

South Central TOD Steering Committee



Work Session

October 5, 2019

Today's Itinerary



- Welcome + Announcements
- Steering Committee Role + Work Program
- Steering Committee Activities
- Public Comment





Kind reminders:

- Be mindful of the interpreter.
- When discussing issues raise your hand and wait to be called by the Chair.
- Pace your statements, fast talk is very difficult to follow and repeat simultaneously.

City of Phoenix

South Central Website:

<https://www.phoenix.gov/pdd/tod/south-central>

<https://www.phoenix.gov/pdd/tod/south-central-spanish>



SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) STEERING COMMITTEE

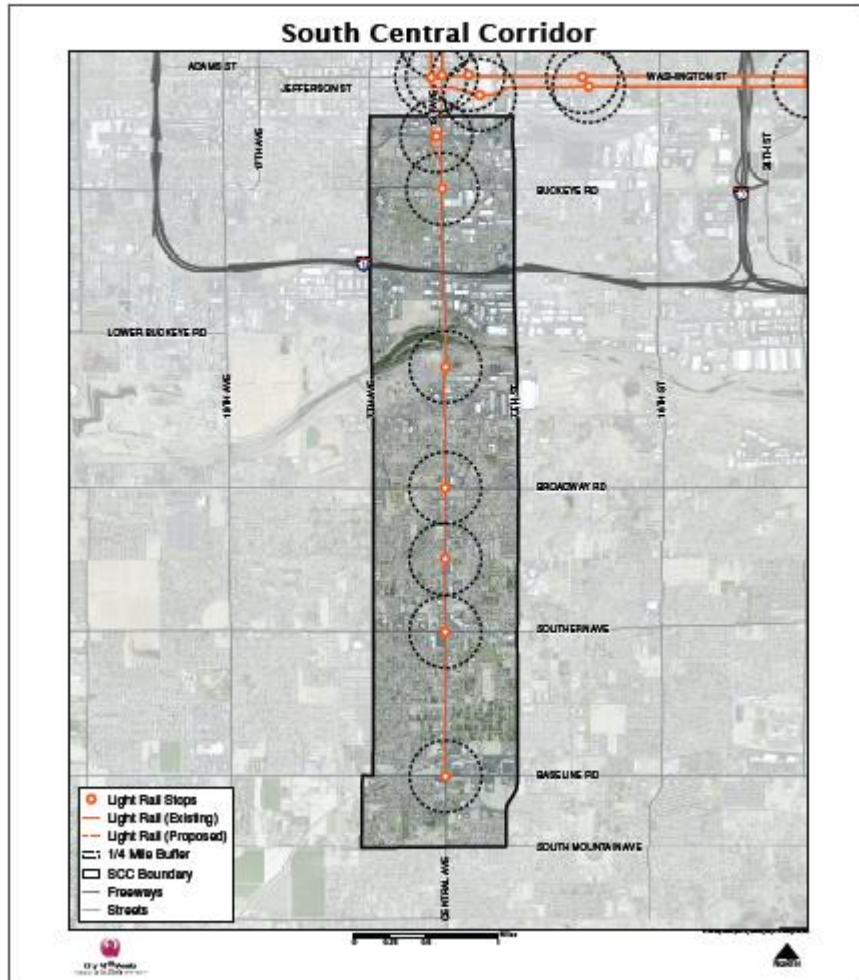


(eTOD)

1 What area are we talking about? ¿De qué área estamos hablando?

The “Planning” project boundary is from 7th Avenue to 7th Street (West and East), and the Railroad tracks just south of Jefferson Street to South Mountain Avenue (North and South)

El límite del proyecto de “planificación”. Los límites del área son de 7 avenida a calle 7 (de este a oeste), y las vías del ferrocarril al sur de la calle Jefferson a la avenida South Mountain (de norte a sur)





SOUTH CENTRAL CORRIDOR EQUITABLE TRANSIT ORIENTED DEVELOPMENT (eTOD)



2 What are we here to do?

- The Steering Committee will **develop a TOD policy plan** specific to the South Central corridor.
- The Plan will serve to **attract, guide, and prioritize strategic investments to realize a shared community vision** for the future of the corridor.
- Steering Committee members **guide in developing a community vision and implementation strategies**.
- Steering Committee members also **advocate for and play a direct role in implementing the plan**.

¿Qué estamos aquí para hacer?

- El Comité Directivo desarrollará un plan de políticas específico para el corredor del TOD Sur Central.
- El Plan servirá para atraer, guiar y priorizar inversiones estratégicas para lograr una visión comunitaria compartida para el futuro de la area
- Los miembros del Comité Directivo guían el desarrollamiento de una visión comunitaria y estrategias de implementación.
- Los miembros del Comité Directivo también abogan por y desempeñan un rol directo en implementación del plan.

** Committee's tasks DO NOT involve discussions or decision making regarding the design and construction of the light rail extension.*

** Las tareas del comité NO involucran discusiones o toma de decisiones con respecto al diseño y construcción de la extensión del tren ligero.*



SOUTH CENTRAL CORRIDOR EQUITABLE TRANSIT ORIENTED DEVELOPMENT (eTOD)



3

Where are we at in the process? ¿Dónde estamos en el proceso?



We have dedicated the Summer months to discuss the “Where we want to be” and the fall/winter months to discuss “How we get there”

Hemos dedicado los meses de verano para discutir "Donde queremos estar" y los meses de otoño/invierno para discutir "Como llegamos allí"

Work Program

Oct 5 – Today*

- Feedback on Vision Themes
- Feedback on Priority Development Areas
- Initial View/feedback of Illustrative Master Plan

Oct. 17*

- More Feedback on Illustrative Master Plan
- Feedback on Development Concepts
- Feedback on Investments and typologies
- Introduce Goals and Measurable Outcomes

*Both October meetings provide guidance for where to draw more refined illustrations and design concepts (illustrative master plan, development concepts, investments and typologies).

Nov. 4 +5

Public unveiling of Illustrative Master Plan



COME SEE THE COMMUNITY'S VISION FOR THE

FUTURE



OF THE SOUTH CENTRAL CORRIDOR

You shared your vision of the South Central corridor through recent meetings, workshops and surveys. Join us for a presentation as the TOD grant team unveils drawings and conceptual designs representing your collective vision for a more connected, healthier and vibrant South Central.

PRESENTATIONS:

SEE ILLUSTRATIONS FOR THE FUTURE

MONDAY, NOVEMBER 4TH 5:30PM-8:00PM

SOUTH MOUNTAIN COMMUNITY CENTER

212 E. Alta Vista Rd., Phoenix, AZ 85042

TUESDAY, NOVEMBER 5TH 5:30PM-8:00PM

ACADEMIA DEL PUEBLO

201 E. Durango St., Phoenix, AZ 85004

RSVP

TODINFOLINE@TODPHX.ORG / 602-650-7616 / [f @TODPHX](https://www.facebook.com/TODPHX) / TODPHX.ORG

Interpretation services will be provided. Shuttles, transit passes, and ride share are available upon request so that everyone can participate, please call or email.



Opportunities for continued refinement

Nov. 21 – Jan. 2020

Prioritize sites and investments (more refined drawings will allow committee to prioritize more details)

Goals and Measurable Outcomes

Feb. 2020 - ?

Implementation Plan (we can't prioritize implementation strategies until we know "where and what we want to be" (our vision for the future))



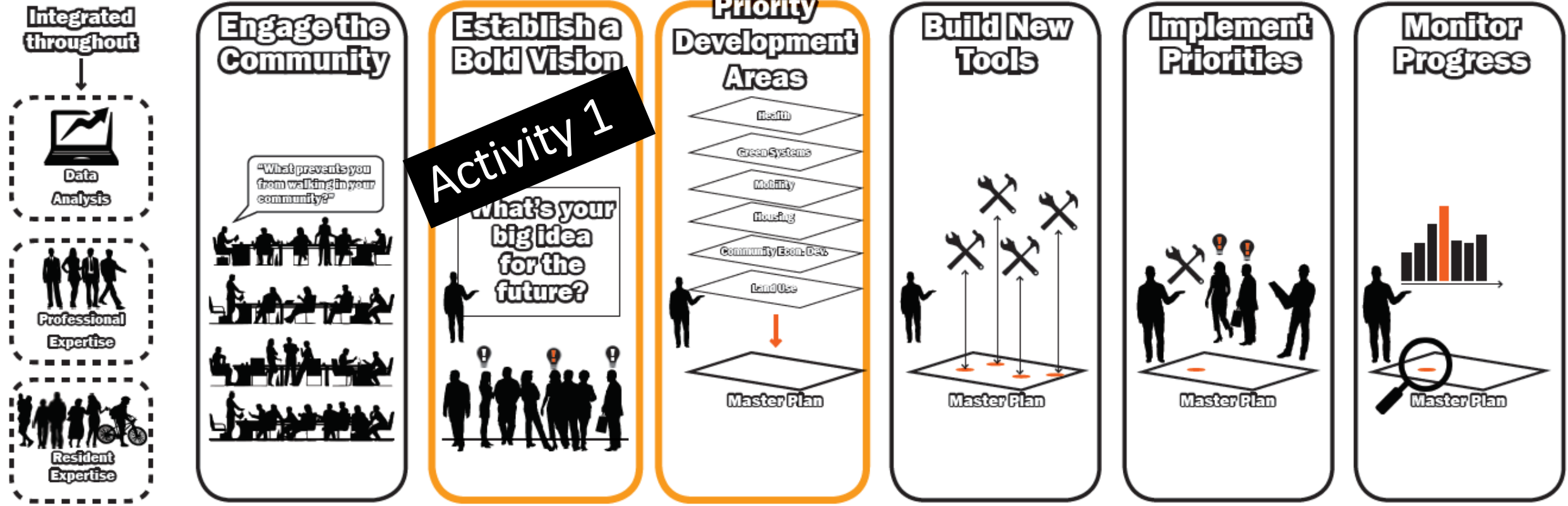
2020 and Beyond...

With a new policy document in place, stakeholders and decision makers will have guidance for future development within the corridor.



Goals and Measurable outcomes will provide accountability, and serve to track shared prosperity.

Overall Process



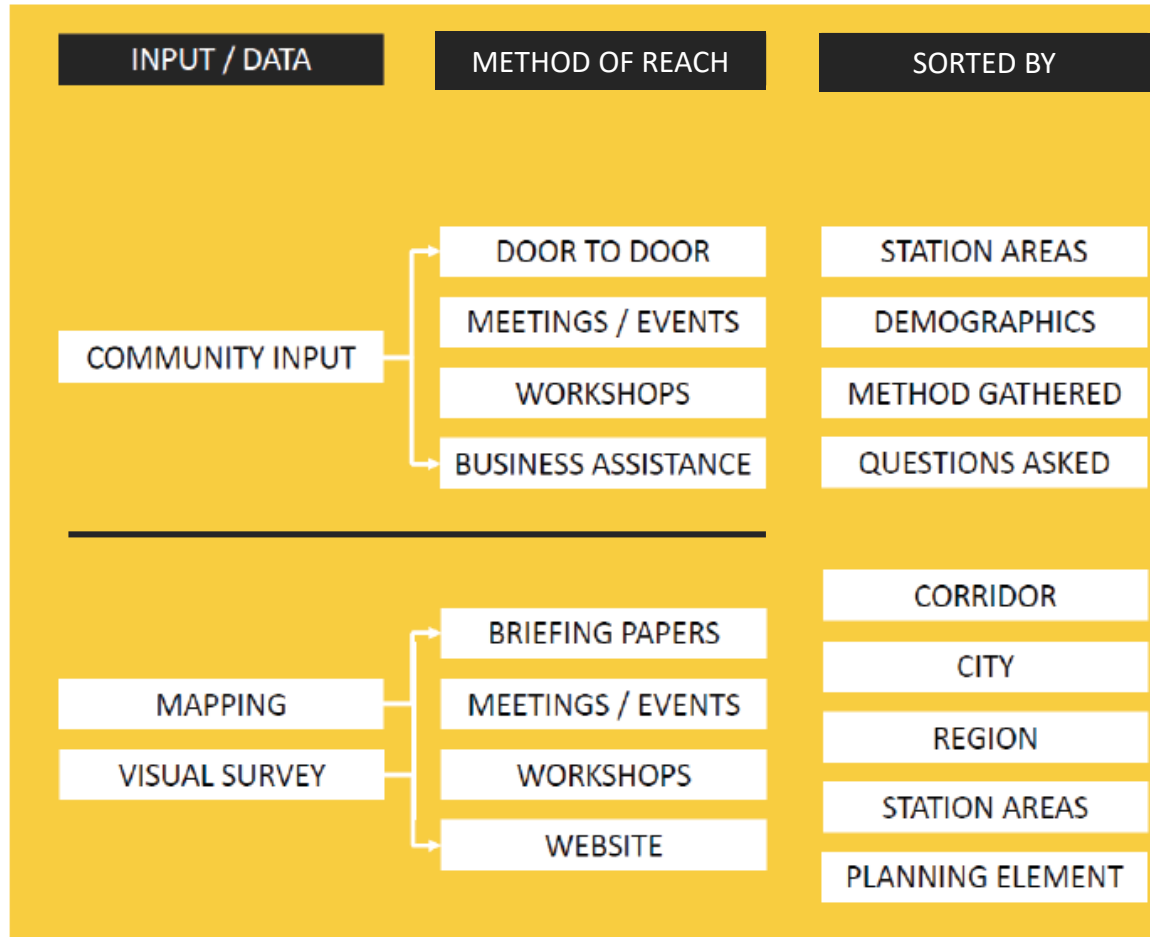
WHO WE ARE
CURRENT STATE ASSESSMENT

WHAT WE WANT TO BE
VISION FOR THE FUTURE

HOW WE GET THERE
IMPLEMENTATION PLAN

HOW ARE WE PROCESSING INPUT?

Establish a Bold Vision Process



**WHAT WE WANT TO BE
VISION FOR THE FUTURE**

COMMUNITY INPUT

DOOR TO DOOR

MEETINGS / EVENTS

WORKSHOPS

BUSINESS ASSISTANCE



SUMMARY OF THEMES: EXAMPLE



QUESTION ASKED

HOW DO YOU WANT CENTRAL AVENUE TO LOOK WHEN THE LIGHT RAIL IS DONE?

DIRECT RESPONSES

“More lights, speed limit signs, community center and doctors nearby.”

“More lighting and parks”

“Sidewalks not dirt, streetlights”

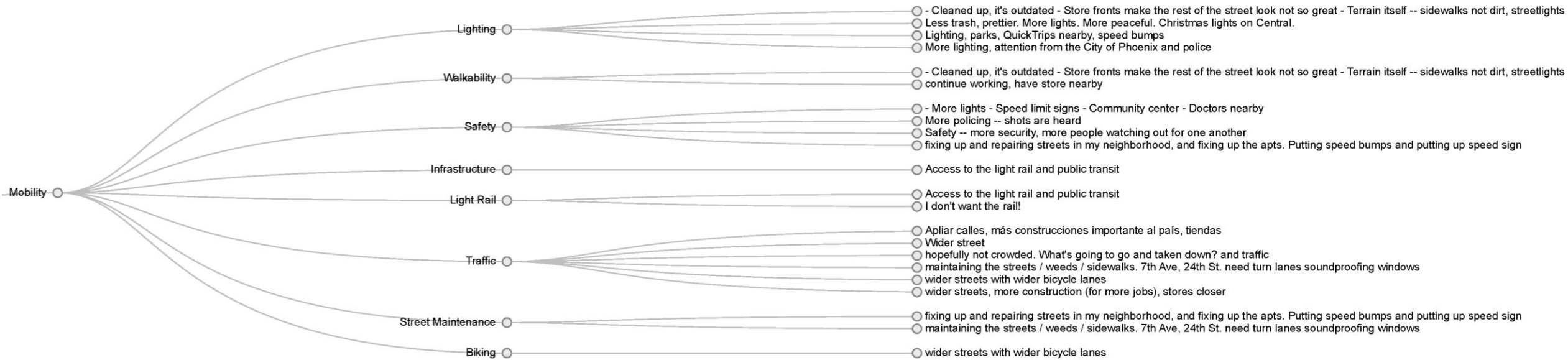
“Wider streets with wider bicycle lanes”

“Safety, more security, more people watching out for one another.”

SUMMARY OF THEMES: EXAMPLE

QUESTION ASKED

HOW DO YOU WANT CENTRAL AVENUE TO LOOK WHEN THE LIGHT RAIL IS DONE?

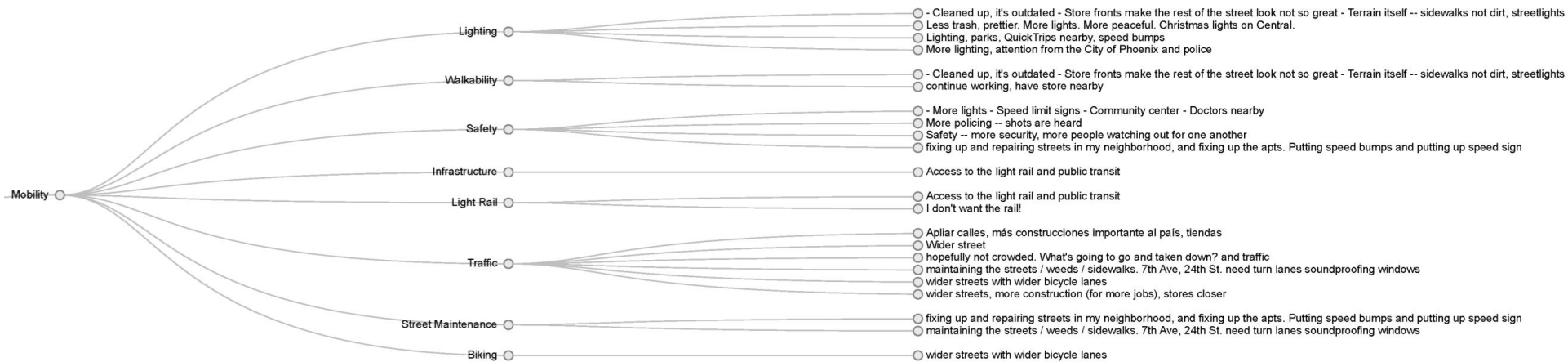


SUMMARY OF THEMES: EXAMPLE

DRAFT

RIO SALADO VISION

- Build on the existing natural resource and extend its impact for all
- Connect through green pathways deeper into neighborhoods
- Create gathering places
- Create a plan and resources for vacant lots along the Rio
- Provide safe comfortable walkable scale
- Increase density with diverse housing options
- Connect jobs from local businesses to community members of the corridor



Briefing Papers



AFFORDABILITY

Let's reduce the cost of living.

63%



63% of corridor households rent and they use 3/4 of their income to pay for rent and transportation. **Access to financing could help residents have power in creating the future community they want.**



Public transit could save users up to \$7,000 per year. **Learn how this savings could make a positive impact for you and your family.**



LOCAL DEVELOPMENT

Let's keep dollars in the community.

92%



92% of corridor workers hold jobs outside of the corridor. **A community plan should identify places in the Corridor for attracting the employers you would like to work for.**

20%



20% of commercial properties in the Corridor are vacant. **Tell us what should be in these buildings to keep local dollars in the South Central Corridor.**



WALKABILITY

Let's create healthy, friendly places to walk.



Cities are 1.8—5.4 degrees hotter than surrounding areas because of the amount of paved surfaces and lack of trees. **Where would you like to see trees and green areas in the South Central Corridor?**

TOP 10

The region continues to be in the top 10 nationally for total number of annual pedestrian deaths. **Improving the condition of sidewalks and pedestrian safety infrastructure will create a healthier, safer and family friendly community.**

Overall Corridor Themes...

COMMON THEMES

STRONG NEIGHBORHOODS

MIXED USE DESTINATIONS

INCREASED MOBILITY

GREEN SYSTEMS

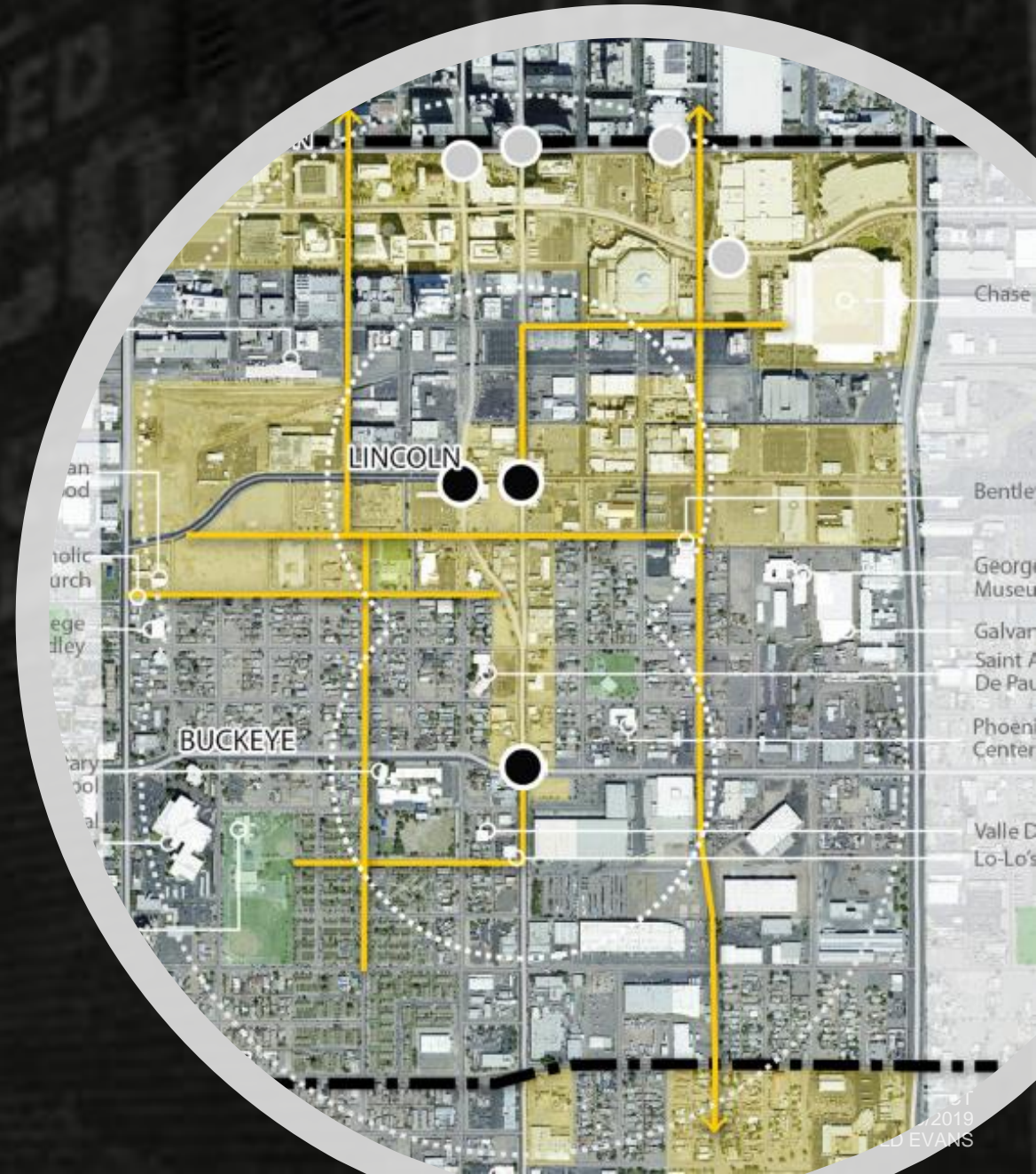


Come from...

NORTH VISION

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

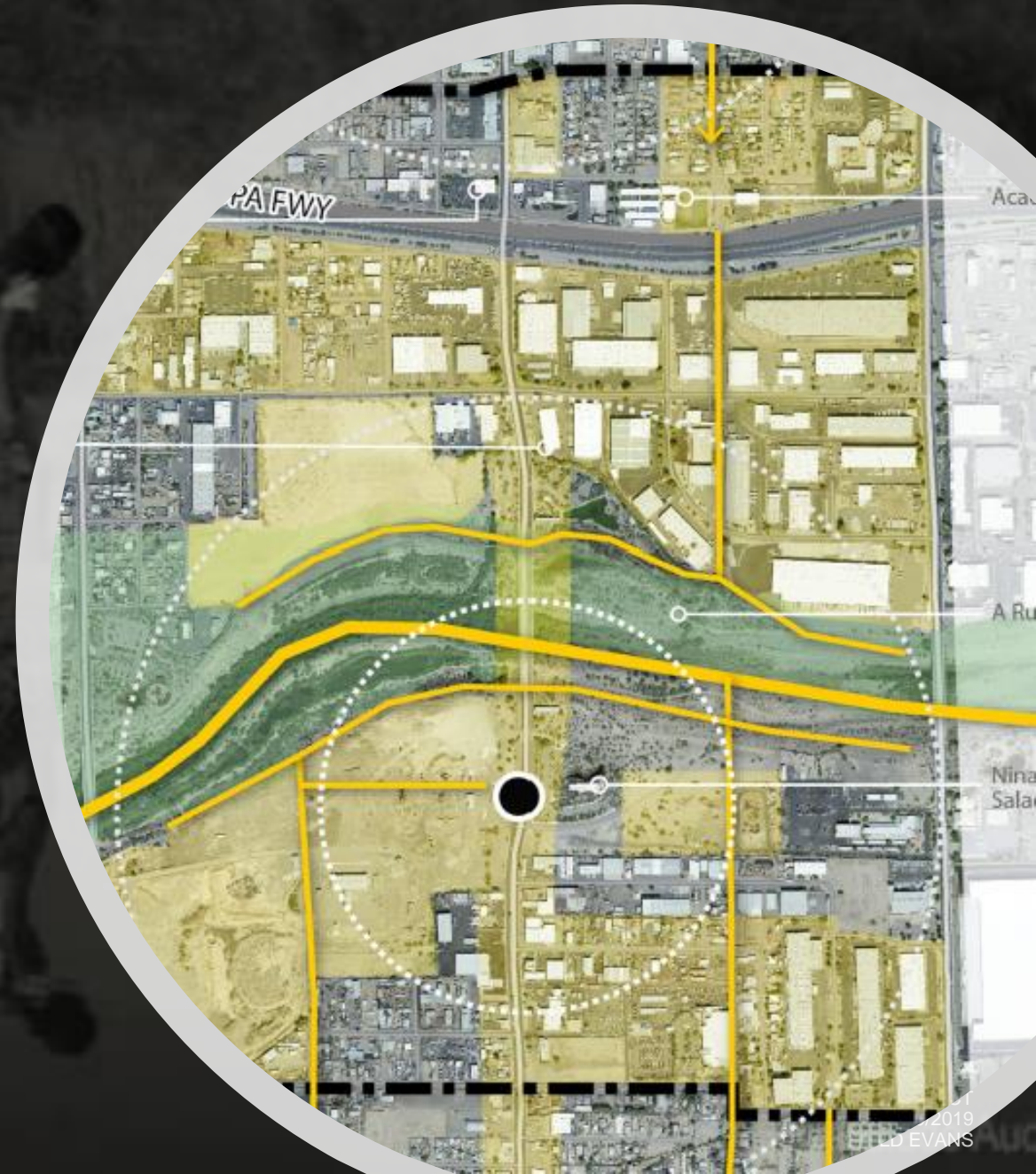
- Plan convenient access to food, retail and services
- Enhance existing parks and open spaces
- Enhance quality of life with entertainment focus
- Build on historical elements and stories
- Provide safe comfortable walkable scale
- Reduce further displacement
- Integrate business and residential communities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



RIO VISION

Building on the existing condition of the Rio Salado area, the vision is to:

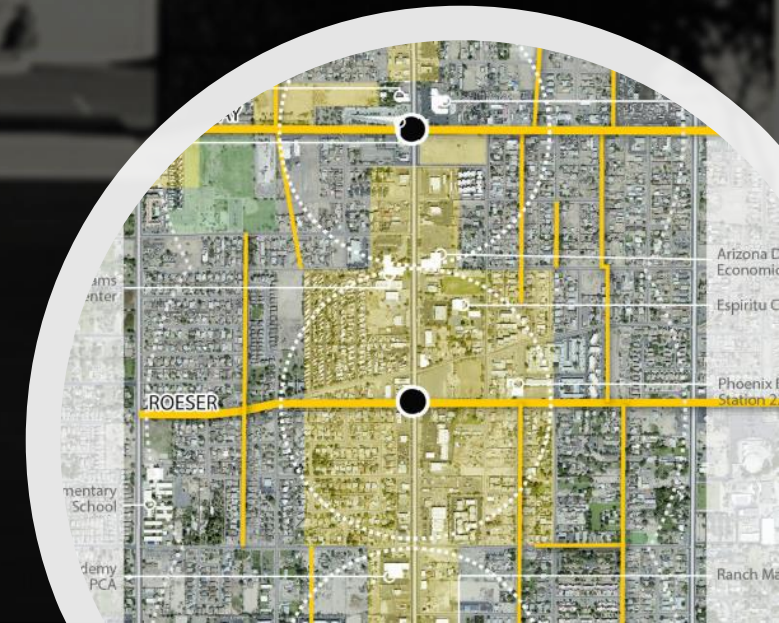
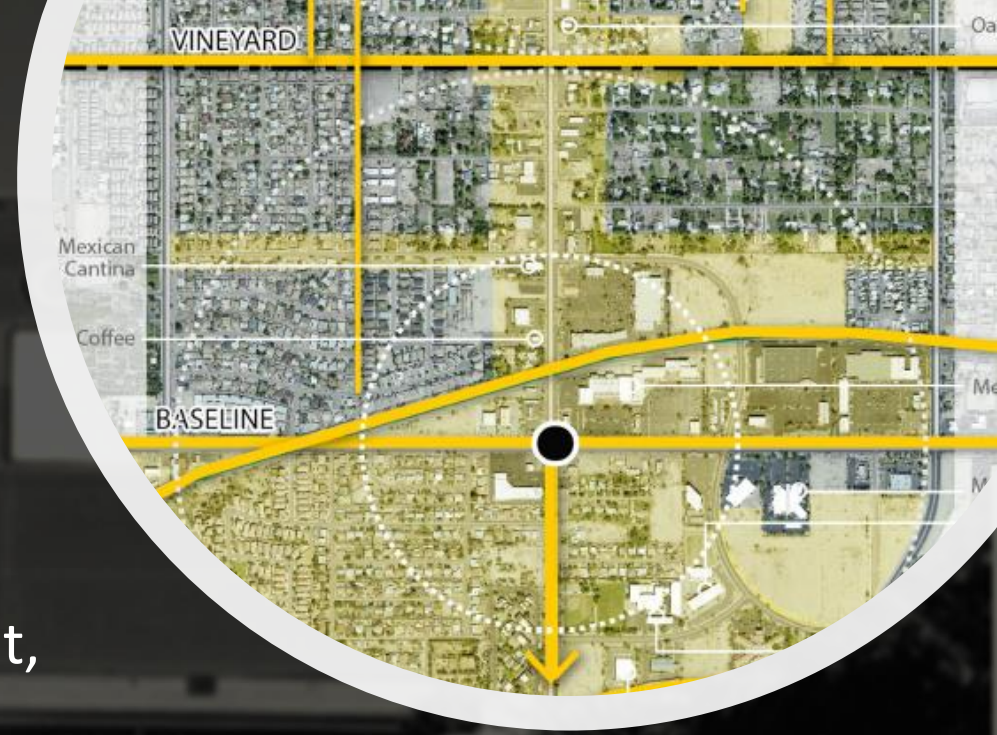
- Build on the existing natural resource and extend its impact for all
- Connect through green pathways deeper into neighborhoods
- Create gathering places
- Create a plan and resources for vacant lots along the Rio
- Provide safe comfortable walkable scale
- Increase density with diverse housing options
- Connect jobs from local businesses to community members of the corridor



SOUTH VISION

Building on the existing condition of the South Phoenix area, the vision is to:

- Protect existing neighborhoods and reduce displacement, including trailer parks
- Provide safe comfortable walkable scale
- Build local convenience into daily life with access to education, retail, jobs, health care
- Provide a variety of affordable housing options – including ADU and multi-gen
- Increase density at key transit station areas
- Increase entertainment and gathering locations
- Increase quality of food and service options





Group Exercise

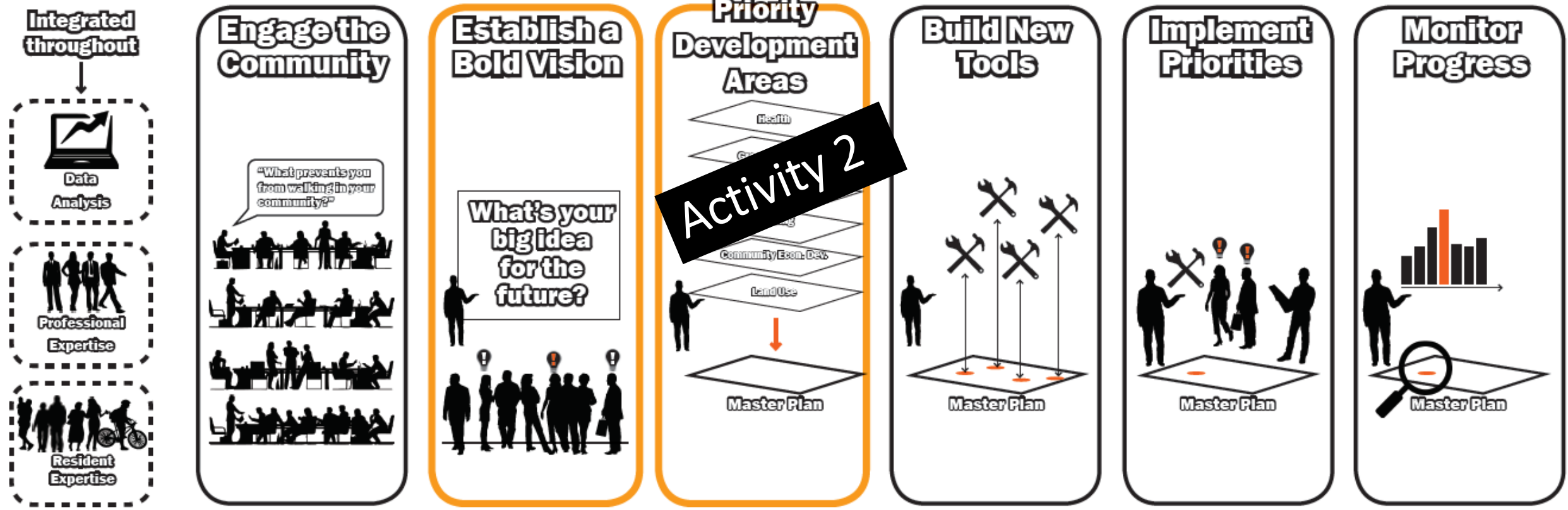
- *2 Groups - Pick group representative*
- *30 minutes (10 minutes per area)*
- *Group reps will present results*
- *Discussion afterwards*



Committee Discussion



Overall Process



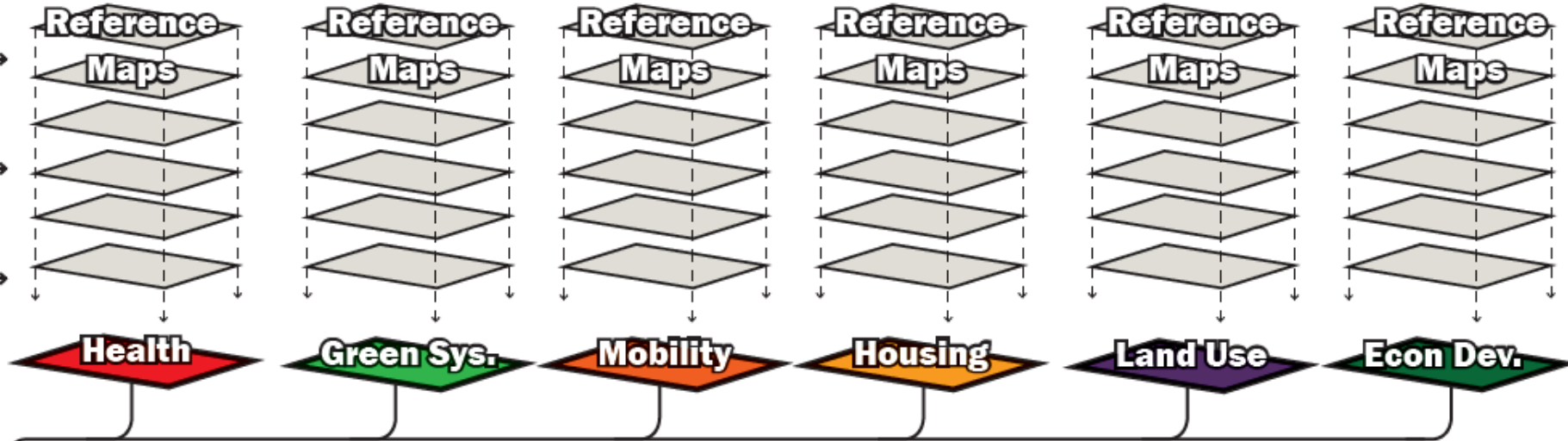
WHO WE ARE
CURRENT STATE ASSESSMENT

WHAT WE WANT TO BE
VISION FOR THE FUTURE

HOW WE GET THERE
IMPLEMENTATION PLAN

Prioritize Development Areas Process

Integrated throughout



- Corridor Master Plan
- Development Concepts
- Investments + Typologies

Corridor Priority Areas

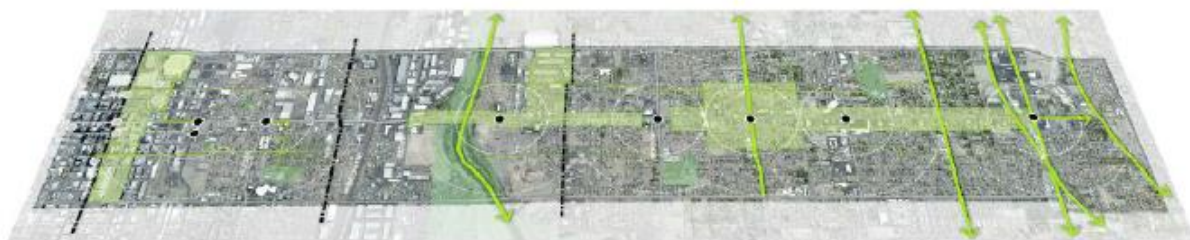
WHAT WE WANT TO BE
VISION FOR THE FUTURE

Public Input Layers

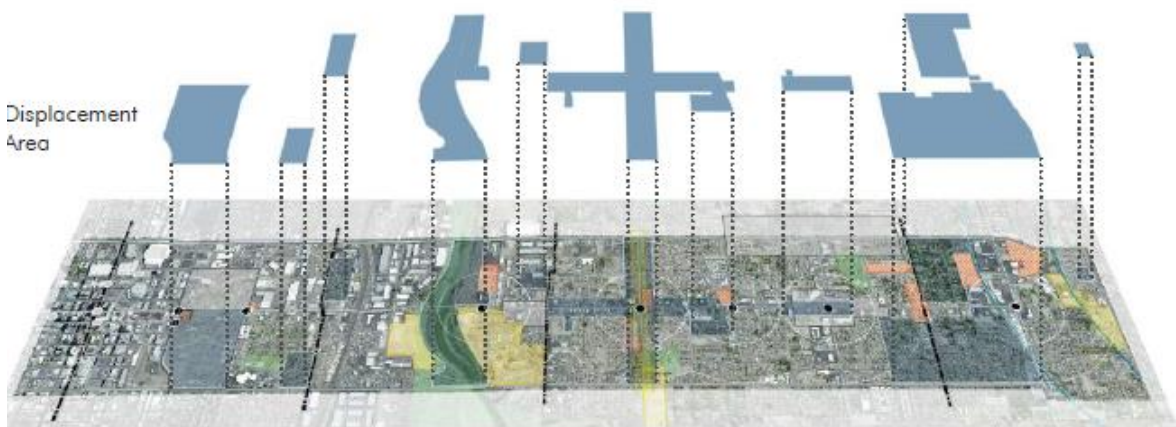
Land Use, Housing, Economic Development



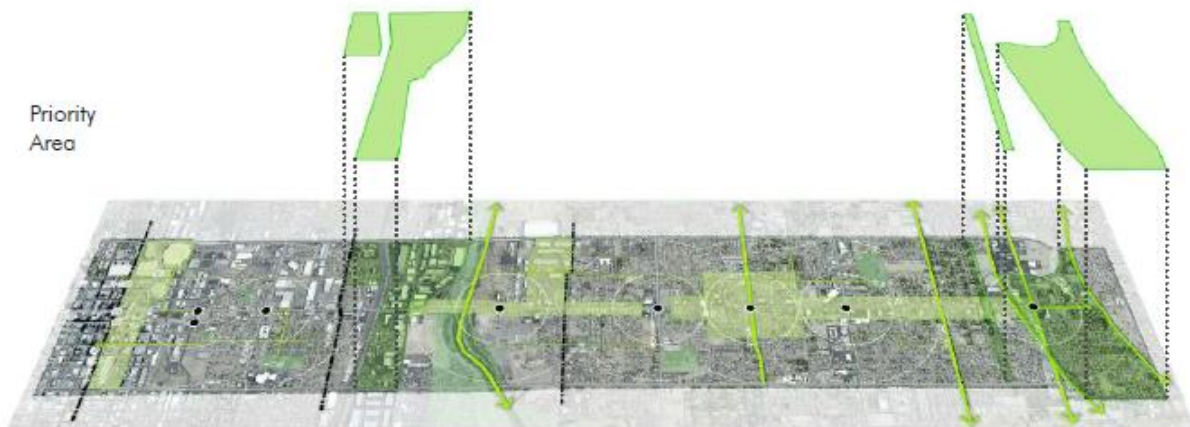
Health, Green System, Mobility



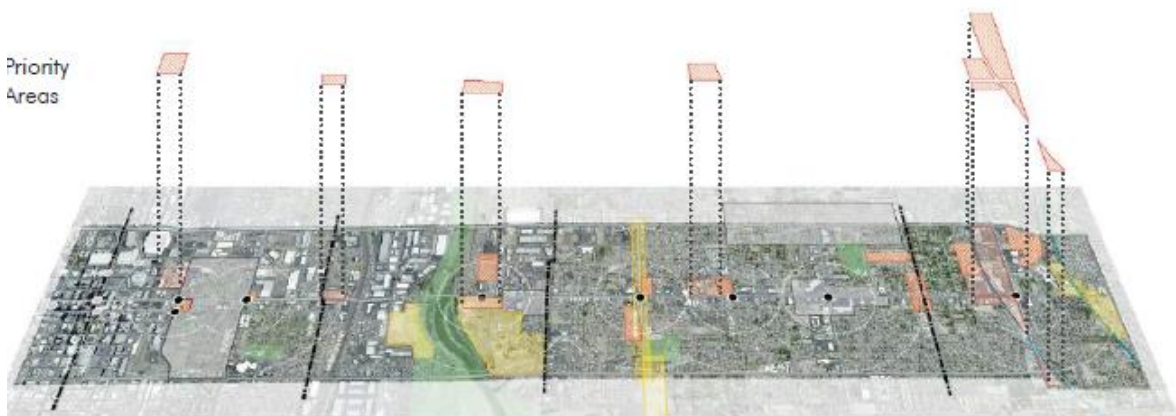
Displacement Area



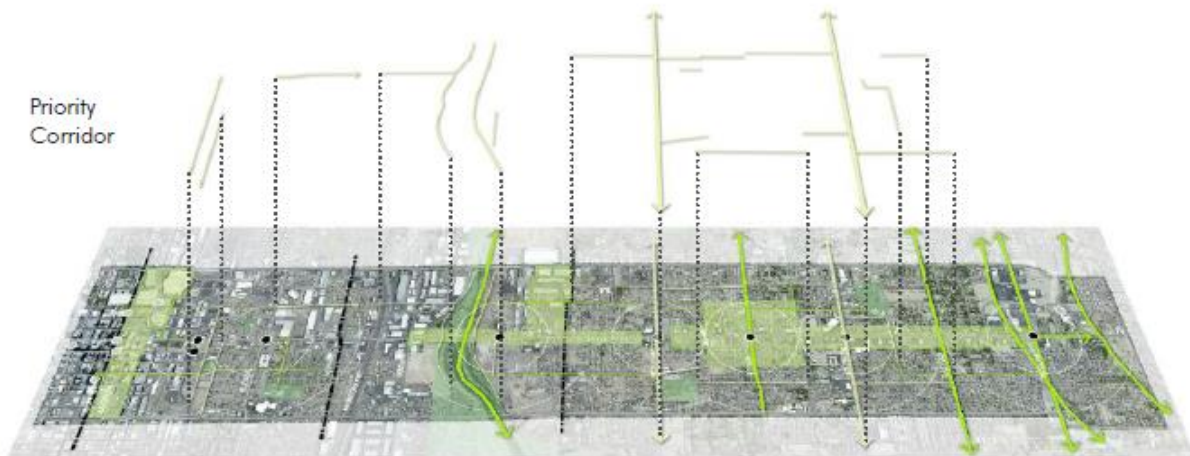
Priority Area



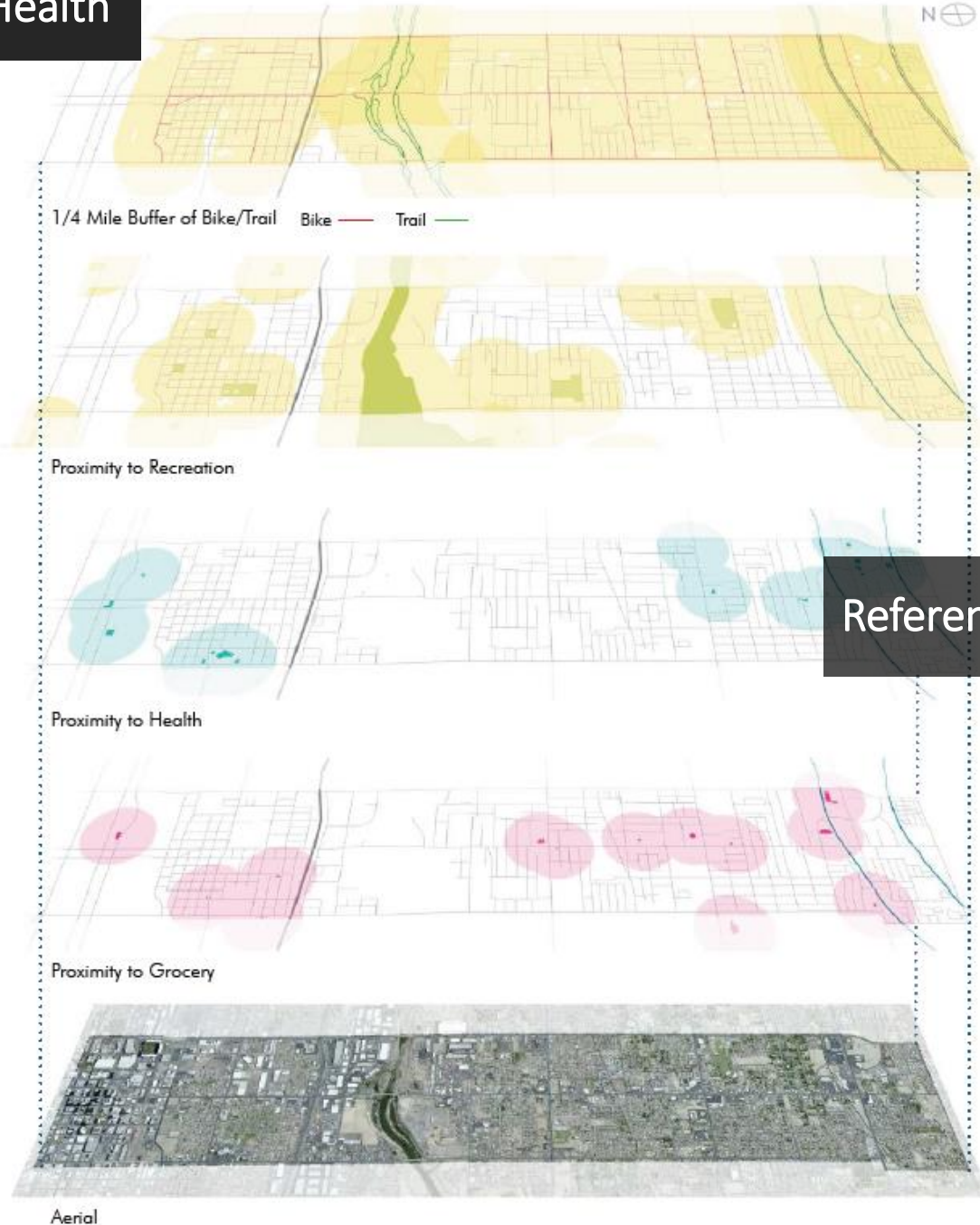
Priority Areas



Priority Corridor



Health



Green Systems



Reference Maps

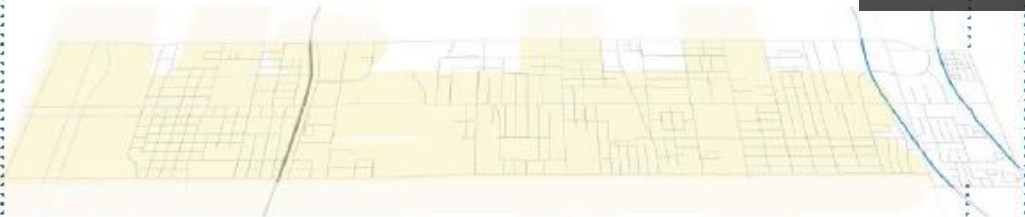
Mobility



Proximity to Recreation



1/4 Mile Buffer of Bike/Trail



Proximity to Arterial

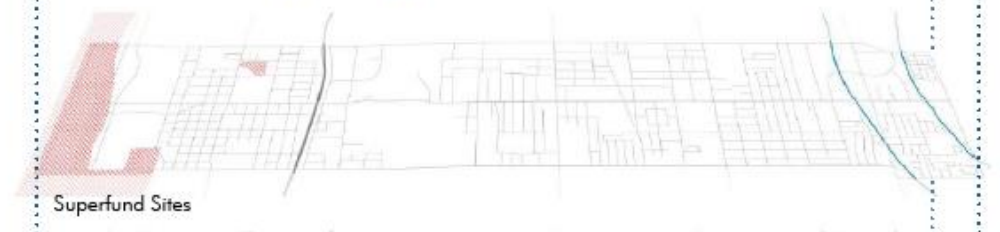


Aerial

Land Use



Industrial Areas



Superfund Sites

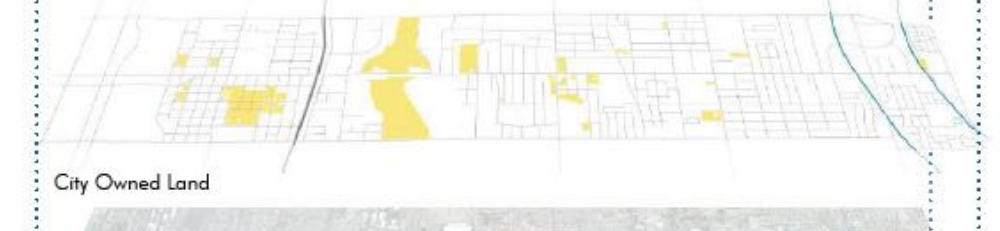


Historic Properties

Reference Maps



Vacant Lot



City Owned Land



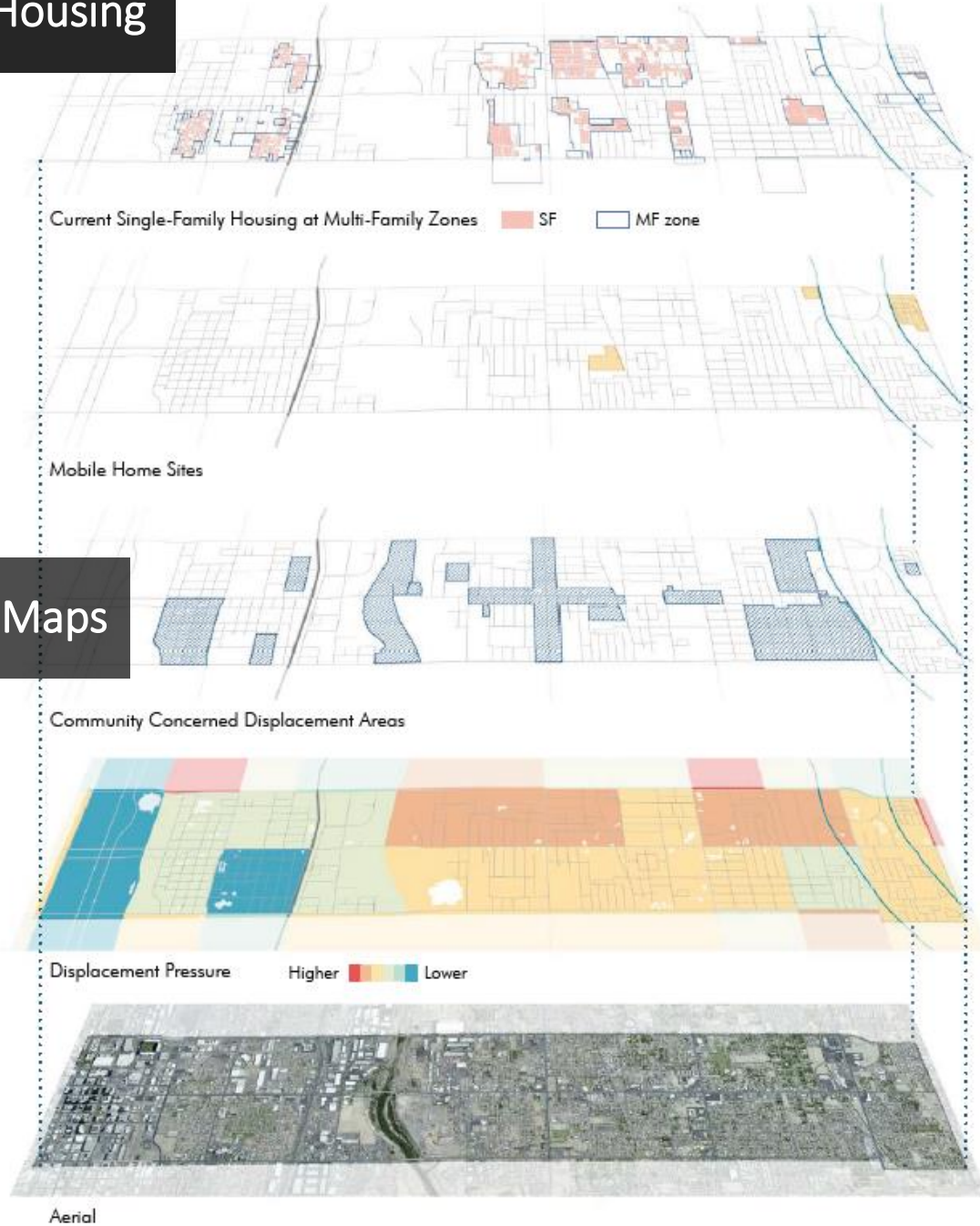
Aerial

Economic Development

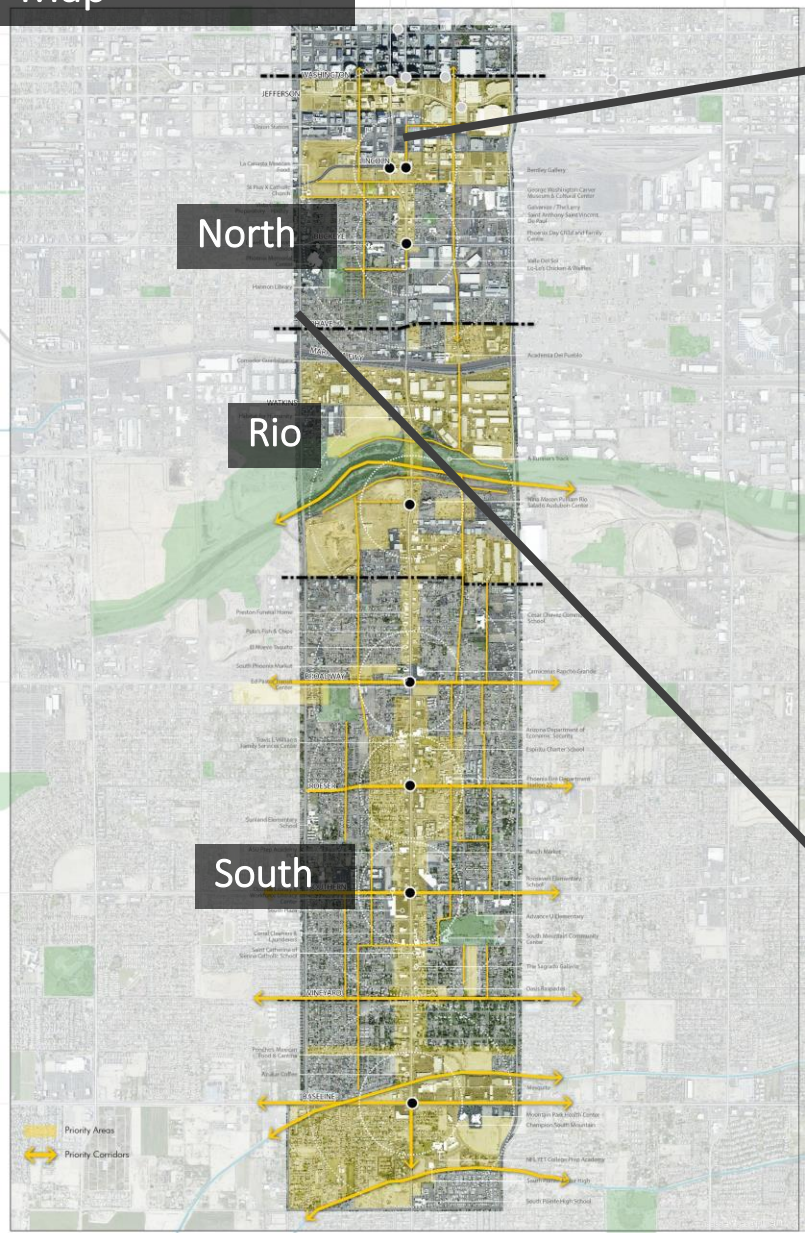
Housing



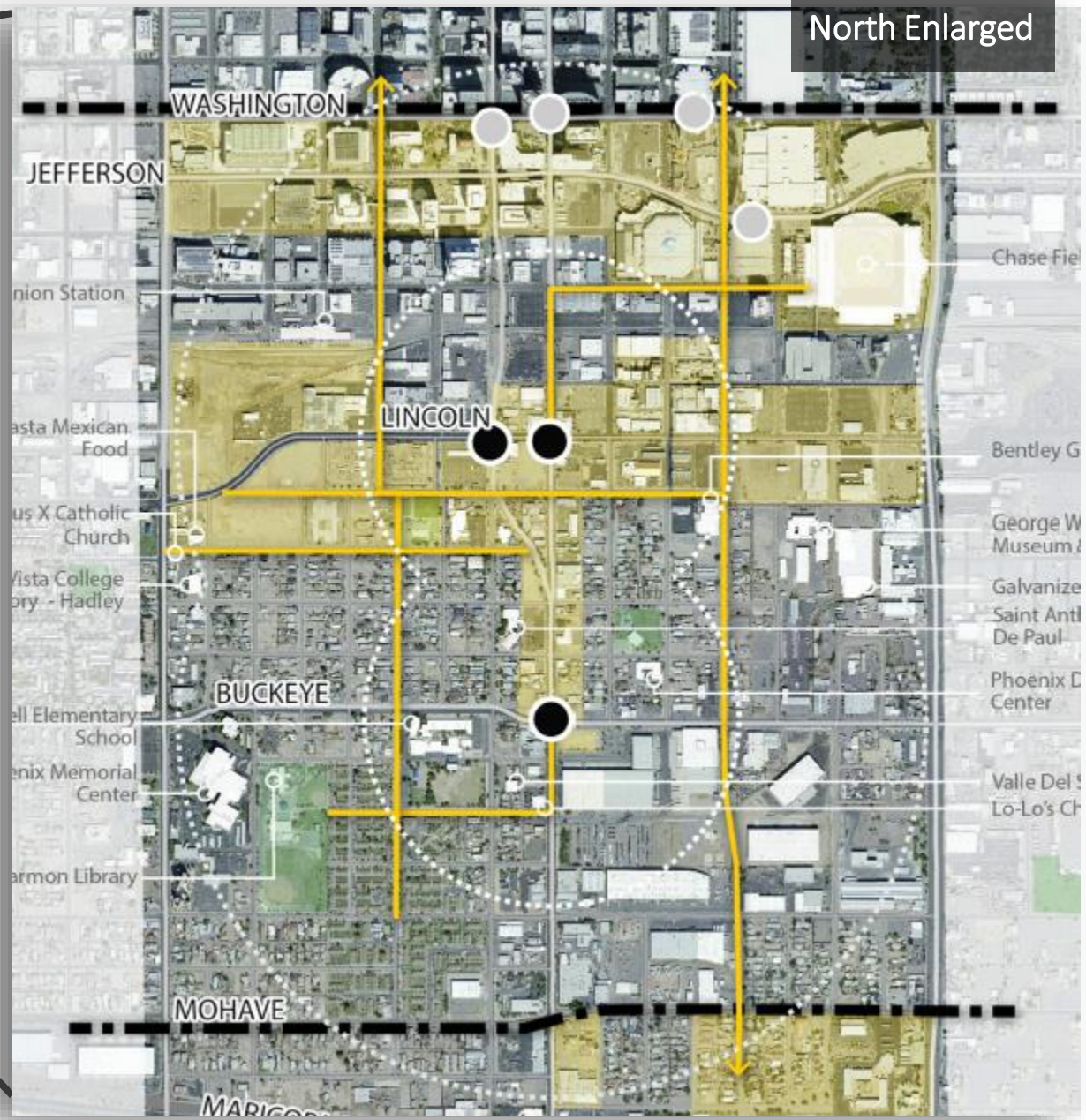
Reference Maps



Priority Areas Map



North Enlarged





What are “Priority Development Areas”?

Priority Development Areas are targeted for additional real estate development, housing, and business investment.

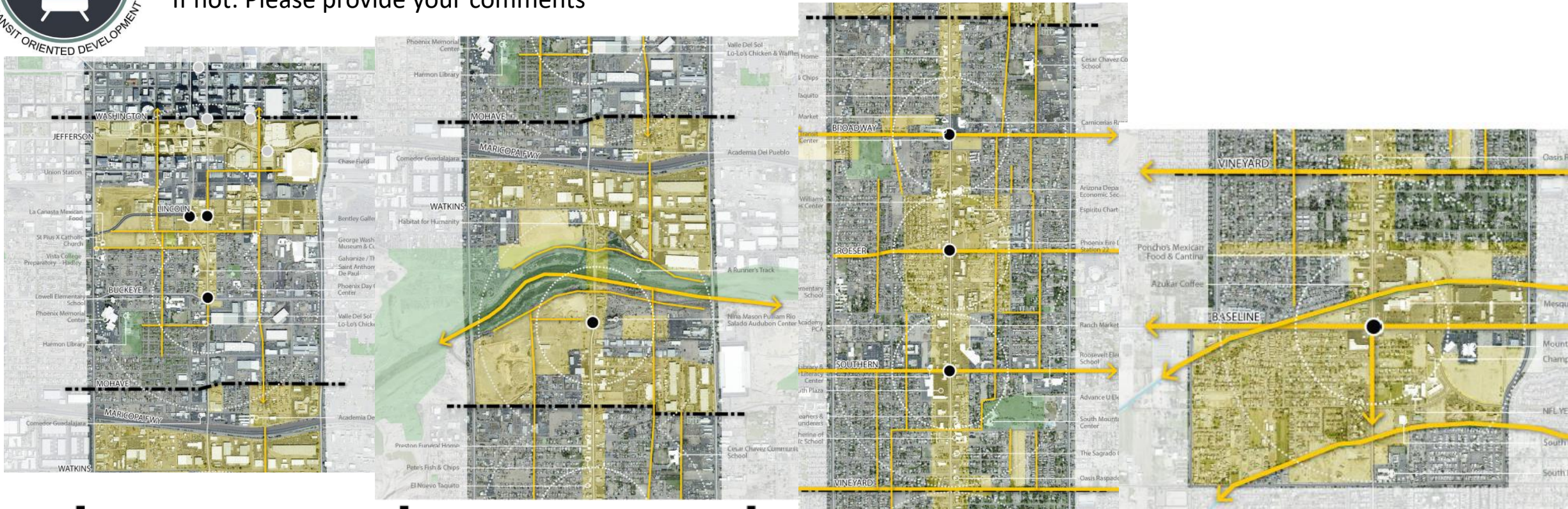
These are areas that had the most community support for redevelopment and need for focused investment.





Do you agree?

If not: Please provide your comments



Strongly Agree
(Muy de acuerdo)

Agree
(De acuerdo)

Neutral

Disagree
(En desacuerdo)

Strongly Disagree
(Muy en desacuerdo)

A top-down view of a meeting table. Several people's hands are visible around the table, some holding pens or markers. There are two coffee cups. In the center, there are several large puzzle pieces: one red piece is being placed into a gap in a larger blue structure. The background is a plain white surface.

Group Exercise

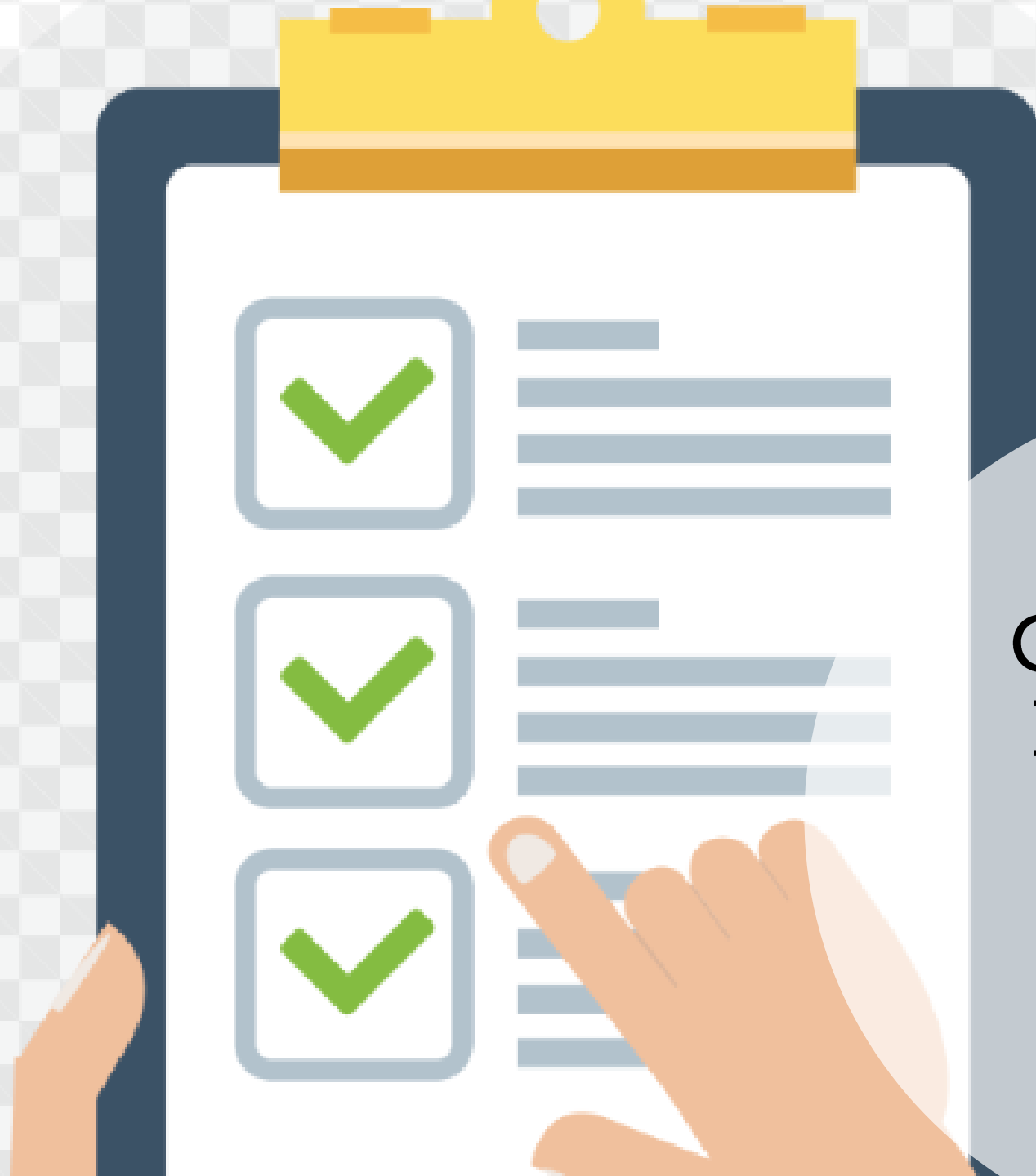
- 2 Groups - Pick group representative
- 40 minutes (10-15 minutes per area) _____
- Group reps will present results
- Discussion afterwards



Committee Discussion

Lunch and Master Plan + Typology Galleries





Steering Committee Follow-up Items

SAVE THE DATE

PLAN THE VISION FOR THE SOUTH CENTRAL CORRIDOR!

MONDAY, NOVEMBER 4TH

5:30PM-8:00PM

SOUTH MOUNTAIN COMMUNITY CENTER

212 E. Alta Vista Rd., Phoenix, AZ 85042

TUESDAY, NOVEMBER 5TH

5:30PM-8:00PM

ACADEMIA DEL PUEBLO

201 E. Durango St., Phoenix, AZ 85004

**SEE YOUR
INPUT
COME TO
LIFE!**



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