



PHX

LAND REUSE
STRATEGY

Potential Plans, Policies and Actions

December 2016

skyharbor.com/LandReuseStrategy

Meeting goals

- Process to date
- Working Paper #2
 - ✓ Potential goals
 - ✓ Alternative frameworks
 - ✓ Evaluation
 - ✓ Draft policies
- Next Steps
- Open discussion



Washington St.

Union Pacific Railroad

24th St.

7th St.

16th St.



University Dr.

24th St.

Process to date

- **Community Goal-setting**
- Benchmarking
- Inventory
- Market study
- Stakeholder “charrette”

Support and enhance existing neighborhoods and land uses

Preserve and integrate our important history and culture

Ensure process is inclusive and reuse actions are immediate

Process to date

- Community goal-setting
- **Bench-marking**
- Inventory
- Market study
- Stakeholder “charrette”

Similar

Parcel “patch-work”
Flexible outcomes
Agency coordination

Unique

Community-driven
Neighborhood-oriented
Immediate actions

Process to date

- Goal-setting
- Bench-marking
- **Inventory**
- Market study
- Stakeholder “charrette”

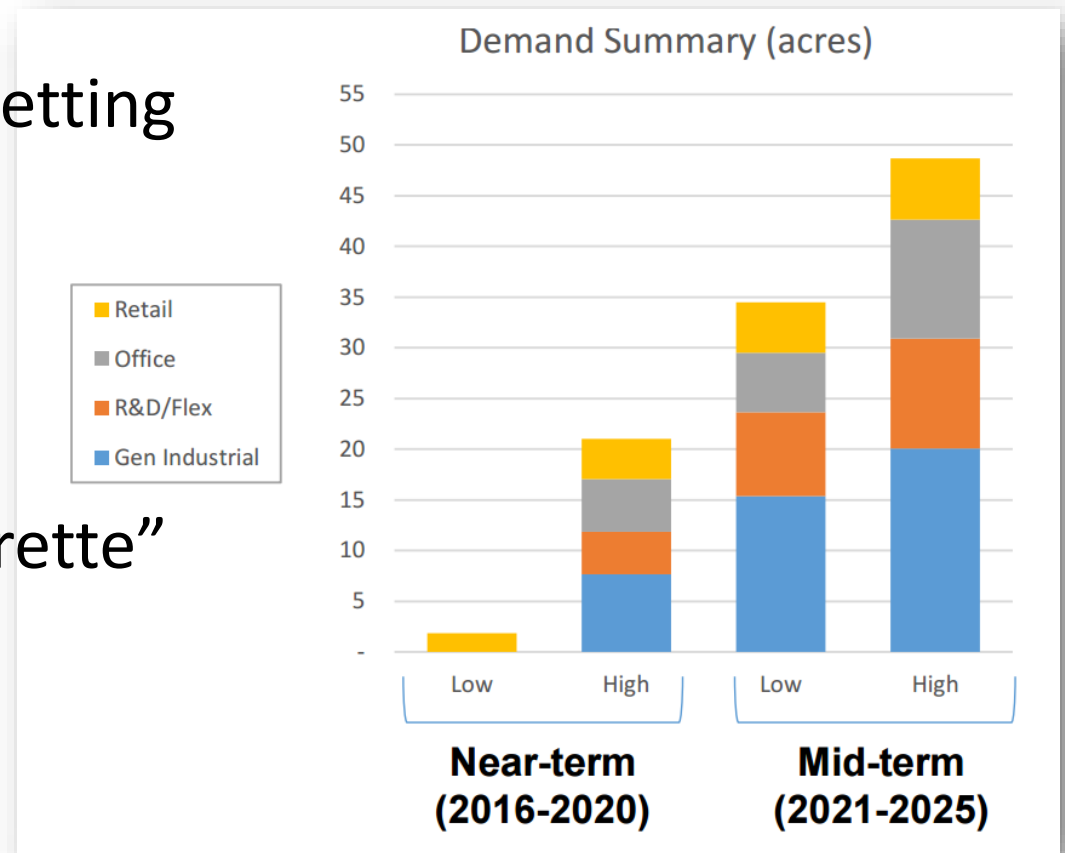
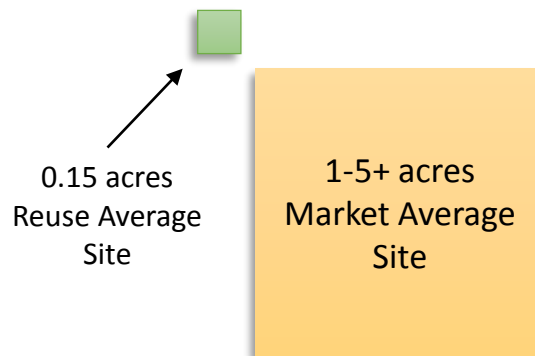
Significant cultural and historical resources and themes

Strong development attributes (access, zoning, utilities, etc)

Relevant plans in place for North Area, less so in Central and South

Process to date

- Community goal-setting
- Bench-marking
- Inventory
- **Market study**
- Stakeholder “charrette”



Process to date

- Community goal-setting
- Bench-marking
- Inventory
- Market study
- Stakeholder “charrette”



Blended use Round

1. Walkways / Bike Paths
2. Shaded Seating Area
3. Lighting
4. Side walks
5. Set backs should be somewhat the same as currently exist.
6. With new renovations they want to make sure they don't have to change set backs on existing Property

Spa's Goals for the Community

Adaptive Reuse

7. Connectivity to the downtown area
8. Family Areas
9. Bar-Dis - Pique Areas, Festival Area,
10. Keep Main as a Major Street
11. MORE Commercial Properties that will enhance Carolina's Business

Will support...
11. WORK COMMUNITY...
10. Keep Main as a Major Street
9. Bar-Dis - Pique Areas, Festival Area

Working Paper #2



Framework
alternatives

Evaluation
matrix


Potential
recommendations


Implementation
policies


Case
studies


Definitions


Study Area Boundary

 **Core Village**—Traditional low-scale residential area (density of 5-10 units per acre). Uses may include single or multi-family dwellings, existing and infill replacement housing, residential live-work, and complimentary community-benefit spaces (i.e. community garden, pocket park, etc.).

 **Mixed Use**—Compatible residential and non-residential uses are co-located vertically within a multi-level structure. Mixed use districts emphasize walkability and use of public transit. Designation also includes use of land for supportive features for residential development such as parking, open space, and drainage.

 **Commercial**—Primary land uses include retail, office, service, entertainment, and apartment development in formats appropriate to the setting and transportation network.

 **Industrial**—Consists of regional-scale land uses such as warehousing and distribution, manufacturing, food processing, utilities, and storage.

 **Light Industrial/Flex**—Includes a variety of low- to moderate-intensity, non-residential uses. Uses may include office, research and development, biotech, small-scale manufacturing, retail, business incubators, showrooms, and artisan production.

Mixed Use Residential Zone

Apartments above retail/office and civic

Neighborhood Infill Zone

Compatible areas for attached and detached SFR (6 du/ac typ.)



Transition Development Zone

Micro-site development, greenspace, temporary uses, existing use expansion, civic and recreation

Small Business Zone

Office, incubators, R&D, biotech, artisan-manufacturing and retail (1-acre site typ.)



Heritage & Technology Zone

Mixed use area with Mercado-style shops and maker-space integrated with downtown-satellite bio-tech and R&D facilities



Commerce Park Zone

20-acre site for class-A office and related business activities with regional sports park amenity



Commercial Zone

Retail, service, civic and entertainment uses in proximity to major transportation routes



Industrial Zone

Larger sites (5+ acres typ.) in proximity to major transportation routes that support distribution, warehousing, processing and manufacturing uses

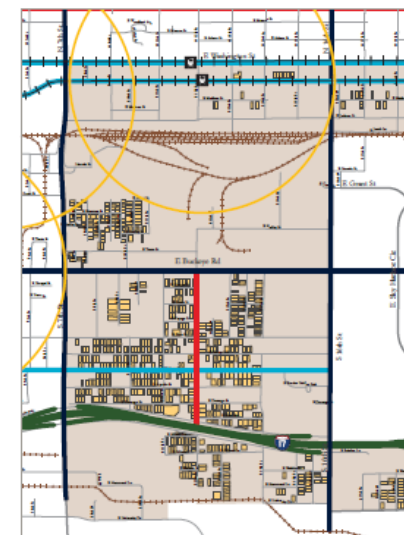
Framework A

Land Use and Noise Compatability










Definition






-  **Study Area**
-  **Core Area** may include initial livable park, etc.
-  **Mixed Use** within sit. Devel. such as...
-  **Commercial**



- Upgrade S. 12th St. and E. Buckeye Rd. to major arterials to accommodate planned development in Planning Area and Sky Harbor Center
- Upgrade E. Mohave St. to an arterial to provide improved access and compensate for local road closure

-  1/2 mile from light rail station—10 min. walk
-  Interstate
-  Major Arterial
-  Arterial
-  Collector
-  Minor Collector
-  Pedestrian Oriented

Transportation

-  **Industrial**—Consists of regional-scale land uses such as warehousing and distribution, manufacturing, food processing, utilities, and storage.
-  **Light Industrial/Flex**—Includes a variety of low- to moderate-intensity, non-residential uses. Uses may include office, research and development, biotech, small-scale manufacturing, retail, business incubators, showrooms, and artisan production.
-  **Education/Institutional**—Lands occupied by educational facilities including preschools, primary and secondary schools, colleges and universities, and supporting uses, or institutional facilities such as fire and police stations.
-  **Parks/Recreation**—Areas intended for recreation and/or the preservation of natural habitat and hydrology.
-  **Business Park**—A cohesively planned area occupied primarily by office, light industrial and industrial uses of similar character.

Framework B

Land Use and Noise Compatability



Definitions

Study Area Boundary

Core Village—Traditional low-scale residential area (density of 5-10 units per acre). Uses may include single or multi-family dwellings, existing and infill replacement housing, residential live-work, and complimentary community-benefit spaces (i.e. community garden, pocket park, etc.).

Mixed Use—Compatible residential and non-residential uses are co-located vertically within a multi-level structure. Mixed use districts emphasize walkability and use of public transit. Designation also includes use of land for supportive features for residential development.

- Route captures most resources within Central Subarea
- Highlights historic Sacred Heart Church and Santa Rita Center
- Historic Resources**
Includes resources or properties listed on the National and/or Phoenix Register of Historic Places, as well as those not listed but eligible for registry
- Cultural Corridor**
Designated heritage pathway linking multiple neighborhoods and marked by historic markers, interpretive signage and community branding

Cultural Corridor


Framework C


Land Use and Noise Compatibility






Definitions

 Study Area Boundary

 **Core Village**—Traditional low-scale residential area (density of 5-10 units per acre). Uses may include single or multi-family dwellings, existing and infill replacement housing, residential live-work, and complimentary community-benefit spaces (i.e. community garden, pocket park, etc.).

 **Mixed Use**—Compatible residential and non-residential uses are co-located vertically within a multi-level structure. Mixed use districts emphasize walkability and use of public transit. Designation also includes use of land for supportive features for residential development such as parking, open space, and drainage.

- Assemble parcels of 10+ acres
- Relocate utility infrastructure to maximize site design flexibility
- Abandon several road right-of-ways

 Parcel Assembly
 Abandon Road
 Relocate Utilities

Development Sites/Infrastructure

service, entertainment, and apartment-transportation network.

warehousing and distribution,

moderate-intensity, non-residential biotech, small-scale manufacturing.

ional facilities including universities, and supporting uses,

for the preservation of natural

primarily by office, light industrial

Criteria	Frameworks		
	A	B	C
Stakeholder/Community Input			
Local/Community Plans			
Historic/Cultural Considerations			
Sustainable Design			
FAA Guidelines			
City Investment			
Flexibility			
Market Demand, Timing and Characteristics			
Target Sectors			



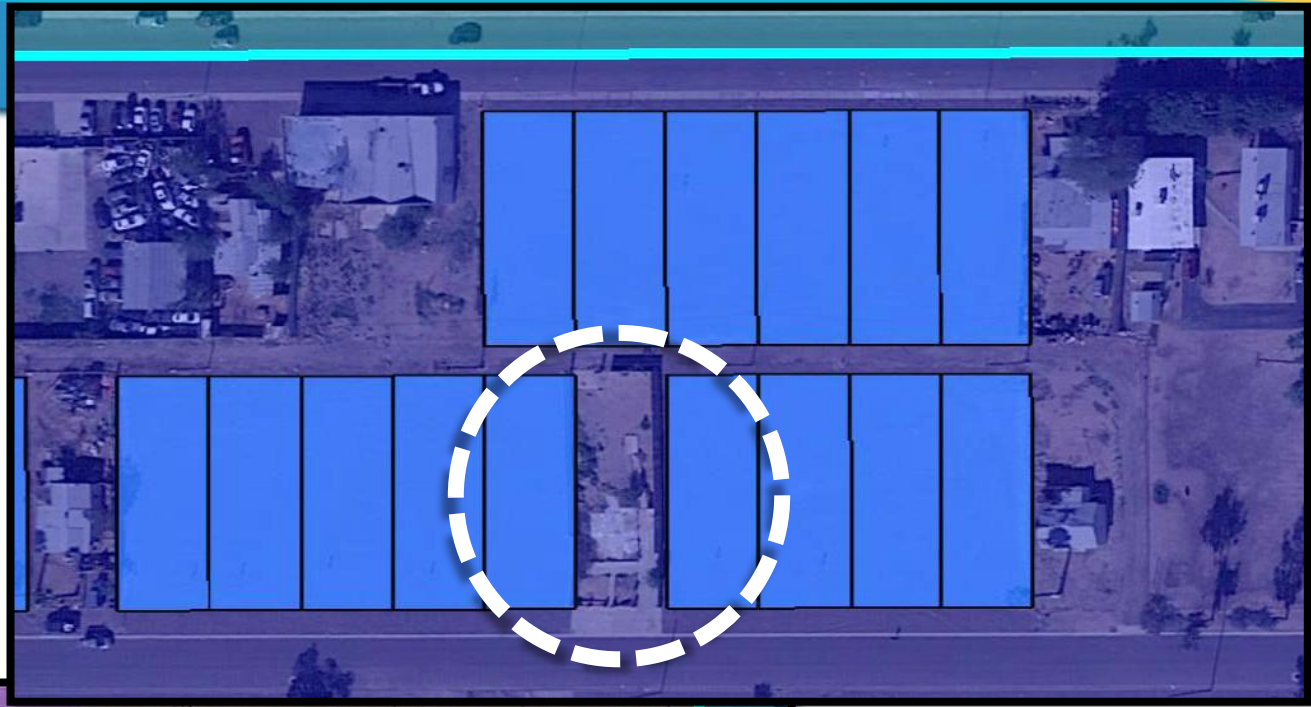
Time Out

- Are you going to change the zoning on the parcel I own or where I live?
✓ **NO**
- What about the aviation-parcel next to me?
✓ **MAYBE**

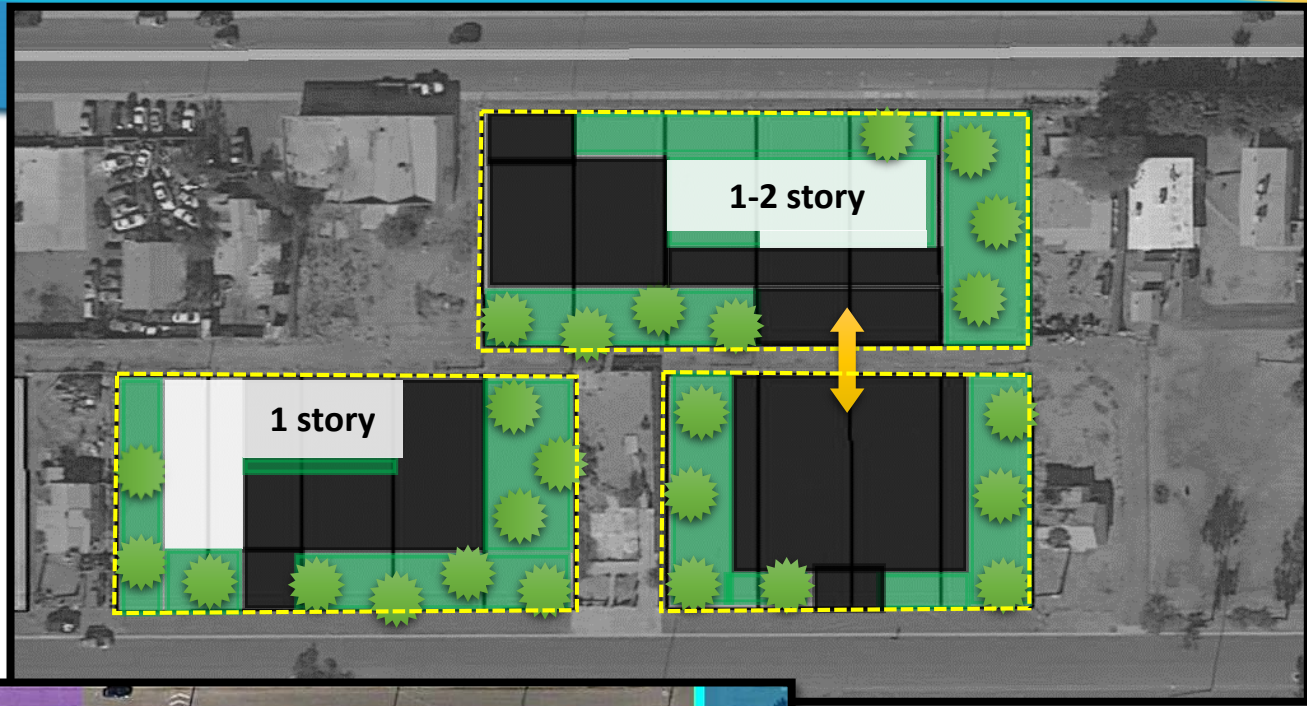
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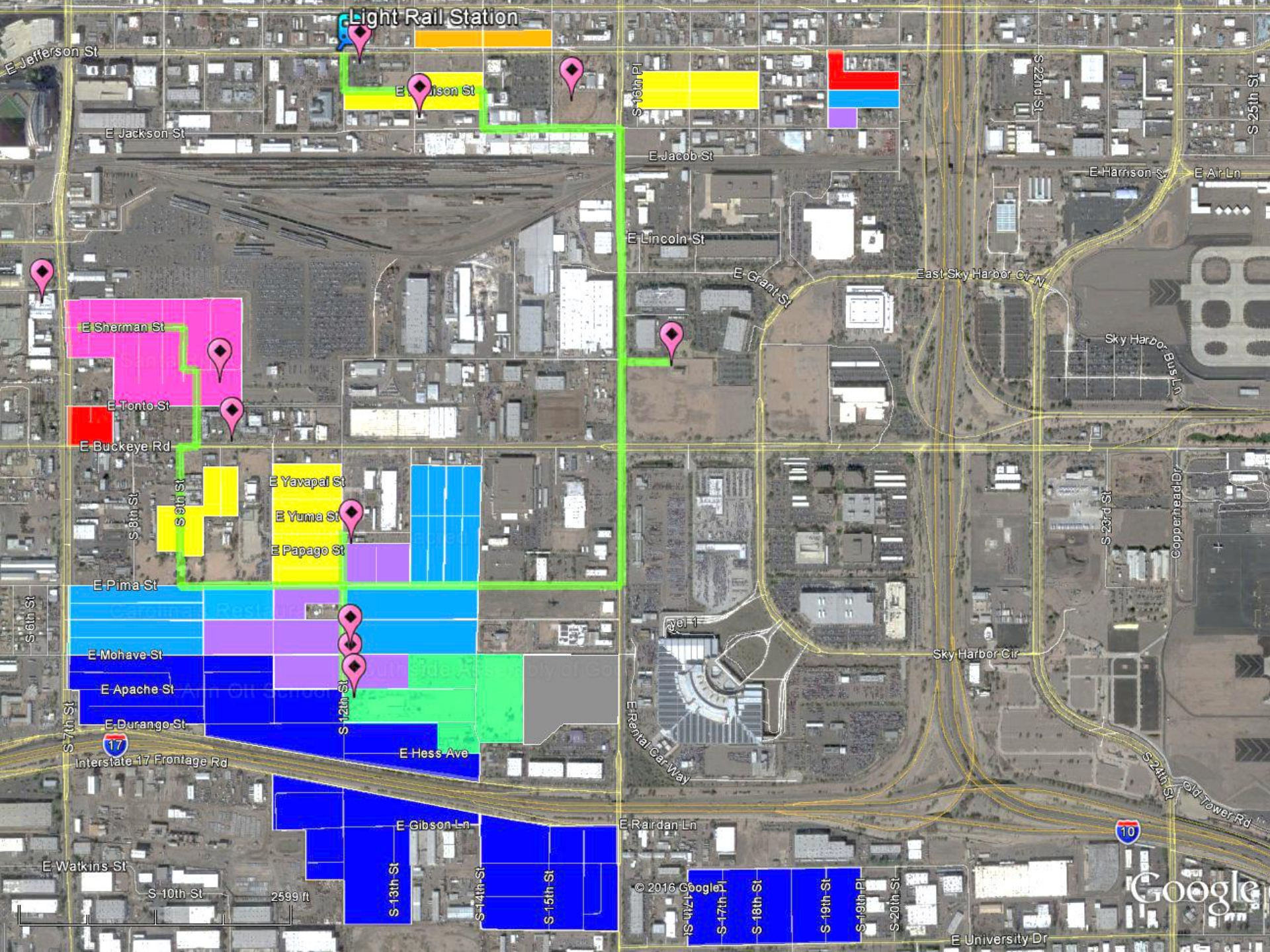
There may be instances where non-aviation parcel owners may wish to take advantage of an airport-parcel rezoning and choose to participate (on a voluntary basis)

EXAMPLES
FOR
DISCUSSION
PURPOSES



**EXAMPLES
FOR
DISCUSSION
PURPOSES**





Light Rail Station

E Jefferson St

E Jackson St

E Wilson St

S 16th Pl

E Jacob St

E Lincoln St

E Grant St

East Sky Harbor Cir N

E Harrison St

E Air Ln

Sky Harbor Bus Ln

E Sherman St

E Tonto St

E Buckeye Rd

E Yavapai St

E Yuma St

E Papago St

E Pima St

E Mohave St

E Apache St

E Durango St

E Hess Ave

E Gibson Ln

E Watkins St

S 10th St

2599 ft

S 13th St

S 14th St

S 15th St

E Rental Car Way

E Rairdan Ln

Sky Harbor Cir

S 23rd St

Copperhead Dr

S 24th St

Old Tower Rd

Interstate 17 Frontage Rd

Interstate 10

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S 17th St

S 18th St

S 19th St

S 19th Pl

S 20th St

E University Dr

Google

Goal A

Stabilize and Strengthen Neighborhoods

Policy A1

Encourage cohesive residential development in identified neighborhood settings to foster a diverse mix of uses and vibrant live-work environment to help reinvigorate area neighborhoods.

Policy A2

Continue to actively engage community of residents, businesses, and other stakeholders throughout planning and implementation process.

Policy A3

Employ interim uses to enhance neighborhood quality in locations where development opportunities are limited in the near- and mid-term.

Policy B1

Create distinct identity for Planning Area neighborhoods and promote as cultural destination within the heart of Phoenix.

Strategy B1a	Strategy B1b	Strategy B1c
<p>Actions</p> <p>Develop branding strategy to recognize, celebrate and promote the area's historic and cultural significance and reimaged potential as a vibrant urban neighborhood.</p>	<p>Actions</p> <p>Design and install Cultural Corridor: heritage pathway featuring pedestrian/vehicle wayfinding, gateways, historic markers, interpretive signage, and activity nodes; supported by permanent and temporary programs.</p>	<p>Actions</p> <p>Identify governance entity/part ner(s) to lead funding; develop maintenance of Cultural Corridor; development/implementation of programming; and promotion.</p>
<p>B1a-1</p> <p>Public engagement plan to encompass all aspects of branding strategy and Cultural Corridor.</p>	<p>B1b-1</p> <p>Establish stakeholder committee to inform development comprising current and past residents, organizations (e.g., CPLC, Bazzos Unidos, Mico, Phoenix Revitalization Corp [PRC], veterans groups), business owners, and city representatives.</p>	<p>B1c-1</p> <p>Identify funding opportunities and/or establish a capital campaign.</p>
<p>B1a-2</p> <p>Branding strategy/collateral package with name, logo, tagline, signage standards, etc. <i>Idea: Phoenix Grow/Started/Rose Here, The Roots of Phoenix. Idea: An example given by one project stakeholder was creating a special historic area for the Central Salween honoring the late Father Albert Brown, Santa Rita Hall with Great Church history and interior. Another example given by project stakeholders was creation of a merchant's district (the Mercado) near S. 7th Street and E. Buckeye Road that introduce cultural and heritage specific commercial uses in a development setting reminiscent of the southwest's original mission-derived commerce centers. This could highlight some of the area's iconic</i></p>	<p>B1b-2</p> <p>Determine path, activity nodes, gateways, signage, and public art. <i>Idea: Connect with historic resources (Historic Sacred Heart Church, Santa Rita Center), schools/employment centers (Herrera School, Mariopha Skills Center, Sky Harbor Center) and recreation areas (East Lake Park, Rio Salado Habitat Restoration Area).</i></p> <p><i>Heritage & Culture Destination Best Practices:</i></p> <ul style="list-style-type: none"> • Thai Town in L.A. • Esplanade at Navigation • Opera Street & L.A. Union Station area • Wynwood Walls • Austin Graffiti Park 	<p>B1c-2</p> <p>Partner with PRC to leverage community programming, including block parties, festivals, and regular tours of the area.</p>
<p>B1a-3</p> <p>Design guidelines for heritage-themed public spaces (pocket parks, streetscape). <i>Idea: historic markers, interpretive signs, public art: murals/sculpture.</i></p>	<p>B1b-3</p> <p>Develop construction package and phasing plans (Action B1a-3).</p>	<p>B1c-3</p> <p>Identify public-private partner(s), e.g. CPLC, to implement catalytic development focused on heritage tourism.</p>
<p>B1a-4</p> <p>Connect heritage district with existing and identify new opportunities for heritage-focused programming/events. <i>Idea: art walks, permanent/temporary exhibits, jazz concerts, walking map/guided tours, story-collecting.</i></p>		
<p>B1a-5</p> <p>Review the potential for restaurant retail expansion in the area to provide business/economic opportunity, and potential community garden tied to area restaurants.</p>		

Policy B2

Improve Planning Area safety and security.

Cultural Corridor Concept

Strategy B1b



Potential gateway treatments (intersection paving materials, crosswalks). Intersection of E. Buckeye Rd. and S. 7th Ave., looking east.

Potential gateway treatments (murals): S. 16th St., at the I-17 overpass, looking south.

Definitions

- Study Area Boundary
 - Core Residential
 - Mixed Use & Residential Support
 - Commercial
 - Industrial
 - Light Industrial/Flex
 - Education/Institutional
 - Parks/Recreation
 - Business Park
- Historic Resources**—Includes resources or properties listed on the National and/or Phoenix Register of Historic Places, as well as those not listed but eligible for registry.
- Cultural Corridor**—Designated heritage pathway linking multiple neighborhoods and marked by historic markers, interpretive signage and community branding.

Strategy

Develop and implement branding strategy for a Cultural Corridor to showcase the area's history and contributions to the community.

- Identify and promote the area through branding that highlights the rich history and cultural heritage.
- Use various tools, including design guidelines and incentives, to support the branding and encourage development of heritage-themed public spaces, public assembly, retail, tourism and cultural uses.
- Designated "Cultural Corridor" linking historic and cultural sites. May be combined with a walking map or app.

- Provide historic markers and/or interpretive signage at significant resources
- Develop decorative gateways signifying the entrance into a cultural area
- Consider inclusion of commemorative public art and naming of public spaces
- Engage local artists in mural development and public art installations

Policy B3

Prioritize value of placemaking to create physical settings that: enhance the quality of life for residents, employees and visitors; foster connections for travelers through the area; and attract new development.

Strategy B3a	Strategy B3b	Strategy B3c
<p>Actions</p> <p>Develop and implement targeted [small area] plans to address specific needs and improve metrics within specific areas.</p>	<p>Actions</p> <p>Promote unique location between downtown and airport to encourage economic development.</p>	<p>Actions</p> <p>Attract Valley residents and visitors to the area by promoting temporary uses and events.</p>
<p>B3a-1</p> <p>Identify areas of focus to address specific issues at a neighborhood scale.</p>	<p>B3b-1</p> <p>Amenities of transportation and location.</p>	<p>B3c-1</p> <p>Identify venue in which licensed pop-up food operations (e.g. food trucks or tents) may operate at little or no cost.</p>
<p>B3a-2</p> <p>Develop and implement a public engagement plan.</p>	<p>B3b-2</p> <p>Promote and leverage proximity to Innovation Corridor, (Biomedical, Warehouse District, Downtown).</p>	<p>B3c-2</p> <p>Provide space for temporary market events such as farmers market, antique or flea market.</p>
<p>B3a-3</p> <p>Develop plans to address a variety of topics:</p> <ul style="list-style-type: none"> • Zoning modifications to support land use recommendations (e.g. temporary use overlay; modification of Rio Salado overlay) • Transportation and connectivity, including complete streets • Public space and recreation. • Safety and security through CPTED (Strategy B2a) • Utilities infrastructure • Historic preservation • Urban design <p>Design guidelines to promote context-sensitive development (Action B1a-3)</p> <ul style="list-style-type: none"> • Explore opportunities to utilize transfer of development or shade tree requirements <p><i>Design Guidelines Best Practices:</i></p> <ul style="list-style-type: none"> • Provide direction regarding the layout, appearance, signage, use of materials, and landscaping/buffering. • Be reasonable and flexible given site constraints, careful not to impose a burden that would deter development. • Identify compliance/maintenance mechanisms, e.g., site development review process, lease agreement structure, development agreement, among others. 	<p>B3c-3</p> <p>Link Planning Area locations to ongoing or planned City events such as road races, food or historic tours, etc.</p>	

Policy C1

Utilize subject parcels and leverage adjacent City-owned land, where possible, to create employment center(s) in the Planning Area.

Strategy C1a

Evaluate the feasibility of two “catalytic sites” for special development concepts, including planned business park, with a mix of complementary uses and amenities. Catalytic development projects help attract interest and build momentum for redevelopment. Recommended sites are the area north of Buckeye and east of S. 7th Street, and the current Barrios Unidos Park and adjoining lands along S. 16th St.

Strategy C1b

Work with economic development agencies and stakeholders to attract target industries: healthcare, bioscience and biomedical; advanced business services; advanced manufacturing; aerospace and defense; technology and innovation; and sustainable and renewable energy.

Strategy C1c

Explore swap of underutilized Green Valley Park property in South Subarea with subject parcels in Central Subarea near Barrios Unidos Park to open up contiguous land for industrial development in South Subarea and focus recreational amenities in Central Subarea

Strategy C1d

Encourage small business growth and non-traditional employment opportunities in the area, including live/work arrangements, co-working spaces, incubators, etc.

Policy C2

Create opportunities for non-residential development sites in a range of sizes to meet market preferences.

Strategy C2a

Where it does not preclude identified longer-term objectives, expedite promotion of vacant land for small-scale, context-sensitive development to meet expressed community desire for timely reuse and economic development.

Strategy C2b

Reconfigure subject parcels for more productive use through land swap or purchase of adjacent land

Strategy C2c

Provide access to voluntary property buyout for land owners within Planning Area.

Strategy C2d

Allow private market purchase through release of select subject parcels. Private parties would purchase and develop parcels according to their needs and market conditions.



Next Steps – Schedule



Next Steps – Immediate Activities

During FAA review

- Develop small property release process
- Form focus groups
 - ✓ Preliminary block planning and zoning
 - ✓ Heritage/place-making
 - ✓ Identify strategic partners
- Property owner outreach

Pending FAA review

- Residential areas
- Interim uses
- Leasing strategies



FAA reuse
plan



Community
Reuse Plan



Next Steps

- What happens if FAA does not approve reintroduction of “single family residential”?
 - ✓ The neighborhood infill zones can fallback transitional zones to ensure near-term “interim” development occurs
 - ✓ In the long-term, reevaluate residential as a land use goal, consider reuse plan updates if conditions change



Next Steps

- What happens after FAA review and the next phase of the project begins?
 - ✓ Project leadership transition to **PHASE-2** (RTKL Callison)
 - ✓ Stakeholders will guide the process of taking policy maps and actions to the market
 - > Develop specific plans
 - > Review rezoning applications development
 - > Help create requests for proposals
 - > Monitor and adjust strategies as development occurs



NEXT STEPS

- Which framework elements, policies and actions do you like or dislike?
- What is not in the frameworks or policies that should be?
- Do you think the planning concepts reflect the community's goals and ideas for the reuse area?



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LAND REUSE
STRATEGY

Q&A

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THANK YOU