

# NWEII TOC METRO DISTRICT Public Engagement Workshop #1 Summary Report



FINAL

6/10/24



Metro District TOD Project Workshop #1  
Day 2 | Land Use Activity- Areas of Change Map

Use the associated marker to map out areas that you want to:  
Utiliza el marcador asociado para trazar las áreas que deseas:



**Preserve / Stabilize:**

Those areas that would stay as they currently exist, such as single-family residential neighborhoods with an established density (fewer than one unit per acre) or

**INWELL TODAY AREA**

MAP  
North Resid  
Cherry Dr

31st Ave

Arizona Co  
Deer Valley Water Treatment Plant

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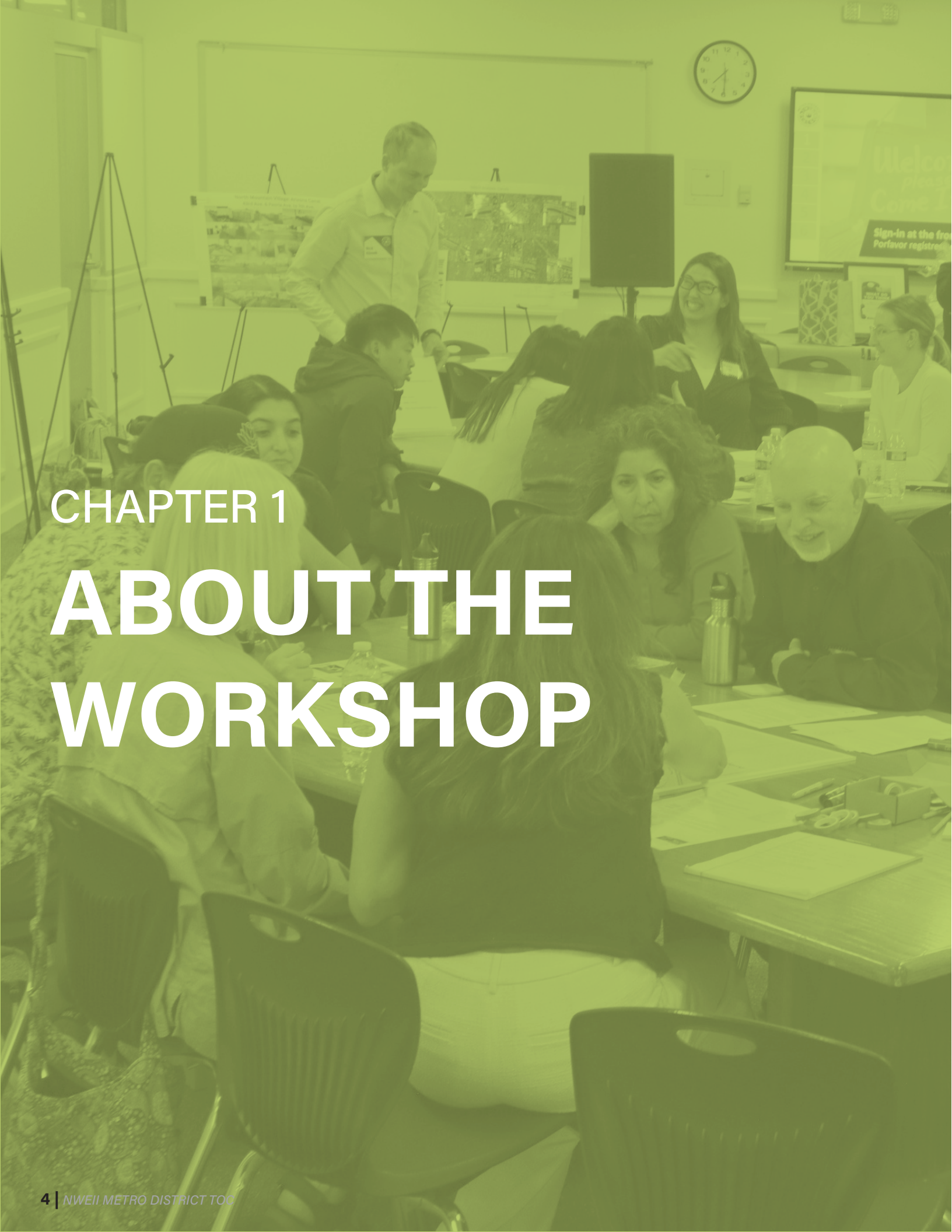
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## CHAPTER 1

# ABOUT THE WORKSHOP

## What are Transit-Oriented Communities?

A Transit Oriented Community is a type of development that maximizes the amount of residential, business, and recreational space within walking distance of public transportation such as light rail or bus stop. In other words, a TOC provides a variety of housing, everyday services, employment, and recreational options within walking distance of public transit such as the light rail line. Transit oriented communities are also accessible and make walking, bicycling, and using transit easy, convenient, safe and enjoyable for daily life. The workshop aimed to gather the vision for what a transit-oriented community could look like in the northwest extension project area.

<b>DAY 1</b> <b>Feb 26</b> 5:30 p.m. - 8:30 p.m. Overview of week Ahead & Introduction to the Six Planning Elements	<b>DAY 2</b> <b>Feb 27</b> 5:30 p.m. - 8:30 p.m. Land Use & Mobility	<b>DAY 3</b> <b>Feb 28</b> 5:30 p.m. - 8:30 p.m. Health & Green Systems	<b>DAY 4</b> <b>Feb 29</b> 5:30 p.m. - 8:30 p.m. Economic Development & Housing	<b>DAY 5</b> <b>Sat, March 2</b> 9 a.m. - Noon Community Celebration & Wrap Up
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## Workshop Format

The Northwest Extension Phase II Metro District Transit Oriented Communities (NWEII TOC Metro District) Public Engagement Workshop #1 (Workshop) was held at Cortez High School over 5 days, from February 26, 2024, through March 2, 2024, to engage the community and understand their perspectives on the current and desired conditions of the project area. The sessions were from 5:30 p.m. - 8:30 p.m., with the exception of the last day, which was from 9 a.m.-12 p.m. A total of 325 participants attended, including business owners, residents, property owners, members from neighborhood associations, and students from Cortez High School. Equitable engagement approaches included providing childcare, food, and Spanish translation services and materials. Prize drawings supporting local vendors were included as a token of appreciation for participant's time.

The 5 day workshop gave the community an opportunity to take part in the decision making process of the NWEII TOC Planning Project by offering several days to participate and provide input related to the six planning elements; Land Use, Housing, Economic Development, Mobility, Health, and Green Systems.

Day 1 comprised of a general overview of the workshop process and format and an introduction to the six planning elements. Days 2-4 consisted of facilitated 'deep-dive' discussions and input-gathering activities on two elements per day. This allowed for two-way exchange of knowledge between residents and the project team. The final day of the workshop was a day to celebrate the hard work and thank the community for participating. The project team gave a brief summary of the findings in addition to informing the public of how the input gathered would be used to build a community wide vision for the area.

## Building a Vision

For the first few months of the project, the team conducted a series of public engagement events where residents and stakeholders participated by providing the project team input on various topics related to the concerns and vision for the project area. The input gathered at the community events and Workshop #1 helped formulate a community wide vision for the future of the NWEII TOC project area. This document summarizes the engagement activities and the findings.

## 2 | Community Outreach

### Community Engagement & Involvement

Community engagement was conducted in a variety of ways to listen to the concerns and aspirations the community members. The team documented the community's current issues, challenges, what they saw as opportunities, goals, and vision for now and the future. Input was gathered from all ages, abilities, and backgrounds, including the youth. It was important to get them involved in the process, as this encourages the likely hood for them to remain involved and invested in the community into adulthood. They offered a positive and unique perspective to the process that helped inform the overall vision.

Leading up to the Public Engagement Workshop #1, several members of the project team attended community neighborhood organization meetings, ongoing City of Phoenix events (such as the Thelda Williams Transit Center opening), reached out for 1-on-1s with local business owners, contacted residential and educational groups, and met with health agencies and other stakeholders to solicit public feedback and build relationships in the community. In addition to in-person interactions, the outreach team coordinated with existing social media platforms and media chains to request input. Education flyers and online surveys were provided throughout the outreach. The community outreach team worked to connect with a diverse group of stakeholders in the NWEII TOC study area. Below is a list of stakeholders the team engaged with leading up to the Public Engagement Workshop #1.



**Outreach:**

Overall, outreach included but was not limited to the following groups:

- NWEII Transit Oriented Development & Community Leaders (Block Watches & Alliances) entire contact list
- City of Phoenix
- 19 North and Metro District
- Laminated flyers at Rose Mofford Dog Park gate and near canal
- Cholla Library
- Neighborhood Services
- City of Phoenix Police
- City of Phoenix Parks and Recreation
- City of Phoenix Public Transit
- City of Phoenix Street Transportation
- Arizona Department of Transportation
- Valley Metro Regional Public Transportation Authority
- TOC Working Group City of Phoenix
- Salt River Project/Canals
- Maricopa County Flood Control District
- Pennant Development
- Concord Wilshire/Hines/Metrocenter Redevelopment
- Metro Lofts Development
- BKM Management (Northwest Business Center)
- Arcadia Management (Metro Pavilions FKA Power Center)
- Advocacy Group Leaders

**Schools**

- Brookline College
- UEI College
- Carrington College
- Chamberlain University
- Washington Elementary School District
- Cortez High School
- Washington High School
- Sunnyslope High School
- Vista Prep
- Sage Academy
- Thrive Point High School

**Motel/Hotels**

- Doubletree by Hilton Phoenix
- Comfort Suites
- Hometowne Studios
- Best Western North Phoenix Hotel
- TownPlace Suites Phoenix North
- Courtyard by Marriott Phoenix North
- Premier Inns Metro Center
- Homewood Suites
- Baymont by Wyndham Phoenix North
- SpringHill Suites by Marriott Phoenix North

**Apartment Complexes**

- Acclaim Apartments
- Atrium Court Apartments (FKA Dunlap Square)
- San Valiente Apartments
- The Villages at Metro Center Apartments
- Villa Toscana
- Sierra Pines
- Madera at Metro Apartments
- Bridge Lane Apartments
- Collins Court Apartments
- Portola North Phoenix Apartment Homes
- Biltmore on the Lake Apartments
- Los Compadres Apartments

**Health**

- John C. Lincoln
- Native Health
- Adelante Health
- Molina Health
- Mind 24/7
- COPA Health
- Veterans Administration Clinic

**Overall Project Stats**

(as of March 27, 2024)

**49** Events

**1000+** Comments Captured

**2210+** Stakeholders Reached

# Community Engagement Events

Prior to the Workshop, the project team met the community where they were. Outreach was coordinated with existing/ongoing community events and engagement activities to solicit input, engage a variety of stakeholders, educate the community on TOC concepts, listen and build trust, and to promote workshop events. A few events include the TOC Exhibit at the community Super Hero event, the NWEII light rail Grand Opening, North Mountain Village Planning Committee and several Cortez High School events, just to name a few.

For a complete list of all Event and Outcomes, see [Appendix F: Outreach List](#) for more info.



Superhero Exhibit



North Mountain Planning Committee



Plan 2025 Update Road Show at Cholla Library



Royal Palm & Alta Vista Gain Event



Superhero Exhibit



Shaw Butte Open House



Cortez High School Event



NWEII Grand Opening



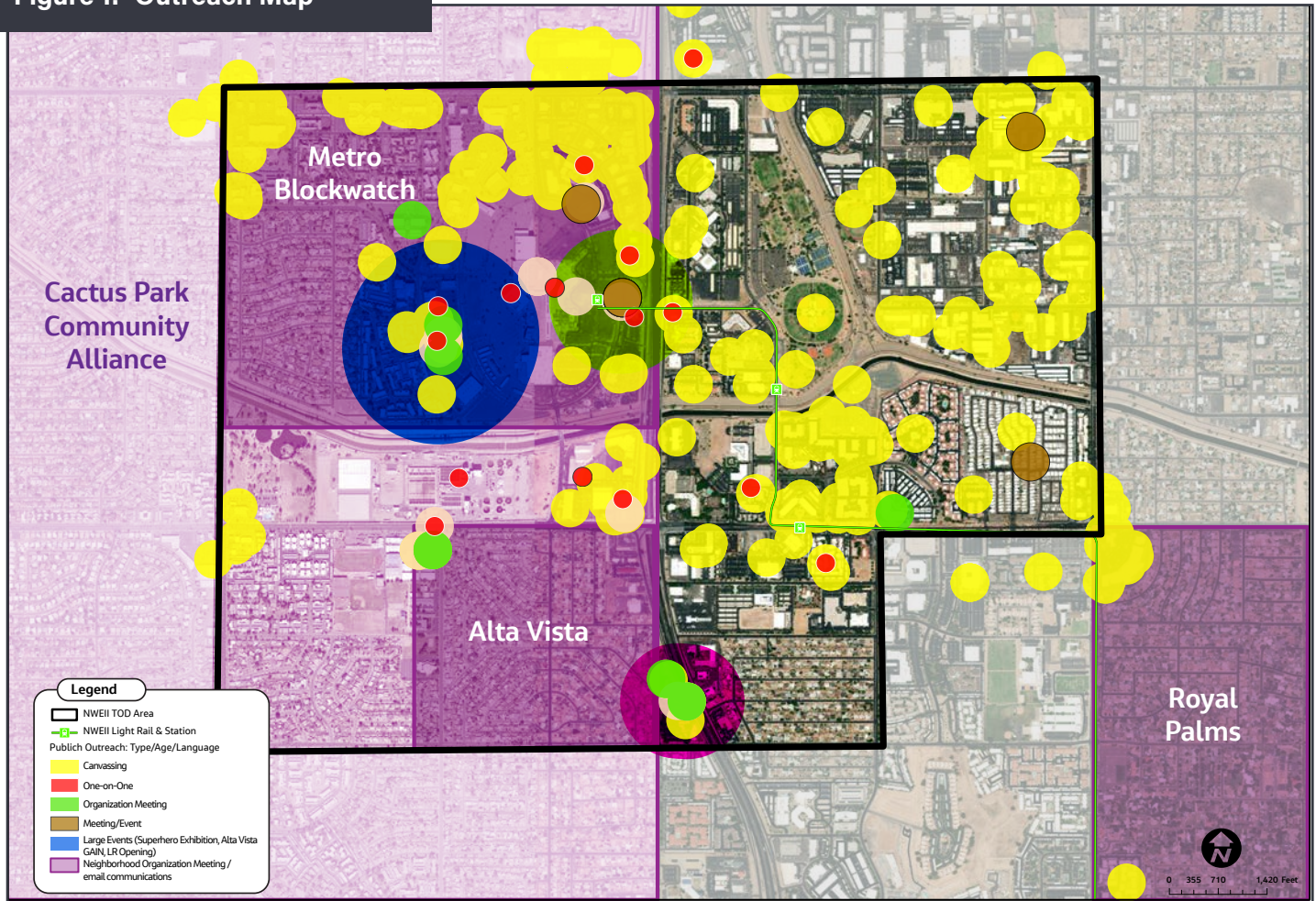
Cactus Park Community Alliance



# Extent of Outreach

Multiple outreach efforts took place, such as hosting 49 events, attending neighborhood groups like the Cactus Park Community Alliance, one-on-one meetings, events such as the Alta Vista GAIN event, larger events such as 'Superhero Saturday', passing out flyers and interviewing members of the community.

**Figure 1: Outreach Map**



*Documenting stories from long-time residents.*



*Meeting one-on-one with local stakeholders & businesses.*

# 3 | Reducing Barriers

Acknowledging typical barriers to public engagement event, the team mitigated potential barriers by conducting the following:

- Providing family-friendly activities that encouraged youth participation.
- Scheduling meeting locations accessible by public transit, while selecting times/days that would allow for maximum community attendance.
- Providing food and drink, especially because meetings ran near mealtime.
- Providing translators for Spanish interpretation.
- Offering professional childcare to workshop attendees to supervise children.



Valley Metro bike racks were used for non-motorized travelers throughout the five-day Workshop at Cortez High School.

**Metro District TOC Project Workshop**

Join your neighbors at this community workshop to help shape a plan for a more connected and healthier community for everyone.

**Family Friendly Event!**

**Feb 26 thru Mar 2nd**

**Location:**  
Cortez High School  
8828 N. 31st Avenue  
Phoenix, AZ, 85051

**DAY 1 Feb 26**  
5:30 p.m. - 8:30 p.m.  
Cortez High School  
8828 N. 31st Ave., Phoenix, AZ, 85051

**DAY 2 Feb 27**  
5:30 p.m. - 8:30 p.m.

**DAY 3 Feb 28**  
5:30 p.m. - 8:30 p.m.

**DAY 4 Feb 29**  
5:30 p.m. - 8:30 p.m.

**DAY 5 Sat., March 2**  
9 a.m. - 12:00 p.m.  
Cortez High School  
8828 N. 31st Ave., Phoenix, AZ, 85051  
Community Celebration & Wrap Up  
Food Provided

Learn more and RSVP here!  
[Phoenix.gov/NWEII](http://Phoenix.gov/NWEII)



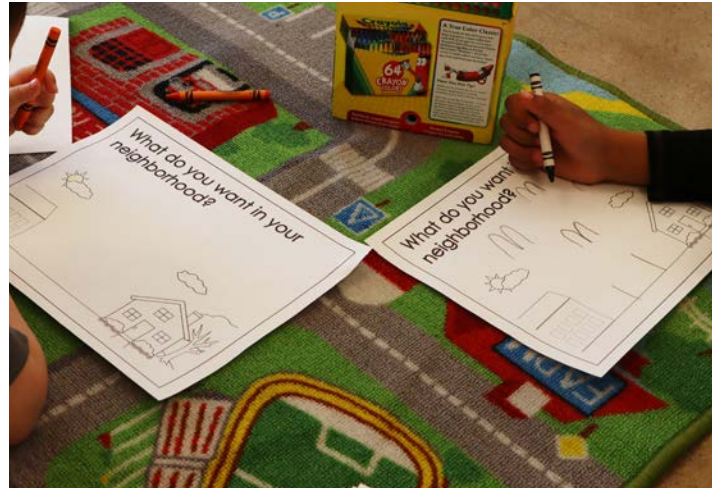
Physical flyers were posted at public locations throughout the community.



Spanish Translators and bilingual staff were available all five days of the Workshop. All materials and handouts were translated in Spanish.



Cortez High School students participate at the Workshop by identifying their most valued places in their community.



Professional childcare and activities for kids were made available to assist families and parents who were attending.



Comment/stamp cards were given to all workshop attendees. The card was stamped for each of the element stations visited. At the end of each day, they were entered in a drawing to for a chance to win gift cards for local restaurants and other prizes.



A variety of food was provided each day of the workshop.



**Cortez HS Principal**  
Brooke Parsons



**Councilwoman**  
Ann O'Brien



**Washington School Dist. Superintendent,**  
Dr. Stanton

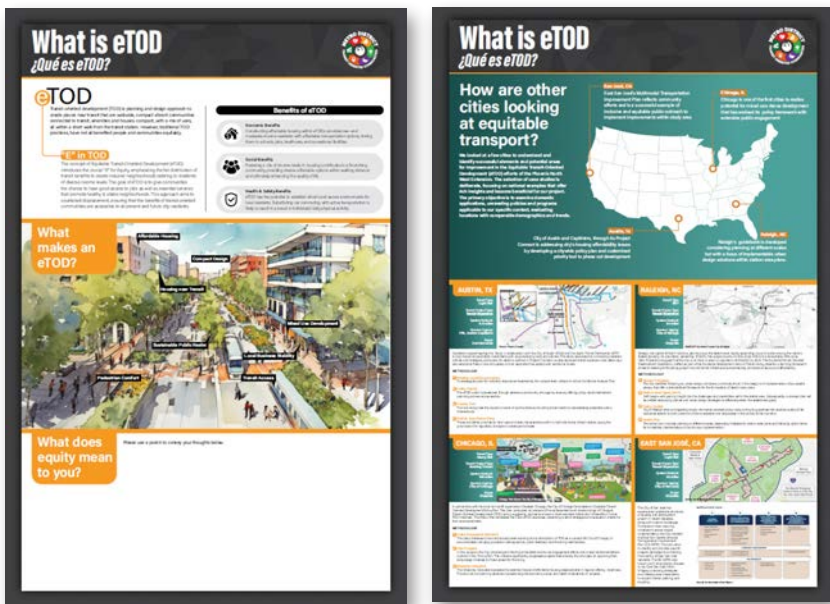
Public officials and community members addressed participants to promote the project and thank attendees.



# 4 | Planning Element Framework & Stations

The Workshop venue was organized into six stations pertaining to each of the six planning elements. Each station displayed information on the existing conditions of the project area and provided a board that asked questions related to the planning elements. The participants were able to provide specific input such as the types of investments they wanted to see in the project area. The six planning element stations enabled the participants to learn about their community and provide input at their own pace. A series of facilitated hands-on activities were conducted each day and garnered more focused in-depth conversations and input on specific planning elements. These will be discussed in subsequent sections of this summary. Below is an overview of the materials displayed at the six planning elements stations.

## What is ETOD?



The 'What is eTOD' boards provided a brief definition of Equitable Transit Oriented Development and provided examples of how cities around the country have applied the principles of eTOD. The participants were provided space on the board to provide comments on what eTOD mean for them.

See [Appendix G: What is ETOD](#) for more information and to view comments.

## Existing Conditions Boards



Existing Conditions boards provided a snapshot of unique characteristics through the six planning elements framework. The information compiled during the first phase of the project is important to understand the status of the community now.

See [Appendix H: Existing Conditions](#) for more information.

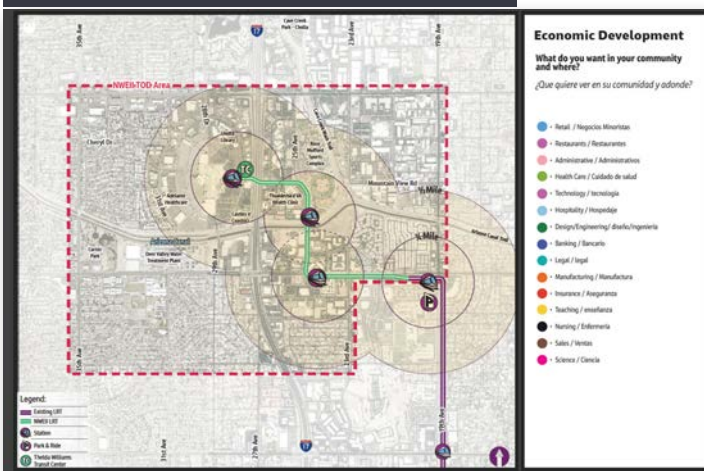
## What We Heard



The What We've Heard Boards contained a collection of comments from the community members from previous outreach efforts. These provided insight to emerging comments on housing, land use, green systems, health, economic development, and mobility. Participants were able to learn what other community members said and share their own input/comments on sticky notes on the bottom half of the board.

See [Appendix I: What We Heard](#) to see comments in detail.

## Investment Maps



Participants identified various investments pertaining to each of the six elements and placed a colored dot on the map where they wanted to see that investment. For example, investments included shade trees, community centers, protected bike lanes, and crossings across the Arizona Canal. Each of the six elements had a map with a menu of investments participants could choose from.

Participants provide additional comments on sticky notes for more context.

See [Appendix J: Investment Boards](#) for input collected.

## Community Assets



A central map of the TOC study area was placed where members could mark areas of importance and significant community assets.



Participants provided feedback for each of the six planning element frameworks. Day 1's introduction activity provided a matrix where participants identified existing assets, challenges and barriers, and shared what their vision is for their community.

## Planning Elements

Phoenix's TOD strategic Policy Framework foundational structure includes five interrelated and interdependent factors (Equity, Diversity, Authenticity, Resiliency, and Prosperity) which help to guarantee sustainability in the planning and decision-making process. In addition, this framework also consists of six planning elements (Land Use, Housing, Economic Development, Mobility, Health, and Green Systems) to make sure it consists of a multi-disciplinary process.



The **Land Use Element** focuses on the spatial pattern of urban development, including intensity, design, building form, and unique place-making characteristics.



The **Housing Element** focuses on the affordability, quality and diversity of residential living options.



The **Mobility Element** focuses on the movement of people and goods, including the availability of quality multi-modal transportation options.



The **Economic Development Element** focuses on the financial prosperity of businesses and residents, including the access to jobs, training and educational opportunities.



The **Green Systems Element** focuses on the design of buildings and infrastructure to improve resource efficiency and environmental protection.



The **Health Element** focuses on key aspects of the built environment that impact public health, the availability of healthy food, recreational amenities, and safe places to walk and bicycle.

# 5 | Facilitated Activities

## Day 1 Kick-Off + Introductions

The Workshop was kicked off by welcome remarks from Councilwoman Ann O'Brien and the Cortez High School Principal. Markus Coleman, the City of Phoenix light rail administrator, addressed the topic of safety in the area and the light rail. The participants broke into groups and the participants engaged in an activity that started with an overview of the six planning elements: **Land Use, Mobility, Health, Green Systems, Economic Development, and Housing**. The attendees participated in an analysis activity to identify existing assets, challenges and barriers, and their vision in relation to the elements. At the end of the discussion, one representative from each group reported key takeaways to share with all other participating attendees.



## Day 2 Land Use + Mobility

Day 2's 'deep-dive' discussion focused on Land Use and Mobility. This included two different facilitated breakout activities.

**Land Use:** The 'Areas of Change' activity helped provide a geographic delineation of the areas that the community would like to see preserved, retrofitted, and redeveloped.

**Mobility:** The goal of the exercise was to understand the routes people take to the light rail stations, which mode they would use (such as walking, bicycle, wheelchair, etc.) and identify barriers and needs. Staff collected input and prioritized which investments may improve these routes.

## Day 3 Health + Green Systems

Day 3 of the workshop focused on the Health and Green Systems Elements. Participants used yarn to draw paths from a designated house to parks, schools, grocery stores, former Metro Center mall area, light rail stations, and health related destinations. These paths were drawn with safety, comfort, and connectivity in mind to determine the existing gaps and solutions to improve the traveled paths and connections to various destinations. Challenges, barriers, and investment opportunities were recorded.



## 5 | Facilitated Activities...continued

### Day 4 Economic Development + Housing

Day 4 of the workshop focused on the Economic Development and Housing Elements. Workshop participants were divided into four groups, each representing a quadrant of the project area. A facilitated 'deep-dive' discussion and activity aimed to collect recommendations on a wide variety of investments based on the six planning elements. A housing survey was conducted to identify the type of housing desired in the area and for what income ranges.



### City Hall Mini-Workshop

The NWEII TOC team hosted a 'mini-workshop' at City Hall to give an opportunity for City staff to engage and participate in the six elements stations and providing their vision for the Metro District area.

### Transit-Oriented Communities (TOC) Workgroup

Members of the project team were invited to attend and lead a canalscape discussion with the TOC Working Group, which is comprised of subject matter experts from City of Phoenix departments that participate in transit-oriented development. The main topic of discussion was the Arizona Canal as a prominent asset of the community and the opportunities and challenges of transforming it into a safer, vibrant corridor.







## Cortez High School Student Engagement

The **Cortez High School** student body and staff were invited to engage with the team and participate in various workshop activities during their lunch hour. All who attended had the opportunity to interact with the different boards for the **six planning elements** and participate in activities available at the workshops.

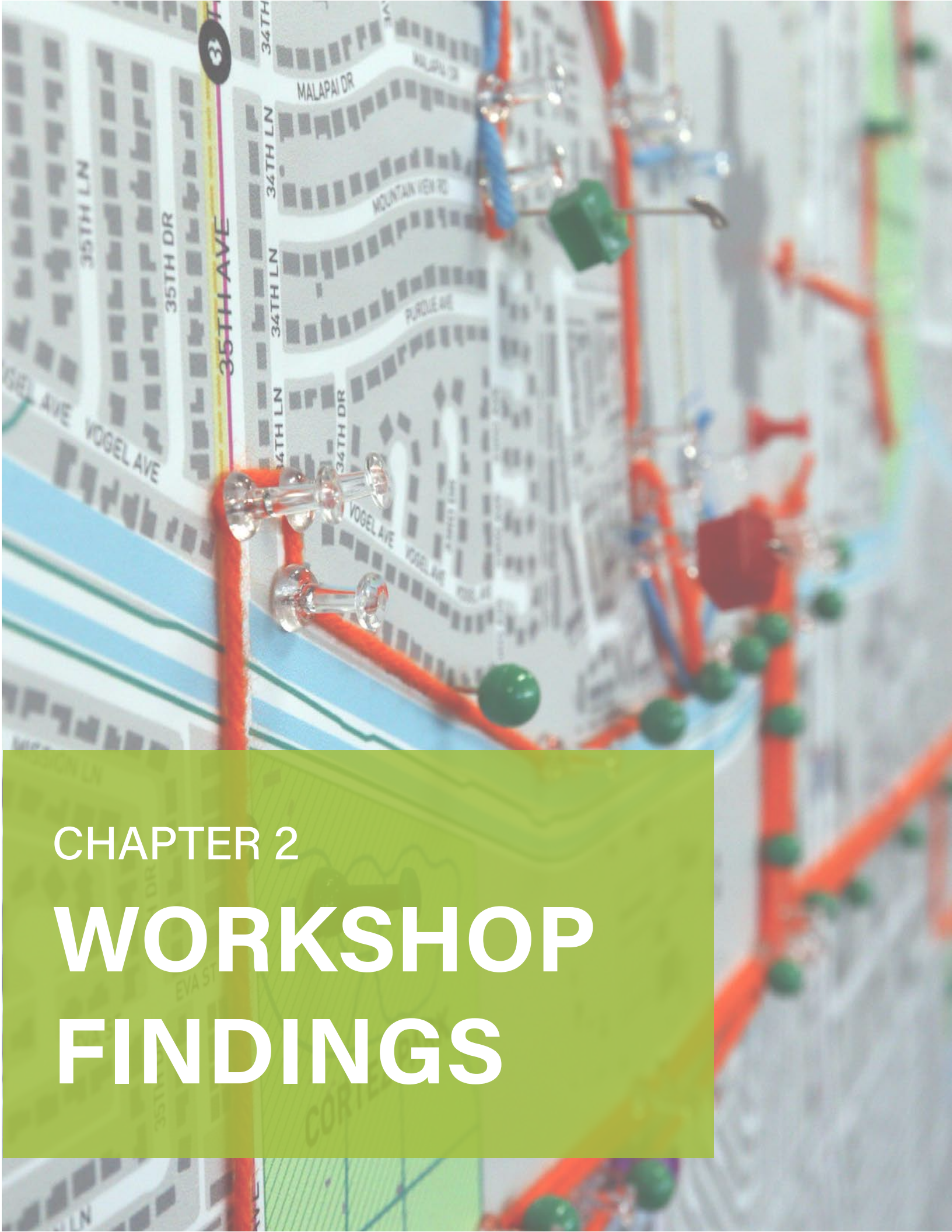
## Day 5 Celebration Wrap-Up

Day 5 of the NWEII Workshop concluded with a community celebration. The team thanked the participants for attending the Workshop. All the work and input from the previous four days was displayed.

The team gave an overview of the workshop, summarized the takeaways and explained how the information gathered would be used for the next steps in the project.



*Celebration Wrap-Up highlights included Cortez High School student activities, such as a chalk-art inspired by their future vision for the TOD study area, ROTC Color Guard presenting the flag, and live music.*



CHAPTER 2

# WORKSHOP FINDINGS

## 6 | Key Takeaways

The NWEI TOC project team engaged people by reaching out to stakeholders and attending events in the project area to allow them to conveniently provide input through a variety of engagement methods and participate in visioning exercises and activities. Through the activities, the residents and stakeholders were able to identify the following:

- Community assets (community-valued places)
- Challenges/Barriers of the project area
- Areas appropriate for various levels of change (redevelop, retrofit, stabilize)
- Types of investments needed and desired aligned to the community identified areas of change
- Priority areas for the types of needed and desired investments
- Areas at risk for displacement due to redevelopment

Input from previous community engagement efforts and the Workshop was compiled and analyzed. The comments collected also helped articulate a community vision of Land Use, Housing, Economic Development, Mobility, Health, and Green Systems. This section presents the findings of the 'Listen and Learn' phase of the project.

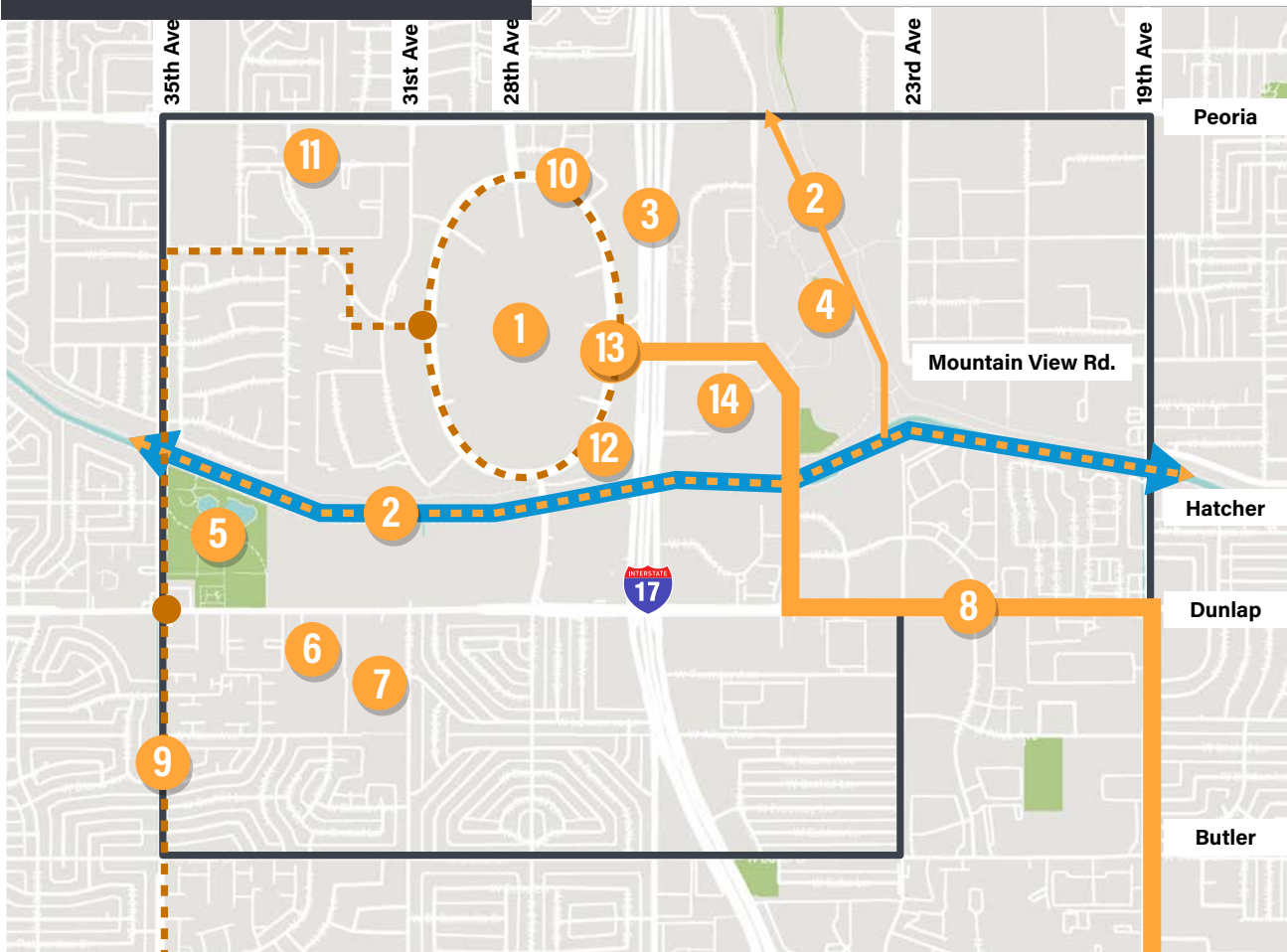


Community members shared their vision for the area during the NWEI grand opening event.

# 7 | Identifying Existing Assets

The Asset Map exercise asked community members to identify places of value that currently exist in the project area, such as: places of employment, schools, historic buildings, community organizations, parks, plazas, etc. This information creates an inventory of community assets that can be used for preserving, improving, and enhancing these valuable resources as the area develops. Policies to implement the long-range vision should be developed to harness the benefits from the community's unique assets.

**Figure 3: Community Assets Map**



**Main Assets:**

- |                            |                                    |
|----------------------------|------------------------------------|
| 1. Metrocenter Mall        | 8. Valley Metro Light Rail         |
| 2. Arizona Canal and Trail | 9. Future Bus Rapid Transit        |
| 3. I-17 Corridor           | 10. Cholla Library                 |
| 4. Rose Mofford Park       | 11. Northwest Restaurants & Retail |
| 5. Cortez Park             | 12. Castles N' Coasters            |
| 6. Cortez High School      | 13. Thelda Williams Transit Center |
| 7. Alta Vista School       | 14. Thunderbird VA Clinic          |

To see a list of Community Assets see: [Appendix K: Community Asset Map](#)

# Community Assets



1 | Metrocenter Mall



2 | Arizona Canal and Trail



3 | I-17 Corridor



4 | Rose Mofford Park



5 | Cortez Park



6 | Cortez High School



7 | Alta Vista Elementary



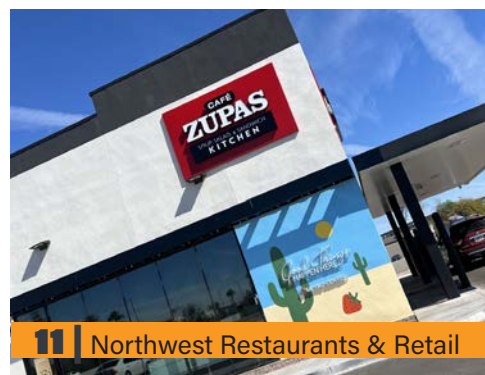
8 | Valley Metro Light Rail



9 | Bus Rapid Transit



10 | Cholla Library



11 | Northwest Restaurants & Retail



12 | Castles N' Coasters



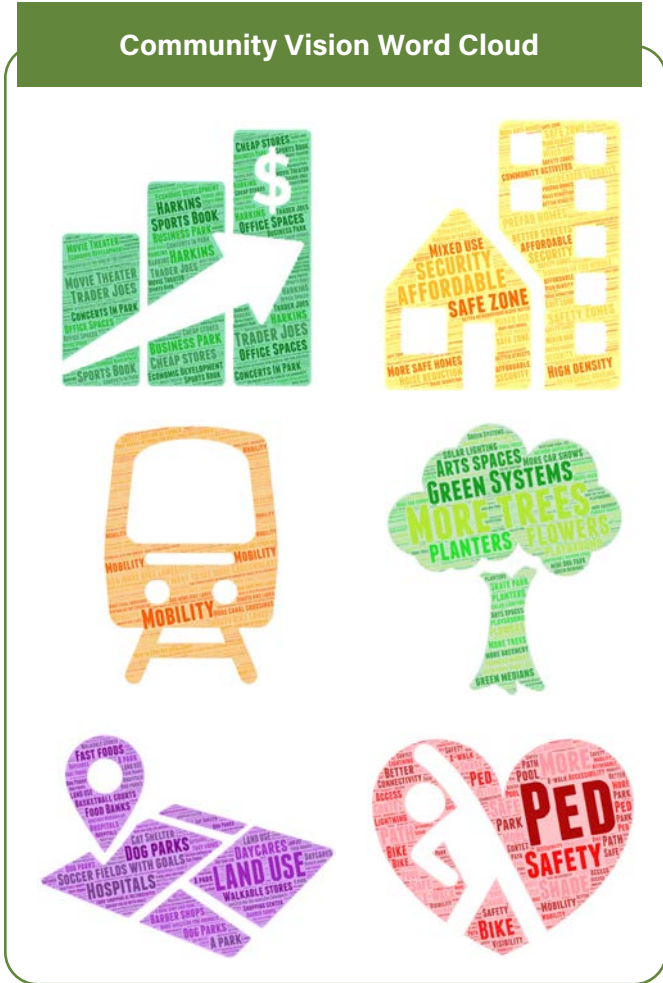
13 | Thelda Williams Transit Center



14 | Thunderbird VA Clinic

# 8 | Visioning

## Community Vision Word Cloud



## LISTENING TO THE COMMUNITY

Throughout the workshop and public engagement activities, several themes consistently emerged. These themes were used to form the Visioning activity, and have been related within the context and framework of the six planning elements shown in the following sections.

Since the beginning of the project, community members were asked to share their vision for the future of their community. They shared ideas, stories, and aspirations about the future of the project area by writing down their thoughts on boards at early public engagement events and throughout the workshop. The collection of input was developed into a 'word cloud' and was arranged to shape each of the six planning element's icons. This 'word cloud' highlights what matters most for the future of the NWEII Metro District area.

To see Visioning word clouds, please see: [Appendix M: Vision Statements](#)



## General Element Framework Activity

An exercise was conducted with the participants, engaging them to provide their input on the assets, challenges, barriers, and visions related to each of the six planning elements. The activity consisted of spending 15 minutes discussing each element and writing thoughts on sticky notes and placing them on a board.

To see comments provided in the workshop, please see: [Appendix L: General Elements Matrices](#)

## 2055 Community Vision

The Community Vision integrates input provided by hundreds of the project area's community members to form a broadly shared description of a desirable future. There are parenthetical references throughout that cite the date and location of workshop #1, meetings, surveys, interviews, etc. where the input was provided. This applied research approach enhances the validity of the vision by providing data evidence that it is legitimately community-based.

Event	Location	Date	Total Participants
<b>AVGE</b>	Alta Vista GAIN Event	10/28/2023	200
<b>BRBA</b>	Bell Road Business Alliance	1/16/2024	20
<b>CHSFF</b>	Cortez High School First Friday	11/3/2023	75
<b>CHSSN</b>	Cortez High School Senior Night	11/30/2023	30
<b>D1U</b>	D1 Update Breakfast Chat	2/23/2024	50
<b>GPS</b>	General Plan Symposium	12/5/2023	50
<b>MBW</b>	Metro Block Watch	2/5/2024	30
<b>NMVPC1</b>	North Mountain Village Planning Committee	10/18/2023	25
<b>NMVPC2</b>	North Mountain Village Planning Committee	11/15/2023	25
<b>OH</b>	Optum Health	2/9/2024	6
<b>SBN</b>	Shaw Butte Neighborhood Alliance Open House in partnership with Cox Meadows Block Watch	12/19/2023	14
<b>SHE</b>	Superhero Event	1/13/2024	250
<b>VMAAG</b>	Valley Metro Accessibility Advisory Group VMAAG	1/25/2024	30
<b>VMNWEII</b>	Valley Metro NWEII Opening Celebration	1/27/2024	250
<b>WS1</b>	Workshop #1	2/26/2024	325

In 2055, the Metro District is a vibrant and thriving pedestrian friendly destination *[WS1, CHSFF, GPS]* with its own unique identity and culture. A diverse mix of housing options has provided the opportunity for everyone to either rent or own, with proximity and easy access to transit. The streets are shaded, safe, and comfortable to walk *[GPS, CHSFF, SBN, AVGE]*. The connectedness has provided the residents with a real sense of community. These corridors are lined with a mix of uses providing residents and visitors a wide variety of amenities and services, including job and recreational opportunities *[GPS, WS1]*. The Arizona Canal has become activated with shaded walkways and places to grab a coffee or eat *[WS1]*. It is a highly popular bike and pedestrian corridor that safely connects this area with the rest of the region. The redevelopment of the former Metrocenter mall has brought vitality to the area, making it a popular regional destination for shopping, entertainment, dining, and boosting the local economy *[AVGE, CHSFF, WS1, CHSSN]*.

To see comments provided in the workshop, please see: [Appendix M: Vision Statements](#)

# Vision Statements - 6 Planning Elements

The vision statements below have been developed based on the comments received throughout the public engagement process to date.



## Land Use:

The Metro District area is a thriving regional destination for working, shopping, living, recreational, and entertainment opportunities for all ages and mixed incomes [SHE, NMVPC1, WS1]. The mix of uses in the area provide the community opportunities for everyone to meet their daily needs within a short walk, bike ride, or transit trip [WS1, GPS, SHE]. Make Metro District a year-round pedestrian and bike-friendly regional entertainment and shopping destination.

Supporting comments from community members:

- Provide a mix of uses and amenities with more green spaces, especially in the former Metrocenter Mall area and along the northwest extension light rail alignment (Dunlap and 25th Street)
- Enhance and reconnect the area east of I-17 to the Metrocenter area.



## Mobility:

The neighborhoods in the Metro District are lined with streets and sidewalks that are more connected, accessible, comfortable, and safer for pedestrians of all ages, abilities, and micromobility users [WS1, VMNWEII, VMAAG]. I-17 is no longer a barrier since the construction of a wide pedestrian and bicycle bridge. The safe, multimodal paths in the area has created a connected sense of place [WS1, VMNWEII, SHE].

Supporting comments from community members:

- Provide pedestrian connectivity between communities across the I-17
- Pedestrian access over canal every ¼ mile
- More shade along sidewalks
- Safer streets (including safer/buffered bike lanes) and crossings for pedestrians



## Housing:

The Metro District area provides a variety of affordable housing that is within comfortable walking distance to public transit, with opportunities to own for families, individuals of all ages and income levels, and members of the local workforce [SHE, WS1, CHSSFN]. The former industrial area has made way for new housing developments and has provided opportunities for business incubators creating live/work buildings [WS1, VMNWEII, BRBA]. Many of the older and obsolete office buildings have been adaptively reused for housing, while the older neighborhoods have been revitalized with the help of funds from grants [WS1, CHSFF, CHSSFN].

Supporting comments from community members:

- Provide a variety/mix of market affordable housing
- Condos/multifamily that is owner occupied
- More high-density housing near transit
- Assistance for older neighborhoods to beautify their areas
- Grants for older neighborhoods to beautify area (trees, remodel, art)





### Economic Development:

The Metro District area has become a hub for new startup businesses and companies that provide employment opportunities to keep the economy growing [WS1, CHSFN, SHE]. Various 'mom and pop' shops and restaurants are located throughout the area, including along the canal, bringing in people across the valley to try unique cuisines [SBN, WS1, GPS]. Live/workspaces along the light rail with more vibrant uses cater to the community, and provide a diverse mix of job opportunities. Public art has helped to revitalize the area, enhancing the culture and diversity of the community members [WS1, VMNWEII, SHE, CHSFF].

Supporting comments from community members:

- *Make stations commercial destinations with smaller scale retail; include high-quality hotels and restaurants near light rail to support people using the Rose Mofford Park for sports tournaments / events*
- *Create opportunities for live/work style and vibrant uses – ground floor is retail and top floors are residential – along Dunlap Avenue*
- *Provide incubator spaces for new businesses*
- *Provide destinations fronting canal such as cafes and restaurants*



### Green Systems:

The area has transformed into a green oasis, with drought tolerant trees, and green pedestrians corridors lined with desert planting, making the area cooler [WS1, VMNWEII, SHE]. Shade structures cover the few remaining parking lots. All of them have been replaced with green areas such as community gardens, green stormwater infrastructure, and small neighborhood parks [WS1, VMNWEII, SHE]. The residents and visitors feel comfortable traveling around the neighborhoods to get to their favorite shops and restaurants in a variety of non-motorized means of transportation. Most of the building rooftops in the area, including parking structures, have solar panels and conveniently located electric vehicle charging stations. [WS1, VMNWEII].

Supporting comments from community members:

- *More greenery along arterials*
- *Trees! Trees! Trees! – drought tolerant adult trees*
- *Green stormwater infrastructure*



### Health:

The Arizona Canal and the Cave Creek Trails provide a safe, shaded corridor where people can walk, run, bike, and use to get to recreational areas such as Rose Mofford Park [WS1, NMVPC1, AVGE, SBN, SHE, VMNWEII, GPS]. Families come from all over the valley for soccer tournaments and other family oriented celebratory events, including a selection of farmers markets along the canal [WS1, SHE, VMNWEII, CHSFF]. Community centers located near the parks provide year-round activities for senior and youth and are easily accessible by walking, biking, or taking transit [WS1, SHE, VMNWEII]. Mixed use buildings along the light rail host a wide variety of services on the bottom floors, including small clinics, childcare centers, and grocery stores with fresh/healthy food options [WS1, GPS, VMNWEII, CHSFF, SHE].

Supporting comments from community members:

- *Provide healthy food options*
- *Day care service*
- *Diverse health facilities, healthcare hub and substations along paths*
- *More community places and centers*

# 9 | Areas of Change

The participants were asked to help identify areas they would like to see change within the NWEII TOC project area. The activity's goal was to help identify and delineate the areas based on the type or intensity of the change they would like to see happen. There were three categories: Preserve/Stabilize, Retrofit, and Redevelop. This exercise also took into consideration information such as underutilized and vacant sites.



Alta Vista Neighborhood Watch GAIN Event (October 28, 2023)

Metro District TOC Project Workshop #1

## Day 2 | Land Use Activity- Areas of Change Map

Use the associated marker to map out areas that you want to:  
*Utiliza el marcador asociado para trazar las áreas que deseas:*



### Preserve / Stabilize:

Those areas that would stay as they currently exist, such as single-family residential neighborhoods with an established density (dwelling units per acre) or restoration of existing buildings.

### Preservar / Estabilizar:

*Aquellas áreas que permanecerían tal como existen actualmente, como los vecindarios residenciales unifamiliares con una densidad establecida (unidades de vivienda por acre) o la restauración de edificios existentes.*



### Retrofit:

Those areas that would benefit from additional landscaping within the right-of-way or parking lot, adaptive reuse of structures or adding new buildings to vacant properties or parking lots at the same scale as surrounding neighborhoods.

### Modernizar:

*Aquellas áreas que se beneficiarían de un paisaje adicional dentro del derecho de vía o estacionamiento, reutilización adaptativa de estructuras o la adición de nuevos edificios en propiedades o estacionamientos vacantes, manteniendo la misma escala que los vecindarios circundantes.*



### Redevelop:

Those areas that may completely redevelop including a change in the scale and intensity of the land use.

### Reformar:

*Aquellas áreas que podrían experimentar una completa reurbanización, incluyendo un cambio en la escala e intensidad del uso del suelo.*

## Exercise 1

Early in the engagement process, community members participated in an activity that asked them to identify areas they liked yet felt needed to be stabilized and strengthened, areas they wanted to see changed (retrofitted), and areas they wanted to see improved (redeveloped). This activity was carried out at various community events. A different version of this activity was conducted on Day 2 of the Workshop.

Areas to be strengthened (preserved and stabilized):

- Castles n Coasters
- Rose Mofford Sport Complex
- Cholla Library
- Residential neighborhoods

Areas to be retrofitted or changed:

- Cortez Park

Areas to be redeveloped:

- Former Metrocenter Mall

## Exercise 2

The areas of change activity was executed during Day 2 of the workshop. Community members broke out in groups of approximately six and sat around a table with an enlarged map of the project area. They were given three different colored markers to represent areas desired to be redeveloped (red marker), retrofitted (blue marker), and preserved/stabilized (green marker), and given instructions to delineate the three areas.



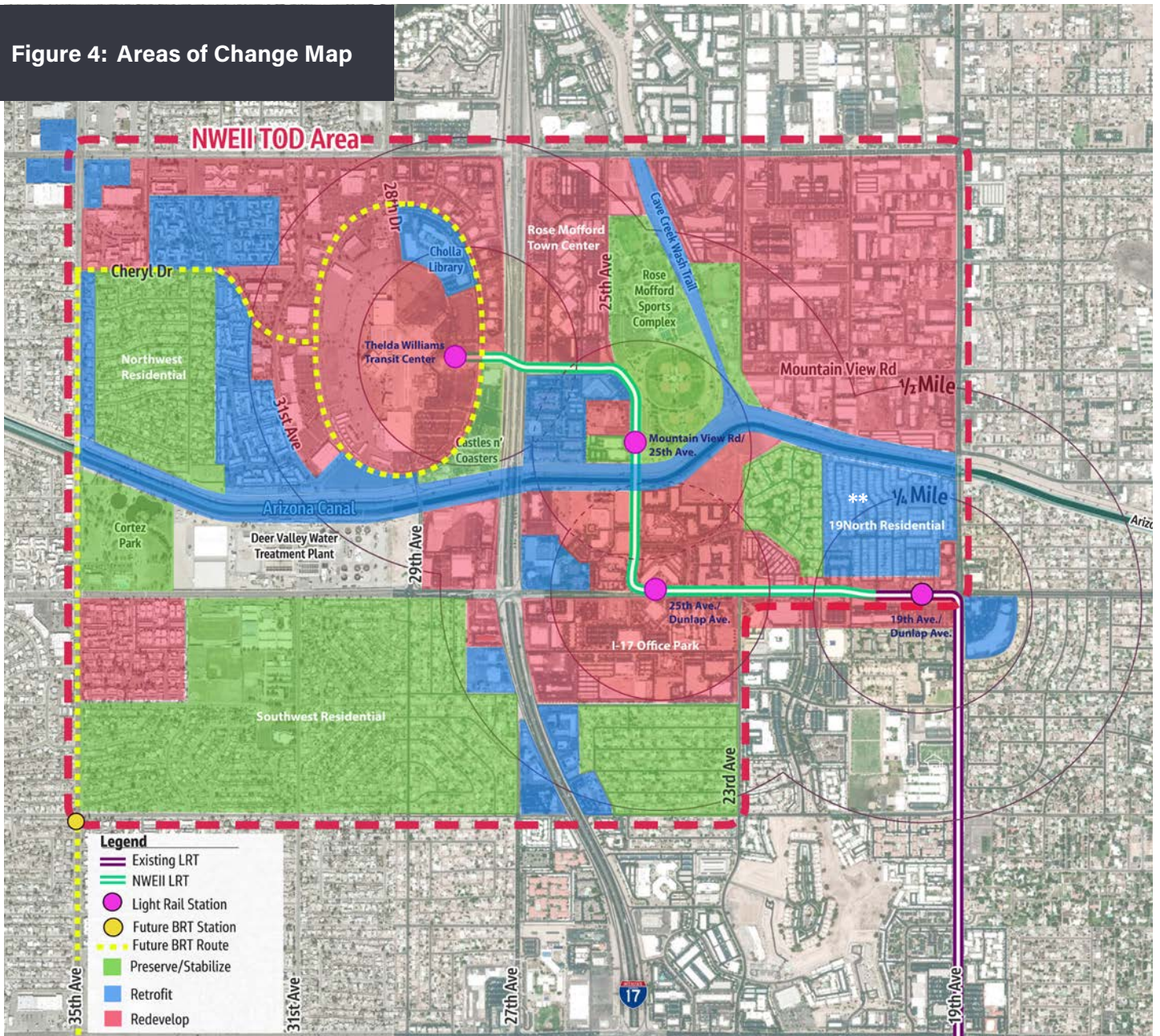
## Land Use Activity

The discussion focused on land uses in the area and how they aligned with desires for retrofitting, preserving/stabilizing, or redeveloping in the area. For example, the participants concluded that most of the residential areas within the project area were important to preserve and enhance due to the proximity of the light rail, and the density needed to support transit and other investments. On the other hand, the industrial areas were deemed for redevelopment. For example, the northeast quadrant of the project area is mainly industrial. This is an area that most participants classified as prime for redevelopment. Pictured to the left are the maps the community worked on to identify the areas of change.

To see comments provided in the workshop, please see: [Appendix N Areas of Change Maps](#)



Figure 4: Areas of Change Map



*\*Map Note: This map will need further research and is based on a small sample-size of the community.*

The 'Community Identified Areas of Change Map' was created in a collaborative effort, depicting the areas the community wants to see preserved/stabilized, retrofitted, and redeveloped.

Community members were asked to identify areas that were at risk of displacement. The Northwest Extension Phase II / Metro District rejects displacement of the existing residents and businesses, such as 19 North Residential\*\*. This plan will prioritize equitable community identified investments and services for the most vulnerable populations.

## Identified Areas

Below is a summary list of the areas participants identified for redevelopment, retrofit, and preserving.

### Areas for Redevelopment:

Areas that may completely redevelop including a change in the scale and intensity of the land use.

- Metrocenter mall area, extending to the intersections of Peoria Avenue and 35th and Peoria and 19th Avenue. The participants identified this area for redevelopment consisting of the following:
  - » A regional entertainment destination hub
  - » High density mixed housing, shopping/retail, restaurants, movie theater, and space for outdoor activities such as farmers market
  - » Mixed uses
  - » Pedestrian connectivity with a street grid mobility network
- Rose Mofford Town Center –
  - » Redevelop into mixed use commercial, office and residential
  - » Provide complementary uses such as restaurants, coffee shops, small neighborhood convenience stores
  - » Redevelop with similar height and intensity as Metrocenter mall area.
- Industrial area on northeast corner of project and bound by Cave Creek Wash Trail to the west, Arizona Canal on the south, 19 North to the east, and Peoria Avenue to the north. Comments provided included the following:
  - » Reconnect to street grid
  - » Support current tech school
  - » Redevelop to incentivize owners for community integration / create a warehouse district
  - » Provide community amenity similar to Millenium Park (Chicago) in the area south of Peoria Avenue, adjacent to Cave Creek Wash Trail and 23rd Avenue to the east
- Stakeholders identified the residential area on the southeast corner intersection of Dunlap Avenue and 35th Avenue as requiring redevelopment but wanted to keep Romanelli's Bakery Deli
- Area south of the Arizona Canal, surrounding the 25th Ave/Dunlap Avenue Station (1-17 Office Park)
- Area along Dunlap Avenue between the 25th Avenue/Dunlap Avenue Station and the 19th Avenue / Dunlap Avenue Station.

### Areas for Retrofitting:

Those areas that would benefit from additional landscaping within the right-of-way or parking lot, adaptive reuse of structures or adding new buildings to vacant properties or parking lots at the same scale as surrounding neighborhoods.

- Retrofit Arizona Canal and Cave Creek Wash
- 19 North Residential
- Area on opposite side of Castle N' Coasters, east of I-17

### Areas for Preserve/Stabilize:

Those areas that community supports the least amount of change, such as single-family residential neighborhoods with an established density (dwelling units per acre) or restoration of existing buildings.

- Southwest residential area
- Northwest residential area
- Southeast residential area

# 10 | Priority Investment Areas

Community input on the types of investments they would like to see revolved around many of the emerging themes outlined previously in the 'Community Vision' section (page 23). More than 95 investment types were presented and used in Day 4's activity (as shown on pg. 30) and have been synthesized into the following priority element investment maps.

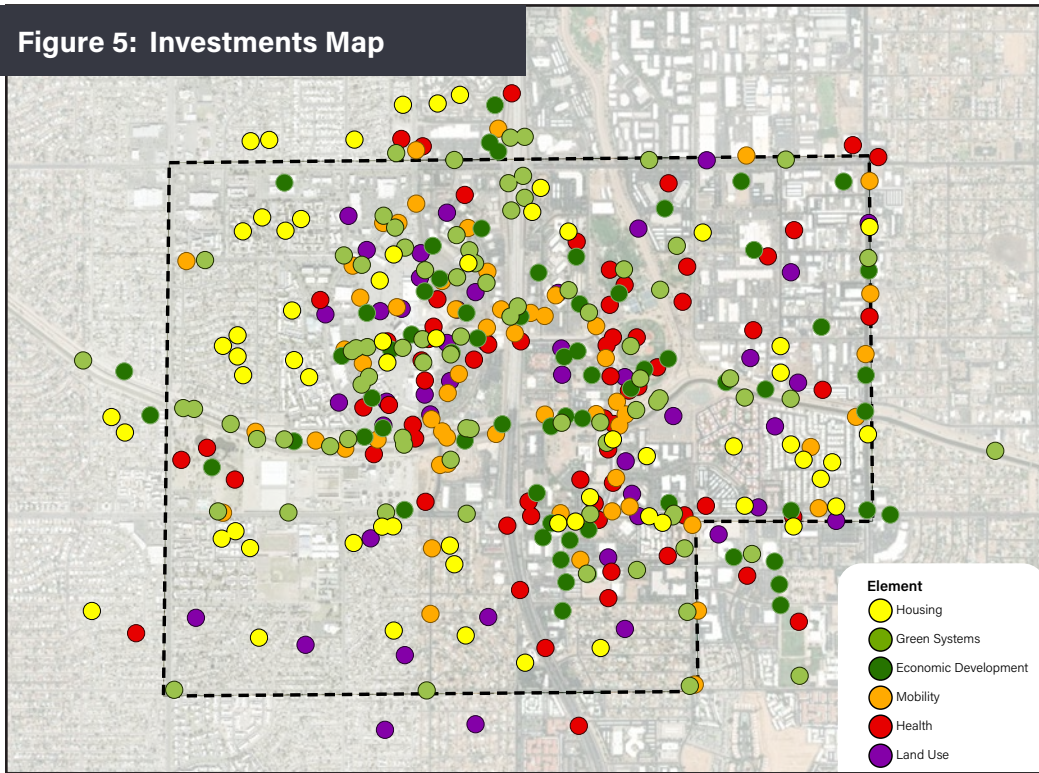
## Economic Development Activity



On Day 4 of the workshop's focus activity for Economic Development, four maps were available to participants to select and discuss the types of investments they would like to see in the community. Each group was centered around one of the four quadrant maps in the study area to allow for more site-focused discussions. A set of bilingual Investment cards were provided for each of the six elements and included a variety of topics and definitions, such as design policies and multi-modal site facilities. Corresponding colored sticker-dots for each of the elements were used for groups to write-in their specific investment type's associated acronym.

To see comments provided in the workshop, please see: [Appendix O: Economy Investment Maps](#)

Figure 5: Investments Map



Nearly 400 comments were received and had many overlaps across quadrant maps.

To see each investment by element provided in the workshop, please see: [Appendix O: Economy Investment Maps](#)

Land Use	
EOD	Ease of Development
PR	Parking Reductions
WUC	Walkable Urban Center
WUN	Walkable Urban Neighborhood
WS	Walkable Suburban
MS	Main Street Corridor
UC	Urban Campus
UI	Urban Industrial Zone

Housing	
WUL	Walkable Urban Low Rise
WUM	Walkable Urban Mid Rise
HR	Housing Revitalization
CH	Co-Housing/Multi-Generational
MI	Mixed Income Housing
SE	Stabilize / Enhance Existing Neighborhood
DP	Displacement Policy
MG	Multi-Generational Housing

Green Systems	
GC	Green Civic Space
GP	Green Parking
NR	Neighborhood Retention
WC	Water Capture + Reuse
NS	Natural Shading + Cooling
GS	Green Streets
ES	Engineered Shade + Cooling
LS	Landscape Standards

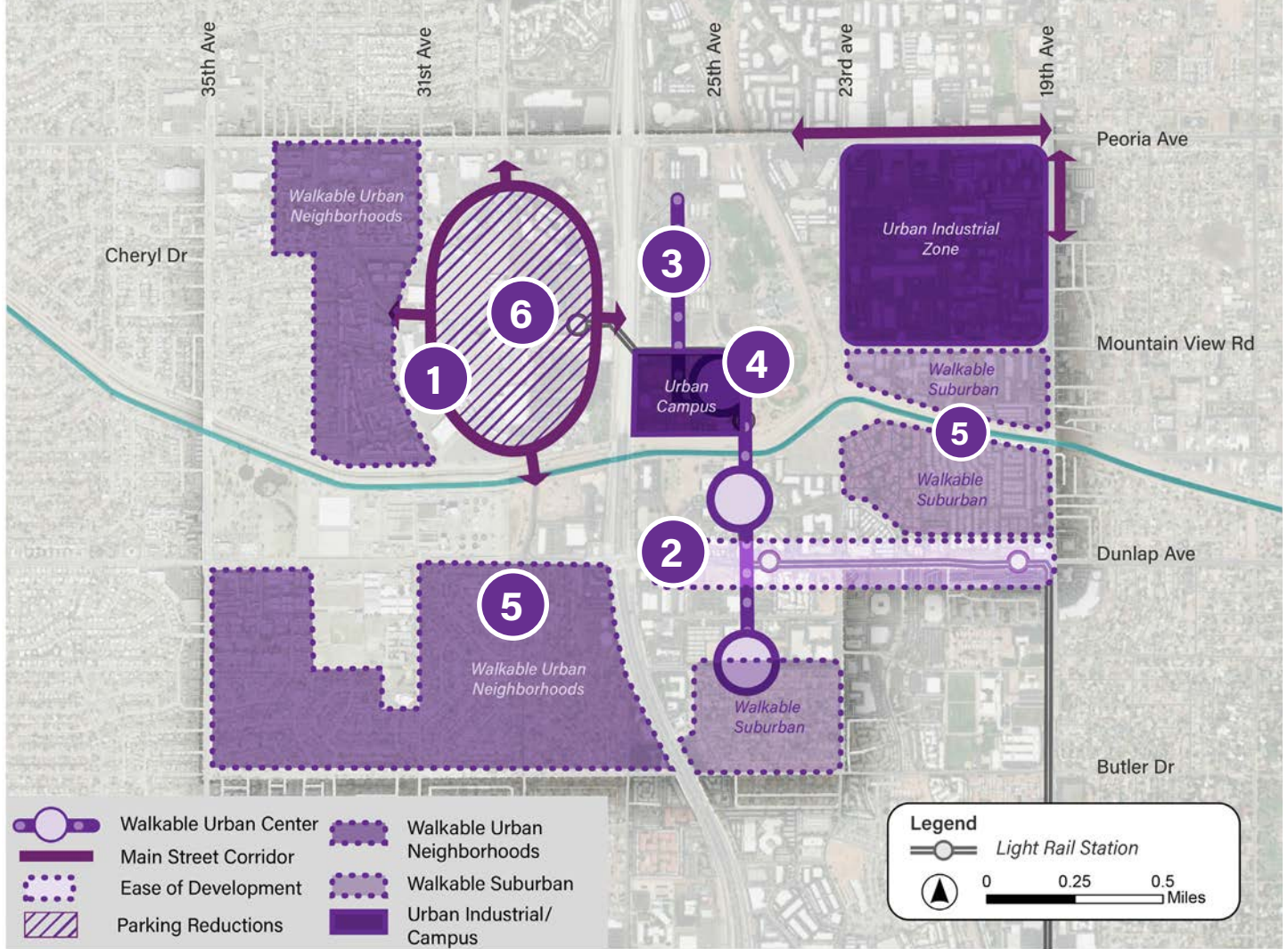
Economic Development	
CL	Community Learning Center
QN	Quality Neighborhood School
BC	Business Cluster
DL	Daily Living Amenity
PA	Public Art
PF	Public Festival
BI	Business Incubator
LO	Locally Owned Business
DM	District Marketing Program
CF	Community Facility
AR	Adaptive Reuse Development
MU	Mixed Use Development
CA	Community Anchors
CB	Corridor Brand
ED	Eco-District
WE	Workforce and Education

Mobility	
MM	Multi Modal Street
FB	Frequent Bus
EB	Enhanced Bus Stop
UC	Urban Circulator
P	Paseo
BS	Bike Share Station
BC	Bike Center
PP	Public Parking Facility
WS	Wayfinding Signage
CS	Car Share Station

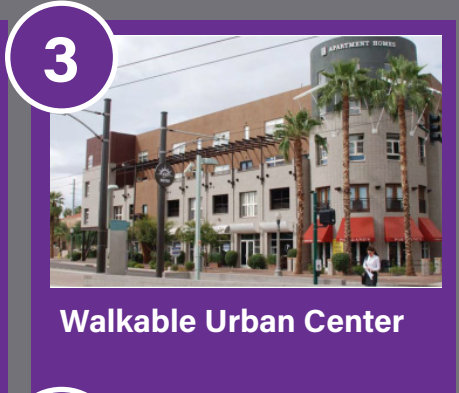
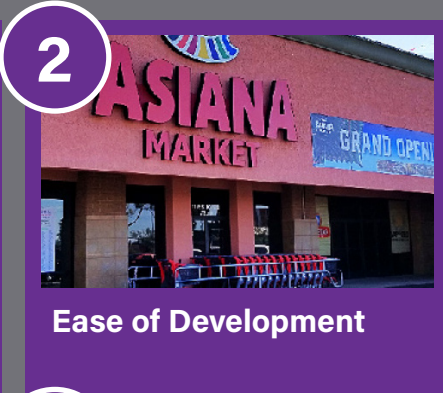
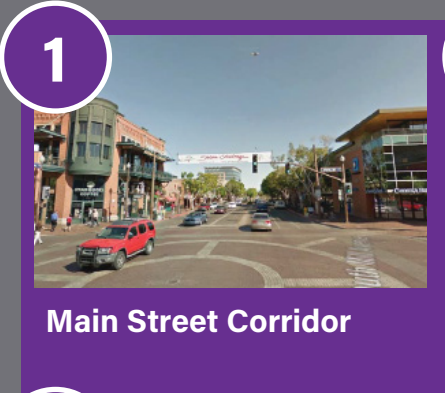
Mobility	
FL	Address First/Last Mile Transportation Gap
DT	Discounted Transit Passes

Health	
CGS	Corner Grocery Store
FS	Full Service Grocery Store
FM	Farmer's Market
UA	Urban Agriculture
CG	Community Garden
MG	Mobile Grocery
AP	Active Park
PP	Passive Park
CC	Community/Rec Center
SS	Safe Sidewalks
SB	Safe Bike Lane
SI	Safe Intersection
TC	Traffic Calming
PSC	Protective Shade and Cooling
AF	Active Frontages
UC	Urgent Care Facilities
NSC	North South Connectors
SP	Skate Park
DP	Dog Park
DS	Design Strategies
PD	Pedestrian Design Strategies

# Land Use Investments | Opportunities



## Top 6 Investments





# Mobility Investments | Opportunities



Top 6 Investments

1  
  

**Paseo**

2  
  

**Bike / Car Share Stations**

3  
  

**Urban Circulator**

4  
  

**Wayfinding Signage**

5  
  

**Multi-Modal Street**

6  
  

**Enhanced Bus Stop / Frequent Bus**

# Health Investments | Opportunities



## Top 6 Investments

**1**

**Active Frontages**

**2**

**Farmer's Market / Mobile Grocery**

**3**

**Full-Service / Corner Grocery Stores**

**4**

**Community / Recreation Center**

**5**

**Safe Intersections / Connectors**

**6**

**Pedestrian Design Strategies**

# Green System Investments | Opportunities



**Top 6 Investments**

1



Green Streets

2



Natural + Engineered  
Shade & Cooling

3



Green Parking

4



Landscape Standards

5



Neighborhood Retention/  
Water Capture + Reuse

6



Green Civic Space

# Economic Development Investments | Opportunities



**Top 6 Investments**

**1**

**Adaptive Re-Use / Mixed-Use Development**

**2**

**Corridor Brand**

**3**

**Public Art**

**4**

**Community Learning Centers**

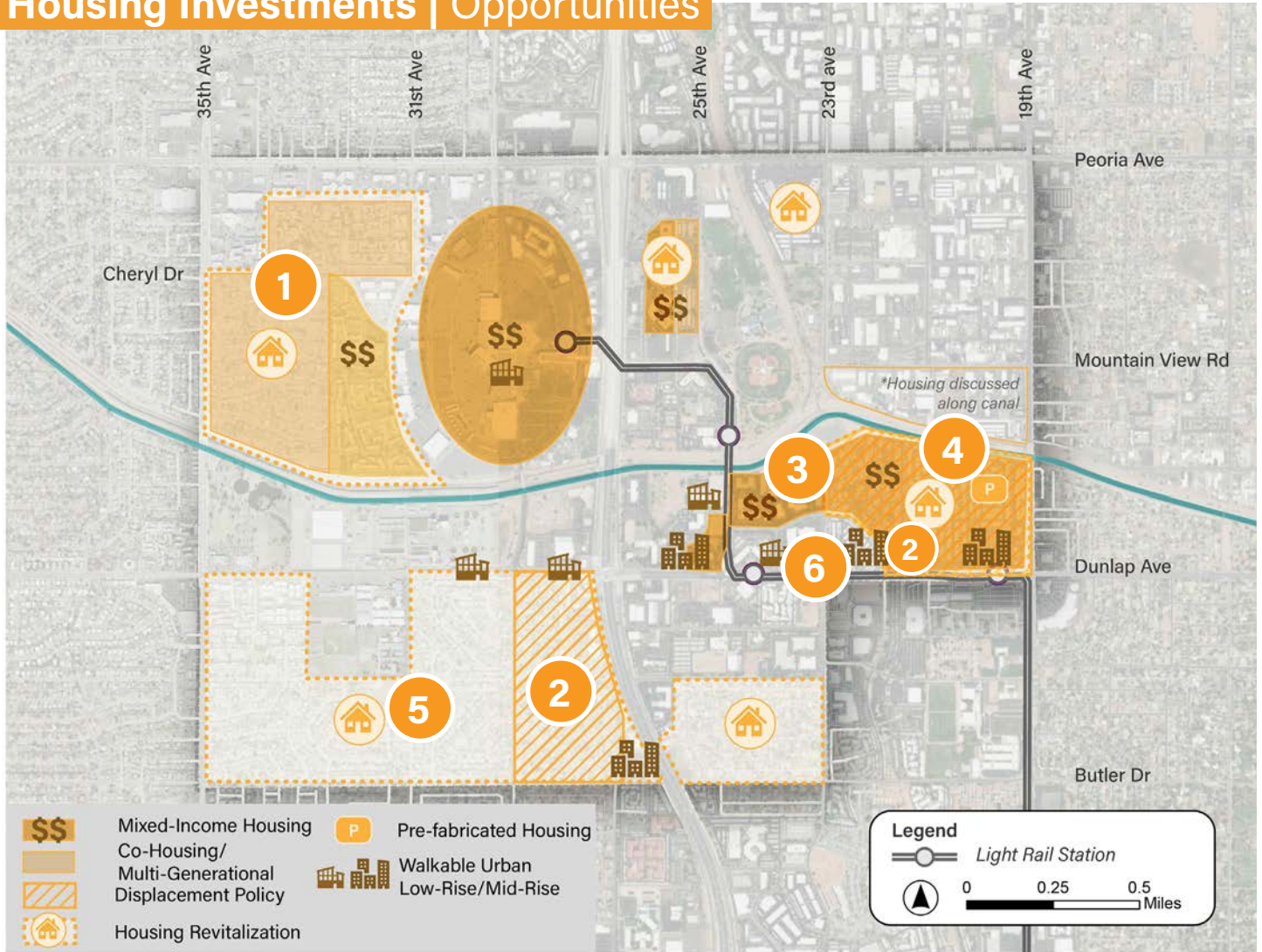
**5**

**Locally-Owned Businesses**

**6**

**Public Festival**

# Housing Investments | Opportunities



Top 6 Investments

**1**



**Co-Housing/ Multi-Generational**

**2**



**Displacement Policy**

**3**



**Mixed-Income Housing**

**4**



**Prefabricated Housing**

**5**



**Housing Revitalization**

**6**



**Walkable Urban Low-Rise/Mid-Rise**

# 11 | Priority Investments & Areas of Change



## Addressing Barriers

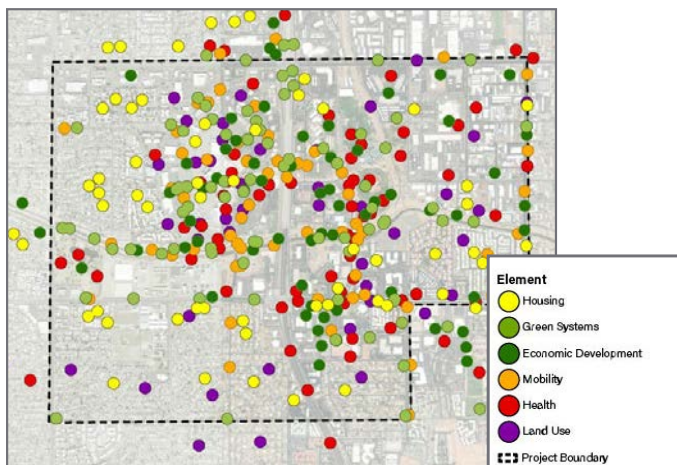
The Study Area is bisected into many subareas due to environmental conditions and infrastructure.

- **I-17 Corridor**- The I-17 Freeway poses as both a regional entry for vehicular traffic in the area as well as a barrier for pedestrian and non-motorized users that have limited crossing options, those of which are unsafe.
- **Canal**- Although an asset for accessing the Cave Creek Wash Trail and promoting physical activity, it also is underutilized and abuts an industrial area to the northeast and water-treatment facility to the south. With no major crossings (aside the east pedestrian access to Rose Mofford Park and Cortez Park), it further splits any potential for north-south crossings.

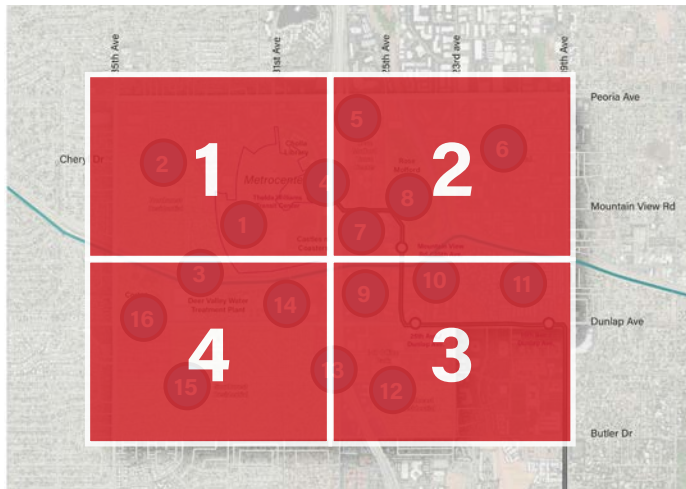
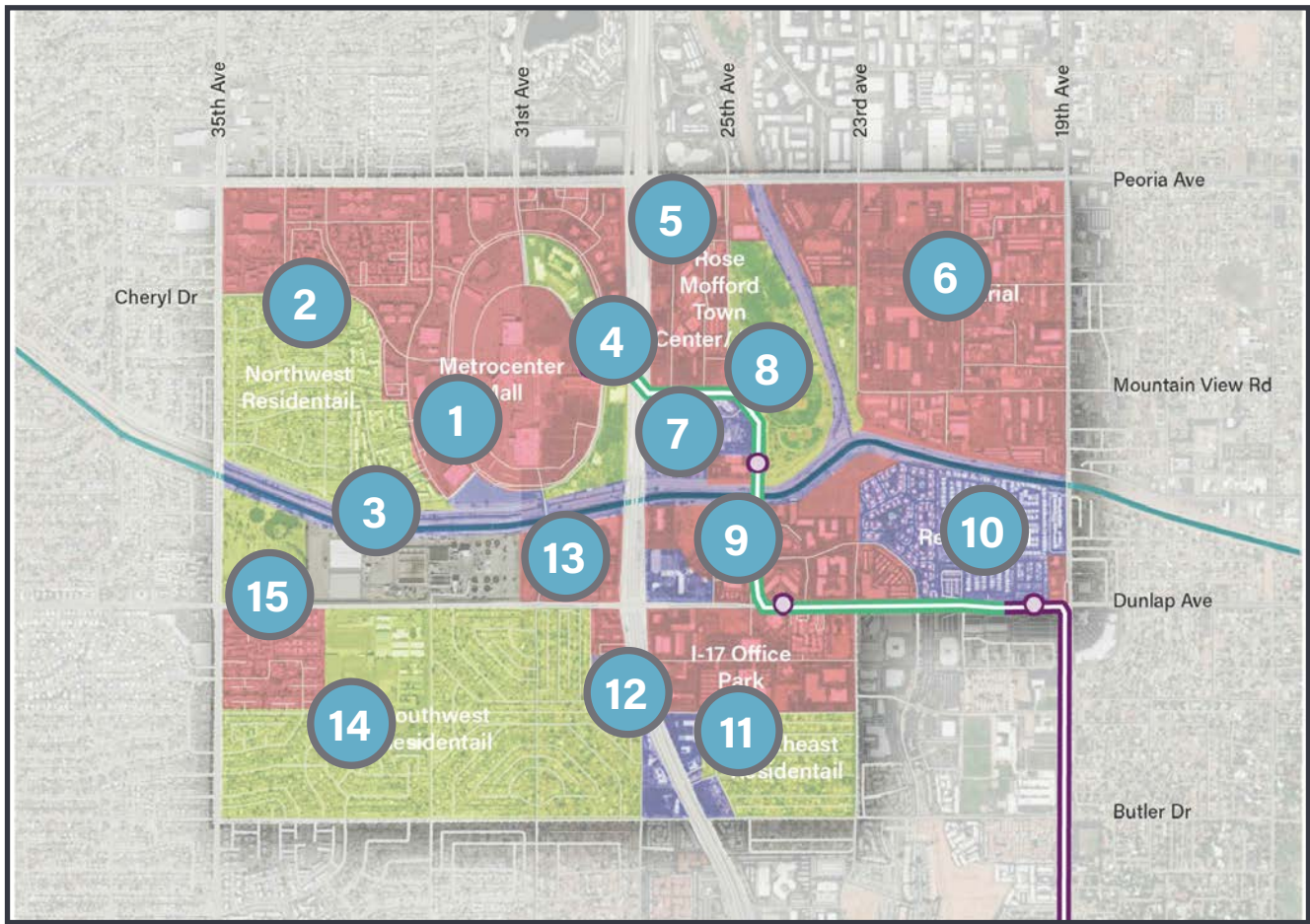
- **Land Use**- There are several prominent land uses and entities that encompass a significant portion of the study area:
  - » **Metrocenter**- In the northwest corner, the former Metrocenter mall holds significant value to the community and is currently under massive redevelopment. Concern among existing community members was expressed for serving both the needs of nearby residents and the broader area.
  - » **Industrial**- The northeast corner is composed of large industrial uses that separate the adjacent neighborhoods to the northeast from the parks and entertainment assets in the study area. It is further isolated from non-motorists due to the canal. Community vision to allow more pedestrian entertainment along the canal and permeability from neighborhoods may be limited due to the nature of its existing zoning and allowed uses.
  - » **Residential**- Most of the community residential is in the southwest quadrant south of Dunlap Ave, to the west of Metrocenter in the northwest quadrant, and a pocket of residential in the southeast quadrant (south of the Office Park area). 19 North Residential is the closest neighborhood within the study area that has access to the Northwest Light Rail Extensions and is most impacted. Input from community members include active policies to assist residents with mitigating the impacts of light rail development.

Investment Map

Areas of Change Map



The following sections identify the prioritized investments (left- Investment Maps) aligned to the areas of change (right- Areas of Change Map).



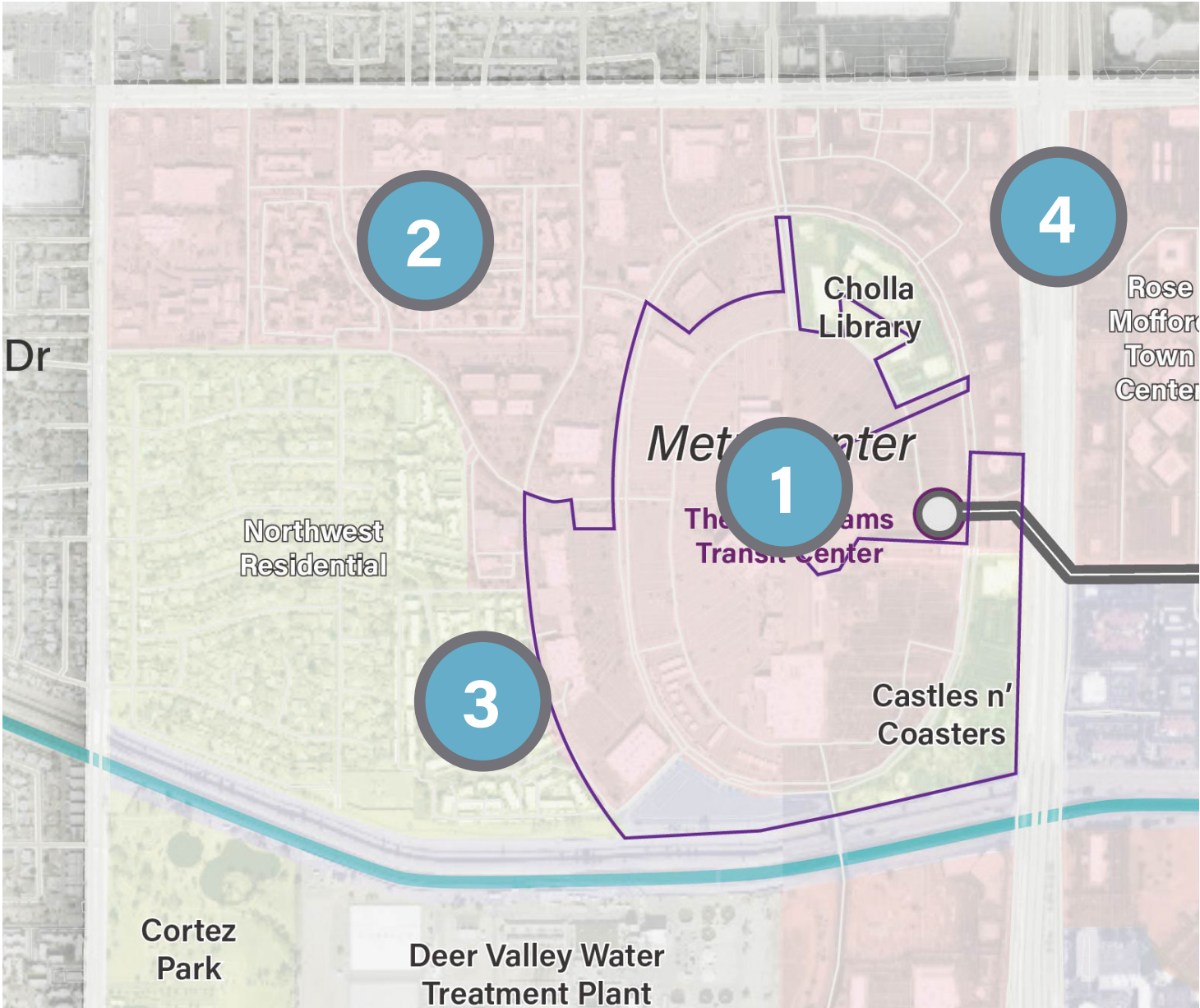
Similar to the Investment Maps activity, the study area map is shown in the following pages into the quadrants seen above.

The following priority investment areas identify 15 key areas:

1. Metrocenter PUD
2. Northwest Retail & Residential
3. Southern Canalscape
4. Crossing the I-17
5. Rose Mofford Town Center Mix
6. Industrial Area & Extending the Grid
7. Health & Wellness Medical Hub
8. Rose Mofford Sports Complex
9. Light Rail
10. 19 North Residential Preserve
11. Office Park Connections & Southeast Residential
12. Connecting the I-17 Neighborhoods
13. Metrocenter Entrance & I-17/ Dunlap
14. Stabilizing the Southwest Residential
15. Connecting Community Assets



# Northwest Quadrant



## NORTHWEST QUADRANT - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The northwest quadrant has prioritized a variety of investments that align with the vision of the area. The following map identifies the community identified and prioritized investments associated with the 6 elements.

**LEGEND**

- Preserve / Stabilize**
- Redevelopment**
- Retrofit**



1

### Metrocenter PUD

- Desire to see walkable, active mobility throughout Metrocenter via
  - » Main Street Corridor surrounding Metrocenter area
  - » Green Streets along southwestern entry from canal to Cheryl Dr. along with traffic-calming measures
  - » Natural shade & engineered structures through Metrocenter Parkway, along westside north to 31st Ave., at Cholla Library, and at Metrocenter transit entrance
- On east side, focus on parking through Parking Reductions, parking facility, and bike/car share stations. Green Parking near Castles n' Coasters
- Mixed-Use Development
  - » Public Festivals events on the east side (near the Transit Center)
  - » Locally-owned businesses & support
  - » Mixed-Income Housing
  - » Walkable Urban Low-Rise
- Station entrance to Metrocenter should include Public Art and focus on safe intersections
- Southwest corner could include Community Learning Center/Facility and active frontage along canal that can host events such as farmer's markets
- Green Civic Space near Cholla Library
- Access to Healthy Foods through a full-service grocery store, community gardens, and pop-up events such as a mobile grocery store or more prominent Farmer's markets
- Dog Park

3

### Southern Canalscape

- Along canal should include a corridor brand with public art and natural shade
- On northern canal abutting Metrocenter, consider active frontage with Locally-Owned Businesses, hosting farmer's market on vacant lots, and a paseo (extending westward to residential)
- Wayfinding signage and Safe / Enhanced Bike Lanes along canal and at Metrocenter entrance
- North-south connectors across the canal to allow for access to Cortez Park recreation and northwest Residential and Metrocenter

2


### NW Retail and Residential

- Community Anchor in northern retail along Peoria Ave.
- Structured shade along Cheryl Dr. entrance
- Passive Park at corner of Cheryl Ave. and 31st Ave.
- Walkable Urban Neighborhoods between 31st and 33rd Ave. and extending from the Canal to Peoria Ave.
- Stabilize/Enhance Existing Housing (Revitalize)
- Multi-Generational Housing along Cheryl Dr. to the north, and from 35th Ave. to 33rd Ave. south
- Mixed-Income Housing near Metro Parkway, south of Cheryl Dr. between 31st and 32nd Ave.
- Urban Circulator throughout Metrocenter Mall and around Dunlap
- Paseo along southern canal

4

### Crossing the I-17

- Corridor Brand for a crossing from Rose Mofford Town Center into Metrocenter Development with a walkable paseo
- This crossing is envisioned to have natural and engineered shade structures to promote pedestrian activity alongside transit such as an urban circulator. Millennium Park and High Line Linear Park were cited as examples.
- Frontage along the I-17 is also suggested to be re-envisioned with landscape standards and public art, with potential for a paseo between noise mitigation wall



# Northeast Quadrant



### NORTHEAST QUADRANT - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The northeast quadrant has prioritized a variety of investments that align with the vision of the area. The following map identifies the community identified and prioritized investments associated with the 6 elements.

LEGEND	
	Preserve / Stabilize
	Redevelopment
	Retrofit

5

**Rose Mofford Town Center Mix**

- Walkable Urban Center and Mixed-Use Development with locally-owned businesses and housing
  - » Mixed-Income Housing and Co-Housing/Multi-Generational & Housing Revitalization
  - » Urgent Care facility
- Corridor brand and Paseo to serve as connectors extending from Metrocenter with Natural and Engineered Shade
- Active Frontages alongside Light Rail with Multimodal streets and Urban circulator

7

**Health & Wellness Medical Hub**

- Bike Share Station located near transit center and Rose Mofford Sports Complex
- Corridor brand and Paseo alongside Canal with wayfinding signage, public art, and natural/engineered shade
- Potential Medical hub (Urban campus) to serve as a community anchor and walkable urban center with existing Thunderbird VA health clinic to support business incubators and workforce education
  - » Urgent care facility
- Passive park along canal

8

**Rose Mofford Sports Complex**

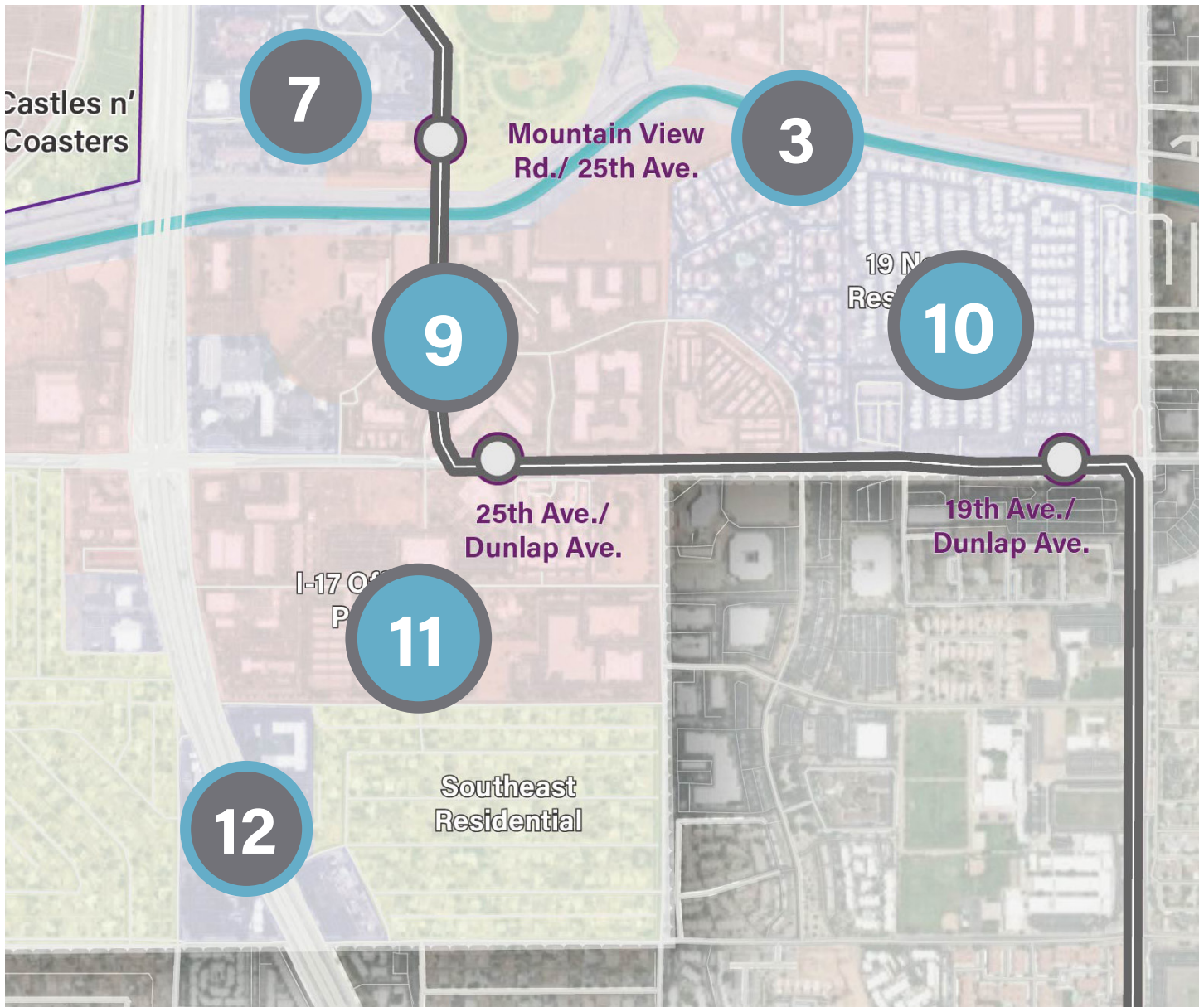
- Community learning center/facility near Mountain View Rd. & 25th Ave. transit stop or near Rose Mofford Town Center
- Dog & Skate park facilities, passive park abutting industrial area
- Farmer's market adjoining Rose Mofford Town Center mixed-use

6

**Industrial Area & extending the Grid**

- Green Civic space on 23rd Ave. and NE corner of Rose Mofford Sports Complex
  - » Community Learning Center/Facility
  - » Housing Revitalization suggested (south of Peoria Ave. )
- Retrofit/Redevelop area south of Mountain View Road and along Canal to include:
  - » Co-Housing/Multi-Generational and allow community permeability through east-west of the study area
  - » Locally-Owned businesses
  - » Walkable Urban/Suburban development
  - » Active Frontage alongside canal
- Urban Industrial Zone from 23rd Ave. to 19th Ave. and between Peoria Ave. and Mountain View Rd:
  - » Adaptive Re-Use Development east of 21st Ave. to 19th Ave.; Mixed-Use along 19th Ave. segment
  - » Workforce & Education with Business Incubators discussed (potential partnerships with trade school programs to southeast)
  - » Urban Agriculture to address food insecurity to surrounding northeast area and regional distribution needs
  - » Design Strategies to mitigate environmental impacts
- East of I-17 along Peoria Ave. :
  - » Green Streets
  - » Frequent Bus service
  - » Multimodal Street along 19th Ave. from Peoria Ave. to canal
- Main Street Corridor from 24th Ave. to 19th Ave. (along Peoria Ave. east) and on 19th Ave. south to Cheryl Dr
  - » Safe Intersection at 19th Ave. and Peoria Ave.
  - » Traffic Calming along 19th Ave. from Peoria Ave. to Mountain View Road
  - » Safe Sidewalks bordering Urban Industrial Zone (23rd Ave. & Mountain View Rd)

# Southeast Quadrant



## SOUTHEAST QUADRANT - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The southeast quadrant has prioritized a variety of investments that align with the vision of the area. The following map identifies the community identified and prioritized investments associated with the 6 elements.

### LEGEND

- Preserve / Stabilize
- Redevelopment
- Retrofit

9

**Light Rail (LR)**

- Walkable Urban Center along light rail line
- Active frontage along 25th LR line on 25th Ave. to Dunlap/23rd Ave.
- Urban Circulator along LR on 25th Ave. & west on Dunlap Ave.
- Mixed-Use Development on 25th Ave. from canal to Dunlap Ave.
  - » Multimodal Street
  - » Bike Share Station
  - » (west) Protective Shade & Cooling
  - » (west) Urgent Care facility
  - » Bike Center along 25th Ave. & Dunlap Ave. (northside) LR stop
  - » Mixed-Income Housing
  - » Walkable Urban Low Rise along 25th Ave. LR stop and Canal; Walkable Urban Mid-Rise at corner of NW corner of 25th Ave. / Dunlap Ave.
  - » Green Civic Space along west side of 25th Ave.
- Along canal Green Parking on 23rd Ave. Engineered shade

10

**19North Residential**

- Discounted Transit Program
- Bike Share Station along canal entrance to study area (along with wayfinding signage)
- Bike Center along Dunlap south of Light Rail stop
- Walkable Suburban land use including:
  - » Walkable Urban Mid-Rise from 23rd Ave. along Dunlap,
  - » Provide Mixed-Income Housing
- Stabilize/Enhance Existing Housing, may conflict with comments for:
  - » Ease of Development notated along Dunlap Ave.
  - » Mixed-Use Development on NW corner of Dunlap Ave. & 19th Ave.
- Displacement Policy
- Along Light Rail on Dunlap Ave. from 23rd Ave. to 19th Ave. :
  - » (EcoDistrict was notated)
  - » Safe Sidewalks

11

**Office Park Connections**

- Along 23rd Ave. south of Dunlap:
  - » Bike Share Station & facilities
  - » Natural & Engineered Shade, including protective shade & cooling
- Green Street along Dunlap Ave.
- Adaptive Reuse Development for I-17 Office Park:
  - » Engineered shade
  - » Business Cluster
  - » District Marketing Program
  - » Full-Service Grocery Store
- Connect, through I-17 Office park, the Light Rail hub north of Dunlap & 25th Ave. to southeast residential on Alice Ave. via Walkable Urban Center. Include:
  - » Traffic calming

**Southeast Residential:**

- Stabilize/ Enhance Existing Housing
- Walkable Suburban
  - » Walkable Urban Center along 25th. Ave. & Alice Ave.
  - » Quality Neighborhood School along Butler & I-17
  - » Bike Share station & facilities along 23rd Ave.

3

**Southern Canalscape**

- Along canal should include a corridor brand with public art and natural shade
- On north side of canal abutting Industrial area (#6) alongside re-envisioned canal area, consider active frontage with Locally-Owned Businesses, hosting farmer's market on vacant lots, and a paseo (extending westward to residential)
- Wayfinding signage and Safe / Enhanced Bike Lanes along canal from I-17 to 25th Ave. Light Rail
- North-south connectors across the canal to allow for access to Cortez Park recreation and northwest Residential and Metrocenter

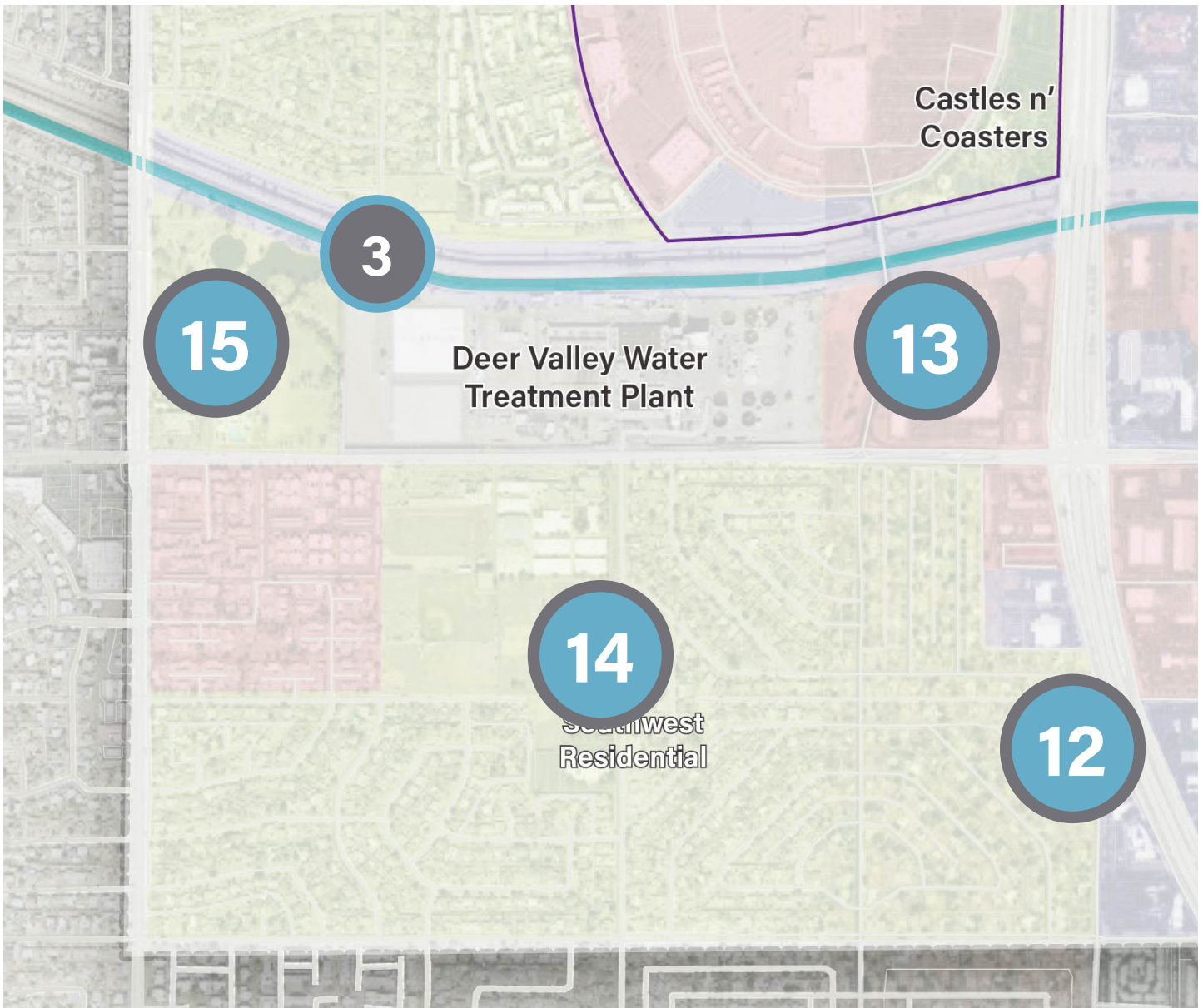
12

**Connecting the I-17 neighborhoods**

- East-west connectors across I-17 along Alice Ave. , Butler Dr, & Metrocenter Canal
- Pedestrian design on commercial lots abutting residential to freeway
- Safe intersections at corner of Dunlap Ave. & I-17
- Quality Neighborhood School along Butler & I-17



## Southwest Quadrant



### SOUTHWEST QUADRANT - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The southwest quadrant has prioritized a variety of investments that align with the vision of the area. The following map identifies the community identified and prioritized investments associated with the 6 elements.

#### LEGEND

-  Preserve / Stabilize
-  Redevelopment
-  Retrofit

12

### Connecting the I-17 neighborhoods

- East-west connectors across I-17 along Alice Ave, Butler Dr, & Metrocenter Canal
- Pedestrian design on commercial lots abutting residential to freeway
- Safe intersections at corner of Dunlap Ave. & I-17
- Quality Neighborhood School along Butler & I-17

14

### Stabilizing the southwest Residential

- Circulator along Dunlap through Metrocenter Mall
- Stabilize/Enhance Existing Housing for Southeast Residential south of Dunlap Ave.
  - » West of 31st Ave. - Housing Revitalization identified throughout Southwest Residential
  - » Displacement policy identified east of 31st Ave. to I-17
- Walkable Urban Neighborhoods
  - » Walkable Urban Low-Rise identified from 31st Ave. to I-17
  - » Walkable Mid-Rise on southern corner of Butler Dr. & I-17

3

### Southern Canalscape

- Along canal should include a corridor brand with public art and natural shade
- Wayfinding signage and Safe / Enhanced Bike Lanes along canal from 35th Ave. to 25th Ave. Light Rail
- North-south connectors across the canal to allow for access to Cortez Park recreation and northwest Residential and Metrocenter
- On south side of canal abutting Cortez Park consider active frontage

13

### Metrocenter entrance & I-17/ Dunlap

- Urban Circulator along 31st Ave. entrance
- 31st Ave. multi-modal facilities to include:
  - » Safe/Enhanced bike lanes
  - » Engineered & Natural Shade

15

### Connecting Community Assets Cortez Park, High School, & Dunlap

- Urban Circulator along Dunlap through Metrocenter Mall
- Green Streets along Dunlap Ave.
- Engineered shade at:
  - » Cortez Park/Dunlap
  - » Cortez High School
- Multimodal Street along 29th Ave. from Metrocenter entrance to Southwest residential
  - » Paseo at Metrocenter entrance (to Dunlap) and within southwest Residential
- Cortez Park to include:
  - » Community Learning Center/ Facility
  - » Dog Park
  - » Protective Shade & Cooling
- Public Art along Dunlap Ave. (near Deer Valley Water Treatment Plant) and along canal

# 12 | Mobility Focus



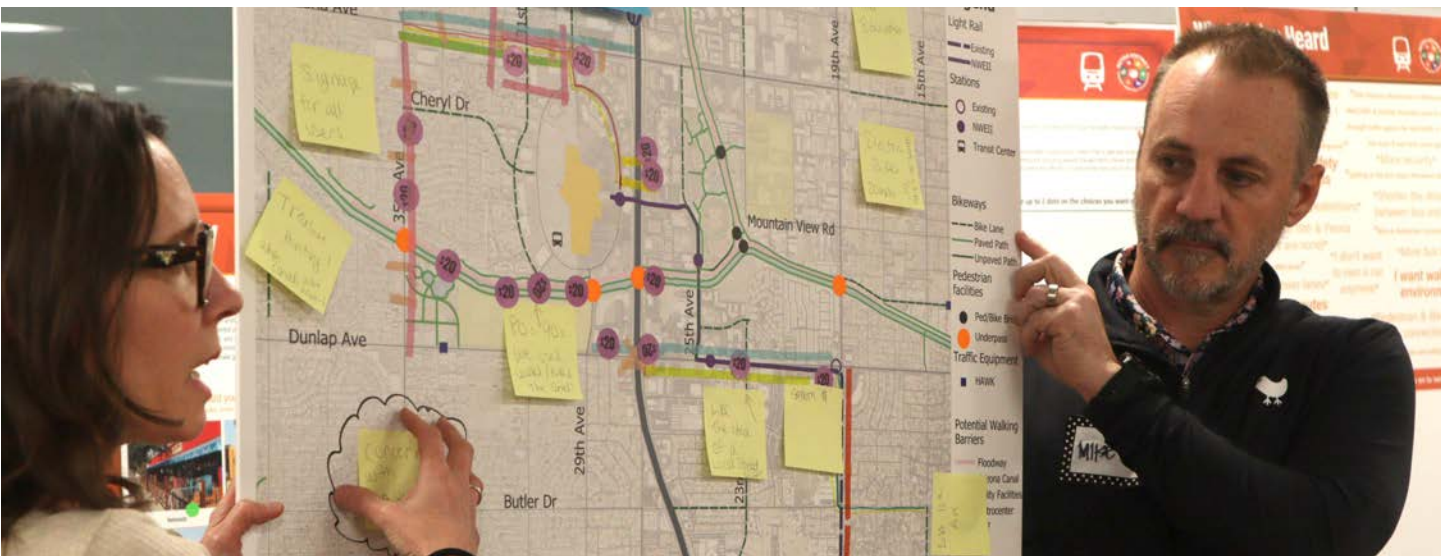
Participants were able to map routes to their nearest light rail stop and analyze their modes of travel, willingness to switch, identify barriers and challenges, and prioritize investments on areas addressing travel. The goal of this exercise was to understand how people get to the light rail stations (currently) and by what mode, and discuss a future state of improved routes.

- Many participants indicated they would drive to a park-and-ride facility, either at 19th Avenue and Dunlap or at Metrocenter, with some participants indicating a desire to walk and bike more.

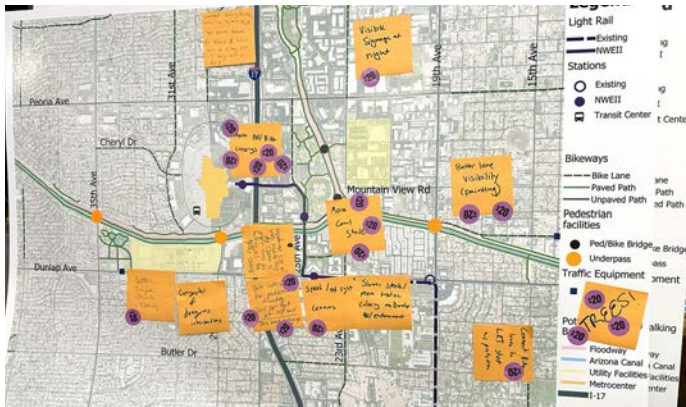
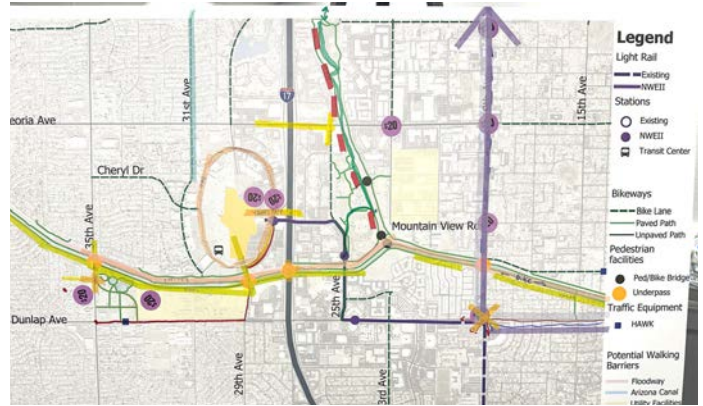
## Improvement options

All four groups identified the need for:

- Pedestrian/bike crossing opportunities over I-17; locations identified were: Butler Drive Road alignment, near the new light rail bridge, and north of the light rail bridge south of Peoria Avenue.
- Intersection safety enhancements at Dunlap intersections (19th Avenue, I-17, and 35th Avenue)
- Shade, especially along the canal.
- Safety improvements and addressing safety concerns at the canal underpasses.
- Connections from the neighborhoods to the canal
- Road Safety improvements were identified as a priority need.
- Pedestrian and bike facilities on 29th Avenue to connect the neighborhoods with the Metro Center light rail station.
- Separated bike lanes as a general need, as well as a need at the 19th Avenue canal crossing.
- Wayfinding signage along the canal and at the Metrocenter area.
- Circulator buses along Metrocenter Parkway to connect to major bus routes and provide access to medical facilities in the area.
- Public transit access to the light rail from neighborhoods east of 19th Avenue.







### Mobility exercise 2- Investment Options

The exercise asked the participants to identify major barriers in the area and prioritize investments for improvements. Each participant was given five \$20 stickers to place them where they'd like to see investments and what to improve first. Below are some key takeaways from the exercise:

- Most money stickers were placed over the I-17 adding more non-motorized crossing opportunities and enhancing the existing ones (at Dunlap Avenue and at Peoria Avenue). Connection to the canal through the water treatment facility was discussed and received investment stickers.
- Investment was identified as needed to connect the canal to the adjacent neighborhoods. One group added most money stickers on bike facilities: bike racks, protected bike lanes, bike centers, bike routes that are connected to existing routes, bike safety. Investment stickers were added to enhanced bus stops with more shades.

See [Appendix P: Mobility Boards](#) for more info.

# 13 | Health & Green Systems



Day 3 participants.

Participants were instructed in a 4-part activity that involved scenario-planning routes to community resources such as parks, schools, grocery stores, and addressing crossings like bridges, tunnels, and identifying linear parks.

## Outcomes:

### Identified Major Arterial Roads for Walking and Biking:

- Commonly mentioned roads across teams include Peoria Ave. , 35th Ave. , 19th Ave. , and Dunlap Ave.
- These roads are crucial for connecting residents to parks, schools, and grocery stores.

### Other Streets and Trails for Walking and Biking:

- A diverse array of other streets and trails were identified, including Butler Dr., Alice Ave., Mercer Ln., and the AZ Canal Trail. These alternatives offer safer or more pleasant routes for residents to parks, schools, and grocery stores.
- The emphasis on using these less trafficked routes underscores the community's desire for a more interconnected and accessible neighborhood.



Scenario-planning route activity.



Participants reported out their group's discussion for areas of challenges when facing route barriers and opportunities.

### Opportunity Sites for Linear Parks:

- Notable suggestions include the Arizona Canal area, various stretches along 31st Ave., and areas surrounding major parks.
- These sites present significant opportunities to increase green space and enhance community connectivity.

### Paths Needing Canopy Trees for Shading:

- Butler Dr, Mountain View Rd, and the Arizona Canal trail were frequently identified as needing more canopy trees.
- Shading these paths would significantly improve walkability, especially during hotter months.

### Pedestrian Environment Improvement Areas:

- Intersections along Peoria Ave. and 19th Ave., and crossings at the Arizona Canal were highlighted for improvement.
- Enhancements in these areas could include better signage, crosswalks, and pedestrian-friendly traffic measures.

### Feedback & Quantifiable Results:

**Feedback from participants was overwhelmingly positive**, with attendees appreciating the opportunity to actively contribute to the planning process. The exercise of mapping out routes and identifying areas for improvement was especially well-received, as it provided a tangible way to visualize potential enhancements.

### Quantifiable results include:

- Identification of over 15 arterial roads and streets as key pathways for walking and biking.
- Proposal of more than 10 specific areas for the development of linear parks.
- Highlighting over 20 paths that would benefit from additional canopy trees for shading.
- Recognition of numerous intersections and crossings in need of pedestrian environment improvements.

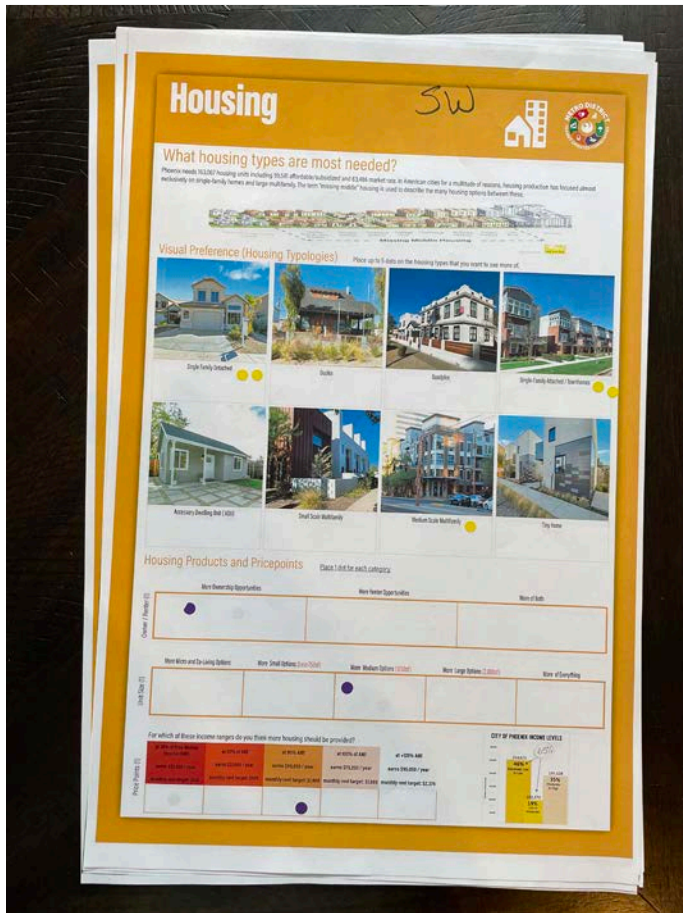
The consensus across groups pointed towards a clear demand for increased green space, enhanced walkability through better-shaded and safer pedestrian pathways, and the strategic placement of linear parks to serve as connectors within the community. This feedback will serve as a foundation for future planning and development initiatives aimed at improving the community's walkability and expanding park space.



Scenario-planning route activity.

See [Appendix Q: Health & Green Systems Boards](#) for more info.

# 14 | Housing



Participants were asked to prioritize from a variety of selections for housing types, opportunities for owners and renters, unit sizes, and price points.

## Housing Types

Nearly a quarter of respondents wanted Medium Scale Multi-Family housing options (27%). Single-Family attached & Town homes ranked second, followed by Small Scale Multi-Family and Quadplexes.

Additional comments included providing housing for single-occupants with Tiny Homes and prioritizing multi-family options over single-family as a whole.

## Ownership vs. Rentership

Overall, more focus was put on home ownership and providing opportunities to make owning a house accessible (30% vs, 7%), but an overwhelming consensus was placed on providing opportunities for both (64%).

## Unit Size

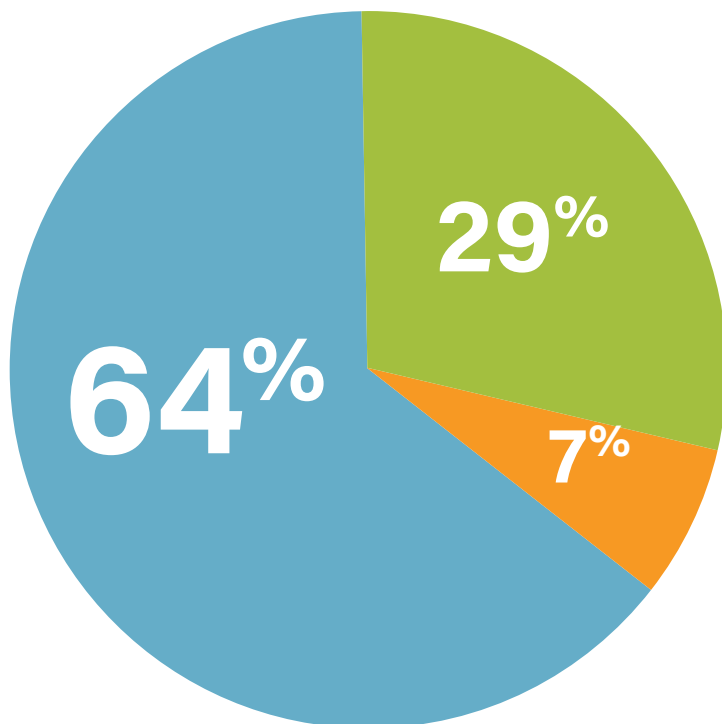
When asked to prioritize their top option, people predominantly wanted to see more medium options (1250sf) but generally wanted more variety in all options. Following selections were placed towards more small options (<750sf) and a small minority for more large options (2,000sf).

## Price Points (based on income)

Majority of respondents agreed that housing should be provided for income ranges at 80% Area Median Income (AMI) (earning \$59,850/year; monthly rent target: \$1,469) or less.

More Opportunities for:

- Owner
- Renter
- Both



See [Appendix R: Housing Survey + Boards](#) for more info.

## Housing Preference Survey Results



### Medium Scale Multi-Family

**22%**



### Single-Family Attached/Town Homes

**17%**



### Small Scale Multi-Family

**15%**



### Quadplex

**13%**



### Single-Family Detached

**12%**



### Tiny Home

**10%**



### Cottage Court

**7%**



### Duplex

**4%**

## Next Steps

A series of public engagement events, including the Public Engagement Workshop #1 provided meaningful and insightful information for the creation of a vision of the future of NWEII Metro District area. Outcomes from the input received will continue to be compiled, analyzed, and then presented back to the community in an iterative process. Workshop #2, planned for later this year, will focus on the development of conceptual master plans for strategic investments within the project area. During the development of the master plans, the project team will work with the community and stakeholders to ensure the vision is accurately translated into the desired vision for the community. These plans will serve to attract, guide, and prioritize investments to make the vision a reality.

