



PHX LAND REUSE STRATEGY PROPERTY OFFERING SUMMARY

January 2020 - DRAFT



01 WHAT IS THE STORY?

HOW ARE WE DOING THIS?

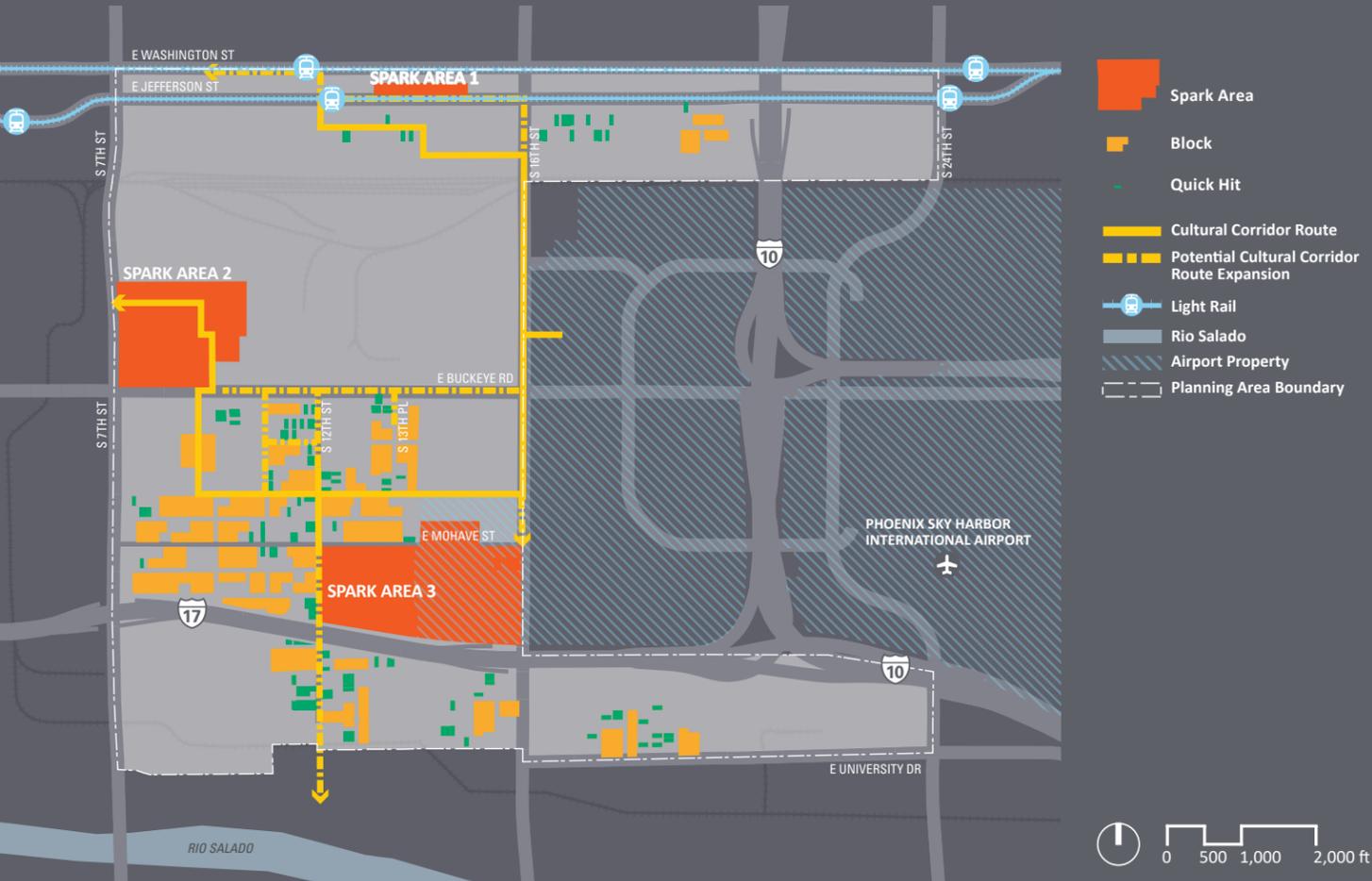
THE PHX LAND REUSE STRATEGY (LRS)

THE LRS OVERVIEW AND APPROACH TO REDEVELOPMENT

The LRS is a collaborative effort between the City of Phoenix Aviation Department, neighborhoods, and other stakeholders to develop and implement market-driven strategies that can accelerate redevelopment of 743 City-owned vacant parcels located west of Phoenix Sky Harbor International Airport (Airport).

THREE REDEVELOPMENT STRATEGIES

- Spark Areas**
 - SPARK AREAS** are locations proposed for mid- to long-term actions that will happen on three large contiguous developable sites. These areas will act as development catalysts triggering economic growth and revitalization in the area.
- Blocks**
 - BLOCKS** are contiguous noise land parcels with adjacent alley abandonments and private property acquisition totaling one acre or more in size. These small development areas offer new uses built to a size and character that complement the neighborhood.
- Quick Hits**
 - QUICK HITS** are interim lot uses or programming that offer the highest potential to deliver community benefits in the near term, while also putting underutilized noise land parcels to better use. These actions will improve neighborhoods, stimulate economic development and help realize the proposed Cultural Corridor.

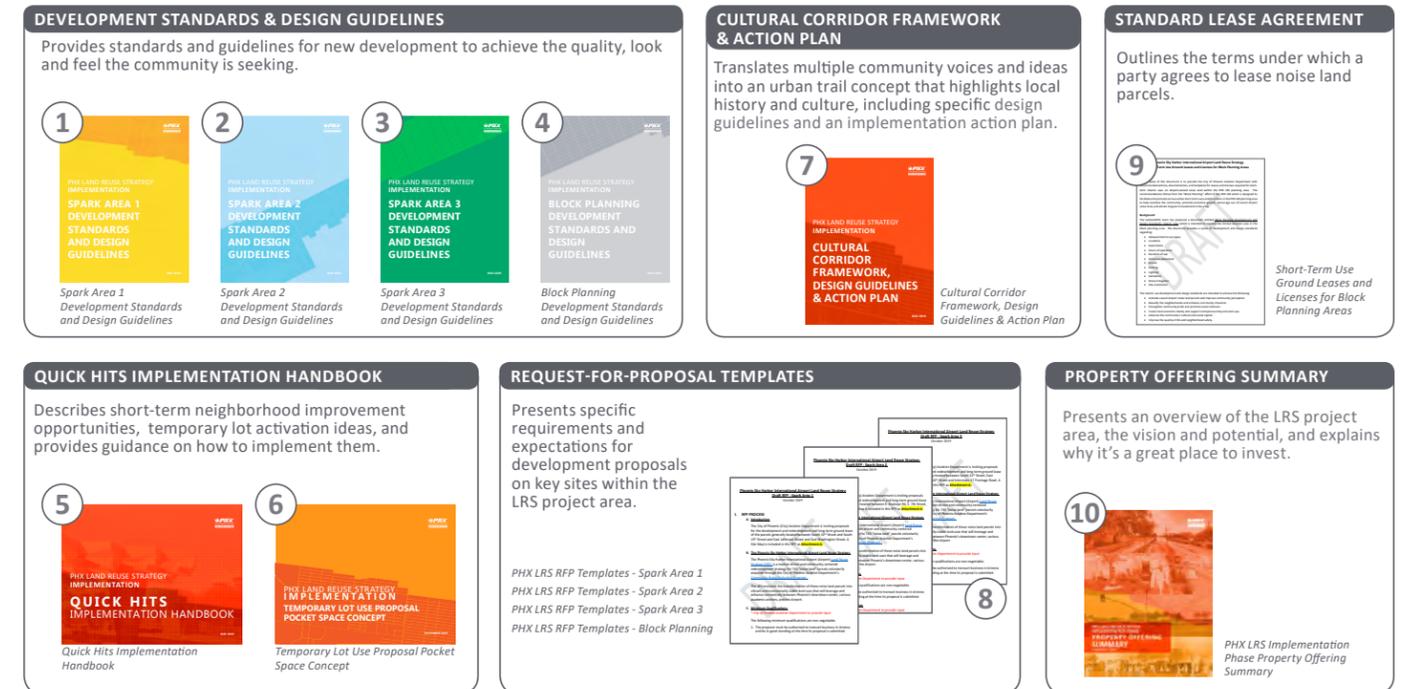


THE LRS APPROACH TO DEVELOPMENT

Grounded in market and economic analysis, the LRS offers investors and developers guidelines, standards, and a community-preferred framework for redevelopment that can expand economic activity, strengthen businesses, and revitalize neighborhoods.

Future redevelopment should be consistent with the Airport's 2017 Land Reuse Plan objectives:

- Maintain compatibility with Airport operations.
- Deliver economic benefit to the community and Airport.
- Support the community's vision for neighborhood revitalization.



The key objective of the LRS is to facilitate redevelopment of noise land parcels that is consistent with the approved Land Reuse Plan: maintain compatibility with Airport operations, deliver economic benefit to the community and Airport, and supports the community's vision for revitalization.

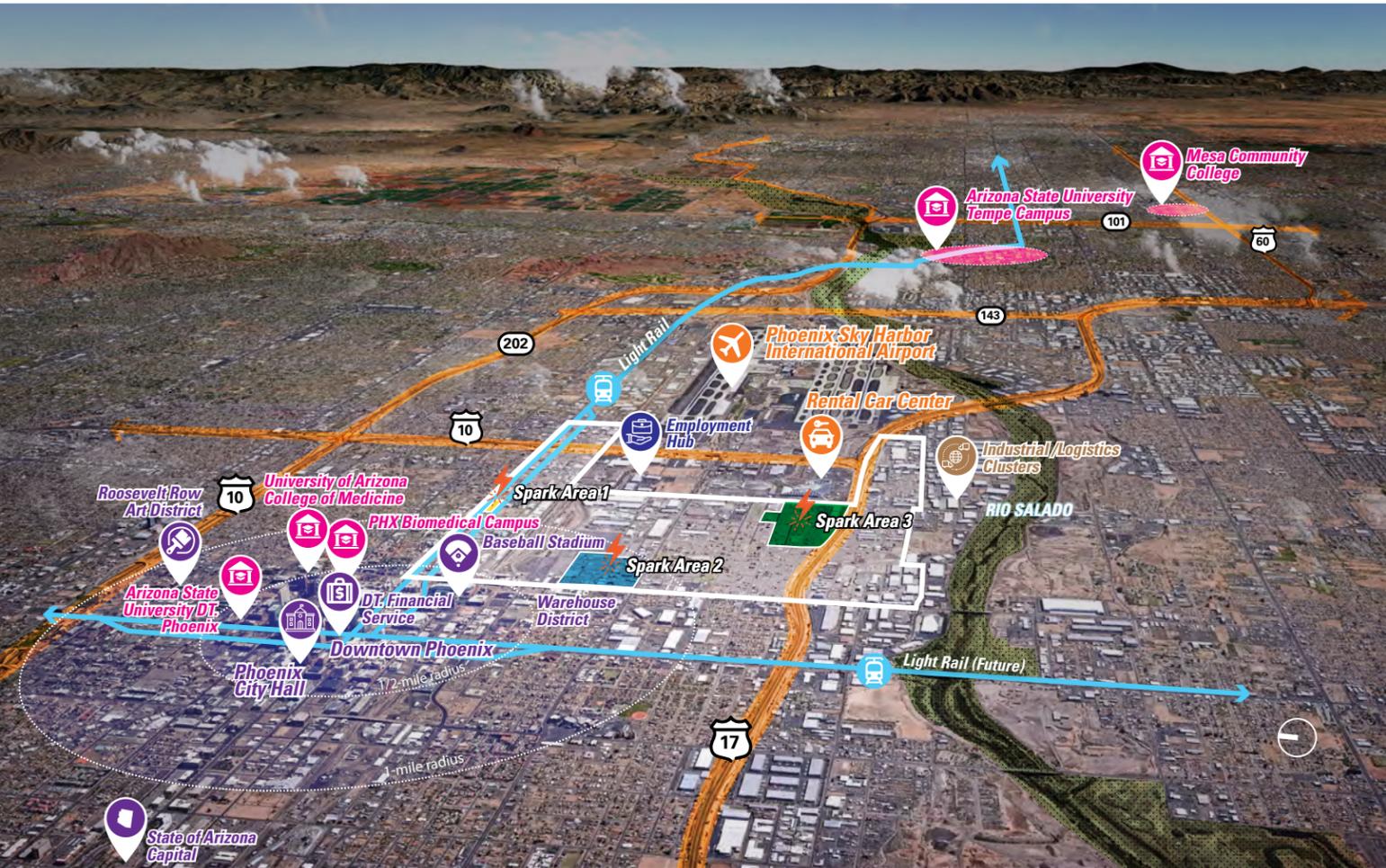


CC Note: This timeline to be replaced by simpler graphic and text.

02 LOCATION, LOCATION, LOCATION: THIS IS THE LRS ADVANTAGE



A STRATEGIC GATEWAY AT THE CENTER OF METRO PHOENIX BETWEEN DOWNTOWN AND PHOENIX SKY HARBOR INTERNATIONAL AIRPORT



-  Located next to the **Airport and Downtown Phoenix**.
-  At the center of the metro area's growing population of **4.7 million people**.
-  Situated between Arizona State University's (ASU) Downtown Phoenix and Tempe campuses with over **63,000 enrolled students**.
-  ASU, the largest public university, is ranked as the **top school for innovation in the nation**.

-  In proximity to prominent academic assets such as the **University of Arizona College of Medicine and Gateway Community College** campuses.
-  Directly adjacent to the **Chase Field Sports Center and Talking Stick Resort Arena**, the **hub for sports and entertainment**.

-  Close to **Nationally-recognized Roosevelt Row cultural hub** for galleries, dining, and new residential developments.
-  Directly adjacent to the **Warehouse District**, a hub for eclectic mix of **tech start-ups, restaurants, galleries and entertainment venues**.

-  Adjacent to **Phoenix Sky Harbor International Airport (PHX)** and its **45 million passengers per year**.
-  Directly adjacent to the **PHX Rental Car Center**.
-  Serviced by a network of transportation and mobility corridors including **light rail, dedicated bicycle lanes and Interstates 10 and 17**, which provide seamless connections to some of the region's key assets.

-  Significant cultural and historical assets including **Santa Rita Center, Black Theatre Troupe, Eastlake Park, and Historic Sacred Heart Church**.
-  Adjacent to the adaptively re-used **Warehouse District** that features an eclectic mix of **tech startups, restaurants, galleries and entertainment venues**.
-  In proximity to some of the region's top employers including **Honeywell, Bank of America and American Airlines**.

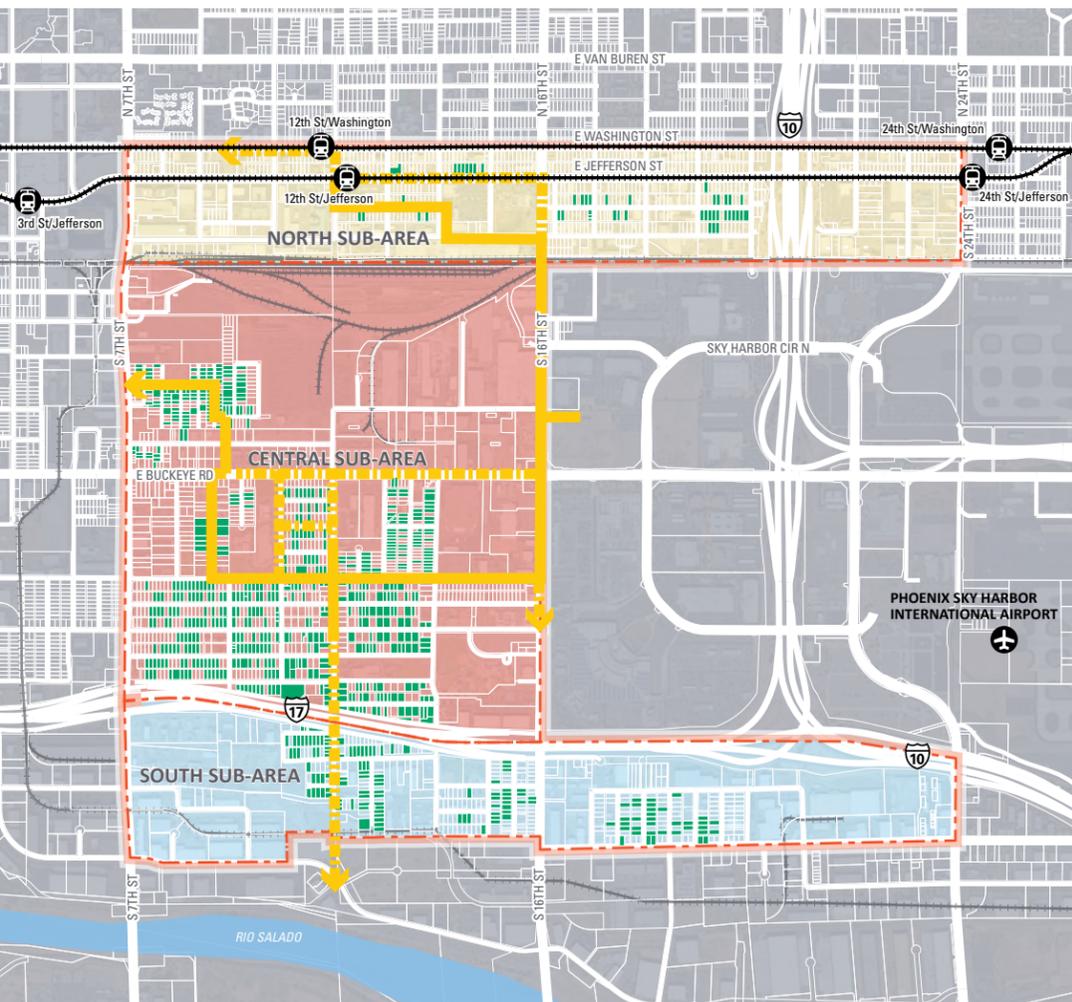
03 FRAMEWORK: WHAT IS THE STRUCTURE?



PLANNING AREA

The LRS planning area encompasses approximately two-square miles and is strategically located adjacent to the Phoenix Sky Harbor International Airport, a regional economic engine that grew to 45 million passengers in 2018.

Bounded by 7th Street on the west, 24th Street to the east, Washington Street to the north and University Drive to the south, the Planning Area encompasses three distinct sub-areas, each with unique assets and development potential. The sub-areas are:



- Cultural Corridor Route (Community Input, 2015-2017)
- Cultural Corridor Potential Route Expansion (Community Input, 2017-2019)
- Airport Parcels
- Light Rail
- Rio Salado
- Planning Area

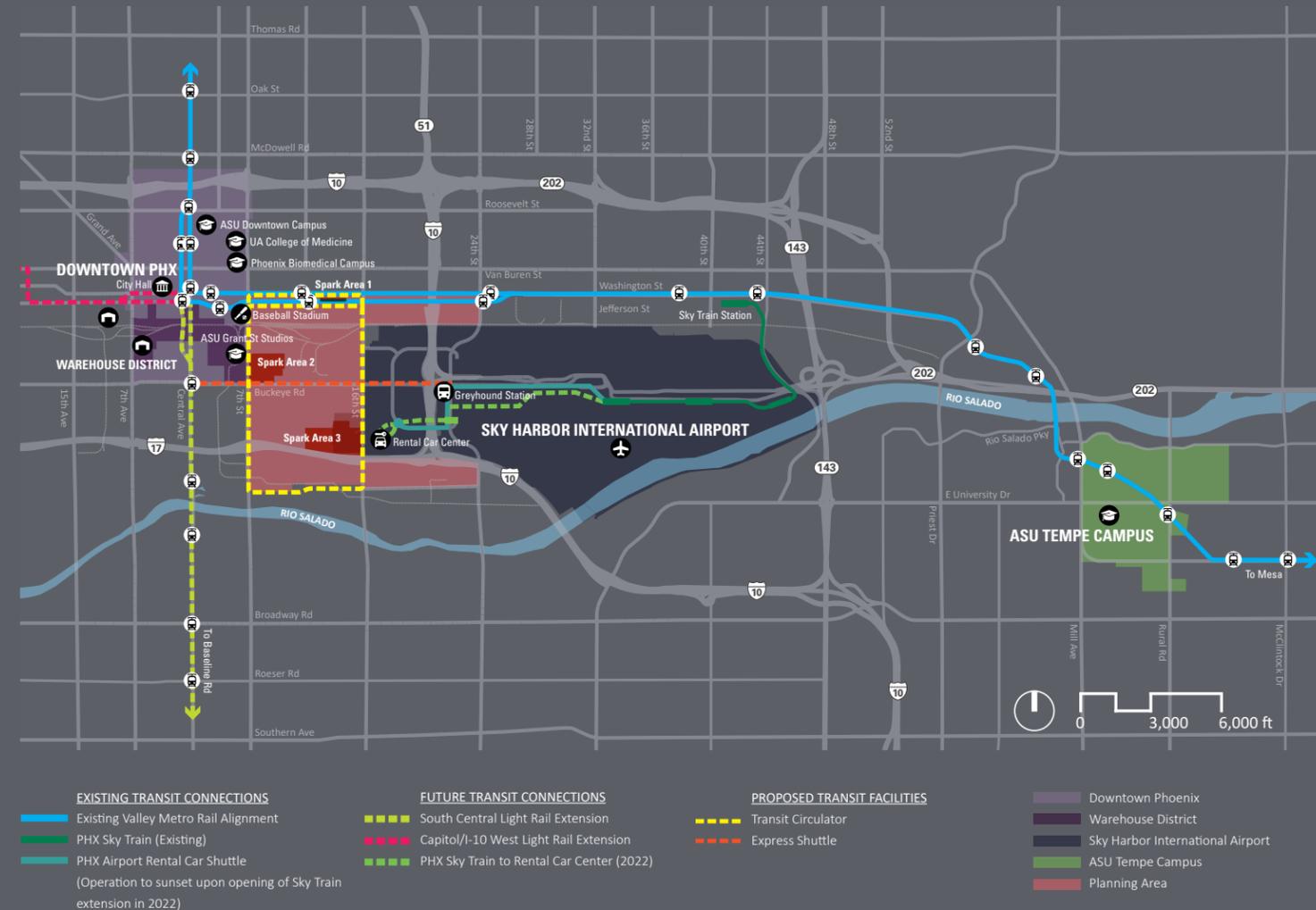


N **NORTH SUB-AREA**
The North sub-area is predominantly within the Eastlake-Garfield TOD District, is served by the Valley Metro light rail and has seen an increase in new mixed-use developments as a result of this transit orientation. Eastlake-Garfield TOD District document here: <https://www.phoenix.gov/pdd/reinvent-phx>

C **CENTRAL SUB-AREA**
The Central sub-area contains the largest share of Airport-owned noise parcels is comprised of significant assets such as neighborhood churches, the Santa Rita Center and the GateWay Community College.

S **SOUTH SUB-AREA**
The presence of existing industrial uses in the South sub-area, coupled with its access to the I-17, presents an opportunity to create a logistics hub.

REGIONAL TRANSIT CONNECTION CONCEPT

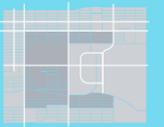


- | | | | |
|--|---|------------------------------------|----------------------------------|
| EXISTING TRANSIT CONNECTIONS | FUTURE TRANSIT CONNECTIONS | PROPOSED TRANSIT FACILITIES | LEGEND |
| Existing Valley Metro Rail Alignment | South Central Light Rail Extension | Transit Circulator | Downtown Phoenix |
| PHX Sky Train (Existing) | Capitol/I-10 West Light Rail Extension | Express Shuttle | Warehouse District |
| PHX Airport Rental Car Shuttle | PHX Sky Train to Rental Car Center (2022) | | Sky Harbor International Airport |
| <small>(Operation to sunset upon opening of Sky Train extension in 2022)</small> | | | ASU Tempe Campus |
| | | | Planning Area |

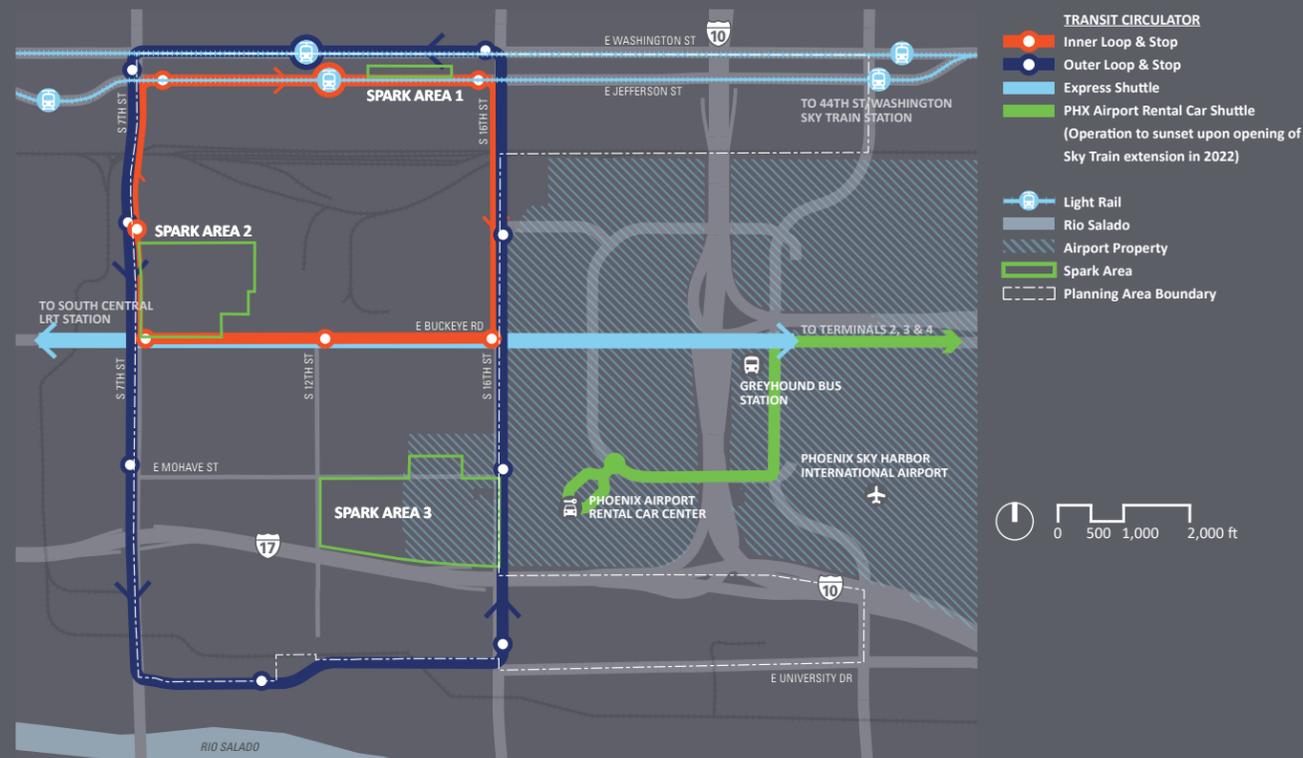
The *Regional Transit Connection* concept intends to:

- Encourage airport-connected development and create a niche innovation economy through the promotion of **seamless regional transit connections**.
- Link the **proposed transit circulator** with existing and future regional transit systems connecting various activities throughout the city.
- Take advantage of Valley Metro's light rail corridor in the North sub-area, and South-Central **light rail extension** along Central Avenue.
- **Connect to the Phoenix Airport Sky Train**, shuttle loops and Rental Car Center shuttle.
- Leverage **future rapid transit** route extensions.
- **Increase ridership** to more effectively service the Planning Area's resident, worker and tourist populations, providing direct **multiple transit access** to regional employment and education resources.

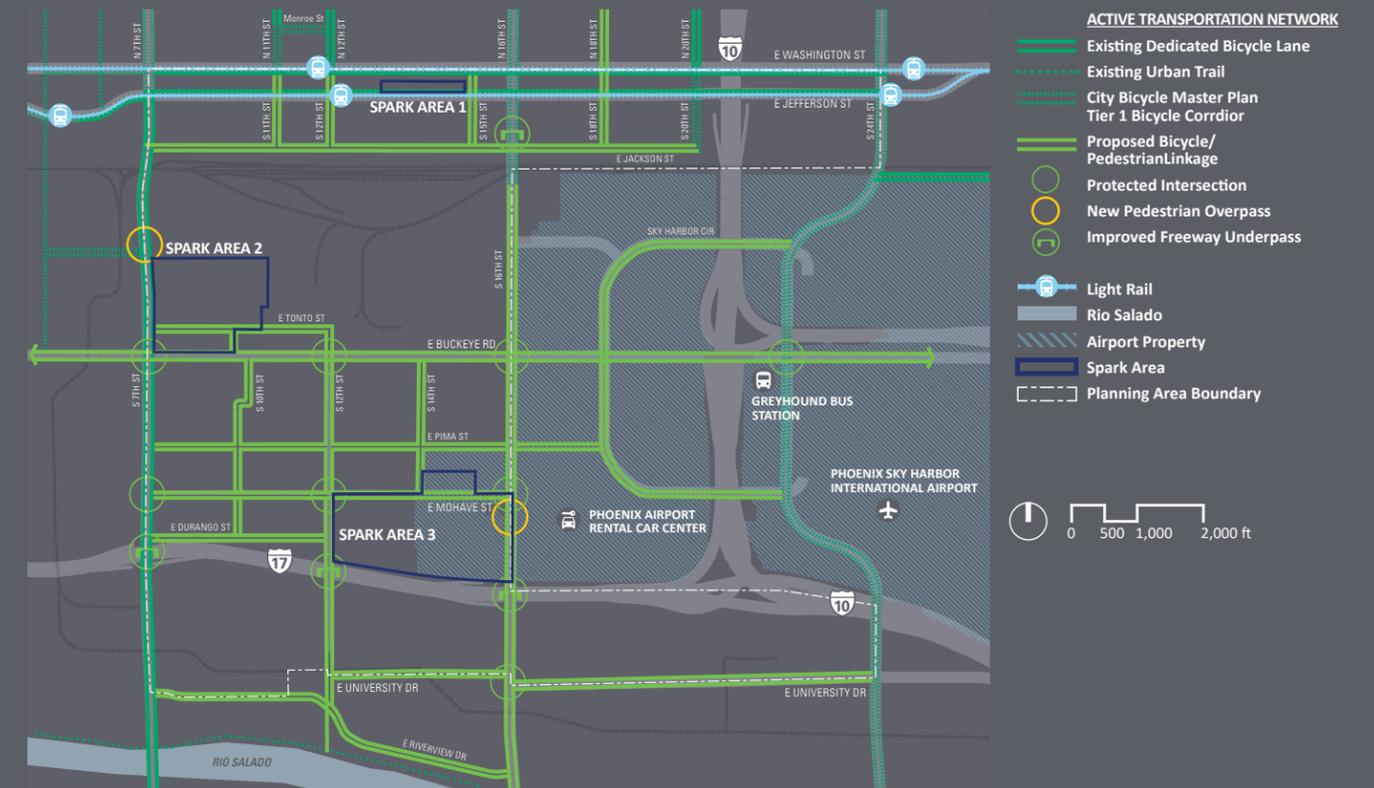
03 FRAMEWORK: WHAT IS THE STRUCTURE?



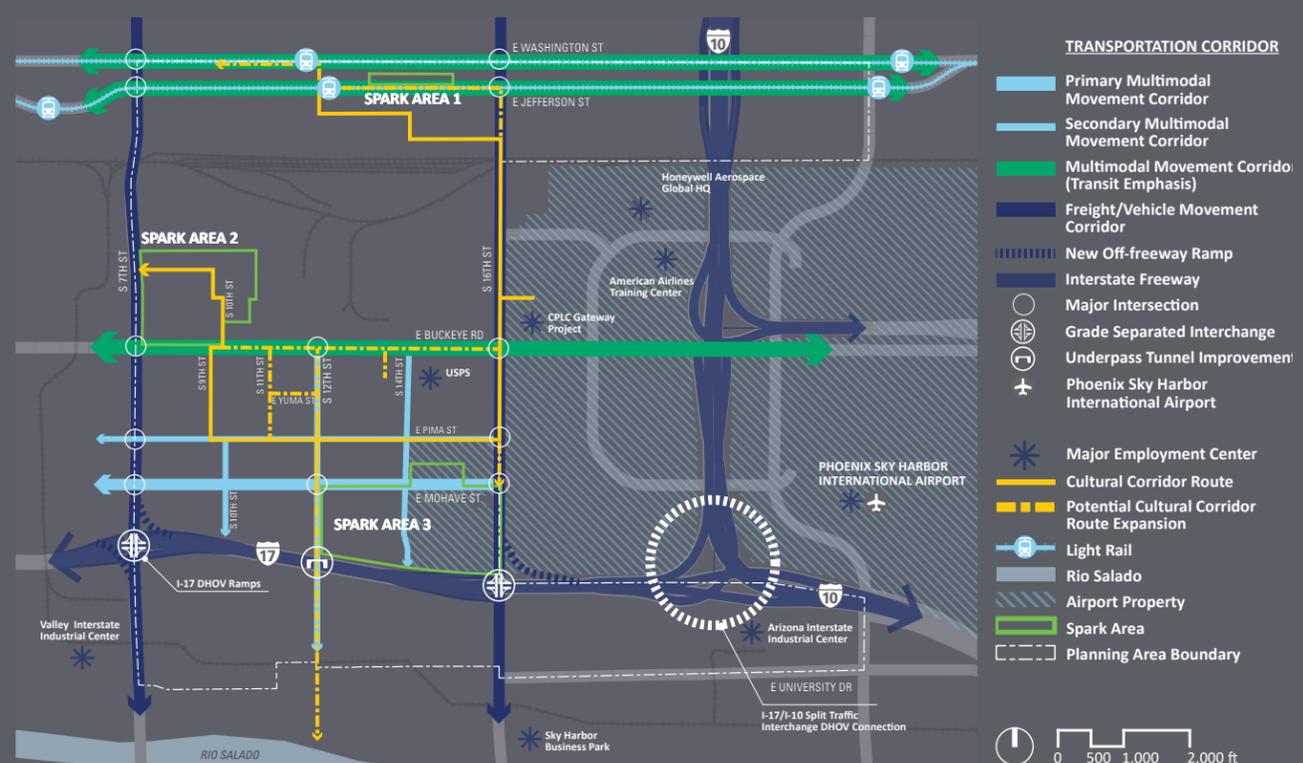
TRANSIT CIRCULATOR CONCEPT



PEDESTRIAN/BICYCLE CONNECTIONS CONCEPT



MULTIMODAL MOVEMENT CORRIDOR CONCEPT



Source: I-17 DHOV ramps & I-17/I-10 split traffic interchange DHOV connection sections of the I-10/I-17 Corridor Master Plan

TRANSIT CIRCULATOR CONCEPT

The *Circulator concept* proposes to:

- Designate an **express shuttle route**.
- Provide a **transit circulator** that loops around the Planning Area along Valley Metro's Light Rail corridor that:
 - Connects three Spark Areas with key resources, activities and employment centers.
 - Considers a non-fixed route facilitating future expansion to meet the community's ridership needs.
- Place **circulator stops** adjacent to Spark Areas and key destinations, such as Sacred Heart Church, Chase Field and GateWay Community College.

PEDESTRIAN/BICYCLE CONNECTIONS CONCEPT

The *Pedestrian/Bicycle Connections concept* proposes to:

- Expand the Planning Area's **bicycle network** and connect it with existing and the city's proposed bicycle network.
- Enhancing bicycle and pedestrian **streetscapes and facilities**.
- Extend the 12th Street and 16th Street bicycle and pedestrian path to **link** with the **urban trail** along the Salt River.
- Introduce **protected crossings** at key intersections.
- Improve the I-17 freeway underpasses** using art and lighting installations.
- Consider possible locations for **pedestrian overpasses**.

MULTIMODAL MOVEMENT CORRIDOR CONCEPT

The *Multimodal Movement Corridor concept* proposes to:

- Allow ease of connectivity by several modes, **strengthen operational efficiency** and advance economic growth.
- Enhance **freight/vehicle corridors** supporting the region's logistic and transportation industry along **I-17 and I-10 Interstates**.
- Minimize conflicts between **freight and commuter traffic corridors**.
- Promote complete streets to accommodate multiple modes.
- Strengthen **multimodal movement corridors** with improvement of enhanced transit stops, crosswalks and similar improvements that support transit and alternative modes of travel.

04 SPARK AREAS: WHERE ARE THE CATALYTIC LOCATIONS?



DEVELOPMENT CONSIDERATIONS

To achieve a win-win success for the community and the market, seven development considerations have informed the creation of Spark Area site development scenarios.

2 COMPATIBILITY



Leverage the area's proximity to downtown and the opportunity to achieve compatibility with existing neighborhoods and the Airport.

4 EXPERIENCE / BENEFITS



Common spaces with programmed events and activities enrich daily life and create a unique experience and shared memories.

6 JOB CREATION



Spark Areas act as economic engines creating significant impact and benefits through jobs, investments and public realm improvements.

1 INFRASTRUCTURE



Infrastructure improvement is key for enhancing quality of life and achieving successful new development in the future.

3 COMPLEMENTARY USES



Support local shops, restaurants and community benefits spaces (i.e., gardens, parks) to enhance quality of life.

5 OUR PHOENIX STORY



Employ various cultural themes and forms to share and honor the local history and celebrate the existing culture.

7 REALISM / PHASING



Market demand and phasing considerations ensure the realization of community revitalization and redevelopment.

SPARK AREAS COMPETITIVE POSITIONING

The LRS identifies three Spark Areas that represent high-impact investment opportunities. Spark Areas can benefit from proximity to major transportation and mobility corridors, Phoenix Sky Harbor International Airport, regional economic assets and the availability of development across large contiguous land areas. With the transformation of these Spark Areas into vibrant, multi-use hubs of activity, the PHX LRS Planning Area will become a key driver for regional economic growth and innovation.



THREE SPARK AREAS

SPARK AREA 1 Jefferson Street Mixed-Use TOD Node

Located between the Valley Metro Rail Alignment on Jefferson Street and Washington Street. Spark Area 1 offers opportunity to leverage proximity to transit stations to create a vibrant mixed-use transit village with a variety of housing and workplace opportunities and amenities.

SPARK AREA 2 7th and Buckeye Creative Campus

This approximately 33-acres of land presents a unique redevelopment opportunity for a hub of innovation celebrating Phoenix's cultural history and projecting a future of jobs, education and training. Spark Area 2's proximity to cultural, entertainment and other assets can support a diversity of land uses and building types to meet needs of one of the region's most innovative economic sectors including bio-tech and IT.

SPARK AREA 3 I-17 Mixed-Use Business Campus

Encompassing more than 60 acres of land, this development site is located directly adjacent to the Phoenix Sky Harbor International Airport, including the Rental Car Center as well as near significant employers such as Honeywell, American Airlines and Bank of America. Spark area 3 can develop a mixed-use business campus augmented by a transportation corridor, PHX adjacency and regional sports park. Spark Area 3's strategic location coupled with its proximity to Interstate 17 provides key advantages, particularly for becoming a hub for logistics and supply chain activities.

04 SPARK AREAS: WHERE ARE THE CATALYTIC LOCATIONS?



SPARK AREA 1 | JEFFERSON STREET MIXED-USE TOD NODE

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

STRATEGIC POSITIONING

The Jefferson Street Mixed-Use TOD Node Spark Area 1 is located in the [Eastlake-Garfield TOD District](#) and is competitively situated along the light rail line running along Jefferson Street creating a prime location for the development of a **transit-oriented mixed-use neighborhood including residences, work spaces and creative offices.** Envisioned as a **fine-grained, pedestrian-oriented neighborhood,** community-oriented amenities such as restaurants, cafes, microbreweries and grocery stores would support the adjacent residences and offices, as well as attract foot traffic from surrounding neighborhoods. The inclusion of **multi-modal infrastructure** to support transit, walking and biking, as well as plazas and alleys, will allow this area to become a vibrant and connected community hub.

COMPETITIVE PROPOSITION

- Significant linear frontage onto major roadways and the Valley Metro LRT route providing accessibility and visibility.
- Recent upgrade of public roads and utility infrastructure, mitigating development costs.
- Connected to a number of key assets including ASU, Downtown Phoenix and Downtown Tempe.
- Successful nearby, recently built multi-family residential projects provide market certainty and land use consistency.
- Strong community anchors include the Pilgrim Rest Church Campus and Eastlake Park.



SPARK AREA 2 | 7TH AND BUCKEYE CREATIVE CAMPUS

A HUB OF INNOVATION CELEBRATING PHOENIX'S PAST AND PROJECTING A FUTURE OF ENTREPRENEURSHIP, JOBS, AND TRAINING.

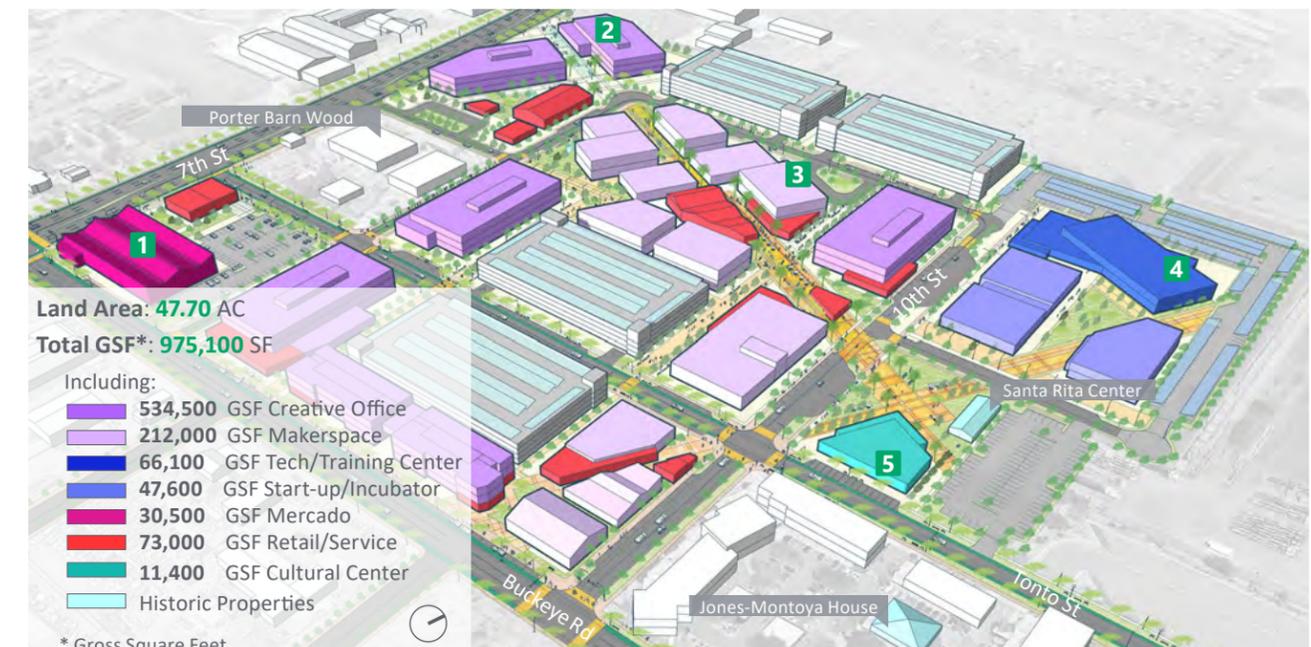
STRATEGIC POSITIONING

The 7th and Buckeye Creative Campus will create a **Hub for Innovation and Entrepreneurship** celebrating the confluence of Downtown ASU's T-Gen Millennial population and evolving talent within the area. The approximate 33-acres of land at Spark Area 2's 7th and Buckeye Creative Campus can accommodate several uses including traditional office, creative office, lifestyle tech, start-up complex, technical center, maker space, retail, and food and beverage.

The **flexible development potential** of Spark Area 2 is well positioned to support **economic growth in local engines for economic innovation** such as bio-tech, green tech, IT R&D, digital media, as well as academic training institutions. This also includes incubating emerging start-ups and logistics companies. **The site's location and large land area provide an opportunity for the inclusion of a business and innovation incubator** that could serve as a central anchor, providing space for food, services and businesses, and a connection with the Cultural Corridor. The 7th and Buckeye Creative Campus will be a **destination for the young, educated and engaged workforce**, as well as local artisan culture and unique food and beverage concepts.

COMPETITIVE PROPOSITION

- Connected to the area's cultural infrastructure including the Santa Rita Center and Cultural Corridor.
- Close proximity to prominent academic institutions provides access to an educated and entrepreneurial workforce.
- Several historical buildings provide opportunities for adaptive reuse into flex and traditional office space supporting a diversity of companies, including emerging start-ups and established corporations.
- At the edge of Downtown Phoenix, ASU, the Sports Hub and Warehouse District.



04 SPARK AREAS: WHERE ARE THE CATALYTIC LOCATIONS?



SPARK AREA 3 | I-17 FLEX BUSINESS PARK DEVELOPMENT

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

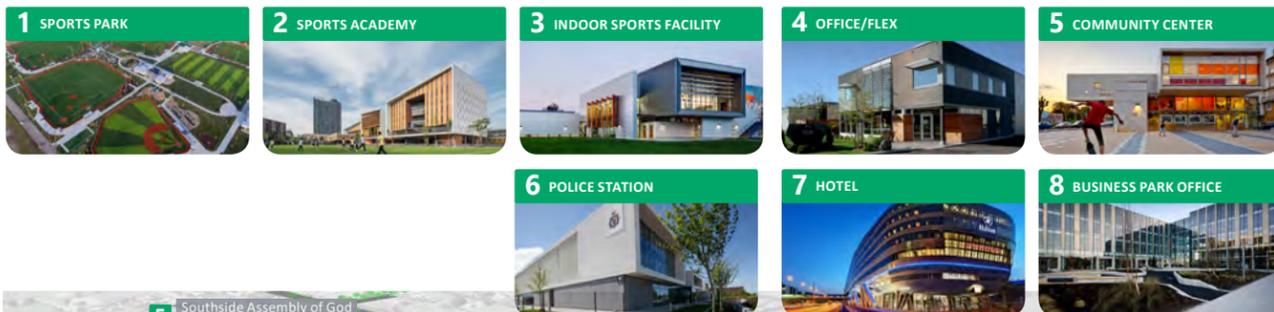
STRATEGIC POSITIONING

The I-17 Flex Business Park Development is the gateway into Phoenix Sky Harbor International Airport and the largest development opportunity in the LRS planning area. Spark Area 3 competitively offers more than 60 acres of land directly adjacent to the Airport and in close proximity to a number of employment anchors including Honeywell, American Airlines Training Center, Bank of America, City of Phoenix Police Academy and Prologis Logistics Complex. Spark Area 3's access to 16th Street and the Interstate-17 freeway make it one of the region's most optimal sites for logistics, distribution, Advanced Manufacturing and R&D.

The I-17 Flex Business Park Development leverages its location and transportation advantages to become an economic powerhouse in the LRS Planning Area. It will support a diversity of innovation-oriented end-user tenants by offering a mix of flex and office typologies as well as amenities including local shops, cafes, restaurants. Spark Area 3's large land area can support the development of a large regional park, which if connected with walking trails and bike networks, will serve as an amenity to attract prospective office tenants, as well as provide a public destination space to bring residents and visitors to the area. Its location is supportive of a hotel and limited commercial zone that would serve the area and airport.

COMPETITIVE PROPOSITION

- Largest land area in the LRS planning area.
- Provides flexible development options for end-user tenants.
- Presence of park space, bike and trail network provide an amenity package to attract and support innovative end-user tenants.
- Optimal location for logistics and distribution tenants with direct access to PHX and the Interstate-17.
- Truck roads and utility infrastructure already established on the site.
- Leverages proximity to major employers to create an Airport-connected economic commercial/industrial ecosystem.



SPARK AREA STREET IMPROVEMENT OPPORTUNITIES

SPARK AREA 1: TRANSIT CORRIDOR - JEFFERSON ST



SPARK AREA 2: ARTERIAL STREET - BUCKEYE RD



SPARK AREA 3: 12TH ST TUNNEL



Streetscape improvements will be key to enhancing the quality of life in the area and achieving successful community development.

05 QUICK HITS: WHAT ARE THE IMMEDIATE WINS?



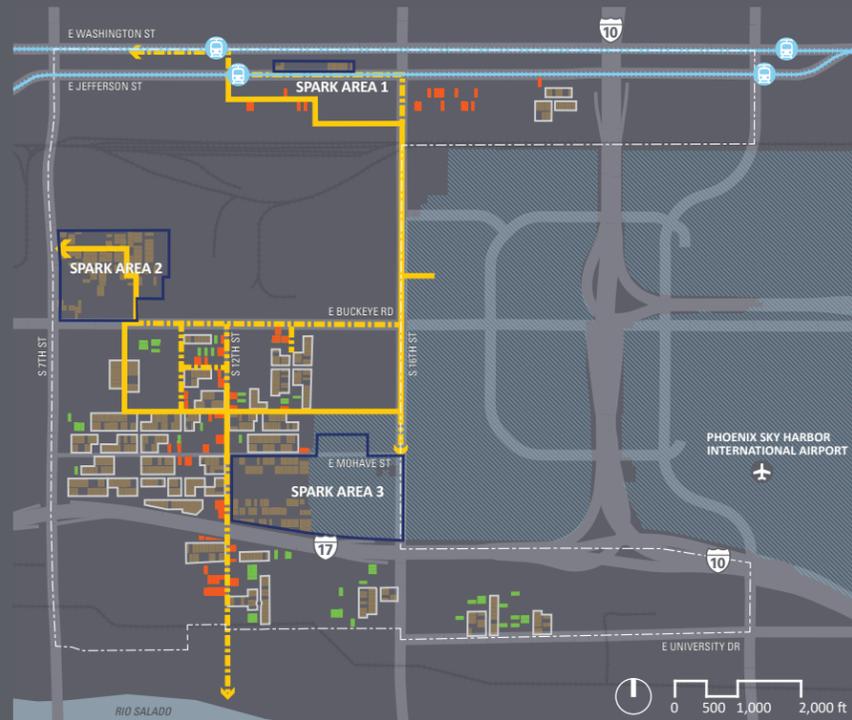
QUICK HITS EXPLAINED

Quick Hits are short-term neighborhood improvement opportunities and temporary lot activation ideas. Quick hits will revitalize neighborhoods, stimulate economic development and help realize the proposed Cultural Corridor.

The Quick Hits Handbook provides information on community preferences and provides guidance on how to implement them.

The concept proposes to:

- Cluster Quick Hits along key corridors and intersections.
- Offer a mixture of primary and secondary Quick Hits around each of the Spark Areas.
- Act as a critical activator to areas that are underdeveloped and have a high potential of permanency.



GOLD STAR QUICK HIT WINNERS

- Home & Yard Rehab**
Grants and Loans for Home and Yard Improvement
- Our Storefront**
PHX Land Reuse Strategy Info Headquarters
- The Green Edge**
Sidewalk and Vacant Lot Edge Planting
- Code Education**
Neighborhood Safety and Beautification Compliance
- Heritage Signage**
Neighborhood Identity Signage

BEST OF THE REST

GOAL A: STABILIZE & STRENGTHEN OUR NEIGHBORHOODS		
Super Side Yards Expansion & Improvement	The Tool Shed A Lending Resource	Clean & Create Lot Clean-up & Upcycling
GOAL B: PROMOTE IDENTITY & HERITAGE		
Fun Pop Pop-up Pocket Parks Pop-up Recreation	Community Fairs Health Fair & Fun Day	Our Story Walking tour Cultural Corridor Tour
GOAL C: EXPAND ECONOMIC OPPORTUNITY		
El Mercado Seasonal Market	Parking Share Lot Lease for Parking Program	Street Eats Pop-Up Restaurants & Food trucks

AN EXTRA LIFT

GOAL A: STABILIZE & STRENGTHEN OUR NEIGHBORHOODS		
Street Smarts Intersection Art	Street Style Pop-up Traffic Calming & Demo. Bike Lane	Timber Post Public Works Storage Tree Lots/ Tree Bank Lots
GOAL B: PROMOTE IDENTITY & HERITAGE		
Arte Ahora (Art Now) Commemorative Art Pieces	Little Free Library Book Lending Program	Dig Up Community Garden & Cooperative Nursery
GOAL C: EXPAND ECONOMIC OPPORTUNITY		
Biz On Wheels Mobile Business Support Center	Entrepreneur Spot Lot Lease for Parking Program	

Gold Stars: The community's five highest priorities, with the expectation that immediate steps will be taken toward implementing these Quick Hits.

Best of the Rest: The nine quick hits singled out as "The Best of the Rest" by the community as being especially important measures toward meeting the Goals of the LRS Plan.

An Extra Lift: Although not the community's highest priorities, implementation of these Quick Hits is desirable as they will support polices and strategies in the LRS Plan.

QUICK HIT EXAMPLES

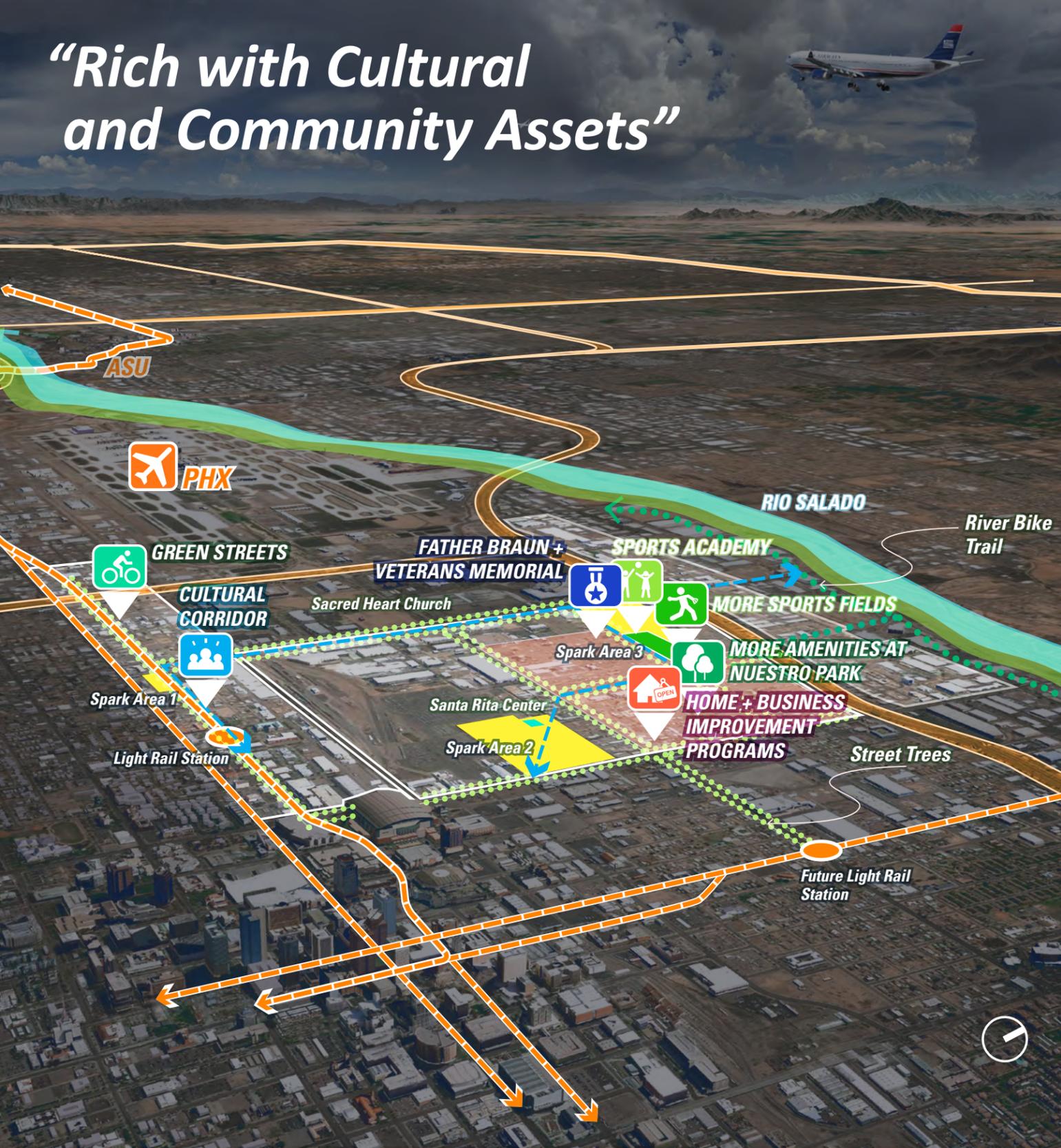
Clean and Create Lot / Alley Clean-up & Upcycling		Street Smarts Pop-Up Pocket Parks / Pop-Up Recreation	
El Mercado Seasonal Market		Street Eats Temporary Food Truck Pod / Pop-Up Restaurants	
The Tool Shed A Lending Source		Parking Share Lot Lease for Parking Program	
Community Fairs Community Events & Fun Day		Pocket Space Small Open & Passive Spaces	

Please reference the [Quick Hits Implementation Handbook](#) to learn more about these and other temporary lot activation ideas.

06 CULTURAL CORRIDOR: OUR HISTORIC HERITAGE TRAIL

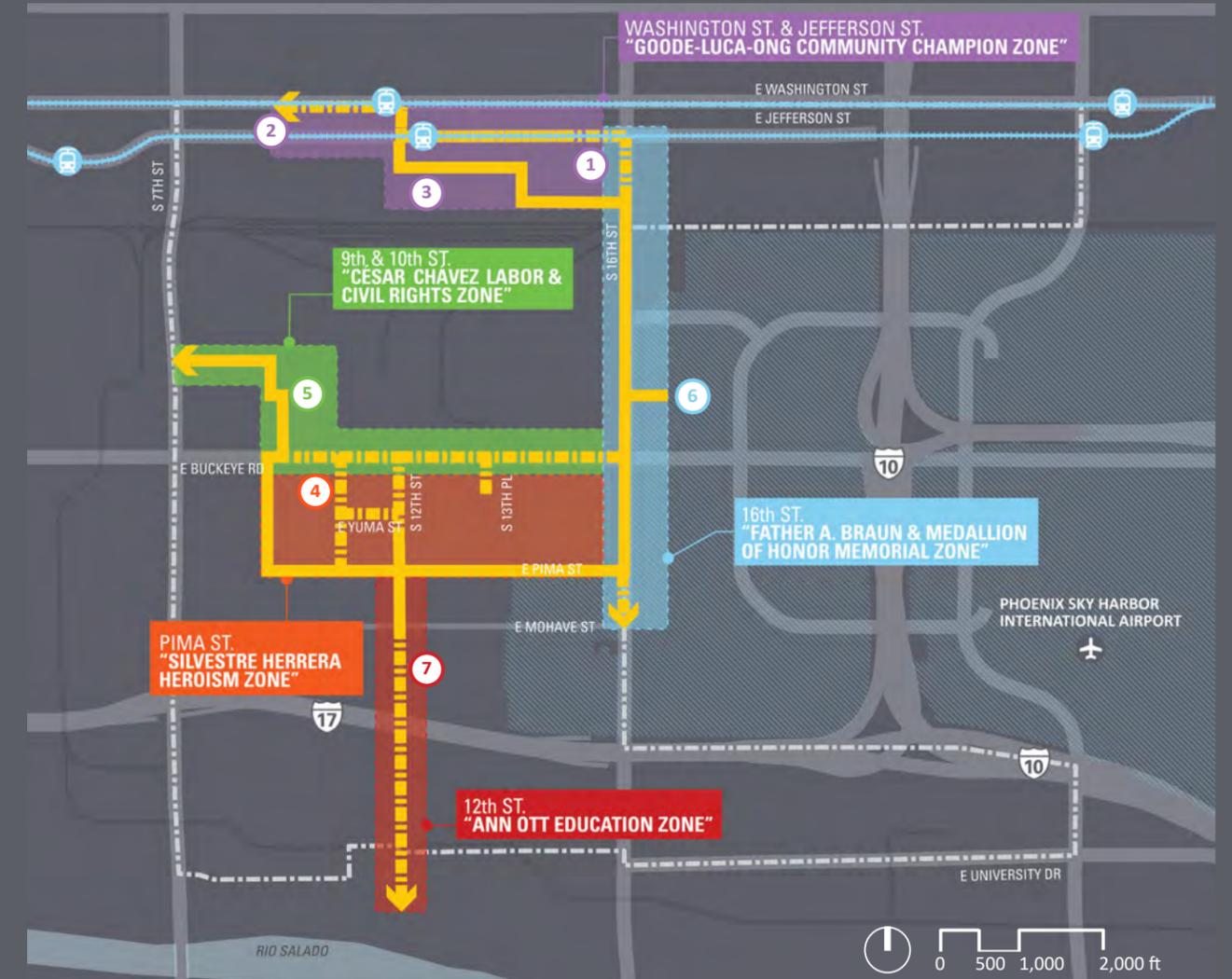


“Rich with Cultural and Community Assets”



The Cultural Corridor is envisioned as a designated heritage trail that will celebrate the area’s many cultures and histories. This concept has the ability to create a multi-modal amenity connecting historic barrios and neighborhoods to areas of new development, educational institutions, employment centers, entertainment venues, parks and other recreational areas. More details about the Corridor and how it can developed over time can be found by visiting [The Cultural Corridor Framework, Design Guidelines & Action Plan](#).

THEME ZONE DESIGNATIONS



Theme Zone Concept:

The Cultural Corridor Theme Zone concept synthesizes the input received during the community engagement process and maps the community heroes with the highest votes. The theme zones were developed based on the areas in which these heroes worked, lived, advocated, and/or spent time in the community. The overarching themes also relate to the topics of importance to these heroes and include: community championship, heroism, labor & civil rights, military honor, and education. While the themes are not intended to be areas with a distinct look and feel, they are intended to organize the stories that are told along the route.

- CULTURAL CORRIDOR
- Cultural Corridor Route Potential Route Expansion
- Light Rail Alignment
- Rio Salado
- Airport Property

06 CULTURAL CORRIDOR: OUR HISTORIC HERITAGE TRAIL



ZONE COLORS



GOODE-LUCA-ONG
COMMUNITY
CHAMPION ZONE



SILVESTRE S. HERRERA
HEROISM
ZONE



ANN OTT
EDUCATION
ZONE



FATHER A. BRAUN
MEDALLION OF HONOR
MEMORIAL ZONE



CÉSAR CHÁVEZ
LABOR & CIVIL
RIGHTS ZONE

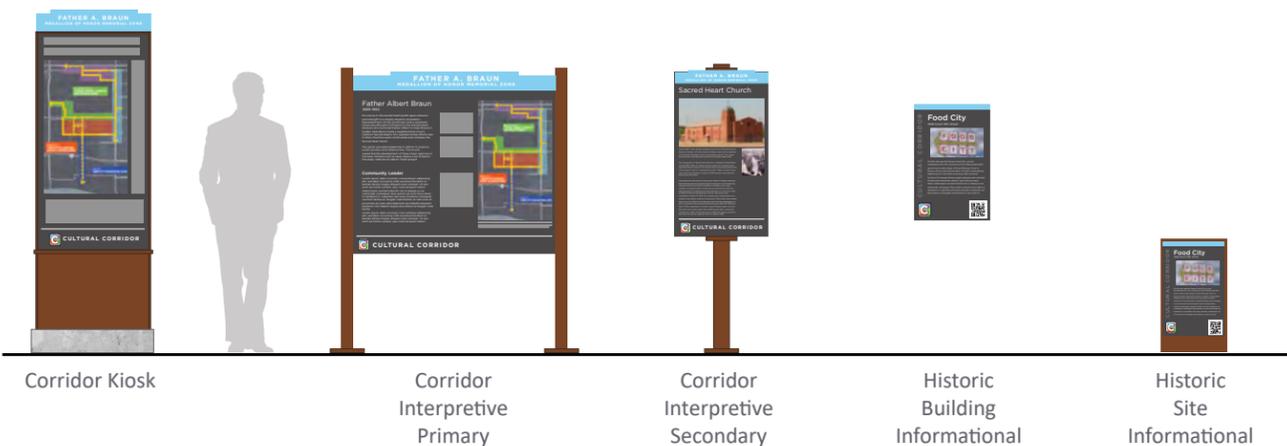
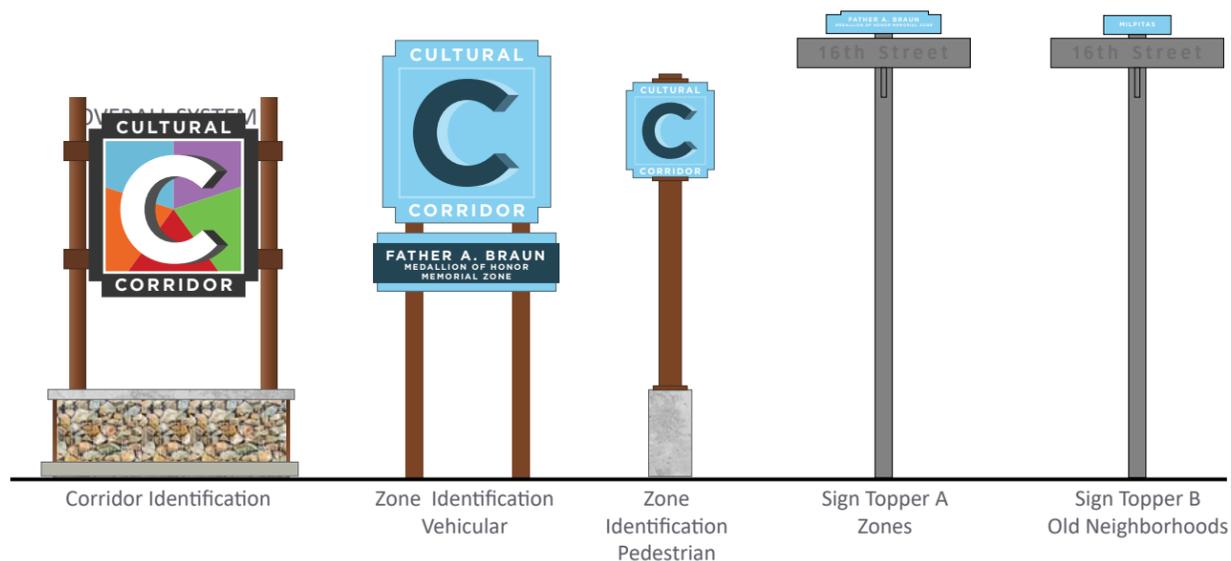
CORRIDOR VISUALIZATION

* Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.



CÉSAR CHÁVEZ LABOR & CIVIL RIGHTS ZONE SPARK AREA 2 |
DIAGONAL PEDESTRIAN PATH

SIGNAGE FAMILY



GOOD - LUCA - ONG - COMMUNITY CHAMPION ZONE
SPARK AREA 1 | WASHINGTON ST & 14TH ST



FATHER A. BRAUN MEDALLION OF HONOR ZONE
BUCKEYE RD & 16TH ST



SILVESTRE S. HERRERA HEROISM ZONE
12TH ST & YUMA ST



SILVESTRE S. HERRERA HEROISM ZONE
LEWIS PARK ALONG 13TH ST



ANN OTT EDUCATION ZONE
BUCKEYE RD & 12TH ST TUNNEL



ANN OTT EDUCATION ZONE
PROLOGIS DEVELOPMENT ALONG 12TH ST



A collaborative strategy identifying the best way to deliver economic benefits to both the community and the Airport.

PREPARED FOR



**City of Phoenix
Aviation Department**

WITH

**Community groups, residents,
businesses, schools,
property owners, non-profit
organizations, and other
stakeholders within the LRS
planning area.**

PLAN BY

**CallisonRTKL Inc. -- Planning &
Urban Design
Los Angeles, CA**

**CallisonRTKL Inc. -- The
Environmental Studio
Los Angeles, CA**

**ARCADIS US, Inc.
Phoenix, AZ**

**Crowdbrite
Reno, NV**

**Elliott D. Pollack & Company
(EDPCO)
Scottsdale, AZ**

**MakPro Services, LLC.
Mesa, AZ**

**MXD Development Strategists, Ltd.
Vancouver, BC, CA**

**Phoenix Revitalization Corporation
Phoenix, AZ**

**PLAN*et Communities PLLC
Phoenix, AZ**

**The CK Group, Inc.
Phoenix, AZ**

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