

PHX Land Reuse Strategy

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

January 31, 2019

Welcome

AGENDA

Culture as Community Success

Your Proposals & Experience

What You Should Be Listening For

Session 1: Content - Cultural Celebration

Session 2: Form - Neighborhood Quality

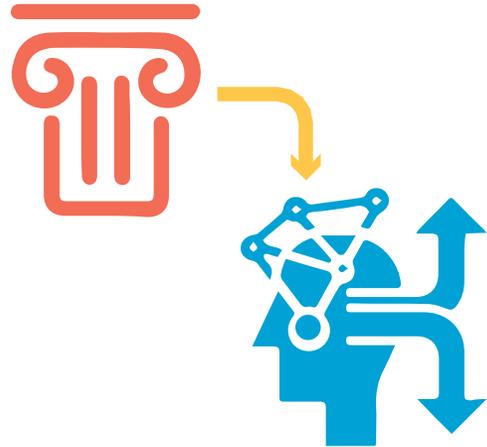
Session 3: Process - Economic Opportunity

What's Next



Culture as Community Success

KEY CONTRIBUTORS TO COMMUNITY GROWTH



**Culture shapes
decision-making**



Attracts talent & ambition



**Arts & cultural
industries support
economic development**

CULTURAL CAPITAL AS COMMUNITY WEALTH



Elements of Cultural Capital

- *Art, Music, Dance, Food*
- *Skills*
- *Tastes & Mannerisms*



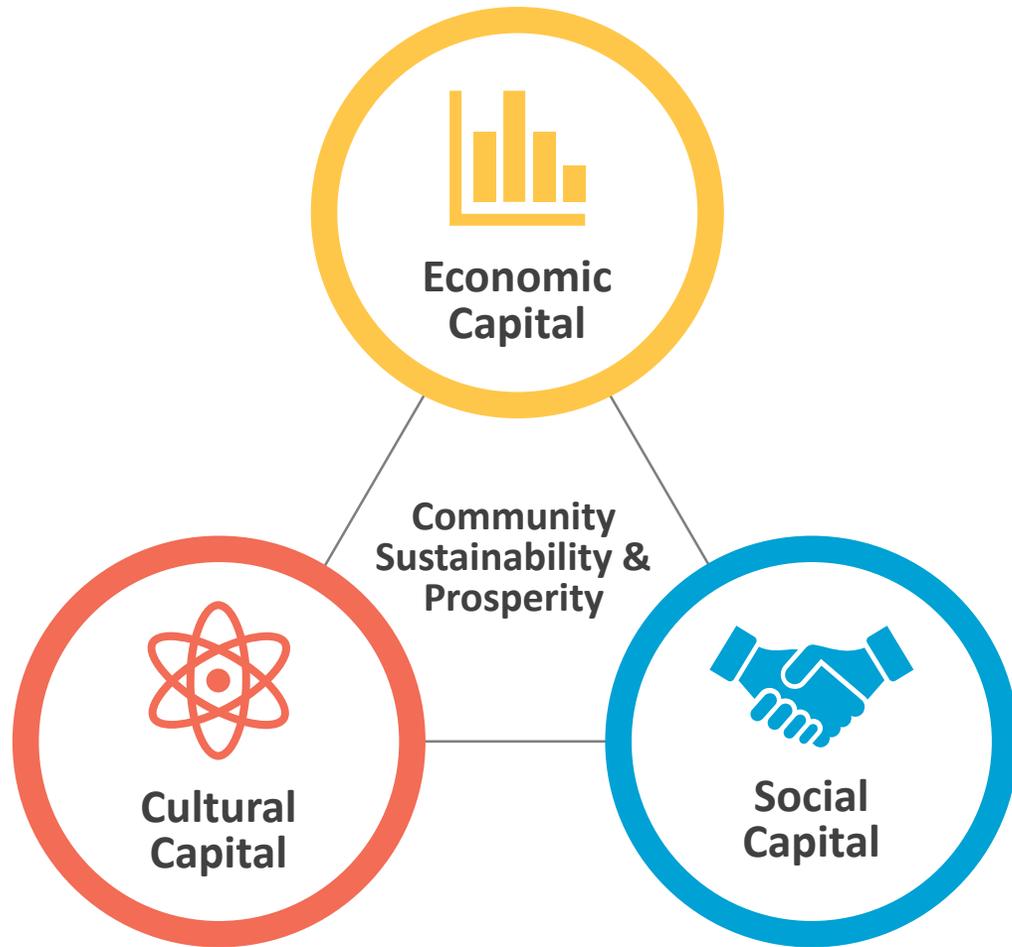
Empowerment



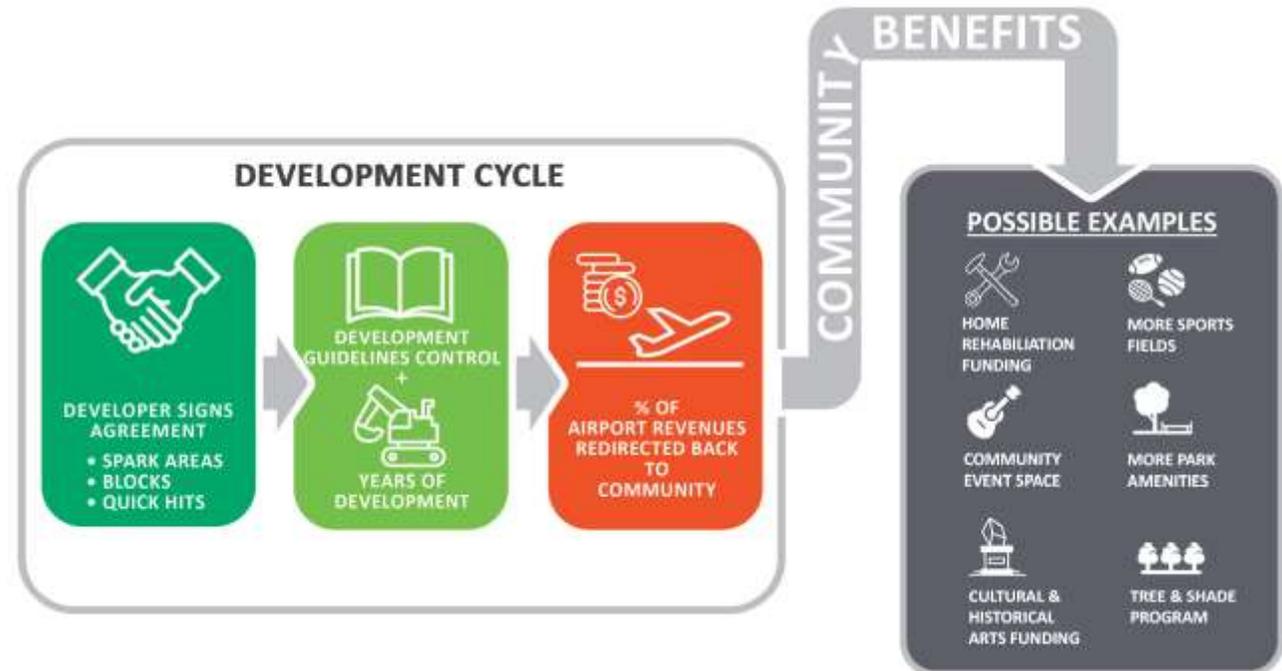
Community Cultural Wealth

- *History*
- *Memory*
- *Experience & Interests*

THE BENEFITS OF CULTURAL CAPITAL

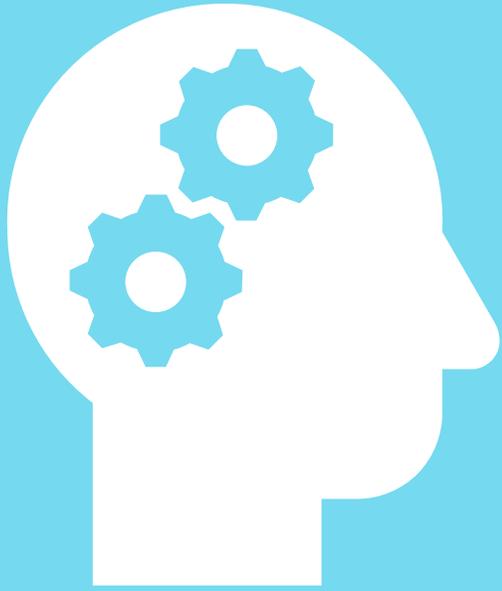


***A COMMUNITY WITH HIGH CULTURAL CAPITAL
LEADS TO GREATER COMMUNITY SUCCESS!***



Your Proposals & Experience

YOUR PROPOSALS & EXPERIENCE



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

** 3-5 min presentation per person.*



YOURLAND

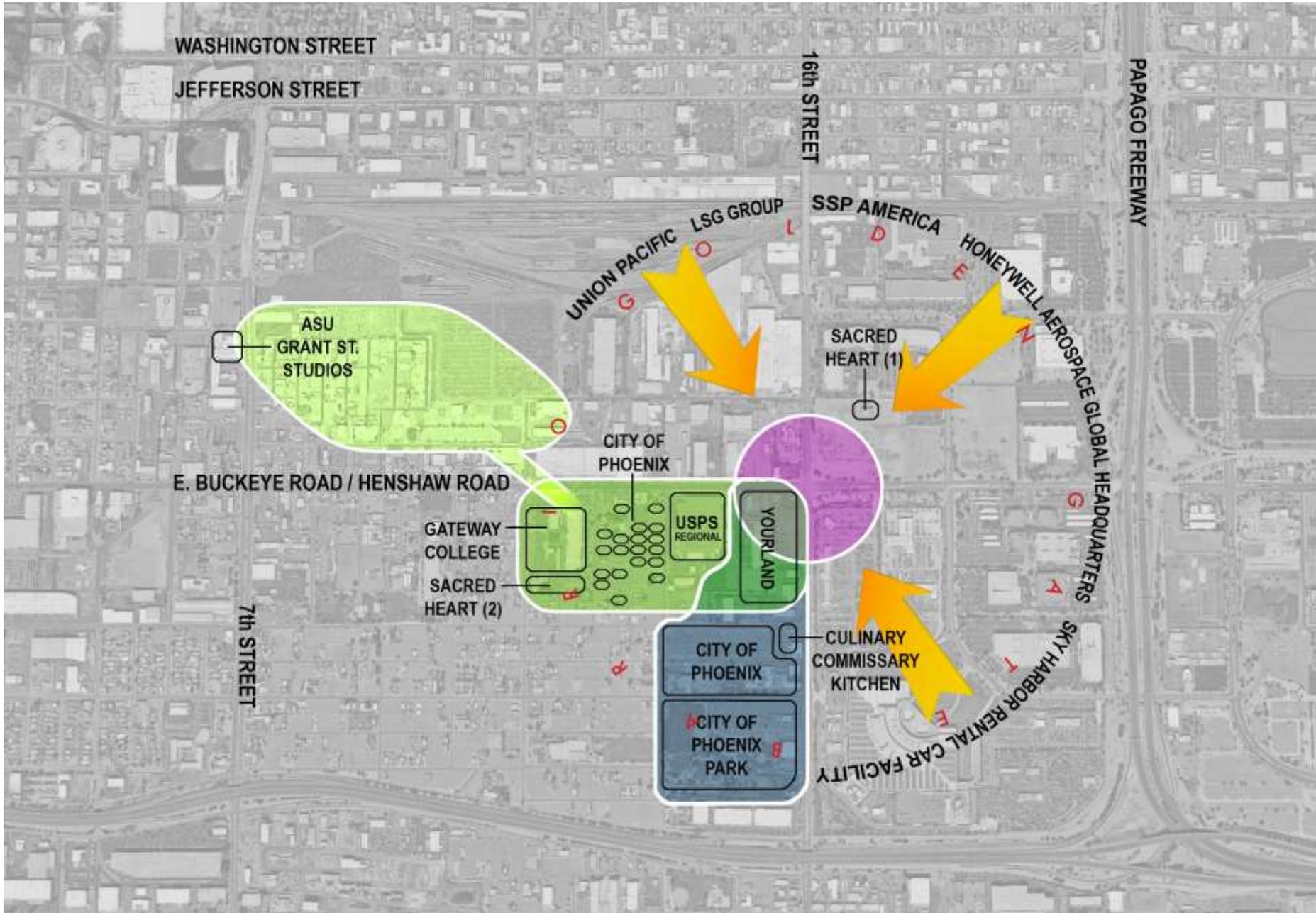
Sloane McFarland



- 1 - Downtown Phoenix
- 2 - Warehouse District
- 3 - Roosevelt Row Arts District
- 4 - Welcome Diner/ Garfield Historic District
- 5 - Yourland**
- 6 - Phoenix Sky Harbor Airport



- 1-BILLBOARDS - commercial billboards financing public art of memorial media and color exercise.
- 2-SHELL - American gas station to pushed to its max holistic value powered by solar energy, offering electric/propane/ alternative fuels, and an organic/natural foods section
- 3-HISTORY OF RETAIL - wall mural reflecting the Shell station's site and the history of mass consumer goods and supplies.
- 4-WELCOME CHICKEN + DONUTS - a farm to table/fast food restaurant serving Korean Fried Chicken and both old school and artisan donut
- 5-BURGER KING - home of the Whopper, American fast food.
- 6-ANDY EATS A WHOPPER - the 1981 short by filmmaker/writer/poet Jorgen Leth.
- 7-WELCOME COFFEE - FUTURE
- 8-WELCOME PRODUCTS - FUTURE
- 9-WELCOME PROVISIONS - FUTURE
- 10-OUTDOOR ART PARK - FUTURE
- 11-AVAILABLE 20,000 - 30,000 sq ft Flex Office
- 12-INNER FREEDOM - a video of the Statue of Liberty animated by it's visitors act as a welcoming symbol to the visitors of the Citizen's space.
- 13-UNITED STATES CITIZENSHIP AND IMMIGRATION SERVICES (USCIS) - immigrants and new citizens come through the USCIS to become citizens, take English classes, job train and raise capital for a business.
- 14-SILVERCAR - the uber of rental cars including app reservations, picks up at the terminal and drop off your silver Audi rental car. No paperwork, no going inside the office - just drive off
- 15-DADDY DAUGHTER TRIP - indoor mosaic billboard comprised 2,400 photos of daddy and daughter's LA trips/ Silvercar rental experience documented via iPhones.
- 16-THE MEADOW - Event Venue FUTURE
- 17-BIANCO HQ - world renowned Bianco will be housing the production of his canned goods and other edibles for distribution all around the country
- 18-AVAILABLE 7,500 sq ft Flex Office
- 19-WELCOME PROJECT + EVENTS - multi purpose space for creative artists and professionals to network, have meeting space or present and event for public consumption
- 20-PITIC + EVENTS - authentic Mexican cuisine and culture filled night time events
- 21-AVAILABLE 21,500 sq ft Flex Office



- Preferred Spark Area 2 appears to have a diagonal pedestrian walkway
 - Recommends multiple cultural displays along this walkway in the form of:
 - Statues
 - Murals
 - Water Fountains
 - Art Displays, etc.
 - Each with a plaque explaining cultural significance
- Likes the idea of using the small stone house on CPLC property for an audiovisual museum
 - Monitor presents 15 minute historical perspective on the area
 - Walls lined with historical photos
- Capture a verbal history from elderly residents
 - Verbal history/reflections would be part of the AV presentation
 - Production estimate cost \$25,000-\$50,000



Spark Area 2 Diagonal Walkway

WHAT YOU SHOULD BE LISTENING FOR

Cultural Celebration
Technology
Advisory Committee



CONTENT

Stories, themes, &
priorities

Neighborhood
Quality Technology
Advisory Committee



FORM

Scales/ways to
illustrate your stories

Economic Opportunity
Technology Advisory
Committee



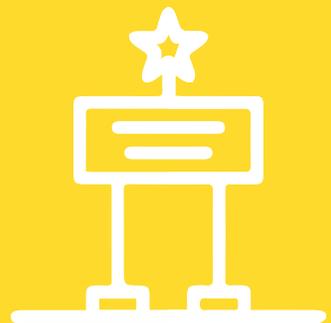
PROCESS

Management
structure, funding,
& partners

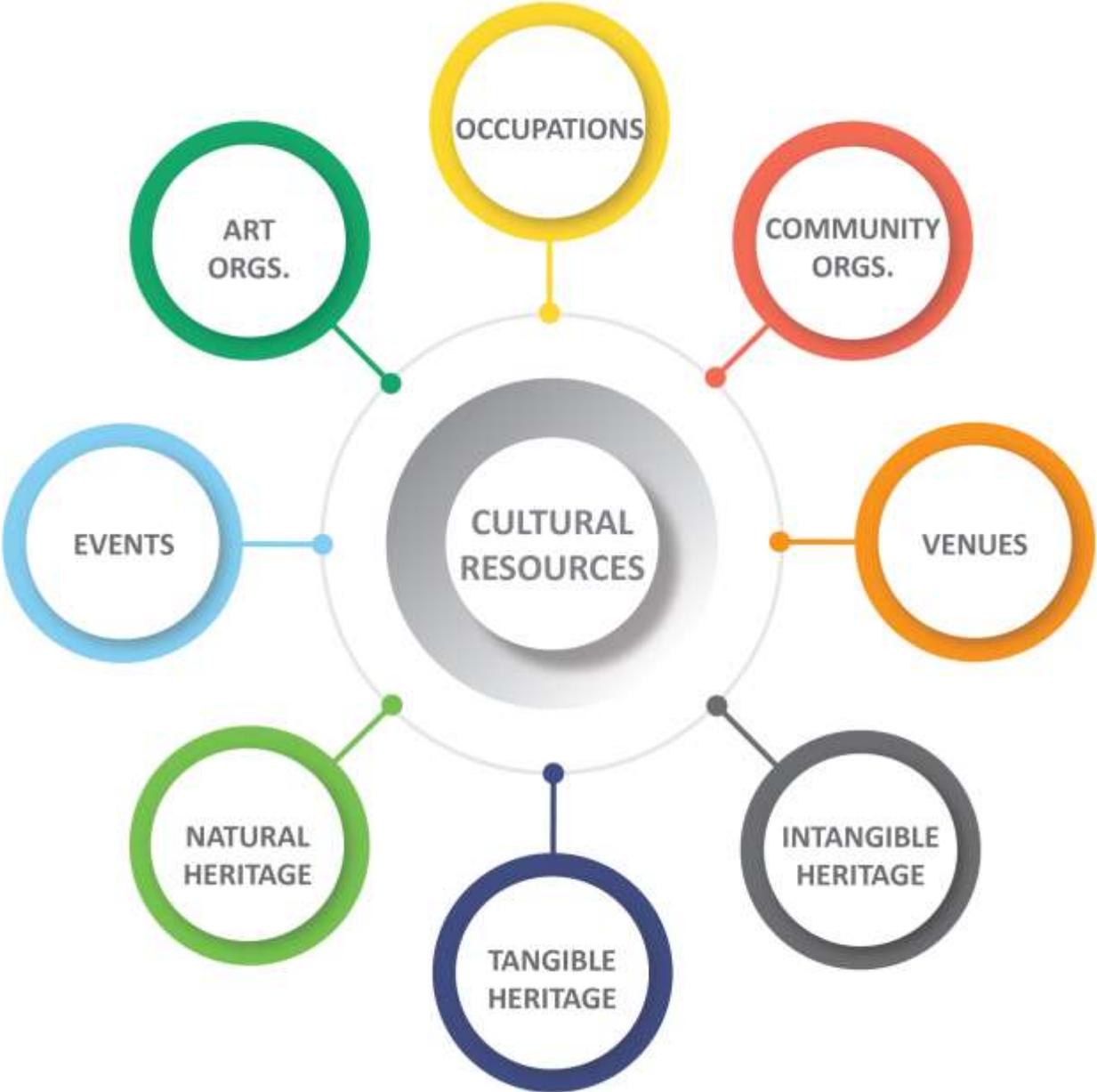
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CONTENT:

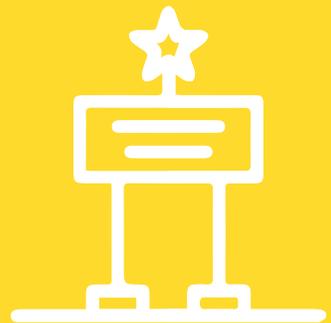
Cultural Celebration



CULTURAL RESOURCES AS ASSETS



Approaches



THEME 1: PEOPLE



Father Albert Braun O.F.M



Cesar Chavez



Ann E. Ott



Aubrey Aldridge and
Winstona Hackett Aldridge



Lincoln J. Ragsdale



Lincoln J. Ragsdale



Calvin Goode



Jose M. Iberri



Carver Barnes



Pete Bugarin



John Y. T. Smith



W.A. Robinson



John W. Lewis



The Faz Family



Noah G. Billings



Moses Sherman



Wing F. Ong



Silvestre S. Herrera



Wade H. Hammond



James Watkins Family



J. Parker Van Zandt



Adam Diaz



John Diaz



Pastor Marye A. Hutchings



Sister Mary Luca Junk



And Any Others?

THEME 1: PEOPLE

The image features a central aerial photograph of Phoenix, Arizona, with a yellow-outlined polygon highlighting a specific urban area. Yellow lines radiate from various points within this polygon to connect it to individual portraits of people. The portraits are arranged around the map, with some showing individuals in professional or religious settings, and others showing more candid moments. The names of these individuals are printed below their respective photos.

Portraits and names shown:

- Father Albert Braun O.F.M.
- John W. and Enriquetta Lewis
- Noah G. Billings
- Ann E. Ott
- Pastor Marye A. Hutchings
- Silvestre S. Herrera
- Moses Hazeltine Sherman
- John Diaz
- Calvin Goode
- Wing F. Ong
- Sister Mary Luca Junk
- Cesar Chavez
- Adam Diaz



THEME 2: HISTORIC & CULTURAL PLACES

Tanner Chapel African Methodist Episcopal Church

Immaculate Heart of Mary Church

Immaculate Heart of Mary Auditorium*
Phoenix Christian Center*
First Mexican Baptist Church*

Swindall Tourist Inn

Ong's (Jim) Market

Washington (Booker T.) School

Higher Ground Church of God in Christ*
Toy-Ong Building
Robinson (W.A.) House*
Hammond (Wade H.) House*

Aldridge (Aubrey and Winstona) House

Abraham Bungalows*

Phillips (Lucy) Memorial C.M.E. Church

Hayes (Zoe) House*
Calvin & Georgie Goode House & Office

1329 E Madison St (The Faz Family Homestead)

Arizona Compress and Warehouse Co. Warehouse **Eastlake Park**

Modern Food Market*
Greater Friendship Missionary Baptist Church*

Paolino Candy Company*

Ford-Levy Furniture Company

Arizona Citrus Growers Association Warehouse

Southwest Cotton Company
General Sales Company Warehouse

716 S 7th St

Santa Rita Center

Jones-Montoya House

Silvestre Herrera School

Tang (K.L.) Grocery and Residence*

Lewis Park Subdivision

Adobe House (1113 S 13th St)*

Adobe House (1109 S 13th Pl)*

Adobe House (1131 S 13th Pl)*

1127 S 13th St

Adobe House (Genaro & Josefina Contreras House)*

Adobe House (1427 S 13th Pl)*

de Gutierrez (Phillip and Rosa) House*

Wah (W.H.) and Company Grocery*

Austin's Cash Market*

1350 S 11th St

1300 S 10th St

Sacred Heart Church

Food City*

Food City #2

Carolina's / Neighborhood Grocery*

Southside Assembly of God*

Ann Ott School

Gospel Center Church and Dormitory*

Apache Street

Saint Mary Magdalene Chapel

St. John the Baptist Church

Hohokam Fields

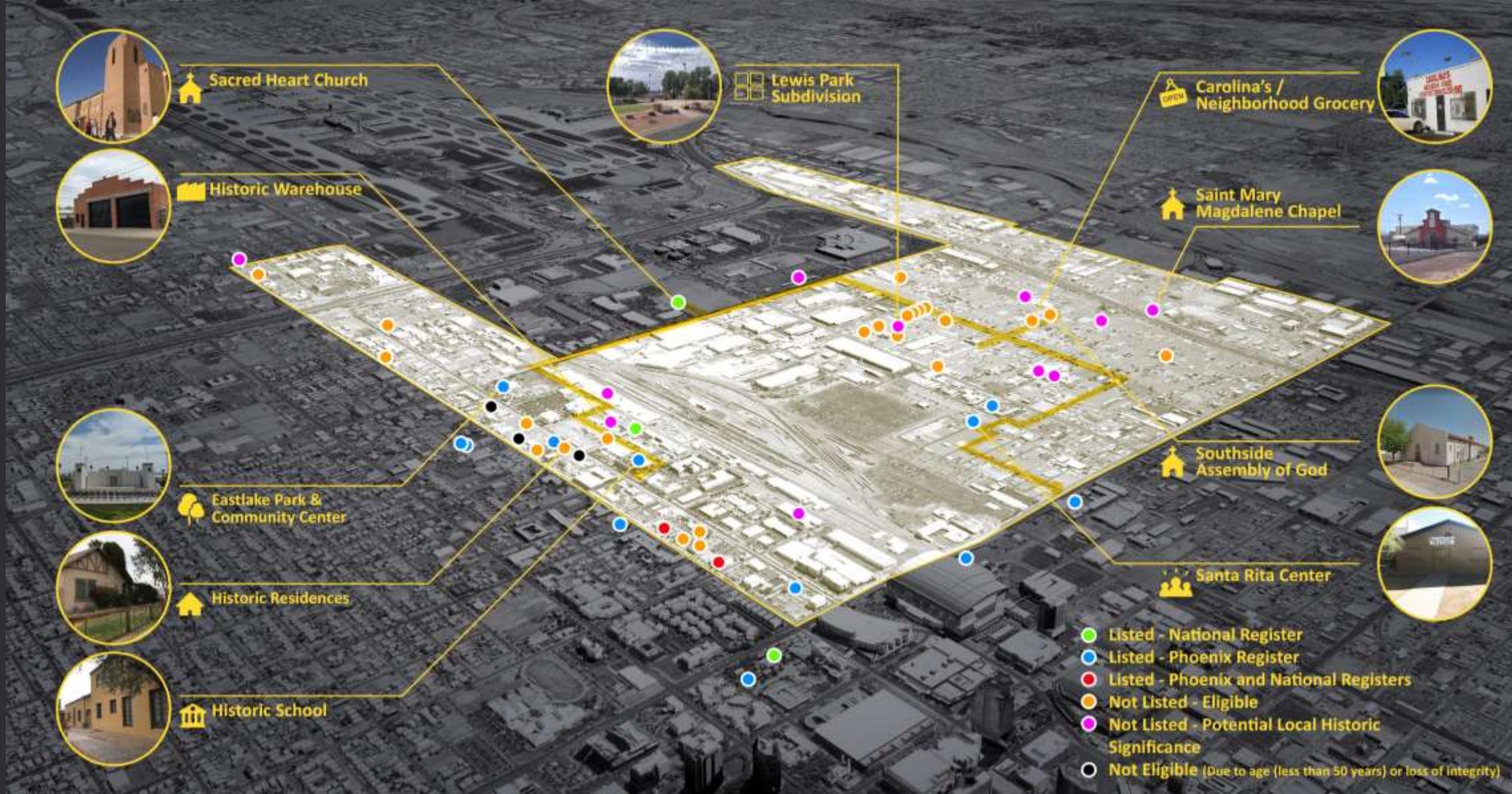
Salt River

And Any Others?

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

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

THEME 2: HISTORIC & CULTURAL PLACES



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

The proposed approach is conceptual and is subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.

THEME 3: HISTORICAL EPOCHS



1865
Fort McDowell was established on the Verde River



1880
Chinese Americans railroad laborers settled and established businesses south of Phoenix, growing vegetables, and operating groceries, restaurants and laundries.



1890
Phoenix Park (renamed East Lake in 1902) Opened



1945
Silvestre Herrera accepted the Congressional Medal of Honor from President Harry S. Truman



1947
Father Albert Braun receiving the Silver Star from General Jonathan Wainright



2004
Calvin Goode received the Hon Kachina Volunteer Award for his work in creating opportunities for others



2012
The Sacred Heart Church listed on the National Register of Historic Places

PREHISTORIC **CIVIL WAR - PRE WWI** **INTER WAR ERA** **POST WWII** **CIVIL RIGHTS ERA** **21ST CENTURY**

A.D.500
Agricultural productivity of Hohokam fields on Salt River Floodplain Seasonal Residents



A.D.1300
Residential Settlement in Pueblo Salado



1926
Lewis Park subdivision was created exclusively for Hispanic People



1935
Sky Harbor Airport Established



1953
The Ragsdale family led the movement that culminated desegregation of Phoenix's public schools



1972
Cesar Chavez began his 24-day hunger strike at the Santa Rita Center, protest for the rights of farm workers



THEME 3: HISTORICAL EPOCHS



THEME 4: COMMUNITY EXPERIENCE

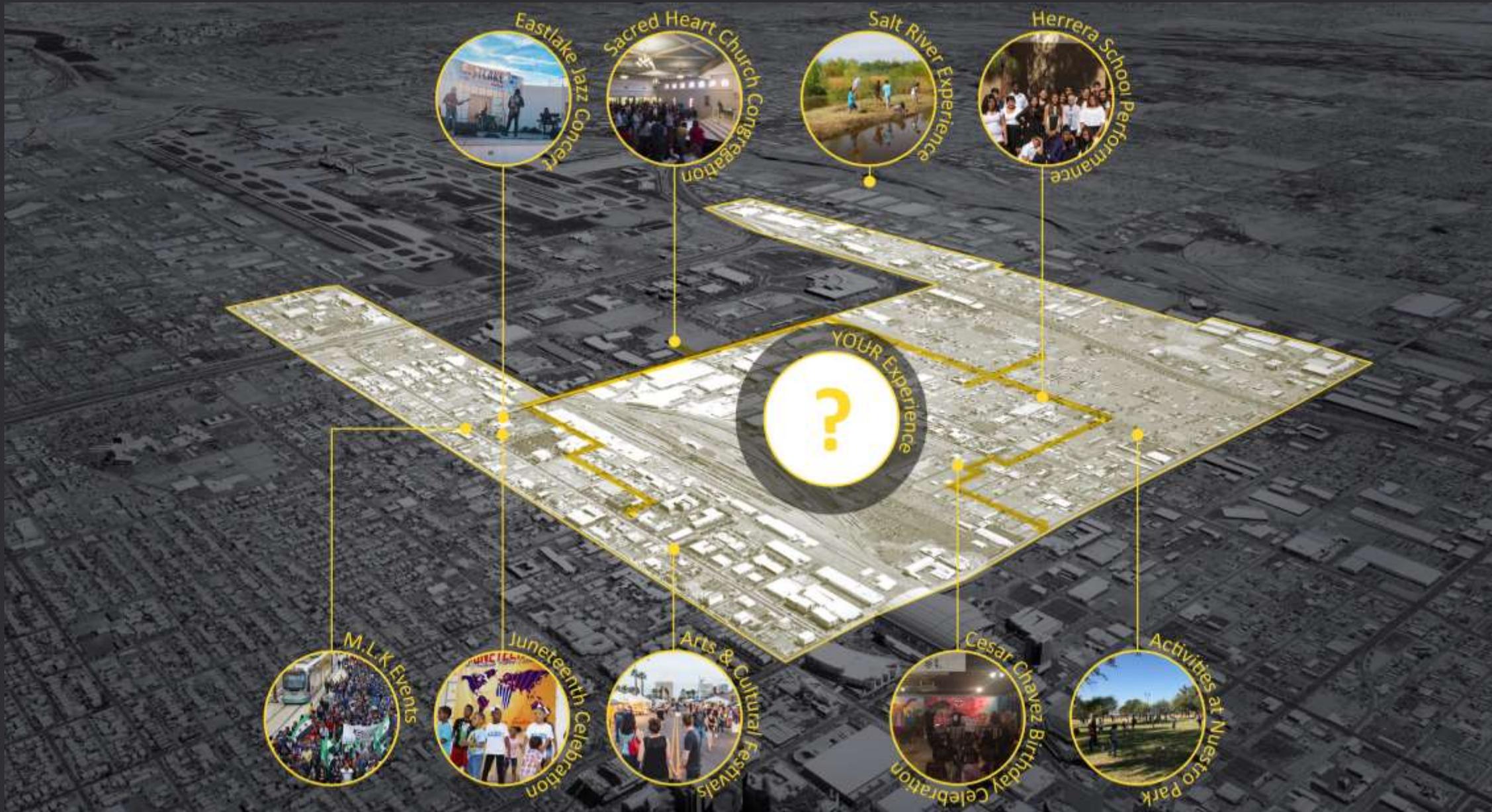


Annual Martin Luther King Jr. Birthday Celebration
Annual Juneteenth Celebration
Sacred Heart Church Christmas Mass
Cesar Chavez Birthday Celebration
Eastlake Jazz Concert Series

YOUR Personal Experiences & Memories

And Any Others?

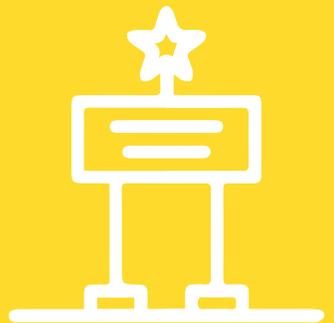
THEME 4: COMMUNITY EXPERIENCE



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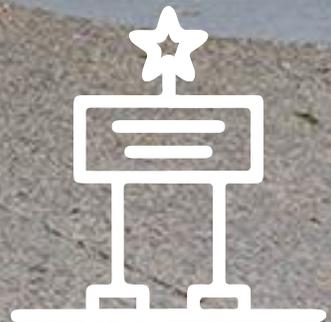
Examples



Midtown Atlanta

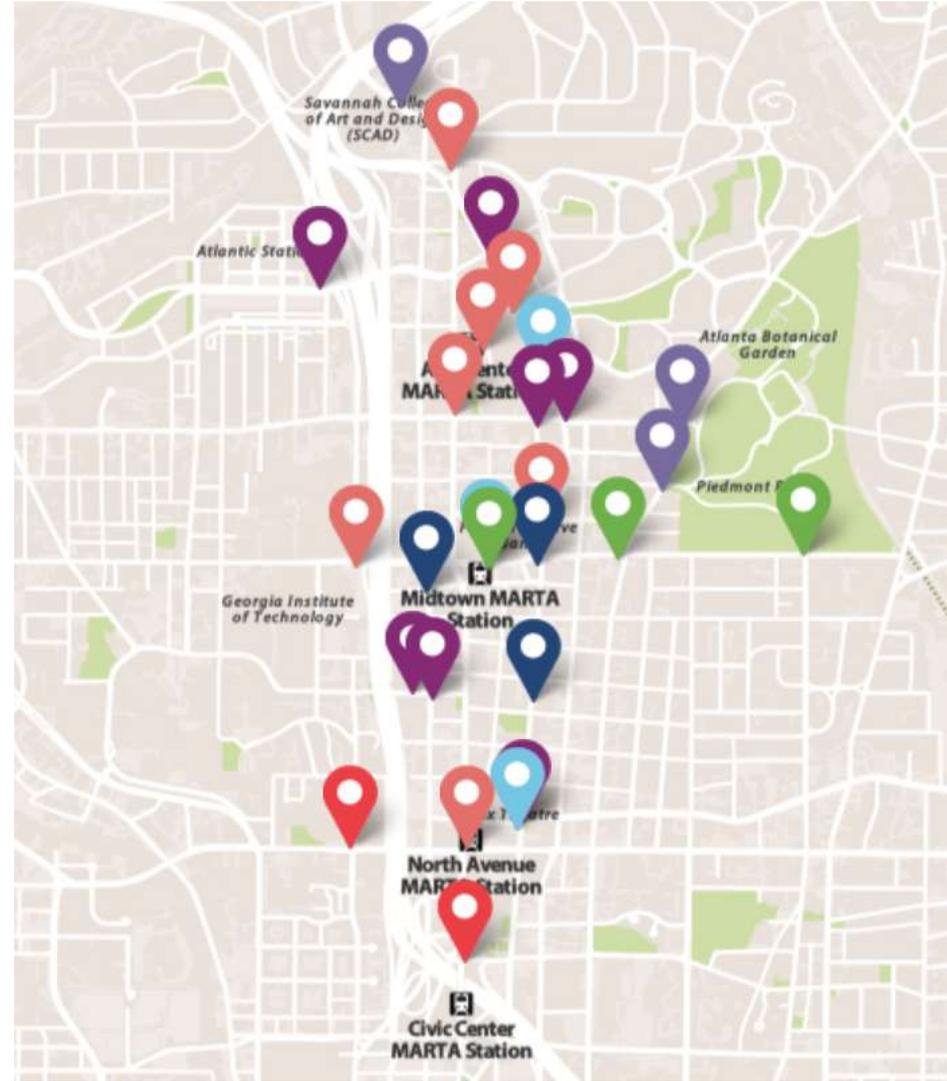
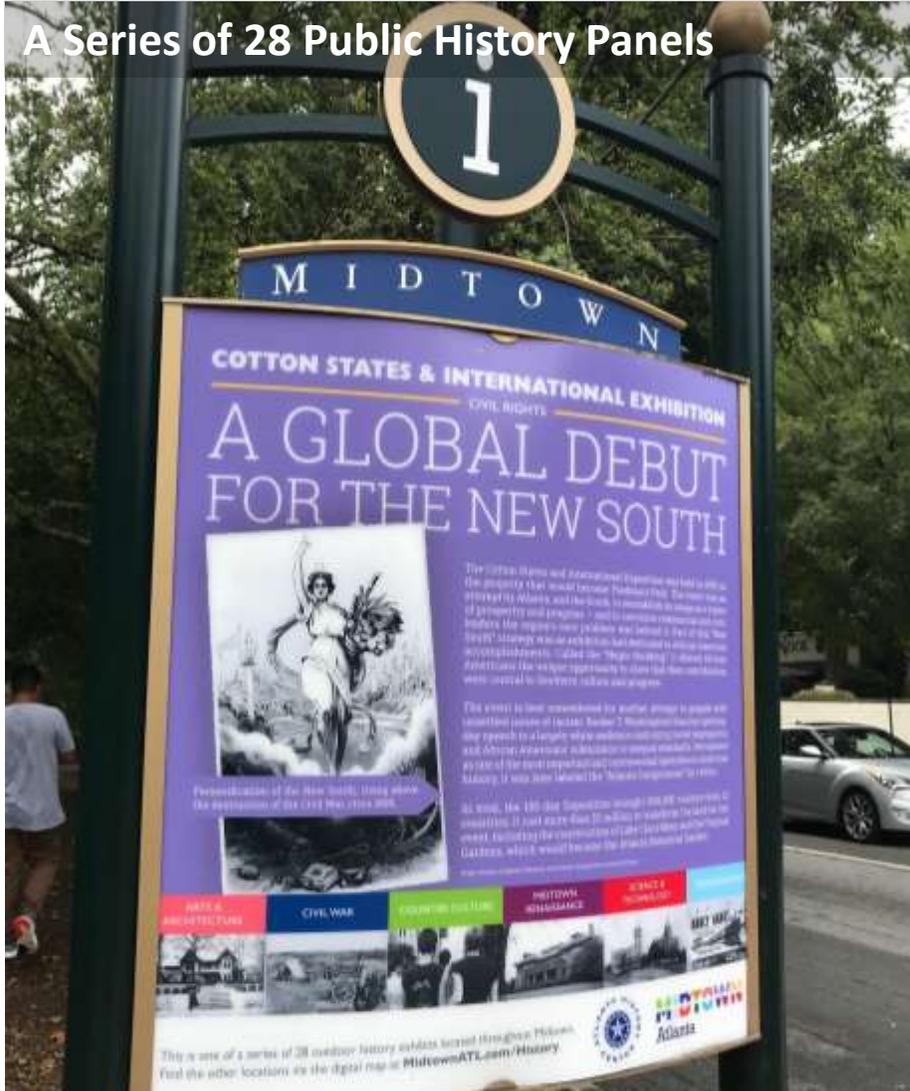
Atlanta, GA

A vibrant, innovative, and sustainable district known as the "heart of the arts" that stitches together the past and present of the Southeast.



MIDTOWN'S OUTDOOR HISTORY EXHIBIT

A Series of 28 Public History Panels



- CIVIL RIGHTS
- CIVIL WAR
- ARTS & ARCHITECTURE
- MIDTOWN RENAISSANCE
- SCIENCE & TECHNOLOGY
- TRANSPORTATION
- COUNTER CULTURE

A LIVE-LEARN-WORK-PLAY COMMUNITY RICH IN HISTORY



Central Corridor

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

Saint Paul, MI



LINKING UNIQUE CULTURAL DESTINATIONS



Creative Business Zone



Prospect Park



Historic Rondo / Frog Town



Little Africa



Little Mekong

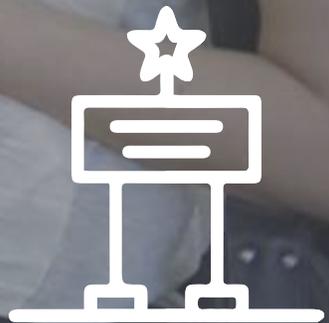


West Bank

Roma-Condessa Cultural Corridor

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

CDMX, MEXICO



EVENTS UNIFYING NEIGHBORHOODS



MAIN EVENTS

Recorridos CCRama-Condesa

CONDESA

- 1 Subasta Diseño siglo XX
- 2 Pop Up Cihuah
- 3 Asana Sculpt

SPECIAL EVENTS

CONDESA

- EE1 Proyección al aire libre de la película *Una mujer fantástica*
- EE2 Arquine
- EE3 Local Mil Ochocientos
- EE4 Brantano Pop Up en Craft Society
- EE5 Colectivo Diseño Mexicano
- EE6 Cine Tonalá
- EE7 Cultura Colectiva #RallyCC
- EE8 HuffPost

ART AND DESIGN CORRIDOR

CONDESA

- 1 Galería L
- 2 ISMOS Joyería Mexicana
- 3 Studioroca Creativo

ROMA

- 4 Hydra + Fotografía
- 5 Camino
- 6 Pulquería Insurgentes
- 7 Estudio 184 piercing & custom tattoo
- 8 Revancha_DF
- 9 Showroom: Fábrica Social - 1/8 Takamura · Chamuchic
- 10 Artes de México
- 11 Happening Roma Norte
- 12 TRAEGER & PINTO Arte Contemporáneo
- 13 La Casa Roma
- 14 La Teatrería
- 15 Centro Cultural Casa Lamm
- 16 La Roma Records
- 17 Galería Ángulo Cero
- 18 Plaza Luis Cabrera por Terreno Baldío Arte
- 19 Lydia Lavín
- 20 En Obra
- 21 Terreno Baldío Arte
- 22 Noox + Tonalá Beer Factory



TAKING BACK PUBLIC SPACES & LINKING CULTURAL NEIGHBORHOOD GEMS



LET'S RECALL...



Approaches

- People
- Places
- Epochs
- Experience
- What Else?



Examples

- Midtown Atlanta
- Central Corridor
- Roma Condesa Cultural Corridor

DISCUSSION

Q

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

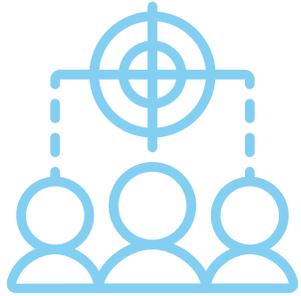
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FORM:

Neighborhood Quality



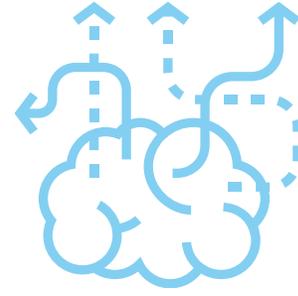
CULTURE AS CREATIVE PLACEMAKING



Begin with the outcomes



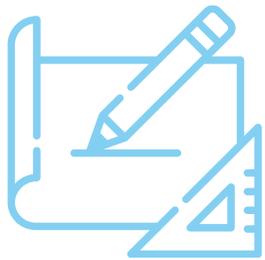
Engage artists & the community



“Mine” local assets



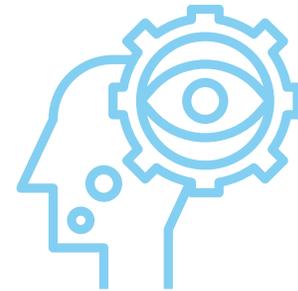
Understand stakeholder benefits



Critical skills & approaches



Cross-sector partnerships



Maintain a long view



Creative financing

Approaches



LET'S CATEGORIZE & BUILD THEM



GOLD

BIGGEST IMPACT

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



SILVER

MEDIUM & MEMORABLE

- Paving Medallions
- Plaques
- Sign Toppers
- Urban Walk Apps
- Events
- Tree Guards



BRONZE

SMALLER BUT MIGHTY

- Pavers & Crosswalks
- Benches
- Banners & Wayfinding
- Commemorative Books
- Audio Tales

GOLD: BIGGEST IMPACT



Museums



Infrastructure



Festivals



District Naming



Sculptures



Murals



Historic Adaptive Reuse



Gateways

SILVER: MEDIUM & MEMORABLE



Events



Urban Walk Apps



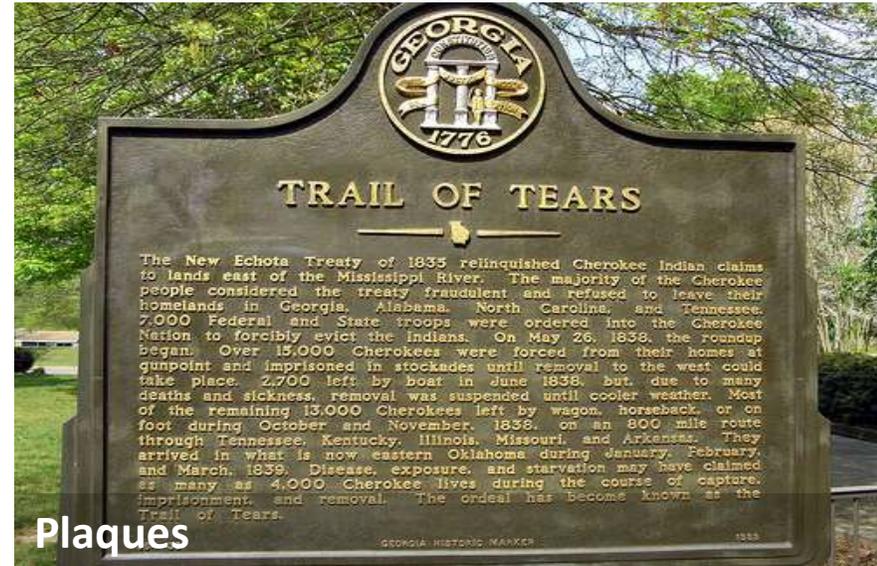
Paving Medallions



Sign Topper



Tree Guards



Plaques

BRONZE: SMALL BUT MIGHTY



Examples



Sweet Auburn Historic King District

Atlanta, GA

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

Martin Luther King, Jr.

National Historic Site
and Preservation District



MLK'S CHILDHOOD NEIGHBORHOOD

Historic Fire Station NO.6



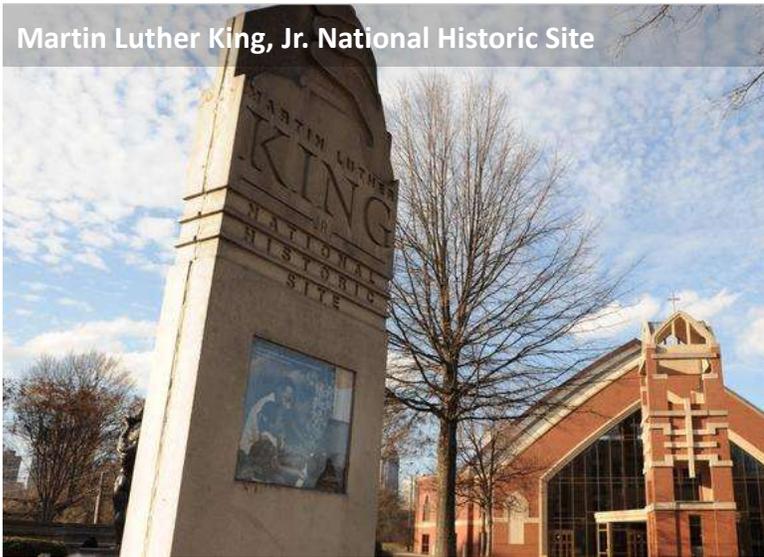
Martin Luther King, Jr.'s Birth Home



History Markers



Martin Luther King, Jr. National Historic Site



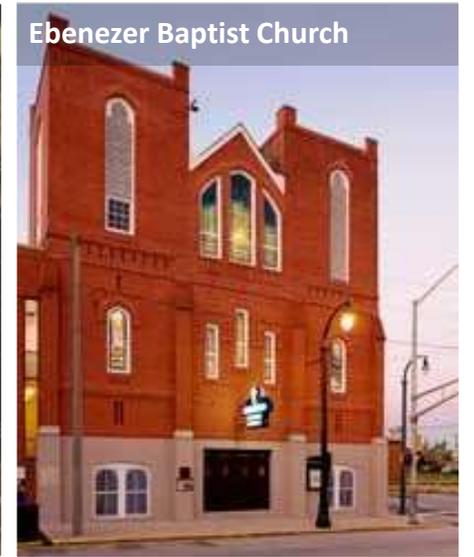
BEHOLD Monument



Martin Luther King Jr. Visitor Center



Ebenezer Baptist Church



WEAVING CIVIL RIGHTS & MLK'S CHILDHOOD



7th Ave. Melrose District

Phoenix, AZ

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



ICONIC GATEWAY + STREET ART



“Melrose Arch” Gateway



FUNKY LOCAL SHOPS & RESTAURANTS

Coffee Shops



Restaurants



Furniture Stores



ANNUALLY STREET FAIR AS A LOCAL BRAND

7th Avenue Street Fair



American Indian Cultural Corridor

Minneapolis, MN

As the only urban American Indian Cultural Corridor in the country, it is home to a combination of shops, restaurants, galleries, and tribal offices. Linking Downtown and the St. Paul International Airport via the Franklin Light Rail Station.



“ART WRAPS” DEFINING THE CORRIDOR



PLACEMAKING TAKES MANY FORMS

Cultural Entryways



Medallion Banners



Culture-based Businesses



Medallion Bike Racks



Cultural Tribal Print Frontages



LET'S RECALL...



Approaches

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



Examples

- Sweet Auburn Historic King District
- 7th Ave. in the Melrose District
- American Indian Cultural Corridor

DISCUSSION

Q

4. What mixture of approaches **best tell YOUR** stories given the potential costs?
5. Are there any **pros & cons** to consider?



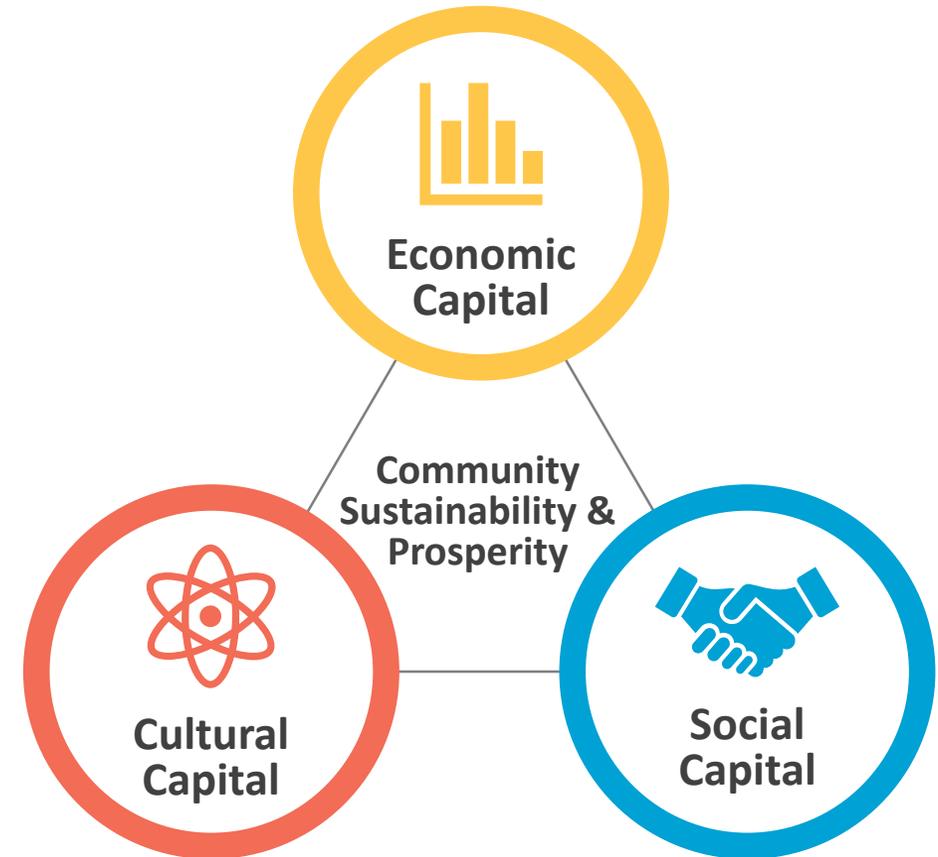
PROCESS:

Economic
Opportunity



CULTURAL ECONOMY & COMMUNITY SUSTAINABILITY

- Leverage **cultural capital**
- Bring **positive economic impact**
- Address issues of **social inequality**
- Propose **sustainable approaches**
- Be sensitive to **community needs**



Approaches



CITY & DEVELOPER LED PROCESS

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



BUSINESS LED PROCESS

- Local business owner involvement
 - Business Promotion
 - Corridor Promotion
 - RFP & Proposal Review
 - Planning & Design Review



GRASSROOTS LED PROCESS

- Local entities & community involvement
 - Fundraise
 - RFP & Proposal Review
 - Planning & Design Review
 - Maintenance

Examples



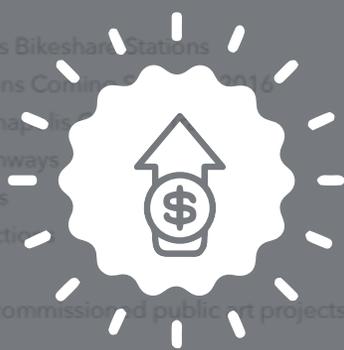
Indianapolis Cultural Trail

An 8-mile world class urban bike and pedestrian path that connects six cultural districts, neighborhoods, and entertainment amenities in Downtown Indianapolis.

Indianapolis, IN

- Cultural Districts**
- Indiana Avenue
 - White River State Park and The Canal
 - Mass Ave
 - Market East
 - Wholesale District
 - Fountain Square

- Pacers Bikeshare Stations
- Stations Coming in 2016
- Indianapolis Cultural Trail
- Greenways
- Hotels
- Attractions
- Parks
- Trail commissioned and public art projects



CONNECTING SIX UNIQUE CULTURAL DISTRICTS & NEIGHBORHOODS



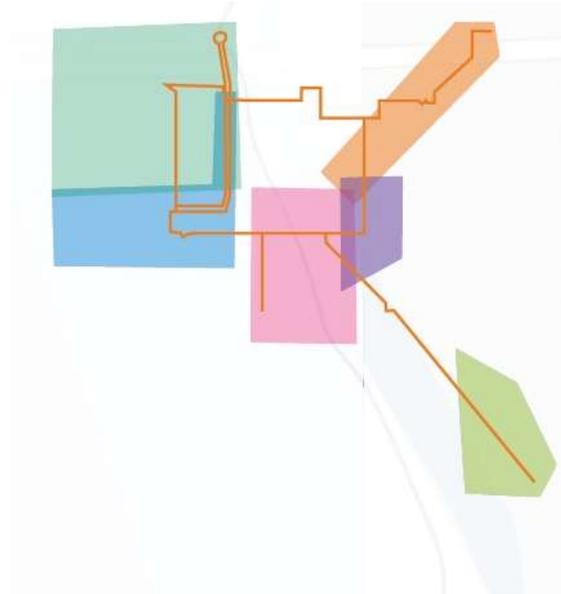
Indiana Avenue



White River State Park & The Canal



Mass Ave.



Downtown Cultural Districts

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



Market East



Wholesale District

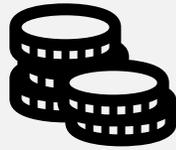


Fountain Square

BUILDING UPON THE CITY'S RIGHT-OF-WAY



TRIGGERING ECONOMIC GROWTH ALONG THE TRAIL



\$864.5 million
of estimated economic impact



11,372
estimated jobs created



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



New open of local business



New Residential infill

CITY & DEVELOPER LED PROCESS: PUBLIC-PRIVATE PARTNERSHIP



- **P-3 structure**
 - City
 - Private Foundations
 - Non-profit Organizations
- **\$4 million** raised for initial design studies & concepts
- **\$15 million** fund from the Eugene and Marilyn Glick Family Foundation
- **\$20.5 million TIGER grant** from the U.S. Department of Transportation
- **Indianapolis Cultural Trail Inc.** manages, maintains, and provides capital improvements

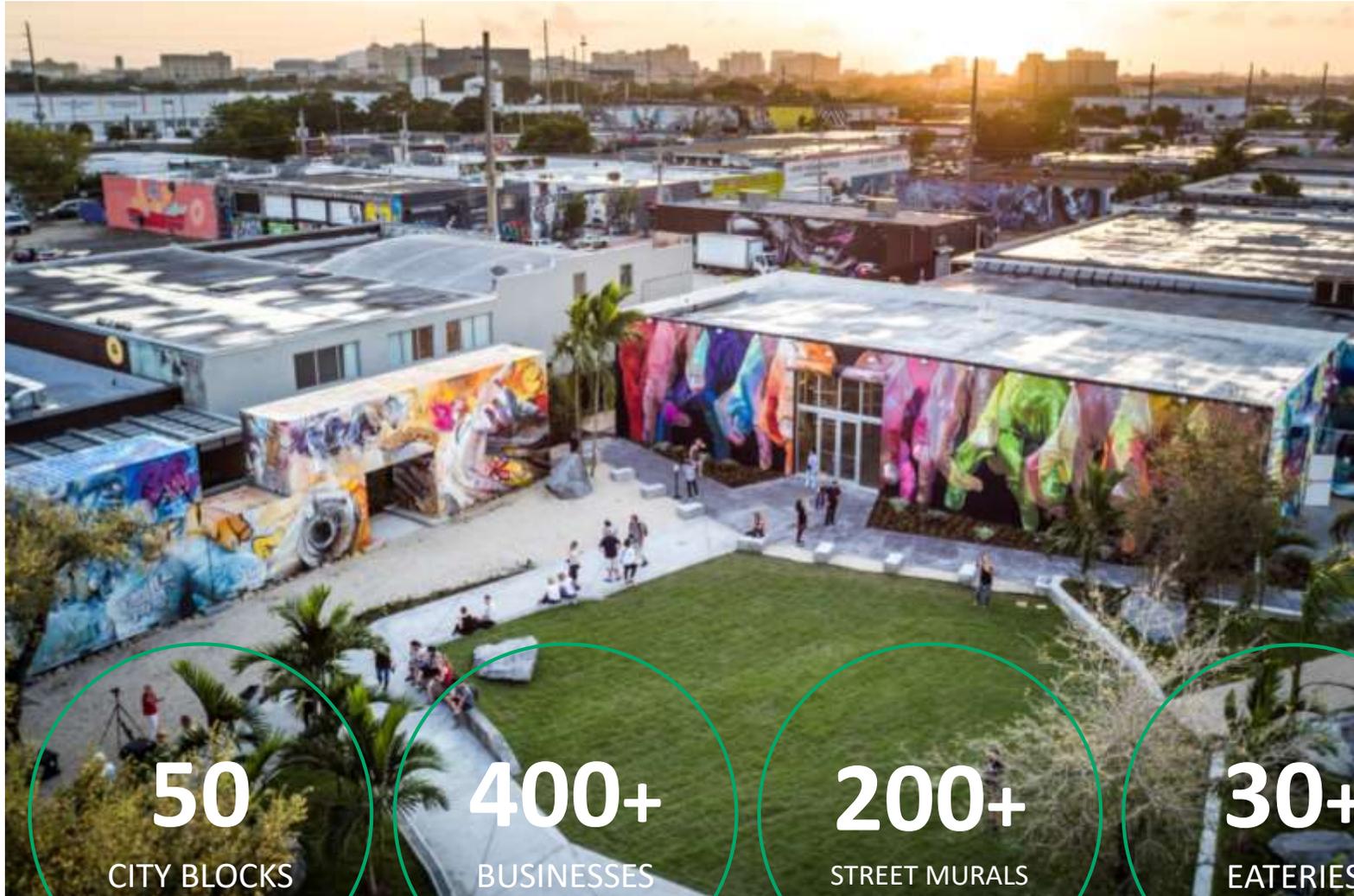
Wynwood Arts District

Miami, FL

An eclectic destination features one of the largest open-air street-art installations in the world and is home to art galleries, retail stores, antique shops, eclectic bars, and artisanal eateries.



A CLUSTER OF REPURPOSED INDUSTRIAL SPACES & A COLLECTION OF STREET ART



DRAWING PEOPLE & INVESTMENT



Economic Impact

2,060,465
Out-of-Town
Visitors

\$488M
Local Spending
by Out-of-Town
Visitors

400+
Businesses

5,000+
Local Jobs
Supported



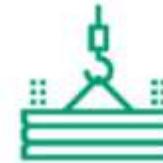
Potential Growth



Office In
Construction
197,000 SF



Office
Planned
767,000 SF



Retail in
Construction
227,900 SF



Retail
Planned
60,000 SF



New Apartment
Units Planned
464

BUSINESS LED PROCESS: BUSINESS IMPROVEMENT DISTRICT (BID)



A municipal board representing more than **400** properties

Calle 24 Latino Cultural District

San Francisco, CA

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



FOSTERING A UNIQUE CULTURAL CHARACTER

Culturally-Related Business



Local Restaurants



Murals



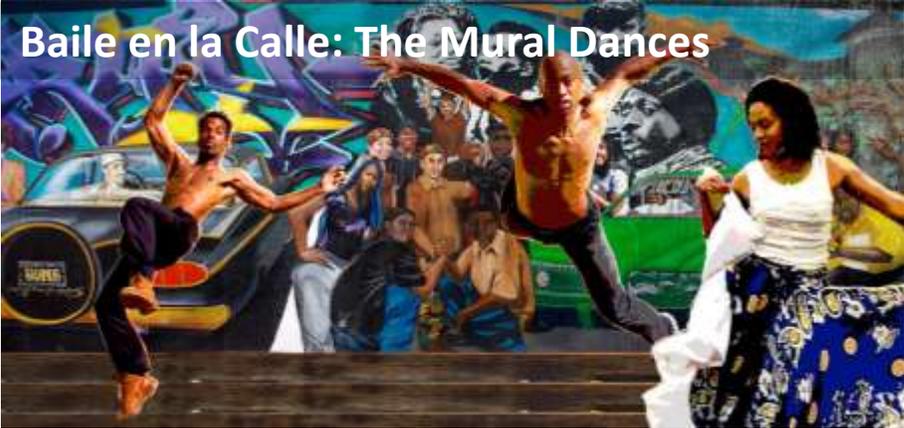
Public Spaces



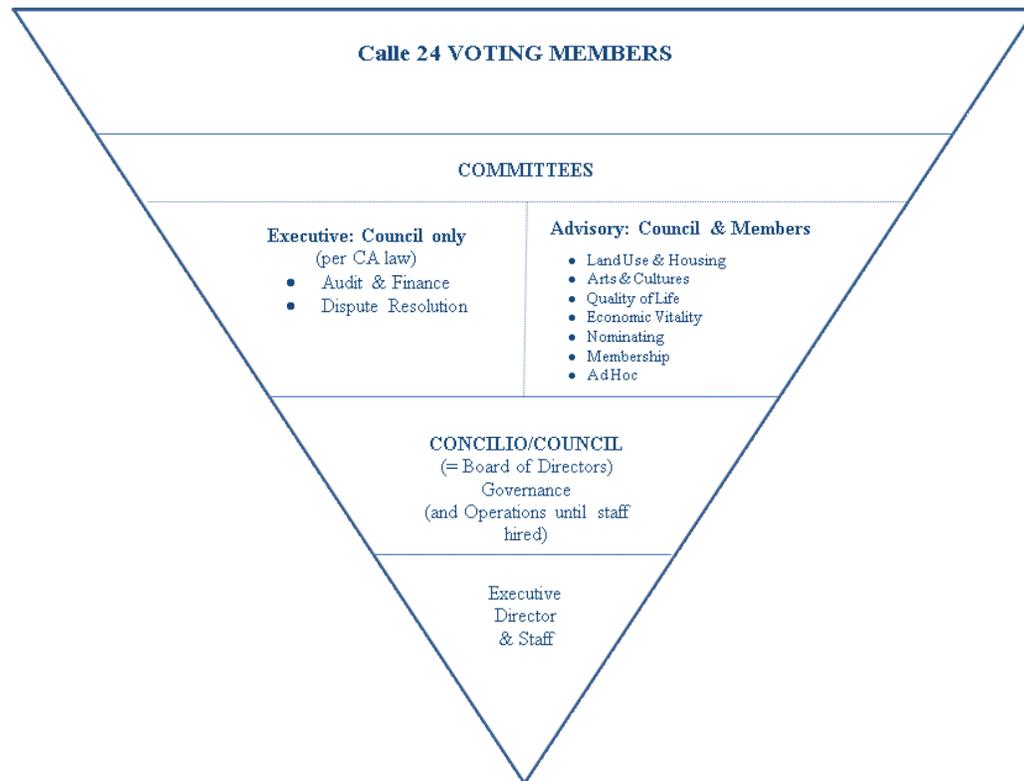
Art Galleries



PROMOTING CULTURE-CRITICAL EVENTS



GRASSROOTS LED PROCESS



Organizational Structure

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

LETS RECALL...



Approaches

- City & Developer Led Process
- Business Led Process
- Community Led Process



Examples

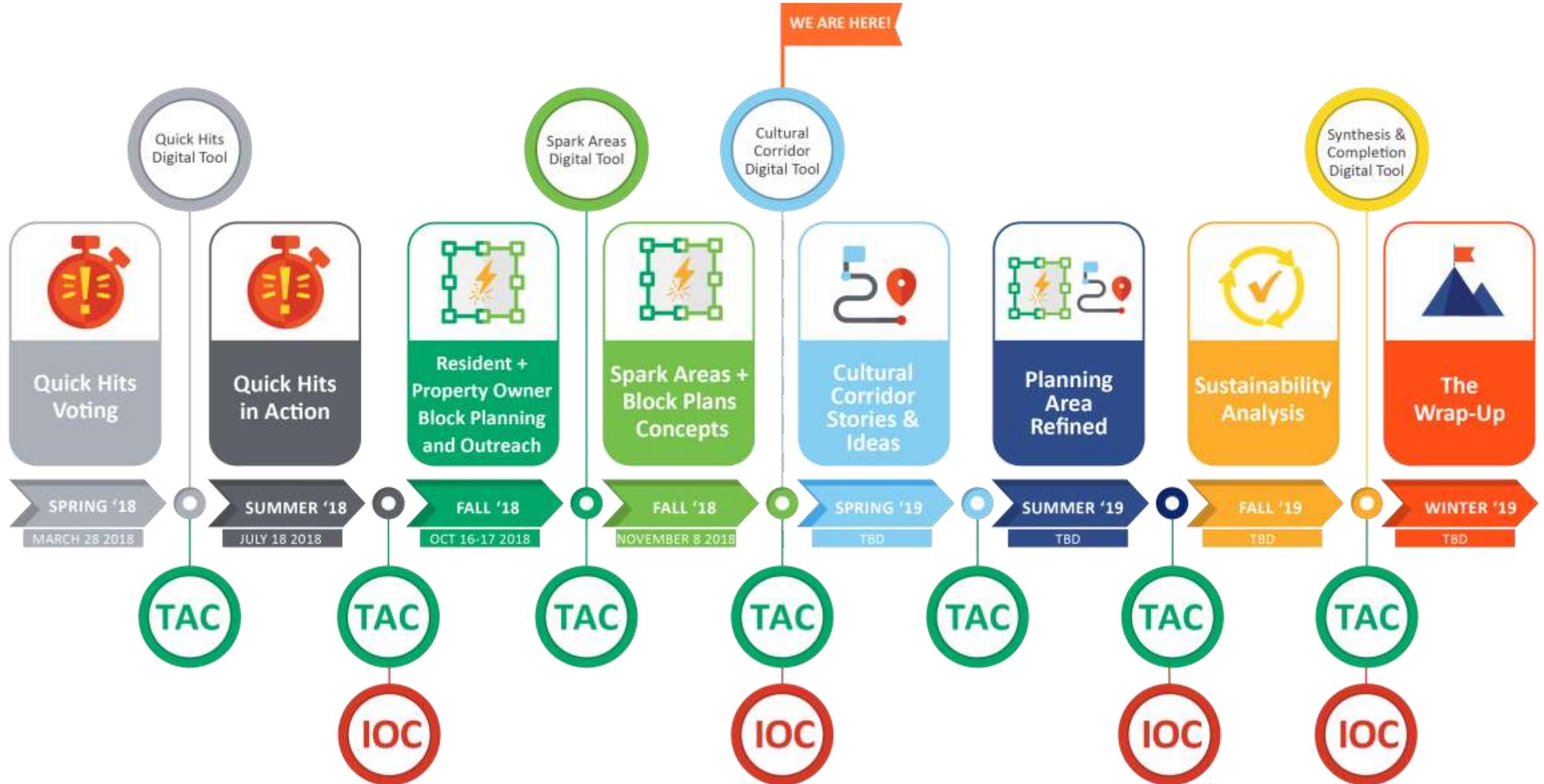
- Indianapolis Cultural Trail
- Wynwood Arts District
- Calle 24 Latino Cultural District

DISCUSSION

Q

6. Have any **process structures** been missed?
7. Are there any **pros & cons** to consider?
8. Who could be **potential partners** to put on a list?

WHAT'S NEXT



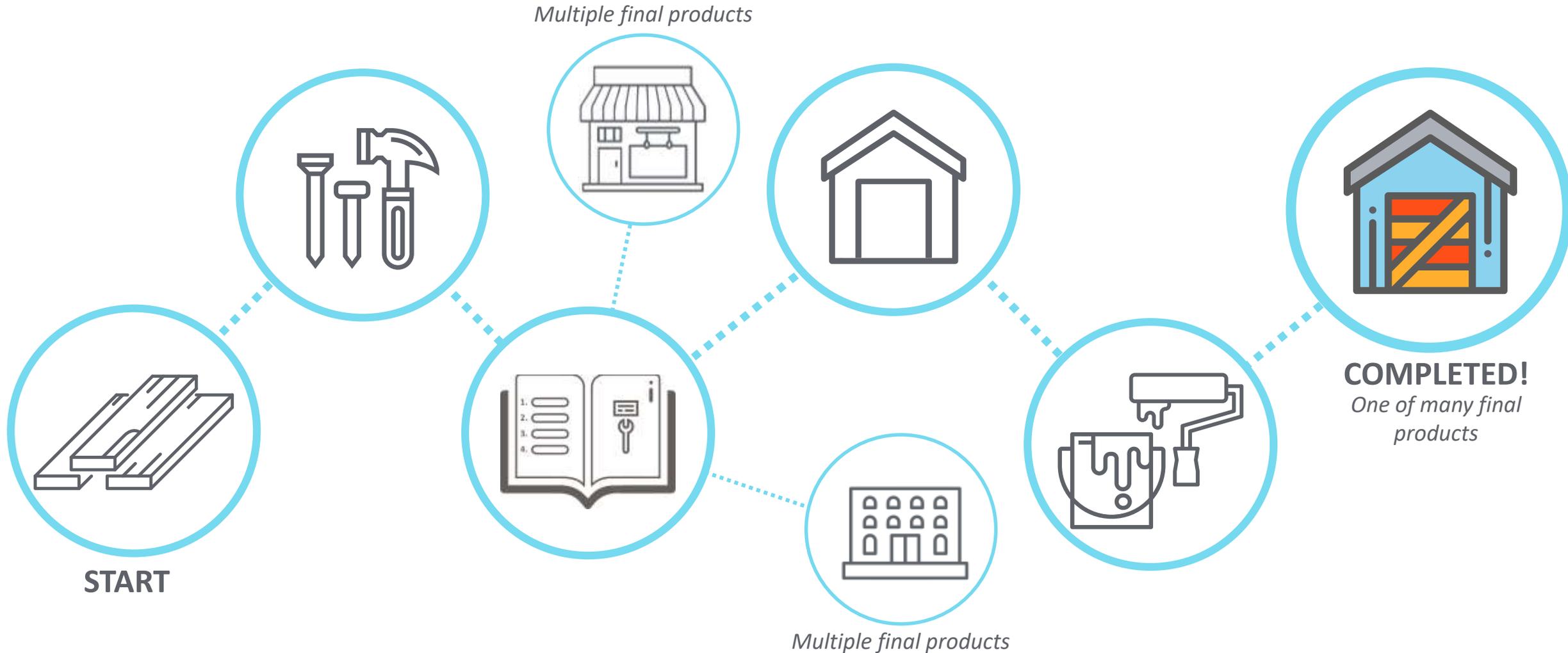
DISCUSSION



Next Community Meeting Preparation

IT'S A PROCESS

You're building success step-by-step...



Thank You!

KEEP

PHASE
2

IMPLEMENTATION

PHX LAND REUSE STRATEGY

IN TOUCH



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🌐 www.SKYHARBOR.com/LandReuseStrategy