PHX Land Reuse Strategy

Implementation Oversight Committee / Technical Advisory Committee (IOC/TAC) Meeting

January 31, 2019
Welcome
AGENDA

Culture as Community Success
Your Proposals & Experience
What You Should Be Listening For
Session 1: Content - Cultural Celebration
Session 2: Form - Neighborhood Quality
Session 3: Process - Economic Opportunity
What’s Next
Culture as Community Success
KEY CONTRIBUTORS TO COMMUNITY GROWTH

- Culture shapes decision-making
- Attracts talent & ambition
- Arts & cultural industries support economic development
CULTURAL CAPITAL AS COMMUNITY WEALTH

Elements of Cultural Capital
- Art, Music, Dance, Food
- Skills
- Tastes & Mannerisms

Empowerment

Community Cultural Wealth
- History
- Memory
- Experience & Interests
THE BENEFITS OF CULTURAL CAPITAL

A COMMUNITY WITH HIGH CULTURAL CAPITAL LEADS TO GREATER COMMUNITY SUCCESS!

Economic Capital

Community Sustainability & Prosperity

Cultural Capital

Social Capital

DEVELOPMENT CYCLE

- Developer Signs Agreement
  - Spark Areas
  - Blocks
  - Quick Hits

- Development Guidelines Control
- Years of Development
- % of Airport Revenues Redirected Back to Community

POSSIBLE EXAMPLES

- Home Rehabilitation Funding
- More Sports Fields
- Community Event Space
- More Park Amenities
- Cultural & Historical Arts Funding
- Trees & Shade Program
Your Proposals & Experience
YOUR PROPOSALS & EXPERIENCE

Present your ideas, thoughts, and experience related to a Cultural Corridor

* 3-5 min presentation per person.
1 - Downtown Phoenix
2 - Warehouse District
3 - Roosevelt Row Arts District
4 - Welcome Diner/ Garfield Historic District
5 - Yourland
6 - Phoenix Sky Harbor International Airport
• Preferred Spark Area 2 appears to have a diagonal pedestrian walkway
  o Recommends multiple cultural displays along this walkway in the form of:
    ▪ Statues
    ▪ Murals
    ▪ Water Fountains
    ▪ Art Displays, etc.
    ▪ Each with a plaque explaining cultural significance

• Likes the idea of using the small stone house on CPLC property for an audiovisual museum
  o Monitor presents 15 minute historical perspective on the area
  o Walls lined with historical photos

• Capture a verbal history from elderly residents
  o Verbal history/reflections would be part of the AV presentation
  o Production estimate cost $25,000-$50,000
WHAT YOU SHOULD BE LISTENING FOR

Cultural Celebration Technology Advisory Committee

WHAT YOU SHOULD BE LISTENING FOR

Neighborhood Quality Technology Advisory Committee

CONTENT
Stories, themes, & priorities

FORM
Scales/ways to illustrate your stories

PROCESS
Management structure, funding, & partners

Economic Opportunity Technology Advisory Committee
CONTENT:

Cultural Celebration
CULTURAL RESOURCES AS ASSETS

- Art Orgs.
- Occupations
- Community Orgs.
- Events
- Venues
- Natural Heritage
- Intangible Heritage
- Tangible Heritage
Approaches
THEME 1: PEOPLE

Father Albert Braun O.F.M
Cesar Chavez
Ann E. Ott
Aubrey Aldridge and
Winstona Hackett Aldridge
Lincoln J. Ragsdale

Calvin Goode
Jose M. Iberri
Carver Barnes
Pete Bugarin
John Y. T. Smith
W.A. Robinson

John W. Lewis
The Faz Family
Noah G. Billings
Moses Sherman
Wing F. Ong
Silvestre S. Herrera

Wade H. Hammond
James Watkins Family
J. Parker Van Zandt
Adam Diaz
John Diaz
Pastor Marye A. Hutchings
Sister Mary Luca Junk

And Any Others?
The proposed approach is conceptual and is subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.
THEME 2: HISTORIC & CULTURAL PLACES

Listed historic resources are bolded; historic resources eligible for listing are marked with *.

The information of historic resources' status per the City of Phoenix's Historic Preservation Office as of December 2017.

Sacred Heart Church
Food City*
Food City #2
Carolina’s / Neighborhood Grocery*
Southside Assembly of God*
Ann Ott School
Gospel Center Church and Dormitory*
Apache Street
Saint Mary Magdalene Chapel
St. John the Baptist Church
Hohokam Fields
Salt River

And Any Others?

Tanner Chapel African Methodist Episcopal Church
Immaculate Heart of Mary Church
Immaculate Heart of Mary Auditorium*
Phoenix Christian Center*
First Mexican Baptist Church*
Swindall Tourist Inn
Ong’s (Jim) Market
Washington (Booker T.) School
Higher Ground Church of God in Christ*
Toy-Ong Building
Robinson (W.A.) House*
Hammond (Wade H.) House*
Aldridge (Aubrey and Winstona) House
Abraham Bungalows*
Phillips (Lucy) Memorial C.M.E. Church
Hayes (Zoe) House*
Calvin & Georgie Goode House & Office

Silvestre Herrera School
Tang (K.L.) Grocery and Residence*
Lewis Park Subdivision
Adobe House (1113 S 13th St)*
Adobe House (1109 S 13th Pl)*
Adobe House (1131 S 13th Pl)*
1127 S 13th St
Adobe House (Genaro & Josefina Contreras House)*
Adobe House (1427 S 13th Pl)*
de Gutierrez (Phillip and Rosa) House*
Wah (W.H.) and Company Grocery*
Austin’s Cash Market*
1350 S 11th St

1329 E Madison St (The Faz Family Homestead)
Arizona Compress and Warehouse Co. Warehouse
Eastlake Park
Modern Food Market*
Greater Friendship Missionary Baptist Church*
Paolino Candy Company*
Ford-Levy Furniture Company
Arizona Citrus Growers Association Warehouse
Southwest Cotton Company
General Sales Company Warehouse
716 S 7th St
Santa Rita Center
Jones-Montoya House

1300 S 10th St
THEME 2: HISTORIC & CULTURAL PLACES

The diagram shows historic resources’ status per the City of Phoenix’s Historic Preservation Office as of December 2017. The proposed approach is conceptual and is subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.
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THEME 4: COMMUNITY EXPERIENCE

Annual Martin Luther King Jr. Birthday Celebration
Annual Juneteenth Celebration
Sacred Heart Church Christmas Mass
Cesar Chavez Birthday Celebration
Eastlake Jazz Concert Series
YOUR Personal Experiences & Memories

And Any Others?
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Examples
Midtown
Atlanta, GA

A vibrant, innovative, and sustainable district known as the "heart of the arts" that stitches together the past and present of the Southeast.
MIDTOWN’S OUTDOOR HISTORY EXHIBIT

A Series of 28 Public History Panels
A LIVE-LEARN-WORK-PLAY COMMUNITY RICH IN HISTORY
Central Corridor

Saint Paul, MI

A Green Line LRT corridor stitching together unique arts and cultural assets, and vibrant destinations, while attracting investments, and celebrating local diversity between Downtown St. Paul and Downtown Minneapolis.
LINKING UNIQUE CULTURAL DESTINATIONS

Creative Business Zone
Prospect Park
Historic Rondo / Frog Town
Little Africa
Little Mekong
West Bank
A LRT ARTS & CULTURE EXPERIENCE
Roma-Condesa Cultural Corridor

CDMX, MEXICO

A biannual cultural corridor linking the Roma and Condesa neighborhoods to set the stage for activities of contemporary art, design, fashion, cinema, environment and gastronomy.
EVENTS UNIFYING NEIGHBORHOODS

MAIN EVENTS
Recorridos CC Roma-Condesa

CONDESA
1. Subasta Diseño siglo XX
2. Pop Up Chicball
3. Artesa Sculpt

SPECIAL EVENTS
CONDESA
EE1: Proyección al aire libre de la película "La mujer fantástica"
EE2: Arc PA
EE3: Local Mi Ochavientos
EE4: Brotamop Pop Up en Craft Society
EE5: Colectivo Diseño Mexicano
EE6: Clive Tomals
EE7: Colectivo #RolyCC
EE8: HuffPost

ART AND DESIGN CORRIDOR

CONDESA
1. Galería L
2. ISHOS Joyería Mexicano
3. StudioMerce Creative

ROMA
4. Hydro + Fotografía
5. Camino
6. Pulquería Insurgentes
7. Estudio 18 pléyeling & custom tailors
8. Repeña, DF
9. Showroom: Fábrica Social - VB
10. Takumura - Chernuchin
11. Artes de México
12. Happening Roma Norte
13. TRAEGER & PINTO
14. Arte Contemporáneo
15. La Casa Roma
16. La Teatrería
17. Centro Cultural Casa Lemm
18. La Roma Records
19. Galería Ángulo Core
20. Plaza Luis Cabrera por Terraza
21. Balcón Arte
22. Uyilo Llevís
23. El Olivo
24. Terraza Botánica Arte
25. Nos + Tonati Beer Factory
TAKEING BACK PUBLIC SPACES & LINKING CULTURAL NEIGHBORHOOD GEMS

- Local Markets
- Street Vending
- Interactive Art Workshops
- Outdoor Movies
- Live Concerts
- Street Book Vendors
LET’S RECALL...

Approaches
• People
• Places
• Epochs
• Experience
• What Else?

Examples
• Midtown Atlanta
• Central Corridor
• Roma Condesa Cultural Corridor
DISCUSSION

1. Which theme best fits in YOUR neighborhood?
2. Are any themes missing?
3. How do you prioritize YOUR stories?
FORM:

Neighborhood Quality
CULTURE AS CREATIVE PLACEMAKING

- Begin with the outcomes
- Engage artists & the community
- “Mine” local assets
- Understand stakeholder benefits
- Critical skills & approaches
- Cross-sector partnerships
- Maintain a long view
- Creative financing
Approaches
LET’S CATEGORIZE & BUILD THEM

GOLD
BIGGEST IMPACT
- Gateways & Landmarks
- Historic Adaptive Reuse
- District Naming
- Murals
- Festivals
- Sculptures
- Infrastructure

SILVER
MEDIUM & MEMORABLE
- Paving Medallions
- Plaques
- Sign Toppers
- Urban Walk Apps
- Events
- Tree Guards

BRONZE
SMALLER BUT MIGHTY
- Pavers & Crosswalks
- Benches
- Banners & Wayfinding
- Commemorative Books
- Audio Tales
GOLD: BIGGEST IMPACT

- Museums
- Infrastructure
- Festivals
- District Naming
- Sculptures
- Murals
- Historic Adaptive Reuse
- Gateways
SILVER: MEDIUM & MEMORABLE

Events

Urban Walk Apps

Paving Medallions

Sign Topper

Tree Guards

Plaques
Examples
Sweet Auburn
Historic King District
Atlanta, GA

A neighborhood corridor paying homage to the Civil Rights movement while liking visitors to Dr. Martin Luther King’s (MLK) birthplace, tomb, and the APEX Museum of African-American History.
MLK’S CHILDHOOD NEIGHBORHOOD

- Historic Fire Station NO.6
- Martin Luther King, Jr.’s Birth Home
- History Markers
- Martin Luther King Jr. National Historic Site
- BEHOLD Monument
- Martin Luther King Jr. Visitor Center
- Ebenezer Baptist Church
WEAVING CIVIL RIGHTS & MLK’S CHILDHOOD
7th Ave. Melrose District Phoenix, AZ

A one-mile stretch of Seventh Avenue passes through the historic Woodlea Melrose Neighborhood, featuring street events and mix of local restaurants and shops.
ICONIC GATEWAY + STREET ART

“Melrose Arch” Gateway
FUNKY LOCAL SHOPS & RESTAURANTS

Coffee Shops

Restaurants

Furniture Stores
ANNUALLY STREET FAIR AS A LOCAL BRAND

7th Avenue Street Fair
As the only urban American Indian Cultural Corridor in the country, it is home to a combination of shops, restaurants, galleries, and tribal offices. Linking Downtown and the St. Paul International Airport via the Franklin Light Rail Station.
“ART WRAPS” DEFINING THE CORRIDOR
PLACEMAKING TAKES MANY FORMS

Cultural Entryways

Medallion Banners

Culture-based Businesses

Medallion Bike Racks

Cultural Tribal Print Frontages
LET’S RECALL...

Approaches
- Biggest Impact (Most costly)
- Medium & Memorable (Moderately costly)
- Smaller But Mighty Impact (Least costly)

Examples
- Sweet Auburn Historic King District
- 7th Ave. in the Melrose District
- American Indian Cultural Corridor
4. What mixture of approaches best tell YOUR stories given the potential costs?

5. Are there any pros & cons to consider?
3 PROCESS: Economic Opportunity
CULTURAL ECONOMY & COMMUNITY SUSTAINABILITY

- Leverage cultural capital
- Bring positive economic impact
- Address issues of social inequality
- Propose sustainable approaches
- Be sensitive to community needs
Approaches
CITY & DEVELOPER LED PROCESS

• Public-private partnership
• City collaborates with developers
  • Grant Champion
  • Request-for-Proposals (RFPs)
  • Maintenance
  • Corridor Promotion
BUSINESS LED PROCESS

• Local business owner involvement
• Business Promotion
• Corridor Promotion
• RFP & Proposal Review
• Planning & Design Review
GRASSROOTS LED PROCESS

- Local entities & community involvement
- Fundraise
- RFP & Proposal Review
- Planning & Design Review
- Maintenance
Examples
Indianapolis Cultural Trail

Indianapolis, IN

An 8-mile world class urban bike and pedestrian path that connects six cultural districts, neighborhoods, and entertainment amenities in Downtown Indianapolis.
CONNECTING SIX UNIQUE CULTURAL DISTRICTS & NEIGHBORHOODS

- Indiana Avenue
- White River State Park & The Canal
- Indiana Avenue
- Wholesale District
- Mass Ave
- Market East
- Fountain Square
- Fountain Square
- Mass Ave

Downtown Cultural Districts:
- Indiana Avenue
- White River State Park and The Canal
- Mass Ave
- Market East
- Wholesale District
- Fountain Square
BUILDING UPON THE CITY’S RIGHT-OF-WAY
TRIGGERING ECONOMIC GROWTH ALONG THE TRAIL

$864.5 million of estimated economic impact

11,372 estimated jobs created

148% of Property Values within 500ft of trail increased (more than $1 billion)

New open of local business

New Residential infill
CITY & DEVELOPER LED PROCESS: PUBLIC-PRIVATE PARTNERSHIP

- **P-3 structure**
  - City
  - Private Foundations
  - Non-profit Organizations
- **$4 million** raised for initial design studies & concepts
- **$15 million** fund from the Eugene and Marilyn Glick Family Foundation
- **$20.5 million TIGER grant** from the U.S. Department of Transportation
- **Indianapolis Cultural Trail Inc.** manages, maintains, and provides capital improvements
An eclectic destination features one of the largest open-air street-art installations in the world and is home to art galleries, retail stores, antique shops, eclectic bars, and artisanal eateries.
A CLUSTER OF REPURPOSED INDUSTRIAL SPACES & A COLLECTION OF STREET ART

50
CITY BLOCKS

400+
BUSINESSES

200+
STREET MURALS

30+
EATERIES
DRAWING PEOPLE & INVESTMENT

Economic Impact

- **2,060,465** Out-of-Town Visitors
- **$488M** Local Spending by Out-of-Town Visitors
- **400+** Businesses
- **5,000+** Local Jobs Supported

Potential Growth

- **197,000 SF** Office In Construction
- **767,000 SF** Office Planned
- **227,900 SF** Retail in Construction
- **60,000 SF** Retail Planned
- **464** New Apartment Units Planned
BUSINESS LED PROCESS: BUSINESS IMPROVEMENT DISTRICT (BID)

A municipal board representing more than 400 properties
Calle 24 Latino Cultural District
San Francisco, CA

A living Latino culture center created and preserved by a community led grassroots showcase of Latino cultural events, foods, businesses, activities, art, and music.
FOSTERING A UNIQUE CULTURAL CHARACTER

Culturally-Related Business

Local Restaurants

Murals

Public Spaces

Art Galleries
PROMOTING CULTURE-CRITICAL EVENTS

- Cesar Chavez Parade & Festival
- Baile en la Calle: The Mural Dances
- Día de los Muertos
- Carnaval San Francisco Grand Parade & Festival
- Fiesta de las Américas
- Paseo Artístico
GRASSROOTS LED PROCESS

- All-volunteer Leadership
- Voting Members & Membership Dues
- Regular Community Meetings
- Program Advisory Committees
LETS RECALL...

Approaches
• City & Developer Led Process
• Business Led Process
• Community Led Process

Examples
• Indianapolis Cultural Trail
• Wynwood Arts District
• Calle 24 Latino Cultural District
DISCUSSION

6. Have any process structures been missed?

7. Are there any pros & cons to consider?

8. Who could be potential partners to put on a list?
Next Community Meeting Preparation
IT’S A PROCESS
You’re building success step-by-step...

Multiple final products

START

Multiple final products

COMPLETED!
One of many final products
Thank You!
KEEP IN TOUCH

PHASE 2 IMPLEMENTATION
PHX LAND REUSE STRATEGY

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