

10.23.2019

**THE TOOLS YOU CAN USE
COMMUNITY MEETING**

MEETING MATERIALS

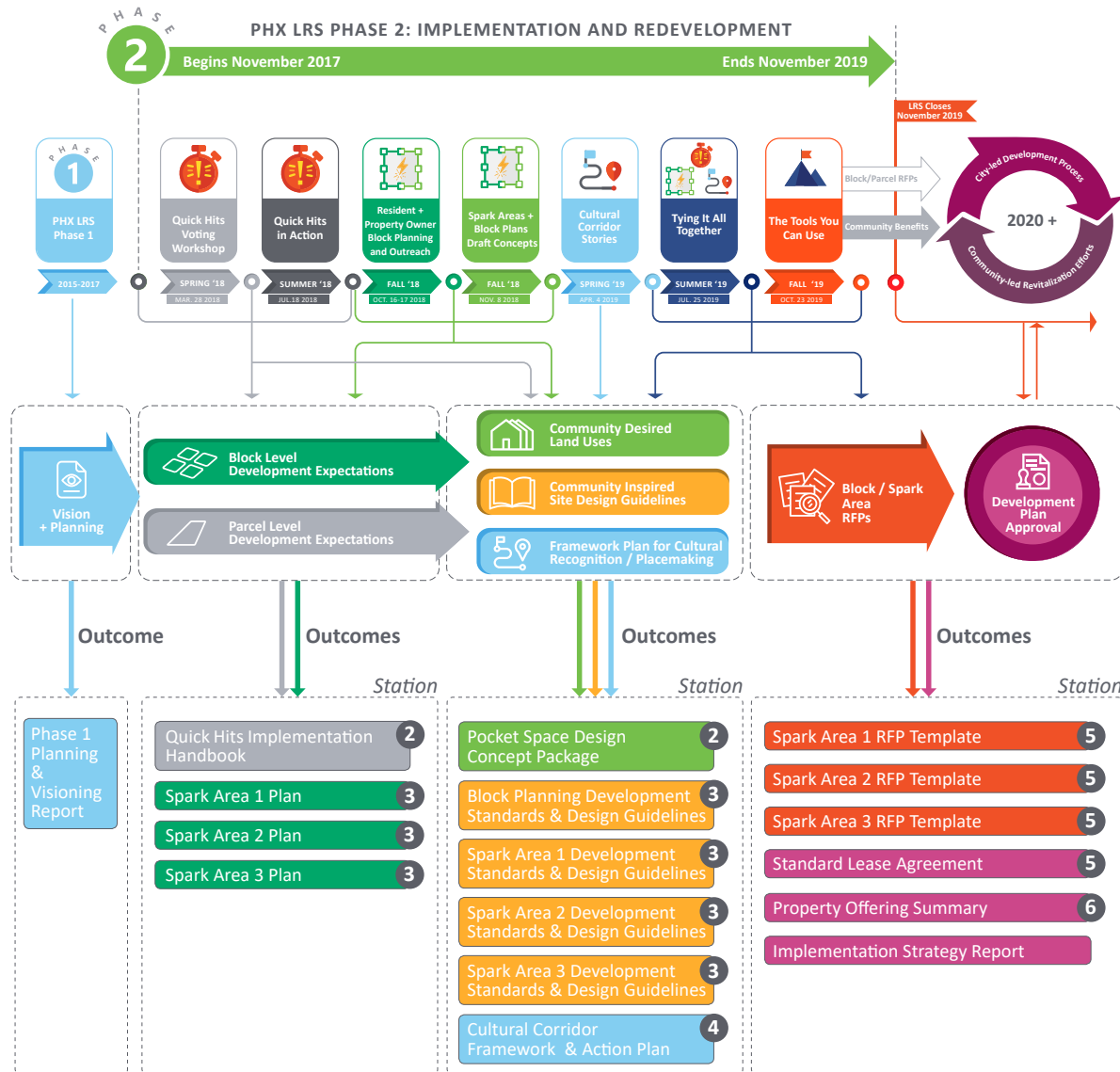
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COMMUNITY COLLABORATION CREATED THE IMPLEMENTATION TOOLS



LRS COMMUNITY COLLABORATION PROCESS & OUTCOMES

Through the LRS-community partnership, implementation tools and processes have been developed to encourage redevelopment and revitalization that advances the community's vision.



These outcomes will solicit development that is in line with the community vision and desires!

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COMMUNITY COLLABORATION CREATED THE IMPLEMENTATION TOOLS



Online Engagement
Project Webpage | Quick Hits Exercise | Property Inquiry Survey | Cultural Corridor Survey | Slideshare



1,848
Total Participants



9min
Average Minutes Spent



347
Total Online Engagement Hours



58
Property Survey Responses



3
Interactive Tools

Community Workshop March 2018 | Quick Hits Voting
GateWay Community College, Central City Campus

110 PARTICIPANTS

85 RESIDENTS
BUSINESS OWNERS
SCHOOL DISTRICT EMPLOYEES

25 TEAM MEMBERS
KEY CITY STAFF

37 ONLINE SURVEY RESPONSES
11 Min Survey Average

Purpose

- Selected and prioritized "quick hit" projects intended to advance neighborhood interests while facilitating temporary use of noise land parcels.



Interactive Brainstorming Workshop

Community Open House July 2018 | Quick Hits In Action
Eastlake Park Community Center

59 PARTICIPANTS

50 RESIDENTS
BUSINESS OWNERS

9 TEAM MEMBERS
KEY CITY STAFF

Purpose

- Shared information regarding processes and procedures for implementing the six (6) community prioritized Gold Star Quick Hits.
- Community members provided additional input on favored Quick Hits.



Casual & Informative Open House

Community Meeting October 2018 | Resident and Property Owner Block Planning and Outreach
Eastlake Community Center & Gateway Community College

60 PARTICIPANTS

50 RESIDENTS
BUSINESS OWNERS

10 TEAM MEMBERS
KEY CITY STAFF

Purpose

- Collected and gathered data from residents and property owners within the Planning Area.
- Intended to understand resident and property owner's interest in holding, selling, swapping, leasing, or purchasing land.



One-on-One Interviews & Public Briefing Sessions

Community Workshop November 2018 | Spark Area + Block Plan Draft Concept
GateWay Community College, Central City Campus, Room B401-B402

80 PARTICIPANTS

60 RESIDENTS
BUSINESS OWNERS

20 TEAM MEMBERS
KEY CITY STAFF

Purpose

- Community and stakeholders reviewed and commented on the current proposals for Spark Areas and Block Planning.
- Community worked with the project team to refine Spark Area proposals.



Informal Meet & Greet Session And Table Sessions

Community Meeting April 2019 | The Cultural Corridor Idea Sharing
GateWay Community College, Central City Campus, Main Courtyard

80 PARTICIPANTS

54 RESIDENTS
BUSINESS OWNERS

26 TEAM MEMBERS
KEY CITY STAFF

40 ONLINE SURVEY RESPONSES
28 Min Survey Average

Purpose

- Collected community ideas, priorities and vision to include in the Cultural Corridor Framework Plan.
- Community feedback contributed to the development of an actionable and community-led Cultural Corridor framework.



Outdoor Workshop Festival With A Food Truck and Music

Community Open House July 2019 | Tying It All Together
Pilgrim Rest Baptist Church Gymnasium

Purpose

- By an open house format, the community saw their ideas integrated and illustrated for the Cultural Corridor, Quick Hits and Spark Areas.

Community Meeting October 2019
George Washington Carver Museum & Cultural Center

Purpose

- Phase II, preparing for implementation, of the LRS is nearing completion. This meeting is for community members to review the Phase II work and discuss next steps.



PHASE 2 IMPLEMENTATION

OCTOBER 2019 COMMUNITY MEETING | OCTOBER 23, 2019 | 5:30 - 7:30 PM
GEORGE WASHINGTON CARVER MUSEUM & CULTURAL CENTER
415 E GRANT ST, PHOENIX, AZ 85004

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COMMUNITY COLLABORATION CREATED THE IMPLEMENTATION TOOLS



STAKEHOLDER INTERVIEWS

DECEMBER 2017 THROUGH FEBRUARY 2018

Understanding of Opportunities & Constraints

Extensive Community Engagement

58
PARTICIPANTS

- 32 PUBLIC SECTOR
- 16 PRIVATE SECTOR
- 6 INSTITUTIONAL
- 4 ADVOCATES

COMMITTEE MEETINGS

IMPLEMENTATION OVERSIGHT COMMITTEE & TECHNICAL ADVISORY COMMITTEE

SPARK AREAS

Spark Area Dev. Scenarios and Economic Impact

QUICK HIT IDEAS

Solicit Partners / Resources Related to Quick Hits

CULTURAL CORRIDOR

Introduce Cultural Corridor Concepts

ONLINE COLLABORATION

TOOLS USED

Quick Hits Voting Online Exercise

Resident & Property Owner Outreach Survey

Cultural Corridor Online Exercises

OUR STOREFRONTS

PHX LAND REUSE STRATEGY INFO HEADQUARTERS

- Phoenix Revitalization Corporation
1122 E Buckeye Rd A1, Phoenix, AZ 85034
- Eastlake Community Center
1549 E Jefferson St, Phoenix, AZ 85034
- Convenient locations

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

COLLABORATION IN ACTION

Meeting Invite Postcards

Door Hangers

Email Notices

Project Website

Project Storefront

Location Posters

Online Interactive Exercises & Survey

COLLABORATION MEMORIES

Quick Hits Voting

Quick Hits In Action

Resident and Property Owner Block Planning & Outreach

Spark Area & Block Plan Draft Concept

Cultural Corridor Idea Sharing

Tying It All Together

We're creating those memories together right now.
Thank you for participating!
The Tools You Can Use

Online Engagement

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QUICK HITS

STATION #2



SUPPORT NEIGHBORHOOD GOALS THROUGH TEMPORARY LOT USES

THE OPPORTUNITIES

- “Facilitate neighborhood improvements in the near-term.”
- “Ensure that temporary uses are compatible with the existing neighborhoods and Airport operations.”
- “Incorporate uses that will attract new neighbors, businesses, and services.”



THE IDEAS

- Engaged a technical advisory committee focused on neighborhood quality
- Supported the community in enhancing a “Pocket Space” design concept
- Worked with community to identify and prioritize near-term improvements
- Identified other potential Pocket Space sites
- Identified six “Gold Star” Quick Hits as most preferred by the community



TOOLS TO MAKE THIS HAPPEN

- 1 Quick Hits Implementation Handbook
- 2 Quick Hits Action Plans
- 3 Pocket Space Preliminary Design Package
- 4 Spark Area and Block Planning Requests-for-Proposals (RFPs) - Community Benefit Requirements



- Actual size 48"x36"

QUICK HITS

STATION #2

QUICK HITS



SUPPORT ECONOMIC DEVELOPMENT THROUGH TEMPORARY USES

THE OPPORTUNITIES

- “Use lots to stimulate economic development.”
- “Attract businesses and redevelopment to the area through cultural tourism.”
- “Support local entrepreneurs and existing businesses.”



THE IDEAS

- Engaged a technical advisory committee focused on economic opportunity
- Suggested temporary uses supportive of expanded economic opportunities
 - El Mercado
 - Parking Share
 - Street Eats
 - Biz on Wheels
 - Entrepreneur Spot
- Crafted Requests-for Proposals (RFPs) to have economic benefit requirements & incentives



TOOLS TO MAKE THIS HAPPEN

- Quick Hits Implementation Handbook
- Cultural Corridor Framework (Development Strategy)
- Spark Area and Block Planning Requests-for-Proposals (RFPs)



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QUICK HITS

STATION #2




SUPPORT CULTURAL PRESERVATION THROUGH TEMPORARY USES

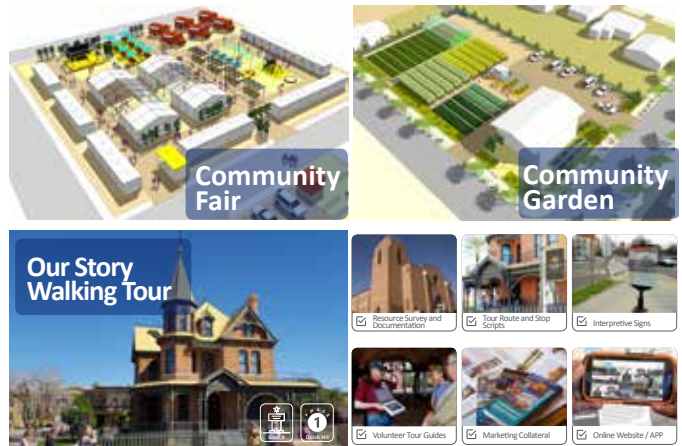
THE OPPORTUNITIES

- "Incorporate cultural features into Quick Hit proposals."
- "Connect Quick Hits to the Cultural Corridor."
- "Provide outdoor space that memorializes local history and culture."



THE IDEAS

- Engaged a Technical Advisory Committee focused on cultural celebration
- Worked with the community to refine a Pocket Space Concept
- Identified areas where the Quick Hits could overlap with the Cultural Corridor
- Suggested temporary uses supportive of culture
 - Our Storefront
 - Heritage Signage
 - Fun Pop
 - Our Story Walking Tour
 - Arte Ahora (Art Now)
 - Little Free Library
 - Dig Up



TOOLS TO MAKE THIS HAPPEN

- Quick Hits Implementation Handbook
- Cultural Corridor Framework (Development Strategy)
- Pocket Space Preliminary Design Package




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QUICK HITS: POCKET SPACE CONCEPT

The components and materials in the graphics are examples only and do not show exactly how the Pocket Space will be defined. 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.

STATION #2



QUICK HITS

WHAT IS A POCKET SPACE?


Envisioned by the community for the community

Pocket Spaces are **small-sized temporary lot activations** (a 2-lot cluster minimum; average 0.5 acres +/- in size). **Created/built by the community**, spaces may be “branches” of the **Cultural Corridor** route that provide a “stopping point.” Pocket Spaces can showcase historic elements as well as honor and commemorate neighborhood residents.



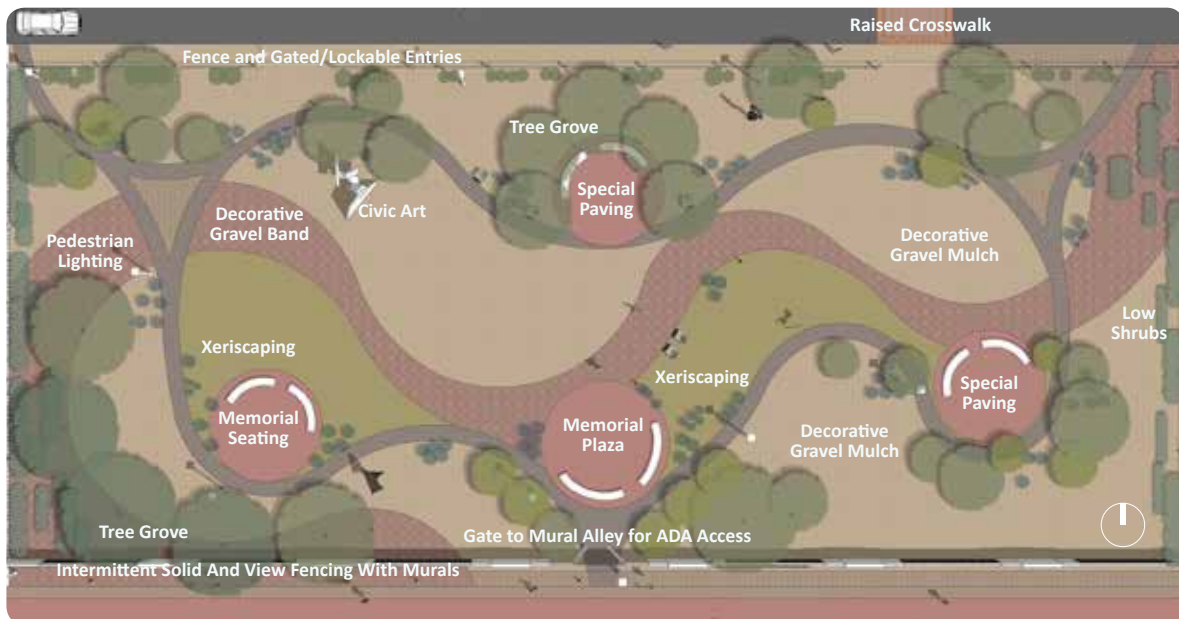
COMMUNITY BENEFITS:

- 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. ”

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QUICK HITS: POCKET SPACE CONCEPT

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STATION #2



QUICK HITS

OVERVIEW:

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

KEY COMPONENTS:

MEMORIAL SEATING

Seating can double as memorial element with engraving



VEGETATION

Include low maintenance, drought-tolerant landscaping



CIVIC ART

Sculptural art from local artists to further enliven the space



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



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QUICK HITS: POCKET SPACE CONCEPT

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STATION #2



OVERVIEW:

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

KEY COMPONENTS:

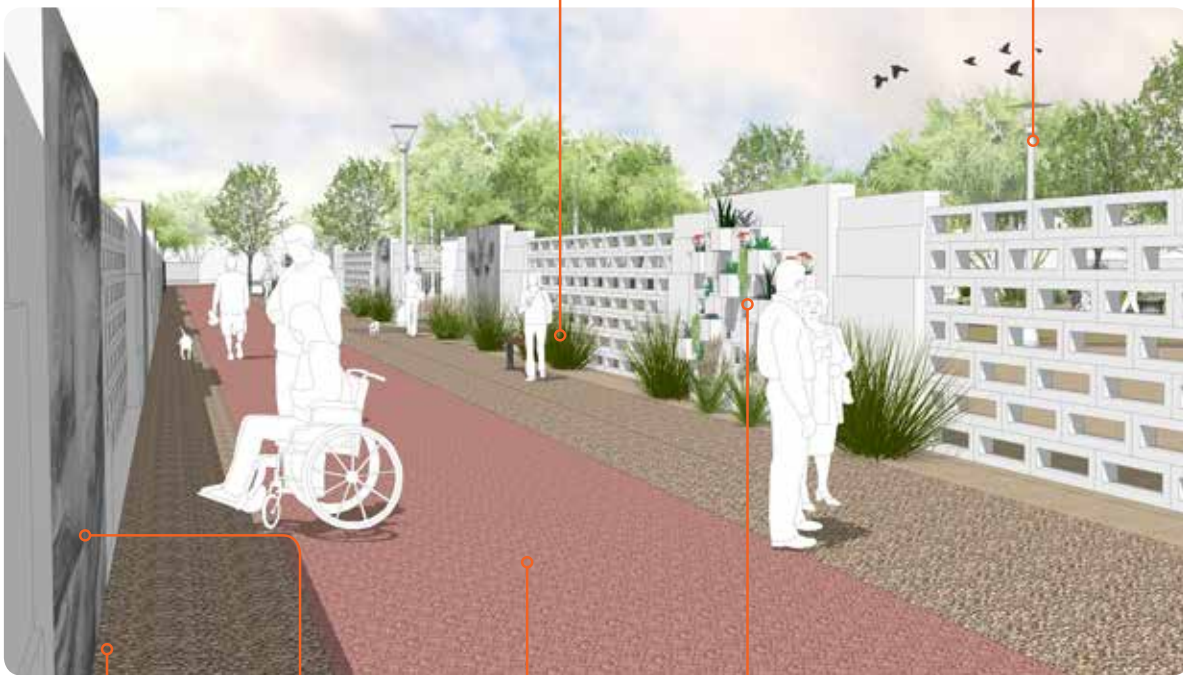
VEGETATION

Include low maintenance, drought-tolerant landscaping



PED. LIGHTING

Integrate lighting for a safe pedestrian friendly environment



GRAVEL
Decorative gravel for added visual interest



MURAL
Story-telling murals celebrating past and present residents



PAVING
Stabilized granite is ADA compliant and cost effective



INSTALLATION
Green wall beautifies and creates wall variation



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QUICK HITS: POCKET SPACE CONCEPT

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STATION #2

QUICK HITS

OVERVIEW:

A Pocket Space will serve as a passive recreation space for locals enhancing civic pride and creating a “stopping point” to showcase local history.

KEY COMPONENTS:

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



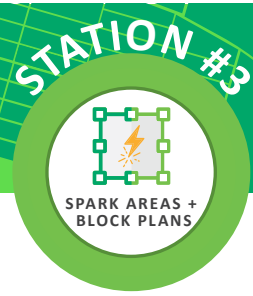
MEMORIAL

Seating can double as memorial element with engraving



- Actual size 48"x36"

SPARK AREA DESIGN



SPARK AREA COMMUNITY PLANNING

THE OPPORTUNITIES

- “Spark Area 1: Affordable, mixed-use, active and walkable Village with local shops and restaurants.”
- “Spark Area 2: Downtown Creative Campus supporting jobs, education and training.”
- “Spark Area 3: Mixed-use Business Park with community sports amenities.”

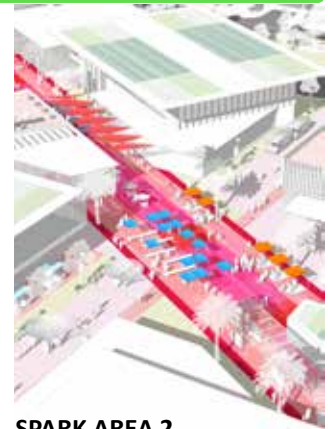


THE IDEAS

- Developed preliminary site capacity studies and conducted feasibility analysis
- The community identified their preferred conceptual site plans
- Refined preferred plans and drafted Design Guidelines reflecting the community’s ideas



SPARK AREA 1



SPARK AREA 2

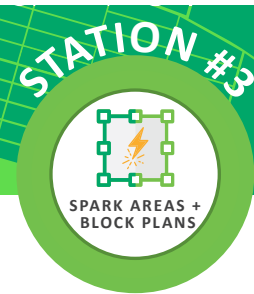
TOOLS TO MAKE THIS HAPPEN

- 1 Spark Area Development Standards and Design Guidelines
- 2 Spark Area Requests-for-Proposals (RFPs)
- 3 Development Agreement Templates with a Land Lease Agreement and Community Benefits program



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SPARK AREA DESIGN



CONTEXT-SENSITIVE BLOCK LEVEL PLANNING

THE OPPORTUNITIES

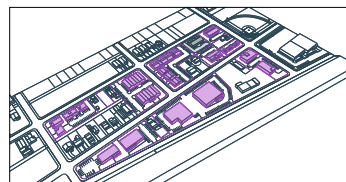
“Promote context-sensitive infill development that is compatible with existing neighborhoods.”

“Respect neighborhood height, scale, use and architectural style.”

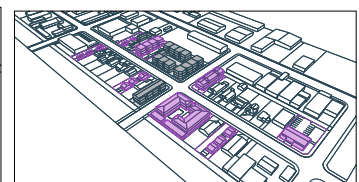


THE IDEAS

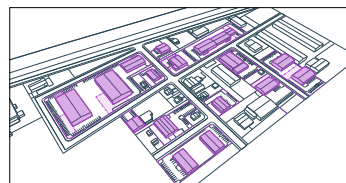
- Conducted a Block Planning site boundary preliminary study
- Prepared monthly reports to reflect property interests
- Conducted Resident and Property Owner Block Planning and Outreach through in-person meetings, online tools, and project hotlines
- Developed preliminary block design concepts
- Drafted Design Guidelines and studied infill building types



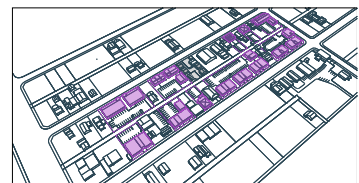
INDUSTRIAL BLOCK - CENTRAL SUBAREA



MIXED-USE BLOCK - NORTH SUBAREA



INDUSTRIAL BLOCK - SOUTH SUBAREA



SMALL BUSINESS/FLEX BLOCK - CENTRAL AREA

TOOLS TO MAKE THIS HAPPEN

- 1 Block Planning Development Standards and Design Guidelines
- 2 Block Planning Requests-for-Proposals (RFPs)
- 3 Land Lease Agreement



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SPARK AREA DESIGN



SPARK AREA 1 EASTLAKE PARK | MIXED-USE TRANSIT ORIENTED DEVELOPMENT NODE



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

WHAT WE HEARD FROM YOU AT THE NOVEMBER 2018 TAPESTRY COMMUNITY WORKSHOP



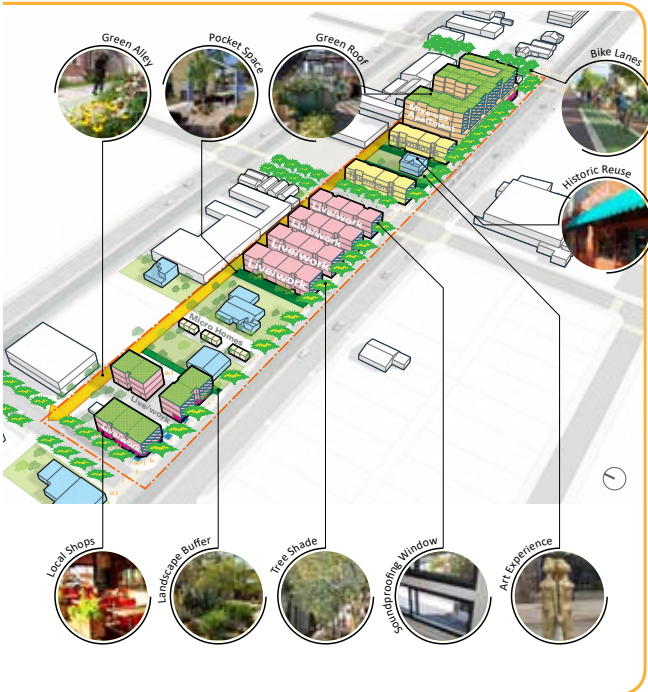
Height setback, or landscape buffer from historic homes.

Harmonize the height and scale of mixed-use complex.

Sound buffer from train.

Green the alley!

COMMUNITY COMMENT RESPONSES



PREFERRED CONCEPT FOR REDEVELOPMENT

Pg. 7



POTENTIAL DEVELOPMENT OUTCOME: WHAT GETS BUILT

MICRO/TINY HOMES 900 GSF, 3 UNITS	TOWNHOME COMBO 1,900 GSF, 16 UNITS
LIVE/WORK 51,160 GSF, 46 UNITS	MID-RISE APARTMENT 113,600 GSF, 145 UNITS
RETAIL/SERVICE 4,540 GSF	
TOTAL GSF: 189,200 SF * GSF: Gross Square Feet	



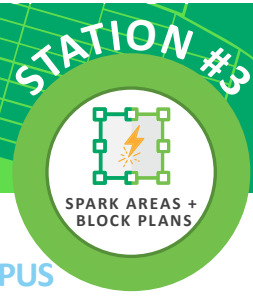
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SPARK AREA DESIGN



SPARK AREA 2 EL CAMPITO | 7TH STREET AND BUCKEYE CREATIVE CAMPUS



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

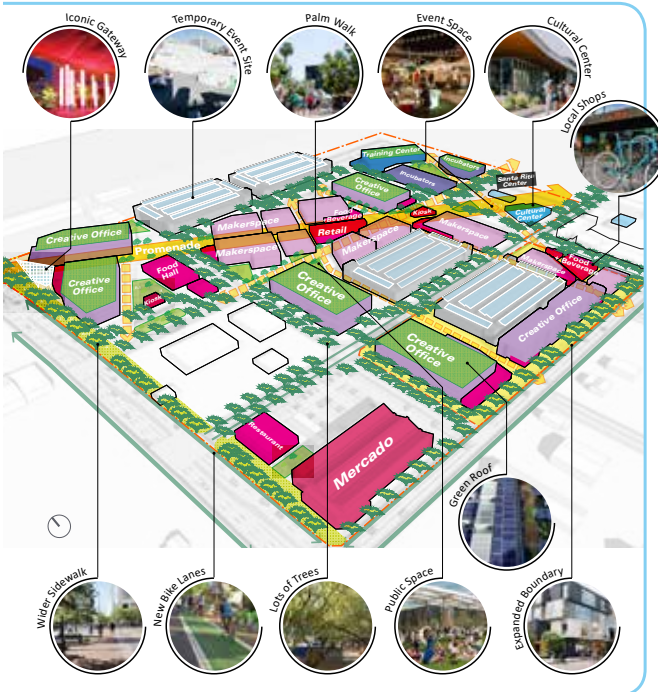
WHAT WE HEARD FROM YOU AT THE NOVEMBER 2018 TAPESTRY COMMUNITY WORKSHOP



- Parking facilities could double as event spaces.
- Create unique district character, different from Warehouse District.
- Potentially expand the south boundary of Spark Area 2 to Buckeye Rd.
- Buffer the noise from airplanes and trains.
- Green building standards, sustainable design.
- Pedestrian overpass and new signal intersection on 7th St.
- Hispanic cultural center, performance venue, event programming.
- Wider walkway and bikeway along 7th St.
- Like the diagonal walk to connect 7th St to the Santa Rita Center!



COMMUNITY COMMENT RESPONSES



PREFERRED CONCEPT FOR REDEVELOPMENT

Pg. 7

POTENTIAL DEVELOPMENT OUTCOME: WHAT GETS BUILT

CREATIVE OFFICE 557,100 GSF	MERCADO 30,500 GSF
ARTISAN SPACE 213,000 GSF	RETAIL/SERVICE 73,000 GSF
EDUCATIONAL 95,900 GSF	CULTURAL CENTER 11,500 GSF

TOTAL GSF: 981,000 SF
* GSF: Gross Square Feet

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SPARK AREA DESIGN

STATION #3




SPARK AREAS +
BLOCK PLANS

SPARK AREA 3

BARRIOS UNIDOS | I-17 FLEX BUSINESS PARK DEVELOPMENT

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

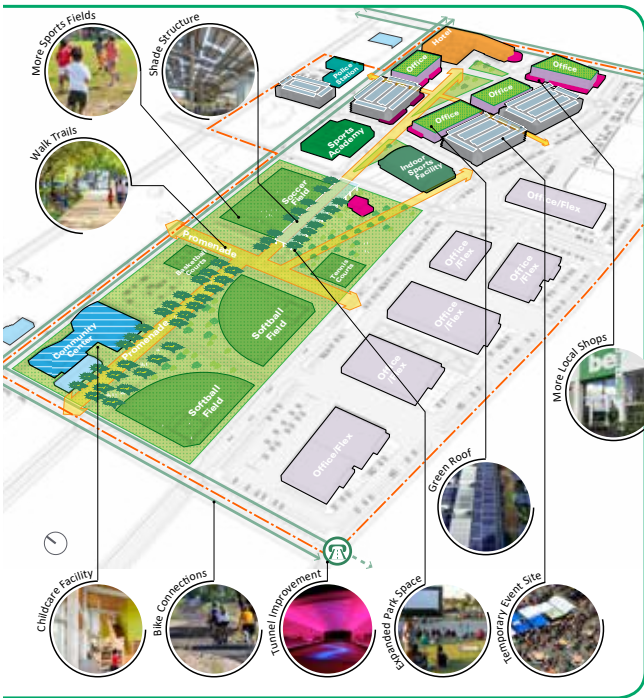
WHAT WE HEARD FROM YOU AT THE NOVEMBER 2018 TAPESTRY COMMUNITY WORKSHOP



- Open 12th Street tunnel chamber connecting to the south.
- Expand park facility.
- Phasing consideration of new park development.
- Sports fields for more ages.
- Childcare facility on site.
- More office complex mixed with shops and restaurants.
- What about those existing homes in the Spark Area 3?
- I-17/I-10 pedestrian overpass on 16th St.
- Bike connections to the river; walk trails / walk track.



COMMUNITY COMMENT RESPONSES



PREFERRED CONCEPT FOR REDEVELOPMENT

Pg. 7



147 Frontage Rd

POTENTIAL DEVELOPMENT OUTCOME: WHAT GETS BUILT	
HOTEL 139,200 GSF, 240 RMs	COMMUNITY CENTER 30,200 GSF
OFFICE/FLEX 192,500 GSF	SPORTS ACADEMY 42,100 GSF
BUSINESS PARK OFFICE 420,400 GSF	INDOOR SPORTS FACILITY 40,100 GSF
POLICE STATION 41,200 GSF	COMMUNITY PARK 16.4 AC
RETAIL/SERVICE 42,000 GSF	

TOTAL GSF: 947,700 SF * GSF: Gross Square Feet

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THE CULTURAL CORRIDOR

STATION #4



CULTURAL CORRIDOR



BIG IDEA

HONOR OUR COMMUNITY HEROES

THE OPPORTUNITIES

"Let's honor our local heroes."

"Let's celebrate our cultures, diversity, and histories."



THE IDEAS

- Created an interactive Cultural Corridor survey to gather community input
- Asked the community to identify their favorite heroes
- Used community ideas and preferences to develop community hero theme zones along Cultural Corridor
- Created a list of all heroes identified by the community



TOOLS TO MAKE THIS HAPPEN

- 1 Cultural Corridor Framework (Development Strategy)
- 2 Cultural Corridor Action Plan
- 3 Cultural Corridor Design Guidelines



PHASE 2

IMPLEMENTATION

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THE CULTURAL CORRIDOR

STATION #4



ESTABLISH A COHESIVE AND DISTINGUISHABLE CULTURAL CORRIDOR DESIGN

THE OPPORTUNITIES

“Establish the area as a gateway and centerpiece of Phoenix.”

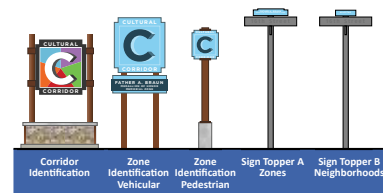
“Link the airport and Downtown.”

“Make the area identifiable to visitors.”



THE IDEAS

- Gathered and organized community ideas through workshops, small-group meetings, and an interactive online Cultural Corridor survey
- Asked the community to vote for their preferred “form” markers
- Created corridor theme zones that can work independently and as an overall system
- Developed a system signage family using a “Kit of Parts” concept
- Defined Design Guidelines related to mobility, public art, streetscapes, and heritage



TOOLS TO MAKE THIS HAPPEN

- 1 Cultural Corridor Framework (Development Strategy)
- 2 Cultural Corridor Action Plan
- 3 Cultural Corridor Design Guidelines



- Actual size 48"x36"

THE CULTURAL CORRIDOR

STATION #4



CELEBRATE THE COMMUNITY'S HISTORY AND CULTURAL INFLUENCE

THE OPPORTUNITIES

"Attract locals and tourists to the area."

"Teach visitors about the area's rich contemporary cultural and history."

"Brand the area as a "gateway" to Phoenix's past and future."



THE IDEAS

- Engaged a Technical Advisory Committee focused on Cultural Celebration
- Conducted a Focus Group on Arts and Culture
- Created a Cultural Corridor survey to gather community input
- Established a system of historic markers
- Asked the community to identify places and events of significance
- Developed mock-up signage for two theme zones
- Created Design Guidelines specific to heritage preservation



TOOLS TO MAKE THIS HAPPEN

- 1 Cultural Corridor Framework (Development Strategy)
- 2 Cultural Corridor Action Plan
- 3 Cultural Corridor Design Guidelines



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THE CULTURAL CORRIDOR

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THEME ZONE CONCEPT

Pg. 14



WHAT IS THE CULTURAL CORRIDOR?

The Cultural Corridor is a **community idea**, developed through the LRS program's engagement and implementation efforts. It is a designated **shared-use**, with the ability to **celebrate and honor the legacy, histories and identity** of the existing community while **linking neighborhoods** through historic markers, wayfinding and interpretive signage.

COMMUNITY BENEFITS:

- Celebrates the area's **history and current cultural composition**
- **Activates** vacant lots
- **Supports investments** in key infrastructure and **economic success**
- **Attracts** cultural tourism, development and business

Pg. 6

Pg. 11 WHAT WE HEARD: APRIL 2019 CULTURAL CORRIDOR IDEA SHARING COMMUNITY MEETING

<p>Cultural Heroes</p> <ul style="list-style-type: none"> Father Albert Braun O.F.M César Chávez Sister Mary Luca Junk Silvestre S. Herrera Wing F. Ong The Honorable Calvin C. and Georgie M. Goode 	<p>Form Activations</p> <ul style="list-style-type: none"> Historic Adaptive Reuse Murals/Street Art Infrastructure Museum/Cultural Center Historic Markers Sign Toppers Urban Walk Apps Art Displays Commemorative Book Crosswalks Benches Audio Tales 	<p>Places to Celebrate</p> <ul style="list-style-type: none"> Sacred Heart Church Santa Rita Center Ann Ott School Silvestre S. Herrera School All churches Austin's Market Neighborhood Parks 	<p>Events and Experiences</p> <ul style="list-style-type: none"> Annual Martin Luther King Jr. Celebration Sacred Heart Church Christmas Mass Student Performing Arts Night César Chávez Celebration Seasonal/Farmers Market Street Eat/Food Truck Festival 	<p>Process</p> <p>Community Grassroots-Led</p> <ul style="list-style-type: none"> » Fundraising » Requests-for-Proposals » Proposal Review » Plan and Design Review » Maintenance
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Pg. 11 WHAT WE HEARD: APRIL 2019 ARTS & CULTURE FOCUS GROUP MEETING

<p>Tangible Next Steps</p> <ul style="list-style-type: none"> • Attract cultural tourism • Link and activate the corridor • Establish a broad definition of culture • Revisit Eastlake-Garfield TOD Plan and Eastlake Arts District "Soul of the City" • Add Buckeye Rd as "Gateway to Phoenix's Past and Future" 	<p>Arts And Cultural Partnerships</p> <ul style="list-style-type: none"> • Generate a Marketing Plan & Mission • Establish Agreements and Partners • Engage the various neighborhoods • Share Airport Museum database • Consider locating Latino Cultural Center • Explore ASU Grant and Resources 	<p>Financial Considerations</p> <ul style="list-style-type: none"> • Establish funding and support • Create legacy and kick starter projects • Secure development revenue • Build on existing city programs • Use Cultural Corridor fund on neighborhood improvements
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THE CULTURAL CORRIDOR

STATION #4


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CULTURAL CORRIDOR SYSTEM FAMILY

The Cultural Corridor may be characterized by a visual signage system that can help to brand the area as a cultural destination. The Cultural Corridor wayfinding and signage will define an experiential heritage route where children, members of the community, and visitors can learn about the area's past and exciting future.

COLOR FAMILY

Pg. 25





CULTURAL CORRIDOR
GOODE-LUCA-ONG
COMMUNITY
CHAMPION
ZONE



CULTURAL CORRIDOR
SILVESTRE S.
HERRERA
HEROISM
ZONE



CULTURAL CORRIDOR
ANN OTT
EDUCATION
ZONE



CULTURAL CORRIDOR
FATHER A. BRAUN
MEDALLION OF
HONOR
MEMORIAL ZONE




CULTURAL CORRIDOR
CÉSAR CHÁVEZ
LABOR AND
CIVIL RIGHTS
ZONE

WAYFINDING AND SIGNAGE KIT OF PARTS

Pg. 20

What are Wayfinding Tools?


All of the ways people know where they are and where they can go, while enhancing their understanding and experience of physical environments.



SIGNAGE FAMILY

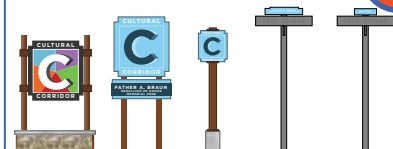
Pg. 22

ICONIC BUILDING



Cultural/Visitor's Center Adaptive Reuse

WAYFINDING



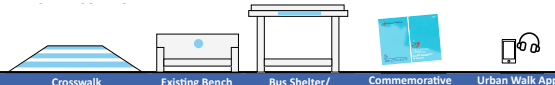
Corridor Identification
Zone Identification Vehicular
Zone Identification Pedestrian
Sign Topper A Zones
Sign Topper B Neighborhoods

HISTORIC INTERPRETIVE SIGNS



Corridor Kiosk Human Scale Corridor Interpretive Sign Primary Corridor Interpretive Sign Secondary Historic Building Interpretive Historic Site Interpretive Moment Marker

ADDITIONAL COMPONENTS




Crosswalk Graphics Existing Bench Plaque Bus Shelter/Bench Commemorative Booklet Urban Walk App / Audio Tales

Pg. 21

What is a Kit of Parts?

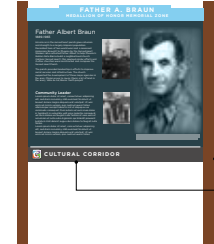
A Kit of Parts is a collection of elements that are pre-designed for inclusion in a larger system. The modular nature of a Kit of Parts will allow each theme zone the flexibility to address its own wayfinding and messaging needs while maintaining consistency across the LRS Project area as a whole.

HISTORIC WAYFINDING KIT OF PARTS



ZONE IDENTIFICATION COLOR / BRANDING
ZONE NAMING
STRUCTURE MATERIAL
BASE DETAIL

HISTORIC INFORMATIONAL KIT OF PARTS



ZONE IDENTIFICATION COLOR / NAMING
ZONE SPECIFIC INTERPRETATION
STRUCTURE MATERIAL
OVERALL SYSTEM IDENTIFICATION

- Actual size 48"x36"

THE CULTURAL CORRIDOR

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STATION #4

CULTURAL CORRIDOR

SILVESTRE S. HERRERA HEROISM ZONE YUMA ST. POCKET SPACE

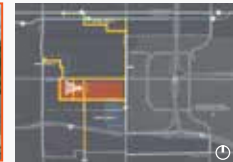


RECOMMENDATIONS:

- 1 Use **midblock crossings** in areas with students or heavy pedestrian activity.
- 2 Include **zone identification** for vehicular traffic.
- 3 Utilize **interpretive signs** 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 **Silvestre S. Herrera School**.

Pg. 41

12TH ST AND YUMA ST EXISTING CONDITIONS



— Cultural Corridor Route
- - - Cultural Corridor Potential Route Expansion

SILVESTRE S. HERRERA HEROISM ZONE LEWIS PARK

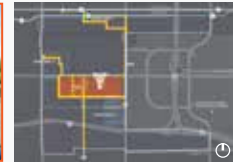


RECOMMENDATIONS:

- 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.
- 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**.

Pg. 40

12TH ST EXISTING CONDITIONS



ANN OTT EDUCATION ZONE

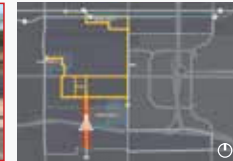


RECOMMENDATIONS:

- 1 Include **pedestrian zone identification** along walkways.
- 2 Incorporate a community inspired and locally **curated mural**.
- 3 Use **crosswalk graphics** that help to identify the cultural corridor zone.
- 4 Utilize **interpretive signs** to highlight the history of the zone.
- 5 Use **moment markers** to highlight spaces of community importance and link them to the urban app and audio tales.

Pg. 42

12TH ST TUNNEL EXISTING CONDITIONS



- Actual size 48"x36"

THE CULTURAL CORRIDOR

STATION #4

CULTURAL CORRIDOR

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GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE

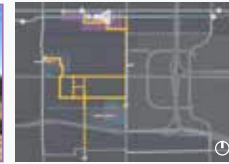


RECOMMENDATIONS:

- Adaptively reuse the existing home as a Visitor's Center.
- Use a historic site informational display (or other interpretive method) to explain the building's history.
- Incorporate a corridor kiosk with wayfinding and theme zone information.
- Include zone identification for light-rail and vehicular traffic.
- Locate artwork created by or familiar to the local community (e.g. Three Ladies).
- Use the sidewalk as a traffic buffer and include bioswales when possible.

Pg. 37

E. JEFFERSON ST EXISTING CONDITIONS



— Cultural Corridor Route
- - - Cultural Corridor Potential Route Expansion

FATHER A. BRAUN MEDALLION OF HONOR MEMORIAL ZONE



RECOMMENDATIONS:

- Use crosswalk graphics that help to identify the cultural corridor zone.
- Include zone identification for vehicular traffic.
- Incorporate Cultural Corridor zone symbology and colors on bus shelters.
- Incorporate a corridor kiosk with wayfinding and theme zone information.
- Utilize interpretive signs to highlight the history of the zone.
- Incorporate Cultural Corridor zone plaque on existing benches.
- Incorporate a community inspired and locally curated mural.
- Preserve and restore the Historic Sacred Heart Church as needed.

Pg. 39

BUCKEYE RD AND 16TH ST EXISTING CONDITIONS



CÉSAR CHÁVEZ LABOR AND CIVIL RIGHTS ZONE

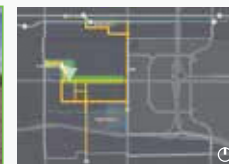


RECOMMENDATIONS:

- Include pedestrian zone identification in public spaces.
- Utilize interpretive signs to highlight the history of the zone.
- Establish a Cultural Center where visitors can learn about the area's heritage/history.
- Include interpretive signs with focused information specific to the zone.
- Use a historic site informational to explain the building's history.
- Incorporate community inspired and locally curated mural.
- Preserve and restore the Santa Rita Center as needed.

Pg. 38

SPARK AREA 2 EXISTING CONDITIONS

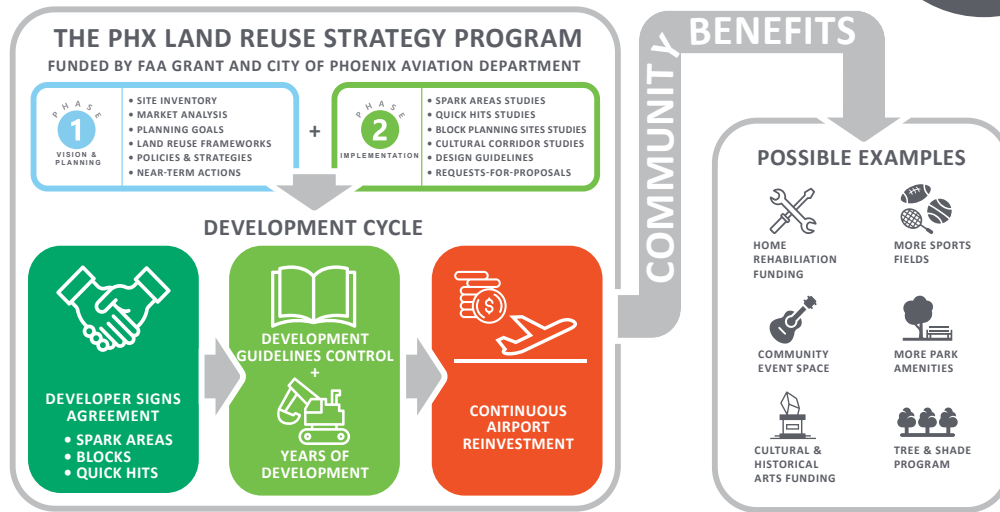


- Actual size 48"x36"

STEPS TOWARDS DEVELOPMENT



DEVELOPMENT CYCLE AND COMMUNITY BENEFITS



WHAT IS A REQUEST-FOR-PROPOSAL (RFP)?



A Request-for-Proposal (RFP) is a document that a government agency, posts to ask for a fee proposal from different companies.

Through a formal bidding process, potential interested companies offer government agencies unique design solutions for the specific development site/project/building/structure.

THE PHX LRS RFP PROCESS COMPONENTS



WHAT ARE DESIGN GUIDELINES?

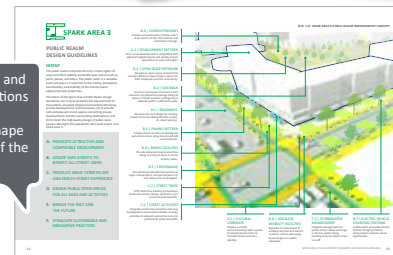


- A regulation book, used to guide the appearance of community development by providing standards and guidelines for streets, public spaces, building scale, massing and materials, etc.
- An important tool to help guide development in accordance with community goals and objectives.
- New development standards enhance and are consistent with the Walkable Urban Code and other City ordinances.

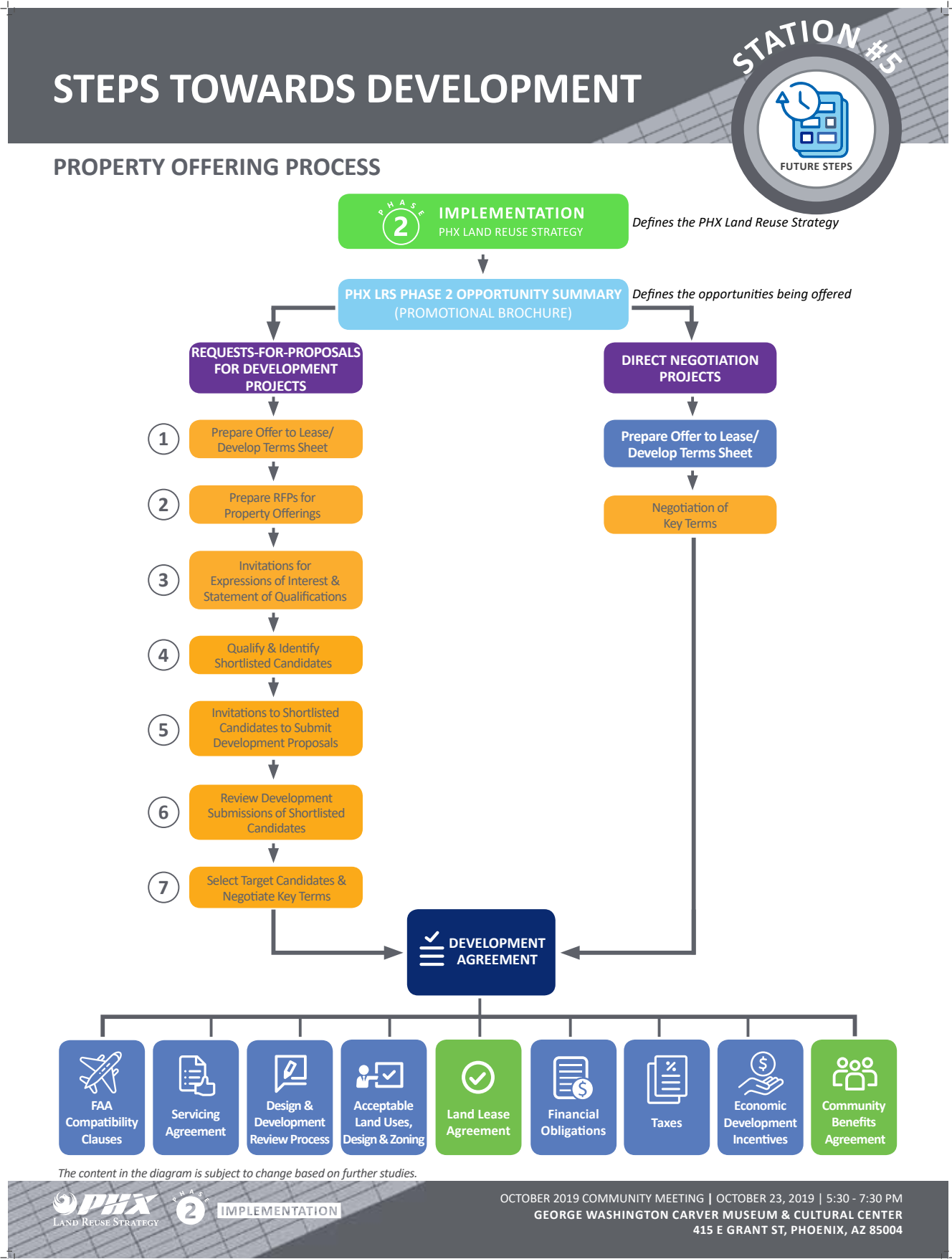
Design Guidelines are being prepared for the PHX LRS Project Area:



The "books" use text, graphics, and tables to provide recommendations that will guide good practice in design. These guidelines will shape both public and private areas of the built environment.



- Actual size 48"x36"



- Actual size 48"x36"



LRS PROCESS & OUTCOMES

IMPLEMENTATION STRATEGIES

Spark Area Development (Mid - to Long-Term):

- Three large contiguous developable sites
- A development catalyst triggering economic growth and neighborhood improvements

Block Planning (Mid- to Long-Term):

- Contiguous noise land parcels
- New non-residential uses built to complement the neighborhood.

Quick Hits (Short-Term):

- Put underutilized noise land parcels to use with high community benefit potential
- Temporary uses to support neighborhoods, economic development and the Cultural Corridor

Cultural Corridor:

- A community idea, developed through engagement and implementation efforts
- A multi-use trail with wayfinding and signage, linking neighborhoods and celebrating the community

IMPLEMENTATION PHASE DELIVERABLES

NCS

- Implementation Strategy Report
- Implementation Strategy Report Executive Summary
- Property Offering Summary
- Project Website
- Environmental Review Documentation

SPARK AREAS & BLOCK PLANNING

- Spark Area RFP Template
- Spark Area Development Standards & Design Guidelines
- Block Planning RFP Template
- Block Planning Development Standards & Design Guidelines
- Standard Lease Agreement

QUICK HITS

- Quick Hits Implementation Handbook
- Pocket Space Design Concept Package
- Standard Lease Agreement

CULTURAL CORRIDOR

- Cultural Corridor Framework (Development Strategy)
- Cultural Corridor Action Plan
- Cultural Corridor Design Guidelines

- Actual size 48"x36"



STAY CONNECTED



**WAYS TO STAY CONNECTED
WITH PROJECT UPDATES**

 visit us online at:
www.SKYHARBOR.com/LandReuseStrategy

 email us at:
Irs@phoenix.gov

 **PHASE 2 IMPLEMENTATION**

OCTOBER 2019 COMMUNITY MEETING | OCTOBER 23, 2019 | 5:30 - 7:30 PM
GEORGE WASHINGTON CARVER MUSEUM & CULTURAL CENTER
415 E GRANT ST, PHOENIX, AZ 85004

10.23.2019

**THE TOOLS YOU CAN USE
COMMUNITY MEETING**

MEETING PRESENTATION

10.23.2019

**THE TOOLS YOU CAN USE
COMMUNITY MEETING**

PRINTED MATERIALS

- Actual size 8.5x11"

IMPLEMENTATION PHASE: COMMUNITY COLLABORATION



STAKEHOLDER INTERVIEWS

DECEMBER 2017 THROUGH FEBRUARY 2018

Understanding of Opportunities & Constraints

Extensive Community Collaboration

58 PARTICIPANTS

- 32 PUBLIC SECTOR
- 16 PRIVATE SECTOR
- 6 INSTITUTIONAL
- 4 ADVOCATES

COMMITTEE MEETINGS

IMPLEMENTATION OVERSIGHT COMMITTEE & TECHNICAL ADVISORY COMMITTEE

SPARK AREAS

QUICK HIT IDEAS

CULTURAL CORRIDOR

Spark Area Dev. Scenarios and Economic Impact

Solicit Partners / Resources Related to Quick Hits

Develop Cultural Corridor Concepts

INTERACTIVE ONLINE COLLABORATION

TOOLS USED

Quick Hits Voting Online Exercise

Resident & Property Owner Outreach Survey

Cultural Corridor Online Exercises

PROJECT STOREFRONTS

PHX LAND REUSE STRATEGY INFO HEADQUARTERS

- Phoenix Revitalization Corporation
1122 E Buckeye Rd A1, Phoenix, AZ 85034
- Eastlake Community Center
1549 E Jefferson St, Phoenix, AZ 85034
- Convenient locations
 - Comment Card Drop Box
 - Brochures / Materials
 - Outdoor Notice Board
 - Bulletin Boards / Displays

COLLABORATION METHODS

Meeting Invite Postcards

Door Hangers

Email Notices

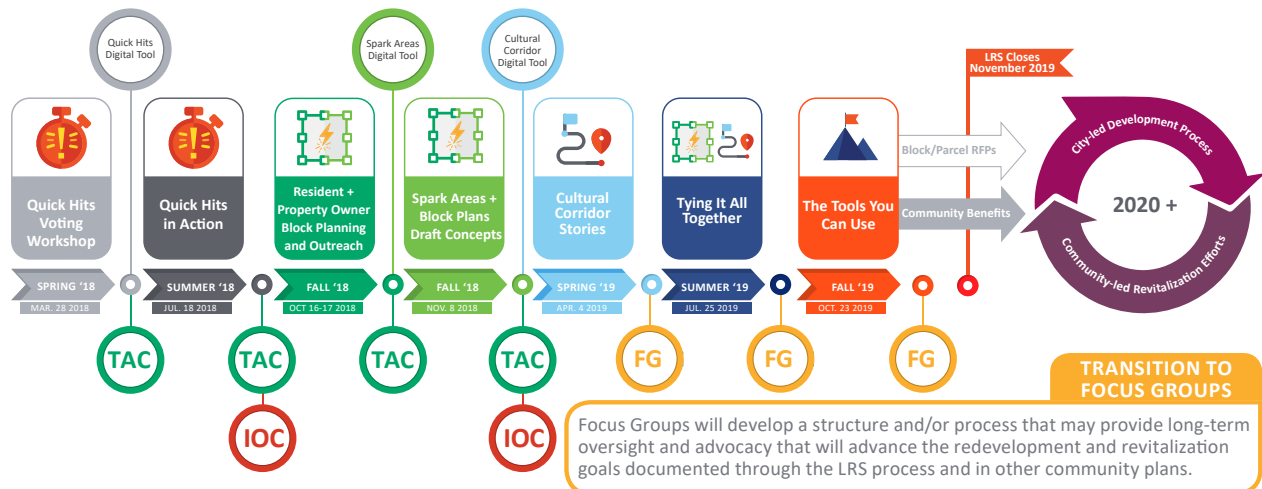
Project Website

Project Storefront

Location Posters

Online Interactive Exercises & Survey

COMMUNITY COLLABORATION & IMPLEMENTATION TIMELINE



- Actual size 8.5x11"

IMPLEMENTATION PHASE: COMMUNITY COLLABORATION

Online Collaboration
Project Webpage | Quick Hits Exercise | Property Inquiry Survey | Cultural Corridor Survey | Slideshare

1,848
Total Participants

9min
Average Minutes Spent

347
Total Online Collaboration Hours

58
Property Survey Responses

3
Interactive Tools

Community Workshop March 2018 | Quick Hits Voting
GateWay Community College, Central City Campus

- Selected and prioritized "quick hit" projects intended to advance neighborhood interests while facilitating temporary use of noise land parcels.

110
PARTICIPANTS

85 RESIDENTS
BUSINESS OWNERS
SCHOOL DISTRICT EMPLOYEES

25 TEAM MEMBERS
KEY CITY STAFF

37 ONLINE SURVEY RESPONSES
11 Min Survey Average

Interactive Brainstorming Workshop

Community Open House July 2018 | Quick Hits In Action
Eastlake Park Community Center

- Shared information regarding processes and procedures for implementing the six (6) community prioritized Gold Star Quick Hits.
- Community members provided additional input on favored Quick Hits.

59
PARTICIPANTS

50 RESIDENTS
BUSINESS OWNERS

9 TEAM MEMBERS
KEY CITY STAFF

Casual & Informative Open House

Community Meeting October 2018 | Resident and Property Owner Block Planning and Outreach
Eastlake Community Center & Gateway Community College

- Collected and gathered data from residents and property owners within the Planning Area.
- Intended to understand resident and property owner's interest in holding, selling, swapping, leasing, or purchasing land.

60
PARTICIPANTS

50 RESIDENTS
BUSINESS OWNERS

10 TEAM MEMBERS
KEY CITY STAFF

One-on-One Interviews & Public Briefing Sessions

Community Workshop November 2018 | Spark Area + Block Plan Draft Concept
GateWay Community College, Central City Campus, Room B401-B402

- Community and stakeholders reviewed and commented on the current proposals for Spark Areas and Block Planning.
- Community worked with the project team to refine Spark Area proposals.

80
PARTICIPANTS

60 RESIDENTS
BUSINESS OWNERS

20 TEAM MEMBERS
KEY CITY STAFF

Informal Meet & Greet Session And Table Sessions

Community Meeting April 2019 | The Cultural Corridor Idea Sharing
GateWay Community College, Central City Campus, Main Courtyard

- Collected community ideas, priorities and vision to include in the Cultural Corridor Framework Plan.
- Community feedback contributed to the development of an actionable and community-led Cultural Corridor framework.

80
PARTICIPANTS

54 RESIDENTS
BUSINESS OWNERS

26 TEAM MEMBERS
KEY CITY STAFF

40 ONLINE SURVEY RESPONSES
28 Min Survey Average

Outdoor Workshop Festival With A Food Truck and Music

Community Meeting July 2019 | Tying It All Together
Pilgrim Rest Baptist Church Gymnasium

- By an open house format, the community saw their ideas integrated and illustrated for the Cultural Corridor, Quick Hits and Spark Areas.

75
PARTICIPANTS

53 RESIDENTS
BUSINESS OWNERS

22 TEAM MEMBERS
KEY CITY STAFF

Community Meeting October 2019 | The Tools You Can Use
George Washington Carver Museum & Cultural Center

- Phase II, preparing for implementation, of the LRS is nearing completion. This meeting is for community members to review the Phase II work and discuss next steps.

- Actual size 8.5x11"

THE PHX LAND REUSE STRATEGY CULTURAL CORRIDOR



What is the Cultural Corridor

- The Cultural Corridor is a community idea, developed through the LRS program's engagement and implementation efforts.
- It is a designated shared-use trail, with the ability to celebrate and honor the legacy, histories and identity of the existing community while linking neighborhoods through historic markers, wayfinding and interpretive signage.



Community Benefits:

- Celebrates the area's **history** and current **cultural composition**
- Activates** vacant lots
- Supports investments** in key infrastructure and **economic success**
- Attracts** cultural tourism, development and business

WHAT WE HEARD FROM THE COMMUNITY APRIL 2019 CULTURAL CORRIDOR IDEA SHARING MEETING

80
PARTICIPANTS

54 RESIDENTS
BUSINESS OWNERS

26 TEAM MEMBERS
KEY CITY STAFF

40 ONLINE SURVEY
RESPONSES

28 Min Survey Average

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

Events and Experiences

- Annual 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

Cultural Heroes

- Father Albert Braun O.F.M.
- César Chávez
- Sister Mary Luca Junk
- Silvestre S. Herrera
- Wing F. Ong
- The Honorable Calvin C. and Georgie M. Goode

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

Process

Community Grassroots-Led

- Fundraising
- Requests-for-Proposals (RFPs)
- Proposal Review
- Plan and Design Review
- Maintenance

- Actual size 8.5x11"

THE PHX LAND REUSE STRATEGY CULTURAL CORRIDOR

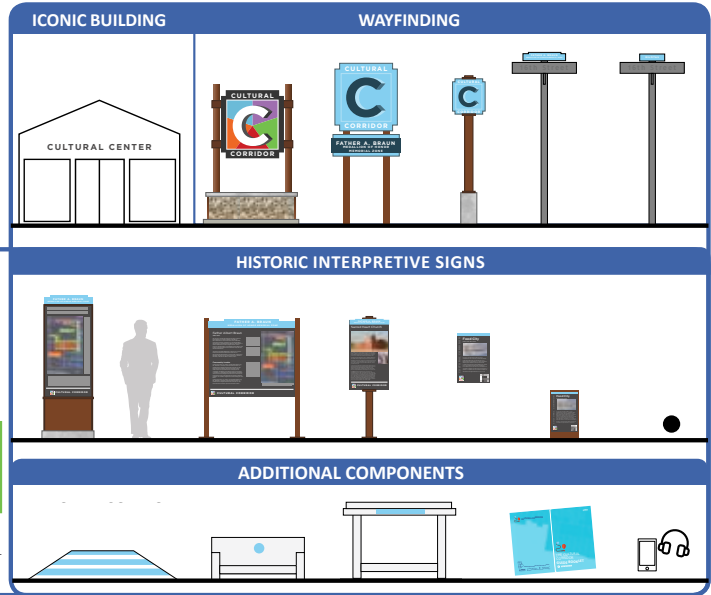
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COLOR FAMILY



SIGNAGE FAMILY



EXAMPLE: FATHER A. BRAUN MEDALLION OF HONOR MEMORIAL ZONE



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E. BUCKEYE RD AND S. 16TH ST EXISTING CONDITIONS



RECOMMENDATIONS:

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- 5 Use interpretive signs to highlight the history of the zone.
- 6 Incorporate 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.

- Actual size 8.5x11"

THE PHX LAND REUSE STRATEGY DESIGN GUIDELINES

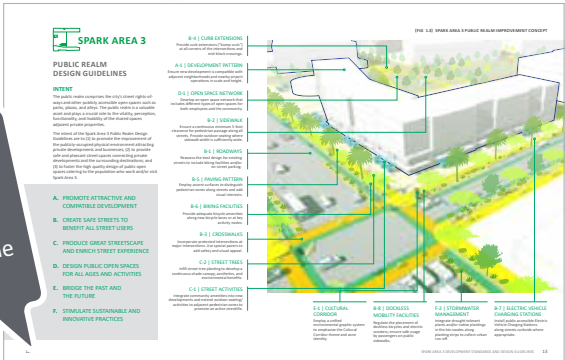
What are Design Guidelines?

- A regulation book, used to guide the appearance of community development by providing standards and guidelines for streets, public spaces, building scale, massing and materials, etc.
- An important tool to help guide development in accordance with community goals and objectives.
- New development standards enhance and are consistent with the Walkable Urban Code (WU Code) and other City ordinances.

Design Guidelines are being prepared for the PHX LRS Project Area:



The "books" use text, graphics, and tables to provide recommendations that will guide good practice in design. These guidelines will shape both public and private areas of the built environment.



Design Guidelines support the PHX community's goals.

Goal A Stabilize and Strengthen Our Neighborhoods

Goal B Promote Identity and Heritage

Goal C Expand Economic Opportunity

- Actual size 8.5x11"

THE PHX LAND REUSE STRATEGY DESIGN GUIDELINES

SPARK AREAS DESIGN GUIDELINES

- Development standards
- Parcelization concept and setback requirements
- Public realm design guidelines
- Streetscape improvement recommendations
- Architectural design guidelines
- Landscape design guidelines
- Building types recommendations



BLOCK PLANNING DESIGN GUIDELINES

- Development standards
- General design guidelines (site design, architectural design, landscape design, etc.)
- Block planning types
- Building types recommendations*

* The allowed development types shall be compatible with adjacent neighborhoods and airport operations. Allowed uses may include office, research and development, light industrial, wholesale, warehousing, etc.



CULTURAL CORRIDOR DESIGN GUIDELINES

- Wayfinding and signage family
- Materials + colors + patterns
- Historic and cultural interpretive signage
- Public art and events
- Pedestrian amenities + lighting
- Landscaping + conservation



- Actual size 8.5x11"

FACT SHEET



PHX LAND REUSE STRATEGY (LRS) PROGRAM

Between 2002 and 2016, the City of Phoenix Aviation Department acquired 782 noise impacted residential properties ("noise land") in neighborhoods west of Phoenix Sky Harbor International Airport through the Voluntary Acquisition and Relocation Services program.

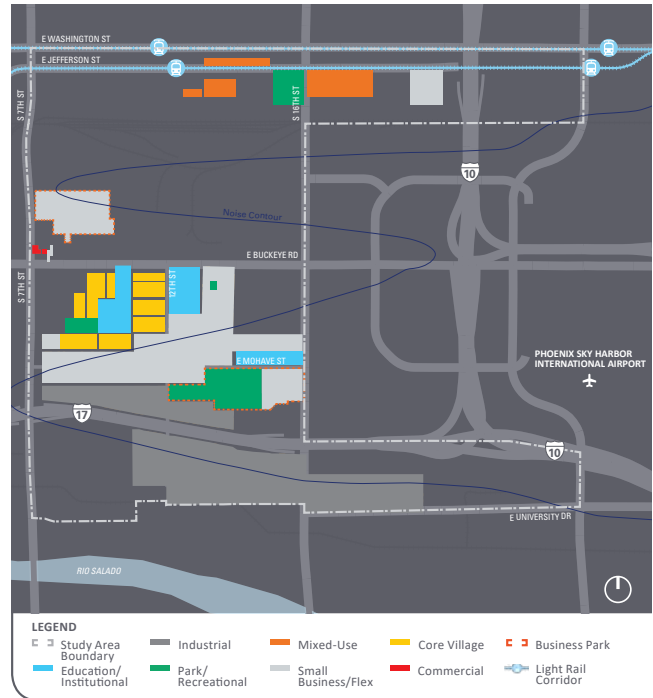
The LRS program is a two-phased collaborative effort between the City of Phoenix Aviation Department, area neighborhoods, and other stakeholders that addresses 743 noise land parcels. Phase 1 (Vision & Planning) produced a **Land Reuse Plan** that includes a framework for redevelopment, a neighborhood revitalization vision, and implementation recommendations. Through continued community collaboration, Phase 2 (Implementation) is developing tools, development standards, processes, and documents intended to advance and guide implementation of three redevelopment strategies identified in the Land Reuse Plan.

- Spark Areas & Block Plans:** Leverage high-impact noise land clusters that have catalytic development potential.
- Quick Hits:** Allow interim use of parcels that may improve neighborhood quality of life and attract redevelopment interests.
- Cultural Corridor:** Improve connectivity and amenities through the development of a mixed-use trail that celebrates the area's cultures and heritages.

IMPLEMENTATION PHASE OBJECTIVES

- Prepare **concept plans and proposals** for the Planning Area, targeting key development sites while accommodating interim use opportunities.
- Facilitate development by securing **environmental clearances and identifying required regulatory approvals**.
- Identify potential partners, recommend **development incentives**, and assist with **developer solicitations**.
- Draft **development standards, design guidelines and implementation guidebooks** in support of community and City goals and objectives.
- Establish and maintain a **collaborative process** that engages the community and delivers positive outcomes.

LRS Community Preferred Land Uses



GOALS & LAND USE PROGRAM

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



Stabilize & Strengthen Our Neighborhoods



Promote Identity and Heritage



Expand Economic Opportunity

Community Noise Reduction Program (CNRP)

Residential Sound Mitigation Services (RSMS)
1995-2009

Voluntary Acquisition and Relocation Services (VARS)
2002-2016

\$80 million invested

\$220 million invested

1,705 Homes Treated

782 properties voluntarily acquired (Noise land parcels)

Land Reuse Strategy (LRS)

Phase 1:
Community Vision & Planning
2015-2018

Phase 2:
Implementation
2018-2019

Prepare, and submit to FAA, a strategy and draft plan for the reuse and redevelopment of 743 noise land parcels:
PHX Land Reuse Strategy

Implement aspects of three redevelopment strategies: **temporary land uses (Quick Hits)**, areas with catalytic redevelopment potential (**Spark Areas/Block Plans**), and cultural trail planning (**Cultural Corridor**)

- Actual size 8.5x11"

FACT SHEET



IMPLEMENTATION STRATEGIES

Spark Area Development (Mid- to Long-Term):

- Three large **contiguous developable sites** identified in Phase 1 that will require a land assembly process.
- A **development catalyst** that will trigger economic growth and help support neighborhood improvements.

Block Planning (Mid-Term):

- Contiguous minimum 1 acre noise land parcels** with potential adjacent alley abandonments.
- New **non-residential** uses built to a size and character that complements the neighborhood.

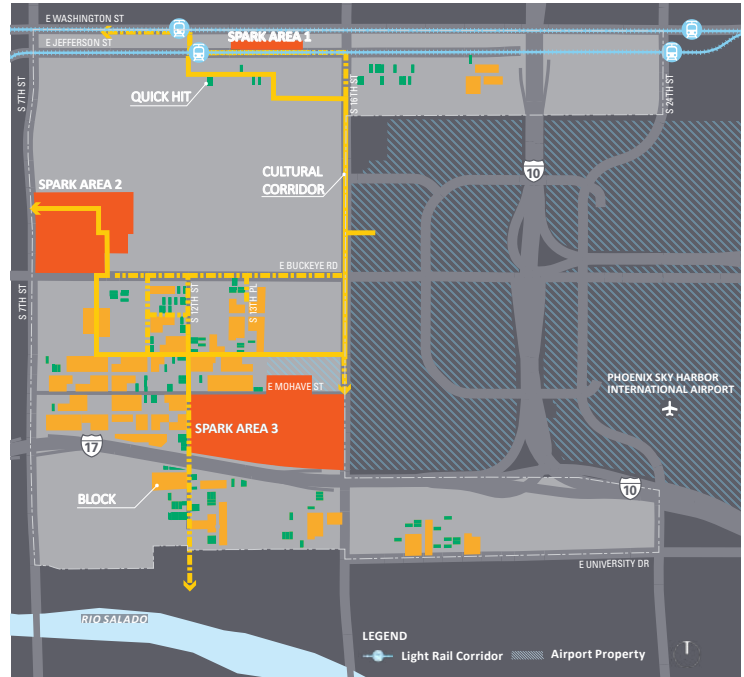
Quick Hits (Short-Term):

- Ability to put underutilized noise land parcels to better use with **high community benefit potential**.
- Temporary uses to **support neighborhoods**, stimulate economic development and support the Cultural Corridor.

Cultural Corridor:

- A **community idea**, developed through the LRS program's collaboration and implementation efforts.
- A multi-use trail, **linking neighborhoods and celebrating the community** through wayfinding and signage.

LRS Implementation Strategies



DELIVERABLES

	<ul style="list-style-type: none"> Implementation Strategy Report Implementation Strategy Report Executive Summary Property Offering Summary Interactive Project Website Environmental Review Documentation Planning Vision Report 	
	<ul style="list-style-type: none"> Spark Area RFP Template Spark Area Development Standards & Design Guidelines Block Planning RFP Template Block Planning Development Standards & Design Guidelines Standard Lease Agreement 	
	<ul style="list-style-type: none"> Quick Hits Implementation Handbook Pocket Space Design Concept Package Standard Lease Agreement 	
	<ul style="list-style-type: none"> Cultural Corridor Framework (Development Strategy) Cultural Corridor Action Plan Cultural Corridor Design Guidelines 	