

# PRIORITY AREA ACTION PLANS

## COMMUNITY PRIORITIES

### Action Plan 2015-2020

Action Plans outline short term tasks that are designed to jump-start the implementation of District Plan Policies. Each Priority Investment Area includes a 5-Year Action Plan that has been developed with input from the Midtown Steering Committee and consultation with urban development professionals in the public, private and nonprofit sectors. The action steps are linked to one of three partner categories - Government, Community or Business - that is most suited to lead the task. To facilitate implementation, the type of implementation tool that is used for implementing each action step including Codes, Financing, Knowledge, Plans, Operations and Partnerships, is also provided in the plan.

Action Plans are intended to be regularly reviewed, updated and evaluated in order to create a "living document" that avoids being placed on a shelf or forgotten.

A primary role of the Midtown Steering Committee will be identifying, engaging and recruiting lead partners for each action step and monitoring progress going forward.

**Policy AP 1:** Support a bi-annual meeting of the Midtown Steering Committee to monitor progress and update the Action Plans.

**Policy AP 2:** Encourage additional property owner and business owner representatives and equal neighborhood representation on the Midtown Steering committee

**Policy AP 3:** Establish an interdepartmental Transit-Oriented Development team to support the implementation of the Midtown TOD Plan.



**Government**

**Government Investors** include the local, state and federal agencies.



**Community**

**Community Investors** are non-profits, foundations, schools, neighborhood associations and individual residents.



**Business**

**Business Investors** are banks, real estate developers, and other private companies, ranging from large corporations to small mom n' pop shops.



**Code Tools** are regulations, such as the zoning ordinance, that can encourage or discourage different patterns and forms of urban development.

**Financing Tools** refer to grants, loans, bonds, taxes, and government funding programs.

**Knowledge Tools** means capacity building forums, professional training, and seminars to technical understanding.

**Plan Tools** include engineering studies, best practices research, redevelopment areas, market analyses and other similar documents.

**Operations Tools** are management practices such as inter-departmental coordination, decision-making transparency and approaches to service delivery.

**Partnership Tools** are mutually beneficial agreements between two or more parties such as joint use agreements, development agreements or corporate sponsorships.







# CENTRAL CORRIDOR Action Plan 2015-2020

Elements	Actions	TOOLS	GOVERNMENT	BUSINESS	COMMUNITY
Land Use	1 Hold a property owner forum on the Walkable Urban Code.	Knowledge	■		
	2 Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Codes	■		
	3 Engage the land use law community to develop methods for strengthening the historic preservation ordinance, consistent with the recommendations in the Preserve Historic PHX plan.	Knowledge	■		
	4 Add Midtown Steering Committee Chair or designee to zoning notification system.	Operations	■		
	5 Encourage Midtown Steering Committee to monitor all zoning hearings.	Partnership			■
	6 Create a fact sheet and procedural guide on establishing Special Taxing Districts.	Knowledge	■		
	7 Hold a property owner forum on Special Taxing Districts for financing enhanced infrastructure and services.	Knowledge	■		
	8 Complete 3 beautification projects, such as murals, colorful building repainting and tree planting.	Partnership			■
	9 Complete a Water / Sewer infrastructure needs assessment.	Operations	■		
	10 Create marketing materials for development areas in partnership with property owners.	Partnership			■
	11 Engage property ownership on Conceptual Master Plan concepts.	Operations	■		
Housing	12 Develop a Mixed Income housing demonstration project on City-owned Columbus Avenue property.	Financing	■		
	13 Develop two to three Mixed Use housing demonstration projects.	Financing			■
Economic Development	14 Sponsor an Adopt a Street for Central Avenue.	Partnership		■	
	15 Provide overview of Government Property Lease Excise Tax and impacts as related to possible expansion of Central Business District to the Steering Committee.	Knowledge	■		
	16 Assess City owned land and rezone develop-able properties to the Walkable Urban Code.	Codes	■		
	17 Issue Requests For Proposals to build on developable City-owned properties. Invite the Midtown Steering Committee Chair, or designee, to serve on the selection panel.	Operations	■		
	18 Engage Seedspot on methods for increasing access to entrepreneurship services for District residents.	Partnership			■
	19 Write a grant to help fund a Midtown Economic Development strategy.	Partnership			■
	20 Hold a forum with the Midtown Steering Committee and Downtown Phoenix Inc., Phoenix Community Alliance, and St. Joseph's Hospital and Medical Center on ideas for filling vacant space along the Central Corridor.	Partnership			■
	21 Identify and reduce zoning and licensing barriers for temporary and mobile retailers and restaurants.	Codes	■		
	22 Engage healthcare and workforce development institutions on strategies to create a healthcare cluster.	Plan	■		
	Health	23 Pursue partnerships with Banner Health, Maricopa County Public Health, St. Luke's Medical Center and other organizations on providing additional free health screenings, referrals, and other preventative healthcare at Monterey Elementary.	Financing		

Elements	Actions	TOOLS	GOVERNMENT	BUSINESS	COMMUNITY	
Mobility	24 Present Transportation Recommendations to the Citizens Committee on Transportation Needs.	Plan	■			
	25 Complete an Urban Circulator feasibility study.	Plan	■			
	26 Organize a coalition to support public transit service on 3rd Street, 3rd Avenue, Central Avenue, Indian School Road and 7th Avenue, including St. Joseph's Hospital and Medical Center, Carl T. Hayden VA Medical Center, Heard Museum, major employers, and neighborhood associations.	Knowledge	■			
	27 Study the feasibility of a "sharrow" bike lane.	Plans	■			
	28 Complete a study to add on-street parking within excess right of way adjacent to light rail and by possibly shortening turn lanes.	Operations	■			
	29 Add creative wayfinding signage at the McDowell Road light rail station.	Operations	■			
	30 Provide transit passes for sale at St. Joseph's Hospital and Medical Center, Heard Museum, major employers and other institutions along Central Avenue.	Partnership			■	
	31 Identify corporate sponsorship opportunities for mobility enhancements at the Thomas Road station, including wayfinding, car and bike share, public parking and station enhancements.	Partnership			■	
	Green Systems	32 Evaluate and modify utility spacing standards to allow planting of shade trees that grow to full size.	Codes	■		
		33 Identify opportunities to adjust stormwater regulations to allow on-site retention to be provided within adjacent right of way.	Codes	■		
		34 Research methods to eliminate the need for a revocable permit for shade structures in the right of way or identify ways to streamline revocable permits.	Codes	■		
35 Hold a community tree planting event.		Partnership			■	
36 Create standard construction details for Tree Pocket concept.		Codes	■			
37 Hold a professional training forum on financing methods for Green Infrastructure, including the Water Infrastructure Financing Authority.		Knowledge	■			
38 Write two Green Infrastructure grants.		Financing	■			

# 3RD STREET CORRIDOR Action Plan 2015-2020

Elements	Actions	 TOOLS	 GOVERNMENT	 BUSINESS	 COMMUNITY
Land Use	1 Hold a property owner forum on the Walkable Urban Code.	Knowledge	■		
	2 Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code.	Codes	■		
	3 Add Midtown Steering Committee Chair and Vice Chair to zoning notification system.	Operations	■		
	4 Encourage Midtown Steering Committee to monitor all zoning hearings.	Partnership			■
	5 Complete 3 beautification projects, such as murals, colorful building repainting and tree planting.	Partnership			■
	6 Create marketing materials for development sites.	Knowledge	■		
Housing	7 Create standard plans for live/work and urban housing on typical 3rd Street lot sizes.	Financing		■	
Economic Development	8 Pursue partnerships with District employers to provide information about jobs, internships, and apprenticeships at Monterey School.				■
	9 Hold a street festival.	Partnership			■
	10 Identify and reduce zoning and licensing barriers for temporary and mobile retailers and restaurants.	Codes	■		
Health	11 Continue Block Watch program.	Partnership			■
	12 Hold a professional training forum on Healthy Corner store programs and identify a lead non-profit to develop a program in Midtown.	Knowledge	■		
	13 Pursue funding for improvements at Monterey Park.	Financing			■
Mobility	14 Complete an Urban Circulator feasibility study.	Plans	■		
	15 Pursue grants, fundraising campaigns, and other funding opportunities for an enhanced bicycle lane.	Financing	■		
	16 Create a fact sheet about the Complete Street Concept for property owners.	Knowledge	■		
	17 Hold a property owner workshop on the Complete Street concept.	Knowledge	■		
Green Systems	18 Hold a community tree planting event.	Partnership			■