



2012

Reinvent PHX

TOD District Planning Program





2012

Forces Driving TOD

Efficiency

- Infrastructure
- Public Services

Changing Real Estate Market

- Demographics
- Consumer Preferences





Kern Dr/Rose Ln

Missouri Ave

Campbell Rd

Indian School Rd

McDowell Rd

Downtown
(Complete)

Solano

Uptown

Midtown

Garfield
Eastlake

Gateway

23rd Ave

15th Ave

7th Ave

7th St

51

I-10

143

202

I-10



2012

REINVENT PHX



Selected for Full Funding
4th Largest Award in Nation

Project Objectives

- Create an attractive investment environment
- Maximize community benefits from TOD investment



Planning Process

Step I: Planning

Applied
Research

- Market
- Health
- Infrastructure

Community
Engagement

- Organizing
- Values &
Needs
- Visioning

Objective:
Identify & Prioritize
Optimal Investments

Step II: Design

- Buildings
- Open Spaces
- Streets
- Canals
- Stormwater
Management

Objective:
Create Public Realm
Investment Concepts

Step III: Implementation

- Rezoning
- Tax Abatement
- Marketing
- Partnerships
- Predevelopment
Assistance
- Grant Writing

Objective:
Regulate, Incentivize &
Pursue Investments















2012

Project Milestones

2012

- Formalize Project Team
- Area Research
- Community Visioning

2013

- Adopt Gateway and Eastlake Plans
- Hold Pre-Development Assistance Grant Competition

2014

- Adopt Midtown, Uptown, and Solano Plans
- Initiate Rezoning and other Implementation Actions



US Department of Housing & Urban Development Community Challenge Planning Grant

Project Team

- Planning and Development
- Public Transit
- Community and Economic Development
- Parks and Recreation
- Water Services
- Street Transportation
- Neighborhood Services
- Housing

+ Community Partners

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Project Partners





C. Creek Wash
Misc. uncatagoried
Dead Man Wash



Green Hills Wildlife Study



