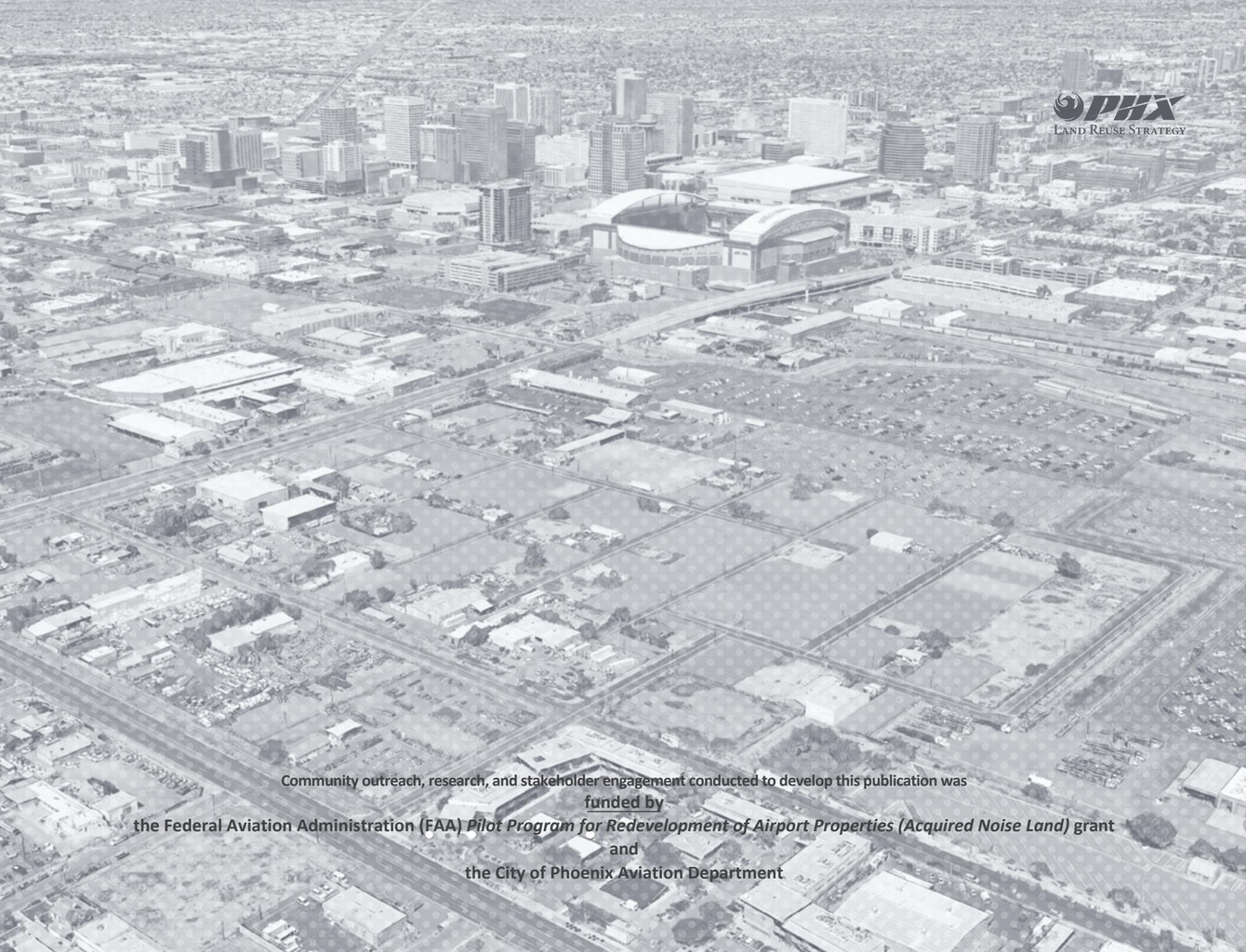


# PHX LAND REUSE STRATEGY **IMPLEMENTATION STRATEGY REPORT**

FINAL DRAFT - JUNE 2020



# PHX LAND REUSE STRATEGY IMPLEMENTATION STRATEGY REPORT

PREPARED FOR



City of Phoenix  
Aviation Department

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IN COLLABORATION WITH

Neighborhood Residents

Community Groups

Property Owners

Business Owners

Area Schools, Colleges, & Universities

Non-Profit Organizations

City of Phoenix

Community outreach, research, and stakeholder engagement conducted to develop this publication was  
funded by  
the Federal Aviation Administration (FAA) Pilot Program for Redevelopment of Airport Properties (Acquired Noise Land) grant  
and  
the City of Phoenix Aviation Department





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# 1 INTRODUCTION

THE PHX LAND REUSE STRATEGY (LRS)

THE LRS PLANNING AREA

THE LRS VISION & IMPLEMENTATION

REPORT PURPOSE

REPORT ORGANIZATION

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An overview of the LRS project, planning area and planning process, as well as a summary and explanation of the contents of this Implementation Strategy Report.

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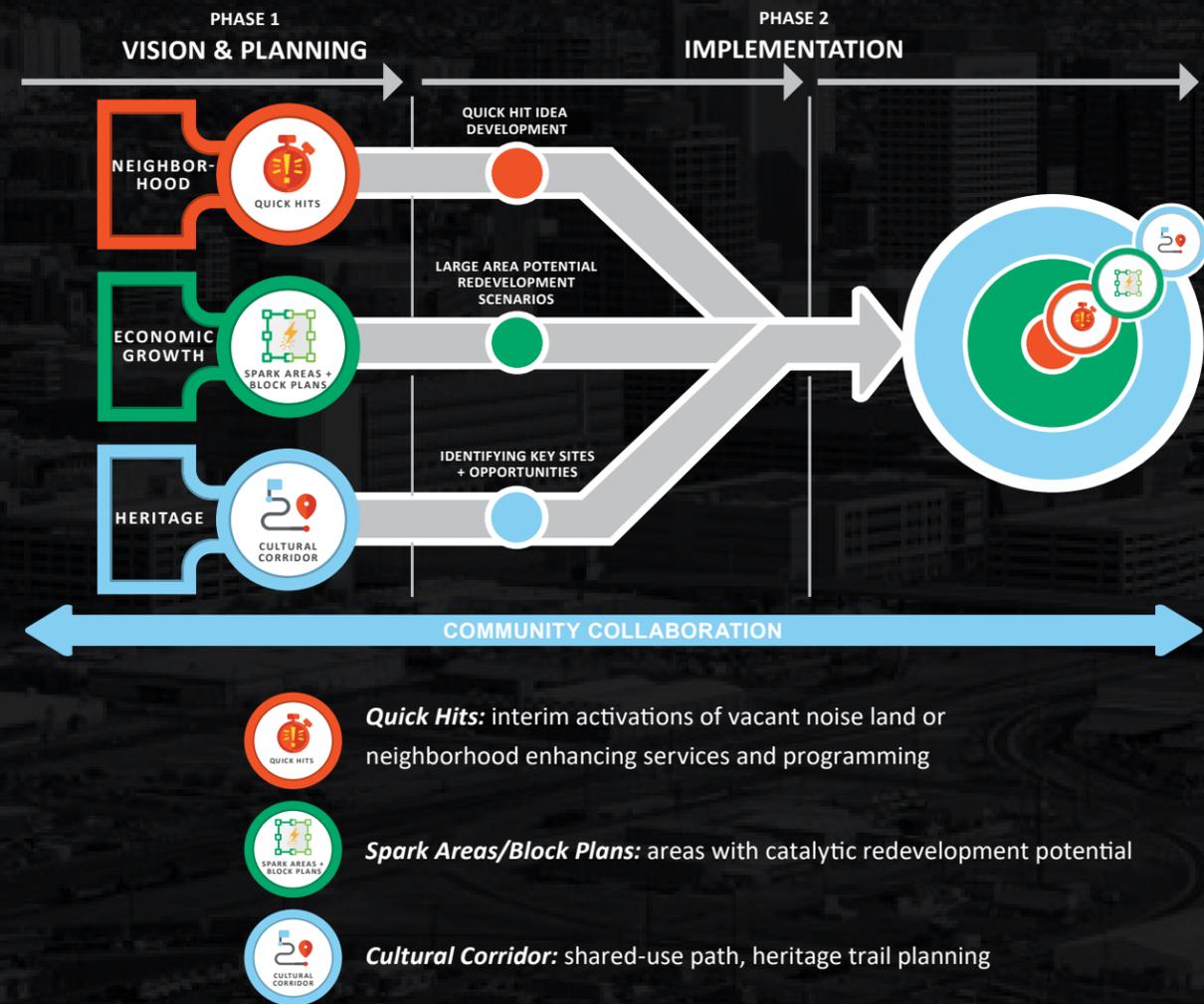
# THE PHX LAND REUSE STRATEGY

## PROJECT OVERVIEW

The PHX Land Reuse Strategy (LRS) is the City of Phoenix's program that plans for redevelopment of noise land<sup>1</sup> parcels owned by Phoenix Sky Harbor International Airport (Airport). The program has been divided into two (2) phases of activity:

- **Vision and Planning Phase:** This 18-month collaborative planning phase resulted in a **Land Reuse Plan<sup>2</sup>**, a critical first step in identifying appropriate land uses for the Airport's noise land parcels. The Plan specifies goals with supporting policy statements and strategies, presents a preferred land use framework, and recommends potential near-term actions.
- **Implementation Phase:** This Phase develops tools to implement the Land Reuse Plan to achieve tangible redevelopment and revitalization results. The Implementation Phase funding comes from the FAA's *Pilot Program for Redevelopment of Airport Properties (Acquired noise land) grant<sup>3</sup>*.

(FIGURE 1.1) PHASE 1 & 2 INTEGRATION



(FIGURE 1.2) LAND REUSE STRATEGY PROGRAM OVERVIEW



<sup>1</sup> Please see definition in glossary on pg. 261

<sup>2</sup> This plan can be accessed by visiting: [skyharbor.com/LandReuseStrategy/phase1](http://skyharbor.com/LandReuseStrategy/phase1)

<sup>3</sup> FAA grant webpage: [www.faa.gov/airports/environmental](http://www.faa.gov/airports/environmental)

<sup>1</sup> [skyharbor.com/cnrp](http://skyharbor.com/cnrp)

<sup>2</sup> [skyharbor.com/LandReuseStrategy](http://skyharbor.com/LandReuseStrategy)

# THE LRS PLANNING AREA

## PLANNING AREA OVERVIEW

The LRS Planning Area encompasses **approximately two-square miles located west of the Airport**. It is divided into North, Central, and South sub-areas, each with its own character, needs, and aspirations that are reflected in the Land Reuse Plan.

### **N** NORTH SUB-AREA

The North sub-area is located in the **Eastlake-Garfield TOD Districts** and includes the **Eastlake Park Neighborhood**. One of the action items for implementation of the Eastlake-Garfield TOD Policy Plan is developing Airport-owned properties for residential uses. The North sub-area has seen recent **mixed-use development in accordance with its transit orientation**.

### **S** SOUTH SUB-AREA

Bounded by 7th Street on the west, 24th Street on the east, I-17 on the north, and University Drive on the South, **the South sub-area is dominated by industrial uses**.

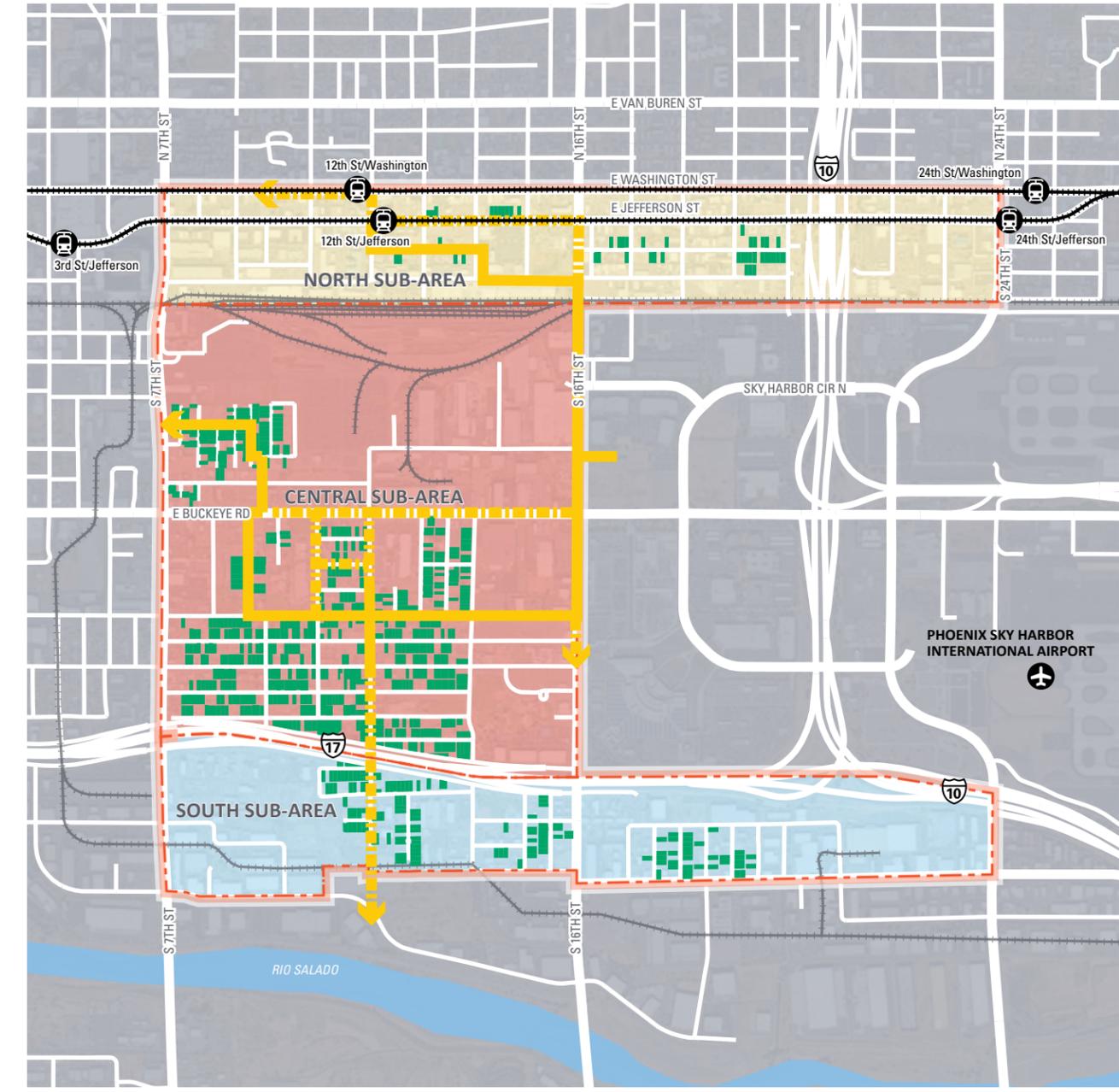
### **C** CENTRAL SUB-AREA

Bounded by 7th Street on the west, 16th Street on the east, the UPRR line on the north, and Interstate 17 (I-17) on the south, the Central sub-area includes the **Nuestro Barrio, El Campito Barrio, Cuatro Milpas Barrio, Ann Ott, Green Valley, and San Juan Bautista neighborhoods**. **Most of the Airport-owned noise parcels are located within the Central sub-area, dispersed among various residential, commercial, and industrial uses.**

### **✈** NOISE LAND

Altogether, the Planning Area contains **743 Airport-owned noise parcels, a patchwork of vacant parcels covering approximately 115 acres**. These parcels were voluntarily acquired through the Airport's Community Noise Reduction Program; the program was instituted in 1999 and concluded in 2016.

(FIGURE 1.3) PROJECT AREA AND AIRPORT-OWNED NOISE LAND PARCELS



- Cultural Corridor Route (Community Input, 2015-2017)
- Alternate Cultural Corridor Route Alignment (Community Input, 2017-2019)
- Noise Land Parcels
- Light Rail
- Rio Salado
- Planning Area



# THE LRS VISION & IMPLEMENTATION

## PHASE 1: VISION & PLANNING, 2015-2017

During the Vision and Planning Phase, the community defined three (3) goals for the LRS:



### Stabilize & Strengthen Our Neighborhoods

- This goal promotes a diverse mix of uses, a vibrant live-work environment, and reinvigorated neighborhoods. It also encourages interim uses that enhance neighborhood quality and support near-term development. Active engagement with the community and stakeholders throughout the planning and implementation process are essential to this goal.

<sup>1</sup> Please see definition in glossary on pg. 261

<sup>2</sup> Please see definition in glossary on pg. 261



### Promote Identity and Heritage

- This goal supports actions that reinforce the distinct identity of the community; promote the community as a cultural destination; improve safety and security; and give priority to placemaking<sup>1</sup> and placekeeping<sup>2</sup> that enhances quality of life.

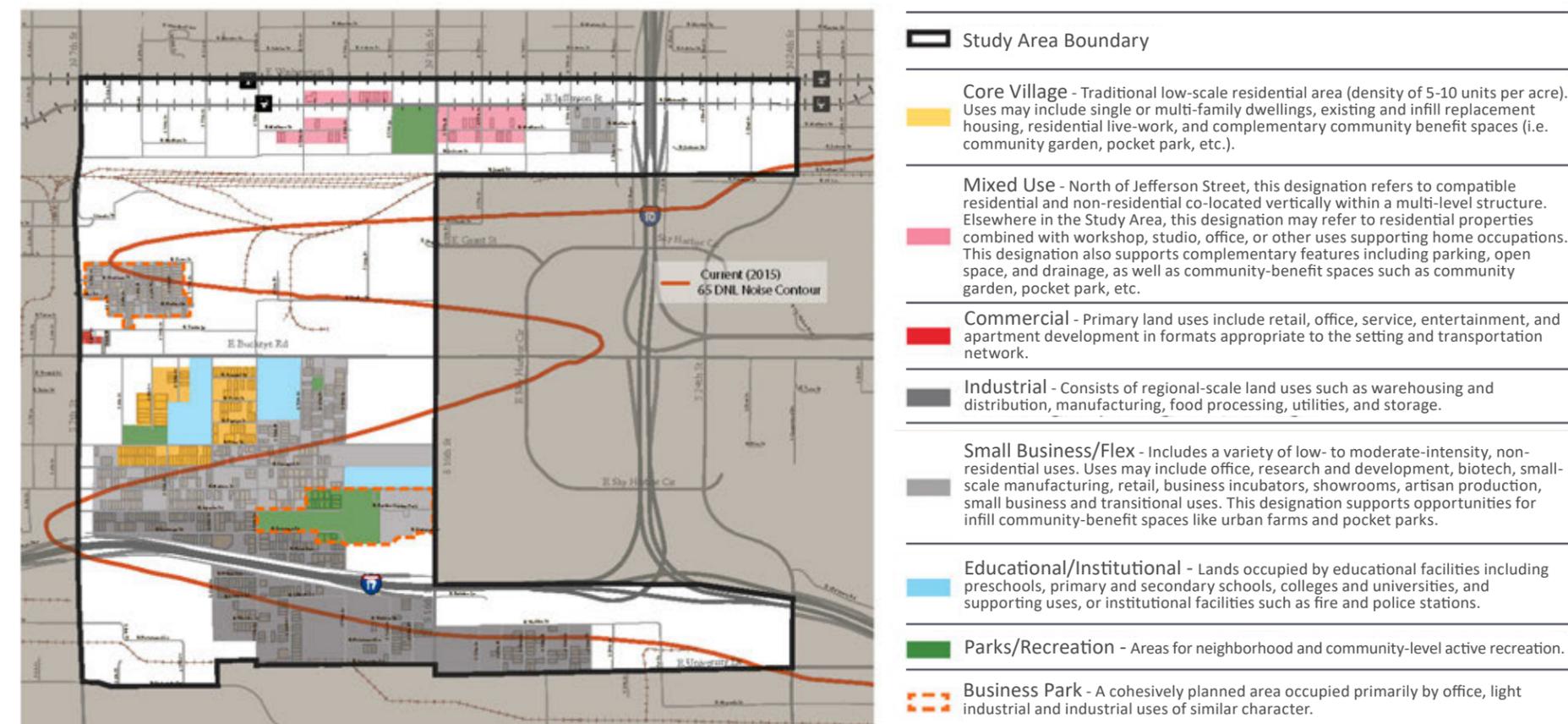


### Expand Economic Opportunity

- This goal stresses the utilization of noise land and City-owned parcels to establish employment centers, while creating further opportunity for non-residential development that meets market demand. It favors measures that stimulate market interest, remove barriers to economic growth, and facilitate development.

A land reuse plan, community preferred framework for redevelopment, and vision for revitalization was developed during the Vision and Planning Phase. A set of policy statements, strategies, and action items were also developed to help guide implementation of the plan going forward.

(FIGURE 1.4) LRS COMMUNITY PREFERRED REDEVELOPMENT FRAMEWORK



(Source: PHX Land Reuse Strategy Executive Summary. 2017. pg. 7)

# THE LRS VISION & IMPLEMENTATION

## PHASE 2: IMPLEMENTATION, 2017-2019

The key objective of the Implementation Phase is to expedite redevelopment of Airport-owned noise parcels in accordance with the community vision. The aim is to make these properties marketable for development consistent with the approved Land Reuse Plan, thereby delivering economic benefit to the Airport and the community. Implementation activities must ensure compatibility with existing neighborhoods, as well as Airport operations.

The Implementation Phase entails the following components:

- Prepare **concept plans and development scenarios** for the Planning Area, targeting key development sites while accommodating interim use opportunities.
- Facilitate noise land development by developing **treatment plans, infrastructure inventories, and needs assessments**.
- Identify potential partners, recommend **development incentives**, and assist with **developer solicitations**.
- Draft **guidelines, standards, action plans and other implementation tools in support of future noise land development and neighborhood revitalization**.
- Establish and maintain a **collaborative process** that engages the community and delivers positive outcomes.

(FIGURE 1.5) LRS TIMELINE



<sup>1</sup> Draft plan submitted for FAA review on January 12, 2018. FAA responses received on February 14, 2019 and March 15, 2019.

# REPORT PURPOSE

The intent of the Implementation Strategy Report is to provide a framework and roadmap to address key components that emerged from the Implementation Phase of the LRS project. This report includes an LRS project overview, concepts ideas and proposals for three key strategies for redevelopment of noise land parcels:

- Areas with catalytic redevelopment potential (Spark Areas/Block Plans)
- Temporary land uses, neighborhood enhancing services and programming (Quick Hits)
- Shared-use cultural trail planning (Cultural Corridor)

This report showcases the products of a collaborative and interactive 2-year process involving the community, stakeholders, and City officials who worked with the Implementation project team to take the Phase 1 Vision and Plan and turn it into an implementable development program.

# REPORT ORGANIZATION

This report offers an aspirational and actionable framework that may be used to guide the implementation of the LRS, noise land development, and neighborhood revitalization; it is organized as follows:

## 1 INTRODUCTION

An overview of the LRS project, planning area and planning process, as well as a summary and explanation of the contents of this Implementation Strategy Report.

## 2 ENGAGEMENT

A description of the process and structure of the community engagement efforts. This section also includes a summary of key findings from each of the LRS outreach events.

## 3 FRAMEWORK

A planning area-wide strategic framework that provides a comprehensive blueprint to guide long-range improvements and revitalization.

## 4 SPARK AREAS

Two conceptual development scenarios are provided for each Spark Area. Community preferred scenarios are included in this section.

## 5 BLOCK PLANNING

A districting concept with potential building type recommendations intended to guide mid-to-long-term infill development of noise land parcels.

## 6 QUICK HITS

An overview of the concepts and potential locations for the implementation of community prioritized Quick Hits.

## 7 CULTURAL CORRIDOR

An overview of the community identified framework and approaches that may guide the development of a Cultural Corridor. This section also provides a wayfinding, signage, funding, and implementation strategy.

## 8 MOVING FORWARD

A summary description of the implementation tools that may be used to guide development and support revitalization in the LRS area.

## 9 GLOSSARY

Definitions of key terminology used in the Planning and Visioning Phase and Implementation Phase of the Land Reuse Strategy.

# 2

# ENGAGEMENT

- COMMUNITY ENGAGEMENT PLAN & PROCESS
- COMMUNITY ENGAGEMENT STRUCTURE
- STAKEHOLDER INTERVIEWS
- IMPLEMENTATION OVERSIGHT COMMITTEE,  
TECHNICAL ADVISORY COMMITTEES, & FOCUS  
GROUP MEETINGS
- COMMUNITY MEETINGS
- ONLINE ENGAGEMENT & STOREFRONTS

---

A description of the process and structure of the community engagement efforts. This section also includes a summary of key findings from each of the LRS outreach events.

---

# COMMUNITY ENGAGEMENT PLAN & PROCESS

## THE PURPOSE

The LRS Implementation Phase developed a Community Engagement Plan which provided a roadmap for the project team to collaborate with planning area stakeholders in the development of tools to implement elements of the Land Reuse Plan that supports noise land redevelopment that is compatible with Airport operations. These stakeholders included: current and future planning area residents, property owners, businesses, associations, organizations, developers and visitors.

## PROCESS

The community engagement communication process was intended to be a continual loop with the outcome of each discussion group informing the next. Discussions with stakeholders and property owners were compiled into usable information that was then integrated into the implementation process; this information was presented and shared with Technical Advisory Committees and the Implementation Oversight Committee prior to presenting it to the public at community meetings or events.

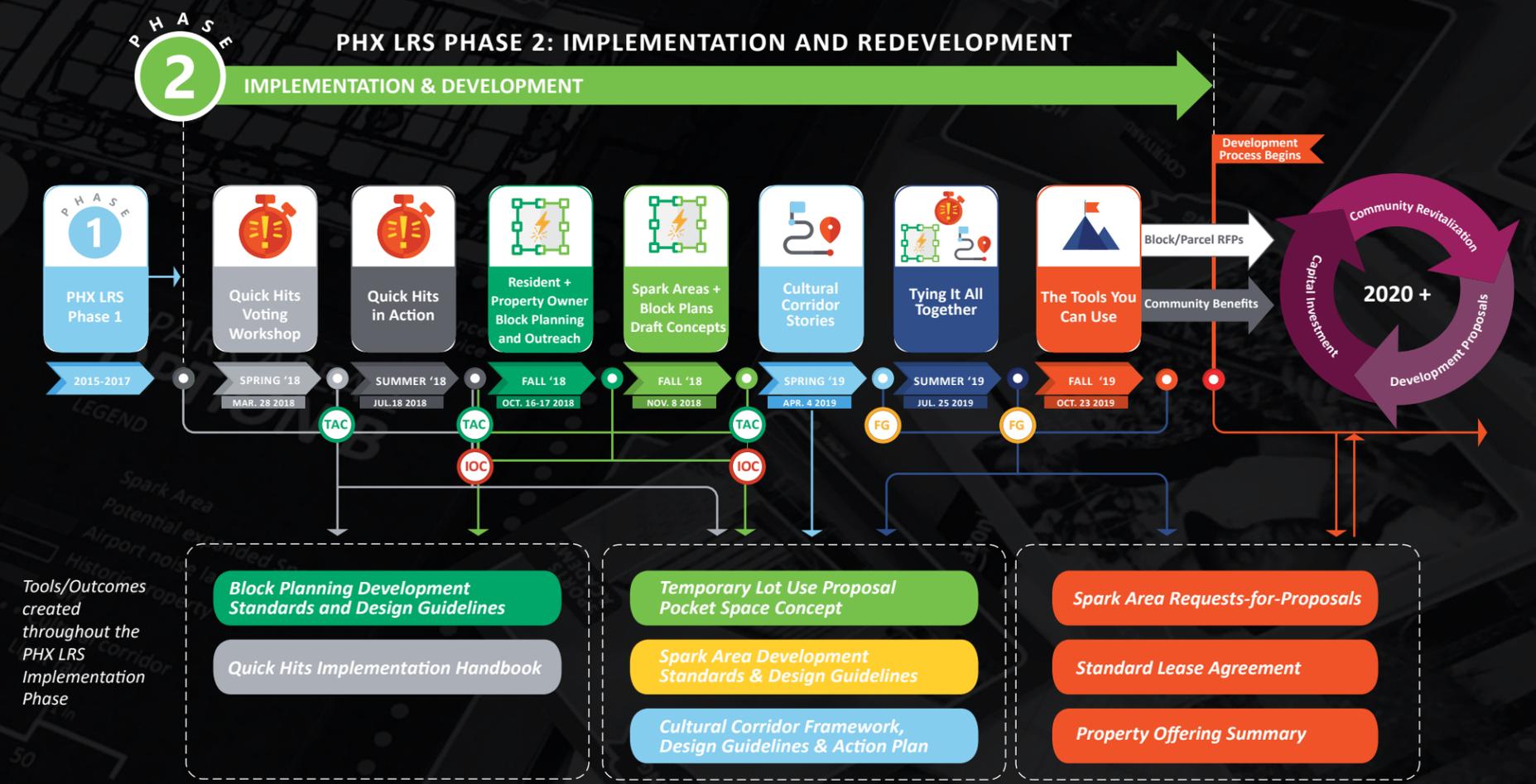
The engagement plan included stakeholder interviews, community meetings/workshops, Technical Advisory Committee meetings (TAC), Implementation Oversight Committee meetings (IOC) and Focus Group meetings. Over 600 participants engaged in the process to co-create an Implementation Strategy for the LRS area.



(FIGURE 2.1) TOTAL NUMBER OF PARTICIPANTS AND COMMUNITY MEETINGS/EVENTS

## COMMUNITY ENGAGEMENT TIMELINE

The timeline provided below conveys the overall sequencing and objectives for each of the public community meetings and events:



(FIGURE 2.2) COMMUNITY ENGAGEMENT PROCESS TIMELINE

# COMMUNITY ENGAGEMENT STRUCTURE

To facilitate community engagement during the Implementation Phase, several committees were established to ensure appropriate representation from residents, existing businesses, property owners, local organizations, churches, schools, City staff, and other area stakeholders.

## IMPLEMENTATION OVERSIGHT COMMITTEE (IOC)

The IOC consisted of staff from various City departments, neighborhood advocates and representatives of local organizations. The IOC provided guidance to the Implementation project team with respect to plan goals and existing initiatives within the community.

## TECHNICAL ADVISORY COMMITTEES (TAC)/ NEIGHBORHOOD ASSOCIATIONS:

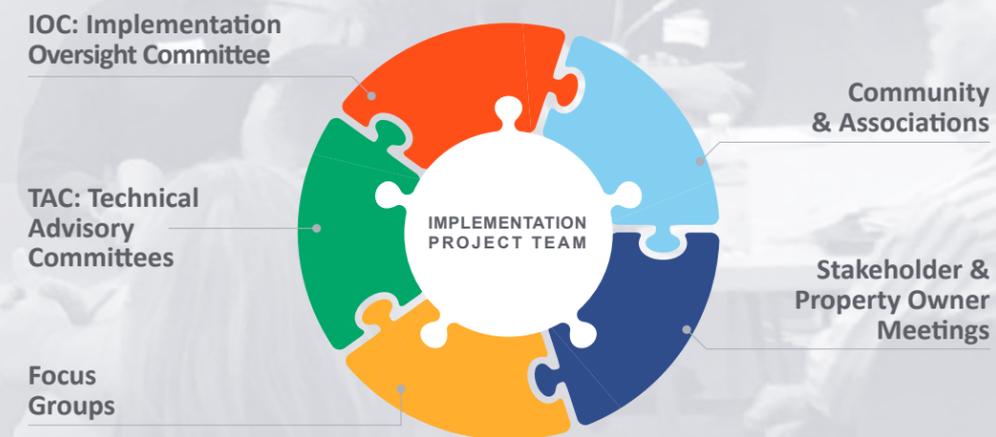
TACs consisted of representatives from the planning area, as well as stakeholders with interest or expertise in the Land Reuse Plan goals. Members of the TACs were liaisons to the community, promoted the project, and provided input related to the plan's implementation. The three TACs corresponded with each of the Land Reuse Plan goals:

- Neighborhood Quality TAC** – Related to Goal A, Stabilize and Strengthen Neighborhoods. The objective of the Neighborhood Quality TAC was to enhance the quality of the neighborhoods by improving City services and security, engaging community-based organizations, and identifying interim uses that may improve the appearance of the neighborhood while bringing attention to complementary development opportunities.
- Cultural Celebration TAC** – Related to Goal B, Promote Identity and Heritage. The objective of the Cultural Celebration TAC was to create a distinct identity and change perceptions of the area by celebrating the area's cultural and historical significance and becoming a cultural destination within the heart of Phoenix.
- Economic Opportunity TAC** – Related to Goal C, Expand Economic Opportunity. The objective of the Economic Opportunity TAC was to identify short-term (interim uses) and long-term economic redevelopment opportunities to promote employment and develop a redevelopment roadmap to expedite the process in the planning area.

## FOCUS GROUPS

Toward the end of the Implementation Phase, focus groups were formed to develop action plans that can be used to advance implementation goals toward tangible redevelopment and revitalization outcomes.

(FIGURE 2.3) COMMUNITY ENGAGEMENT CONCEPT



(FIGURE 2.4) COMMUNITY ENGAGEMENT STRUCTURE

Meeting Type	Frequency	Discussion Objectives	Report To
Public Meetings	Quarterly	Planning Area	All Groups
Implementation Oversight Committee (IOC)	Quarterly	Planning Area	Public
Technical Advisory Committee / Neighborhood Associations	Quarterly / As needed	Goal-specific planning / Area-specific planning	IOC
Focus Groups	As needed	Topic-specific planning	Team
Stakeholder / Property Owner Meetings	As needed	Interest / Representation	Team / TACs

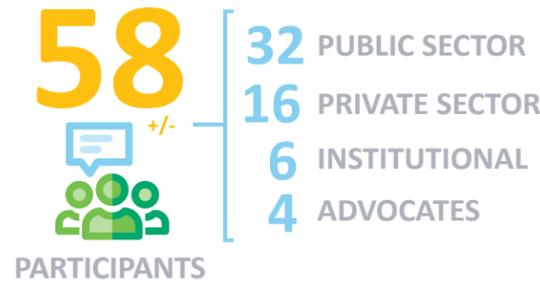
# STAKEHOLDER INTERVIEWS

## PURPOSE

During the initial months (November 2017 through February 2018) of the LRS Implementation Phase, the project team conducted interviews with 58 key stakeholders to capture their insights and ideas about how best to implement aspects of the Land Reuse Plan. In-person interviews were conducted with 26 individuals, and 32 by phone.

## WHO WE SPOKE WITH

- City leadership
- City management
- City staff representing various departments
- Representatives from local entities and organizations with existing and/or potential interests in the Planning Area.



## RESULTS

The interviews provided a basic understanding of opportunities and constraints from the perspective of individuals that are active and/or influential in the Planning Area.

Many interviewees reiterated issues and opportunities identified through the Vision and Planning Phase, while also offering new insights specific to the implementation of the Plan.

The following page summarizes themes and key words that were frequently mentioned by stakeholders during the interviews. This input was used to further develop the extensive community engagement plan.

## THEMES & KEY WORDS IDENTIFIED

 <b>GOAL A</b> <b>STABILIZE &amp; STRENGTHEN OUR NEIGHBORHOODS</b>	 <b>GOAL B</b> <b>PROMOTE IDENTITY &amp; HERITAGE</b>	 <b>GOAL C</b> <b>EXPAND ECONOMIC OPPORTUNITY</b>
 <b>REVITALIZATION</b> <ul style="list-style-type: none"> <li>• Basic Services</li> <li>• Workforce &amp; Affordable Housing</li> <li>• Home Improvement</li> <li>• Assistance Programs</li> <li>• Community Center (at Barrios Unidos Park)</li> <li>• Community Benefits</li> </ul>	 <b>COMMEMORATION &amp; CELEBRATION</b> <ul style="list-style-type: none"> <li>• Resource Preservation</li> <li>• Adaptive Reuse</li> <li>• Cultural Corridor</li> <li>• Cultural Center</li> <li>• Signage &amp; Branding</li> <li>• Local Art / Murals</li> </ul>	 <b>ACTIVATION</b> <ul style="list-style-type: none"> <li>• Infill Development</li> <li>• Mixed Use Development</li> <li>• Marketplace / Mercado</li> <li>• Hotel / Hospitality</li> <li>• Sports / Performance Venue</li> <li>• Phased Development</li> </ul>
 <b>CONNECTION</b> <ul style="list-style-type: none"> <li>• Transportation Investment</li> <li>• Light Rail / Transit Linkages</li> <li>• Transit-Oriented Development</li> <li>• Street Improvements</li> <li>• Walkable Areas</li> </ul>	 <b>CULTIVATION</b> <ul style="list-style-type: none"> <li>• Interim Uses</li> <li>• Tactical Urbanism</li> <li>• Sports Park / Sport Magnet School</li> <li>• Sports Training Center</li> <li>• Vocational / Trade School</li> </ul>	 <b>INNOVATION &amp; CREATION</b> <ul style="list-style-type: none"> <li>• Jobs Creation</li> <li>• Skills Training</li> <li>• Technical / Creative Campus</li> <li>• Medical &amp; Bio-Technology</li> <li>• Infrastructure Investment</li> <li>• Entrepreneurship / Business Incubators</li> </ul>
	 <b>COLLABORATION</b> <ul style="list-style-type: none"> <li>• Development Partners</li> <li>• Public-Private Partnerships</li> <li>• Private Sector / Non-Profit Developers</li> <li>• Educational Institutions</li> <li>• Faith Communities</li> <li>• Local Businesses (Expansion)</li> </ul>	

# TAC IOC IMPLEMENTATION OVERSIGHT COMMITTEE (IOC) & TECHNICAL ADVISORY COMMITTEES (TAC) MEETINGS

**MAY 16, 2018**  
**TAC QUICK HITS MEETING**

**LOCATION**  
*Gateway Community College, Central City Campus*

**PURPOSE**  
 This meeting was held as the first opportunity in the Implementation Phase to engage the TAC members, explain the role of each TAC related to the plan goals, and to develop rules of engagement during the LRS project communication cycle. The March 2018 Quick Hits Voting Community Workshop summary identifies the communities' five (5) high priority Quick Hits ("Gold Stars").

**RESULTS**  
 For each of the five Gold Star Quick Hits, committee members were asked for their thoughts as to who potential partners could be, what resources could be explored, where they might be located and what might be important considerations in executing each Quick Hit. Overall, the committee was in agreement with the community-selected priority Quick Hits.

**SEPTEMBER 24 & 25 2018**  
**IOC/TAC SPARK AREAS MEETING**

**LOCATION**  
*Gateway Community College, Central City Campus*

**PURPOSE**  
 These meetings were held to introduce the IOC/TAC members to various redevelopment scenarios with economic impact comparisons for each of the Spark Areas.

**RESULTS**  
 Overall, committee members felt that higher density in Spark Area 1 made sense but that there should be a consideration for affordability for housing; for Spark Area 2, the integration with existing parcels, old infrastructure, and the role of the Office of Arts and Culture in partnering with development should be considered; for Spark Area 3, hotel use makes sense, but the team was encouraged to explore branching out further with the concept.



**(FIGURE 2.5) KEY COMPONENTS OF IMPLEMENTATION**

**JANUARY 31, 2019**  
**IOC/TAC CULTURAL CORRIDOR MEETING**

**LOCATION**  
*Gateway Community College, Central City Campus*

**PURPOSE**  
 This meeting was held to introduce Cultural Corridor Concepts, and to discuss ideas such as potential cultural artwork, the communities' identity and experiences, and other forms of cultural representation within the community. The potential process to fund and to implement the Cultural Corridor was also discussed at the meeting.

**RESULTS**  
 Several committee members presented their ideas regarding the Cultural Corridor. The committees' discussions focused on potential funding sources and partnerships that can lead to tangible development of Cultural Corridor elements and benefit the community by enhancing neighborhood quality and attracting redevelopment and revitalization resources into the area.



**(FIGURE 2.6) CULTURAL ECONOMY & COMMUNITY SUSTAINABILITY**

# FG FOCUS GROUP MEETINGS

## FOCUS GROUP PURPOSE

Toward the end of the Implementation Phase, focus groups were formed to develop action plans that can be used to advance implementation goals toward tangible redevelopment and revitalization outcomes.

**IOC** IMPLEMENTATION OVERSIGHT COMMITTEE (IOC)  
A guidance group with representation from neighborhood groups, local businesses and non-profit organizations, and various City departments.

+

**TAC** TECHNICAL ADVISORY COMMITTEE (TAC)  
Representatives from planning areas and stakeholders with a specific expertise in implementing one of three project goals.



**FG** FOCUS GROUP (FG)  
A group of subject matter experts that met as needed to guide the Project Team on addressing a specific topic.

(FIGURE 2.7) THE INTERACTIONS BETWEEN TAC, IOC AND FOCUS GROUP MEETINGS

## APRIL 18, 2019 ARTS & CULTURE FOCUS GROUP MEETING

### LOCATION

Xico Arte y Cultura

### PURPOSE

The meeting was intended to: 1) review the community input received at the April 4 Cultural Corridor Idea Sharing Community Meeting; and 2) discuss tangible ideas about how to bring the Cultural Corridor to life through arts and cultural programs, funding, partnerships, and actionable steps.

### RESULTS

Stakeholders participated in round-table discussions that allowed them to share their experience in the implementation of arts and cultural programs. Attendees were grouped based on their interests of the topics, including:

- Arts and Cultural Partnerships
- Financial Considerations
- Cultural Corridor Tangible Next Steps

Overall, participants expressed a need to define arts and culture more broadly, create a marketing plan, reach out to partners with interest in the area, consider cultural tourism, and identify funding sources.



A casual and comfortable setting encouraged attendees to speak freely, listen and interact with one another.



Subject matter experts discussed their experiences in implementing and managing arts and cultural programs.

## SEPTEMBER 30, 2019 LONG-TERM OVERSIGHT ENTITY FOCUS GROUP MEETING

### LOCATION

Porter Barn Wood

### PURPOSE

The intent of this small group meeting was to make decisions toward formation of an oversight entity that may provide guidance and support redevelopment and community revitalization objectives identified in the LRS documents, beginning in Q1 2020. The intent of the forum discussions was to create a casual and comfortable setting that encouraged attendees to speak freely, listen, and interact with others.

### RESULTS

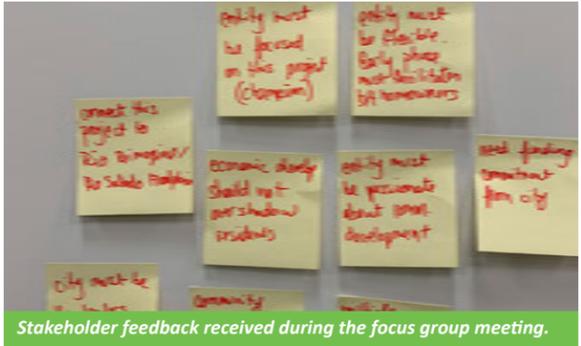
Following a presentation of "development oversight entity" case studies from other cities, attendees discussed the possibility of forming an LRS oversight entity, shared relevant ideas and insights, and addressed specific questions. The discussion topics, included:

- Oversight entity formation
- Entity leadership & membership
- Entity mission statement & objectives
- Legal requirements

- Potential funding sources (start-up and on-going funding)
- Relationship to City leadership and resources
- Action steps and assignments leading to formation of a non-profit or other entity
- The feasibility and sustainability of an oversight entity for the LRS project area
- The formation of a new entity or integration into an existing organization
- Key players and roles of the oversight entity
- Available funding sources

Overall, participants shared that it was critical to establish a mission for a potential LRS oversight entity. Additionally, participants developed a list of potential key players, funding sources, and responsibilities related to an oversight entity for the LRS Planning Area.

At time of this publication, oversight entity feasibility and sustainability were still being assessed by City and community leadership.



Stakeholder feedback received during the focus group meeting.



Post-meeting discussion between community members and City representatives.



Stakeholders engaged in the national case study presentation of oversight entity structures and funding mechanisms.



# MARCH 28, 2018 QUICK HITS VOTING WORKSHOP

## LOCATION

Gateway Community College, Central City Campus

## PURPOSE

This community workshop opened with a presentation of the LRS Implementation Phase objectives and an introduction to the Implementation Project Team. The presentation was followed by an interactive table exercise that involved community members selecting and prioritizing 29 "Quick Hit" ideas. Many of these are ideas that the community developed during the Vision & Planning Phase and are intended to support neighborhood interests and facilitate interim uses of noise land parcels.

## RESULTS

"Gold Star" ideas are the Quick Hits that received the most community member votes and are identified as the community's highest priorities. Five (5) "Gold Star" ideas were selected. A sixth idea, "Sell Back Lots", was submitted by several community members as a write-in. The expectation was that immediate steps will be taken toward implementing these Gold Star ideas.

"Best of the Rest" are nine (9) additional Quick Hit ideas that the community identified as measures that support the community's redevelopment and revitalization goals as documented in the Land Reuse Plan from the Vision & Planning Phase.

Community input from this workshop was used in the development of the LRS Quick Hits Implementation Handbook.



### GOLD STAR QUICK HIT WINNERS

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

### BEST OF THE REST

**GOAL A: STABILIZE & STRENGTHEN OUR NEIGHBORHOODS**

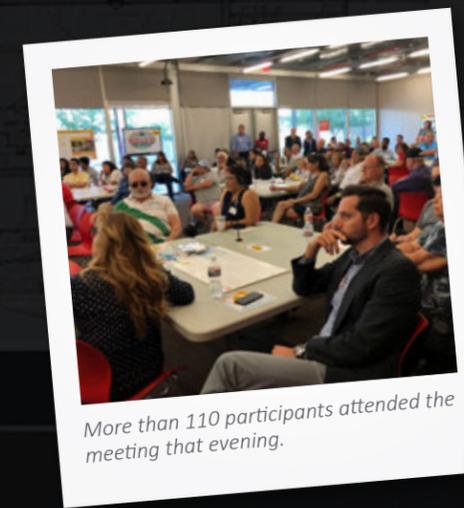
- Super Side Yards: Expansion & Improvement
- The Tool Shed: A Lending Resource
- Clean & Create: Lot Clean-up & Upcycling

**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



More than 110 participants attended the meeting that evening.



People dotting on "Where do you live" map.



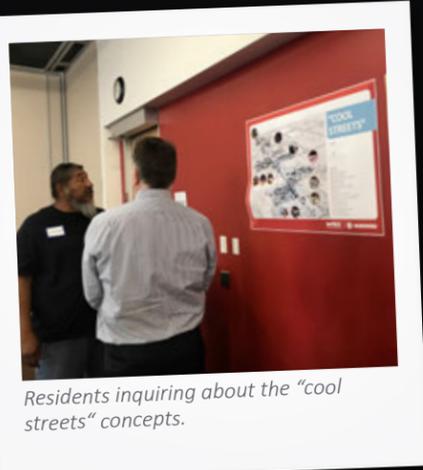
Community shared "What they love about this community."



Community members engaging in meaningful discussion.



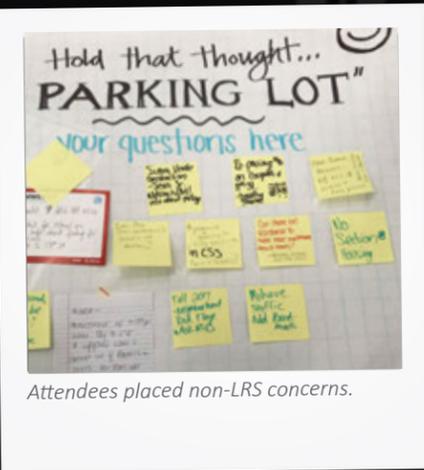
The Team identified several key themes after talking to more than 60 stakeholders.



Residents inquiring about the "cool streets" concepts.



Community member inquiring about the Technical Advisory Committees (TACs).



Attendees placed non-LRS concerns.

(FIGURE 2.8) QUICK HITS VOTING COMMUNITY WORKSHOP TABLE EXERCISE RESULTS



# JULY 18, 2018 QUICK HITS IN ACTION OPEN HOUSE

## LOCATION

Eastlake Park Community Center

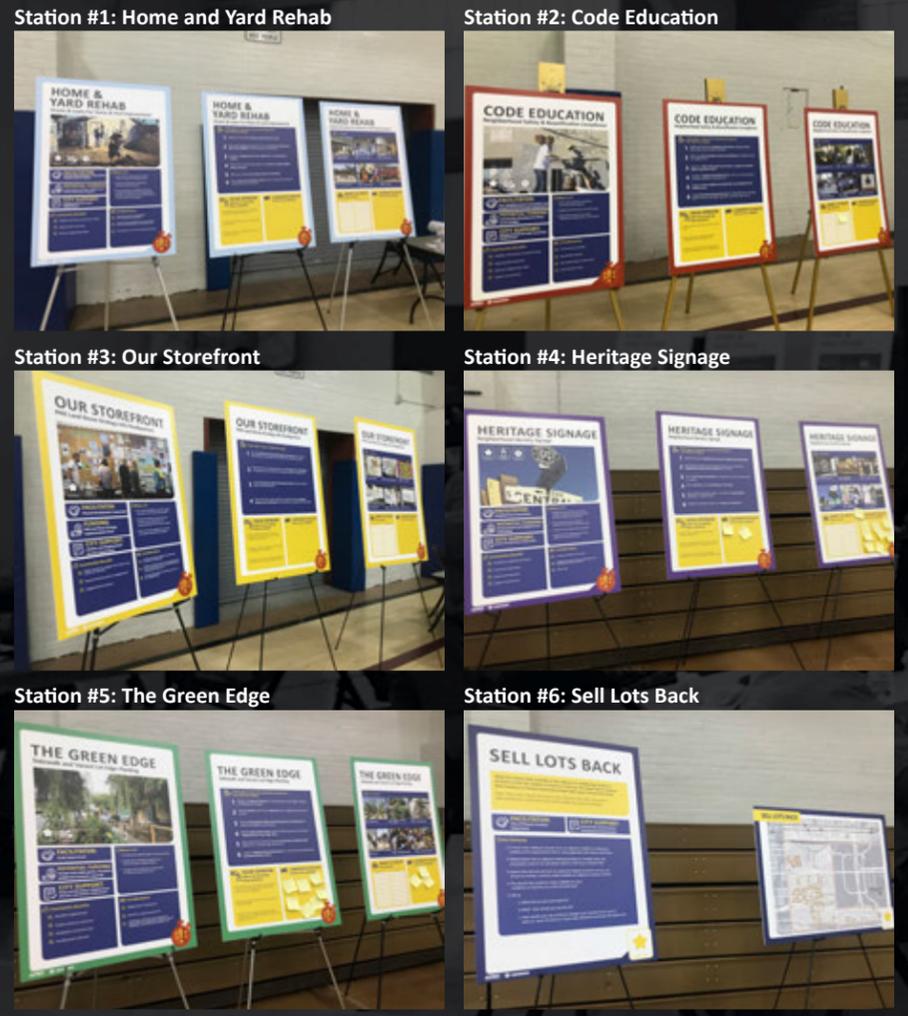
## PURPOSE

The community open house was organized around stations that exhibited research and other information regarding processes and procedures for implementing the five (5) Gold Star ideas selected by the community at the March 2018 Quick Hits Voting Workshop.

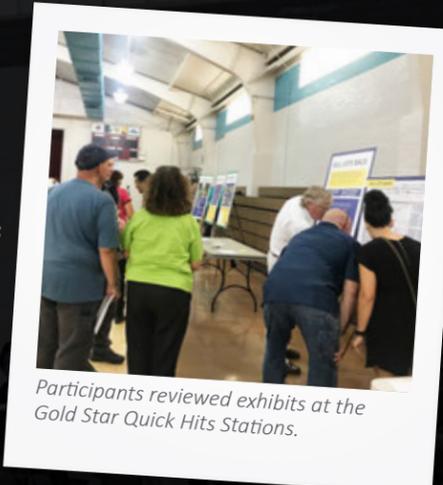
A sixth station provided the community an opportunity to clarify their intentions and expectations relating to the "Sell Back Lots" idea written-in at the Quick Hits Voting Workshop.

## RESULTS

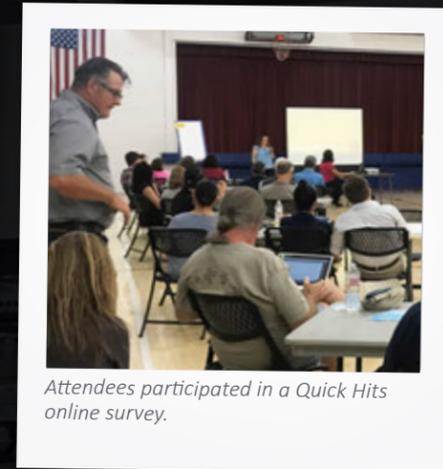
A station addressed each of the six (6) Gold Star Quick Hits identified by the community. Each station was staffed by one or more members of the Implementation project team, and featured informative exhibits identifying potential facilitators, funding sources, community benefits, execution considerations, implementation actions, and key program elements for each of the Gold Star Quick Hits. Insights and input from the participants were collected and became the foundation for the *Quick Hits Implementation Handbook*.



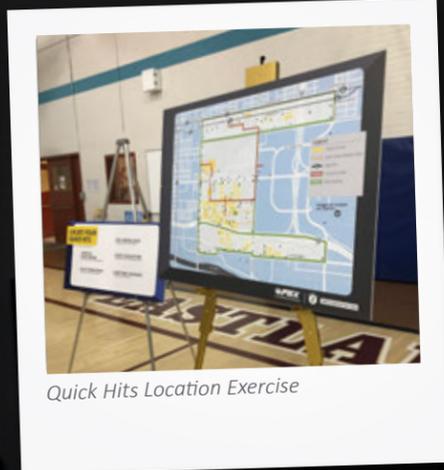
**59** +/-  
PARTICIPANTS  
50 RESIDENTS  
BUSINESS OWNERS  
9 TEAM MEMBERS  
KEY CITY STAFF



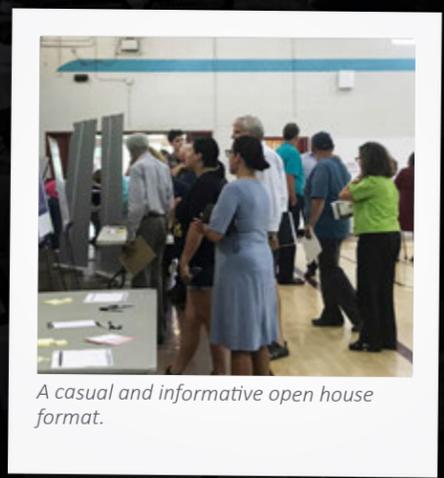
Participants reviewed exhibits at the Gold Star Quick Hits Stations.



Attendees participated in a Quick Hits online survey.



Quick Hits Location Exercise



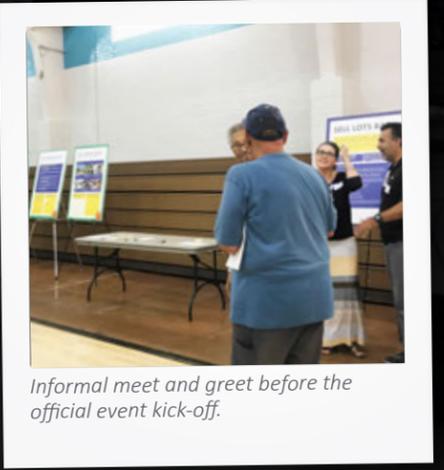
A casual and informative open house format.



City staff welcomed the public to the open house.



An update on the "Parking Lot" from Phoenix Revitalization Corporation.



Informal meet and greet before the official event kick-off.

(FIGURE 2.9) QUICK HITS IN ACTION COMMUNITY MEETING OPEN HOUSE STATIONS



# OCTOBER 16 & 17, 2018

## RESIDENT & PROPERTY OWNER BLOCK PLANNING & OUTREACH

### LOCATION

Eastlake Park Community Center & Gateway Community College, Central City Campus

### PURPOSE

The intent of this outreach was to meet one-on-one with residents, business owners, and property owners within the Planning Area. Data was collected regarding their property goals and interests which included: holding, selling, swapping, leasing or purchasing.

### RESULTS

Residents, business interests, property owners, and other stakeholders were presented with information that could inform their future property decisions. Additionally, City staff was on-hand to address questions or concerns that were beyond the project team's scope or expertise.

Project team members assisted meeting attendees with completing the *LRS Resident and Property Owner Inquiry Survey*, provided online and in printed format. Key findings from the survey results are illustrated in the pie charts on the following page.



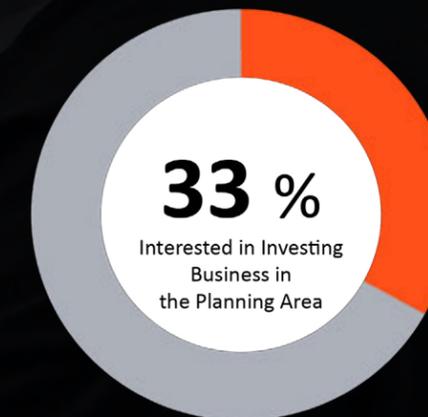
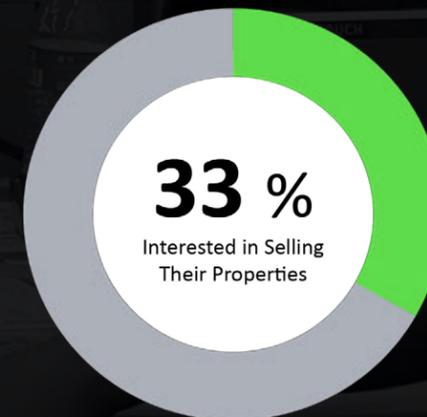
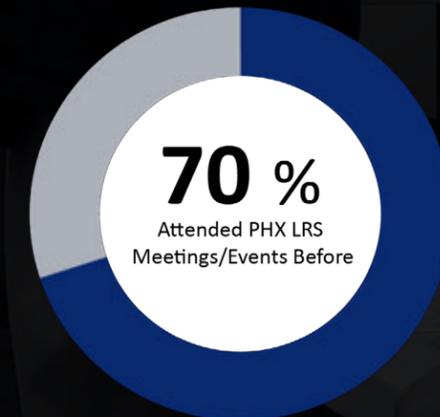
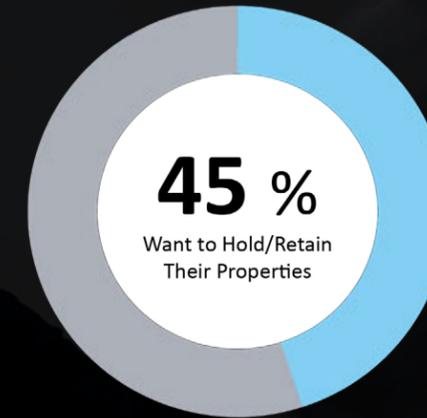
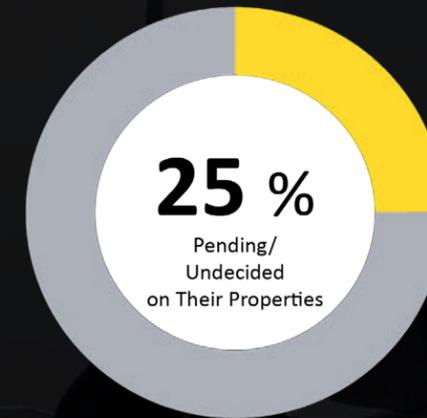
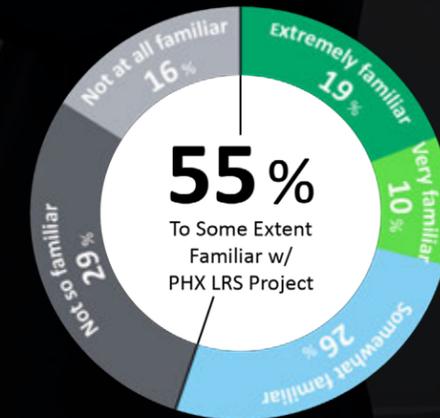
Group presentations introducing the LRS.



Presentations for an overview of draft development scenario concepts.



Community members raised questions about the LRS and draft development concepts.



(FIGURE 2.10) RESIDENT & PROPERTY OWNER SURVEY RESULTS (THROUGH DECEMBER 2018)



# NOVEMBER 8, 2018 SPARK AREAS AND BLOCK PLAN DRAFT CONCEPT WORKSHOP

## LOCATION

GateWay Community College, Central City Campus

## PURPOSE

The intent of the meeting was for the community and stakeholders to review and comment on the draft scenarios for the Spark Areas and Block Planning. The goal was to have the community arrive at a preferred alternative while providing the input needed to refine the preferred scenario.

**80** +/-  
PARTICIPANTS

- 60 RESIDENTS**  
BUSINESS OWNERS
- 20 TEAM MEMBERS**  
KEY CITY STAFF

## RESULTS

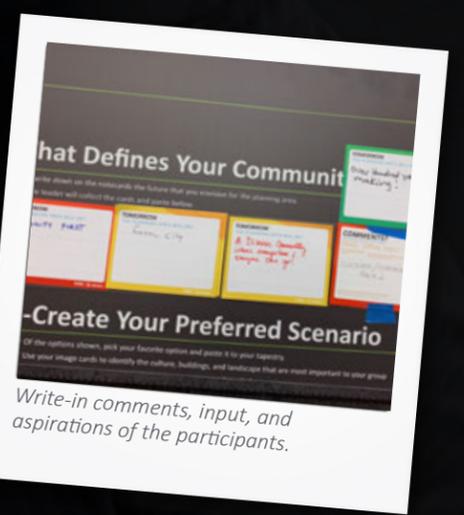
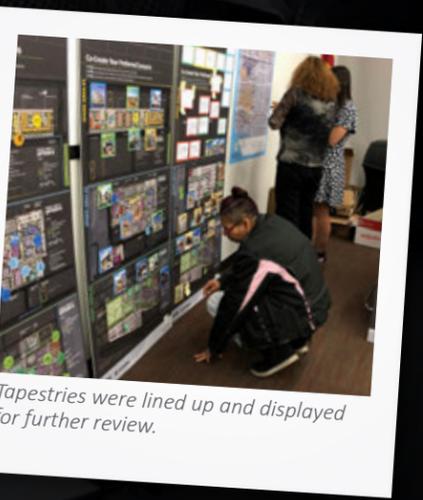
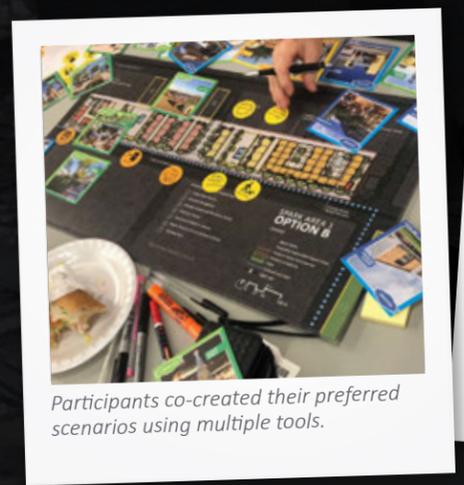
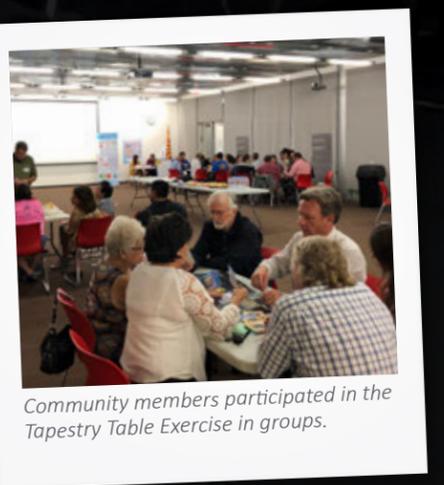
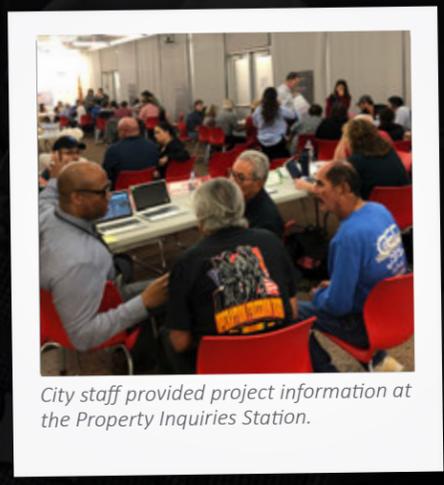
An interactive Tapestry table exercise was held where participants worked as teams to select their preferred scenario for each Spark Area. Using image cards, icon stickers, and markers, community members added details to their tapestries illustrating the specific experiences they want Spark Area developments to offer. Tapestry exercise results showed that each table team preferred the denser option for each Spark Area - Scenario B - primarily for its greater potential to catalyze positive economic redevelopment and neighborhood revitalization. The graphic to the right shows the themes and key words most commonly selected and/or mentioned by table teams.

**B**

**MOST COMMUNITY MEMBERS PREFERRED SCENARIO B FOR EACH SPARK AREA**



(FIGURE 2.11) KEY THEMES IDENTIFIED BY COMMUNITY MEMBERS





# APRIL 4, 2019

## THE CULTURAL CORRIDOR IDEA SHARING & ONLINE SURVEY

### LOCATION

Courtyard of the GateWay Community College, Central City Campus

### PURPOSE

The festival-style outdoor community workshop was intended to collect community ideas, priorities, and visions to use as the basis for the *Cultural Corridor Framework, Design Guidelines & Action Plan*, Development Standards & Design Guidelines, and Request for Proposals (RFPs).

### RESULTS

Seven (7) event booths were set up around the courtyard to elicit ideas for the Cultural Corridor. Exercises and each booth encouraged participants to share and prioritize ideas regarding the development and implementation of the Cultural Corridor. At each booth, community members voted with stickers or by sketching or writing-in additional ideas and proposals. The interactive exercises were designed to gather quantitative and qualitative input from the community. Results and community ideas collected from the booths were used by the project team to develop and refine the LRS *Cultural Corridor Framework, Design Guidelines, & Action Plan*.



\*\*\* (This is a list of selections with the most community votes from this community event and online survey.)

#### WHO are the people you would like to honor?

**Preferred Cultural Heroes\*\*\***

- Father Albert Braun O.F.M.
- César Chávez
- Sister Mary Luca Junk
- Silvestre S. Herrera
- Wing F. Ong
- The Honorable Calvin C. & Georgie M. Goode
- John W. Lewis (Online Survey)

#### WHAT are the forms that the Cultural Corridor could take?

**Preferred Form Activations\*\*\***

- GOLD**
  - Historic Adaptive Reuse Murals/Street Art
  - Infrastructure
  - Museum/Cultural Center
- SILVER**
  - Historic Markers
  - Sign Toppers
  - Urban Walk Apps
  - Art Displays
- BRONZE**
  - Commemorative Book
  - Crosswalks
  - Benches
  - Audio Tales

#### HOW can we create a process to get the Cultural Corridor built?

**Preferred Process \*\*\***

- Community Grassroots-Led**
  - Fundraising
  - Request for Proposals (RFPs)
  - Proposal Review
  - Plan & Design Review
  - Maintenance

#### WHERE are the cultural places you would like to celebrate?

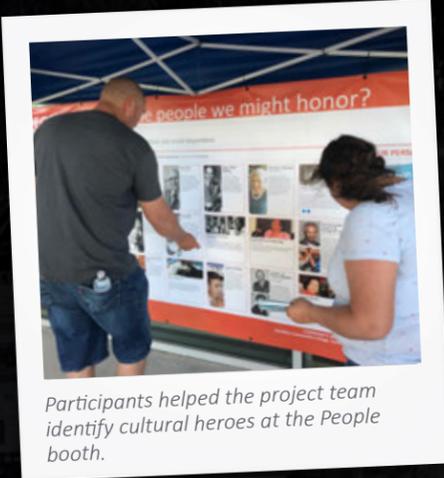
**Preferred Places to Celebrate\*\*\***

- Sacred Heart Church
- Santa Rita Center
- Ann Ott School
- Silvestre S. Herrera School
- Tanner Church and other churches in the area
- Austin's Market
- Neighborhood Parks

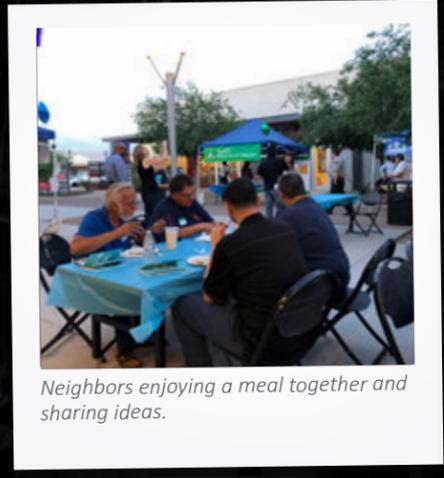
#### WHAT ELSE can it be?

**Preferred Events & Experiences\*\*\***

- Martin Luther King Jr. Birthday Celebration
- Sacred Heart Church Christmas Mass
- Student Performing Arts Night
- César Chávez Birthday Celebration
- Seasonal Market/Farmers Market
- Street Eat Festival/Food Trucks



Participants helped the project team identify cultural heroes at the People booth.



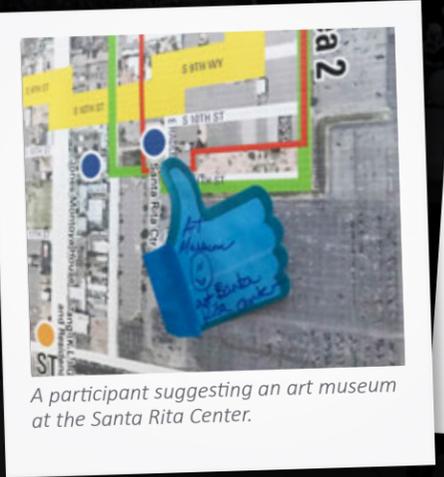
Neighbors enjoying a meal together and sharing ideas.



Event participants ordering from a local food truck.



Opening review of FAA response to Land Reuse Plan and other LRS updates.



A participant suggesting an art museum at the Santa Rita Center.



Participants shared their memories about their neighborhood.



"Places" banner with participant votes of historically significant locations within the study area.



Participants shared about important members of their community.

(FIGURE 2.12) CULTURAL CORRIDOR IDEA SHARING KEY THEMES IDENTIFIED BY THE COMMUNITY



# JULY 25, 2019 TYING IT ALL TOGETHER MEETING

## LOCATION

Pilgrim Rest Baptist Church Gymnasium

## PURPOSE

At the open house, attendees reviewed refined Spark Area designs, Quick Hit concepts and proposals, and Cultural Corridor Framework, Design Guidelines & Action Plan using input and ideas from the previous 12 months of community collaboration and partnership.

Community members could also provide additional input to be incorporated into the LRS implementation tools to be presented to the community at the October 2019 LRS open house community meeting.

## RESULTS

Community members reviewed the results of their collaboration at five (5) exhibit stations and had the opportunity to provide additional feedback. Each station focused on a specific topic pertinent to the work done by the community in partnership with the project team throughout the LRS Implementation Phase.

Exhibit content included:

- Cultural Corridor - Illustrations of the Community's Ideas
- Temporary Lot Use Proposals & Considerations
- Spark Area Design & Implementation Updates

Handouts introducing the "Cultural Corridor," "Design Guidelines," and "Temporary Lot Use Concept" were available for attendees to take with them. These take-home reading materials were intended to be shared with community members who were unable to attend the meeting and as a reference point for any future discussions.



Community member reviews 3-D illustrations of Cultural Corridor concepts and ideas.



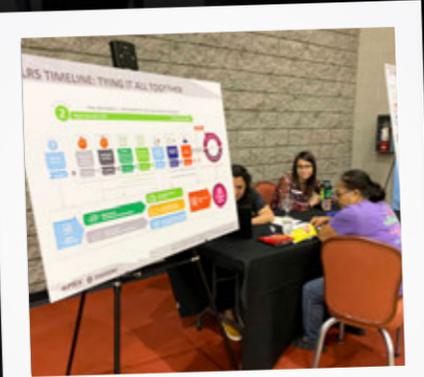
Team members guided the participants to tour the exhibits.



Attendees sharing exhibit feedback with team member.



Community members discussing the Cultural Corridor concepts.



Team and community members completing the Resident and Property Inquiry Surveys.



Neighbors mingle with the project team and other attendees.



Attendees learn about Quick Hit concepts updates and material palette.



Participants providing input on Spark Area design updates.



# OCTOBER 23, 2019 THE TOOLS YOU CAN USE MEETING

## LOCATION

George Washington Carver Museum and Cultural Center

## PURPOSE

The intent of the October 2019 open house was to present the implementation tools developed through the LRS' community collaboration process. Objectives included providing an overview of the City's Request for Proposal (RFP) process and explaining how the implementation tools may be used in the RFP process to guide future development that supports the community's vision.

## RESULTS

Participants visited six (6) exhibit stations where they could see their ideas illustrated and how community ideas have been incorporated into the LRS implementation tools like: development standards, cultural trail development framework, and temporary lot activation concepts.

At each station, community members and stakeholders could review community ideas in draft implementation documents. These materials, LRS Implementation tools, may be used to guide future development and revitalization in the LRS area.



Following a presentation introducing attendees to the LRS tools and summarizing the City's RFP process, City of Phoenix Council District 8 Councilmember Carlos Garcia commended the community on their work and explained how his office would work with the community and City departments and other partners to advance the redevelopment and neighborhood revitalization vision developed through the LRS program.

The meeting concluded with Councilmember Garcia leading a Q&A session where community members shared their concerns, hopes, and ideas regarding the redevelopment phase of the LRS. Feedback received during this meeting informed revisions of the final drafts of the tools and reports.

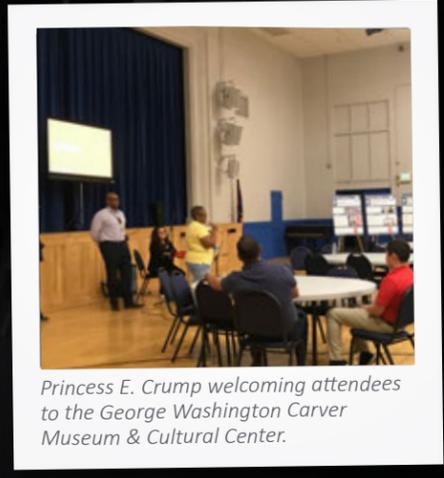
Handouts introducing the "Cultural Corridor," "Design Guidelines," "Community Collaboration" and a project "Fact Sheet" were available for attendees to take with them. These take-home reading materials were intended to be shared with community members who were unable to attend the meeting and as a reference point for any future discussions.

### The LRS Implementation Tools:

- [Cultural Corridor Framework, Design Guidelines & Action Plan](#)
- [Block Planning Development Standards and Design Guidelines](#)
- [Spark Area 1 Development Standards and Design Guidelines](#)
- [Spark Area 2 Development Standards and Design Guidelines](#)
- [Spark Area 3 Development Standards and Design Guidelines](#)
- LRS Draft RFP Spark Area 1
- LRS Draft RFP Spark Area 2
- LRS Draft RFP Spark Area 3
- Short-Term Use Ground Leases and Licenses for Block Planning Areas
- [Temporary Lot Use Proposal Pocket Space Concept](#)
- [Quick Hits Implementation Handbook](#)
- Implementation Executive Summary
- [Property Offering Summary](#)



The Honorable Calvin C. Goode in front of interpretive signage highlighting his contributions to the community.



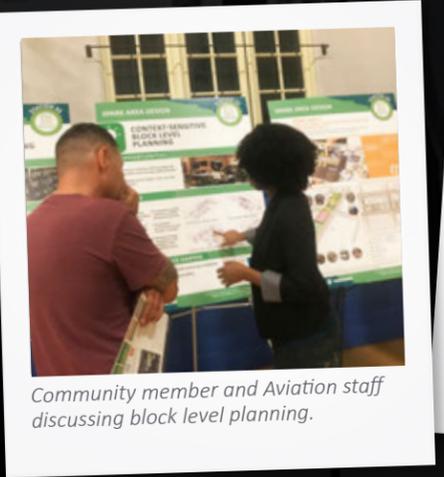
Princess E. Crump welcoming attendees to the George Washington Carver Museum & Cultural Center.



Councilmember Garcia addressing the community and their efforts engaging in the planning process.



Community members exploring the Pocket Space Quick Hit concept.



Community member and Aviation staff discussing block level planning.



Community members exploring and documenting their work displayed around the room.



Attendees enjoyed Carolina's Mexican Food, a local favorite in the LRS area.



The community seated for the presentation and Q&A session.

# ONLINE ENGAGEMENT, COMMUNITY POSTERS, & STOREFRONTS

## PURPOSE

The LRS Implementation project team explored innovative ways to collaborate with the community. The team supported engagement efforts with a series of online activities and the establishment of two project storefronts.

The online exercises were developed as a way to recreate the community meetings and solicit the input of community members who were unable to attend the meeting in-person or had more information they wanted to share after a meeting was held.

The storefronts were established as a way for community members to learn about the project and share their thoughts and opinions in a format that was not confined by a specific date and time. These storefronts were developed so the community could stay up-to-date on the latest project related news and content available for public review.

Over the course of the Implementation Phase, a high volume of online participation was received. Collectively, online engagement consisted of a webpage, online exercises, surveys and slideshares. A detailed breakdown of the online engagement is provided to the right:

## RESULTS

- (1) Project Webpage
- (3) Interactive Exercises & Tools
- (16) Meeting Summaries
- (7) Meeting Material Webpage Uploads
- (2) Project Storefronts
- (25) LRS Poster Locations
- (1,344) Mailer Recipients
- (598) Email Recipients
- (12) Email blasts
- (2) Neighborhood Association Presentations in 2019

### TOOLS USED



**Quick Hits  
Voting Online  
Exercise**



**Resident & Property  
Owner Outreach  
Survey**



**Cultural  
Corridor Online  
Exercises**

The storefronts were set up at convenient community locations such as the Eastlake Park Community Center (1549 E Jefferson St, Phoenix, AZ 85034) and the Phoenix Revitalization Corporation office (1122 E Buckeye Rd A1, Phoenix, AZ 85034). Each storefront included:

- Comment Card Drop Box
- Brochures / Materials
- Outdoor Notice Board
- Bulletin Boards / Displays

**1,848**  
Total Participants

**9min**

Average Minutes Spent

**347**

Total Online Engagement Hours

**63%**

Desktop Visits

**58**

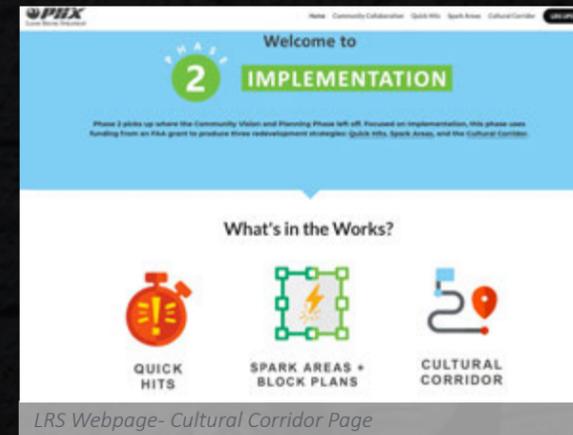
Property Survey Responses

**3**

Interactive Tools

**37%**

Mobile Visits

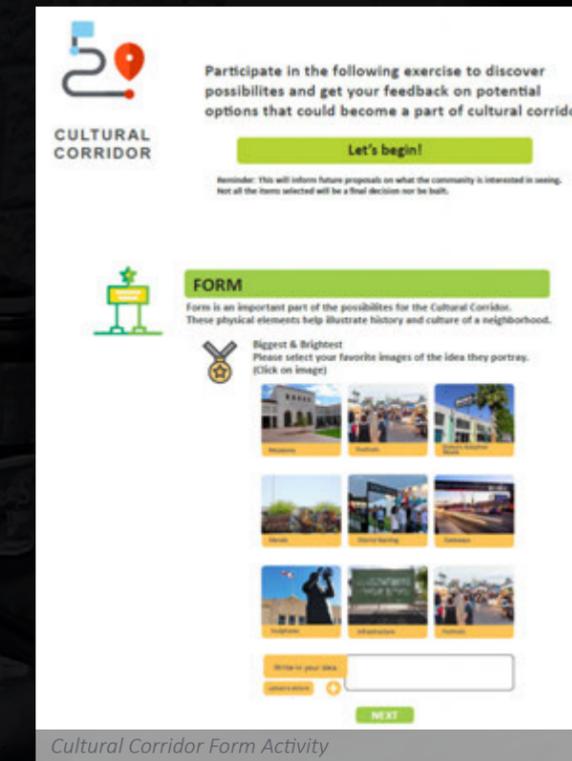


LRS Webpage- Cultural Corridor Page



LRS Webpage- Home Page

(FIGURE 2.13) LRS WEBPAGE EXAMPLES



Cultural Corridor Form Activity

(FIGURE 2.14) LRS CULTURAL CORRIDOR ONLINE EXERCISE



Eastlake Park Community Center Storefront



Phoenix Revitalization Corporation Storefront



(FIGURE 2.15) PROJECT STOREFRONTS

# COMMUNITY ENGAGEMENT OUTPUTS

## TAC, IOC & FOCUS GROUP MEETINGS

The LRS engagement efforts have contributed to the production of the following documents:



(FIGURE 2.16)  
TAC, IOC & FOCUS GROUP MATRIX

	<u>Quick Hits Implementation Handbook</u>	<u>Temporary Lot Use Proposal Pocket Space Concept</u>	<u>Spark Area 1 Development Standards &amp; Design Guidelines</u>	<u>Spark Area 2 Development Standards &amp; Design Guidelines</u>	<u>Spark Area 3 Development Standards &amp; Design Guidelines</u>	<u>Block Planning Development Standards &amp; Design Guidelines</u>	<u>Cultural Corridor Framework, Design Guidelines &amp; Action Plan</u>	<u>Standard Lease Agreement</u>	<u>Request for Proposals (RFPs)</u>	<u>Property Offering Summary</u>
<b>May 16, 2018</b> TAC Quick Hits Meeting	☑	☑								☑
<b>September 24 &amp; 25 2018</b> IOC/TAC Spark Areas Meeting			☑	☑	☑	☑			☑	☑
<b>JANUARY 31, 2019</b> IOC/TAC Cultural Corridor Meeting							☑			☑
<b>April 18, 2019</b> Arts & Culture Focus Group Meeting							☑			☑
<b>September 30, 2019</b> Long-term Oversight Entity Focus Group Meeting	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑

## COMMUNITY ENGAGEMENT MEETINGS

The LRS engagement efforts have contributed to the production of the following documents:



(FIGURE 2.17)  
COMMUNITY ENGAGEMENT MATRIX

	<u>Quick Hits Implementation Handbook</u>	<u>Temporary Lot Use Proposal Pocket Space Concept</u>	<u>Spark Area 1 Development Standards &amp; Design Guidelines</u>	<u>Spark Area 2 Development Standards &amp; Design Guidelines</u>	<u>Spark Area 3 Development Standards &amp; Design Guidelines</u>	<u>Block Planning Development Standards &amp; Design Guidelines</u>	<u>Cultural Corridor Framework, Design Guidelines &amp; Action Plan</u>	<u>Standard Lease Agreement</u>	<u>Request for Proposals (RFPs)</u>	<u>Property Offering Summary</u>
<b>March 28, 2018</b> Quick Hits Voting Workshop	☑	☑								☑
<b>July 18, 2018</b> Quick Hits in Action Open House	☑	☑								☑
<b>October 16 &amp; 17, 2018</b> Resident & Property Owner Block Planning & Outreach			☑	☑	☑	☑		☑	☑	☑
<b>November 8, 2018</b> Spark Areas and Block Plan Draft Concept Workshop			☑	☑	☑	☑		☑	☑	☑
<b>April 4, 2019</b> The Cultural Corridor Idea Sharing & Online Survey							☑			☑
<b>July 25, 2019</b> Tying It All Together Meeting	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
<b>October 23, 2019</b> The Tools You Can Use Meeting	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑

# 3

## FRAMEWORK

- THE LRS ADVANTAGE
- DEVELOPMENT OPPORTUNITY SITES
- STRATEGIC FRAMEWORK CONCEPTS
- REGIONAL TRANSIT CONNECTION
- TRANSIT CIRCULATOR
- MULTIMODAL MOVEMENT CORRIDOR
- PEDESTRIAN/BICYCLE NETWORK
- FOCUS CORRIDORS
- COMMUNITY BENEFITS

---

A planning area-wide strategic framework that provides a comprehensive blueprint to guide long-range improvements and revitalization.

---

# THE LRS ADVANTAGE: LOOKING BEYOND BOUNDARIES

## PLANNING AREA IN CONTEXT

Located between Downtown Phoenix and Phoenix Sky Harbor International Airport (Airport), the LRS Planning Area offers a distinct location advantage for future economic development and growth. The area's market advantage includes proximity to City/County/State government seats, the Phoenix Biomedical Campus, expanding higher-education campuses, award-winning Roosevelt Arts and Warehouse Districts, museums, cultural centers, newly developed dense mixed-use residential communities to the north, and the Rio Salado recreation and habitat restoration to the south.

The Planning Area offers convenient access to major transportation routes and facilities, including Interstates 10 and 17 and the Union Pacific Railroad (UPRR). Marked by a high concentration of surrounding employment, the Planning Area sits within a belt of manufacturing, wholesaling, and transportation activity.

## STRATEGIC FRAMEWORK EXPLAINED

The strategic framework consists of a series of concepts that guide and refine the planning of the project area. The framework concepts establish programmatic actions that have been designed in detail to achieve the three Plan goals to revitalize the Planning Area; and to complete the actions that are recommended in the Implementation Phase.

A series of strategic framework concepts are presented on the following pages and include:

- Looking beyond the boundaries of different types of developable sites in the Planning area; and
- Linking area resources closely with regional opportunities; and
- Addressing acute needs of the planning area in an integrated and inclusive manner; and
- Laying the foundations for development to make a strong connection between Downtown Phoenix and Sky Harbor International Airport.



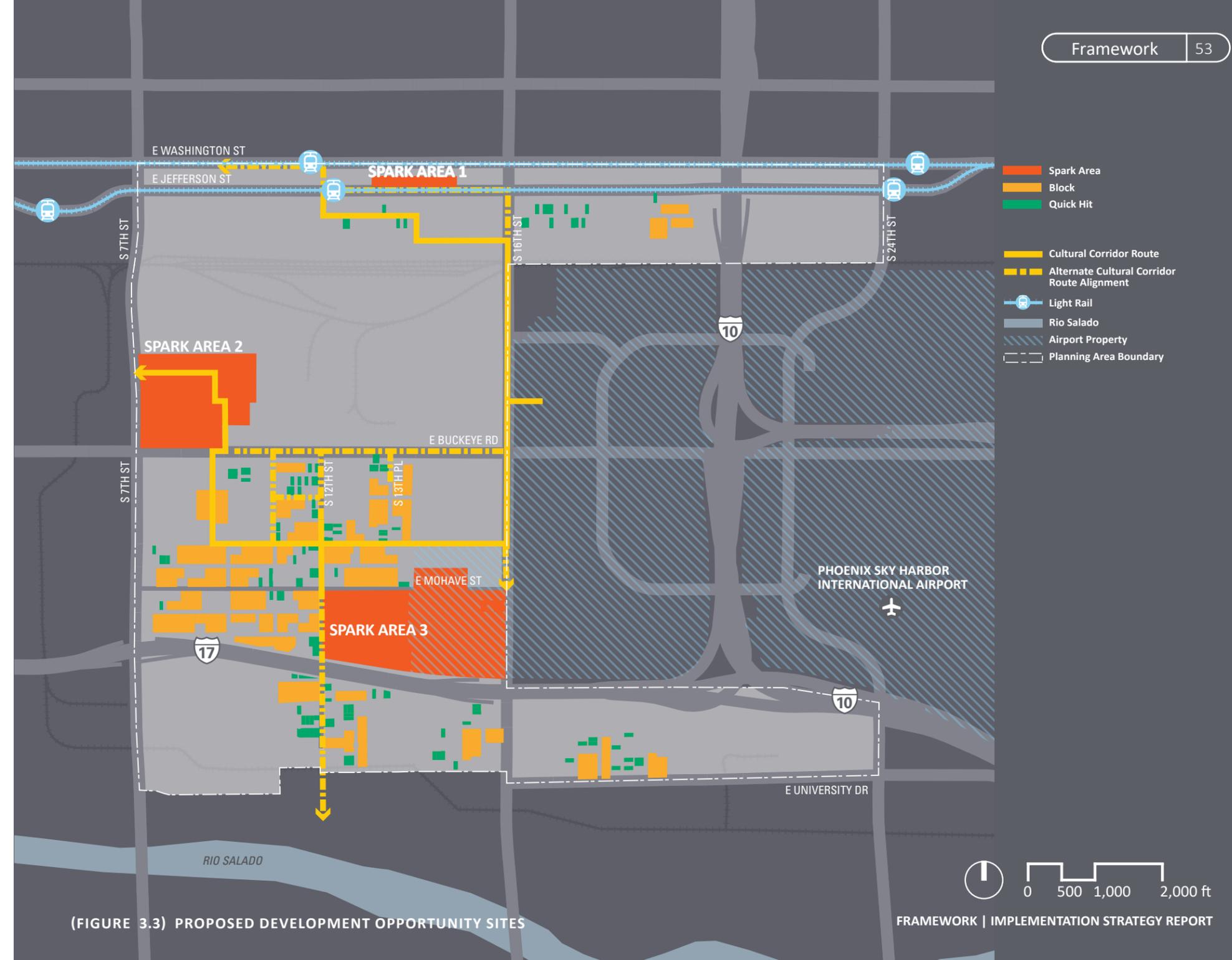
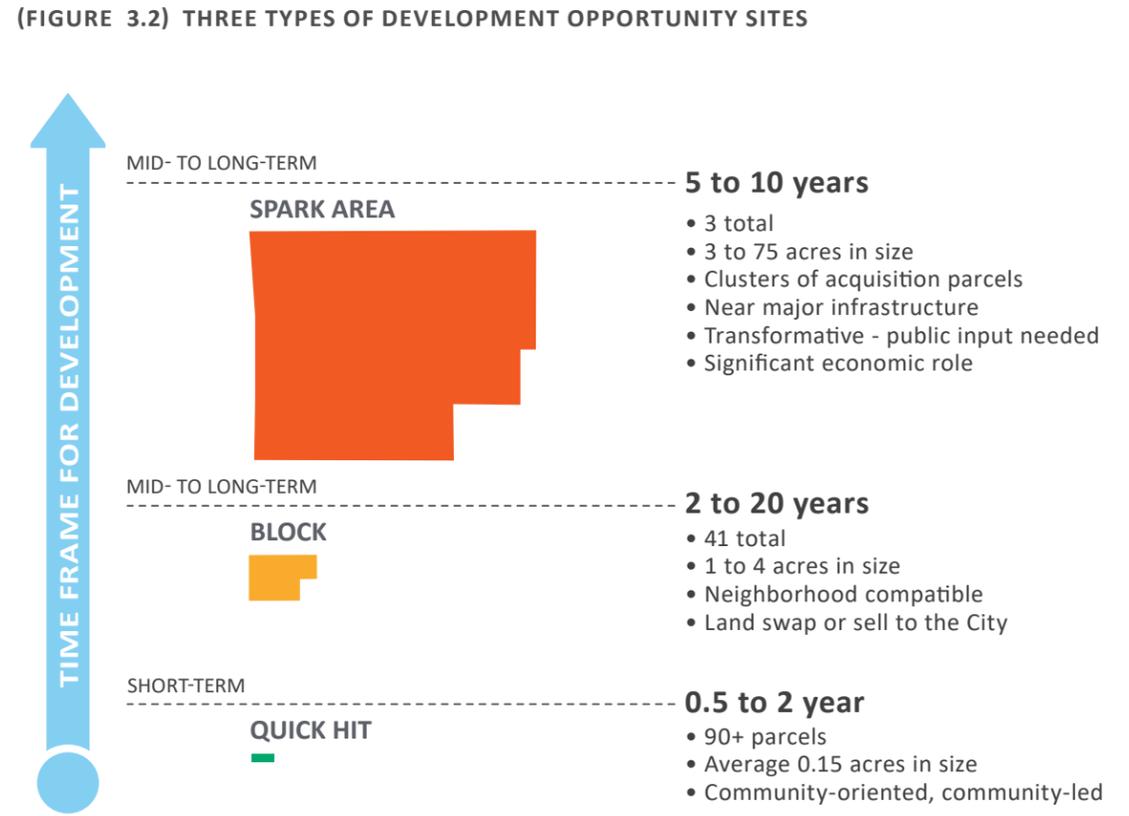
*A strategic gateway location between Downtown Phoenix with its growing Biomedical campus, light rail corridor, the Sky Harbor International Airport and adjacent employment centers.*

(FIGURE 3.1) PROJECT AREA IN THE REGION

# DEVELOPMENT OPPORTUNITY SITES

## THREE TYPES OF DEVELOPMENT SITES

- **SPARK AREAs** are 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** are contiguous noise land parcels, potentially 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. They will take place in mid- to long-term actions depending on the local market conditions.
- **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.



**(FIGURE 3.3) PROPOSED DEVELOPMENT OPPORTUNITY SITES**

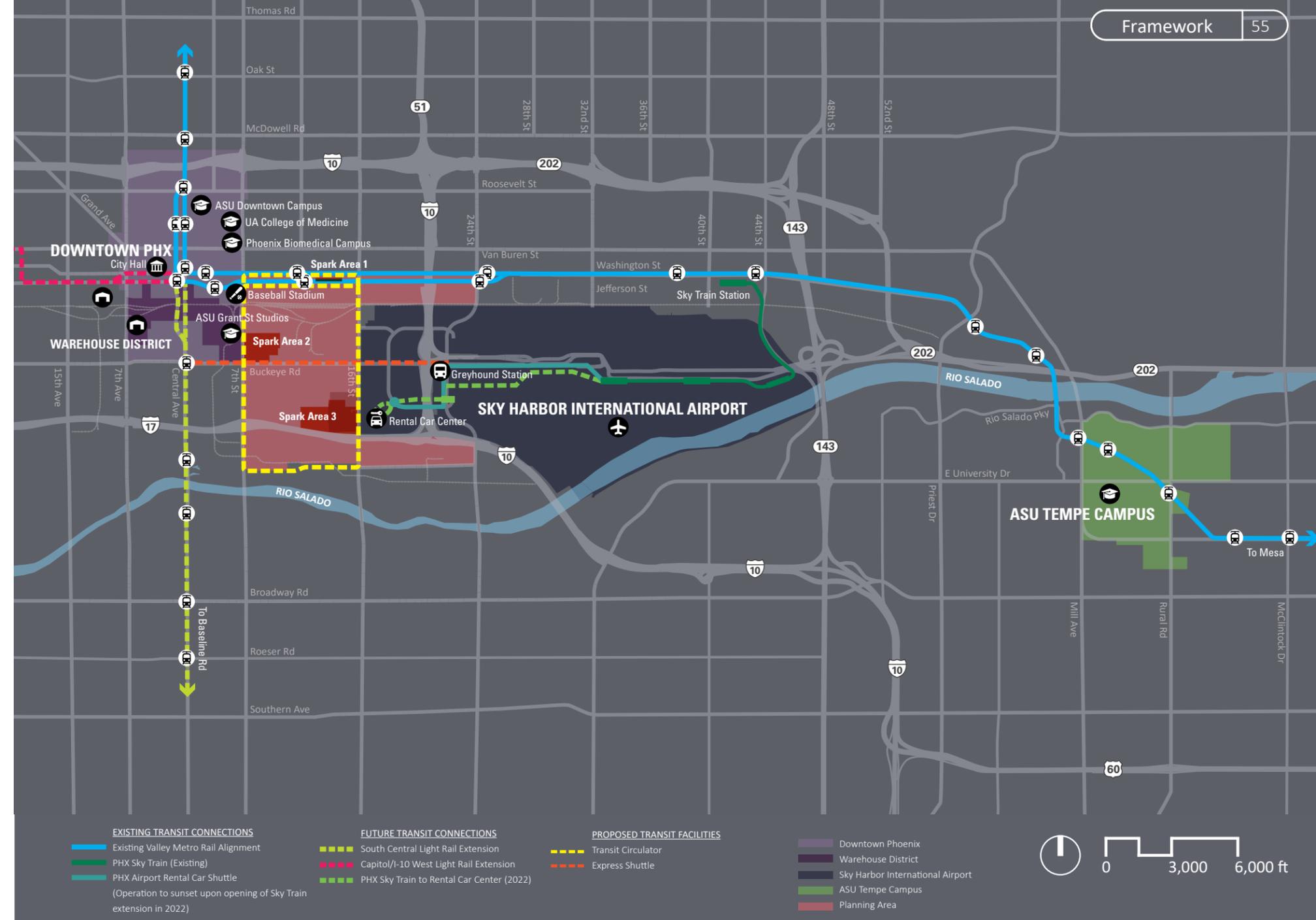
# REGIONAL TRANSIT CONNECTION CONCEPT

## KEY COMPONENTS & ACTIONS

It is critical to leverage the strategic gateway location between Downtown Phoenix and Sky Harbor International Airport, and create a synergy of development between the Planning Area and nearby knowledge and employment hubs along the light rail corridor, including Downtown Phoenix, Sky Harbor International Airport, and ASU's Tempe Campus. The *Regional Transit Connection* development framework concept (as depicted in *Figure 3.4*) 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, including:
  - » Valley Metro's light rail corridor along Jefferson Street and Washington Street in the North sub-area,
  - » A South central light rail extension along Central Avenue,
  - » The Phoenix Airport Sky Train around the terminals,
  - » Phoenix Airport Rental Car Center shuttle,
  - » Future rapid transit route extension along 24th Street; and
- 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.

*Note: These plans are conceptual only and subject to change based on future goals, development proposals, and other considerations.*



(FIGURE 3.4) PROPOSED REGIONAL TRANSIT CONNECTIONS CONCEPT

# TRANSIT CIRCULATOR CONCEPT

## KEY COMPONENTS AND ACTIONS

To augment the Planning Area's resident, visitor and worker mobility and to provide direct shuttle service access, a designated circulator route is proposed (as depicted in Figure 3.5) in the Transit Circulator concept. It should be noted that this proposal is predicated on the presence of more intense development in the area, otherwise it is not justified. The circulator concept proposes to:

- Designate an **express shuttle route** traveling along Buckeye Road connecting Sky Harbor International Airport terminals, the Greyhound Bus Station, Spark Area 2, and the future light rail station of the South Central Light Rail extension located at Central Avenue/Buckeye Road;
- Provide a **transit circulator** that loops around the planning area along Valley Metro's light rail corridor along Jefferson and Washington Street, 16th Street, University Drive, and 7th Street. The loop aims to:
  - » Connect three Spark Areas with key resources, activities, and employment centers, offering additional transit services to the planning area's population;
  - » Consider a non-fixed route facilitating future expansion to meet the communities' ridership needs.
- Place **circulator stops** adjacent to Spark Areas and key destinations, such as Sacred Heart Church, the baseball stadium, and GateWay Community College, generally with a spacing of three to four blocks, approximately a 1/4- to 1/2-mile walking distance of one another.

*Note: These plans are conceptual only and subject to change based on future goals, development proposals, and other considerations.*



(FIGURE 3.5) PROPOSED TRANSIT CIRCULATOR CONCEPT

# MULTIMODAL MOVEMENT CORRIDOR CONCEPT

## KEY COMPONENTS & ACTIONS

To allow ease of connectivity by several modes, **strengthen operational efficiency** and advance economic growth, the development framework concept (as depicted in *Figure 3.6*) classifies major movement corridors as follows:

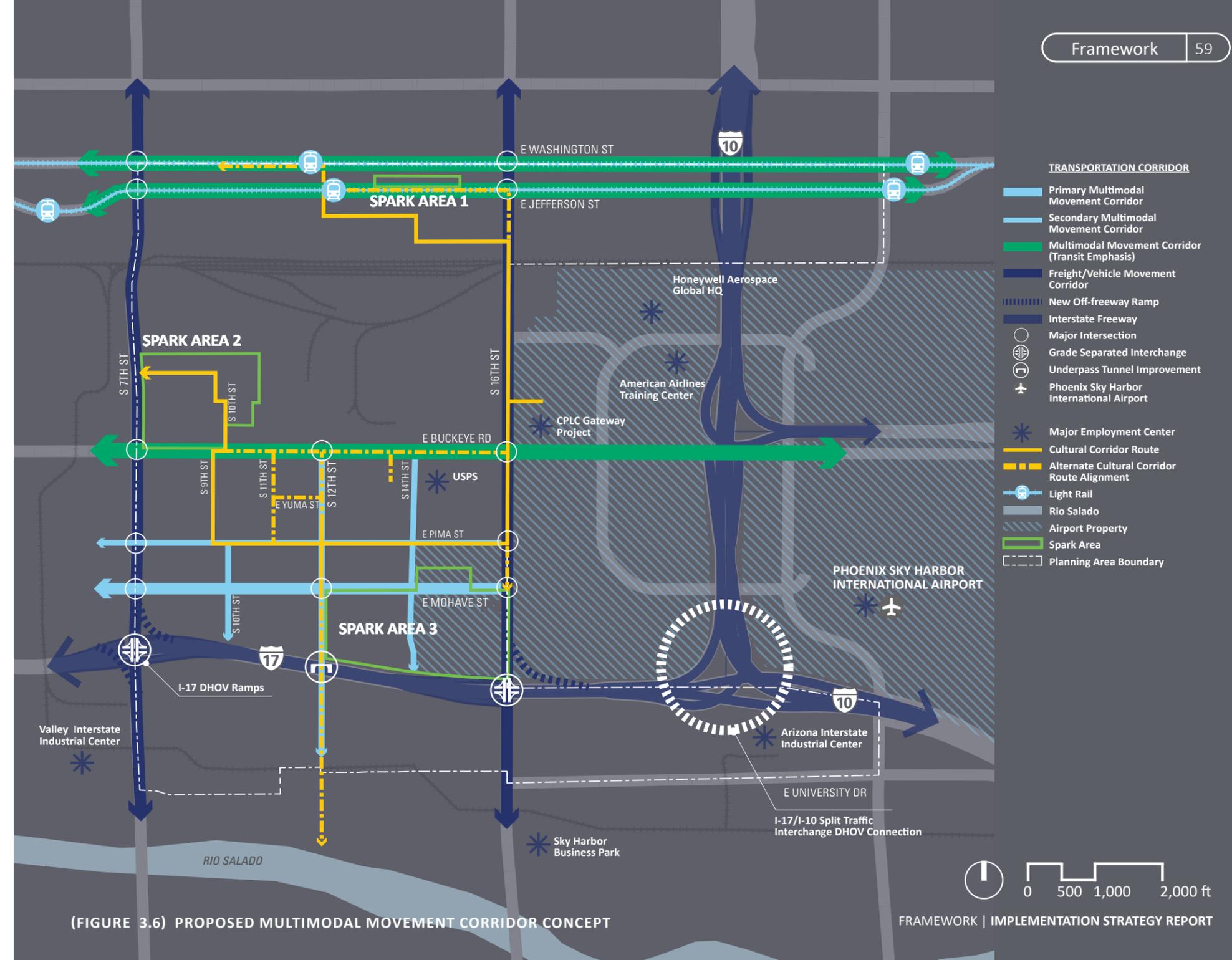
- **I-17 and I-10 Interstates** are critical to the region’s logistic and transportation industry, offering high capacity, high speed travel with limited access.
- **Freight/Vehicle Corridors** are arterial roadways that are critical to the efficient movement of goods and people, providing access to the interstates, Downtown, Airport, and nearby industrial and warehousing operations. The framework proposes to:
  - » Identify 7th Street and 16th Street as two thoroughfares with a freight/vehicle emphasis;
  - » Minimize conflicts between freight and commuter traffic via managed truck lanes/ express lanes, pedestrian overpasses, protected intersections, adaptive signal controls, etc.

- **Multimodal Movement Corridors** encompass major arterial<sup>1</sup> and collector<sup>2</sup> roadways that establish essential links between area activity nodes and its surroundings. The framework aims to:
  - » Promote complete streets on 12th Street, Mohave Street, Pima Street, 10th Street and 14th Street to accommodate multiple modes including automobiles, transit, bicycles, and pedestrians.
  - » Strengthen Jefferson Street, Washington Street and Buckeye Road as **multimodal movement (transit emphasis) corridors** with improvement of enhanced transit stops, crosswalks, and similar improvements that support transit and alternative modes of travel.

- Other programmed transportation corridor improvements could include:
- **A new 16th Street I-17 Off-Ramp;** and
  - **12th Street/I-17 Tunnel Improvements** to strengthen connections between the Central and South sub-areas via 12th Street.

<sup>1</sup> Please see definition in glossary on pg. 258  
<sup>2</sup> Please see definition in glossary on pg. 258

*Note: These plans are conceptual only and subject to change based on future goals, development proposals, and other considerations.*



(FIGURE 3.6) PROPOSED MULTIMODAL MOVEMENT CORRIDOR CONCEPT

# PEDESTRIAN/BICYCLE CONNECTIONS CONCEPT

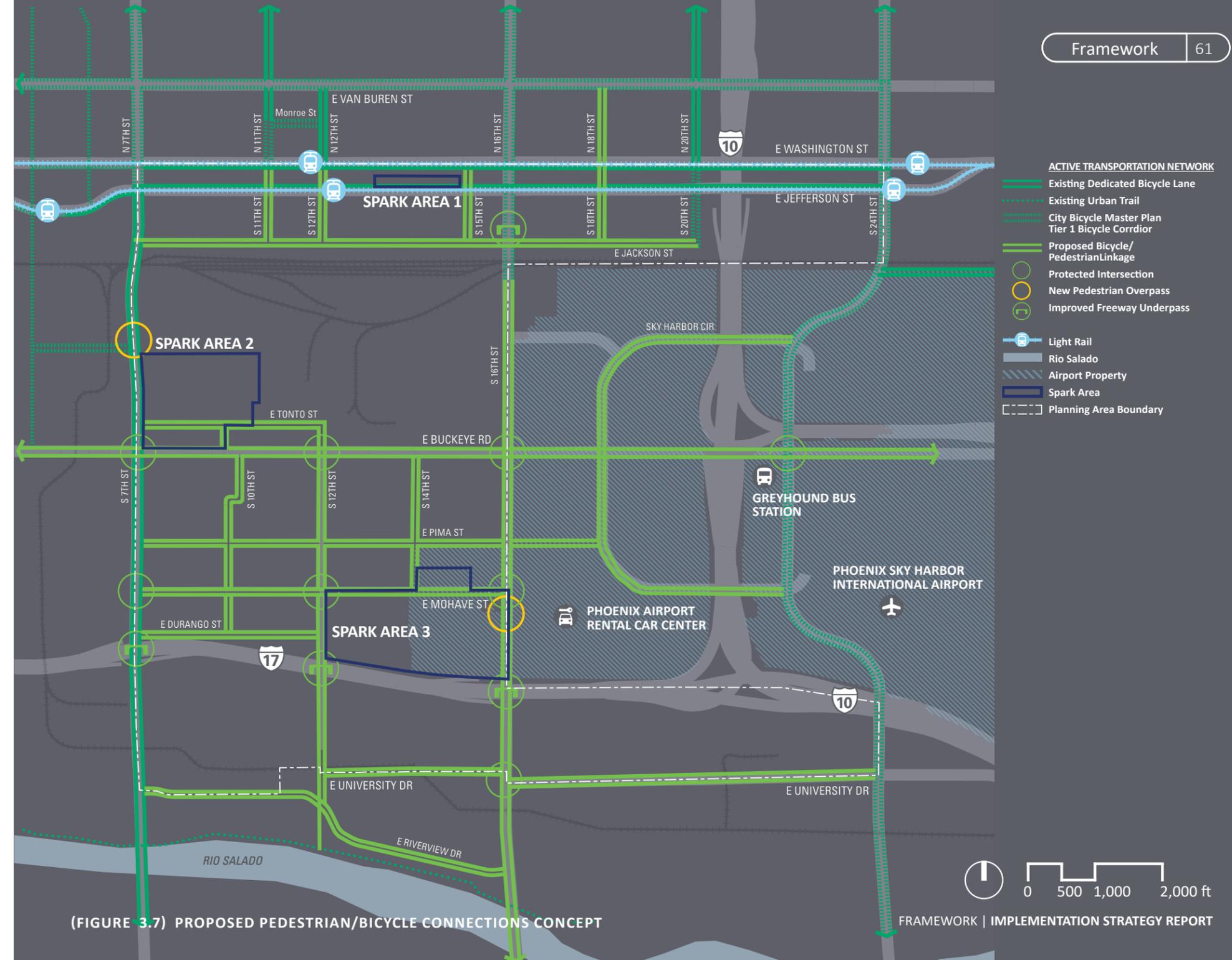
## KEY COMPONENTS AND ACTIONS

To encourage healthier active modes of transportation while providing “last mile” connections to the public transit system, reducing area vehicle miles traveled (VMT) and green house gas (GHG) emissions, the *Pedestrian/Bicycle Connections Concept* proposes to expand the existing active transportation network as delineated on the adjacent map (Figure 3.7). The new pedestrian/bicycle network proposes to:

- Expand the Planning Area's bicycle network and connect it with existing and the City's proposed bicycle network; specifically,
- Enhance bicycle and pedestrian facilities on the following streets:
  - » North-South direction: 10th Street, 12th Street, 14th Street, 15th Street, 16th Street and 18th Street;
  - » East-West direction: Jackson Street, Buckeye Road, Tonto Street, Pima Street, Mohave Street, Durango Street, and University Drive.
- Extend the 12th Street and 16th Street bicycle and pedestrian path to link with the urban trail along the Rio Salado.
- Introduce protected crossings at key intersections to provide a safe biking and walking environment.

- Enhance pedestrian/bicycle corridor streetscape features such as sidewalks, crosswalks, and street amenities which include benches, planters, lights, consistent tree canopy coverage, and signage.
- Improve the I-17 freeway underpasses at 7th Street, 12th Street, 16th Street through the use of art and lighting installations.
- Consider possible locations for pedestrian overpasses on 7th Street near Spark Area 2 and on 16th Street near Spark Area 3.

*Note: These plans are conceptual only and subject to change based on future goals, development proposals, and other considerations.*



# FOCUS CORRIDOR STRATEGY CONCEPT

## KEY COMPONENTS & ACTIONS

To prioritize development sites that are critical for attracting investments, popularity, while changing area-wide perceptions in the near- and mid-term, a series of interventions and activities could be concentrated along several corridors with potentials of augmenting current opportunities. The Focus Corridor Strategy concept (as depicted in *Figure 3.8*) proposes to facilitate Quick Hits implementation and block development along key streets. The framework identifies three featured corridors with focus improvements as follows:

### • *Madison Street "Arts & Cyber Corridor"*

- » Strengthen an art and innovative character to attract artists, craftsmen and cyber-tech start-ups, etc;
- » Encourage mobile entrepreneur workshops, micro/modular housing/workspaces, pop-ups and temporary art displays on noise parcels;
- » Promote adaptive-reuse and encourage small professional offices, local shops/restaurants and other complementary community uses; and
- » Encourage pocket parks/mini plazas and community gardens along the corridor.

### • *12th Street "Cool Corridor"*

- » Focus on introducing Quick Hits that could change perceptions and improve community quality of life, such as trees/shade, fairs, art, streetscape improvements, etc.;
- » Promote a bikeable/walkable neighborhood with shade trees, xeriscaping, street amenities, and wayfinding;
- » Encourage small professional offices and complementary community uses; and
- » Encourage light industrial/flex uses/tree storage lots in the South sub-area.

### • *Mohave Street "Flex Corridor"*

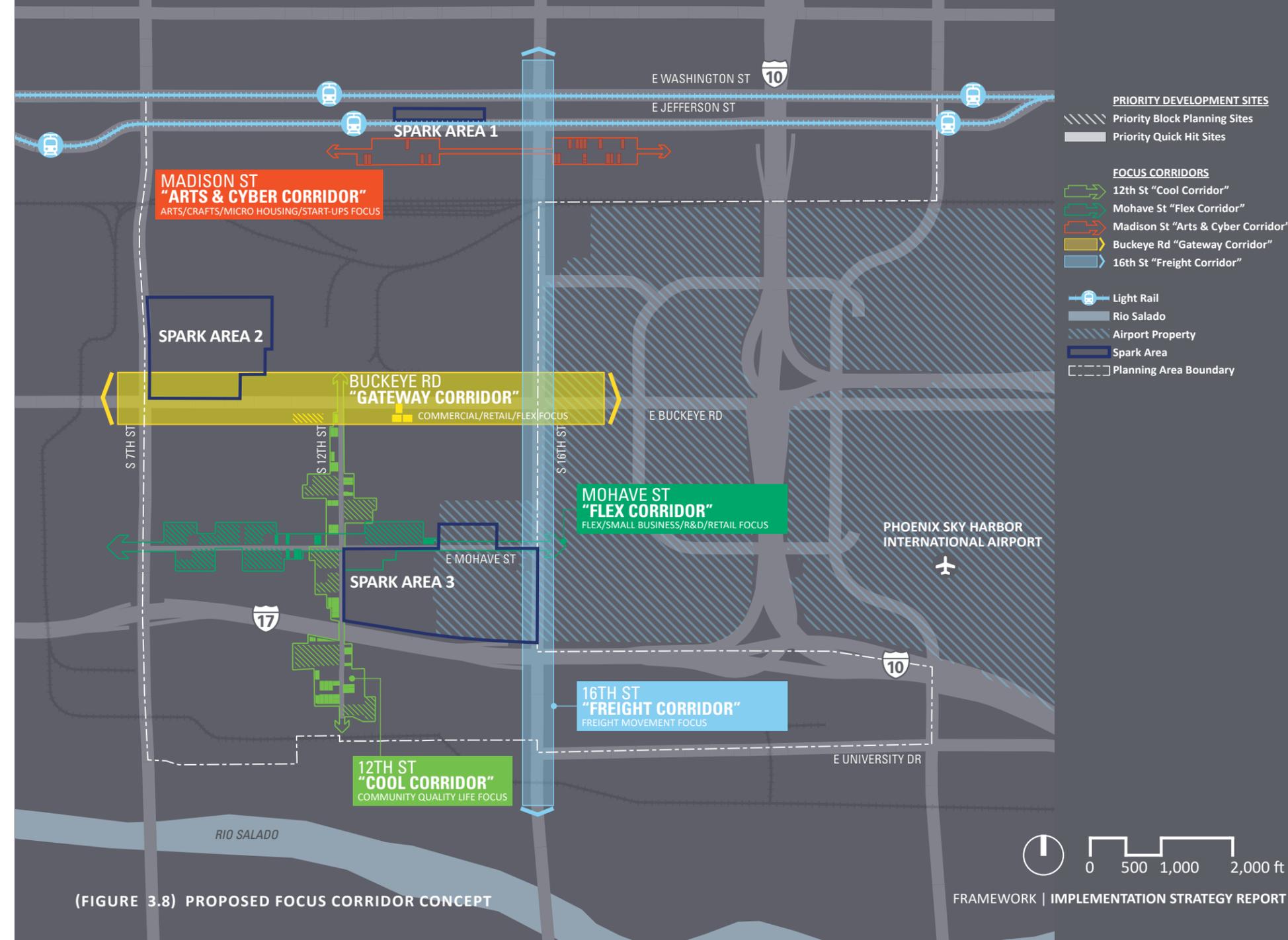
- » Promote uses of flex/office, research and development (R&D), incubators, small-scale manufacturing, artisan production, small businesses and transitional uses;
- » Introduce tree storage lots, urban nurseries, and urban farming as interim uses on Quick Hits sites and/or blocks to develop an appealing street character; and
- » Enhance bicycle facilities, crosswalks and sidewalks to promote a bicycle-/pedestrian-friendly environment in the area.

### • *Buckeye Road "Gateway Corridor"*

- » Focus on infilling commercial and retail uses to serve visitors, residents and workers nearby;
- » Enhance streetscape and enhance midblock crossings, signals, and protected intersections; and
- » Strengthen gateway character along the corridor through public art, signage and wayfinding system.

### • *16th Street "Freight Corridor"*

- » Optimize movements of goods and people through transportation programs; minimize conflicts between freight and commuter traffic;
- » Introduce commercial uses to activate street frontage and provide services to the population of visitors, workers and residents; and
- » Enhance streetscape via integrating pedestrian/bicycle facilities, Cultural Corridor elements and tree shades.



# COMMUNITY BENEFITS

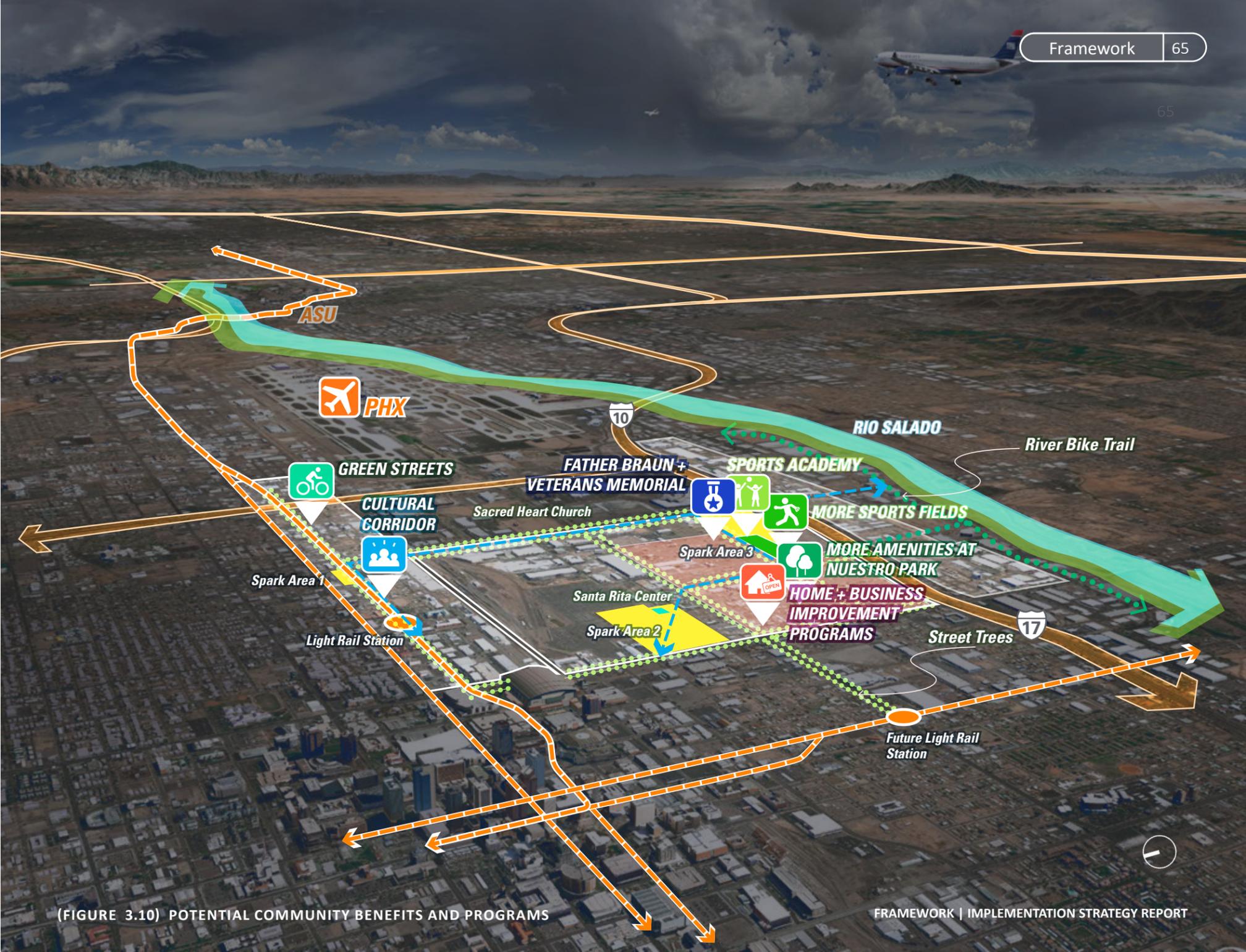
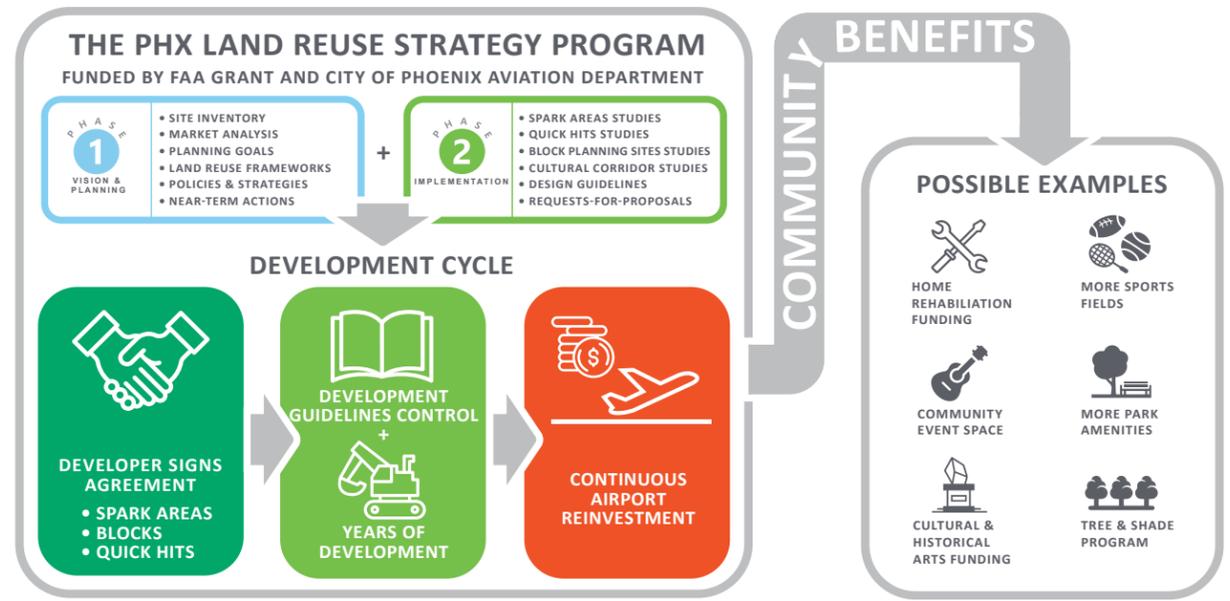
Implementation of the LRS has the potential to produce and/or support a variety of community benefits and enhancements. *Figure 3.9* provides examples of how this may be accomplished through the development cycle.

Possible community benefit examples include:

- Cultural Corridor implementation and management
- Home rehabilitation programming
- Business improvement programming
- Sports fields and sports academies
- Community event space programming
- Park amenity improvements
- Cultural and historical arts funding
- Tree and shade programming
- An area-wide bicycle network
- A bicycle trail along the Rio Salado
- Veterans memorial
- Amenity operations and maintenance
- Funding to support placekeeping

The *Development Agreement Template* is intended to provide the City of Phoenix Aviation Department with a context-specific master Development Agreement template that outlines the content and items, as well as the process for offering land lease real estate to potential tenants and/or developers within the areas identified by the LRS.

(FIGURE 3.9) DEVELOPMENT CYCLE & POSSIBLE BENEFITS EXAMPLES



(FIGURE 3.10) POTENTIAL COMMUNITY BENEFITS AND PROGRAMS

# 4 SPARK AREAS

## DEVELOPMENT CONSIDERATIONS

SPARK AREA 1: EASTLAKE PARK  
NEIGHBORHOOD

SPARK AREA 2: EL CAMPITO

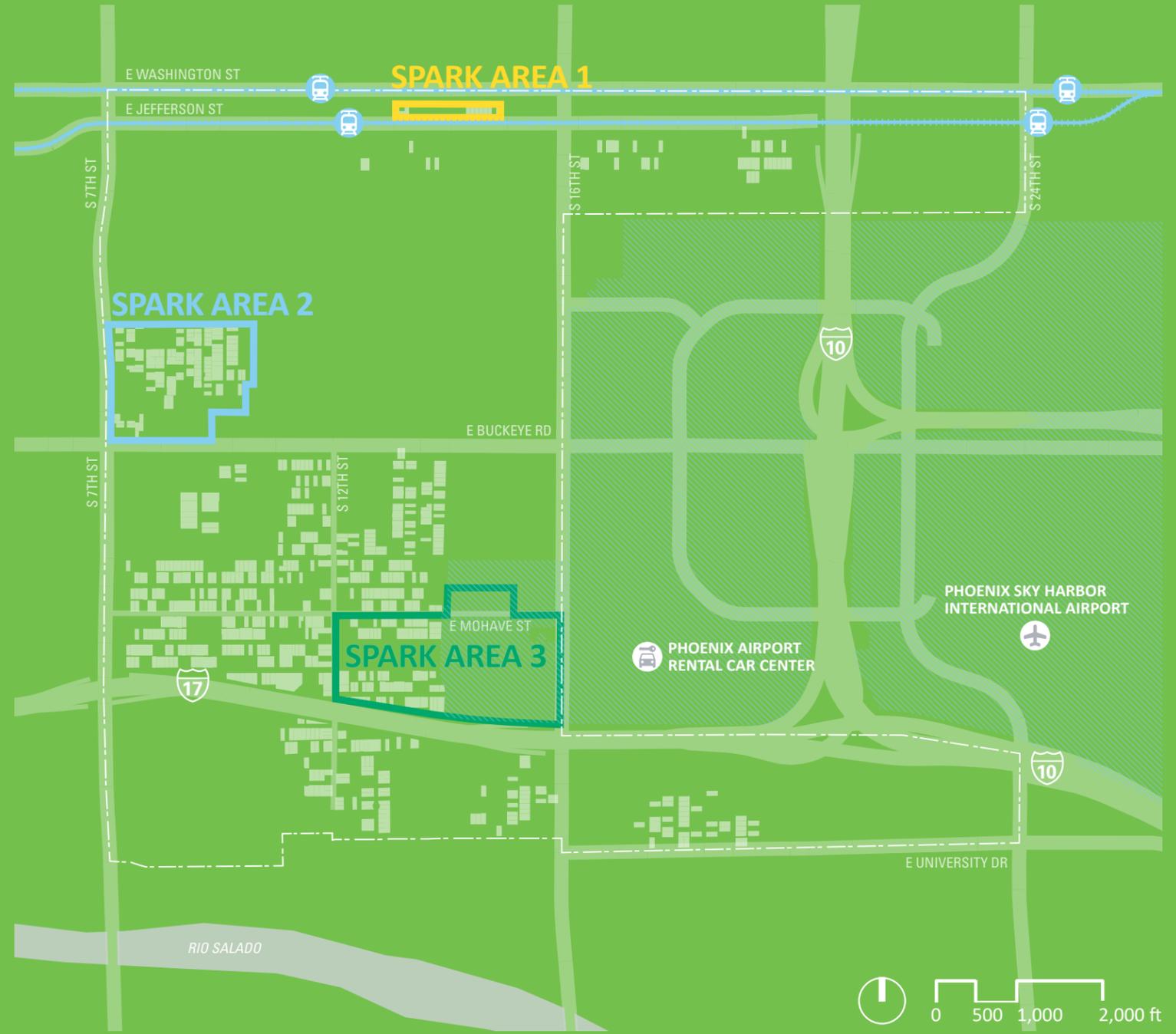
SPARK AREA 3: BARRIOS UNIDOS

### WHAT IS A SPARK AREA?<sup>1</sup>

A Spark Area is a large contiguous developable site that may act as a catalyst that triggers economic and job growth, revitalization, and neighborhood enhancements in the area.

Two conceptual development scenarios are provided for each Spark Area. Community-preferred scenarios are included in this section.

<sup>1</sup> For more detailed information please visit:  
[Spark Area 1 Development Standards and Design Guidelines](#),  
[Spark Area 2 Development Standards and Design Guidelines](#) and  
[Spark Area 3 Development Standards and Design Guidelines](#) at  
[skyharbor.com/LandReuseStrategy/phase2](http://skyharbor.com/LandReuseStrategy/phase2)



(FIGURE 4.1) PROPOSED EXPANDED SPARK AREA BOUNDARIES

# DEVELOPMENT CONSIDERATIONS

Seven (7) development considerations were weighed in the creation of development scenarios for each Spark Area site. These considerations are taken into account for the purpose of achieving a "win-win" success between the community and the market.

## 5 PHOENIX STORY



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

## 1 INFRASTRUCTURE



Infrastructure improvements are key to enhancing quality of life and achieving successful new development in the future

## 3 COMPLEMENTARY USES



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

## 6 JOB CREATION



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

## 2 DOWNTOWN AIRPORT COMPATIBILITY



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

## 4 COMMUNITY EXPERIENCE / BENEFITS



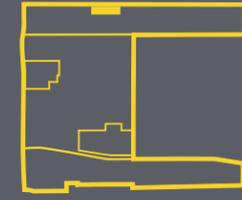
Common spaces with programmed events and activities enrich daily life and create a unique experience and shared memories

## 7 REALISM / PHASIBILITY



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

# SPARK AREA 1 EASTLAKE PARK NEIGHBORHOOD



A MIXED-USE TRANSIT VILLAGE WITH AFFORDABLE RESIDENTIAL AND COMPLEMENTARY AMENITIES.

The Eastlake Neighborhood Spark Area 1 is located in the Eastlake-Garfield TOD District between 14th Street and 15th Street along E Jefferson Street. This site offers the greatest opportunity for **transit-oriented development** utilizing Airport-owned noise land parcels. Recent developments around it include the Capital Place Apartments, which incorporate market rate housing and ground floor retail with a covered parking deck in proximity to the 12th Street/Jefferson Street light rail station.

A number of **historic properties** in the area present opportunities for **adaptive reuse** as offices, residences, live/work spaces, galleries or other **complementary uses** such as local retail shops, food and beverage establishments.

The intent of Spark Area 1 development is to leverage the area's proximity to a light rail station near 12th Street, and to create an affordable **transit village**

offering diverse housing products and complementary amenities to the community.

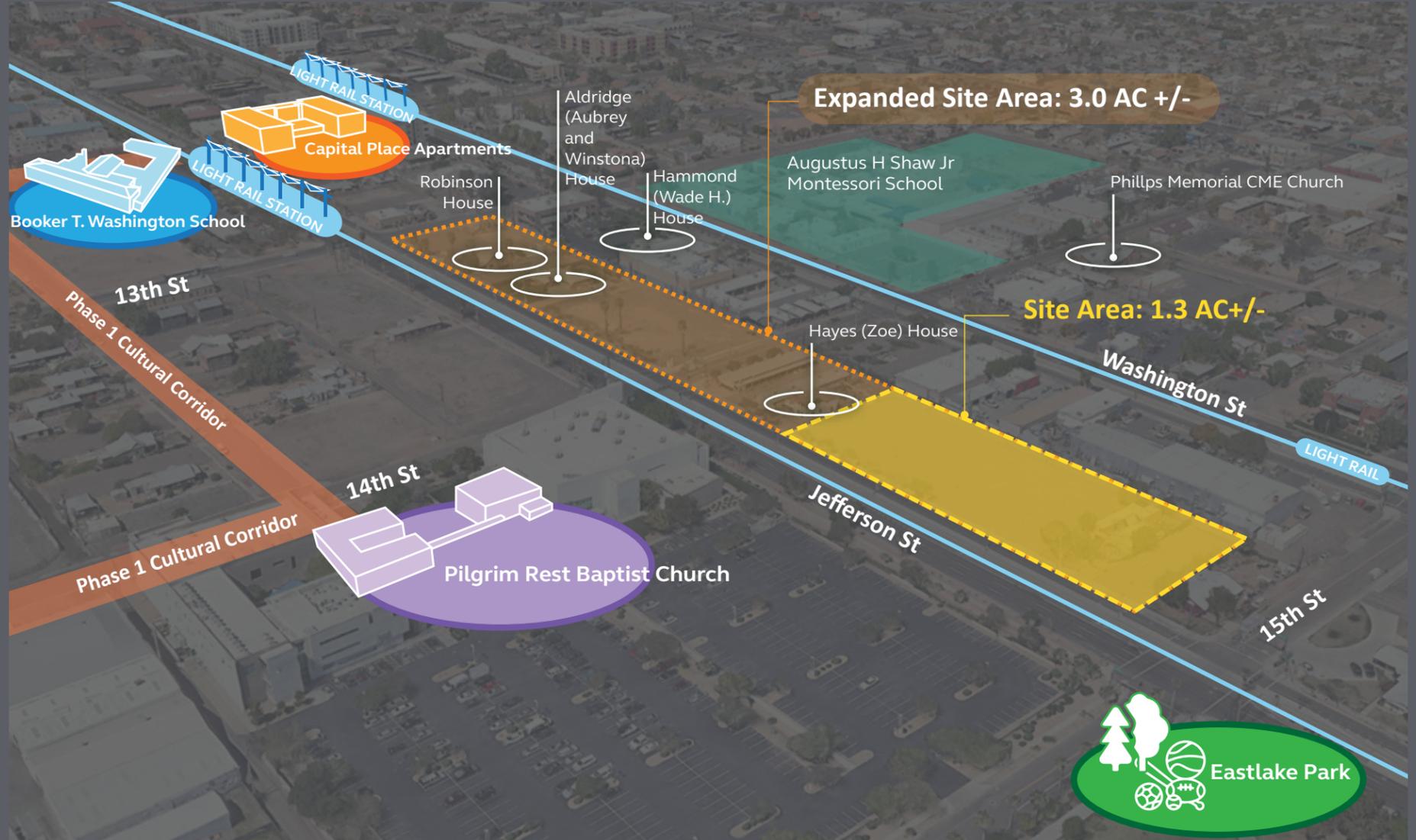
City's initially approved Spark Area 1 site boundary was around 1.24 acres including seven (7) Airport-owned noise land parcels and one (1) private lot. An expanded Spark Area 1 site boundary with **approximately 3.0 acres of consolidated parcels** was suggested in the proposed conceptual plans. Two preliminary design scenarios (Scenario A and Scenario B) were illustrated and summarized as follows. Following the illustrative, an economic impact comparison of two scenarios was provided.

Scenario A envisioned an approximately **144,100 square feet of mixed-use transit project** development on a 1.24-acre land. This scenario assumed to offer a 151-unit mixed-use apartment with ground floor corner retail and 8 townhomes adjacent to the historic property - Hayes (Zoe) House, providing a harmonious

transition in scale and height between single-family homes/historic properties and new development.

Scenario B involved a more aggressive development on the 3-acre expanded Spark Area 1 site. This scenario would produce **approximately 175,100 square feet of housing products mix of microhomes, live/work spaces, townhomes, and apartments/flats**. Active ground floor uses at 13th Street corner and near 15th Street along Jefferson Street light rail corridor frontage promoted. The concept also proposed landscape setbacks for green paseos and pocket spaces for shade and outdoor activities and to minimize shadow impacts of new development on adjacent single-family homes and historic properties.

Scenario B was the community's preferred option because of its ability to bring more economic returns and community benefits including more affordable housing units, outdoor spaces, and local shops/services.



(FIGURE 4.2) SPARK AREA 1 SITE BOUNDARIES & EXISTING ASSETS



# WHAT THE COMMUNITY SAID IN THE VISION & PLANNING PHASE

“

- Leverage the *proximity to Downtown and light rail*.
- Develop *mixed-use, mixed-income residential*.
- Consider *multi-level vertical mixed-use*.
- Incorporate *complementary uses and amenities*.

”



# MARKET POTENTIAL

<p><b>MID-RISE MIXED-USE W/ GROUND FLOOR COMMERCIAL</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓ ✓</p>	<p><b>LOCAL SHOPS / RESTAURANTS</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓ ✓</p>	<p><b>COMMON GREEN</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>	<p><b>LOW-RISE MULTIFAMILY (LOFT / LIVE-WORK HOUSING)</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓</p>
<p><b>TOWNHOMES / ROWHOMES</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓</p>	<p><b>MICRO HOUSING / MODULAR HOUSING / TINY HOMES ON SMALL LOTS</b></p>  <p>Market Demand</p> <p>✓ ✓</p>		

# SCENARIO A

## TRANSIT PROJECT


  
**159 UNITS**



(FIGURE 4.3) SPARK AREA 1 PROPOSED SCENARIO A DEVELOPMENT CONCEPT

# SCENARIO B

## TRANSIT VILLAGE

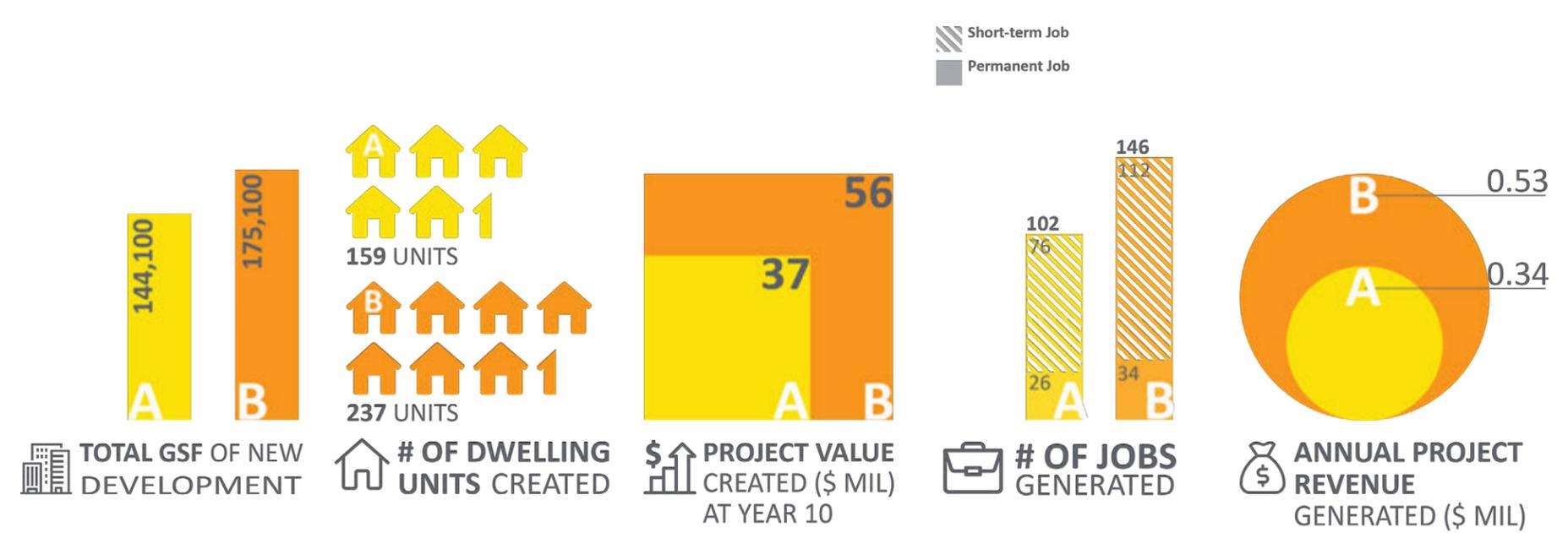

  
**237 UNITS**



(FIGURE 4.4) SPARK AREA 1 PROPOSED SCENARIO B DEVELOPMENT CONCEPT

# ECONOMIC IMPACT COMPARISON

**SCENARIO B**  
 GENERATES MORE ECONOMIC RETURN & COMMUNITY BENEFITS



# COMMUNITY FEEDBACK

**SCENARIO B**  
 MOST COMMUNITY MEMBERS PREFERRED<sup>1</sup>  
<sup>1</sup> See pg. 36 of this report.



## KEY THEMES IDENTIFIED

- MIX OF USES**
    - ★ 5 Live-work
    - ★ 4 Local Shops/Restaurants/Food and Beverage Establishments
    - ★ 3 Mixed-Use Complex
  - ART + CULTURE**
    - ★ 3 Art/Culture/History Experience
    - ★ 3 Historic Reuse
  - PARKS + PLAZAS**
    - ★ 5 Green Streets/Shade
    - ★ 5 Public Plaza/Mini Park/Places to Hang out/Community Garden
    - ★ 4 Trellis
    - ★ 3 Dog Park
  - TRANSPORTATION**
    - ★ 5 Active Transportation Corridor/Bike Lanes
- ★ Number of tables out of eight (8).

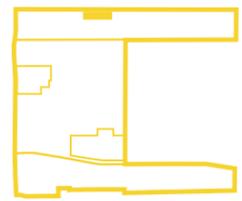
## KEY COMMENTS

Height, setback/landscape buffer from homes which historically existed in the area.

The height and scale of mixed-use complex – no more than five stories.

Sound buffer from train.

Green the alley!



# EASTLAKE PARK

## MIXED-USE TRANSIT ORIENTED DEVELOPMENT NODE

### PREFERRED SCENARIO

The Eastlake Park Neighborhood Spark Area 1 is competitively situated in the Eastlake-Garfield TOD District along the light rail line running along Jefferson Street, creating a prime location for the development of an active and walkable **transit-oriented Mixed-use Village inclusive of affordable residences and creative work spaces.**

Envisioned as a **fine-grained, pedestrian-oriented neighborhood**, community-oriented amenities such as restaurants, cafes, neighborhood meeting space, fitness studio, clinic, and daily services would support the adjacent residences and offices, as well as attract pedestrian traffic from surrounding neighborhoods.

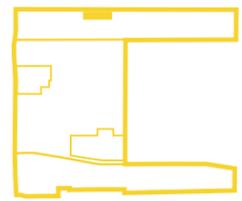
Additionally, the inclusion of **multi-modal infrastructure** to support transit, walking and biking, as well as cool shaded pocket spaces and green alleys, may allow this area to become a **vibrant and connected community hub** and provide **appealing outdoor space for arts and cultural experiences.**



- Preserved Historic Resources
- ① Eastlake Park & Community Center
  - ② Hayes (Zoe) House
  - ③ Aldridge (Aubrey & Winstona) House
  - ④ Robinson House
  - ⑤ Greenlee-Hammond House

*The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.*

(FIGURE 4.5) SPARK AREA 1 PREFERRED SCENARIO MASSING RENDERING



# EASTLAKE PARK

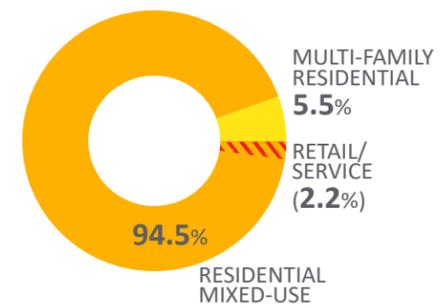
## MIXED-USE TRANSIT ORIENTED DEVELOPMENT NODE

Approximately 3.0 acres of consolidated lands make up Spark Area 1 providing an opportunity to accommodate approximately **189,000 square feet of future residential and commercial development**. This includes around 184,900 square feet of residential development that encompasses micro/tiny homes, townhome combos, live/work spaces, and for-rent

apartments and provides approximately 210 dwelling units. Roughly 4,100 square feet of commercial uses may support the community with local food and beverage establishments, artisan/craftsmen shops and daily service amenities.

### POTENTIAL DEVELOPMENT OUTCOME: WHAT GETS BUILT

- MICRO/TINY HOMES**  
900 GSF, 3 UNITS
- TOWNHOME COMBO**  
19,000 GSF, 16 UNITS
- LIVE/WORK**  
51,400 GSF, 46 UNITS
- MID-RISE APARTMENT**  
113,600 GSF, 145 UNITS
- RETAIL/SERVICE**  
4,100 GSF



**TOTAL GSF: 189,000 SF**

\* Gross Square Feet

### SITE INFORMATION:

- **Land Area:** 2.96 ac +/- in total.
- **Current Context:** Vacant noise land parcels adjacent to single-family homes and historic properties along the light rail corridor.
- **Current Zoning:** R-5 RI and C-3. The WU Code is also applicable to the site.
- **City of Phoenix General Plan Land Use Designation:** Commercial.
- **Eastlake-Garfield TOD Policy Plan land use concept:** Mixed-use Residential; Single-Family Residential.
- **LRS Community Preferred Land Reuse Framework Land Use Designations:** Mixed-Use.
- **Located within PHX Opportunity Zone 1140.**
- **Surrounding City Streets:** Jefferson St, 13th St, 14th St, 15th St, and alleys.



The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

(FIGURE 4.6) SPARK AREA 1 PREFERRED SCENARIO CONCEPTUAL SITE PLAN

# LAND USE CONCEPT

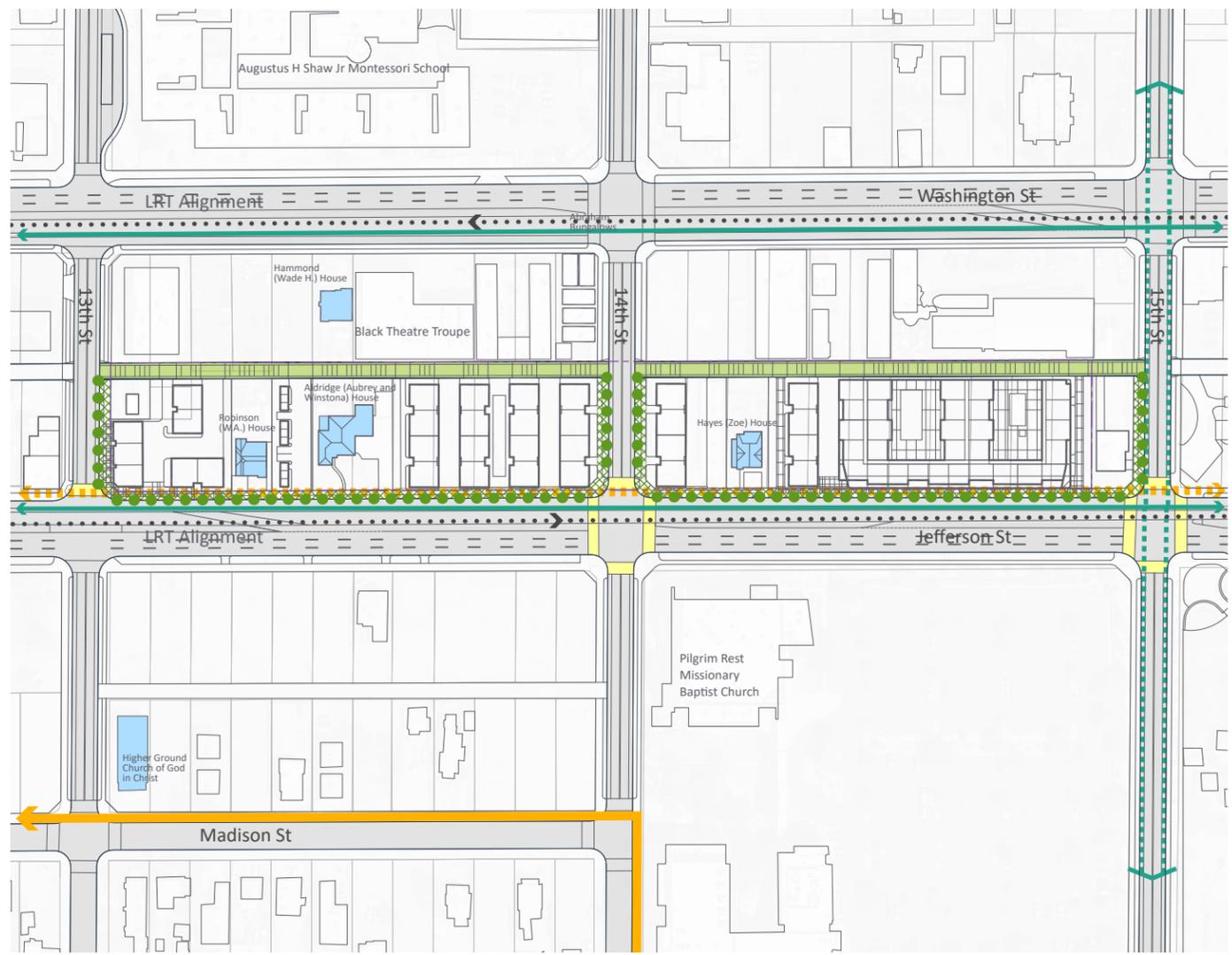


- Townhome Combo
- Apartments/Flats
- Live/work
- Retail/Service
- Structured Parking
- Historic Properties
- Light Rail Alignment
- Spark Area Boundary



(FIGURE 4.7) SPARK AREA 1 PREFERRED SCENARIO LAND USE CONCEPT

# PUBLIC REALM IMPROVEMENT CONCEPT



- Public Street Sidewalk Improvement
- Street Tree Plantings (@ 30' distance)
- Intersection Crosswalk Enhancement
- Alley Upgrade
- Cultural Corridor Route Implementation
- Cultural Corridor Potential Route Expansion
- Proposed Bike Lanes
- Existing Bike Lanes
- Historic Properties
- Light Rail Alignment
- Spark Area Boundary



(FIGURE 4.8) SPARK AREA 1 PREFERRED SCENARIO PUBLIC REALM IMPROVEMENT CONCEPT

# PARCELIZATION CONCEPT



(FIGURE 4.9) SPARK AREA 1 PREFERRED SCENARIO LAND USE CONCEPT

- SA 1-1 Parcel Number
- Parcel Boundary
- Historic Properties
- Light Rail Alignment
- Spark Area Boundary

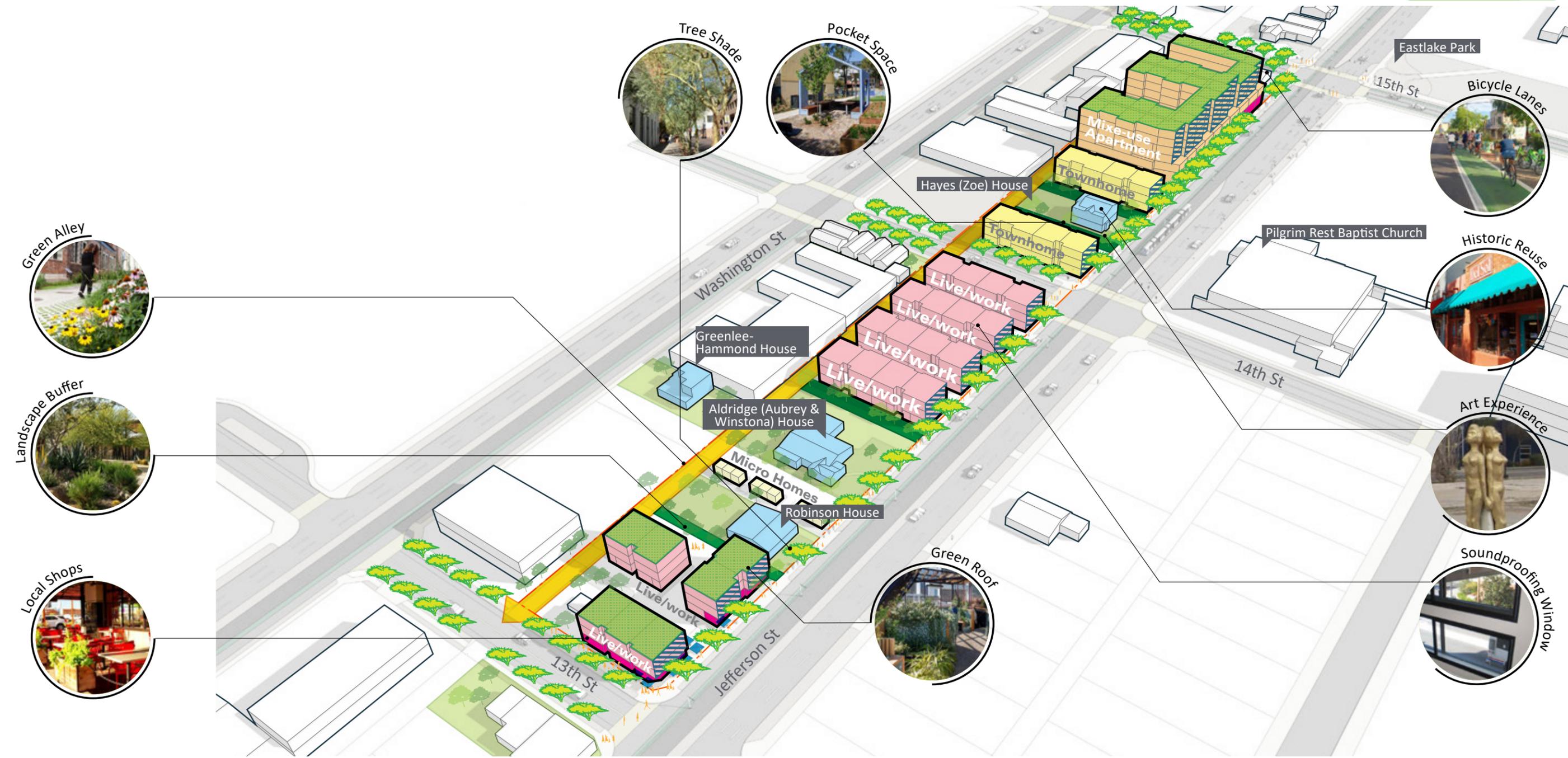
# DEVELOPMENT YIELD BY PARCEL

PARCEL #	LAND USE	LAND AREA (AC)	DENSITY (DU/AC)	BLDG USE	BLDG AREA (GSF)	# OF UNITS (EST. DU)	AVG. UNIT SIZE (GSF)	PKG RATIO	PKG REQUIRED (EST. SP)	PKG PROVIDED (EST. SP)	PKG TYPOLOGY
SA 1-1	Residential Mixed-Use	0.42	33	Live/Work (Retail/Service)	15,600 (2,300)	14	1,110	1.0 SP/DU	14	22	Garage
				Micro Housing	900	3	300	1.0 SP/DU	3	3	Surface
SA 1-2	Multi-family Residential	0.16	19	Live/Work	38,100	32	1,190	2.0 SP/DU	48	64	Garage
SA 1-3	Residential Mixed-Use	0.80	40	Townhome Combo	9,500	8	1,190	2.0 SP/DU	16	16	Garage
SA 1-4	Multi-family Residential	0.31	26	Townhome Combo	9,500	8	1,190	2.0 SP/DU	16	16	Garage
SA 1-5	Residential Mixed-Use	1.27	120	Townhome Combo	113,600	145	780	0.5 SP/DU	73	203	Podium
				Apartment/Flat	1,800	6	1,800	1.0 SP/300 SF	6	6	
				Retail/Service	1,800	6	1,800	1.0 SP/300 SF	6	6	
<b>DEVELOPMENT PARCELS SUBTOTAL</b>		<b>2.96</b>			<b>189,000</b>	<b>210</b>			<b>182</b>	<b>324</b>	
<b>TOTAL</b>		<b>2.96</b>			<b>189,000</b>	<b>210</b>			<b>182</b>	<b>324</b>	

# COMMUNITY COMMENT RESPONSES

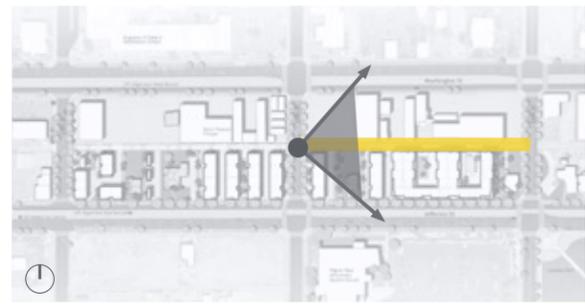
Intended to create an active and walkable mixed-use transit village envisioned by the community, the preferred scenario offers a series of design solutions to address the community's needs identified during the community engagement process. These design considerations are also incorporated as development requirements and design guidance in the *Spark Area 1 Development Standards and Design Guidelines*.

- Harmonize scale and transitions to single-family homes and historic properties/districts
- Promote streets for pedestrians and cyclists
- Increase tree canopies and provide shade structures
- Activate the streetscape with local shops and restaurants
- Provide pocket spaces and communal green for social gatherings
- Upgrade and green the alleys with public art and landscape solutions
- Celebrate local arts and culture and promote historic reuse
- Integrate noise mitigation and sustainability in building design



(FIGURE 4.10) SPARK AREA 1 COMMUNITY COMMENT RESPONSES

# "GREEN THE ALLEY"



KEY MAP



ALLEY EXISTING CONDITIONS (14TH ST TO 15TH ST)

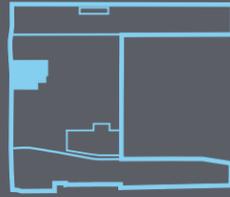
### RECOMMENDATIONS:

- ① Special and permeable pavement materials to create visual appeal and environmental benefits
- ② Desert plant species and decomposed granite paving
- ③ Backyard/outdoor activities and furnishings
- ④ New lighting features such as security lighting and illuminated bollards at entrances and exits
- ⑤ Murals and public artwork
- ⑥ Parking structure screening
- ⑦ Underground utility lines when feasible



(FIGURE 4.11) SPARK AREA 1 ALLEY IMPROVEMENT CONCEPT

## SPARK AREA 2 EL CAMPITO



A HUB OF INNOVATION THAT CELEBRATES PHOENIX'S HISTORY AND PROVIDES JOBS, ENTERTAINMENT AND TRAINING.

The approximately 48 acres of land presents a unique redevelopment opportunity that can leverage **Downtown resources and the adjacent activities**. The site's proximity to assets such as the baseball stadium, ASU School of Art, Xico Arts and other Downtown destinations serve as potential stimulus to the area's redevelopment. **Buckeye Road** as the south boundary of the site is a **gateway corridor** that connects the area to the Sky Harbor International Airport and surrounding employment centers. The historic **Santa Rita Center**, new developments such as Porter Barn Wood, and Chicanos Por La Causa's retail and office center are local assets that draw people and activities to the area.

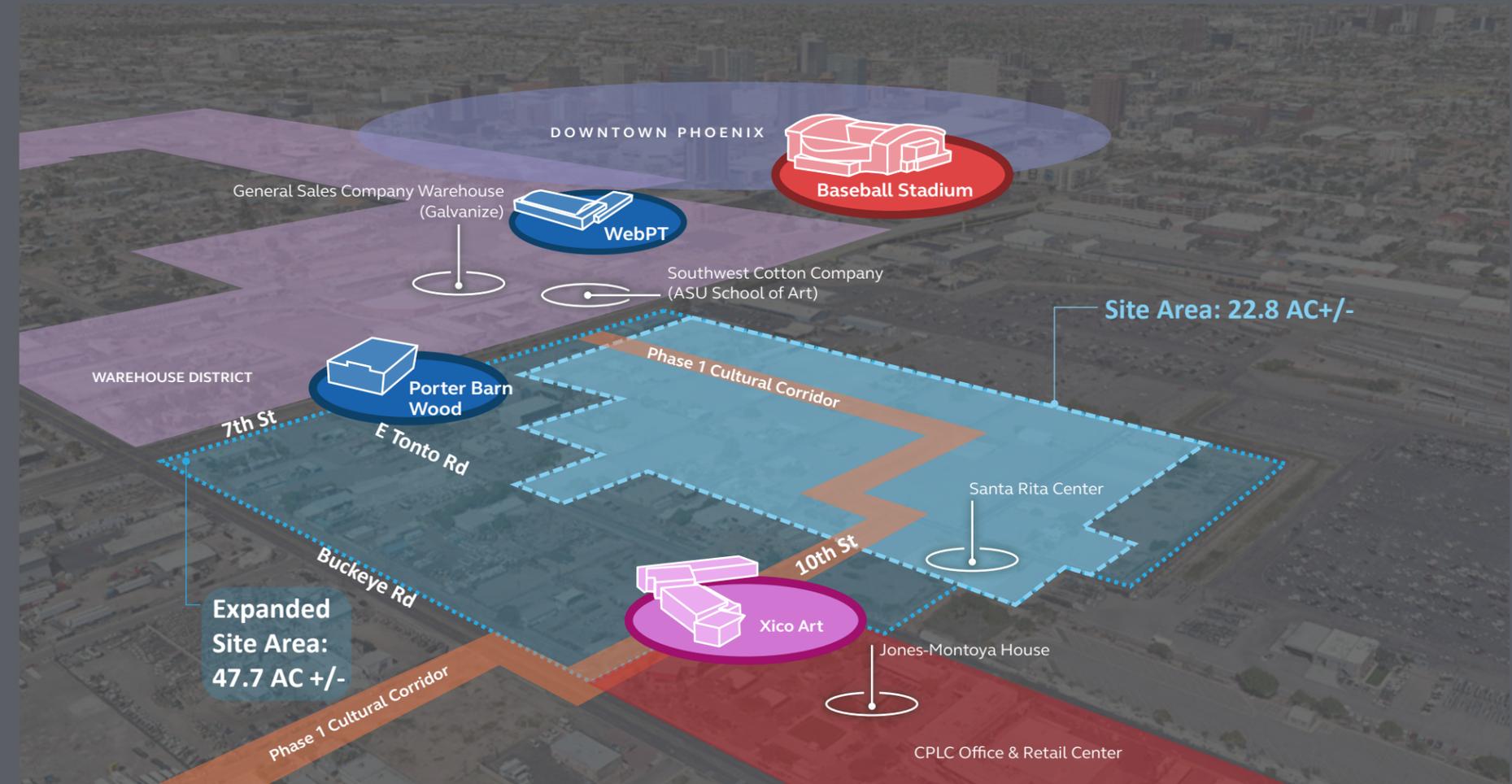
Spark Area 2 initially approved site boundary covered around 23 acres of assembled land north of Tonto Street. An expanded Spark Area 2 site that included the properties along Tonto Street and 7th Street frontage, respectively, as well as the parcels at the corner of 7th Street and Buckeye Road, totally over 33 acres of land, was recommended for activating key frontage and node and maximizing economic returns and community benefits.

Scenario A envisioned an **approximately 228,100 square feet of office/flex development** on consolidated lands. A 16,000 square feet of mercado with a 2,000 square feet stand-alone restaurant was proposed at north/west entry of the site, providing a mix of commercial choices of market, food and beverage establishments, and local shops. A mini urban greenhouse with a community garden nearby Santa Rita Center was also envisioned in this scenario.

Scenario B proposed a **life-style creative campus with markerspace concept**. The total estimated amount of new development would be around 746,000 square feet, including 360,000 square feet of life-style tech offices at north/west entry and approximately 187,500 square feet of multi-purposed makerspaces/artisan spaces. An educational campus with a skills training center and start-up incubators would be located north of Santa Rita Center, providing diverse vocational programs for locals. A 30,000 square-foot of mercado would activate the corner of 7th Street and Buckeye Road, providing fresh produces and local crafts to residents and employees in the area. Scenario

B proposed a **diagonal Walk** with Cultural Corridor elements linking private developments and adjacent public spaces to generate a **synergy maximizing economic and cultural impacts; and to create a sense of place**. Various local shops, food and beverage establishments and event spaces would be developed along the Walk, creating a showcase and destination for **local crafts and food culture**.

The economic impact analysis results concluded that Scenario B would have much higher project value in the future. The study estimated that Scenario B would produce over 7,500 jobs and generate approximately 2.5 times of project revenue than Scenario A. Community members preferred Scenario B because of its enormous economic returns and diversity of products produced that could benefit the entire area.



(FIGURE 4.12) SPARK AREA 2 SITE BOUNDARIES & EXISTING ASSETS

# WHAT THE COMMUNITY SAID IN THE VISION & PLANNING PHASE

“

- Leverage the proximity to the *“Innovation Corridor.”*
- Introduce *small businesses / flex spaces, co-working spaces, incubators, etc.*
- Support *Research & Development, small-scale manufacturing, bio-tech, and artisan production.*
- Accommodate *retail, entertainment and amenities.*
- Identify opportunities for *land swaps and/or sale to the City.*

”



# MARKET POTENTIAL

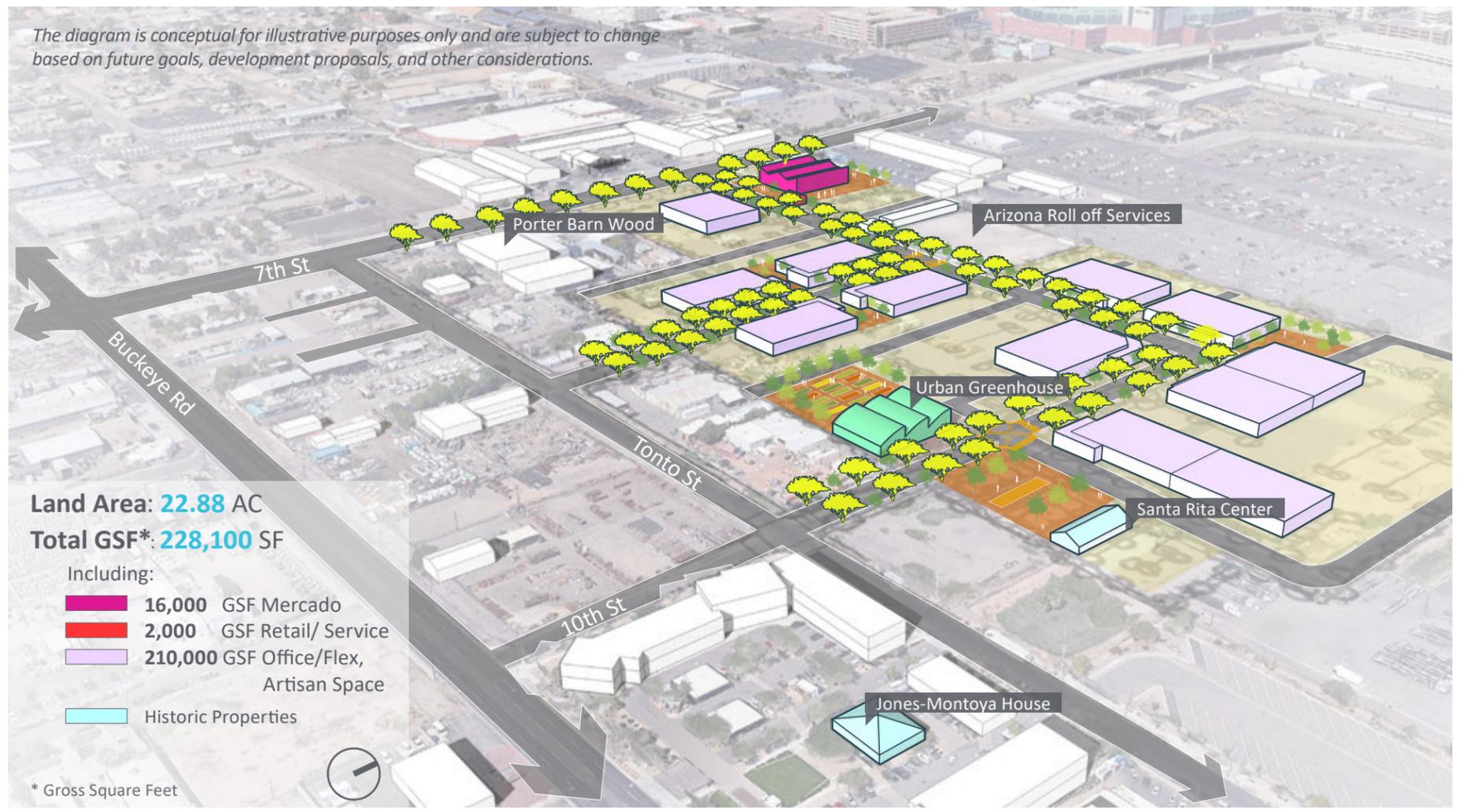
<p>OFFICE / FLEX</p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓ ✓</p>	<p>MERCADO / MARKETPLACE</p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓ ✓</p>	<p>MAKERSPACE</p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>	<p>START-UP COMPLEX / INCUBATOR</p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>
<p>TECHNICAL CENTER / ADVANCED TRAINING CENTER</p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>	<p>CONVENIENCE RETAIL CENTER</p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>	<p>CREATIVE / TECH OFFICE</p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>	<p>CULTURAL CENTER / COMMUNITY CENTER</p>  <p>Market Demand</p> <p>✓ ✓ ✓</p>

# SCENARIO A

OFFICE/FLEX + MERCADO

**OPEN** COMMERCIAL/RETAIL 18,000 GSF

**OFFICE/FLEX, ARTISAN SPACE** 210,000 GSF



(FIGURE 4.13) SPARK AREA 2 PROPOSED SCENARIO A DEVELOPMENT CONCEPT

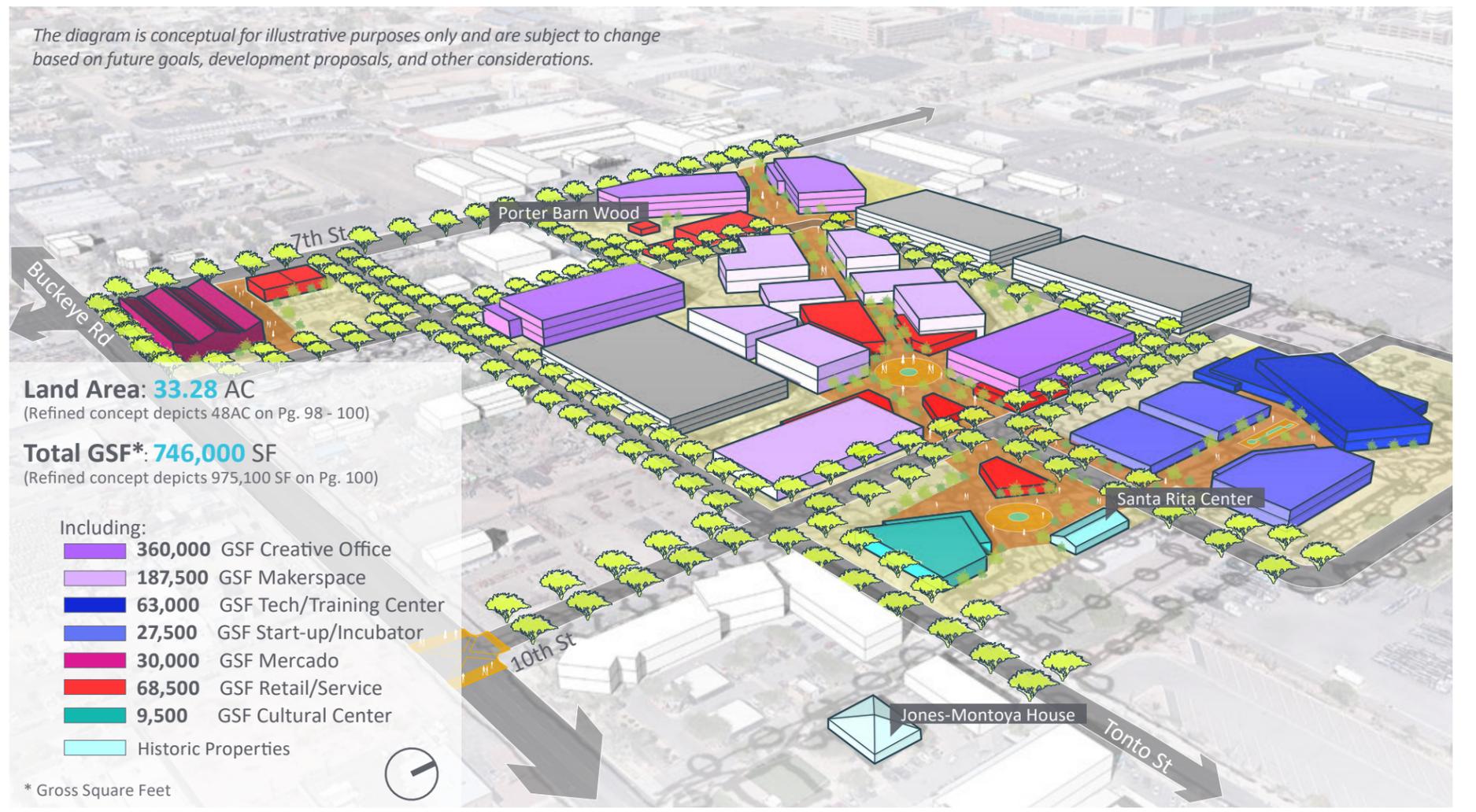
# SCENARIO B

CREATIVE CAMPUS + MAKERSPACE

**OPEN** COMMERCIAL/RETAIL 98,500 GSF

**OFFICE** 547,500 GSF

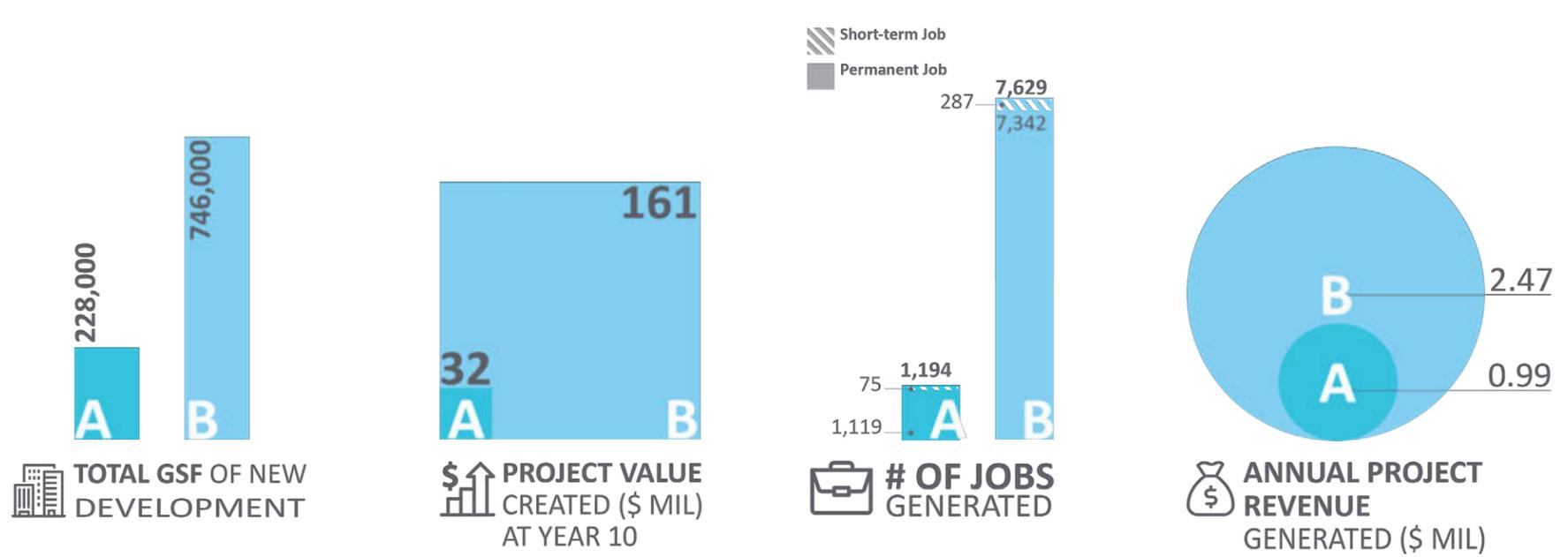
**EDUCATIONAL** 90,500 GSF



(FIGURE 4.14) SPARK AREA 2 PROPOSED SCENARIO B DEVELOPMENT CONCEPT

# ECONOMIC IMPACT COMPARISON

**SCENARIO B**  
 GENERATES MORE ECONOMIC RETURN & COMMUNITY BENEFITS



# COMMUNITY FEEDBACK

MOST COMMUNITY MEMBERS PREFERRED  
**SCENARIO B**



## KEY THEMES IDENTIFIED

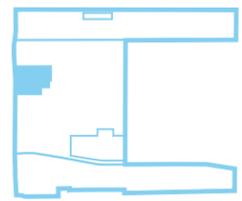
- MIX OF USES**
  - 6 Local Shops/Restaurants/Food and Beverage Establishments
  - 3 Hotel
  - 3 Mercado
- ART + CULTURE**
  - 5 Celebrate History
  - 4 Iconic Gateway
  - 3 Santa Rita Center/César Chávez
- PARKS + PLAZAS**
  - 5 Public Plaza/Park/Event Space
  - 4 Palm Walk
  - 4 Lots of Trees/Shade
- TRANSPORTATION**
  - 4 Bike Path

★ Number of tables out of eight (8).

## KEY COMMENTS

- I like the **diagonal walk** as a real asset to connect the frontage road (7th Street) to the Santa Rita Center.
- Parking facilities** could double as event spaces.
- Create **unique district character**, different from Warehouse District; could be a historic look and feel.
- Wider walkway/bikeway along S 7th Street.
- Potentially **expand the south boundary** of Spark Area 2 to Buckeye Road.
- Hispanic cultural center; performance venue; event programming.**
- Buffer the noise** from airplanes and trains.
- Pedestrian overpass** and new **signal intersection** on S 7th Street.
- Green building standards, sustainable design.**





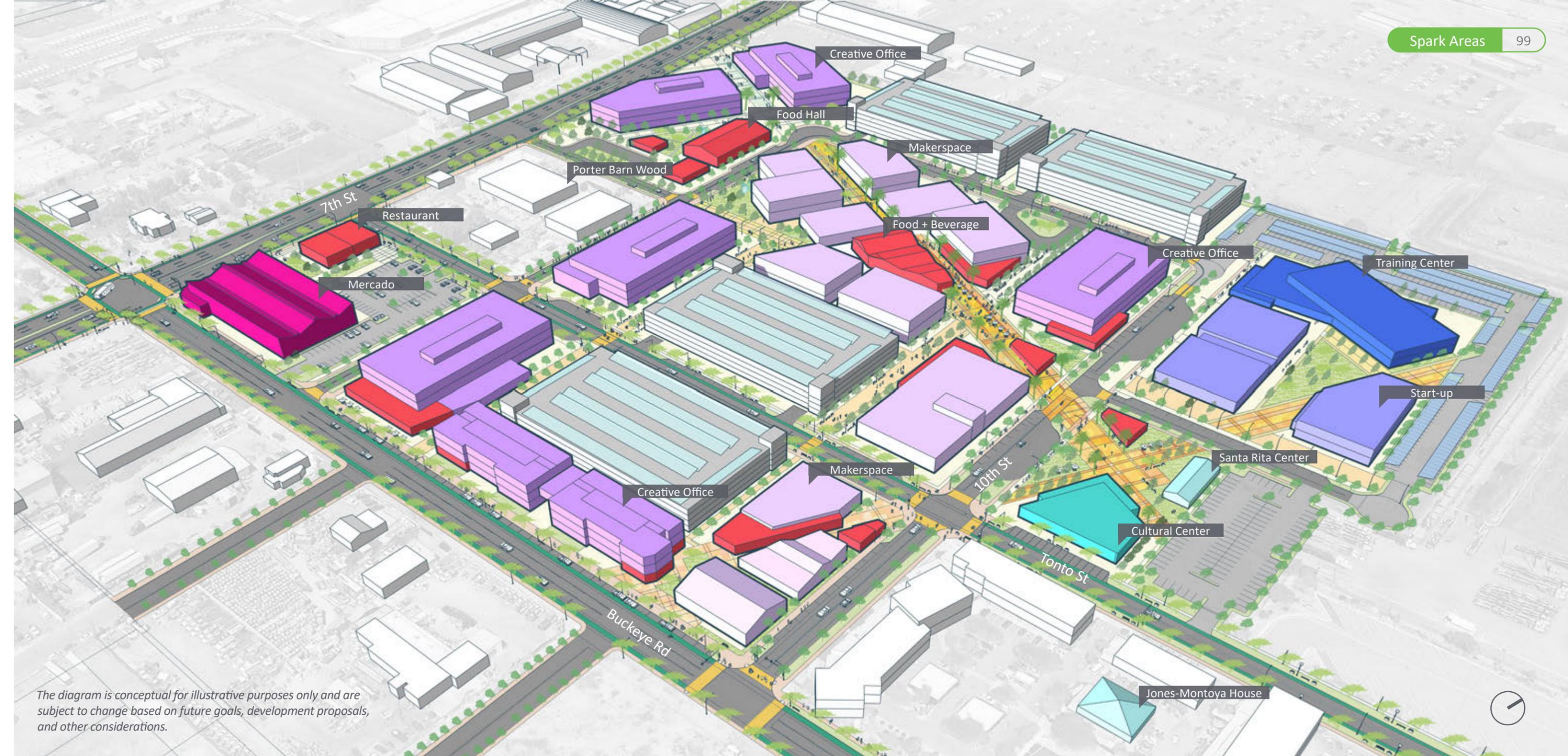
# EL CAMPITO

## 7TH STREET & BUCKEYE CREATIVE CAMPUS

### PREFERRED SCENARIO

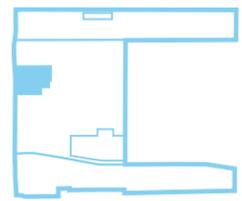
The El Campito Spark Area 2 development will create a **Hub for Innovation and Entrepreneurship** celebrating the confluence of Downtown and the evolving talent within the area. The approximate 48 acres of land can accommodate several uses including traditional office, creative office, lifestyle tech, start-up complex, technical center, makerspace, 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. Spark Area 2 will be a **destination for an engaged workforce**, as well as local artisan culture and unique food and beverage concepts.



*The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.*

(FIGURE 4.15) SPARK AREA 2 PREFERRED SCENARIO MASSING RENDERING



# EL CAMPITO

## 7TH STREET & BUCKEYE CREATIVE CAMPUS

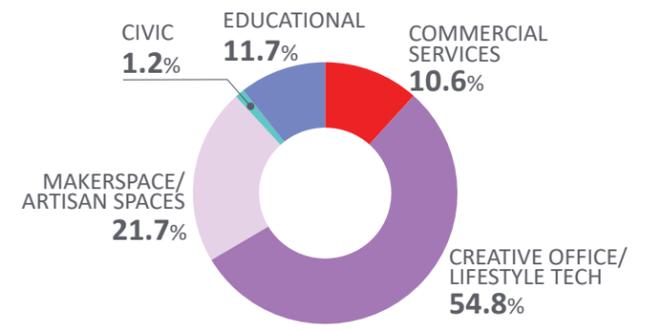
Spark Area 2 offers approximately 48 acres of land for an innovation campus development. **The total amount of conceptual development is approximately 975,100 square feet**, encompassing **534,400 square feet of creative offices and lifestyle tech offices** and 212,000 square feet of artisan spaces/makerspaces, including art galleries and artist studios, designer/craftsmen/culinary workshops, vintage shop, furniture store, etc.

Approximately 12% of future development will be educational, skill training and incubator uses, around 113,700 square feet. Around 11% of development will be commercial retail and service uses, including 30,500 square feet for the mercado, local food and beverage establishments, a fitness center, and multi-purpose event spaces. A 11,400 square feet cultural center is also envisioned for future development.

### POTENTIAL DEVELOPMENT OUTCOME: WHAT GETS BUILT

- CREATIVE OFFICE**  
534,500 GSF
- ARTISAN SPACE**  
212,000 GSF
- TECH/TRAINING CENTER**  
66,100 GSF
- START-UP / INCUBATOR**  
47,600 GSF
- CULTURAL CENTER**  
11,400 GSF

- MERCADO**  
30,500 GSF
- RETAIL/SERVICE**  
73,000 GSF



**TOTAL GSF: 975,100 SF**

\* GSF: Gross Square Feet

### SITE INFORMATION:

- **Land Area:** 47.7 acreage in total.
- **Current Context:** Large developable site at the edge of Downtown Phoenix, adjacent to ASU, Sports Hub and Warehouse District.
- **Current Zoning:** C-3, A-2.
- **City of Phoenix General Plan Land Use Designations:** Commercial, Industrial, Residential 3.5-5 du/acre to industrial.
- **LRS Community Preferred Land Reuse Framework Land Use Designations:** Commercial, Small Business/Flex.
- **Located within PHX Opportunity Zone 1140.**
- **Surrounding City Streets:** 7th St, Buckeye Rd.
- **Existing Streets Serving The Site:** 7th St, 8th St, Sherman St, 8th Pl, 9th St, 9th Pl, 9th Wy, Hadley St, 10th Pl, 11th St, Grant St, Tonto St, and 10th St.

(FIGURE 4.16) SPARK AREA 2 PREFERRED SCENARIO SITE PLAN CONCEPT



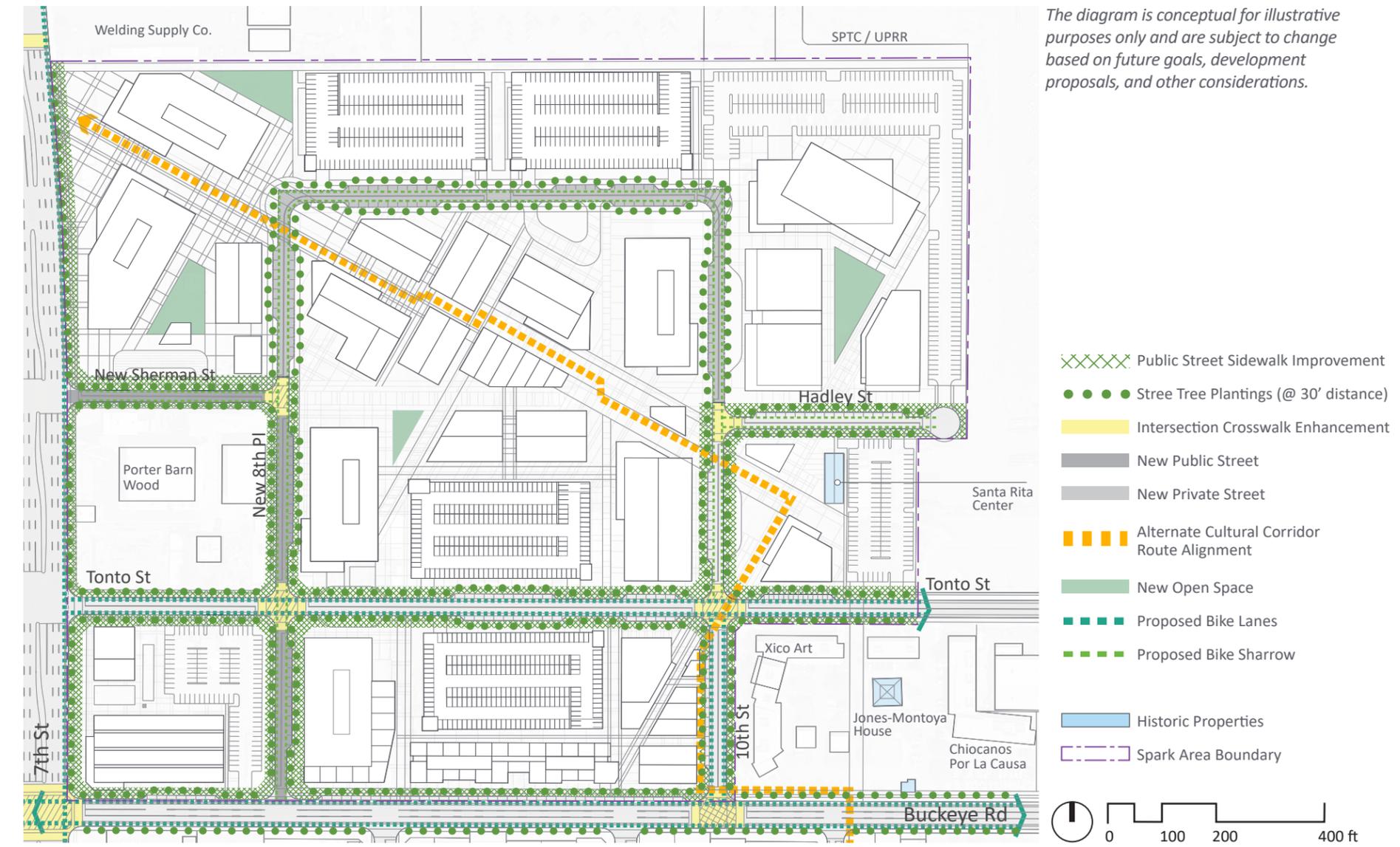
The plan is conceptual and is subject to change based on future development proposals.

# LAND USE CONCEPT



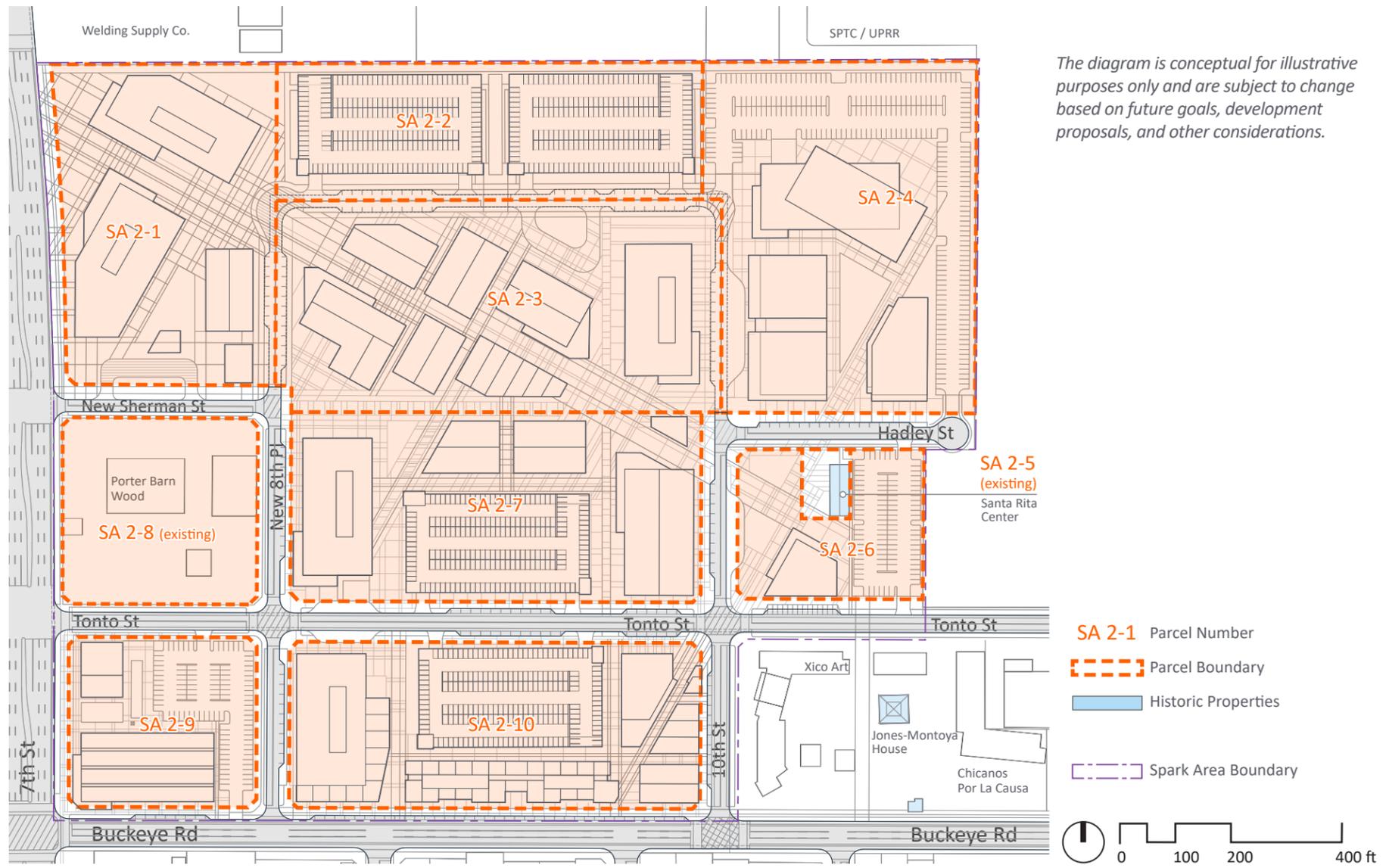
(FIGURE 4.17) SPARK AREA 2 PREFERRED SCENARIO LAND USE CONCEPT

# PUBLIC REALM IMPROVEMENT CONCEPT



(FIGURE 4.18) SPARK AREA 2 PREFERRED SCENARIO PUBLIC REALM IMPROVEMENT CONCEPT

# PARCELIZATION CONCEPT



(FIGURE 4.19) SPARK AREA 2 PREFERRED SCENARIO PARCELIZATION CONCEPT

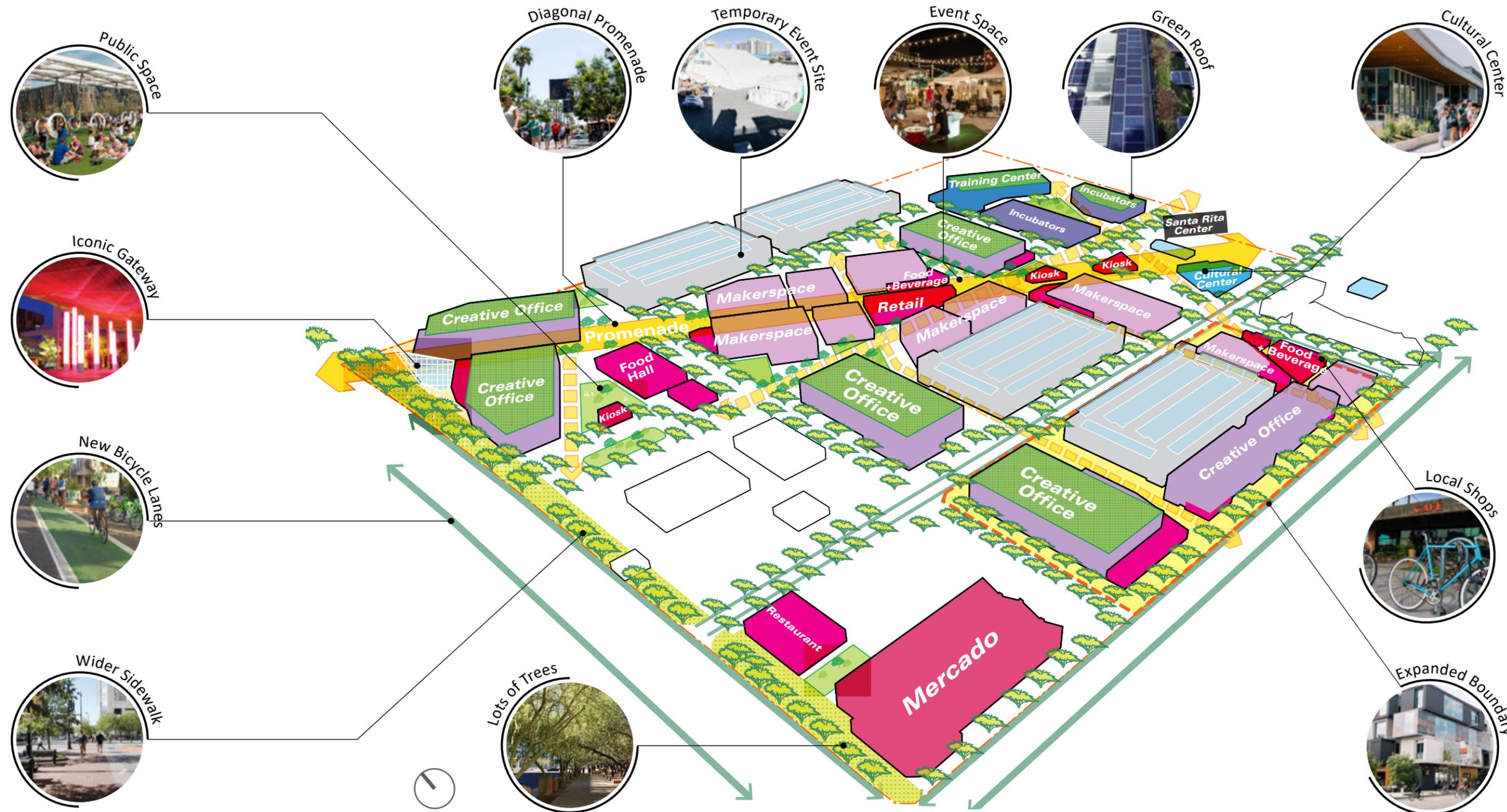
# DEVELOPMENT YIELD BY PARCEL

PARCEL #	LAND USE	LAND AREA (AC)	AVG. FAR	BLDG USE	BLDG AREA (GSF)	PKG RATIO	PKG REQUIRED (EST. SP)	PKG PROVIDED (EST. SP)	PKG TYPOLOGY
SA 2-1	Office Mixed-Use	5.20	0.95	Creative Office	197,100	3.5 SP/1,000 SF	690	7	On-street
				Retail/Service	18,100	1.0 SP/250 SF	72	7	
SA 2-2	Office Mixed-Use (Parking)	4.40		Structured Parking				2,177	Structure
								2,160	On-street
SA 2-3	Office Mixed-Use	7.10	0.72	Makerspace/Artisan Space	110,500	3.5 SP/1,000 SF	387	38	On-street
				Creative Office	83,100	3.5 SP/1,000 SF	291		
				Retail/Service	30,000	1.0 SP/250 SF	120		
SA 2-4	Educational	6.95	0.38	Training Center	66,100	1.0 SP/200 SF	331	267	Surface
				Start-Up	47,600	1.0 SP/200 SF	238	15	On-street
SA 2-5	Civic (Existing: Santa Rita Center)	0.25							
SA 2-6	Civic	2.40	0.11	Cultural Center	11,400	3.0 SP/1,000 SF	34	98	Surface
								14	On-street
SA 2-7	Office Mixed-Use	5.86	0.70	Creative Office	96,700	3.5 SP/1,000 SF	338	900	Structure
				Makerspace/Artisan Space	78,800	3.5 SP/1,000 SF	276	35	On-street
				Retail/Service	2,400	1.0 SP/250 SF	10		
SA 2-8	Commercial (Existing: Porter Barn Wood)	2.73							
SA 2-9	Commercial	2.78	0.31	Mercado	30,500	1.0 SP/300 SF	102	105	Surface
				Retail/Service	7,500	1.0 SP/250 SF	30	7	On-street
SA 2-10	Office Mixed-Use	6.15	0.73	Creative Office	157,600	3.5 SP/1,000 SF	552	900	Structure
				Retail/Service	15,000	1.0 SP/250 SF	60	73	On-street
				Makerspace/Artisan Space	22,700	3.5 SP/1,000 SF	79		
<b>DEVELOPMENT PARCELS SUBTOTAL</b>		<b>43.82</b>			<b>975,100</b>		<b>3,609</b>	<b>4,636</b>	
<b>Public Roadways</b>		<b>3.88</b>							
<b>TOTAL</b>		<b>47.70</b>			<b>975,100</b>		<b>3,609</b>	<b>4,636</b>	

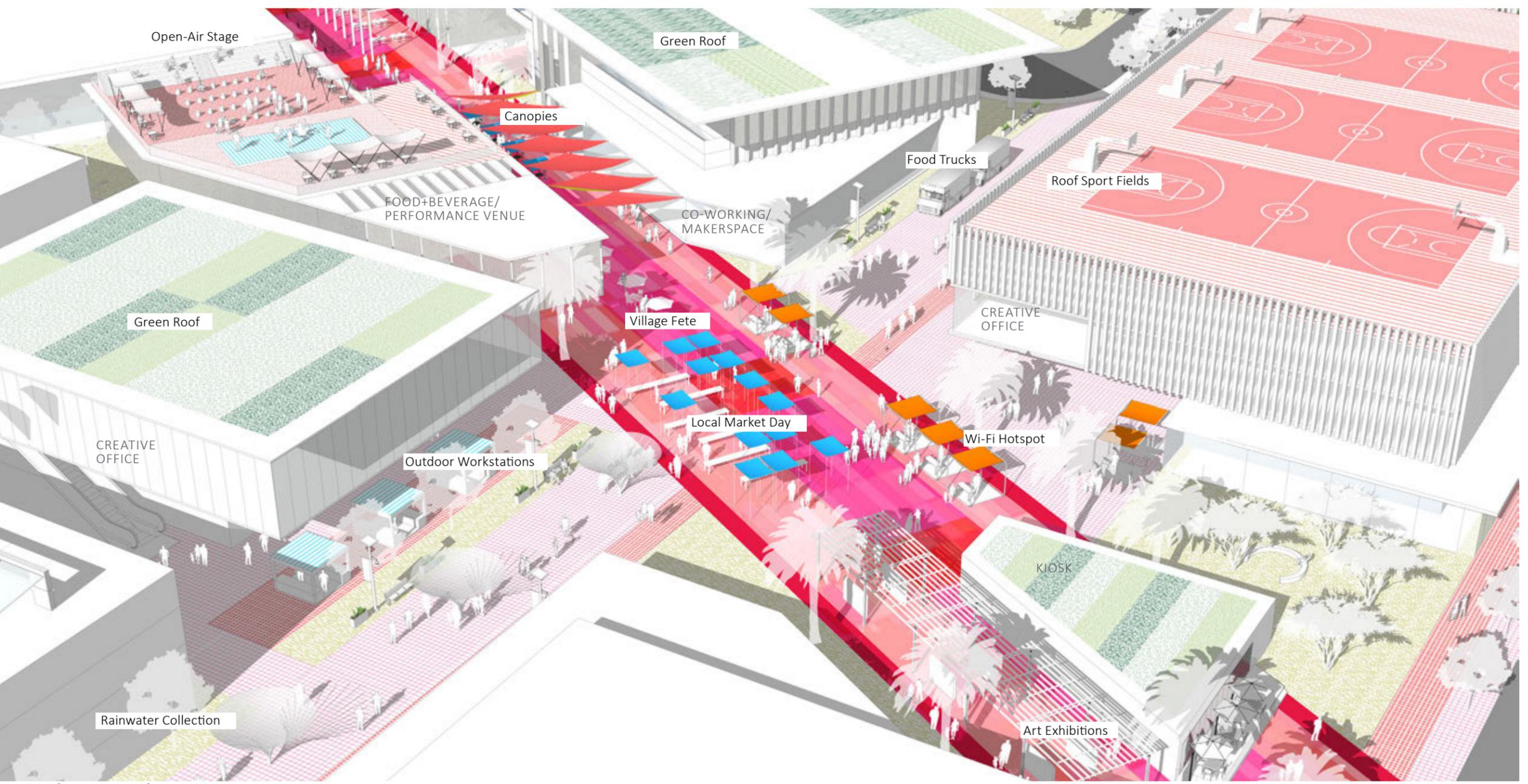
# COMMUNITY COMMENT RESPONSES

The preferred Spark Area 2 scenario aims to promote a quality development hub of urban innovation and entrepreneurship. The conceptual plan provides a series of key elements to meet the community's needs. These design considerations are also incorporated as development requirements and design guidance in the *Spark Area 2 Development Standards and Design Guidelines*.

- Expand the site boundary to maximize the street frontage
- Diversify office and commercial development
- Make great streets for pedestrians and cyclists
- Design the "diagonal walk" for celebrations and collaborations
- Produce a connected design oasis
- Activate the streetscape with local shops and restaurants
- Provide multi-purpose spaces for community events programming
- Establish an iconic district identity
- Celebrate local arts and culture
- Integrate sustainability in building design and site development



(FIGURE 4.20) SPARK AREA 2 COMMUNITY COMMENT RESPONSES



(FIGURE 4.21) SPARK AREA 2 DIAGONAL WALK DESIGN CONCEPT

# DIAGONAL PROMENADE

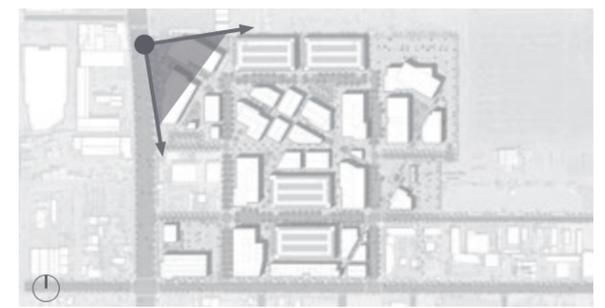
A diagonal promenade will be a public space spine crossing through Spark Area 2 while creating a link to the northwest entry point and the Santa Rita Center. The diagonal walk will create a synergy among multiple private projects along the promenade. Various types of “Cool Pockets” are envisioned along the promenade. These public spaces are differentiated in scale, size and function. They can be interactive spaces for outdoor brainstorming and collaboration; they can be passive green for picnic, reading and relax; they can also be event plazas to accommodate food trucks, live shows or outdoor yoga classes. A continuous shade network will promote a healthy year-round walking environment. Cultural Corridor historic markers, signage and public art could be incorporated into the “promenade” design to celebrate the area’s regionally significant history.



KEY MAP

# 7TH ST ICONIC GATEWAY

The north/west entry on 7th Street will be an iconic gateway of Spark Area 2. Integrating public art and innovative lighting features, the structure will complement the design of the surrounding buildings and add visual appeal. The entry plaza will provide year-round events and activities to establish an urban atmosphere.



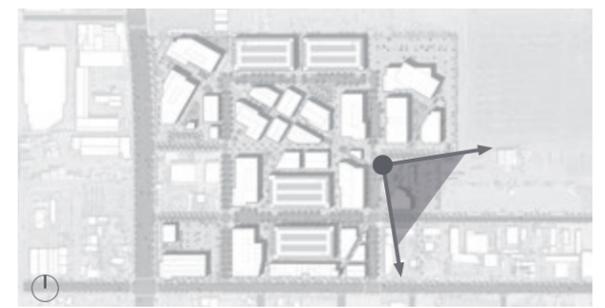
KEY MAP



(FIGURE 4.22) SPARK AREA 2 ICONIC GATEWAY DESIGN CONCEPT

# SANTA RITA CENTER PLAZA

Santa Rita Center could be the anchor attraction of a vibrant cultural complex. An expansive plaza for ceremonies, community events, and performances and cultural center, museum, and visitor center would complete the complex. A multi-cultural center could be established adjacent to the plaza, functioning as a local museum and visitor center along the Cultural Corridor.



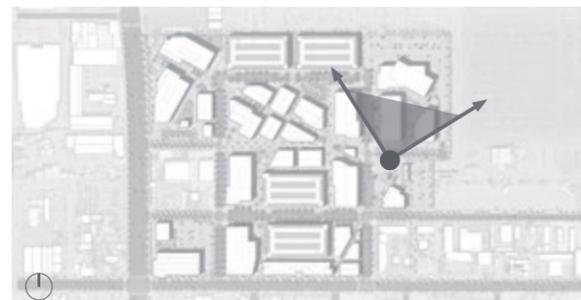
KEY MAP



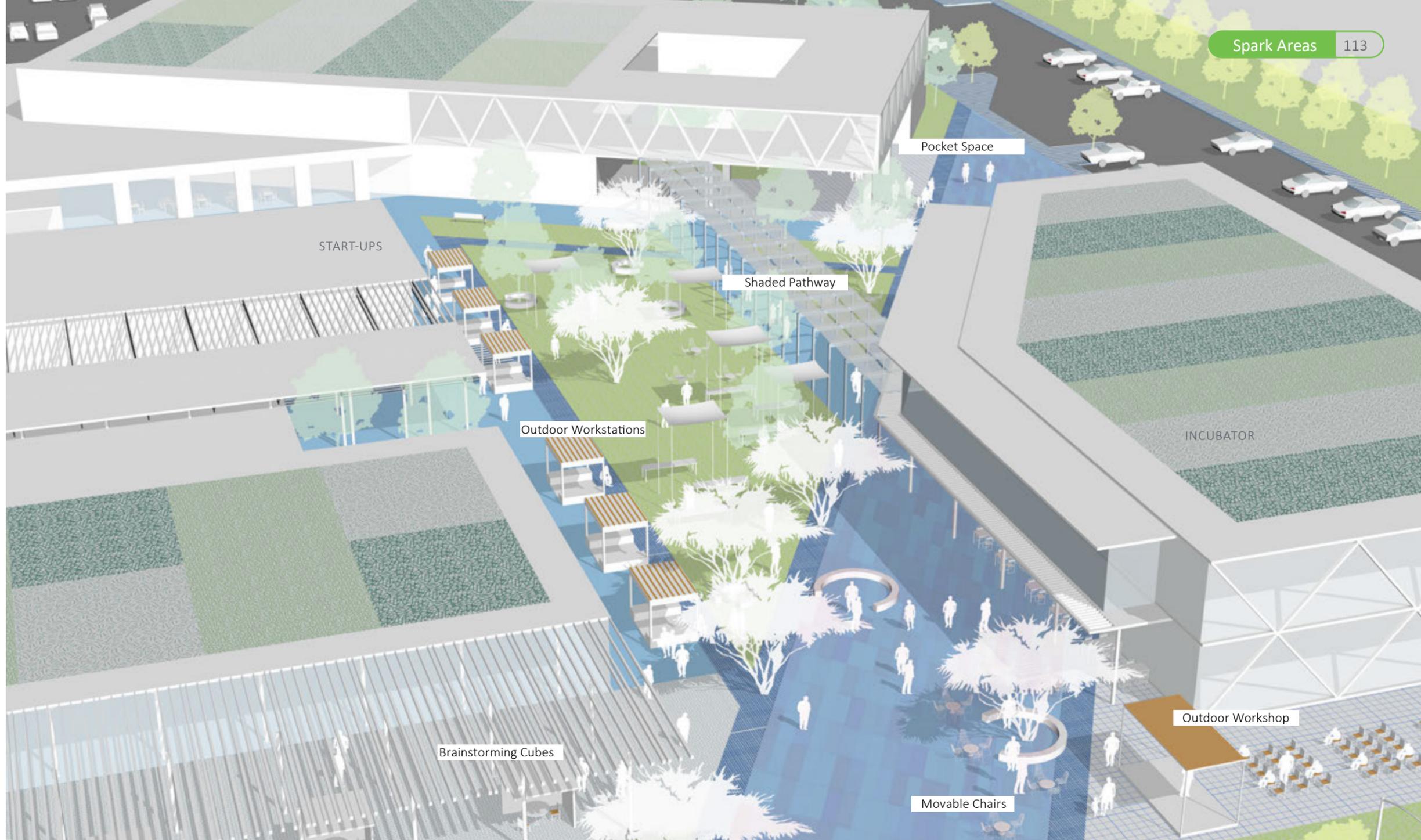
(FIGURE 4.23) SPARK AREA 2 SANTA RITA CENTER DESIGN CONCEPT

# TECH CAMPUS COMMUNAL GREEN SPACE

A publicly accessible, multi-functional common green space will be a great public place for social gatherings within the tech campus design. The landscape design of outdoor spaces will complement the surrounding buildings and create a collaborative space to blur the lines between the indoor/outdoor spaces and create a close-knit niche to stimulate creativity and communications. Specifically, the common space can accommodate an outdoor classroom, brainstorming cubes, or Wi-Fi hot-spot workstations. Quality furnishings, recreational amenities, movable chairs/tables, shade trees, and attractive landscape features will contribute to the inviting, appealing and collaborative features of the common green.



KEY MAP



(FIGURE 4.24) SPARK AREA 2 TECH CAMPUS COMMUNAL GREEN SPACE DESIGN CONCEPT

# SPARK AREA 3 BARRIOS UNIDOS



## A MIXED-USE BUSINESS CAMPUS AUGMENTED BY TRANSPORTATION CORRIDOR & COMMUNITY SPORTS PARK.

Spark Area 3 Barrios Unidos sits directly adjacent to Sky Harbor International Airport's Rental Car Center and I-17 freeway, close to a number of major employers - Honeywell, American Airlines Training Center, etc. The area presents great land value for office/flex and logistics development, leveraging its location and transportation advantages.

Continuous City-owned properties could potentially accommodate large-scale community-desired recreational facilities. Mohave Street and 12th Street present opportunities as major multi-modal spines connecting to other adjacent areas. 16th Street is a major north-south corridor that offers movement of goods to and from the airport and can spur a higher value for office/retail/hospitality mixed-use development along its frontage.

City initially proposed to assemble approximately 32 acres of lands including existing Barrios Unidos park, Ann Ott school land and adjacent publicly-/privately-owned lots, as depicted in Scenario A.

Scenario A illustrated conceptual development of a business office node with a 160-room transit hotel at Mohave Street/16th Street, activating the frontages along the two arterials that define the east-west corner of the site. The concept also proposed to reconfigure Barrio Unidos park into a 14-acre sports park; and to repurpose Ann Ott school into a sports academy providing sports-related educational programs to the teens in the area. A multi-functional community center and an indoor sports facility were also envisioned in this proposal. The total amount of development of Scenario A would be around 246,600 square feet.

Scenario B envisioned an expanded Spark Area site which would consolidate approximately 70 acres of developable land adjacent to I-17 freeway. The conceptual plan proposed a cohesively planned mixed-use Business Park associated with a 16-acre community sports park. The total amount of future development would be approximately 965,000 square feet, of which included a 240-room hotel, 472,000 square feet of business park offices and 198,000

square feet of office/flex/logistics development. A new 40,000 square feet of sports academy and a 30,000 square feet of indoor sports facility were envisioned close to the sports park along 14th Street. The plan also proposed to relocate current police station to the east side of existing fire station near historic property - Food City.

Economic impact comparison of these two scenarios showed that Scenario B could bring in more revenue and significant amount of job opportunities. Scenario B was community members' preferred option during November 2018 community workshop.



(FIGURE 4.25) SPARK AREA 3 SITE BOUNDARIES & EXISTING ASSETS

## WHAT THE COMMUNITY SAID IN THE VISION & PLANNING PHASE



- *Reconfigure Barrios Unidos Park and Ann Ott Campus to better serve area residents and business.*
- *Develop the area as a cohesively planned **business park**.*
- *Introduce non-residential uses, including **office, small business / flex space, etc.***
- *Accommodate **complementary uses and amenities**.*
- *Identify opportunities for **land swapping and/or sell to the City** to create a developable site.*
- *Locate regionally-scaled **industrial land use along I-17**.*



## MARKET POTENTIAL

<p><b>HOTEL</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓ ✓</p>	<p><b>SPORTS PARK</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>	<p><b>INDOOR SPORTS FACILITY / SPORTS TRAINING CENTER</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>	<p><b>OFFICE / FLEX</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>
<p><b>NEIGHBORHOOD PARK</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓ ✓</p>	<p><b>BUSINESS PARK OFFICE</b></p>  <p>Market Demand</p> <p>✓ ✓ ✓</p>	<p><b>OFFICE CONDO</b></p>  <p>Market Demand</p> <p>✓ ✓</p>	

# SCENARIO A

## BUSINESS OFFICE NODE

 **HOTEL**  
 160 RMs

 **OFFICE/FLEX**  
 92,000 GSF

 **SPORTS PARK**  
 14 AC



(FIGURE 4.26) SPARK AREA 3 PROPOSED SCENARIO A DEVELOPMENT CONCEPT

# SCENARIO B

## CAMPUS & ACADEMY

 **HOTEL**  
 240 RMs

 **OFFICE/FLEX**  
 670,000 GSF

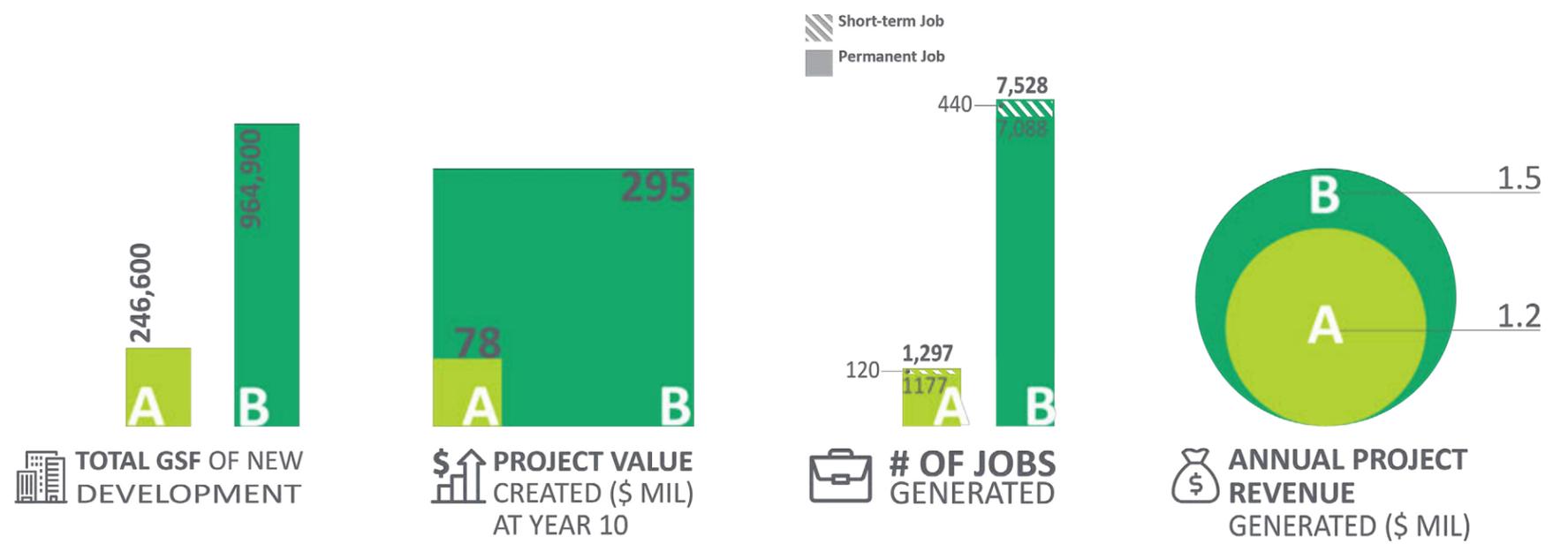
 **SPORTS PARK**  
 16 AC



(FIGURE 4.27) SPARK AREA 3 PROPOSED SCENARIO B DEVELOPMENT CONCEPT

# ECONOMIC IMPACT COMPARISON

**SCENARIO B**  
 GENERATES MORE ECONOMIC RETURN & COMMUNITY BENEFITS



# COMMUNITY FEEDBACK

**SCENARIO B**  
 MOST COMMUNITY MEMBERS PREFERRED



## KEY THEMES IDENTIFIED

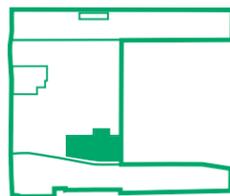
- MIX OF USES**
  - 6 Local Café/Restaurants/Shops
- ART + CULTURE**
  - 3 Sculpture Park/Murals
  - 2 Cultural Corridor/Cultural Items/Historical Markers
- PARKS + PLAZAS**
  - 5 Sports Fields/Watch a Tournament
  - 5 Green Streets/Treelined Streets/Shade
- TRANSPORTATION, TRAINING**
  - 3 Job Training Center

★ Number of tables out of eight (8).

## KEY COMMENTS

- Expand proposed park facility.
- Open 12th Street tunnel chamber connecting to the south.
- Sports fields for more ages.
- Childcare facility on site.
- More community-oriented amenities: local shops, cafes, restaurants.
- I-17/I-10 off-ramp; pedestrian overpass on 16th street.
- Bicycle connections to the river; walk trails / walk track.
- Phasing consideration - maintain existing park operating when building new sports park
- What about those existing homes that want to stay in the proposed office/flex zone?
- More office complex mixed with shops and restaurants.





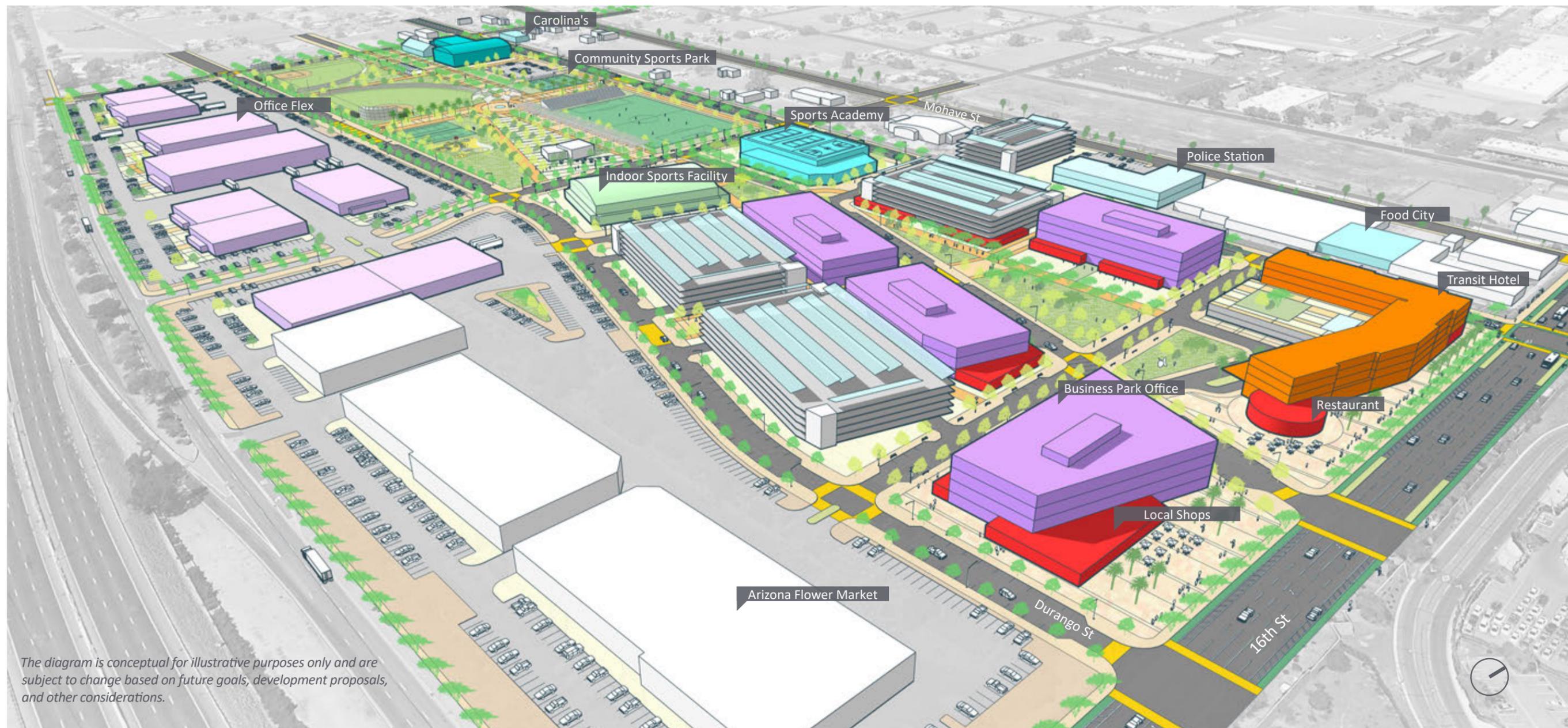
# BARRIOS UNIDOS

## I-17 FLEX BUSINESS PARK DEVELOPMENT

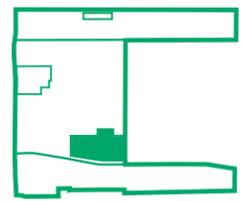
### PREFERRED SCENARIO

The Barrios Unidos Park Spark Area 3 Development is the **gateway into the Phoenix Sky Harbor International Airport** and is the **largest development opportunity in the LRS planning area**. Spark Area 3 competitively offers approximately 70 acres of land directly adjacent to Phoenix Sky Harbor Airport and near a number of employment anchors. Spark Area 3's convenient access to 16th Street and the Interstate-17 freeway make it one of the region's most optimal sites for supporting **logistics, distribution, advanced manufacturing, and research and development (R&D)**.

The Barrios Unidos Park Development may support a **diverse mix of innovation oriented end-user tenants, flex and office typologies, and amenities** including local shops, cafes, restaurants, fitness studio and daycare. Spark Area 3's large land area can support the development of a **large regional park which may serve as a strong amenity to attract prospective office tenants and a visitor population**. Its strategic location is also supportive of a hotel and limited commercial zone that would serve the area and the airport.



(FIGURE 4.28) SPARK AREA 3 PREFERRED SCENARIO MASSING RENDERING



# BARRIOS UNIDOS

## I-17 FLEX BUSINESS PARK DEVELOPMENT

Spark Area 3 offers around 70 acres of developable land adjacent to I-17 freeway and Sky Harbor International Airport. The total amount of proposed conceptual development is approximately **948,900 square feet**. Roughly 44.0% of future development will be business park office, approximately 417,300 square feet. Around 20.8% of the total development (approximately, 197,000 square feet) will be office flex/light industrial, including research and development,

general light industrial, warehouse/logistics and advanced manufacturing. 12% of the development is expected to be civic and institutional. This could include a community center, a new police station and a sports academy. This scenario also envisions a 240-room transit hotel, a 40,500 square feet of indoor sports facility, and a 16.2-acre community sports park that provides multiple sports amenities for different age groups.

### POTENTIAL DEVELOPMENT OUTCOME: WHAT GETS BUILT

<b>HOTEL</b> 127,300 GSF, 240 RMs	<b>COMMUNITY CENTER</b> 30,200 GSF	<b>COMMUNITY PARK</b> 16.2 AC
<b>OFFICE FLEX</b> 197,000 GSF	<b>SPORTS ACADEMY</b> 42,100 GSF	
<b>BUSINESS PARK OFFICE</b> 417,300 GSF	<b>INDOOR SPORTS FACILITY</b> 40,500 GSF	
<b>POLICE STATION</b> 41,200 GSF		
<b>RETAIL/SERVICE</b> 53,300 GSF		

**TOTAL GSF: 948,900 SF**

\* GSF: Gross Square Feet

LIGHT INDUSTRIAL 20.8%	HOTEL 13.4%
CIVIC 7.5%	RETAIL/SERVICE 5.6%
EDUCATIONAL 4.4%	COMMERCIAL RECREATIONAL 4.3%
<b>BUSINESS PARK OFFICE 44.0%</b>	

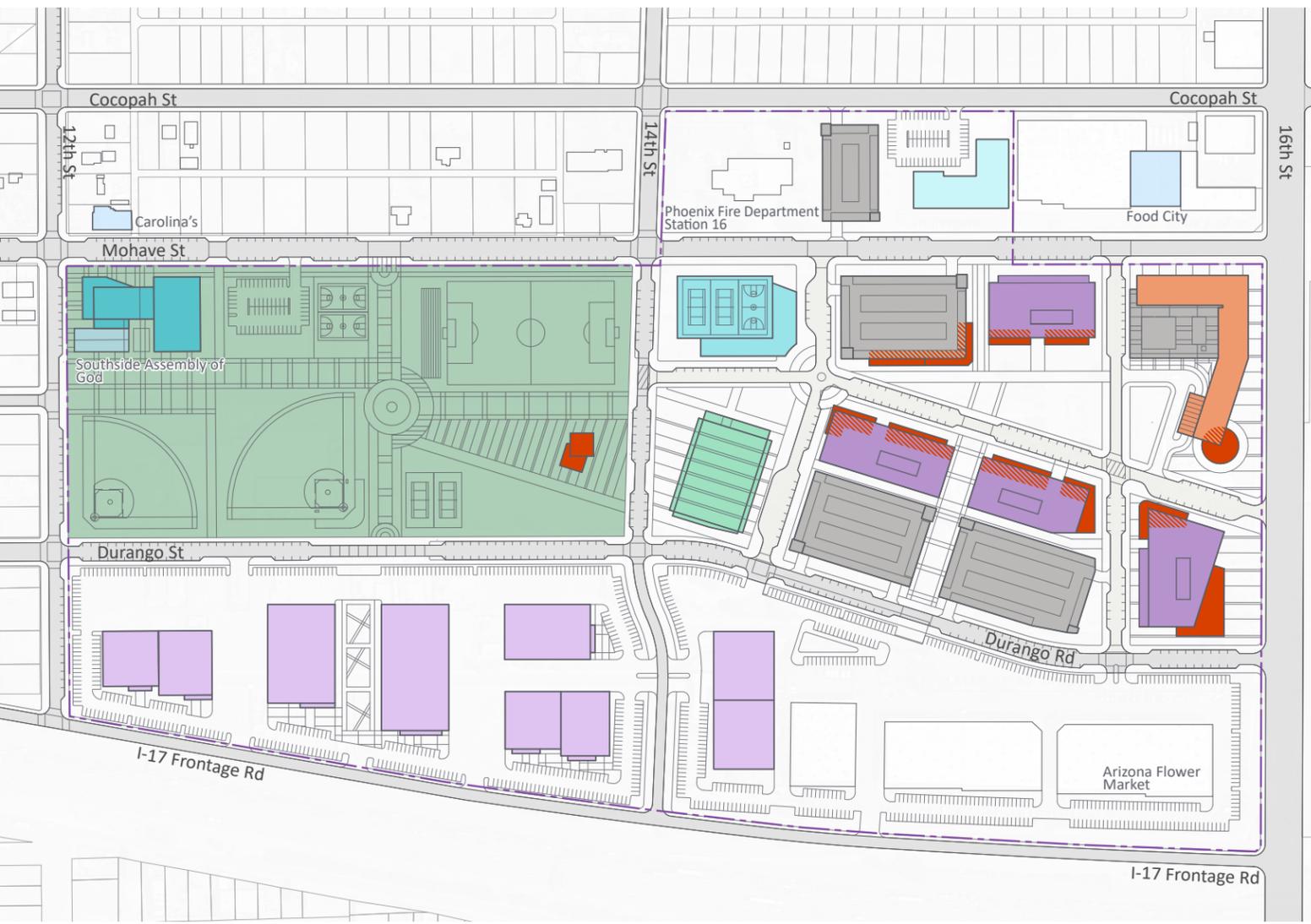
### SITE INFORMATION:

- **Land Area:** 74.2 ac in total (developable parcels: 65 ac +/-).
- **Current Context:** Large developable site sit in low-density residential neighborhood, nearby Phoenix International Airport and Rental Car Center and adjacent to I-17 Freeway.
- **Current Zoning:** R-3, C-2, C-3, A-1.
- **City of Phoenix General Plan Land Use Designations:** Commercial, Industrial, Residential 3.5-5 du/acre to industrial, Public/Quasi-Public, Parks/Open Space-Publicly Owned.
- **LRS Community Preferred Land Reuse Framework Land Use Designations:** Parks/Recreation, Educational/Institutional, Small Business/Flex, Industrial.
- **Located within PHX Opportunity Zone 1172.**
- **Surrounding City Streets:** Mohave St, Cocopa St, 12th St, 16th St, I-17 Frontage Rd.
- **Existing Streets Serving The Site:** Apache St, Durango St, Hess Ave, 14th St.



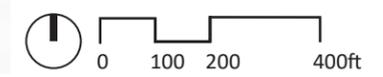
(FIGURE 4.29) SPARK AREA 3 PREFERRED SCENARIO CONCEPTUAL SITE PLAN

# LAND USE CONCEPT



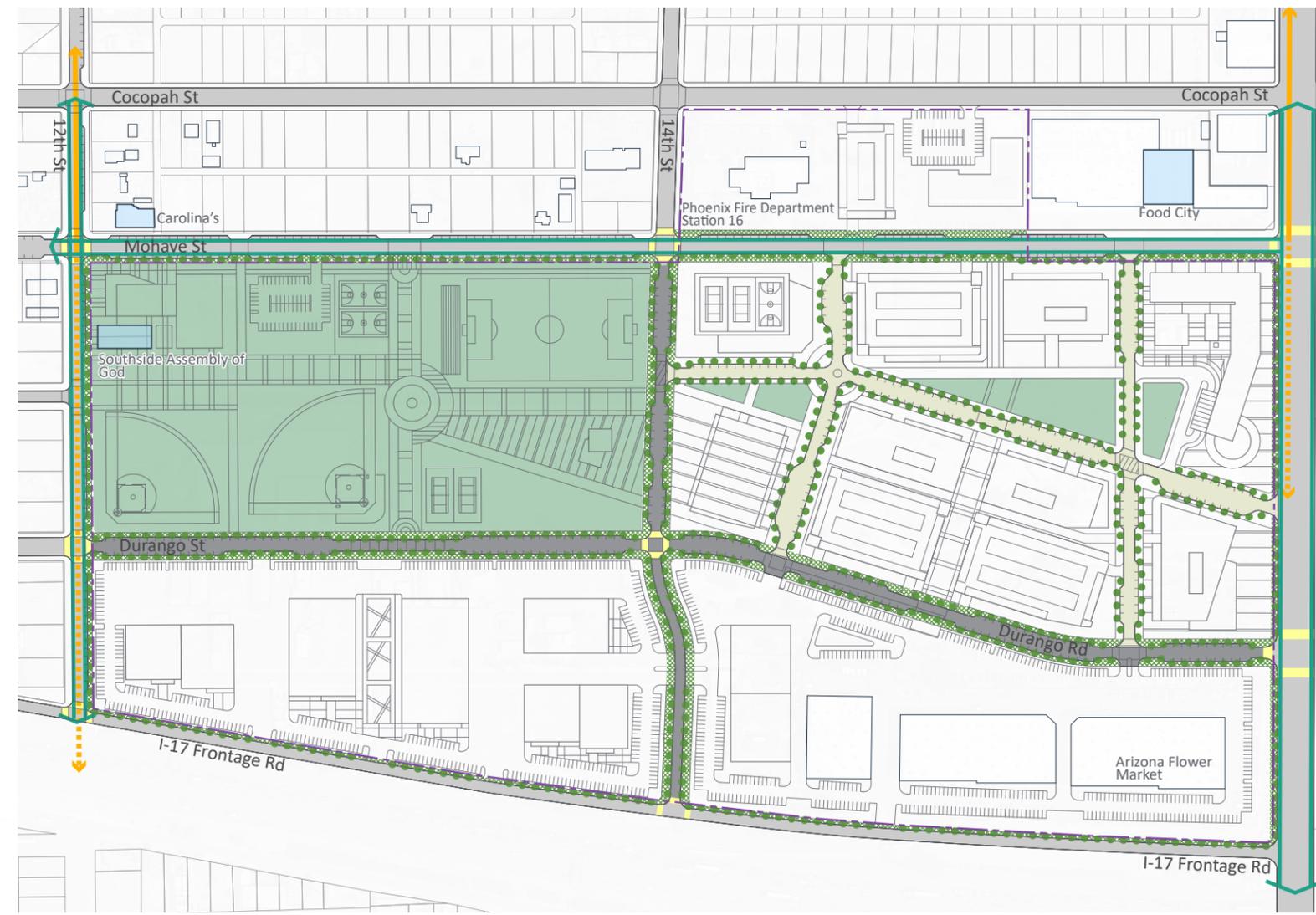
The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

- Hotel
- Business Park Office
- Office Flex
- Community Center
- Sports Academy
- Police Station
- Indoor Sports Facility
- Retail / Service
- Parking Structure
- Historic Properties
- Community Park
- Spark Area Boundary



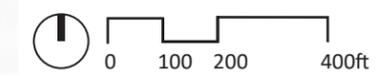
(FIGURE 4.30) SPARK AREA 3 PREFERRED SCENARIO LAND USE CONCEPT

# PUBLIC REALM IMPROVEMENT CONCEPT



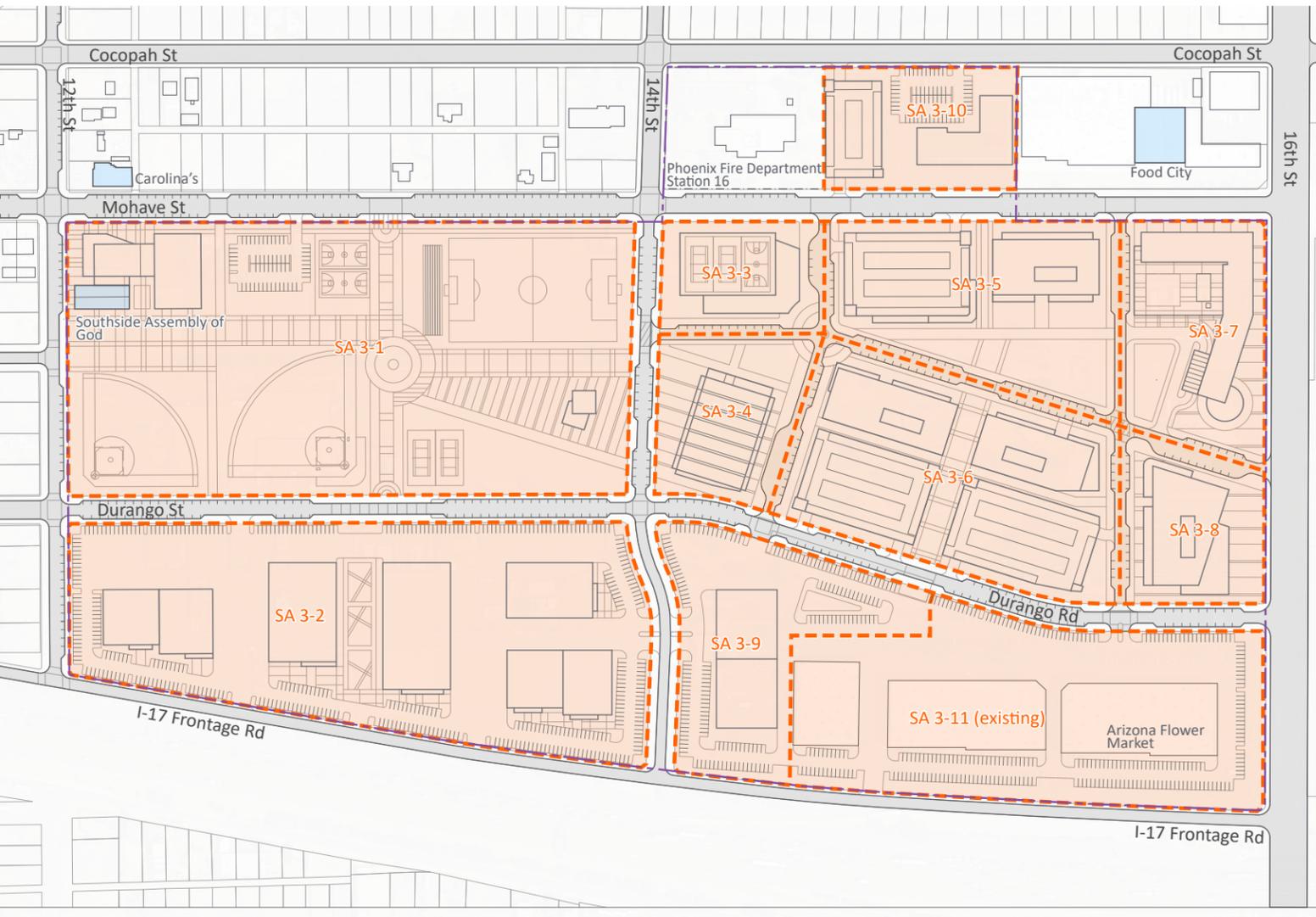
The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

- Public Street Sidewalk Improvement
- Street Tree Plantings (@ 30' distance)
- Intersection Crosswalk Enhancement
- New Public Street
- New Private Street
- Cultural Corridor Implementation
- Cultural Corridor Potential Route Expansion
- New Open Space
- Proposed Bike Lanes
- Historic Properties
- Spark Area Boundary



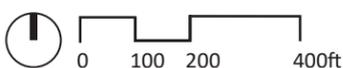
(FIGURE 4.31) SPARK AREA 3 PREFERRED SCENARIO PUBLIC REALM IMPROVEMENT CONCEPT

# PARCELIZATION CONCEPT



The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

- SA 3-1 Parcel Number
- Parcel Boundary
- Historic Properties
- Spark Area Boundary



(FIGURE 4.32) SPARK AREA 3 PREFERRED SCENARIO PARCELIZATION CONCEPT

# DEVELOPMENT YIELD BY PARCEL

PARCEL #	LAND USE	LAND AREA (AC)	AVG. FAR	BLDG USE	BLDG AREA (GSF)	# OF RM (EST. RM)	PKG RATIO	PKG REQUIRED (EST. SP)	PKG PROVIDED (EST. SP)	
SA 3-1	Recreational	16.24	0.05	Community Sports Park	34,500			177	193	
								15.0 SP/SPORTS FIELD	45	60
								9.0 SP/ BASKETBALL COURT	18	133
								3.0 SP/TENNIS COURT	6	
	Community Center	30,200					3.0 SP/1,000 SF	91		
	Retail/Service	4,300					1.0 SP/250 SF	17		
SA 3-2	Light Industrial	12.34	0.29	Office/Flex	158,000		2.5 SP/1,000 SF	395	442	
SA 3-3	Educational	1.92	0.50	Sports Academy	42,100		1.0 SP/200 SF	211	20	
SA 3-4	Commercial Recreational	2.49	0.37	Indoor Sports Facility	40,500		1.0 SP/200 SF	203	19	
SA 3-5	Office Mixed-Use	4.95	0.55	Business Park Office	112,800		5.0 SP/1,000 SF	564	700	
				Retail/Service	5,800		1.0 SP/250 SF	23	60	
SA 3-6	Office Mixed-Use	6.71	0.66	Business Park Office	168,500		5.0 SP/1,000 SF	843	1,460	
				Retail/Service	24,700		1.0 SP/250 SF	99	67	
SA 3-7	Hospitality	3.41	0.89	Transit Hotel	127,300	220	1 SP/RM	220	203	
				Retail/Service	4,900		1.0 SP/250 SF	20	176	
SA 3-8	Office Mixed-Use	2.34	1.47	Business Park Office	149,600		5.0 SP/1,000 SF	734	21	
				Retail/Service	13,600		1.0 SP/250 SF	54	27	
SA 3-9	Light Industrial	4.04	0.22	Office/Flex	39,000		2.5 SP/1,000 SF	98	192	
SA 3-10	Civic	2.48	0.38	Office/Flex	41,200		2.5 SP/1,000 SF	98	192	
				Police Station	41,200		3.0 SP/1,000 SF	124	725	
SA 3-11	General Commercial (Existing)	8.73						62	9	
<b>DEVELOPMENT PARCELS SUBTOTAL</b>		<b>65.65</b>			<b>948,900</b>	<b>220</b>		<b>3,708</b>	<b>4,173</b>	
Public Roadways		6.54								
Fire Dept. Station 16		2.03								
<b>TOTAL</b>		<b>74.22</b>			<b>948,900</b>	<b>220</b>		<b>3,708</b>	<b>4,173</b>	

# COMMUNITY COMMENT RESPONSES

The preferred scenario conceptual plan for Spark Area 3 provides a series of design strategies in response to the community's input. This plan offers a mixed-use business park, a community sports park for all groups, a walking track, a bicycle path extension to Rio Salado, etc. These ideas are incorporated as design guidelines in the *Spark Area 3 Development Standards and Design Guidelines*.

- Create a mixed-use office park with amenities for workers
- Make streets for pedestrians and cyclists
- Produce a connected open space network for walking, jogging and biking
- Provide shade for outdoor thermal comfort
- Design multi-purpose spaces for community events programming
- Bridge the past and the future
- Promote sustainability in building design and site development



(FIGURE 4.33) SPARK AREA 3 COMMUNITY COMMENT RESPONSES

# COMMUNITY SPORTS PARK

The 16-acre community sports complex will be an active destination for both residents and employees who work in nearby business park offices and industrial/flex zone. The new park will provide 2 softball fields, a soccer field, tennis courts, basketball courts, as well as a passive green for picnics, relaxation and kids' play. The iconic shade structure and lined signature trees will define the "Promenade" as a spine crossing through the park and linking the business park office on the east. A community center will be located at 12th St/Mohave close to Carolina's and Southside Assembly of God Church. It could accommodate many community facilities such as a daycare center, a multi-use community room, and a community kitchen. The park design aims to meet expectations of all user groups and provide flexibility to respond to various community events and activities programmed year-round.



KEY MAP



(FIGURE 4.34) SPARK AREA 3 COMMUNITY SPORTS PARK CONCEPT

## 5

# BLOCK PLANNING

BLOCK PLANNING CONSIDERATIONS

WHAT IS A BLOCK

BLOCK PLANNING DISTRICTING

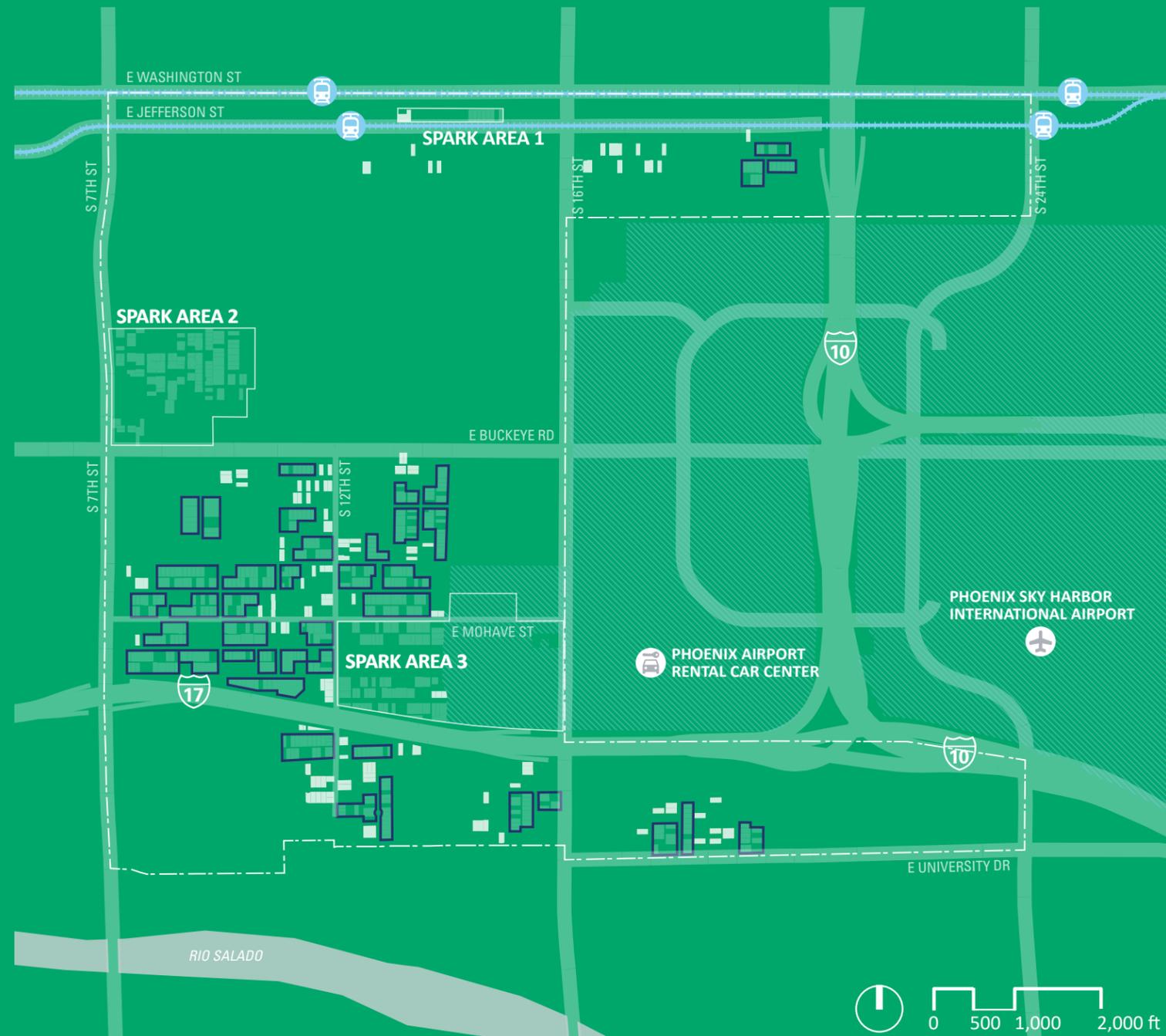
TYPICAL BLOCK DESIGN &  
BUILDING TYPE RECOMMENDATIONS

## WHAT IS BLOCK PLANNING?<sup>1</sup>

A Block, approximately one (1) to four (4) acres in size, is defined as a group of contiguous noise land parcels, or noise land assembled with adjacent alley abandonments and private property. Blocks may accommodate low to moderate intensity developments.

A districting concept with potential building type recommendations intended to guide mid- to long-term infill development of noise land parcels.

<sup>1</sup> For more detailed information please visit:  
[Block Planning Development Standards and Design Guidelines at skyharbor.com/LandReuseStrategy/phase2](https://skyharbor.com/LandReuseStrategy/phase2)



(FIGURE 5.1) POTENTIAL BLOCK PLANNING SITES

## WHAT IS BLOCK PLANNING?

A Block, approximately one (1) to four (4) acres in size, is defined as a group of contiguous noise land parcels, or noise land assembled with adjacent alley abandonments and private property. Blocks may accommodate low to moderate intensity redevelopments.

Block Planning concepts include three (3) levels of potential redevelopment, illustrated in **Fig 5.2 to Fig 5.4**. The three block planning concepts are summarized as follows:

- **Block Plan 1: Least Aggressive Block Planning Concept** (Contiguous noise land parcels over 1 acre in size)
  - » 18 blocks are identified in *Figure 5.2*, with areas ranging from one (1) acre to two (2) acres. The total area of blocks identified in the plan is approximately 24 acres.
  - » Most of these blocks are narrow rectangular shape, typically 135'-150' in width and 350'-450' in length.
- **Block Plan 2: Moderately Aggressive Block Planning Concept** (Contiguous noise land parcels assembled with adjacent alley easements totaling over 1 acre in size)
  - » 32 blocks are identified in *Figure 5.3* with a total area of approximately 49.4 acres. The alley vacation area is approximately 2.5 acres.
  - » These blocks range from one (1) to three (3) acres in size. Most of the blocks are irregular in shape due to private properties in between, which make the blocks difficult to develop.

- **Block Plan 3: Aggressive Block Planning Concept** (Contiguous noise land parcels assembled with adjacent alley easements and Private Property totaling over 1 acre in size)
  - » The plan identifies 41 blocks (as *Figure 5.4* depicts) with total area of approximately 103.3 acres. 141 private parcels are proposed to be acquired to make the blocks relatively rectangular in shape; these parcel aggregations will facilitate development.
  - » These blocks are typically 150'-300' in width and 350'-500' in length. Most of the blocks identified (35 blocks) are less than three (3) acres in size.

Resident and Property Owner outreach was conducted through in-person community event booths, online tools and a project hotline from 2018 October through 2019 October. The results of the outreach showed that a number of property owners that own properties within/adjacent to preliminary block planning boundaries intend to hold their properties. Additionally, many residents and/or property owners remained undecided about their long term property goals at the time of outreach.

**The block boundaries** identified through the LRS process are **preliminary and are subject to change based on future studies**. All Block Planning related studies and graphics use the **Block Plan 3-Aggressive Block Planning Concept** as the basis for development; with the exception of Figures 5.2 & 5.3.



Community members expressed their thoughts and concerns during the 2018 October Resident and Property Owner Outreach.



Team and community members completing the Resident and Property Owner surveys.

# BLOCK PLANNING CONSIDERATIONS

The purpose of Block Planning is to study potential Airport-owned noise land parcels or blocks (contiguous noise land parcels) that are able to accommodate a series of low to moderately-intense uses identified in the LRS Vision and Planning Phase; and to recommend a mixture of potential infill building types varying in size, use and form that could be accommodated on-site. The Block Planning development aims to:

- (1) ensure a context-sensitive infill redevelopment compatible with adjacent properties and airport operations;
- (2) stabilize the existing neighborhood and promote community revitalization;
- (3) stimulate economic growth within the LRS planning area; and
- (4) help enhance the aesthetics and appeal of the neighborhood and establish a sense of community.

## 1 COMPATIBLE SENSITIVE INFILL



Promote compatible, small-scale infill development to accommodate small offices, incubators and flex spaces.

## 2 COMPLEMENTARY USES



Complement neighborhood amenities and provide community-benefit spaces to create a vibrant and desirable community.

## 4 ACTIVE STREETScape



Generate “cool pockets” to provide outdoor gathering spaces and amenities and enhance streetscape experience.

## 5 DESIGN WITH LOCALISM



Respect existing the neighborhood character and encourage authentic architectural design responsive to the local climate and culture.

## 3 STREETS FOR PEOPLE



Facilitate vehicular access and create safe streets to benefit all street users.

## 6 SUSTAINABILITY

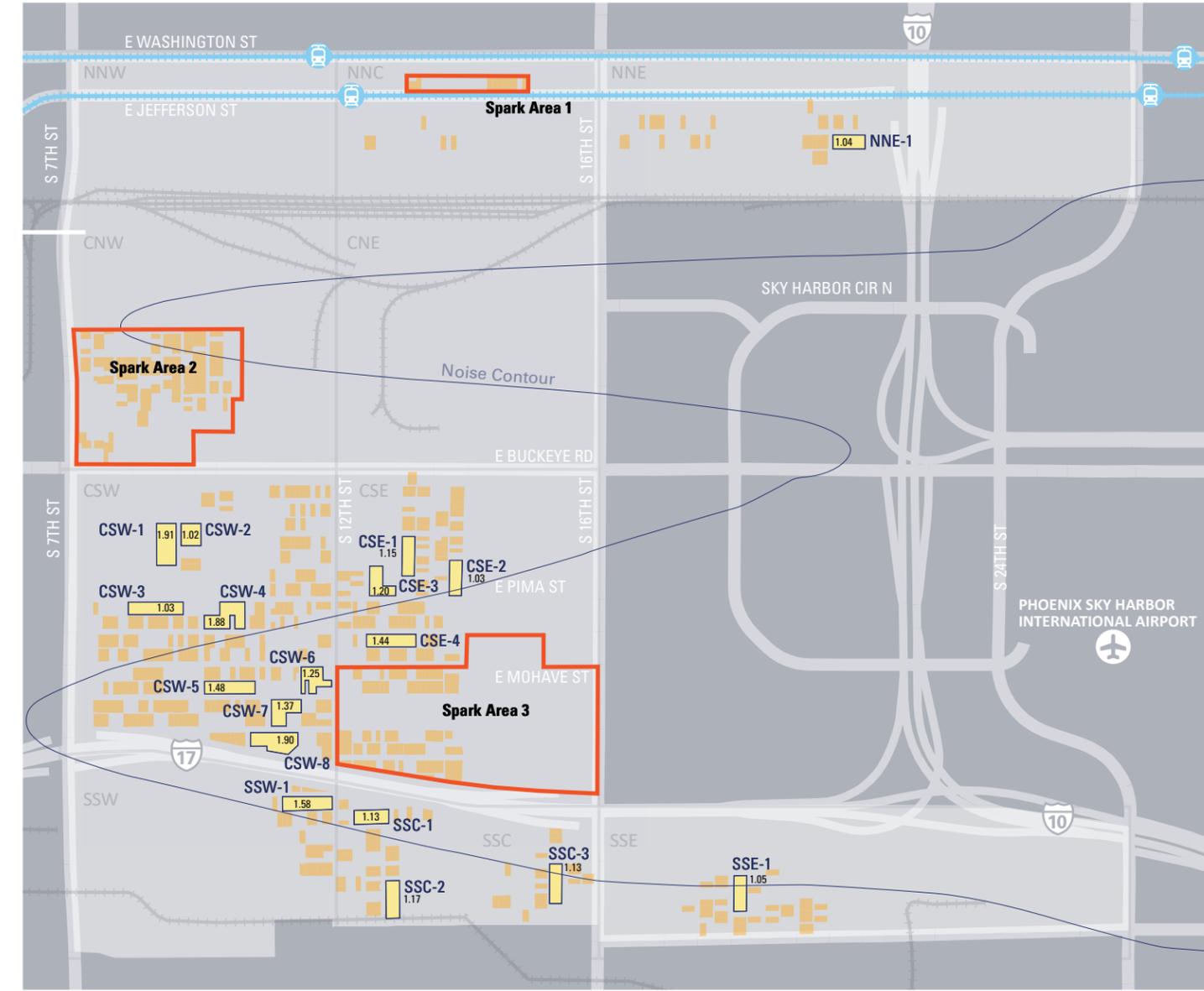
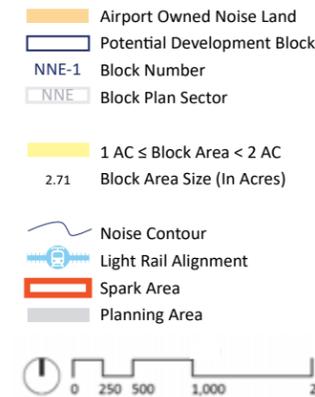


Integrate sustainable practices in site development and building design.

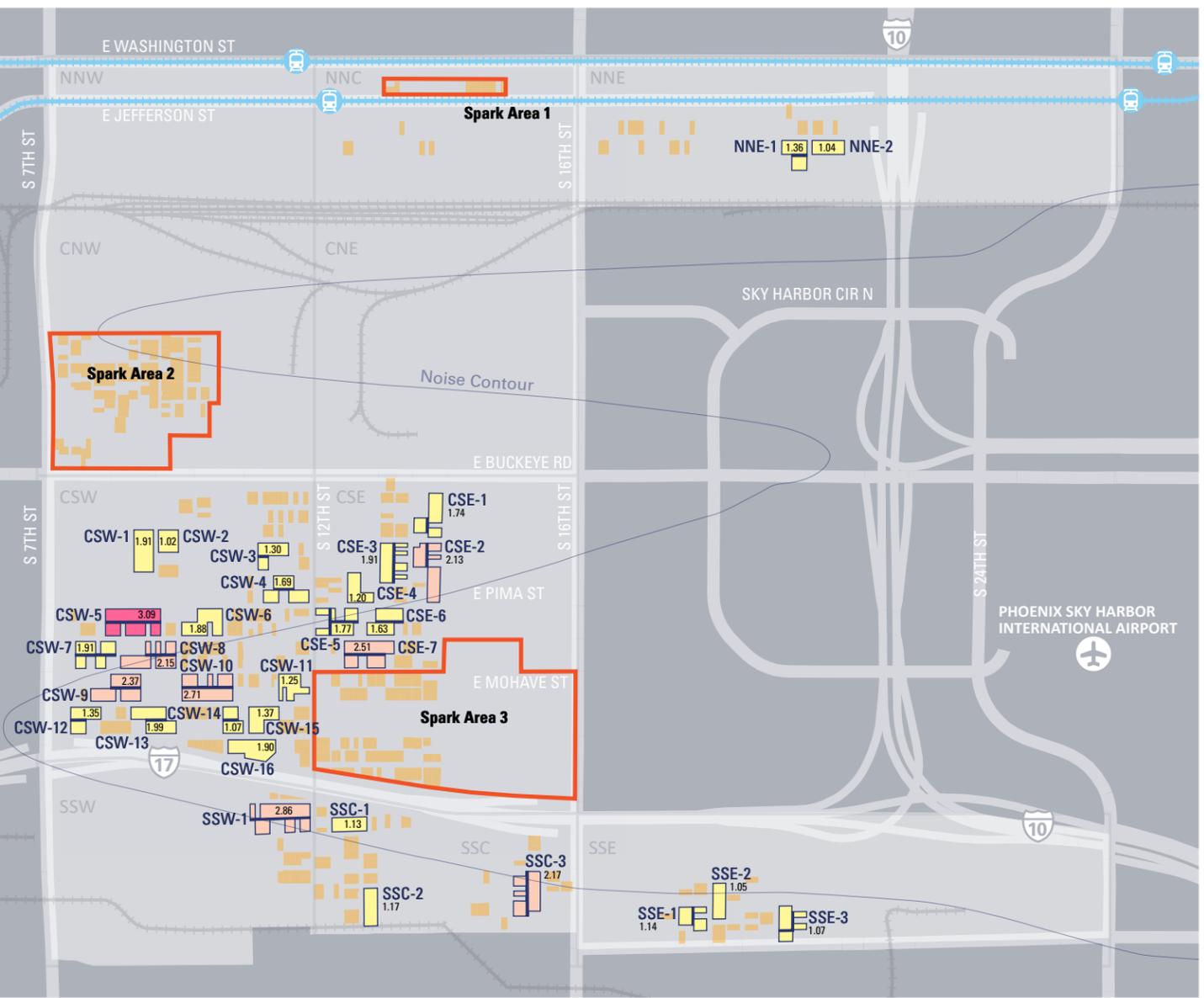
Please visit the [Block Planning Development Standards and Design Guidelines](#) for additional information.

# BLOCK PLAN 1: LEAST AGGRESSIVE BLOCK PLANNING CONCEPT

Note: This conveys the Least Aggressive Block Planning Concept (Contiguous noise land parcels over 1 acre in size). This graphic is presented to show a logical progression to achieve the Most Aggressive Concept.



(FIGURE 5.2) BLOCK PLANNING TYPOLOGY 1: PROPOSED LEAST AGGRESSIVE BLOCK PLANNING CONCEPT



**BLOCK PLAN 2:  
MODERATELY AGGRESSIVE  
BLOCK PLANNING CONCEPT**

*Note: This conveys the Moderately Aggressive Block Planning Concept (Contiguous noise land parcels assembled with adjacent alley easements totaling over 1 acre in size). This graphic is presented to show a logical progression to achieve the Most Aggressive Concept.*

- Airport Owned Noise Land
- Block > 1 AC in Size
- Alley Abandonments
- NNE-1 Block Number
- NNE Block Plan Sector
- 1 AC ≤ Block Area < 2 AC
- 2 AC ≤ Block Area < 3 AC
- 3 AC ≤ Block Area < 4 AC
- 2.71 Block Area Size (In Acres)
- Noise Contour
- Light Rail Alignment
- Spark Area
- Planning Area

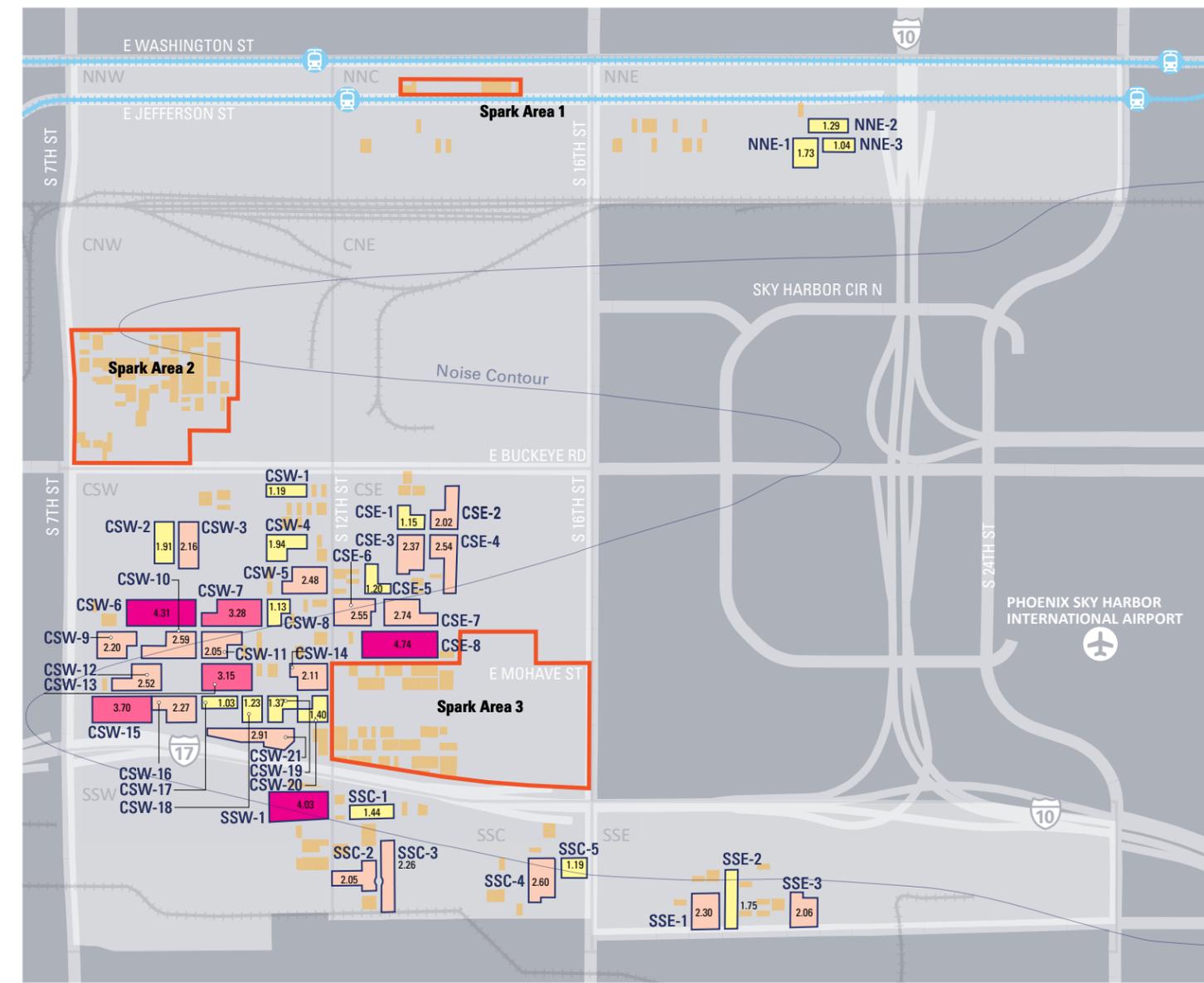


(FIGURE 5.3) BLOCK PLANNING TYPOLOGY 2: PROPOSED MODERATELY AGGRESSIVE BLOCK PLANNING CONCEPT

**BLOCK PLAN 3:  
AGGRESSIVE BLOCK  
PLANNING CONCEPT**

*Note: This conveys the Aggressive Block Planning Concept (Contiguous noise land parcels assembled with adjacent alley easements and Private Property totaling over 1 acre in size).*

- Airport Owned Noise Land
- Block > 1 AC in Size
- Alley Abandonments
- NNE-1 Block Number
- NNE Block Plan Sector
- 1 AC ≤ Block Area < 2 AC
- 2 AC ≤ Block Area < 3 AC
- 3 AC ≤ Block Area < 4 AC
- Block Area ≥ 4 AC
- 2.71 Block Area Size (In Acres)
- Noise Contour
- Light Rail Alignment
- Spark Area
- Planning Area



(FIGURE 5.4) BLOCK PLANNING TYPOLOGY 3: PROPOSED AGGRESSIVE BLOCK PLANNING CONCEPT

# BLOCK PLANNING DISTRICTING & DESIGN RECOMMENDATIONS



## MIXED-USE DISTRICT

### District Description:

- Accommodates a combination of residential, non-residential and mixed-use building types at a scale and design compatible with the surrounding context.
- Supports a variety of housing types, such as micro-homes, townhomes, live-work units and lofts, as well as neighborhood-oriented retail, small offices, workshops, co-working spaces, and other similar uses.

### Site Characters:

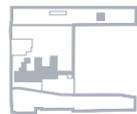
- Small-size infill site (1 to 3 lot cluster)
- Close to light rail corridor
- Adjacent to single-family homes and/or low-intensity industrial/commercial properties

### Development Requirements:

- 2015 City of Phoenix General Plan*
- General Plan Amendment R-21189* (Infill Development District)
- Eastlake-Garfield TOD Policy Plan*
- LRS Community Preferred Land Reuse Framework Land Use Designation: Mixed-Use*
- Block Planning Development Standards and Design Guidelines - Mixed-use District*

### Design Purposes:

- Provide a variety of quality housing and commercial projects that will help establish an affordable, active, mixed-use TOD village.
- Enhance the existing context and character of the Eastlake Park neighborhood.



## SMALL BUSINESS/FLEX DISTRICT

### District Description:

- Accommodates a variety of low- to moderate-intensity commercial and non-residential uses at a scale and design compatible with the surrounding context.
- Supports professional offices, flex office, small scale manufacturing and makerspace, and similar building types, as well as supportive commercial uses.

### Site Characters:

- Small-size to moderate-size infill site (range from 0.2 acres to 2 acres +/-)
- Adjacent to single-family homes and/or low-intensity industrial/commercial properties

### Development Requirements:

- 2015 City of Phoenix General Plan*
- General Plan Amendment R-21189* (Infill Development District)
- Eastlake-Garfield TOD Policy Plan* (for infill sites located in the North sub-area)
- LRS Community Preferred Land Reuse Framework Land Use Designation: Small Business/Flex*
- Block Planning Development Standards and Design Guidelines - Small Business/Flex District*

### Design Purposes:

- Promote high-quality, attractive small-scale business/flex projects that are compatible with the existing neighborhood and respond to the local climate and culture.
- Create a sense of community and nurture a culture of experimentation and entrepreneurship.



## INDUSTRIAL DISTRICT

### District Description:

- Accommodates industrial and commerce park type uses that will take advantage of the proximity to I-17 & I-10 freeways.
- Supports office pads, flex office, light industrial, warehouse and manufacturing, and similar building types at a variety of scales depending on parcel size and configuration, as well as supportive commercial uses.

### Site Characters:

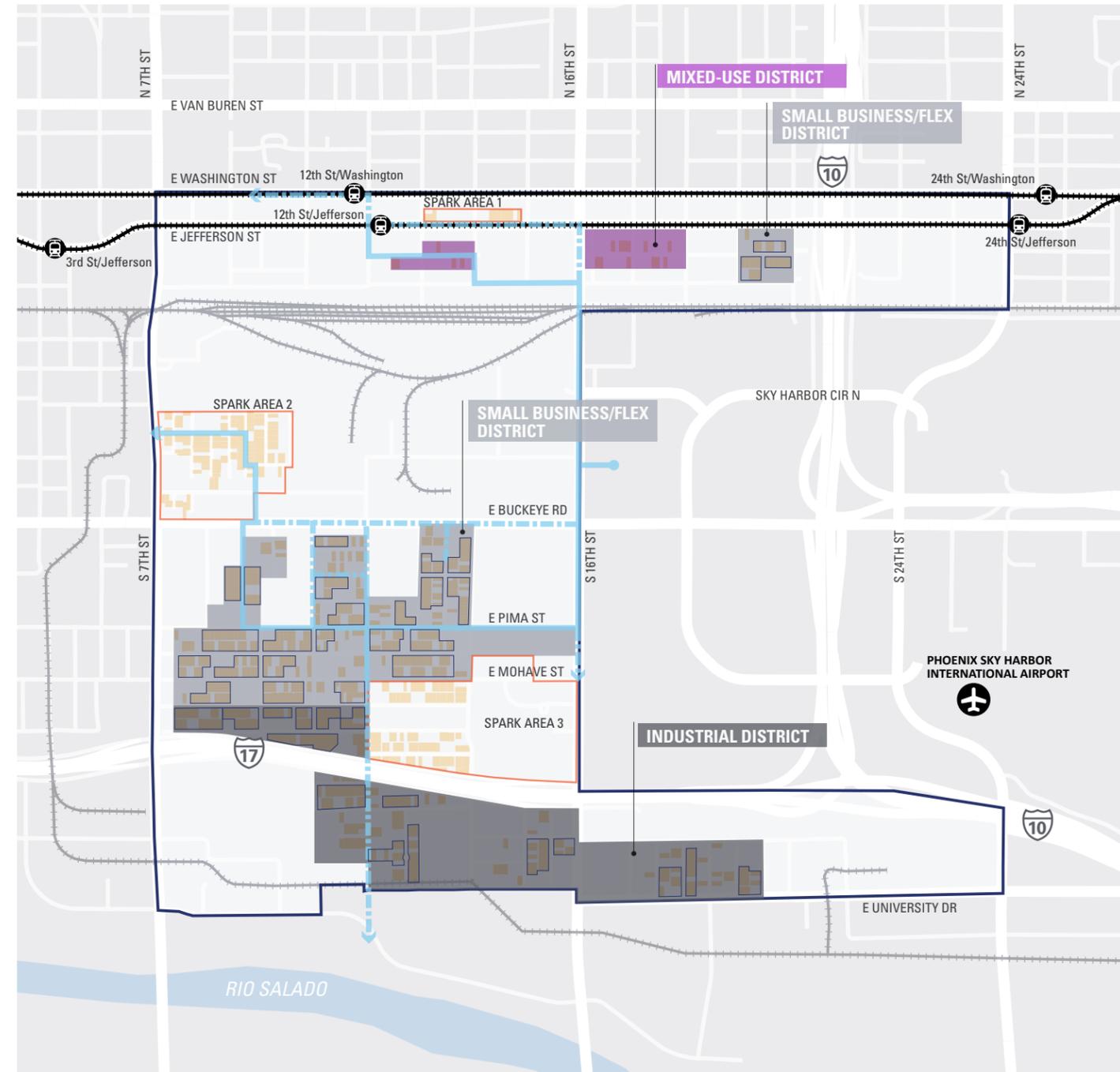
- Small-size to large-size infill site (range from 0.2 acres to 4 acres +/-)
- Adjacent to single-family homes and/or low-intensity industrial/commercial properties

### Development Requirements:

- 2015 City of Phoenix General Plan*
- General Plan Amendment R-21189* (Infill Development District)
- LRS Community Preferred Land Reuse Framework Land Use Designation: Industrial*
- Block Planning Development Standards and Design Guidelines - Industrial District*

### Design Purposes:

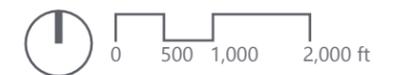
- Promote high-quality industrial projects and establish a clean and appealing business and industrial environment that will attract industries to conduct businesses in the community.
- Ensure new projects are compatible with airport operations and the adjacent neighborhoods.



Note: The Block Planning Districts identified and illustrated in Figure 5.5 are derived from the LRS Vision and Planning Phase Community Preferred Land Reuse Framework; and are consistent with the land use designations identified in the Community Preferred Land Reuse Framework.

Please visit the [Block Planning Development Standards and Design Guidelines](#) for additional information.

- Mixed-use district
- Small business/flex district
- Industrial district
- Potential Block Planning sites (Contiguous noise land parcels with adjacent alley easements and property acquisition totaling over 1 acre in size)
- Spark Area
- Airport-owned noise land
- Cultural Corridor route
- Alternate Cultural Corridor route alignment



(FIGURE 5.5) BLOCK PLANNING DISTRICTING CONCEPT\*

# MIXED-USE DISTRICT

## NORTH SUB-AREA



KEY MAP

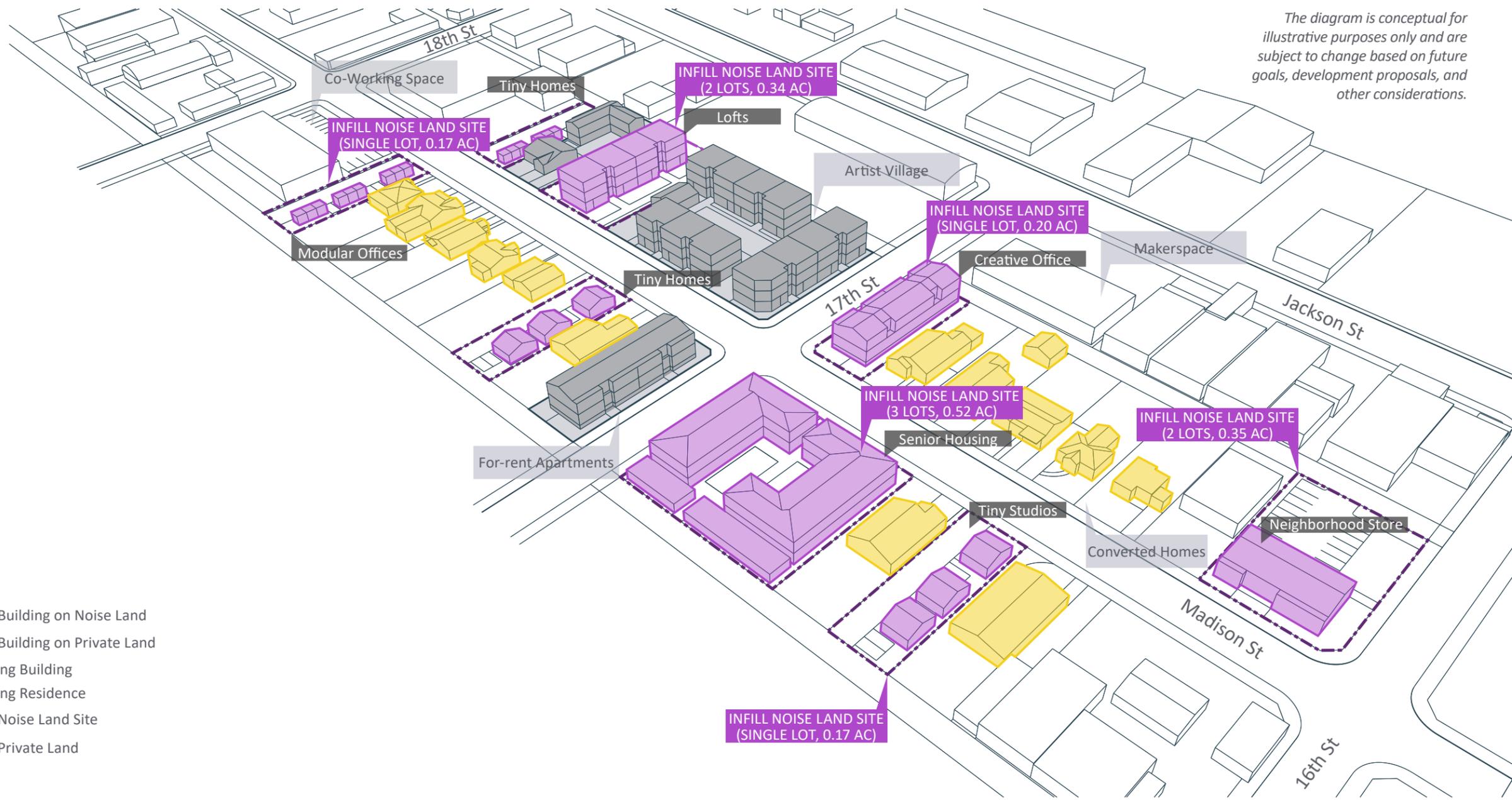
### SITE DESCRIPTION

The typical blocks are located west of 18th Street along Madison Street within the Eastlake Park Neighborhood. New development will be a mix of infill small-scale housing, commercial and small business projects within the current urban mixed-use fabric and should be compatible with existing adjacent homes.

### SITE CONDITIONS

- **Site Area:** 0.15 to 0.5 acre +/- in size (1 lot to 3 lot cluster)
- **Current Context:** Adjacent to single-family homes or low-intensity industrial/commercial lots
- **Current Zoning Designations:** R-5; C-3; Light Industrial
- **2015 City of Phoenix General Plan Land Use Designation:** 10-15 du/acre Residential; Commercial
- **General Plan Amendment (R-21189):** Within City of Phoenix Infill Development District.
- **Eastlake-Garfield TOD Policy Plan land use concept:** Mixed-use Residential; Mixed-use Commercial
- **LRS Community Preferred Land Reuse Framework Land Use Designations:** Mixed-use
- **Surrounding City streets:** 17th St, 18th St, Madison St, Jackson St

- Infill Building on Noise Land
- Infill Building on Private Land
- Existing Building
- Existing Residence
- Infill Noise Land Site
- Infill Private Land



The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

(FIGURE 5.6) NORTH SUB-AREA MIXED-USE DISTRICT BLOCK DESIGN CONCEPT

# MIXED-USE DISTRICT

## NORTH SUB-AREA



KEY MAP

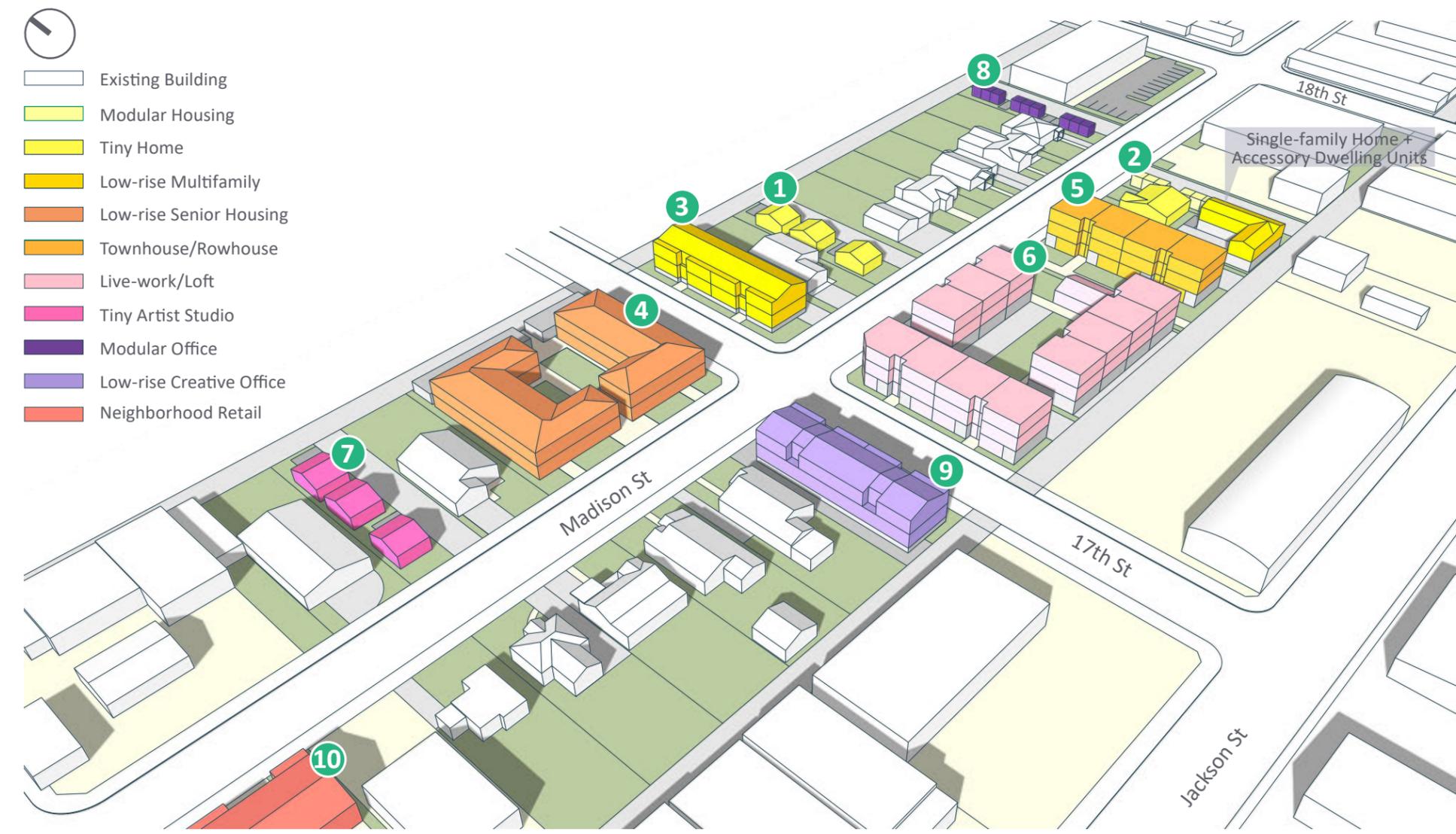
### BUILDING TYPE RECOMMENDATIONS

Recommended building types in the Mixed-use district include a mixture of low- to moderate-density housing products, namely, tiny homes, bungalow courts, low-rise multi-family apartment, townhomes, live work, etc. Potential commercial building types may include modular office, small-scale office pad/office condo, stand-alone food and beverage establishments or neighborhood convenience store, etc.

\* The matrix on the right provides potential building types that could be accommodated on the subject block and are subject to change based on development site conditions and future studies. The names of the building types are not intended to limit uses within a building type.

### POTENTIAL INFILL BUILDING TYPE MATRIX\*

 TINY HOME	 MODULAR HOUSING	 DUPLEX	 BUNGALOW COURT
 CLASSIC APARTMENT	 LOW-RISE MULTIFAMILY - FOR RENT APARTMENT	 LOW-RISE SENIOR HOUSING	 TOWNHOUSE/ROWHOUSE
 LIVE-WORK/LOFT	 TINY ARTIST STUDIO	 MODULAR OFFICE/STUDIO	 SMALL-SCALE OFFICE PAD / OFFICE CONDO
 LOW-RISE CREATIVE OFFICE	 NEIGHBORHOOD RETAIL / FOOD AND BEVERAGE ESTABLISHMENT		



(FIGURE 5.7) NORTH SUB-AREA MIXED-USE DISTRICT INFILL BUILDING TYPE CONCEPT

# SMALL-BUSINESS/FLEX DISTRICT

## NORTH SUB-AREA



KEY MAP

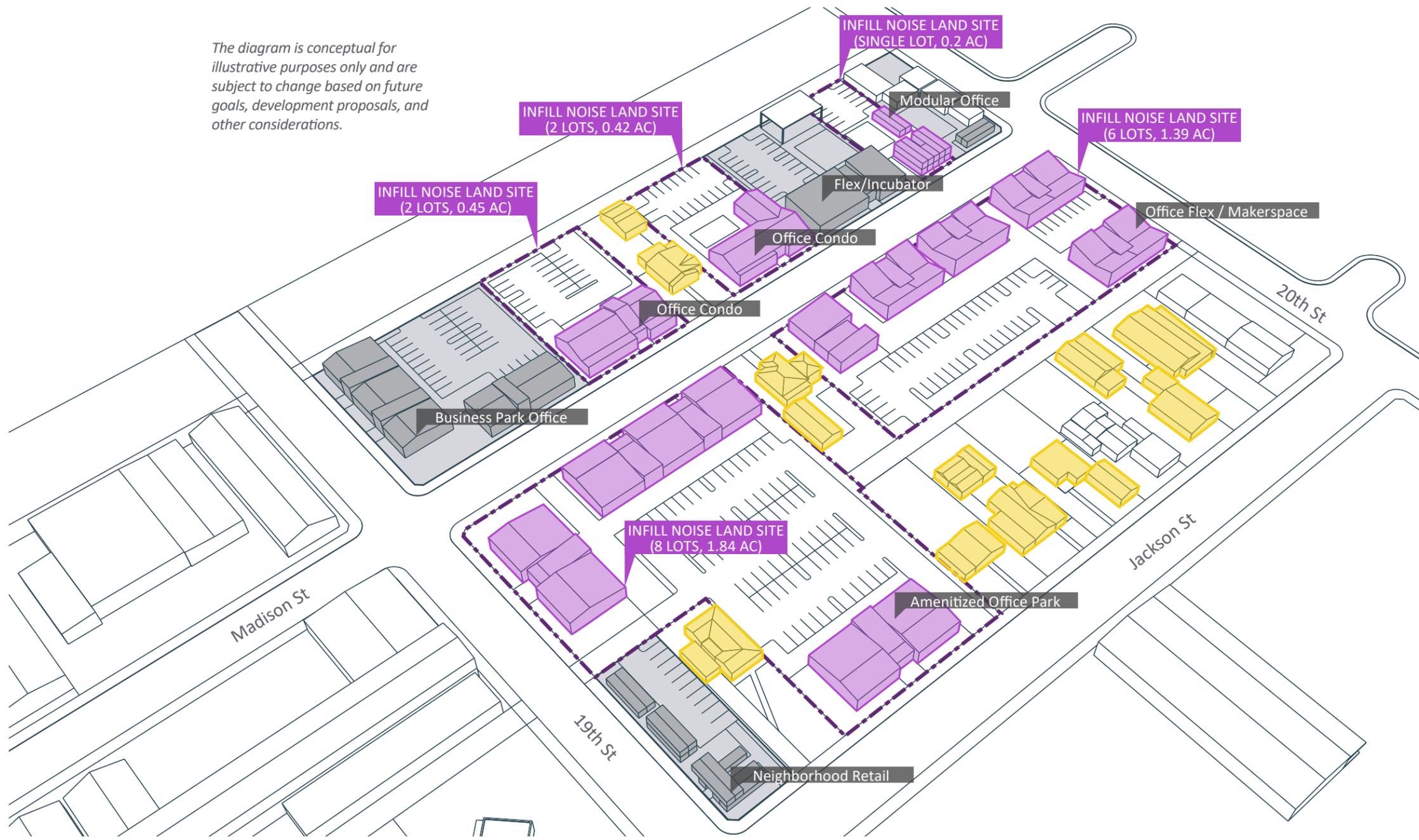
### SITE DESCRIPTION

The typical blocks are located north of Jackson Street and close to the light rail corridor within the Eastlake Park Neighborhood. A few single-family homes are located in the area adjacent to the noise land parcels and existing industrial/commercial lots.

New development will be a mixture of small-scale business/incubator/flex projects that could be accommodated on the small lots/blocks within the current urban mixed-use fabric.

### SITE CONDITIONS

- **Site Area:** 0.2-acre to 1.8-acre +/- in size (1 lot to 8 lot cluster)
- **Current Context:** Adjacent to single-family homes or low-intensity industrial/commercial lots
- **Current Zoning Designations:** A-1 Light Industrial
- **City of Phoenix General Plan Land Use Designation:** 10-15 du/acre Residential; Commercial
- **General Plan Amendment (R-21189):** Within City of Phoenix Infill Development District
- **Eastlake-Garfield TOD Policy Plan land use concept:** Mixed-use Commercial; Industrial
- **LRS Community Preferred Land Reuse Framework Land Use Designation:** Small Business/Flex
- **Surrounding City streets:** 19th St, 20th St, Madison St, Jackson St



The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

(FIGURE 5.8) NORTH SUB-AREA SMALL BUSINESS/FLEX DISTRICT BLOCK DESIGN CONCEPT

# SMALL-BUSINESS/ FLEX DISTRICT

## NORTH SUB-AREA



KEY MAP

### BUILDING TYPE RECOMMENDATIONS

The small business/flex district in the North sub-area could accommodate a series of small-scale retail or office products, including modular office/shop, flex, makerspace, research and development, a stand-alone office pad/office condo, etc. Assembled lands in moderate size could also accommodate business park offices, medium-scale office flex or marketplace depending on future development site conditions.

\* The matrix on the right provides potential building types that could be accommodated on the subject block and are subject to change based on development site conditions and future studies. The names of the building types are not intended to limit uses within a building type.

### POTENTIAL INFILL BUILDING TYPE MATRIX\*

<b>1</b>  CONTAINER RETAIL	 NEIGHBORHOOD RETAIL/ FOOD AND BEVERAGE ESTABLISHMENT	 MARKETPLACE	<b>2</b>  MAKERSPACE (SMALL-SCALE)
<b>3</b>  MODULAR OFFICE	<b>4</b>  SMALL-SCALE OFFICE PAD/OFFICE CONDO	<b>5</b>  AMENITIZED OFFICE PARK	<b>6</b>  RESEARCH AND DEVELOPMENT/INCUBATOR (SMALL-SCALE)
 BUSINESS PARK OFFICE	 OFFICE/FLEX (SMALL- TO MEDIUM-SCALE)		



(FIGURE 5.9) NORTH SUB-AREA SMALL-BUSINESS/FLEX DISTRICT INFILL BUILDING TYPE CONCEPT

# SMALL-BUSINESS/ FLEX DISTRICT CENTRAL SUB-AREA



KEY MAP

## SITE DESCRIPTION

The typical blocks are located west of 10th Street and north of Mohave Street within the Nuestro Barrio neighborhood. Many single-family homes and other private properties are located in this area and most of these homes are well-maintained.

Considering the area's residential neighborhood fabric, new infill development will be a mix of small-to medium-scale small business/flex projects that should be compatible in use, scale, and architectural features with adjacent single-family homes.

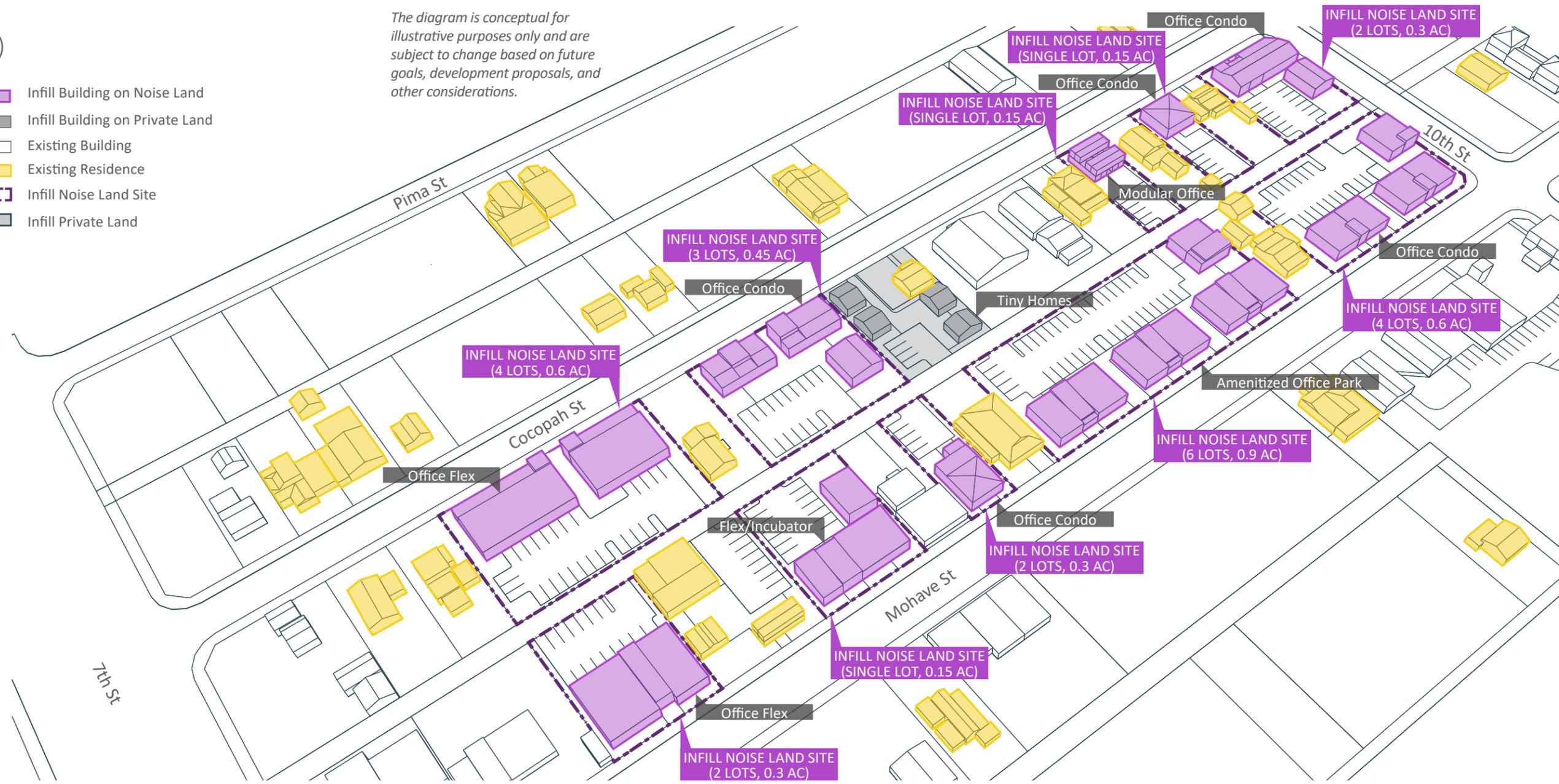
## SITE CONDITIONS

- **Site Area:** 0.15-acre to 1-acre +/- in size (1 lot to 6 lot cluster)
- **Current Context:** Adjacent to single-family homes or low-intensity industrial/commercial lots
- **Current Zoning Designations:** R-3, C-3
- **2015 City of Phoenix General Plan Land Use Designation:** Residential 3.5-5 du/acre to industrial
- **General Plan Amendment (R-21189):** Within City of Phoenix Infill Development District
- **LRS Community Preferred Land Reuse Framework Land Use Designation:** Small Business/Flex
- **Surrounding City streets:** Mohave St, Cocopah St, 10th St, 7th St



- Infill Building on Noise Land
- Infill Building on Private Land
- Existing Building
- Existing Residence
- ▭ Infill Noise Land Site
- Infill Private Land

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



(FIGURE 5.10) CENTRAL SUB-AREA SMALL BUSINESS/FLEX DISTRICT BLOCK DESIGN CONCEPT

# SMALL-BUSINESS/ FLEX DISTRICT

## CENTRAL SUB-AREA



KEY MAP

### BUILDING TYPE RECOMMENDATIONS

The small business/flex district in the Central sub-area could accommodate a series of small- to medium- scale commercial buildings, for example, modular office/shop, flex, makerspace, research and development, a stand-alone office pad/office condo, business park offices, etc. New projects should respect the existing neighborhood character and be compatible with the surroundings in scale, use and architectural style.

\* The matrix on the right provides potential building types that could be accommodated on the subject block and are subject to change based on development site conditions and future studies. The names of the building types are not intended to limit uses within a building type.

### POTENTIAL INFILL BUILDING TYPE MATRIX\*

<p><b>1</b></p>  <p>MODULAR OFFICE</p>	<p><b>2</b></p>  <p>SMALL-SCALE OFFICE PAD / OFFICE CONDO</p>	<p><b>3</b></p>  <p>LOW-RISE AMENITIZED OFFICE PARK</p>	 <p>BUSINESS PARK OFFICE</p>
<p><b>4</b></p>  <p>RESEARCH AND DEVELOPMENT/INCUBATOR (SMALL-SCALE)</p>	<p><b>5</b></p>  <p>FLEX/MAKERSPACE (SMALL-SCALE)</p>	<p><b>5</b></p>  <p>OFFICE FLEX (SMALL-SCALE)</p>	 <p>OFFICE FLEX (MEDIUM-SCALE)</p>

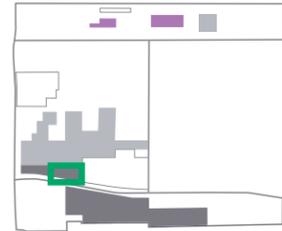
 <p>NEIGHBORHOOD RETAIL/ FOOD AND BEVERAGE ESTABLISHMENT</p>
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(FIGURE 5.11) CENTRAL SUB-AREA SMALL-BUSINESS/FLEX DISTRICT INFILL BUILDING TYPE CONCEPT

# INDUSTRIAL DISTRICT

## CENTRAL SUB-AREA



KEY MAP

### SITE DESCRIPTION

The typical blocks are located south of Apache Street adjacent to Spark Area 3 development site and I-17 freeway. Currently, there are approximately 20 homes/privately-owned properties located in the area adjacent to vacant noise land. Some property owners have expressed their interests in selling their properties while others' intentions are unknown at the time of this report's publication. The area is designated as a Residential to Industrial transition zone in the City's General Plan.

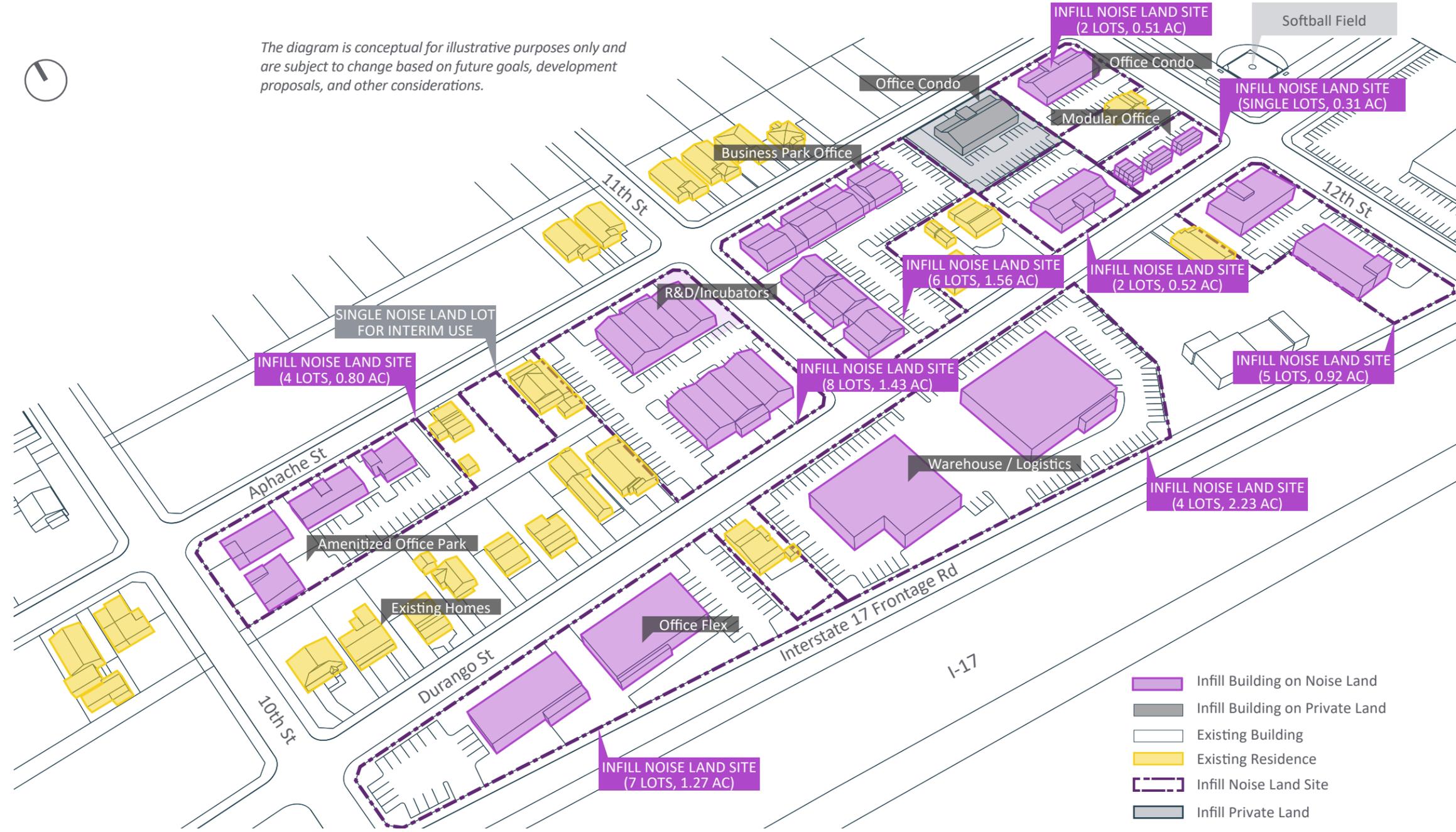
The area will consist of a mix of small-to medium-scale flex/industrial/logistics projects that are compatible to the adjacent neighborhood in use and scale.

### SITE CONDITIONS

- **Site Area:** 0.3-acre to 2.2-acre +/- in size
- **Current Context:** Adjacent to single-family homes or low-intensity industrial/commercial lots
- **Current Zoning Designations:** R-3, C-3
- **2015 City of Phoenix General Plan Land Use Designation:** Residential 3.5-5 du/acre to industrial
- **LRS Community Preferred Land Reuse Framework Land Use Designation:** Industrial
- **Surrounding City streets:** Apache St, 10th St, Durango St, 12th St, Interstate 17 Frontage Rd



The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



(FIGURE 5.12) CENTRAL SUB-AREA INDUSTRIAL DISTRICT BLOCK DESIGN CONCEPT

# INDUSTRIAL DISTRICT

## CENTRAL SUB-AREA



KEY MAP

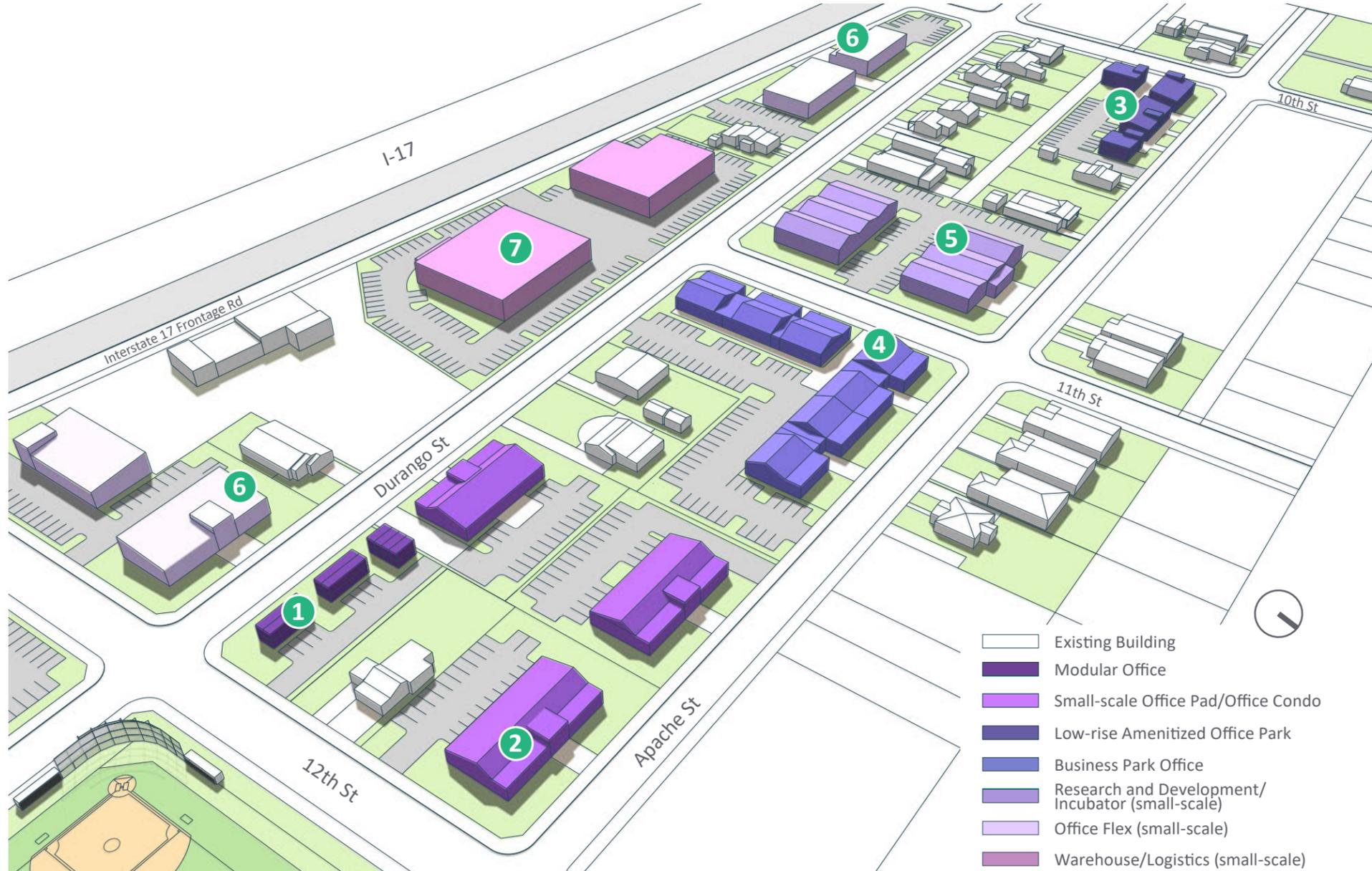
### BUILDING TYPE RECOMMENDATIONS

The Industrial District in the Central sub-area close to I-17 freeway could potentially accommodate a wide range of commercial and industrial development, from small-scale office, office flex, research and development to medium-scale manufacturing or logistics development depending on future land assembly conditions.

\* The matrix on the right provides potential building types that could be accommodated on the subject block and are subject to change based on development site conditions and future studies. The names of the building types are not intended to limit uses within a building type.

### POTENTIAL INFILL BUILDING TYPE MATRIX\*

 1 MODULAR OFFICE	 2 SMALL-SCALE OFFICE PAD / OFFICE CONDO	 3 LOW-RISE AMENITIZED OFFICE PARK	 4 BUSINESS PARK OFFICE
 5 RESEARCH AND DEVELOPMENT/INCUBATOR (SMALL-SCALE)	 6 RESEARCH AND DEVELOPMENT/INCUBATOR (MEDIUM-SCALE)	 7 OFFICE/FLEX (SMALL-SCALE)	 8 OFFICE FLEX (MEDIUM-SCALE)
 9 WAREHOUSE/LOGISTICS (SMALL-SCALE)	 10 GENERAL LIGHT INDUSTRIAL (MEDIUM-SCALE)	 11 ADVANCED MANUFACTURING (MEDIUM-SCALE)	 12 WAREHOUSE/LOGISTICS (MEDIUM-SCALE)
 13 CONVENIENCE RETAIL / FOOD AND BEVERAGE ESTABLISHMENT	 14 GENERAL RETAIL CENTER		



(FIGURE 5.13) CENTRAL SUB-AREA INDUSTRIAL DISTRICT INFILL BLOCK TYPE CONCEPT

# INDUSTRIAL DISTRICT

## SOUTH SUB-AREA



KEY MAP

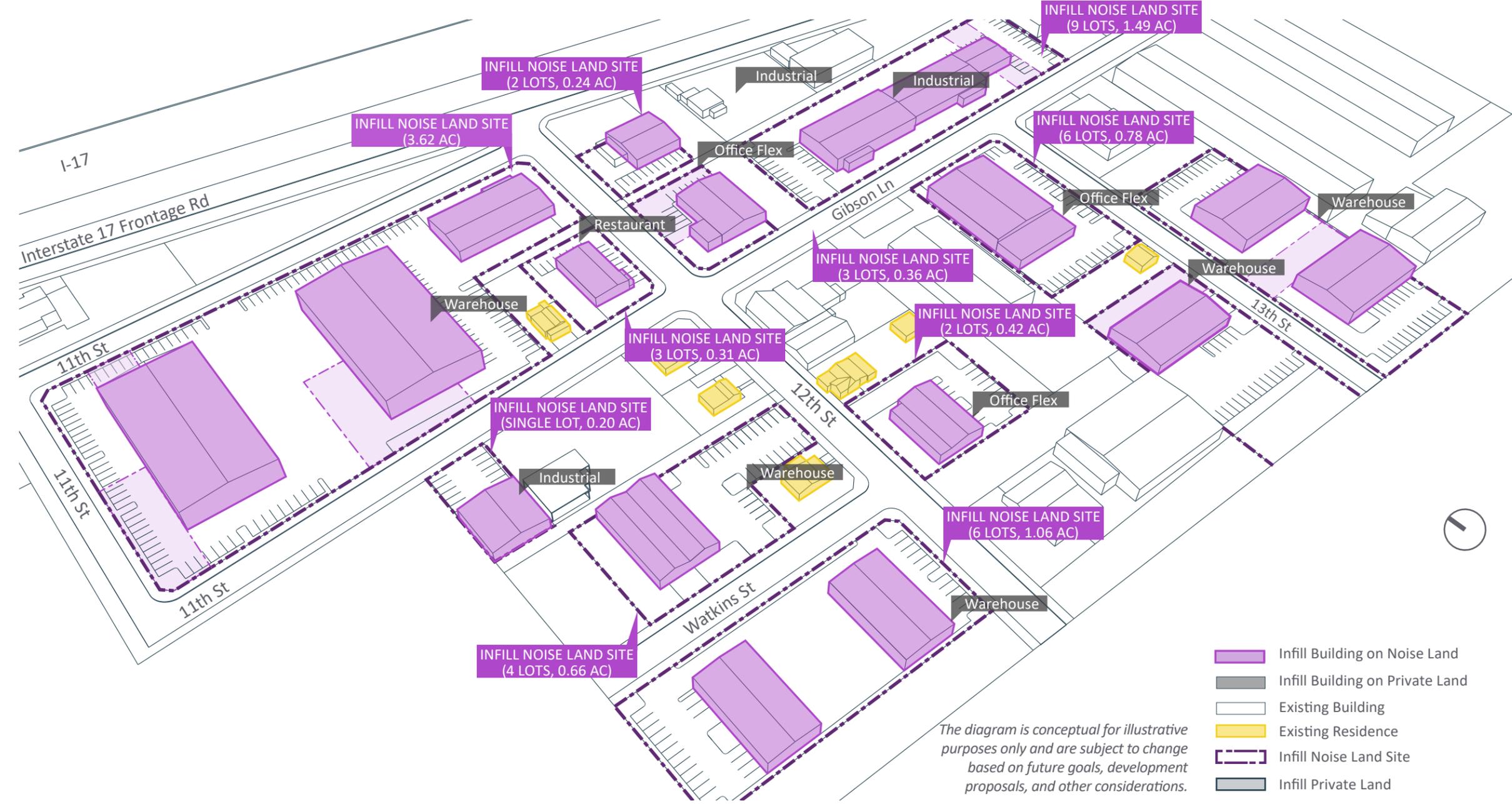
### SITE DESCRIPTION

The typical blocks are located south of I-17 freeway near the Prologis development site along 12th St. Currently, there are only a few single-family homes left within the industrially-dominant context. The buildings adjacent to these homes are small- to medium-scale industrial plants and warehouses. The area is designated as a Residential to Industrial transition zone in the City's General Plan.

New infill development envisioned in this area will be a mix of small-to large-scaled flex/industrial/logistics projects to support the surrounding business/commerce park context.

### SITE CONDITIONS

- **Site Area:** 0.2-acre to 3.6-acre +/- in size
- **Current Context:** Adjacent to single-family homes or low-intensity industrial/commercial lots
- **Current Zoning Designations:** A-2, R-3
- **2015 City of Phoenix General Plan Land Use Designation:** Residential 3.5-5 du/acre to industrial; Commerce/Business park
- **LRS Community Preferred Land Reuse Framework Land Use Designation:** Industrial
- **Surrounding City Streets:** 11th St, 12th St, 13th St, Watkins St, Gibson Ln



*The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.*

(FIGURE 5.14) SOUTH SUB-AREA INDUSTRIAL DISTRICT BLOCK DESIGN CONCEPT

# INDUSTRIAL DISTRICT

## SOUTH SUB-AREA



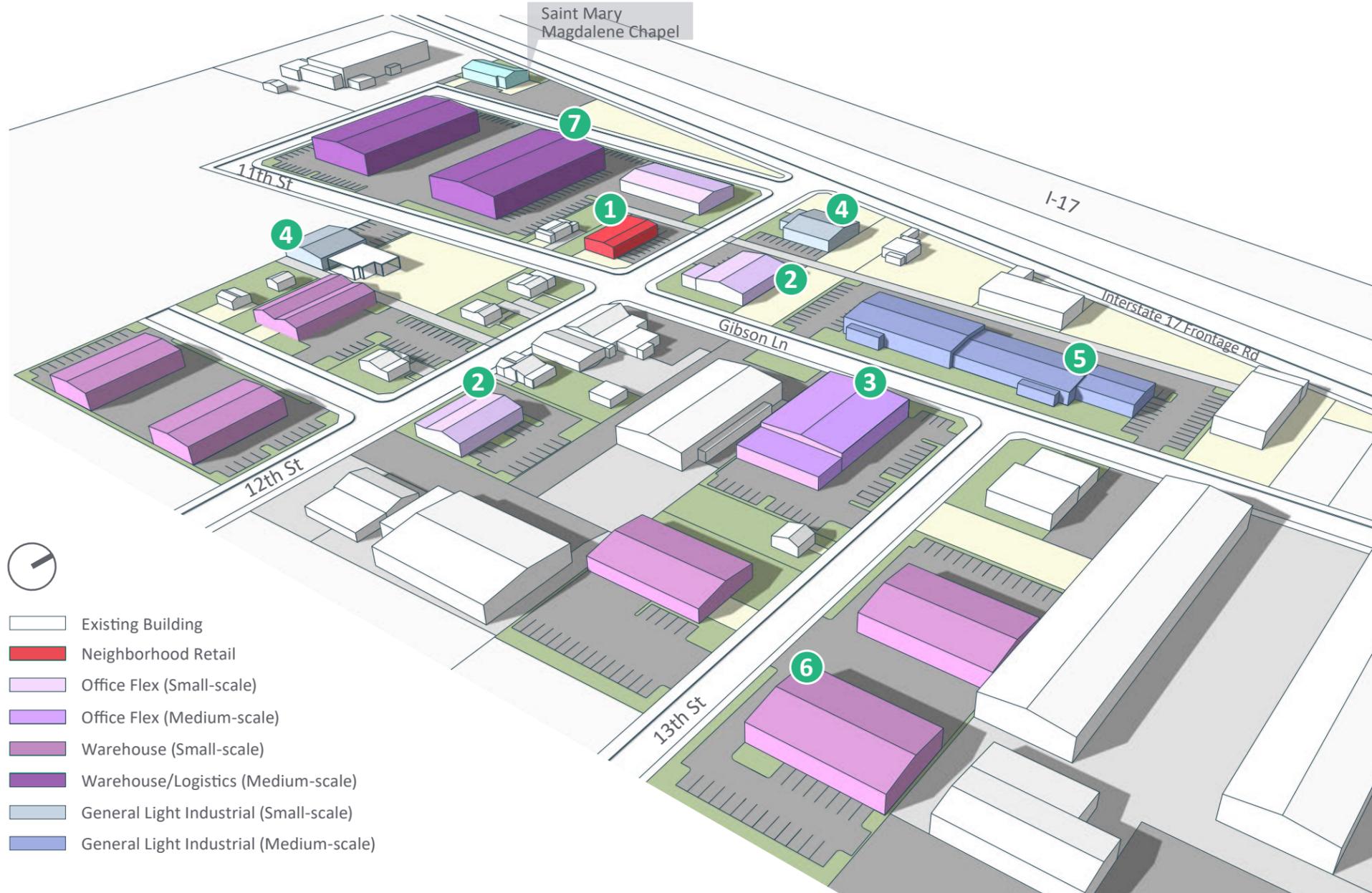
### BUILDING TYPE RECOMMENDATIONS

Recommended building types in the Industrial District of South sub-area may vary from small-scale flex or warehouse to large-scale manufacturing or warehouse/logistics. Other potential commercial projects may include stand-alone restaurants/convenience stores or medium-scale general retail centers along arterial or collector streets.

\* The matrix on the right provides potential building types that could be accommodated on the subject block and are subject to change based on development site conditions and future studies. The names of the building types are not intended to limit uses within a building type.

### POTENTIAL INFILL BUILDING TYPE MATRIX\*

<p><b>1</b></p>  <p>CONVENIENCE RETAIL/FOOD AND BEVERAGE ESTABLISHMENT</p>	<p><b>2</b></p>  <p>OFFICE/FLEX (SMALL-SCALE)</p>
<p><b>3</b></p>  <p>OFFICE/FLEX (MEDIUM-SCALE)</p>	<p><b>4</b></p>  <p>GENERAL RETAIL CENTER</p>
<p><b>5</b></p>  <p>GENERAL LIGHT INDUSTRIAL (MEDIUM-SCALE)</p>	<p><b>6</b></p>  <p>WAREHOUSE/LOGISTICS (SMALL-SCALE)</p>
<p><b>7</b></p>  <p>WAREHOUSE/LOGISTICS (MEDIUM-SCALE)</p>	<p><b>7</b></p>  <p>WAREHOUSE/LOGISTICS (LARGE-SCALE)</p>
<p><b>4</b></p>  <p>GENERAL LIGHT INDUSTRIAL (SMALL-SCALE)</p>	<p><b>5</b></p>  <p>ADVANCED MANUFACTURING (MEDIUM- TO LARGE-SCALE)</p>
<p><b>3</b></p>  <p>BUSINESS PARK OFFICE</p>	



(FIGURE 5.15) SOUTH SUB-AREA INDUSTRIAL DISTRICT INFILL BUILDING TYPE CONCEPT

# 6 QUICK HITS

QUICK HITS EXPLAINED

QUICK HITS LOCATION CONCEPT

QUICK HITS: GOLD STARS

QUICK HITS: BEST OF THE REST

QUICK HITS: AN EXTRA LIFT

POCKET SPACE CONCEPT

## WHAT IS A QUICK HIT?<sup>1</sup>

Quick Hits are interim activations of vacant noise land, or services and programming meant to enhance neighborhood quality and promote cultural identity.

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An overview of the concepts and potential locations for the implementation of community-prioritized Quick Hits.

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<sup>1</sup> For more detailed information please visit:  
[Quick Hits Implementation Handbook and Temporary Lot Use Proposal Pocket Space Concept at skyharbor.com/LandReuseStrategy/phase2](#)

# QUICK HITS EXPLAINED

## WHICH QUICK HITS ARE MOST VALUED BY THE COMMUNITY?

Quick Hits are interim activations of vacant noise land, or services and programming meant to enhance neighborhood quality and appearance and promote cultural identity.

Through the collaborative LRS process, the community identified and prioritized their preferred Quick Hit actions and locations. For additional information on the community-selected Quick Hits, please visit the [Quick Hits Implementation Handbook at skyharbor.com/LandReuseStrategy/phase2](http://skyharbor.com/LandReuseStrategy/phase2).

## HOW IS THIS SECTION STRUCTURED?

Following this introduction, the section is divided into four parts. The first three parts provide an overview with key elements presented in graphics for each Quick Hit prioritized by the community.

- **Gold Stars:** The five (5) “Gold Stars” were the community’s highest priority, with the expectation that immediate steps will be taken toward implementing these Quick Hits.
- **Best of the Rest:** Nine (9) Quick Hits are also singled out as “Best of the Rest” by the community as especially important measures toward meeting the goals of the Land Reuse Plan.
- **An Extra Lift:** Although not selected among the community’s highest priorities, the implementation of these Quick Hits is desirable as they will support polices and strategies set forth in the Land Reuse Plan.

The fourth part of this section demonstrates one of the temporary lot activation ideas - Pocket Space Concept - envisioned and developed by community members based on two (2) Quick Hits: Fun Pop and Super Side Yards.

- The Pocket Space Concept is a small-sized outdoor gathering space intended to be built and maintained by the community. The space could act as a community commemorative node while establishing a "stopping point" along the Cultural Corridor route. For additional information on the Pocket Space Concept please visit the [Temporary Lot Use Proposal Pocket Space Concept](#).

### GOLD STAR QUICK HIT WINNERS

- 1 Home & Yard Rehab**  
Grants & Loans for Home & Yard Improvement
- 2 Our Storefront**  
LRS Info Headquarters
- 3 The Green Edge**  
Sidewalk and Vacant Lot Edge Planting
- 4 Code Education**  
Neighborhood Safety & Beautification Compliance
- 5 Heritage Signage**  
Neighborhood Identity Signage

### BEST OF THE REST

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

### AN EXTRA LIFT

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

# QUICK HITS LOCATION CONCEPT

## KEY COMPONENTS AND ACTIONS

The Proposed Quick Hits Priority Location Concept (as depicted in Figure 6.1) identifies the potential locations of various Quick Hits within the LRS planning area. Quick Hits are proposed to support neighborhood revitalization, economic development and cultural preservation through temporary uses. These interim use/activity sites will act as short-term activators of vacant Airport-owned noise land, help change the perception of the area, bring in new investments and improve quality of life in the community; some of these activities/uses may have permanent long-term potential.

The location concept prioritizes three location types for temporary activations. The following is a summary of each of those site types:

- **Priority Quick Hits Sites**
  - » These Quick Hits sites are critical lots because of their clustering along the Cultural Corridor route, light rail corridor frontage and proposed Focus Corridors including Buckeye Road, 12th Street, Madison Street and Mohave Street.
  - » These lots help to define the frontage of key corridors and should be first priority near-term activation considerations.

- **Secondary Quick Hits Sites**
  - » These Quick Hits are the noise land parcels that are not adjacent to key corridors or along arterial and collector streets; and are typically located adjacent to minor collectors, local streets and alleys.
- **Potential Block Planning Sites**
  - » These sites are relatively larger in size (approximately one to four acres) than small Quick Hit lots.
  - » These areas could be prime locations to accommodate short-term community benefit spaces and complementary amenities; or to hold community events/activities.
  - » Short-term community benefit spaces could include pocket spaces, community gardens, or pop-up recreational fields, etc. These uses could be envisioned on blocks that are located in residential neighborhoods in close proximity to existing activity nodes such as churches, schools and shops.
  - » Direct temporary uses/activities on block sites adjacent to key corridors in such a manner that could activate frontages and change the perception of the neighborhood in the near-term.

*Note: boundaries of potential block planning sites are preliminary and are subject to change based on future conditions.*



(FIGURE 6.1) PROPOSED QUICK HITS PRIORITY LOCATION CONCEPT

# QUICK HITS: GOLD STAR

"Gold Star" ideas were the most favored Quick Hits singled out by the community from a total of 29 Quick Hit ideas presented during the LRS "Quick Hits Voting" Community Meeting held on March 28, 2018<sup>1</sup>. These Gold Star ideas were identified by the community as their highest priorities. Efforts and resources should be focused on helping the community implement these actions in the very near term.

<sup>1</sup> Please see meeting summary on pg. 30-31

## Our Storefront 2

### LRS Info Headquarters

- Use commercial building or space to engage the community in local planning efforts
- Convenient location for the on-going collection of public feedback and noticing
- Share community engagement outcomes and updates related to the implementation process



# Home & Yard Rehab 1

## Grants & Loans For Home & Yard Improvement

- Grants and low-interest loans for home and/or yard repair and improvement
- Supports neighborhood revitalization and reinforces community pride
- Financial assistance for eligible homeowners through the Neighborhood Services Department
- Potential for non-profit involvement



# The Green Edge 3

## Sidewalk and Vacant Lot Edge Planting

- Planting along sidewalk edges of vacant noise land parcels
- A simple way to beautify multiple vacant lots and enhance neighborhoods
- Drought tolerant planting recommended to minimize maintenance cost



# Code Education 4

## Neighborhood Safety & Beautification Compliance

- Active code education, monitoring and enforcement programs
- Stabilizes and improves the community's image
- Partnership between residents, neighborhood organizations, and City services



Code Education Class



Code Compliance Workshops



Code Compliance Volunteers



Police Citizen Involvement Event



Neighborhood Watch Group



Informational Signs



Sign Design Contest



Community Involvement



Funding Champion



Manufacturing & Installation



Volunteers for Maintenance



Other Identity Elements

# Heritage Signage 5

## Neighborhood Identity Signage

- Neighborhood associations working with residents, businesses, and other partners to create a neighborhood sign plan
- Could include sign toppers and other types of neighborhood identity signage
- Opportunity for the neighborhood to lead artist selection and the design process
- Locations may support the Cultural Corridor

# QUICK HITS: BEST OF THE REST

"Best of the Rest" are nine (9) additional Quick Hits ideas that represent the Community's top choices for implementation following the "Gold Star" Quick Hits. These Quick Hits demonstrate the Community's interest in programs and improvements for the quality of life and enhancement of the community's physical appearance and cultural identity. There is also an interest in accommodating pop-up uses that could activate vacant noise land.

# Super Side Yards

## Expansion & Improvement

- A program for residential property owners to lease adjacent vacant noise land parcels
- An opportunity to expand home yards for outdoor activities; subject to terms of use
- Supports yard improvement and neighborhood beautification

- 1 Curbside Xeriscape
- 2 Green Edge
- 3 Boxed Planters
- 4 Trellis + Picnic Area w/ Outdoor Barbecue
- 5 Kids' Playground
- 6 Sideyard Vegetable Garden
- 7 Outdoor Seating + Fire Pit
- 8 Desert Shade Trees



Note: The graphics are for conceptual illustration only.

# Clean and Create

## Lot / Alley Clean-up & Upcycling

- Clean-up of nuisance lots/alleys and the gathering of materials for upcycling projects
- Repurpose "junk" into planters, benches and other items
- Activity could utilize vacant noise land parcels
- For neighborhood, home and yard beautification



Organizer & Volunteers



Tool Trailers & Tractors



Community Involvement



Maintenance Program



Recycling Classes / Workshops



Upcycling DIY

# Fun Pop

## Pop-up Pocket Parks / Pop-up Recreation

- Community directed project to create parks and recreation space on vacant noise land parcels
- Temporarily installed DIY parks, playgrounds, sports courts, etc.
- Potential offerings include youth sports, games, crafts, music and other activities

- 1 Curbside Xeriscape
- 2 Green Edge
- 3 Permeable Paved / Unpaved Path
- 4 Teen's Activity Zone
- 5 Fitness Zone
- 6 Recreational Zone (Play Ground)
- 7 Trellis + Outdoor Seating



Note: The graphics are for conceptual illustration only.

# Community Fairs

## Community Events & Fun Day

- One-time or periodic designated days for community focused activities/events. Located on vacant noise land and/or street closures.
- An opportunity for local vendors sell products, share services and advice, etc.
- A variety of other activities may involve workshops, live music, food and beverage, etc. May rotate various events/festivals.

- 1 Associated Event Parking Lot
- 2 Associated Bicycle Valet
- 3 Vendor Tent
- 4 Reception/Information Kiosk
- 5 Event/Showcase Tent
- 6 Dust Proofed Emergency Access
- 7 Temporary Performance Area
- 8 Outdoor Eating Area + Totem Lights
- 9 Food Truck Zone
- 10 Seating Area w/Trellis
- 11 Outdoor Fitness Zone
- 12 Kids' / Teens' Play Zone

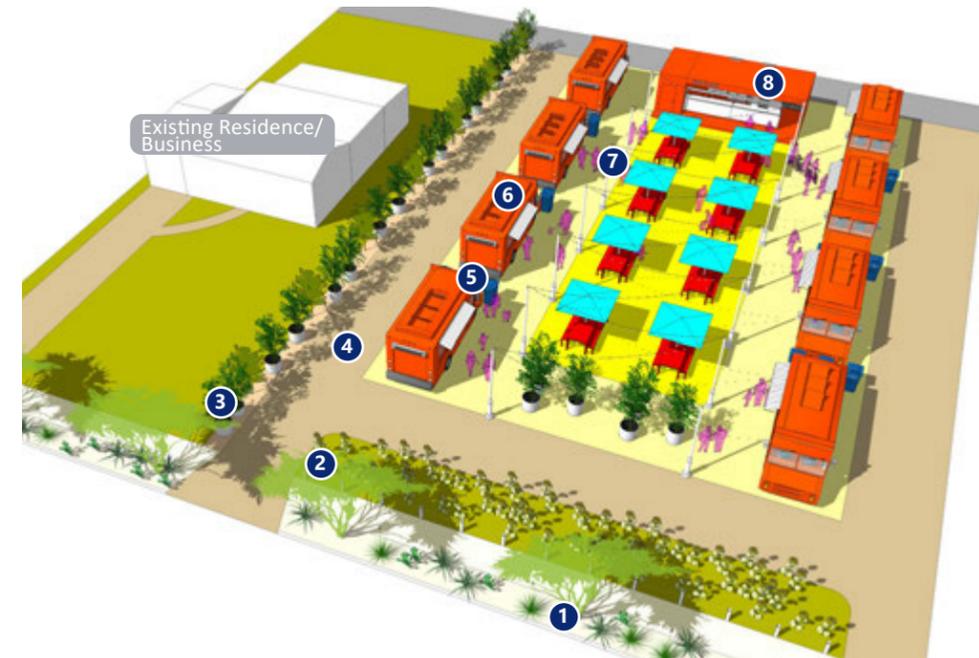


# Street Eats

## Temporary Food Truck Pod / Pop-Up Restaurants

- Food trucks and food carts organized into "pods" on vacant noise land
- Host periodic events with "pop-up" restaurants, food trucks and experimental kitchens
- Potential to include other activities such as live performances and arts and crafts

- 1 Curbside Xeriscape
- 2 Green Edge
- 3 Movable Planters as Buffer
- 4 Unpaved Driveway
- 5 Waste Recycling Bins
- 6 Food Truck Row
- 7 Outdoor Eating Area + Totem Lights
- 8 Pop-Up Restaurant/Cafe



Note: The graphics are for conceptual illustration only.

# El Mercado

## Seasonal Market

- Seasonal markets and/or holiday festivals held on vacant noise land
- Typical examples include pumpkin patches or Christmas tree lots
- Could accommodate temporary or "pop-up" holiday shops
- Opportunity to showcase local entrepreneurs and artisans and their products

- 1 Associated Event Parking Lot
- 2 Vendors Parking
- 3 Reception/Information Kiosk
- 4 Dust Proofed Emergency Access
- 5 Unpaved Aisle Way
- 6 Vendor Tent
- 7 Temporary Performance Area
- 8 Restrooms & Hand Washing
- 9 Outdoor Eating Area + Totem Lights
- 10 Food Truck Zone
- 11 Associated Bicycle Valet
- 12 Portable Planters



# The Tool Shed

## A Lending Source

- A resource to borrow and/or rent household tools and supplies
- Supports home repair and improvements
- A tool shed conveniently located on a vacant noise land in the community

- 1 Curbside Xeriscape
- 2 Green Edge
- 3 Community Tool Shed
- 4 Experimental Garden Plots
- 5 Boxed Planters
- 6 Bicycle Parking Rack
- 7 Dust Proofed Parking Lot
- 8 Trellis + Workshop Area



# Parking Share

## Lot Lease for Parking Program

- Temporary lease of vacant noise land for compatible commercial activities
- In particular, to provide parking lots to meet the needs of local businesses
- Supports local business expansion; subject to terms and conditions of use

- 1 Dust Proofed Surface
- 2 Landscape Buffer
- 3 Bioswale/Micro-Retention
- 4 Curbside Xeriscape



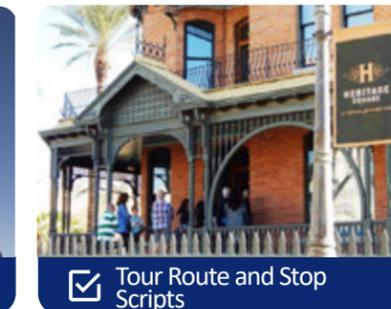
# Our Story Walking Tour

## Cultural Corridor Tour, Brochure & App

- Self-guided historical walking tour using a brochure and/or App
- Brands and develops the proposed Cultural Corridor which brings rich local history to life
- Opportunity to connect with the City's tourism resources
- Community members could help to tell the story of their neighborhoods



Resource Survey and Documentation



Tour Route and Stop Scripts



Interpretive Signs



Volunteer Tour Guides



Marketing Collateral



Online Website / APP

Note: The graphics are for conceptual illustration only.

Note: The graphics are for conceptual illustration only.

# QUICK HITS: AN EXTRA LIFT

"Extra Lift" are eight (8) other Quick Hits ideas that will supplement the community's top-chosen Quick Hits described on the previous pages. The effort to implement these eight (8) Quick Hits will augment the positive impacts to the community. These Quick Hits will help beautify neighborhoods, improve connectivity, enhance outdoor thermal comfort, expand economic opportunity and strengthen local entrepreneurship in the near-term.

# Street Smarts

## Pop-Up Traffic Calming & Demonstration Bicycle Lane

- Temporary street redesign projects to slow traffic and improve pedestrian safety
- Supports a more walkable and bikeable community / potential for street beautification
- A low-cost model or test case for potential permanent improvements
- Proper placement potentially enhances the Cultural Corridor

- 1 Surface Treatments: Striping
- 2 Flexible Delineators as Barrier Element
- 3 Bicycle Lane Markings
- 4 Planters & Traffic Cones as Traffic Control Barriers
- 5 Colored Surface Treatments
- 6 Traffic Barricade for Street Closure for Temporary Event
- 7 Pop-up Street Events
- 8 Traffic Signs



Note: The graphics are for conceptual illustration only.

# Dig Up

## Community Garden / Cooperative Nursery

- An interim revitalization program that transforms vacant noise land into vibrant community spaces
- Collaboratively operated by the community and local private/non-profit organizations
- Farming education & hands-on workshops
- Potential farming programs for refugees and produce donations to local food banks

- 1 Storage & Shipping Area
- 2 Office, Sales & Service Area
- 3 Tool/Equipment Storage
- 4 Demonstration Garden
- 5 Production Area - Container Plants
- 6 Propagation House
- 7 Production Field
- 8 Vehicle Access
- 9 Outdoor Workshop Area
- 10 Customer Parking Area



# Entrepreneur Spot

## Artists Showcase Lot / Modular Workshop

- Low cost modular or mobile workshop spaces provided on vacant noise land
- Offers studio space and supports temporary exhibits and/or "hands-on" innovators
- Potential partnerships with ASU and GateWay Community College

- 1 Movable Planters
- 2 Curbside Xeriscape
- 3 Common Green/ Outdoor Showcase Area
- 4 Green Edge
- 5 Outdoor Workshop
- 6 Modular Studio/Showroom
- 7 Interactive Garden
- 8 Outdoor Playzone
- 9 On-site Vehicle/Bicycle Parking



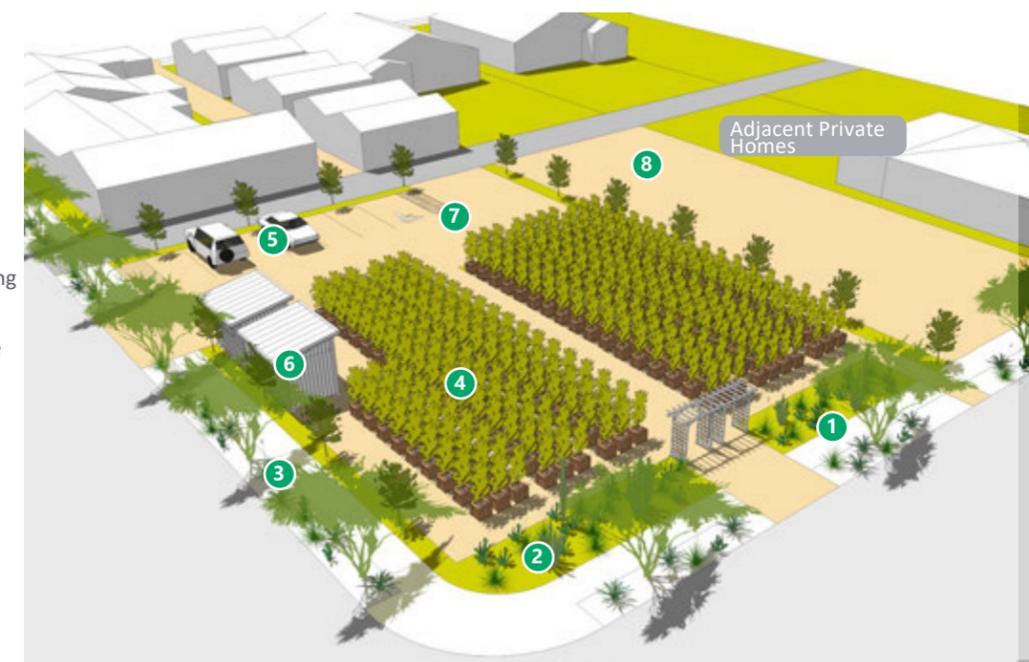
Note: The graphics are for conceptual illustration only.

# Timber Post

## City's Shade Tree Storage Lots / Tree Bank Lots

- Temporary tree and plant storage on vacant noise land
- Accommodates trees and plants for City improvement projects
- Opportunity to improve the appearance and shade vacant noise land
- Partnership with the Parks and Recreation Department and/or local nurseries

- 1 Curbside Xeriscape
- 2 Green Edge
- 3 Landscape Buffer
- 4 Container Trees/Plants Storage Area
- 5 On-site Parking & Loading Area
- 6 Tool/Equipment Storage
- 7 Access Road
- 8 Future Expansion Site



# Little Free Library

## Book Lending Program

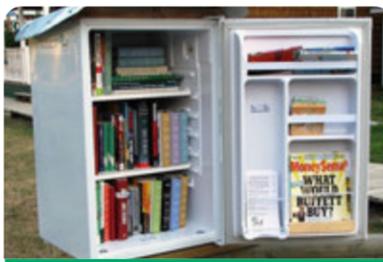
- Community book donations and a free lending resource - take-a-book, leave-a-book.
- Partnership with the closest library branch
- Features locally crafted and installed bookstalls
- May support hosted events such as local meet and greets, kids story telling day, etc.



✓ Locations



✓ Community Donated Books



✓ Crafted/Up-cycled Boxes



✓ Lending & Return Information



✓ Volunteers



✓ Community Engagement

# Biz on Wheels

## Mobile Business / Employment Support Center

- A transportable resource center deployed to provide employment support and counseling
- Located to activate vacant noise land
- Supports local job seekers with career counseling, job matching, etc.
- Assists local and small business start-up and supports expansion



✓ Program Administrator



✓ Funding Champion



✓ Advertising



✓ Workshops/Classes



✓ Personalized Service



✓ Follow-up Program

# Arte Ahora (Art Now)

## Commemorative Art Pieces

- Commissioned art pieces that tell neighborhood stories and history
- May include sculptures, murals, interactive art pieces, etc., along the Cultural Corridor
- Community helps to identify and hire local artists
- Potential to partner with Office of Arts and Culture for grants and support



✓ Program Administrator and Partnership



✓ Art Grant and Donation



✓ Local Artists/Organizations



✓ Authentic Creation



✓ Community Involvement for Co-creation



✓ Volunteers for Maintenance

Note: The graphics are for conceptual illustration only.

# POCKET SPACE CONCEPT

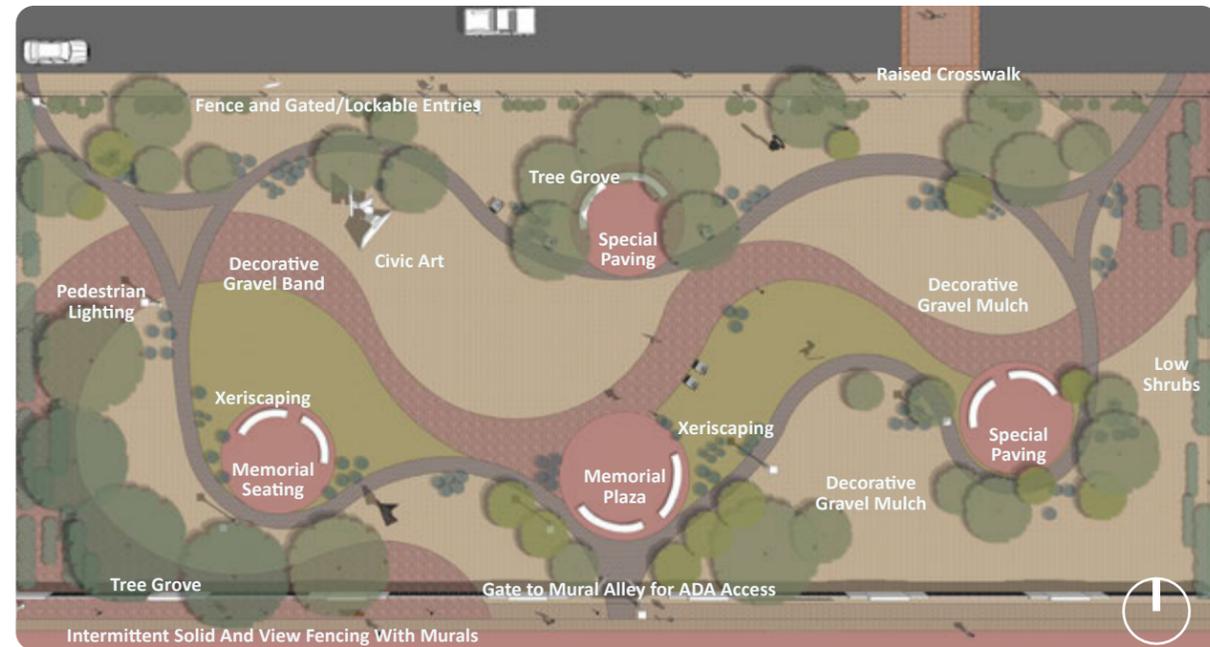
## WHAT IS A POCKET SPACE?

**Envisioned By The Community For The Community**

Pocket Spaces are **small-sized temporary lot activations** (typically, a 2-lot cluster minimum with an average size of 0.5 acres +/- ). The concept, envisioned and developed by the community, creates a **multi-purpose space** that can accommodate a variety of **social gatherings** within the neighborhoods.

**Created and built by the community**, these public spaces could become **branches** or **nodes** of the Cultural Corridor. Pocket Spaces can **showcase historic elements** as well as **honor and commemorate neighborhood residents**.

The following pages illustrate the Pocket Space design concepts, components, and materials as examples of how a community vision could be implemented. 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. For additional information please visit the [Temporary Lot Use Proposal Pocket Space Concept](#).



**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

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

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



MEMORIAL SEATING



VEGETATION



CIVIC ART



BLOCK WALL

Create added safety by allowing visibility



AMENITIES

Utilize trash receptacles to aid in keeping the park clean



GROUND COVER

Drought tolerant ground cover for added texture



LIGHTING

Integrate lighting for a safe pedestrian friendly environment



Before

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

**VEGETATION**



Include low maintenance, drought-tolerant landscaping

**PED. LIGHTING**



Integrate lighting for a safe pedestrian friendly environment



**MURAL**

Story-telling murals celebrating past and present residents



**GRAVEL**

Decorative gravel for added visual interest



**PAVING**

Stabilized granite is ADA compliant and cost effective



**INSTALLATION**

Green wall beautifies the site and creates wall variation



A Pocket Space will serve as a passive recreation space for locals while enhancing civic pride and creating a "stopping point" that showcases local history.

**TREE GROVE**



Grove enclosed plaza, creating shade and intimate seating area

**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



**MEMORIAL**

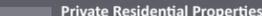
Seating can double as a memorial element with engraving

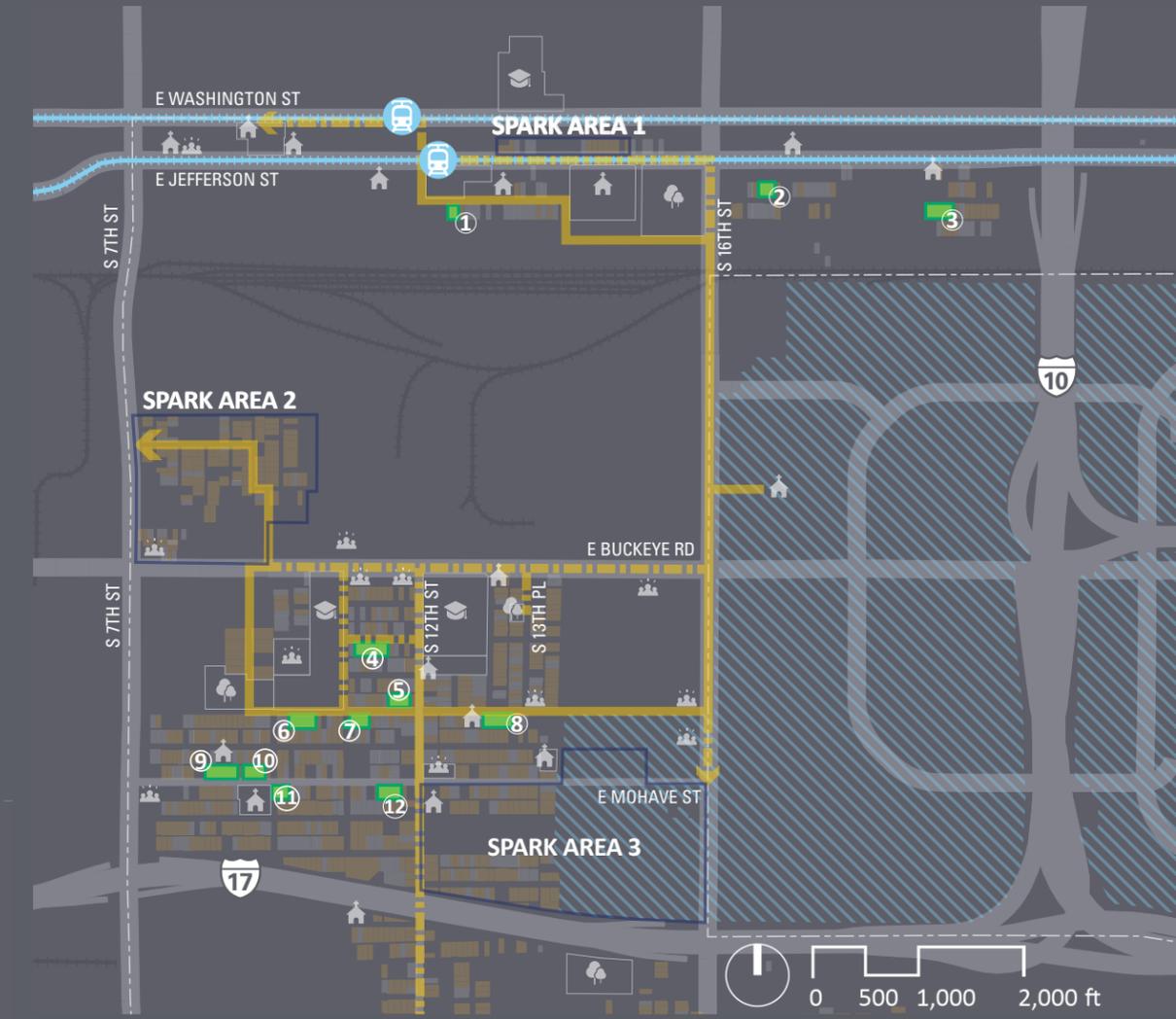


## WHERE CAN A POCKET SPACE BE LOCATED?

The Pocket Space Concept could be applied to multiple locations within the LRS planning area to activate vacant Airport-owned noise land parcels and provide the community with shaded outdoor gathering spaces. These activators will benefit the community through beautification, commemoration and empowerment. *Figure 6.2* illustrates twelve (12) potential Pocket Space locations. Conceptually, locating a Pocket Space should consider the following criteria:

- A two (2) lot cluster minimum
- Not within a Spark Area boundary
- Not in an 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

 RECOMMENDED POCKET SPACE LOCATIONS	 Airport-owned Noise Land
 COMMUNITY ACTIVITY NODES	 Private Residential Properties
 Churches	 Cultural Corridor Route
 Parks	 Alternate Cultural Corridor
 Schools	 Route Alignment
 Restaurants/Community Center	 Light Rail Alignment
	 Airport Property
	 Spark Area
	 Planning Area Boundary



(FIGURE 6.2) PROPOSED POCKET SPACE LOCATION CONCEPT

## HOW TO MOVE A POCKET SPACE IDEA FORWARD?

The graphic on the right illustrates general and tangible steps that can be taken by a community member to make their ideas a reality. To develop a Pocket Space or a similar type of temporary use concept on noise land parcels, community members, design consultants, supporting partners/entities and City staff should work together to develop and implement the concept.

For a detailed step-by-step implementation road map, please refer to the LRS *Temporary Lot Use Proposal Pocket Space Concept*, pgs. 19-20.

- 
**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.
- 
**4 Make It Happen**  
 Community members use the design package to seek funding and support.

## 7

# CULTURAL CORRIDOR

COMMUNITY INPUT

FRAMEWORK

SIGNAGE VISUALIZATION

WAYFINDING STRATEGY

IMPLEMENTATION & FUNDING

## WHAT IS A CULTURAL CORRIDOR?<sup>1</sup>

The Cultural Corridor will be a designated multi-use heritage trail with the ability to honor the community's histories, identities, and legacies through historic markers, wayfinding, and interpretive signage. The corridor has the potential to provide multi-modal connectivity between neighborhoods, transit and transportation infrastructure, parks, recreation facilities, entertainment districts, workforce training and employment centers.

An overview of the community-identified framework and approaches that may guide the development of a Cultural Corridor. This section also provides a wayfinding, signage, funding, and implementation strategy.

<sup>1</sup> For more detailed information please visit the [Cultural Corridor Framework, Design Guidelines & Action Plan at skyharbor.com/LandReuseStrategy/phase2](https://skyharbor.com/LandReuseStrategy/phase2)

# CULTURAL CORRIDOR EXPLAINED

## WHY IS THE CULTURAL CORRIDOR IMPORTANT?

The Cultural Corridor is a key component of the LRS project because of its ability to preserve the communities' history and cultural influences. The Cultural Corridor is the physical manifestation of stories, landmarks, people and experiences that are important to the community, City, and the region. Through the integration of a Cultural Corridor, the community and visitors alike will be able to learn about the area's rich history and cultural impact that lives on today. The Cultural Corridor success is dependent on the area's many cultures and histories being accurately and authentically expressed. Development of the Cultural Corridor and associated amenities will be essential, both of which will contribute to the area's economic success.

## WHAT IS THIS SECTION'S PURPOSE?

The purpose of this section is to provide an overview of what the Cultural Corridor could become. This section outlines the various elements related to history, culture, and heritage that help define the stories told along the corridor. Through the exploration of places, people, and events of significance in addition to the physical forms and processes involved in creating the corridor, this section provides the information needed to guide decision-making regarding the look, feel, and content of the Cultural Corridor as a whole. More detailed information about the Cultural Corridor and the community's preferences can be explored by reading the [Cultural Corridor Framework, Design Guidelines & Action Plan](#).

## HOW IS THE SECTION STRUCTURED?

To demonstrate its feasibility and potential, the Cultural Corridor concept is organized into a series of basic components.

This section includes:

- Community ideas & preferences
- Mapping of Corridor elements
- Visual representations of streetscapes, signage, and historic interpretives
- Implementation, programming and funding processes

## WHAT DOES THE COMMUNITY THINK?

Through the engagement process the community identified their ideal components for a Cultural Corridor. *Figure 7.1* captures the community's top identified elements to include in the Cultural Corridor design.



(FIGURE 7.1) COMMUNITY CULTURAL CORRIDOR PREFERENCES

# CULTURAL CORRIDOR CONCEPT

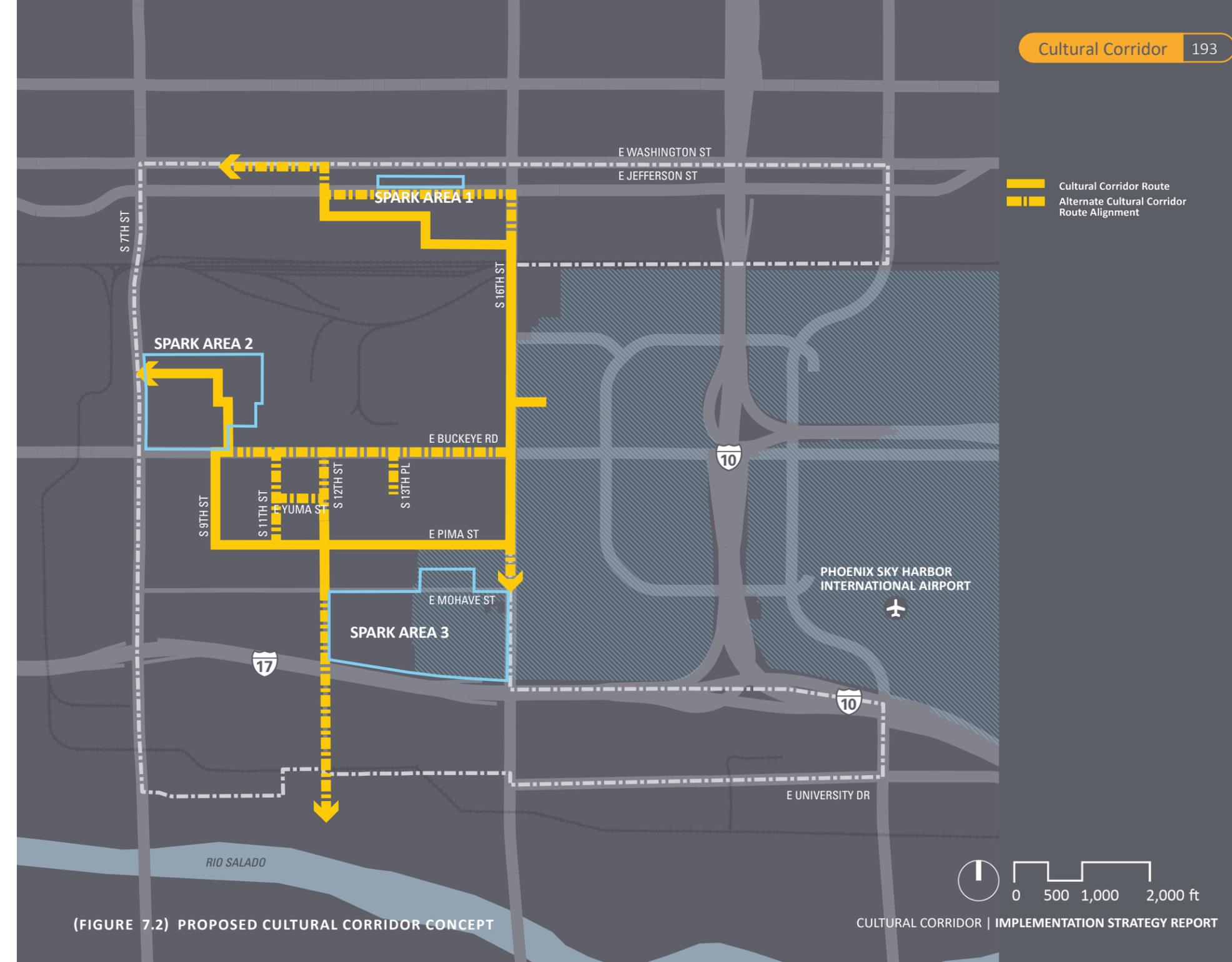
## DESCRIPTION

The Cultural Corridor is an idea developed by the community through the LRS collaborative process. It is important that community groups, businesses, and property owners take the lead in shaping the corridor to ensure that their stories are accurately captured and expressed. The Cultural Corridor will help to spark the activation of vacant lots and investments in key infrastructure, deliver economic benefits to neighborhoods and the Airport, all while attracting cultural tourism, development, and business in the area.

**"The Cultural Corridor represents vital linkages for the City of Phoenix. It is a link between the Airport and downtown, a connection between the historical agricultural foundation and the urban development of the City; a gateway between the LRS area's rich past and promising future. "**

A modified Cultural Corridor concept is delineated on the next map (Figure 7.2). The concept proposes to:

- Route the Cultural Corridor abutting the Spark Areas and along proposed multimodal corridors, including Jefferson St, 16th St, Mohave St, 12th st, other critical connector streets in the area.
- Cluster potential cultural activities around existing historic and community resources utilizing various themes.



(FIGURE 7.2) PROPOSED CULTURAL CORRIDOR CONCEPT

# HISTORIC NEIGHBORHOODS

## DESCRIPTION

The map of historic neighborhoods (depicted in *Figure 7.3*) highlights the boundaries of the historic residential neighborhoods located within the study area. Each of these seven neighborhoods offer their own unique narratives and contributions, but collectively are the basis for cultural and historic celebration in the area as a whole.

**Eastlake Park Neighborhood**

Bound within the study area by 7th Street, 24th Street, Washington Street and the railroad tracks.

**El Campito Barrio**

Bound within the study area by 7th Street, 16th Street, the railroad tracks and Buckeye Road.

**Golden Gate Barrio**

Bound within the study area by 16th Street, the I-10 freeway, Jacob Street and Buckeye Road.

**Cuatro Milpas Barrio**

Bound within the study area by 7th Street, 16th Street, Buckeye Road and Mohave Street.

**Ann Ott Neighborhood**

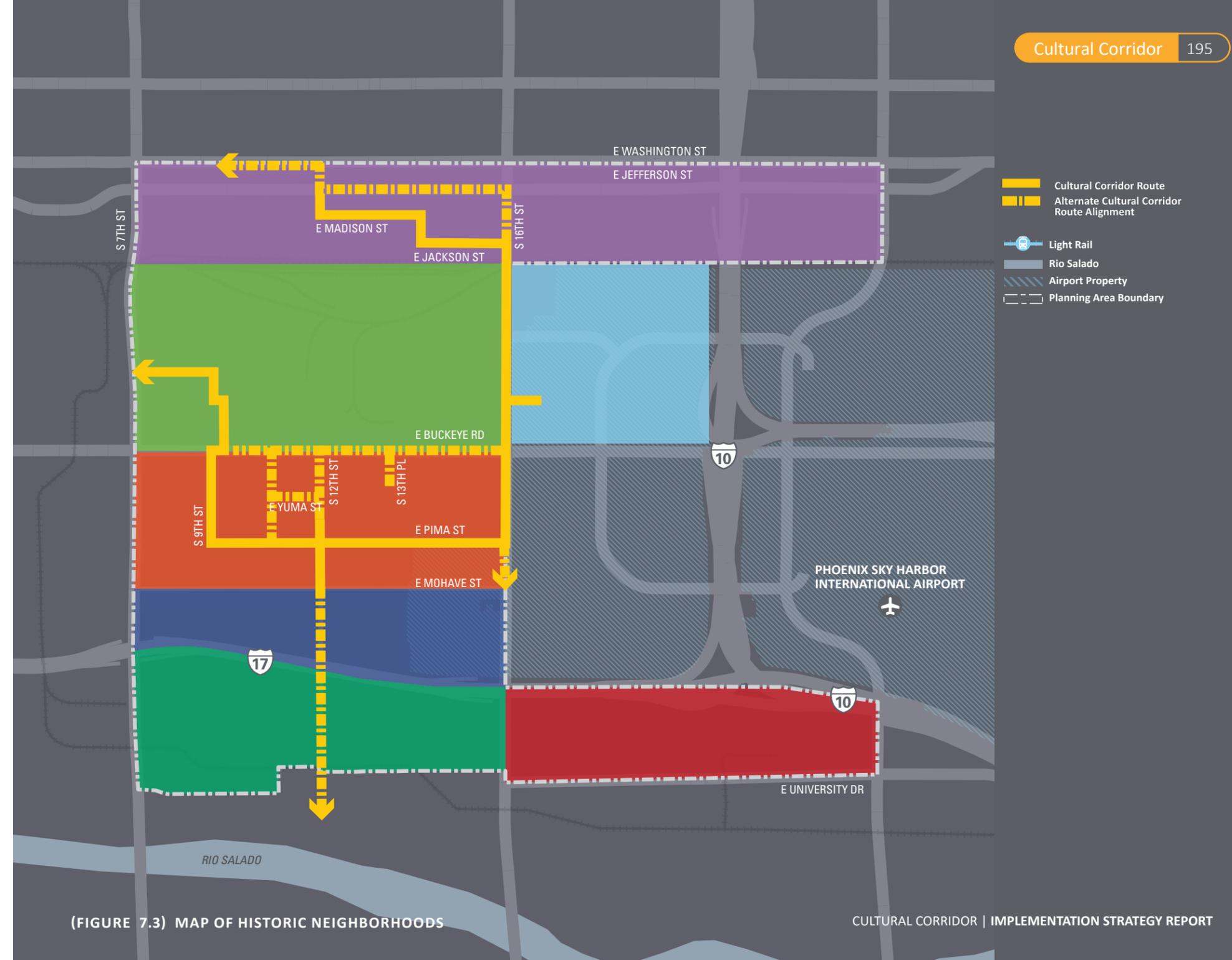
Bound within the study area by 7th Street, 16th Street, Mohave Street and the I-17 freeway.

**Green Valley Neighborhood**

Bound within the study area by 7th Street, 16th Street, the I-17 freeway, and University Drive.

**Rio Salado San Juan Bautista Neighborhood**

Bound within the study area by 16th Street, 24th Street, the I-10 freeway, and University Drive.



(FIGURE 7.3) MAP OF HISTORIC NEIGHBORHOODS

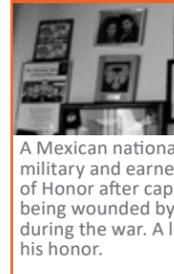
# THEME ZONE DESIGNATION CONCEPT

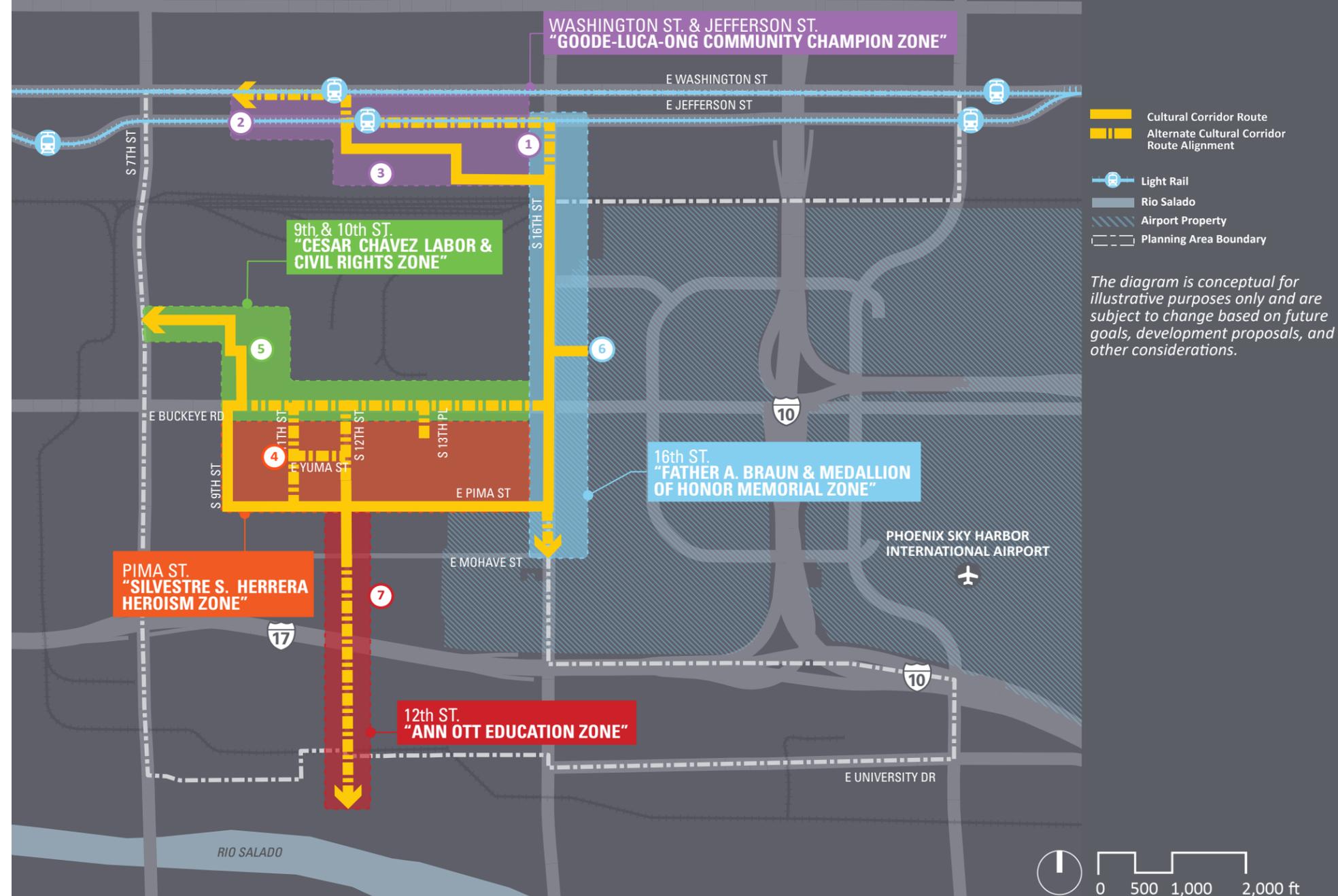
## DESCRIPTION

Through the identification of important and influential people to the community, the Cultural Corridor can begin to define the LRS area through the accomplishments of those individuals. The theme zones were created as a means to organize the stories that are told along the route.

The Cultural Corridor Theme Zone concept map (depicted in Figure 7.4) 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.

*Note: This is not a comprehensive list of individuals that are important to the community but rather a list of the top voted heroes identified during the engagement process. A larger list of community-identified heroes can be found at the end of the Cultural Corridor Framework, Design Guidelines & Action Plan (pg. 74).*

<p><b>1 The Honorable Calvin C. &amp; Georgie M. Goode</b> (Born 1927 &amp; 1928-2015)</p>   <p>Long-time residents of the Eastlake Park Neighborhood, the Goodes' work supports minorities, young people, seniors, affordable housing, learning and education, women, and minority-owned businesses. Calvin C. Goode served twenty-two years as a Phoenix City Councilmember. Georgie M. Goode served on the governing boards of the local elementary and high school districts.</p>	<p><b>2 Sister Mary Luca Junk</b> (1905-1989)</p>  <p>She waged a one-woman war on poverty, as a go-to person for needy neighborhood residents. She taught at the Sacred Heart School and served the poor until her death.</p>		
<p><b>GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE</b></p>			
<p><b>3 Wing F. Ong</b> (1904-1977)</p>  <p>The first Chinese-American, who was not born in the United States, to be elected to the state House of Representatives. In 1946, he ran for the Arizona House of Representatives and won.</p>	<p><b>4 Silvestre S. Herrera</b> (1917-2007)</p>  <p>A Mexican national who served in the U.S. military and earned a Congressional Medal of Honor after capturing enemies despite being wounded by having both feet severed during the war. A local school is named in his honor.</p>	<p><b>5 César Chávez</b> (1927-1993)</p>  <p>César Chávez played a significant role in the modern history of the area. United Farm Workers President, Chávez, protested the law and urged the recall of Governor Williams chanting, "¡Sí se puede!". Chávez undertook a hunger strike at the Santa Rita Center which drew widespread attention and support.</p>	
<p><b>GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE</b></p>		<p><b>SILVESTRE S. HERRERA HEROISM ZONE</b></p>	<p><b>CÉSAR CHÁVEZ LABOR &amp; CIVIL RIGHTS ZONE</b></p>
<p><b>6 Father Albert Braun O.F.M.</b> (1889-1983)</p>  <p>His role in the Sacred Heart Parish gave cohesion and strength to its largely Hispanic population. Father Braun was an army Chaplain in World Wars I &amp; II, receiving the Purple Heart and two silver stars for his heroic service, in addition to serving as a missionary to the Mescalero Apache.</p>	<p><b>7 Ann E. Ott</b> (1894-1971)</p>  <p>Miss Ott spent thirty-two years ensuring that the many underprivileged children in her care were properly taught, fed, and clothed. Her legacy lives on today with a school and neighborhood renamed in her honor.</p>		
<p><b>FATHER ALBERT BRAUN O.F.M. &amp; MEDALLION OF HONOR ZONE</b></p>		<p><b>ANN E. OTT EDUCATION ZONE</b></p>	



(FIGURE 7.4) CULTURAL CORRIDOR THEME ZONE CONCEPT

# HISTORICALLY & CULTURALLY SIGNIFICANT PROPERTIES

## DESCRIPTION

Fig 7.5 depicts the Corridor's proximity to historically and culturally significant properties, as identified through community and stakeholder collaboration. While the Cultural Corridor route does not touch all of these locations, it does offer an opportunity to connect to these locations through side streets, alleyways, and connections that may emerge from new development in the area.

*Note: This is not a comprehensive list of places and spaces that are significant to the community. Rather, this is a conceptual depiction of what has been identified as historically significant and/or eligible to be deemed significant.*

(Source: Non-Archaeological (Architectural) Historic Resources In and Near the Planning Area Map. Arcadis. November 18, 2019.)

**Not Listed - Eligible (National Register of Historic Places- NRHP)**

- Thomas (Frank B.) House
- Immaculate Heart of Mary Auditorium
- First Mexican Baptist Church
- Phoenix Christian Center
- Ford-Levy Furniture Company
- Higher Ground Church of God in Christ
- Robinson (W.A.) House
- Greenlee-Hammond House
- Arnold's Pickles and Olives
- Hayes (Zoe) House
- Utah-Arizona Freight Lines (215 S 13th Street)
- Modern Food Market
- Greater Friendship Missionary Baptist Church
- Paolino Candy Company
- Post Office 1441 E Buckeye Road
- First National Bank of Arizona
- Tang (K.L.) Grocery and Residence
- Adobe House - Ernesto & Ynocensia Guevara House (1109 S 13th Place)
- Adobe House - Juan V. & Maria Rodriguez House (1131 S 13th Street)
- Adobe House - Camfield/Joya House (1127 S 13th Street)
- Adobe House - Luis & Graciela Galaviz House (1427 S 13th Place)
- Adobe House (Genaro & Josefina Contreras House, 1439 S 13th Street)
- de Gutierrez (Phillip and Rosa) House (1429 S 13th Place)
- Gospel Center Church and Dormitory
- Carolina's (Neighborhood Grocery)
- Iglesia Cristiana El Buen Pastor (Southside Assembly of God)
- Food City (1648 S 16th St.)

**Listed - National and Phoenix Registers**

- Heritage Square
- Immaculate Heart of Mary Church
- Swindall Tourist Inn; Desert Mashie Golf Club
- Ong's (Jim) Market
- General Sales Company Warehouse (Galvanize)
- Historic Sacred Heart Church

**Cultural Places**

- Hohokam Fields
- Rio Salado

**Not Listed - Cultural Resource with Potential Local Historical Significance**

- The Faz Family Homestead (1329 E Madison Street)
- Lewis Park Annex Subdivision Bounded by Buckeye Road, 13th Street, 14th St, and Pima Street
- Food City #2 (1112 S 16th St.)
- Apache Street Site between 7th Street and 14th Street
- Saint Mary Magdalene Chapel (1102-1104 E Hilton Avenue)
- St John The Baptist Church (1826 E Magnolia Street, razed)

**Listed - Phoenix Historic Property Register (PHRP)**

- Tanner Chapel African Methodist Episcopal Church
- Washington (Booker T.) School
- Aldridge (Aubrey and Winstona) House
- Phillips (Lucy) Memorial C.M.E. Church
- Eastlake Park
- Southwest Cotton Company (ASU School of Arts)
- Santa Rita Center
- Jones-Montoya House; W.W. Jones House
- Arizona Citrus Growers Association Warehouse

**Listed - National Register of Historic Places (NRHP)**

- Baird (F.S.) Machine Shop
- Bethlehem Baptist Church

**Not Eligible (Due to Age): Will Be 50 Years or More in Age within Next Five Years**

- Dr. Thomas Crump Office/Mrs White's Golden Rule Café
- Pilgrim Rest Missionary Baptist Church
- The Honorable Calvin C. & Georgie Goode House & Office
- Silvestre S. Herrera School (1350 S 11th Street)

**Not Eligible [Due to age (less than 50 years) or loss of integrity]**

- Loy-Ong Building
- Abraham Bungalows
- Adobe House 1113 S 13th Street
- Austin's Cash Market
- Wah (W.H.) and Company Grocery
- First Institutional Baptist Church
- Westley Community Center (1300 S 10th Street)
- Ann Ott School (1801 S 12th Street; 1901 S 12th Street)



(FIGURE 7.5) CULTURAL CORRIDOR HISTORIC AND CULTURAL PROPERTIES

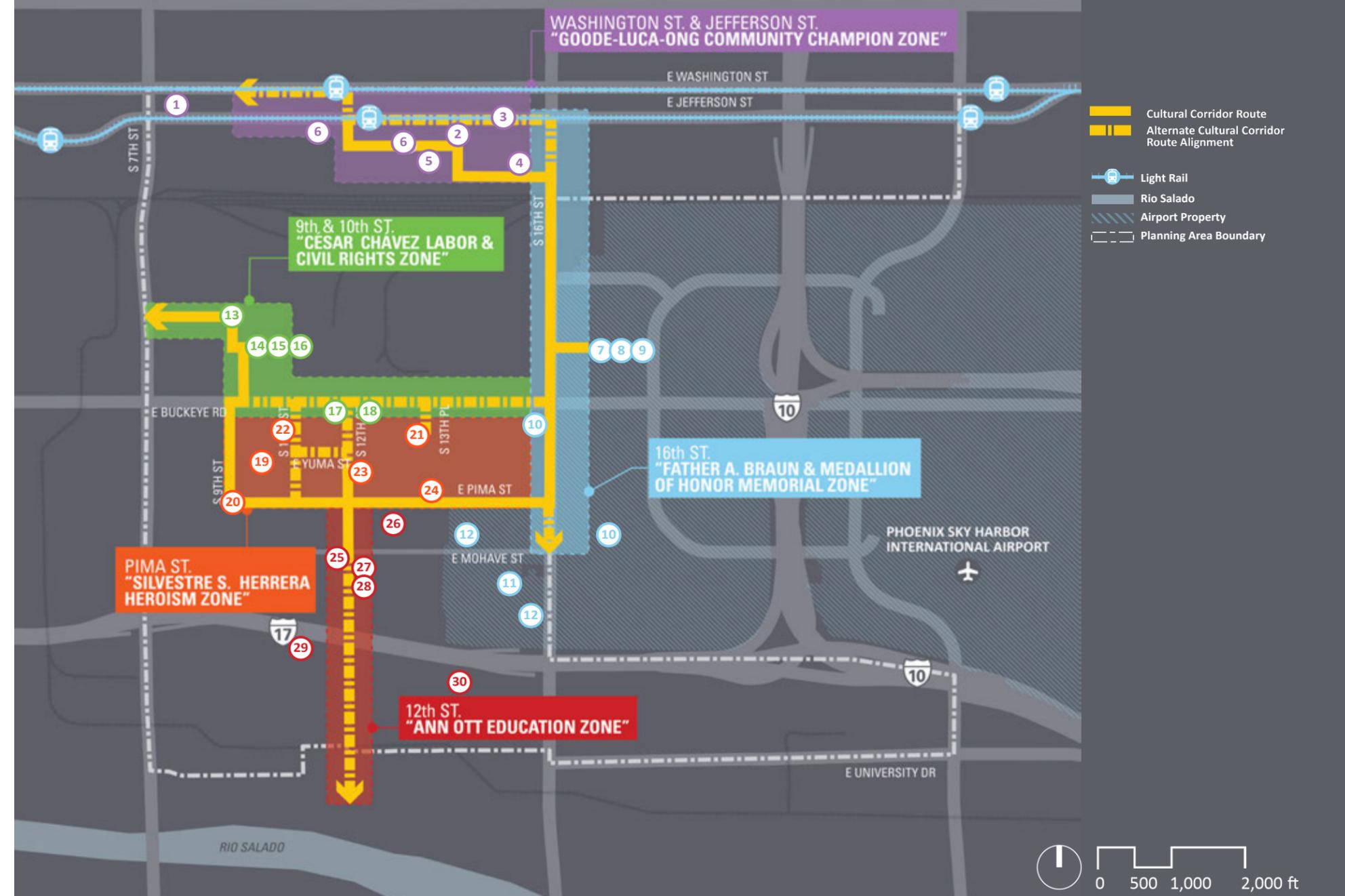
# COMMUNITY-IDENTIFIED CULTURAL ASSETS

## DESCRIPTION

The community-identified cultural assets map (depicted in Figure 7.6) synthesizes the input received during the community engagement process and maps community cultural assets located within the study area. The assets encompass destinations, events, celebrations, parks, etc. The map includes existing and desired assets and encompasses destinations, events, celebrations, parks, etc.

*Note: This is not a comprehensive list of community experiences existing in this area. Rather, this is a conceptual depiction of what has been identified as existing or desired.*

<b>1</b> Tanner Chapel AME Church	<b>2</b> Pilgrim Rest Baptist Church MLK Jr. Celebration	<b>3</b> Soul of the City / Eastlake Arts District	<b>4</b> Eastlake Park Events & African-American Celebration	<b>5</b> Faz Family Homestead
<b>6</b> All Eastlake Churches	<b>7</b> Golden Gate Barrio	<b>8</b> Sacred Heart Church Christmas Mass/Cultural Outdoor Film Festival	<b>9</b> Cultural Market	<b>10</b> Former Food City Locations/ Food Trucks & Farmers Market
<b>11</b> Barrios Unidos Park	<b>12</b> Honoring Policemen/Firemen	<b>13</b> Gateway to Phoenix's Past and future	<b>14</b> César Chávez Celebration	<b>15</b> Santa Rita Center
<b>16</b> Mexican-American Celebration	<b>17</b> Asian-American Celebration/ Wong's	<b>18</b> Gateway Community College	<b>19</b> Wesley Community Center	<b>20</b> Native American Celebration
<b>21</b> Lewis Park-La Plataforma/ Fiestas Patrias & Celebrations	<b>22</b> Silvestre S. Herrera School/ Student Performing Arts	<b>23</b> Sacred Heart Church	<b>24</b> Austin's Market / Farmers Market	<b>25</b> Carolina's
<b>26</b> All Neighborhood Churches	<b>27</b> Assembly Of God Church	<b>28</b> Ann Ott School	<b>29</b> (Iglesia De Dios) St. Mary Magdalene Chapel	<b>30</b> Green Valley Park Events



(FIGURE 7.6) CULTURE CORRIDOR COMMUNITY-IDENTIFIED CULTURAL ASSETS

# COMMUNITY-IDENTIFIED EVENTS

## DESCRIPTION

The community-identified events concept (depicted in Figure 7.7) synthesizes the input specific to events that was received during the community engagement process and maps the outcomes within the study area. The events include ones that currently exist and those that the community would like to see take place in the area.

*Note: This is not a comprehensive list of community events in this area. Rather, this is a conceptual depiction of what has been identified as existing or desired.*



(FIGURE 7.7) CONCEPTUAL CULTURAL CORRIDOR COMMUNITY IDENTIFIED EVENTS

# DESIGN PRINCIPLES & KIT OF PARTS

## DESIGN PRINCIPLES DESCRIPTION

The Cultural Corridor is envisioned to be an experiential route where children, members of the community, and visitors can travel safely while learning about the area’s past and exciting future. To achieve the corridor vision, there are four design principles that inform the Design Guidelines section of the *Cultural Corridor Framework, Design Guidelines & Action Plan* (pg. 22-47):

- Pedestrian & Bicycle Improvements
- Heritage Displays
- Public Art
- Streetscape Amenities

The design guidelines help to specify forms, colors, materials, placement, and describe standard installation details. Utilizing the design guidelines will result in a cohesive and high-quality design statement along the Cultural Corridor that attracts tourists, events, and development while preserving the area's rich history and culture.



**Pedestrian & Bicycle Improvements**  
considerations of safety, comfort, wayfinding, and crosswalk enhancements



**Heritage Displays**  
through events, performances, festivals, and other engaging activities



**Public Art**  
including sculpture, murals, painted intersections/streets, and artist spaces



**Streetscape Amenities**  
including trees, bioswales and landscape plantings, benches, bus shelters, waste receptacles and pedestrian-scale lighting

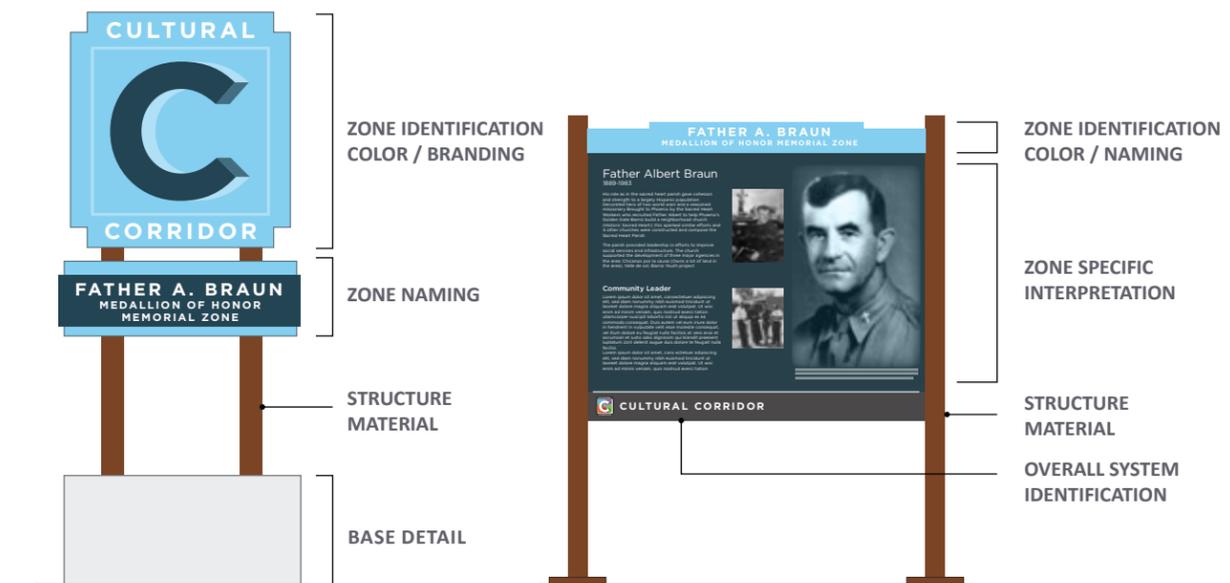
## KIT OF PARTS DESCRIPTION

A “Kit of Parts” (depicted in *Fig. 7.8*) will allow each theme zone of the Corridor to address its own wayfinding needs while maintaining consistent design principles throughout the alignment.

A Kit of Parts refers to urban design techniques where theme zone elements are pre-designed as a part of a larger system of elements. The modular nature of a Kit of Parts allows for flexibility in changing or adding destination information, when necessary, while maintaining a consistent strategy and style throughout the entire alignment.

All Cultural Corridor signage and wayfinding has been organized into a system of components. Depending on the type of site or environment, these guidelines help to define which colors, materials and graphics should be used for each particular location.

## CORRIDOR SYSTEM KIT OF PARTS



(FIGURE 7.8) CULTURAL CORRIDOR KIT OF PARTS COMPONENTS

# CULTURAL CORRIDOR SYSTEM FAMILY

## DESCRIPTION

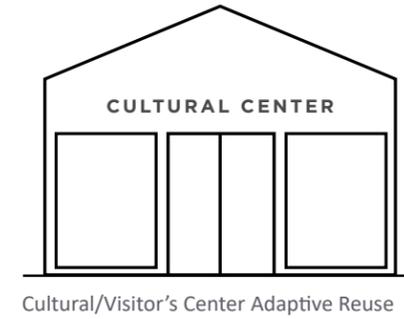
Each of the Cultural Corridor Theme Zones have been given a color that will be consistent throughout the zone and reflected on all Cultural Corridor signage. In addition to this palette of colors, the system includes patterns, materials, base details, wayfinding, historic interpretives, and additional components (depicted in Figure 7.9) that can be used interchangeably through the zones while also connecting back to the larger system.

The historic interpretive graphics throughout each zone highlight stories about events, people and key points of significance along the corridor. They can contain photos, diagrams, stories, artifacts and maps. The interpretives are an important component of the overall system and allow people to engage with the area and connect to its history.

	<p>GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE</p>	<p>PATTERNS / IMAGERY</p>		
	<p>SILVESTRE S. HERRERA HEROISM ZONE</p>	<p>SIMPLIFIED PATTERN</p>	<p>PHOENIX HERITAGE INSPIRED</p>	<p>HISTORIC IMAGERY</p>
	<p>ANN OTT EDUCATION ZONE</p>	<p>MATERIALS</p>		
	<p>FATHER A. BRAUN MEDALLION OF HONOR MEMORIAL ZONE</p>	<p>CORTEN STEEL</p>	<p>WROUGHT IRON</p>	<p>PERFORATED METAL</p>
	<p>CÉSAR CHÁVEZ LABOR &amp; CIVIL RIGHTS ZONE</p>	<p>BASE DETAILS</p>		
		<p>BRICK</p>	<p>NATIVE STONE</p>	<p>CAST CONCRETE</p>

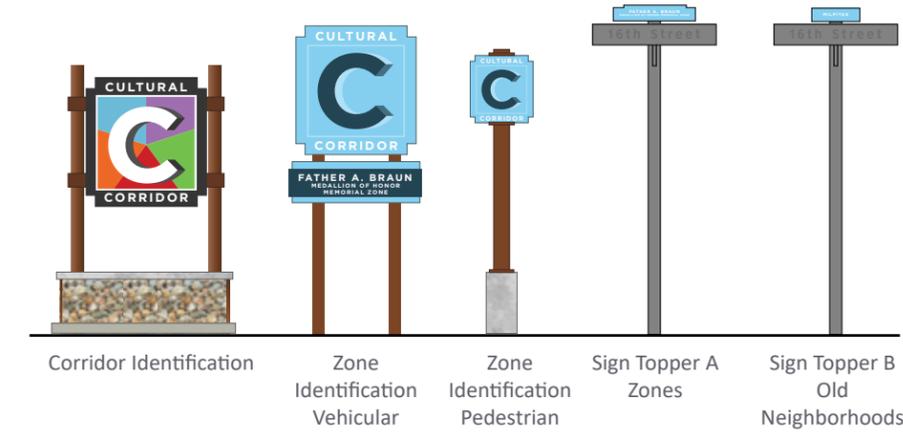
(FIGURE 7.9) CULTURAL CORRIDOR SYSTEM FAMILY

## PHYSICAL HERITAGE ESTABLISHMENTS

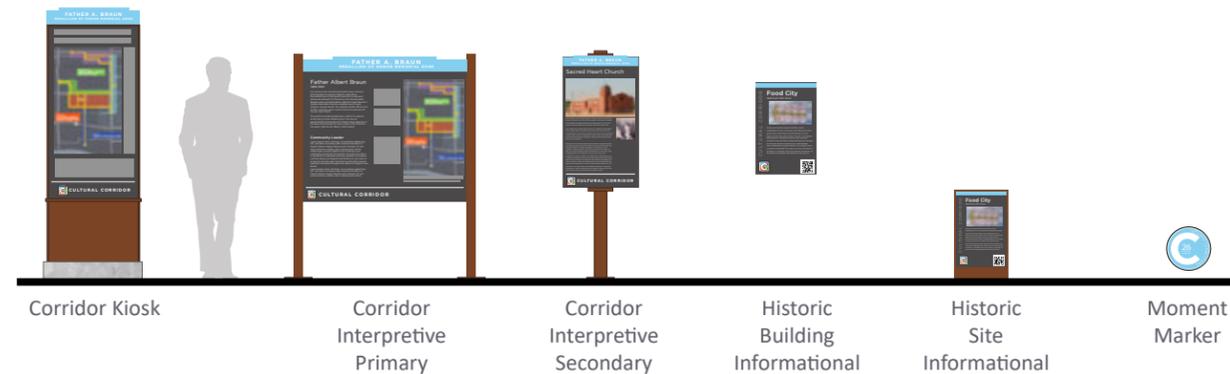


Cultural/Visitor's Center Adaptive Reuse

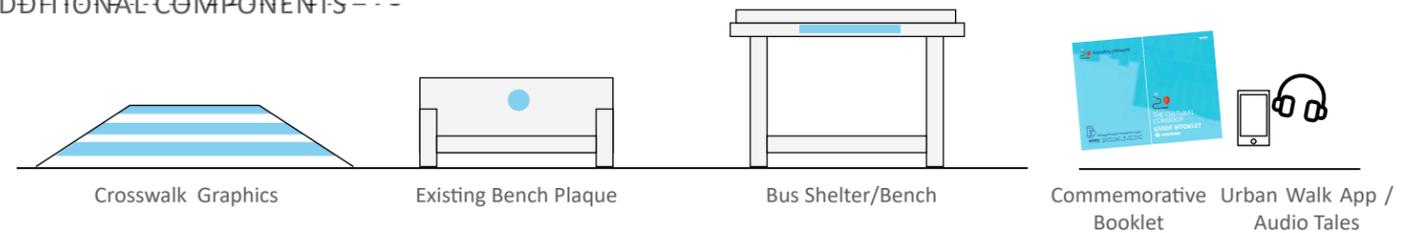
## CORRIDOR WAYFINDING



## HISTORIC INTERPRETIVES



## ADDITIONAL COMPONENTS - - -



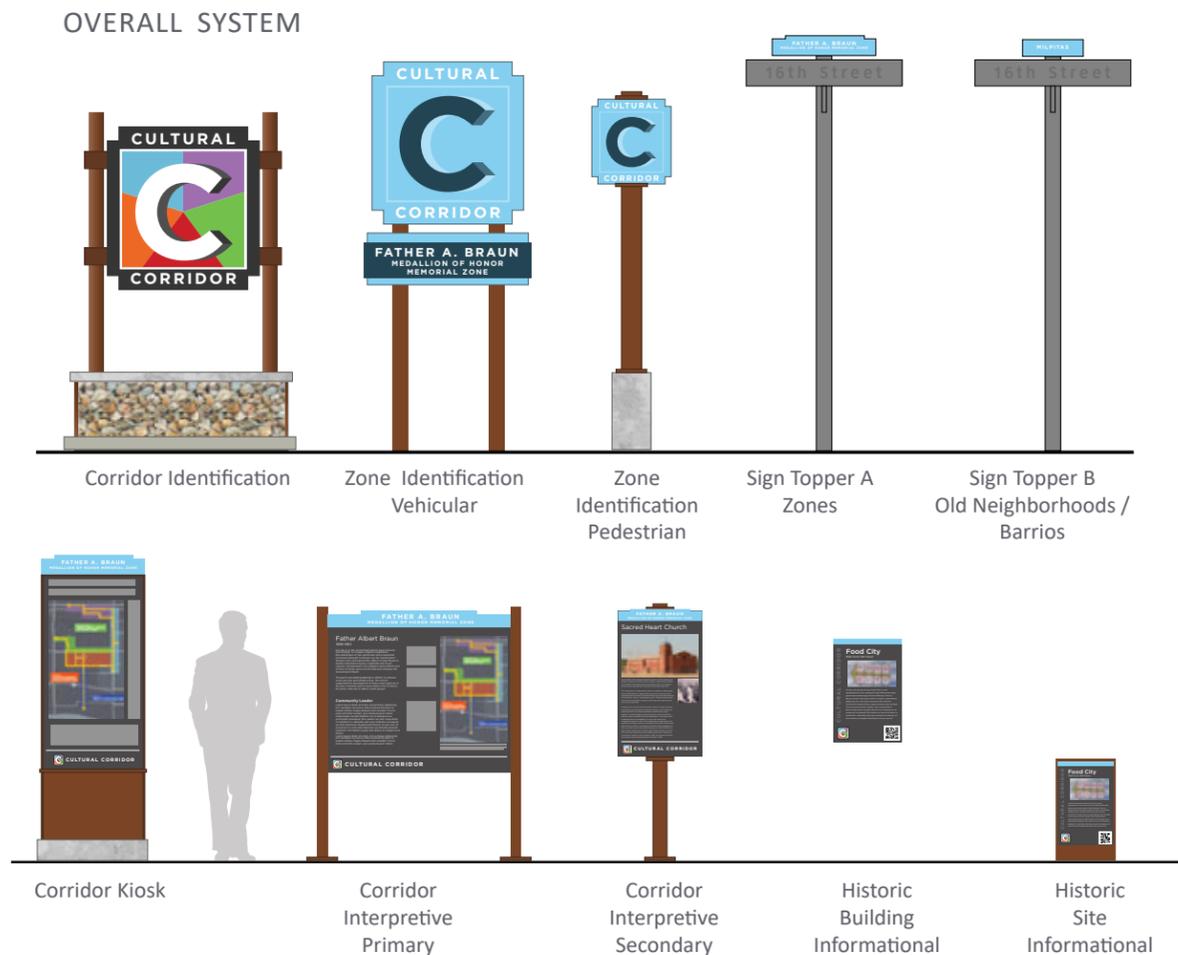
# SIGNAGE FAMILY

## DESCRIPTION

The Culture Corridor will be defined through a combination of physical elements. Signage elements that are elements that are used for wayfinding and historic interpretives will help to weave together a cohesive narrative along the corridor.

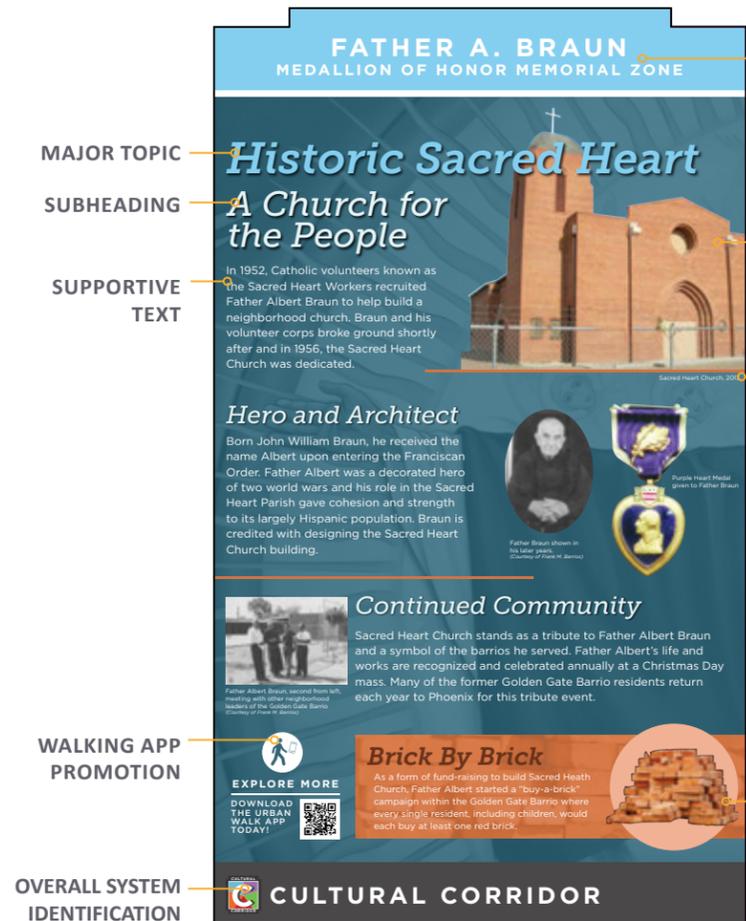
The Cultural Corridor signage must be developed as a sign family that uses standard typography, iconography, nomenclature, colors and materials to be understood as a distinct area.

Fig. 7.10 provides examples of a how a sign family for the corridor might look and function. The examples shown have many similar characteristics to achieve consistency across the zone and system as a whole.



(FIGURE 7.10) CULTURAL CORRIDOR SIGNAGE FAMILY

## CORRIDOR INTERPRETIVE SECONDARY EXAMPLES



This is an example of what a "secondary" corridor interpretive could look like in the Father A. Braun Medallion of Honor Memorial Zone.



This is an example of what a "secondary" corridor interpretive could look like in the Goode-Luca-Ong Community Champion Zone.

# THEME ZONE VISUALIZATION

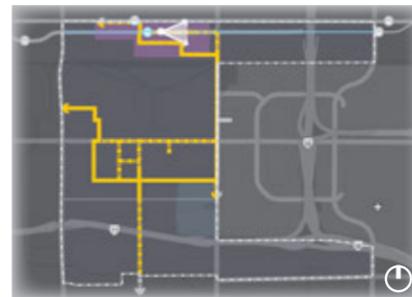
## DESCRIPTION

Fig 7.11 provides an example of the type of Cultural Corridor development that can occur along Washington St in Spark Area 1. This section of the Cultural Corridor has the opportunity to complement the neighborhood's existing Eastlake Arts initiative and attract light rail passengers. New development anticipated in Spark Area 1 will make way to new ground-level activity which will help to justify the streetscape enhancements, wayfinding, and historic interpretives anticipated with this section of the Corridor.

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

### RECOMMENDATIONS:

- 1 Adaptively reuse the early 1920's historic Hayes (Zoe) House as a visitor interpretive center.
- 2 Use historic site informational signage 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 Incorporate local art that is significant to the local community (e.g. Three Ladies sculpture\*\*).
- 6 Utilize the sidewalk as a traffic buffer and include bioswales when possible.



KEY MAP

*Note: 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.*

*\*\* Pending sculpture and artist name*



E JEFFERSON ST EXISTING CONDITIONS

(FIGURE 7.11) GOODE - LUCA - ONG - COMMUNITY CHAMPION ZONE SPARK AREA 1 | WASHINGTON ST & 14TH ST VIGNETTE



AFTER

# THEME ZONE VISUALIZATION

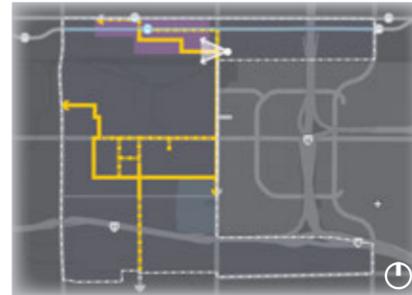
## DESCRIPTION

Fig 7.12 provides an example of the type of Cultural Corridor development that can occur along Jackson St. The illustrations to the right are intended to communicate the type of Cultural Corridor development that can occur along Jackson Street under the 16th Street bridge. The Cultural Corridor in this area has the opportunity to connect visitors from 16th street to Jackson St. while also accommodating an activated underpass and a connection to Eastlake Park via active modes of transportation.

## GOODE - LUCA - ONG - COMMUNITY CHAMPION ZONE EASTLAKE PARK | JACKSON ST & 16TH ST BRIDGE UNDERPASS

### RECOMMENDATIONS:

- 1 Activate area under the 16th st. bridge with a temporary food and art neighborhood node.
- 2 Use a historic site informational to explain Eastlake Park's history.
- 3 Incorporate a corridor kiosk with wayfinding and theme zone information.
- 4 Include pedestrian zone identification in public spaces.
- 5 Accommodate bicycle paths along the Cultural Corridor.
- 6 Utilize the sidewalk as a traffic buffer and include bioswales when possible.



KEY MAP

*Note: 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.*



E JACKSON ST EXISTING CONDITIONS

(FIGURE 7.12) GOODE - LUCA - ONG - COMMUNITY CHAMPION ZONE SPARK AREA 1 | EASTLAKE PARK - JACKSON ST & 16TH ST BRIDGE UNDERPASS VIGNETTE



# THEME ZONE VISUALIZATION

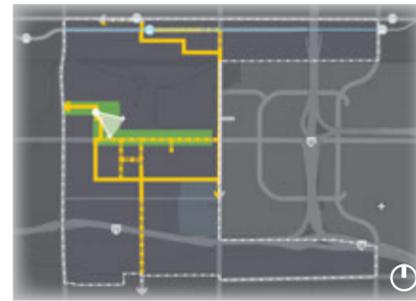
## DESCRIPTION

Fig 7.13 provides an example of the type of Cultural Corridor development that can occur along the diagonal street bisecting the Spark Area 2 area.. The Cultural Corridor in this area would support a pedestrian experience without the interference of vehicular traffic. This area will also be an example of how the Cultural Corridor could respond to a combination of existing historic buildings and proposed new development.

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

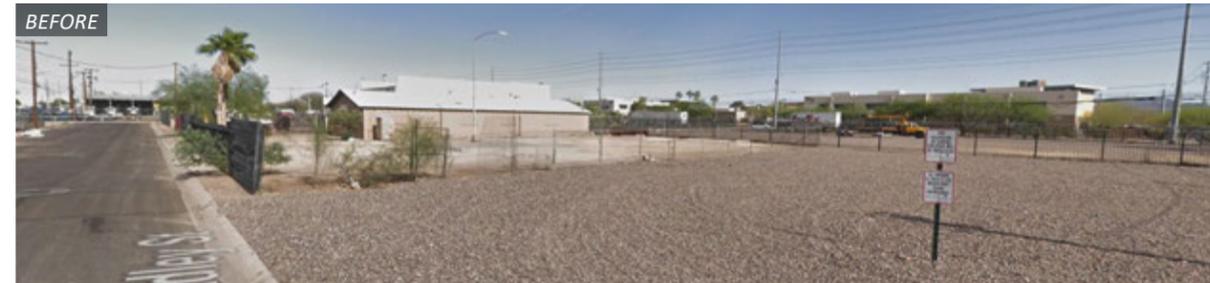
### RECOMMENDATIONS:

- 1 Include pedestrian zone identification in public spaces.
- 2 Utilize primary corridor interpretives to highlight the history of the zone.
- 3 Establish a Cultural Center where the community, tourists, and other visitors can learn about the area's culture and history.
- 4 Include secondary corridor interpretives with focused information about a person, place, event, or experience 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.



KEY MAP

*Note: 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.*



SPARK AREA 2 EXISTING CONDITIONS

(FIGURE 7.13) CÉSAR CHÁVEZ LABOR & CIVIL RIGHTS ZONE SPARK AREA 2 | SANTA RITA CENTER PLAZA VIGNETTE



# THEME ZONE VISUALIZATION

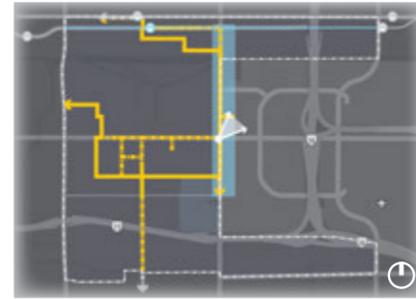
## DESCRIPTION

Fig 7.14 provides an example of the type of Cultural Corridor development that can occur at the Buckeye Rd and 16th St intersection. As one of the busiest intersections of the Cultural Corridor route, this area has the opportunity to integrate multiple streetscape enhancements while also highlighting the history and cultural contributions of Father A. Braun, Veterans, and the Historic Sacred Heart Church. This intersection is a great opportunity to establish the LRS area as a gateway into Phoenix through the use of art, historic interpretives, wayfinding solutions and enhancements to existing street elements (e.g. bus shelters, street signs, benches, etc.)

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

### 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 primary corridor interpretives to highlight the history of the zone.
- 6 Incorporate a 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.
- 9 Design and place commemorative statue of WWI & WWII combat hero Lieutenant Colonel, Father Albert Braun O.F.M.



KEY MAP

*Note: 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.*



BUCKEYE RD & 16TH ST EXISTING CONDITIONS

(FIGURE 7.14) FATHER A. BRAUN MEDALLION OF HONOR ZONE BUCKEYE RD & 16TH ST VIGNETTE



# THEME ZONE VISUALIZATION

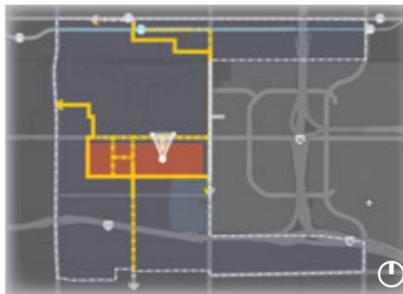
## DESCRIPTION

Fig 7.15 provides an example of the type of Cultural Corridor development that can occur along 13th St near Lewis Park. The proposed Cultural Corridor extension would help bring streetscape enhancements to the park by incorporating sidewalks, seating, wayfinding tools and crosswalk additions. Not only will the Corridor support a safe public realm for park-goers and visitors, but it will also support sharing the history of Lewis Park and the Lewis family.

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

### RECOMMENDATIONS:

- 1 Lewis Park entrance with informational wayfinding kiosk.
- 2 Utilize Primary Corridor Interpretives to highlight the history of the zone.
- 3 Utilize bioswales for stormwater capture when possible.
- 4 Accommodate sidewalk expansion to enhance corridor connectivity and pedestrian safety.
- 5 Incorporate a community inspired and locally curated mural.
- 6 Use midblock crossings in areas with heavy pedestrian activity.
- 7 Include pedestrian zone identification along pedestrian walkways.
- 8 Include zone identification for vehicular traffic.
- 9 Potential museum, library, or community college student union.



KEY MAP

*Note: 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.*



LEWIS PARK EXISTING CONDITIONS

(FIGURE 7.15) SILVESTRE S. HERRERA HEROISM ZONE LEWIS PARK ALONG 13TH ST VIGNETTE



# THEME ZONE VISUALIZATION

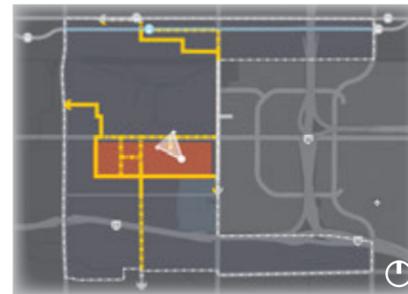
## DESCRIPTION

Fig 7.16 provides an example of the type of Cultural Corridor development that can occur along 13th St adjacent to the Lewis Park. The proposed Cultural Corridor extension would help bring streetscape enhancements to the park by incorporating sidewalks, seating, wayfinding tools and crosswalk additions. Not only will the corridor support a safe public realm for park-goers and visitors, but it will also support the activation of noise land parcels and honor the park's historic La Plataforma cultural event and celebration.

## SILVESTRE S. HERRERA HEROISM ZONE LEWIS PARK & QUICK HIT ALONG 13TH ST

### RECOMMENDATIONS:

- 1 Existing Lewis Park playground.
- 2 Utilize primary corridor interpretives to highlight the history of the zone.
- 3 Utilize bioswales for stormwater capture when possible.
- 4 Lot activation with a *Placita* stage.
- 5 Multi-use space honoring Lewis Park's historic *La Plataforma* cultural fair and celebration.
- 6 Incorporate community inspired and locally curated mural.
- 7 Pedestrian walking path connecting neighborhood to Lewis Park.



KEY MAP

*Note: 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.*

BEFORE



LEWIS PARK EXISTING CONDITIONS

(FIGURE 7.16) SILVESTRE S. HERRERA HEROISM ZONE LEWIS PARK & QUICK HIT ALONG 13TH ST



# THEME ZONE VISUALIZATION

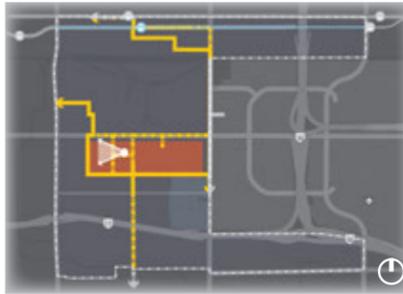
## DESCRIPTION

Fig 7.17 provides an example of the type of Cultural Corridor development that can occur along Yuma St adjacent to the Silvestre S. Herrera School. The proposed Cultural Corridor extension along Yuma Street is intended to safely connect students from the school to a proposed pocket space concept. The area will include a mid-block crossing, wayfinding, and historic interpretive that can educate students and tourists.

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

### RECOMMENDATIONS:

- 1 Use midblock crossings in areas with students or heavy pedestrian activity.
- 2 Include zone identification for vehicular traffic.
- 3 Utilize primary corridor Interpretives 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 Ample street furniture, including street lights, trash bins, benches and water stations.



KEY MAP

*Note: 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.*



12TH ST & YUMA ST EXISTING CONDITIONS

(FIGURE 7.17) SILVESTRE S. HERRERA HEROISM ZONE 12TH ST & YUMA ST VIGNETTE





# THEME ZONE VISUALIZATION

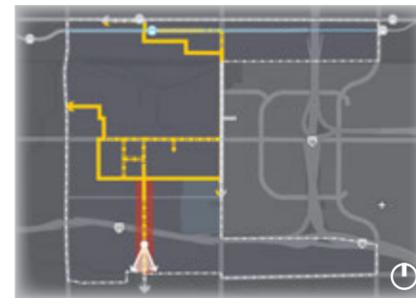
## DESCRIPTION

Fig 7.19 provides an example of the type of Cultural Corridor development that can occur along Washington St in Spark Area 1. This area will experience streetscape enhancements to accommodate active modes of transportation while also incorporating the branding of the Cultural Corridor. The area currently lacks infrastructure and development, but is anticipated to grow as an office/industrial area able to accommodate new employers.

## ANN OTT EDUCATION ZONE PROLOGIS DEVELOPMENT ALONG 12TH ST

### RECOMMENDATIONS:

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



KEY MAP

*Note: 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.*



12TH ST EXISTING CONDITIONS

(FIGURE 7.19) ANN OTT EDUCATION ZONE PROLOGIS DEVELOPMENT ALONG 12TH ST VIGNETTE



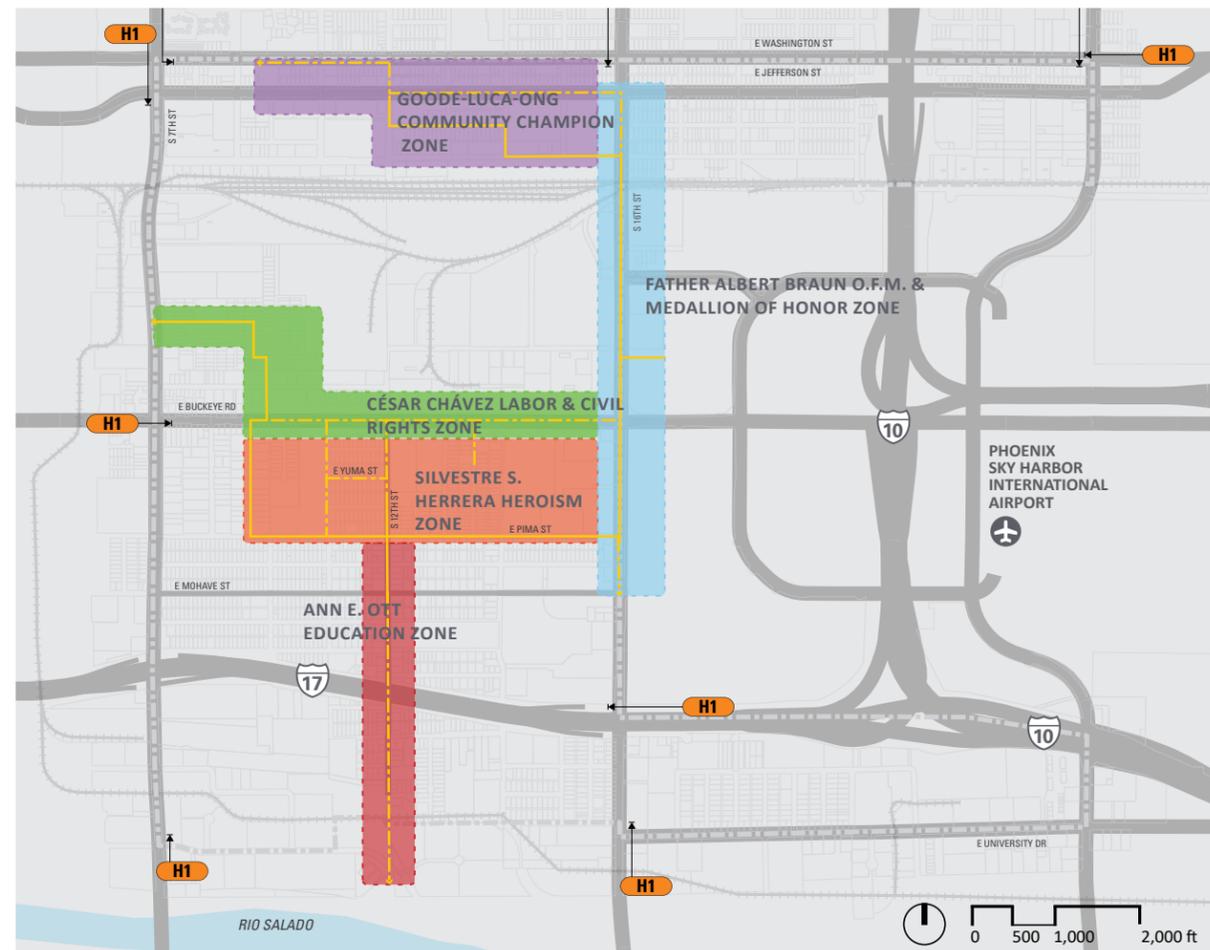
AFTER

# WAYFINDING STRATEGY

## CORRIDOR IDENTIFICATION (IDs) PLACEMENT:

The overall corridor identification markers stem from the three "Form" activation categories presented at the April 2019 community meeting (see pgs. 38 & 191 for details). The Corridor IDs are not specific to each zone, rather they are a universal marker to let oncoming traffic know they are approaching an area that is home to the Cultural Corridor. These Corridor ID markers (as depicted in *Figure 7.20*) flank the study areas at each of the main gateways in all cardinal directions.

## CORRIDOR IDENTIFICATION PLACEMENT STUDY AREA



(FIGURE 7.20) CORRIDOR IDENTIFICATION PLACEMENT MAP

## HISTORIC WAYFINDING



H1- Corridor Identification\*\*

*Form: The physical markers that are used to communicate the community's cultural stories and history.  
 \* April, 2019 Cultural Corridor Community Meeting Community Preferred "Form" Selection  
 \*\*Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting*

# WAYFINDING STRATEGY

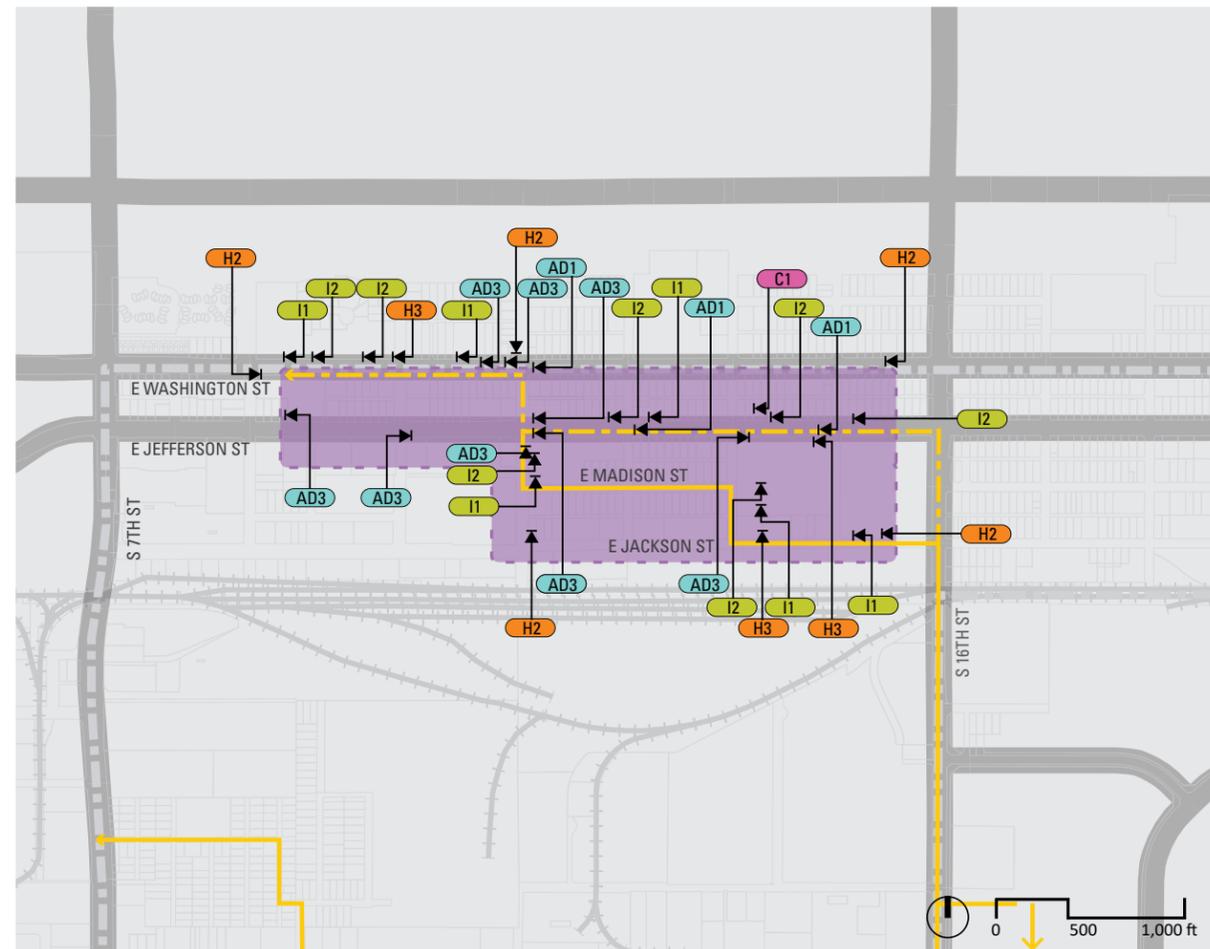
## GOODE-LUCA-ONG COMMUNITY CHAMPION IDENTIFICATION WAYFINDING & INTERPRETIVES:

Figure 7.21 demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the Goode-Luca-Ong Community Champion Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



(FIGURE 7.21) GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE PLACEMENT MAP



## ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:



C1- Cultural/Visitor's Center\* | Adaptive Reuse\*

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Hayes (Zoe) House (1412 E Jefferson St) – associated with educators in local African American schools.
- Swindall Tourist Inn- The last known surviving African American boarding house in Phoenix.

## HISTORIC WAYFINDING



H2-Zone Identification Vehicular\*\*  
H3-Zone Identification Pedestrian\*\*

## HISTORIC INTERPRETIVE

Examples of Potential Zone Stories & Informationals:

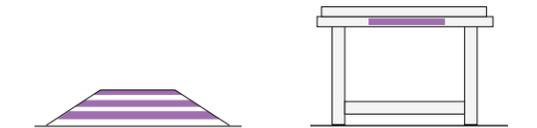


I1-Corridor Kiosk\*\* I2-Corridor Interpretive Primary\*\*

These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.

- The Honorable Calvin C. & Georgie M. Goode
- Sister Mary Luca Junk
- Wing F. Ong
- Lincoln J & Eleanor D. Ragsdale
- Eastlake Park / Moses Hazeltine Sherman
- Faz Family Homestead
- Eastlake Park Neighborhood
- Black Theater Troupe
- All Eastlake churches
- Booker T. Washington school & hospital
- Phoenix Tribune
- Annual MLK, Jazz, & Juneteenth Celebrations
- African-American history
- Eastlake Arts
- Hackett / Aubrey and Winstona Aldridge houses
- Swindell Tourist Inn
- Mrs. White's Golden Rule Cafe

## ADDITIONAL COMPONENTS



AD1-Crosswalk Graphics\* AD3-Bus Shelter / Bench\*

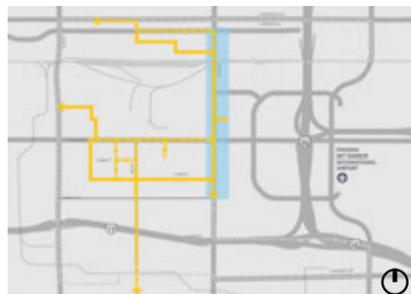
Form: The physical markers that are used to communicate the community's cultural stories and history.  
\* April, 2019 Cultural Corridor Community Meeting Community Preferred "Form" Selection  
\*\*Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

# WAYFINDING STRATEGY

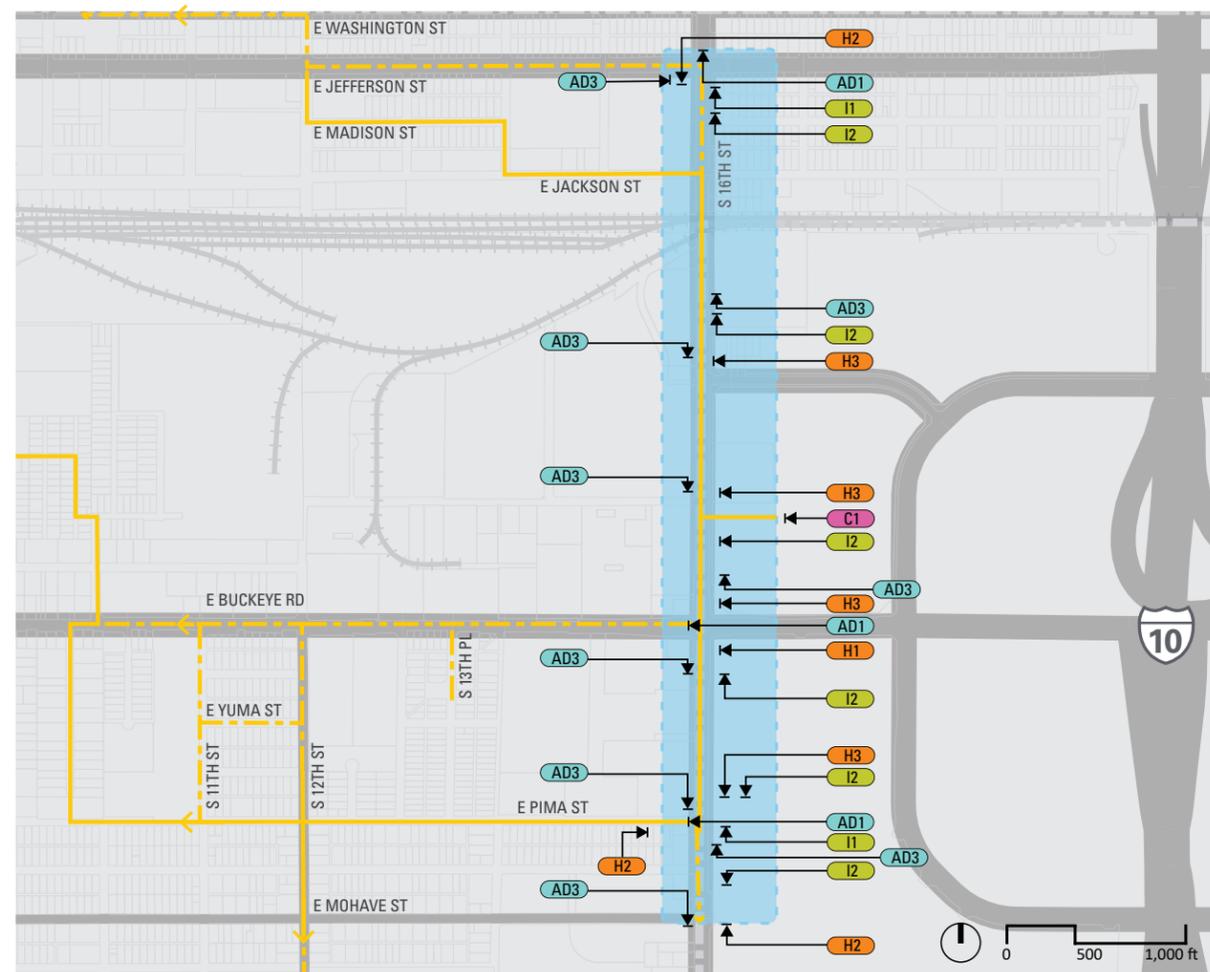
## FATHER ALBERT BRAUN O.F.M. MEDALLION OF HONOR ZONE IDENTIFICATION WAYFINDING & INTERPRETIVES:

Figure 7.22 demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the Father Albert Braun O.F.M. Medallion of Honor Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



(FIGURE 7.22) FATHER ALBERT BRAUN O.F.M. MEDALLION OF HONOR ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE PLACEMENT MAP



### ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:

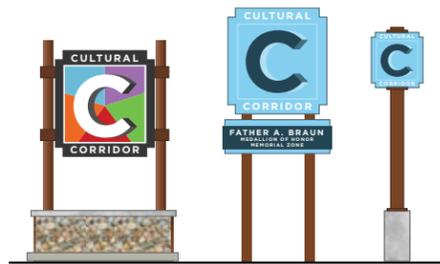


C1- Cultural/Visitor's Center\* | Adaptive Reuse\*

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Sacred Heart Church

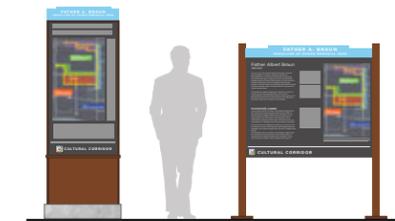
### HISTORIC WAYFINDING



H1- Corridor Identification\*\*  
 H2-Zone Identification Vehicular\*\*  
 H3-Zone Identification Pedestrian\*\*

### HISTORIC INTERPRETIVE

Examples of Potential Zone Stories & Informationals:

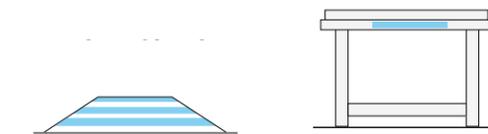


I1-Corridor Kiosk\*\* I2-Corridor Interpretive Primary\*\*

These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.

- Golden Gate Barrio
- Sacred Heart Parish
- Sacred Heart Christmas Mass & Posadas
- Historic Post-mass Market Experience
- Medal of Honor History
- Father Albert Braun O.F.M.
- Veteran History
- Historic Multicultural Community
- Food City
- Noah G. Billings
- Berney Park
- Yourland

### ADDITIONAL COMPONENTS



AD1-Crosswalk Graphics\* AD3-Bus Shelter / Bench\*

Form: The physical markers that are used to communicate the community's cultural stories and history.  
 \* April, 2019 Cultural Corridor Community Meeting Community Preferred "Form" Selection  
 \*\*Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

# WAYFINDING STRATEGY

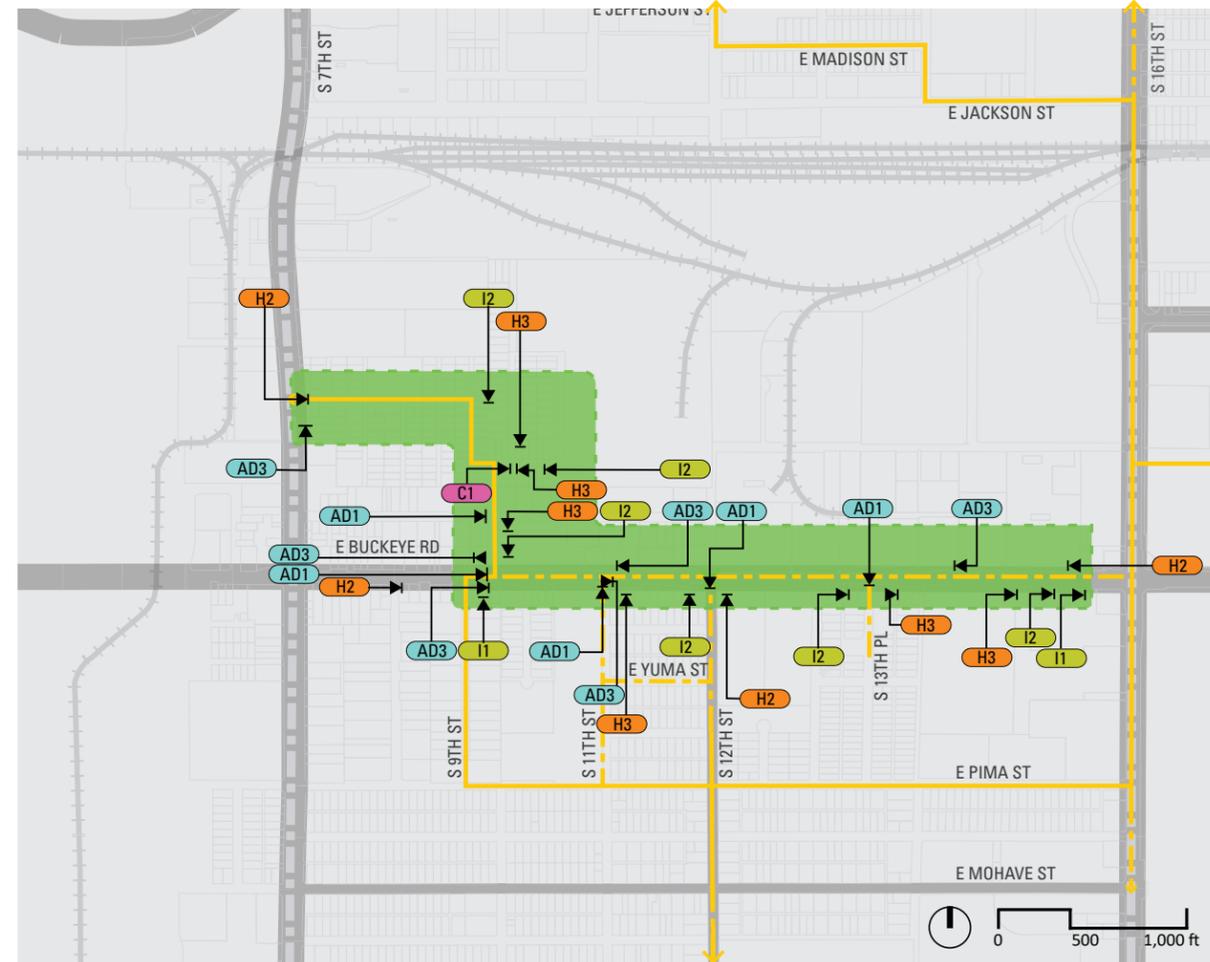
## CÉSAR CHÁVEZ LABOR & CIVIL RIGHTS ZONE IDENTIFICATION WAYFINDING & INTERPRETIVES:

Figure 7.23 demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the César Chávez Labor & Civil Rights Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



(FIGURE 7.23) CÉSAR CHÁVEZ LABOR & CIVIL RIGHTS ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE PLACEMENT MAP



## ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:



C1- Cultural/Visitor's Center\* | Adaptive Reuse\*

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Santa Rita Center

## HISTORIC WAYFINDING



H2-Zone Identification Vehicular\*\*  
H3-Zone Identification Pedestrian\*\*

## HISTORIC INTERPRETIVE

Examples of Potential Zone Stories & Informationals:

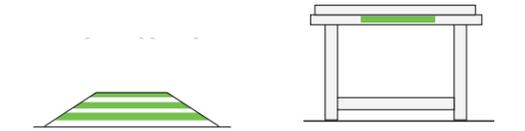


I1-Corridor Kiosk\*\* I2-Corridor Interpretive Primary\*\*

These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.

- Santa Rita Center
- César Chávez
- El Campito Barrio
- United Farm Workers
- Gateway Community College
- Wong's Chinese Dining
- Chicanos Por La Causa
- Xico
- Phoenix Revitalization Corporation
- Dress for Success Phoenix

## ADDITIONAL COMPONENTS



AD1-Crosswalk Graphics\* AD3-Bus Shelter / Bench\*

Form: The physical markers that are used to communicate the community's cultural stories and history.  
\* April, 2019 Cultural Corridor Community Meeting Community Preferred "Form" Selection  
\*\*Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

# WAYFINDING STRATEGY

## SILVESTRE S. HERRERA VALOR & HONOR ZONE IDENTIFICATION WAYFINDING & INTERPRETIVES:

Figure 7.24 demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the Silvestre S. Herrera Heroism Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



(FIGURE 7.24) SILVESTRE S. HERRERA VALOR & HONOR ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE PLACEMENT MAP



### ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:



C1- Cultural/Visitor's Center\* | Adaptive Reuse\*

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Austin's Cash Market

### HISTORIC WAYFINDING



H2-Zone Identification Vehicular\*\*

H3-Zone Identification Pedestrian\*\*

### HISTORIC INTERPRETIVE

Examples of Potential Zone Stories & Informationals:



I1-Corridor Kiosk\*\* I2-Corridor Interpretive Primary\*\*

These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.

- John Wood Lewis
- Lewis Park / La Plataforma
- Lewis Park Annex
- History of Racial Covenants and Cultural Restrictions
- Anita Lewis Chavez
- Fiestas Patrias & Cultural Celebrations
- Enriqueta Castelo Lewis
- Silvestre S. Herrera School
- Austin's Cash Market
- Eagle Employment Agency for Field Workers
- Westley Community Center
- Historic Sacred Heart Church
- Nuestro Park
- Cuatro Milpas Barrio

### ADDITIONAL COMPONENTS



AD1-Crosswalk Graphics\*

Form: The physical markers that are used to communicate the community's cultural stories and history.  
 \* April, 2019 Cultural Corridor Community Meeting Community Preferred "Form" Selection  
 \*\*Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

# WAYFINDING STRATEGY

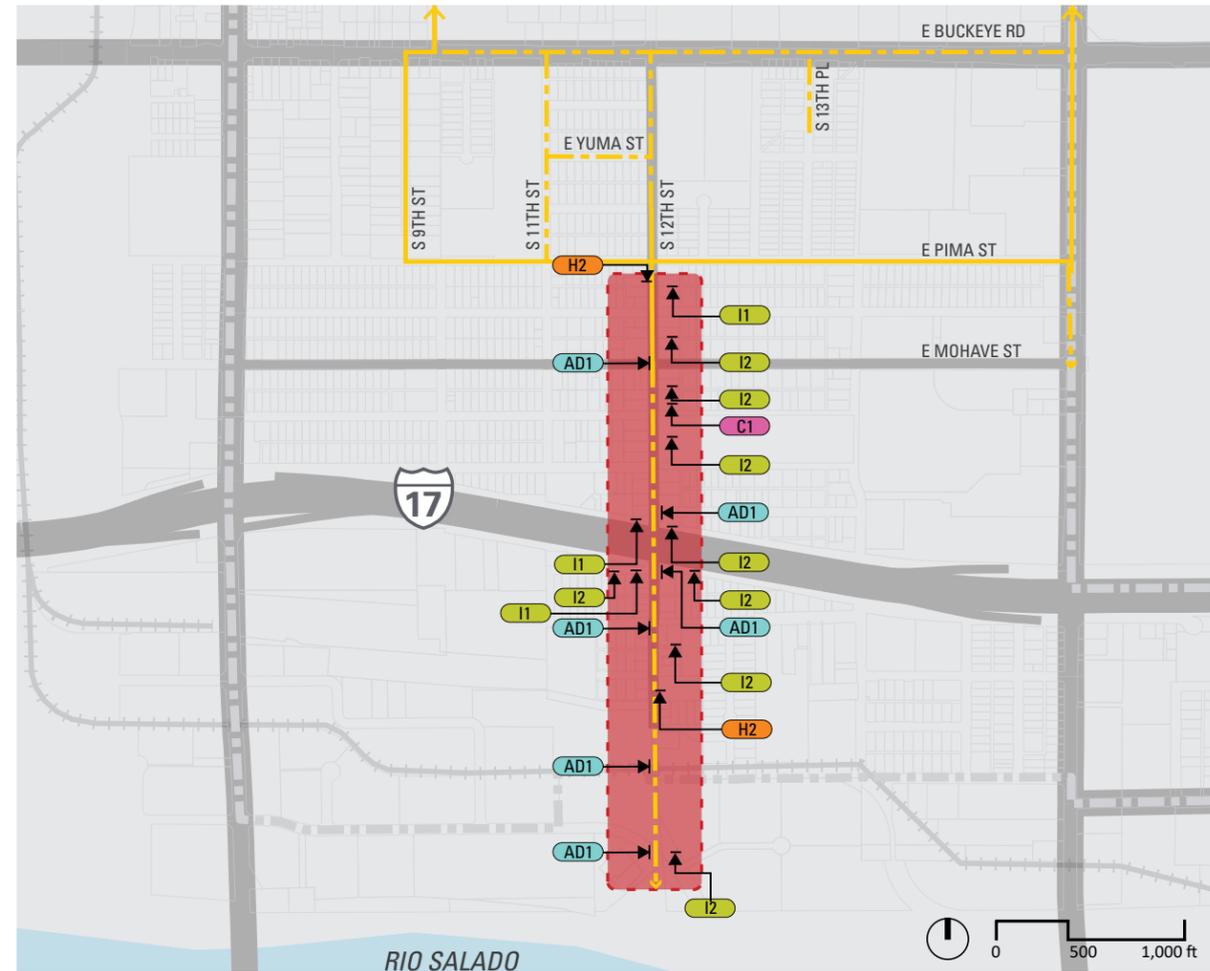
## ANN E. OTT EDUCATION ZONE IDENTIFICATION WAYFINDING & INTERPRETIVES:

Figure 7.25 demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the Ann E. Ott Education Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



(FIGURE 7.25) ANN E. OTT EDUCATION ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE PLACEMENT MAP



### ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:



C1- Cultural/Visitor's Center\* | Adaptive Reuse\*

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Southside Assembly Of God
- Ann Ott School

### HISTORIC WAYFINDING



H2-Zone Identification Vehicular\*\*  
H3-Zone Identification Pedestrian\*\*

### HISTORIC INTERPRETIVE

Potential Zone Stories & Informationals:



I1-Corridor Kiosk\*\* I2-Corridor Interpretive Primary\*\*

These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.

- Ann Ott School
- Rio Salado Beyond The Banks Initiative
- Hohokam Rio Salado Floodplain Farmers
- Phoenix Expressway / I-17 History
- Carolina's
- Iglesia De Dios & all churches
- Arizona's Copper Plates
- Green Valley Park
- Ann Ott Neighborhood
- Green Valley Neighborhood

### ADDITIONAL COMPONENTS



AD1-Crosswalk Graphics\*

Form: The physical markers that are used to communicate the community's cultural stories and history.  
\* April, 2019 Cultural Corridor Community Meeting Community Preferred "Form" Selection  
\*\*Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

# EXTENDED CONNECTIONS

## ANN E. OTT EDUCATION ZONE CONNECTION TO RIO SALADO

Figure 7.26 looks toward the 12th St tunnel and captures the connection from the Rio Salado Trail. This segment of the Ann E. Ott Education Zone is primarily comprised of warehouses but it possesses a great opportunity to encourage the use of active transportation modes that would connect to the proposed Rio Salado Trail enhancements as well as the proposed warehouse developments. This are will include:

- Zone identifications
- Crosswalk graphics
- Moment markers
- Corridor kiosk with wayfinding and zone information
- Community inspired and locally curated art
- Bicycle paths and treelined sidewalks
- Screen parking and seating when possible
- Quick Hits



(FIGURE 7.26) ANN E. OTT EDUCATION ZONE CULTURAL CORRIDOR CONNECTION TO 12TH ST TUNNEL

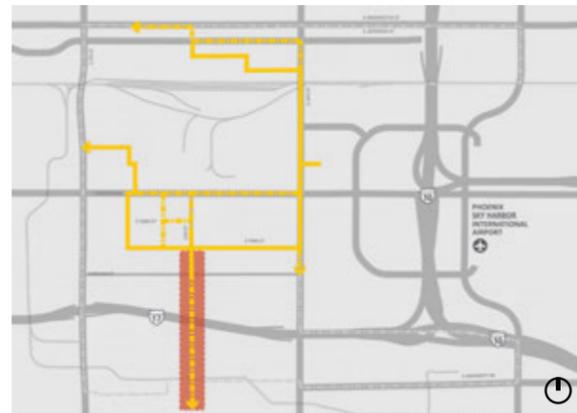


# EXTENDED CONNECTIONS

## ANN E. OTT EDUCATION ZONE CONNECTION TO RIO SALADO

Figure 7.27 looks toward the Rio Salado Trailhead and captures the connection between the 12th St Tunnel to the Rio Salado Trail. This segment of the Ann E. Ott Education Zone is primarily comprised of warehouses but it possesses a great opportunity to encourage the use of active transportation modes that would connect to the other Cultural Corridor Zones and core of the LRS study area. This are will include:

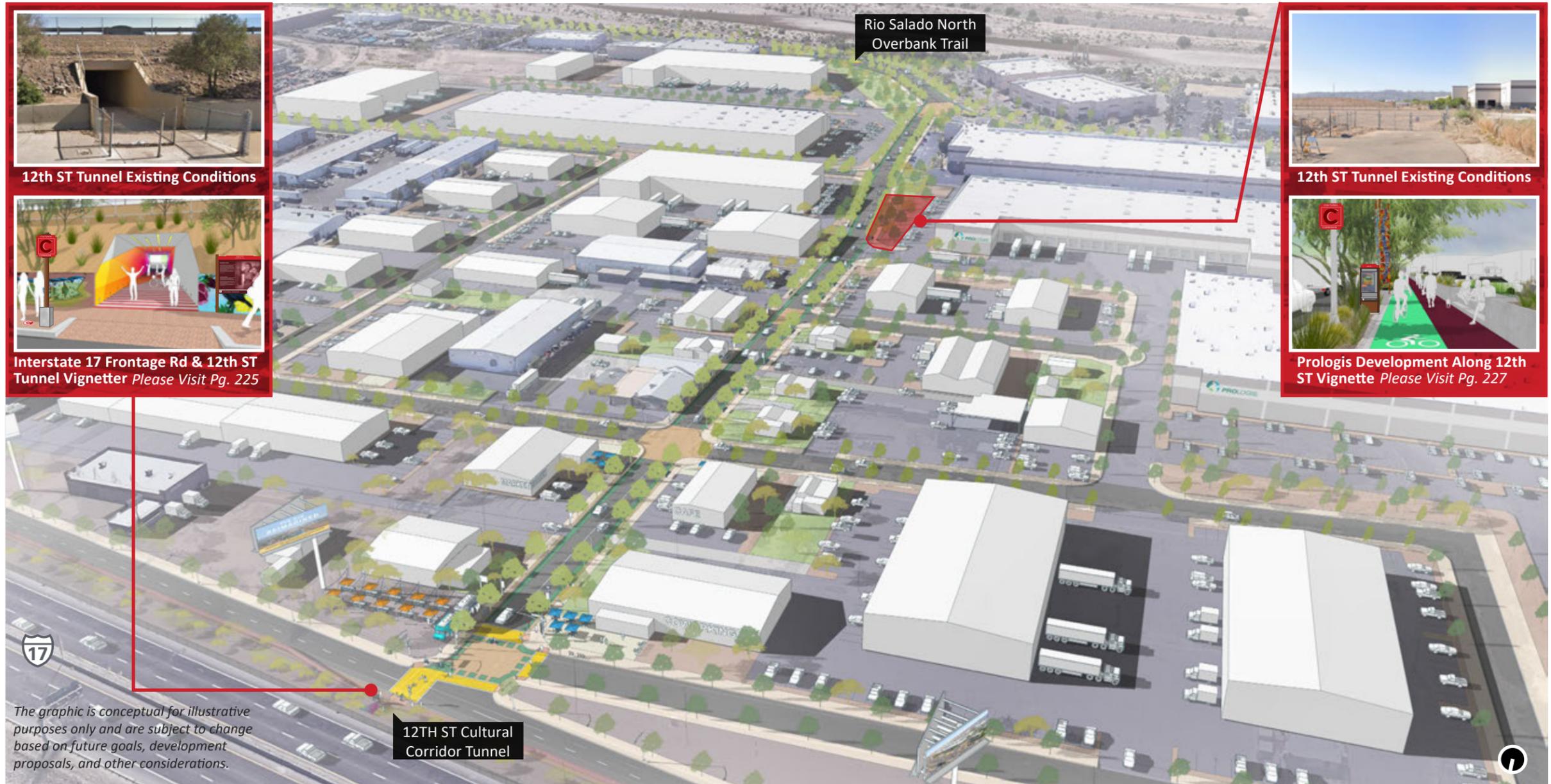
- Zone identifications
- Crosswalk graphics
- Moment markers
- Corridor kiosk with wayfinding and zone information
- Community inspired and locally curated art
- Bicycle paths and treelined sidewalks
- Screen parking and seating when possible
- Quick Hits



12th ST Tunnel Existing Conditions



Interstate 17 Frontage Rd & 12th ST Tunnel Vignetter Please Visit Pg. 225



Rio Salado North Overbank Trail



12th ST Tunnel Existing Conditions



Prologis Development Along 12th ST Vignette Please Visit Pg. 227

12TH ST Cultural Corridor Tunnel

The graphic is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

# IMPLEMENTATION PROCESS

## DESCRIPTION

The implementation of the Cultural Corridor in the LRS area, could take three different approaches (depicted in *Figure 7.28*). Implementation could range from a City-led process, businesses-led process, or a hands-on community-led grassroots process. Through the engagement process, the community identified that their preferred approach to implement their vision would be through a grassroots-led structure. Through the engagement process, many community members also identified their interest in becoming Cultural Ambassadors to help play a more active role in shaping the Cultural Corridor.



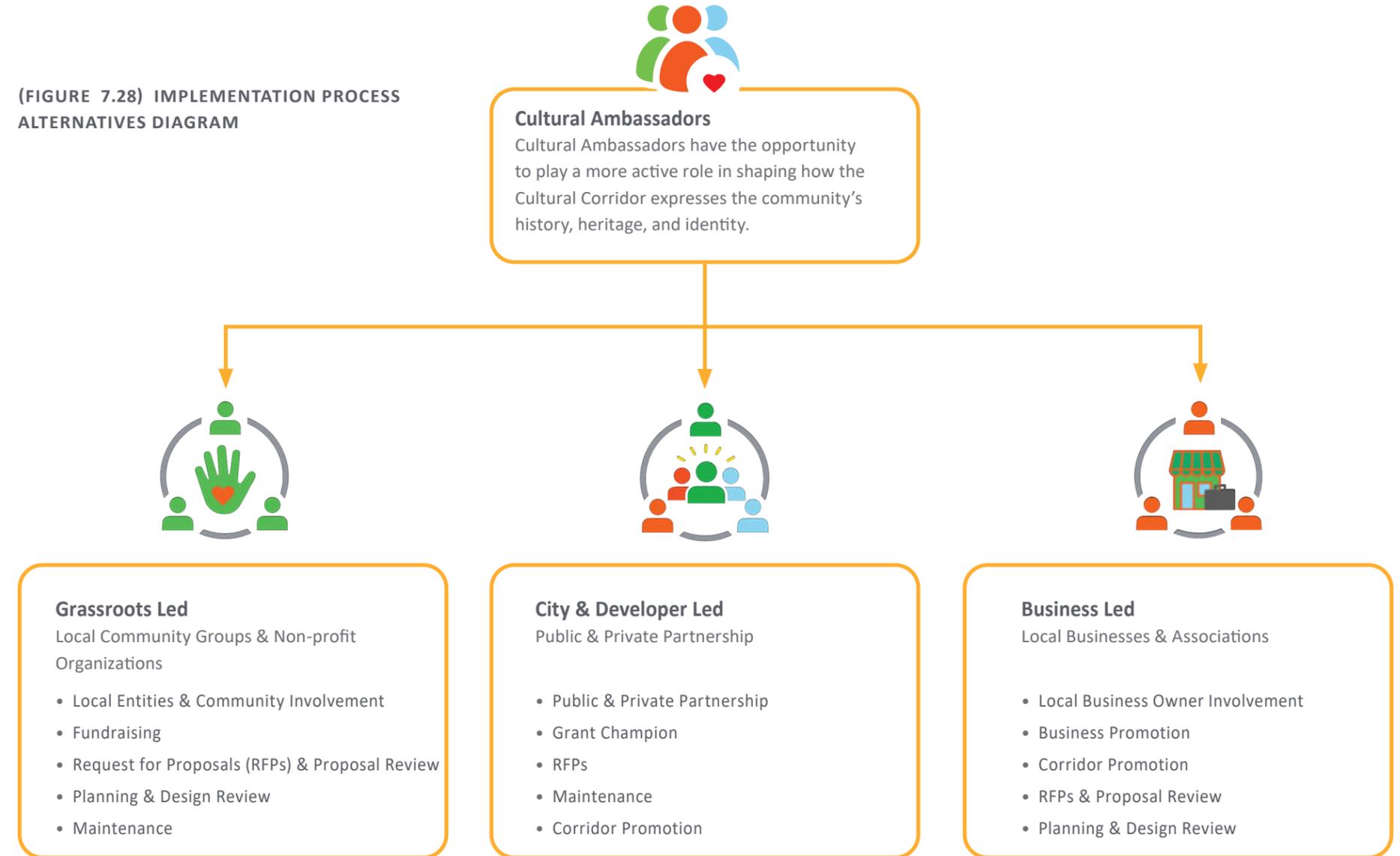
## COMMUNITY SELECTED PROCESS

### GRASSROOTS LED

LOCAL COMMUNITY GROUPS & NON-PROFIT ORGANIZATIONS



(FIGURE 7.28) IMPLEMENTATION PROCESS ALTERNATIVES DIAGRAM



# PROGRAMMING & FUNDING PROCESS

## DESCRIPTION

The Cultural Corridor is intended to provide a walkable connection between LRS planning areas, LRS cultural sites and key external nodes; provide interpretation of cultural elements and branding of planning areas. To achieve the corridor's intent, it is important to establish a funding process that will guide its development. *Figure 7.29* depicts the primary and secondary development and maintenance funding opportunities that could be used to make the Cultural Corridor a reality.

### PRIMARY DEVELOPMENT/ MAINTENANCE FUNDING

Developers of major LRS RFPs and related initiatives (e.g. Arizona Public Service Electric Company, Chicanos Por La Causa) that abut the trail may construct and provide in-lieu payment for their section of trail and interpretative features. RFPs will identify the design goals specific to the block and the developer's on- and off-site requirements for construction and maintenance of trail/features.

### SECONDARY DEVELOPMENT/ MAINTENANCE FUNDING

- 1 Secondary (Minor) LRS RFP developer in-lieu payment (equivalent to impact fee of improvement district assessment)
- 2 Major LRS RFPs developers (noted above) may be required to provide off-site construction or in-lieu payment
- 3 Federal Grants (U.S. Environmental Protection Agency, U.S. Department of Health & Human Services, and U.S. Department of Transportation)
- 4 No Cost (some sections of trail only require Americans with Disabilities Act (ADA) sidewalks, that is already in place)
- 5 Absorbed Cost (some trail sections or interpretation can be integrated with planned programming by Planning & Development, Community & Economic Development, Neighborhood Services Department, Streets, Housing, civic non-profits or new private development)
- 6 City Aviation/Streets/Parks new district capital investment or maintenance

*Note: Developer requirements to build off-site improvements, such as the Cultural Corridor, will likely require public funding or other dedicated assistance.*



(FIGURE 7.29) CULTURAL CORRIDOR PROGRAMMING & FUNDING MAP



# MOVING FORWARD

## WHAT IS AN IMPLEMENTATION TOOL?<sup>1</sup>

The LRS Implementation Strategy and tools provide guidance for new development that is informed by community and stakeholder input, environmental investigation, infrastructure assessments, market analysis, and more. Potential developers and other investors can use these resources to create proposals and produce projects that advance the LRS vision and may garner support from the community and other key stakeholders.

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A summary description of the implementation tools that may be used to guide development and support revitalization in the LRS area.

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<sup>1</sup> For more detailed information please visit the:  
[Block Planning Development Standards and Design Guidelines](#),  
[Spark Area 1 Development Standards and Design Guidelines](#),  
[Spark Area 2 Development Standard and Design Guidelines](#),  
[Spark Area 3 Development Standards and Design Guidelines](#),  
[Quick Hits Implementation Handbook](#),  
[Temporary Lot Use Proposal Pocket Space Concept](#),  
[Cultural Corridor Framework, Design Guidelines and Action Plan](#), and  
[Property Offering Summary at \[skyharbor.com/LandReuseStrategy/phase2\]\(http://skyharbor.com/LandReuseStrategy/phase2\)](#)

# LOOKING AHEAD

The LRS Vision, Land Reuse Plan, and Community-Preferred Framework for Redevelopment (Phase 1: Community Vision & Planning, 2015-2017) and LRS Implementation Strategy Report and development tools (Phase 2: Implementation & Redevelopment, 2017-2019) are the results of extensive stakeholder involvement and collaboration between area residents, businesses, property owners, community groups, developers, non-profits, school districts and universities, arts and culture organizations, the City of Phoenix, and other stakeholder groups.

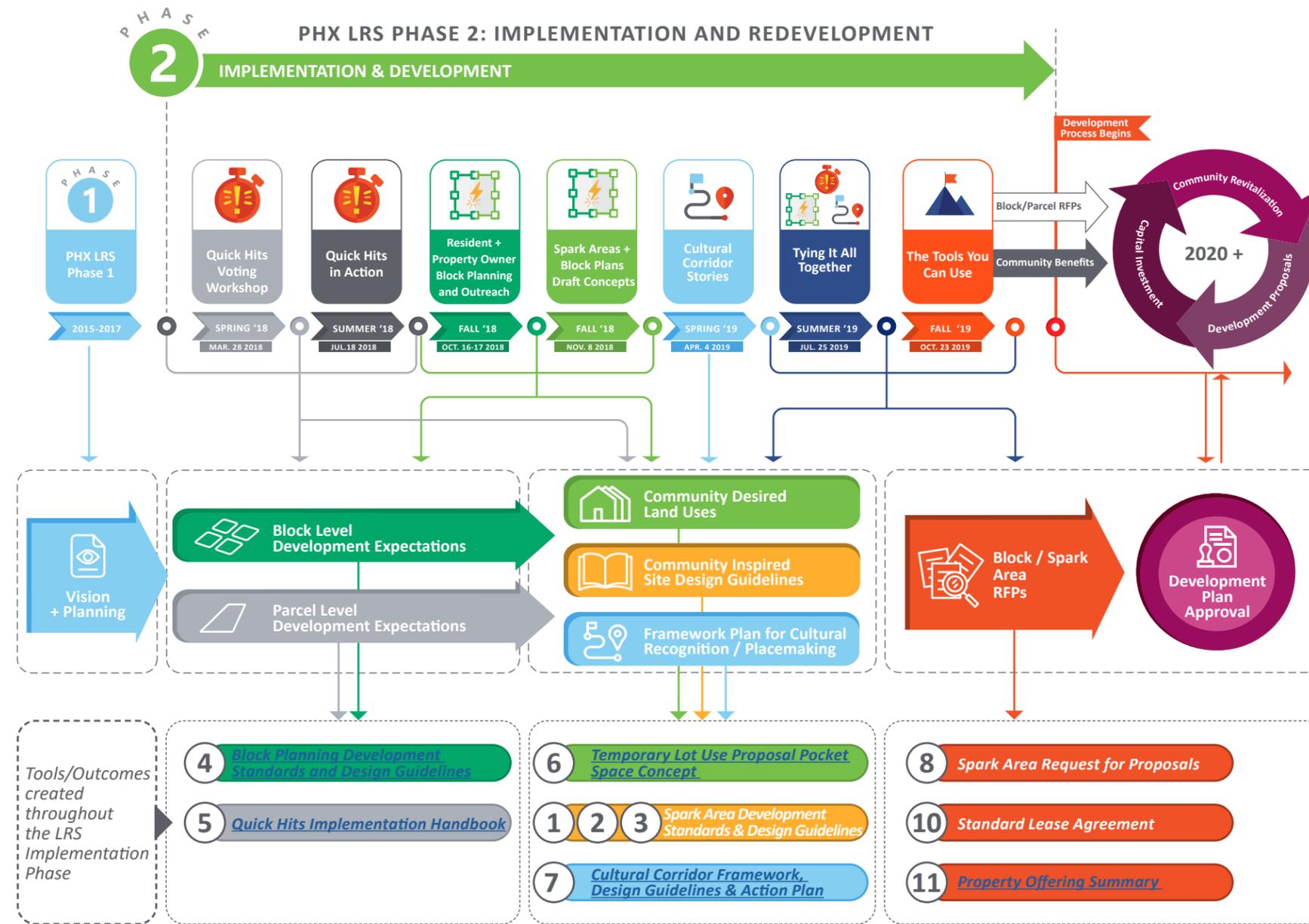
The Implementation Strategy and tools aim to provide guidance for new development that is informed by community input, environmental investigation, infrastructure assessments, market analysis, and more. Potential developers and other investors can use these resources to create proposals and produce projects that advance the LRS vision and may garner support from the community and other key stakeholders. Considering numerous factors and variables affecting future tangible outcomes, the City of Phoenix will take the lead to facilitate the area redevelopment process in order to address the community's needs, maximize the economic potential, and celebrate a renowned cultural identity of the LRS area.

## NEXT STEPS

To advance the LRS vision, plan, and implementation strategy toward noise land development and tangible neighborhood revitalization outcomes, the City, community, and other stakeholder groups should consider the following steps:

- Actively utilize the LRS Implementation Strategy and associated resources to guide future development and revitalization efforts, including: development standards, design guidelines, interim lot activation *Quick Hits Implementation Handbook*, *Cultural Corridor Framework*, *Design Guidelines & Action Plan*, and other tools to encourage community- and market-preferred developments identified through the LRS process.
- Establish an oversight entity that may assist with review of development proposals and provide long-term oversight of revitalization programming and resources. This entity could include City staff, community representatives, developers, businesses, non-profit organizations, and other key stakeholder group representatives.
- Develop an LRS branding and marketing strategy to promote key projects, opportunity sites and Cultural Corridor development. This strategy may help to attract developers, businesses, and other investments to the area.

- Identify, fund, and complete short-term capital improvement projects in the LRS area.
- Identify and advance short-term capital improvement projects in the LRS area.
- Identify and secure funding and partners that may deliver area-wide improvements in a long-term public-private partnership structure.
- Maintain and refine LRS Implementation tools and development guidance for developers, investors, and community groups that may be interested in LRS-area development and investment opportunities.



(FIGURE 8.1) LRS COMMUNITY COLLABORATION PROCESS & OUTCOMES

# WHAT WE'VE ACCOMPLISHED TOGETHER

## DEVELOPMENT STANDARDS & DESIGN GUIDELINES

Provides standards and guidelines for new development to achieve the quality, look and feel the community is seeking.



Spark Area 1 Development Standards and Design Guidelines  
Spark Area 2 Development Standards and Design Guidelines  
Spark Area 3 Development Standards and Design Guidelines  
Block Planning Development Standards and Design Guidelines

## QUICK HITS IMPLEMENTATION HANDBOOK

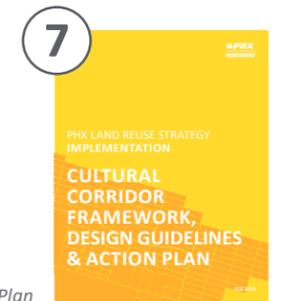
Describes short-term neighborhood enhancement opportunities, temporary lot activation ideas, and provides guidance on how to implement them.



Quick Hits Implementation Handbook  
Temporary Lot Use Proposal Pocket Space Concept

## CULTURAL CORRIDOR FRAMEWORK, DESIGN GUIDELINES & ACTION PLAN

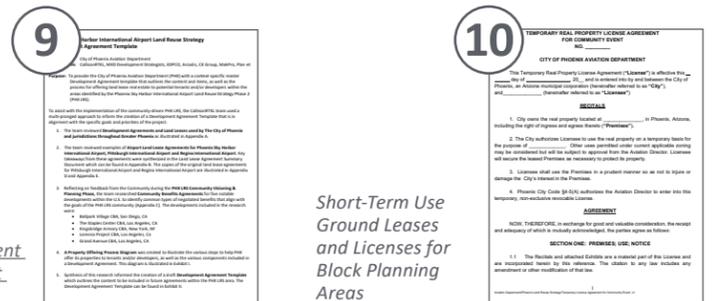
Translates multiple community voices and ideas into an urban trail concept that highlights local history and culture, including specific design guidelines and an implementation action plan.



Cultural Corridor Framework, Design Guidelines & Action Plan

## STANDARD LEASE AGREEMENT & DEVELOPMENT AGREEMENT TEMPLATE

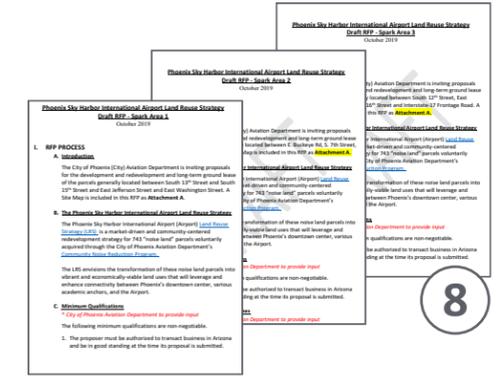
The development agreement template is a context-specific master tool outlining content, items and process for offering land leases. A standard lease agreement outlines the terms under which a party agrees to lease noise land parcels.



Development Agreement Template  
Short-Term Use Ground Leases and Licenses for Block Planning Areas

## REQUEST FOR PROPOSAL TEMPLATES

Presents specific requirements and expectations for development proposals on key sites within the LRS project area.



LRS RFP Templates - Spark Area 1  
LRS RFP Templates - Spark Area 2  
LRS RFP Templates - Spark Area 3  
LRS RFP Templates - Block Planning

## PROPERTY OFFERING SUMMARY

Presents an overview of the LRS project area, the vision and potential, and explains why it's a great place to invest.



LRS Implementation Phase Property Offering Summary

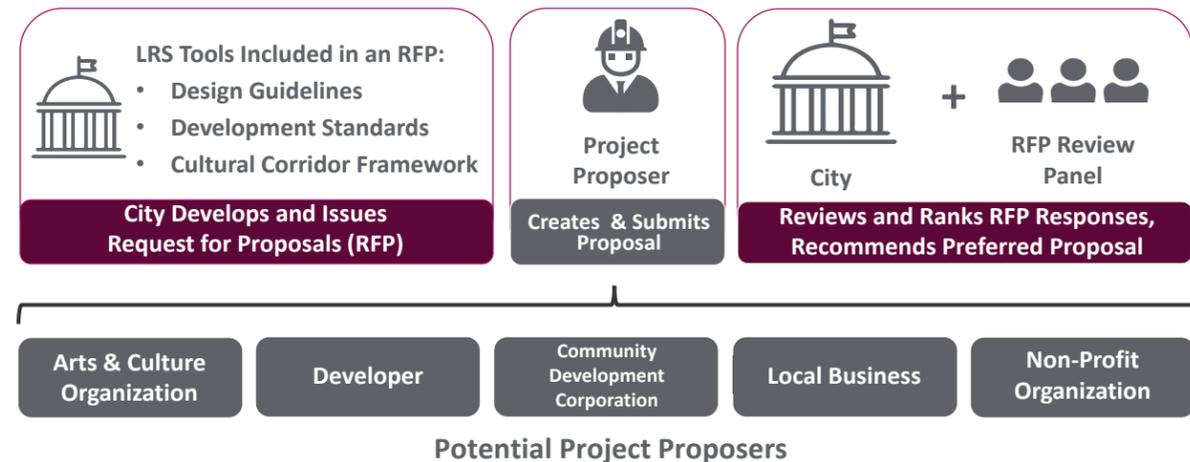
# HOW CAN THE TOOLS BE USED?

The graphics and outline below generally describe the Request for Proposals (RFP) process and how the LRS implementation tools can be used to produce community- and market-preferred noise land development and neighborhood revitalization. For detailed information about the RFP process and development opportunities, please visit [skyharbor.com/LandReuseStrategy](http://skyharbor.com/LandReuseStrategy) or call the City of Phoenix Community and Economic Development Department at 602-262-5040.

## 1 REQUEST FOR PROPOSAL (RFP) PROCESS

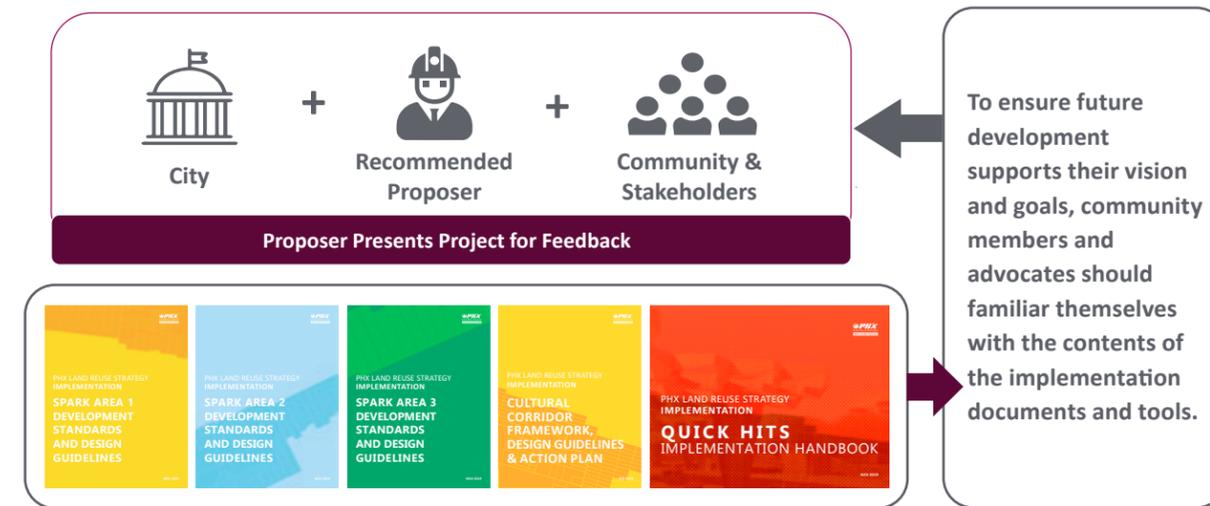
For each development opportunity (e.g., Spark Areas and Block Plans), the City will develop and issue a Request for Proposals (RFP). The RFP may include design guidelines, development standards, and other LRS tools that potential proposers can use to guide their project design.

An RFP Review Panel and key City staff will review and rank RFP responses. The panel will then recommend the preferred project proposal.



## 2 COMMUNITY REVIEW

The RFP panel's recommended proposer and City staff will present the project proposal to the community and other stakeholder groups for feedback and guidance. The proposer may use this input and LRS implementation resources to further refine the proposal and to detail the potential community benefits associated with the project.



## 3 FORMAL CITY REVIEW & APPROVAL

Following the community's review, the Community and Economic Development and Aviation departments will present the recommended proposal to the Phoenix City Council for public discussion and approval.



# 9

# GLOSSARY

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Key terms and definitions used in the Land Reuse Strategy.

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## GLOSSARY OF TERMS AND ABBREVIATIONS

**-A-**

**Action Item:** A detailed description, in concrete terms, of a measure that will be taken to advance strategies for improvement of the Planning Area.

**ADEQ:** Arizona Department of Environmental Quality

**ADWR:** Arizona Department of Water Resources

**Advisory Group:** Assembled to help inform and provide feedback on the land use planning process, the Advisory Group consisted of neighborhood advocates and representatives of community organizations.

**AFL: Airfield Elevation** - The highest point of an airport’s usable runways, measured in height above mean sea level.

**AIP: Airport Improvement Program** – Provides grants to public agencies - and, in some cases, to private owners and entities - for the planning and development of public-use airports that are included in the National Plan of Integrated Airport Systems.

**Airport Noise Compatibility Planning:** A planning process undertaken by all airports to identify locations affected by aircraft noise at levels exceeding FAA regulatory thresholds, and to introduce measures to ensure that land uses in these locations are appropriate given the noise conditions.

**ALP: Airport Layout Plan** - The current and planned airport development portrayal, which may be part of an airport master plan.

**APS:** Arizona Public Services Company

**APN:** Assessor Parcel Number

**Arterial Street:** is a high-capacity urban road. The primary function of an arterial road is to deliver traffic from collector roads to freeways or expressways, and between urban centers at the highest level of service possible.

**AZDOT:** Arizona Department of Transportation

**AZGFD:** Arizona Game and Fish Department

**AZPDES:** Arizona Pollution Discharge Elimination System

**-B-**

**Block Plan:** The identification of contiguous Airport-owned noise land parcels within the Planning Area that are developable for a variety of low- to moderate-intensity, non-residential uses consistent with the Phase 1 (Vision and Planning Phase) Land Reuse Strategy; areas designated as block plan areas typically range from 1-4 acres in size.

**BRT: Bus Rapid Transit** - A bus-based mass transit system. A true BRT system generally has specialized design, services and infrastructure to improve system quality and remove the typical causes of delay.

**Business Park:** A cohesively planned area occupied primarily by office, light industrial and industrial uses of similar character. Used interchangeably with the term “commerce park”.

**Buy (Property Inquiry):** A party’s request for information to purchase a parcel from the City within the planning area for commercial, industrial, or retail use.

**-C-**

**CBD:** Central Business District

**CFR:** Code of Federal Regulations - The codification of the general and permanent rules and regulations (sometimes called administrative law) published in the Federal Register by the executive departments and agencies of the federal government of the United States. The CFR is divided into 50 titles that represent broad areas subject to federal regulation; 14 CFR applies to Aeronautics and Space.

**Charrette:** In this study, this meeting format offered collaborative work sessions where stakeholders and members of the community rotated through interactive project stations to review and discuss key study elements and provide feedback, ideas, and comments to the project team.

**CIP:** Capital Improvement Program - a short-range plan, usually four to ten years, which identifies capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan.

**CNRP:** Community Noise Reduction Program - Under this program, the City of Phoenix Aviation Department offered voluntary sound-mitigation and relocation programs for nearly two decades to those living and working within noise-impacted areas surrounding Phoenix Sky Harbor International Airport. The programs were dedicated to reducing aircraft noise inside eligible structures and to enhancing the overall quality of life for Airport neighbors.

**Collector Street:** a low-to-moderate-capacity road which serves to move traffic from local streets to arterial roads. Unlike arterials, collector roads are designed to provide access to residential properties.

**Commerce Park:** A cohesively planned area occupied primarily by office, light industrial and industrial uses of similar character. Used interchangeably with the term “business park”.

**Community Benefit:** Programs or activities that achieve goals and objectives for community development and help meet community needs in the Planning Area; these programs and activities typically generate low or negative financial returns and may be funded or supported through a development agreement.

**Community Engagement Plan:** As part of the land use planning process, this plan outlines the key strategies to be employed in community outreach, including communication protocols and planned meetings with the stakeholders and community.

**Cultural Celebration TAC:** The Technical Advisory Committee whose objective it is to create a distinct identity and change perceptions of the Planning Area by celebrating its cultural and historical significance and building a cultural destination within the heart of Phoenix; key to this task is to facilitate implementation of the Cultural Corridor.

**Cultural Corridor:** A designated heritage pathway linking multiple neighborhoods and marked by historic markers, interpretive signage and community branding.

**-D-**

**dB: Decibels** - A logarithmic unit used to measure the power or intensity of sound, i.e. noise levels.

**Deed Restriction:** As part of a real estate transaction, certain conditions, covenants and restrictions may be written into a property’s deed. Deed restrictions can be used to influence development or prohibit certain activities.

**DEIS: Draft Environmental Impact Statement** – see definition of “EIS”

**Design Guideline:** A community-level regulatory mechanism used to guide the appearance of development by providing standards for building scale, massing and materials. An important tool to help guide development in accordance with community goals and objectives.

**Development Agreement:** A legally binding contract between a property owner or developer and a local government, often including terms not otherwise required through existing regulations.

**DNH: Determination of No Hazard** - The subject construction does not exceed obstruction standards and marking/lighting is not required.

**DNL: Day-Night Average Sound Level** - based on sound levels measured in relative intensity of sound, or decibels (dB). The higher the number, the louder the sound. DNL represents noise exposure events over a 24-hour period.

**DOH: Determination of Hazard** - The proposed construction/alteration is determined to be a hazard to air navigation.

**-E-**

**Economic Opportunity TAC:** The Technical Advisory Committee whose objective it is to identify and facilitate short-term and long-term economic development opportunities within the Planning Area that may generate employment and deliver other community benefits.

**EIS: Environmental Impact Statement** - A document required by the National Environmental Policy Act for certain actions with potential to significantly affect environmental quality.

**Employment Density:** The concentration of jobs physically located within a given area, expressed in this report as employees per square mile.

**EONS:** Economic Viability, Operational Efficiency, Natural Resource Conservation, and Social Responsibility

**EPA: Environmental Protection Agency** - Federal agency responsible for oversight of programs and regulations serving to protect environmental quality.

**ESA: Environmental Site Assessments** – Preliminary investigations conducted to assess and document environmental conditions on a subject property.

**-F-**

**FAA: Federal Aviation Administration** - Federal agency with responsibility for the oversight of planning, designating and constructing federally funded aviation projects.

**FAR: Floor-to-Area Ratio** - Expresses the relationship between the above-ground floor area of a building and the total land area of the parcel it stands on. A higher ratio generally indicates a higher density of development.

**Federal Grant Assurance:** In order to maintain FAA funding for airport improvements, the City of Phoenix must continue to meet a number of requirements that have been put in place to ensure sound airport operations and compatibility with the surrounding community.

**FEIS: Final Environmental Impact Statement** - see definition of “EIS”

**FEMA:** Federal Emergency Management Agency

**FHWA:** Federal Highway Administration

**FIRM:** Flood Insurance Rate Maps

**Flex:** A development format commonly associated with industrial areas; sites and structures are designed to accommodate a variety of non-residential uses such as light manufacturing, warehouse, office, research and development, or other uses. May be occupied by a single use, or by multiple uses occupying different spaces within the property.

**Focus Group:** Meetings based on various topic areas scheduled, as needed, with technical experts, individuals with experience in specific fields, or representation from various disciplines to advance the implementation process.

**Future Inventory:** Planned or anticipated real estate development/land uses to occur within a given area at a future time.

**Future Land Reuse Framework:** A series of three scenarios prepared for the Planning Area as part of the land reuse planning process. The three frameworks share a set of land reuse strategies common to all scenarios. Additionally, each framework highlights a set of recommendations and strategies to guide future land use in the Planning Area according to priorities which vary slightly among the individual frameworks.

**FY:** Fiscal Year

**-G-**

**General Industrial:** A term used in reference to common high-intensity non-residential land uses, such as manufacturing and assembly, packaging, food processing, contracting operations, warehousing and distribution, or similar uses.

**Goal:** A high-level, generalized expression of a desired Land Use Strategy outcome.

**-H-**

**HABU: Highest and Best Use** - In real estate development, refers to a concept that is physically possible, market supported, legally permissible, and returns the greatest net present value to the land.

**Historic Resources:** Structures, sites, districts, or regions deemed significant as locations of notable past events, or as prime examples of design or construction practices that are characteristic of past eras.

**Hotel:** A facility that offers lodging accommodations, often accompanied by a range of other services such as restaurants, convention facilities, meeting rooms, recreational facilities, casinos, and commercial shops. This type of facility is not primarily designed to serve those traveling by car, such as a motel.

**HOV:** High Occupancy Vehicle

**-I-**

**Implementation Oversight Committee (IOC):** A committee comprised of key staff from various City departments, neighborhood advocates and representatives of local organizations tasked with providing guidance to the project and overseeing the implementation phase of the Land Reuse Strategy. Implementation Strategies: In land use planning, a set of procedural, regulatory, and/or market driven mechanisms to help advance future development patterns in a direction that aligns with community objectives.

**Incentive Zone:** Incentive zoning provides a bonus, usually in the form of additional floor area permissible on a given site, in exchange for the provision of a public amenity, affordable housing, or environmentally beneficial development practices.

**Industrial (General Industrial/Flex):** Generally speaking, a high-intensity category of non-residential land use that includes sites and structures adapted for uses such as assembly, processing, and/or manufacturing products from raw materials or fabricated parts; warehousing, distribution, maintenance, and storage.

**Influencing Factor:** Refers to the three primary determinants of land use change: environment, stakeholders, and market. Each of these factors is integral to the land use planning process.

**-K-**

**Keep/Hold (Property Inquiry):** A property owner's interest in keeping their parcel of land within the planning area. There is no interest in a land swap or selling their property.

**-L-**

**Land Use:** Describes specific use of land and its buildings, typically in categorical terms such as residential, commercial, industrial, recreational, or other classifications that may vary in their level of specificity. The term "land use" refers to property based on its physical characteristics and does not necessarily reflect the activities of property owners or tenants.

**LCP:** Life Cycle Program

**Lease (Property Inquiry):** A property owner's request for information to lease a City parcel within the planning area for commercial, industrial, or retail use.

**LRS:** Land Reuse Strategy

**LRT:** Light Rail Transit

**-M-**

**MAG:** Maricopa Association of Governments

**Market Impact Area:** Used for market analysis purposes, this area extends beyond the Study Area to include surrounding locations with development patterns and market characteristics that potentially influence the Planning Area. The Market Impact Area boundaries are based on field work, market participant interviews, established real estate submarkets, and relevant development patterns.

**Market Potential:** The entire size of the market for a product at a specific time. It represents the upper limits of the market for a product measured either by sales value or sales volume.

**Market Trade Area:** Used in market analysis for retail, hotel, and mixed use, the Market Trade Area includes all land within a three-mile radius from the center of the Planning Area. For hotel market analysis, properties within an additional half mile of the Market Trade Area were included in analysis.

**Mixed Use:** Refers to a building or property that incorporates multiple uses generally within a single vertical structure. Typical mixed-use arrangements may include two or more of the following: office, hotel, retail, residential and recreational/cultural. In Phoenix, this term generally infers the inclusion of residential.

**MPO:** Metropolitan Planning Organization MS4: Municipal Separate Storm Sewer System MSF: Million Square Feet

**MSL:** Mean Sea Level

**MW:** Megawatts

**-N-**

**NAACP:** National Association for the Advancement of Colored People

**NAOIP:** Commercial Real Estate Development Association – A professional industry organization for developers, owners and investors of office, industrial, retail and mixed-use real estate. The affiliated NAIOP Research Foundation conducts research assessing the trends, economic viability, and needs of the built environment.

**National Register:** Refers to the National Register of Historic Places, a federal program managed by the National Park Service to catalog historically significant structures or sites for preservation purposes.

**NAVAID: Navigational Aid** - Any visual, radio, or electronic device that provides navigational guidance to aircraft pilots.

**NCP:** Noise Compatibility Program

**Neighborhood Quality TAC:** The Technical Advisory Committee whose objective it is to enhance the quality of the neighborhoods within the Planning Area with a focus on engaging community-based organizations, improving City services and security, and identifying appropriate interim uses and activities within the Planning Area.

**NLR:** Noise Level Reduction: The amount of noise level reduction achieved through incorporation of noise attenuation (between outdoor and indoor levels) in the design and construction of a structure.

**Noise Land:** Real property that an airport acquires in a noise-impacted area around an airport. Locations within the DNL 65 dB contour are considered noise-impacted areas. See also "Subject Parcels"

**Non-Business Use (Property Inquiry):** A property owner's request for information to lease a City parcel for any use other than commercial, industrial, or retail purposes.

**NPH:** Notice of Presumed Hazard

**NRHP:** National Register of Historic Places

**-O-**

**OD: Overlay District** – Defined areas in which additional land use regulations supplement the guidance provided by underlying basic zoning designations.

**OEP:** Office of Environmental Programs

**Office:** A primary land use category, intended for a room or group of rooms for employees of businesses or organizations that provide knowledge-based, communication, or medical services.

**OU:** Operable Unit

**-P-**

**PAAB:** Phoenix Aviation Advisory Board

**Pending (Property Inquiry):** A party's undecided interest in buying, selling, swapping, leasing, holding, business expansion, or request for reallocation assistance within the planning area.

**PFC:** Passenger Facility Charge

**PHX:** Phoenix Sky Harbor International Airport

**Placekeeping:** the active care and maintenance of a place and its social fabric by the people who live and work there.

**Placemaking:** is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

**Planning Area:** Illustrated in Figure 1.3, the Planning Area includes 743 noise land parcels being studied for redevelopment. Also referred to as the "project area".

**PMC: Project Management Committee** – Part of the project Community Engagement Plan, this group was comprised of City of Phoenix staff from multiple departments; actively involved in guidance and review throughout the Land Reuse Strategy process.

**Policy:** A high-level statement of direction in addressing issues present in the Planning Area.

**Population Density:** The concentration of residents living within a given area, expressed in this report as residents per square mile.

**Property Inquiry:** A party’s request for information related to a property within the planning area. A party’s interest can include: Buy, Sell, Swap, Keep/ Hold, Lease, or Undecided.

**PUD: Planned Unit Development** – Zoning strategy in which a large-scale, contiguous property is granted consideration as a cohesive unit with a particular set of zoning and/or design regulations with flexibility to reflect its unique needs.

-Q-

**Quick Hit:** A near-term action or interim use of noise land that provides community benefit, attracts redevelopment interests, and raises noise land inventory value.

-R-

**R&D: Research and Development** – A development format typically associated with business parks or industrial areas, which provide buildings and sites designed to support research, development or innovation in technology intensive operations. R&D facilities often require specialized infrastructure and equipment.

**Relocation Assistance:** Assistance with relocating to a different property. Resources may include government, non-profit or other community organizations.

**REC:** Recognized Environmental Condition

**Resident and Property Owner Survey:** A survey located on the project website to be completed by a party interested in requesting information related to a property within the planning area.

**Retail:** A primary land use category, the purpose of retail is to promote, distribute or sell products and services to the general public. Retail developments are usually located in high traffic or easily accessible areas, and buildings are configured for the display of merchandise and to facilitate interaction between customers and employees.

**Revitalization:** A set of initiatives aimed at reversing neighborhood decline.

**RFP:** Request for Proposal

**RTP:** Regional Transportation Plan

-S-

**Sell (Property Inquiry):** A property owner’s interest in selling their parcel of land, either to a private party (to an investor or land developer for example) or the City. Indicating an interest in selling does not mean the owner is necessarily ready to sell.

**SFA: Single-Family Attached** – Type of residential housing.

**Spark Area:** Spark areas represent a cluster of noise parcels near major infrastructure. The development of which is anticipated to play a transformative economic role in the community; a total of (3) spark areas have been designated within the Planning Area.

**SR:** State Route

**SRP:** Salt River Project

**Stakeholder Interview:** Interviews with various key stakeholders to ascertain their thoughts and opinions on use of the noise parcels and redevelopment of the Planning Area.

**Strategy:** A general description of measures to be taken in order to achieve policies in the Planning Area.

**Strategic Framework:** A series of concepts that have been established to help guide and refine the planning of the project area.

**Study Area:** Includes the entire Planning Area, as well as a 500-foot buffer in order to provide information that may affect land use at the edge of the Planning Area. See Figure 1.3.

**Sub-area:** The Planning Area is divided into north, central, and south sub-areas according to common characteristics and planning objectives within each area. See Figure 1.3 .

**Subject Parcels:** Refers to the 743 parcels within the Planning Area that were previously acquired under the VARS program. See also “noise land”

**SWAP:** State Wildlife Action Plan

**Swap (Property Inquiry):** A property owner’s request for information to swap their parcel of land for another parcel within the planning area for commercial or industrial use.

**SWMP:** Stormwater Management Plan SWG: Southwest Gas Corporation

-T-

**TAZ:** Traffic Analysis Zones

**Technical Advisory Committee (TAC):** A committee comprised of representatives from planning sub-areas and interested stakeholders tasked with facilitating implementation of the Land Reuse Strategy. There are three (3) TACs each aligned with one of the Land Reuse Strategy goals – Cultural Celebration, Economic Opportunity and Neighborhood Quality.

**TIP:** Transportation Improvement Program

**TOD: Transit Oriented Development** – A mixed-use community development strategy that concentrates residential and non-residential uses in a walkable setting with access to light rail or other public transportation hub.

-U-

**Undecided (Property Inquiry):** A property owner’s request for additional information before making a decision about what they would like to do with their property.

**UPRR:** Union Pacific Railroad

**USDOT:** United States Department of Transportation

**U.S. FWS:** U.S. Fish and Wildlife Service

-V-

**VARS:** Voluntary Acquisition and Redevelopment Services

**VARS Program Area:** A contiguous area surrounding Phoenix Sky Harbor Airport, within which residential properties were eligible to participate in the Voluntary Acquisition and Redevelopment (VARS) program. This area is characterized by aircraft noise levels between DNL 65 and 75.

**VPC:** Village Planning Committee

**VOC:** Volatile Organic Compound

-W-

**WU:** The Walkable Urban Code

-Z-

**Zoning:** A regulatory tool managed at the municipal level, which identifies permitted land uses, provides physical parameters for sites and structures, and defines the administrative procedures that apply to development projects within the community.

*Note: Definitions presented in this appendix have originated, and in some cases been modified, from sources including “Airport Planning and Management– 4th Edition,” “FAA Airport Design Standards;” “FAA Air Quality Procedures for Civilian Airports and Air Force Bases Technical Handbook;” CoStar Group, and other applicable guidance document.*



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**IN COLLABORATION WITH**

**Neighborhood Residents**

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**Property Owners**

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**City of Phoenix**

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