



Village Planning Committee Meeting Summary

GPA-SM-CC-1-21-7-8

INFORMATION ONLY

Date of VPC Meeting	November 8, 2021
Request From	General Plan Amendment to create the South Central TOD Community Plan
Location	Area generally bounded by Union Pacific Rail Road on the North, 7th Street on the east, 7th Avenue on the west, South Mountain Avenue on the south

VPC DISCUSSION & RECOMMENDED STIPULATIONS:

Seven members of the public requested to speak on this item, in favor.

Elias Valencia, staff, thanked the Steering Committee and community members for their expertise in creating the plan, reviewed the plan boundaries, the name change of the plan, and the elements of the plan. Mr. Valencia added that the education campaign, conducted in both English and Spanish, met people where they were and provided valuable public input, and that the vision to reject displacement was heard loud and clear. Mr. Valencia the reviewed the four sub-areas, the protect, enhance, and invest designations on the sub-area maps, and the measurable outcomes. Mr. Valencia thanked the Steering Committee, the South Central Collaborative and concluded with a tentative hearing schedule.

Questions from the Committee:

Ryan Boyd asked if the elements for pedestrian safety were crafted from community activists or if it came from developers. Mr. Valencia replied that those guidelines came from the South Central Collaborative and from their Local Developers Convening, which brought together about 30 local developers who were asked to share about what challenges they face and what will help make a walkable transit-oriented project easier to build. Mr. Valencia added that there was a lot of collaboration with the South Central Collaborative.

Eva Olivas thanked staff and the Steering Committee members for their hard work on the planning process.

Public Comment:

Pastor Jeffrey Walker shared that this plan is the voice of the community, and that many residents live below 30% of the AMI and are renters, there is a fear of displacement and an effort to preserve neighborhoods and implement a mix of housing types, and the sense of community is prevalent in the plan as is the need to switch from reliance on automobiles.

Petra Falcon shared that she has lived in the community for most of her adult life and the plan was created with the support of the community and shared gratitude for the work that was done to create the plan.

Tom Kelly shared that he was impressed by the efforts that were made to produce the plan and shared that the issues faced by the community are to prevent displacement and activate the area to create a cultural corridor.

Sam Gomez thanked everyone for their efforts on the plan and that he worked with the Street Transportation Department on how to improve the Rio Salado, which should be activated. Mr. Gomez added that the South Central Corridor will also be a new destination for arts and culture.

Brian Cassidy shared that the catalyst for the plan began when the light rail was primarily being proposed to extend along Central, and that since that time many people have been working together who he wouldn't have known if not for the proposal to extend the light rail.

Shannon Scutari shared that she helped facilitate the South Central Collaborative, which is a group that focuses on public-private partnerships, and that this is just the beginning of change for the area that will impact generations to come.

Victor Vidales thanked Eva Olivas for being the Steering Committee Chair, and shared that the draft plan was approved by the South Central TOD Steering Committee, the plan was crafted with a lot of community input and that displacement is a key issues when most of the community are renters who rely on public transit and live on less than \$20,000 a year.

Response to Public Comment:

Elias Valencia, staff, reiterated that they will be back soon for a recommendation and that their priority will be to finish the Spanish translation of the plan prior to moving on for recommendation.



Village Planning Committee Meeting Summary

GPA-SM-CC-1-21-7-8

INFORMATION ONLY

Date of VPC Meeting	November 9, 2021
Request	General Plan Amendment to create the South Central TOD Community Plan
Location	Area generally bounded by Union Pacific Rail Road on the North, 7th Street on the east, 7th Avenue on the west, South Mountain Avenue on the south

VPC DISCUSSION & RECOMMENDED STIPULATIONS:

Eight members of the public registered to speak in support of this item.

Elias Valencia, with the Planning and Development Department, introduced himself and provided an overview of the South Central Transit Oriented Development (SCTOD) policy plan that is currently in draft. He provided a summary of the plan, noting past and current efforts. He discussed the role of the SCTOD steering committee and the timeline for the project. The plan is broken down into four main sections, and he discussed the framework of the plan. Public engagement efforts were noted, including visioning sessions to help reject displacement. He discussed the four areas noted in the plan, discussing land use priorities and describing measures to protect, enhance and invest. He described residential character areas, measurable outcomes, implementation strategies and actions. He concluded the presentation by providing a timeline of the plan.

Fatima Said asked if changes to the plan could be made. **Mr. Valencia** stated that recommendations can be made as the plan comes back for recommendation to the committee potentially next month. The draft plan will be posted online as well for the public to review.

Chairwoman Daniels asked for public comments to be provided on this item.

Pastor Jeffrey Walker, member of the public, introduced himself and supports this plan. The plan will benefit and protect people in the corridor. He discussed the adoption and implementation of the plan and added that the plan will help to preserve the history unique to South Phoenix.

Victor Vidales, a small business owner and member of SoPho Convening, introduced himself and supports this plan. Over 7,000 people have been spoken

to and the plan will help create a prosperous community. He asked for the plan to be adopted and hopes that it will be implemented.

Krista Shepard introduced herself and indicated that her firm has provided technical support to the project. She hopes it will improve the quality of life, infrastructure, amenities, walkability, and urges the committee to approve this plan in December. She asked for the vision of the plan to be upheld and looks forward to the plan moving forward.

Tom Kelly, member of the public, stated that this is an extraordinary plan that protects neighborhoods. He discussed the benefits of the Walkable Urban code and combating the heat island effect. He discussed the investments needed to make larger improvements, bikeway connections, and the underutilized asset of the Salt River.

Shannon Scutari, consultant on the project, introduced herself and stated that this group has incorporated the voices of the community and the South Central Collaborative will now celebrate 5 years. This plan embraces community input and has been the most engaging plan that she has worked on to date.

Samuel Gomez, member of the public, stated that this plan reflects the work, commitment and passion of people for over 5 years. It is important to make this a healing project symbolic of dignity. He would like to see this plan approved as there is too much energy and love invested in it.

Petra Falcon and Brian Cassidy registered but were not available to speak.

Marcia Busching asked where the draft plan can be located on the website. **Mr. Valencia** stated that the plan will be posted on the website and the committee will have time to review this plan ahead of the next meeting.

Gene Holmerud asked for information regarding a bike path along 3rd Avenue. **Mr. Valencia** stated that this project is being led by the Street Transportation Department.

Vice Chair Marchuk stated that this is a non-regulatory plan in nature and asked how the plan will be enforced. **Mr. Valencia** discussed the WU code as a potential incentive that requires rezoning of the property, and we must all work together to achieve the vision of the plan long-term.

Chairwoman Daniels stated that the Cul-de-Sac project in the City of Tempe would be a good fit in this corridor. There are two properties designated for hospitals that should be kept on the map to encourage these uses there. The hospital on Buckeye Road is no longer a viable location.

STAFF COMMENTS REGARDING VPC RECOMMENDATION & STIPULATIONS:

None.