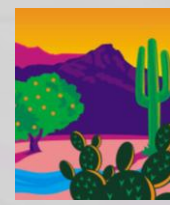


Del Rio Area

Brownfields Plan



October
2012

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Mayor and City Council

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*Prepared by the City of Phoenix Office of
Environmental Programs and Planning & Development,
October 2012*

Table of Contents

Executive Summary - pg. 4

Overview - pg. 7

- Objective
- Boundaries
- Brownfield Sites
- Public Outreach

Background & Context - pg. 13

- History
- Rio Salado
- Land Use & Demographics

Existing Policies & Regulations - pg. 17

- General Plan
- Rio Salado Beyond the Banks Area Plan
- Rio Salado Interim Overlay District
- Zoning

The Plan - pg. 20

- Values
- Vision
- Guiding Principles
- Goals
- Site Sketches
- Del Rio Parks Master Plan

Implementation - pg. 46

- Assets
- Opportunities
- Strategies



Del Rio Area

Brownfields Plan

Executive Summary

The city of Phoenix Office of Environmental Programs, in partnership with the Planning and Development Department, prepared a brownfields plan for the Del Rio Area to:

- Help guide the redevelopment of brownfield sites within the area
- Direct the assessment and cleanup of sites
- Identify resources available to assist with redevelopment

A grant from the U.S. Environmental Protection Agency (EPA) to the city of Phoenix provided the funding for this planning project. EPA defines brownfields as real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. The Del Rio Area Brownfields Plan (Plan) was developed by the community through a visioning and planning process that was completed over an approximate one year period. The information gathered provided the background for the vision, goals, and implementation strategies presented in the Plan.

The Plan focuses on the Del Rio Area, which is located within the South Mountain Village, the Rio Salado Beyond the Banks area, and within 1 mile of the downtown Phoenix area. The Plan covers the area bounded by 7th Avenue to the west, 16th Street to the east, Salt River (Rio Salado) to the north, and Broadway Road to the south and primarily focuses on three brownfield sites. Site #1 is a 70-acre privately owned site located south of the Rio Salado and west of Central Avenue with portions potentially a former landfill. The site is currently utilized for open storage of trucks and processing of cement and paving materials. Site #2 is a 10-acre privately owned site south and east of the Nina Mason Pulliam Rio Salado Audubon Center and is a former landfill site and currently vacant. Site #3 is a 93-acre site currently owned by the city of Phoenix. The site is a former municipal solid waste landfill. An approximate 20 acre portion of the site was non-landfill and a former recreational park.

The Del Rio Area has a residential history dating back to 1928. Central Avenue and the Rio Salado have long been defining characteristics of the area. In the 1950s the area began to dramatically change with the introduction of mining operations and the area's natural and rural character transitioned to industrial uses. Within the past decade the city and community have partnered to revitalize the area with the adoption of the Rio Salado Beyond the Banks Area Plan in 2003. The plan provides policies to ensure that future development is compatible with and enhances the area and outlines a mix of land use designations and prohibits development of new junk, wrecking or salvage yards and requires special permitting for outdoor uses. The Rio Salado Habitat Restoration Project, a multi-million dollar investment on 595 acres borders the three targeted brownfield sites.

In the visioning and planning process the community identified shared values and a vision for future development of the project area in addition to specific design concepts for the three targeted sites. Residents revealed a strong appreciation for the area's natural beauty and open space. The mix of businesses and neighborhoods demonstrate the rich historic character, diversity and culture that should be preserved as redevelopment occurs.

Executive Summary

The vision for the Del Rio Area is bold and imaginative with the targeted brownfield sites developed with quality, mixed-use projects that incorporate restaurants, shopping, art-related opportunities, sports and creation, and quality jobs. New development should also be sustainable and integrated with downtown Phoenix and the greater Phoenix region through future high capacity transit connections.

The goals developed by the community serve as the evaluation criteria for all future development on the targeted sites and in the project area. The goals include: job creation, sustainable and environmental benefits, provides family activities/recreation, pedestrian-friendly design, entertainment, historical, education, eradication of blight, and consistency with the *Rio Salado Beyond the Banks Plan*.

All of the design concepts developed by the community for the three targeted brownfield sites are included in this Plan as recommendations. These concepts are not meant to discourage other types of development. The three concepts developed for Site #1, West of Central Ave include mixed uses with entertainment, medical/research facilities, arts/entertainment, open space, and housing. The three concepts developed for Site #2, East of Central Ave., include restaurants/museum, park space, development that would complement the Nina Mason Pulliam Audubon Center and the Rio Salado Habitat Restoration project. Five concepts were developed for Site #3, the former Del Rio Landfill, including recreational and sports uses, green space, amusement park, and solar plant.

Advancement of the community's vision will be implemented through comprehensive strategies combined with key first steps. The first steps needed to move toward the vision are to adopt the plan into the Phoenix General Plan and to apply for EPA funding for environmental assessment and/or cleanup for the targeted Brownfield sites and the area. Comprehensive strategies include:

- Evaluate other federal, state and philanthropic resources applicable to area's needs and apply for funding.
- Promote private-sector investment in the Del Rio Area by seeking public-private partnerships.
- Utilize incentive tools, policies, and programs available from the city.
- Promote sustainable development by encouraging the use of the voluntary Phoenix Green Building Code.
- Pilot the use of the code on development of the three targeted brownfield sites.
- Encourage the use of green remediation technologies, where possible.



Del Rio Area

Brownfields Plan

Objective



The Del Rio Area Brownfields Plan was created as a result of a grant award from the U.S. Environmental Protection Agency to the city of Phoenix Office of Environmental Programs to complete a brownfields area-wide plan. The plan is focused on brownfields within the Del Rio Area and was developed with community input.

The Office of Environmental Programs initiated the planning project in coordination with the city of Phoenix Planning Department through a visioning and planning process designed to engage the community. EPA's definition of a brownfield: "Brownfields are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." Examples of brownfields are old gas stations, landfills, and abandoned industrial facilities.

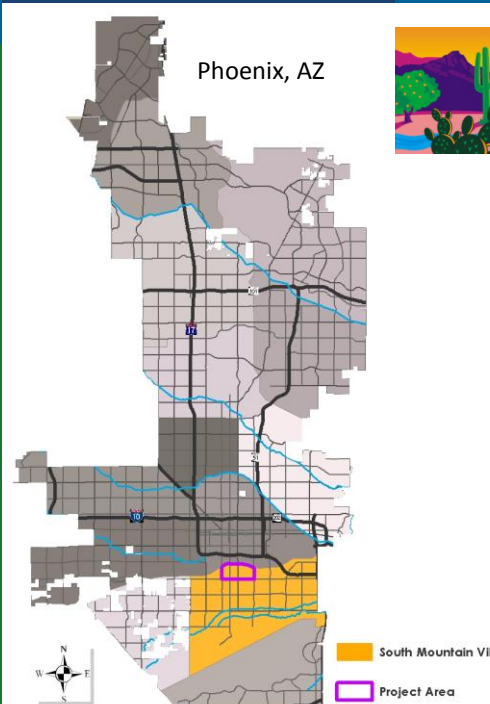
The objectives of the project are to create a brownfields area plan to help guide the redevelopment of brownfield sites within the area, direct the assessment and cleanup of sites, and identify resources available to assist with redevelopment.

Area Boundaries

The Del Rio Area Brownfields Plan's boundaries are 7th Avenue to the west, 16th Street to the east, Salt River to the north, and Broadway Road to the south.

The Del Rio Area's central location makes it convenient to downtown Phoenix (1 mile to the north). The area is well served by the local transportation system, with access to the existing one-mile arterial grid, Interstate 17 (1/2 mile to the north), and to Sky Harbor Airport (1-1/2 miles to the east).

The area is located within the South Mountain Village, one of 15 urban villages within the city of Phoenix. While the village's namesake, South Mountain Park, does serve as the village's most prominent feature, the project area captures the major north / south gateways into the village via 7th Street, Central Avenue and 7th Avenue.



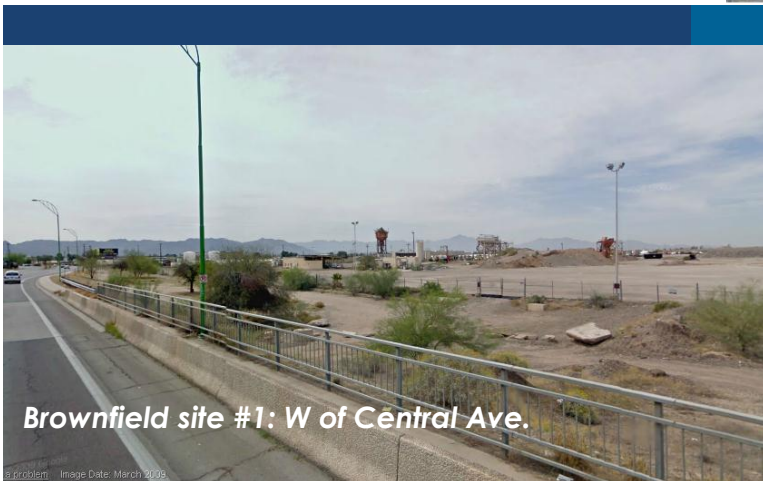
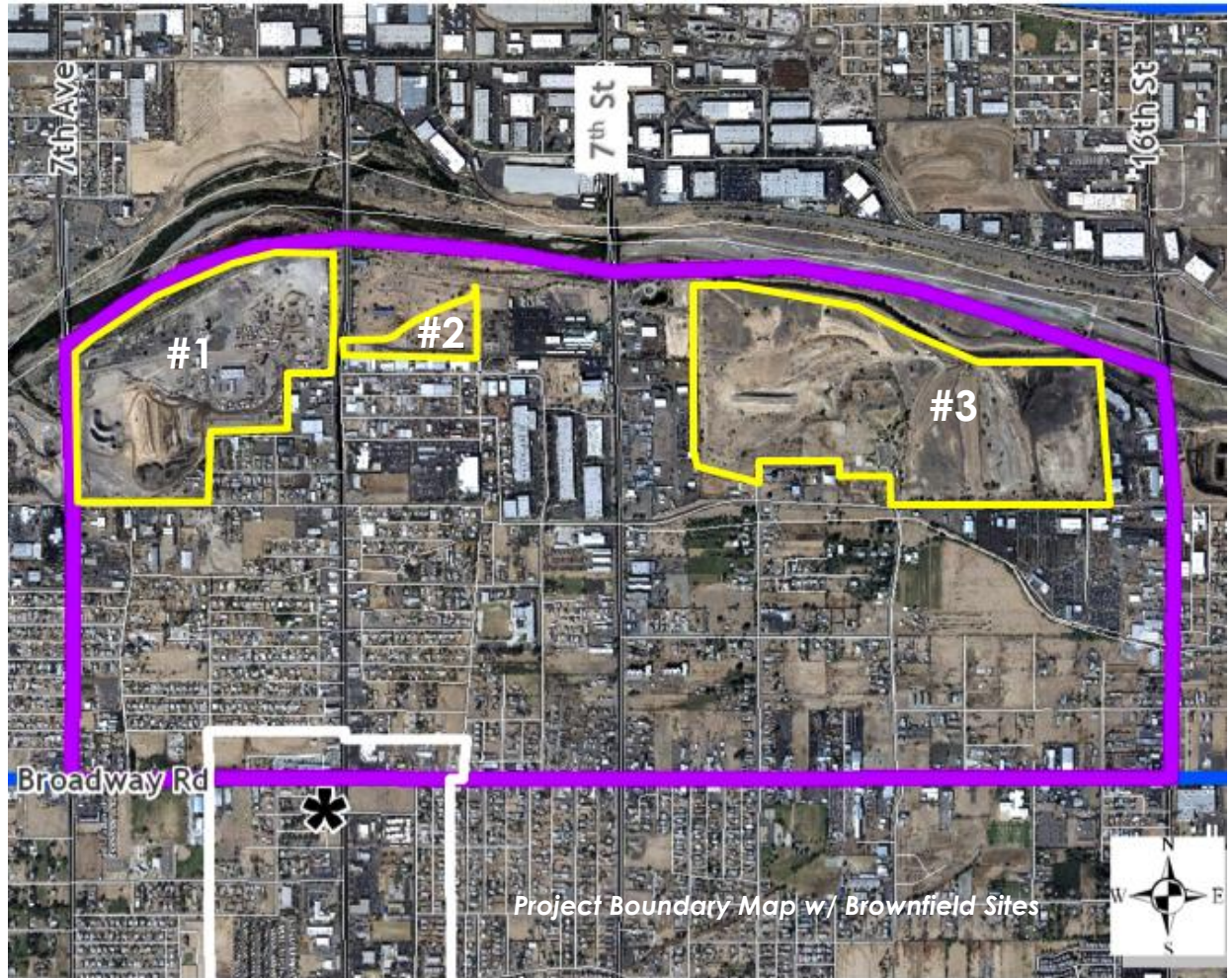
Brownfield Sites

The Del Rio Area Brownfields Plan focuses on three targeted brownfields sites within the project area.

Site # 1: The 70 acre privately owned site is located just south of the Rio Salado and a portion of it abuts Central Avenue. The site is currently utilized for open storage of trucks and processing of cement and paving materials.

Site #2: The 10 acre privately owned site sits just south of the Nina Mason Pulliam Rio Salado Audubon Center and is vacant.

Site #3: The former Del Rio Landfill site is owned by the city of Phoenix and is approximately 93 acres. Seventy-three acres of the site were previously used for municipal solid waste landfill operations, with the remaining 20 acres formerly used as a recreational park.



Public Outreach

Public Planning Process

Information Meetings

Visioning Workshops

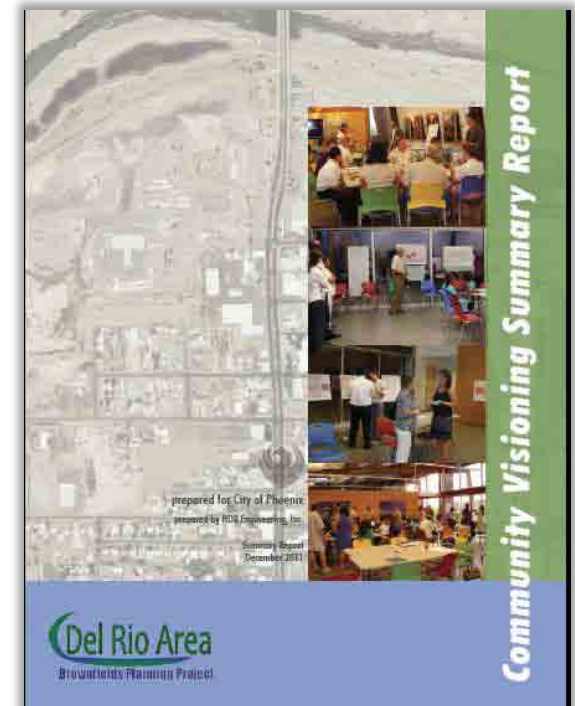
Planning Meetings

Development of Plan

Because public input was such an important goal of this project, the city of Phoenix invited an ad hoc "Advisory Group" to provide input and guidance on outreach and activities conducted as part of the project. The Advisory Group was comprised of 11 members that represent the project area and/or bring expertise to the subject matter of brownfields redevelopment.

Advisory Group members were asked to: provide recommendations on effective outreach strategies to engage the residential and business community within the Del Rio Area; act as a conduit to the local community and encourage public participation; and, provide feedback on the written documents prepared for the project. The Advisory Group met three times and participated in the visioning workshops and planning meetings.

INFORMATION SESSIONS: Three Information Sessions were held in May 2011, to inform the community about the project and to gain participation in future brownfields visioning workshops and planning meetings. The information sessions were conducted throughout the South Mountain area at the Rio Salado Audubon Center (3131 S. Central Ave.), the Neighborhood Resources Center (2405 E. Broadway Rd), and South Mountain Community College (7050 S. 24th Street). Attendees were provided an overview of brownfields redevelopment, general environmental information, and details on the purpose, goals, schedule, and activities for the project.



Public Outreach

VISIONING WORKSHOPS: A series of four community visioning workshops were held to obtain direct community and stakeholder input regarding the Del Rio Area. The workshops (each attended by 30 to 50 people) were held monthly from June through September, 2011. All four visioning workshops were held within the project area at the Nina Mason Pulliam Rio Salado Audubon Center. The outcome of the visioning process was a series of community developed sketches which provide the context for future planning activities. The results were documented in the "Del Rio Area Brownfields Planning Project Community Visioning Summary Report" dated December 2011.

PLANNING MEETINGS: Beginning in January 2012, a series of four community planning meetings were held, again within the project area, at the Nina Mason Pulliam Rio Salado Audubon Center. The meetings (each attended by 25 to 50 people) were held monthly from January through April 2012. The purpose of the planning meetings was to educate the community on the challenges and opportunities of brownfields and specifically landfill redevelopment, and to obtain input to develop the brownfields area plan. The meetings provided the community an opportunity to further evaluate the initial design concepts, to identify evaluation criteria for future development in the project area, and to provide input on resources, implementation strategies, and next steps. The outcome of the planning process was the creation of community-identified criteria/goals, the identification of next steps and strategies for implementation, and the inclusion of all design concepts for the three targeted Brownfield sites.

The community-identified several guiding principles that will be used to evaluate future development projects within the entire Del Rio Area. These guiding principles can be applied to future development of the targeted brownfield sites and any other sites in the project area. The guiding principles are an important component to ensure that future development incorporates the community's desires. The guiding principles are:

- Job Creation
- Environment
- Activities/Recreation
- Pedestrian-Friendly Design
- Entertainment
- Historical
- Education
- Eradication of blight
- Consistency with the Rio Salado Beyond the Banks Plan





Del Rio Area

Brownfields Plan

History

Central Avenue and the river (Rio Salado) have long been defining characteristics of the project area, South Mountain Village, and the city of Phoenix.

The postcards help to illustrate the importance Central Avenue played in connecting south Phoenix with the rest of the city. This longstanding function of both a physical and psychological connection that Central Avenue has provided the project area's businesses and residents to greater Phoenix, emphasizes the importance of revitalizing the project area for the community.

The area has a long residential history including the Southgate Park subdivision (dating to 1928) located at Central and Jones avenues. Other residential subdivisions in the Del Rio Area, such as the Frances Margaret subdivision at Illini and 7th streets, and Central Gardens subdivision at Central Avenue and Riverside Street, date to the mid-40s. Several participants of the workshops noted they had roots in the neighborhood spanning several generations.

As evidenced in the aerial photograph (right) the character of the area began to dramatically change with the introduction of mining operations in the 1950s. The area's natural and rural character transitioned to one defined by industrial uses.



Project Area, 1958. Source: EDR Report 2011

Central Avenue and the River



The Rio Salado

The Rio Salado Habitat Restoration Project defines the project's northern boundary and is a defining element of the area's character and revitalization.



The Rio Salado Habitat Restoration Project is located in a five-mile section of the Salt River within the city of Phoenix. The site totals 595 acres and is defined by a network of trails along terraced banks lined with trees and wetlands. The project is home to 200 species of migratory birds and various mammals, reptiles and amphibians. The project is a popular destination for hikers, cyclists and bird watchers.



The Nina Mason Pulliam Rio Salado Audubon Center opened in 2009 just south of the river along Central Avenue. The Center offers exhibits and programming aimed at furthering the Audubon Arizona's mission of – “Connecting people with nature using science, education, and advocacy to protect Arizona's birds, other wildlife and their habitats.” The Center is housed in a LEED Platinum certified building, which has set a standard for sustainable development within the Del Rio Area and the South Mountain Village.

Land Use & Demographics

The Del Rio Area is characterized by mixed development with residential, commercial, and industrial uses. According to the 2010 Census, there are over 3,500 people in the project area and 1,322 housing units. It is worth noting that over 90 percent of the population in the project area is minority, primarily Hispanics. The project area also contains over 122 employers (of three or more employees) employing approximately 3,600 employees (MAG, 2007). Employers are diverse and include manufacturing, construction, and public administration. North of the Salt River, and south of Interstate 17 (outside the project boundaries) are warehousing, manufacturing, and business park uses.

New residential development has begun to occur within the project area. In 2011 U.S. Vets expanded Victory Place located near 9th Street and Jones Avenue. The 75 -bedroom apartment complex provides housing and services to homeless veterans.

The Ed Pastor Transit Center at the northwest corner of Central Avenue and Broadway Road is a major transit hub for south Phoenix and



Ace Asphalt



Sand and gravel yard



Ed Pastor Transit Center



Victory Place



Residence in project area



Del Rio Area

Brownfields Plan

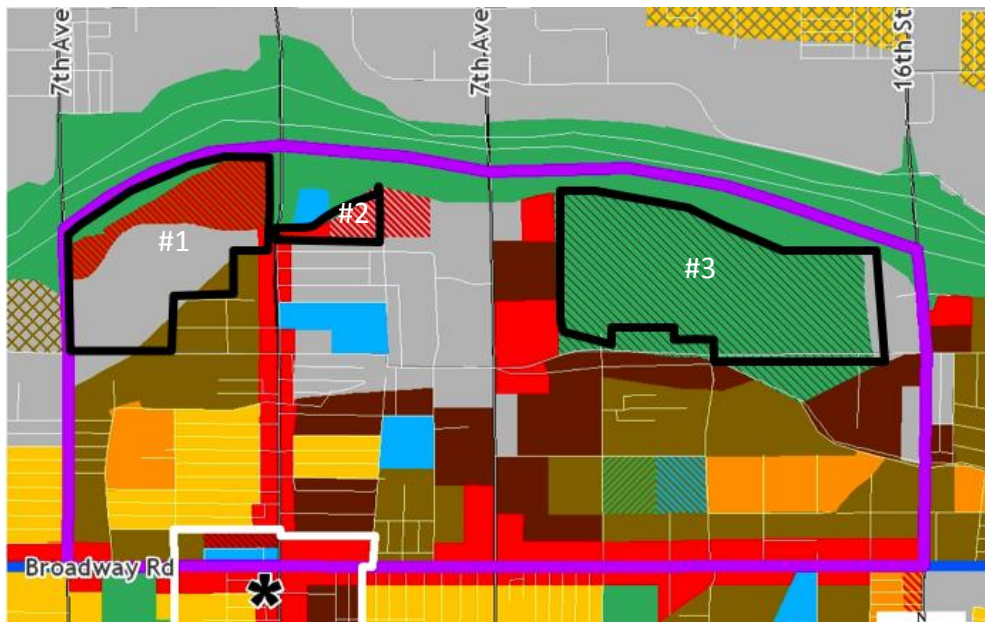
General Plan

A mix of General Plan Land Use designations defines the project area. The targeted brownfields sites are outlined in black in the map below.

Site #1 is comprised of a mix of Commerce Park and Mixed-Use Commercial / Multi-Family land use designations with some slivers of Open Space and Multi-Family land use designations along the north and south perimeters respectively.

Site #2 is made up of a combination of Commercial and Mixed-Use Commercial / Industrial land use designations.

Site# 3 is almost entirely made up of a Parks Open Space-Privately owned and reflects a previous desire from the community to see a golf course developed.



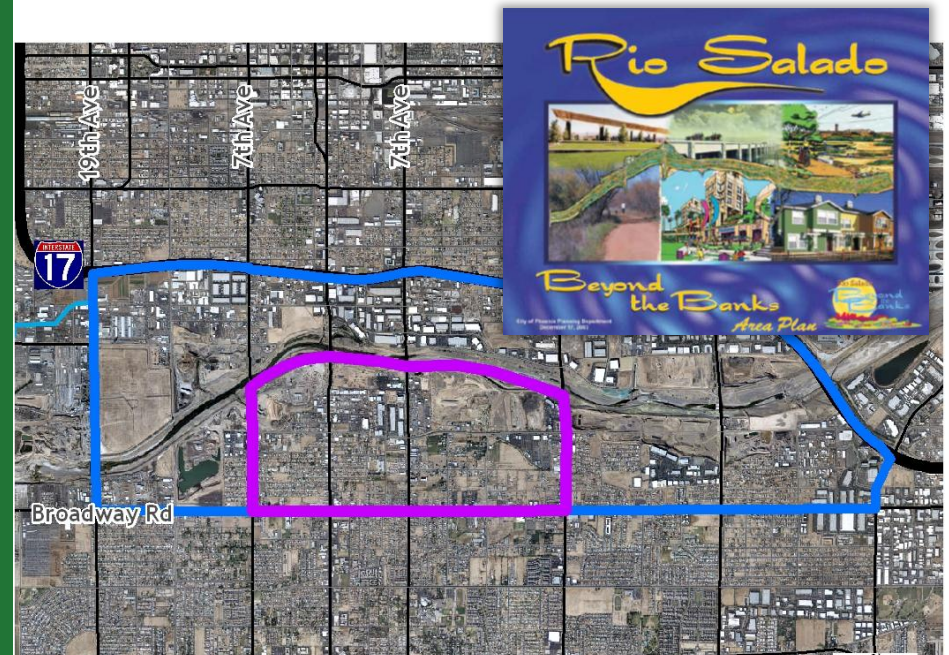
Rio Salado Beyond the Banks

In 2003 the Phoenix City Council adopted the *Rio Salado Beyond the Banks Area Plan*. The purpose of the plan was to provide a policy foundation that would ensure that future development was compatible and enhanced the significant investment made into the Rio Salado Habitat Restoration Project.

The plan focuses on several key components:

- Land Use
- Community Recreation
- Economic Development
- Neighborhoods
- Accessibility
- Safety

The plan captures all of the project area (see map below) and the current General Plan Land Use designations are a direct result of the plan's recommendations.



RSIOD

The Rio Salado Interim Overlay District (RSIOD) was adopted by the Phoenix City Council in 2001 and further updated after the adoption of the *Beyond the Banks Area Plan* in 2004. The boundaries from the RSIOD are the same as the *Beyond the Banks Area Plan*.

Some of the most pronounced characteristics of the RSIOD's area are industrial uses with open storage and sand and gravel operations with large open pits. The very nature of these uses can be at odds with the community's long-term revitalization and land use goals. The overlay district was designed to control the expansion of these open, outdoor land uses and at the very least result in better screening standards.

The RSIOD prohibits the development of any new junk, wrecking or salvage yards and requires that all requests to establish or expand outdoor primary uses within 500 feet of the Rio Salado obtain approval for a Special Permit from the Phoenix City Council.

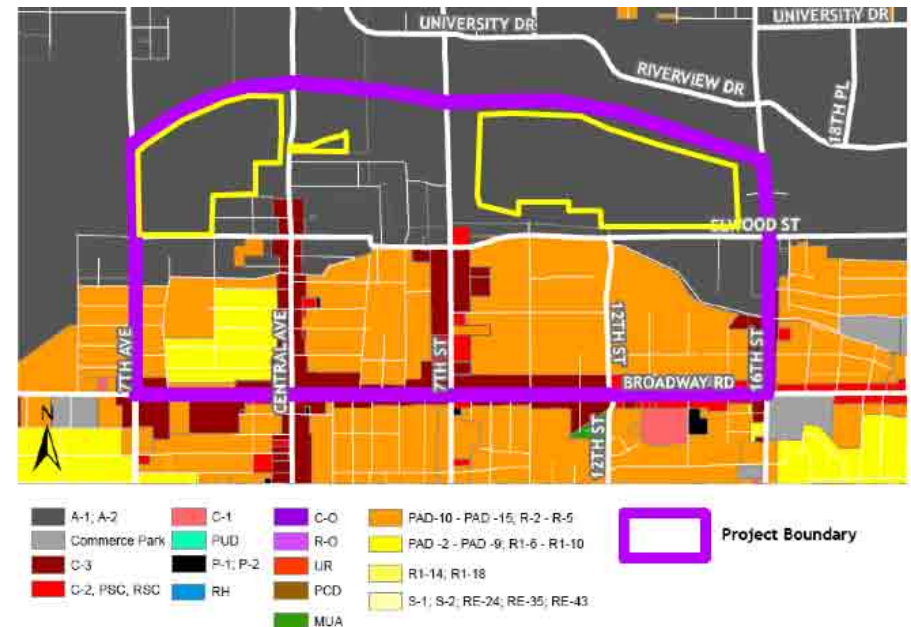


Zoning

Industrial A-1 and A-2 zoning are the dominant zoning districts north of Elwood Street within the project area. This industrial zoning is consistent with many of the existing industrial and open land uses in the area.

All three targeted brownfield sites (outlined in yellow) are zoned a mix of A-1 and A-2. Because sites #1 and #3 are within the RSIOD, and fall within 500 feet of the Rio Salado, any request to expand upon an existing industrial use would require an extensive public review and Phoenix City Council approval through the Special Permit hearing process.

The south half of the project area is comprised of a mix of single-family (yellow), commercial (maroon, red) and multi-family (orange) zoning districts.





Del Rio Area

Brownfields Plan

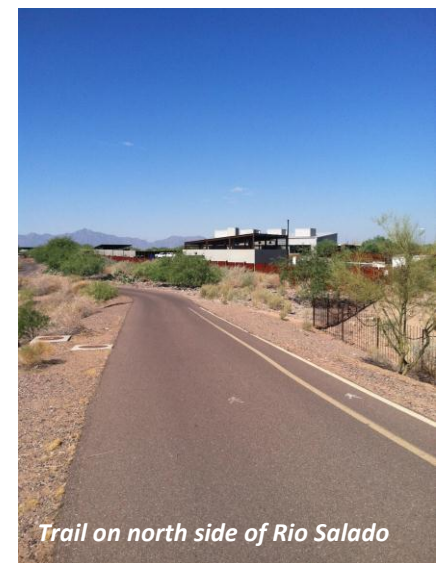
Values

Residents expressed a deep sense of appreciation for the Del Rio Area. The area's natural beauty and open space are its most prominent and valued features. The Rio Salado Habitat Restoration project and the Nina Mason Pulliam Audubon Center are points of pride for the community and a shining example of the area's potential.

The mix of businesses and neighborhoods provide not only a historic character to the area, but a sense of diversity and culture that should be protected as redevelopment occurs.

The project area captures the major gateways – 7th Avenue, Central Avenue, and 7th Street – into the South Mountain community. Protecting and enhancing this gateway function is an important component of the area's contribution to the South Mountain Village and the city of Phoenix.

The area offers some of the best views of downtown Phoenix's skyline. Maintaining this visual connection with Phoenix's core emphasizes the area's place in Phoenix's urban fabric.



Vision

Residents have a bold and imaginative vision for the Del Rio Area. The targeted brownfield sites are developed with quality, mixed-use development that incorporates restaurants, shopping, art-related opportunities, and quality jobs.

Sports and recreation uses from amusement parks to soccer and baseball fields serve as regional attractions to the area and have helped to redefine the area's identity.

New development has built on the standard for design and environmental leadership established by Rio Salado Audubon Center and the South Mountain Community Library.

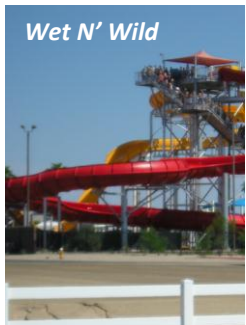
New projects are well integrated into the Rio Salado and the community is connected to downtown Phoenix and the greater Phoenix region via a new light rail line down south Central Avenue.



Maryvale Baseball Stadium



Canal Bank Improvement Rendering
Source: ASU Canalscape Project



Wet N' Wild



University of Phoenix



Phoenix Dog Park



Solar Panels at Downtown Civic Space



Kierland Commons



METRO Light Rail



South Mountain Comm. Library

Guiding Principles

As a result of the Values and Vision statements provided by residents a series of principles was developed that will serve as the evaluation criteria for all future development on the brownfield sites. The principles have been organized into three categories: Primary, Design and Land Use.

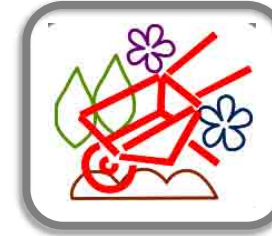
PRIMARY

The community outlined two primary principles for new development within the Del Rio Area. First, that it must help create **jobs** and second, that it address the **blighted** conditions on some of the properties.



Job Creation

Has the potential to create jobs at multiple wages and skill levels and offers a job-training component.

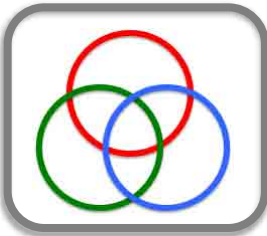


Eradication of blight

Eliminates blighted properties and visual eyesores that detract from community character.

DESIGN

The design of new development within the Del Rio Area will have a tremendous impact on the area's identity. Residents expressed a desire for new projects to incorporate three main design elements. That it be sensitive to the **environment**, that it be an inviting location for **pedestrians** and bicyclists, and that it reflect the **historic** character of the Del Rio Area.



Environmental

Cleanup of property results in benefits such as improved visual qualities, a safer environment, and opportunities for development.



Pedestrian Friendly Design

Provides pedestrians and bicyclists with safe sidewalks, lighting, buildings oriented to the street with ground floor activity.



Historical

Contributes to or enhances the historic character of the Del Rio Area.

LAND USE



Entertainment

Addresses the need for more retail, restaurant and arts / culture activities.



Activities / Recreation

Creates affordable activities and amenities for South Phoenix residents and families.



Education

Affords opportunities for educational enrichment and training for various age levels and skills.



Beyond the Banks

Generally consistent with the goals of the *Rio Salado Beyond the Banks Area Plan*.

The Primary and Design Guiding Principles address some of the overarching desires for new development within the Del Rio Area. The Land Use Guiding Principles provide guidance on what types of uses residents would like to see when redevelopment occurs. Residents placed a strong emphasis on uses that provided new sources of entertainment, activities, recreation and education for the community. There was also an emphasis placed on addressing the existing land use plan of the *Beyond the Banks Area Plan*.

Job Creation: Goals



The Del Rio Area is in proximity to some of Phoenix's largest employment centers. From Downtown Phoenix just north of the Rio Salado to the University of Phoenix campus near 32nd Street and I-10. The Job Creation goals aim to build on the area's locational assets and create more job opportunities within the Del Rio Area.

Goal #1: Attract a diversity of employers to the area. Emphasis should be placed on attracting employers that create jobs at multiple wage and skills levels and meet the Plan's other guiding principles.

Goal #2: Enhance job-training opportunities. Explore opportunities to develop partnerships with existing and new employers that meet will help address their workforce needs while building on the skill sets of area residents.

Goal #3: Integrate citywide economic development goals. Work with the Community and Economic Development Department to promote the area for business locations and leverage workforce training and recruitment services.



Eradication of Blight: Goals

Brownfields are often considered "blighted" properties. The Plan's overarching goal of redevelopment of brownfields directly addresses the eradication of blight.

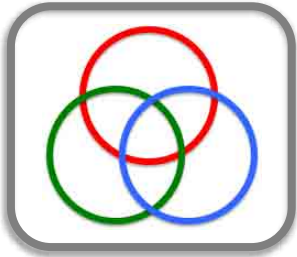
Goal #1: Discourage the expansion of open outdoor primary uses.

The Rio Salado Interim Overlay District (RSIOD) aims to limit the expansion of existing outdoor primary uses with the goal of transitioning the subject uses to those envisioned as part of the *Rio Salado Beyond the Area Banks Plan*. Special emphasis on discouraging the expansion of these existing uses should be given to properties within the Del Rio Area by the Planning and Development Department.

Goal #2: Enforce zoning standards. Coordination with the Neighborhood Services Department should occur to target properties out of compliance with current zoning standards. Enforcement of existing standards will help to eliminate blight and attract additional investment to the area.

Goal #3: Community cleanups. Form partnerships with existing community and business organizations to facilitate regular cleanups of trash, debris and graffiti within the Del Rio Area. Regular cleanups will help keep the area clean, help raise awareness about the area's importance to the city and serve as community building exercises.

Environmental: Goals



The Rio Salado Habitat Restoration Project and the Nina Mason Pulliam Rio Salado Audubon Center have set the standard for how Phoenix should address the natural environment when developing or redeveloping an area. New development within the Del Rio Area should build on the standards set by these projects.

Goals #1: Encourage the pursuit of Leadership in Energy and Environmental Design (LEED) certification and the use of Phoenix's Green Building Code. The Nina Mason Pulliam Rio Salado Audubon Center was the first LEED Platinum certified building in Phoenix. This is the highest certification a building can achieve. New public and private development should follow the Audubon Center's lead and help to continue to redefine the Del Rio Area as a hub for sustainable and environmentally progressive projects. The city of Phoenix should advocate for the utilization of the voluntary Phoenix Green Building Code and pilot the use of the code on the three targeted brownfield sites in conjunction with LEED certification.

Goal#2: Advance the use of green remediation technologies. The Office of Environmental Programs should encourage the use of environmentally sensitive remediation practices and technologies.

Pedestrian Friendly Design: Goals

The Rio Salado Habitat Restoration Project is a huge attraction for walkers, runners and cyclists. New development should build on this attraction to the area for non-motorists and take into consideration the potential for high capacity mass transit serving the area in the future (i.e. Central Ave. High Capacity Transit).



Goal #1: Require connectivity to the Rio Salado. New development should provide connections to existing hiking and biking paths to and from the Rio Salado.

Goal #2: Design for pedestrians first. Work with the Planning and Development Department to ensure that development incorporates design elements that provide pedestrians with safe sidewalks, lighting, and buildings oriented to the street.

Historical: Goals



The Del Rio Area and the South Mountain Village have a unique and cherished sense of history and character. These qualities should not be lost as a result of redevelopment.

Goal #1: Celebrate the river. New development should always recognize and promote the existence of the Rio Salado into projects through the use of a variety of design or artistic elements.

Goal #2: Remember the past. Efforts should be made to incorporate elements of the Del Rio Area's history and industrial period. Addressing the area's industrial roots through such techniques as the reuse of industrial materials can help add to the area's character.

Activities & Recreation: Goals



The Del Rio Area is home to the Rio Salado and serves as one of the primary gateways to the world's largest municipal park - South Mountain Park. Just south of the project's boundaries is the Salvation Army Ray and Joan Kroc South Mountain Community Center. Opened in 2011, the state of the art center with a gymnasium, rock wall, indoor and outdoor pool, running track, auditorium, library, café and outdoor sports fields is a tremendous resource for the community. More should be done to capitalize on the area's connection with some of Phoenix's most popular recreation destinations.

Goal #1: Create more locations for families to have fun. While the Rio Salado and South Mountain Park are recreational treasures they may not serve the needs of families looking for large grass areas with shade to have picnics or play with pets. Adding this element to the Del Rio Area would enhance its appeal as a recreation attraction and complement the host of indoor recreation activities held at the Kroc Center.

Goal #2: Make the Del Rio Area a sports destination. Another element missing from the area is strong presence of opportunities for sports. While the addition of the Kroc Center is a huge addition to the area, the vast amount of developable space is a huge asset to the area and makes it a potential location for large field sports facilities. The addition of these types of facilities to the area could bring in large tournaments, and with them droves of visitors.



Entertainment: Goals

Each of Phoenix's 15 urban villages has a designated "Core" that is planned to serve as the village's center for employment, shopping, dining and entertainment among other uses. A portion of the core for the South Mountain Village is located within the Del Rio Area at the corner of Broadway and Central Avenue. The South Mountain Core has yet to develop into a hub of activity and thus can be considered underdeveloped.

Goal #1: Create more places to shop, dine and enjoy the Del Rio Community. Partner with the commercial development community to better understand what steps must be taken to establish more retail, dining and entertainment destinations within the area.

Goal #2: Streamline development. Partner with the Planning and Development Department to determine what regulatory hurdles may exist that could stifle development growth.

Goal #3: Establish development strategy. Collaborate with city of Phoenix departments that own land in and around Del Rio Area on a marketing and development strategy for all subject parcels. Strategy should identify which city owned sites are best suited for commercial / retail development.

Education: Goals

The Nina Mason Pulliam Rio Salado Audubon Center serves as tremendous educational resource for the community. Efforts should be made to replicate this service with future development projects.

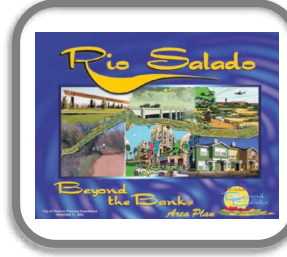


Goal #1: Collaborate with area education institutions and organizations to further the community's educational enrichment. From the Roosevelt School District and South Mountain Community to Southminister Presbyterian Church and South Gate Church, the South Mountain Village is home to a wealth of potential partners that can provide leadership and resources in this effort.

Goal #2: Promote the Nina Mason Pulliam Rio Salado Audubon Center. While the Audubon Center has become a point of pride for all of Phoenix and a great place to learn about our environment, more needs to be done to increase its exposure to the community. Collaboration with community groups is needed to bring more people to the Audubon Center to experience it and to see just what a special place the entire Del Rio Area can be.

Goal #3: Make the Del Rio Area a hub for environmental education. The habitat restoration project combined with several brownfield sites, creates an excellent opportunity and setting to study and educate about the environment in Phoenix and within the Del Rio Area. More outreach needs to be done to educational institutions highlighting this dynamic and encouraging more student activities and exposure to the area.

Beyond the Banks: Goals



The *Rio Salado Beyond the Banks Area Plan* has laid a tremendous foundation for the Del Rio Area Brownfields Plan. Building on the work done in the *Beyond the Banks* effort is integral to the plan's success.

Goal #1: Address the *Rio Salado Beyond the Banks Area Plan* on any development projects within the Del Rio Area. The *Rio Salado Beyond the Banks Area Plan* is currently the primary policy guide for new development within the Del Rio Area. The Del Rio Area Brownfields Plan is meant to build on this policy foundation through its incorporation into the updated General Plan or through a future General Plan Amendment. Because the *Beyond the Banks* covers other elements not addressed by this plan it is important that it continue to serve as a policy guide in conjunction with the Del Rio Area Brownfields Plan.

Site Sketches

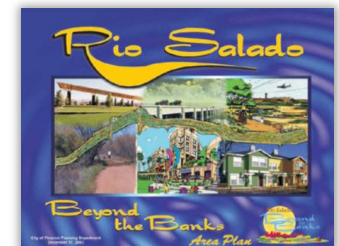
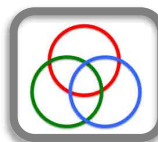
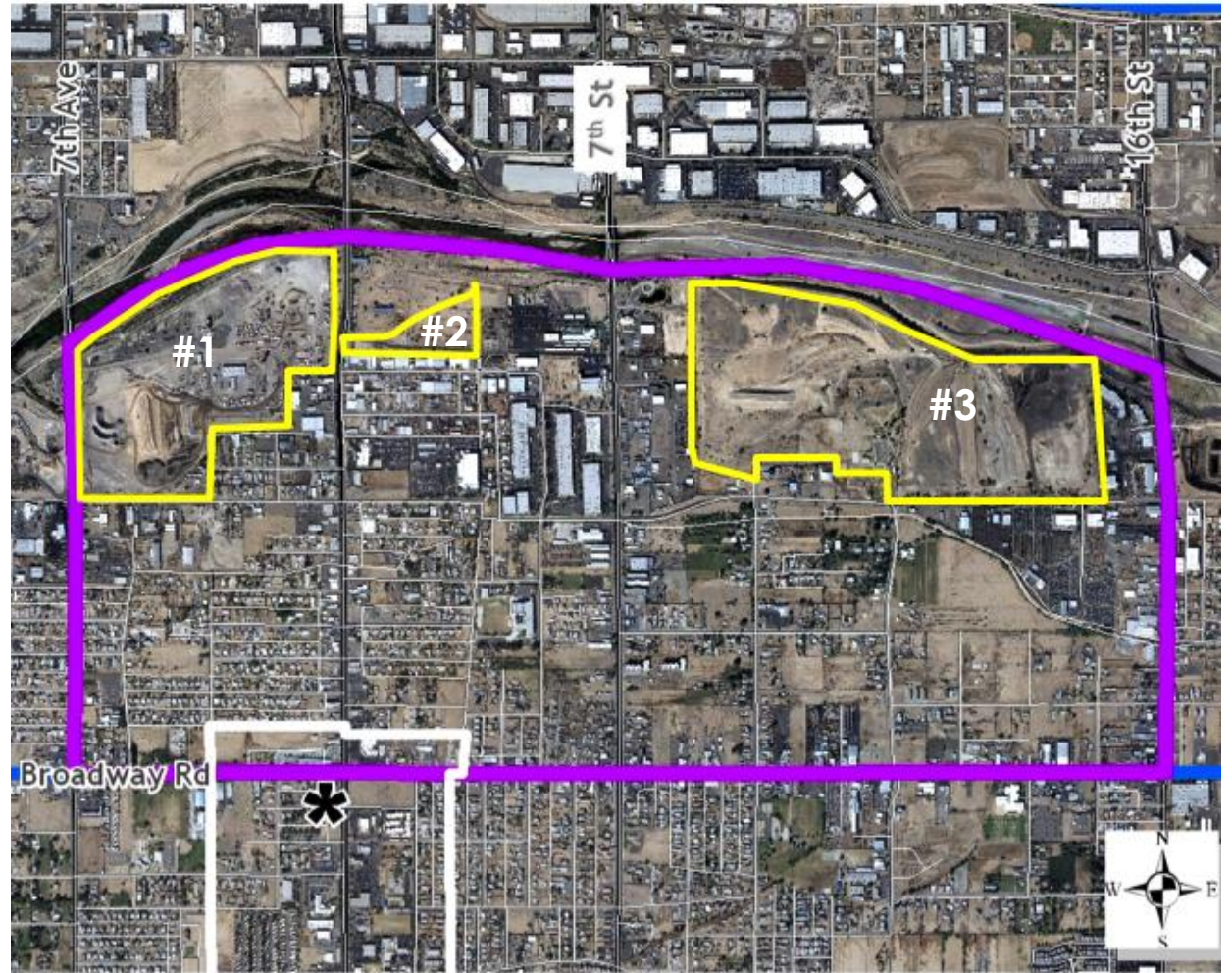
The following pages provide a brief analysis of how each of the sketches developed at the Visioning Workshops measures up against the developed guiding principles and goals as well as the adopted land use plan of the *Rio Salado Beyond the Banks Area Plan*. The point of the analysis was not to select a preferred land use alternative, but to highlight the sketches potential strengths and weaknesses.

Full-page descriptions of each sketch are provided to provide a clear and concise summary of the community's vision for each site.

Because the sketches are primarily an exercise in land use visioning, the four Land Use Guiding Principles are utilized as part of the analysis.

Each of the sketches has the potential to address the Job Creation and Eradication of Blight guiding principles by virtue of the fact that they are redeveloping the targeted brownfield sites.

The Environment, Pedestrian Friendly Design and Historical guiding principles are not limited to a design concept, and can be integrated into almost any of the sketches.

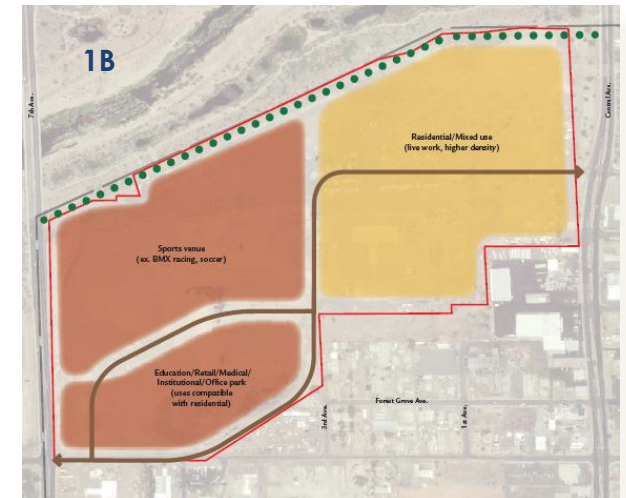
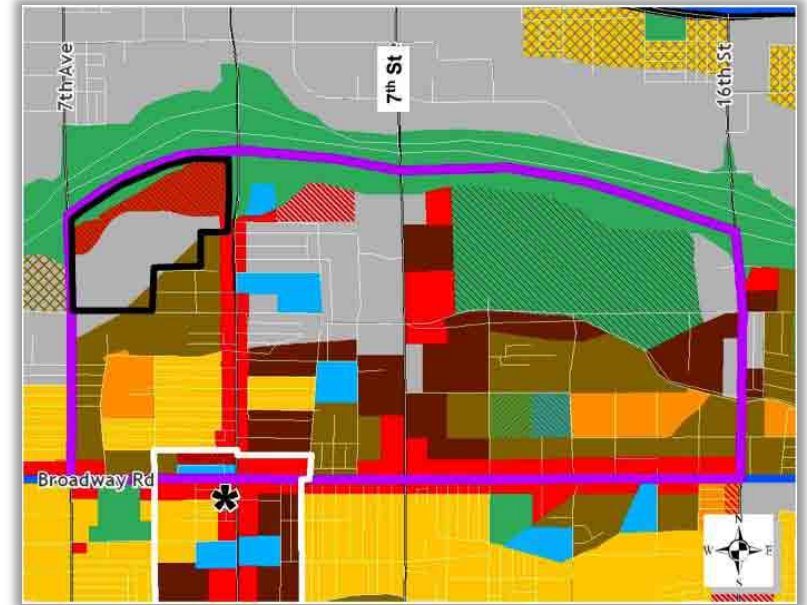


Brownfield Site #1

Residents presented a balanced set of land use proposals for Site #1 during the Visioning Workshops. Sketches 1C and 1A received the most positive feedback from the community. The graphics below illustrate how each of the sketches addresses the goals of the Plan. The sketches all adequately address the Plan's goals of providing recreational activities, educational elements, and retail / restaurant components.

The existing General Plan Land Use designations for the site are Mixed Use (Commercial / Residential 10-15 du / ac) and Commerce Park / Business Park. All of the sketches have components that are consistent with the current designations, but all also offer substantial differences as well. The General Plan Land Use designations do not address the community's desire for more recreational elements at this site as illustrated in Sketches 1C and 1A.

Modifications to the General Plan Land Use Map to incorporate more recreational land uses could be a consideration moving forward.



Brownfield Site 1A

This sketch received 35 dots of support from the community at the Visioning Workshop and one additional online vote.



The sketch includes a mixed-use corridor along Central Avenue, with arts/cultural entertainment, medical/research facilities, and open space designation.

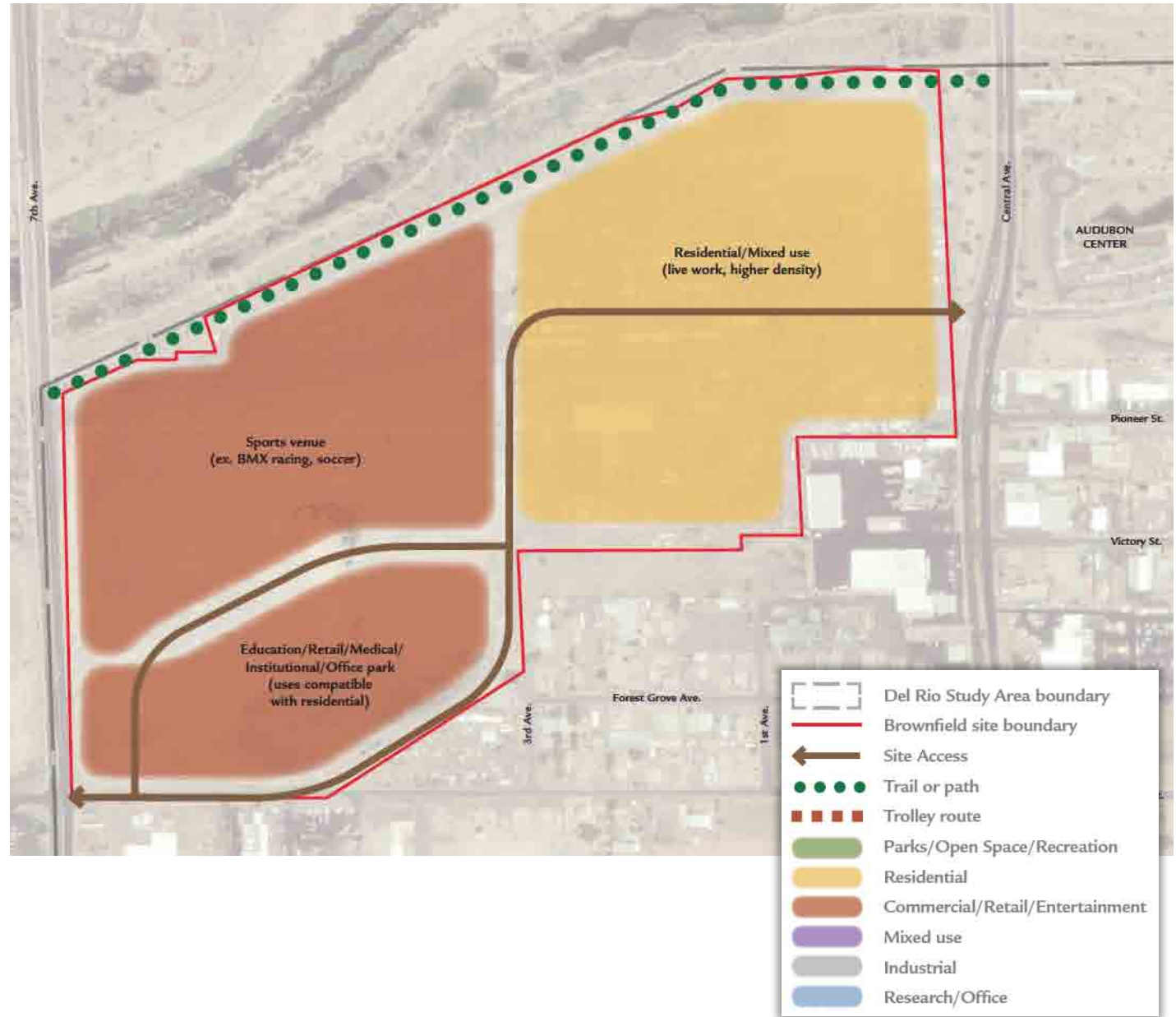


Sketch 1B

This sketch received 19 dots of support from the community at the Visioning Workshop.



The sketch highlights a sustainable destination site with an international sports complex for the City of Phoenix, and emphasizes the ability to “live/work/play” to keep people in the community.



Sketch 1C

This sketch received 36 dots of support from the community at the Visioning Workshop and 2 additional online votes.



The sketch highlights a mix of higher density housing and retail along Central Avenue with recreational and entertainment opportunities throughout. The sketch also features educational and medical facilities and connections that provide cohesion to/from downtown Phoenix.

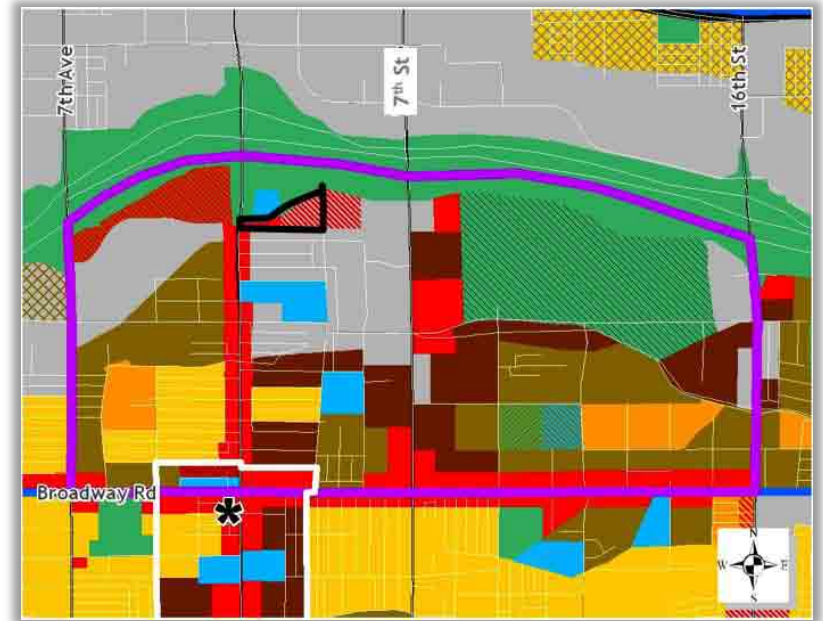


Brownfield Site #2

Site #2 is the smallest of the three sites at approximately 10 acres. Its location on Central Avenue and proximity to the Nina Mason Pulliam Rio Salado Audubon Center make it a great candidate for redevelopment.

Sketches 2A and 2C address many of the Del Rio Area Plan's goals but none of the sketches are consistent with the General Plan Land Use designations. Sketch 2C's provision of a large desert park on a bulk of the site conflicts with the current General Plan Land Use designations of Commercial and Mixed-Use (Commercial/Office/Commerce Park). Sketch 2B does not provide a recreation component, but its proposed solar farm would be considered an Industrial land use.

Sketch 2A received the most support from the community during the Visioning Workshops and poses primarily commercial land uses; therefore, no changes to the existing General Plan Land Use designations are necessary.

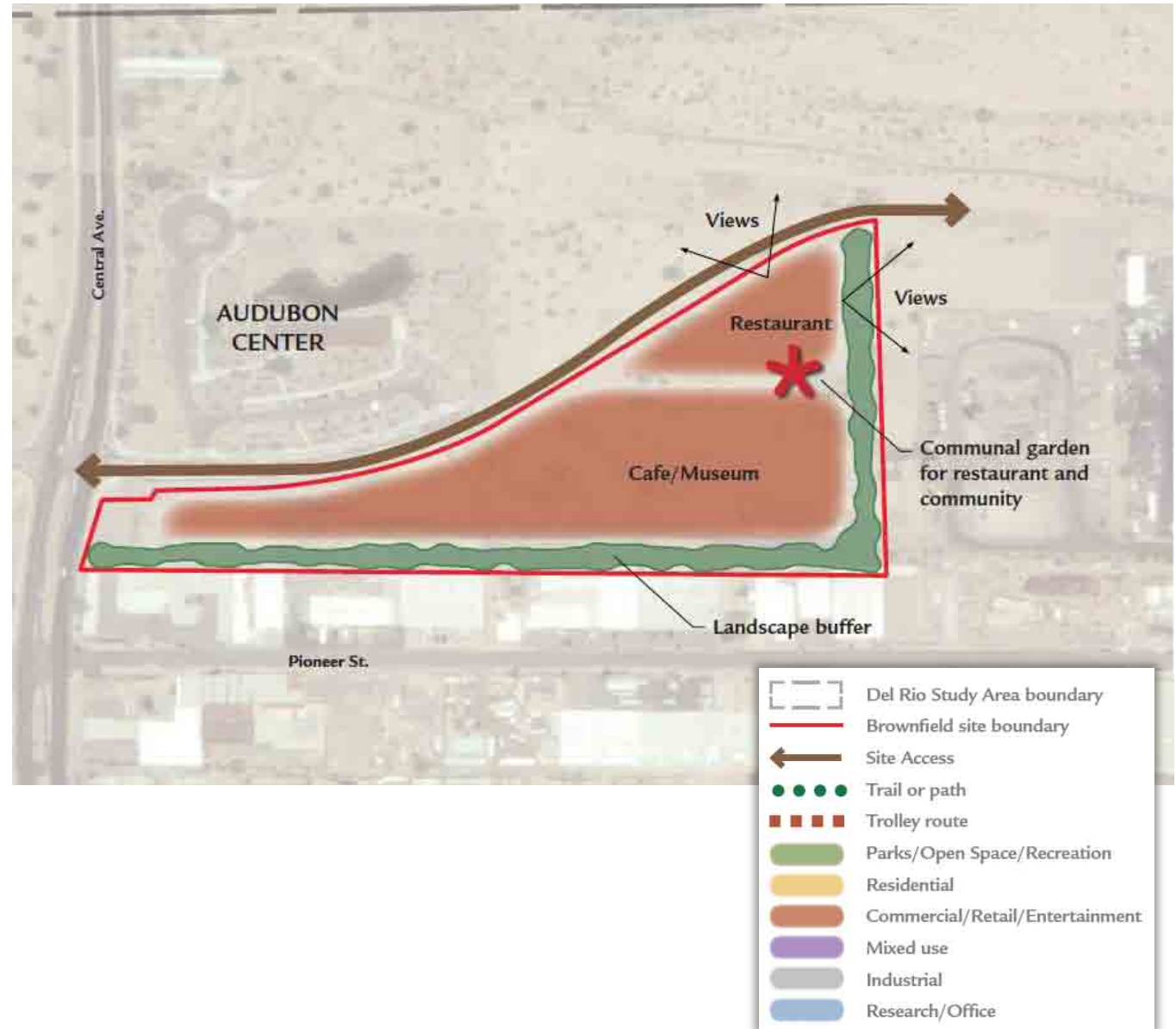


Sketch 2A

This sketch received 51 dots of support from the community at the Visioning Workshop and one additional online vote.



The sketch highlights a mix of entertainment or cafes, a museum, retail near Central Avenue, and a community garden and / or a garden to provide fresh food to the restaurant. A landscaped buffer along the south side of the site provides sound abatement from nearby uses.



Sketch 2B

This sketch received 6 dots of support from the community at the Visioning Workshop.



Sketch 2B focuses on solar farm opportunities with a research and educational component. A majority of this site would be dedicated to solar panels, and a small area near Central Avenue could include a café / restaurant, retail, and /or an energy educational facility.

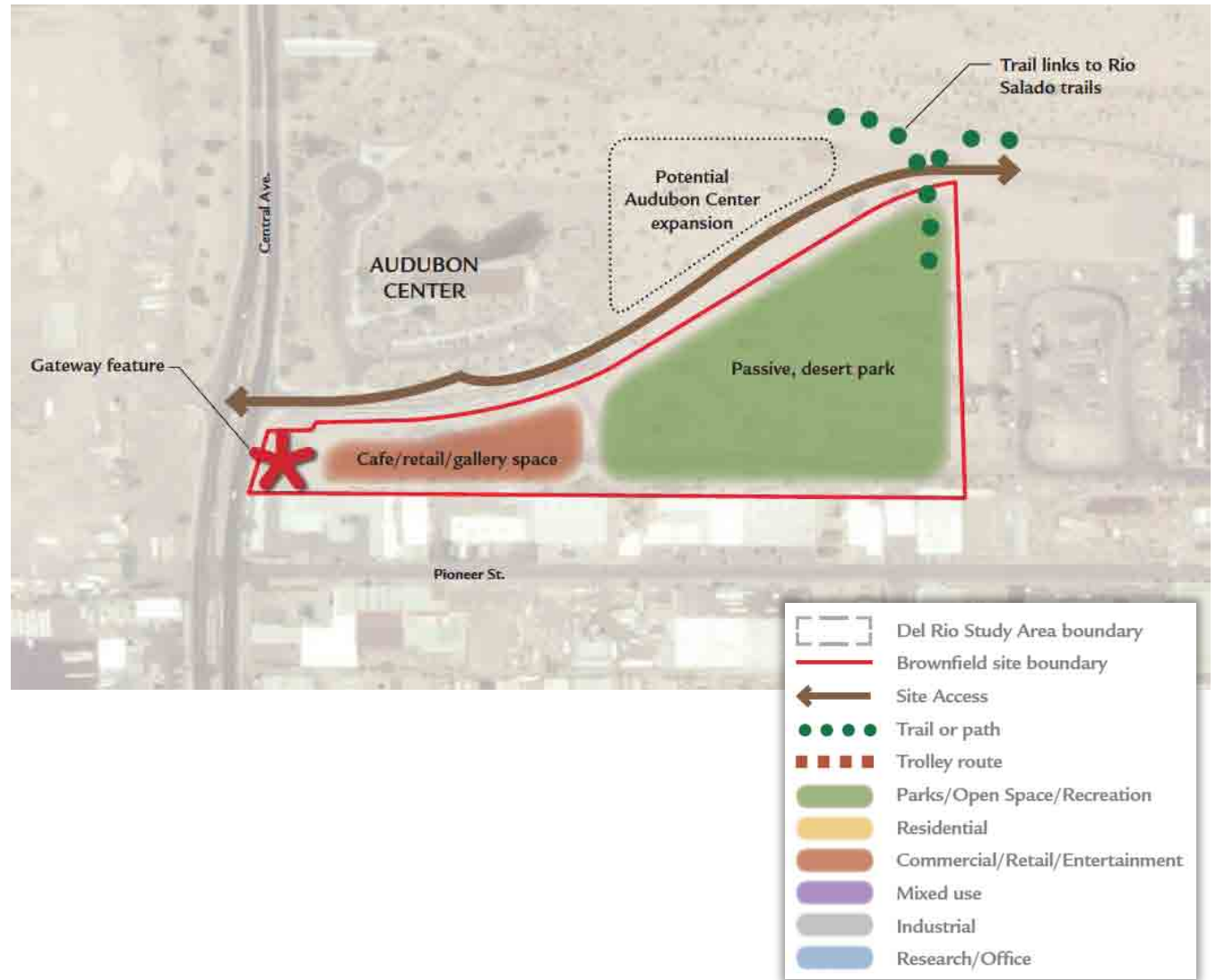


Sketch 2C

This sketch received 33 dots of support from the community at the Visioning Workshop and one additional online vote.



The sketch includes a passive desert park with a desert riparian / xeriscape design, connecting trails to the Rio Salado, a variety of park amenities, and a community garden for families. A restaurant/café could provide simple pre-made food or picnic food items for park visitors.



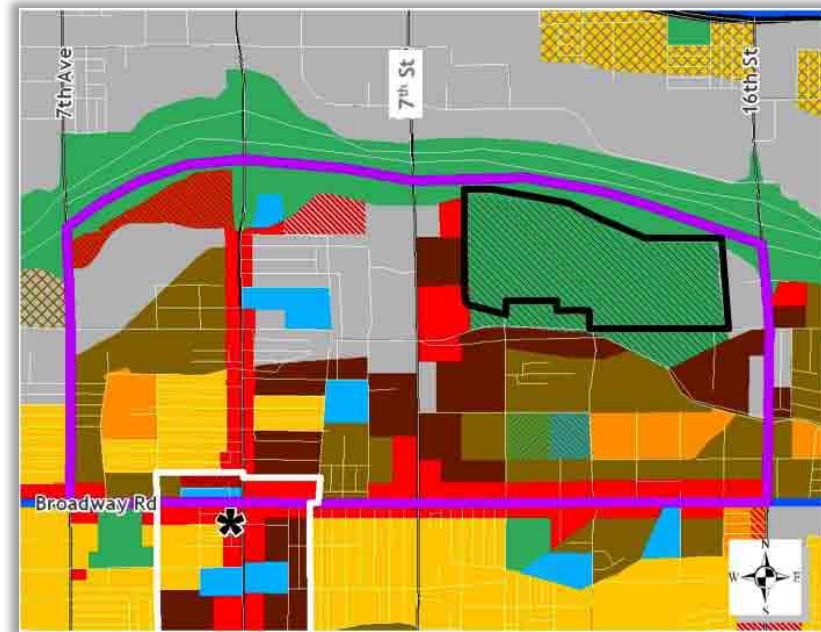
Brownfield Site #3

Site #3 had five sketches created during the Visioning Workshops. The sketches offer a variety of land use mixes and illustrate the community's desire for an active and vibrant location adjacent to the Rio Salado.

Site #3 has only one land use designation on the General Plan Land Use Map – Parks Open Space – Privately Owned. According to the Rio Salado Beyond the Banks Area Plan the goal was to develop the site with a golf course. Based on a majority of the sketches, the community has moved away from this vision.

Sketch 3E proposes the site be redeveloped with a mixture of recreation uses. Sketch 3B has many of the same concepts but also incorporates some commercial components and a baseball spring training facility. The strong emphasis on recreational/field sport uses makes the two sketches fairly consistent with original vision of the site serving as open space.

Sketch 3C calls for a mixture of commercial and industrial uses. The lack of any recreational elements deviates from the current land use designation.

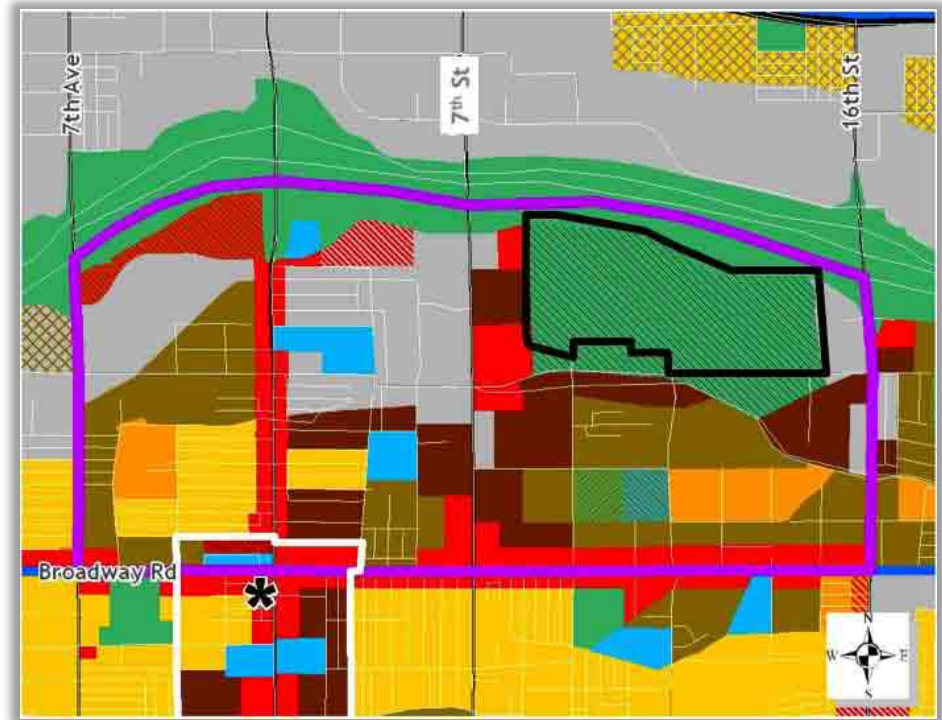


Brownfield Site #3 cont'd

Sketch 3D is similar to Sketch 3B in that it calls for a mixture of recreational and commercial uses. A major distinction is that 3D envisions a commercial core at the center of the site. The site's focal point is a commercial center and not a recreational use, and not consistent with the *Rio Salado Beyond the Banks Area Plan*.

Sketch 3A is one of the more ambitious sketches in calling for the development of an amusement park. While the neither the amusement park nor the solar farm are consistent with the existing land use designation they do address the community's desire for job creation, entertainment destinations and present some possibilities for educational components.

Modifications to the General Plan Land Use Map could be considered moving forward as the majority of sketches differ from existing land use designations.



Sketch 3A

This sketch received 8 dots of support from the community at the Visioning Workshop.



The sketch highlights an amusement park use on the site as a point of pride for the community and emphasizes the development of a solar farm that has low impact on the site, provides educational opportunities, and possible revenue potential.



Sketch 3B

This sketch received 47 dots of support from the community at the Visioning Workshop.



The sketch includes a park complex with world-class soccer facilities as the anchor. Numerous other training fields support this idea, and significant landscaping to help improve the air quality of the area. Entertainment options such as rodeo grounds, bowling, paintball, and/or a theater were also proposed.



Sketch 3C

This sketch received 32 dots of support from the community at the Visioning Workshop and 2 additional online votes.



The sketch highlights the site as a mixed-use area with a majority of the site dedicated to a solar panel layout. A pedestrian-friendly commercial zone (restaurants/cafes, shops etc.) and a running trail parallel to Rio Salado compliment the solar use. The sketch emphasizes job creation.



Sketch 3D

This sketch received 10 dots of support from the community at the Visioning Workshop and 2 additional online votes.



The sketch highlights the area for recreational use. It includes a soccer complex (similar to Reach 11) where tournaments and recreational sports could occur. It also features a community center that includes ramadas and cooking areas for family gatherings and picnics. Shade ramadas would allow the viewing of the habitat restoration project and supporting businesses provide concessions and retail opportunities.



Sketch 3E

This sketch received 56 dots of support from the community at the Visioning Workshop and 2 additional online votes.



This sketch highlights areas for active recreational use and includes a soccer complex and community center. This sketch has a 9-hole, par-3 golf course, a dog park, and children's park. This sketch also includes an area ringed with multiuse paths, and a trolley (electric) providing access throughout the park.



Del Rio Parks Master Plan

The Phoenix Parks and Recreation Department initiated a master planning process for the former Del Rio Landfill in January 2012. The process involved the formation of a small Community Advisory Council (CAC) to evaluate design alternatives to be presented to the greater community for consideration and selection. Members of the CAC included participants from the Phoenix Del Rio Area Brownfields Planning Project. The five design concepts that were completed by the community in the Del Rio Area Brownfields Planning Project were utilized in the planning process.

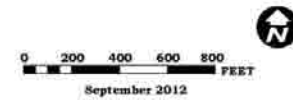
The planning process, generally a six-month process, began in February 2012. Four CAC meetings were held through August 2012. The Draft Conceptual Master Plan, shown below, was completed and presented in a community meeting on Sept. 6, 2012.

The Plan's design elements included: youth soccer and football fields, softball fields, basketball courts, playgrounds, an outdoor event venue, skate plaza, sand volleyball, BMX track, equestrian facility, ramadas, open turf areas and an area for commercial/retail development. Upon final approval by the CAC, the next step in the planning process is to submit the Conceptual Master Plan to the Phoenix Parks and Recreation Board for approval.

The conceptual sketch on the following page illustrates the design elements.

RIO SALADO PARK/DEL RIO LANDFILL

Conceptual Master Plan





Del Rio Area

Brownfields Plan

Assets

The first step in making the vision and goals of the Del Rio Area Brownfields Plan successful will be to harness the area's existing assets. While much has been discussed about the assets internal to the project area (i.e. Rio Salado Habitat Restoration Project, Nina Mason Pulliam Audubon Center, Ed Pastor Transit Center, proximity to Downtown Phoenix), the South Mountain Village is home to a wealth of assets that should always be taken into consideration when implementing the Plan. From the Salvation Army Ray and Joan Kroc South Mountain Community Center on Broadway Road and 12th Street to the Southminister Presbyterian Church's community garden near 19th Street and Broadway Road, future development should build upon the success and strengths of these projects. Using this asset based approach will ensure that future Del Rio Area projects complement existing assets, and help them prosper. Recognizing all of the aspects of what makes the community function – community, economy and the natural environment – will result in a truly sustainable future for the Del Rio Area and the South Mountain Village.



The Farm at South Mountain



Highline Canal



The Arizona Grand Resort



Salvation Army Ray and Joan Kroc South Mountain Community Center



Southminister Presbyterian Church's Community Garden

Opportunities

The conclusion of the Del Rio Area Brownfields Planning Project coincides with the beginning of Phoenix's General Plan Update – PlanPHX.

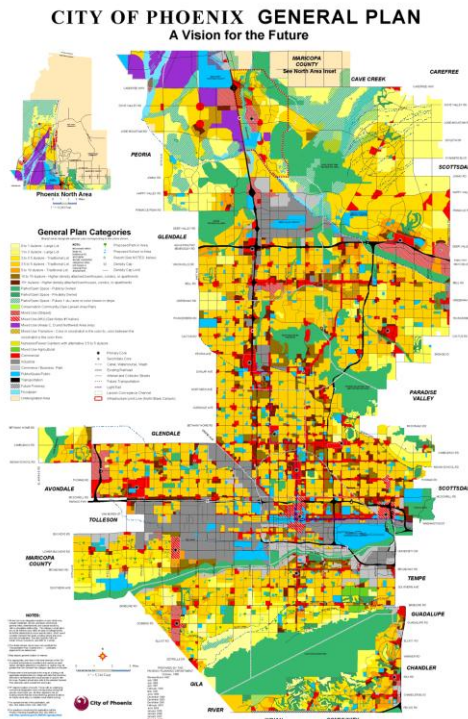
PlanPHX offers an excellent opportunity to update the General Plan Land Use Map and policies to reflect the vision and goals of the Del Rio Area Brownfields Plan.

The Phoenix General Plan provides the policies for growth, conservation and infrastructure for the city. Updating the General Plan will involve an extensive public involvement process and culminate in a ballot measure by no later than 2015. The Del Rio



Area Brownfields Plan provides an important “piece to the puzzle” when putting together the updated components of the General Plan.

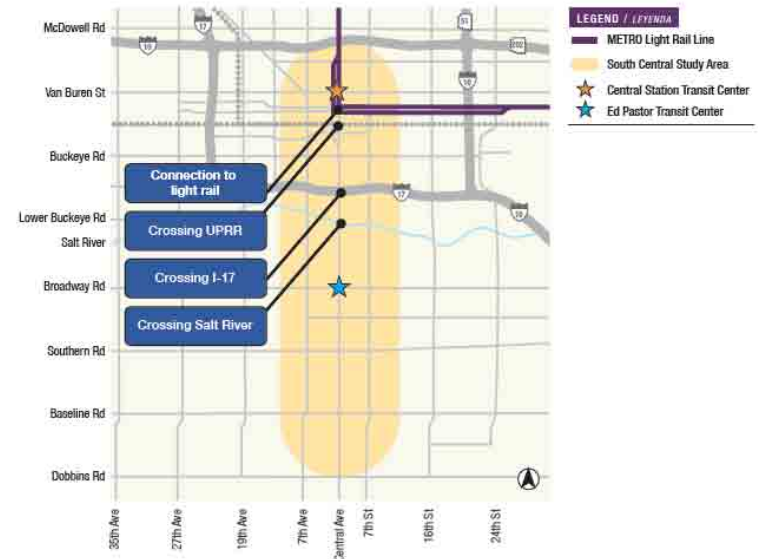
Incorporation of and reference to the Del Rio Area Brownfields Plan into the General Plan would be a tremendous step towards the plan's implementation and would provide the foundation for future planning work within the Del Rio Area.



The South Central Corridor High Capacity Transit Alternative Analysis (AA) will take place within the project area and ultimately result in the recommendation of a mode of transit to connect the Del Rio Area with downtown Phoenix. The AA will take into account not only existing land use patterns, but desired ones as well. The work done in the planning project will go a long way towards shaping which mode and route are ultimately recommended.



The AA could result in the addition of South Central Avenue to the Regional Transportation Plan, which would make it available to receive public funding. Installation of high capacity transit along South Central Avenue could serve a major catalyst for redevelopment occurring within the Del Rio Area.



The approach in this section is to identify comprehensive strategies and key first steps needed to advance the goals of the plan. Future long term implementation of the plan is affected by fluctuating economic factors that are difficult to predict. Funding required to develop the three targeted Brownfield sites is dependent on public and private sources. Continued diligence will be required to obtain funding and establish public-private partnerships. The goals as established by this plan are the key components in achieving the community's vision for the area.

First steps:

- Formally adopt the Del Rio Area Brownfields Plan into the Phoenix General Plan.
- Apply to EPA for Brownfields Site Assessment and/or Cleanup Grant Funding for the targeted Brownfield sites and the Del Rio Area.

Comprehensive Strategies:

- Evaluate other federal and state resources applicable to area needs and apply for funding.
- Evaluate philanthropic funding sources applicable to area needs and apply for funding.
- Promote private-sector investment in the Del Rio Area by seeking public-private partnerships
- Utilize incentive tools, policies, and programs available from the city.
- Promote sustainable development by encouraging the use of the voluntary Phoenix Green Building Code and pilot the use of the code on development of the three targeted brownfield sites.
- Encourage use of green remediation technologies, where possible.

Del Rio Area

Brownfields Plan



October
2012