



07.18.2018
QUICK HITS IN ACTION
COMMUNITY MEETING

MEETING PRESENTATION

Tonight's Agenda



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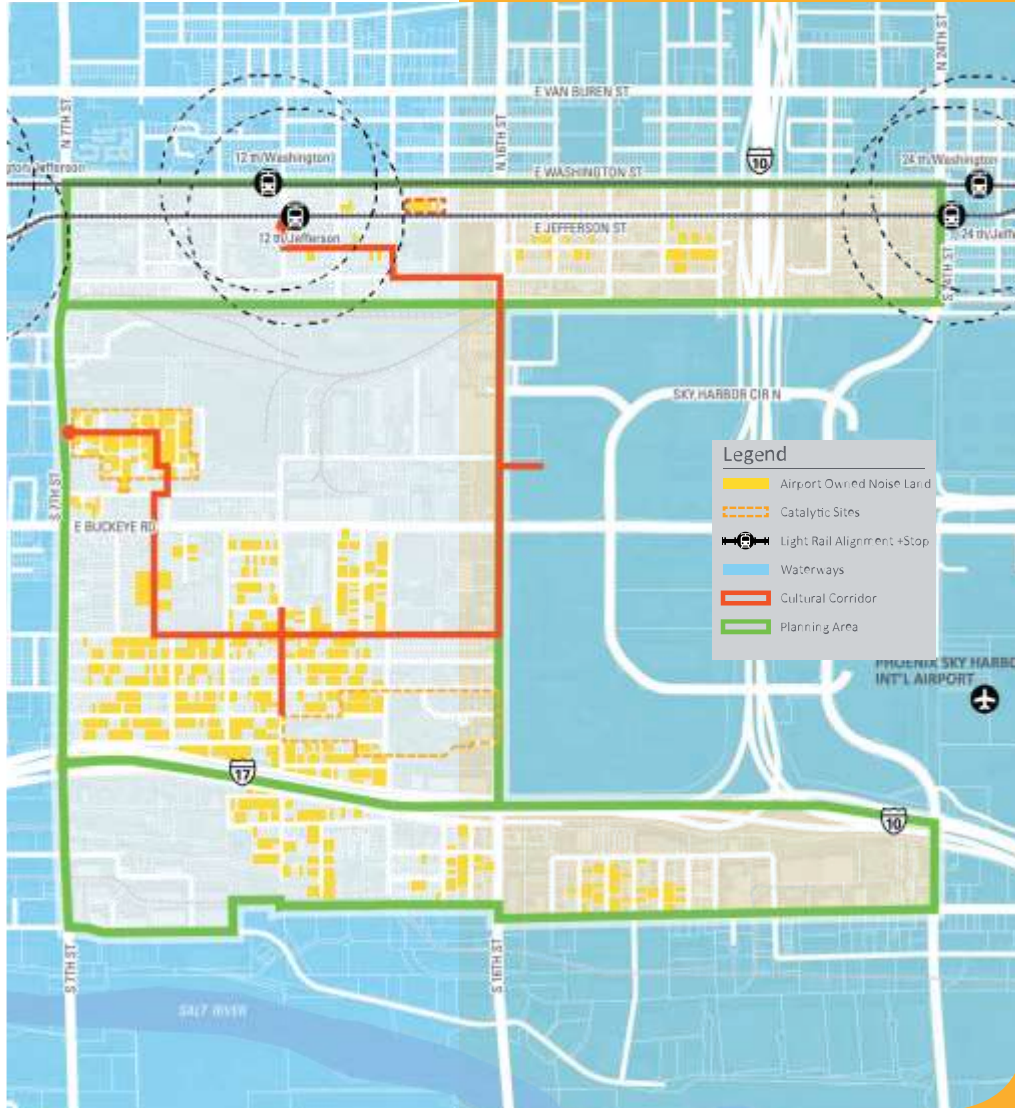
- 4:45 – 5:30 // Informal Meet and Greet
- 5:30 – 5:35 // Welcome & Introductions
- 5:35 – 5:50 // Project Overview, Where We Are
- 5:50 – 7:00 // Open House Exhibits & Tables
- 7:00 – 7:20 // "Last Call" – Exhibit Review
- 7:20 – 7:29 // Next Steps, Q & A
- 7:30 // THANK YOU!





Quick Hits in Action

July 18, 2018



P H A S E
1

VISION & PLANNING

- **2+ YEARS**
- **20 COMMUNITY MEETINGS**
- **90+ SMALL GROUP MEETINGS**
- **600+ PARTICIPANTS**
- **3 COMMUNITY GOALS**
- **3 REDEVELOPMENT STRATEGIES**

Vision & Planning Community Goals



**Stabilize and Strengthen
Our Neighborhoods**



**Promote Identity
and Heritage**



**Expand Economic
Opportunity**

Vision & Planning



**HONOR COMMUNITY
HERITAGE**



bring people together

**OUR STORY
WALKING TOUR**
Cultural Corridor Tour,
Brochure & App



BIKE/PEDESTRIAN CONNECTIVITY



**MASTER PLAN
HIGH IMPACT AREAS**



Soccer in the Central Area



Manufacturing and distribution



**IMMEDIATE ACTIONS
&
TEMPORARY USES**



Assistance for property improvements (residential and commercial)

Allow pop up uses

CODE EDUCATION

Neighborhood Safety & Beautification Compliance

KEY ELEMENTS



Code Education Class



Outdoor Workshops



Code Compliance Volunteers



Increase neighborhood services

EL MERCADO

Seasonal Market



Goal C

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



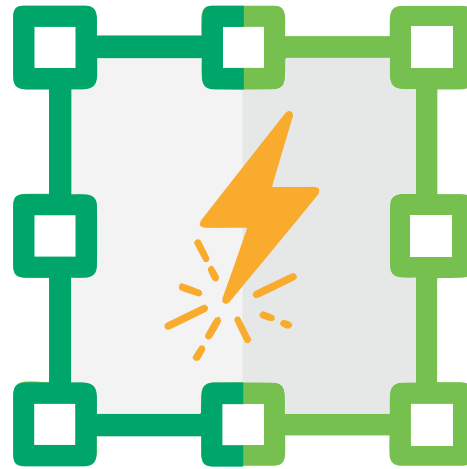



Vision & Planning Outcomes



QUICK HITS

IMMEDIATE ACTIONS &
TEMPORARY USES



SPARK AREAS

MASTER PLAN
OF HIGH IMPACT AREAS



CULTURAL CORRIDOR

HONOR COMMUNITY
HERITAGE

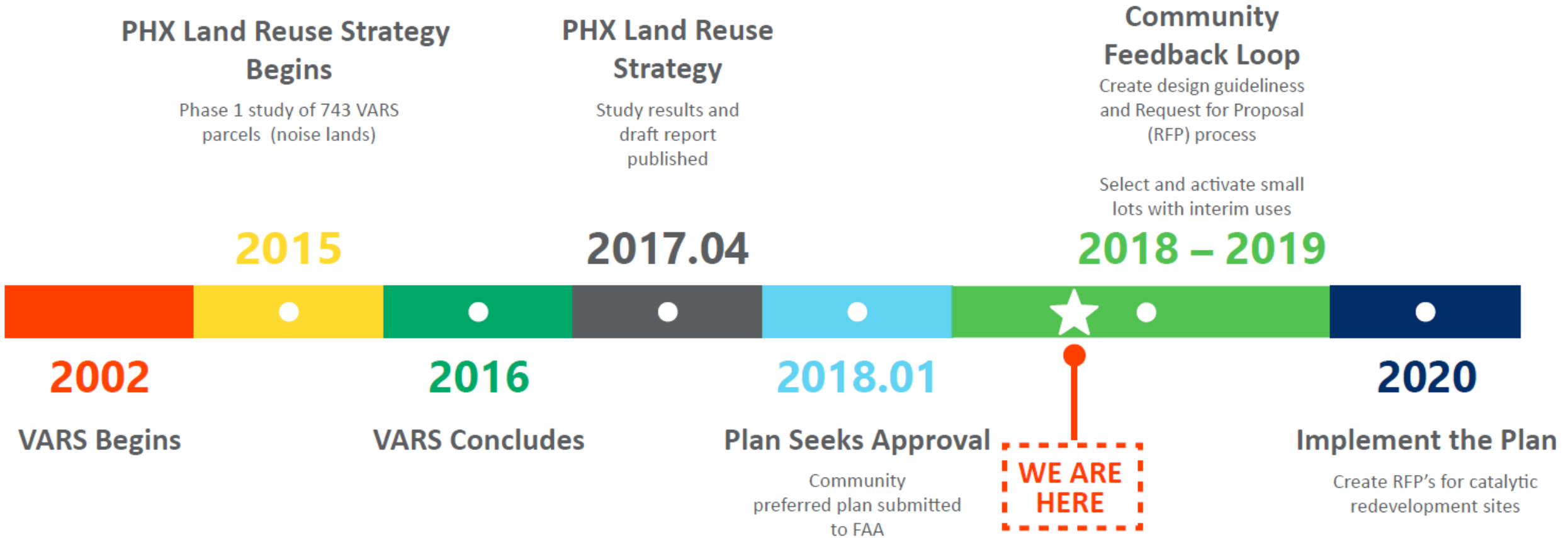


PHASE
2

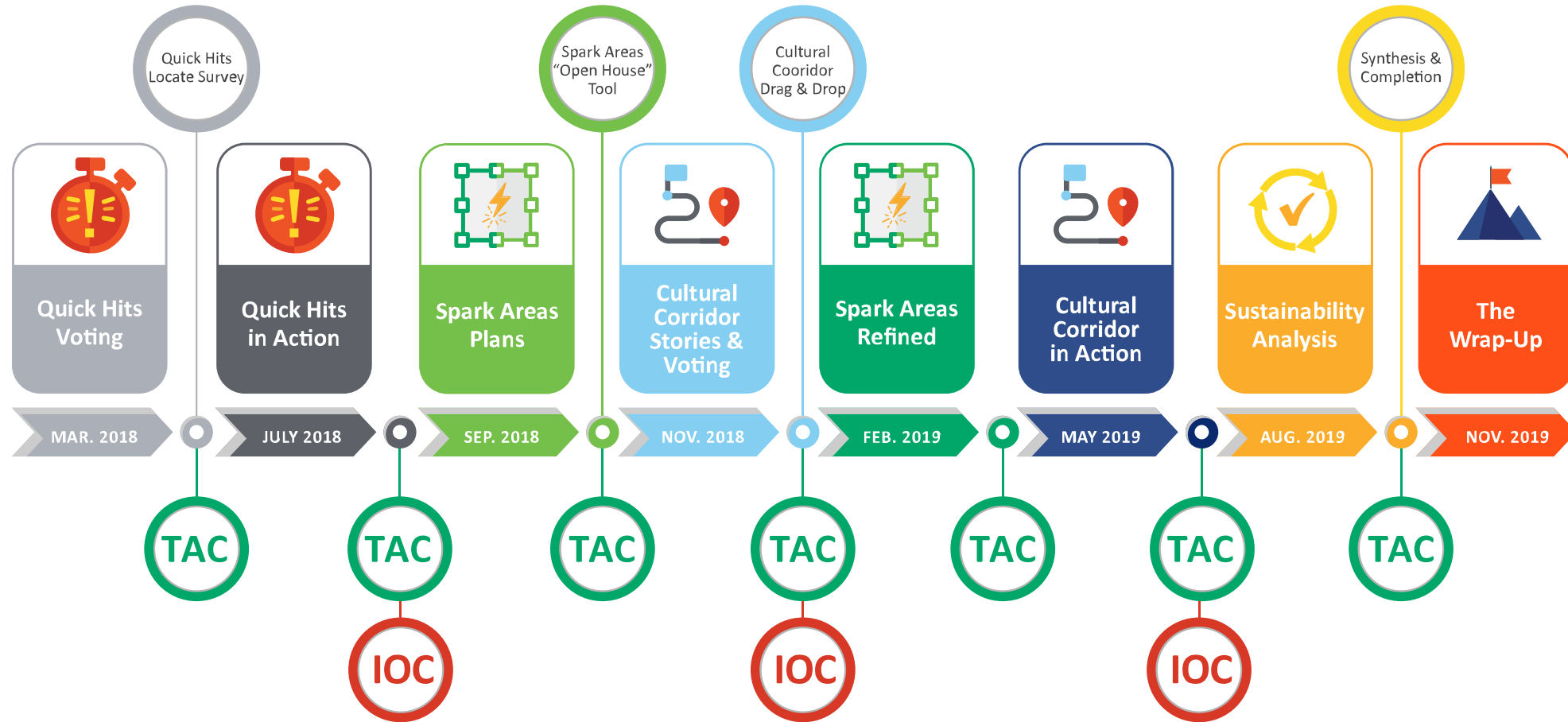
IMPLEMENTATION

Phase 2, will pick up where the community Vision and Planning Phase left off. Focused on Implementation, this phase will use funding from an FAA grant to produce three target areas: Quick Hits, Spark Areas, and the Cultural Corridor.

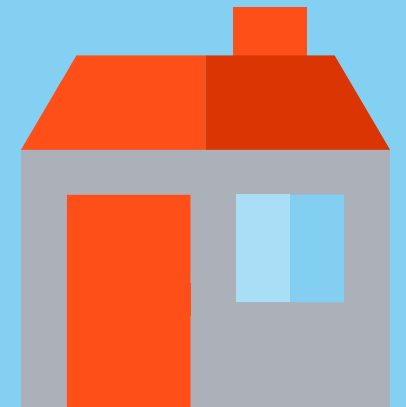
Our Project Timeline



Two Years: 8 Meetings



“Parking Lot” Questions Update



March Workshop: “Parking Lot” Question Updates

HOME IMPROVEMENT:

1. Homeowner w/ +100 year home wishes to rehab/upgrade home, but cannot afford permits and costs
2. Is there assistance available to make home improvements or rehab homes?
3. Questions re: home repair program (availability of funds; income and access)
4. Low interest loan program for owners of rentals?
5. Fall 2017 Neighborhood Red Flag Warning (home repair, equity loan) - ask Neighborhood Services Department

HOUSING/ HOUSING RELOCATION:

1. On list for relocation / requests information about relocation funding (1404 S 13th St)



March Workshop: “Parking Lot” Question Updates

NEIGHBORHOOD SERVICES:

1. Enhance presence and quality of city services / need to improve parks & streets

TRANSPORTATION & STREETS:

1. Street needs re-paving at Cocopah and 11th St
2. Traffic on Mohave Traffic / need round-about

BUSINESS & PROPERTIES:

1. Business owner requests information about parking
2. Leasing of land - will it be undercut by quick hits?



Explanation of the Evening



About Tonight

- 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
- Tonight we build on “Quick Hits in Action!”
- Quick Hits to Gold Stars – Review the Exhibits, Ask Questions, Suggestions
- “Hold That Thought. . .” (*Question Parking Lot*)
- Become Part of a Quick Hit Team, Comment Cards



MARCH MEETING

QUICK HIT IDEAS



GOAL A:
Stabilize and Strengthen
Our Neighborhoods

"THE TOOL SHED" Tool Shed / Community Resource	"SUPER SIDE YARDS" Expansion & Improvement
"CODE ENFORCEMENT" Active Enforcement Program	"THE GREEN EDGE" Community & Resident Led Edge Program
"STREET STYLE" Street Style Art	"STREET SMARTS" Pop-up Traffic Calming & Safety, Bike Lane
"CLEAN & CREATE" Let Clean-Up & Upcycling Coexist	"DIYAH!" Houses & Spaces for Women & Youth Empowerment
"Have a New Quick Hit Idea?" Please fill out your comment card.	"MICRO-HOUSING" Affordable Affordable Homes



GOAL B:
Promote Identity and Heritage

"OUR STORY WALKING TOUR" Cultural Corridor Tour, Walk Band & Sign	"FUN POP!" Pop-up Pocket Parks / Pop-up Recreation
"COMMUNITY CREATES" Crafting Memorial Signage & Installations	"ARTE AHORA (ART NOW)" Community Art Project
"COMMUNITY CARES" Health Fair & First Aid	"SIGN PRIDE" Historical Neighborhood Sign System
"LITTLE FREE LIBRARY" Book Lending Program	"HERITAGE TRAIL" Cultural Corridor Branding, Identity
"OUR STOREFRONT" High-visibility Cultural Hubs	"TIMBER POST" Walk Sign, Street Sign, Tree Sign, etc.



GOAL C:
Expand Economic Opportunity

"PARKING SHARE!" Let Loose the Parking Program	"STREET EATS!" Pop-up Street Food/Pop-up Businesses
"TRADE FAIR!" Community Career Fair	"EL MERCADO!" Seasonal Market
"MURALS & MIMOSAS FESTIVAL!" Murals Festival / Community Fund Program	"GET ON WHEELS!" Mobile Business Support Center
"RISE UP!" Pop-up Performance Space	"FLOURISH!" New Artist Showcase Site
"HANDMADE ARTISTRY!" Artisan / Craft Festival	"START UP SPOT!" Mobile Entrepreneur Hub

COMPLEXITY

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

PHX LRS Phase I
Recommended Quick Hit Idea



110 +/-
PARTICIPANTS

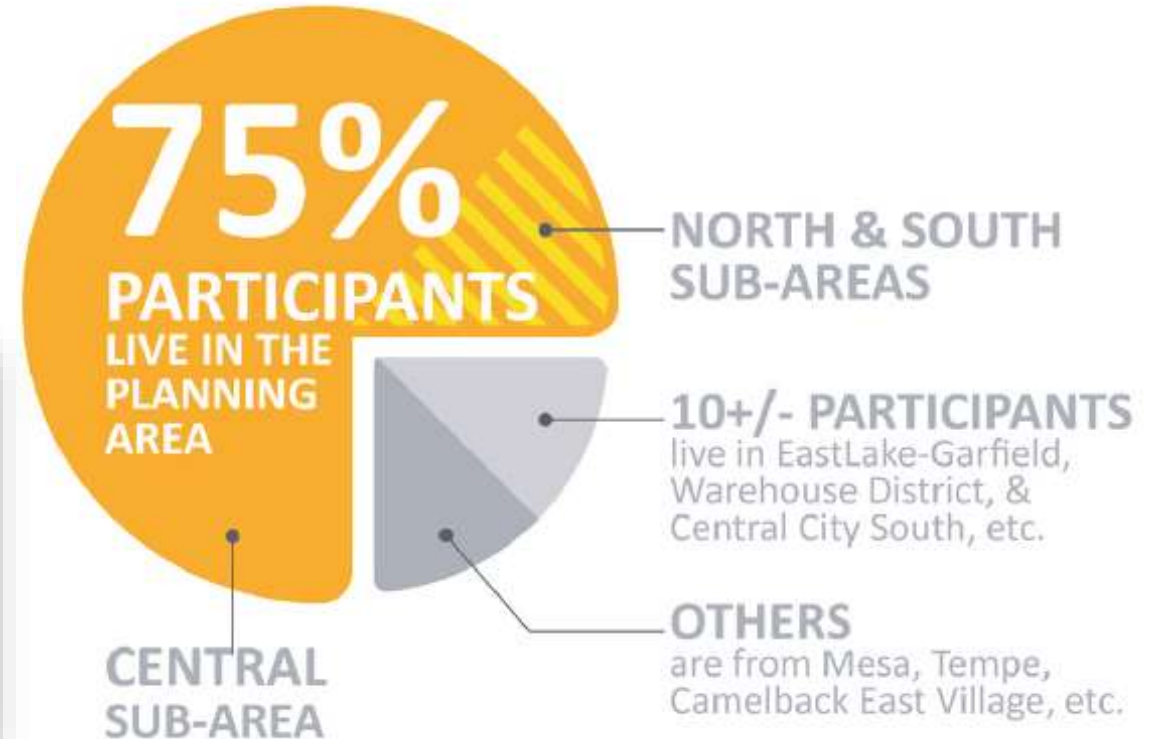


85 RESIDENTS
BUSINESS OWNERS
SCHOOL DISTRICT EMPLOYEES

15 CONSULTANT
TEAM MEMBERS

10 CITY STAFF

March 28, 2018
Gateway Central
City Campus



GOLD STAR

QUICK HIT WINNERS

- ~~DIYard~~ **Home & Yard Rehab**
Grants & Loans for Home & Yard Improvement
- Our Storefront**
Implementation HQ
- The Green Edge**
Sidewalk and Vacant Lot Edge Planting Program
- ~~Code Enforcement~~ **Education**
Active Enforcement Program
- Sign Pride**
Historical Neighborhood Sign Toppers
- Sell Lots Back**



BEST OF THE REST



GOAL A:
STABILIZE & STRENGTHEN OUR NEIGHBORHOODS

Super Side Yards
Expansion & Improvement

The Tool Shed
A Lending Resource

Clean & Create
Lot Clean-up & Upcycling



GOAL B:
PROMOTE IDENTITY & HERITAGE

Fun Pop
Pop-up
Pocket Parks
Pop-up Recreation

Community Cares
Health Fair &
Fun Day

Our Story Walking tour
Cultural Corridor
Tour



GOAL C:
EXPAND ECONOMIC OPPORTUNITY

El Mercado
Seasonal
Market

Parking Share
Lot Lease for
Parking Program

Street Eats
Pop-Up
Restaurants &
Food trucks



HOME & YARD REHAB

Grants & Loans For Home & Yard Improvement



FACILITATOR:
Phoenix Revitalization Corporation,
Nuestro Barrio Unidos

POTENTIAL FUNDING:
Private Grants and Loans, Neighborhood
Services Department Programs

CITY SUPPORT:
Neighborhood Services
Department

- Community Benefits**
- Stabilizes and improves community image
 - Helps beautify community
 - Improves neighborhood safety

- What is it?**
- Grants and low-interest loans for home and/or yard repair and improvement
 - Supports neighborhood revitalization and reinforces pride of place
 - Financial assistance to eligible homeowners through private grants or loans administered through non-profit partners and Neighborhood Services Department programs

- Considerations**
- Specific population and eligibility (i.e.: veterans & disabilities)
 - Grant and loan application as a community enhancement group or an individual basis
 - Some partners may have funding restrictions



HOME & YARD REHAB

Grants & Loans For Home & Yard Improvement

- Action plan: 6 ways the community and partners can make this happen**
- 1 Identify a Home Rehab Program Administration Partner
 - 2 Non-profit organizations apply to City for Community Development Block Grant (CDBG) to fund home/yard improvement
 - 3 Establish a Neighborhood Grant Application and Management Program
 - 4 Work with non-profit organizations to renovate and repair eligible homes and yards
 - 5 Offer free monthly Home Rehab Classes & Workshops
 - 6 Host a Home & Yard Rehab contest for the most improved and best maintained homes and yards

YOUR OPINION
Help us by answering these questions:

1. What are the top three things you would like to have fixed in and around your home?
2. Do you prefer doing the work on your home and yard yourself?
3. Would you like to use resources to improve your yard or your home?

COMMENTS/IDEAS?
Did we miss anything?



HOME & YARD REHAB

Grants & Loans For Home & Yard Improvement



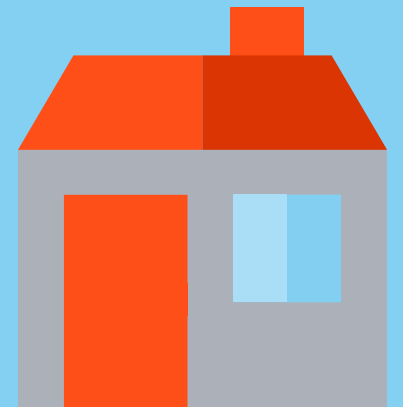
WANT TO HELP?
Sign up below!

Planning Team:	Event Volunteer:

COMMENTS/IDEAS?
Did we miss anything?



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 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**



What's Next?





WHAT'S NEXT?

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

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



Questions?