



PHX Land Reuse Strategy

Arts & Culture

Focus Group Meeting

April 18, 2019

Agenda

Welcome

PHX LRS Overview

Community Engagement Meeting: Cultural Corridor

Arts and Cultural Partnerships

Financial Considerations

Cultural Corridor Tangible Next Steps



Timeline





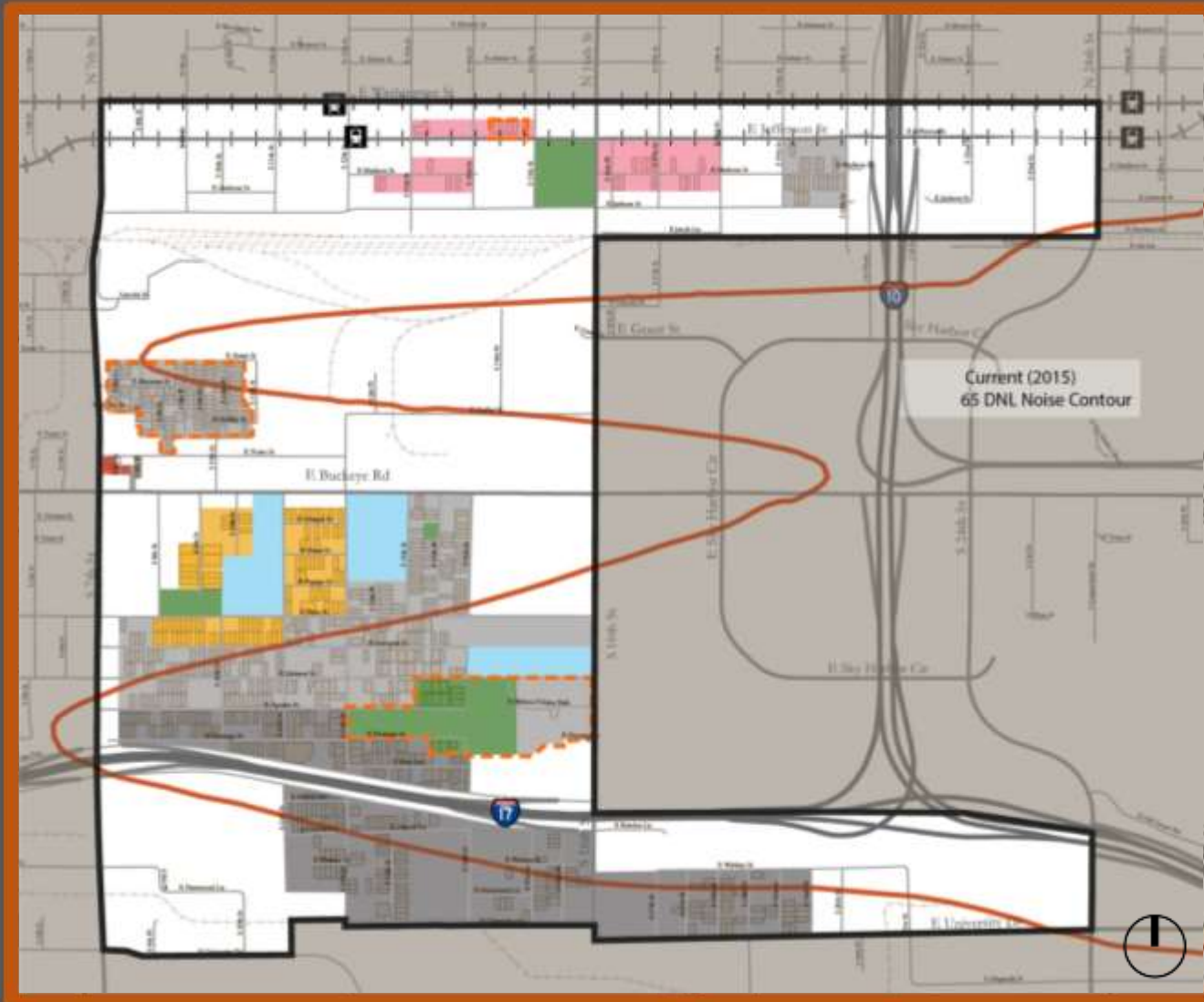
PHASE
1

VISION & PLANNING

- **2+ YEARS**
- **20 COMMUNITY MEETINGS**
- **90+ SMALL GROUP MEETINGS**
- **600+ PARTICIPANTS**


- **3 COMMUNITY GOALS**
- **3 REDEVELOPMENT STRATEGIES**


Community Preferred Land Use Framework





Definitions

 **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.

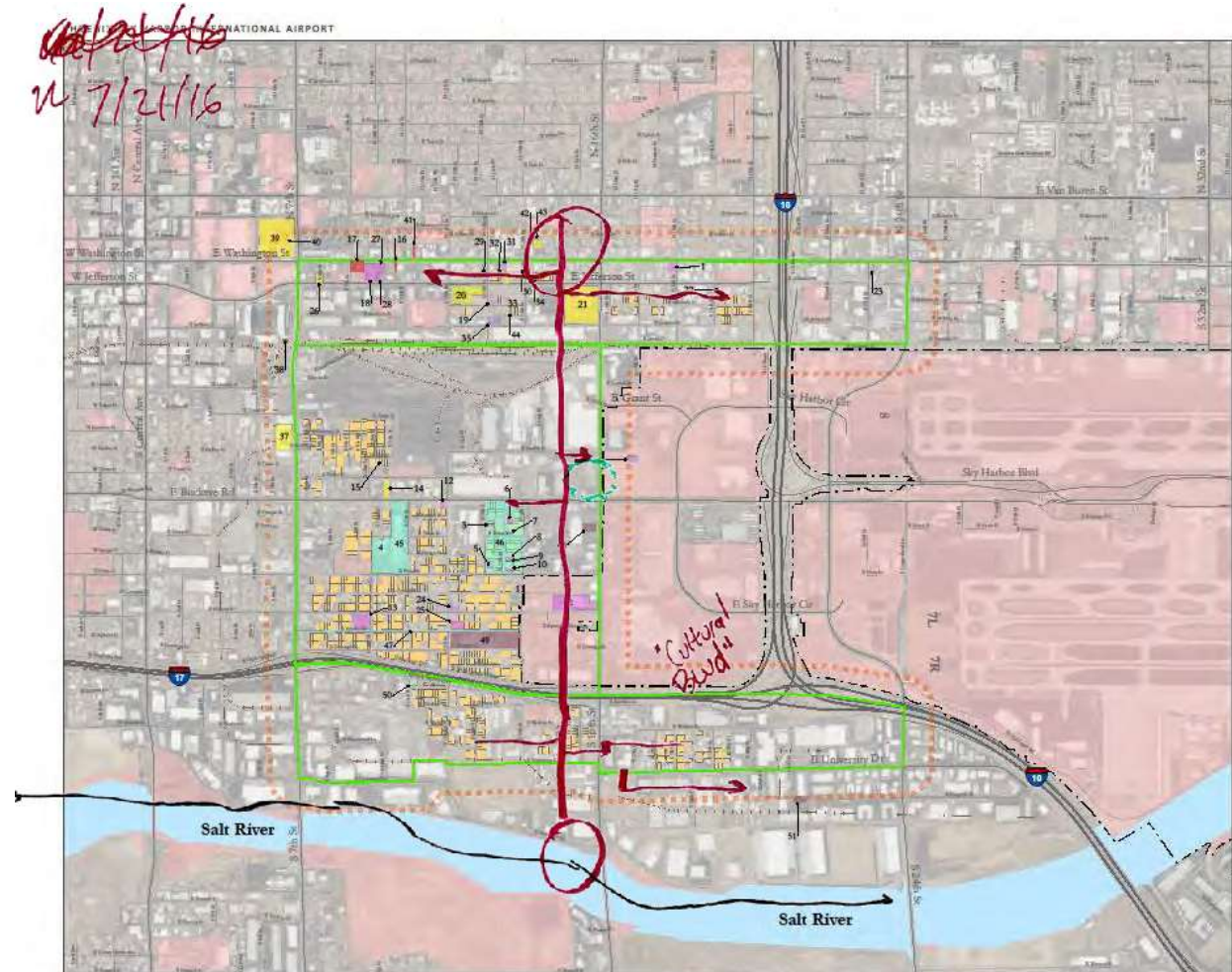
 **Small Business/Flex**—Includes a variety of low- to moderate-intensity, non-residential uses. Uses may include office, research and development, biotech, small-scale manufacturing, retail, business incubators, showrooms, artisan production, small business and transitional uses. This designation supports 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.

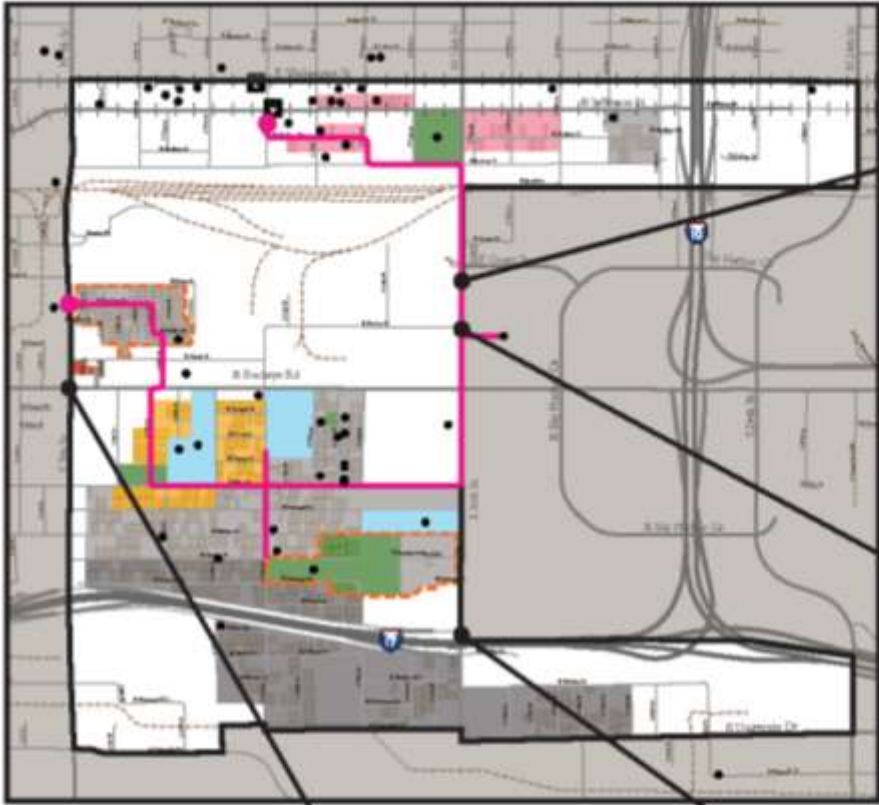
 **Parks/Recreation**—Areas for neighborhood and community-level active recreation.

Phase 1 Community Input on Cultural Corridor...

- Have people who know the area- who lived there- help tell the story/ history
- ASU- phd students - Documentary
- Xico- others- create wall murals in areas to highlight history- people
- Church- museum- history documentation / Photos -
- Traveling Exhibit- show the richness of the history
- Use airport gallery space



Cultural Corridor identified in Phase 1



Potential Heritage Corridor treatments (trail, seating, murals, banners): Looking south down S. 16th St., south of E. Grant St.



Potential Heritage Corridor treatments (public park, commemorative statue/signage): Looking east across S. 16th St., toward the Historic Sacred Heart Church.



Phase 1 Policies & Strategies

Create Distinct Identity, Promote Cultural Destination

- **Branding strategy:** public engagement plan, district naming/collaterals, design guidelines, heritage-focused programming/events, etc.
- **Design and install Cultural Corridor:** path, activity nodes, gateways, signage, and public art, etc.
- **Identify governance entity/partner(s):** funding & capital campaign, public-private partner(s) w/ PRC, CPLC, etc.

APRIL COMMUNITY MEETING RECAP

explored . participated. shared

Form:

What will the Cultural Corridor look like?

PURPOSE

Help us identify what physical forms should be used

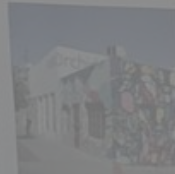
GOLD (BIGGEST IMPACT): Large-scale ideas that are the



Museum/Cultural Center



Festivals



Historic Adaptive Reuse



Preferred 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



People:

Who are the people we might honor?



Preferred Cultural Heroes

- ♥ Father Albert Braun O.F.M
- ♥ Cesar Chavez
- ♥ Sister Mary Luca Junk
- ♥ Silvestre S. Herrera
- ♥ Wing F. Ong
- ♥ The Honorable Calvin C. & Georgie M. Goode










Place:

Where can we celebrate?



Preferred 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



Experience: What else can it be?

PURPOSE

Help us identify cultural experiences that may already take place

IDENTIFY CULTURE THROUGH EVENTS + EXPERIENCES



Annual Martin Luther King Jr. Birthday Celebration

An annual march and festival to involve all Arizonans in recognizing the birthday and legacy of Rev. Dr. Martin Luther King Jr.



Annual Valley of the Sun Juneteenth Celebration

An annual free, one-day celebration at Eastlake Park and Community Center to celebrate the historic moment of ending of slavery in the U.S.



Sacred Heart Church Christmas Mass

Sacred Heart Church sponsors and hosts the Christmas Eve Mass of hope for further recognition of Rev. Dr. Martin Luther King Jr.



César Chávez Birthday Celebration

A free event in honor of the late labor leader and immigration advocate César Chávez. The event will feature a special performance by the local dance troupe and a special dinner.



Seasonal Market / Farmers Market

A free event featuring local vendors and food trucks. The event will be held at the same location as the previous event.

I Like It!

Use 3 ● to "like" your favorite experience ideas.

Use the Post-its to share comments.



Preferred Events & 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



Process: How will it get done?



**Preferred
Process**



Community Grassroots-Led

Other Key input/feedback:

- Expansion of Cultural Corridor: 7th St to 24th St
- Swap park land for housing development
- Grassroots-led + business-led
- Los Angeles Fashion District
- Co-operated/owned by residents
- Partnership with the Habitat for Humanity
- Fundraising



FOCUS GROUP DISCUSSIONS

Group 1 Topic

1

ARTS & CULTURAL PARTNERSHIPS

- Partnering with the City
- Partnering with public and non-profit entities
- Partnering with the community

Group 2 Topic

2

FINANCIAL CONSIDERATIONS

- Funding sources
- Cost mitigation
- Cost sharing

Group 3 Topic

3

CULTURAL CORRIDOR TANGIBLE NEXT STEPS

- The RFP process
- Resources
- Site selection