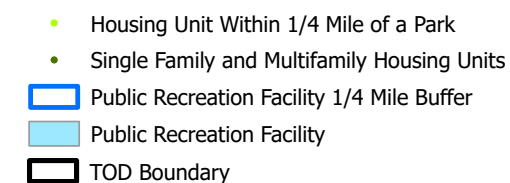
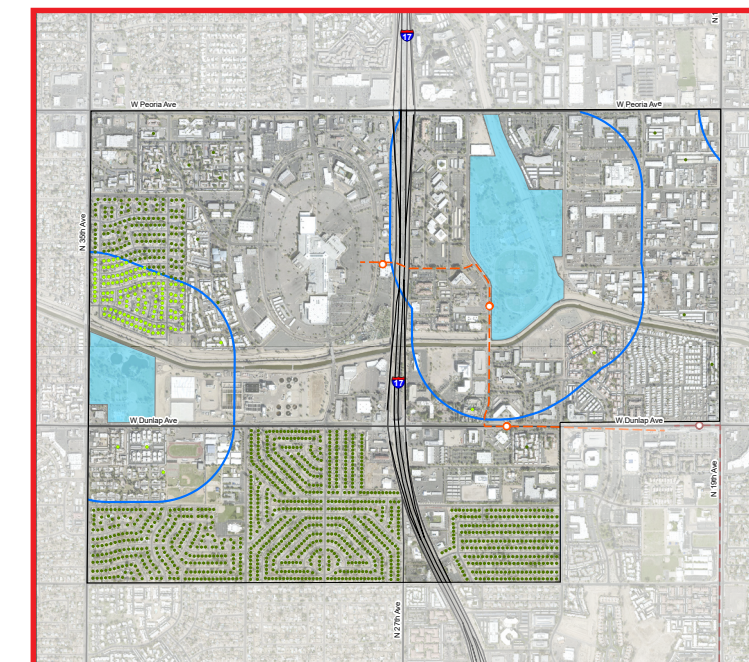
Heat Risk



According to the Maricopa County Shade Needs Study, the NWEII Study Area is determined a High-level of need for shade.

With temperatures and number of heat-associated deaths in Maricopa County on the rise (nearly 200 deaths in 2019), the need to plan for cooler environments and mitigate risk of heat-related illnesses is of utmost urgency. Socioeconomically vulnerable populations, such as homeless, elderly, communities of color, and those in low-income areas, often rely on transit are more at-risk of exposure.

Access to Parks & Recreation



38%

Households are within 1/4 mile of a recreation facility

Cortez Park and Rose Mofford Dog Park are both recreation resources and serve as Cooling Centers. These areas are essential for those who may travel long distances outdoors or do not have access to air-conditioners at home or in a vehicle to help regulate body temperatures.



Land Use

What is Land Use?

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

General Plan Land Use Designations

33%

of General Plan Land Use designations encourages a mix of uses (Commercial)

67%

of General Plan Land Use designations focuses on single-uses (Single-Family, Multifamily, and Industrial)

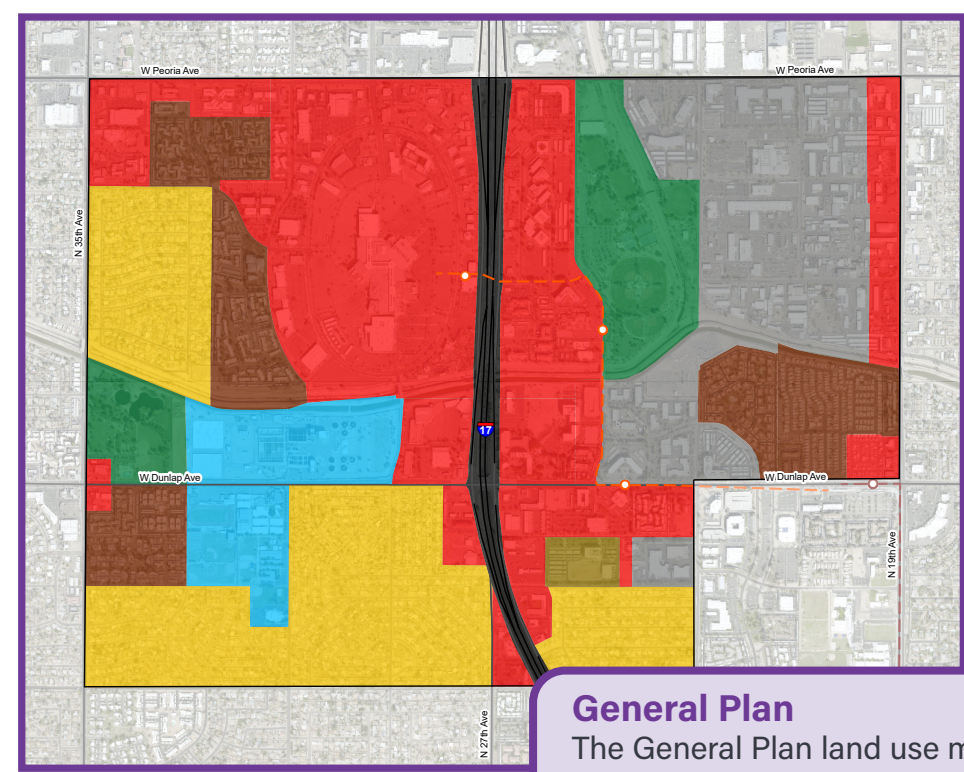


Photo-simulation by Steve Price

Why is Land Use Important to Transit Oriented Communities:

A complete and transit oriented community seeks to leverage the areas with the greatest access to high-capacity transit for concentrations of people, services, destinations, and jobs.

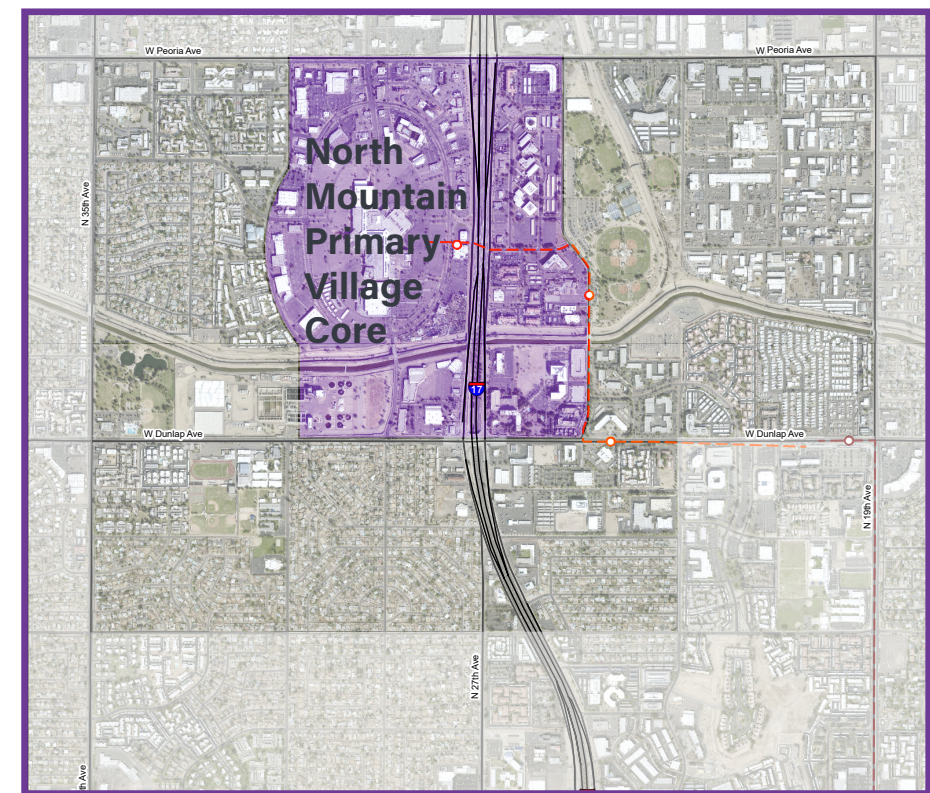
General Plan Map



- General Plan | Plan General**
- Residential *Residencial* 3.5 to 5 du/ac
 - Residential *Residencial* 10 to 15 du/ac
 - Residential *Residencial* 15+ du/ac
 - Commercial *Comercial*
 - Industrial *Industrial*
 - Public/Quasi-Public *Público/Cuasi público*
 - Transportation *Transportación*
 - Parks/Open Space - Publicly Owned *Parques/Espacio Abierto - de propiedad pública*

General Plan
 The General Plan land use map provides guidance for appropriate future development to ensure cohesive and compatible uses that reflect the community vision. This plan is currently undergoing an update, as required by the state every 10 years and is slated for the ballot this November 2024.

North Mountain Primary Village Core



The **Primary Core** for the North Mountain Village is Metrocenter Mall and the surrounding area.

The **Secondary Core** is located 1.5 miles east.

Village Cores were envisioned as regional destination with the greatest intensity.

- Land Use Patterns:**
- » 13% of space dedicated to utilities
 - » Multiple parks and destinations
 - » Strong regional trail amenities

Primary Village Core

27% of the NWEI Study Area is in the North Mountain Primary Village Core. These cores identified in the General Plan serve the area as a 'mini-downtown' or hub for the North Mountain Village.

Metrocenter PUD

Metrocenter PUD is 143 acres and 30.49% of the Primary Village Core. A Planned Unit Development (PUD) is a regulatory framework for a specific area development and typically provides a comprehensive lens.



Mobility

What is Mobility?

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

Why is Mobility Important to Transit Oriented Communities?

A complete and transit oriented community embraces alternative modes of transportation such as high capacity transit, bicycles, walking, and micromobility options for the purpose of efficiency, environmental quality, affordability, and personal freedom.

In-street Bike Infrastructure



0.5 Mi.
Existing Bike Lanes

Specifically marked areas on the road where cyclists can ride safely.

Off-Street Connections



2.1 Mi.
Shared Use Path

System of off-road transportation routes for bicyclists and other users, which extends and complements the on-road bicycle network.

Future Plans for Connections



3.61 Mi.
Planned Bike Lanes

The City is working on expanding its bike lane network to enhance transportation options and promote cycling safety.

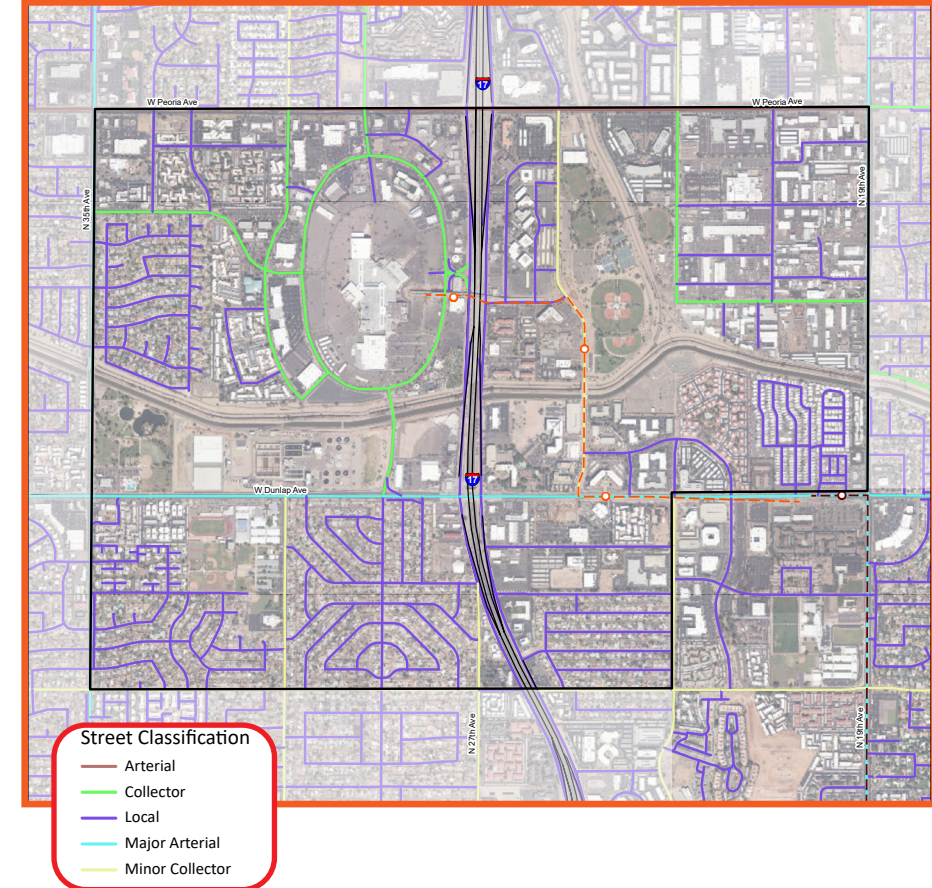
Improved Mobility for Non-Drivers



18%
Households do not possess a car

48% of households have a single car. Residents without a vehicle are more likely to walk, ride a bike, or use public transportation to commute.

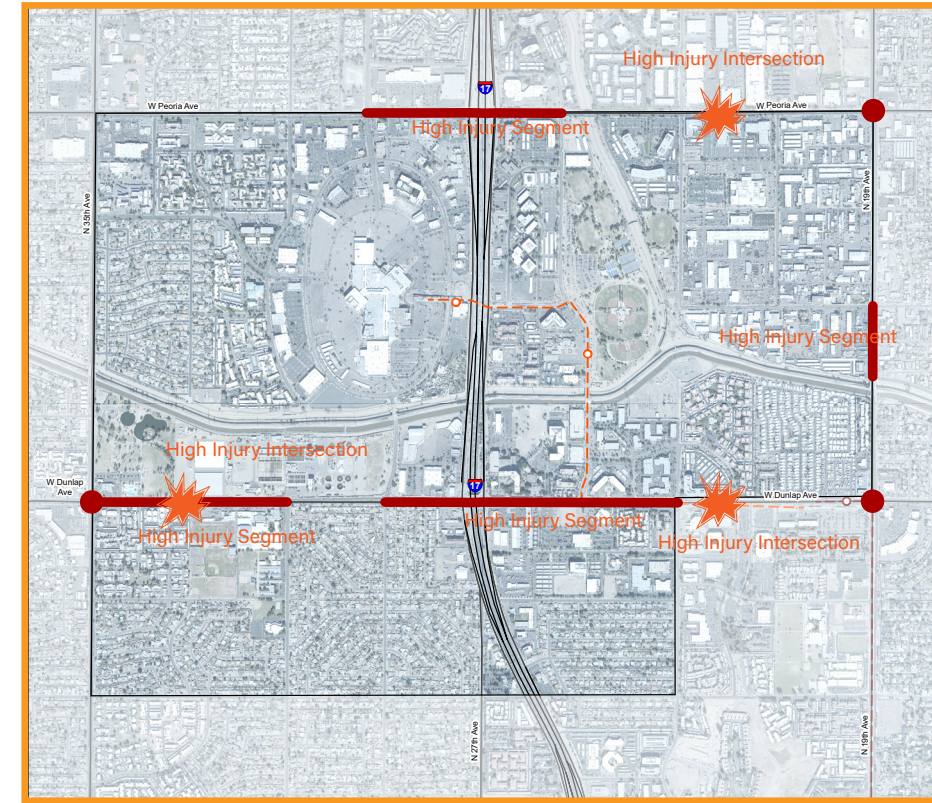
Street Classification Map (SCM)



Connected network
Connectivity barriers include the I-17 freeway, the Arizona Canal, the floodway canal, and large utility facilities. Limited number of crossings on arterials. Distance between crossing opportunities ranges from 400 feet to 1/2 mile, and the average is approximately 1/4 mile.

Enjoyable network
Sidewalks are present on arterials, sidewalk gaps (only one side of the street) are present on collector roads such as Metrocenter Parkway. Bike lanes are available only on 25th/23rd Avenue and 31st Avenue south of Dunlap. Bike lanes are not available on Metrocenter Parkway.

High-Injury Network (HIN)



Safe network
3 intersections and 1.93 miles of segments in the 2021 City of Phoenix High Injury Network are within the TOD Area. High crash frequency of pedestrians and bicyclists, especially on arterial roads, such as Dunlap Avenue. The station with the highest crash frequency in the NWEII is 23rd Avenue/Dunlap Avenue with 9 pedestrian crashes and 4 bike crashes within 1/4 mile of the station (2016-2022).

Road Safety Action Plan
In September 2022, Phoenix City Council unanimously approved a comprehensive Vision Zero Road Safety Action Plan and the allocation of \$10 million in annual funding for its implementation.

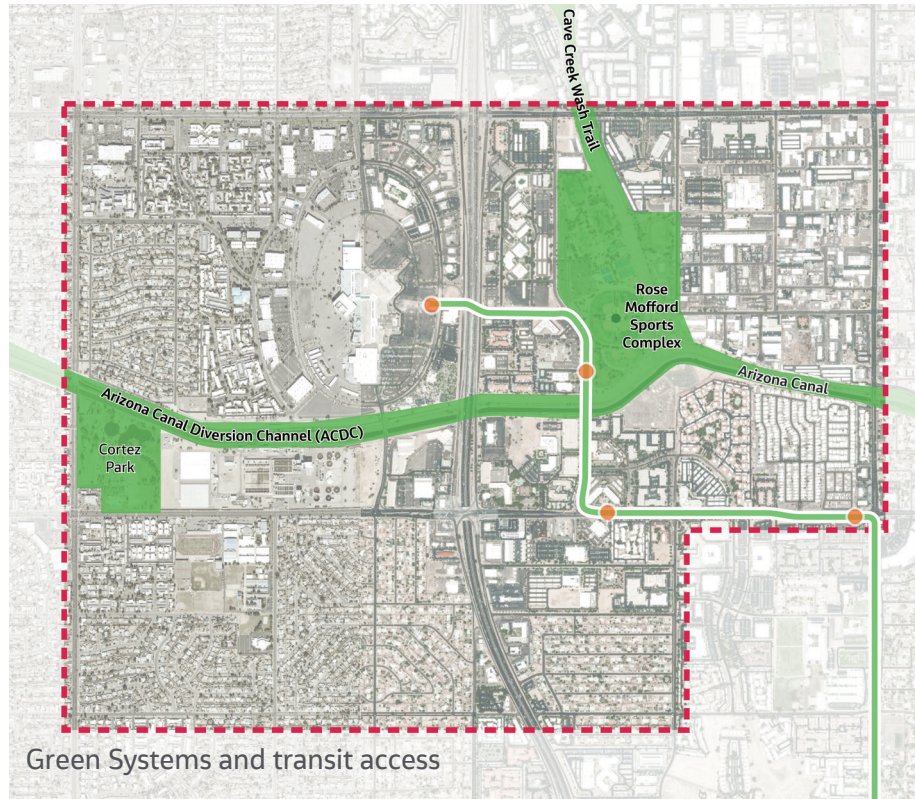
Green Systems

What is Green Systems?

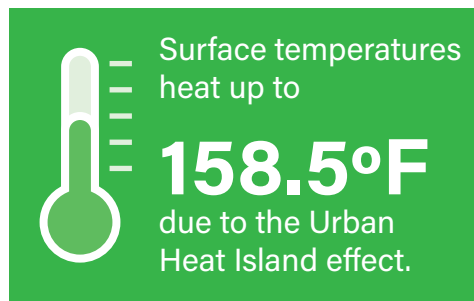
The Green Systems Element focuses on the measures taken in the built environment to manage stormwater to create more resilient communities by improving resource efficiency, environmental protection, and social and economic benefits. Green systems play a significant role in improving thermal comfort conditions and reducing the urban heat island (UHI) effect.



Mapa de Sistemas Verdes



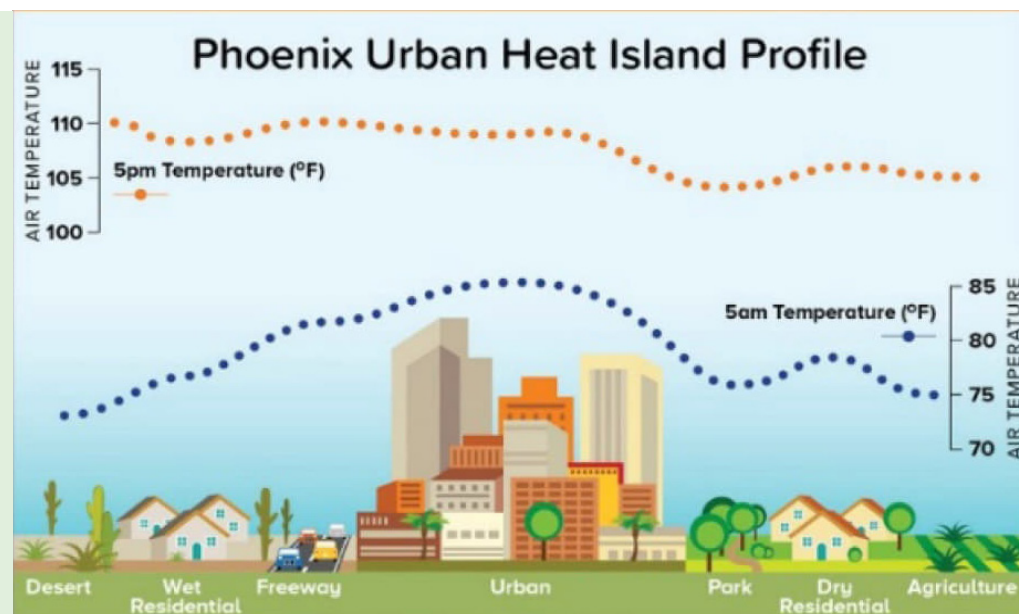
The heart of the Metrocenter Mall area is a dense concentration of pavement that stores heat during the day.



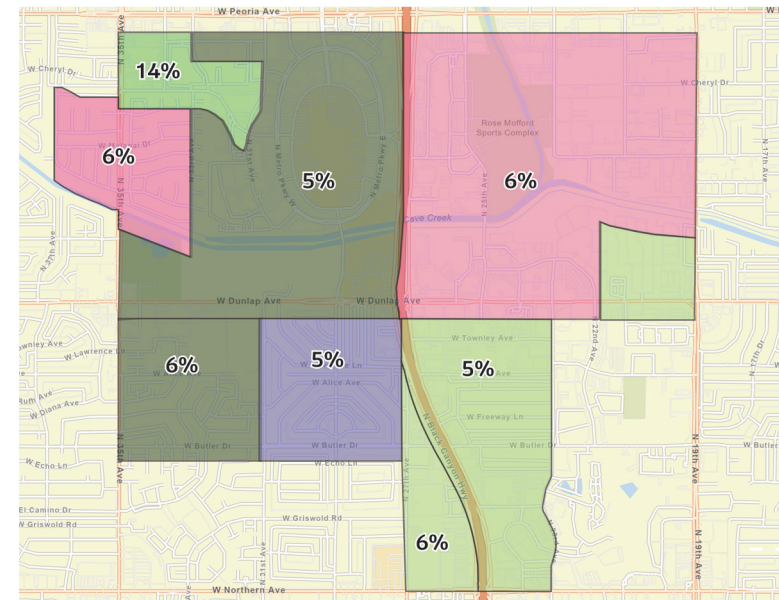
Natural green features reach much lower temperatures, mitigate the heat in their surroundings and contribute to improving thermal comfort.

Urban Heat Island (UHI)

NWEII area has vast single-use parking lots, which add to the Urban Heat Island effect. These lots provide ample opportunities for retrofitting and including green features



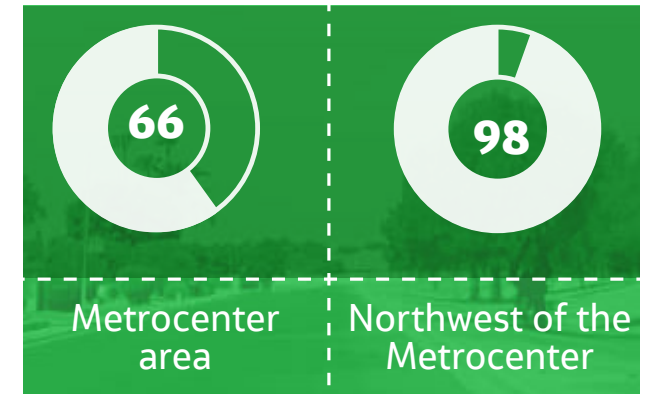
Current Tree Canopy



Tree Canopy cover

The northwestern extension area from Butler Drive to Peoria Avenue and from 35th Avenue to 19th Avenue is entirely within a "high need for trees" zone.

Current Tree Canopy is between 5% and 6% in the NWEII region



Tree Equity Score

The Tree Equity Score metric assesses the distribution of urban tree canopy benefits across communities, guiding investment towards those most in need. This area has relatively low Tree Equity score between 66-72.

Green Stormwater Infrastructure



All of the NWEII Study Area is considered either a moderate-high priority area for GSI development

Green stormwater infrastructure (GSI) benefits:

- » Mitigates flooding
- » Reduces UHI effect
- » Improves air quality
- » Improves water quality
- » Reduces reliance on landscaping irrigation
- » Supports native vegetation
- » Provides biodiversity benefits



Impervious Areas

Issues caused due to paved areas, parking lots.

A large impervious surface in the northwestern extension area includes the Metrocenter from Peoria Avenue to the Arizona Canal and from Interstate 17 to 31st Avenue. It is paved and used for parking because of which water cannot percolate into the ground. It increases the UHI, potentially causes flooding and does not help the air or water quality.

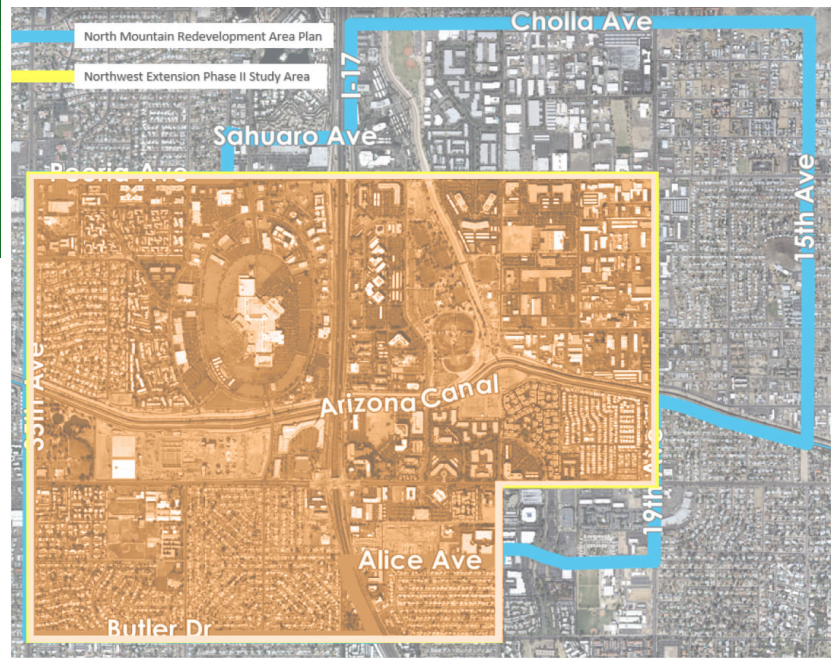
Economic Development

What is Economic Development?

"Economic growth" denotes an increase to specific measures such as income, "economic development" encompasses improvements in a variety of areas, including housing and transportation costs, educational achievement, workforce development, and economic welfare. To support economic development initiatives, much of the NWEII Study Area is a designated Opportunity Zone.



North Mountain Redevelopment Area



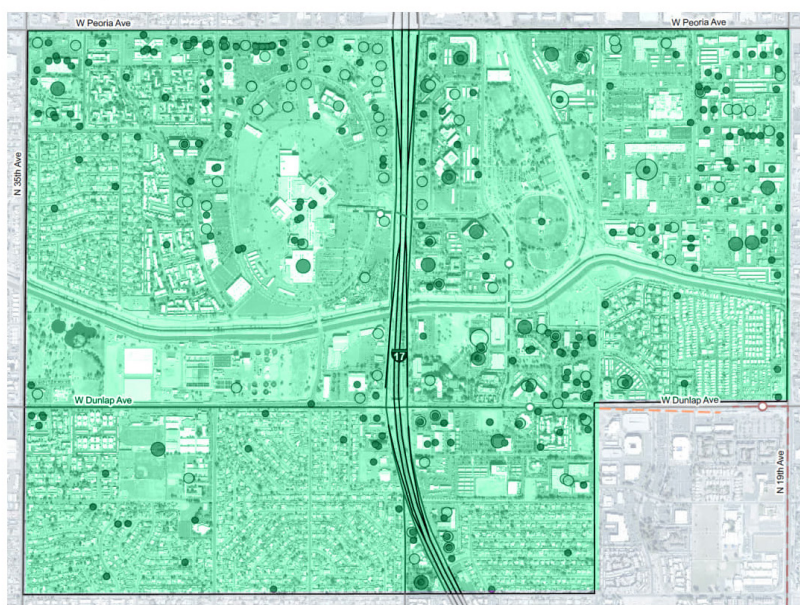
North Mountain Redevelopment Area Plan allows for GPLET (The Government Property Lease Excise Tax) incentives in the area. It is an agreement negotiated between a private party and the City of Phoenix. GPLET will help to stimulate development in commercial districts.

The area has a population of 442,368 residents, 53% of which are in the labor force.

NWEII Study Area distribution by occupation:

- **22.6%** of the labor force in NWEII is employed in management, science and art occupations
- **21.6%** are employed in service occupations

Employment



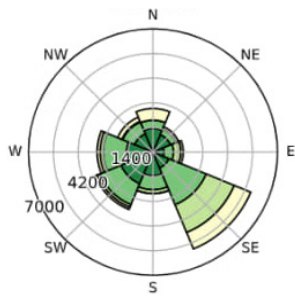
Regional Draw

- » The Interstate 17 Corridor
- » Valley Metro light rail access
- » Proximity to Phoenix Mountain Preserves
- » Rose Mofford Sports Complex
- » Higher education institutions (College America, Pima Medical Institute, Brookline College etc.)

To support economic development initiatives, much of the **NWEII Study Area is a designated an Opportunity Zone** which provides tax benefits to investors.

Major employers in the area

Job counts by distance/ direction in 2020.



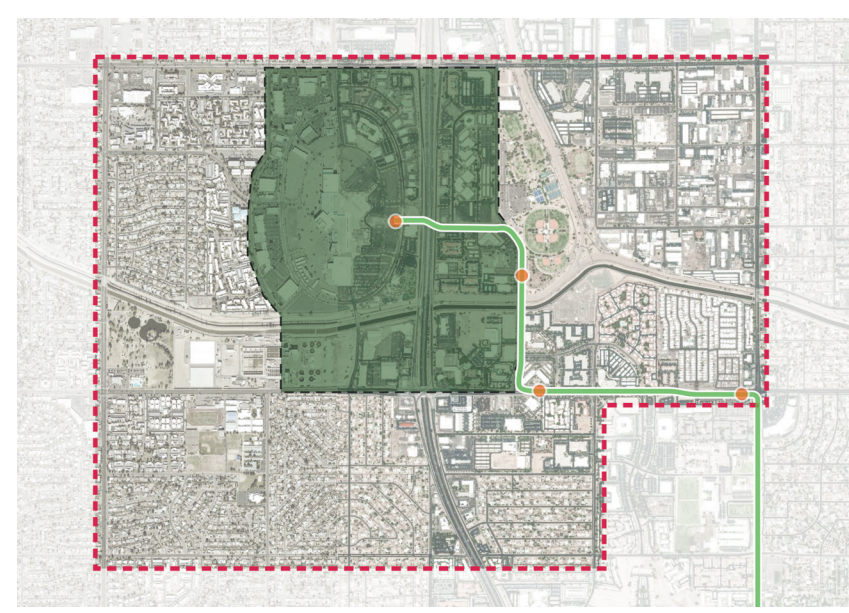
Majority of workers commute to the area from the **southeast direction**.

Top 5 Employers in NWEII Study Area:

- 1,420** Employees: Pinnacle West Capital Corporation
- 890** Employees: Maximus Federal
- 700** Employees: Cognizant Technology Solutions
- 390** Employees: Matrix Absence Management
- 300** Employees: Walmart

NWEII: Existing Conditions

North Mountain Primary Core



High intensity development along the primary core

The **NWEII Study Area contains the North Mountain primary core**. It has been envisioned as the **central business district for the North Mountain Village** – a place where people could **live, work, and play**. It will be aided by the light rail and related redevelopment of the Metrocenter Mall. Many parking lots, superblocks, & large single-use sites should be considered in-play for responsible retrofit & redevelopment.

The NWEII Study Area is home to

455

BUSINESSES WITH MORE THAN 5 EMPLOYEES PER LOCATION

14,210

EMPLOYEES IN THE AREA

- **64.8%** businesses have between 5-19 employees
- **30%** businesses have between 20-99 employees

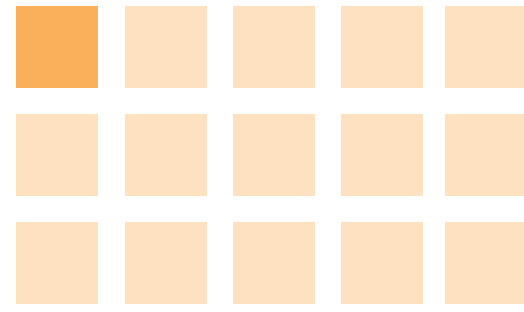
Housing

Why is the Housing Element Important?

The Housing Element focuses on the affordability, quality, and diversity of residential living options. For housing to be sustainable, it requires a mix of housing that meets the needs of future and current residents. Promoting the social, economic, and environmental welfare of the greater community through housing will ensure a better quality of life.



Housing Needs



7% Housing vacancy rate

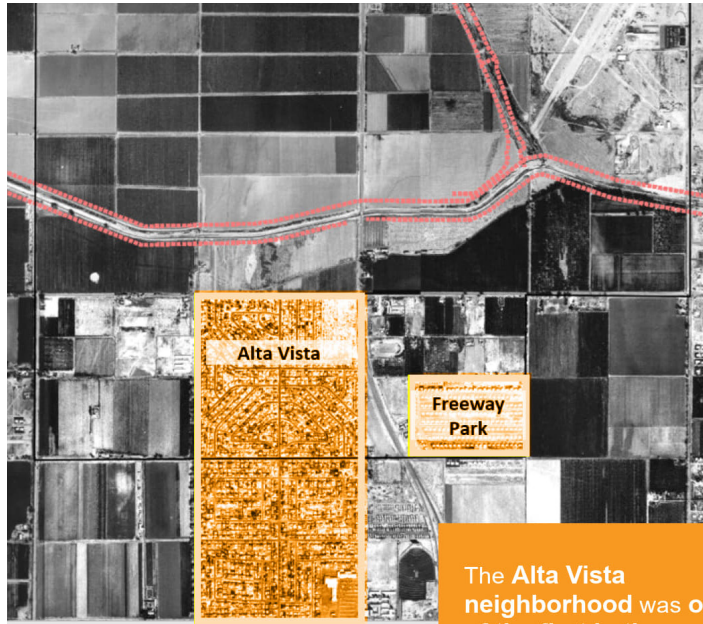
Housing is needed to accommodate



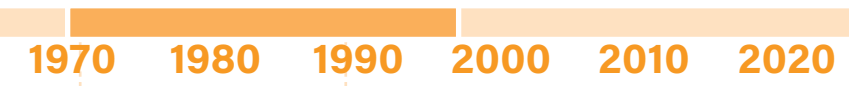
555,013

households & 1.6 million people

Housing History & Age



The Alta Vista neighborhood was one of the first in the area, constructed in 1954



1970 1999

52%
Nearly 1/2 of Arizona's housing stock was built between 1970 & 1999.

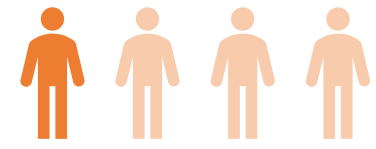
1970 1989 1999

51%
In the NWEII Study Area, housing stock was built between 1970 & 1989.

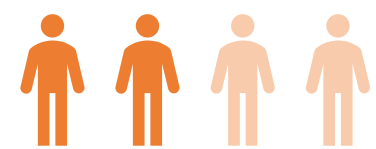
Affordability

There is currently no city-owned affordable housing within the NWEII area.

Income used on Rent





Nearly 1/4 of renters (23%) pay more than 1/2 of their household income for rent.

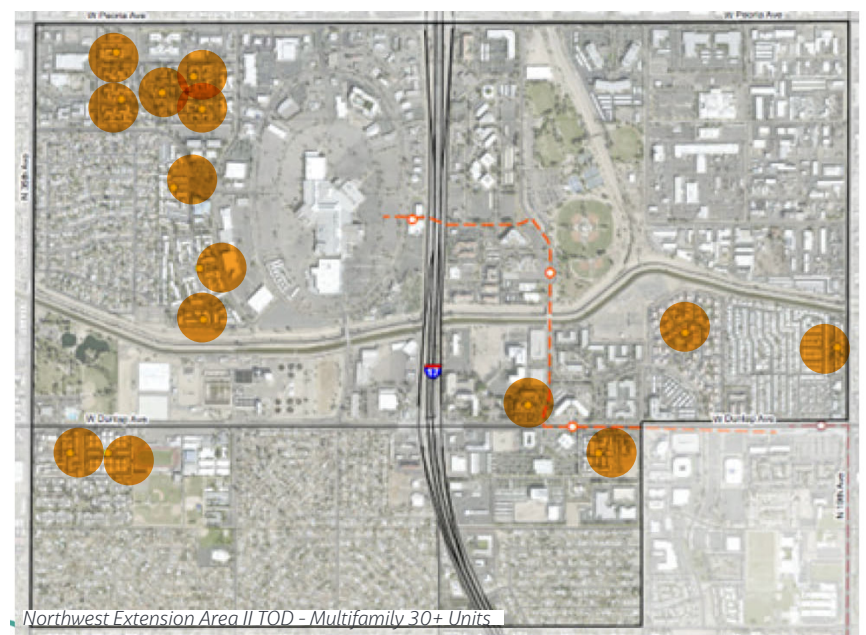


Nearly 1/2 of renters (51%) pay more than 1/3 of their household income for rent.

Housing Type

 **25.7%** of housing stock is single-family

 **64%** of housing stock is multi-family units



Northwest Extension Area II TOD - Multifamily 30+ Units

Upcoming Capital Projects and Initiatives

The Metrocenter redevelopment project supports the Housing Phoenix Plan goal of preserving or creating **50,000 housing units** by 2030 of a variety housing types.

The City of Phoenix plans to use HOME- ARP funds for production or preservation of affordable housing.