

# **Community Meeting November 2018**

# Spark Areas and Block Planning Review

# **Summary Memo**

#### **MEETING OBJECTIVES**

This meeting was held for the community and stakeholders to review and comment on proposals for Spark Areas and Block Planning. The community's feedback will support the project team with their proposal refinements.

#### INTRODUCTION

On November 8, 2018, the November Community Meeting Spark Areas and Block Planning Review for the PHX Land Reuse Strategy (LRS) Implementation Phase was held at the GateWay Community College, Central City Campus, Room B401-B402.

Sign-in sheets recorded 60 attendees. Area residents, business owners, and other stakeholders collaborated with the project team and key City staff during the highly interactive event.





A highly interactive tapestry table exercise for community participants to co-create their preferred Spark Area redevelopment scenario.



#### Informal Meet and Greet

Doors opened at 5 PM with an informal meet and greet session. During that time, attendees were welcomed at the door and encouraged to mingle with project team representatives at the tables set up around the room. Rows of seats were also provided at the back of the room to offer more options for attendees to engage or observe the event.

Additionally, community members were invited to visit project team members at three stations:

- "Parking Lot station" to record any pending inquiry that was not directly related to the evening's agenda.
- "Property Inquires station" to help property owners and residents identify their options as related to their property or future property.
- "Quick Hit Updates station" to provide recent happenings with the Top 6 Quick Hits that were identified during the March 2018 meeting.

These stations and team members were available to the community throughout the evening. The three stations were established in response to input and suggestions that the community provided with the project team during previous outreach events.

### Welcome and "Thinking Big" Introductions

The event started at 5:30 PM with a brief welcome from Mr. Courtney Carter, Project Manager of PHX LRS, Aviation Department. Mr. Carter also provided an overview of the LRS project to kick-off the event for the evening.

Ms. Angela Acosta, Senior Associate Vice President, CRTKL explained the meeting's purpose and what participants would experience that evening. The evening's focus was on review of Spark Areas and Block Planning.

In the following "Thinking Big Session," Ms. Acosta described the LRS Implementation Phase redevelopment strategies, concepts and potential locations for high-impact development (Spark Areas) that may deliver community benefits and programs to area residents, businesses, and property owners.



Project team welcomed attendees and introduced the event.



City staff provided project information at the Property Inquires Station.



Community member discussed neighborhood concern at "Parking Lot" station.



#### Spark Area Scenarios Review and Tapestry Exercise

As an introduction to the Spark Area Tapestry exercise, Ms. Acosta defined the Spark Area and Block Planning terms and the role that each plays in the LRS Implementation Phase. She then provided an overview of each Spark Area location, boundaries, history and cultural background, and three-dimensional models showing the context and proposed scale of each Spark Area redevelopment scenario.

The Tapestry exercise was organized into sub-sessions focused on each of the three Spark Areas:

- Spark Area 1 Eastlake Park
- Spark Area 2 El Campito
- Spark Area 3 Barrios Unidos Park

Eight (8) tables were set up around the room with an LRS project team member serving as a facilitator and table leader. The table leader started the exercise by guiding community members through two redevelopment scenarios per Spark Area. Scenario A proposed smaller scale development within existing Spark Area boundaries. Scenario B proposed significant density and scale with expanded Spark Area boundaries.

Participants at each table worked as teams to select their favorite scenario for each Spark Area. The table leader then guided the team to use icon dots, image cards and markers to comment and co-create their preferred scenario. The table leader collected the group-preferred, marked-up options and pasted them on the tapestry board.

### Wrap-up Exercise and Next Steps

After the three rounds of Spark Area preferred redevelopment scenarios were co-created, the exercise ended with each table team selecting a name for their tapestry and writing down their aspirations for each Spark Area. Additional notecards were also provided to collect the community's vision and comments on the proposals that the project team has presented so far.

At the end of the exercise, each table's tapestry was placed at the front of the room where all participants could see each team's ideas and results.

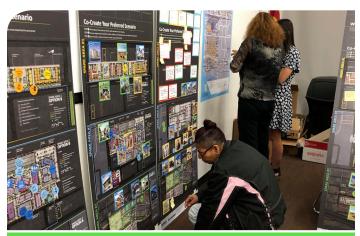
At 7:20 PM, Ms. Acosta closed the evening with an explanation of the timeline and next steps for the Implementation Phase. Attendees were invited to stay until the doors closed at 8:00 PM to further review the tapestry exhibits and ask any additional questions.



Community members participated in the Tapestry Table Exercise in groups.



Participants co-created their preferred scenarios using multiple tools.



Tapestries were lined up and displayed for further review.



#### TAPESTRY TABLE EXERCISE RESULTS

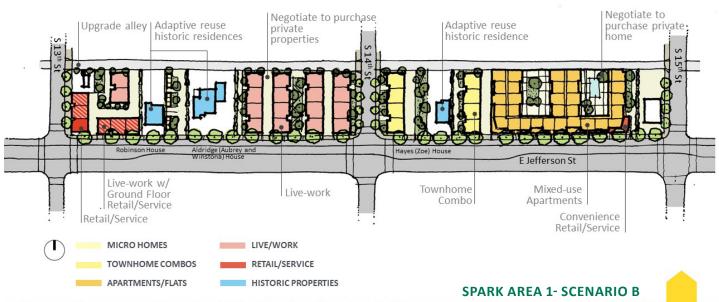
#### **Preferred Scenarios**

Between the two scenarios for three Spark Areas, Scenario B of each site won majority votes from the tables. Many table exercise attendees agreed that the denser option - Scenario B of each Spark Area - in comparison to Scenario A, could bring more benefits to the community and would create more economic impacts.



### SPARK AREA 1: 7 out of 8 tables preferred Scenario B

- Seven (7) table teams selected Scenario B as their preferred scenario for Spark Area 1.
- One table team (Table #6) didn't reach agreement on a preferred option for Spark Area 1.



The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.



Finished tapestries created by the community indicated their preferences for scenarios on each Spark Area.



#### TAPESTRY TABLE EXERCISE RESULTS

#### **Preferred Scenarios**

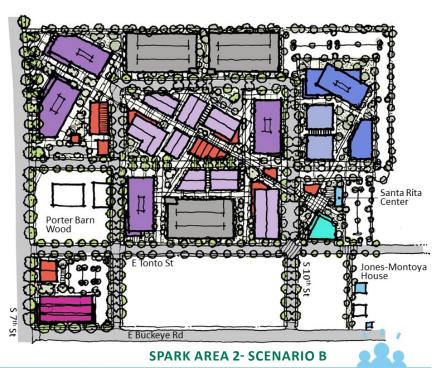
Between the two scenarios for three Spark Areas, Scenario B of each site won majority votes from the tables. Many table exercise attendees agreed that the denser option - Scenario B of each Spark Area - in comparison to Scenario A, would create more economic impacts and could bring more benefits to the community.



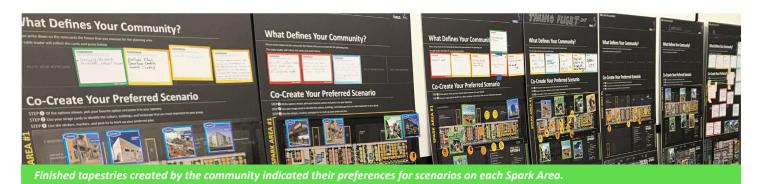
#### SPARK AREA 2: 6 out of 8 tables preferred Scenario B

- Participants of six (6) tables selected Scenario B as their preferred option for Spark Area 2.
- One table (Table #6) chose Scenario A as their preferred option.
- One table (Table #1) did not reach a consensus for preference of one option over another. The participants had comments on both scenarios.





The scenarios in this presentation are subject to change based on additional research as well as feedback from community members, advisory committees, FAA, and other stakeholders.





#### TAPESTRY TABLE EXERCISE RESULTS

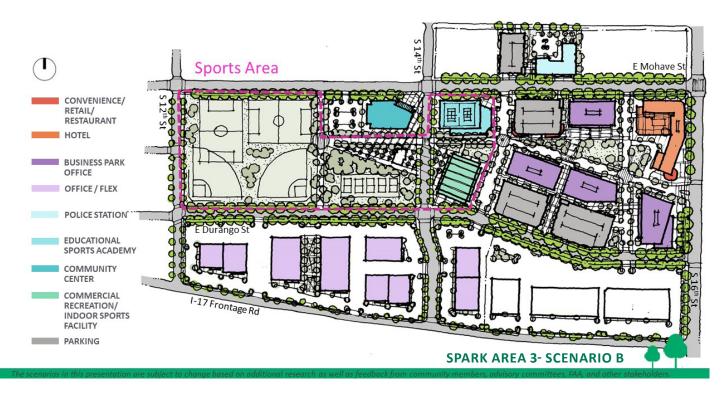
#### **Preferred Scenarios**

Between the two scenarios for three Spark Areas, Scenario B of each site won majority votes from the tables. Many table exercise attendees agreed that the denser option - Scenario B of each Spark Area - in comparison to Scenario A, would create more economic impacts and could bring more benefits to the community.



### SPARK AREA 3: 6 out of 8 tables preferred Scenario B

- Six (6) tables selected Scenario B as their preferred option for Spark Area 3.
- One table (Table #4) preferred Scenario A.
- One group (Table #1) did not identify which scenario they liked better. The table team commented on both scenarios for Spark Area 3.







# **Key Themes Identified**

The following key words are frequently selected or mentioned by community participants during the tapestry table exercise. These themes include topics of key characteristics, quality improvement of the built environment, and experiences that the community would like to see incorporated into future development of the Spark Areas. The votes of key themes were tallied for each table and are listed below.



Number of Tables out of 8



# **MIX OF USES**

SHOPS, RESIDENTIAL, F+B, HOTEL, MERCADO

#### **SPARK AREA 1**







Mixed-Use Complex

#### **SPARK AREA 2**



Local Shops/Restaurants/ Food and Beverage Establishments



Hotel



Mercado

#### **SPARK AREA 3**



Local Café/Restaurants/ **Shops** 



Number of Tables out of 8



# **PARKS + PLAZAS**

TREES, GARDENS, EVENT SPACE

#### **SPARK AREA 1**



Green Streets/Shade



Public Plaza/Mini Park/ Places to Hang out/ Community Garden



**Trellis** 



Dog Park

#### **SPARK AREA 2**



Public Plaza/Park/ **Event Space** 



Palm Walk



Lots of Trees/Shade

#### **SPARK AREA 3**



Sports Fields/ Watch a Tournament



Green Streets/Treelined Streets/Shade



### **Key Themes Identified**

The following key words were frequently selected or mentioned by community participants during the tapastry table exercise. These themes include topics of key characteristics, quality improvement of the built environment, and experiences that the community would like to see incorporated into future development of the Spark Areas. The votes of key themes were tallied for each table and are listed below.











#### **Key Comments & Feedback**

A list of write-in comments, feedback and concerns collected from the exercise are summarized as below.

### Planning Area-Wide

- Cultural/history celebration: historic walk, markers, sculptures, themed signs, art piece, building character, etc.
- More local shops and restaurants (no chain stores)
- Green City lots of trees, shaded walkway, shaded seating, etc.
- Programs for lowering property taxes for lowering property taxes for long-time property owners
- Father Albert Braun Veterans Memorial District Heritage Forum of Honor
- Renovate common homes
- Sell or trade home to consolidate homes into a cluster to make a community

#### Spark Area 1

- Height, setback/landscape buffer from homes which historically existed in the area
- The height and scale of mixed-use complex no more than five stories
- Sound buffer from train
- Green the alley

#### Spark Area 2

- Like the diagonal walk as a real asset to connect the frontage road (7th Street) to the Santa Rita Center
- Create unique district character, different from Warehouse District; could be historic feel and looking
- Potentially expand the south boundary of Spark Area 2 to Buckeye Rd
- Hispanic cultural center
- Performance venue, event programming
- Wider walkway/bikeway along S 7<sup>th</sup> St
- Pedestrian overpass and new signal intersection on S 7<sup>th</sup> St
- Parking facility double use as event space
- Buffer noise from airplanes and trains
- · Green building standard, sustainable design

#### Spark Area 3

- Expand proposed park facility
- Sports fields for more ages
- More community-oriented amenities: local shops, cafés, restaurants
- More office complex mixed with shops and restaurants
- Reduce development size of business office park move some of these to the South Sub-Area
- What about those existing homes that want to stay in the proposed office/flex zone?
- No industrial use along I-17
- Childcare facility on site
- Parking facility double use as event space
- Walk trails/walk track
- Pedestrian overpass on 16<sup>th</sup> St



- · Bike connections to the river
- Open 12<sup>th</sup> St tunnel chamber connecting to the south
- I-17/I-10 off-ramp
- Question about hotel use on site
- Phasing maintain existing park operating when building new sports park
- Green building standard, sustainable design

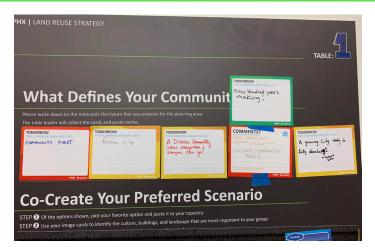
# **Defining Tomorrow...**

Participants were asked to look ahead and think about a future vision of their community, participants shared several ideas that tied the three Spark Areas together, including:

- Culture/community mix!
- Community first
- A diverse community where everywhere and everyone can go!
- · Community identity retained!
- Esperanza (finally) Hope\*
- A clean and crime-free place
- Green city
- A growing city ready to fully develop!
- Phoenix rising!\*
- Taking flight: airport support growth\*
- Home, living and entertainment
- Over one hundred years in the making!
- Eastlake village, downtown campito, Ann Ott complex
- The new barrio!
- Things to do and places to go! Bring life back to downtown
- Father Albert Braun Veterans Memorial District Heritage Forum of Honor\*
- Where art and culture and history bring people from all backgrounds together



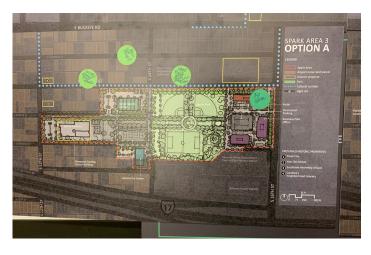
### Table #1:







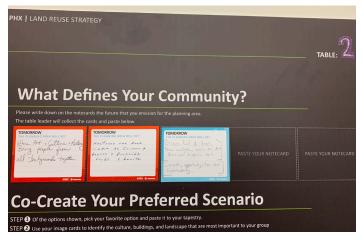








# **Table #2:**



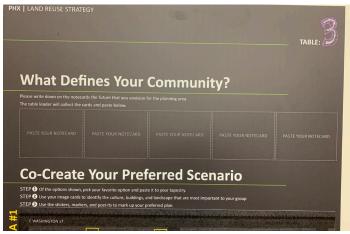




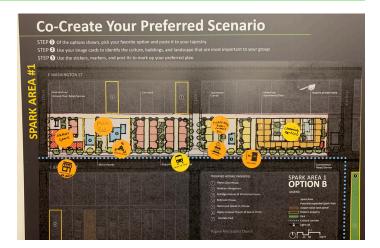




# **Table #3:**



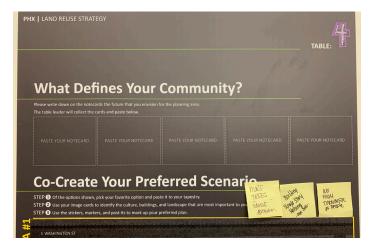








# **Table #4:**



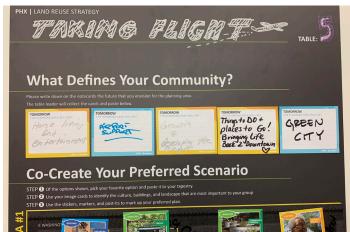








# Table #5:



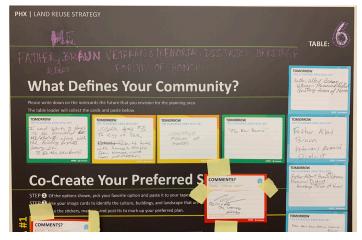


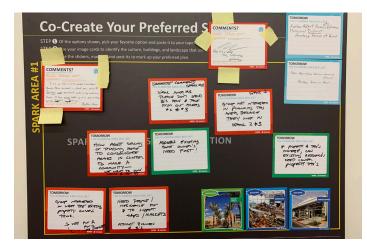


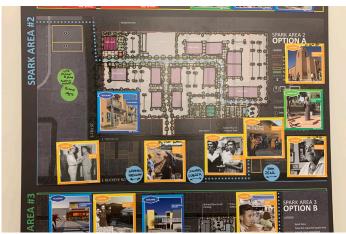




# Table #6:



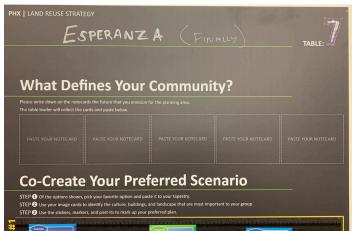








# Table #7:











# Table #8:

