



NORTH RESULTS SUMMARY

The aim of the Results Summary is to highlight the community's vision for the proposed Lincoln and Buckeye station stop areas using the feedback that has been collected at stakeholder engagement/visioning events and meetings, residential surveys, business assistance outreach and community planning workshops to date. The Summary is organized by outreach method and highlights the most prominent findings organized by the questions asked through various engagement and visioning methods.

Outreach Findings Stats:

- **Residential Survey Findings:** At the time of this report, 607 assessments were completed. 107 of those surveyed reside in the North Quadrant (Lincoln 30, Buckeye 77). The survey includes five questions related to visioning the future of the community. The results are listed by priority per question under the *Residential Survey Findings* section.
- **Business Assessment Findings:** At the time of this report, 109 businesses completed business assessments within the business assistance scope boundary (3rd St and 3rd Ave from Van Buren to South Mountain Ave) were completed. 35 assessed businesses (32%) are located within the North Quadrant (Lincoln and Buckeye). The assessment includes four questions related to visioning the future of the community. The results are listed by priority per question under the *Business Assessments Findings* section.
- **Workshop Findings:** The results for the workshop findings are based on attendance for the two workshop series that occurred in March and May of 2019. Attendance of community members for each workshop date include:
 - March 4, 2019: approximately 90 community members
 - March 9, 2019: approximately 45 community members
 - May 6, 2019: approximately 80 community members
 - May 11, 2019: approximately 45 community members

**Workshop attendance excludes TOD Grant Team members, City of Phoenix / Valley Metro staff and community partners.*

**In cases where combined percentages of responses for a single question exceed a total of 100%, the responses were addressing multiple themes within a single answer. Percentages are calculated using individual responses within a theme out of total respondents for that particular question.*

COMMON THEMES BY PLANNING ELEMENT:

HOUSING

A key planning element focused on the affordability, quality and diversity of residential living options.

The common themes that were mentioned by residents in the area concerning housing included **homeownership, affordability, and housing quality.**

Housing Quotes:

- *“Better houses and companies to support families.”*
- *“Move into a house, rather than an apartment (too small).”*
- *“Helping with shelter and housing for families.”*

GREEN SYSTEMS

A key planning element focused on the design of buildings and infrastructure to improve resource efficiency and environmental protection.

The common themes that were brought up by residents in the area concerning green systems included **parks and landscaping.**

Green Systems Quotes:

- *“Parks, more grocery stores, clothing stores, hospital, GameStop.”*
- *“Good park around here, more things for the kids less video games, activities and programs and entertainment.”*
- *“More hangout spots like parks and such.”*

HEALTH

A key planning element focused on aspects of the built environment that impact public health, including the availability of healthy food, public recreational amenities, and safe places to walk and bicycle.

The common themes that were brought up by residents in the area concerning health included **fresh food, cleanliness and medical services.**

Health Related Quotes:

- *“I would like to see more coffee shops, banks, grocery stores, a mall, parks, museums.”*
- *“Grocery stores. I can Lyft/Uber to all else I need to, but grocery would be nice to have closer. Food Desert.”*
- *“Less trash, more parking lot space.”*
- *“Fry’s Downtown—neighborhood bus/van to use after groceries.”*

LAND USE

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

The common themes that were brought up by residents in the area concerning land use included **development, restaurants and entertainment.**

Land Use Quotes:

- *“More things for kids to do, especially when is really hot outside.”*
- *“More attractions, healthy restaurants.”*
- *“A business park with more retail and better fast food (such as Chick-Fil-A.)”*

MOBILITY

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

The common themes that were brought up by residents in the area concerning **mobility** included **safety, lighting, and transit.**

Mobility Quotes:

- *“Cleaner, plants, grass, nice sidewalks, light poles, stores that look nice.”*
- *“Wants more lanes, worried about traffic, build more homes.”*
- *“Security, Cameras.”*

ECONOMIC DEVELOPMENT

A key planning element focused on the financial prosperity of businesses and residents, including the access to jobs, training and educational opportunities.

The common themes that were brought up by residents in the area concerning economic development included **employment opportunities** and **financial security.**

Economic Development Quotes:

- *“More jobs!”*
- *“More native plants along the way, prospering businesses (with job opportunities for homeless etc.)”*
- *“Only one electricity service, blocked out, no competition (need more), more solar power.”*

RESIDENTIAL SURVEY FINDINGS:

What are your short term/long term goals?

- **52%** of responses (41 people) identified **economic development** as a part of their personal goals.
 - Of the 41 people, **36 people** identified desire for **employment aspirations** as a personal goal of theirs.
 - **8 people** identified attaining **financial security** as a personal goal of theirs.
- **27%** of responses (21 people) identified **housing** as part of their personal goals.
 - Of the 21 people, 17 identified **homeownership** as a personal goal of theirs.
 - Other housing goals included **improving the quality of their current home** and hopes of **staying in their current home/neighborhood (resistance to displacement)**.
- **10%** of responses (8 people) identified **health** as a part of their personal goals.

How do you want Central Avenue to look when the light rail is done?

- **38%** of responses (26 people) identified **health** related improvements as a need in the future state of Central Avenue.
 - 13 people want to see improvements in **cleanliness**
 - 6 people want **fresh food** options
 - 4 people want more shade to help with **heat impact**
- **35%** of responses (24 individuals) identified **land use** related improvements as a need in the future state of Central Avenue.
 - **12 people** want to see more **restaurants**
 - **8 people** want to see more **entertainment** uses
 - **8 people** want to see more **retail stores**
- **22%** of responses (15 people) identified **mobility** related improvements as a need in the future state of Central Avenue.
 - 6 people want more **lighting** on Central Avenue
- **16%** of responses (11 people) mentioned the desire to see improvements in **landscaping** and incorporating more **open green space** in the community.
- **12%** of responses (8 people) identified the desire of having **businesses** on Central, in terms of new businesses as well as maintaining existing businesses.

What is missing in your community that will improve the quality of life for you and your family?

- **41%** of responses (38 people) identified **land use** related needs in the community to improve their quality of life.
 - 18 people want to see more **development**, primarily for entertainment uses.
 - 7 people want to see **building improvements** in the existing buildings in the community.
- **35%** of responses (33 people) identified **health** related needs in the community to improve their quality of life.
 - 15 individuals want **fresh food** options in the community.
 - 11 individuals said **cleanliness** in the community would improve their quality of life.

- **33%** of responses (31 people) identified **mobility** related improvements as a to improve their quality of life.
 - 13 individuals identified **safety** as a main priority.
 - 7 individuals want **more lighting**
- **13%** of responses (12 people) identified **green systems** related needs in the community to improve their quality of life.
 - People identified the desire for **additional/improved parks, open green space** and **landscaping** for the community.

What type of businesses and stores would you like to see more of or that you think are missing in South Central?

- **78%** of responses (79 people) said they want to see **development** in their community
 - 33 people want to see more **commercial/retail stores**
 - 23 people want to see more **restaurants/food service**
 - 10 people want to see more **entertainment uses**
- **35%** of responses (28 people) said they want to see **health** related businesses/stores open in their community
 - 27 people identified the need of **fresh food** options
 - 4 people identified the need of more pharmacies/medical facilities

Other businesses and stores identified as missing in the corridor include:

Top Ten Businesses/Stores Identified	
Business/Store Types	Frequency
Supermarket (Walmart/Fry's/Target/Food City)	52
Clothing/Footwear	41
Grocery Store (fresh food options)	36
Restaurant	18
Medical/Pharmacy	7
Fast Food	7
Wholesaler (Costco/Sam's Club)	5
Movie Theatre	5
Coffee Shop	4
Bank	4

What types of recreational opportunities would you like to see more of or that you think is missing in South Central?

- **68%** of responses (42 people) were related to **land use**, in terms of new development to provide quality recreational opportunities for their community.
 - 32 people want to see more **entertainment**-based uses.
- **48%** of responses (30 people) identified **parks/sports fields** as missing recreational opportunities from their community.

Other community identified recreational opportunities include:

Top Ten Recreational Opportunities Identified	
Recreational Opportunity	Frequency
Parks/Open Green Space	53
Water Activities (splash pads, community pools, waterparks.)	29
Kids/Youth Related Programs	16
Sports Fields/Courts	19
Movie Theater	9
Gym/Exercise	9
Community/Cultural Centers	7
Bowling Alleys	5
Library	3
Museums	3

BUSINESS ASSESSMENT FINDINGS:

What major business challenges are anticipated with light rail construction?

- **80%** of responses (28 businesses) identified **mobility** as a major business challenge in the context of light rail construction.
 - 18 businesses noted **accessibility** concerns as a major business challenge
 - 9 businesses noted **traffic** concerns as a major business challenge

What is your vision in entirety for the community along the new extension of light rail?

- **29%** of responses (10 businesses) identified **mobility** as a primary theme for the vision for the community along the new extension of light rail.
 - 5 businesses identified improved **accessibility** as visions for the community along the new extension of light rail.

What is your vision for the area between the two nearest light rail stations, including your business?

- **43%** of responses (15 businesses) noted **mobility** concerns, particularly improved seating, accessibility, and traffic in their vision for the area.

What is your vision for your business with the new extension of light rail?

- **43%** of responses (15 businesses) identified **mobility** as a major business challenge in the context of light rail construction.
 - 8 businesses were concerned with receiving business assistance.

WORKSHOP FINDINGS:

What enhancements or amenities are needed in existing parks in your community?

A total of **60 votes** were collected. The top priorities for each park include:

- **Grant Park (24 total votes)**

1. Shade Trees (7 votes)
2. Lighting (4 votes)
3. Seating (3 votes)
4. Restrooms (3 votes)

- **Central Park (18 total votes)**

1. Shade Trees (5 votes)
2. Vegetation (3 votes)
3. Lighting (3 votes)
4. Natural Area (3 votes)

- **Harmon Park (10 total votes)**

1. Shade Trees (3 votes)

- **Matthew Henson Park (8 total votes)**

**The dot polling results from the March 9th workshop were used to calculate the top priorities for each park near the station areas of Lincoln and Buckeye.*

Identify where within the corridor the different types of jobs are appropriate.

Jobs are ranked by highest priority:

- **24%** (10) Retail
- **24%** (10) Restaurants
- **17%** (7) Health Care
- **10%** (4) Education
- **10%** (4) Public Services (Advocacy, Religion, Government, Law Enforcement, Fire)
- **5%** (2) Service (Banking, Legal, Insurance, Sales, Hospitality)
- **5%** (2) Professional (Administrative, Technology, Design / Engineering Services)
- **2%** (1) Trades (Manufacturing, Construction, Automotive, Warehousing)
- **2%** (1) Other

**The dot polling results from the March 9th workshop was used to calculate the types of jobs community members find appropriate near the station areas of Lincoln and Buckeye.*

Which services/uses would you like to see and where?

Services/uses are ranked by highest priority:

- | | |
|---|---|
| 1. 22% Restaurant | 11. 4% Sports Complex/Fields |
| 2. 20% Detached Single Family | 12. 4% Exercise Parks/Trails |
| 3. 13% Multi-Unit Apartments (3 Stories) | 13. 4% Social Services |
| 4. 11% Corner/Convenience Store | 14. 4% Entertainment |
| 5. 11% Live/Work (Retail with Housing Above) | 15. 2% Manufactured Housing |
| 6. 11% Mixed Use | 16. 2% Recreation/Learning Centers |
| 7. 9% Grocery Store | 17. 2% Children's Parks |
| 8. 9% Multi-Unit Single Story Apartments | 18. 2% Community Pools |
| 9. 7% Townhouse | 19. 2% Natural Areas |
| 10. 4% Midrise Apartment (4-6 Stories) | 20. 2% Community Center |

**The table exercise results from the March 9th workshop was used to calculate the services/uses community members would like to see near the station areas of Lincoln and Buckeye.*

What investments would you like to see in the corridor?

Investments are ranked by highest priority:

1. Walkable Urban Low Rise (H)
2. Land Bank/Trust (LU)
3. Walkable Urban Neighborhood (LU)
4. Natural Shading + Cooling (GS)
5. Housing Revitalization (H)
6. Active Park (HE)
7. Walkable Urban Center (LU)
8. Full Service Grocery Store (HE)
9. Main Street Corridor (LU)
10. Business Incubator (ED)
11. Enhanced Bus Stop (M)
12. Public Art (ED)
13. Green Streets (GS?)
14. Urgent Care Facilities (HE)
15. Urban Campus (LU)
16. Mixed Income Housing (H)
17. Business Cluster (ED)
18. Parking Reductions (LU)
19. Workforce and Education (ED)
20. Safe Intersection (HE)
21. Engineered Shade + Cooling (GS)
22. Paseo (M)
23. Urban Industrial Zone (LU)
24. Eco-District (ED)
25. Multi Modal Street (M)
26. Prefabricated Housing (H)
27. Locally Owned Business Program (ED)
28. Community Learning Center (ED)
29. Corridor Brand (ED)
30. Co/Multigenerational Housing (H)
31. District Marketing Program (ED)
32. Walkable Urban Mid-rise (H)
33. Green Parking (GS)
34. Wayfinding Signage (M)

LU: Land Use | HE: Health | H: Housing | ED: Economic Development | M: Mobility | GS: Green Systems

**The table exercise results from the May 6th and May 11th workshops were used to calculate priority investments community members want to see near the station areas of Lincoln and Buckeye.*

DRAFT VISION STATEMENTS:

Corridor Wide

As a community of diverse cultural heritage, the plan of the South Central corridor frames a future representative of its people to celebrate and build a compact and economically viable community for next generations to thrive.

Recognizing that this corridor has geographic diverse character, the plan for the future should build upon the existing use, character, nature and people uniquely occupying the north section, the Rio Salado, and the southern section.

North Area

Building on the existing condition of the North Corridor, the vision is to:

- Plan convenient access to food, retail and services
- Enhance existing parks and open spaces
- Enhance quality of life with entertainment focus
- Build on historical elements and stories
- Provide safe comfortable walkable scale
- Reduce further displacement
- Integrate business and residential communities
- Increase Density with diverse housing options