

Central City South

Phoenix, Arizona



**Our Community, Our Vision,
Our Quality of Life Plan
“Refreshed” July 2017**

www.ccsqlp.org

*“A community stamped with history and
carrying it with us into the future”*

CENTRAL CITY SOUTH QUALITY OF LIFE PLAN “Refreshed” 2017

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PURPOSE

A Living Document Through Ongoing Resident and Stakeholder Engagement

The Quality of Life Plan (QLP) “Refreshed” in 2017 continues to serve as a document to be used collectively by residents and stakeholders who work in partnership to create neighborhoods that are healthy, safe, economically vibrant, and happy places for families and individuals to live, work and play.

Road Map: This document continues to be a guide to inform interested parties of the dreams and visions as identified by residents and stakeholders in the community. The result would be a transformation that will improve the quality of life in Central City South.

Living Document: The document will change over time and be part of a long-term process to improve the quality of life in our neighborhoods. This document will be updated periodically to reflect the current needs of the ever changing communities. On-going gatherings are organized to engage residents and stakeholders in effective conversations which lead to collective actions.

Larger Process: Consideration of the QLP information should bring opportunities for community revitalization through resident empowerment and stakeholder collaborations.

Community Treasures



QLP Development

CONTINUING TO BUILDING ON EXISTING ASSETS

- Memories of long-time residents
- Service providers that are improving the community
- Existing physical resources
- The capacity to create ties with neighbors of all ages
- Current resident driven initiatives
- Invested local businesses in community transformation

A community meeting was held at the City of Phoenix HOPE VI - Community Training and Employment Center to gather input and update the existing QLP document published in April 2014.



CENTRAL CITY SOUTH DESCRIPTION

CENTRAL CITY SOUTH COMMUNITY DESCRIPTION

Directly south of downtown Phoenix is Central City South (CCS), an area made up of sixteen areas (13 neighborhoods) where families from diverse backgrounds strive to live in a healthy and safe environment.

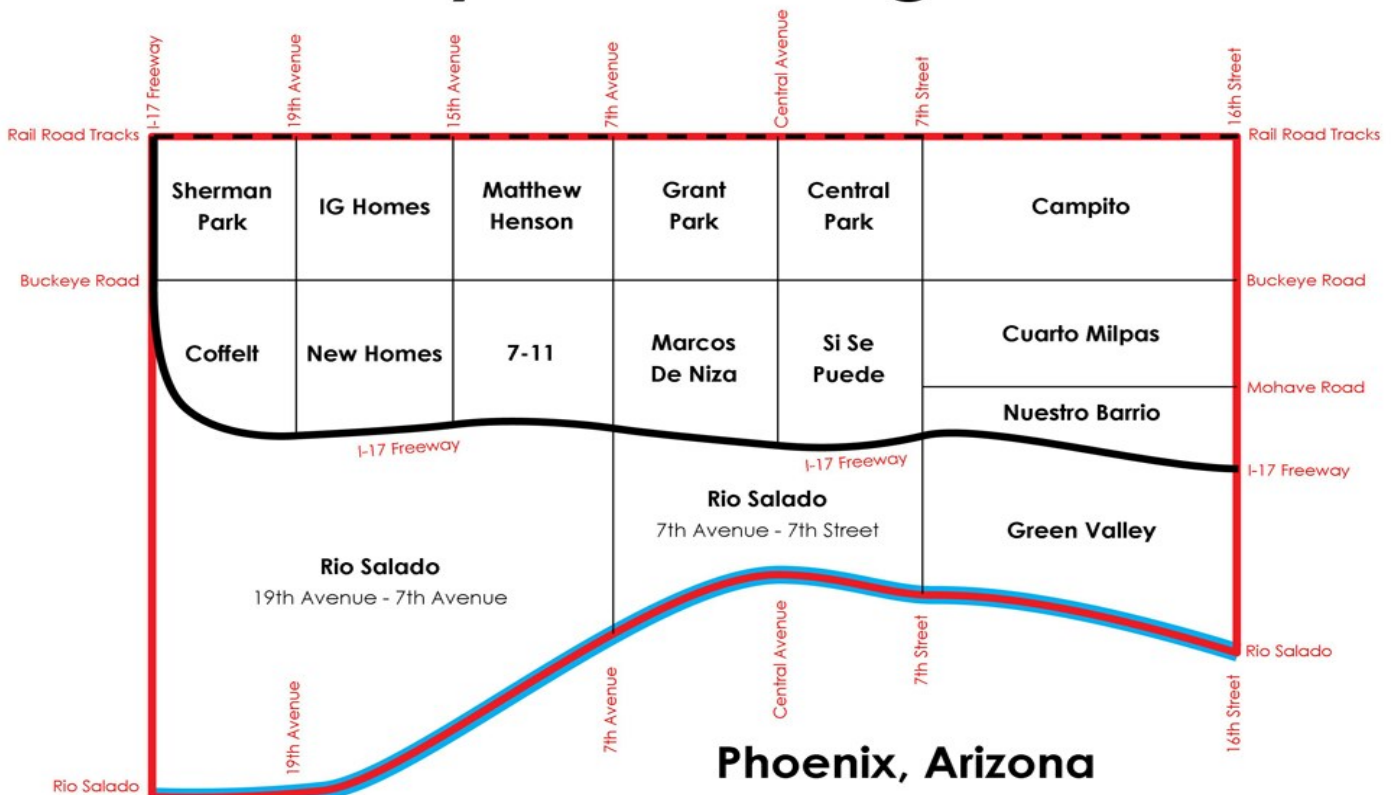
CCS is approximately five square miles bound by:

- North - Pacific Railroad tracks
- South - Rio Salado
- West - Maricopa Freeway (1-17)
- East - 16th Street

The Phoenix Enterprise Zone is located within CCS.

In the Phoenix Magazine August 2015 Issue, Central City South was listed as one of the **"10 Hottest Neighborhoods of 2020"** in Phoenix due to its proximity to downtown.

Central City South Neighborhoods



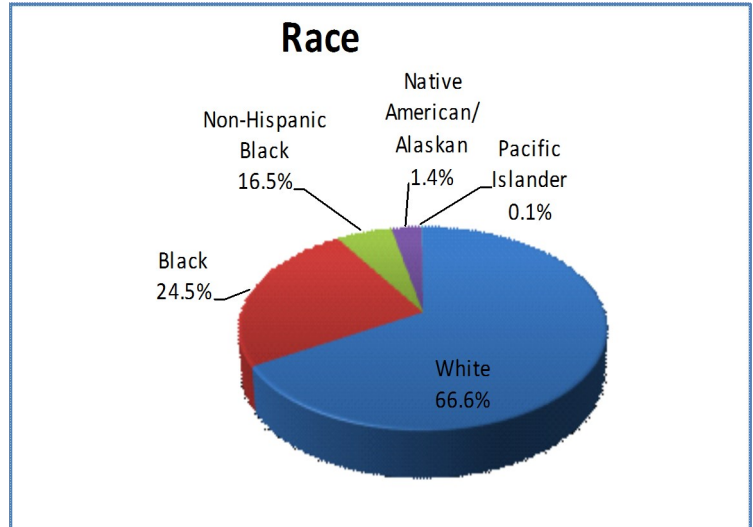
DEMOGRAPHICS

Population

Total Population: 12,721
Total Households: 3,806
Average Household Size: 3.2
Median Age: 26.4

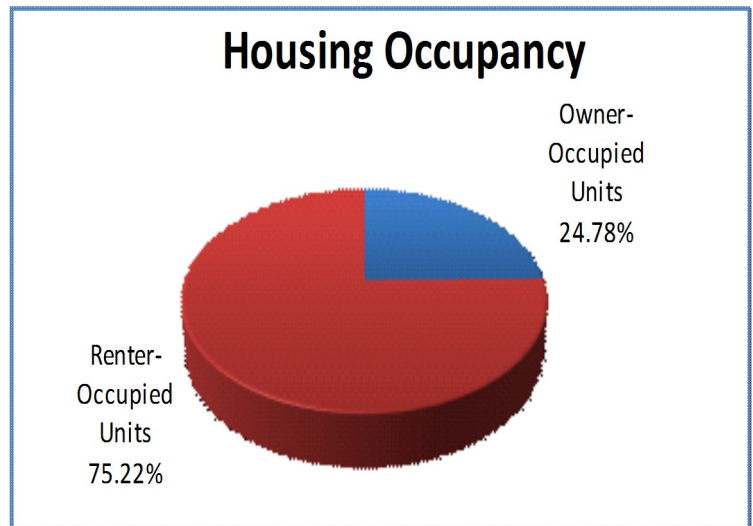
Race

Hispanic (Any Race): 9,687
White: 4,792
Black: 1,759
Native American: 411
Asian: 227
Pacific Islander: 6
Two or More Races: 619



Households by Income

Median Household Income: \$17,018
Average Household Income: \$28,704
Per Capita Income: \$9,915



Housing Occupancy

Owner Occupied Housing Units: 943
Renter Occupied Housing Units: 2,863

Source: Esri 2015 Data
U. S. Census 2010

SURROUNDING DEVELOPMENTS



Barrios Unidos - VARS Program

The PHX Sky Harbor International VARS Land Reuse Strategy kicked off in 2015. This study will identify potential long term uses for nearly 663 properties acquired in the VARS Program. The FAA requires airports to plan for the redevelopment of land acquired for noise compatibility purposes. Meetings with the public and community groups have occurred and will continue throughout the two-year study to allow all interested stakeholders the opportunity to share their ideas.



Rio Salado Plaza de las Culturas

Raza Development Fund is the leading organization of the "Plaza de las Culturas". The project was a vision of Victor Vidales, a South Phoenix resident and is located on the southwest bank of the Rio Salado. An area of 82 acres, the project will include spaces for businesses, cultural venues and family entertainment. Plaza de las Culturas is an inclusive project that seeks to give the growing Hispanic community in Phoenix a place to reconnect with their cultural roots.



Downtown FRY'S Grocery Store

The project, led by RED Development, is slated for a Fry's Grocery Store, 330 apartments, 200,000 square feet of office space, restaurants and retail at 1st Street and Washington. The site is known as "Block 23" for its place in Phoenix' original town site. The project is expected to be completed by 2019.



South Central Light Rail Extension

The proposed five-mile project will connect with the current light rail system in downtown Phoenix and run south to Baseline Road. The South Central Extension is projected to be open in 2023. Currently the community is working with stakeholders on the public art component for the design of the light rail stations.

SUSTAINABLE STRATEGIES

Community Driven Strategies

The Update Process

The strategies outlined in this report were reviewed and updated by residents and stakeholders. The process to gather these ideas operated on the belief that residents know what kind of community they want to live, work, and play in.

- Strategies were carried forward that were not completed
- Strategies were removed if they were completed satisfactorily or not relevant at this time
- Strategies were added based on resident and stakeholder input

As a result, the following strategies in this reflect the ideas of residents and stakeholders.



CCS Business Network Luncheon
May 2017



APS Volunteers at 7-11 Neighborhood Clean Up
April 2015



Mardi Gras at the I. G. Homes Boys & Girls Club
September 2015

STRATEGY 1: RECREATION

The focus will be on intergenerational and multicultural programs or events that celebrate the stories of the “Streets of Golden Threads” and introduce the community to new or expanded experiences and events. The residents feel that the positive use of leisure time can create healthier and happier neighborhoods.



RECREATION

Recreation/Leisure Activities

- Promote existing programs to increase participation and expand one's awareness of local leisure activities such as biking and bird watching at the Rio Salado Project.
- Increase the utilization of existing facilities by creating partnerships for financial and program support. For example, expanding Grant Park's current gym to include outdoor fitness equipment
- Install asphalt jogging/walking paths along the perimeters of existing parks.

Affordable Recreational Activities

- Maintain the affordability of programs so that all residents can participate.
- Expand upon the existing walking clubs at each neighborhood by introducing a cycling component.
- Provide training that discusses the advantages of commuting to work or school through walking, biking and public transit.

Major Events

- Create cultural and performing arts events that can increase resident socialization opportunities for "Neighbor to Neighbor" interactions. Examples of such activities can include Tours and Art Walks.
- Plan and create farmers markets at existing community gardens to sell the produce grown on site.
- Promote these events through social media campaigns.

New Leisure Destinations

- Encourage the development of new facilities to include entertainment centers, restaurants and fitness centers which are not traditionally located in communities such as CCS.
- Promote these needs to developers as the light rail expands to South Phoenix.

Sports Programming

- Solicit local businesses to support and sponsor free summer programs for the children of CCS.
- Work with parks and schools to program sports leagues in CCS that create friendly competition to bring communities together.

STRATEGY 2: HEALTH

The community has stated that there is a need to increase awareness and education on healthy living. Additionally, they identified facilities or services that are essential to meeting those needs.



HEALTH

Affordable health care

- Promote or create affordable health care opportunities in CCS by working with organizations that can protect the rights of residents.
- Focus on accessibility to health care services for families with children and special health care needs. This includes improvements to the existing “Dial a Ride” system for senior transportation.

Healthy Family Service Center

- Develop a healthy family resource center, senior dental clinics and a local reputable pharmacy such as Walgreens or CVS
- Increase the accessibility to mental health providers.
- Reinstate a hospital with full health care to CCS.

Health Education

- Create and promote health education programs and partnerships at the grassroots level.
- Organize a health conference with health professional from local colleges and universities to create an improvement plan for CCS.

Fitness

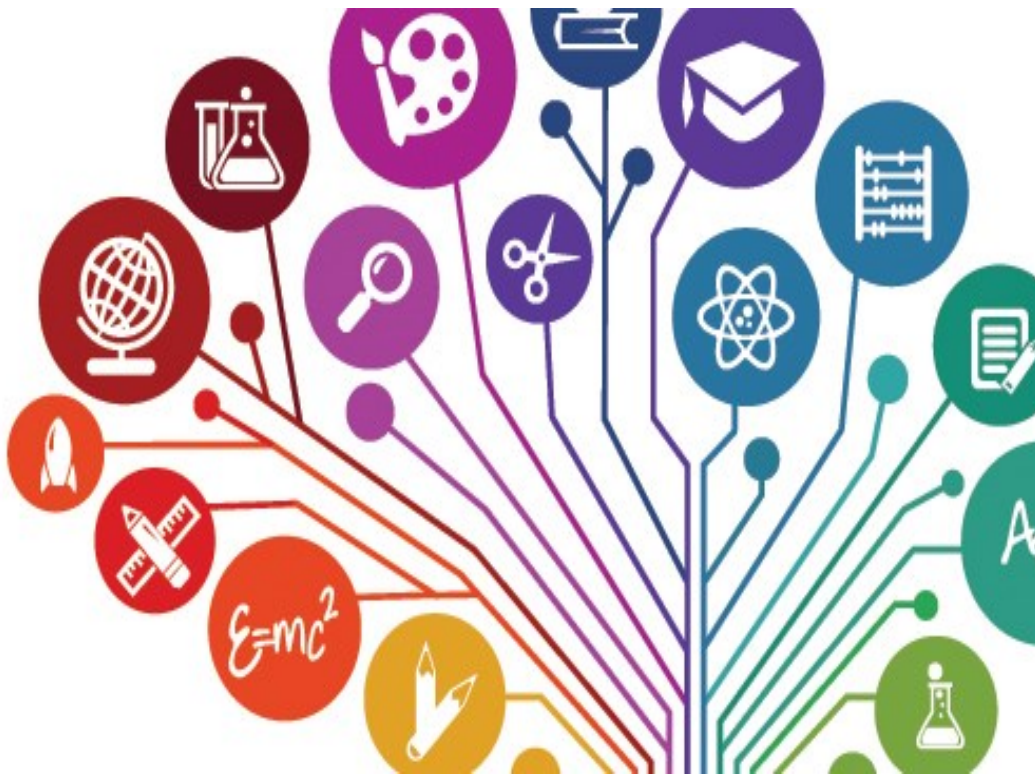
- Establish fitness programs that address healthy life styles and in particular obesity.
- Attract major fitness centers such as the KROC Center to develop a similar center.

Healthy Food Options

- Promote and expand community gardens to provide socialization opportunities and education on healthy eating
- Expand the current gardens to other neighborhoods through a mentorship program. Members of current gardens can teach gardening in other communities.
- If community gardens cannot maintain the demand of fresh vegetables, local food pantries can be brought into CCS a couple times a month.
- Explore possible food delivery systems that can bring high quality foods to the area.

STRATEGY 3: SERVICES

While residents know that Central City South is service rich, they feel that there is a need to promote and develop a stronger relationship between service providers and the community. They also expressed the expansion and or development of particular services listed below and methods to inform the community.



SERVICES

Service Providers

- The group recommended the need for addition or expansion of Life Skills and Life Coach Mentors, Ex- Offender integration/release programs, Youth Advocacy Center, Phone Help Lines, Aging out of Foster Care Programs, improved and increased quality child care in close proximity and petition for the re-opening of a Family Service Center.
- Create a partnership with Phoenix Job Corps to provide their services to young people in search of careers. They can then apply their new knowledge to improving the community.
- A sole organization needs to be established to provide insight of where services can be acquired.
- Establish consistent days and hours at needed times at the HOPE VI Computer Lab. Provide computer training classes such as Word, Excel, Access, Publisher and PowerPoint.

Community Promotions / Media Plan

- Create a bi-monthly TV show that informs the residents of upcoming events and changes. This could be a partnership with ASU, PBS or PHX TV.
- Create a Central City South blog and create a business resource list.
- Install at strategic locations, lighted marquees for community announcements.
- Conduct video interviews with local business owners to understand why they have a vested interest in the community.
- Create an asset map of services which can then be posted at multiple community service provider locations.

STRATEGY 4: INDIVIDUAL DEVELOPMENT

The community divided this strategy into three areas: Employment, Education and Training. By addressing these areas, it is assumed that unemployment rate will decrease and the household income will increase.



INDIVIDUAL DEVELOPMENT

Employment / Jobs

- Create partnerships with businesses in the warehouse district to provide job training and learning opportunities in the technology, health and design fields.

Education

- Reduce the high school dropout rate.
- Advocate for quality educational instruction and participate in developing systems of accountability.
- Provide computer labs to access websites and conduct utility payments online.
- Promoting individual development through community engagement and volunteerism through activities such as but not limited to: Student Council, Community Advisory Groups, and Neighborhood Associations.
- Establish a centralized location for those in search of scholarship information for higher education.
- Satellite colleges and high school class at the library.

Trainings and Workshops

- Technology workshops with people of all ages especially seniors who aren't proficient in the emerging technologies.
- Establish a local training center for careers in services such as: Shoe repair, upholstery, home inspections, lawn services and customer service training, multi-media services.
- Conduct a study of talents residents possess and share them with the community.
- Establish unique independent living skills program that included topics such as money management, career development and independent living.
- Create and pilot a teen "Work Ethics" program.
- Provide self improvement workshops with guests that have grown up in the community and overcame obstacles and challenges on their road to success.

STRATEGY 5: HOUSING

The community recognized two areas with regards to housing conditions in Central City South. First, how can we improve the conditions of the existing homes? Secondly, how can we increase the development of new housing on vacant properties? It is the vision of the group for all homes in Central City South to be occupied.



HOUSING

Existing Housing

- Develop a housing program that encourages creative housing design opposed to the standard wood frame housing.
- Include edible landscape to new and existing housing.
- Incorporate permaculture concepts to new projects.

Housing on Vacant Lands

- Seek partners to build new homes on vacant lands. Offer options that are currently not available such as gated communities. Specifically the vacant lots that were acquired by the City of Phoenix HOPE VI Project that currently remain vacant in the I.G. Homes, Henson and 7-11 Neighborhoods
- Address the homeless that are using vacant lots as squatting areas.
- Work with government, design firms and developers to create an infill solution.
- Utilize the light rail and village planning committee to bring new development to the area.

Accountability for Landlords

- Hold landlords accountable for property beautification and compliance with codes.
- Educate families on what are acceptable living conditions and what their rights are when renting.

Safe Living Conditions

- Propose a plan to developers that will build along the proposed light rail extension on Central Avenue to provide support to help solve lead paint issues in CCS.
- Create a lead free information training program and engage partners such as the City of Phoenix, Home Depot, Lowe's to remedy the problems identified.
- Encourage community to report crime and blight to the City of Phoenix.

STRATEGY 6: ECONOMIC DEVELOPMENT

The Central City South community realizes that change is coming. Their vision is that CCS has the same amenities and opportunities found in newer and younger neighborhoods. These amenities and businesses will bring new services, resources, retail, and employment opportunities.



ECONOMIC DEVELOPMENT

Promote CCS as a viable location for retail and other businesses

- Large Scale Hotels
- Grocery Store
- Family Restaurants
- Dry Cleaners
- Car Wash
- Department Stores
- Stay away from chain retailers and encourage local business

CCS Employment Possibilities

- Partner with community gardens to create a new farmer's market scene along the proposed light rail extension.
- Encourage developers to hire local residents as part of a development agreement.

Create zones that promote small business opportunities

- Encourage entrepreneurs to open businesses in CCS.
- Designate Buckeye and Grant as the communities economic sectors.
- Promote and provide small business education and seminars in the area. Additionally, seek funding sources to support start up costs.
- Promote / acquire property or spaces for incubator offices for "Start Up" businesses
- Utilize the properties acquired by the VARS Program for "community friendly" businesses

Business Property Beautification

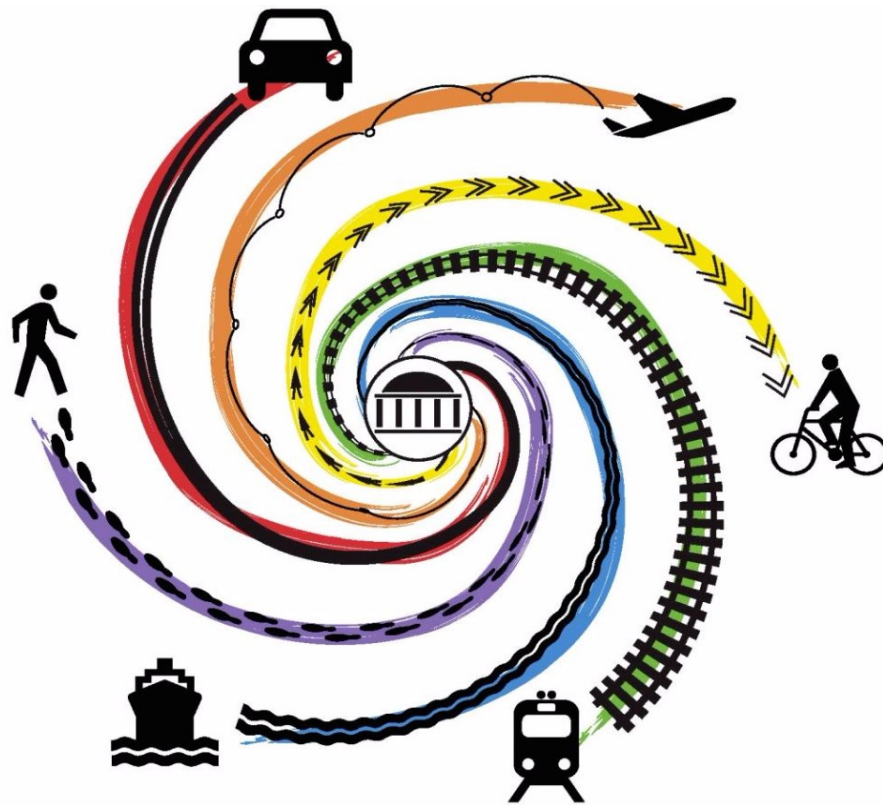
- Provide education on property maintenance that will contribute to the beautification of the community by business owners.
- Uphold business owners to the idea of creating a beautiful and safe space around their business.
- Community owned centers utilizing tax incentive programs. Perhaps develop a resident co-op that will generate revenue to be returned to the neighborhoods through self-operated beautification programs as well as leisure time activity support.

Strong Business Network

- Establish financial support for Central City South programs through the business network.
- Encourage residents to shop locally "SHOP GOLDEN THREAD STREETS"
- Encourage those in the business network to provide employment to CCS residents.
- Create a clearinghouse to post job openings in Central City South in partnership with HOPE VI.

STRATEGY 7: TRANSPORTATION

Transportation is considered a critical link to community services and opportunities



TRANSPORTATION

Bus Stops

- Upgrading the bus stops to include shaded spaces, seating and water fountains.
- Create bus stop designs that reflect our community.

Pedestrian Walkways

- Make sidewalks a priority instead of streets.
- Create a variety of walkway textures at crosswalks.
- Increase shade along walkways.
- Incorporate art or history references as part of the pedestrian experience.
- Create walkable streets through design.
- Install High Intensity Activated Crosswalks (HAWK) treatments along busy roads.

Public Transportation

- Acquiring a Connector Bus to connect all of the neighborhoods in Central City South to the proposed Light Rail extension.
- Maintain current bus routes.
- Advocate for the light rail extension to follow Central Avenue.
- Training on how to use Uber, Lyft, Light Rail etc.

Surface Streets

- Improvement of surface streets resulting in smoother roads and the installation of speed controls such as speed bumps where appropriate.
- Beautification of Buckeye Road from Central to 16th Street

Rideshare Program

- Consider a community carpool effort or a service for elderly to get from one place to another by way of their neighbors.
- Create a neighborhood that cares for its own through providing transportation to each other.

STRATEGY 8: GOLDEN THREADS

Golden threads includes three areas:

Pride **Community Safety** **Beautification**

The residents stated that if these three areas are addressed the result will be positive for their community. The “Neighbor to Neighbor” feelings of helping each other will sustain all the work accomplished in the Quality of Life Plan.



GOLDEN THREADS

Pride

- Tell and preserve our stories past, present and future through oral and art history efforts.
- Create a monumental artistic gateway into and exiting Central City South that promotes pride and community connection, starting with the light rail station into CCS.

Community Safety

- Increase awareness of Fire and Police Station locations and services.
- Educate and promote responsible pet ownership.
- Educational campaign on reducing crime through participation in the Community Action Team, Neighborhood Association and Block Watch groups.
- Create bike lane along major streets to create a larger barrier between vehicles and pedestrians.
- Create a committee to meet with the police department to discuss concerns and obtain information regarding safety issues affecting our community.

Beautification

- Establish campaign for “Keep our Neighborhoods Clean” that can be monitored by neighborhood associations. Similar to an HOA, but without penalties.
- Inclusion of public art to enhance existing structures such as trash cans, bus stops, light poles and potential light rail stations that reflect the history and stories of the neighborhoods. Include the community in all processes.
- Increase the number of trees and vegetation.

Neighbor to Neighbor

- Promote positive and supportive resident and stakeholder relationships through recognition in the community newsletter or other opportunities to highlight achievements.
- Increase opportunities for residents to meet, network and share opportunities in diverse environments such as formal, informal and festive activities.

LEARNING CONTINUES

A Long-Term Approach

Residents and stakeholders understand that the revitalization of Central City South is not a one-stop destination but an on-going journey. As people move in and out of the neighborhoods there is a commitment to create continual opportunities that engage residents and stakeholders in the process by:

1. Hearing the ideas and concerns of residents and stakeholders
2. Building relationships between neighborhoods and stakeholders
3. Supporting dialogue that moves community revitalization efforts forward
4. Developing local leadership of all ages
5. Expanding the skills and capacity of residents
6. Reflecting upon what we are learning and how it best serves the community and the process.

Engaging Residents

- Build strong grassroots relationships
- Build mutual trust and respect
- Listen and then listen more
- Identify community leaders
- Include all ages and cultures
- Know the facts
- Provide information/education

Engaging Stakeholders

- Build mutual trust and respect
- Participate in collaborative efforts
- One on one QLP orientation
- Formal QLP presentations
- Identify the common goal
- Know their services
- Provide information/education



Community Action Team - CAT
Meeting of the neighborhood leadership - March 2015
“Guiding community transformation together”

2010 & 2017 Contributing Residents

R. Anselmo
J. Arenas
Y. Ayon
C. Bledsoe
J. E. Carson
D. Conner
S. Craig
R. Cruz
B. Carter
M. Cleary
I. Canez
S. Canez
S. Canez
D. Donet
E. Delgado
T. Eliserio
G. Favela
M. Garcia
K. Garduno
L. Hamilton
F. Hernandez
J. Hernandez
W. Hernandez
J. Hernandez
L. Hickman
R. Hunter
D. Jendrick
K. Kimya
K. Pickett
R. Lopez
D. Manella
B. Martin
G. Martinez
J. Mendez
A. Mendez
L. Moreno
A. Murrillo

J. Muhammad
G. Ochoa
M. S. Ontiverrez
M. Ontiverrez
S. Ontiveros
R. Pinkins
L. Plocher
L. Preston
N. Qaasim
Robert/Sherman
V. Roman
A. Romo
M. Rosales
C. Rondan
M. Rondan
R. Ruiz
M. Salazar
J. Salazar
B. Salazar
S. Salazar
G. Salinas
T. Salinas
R. Solano
M. Torres
H. Torres
V. Turner
S. Toles
Z. Turner
D. Washington
L. Williams
S. Wane
C. Widmer
Ziryah

This list was compiled from sign-in sheets and may not include all participants.

Our apologies for misspellings or omissions.

This is a growing list and will be updated periodically.



Central City South
Community Connection Fair 2015
Our Asian community is growing!

2010 & 2017 Contributing Stakeholders

K. Hymes – Athletes for Awareness
M. Albarron – El Quinto Sol
K. Records – Arizona State University
H. King – Angels of Jerusalem
E. Boyd – City of Phoenix / Recreation Department
A. Nagel – Arizona State University/College of Nursing
S. Harlan – Arizona State University/Evolution and Social Change
K. Lee – Arizona Public Service
C. Termini – JPMorgan Chase
F. Taylor – Southwest Prostate Cancer Foundation
R. Ruiz – Our Lady of Fatima Church
Officer M. Ballentine – City of Phoenix Police Department
S. Brittle – Environmental Justice Non-Profit
R. Castro – Valley Christian Center
J. Larios – CASE
S. Murphy – Girl Scouts of America
S. Tarboro – Southwest Fair Housing
J. Newman – City of Phoenix / H.O.P.E. VI Project
C. Malone – City of Phoenix / H.O.P.E. VI Project
M. Martin – Arizona Department of Environmental Quality
T. Fields – City of Phoenix / Neighborhood Services
M. Lamm – City of Phoenix / Recreation Department
B. Russell – City of Phoenix
J. Brown – City of Phoenix
M. Cason – Discover Me Substance Abuse Coaching Program
J. Castro – St. Vincent de Paul
N. Bryant – Center for African American Health AZ
A. Perez – Arizona State University / College of Nursing
M. Garcia – I. G. Homes Boys and Girls Club
L. Enriquez – Friendly House, Inc.
T. Hardy
G. Jaramillo-Habitat CAZ
E. Haarstad-Murphy School District
A. Hoover-South Central Collaborative
C. Herrmann-Phoenix Zoo
W. Gray - West Valley Resident/Observer
S. Valev-Gould Evans
F. Blanco-City of Phoenix Housing Department
L. Dodd-City of Phoenix Neighborhood Services
J. Diaz-Murphy School District
K. Shepherd-Gould Evans
J. Ratliff-Gateway Community College / Central City Campus

FACILITATING AGENCY



Phoenix Revitalization Corporation (PRC) was founded in 1986 by Phoenix Memorial Hospital in response to the historical blight and unhealthy conditions of the Central City South area. PRC achieved non-profit status in 1992 when it merged with Casa de Nueva Esperanza, an already existing non-profit organization involved in housing rehabilitation. Since that time the agency has been involved in numerous community change projects and focuses on community capacity building projects.

PRC is committed to focus on the visions of the community by advocating for community change to meet the dreams and visions of the people.

Core Values:

Dedication, Individual and Collective Wisdom,
Practice Respect, Relationships Matter,
Resident Driven Processes

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Special recognition to PRC contributing staff:
Julian Sodari III - Special Projects / GIS Mapping
Jay Olivas - Director of Communication

2010 Quality of Life Plan Sponsors

Arizona Community Foundation
JPMorgan Chase
LISC Phoenix
St. Luke's Health Initiative / Vitalyst
The Lodestar Foundation
Valley of the Sun United Way
City of Phoenix

2017 Quality of Life Plan "Refreshed" Sponsors



gouldevans

**The Central City South Quality of Life Plan
"Refreshed" is available at:
www.ccsqplp.org**