



**MARCH 28 2018
QUICK HITS VOTING
WORKSHOP**

MEETING PRESENTATION

PHX LAND REUSE STRATEGY

Community Engagement Meeting 1

PHASE 2 : IMPLEMENTATION

Tonight's Agenda

- **5:30 - 5:45 // Exhibit Review**
- **5:45 - 6:00 // Welcome & Introductions**
Phase 1: Vision & Planning Summary
Phase 2: Implementation Overview
- **6:00 – 7:15 // Interactive Exercise**
Rules for Creative Collaboration
Prioritize Quick Hits
Community Brainstorm
- **7:15 - 7:25 // Talk to the Committees**
Committees & Online Updates
- **7:25 – 7:30 // Q & A**

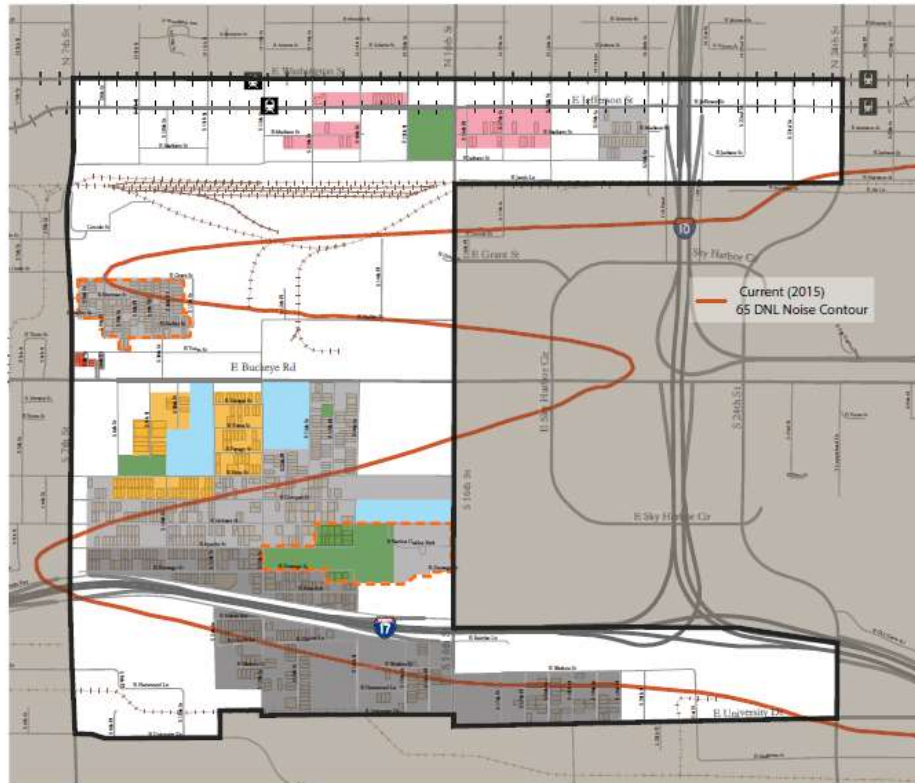


TIMELINE





LAND REUSE STRATEGY COMMUNITY VISION AND PLANNING (PHASE 1)


Community Preferred Land Reuse Framework for Redevelopment




 Study Area Boundary


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

 **Mixed Use**—North of Jefferson Street, this designation refers to compatible residential and non-residential uses co-located vertically within a multi-level structure. Elsewhere in the Study Area, this designation may refer to residential properties combined with workshop, studio, office, or other uses supporting home occupations. This designation also supports complementary features including parking, open space, and drainage, as well as community-benefit spaces such as community gardens, pocket parks, etc.


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

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

 **Small Business/Flex**—Includes a variety of low- to moderate-intensity, non-residential uses. Uses may include office, research and development, biotech, small-scale manufacturing, retail, business incubators, showrooms, artisan production, small business and transitional uses. This designation supports opportunities for infill community-benefit spaces like urban farms and pocket parks.

 **Education/Institutional**—Lands occupied by educational facilities including preschools, primary and secondary schools, colleges and universities, and supporting uses, or institutional facilities such as fire and police stations.

 **Parks/Recreation**—Areas for neighborhood and community-level active recreation.

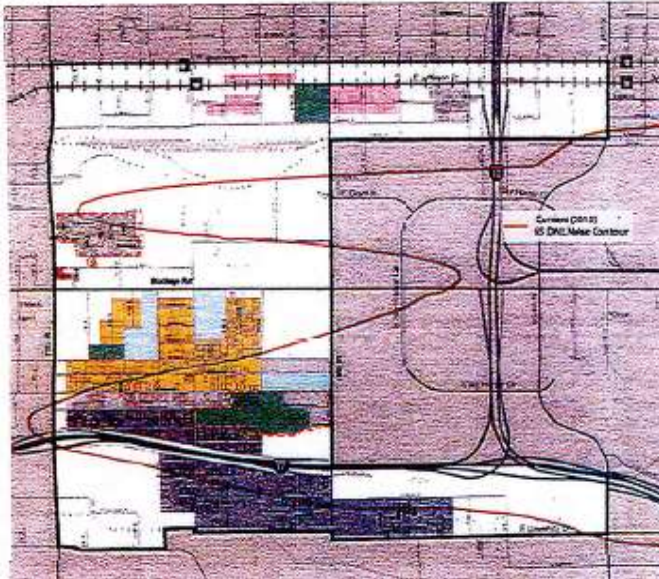
 **Business Park**—A cohesively planned area occupied primarily by office, light industrial and industrial uses of similar character.



LAND REUSE STRATEGY ADDENDUM

Nuestro Barrio Neighborhood Association Community Preferred Land Reuse Proposal

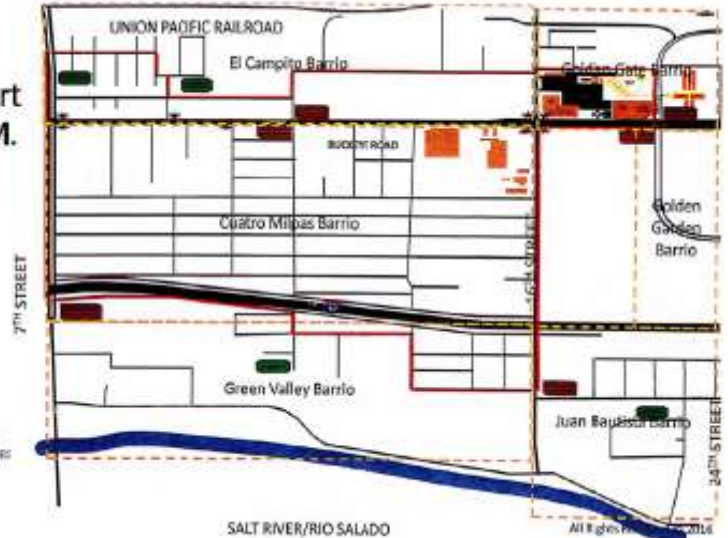
Land Use and Noise Compatibility



Father Albert Braun O.F.M. Veterans Memorial District

LEGEND

- SACRED HEART FACES
- CHURCHES/MARKERS
- MEDALS OF HONOR STATUES
- COMMUNITY LEADERS STATUES
- BARRIO MARKERS
- BARRIO BOUNDARIES



*As submitted to Phoenix City Council and scanned by City Clerk Department



VISION & PLANNING PHASE GOALS (PHASE 1)



GOAL A:
**Stabilize & Strengthen
Our Neighborhoods**



GOAL B:
Promote Identity & Heritage



GOAL C:
Expand Economic Opportunity

IMPLEMENTATION OBJECTIVES*

- Protect the Airport from incompatible land uses
- Expedite redevelopment of Airport-owned parcels
- Proposals compatible with existing neighborhoods and Airport operations
- Make parcels marketable for uses recommended in PHX Land Reuse Strategy
- Provide economic benefit to the Airport and adjacent community
- Use Airport parcels to spark revitalization and redevelopment
- Protect the Airport from incompatible land uses

*Grant requirements from *FAA Pilot Program for Redevelopment of Airport Properties (Acquired Noise Land)*

3 KEY CONCEPTS FROM PLANNING PHASE

Spark Revitalization and Redevelopment

Quick Hits (*Interim Uses*) – TODAY

Catalytic Sites (*Spark Areas*)

Cultural Corridor





Micro Housing / Modular
Housing



Building Enforcement
Program



Home & Yard Improvement
Grants & Loans



Resource Library / Tool Lab

QUICK HITS

The Stuff We Will Work On Right Away!



Side Yard Expansion &
Improvement



Vacant Lot Landscape
Treatment



Lot Clean-up & Upcycling



Tonight's Agenda



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Explanation of the Evening



About Tonight

- **Something Fun . . . Working Together . . . Building on What You've Done!**
- **Implementation = Getting It DONE!!**
- **This Phase = 4 Scope Elements**
 - ✓ **Community Collaboration**
 - ✓ **Quick Hits (*The “stuff” we will work on right away*)**
 - ✓ **Spark Areas (*Catalytic Sites*)**
 - ✓ **Cultural Corridor**
- **“Hold That Thought. . .” (*Question Parking Lot*)**
- **Comment Cards**



HOW TO PLAY



1

Discuss the Quick Hits

2

Prioritize top 3 per goal

3

Gold star the favorite
only 1 Quick Hit overall

4

Locate your Quick Hit
(any and all 10)

5

What did we forget?
Write new ideas on the board



THE TOOL SHED A Lending Resource



- Resource to borrow and/or rent household tools and supplies
- Location on vacant reuse lot
- Supports home repair and improvement
- Tool shed conveniently located on an existing vacant lot in the community

IMMEDIATE HIT



STREET STYLE Intersection Art



- Temporary painted mural within one or multiple intersections
- Strengthens neighborhood identity and promotes safer crossing at intersections
- Fun, artistic experience that engages community members and/or local artists
- Potentially supports Cultural Corridor

Complexity: Low



HOW TO PLAY



1

Discuss the Quick Hits

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Prioritize top 3 per goal

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Gold star the favorite
(only 1 Quick Hit overall)

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Locate your Quick Hit
(any and all 10)

5

What did we forget?
Write new ideas on the board

PRX



Goal A:
STRENGTHEN AND EXPAND
OUR MIDDLEWOOD



Goal B:
PROMOTE EQUITY AND AFFORDABILITY



Goal C:
EXPAND ECONOMIC OPPORTUNITY

1

2

3

Any More Ideas to Add?

Locate Any Quick Hits

QUICK HIT VOTES

TABLE #:

PRX



Listen

Build on the Ideas

Be Courteous

Hold off on that “NO”

Don't Interrupt

Don't Get Personal

Rules for Creative Collaboration



TODAY'S QUICK HIT IDEAS

Let's Brainstorm!



GOAL A:
Stabilize and Strengthen
Our Neighborhoods



GOAL B:
Promote Identity and Heritage



GOAL C:
Expand Economic Opportunity



COMPLEXITY

Immediate Hit
 Low (3-6 months)
 Medium (6-12 months)
 High (12-24 months+)

PHX ERS Phase I
 Recommended Quick Hit Idea



IMPLEMENTATION

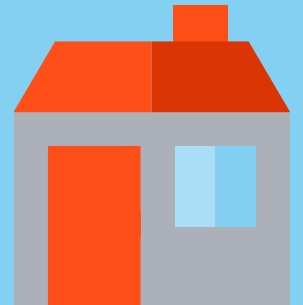


Our Quick Hit Priorities

Let's
Recap!



Talk to the Committees



IMPLEMENTATION OVERSIGHT COMMITTEE (IOC)

A guidance group with staff from various City departments, neighborhood advocates and representatives of local organizations



GOAL A: POLICY A2: STRATEGY A2A:
Establish oversight committee

OBJECTIVE:

Build relationships and ensure neighborhood priorities are integrated with new development, and provide oversight of the development processes and Implementation Phase programs.

TECHNICAL ADVISORY COMMITTEES (TACs)

Representatives from planning areas and stakeholders with a specific expertise in implementing one of our 3 Goals

NEIGHBORHOOD QUALITY TAC



GOAL A:
Stabilize & Strengthen
Our Neighborhoods

OBJECTIVE:

Enhance quality of the neighborhoods by improving City services, engaging community organizations, and identifying interim use development opportunities.

CULTURAL CELEBRATION TAC



GOAL B:
Promote Identity & Heritage

OBJECTIVE:

Create a distinct identity by celebrating the area's cultural and historical significance and becoming a cultural destination within the heart of Phoenix.

ECONOMIC OPPORTUNITY TAC



GOAL C:
Expand Economic Opportunity

OBJECTIVE:

Identify short and long-term economic redevelopment opportunities to promote employment and develop a road-map to expedite the process in the planning area.

FOCUS GROUPS

OBJECTIVE:

Focus groups will meet as needed to inform the project team and appropriate committees

**EDUCATION & SKILLS
TRAINING**

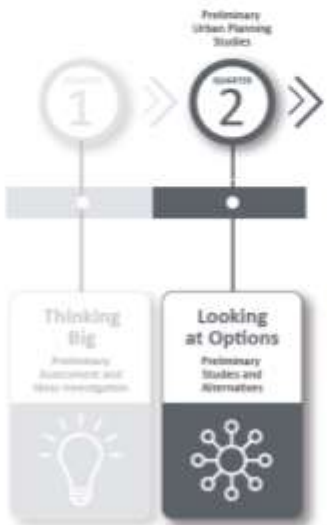
**MARKETING & BUSINESS/
DEVELOPER ATTRACTION**

**SOCIAL SERVICES RESOURCES
& OPPORTUNITIES**

Phase 2 IMPLEMENTATION: A Two Year Effort



WHAT'S NEXT?



MAY 2018

APRIL 2018

TAC Meetings
Neighborhood Association Meetings

- General Orientation
- Review of Goals A, B, & C
- Selected Quick Hit Implementation (Outcomes from Community Engagement Meeting #1)

Focus Group Meetings

- Education & Skills Training
- Marketing & Business/Developer Attraction
- Social Services Resources & Opportunities

JUNE 2018

Community Engagement Meeting #2

- Present Land Use Options for Spark Areas
- Quick Hit Implementation Updates
- Community Engagement Meeting #1 Updates

KEEP IN TOUCH

PHASE 2 IMPLEMENTATION
PHX LAND REUSE STRATEGY



✉ lrs@phoenix.gov | ☎ 602.532.6222
🌐 www.SKYHARBOR.com/LandReuseStrategy

Questions?

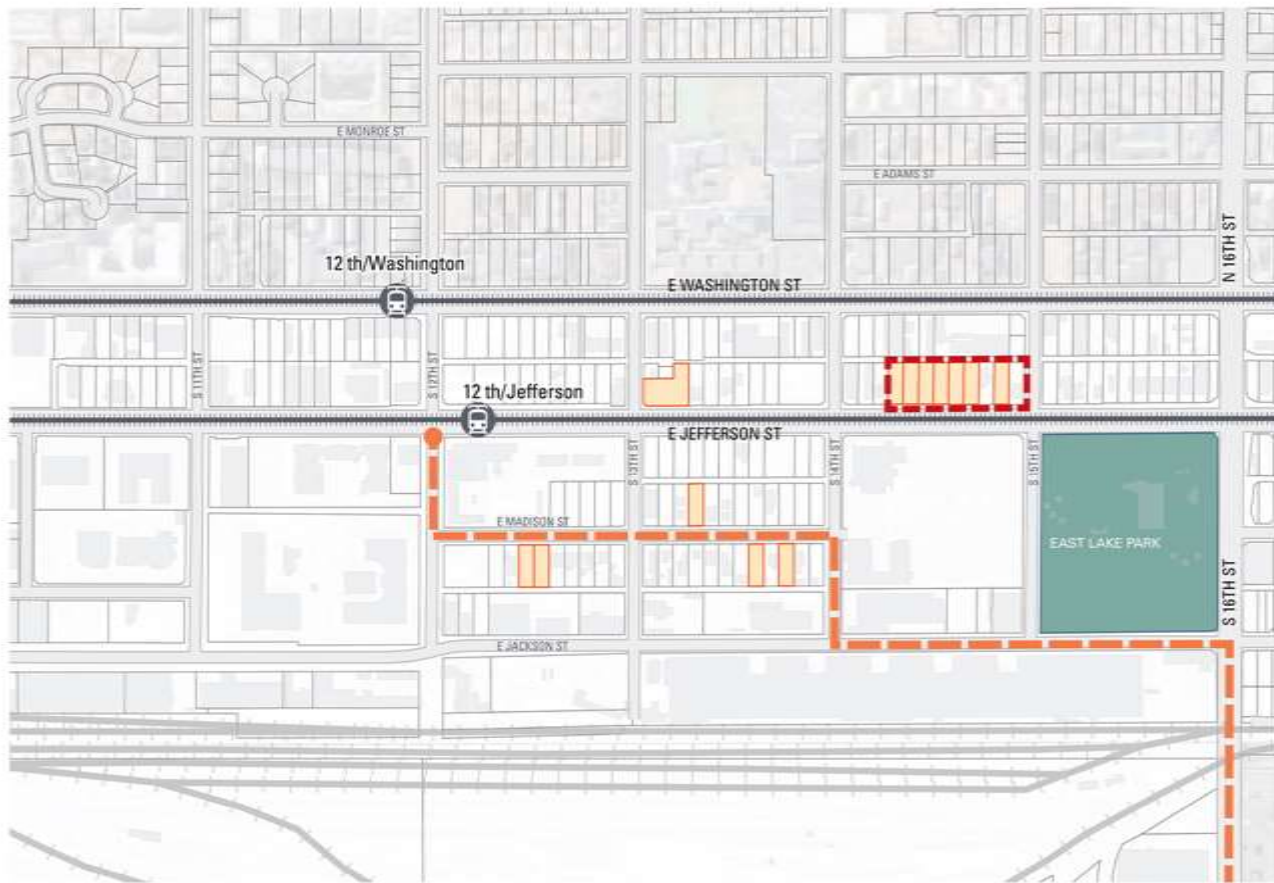
What's Next?

ANN OTT SCHOOL

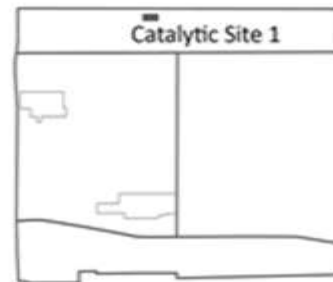
CATALYTIC SITES



SITE 1: Eastlake Park



KEY MAP



LEGEND

PROPERTY STATUS

- Catalytic Site
- Airport Owned Noise Land

COMMUNITY RESOURCES/ASSETS

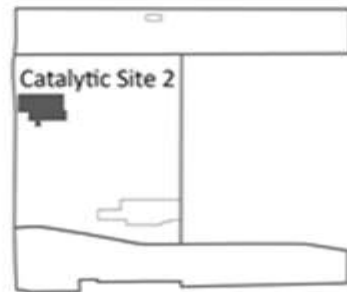
- Cultural Corridor
- Light Rail Alignment
- Parks & Open Spaces



SITE 2: El Campito





KEY MAP



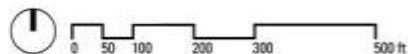
LEGEND

PROPERTY STATUS

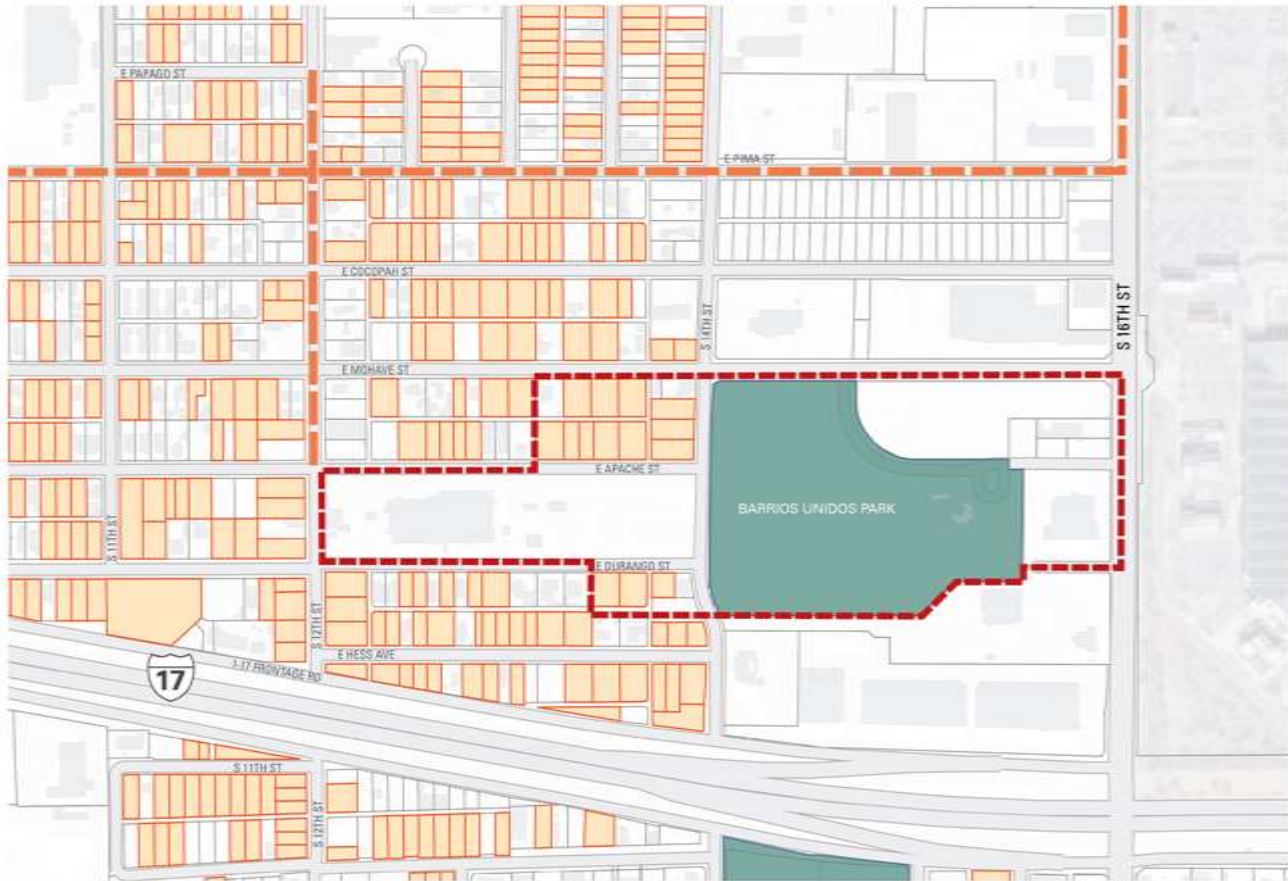
-  Catalytic Site
-  Airport Owned Noise Land

COMMUNITY RESOURCES/ASSETS

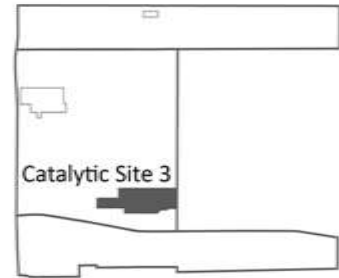
-  Cultural Corridor
-  Parks & Open Spaces



SITE 3: Barrio Unidos




KEY MAP





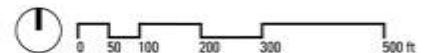
LEGEND

PROPERTY STATUS

-  Catalytic Site
-  Airport Owned Noise Land

COMMUNITY RESOURCES/ASSETS

-  Cultural Corridor
-  Parks & Open Spaces



Santa Rita Center
1017 E. Hadley

CULTURAL CORRIDOR





Sacred Heart Church

Community event space
Historical story telling
Historic Park with events programming



Historic Warehouse

Adaptive Reuse
Co-working/Creative Office
Start-ups/Incubators/Tech Firms



Murals, Public Art

Preserve and Maintenance
Historical Story Telling



Carolina's

Retain the Restaurant
Food Events Programming



Santa Rita Center

Community Event Space
Historical Story Telling
Memorial Signage



East Lake Park

Seasonal Markets/Festivals
Pop-up Shops/Art Installations
Community Events Programming



Historic Residences

Repair & Maintenance
Adaptive Reuse Potential



Historic School, Museum

Local Culture and History
Shared-use Community Space
Community Collaboration
Job Skill Training



Warehouse District

Adaptive Reuse
ASU Sch of Art, WebPT, etc.
Tech & Creative Offices



-  Church
-  Residence
-  Commercial
-  School/Museum
-  Warehouse
-  Park
-  Gathering Place
-  Murals/Public Art
-  Historical Sites/Walk Tour
-  Information Kiosk/Signage
-  Historical Story Telling
-  Bike Trail



Thank You!