



Posibles planes, políticas y acciones

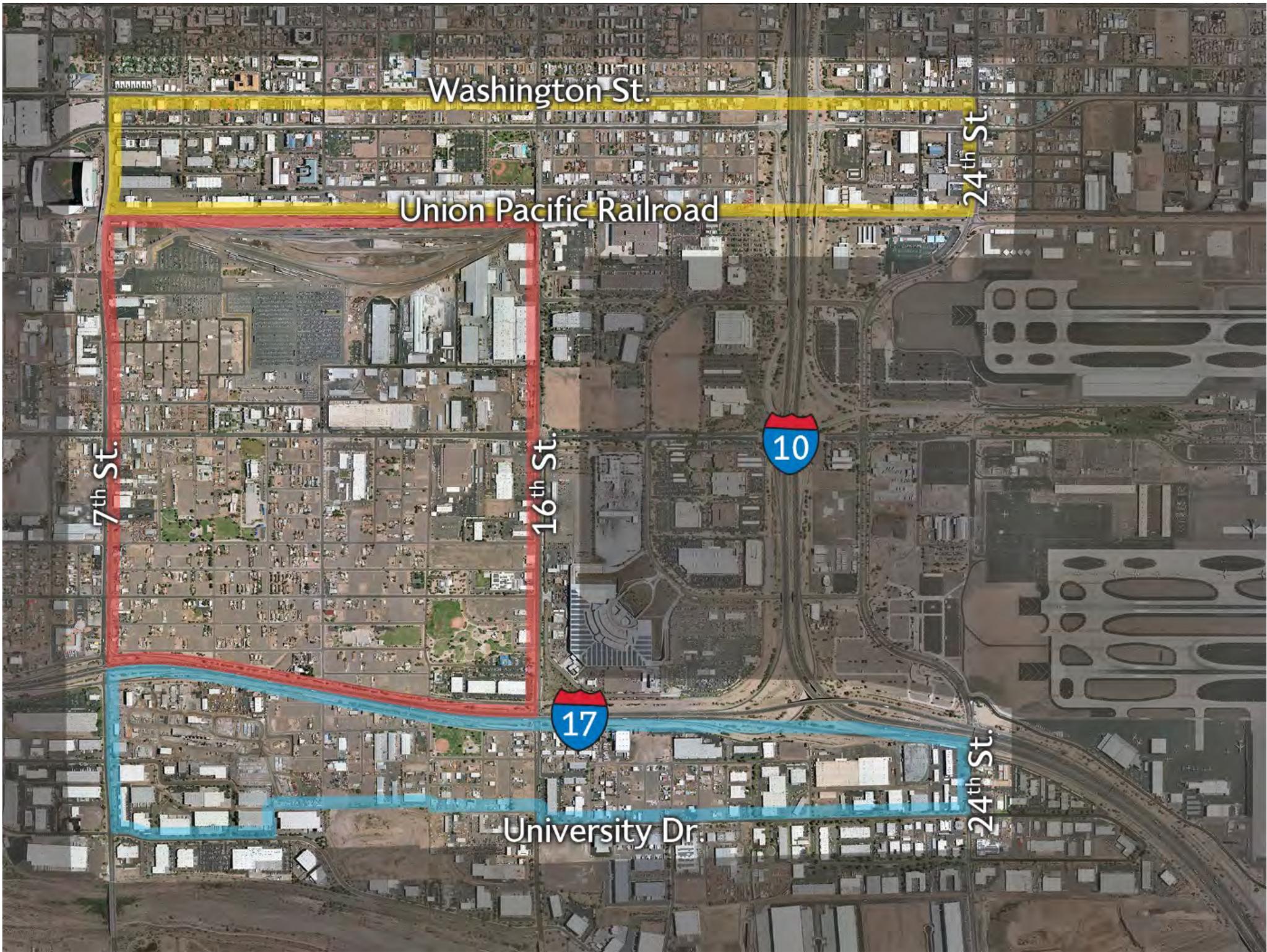
Diciembre 2016

skyharbor.com/LandReuseStrategy

Metas de la reunión

- El proceso a la fecha
- Hoja de trabajo #2
 - ✓ Metas potenciales
 - ✓ Marcos de trabajo alternativos
 - ✓ Evaluación
 - ✓ Borrador de políticas
- Los siguientes pasos
- Discusión abierta





Washington St.

Union Pacific Railroad

24th St.

7th St.

16th St.

10

17

University Dr.

24th St.

El proceso a la fecha

- **Establecimiento de metas comunitarias**
- Análisis comparativo
- Inventario
- Estudio de mercado
- Proceso de planificación cooperativa “charrette”

Apoyar y mejorar los vecindarios existentes y los usos de terrenos.

Preservar e integrar nuestra importante historia y cultura.

Garantizar que el proceso sea inclusivo y que las acciones de reutilización sean inmediatas.

El proceso a la fecha

- Establecimiento de metas comunitarias
- **Análisis comparativo**
- Inventario
- Estudio de mercado
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Similar

Parcel “patch-work”
Resultados flexibles
Coordinación con agencias

Único

Enfoque en la comunidad
Orientado en el vecindario
Acciones inmediatas

El proceso a la fecha

- Establecimiento de metas
- Análisis comparativo
- **Inventario**
- Estudio de mercado
- Proceso de planificación cooperativa “charrette”

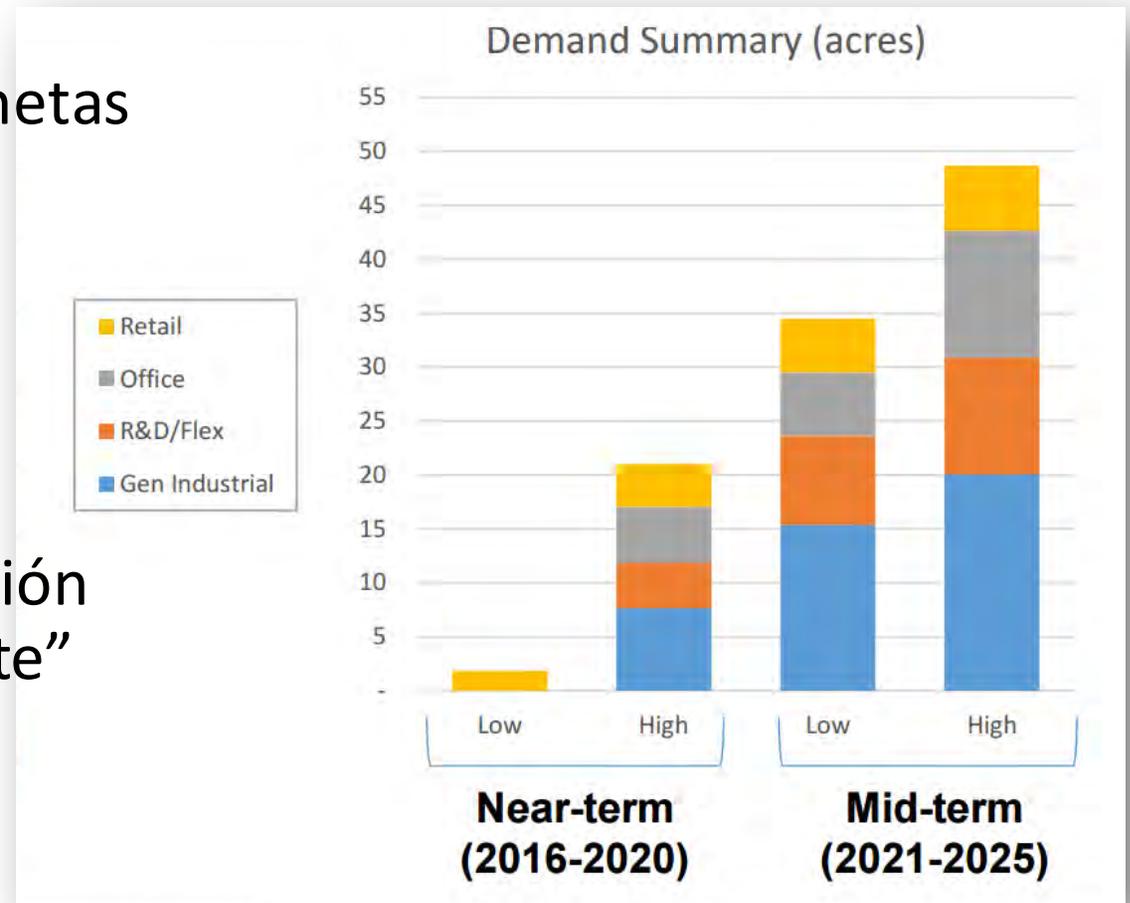
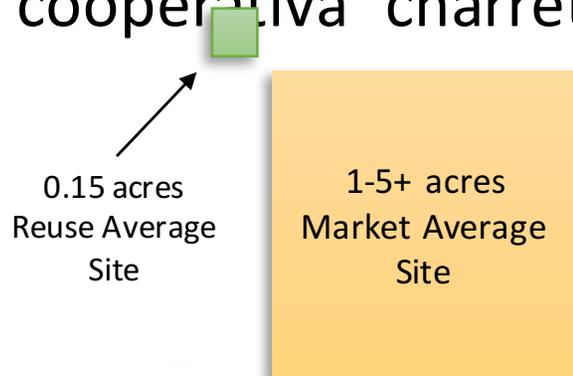
Importantes recursos y temas culturales e históricos

Sólidos atributos de desarrollo (acceso, zonificación, servicios, etc.)

Planos relevantes establecidos para el área norte, menos en las áreas central y sur.

El proceso a la fecha

- Establecimiento de metas comunitarias
- Análisis comparativo
- Inventario
- **Estudio de mercado**
- Proceso de planificación cooperativa “charrette”



El proceso a la fecha

- Establecimiento de metas
- Análisis comparativo
- Inventario
- Estudio de mercado
- **Proceso de planificación cooperativa "charrette"**



- Blended uses Round 3
1. Walkways / Bike Paths
 2. Shaded Seating Area
 3. Lighting
 4. Sidewalks
 5. Set backs should be somewhat the same as currently exist.
 6. With new renovations they want to make sure they don't have to change set backs on existing Property
- Spa's Nails for the Community
- Adaptive Reuse
7. Connectivity to the downtown area
 8. Family Areas
 9. Bar-P's - Pizzeria, Festal Area,
 10. Keep Mahan A Major Street
 11. MORE Commercial Properties that will enhance Cushman's Business
- Will support Cushman's Business
11. Work Government's policies that
12. Work Government's policies that

Hoja de trabajo #2



Alternativas al
marco de trabajo

Evaluación
matriz

Posibles
recomendaciones

Políticas de
implementación

Estudios
de caso

- **NÚCLEO DEL PUEBLO.**- Área residencial tradicional de menor escala (densidad de 5 a 10 unidades por acre). Los usos pueden incluir viviendas individuales o multifamiliares, existentes y re-urbanizados, vivienda residencial y trabajo, espacios complementarios para el beneficio de la comunidad (ej., jardines, pequeños parques, etc.)
- **USO MIXTO.**- Usos residenciales y no residenciales compatibles ubicados de manera vertical en una estructura de multinivel. Los distritos de usos mixtos promueven el ejercicio, al hacer que la gente camine, así como el uso de transporte público. La designación también incluye el uso de terrenos para servicios de apoyo al desarrollo residencial tales como estacionamientos, espacios abiertos y drenaje.
- **COMERCIAL.**- El uso principal del suelo incluye desarrollos comerciales, oficinas, servicios, entretenimiento y departamentos en formatos apropiados con el diseño y la red de transporte.
- **INDUSTRIAL.**- Consiste en el uso del suelo a escala regional, tales como bodegas y distribución, manufacturas, procesamiento de alimentos, servicios y almacenaje.
- **INDUSTRIAL MENOR/FLEXIBLE.**- Incluye una variedad de usos no residenciales con una intensidad de baja a moderada. Los usos pueden incluir oficinas, investigación y desarrollo, biotecnología, manufacturas de pequeña escala, incubadoras de empresas, salas de exposición y producción artesanal.

Zonificación: Uso mixto residencial

Departamentos arriba de tiendas/oficinas y usos cívicos.

Zonificación: reurbanización de vecindarios

áreas compatibles para viviendas adosadas y unifamiliares (6 unidades por acre).



Zonificación comercial pequeña

Oficinas, incubadoras, R&D, biotecnología, manufacturas artesanales y comercios (1-acre de espacio)



Zonificación: herencia y tecnología

Área de usos mixtos con tienditas estilo mercado y espacios integrados con instalación satelital biotécnica e instalaciones de investigación y desarrollo.



Zonificación comercial

20 acres para oficinas de clase-A y actividades comerciales relacionadas, **parque deportivo regional**.



Zonificación comercial

Comercios, servicios, actividades cívicas y de entretenimiento cerca de las principales rutas de transporte.



Zonificación industrial

Terrenos grandes (más de 5 acres) en las proximidades de las rutas de transporte más importantes que apoyan distribución, almacenaje, procesamiento y manufacturas.



Framework A

Land Use and Noise Compatibility



Definition

Study Area

Core Area
may include
initial livable
park, etc.

Mixed-Use
within
sit. De
such

Commercial



- Upgrade S. 12th St. and E. Buckeye Rd. to major arterials to accommodate planned development in Planning Area and Sky Harbor Center
- Upgrade E. Mohave St. to an arterial to provide improved access and compensate for local road closure

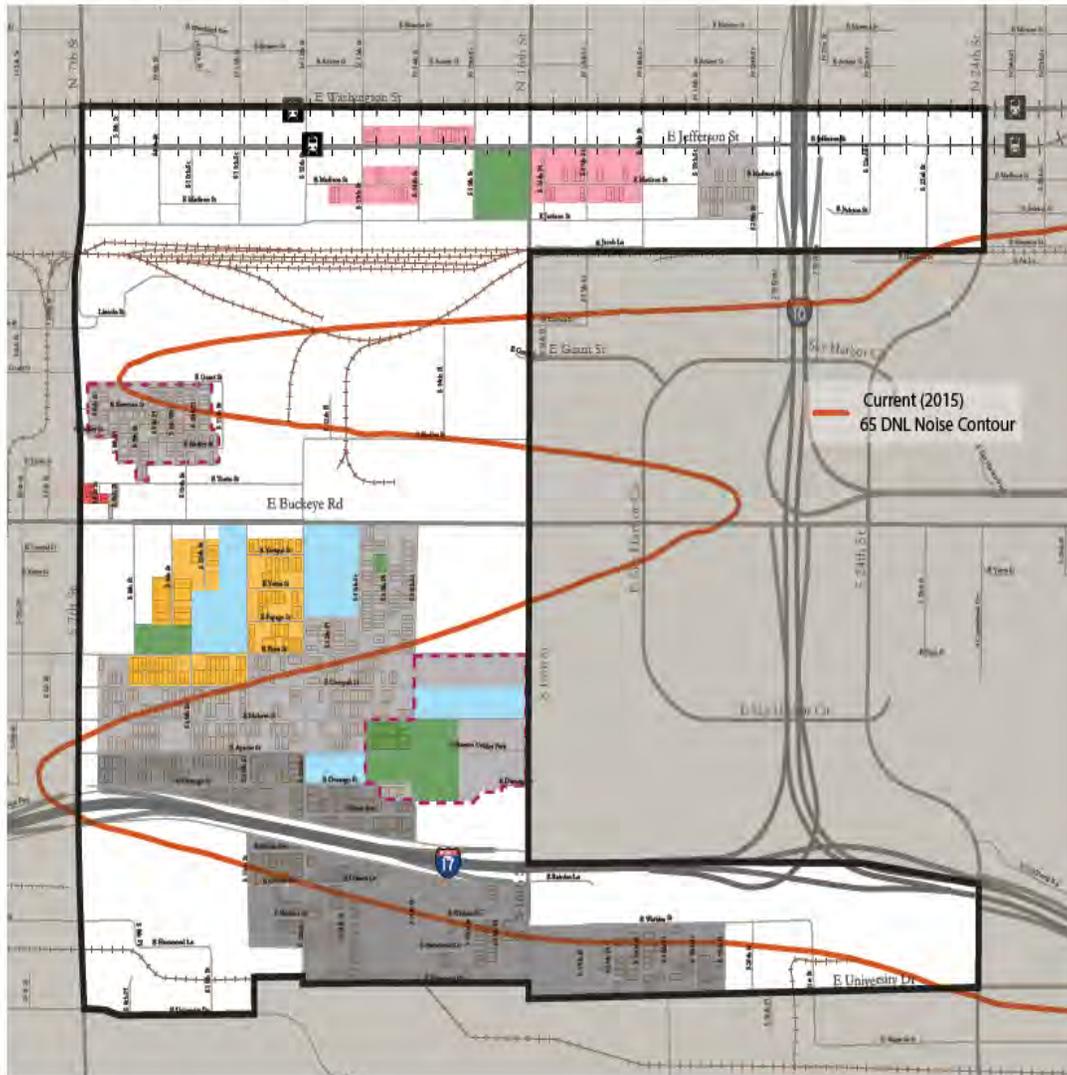
- 1/2 mile from light rail station—10 min. walk
- Interstate
- Major Arterial
- Arterial
- Collector
- Minor Collector
- Pedestrian Oriented

Transportation

- Industrial**—Consists of regional-scale land uses such as warehousing and distribution, manufacturing, food processing, utilities, and storage.
- Light Industrial/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, and artisan production.
- 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 intended for recreation and/or the preservation of natural habitat and hydrology.
- Business Park**—A cohesively planned area occupied primarily by office, light industrial and industrial uses of similar character.

Framework B

Land Use and Noise Compatability

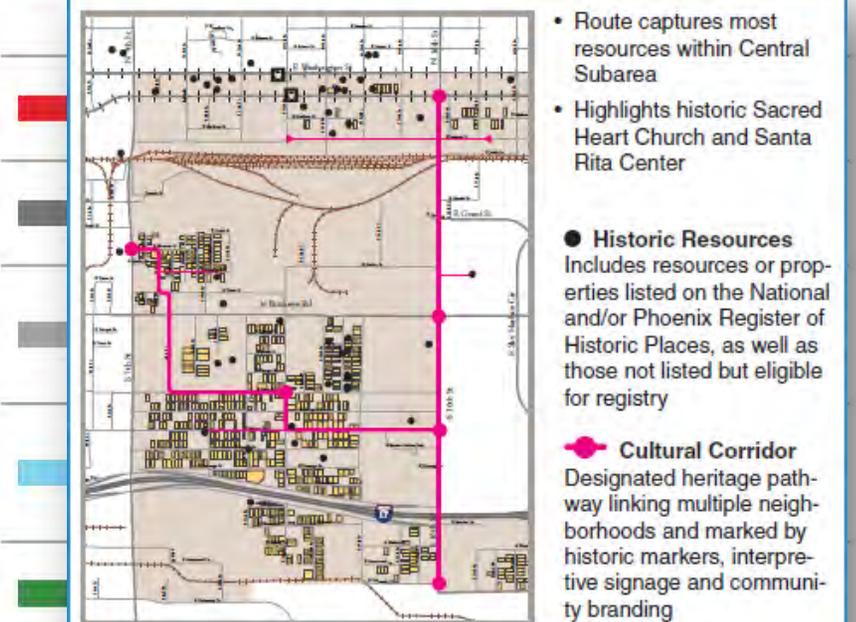


Definitions

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—Compatible residential and non-residential uses are co-located vertically within a multi-level structure. Mixed use districts emphasize walkability and use of public transit. Designation also includes use of land for supportive features for residential development



Cultural Corridor

Framework C

Land Use and Noise Compatibility

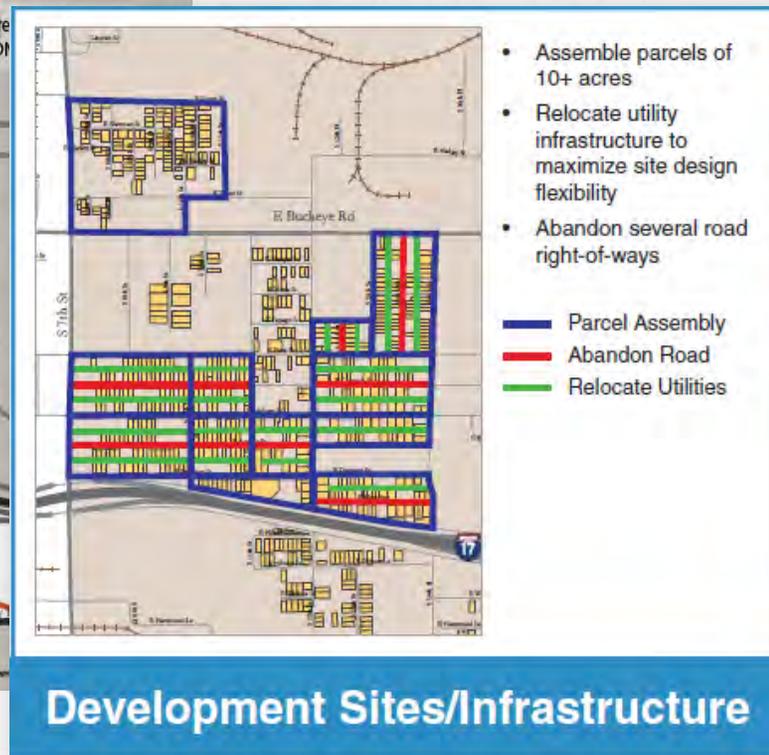


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service, entertainment, and apartment transportation network.

s warehousing and distribution,

moderate-intensity, non-residential biotech, small-scale manufacturing.

tional facilities including universities, and supporting uses,

for the preservation of natural

primarily by office, light industrial

Criteria	Frameworks		
	A	B	C
Stakeholder/Community Input	↓	↑	↔
Local/Community Plans	↑	↔	↔
Historic/Cultural Considerations	↔	↑	↑
Sustainable Design	↓	↑	↑
FAA Guidelines	↑	↔	↔
City Investment	↔	↓	↔
Flexibility	↓	↑	↔
Market Demand, Timing and Characteristics	↓	↔	↔
Target Sectors	↓	↑	↑



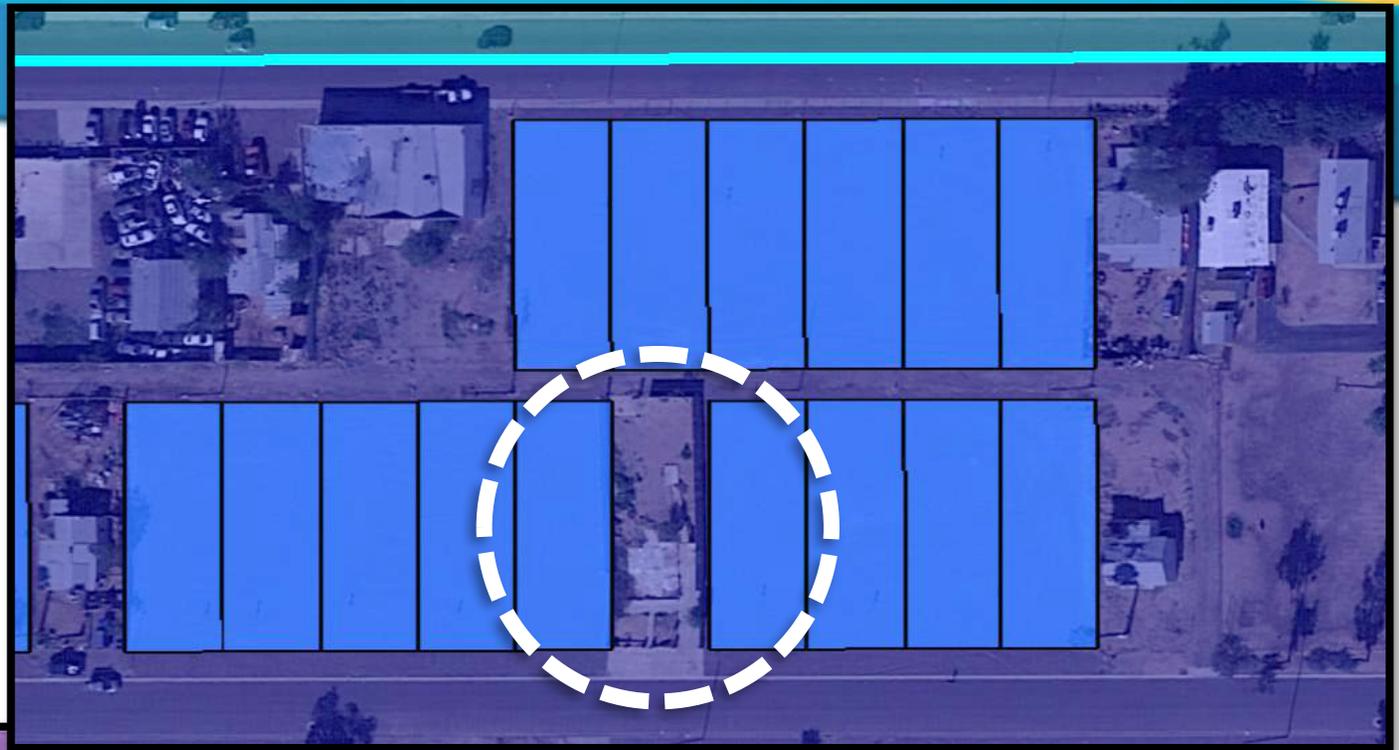
UN MOMENTO

- Van a cambiar la zonificación del lote de mi propiedad o donde vivo?
✓ **NO**
- Qué pasa con el lote de aviación que se encuentra al lado de mi propiedad?
✓ **TAL VEZ**

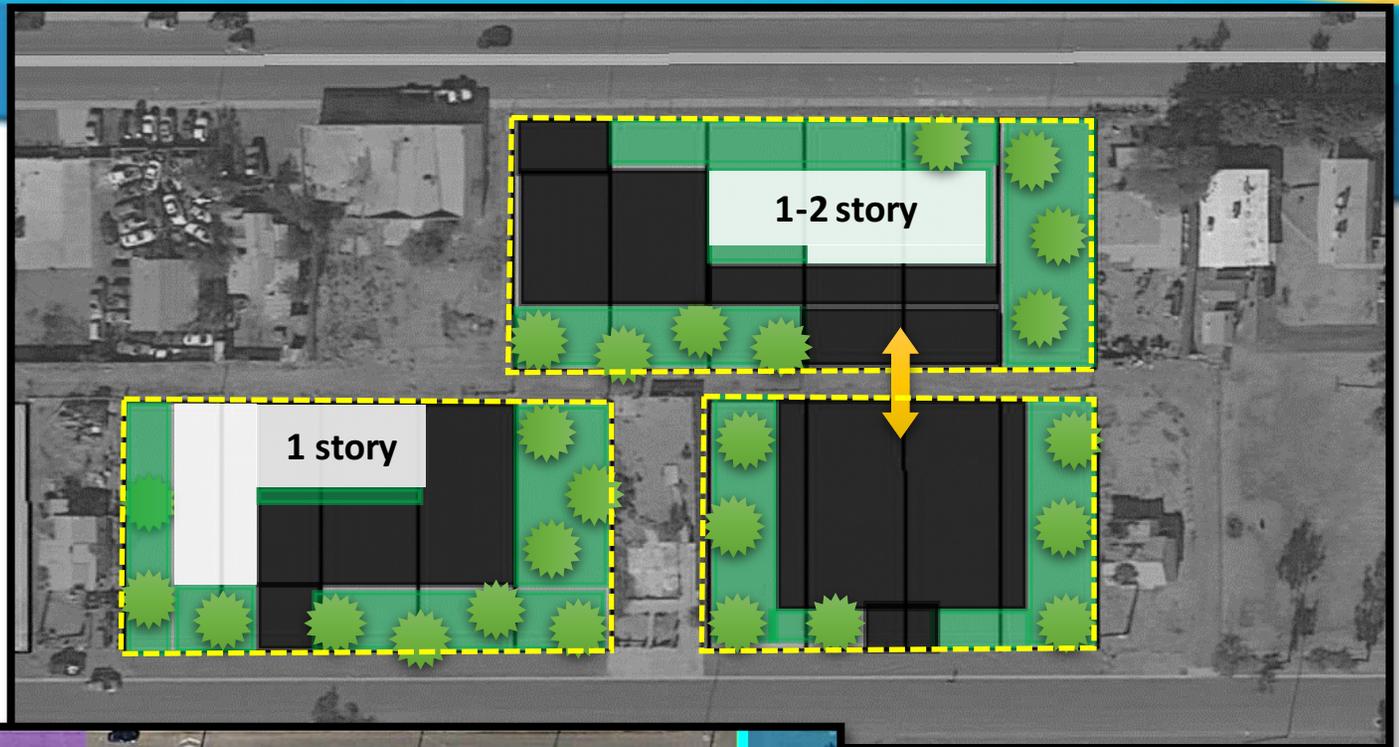
NOTA

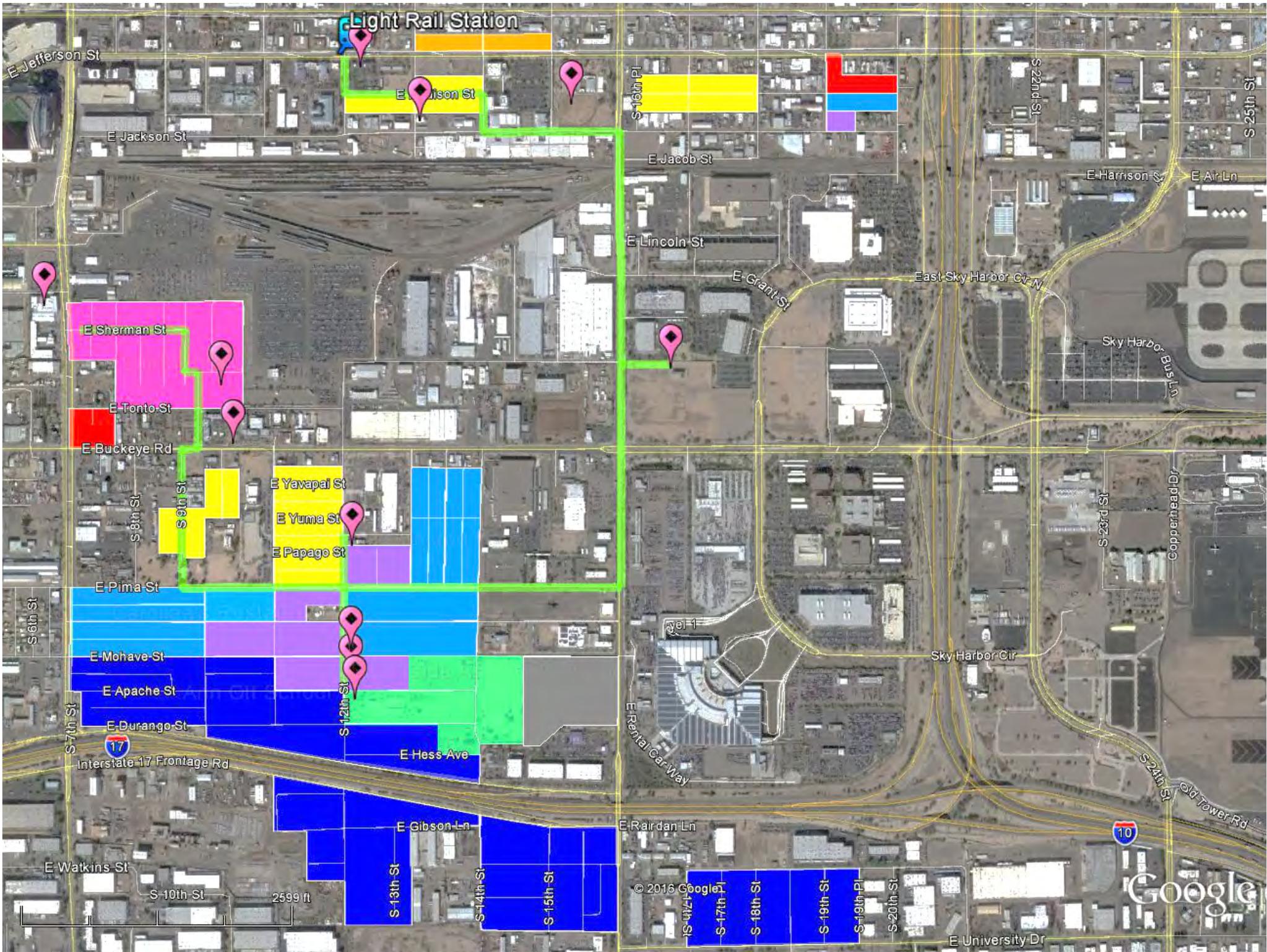
Hay casos en donde los dueños de lotes no relacionados con la aviación querrán aprovechar la rezonificación de un lote del aeropuerto y elijan participar (de manera voluntaria)

EJEMPLOS
CON
PROPÓSITO
DE
DISCUSIÓN



**EJEMPLOS
CON
PROPÓSITO
DE
DISCUSIÓN**





Light Rail Station

E Tonto St

E Sherman St

E Tonto St

E Buckeye Rd

E Yavapai St

E Yuma St

E Papago St

E Pima St

E Mohave St

E Apache St

E Durango St

E Hess Ave

E Watkins St

S 10th St

2599 ft

S 13th St

S 14th St

S 15th St

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S 17th St

S 18th St

S 19th St

S 18th Pl

S 20th St

Google

E University Dr

Goal A

Stabilize and Strengthen Neighborhoods

Policy A1

Encourage cohesive residential development in identified neighborhood settings to foster a diverse mix of uses and vibrant live-work environment to help reinvigorate area neighborhoods.

Policy A2

Continue to actively engage community of residents, businesses, and other stakeholders throughout planning and implementation process.

Policy A3

Employ interim uses to enhance neighborhood quality in locations where development opportunities are limited in the near- and mid-term.

Policy B1

Create distinct identity for Planning Area neighborhoods and promote as cultural destination within the heart of Phoenix.

Policy B2

Improve Planning Area safety and security.

Policy B3

Prioritize value of placemaking to create physical settings that: enhance the quality of life for residents, employees and visitors; foster connections for travelers through the area; and attract new development.

Strategy B1a	Strategy B1b	Strategy B1c
<p>Actions</p> <p>Develop branding strategy to recognize, celebrate and promote the area's historic and cultural significance and reimagine potential as a vibrant urban neighborhood.</p>	<p>Actions</p> <p>Design and install Cultural Corridor; heritage pathway featuring pedestrian/vehicle wayfinding, gateways, historic markers, interpretive signage, and activity nodes; supported by permanent and temporary programs.</p>	<p>Actions</p> <p>Identify governance entity/part ner(s) to lead funding; development/maintenance of Cultural Corridor; development/implementation of programming; and promotion.</p>
<p>B1a-1</p> <p>Public engagement plan to encompass all aspects of branding strategy and Cultural Corridor.</p>		
<p>B1a-2</p> <p>Branding strategy/collateral package with name, logo, tagline, signage standards, etc. <i>Ideas: Phoenix Crew/Started/Road Here; The Roots of Phoenix. Idea: An example given by one project stakeholder was creating a special historic area for the Central Squires honoring the late Father Albert Braun, Santa Rita Hall with Cesar Chavez history and veterans; Another example given by project stakeholders was creation of a merchant district (the Mercado) near S. 7th Street and E. Buckeye Road that introduce cultural and heritage specific commercial uses in a development setting reminiscent of the southwest's original mission-derived commerce centers. This could highlight some of the area's iconic restaurants such as Carolina's Mexican Food and others.</i></p>	<p>B1b-1</p> <p>Establish stakeholder committee to inform development comprising current and past residents, organizations (e.g. CPLC, Barrios Unidos, Xico, Phoenix Revitalization Corp [PRC], veterans groups), business owners, and city representatives.</p>	<p>B1c-1</p> <p>Identify funding opportunities and/or establish a capital campaign.</p>
	<p>B1b-2</p> <p>Determine path, activity nodes, gateways, signage, and public art. <i>Idea: Connect with historic resources (Historic Sacred Heart Church, Santa Rita Center), schools/employment centers (Herrera School, Mariopa Skills Center, Sky Harbor Center) and recreation areas (East Lake Park, Rio Salado Habitat Restoration Area).</i></p> <p><i>Heritage & Culture Destination Best Practices:</i></p> <ul style="list-style-type: none"> • Thai Town in LA • Esplanade at Navigation • Olvera Street & LA Union Station area • Wynwood Walls • Austin Graffiti Park 	<p>B1c-2</p> <p>Partner with PRC to leverage community programming, including block parties, festivals, and regular tours of the area.</p>
		<p>B1c-3</p> <p>Identify public-private partner(s), e.g. CPLC, to implement catalytic development focused on heritage tourism. <i>Idea: Latino Cultural Center, Hispanic Sports Hall of Fame; heritage museum, agriculture, civil rights/labor movement, architecture, Salt River floods.</i></p>
<p>B1a-3</p> <p>Design guidelines for heritage-themed public spaces (pocket parks, streetscape) <i>Idea: historic markers, interpretive signs, public art: murals/sculpture.</i></p>		
<p>B1a-4</p> <p>Connect heritage district with existing and identify new opportunities for heritage-focused programming/events. <i>Idea: art walks, permanent/temporary exhibits, jazz concerts, walking map/guided tours, story-collecting.</i></p>		
<p>B1a-5</p> <p>Review the potential for restaurant retail expansion in the area to provide business/economic opportunity, and potential community garden tied to area restaurants.</p>	<p>B1b-3</p> <p>Develop construction package and phasing plans (Action B1a-3).</p>	

Cultural Corridor Concept

Strategy B1b

Strategy B2a	Strategy B2b
<p>Actions</p> <p>Use Crime Prevention through Environmental Design (CPTED) to address safety and security through physical improvements.</p> <p>B2a-1</p> <p>Include CPTED elements as part of design guidelines (Action B1a-3).</p> <p>B2a-2</p> <p>Address safety and security in small area plans (Strategy B3a). Include CPTED elements, incorporate City of Phoenix Complete streets where possible to enhance the safety of non-motorized transportation, e.g., pedestrian and bicycle facilities such as sidewalks, bike lanes, signalized intersections, crosswalks, and curb ramps; identify the need for improved lighting.</p>	<p>Actions</p> <p>Improve community-police programs within the Study Planning Area.</p> <p>B2b-1</p> <p>Establish neighborhood watch group(s) for residential areas to enhance connections and communication among residents and law enforcement.</p> <p>B2b-2</p> <p>Identify resident liaisons to City of Phoenix Police Department to express concerns or raise issues regarding crime or safety.</p>



Potential Heritage Corridor treatments (trail, seating, murals, banners); Looking south down S. 15th St., south of E. Grand St.



Potential Heritage Corridor treatments (public park, commemorative street/signage); Looking east across S. 15th St., toward the Historic Sacred Heart Church.



Potential gateway treatments (interaction paving materials, crosswalks); Intersection of E. Buckeye Rd and S. 7th Ave., looking east.



Potential gateway treatments (murals); S. 15th St., at the I-17 overpass, looking south.

Definitions

- Study Area Boundary
- Core Residential
- Mixed Use & Residential Support
- Commercial
- Industrial
- Light Industrial/Flex
- Education/Institutional
- Parks/Recreation
- Business Park

Historic Resources—Includes resources or properties listed on the National and/or Phoenix Register of Historic Places, as well as those not listed but eligible for registry.

Cultural Corridor—Designated heritage pathway linking multiple neighborhoods and marked by historic markers, interpretive signage and community branding.

Strategy

Develop and implement branding strategy for a Cultural Corridor to showcase the area's history and contributions to the community.

- Identify and promote the area through branding that highlights the rich history and cultural heritage.
- Use various tools, including design guidelines and incentives, to support the branding and encourage development of heritage-themed public spaces, public assembly, retail, tourism and cultural uses.
- Designated "Cultural Corridor" linking historic and cultural sites. May be combined with a walking map or app.
- Provide historic markers and/or interpretive signage at significant resources
- Develop decorative gateways signifying the entrance into a cultural area
- Consider inclusion of commemorative public art and naming of public spaces
- Engage local artists in mural development and public art installations

Strategy B3a	Strategy B3b	Strategy B3c
<p>Actions</p> <p>Develop and implement targeted [small area] plans to address specific needs and improve amenities within specific areas.</p> <p>B3a-1</p> <p>Identify areas of focus to address specific issues at a neighborhood scale.</p> <p>B3a-2</p> <p>Develop and implement a public engagement plan.</p> <p>B3a-3</p> <p>Develop plans to address a variety of topics:</p> <ul style="list-style-type: none"> • Zoning modifications to support land use recommendations (e.g., temporary use overlay, modification of Rio Salado overlay) • Transportation and connectivity, including complete streets • Public space and recreation, • Safety and security through CPTED (Strategy B2a) • Utilities infrastructure • Historic preservation • Urban design • Design guidelines to promote context-sensitive development (Action B1a-3) • Explore opportunities to utilize transfer of development or shade tree requirements <p><i>Design Guidelines Best Practices:</i></p> <ul style="list-style-type: none"> • Provide direction regarding the layout, appearance, signage, use of materials, and landscaping/buffering • Be reasonable and flexible given site constraints; careful not to impose a burden that would deter development. • Identify compliance/maintenance mechanism, e.g., site development review process, lease agreement structure, development agreement, among others. 	<p>Actions</p> <p>Promote unique location between downtown and airport to encourage economic development.</p> <p>B3b-1</p> <p>Amenities of transportation and location.</p> <p>B3b-2</p> <p>Promote and leverage proximity to Innovation Corridor, (Biomedical, Warehouse District, Downtown).</p>	<p>Actions</p> <p>Attract Valley residents and visitors to the area by promoting temporary uses and events.</p> <p>B3c-1</p> <p>Identify venue in which licensed pop-up food operations (e.g. food trucks or tents) may operate at little or no cost.</p> <p>B3c-2</p> <p>Provide space for temporary market events such as farmers market, antique or flea market.</p> <p>B3c-3</p> <p>Link Planning Area locations to ongoing or planned City events such as road races, food or historic tours, etc.</p>

Policy C1

Utilize subject parcels and leverage adjacent City-owned land, where possible, to create employment center(s) in the Planning Area.

Strategy C1a

Evaluate the feasibility of two “catalytic sites” for special development concepts, including planned business park, with a mix of complementary uses and amenities. Catalytic development projects help attract interest and build momentum for redevelopment. Recommended sites are the area north of Buckeye and east of S. 7th Street, and the current Barrios Unidos Park and adjoining lands along S. 16th St.

Strategy C1b

Work with economic development agencies and stakeholders to attract target industries: healthcare, bioscience and biomedical; advanced business services; advanced manufacturing; aerospace and defense; technology and innovation; and sustainable and renewable energy.

Strategy C1c

Explore swap of underutilized Green Valley Park property in South Subarea with subject parcels in Central Subarea near Barrios Unidos Park to open up contiguous land for industrial development in South Subarea and focus recreational amenities in Central Subarea

Strategy C1d

Encourage small business growth and non-traditional employment opportunities in the area, including live/work arrangements, co-working spaces, incubators, etc.

Policy C2

Create opportunities for non-residential development sites in a range of sizes to meet market preferences.

Strategy C2a

Where it does not preclude identified longer-term objectives, expedite promotion of vacant land for small-scale, context-sensitive development to meet expressed community desire for timely reuse and economic development.

Strategy C2b

Reconfigure subject parcels for more productive use through land swap or purchase of adjacent land

Strategy C2c

Provide access to voluntary property buyout for land owners within Planning Area.

Strategy C2d

Allow private market purchase through release of select subject parcels. Private parties would purchase and develop parcels according to their needs and market conditions.

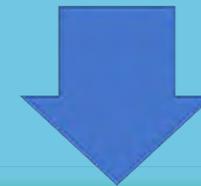


Próximos pasos: agenda

- Revisión y comentarios de la comunidad

- ✓ Comentarios a más tardar el 30 de diciembre.
- ✓ Juntas de grupos pequeños.

Dic./Ene.



- Edición final y borrador del plan

- Juntas públicas

- ✓ Comité de planificación
- ✓ Consejo de Asesores en Aviación

Feb./Mar.



- ✓ Subcomité del Consejo Municipal

- ✓ Consejo Municipal

Mar./Abril

- Revisión de FAA

Próximos pasos: actividades inmediatas

Durante la revisión de la FAA

- Desarrollar un proceso para liberar las propiedades pequeñas.
- Grupos de opinión.
 - Planificación y zonificación preliminar de manzanas.
 - Patrimonio/lugares creados
 - Identificar socios estratégicos.
- Hablar con los dueños de propiedades.

Pendiente de revisión de la FAA

- Áreas residenciales.
- Usos provisionales.
- Estrategias de arrendamiento.



FAA reuse
plan

Plan de
reutilización
de la FAA



Community
Reuse Plan

Plan de reutilización
de la comunidad

Próximos pasos

- Qué pasa si la FAA no aprueba la reintroducción de “residencias unifamiliares”?
 - ✓ Las zonas de reurbanización pueden convertirse en zonas de transición para garantizar que se realice un desarrollo “provisional” de corto plazo.
 - ✓ A largo plazo, reevaluar las áreas residenciales como una meta de uso del suelo, se considera actualizar el plan de reutilización si las condiciones cambian.



Próximos pasos

- Qué pasará después de que concluya la revisión de la FAA y se inicie la siguiente fase del proyecto?
 - ✓ Transición del liderazgo del proyecto a la **FASE-2** (RTKL Callison)
 - ✓ Las partes interesadas guiarán el proceso de llevar políticas, mapas y acciones al mercado.
 - > Desarrollar planos específicos.
 - > Revisar el desarrollo de solicitudes de rezonificación.
 - > Ayudar en la creación de solicitudes de propuestas.
 - > Monitorear y ajustar estrategias conforme se lleve a cabo el desarrollo.



PRÓXIMOS PASOS

- Qué elementos del marco de trabajo, políticas y acciones le gustan o le incomodan?
- Qué falta en el marco de trabajo o en las políticas que debería tomarse en cuenta?
- Piensa que los conceptos de planificación reflejan las metas e ideas de la comunidad para el área de reutilización?



Q&A

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GRACIAS