



GENERAL PLAN AMENDMENT STAFF ANALYSIS

<u>Application:</u>	GPA-CE-CC-SM-1-15-6-7-8
<u>Applicant:</u>	Planning Commission
<u>Location:</u>	South Central Avenue Corridor: area generally bounded by Washington Street on the north, Baseline Road on the south, and a ¼-mile radius around the intersections of Lincoln Street, Buckeye Road, Rio Salado Audubon Center, Broadway Road, Roeser Road, Southern Avenue, and Baseline Road. 50th Street station: area generally bounded by 48th Street on the west and 51st Street on the east, along Washington Street.
<u>Requested Change:</u>	To establish place types for the South Central Avenue light rail extension stations and the 50th Street station.
<u>Reason for Requested Change:</u>	To update the <i>Transit Oriented Development Strategic Policy Framework</i> with place types, which will serve as the guiding policy for land use decisions and investments along the South Central Avenue light rail extension and at the 50th Street station.
<u>Village Planning Committee Action:</u>	Camelback East – January 5, 2016 Central City – January 11, 2016 South Mountain – January 12, 2016
<u>Staff Recommendation:</u>	Staff recommends approval of the request.

BACKGROUND

In 2011, the City of Phoenix (City) was awarded a \$2.9 million federal grant from the U.S. Department of Housing and Urban Development to plan for development along the existing light rail corridor (ReinventPHX). As part of the ReinventPHX comprehensive planning effort, the City prepared the *Transit Oriented Development Strategic Policy Framework* and five district plans (Eastlake-Garfield, Gateway, Midtown, Uptown, and Solano) to guide land use decisions and future investments along light rail corridors.

In August 2015, Phoenix voters approved Proposition 104 (Transportation 2050) to increase the **City's sales tax for transit from 0.4 percent to 0.7 percent** for a period of 35 years. The approval of Proposition 104 has enabled several transit projects to advance ahead of schedule, including the 50th Street station and the South Central Avenue light rail extension.

In 2014, Valley Metro conducted a study to evaluate the feasibility of adding a light rail station along Washington Street in the vicinity of 48th Street. Three options were analyzed, and based on public input, the 50th Street location was selected.

The South Central Avenue light rail extension has been identified by the U.S. Department of Transportation as one of seven cities **selected for the agency's Ladders of Opportunity** Transportation Empowerment Pilot (LadderSTEP) program. The aim of the program is to promote neighborhood revitalization by investing in transportation infrastructure to connect underserved communities with employment centers. The South Central Avenue extension will add five miles of light rail to an area that relies heavily on transit.

Valley Metro is in the process of preparing the federally-required environmental assessment and conceptual engineering. The South Central Avenue light rail extension is a high-profile, priority transit project for the City due to the availability of local and federal funds **and the project's** inclusion in the federal LadderSTEP pilot program.

PUBLIC PARTICIPATION

In partnership with Valley Metro, staff collaborated with community stakeholders and the affected Village Planning Committees (VPCs) to develop a long-term vision for transit-oriented development (TOD) along the South Central Avenue light rail extension and at the 50th Street station. In lieu of developing a district plan for the South Central Avenue light rail extension or amending the Gateway District Plan to incorporate the 50th Street station, community stakeholders and the South Mountain, Central City, and Camelback East VPCs participated in a series of place type exercises to establish general parameters for future intensification near light rail stations through the assignment of TOD place types. Table 1 summarizes the public participation conducted to support the update of the *Transit Oriented Development Strategic Policy Framework*.

Table 1. Public Participation Summary





Date	Event	Location
November 3, 2015	Place type presentation and exercise with South Mountain focus group	6427 South Central Avenue, Phoenix
November 4, 2015	Place type presentation and exercise with Central City focus group	723 South 1st Avenue, Phoenix
November 10, 2015	Informational presentation to the South Mountain VPC	7050 South 24th Street, Phoenix
December 8, 2015	Place type presentation and exercise with the South Mountain VPC	7050 South 24th Street, Phoenix
December 11 – 18, 2015	South Mountain VPC place type exercise survey	Completed remotely
December 14, 2015	Place type presentation and exercise with the Central City VPC	1817 North 7th Street, Phoenix
January 5, 2016	Camelback East VPC Meeting	2802 East Devonshire Avenue, Phoenix
January 11, 2016	Central City VPC Meeting	1817 North 7th Street, Phoenix
January 12, 2016	South Mountain VPC Meeting	7050 South 24th Street, Phoenix

ANALYSIS

Staff recommendations for individual light rail station TOD place types are based on community stakeholder and VPC input coupled with an independent staff analysis. Consistent with the General Plan vision, the technical analysis conducted by staff is based on four Core Values. The fifth Core Value in the 2015 General Plan, *Create an Even More Vibrant Downtown*, is embodied in these two major transportation infrastructure investments by creating opportunities for more Phoenix residents to access the heart of the city.

Table 2 presents the data collected by staff related to each Core Value. The data was mapped along with the station locations and compared against the General Plan Place Type matrix (refer to Figure 1). Based on the presence and density of data features associated with each Core Value, staff assigned an appropriate place type for each station.

Table 2. Core Values and Supporting Data

Core Value	Reference Data
 Connect People and Places	Transportation infrastructure, including streets, bike paths and lanes, trails, canals, and transit
 Strengthen Our Local Economy	Employers, education and training facilities, and arts and cultural venues
 Celebrate Our Diverse Communities & Neighborhoods	Public services, including parks and recreational facilities, police, and fire
 Build the Sustainable Desert City	Water, wastewater, and storm water infrastructure

A summary of the technical analysis for each station is presented below. Attachment A contains the updated *Transit Oriented Development Strategic Policy Framework*, along with station profile sheets with highlights of the analysis. It should be noted that intersections are provided as general reference points for station locations. The exact location of each station will be determined during final design and engineering.

LINCOLN STREET STATION

The future Lincoln Street station will adhere to the same northbound/southbound couplet concept used in the downtown portion of the existing light rail facility, with the northbound platform located along Central Avenue and the southbound platform located along 1st Avenue.

The future station will be located within the Warehouse Character Area of the Downtown Code, which allows for unlimited density and maximum building heights of 80–140 feet on the north side



Central Avenue looking north at Lincoln Street.

of Lincoln Street and 80 feet on the south side of the street (see Attachments B, C, and D). Vacant land and unoccupied warehouses in the vicinity of Lincoln Street create opportunities for development and adaptive reuse.

New development occurring in certain areas surrounding the future Lincoln Street station also will be governed by the Central City South Interim Overlay (CCSIO) District and the *Central City South Area Plan*. The intent of the CCSIO District and *Central City South Area Plan* are to promote the character of the area through residential design standards, limit specific industrial and commercial uses, enhance community identity, and reduce the number of vacant or underutilized parcels.



Connectivity

The vicinity of the future Lincoln Street station is regionally accessible by a network of arterial, collector, and local roads; proximity to Interstate 17 (I-17); existing Valley Metro RAPID bus service along Central Avenue supplemented by local bus routes along 7th Street and 7th Avenue; and bike lanes and sidewalks along Central and 1st avenues.



Economy

Economic sectors represented in the area primarily include government, social, and advocacy services. The area surrounding the future Lincoln Street station includes more than 200 small, medium, and large employers, which provide almost 18,000 jobs (Source: Maricopa Association of Governments [MAG]). Wells Fargo, Maricopa County, and the City are the major employers. The economic landscape is supported by education and training services, as well as a variety of public art installations, museums, and other cultural venues.



Communities & Neighborhoods

Grant and Central City parks provide neighborhood recreational amenities to the Lincoln Street area. TOD around the future light rail station is enhanced by existing public services, such as police and fire protection, available to serve area needs.



Sustainability

Local water and storm water, along with regional wastewater facilities, serve existing users and provide the framework for future TOD.

Staff Recommendation: The future Lincoln Street station falls within the boundaries of the Downtown Code. Based on existing transportation infrastructure and current economic opportunities in the area, staff recommends the **Downtown Core** place type for the future Lincoln Street station in accordance with the Downtown Code. Any future development shall be in accordance with the regulations found within the Downtown Code and its associated Character Area.

BUCKEYE ROAD STATION

The future Buckeye Road station will be located at the southern extent of a Commercial Corridor as identified in the Downtown Code, which allows for a density of 43.5 dwelling units/acre and maximum building heights of 48 feet. Depending on the exact location, TOD within one-half mile of the Buckeye Road station may be governed by one or more of the following land use regulations: CCSIO, *Central City South Area Plan*, Central Park Character Area (Downtown Code), and the East Buckeye Road Overlay District. Collectively, these zoning overlays and regulatory plans promote well-managed growth of the area by emphasizing

community identity and residential character, discouraging certain industrial and commercial uses, and creating a gateway into downtown.



Connectivity

Regional accessibility near the future station includes proximity to I-17, arterials (Central Avenue and Buckeye Road), and collectors (Lincoln and Mohave streets). Valley Metro offers local bus routes along 7th Street, 7th Avenue, Central Avenue, and Buckeye Road. Bike lanes and sidewalks are present along Central Avenue; Buckeye Road has intermittent sidewalks and no striped bike lanes.



Central Avenue looking north at Buckeye Road.



Economy

The vicinity of the future Buckeye Road station includes 80 small- and medium-sized employers totaling more than 2,100 jobs (Source: MAG). Several business sectors are represented, including government, social, and advocacy services; retail; education; transportation and distribution; manufacturing; and construction. The largest area employer is MV Transportation. Nearby educational facilities include four schools and the Harmon Branch Library. Several public art installations as well as the George Washington Carver Museum and Cultural Center are less than one-half mile from the future Buckeye Road light rail station.



Communities & Neighborhoods

Neighborhood recreational amenities near the future Buckeye Road station include Grant, Central, and Harmon parks. Police and fire services are available to serve existing and future regional needs.



Sustainability

Local water and storm water, along with regional wastewater facilities, serve existing users and provide the framework for future TOD.

Staff Recommendation: The future Buckeye Road station has strong regional connectivity due to existing transit routes, arterial streets, and proximity to I-17. Established single- and multi-family residential areas are located west of Central Avenue and north of Buckeye Road, while commercial and industrial areas, **which account for many of the area's jobs**, are concentrated along Central Avenue and the south side of Buckeye Road. Existing zoning overlay districts and regulatory plans establish some parameters for future density and intensity at the intersection of Central Avenue and Buckeye Road, limiting certain areas to heights of 48 feet. As a gateway into downtown, the proximity of the **Buckeye Road to the city's business core makes it ideal for** additional residential development with supporting retail and low-rise office space. Staff recommends the **Neighborhood Center** place type for the future Buckeye Road station.

AUDUBON CENTER STATION

The future station will be located on the south side of the Salt River and adjacent to the Nina Mason Pulliam Rio Salado Audubon Center. The area is primarily industrial and encompassed by the Rio Salado Interim Overlay District and the *Rio Salado Beyond the Banks Area Plan*. The area plan and overlay district are intended to protect the investment in and maximize the benefits of the Rio Salado Habitat Restoration Project by limiting specific activities and controlling outdoor land uses.

Vacant and underutilized land on the west side of Central Avenue offer opportunities for revitalization of the area. The Raza Development Fund is proposing an approximately 80-acre mixed-use development known as the Plaza de las Culturas. If realized, this development would bring residential, commercial, retail, and cultural venues to the area.



Central Avenue at the Audubon Center (view north).



Connectivity

North-south access across the river is provided by three arterial streets: Central Avenue, 7th Street, and 7th Avenue.

East-west access to the Audubon Center and its vicinity is via minor collectors. Valley Metro offers local bus routes along Central Avenue, 7th Street, and 7th Avenue. Bike lanes and sidewalks are present along Central Avenue. The Audubon Center serves as one of two GRID Bike Share hubs south of the river. Proximity to I-17 provides regional connectivity.



Economy

Employers in the vicinity of the future station are clustered east of Central Avenue and south of the Audubon Center, and represent manufacturing; business services; construction; retail; transportation and distribution; and government, social, and advocacy services. There are currently more than 2,700 jobs within one-half mile of the future Audubon Center station (Source: MAG). With more than 500 employees, the largest employer is UTC Aerospace Systems (formerly Goodrich). There are no education or training facilities within the vicinity of the future station. Arts and cultural opportunities are limited to the Rio Salado enhancements which include public art installations on the north side of the river.



Communities & Neighborhoods

Located within the City's Rio Salado Habitat Restoration area, the Nina Mason Pulliam Rio Salado Audubon Center is a 600-acre park space and nature center which provides a unique recreational feature for the region. The facility also connects to approximately 16 miles of hiking trails along the river. TOD around the future light rail station is enhanced by existing public services, such as police and fire protection, available to serve area needs.



Sustainability

The area generally lacks water and wastewater infrastructure. Regional storm water facilities are present along Central Avenue. Additional infrastructure would be required to support TOD.

Staff Recommendation: The area is already serving as an economic center, offering more than twice the number of jobs compared to the four other future stations south of the river. The Nina Mason Pulliam Rio Salado Audubon Center is a regional focal point and community asset that will continue to draw residents **and visitors alike to one of Phoenix's** most important outdoor spaces. The vacant/underutilized land west of Central Avenue is a key location for community revitalization. Active redevelopment proposals **signify the area's readiness to** become a destination for residential, retail, entertainment, and cultural amenities. Therefore, staff recommends the **Medium Urban Center** place type for the future Audubon Center station.

BROADWAY ROAD STATION

The future Broadway Road station will be located within the South Mountain Village Core, and will provide an additional transit mode adjacent to the Ed Pastor Transit Center. Depending on the exact location, TOD within one-half mile of the future Broadway Road station may be governed by one or more of the following land use regulations: Rio Salado Interim Overlay District, *Rio Salado Beyond the Banks Area Plan*, the South Phoenix Village and Target Area B Design Overlay District, and the *Target Area B Redevelopment Plan*. The aim of the overlay district and area plan associated with the river are to maximize the benefits of the Rio Salado Habitat Restoration Project, while the overlay district and redevelopment plan for Target Area B are intended to enhance residential neighborhoods and protect area revitalization investments.



Connectivity

Regional accessibility near the future Broadway Road station includes arterial, collector, and local roads. In addition, Valley Metro offers six routes, including RAPID bus service along Central Avenue, from the Ed Pastor Transit Center. The transit center also serves as the second GRID Bike Share hub south of the river. Northbound Central Avenue includes a striped bike lane. Sidewalks are present along Central Avenue and Broadway Road.



Ed Pastor Transit Center at Broadway Road (view west).



Economy

Economic opportunities in the vicinity of the future station include approximately 40 small employers representing government, social, and advocacy services; retail; finance, insurance, and real estate; business and consumer services; and construction. The future station vicinity supports approximately 900 jobs; the largest **area employer is the City's Fire Battalion 5** (Source: MAG). Education or training facilities within one-half mile of the future Broadway Road station include two schools. Arts and cultural opportunities are limited to two

public art installations at the Ed Pastor Transit Center and the Travis L. Williams Family Service Center.



Communities & Neighborhoods

Hayden and Ho-E parks provide neighborhood recreational amenities near the future Broadway Road station. Police and fire services are available to serve existing and future regional needs.



Sustainability

Local water and wastewater facilities, coupled with regional storm water facilities, provide adequate infrastructure for existing users and the framework for future TOD.

Staff Recommendation: The Ed Pastor Transit Center provides strong regional accessibility, which is complemented by established infrastructure and public services and a modest economic environment. The Broadway Road area also functions as the northern portion of the South Mountain Village Core, where activity centers and more intense uses are encouraged. As a transit hub, the Broadway Road area is an ideal location for a balanced commercial and residential center offering employment and retail opportunities, and which will provide supporting amenities to the Medium Urban Center less than one mile north at the Audubon Center station area. Accordingly, staff recommends the **Minor Urban Center** place type for the future Broadway Road station.

ROESER ROAD STATION

The future Roeser Road station will be located in a primarily residential area. TOD near the future Roeser Road station will be governed by the South Phoenix Village and Target Area B Design Overlay District and the *Target Area B Redevelopment Plan*. Both mechanisms are intended to enhance residential neighborhoods and maximize the benefit of revitalization investments.



Connectivity

The future station area is served by Central Avenue, an arterial street, and by Roeser Road, a minor collector. Valley Metro provides local bus routes along Central Avenue, 7th Street, 7th Avenue, and Roeser Road. Bike lanes are present on Central Avenue, and occur intermittently along Roeser Road. Sidewalks are present along Central Avenue and Roeser Road.



Economy

The vicinity of the future Roeser Road station currently includes approximately 50 small employers totaling more than 1,000 jobs (Source: MAG). The strongest economic sectors near Roeser Road are government, social, and advocacy services; business and consumer services; finance, insurance, and real estate; and retail. The largest area employer is the **City's Fire Battalion 5**. Education and training opportunities within one-half mile of the future Roeser Road station



Central Avenue looking north at Roeser Road.

include two schools and the Ocotillo Library. Arts and cultural venues are limited to two public art installations at the Ocotillo Library and the Travis L. Williams Family Service Center.



Communities & Neighborhoods

Open spaces in the Roeser Road area include Hayden and Momo parks. TOD around the future light rail station is enhanced by existing public services, such as police and fire protection, available to serve area needs.



Sustainability

Regional water and storm water facilities and local wastewater system provide adequate infrastructure for current users and a framework for future TOD.

Staff Recommendation: The future station will be located in a primarily residential area with commercial uses concentrated along Central Avenue. Roeser Road is a minor collector that connects neighborhoods with Central Avenue. Roeser Road is also the southern limit of the South Mountain Village Core, and reflects a gradual transition from more intensive commercial uses near Broadway Road to more single- and multi-family residential further south. Based on limited employment opportunities, reduced regional accessibility, and the desire to enhance residential neighborhoods by way of the South Phoenix Village and Target Area B Design Overlay, staff recommends the **Neighborhood Center** place type for the future Roeser Road station.

SOUTHERN AVENUE STATION

Within the vicinity of the future station, commercial uses line both sides of Central Avenue and the north side of Southern Avenue. Single- and multi-family residential uses are dominant beyond the intersection of Central and Southern avenues. Southern Avenue serves as the boundary of two overlay districts established to enhance residential neighborhoods while being sensitive to the rural, agricultural character of the area: the South Phoenix Village and Target Area B Design Overlay District (north of Southern Avenue) and the Baseline Area Overlay District (south of Southern Avenue). Accordingly, future TOD near the Southern Avenue station may be governed by one of the two districts, as well as the *Target Area B Redevelopment Plan* and the *Baseline Area Master Plan*.



Central Avenue looking south at Southern Avenue.



Connectivity

The future station area is served by Central and Southern avenues, both of which are arterial streets. Valley Metro provides RAPID bus service along Central Avenue and local bus routes along 7th Street, 7th Avenue, and Southern Avenue. Sidewalks are present along Central and Southern avenues, and striped bike lanes occur intermittently along both arterials.



Economy

Economic opportunities in the vicinity of the future station include approximately 60 employers representing government, social, and advocacy services; business and consumer services; retail; education; finance, insurance, and real estate; and health care. The vicinity of the future Southern Avenue station currently supports more than 1,300 jobs; the largest area employers are the City and Roosevelt School District (Source: MAG). Education and training opportunities within one-half mile of the future Southern Avenue station include one school and the Ocotillo Library. Arts and cultural venues are limited to two public art installations at the Ocotillo Library and the South Mountain Community Center.



Communities & Neighborhoods

Neighborhood recreational amenities near the future Southern Avenue station include El Reposo and Momo parks. Police and fire services are available to serve existing and future regional needs.



Sustainability

Regional water and wastewater infrastructure, along with local storm water facilities, provide adequate infrastructure for existing users and a framework for future TOD.

Staff Recommendation: The future Southern Avenue station is characterized as a residential area with Central Avenue retail, such as the South Plaza and Ranch Market complex, serving adjacent neighborhoods. Regional connectivity is via the arterial street network and bus service. Existing zoning overlay districts illustrate the desire to enhance residential neighborhoods while preserving the rural, agricultural character of the area. Staff recommends the **Neighborhood Center** place type for the future Southern Avenue station.

BASELINE ROAD STATION

The future Baseline Road station will function as the southern terminus of the South Central Avenue light rail extension. The station will serve single-family and multifamily residential areas concentrated west of Central Avenue and south of Baseline Road, as well as commercial properties along Baseline Road. Compared to the other future station areas within the South Mountain Village, Baseline Road currently includes a significant amount of commercially-zoned property within one-half mile of the future station. TOD near the future station will be governed by the Baseline Area Overlay District and the *Baseline Area Master Plan*, the intent of which is to balance development with the rural, agricultural



Central Avenue looking south at Baseline Road.

character of the area through the implementation of specific design guidelines and standards.



Connectivity

Regional accessibility near the future station is provided by Central Avenue, an arterial street, and Baseline Road, a major arterial street/scenic drive. Valley Metro provides RAPID bus service along Central Avenue and Baseline Road, and local bus routes along 7th Street, 7th Avenue, and Baseline Road. Sidewalks are present along Central Avenue and Baseline Road. Striped bike lanes occur intermittently in the area. Canal banks also provide east-west connectivity for cyclists and pedestrians.



Economy

The vicinity of the future Baseline Road station includes approximately 50 small- and medium-sized employers providing more than 1,300 jobs (Source: MAG). The largest employers are **Mountain Park Health Center, Life Care Center at South Mountain, and Fry's Food Store**. Area education and training opportunities include two schools. There are no arts or cultural venues located within one-half mile of the future Baseline Road station.



Communities & Neighborhoods

The **South Mountain Park/Preserve, one of the nation's largest municipal parks**, is located approximately 1.5 miles south of the future Baseline Road station. Other nearby recreational opportunities include the Western and Highline canals which provide pathways for bicycle and pedestrian use. TOD around the future light rail station is enhanced by existing public services, such as police and fire protection, available to serve area needs.



Sustainability

Local water, wastewater, and storm water facilities provide adequate infrastructure for existing users.

Staff Recommendation: The future Baseline Road station has a medium level of regional accessibility due to existing transit routes and arterial streets. As the terminus of the South Central light rail extension, Baseline Road has the potential to provide additional east-west transit options in the future. Established residential neighborhoods west of the future station area are supported by parks and recreational amenities, including South Mountain Preserve and canal pathways. The Baseline Area Overlay District and the *Baseline Area Master Plan* emphasize the importance of **honoring the area's character and offer design standards for future development**. Given the amount of existing commercially-zoned property, the Baseline Road station area is likely to experience continued interest in developing additional retail, commercial, and low-rise office space as the light rail extension is constructed. Staff recommends the **Minor Urban Center** place type for the future Baseline Road station.

50TH STREET STATION

The future 50th Street station will be located just east of the Camelback East Village Core between the 44th Street and Priest Drive stations, which are approximately 1.90 miles apart. The new station will serve Ability 360 (formerly Arizona Bridge to Independent Living [ABIL] and the Disability Empowerment Center) and several other businesses located along Washington Street. Both sides of Washington Street are zoned Industrial, and portions have a Historic Preservation or Historic Preservation – Landmark zoning overlay to ensure the preservation and protection of historical and archaeological resources.



Connectivity

The vicinity of the future 50th Street station is regionally accessible by a network of arterial streets and proximity to State Route (SR) 202 (Loop 202) and SR 143. The area is also served by transit options, including existing light rail service along Washington Street and by local bus routes on Washington, Van Buren, and 44th streets. Bike lanes and sidewalks are present along Washington Street.



Washington Street looking east near 50th Street.



Economy

Economic sectors represented near 50th Street include business and consumer services; construction and manufacturing; finance, insurance, and real estate; government, social, and advocacy services; retail; healthcare; and transportation and distribution. The area surrounding the future 50th Street station includes approximately 45 small employers. With a combined total of nearly 2,000 employees, the US Postal Service and Desert Schools Federal Credit Union are the two large area employers near the future station (Source: MAG). Education and training opportunities are limited, and include one school. The area supports two important cultural venues: Tovrea Castle and the Pueblo Grande Museum and Archaeological Park.



Communities & Neighborhoods

Given the commercial and industrial setting, recreational amenities in the immediate vicinity of the future 50th Street station are limited. The Grand Canal crosses 48th Street approximately one-half mile south of the future station. Papago Park is located northeast of the Loop 202, more than one-half mile from the future station. Regional police and fire facilities are available to serve existing and future needs.



Sustainability

Local water and storm water facilities, along with regional wastewater facilities, provide adequate infrastructure for current users and the framework for future TOD.

Staff Recommendation: The future station will be located in a primarily commercial area with high regional accessibility. A number of existing commercial properties and points of historical and archaeological interest along Washington Street foster a strong economic environment, and provide employment and cultural opportunities. The area also includes established infrastructure and public services, and has the potential to support additional commercial, as well as residential, retail, and entertainment uses. Accordingly, staff recommends the **Minor Urban Center** place type for the future 50th Street station.

FINDINGS

Table 3 summarizes the recommended TOD place types for each future light rail station as assigned by the community focus groups, VPCs, and staff.

Table 3. Recommended TOD Place Types

Light Rail Station	Staff Recommendation
Lincoln Street	Downtown Core
Buckeye Road	Neighborhood Center
Audubon Center	Medium Urban Center
Broadway Road	Minor Urban Center
Roeser Road	Neighborhood Center
Southern Avenue	Neighborhood Center
Baseline Road	Minor Urban Center
50th Street	Minor Urban Center

CONCLUSION AND RECOMMENDATION

Staff recommends approval of the General Plan Amendment per Attachment A. The updated *Transit Oriented Development Strategic Policy Framework* establishes TOD place types for the 50th Street station and seven stations along the South Central Avenue light rail extension, as summarized by the staff recommendations in Table 3. The TOD place types will serve as the guiding policies for future land use decisions and investments near the new transit facilities.

Authors

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Attachments

Attachment A Updated *Transit Oriented Development Strategic Policy Framework*
Attachment B Downtown Code Character Area Boundaries Map
Attachment C Downtown Code Height Map
Attachment D Downtown Code Density Map

Attachment A - Updated TOD Strategic Policy Framework



Transit Oriented Development Strategic Policy Framework



2016
City of Phoenix

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RESOLUTION 21126

A RESOLUTION ADOPTING AN AMENDMENT TO THE 2001 GENERAL PLAN FOR PHOENIX, APPLICATION GPA-1-09, CHANGING THE LAND USE ELEMENT TO IMPROVE GOAL 7, TRANSIT ORIENTED DEVELOPMENT (TOD); AND PROVIDE AN ENHANCED POLICY FRAMEWORK TO GUIDE DISTRICT PLANNING PROCESSES AND LAND USE DECISIONS ALONG EXISTING AND PLANNED LIGHT RAIL CORRIDORS AS DESCRIBED HEREIN.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PHOENIX, as follows:

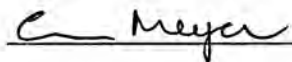
SECTION 1. The 2001 Phoenix General Plan which was adopted by Resolution No. 19731, is hereby amended by adopting GPA-1-09 to improve Goal 7, Transit Oriented Development (TOD), within the Land Use Element to provide an enhanced policy framework to guide district planning processes and land use decisions along existing and planned light rail corridors, and to improve competitiveness for federal transit funding as approved by City Council on April 3, 2013, and that the Planning and Development Director is instructed to modify The 2001 Phoenix General Plan to reflect this change as shown in Exhibit A.

PASSED by the Council of the City of Phoenix this 3rd day of April, 2013.



MAYOR

ATTEST:

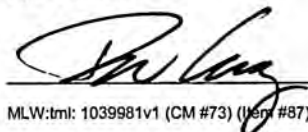
 City Clerk



APPROVED AS TO FORM:

 Acting City Attorney

REVIEWED BY:

 City Manager

MLW:tml: 1039981v1 (CM #73) (Item #87) 4/3/13

Attachments:

- A: GPA-1-09 Text Amendment Changes
- B: Phoenix TOD Strategic Policy Framework

ACKNOWLEDGEMENTS

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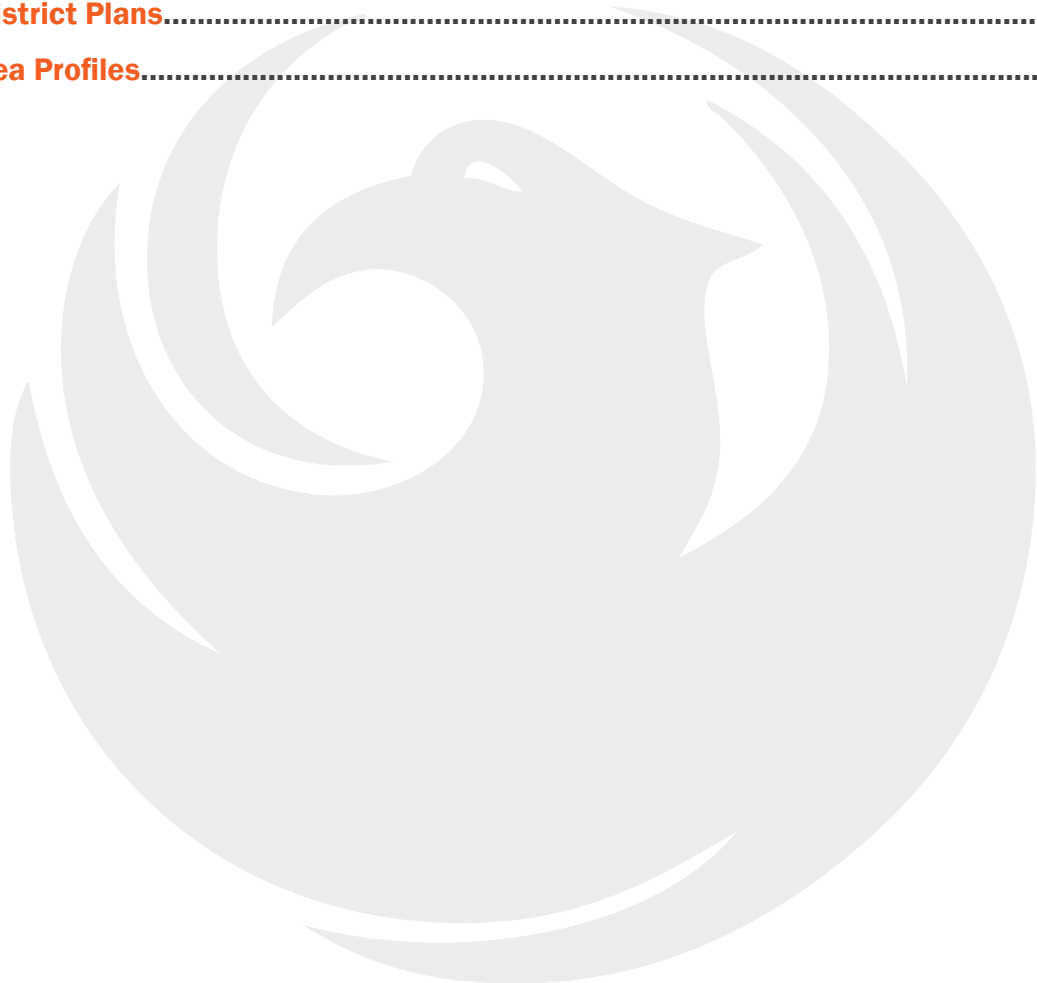
South Mountain Village Planning Committee

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Dr. George Brooks, Vice Chair

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Phoenix Metro Light Rail

The Opportunity for Phoenix

A. Overview

Transit Oriented Development (TOD) is broadly defined as compact, pedestrian-scaled, mixed use development located within a short walk of high capacity transit stations. The intent of TOD is to make walking, bicycling and using transit convenient, safe and enjoyable for daily life.

The national TOD real estate market strengthened over the past decade and demographic trends point to a significant growth in demand in the coming years. Local governments across the country are responding to shifting lifestyle preferences by strategically building infrastructure and adopting supportive policies designed to promote sustainable economic development and improve quality of life indicators.

Fixed-route transit systems, such as light rail, create attractive development conditions by providing investors lower risk and greater certainty of stable, long-term ridership. Metro, the largest single light rail construction project in the nation's history, was completed in 2008. Metro has outperformed expectations, achieving 20-year ridership targets in its first 4 years of operation. Plans to expand the system by 37 miles over the next 20 years include 25 miles of extensions within the city of Phoenix.

Metro provides a strong infrastructure foundation for TOD; however, transit alone is not sufficient to catalyze the transformation of low vitality areas into thriving

TOD districts. Strategically located investments such as sidewalk and bicycle improvements, utility upgrades, shade trees, open spaces, workforce housing, shared parking facilities and high frequency bus connections are necessary to boost market opportunity to levels feasible for TOD construction and business expansion.

Supportive land use policies are also essential for creating an environment attractive to TOD investors. Clear, "by-right" zoning codes create shorter and more predictable construction time lines that are often needed to secure financing and keep costs manageable in complex infill areas. Consistently implemented form-based standards can help win lasting support from residents and reduce the risk of investment devaluation from low quality or incompatible development.

The combination of light rail expansion and rising market demand presents an extraordinary opportunity to add walkable mixed use neighborhoods to the city's amenity portfolio and reinvent Phoenix's urban form with an efficient, high performance growth pattern. The policy framework in this document is intended to improve the investment environment around key nodes in the Phoenix transit network and guide sustainable urban development to benefit all residents.



- Transform Phoenix’s growth pattern
- Improve TOD investment environments around strategic nodes
- Position the city for sustainable, high performance economic development
 - Provide choices for quality + affordable living
 - Guide economic growth to benefit communities

B. Market

Demographics are driving a national shift in housing preferences. Over half of the United States population is now within two age cohorts: the “Baby boomers” (born between 1946-1964) and the “Millennials” (born between 1977-1994)¹. A significant number of buyers and renters in these two segments will be looking for housing in the coming years, with major implications for cities.

Seniors

As children move out and more Baby Boomer households transition to fixed incomes, a portion of this generation will be looking for smaller homes in locations that require shorter and less frequent driving trips. TOD districts will serve these preferences by providing housing choices with a lower maintenance burden and convenient access to services, healthcare providers and cultural amenities.

Young Professionals

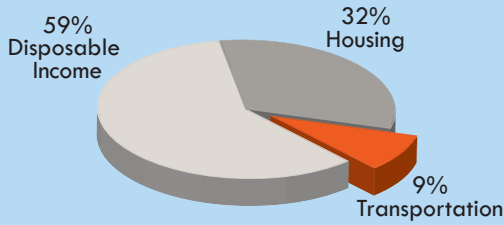
Market research has indicated that Millennials are opting to live in walkable urban areas in much greater numbers than previous generations². They are also driving less and having fewer children compared to their parents³. Demand for smaller units in active mixed-use centers from young adults will further increase TOD demand.

Real Estate Impact

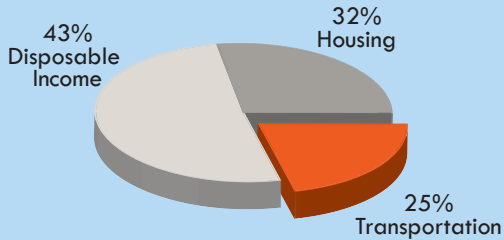
The simultaneous convergence of these two very large demographic segments on the real estate market is a historic occurrence that will have a significant impact on urban development patterns across the United States. In 2011, the oldest Baby Boomers began turning 65, beginning a wave that will continue steadily through 2030. This two decade-long event will equate to an average of 10,000 people turning 65 – about the size of Sedona – every day for 19 years⁴. During the same period, the Millennial generation will be looking for their first place to buy or rent in even larger numbers. This unprecedented influx in demand for walkable, mixed use urban living will create opportunities for building both housing and commercial space. Cities that provide the right conditions for seizing this historic economic opportunity will be well positioned to receive substantial investment capital in the coming decades and better prepared to maximize community benefits by proactively guiding its deployment.

Housing + Transportation Costs:

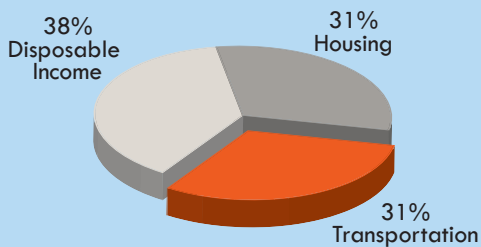
TOD Districts - U.S.



Peripheral Suburbs - U.S.



Moderate Income Family - Phoenix Region



Source: Center for Neighborhood Technology, Center for Housing Policy, US Census

A 2012 analysis of Census data jointly published by the Center for Neighborhood Technology and Center for Housing Policy revealed that families in the Phoenix metropolitan area spend \$1,011 per month on transportation, equaling housing (\$1,012) as the largest household expenditure. For the region's average moderate income family (earning between 50 and 100 percent of area median), housing and transportation consumes 62 percent of the monthly budget. Between 2000 and 2010, combined housing and transportation expenses rose 33% -- twice the rate of increase in the metro area's median income. The study ranks the Phoenix region 7th highest among the 25 largest U.S. metro areas in the combined cost of housing and transportation.



Phoenix Metro Station

C. Community Benefits

Well planned TOD improves a city's quality of life. Smart decisions provide cost savings for both residents and government, stronger neighborhoods, improved health and new business opportunities.

Cost of Living

Cities with dispersed patterns of housing, jobs, schools and other day-to-day services require most households to own one or more cars. Choices are limited for residents who prefer living in more efficient areas that necessitate less driving, or even reasonable options to live car-free. For low and moderate income families, the quality of life impacts of transportation costs can be severe. Paying for transportation is often a struggle that requires either cutting back on necessities, or turning to public assistance. In well planned TOD districts, research has documented that transportation consumes only 9 percent of the average household budget, compared to 25 percent in automobile-dependent areas⁵.

Cost of Government

On a per capita basis, compact development requires fewer roads, utility lines, parks, police stations and other infrastructure compared to dispersed, low density



Farmers Market Downtown Phoenix

patterns. When focused near transit stations, dense, walkable neighborhoods also increase public transit fare recovery. These efficiencies provide savings to taxpayers by lowering the long term operating and maintenance costs of government facilities and services.

Social Connectivity

The community's capacity to collectively solve problems is strengthened when cohesive neighborhood linkages are formed. Pedestrian-scaled buildings and walkable streets facilitate greater interaction and communication among residents. Mixed use centers can also enhance business networking and knowledge-sharing. High wage employers are attracted to areas where they can tap into pools of educated workers and often form clusters of synergetic industry ecosystems.

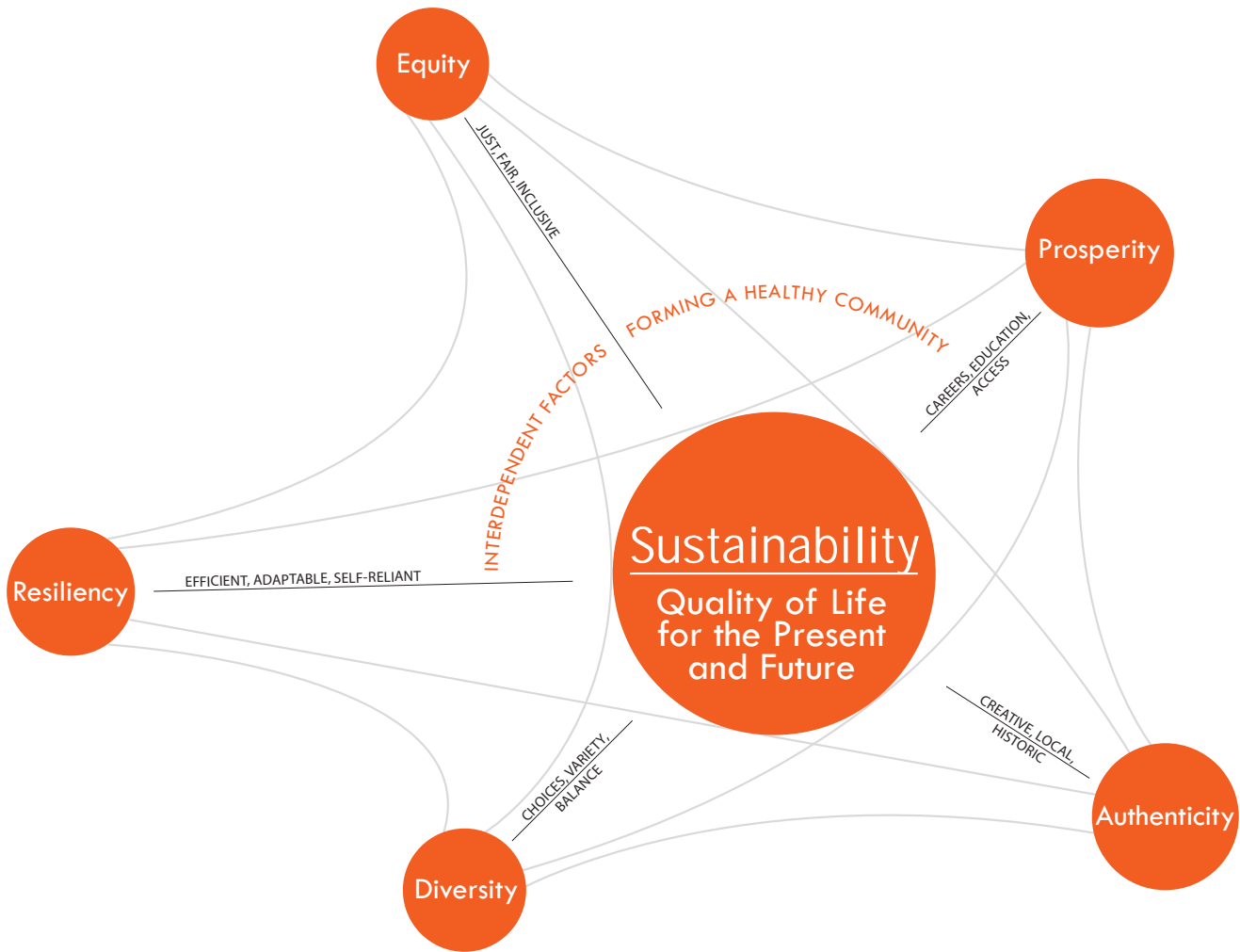
Public Health

Well planned TOD districts improve access to the amenities needed to live healthy, active lifestyles. Compact, mixed use development can reduce distances between housing, parks and grocery stores and improve connectivity for multiple surrounding neighborhoods when clustered near transit. Increasing the accessibility of these essential land

uses provide residents more opportunities to exercise and eat nutritious foods, particularly for those who cannot drive or who have trouble affording a car. Designing buildings to line sidewalks and open spaces with windows, patios and storefronts helps deter crime through enhanced community surveillance and activation of public spaces. Narrowing streets calms traffic and allows additional space for bicycle lanes, shade trees, street parking, wide sidewalks and other features that improve safety. TOD integrates these factors to make healthy living easier and safer for all residents.

Business Formation

TOD can revitalize areas by expanding the customer base for existing businesses and creating new markets for growth. Creative entrepreneurs often form businesses in walkable urban locations in order to leverage arts and cultural destinations, adaptively reuse old buildings, interact with other creatives and to work closer to where they prefer to live. High wage companies that must compete for top talent often consider locating in places with urban living amenities as a strategy to attract skilled employees.



D. Sustainability Integration

The economic, social and physical health of the community is intimately linked to the surrounding natural and built environment. The City of Phoenix uses a holistic and multidisciplinary approach to urban planning by guiding the integration of economic, social and environmental systems to meet the needs of the present generation without compromising the ability of future generations to meet their own needs. Five interrelated and interdependent factors will permeate planning and decision making processes to help ensure sustainability.

Equity

People of all ages, income levels, races, ethnicities and abilities should have fair access to the benefits provided by the community's investment in light rail and civic amenities like parks, libraries and cultural facilities. The cost of living and health impacts of urban development disproportionately affect middle and lower income families. Improving these conditions increase residents' ability to save, invest in education, improve their homes, use fewer public assistance resources and participate

more fully in the local economy. Equitable communities enhance the quality of life for everyone.

Diversity

TOD districts should have a rich mix of housing, businesses, building ages and transportation choices. Day-to-day retail, such as day-care services and grocery stores, are needed along with interesting boutiques and cafes. Streets should be retrofitted to add safe, convenient and comfortable walking and bicycling options. A variety of housing types for both singles and families should be supplied at a range of prices that enable continued residency in the district throughout changes in one's income, family size or physical ability.

Authenticity

A sense of place is a unique characteristic that contributes to an area's vitality. The unique and authentic character of each TOD district should be recognized and respected. Historic preservation, locally owned businesses, innovative adaptive building reuse, distinctive



Civic Space Park Downtown Phoenix

open spaces, neighborhood block parties, block parties, festivals and public art create a sense of place. The city benefits from businesses owned by people who live in the community, as a greater share of revenue is retained within the local economy. Tourists are attracted to interesting destinations that are not available at home. Neighborhoods are strengthened when residents take pride and identify themselves with the places in which they live.

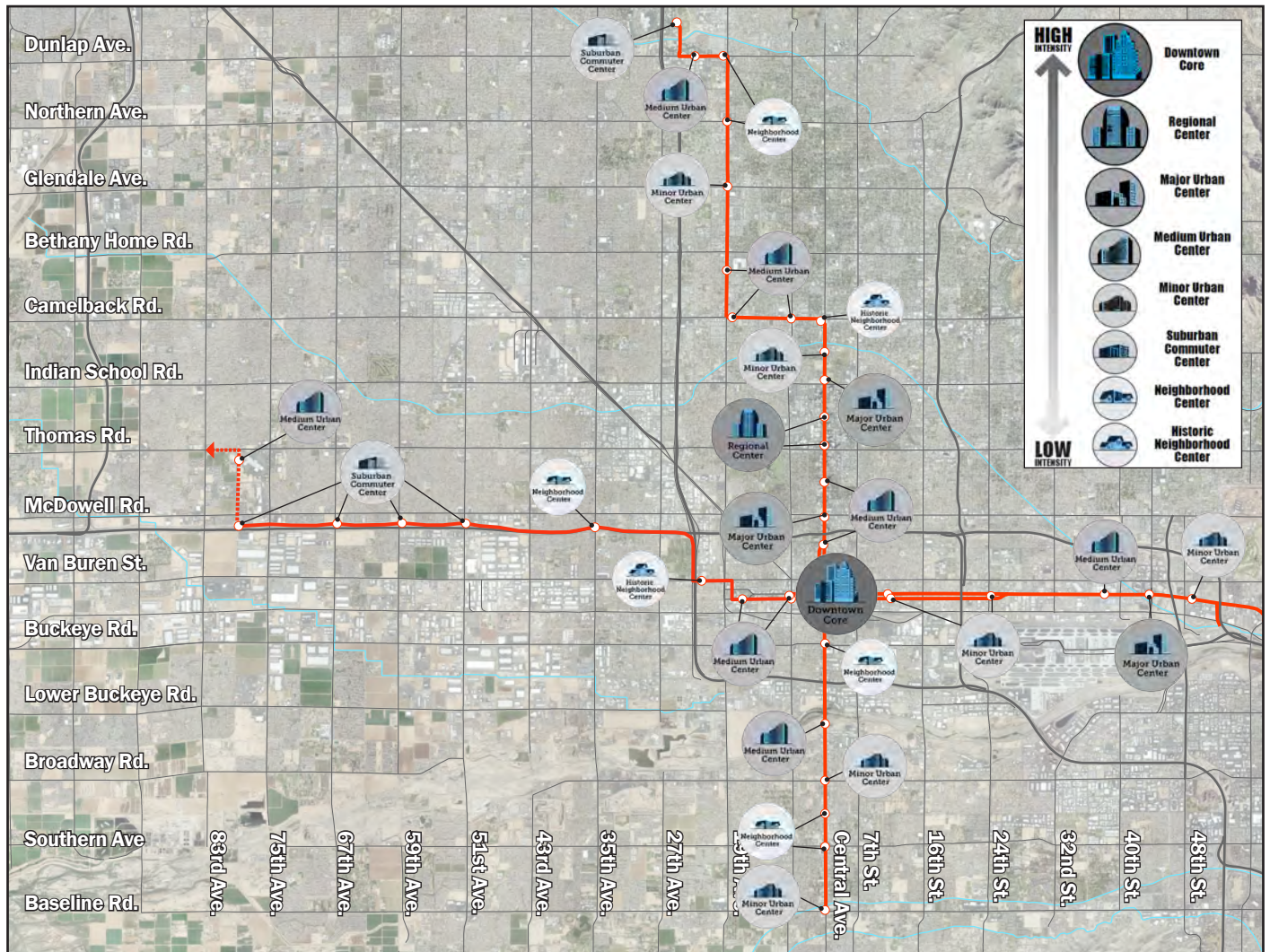
Prosperity

Economic vitality should be continuously pursued in TOD districts. Incentives for high quality employers, improvements to neighborhood schools and other fundamental elements for building wealth and providing fair access to opportunity should be supported. Existing assets such as anchor institutions, entrepreneurial incubators, job training programs and community support services should be strategically leveraged and cultivated to encourage growth and provide pathways to fulfilling careers.

Resiliency

TOD districts should be designed to maximize resource efficiency and self-reliance in order to improve the community's ability to adapt to rising temperatures and prices. Mixed use development and enhanced walkability reduce dependence on fossil fuels. Green construction techniques and solar power help lower utility bills. Planting trees, constructing lush open spaces and using heat-resisting building materials mitigate rising outdoor temperatures. A Green Infrastructure approach to stormwater management improves irrigation efficiency and lessens pollutants. Community gardens and farmers markets increase the availability of locally grown food. These and other methods for reducing the community's vulnerability to climate change should be encouraged.

TOD Typology Map



E. Place Types

Proactive planning is essential for ensuring that economic growth benefits the community and advances urban sustainability. The first step in the TOD planning process is the establishment of a city-wide framework to improve the linkage between land use and transportation.

Planning typologies help describe urban environments by categorizing related characteristics. Defining these basic classifications, called Place Types, helps avoid a “one-size-fits-all” planning approach by creating a contextual, system wide urban form framework.

Phoenix TOD policies are designed to shape walkable mixed use environments and focus redevelopment near high capacity transit stations. This nodal pattern is called a “Connected Centers” planning model. A Center is a term used to describe a concentration of activities within a city. Eight mixed-use Center Place Types have been developed by jointly analyzing the transit network and urban form structure. This Phoenix TOD Typology specifies general

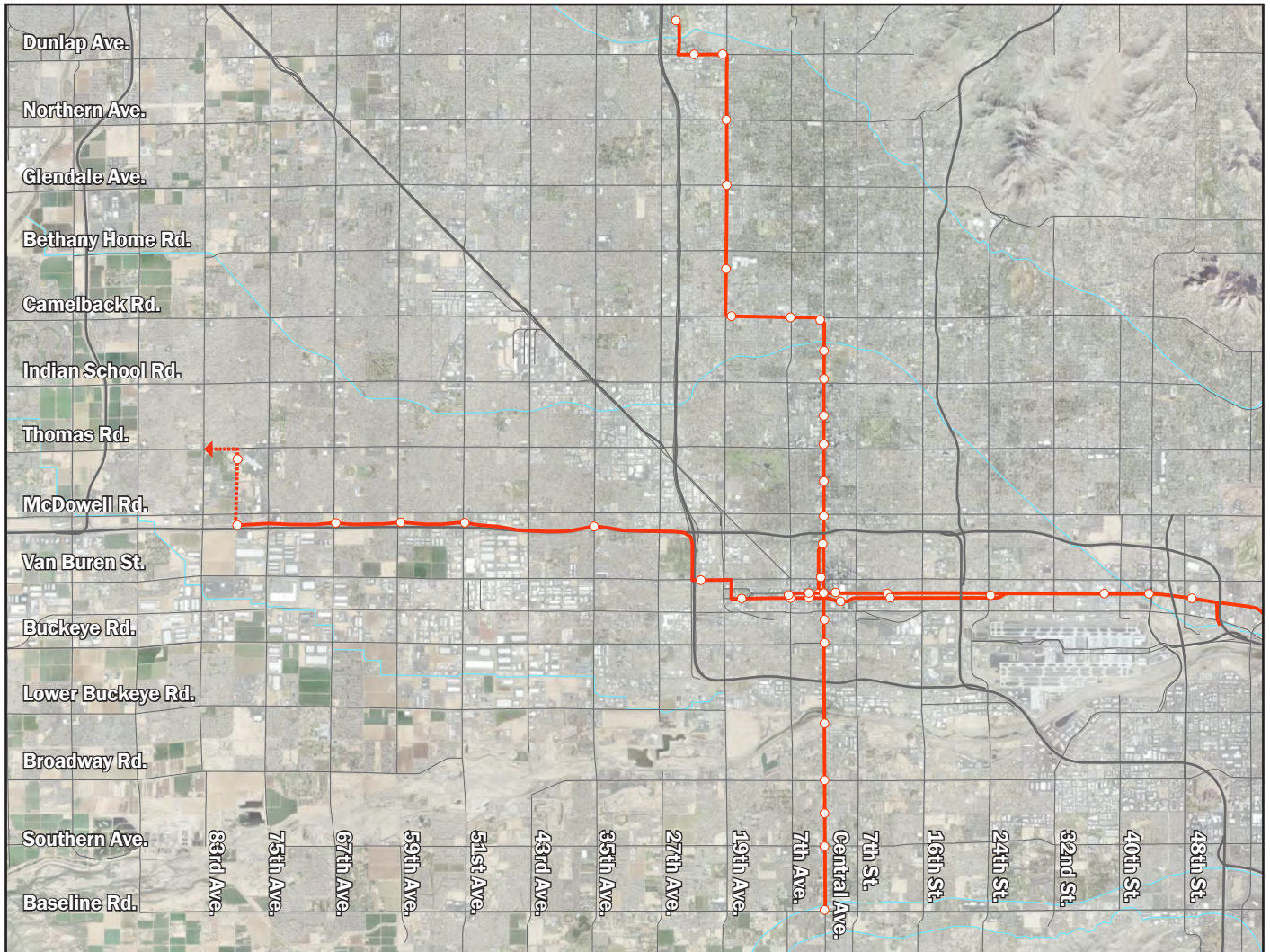
parameters for growth using a hierarchical classification system. The Downtown Core Place Type is established as the most intensive category and scales down incrementally to lower intensity Neighborhood Center Place Types.

Methods

Characteristics of existing Centers in Phoenix were examined to create an initial set of TOD Place Types. Working with the city’s Village Planning Committees (VPCs), TOD Place Types were refined and recommended for all existing and planned light rail stations, except within the Downtown district. Downtown stations were assigned Place Types by classifying the existing urban form policies contained in the Downtown Code.

Working with VPCs, staff analyzed land use, zoning, entitlements, destinations, demographics, housing, employment, walkability, market research studies and existing plans to assess the existing context and

Major Transit Corridors Map



Source: City of Phoenix Public Transit Department High Capacity Corridors Study, Planning and Development Department

susceptibility to future change within a ¼ mile radius of light rail stations. With assistance from photographs, visual simulations and stakeholder input, VPCs then voted to recommend a TOD Place Type for each existing or planned light rail station located within their Village.

Objectives

The TOD Place Types provide the general parameters for intensification near light rail stations and are intended to accomplish three basic objectives:
















- Provide a starting point for TOD district plans by specifying a general range of possibilities for new development near light rail stations.
- Provide interim guidance for rezoning decisions prior to the completion of TOD district plans.
- Provide guidance for transit system planning by coordinating land use intensity with regional transit accessibility.

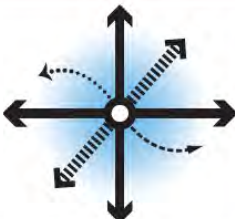

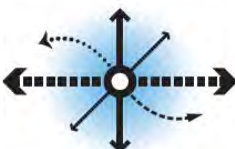













Applicability

The TOD Place Type parameters apply to properties generally within a ¼ mile radius of existing and planned light rail stations, with the following exceptions:

- Properties that are historic or historic-eligible, as determined by the Historic Preservation Officer.
- Properties zoned single family.
- Properties excluded through VPC Specifying Actions (See Appendix).
- Properties with existing entitlements that are greater than allowed in the Place Type.
- Properties determined to be incompatible through TOD district planning or rezoning processes.

TOD Typology Matrix












Place Type Image	Place Type	Land Use Mix	Housing
	Downtown Core 	<ul style="list-style-type: none"> • Central Business District • Entertainment Destination • Destination Retail • High & Mid Rise Living • Industry Cluster • Civic & College Campuses 	<ul style="list-style-type: none"> • High Rise • Mid Rise • Loft Conversion
	Regional Center 	<ul style="list-style-type: none"> • Office Employment • Industry Cluster • High & Mid Rise Living • Supportive Retail 	<ul style="list-style-type: none"> • High Rise • Mid Rise • Apartment • Town house • Row house
	Major Urban Center 	<ul style="list-style-type: none"> • Entertainment Destination • Retail Destination • Mid Rise Living • Office Employment 	<ul style="list-style-type: none"> • Mid Rise • Apartment • Town house • Row house
	Medium Urban Center 	<ul style="list-style-type: none"> • Balanced Commercial & Residential • Retail Destination • Entertainment Destination • Some Employment 	<ul style="list-style-type: none"> • Mid Rise • Apartment • Town house • Row house • Live/Work
	Minor Urban Center 	<ul style="list-style-type: none"> • Balanced Commercial & Residential • Retail Destination • Entertainment Destination • Some Employment 	<ul style="list-style-type: none"> • Mid Rise • Apartment • Town house • Row house • Live/Work
	Suburban Commuter Center 	<ul style="list-style-type: none"> • Office Employment • Colleges & Trade Schools • Hotels • Commuter serving Retail • Limited Housing 	<ul style="list-style-type: none"> • Apartment • Town/Row Home • Live/Work
	Neighborhood Center 	<ul style="list-style-type: none"> • Primarily Residential • Neighborhood serving retail • Limited employment 	<ul style="list-style-type: none"> • Apartment • Town/Row Home • Live/Work • 2 or 3 unit • Single Unit
	Historic Neighborhood Center 	<ul style="list-style-type: none"> • Primarily Residential • Neighborhood serving retail • Limited employment 	<ul style="list-style-type: none"> • Apartment • Town/Row Home • Live/Work • 2 or 3 unit • Single Unit

Commercial	Transit Node	Intensity
<ul style="list-style-type: none"> • High Rise Office & Hotel • Major • Under 40,000 sq. ft. single tenant retail footprint 	<ul style="list-style-type: none"> • Central Hub • Highest Regional Accessibility 	<ul style="list-style-type: none"> • Highest Intensity • 6+ Stories 
<ul style="list-style-type: none"> • Mid-High Rise Office & Hotel • Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> • Regional Destination • High Regional Accessibility 	<ul style="list-style-type: none"> • High Intensity • 5-10 Stories • Incentive: 20 Stories 
<ul style="list-style-type: none"> • Mid-Rise Office & Hotel • Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> • Regional Destination • High Regional Accessibility 	<ul style="list-style-type: none"> • Medium-High Intensity • 4-8 Stories • Incentive: 15 Stories 
<ul style="list-style-type: none"> • Low-Rise Office • Under 40,000 sq. ft. single tenant retail footprint Incentive: 80,000 sq. ft. 	<ul style="list-style-type: none"> • Sub-Regional Destination • Medium Regional Accessibility 	<ul style="list-style-type: none"> • Medium Intensity • 3-6 Stories • Incentive: 10 Stories 
<ul style="list-style-type: none"> • Low-Rise Office • Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> • Sub-Regional Destination • Medium Regional Accessibility 	<ul style="list-style-type: none"> • Medium-Low Intensity • 2-5 Stories • Incentive: 7 Stories 
<ul style="list-style-type: none"> • Mid-Rise Office, Hotel & Campus • Under 80,000 sq.ft. single tenant footprint. Incentive 100,000 sq. ft. 	<ul style="list-style-type: none"> • Commuter Intermodal Destination • Medium-Low Regional Accessibility 	<ul style="list-style-type: none"> • Medium-Low Intensity • 2-4 Stories • Incentive: 7 Stories 
<ul style="list-style-type: none"> • Low-Rise office • Under 40,000 sq. ft. single tenant retail footprint Incentive: 50,000 sq. ft. 	<ul style="list-style-type: none"> • Neighborhood Destination • Less Regional Accessibility 	<ul style="list-style-type: none"> • Low Intensity • 2-4 Stories • Incentive: 5 Stories 
<ul style="list-style-type: none"> • Low-Rise office • Under 20,000 sq. ft. single tenant retail footprint 	<ul style="list-style-type: none"> • Neighborhood Destination • Less Regional Accessibility 	<ul style="list-style-type: none"> • Low Intensity • 2-4 Stories • Incentive: 5 Stories 

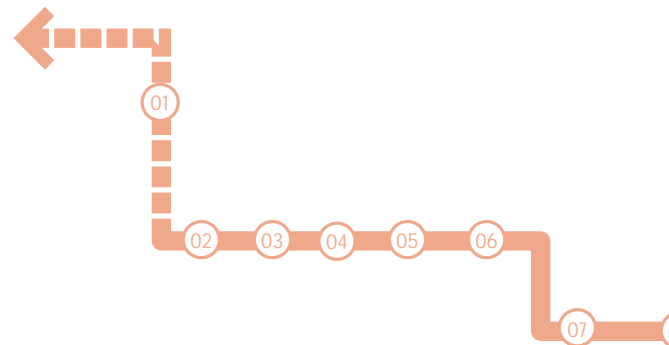
Phoenix TOD Place Types

WEST EXTENSION








*Station locations still under study

STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
01	79th Ave / Desert Sky Mall	Medium Urban Center	
02	79th Ave / Interstate 10	Suburban Commuter Center	
03	67th Ave / Interstate 10	Suburban Commuter Center	
04	59th Ave / Interstate 10	Suburban Commuter Center	
05	51st Ave / Interstate 10	Suburban Commuter Center	
06	35th Ave / Interstate 10	Neighborhood Center	
07	22nd Ave / Van Buren	Historic Neighborhood Center	
08	18th Ave / Van Buren	Medium Urban Center	
09	State Capitol / Jefferson	Medium Urban Center	
10	7th Ave / Washington 7th Ave / Jefferson	Medium Urban Center	
11	3rd Ave / Washington 3rd Ave / Jefferson	Downtown Core	

















WEST EXTENSION

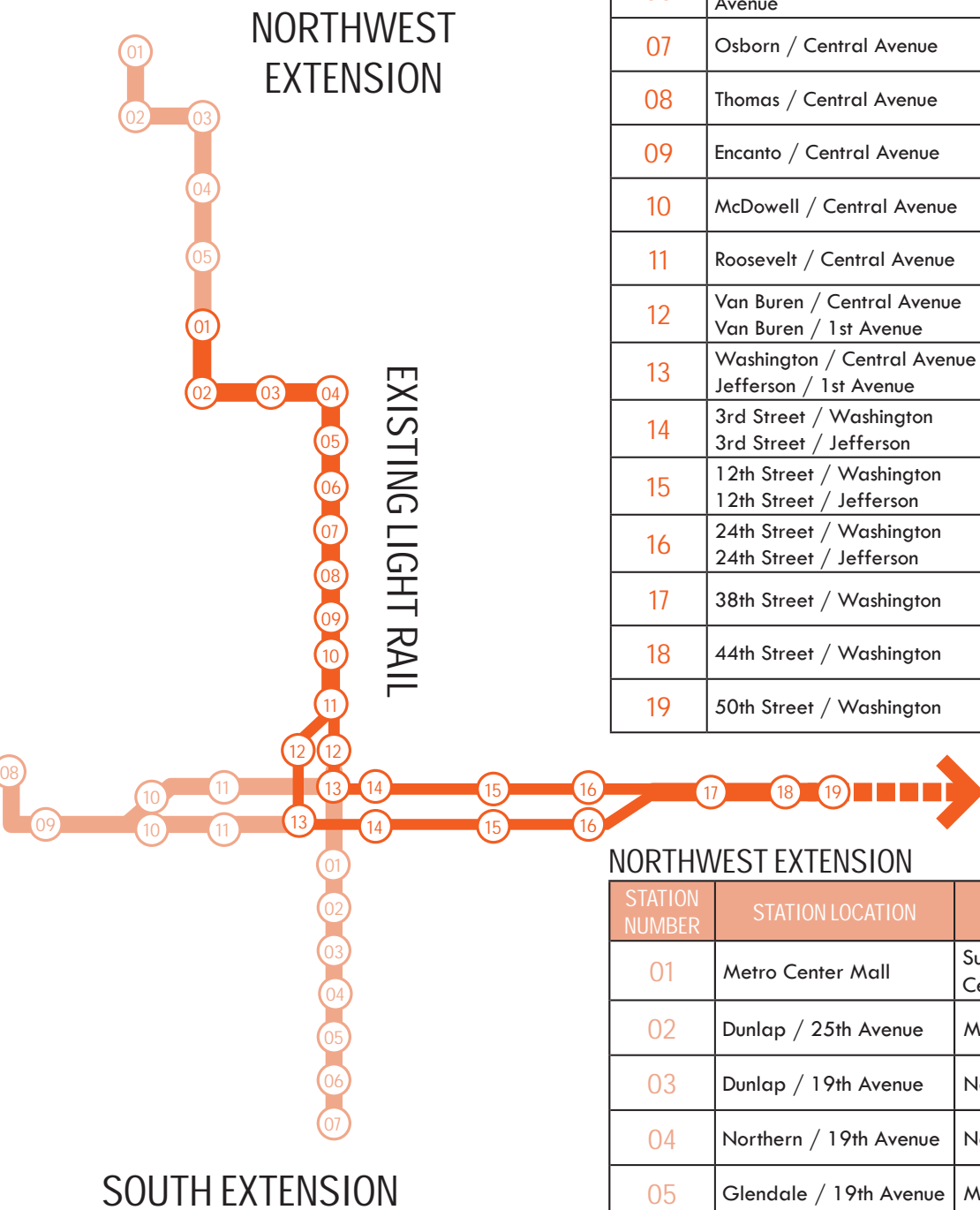


SOUTH EXTENSION






STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
01	Lincoln Street	Downtown Core	
02	Buckeye Road	Neighborhood Center	
03	Audubon Center	Medium Urban Center	
04	Broadway Road	Minor Urban Center	
05	Roeser Road	Neighborhood Center	
06	Southern Avenue	Neighborhood Center	
07	Baseline Road	Minor Urban Center	

EXISTING LIGHT RAIL

STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
01	Montebello / 19th Avenue	Medium Urban Center	
02	19th Avenue / Camelback	Medium Urban Center	
03	7th Avenue / Camelback	Medium Urban Center	
04	Central Avenue / Camelback	Historic Neighborhood Center	
05	Campbell / Central Avenue	Minor Urban Center	
06	Indian School / Central Avenue	Major Urban Center	
07	Osborn / Central Avenue	Regional Center	
08	Thomas / Central Avenue	Regional Center	
09	Encanto / Central Avenue	Medium Urban Center	
10	McDowell / Central Avenue	Major Urban Center	
11	Roosevelt / Central Avenue	Medium Urban Center	
12	Van Buren / Central Avenue Van Buren / 1st Avenue	Downtown Core	
13	Washington / Central Avenue Jefferson / 1st Avenue	Downtown Core	
14	3rd Street / Washington 3rd Street / Jefferson	Downtown Core	
15	12th Street / Washington 12th Street / Jefferson	Minor Urban Center	
16	24th Street / Washington 24th Street / Jefferson	Minor Urban Center	
17	38th Street / Washington	Medium Urban Center	
18	44th Street / Washington	Major Urban Center	
19	50th Street / Washington	Minor Urban Center	



NORTHWEST EXTENSION

STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
01	Metro Center Mall	Suburban Commuter Center	
02	Dunlap / 25th Avenue	Medium Urban Center	
03	Dunlap / 19th Avenue	Neighborhood Center	
04	Northern / 19th Avenue	Neighborhood Center	
05	Glendale / 19th Avenue	Minor Urban Center	



Adaptive Reuse - St. Francis Restaurant

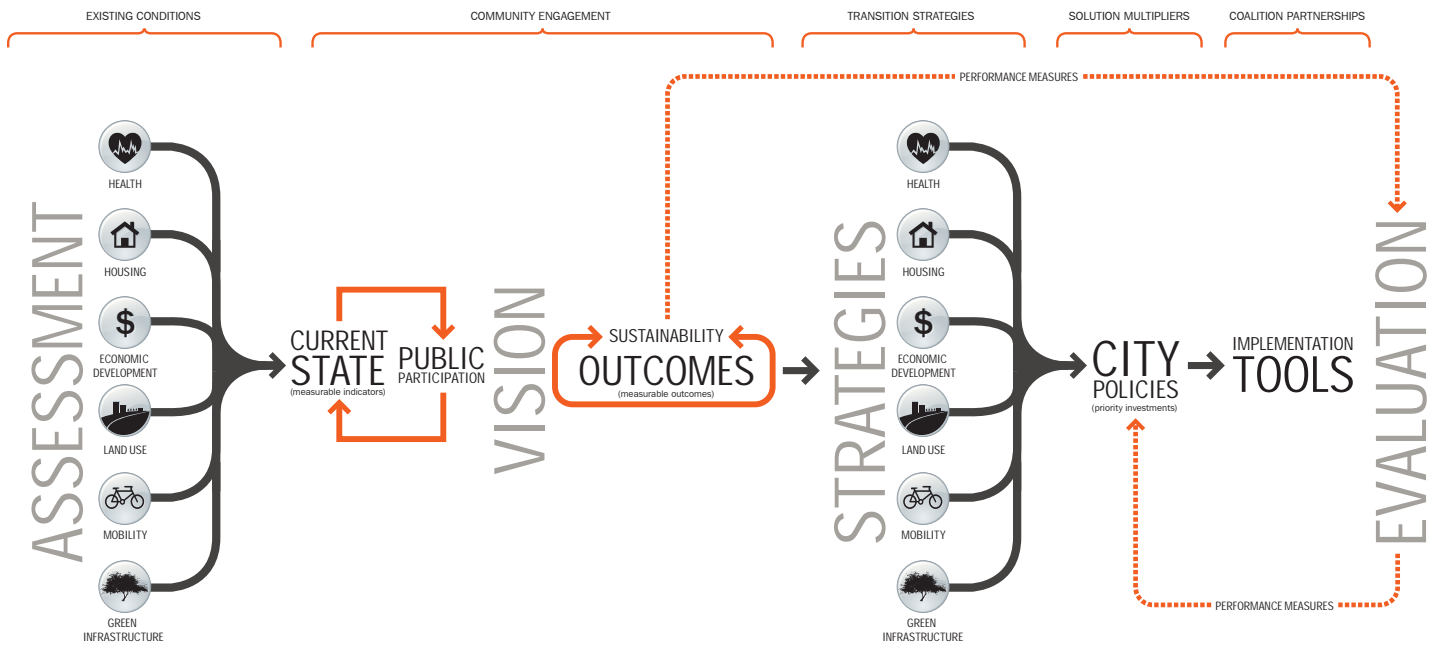


Roosevelt Square

Policies

- E.1** Increase heights and intensities on applicable properties within a ¼ mile radius of light rail stations within the parameters of the station's Place Type.
- E.2** Increase heights and intensities only for proposals that meet or exceed the standards of the Walkable Urban (WU) zoning district or the Interim TOD Zoning Overlay if proposed prior to the adoption of the WU zoning district.
- E.3** Only permit the maximum height within the Place Type for properties that have the highest degree of neighborhood compatibility and station accessibility. Heights should generally step down with distance from the station and with proximity to single family properties.
- E.4** When located on highly neighborhood-compatible and station-accessible properties, mixed-use buildings that comply with the Phoenix Green Construction Code are eligible for increased entitlement up to the incentive in the Place Type when one of the following performance standards are met:
 - A minimum of 30 percent of housing units are dedicated for long-term affordability for moderate income households (between 50% and 100% of the metro area median), as approved by the Housing Department.
 - A minimum of 30 percent of the gross site area is dedicated for public open space, as approved by the Parks Department.
 - A Deed of Conservation easement is dedicated for an eligible historic property, as approved by the Historic Preservation Officer.
- A proportionate in-lieu fee is paid (if a program is available) for affordable housing, parks, public parking, or other infrastructure, as approved by the City.
- E.5** Increase heights and intensities in accordance with adopted District Plans. If there is a conflict between the District Plan and the Place Type, the District Plan prevails.
- E.6** Do not apply Place Types to single family zoned properties, historic or historic-eligible properties, or properties determined to be incompatible due to size, adjacent land uses, a VPC Specifying Action (see appendix) or when not in conformance with an adopted District Plan.

TOD District Planning Process



F. District Planning

TOD District Plans create a sustainable vision for the future through a robust community engagement process. Specific actionable strategies for comprehensive community revitalization are developed in order to transition the current state to the vision by guiding strategic public and private investments.

Methods

TOD District Planning includes the following approaches:

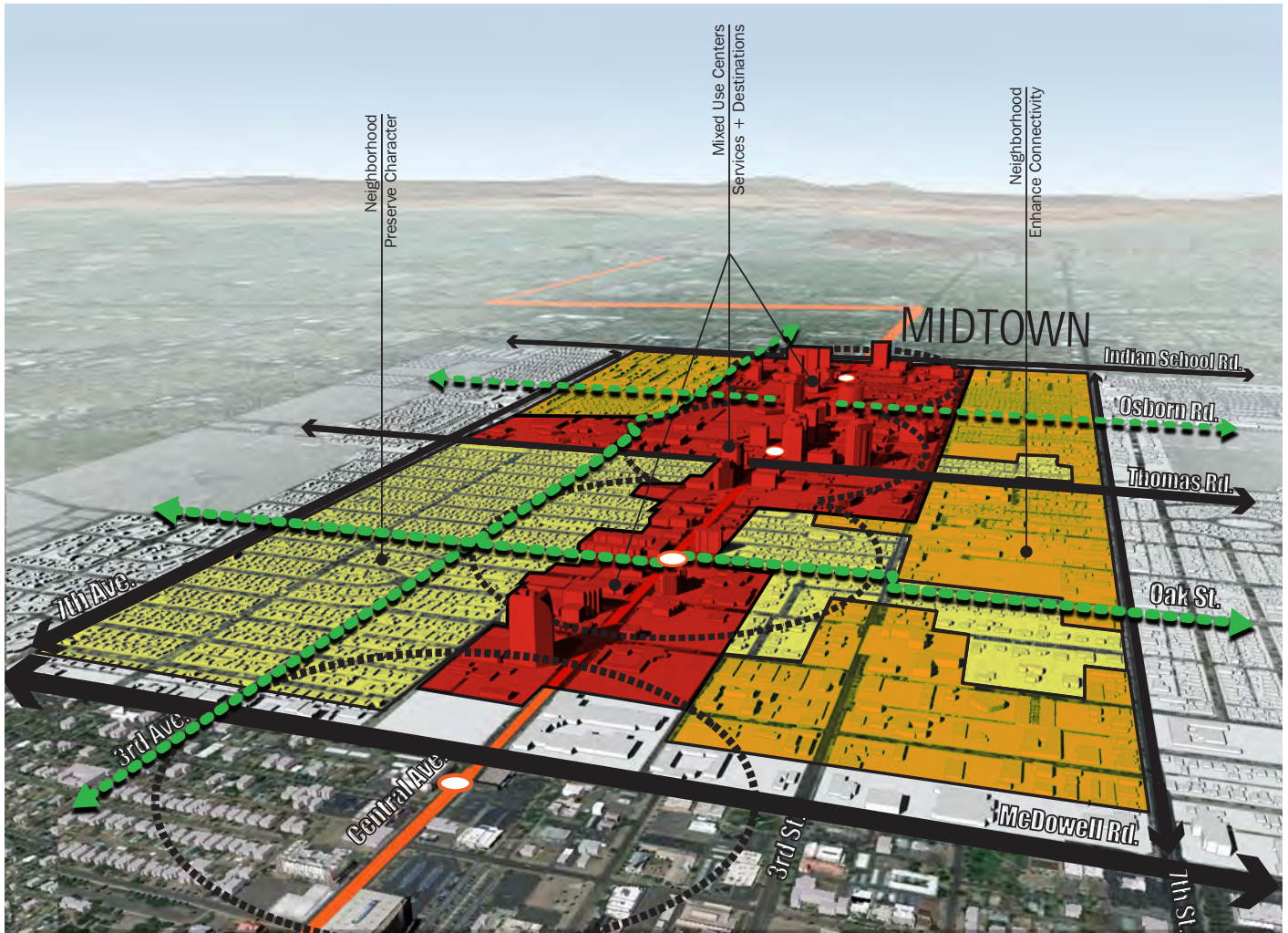
- A multi-disciplinary process with six elements: Land Use, Mobility, Green Infrastructure, Housing, Health and Economic Development.
- Community outreach focused on organizing a coalition of stakeholders within the district including residents, businesses, non-profits, institutions and real estate owners.
- Public engagement that empowers the community, including low-income and limited English speaking residents, to be actively involved in the decision making process.
- Sustainability performance measures aligned with the community’s vision that monitor the effectiveness of policies, provide accountability and inform policy adjustments over time.
- A 30-year horizon that allows sufficient infrastructure planning and minimizes the need to demolish or retrofit new construction by strategically phasing incremental development to achieve the long-term vision.

- A concentration of retail, employment and other day-to-day destinations within ¼ mile of light rail stations in order to maximize convenient access.
- A Connected Oasis approach to open space planning that links together a network of lushly landscaped streets, canals and parks.
- A focus on creating an integrated and cohesive district, not just an isolated station area. TOD opportunity sites are identified along with contextual transitions, historic preservation, adaptive reuse and street, open space and housing improvements within adjacent neighborhoods.

Objectives

- Develop a community-based vision for change and preservation that maximizes resident benefits and city-wide sustainability.
- Create an attractive investment environment by providing a streamlined development process and other incentives for sustainable TOD.
- Inform smart decision-making by identifying strategic priority interventions that simultaneously advance multiple community-defined goals. These “Solution Multipliers” include infrastructure, urban-living amenities, affordable housing and other investments.
- Coordinate resources to guide incremental changes that synergistically leverage one another and build on existing assets and previous progress.

Example TOD District Planning Model



Policies

- F.1** Support pedestrian-oriented design standards, short block subdivision standards, bicycle parking standards and Complete Street standards in order to improve walkability and bikeability.
- F.2** Encourage transit-supportive land uses, such as dense residential, office and retail destinations in order to boost ridership and fare recovery.
- F.3** Limit auto-oriented land uses and excessive parking, support shared and paid parking and encourage bike and car share programs in order to manage vehicular traffic.
- F.4** Integrate new development into the existing context through measures such as stepping down building heights, modulating building massing, enhancing landscaping, preserving setback consistency and carefully locating windows, service entrances, refuse containers, lighting and ventilation.
- F.5** Support mixed income neighborhoods to help ensure TOD benefits are attainable for all residents.
- F.6** Support the City's Tree and Shade Master plan goal of 25 percent tree canopy coverage.
- F.7** Support the integration of Green Infrastructure stormwater management practices into street and open space designs on public and private property.
- F.8** Support the development and enhancement of public open spaces.
- F.9** Provide incentives, such as increased entitlement and expedited permitting, for Green Construction, Green Infrastructure, Historic Preservation, Mixed-Income Housing and Adaptive Reuse.

G. Implementation

TOD implementation should be guided by a performance based process and focused on the “Five P’s”:

Prioritization

- Implementation should be prioritized for specific types of investments in specific areas in order to improve the efficiency of resources in advancing the community’s vision.

Partnerships

- Investments should be coordinated both within government and with community partners in order to maximize the collective impact of limited resources.

Predictability

- Zoning and other regulations that conform with district plans should be in place to help ensure communities of lasting value and protect investors from permitting delays and incompatible development.

Promotion

- The community’s vision and the availability of incentives should be communicated widely to inform and attract a large pool of potential investors.

Persistence

- An organized coalition of stakeholders that includes residents, businesses, investors, governments and non-profits must stay continuously engaged over the long term for the vision to be realized.

Policies

- G.1** Use the Priority Investment Scorecard to evaluate and compare the location and type of investments, both within districts and across multiple districts. Higher scoring projects, including those implemented by Capital Improvement Programs, Housing Programs, Grants, and Economic Development Incentives should be prioritized over lower scoring projects.

Priority Investment Scorecard:

Factor	Indicator	Score
Consistent with Community Vision	Conformance with Adopted Plan Prerequisite	Required
Investment Risk	% of district with zoning in conformance with District Plan % * 100	
Displacement Risk	% increase in property values in District’s low income census tracts over 10 years (Affordable Housing Investments Only) % * 100	
Solution Multiplier	% improvement in District Plan Sustainability Performance Measures % * 100 for each measure	
Public / Private Partnership	Total \$ Annual Revenue of adopted Special Assessment District Annual \$ / 100	
Current TOD Readiness	Intensity + Streetsmart Walkscore within 1/4 mile of station (Housing Density + Employment Density + Streetsmart Walkscore) / 10	
Total Score		

H. Appendix - VPC Specifying Actions:

Encanto VPC	Place Type at Central / Encanto should only apply to property adjacent to Central Avenue
Central City VPC	Place Type near 18th Avenue and Van Buren should only apply to property South of Van Buren and East of 19th Avenue
Central City VPC	Place Type near 21st Avenue and Van Buren should only apply to Areas of Change as indicated on the St. Matthews Neighborhood Transition Areas Map. Heights should be limited to 4 stories and step down near single family housing.

I. Adopted Transit District Plans

- Gateway Transit Oriented Development (TOD) District Policy Plan
- Eastlake-Garfield Transit Oriented Development (TOD) District Policy Plan
- Midtown Transit Oriented Development (TOD) District Policy Plan
- Uptown Transit Oriented Development (TOD) District Policy Plan
- Solano Transit Oriented Development (TOD) District Policy Plan

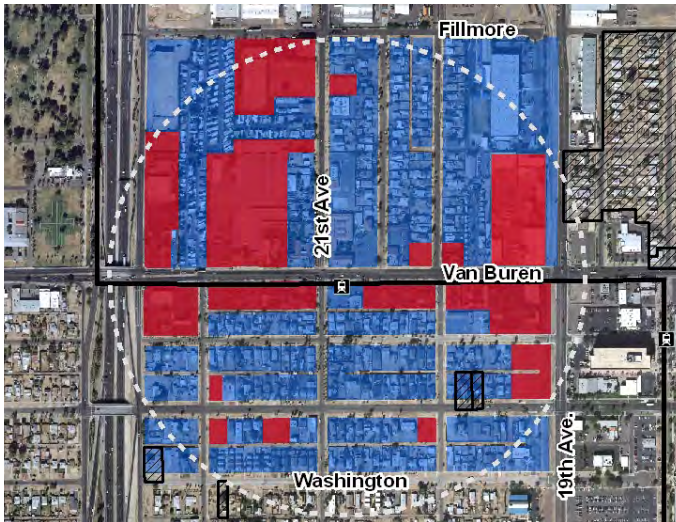
J. Station Profiles

- South Central Avenue
- 50th Street

St. Matthew's Neighborhood Transition Areas Map:

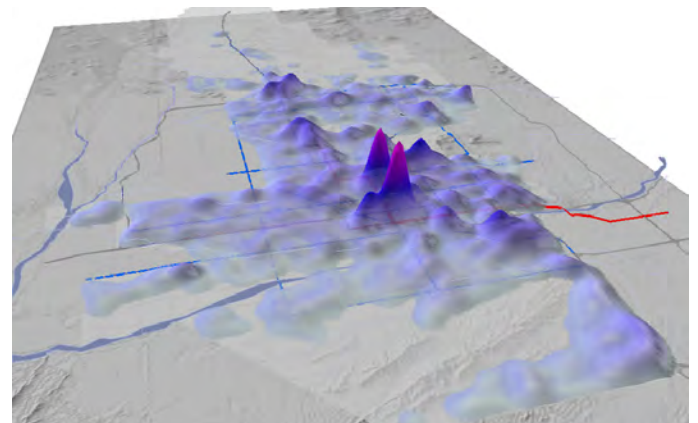
Red: Areas of Change

Blue: Areas of Stability



Phoenix TOD Readiness

TOD Readiness Range (Housing Density + Employment Density + Streetsmart Walkscore):



Notes:

1. U.S. Census Bureau, 2010 Census
2. National Association of Realtors, 2011 Community Preference Survey
3. U.S. Federal Highway Administration, 2010 Household Travel Survey
4. Pew Research Center, "Baby Boomers Approach 65", 2010
5. CTOD, "Realizing the Potential: Expanding Housing Opportunities near Transit", 2007

UPDATED Transit Oriented Development Strategic Policy Framework

Station Profiles



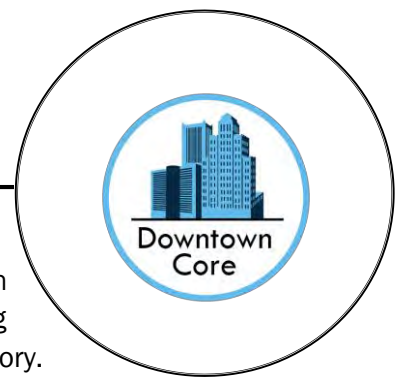
City of Phoenix
Planning Department

GPA-CE-CCM-SM-1-15-6-7-8

January 2016

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LINCOLN STREET



Overview

Located less than one-half mile from downtown Phoenix, the future Lincoln Street station will serve as an extension of the city's core. The unique warehouse buildings surrounding Lincoln Street provide an authentic setting and offer a visual cue to area's industrial history. Easy access to downtown employers as well as cultural, entertainment, and sports venues make the Lincoln Street station attractive for future residential and mixed-use development.

Land Use

- Within the Warehouse Character Area of the Downtown Code; no density limits; height limit of 80-140 feet
- Station vicinity also governed by the *Central City South Area Plan* and Central City South Interim Overlay District
- Vacant land and unoccupied warehouses create opportunities for development and adaptive reuse

Connectivity

- Existing RAPID bus service on Central Avenue; local bus routes on 7th Street and 7th Avenue
- Bike lanes and sidewalks present on Central and 1st avenues near Lincoln Street
- Regional accessibility via Central Avenue (arterial) and Lincoln Street (collector); less than one mile south to I-17

Economy

- Major area employers: City of Phoenix, Maricopa County, and Wells Fargo; 200 employers within 0.5 mile
- Numerous opportunities for education, training, arts, and culture within 0.5 mile

Communities & Neighborhoods

- Grant and Central parks provide neighborhood recreational amenities
- Police and fire protection available to serve area needs

Sustainability

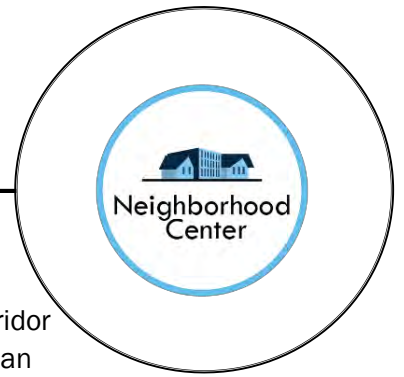
- Local water and storm water, along with regional wastewater facilities, serve existing users and provide the framework for future TOD



Policy Statements

- Ensure new uses and new development are consistent with the Central City South Interim Overlay District and with the goals and objectives of the *Central City South Area Plan*.

BUCKEYE ROAD



Overview

The future Buckeye Road station will be located at the southern extent of one of two Commercial Corridors identified in the Downtown Code. The intent of a Commercial Corridor is to serve as a gateway into downtown, and the Buckeye Road station is envisioned as an entrance into the city's business core from south Phoenix. Proximity to downtown employment and entertainment amenities create opportunities for future residential development with supporting retail and low-rise commercial near the Buckeye Road station.

Land Use

- Within a Commercial Corridor of the Downtown Code; density limit = 43.5 dwelling units/acre; height limit = 48 feet
- Adjacent to the Central Park Character Area; density limit = 29 dwelling units/acre; height limit = 40 feet
- Station vicinity also governed by: *Central City South Area Plan*, Central City South Interim Overlay District, and East Buckeye Road Overlay District

Connectivity

- Existing local bus routes on Central Avenue, 7th Street, 7th Avenue, and Buckeye Road
- Presence of bike lanes and sidewalks on Central Avenue; intermittent sidewalks and no bike lanes on Buckeye Road
- Regional accessibility provided by Central Avenue and Buckeye Road (both arterial streets); 0.5 mile to I-17

Economy

- Largest area employer is MV Transportation; more than 2,100 jobs within 0.5 mile
- Four schools, Harmon Branch Library, and George Washington Carver Museum and Cultural Center within 0.5 mile

Communities & Neighborhoods

- Grant, Central, and Harmon parks provide neighborhood recreational amenities
- Police and fire protection available to serve area needs

Sustainability

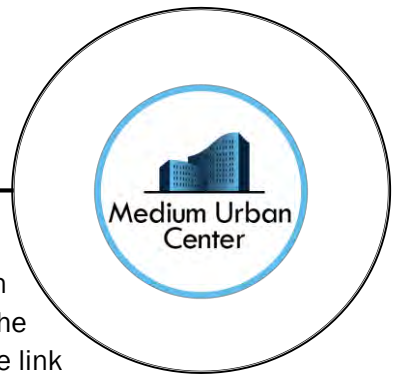
- Local water and storm water, along with regional wastewater facilities, serve existing users and provide the framework for future TOD



Policy Statements

- Establish a street wall along Central Avenue that frames the street to create a gateway entrance into downtown from the south (Downtown Code 1211A).
- Ensure seamless integration of TOD with adjacent neighborhoods by preserving the single-family form and scale of the Central Park Character Area (Downtown Code 1210A).
- Ensure new uses and new development are consistent with the Central City South Interim Overlay District, the East Buckeye Road Overlay District, and the *Central City South Area Plan*.

AUDUBON CENTER



Overview

The future station will be located south of the Salt River and adjacent to the Nina Mason Pulliam Rio Salado Audubon Center. The river has long served as the division between the Central City and South Mountain villages. The Audubon Center station is imagined as the link joining two vibrant communities composed of lifelong residents with strong cultural histories. Proposed commercial, retail, and cultural venues surrounding the future station are expected to draw interest from individuals living and working downtown, as well as from the South Mountain Village core.

Land Use

- Governed by the Rio Salado Interim Overlay District and the *Rio Salado Beyond the Banks Area Plan*
- Proposed Plaza de las Culturas, an 80-acre mixed-use development, demonstrates the potential for economic revitalization

Connectivity

- Existing local bus routes on Central Avenue, 7th Street, and 7th Avenue
- GRID Bike Share hub at the Audubon Center; presence of bike lanes and sidewalks on Central Avenue
- Central Avenue, 7th Street, and 7th Avenue provide north-south access across the river; I-17 less than 1 mile north

Economy

- Largest area employer: UTC Aerospace Systems; more than 2,700 jobs within 0.5 mile
- No opportunities for education or training within 0.5 mile; Rio Salado enhancements include public art pieces

Communities & Neighborhoods

- Rio Salado Habitat Restoration Area and the Audubon Center provide significant area recreational amenities
- Police and fire protection available to serve area needs; Phoenix Police South Resource Bureau is within 0.25 mile

Sustainability

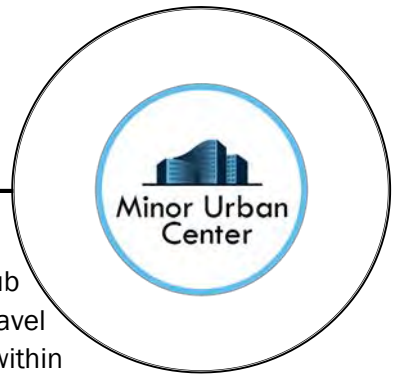
- The area generally lacks water and wastewater infrastructure. Regional storm water facilities are present along Central Avenue. Additional infrastructure would be required to support TOD



Policy Statements

- Ensure new uses and new development are consistent with the Rio Salado Interim Overlay District and the *Rio Salado Beyond the Banks Area Plan*.

BROADWAY ROAD



Overview

The intersection of Central Avenue and Broadway Road is an established area transit hub anchored by the Ed Pastor Transit Center, which facilitates north-south and east-west travel through the region. The light rail will introduce an additional mode to the transit center within the South Mountain Village Core. The vicinity of the future Broadway Road station is envisioned as a balanced commercial and residential center with employment, retail, and entertainment opportunities, and which will provide supporting amenities to the Medium Urban Center less than one mile north at the Audubon Center station area.

Land Use

- Station vicinity governed by the Rio Salado Interim Overlay District, the *Rio Salado Beyond the Banks Area Plan*, the South Phoenix Village and Target Area B Design Overlay District, and the *Target Area B Redevelopment Plan*
- Nearby vacant parcels provide opportunities for development

Connectivity

- Ed Pastor Transit Center offers six bus routes and a GRID Bike Share hub
- Sidewalks present on Central Avenue and Broadway Road; striped bike lane on northbound Central Avenue only
- Central Avenue and Broadway Road (both arterial streets) provide north-south and east-west traffic movement

Economy

- Largest employer: City of Phoenix Fire Department; approximately 900 jobs within 0.5 mile
- Two schools and two public art installations within 0.5 mile; no other training facilities or cultural venues in the area

Communities & Neighborhoods

- Hayden and Ho-E parks provide neighborhood recreational opportunities
- Police and fire protection available to serve area needs

Sustainability

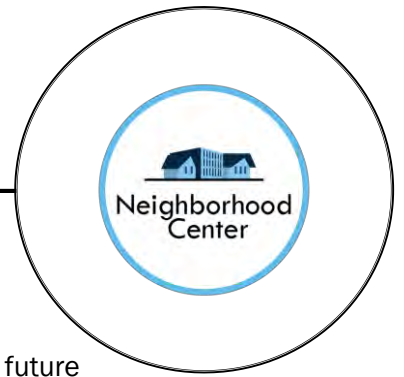
- Local water and wastewater facilities, coupled with regional storm water facilities, provide adequate infrastructure for existing users and the framework for future TOD



Policy Statements

- Ensure new uses and new development are consistent with the South Phoenix Village and Target Area B Design Overlay District and the *Target Area B Redevelopment Plan*, as applicable.
- Ensure new uses and new development are consistent with the Rio Salado Interim Overlay District and the *Rio Salado Beyond the Banks Area Plan*, as applicable.

ROESER ROAD



Overview

Roeser Road is the southern limit of the South Mountain Village Core, and reflects a gradual transition from more intensive commercial uses near Broadway Road to more single- and multi-family residential approaching Roeser Road. The area surrounding the future Roeser Road is anticipated to remain as primarily residential supplemented by commercial and retail to support the adjacent neighborhoods.

Land Use

- Station vicinity governed by the South Phoenix Village and Target Area B Design Overlay District and the *Target Area B Redevelopment Plan*
- Vacant and underutilized parcels create opportunities for redevelopment

Connectivity

- Future station area served by Central Avenue (arterial) and Roeser Road (minor collector)
- Existing local bus routes on Central Avenue, 7th Street, 7th Avenue, and Roeser Road
- Sidewalks and bike lanes present on Central Avenue and Roeser Road

Economy

- Largest area employer: City of Phoenix Fire Department; more than 1,000 jobs within 0.5 mile
- Two schools, one public library, and two public art installations within 0.5 mile

Communities & Neighborhoods

- Open spaces in the area include Hayden and Momo parks
- Police and fire protection available to serve area needs; Fire Battalion 5 within 0.25 mile of the future station

Sustainability

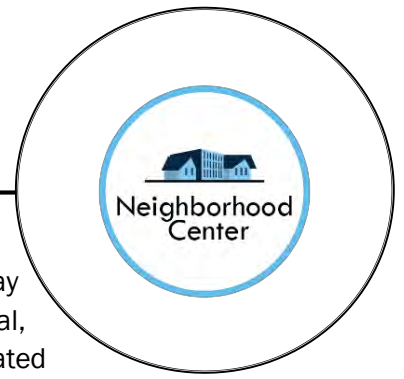
- Regional water and storm water facilities and local wastewater system provide adequate infrastructure for current users and a framework for future TOD



Policy Statements

- Ensure new uses and new development are consistent with the South Phoenix Village and Target Area B Design Overlay District and the *Target Area B Redevelopment Plan*.

SOUTHERN AVENUE



Overview

The future Southern Avenue station will be located on the boundary of two zoning overlay districts intended to enhance residential neighborhoods while being sensitive to the rural, agricultural character of the area. The future Southern Avenue station vicinity is anticipated to remain as primarily residential beyond the arterial street intersection, supplemented by commercial and retail along Central Avenue to support the adjacent neighborhoods.

Land Use

- Primarily residential; commercial uses concentrated along Central Avenue and north side of Southern Avenue
- Station vicinity governed by: South Phoenix Village and Target Area B Design Overlay District, *Target Area B Redevelopment Plan*, Baseline Area Overlay District, and *Baseline Area Master Plan*

Connectivity

- Existing RAPID bus service on Central Avenue; local bus routes on 7th Street, 7th Avenue, and Southern Avenue
- Sidewalks present on Central and Southern avenues with intermittent striped bike lanes
- Regional accessibility provided by Central and Southern avenues (both arterial streets)

Economy

- Largest area employers: City and Roosevelt School District; more than 1,300 jobs within 0.5 mile
- One school and one public library within 0.5 mile; arts and cultural venues include two public art installations

Communities & Neighborhoods

- El Reposo and Momo parks provide neighborhood recreational amenities
- Police and fire facilities available to serve area needs; South Mountain precinct located within 0.5 mile

Sustainability

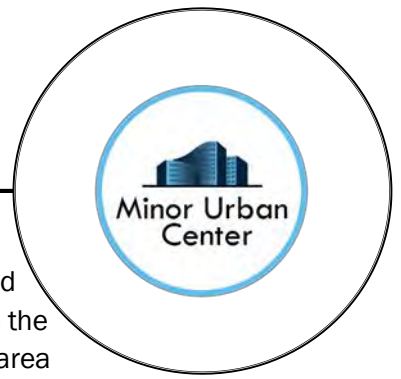
- Regional water and wastewater infrastructure, along with local storm water facilities, provide adequate infrastructure for existing users and a framework for future TOD



Policy Statements

- Ensure new uses and new development are consistent with the South Phoenix Village and Target Area B Design Overlay District and the *Target Area B Redevelopment Plan*.
- Ensure new uses and new development are consistent with the Baseline Area Overlay District and the *Baseline Area Master Plan*.
- To the extent possible, preserve views of South Mountain.

BASELINE ROAD



Overview

Located approximately 1.5 miles north of South Mountain Park, the future Baseline Road station will serve as the southern terminus of the light rail extension. Baseline Road has the potential to provide additional east-west high-capacity transit options in the future. The area includes a blend of residential and commercially-zoned property, and the Baseline Road station area is envisioned as continuing to provide the same balance of residential, retail, and low-rise office space. Future TOD must be sensitive to the existing character of the area through zoning overlay design standards.

Land Use

- Single- and multi-family residential west of Central Avenue; concentrated commercial uses along Central Avenue and Baseline Road
- Station vicinity governed by the Baseline Area Overlay District and the *Baseline Area Master Plan*
- Vacant parcels provide opportunities for infill development

Connectivity

- Existing RAPID bus service on Central Avenue and Baseline Road; local bus routes on 7th Street, 7th Avenue, and Baseline Road
- Sidewalks present on Central Avenue and Baseline Road; intermittent striped bike lanes in the area
- Regional accessibility via Central Avenue (arterial street) and Baseline Road (major arterial street/scenic drive)

Economy

- Largest employers: Mountain Park Health Center, Life Care Center, and Fry's; more than 1,300 jobs within 0.5 mile
- Limited opportunities for education, training, arts, and culture within 0.5 mile

Communities & Neighborhoods

- South Mountain Park/Preserve, one of the largest municipal parks in the nation, is 1.5 miles south
- The Western and Highline canals offer pathways for bicycle and pedestrian use
- Police and fire protection available to serve area needs

Sustainability

- Local water, wastewater, and storm water facilities provide adequate infrastructure for existing users



Policy Statements

- Ensure new uses and new development are consistent with the Baseline Area Overlay District and the *Baseline Area Master Plan*.
- To the extent possible, preserve views of South Mountain.

50TH STREET



Overview

The future 50th Street station will provide a midpoint between the existing 44th Street and Priest Drive stations, which are approximately 1.90 miles apart. The new station will serve Ability 360 (formerly Arizona Bridge to Independent Living [ABIL] and the Disability Empowerment Center) and several other businesses located along Washington Street.

Land Use

- Parcels along Washington Street are zoned Industrial with Historic Preservation (HP) or HP-Landmark overlay
- Vacant and underutilized parcels west of 48th Street provide opportunities for development

Connectivity

- Existing light rail service along Washington Street with stations at 44th Street and Priest Drive
- Local bus routes on Washington, Van Buren, and 44th streets
- Bike lanes and sidewalks present on Washington Street
- Regional accessibility provided by State Route (SR) 202 and SR 143

Economy

- Largest employers: US Postal Service and Desert Schools Federal Credit Union; more than 3,100 jobs within 0.5 mile
- One school, the Pueblo Grande Museum and Archaeological Park, and Tovrea Castle are located within 0.5 mile

Communities & Neighborhoods

- The Grand Canal is located 0.5 mile south and Papago Park is 0.6 mile northeast of the future station
- Regional police and fire facilities are available to serve existing and future needs

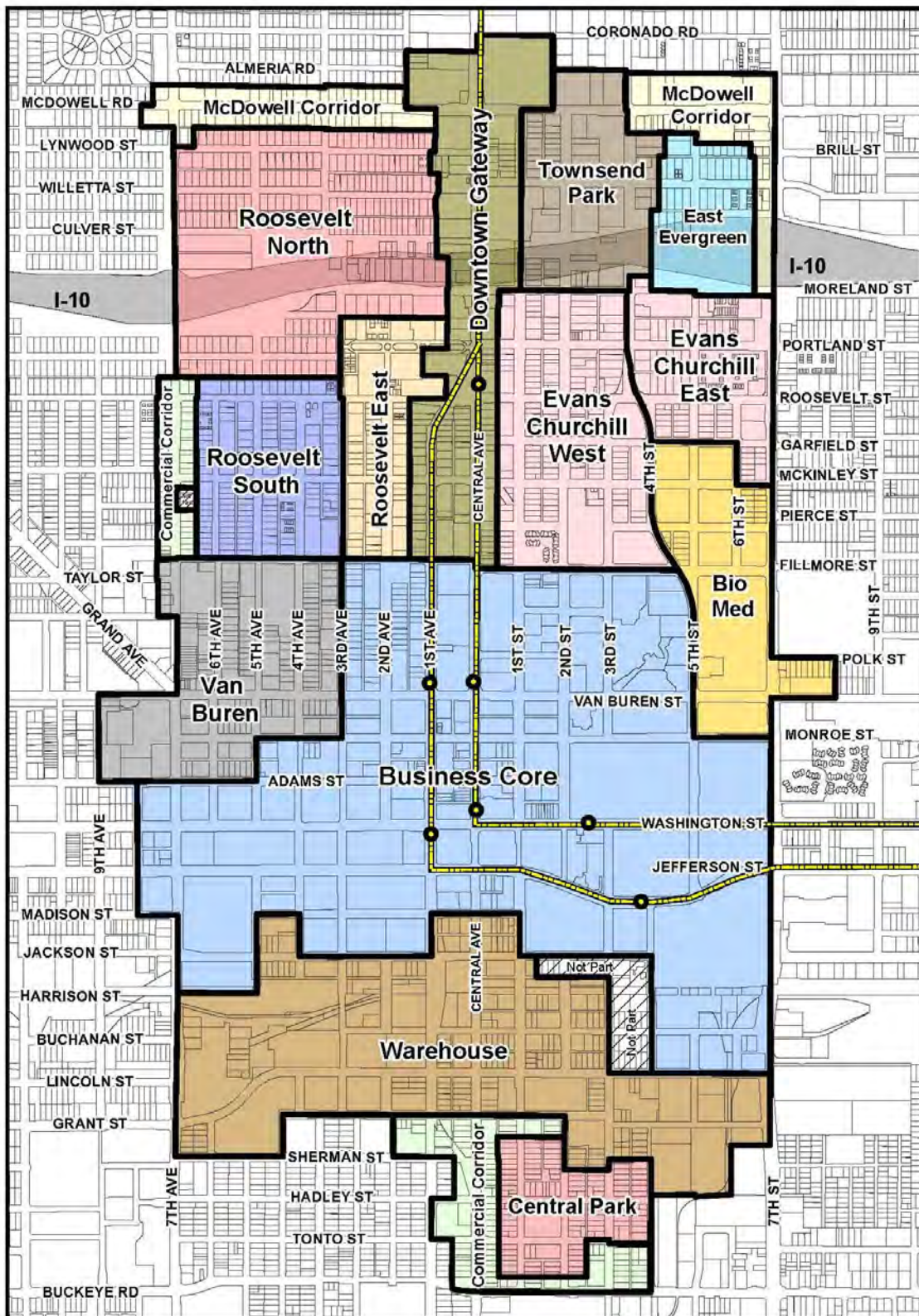
Sustainability

- Local water and storm water facilities, along with regional wastewater facilities, provide adequate infrastructure for current users and the framework for future TOD

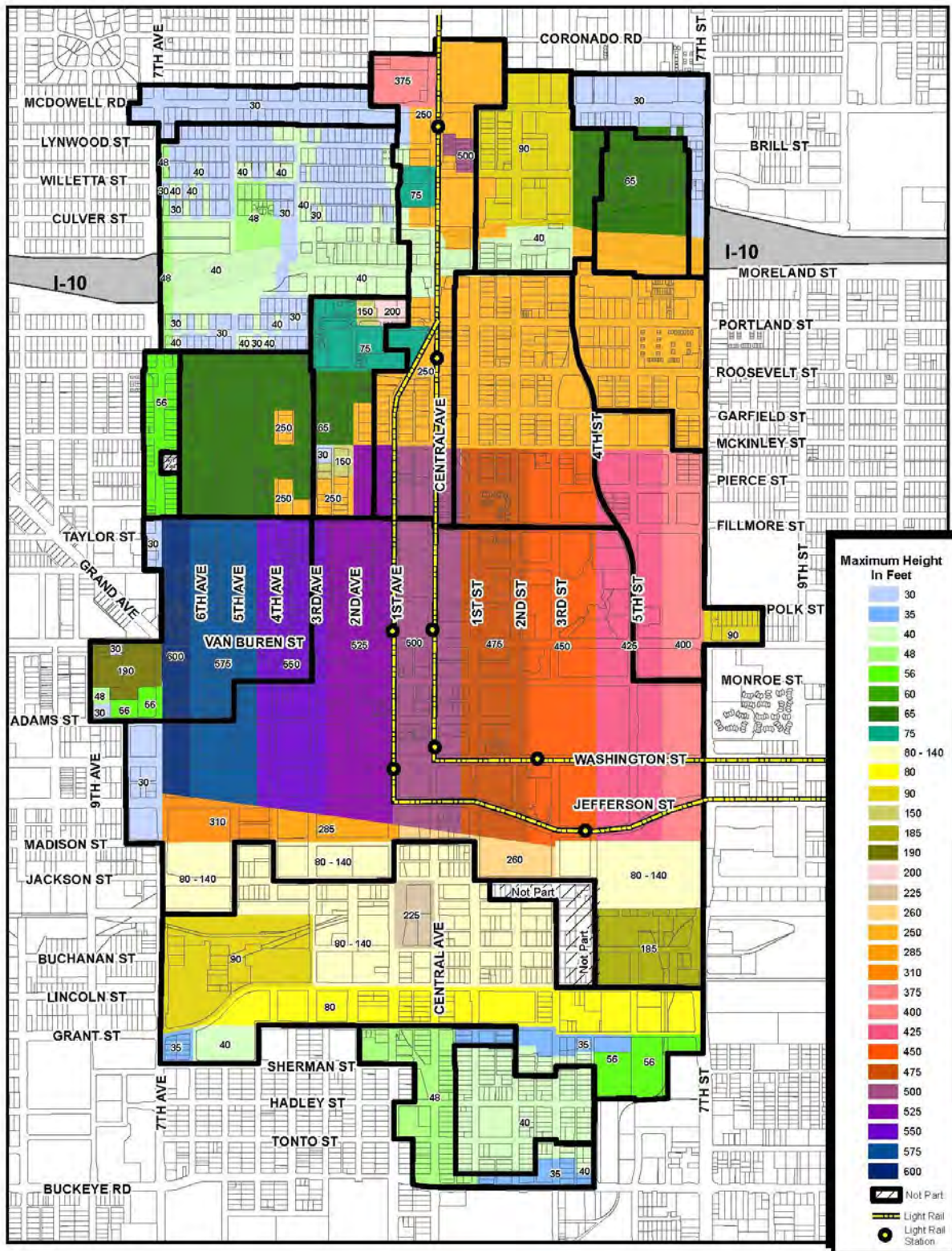


Policy Statements

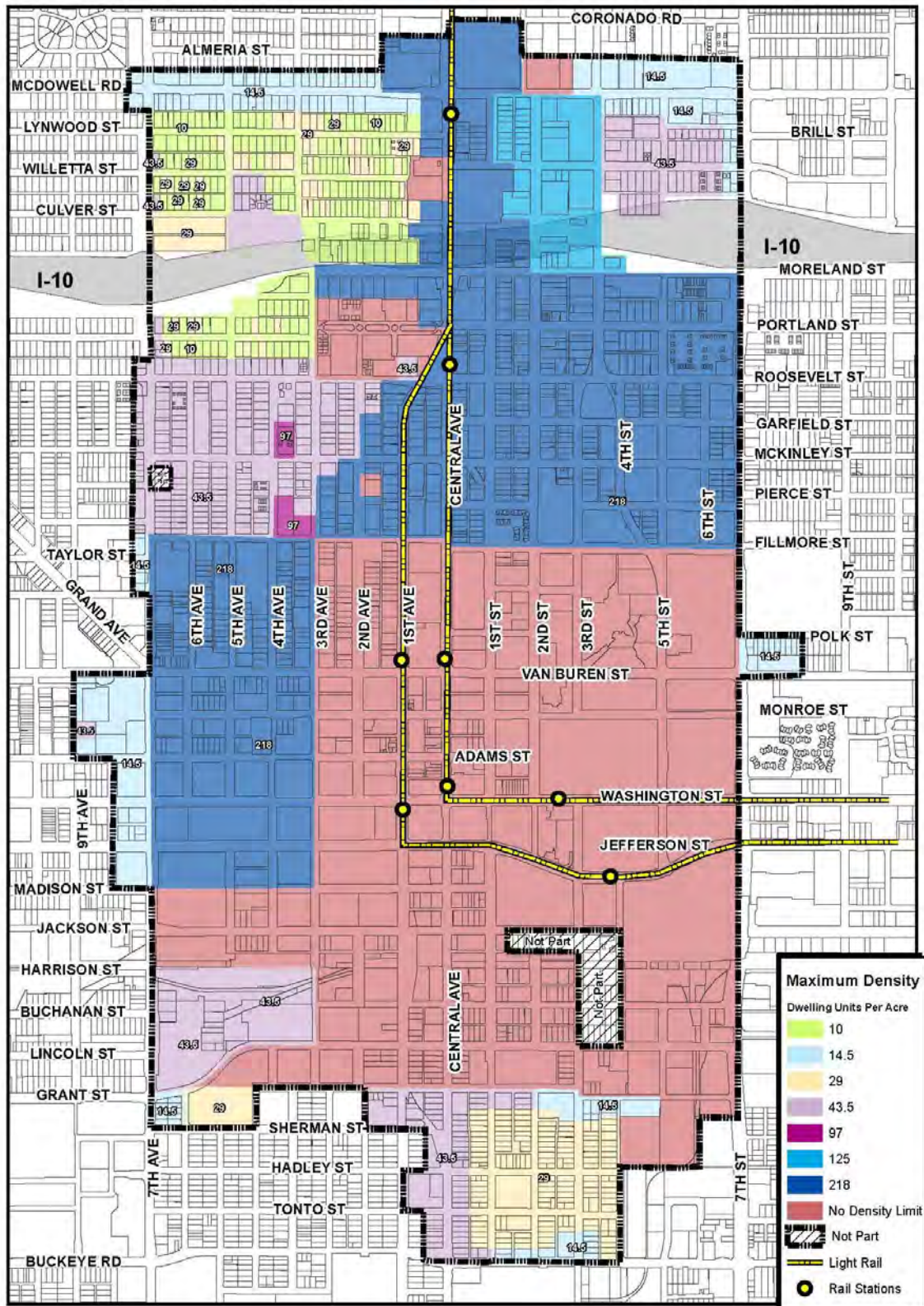
- Ensure new uses and new development do not conflict with the HP or HP-L overlay and are consistent with *Chapter 8 Historic Preservation* of the zoning ordinance, as applicable.



Attachment B – Downtown Code Character Area Boundaries



Attachment C – Downtown Code Height Map



Attachment D – Downtown Code Density Map