PLANNING & DEVELOPMENT
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Rio Salado Phoenix
Existing Conditions Assessment



September 2024

RIO PHX

The **Planning and Development Department (PDD)** guides the physical development of the city by preserving historic sites, planning what can be built where, and ensuring safe construction of buildings and infrastructure.

This Existing Conditions Assessment was prepared by PDD and other partners and is the first phase in the planning process to develop a policy plan along the RIO PHX study area.

The information provided in this report is the best available at the time of its publication. Citations and references to sources of information provided herein have been embedded throughout the document in various forms.

*For more information about **RIO PHX** please visit: **https://www.phoenix.gov/pdd/riophx***

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The substance and findings of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations in this publication.

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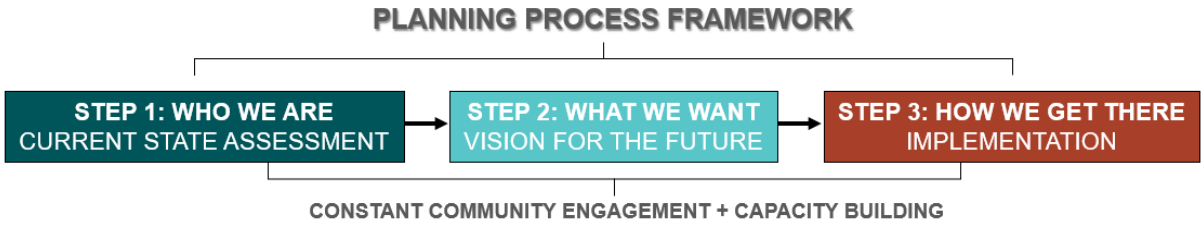
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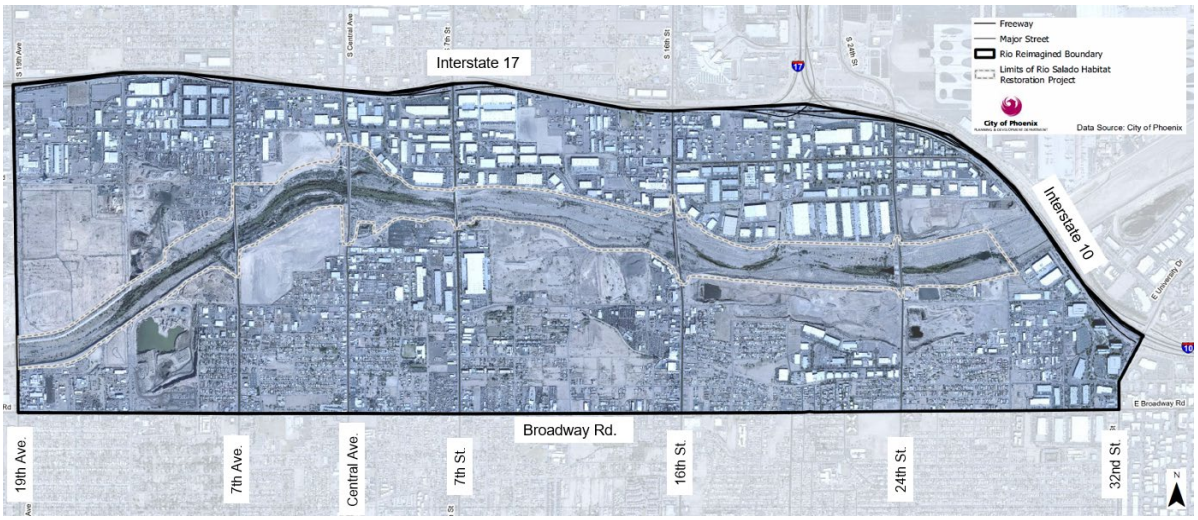
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Executive Summary

Rio Reimagined is a long-standing regional vision that aims to transform the Rio Salado (or Salt River) corridor into a regional destination by restoring the riverbed and promoting economic development, while addressing water resource management. In 2023, the City of Phoenix launched the RIO PHX initiative, as a collaborative effort with various project and community stakeholders to create a series of land use policy plans across a 20-mile Rio Salado (Salt River) corridor to be a key implementation component of the regional Rio Reimagined project by promoting positive investment for the benefit of existing and future businesses, residents, and tourists, while addressing outstanding community needs and creating new opportunities.

This Existing Conditions Assessment is the first step in the process to develop a policy plan for the first planning area known as **Rio Salado Phoenix** and serves as a basis for future work by the Planning and Development Department (PDD) and others relating to RIO PHX. This assessment also highlights the current conditions of the study area categorized by six planning elements and exploring relevant plans and initiatives. The below exhibit depicts the proposed framework to be utilized during the planning process through 2025:





Rio Salado Phoenix Study Area Map, Source: City of Phoenix

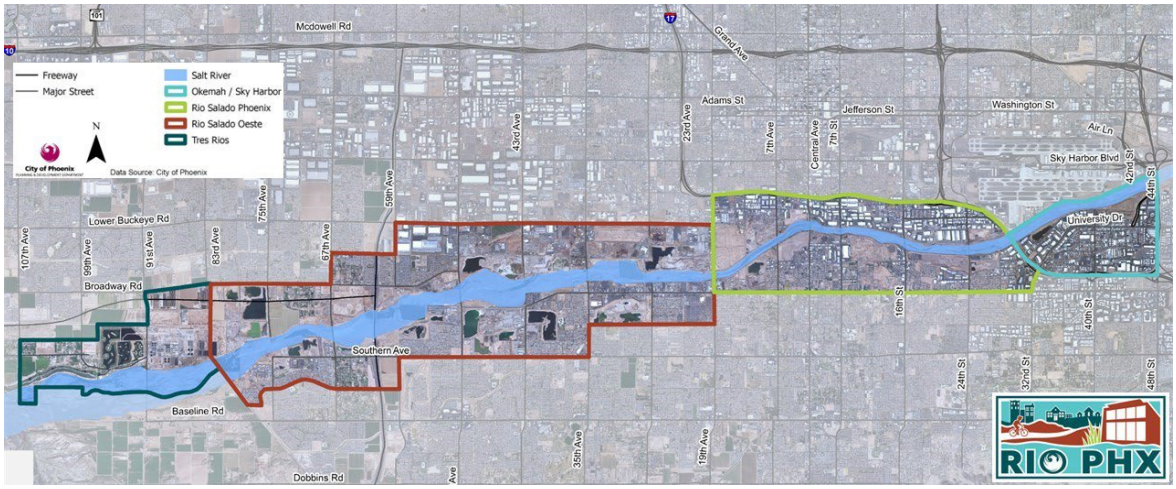
Study Area Findings:

- **The study area spans approximately seven square miles.**
- **Approximately 34.5% of residents have an income below the poverty level.**
- **Approximately 78% of the study area is zoned industrial or commerce park.**
- **There is one grocery store and one health facility within the study area.**
- **Approximately 89% of employers in the study area have less than 100 employees.**

Introduction

The residents, neighborhoods, businesses, organizations, and the flora and fauna that inhabit the natural landscape within the Salt River make up the RIO PHX study area. Each contributes to the foundation of a vibrant, diverse, and cohesive community onto which a Rio Reimagined Community Plan will build upon.

1. Overview



RIO PHX Study Area Map, Source: Planning and Development Department

Building off decades of work and millions of dollars in investment to bring the Rio Reimagined vision into fruition, the City of Phoenix is undertaking steps to develop a series of land use plans for the 20-mile Rio Salado (Salt River) Corridor to further refine and accomplish the Rio Reimagined vision alongside the community.

Due to the large size of the river corridor, planning efforts will be divided into planning areas, generally following river restoration efforts, as depicted in the exhibit above. The boundaries for subsequent planning areas will be refined as each planning process nears the public engagement/visioning stage.

1.a Purpose

The purpose of this Existing Conditions Assessment is to provide a background, demographic overview, and technical analysis that will serve as a resource throughout the RIO PHX planning process. This report is also intended to identify data gaps and elevate the understanding of the study area. Additional qualitative and quantitative data on the study area will be gathered and analyzed in subsequent steps of the planning process as indicated in Section 8 of this report, including community input.

1.b Planning Process Framework

The following three-step planning process framework is proposed to successfully provide a holistic and multidisciplinary engagement, visioning, and implementation plan across the RIO PHX study areas. Community engagement and capacity building are key to the success of this initiative and will occur throughout the planning process.



This same framework has been utilized since 2013 by the City of Phoenix on various initiatives and will be built upon throughout this process.

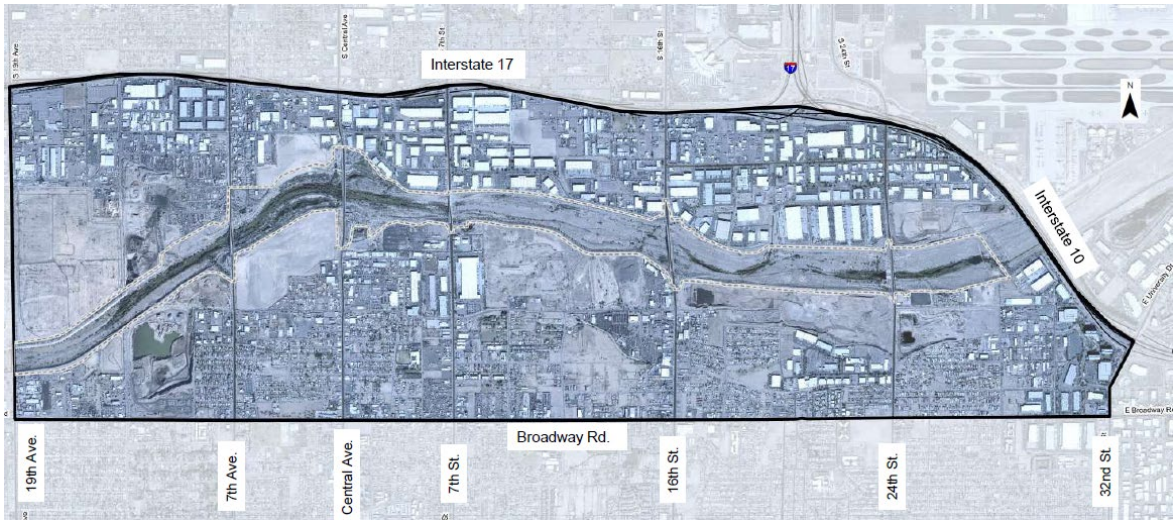
1.c Six Planning Elements

This assessment maintains the six-planning element framework to analyze the study area. This same framework has been utilized in past initiatives undertaken by the City of Phoenix over the past ten years to assess diverse neighborhoods.

The six planning elements are illustrated below:



1.d Study Area (Rio Salado Phoenix)



Study Area Aerial Map, Source: City of Phoenix

The study area is located one mile south of Downtown Phoenix and is bounded by Interstate 17 to the north, Broadway Road to the south, 32nd Street to the east and 19th Avenue to the west. This boundary coincides with the boundary of the Rio Salado Beyond the Banks Area Plan (an existing policy plan) and includes the Rio Salado Phoenix Habitat Restoration Area (HRA).

For purposes of this study, the geographic area analyzed as part of this assessment is referred to as **Rio Salado Phoenix** (the "study area").

1.e History

The first known farming society that settled near the banks of the Salt River were the Hohokam, an ancient agricultural society that farmed extensively throughout the valley, skillfully managed their water resources, and created a complex civilization. At least four Hohokam canals were located within the study area in addition to two nearby towns.

Farmers in the 19th Century continued developing irrigation canals, including the San Francisco Canal, and improved agricultural practices. The 1911 completion of the Roosevelt Dam and Center Street Bridge (Central Avenue



Historic photograph of the San Francisco Canal, Source: City of Phoenix Rio Salado Beyond the Banks Plan

Bridge) assured a steady supply of water and better access to lands south of the Salt River and made land subdivision economically feasible to residential development, in addition to the provision of electricity and concrete roads.

Although some of the land was subdivided and sold as 160-acre parcels, most of the land was sold in 10 to 60-acre tracts.

The north side of the river did not develop at the same rate due to floods. The construction of the Interstate 17 in the 1950's and expansion of the Sky Harbor Airport in the 1970's relocated some of the barrios or neighborhoods that existed in this area which were predominantly comprised of minority residents.



Postcard view of typical southside farmlands of the early twentieth century, Source: City of Phoenix Rio Salado Beyond the Banks Plan

The Salt River also has a rich history of recreational uses, as the river and irrigation canals served as local "swimming holes". In addition, Riverside Park, a private recreational facility that opened in 1914 on the north bank of the Salt River east of Central Avenue, created a "fairyland" by featuring a dance pavilion, dining room, band concerts, outdoor movies, athletic fields, desert animal zoo, and swimming pool. The popularity of Riverside Park led to the opening of two other nearby amusement facilities in the late 1920's.



Aerial photograph (1957) of Riverside Park located on the north bank of the Salt River east of Central Avenue, Source: City of Phoenix Rio Salado Beyond the Banks Plan

Repeated flooding and occasional fires ultimately contributed to the demise of these riverside recreational uses, some of which persisted until the mid-1980s.The Salt River also has a rich history of recreational uses, as the river and irrigation canals served as local "swimming holes".

Industrial uses, almost entirely restricted to sand and gravel operations, started near Central Avenue in the 1930's. Mining and other industrial uses intensified in the post-war era with the Phoenix area growth. Three separate annexations in 1952, 1959, and 1960

incorporated land within the study area under Maricopa County jurisdiction and these areas were rezoned by the city to conform to its current standards at that time.

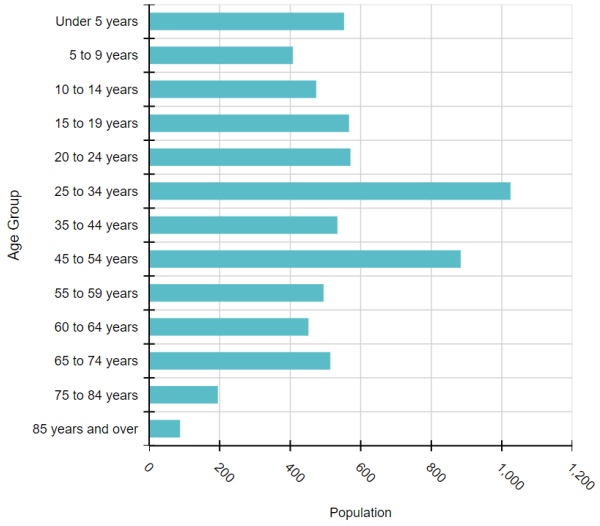
1.f The Numbers

The data presented below derives from the U.S. Census Bureau American Community Survey 2018-2022 (5-year estimates) and was obtained using the Maricopa Association of Governments (MAG) Demographic Viewer tool. Additional demographics data was incorporated in later sections of this assessment in relation to each of the six planning elements as described previously.

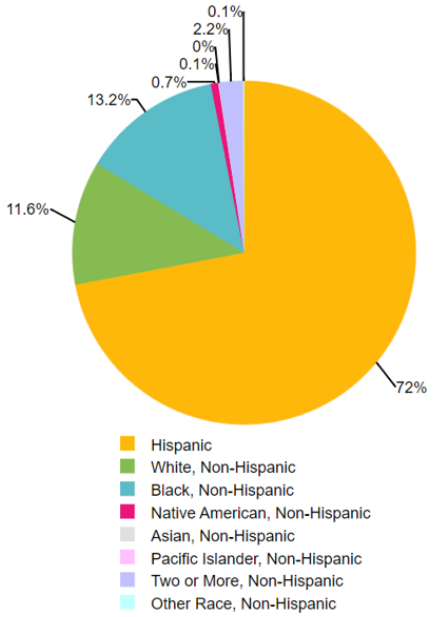
Below is a comparison table that contains demographic information on the City of Phoenix (citywide) and the study area.

Comparison Table		
Demographic	**Citywide Figure**	**Study Area Figure**
Total Population	1,609,456	6,747
Number of Households	591,159	2,139
Minority Population %	58.8%	88%
Population age between 20 and 34 years	23.6%	23.6%
Household income at or below $49,999	33.9%	53.5%
Households with no vehicles available	6.9%	13.7%
Population that speaks only English	63.1%	43.6%
Persons with income below the poverty level	14.6%	31%
Renter occupied housing units	43.6%	61.1%

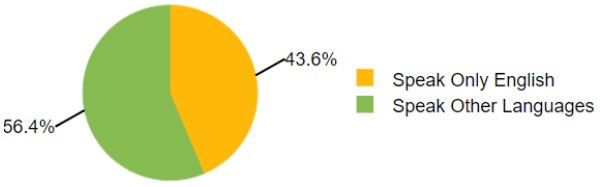
Below is additional demographic information on census blocks in close alignment to the study area obtained from MAG:



Population Age (above)
Source: U.S. Census, ACS 2018-2022



Race and Ethnicity (above)
Source: U.S. Census, ACS 2018-2022

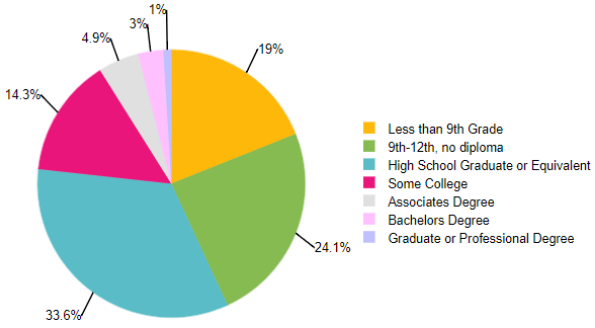


Ability to Speak English (above)

Source: U.S. Census, ACS 2018-2022

Poverty Status in the Past 12 Months		
Name	Total	Percent
Persons for whom poverty status is determined	6,692	N/A
Persons with income below poverty level	2,072	31.0%
Persons with income below 150% of poverty level	2,977	44.5%
Persons with income below 200% of poverty level	4,300	64.3%

Universe: Persons for whom poverty status is determined



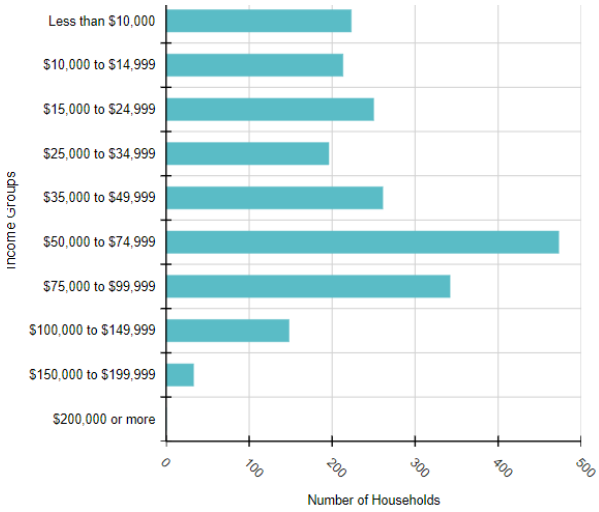
Educational Attainment (above)
Source: U.S. Census, ACS 2018-2022

Poverty Status for Families in the Past 12 Months		
Name	Total	Percent
Total Families	1,307	N/A
Families with income below poverty level	370	28.3%
Married-couple family	80	N/A
with related children under 18 years	50	N/A
Female householder, no spouse present	218	N/A
with related children under 18 years	204	N/A
Male householder, no spouse present	72	N/A
with related children under 18 years	4	N/A

Universe: Families

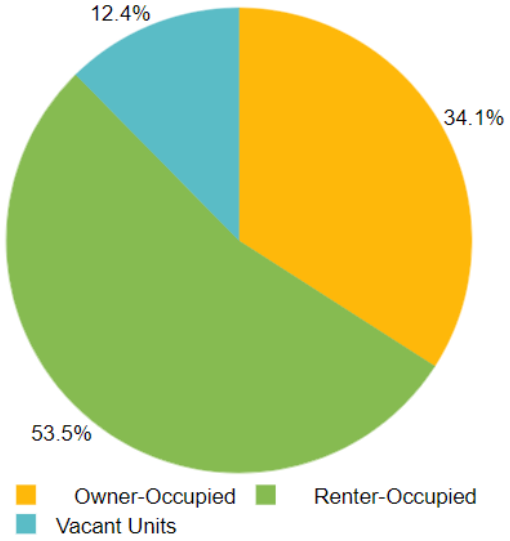
Poverty Status (above)

Source: U.S. Census, ACS 2018-2022



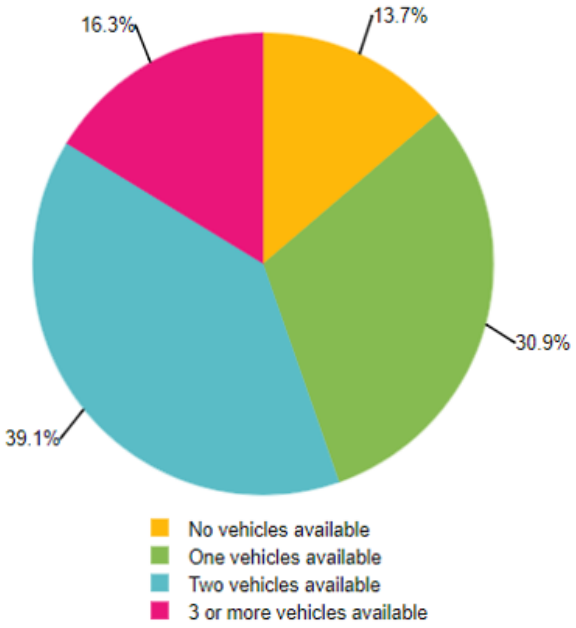
Household Income (above)

Source: U.S. Census, ACS 2018-2022



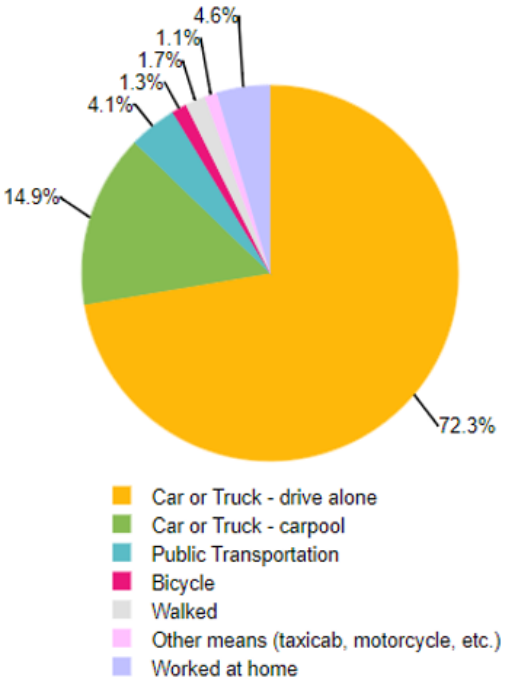
Housing (above)

Source: U.S. Census, ACS 2018-2022



Vehicles Available (above)

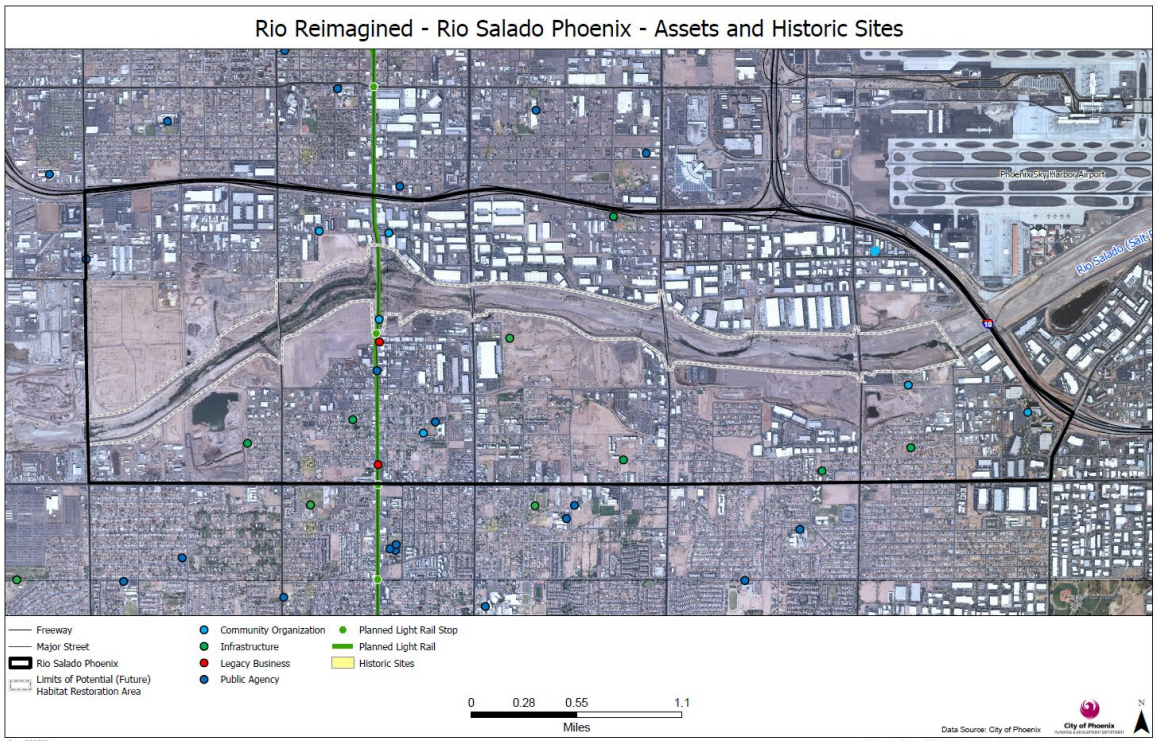
Source: U.S. Census, ACS 2018-2022



Commute to Work (above)

Source: U.S. Census, ACS 2018-2022

1.g Preliminary List of Area Assets



Preliminary Asset Map (2023), City of Phoenix. *(See full size map in Appendix C)*

Area assets represent existing/planned facilities within the study area, such as schools, businesses, historic buildings, community organizations, public/quasi-public institutions, and public facilities or infrastructure. Asset mapping helps inform the planning process by creating an inventory for preserving, enhancing, and supporting existing resources. Furthermore, policies to implement a future vision should be designed to build off existing assets that are unique to the area.

Below is a preliminary list of assets that were compiled from existing plans, early community engagement, and investments made by the City of Phoenix:

1. **Habitat Restoration Area and Parks**
2. **Light rail line and station at Audubon Center**
3. **Schools**
4. **Fire/Police Facilities**
5. **Grocery Stores (Rancho Grande)**
6. **Community organizations**
7. **Legacy businesses**
8. **Health facilities (Southwest Network)**
9. **Historic buildings (Eligible, registered, conservation easements, or pending)**

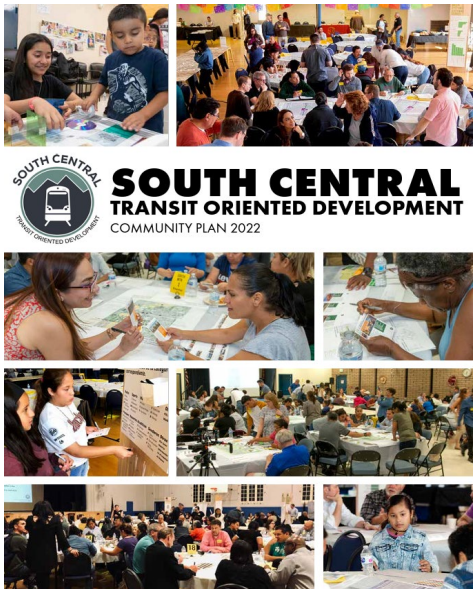
This preliminary list of assets will be presented to the community and modified as necessary with input received throughout the visioning process of this initiative.

1.h Community Based Organizations (CBO's) and Other Stakeholders

Several community-based organizations (CBO's), including non-profit corporations, public foundations, and state and local entities have conducted studies, inventories, and assessments of varied environmental, health, and social aspects on Central City and South Mountain communities in addition to ongoing groundwork in many of these areas. A list of these organizations will be compiled separately for engagement purposes and referenced throughout the planning process.

1.i Previous Planning Efforts

There are numerous policy plans and planning initiatives undertaken by the City of Phoenix that remain active within the study area. Some of plans were adopted into policy decades ago, while some are more recent, as described in detail below. RIO PHX will review and build upon visions, ideas, and strategies already established through these community-based planning efforts, including community-led plans such as the **Quality of Life Plan (2017)** by Phoenix Revitalization Corporation; incorporating those elements that remain relevant to the community.



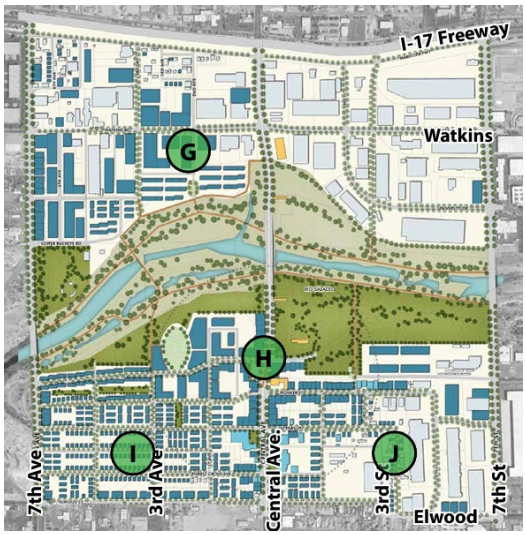
South Central Transit Oriented Development Community Plan (2022): The South Central Transit Oriented Development (SCTOD) Community Plan was adopted in 2022 and provides a guide for transforming the South Central Corridor communities into walkable transit oriented communities. The plan describes the history of the area, the multi-year public engagement process, implementation strategies and five-year action plans to achieve the vision.



The SCTOD plan also contains community prioritized investments, growth areas, multi-modal enhancements, open space corridors, and future land use priorities for each of the four character areas.

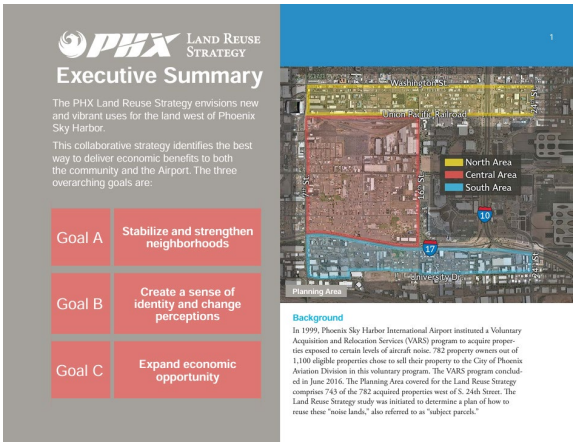
In the Rio Salado Area, the community envisioned:

- *Expanded quality work-force training and job opportunities to raise incomes for local residents.*
- *Mixed-use development for mixed-incomes – blending needs of corridor residents and tourists.*
- *Sustainable designs for all new development.*
- *Improved health outcomes for all residents and workers.*



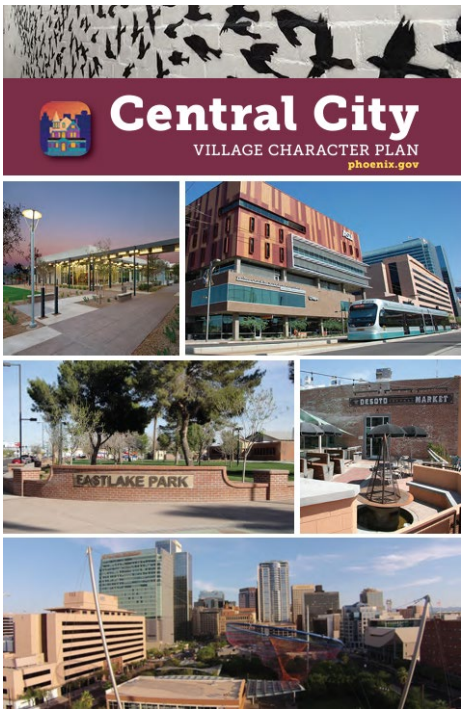
PHX Land Reuse Strategy (2020): The PHX Land Reuse Strategy envisions new and vibrant uses for the land west of Phoenix Sky Harbor Airport which is considered “noise land” per Federal Aviation Administration (FAA) and requires a plan for redevelopment of this property. A program known as Voluntary Acquisition and Relocation Services (VARS) was instituted by Phoenix Sky Harbor from 1999 through 2016 to acquire certain properties voluntarily, which were exposed to certain levels of aircraft noise. The PHX Land Reuse Strategy includes 743 of the 782 acquired properties west of 24th Street. In addition, 136 properties were voluntarily acquired within the Land Reuse Strategy South Planning Area, totaling to approximately 22 acres. Lastly, PHX Land Reuse Strategy planning activities concluded in 2020.

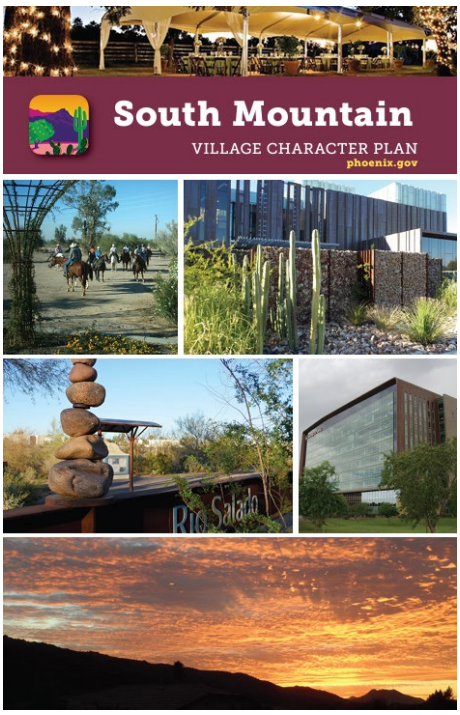


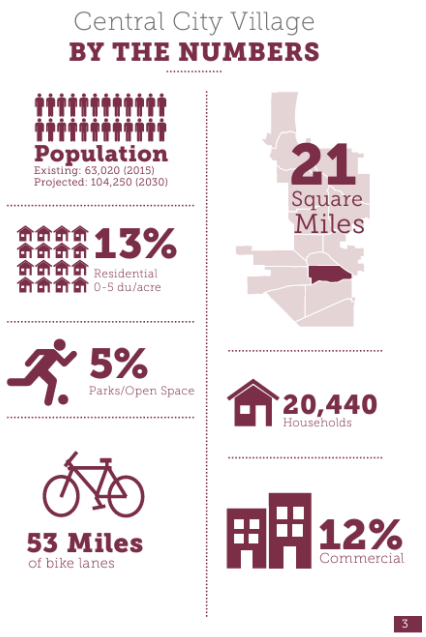


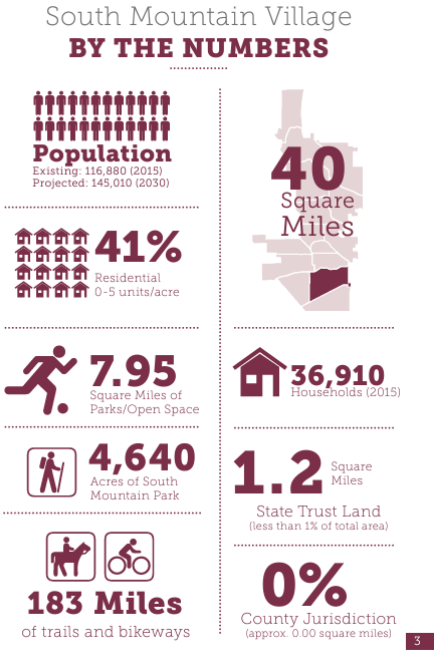
The PHX Land Reuse Strategy plan describes the community engagement process, implementation strategies, and design guidelines for block planning, cultural corridors, temporary open space concept, and how to develop each of the three spark areas. This effort was led by the Aviation Department with support from the Planning and Development Department.

Central City (2021) and **South Mountain Village** (2018) Character Plans: The Character Plans developed for the Central City and South Mountain Villages contain a more recent overview on the goals and opportunities that each community would like to promote in these Villages. The Character Plans also highlight the character, assets, policy plans, overlay districts, land use and design principles each Village encourages for new development.









Reinvent PHX (2012-2018):
As a result of many years of research and community engagement, plus adoption of Transit Oriented Development (TOD) policy plans and the Walkable Urban Code, the Reinvent Phoenix TOD Strategic Policy Framework was adopted in 2018 and identifies TOD Place Types, which identify land use intensities, along light rail corridors. This policy document also includes implementation policies, methods, and objectives.

The **Audubon Place Type** located just south of the intersection of Central Avenue and Rio Salado is identified in this document as a Medium Urban Center, containing slightly modified policies and performance measures related to the consideration of additional height and intensity from those found in the TOD Strategic Policy Framework. These standards are broken up into two tiers, each with unique conditional standards as shown in the adjacent exhibit.

REINVENTPHX
Transit Oriented Development Strategic Policy Framework



2018
City of Phoenix

MEDIUM URBAN CENTER – AUDUBON

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.

TIER 1 (MAXIMUM 6 STORIES)
- MEDIUM INTENSITY
- BASE HEIGHT: 2-6 STORIES

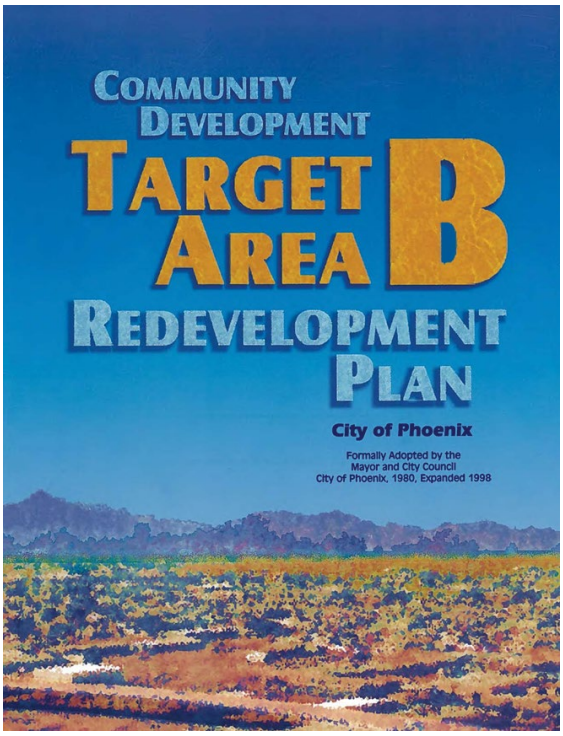
POLICIES TO ACHIEVE 6 STORIES: DEVELOPMENT WITHIN THE MEDIUM CENTER AUDUBON PLACE TYPE CAN DEVELOP UP TO SIX (6) STORIES IN HEIGHT. SIX (6) STORY BUILDINGS CAN ONLY BE CONSTRUCTED IF THE FOLLOWING FOUR CONDITIONS HAVE BEEN MET:

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.

TIER 2 (MAXIMUM 10 STORIES)

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.

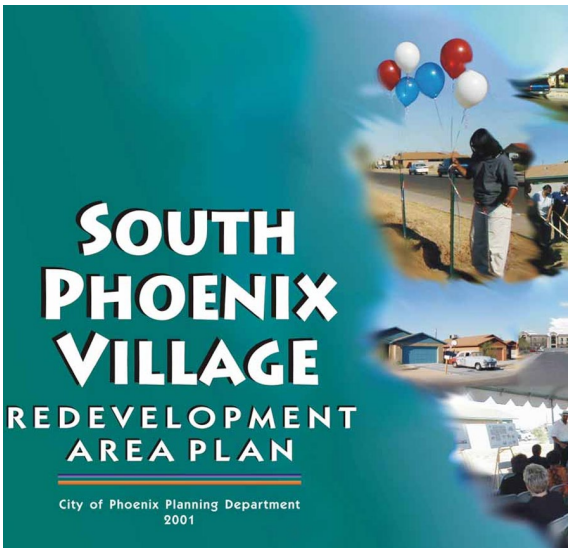
Target Area B Redevelopment Plan (1980, Amended 2016): Originally adopted in 1980, the Target Area B Redevelopment Plan aims for the redevelopment of a designated area in the South Mountain Village known as Target Area B. This policy plan describes existing conditions, desired redevelopment objectives, a list of actions to implement the plan, and a land use plan to achieve these goals. The Neighborhood Services Department (NSD) has led this effort with support from the Planning and Development Department.



Del Rio Area Brownfields Plan (2012): The Del Rio Area Brownfields Plan was developed to guide the redevelopment of brownfield sites within the study area bounded by the Salt River (north), Broadway Road (south), 16th Street (east), and 7th Avenue (west). In addition, this plan aimed to direct the assessment and cleanup of sites, while identifying resources available to assist with redevelopment. The Office of Environmental Programs (OEP) has led this effort with support from the Planning and Development Department.

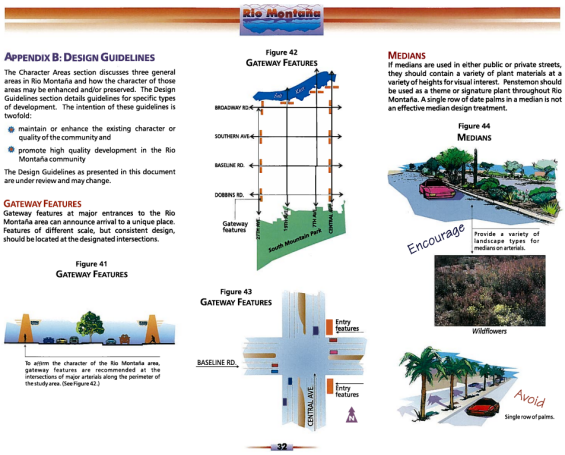


South Phoenix Village Redevelopment Area Plan (2001): The South Phoenix Village Redevelopment Area Plan aims to positively influence the redevelopment of an area known as South Phoenix Village Redevelopment Area. This plan describes the history of the area, desired redevelopment objectives, a list of actions to implement the plan, and a land use plan to achieve these goals, among other components. The Neighborhood Services Department (NSD) has led this effort with support from the Planning and Development Department.

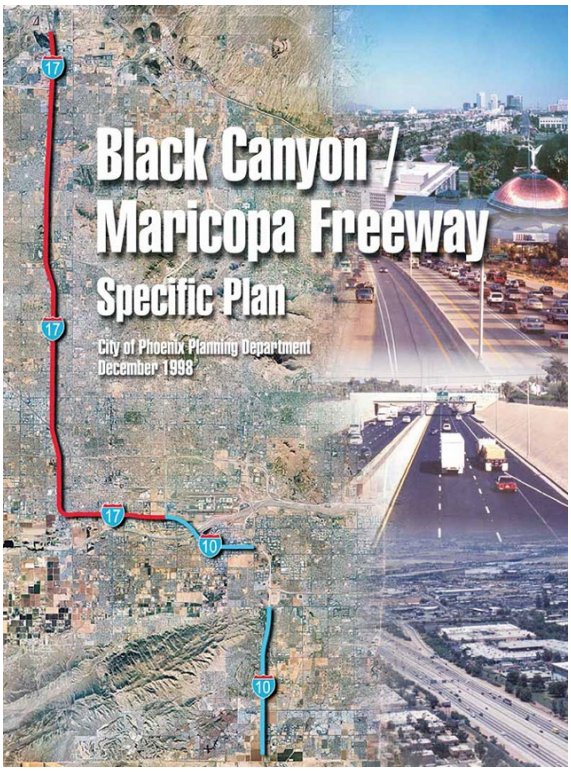


Rio Montaña Area Plan (2000): The Rio Montaña Area Plan is a policy plan aimed at guiding growth, while encouraging the preservation of the rural character of the area and incorporating transition zones to protect desert and open space areas. This plan describes the history of the area, public engagement process, existing conditions, design guidelines, and future land uses. The Planning and Development Department led the development of this plan.





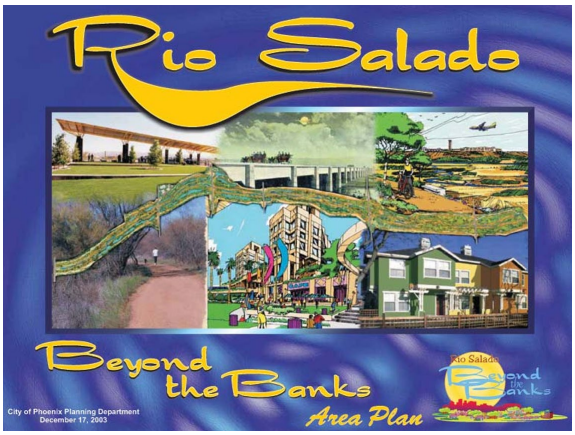
Black Canyon Maricopa Freeway Specific Plan (1998): The Freeway Mitigation Program, created in the City of Phoenix by the 1988 approval of Proposition 17, authorized general obligation bonds to prepare plans and fund projects to mitigate the blighting effects on neighborhoods from existing and proposed freeway construction. The Black Canyon/ Maricopa Freeway Specific Plan study area is 32 miles long from Pinnacle Peak Road to Pecos Road. The width of the study area is one-quarter mile on each side of Interstates 10 and 17.



*The **Land Use** section of this report contains information on other land use policies relevant to the study area.*

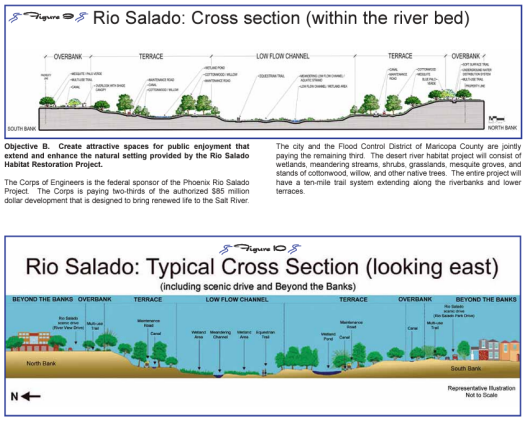
1.j Rio Salado Beyond the Banks Area Plan

In 1998, the Phoenix City Manager created the 28-person Beyond the Banks Advisory Committee, a citizen committee that met over a one-year period, to identify potential benefits and vision for the area beyond the boundary of the Rio Salado Project. In 1999, The Beyond the Banks Summary Report (1999) was published to identify the results of the Beyond the Banks Advisory Committee's public involvement process, and making recommendations for future land uses, while developing broad planning goals.



The report called for industrial uses north of the river and a mixture of commercial and residential uses south of the river. The committee was disbanded in 1999, and the 25-member Rio Salado Advisory Committee was appointed in 2000.

In early 2000, the public outreach process began with a series of six public workshops held to discuss land use preferences and to gain input from area residents. Between early 2002 and late 2003, at least 37 public meetings were held to discuss the Beyond the Banks Area Plan with numerous public bodies and private sector groups.



In 2003, the Phoenix City Council adopted the Rio Salado Beyond the Banks Area Plan, a land use plan that identified goals and policies to guide development decisions along and beyond the banks of the Rio Salado Habitat Restoration Area (HRA). To date, this plan continues to be a source of information and provides guidance on land use decisions. An assessment of the **goals and five-year action priorities** approved in the Beyond the Banks Area Plan revealed that many of these goals and priorities are in progress or have not yet been undertaken, while others have been completed. Below is a list of the goals and priorities that have been completed as of October 2023 based on readily available information.

Achievements of Goals and Priorities Identified in the Plan:

- Expansion of Infill Development District **(Goal 1.F);**
- Amendment of the Rio Salado Interim Overlay District **(Goal 1.G);**
- Construction of trails along Habitat Restoration Area **(Goal 2.A);**
- Completion of Audubon Center and integration with Central Avenue/Rio Salado Gateway, trails, and Rio Salado Scenic Drive **(Goal 2.B);**
- Voluntary acquisition of residential properties impacted by airport noise **(Goal 4.D);**
- Connecting the Habitat Restoration Area to other parts of the city via public transit **(Goal 5.B);**
- Seeking brownfield redevelopment funds **(Goal 6.C);**
- Adoption of Rio Salado Beyond the Banks Area Plan and amendment of the General Plan **(Priority 1);** and
- Pedestrian and streetscape improvements to South Central Avenue **(Priority 15).**

LAND USE

2. Overview

The types of land uses located within a specific geographic area can greatly define the character of a neighborhood and the quality of life for existing residents. By exploring the land use composition of a neighborhood, one can infer on the potential to introduce new development or redevelop existing properties, while understanding how intensely land is being used. These observations can also identify existing conditions that prevent or slow down community needs such as attainable housing, better jobs, or improved land values.



Rio Salado South Bank Trail, Source: City of Phoenix

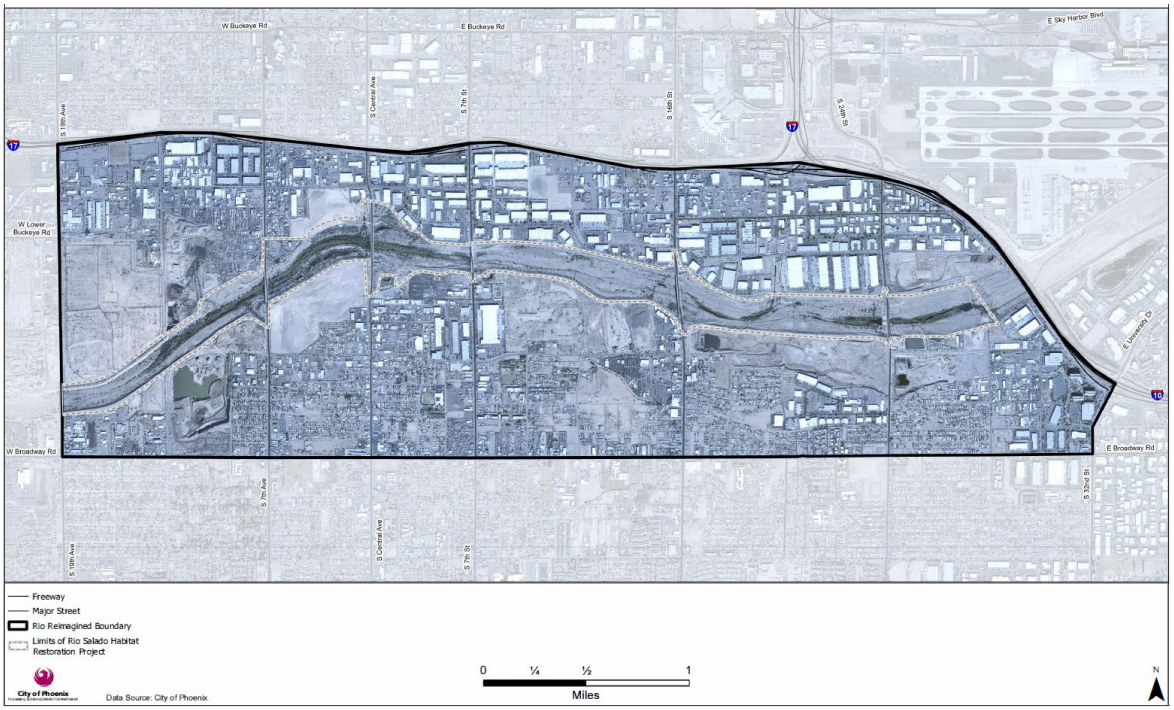
The **Land Use** element focuses on growth and urbanization, built environment and intensity, and the authentic culture and character of the neighborhoods in the area to reveal unique characteristics. This includes the natural landscape and ecosystems that live within, recognizing that the Rio Salado remains an important cultural, religious, and environmental resource for native communities.

Below is a list of key findings within the study area, followed by observations on related characteristics.

Key Findings:

- The study area is approximately seven square miles.
- Rio Salado Phoenix Habitat Restoration Area (HRA) is the first river segment that has undergone extensive environmental restoration within the City of Phoenix.
- There is one active mining site in the study area.
- Approximately 77% of the study area is zoned industrial or commerce park.
- Approximately 17% of the study area is zoned multifamily residential, while 1% is zoned single-family residential and 5% is zoned commercial.
- There are two public art installations within the study area located at the Ed Pastor Transit Center and along Rio Salado Park next to Central Avenue.

2.a Rio Salado Phoenix Habitat Restoration Area



Study Area Aerial Map, Source: City of Phoenix *(See full size map in Appendix C)*

In the late 1990s, Congress approved more than $85 million in federal Water Resources Development Act funds to transform five miles of the Salt River, from 19th Avenue to 28th Street, and became known as the Rio Salado Habitat Restoration Area.

Rio Salado Phoenix HRA is a joint project between the City of Phoenix and the U.S. Army Corps of Engineers. This flood risk management and ecosystem restoration project was completed in 2009 and involved the restoration of approximately five miles of river and 595 acres of desert river habitat. Key construction partners included the Flood Control District of Maricopa County and the Arizona Water Protection Fund. The project improved the low flow channel for flow conveyance, expanded riparian and xeri-riparian habitat, created demonstration wetlands, and planted over 76,000 trees, plants, and shrubs.

The City of Phoenix Parks and Recreation Department Natural Resource Division manages this area. Key management activities include trailhead maintenance, removal of invasive species, planting of native species, and erosion management. Over 180 species of birds and other wildlife have been observed at Rio Salado Phoenix and passive recreation such as hiking, bicycling, wildlife viewing, birdwatching, and photography are encouraged. There are two trailheads located along the north bank and four trailheads located along the south bank of Rio Salado Phoenix HRA, with approximately 4.2 miles of paved trails in the north bank, and 4.5 miles of paved trails along the south bank, in addition to unpaved trail segments.

2.b Existing Uses and Character

The study area is characterized by having a variety of land uses ranging from single-family residential, multifamily, commercial, and public/quasi-public, to industrial. Below is a general description of where these uses are located within the study area.

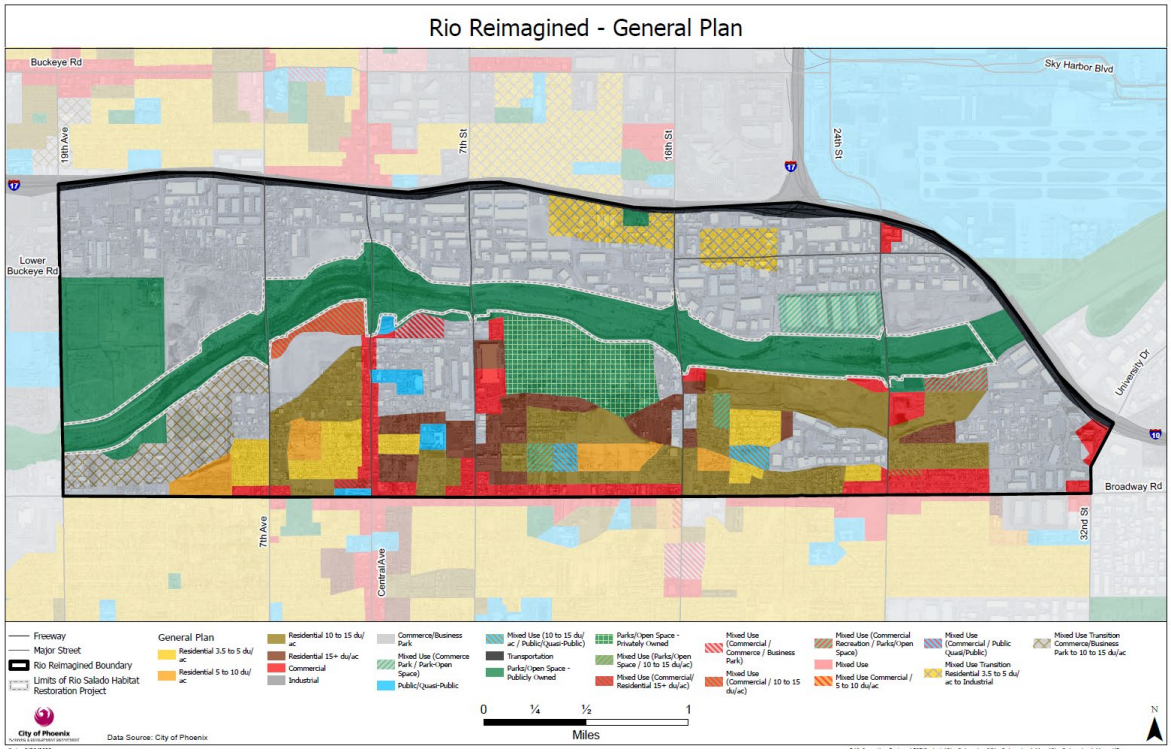
North of Rio Salado:

- Industrial and commercial uses are abundant.
- A small share of residential uses is found in clusters along 7th Avenue and 16th Street.

South of Rio Salado:

- Mix of residential, commercial, public/quasi-public, and industrial uses exist.
- Residential neighborhoods are generally located south of Elwood Street.
- Commercial uses are located primarily along major (arterial) streets and highways.
- Industrial uses exist primarily within proximity to Rio Salado, along Broadway Road and 28th Street.

2.c Phoenix General Plan Land Use Map (2015)



General Plan Land Use Map (June 2023), Source: City of Phoenix *(See full size map in Appendix C)*

Most of the land within the study area is designated as Commerce/Business Park in the General Plan Land Use Map (2015). The area within the Rio Salado Habitat Restoration Area is designated as Parks/Open Space-Publicly Owned, given that this area is owned by the City of Phoenix and currently serving as a public park and natural preserve. Below are other observations of the General Plan Land Use Map.

North of Rio Salado:

- Most of the land is designated as Commerce/Business Park.
- A 210-acre area along 19th Avenue is designated as Parks/Open Space-Publicly-Owned. This site is largely owned by the City of Phoenix.
- Several vacant parcels east of 7th Street are owned by the Aviation Department and considered “noise land”.

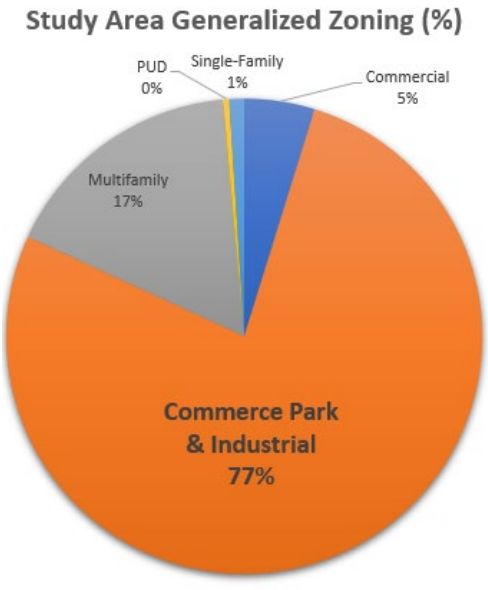
South of Rio Salado:

- Mix of residential, commercial, public/quasi-public, open space, and commerce park land use map designations are found.
- A large portion is designated Residential 10 to 15 dwelling units per acre and Residential 15+ dwelling units per acre, followed by Commerce/Business Park.
- The eastern portion of the study area is designed Commerce/Business Park, while the western portion is envisioned to transition from Commerce/Business Park to Residential 10 to 15 dwelling units per acre.
- Commercial uses are located primarily along major (arterial) streets.
- A 140-acre area between 7th Street and 16th Street is designed as Parks/Open Space-Privately Owned. This site is largely owned by the City of Phoenix.

2.d Existing Zoning Intensity

All land within the City of Phoenix limits is governed by zoning regulations defined in the adopted Zoning Ordinance as zoning districts. These regulations govern the intensity of uses allowed on each parcel of land and how these can be developed.

Most of the land within the study area is zoned industrial (A-1 or A-2) or commerce park (CP) (formerly known as industrial park or Ind. Pk.). Industrial zoning dates to the 1950s, although some industrial and commerce park zoning has been approved gradually in the study area over the years.



Source: City of Phoenix

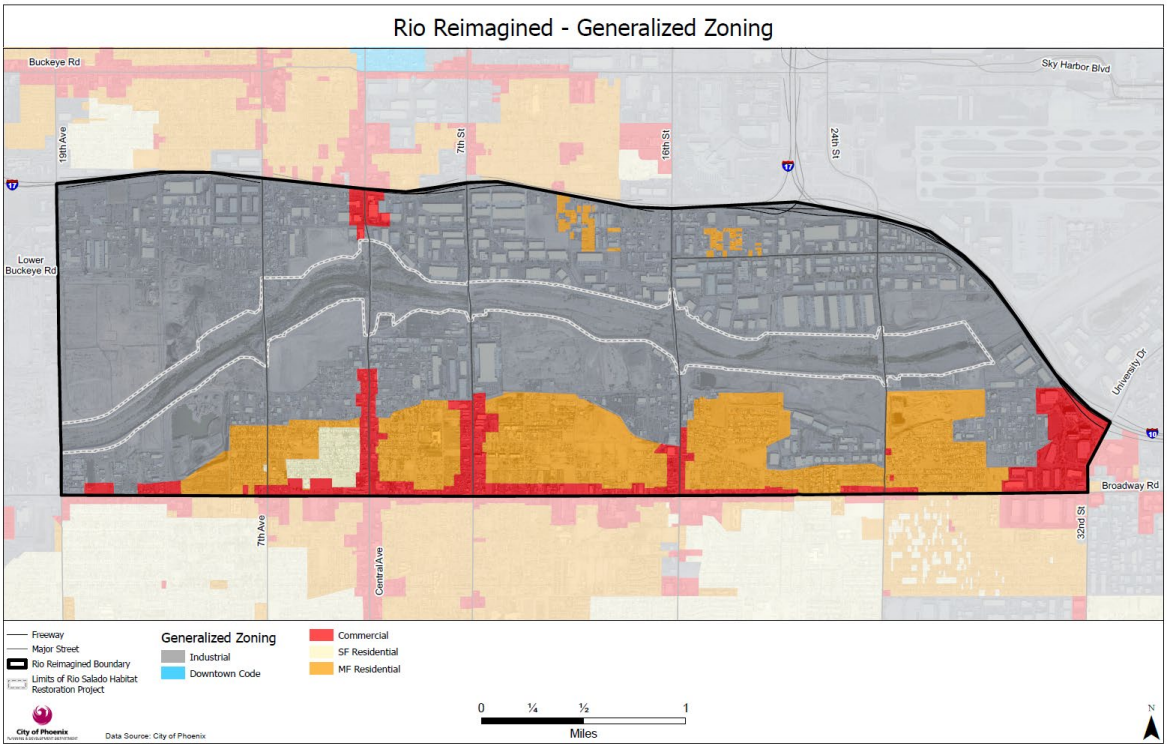
The second largest zoning category within the study area is multifamily (R-2 through R-5), located primarily along the south bank of Rio Salado. The remaining zoning within the study area is commercial (C-1, C-2, and C-3), with the smallest share comprised of single-family zoning (S-1 through R1-6).



Distribution center at 2111 S. 7th Street, Source: Google (2024)

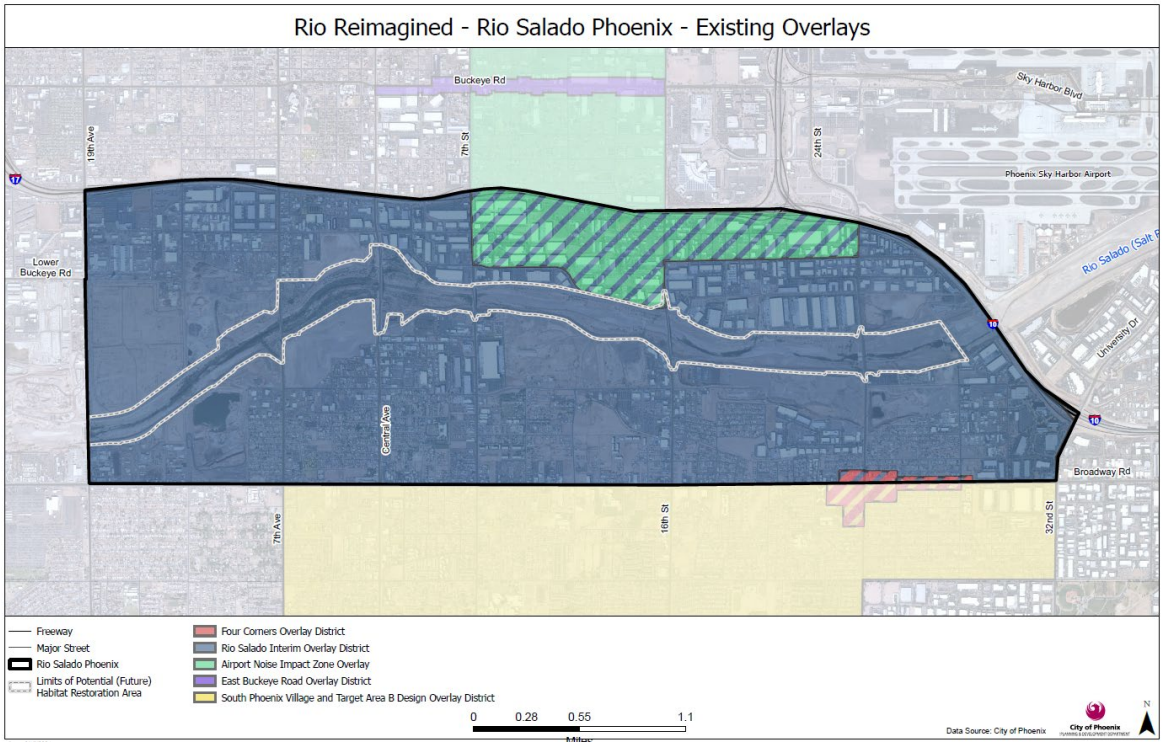


Multifamily development at 4020 S. 9th Street, Source: City of Phoenix



Generalized Zoning Map, Source: City of Phoenix *(See full size map in Appendix C)*

2.e Existing Overlay Districts

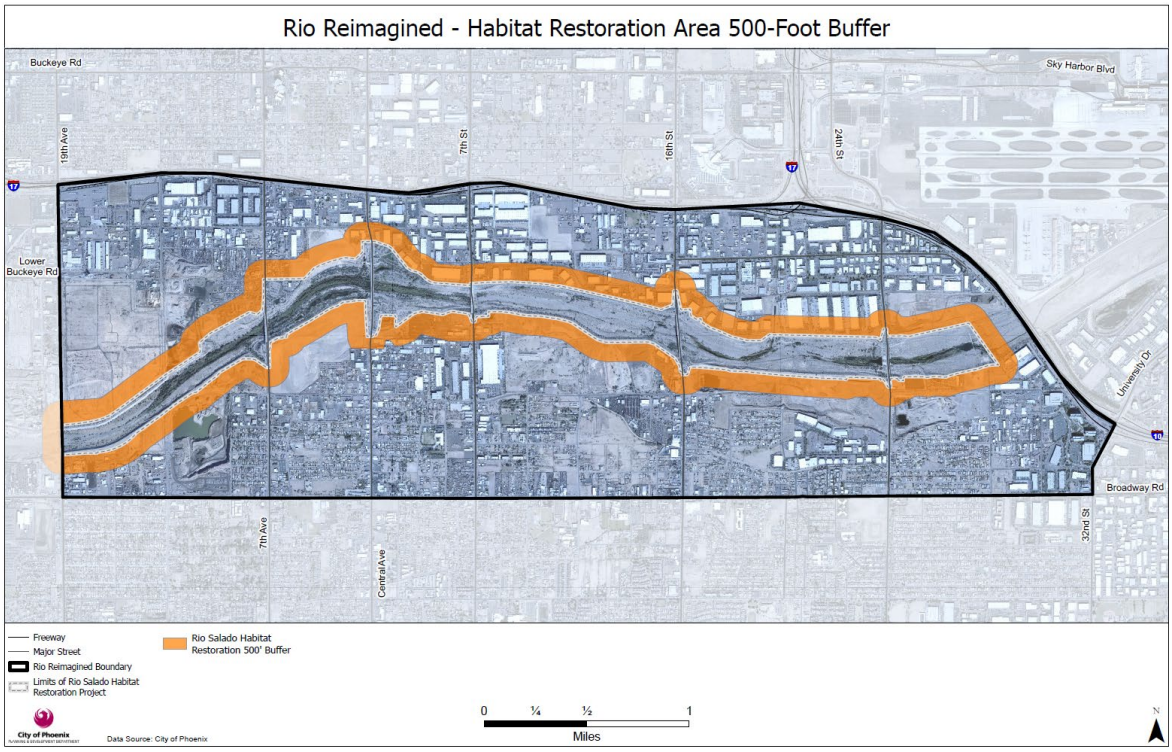


Overlay Districts, Source: City of Phoenix *(See full size map in Appendix C)*

Overlay Districts provide an additional layer of regulation on land within their boundaries in addition to the base zoning district. In some cases, overlays allow greater flexibility for the underlying zoning standards, while in other cases the overlay may be more restrictive.

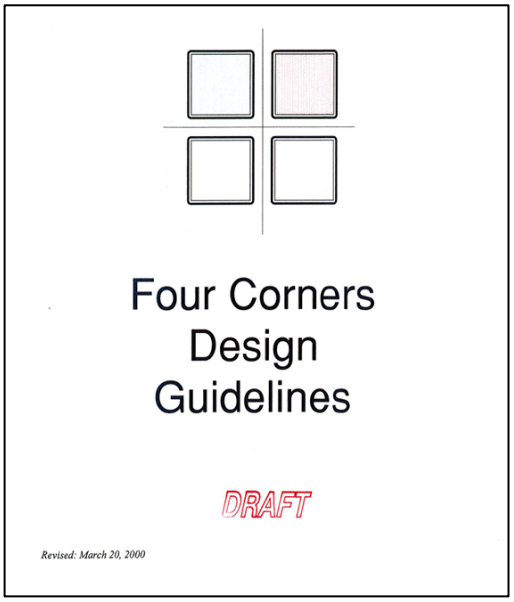
There are three overlay districts within the study area. Each is described as follows:

- **Rio Salado Interim Overlay District** (2002): The Rio Salado Interim Overlay District (RSIOD) is designed to protect the investment in and maximize the benefits of the Rio Salado Phoenix Habitat Restoration Area. The overlay district is designed to control open, outdoor land uses and other uses to have a positive impact on the Rio Salado Phoenix HRA and add to the long-term value of adjacent land. Among the unique regulations within the RSIOD are administrative reviews for industrially zoned development under 10 acres and a Use Permit requirement for development within 500 feet of the Rio Salado HRA.



Rio Salado Interim Overlay District 500-Foot Buffer, Source: City of Phoenix *(See full size map in Appendix C)*

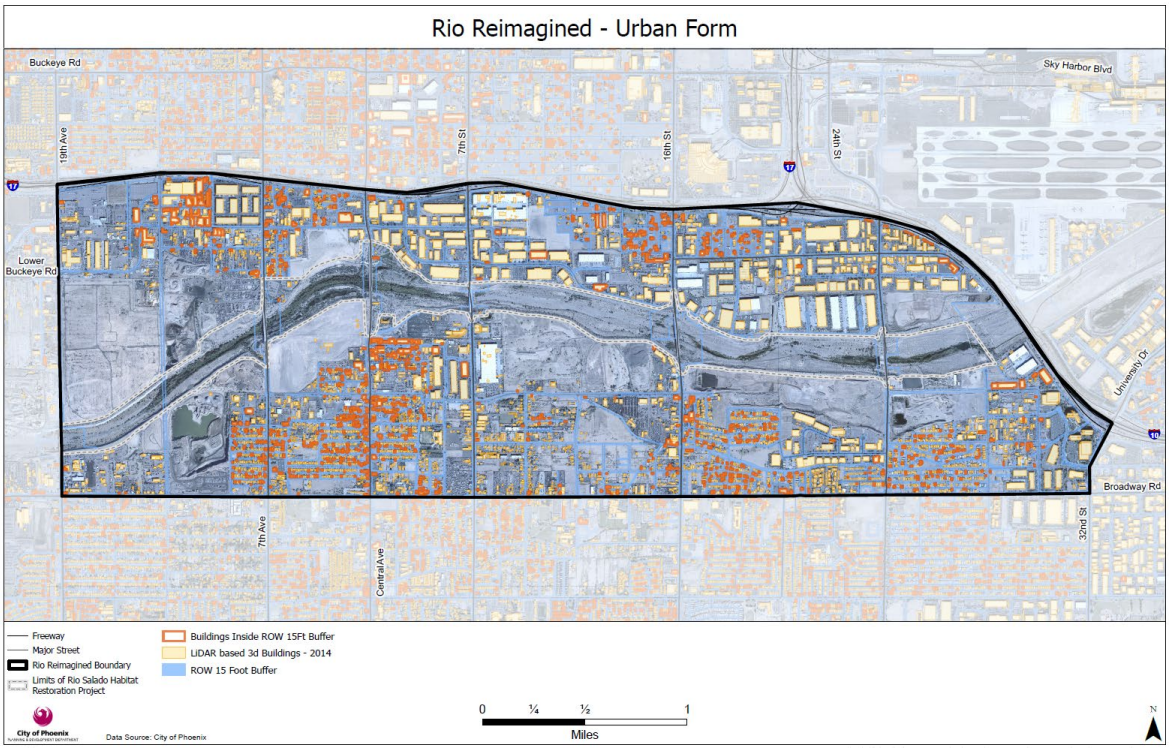
- **Four Corners Overlay District** (2003): The Four Corners Overlay District (FCOD) is designed to create a pedestrian-friendly environment and aid in the development of the historic Four Corners section of the City at the intersection of 24th Street and Broadway Road. The FCOD provides unique design elements and new plus distinct neighborhood commercial developments at this gateway to the South Mountain Village and redevelopment areas of Target Area B and South Phoenix Village.



The Four Corners Design Guidelines document, dated March 20, 2000 contains design standards for landscaping streets and parking areas, in addition to architectural design elements such as building colors and materials, and streetscape/hardscape guidelines. Section 661.G.8 of the Zoning Ordinance requires that new development within the FCOD utilize the landscape materials identified in the Four Corners Design Guidelines.

- **Airport Noise Impact Overlay District** (2005): The Airport Noise Impact Overlay (AIO) District is intended to promote well managed growth and protect the health, safety and welfare of persons and residential property in noise impacted areas of Phoenix Sky Harbor International Airport.

2.f Vacant Land:



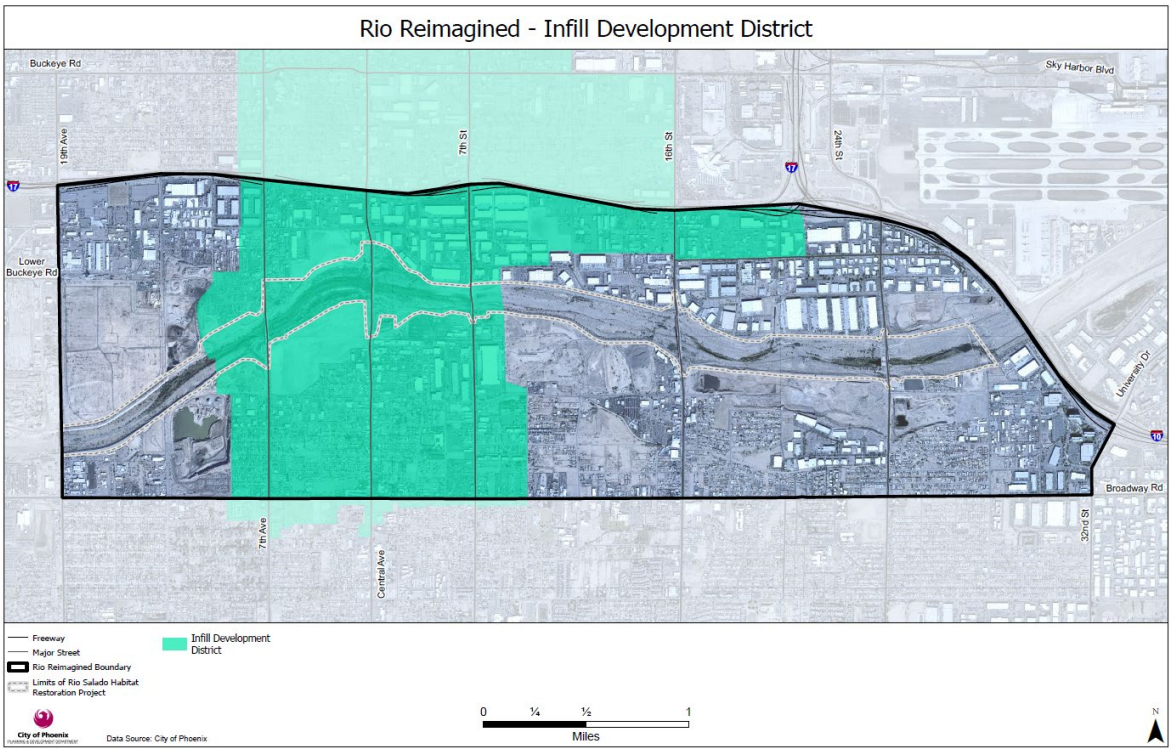
Urban Form (LIDAR), Source: City of Phoenix *(See full size map in Appendix C)*

To date, most of the land within the study area is developed with approximately 15% remaining vacant. Most of the vacant parcels remaining in the study area are located on the southside of Rio Salado. The larger share of vacant sites within the study area is comprised of large tracts of land owned by a single entity, including mining companies and the City of Phoenix. Many of these large vacant parcels are planned for industrial or commerce park development, including the following sites:

- **2800 S. Central Avenue** (Proposed commerce park development)
- **2875 S. 7th Avenue** (Proposed commerce park development)
- **315 W. Watkins Street** (Proposed commerce park development)
- **1150 E. Elwood Street** (Arizona Fresh agri-food innovation center consisting of a 20-acre public park, commerce park development, and fresh-food market)
- **3639 S. 12th Street** (Proposed commerce park development)

The map above depicts the footprint of many structures that exist in the study area.

2.g Incentive Policies:



Infill Development District, Source: City of Phoenix *(See full size map in Appendix C)*

The City of Phoenix has adopted numerous policies to incentivize certain types of development across the city, including the study area. These incentive policies are primarily intended to encourage new housing and commercial types such as single-family attached, mixed-use, and mid-rise development.

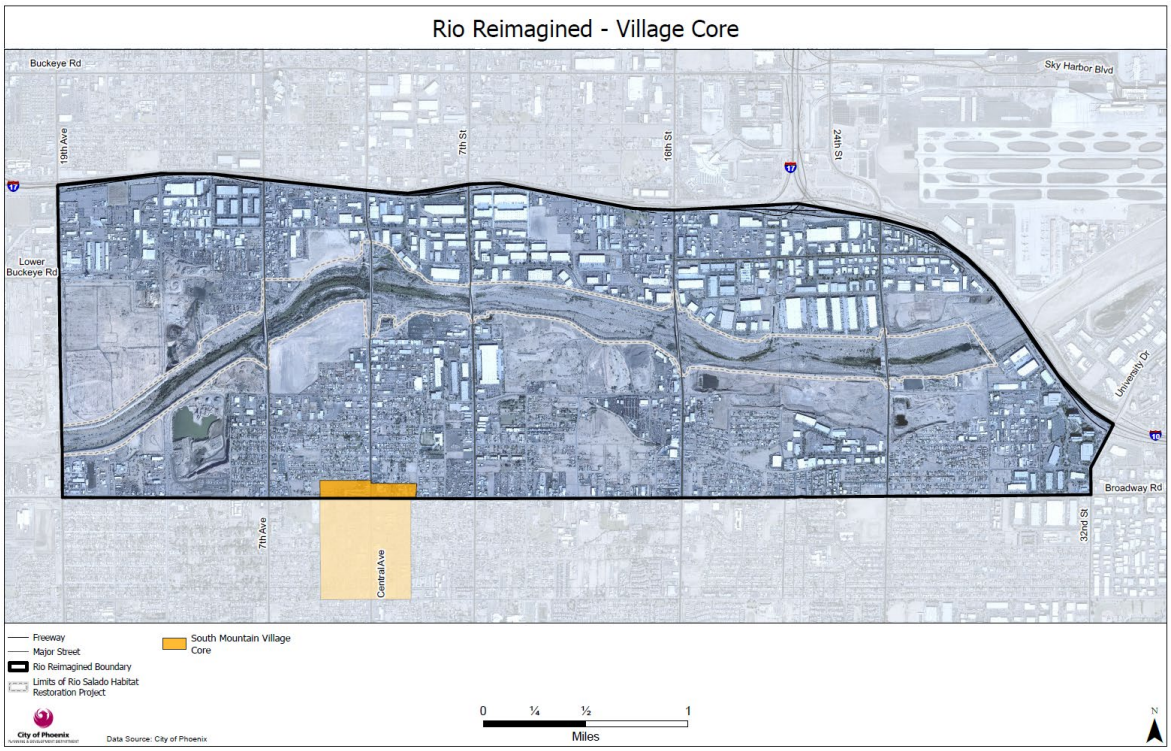
The three policies available within the study area are described as follows:

- **Infill Development District:** Section 608.F.8 of the Zoning Ordinance allows for single-family attached development to be constructed by right within the boundaries of the Infill Development District and select applicable areas adjoining this district subject a Use Permit. Most of the study area allows for single-family attached by right or subject to a Use Permit.

- **Walkable Urban (WU) Code (2022):** In 2022, the City Council approved text amendment case Z-TA-3-19 to allow the Walkable Urban (WU) Code as an option for development across various parts of the city, including within a portion of the study area bounded by 7th Avenue and 7th Street. The WU Code is intended to promote a form-based zoning code along existing or future light-rail corridors to maximize transit ridership and other social plus environmental benefits. In 2022, the City Council also approved the South Central Transit Oriented Development (SCTOD) Community Plan which identified areas to incentivize growth, policies for intensity/scale, and measurable outcomes. In 2018, the City Council approved the Reinvent PHX Transit Oriented Development

Strategic Policy Framework to inform land use decisions along existing or planned light rail corridors. This document identified place types and incentive policies to encourage development at an appropriate scale.

- **Village Core:** The South Mountain Village Core is located at the southern-most portion of the study area along the intersection of Central Avenue and Broadway Road. The Zoning Ordinance contains various standards to incentivize development in Village Cores by allowing additional building height in commercial zoning districts and reduced parking (702.E.5) for developments.



South Mountain Village Core Boundaries, Source: City of Phoenix *(See full size map in Appendix C)*

2.h Placemaking: Art, Cultural Facilities, and Historic Structures

Public Art installations in a community can instill a sense of pride and strengthen the community's connection to the area. Since its establishment in 1986, the City of Phoenix Public Art Program has been a national model for involving artists in designing and building a better city. By fostering collaborations among artists, engineers, architects, landscape architects and other urban designers and thinkers, the program enhances the look, feel and function of a wide range of public buildings, spaces, and infrastructure.

These are the main public art projects located within or just beyond the study area:

- Ed Pastor Transit Center: The artist who worked on this project worked as a member of the design team to integrate public art into this 4.5-acre site, which serves as a major transit center for the community. The artwork and design highlight the significance and history of desert ecology and the Salt River for the area. This facility is located at 10 West Broadway Road.



Ed Pastor Transit Center, Source: City of Phoenix

- Rio Salado Gateway: This artwork features tiles that represent five stages of history along the river: geology, natural history, Native American culture, European settlement and agriculture, and the contemporary, multicultural urban environment.



Rio Salado Gateway, Source: City of Phoenix

- An additional public art project is located just outside of the study area at 2405 East Broadway Road, at a city building known as Neighborhood Resource Center Four Corners at the intersection of 24th Street and Broadway Road. This building is operated by the Neighborhood Services Department.



Neighborhood Resource Center Four-Corners, Source: City of Phoenix

Cultural facilities can have a significant role in creating and a sustaining sense of community cohesion. Cultural facilities, either formal or informal, have the potential to become the place where the community meets to exchange information, knowledge, and support. There are no formally designated cultural facilities within the study area; however there are numerous quasi-public spaces where community events take place within the study area, including:

- Nina Mason Pulliam Rio Salado Audubon Center (3131 South Central Avenue)
- Liberty Wildlife (2600 East Elwood Street)
- Salvation Army Ray and Joan Kroc Corps Community Center (1375 East Broadway Road)



Nina Mason Pulliam Rio Salado Audubon Center, Source: City of Phoenix



Liberty Wildlife Center, Source: City of Phoenix



Salvation Army Ray and Joan Kroc Corps Community Center, Source: Google (2024)

Historic buildings and properties create a unique sense of place today and a glance into the past. Preserving these buildings and sites is important to ensure the historic character of the community. Below are the historic properties in the study area based on readily available information provided by the Historic Preservation Division:

Dr. Lowell Wormley House – Located at 1910 E. Broadway Road, this single-family dwelling belonged to Dr. Lowell Wormley, an important African American doctor in Arizona and community leader. Dr. Wormley had this house built in 1949 as he settled into the emerging Broadway area. Because Dr. Wormley's contributions to the African American community exceed his achievements as a medical practitioner, this house best represents a property that reflects his reach as a community leader. The house remained in the Wormley family as of the last property survey.



Source: City of Phoenix (2004)

South Phoenix Market – The property, located at 4314 S. Central Avenue, is eligible for the Phoenix Historic Property Register and the National Register of Historic Places for its association as a Chinese grocery under the historic context Asian Americans in Phoenix. Poy Ong started the store in 1948, and was working at the store and living in the rear until at least 1960. City directories have the store listed in Poy Ong's name as late as 2000. The store is currently owned by members of the Ong family.



Source: City of Phoenix (2006)

Bloom's Flowers and Gift Shop – The property located at 3812 S. Central Avenue was constructed in 1957 and opened as the Bloom's Flowers and Gift Shop by Walter and Jo Bloom. Bloom's Flower and Gift Shop is eligible for listing on the National Register at a local level of significance under Criterion C as a good example of expressive International-style in a small retail shop on South Central Avenue.



Source: AECOM (2015)



Source: AECOM (2015)

Central Motel – This site located at 4216 S. Central Avenue is eligible for listing in the National Register as it contains a collection of buildings from many decades and several styles, reflecting the evolution of land use along Central Avenue. This property contains structures built from 1910 through 1953. Structures include a Craftsman bungalow and matching carriage house/garage, a series of Minimal Traditional worker duplexes and Modern-influenced retail buildings.



Source: AECOM (2015)

Faith Temple & Retail Store – This property is located at 3620 S. Central Avenue and contains a retail store originally constructed in 1945, and later, in 1950, a church was built. Faith Temple is a rare example of a post-World War II folk church and is eligible for listing in the National Register.



Source: AECOM (2015)

Pete's Fish and Chips & C.A. Grant House – The property is located at 3920 S. Central Ave. contains two uses, a single-family residence constructed in 1948 and a Pete's Fish and Chips restaurant in the front of the parcel constructed in 1957. Pete's Fish and Chips is a good example of a roadside walk-up restaurant that embraces the pop-culture take on the International-style on South Central Avenue, and it is eligible for listing on the National Register at a local level of significance under Criterion C.

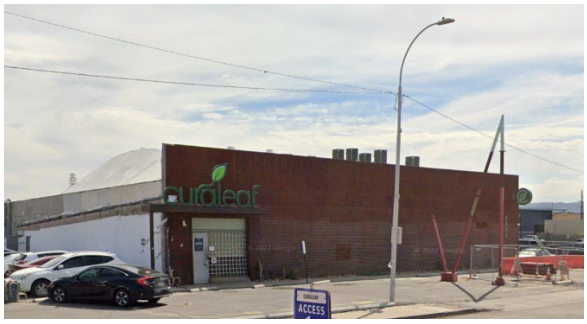
Fullerform Irrigation & Waterworks – The property located at 24 E. Pioneer Street and 3225 S. Central Avenue has a business that opened in 1954 known as Fullerform Irrigation Waterworks. Fullerform's development of innovative machinery, products, and construction methods influenced the technology of irrigated agriculture in the Salt River Valley and the desert southwest.



Source: AECOM (2015)

For its role in the post-World War II agricultural boom of Arizona, the Fullerform Irrigation and Waterworks property is eligible for listing on the National Register at a state level of significance under Criterion A in the areas of agriculture, invention, and engineering.

Globe Furniture Factory Showroom – Located at 3333 S. Central Avenue, the furniture factory and showroom opened in 1957. As a good surviving example of this building type and its free-span bowstring truss construction method, the Globe Furniture Company Factory Showroom is eligible for listing in the National Register. It contributes to the midcentury feeling of the South Central Avenue traditional commercial corridor.



Source: Google (2024)

Kachina Moving and Storage – The property is located at 3404 S. Central Avenue and it was originally a small office building assigned the 3412 South Central address. The building was originally used as an income tax service company and in the mid-1970s was acquired by Kachina Moving and Storage Company. The building is a good example of International-style with its minimalist awning, steel posts, and decorative brick masonry around its large ribbon windows.



Source: AECOM (2015)



Source: Ryden Architects (2009)

Gordon's Feed and Supply – The property is located at 600 W. Broadway Road and contains the Gordon's Feed and Supply retail store, associated with the Agricultural development of the Salt River Valley during the post-WWII urbanization era. The structure displays a rare Phoenix example of Ranch style commercial and provides a good example of workmanship.



Source: Ryden Architects (2008)

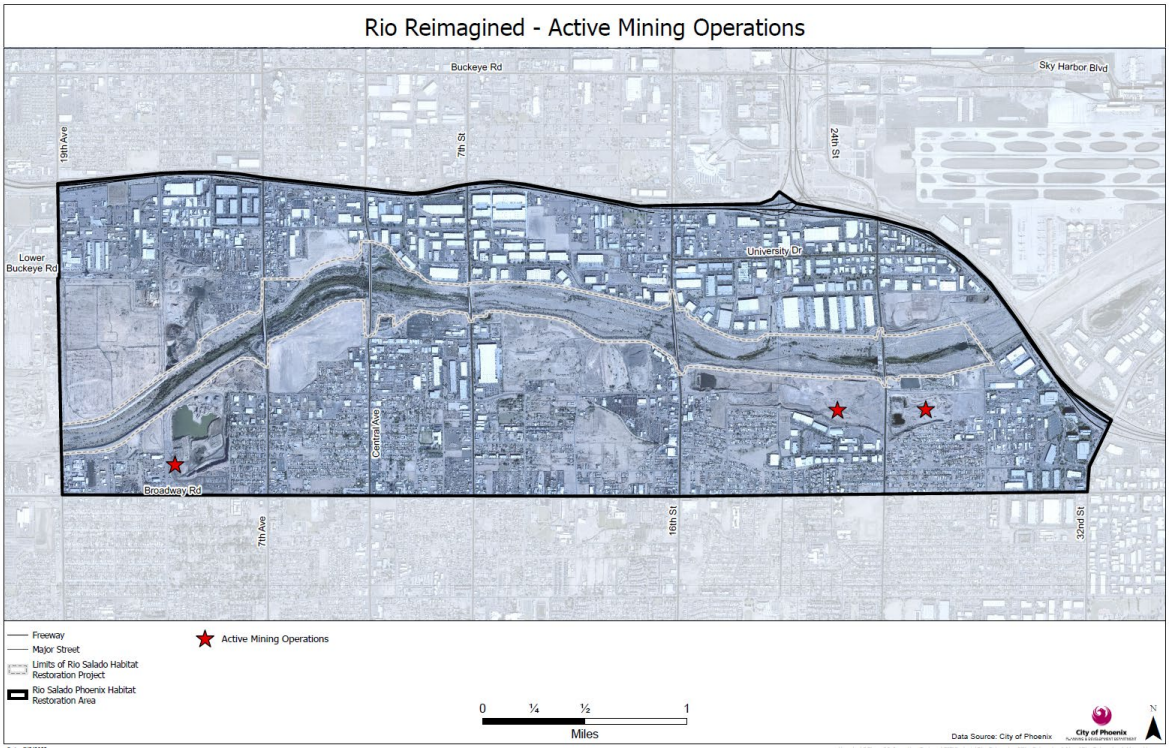
Pay-N-Takit Market (now Ed Pastor Transit Center) – The property located at 10 W. Broadway Road is a rare surviving example of a pre-WWII Pay-N-Takit grocery store, a one-part commercial block building form that relates to pedestrians and motorists. This property currently serves as the Ed Pastor Transit Center.



Source: Woodward/Osmon (1990)

Farming/Agriculture Development – This property located at 4216 S. 6th Avenue has a single-family residence that was constructed in 1898. This house is representative of Pre-1911 framing/agricultural development and illustrates the regional variation of the Colonial Revival style commonly used frequently for residential architecture between 1890 and 1910.

2.i Mining Sites:



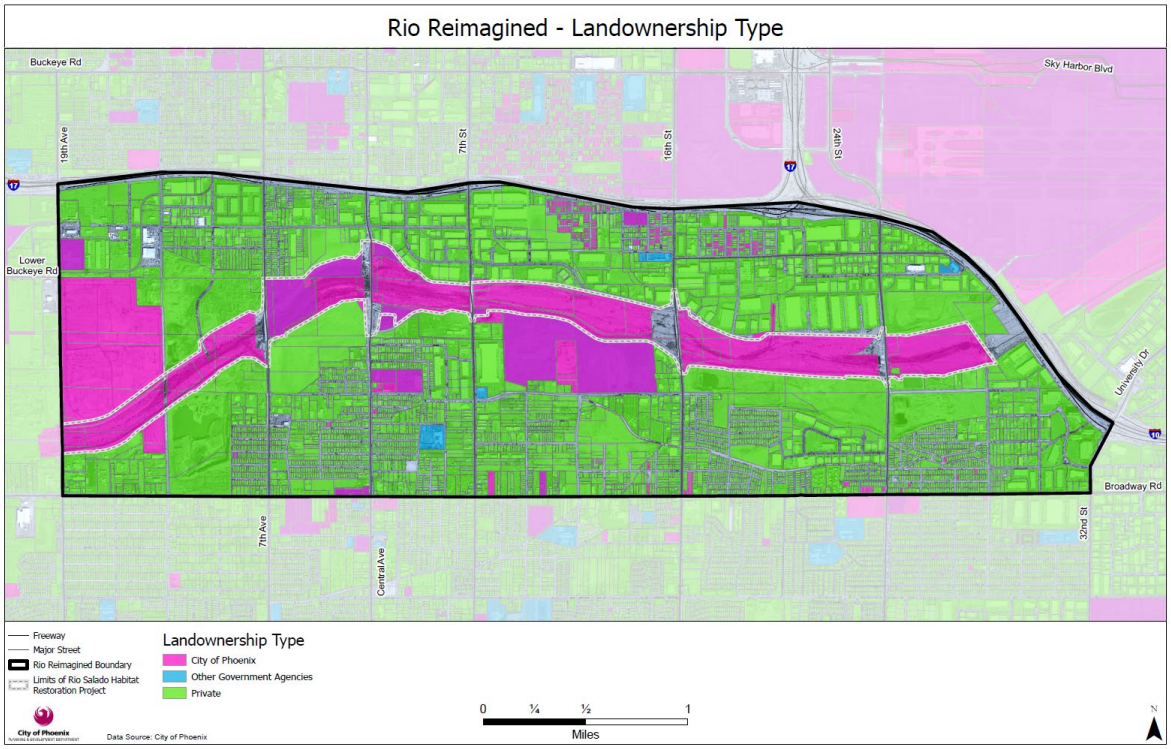
Active Mining Sites, Source: City of Phoenix *(See full size map in Appendix C)*

According to the Arizona Geological Survey, there are three mines or mining operations (including aggregate extraction or batch plants) listed as active within the study area. However, only of one of these mining sites, located at 4001 S. 15th Avenue, appears to be actively mined as of today according to recent aerial imagery. All of these sites are located south of Rio Salado and immediately adjacent to or within close proximity to the Rio Salado Phoenix HRA. Multiple inactive mining operations line the banks of Rio Salado, primarily located along the eastern portion of the study area. Inactive mining sites represent potential long-term redevelopment opportunities to achieve the vision of Rio Reimagined.



Inactive mining site located at 2404 E. Jones Avenue, Source: Google Earth (2024)

2.j Landownership:



Landownership Categories, Source: City of Phoenix *(See full size map in Appendix C)*

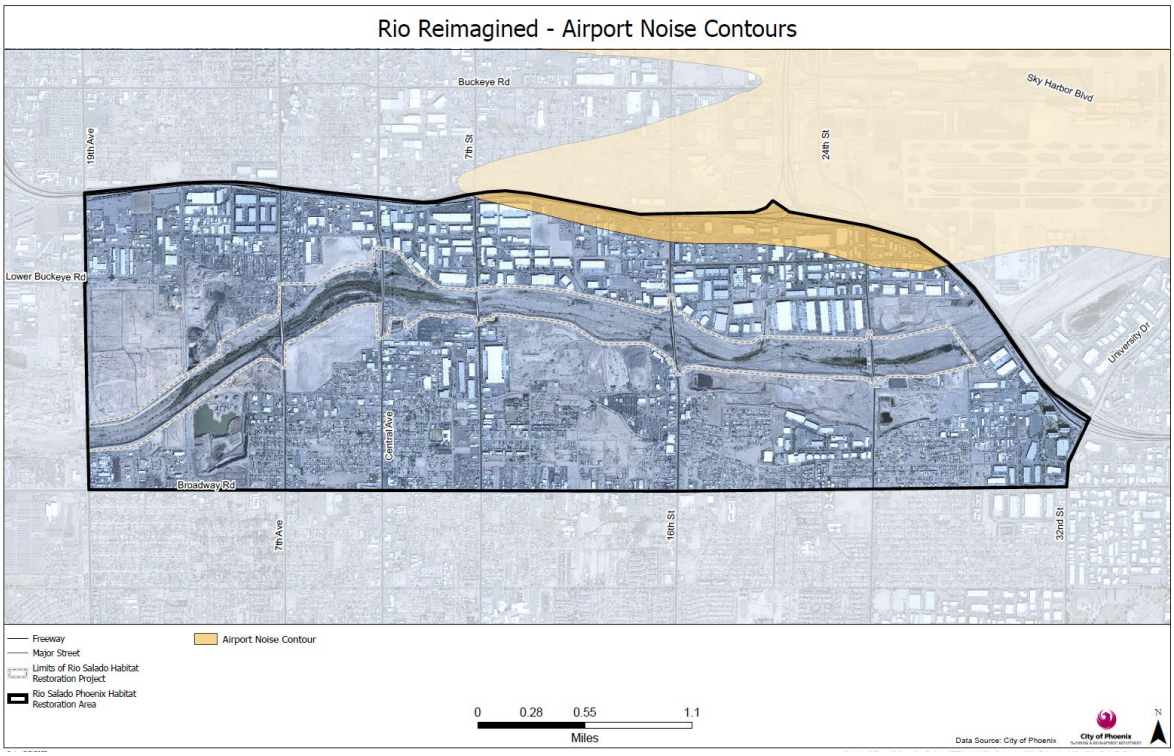
The City of Phoenix is a notable landowner in the study area, owning much of the land within the Rio Salado Phoenix HRA and several large properties on both the north and south side of Rio Salado. These large properties include existing or former landfills, Police Department Southern Command Station, and the Phoenix Fire Department Resource Division campus. Numerous smaller parcels are also owned by the City of Phoenix throughout the study area.

Although the City of Phoenix owns a significant share of the land within the study area, most of the land along the banks of Rio Salado and within the larger study area is privately owned.



19th Avenue Landfill located at 2977 S.19th Avenue, Source: City of Phoenix

2.k Phoenix Sky Harbor International Airport:



PHX Noise Contours (65 DNL), Source: City of Phoenix Aviation Department *(See full size map in Appendix C)*

Phoenix Sky Harbor International Airport (PHX) is a large airport that serves the Phoenix Metropolitan area, where passengers and goods arrive and depart daily. The study area is located within the traffic pattern airspace from aircraft arriving and departing from Phoenix Sky Harbor International Airport. Portions of the study area are within the 65 Day Night Level (DNL) noise contours, while others are within the 60 DNL. Aircraft noise from arriving and departing planes has a negative impact on noise-sensitive land uses such as residential. The noise contours should be considered to protect the health, safety, and welfare of persons and property in the vicinity of PHX and to protect navigable airspace from physical encroachment.

Furthermore, the introduction of wildlife habitat in close proximity to the airport presents a significant risk to aircraft operations and the flying public from bird-strikes, thus impacting the location of habitat restoration efforts along Rio Salado.

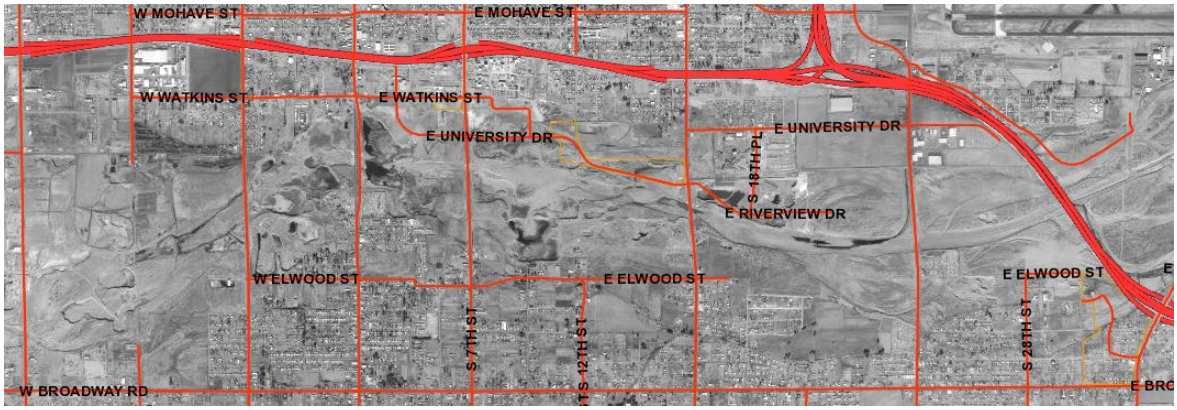
PHX Sky Harbor Airport Facts:

- More than 1,200 aircraft arrive and depart daily.
- More than 125,000 passengers arrive and depart daily.
- More than 1,000 tons of air cargo is handled daily.
- $106 million daily economic impact.

2.I Development Trends:

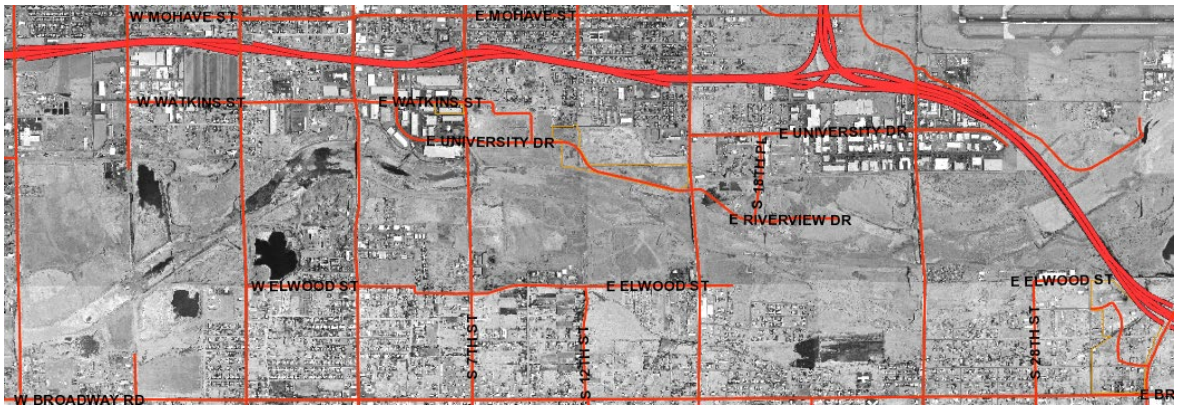
Development in the study area has greatly varied over the years. Several observations on development activity within the study area based on aerial imagery are included as follows:

Early aerial imagery dating to 1969 show agricultural, industrial, and residential uses along both sides of Rio Salado.



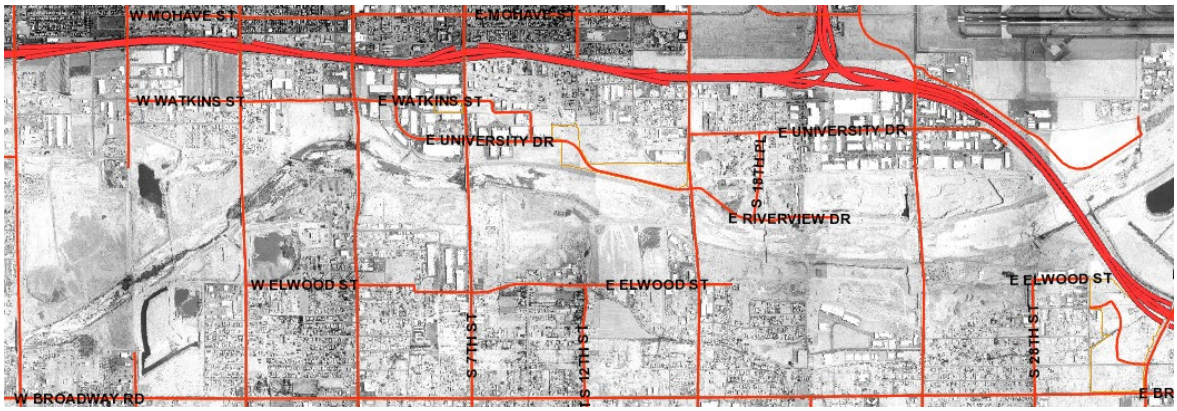
1969 Aerial, Source: City of Phoenix

Aerial imagery from 1982 shows an increase in industrial development along the north bank of Rio Salado closest to the Interstate 17, while mining pits appear more prevalent in the landscape.



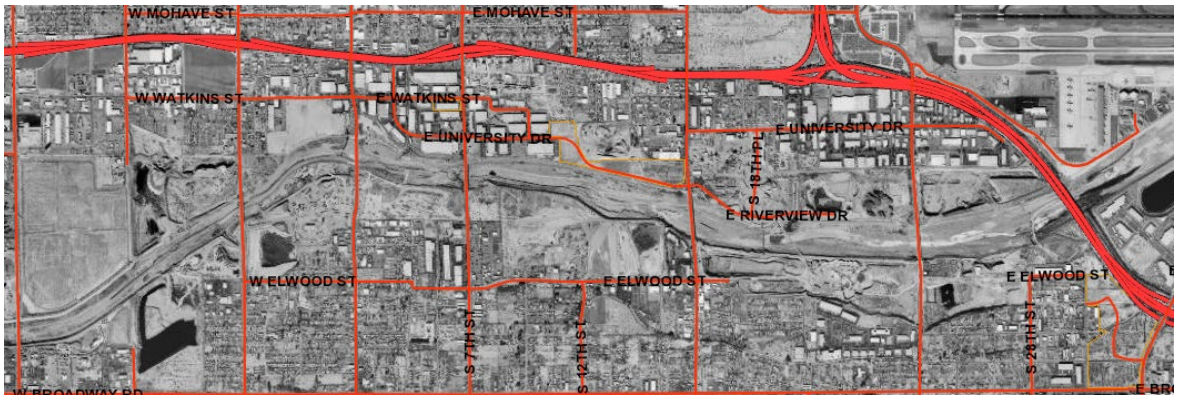
1982 Aerial, Source: City of Phoenix

Aerial imagery from 1991 shows new industrial development along the north bank of Rio Salado and appearing along the southern bank. Additional mining activities appear in this image primarily along the eastern portion of the study area. No significant changes to other land uses are observed.



1991 Aerial, Source: City of Phoenix

In 2001, aerial imagery shows industrial development continuing along the north bank of Rio Salado and continuing to expand south of Rio Salado. No significant changes to other land uses are observed.



2001 Aerial, Source: City of Phoenix

Aerial imagery from 2010 appears to show at least one mining operation beginning to backfill the open pit. New industrial development appears along the north and south banks of Rio Salado. No significant changes to other land uses are observed.



2010 Aerial, Source: City of Phoenix

The latest aerial imagery appears to show at least two other mining operations that have backfilled (or in the process of) the open pit, while new industrial development is observed along the north and south banks of Rio Salado. No significant changes to other land uses are observed.



2023 Aerial, Source: City of Phoenix

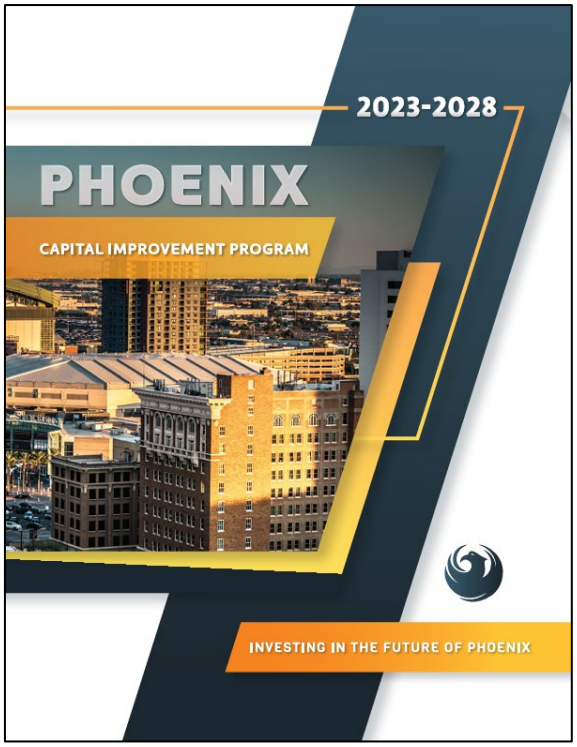
2.m Upcoming Capital Projects and Relevant Initiatives:

There are numerous capital projects and relevant initiatives led by the City of Phoenix throughout the study area or citywide including:

Capital Projects:

- **Rio Reimagined Public Art Project:** Artists will be selected at several different phases of the project to engage the community and design permanent and temporary artwork to enhance the visitor experience. ($625,000 allocated from mid-2023 through mid-2027)

- **Shade, Cooling and Heat Mitigation:** This is a citywide program where artists will be contracted to work with various City departments to enhance the pedestrian experience as part of the City's heat mitigation initiatives. ($522,041 allocated from mid-2023 through mid-2026)

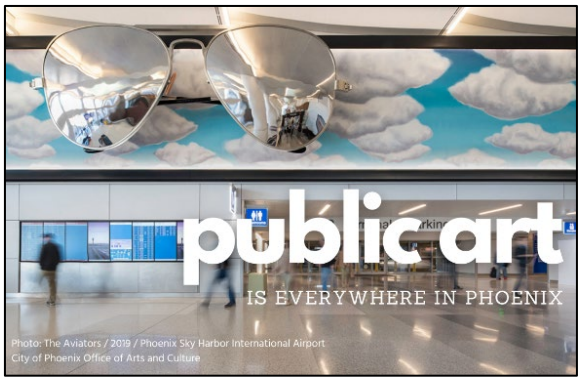


- **Artist Initiatives:** This citywide program supports the creation and presentation of original, new or in process temporary work by practicing Phoenix artists. Awards are given to artists who enhance public buildings and spaces with a wide range of artistic installations, performances, and media. ($550,663 allocated from mid-2023 through mid-2027)

Initiatives:



- **General Obligation (GO) Bond, 2023:** On November 7, 2023 Phoenix voters passed the City Council approved $500 million General Obligation (GO) Bond Program. This included funding to acquire land and perform pre-development activities to prepare economically attractive sites along the Rio Salado for development. ($23.5M allocated from mid-2024 through mid-2029)



- **Public Art Program:** This citywide program was created in 1986 through an ordinance that allocates 1% of the city's annual Capital Improvement Program (CIP) to public art projects.



3. Overview:

A person's health is impacted by not only their genetic code but can be determined more by the zip code in which they live, highlighting the significant role the built environment has on everyone's life. Healthy community design, quality affordable food, access to quality healthcare and education and environmental conditions are a few factors that foster health. The lack of these and other health factors, increase the disparities especially among historically disinvested communities.

The **Health** element focuses on community health resources, access to healthy food, recreation, and nature to reveal unique characteristics.

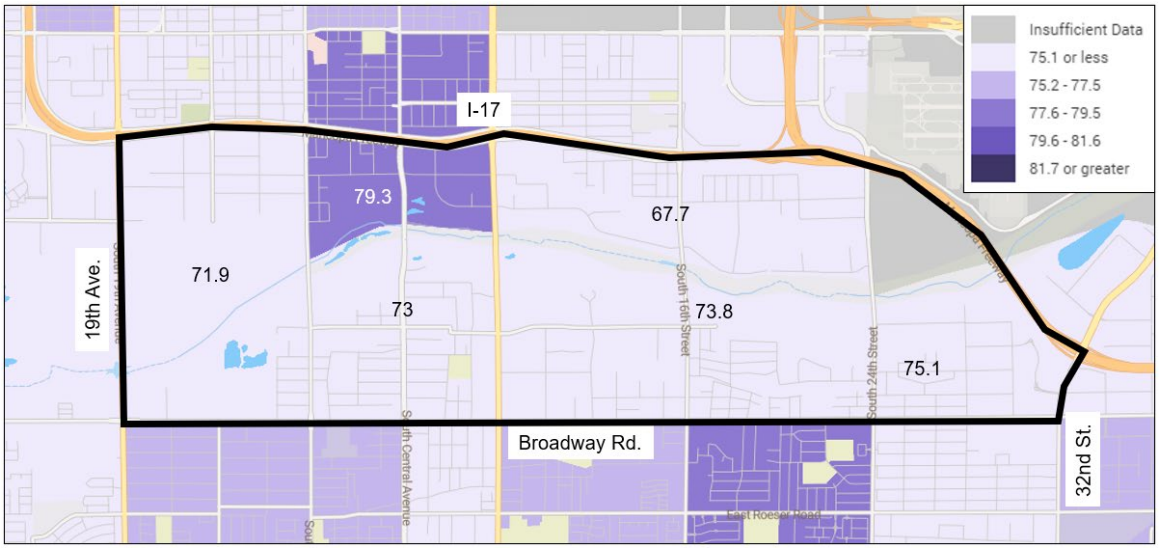
Below is a list of key findings within the study area, followed by observations on related characteristics.

Key Findings:

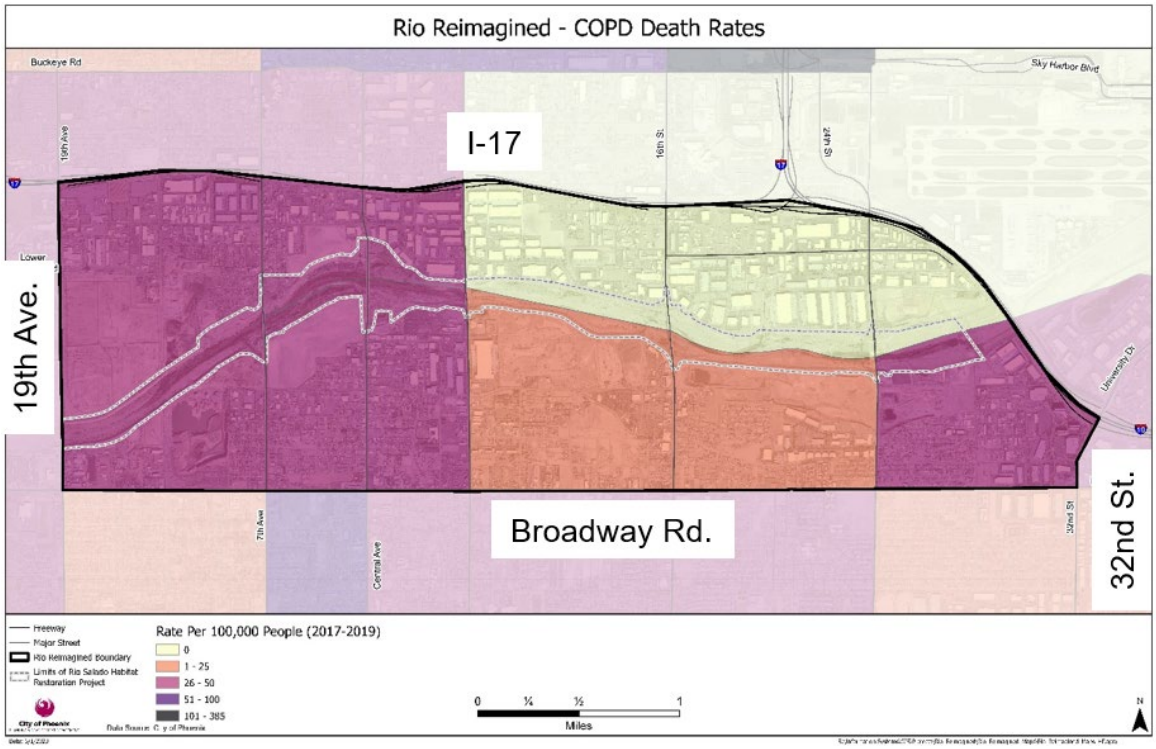
- Life expectancy in the study area ranges from 67.7 to 79.3 years.
- There are no primary or urgent care medical providers within the study area.
- There is 1 grocery store within the study area and access to fresh food is absent in some parts of the study area.
- The study area is within the 60% to 70% percentile nationally for Particulate Matter 2.5 (level in air) micrograms per cubic meter on an annual average.

3.a Hospitalization, Life Expectancy, and Death Rates:

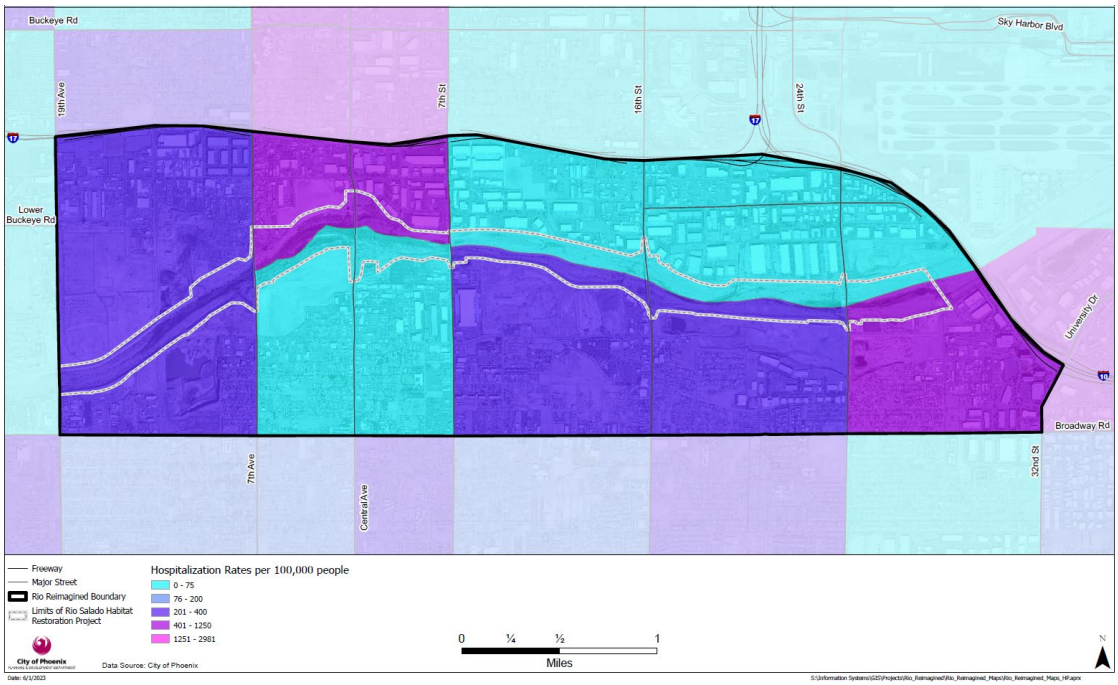
Deaths per 100,000 people ranged between 26 and 50 north of Rio Salado according to 2017-2019 data. South of the river between 7th Street and 24th Street, the death rate is lower, ranging from 1 to 25 per 100,000 people. Hospitalization rates are lowest (ranging from 0 to 75 hospitalizations per 100,000 people) along Central Avenue, south of Rio Salado, and north of Rio Salado just east of 7th Street. Hospitalization rates are highest along Central Avenue, north of Rio Salado, and east of 24th Street south of Rio Salado.



Life Expectancy Map (2010-2015), Source: [Policy Map]



Death Rate Map, Source: City of Phoenix *(See full size map in Appendix C)*



Hospitalization Rate Map, Source: City of Phoenix *(See full size map in Appendix C)*

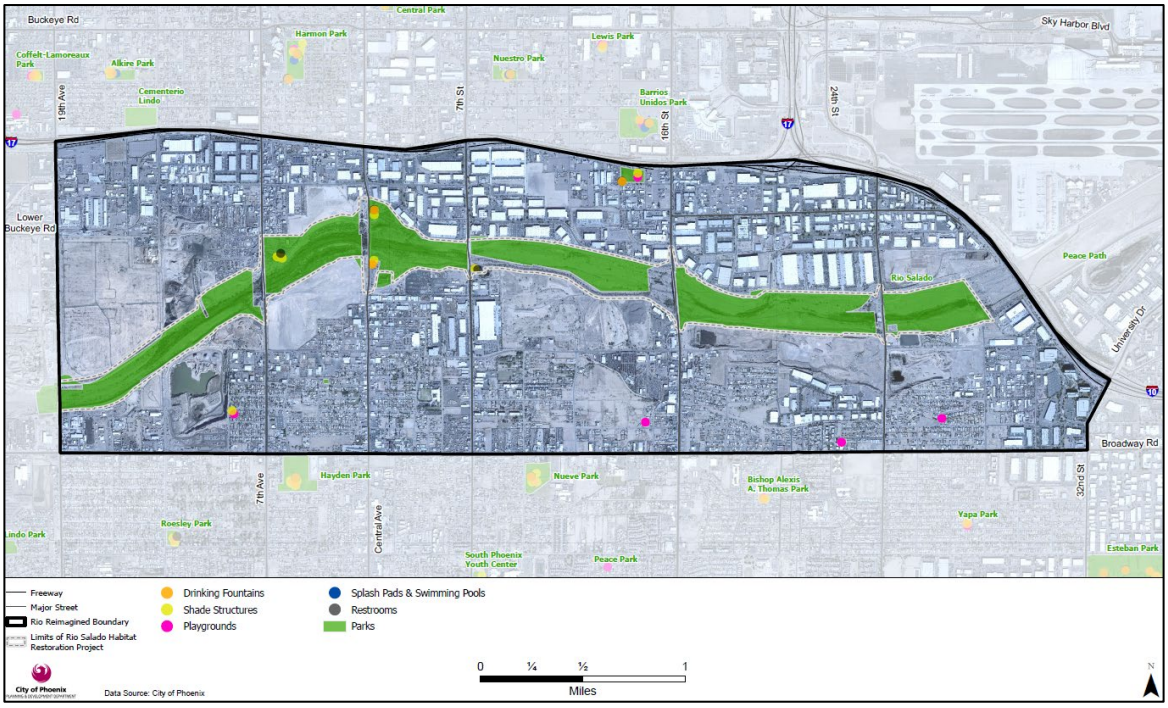
3.b Health Service Providers:

Access to quality healthcare is an essential indicator of a healthy community. Access to clinical medical care in the study area including medical, dental, and mental health, is largely absent. The only facility identified in the study area is the Southwest Network, located at 2444 East University Drive, providing outpatient mental health treatment and services. The closest health care facilities within one mile of the study area are listed below:

Facility Name	Address	Facility Type
Valleywise Community Health Center – South Central	33 West Tamarisk Street	Community Health Center
Haven Behavioral Hospital	1201 South 7th Avenue	Psychiatric
Suncrest Healthcare Center	2211 East Southern Avenue	Nursing Facility
Wesley Health Center	1300 South 10th Street	Community Health Center
Southwest Behavioral Health Services	4420 South 32nd Street	Mental Health Treatment
Community Bridges Inc	1520 East Pima Street	Mental Health and Substance Use Treatment
Valle del Sol	1209 South 1st Avenue	Community Health Center
Urgent Psychiatric Center	1201 South 7th Avenue	Mental Health and Substance Use Treatment
Black Family and Child Services	1522 East Southern Avenue	Substance Use Treatment

Source: Google Maps

3.c Recreational Opportunities:



Public Parks and Amenities (2023), Source: City of Phoenix *(See full size map in Appendix C)*

Access to affordable and safe opportunities to recreation facilities is crucial to physical and mental health. The river corridor provides some opportunities for recreation in the study area, especially for biking, birdwatching, and walking activities.

Rio Salado Phoenix Habitat Restoration Area: Along the Rio Salado Phoenix HRA, six trailheads can be found between 7th Avenue and 16th Street on both the north and south banks. On the north bank, the paved trail is approximately 4.2 miles in length, while the south bank is approximately 4.5 miles, and connects to Tempe Town Lake in the City of Tempe. Additional segments of unpaved trails are located both on the north and south banks. Most trails have minor elevation changes and leveled surfaces suitable for birdwatching.

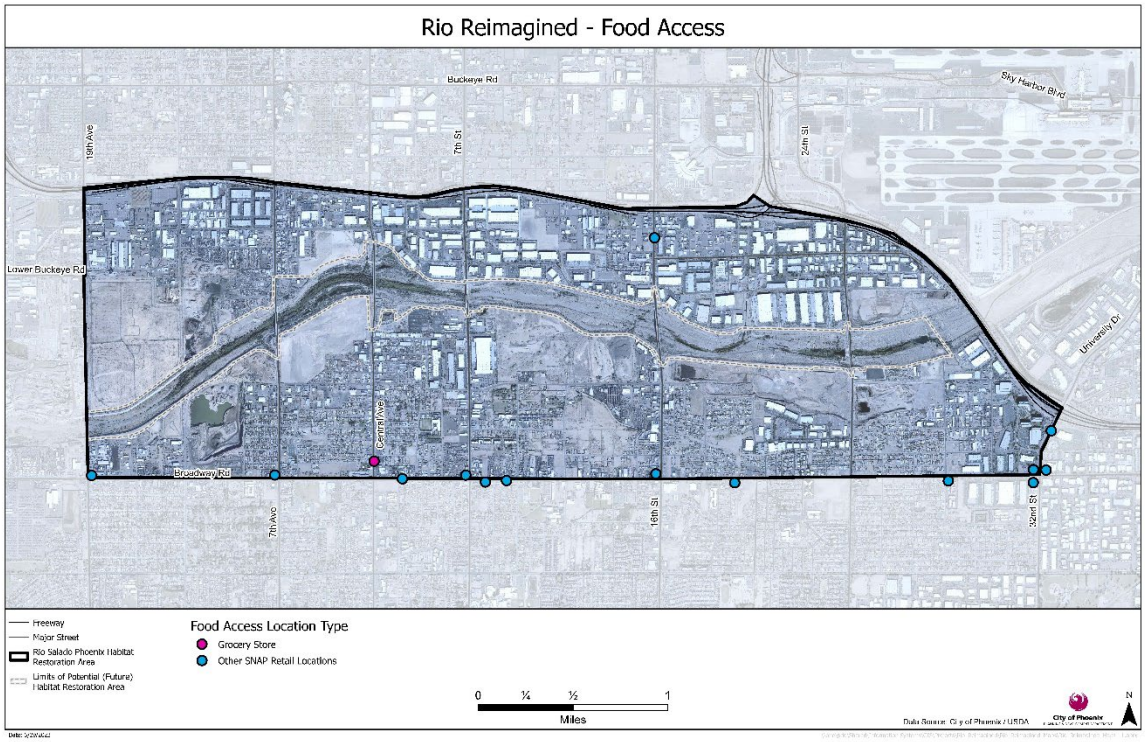
Nina Mason Pulliam Rio Salado Audubon Center: The nature center is located on the south bank of the river on the east side of Central Avenue. The center offers a wide array of recreational activities for all ages.

Public Parks: There are six city-owned public parks in the study area. Five of the parks are located on the south side of the study area close to Broadway Road, within walking distance from residential areas. One City-owned Park is on the North side of the river just south of the highway, Green Valley Park. The table below lists additional information about the parks.

Park Name	Address	Park Amenities
Green Valley Park	2243 S. 14th Street.	Lighted Basketball Playground Ramada and picnic area Recreation building Restrooms Lighted soccer Lighted softball Lighted volleyball Grill
Kipok Mini Park	4101 S. 9th Avenue	Lighted basketball Playground
Ho-E Mini Park	128 W. Illini Street	Street lighted basketball Playground
Mong Mini Park	1432 E. Wood Street	Lighted basketball Playground
Eototo Mini Park	2223 E. Pueblo Avenue	Playground
Lenang Mini Park	2601 E. Southgate Avenue	Lighted basketball

List of Public Parks and Amenities, Source: City of Phoenix

3.d **Food Access:**



Food Store Locations (2023), Source: Policy Map and Google Maps *(See full size map in Appendix C)*

Access to healthy food has a significant impact on people's health and longevity. Healthy eating can help children develop properly and assist adults in managing their health

conditions (CDC). Each year, chronic conditions account for 70% of all deaths in the United States (CDC). Inadequate nutritional resources lead to chronic illnesses such as heart disease and type 2 diabetes. Low-income and minority communities lack locations that offer quality, affordable, culturally appropriate foods.

Rancho Grande (4227 South Central Avenue) is the only grocery store located within the study area which is vastly a food desert. According to the CDC, there are other retail locations (convenience markets) within the study that offer food and are primarily concentrated along Broadway Road. Lastly, the study area is largely SNAP-eligible, thus households could benefit from additional healthy food options.

To close the gap and provide fresh products to the local community, these additional food options are located within or just outside the study area:

- **St. Vincent De Paul Urban Farm** supports the on-site dining rooms, the central kitchen, and food boxes that feed thousands of food-insecure, low-income, and unsheltered populations daily with fresh produce.

- **Gardens of Tomorrow** is located south of Broadway Road, just outside of the study area at 1823 East Broadway Road and is operated by Tiger Mountain Foundation which is centered around community involvement, participation, and empowerment of multi-cultural, inter-generational community garden volunteer work.

These fresh food options can help provide healthy and nutritious food to the local community within the study area which is mainly a food desert.

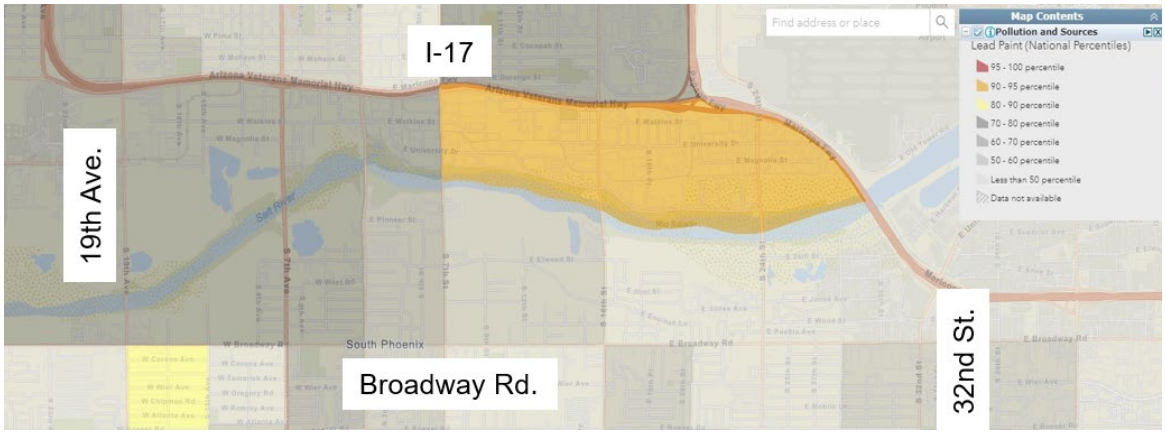
3.e Heat Risk and Cooling Stations:

The high temperatures in Phoenix can cause heat-related illnesses and deaths. According to the CDC, heat stroke is the most severe heat-related illness. Heat related illness and death can impact people and communities put at risk of negative health outcomes such as the elderly, people with high blood pressure, outdoor workers, people experiencing homelessness and people who use drugs. According to the Heat Relief Network, no cooling centers exist in the study area. The Salvation Army- Phoenix Kroc Center is the closest location outside of the study area at 1375 East Broadway Road, Phoenix, AZ 85040.



Hydration Station, Source: City of Phoenix

3.f Other Environmental Considerations:



Lead Paint Index Map, Source: EPA EJScreen (2023)

Lead-based paint can cause serious health problems, especially for children under six years old. Exposure to lead paint can cause delayed growth, behavioral problems, poor hearing, headaches, and brain damage. Development built before 1960 had the highest lead paint exposure potential. Lead paint exposure potential ranged between the 70 and 95 percentiles north of Rio Salado. South of Rio Salado, the lead paint exposure potential ranged between the 50 and 80 percentiles.

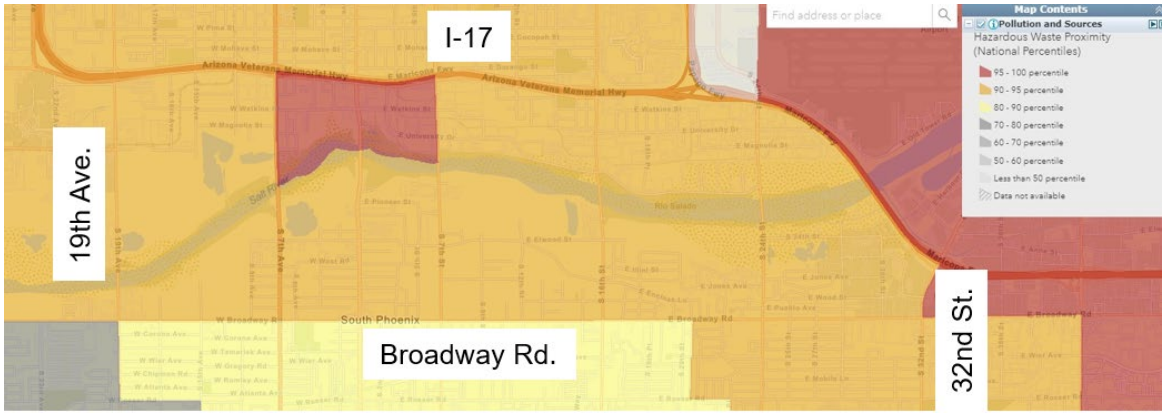
The study area is ranked within the 60 and 70 percentile nationally for Particulate Matter 2.5 (level in air) micrograms per cubic meter annual average based on the Environmental Protection Agency (EPA) EJScreen tool. On the south side of Rio Salado, between 24th Street and Interstate 10, the percentile range is between 50 and 60. The Ozone summer seasonal average of daily eight hour concentration in the air in parts per billion is between the 90 and 95 percentile for the entire study area.



Superfund Proximity Map, Source: EPA EJScreen (2023)

The southeast portion of the study area is in the 75 percentile for closest proximity to superfunds sites, which includes proposed and National Priorities List (NPL) sites within 5 kilometers (3.11 miles). The northeast portion of the study area follows with 73%, and the rest of the study area ranged between 61% and 67%. The 19th Avenue Landfill is a

city-owned site within the study area that was formerly placed in EPA's NPL list in 1983. Although delisted now, monitoring of the site continues to this day.



Hazardous Waste Proximity Map, Source: EPA EJScreen (2023)

The area between 7th Street to 7th Avenue, on the north side of the river has the most hazardous waste management facilities within 5 kilometers, according to the EPA EJScreen tool.

Brownfields are vacant or underutilized properties where expansion, redevelopment or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. According to brownfield site reports by the EPA, there are four general areas within the study boundaries that could be brownfields. The City does not have direct knowledge of current environmental property conditions and recognizes that appropriate due diligence would be required to determine current environmental conditions.

3.g Upcoming Capital Projects and Relevant Initiatives:

There are numerous capital projects and relevant initiatives led by the City of Phoenix throughout the study area or citywide including:

Capital Projects:

- **Arizona Fresh**, an Agri-Food Innovation Center, is expected to create more than 1,400 direct and indirect construction jobs, 1,500 jobs once in full operation, a capital investment of $200 million, and $848 million annual economic output related to project operations, based on the current plans for four phases of development of the project.

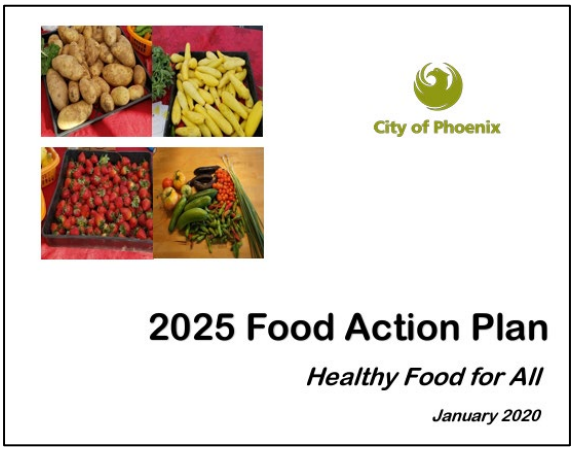
- **Citywide Tree Planting:** This project involves planting new trees in parks citywide. ($200,000 allocated from mid-2023 through mid-2028)

Initiatives:

- **Lead Safe Phoenix** is a U.S. Department of Housing and Urban Development (HUD) fund aiming to reduce childhood lead poisoning by creating lead safe housing. In addition, this program supports residents to address minor health hazards in their homes.

- **Food Action Plan:** The 2025 Phoenix Food Action Plan is an Office of Environmental Programs led effort to improve the current food system through actions and policies. The plan aims to reduce food insecurity and hunger and provide access to healthy food for everyone in Phoenix. A community action plan was developed for South Phoenix, providing specific actions to address the unique and rich history of the area.

- **Tree and Shade Master Plan:** The 2010 Tree and Shade Master Plan was led by the Park and Recreation Department and aims to create a healthier, more livable Phoenix, while providing a roadmap to achieve a 25% shade canopy coverage for the entire city.





GREEN SYSTEMS

4. Overview:

Green systems are built environment techniques designed to work with nature to create more resilient communities. Common examples of green systems are vegetated swales or rain gardens, permeable pavement or pavers, and natural or engineered shade. Some of these systems can be implemented and planned in the early stages of new construction, often referred to as Low Impact Development (LID), embedded into a revitalization project, or retrofit into existing sites. This assessment identified several observations related to green systems that highlight existing challenges related to heat and water.

The **Green Systems** element focuses on water-conscious nature and shade while supporting clean air and soil to embrace our unique Sonoran Desert ecosystem and characteristics.

Below is a list of key findings within the study area, followed by observations on related characteristics.

Key Findings:

- The Tree Equity Score for the study area ranged from **46 to 60**, while current canopy tree cover ranged from **1% to 5%**. The City of Phoenix as a whole has a score of **82**, with an average tree canopy of **11.86%.**
- Surface temperatures in unshaded surfaces can reach **151.34 degrees** Fahrenheit in the summer.

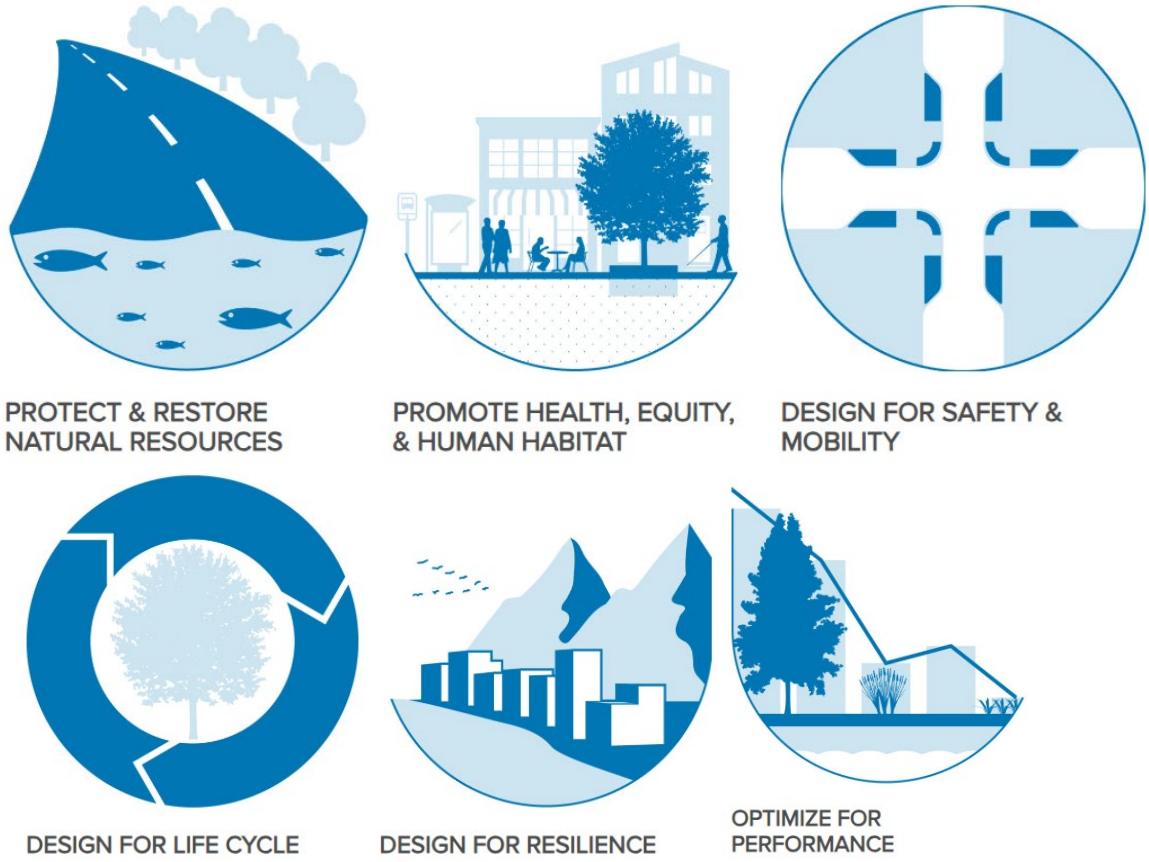
4.a The Connected Oasis:

The vision of the Connected Oasis has deep roots in Phoenix's history and provides a simple yet fascinating direction for the city to follow into the future. This theme reimagines the city as a network of vibrant pedestrian paths that incorporate the benefits of cleaner air and shade is vital to creating a healthy and equitable urban design that is appealing to people walking or riding bicycles. This network can also provide additional benefits for health, mobility, and biodiversity that also help make streets safe and comfortable for people walking and riding bicycles.

4.b Sustainable Desert City:

In 2015, Phoenix voters committed to the General Plan vision **to become the most sustainable desert city on the planet**. In 2016, Phoenix City Council adopted eight 2050 Environmental Sustainability goals that articulate the community's desired long term environmental outcomes that would fulfill the General Plan aspirations of a Sustainable Desert City. Furthermore, Phoenix developed a data-driven guidebook, the Climate Action Plan, to provide a framework for sustainable and resilient development, approved by City Council in 2021. To reduce greenhouse gas emissions, the plan set a goal to *expand brownfield redevelopment along the Rio Salado in Phoenix. (Goal WR5)*

4.c Green Streets:



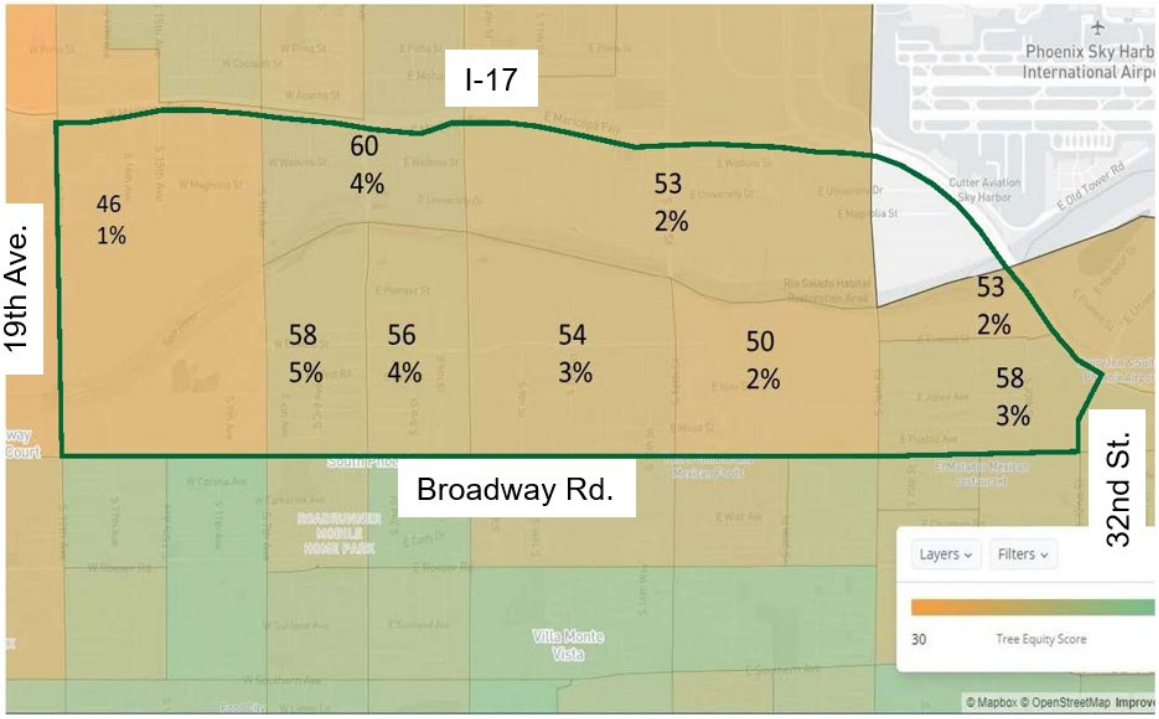
Green Street Principles, NACTO

Green streets are part of healthy, equitable urban design that views streets as vital public spaces. Incorporating green elements into streets improves mental and physical health through better air quality, valuable shade, beautification, and contact with nature in areas where access to parks may be limited. Several mutual benefits of Green Streets appeal to health, mobility, and biodiversity, such as creating infrastructure that is safe and comfortable for people walking and riding bicycles. While current policies and street-design standards are intended to promote some elements of green streets, there are few examples of green streets today within the study area. One location where pedestrian

and mobility enhancements exist today is along the University of Phoenix campus located at 4045 South Riverpoint Parkway and Wood Street, connecting 30th Street and 32nd Street, which contains bicycle lanes and shaded detached sidewalks (although there is an opportunity to provide increased shade for comfort of people walking or riding bicycles).

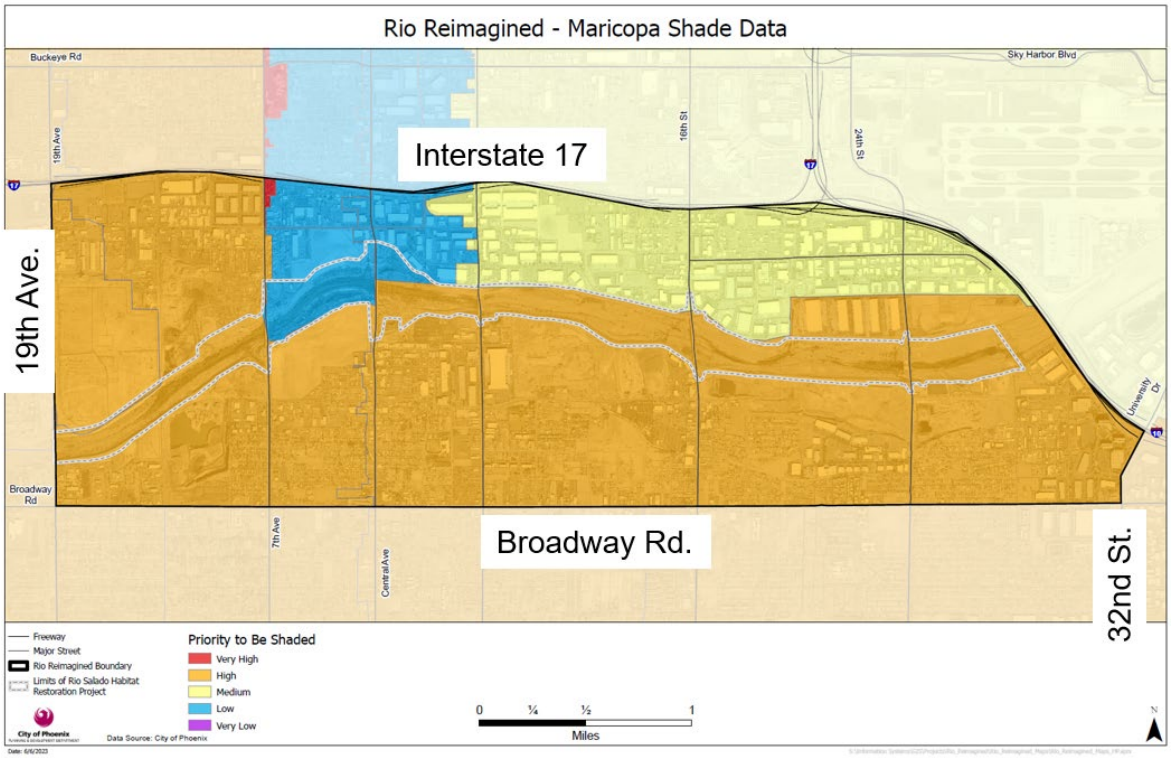
The Rio Salado Scenic Drive initially envisioned in the Rio Salado Beyond the Banks Area Plan, can be considered a 'green street' as this was intended to promote multimodal transportation.

4.d Tree and Shade:



Study Area Tree Equity Score, Source: Tree Equity Score

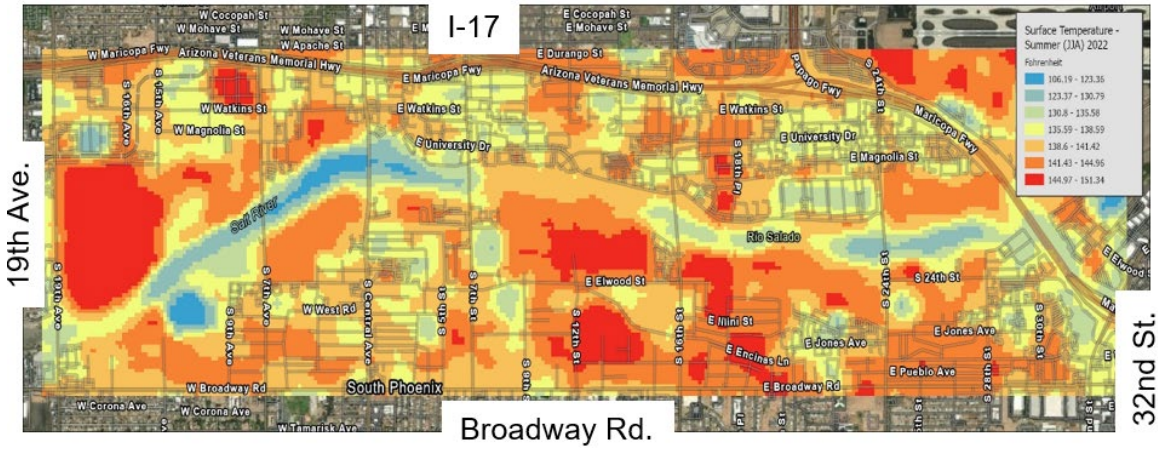
Tree canopy cover is a measure of all public and privately-owned trees and woody shrubs. The graphic above illustrates the Tree Equity Score and Tree Canopy Coverage percentile in the study area. This graphic depicts a low coverage ranging from 1% west of 7th Avenue to 5% between 7th Avenue to Central Avenue on the south side of Rio Salado, while the City of Phoenix aims to reach an average of 25% canopy coverage for the entire city. The Tree Equity score in the study area is 46 east of 7th Avenue, and up to 60 on the north side of Rio Salado between 7th Avenue and 7th Street. The south side of Rio Salado ranges between 50 to 58, while the total Tree Equity Score for the City is 80.



Maricopa Shade Priority Map, Source: City of Phoenix (2023) *(See full size map in Appendix C)*

The Maricopa County Shade analysis identified most of the study area as “high” priority to be shaded. Portions of the study area north of Rio Salado are identified as “low” and “medium” priority to be shaded. The map above illustrates the shade priority areas in more detail.

4.e Surface Temperatures:



Surface Temperatures (Satellite Image), Source: NASA Landsat 8, 2022-2023

Urban Heat Islands (UHI) can affect communities by increasing summertime peak energy demand, air conditioning costs, air pollution and greenhouse gas emissions, heat-related illness and mortality, and water quality. The most common strategies for mitigation of UHI are vegetation, shade structures, and cool materials in built infrastructure. In a city like Phoenix, outdoor summertime temperatures exceed 110°F and surface temperatures can be over 20 degrees higher depending on the location. The NASA Landsat 8, 2022-2023 satellite image below captures the surface temperature (which can be much hotter than air temperature) in the study area at around 11:30 am.

The previous image shows large areas within the study area with surface temperatures ranging from 144.97°F to 151.34°F (some surfaces get even hotter at around noon). These areas are generally bare, lacking vegetation, and directly exposed to radiation from the sun.

The City of Phoenix Climate Action Plan (2021), states that *"Predicted average surface temperatures will increase mildly, if GHG emissions are moderately decreased (Representative Concentration Pathway (RCP) 4.5), or severely, if GHG emissions continue to increase unabated (RCP 8.5).4 All predictions indicate that surface temperature will increase over the 21st century and heat waves will occur more often and last longer across the globe. Exposure to hotter temperatures and heat waves has increased heat-associated deaths in Arizona. During high ozone pollution advisory days, mortality risk is increased if concurrent with a heat wave."* (p. 16), pertaining to Phoenix climate hazards.

4.f Cool Pavement:

Asphalt absorbs and retains heat during the day and releases it at night. Phoenix is among several cities experiencing the urban heat island effect due to heat retention within the built environment. Cool pavement reflects back the sunlight that hits it. Because the surface reflects rather than retains heat, cool pavement has the potential to offset rising nighttime temperatures in Phoenix. Cool pavement technology may help reduce the heat island effect and reduce temperatures in the city.



Cool pavement application at Esteban Park in June 2020, Source: City of Phoenix

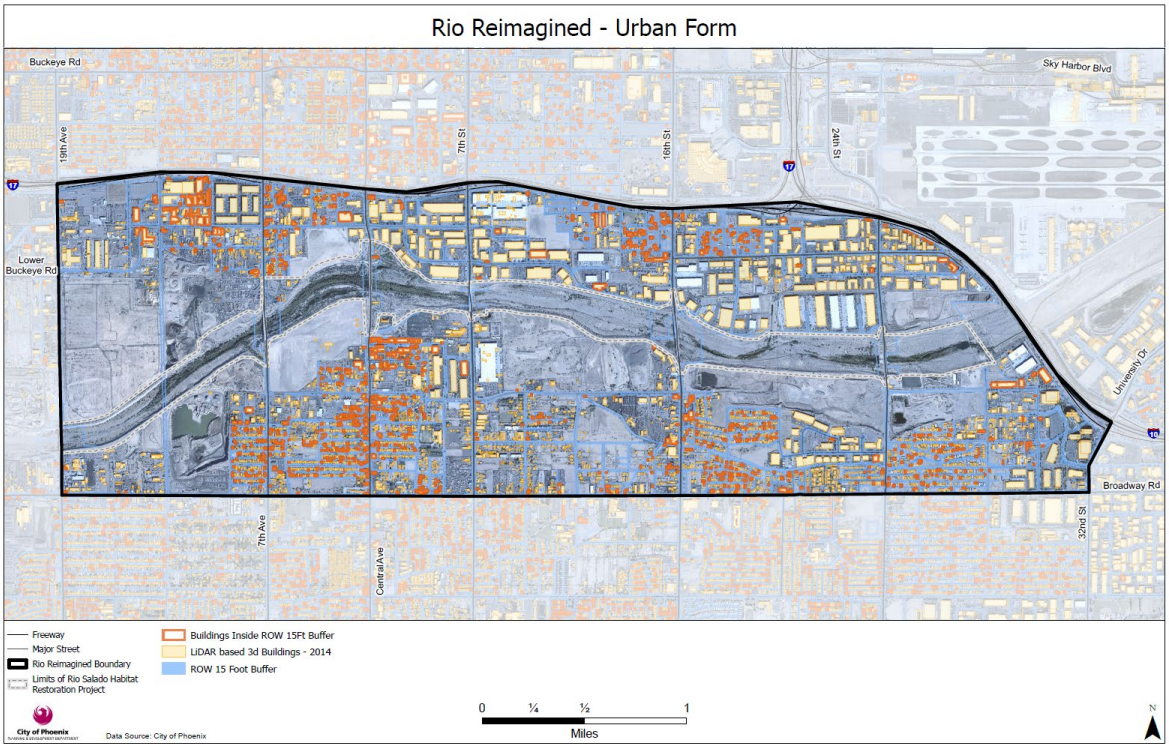
A Cool Pavement Pilot Program led by the Phoenix Street Transportation Department and Office of Sustainability with ASU partnership selected eight locations to implement cool pavement, and by June 2023, the city had covered 100 miles of cool pavement across the city. However, there are no completed or planned cool pavement projects in the study area. The nearest cool pavement project completed was south of Broadway from Roeser Road to Broadway Road and from 19th Avenue to 15th Avenue. The project was completed in the fiscal year 2022.

4.g Green Stormwater Infrastructure:

Phoenix has a significant incentive to harness water resources that are otherwise lost, considering the extensive development and urbanization of the Phoenix Metropolitan area that has resulted in increased Urban Heat Island (UHI) and the average annual precipitation of only 7 inches (or 178 mm). Traditional stormwater management practices use impermeable surfaces, such as roads, curbs, and culverts, to divert large quantities of water into centralized infrastructure. Green stormwater infrastructure (GSI) mimics nature by capturing and storing rainwater where it falls through various techniques. GSI may provide many co-benefits including water quality improvements, reductions in localized flooding, non-potable water support of vegetation, urban heat island reductions, as a few examples.

To support construction and design of GSI in Phoenix, the Planning and Development Department in collaboration with the Office of Environmental Programs, created the following Green Stormwater Infrastructure webpage.

4.h Permeability:

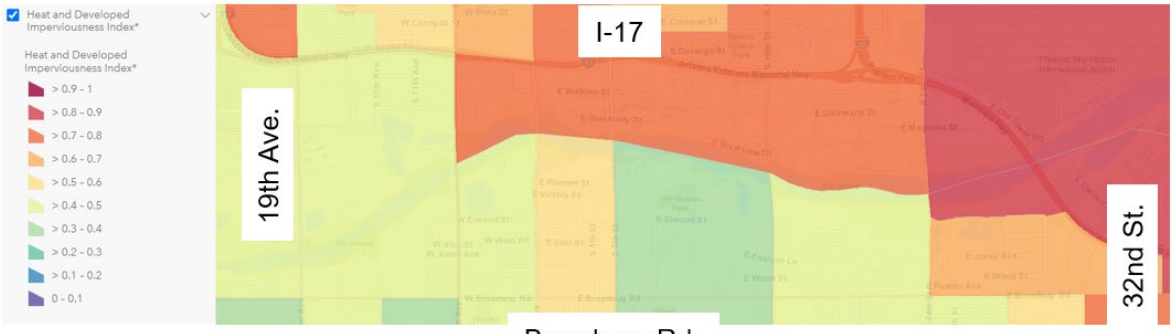


Urban Form (LIDAR) Map, Source: City of Phoenix (2023) *(See full size map in Appendix C)*

The central portion of the study area has a large natural-like surface, including Rio Salado, the vegetated banks, mining sites and other undeveloped land, resulting in relatively higher permeability surfaces than more urbanized and built-up areas in the City. Potentially, the most permeable places in the study area are adjacent to the Rio

Salado and are undeveloped lands. The built environment, especially industrial areas, do not provide much opportunity for water to permeate due to large structures and dense coverage of asphalt for parking and loading areas. The below above highlights the built environment in the study area and illustrates the difference between developed areas (low permeability potential) and undeveloped areas (high permeability potential).

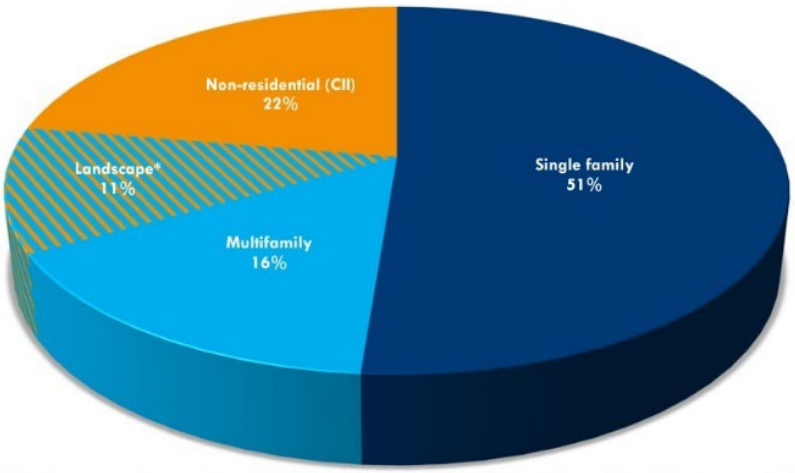
The Arizona Department of Forestry and Fire Management developed a Heat and Developed Imperviousness Index that ranges between 0 (low) and 1 (high). The measurements of this index are based on the product of nightly land surface temperature multiplied by with the percent developed land surface. Within the study area, the index score varied greatly between >0.4 and 1. In general, areas north of Rio Salado had a higher heat and developed imperviousness index score, while areas south of the river had lower scores.



Heat and Developed Imperviousness Index Map, *Source: UCF. 2017 Arizona Shade Tree Planting Prioritization. Phoenix: Arizona Department of Forestry and Fire Management, 2017.*

4.i Water Use:

Drought is a constant phenomenon in the arid Sonoran Desert. The City of Phoenix and its residents have committed since the 1980s to proactively mitigate and respond to drought to ensure public safety, economic development, and quality of life in the desert by focusing on three main directions: water resources, water conservation, and water infrastructure. The three main sectors with the highest water demands according to the City's Water Resource Plan are single-family residential development, multifamily residential developments, and non-residential uses, known as Commercial, Industrial, and Institutional (CII). The figure below illustrates the water use of the sectors listed.



*Dedicated landscape meters are found at both CII and multifamily facilities. This is the aggregated total for both water use sectors.

City of Phoenix Water Use by Sector, Source: City of Phoenix (2021)

Single-family homes lead water consumption in Phoenix, including indoor (faucets, showers, clothes washer, toilets, and other fixtures and appliances) and outdoor uses (pools and landscaping). In Phoenix's water service area CII uses consume approximately 22% of the total water used as described in more detail in the adjacent table.

CII sectors	Percentile
Commercial	26
Government	11
Hotels and Motels	5
Industrial	7
Institutions	3
Landscape (Landscape meters comprise a mix of CII and Multifamily uses)	33
Offices	6
Restaurants	5
Schools	4

Source: City of Phoenix

4.j Upcoming Capital Projects and Relevant Initiatives:

There are numerous capital projects and relevant initiatives led by the City of Phoenix throughout the study area or citywide including:

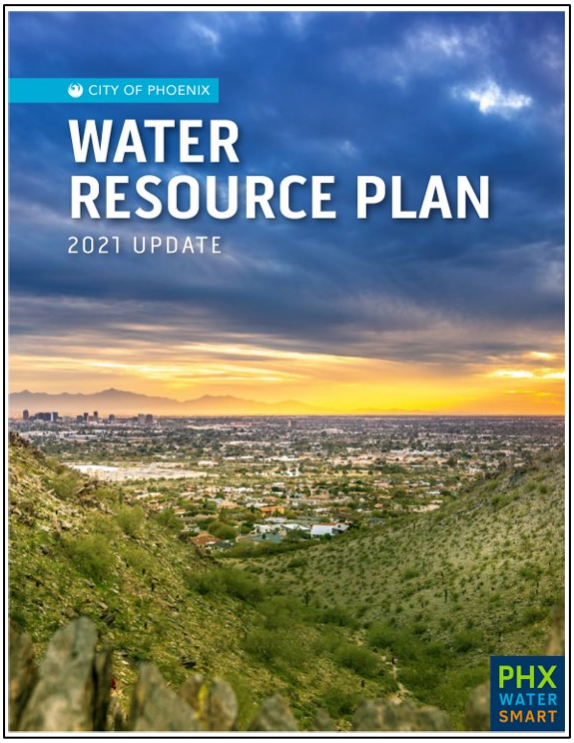
Capital Projects:

- **General Stormwater Compliance:** This is a citywide program that provides for general stormwater compliance actions. ($1.25M allocated from mid-2023 through mid-2028)

- **Shade, Cooling and Heat Mitigation:** This is a citywide program where artists will be contracted to work with various City departments to enhance the

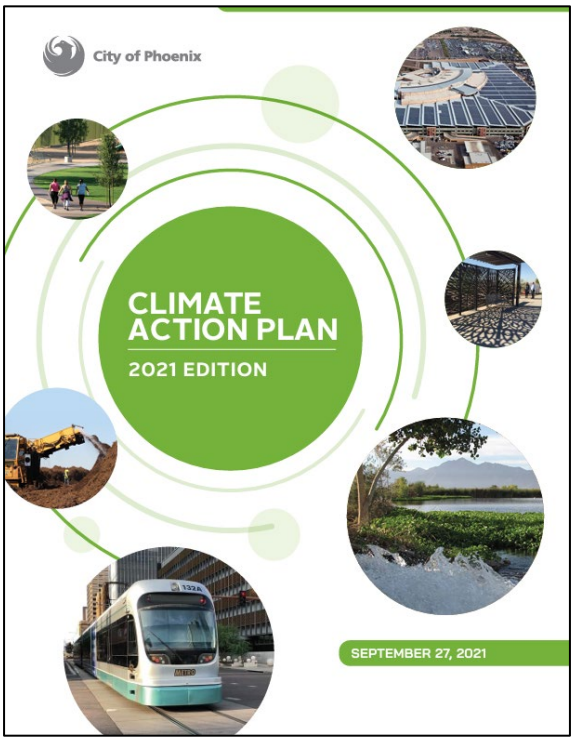
pedestrian experience as part of the City's heat mitigation initiatives. ($522,041 allocated from mid-2023 through mid-2026)

Citywide Initiatives:



- **¡Sombra! The Celebration of Shade (2024):** In 2023, the City of Phoenix Arts and Culture Department received a $1 million grant from Bloomberg Philanthropies to support nine temporary art installations throughout the city to create shading and cooling installations.

- **2050 Environmental Sustainability Goals (2016):** In 2016, Phoenix City Council adopted eight 2050 Environmental Sustainability goals that articulate the community's desired long term environmental outcomes that would fulfill the General Plan aspirations of a Sustainable Desert City.



- **Water Resource Plan (2021 Update):** The Water Resource Plan identifies the history of water sources, water supplies and reliability of these, supply and demand projections, and deficit mitigation strategies for the City of Phoenix.

- **Climate Action Plan (2021):** The Climate Action Plan contains climate-related goals and ongoing actions by the City of Phoenix. This document was used as a starting point to begin the community-wide climate action planning process. The plan contains Greenhouse gas emissions reductions goals (stationary energy, transportation, waste as a resource) and resiliency goals (air quality, heat, local food system, and water).

- **HeatReady PHX:** The Office of Heat Response and Mitigation coordinates programs and policies year around to help lower urban temperatures and help people cope with extreme hot weather. This initiative also tracks trends, collects data, and collaborates with other governments and organizations to share heat related ideas and solutions.



- **Greater Phoenix Metro Green Infrastructure Handbook (2019)**: This handbook provides technical standard details and specifications (TSDS) to be used for low impact development (LID). Implementing the TSDS will result in environmental benefits, water conservation, urban heat reduction, improvement in public health and additional green spaces. Additional resources to develop GSI or LID in the City of Phoenix can be found here.



- **Take a Hike, Do it Right:** This is a campaign led by the Parks and Recreation Department to educate and bring awareness to heat and trail safety by providing consistent messaging at city trailheads and city websites to alert hikers.



- **Cooling Ordinance:** This city ordinance sets minimum temperature requirements in all single-family and multifamily rental housing units. Enforced by the Neighborhood Services Department, every rental unit must safely cool all habitable rooms to 86°Farenheit if cooled by evaporative cooling and 82°Farenheit if cooled by air conditioning.

- **Weatherization Assistance Program:** The Neighborhood Services Department provides home weatherization for qualifying residents. In 2022, City Council allocated additional funds to support this program.

ECONOMIC DEVELOPMENT

5. Overview:

Communities with diverse employment types are more resilient in the face of hard economic times and can provide opportunities for partnerships between businesses and the communities they operate in. The study area is a significant employment hub, with nearly 20,000 employees in a variety of sectors as described in detail within this section.

The **Economic Development** element focuses on having a resilient local workforce, diverse employment options, and new employment opportunities, to reveal unique characteristics.

Below is a list of key findings within the study area, followed by observations on related characteristics.

Key Findings:

- Workers exceed the number of residents within the study area
  - Population: 6,806
  - Area Workforce: 19,863
- Local Workforce: 2,513 residents
  - Unemployment rate: 11% (Phoenix 3.7%)
- 89% of employers have less than 100 employees, but employ 50% of the workforce
- The three largest job sectors in the study area are:
  - Construction
  - Transportation & Distribution
  - Education

5.a Community Workforce Profile:

A strong local workforce and nearby opportunities for employment can greatly assist in creating a more vibrant and economically productive community. The residents of the study area are mainly employed in service occupations. Below are additional statistics regarding residents within the study area.



Source: City of Phoenix

Key Figures:

- Local Labor force: 2,513 residents
- Unemployment rate: 11%
- Average median household income: $43,628 per year
- 4% of those 25 or older have a bachelor's degree or higher
- 12% of employed residents work in "building and grounds cleaning and maintenance occupations."

The below table is the breakdown by job category for those residents who are employed as defined by the U.S. Census.

Job Type	Total	Percent
Management, business, science, and arts occupations	419	17%
Service occupations	735	29%
Sales and office occupations	588	23%
Natural resources, construction, and maintenance occupations	463	18%
Production, transportation, and material moving occupations	308	12%

Source: Maricopa Association of Governments

Study Area Workforce Profile

The data presented here represents people who work in the study area but do not necessarily live in the area. Roughly 20,000 people are employed by businesses within the study area. This information has been gathered utilizing the Maricopa Association of Governments' (MAG) Arizona Employer Viewer page.



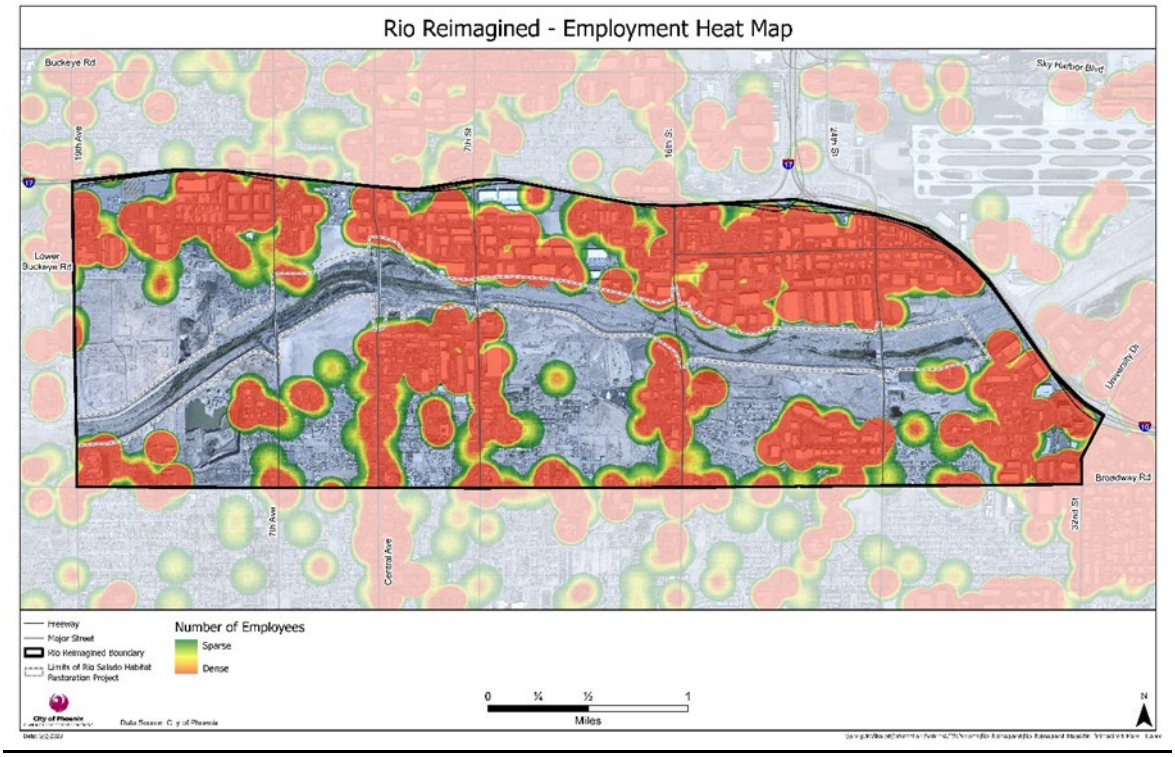


Key Figures:

- 531 employers and 19,863 employees are found within the study area
- 89% of employers have less than 100 employees, but account for 50% of employees in the study area
- 79% of employers have less than 50 employees
    - Represent 32% of employees
- Automotive businesses employ 2% of the area's workforce



Study Area Employer Hubs, Source: MAG



Study Area Employer Concentrations, Source: City of Phoenix *(See full size map in Appendix C)*

Many businesses are concentrated along some of the major arterial streets in the area such Central Avenue, 7th Street, and 16th Street. This further illustrates the relationship of easy access to job locations and transportation which will be further facilitated by the completion of the South Central Light Rail extension.

The **top three job sectors** by number of employees are **construction, transportation and distribution, and education.** The information provided in the table below shows how diverse a job market the study area represents, which is vital to greater economic growth and investment.

Job Sector	# of Employers	# of Employees
Construction	114	4,100
Transportation & Distribution	111	3,200
Education	7	1,980
Business Services	58	1,960
High Tech Manufacturing & Development	7	1,330
Government, Social, & Advocacy Services	35	1,270
Consumer Services	54	1,110
Retail	53	1,110
Metal Inputs & Transportation-Related Manufacturing	29	910
Non-Metallic Manufacturing	27	790
Consumer Goods Manufacturing	19	680
Hospitality, Tourism, & Recreation	6	602
Telecommunications	7	260
Health Care	10	150
Finance, Insurance, & Real Estate (FIRE)	10	90
Resource-Dependent Activities	3	60
Media, Publishing, & Entertainment	0	0

Source: MAG

Key Industries

MAG defines key industries as those that are vital in contributing to Arizona's economic growth and are critical to the successful operation of many other industries. The below table shows key industries within the study area.

Key Industry	# of Locations	# of Employees
Manufacturing	106	4,490
Warehouse / Distribution	114	3,270
Aerospace	20	1,920
Information Technology	8	810
Health Care	16	250
Finance	11	130

Source: MAG

5.b Employment Hubs and Assets:

The location of jobs can be just as important as the diversity of those jobs. The eastern portion of the study area is within the Maricopa Association of Governments (MAG) and City of Phoenix designated Sky Harbor Airport Employment Center. Furthermore, there are two main employment hubs which include the largest employers, but most employers

are dispersed throughout the study area. The data presented below can be found on the MAG's Arizona Employer Viewer page.

Most employers and employees are located north of the Rio Salado (327 of them and 53% respectively). This provides close access to the I-10 which facilitates commuting of employees and the shipment of goods. However, the largest employers are located on the south side of the river, concentrated in two clusters. One between Central Avenue and 7th Street north of Elwood and the other in the southwest portion of the study area, east of 28th Street.

Cluster 1: 7th Street to Central Avenue, Rio Salado (North bank) to Elwood Street



Employers with 5 or more employee, Source: MAG

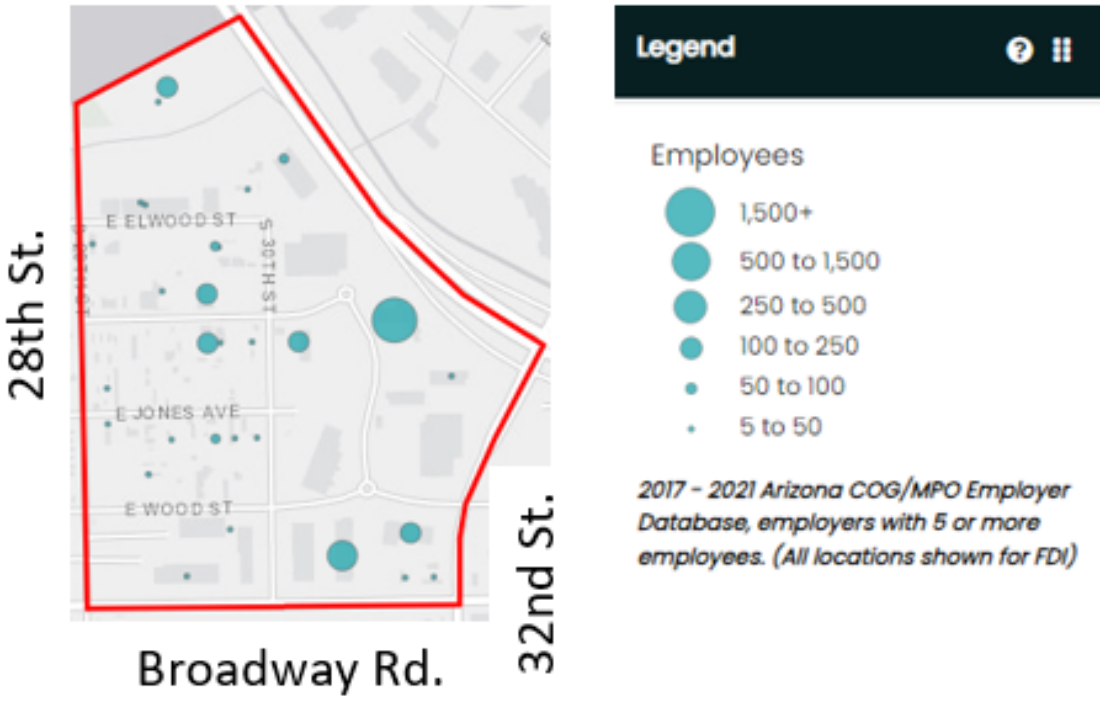
Rank	Employer Name	# of Locations	# of Employees
1	City of Phoenix	2	540
2	Collins Aerospace	1	500
3	Goodrich Corporation	1	180
4	Professional Piping Systems LLC	1	130
5	Sunland Asphalt & Construction, Inc.	1	110
6	Stehl Corporation	1	90
7	Stern Produce Co Inc	1	50
8	Lennox Industries Inc	1	40
9	Moreno Welding Inc	1	20
10	Sunstate Energy LLC	1	20

Largest Employers, Source: MAG

Job Sector	# of Employers	# of Employees
Government, Social, & Advocacy Services	4	550
High Tech Manufacturing & Development	1	500
Construction	10	320
Business Services	2	190
Metal Inputs & Transportation-Related Manufacturing	3	150
Transportation & Distribution	2	50
Consumer Goods Manufacturing	2	30
Consumer Services	3	20
Finance, Insurance, & Real Estate (FIRE)	1	20
Retail	1	10
Non-Metallic Manufacturing	1	5

Largest Employers by Sector, Source: MAG

<u>Cluster 2</u>: 32nd Street to 28th Street, Interstate 10 to Broadway Road



Employers with 5 or more employee, Source: MAG

Rank	Employer Name	# of Employees
1	Apollo Group Inc	1,800
2	Dialamerica	300
3	Lsg Sky Chefs Inc	180
4	Brightview Landscape Development Inc	150
5	Road Safe Traffic Systems	120
6	Beecroft Llc	120
7	Hensel Phelps Construction Co	110
8	Core Main	80
9	Essai Inc	80
10	The University of Phoenix	70

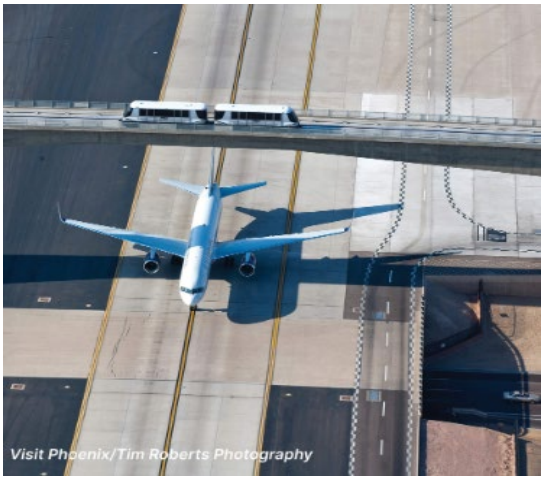
Largest Employers, Source: MAG

Job Sector	# of Employers	# of Employees
Education	4	1,920
Construction	11	660
Business Services	6	540
Consumer Services	3	230
High Tech Manufacturing & Development	1	80
Transportation & Distribution	4	80
Non-Metallic Manufacturing	1	50
Hospitality, Tourism, & Recreation	1	10
Retail	2	9

Largest Job Sector by Number of Employees, Source: MAG

5.c Major Employers:

Major industry partners play an important role in any community, bringing both new investment opportunities and a level of economic stability. Below are the top 10 employers by number of employees and their job sector, which include high tech manufacturing, government services, education, and others.



Rank	Employer Name	Employees	Job Sector
1	Apollo Group Inc.	1,800	Education
2	Hamilton Sundstrand Collins Aerospace	630	High Tech Manufacturing & Development
3	City of Phoenix	620	Government, Social, & Advocacy Services
4	Southwest Airlines Company	530	Hospitality, Tourism, & Recreation
5	Collins Aerospace	500	High Tech Manufacturing & Development
6	Amazon	380	Retail
7	State of Arizona	360	Government, Social, & Advocacy Services
8	Dialamerica	300	Business Services
9	Trendwood Inc.	290	Consumer Goods Manufacturing
10	Western Window Systems	250	Construction

Souce: MAG

The largest of these employers is Apollo Group Inc., a private education company which includes University of Phoenix among other educational institutions. Its headquarters is located next to the University of Phoenix campus, in Cluster 2 previously mentioned.

5.d Small Businesses:

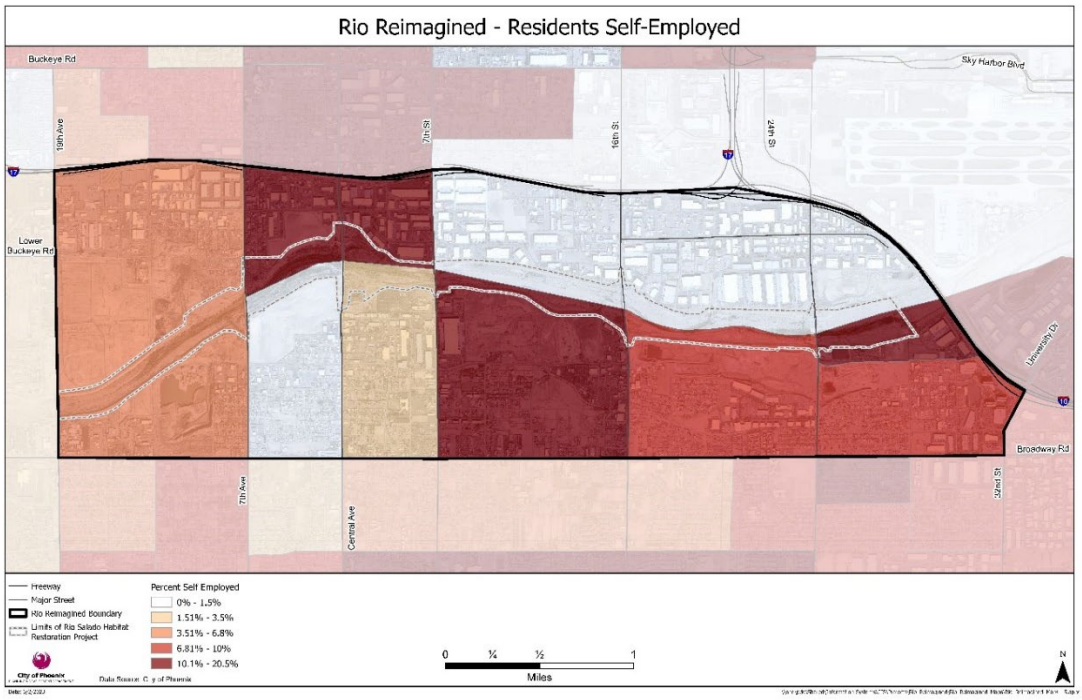
Small businesses are a vital part of the Arizona's economy. Maricopa County defines small businesses as those having fewer than 100 employees, along with other requirements. The northern portion of the study area holds approximately 60% of all small businesses within the study area.

Utilizing data provided by MAG, small businesses account for 89% of employers in the area, accounting for 50% of all employees in the area. Furthermore, 80% of all businesses fewer than 50 employees employ 32% of the area workforce.

According to the U.S. Census, 7% of employed residents are self-employed, however very few of those who are self-employed own their business, which indicates that many might be hired as independent contractors instead.



Alliance Plumbing at 2626 E. Elwood Street, Source: City of Phoenix



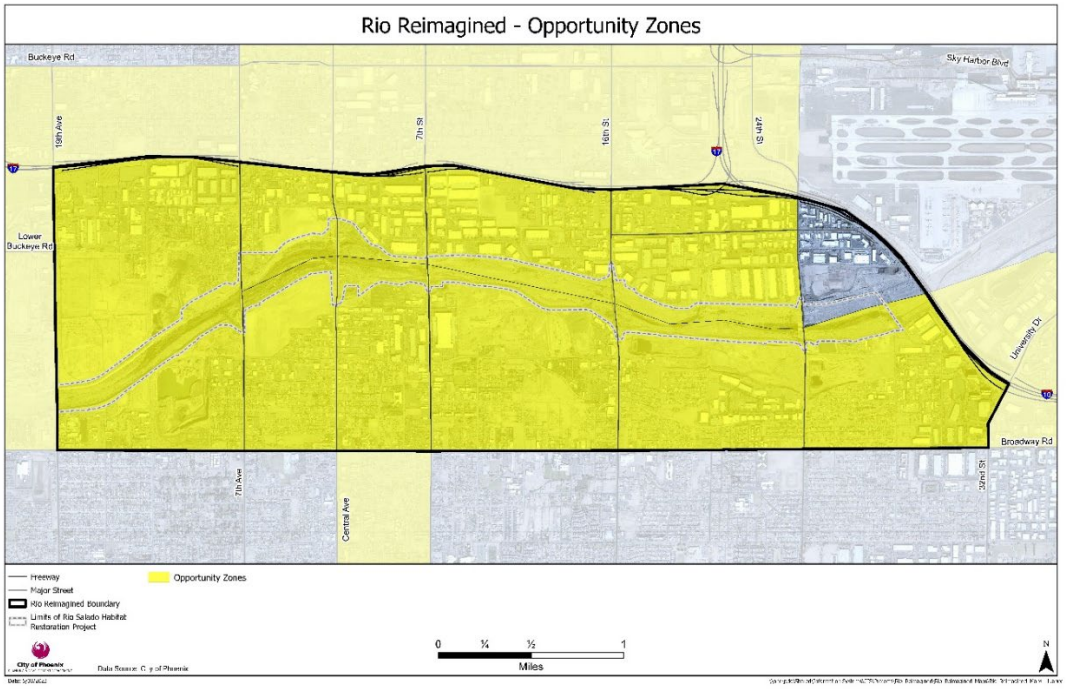
Self-Employed Residents Map, Source: City of Phoenix (MAG data) *(See full size map in Appendix C)*

5.e Business Associations:

Business associations are an important avenue for the community and the city to engage with multiple employers at once. This allows opportunities to work together, to promote the area, and synergize solutions on the challenges for both the business and local community. There are no known business coalitions within the study area.

5.f Opportunity Zones:

Opportunity Zones are a federal program to help economically distressed communities, defined by individual census tract and nominated by state governors. The purpose of Opportunity Zones is to spur economic growth and job creation in low-income communities while providing tax benefits to investors. The City of Phoenix has **42 opportunity zones** in **6 unique neighborhoods** across the city. The **Sky Harbor** and **Rio Salado** are two opportunity zones are located within the study area. More information about each opportunity zone, including area industries, key employers, potential projects, and highlights can be found in the **2019 Opportunity Zones Prospectus**.



Opportunity Zones, Source: City of Phoenix *(See full size map in Appendix C)*

Except for the census block that contains Phoenix Sky Harbor Airport, the entire study area is considered an Opportunity Zone. Click here to learn more about Arizona's strategy for its Opportunity Zones.

5.g Workforce Programs and Services Available:

The City of Phoenix offers multiple services for employers and jobseekers alike, below are some of the programs offered:

- **Phoenix Work4orce:** Phoenix Work4orce allows businesses to partner with local community colleges to gain access to local labor.
- **Community Development Block Grant (CDBG):** This program matches Phoenix business owners with private sector consultants who offer guidance in multiple technical areas.
- **Business Assistance Program (BAP):** The BAP program provides funds to community agencies through annual postings by the Community and Economic Development Department.
- **Workforce Innovation and Opportunity Act (WIOA) Youth Programs:** This program enables eligible organizations to assist youth who experience barriers to obtaining employment, education, and other long term career paths.



6. Overview:

Housing is a vital component to a community's social, economic, health, and environmental wellbeing. This section covers the unique housing demographics of the study area utilizing data from the 2017-2021 American Community Survey (ACS), the Decennial 2020 Census, and the City of Phoenix. Observations derived from these and other sources were used to point out existing conditions related to housing within the study area.

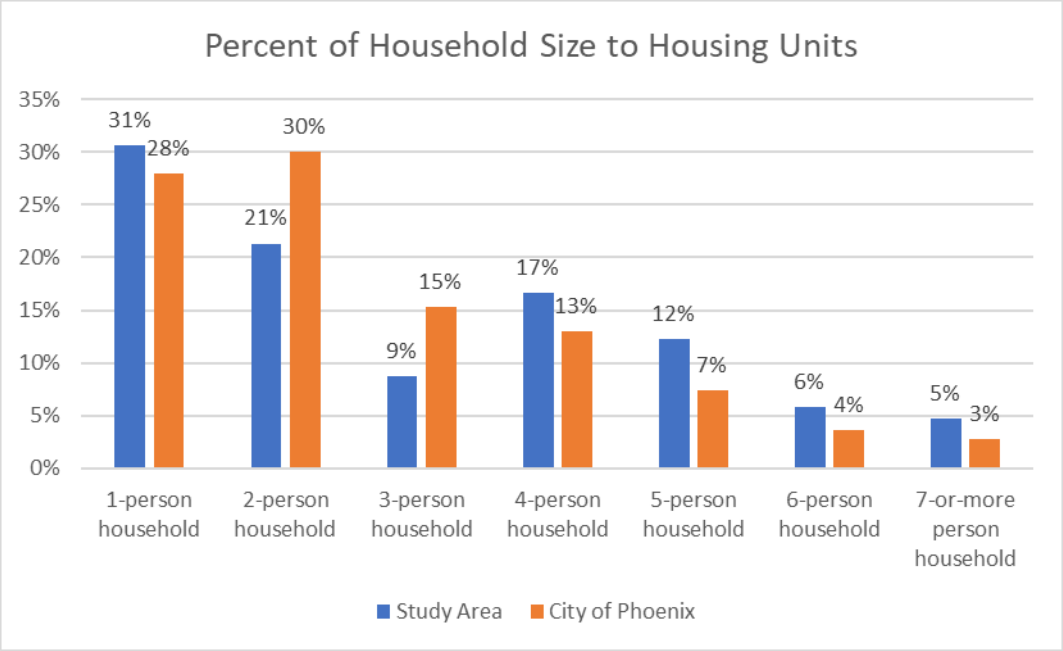
The **Housing** element focuses on neighborhood diversity and affordability to reveal unique characteristics.

Below is a comparison table that contains demographic information on the City of Phoenix (citywide) and the study area, derived from the U.S. Census Bureau American Community Survey 2018-2022 (5-year estimates) and was obtained using the Maricopa Association of Governments (MAG) Demographic Viewer tool.

Comparison Table		
Housing Element	**Citywide Figure**	**Study Area Figure**
Total number of housing units	633,863	2,362
Single-family housing units %	408,538 (64.5%)	1,405 (59.5%)
Multifamily housing units %	205,155 (32.3%)	837 (35.5%)
Other types of housing units %	20,170 (3.2%)	120 (5%)
Housing unit vacancy rate %	6.7%	14%

6.a Household Size:

Household size refers to the average number of people living in a home. For the study area, single person households are the most common at 31% of all households; this is close to the City's overall rate of 28%. However, there is notably less 2 and 3 person households in the study area than what we see citywide. However, households within the study area have a higher rate of four person households and up than across the entire city by several percentage points.



Source: 2017-2021 American Community Survey (ACS)

The amount of people living in a household can represent a variety of economic conditions and cultural influences. The U.S. Census tracks the number of persons per room (PPR) in a household and identifies households over 1 PPR may be experiencing crowded conditions.

Study Area:

- Total housing units over one PPR: 16% (327 units)
- Over one PPR for renters: 20% (257 units)
- Over one PPR for owners: 9% (70 units)

Phoenix:

- Total housing units over 1 PPR: 6.3% (37,748 units)
- Over one PPR for renters: 10% (24,944 units)
- Over one PPR for owners: 3.6% (12,804 units)

6.b Housing Types:

A community with diverse housing types can add a sense of vibrancy and stability plus allow individuals and families of various sizes, ages, or income levels a housing choice. For example, a multifamily unit can provide an individual an opportunity to live short-term in an area where they work or attend school, while a single-family home can allow a family to put down or establish roots in a neighborhood that they will enjoy long-term.

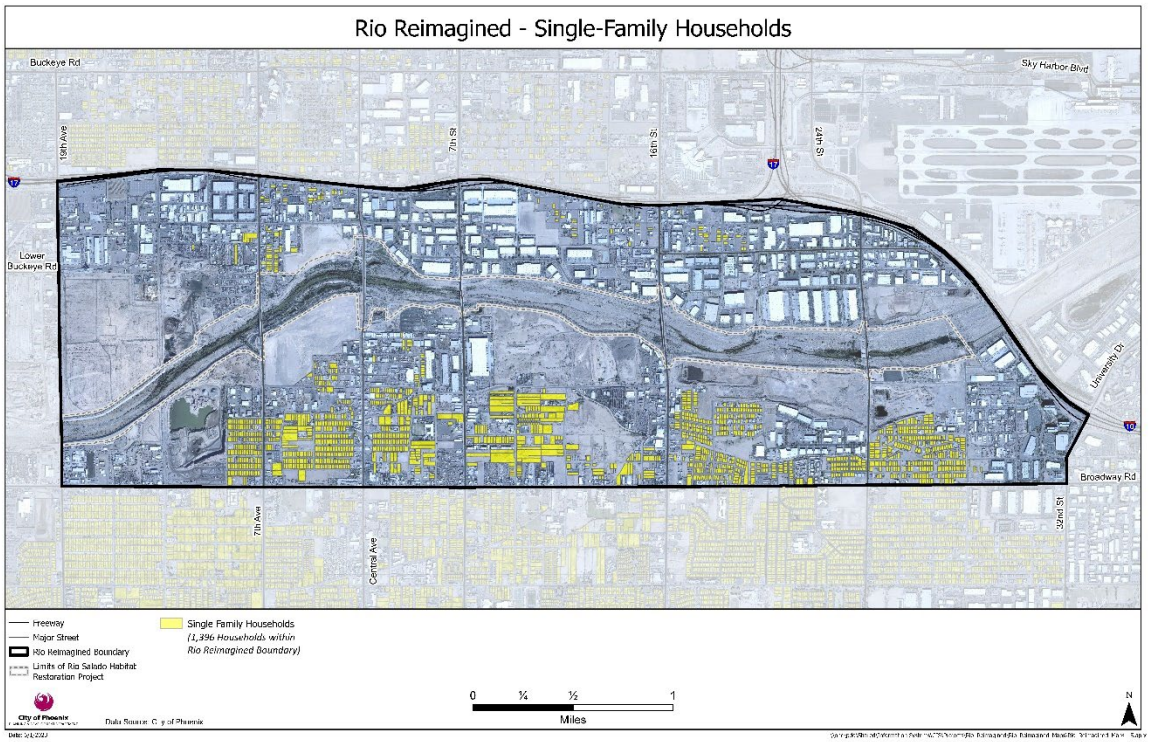
There are many other scenarios not listed here where varied housing types can help individuals or families achieve their personal goals, both short and long-term.

Utilizing data from the 2017-2021 ACS, nearly 60% of all housing units in the study area are single-family homes, with multifamily units accounting for 35% of housing units. Other housing types accounted for 120 units or 5% of total units, although aerial imagery suggests this U.S. Census figure is likely smaller.

Housing Type	Total # of Units	Percent of Units
Single-Family	1405	59%
Multifamily	837	35%
Other	120	5%
Boat, Recreational vehicle, van, etc.	0*	0%*

**Some of the figures on "non-traditional" housing types may be difficult to obtain due to various factors, including the ability for some of these housing types to move.*

Single-Family Dwellings



Single-Family Households, Source: City of Phoenix *(See full size map in Appendix C)*

Most single-family dwellings are located south of Rio Salado, as shown by the following image.

Multifamily Dwellings

Based on aerial imagery and Google Streetview, multifamily dwellings are located south of Rio Salado and greatly vary in age and scale. The following represent some of the multifamily developments that exist in the study area:

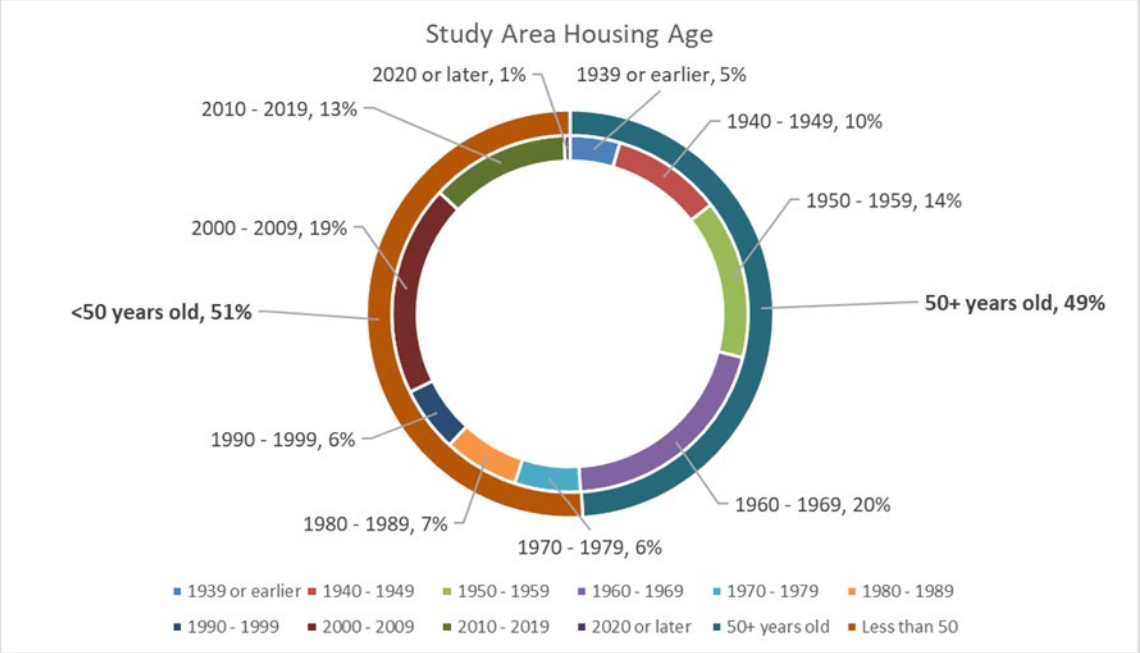
- Rancho Montanas (4033 S. 7th Street)
- Victory Place (804 E. Jones Avenue)
- Newsome Village (4020 S. 9th Street)
- 9 South Apartments (4048 S. 9th Street)
- The Village at Rio Salado (4042 S. 17th Street)
- Salt River Flats (4000 S. 14th Street)
- Raymond Place (3830 S. 18th Street)



Salt River Flats development under construction, Source: City of Phoenix

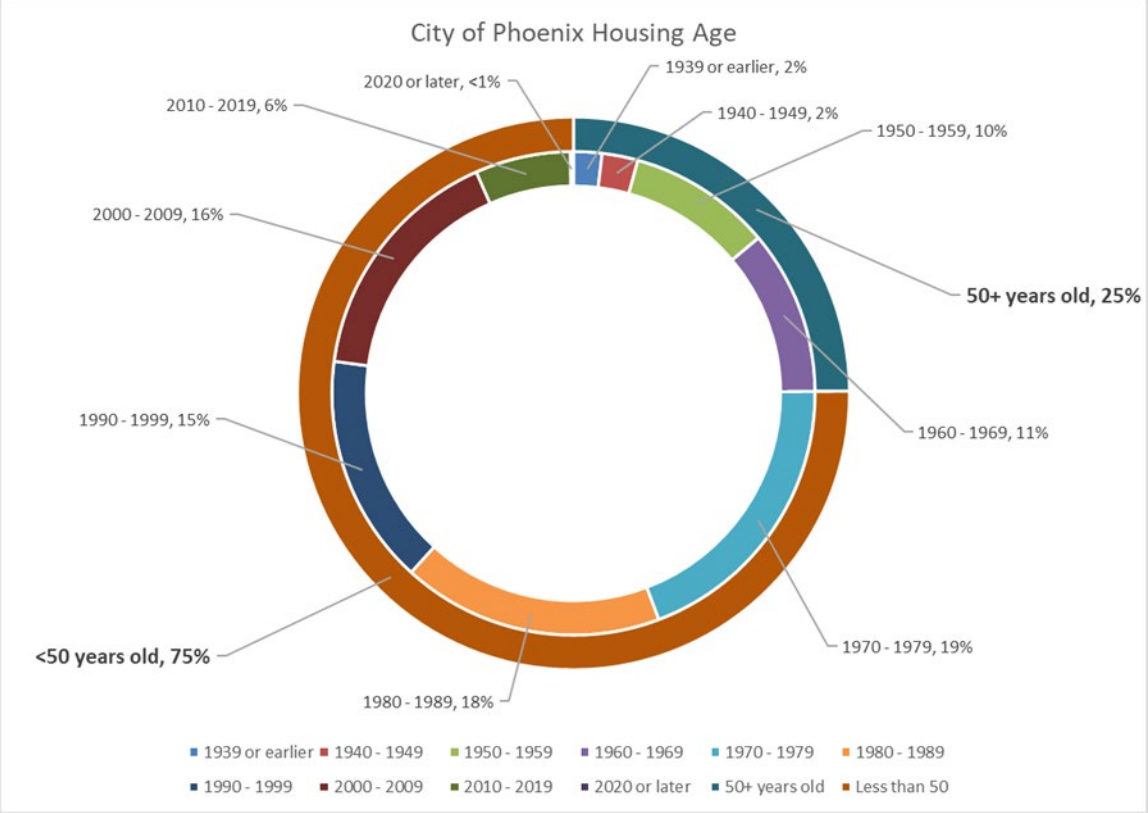
6.c Housing Age:

Older homes may face maintenance challenges that can raise the cost of living for their residents by requiring constant upkeep. In addition, older homes are generally not as energy efficient as newer homes built to modern standards.



Source: 2017-2021 ACS

In the study area, 49% of homes are older than 50 years. Most of these homes were built during the post WWII era from 1950 through 1969. This makes the study area significantly older than Phoenix, where only 25% of the city's housing stock is greater than 50 years old.



Source: 2017-2021 ACS

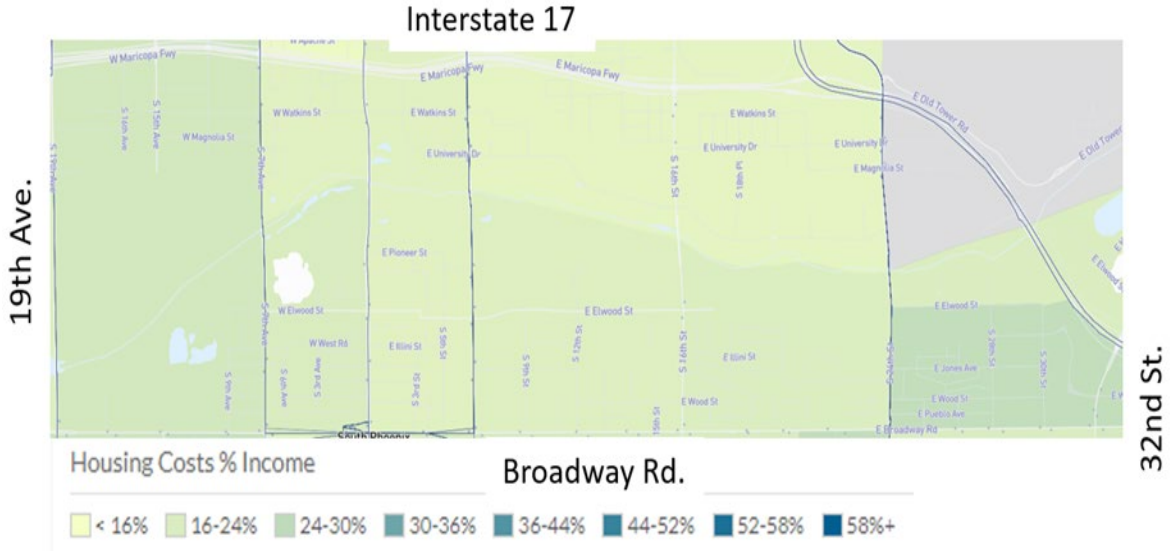
6.d Housing Vacancy:

Vacancy rates can have a considerable impact on housing affordability, particularly in the rental market. According to 2017-2021 U.S. Census ACS, the **vacancy rate for the study area is 14%** which is double the city's average vacancy rate of 7%. While having a higher vacancy rate could contribute to lower housing costs for renters in the study area, it may also be indicative of other factors such as housing quality or location, which may affect the choice of buyers or renters.

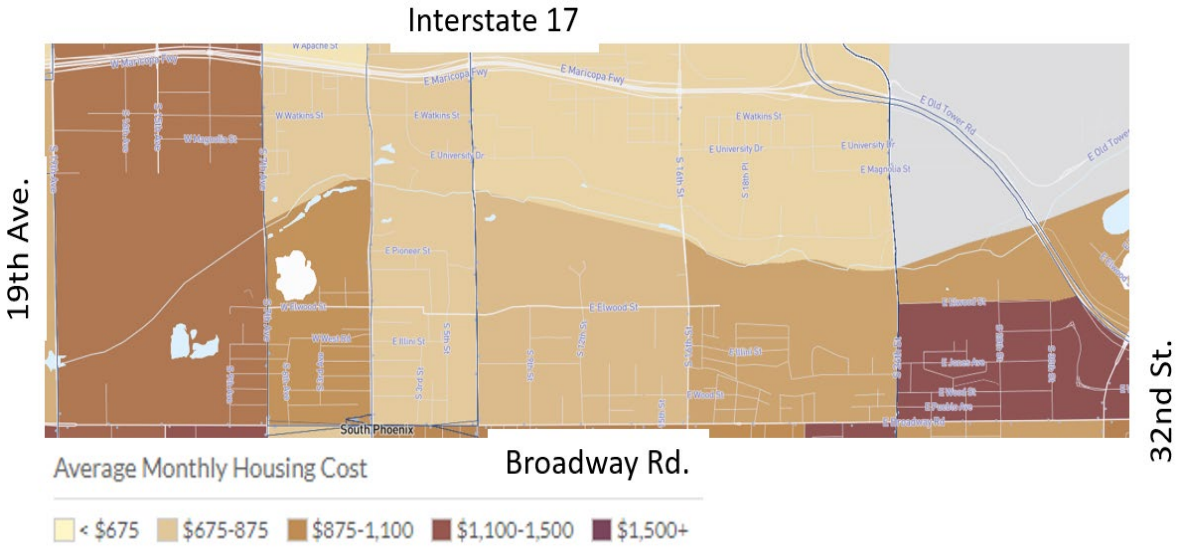
6.e Housing Affordability:

The Housing and Transportation Affordability Index (H+T) was developed by the Center for Neighborhood Technology as a way to present housing and transportation data at a regional and neighborhood level, including average monthly housing costs in total dollar amount as a percentage of income. Within the study area, housing costs as a

percentage of income generally ranged from 16% to 24%, except for the area east of 24th Street and south of Rio Salado. Based on this information, one can infer that housing costs are relatively low in terms of proportion to median income for the study area.

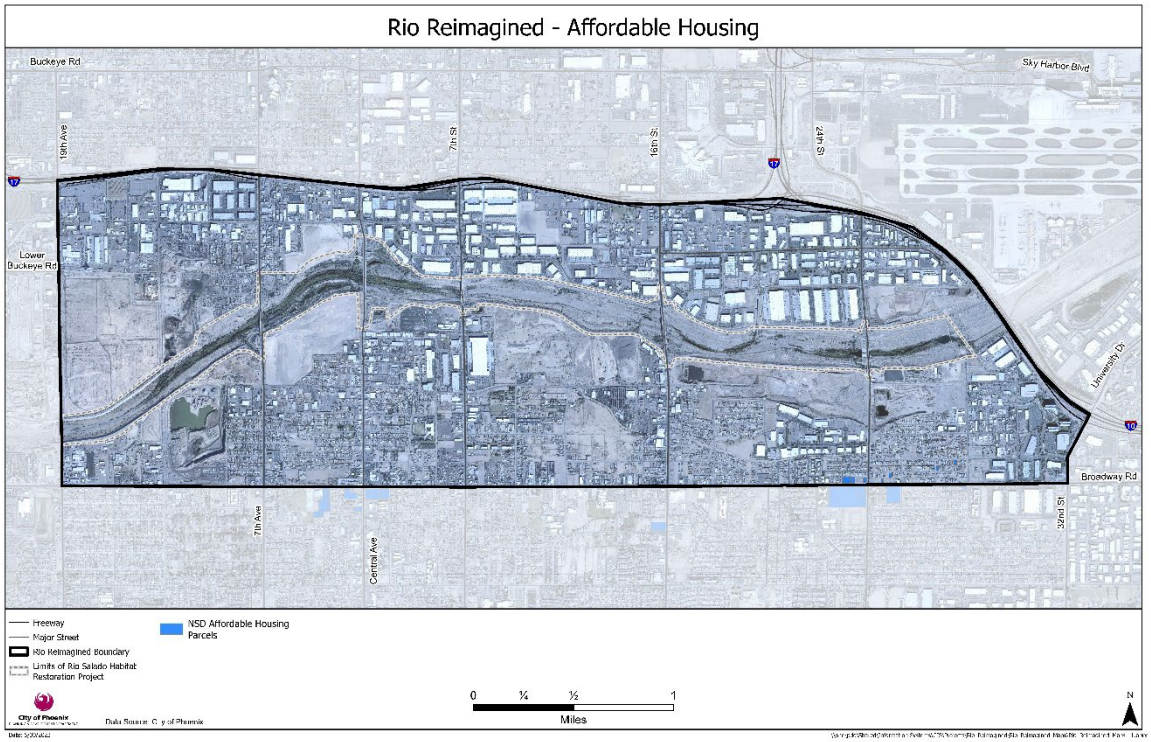


Housing Cost Map (Above), Source: H+T Affordability Index



Average Monthly Housing Cost Map (Above), Source: H+T Affordability Index

There are no city-led housing projects under development within the study area. However, the City of Phoenix Neighborhood Services Department owns several vacant parcels within the study area along Broadway Road between 16th Street and 28th Street that are listed in the Housing Phoenix Plan as part of Initiative 3, seeking redevelopment of city-owned land with mixed-income housing.

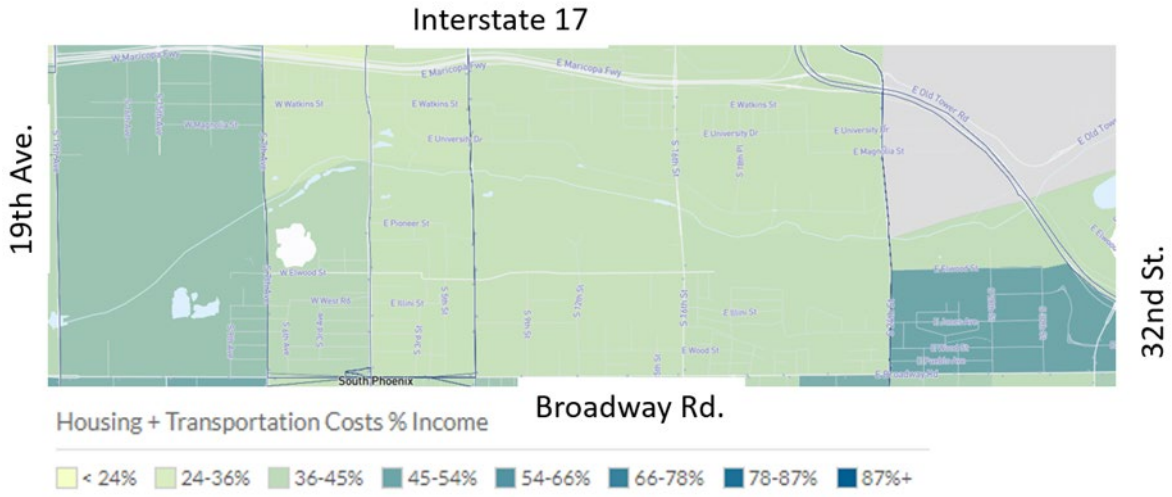


NSD-owned Parcels Map, Source: City of Phoenix *(See full size map in Appendix C)*

6.f Housing & Transportation Costs:

The Housing and Transportation Affordability Index (H+T) measures the average cost of housing and transportation as a percentage of household income. Generally, it is ideal that housing costs are no more than one third of a household's income.

For most of the study area, H+T costs are between 24% and 36% of household income. Between 7th Avenue and 19th Avenue the H+T costs are slightly more expensive at a range of 36% to 45%. The highest H+T cost in study area was generally found east of 24th Street and south of Elwood Street, ranging from 45% to 54%. The area east of 24th Street and south of Elwood Street is also an employment hub for the study area.



Housing and Transportation Cost Map, Source: H+T Affordability Index

6.g Homeownership:

Homeownership allows an individual or a family to build equity over time and build personal wealth where this housing type is preferred or possible to obtain. Data from the 2017-2021 ACS showed that 58% of owner-occupied units in the study area have a mortgage, which is 12% lower than the city's rate of 70%.

Key Figures:

- 37% of housing units are owner-occupied.
- 58% of home owners have a mortgage, while 42% of owners have no mortgage.

6.h Neighborhoods:

Neighborhood groups can often provide opportunities for residents within a defined area to come together and celebrate their community or band together to address challenges affecting them. Throughout the study area there are 34 neighborhood groups registered with the City of Phoenix, many of whom have been involved with community plans and outreach with the city for decades on efforts such as The Beyond the Banks Area Plan and the more recent South Central TOD Community Plan.



People United Fight Back meeting, Source: City of Phoenix

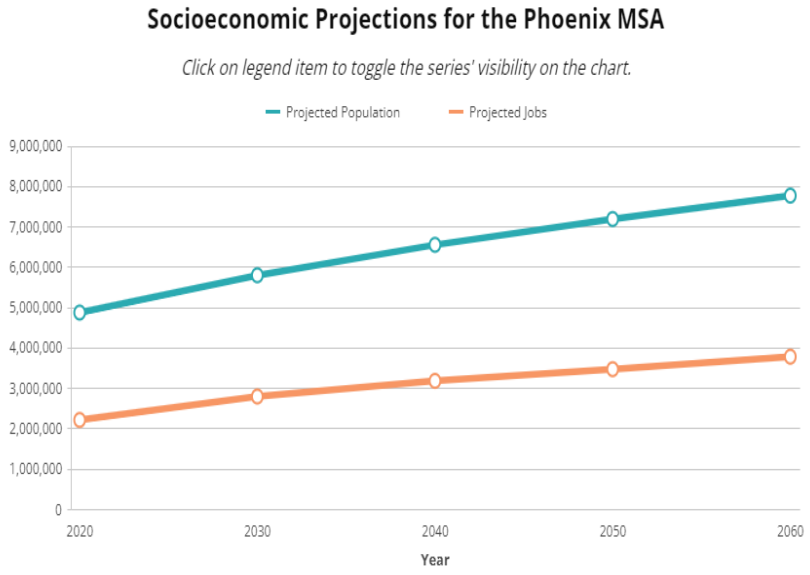
Registered Neighborhood Groups	
ALICIA - SUB DIVISION	NUESTRO BARRIO UNIDOS
ARIZONA BLACK LAW ENFORCEMENT EMPLOYEES (ABLE)	PEOPLE UNITED FIGHT BACK
A-ROD NEIGHBORHOOD COMMUNITY	PHOENIX COMMUNITIES UNITED
ATLANTA SOUTH AREA PARK	PUEBLO BLOCK WATCH
AZ BLACK UNITED FUND	SAFE SCHOOLS "FOCUS ON EXCELLENCE"
BROADWAY ESTATES BLOCK WATCH ASSOCIATION	SANTIAGO BLOCK WATCH
BROADWAY HERITAGE NEIGHBORHOOD ASSOCIATION	SO PHO CONVENING
C.J. JORGENSEN NEIGHBORHOOD ASSOCIATION	SOUTH COUNTRY BLOCK WATCH AND ASSOCIATION
CENTRAL CITY PRECINCT PHOENIX NEIGHBORHOOD PATROL	SOUTH MOUNTAIN COMMUNITY ALLIANCE
ELEVATE CHRISTIAN CHURCH NEIGHBORHOOD WATCH	SOUTH MOUNTAIN HIGH SCHOOL LAW MAGNET PROGRAM
GRAND FAMILIES PLACE	SOUTH MOUNTAIN LAVEEN FESTIVAL COMMITTEE
HAYDEN PARK FIGHTS BACK	SOUTH MOUNTAIN VILLAGE CLEAN AND BEAUTIFUL
HERMOSA COMMUNITY ASSOCIATION	TANNER GARDEN RESIDENT ASSOCIATION
HOPE COMMUNITY DEVELOPMENT	TANNER GARDENS COMMUNITY
LOWER BUCKEYE ROAD CORRIDOR BUSINESS ALLIANCE	TARGET AREA "B"
MIR RA IMAGE	WESLEY COMMUNITY CENTER
MOUNTAIN VIEW PRECINCT PHOENIX NEIGHBORHOOD PATROL	WILSON COALITION

Source: City of Phoenix

6.i Housing Trends & Population Projections:

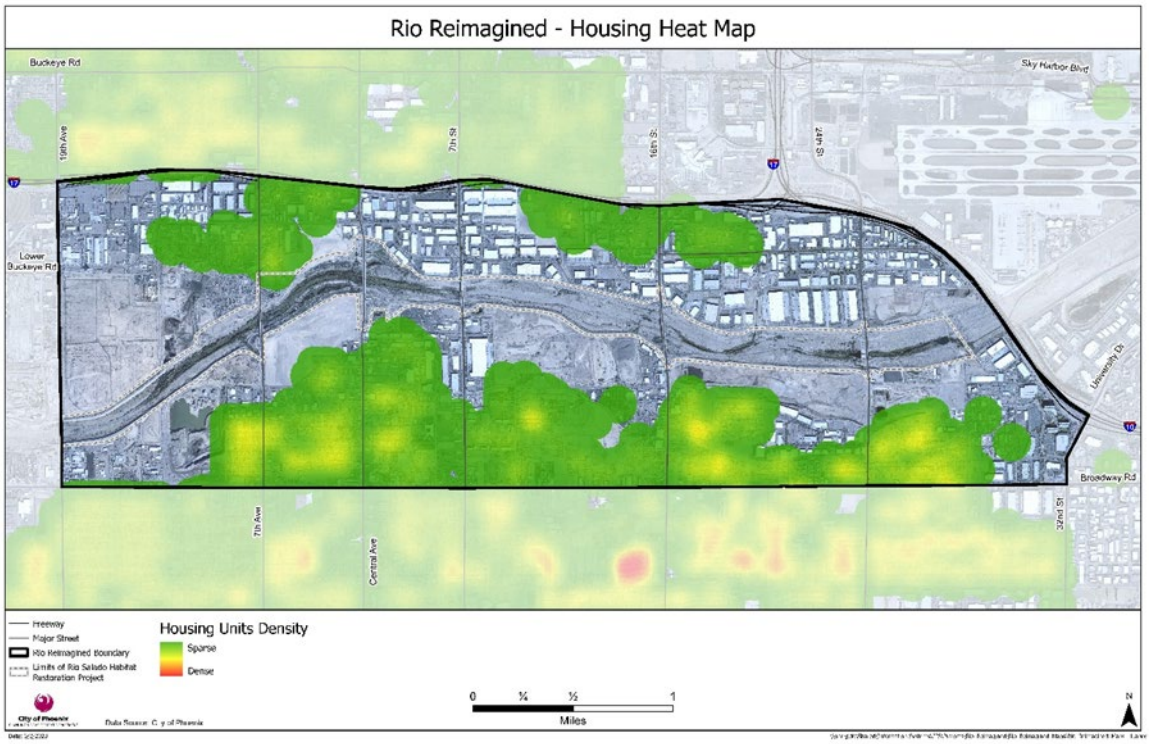
According to MAG's Socioeconomic Projections, the **Phoenix MSA is projected to grow about 47.6% from 2020 to 2050**, increasing the population to over seven million people. As one of the largest municipalities in the Phoenix MSA, much of this growth will occur within the City of Phoenix planning boundaries. Existing infrastructure investments in light rail and planning efforts to complement this could position the study area for housing growth.

Within the study area, housing unit density is relatively sparse with most of the housing units comprised of low density single-family homes located south of Rio Salado. Given existing land use incentives along the study area such as the Infill Development District and the Walkable Urban (WU) Code, coupled with a need for additional housing units over the next 30 years, the area could become a location for additional housing developments.



Note: Projections for the Phoenix-Mesa-Scottsdale Metropolitan Statistical Area (Phoenix MSA) come from Maricopa County and Pinal County projections. Numbers rounded to the nearest 100.

Source: MAG Socioeconomic Projections 2023

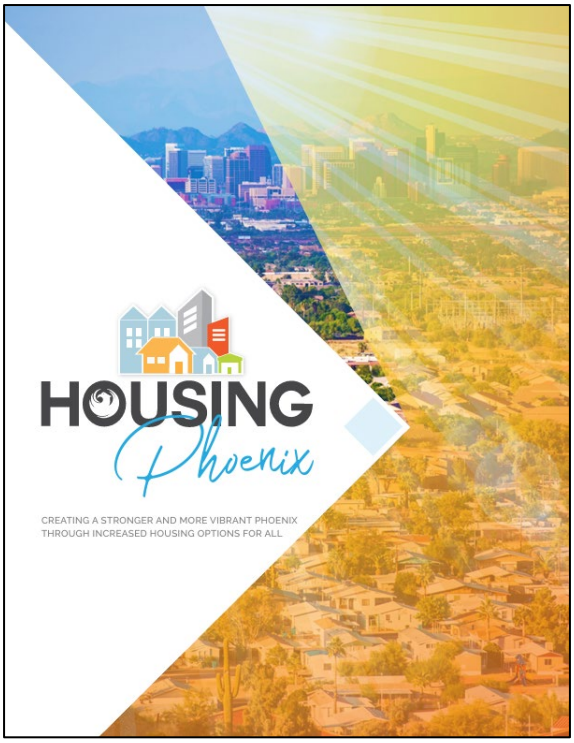


Housing Density (Heat) Map, Source: City of Phoenix *(See full size map in Appendix C)*

6.j Upcoming Capital Projects and Relevant Initiatives:

Capital Projects:

There are no active housing projects being led by the City of Phoenix within the study area as of date. However, there are several privately funded housing projects at various stages of the development process within the study area south of Rio Salado.



Initiatives:

- **Housing Phoenix Plan:** In June 2020, the Phoenix City Council approved the Housing Phoenix Plan which contains policy initiatives that target the creation and preservation of 50,000 units by 2030. Phoenix's rapid population growth and housing underproduction has led to a need for over 163,000 new housing units. As of March 2024, approximately 40,091 units had been created or preserved in the City of Phoenix.

- **Housing Repair Programs:** The Neighborhood Services Department's repair program provides financial assistance to residents to repair or replace heating and cooling, plumbing, and electrical systems.

- **Rental Rehabilitation Program:** The Neighborhood Service Department's multifamily rental rehabilitation program supports the rehabilitation of existing affordable housing, especially for low- and moderate-income residents and families in specific Target Areas, including the South Central Light Rail extension area and South Phoenix Village area.



MOBILITY

7. Overview:

The City of Phoenix is well known for its grid street system and its other auto-centric infrastructure. While this offers great convenience for residents and visitors who have access to a motor vehicle, it also presents a significant barrier for others. However, the city has multiple alternatives to get around in the city and these modes continue to see growing investment and attention. This is particularly true of the study area where multiple public transit and active transportation projects are underway. This assessment identified several observations related to mobility that highlight existing challenges and opportunities within the study area.

The **Mobility** element focuses on the abundance of mobility options, safe and walkable streets, and new ways to get around to reveal unique characteristics.

Below is a list of key findings within the study area, followed by observations on related characteristics.

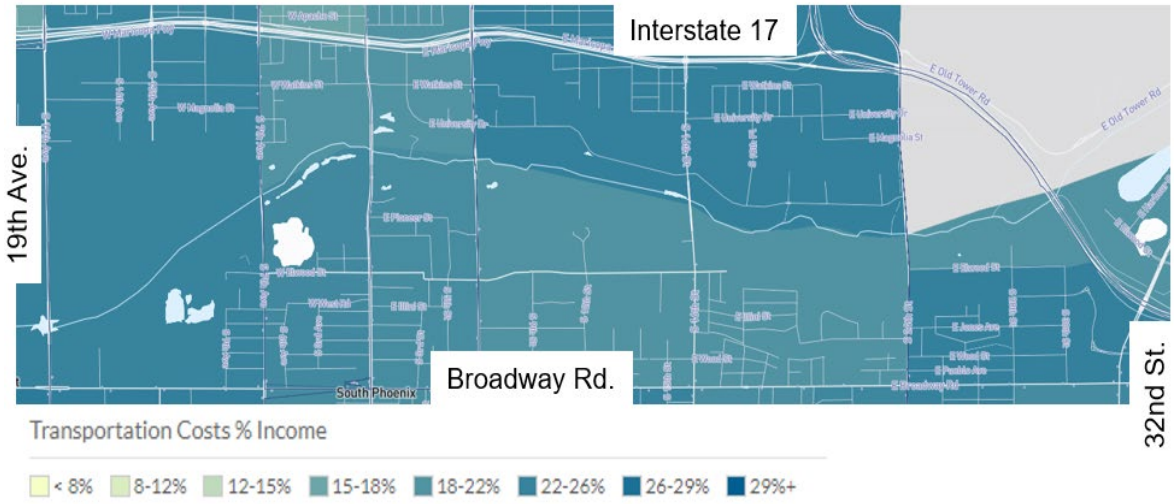
Key Findings:

- There were 97 bicycle and pedestrian collisions between 2015 and 2019 within the study area.
- There are 0.75 motor vehicles per person (VPP) 18 years and older within the study area, while the City of Phoenix as whole has a ratio of 0.89 VPP.
- Approximately 5% of individuals within the study area commute between home and work by bus, bike, and walking. This compares to 4.2% of individuals across the City of Phoenix as a whole.



River Point Parkway, Source: City of Phoenix

7.a Household Vehicles:



Transportation Cost Map, Source: H+T Affordability Index

The City of Phoenix has a 0.84 motor vehicle per person (VPP) car ownership rate for those of driving age (residents 15 years or older), while the study area has a slightly lower rate of VPP at 0.71 motor vehicles.

In general, vehicle ownership can provide immediate convenience to some, but also be a source of significant expense that can hold some residents back economically despite the convenience of travel. The Housing and Transportation Affordability Index (H+T) was developed by the Center for Neighborhood Technology as a way to present housing and transportation data at a regional and neighborhood level, including the average cost of housing and transportation as a percentage of household income. Below is data from the H+T Index for the study area, with transportation costs as a percent of annual household income. Most of the study area falls within a range of 22% through 26% of household income being spent on transportation.

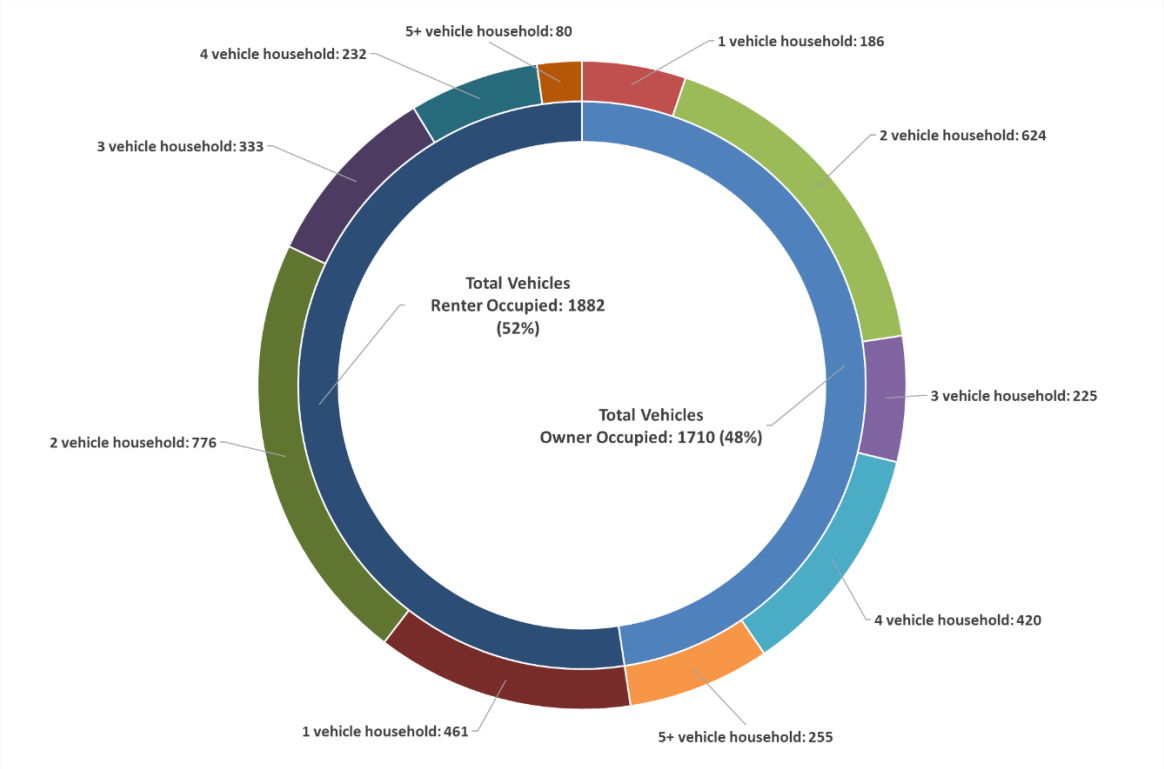


Newsome Village, Source: City of Phoenix

The U.S. Census defines Vehicles Available (motor vehicles) as the number of passenger cars, vans, and pickup or panel trucks of one-ton capacity or less kept at home and available for the use of household members. The data below is provided by the 2017-2021 ACS for the study area and the City of Phoenix.

Study Area:

- Zero Vehicle Households: 273 (8%)
- Motor Vehicles: 3,592
- VPP Age 15+: 0.71
- VPP Age 18+: 0.75



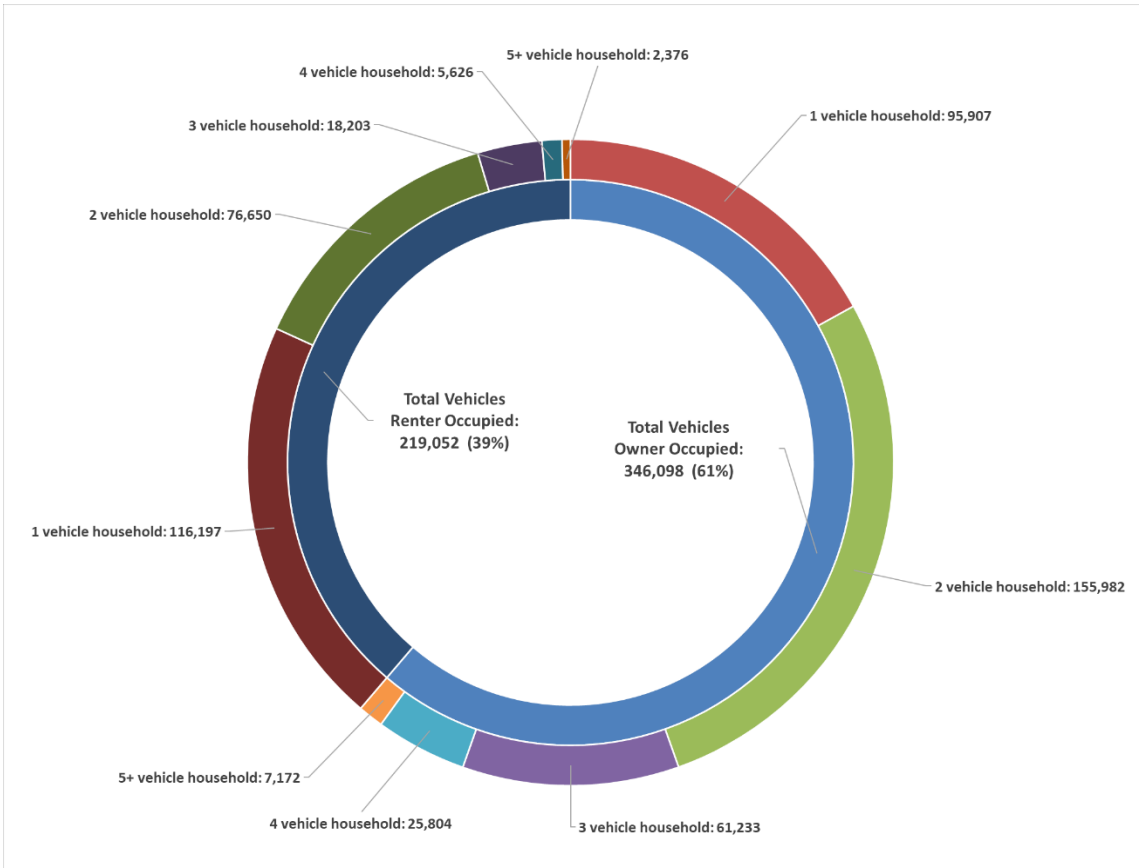
Vehicles Per Household (Renter and Owner Occupied) within the study area (Above)



Neighborhood near 2nd Street and Jones Avenue, Source: Google (2024)

Phoenix:

- Zero Vehicle Households: 36,889 (6%)
- Motor Vehicles: 1,089,136
- VPP Age 15+: 0.84
- VPP Age 18+: 0.89



Vehicles Per Household (Renter and Owner Occupied) across the City of Phoenix (Above)

7.b Walking and Biking:

A multimodal transportation system provides for a wide variety of mobility options to serve everyone in a community. Having various modes of transportation available allows individuals to make choices based on individual factors. Vehicle costs which include maintenance, insurance, and fuel, can discourage some from utilizing a motor vehicle to travel. By pursuing a built environment that promotes walkability and comfort the City of Phoenix can provide a low-cost way for residents to get around. However, safety is a major concern for people walking and riding a bicycle. While the grid street pattern does facilitate small blocks and easy access to commercial and residential activities for all users, it also creates a high number of interactions between pedestrians and bicyclists to

cross roads where vehicles may be driving at high speeds or engaging in other unsafe behaviors.

Statistics:

The U.S. Census asks respondents to describe their commute to work. Below is a summarized table of the data for the study area from the 2017-2021 ACS. Additionally, it is important to note only 11% of commuters carpooled, or an estimated 250 workers.

Mode of Travel	# of Commuters	Percentage
Motor Vehicle	2,232	95%
Bus	45	2%
Bike	33	1%
Walked	47	2%

Source: ACS 2017-2021

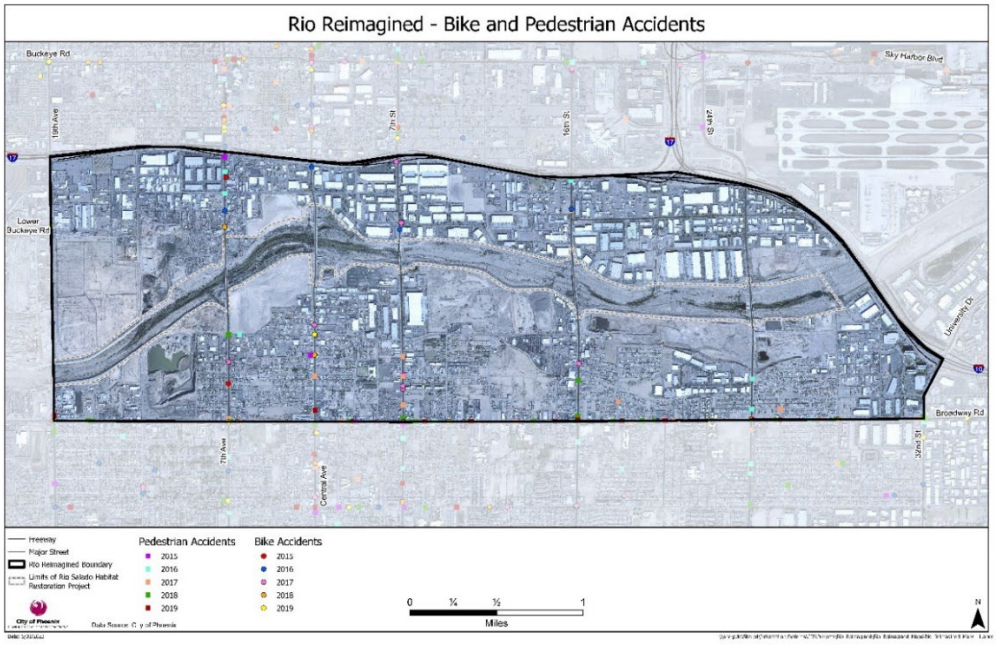
7.c Bike and Pedestrian Collisions and Deaths:

This section describes the collisions that pedestrian and bicyclists were involved in within the study area between 2017 and 2019.

Pedestrian & Bicyclist Crashes 2015-2019				
Arterial	Total	Type	Total	Percent
Broadway Road	57	On Arterials	93	96%
7th Avenue	13	Non-arterials	4	4%
7th Street	13	**Total**	97	
16th Street	9			
Central Avenue	7	Intersections	62	64%
19th Avenue	5	Mid-block	35	36%
24th Street	5	**Total**	97	
32nd Street	1			

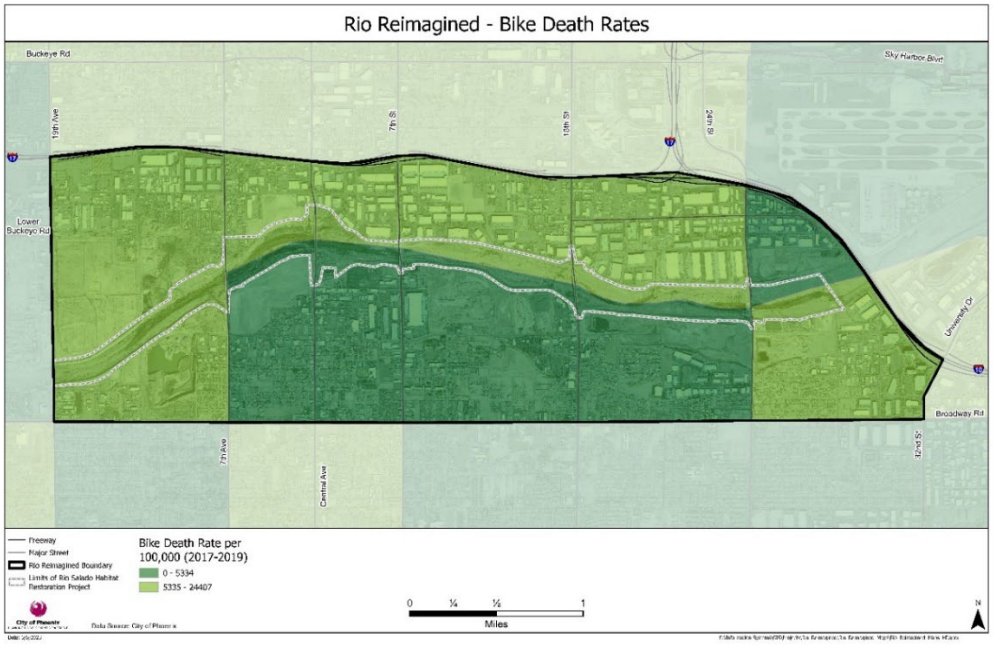
Souce: City of Phoenix Street Transportation Department

The following map shows the location of collisions between vehicles and people walking or riding a bicycle within the study area between 2015 and 2019.



Bicycle and Pedestrian Collisions Map, Source: City of Phoenix *(See full size map in Appendix C)*

The following map shows bicycle death rates per 100,000 residents between 2017 and 2019 within the study area. The area with the lower bicycle death rate is located south of Rio Salado between 7th Avenue and 24th Street, north of Broadway Road.



Bicycle Death Rates Map, Source: City of Phoenix *(See full size map in Appendix C)*

7.d Active Transportation Infrastructure:

The Department of Energy defines active transportation as any human powered mobility that directly replaces miles traveled by motor vehicles. This includes, walking, biking, wheelchairs, and even scooters, supported by related infrastructure such as ADA ramps. The city is investing in multiple projects in the study area that furthers active transportation such as the infrastructure part of South Central Light Rail extension which includes station platforms, sidewalks, bicycle facilities, and street intersections.

Within the study area there are three HAWK (High Intensity Activated crosswalk) pedestrian crossings generally located at:

- 7th Street and Jones Avenue
- 12th Street and Broadway Road
- 22nd Street and Broadway Road



HAWK crossing and bike lanes at 7th Street and Jones Avenue, Source: Google Streetview

There are approximately 8.3 miles of **bicycle lanes** (street centerline) constructed throughout the study area, while additional bicycle lanes are planned. Many of these existing and planned routes extend to the north and south portions of the study area, connecting schools, businesses, neighborhoods, and parks across the region. Collector streets, located between arterial streets, generally have lower traffic volumes and speeds, thus present opportunities to develop many of these into bikeable streets.

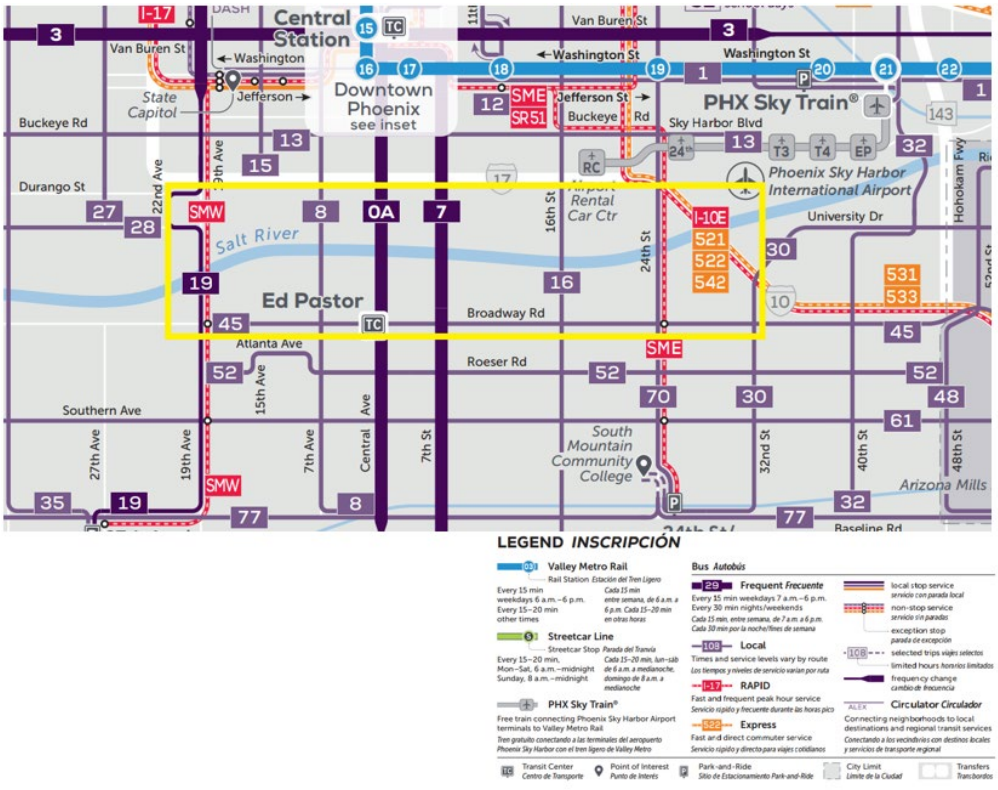
Furthermore, most arterial streets within the study area have **sidewalks** constructed parallel to vehicle travel lanes. However, some collector and local streets do not have sidewalks within the study area. These missing sidewalk segments can impede travel and impact the quality of life of residents and businesses.

7.e Public Transportation:

For those who do not operate a motor vehicle or other forms of transportation, public transportation can provide another mode of transportation to access distant places across the city. Currently, there are **13 bus routes** (including local, rapid and express) within the study area or adjacent roadways, not including the future **light rail station** under construction at Central Avenue and Rio Salado Drive, just south of Rio Salado. Furthermore, the **Ed Pastor Transit Center** at the northwest corner of Central Avenue and Broadway Road is the only transit station within the study area.



Ed Pastor Transit Center, Source: Google Streetview



Bus Route Map, Source: Valley Metro

There are approximately **62 bus stops** located throughout the study area. Below is a list of select bus stops and the average daily boardings for each between 2019 and 2023. These bus stops are those located within proximity to the largest employer job clusters referenced in the Economic Development section of this report.

	2019	2023
Location	**Average Daily Weekday Boardings**	**Average Daily Weekday Boardings**
NB CENTRAL AVE FS BROADWAY RD*	132	1
WB BROADWAY RD FS 32ND ST	73	37
NB 7TH ST FS JONES AVE	54	33
SB CENTRAL AVE NS BROADWAY RD (Ed Pastor Center)*	37	15
NB 32ND ST FS BROADWAY RD	20	13
NB 32ND ST FS WOOD ST	14	4
SB 7TH ST FS JONES AVE	13	12
SB 32ND ST FS WOOD ST	9	3
NB CENTRAL AVE FS PIONEER ST*	7	0
SB CENTRAL AVE FS PIONEER ST*	6	6

Source: City of Phoenix Public Transit Department

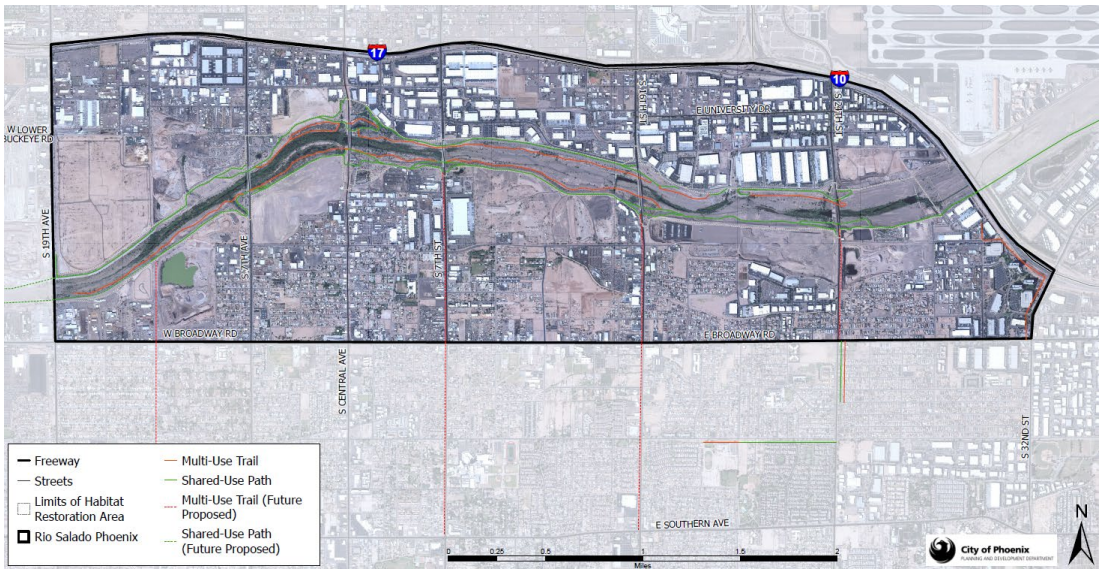
**Bus stops impacted by the construction of the new South Central Light Rail stations.*

7.f Trails and Shared Use Pathways:

There are numerous **trails and shared-use pathways** constructed and planned throughout the study area. Many of these routes extend to the north and south portions of the study area, connecting schools, businesses, neighborhoods, and parks across the region. Trails and/or shared use pathways are also located within the Rio Salado Park both on the north and south banks.



Rio Salado pathway near 28th Street, Source: City of Phoenix



Shared Use Pathway and Trails Map, Source: City of Phoenix (2023) *(See full size map in Appendix C)*

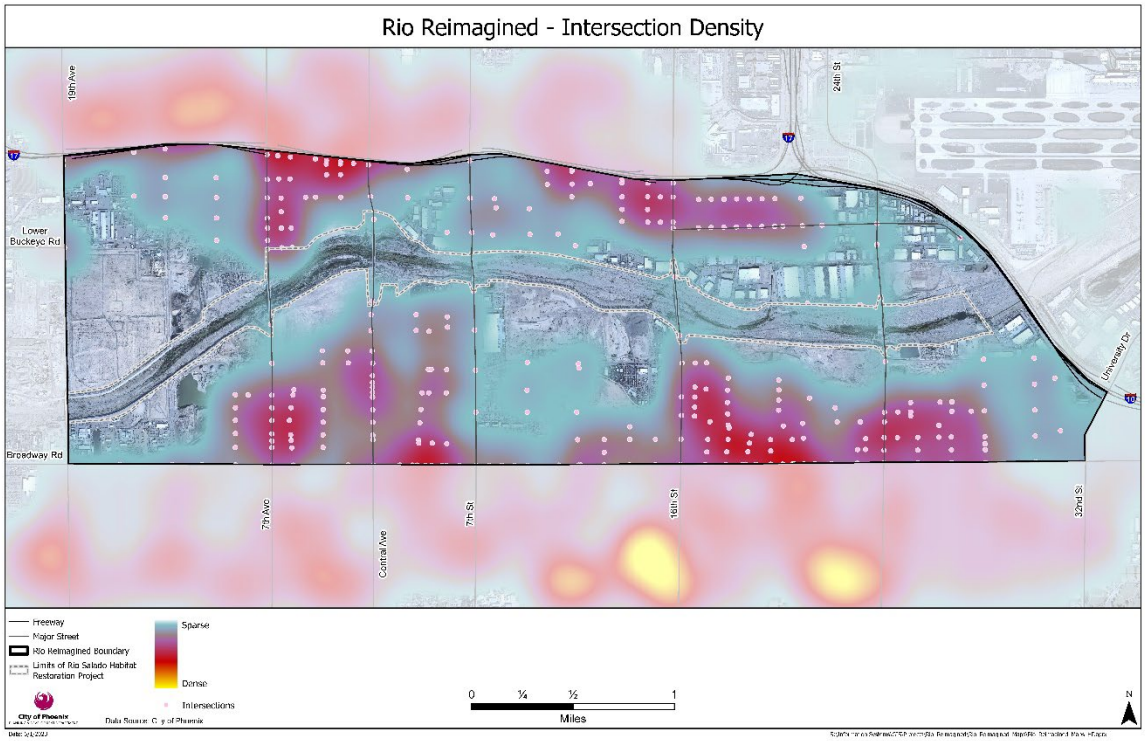
7.g Canals:

The San Francisco Canal appears to be the only open-air or exposed canal located within the study area. This canal is located south of Rio Salado and east of 7th Street, although a connection extends westward. To date, most of this historic canal, currently owned by SRP (Salt River Project), has been undergrounded. The Rio Salado Beyond the Banks Area Plan describes the history of the canal in more detail. There are other undergrounded irrigation canals owned by SRP to the north and south of Rio Salado.



San Francisco Canal, Source: City of Phoenix

7.h Streets:



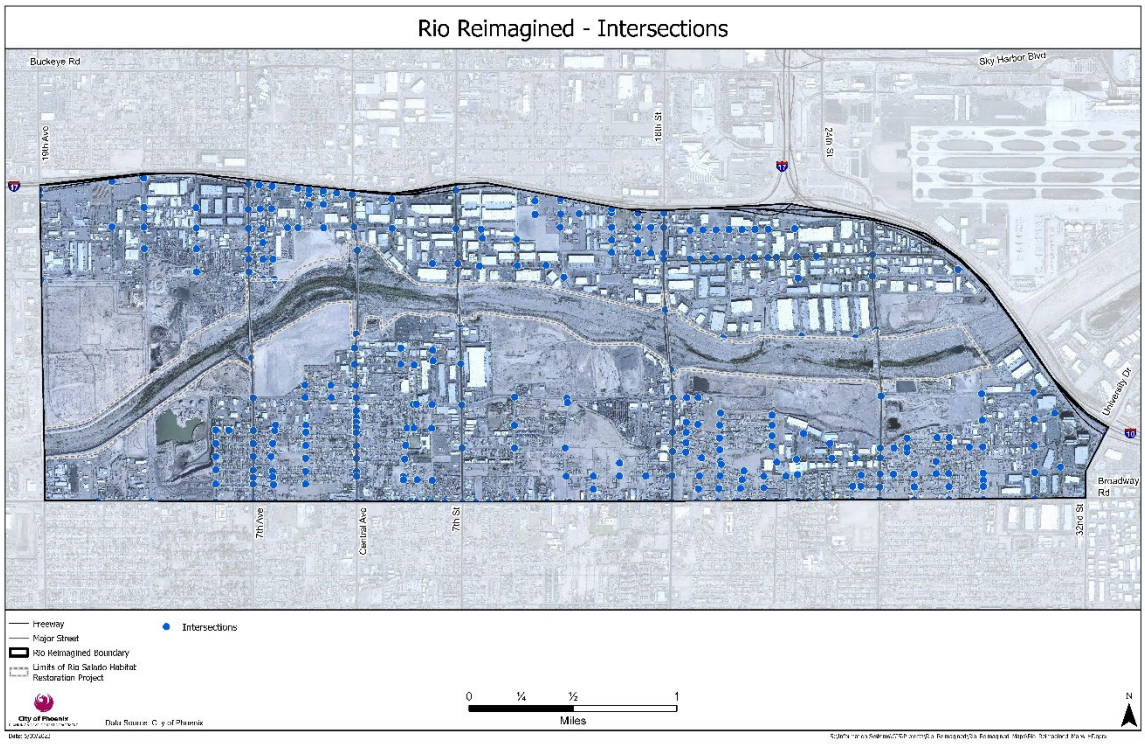
Intersection Heat Map, Source: City of Phoenix *(See full size map in Appendix C)*

Phoenix's arterial roads are typically one mile apart and provide for a street grid system. Rio Salado is a unique feature in the city that impacts this traditional street grid design pattern. Within the study area, Broadway Road is the only east-west arterial street, while there are numerous arterial streets on a north-south trajectory. The **City of Phoenix Street Classification Map** (2018) designates the alignment of arterial and collector streets across the city, including the study area.

The map above and below indicate the location of street intersections throughout the study area, which show that there is a higher concentration of intersections along the southern portion of the study area.



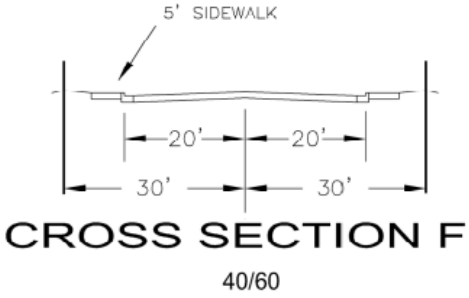
University Drive, Source: City of Phoenix



Intersection Map, Source: City of Phoenix *(See full size map in Appendix C)*

Rio Salado Scenic Drives

The Rio Salado Beyond the Banks Area Plan identified the development of scenic drives along the north and south banks of Rio Salado. These roadways are presently identified as **Riverview Drive** (north) and **Rio Salado Park Drive** (south) in the latest Street Classification Map. Both roadways are classified as collector or minor collector streets. In majority, these coincide with the “F” cross-sections which totals 60-feet in width, including two 20-foot travel lanes and five-foot-wide sidewalks on both sides of the roadway. A portion of Riverview Drive along the north bank of Rio Salado is designated as an “E” cross-section. Elements such as bicycle lanes, landscaping, and other roadway elements are ultimately approved by the Street Transportation Department.



Roadway Cross Section F, Source: City of Phoenix Street Classification Map (2018)

To date, approximately 600 feet of Rio Salado Park (Scenic) Drive has been constructed along the south bank of Rio

Salado, limited to the north half-street adjacent to the Nina Mason Pulliam Rio Salado Audubon Center. Along the north bank of Rio Salado, Riverview Drive (which includes University Drive) has been constructed entirely between Central Avenue and 24th Street.

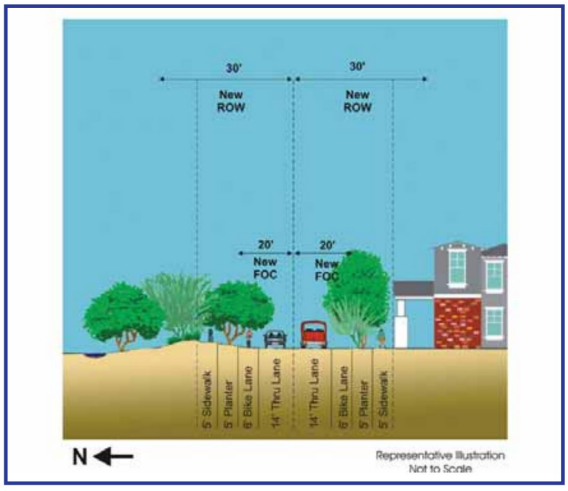
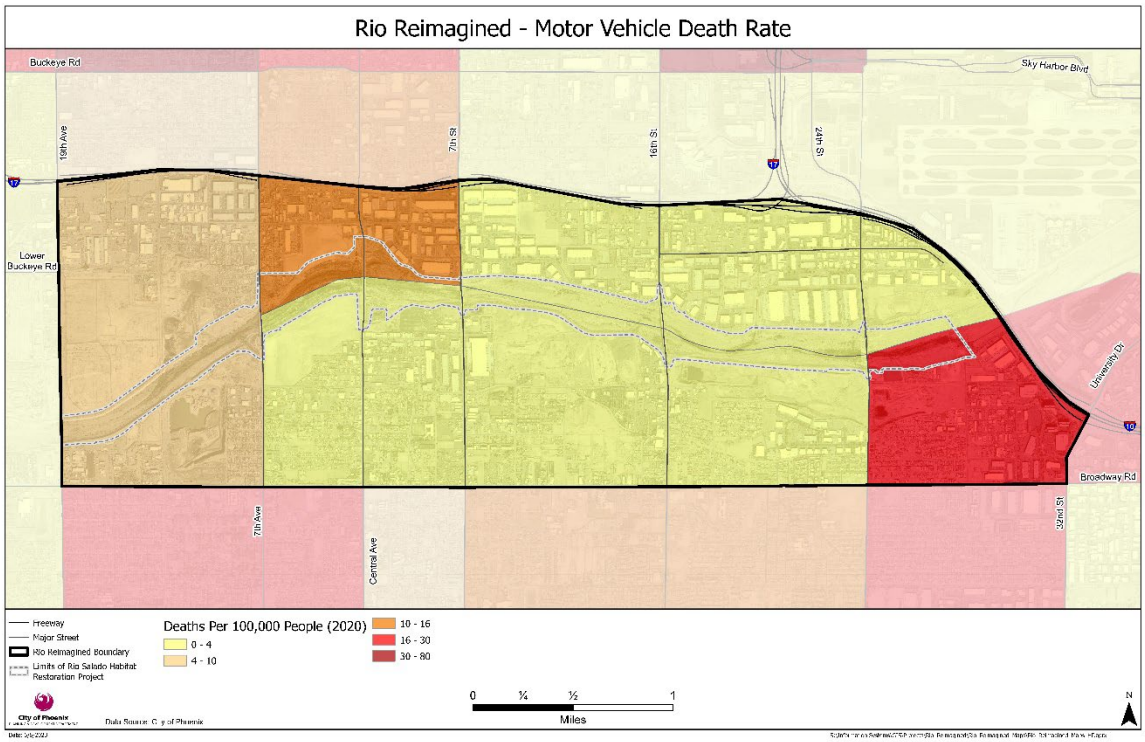


Figure 25: Scenic drive 60-foot cross section

Rio Salado Beyond the Banks Area Plan Scenic Drive Cross-Section, Source: City of Phoenix

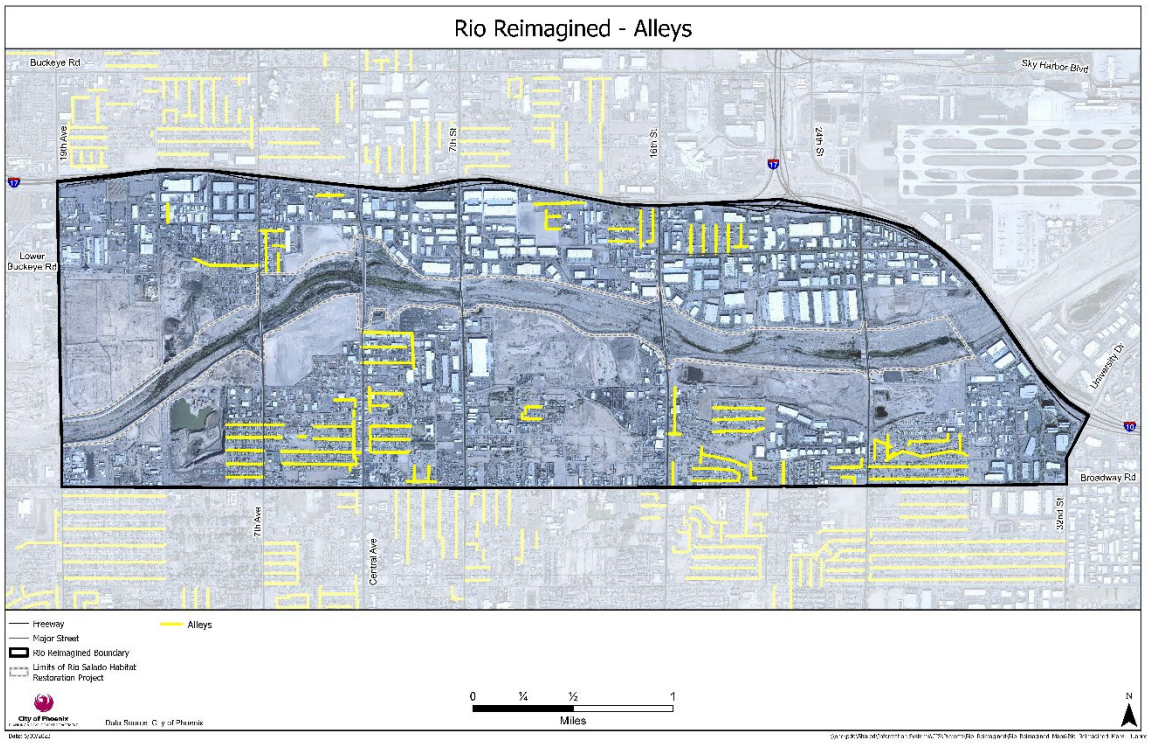
7.i Motor Vehicle Death Rates:



Motor Vehicle Death Rate Map, Source: City of Phoenix *(See full size map in Appendix C)*

The above map shows motor vehicle death rates per 100,000 people in 2020 within the study area. The areas with the lowest motor vehicle death rates were located through most of the northern and southern portions of the study area, while the highest mortality rate was located south of Rio Salado east of 24th Street.

7.j Alleys:



Map of Alleys, Source: City of Phoenix *(See full size map in Appendix C)*

Alleys in Phoenix primarily serve as utility corridors and for purposes of solid waste collection. Approximately 22 percent of Phoenix households, or about 80,000 residents, receiving City refuse collection have alley service. Within the study area, most alleys are located south of Rio Salado in residential or older commercial areas. Currently there are no gated alleys or alleys planned to be gated within the study area at this time.

7.k Mobility Barriers:

Not having access to essential places and services like health care, education, employment, and food can disrupt and reduce a person's quality of life. It is important to remove or overcome accessibility barriers, especially for vulnerable groups like children, seniors, and people with disabilities.

In the study area, there are numerous mobility barriers that include but are not limited to:

Omission:

- Incomplete street infrastructure (lighting, crosswalks, sidewalks, etc.).
- Incomplete street alignments or dead-end streets.

Commission:

- Existing highways and rivers (Rio Salado).
- Bus stops without shade shelters.
- Lack of proper wayfinding.



Elwood Street west of 12th Street, Source: Google (2024)

7.I Mobility Opportunities:

There are several opportunities within the study area that are intended to improve mobility and strengthen connectivity within the neighborhoods and the rest of Phoenix. These opportunities include existing projects or potential new projects including but not limited to:

- 3rd Street Rio Salado to Lincoln Connector
- 3rd Street Rio Salado Bike/pedestrian Bridge
- South Central Light Rail Extension and associated street improvements
- Cultural Corridor neighborhood improvements
- Interstate 17 freeway under pass along 12th Street alignment
- Durango Street Mobility LID project between Central Avenue and 5th Avenue



Interstate 17 underpass at 12th Street, Source: City of Phoenix



Third Street Projects Map, Source: City of Phoenix Street Transportation Department

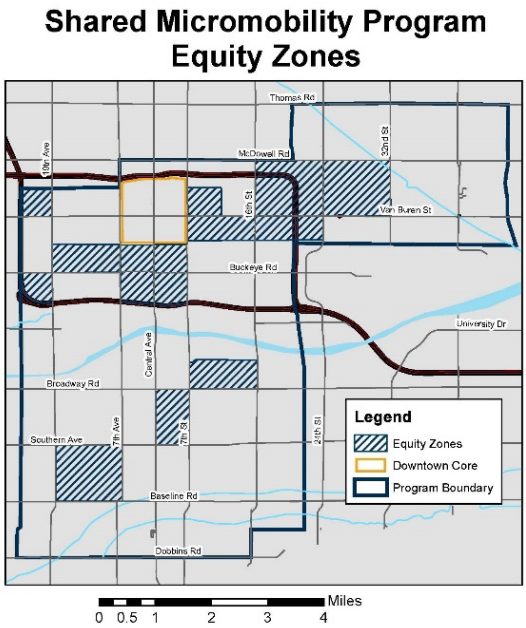
7.m Future of Transportation:

According to state and national forecasts, there might be 280,000 **electric vehicles** (EV) on Phoenix roads by 2030. To address the need and transition to EV, the City of Phoenix approved the Transportation Electrification Action Plan. The following table details the location of EV charging stations in the study area as provided by Maricopa County.

Station Name	Access	Number of Charging Stations	Address
Riverpoint South Garage EV1	Public	2	4055 S. Riverpoint Pkwy
Riverpoint NG	Public	2	4015 S. Riverpoint Pkwy
Society of St. Vincent de Paul	Public	4	420 W. Watkins
City of Phoenix-Facilities Management	Private	4	2631 S. 22nd Ave

Electric Vehicle Charging Station Locations, Source: Maricopa County Air Quality

The City of Phoenix Street Transportation Department launched a permanent Micromobility Program operated by selected vendors. The vendors offer reduced rates in low-income neighborhoods or to individuals that receive government assistance. The City has designated preferred zones that historically lack transportation and economic opportunities, referred to as Equity Zones. The map below illustrates the Equity Zone in the study area located between 7th Street to 16th Street, and from Elwood Street to Broadway Road. One of these zones is located within the study area.



Source: City of Phoenix

A recent phenomenon across the Phoenix Metro region has been the propagation of ride sharing services using autonomous vehicles which offer service 24 hours a day, seven days a week across a 225 square mile region. One of these ride-sharing services is currently available to anyone across the vast majority of the study area, providing a seamless connection to numerous employment, entertainment, and transportation hubs across the region.

7.n Upcoming Capital Projects and Relevant Initiatives:

There are numerous capital projects and relevant initiatives led by the City of Phoenix throughout the study area or citywide including:

Capital Projects:

- **3rd Street Rio Salado Projects:** The City of Phoenix Street Transportation Department is leading two projects that seek to connect Downtown Phoenix with the south bank of Rio Salado along the 3rd Street alignment.

- **South Central Light Rail Extension:** The South Central Light Rail Extension will connect with the current light rail system in downtown Phoenix and operate south to Baseline Road (South Mountain Village). The project also includes a hub in downtown Phoenix, new stations, and public art.

- **Street Lighting at Broadway Heritage Neighborhood:** This project includes design and install of 30 new streetlights in the area bounded by 24th Street, Elwood Street, 32nd Street and Roeser Road.

- **Off-Street Path Wayfinding Signage Rio Salado:** This project includes installation of bicycle and pedestrian signage on Grand Canal and Rio Salado at various locations implementing Maricopa Association of Governments Valley Path wayfinding sign guidelines.

- **Hawk Signal at 20th Street and Broadway Road:** This project includes installation of a new HAWK signal near the intersection of 20th Street and Broadway Road.

Initiatives:

- **General Obligation (GO) Bond, Equity Based Transportation Mobility:** On November 7, 2023 Phoenix voters passed the City Council approved $500 million General Obligation (GO) Bond Program. This included funding for the Equity Based Transportation Mobility program, part of T2050 Mobility initiative. This will include design and construction of recommended mobility improvements including curb, gutter, sidewalk, ADA ramps, streetlights, traffic calming, safe HAWK crossings, traffic signals, and tree/shade landscaping. Low Impact Development and Green Infrastructure may be considered in the design of these projects. ($20.17M allocated from mid-2024 through mid-2029)





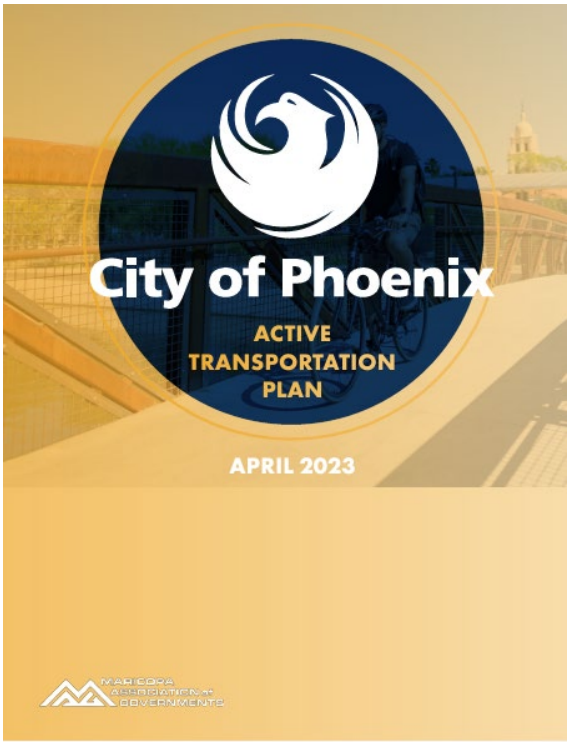
- **Accelerated Pavement Maintenance Program (APMP):** The APMP is a citywide program led by City of Phoenix Street Transportation Department that accelerates pavement maintenance work on the city's major streets. The accelerated program will be accomplished in conjunction with the city's pavement preservation program for local and collector streets. The acceleration of the city's pavement maintenance program will significantly improve the condition of city streets.

- **Neighborhood Services Gated Alley Program:** In response to community interest, the City Council approved $500,000 for a permanent Gated Alley Program (GAP) in September 2022. This can help improve safety and security and address issues like crime, blight, illegal dumping, or unwanted traffic in alleys. This program is being led by the Neighborhood Services Department with support from the Planning and Development Department.

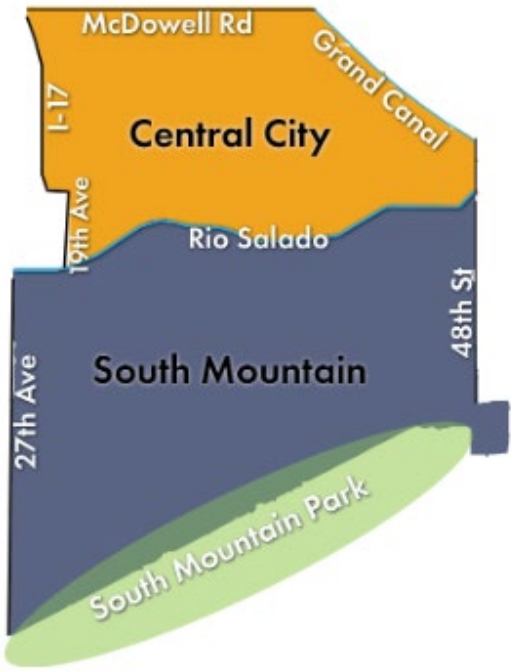
- **Transportation 2050 (T2050):** This plan was developed by a citizen-led committee of transportation experts and community advocates and addresses a wide array of concerns expressed by residents who drive, bike, walk and ride transit service. The 35-year citywide street and transit improvement plan, which became effective January 1, 2016. The T2050 Mobility Improvements Program included 12 Mobility Studies from 2018 through 2021 including the South Downtown Neighborhoods study area.

- **Active Transportation Plan:** (2023): In 2023, the Phoenix City Council approved an Active Transportation Plan that will guide expansion of bike lane miles and improvements to the citywide transportation network.



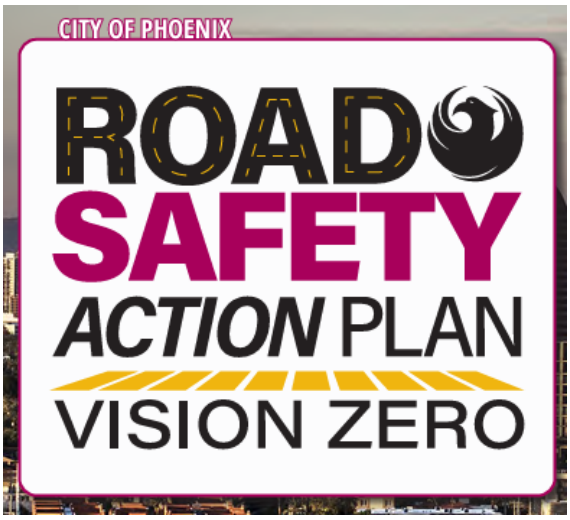


- **PhxCAN Program:** The Phoenix Connected Active Neighborhoods Program (PhxCAN) is a community-focused approach to improve bicycle and pedestrian infrastructure citywide. The program will take a deep dive into each of the city's 15 urban villages to address transportation safety concerns, needs and wants. Annually, the Street Transportation Department will focus on two urban villages. A list of projects will be implemented within each village during a one-to-two-year period. Communities in the **Central City and South Mountain Villages** are currently being engaged and projects are being developed for prioritized for implementation.



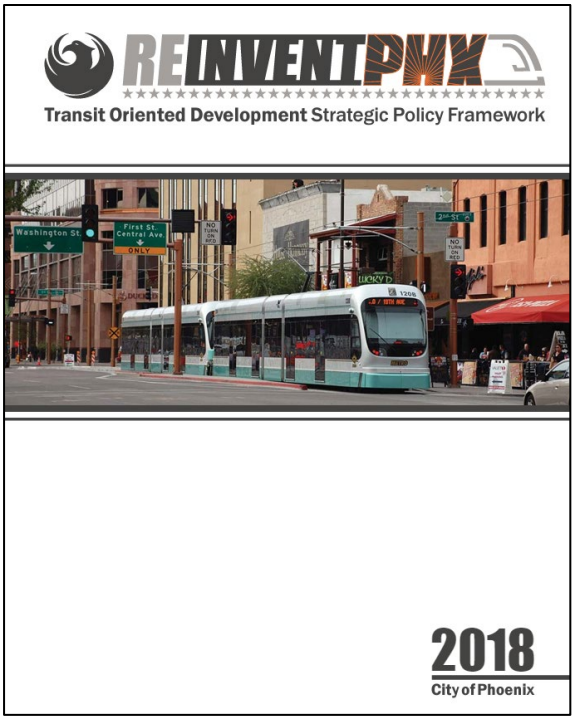
Year 1 – Central City and South Mountain Villages (PhxCAN)

- **Phoenix Vision Zero Road Safety Action Plan** (2022)**:** In 2022, the Phoenix City Council approved a comprehensive Vision Zero Road Safety Action Plan and the allocation of $10 million in annual funding for its implementation. The City Council decision also approved formation of an 11-member Vision Zero Community Advisory Committee, which will provide feedback and recommendations about how the Plan is facilitated. The members will be appointed by the Mayor and City Council.

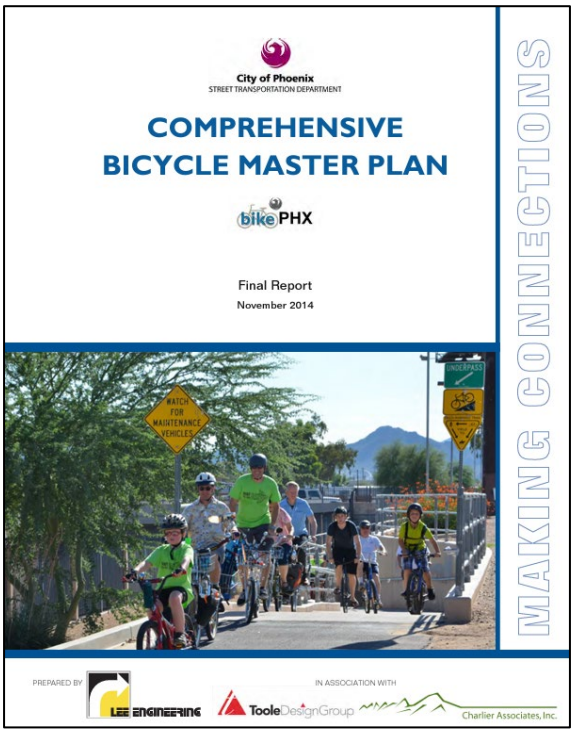


South Central Transit Oriented Development Community Plan (2022)**:** The South Central Transit Oriented Development (SCTOD) Community Plan was adopted in 2022 and provides a guide for transforming the South Central Corridor communities into walkable transit oriented communities. The two main activity areas include TOD planning and local Business Assistance.

- **Reinvent Phoenix TOD Strategic Policy Framework** (2018)**:** This policy plan intended to improve the investment environment around key nodes in the Phoenix transit network and guide sustainable urban development to benefit all residents.



- **Comprehensive Bicycle Master Plan (2014):** This planning document will set the course for the next 20 years for the development, growth and connectivity of bicycle facilities in Phoenix. This plan is intended to provide a framework for decision-making to greatly expand and improve bicycling facilities within Phoenix.



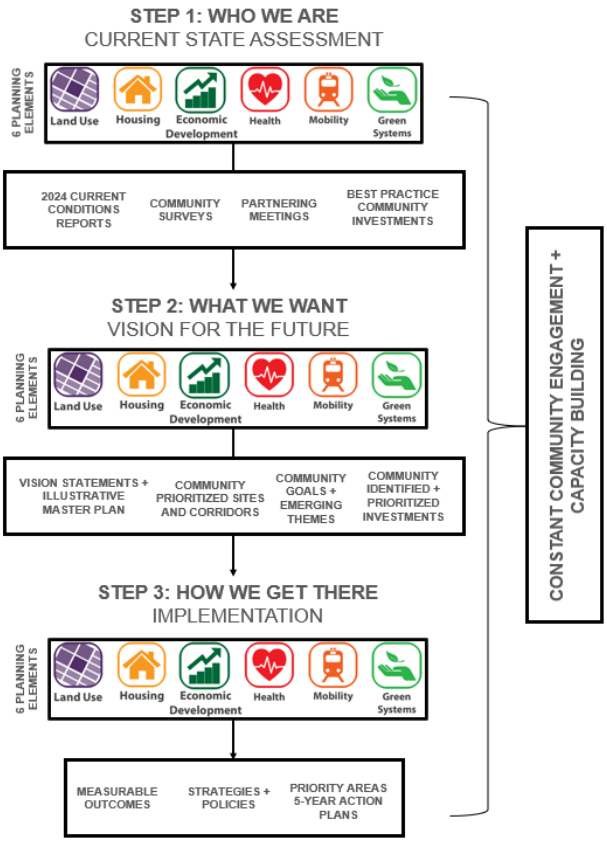
8. Next Steps

8.a The Planning Process:

This Existing Conditions Assessment will serve as a basis for future work by the Planning and Development Department (PDD) and others relating to **RIO PHX**. The Existing Conditions Assessment is the first step in the planning process, followed by two more steps that will involve public engagement:

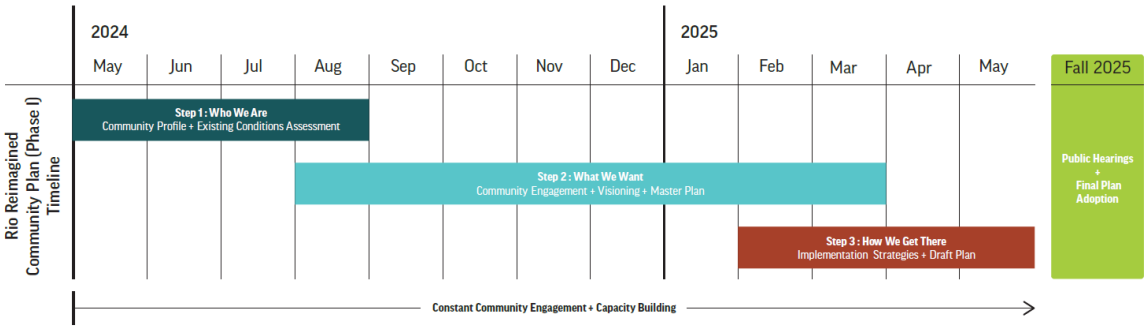
- **Vision for the Future (What We Want)**
- **Strategies and Implementation (How We Get There)**

After these two steps, the Planning and Development Department project team will undergo a series of public hearings and present the draft policy plan to City Council for adoption.

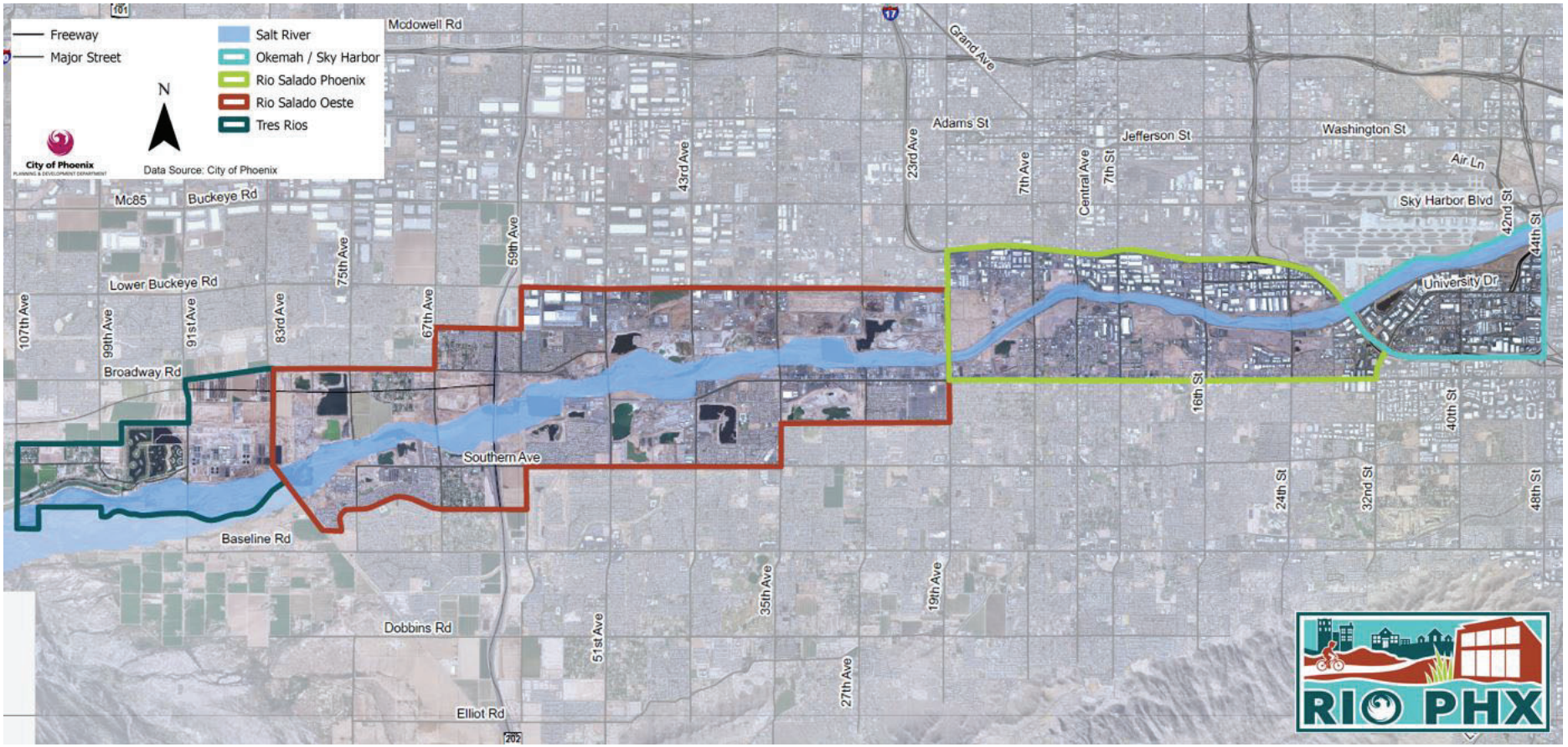


8.b Project Timeline:

The below project timeline graphic identifies the time allocated to accomplish each of the three steps in the planning process previously identified in Section 1.b of this assessment.

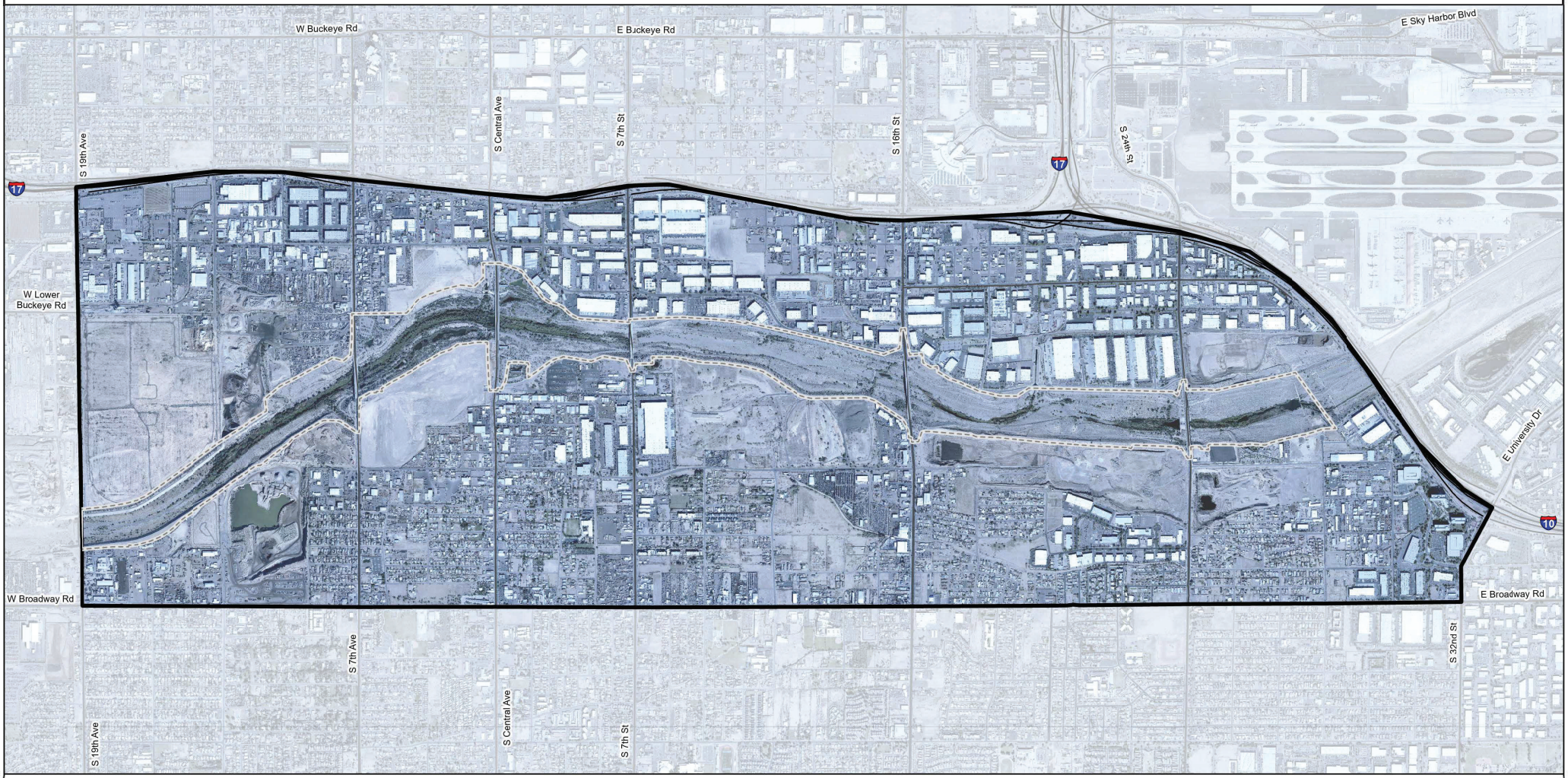


Appendix A: RIO PHX Study Area Map


Freeway
Major Street
Salt River
Okemah / Sky Harbor
Rio Salado Phoenix
Rio Salado Oeste
Tres Rios
N
City of Phoenix
Data Source: City of Phoenix
Mcdowell Rd
Grand Ave
Adams St
Jefferson St
Washington St
Air Ln
Sky Harbor Blvd
University Dr
Mc85
Buckeye Rd
Lower Buckeye Rd
Broadway Rd
Southern Ave
Baseline Rd
Dobbins Rd
Elliot Rd
107th Ave
99th Ave
91st Ave
83rd Ave
75th Ave
67th Ave
59th Ave
51st Ave
43rd Ave
35th Ave
27th Ave
23rd Ave
19th Ave
7th Ave
Central Ave
7th St
16th St
24th St
32nd St
40th St
42nd St
44th St
48th St
RIO PHX

Appendix B: Rio Salado Phoenix Study Area Map

Rio Reimagined - Rio Salado Phoenix Study Area



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

0 ¼ ½ 1
Miles

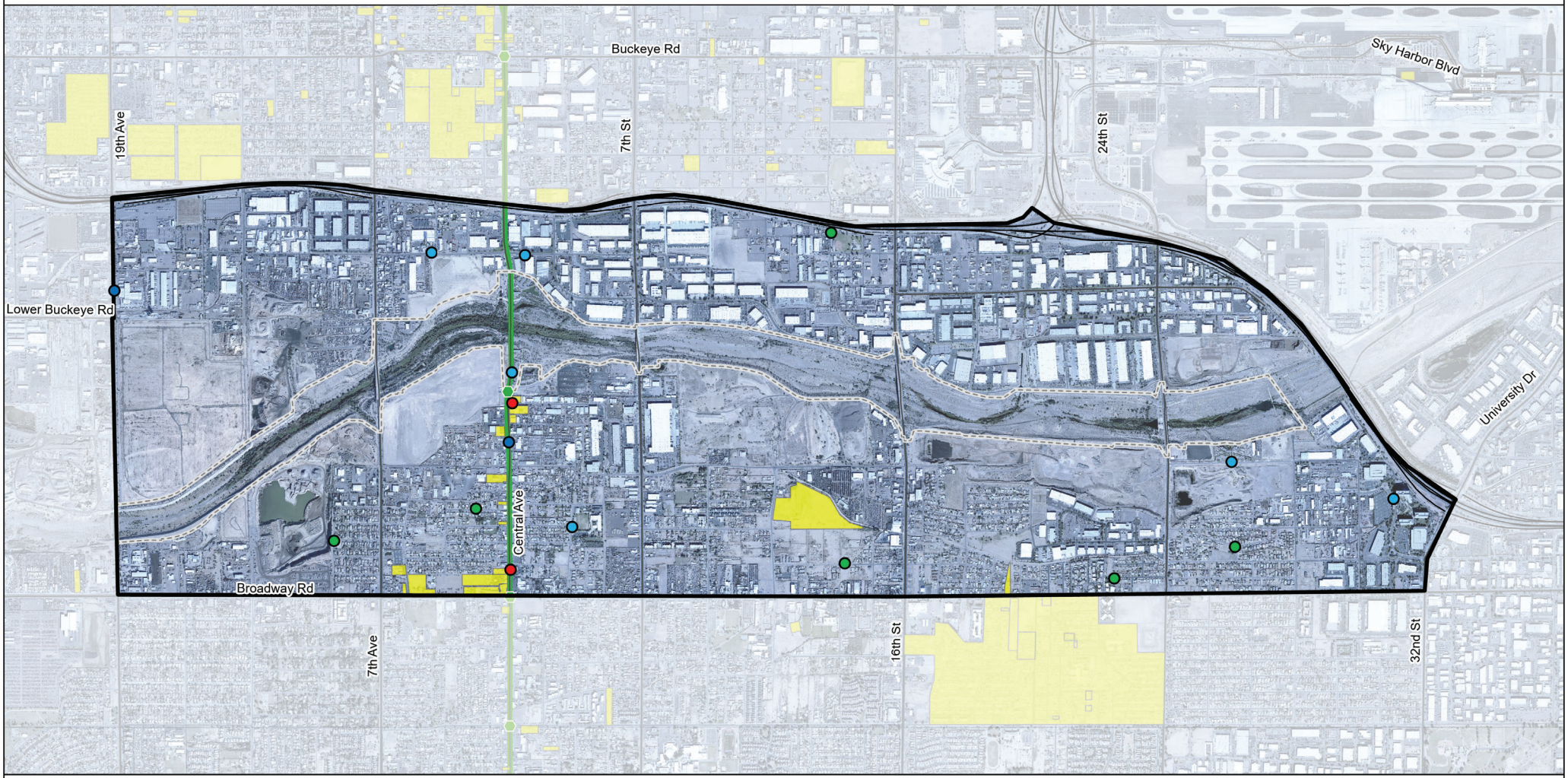
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Date: 5/24/2023

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Appendix C: Full Size Maps

Rio Reimagined - Rio Salado Phoenix Habitat Restoration Area - Assets and Historic Sites



Freeway
Major Street
Rio Salado Phoenix Habitat Restoration Area
Limits of Rio Salado Habitat Restoration Project

Historic Sites
Community Organization
Infrastructure
Legacy Business

Public Agency
Planned Light Rail
Planned Light Rail Stop

0 0.28 0.55 1.1
Miles

Data Source: City of Phoenix

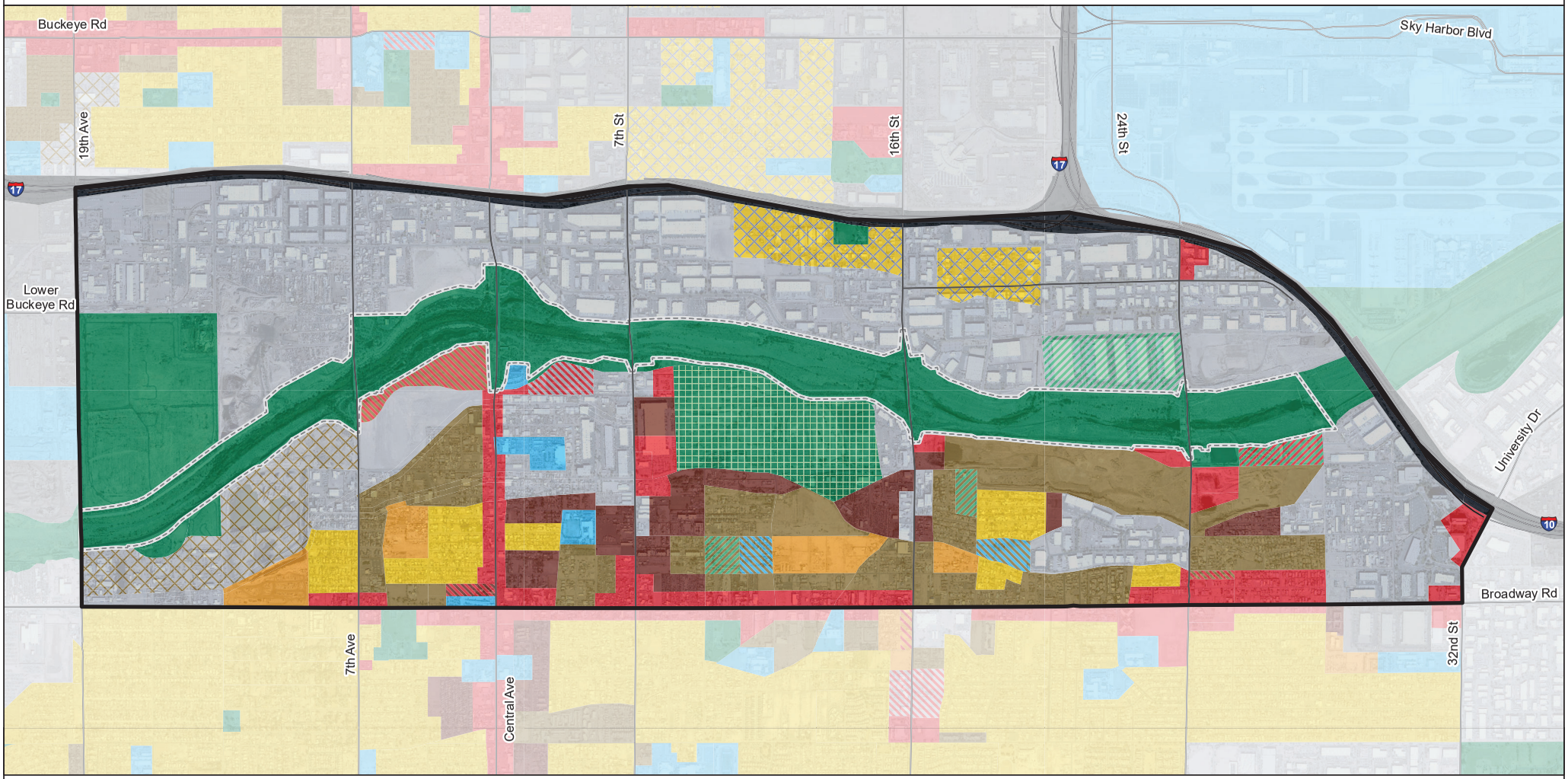
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

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Date: 7/11/2023

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Rio Reimagined - General Plan



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

General Plan

- Residential 3.5 to 5 du/ac
- Residential 5 to 10 du/ac
- Residential 10 to 15 du/ac
- Residential 15+ du/ac
- Commercial
- Industrial
- Commerce/Business Park
- Mixed Use (Commerce Park / Park-Open Space)
- Public/Quasi-Public
- Mixed Use (10 to 15 du/ac / Public/Quasi-Public)
- Transportation
- Parks/Open Space - Publicly Owned
- Parks/Open Space - Privately Owned
- Mixed Use (Parks/Open Space / 10 to 15 du/ac)
- Mixed Use (Commercial/ Residential 15+ du/ac)
- Mixed Use (Commercial / Commerce / Business Park)
- Mixed Use (Commercial / 10 to 15 du/ac)
- Mixed Use (Commercial Recreation / Parks/Open Space)
- Mixed Use
- Mixed Use Commercial / 5 to 10 du/ac
- Mixed Use (Commercial / Public Quasi/Public)
- Mixed Use Transition Residential 3.5 to 5 du/ac to Industrial
- Mixed Use Transition Commerce/Business Park to 10 to 15 du/ac

0 ¼ ½ 1
Miles

N

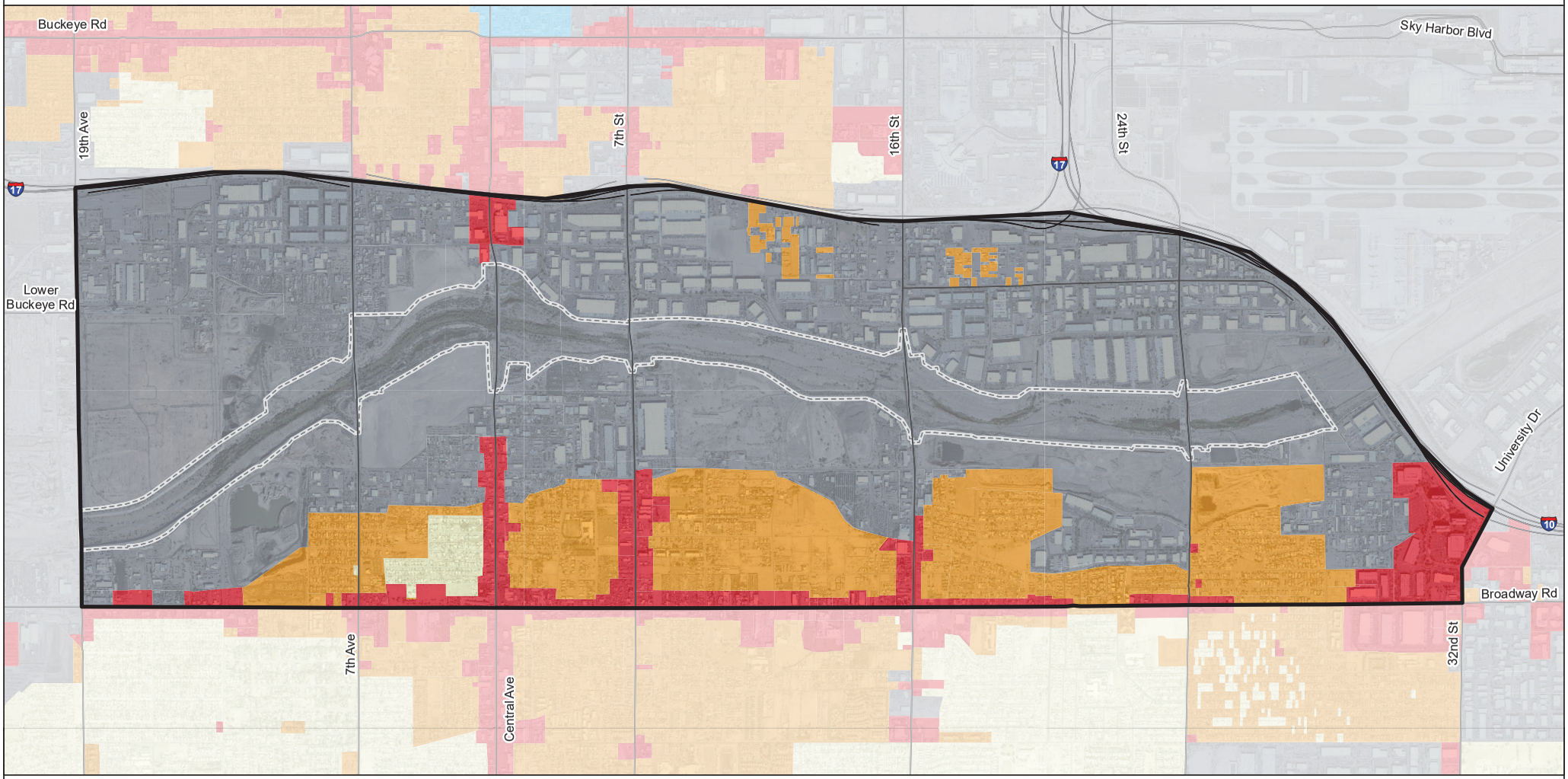
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 5/30/2023

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Rio Reimagined - Generalized Zoning



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Generalized Zoning
Industrial
Downtown Code
Commercial
SF Residential
MF Residential

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Miles

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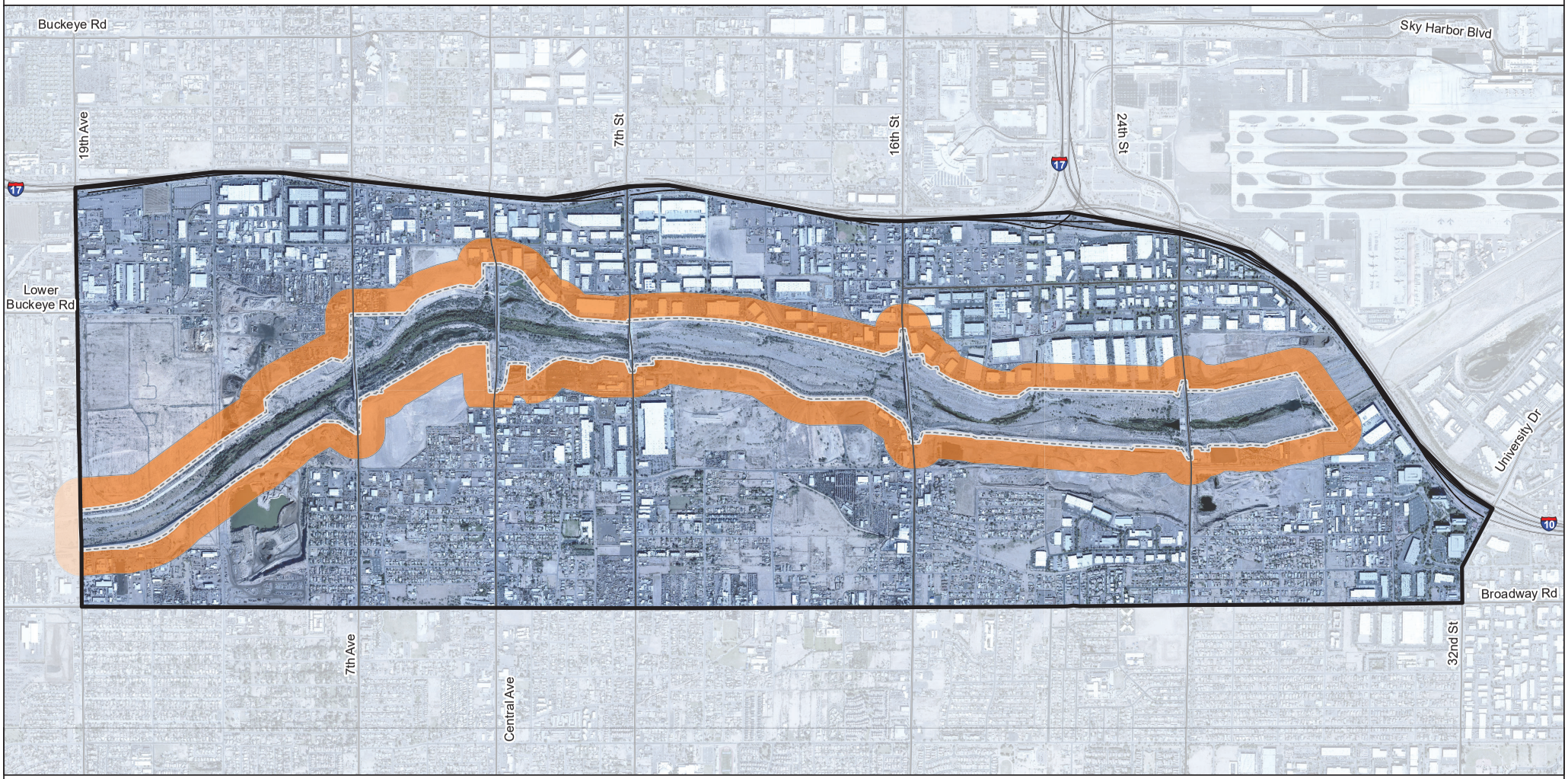
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 5/31/2023

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Rio Reimagined - Habitat Restoration Area 500-Foot Buffer



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project
Rio Salado Habitat Restoration 500' Buffer

City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

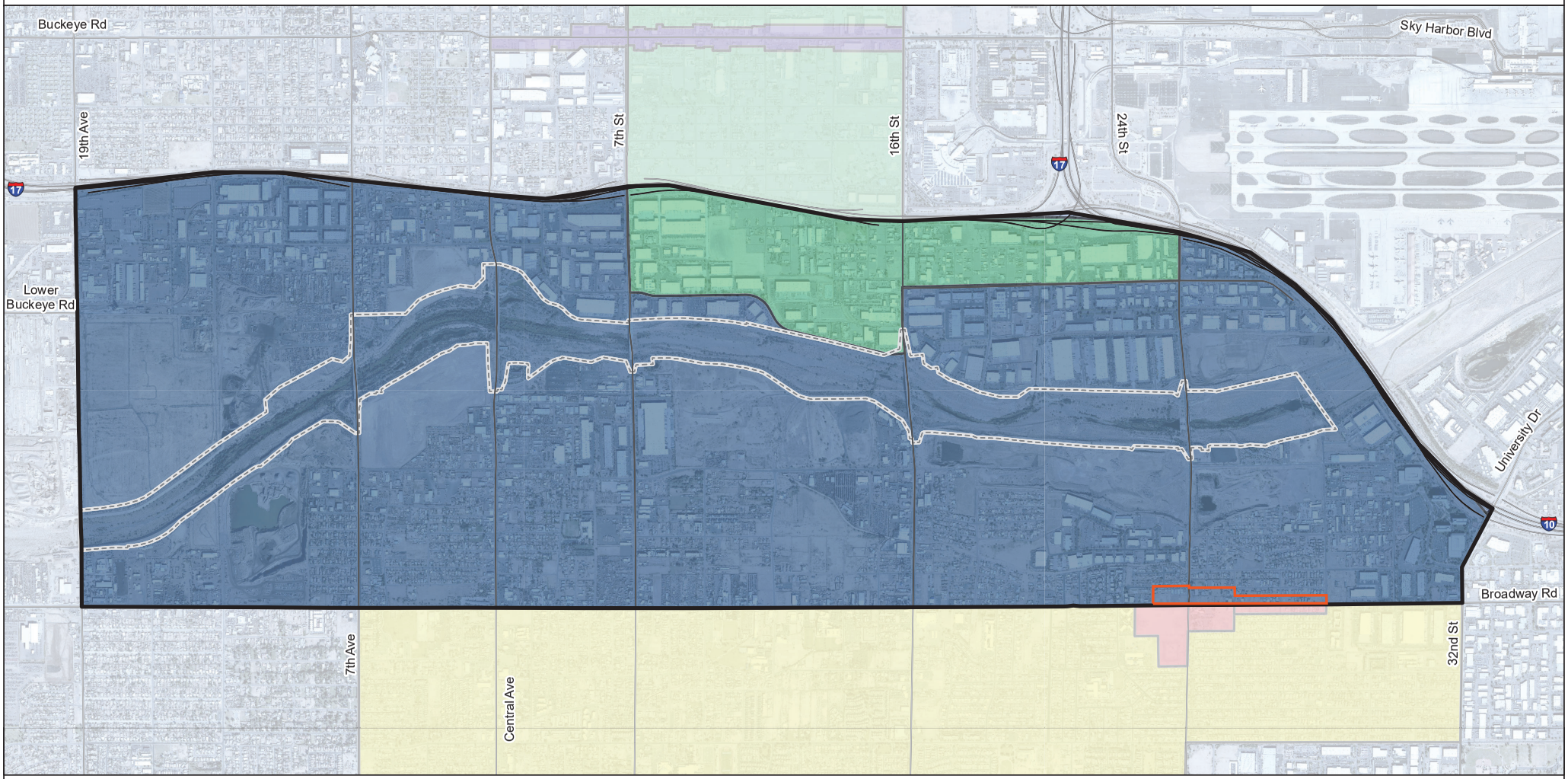
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Date: 5/31/2023

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Rio Reimagined - Existing Overlays



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Existing Overlay Districts

Four Corners Overlay District
Rio Salado Interim Overlay District
Airport Noise Impact Zone Overlay
East Buckeye Road Overlay District
South Phoenix Village and Target Area B Design Overlay Distr

0 ¼ ½ 1
Miles

N

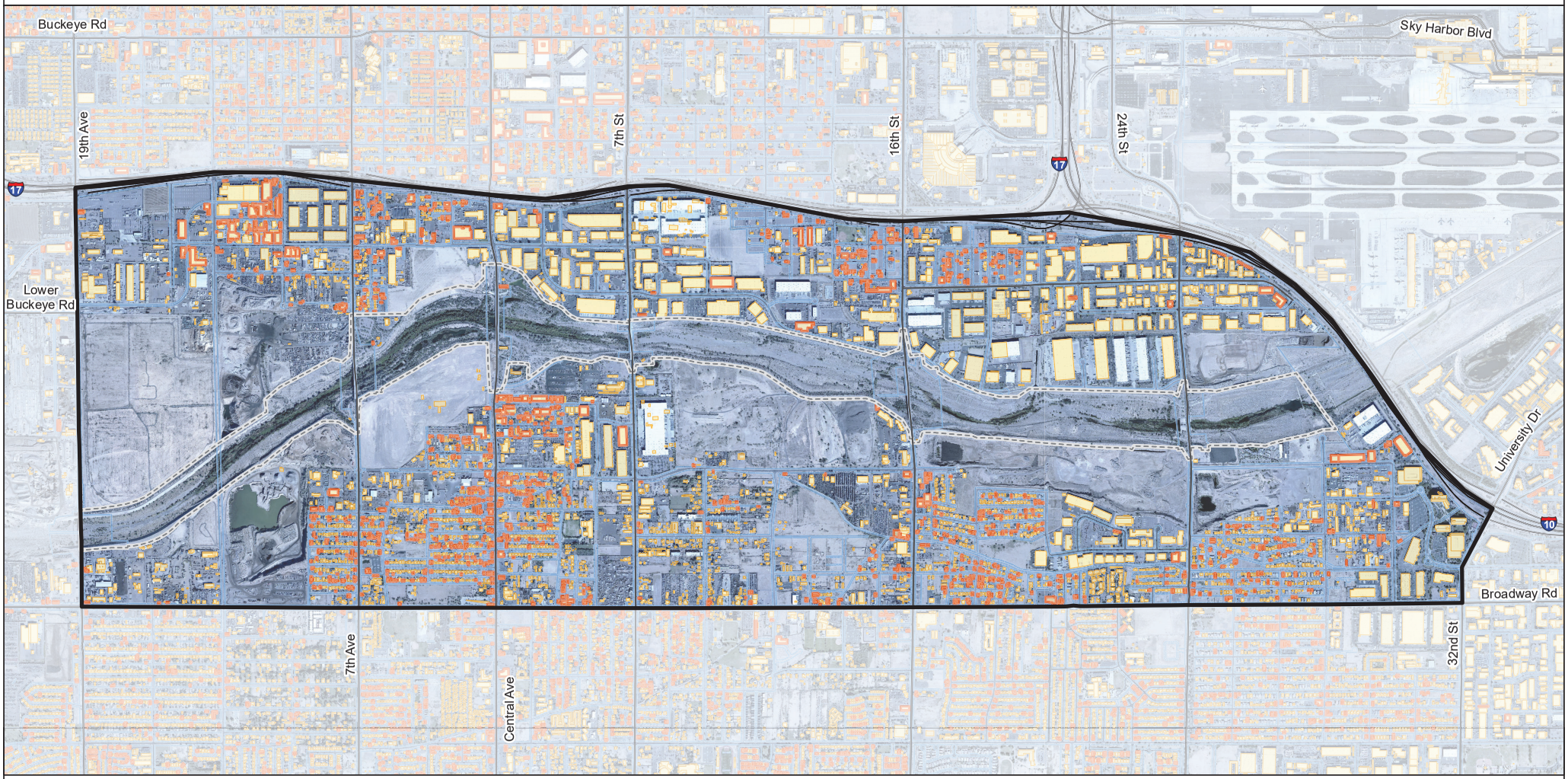
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 5/31/2023

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Rio Reimagined - Urban Form



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Buildings Inside ROW 15Ft Buffer
LiDAR based 3d Buildings - 2014
ROW 15 Foot Buffer

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Miles

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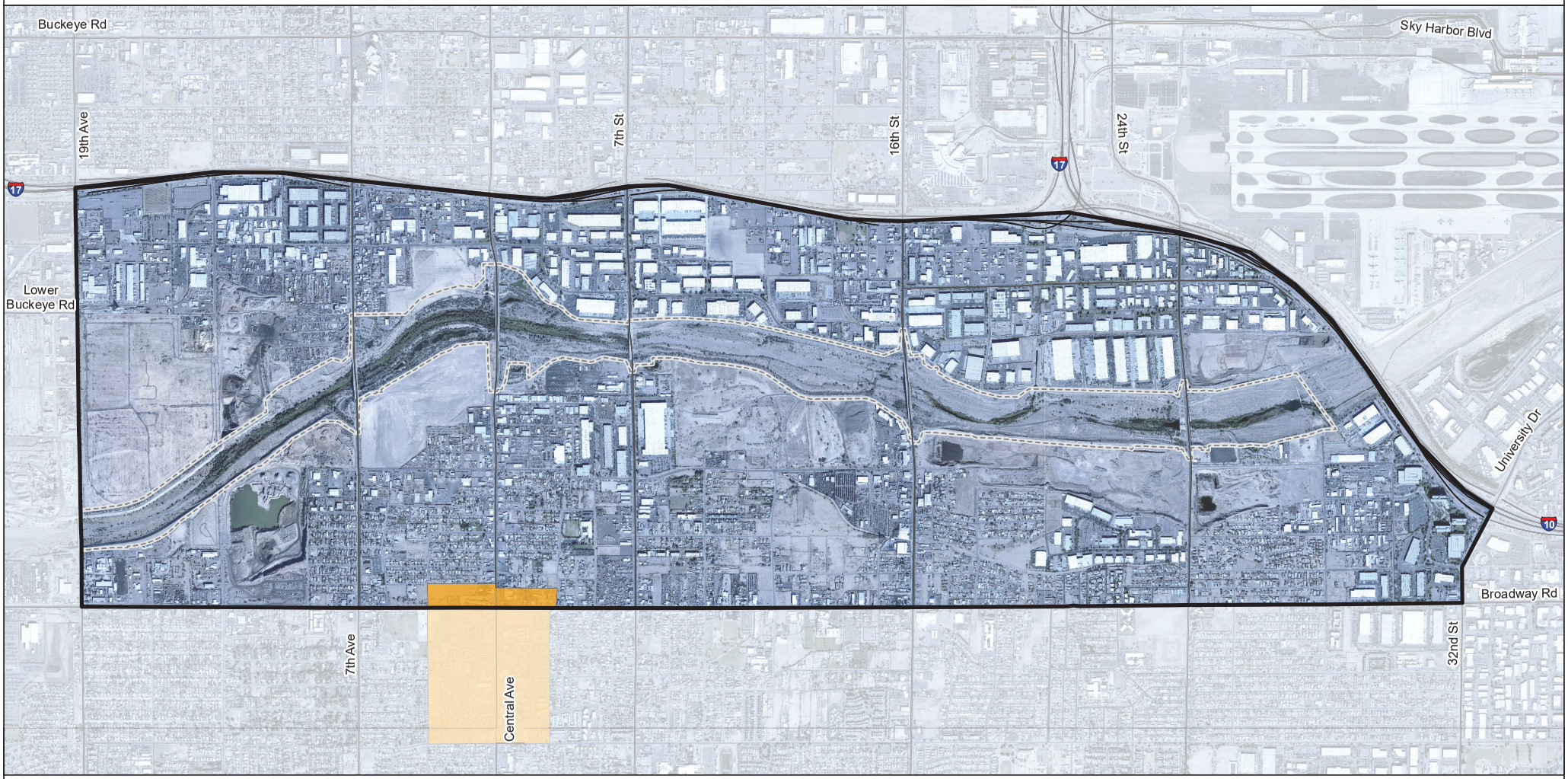
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 6/2/2023

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Rio Reimagined - Village Core



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project
South Mountain Village Core

City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

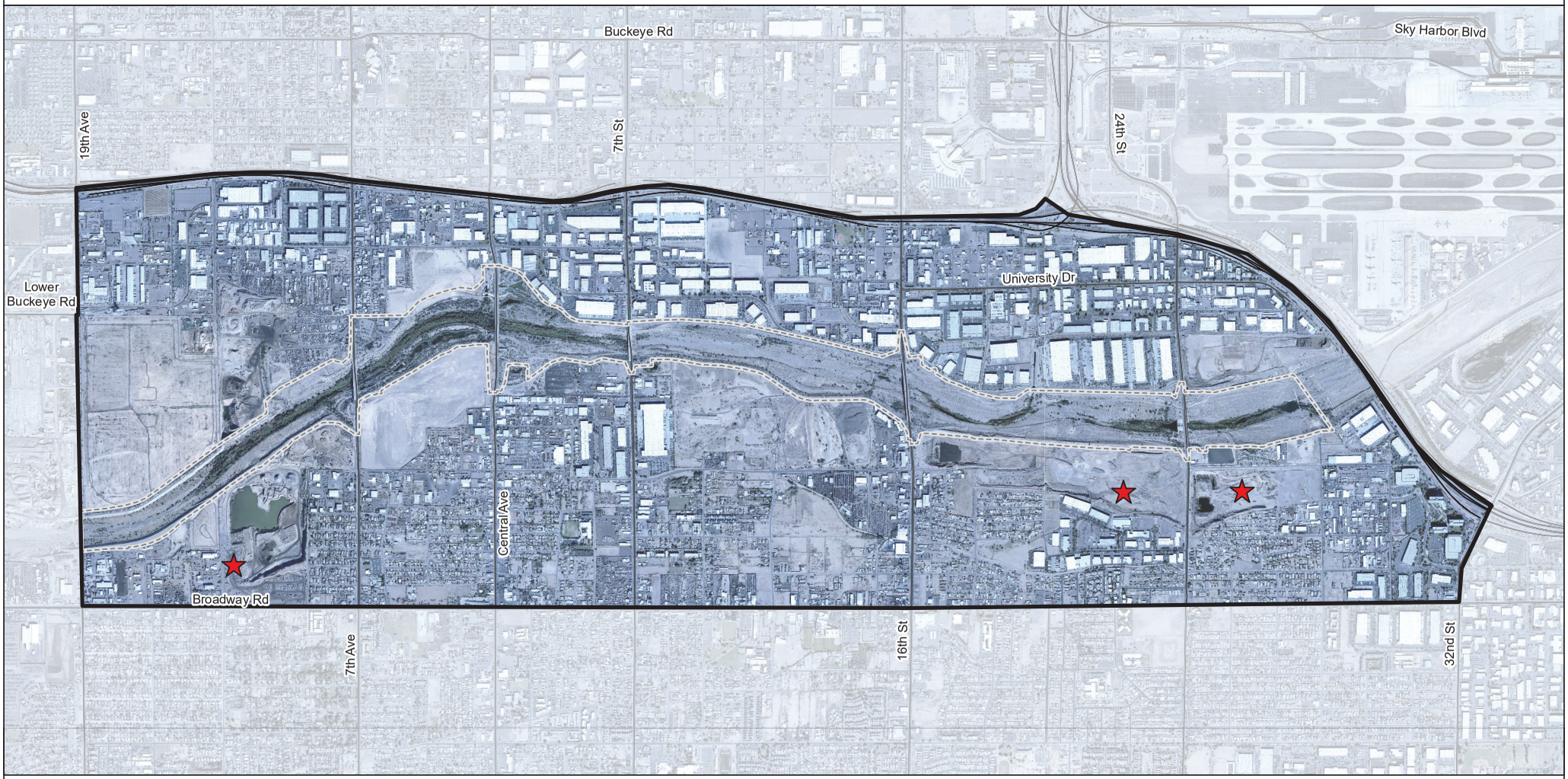
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Date: 5/31/2023

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Rio Reimagined - Active Mining Operations



Freeway
Major Street
Limits of Rio Salado Habitat Restoration Project
Rio Salado Phoenix Habitat Restoration Area

Active Mining Operations

0 ¼ ½ 1
Miles

Data Source: City of Phoenix

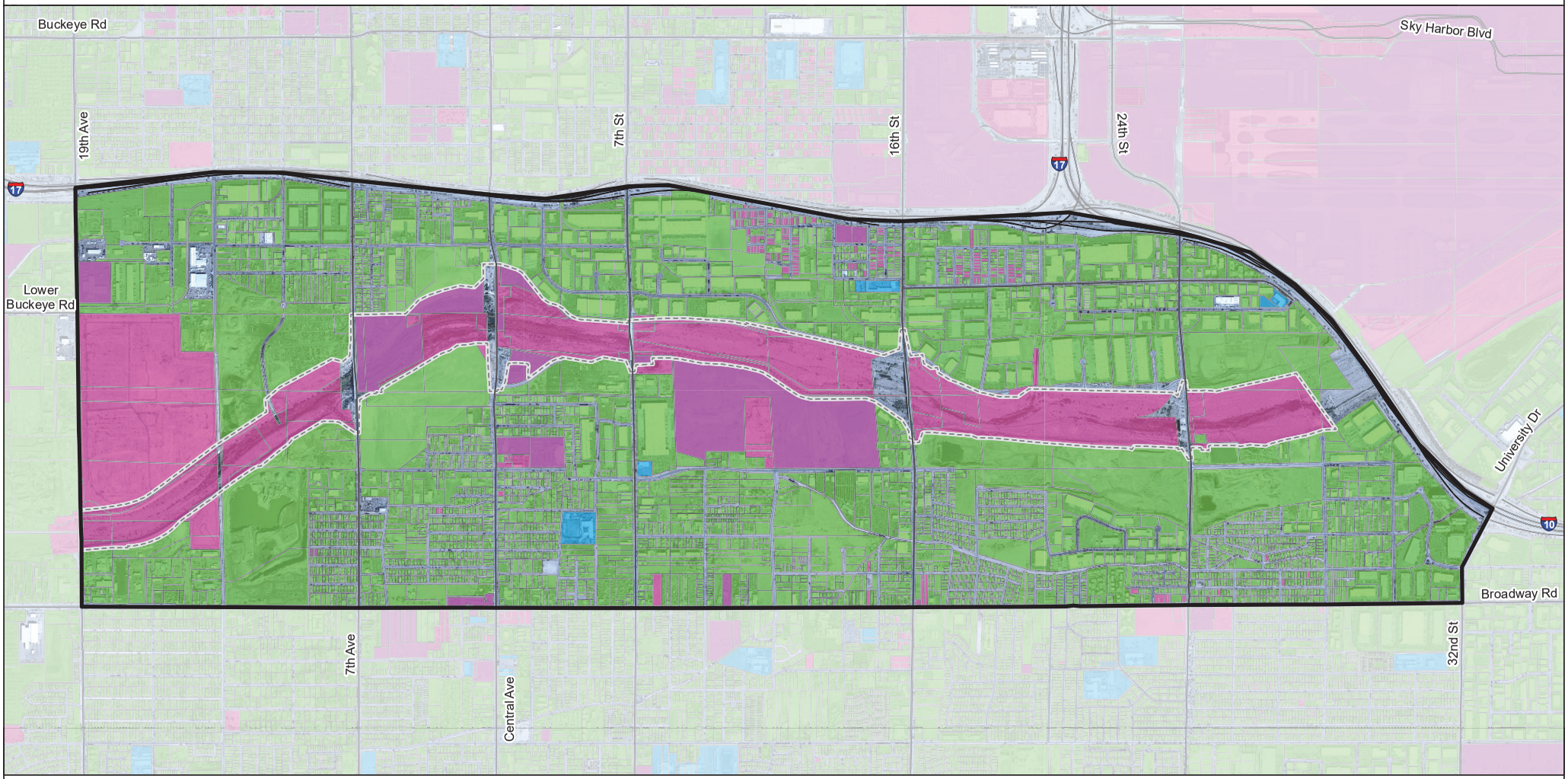
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

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Date: 7/3/2023

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Rio Reimagined - Landownership Type



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Landownership Type

City of Phoenix
Other Government Agencies
Private

0 ¼ ½ 1
Miles

N

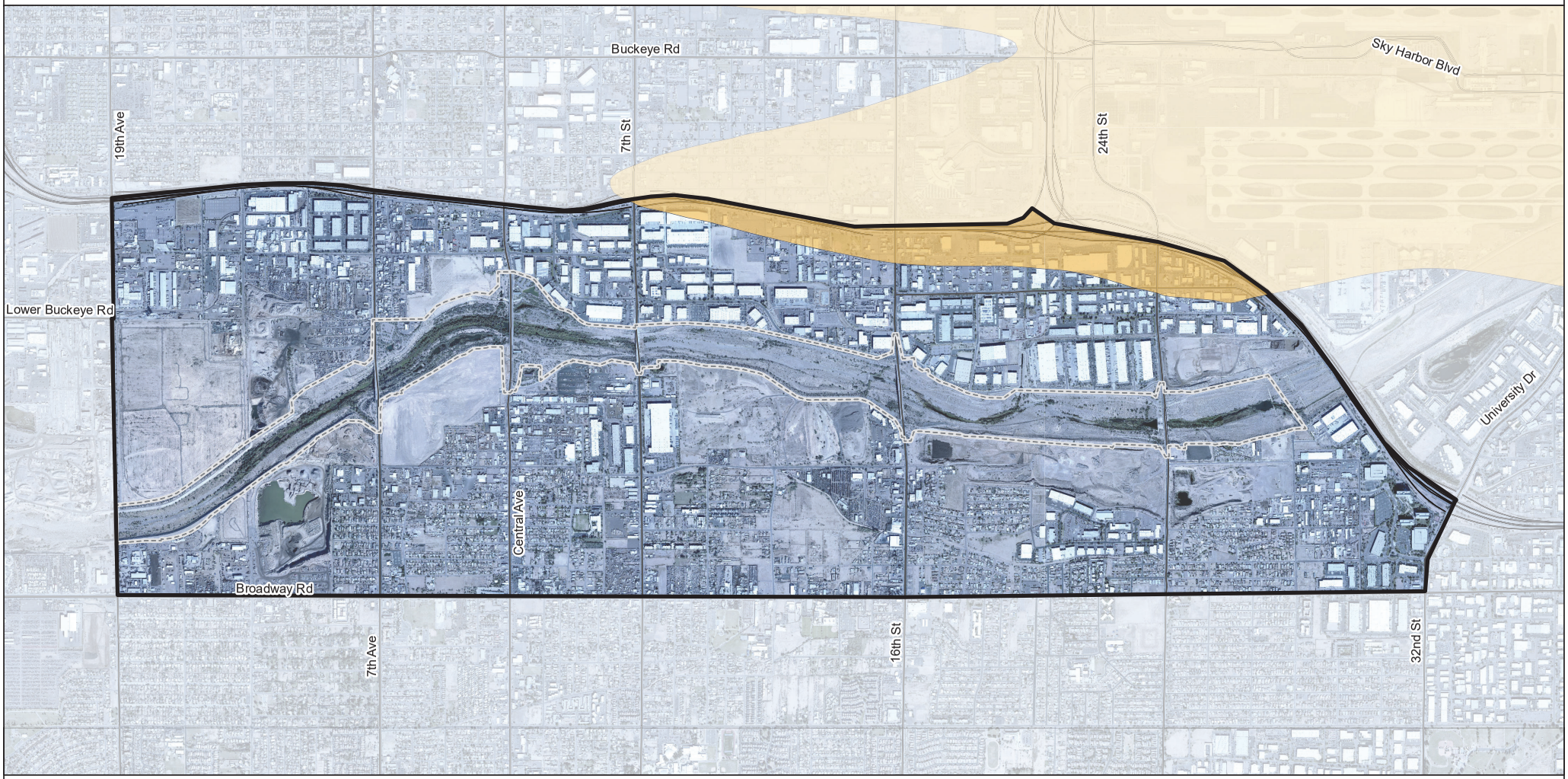
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

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Date: 6/2/2023

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Rio Reimagined - Airport Noise Contours



Freeway
Major Street
Limits of Rio Salado Habitat Restoration Project
Rio Salado Phoenix Habitat Restoration Area
Airport Noise Contour

0 0.28 0.55 1.1
Miles

N

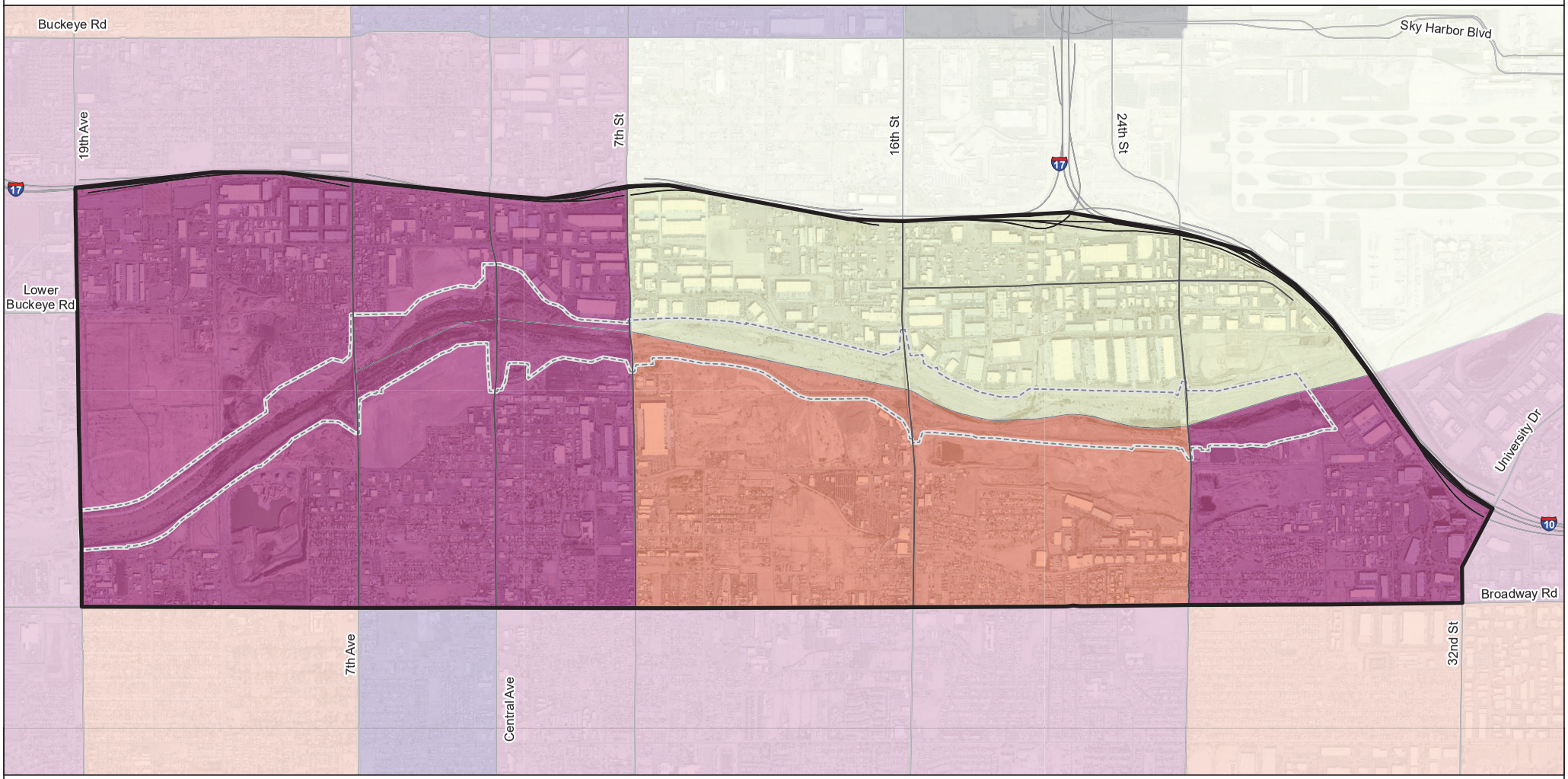
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City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Date: 7/3/2023

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Rio Reimagined - COPD Death Rates



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Rate Per 100,000 People (2017-2019)
0
1 - 25
26 - 50
51 - 100
101 - 385

0 ¼ ½ 1
Miles

N

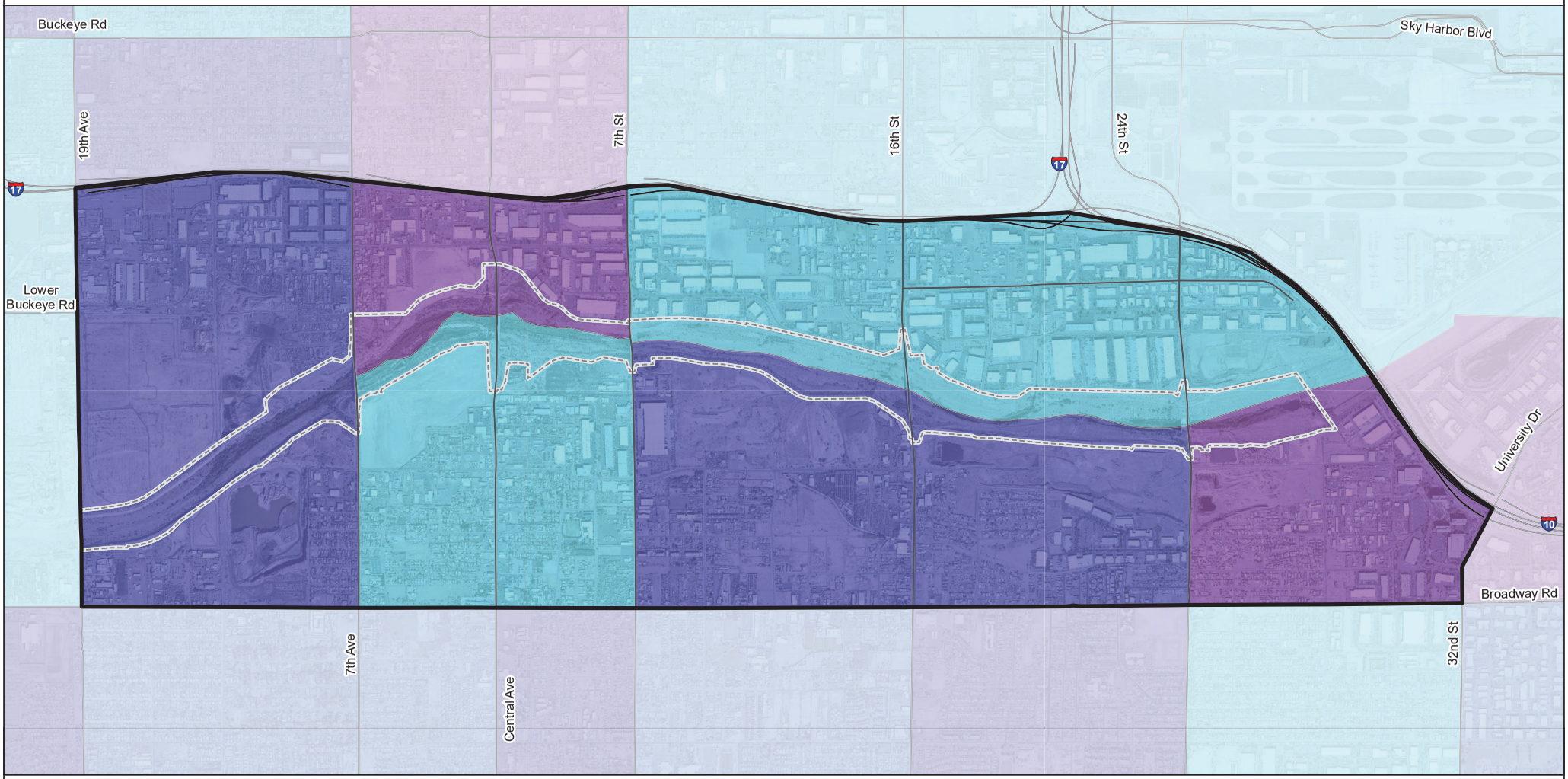
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 6/1/2023

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Rio Reimagined - COPD Hospitalization



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Hospitalization Rates per 100,000 people
0 - 75
76 - 200
201 - 400
401 - 1250
1251 - 2981

0 ¼ ½ 1
Miles

N

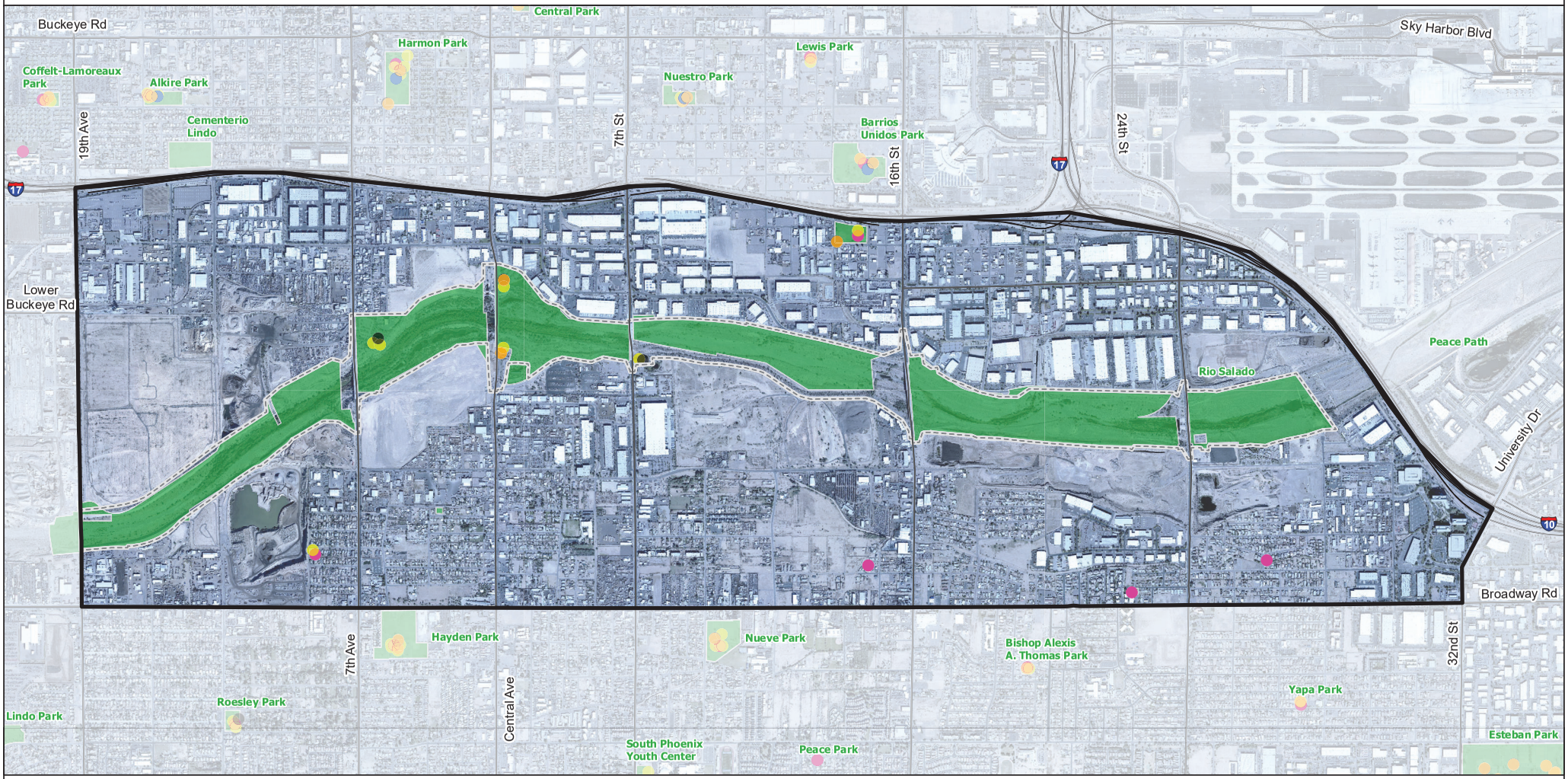
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 6/1/2023

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Rio Reimagined - Parks Amenities



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Drinking Fountains
Shade Structures
Playgrounds

Splash Pads & Swimming Pools
Restrooms
Parks

City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

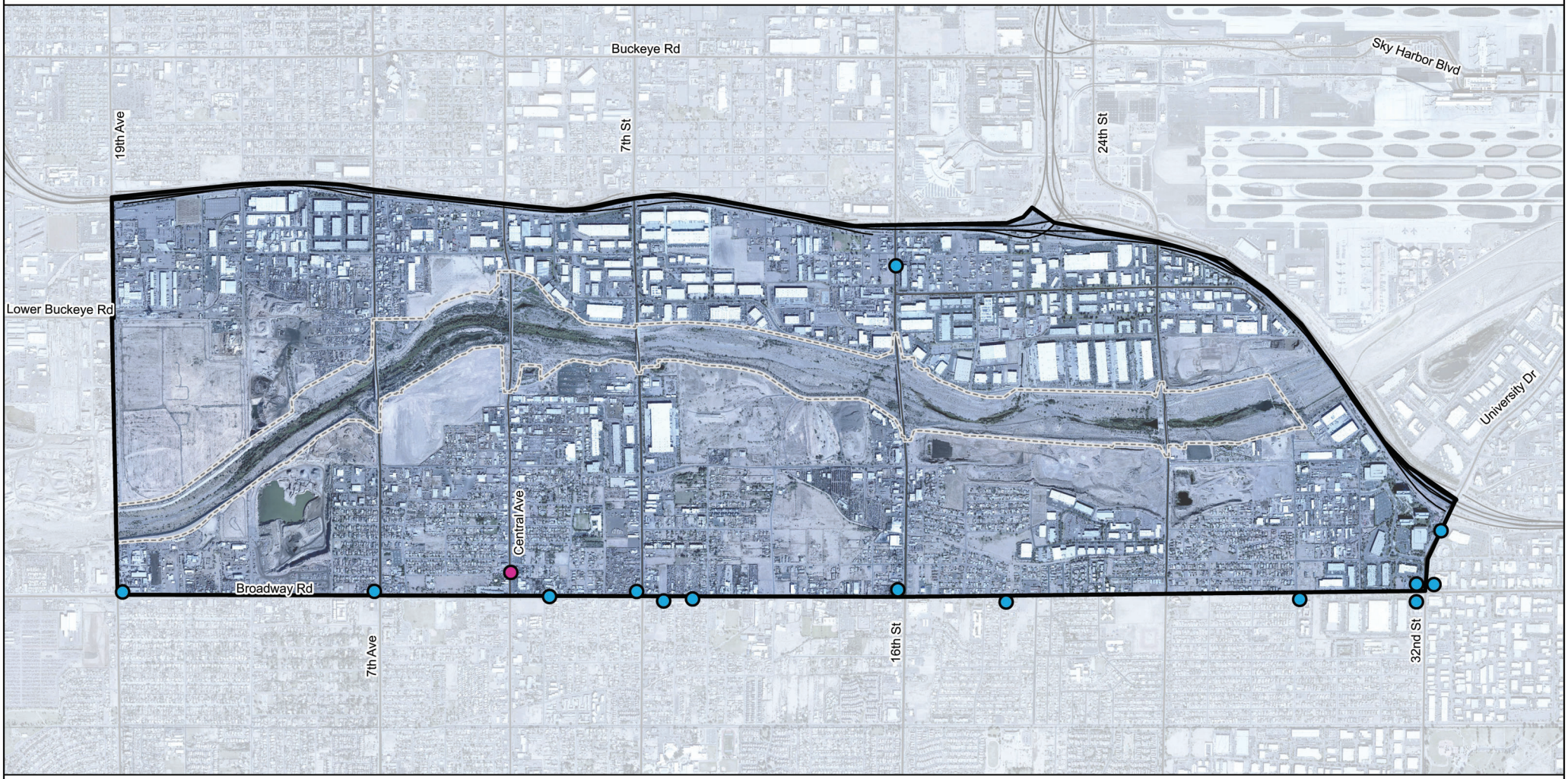
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Date: 6/6/2023

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Rio Reimagined - Food Access



Freeway
Major Street
Rio Salado Phoenix Habitat Restoration Area
Limits of Potential (Future) Habitat Restoration Area

Food Access Location Type

- Grocery Store
- Other SNAP Retail Locations

0 ¼ ½ 1
Miles

Data Source: City of Phoenix / USDA

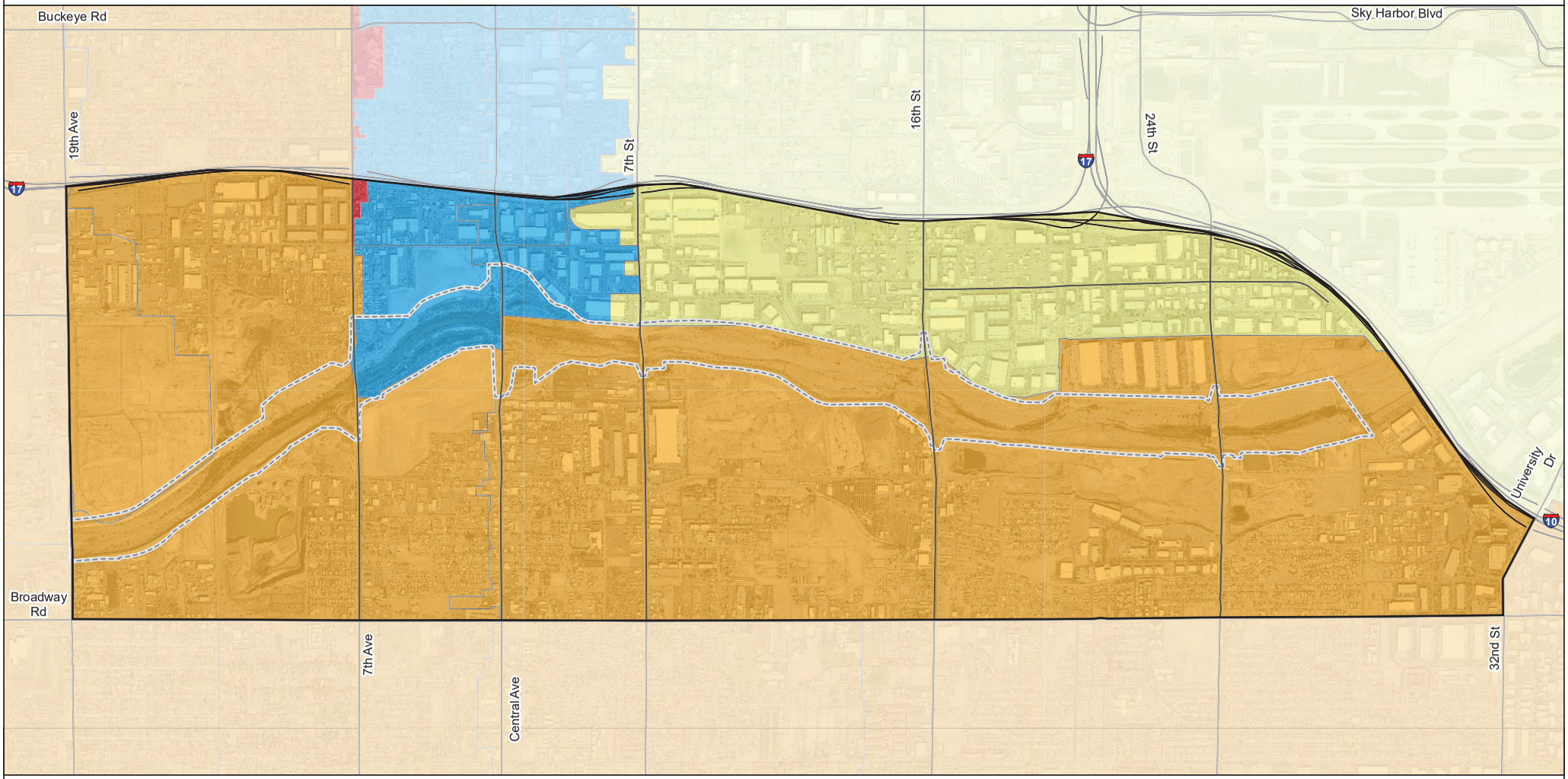
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

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Date: 6/29/2023

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Rio Reimagined - Maricopa Shade Data



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Priority to Be Shaded
- Very High
- High
- Medium
- Low
- Very Low

0 ¼ ½ 1
Miles

N

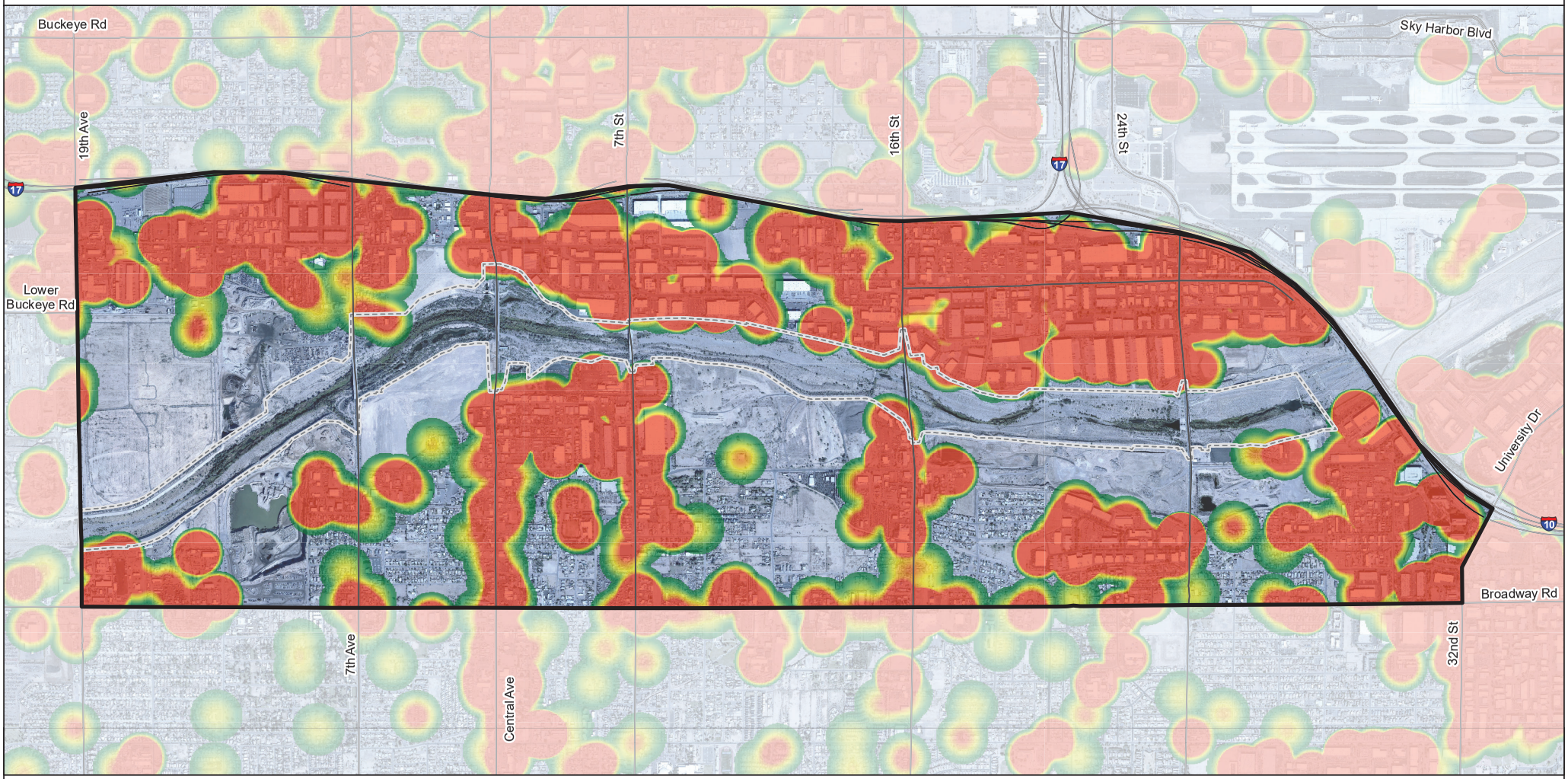
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 6/6/2023

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Rio Reimagined - Employment Heat Map



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Number of Employees
Sparse
Dense

0 ¼ ½ 1
Miles

N

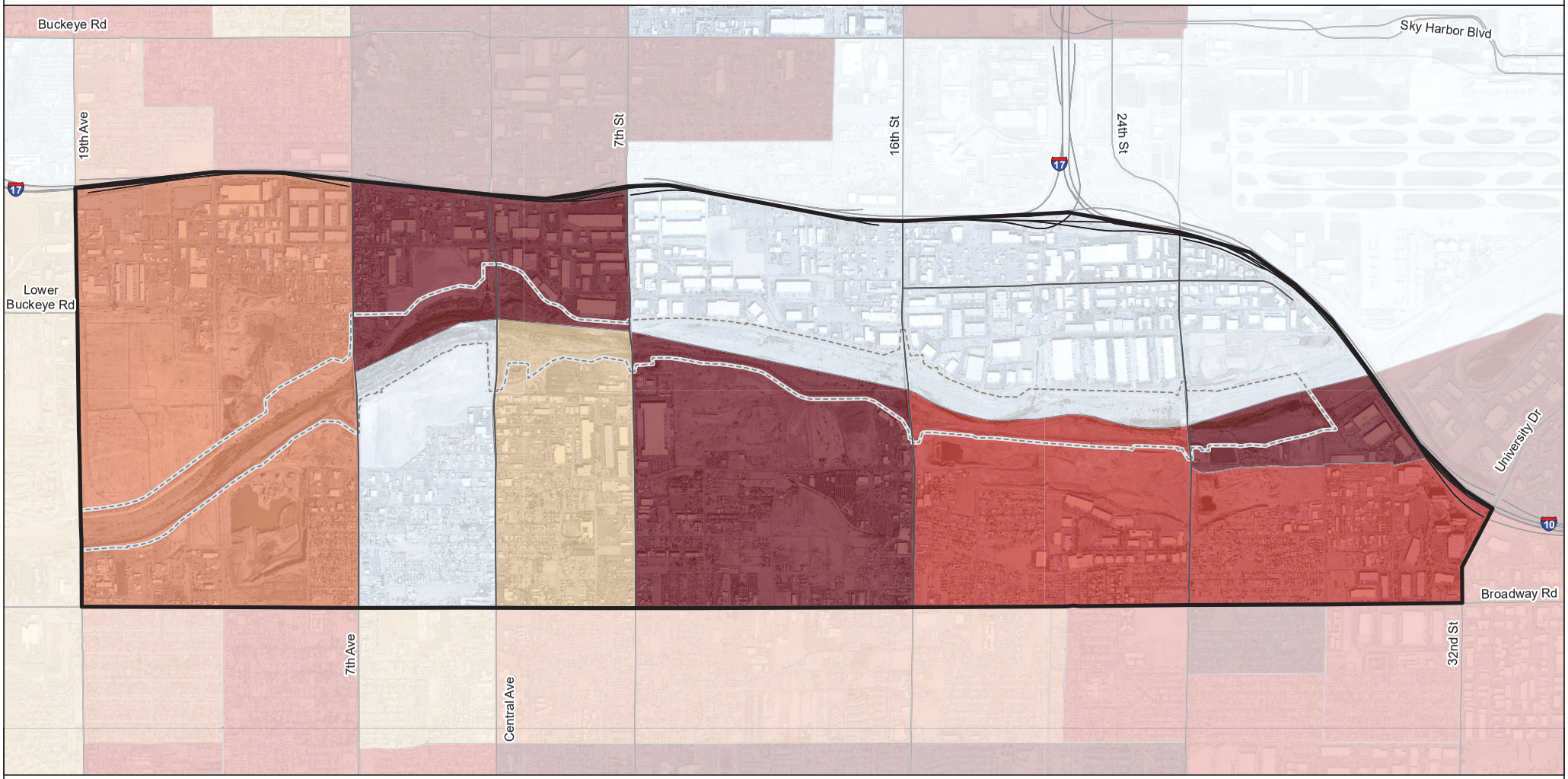
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 6/2/2023

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Rio Reimagined - Residents Self-Employed



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Percent Self Employed
0% - 1.5%
1.51% - 3.5%
3.51% - 6.8%
6.81% - 10%
10.1% - 20.5%

City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

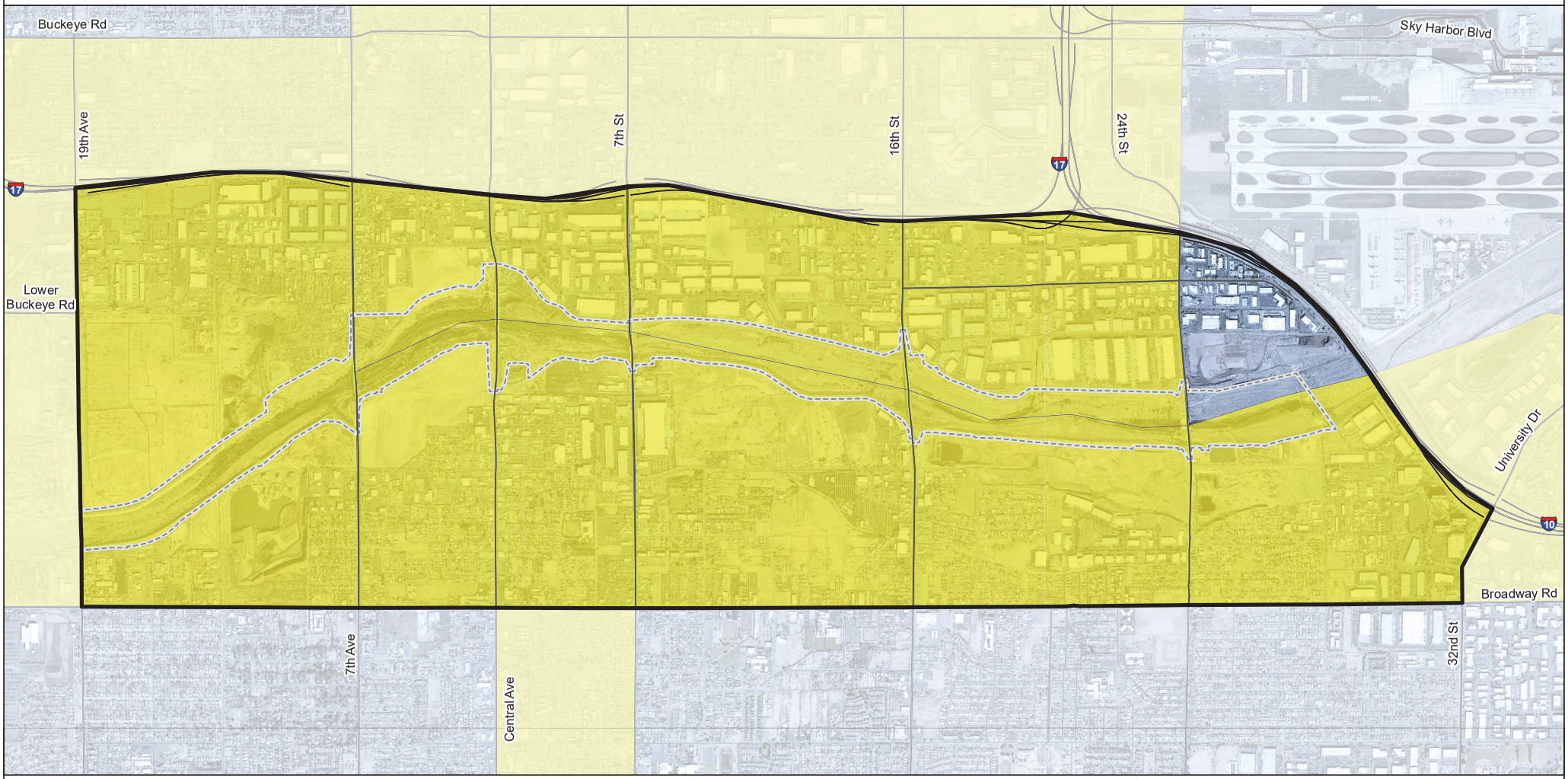
0 ¼ ½ 1
Miles

N

Date: 6/2/2023

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Rio Reimagined - Opportunity Zones



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project
Opportunity Zones

City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

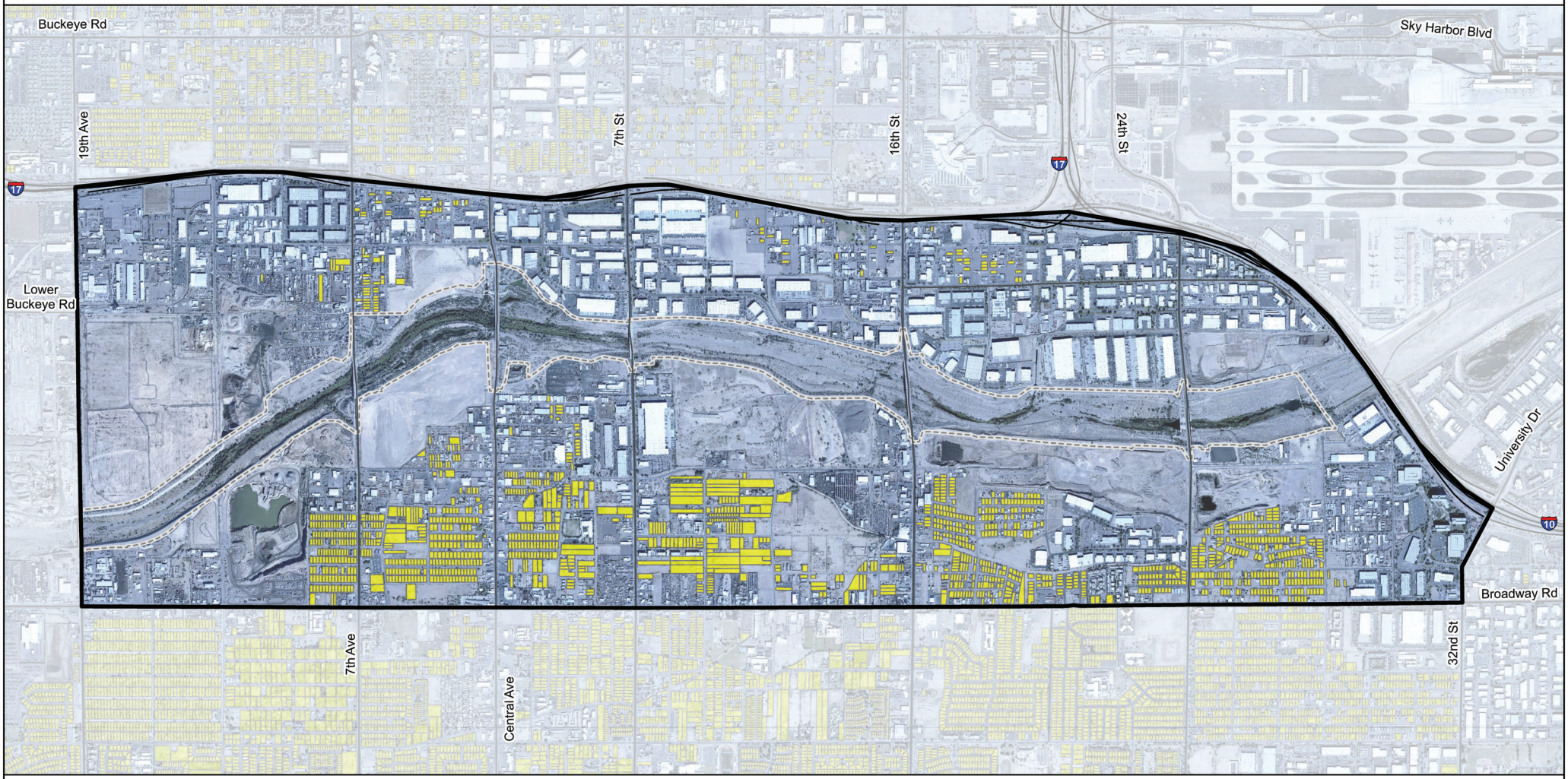
0 ¼ ½ 1
Miles

N

Date: 5/31/2023

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Rio Reimagined - Single-Family Households



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Single Family Households
(1,396 Households within Rio Reimagined Boundary)

0 ¼ ½ 1
Miles

N

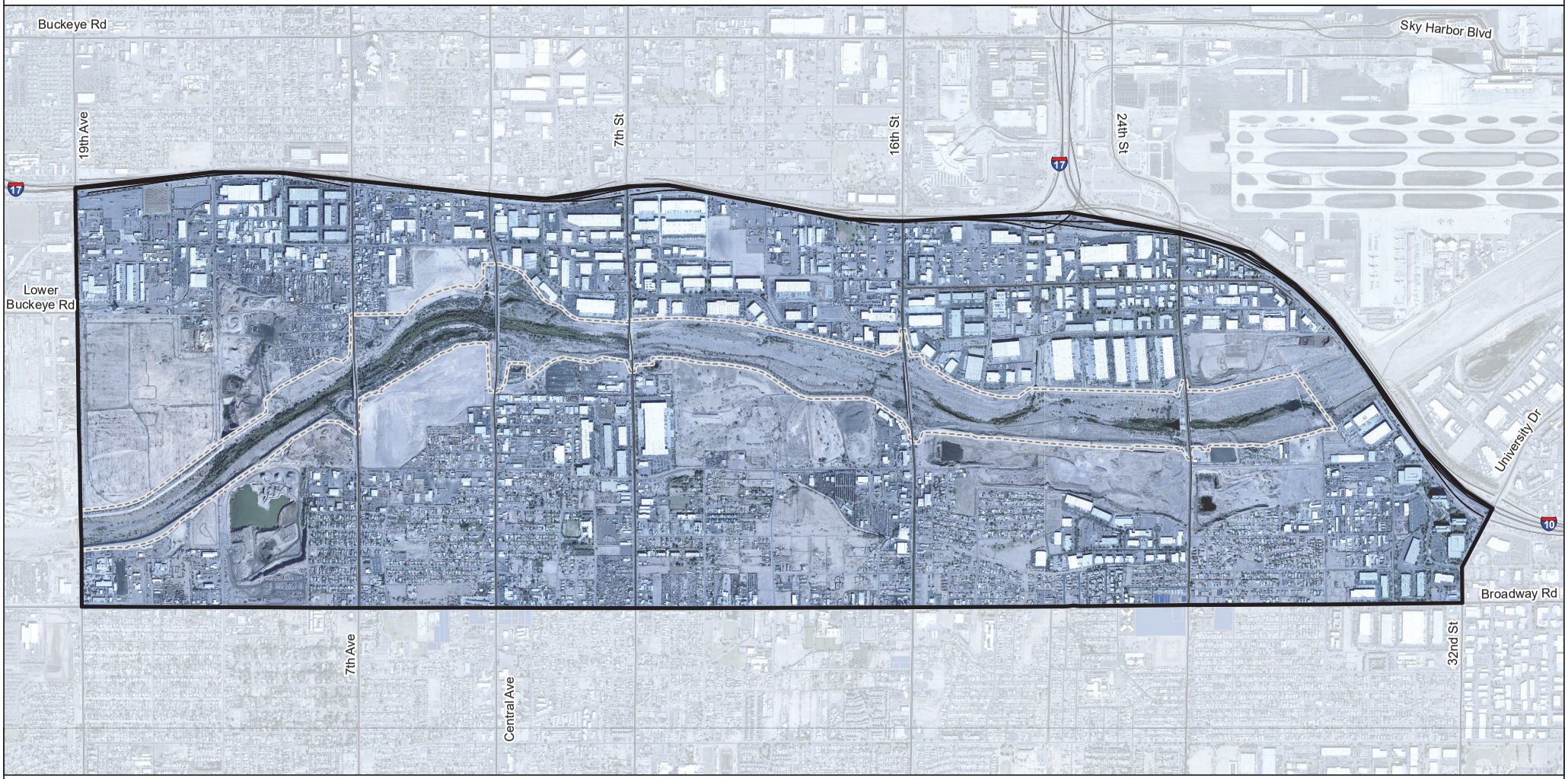
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 6/1/2023

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Rio Reimagined - Affordable Housing



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project
NSD Affordable Housing Parcels

City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

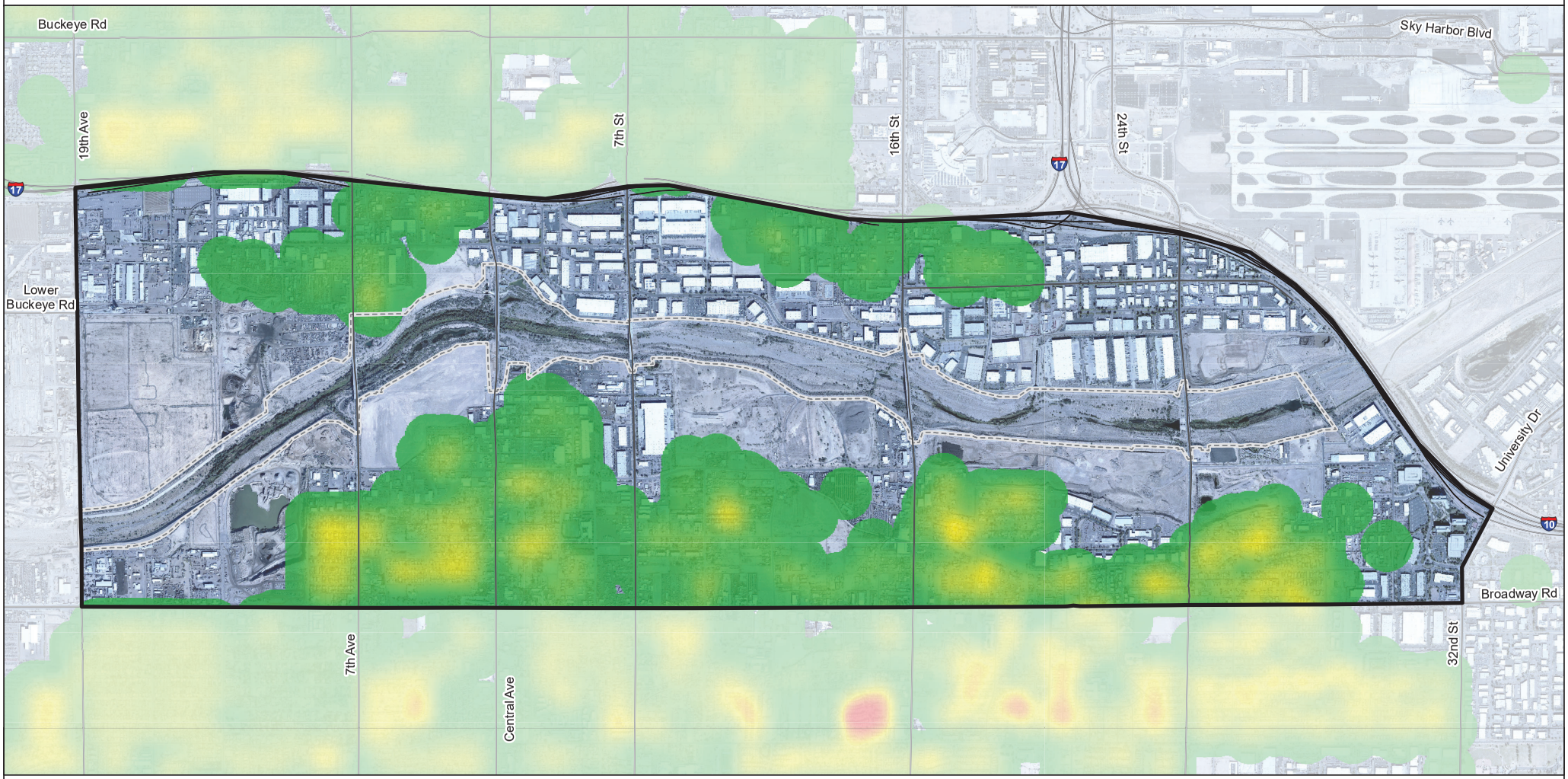
0 ¼ ½ 1
Miles

N

Date: 5/30/2023

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Rio Reimagined - Housing Heat Map



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Housing Units Density

Sparse
Dense

0 ¼ ½ 1
Miles

N

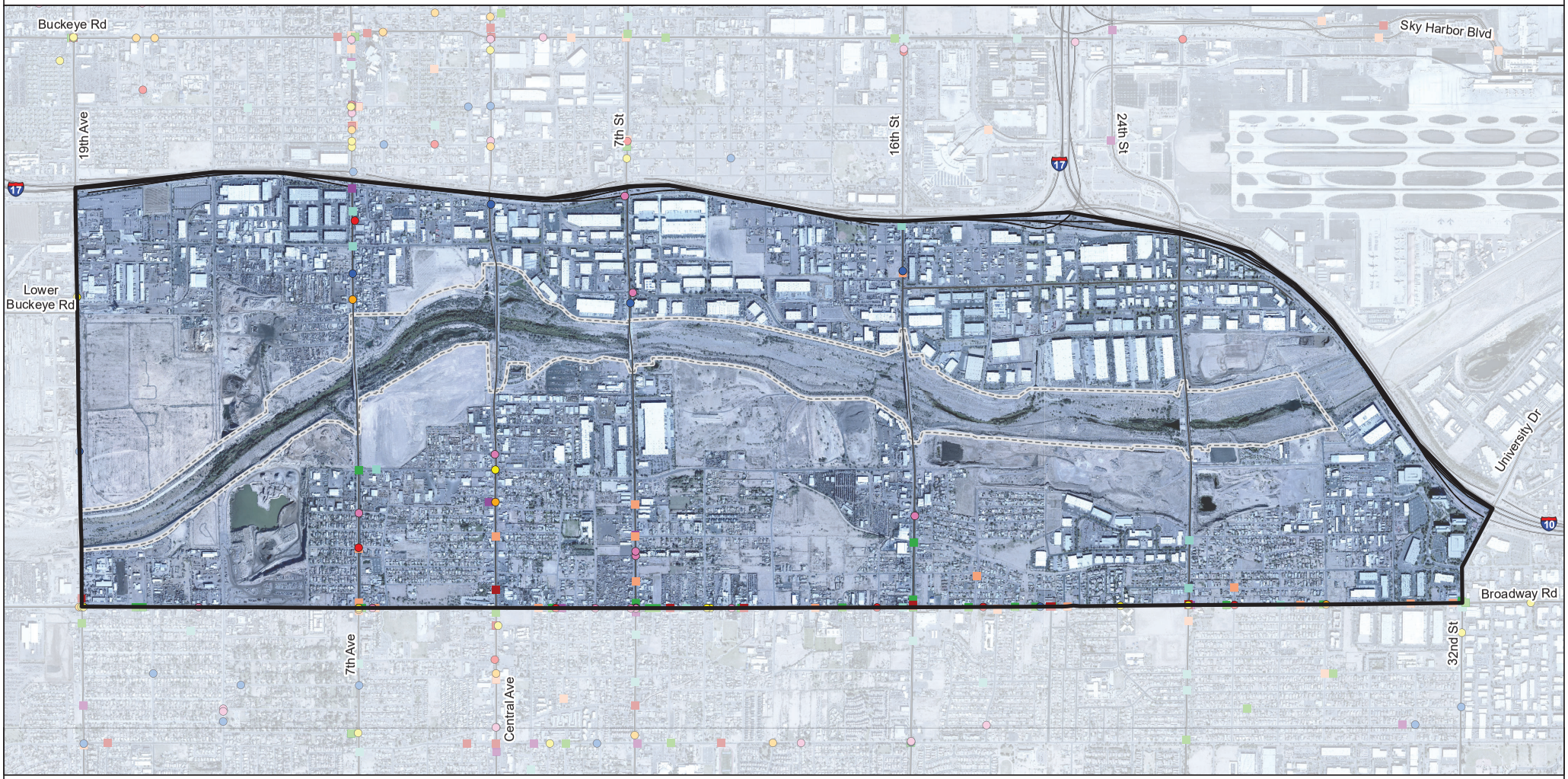
City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Data Source: City of Phoenix

Date: 6/2/2023

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Rio Reimagined - Bike and Pedestrian Accidents



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Pedestrian Accidents
- 2015
- 2016
- 2017
- 2018
- 2019

Bike Accidents
- 2015
- 2016
- 2017
- 2018
- 2019

0 ¼ ½ 1
Miles

N

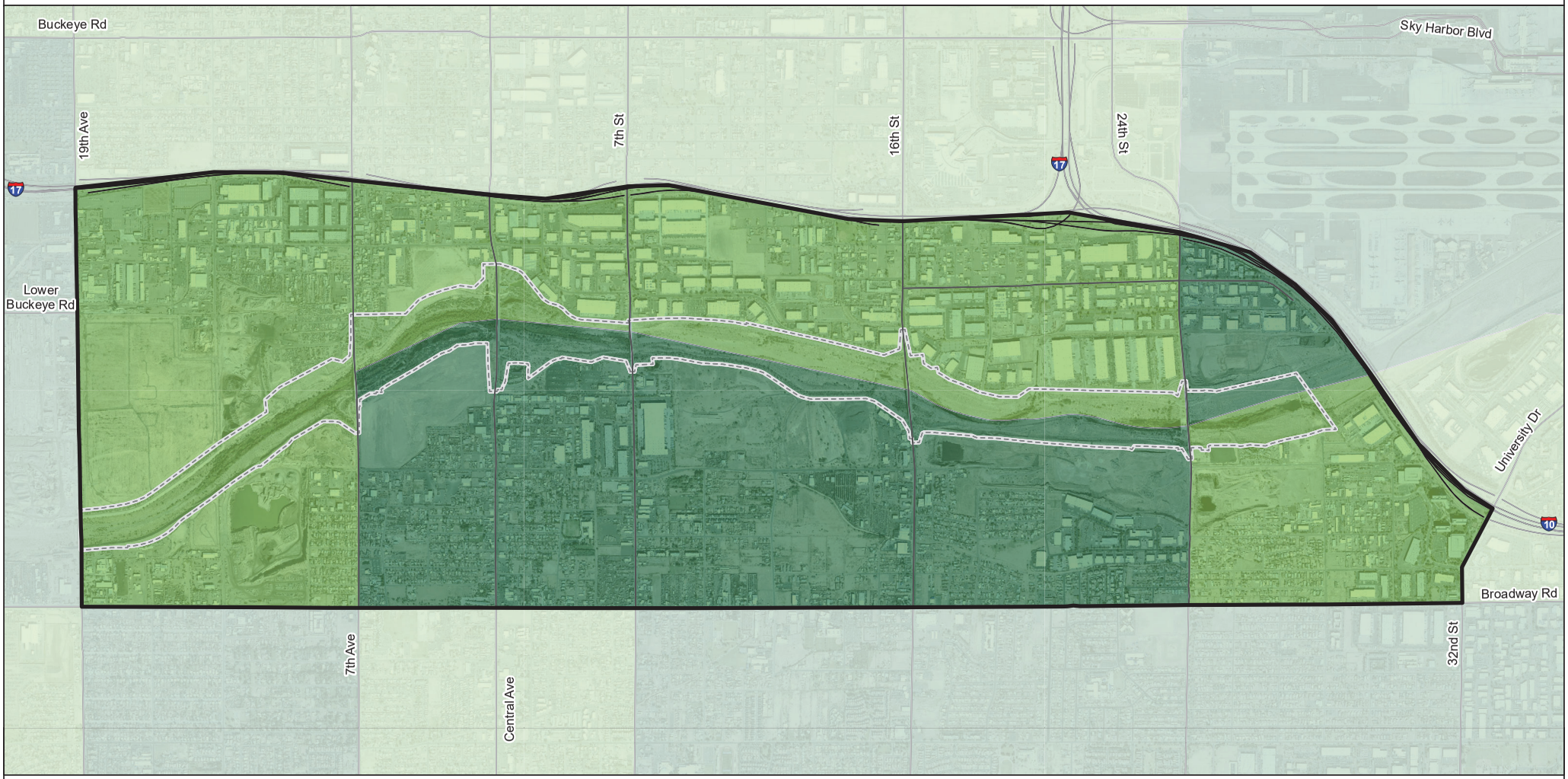
City of Phoenix
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Data Source: City of Phoenix

Date: 5/31/2023

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Rio Reimagined - Bike Death Rates



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Bike Death Rate per 100,000 (2017-2019)
0 - 5334
5335 - 24407

0 ¼ ½ 1
Miles

N

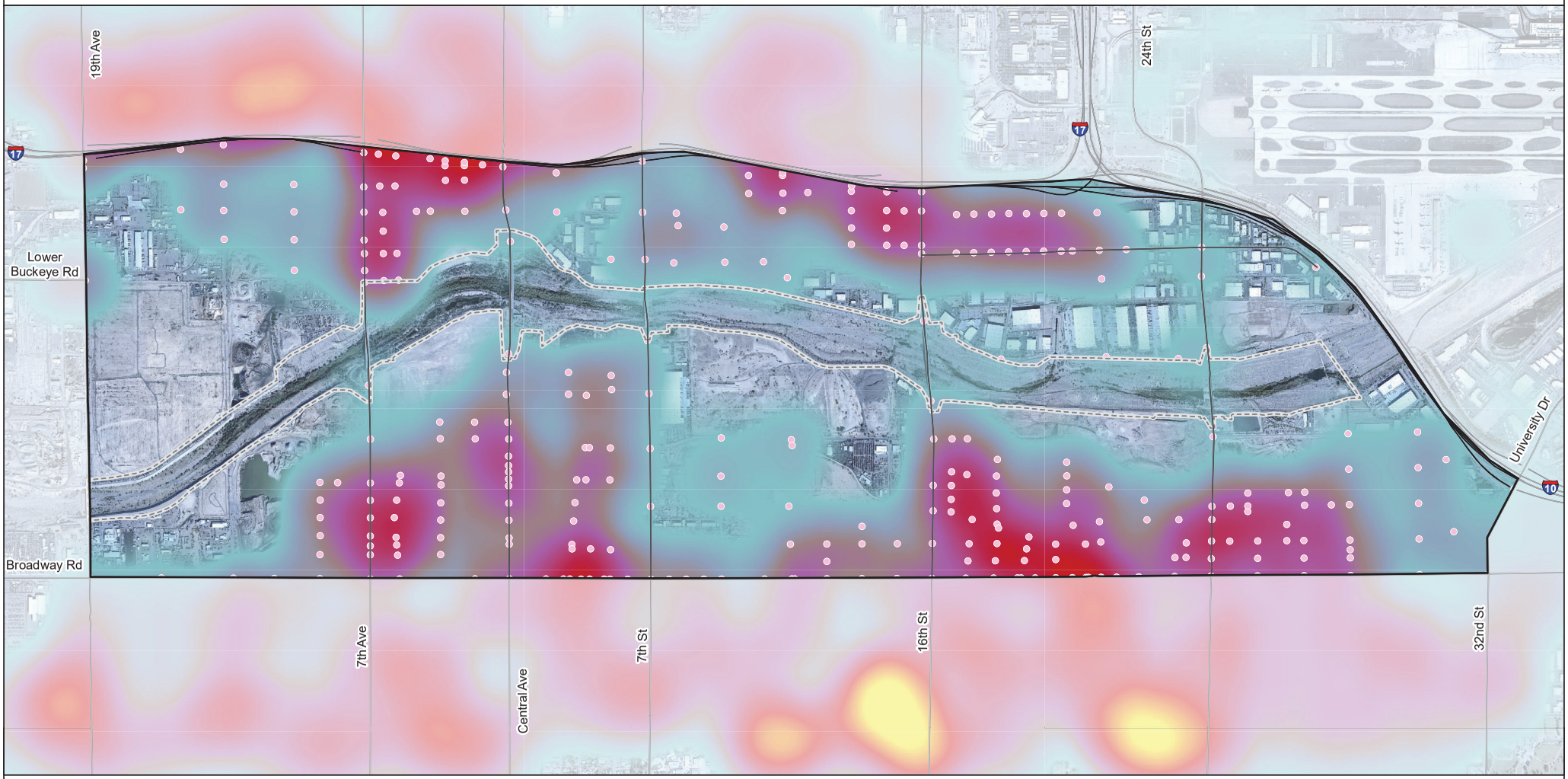
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Data Source: City of Phoenix

Date: 6/6/2023

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Rio Reimagined - Intersection Density



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Sparse
Dense
Intersections

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Data Source: City of Phoenix

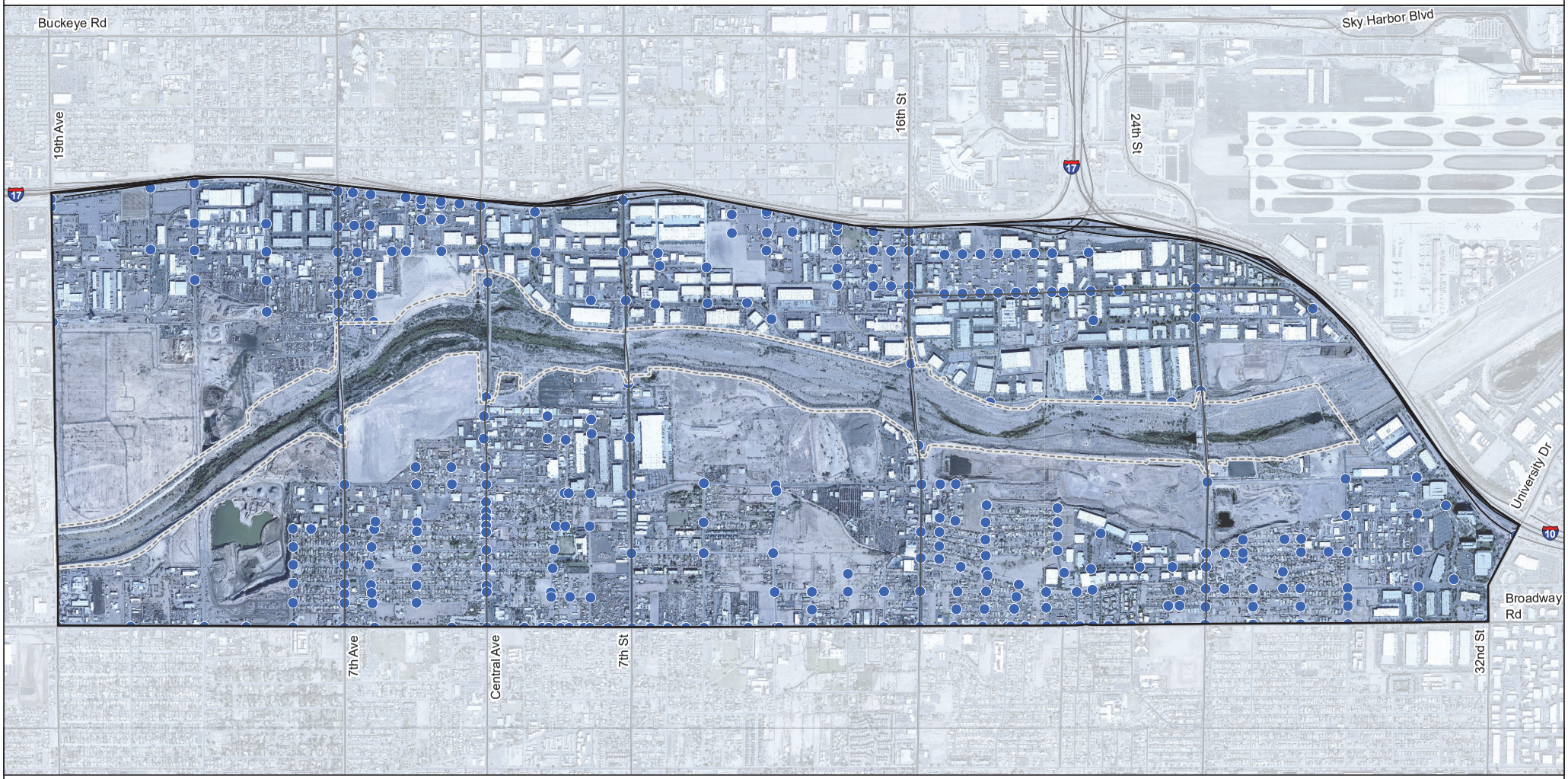
0 ¼ ½ 1
Miles

N

Date: 6/1/2023

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Rio Reimagined - Intersections



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project
Intersections

City of Phoenix
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Data Source: City of Phoenix

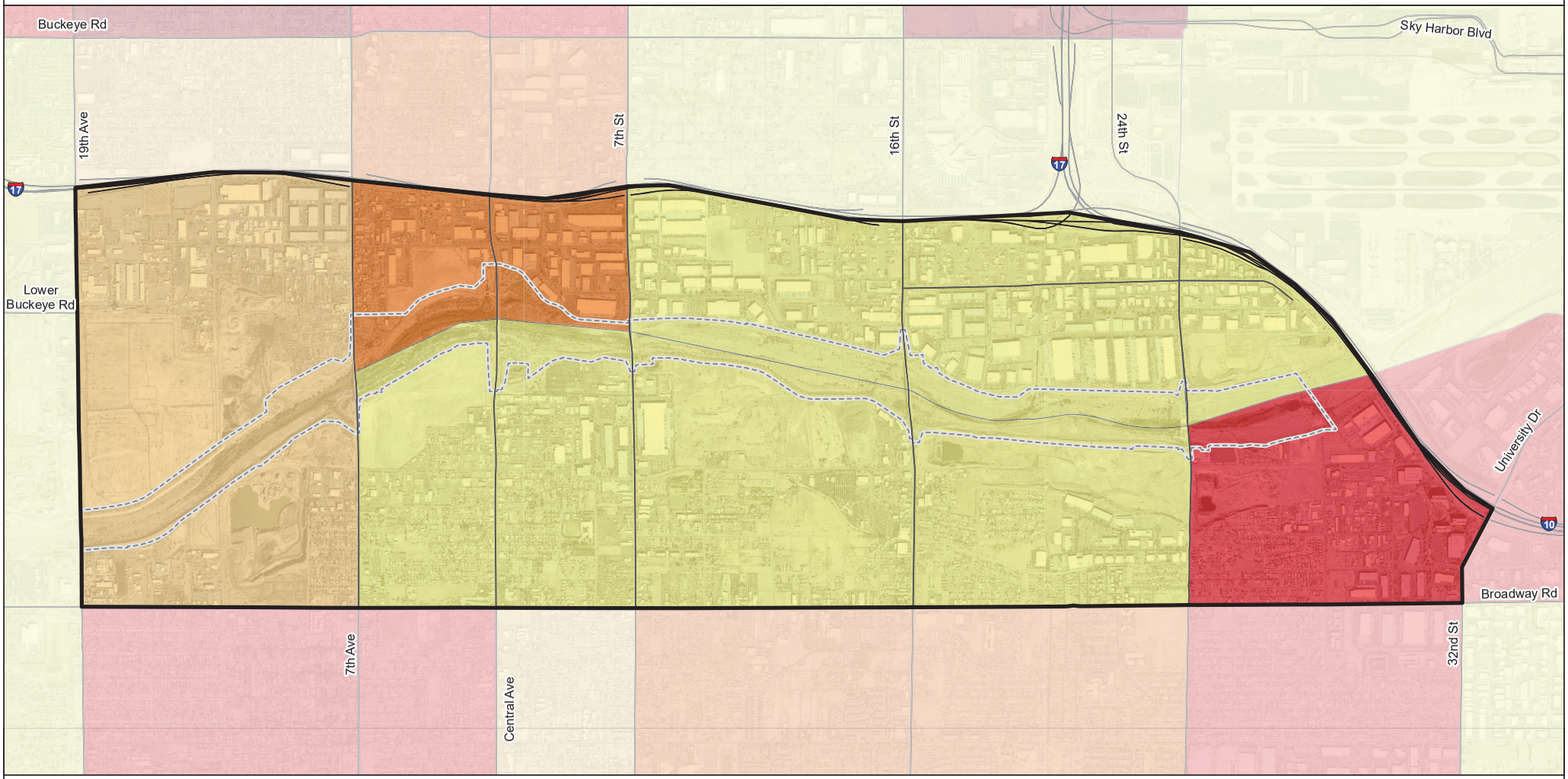
0 ¼ ½ 1
Miles

N

Date: 5/30/2023

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Rio Reimagined - Motor Vehicle Death Rate



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project

Deaths Per 100,000 People (2020)
0 - 4
4 - 10
10 - 16
16 - 30
30 - 80

0 ¼ ½ 1
Miles

N

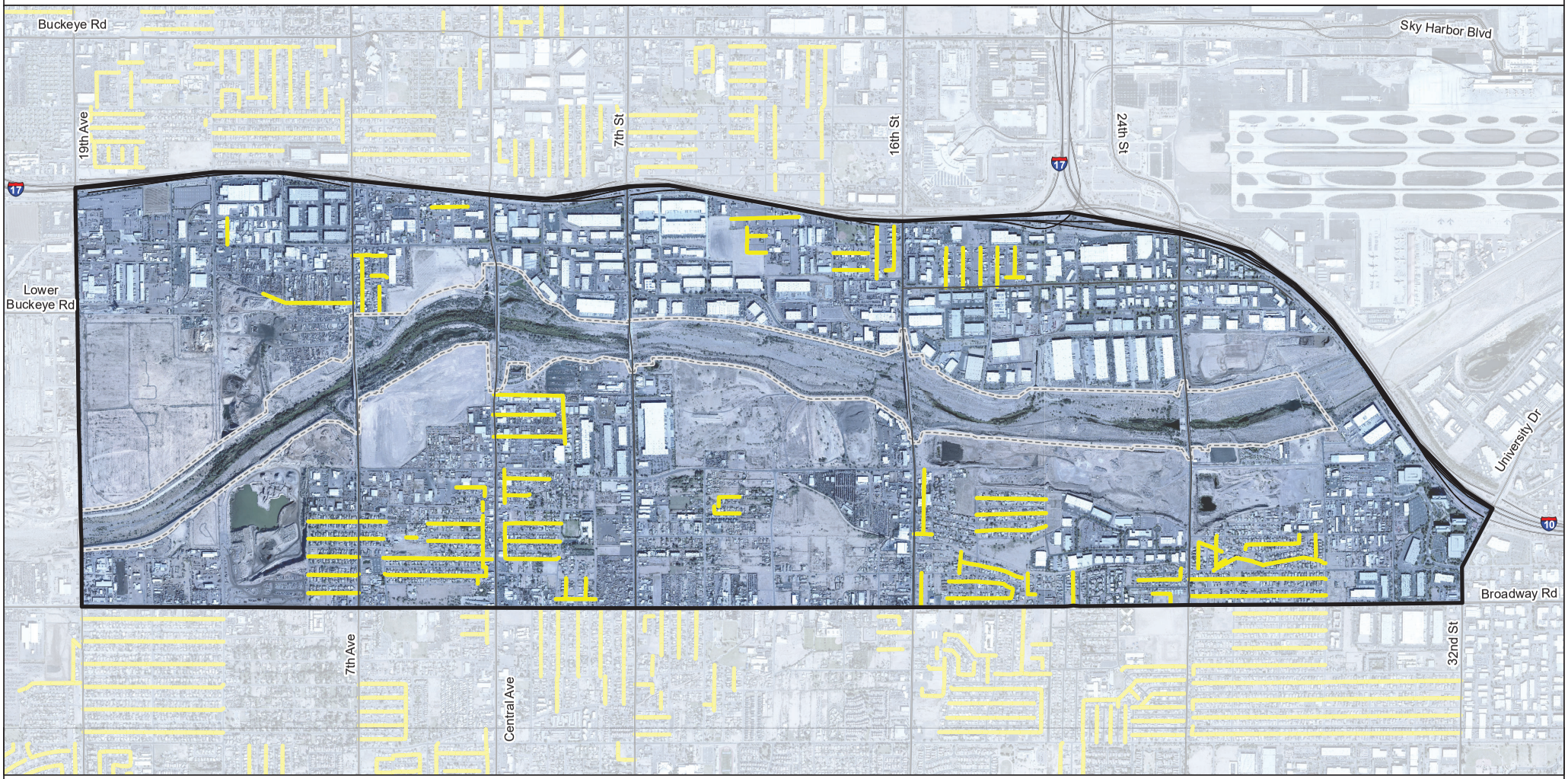
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Data Source: City of Phoenix

Date: 6/6/2023

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Rio Reimagined - Alleys



Freeway
Major Street
Rio Reimagined Boundary
Limits of Rio Salado Habitat Restoration Project
Alleys

City of Phoenix
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Data Source: City of Phoenix

0 ¼ ½ 1
Miles

N

Date: 5/30/2023

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