



**07.25.2019**

**TYING IT ALL TOGETHER  
OPEN HOUSE**

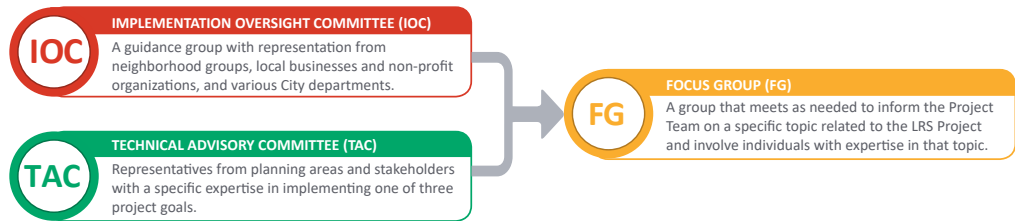
**PRINTED MATERIALS**

- Actual size 36"x48"

# LRS UPDATES

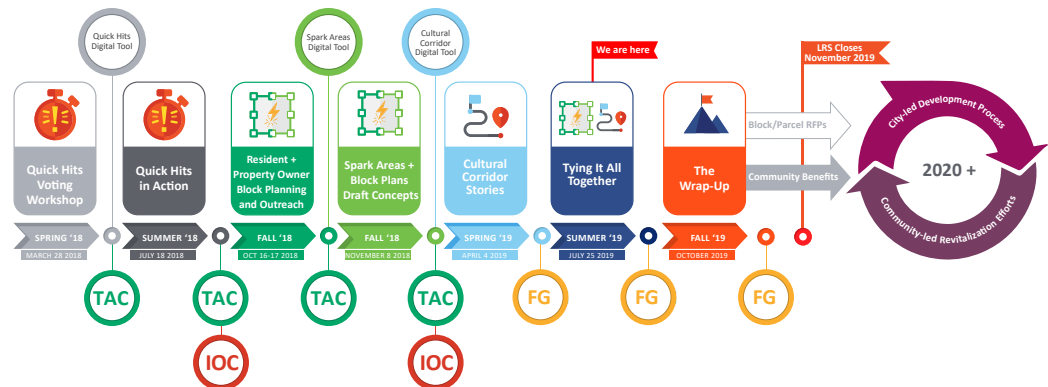
## SHIFTING TO FOCUS GROUPS

As the LRS program comes to a close, the IOCs/TACs groups will transition to a single focus group that will work to develop a structure and processes that may support and guide the community's revitalization and redevelopment objectives beyond the life of the LRS.



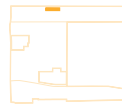
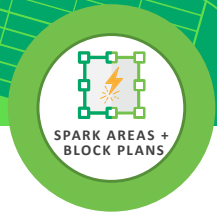
Purpose: Develop a structure that may advance and advocate for the community's revitalization and redevelopment objectives beyond the end of the PHX Land Reuse Strategy program.

## LRS PROJECT TIMELINE



- Actual size 36"x48"

# SPARK AREA DESIGN UPDATES



## SPARK AREA 1 EASTLAKE PARK | MIXED-USE TRANSIT ORIENTED DEVELOPMENT NODE

A VIBRANT MIXED-INCOME, MIXED-USE TRANSIT VILLAGE WITH A VARIETY OF HOUSING AND WORKPLACE OPPORTUNITIES AND AMENITIES.

### WHAT WE HEARD FROM YOU



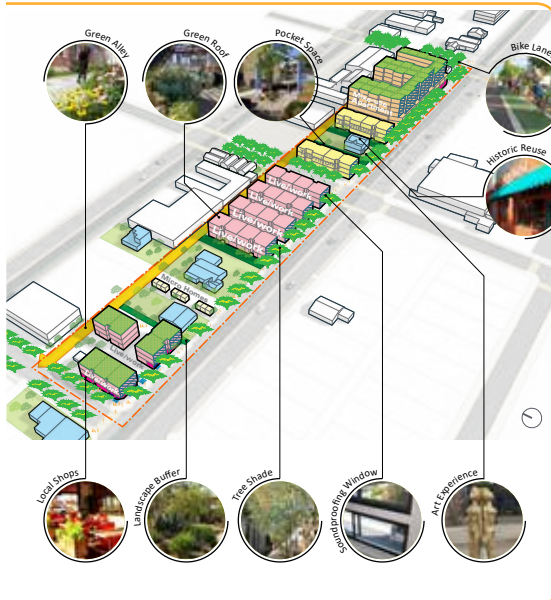
Harmonize the height and scale of mixed-use complex.

Height setback, or landscape buffer from historic homes.

Sound buffer from train.

Green the alley!

### COMMUNITY COMMENT RESPONSES



### PREFERRED CONCEPT FOR REDEVELOPMENT



#### POTENTIAL DEVELOPMENT OUTCOME: WHAT GETS BUILT

MICRO/TINY HOMES 900 GSF, 3 UNITS	TOWNHOME COMBO 1,900 GSF, 16 UNITS	LIVE/WORK 51,160 GSF, 46 UNITS	MID-RISE APARTMENT 113,600 GSF, 145 UNITS
RETAIL/SERVICE 4,540 GSF	OPEN		
<b>TOTAL GSF: 189,200 SF</b>			

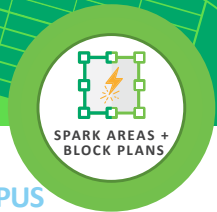
\* GSF: Gross Square Feet

The plan and the diagram are conceptual for illustrative purposes only and are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.



- Actual size 36"x48"

# SPARK AREA DESIGN UPDATES

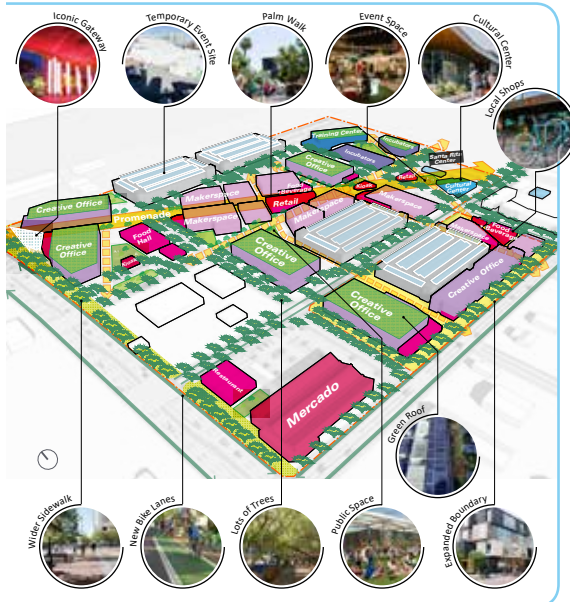


**SPARK AREA 2**  
**EL CAMPITO | 7TH STREET AND BUCKEYE CREATIVE CAMPUS**  
 A HUB OF INNOVATION CELEBRATING PHOENIX'S PAST AND PROJECTING  
 A FUTURE OF JOBS, EDUCATION AND TRAINING.

WHAT WE HEARD FROM YOU

- Like the diagonal walk to connect 7th St to the Santa Rita Center!
- Wider walkway and bikeway along 7th St.
- Hispanic cultural center, performance venue, event programming.
- Pedestrian overpass and new signal intersection on 7th St.
- Green building standards, sustainable design.
- Parking facilities could double as event spaces.
- Create unique district character, different from Warehouse District.
- Potentially expand the south boundary of Spark Area 2 to Buckeye Rd.
- Buffer the noise from airplanes and trains.

COMMUNITY COMMENT RESPONSES



PREFERRED CONCEPT FOR REDEVELOPMENT

POTENTIAL DEVELOPMENT OUTCOME: WHAT GETS BUILT

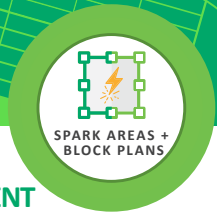
CREATIVE OFFICE 557,100 GSF	MERCADO 30,500 GSF
ARTISAN SPACE 213,000 GSF	RETAIL/SERVICE 73,000 GSF
EDUCATIONAL 95,900 GSF	CULTURAL CENTER 11,500 GSF
<b>TOTAL GSF: 981,000 SF</b>	

\* GSF: Gross Square Feet

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# SPARK AREA DESIGN UPDATES



## SPARK AREA 3 BARRIOS UNIDOS | I-17 FLEX BUSINESS PARK DEVELOPMENT

A MIXED-USE BUSINESS CAMPUS AND REGIONAL SPORTS PARK  
ENHANCED BY A TRANSPORTATION CORRIDOR AND AIRPORT ADJACENCY.

### WHAT WE HEARD FROM YOU

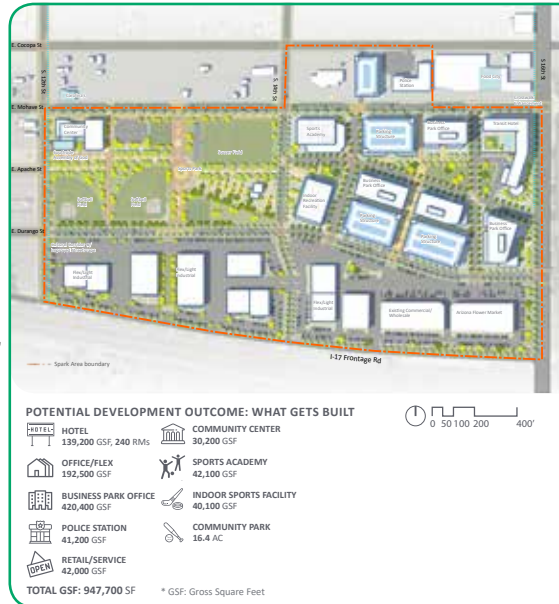


- Open 12th Street tunnel chamber connecting to the south.
- Expand park facility.
- Sports fields for more ages.
- Phasing consideration of new park development.
- Childcare facility on site.
- More office complex mixed with shops and restaurants.
- What about those existing homes in the Spark Area 3?
- I-17/10 pedestrian overpass on 16th St.
- Bike connections to the river, walk trails / walk track.

### COMMUNITY COMMENT RESPONSES



### PREFERRED CONCEPT FOR REDEVELOPMENT



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- Actual size 36"x48"

# CULTURAL CORRIDOR VISUALIZATION

The components, colors and shapes in the graphics are examples only and do not show exactly how the Cultural Corridor will be defined. They serve as a guide to illustrate how the Community Vision could be implemented. The final components, colors and shapes will be decided by the community.



## THEME ZONE CONCEPT



## WHAT IS THE CULTURAL CORRIDOR?

The Cultural Corridor is a **community idea**, developed through the LRS program's engagement and implementation efforts. It is a designated **shared-use**, with the ability to **celebrate and honor the legacy, histories and identity** of the existing community while **linking neighborhoods** through historic markers, wayfinding and interpretive signage.

**COMMUNITY BENEFITS:**

- Celebrates the area's **history** and current **cultural composition**
- **Activates** vacant lots
- **Supports** investments in key infrastructure and **economic success**
- **Attracts** cultural tourism, development and business

## WHAT WE HEARD FROM THE COMMUNITY

<p><b>Cultural Heroes</b></p> <ul style="list-style-type: none"> <li>Father Albert Braun O.F.M</li> <li>César Chávez</li> <li>Sister Mary Luca Junk</li> <li>Silvestre S. Herrera</li> <li>Wing F. Ong</li> <li>The Honorable Calvin C. and Georgie M. Goode</li> </ul>	<p><b>Form Activations</b></p> <ul style="list-style-type: none"> <li>Historic Adaptive Reuse Murals/Street Art Infrastructure Museum/Cultural Center</li> <li>Historic Markers Sign Toppers Urban Walk Apps Art Displays</li> <li>Commemorative Book Crosswalks Benches Audio Tales</li> </ul>	<p><b>Places to Celebrate</b></p> <ul style="list-style-type: none"> <li>Sacred Heart Church</li> <li>Santa Rita Center</li> <li>Ann Ott School</li> <li>Silvestre S. Herrera School</li> <li>All churches</li> <li>Austin's Market</li> <li>Neighborhood Parks</li> </ul>	<p><b>Events and Experiences</b></p> <ul style="list-style-type: none"> <li>Annual Martin Luther King Jr. Celebration</li> <li>Sacred Heart Church Christmas Mass</li> <li>Student Performing Arts Night</li> <li>César Chávez Celebration</li> <li>Seasonal/Farmers Market</li> <li>Street Eat/Food Truck Festival</li> </ul>	<p><b>Process</b></p> <ul style="list-style-type: none"> <li>Community Grassroots-Led</li> <li>Fundraising</li> <li>Requests-for-Proposals</li> <li>Proposal Review</li> <li>Plan and Design Review</li> <li>Maintenance</li> </ul>
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<p><b>Tangible Next Steps</b></p> <ul style="list-style-type: none"> <li>• Draw tourists to key locations</li> <li>• Link and activate the corridor by locating big ticket items at focal nodes</li> <li>• Define culture beyond "This happened here"- reflect history, contemporary culture, music and events</li> <li>• Revisit Eastlake-Garfield TOD Plan and Eastlake Arts District "Soul of the City"</li> <li>• Add Buckeye Rd to the Corridor and Brand it as "Gateway to Phoenix's Past and Future"</li> </ul>	<p><b>Arts And Cultural Partnerships</b></p> <ul style="list-style-type: none"> <li>• Generate a Marketing Plan and Mission Statement</li> <li>• Create Collaboration Agreements and Public Mutual Partners</li> <li>• Engage Interested Partners and Golden Gate Barrio</li> <li>• Share Airport Museum database with local historians</li> <li>• Explore locating the new Latino Cultural Center</li> <li>• Explore ASU Libraries Grant and Resources</li> </ul>	<p><b>Financial Considerations</b></p> <ul style="list-style-type: none"> <li>• Consider short-term funding needs and revisit the existing funding and support</li> <li>• Create legacy and kick starter projects</li> <li>• Secure a percentage of development revenue</li> <li>• Revisit and build on existing city programs</li> <li>• Make sure funds for the Cultural Corridor are also used to reduce negative vacancy impact, improve streetscapes, and grow park spaces</li> </ul>
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## COMMENTS AND FEEDBACK?

**Tell us what you think!**

Use Post-Its to provide us your thoughts and/or comments on the board.

- Actual size 36"x48"

# CULTURAL CORRIDOR VISUALIZATION



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## CULTURAL CORRIDOR SYSTEM FAMILY

The Cultural Corridor may be characterized by a visual signage system that can help to brand the area as a cultural destination. The Cultural Corridor wayfinding and signage will define an experiential heritage route where children, members of the community, and visitors can learn about the area's past and exciting future.

### COLOR FAMILY



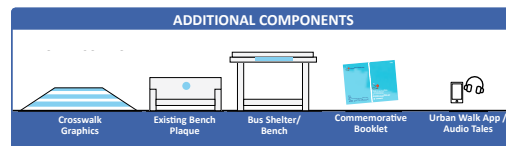
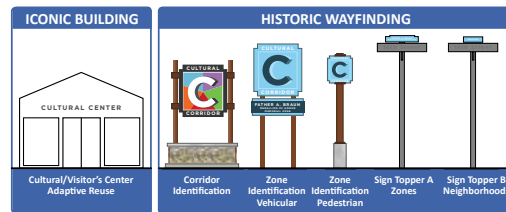
### WAYFINDING AND SIGNAGE KIT OF PARTS

#### What are Wayfinding Tools?

All of the ways people know where they are and where they can go, while enhancing their understanding and experience of physical environments.

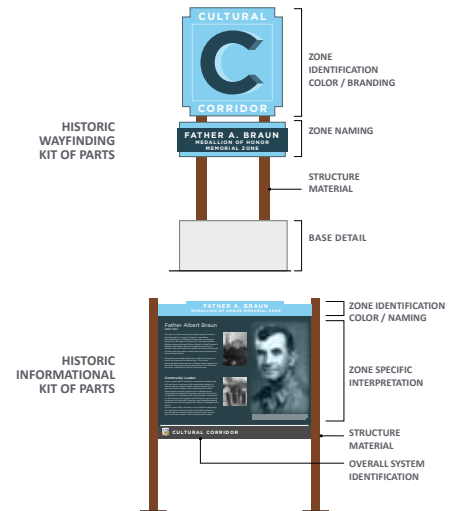


### SIGNAGE FAMILY



#### What is a KIT OF PARTS?

A Kit of Parts is a collection of elements that are pre-designed for inclusion in a larger system. The modular nature of a Kit of Parts will allow each theme zone the flexibility to address its own wayfinding and messaging needs while maintaining consistency across the LRS Project area as a whole.



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## CULTURAL CORRIDOR VISUALIZATION

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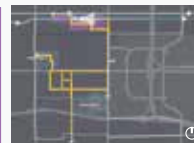
### GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE



#### RECOMMENDATIONS:

- 1 Adaptively reuse the existing home as a Visitor's Center.
- 2 Use a historic site informational display (or other interpretive method) to explain the building's history.
- 3 Incorporate a corridor kiosk with wayfinding and theme zone information.
- 4 Include zone identification for light-rail and vehicular traffic.
- 5 Locate artwork created by or familiar to the local community (e.g. Three Ladies).
- 6 Use the sidewalk as a traffic buffer and include bioswales when possible.

#### E. JEFFERSON ST EXISTING CONDITIONS



— Cultural Corridor Route  
 - - - Cultural Corridor Potential Route Expansion

### FATHER A. BRAUN MEDALLION OF HONOR MEMORIAL ZONE



#### RECOMMENDATIONS:

- 1 Use crosswalk graphics that help to identify the cultural corridor zone.
- 2 Include zone identification for vehicular traffic.
- 3 Incorporate Cultural Corridor zone symbology and colors on bus shelters.
- 4 Incorporate a corridor kiosk with wayfinding and theme zone information.
- 5 Utilize interpretive signs to highlight the history of the zone.
- 6 Incorporate Cultural Corridor zone plaque on existing benches.
- 7 Incorporate a community inspired and locally curated mural.
- 8 Preserve and restore the Historic Sacred Heart Church as needed.

#### BUCKEYE RD AND 16TH ST EXISTING CONDITIONS



### CÉSAR CHÁVEZ LABOR AND CIVIL RIGHTS ZONE



#### RECOMMENDATIONS:

- 1 Include pedestrian zone identification in public spaces.
- 2 Utilize interpretive signs to highlight the history of the zone.
- 3 Establish a Cultural Center where visitors can learn about the area's heritage/history.
- 4 Include interpretive signs with focused information specific to the zone.
- 5 Use a historic site informational to explain the building's history.
- 6 Incorporate community inspired and locally curated mural.
- 7 Preserve and restore the Santa Rita Center as needed.

#### SPARK AREA 2 EXISTING CONDITIONS





- Actual size 36"x48"

# CULTURAL CORRIDOR VISUALIZATION

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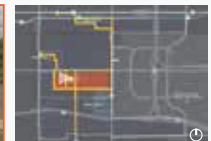


## SILVESTRE S. HERRERA HEROISM ZONE



### RECOMMENDATIONS:

- 1 Use **midblock crossings** in areas with students or heavy pedestrian activity.
- 2 Include **zone identification** for vehicular traffic.
- 3 Utilize **interpretive signs** to highlight the history of the zone.
- 4 Include **pedestrian zone identification** along pedestrian walkways.
- 5 Utilize **bioswales for stormwater capture** when possible.
- 6 Incorporate community inspired and **locally curated art**.
- 7 **Silvestre S. Herrera School**.



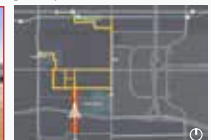
— Cultural Corridor Route  
 — Cultural Corridor Potential Route Expansion

## ANN OTT EDUCATION ZONE



### RECOMMENDATIONS:

- 1 Include **pedestrian zone identification** along walkways.
- 2 Incorporate a **corridor kiosk with wayfinding** and theme zone information.
- 3 Locate **artwork** created by the local community.
- 4 Encourage the **development** of the Prologis site to **enhance the corridor**.
- 5 Accommodate **bike paths** along the Cultural Corridor.
- 6 **Screen parking** with landscaping and incorporate seating when possible.



## ANN OTT EDUCATION ZONE



### RECOMMENDATIONS:

- 1 Include **pedestrian zone identification** along walkways.
- 2 Incorporate a community inspired and locally **curated mural**.
- 3 Use **crosswalk graphics** that help to identify the cultural corridor zone.
- 4 Utilize **interpretive signs** to highlight the history of the zone.
- 5 Use **moment markers** to highlight spaces of community importance and link them to the urban app and audio tales.



- Actual size 36"x48"

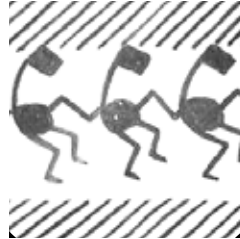
# CULTURAL CORRIDOR MATERIALS & PATTERN PALETTE



## PATTERNS & IMAGERY



SIMPLIFIED PATTERN



PHOENIX HERITAGE



HISTORIC IMAGERY

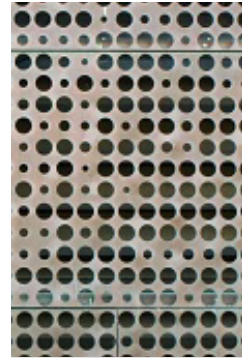
## MATERIALS



CORTEN STEEL



WROUGHT IRON



PERFORATED METAL

## BASE DETAILS



BRICK



SANDSTONE



CAST CONCRETE

*The materials and patterns do not show exactly how the elements will be incorporated into the built environment. They serve as a guide to illustrate how the Community's Cultural Corridor Vision could be implemented. The final materials and pattern palette will be decided by the community.*

- Actual size 3'6"x2'

## FATHER A. BRAUN

### MEDALLION OF HONOR MEMORIAL ZONE

# *Historic Sacred Heart*

## *A Church for the People*

In 1952, Catholic volunteers known as the Sacred Heart Workers recruited Father Albert Braun to help build a neighborhood church. Braun and his volunteer corps broke ground shortly after and in 1956, the Sacred Heart Church was dedicated.



Sacred Heart Church, 2013

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## *Hero and Architect*

Born John William Braun, he received the name Albert upon entering the Franciscan Order. Father Albert was a decorated hero of two world wars and his role in the Sacred Heart Parish gave cohesion and strength to its largely Hispanic population. Braun is credited with designing the Sacred Heart Church building.



Father Braun shown in his later years.  
(Courtesy of Frank M. Barrios)



Purple Heart Medal given to Father Braun

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Father Albert Braun, second from left, meeting with other neighborhood leaders of the Golden Gate Barrio  
(Courtesy of Frank M. Barrios)

## *Continued Community*

Sacred Heart Church stands as a tribute to Father Albert Braun and a symbol of the barrios he served. Father Albert's life and works are recognized and celebrated annually at a Christmas Day mass. Many of the former Golden Gate Barrio residents return each year to Phoenix for this tribute event.

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**EXPLORE MORE**

DOWNLOAD THE URBAN WALK APP TODAY!



## *Brick By Brick*

As a form of fund-raising to build Sacred Heath Church, Father Albert started a "buy-a-brick" campaign within the Golden Gate Barrio where every single resident, including children, would each buy at least one red brick.





## CULTURAL CORRIDOR

- Actual size 3'6"x2'

## GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE



Early Postcard from Eastlake Park

# Historic Eastlake Park



Swimming



Dance Classes



Art & Crafts



Picnics



Sports



Amphitheater

### The Oldest Developed Park in Phoenix

Eastlake Park, originally called Phoenix Park, was developed in 1890 as an amusement destination at the end of the Washington streetcar line, offering boating, fishing, picnic areas, and later a swimming pool and playing fields. The City of Phoenix purchased the park in 1914 and has continued to develop its amenities over the last century.




### A Goode Neighbor



Eastlake Neighborhood resident, Calvin Coolidge Goode served twenty-two years on the Phoenix, Arizona City Council. As a community activist, Goode played a pivotal role in securing many improvements for minorities, particularly those in south Phoenix.

### A Gathering Place



African American band concert at the Eastlake Park Bandshell, ca. 1950.

Eastlake Park has been a gathering place for the African-American community since its inception. Booker T. Washington spoke at the park in 1911, and Emancipation Day celebrations, now known as Juneteenth, have been held at Eastlake since 1921. Eastlake Park was segregated in the 1930s as an African-American park, and soon after became a rallying place for social justice and civil rights marches.

EXPLORE MORE



DOWNLOAD  
THE URBAN  
WALK APP  
TODAY!



## Did you know?

When Eastlake Park first opened, alligators occupied the man-made lake.



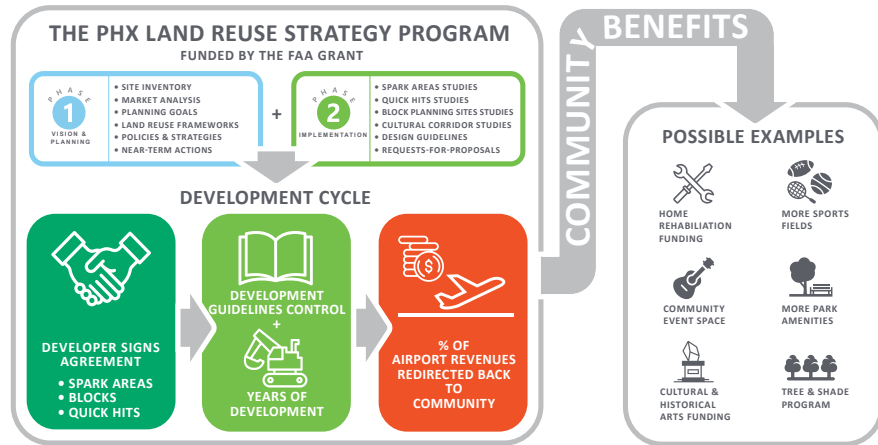


## CULTURAL CORRIDOR

- Actual size 36"x48"

# STEPS TOWARDS DEVELOPMENT

## DEVELOPMENT CYCLE AND COMMUNITY BENEFITS WHERE DOES THE GRANT MONEY GO?



### WHAT IS A REQUEST-FOR-PROPOSAL (RFP)?



A Request-for-Proposal (RFP) is a document that a government agency, posts to ask for a fee proposal from different companies.

Through a formal bidding process, potential interested companies offer government agencies unique design solutions for the specific development site/project/building/structure.

#### THE PHX LRS RFP PROCESS COMPONENTS



### WHAT ARE DEVELOPMENT & DESIGN STANDARDS?

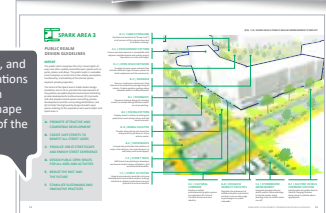


- A regulation book, used to guide the appearance of community development by providing standards and guidelines for streets, public spaces, building scale, massing and materials, etc.
- An important tool to help guide development in accordance with community goals and objectives.
- New development standards enhance and are consistent with the Walkable Urban Code and other City ordinances.

Development & Design Guidelines are being prepared for the PHX LRS Project Area:



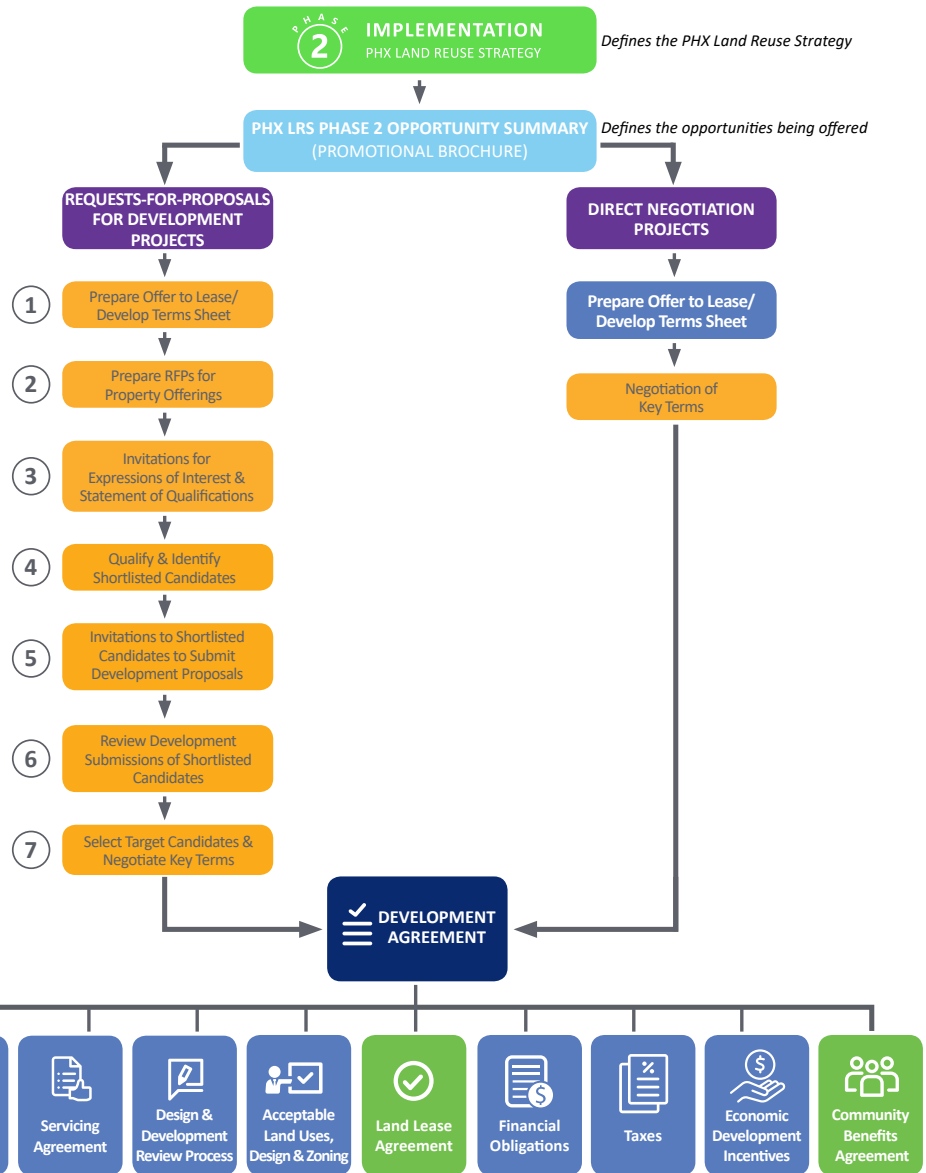
The "books" use text, graphics, and tables to provide recommendations that will guide good practice in design. These standards will shape both public and private areas of the built environment.



- Actual size 36"x48"

# STEPS TOWARDS DEVELOPMENT

## PROPERTY OFFERING PROCESS



The content in the diagram is subject to change based on further studies.

- Actual size 36"x48"

# TEMPORARY LOT USE CONCEPT

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## WHAT IS A POCKET SPACE?

Envisioned by the community for the community

Pocket spaces are **small-sized quick hit lot activations** (a 2 lot cluster minimum; average 0.5 acres +/- in size.)

**Created/built by the community**, spaces may be "branches" of the Cultural Corridor route that provide a "stopping point."

**Pocket Spaces can showcase historic elements as well as honor and commemorate neighborhood residents.**



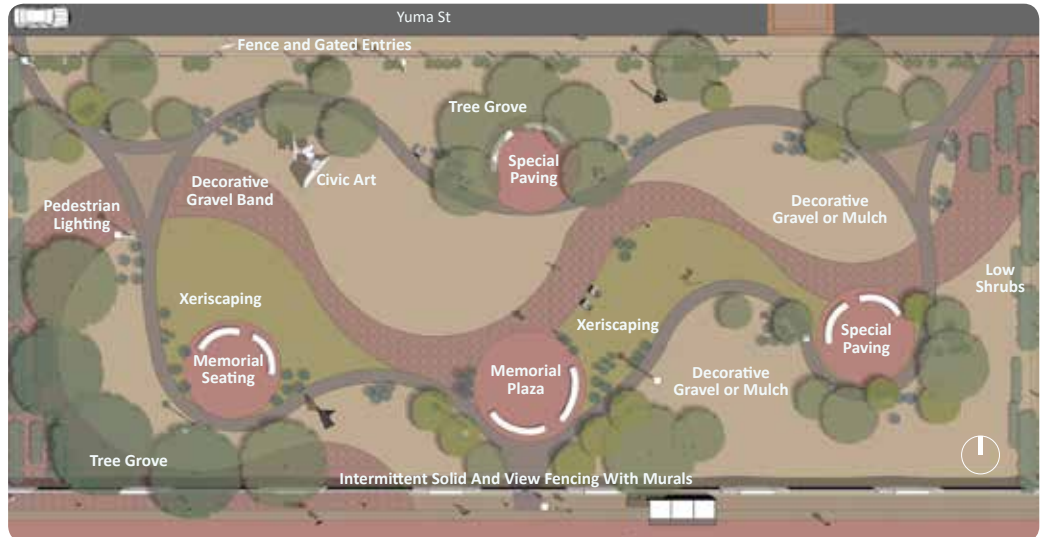
### COMMUNITY BENEFITS:

- Enrich the neighborhood experience
- Provide safe environments for all
- Short or long-term temporary uses
- Connect to history
- Complement the Cultural Corridor



### CONSIDERATIONS:

- Responsible Organization
- Zoning and Permitting
- Infrastructure and Utilities
- Construction and Maintenance Cost
- Funding



Nuestro Barrio Unidos Neighborhood Association Preliminary Design

*“Enhances the neighborhood experience, activates and beautifies vacant lots, creates a safer environment for all ages, and connects to the community’s history.”*

**Tell us what you think!**

Use Post-Its to provide us your thoughts and/or comments on the board.



IMPLEMENTATION

JULY 2019 COMMUNITY MEETING | TYING IT ALL TOGETHER | JULY 25, 2019 | 5:30 - 7:30 PM  
 PILGRIM REST BAPTIST CHURCH GYMNASIUM, 1401 E. JEFFERSON ST, PHOENIX, AZ 85043

- Actual size 36"x48"

# TEMPORARY LOT USE CONCEPT



The components and materials in the graphics are examples only and do not show exactly how the Pocket Space will be defined. They serve as a guide to illustrate how the Community Vision could be implemented. The final components and materials will be decided by the community.

## OVERVIEW:

The Yuma Street Pocket Space creates a beautified space for locals to come together and honor their shared history and commemorate local residents.

## KEY COMPONENTS:

### MEMORIAL SEATING

Seating can double as memorial element with engraving



### VEGETATION

Include low maintenance drought tolerant landscaping



### CIVIC ART

Sculptural art from local artists to further enliven the space



### BLOCK WALL

Create added safety by allowing visibility



### FURNITURE

Encourage reflection and relaxation with ample furniture



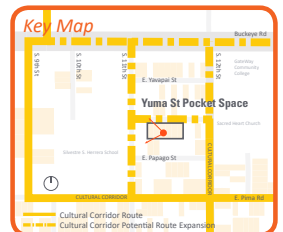
### GROUND COVER

Drought tolerant ground cover for added texture



### LIGHTING

Integrate lighting for a safe pedestrian friendly environment



IMPLEMENTATION

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 PILGRIM REST BAPTIST CHURCH GYMNASIUM, 1401 E. JEFFERSON ST, PHOENIX, AZ 85043



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# TEMPORARY LOT USE CONCEPT



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## OVERVIEW:

The Yuma Street alleyway aids in pedestrian safety and comfort creating a transitional space that is not only convenient and attractive but provides a historical tribute to locals as well.

## KEY COMPONENTS:

### SHADE CANOPY

Provide shade structures for enhanced thermal comfort



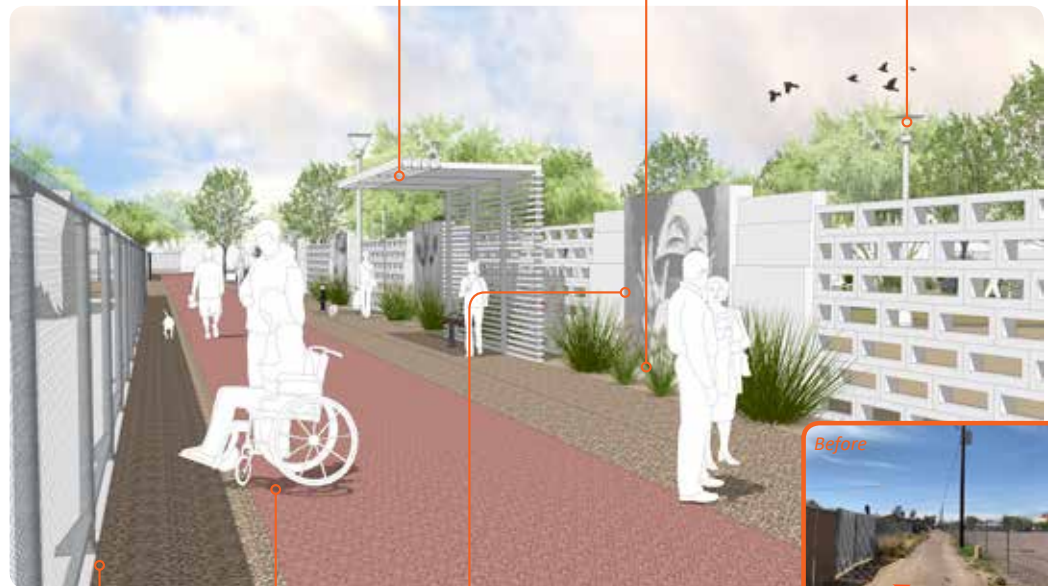
### VEGETATION

Include low maintenance drought tolerant landscaping



### LIGHTING

Integrate lighting for a safe pedestrian friendly environment



### GRAVEL

Decorative gravel for added visual interest



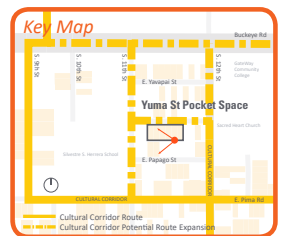
### PAVING

Stabilized granite is ADA compliant and cost effective



### CIVIC ART

Story-telling murals celebrating past and present residents



IMPLEMENTATION

JULY 2019 COMMUNITY MEETING | TYING IT ALL TOGETHER | JULY 25, 2019 | 5:30 - 7:30 PM  
 PILGRIM REST BAPTIST CHURCH GYMNASIUM, 1401 E. JEFFERSON ST, PHOENIX, AZ 85043

- Actual size 36"x48"

# TEMPORARY LOT USE CONCEPT



*The components and materials in the graphics are examples only and do not show exactly how the Pocket Space will be defined. They serve as a guide to illustrate how the Community Vision could be implemented. The final components and materials will be decided by the community.*

## OVERVIEW:

The Yuma Street Pocket Space will serve as a passive recreation space for locals enhancing civic pride and creating a "stopping point" to showcase local history.

## KEY COMPONENTS:

### TREE GROVE

Intimate, grove enclosed plaza creating shade



### FENCE

Fence with gated entry for added safety



### BOLLARDS

Path lighting for added safety and ambiance



### XERISCAPE

Low maintenance desert planting



### PATHWAYS

Stabilized granite is ADA compliant and cost effective



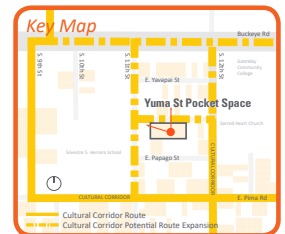
### STONE PAVERS

Create unique paving pattern for seating area



### SEATING

Seating can double as memorial element with engraving



IMPLEMENTATION

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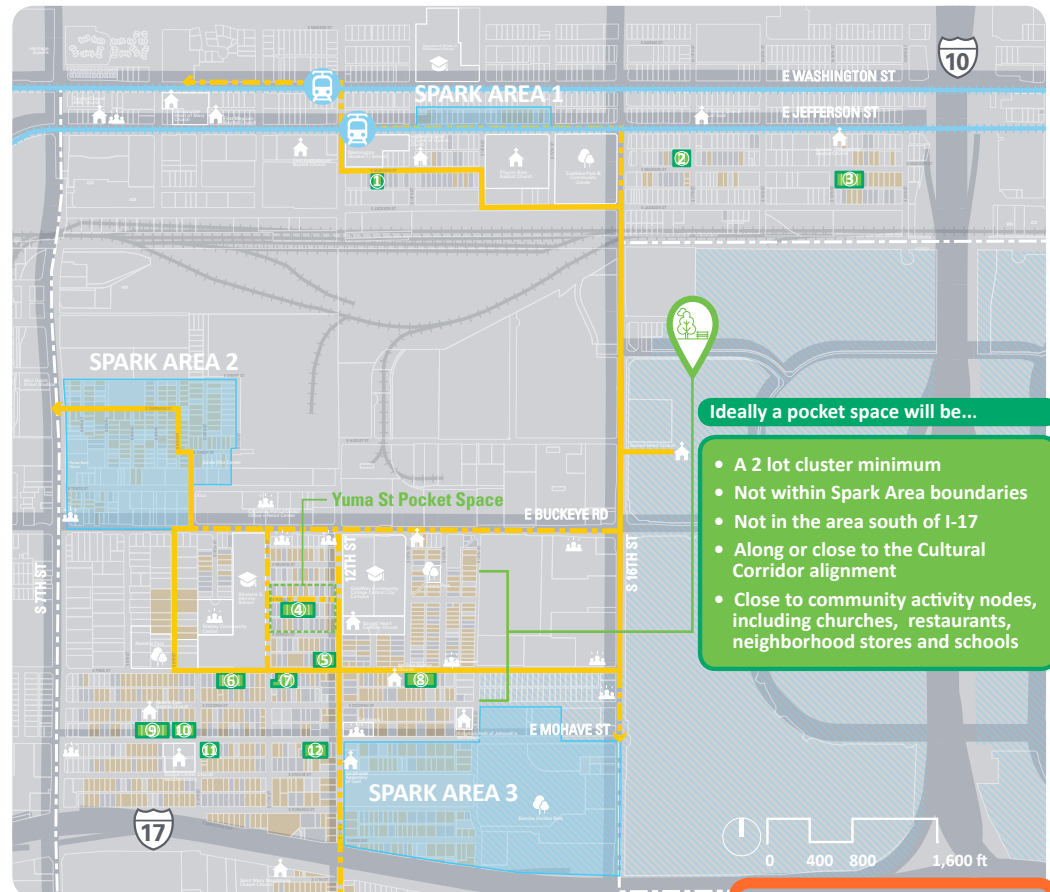
- Actual size 36"x48"

# TEMPORARY LOT USE CONCEPT



## WHERE CAN A POCKET SPACE BE LOCATED?

Use a blue pin to pick your favorite pocket space locations from the pre-selected twelve (12) options below.



- Ideally a pocket space will be...**
- A 2 lot cluster minimum
  - Not within Spark Area boundaries
  - Not in the area south of I-17
  - Along or close to the Cultural Corridor alignment
  - Close to community activity nodes, including churches, restaurants, neighborhood stores and schools

**ARE YOU INTERESTED IN DOING SOMETHING LIKE THIS?**

Please leave us your contact information at the station.

<b>RECOMMENDED POCKET SPACES</b>	Airport-owned Noise Parcels
<b>COMMUNITY ACTIVITY NODES</b>	Private Residential Properties
Churches	Cultural Corridor Alignment
Parks	Light Rail Alignment
Schools	Expanded Spark Area
Restaurants/Community Center	Planning Area Boundary

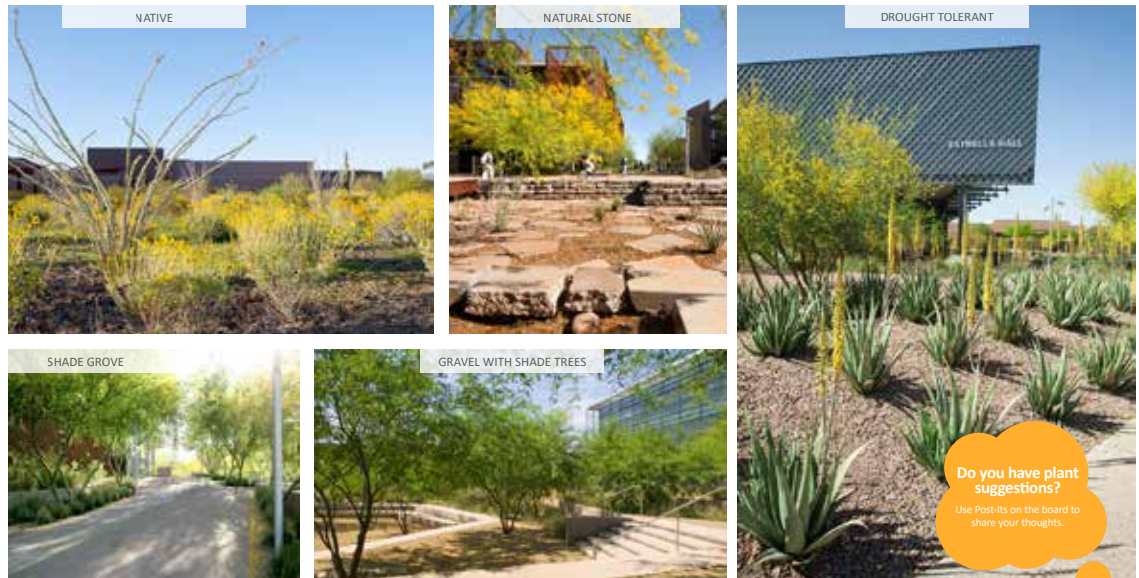
- Actual size 18"x24"

## TEMPORARY LOT USE CONCEPT



### PLANTING PALETTE CONCEPT

The planting materials do not show exactly how the elements will be incorporated into the Pocket Space built environment. They serve as a guide to illustrate how the Community Vision could be implemented. The final planting palette will be decided by the community.



**Do you have plant suggestions?**  
Use Post-Its on the board to share your thoughts.



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## TEMPORARY LOT USE CONCEPT



### PAVING PALETTE CONCEPT

The paving materials do not show exactly how the elements will be incorporated into the Pocket Space built environment. They serve as a guide to illustrate how the Community Vision could be implemented. The final paving palette will be decided by the community.



**Do you have paving suggestions?**  
Use Post-Its on the board to share your thoughts.



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- Actual size 18"x24"

TEMPORARY LOT USE CONCEPT



HOW TO GET AN IDEA TO THE NEXT STEPS

**1 Start With An Idea**  
 Community members draw a preliminary idea for a pocket space.

**2 Ask For Input**  
 Community members partner/consult with a designer to develop and visualize the concept.

**3 Refine The Idea Together**  
 Community members refine the selected concept. The designer adds a materials palette and rough costs.

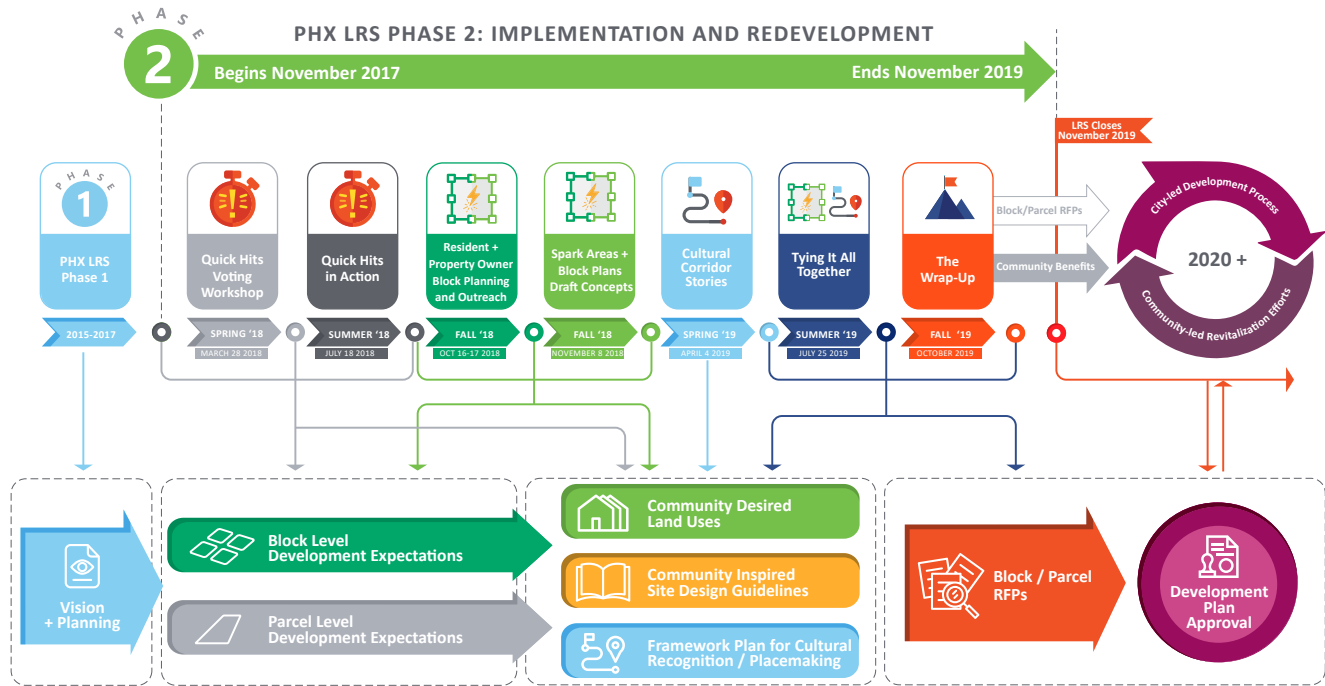
ESTIMATE OF PROBABLE COST	
ITEM	COST
Paths, Circles, Seat Walls	\$45,000
Lighting	\$65,000
Front Fence	\$30,000
Block Wall	\$60,000
Decorative Gravel	\$75,000
Trees and Shrubs	\$25,000
<b>TOTAL</b>	<b>\$285,000</b>

**4 Make It Happen**  
 Community members use the design package to seek funding, support, and partnership with a group or organization that will be responsible for signing the land lease and for maintaining the property.

Do you have suggestions or resources?  
 Use Post-Its on the board to share your thoughts.

- Actual size 48"x36"

# LRS TIMELINE: TYING IT ALL TOGETHER



- Actual size 8.5"x11"

## THE PHX LAND REUSE STRATEGY DESIGN GUIDELINES

**What are Design Guidelines?**

- A regulation book, used to guide the appearance of community development by providing standards and guidelines for streets, public spaces, building scale, massing and materials, etc.
- An important tool to help guide development in accordance with community goals and objectives.
- New development standards enhance and are consistent with the Walkable Urban Code (WUC) and other City ordinances.

Design Guidelines are being prepared for the PHX LRS Project Area:

The "books" use text, graphics, and tables to provide recommendations that will guide good practice in that will guide good practice in that design. These guidelines will shape both the public and private areas of the built environment.

**Design Guidelines support the PHX community's goals.**

- Goal A: Stabilize and Strengthen Our Neighborhoods**
- Goal B: Promote Identity and Heritage**
- Goal C: Expand Economic Opportunity**

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## THE PHX LAND REUSE STRATEGY DESIGN GUIDELINES

### SPARK AREAS DESIGN GUIDELINES

- Development standards
- Parcelization concept and setback requirements
- Public realm design guidelines
- Streetscape improvement recommendations
- Architectural design guidelines
- Landscape design guidelines
- Building types recommendations

### BLOCK PLANNING DESIGN GUIDELINES

- Development standards
- General design guidelines (site design, architectural design, landscape design, etc.)
- Block planning types
- Building types recommendations\*

\* The allowed development types shall be compatible with adjacent neighborhoods and airport operations. Allowed uses may include office, research and development, light industrial, wholesale, warehousing, etc.

### CULTURAL CORRIDOR DESIGN GUIDELINES

- Wayfinding and signage family
- Materials + colors + patterns
- Historic and cultural interpretive signage
- Public art and events
- Pedestrian amenities + lighting
- Landscaping + conservation

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## THE PHX LAND REUSE STRATEGY CULTURAL CORRIDOR

### What is the Cultural Corridor

- The Cultural Corridor is a community idea, developed through the LRS program's engagement and implementation efforts.
- It is a designated shared-use trail, with the ability to celebrate and honor the legacy, histories and identity of the existing community while linking neighborhoods through historic markers, wayfinding and interpretive signage.

**Community Benefits:**

- Celebrates the area's history and current cultural composition
- Activates vacant lots
- Supports investments in key infrastructure and economic success
- Attracts cultural tourism, development and business

### WHAT WE HEARD FROM THE COMMUNITY

80 PARTICIPANTS | 54 RESIDENTS BUSINESS OWNERS | 26 TEAM MEMBERS KEY CITY STAFF | 30 ONLINE SURVEY RESPONSES

<b>Places to Celebrate</b> <ul style="list-style-type: none"> <li>Sacred Heart Church</li> <li>Santa Rita Center</li> <li>Ann Ott School</li> <li>Silverstein Herrera School</li> <li>Trinity Church and other churches in the area</li> <li>Austin's Market</li> <li>Neighborhood Parks</li> </ul>	<b>Events and Experiences</b> <ul style="list-style-type: none"> <li>Annual Martin Luther King Jr. Birthday Celebration</li> <li>Sacred Heart Church Christmas Mass</li> <li>Student Performing Arts Nights</li> <li>Cesar Chavez Birthday Celebration</li> <li>Seasonal Market/Farmers Market</li> <li>Street Eat Festival/Food Trucks</li> </ul>
<b>Cultural Heroes</b> <ul style="list-style-type: none"> <li>Albert Braun</li> <li>Mary Lucia Junk</li> <li>Silvestre S. Herrera</li> <li>Wing F. Ong</li> <li>The Honorable Carlos C. and Georgina M. Goode</li> </ul>	<b>Form Activations</b> <ul style="list-style-type: none"> <li>Historic Adaptive Reuse</li> <li>Mural/Street Art</li> <li>Public Art</li> <li>Open-to-Shop</li> <li>Pop-Up Shops</li> <li>Art Displays</li> <li>Community Book</li> <li>Community Benches</li> <li>Public Tables</li> </ul>
<b>Process</b> <ul style="list-style-type: none"> <li>Community Grassroots Led</li> <li>Fundraising</li> <li>Requests-for-Proposals (RFP)</li> <li>Proposal Review</li> <li>Plan and Design Review</li> <li>Maintenance</li> </ul>	

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## THE PHX LAND REUSE STRATEGY CULTURAL CORRIDOR

### CULTURAL CORRIDOR SYSTEM FAMILY

The Cultural Corridor may be characterized by a visual signage system that can help to brand the area as a cultural destination. The Cultural Corridor wayfinding and signage will define an experiential heritage route where children, members of the community, and visitors can learn about the area's past and exciting future.

#### COLOR FAMILY

#### SIGNAGE FAMILY

**ICONIC BUILDING**

**HISTORIC WAYFINDING**

**HISTORIC INTERPRETIVE SIGNS**

**ADDITIONAL COMPONENTS**

#### EXAMPLE: FATHER A. BRAUN MEDALLION OF HONOR MEMORIAL ZONE

The components, colors and shapes in the graphics are examples only and do not show exactly how the Cultural Corridor will be defined. They serve as a guide to illustrate how the Community Vision could be implemented. The final components, colors and shapes will be developed by the community.

**RECOMMENDATIONS:**

- Use crosswalk graphics that help to identify the cultural corridor zone.
- Include zone identification for vehicular traffic.
- Incorporate Cultural Corridor zone symbology and colors on bus shelters.
- Incorporate a corridor kiosk with wayfinding and theme zone information.
- Use interpretive signs to highlight the history of the zone.
- Incorporate Cultural Corridor zone plaque on existing benches.
- Incorporate a community inspired and locally curated mural.
- Preserve and restore the Historic Sacred Heart Church as needed.

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- Actual size 8.5"x11"

## THE PHX LAND REUSE STRATEGY TEMPORARY LOT USE CONCEPT

### HOW TO GET AN IDEA TO THE NEXT STEPS

- 1

**Start With An Idea**

Community members draw a preliminary idea for a pocket space.

---

- 2

**Ask For Input**

Community members partner/consult with a designer to develop and visualize the concept.

Option 1                      Option 2

---

- 3

**Refine The Idea Together**

Community members refine the selected concept. The designer adds a materials palette and rough costs.

ESTIMATE OF PROBABLE COST	
ITEM	COST
Paths, Circles, Seat Walls	\$45,000
Lighting	\$65,000
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<b>TOTAL</b>	<b>\$285,000</b>

---

- 4

**Make It Happen**

Community members use the design package to seek funding, support, and partnership with a group or organization that will be responsible for signing the land lease and for maintaining the property.

2 IMPLEMENTATION

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## THE PHX LAND REUSE STRATEGY TEMPORARY LOT USE CONCEPT

### WHAT IS A POCKET SPACE?

Envisioned by the community for the community

- Pocket spaces are small-sized quick hit lot activations (a 2 lot cluster minimum; average 0.5 acres +/- in size.)
- Created/built by the community, spaces may be "branches" of the Cultural Corridor route that provide a "stopping point."
- Pocket Spaces can showcase historic elements as well as honor and commemorate neighborhood residents.

Key Map  
Cultural Corridor Route  
Cultural Corridor Potential Route Expansion

#### Refined Design based on Nuestro Barrio Unidos Neighborhood Association Preliminary Idea

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2 IMPLEMENTATION

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