

VIEW 32

**600 feet North of the Northeast Corner
of Shea Boulevard and 32nd Street**

**Planned Unit Development
Case # Z-126-14-3**

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City Council Approval: July 1, 2015

Minor Amendment #1, Approved: January 17, 2018

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TABLE OF CONTENTS

Table of Contents

A. PURPOSE AND INTENT	1
B. GENERAL PLAN AND ZONING	1
C. NORTH 32 ND POLICY PLAN & ULI'S AzTAP	1
D. LAND USE COMPABILITY	6
E. DEVELOPMENT PLAN	7
F. LIST OF USES.....	8
G. DEVELOPMENT STANDARDS	8
H. DESIGN GUIDELINES (MULTIFAMILY RESIDENTIAL DEVELOPMENT)	9
1. Architectural Character	9
2. Site Plan	9
3. Building Elevations	9
4. Landscaping.....	10
5. Design Guidelines	10
6. Amenities.....	10
I. SIGNS	10
J. SUSTAINABILITY.....	10
K. INFRASTRUCTURE	11
L. PHASING PLAN	11
M. CONCLUSION	11

LIST OF EXHIBITS

EXHIBIT 1	LEGAL DESCRIPTION
EXHIBIT 2	VICINITY MAP
EXHIBIT 3	PROPOSED ZONING MAP
EXHIBIT 4	LAND USE MAP
EXHIBIT 5	SITE CONTEXT PLAN
EXHIBIT 6	ARCHITECTURAL CHARACTER STUDIES
EXHIBIT 7	CONCEPTUAL SITE PLAN
EXHIBIT 8	CONCEPTUAL BUILDINGS ELEVATIONS
EXHIBIT 9	CONCEPTUAL FLOOR PLANS
EXHIBIT 10	DEVELOPMENT STANDARDS COMPARISON TABLE
EXHIBIT 11	LANDSCAPE PLAN

APPENDICES

APPENDIX A	GENERAL PLAN LAND USE MAP (Page 1) and SUMMARY OF GOALS AND POLICIES SUPPORTED BY VIEW 32 (Pages 2-3)
APPENDIX B	EXISTING ZONING MAP
APPENDIX C	NORTH 32ND POLICY PLAN
APPENDIX D	URBAN LAND INSTITUTE'S ARIZONA TECHNICAL ASSISTANCE PANEL REPORT (ULI AzTAP)

PUD FOR “VIEW 32”

A. PURPOSE AND INTENT

This PUD is located on approximately 3.63 net/4.06 gross acres on the east side of 32nd Street, approximately 600 feet north of the northeast corner of Shea Boulevard and 32nd Street (“Site”). A legal description of the Site is provided as **Exhibit 1**. A Vicinity Map is provided as **Exhibit 2**. This PUD provides the opportunity to redevelop this challenging, long, rectangular-shaped, underutilized infill Site within the North 32nd Street Corridor with a high quality, gated, up to 135 dwelling unit Class “A” multifamily development that will invigorate the area with people and encourage redevelopment in this area. The View 32 development will redevelop this Site by demolishing an existing obsolete commercial building on a portion of the Site. This high quality multifamily use on this challenging, long, and narrow infill Site located between an existing self-storage facility, an existing shopping center, a freeway and an arterial street will be compatible with the surrounding area and adjacent properties. No single family homes abut this Site; the closest homes are separated from the View 32 property by approximately 285 feet. Rather, a C-2 zoned storage facility that is heavily landscaped with mature, dense trees along its northern perimeter abuts the Site’s north property line. View 32 will deliver upon the City’s vision of redevelopment along the North 32nd Street Corridor and provide an alternative urban housing option that will capture a younger, affluent market and create a sustainable environment. This PUD includes Development Standards and Design Guidelines that respond to the surrounding environment better than conventional Zoning Districts (such as R-5).

B. GENERAL PLAN AND ZONING

The Site is designated "Commercial" on the General Plan Land Use Map.¹ The Site is currently zoned C-1 and C-2.² A Proposed Zoning Map (PUD) is provided as **Exhibit 3**.

C. NORTH 32ND POLICY PLAN & ULI’s AzTAP

The next six pages of this PUD (Pages 1-6) describe how View 32 supports the vision and goals of the City’s North 32nd Policy Plan³ and the Urban Land Institutes’ Arizona Technical Assistance Panel Report (“ULI AzTAP”).⁴ A substantive description of Land Use Compatibility, the Development Plan, Development Standards, and Design Guidelines begins at the bottom of Page 6 of this PUD.

NORTH 32ND POLICY PLAN

Executive Summary: The North 32nd Policy Plan leads off by reminding us that “North 32nd Street was the main north-south transportation corridor in North Central Phoenix” – until State Route 51 was extended past Shea Boulevard to the Loop 101 Freeway. The Plan quantifies the resulting reduction in traffic on 32nd Street as a drop of 37,000 vehicle trips per day (58,000 vs 21,000). The Policy Plan then recognizes the impact of the dramatic reduction in traffic and activity in the Corridor, and makes recommendations for how to improve conditions, restoring vitality to the Corridor. Those

¹ An enlargement of the relevant portion of the current General Plan Land Use Map is provided at Appendix “A,” Page 1. A summary of compliance with various General Plan Goals and Policies is also in Appendix “A,” pages 2-3.

² An enlargement of the relevant portion of the Zoning Map is provided as “B” in the Appendix.

³ A copy of the North 32nd Policy Plan (approved by the City Council on Dec. 3, 2014) is provided as “C” in the Appendix.

⁴ A copy of the ULI AzTAP is provided as “D” in the Appendix.

recommendations include (among others) revitalizing the Corridor by redeveloping certain properties, encouraging residential and commercial investment, increasing densities, branding, increasing landscaping, promoting walkability and other positive improvements "...to upgrade the number and types of businesses by increasing visitation and to improve the amenities for residents of the area."

View 32 delivers upon and promotes the letter and spirit of the North 32nd Policy Plan by redeveloping a down-trodden property (that is expressly identified in the Plan for redevelopment) with a high quality development that will increase density, provide branding (through inclusion of the Corridor's logo on the Site's signage), increase landscaping, promote walkability and positively add to the vitality, synergy, diversity and population of the Corridor.

Vision: "The group envisions North 32nd as a destination with a sense of place that encourages residential and commercial investment and welcomes those that wish to work, live and/or play in the area."

View 32 is a high quality, attractive multifamily redevelopment investment that promotes a live, work and play environment in this area. View 32 will provide a vibrant environment with more residents who will live, shop and dine within the North 32nd Street Corridor. Pedestrian connections will be provided to connect View 32 with the North 32nd Street Corridor and the adjacent commercial opportunities south of the Site.

Focus Area: 32nd Street and Shea Boulevard Mapping Exercise.

The focus area map for 32nd Street and Shea Boulevard indicates that "Redevelopment or Change" is encouraged on the View 32 Site. The category "Redevelopment or Change" is described as "supports a significant new development that would completely redevelop the site by changing the scale and increasing the density or daily traffic." In support of the North 32nd Policy Plan, View 32 is a "significant new development" that will "completely redevelop the site by changing the scale and increasing the density [and] daily traffic."

Focus Area: Land Use – "Build off the unique character of the corridor and each major intersection."

View 32's close proximity to a major commercial intersection within the North 32nd Street Corridor will provide walking and biking opportunities for its residents to patronize the adjacent commercial uses and utilize the boundless recreational opportunities offered by the Phoenix Mountain Preserve. View 32 will be a catalyst for future development, furthering the goals and vision of the North 32nd Policy Plan. View 32 will enhance the character of the corridor by developing this narrow, underutilized infill Site that is located between a self-storage facility, an existing shopping center, a freeway and an arterial street. View 32 will clean up the Site and provide a high quality multifamily development with beautiful architecture that will attract younger, more affluent residents and consumers to the area, and further diversify the housing options in the area.

ULI AzTAP

Introduction Section

Page V: The North 32nd Street ULI Arizona Technical Assistance Panel (32nd Street AzTAP), in cooperation with the City of Phoenix, explored options to encourage the revitalization of the 32nd Street Corridor from the Piestewa Peak Freeway (SR-51) to Union Hills Drive.

View 32 is located approximately 600 feet north of the intersection of Shea Boulevard and 32nd Street, within the North 32nd Street Corridor. View 32 is consistent with and supports the encouragement of revitalization of the North 32nd Street Corridor.

Page V: Additionally, the panel identified the following as planning priorities key to the future redevelopment of the corridor:

- ***Focus on redeveloping commercial properties with mixed use and residential development.***

View 32 is a high quality, attractive multifamily residential redevelopment of an existing commercial retail/office building within the North 32nd Street Corridor. View 32 is precisely the type of redevelopment that is described within the North 32nd Street Corridor Plan. View 32 will be home to new consumers to live, shop and dine within the North 32nd Street Corridor.

- ***Attract youth and create opportunities for multi-generational developments, interactions and activities.***

View 32 provides diverse housing opportunities for multi-generation living, interactions and activities. View 32 includes a community pool, courtyards, plazas, a dog park, a club room, a fitness facility, and many other gathering areas. This interactive development will deliver upon the needs and demands of millennials and boomers and provide the area with a wealth of consumers to invigorate the area with new energy.

Page VII: A small amount of multi-family provides alternate living options. Single-family residential fills a majority of the land balance and stretches out to the Mountains Preserve edges and fronts onto 32nd Street.

View 32 is a 135 (maximum) dwelling unit Class “A” multifamily development that provides an alternative housing option for people looking for something other than single family residential housing. Multifamily residential housing makes perfect sense adjacent to the Commercial node at the intersection of Shea Boulevard and 32nd Street, within walking distance of the Park and Ride facility and within biking distance of the Phoenix Mountain Preserve. The Commercial node and the businesses in the area will benefit greatly from the new residents of View 32. View 32 will be a great asset to the North 32nd Street Corridor.

Page VIII: A majority of the current housing stock was built 35-50 years ago with some diversity in size, character, and ownership types.

View 32 is a new, exciting multifamily development that delivers pedestrian access to shopping and dining opportunities, which is in high demand. View 32 supports and delivers upon the vision of the North 32nd Street Corridor.

Page 13 – Strategies for Action

Land Use and Zoning: Introduce mixed use and higher density residential into commercial nodes.

The intersection of Shea Boulevard and 32nd Street is designated as a Commercial node within the North 32nd Street Corridor Plan. View 32 furthers the plan goal of providing more high density residential opportunities within Commercial nodes. View 32 will provide more consumers and will attract a new younger demographic that will invigorate the area with new energy.

Diversify: Expand the demographics -- Introduce new housing products in to the area that capture a younger, affluent market.

View 32 provides a mix of studio, 1 bedroom and 2 bedroom multifamily residential units that will be a new modern concept with a pool, courtyards, ground floor shaded patio/plaza, and a dog park for healthy lifestyle living. View 32 will also provide pedestrian access to retail, shopping, dining, transit, trails and other amenities in the area that are so often desired by the younger, affluent market.

Page 15: Strategy – Identity and Vision

Focus on one area, make it work, and grow the corridor from there.

Shea Boulevard and 32nd Street is a prominent and important intersection with the North 32nd Street Corridor. This is a great area to focus on new investment and redevelopment for View 32's multifamily residential development concept. View 32 will spark new opportunities for growth.

Use arid landscape and desert architecture that makes this Corridor look different.

View 32's landscaping will take on a contemporary character. The design utilizes a consistent plant palette, stressing the use of shade trees and desert adapted plants complementary to the existing mountain desert landscape in the area. All plant material along 32nd Street and the perimeter of the Site are on the Arizona Department of Water Resources low-water use/drought tolerant plant list. The ample building setback along the 32nd Street frontage provides opportunities for trees to mature in their natural form to provide shade for the building façade and the pedestrian walkways, creating a significant landscape statement in this area. Perimeter plantings shall serve to buffer the adjacent land uses and to provide shade to the parking areas.

Build towards the Phoenix Mountain Preserve as much as possible, the mountains can drive the identity of the area.

View 32 is located near the 32nd Street and Shea Blvd. commercial node. This commercial node is located near the south end of the North 32nd Street Corridor, proximate to the Phoenix Mountain Preserve. Not only will View 32 residents have easy pedestrian access to the commercial shops and restaurants within the 32nd Street and Shea Blvd. commercial node, but View 32 will also be a quick bike ride to and from the Phoenix Mountain Preserve and other trailheads in the area.

Leverage the proximity of the Preserve and this area's relationship to it.

View 32 will leverage the proximity of the Preserve to attract younger, more affluent residents who desire to live near outdoor and recreational opportunities offered within the area. Walking, biking, and running opportunities will be available to View 32's residents and, as a result, View 32 will share an interconnectedness with the Preserve.

Page 17: Strategy – Land Use and Zoning

Put standards in place for new development prior to redevelopment. The City of Phoenix, merchants, tenants and landowners need to partner in the planning process for the corridor and proposed zoning changes to accommodate new and redevelopment.

This PUD is part of a proposed zoning change that creates development standards that are appropriate for this multi-family development, the surrounding area, and the redevelopment efforts along the North 32nd Street Corridor. The proposed development standards are consistent with the goals of the North 32nd Street Policy Plan and the ULI AzTAP. Further, this PUD will be processed through the City's public process for zoning change requests and will include comments and suggestions from City Staff, merchants, tenants, and landowners within the surrounding area.

The vacant parcels within the corridor are limited, so they are important and their ultimate use needs to be carefully considered.

The vacant land on this Site is located on the eastern portion of the Site behind the obsolete commercial building, tucked back near the SR51 freeway. Moreover, this Site is narrowly shaped, posing a significant development challenge. These development challenges have been overcome by a creative design concept that includes covered parking, upscale amenities, ground level patio areas, a dog park, and other amenities to attract younger, affluent residents. View 32 is an appropriate development for this Site and area given its irregular shape and proximity to commercial and retail uses south of the Site and an existing storage facility located north of the Site.

Given changing demographics, there is more desire to increase mobility and have a multi-family lifestyle.

View 32 provides a multi-family development that will meet the desire for multi-family lifestyles. Residents will spend less time maintaining their yards and spend more time pursuing outdoor recreational opportunities within the area.

Page 22: Strategy -- Reinvest

Because there aren't too many defining buildings in this Corridor, it is also an opportunity for new construction.

Most of the proposed View 32 Site is vacant land. Moreover, the existing commercial building is outdated and no longer a valuable asset to the area. View 32 will provide a new multifamily residential building that is modern, provides beautiful architecture, and delivers the lifestyle and housing that people desire today.

Page 22: Strategy – Housing

The City of Phoenix needs to adopt policies that support small-scale multifamily development and catalyze opportunities for its development.

Many multifamily developments include 200+ multifamily units. Comparatively, View 32 is a smaller-scale multifamily development with a maximum of 135 units. View 32 is a catalyst for future development and growth within the North 32nd Street Corridor. View 32 will invigorate the area with modern, high-quality architecture and modern amenities.

Identify areas of stability and areas of change in the area between SR51 and 32nd Street. As houses in this area come on the market, look at opportunities to convert those living in areas of change to multifamily, or to rehabilitate those in more stable areas.

This Site is a transitional area of change. Single family residential homes do not make sense on this challenging infill Site squeezed between a shopping center and a self-storage facility. Rather, View 32 is a multifamily development that will provide more customers for the businesses in the area and strengthen pedestrian connections to the surrounding area.

Page 30: AzTAP Future Planning Recommendations: ***Focus on redeveloping commercial properties with mixed use and residential development.***

View 32 is a redevelopment of a partially vacant, challenging infill Site. The proposed multifamily development will replace an existing old and obsolete commercial building located on a portion of the Site.

Page 32: Implementation

The time to act is now.

- ***Be proactive***
- ***Take a small bite (start at one corner and use it to move the entire process forward)***

View 32 is a proactive, bold new development that will reinvigorate the area with a new modern concept and modern architecture that will strengthen the pedestrian activity in the area and strengthen the customer base for businesses in the area. This multifamily development is proposed on one small challenging infill Site that will hopefully be a catalyst for future development along the North 32nd Street Corridor.

D. LAND USE COMPATIBILITY

This narrow and long infill Site is surrounded by a variety of existing developments and abuts the SR-51 Freeway. See **Exhibit 4**, Land Use Map of adjacent properties, and **Exhibit 5**, Site Context Plan. The Shea Plaza shopping center is located south of the Site. Shea Plaza is anchored by a Bashas' Grocery Store and includes a variety of other retail uses. There is an existing self-storage facility located north of the Site. A variety of retail and restaurant uses are located on the west side of 32nd Street, across the street from the Site.

The existing and adjacent character of the surrounding area is compatible with the proposed redevelopment of the Site with multi-family units. The existing transportation infrastructure provides excellent access to and from the area, there are several public parks within close proximity to the Site, and diverse housing options are available. The 32nd Street and Shea Blvd. intersection is designated as a primary commercial node in the North 32nd Policy Plan, with heavy emphasis on redevelopment and/or change.

E. DEVELOPMENT PLAN

View 32 is designed to provide a viable and sustainable solution on this redevelopment Site. View 32 is a unique community that will become an asset to the area and provide support to the existing commercial uses within the area. View 32 is planned as a high quality, gated, Class “A” multifamily development consisting of a maximum of 135 units. An Architectural Character Studies Exhibit is provided at **Exhibit 6**. The density is approximately 33.25 dwelling units per acre. A Conceptual Site Plan is provided as **Exhibit 7**. Abundant amenities are provided for enhanced living and recreation opportunities in this urban, infill setting, including a pool and spa, a 4,000 sq. ft. clubhouse/leasing facility, courtyards and plazas with outdoor kitchens, barbeque area and fire pits, a private dog park, and other gathering and entertainment areas. The clubhouse/leasing facility includes a leasing area, state-of-the-art fitness center, club room, conference room, computer room, and mail room. Conceptual Buildings Elevations are provided as **Exhibit 8**. Conceptual Floor Plans are provided as **Exhibit 9**.

View 32’s architecture and character has been designed to highlight the view of the Phoenix Mountain Preserve located south of the Site. The building is oriented north/south to maximize the solar orientation and the depth of the Site. A portion of the south building elevation is U-shaped, framing a ground floor area with a pool and other courtyard amenities, creating common space that will be sunny during the day. View 32 residents will have the opportunity to be connected to the shopping center south of the Site by a pedestrian connection at a location that is near the midpoint of the south property line of the Site. The pedestrian connection location will be determined in the future, subject to review and approval by the owner of the shopping center adjacent to the south property line of the Site. The pedestrian connection will likely include a lockable gate.

The building is contemporary in style, massing, materials and color, which is consistent with the North 32nd Policy Plan’s vision and character of the area. The flat roof on the building is consistent with the surrounding commercial buildings bordering the Site. Building massing is reduced by vertical and horizontal articulation and architectural movement. The building steps back along both the north and south elevations. Balconies are recessed to break up the solid exterior face of the building and to create strong shadow lines that capture the movement of the sun during the day.

The predominant exterior material of the building is stucco. Metal cladding is the accent building material. There is an accent stucco color and metal balcony railings which further breaks up the massing of the building, adding visual interest. Interior environments are kept cool by recessed windows, awning overhangs, and steps in the building volume, creating shade.

There are covered and non-covered parking spaces surrounding the building. Guest parking will be provided within the non-covered parking spaces. The covered parking spaces will be reserved for residents. Each unit will have one covered (carport) parking space.

F. LIST OF USES

The intent of this PUD is to provide a high-quality multifamily residential development. This PUD permits a multifamily residential development on the Site. Accessory Uses are allowed as permitted in the Residence Districts Section 608 of the Phoenix Zoning Ordinance.

The use of the ground floor patio/plaza area on the north side of the building as a residents' gathering place will be restricted as follows:

- Sunday – Thursday: No later than 10:00 P.M.
- Friday – Saturday: No later than Midnight

G. DEVELOPMENT STANDARDS

The Development Standards for View 32 are provided in Table 1 below:

TABLE 1 –DEVELOPMENT STANDARDS		
Maximum Number of Dwelling Units	135 dwelling units	
Building Setbacks (Architectural pop outs may extend a maximum of 3' and canopies may extend a maximum of 5' into Building Setbacks.)	Front (from West Property Line)	Minimum of 55' (25' includes easement area)
	Rear (from East Property Line)	Minimum of 5'
	Sides (from North and South Property Lines)	Minimum of 10'
Landscape Setbacks (Architectural pop outs may extend a maximum of 3' and canopies may extend a maximum of 5' into Landscape Setbacks.)	Front (from West Property Line)	Minimum 55' (25' includes easement area)
	Rear (from East Property Line)	Minimum 5'
	Sides (from North and South Property Lines)	Minimum 10'
Landscaping Standards	<p>In compliance with Section 703 of the City's Zoning Ordinance, except as supplemented and amended as follows:</p> <p>West Property Line – Streetscape:</p> <ul style="list-style-type: none"> • 1 Tree per 500 square feet of Landscape Area <ul style="list-style-type: none"> ○ 2" Caliper – 50% ○ 3" Caliper or Multi-trunk – 25% ○ 4" Caliper or Multi-trunk – 25% • 5 – 5 Gallon Shrubs per Tree <p>North, South, and East Property Lines:</p> <ul style="list-style-type: none"> • 1 Tree per 20 lineal feet of Landscape Area <ul style="list-style-type: none"> ○ Minimum of 2" Caliper – 60% ○ 1" Caliper or Multi-trunk – 40% • 5 – 5 Gallon Shrubs per Tree 	

	Parking Lot Planting: <ul style="list-style-type: none"> • 1 Tree at end of each row of parking (approximately 110 feet) <ul style="list-style-type: none"> ○ 2" Caliper – 60% ○ 1" Caliper or Multi-trunk – 40% • 5 – 5 Gallon Shrubs per Tree 	
Building Height	Maximum Building Height	4 stories or 48 feet
Maximum Lot Coverage	50% of net lot area	

A Comparative Zoning Standards Table showing the proposed development standards in comparison to the R-5 Zoning District in Section 618 of the City’s Zoning Ordinance is provided at **Exhibit 10**.

H. DESIGN GUIDELINES (Multifamily Residential Development)

1. Architectural Character. The Site is located at the gateway to the 32nd Street Corridor. View 32 will provide a “Sense of Place” by providing a strong sense of arrival to the North 32nd Street Corridor with beautifully articulated building facades, strong architectural massing, and lush landscaping. View 32 will also enhance the North 32nd Street Corridor by building a visual identity and fostering the existing community identity. Phoenix is a desert environment and View 32 celebrates this by providing the following: (1) the building will be oriented to maximizing the solar exposure (north/south exposure); (2) shade and shadows will provide protection from the sun (trellises, covered parking); (3) outdoor amenities will be provided; and (4) desert landscaping, natural light, natural finishes, colors, textures and plantings will be used that blend with the natural desert. A majority of rooms and common areas will be oriented to maximize the views of the Phoenix Mountain Preserve to the south/southwest.

View 32 will create a sustainable urban environment with more housing choices for the area within this prioritized redevelopment area of the City’s North 32nd Policy Plan. Adding residential units to the commercial areas along the North 32nd Street Corridor will encourage a horizontal mixed-use environment, providing support to the existing adjacent retail uses. View 32 will also provide indoor and outdoor spaces that relate to people (safe, comfortable, varied and attractive) and provide convenient pedestrian linkages to allow residents to walk to existing commercial uses, which in turn will reduce the number of vehicle trips in this walkable urban concept.

2. Site Plan. The Site shall be developed in general conformance with the Conceptual Site Plan that is included as **Exhibit 7**, including a proposed private dog park for residents located at the northeast corner of the Site.

3. Building Elevations. The multifamily residential development shall be in general conformance with the Conceptual Building Elevations included as **Exhibit 8**, with specific regard to architectural detail, varied massing, pop-outs, recesses, overhangs and the variety of colors and materials.

4. Landscaping. The Site shall be landscaped in general conformance with the January 16, 2018 Landscape Plans (including the plant palette) that are included as **Exhibit 11**.
5. Design Guidelines. Except as otherwise provided in this PUD Narrative, applicable Design Guidelines in the “Guidelines for Design Review” Section of the Zoning Ordinance (currently Section 507 Tab A) shall apply.
6. Amenities. The multifamily residential development shall provide a minimum of the following amenities:
 - a. Pool courtyard in general conformance to the Conceptual Site Plan included as Exhibit 7.
 - b. An at-grade patio/plaza with trees and shade on the north side of the building in general conformance to the Conceptual Site Plan included as **Exhibit 7**.
 - c. Dog Park in general conformance to the Conceptual Site Plan included as **Exhibit 7**.
 - d. Pedestrian gate access on the south portion of the Site to provide an opportunity to connect to the shopping center south of the Site.
 - e. Fitness Center.
 - f. Indoor gathering area / club room.
 - g. Conference room.

I. SIGNS

This PUD permits signs on the Site as follows: An Entry Monument Sign is located along the Site’s 32nd Street frontage, proximate to the northwest corner of the building. See Entry Monument Sign shown on the Conceptual Site Plan at **Exhibit 7**. An elevation view of the Entry Monument Sign is shown on the Conceptual Landscape Plan (Sheet 2) at **Exhibit 11**. The maximum height of the Entry Monument Sign is 9’-6”. A Wall Sign is located proximate to the southwest corner of the building. See Architectural Character Studies Exhibit at **Exhibit 6**. Except as described above and shown on the plans and exhibits attached to this PUD, all other signs shall conform to Section 705 of the City’s Zoning Ordinance.

J. SUSTAINABILITY

1. Pedestrian connectivity to adjacent commercial sites and proximity to recreational trails.
2. Bicycle parking.
3. Low-water use/drought tolerant landscaping.
4. Low flow lavatory faucets, shower heads and toilets.
5. Energy efficient HVAC systems.
6. Low-E coating on windows.
7. Controllability of systems and thermal comfort features.
8. Freeway noise mitigation through sound attenuated double-pane windows; solid-core or insulated exterior doors; added insulation in the walls and roof; and self-closing damper on exhaust ducts on units near the freeway shall be provided if/as necessary per noise standards for residential occupancy.

K. INFRASTRUCTURE

This PUD is for the redevelopment of an infill property that is located on an existing arterial street and is serviced with existing utilities and infrastructure. The development will comply with the comments received at the 10/28/14 Development Plan Pre-Application Meeting with City Staff (KIVA 14-2710 SDEV 1400450). There are no insurmountable grading or drainage issues on the Site. A Grading and Drainage Plan and Drainage Report will be submitted with the Site Plan Review Application. Further, there are no water or sewer issues. There is an existing 12-inch waterline located within 32nd Street and an existing 6-inch waterline located within an easement to the South of the Site. There is an existing 12-inch sewerline located within 32nd Street. There are no circulation or access issues.

L. PHASING PLAN

This development will be built in one phase.

M. CONCLUSION

This PUD provides the opportunity to redevelop an underutilized infill site within the North 32nd Street Corridor with a high quality, gated, Class “A” multifamily development that implements the North 32nd Policy Plan and will help invigorate the area with people and spark future investment along the 32nd Street Corridor. The Site Plan, Landscape Plan and Building Elevations, the architectural design, materials, features and colors, and the development’s sustainability features will create a safe, secure, architecturally attractive, well-landscaped and compatible development on this infill Site. Consistent with the purpose of PUDs, the North 32nd Policy Plan, and the ULI AzTAP, the end result of View 32 will be a superior built environment that is tailored to this Site, compatible with neighboring properties, a compliment to the area and a catalyst for additional redevelopment opportunities along the North 32nd Street Corridor.

EXHIBIT 1

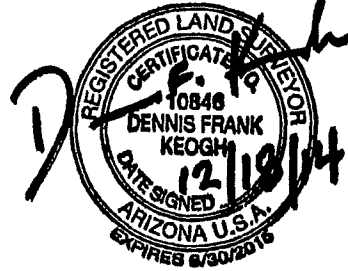
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Civil Engineers | Land Surveyors



LEGAL DESCRIPTION
MICHAEL MARTINDALE CRA, LLC
OUR JOB NO. 20724
18 DECEMBER 2014

LEGAL DESCRIPTION- VIEW 32 ZONING PARCEL- GROSS AREA INCLUDING ADOT 25'

A PORTION OF THE SOUTHWEST QUARTER OF SECTION 24, TOWNSHIP 3 NORTH, RANGE 3 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE SOUTHWEST CORNER OF SAID SECTION 24;

THENCE NORTH 0°51'00" EAST ALONG THE WEST LINE OF SAID SECTION 24, A DISTANCE OF 660.84 FEET TO THE SOUTHWEST CORNER OF THE NORTH HALF OF THE SOUTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SAID SECTION 24 AND THE TRUE POINT OF BEGINNING OF THE HEREIN DESCRIBED PARCEL;

THENCE CONTINUING NORTH 0°51'00" EAST ALONG SAID WEST LINE, A DISTANCE OF 250.84 FEET;

THENCE NORTH 89°54'14" EAST, A DISTANCE OF 605.00 FEET TO A POINT OF A CURVE CONCAVE SOUTHWESTERLY, HAVING A RADIUS OF 325.00 FEET;

THENCE SOUTHEASTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 31°15'40", AN ARC LENGTH OF 177.32 FEET TO A POINT OF NON-TANGENCY;

THENCE SOUTH 0°05'31" EAST, A DISTANCE OF 60.91 FEET TO A POINT ON A CURVE, CONCAVE SOUTHWESTERLY, HAVING A RADIUS OF 275.00 FEET AND WHOSE CENTER BEARS SOUTH 37°50'19" WEST FROM THE LAST DESCRIBED POINT;

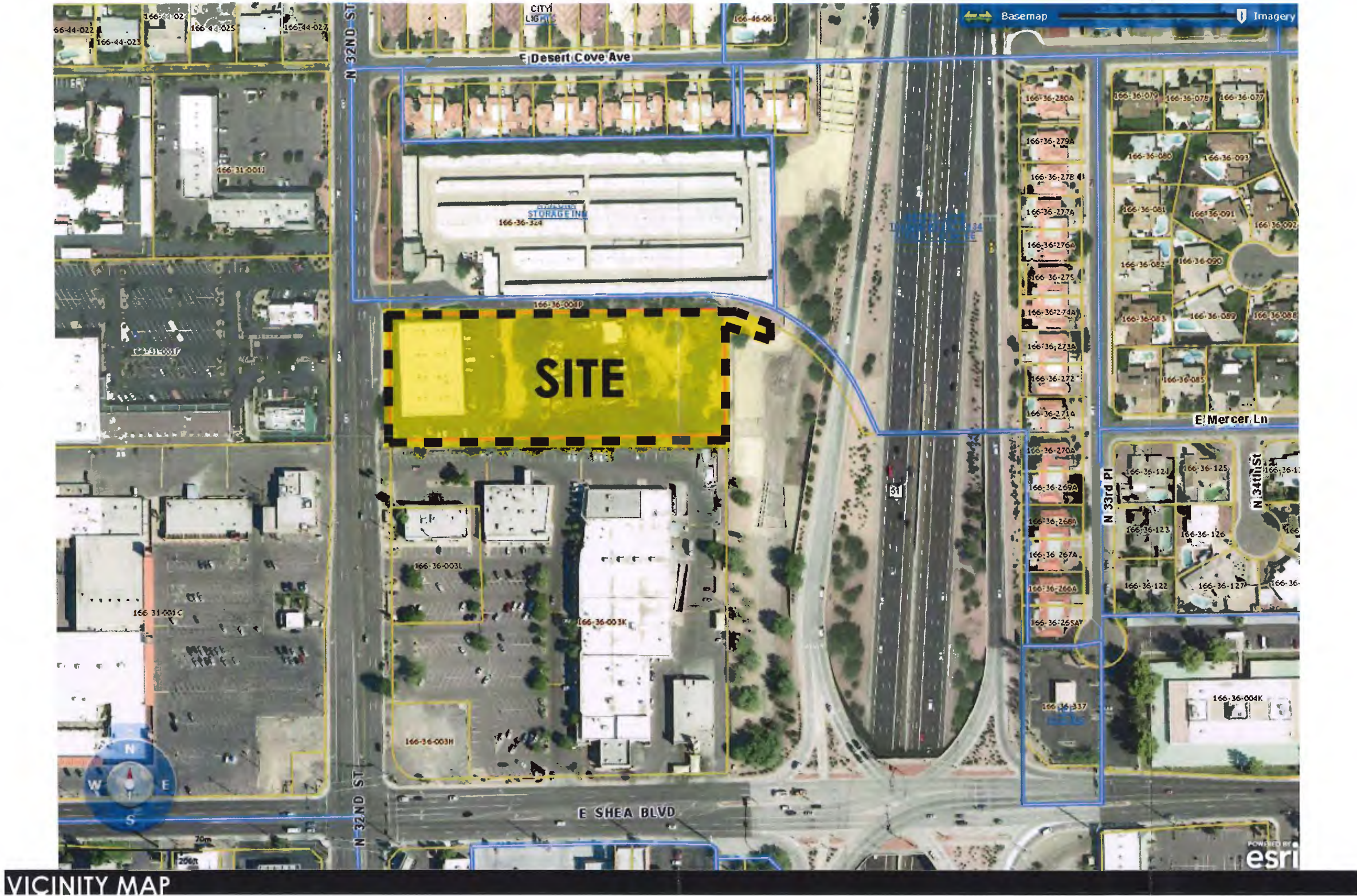
THENCE NORTHWESTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 20°38'25", AN ARC LENGTH OF 99.07 FEET TO A POINT OF NON-TANGENCY;

THENCE SOUTH 0°48'50" WEST, A DISTANCE OF 188.41 FEET TO A POINT ON THE SOUTH LINE OF THE NORTH HALF OF THE SOUTHWEST QUARTER OF SAID SOUTHWEST QUARTER;

THENCE SOUTH 89°54'14" WEST ALONG SAID SOUTH LINE, A DISTANCE OF 687.49 FEET TO THE TRUE POINT OF BEGINNING.

SAID PARCEL CONTAINS 176,957 SQUARE FEET OR 4.062 ACRES, MORE OR LESS.

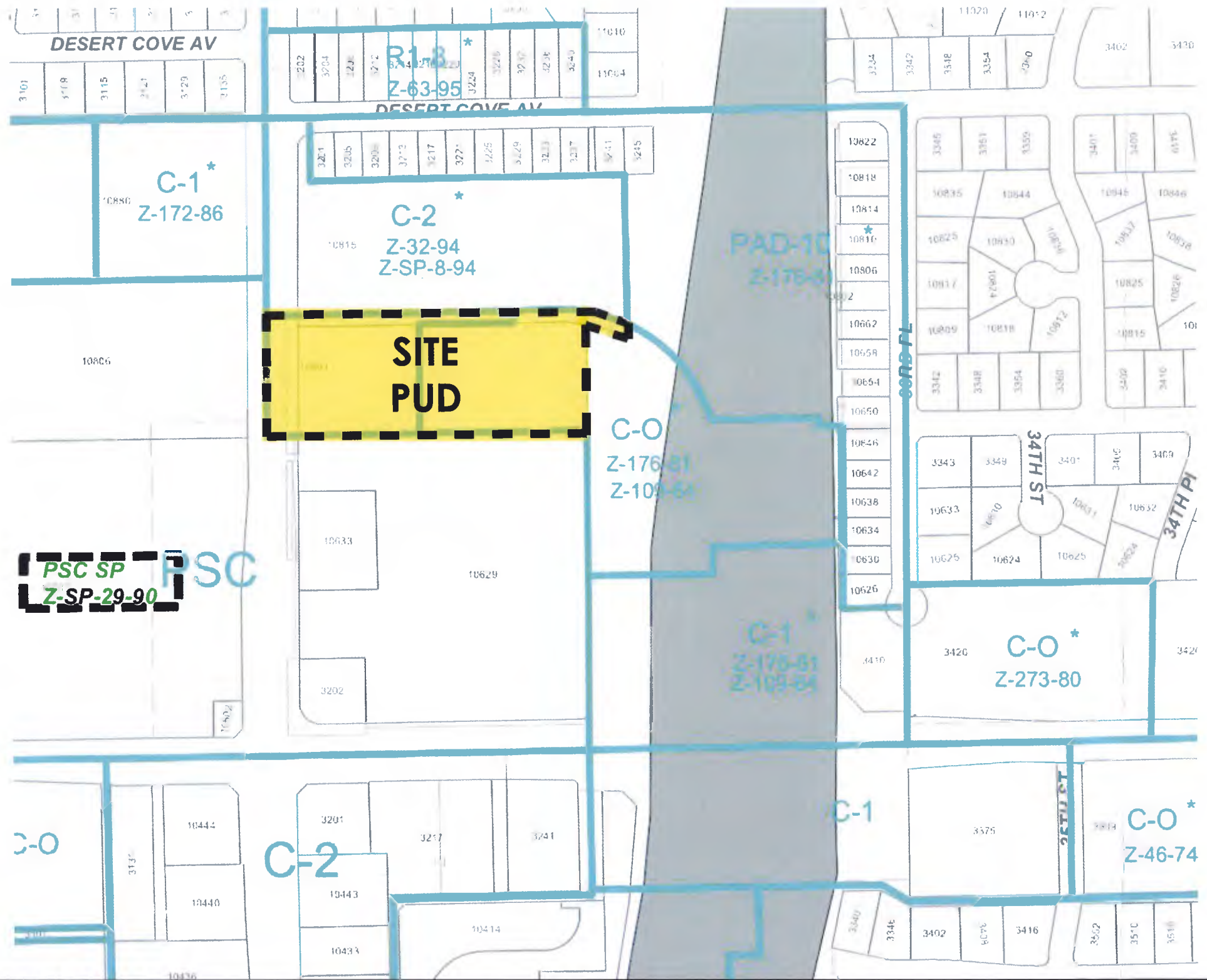
EXHIBIT 2



VIEW 32

Phoenix, Arizona

EXHIBIT 3



PROPOSED ZONING MAP

VIEW 32

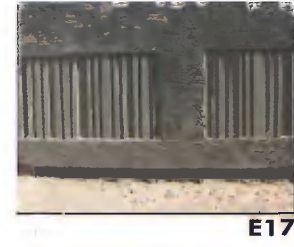
EXHIBIT 4



VIEW 32

Phoenix, Arizona

EXHIBIT 5



VIEW 32

Phoenix, Arizona

Project No. 14-2028-01 Date March 6, 2015



EXHIBIT 6



VIEWING SOUTHEAST FROM 32ND STREET



VIEWING NORTH



VIEWING NORTHWEST FROM SITE



VIEWING NORTHEAST FROM 32ND STREET



VIEWING SOUTHEAST FROM 32ND STREET

ARCHITECTURAL CHARACTER STUDIES

VIEW 32

Phoenix, Arizona

135 Dwelling Unit Scheme

Project No. 14-2028-01 Date July 30th, 2015



TODD & ASSOCIATES, INC.

ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE
402.952.8280p www.toddsoc.com



Expires 09/30/2016

EXHIBIT 7

DESIGN TEAM
DEVELOPER:
 PRINCIPAL ASSET MANAGEMENT
 8901 E. PIMA CENTER PKWY
 #230
 SCOTTSDALE, AZ 85268
 (480) 889-9900
ARCHITECTURAL:
 TODD & ASSOCIATES
 4019 N 44TH ST
 PHOENIX, AZ 85018
 (602) 952-8280
 (602) 952-8995 FAX

PROJECT NAME & ADDRESS:
 APARTMENTS NEAR NORTHEAST CORNER OF
 32ND & SHEA BLVD PHOENIX, ARIZONA
PROJECT DESCRIPTION:
 THE PROJECT PROPOSAL IS A 135 UNIT
 DEVELOPMENT WHICH CONSISTS OF 4 STORIES
 RESIDENTIAL ON GRADE WOOD FRAME
 CONSTRUCTION (TYPE V11) CONSTRUCTION.
 THE UNITS CONSIST OF STUDIOS, 1 & 2 BEDROOM
 RESIDENCES RANGING FROM +/- 653 TO +/- 1064
 SQUARE FEET. PARKING IS ON GRADE.

GENERAL ZONING ANALYSIS:
SITE AREA: (PER ALTA SURVEY)
 GROSS ACRES: +/- 4.062 ACRES (176,957SF)
 NET ACRES: +/- 3.634 ACRES (158,317SF)
ZONING:
 EXISTING: C-2/C-1
 PROPOSED: PUD
DENSITY:
 PROPOSED:
 +/- 35.48 DWELLING UNITS PER GROSS ACRE
BUILDING HEIGHT:
 PROPOSED MAX BUILDING HEIGHTS: 48'-0"
BUILDING FOOTPRINT:
 BUILDING AREA GROUND FLOOR: 37,143 SF
LOT COVERAGE:
 PROPOSED TOTAL: (54,235 SF / 158,317SF) 34%
 COVERED PARKING: 16,836 SF
 RAMADA AT DOG PARK: 256 SF

SEIBACKS:
 PROPOSED
 FRONT: 55'-0"
 SIDE: 10'-0"
 SIDE: 10'-0"
 REAR: 5'-0"

PARKING STANDARDS:
 PARKING STALL: 18'-0" X 8'-6"
 ACCESSIBLE STALL: 18'-0" X 11'-0"
 SINGLE LOADED AISLE WIDTH: 25'-0"
 DOUBLE LOADED AISLE WIDTH: 26'-0"
 LOADING ZONE: 30'-0" X 10'-0"

REQUIRED PARKING:
 STUDIO (1.3 PS X 17 DWELLING UNIT): 22 P.S.
 1 BEDROOM (1.5 PS X 87 DWELLING UNITS): 131 P.S.
 2 BEDROOM (1.5 PS X 31 DWELLING UNITS): 47 P.S.
 TOTAL: 200 P.S.

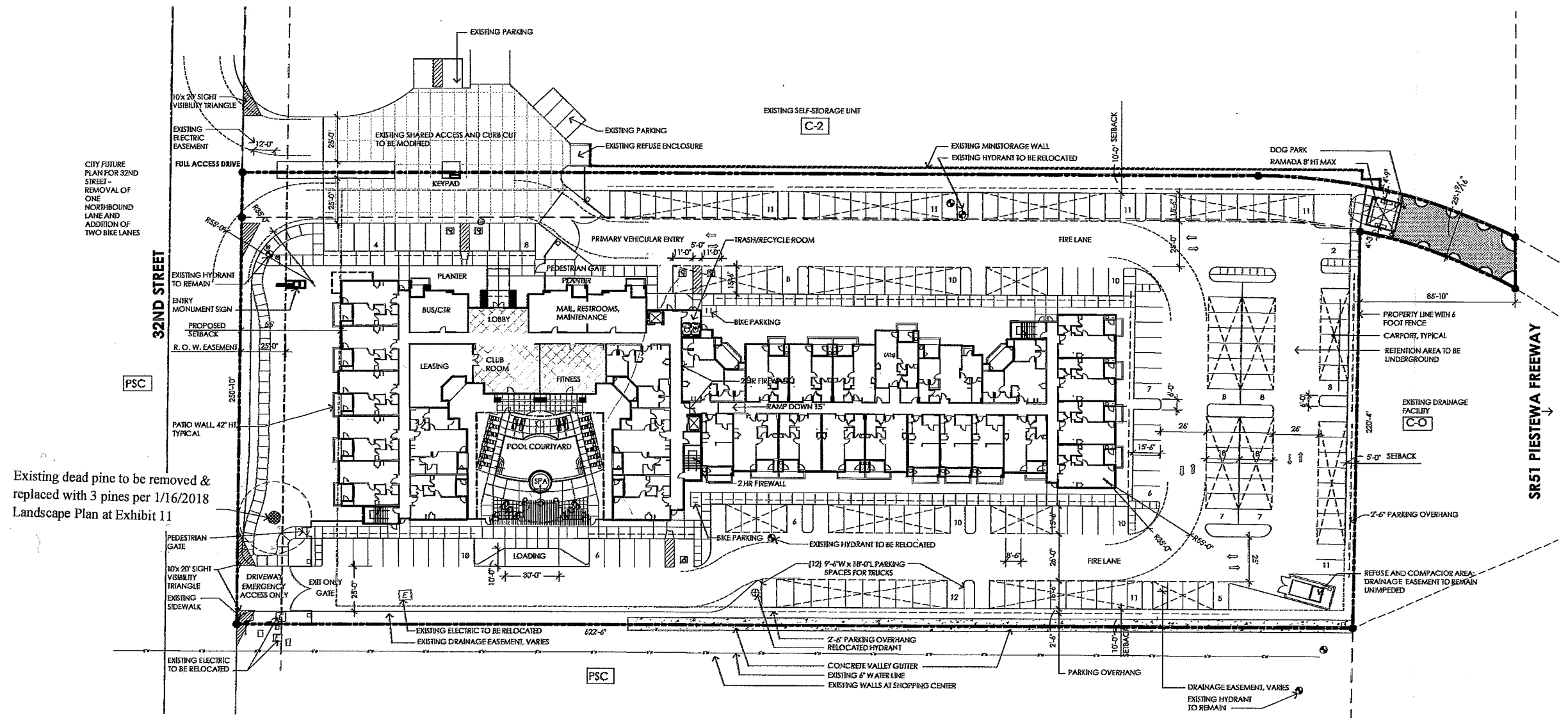
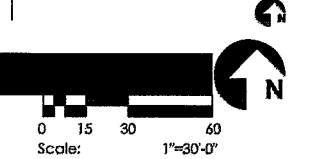
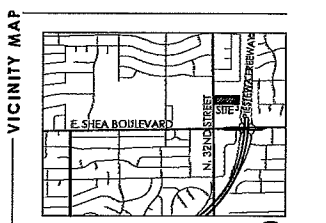
PROVIDED PARKING:
 CARPORT PARKING: 136 P.S.
 SURFACE PARKING: 62 P.S.
 TOTAL: 218 P.S.

PROVIDED PARKING RATIO:
 (218 P.S. / 135 DWELLING UNITS) = 1.61 P.S./D.U.

ACCESSIBLE PARKING
 REQUIRED: (2% OF 218 SPACES) 5 P.S.
 PROVIDED SURFACE: (2% OF 62) 2 P.S.
 PROVIDED AT CARPORT: (2% OF 136) 3 P.S.
 TOTAL PROVIDED: 5 P.S.

BICYCLE PARKING:
 PROVIDED: 8 SPACES

TRASH COLLECTION:
 THERE WILL BE 1 TRASH ROOM WITH 2 TRASH
 CHUTES. THE TRASH WILL BE TAKEN TO THE
 COMPACTOR WHICH IS LOCATED IN THE
 PARKING AREA.



Existing dead pine to be removed & replaced with 3 pines per 1/16/2018 Landscape Plan at Exhibit 11

CONCEPTUAL SITE PLAN & FIRST FLOOR

VIEW 32

Phoenix, Arizona
 5th PUD Submittal
 Project No. 14-2028-01 Date July 31, 2015



EXHIBIT 8



1'-3" (1:422.081)
FIRST LEVEL

41'-45'-7" (1:447.85)
I.O. ROOF RIDGE
31'-6"
FOURTH LEVEL
21'-0"
THIRD LEVEL
10'-6"
SECOND LEVEL
0'-0"
FIRST LEVEL

CONCEPTUAL NORTH ELEVATION



4'-0" (1:432.00)
ROOF SURFACE
I.O. ROOF RIDGE
ABOVE FINISH
FLOOR
31'-6"
FOURTH LEVEL
21'-0"
THIRD LEVEL
10'-6"
SECOND LEVEL
0'-0" (1:432.00)
FINISH GRADE
7'-45"
BUILDING HEIGHT FROM FINISH GRADE

56'-6" ABOVE FINISH FLOOR
I.O. STAR TOWER

1'-3" (1:422.081)
FIRST LEVEL

CONCEPTUAL SOUTH ELEVATION

0 8 16 32
Scale: 1/16"=1'-0"

COLOR SCHEDULE		
	LOCATION	MATERIAL / COLOR
A	PRIMARY STUCCO	AKAMINA CLW 1013W
B	ACCENT STUCCO	ROSEMARY CL 1946D
C	AWNINGS	ROLLFAB: SILVER METALLIC
D	METAL CLADDING	ROLLFAB: SILVER METALLIC
E	WINDOW FRAMES	ARCADIA: BRONZE
F	METAL RAILINGS	ABALON CL 3174D



VIEW 32

Phoenix, Arizona
5th PUD Submittal
Project No. 14-2028-01 Date 12-03-15



COLOR SCHEDULE

LOCATION	MATERIAL / COLOR
A	PRIMARY STUCCO AKAMINA CLW 1013W
B	ACCENT STUCCO ROSEMARY CL 1946D
C	AWNINGS ROLLFAB: SILVER METALLIC
D	METAL CLADDING ROLLFAB: SILVER METALLIC
E	WINDOW FRAMES ARCADIA: BRONZE
F	METAL RAILINGS ABALON CL 3174D



VIEW 32

Phoenix, Arizona
 5th PUD Submittal
 Project No. 14-2028-01 Date 12-03-15

DESIGN TEAM
DEVELOPER:
 PRINCIPAL ASSET MANAGEMENT
 8701 E. PIMA CENTER PKWY
 #250
 SCOTTSDALE, AZ 85258
 (480) 889-9900
ARCHITECTURAL:
 TODD & ASSOCIATES
 4019 N 44TH ST
 PHOENIX, AZ 85018
 (602) 952-8280
 (602) 952-8975 FAX

PROJECT DATA
PROJECT NAME & ADDRESS:
 APARTMENTS NEAR NORTHEAST CORNER OF 32ND & SHEA BLVD PHOENIX, ARIZONA
PROJECT DESCRIPTION:
 THE PROJECT PROPOSAL IS A 185 UNIT DEVELOPMENT WHICH CONSISTS OF 4 STORIES RESIDENTIAL ON GRADE WOOD FRAME CONSTRUCTION (TYPE VI) HIGH CONSTRUCTION. THE UNITS CONSIST OF STUDIOS, 1 & 2 BEDROOM RESIDENCES RANGING FROM +/- 453 TO +/- 1064 SQUARE FEET. PARKING IS ON GRADE.

GENERAL ZONING ANALYSIS:
SITE AREA: (PER ALTA SURVEY)
 GROSS ACRES: +/- 4.062 ACRES (176,957SF)
 NET ACRES: +/- 3.634 ACRES (158,317SF)
ZONING:
 EXISTING: C-2/C-1
 PROPOSED: PUD
DENSITY:
 PROPOSED: +/- 35.48 DWELLING UNITS PER GROSS ACRE
BUILDING HEIGHT:
 PROPOSED MAX BUILDING HEIGHTS: 48'-0"
BUILDING FOOTPRINT:
 BUILDING AREA GROUND FLOOR: 37,143 SF
LOT COVERAGE:
 PROPOSED TOTAL: (54,235 SF / 158,317SF) 34%
 COVERED PARKING: 16,836 SF
 RAMADA AT DOG PARK: 256 SF

SETRACKS:
 PROPOSED
 FRONT: 55'-0"
 SIDE: 10'-0"
 SIDE: 10'-0"
 REAR: 5'-0"

PARKING STANDARDS:
 PARKING STALL: 18'-0" X 8'-6"
 ACCESSIBLE STALL: 18'-0" X 11'-0"
 SINGLE LOADED AISLE WIDTH: 25'-0"
 DOUBLE LOADED AISLE WIDTH: 26'-0"
 LOADING ZONE: 30'-0" X 10'-0"

REQUIRED PARKING:
 STUDIO (1.3 PS X 17 DWELLING UNIT): 22 P.S.
 1 BEDROOM (1.5 PS X 87 DWELLING UNITS): 131 P.S.
 2 BEDROOM (1.5 PS X 31 DWELLING UNITS): 47 P.S.
 TOTAL: 200 P.S.

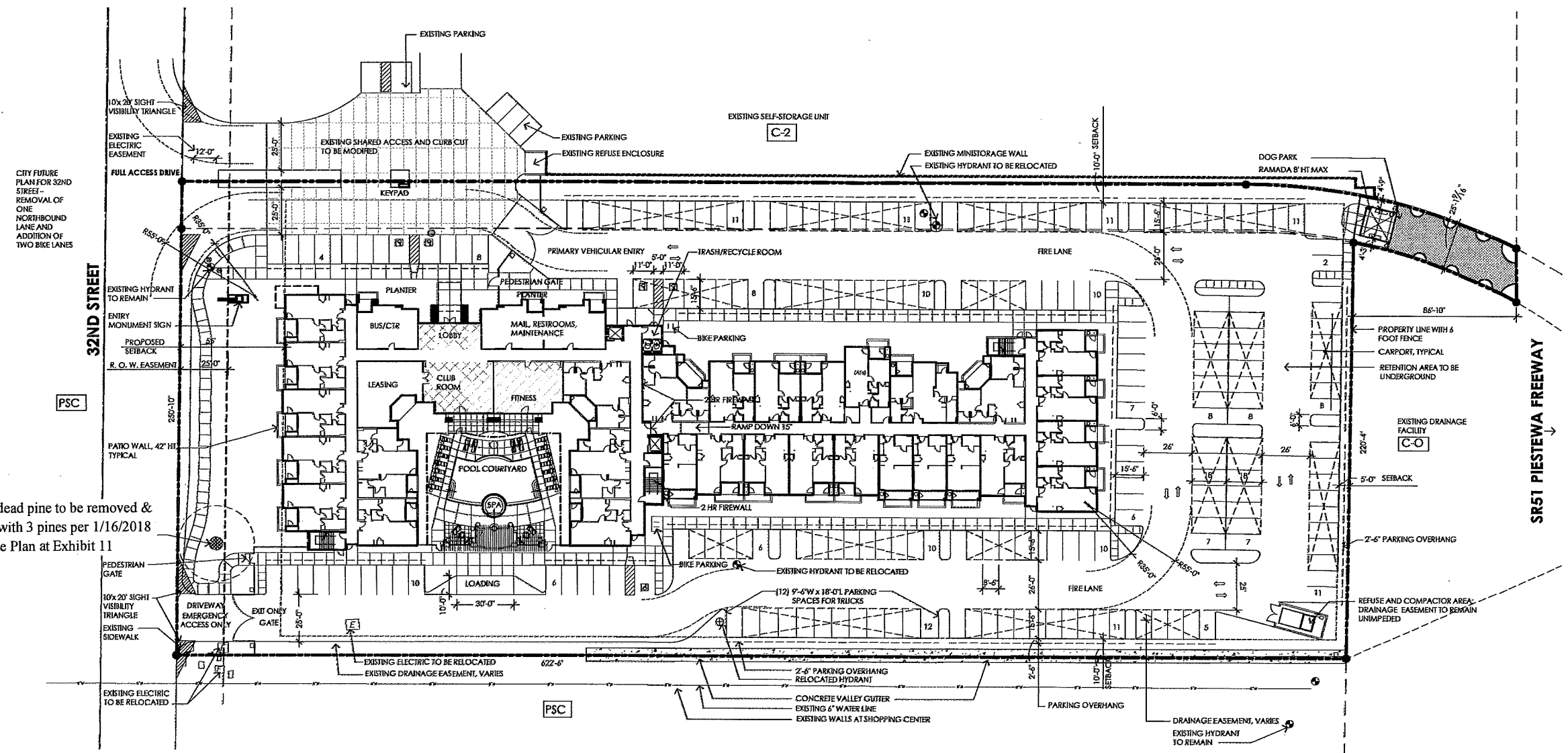
PROVIDED PARKING:
 CARPORT PARKING: 136 P.S.
 SURFACE PARKING: 82 P.S.
 TOTAL: 218 P.S.

PROVIDED PARKING RATIO:
 (218 P.S./185 DWELLING UNITS) = 1.61 P.S./D.U.

ACCESSIBLE PARKING:
 REQUIRED: (2% OF 218 SPACES) 5 P.S.
 PROVIDED SURFACE: (2% OF 82) 2 P.S.
 PROVIDED AT CARPORT: (2% OF 136) 3 P.S.
 TOTAL PROVIDED: 5 P.S.

BICYCLE PARKING:
 PROVIDED: 8 SPACES

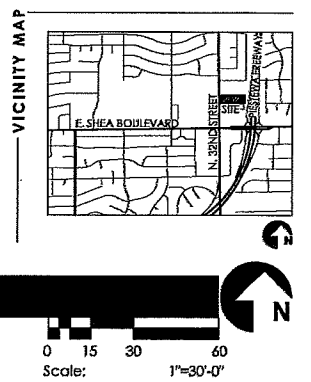
TRASH COLLECTION:
 THERE WILL BE 1 TRASH ROOM WITH 2 TRASH CHUTES. THE TRASH WILL BE TAKEN TO THE COMPACTOR WHICH IS LOCATED IN THE PARKING AREA.

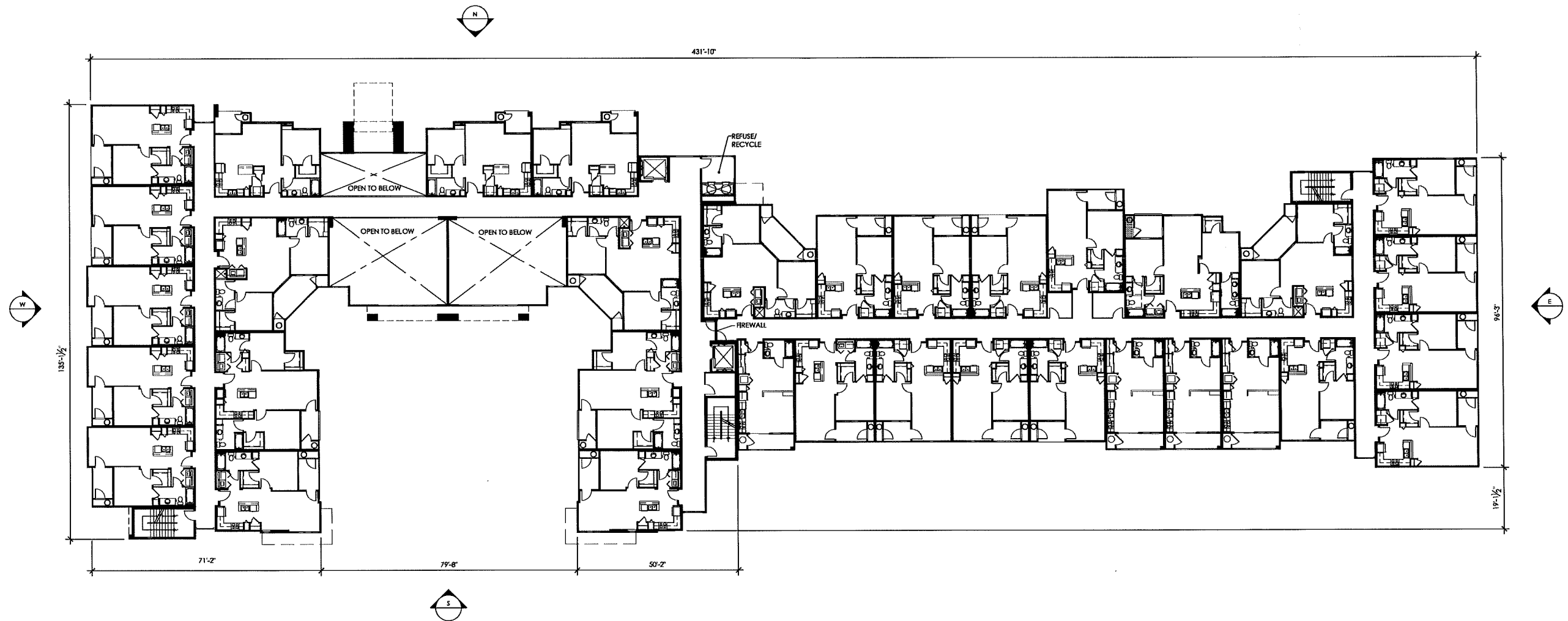


Existing dead pine to be removed & replaced with 3 pines per 1/16/2018 Landscape Plan at Exhibit 11

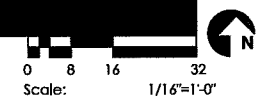
CONCEPTUAL SITE PLAN & FIRST FLOOR

VIEW 32





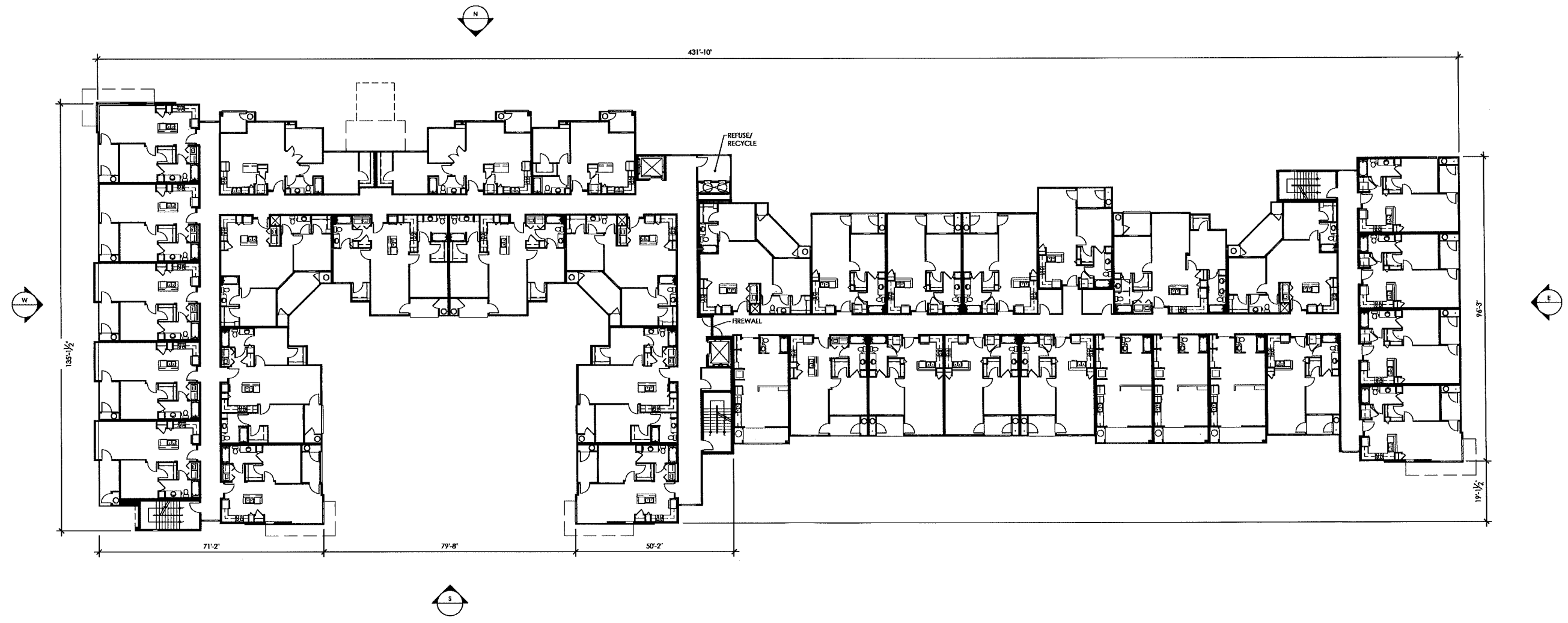
CONCEPTUAL SECOND LEVEL PLAN



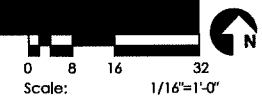
VIEW 32

Phoenix, Arizona
 5th PUD Submittal
 Project No. 14-2028-01 Date July 31, 2015



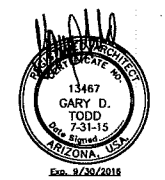


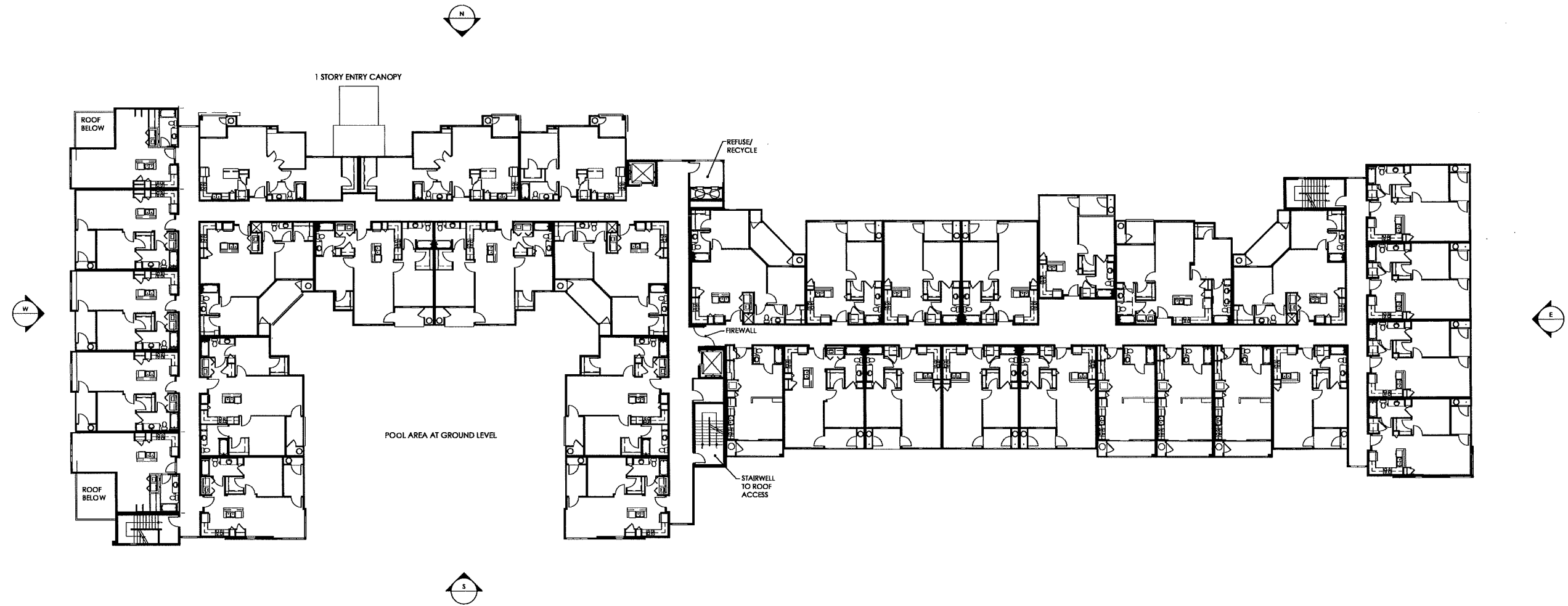
CONCEPTUAL THIRD LEVEL PLAN



VIEW 32

Phoenix, Arizona
 5th PUD Submittal
 Project No. 14-2028-01 Date July 31, 2015





CONCEPTUAL FOURTH LEVEL PLAN

VIEW 32

Phoenix, Arizona
 5th PUD Submittal
 Project No. 14-2028-01 Date July 31, 2015



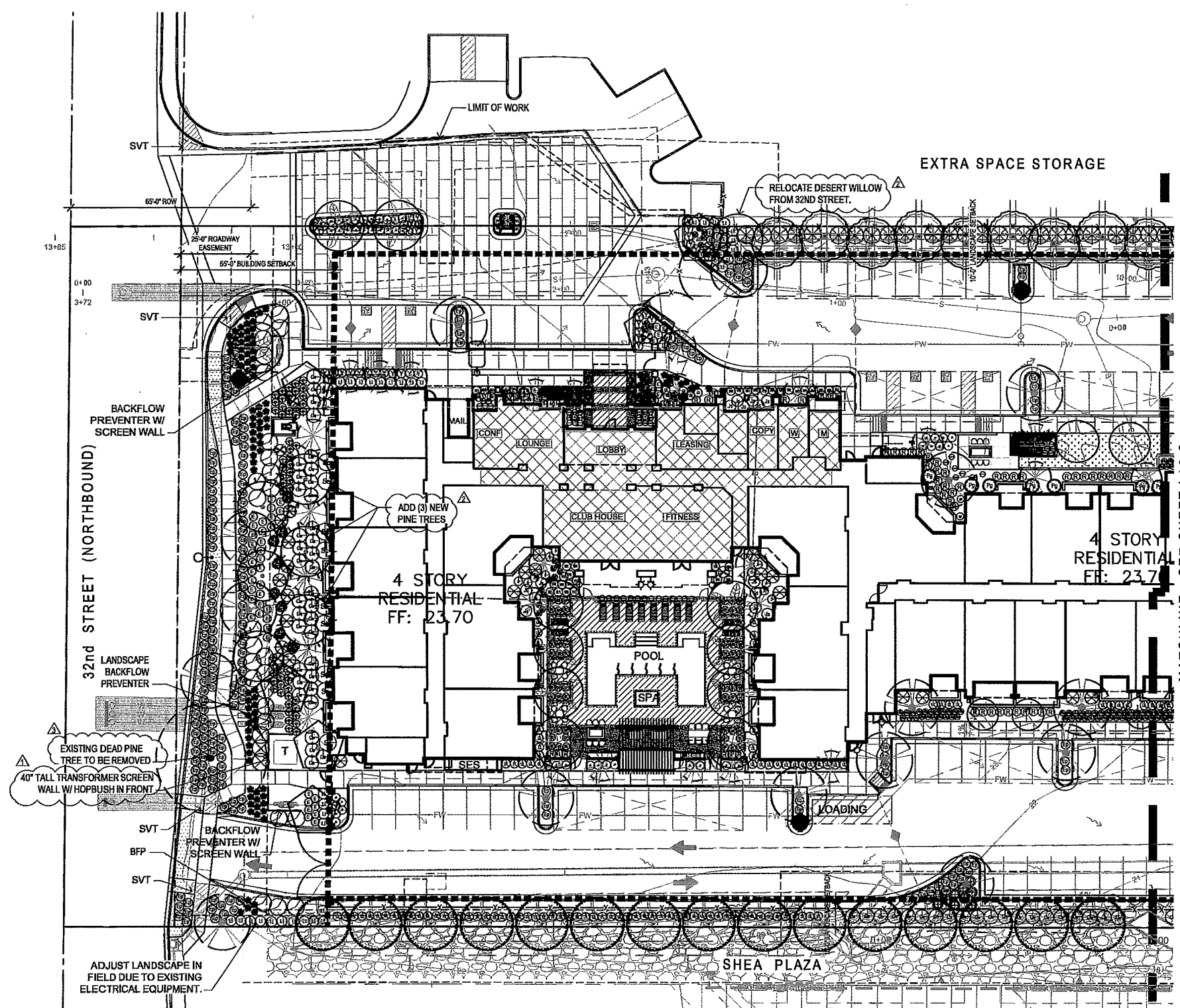
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EXHIBIT 10

DEVELOPMENT STANDARDS COMPARISON TABLE

	VIEW 32	R-5
Building Setbacks	<p>Front (from West Property Line) - Minimum of 55' (25' includes easement area)</p> <p>Rear (from East Property Line) - Minimum of 5'</p> <p>Sides (from North and South Property Lines) - Minimum of 10'</p>	<p>Adjacent to public street: 20 feet</p> <p>Adjacent to property lines: 10 feet</p>
Landscape Setbacks	<p>Front (from West Property Line) - Minimum 55' (25' includes easement area)</p> <p>Rear (from East Property Line) - Minimum 5'</p> <p>Sides (from North and South Property Lines) - Minimum 10'</p>	<p>Adjacent to public street: 20 feet</p> <p>Adjacent to property lines: 5 feet</p>
Building Height	Maximum of 4 stories or 48'	<p>Maximum of 4 stories or 48'</p> <p>There shall be a 15-foot maximum height within ten feet of a single-family zoned district, which height may be increased one foot for each additional one foot of building setback to the maximum permitted height.</p>
Maximum Lot Coverage	50% of net lot area	50%
Maximum Density	33.25 dwelling units per gross acre	45.68 dwelling units per gross acre
Maximum Number of Units	135 dwelling units	185 dwelling units
Minimum Open Space	5% of the gross lot area	5% of the gross lot area

EXHIBIT 11



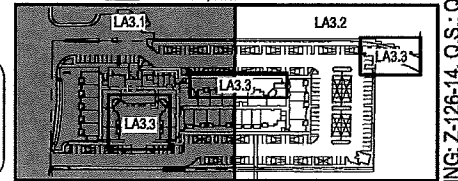
PARKING LANDSCAPE TABLE:

AREA OF PARKING LOT:	57,290 S.F.
PARKING LOT LANDSCAPE (EXCLUSIVE OF PERIMETER):	3,414 S.F.
LANDSCAPE PERCENTAGE:	5.9%

NOTE:
THERE ARE NO OVERHEAD
POWER LINES ON THIS SITE.

CALL TWO WORKING DAYS
BEFORE YOU DO
(602) 263-1100
1-800-S TAKE-IT
OUTSIDE MARICOPA COUNTY

Call before you Dig.
1-800-227-2600
UNDERGROUND SERVICE ALERT (USA)



PLANT MATERIALS LEGEND

Trees	Qty	Caliper	Height	Width
Acacia salicina Willow Acacia	37	4.0"	17.0'	8.0'
Acacia wulandiana Palo Blanco	5	1.0"	6.0'	4.0'
Cassia bicolor coccoloba Smoother	6	4.0"	16.0'	8.0'
Chilopsis linearis Desert Willow	3	4.0"	14.0'	8.0'
Chilopsis lasiolepis Chilapa	13	1.25"	7.0'	4.0'
Olneya tesota Ironwood	6	4.0"	13.0'	12.0'
Parsonsia hyl. 'Desert Museum' Palo Verde	27	4.0"	13.0'	12.0'
Phoenix dactylopera Date Palm	11	NA	20'	NA
Pinus edulis (pawnee) Monard Pine	3	4.0"	18.0'	10.0'
Pistacia lentissima Mistle Tree	30	1.0"	7.0'	4.0'
Prosopis hybrid 'Phoenix' Thornless Hybrid Mesquite	29	4.0"	16.0'	14.0'
Existing Pine to be removed (Inventory #1)	1	18.0"	35.0'	25.0'

APPLY TO 60% MINIMUM CALIPER
52 TREES REQUIRED
75 TREES PROVIDED

**4" CALIPER TO REPLACE INVENTORY TREES
429 CALIPER INCHES REQUIRED
440 CALIPER INCHES PROVIDED

Extra Large Shrubs	Size	Quantity
Bougainvillea 'Rosetta' Bougainvillea	5 gal.	26
Charanopsis humilis Mediterranean Fan Palm	3 head	1
Dodonaea viscosa Hopbush	5 gal.	3
Tecoma 'Bells of Fire' Bells of Fire	5 gal.	30
Vauquelinia californica Arizona Rosewood	15 gal.	68
Large Shrubs	Size	Quantity
Cassia artemesoides 'Silver' Silver Cassia	5 gal.	63
Leucophyllum langmanii 'Rio Bravo' Rio Bravo Sage	5 gal.	95
Silmaria Chihuensis Jopka	15 gal.	11
Sabra chelidoni Chaparral Sage	5 gal.	17
Medium Shrubs	Size	Quantity
Eremophila hyphorana 'Blue Bells' Blue Bells	5 gal.	125
Eremophila glabra sp. carmineo-Winter Blaze Winter Blaze	3 gal.	82
Justicia spicigera Mexican Honeycucule	5 gal.	17
Leucophyllum frutescens 'compacta' Compact Texas Sage	5 gal.	198
Purpurea granatum Desert Pomegranate	5 gal.	11
Rhus brittoniana Rueda	5 gal.	66
Small Shrubs	Size	Quantity
Guava 'Bridalmaid' White Guava	5 gal.	5
Groundcovers	Size	Quantity
Lantana sp. 'New Gold' Lantana	1 gal.	37
Eremophila prostrata 'Outback Sunrise' Outback Sunrise Eremophila	1 gal.	270
Wedelia trilobata Yellow Dot	1 gal.	39
Cacti/ Accents	Size	Quantity
Agave bovicornuta Cow's Horn	5 gal.	3
Agave geminiflora Twin Flowered Agave	5 gal.	23
Agave weberi Weber's Agave	1 gal.	9
Aloe broussainii Mockingbird Aloe	5 gal.	112
Brotelia gracilis Blond Anolis	1 gal.	63
Echinocactus grusonii Golden Barrel	5 gal.	11
Hesperaloe parviflora Giant Hesperaloe	5 gal.	9
Hesperaloe parviflora Yellow Yucca	5 gal.	82
Opuntia basilaris Biscuit Cactus	5 gal.	2
Opuntia basilaris Prickly Pear	5 gal.	2
Opuntia basilaris Prickly Pear	8 Pad Min.	3
Opuntia violacea 'Santa-Rita' Purple Prickly Pear	5 gal.	6
Pachycereus marginatus Mexican Fence Post Cactus	24" box	2
Pereskia macrocarpa Slipper Plant	5 gal.	47
Sesuvium portulacastrum Purple Heart	5 gal.	17
Yucca pallida Pale Leaf Yucca	5 gal.	128
Yucca rostrata Spiked Yucca	20 gal.	2

andersonbaron
plan · design · achieve
50 n. mcclintock drive, ste 1
chandler, arizona 85226
p. 480.699.7956 f. 480.699.7986



View 32
32nd Street & Shea
Phoenix, Arizona
Planting Plan

ZONING: Z-126-14, Q.S.: Q29-35, SDEV: 1400450, KIVA: 14-2710, CCPR: 1601783

revisions
3.27.17 Transformer Screen
11.2.17 Relocate & add trees
1.16.18 Pine tree note

issued for
design dev.
progress set
city submittal
bid package
construction

date issued
2.16.17

scale
1" = 20'-0"

drawn by
JB

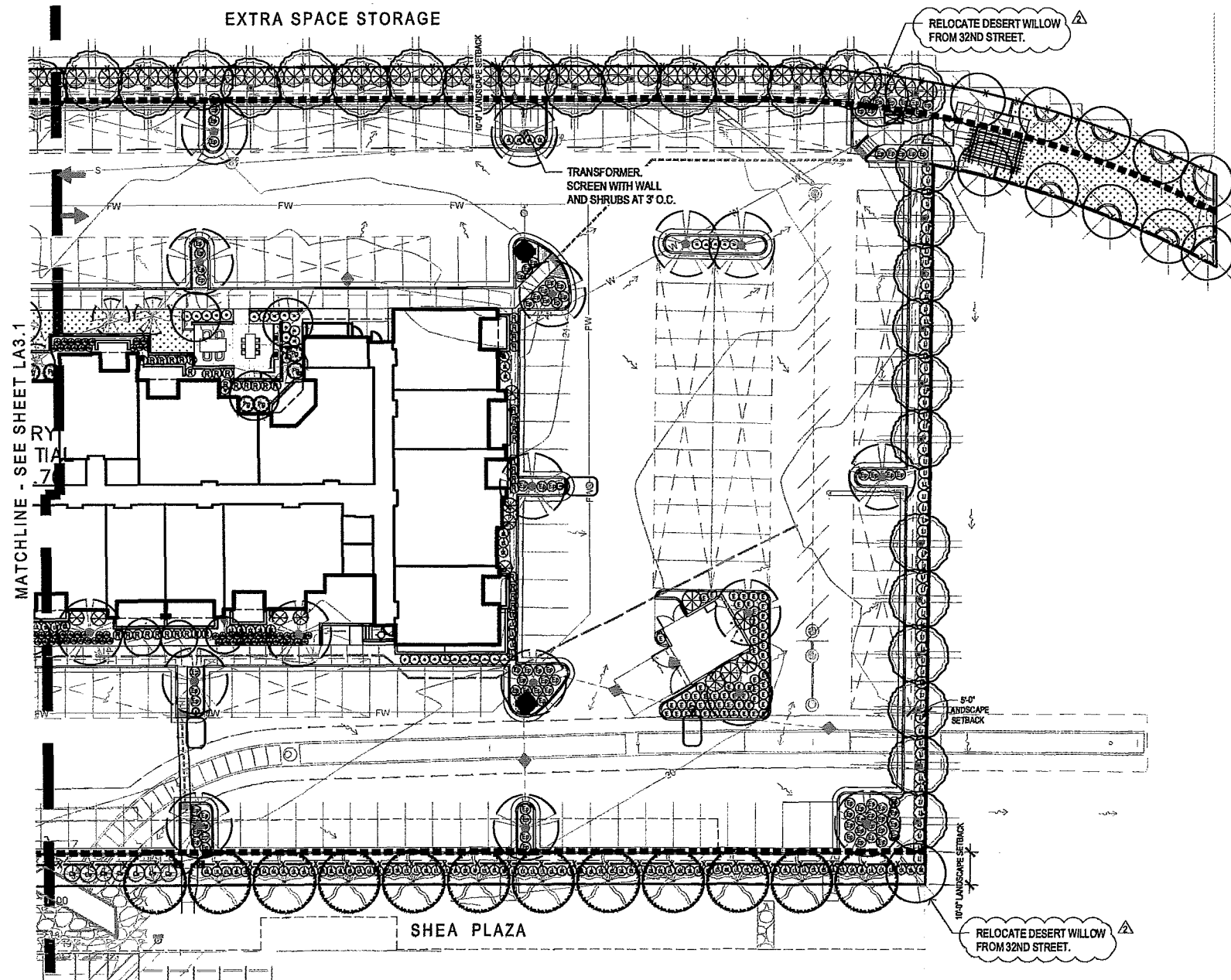
checked by
BA

project number
25-019-15

review number

sheet number

LA3.1
sheet 2 of 9

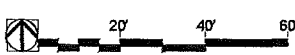


MATCHLINE - SEE SHEET LA3.1

PARKING LANDSCAPE TABLE:

AREA OF PARKING LOT:	57,280 S.F.
PARKING LOT LANDSCAPE (EXCLUSIVE OF PERIMETER):	3,414 S.F.
LANDSCAPE PERCENTAGE:	5.9%

NOTE: THERE ARE NO OVERHEAD POWER LINES ON THIS SITE.



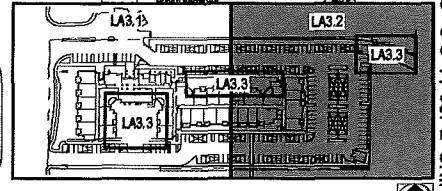
PLANT MATERIALS LEGEND

Trees	Qty	Caliper	Height	Width
Acacia salicina Willow Acacia	37	" 4.0"	17.0'	8.0'
Acacia villardiana Palo Blanco	5	1.0"	6.0'	4.0'
Casahuate calococco Smoothie	6	" 4.0"	15.0'	8.0'
Chilopsis linearis Desert Willow	3	" 4.0"	14.0'	8.0'
Chilopsis lewisii Cholla	13	1.25"	7.0'	4.0'
Cholla lewisii	6	" 4.0"	13.0'	12.0'
* Palmetto hyl. 'Desert Museum' Palo Verde	27	" 4.0"	13.0'	12.0'
* Phoenix dactylifera Date Palm	11	NA	20'	NA
* Pinus edulis Modiol Pine	3	" 4.0"	15.0'	5.0'
Prosopis juliflora Mesq Tree	30	1.0"	7.0'	4.0'
* Prosopis hybrid 'Phoenix' Thornless Hybrid Mesquite	29	" 4.0"	15.0'	14.0'
Existing Pine - remain in place Inventory #1	1	18.0"	35.0'	25.0'

APPLY TO 60% 2" MINIMUM CALIPER
52 TREES REQUIRED
75 TREES PROVIDED

4" CALIPER TO REPLACE INVENTORY TREES
428 CALIPER INCHES REQUIRED
440 CALIPER INCHES PROVIDED

Extra Large Shrubs	Size	Quantity
Bougainvillea 'Roseita'	5 gal.	26
Bougainvillea		
Chamaecyparis humilis Mediterranean Fan Palm	3 head	1
Dodonaea viscosa Hopbush	5 gal.	3
Tecoma x 'Bells of Fire'	5 gal.	30
Bells of Fire		
Quercus agrifolia Arizona Rosewood	15 gal.	69
Large Shrubs	Size	Quantity
Ceanothus 'Silver'	5 gal.	63
Silver Ceanothus		
Leucophyllum argenteum 'Rio Bravo'	5 gal.	95
Rio Bravo Sage		
Sideroxylon chinensis Joplin	15 gal.	11
Salvia leucantha Chipparral Sage	5 gal.	17
Medium Shrubs	Size	Quantity
Eremophila hyphophaea 'Blue Bells'	5 gal.	125
Blue Bells		
Eremophila gelsa sp. canescens-Winter Breeze	5 gal.	82
Winter Breeze		
Justicia spicigera Mexican Honeysuckle	5 gal.	17
Leucophyllum frutescens 'compact'	5 gal.	196
Compact Texas Sage		
Punica granatum Dwarf Pomegranate	5 gal.	11
Ruellia brittoniana Ruella	5 gal.	95
Small Shrubs	Size	Quantity
Gaura 'Endelmeier'	5 gal.	5
White Gaura		
Groundcovers	Size	Quantity
Lantana sp. 'New Gold'	1 gal.	37
New Gold Lantana		
Eremophila prostrata 'Outback Sunrise'	1 gal.	270
Outback Sunrise Eremophila		
Weselia fibulata Yellow Dot	1 gal.	39
Cacti/Accents	Size	Quantity
Agave attenuata Cow's Horn	5 gal.	3
Agave geminiflora Twin Flowered Agave	5 gal.	23
Agave victoriae-reginae Victoria's Agave	1 gal.	9
Aloe balfourii Medicinal Aloe	5 Gal.	112
Bouteloua gracilis Bend Amaranth	1 gal.	53
Echinocactus grusonii Golden Barrel	5 gal.	11
Hesperaloe parviflora Giant Hesperaloe	5 gal.	9
Hesperaloe parviflora Yellow Yucca	5 gal.	92
Opuntia basilaris Beavertail Prickly Pear	5 gal.	2
Opuntia ficus-indica Indian Fig Prickly Pear	8 Pad Min.	3
Opuntia violacea 'Santa-Rita'	5 gal.	8
Purple Prickly Pear		
Pachycereus marginatus Mexican Fence Post Cactus	24" box	2
Peperomia m. macrocarpa Slipper Plant	5 gal.	47
Salsola vermiculata Purple Heart	5 gal.	17
Yucca pallida Pale Leaf Yucca	5 gal.	128
Yucca rostrata Beaked Yucca	20 gal.	2



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View 32
32nd Street & Shea
Phoenix, Arizona
Planting Plan

revisions
3.27.17 Transformer Screen
11.2.17 Relocate & add trees

issued for
design dev.
progress set
city submittal
bid package
construction

Planting Plan
2.16.17
1" = 20'-0"

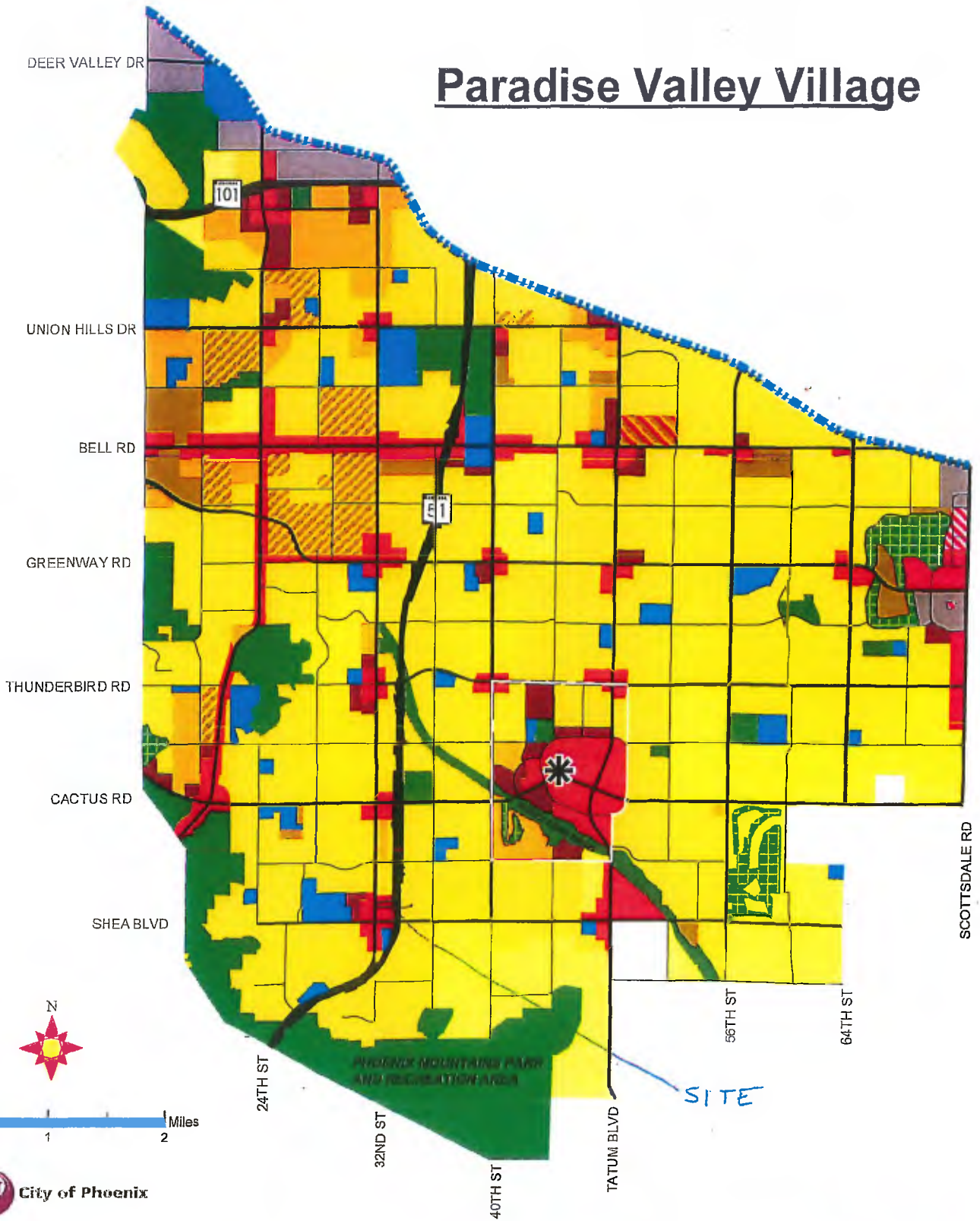
drawn by JB
checked by BA
project number 25-019-15
review number
sheet number

LA3.2
sheet 3 of 9

ZONING: Z-126-14, Q.S. Q29-35, SDEV: 1400450, KIVA: 14-2710, CCPR: 1601783

APPENDIX A

Paradise Valley Village



General Plan Categories

Hatched Mixed Use categories designate a mixture of uses corresponding to the colors shown.

<p>Notes</p> <p>1 Mixed Use is an integrated mixture of uses which may include residential, service, and basic commercial, general office, entertainment, and cultural functions, with a compatible relationship. This category would allow any or all of those uses within an area so categorized to be further determined by more specific plans, which would consider General Plan goals, existing zoning and uses, and other considerations.</p> <p>2 As a principle, and when in the best interests of the City to protect and preserve mountains and waters as open space, density is applied to residential areas which may be greater than the General Plan category depicted on this plan.</p> <p>3 Reviewers of this map are cautioned to refer to the adopted General Plan text and maps to the full extent and other adopted ordinances - Special Planning Districts, Redevelopment Plans or Specific Plans for further guidance.</p> <p>4 "R" designates location of resorts. Those with an underlying commercial judgment have corresponding zoning that permits mixed land use. All other regulations and/or existing zoning that are nonconforming general to zoning for future zoning, or include residential zoning.</p> <p>5 For general benefits of the population, each residential area is 1/2 to 1/4 mile.</p> <p>6 For questions concerning this publication, call 602-258-4400 or 602-258-4400 TDD.</p>	<p>1 to 2 du/acre - Large Lot</p> <p>3.5 to 5 du/acre - Traditional Lot</p> <p>5 to 10 du/acre - Traditional Lot</p> <p>10 to 15 du/acre - Higher density attached townhouses, condos, or apartments</p> <p>15+ du/acre - Higher density attached townhouses, condos, or apartments</p> <p>Parks/Open Space - Publicly Owned</p> <p>Parks/Open Space - Privately Owned</p> <p>Mixed Use (Striped)</p> <p>Two color stripes indicate that either land use in any quantity is appropriate. Can be any combination i.e., commercial / industrial, or residential /</p>	<p>Commercial</p> <p>Industrial</p> <p>Commerce / Business Park</p> <p>Public/Quasi-Public</p> <p>Transportation</p> <p>Arterial Streets</p> <p>Collector Streets</p> <p>Canals</p> <p>Primary Core</p> <p>R Resort (See NOTES # 4)</p>
---	---	---



GOALS AND POLICIES OF THE GENERAL PLAN

Land Use Element Goal 3, Policy 5: Encourage the development or redevelopment of vacant and underutilized parcels within the urbanized area that is consistent with the character of the area or with the area's transitional objectives.

View 32 is consistent with the character of the area and furthers the area's transitional objectives of described in the North 32nd Policy Plan. View 32 is a proposed redevelopment of an underutilized infill Site that will bring a high quality multifamily residential development to this important area of the North 32nd Street Corridor. View 32 will utilize high quality architecture and represent a much needed investment in this area along 32nd Street. The building is located within the interior portion of the Site with covered and non-covered parking provided along the exterior portions of the Site. The development will provide a visual and physical connection to 32nd Street, adding to, enhancing, and delivering the vision and goals of the North 32nd Policy Plan and the City's General Plan. View 32's building is located more than 300 feet from the SR-51 freeway wall, preserving SR-51 as a scenic corridor, and View 32 is not located adjacent to any single family homes. There is an existing mini-storage facility located to the north of the Site and an existing shopping center located south of the Site.

Land Use Element Goal 5, Policy 2: Locate major traffic-generating land uses on major streets in areas planned for such uses . . . and avoid use of local streets.

View 32 will be located along 32nd Street, a major arterial street in this area of north Phoenix. There is an existing commercial building on the Site that will be demolished. The existing commercial building on the Site shares a driveway with an existing mini-storage facility abutting the north property line of the Site. The existing shared driveway will be utilized by View 32 as a primary point of ingress/egress. This will be a gated, high quality multifamily development with a maximum of 135 units that is located along a major street, which is consistent with this Land Use Element Goal.

Conservation, Rehabilitation, & Redevelopment Element Goal 4: Adaptive reuse of obsolete development. Encourage reuse of vacant structures and substantial rehabilitation of obsolete buildings.

The outdated commercial building on the Site will be demolished and replaced with an investment in redevelopment along the North 32nd Avenue Corridor. The existing building is plagued by "building obsolescence," as described in the General Plan. View 32 is a viable and compatible use on this Site and will be a positive asset for the City's goal of redevelopment along the North 32nd Street Corridor.

Conservation, Rehabilitation & Redevelopment Element Goal 4, Policy 5: Encourage adaptive reuse of obsolete or vacant non-residential structures.

The redevelopment of this Site will replace the existing obsolete buildings on the Site with an attractive multifamily residential development with amenities such as courtyards, plazas, a pool, a dog park, a club room, a fitness facility, and other gathering areas. The mix of unit types will accommodate the varying demands of multifamily housing, mixed incomes and accessibility needs.

Conservation, Rehabilitation & Redevelopment Element Goal 5, Policy 2: Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plan.

The proposed redevelopment of this underutilized, vacant, and obsolete Site and commercial building will bring a new multifamily residential development that responds to the current housing needs and is compatible with the adjacent neighborhood, the North 32nd Policy Plan, and the City's General Plan. View 32's building incorporates horizontal and vertical articulation, the Site includes enhanced landscaping around and throughout the proposed development, and View 32 encourages pedestrian connectivity to the surrounding retail uses. View 32 also includes a private dog park located at the northeast corner of the Site for residents to play with their dogs in a clean and safe environment. View 32's gated, modern design will be tremendous asset to the area, respects the existing uses within the surrounding area and will help spark future redevelopment along this section of the North 32nd Street Corridor.

Circulation Element Goal 1: Policy 1 - Greatly expand and integrate public transit, pedestrian, bicycle and other alternative modes of transportation into the city's street system to reduce traffic congestion, improve air quality, conserve energy and provide better transportation for those who choose not to or are unable to drive.

The multifamily residential development proposed on the Site will provide dense housing that is pedestrian friendly. There are two bus stops located within a short walk of the Site (one bus stop is located across the 32nd Street from the Site and another bus stop is located south of the Site in front of the Shea Plaza Shopping Center. View 32 also provides bicycle parking and pedestrians will have easy access to walk or bike to a variety of shopping and dining opportunities in the area.

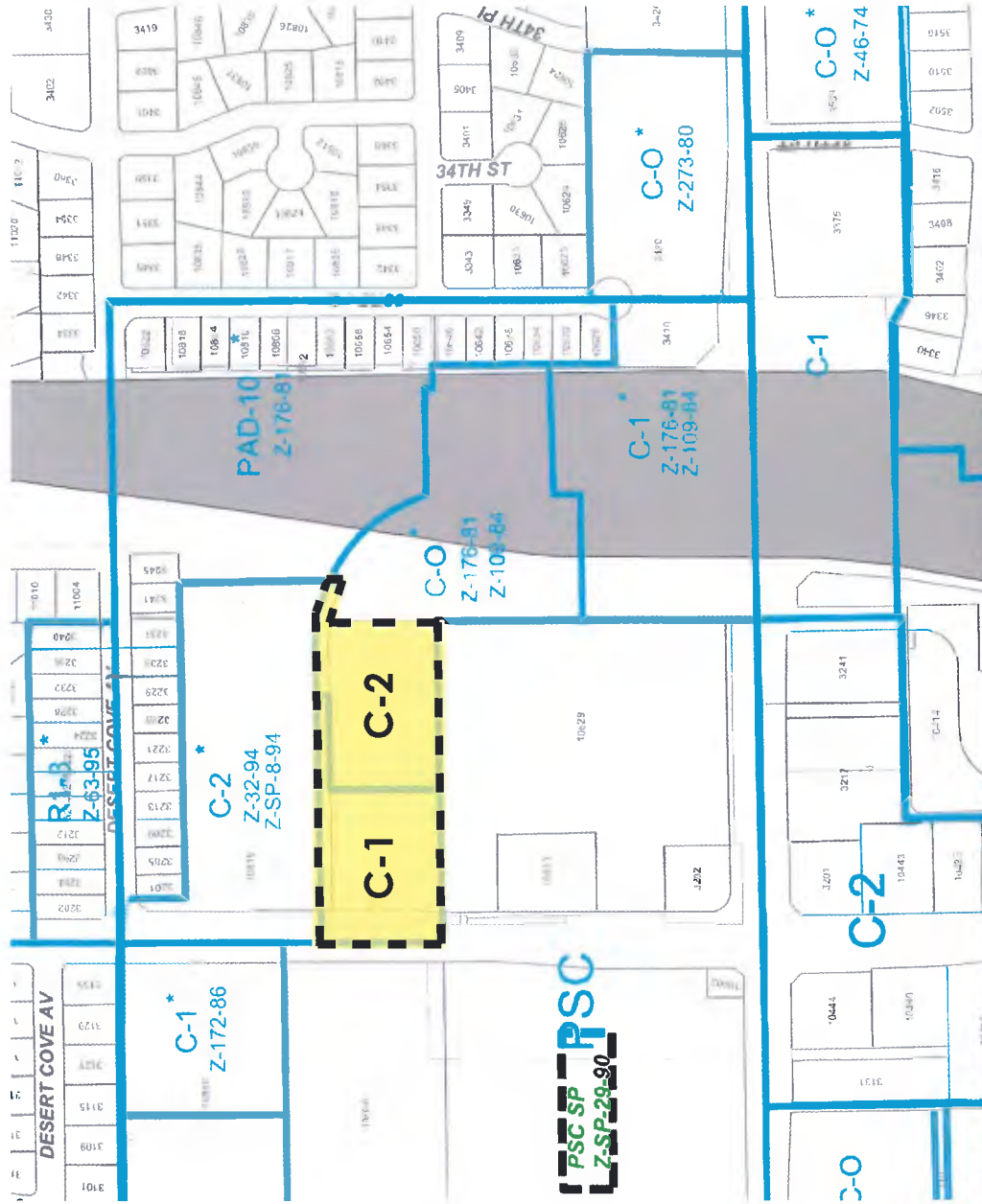
Housing Element Goal 1, Housing Development: All Housing should be developed and constructed in a quality manner.

View 32 will be constructed using high quality materials and in a quality manner.

Housing Element Goal 2, Housing Choice: A diverse choice of housing should be provided in all villages of the City to meet the needs of all households.

View 32 will provide a gated, high quality multifamily residential development along the North 32nd Street Corridor. Not only will View 32 provide additional housing choices for a wide range of demographics and income levels, but View 32 will attract a younger, more affluent market that will spark further redevelopment and investment along the North 32nd Street Corridor.

APPENDIX B



EXISTING ZONING MAP

VIEW 32

Phoenix, Arizona

Project No. 14-2028-01 Date March 6, 2015

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APPENDIX C



CITY OF PHOENIX
PLANNING &
DEVELOPMENT DEPARTMENT
2015

Table of contents

Acknowledgements	page 5
Message from Councilman Bill Gates	pages 6-7
Executive Summary / Highlights	page 8
Context and boundaries	page 9
Assets	pages 10-11
History	pages 12-14
What's Happening Now	page 15
Public Outreach	pages 16-17
Current State	pages 18-19
Vision	page 20
Focus Areas	page 21
Design / Branding	
Circulation	
Land Use	
Mapping Exercise	pages 22-28
Description of mapping exercise	
Mapping results by phase	
This is Just the Beginning	page 29
Links to external reports and studies	page 29
ULI AZ Tap	
ASU Graduate Report	
Draft Neighborhood Flyer	

Acknowledgements

City Council

Mayor Greg Stanton
Vice Mayor Jim Waring, D2
Councilwoman Thelda Williams, D1
Councilman Bill Gates, D3
Councilwoman Laura Pastor, D4
Councilman Daniel Valenzuela, D5
Councilman Sal DiCiccio, D6
Councilman Michael Nowakowski, D7
Councilwoman Kate Gallego, D8

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Racelle Escolar
Vania Fletcher

Community Partners

North 32nd Working Group
John Barker (Gavan Barker Inc.)

MESSAGE FROM COUNCILMAN BILL GATES:



I pose a question: How can we, as a community, work together and help North 32nd become a thriving area of business and community that promotes a sense of place and improves quality of life for area residents?

North 32nd is an area ripe for revitalization. While the State Route 51 has taken traffic away from the once heavily traveled corridor, our great residential community remains. Over the past two years, North 32nd has seen some great success and new businesses, such as 32 Shea, Jambo, and The Rock at 32nd Street / Genesis Church, just to name a few. North 32nd is an ideal location for both residents and businesses looking to be centrally located and close to almost everything. We are surrounded by the beautiful Phoenix Mountain Preserves, parks and recreation areas, great businesses and have quick access to the entire Valley.

The North 32nd Policy Plan is the result of input from an ASU Graduate Student Study, Urban Land Institute Technical Assistance Panel recommendations, and numerous community meetings and input, but it's only just the beginning. Working together we can continue to improve the corridor and North 32nd

will become its own destination. I've included a few items on my wish list – as a community member, what is on yours?

Councilman Gates' North 32nd Wish List:

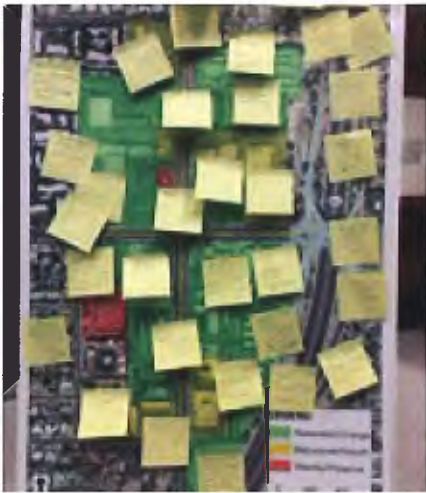
- Thriving North 32nd Working Community Group – Subcommittees included
- North 32nd Business Coalition
- Branding throughout the corridor on street lights and poles
- Access for recreation from Dreamy Draw all the way north to the Reach 11 Complex
- Full occupancy with new residential and business in existing strip malls and on vacant parcels
- Updated and increased landscaping promoting walkability

I look forward to your involvement in North 32nd. And as always, please contact my office for additional information or to get involved at 602-262-7441 or Council.District.3@phoenix.gov.

Sincerely,

A handwritten signature in black ink that reads "Bill Gates". The signature is written in a cursive, flowing style.

Councilman Bill Gates



Executive SUMMARY



The North 32nd Street Corridor (North 32nd) is a citizen driven effort to improve the conditions along North 32nd Street. The Corridor is approximately eight miles, from the north side of Phoenix Mountain Preserve to the Loop 101 Freeway. For many years, North 32nd Street was the main north-south transportation corridor in north central Phoenix. Before State Route 51, there were 58,000 vehicle trips per day. After the State Route 51 was completed, the vehicle trips per day dropped to 21,000; a difference of 37,000 vehicle trips per day. The completion of State Route 51 from Northern Avenue to the Loop 101 Freeway impacted the traffic and business characteristics along North 32nd. Residents and businesses in the area are interested in revitalizing the land uses along North 32nd to upgrade the number and types of businesses by increasing visitation and to improve the amenities available for residents of the area.

Recognizing the unique conditions along North 32nd, Phoenix Vice Mayor Jim Waring and Councilman Bill Gates formed a coalition of area business leaders and residents to study and make recommendations about improving these conditions along North 32nd. This coalition, the North 32nd Working Group, started meeting in the spring of 2012 and formed three subcommittees to focus on specific issues within the entire focus area. In addition, reports related to North 32nd were provided by Arizona State University and the Urban Land Institute Technical Advisory Panel. The Working Group subcommittees: Branding and Events, Transportation and Street Improvements, Land Use have met several times and have developed a number of recommendations and ideas that have directly contributed to this policy plan. The goal of the Branding and Events

subcommittee is to promote the area's unique character through marketing, branding, and community events. The Transportation and Street Improvement subcommittee will identify public property in need of repair and encourage private property improvements. The Land Use subcommittee will recommend improvements to city processes, regulations, and enforcement, while also providing feedback to future land use improvements and entitlement changes.

Limited municipal funding is available at this time. The City of Phoenix will continue to seek out funding sources to help facilitate revitalization within North 32nd. This Plan is the beginning of revitalizing the area. Both residents and businesses need to work towards the common goal of revitalizing North 32nd. To find out how to get involved, please contact the Council District 3 office at 602-262-7441.



CONTEXT & BOUNDARIES

Primarily along North 32nd are single family and multifamily residential dwelling units. At each of the major intersections are commercial retail centers. Within, or in close proximity, are public parks and the Phoenix Mountain Preserve.

North 32nd boundaries include the Phoenix Mountain Preserve to the south, Loop 101 to the north, 28th Street to the west, and 36th Street / State Route 51 to the east.

North 32nd
BOUNDARY MAP



ASSETS:

There are numerous assets within North 32nd. The existing transportation infrastructure provides excellent access to the area. The Piastewa Freeway (State Route 51) provides easy vehicular access to and from the area. There are several different bus routes that service the area, from the local bus routes up to the Express/RAPID Dreamy Draw transit station located at Shea Boulevard and State Route 51. There are future plans for a Metro light rail extension to the Paradise Valley Mall area with a stop near the Dreamy Draw transit station to be completed in 2032. However, further studies are needed to determine the details of this extension.

In close proximity to the Corridor are several public parks; Palomino Park, Venturoso Park, Reach 11 Sports Complex, Roadrunner Park, Altadena Park, Christy Cove Park and the Phoenix Mountain Preserve. All offer excellent recreational outlets for neighborhood residents and visitors.

The housing stock within North 32nd is diverse. The character is primarily single-family residential with small pockets of multifamily residential dwelling units. The neighborhoods are generally well maintained and attractive with no signs of distress. Overall, the residential areas are established and stable making

the area a desirable place to live.

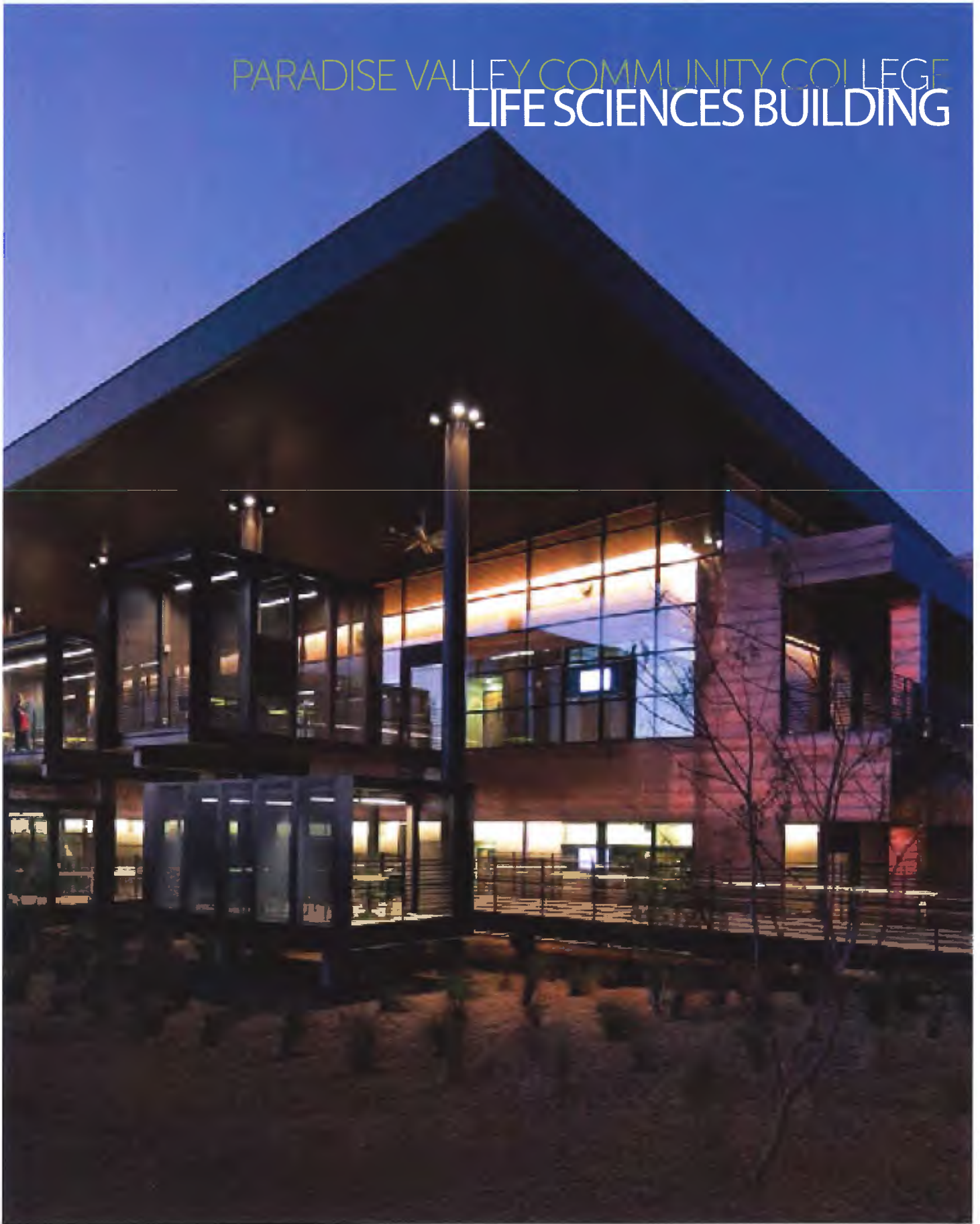
Each of the major intersections has a strong commercial presence with varying different degrees of size and scale. The major employers in the area are the Maricopa County Community College District, Pro Serve Commercial Cleaning, Frys Food Stores, Paradise Valley Unified School District 69 and the Hubbard Family Swim School.

There are active neighborhoods associations, block watches and community groups within the Corridor. They include the Cactus Sweetwater Block Watch, Cactus Neighborhood Association, Kiva Dos Block Watch, Palomino Community Power, Northeast Phoenix Neighborhood Action Alliance, Paradise Valley Oasis Neighborhood Block Watch, The Phoenix Elks Lodge No. 335, North 32nd Street Working Group and The Rock at 32nd Street.

At the southeast corner of Union Hills and North 32nd Street is the Paradise Valley Community College. The college was founded in 1985 and has grown from a per-semester enrollment in 1987 of 3,700 to over 9,951 today. From a historical standpoint, enrollment growth is 2-7% each semester. The college offers a diverse education curriculum to help students achieve their career goals.



PARADISE VALLEY COMMUNITY COLLEGE LIFE SCIENCES BUILDING



32ND STREET CORRIDOR

THE EARLY HISTORY



8. General Map of the Paradise-Verde Irrigation District. The location of 32nd Street is shown as existing. Maricopa County Recorder.

After the end of World War II, the city of Phoenix experienced a population boom, but North 32nd remained mostly untouched until the mid-1960s. Unlike other places in the valley, all efforts to secure water rights in the Paradise and Deer Valley areas failed and 90,000 acres of land remained dry until infrastructure expansion began in 1959.

In the late 1890s all efforts to develop the Rio Verde Canal failed, but by 1913, settlers had again organized to develop the Rio Verde dam and canal to bring water to Paradise and Deer Valleys. In 1918, they became the Paradise Verde Irrigation District and shares of stock [water rights] were sold to hundreds of investors and settlers. It is said that two farmers and homesteaders, James A. Shea and Harvey Bell, helped form the district. Shea

Boulevard and Bell Road are named after them. Getting to North 32nd Street from Phoenix was no easy feat and the only routes were Cave Creek Road and Tatum Boulevard. In 1911, without easy access to schools, the pioneer families set out to organize the first one-room school, located one half mile east of North 32nd Street and on Cactus Road.

With the prospect of irrigation, the Sunnyside School District opened a school in 1918, on the north side of Greenway Road at North 32nd Street and Greenway Road. In 1930, the Nisbet family donated 2 ½ acres of their homestead [Greenway Road and 30th Street] to the district, where the Greenway Middle School is today. Nisbet Road is named after the family.

For twenty years homesteaders believed in the canal project, but in 1933, after one of the worst droughts in Arizona, Camp Verde's opposition



Sunnyside School circa 1960. Courtesy of the Paradise Valley Unified School District.

to the dam, and years of legal disputes with the Salt River Water Users Association over water rights, the district failed to materialize. A detail of the district's map and survey filed with the County Recorder in 1918 shows a canal that would have brought water along North 32nd Street. No water ever flowed in it.

Without irrigation, only a few horse and cattle ranches remained in the area until 1952 when the first parcel of land was platted as Charter Oak Park, a large 1/3 acre lot subdivision located north of Cactus Road west of North 32nd Street, these were large 1/3 acre parcels with enough space for a horse.

Development continued slowly until the construction of a new road through Dreamy Draw mountain pass allowing water and sewer lines to reach the north valley. By 1959, low cost residential subdivisions took off, such as the Melrose Paradise in 1961, at Cholla and North 32nd Streets, and the largest and most ambitious, Paradise Valley Oasis, with several plats, starting with two subdivisions opening in 1962 on 32nd Street at Emile Zola Avenue, south of Shea Boulevard.

The biggest event on North 32nd Street came on May 10, 1962 when the Paradise Hills Shopping Center opened on 8.7 acres, with 24 stores. Over the years, many locally owned businesses settled on North 32nd Street, but the longest family owned business to this day is The Western Ranchman, owned by the Francisco family for almost 50 years, opening in 1966. In the early years The Ranchman held cattle auctions and was a feed store serving the ranching community.

By 1979, North 32nd was surrounded by residential subdivisions, many facing directly on North 32nd Street, and commercial development consisted of mostly small locally owned businesses. Although a few strip malls opened during the mid 1980s, they were typically at intersections and the mid-block character and size of businesses remained constant.

The construction of the Paradise Valley Community College by the Maricopa County Community College District accelerated development north of Bell Road which was on the way to becoming a large scale commercial street, with several auto malls. Overbuilding in the north valley during the 1980-90s and the opening of the 101 Freeway and State Route 51 were some of the causes that redirected customers away from the North 32nd Street Corridor.



*Paradise Hill Grand Opening, May 10, 1962.
Arizona Republic.*



Courtesy of The Western Ranchman

32nd STREET CORRIDOR March 1969 Aerial Photograph, Maricopa County

UNION HILLS DR

Campo Bello Subdivision platted 1952, 0.8 acre lots

BELL RD

GREENWAY RD

THUNDERBIRD RD

Charter Oak Park, 1952

CACTUS RD

Melrose Paradise, platted 1959

SHEA BLVD

Paradise Valley Oasis, 1961

32nd ST

*Left: The Western Ranchman, 1966
Right: Copper Cattle MHP, 1962*

Sunnyside Acres, 1952

1949 Sunnyside school [originally built in 1930]

1969 aerial. Eventually these buildings would be demolished and the school site redesigned.

Road Runner Park under construction

Paradise Hills Shopping Center, 1962

This is What's Happening **NOW:**

Since the formation of the North 32nd Street Working Group, here is a sampling of the improvements that have occurred within North 32nd:

- Original Breakfast House at the southeast corner of North 32nd Street and Thunderbird Road.
- NextCare Urgent Care opened at the southeast corner of North 32nd Street and Greenway Road (3229 East Greenway Road).
- Building elevation improvements to the northwest corner of North 32nd Street and Shea Boulevard.
- The commercial center at the southeast corner of North 32nd Street and Thunderbird Road housing the Rock at 32nd Street and Genesis Church, is fully occupied.
- Jabz Boxing located north of the northwest corner of North 32nd Street and Shea Boulevard.
- Rezoning on the north side of BASIS Charter school to allow 31 single-family residential dwelling units.
- A new health club, YouFit, in the commercial center at the northwest corner of North 32nd Street and Shea Boulevard.
- "at Home" occupies the entire building at the southeast corner of North 32nd Street and Cactus Road.
- Sunday Cycles bike shop has opened at the shopping center north of the northwest corner of North 32nd Street and Shea Boulevard relocated from North 32nd Street and Bell Road.
- 32 Shea has expanded their patio dining area.
- A new Walgreens with a drive through window is proposed at the northwest corner of North 32nd Street and Shea Boulevard.

Future city improvements to the area include road improvements to Shea Boulevard between State Route 51 and North 32nd Street, a road diet for North 32nd, and branding signs at the entrances to the corridor on light poles. The Shea Boulevard improvement project will re-purpose the 1/8th mile corridor of Shea Boulevard by reducing the curb width to approximately 64 feet from the existing width of 94 feet. The horizontal adjustment of such curb reductions of roadway width will require a vertical profile adjustment to accommodate a five lane section for the length of the 1/8th mile corridor. The project involves adding bike lanes in both directions along with constructing detached and wider sidewalks. This new corridor

segment would transition from North 32nd Street and State Route 51. The anticipated construction start date for this project is January 2016.

The road diet calls for the removal of one vehicular northbound travel lane and addition of bike lanes on both sides of North 32nd Street between Shea Boulevard and Hartford Avenue. The project includes a microseal of North 32nd Street from Hartford Avenue to Shea Boulevard except between Greenway and Thunderbird Road which will receive a rubber overlay. This project will be completed in the spring of 2015. The poor quality of the roadway between Thunderbird Road and Greenway Road requires the street to be milled and resur-

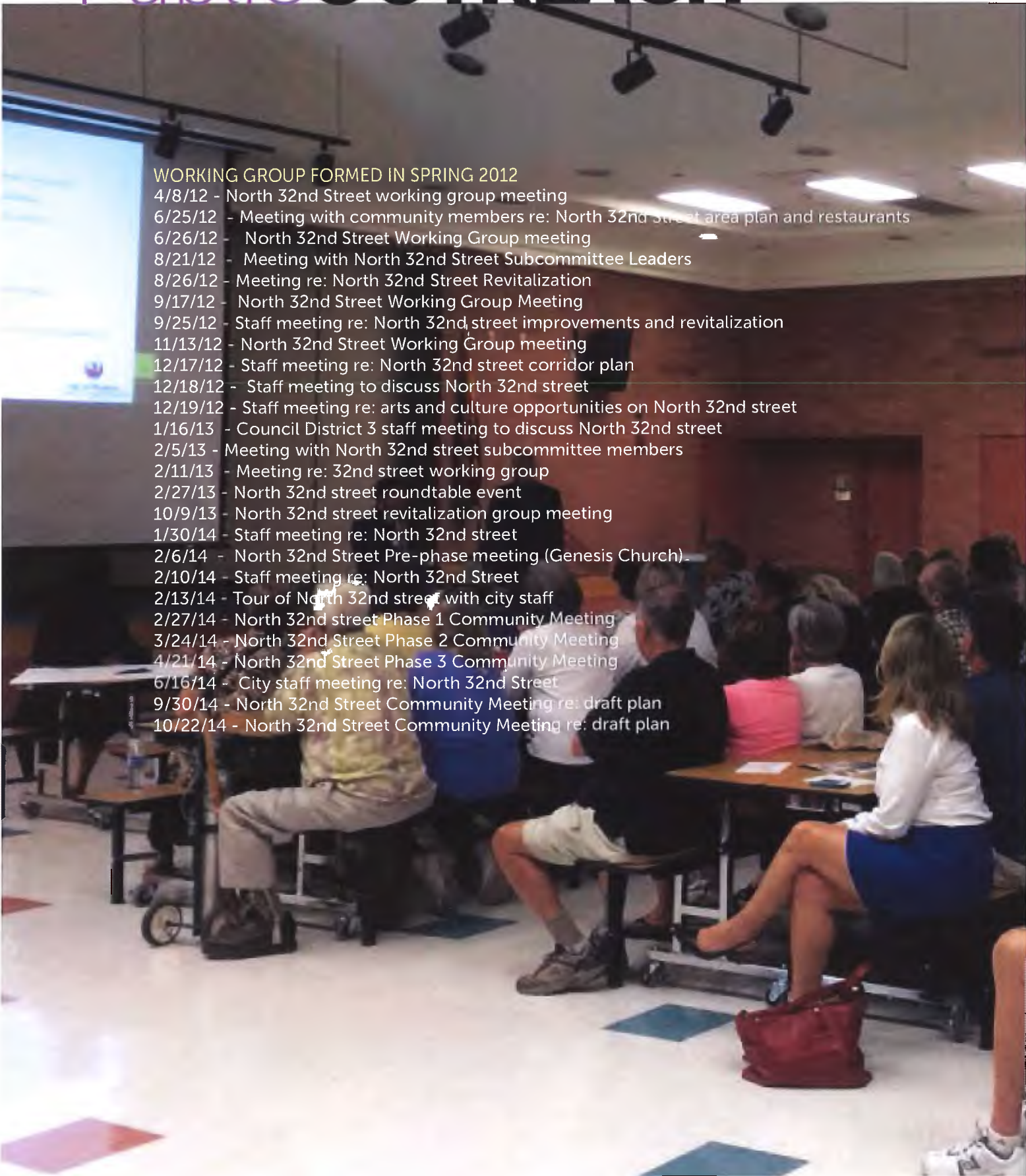
faced with rubberized asphalt. The project also includes modifications to several traffic signal poles and the addition of traffic cameras at several intersections.

The Phoenix Office of Arts and Culture's Public Art Program will select artists to work with the community to design artworks to be attached to light poles along 32nd Street, from Shea Boulevard to Bell Road in north Phoenix. The artwork will bolster the visual identity of the area. The design process is expected to begin in the spring of 2015 and coincide with other revitalization efforts throughout the corridor.

Public **OUTREACH**

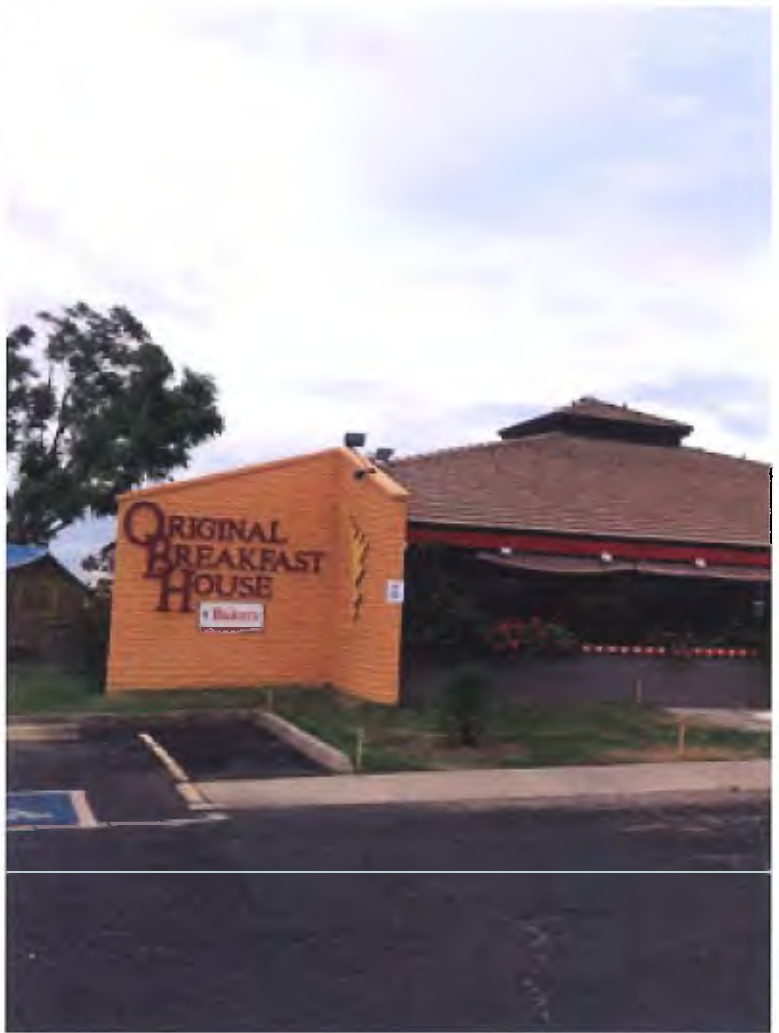
WORKING GROUP FORMED IN SPRING 2012

- 4/8/12 - North 32nd Street working group meeting
- 6/25/12 - Meeting with community members re: North 32nd street area plan and restaurants
- 6/26/12 - North 32nd Street Working Group meeting
- 8/21/12 - Meeting with North 32nd Street Subcommittee Leaders
- 8/26/12 - Meeting re: North 32nd Street Revitalization
- 9/17/12 - North 32nd Street Working Group Meeting
- 9/25/12 - Staff meeting re: North 32nd street improvements and revitalization
- 11/13/12 - North 32nd Street Working Group meeting
- 12/17/12 - Staff meeting re: North 32nd street corridor plan
- 12/18/12 - Staff meeting to discuss North 32nd street
- 12/19/12 - Staff meeting re: arts and culture opportunities on North 32nd street
- 1/16/13 - Council District 3 staff meeting to discuss North 32nd street
- 2/5/13 - Meeting with North 32nd street subcommittee members
- 2/11/13 - Meeting re: 32nd street working group
- 2/27/13 - North 32nd street roundtable event
- 10/9/13 - North 32nd street revitalization group meeting
- 1/30/14 - Staff meeting re: North 32nd street
- 2/6/14 - North 32nd Street Pre-phase meeting (Genesis Church)
- 2/10/14 - Staff meeting re: North 32nd Street
- 2/13/14 - Tour of North 32nd street with city staff
- 2/27/14 - North 32nd street Phase 1 Community Meeting
- 3/24/14 - North 32nd Street Phase 2 Community Meeting
- 4/21/14 - North 32nd Street Phase 3 Community Meeting
- 6/16/14 - City staff meeting re: North 32nd Street
- 9/30/14 - North 32nd Street Community Meeting re: draft plan
- 10/22/14 - North 32nd Street Community Meeting re: draft plan



PUBLIC MEETINGS:

- 2/2/12 - Group meeting at Shadow Mountain Senior Center
- 3/20/12 - Elks Lodge; open discussion on vision for North 32nd Street Corridor; Working groups formed
- 4/16/12 - Land use subcommittee meeting ideas to city submitted at City Hall
- 4/30/12 - Elks Lodge; Subcommittee presentations; Strategic Plan Group Discussion; ASU presentation
- 6/20/12 - Land use subcommittee meeting with staff at City Hall
- 9/17/12 - Working group meeting at The Rock
- 11/13/12 - Working group meeting at BASIS school
- 11/14/12 - Urban Land Institute Arizona Technical Assistance Panel (ULI AzTAP) tour
- 11/15/12 - ULI AzTAP panel discussion
- 11/26/12 - City staff meeting with Land Use Chair at City Hall
- 12/6/12 - Land use subcommittee meeting with staff at Paradise Valley Community College
- 2/11/13 - Working group meeting at The Rock; Arts & Culture presentation; logo adopted by group
- 3/9/13 - Bike tour of the corridor with Vice Mayor Gates and others
- 4/8/13 - Group meeting at Shadow Mountain Senior Center to discuss ULI findings
- 10/9/13 - Group meeting at The Rock; Project update by Ray Dovalina (Street Transportation Dept), John Barker regarding the North 32nd Street Corridor Community Visioning draft, and G.A.I.N.; updates from subcommittees provided
- 10/22/13 - City staff received draft master plan submitted and discussed with working members
- 2/6/14 - Group meeting at The Rock to describe upcoming mapping exercise meetings to identify areas of stability, retrofit and change
- 2/27/14 - Phase 1 Community meeting (32nd Street between SR51 and Sweetwater Avenue) in the cafeteria at the Shea Middle School (2728 East Shea Boulevard). Project overview (history, ULI/ASU/Subcommittee report) and group mapping exercise to determine areas of stability, retrofit and change
- 3/3/14 - Paradise Valley VPC - Presentation of Phase 1 meeting results and discussion
- 3/24/14 - Phase 2 Community meeting (32nd Street between Sweetwater Avenue and Paradise Lane) at The Rock at 32nd Street (13625 North 32nd Street). Project overview (history, ULI/ASU/Subcommittee report) and group mapping exercise to determine areas of stability, retrofit and change
- 4/14/14 - Paradise Valley VPC - Presentation of Phase 2 meeting results and discussion
- 4/21/14 - Phase 3 Community meeting (32nd Street between Paradise Lane and Utopia Lane) at the Paradise Valley Community College in the Kranitz Student Center. Project overview (history, ULI/ASU/Subcommittee report) and group mapping exercise to determine areas of stability, retrofit and change
- 5/5/14 - Paradise Valley VPC - Presentation of Phase 3 meeting results and discussion
- 9/30/14 - Open Meeting for Citizen Input and Recommendation on Vision Statement, Focus Areas, and mapping exercise results at the Shea Middle School cafeteria
- 10/22/14 - Presentation of North 32nd draft plan to the community at the Shea Middle School cafeteria
- 11/3/14 - Paradise Valley VPC - Presentation, discussion and possible recommendation of the Plan
- 11/9/14 - Planning Commission - Presentation, discussion and possible recommendation of the Plan
- 12/3/14 - Phoenix City Council Formal Meeting



Current **STATE**

For many years, North 32nd Street was the main thoroughfare from Central Phoenix to Northeast Phoenix. The intersection of North 32nd Street and Shea Boulevard was once the second busiest intersection in the entire city.

The completion of State Route 51 from Northern Avenue to the Loop 101 Freeway reduced vehicle use along the Corridor and demographic changes within neighborhoods adjacent to the freeway have impacted and changed the businesses and traffic characteristics of the area along North 32nd Street. While there have been improvements, North 32nd faces challenges with vacant lots, dated buildings, signage, lack of bicycle lanes, parking design, decrepit landscaping and under capacity traffic.

Evolving out of the efforts of the North 32nd Street Corridor Working Group, three separate documents were produced in relation to the improving the Corridor. They include the Arizona State University Graduate Student study, Urban Land Institute Arizona Technical Assistance Panel (ULI AzTAP), and the Draft Corridor Community Visioning document.

The May 2012 ASU Graduate Student Study accomplished the following:

- Described current conditions of the Corridor.
- Implementation tools.
- Future ambitions
 - Light rail
 - Recreation resort
- Broad goals
 - Branding
 - Public Art
 - Road Diet
 - Landscaping

In February 2013, the Urban Land Institute Arizona Technical Assistance Panel (AzTAP) released a summary report for North 32nd. This panel is an extension of the national Urban Land Institute (ULI) Advisory Services Program. ULI's advisory services panels provide strategic advice to clients (public agencies and nonprofit organizations) on complex land use and real estate development issues.

The goal of the AzTAP was to gain a better understanding of the strengths and weaknesses of North 32nd and develop a plan of action to revitalize and create a vibrant community corridor for residents. To encourage redevelopment, the panel identified the need for a catalyst project guided by a plan that is supported by the neighborhood and integrated into the City General Plan. The panel identified the following as planning priorities key to the future redevelopment of the corridor.

The recommendations from the February 2013 ULI AzTAP include:

- Make the northwest corner of North 32nd Street and Shea Boulevard a priority for redevelopment.
- Redevelop commercial properties with mixed uses.
- Create a complete street focused on the Phoenix Mountain Preserve.
- Set an identity/vision for the Corridor based on community wants.
- Attract youth and create opportunities for multi-generational developments, interactions and activities.
- Create a separate cultural plan that includes fitness, arts, open space and a community center that enhances and strengthens other planning efforts. This will help to create neighborhood buy-in to redevelopment and speak to the heart of the community.
- Reduce the number of traffic lanes to provide space for bicycle lanes and shaded sidewalks.
- Facilitate neighborhood sustainability through housing rehabilitation programs and streamlined City of Phoenix permitting.
- Seek key leadership in the community to groom leaders and support those leaders with a process.
- Split North 32nd into manageable sections.

The Draft North 32nd Street Corridor Community Vision identified:

- Visioning Goals and Strategies.
- Shore up the Corridor for the next generation.
- Enhance the Corridor to attract investment from business owners and residents.
- Make the Corridor a desirable place to live, work, and play.
- Create an identity and sense of place.
- Create a handout that identifies the tools to implement the vision of North 32nd.

VISION

The group envisions North 32nd as a destination with a sense of place that encourages residential and commercial investment and welcomes those that wish to work, live and/or play in the area.



Focus Areas

The North 32nd Street Corridor Working Group formed three subcommittees in the spring of 2012. The purpose of the subcommittees was to help further the vision of North 32nd by identifying solutions to help revitalization. The three subcommittees are Design/Branding, Transportation and Street Improvements (Circulation), and Land Use. Below is a summary of the ideas from each of the subcommittees. In parenthesis are the appropriate entity/entities to implement the ideas. (businesses, residents, city)

BRANDING AND EVENTS

- Create an inventory of North 32nd amenities. (businesses, residents)
- Brand and market the area. (businesses)
- Increase advertising promoting North 32nd. (businesses)
- Enhanced parks and community destinations. (city, businesses, residents)
- Trail 101 Marathon and relevant events. (city, residents)
- Street festivals with art and music. (residents)
- Special events at the Elks Lodge facility. (businesses)
- Farmers markets with food trucks as an accessory use. (businesses)

TRANSPORTATION AND STREET IMPROVEMENTS

- Increase mass transit opportunities to North 32nd. (city/valley metro)
- RAPID bus that targets riders from other areas to this destination. (city/valley metro)
- Bike and bus transportation north and south on North 32nd Street. (city/valley metro)
- Improved road maintenance. (city-streets dept)
- Dedicated bike lanes. (city-streets dept)
- Road diet with bike lanes. (city-streets dept)
- Unique street lighting and signage. (city, businesses)
- Improve street landscaping by property improvement competition. (city, businesses, residents)
- Improved pedestrian connection from the Dreamy Draw Park-and-Ride to the North 32nd Street and Shea Boulevard intersection. (city, residents, businesses)

LAND USE

- Establish a design theme for the corridor and the major intersections. (residents, businesses)
- Build off the unique character of the corridor and each major intersection. (residents, businesses)
- Create intersection nodes. (city, businesses, residents)
- Create fast track city processes for opening businesses. (city)
- Streamline city ordinances for approval to get businesses to open faster. (city)
- Proactive code enforcement. (city)
- Evaluate rezoning requests regarding pawn shops, title loans, adult uses or similar undesirable uses. (city, residents, businesses)
- Promote preservation and adaptive reuse. (residents, businesses)
- Remove obstacles and barriers to increase ownership and redevelopment in the corridor. (city)
- Increase the visibility of the area by allowing tactful signage. (businesses, city)
- Encourage dialogue between new development and working group. (city, residents, businesses)
- Explore grant opportunities for store front or design improvements. (businesses)

Mapping EXERCISE

To work towards implementing the community's vision for North 32nd, city staff needed to identify where the community would support stability, retrofitting and change.

STABILITY are those areas that would stay as they currently exist, such as single-family residential neighborhoods with an established density (dwelling units per acre) or restoration of existing buildings.

RETROFITTING OR REPURPOSING would include additional landscaping within the right-of-way or parking lot, adaptive reuse of structures or adding new buildings to vacant properties or parking lots at the same scale as surrounding neighborhoods.

REDEVELOP OR CHANGE supports a significant new development that would completely redevelop the site by changing the scale and increasing the density or daily traffic.

In an effort to manage input from the community, the Corridor was broken up into three separate sections or phases. Phase One consisted of State Route 51 to Sweetwater Avenue; Phase Two covered Sweetwater Avenue to Paradise Lane; and Phase Three was composed of Paradise Lane to the Loop 101 Freeway. Starting in spring 2014, city staff held three separate meetings to facilitate focused discussions with property and businesses owners within each of the sections or phases. The meetings started with Phase One from the south, continued north and ended with Phase Three. Vice Mayor Jim Waring, Councilman Bill Gates, council staff, Planning and Development staff, and Street Transportation staff attended, participated and promoted the mapping exercises. Overall, a total of over 75 people participated in the three mapping exercises.

At each of the meetings, the audience was broken up into groups around tables with large color aerial maps. Red, yellow and green markers were provided to allow the groups to discuss and identify where stability (red), retrofitting/repurposing (yellow) and redevelopment/change (green) would be supported by coloring the map. Participants were also asked to mark on the maps where they owned property, if applicable. At the end of the mapping exercise, each group was asked to present their maps to the group and discuss the findings of the group exercise.




Once the three mapping exercises were completed, city staff updated an information website so the public could track the progress of the working groups. The results were compiled for each of the three phases and maps were created showing the consensus of the mapping exercises. Attached is a summary of each of the three mapping exercises from the working groups. These summary maps will provide guidance to future decision makers regarding the community's vision for future developments or rezoning projects within North 32nd. The City of Phoenix does not intend to rezone any properties within North 32nd as a result of this mapping exercise but will continue to work with interested parties regarding rezoning or redevelopment projects. City staff will suggest applicants of potential rezoning or redevelopment projects to solicit feedback from the North 32nd Working Group.

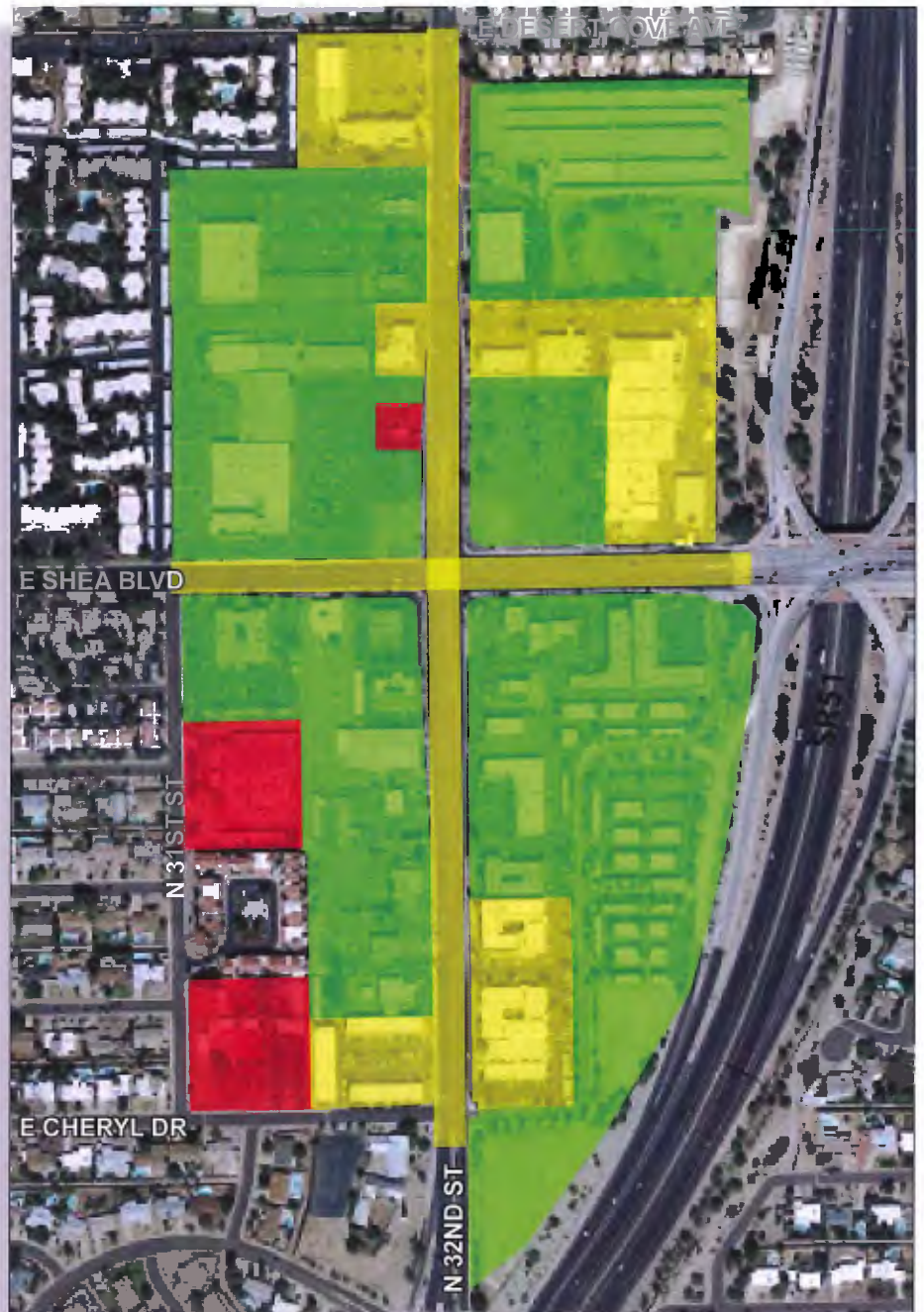
There were over 300 people in attendance at the working group meeting on September 30, 2014. Significant feedback was provided on the Vision Statement, the Focus Areas and the Intersection Maps and has been incorporated into the Plan.



32ND STREET & SHEA BOULEVARD

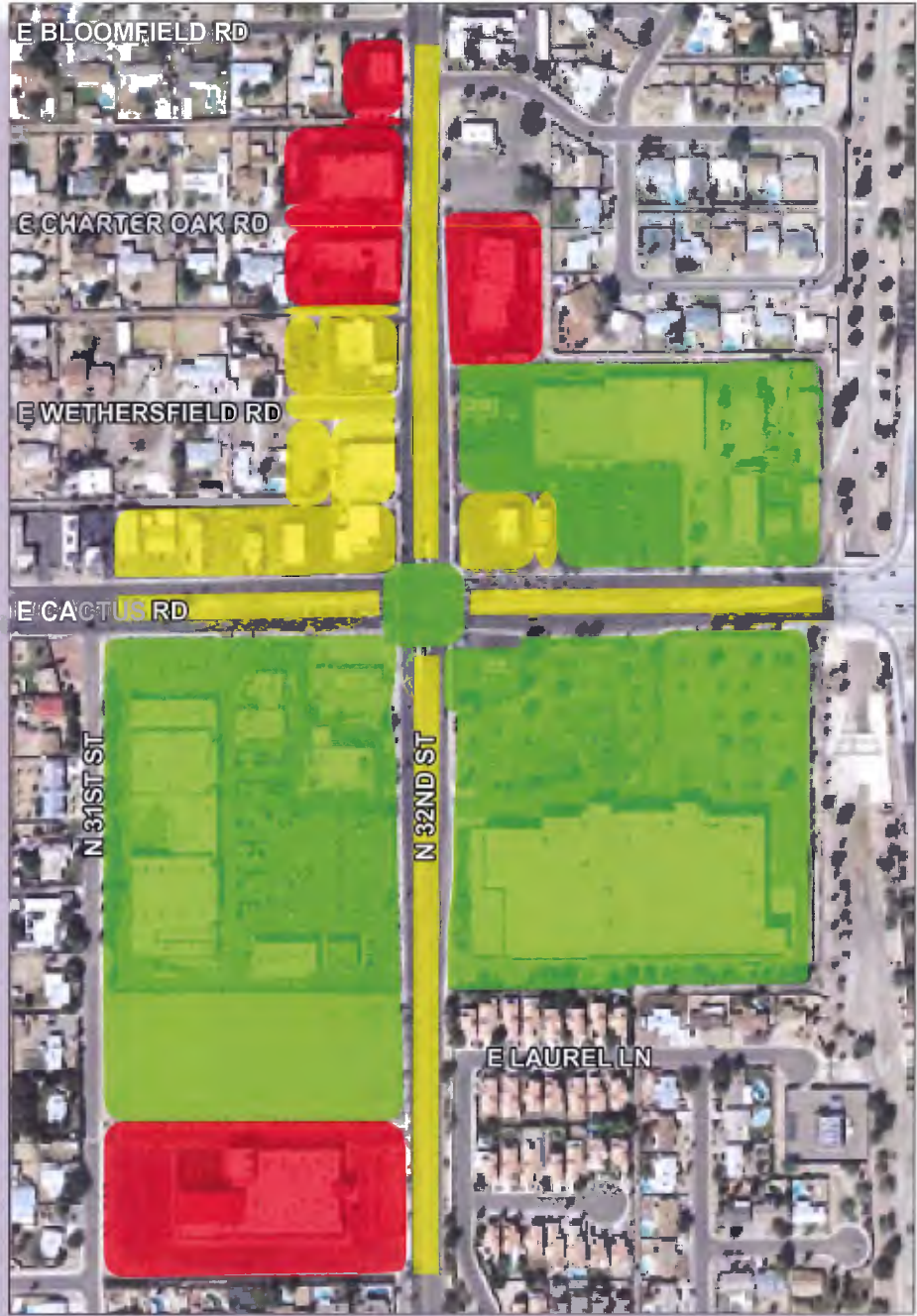
This intersection has seen the most community interest since the working group was formed. With its southern location within the corridor, it serves as the gateway to North 32nd. The intersection is in close proximity to the Phoenix Mountain Preserve, has two points of access to State Route 51 from Shea Boulevard and North 32nd Street and also is home to the Dreamy Draw Park-and-Ride. The results of the mapping exercise indicate that the community mostly favors redevelopment and change (color green). Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.

- Redevelop/Change 
- Repurpose/Retrofit 
- Stability/Preserve 





Area residents indicated support for redevelopment and change for the southwest, southeast, and northeast corners of this intersection. The northwest intersection was identified as repurpose and retrofitting with the northern and southern anchors designated as stability and preserve. The mapping exercise indicates support for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping. The vacant property south of the southwest corner was rezoned (case Z-8-14-3) in 2014 to allow 31 single-family attached homes.



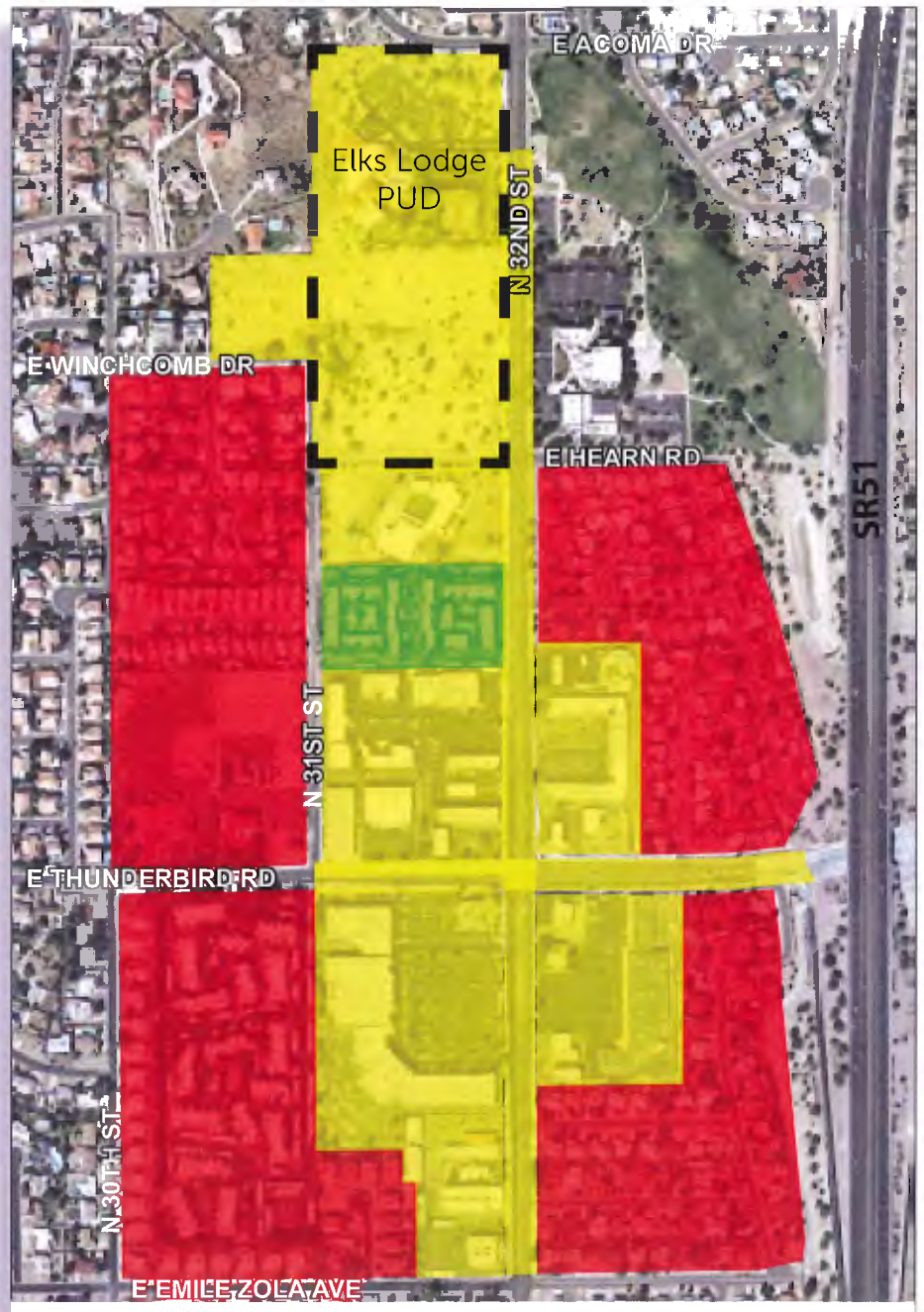
- Redevelop/Change
- Repurpose/Retrofit
- Stability/Preserve



The northwest corner of 32nd Street and Hearn Road was rezoned (case Z-150-07-3) in 2007 to PUD (Planned Unit Development) to allow a single-family residential and a mix of other uses such as the existing Elks Lodge, medical/professional offices, and self-storage. During the mapping exercises, neighborhood residents expressed opposition to any additional entitlement beyond the parameters of the approved PUD. Therefore the property is designated as repurpose/retrofit.

Each corner of the intersection is also designated for repurpose/retrofit. Immediately beyond the intersection are residential developments designated as stability/preservation. Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.

- Redevelop/Change
- Repurpose/Retrofit
- Stability/Preserve

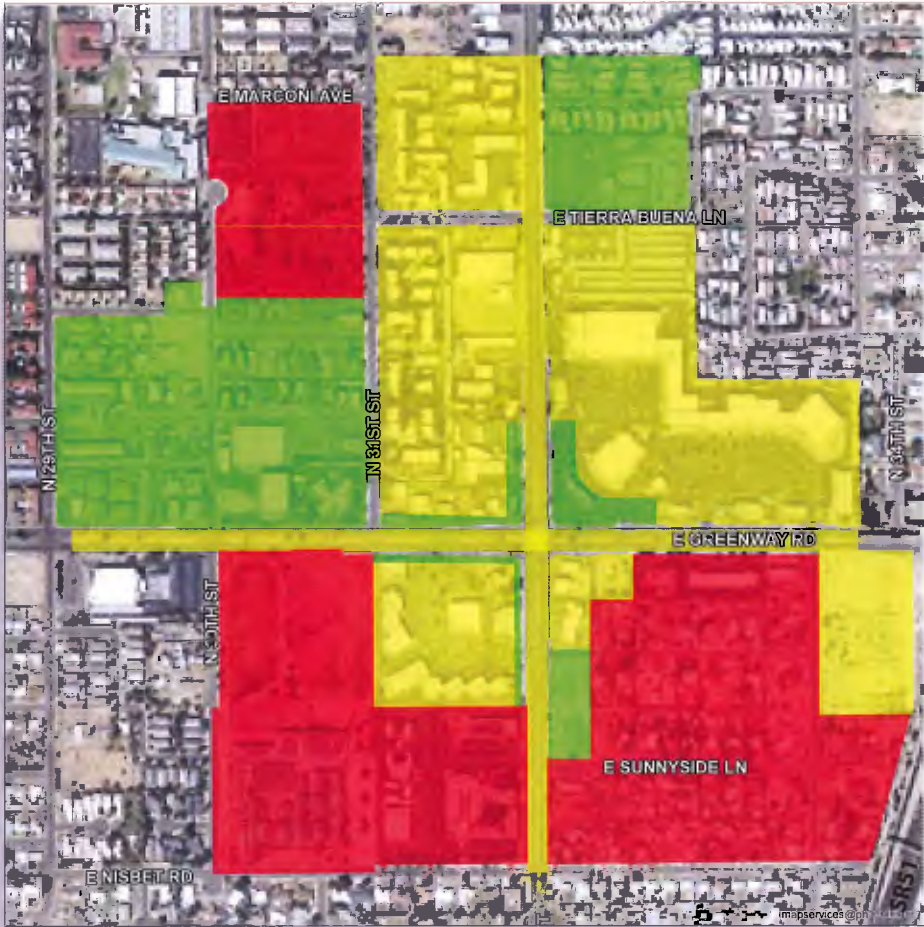


PV Schools

pvschools.net

32ND STREET & GREENWAY ROAD

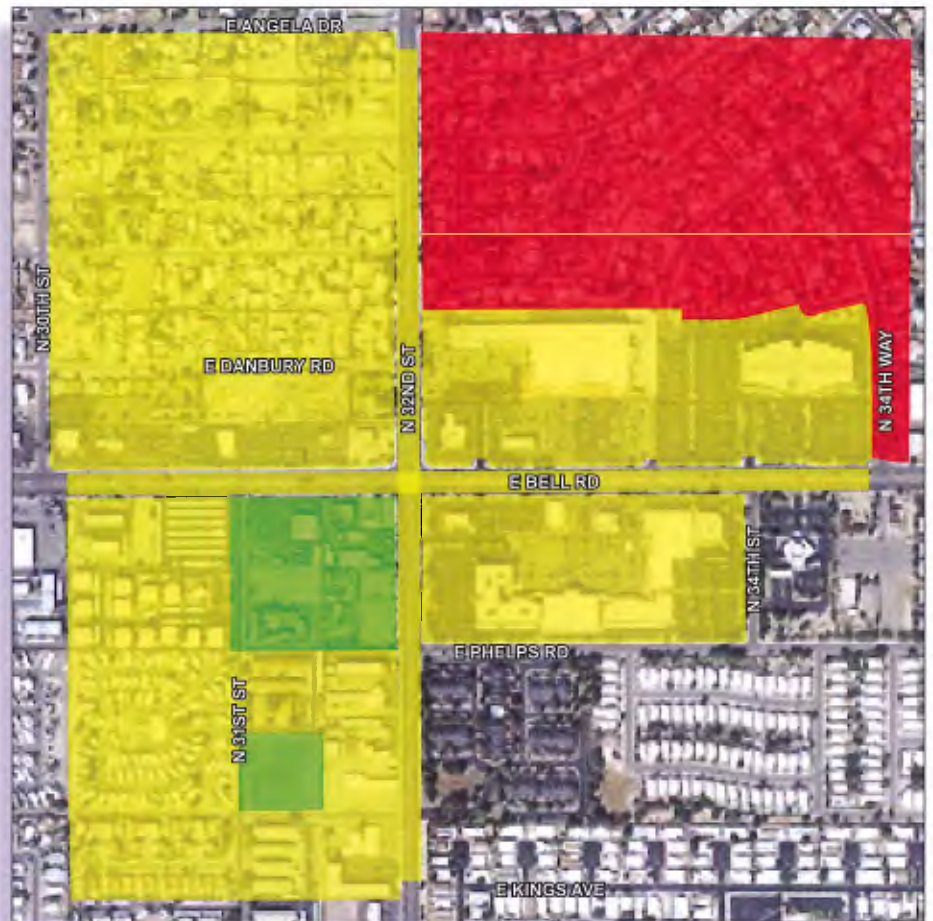
The mapping exercise results show support for redevelopment / change primarily between 29th and 31st Street north of Greenway Road as well as the northeast corner of North 32nd Street and East Tierra Buena Lane. Support for additional landscape or façade improvements are shown for the frontages for the southeast, northwest and northeast corners. Each of the four corners are identified primarily as repurpose/retrofit. The neighborhoods adjacent to the southwest and southeast corners were labeled for stability / preserve. Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.



- Redevelop/Change
- Repurpose/Retrofit
- Stability/Preserve



The only area designated for Redevelop/Change was the southwest corner of Bell Road and North 32nd Street. The area adjacent to that corner as well as the other three corners was earmarked for Repurpose/Retrofit. The single-family residential development north of the northeast was identified for Stability / Preserve. Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.

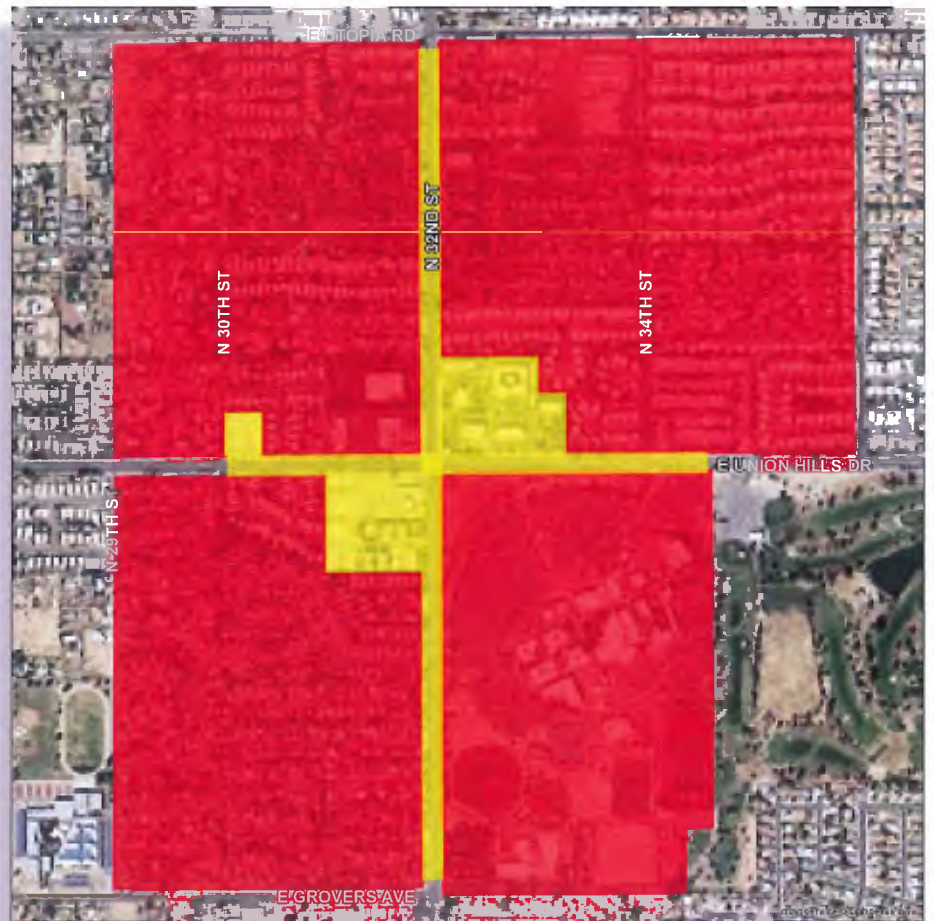


- Redevelop/Change
- Repurpose/Retrofit
- Stability/Preserve



32ND STREET & UNION HILLS DRIVE

The mapping exercise predominantly revealed Stability/Preserve for the majority of the area near this intersection. The Paradise Valley Community College acts as the northern anchor of North 32nd and the community expressed the strong desire to keep this knowledge anchor in place. Support is indicated for the repurposing of the right-of-way that could include improvements such as resurfacing, bike lanes or additional landscaping.



Redevelop/Change

Repurpose/Retrofit

Stability/Preserve

THIS IS JUST THE BEGINNING

The North 32nd Policy Plan will assist future decision makers with redevelopments, improvements and new businesses within North 32nd. The Plan is not regulatory, but rather acts as a "road map" on how to work toward revitalizing North 32nd. This revitalization will require effort from the City of Phoenix and buy-in from current and future private property and business owners. Currently there are limited municipal funding sources due to the state of the economy. The city will continue to seek outside funding sources to work towards the goal of returning North 32nd Street to a vibrant and unique sense of place. The efforts utilized during this process will result in positive improvements to the streetscape, economy, livelihood and quality of life along North 32nd.

LINKS TO EXTERNAL STUDIES AND REPORTS

Please visit the following webpages to read, download or print the following external studies and reports.

Urban Land Institute Arizona Technical Assistance Panel (ULI AzTap)

https://www.phoenix.gov/pddsite/Documents/pdd_pz_pdf_00387.pdf

Arizona State University Graduate Report: 2012 32nd Street Revitalization Project

https://www.phoenix.gov/pddsite/Documents/pdd_pz_pdf_00388.pdf

Draft North 32nd Street Corridor Community Vision

https://www.phoenix.gov/pddsite/Documents/32street_vision.pdf

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<https://www.phoenix.gov/district3>

City of Phoenix North 32nd Planning Page

<https://www.phoenix.gov/pdd/pz/north-32nd-street-corridor>

APPENDIX D



Urban Land

Arizona



North 32nd Street Corridor

ULI Arizona Technical Assistance Panel
Summary report for the City of Phoenix North 32nd Street Corridor

February 2013

Special thanks and acknowledgements from the Urban Land Institute Arizona District Council.

The City of Phoenix

The Office Of Councilman Bill Gates

The Phoenix Industrial Development Authority



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Prepared for ULI Arizona by:



TABLE OF CONTENTS

About ULI.....	i
About ULI Arizona Technical Assistance Panels (TAP)	i
Technical Assistance Panelists	iii
32nd Street TAP Challenge.....	v
Executive Summary And Planning Priorities	v
AzTAP Driving Questions.....	vii
Background & Corridor Conditions	1
Photo Inventory.....	2
Corridor Features Overview	5
Panel Identified Strengths and Challenges	10
AzTAP North 32nd Street Corridor Focus Area	12
Strategies for Action.....	13
Specific Strategies.....	15
• Identity And Vision.....	15
• Land Use And Zoning.....	17
• Connect.....	19
• Recreation and Open Space	20
• Reinvest	21
• Commercial	21
• Housing	22
• Education	23
Corridor Design Concepts	24
AzTAP Future Planning Recommendations	29
Implementation	31

MAPS

Map 1: North 32nd Street Corridor Study Area	iv
Map 2: Historic Context.....	4
Map 3: Regional Context.....	4
Map 4: Bicycle Lanes.....	5
Map 5: Commercial Development.....	7
Map 6: AzTAP North 32nd Street Corridor Focus Area	12

All photos provided by PLAN-et unless otherwise noted.

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ULI AzTAP 2011-2012 COMMITTEE

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The North 32nd Street Corridor AzTAP Panel Day

About ULI

The Urban Land Institute's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Founded in 1936, the ULI is a non-profit organization of land-use professionals with 30,000 members in 95 countries (www.uli.org), including the Arizona District Council (www.azuli.org). ULI Arizona serves the entire state.

About ULI Technical Assistance Panels

The ULI Arizona Technical Assistance Panel Program (known as "AzTAPs") is an extension of the national Urban Land Institute (ULI) Advisory Services Program. ULI's advisory services panels provide strategic advice to clients (public agencies and nonprofit organizations) on complex land use and real estate development issues. The program links clients to the knowledge and experience of ULI and its membership. Established in 1947, the Advisory Services Program has completed over 500 panels in 47 states, 12 countries, and on 4 continents. The Advisory Services Program has been successful due to its comprehensive, pragmatic approach to solving land use challenges.

Each panel team is composed of highly qualified professionals who volunteer their time to ULI. They are chosen for their knowledge of the panel topic and screened to ensure their objectivity. ULI's interdisciplinary panel teams provide a holistic look at development problems. A respected ULI member who has previous panel experience chairs each panel.

ULI TAPs are typically held during one or one and one half days in the client's community. A detailed briefing book is given to each TAP panel participant a week before the day of the TAP. The TAP generally begins with a tour of the study area either by bus or on foot, and attended by some panelists, and is followed by a briefing by the client, and then transitions into private interviews and/or panel discussion regarding the client's issues and questions. At the end of the TAP, the panel provides a final report to the client and invited guests, summarizing the panel's observations and recommendations. Within ten weeks, a final written report is delivered to the client.

ULI Arizona extends its thanks to City of Phoenix Councilman Bill Gates, District 3 and the City of Phoenix for support of this AzTAP.



Technical Assistance **Panelists**

The City of Phoenix AzTAP panelists are a group of land use experts selected for their ability to identify and discuss concepts which could enhance the North 32nd Street Corridor.

The panel was moderated by:

Mark Stapp

Executive Director, Arizona State University MRED
and member of the AZTAP committee.

Panelists:

David A. Davis, LEED A.P., Principal
Dale Gardon Design, LLC

Martin DeRito, Chief Executive Officer
DeRito Partners

Daniel “Buzz” Gosnell, President
Woodbine Southwest Corporation

Randy Heller, Independent Consultant

Thomas Hester, Urban Design Practice Leader
Parsons Brinkerhoff

Joseph McClure, Principal
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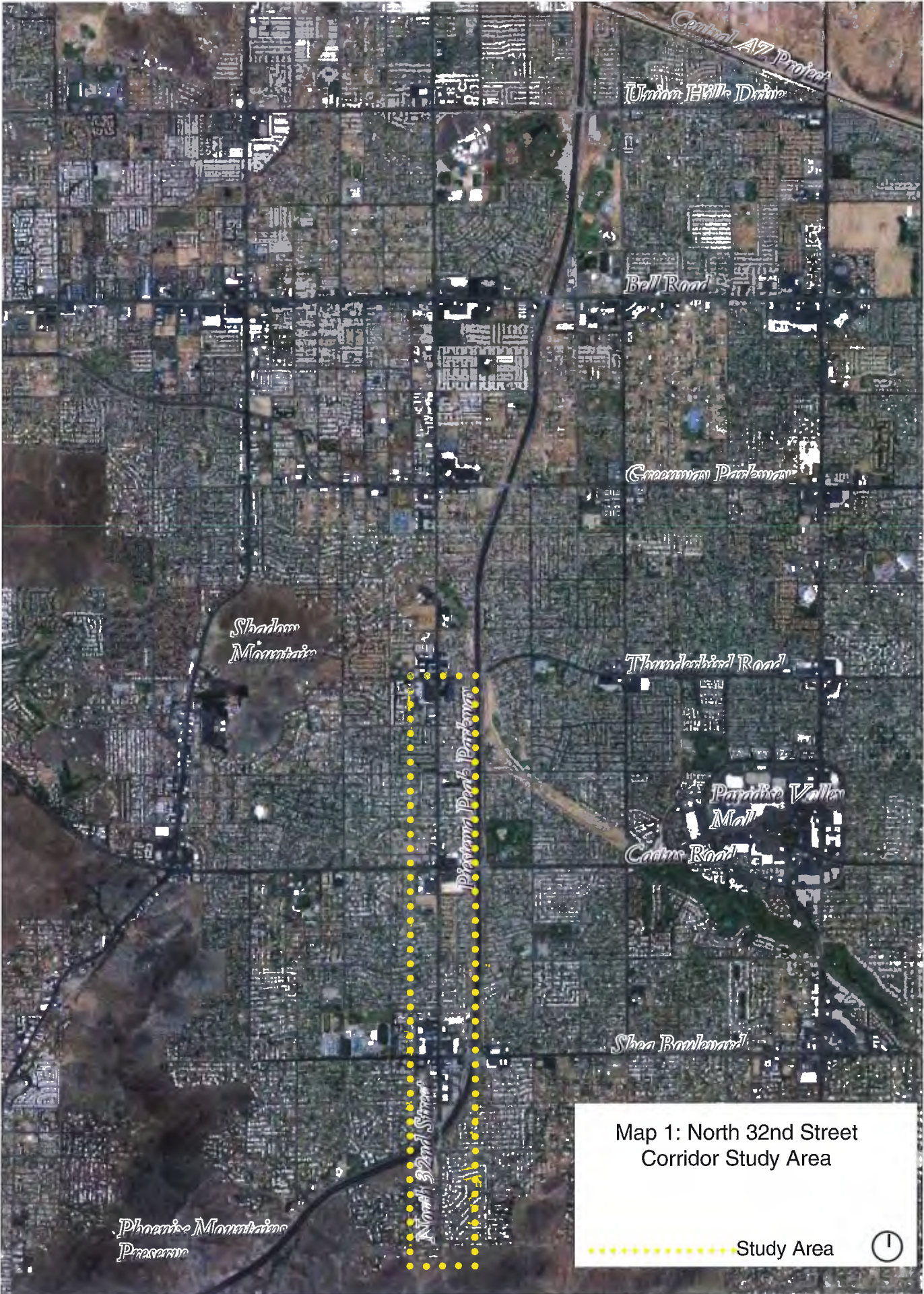
Lorenzo Perez, Co-Owner & Founding Member
VenueProjects

Matt Schrauth, Senior Agent
Omni American


Claudia Sieb, Principal
The Sieb Organization

WM Timothy Sprague, Owner/Founding Partner
Habitat Metro

Photo opposite page: Locally owned 32 Shea is a model for future corridor redevelopment.



Map 1: North 32nd Street
Corridor Study Area

..... Study Area 

North 32nd Street Corridor AzTAP Challenge

The goal of this AzTAP is to gain a better understanding of the strengths and weaknesses of the 32nd Street corridor and develop a plan of action to revitalize and create a vibrant community corridor for residents.

Executive Summary And Planning Priorities

The North 32nd Street ULI Arizona Technical Assistance Panel (32nd Street Az TAP), in cooperation with the City of Phoenix and the office of Phoenix City Councilmembers Jim Waring and Bill Gates, District 3 explored options to encourage the revitalization of the 32nd Street Corridor from the intersection of 32nd Street with Piestewa Peak Freeway to Union Hills Drive. The AzTAP emerged from discussions with ULI and Councilmen Waring and Gates. The AzTAP process included numerous meetings and discussions with city staff, a tour of the three mile corridor with TAP panelists, panel discussion, and a public forum. Prior to the 32nd Street AZ TAP, the City of Phoenix held neighborhood meetings focused on revitalization strategies for the corridor. This report summarizes the findings of the 32nd Street AzTAP that was held on November 14 and 15, 2012.

The panel generally responded to driving questions (listed on the following page) developed by the ULI Technical Assistance Committee and the city. The questions focused the AzTAP panel discussion on identification of key assets and challenges associated with the corridor with regard to land use, connectivity and redevelopment. Subsequent discussion was focused on a redevelopment strategy for the corridor, with a particular focus on the intersection of 32nd Street and Shea Boulevard.

To encourage redevelopment, the panel identified the need for a catalyst project guided by a plan that is supported by the neighborhood and integrated into the City General Plan. Additionally, the panel identified the following as planning priorities key to the future redevelopment of the corridor:

- Make the north-west corner of 32nd Street and Shea Boulevard a priority for redevelopment.
- Focus on redeveloping commercial properties with mixed use and residential development.
- Reposition 32nd Street by creating a complete street focused on the Phoenix Mountains Preserve.
- Set an identity for the corridor by developing a clear vision and understanding of what the community wants.
- Attract youth and create opportunities for multi-generational developments, interactions and activities.
- Create a separate cultural plan that includes fitness/arts/open space and community center that enhances and strengthens other planning efforts. This will help to create neighborhood buy-in to redevelopment and speak to the heart of the community.
- Facilitate neighborhood sustainability.
- Seek key leadership and voices from the Greater Phoenix community to support local leaders.

To help the community move forward and address these priorities, the AzTAP panelists identified steps for implementation. These are:

The time to act is now.

- Everyone is set up to tackle this corridor - now is the time to act.
- Leverage what you have and do something today before you lose control over it.
- Create a Local First chapter.
- Be proactive.
- Take a small bite (start at one corner and use it to move the entire process forward).

Develop a plan.

- Focus on the opportunities – the commercial centers/connecting to preserves.
- Need a plan to be in a position to act as market recovers.
- Ensure that a plan for this area is included in the General Plan.
- Create a plan that includes resources, tools and contacts for redevelopment.
- Include regulations that are simple, clear, outline expectations.

Public investment is critical and warranted.

- Because this a pioneering project, the public investment is warranted to encourage the type of development the community desires and to prove the market. Once this is accomplished, there is no more need for public investment.
- Include the street redesign in the City's Capital Improvement Plan
- Recognize soft costs...these public dollars will enhance tax revenues.
- Biggest public investment should be to redesign and improve 32nd Street.

AzTAP Driving Questions

The following questions, developed by the ULI Arizona TAP Committee in concert with the City of Phoenix, 32nd Street Working Group and the Office of Councilman Bill Gates, District 3, were asked of the panelists during the North 32nd Street Corridor AzTAP and used to guide their discussion.

1. Study Area Strengths and Weaknesses:

The study area is focused on the 32nd Street Corridor and the associated development that relies on the activity of the street environment for access and visibility. Beyond the street's immediate edge, there are contributing neighborhood factors that have positive and negative impacts on the general community health of the corridor.

- a. What are the outside influences impacting the area? Are there inside influences?
- b. How does the area fit into the metro area and what role can it play regionally and locally?
- c. What are the competitive strengths and advantages of the area that can be identified and leveraged to promote positive change?
- d. What challenges and weaknesses exist that may hinder the area's ability to grow in a healthy manner?
- e. How has this area changed over time and if left unaddressed, what will be the likely result over the next 10 years?
- f. What are reasonable goals and objectives for the future of this area?

2. Identity and Vision:

Neighborhoods and Districts are always in a constant form of change. The question is usually whether the change is for the better or worse, and whether there is long term perspective to be used as a guiding vision to promote positive change.

- a. From the Panelist's perspective, what can be a long-term vision for this area? Are there places in Phoenix or other similar communities that the City can look at as a comparison for district scale turn-around success?
- b. What makes the 32nd Street District distinctive?
- c. What are the District's key assets?
- d. What are the important parts of a long-term vision plan that the City should consider for the 32nd Street District when updating the General Plan or future Specific Plans?
- e. How do we engage our area residents and owners (property and merchants) to participate in creating positive change in the area?
- f. How does this area become a distinctive place and have a specific role in the metro area?

3. Land Use and Zoning:

There is a fairly typical "Phoenix style" of land use pattern within the study area. Parcels are almost entirely single-use and separated by parking lots and walls as a general rule. Retail is concentrated at major street intersections. Educational facilities are prevalent and front onto 32nd Street. A small amount of multi-family provides alternate living options. Single-family residential fills a majority of the land balance and stretches out to the Mountains Preserve edges and fronts onto 32nd Street.

- a. What does connectivity mean for this area?
- b. Is there a market for mixed use development? Are medium to high density projects that would promote a higher level of connectivity viable in this area?

- c. How can smaller infill type redevelopment that provides locally authentic services and opportunities be recruited to this area?
- d. What strategies can convince absentee landlords to make improvements to structures, landscape edges, and signage?
- e. What strategies can be used to attract private capital for development of vacant and under-utilized land parcels?
- f. What land use pattern would achieve the defined vision for the area? Do we want a consistent flow of commercial use along the 32nd Street Corridor or do we want separate commercial hubs at each intersection?
- g. What local jurisdictional strategies have worked in other places that can be considered to help meet the vision objectives?
- h. Implementation Strategies: Identify successful examples of communities that have faced similar challenges and developed action plans that have included adaptive zoning, financial incentives, public/private partnerships, and ideas to facilitate and encouraged desired development

4. Residential Uses:

A majority of the current housing stock was built 35-50 years ago with some diversity in size, character, and ownership types.

- a. What are the trends for future demand of new housing? How will demographic shifts change the demand for housing?
- b. Does the current supply of multi-family meet the demand?

5. Educational Providers:

There is a growing and improving environment of diverse educational providers for K-12 in the study area. A community college campus is within 3 miles to the north along 32nd Street.

- a. How can the existing and emerging educational providers be used to capitalize on marketing the area for development?
- b. Can this area attract more educational providers in multiple types and be known as an intellectual hub?

6. Streets, Transportation, and Connectivity:

The study area is characterized by mostly auto-dominated transportation systems. The pedestrian and biking environment is marginalized by the predominance of auto and bus traffic. No light rail currently connects this district to downtown and other parts of the metro area.

- a. What is the SR-51 freeway influence on development?
- b. What can be done to take advantage of the freeway to gain exposure or drive traffic into the commercial businesses?
- c. How can a higher level of multi-modal connectivity be accomplished given the current land ownership patterns and current street environment?
- d. What is the optimal street section and landscape character? How can uncomfortable and unsafe streets be transformed into walkable and bike-able environments?
- e. What can be done to provide better multi-modal connections (walk, bike, car, rail) to recreational uses, schools and retail?
- f. Should light rail be considered along this corridor? Or, is it better if future light rail is located along the SR-51 corridor?
- g. Is there a need for signage controls?
- h. What financial incentives should be considered to promote and support investment in the area?
- i. What policies, ordinances or restrictions constrain redevelopment and future investment in the area?

7. Retail and other Commercial Uses:

Most retail and commercial uses were planned and built before SR-51 was opened. The impact of the metro freeway system on retail uses in the study area is difficult to measure but it's clear that development of other nearby commercial/ retail districts are new competitors because of improved freeway linkages.

- a. Does the tenant mix (by type, products, and size) meet the needs/expectations of the local market?
- b. Is the total amount of retail square footage in the study area sustainable, or should contraction be considered (retail uses converted to other non-retail activities)?
- c. Can big box buildings be re-purposed for employment users? What type of tenants are conducive to repurposed big box buildings?
- d. How can the 32nd Street neighborhood attract employers to the area? How can the city keep the ones that are already there?

8. Recreation and Open Space:

The North 32nd Street Corridor is adjacent to and incorporates pristine open space and walkable trails.

- a. How can the preserve be leveraged to entice private development and access?

9. The Future:

Top 5 Priorities: Identify the top five priorities for the study area and determine next steps that should be considered in evaluating and planning for future development. What is the priority of specific land use opportunities that the City should focus on in the future?



The Rock, located at 32nd Street and Greenway Parkway, is a youth center providing teen mentoring through music and dance and a venue for local artists, musicians, bands, open microphone events and art showings.



Background & Current Corridor Conditions

Introduction

Discussion on the 32nd Street Corridor first began in the spring of 2010 after residents and members of the business community approached the City for assistance in helping to revitalize what was once a vibrant retail and service corridor serving northeast Phoenix.

The North 32nd Street Corridor is located in north central Phoenix. The Corridor originates on the north side of North Mountain at the intersection with State Route 51 (SR-51 or Piestewa Peak Parkway) and extends approximately five miles north to the intersection with Union Hills Drive (Map 1: STUDY AREA).

History

Prior to the opening of SR-51, North 32nd Street provided the primary access through the Phoenix Mountains Preserve between northeast and central Phoenix. (Map 2: HISTORIC CONTEXT) As residential development moved north of the Phoenix Mountains Preserve, commercial followed, clustering at the intersections of North 32nd Street and major east-west arterial roadways; Shea Boulevard, Greenway Parkway, Thunderbird, Bell and Union Hills Roads.

The opening of State Route 51 (Piestewa Peak Parkway) and Cactus Road provide easy access to retail and services in far north Phoenix from the neighborhoods that historically relied on retail and services along the North 32nd Street Corridor. As residents shifted shopping patterns from corridor to other locations and the Paradise Valley Mall, the North 32nd Street Corridor struggled to retain and attract viable tenants. As vacancies began to rise and the types of uses shifted to smaller, locally owned businesses, vehicular traffic fell to a fraction of its peak. (Map 3: REGIONAL CONTEXT)

Recognizing that the corridor was in decline, residents and merchants formed a working group and teamed with the City and the Office of Councilman Gates, District 3, to identify challenges and opportunities to redevelopment. These challenges and opportunities were forwarded to the ULI Arizona Technical Assistance Panel and Committee.

Panelist identified opportunities include:

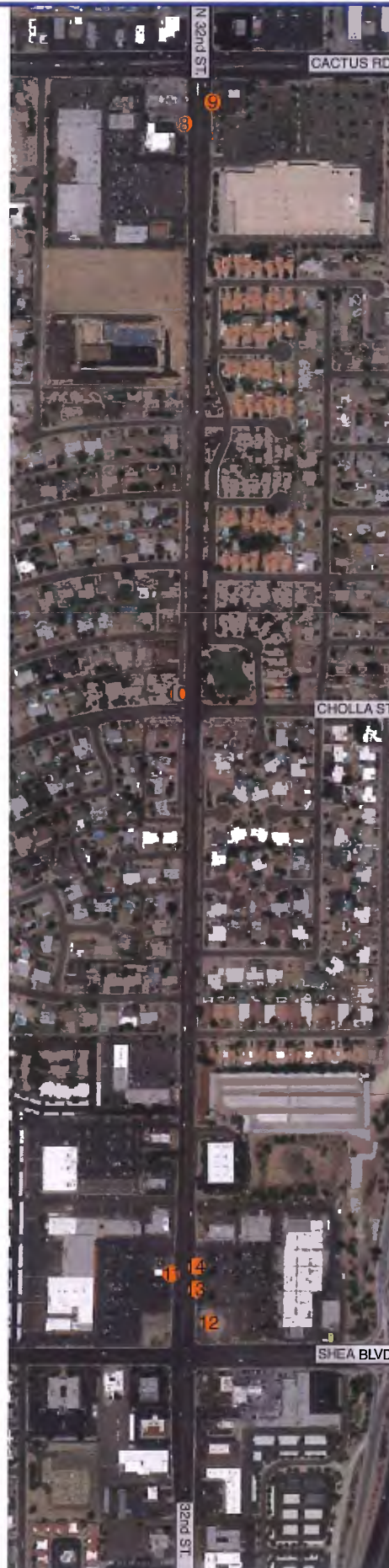
- Transportation, including public transit, road maintenance and possibly bike lanes along the Corridor.
- Reforming City regulations and fees that pose sometimes-insurmountable hurdles for small businesses desiring to locate or build within the corridor.
- Landscape and design themes for the corridor that could include distinctive street signs, lighting and signs.
- Branding, including advertising and marketing of the area.
- Special events, which could include street festivals, use of the nearby Phoenix Mountains Preserve or farmers markets.

Challenges the Working Group requested the Az TAP address are:

- Higher than average vacancy rates in the North 32nd Street Corridor area.
- A need for more restaurants within the area.
- The North 32nd Street Corridor has too many traffic lanes given its current capacity.
- Intersections along the Corridor are not pedestrian friendly.
- Businesses and strip centers along the corridor are dated and need remodeling.

Photo opposite page: Shopping Center at the northwest corner of 32nd Street and Shea Boulevard

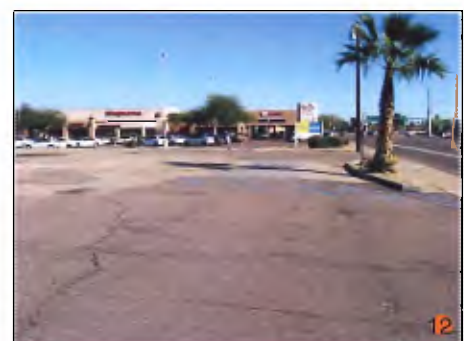
Photo Inventory



Design Challenges

1. Buildings are separated from the street by wide parking lots.
2. Seven traffic lanes create a wide street, making it difficult for pedestrians to navigate and too wide for the level of development it supports.
3. Buildings are not oriented to the street and many parcels are small and individually owned.
4. Power lines create challenges to widening sidewalks and degrade street appeal.
5. Sidewalks are poorly maintained, narrow, unshaded and not separated from traffic lanes.
6. Wide setbacks create a massing of asphalt, degrading street appeal and leaving an undefined street edge.
7. Poorly maintained landscape areas creates derelict appearance.
8. While there is transit, there are no on-street bicycle lanes or comfortable pedestrian facilities connecting to it.
9. Lack of vegetation creates an inhospitable environment for pedestrians and cyclists.
10. Access road medians are poorly maintained.
11. Mountain views are obscured and / or ignored.
12. Vast distances between stores and the street impede pedestrian access.
13. Sidewalks are not separated from parking areas or roadway traffic.
14. Lack of attractive and consistent signs and building design creates a confusing identity.

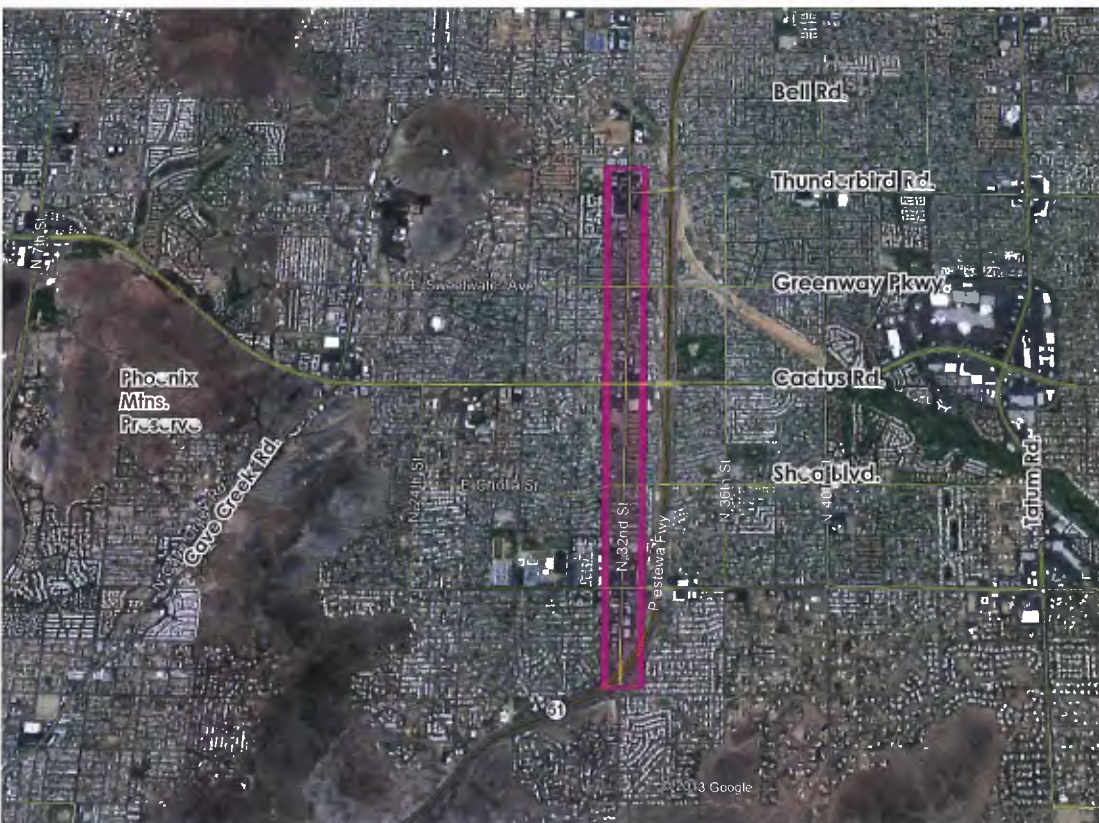






Map 2: HISTORIC CONTEXT

Prior to the opening of SR-51, Arizona 19, or Dreamy Draw Drive, provided the only connection between northeast and central Phoenix between Cave Creek Road and Tatum Boulevard. North 32nd Street provided access and egress to Dreamy Draw Drive from the north.



Map 3: REGIONAL CONTEXT

The study area in relation to downtown Phoenix, Loop 101, Cave Creek Road and Tatum Road.



Corridor Features Overview

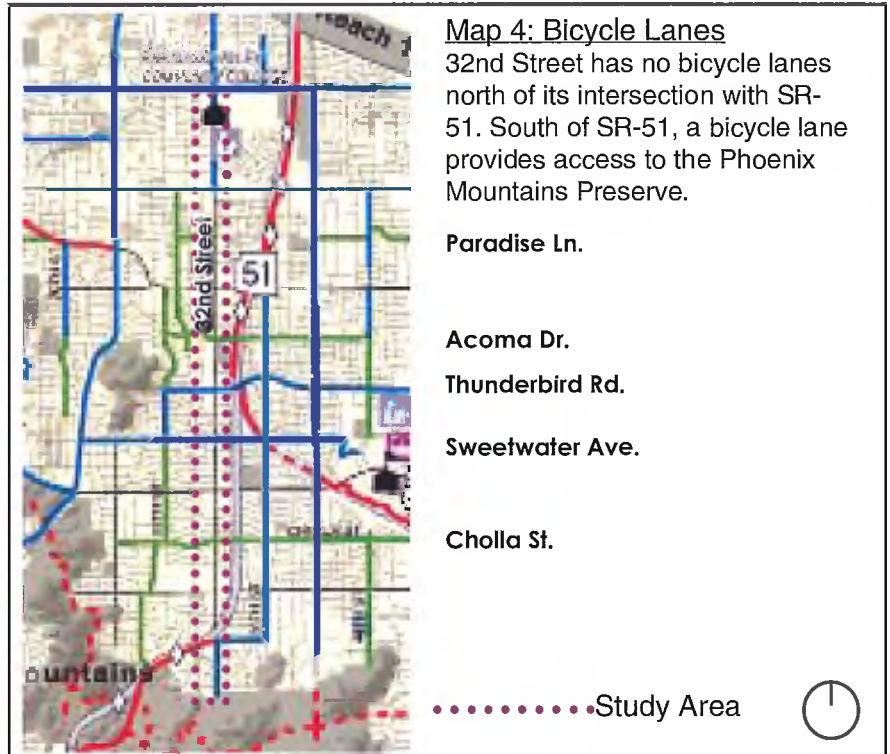
Roadway, Transit And Non-motorized Transportation Facilities

32nd Street is a six lane, arterial street with one dedicated center turn lane, two northbound and three southbound traffic dedicated lanes. To accommodate additional turn lanes at the intersection of North 32nd Street and other arterial streets North 32nd Street flares to nine lanes. Access roads serving adjacent residential development are located intermittently between Shea Boulevard and Sweetwater Road (1/4 mile north of Cactus Road). The access roads are separated from North 32nd Street by an approximately eight foot, mostly dirt and poorly maintained median.

With the exception of an on-street bicycle lane south of the intersection of 32nd street with SR-51 that connects to the Phoenix Mountains Preserve, there are no bicycle facilities on 32nd Street. Bicycle facilities along 28th Street can be accessed via on street bike lanes that intersect 32nd Street at Cholla Street, Sweetwater Avenue, Acoma Drive, Paradise Lane, and Thunderbird Roads. (Map 4: Bicycle Lanes.)

Valley Metro provides public bus service along the corridor. Additionally, there are two park-and-ride locations, one at Shea/SR-51, servicing bus routes 16, 39, 512, RAPID SR-51, and a second at Cactus Square Shopping Center, servicing bus routes 106 and 138. There are study plans for light rail to reach the south end of the 32nd Street corridor.

Sidewalks with virtually no shade are located adjacent to 32nd Street. Generally, sidewalks are un-shaded and located adjacent to the roadway or located along access roads. In very few instances, sidewalks are set back from the roadway by as much as 15 feet. Pedestrian crosswalks are spaced one mile apart, with the exception of a crosswalk 1/4 mile south of Bell Road.



Demographics

The population within one mile surrounding 32nd Street from Shea Boulevard to Thunderbird Road is 33,621. The area median household income is \$68,881, 37% higher than the median 2011 Phoenix household income of \$50,058 (2010 Census). The area is less multi-ethnic than the city as a whole, with a population that is 86% White and 15.9% of Hispanic or Latino as compared to a citywide population that is 44.6% Hispanic or Latino and 40.1% White. The area is also slightly older, and median ages vary between the zip codes along the corridor from 32 to 42 years, as compared with a citywide median age of about 33.6 years old.

1. Information in this section was provided by the city of Phoenix with some supplemental research by PLAN-et and VIZZDA.

Land Use and Development

Housing

The North 32nd Street Corridor is a well established, predominantly single family, residential neighborhood. Anecdotal evidence indicates many residents have lived in the same home for more than 20 years. Seventy-six percent of the housing is owner-occupied housing. Single family housing areas are located along the Corridor between the commercial intersections. Residential development does not front onto 32nd street, and in most cases, is hidden from view by unfinished concrete block side and rear yard walls. In some areas along the Corridor, residential developments areas are separated from 32nd street by access roads or wide setbacks.

Three multi-family developments at densities of more than 20 dwelling units to the acre are located behind commercial developments at the intersection of the arterial streets and one apartment complex is located on 32nd Street approximately 1/4 mile north of Greenway road. These are:

1. Rancho Sierra Apartments, 3040 East Shea Boulevard, Phoenix, AZ
2. Sierra Grande Apartments, 2645 East Cactus Road, Phoenix, AZ
3. Crestone at Shadow Mountain Apartments, 3033 East Thunderbird Road, Phoenix, AZ
4. Village Square Apartments, 14014 North 32nd Street, Phoenix, AZ

Overall, these complexes are well utilized and affordable; the multi-family residential vacancy rate for the Central North Phoenix submarket is 9.9%, with an average rent of \$593. The Corridor vacancy rate is the highest in the Phoenix Metro area. Other nearby markets including Sunnyslope have lower vacancy rates (6.7% vacancy rate with rents averaging \$616). (Apartment Research Market Report, Phoenix Metro Area, Third Quarter 2012, Marcus & Milchap)

Commercial

Most of the commercial development along the corridor is concentrated around and within 1/4 mile of the intersection of 32nd Street with other arterial streets. The majority of commercial development is zoned C-2: Intermediate Commercial. This district includes a wide variety of medium intensity service oriented land uses designed to be compatible with each other.

The Shadow Mountain Senior Center is an important neighborhood asset and is located approximately 1/4 mile east of the study area in Road Runner Park. The park is accessible from 32nd Street via the Sweetwater Avenue underpass or Cactus Road.

Approximately 1.5 miles east of 32nd Street is the 1.15 million square foot Paradise Valley Mall. The Mall has five anchor tenants, including Macy's, Costco, Dillards, JCPenny and Sears. In addition to the mall, office, supermarkets and services are located at between Cactus Road and Shea Boulevard along the Tatum Road corridor, which is parallel to and 1.5 miles east of 32nd Street. This established and thriving commercial area serves the northeast Phoenix market area, which includes the North 32nd Street Corridor.

In 2012, the leaseable space along the 32nd Street Corridor from Shea Boulevard to Greenway Road included 892,509 square feet of rentable area with a 19.82% vacancy rate. There has been no new construction in the past five years and the average lease rate is \$12.95 per square foot. The two centers with the highest vacancy rates are located at the southeast (Shea Squaw Peak Center 52.9% vacant) and northwest (Paradise Hills Center, 25.6% vacant) corners of Shea Boulevard and 32nd Street. As of the ULI AzTAP, northwest corner of Shea Boulevard and 32nd Street was being sold to a developer and the Goodwill center on Cactus was mostly leased.

Commercial Development

Map 5: Commercial Development



Table 1: Employment along 32nd Street from Shea to Thunderbird

INDUSTRY CLUSTER	# OF EMPLOYEES	# OF BUSINESSES
Retail Trade	538	21
Accommodation and Food Services	160	12
Professional, Scientific, and Technical Services	145	16
Health Care and Social Assistance	129	9
Finance and Insurance	117	9
Educational Services	105	2
Other Services (except Public Administration)	98	8
Admin & Support & Waste Mgmt & Remediation Services	72	5
Public Administration	72	1
Manufacturing - Primary Metal Manufacturing	55	2
Arts, Entertainment, and Recreation	47	3
Construction	44	6
Information	25	1
Wholesale Trade	15	2
Real Estate and Rental and Leasing	5	1

Table 2: Employment Within One Mile Of North 32nd Street Corridor

INDUSTRY CLUSTER	# OF EMPLOYEES	# OF BUSINESSES
Educational Services	1,148	22
Retail Trade	657	33
Health Care and Social Assistance	544	37
Other Services (except Public Administration)	505	30
Admin & Support & Waste Mgmt & Remediation Svcs	442	28
Accommodation and Food Services	405	22
Professional, Scientific, and Technical Services	345	37
Finance and Insurance	302	25
Construction	192	29
Arts, Entertainment, and Recreation	105	8
Wholesale Trade	75	11
Public Administration	72	1
Real Estate and Rental and Leasing	70	10
Manufacturing - Primary Metal Manufacturing	67	4
Information	49	5
Transportation and Warehousing	24	4
Agriculture, Forestry, Fishing and Hunting	7	1
Utilities	5	1

Employment

Roughly 1,600 people work in 98 businesses along the North 32nd Street Corridor. The large majority of businesses are retail trade, followed by accommodation and food services and professional, scientific, and technical services. These three industry clusters are also the top three employers for the area.

Other industry clusters include; health care and social assistance, finance and insurance, educational services, other services, administration and support and waste management and remediation services, public administration, manufacturing, arts and entertainment and recreation, construction, information, wholesale trade, and real estate and rental and leasing. (Table 1: Employment along 32nd Street from Shea to Thunderbird.)

When the area within one mile of the North 32nd Street Corridor is examined, the employment profile shifts to predominately education (including but not limited to Mercury Mine and Desert Cove Elementary Schools, Shea Middle School, Shadow Mountain and Paradise Valley High Schools, Paradise Valley Community College, Paradise Valley Christian School, Arizona Christian University, Community Montessori School, Desert Voices, Accelerated Learning Center and Basis Charter School), retail trade (due to the Bell Road Corridor) and health care (due to Paradise Valley Hospital, located east of 32nd Street). (Table 2: Employment Within One Mile Of North 32nd Street Corridor.)

COMMUNITY INSTITUTIONS

The area includes active neighborhood associations and community groups including:

- **Cactus Sweetwater Block Watch** (Sweetwater to Cactus, 28th Street to 36th Street).
- **Paradise Valley Oasis Neighborhood Block Watch** (Cheryl Drive to Northern, 28th Street to 32nd Street). The Block Watch Program is a free community-based crime prevention program administered by the Phoenix Police Department. Neighborhood residents and businesses form a communication chain, and make a commitment to watch out for each other's homes and report suspicious activities to the police and to each other. They also keep each other informed about neighborhood occurrences, burglary, thefts, and other crimes or problems occurring on their street.
- **The Phoenix Elks Lodge No. 335**. Elks invest in their communities through programs that help children grow up healthy and drug-free, by undertaking projects that address un-met need, and by honoring the service and sacrifice of our veterans.
- **North 32nd Street Working Group**. This is a group of local residents and businesses working to improve the North 32nd Street Corridor. The group has been in existence since March 2012 and includes approximately 60 interested people. There are three sub-committees and the entire group generally meets once bi-monthly.
- **The Rock at 32nd Street**. Recently opened, The Rock at 32nd Street is a partnership between Genesis Church and Alice Cooper's Solid Rock Foundation. The Rock at 32nd Street is a full-service community center, providing life-enriching programs and quality meeting spaces for groups and individuals of all ages. Community Opportunities at The Rock include:
 - Academic tutoring and after-school programs
 - Mentoring for teens through music and dance
 - Meeting spaces available at low cost
 - Personal, vocational and spiritual counseling
 - Programs and events to enrich the body, mind and soul
 - Quality venues for local artists, musicians, bands, open microphone events and art showings



The Bell Road Corridor intersects with the North 32nd Street Corridor and includes a large amount of retail development.

Panel Identified Strengths and Challenges

At the beginning of the day, the ULI Az Technical Assistance Panel identified the Study Area strengths and challenges in response to the following prompts:

- What are the outside influences impacting the area? Are there inside influences?
- How does the area fit into the metro area and what role can it play regionally and locally?
- What are the competitive strengths and advantages of the area that can be identified and leveraged to promote positive change?
- What challenges and weaknesses exist that may hinder the area's ability to grow in a healthy manner?
- How has this area changed over time and if left unaddressed, what will it likely be like over the next ten years?
- What are reasonable goals and objectives for the future of this area?

STRENGTHS

- An active association of business owners and local residents, The North 32nd Street Working Group, provides a network of entrepreneurs and change agents focused on improving the 32nd Corridor.
- The neighborhoods are authentic and attractive.
- Naturally occurring "nodes" at intersections provide opportunities for redevelopment.
- The housing stock is diverse and includes opportunities for additional product.
- Some large parcels and sites under single ownership, making redevelopment more feasible.
- The shopping center at the northwest corner of 32nd Street and Shea is in the process of being purchased for redevelopment, and could spur other redevelopment.
- No special districts or overlays that create barriers to redevelopment.
- Local brand retailers are finding opportunities in spaces where non-local retail chains have vacated, and are providing much needed services and goods to the residents of the area

CHALLENGES

- The amount of retail space and land zoned for retail is at a size and scale that met a demand prior to the SR51 construction. With the addition of the SR51, transportation patterns have changed dramatically which effects the viability of prior retail land use patterns
- The competition for retail tenants that are being offered leasing opportunities in other nearby developments associated with emerging demographics is having a negative impact on retail vacancy rates
- Many of the single family neighborhoods are on the downhill side of their life cycle. If the area is not revitalized, it will continue to decline.
- This area is competing for new residents with newer developments in the east and northwest valley.
- This is a neighborhood that has to be "shored-up" at the same time people will be asked to invest in it.
- There are no destinations along the corridor.
- The ADOT building located at the northeast corner of 32nd Street and Mountain View is ugly, under-utilized, has excess land and is located at the gateway to the corridor.
- Small parcels may result in land values that may not support the capital required for acquisition, demolition, infrastructure and new building.
- Existing strip retail development at major intersections limits connectivity between uses, and the ability to create memorable places for the community

IDENTITY

STRENGTHS

- The Phoenix Mountains Preserve is accessible and adjacent to the south end of the corridor.
- There are no other nodes in the city where the urban desert experience is as prominent.
- There are large number of schools and churches and Paradise Community College within the corridor that provide a potential market.
- Locally owned businesses have a strong presence and include unique concepts such as 32 Shea.
- The residential areas are not distressed.
- Neighborhood associations create a potential base for support.

CHALLENGES

- There are very different populations in single family areas than in apartments, which creates a confusing identity for the area.
- The area has no clear identity.
- The population is aging.
- Local residents may be resistant to change.

ACCESS

STRENGTHS

- SR-51 provides excellent regional access to the corridor.
- Local roads provide excellent local access to the corridor.
- The area is within the “first circle” of suburban Phoenix. These are choice areas for reinvestment.
- The area is a gateway to the Phoenix Mountains Preserve.

CHALLENGES

- Good access via local roads and SR-51 makes it easy for perimeter developments to capture spending and new development that could be located in this corridor.
- There is a limited market west of SR-51 in the southern portion of the corridor.
- There is little incentive to walk or bicycle within the corridor.
- There is a lack of connectivity between areas and nodes.

LAND USE

STRENGTHS

- The residential areas are established and stable making the area a desirable place to live.
- Good schools with excess capacity.
- There is a balance of retail and employment areas.

CHALLENGES

- Because the neighborhood is stable and developed, people have everything they need.
- There may not be enough income in the area to support new/additional retail.

AzTAP North 32nd Street Corridor Focus Area

The five mile corridor includes five commercial intersections, large areas of single family residential and strip commercial. To focus on specific solutions, the intersection of 32nd Street and Shea was identified as the focus of the AzTAP panel. This area was selected because it includes development patterns that are typical of the rest of the Corridor, the shopping center at the northeast corner of 32nd Street and Shea Boulevard was being transferred to a new owner with plans to redevelop it, several locally owned businesses are located within this intersection, and this intersection was the historic heart of the Corridor prior to the opening of SR-51.

32nd Street Corridor





32nd Street Corridor Focus Area



Map 6: North 32nd Street Corridor Focus Area



-  Study Area
-  Focus Area





The Phoenix Mountains Preserve is visible from and connected to the North 32nd Street Corridor via Shea Boulevard, Thunderbird and Sweetwater Roads.

Strategies for **Action**

CREATE A CLEAR IDENTITY

- Decide if the area is a hamlet that's "off the grid" or a neighborhood integrated into the rest of the city and the region.
- Make 32nd Street a signature street defined by the mountains and desert.
- Find an image that the community can relate to and build on it.
- Create character area plans for the commercial nodes at major intersections.
- Create a landscape master plan that ties to an overall character plan.

LAND USE AND ZONING

- Introduce mixed use and higher density residential into commercial nodes.
- Restore and re-purpose existing single family housing.
- Build on existing assets including education, community institutions and locally owned businesses.

DIVERSIFY

- Expand the demographics: Introduce new housing products into the area that capture a younger, affluent market.
- Provide opportunities for aging in place.
- Embrace the diversity between the north and south ends of the corridor.

CONNECT

- Create bicycle and pedestrian connections with the Phoenix Mountains Preserve: This area is the northern gateway to it.
- Provide opportunities for future light rail, and advocate for the extension of light rail to 32nd Street and Shea Boulevard.
- Developments along the corridor should be connected to each other and to residential with bicycle and pedestrian facilities.

REINVEST

- Retain local businesses that keep the area stable.
- Take small steps that make a big difference (like 32 Shea).
- Serve the neighborhood that surrounds the corridor.
- Remove risk associated with establishing density from the corridor.
- Hold a developer forum to determine redevelopment needs.
- Look at facilities that exist (like The Rock) and figure out how and why these spaces get re-purposed.

Redevelopment Ideas & Examples

The Denver Alameda Station Development created small blocks from larger parcels and is planned for about 10 million square feet of new development.
 Source: D4 Urban LLC. Source: <http://d4urban.com/>.
 Access date 12/18/2012.

Land Use Districts & Neighborhoods

- RETAIL ANCHORS**
 - Retail with residential & commercial uses above
 - Access & Visibility
 - Mercado as amenity
- TRANSPORTATION**
 - Alameda Station as Phase I catalyst for the broader project
 - Potential for mixed use
 - Included in RTD TOD Pilot Program
- MAIN STREET & RESIDENTIAL**
 - Bannock as vibrant "Main Street"
 - Highest density of residential units
 - Limited service hotel
 - Design District spillover space
- DESIGN CENTER & EDUCATION**
 - Cultural heart of development
 - Expanded Design Center concept
 - Boutique hotel with meeting space
- OFFICE CAMPUS**
 - Hybrid urban/suburban style campus
 - Access to I-25 and Broadway Station
 - Visibility and signage opportunities

Source: <http://d4urban.com>

Downtown Livermore, California redesigned its four lane street in 2006 to enhance the pedestrian environment. As a result of the revitalization, in the 12 years between 1986 and 2008, 82 buildings were rehabilitated, 12 new buildings were construction and the 54 block district added 974 new jobs, 194 new businesses totaling over \$112 million in private investment. Total public investment was \$55 million. Source: National Trust for Historic Preservation Main Street Program. <http://www.preservationnation.org/main-street/main-street-news/2009/02/livermore-california.html>. Access date 12/18/2012.



Source: <http://www.preservationnation.org/main-street/main-street-news/2009/02/livermore-california.html>

Mill Avenue, Tempe is a thriving commercial district. Pedestrian connectivity and street amenities were created by narrowing the street, widening sidewalks, providing shade and on-street parking.



Source: PLAN-et Communities

Specific Strategies

STRATEGY: IDENTITY AND VISION

- Focus on one area, make it work, and grow the corridor from there.
- Use arid landscape and desert architecture that makes this Corridor look different.
- Build towards the Phoenix Mountains Preserve as much as possible, the mountains can drive the identity of the area.
- The City of Phoenix needs to help establish and enforce standards for this area that help to create its identity.
- Ensure that as the General Plan is updated, new ideas for this area are included in the plan and supported by plan policies.
- Engage local businesses, landowners and residents in creating a vision for the corridor through surveys and outreach designed specifically for this area.
- Build on what is already here, local and authentic.
- Leverage the proximity of the Preserve and this area's relationship to it.
- Include the concept of a gateway in the vision for the 32nd Street Corridor.
- Consider how providing access within the Corridor and to transit could change the character of the community. Consider how improved connectivity and access could benefit the older population within the Corridor and link them to the rest of the city and younger populations within the Corridor.
- Activate the Corridor and identify the neighborhoods with well designed signage and landscape controls.
- Create a sign plan that pushes to a higher level by describing what must be done, what should be done and what can't be done. Use examples that demonstrate the level of quality and let each developer create their own sign plan.
- Integrate art and design into developments to create a sense of place and identity. Creating an arts center in this part of the valley can spur creative businesses.

"Art and design should be integrated into developments to create a sense of place and identity..."

*Lorenzo Perez,
Co-Owner & Founding
Member VenueProjects*

"A slower market, is the time to implement these plans. People have less exposure now..."

*Marty DeRito,
CEO, DeRito Partners*

Redevelopment Ideas & Examples

The San Diego Velodrome, located in Balboa Park, is managed by the San Diego Velodrome Association. The volunteer membership Association offers maintains and manages the Velodrome and offers classes and organizes events at the facility. Source: <http://sdvelodrome.com/>. Access Date 12/19/12.



Source: <http://sdvelodrome.com/>

The Cesar Chavez Library, located in Phoenix was named a 2011 New Landmark Libraries by Library Journal and has received other awards for architecture and design. The library features a children's story room, a First Five Years/Los Primeros Cinco Años interactive learning space for families with young children, R3 - a special "teen only" area, a computer training lab, WiFi, and Internet-accessible public computers. A multi-purpose room for community meetings as well as library programs seats 75 people. Source: <http://phoenix.gov/>. Access Date: 12/19/12



Source: <http://phoenix.gov/>

The free admission Nina Mason Pulliam Rio Salado Audubon Center offers a range of programs for all ages, interactive exhibits, an interpretive loop trail, connections to the Rio Salado Habitat's sixteen miles of hiking and riding trails and a variety of programs, including family nature walks, wildlife encounters, birding classes and bird walks, school field trip programs and more. The center is the home of the Arizona Office of the Audubon Society. Source: <http://az.audubon.org/audubon-locations>. Access Date: 12/19/12



Source: <http://az.audubon.org/audubon-locations>

STRATEGY: LAND USE AND ZONING

- Put standards in place for new development prior to redevelopment. The City of Phoenix, merchants, tenants and landowners need to partner in the planning process for the corridor and proposed zoning changes to accommodate new and redevelopment.
- Set a plan for infrastructure within the corridor. The corridor needs a finer grain of connectivity that can be accomplished with smaller block sizes. An example is the Alameda and Broadway in Denver. The City of Denver broke the mold with that project.
- Work with ADOT to beautify the building located at the northeast corner of 32nd Street and Mountain View and create a trailhead to the Mountains Preserve. This building has excess land and under-used parking areas. Allow trailhead parking in the existing parking areas, and use the excess land to construct restrooms and other amenities for hikers, cyclists and others using the preserve and the 32nd Street Corridor.
- Create a plan for the corridor so people can make critical decisions that are necessary to create linkages and make them happen.
- The vacant parcels within the corridor are limited, so they are important and their ultimate use needs to be carefully considered.
- Given changing demographics, there is more desire to increase mobility and have a multi-family lifestyle.
- Avoid the “Pandoras Box” of rezoning. While existing C-2 zoning allows R-3, its difficult to make it work for multi-family. Make sure that the details of density waivers, height limits and other requirements are addressed early on.
- Make sure that regulations and incentives are in place to encourage desired development solutions.
- Recognize that partnerships are important to create successful projects that mix residential and retail.
- Economically viable land values are currently around \$22,000 an acre and require intensity to be economic, consider transfer of development rights or other types of programs to create density and value. The commercial nodes could be receiving areas and other commercial sites, closer to residential could be donor areas.

“If you get the right restaurant here, you could really have a success...”

*Daniel “Buzz”
Gosnell, President
Woodbine Southwest
Corporation*

Redevelopment Ideas & Examples

The 207,000 square foot American Can Company complex was purchased for about \$3 million by an investment group and renovated for \$5 million. The new facility includes a range of recreation-related uses including a charter school, The Front Climbing Gym and fitness facility and Amer Sports which includes the Salomon, Atomic, and Suunto brands that are headquartered at the facility. Also in the center is the Ogden's Business Information Center, a one-stop operation for prospective entrepreneurs and small businesses looking to expand, and the eStation, which is an incubator for new businesses.



http://en.wikipedia.org/wiki/File:American_Can_Complex_Ogden_Utah.jpeg

Downtown Mesa is the urban core of Arizona's third largest city. The City of Mesa owns over 288 acres of land with high density zoning within 1/2 mile of the four Light Rail Transit (LRT) stations that will open along Main Street in 2015. Arizona's largest performing and visual arts center, the renowned Mesa Arts Center, anchors Downtown and welcomes over 387,000 patrons annually. Territorial architecture, the proximity to the region's many transportation arteries, a pedestrian friendly scale and an ever-expanding higher education network, Downtown Mesa offers great potential for investment. Source: <http://www.mesaaz.gov>. Access date: 12/20/12.



Source: <http://www.mesaaz.gov>.



The Corridor is wide and dominated by vehicular traffic.

STRATEGY: CONNECT

- Reduce the scale of the intersections. For example, the Shea Boulevard and 32nd Street intersection is just too wide. Putting in a median on 32nd Street does not help narrow the street.
- An example is Livermore California, which had a main street with four lanes. The city reduced it to two lanes with parking and landscaping. This approach turned the street in to a really great neighborhood center for restaurants and shopping.
- Create trail connections between the corridor and the Phoenix Mountains Preserve along Thunderbird Road, Shea Boulevard and along 32nd Street from SR-51 at the Mountains Preserve. Use these connections as a defining feature for the corridor.
- Create non-motorized connections along 32nd Street between the commercial nodes at major intersections, schools, community institutions, offices and the neighborhoods and the park and ride. As the larger commercial sites redevelop, create internal connections between residential and retail uses.
- Narrow 32nd Street to create a more intimate environment. Consider reducing travel lanes and narrowing travel lanes to 10.5' and using the excess right of way to leverage development and provide additional access via foot or bicycle.



The Phoenix Mountains Preserve is visible throughout the corridor.

STRATEGY: Recreation and Open Space

- Install attractive wayfinding to the Preserve from 32nd Street and via 32nd Street connections.
- Create a recreation center that focuses on the preserve with a coffee shop, wine bar and showers.
- There are places at Ozzie Ice Skating Rink (32nd and Shea) where these types of recreation centers can be created, but there may be other locations for them in the Corridor where they could support higher prices and provide more direct access into the Preserve.
- Look at the American Can Company complex in Ogden, Utah. That facility has recreation-based uses with great synergy and includes a charter school (DaVinci Academy of Science and the Arts) as well as sports manufacturers like Salomon, Atomic and Suunto, Amer Sports Corporation and the Ogden Front, which is an indoor fitness facility that includes a climbing wall.
- This is an area where access to the Mountains Preserve is wide open to everyone. It's a unique pillar of the community.
- Work with the Arizona Department of Transportation (ADOT) and leverage the opportunity to connect the park and ride to the preserve, and include bike lockers and showers at the park and ride. If this was a facility, it could be iconic and defining.
- There is a sports complex on the north end of the Corridor that attracts national events. An opportunity exists to create a continuous connection, like the Indian Bend Wash, that joins the corridor to REACH 11 and the Central Arizona Project (CAP). There could be a loop trail that connects these amenities to the corridor and the Mountains Preserve.



Commercial development within the Corridor.

STRATEGY: REINVEST

Mixed Use/Commercial

- Promote redevelopment of commercial areas. The nature of retail is cyclical. Twenty years ago, Wal-Mart wasn't in the grocery business. Freeways affect how things are built. Some of the retail on this corridor services the community, some serves a larger regional specialty market, some of it needs to be changed out. Great retailers are combining the internet and bricks and mortar. From the panelists perspective, the best buys are bookstores, restaurants and service businesses that aren't affected by the internet. Today's social society, people like to be social, and shopping is social. That's why infill and mixed use projects are working - people love to walk within them.
- Recognize that the next evolution will be different and the types of developments that could locate along the Corridor will look different than they do now. Retailers need to be supported from a smaller radius than they were before. The neighborhood store provides opportunities for goods and a unique experience. One million square feet of development will support 50,000 to 75,000 square feet of retail.
- One good restaurant could change everything. There are no restaurants within the corridor. If you get the right restaurant here, you could really have a success.
- There is an opportunity for a fine grained mix of uses.
- The city needs to take the lead on a project that is transformational. Consider what Mesa did to revitalize its downtown. They recruited. The city sent out 2,000 letters and got 18 responses. Half of those have come to fruition. The deals were bolted together using city-owned land.
- Preserve some buildings and consider adaptive reuse. Maybe use older boxes for lofts with commercial on the ground floor.
- Flex space could help landlords change the grain of retail without making huge investments.

- Consider an air-conditioned flexible fitness/education space that all schools in the area could share. A specialty facility could also work, an example is the San Diego Veladrome - the facility attracts support services around it.
- Because there aren't too many defining buildings in this Corridor, it is also an opportunity for new construction.
- Consider cultural-creative market. If the street could be redesigned to create a unique and special place that provides opportunities for casual collisions, this could be an opportunity.
- The location could be good for retail outlets (additional stores, not discount), processing centers, highly specialized retail uses.

Housing

- This residential market has a lot of value as compared to the Greater Phoenix market.
- Consider senior housing. Senior housing has great opportunity within the Corridor. All the components including, churches, doctors and friends are here. Aging in place doesn't mean aging in the same house, it means aging within a consistent network of friends, family and services.
- The city of Phoenix needs to adopt policies that support small-scale multi family development and catalyze opportunities for its development.
- The abundance of aging single family homes can't be ignored. Create programs and incentives for their rehabilitation. Use outreach to show what's possible. Consider modifying existing homes into smaller scale facilities for people as they age?
- Identify areas of stability and areas of change in the area between the SR-51 and 32nd Street. As houses in this area come on the market look at opportunities to convert those in areas of change to multi-family, or to rehabilitate those in more stable areas.

Basis Charter School constructed a new facility south of Cactus Road on the North 32nd Street Corridor. The school will offer grades 5 through 10 during its initial year of operation (2012-13). The school will add one grade per-year through 2014.



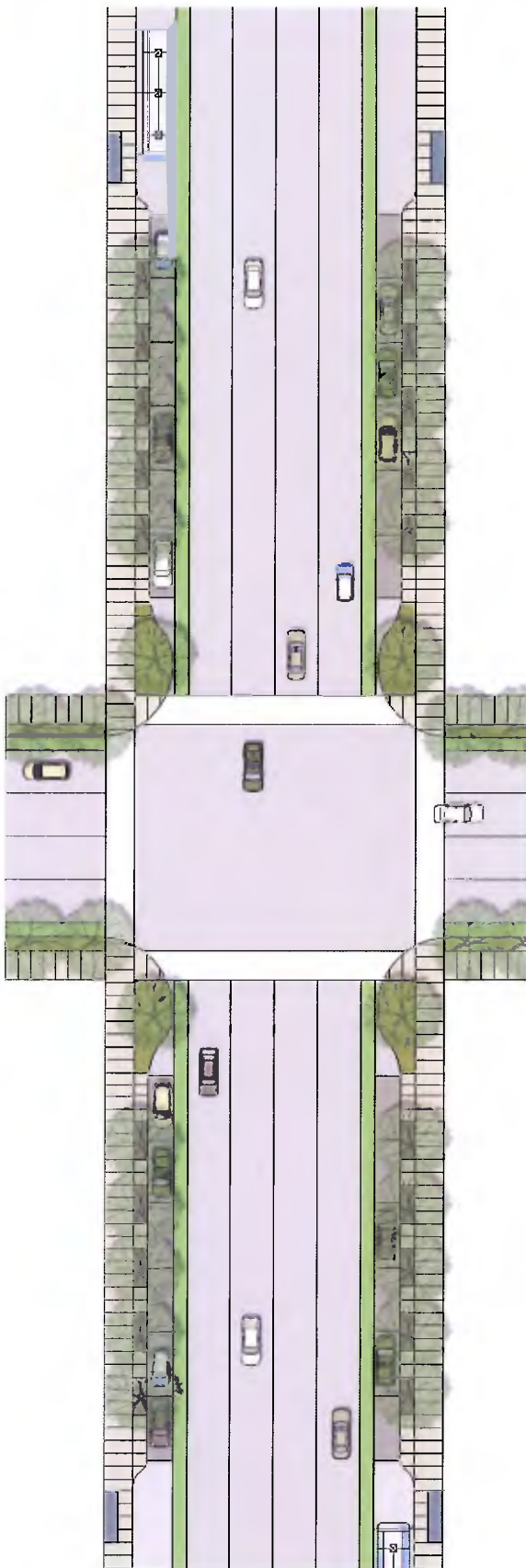
STRATEGY: Education

- Education is one of the support systems for the community and needs to be considered in broad terms. For example, adult continuing education, for- and not-for-credit education, preschool, lifelong learning. Lifelong learning is key to the creative class.
- With the number and diversity of schools in the area, there is an opportunity for an educational cluster. Create child care next to the senior center that provides lifelong learning classes. The demographics and diversity create opportunities for a range of education venues. YMCA has a program called Las Artes de Maricopa.
- Consider a library. The Cesar Chavez Library is a community learning center and has engaging architecture. It is a place where knowledge transfer happens.
- Look for ways to infuse technology-related learning experiences into the educational offerings in the area.
- Places The Rock and Basis are evidence of a want for education/innovation in the area.
- Use vacant space for a community center until it can be leased out. The community center could create synergistic uses in other, nearby vacant spaces.
- Consider higher education. Student housing follows schools. The value of student housing is the social space, not the living spaces.
- The Paradise Valley Community College (PVCC) is located at the north end of this Corridor and the President is involved with the 32nd Street Working Group. The college loves being the educational anchor at the north end of this Corridor. PVCC believes that all education is symbiotic and PVCC supports other opportunities. The College has a library with community borrow access. The College convenes a “K through 20” consortium to talk about higher education issues. The college currently has 10,500 students enrolled and a capacity for about 13,000 students. These students are a potential market for other uses within the Corridor.
- Build on range of existing educational facilities and youth programs located along the corridor. Identify leadership that can organize the range of programs and become a community cultural hub.
- There is a market for charter schools that are looking for space. This could be a direction for the Corridor. Because charter schools have no capital budget, just operating budgets, this could be an opportunity to reuse buildings and create mixed use developments.
- The Southwest Autism Research and Resource Center (SARRC) is also looking for space where they can integrate adult housing.
- Tie education to the preserve, like the Audubon Society and the North Mountain Interpretive Center.



Design Concept: Road Diet

ROAD DIET CONCEPT



- **ROAD DIET:** Reduce the number of traffic lanes to provide space for bicycle lanes and shaded sidewalks.

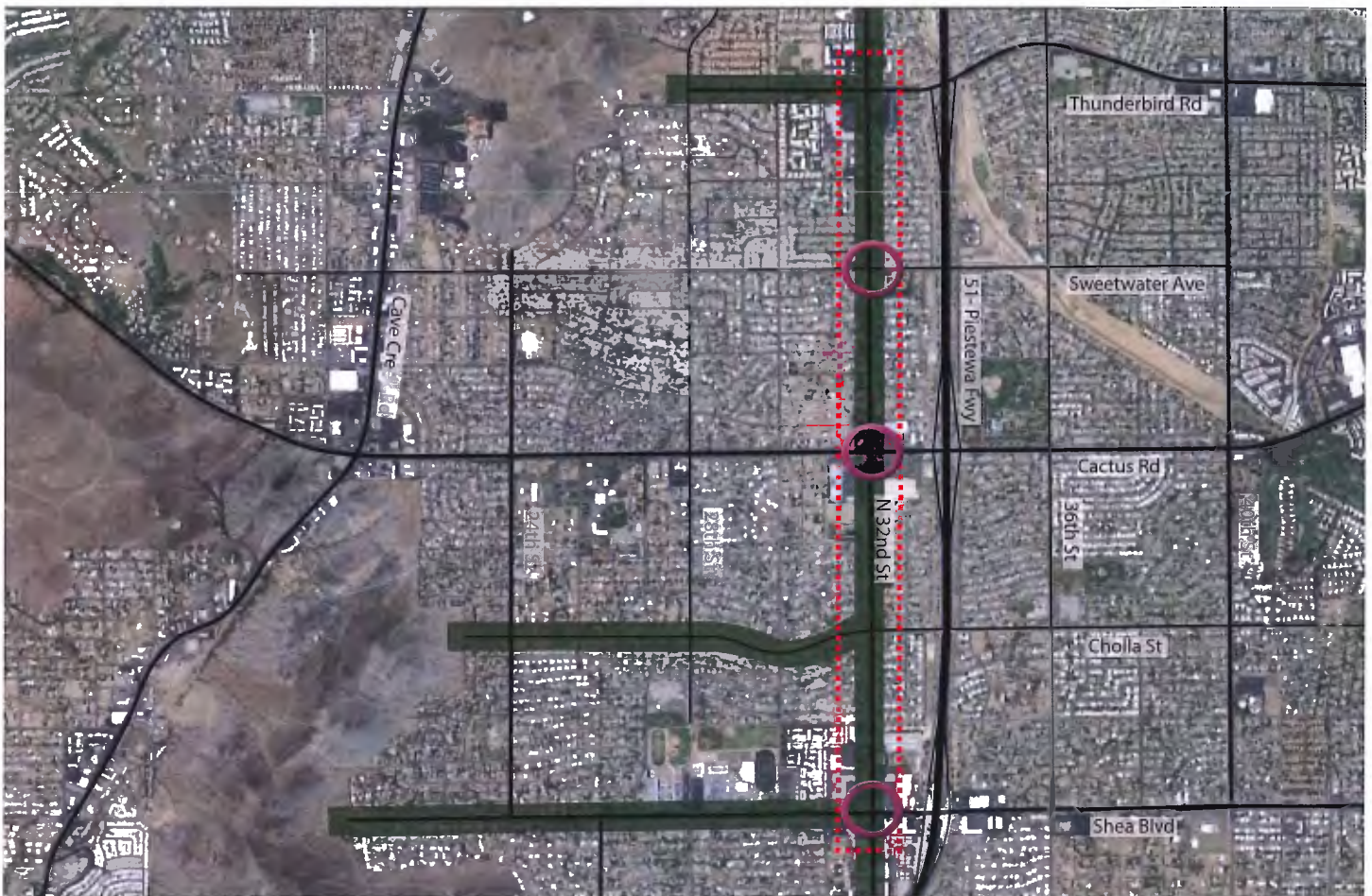


The North 32nd Street and Shea Boulevard intersection is currently nine lanes (six through lanes, two left turn lanes and a center median). The design concept envisions reducing this street to two lanes in either direction (no center turn lanes), and using the extra right of way for pedestrian amenities, parking and on-street bicycle lanes.

Design Concept: Green Corridor

- Connect the Corridor to the Mountains Preserve through landscape and signs.
- Use landscape and signs to create a clear identity for the Corridor.

GREEN CORRIDORS

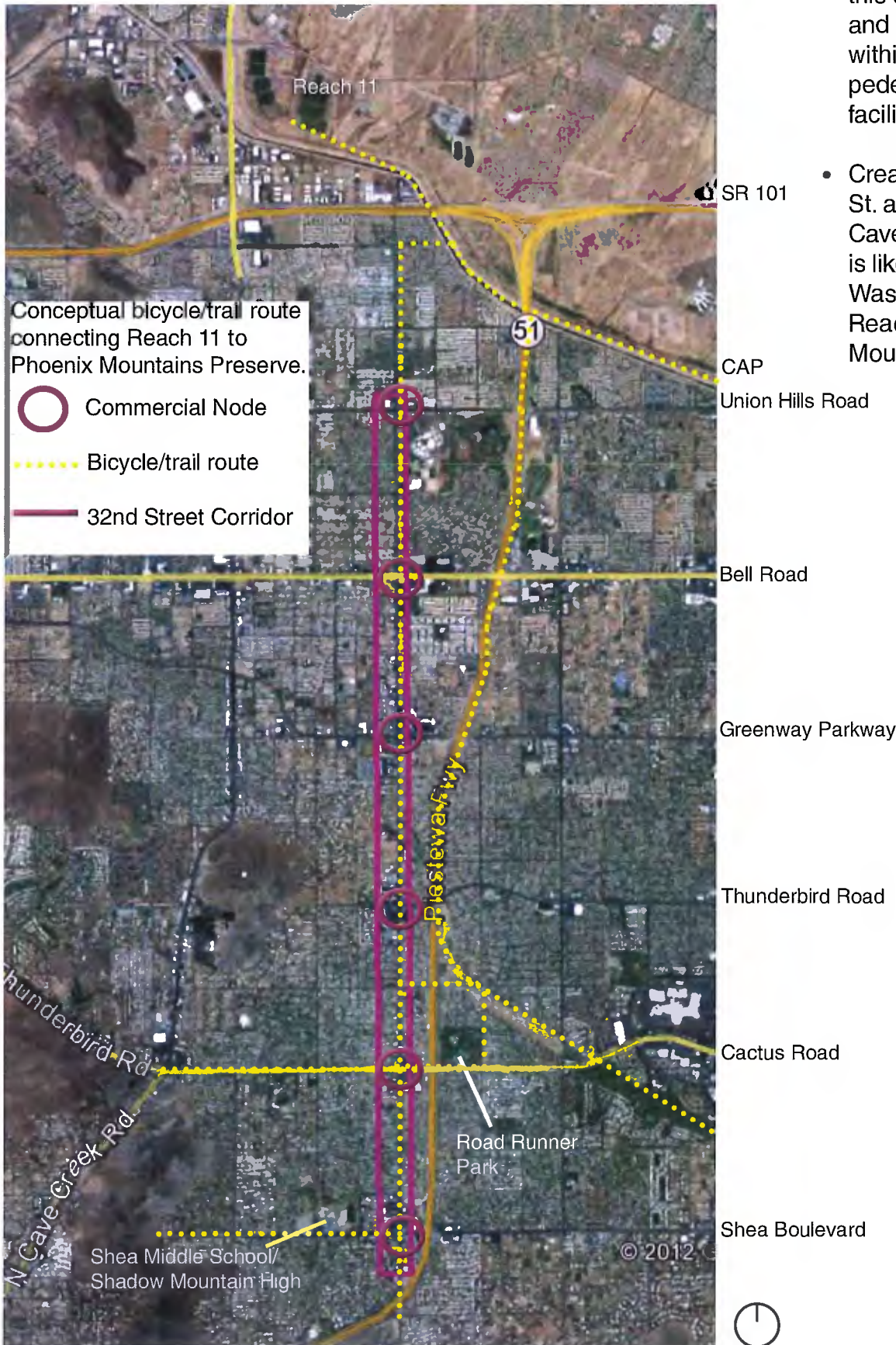


○ COMMERCIAL NODE

●●● SITE

■ GREEN CORRIDORS CONNECTING NODES AND TO MOUNTAINS PRESERVE

Design Concept: Mountains to Canal Trail

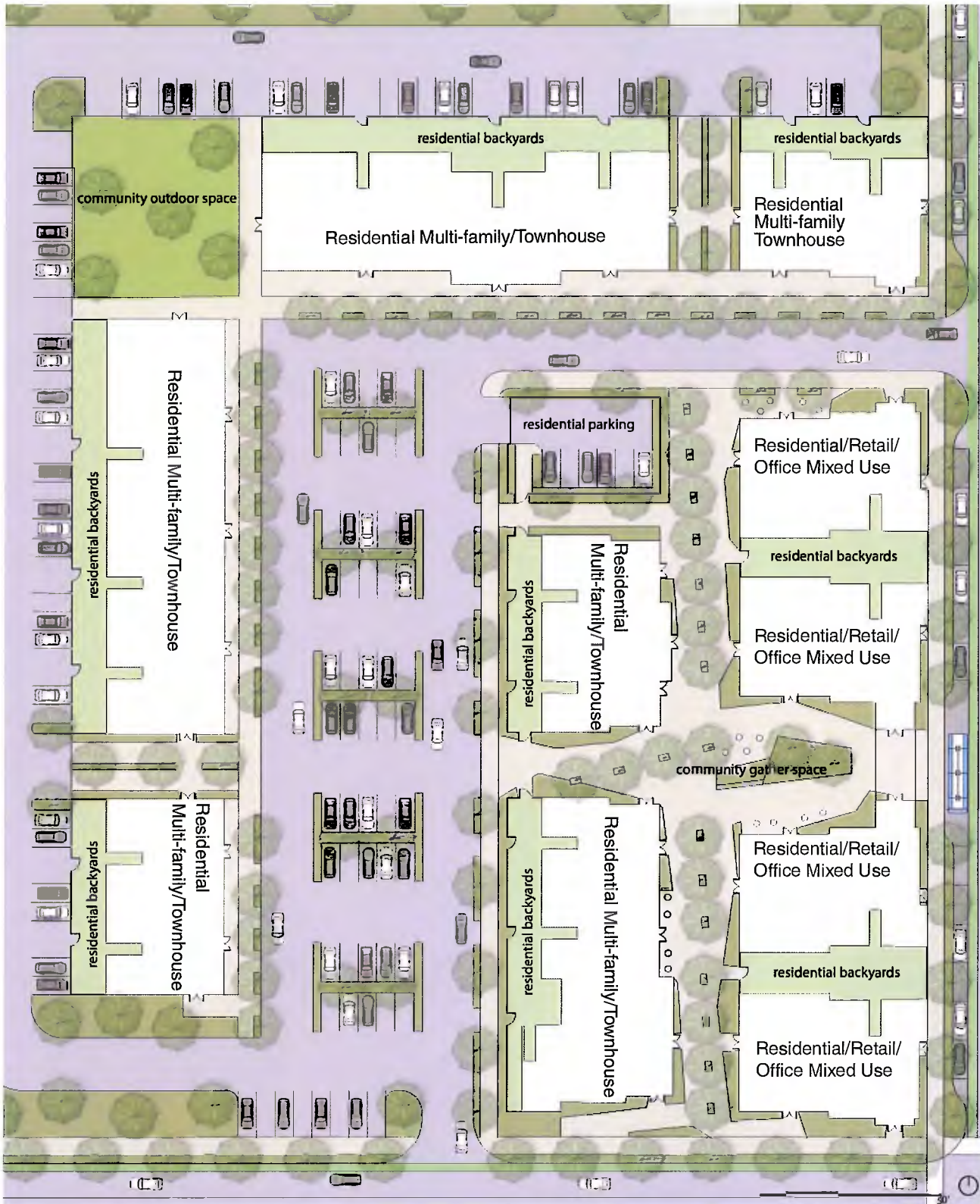


- Connect nodes (such as this one) to one another and to other destinations within the Corridor with pedestrian and bicycle facilities.
- Create a loop on 32nd St. and along the 51 and Cave Creek Wash that is like the Indian Bend Wash, and connects Reach 11 with the Mountains Preserve.

Design Concept: Repurpose Commercial Sites

Repurpose Commercial Corners

- Increase the market for retail services by re-purposing commercial corners to include new multi-family housing with ground floor retail in buildings along North 32nd Street.
- Provide green spaces that “pull” the Mountains Preserve into developments and along the North 32nd Street Corridor.
- Connect housing to commercial developments with pedestrian corridors and transit.





The northwest corner of North 32nd Street and Shea Boulevard includes commercial development set back from the street and extensive, under used parking areas.



Concept design for re-purposed commercial development at the northwest corner of North 32nd Street and Shea Boulevard. This concept includes an on-street bike lane, two north and two south vehicular travel lanes (no center turn lane), wide sidewalks and mixed use retail/residential development along the street.

AzTAP Future Planning Recommendations

AzTAP panelists were asked to provide their top recommendations for actions that would help the City of Phoenix achieve its goals.

Make the north-west corner of 32nd Street and Shea Boulevard a priority for redevelopment.

- Create a white paper or plan to guide the development of this site. Include an examination of the city role inside the public right-of-way to enhance the street prior to development.

Focus on redeveloping commercial properties with mixed use and residential development.

- Educate the neighborhood about land use and how it evolves. The neighborhood has to understand that they will vote on the General Plan and that this plan needs to reflect their ideas. Whatever plan is developed for this corridor needs to be included in the General Plan and supported at the ballot box.
- Change zoning to encourage mixed use development.
- Provide economic incentives for redevelopment.
- Create regulations to implement redevelopment that are supported by the community.

Reposition 32nd Street by creating a complete street focused on the Mountains Preserve.

- Determine the extent to which the road can be redesigned.
- Leave a corridor for light rail.
- Leverage the proximity of the Phoenix Mountains Preserve.
- Leverage access to SR-51.
- Develop a funding and financing plan to capture opportunities that are “low hanging fruit.”

Set an identity for the Corridor by developing a clear vision and understanding of what the community wants.

- Conduct a focused public engagement procedure to obtain solid community input and support for future redevelopment plans.
- Start with a visioning plan.

Attract youth and create opportunities for multi-generational developments, interactions and activities.

Create a separate cultural plan that includes fitness/arts/open space and community center that doesn't get lost in other planning efforts. This will help to create neighborhood buy-in to redevelopment and speak to the lifeblood of the community.

- Work with the Phoenix Arts Commission to get artists engaged on 32nd Street.
- Include education and integrate it into the community.



Community members and city representatives attended the AzTAP panel at The Rock.

Facilitate neighborhood sustainability through:

- Housing rehabilitation programs that give people a reason to upgrade their homes.
- Proactive, single family renovation and maintenance programs to ensure the existing housing stock maintains its value.
- Streamlined permitting, more flexibility through plan review, create an advocate or specialist for the area.
- A housing stock assessment.
- Providing graphic examples of how to make homes more sustainable or “green”, beyond cosmetic improvements.
- Setting standards for the block wall along 32nd Street that would result in an upgrade to the current wall.

Seek key leadership and voices in the community to groom leaders and support those leaders with a process

- Identify a champion and involve the community in the process...find a champion. Reach out to local merchants or other successful neighborhood advocates to energize the community (such as the owner of Shea 32, Kimber Lanning of Local First or principles of Roosevelt Community Development Corporation Greg Esser and Cindy Bash). Use these people to talk to and energize community leaders.
- Create a plan and a vision through three steps: Step One: Open Forums for listening first. Step Two: Verify what you heard. Step Three: Present a vision and design based on what was heard.
- Put the word out among all generations along the Corridor...”If you know people who love this community” or “If you love your community.”



IMPLEMENTATION

The time to act is now.

- Everyone is set up to tackle this Corridor - now is the time to act.
- Leverage what you have and do something today before you lose control over it.
- Create a Local First chapter.
- Be proactive.
- Take a small bite (start at one corner and use it to move the entire process forward).

Develop a plan.

- Focus on the opportunities – the commercial centers/connecting to preserves.
- Need a plan to be in a position to act as market recovers.
- Ensure that a plan for this area is included in the General Plan.
- Create a plan that includes resources, tools and contacts for redevelopment.
- Include regulations that are simple, clear, outline expectations.

Public investment is critical and warranted.

- Because this a pioneering project, the public investment is warranted to encourage the type of development the community desires and to prove the market. Once this is accomplished, there is no more need for public investment.
- Include the street redesign in the City's Capital Improvement Plan
- Recognize soft costs... these public dollars will enhance tax revenues.
- Biggest public investment should be to redesign and improve 32nd Street.

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