



SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING

The South Central Corridor has a history of both division and togetherness. Now is the time for the community to work together toward the future that is better, more connected and healthier for all. Thanks to voter approval in 2015, the City of Phoenix and Valley Metro are bringing the light rail to South Central Phoenix in order to build county-wide connections, develop workforce capacity and spur neighborhood revitalization. Transit-Oriented Development, also known as TOD, is the creation of compact, walkable, pedestrian-oriented, mixed-use communities centered around high-quality train systems.

In 2016 the City was awarded a Federal grant to engage the community and support local businesses along the light rail extension. The product of this grant exercise will be a living document, inspired by the hearts and voices of the community—your needs, desires and dreams of a better life for the generations to come. Our intent is to leave behind a legacy for our community and for the City of Phoenix, demonstrating a national precedent for TOD planning in support of its people.

“We need to think about our future; transit is part of it”
- Petra Falcón, Promise Arizona

LEGEND

- proposed LTR extension
- proposed LTR stop
- our team
- interstate
- local road
- railroad
- waterway
- existing LTR stop

SCOPE BOUNDARIES

- 1 South Central Extension: Downtown Phoenix – Baseline Road
- 2 Business Assistance Boundary: 3rd Ave – 3rd St + Van Buren St – South Mountain Ave
- 3 TOD Planning Boundary: 7th Ave – 7th St + Madison St – Baseline Road

THE TOD TEAM

We bring collective experience and expertise working with the families and business owners of South Central Phoenix. In fact, many of the team members have lived and worked in this community for more than 200 years collectively. You are our neighbors and friends.

- Promise Arizona:** Community Engagement
- Gould Evans:** Planning and Design
- Local First AZ/Fuerza Local:** Business Assistance
- Hustle PHX:** Business Assistance
- Friendly House:** Business Assistance
- Center for Neighborhood Technology:** TOD Expertise
- Wilson & Company:** Civil Engineering for TOD
- J2 Engineering & Environmental Design:** Landscape Design



SCOPE The scope of our work covered by the grant is divided into three major tasks: community outreach, a business assistance plan and a transit-oriented development land use plan.

Community Outreach: Led by Promise Arizona: As part of the community outreach efforts, our team will actively engage residents, organizations and businesses within the project boundary to listen, ask and answer questions, connect and inspire a strong network of community members, and maintain detailed documentation of all interactions. A focus for this task will be to build on the strengths and values of the community while reducing/avoiding displacement, and with the prosperity of the people in mind.

Business Assistance: Led by Local First AZ/Fuerza Local: Our team is committed to the goal that every business within the corridor not only survive the construction of the light rail extension, but that each continues to thrive long after. We have established an early action plan that will be substantially complete prior to the start of construction, designed to support the existing businesses. The process involves listening to the unique current challenges, offering training tailored on an individual basis, and documenting reported light rail concerns related to specific business activity, thereby connecting a locally connected support network.

TOD Planning: Led by Gould Evans: The transit-oriented development plan will result in a document outlining/defining the recommended use of the land within the boundary area around the South Central Light Rail Extension. The plan will build upon the work and plans previously created by the City of Phoenix and various neighborhood organizations, the plan will document the community's vision of the physical features desired around station stops and beyond, document areas for infrastructure improvements, offer recommendations for enhanced economic development opportunities and outline the connection of pedestrians, cyclists, automobiles, buses and the light rail.



Photo by Phil Soto

OUR MISSION Focused on building trust through communication, consistency and accountability, our team will embrace this opportunity to empower community voices through groundbreaking development strategies and innovation, building upon existing community values and providing a vibrant inclusive future. We will honor the history and culture of South Central Phoenix and strive to stir your imagination on the possibilities for the future with energy and enthusiasm.

OUR PLEDGE We will...

- Put people first!
- Listen
- Meet the community where you are
- Be responsive
- Provide detailed facts – direct people to the authority with the best information
- Be the conduit – coordinate all plans concurrently (i.e. T2050, Complete Streets, neighborhood plans, key corridors)
- Bring information about success and challenges from precedents
- Offer creativity and tools for collaboration toward goals to reduce displacement and create connections

CONTACT US PLEASE We want to hear from you! Our team offices are located along the South Central Corridor, as shown on the map on the back of this flyer. We can be reached by the following ways:

Website: todphx.org
Email: todinfo@todphx.org
Phone: 602-650-7616
Promise Arizona

We will also be conducting a series of community meetings and we hope to see you there to continue to provide your feedback over the next year. You may also see our partners in community as they work to bring you the light rail project itself. We are in regular conversation with them and they can also direct any questions about this grant's scope of work to us.

OUR PARTNERS This team, focused on community engagement for the purposes of business assistance and transit-oriented development, is contracted with the City of Phoenix and working in collaboration with Valley Metro. During office hours (Mon-Fri 9AM-6PM and Saturday 9AM-12PM) or by appointment, community and business owners are able to visit with Valley Metro project staff to ask questions and learn more about the light rail extension at the new Community office located at 5040 S. Central Ave, Phoenix.