



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
January 24, 2018

<u>Application:</u>	GPA-3-17
<u>Applicant:</u>	Planning Commission
<u>Location:</u>	Citywide – Light Rail Corridors
<u>Requested Change:</u>	To modify Center Place Type designations for station areas within the light rail corridor.
<u>Reason for Requested Change:</u>	Update of Center Place Type designations based on additional analysis.
<u>Village Planning Committee Action:</u>	Central City – February 12, 2018 North Mountain – February 21, 2018
<u>Staff Recommendation:</u>	Staff recommends approval of the request.

BACKGROUND

In 2013 the Phoenix City Council adopted the Transit Oriented Development Strategic Policy Framework (Framework) via GPA-1-09. The Framework added additional policy guidance to the Phoenix General Plan regarding growth and redevelopment within the city's light rail corridors. The City Council approved an update to the Framework in 2016 via GPA-CE-CC-SM-1-15-6-7-8, which incorporated the South Central light rail extension and the new 50th Street light rail station.

One of the prominent policy elements of the Framework is the establishment of Center Place Types for each of the light rail station areas (0.25-mile radius from the station). Place Types are planning typologies that describe an area and help avoid a "one-size-fits-all" approach for future growth and redevelopment. A Center is a term used to describe a concentration of activities within a location. The Framework's Centers provide policy guidance for the scale (building height) and intensity (density and mix of uses) of development within the light rail station areas. The Framework contains eight Center Place Types, each with its own unique recommendations for scale and intensity of development or redevelopment.

Table 1. on the following page summarizes the Framework's Center Place Types.

Table 1. Center Place Type Summary for Scale and Intensity

Center	Scale	Intensity
Downtown Core	6+ Stories	Highest Intensity
Regional Center	5-10 stories (Bonus 20 stories)	High Intensity
Major Urban Center	4-8 stories (Bonus 15 stories)	Medium to High Intensity
Medium Urban Center	3-6 stories (Bonus 10 stories)	Medium Intensity
Minor Urban Center	2-5 stories (Bonus 7 stories)	Medium to Low Intensity
Suburban Commuter Center	2-4 stories (Bonus 7 stories)	Medium to Low Intensity
Neighborhood Center	2-4 stories (Bonus 5 stories)	Low Intensity
Historic Neighborhood Center	2-4 stories (Bonus 5 stories)	Low Intensity

The Planning and Development Department partnered with the Village Planning Committees to assign one of the eight Center Place Types to each of the light rail station areas. This initial collaboration with the Village Planning Committees combined staff's analysis of each station area's land use pattern, zoning, employment, housing and transit density with the Village Planning Committee members' perspectives regarding the type of scale and intensity that would be appropriate for the station area.

One of the evaluation criteria for the placement of Centers is the intersection of different modes of public transit and transportation infrastructure. Ensuring that a station area has adequate existing or planned transportation infrastructure is critical in evaluating its capacity to handle additional growth and redevelopment. The more transportation infrastructure present and planned within the 0.25-mile station area, the greater a station area's capacity is to handle higher levels of scale and intensity. This is due to the variety of transportation modes people can utilize to go to and from the station area.

In 2015 Phoenix voters approved a historic expansion of the city's public transit system with the passage of the Transportation 2050 plan (T2050). The T2050 plan triples the number of light rail miles in Phoenix, and adds additional transit service like bus rapid transit in new corridors.

The Planning and Development Department is preparing a separate General Plan Amendment that will establish Centers along the newly proposed light rail corridors and other transit lines. As part of this effort, the Department has begun to refine its analysis of potential Center locations based on a variety of criteria with an emphasis on identifying locations where intersections of public transit and transportation infrastructure (existing and planned) and employment density occur. Using these two criteria, the Planning and Development Department

has begun to evaluate the initial set of Centers established as part of the original 2013 Framework.

This General Plan Amendment highlights existing station areas that may be better served by an updated Center Place Type based on the amount of public transit and transportation infrastructure existing and planned near the station area, along with the amount of employment.

ANALYSIS

There are several new public transit corridors proposed as part of the T2050 Plan. The map to the right (Figure 1.) highlights these corridors and intersections where different transportation and transit modes come together with employment clusters (high concentrations of jobs).

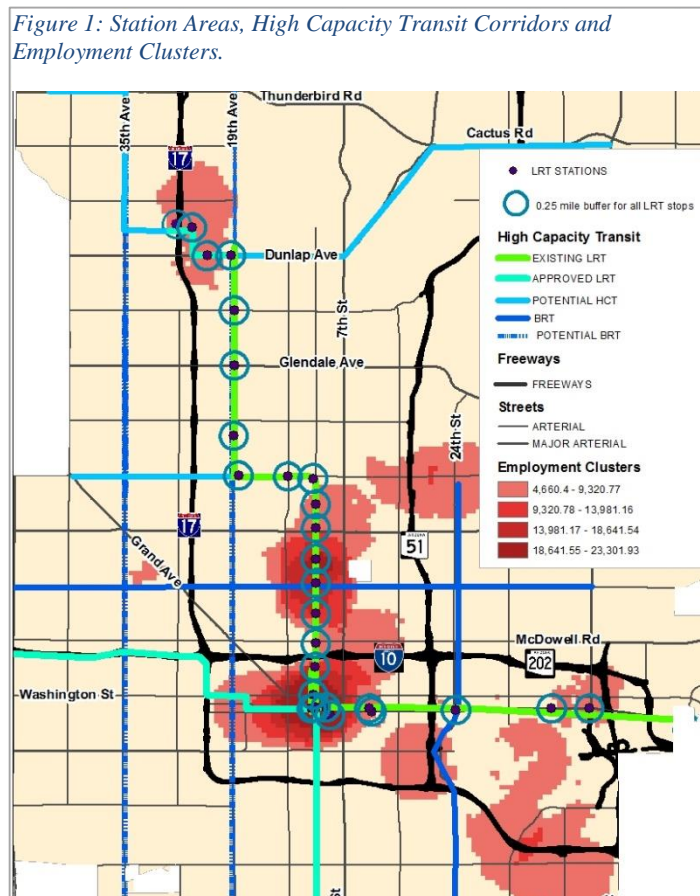
The focus of this analysis is station areas within existing and approved light rail corridors. Light rail is recognized as having the greatest ridership capacity of all the transit modes. As such, station areas with a combination of light rail service, other transportation modes and employment density should be given consideration for Centers that call for greater scale and intensity.

All station areas that fall within the boundaries of the Downtown Code, with the exception of the Central Avenue and Roosevelt Street station area, have been assigned the Downtown Core Center and are not the subject of this analysis.

One of the goals of the analysis is to identify light rail station areas that capture an employment cluster and have an abundance of high capacity transportation options within and near the station area. The combination of these two factors (jobs and transportation) makes the location a desirable for additional growth because it maximizes existing public and private investment and creates a foundation for vibrant and healthy neighborhoods.

The light rail station areas that meet these criteria are as follows from north to south

- Metrocenter (west of I-17)
- Metrocenter (east of I-17)
- 19th & Dunlap avenues
- Central Avenue and Thomas Road
- 12th Street & Washington / Jefferson streets



- 44th and Washington streets

Table 2. below summarizes the current Center Place Types assigned to each of these station areas.

Table 2. Existing TOD Center Place Types

Station Area	Center Place Type
Metrocenter (west of I-17)	None
Metrocenter (east of I-17)	Suburban Commuter Center
19th & Dunlap avenues	Neighborhood Center
Central Avenue and Thomas Road	Regional Center
12th Street & Washington / Jefferson streets	Minor Urban Center
44th and Washington Streets	Major Urban Center

Metrocenter (west of I-17)

The station area for the planned light rail station on the west side of I-17 currently does not have a Center Place Type assigned to it. The station area will be served by light rail, a freeway, arterial streets all within the 0.25-mile station area and there are plans for Bus Rapid Transit service on either 35th Avenue or 19th Avenue; both less than 0.5 miles away. The station area captures one of the city's densest employment clusters, and falls within the boundaries of the North Mountain Village Core.

The station area's combination of existing and planned transportation infrastructure and employment density is one of city's best outside of downtown. The location's designation as a long standing Village Core reinforces it as a place the community has supported for additional scale and intensity. Given these conditions the station area is appropriate for a **Regional Center** designation.

Metrocenter (east of I-17)

This station area shares many of the same transportation and employments assets as Metrocenter west. The two station area boundaries intersect and given their close proximity to one another staff recommends changing the Center Place Type from Suburban Commuter Center to **Regional Center**.

19th & Dunlap avenues

It is unclear at this time if Bus Rapid Transit service will be on 19th Avenue or 35th Avenue. Given the uncertainty regarding the location of Bus Rapid Transit service and the fact that a

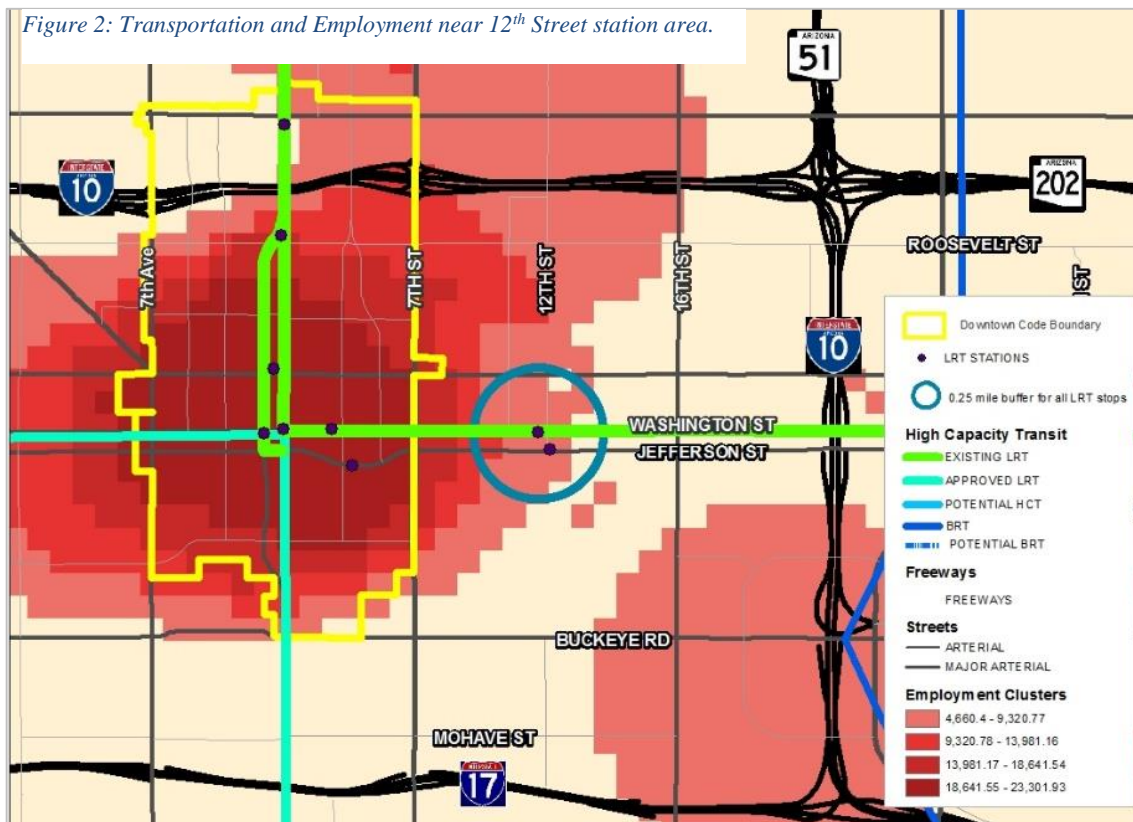
large portion of the station area is comprised of single-family homes, staff recommends that the Center Place Type of **Neighborhood Center** remain unchanged.

Central Avenue and Thomas Road

The T2050 Plan's call for Bus Rapid Transit to serve this station area further establishes it as a regional destination for the city. The station area is home to a significant cluster of employment and is already designated a **Regional Center**. Therefore, staff recommends the Regional Center designation remain in place.

12th Street and Washington / Jefferson streets

The station area associated with the 12th Street light rail stations on Washington and Jefferson streets is surrounded by a wealth of planned and existing transportation infrastructure. The 12th street light rail stations are less than 1.5 miles from three freeways (I-10, I-17, SR 51), the approved South Central Light Rail and several arterial streets. The map below (Figure 2.) illustrates just how well the 12th Street station area is served by this variety of transportation options, like few other places in the city. The station area is currently designated a Minor-Urban Center. Given the station area's capture of the city's largest employment cluster in downtown Phoenix and the abundance of existing and planned transportation options within a 1.5-mile commute, consideration for a Center Place Type that allows for a greater level of height and intensity is appropriate. Staff recommends **Major Urban Center** for the 12th Street and Washington / Jefferson streets station area.



44th and Washington Streets

The station area is served by light rail, freeways and arterial streets. Its employment cluster is not as robust as those found at the Thomas Road & Central Avenue, and Metrocenter station areas. The station area falls within one of the Camelback East Village Cores. There is no additional high capacity transit service within close commute of the station area. The station is currently designated a **Major Urban Center**. Staff recommends the designation remain in place.

FINDINGS

Table 3. summarizes the recommended TOD Center Place Types for the analyzed light rail station areas

Table 3. Recommended TOD Place Types

Station Area	Current Center Place Type	Recommended Center Place Type
Metrocenter (west of I-17)	None	Regional Center
Metrocenter (east of I-17)	Suburban Commuter Center	Regional Center
19th and Dunlap Avenues	Neighborhood Center	Neighborhood Center
Central Avenue and Thomas Road	Regional Center	Regional Center
12th Street & Washington / Jefferson streets	Minor Urban Center	Major Urban Center
44th and Washington streets	Major Urban Center	Major Urban Center

Policy Implications of updated Centers

An immediate impact of the updates to the Centers will be a stronger policy foundation for requests for redevelopment and development with increased levels of scale and intensity. One of the policy provisions associated with the Centers is the concept of bonus or incentive height. The idea is to provide projects the opportunity to maximize the building height range within their designated Center Place Type, if the proposal contains elements that benefit the community. The community benefits outlined in the Framework range from affordable housing to additional open space. The bonus height range is different for every Center, and starts from its base range of height in stories. Where a Center Place Type is changed to a designation that allows for a greater base range of scale and intensity, the bonus provisions would apply at a higher starting point for building stories than the previous designation.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of the General Plan Amendment per Attachment A. The TOD Center Place Types will serve as a policy guide for future land use decisions and investments within the station areas.

Author

J. Bednarek

Attachments

Attachment A 2018 *Transit Oriented Development Strategic Policy Framework*



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Transit Oriented Development Strategic Policy Framework



2018

City of Phoenix

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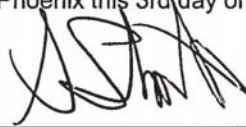
RESOLUTION 21126

A RESOLUTION ADOPTING AN AMENDMENT TO THE 2001 GENERAL PLAN FOR PHOENIX, APPLICATION GPA-1-09, CHANGING THE LAND USE ELEMENT TO IMPROVE GOAL 7, TRANSIT ORIENTED DEVELOPMENT (TOD); AND PROVIDE AN ENHANCED POLICY FRAMEWORK TO GUIDE DISTRICT PLANNING PROCESSES AND LAND USE DECISIONS ALONG EXISTING AND PLANNED LIGHT RAIL CORRIDORS AS DESCRIBED HEREIN.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PHOENIX, as follows:

SECTION 1. The 2001 Phoenix General Plan which was adopted by Resolution No. 19731, is hereby amended by adopting GPA-1-09 to improve Goal 7, Transit Oriented Development (TOD), within the Land Use Element to provide an enhanced policy framework to guide district planning processes and land use decisions along existing and planned light rail corridors, and to improve competitiveness for federal transit funding as approved by City Council on April 3, 2013, and that the Planning and Development Director is instructed to modify The 2001 Phoenix General Plan to reflect this change as shown in Exhibit A.

PASSED by the Council of the City of Phoenix this 3rd day of April, 2013.



MAYOR

ATTEST:



City Clerk

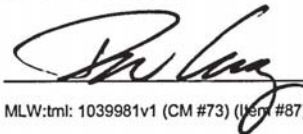


APPROVED AS TO FORM:



Acting City Attorney

REVIEWED BY:



City Manager

MLW:tml: 1039981v1 (CM #73) (Item #87) 4/3/13

Attachments:

- A: GPA-1-09 Text Amendment Changes
- B: Phoenix TOD Strategic Policy Framework

ACKNOWLEDGEMENTS

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Alhambra Village Planning Committee

Central City Village Planning Committee

Encanto Village Planning Committee

Estrella Village Planning Committee

Maryvale Village Planning Committee

North Mountain Village Planning Committee

South Mountain Village Planning Committee

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Phoenix Metro Light Rail

The Opportunity for Phoenix

A. Overview

Transit Oriented Development (TOD) is broadly defined as compact, pedestrian-scaled, mixed use development located within a short walk of high capacity transit stations. The intent of TOD is to make walking, bicycling and using transit convenient, safe and enjoyable for daily life.

The national TOD real estate market strengthened over the past decade and demographic trends point to a significant growth in demand in the coming years. Local governments across the country are responding to shifting lifestyle preferences by strategically building infrastructure and adopting supportive policies designed to promote sustainable economic development and improve quality of life indicators.

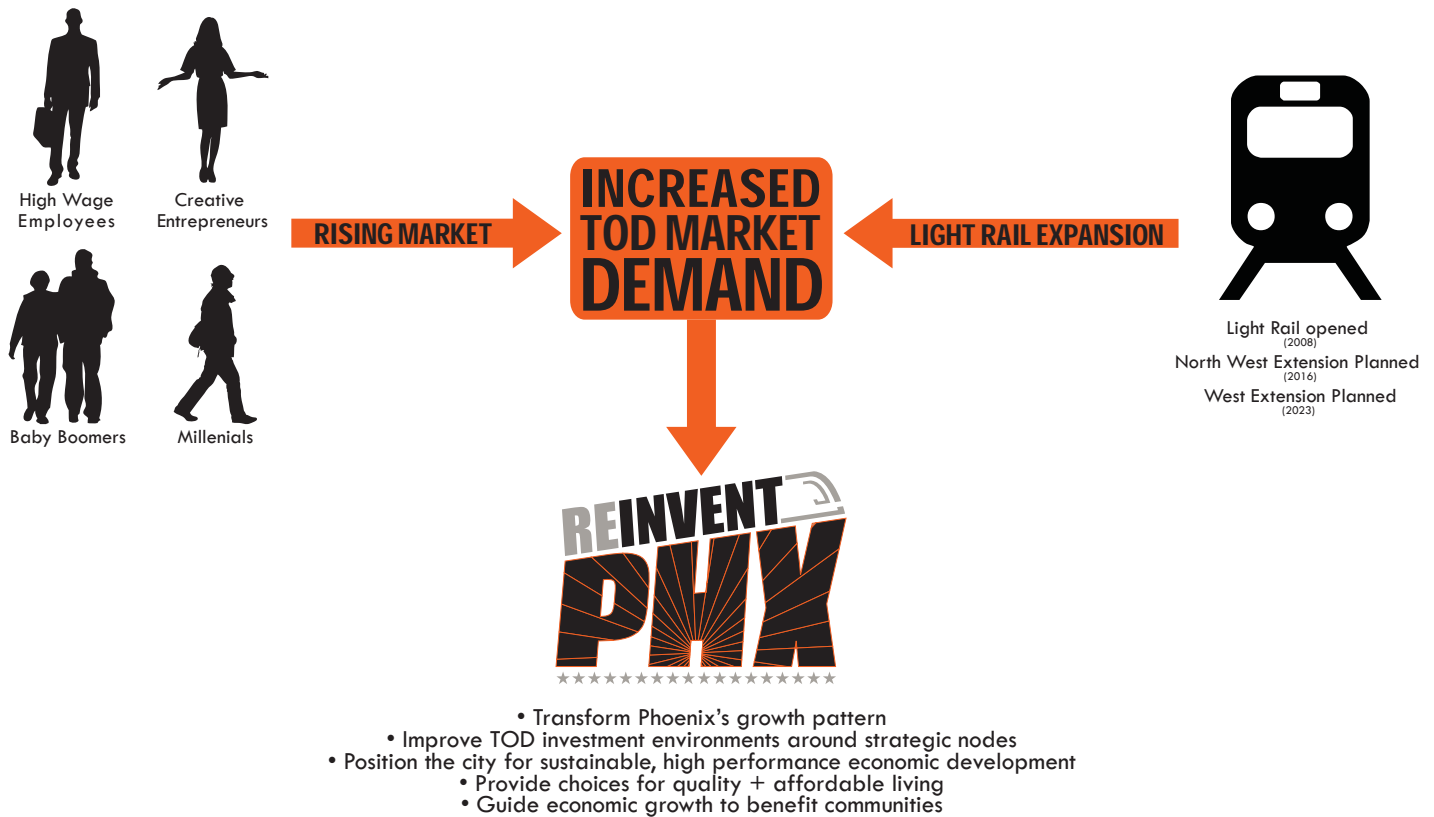
Fixed-route transit systems, such as light rail, create attractive development conditions by providing investors lower risk and greater certainty of stable, long-term ridership. Metro, the largest single light rail construction project in the nation's history, was completed in 2008. Metro has outperformed expectations, achieving 20-year ridership targets in its first 4 years of operation. Plans to expand the system by 37 miles over the next 20 years include 25 miles of extensions within the city of Phoenix.

Metro provides a strong infrastructure foundation for TOD; however, transit alone is not sufficient to catalyze the transformation of low vitality areas into thriving

TOD districts. Strategically located investments such as sidewalk and bicycle improvements, utility upgrades, shade trees, open spaces, workforce housing, shared parking facilities and high frequency bus connections are necessary to boost market opportunity to levels feasible for TOD construction and business expansion.

Supportive land use policies are also essential for creating an environment attractive to TOD investors. Clear, "by-right" zoning codes create shorter and more predictable construction time lines that are often needed to secure financing and keep costs manageable in complex infill areas. Consistently implemented form-based standards can help win lasting support from residents and reduce the risk of investment devaluation from low quality or incompatible development.

The combination of light rail expansion and rising market demand presents an extraordinary opportunity to add walkable mixed use neighborhoods to the city's amenity portfolio and reinvent Phoenix's urban form with an efficient, high performance growth pattern. The policy framework in this document is intended to improve the investment environment around key nodes in the Phoenix transit network and guide sustainable urban development to benefit all residents.



B. Market

Demographics are driving a national shift in housing preferences. Over half of the United States population is now within two age cohorts: the “Baby boomers” (born between 1946-1964) and the “Millennials” (born between 1977-1994)¹. A significant number of buyers and renters in these two segments will be looking for housing in the coming years, with major implications for cities.

Seniors

As children move out and more Baby Boomer households transition to fixed incomes, a portion of this generation will be looking for smaller homes in locations that require shorter and less frequent driving trips. TOD districts will serve these preferences by providing housing choices with a lower maintenance burden and convenient access to services, healthcare providers and cultural amenities.

Young Professionals

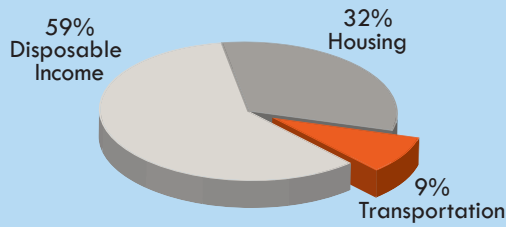
Market research has indicated that Millennials are opting to live in walkable urban areas in much greater numbers than previous generations². They are also driving less and having fewer children compared to their parents³. Demand for smaller units in active mixed-use centers from young adults will further increase TOD demand.

Real Estate Impact

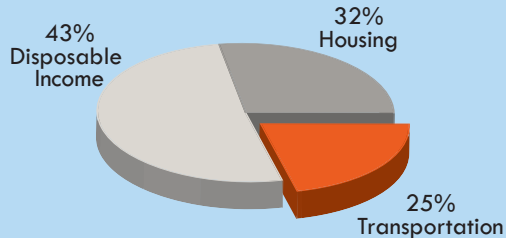
The simultaneous convergence of these two very large demographic segments on the real estate market is a historic occurrence that will have a significant impact on urban development patterns across the United States. In 2011, the oldest Baby Boomers began turning 65, beginning a wave that will continue steadily through 2030. This two decade-long event will equate to an average of 10,000 people turning 65 – about the size of Sedona – every day for 19 years⁴. During the same period, the Millennial generation will be looking for their first place to buy or rent in even larger numbers. This unprecedented influx in demand for walkable, mixed use urban living will create opportunities for building both housing and commercial space. Cities that provide the right conditions for seizing this historic economic opportunity will be well positioned to receive substantial investment capital in the coming decades and better prepared to maximize community benefits by proactively guiding its deployment.

Housing + Transportation Costs:

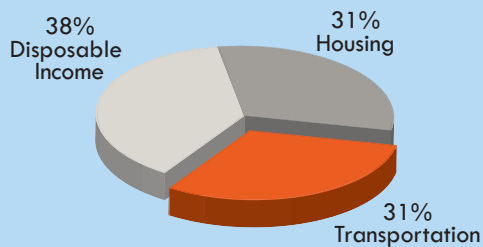
TOD Districts - U.S.



Peripheral Suburbs - U.S.



Moderate Income Family - Phoenix Region



Source: Center for Neighborhood Technology,
Center for Housing Policy, US Census

A 2012 analysis of Census data jointly published by the Center for Neighborhood Technology and Center for Housing Policy revealed that families in the Phoenix metropolitan area spend \$1,011 per month on transportation, equaling housing (\$1,012) as the largest household expenditure. For the region's average moderate income family (earning between 50 and 100 percent of area median), housing and transportation consumes 62 percent of the monthly budget. Between 2000 and 2010, combined housing and transportation expenses rose 33% -- twice the rate of increase in the metro area's median income. The study ranks the Phoenix region 7th highest among the 25 largest U.S. metro areas in the combined cost of housing and transportation.



Phoenix Metro Station

C. Community Benefits

Well planned TOD improves a city's quality of life. Smart decisions provide cost savings for both residents and government, stronger neighborhoods, improved health and new business opportunities.

Cost of Living

Cities with dispersed patterns of housing, jobs, schools and other day-to-day services require most households to own one or more cars. Choices are limited for residents who prefer living in more efficient areas that necessitate less driving, or even reasonable options to live car-free. For low and moderate income families, the quality of life impacts of transportation costs can be severe. Paying for transportation is often a struggle that requires either cutting back on necessities, or turning to public assistance. In well planned TOD districts, research has documented that transportation consumes only 9 percent of the average household budget, compared to 25 percent in automobile-dependent areas⁵.

Cost of Government

On a per capita basis, compact development requires fewer roads, utility lines, parks, police stations and other infrastructure compared to dispersed, low density



Farmers Market Downtown Phoenix

patterns. When focused near transit stations, dense, walkable neighborhoods also increase public transit fare recovery. These efficiencies provide savings to taxpayers by lowering the long term operating and maintenance costs of government facilities and services.

Social Connectivity

The community's capacity to collectively solve problems is strengthened when cohesive neighborhood linkages are formed. Pedestrian-scaled buildings and walkable streets facilitate greater interaction and communication among residents. Mixed use centers can also enhance business networking and knowledge-sharing. High wage employers are attracted to areas where they can tap into pools of educated workers and often form clusters of synergetic industry ecosystems.

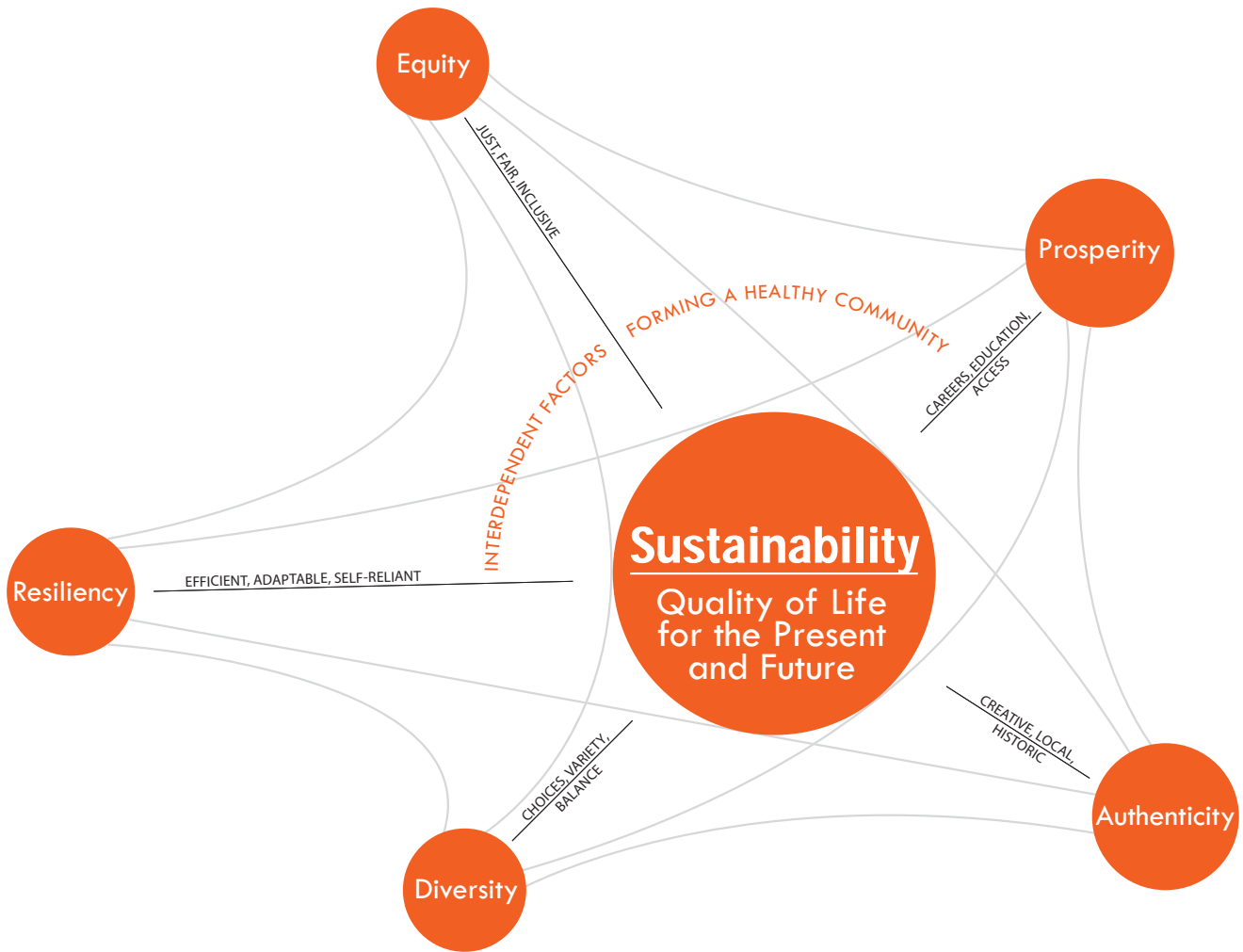
Public Health

Well planned TOD districts improve access to the amenities needed to live healthy, active lifestyles. Compact, mixed use development can reduce distances between housing, parks and grocery stores and improve connectivity for multiple surrounding neighborhoods when clustered near transit. Increasing the accessibility of these essential land

uses provide residents more opportunities to exercise and eat nutritious foods, particularly for those who cannot drive or who have trouble affording a car. Designing buildings to line sidewalks and open spaces with windows, patios and storefronts helps deter crime through enhanced community surveillance and activation of public spaces. Narrowing streets calms traffic and allows additional space for bicycle lanes, shade trees, street parking, wide sidewalks and other features that improve safety. TOD integrates these factors to make healthy living easier and safer for all residents.

Business Formation

TOD can revitalize areas by expanding the customer base for existing businesses and creating new markets for growth. Creative entrepreneurs often form businesses in walkable urban locations in order to leverage arts and cultural destinations, adaptively reuse old buildings, interact with other creatives and to work closer to where they prefer to live. High wage companies that must compete for top talent often consider locating in places with urban living amenities as a strategy to attract skilled employees.



D. Sustainability Integration

The economic, social and physical health of the community is intimately linked to the surrounding natural and built environment. The City of Phoenix uses a holistic and multidisciplinary approach to urban planning by guiding the integration of economic, social and environmental systems to meet the needs of the present generation without compromising the ability of future generations to meet their own needs. Five interrelated and interdependent factors will permeate planning and decision making processes to help ensure sustainability.

Equity

People of all ages, income levels, races, ethnicities and abilities should have fair access to the benefits provided by the community's investment in light rail and civic amenities like parks, libraries and cultural facilities. The cost of living and health impacts of urban development disproportionately affect middle and lower income families. Improving these conditions increase residents' ability to save, invest in education, improve their homes, use fewer public assistance resources and participate

more fully in the local economy. Equitable communities enhance the quality of life for everyone.

Diversity

TOD districts should have a rich mix of housing, businesses, building ages and transportation choices. Day-to-day retail, such as day-care services and grocery stores, are needed along with interesting boutiques and cafes. Streets should be retrofitted to add safe, convenient and comfortable walking and bicycling options. A variety of housing types for both singles and families should be supplied at a range of prices that enable continued residency in the district throughout changes in one's income, family size or physical ability.

Authenticity

A sense of place is a unique characteristic that contributes to an area's vitality. The unique and authentic character of each TOD district should be recognized and respected. Historic preservation, locally owned businesses, innovative adaptive building reuse, distinctive



Civic Space Park Downtown Phoenix

open spaces, neighborhood block parties, block parties, festivals and public art create a sense of place. The city benefits from businesses owned by people who live in the community, as a greater share of revenue is retained within the local economy. Tourists are attracted to interesting destinations that are not available at home. Neighborhoods are strengthened when residents take pride and identify themselves with the places in which they live.

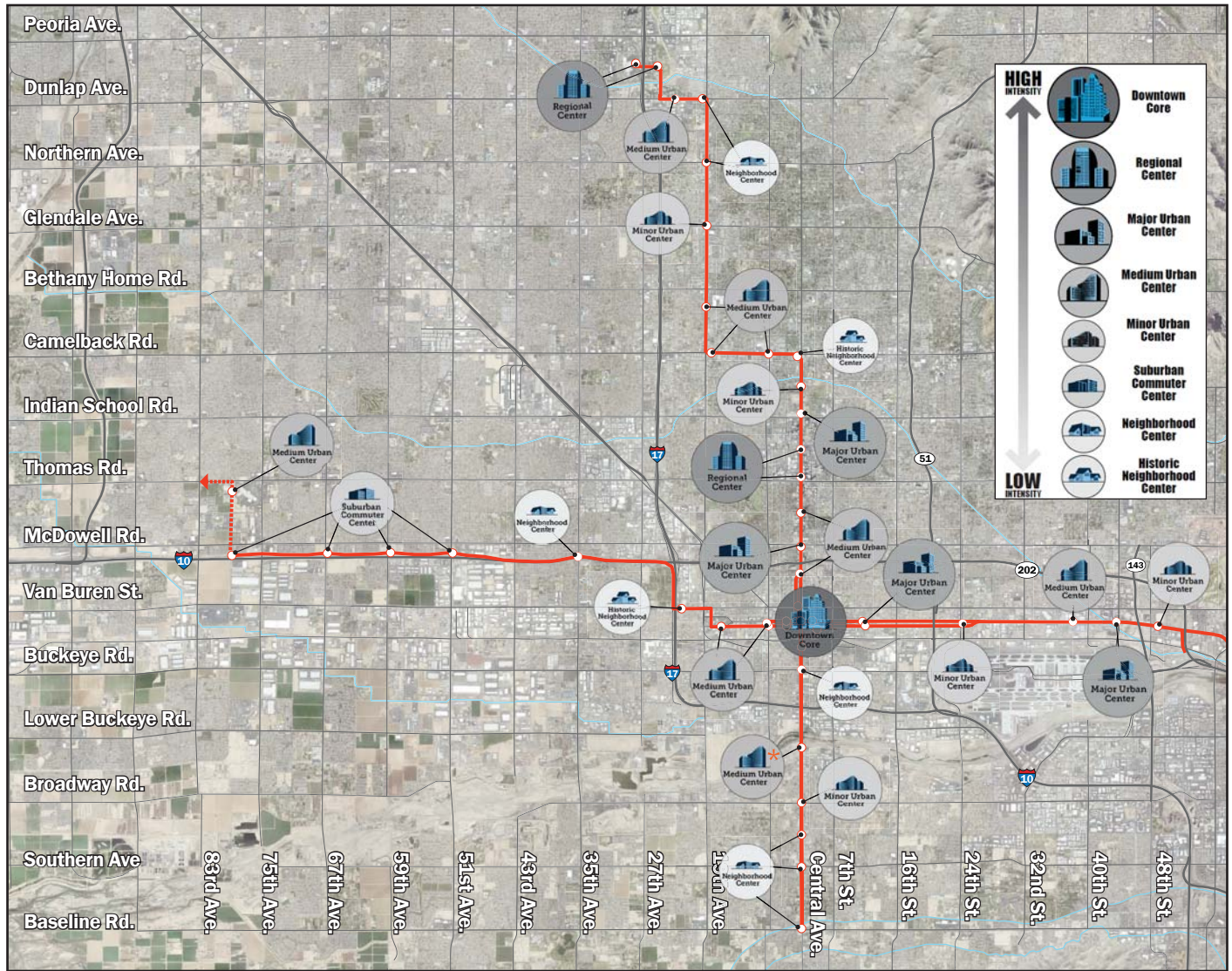
Prosperity

Economic vitality should be continuously pursued in TOD districts. Incentives for high quality employers, improvements to neighborhood schools and other fundamental elements for building wealth and providing fair access to opportunity should be supported. Existing assets such as anchor institutions, entrepreneurial incubators, job training programs and community support services should be strategically leveraged and cultivated to encourage growth and provide pathways to fulfilling careers.

Resiliency

TOD districts should be designed to maximize resource efficiency and self-reliance in order to improve the community's ability to adapt to rising temperatures and prices. Mixed use development and enhanced walkability reduce dependence on fossil fuels. Green construction techniques and solar power help lower utility bills. Planting trees, constructing lush open spaces and using heat-resisting building materials mitigate rising outdoor temperatures. A Green Infrastructure approach to stormwater management improves irrigation efficiency and lessens pollutants. Community gardens and farmers markets increase the availability of locally grown food. These and other methods for reducing the community's vulnerability to climate change should be encouraged.

TOD Typology Map



* SEE AUDUBON CENTER STATION PROFILE SHEET AND APPENDIX H FOR ADDITIONAL POLICIES

E. Place Types

Proactive planning is essential for ensuring that economic growth benefits the community and advances urban sustainability. The first step in the TOD planning process is the establishment of a city-wide framework to improve the linkage between land use and transportation.

Planning typologies help describe urban environments by categorizing related characteristics. Defining these basic classifications, called Place Types, helps avoid a “one-size-fits-all” planning approach by creating a contextual, system wide urban form framework.

Phoenix TOD policies are designed to shape walkable mixed use environments and focus redevelopment near high capacity transit stations. This nodal pattern is called a “Connected Centers” planning model. A Center is a term used to describe a concentration of activities within a city. Eight mixed-use Center Place Types have been developed by jointly analyzing the transit network and urban form structure. This Phoenix TOD Typology specifies general

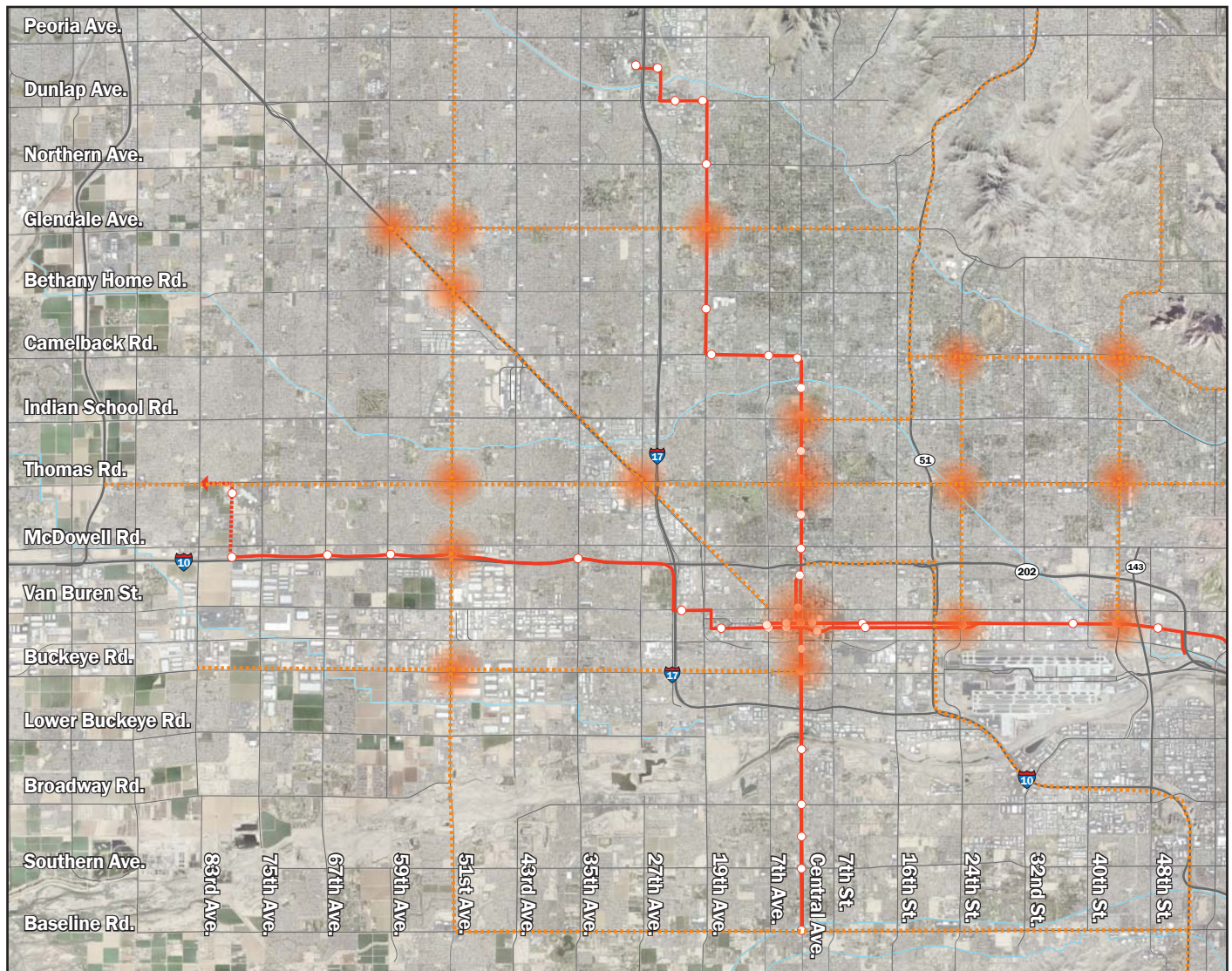
parameters for growth using a hierarchical classification system. The Downtown Core Place Type is established as the most intensive category and scales down incrementally to lower intensity Neighborhood Center Place Types.

Methods

Characteristics of existing Centers in Phoenix were examined to create an initial set of TOD Place Types. Working with the city’s Village Planning Committees (VPCs), TOD Place Types were refined and recommended for all existing and planned light rail stations, except within the Downtown district. Downtown stations were assigned Place Types by classifying the existing urban form policies contained in the Downtown Code.

Working with VPCs, staff analyzed land use, zoning, entitlements, destinations, demographics, housing, employment, walkability, market research studies and existing plans to assess the existing context and

Major Transit Corridors Map



Source: City of Phoenix Public Transit Department High Capacity Corridors Study, Planning and Development Department

susceptibility to future change within a $\frac{1}{4}$ mile radius of light rail stations. With assistance from photographs, visual simulations and stakeholder input, VPCs then voted to recommend a TOD Place Type for each existing or planned light rail station located within their Village.

Objectives

The TOD Place Types provide the general parameters for intensification near light rail stations and are intended to accomplish three basic objectives:

- Provide a starting point for TOD district plans by specifying a general range of possibilities for new development near light rail stations.
- Provide interim guidance for rezoning decisions prior to the completion of TOD district plans.
- Provide guidance for transit system planning by coordinating land use intensity with regional transit accessibility.



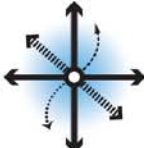



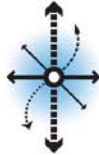



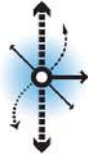



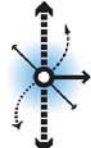



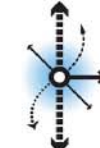



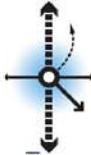






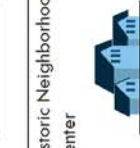


Applicability

The TOD Place Type parameters apply to properties generally within a $\frac{1}{4}$ mile radius of existing and planned light rail stations, with the following exceptions:

- Properties that are historic or historic-eligible, as determined by the Historic Preservation Officer.
- Properties zoned single family.
- Properties excluded through VPC Specifying Actions (See Appendix).
- Properties with existing entitlements that are greater than allowed in the Place Type.
- Properties determined to be incompatible through TOD district planning or rezoning processes.

TOD Typology Matrix












*See Diagram on pages 16-17 for Place Type station locations

Place Type Image	Place Type	Land Use Mix	Housing	Commercial	Transit Node	Intensity
	Downtown Core 	<ul style="list-style-type: none"> Central Business District Entertainment Destination Destination Retail High & Mid Rise Living Industry Cluster Civic & College Campuses 	<ul style="list-style-type: none"> High Rise Mid Rise Loft Conversion 	<ul style="list-style-type: none"> High Rise Office & Hotel Major Under 40,000 sq. ft. single tenant retail footprint 	<ul style="list-style-type: none"> Central Hub Highest Regional Accessibility 	<ul style="list-style-type: none"> Highest Intensity 6+ Stories 
	Regional Center 	<ul style="list-style-type: none"> Office Employment Industry Cluster High & Mid Rise Living Supportive Retail 	<ul style="list-style-type: none"> High Rise Mid Rise Apartment Town house Row house 	<ul style="list-style-type: none"> Mid-High Rise Office & Hotel Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> Regional Destination High Regional Accessibility 	<ul style="list-style-type: none"> High Intensity 5-10 Stories Incentive: 20 Stories 
	Major Urban Center 	<ul style="list-style-type: none"> Entertainment Destination Retail Destination Mid Rise Living Office Employment 	<ul style="list-style-type: none"> Mid Rise Apartment Town house Row house 	<ul style="list-style-type: none"> Mid-Rise Office & Hotel Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> Regional Destination High Regional Accessibility 	<ul style="list-style-type: none"> Medium-High Intensity 4-8 Stories Incentive: 15 Stories 
	Medium Urban Center 	<ul style="list-style-type: none"> Balanced Commercial & Residential Retail Destination Entertainment Destination Some Employment 	<ul style="list-style-type: none"> Mid Rise Apartment Town house Row house Live/Work 	<ul style="list-style-type: none"> Low-Rise Office Under 40,000 sq. ft. single tenant retail footprint Incentive: 80,000 sq. ft. 	<ul style="list-style-type: none"> Sub-Regional Destination Medium Regional Accessibility 	<ul style="list-style-type: none"> Medium Intensity 3-6 Stories Incentive: 10 Stories 
	Minor Urban Center 	<ul style="list-style-type: none"> Balanced Commercial & Residential Retail Destination Entertainment Destination Some Employment 	<ul style="list-style-type: none"> Mid Rise Apartment Town house Row house Live/Work 	<ul style="list-style-type: none"> Low-Rise Office Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> Sub-Regional Destination Medium Regional Accessibility 	<ul style="list-style-type: none"> Medium-Low Intensity 2-5 Stories Incentive: 7 Stories 
	Suburban Commuter Center 	<ul style="list-style-type: none"> Office Employment Colleges & Trade Schools Hotels Commuter serving Retail Limited Housing 	<ul style="list-style-type: none"> Apartment Town/Row Home Live/Work 	<ul style="list-style-type: none"> Mid-Rise Office, Hotel & Campus Under 80,000 sq. ft. single tenant footprint. Incentive 100,000 sq. ft. 	<ul style="list-style-type: none"> Commuter Intermodal Destination Medium-Low Regional Accessibility 	<ul style="list-style-type: none"> Medium-Low Intensity 2-4 Stories Incentive: 7 Stories 
	Neighborhood Center 	<ul style="list-style-type: none"> Primarily Residential Neighborhood serving retail Limited employment 	<ul style="list-style-type: none"> Apartment Town/Row Home Live/Work 2 or 3 unit Single Unit 	<ul style="list-style-type: none"> Low-Rise office Under 40,000 sq. ft. single tenant retail footprint Incentive: 50,000 sq. ft. 	<ul style="list-style-type: none"> Neighborhood Destination Less Regional Accessibility 	<ul style="list-style-type: none"> Low Intensity 2-4 Stories Incentive: 5 Stories 
	Historic Neighborhood Center 	<ul style="list-style-type: none"> Primarily Residential Neighborhood serving retail Limited employment 	<ul style="list-style-type: none"> Apartment Town/Row Home Live/Work 2 or 3 unit Single Unit 	<ul style="list-style-type: none"> Low-Rise office Under 20,000 sq. ft. single tenant retail footprint 	<ul style="list-style-type: none"> Neighborhood Destination Less Regional Accessibility 	<ul style="list-style-type: none"> Low Intensity 2-4 Stories Incentive: 5 Stories 


Phoenix TOD Place Types

WEST EXTENSION

*Station locations still under study

STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
01	79th Ave / Desert Sky Mall	Medium Urban Center	
02	79th Ave / Interstate 10	Suburban Commuter Center	
03	67th Ave / Interstate 10	Suburban Commuter Center	
04	59th Ave / Interstate 10	Suburban Commuter Center	
05	51st Ave / Interstate 10	Suburban Commuter Center	
06	35th Ave / Interstate 10	Neighborhood Center	
07	22nd Ave / Van Buren	Historic Neighborhood Center	
08	18th Ave / Van Buren	Medium Urban Center	
09	State Capitol / Jefferson	Medium Urban Center	
10	7th Ave / Washington 7th Ave / Jefferson	Medium Urban Center	
11	3rd Ave / Washington 3rd Ave / Jefferson	Downtown Core	




















SOUTH EXTENSION

STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
01	Lincoln Street	Downtown Core	
02	Buckeye Road	Neighborhood Center	
03	Audubon Center	MEDIUM URBAN CENTER *	
04	Broadway Road	Minor Urban Center	
05	Roeser Road	Neighborhood Center	
06	Southern Avenue	Neighborhood Center	
07	Baseline Road	NEIGHBORHOOD CENTER	

*SEE AUDUBON CENTER PROFILE SHEET AND APPENDIX H FOR ADDITIONAL POLICES

*See Typology Matrix on pages 14-15 for Place Type descriptions

EXISTING LIGHT RAIL

STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
01	Montebello / 19th Avenue	Medium Urban Center	
02	19th Avenue / Camelback	Medium Urban Center	
03	7th Avenue / Camelback	Medium Urban Center	
04	Central Avenue / Camelback	Historic Neighborhood Center	
05	Campbell / Central Avenue	Minor Urban Center	
06	Indian School / Central Avenue	Major Urban Center	
07	Osborn / Central Avenue	Regional Center	
08	Thomas / Central Avenue	Regional Center	
09	Encanto / Central Avenue	Medium Urban Center	
10	McDowell / Central Avenue	Major Urban Center	
11	Roosevelt / Central Avenue	Medium Urban Center	
12	Van Buren / Central Avenue Van Buren / 1st Avenue	Downtown Core	
13	Washington / Central Avenue Jefferson / 1st Avenue	Downtown Core	
14	3rd Street / Jefferson	Downtown Core	
15	12th Street / Washington	Major Urban Center	
16	12th Street / Washington 24th Street / Jefferson	Minor Urban Center	
17	24th Street / Jefferson 38th Street / Washington	Medium Urban Center	
18	44th Street / Washington	Major Urban Center	
19	50th Street / Washington	Minor Urban Center	

NORTHWEST EXTENSION

EXISTING LIGHT RAIL

WEST EXTENSION

NORTHWEST EXTENSION

STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
1A	Metrocenr (West)	Regional Center	
01	Metrocenr (East)	Regional Center	
02	Dunlap / 25th Avenue	Medium Urban Center	
03	Dunlap / 19th Avenue	Neighborhood Center	
04	Northern / 19th Avenue	Neighborhood Center	
05	Glendale / 19th Avenue	Minor Urban Center	

SOUTH EXTENSION



Adaptive Reuse - St. Francis Restaurant

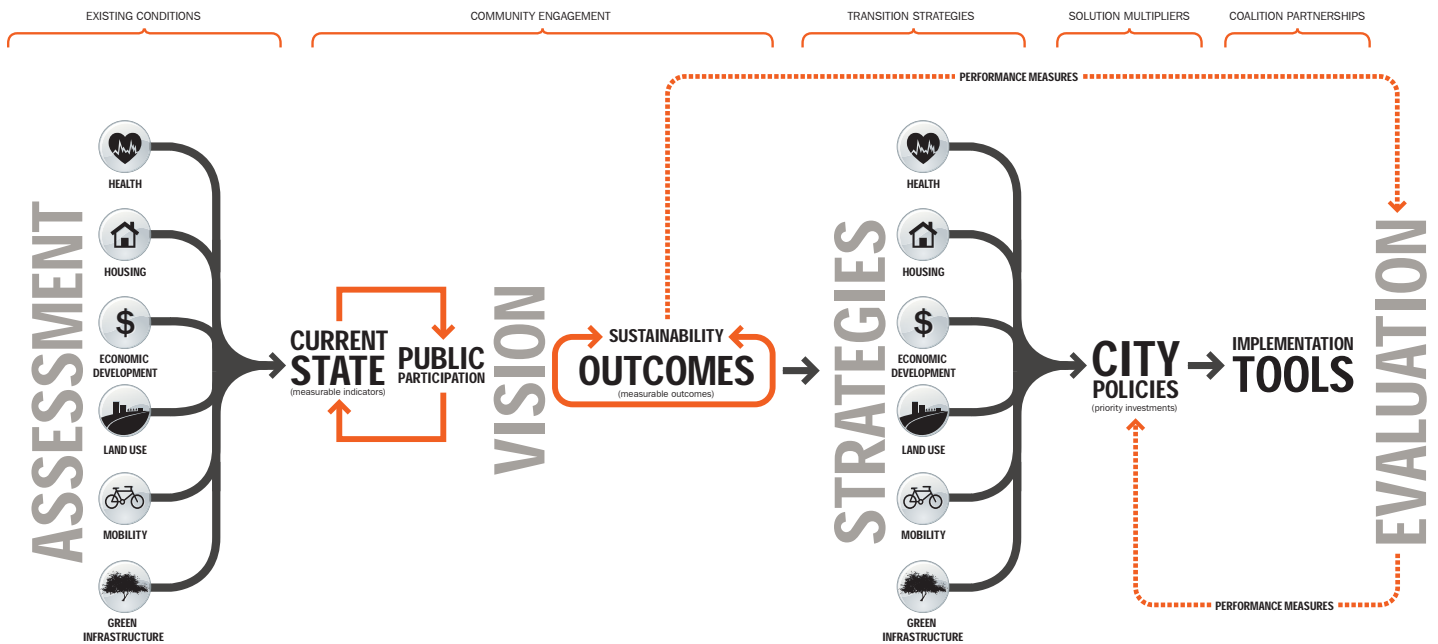


Roosevelt Square

Policies

- E.1** Increase heights and intensities on applicable properties within a ¼ mile radius of light rail stations within the parameters of the station's Place Type.
- E.2** Increase heights and intensities only for proposals that meet or exceed the standards of the Walkable Urban (WU) zoning district or the Interim TOD Zoning Overlay if proposed prior to the adoption of the WU zoning district.
- E.3** Only permit the maximum height within the Place Type for properties that have the highest degree of neighborhood compatibility and station accessibility. Heights should generally step down with distance from the station and with proximity to single family properties.
- E.4** When located on highly neighborhood-compatible and station-accessible properties, mixed-use buildings that comply with the Phoenix Green Construction Code are eligible for increased entitlement up to the incentive in the Place Type when one of the following performance standards are met:
 - A minimum of 30 percent of housing units are dedicated for long-term affordability for moderate income households (between 50% and 100% of the metro area median), as approved by the Housing Department.
 - A minimum of 30 percent of the gross site area is dedicated for public open space, as approved by the Parks Department.
 - A Deed of Conservation easement is dedicated for an eligible historic property, as approved by the Historic Preservation Officer.
- A proportionate in-lieu fee is paid (if a program is available) for affordable housing, parks, public parking, or other infrastructure, as approved by the City.
- E.5** Increase heights and intensities in accordance with adopted District Plans. If there is a conflict between the District Plan and the Place Type, the District Plan prevails.
- E.6** Do not apply Place Types to single family zoned properties, historic or historic-eligible properties, or properties determined to be incompatible due to size, adjacent land uses, a VPC Specifying Action (see appendix) or when not in conformance with an adopted District Plan.

TOD District Planning Process



F. District Planning

TOD District Plans create a sustainable vision for the future through a robust community engagement process. Specific actionable strategies for comprehensive community revitalization are developed in order to transition the current state to the vision by guiding strategic public and private investments.

Methods

TOD District Planning includes the following approaches:

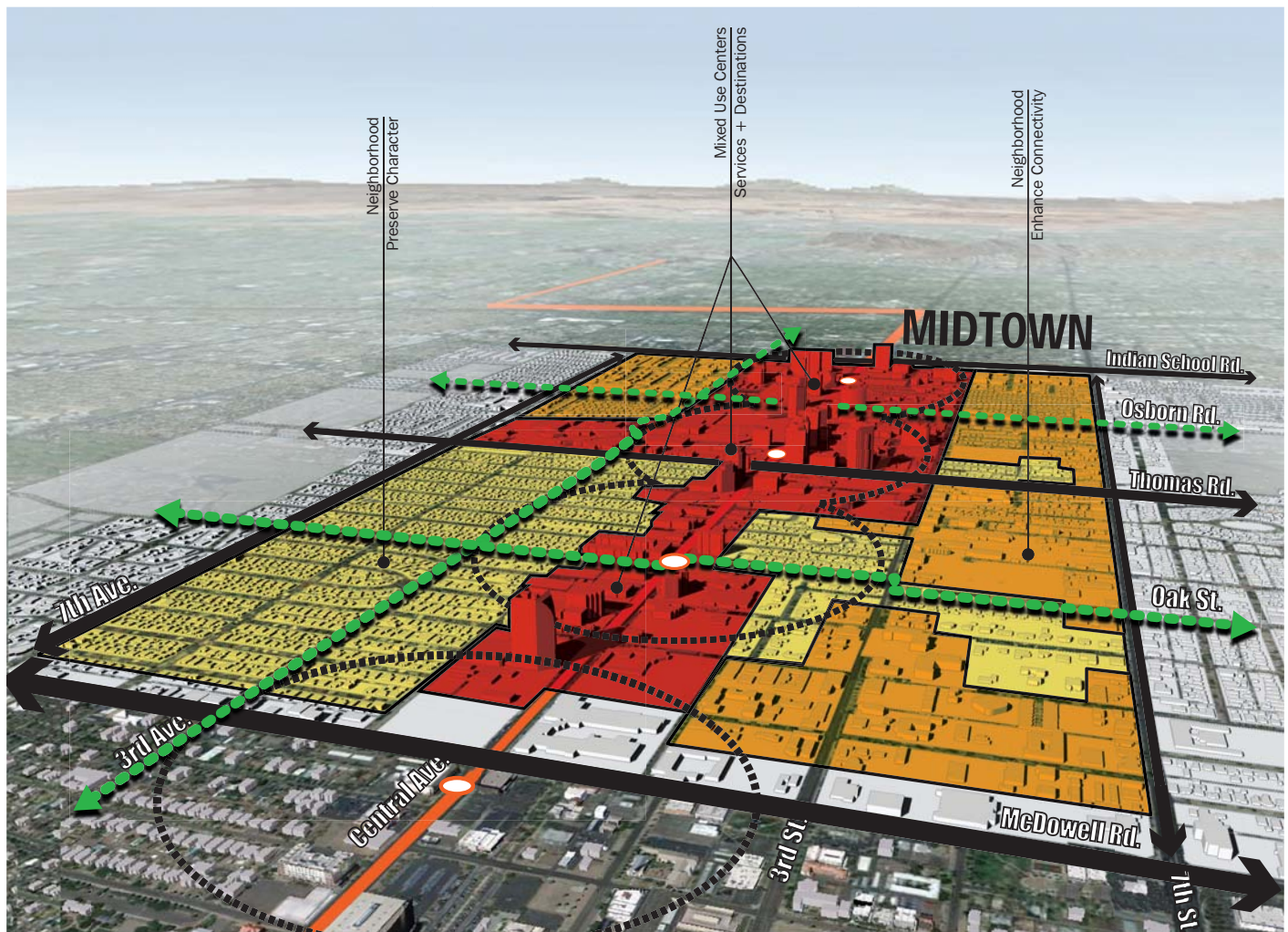
- A multi-disciplinary process with six elements: Land Use, Mobility, Green Infrastructure, Housing, Health and Economic Development.
- Community outreach focused on organizing a coalition of stakeholders within the district including residents, businesses, non-profits, institutions and real estate owners.
- Public engagement that empowers the community, including low-income and limited English speaking residents, to be actively involved in the decision making process.
- Sustainability performance measures aligned with the community's vision that monitor the effectiveness of policies, provide accountability and inform policy adjustments over time.
- A 30-year horizon that allows sufficient infrastructure planning and minimizes the need to demolish or retrofit new construction by strategically phasing incremental development to achieve the long-term vision.

- A concentration of retail, employment and other day-to-day destinations within ¼ mile of light rail stations in order to maximize convenient access.
- A Connected Oasis approach to open space planning that links together a network of lushly landscaped streets, canals and parks.
- A focus on creating an integrated and cohesive district, not just an isolated station area. TOD opportunity sites are identified along with contextual transitions, historic preservation, adaptive reuse and street, open space and housing improvements within adjacent neighborhoods.

Objectives

- Develop a community-based vision for change and preservation that maximizes resident benefits and city-wide sustainability.
- Create an attractive investment environment by providing a streamlined development process and other incentives for sustainable TOD.
- Inform smart decision-making by identifying strategic priority interventions that simultaneously advance multiple community-defined goals. These "Solution Multipliers" include infrastructure, urban-living amenities, affordable housing and other investments.
- Coordinate resources to guide incremental changes that synergistically leverage one another and build on existing assets and previous progress.

Example TOD District Planning Model



Policies

- F.1** Support pedestrian-oriented design standards, short block subdivision standards, bicycle parking standards and Complete Street standards in order to improve walkability and bikeability.
- F.2** Encourage transit-supportive land uses, such as dense residential, office and retail destinations in order to boost ridership and fare recovery.
- F.3** Limit auto-oriented land uses and excessive parking, support shared and paid parking and encourage bike and car share programs in order to manage vehicular traffic.
- F.4** Integrate new development into the existing context through measures such as stepping down building heights, modulating building massing, enhancing landscaping, preserving setback consistency and carefully locating windows, service entrances, refuse containers, lighting and ventilation.
- F.5** Support mixed income neighborhoods to help ensure TOD benefits are attainable for all residents.
- F.6** Support the City's Tree and Shade Master plan goal of 25 percent tree canopy coverage.
- F.7** Support the integration of Green Infrastructure stormwater management practices into street and open space designs on public and private property.
- F.8** Support the development and enhancement of public open spaces.
- F.9** Provide incentives, such as increased entitlement and expedited permitting, for Green Construction, Green Infrastructure, Historic Preservation, Mixed-Income Housing and Adaptive Reuse.

G. Implementation

TOD implementation should be guided by a performance based process and focused on the “Five P’s”:

Prioritization

- Implementation should be prioritized for specific types of investments in specific areas in order to improve the efficiency of resources in advancing the community’s vision.

Partnerships

- Investments should be coordinated both within government and with community partners in order to maximize the collective impact of limited resources.

Predictability

- Zoning and other regulations that conform with district plans should be in place to help ensure communities of lasting value and protect investors from permitting delays and incompatible development.

Promotion

- The community’s vision and the availability of incentives should be communicated widely to inform and attract a large pool of potential investors.

Persistence

- An organized coalition of stakeholders that includes residents, businesses, investors, governments and non-profits must stay continuously engaged over the long term for the vision to be realized.

Policies

- G.1** Use the Priority Investment Scorecard to evaluate and compare the location and type of investments, both within districts and across multiple districts. Higher scoring projects, including those implemented by Capital Improvement Programs, Housing Programs, Grants, and Economic Development Incentives should be prioritized over lower scoring projects.

Priority Investment Scorecard:

Factor	Indicator	Score
Consistent with Community Vision	Conformance with Adopted Plan Prerequisite	Required
Investment Risk	% of district with zoning in conformance with District Plan $\% * 100$	
Displacement Risk	% increase in property values in District’s low income census tracts over 10 years (Affordable Housing Investments Only) $\% * 100$	
Solution Multiplier	% improvement in District Plan Sustainability Performance Measures $\% * 100$ for each measure	
Public / Private Partnership	Total \$ Annual Revenue of adopted Special Assessment District Annual \$ / 100	
Current TOD Readiness	Intensity + Streetsmart Walkscore within 1/4 mile of station (Housing Density + Employment Density + Streetsmart Walkscore) / 10	
Total Score		

H. Appendix - Specifying Actions:

Encanto VPC	Place Type at Central / Encanto should only apply to property adjacent to Central Avenue
Central City VPC	Place Type near 18th Avenue and Van Buren should only apply to property South of Van Buren and East of 19th Avenue
Central City VPC	Place Type near 21st Avenue and Van Buren should only apply to Areas of Change as indicated on the St. Matthews Neighborhood Transition Areas Map. Heights should be limited to 4 stories and step down near single family housing.

H. Appendix - Specifying Actions:

CITY COUNCIL	<p>MEDIUM URBAN CENTER – AUDUBON</p> <p>THE MEDIUM URBAN CENTER – AUDUBON PLACE TYPE CONTAINS SLIGHTLY MODIFIED POLICIES AND PERFORMANCE MEASURES RELATED TO THE CONSIDERATION OF ADDITIONAL HEIGHT AND INTENSITY FROM THOSE FOUND IN THE PLACE TYPE TABLE AND IN SECTION E OF THE TOD STRATEGIC POLICY FRAMEWORK. THESE POLICIES AND PERFORMANCE MEASURES ARE OUTLINED BELOW AND ARE BROKEN UP INTO TWO TIERS: TIER 1 – UP TO 6 STORIES, TIER 2 – UP TO 10 STORIES.</p> <p>TIER 1 (MAXIMUM 6 STORIES)</p> <ul style="list-style-type: none">- MEDIUM INTENSITY- BASE HEIGHT: 2-6 STORIES <p>POLICIES TO ACHIEVE 6 STORIES: DEVELOPMENT WITHIN THE MEDIUM CENTER AUDUBON PLACE TYPE CAN DEVELOP UP TO SIX (6) STORIES IN HEIGHT. SIX (6) STORY BUILDINGS CAN ONLY BE CONSTRUCTED IF THE FOLLOWING FOUR CONDITIONS HAVE BEEN MET:</p> <ol style="list-style-type: none">1. A MINIMUM OF TWO FOUR STORY MIXED USE BUILDINGS, OR A COMBINATION OF A SIMILAR LEVEL OF DEVELOPMENT AS APPROVED BY THE PLANNING AND DEVELOPMENT DEPARTMENT, MUST HAVE BEEN ISSUED CERTIFICATES OF OCCUPANCY ON THE SUBJECT SITE.2. A MINIMUM 40,000 SQUARE FOOT OPEN SPACE AREA OR PLAZA IS CONSTRUCTED USING PRIVATE FUNDS AND IS OPEN AND ACCESSIBLE TO THE PUBLIC.3. A MINIMUM OF FOUR POINTS OF PEDESTRIAN ACCESS WITH WAYFINDING SIGNAGE ARE PROVIDED TO THE RIO SALADO TRAIL SYSTEM.4. THE PROJECT IS DESIGNED TO ENSURE INTEGRATION AND ENHANCED PUBLIC INTERFACE WITH THE RIO SALADO HABITAT RESTORATION PROJECT. <p>TIER 2 (MAXIMUM 10 STORIES)</p> <p>ONCE THE TWO CONDITIONS IN TIER 1 HAVE BEEN MET, DEVELOPMENT WITHIN THIS PLACE TYPE MAY FOLLOW THE POLICIES AND PERFORMANCE STANDARDS OUTLINED IN SECTION E OF THE TOD STRATEGIC POLICY FRAMEWORK IN ORDER TO PURSUE BONUS HEIGHT UP TO 10 STORIES. THE INCENTIVE HEIGHT SHALL BE LIMITED TO SEVEN (7) STORIES UNLESS TIER 1 CONDITIONS 1-4 ARE MET.</p>
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I. Adopted Transit District Plans

- Gateway Transit Oriented Development (TOD) District Policy Plan
- Eastlake-Garfield Transit Oriented Development (TOD) District Policy Plan
- Midtown Transit Oriented Development (TOD) District Policy Plan
- Uptown Transit Oriented Development (TOD) District Policy Plan
- Solano Transit Oriented Development (TOD) District Policy Plan

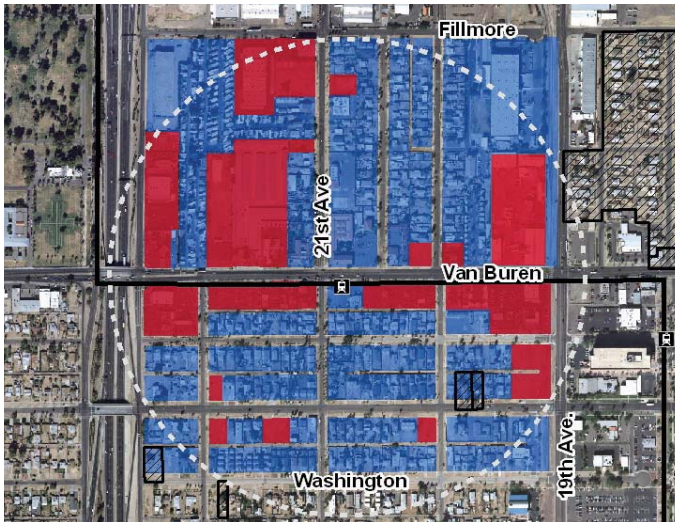
J. Station Profiles

- South Central Avenue
- 50th Street

St. Matthew's Neighborhood Transition Areas Map:

Red: Areas of Change

Blue: Areas of Stability

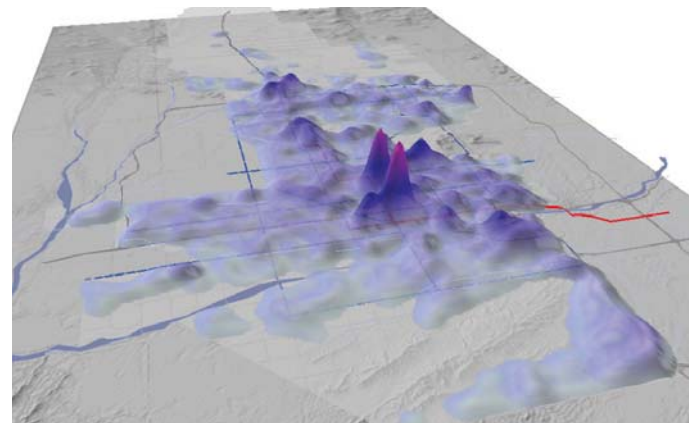


Phoenix TOD Readiness

TOD Readiness Range (Housing Density + Employment Density + Streetsmart Walkscore):

Low TOD
Readiness

High TOD
Readiness



Notes:

1. U.S. Census Bureau, 2010 Census
2. National Association of Realtors, 2011 Community Preference Survey
3. U.S. Federal Highway Administration, 2010 Household Travel Survey
4. Pew Research Center, "Baby Boomers Approach 65", 2010
5. CTOD, "Realizing the Potential: Expanding Housing Opportunities near Transit", 2007