

PHX LAND REUSE STRATEGY  
**QUICK HITS**  
IMPLEMENTATION HANDBOOK

FINAL DRAFT - APRIL 10, 2020

# QUICK HITS IMPLEMENTATION HANDBOOK

## PREPARED FOR



City of Phoenix  
Aviation Department

## WITH

Community groups, residents,  
businesses, schools,  
property owners, non-profit  
organizations, and other  
stakeholders within the LRS  
planning area.

## PLAN BY

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**CallisonRTKL Inc. -- The Environmental Studio**  
Los Angeles, CA

**ARCADIS US, Inc.**  
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**MXD Development Strategists, Ltd.**  
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**Phoenix Revitalization Corporation**  
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**PLAN\*et Communities PLLC**  
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## PLAN PREPARED IN COLLABORATION WITH:

Neighborhood Residents

Property Owners

Business Owners

Community Organizations

City of Phoenix

Community outreach, research, and stakeholder engagement conducted to develop this publication was  
**funded by**

the FAA's Pilot Program for Redevelopment of Airport Properties (Acquired Noise Land) grant

and

the City of Phoenix Aviation Department



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| INTRODUCTION                | <b>07</b> | A brief preface introduces the LRS, proposed near term actions - Quick Hits, and how to use the Handbook           |
| GOLD STAR QUICK HITS        | <b>20</b> | Five (5) most favorite community-selected Quick Hit ideas will be initiated as the first priority.                 |
| BEST OF THE REST QUICK HITS | <b>42</b> | Another nine (9) top-chosen Quick Hits demonstrate communities' urgent needs for physical environment enhancement. |
| AN EXTRA LIFT QUICK HITS    | <b>82</b> | The other eight (8) Quick Hits help change communities' perceptions and expand economic opportunity.               |

# INTRODUCTION

# INTRODUCTION

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The introductory pages of this Handbook briefly describe the relationship between the Land Reuse Strategy (LRS) for Airport-owned noise parcels and proposed near-term actions referred to as Quick Hits. This introduction also explains how to use this Handbook to accomplish those Quick Hits most favored by the community.

Quick Hits are an important aspect of implementation of the Land Reuse Plan, and this user-friendly guide will assist community members and community development partners in delivering successful outcomes.

## THE PHX LAND REUSE STRATEGY

### WHAT IS THE LRS?

The PHX Land Reuse Strategy is the City of Phoenix program that **plans for and supports development of Airport-owned noise parcels.**

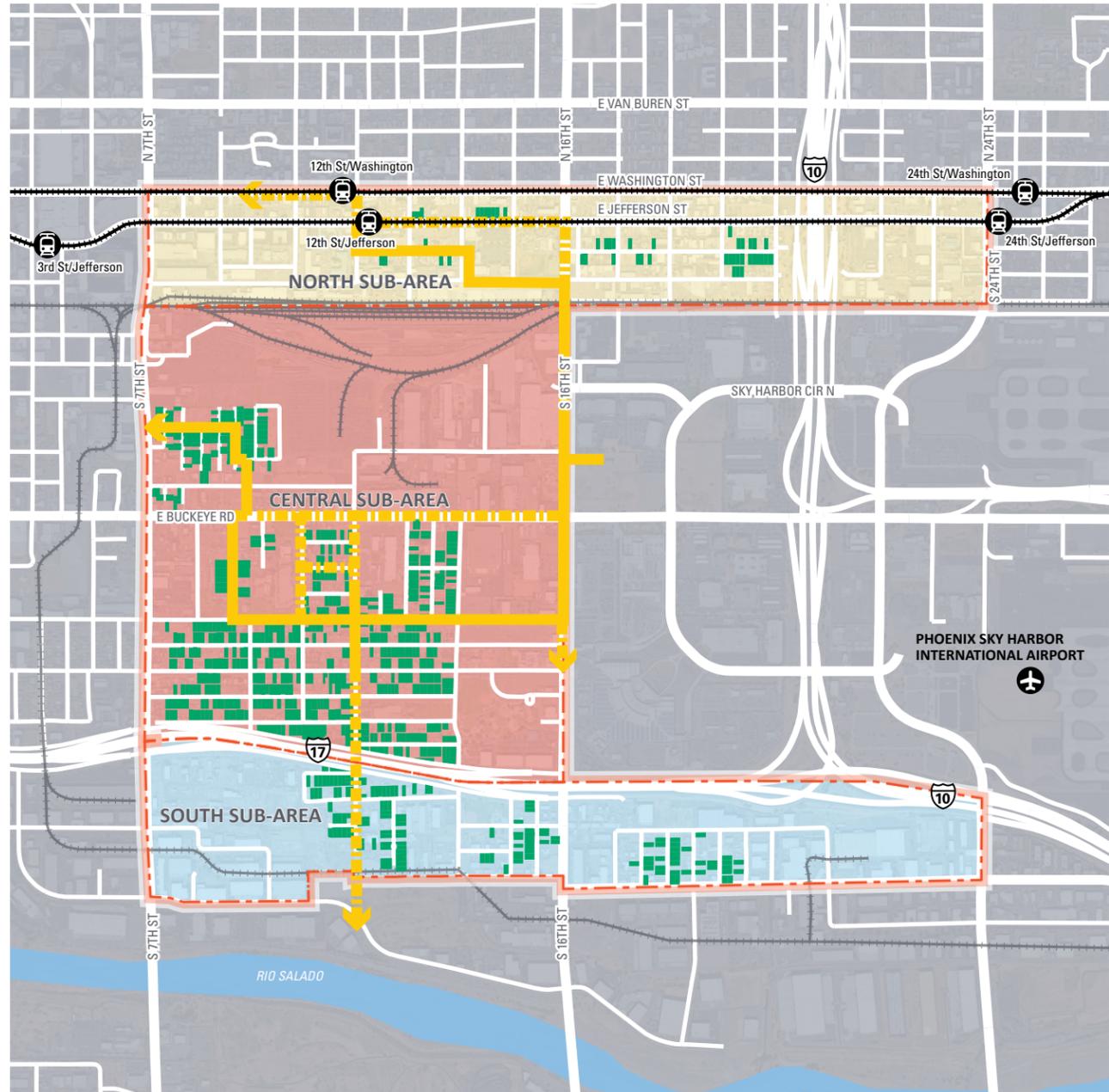
The program has been divided into two (2) phases of activity:

- *Vision and Planning Phase:* This 18-month collaborative planning phase resulted in a **Land Reuse Plan, a critical first step in identifying appropriate land uses for the Airport's noise parcels.** The Plan specifies Goals with supporting policy statements and strategies, presents a preferred land use framework, and recommends Potential Near-term Actions.
- *Implementation Phase:* **Actions undertaken as part of the Implementation Phase will build upon recommendations in the Land Reuse Plan to achieve results on the ground.** Funded through an FAA Grant, the preparation of specific development proposals and implementation tools is expected to continue through 2020.

### WHAT PROPERTIES ARE INCLUDED IN THE LRS?

The LRS Planning Area encompasses **approximately two-square miles located west of the Airport.** It is divided into North, Central, and South sub-areas, each with a unique character, needs and aspirations that are reflected in the Land Reuse Plan.

AIRPORT-OWNED NOISE PARCELS



- North Sub-area
- South Sub-area
- Central Sub-area
- Airport Parcels
- Cultural Corridor (Community Input, 2015-2017)
- Cultural Corridor Potential Route Expansion (Community Input, 2017-2019)
- Light Rail
- Rio Salado



**N** NORTH SUB-AREA

Bounded by 7<sup>th</sup> Street on the west, 24<sup>th</sup> Street on the east, Washington Street on the north, and the Union Pacific Railroad (UPRR) line on the south, the **North Sub-Area** includes the Eastlake Park Neighborhood and has seen **recent mixed-use development in accordance with its transit orientation.**

**C** CENTRAL SUB-AREA

Bounded by 7<sup>th</sup> Street on the west, 16<sup>th</sup> Street on the east, the UPRR line on the north, and Interstate 17 (I-17) on the south, the Central Sub-Area includes the Nuestro Barrio Neighborhood. **Most of the Airport-owned noise parcels are located within the Central sub-area, dispersed among various residential, commercial, and industrial uses.**

**S** SOUTH SUB-AREA

Bounded by 7<sup>th</sup> Street on the west, 24<sup>th</sup> Street on the east, I-17 on the north, and University Drive on the South, **the South sub-area is dominated by industrial uses.**

**✈** NOISE PARCELS

Altogether, the Planning Area contains **743 Airport-owned noise parcels, a patchwork of vacant parcels covering approximately 115 acres.** These parcels were voluntarily acquired through the Airport’s Community Noise Reduction Program; the program was instituted in 1999 and concluded in 2016.

# THE LRS VISION & ITS IMPLEMENTATION

## WHAT IS THE COMMUNITIES' VISION?

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



### Stabilize & Strengthen Our Neighborhoods

- This goal promotes a diverse mix of uses, a vibrant live-work environment, and reinvigorated neighborhoods. It also encourages interim uses that enhance neighborhood quality and support near-term development. Active engagement with the community and stakeholders throughout the planning and implementation process are essential to this goal.



### Promote Identity and Heritage

- This goal supports actions that reinforce the distinct identity of the community; promote the community as a cultural destination; improve safety and security; and give priority to placemaking that enhances quality of life.



### Expand Economic Opportunity

- This goal stresses the utilization of noise land and City-owned parcels to establish employment centers, while creating further opportunity for non-residential development that meets market demand. It favors measures that stimulate market interest, remove barriers to economic growth, and facilitate development.

## WHY IS THE IMPLEMENTATION PHASE IMPORTANT?

The key objective of the Implementation Phase is to **expedite development of Airport-owned noise parcels in accordance with the community vision.**

The aim is to make these properties marketable for development consistent with the approved Land Reuse Plan, thereby delivering economic benefit to the Airport and the community. Implementation activities must ensure compatibility with existing neighborhoods, as well as Airport operations.

## WHAT DOES THE IMPLEMENTATION PHASE INVOLVE?

The Implementation Phase entails the following components:

- 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 zoning approvals.**
- Identify potential partners, recommend **development incentives**, and assist with **developer solicitations.**
- Draft **design guidelines and implementation guidebooks** in support of on-going project pursuits.
- Establish and maintain a **collaborative process** that engages the community and delivers positive outcomes.

## QUICK HITS EXPLAINED

### WHAT ARE QUICK HITS?

Quick Hits are actions that offer the highest potential to deliver community benefits in the near term, while also putting underutilized noise land parcels to better use.

These are **short-term actions that will improve neighborhoods, stimulate economic development, and help realize the proposed Cultural Corridor.** Many Quick Hits will involve interim use; ideas brought forth by the community during the Vision & Planning Phase include pop-up parks, food trucks, market garden, civic art, historical markers, etc.



COMMUNITY PRIORITIZED QUICK HITS

### WHICH QUICK HITS ARE MOST VALUED BY THE COMMUNITY?

The LRS is based on a community driven planning process, and therefore, the community is an on-going partner in identifying, prioritizing, and implementing Quick Hits actions. Through a process of community engagement, strong preference has been shown for **specific actions that will improve quality of life, enhance neighborhood appearance, promote cultural identity, and activate vacant noise land.**

In particular, the community has identified five (5) “Gold Star” Quick Hits requiring the most immediate action. These actions address home rehabilitation, code education, heritage signage, vacant lot planting and beautification, and establishment of an information headquarters for LRS planning and implementation.

## HOW TO USE THIS HAND BOOK

### WHAT IS THE HANDBOOK’S PURPOSE?

This Handbook offers a user-friendly guide to accomplishing the Quick Hits most favored by the community. Intended for use by community members and community development partners, **it offers a road map to the resources and activities that will help execute each one of the twenty-two (22) Quick Hits** covered by the Handbook.

### HOW IS THE HANDBOOK STRUCTURED?

Following this Introduction, the Handbook is divided into three parts according to the communities' prioritization of Quick Hits.

- **Gold Stars:** The five (5) “Gold Stars” are the communities' highest priority, with the expectation that immediate steps will be taken toward implementing these Quick Hits.
- **Best of the Rest:** Nine (9) Quick Hits were also singled out as “The Best of the Rest” by the community as especially important measures toward meeting the Goals of the Land Reuse Plan.
- **An Extra Lift:** Although not selected among the communities' highest priorities, implementation of these Quick Hits is desirable as they will support polices and strategies set forth in the Land Reuse Plan.

**1 DESCRIPTION:**  
A short, introductory explanation of the Quick Hit.

**Home & Yard Rehab**  
Grants & Loans For Home & Yard Improvement

- Grants and low-interest loans for home and/or yard repair and improvement
- Supports neighborhood revitalization and reinforces community pride
- Financial assistance to eligible homeowners through Neighborhood Services Department
- Potential for non-profit involvement

Gold Star, Goal A, PHASE 1 Quick Hit

**2 SUMMARY DATA:**  
A concise outline of benefits to the community, important considerations toward implementation, and potential partners and funding sources.

**HOME & YARD REHAB**

**COMMUNITY BENEFITS**

- Stabilizes and improves community image
- Helps beautify community
- Improves neighborhood safety

**CONSIDERATIONS**

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

**FACILITATOR**

- Phoenix Revitalization Corporation
- Nuestro Barrio Unidos

**CITY SUPPORT**

- Neighborhood Services Department

**FUNDING**

- Private & Non-profit Grants and Loans
- Neighborhood Services Department Programs

**3 ACTION PLAN:**  
A step-by-step listing of specific activities that will make the Quick Hit happen.

**ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN**

| IMPLEMENTATION TIMELINE  | YEAR 1                               |    |    |    | YEAR 2                               |    |    |    |
|--|--------------------------------------|----|----|----|--------------------------------------|----|----|----|
|  | Q1                                   | Q2 | Q3 | Q4 | Q1                                   | Q2 | Q3 | Q4 |
| <b>1</b> Identify a Home Rehab Program Administration Partner  | On-going Administration              |    |    |    | On-going Administration              |    |    |    |
| <b>2</b> Non-profit organizations apply to City for Community Development Block Grant (CDBG) to fund home/yard improvement | On-going Administration              |    |    |    | On-going Administration              |    |    |    |
| <b>3</b> Establish a Neighborhood Grant Application and Management Program   | On-going Administration              |    |    |    | On-going Administration              |    |    |    |
| <b>4</b> Work with non-profit organizations to renovate and repair eligible homes and yards                                | Priority Eligible Homes & Yards      |    |    |    | On-going for Other Homes & Yards     |    |    |    |
| <b>5</b> Offer free monthly Home Rehab Classes & Workshops   | On-going Monthly Classes & Workshops |    |    |    | On-going Monthly Classes & Workshops |    |    |    |
| <b>6</b> Host a Home & Yard Rehab Contest for the most improved and best maintained homes and yards                        | On-going Monthly Classes & Workshops |    |    |    | On-going Monthly Classes & Workshops |    |    |    |

**4 KEY ELEMENTS:**  
Visual illustrations of various “ingredients” that will contribute to a successful Quick Hit.

**KEY ELEMENTS**

- Exterior & Interior Home Painting
- Structure Repair
- Sound Mitigation
- Yard Improvement
- DIY Workshops
- Volunteers

# GOLD STAR QUICK HITS

# GOLD STAR QUICK HITS

"Gold Star" ideas are the most favored Quick Hits singled out by the community from a total of 29 Quick Hit ideas presented during the PHX Land Reuse Strategy "Quick Hits Voting" Community Meeting March 2018 held on March 28, 2018. These Gold Star ideas are identified as the highest priorities and suggested to be implemented in the very near term.

## GOLD STAR QUICK HIT WINNERS

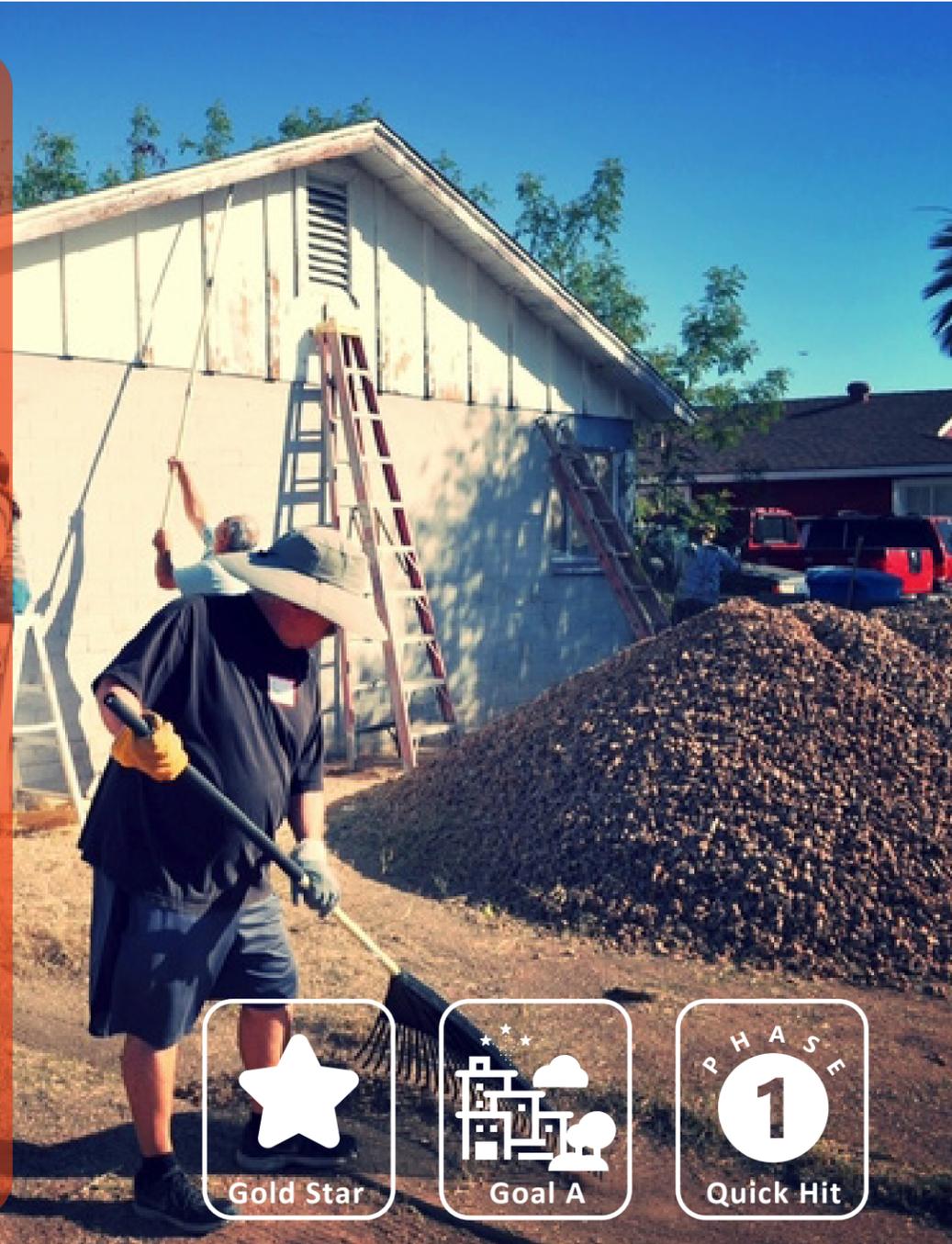
- 
**1 Home & Yard Rehab**  
 Grants & Loans for Home & Yard Improvement
- 
**2 Our Storefront**  
 PHX Land Reuse Strategy Info Headquarters
- 
**3 The Green Edge**  
 Sidewalk and Vacant Lot Edge Planting
- 
**4 Code Education**  
 Neighborhood Safety & Beautification Compliance
- 
**5 Heritage Signage**  
 Neighborhood Identity Signage



# Home & Yard Rehab

## Grants & Loans For Home & Yard Improvement

- Grants and low-interest loans for home and/or yard repair and improvement
- Supports neighborhood revitalization and reinforces community pride
- Financial assistance to eligible homeowners through Neighborhood Services Department
- Potential for non-profit involvement



## HOME & YARD REHAB

### COMMUNITY BENEFITS

- Stabilizes and improves community image
- Helps beautify community
- Improves neighborhood safety

### CONSIDERATIONS

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

### FACILITATOR

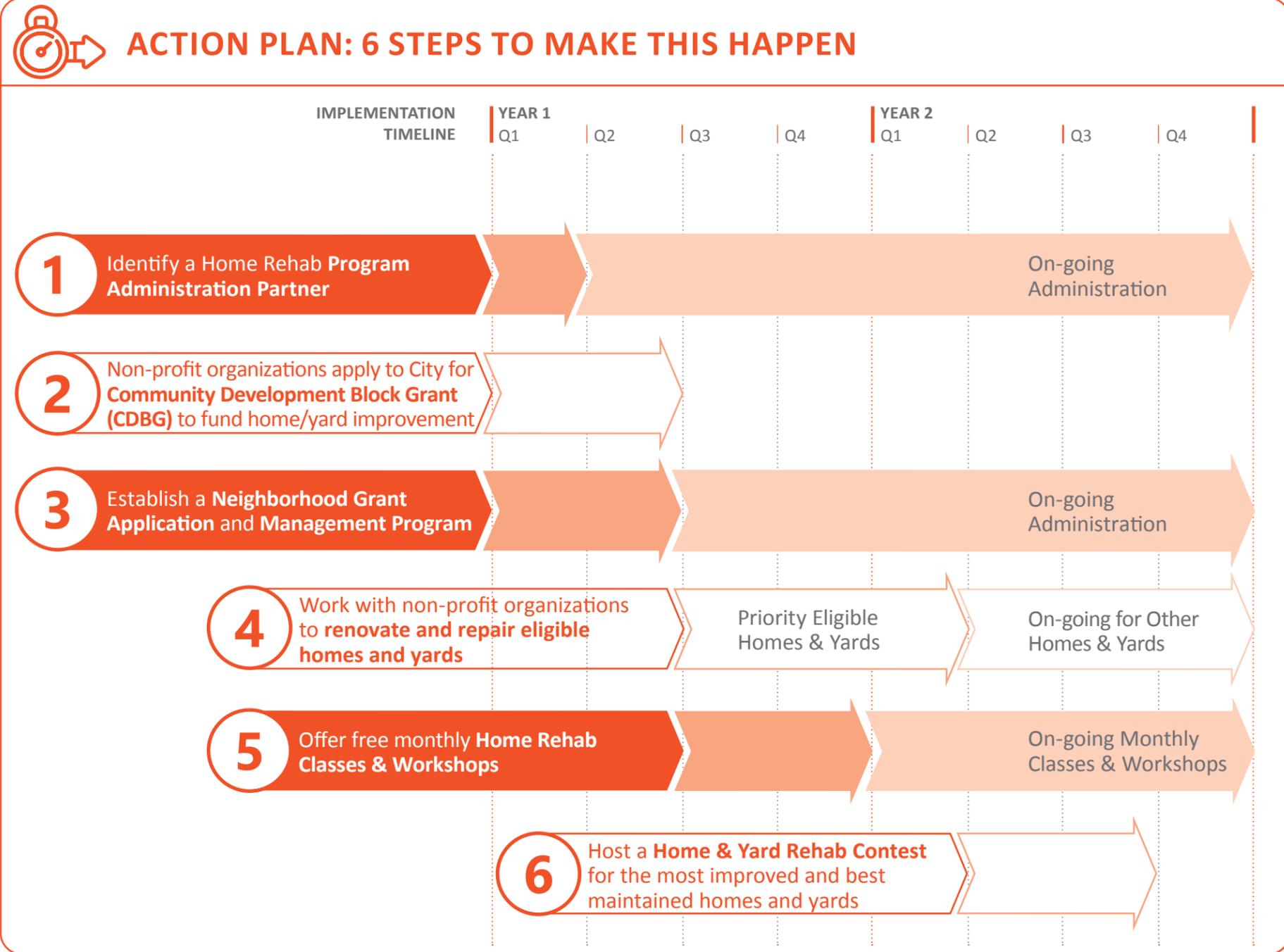
- Phoenix Revitalization Corporation
- Nuestro Barrio Unidos

### CITY SUPPORT

- Neighborhood Services Department

### FUNDING

- Private & Non-profit Grants and Loans
- Neighborhood Services Department Programs



## KEY ELEMENTS



Exterior & Interior Home Painting



Structure Repair



Sound Mitigation



Yard Improvement



DIY Workshops



Volunteers

# Our Storefront

## PHX Land Reuse Strategy Info Headquarters

- Use commercial building or space to engage community in local planning efforts
- Convenient location for on-going collection of public feedback and notification
- Share community engagement outcomes and update implementation progress



## OUR STOREFRONT



### COMMUNITY BENEFITS

- Keeps community engaged with related news, events, & resources
- Offers physical reference point for neighborhood
- Builds neighborhood awareness



### CONSIDERATIONS

- Location should be visible from street and accessible to pedestrians
- Smaller remote locations with updated project info and materials may be considered (schools, community centers, etc.)
- Project information at alternative locations in the neighborhood



### FACILITATOR

- Phoenix Revitalization Corporation



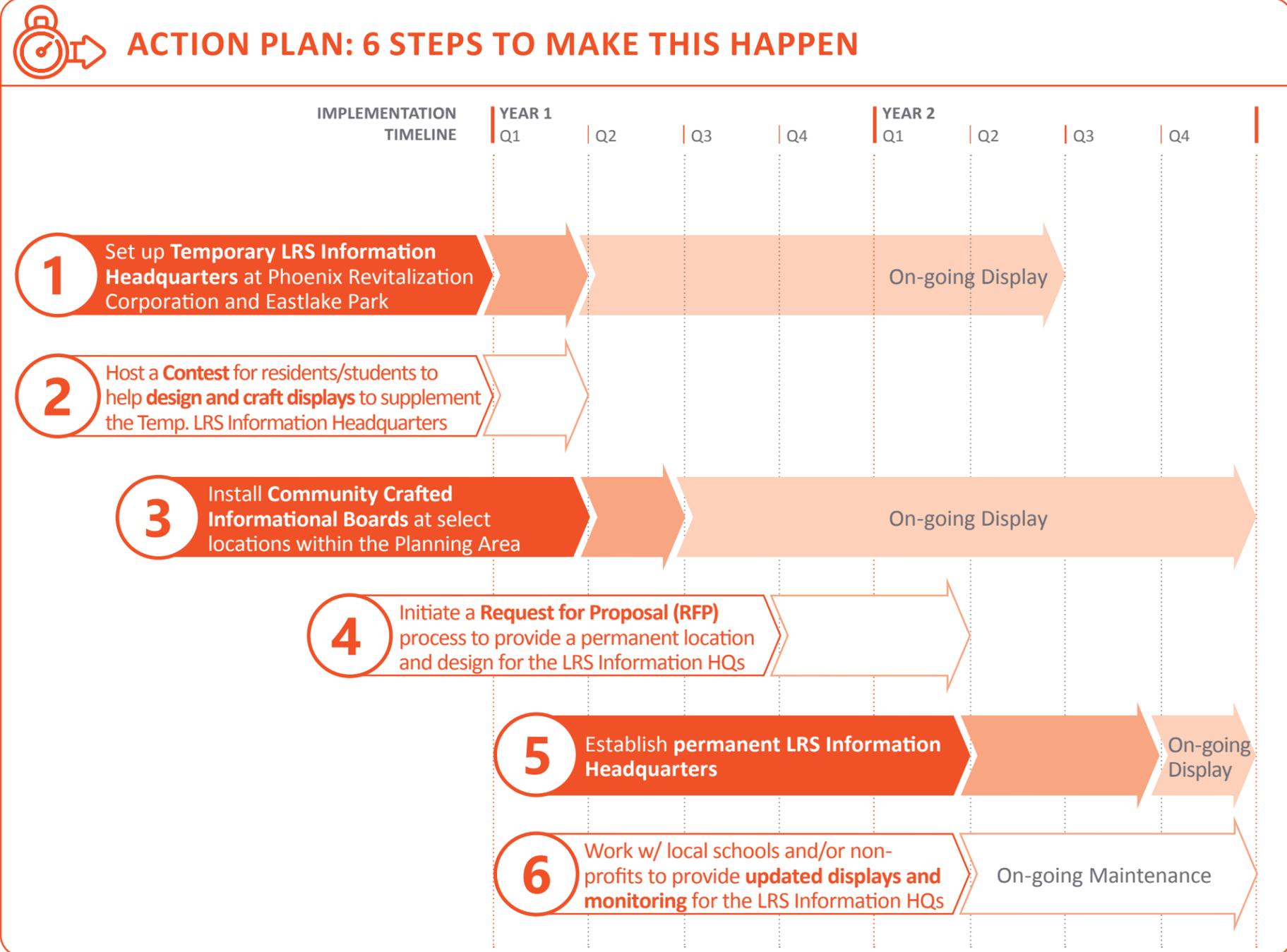
### CITY SUPPORT

- Aviation Department
- Neighborhood Services Department



### FUNDING

- PHX Land Reuse Strategy Implementation Grant



## KEY ELEMENTS



Bulletin Boards



Brochures/Collaterals



Comment Card Drop Box



Acrylic Displays



Outdoor Notice Board

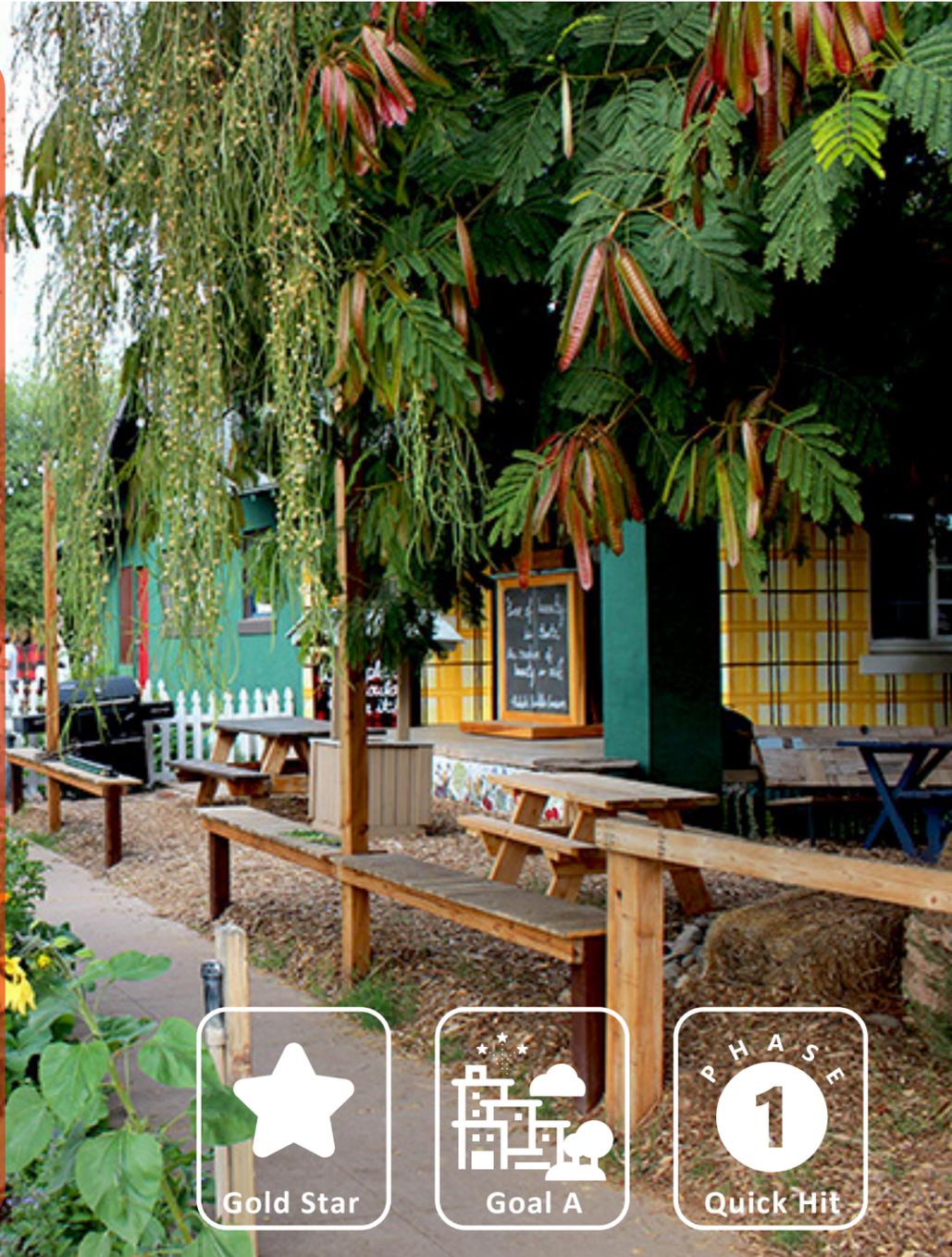


Online Tool

# The Green Edge

## Sidewalk and Vacant Lot Edge Planting

- Planting along sidewalk edge of vacant noise land
- Simple way to beautify multiple vacant lots and enhance neighborhoods
- Drought tolerant planting recommended to minimize maintenance cost



### COMMUNITY BENEFITS

- Beautifies neighborhoods
- Creates activity on vacant lots
- Strengthens community pride
- Provides green-collar jobs

### CONSIDERATIONS

- Neighborhood "Planting Day"
- Need for on-going maintenance
- Coordinate with local urban agriculture organizations (Cooperative Extension Master Gardeners, Keep Phoenix Beautiful, etc.)

### FACILITATOR

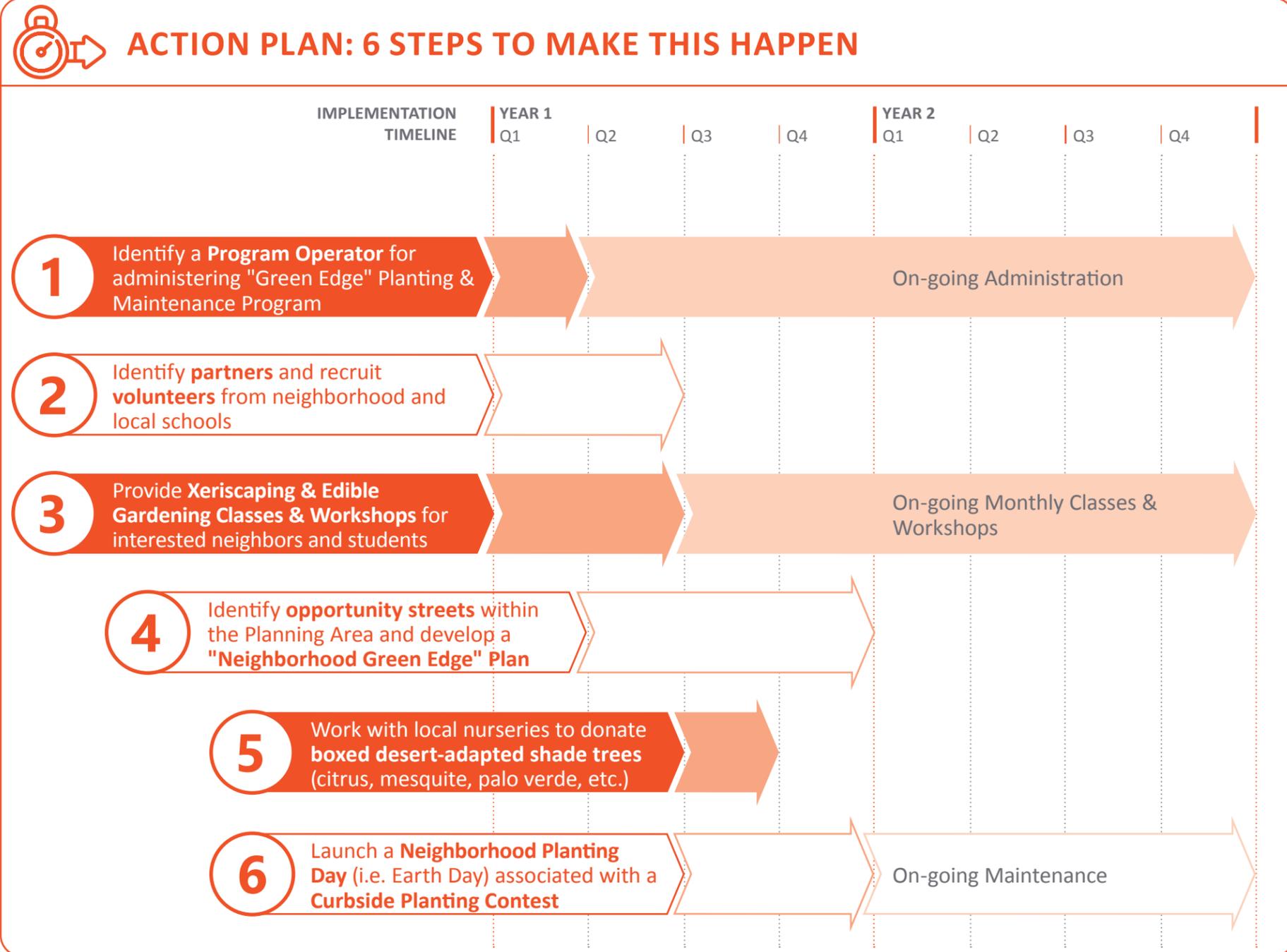
- Phoenix Revitalization Corporation

### CITY SUPPORT

- Parks and Recreation Department
- Neighborhood Services Department
- Aviation Department

### FUNDING

- The Nature Conservancy Grant
- Private and Public Grants, Donations



## KEY ELEMENTS



Boxed Trees



Edible Landscape Plants



Xeriscape



Tools/Tool Lending



Classes/Workshops

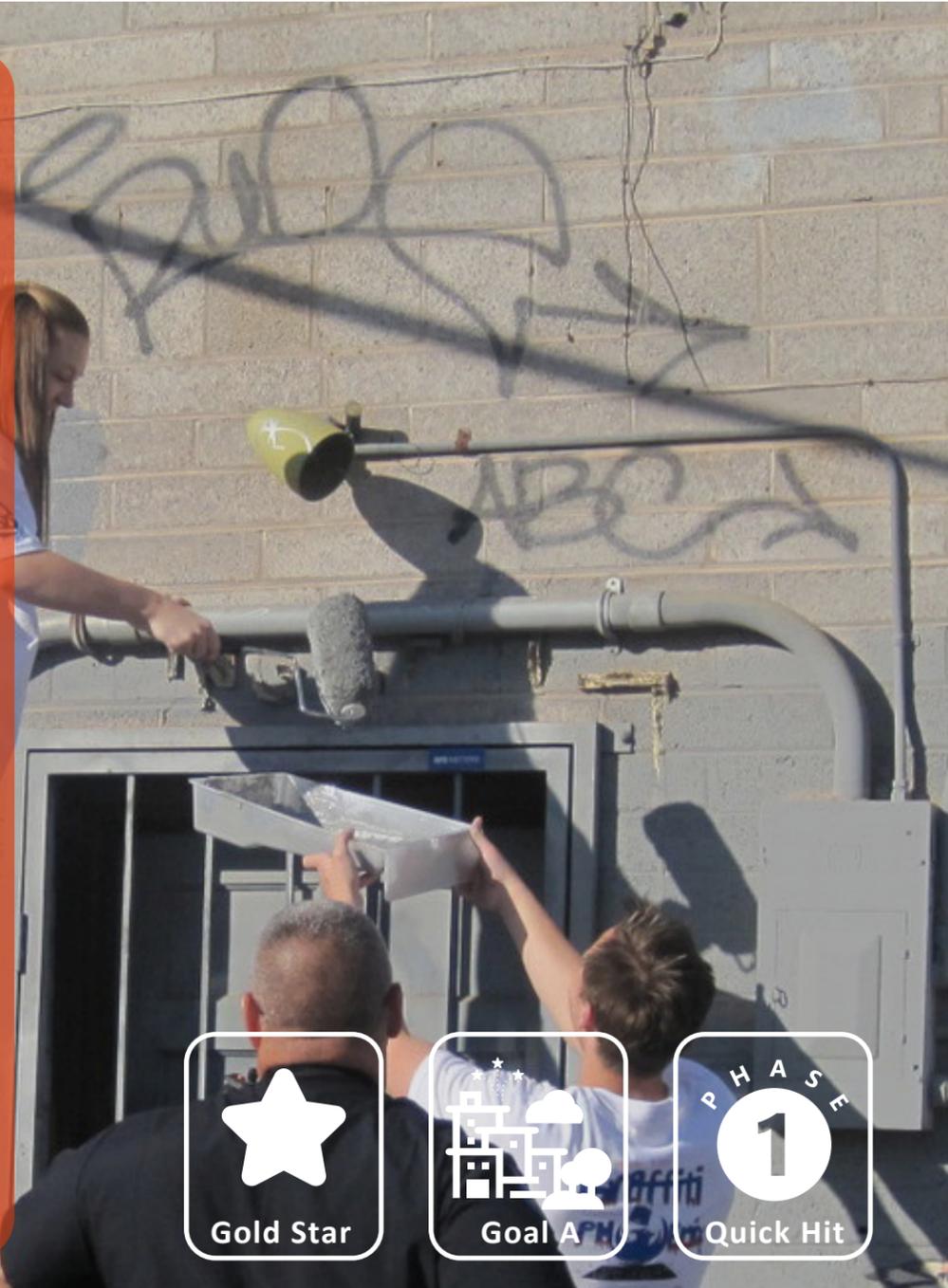


Residents/Volunteers

# Code Education

## Neighborhood Safety & Beautification Compliance

- Active code education, monitoring and enforcement program
- Stabilizes and improves community image
- Partnership between City services, neighborhood organizations, and residents



## CODE EDUCATION

### COMMUNITY BENEFITS

- Stabilizes and improves community image
- Helps beautify community
- Improves neighborhood safety
- Supports local business

### CONSIDERATIONS

- Community led campaign
- Beautification projects
- Code education classes

### FACILITATOR

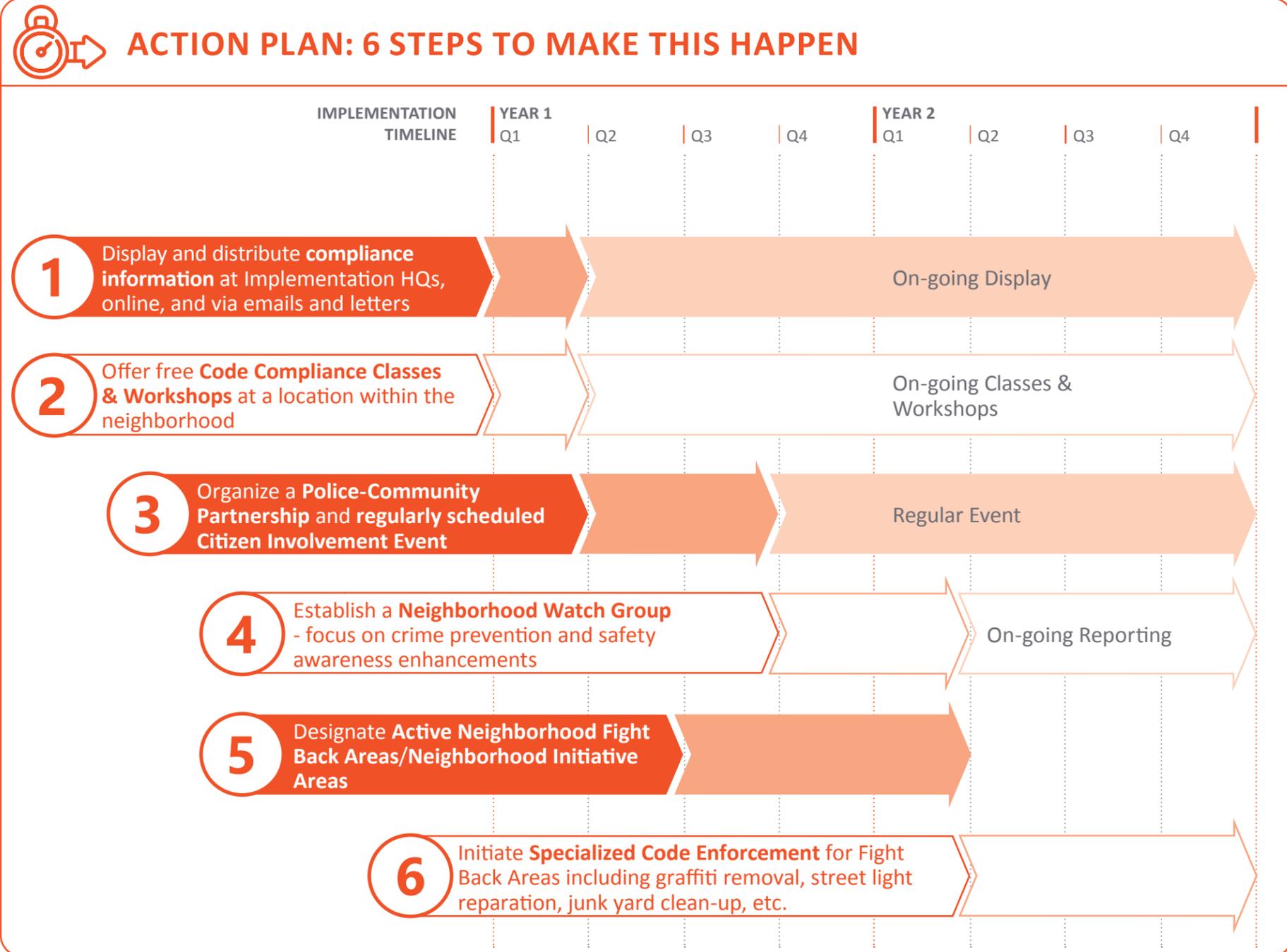
- Your Neighborhood Association
- Neighborhood Services Department

### CITY SUPPORT

- Neighborhood Services Department
- Police Department

### FUNDING

- Community Development Block Grant (CDBG)



## KEY ELEMENTS



Code Education Class



Code Compliance Workshops



Code Compliance Volunteers



Police Citizen Involvement Event



Neighborhood Watch Group

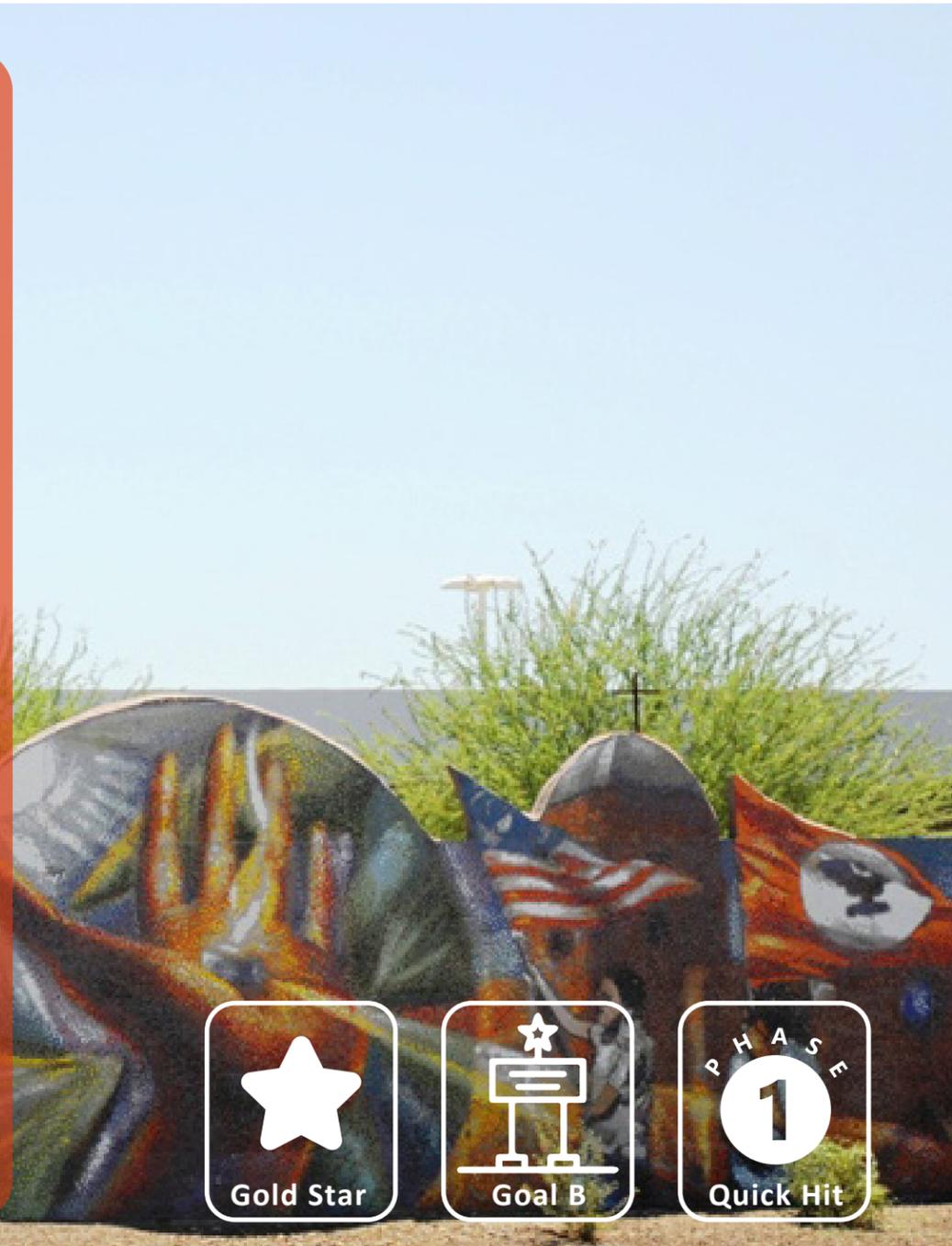


Informational Signs

# Heritage Signage

## Neighborhood Identity Signage

- Neighborhood association works with residents, businesses, and other partners to create neighborhood sign plan
- May include sign toppers and other types of neighborhood identity signage
- Opportunity for neighborhood to lead artist selection and design process
- Locations may support Cultural Corridor



## HERITAGE SIGNAGE



### COMMUNITY BENEFITS

- Strengthens neighborhood identity
- Enhances community placemaking
- Builds community pride
- Supports local artisans and business



### CONSIDERATIONS

- Funding availability and sources
- Neighborhood boundary identification and potential boundary conflicts
- Compatible sign design



### FACILITATOR

- Neighborhood Associations



### CITY SUPPORT

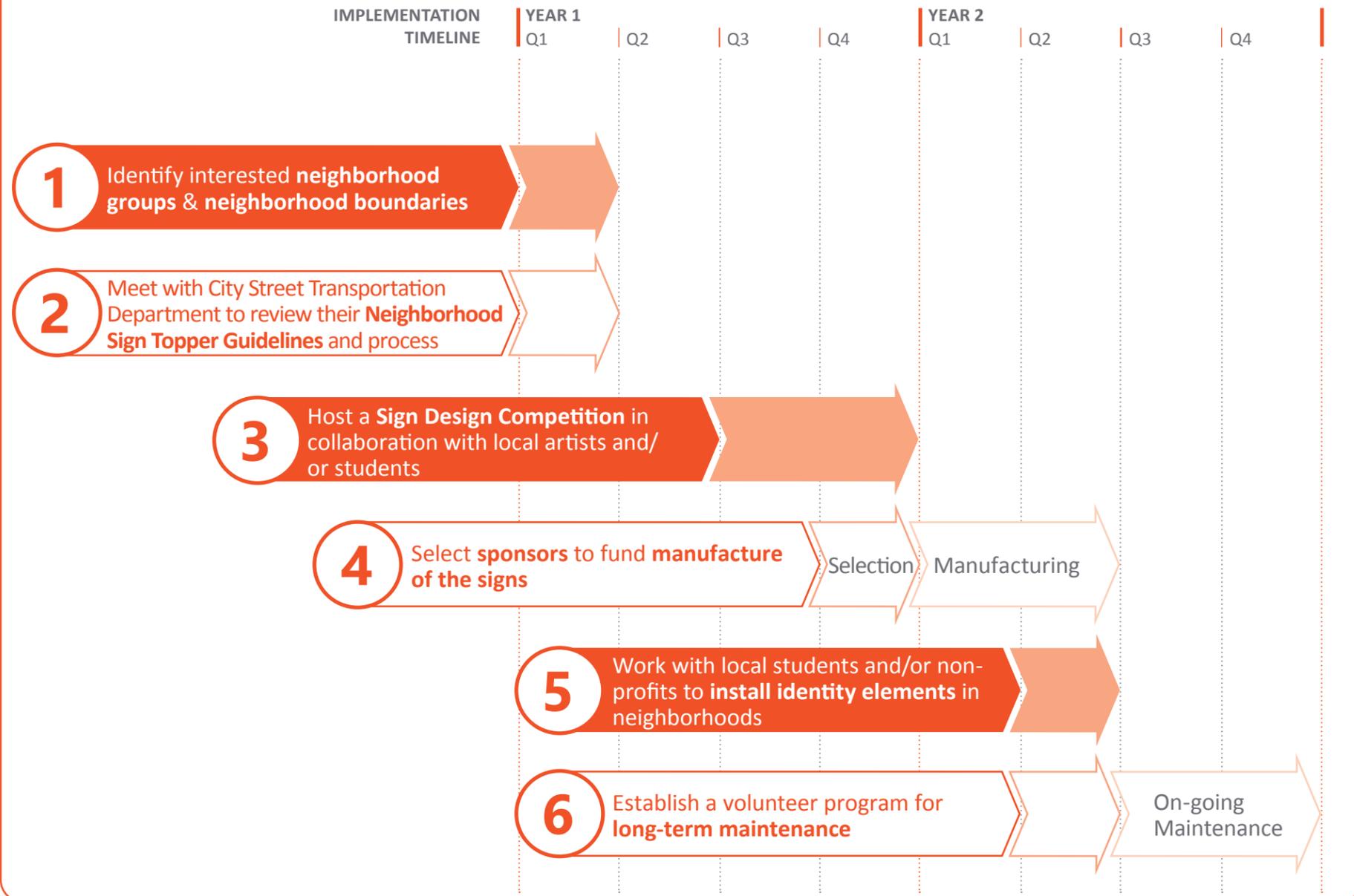
- Street Transportation Department



### FUNDING

- Private Grants and Neighborhood Fundraising

## ACTION PLAN: 6 WAYS TO MAKE THIS HAPPEN



## KEY ELEMENTS



✓ Sign Design Contest



✓ Community Involvement



✓ Funding Champion



✓ Manufacturing & Installation



✓ Volunteers for Maintenance



✓ Other Identity Elements

# BEST OF THE REST QUICK HITS

# BEST OF THE REST

"Best of the Rest" are nine (9) additional Quick Hits Ideas that represent the communities' top choices for implementation besides the Gold Star Quick Hits. These Quick Hits demonstrate the communities' interest in programs and improvements that improve quality of life and enhance the communities' physical appearance and cultural identity. There is also interest in accommodating pop-up uses that will activate vacant noise land.

## BEST OF THE REST





GOAL A:

STABILIZE & STRENGTHEN OUR NEIGHBORHOODS

|   |   |  |
|---|---|--|
| <p style="margin: 0;"><b>Super Side Yards</b></p> <p style="margin: 0;">Expansion &amp; Improvement</p> | <p style="margin: 0;"><b>The Tool Shed</b></p> <p style="margin: 0;">A Lending Resource</p> | <p style="margin: 0;"><b>Clean &amp; Create</b></p> <p style="margin: 0;">Lot Clean-up &amp; Upcycling</p> |
|---|---|--|



GOAL B:

PROMOTE IDENTITY & HERITAGE

|  |  |  |
|--|--|--|
| <p style="margin: 0;"><b>Fun Pop</b></p> <p style="margin: 0;">Pop-up Pocket Parks<br/>Pop-up Recreation</p> | <p style="margin: 0;"><b>Community Fairs</b></p> <p style="margin: 0;">Health Fair &amp; Fun Day</p> | <p style="margin: 0;"><b>Our Story Walking tour</b></p> <p style="margin: 0;">Cultural Corridor Tour</p> |
|--|--|--|



GOAL C:

EXPAND ECONOMIC OPPORTUNITY

|   |  |   |
|---|--|---|
| <p style="margin: 0;"><b>El Mercado</b></p> <p style="margin: 0;">Seasonal Market</p> | <p style="margin: 0;"><b>Parking Share</b></p> <p style="margin: 0;">Lot Lease for Parking Program</p> | <p style="margin: 0;"><b>Street Eats</b></p> <p style="margin: 0;">Pop-Up Restaurants &amp; Food trucks</p> |
|---|--|---|

# Super Side Yards

## Expansion & Improvement

- Program for residential property owners to lease adjacent vacant noise land
- Opportunity to expand home yard for outdoor activities subject to terms of use
- Supports yard improvement and neighborhood beautification



## SUPER SIDE YARDS

### COMMUNITY BENEFITS

- Activates vacant adjacent lots
- Beautifies neighborhoods and changes physical perception
- Strengthens community character
- Improves quality of life

### CONSIDERATIONS

- Short term side yard lease agreements
- Design guidelines/restrictions
- Allocate grant or funding sources

### POTENTIAL FACILITATOR

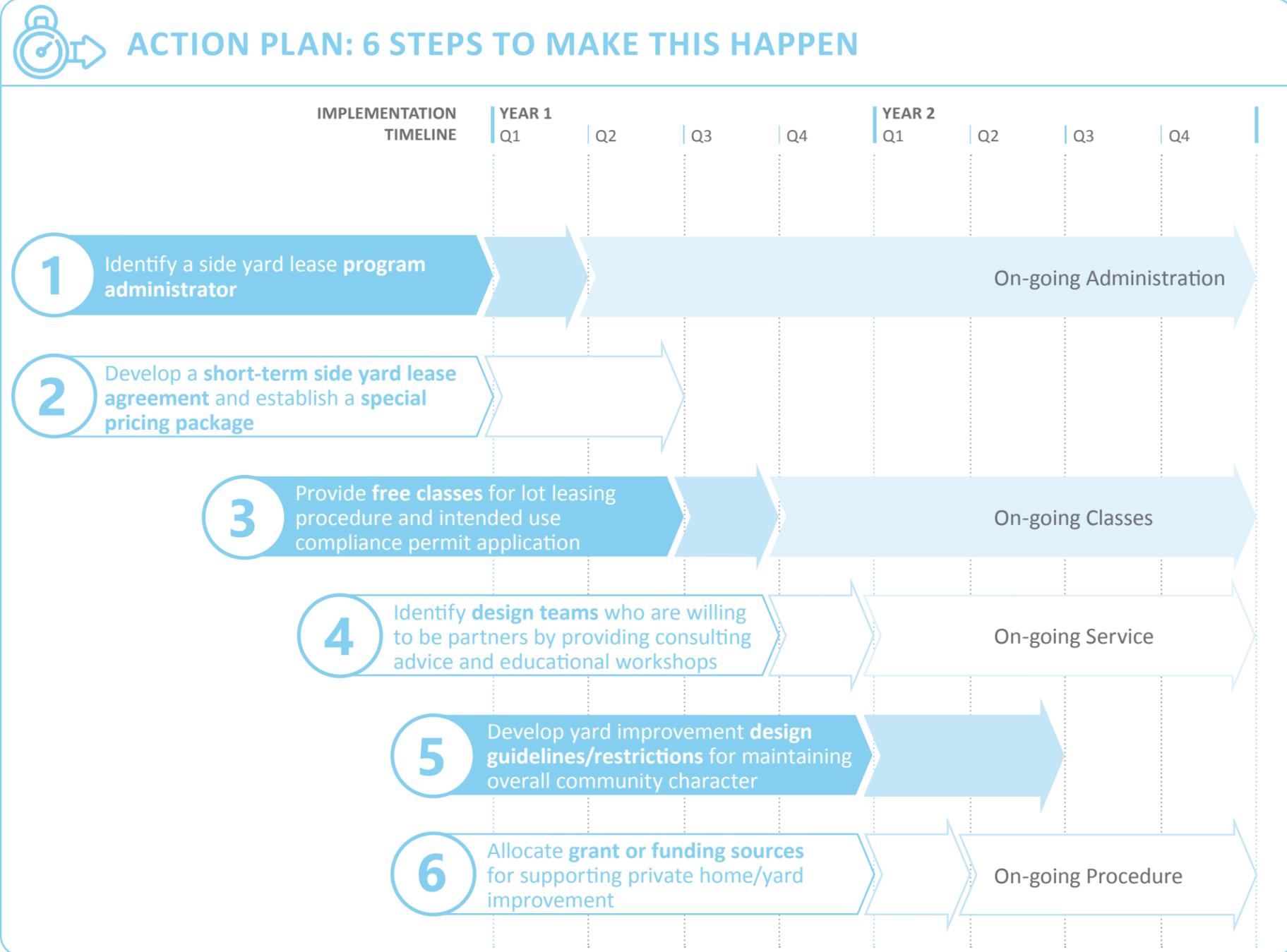
- Neighborhood Associations
- Neighborhood Services Department

### CITY SUPPORT

- Aviation Department
- Neighborhood Services Department

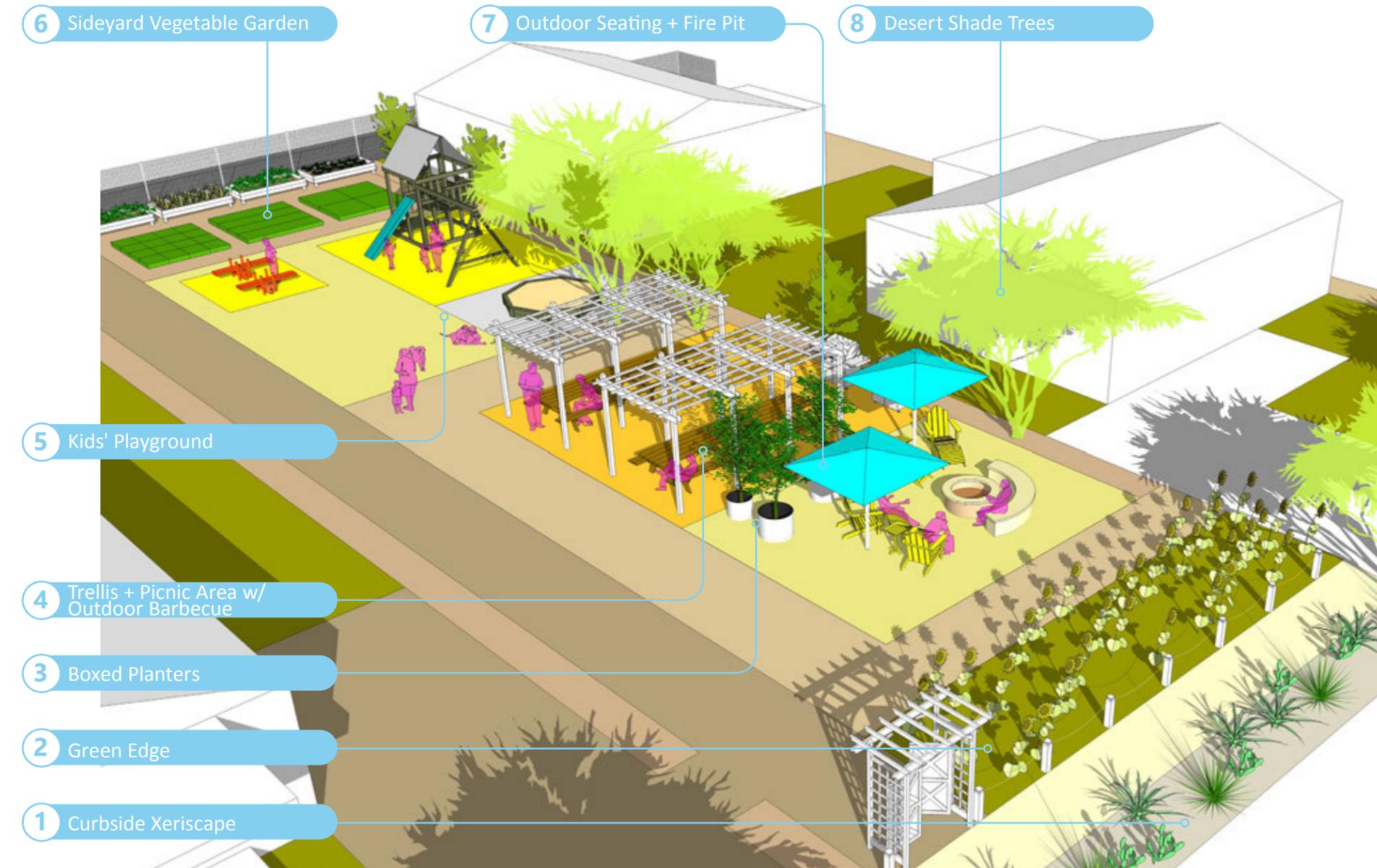
### POTENTIAL FUNDING

- Private Grants and Loans
- Neighborhood Services Department Program



### KEY ELEMENTS

Note: Conceptual illustration only



# The Tool Shed

## A Lending Source

- Resource to borrow and/or rent household tools and supplies
- Supports home repair and improvement
- Tool shed conveniently located on a vacant noise lot in the community



## THE TOOL SHED



### COMMUNITY BENEFITS

- Affordable home repair
- Saves residents money & space
- Knowledge base increased
- Builds community



### CONSIDERATIONS

- Advertise to neighborhood groups
- Tool tracking/maintenance
- On-site attendant



### POTENTIAL FACILITATOR

- Phoenix Revitalization Corporation
- Your Neighborhood Association



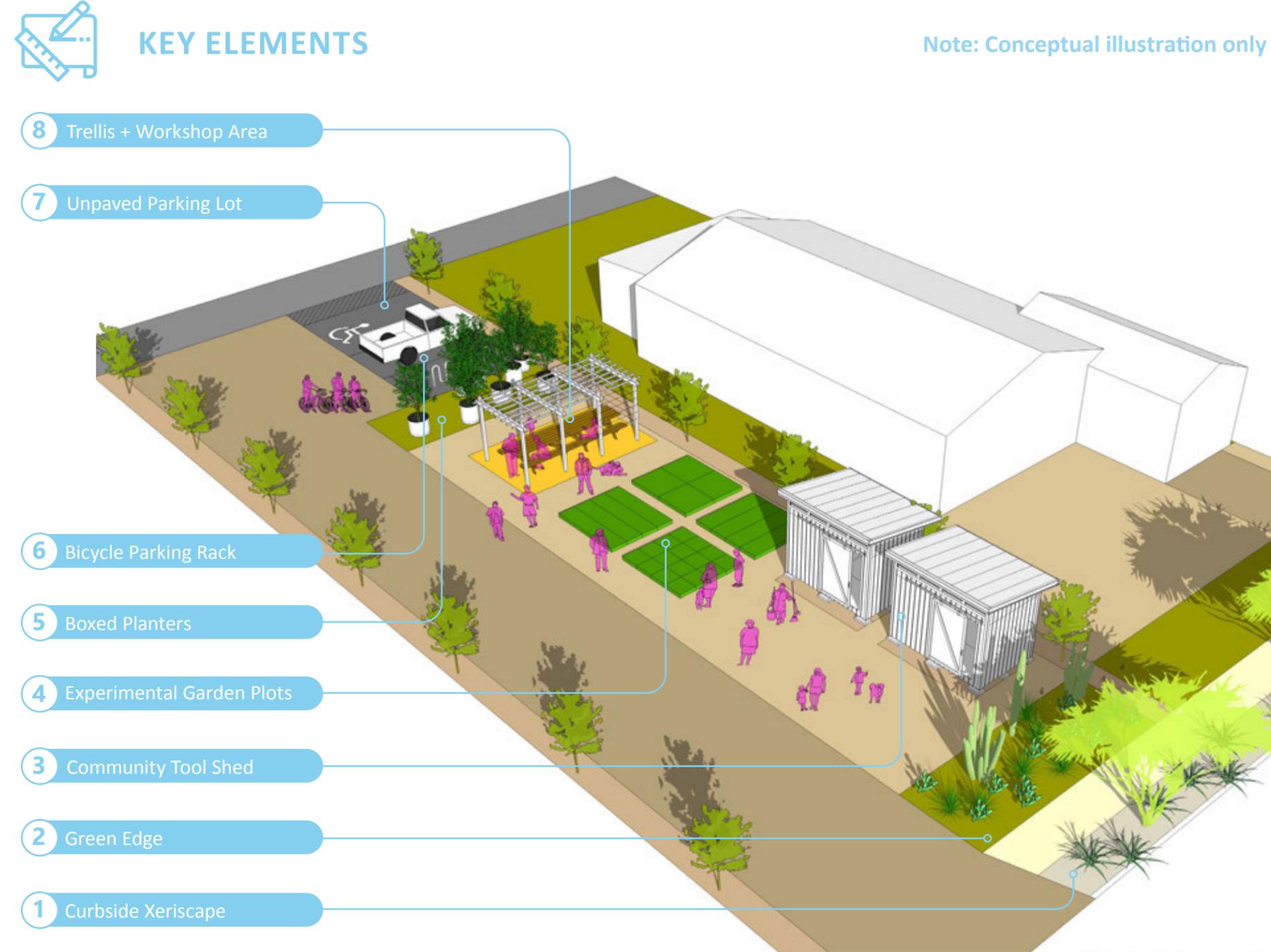
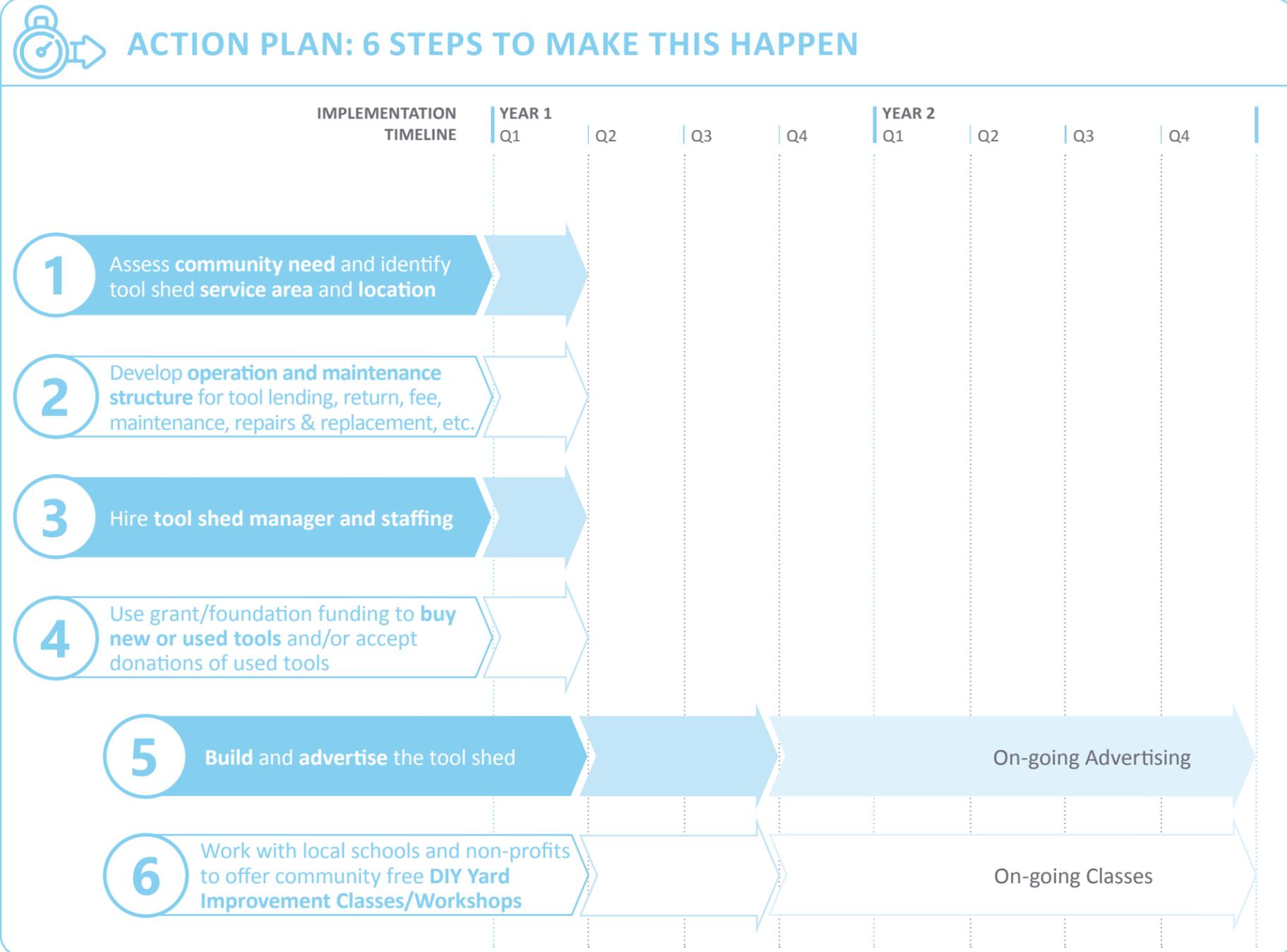
### CITY SUPPORT

- Neighborhood Services Department



### POTENTIAL FUNDING

- Neighborhood Services Dept Tool Lending Program
- Private and Public Grants/ Foundation



# Clean and Create

## Lot/Alley Clean-up & Upcycling

- Clean-up of nuisance lots/alleys and gather materials for upcycling projects
- Repurpose "junk" into planters, benches and other items
- Activity may utilize vacant noise lot
- For neighborhood, home and yard beautification



## CLEAN AND CREATE



### COMMUNITY BENEFITS

- Helps beautify the community
- Provides opportunity to build neighborhood relationships
- Establishes potential on-going improvement network



### CONSIDERATIONS

- Program administrator/operator
- Determine partners
- Neighborhood Clean-Up Event
- Free waste recycling and reuse workshops



### POTENTIAL FACILITATOR

- Sky Harbor Coalition



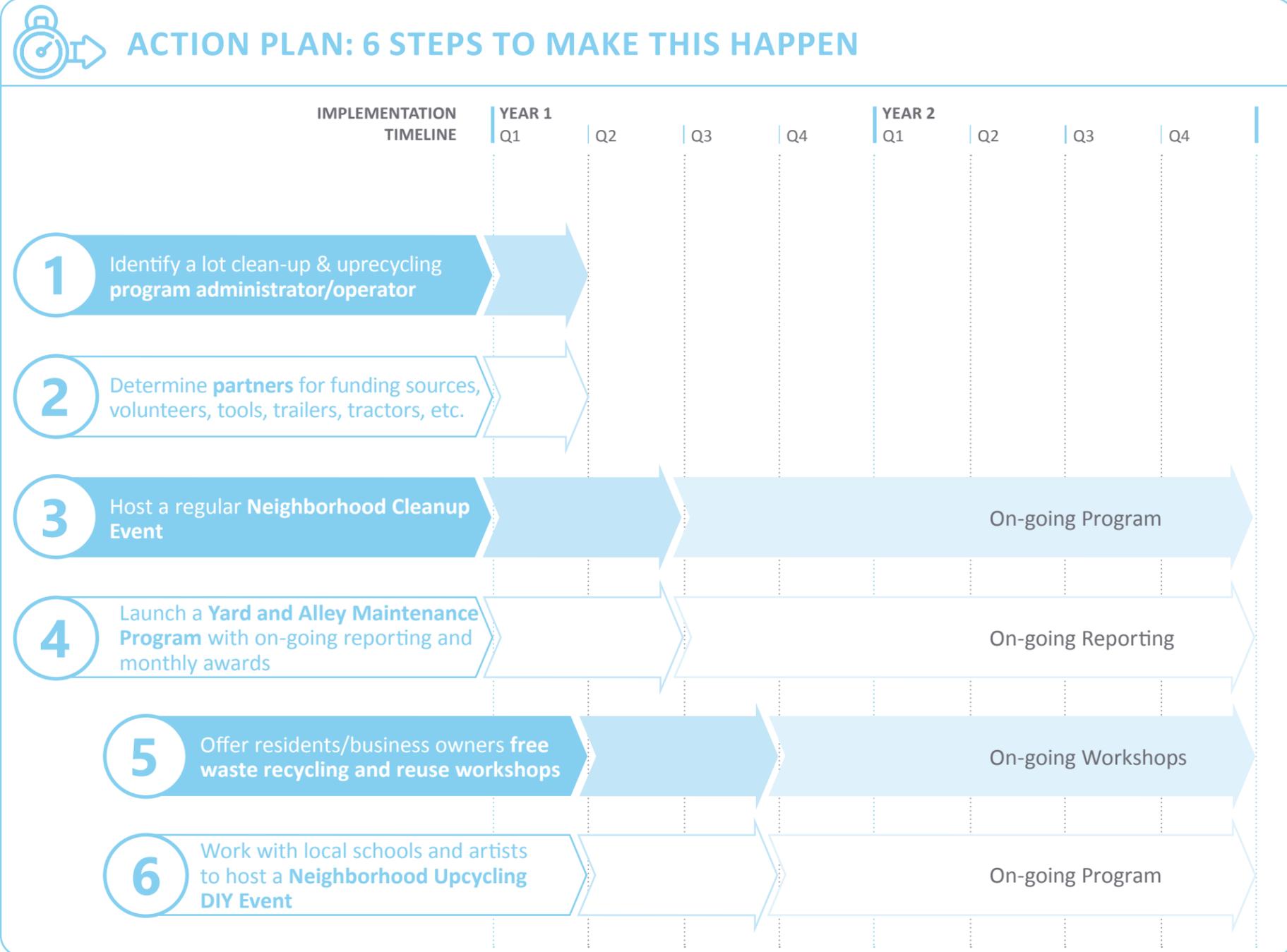
### CITY SUPPORT

- Neighborhood Services Department
- Public Works Department



### POTENTIAL FUNDING

- Private Grants and Donations



## KEY ELEMENTS



Organizer & Volunteers



Tool Trailers & Tractors



Community Involvement



Maintenance Program



Recycling Classes / Workshops

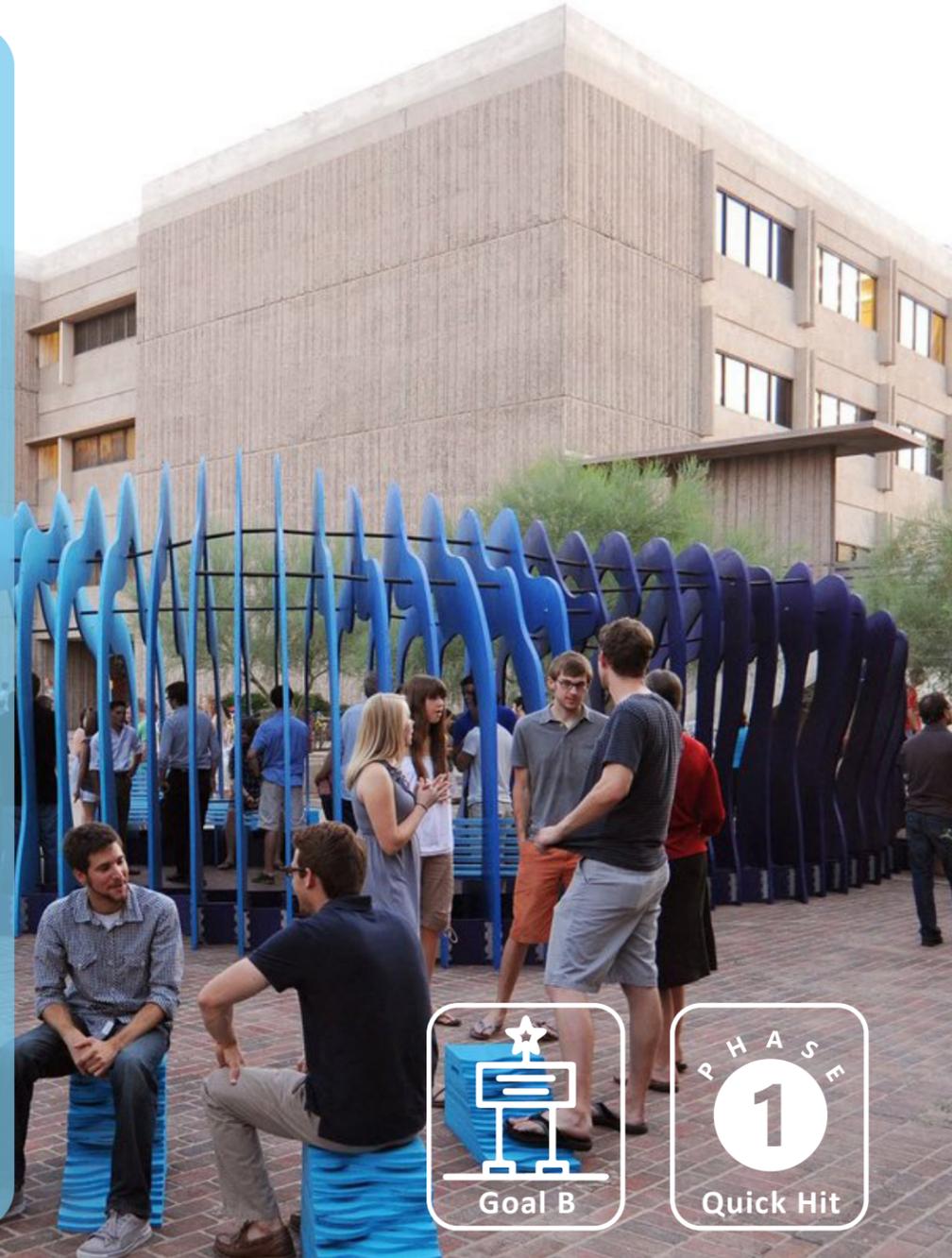


Upcycling DIY

# Fun Pop

## Pop-up Pocket Parks/Pop-up Recreation

- Community directed project to create parks and recreation space on vacant noise land
- Temporarily installed DIY parks, playgrounds, sports courts, etc.
- Potential offerings include youth sports, games, crafts, music and other activities



# FUN POP



## COMMUNITY BENEFITS

- Connects community and youth
- Provides physical activity opportunities and a safe space to play
- Brings activity to underutilized areas



## CONSIDERATIONS

- Event organizer and event components
- Opportunity lots/sites
- Special permits
- Advertising for events



## POTENTIAL FACILITATOR

- Parks and Recreation Department
- Your Neighborhood Association



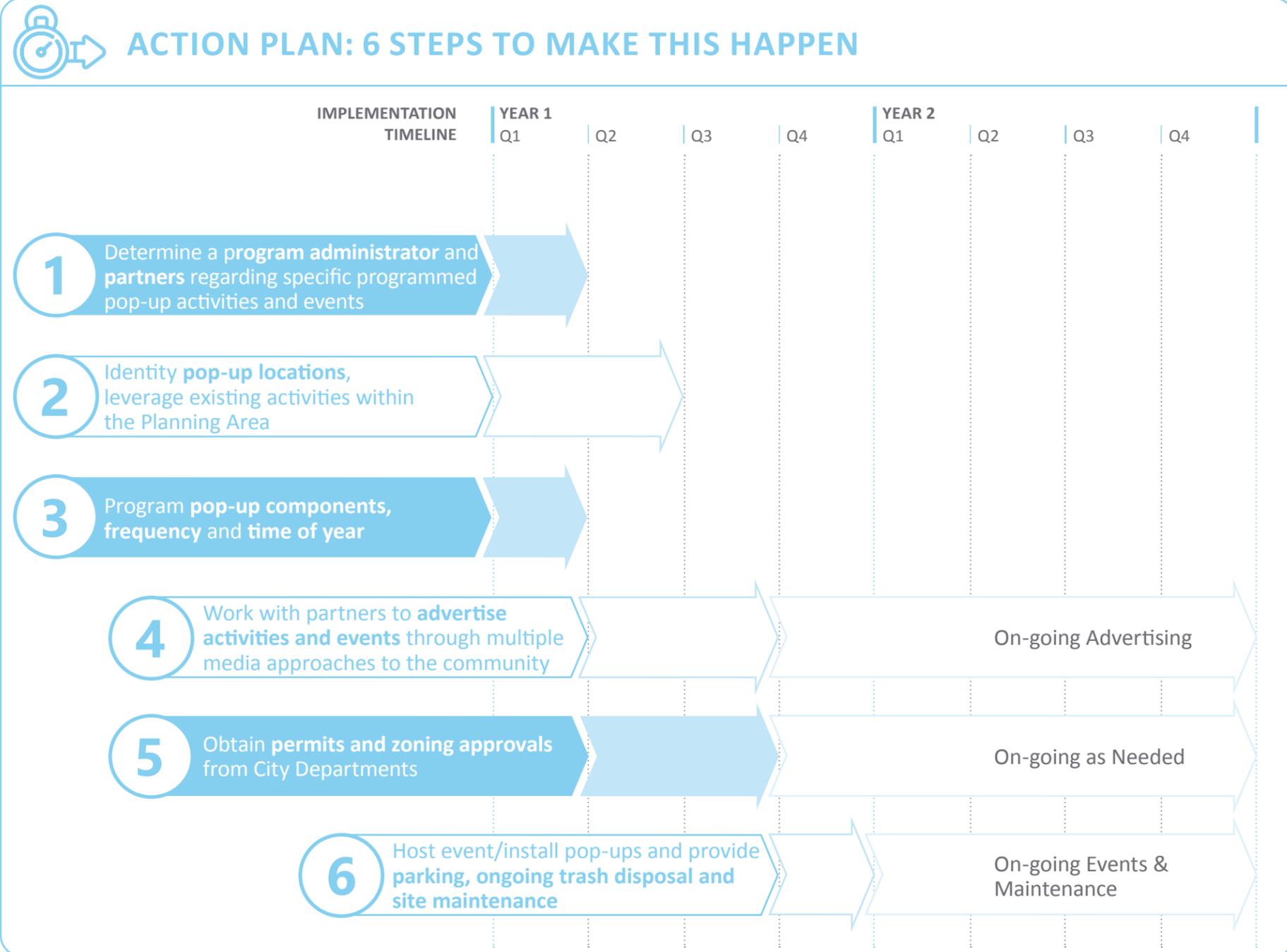
## CITY SUPPORT

- Parks and Recreation Department
- Neighborhood Services Department



## POTENTIAL FUNDING

- Private and Public Grants / Donations



## KEY ELEMENTS



Kids Playzone



Outdoor Seating w/ Shade



Backyard Movie



Pop-up Recreational Facility



Portable Mini Garden/Community Plots



Pop-up Food & Beverage Establishment



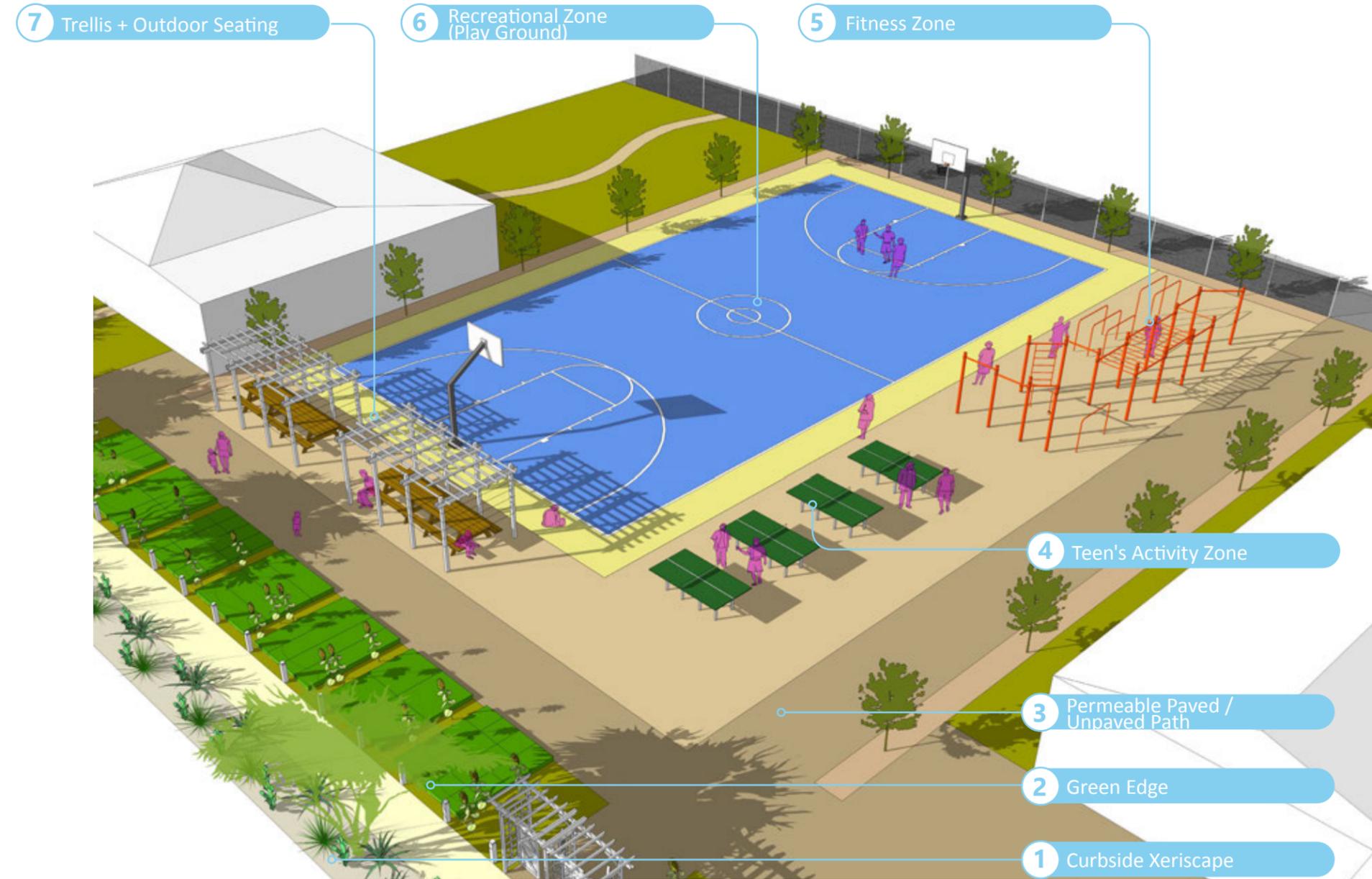
### KEY ELEMENTS

Note: Conceptual illustration only



### KEY ELEMENTS

Note: Conceptual illustration only



# Community Fairs

## Community Events & Fun Day

- One-time or periodic designated day for community focused activities/events. Locate on vacant noise land and/or street closure.
- Opportunity for local vendors sell products, share services and advice, etc.
- Variety of other activities may involve workshops, live music, food and beverage, etc. May rotate various events/festivals.



## COMMUNITY FAIRS



### COMMUNITY BENEFITS

- Activates vacant noise land
- Shares career information and services; programs community activities, etc.
- Strengthens community pride
- Improves community quality of life



### CONSIDERATIONS

- Event programming/components
- Permanent improved site or multiple temporary sites
- Event administrator and advertising
- Permits/approvals



### POTENTIAL FACILITATOR

- Neighborhood Associations
- Local Non-profit Organizations



### CITY SUPPORT

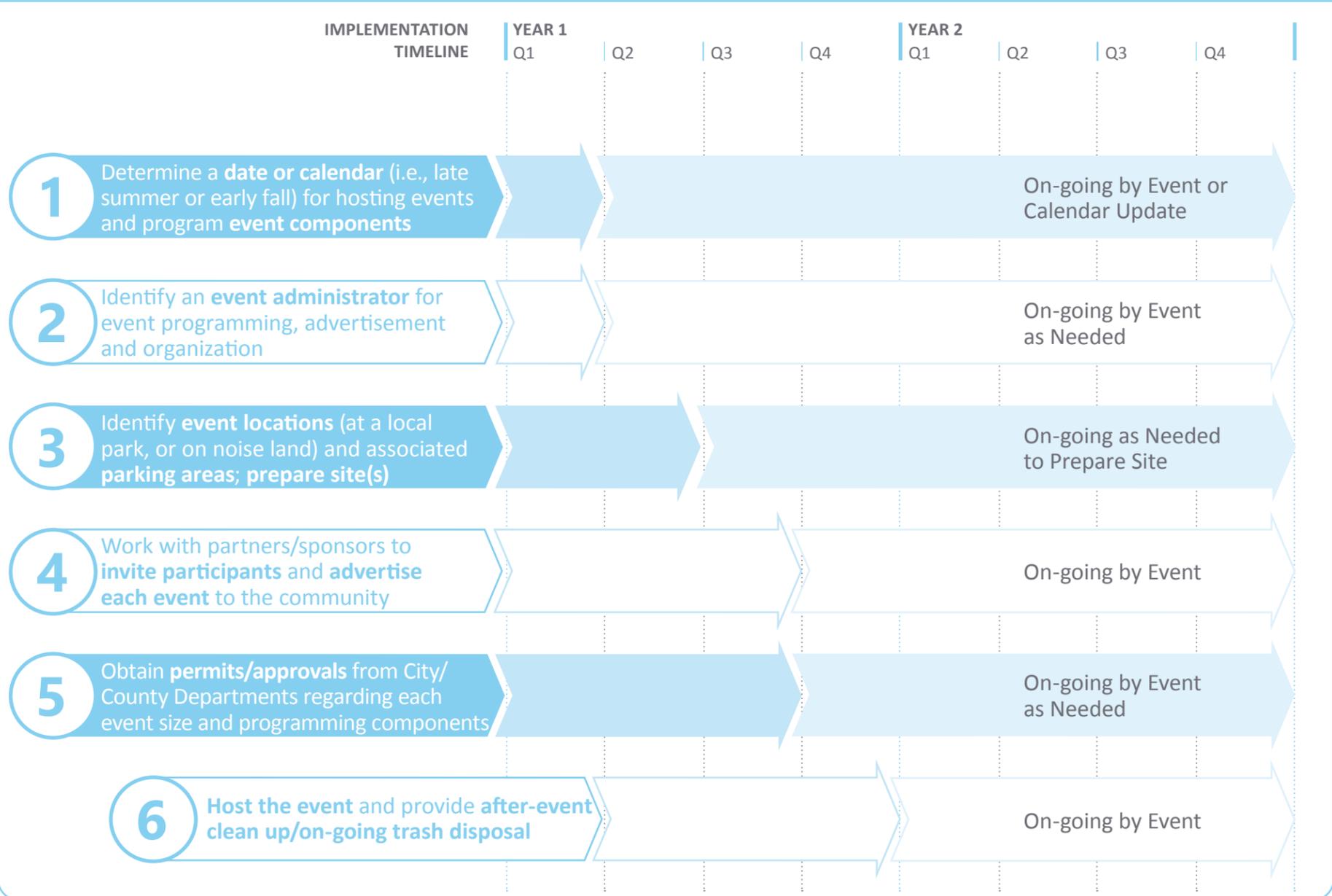
- Parks and Recreation Department
- Maricopa County Public Health Department (PHD) Community Health Development
- Office of Arts and Culture



### POTENTIAL FUNDING

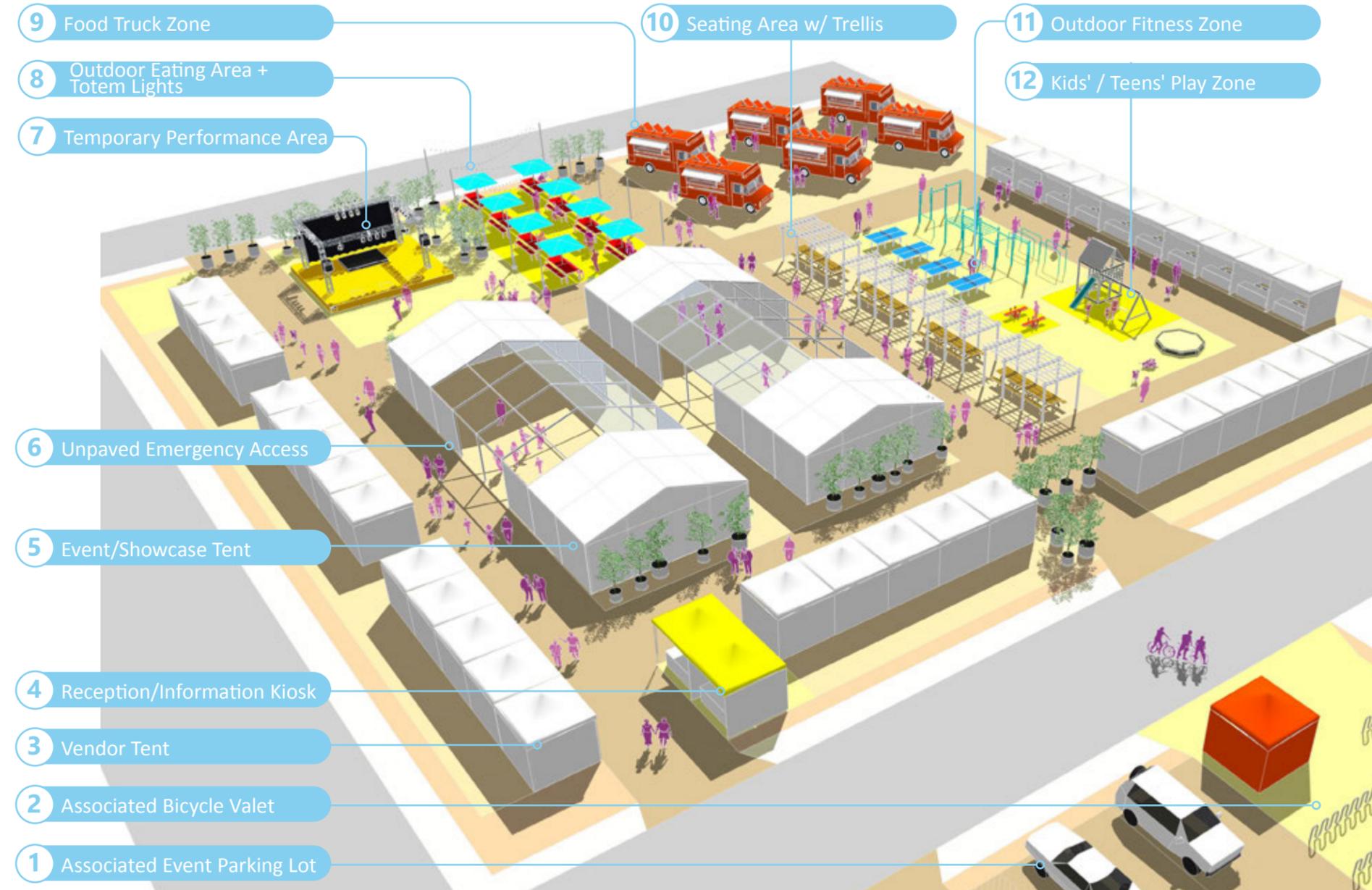
- Private and Public Grants / Donations

## ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN



## KEY ELEMENTS

Note: Conceptual illustration only



# Our Story Walking Tour

## Cultural Corridor Tour, Brochure & App

- Self-guided historical walking tour using brochure and/or App
- Brands and develops proposed Cultural Corridor/brings rich local history to life
- Opportunity to connect with City's tourism resources
- Community members help to tell story of their neighborhoods



## OUR STORY WALKING TOUR



### COMMUNITY BENEFITS

- Highlights and brings to life Cultural Corridor
- Provides opportunity for community members to tell the story of their neighborhoods
- Reinforces neighborhood pride



### CONSIDERATIONS

- Tour organizer
- Tour route, script the stops
- Launch an official (free) tour
- Funding and management program



### POTENTIAL FACILITATOR

- Neighborhood Associations
- Downtown Phoenix, Inc.



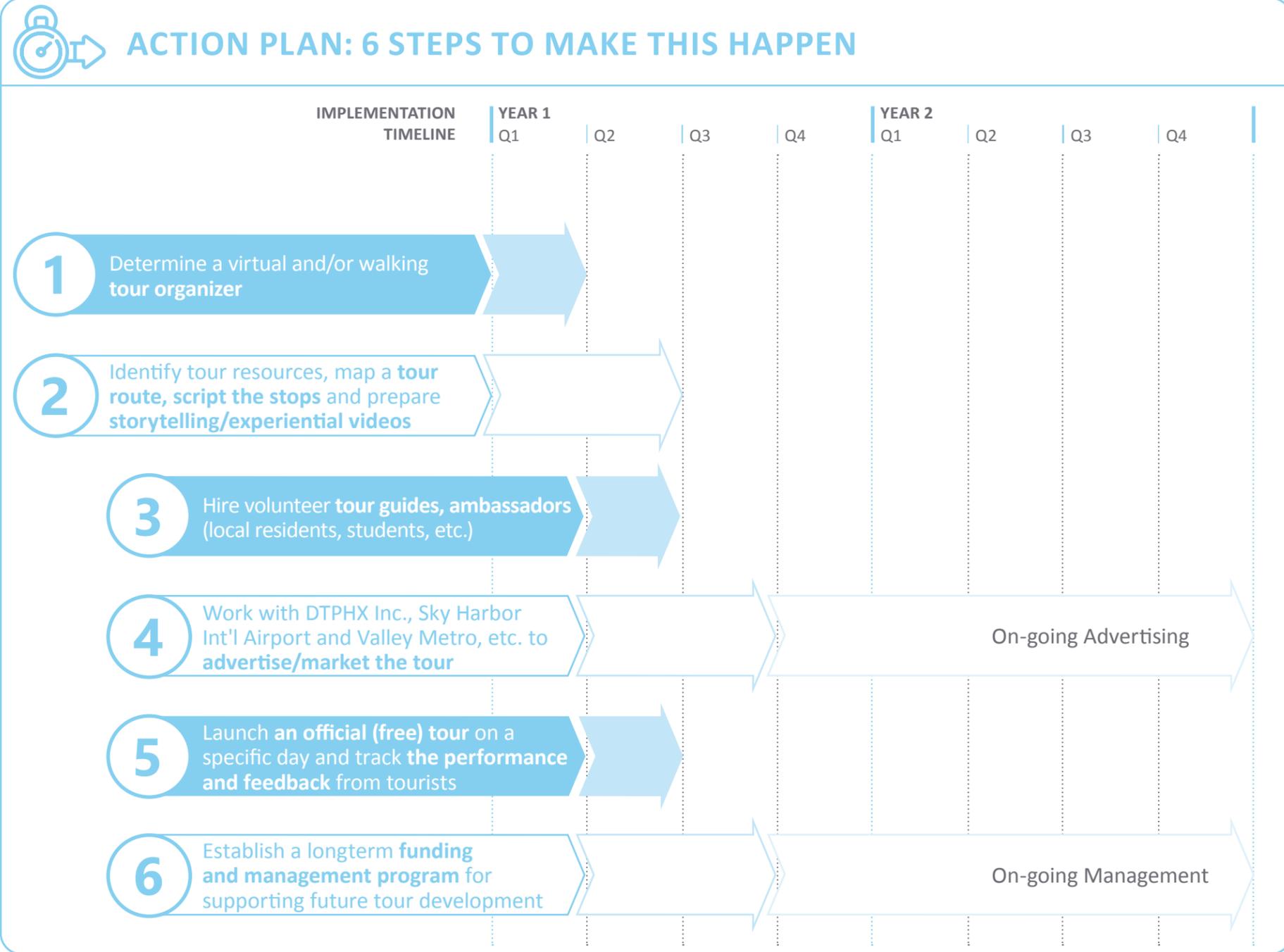
### CITY SUPPORT

- Planning & Development Department History Preservation Office
- Office of Arts and Culture



### POTENTIAL FUNDING

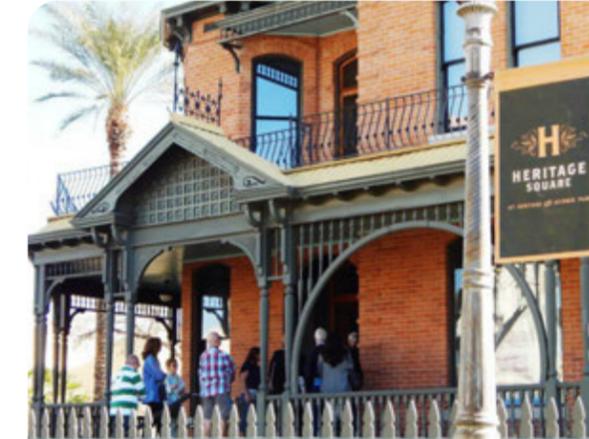
- Private and Public Grants / Donations



## KEY ELEMENTS



Resource Survey and Documentation



Tour Route and Stop Scripts



Interpretive Signs



Volunteer Tour Guides



Marketing Collateral

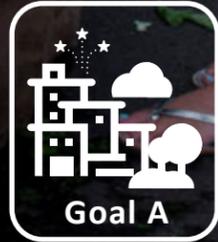


Online Website / APP

# El Mercado

## Seasonal Market

- Seasonal markets and/or holiday festivals held on vacant noise land
- 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



# EL MERCADO



## COMMUNITY BENEFITS

- Provides access to affordable, local, & fresh food
- Brings activity to area neighborhoods
- Showcases local entrepreneurs and artists
- Supports local economy & farming activity

## CONSIDERATIONS

- Market demands for farmers market
- Site selection and preparation
- Permits
- Advertising

## POTENTIAL FACILITATOR

- Local Non-Profit Organizations
- Arizona Farmers Market Coalition
- ArtDetour

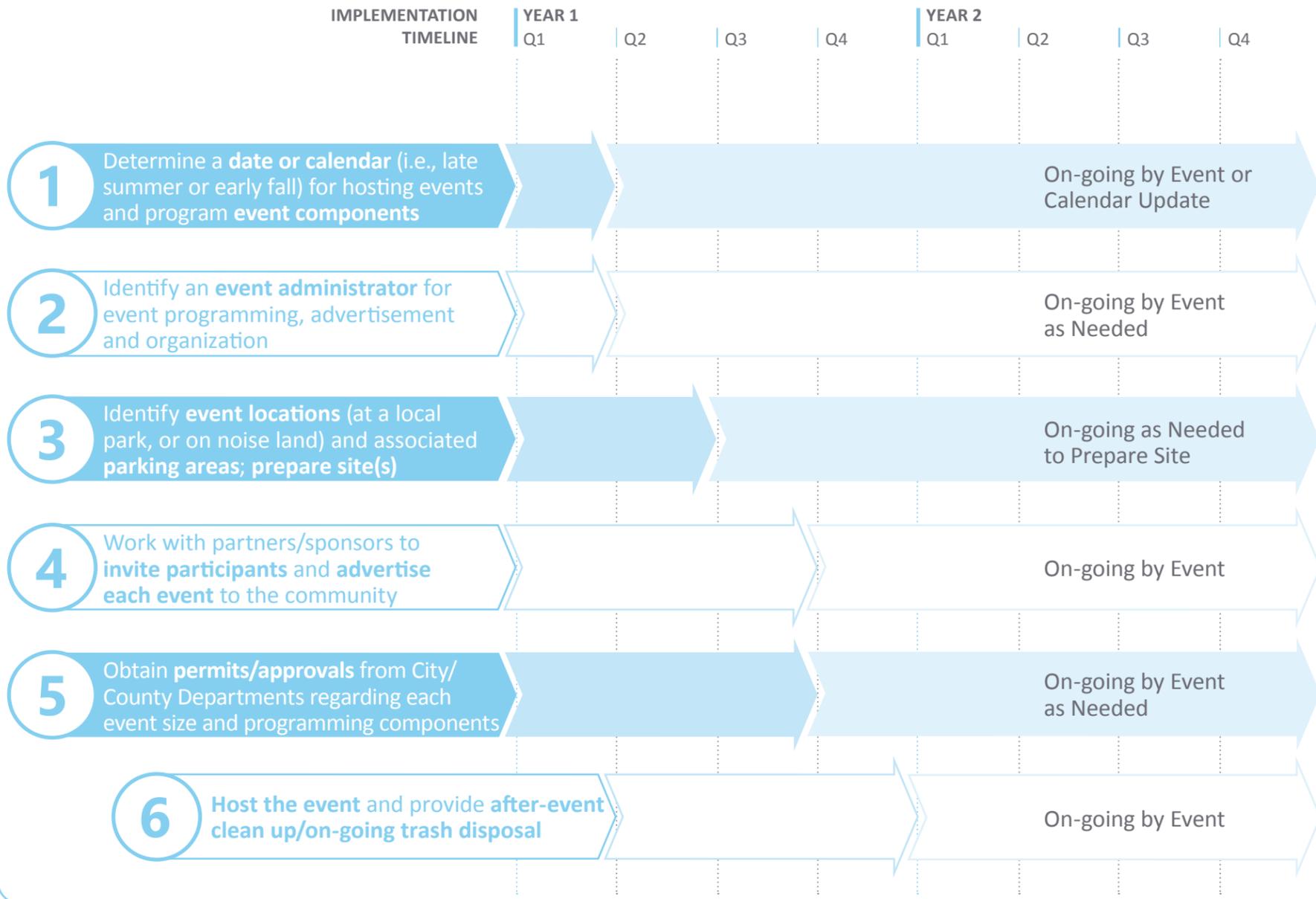
## CITY SUPPORT

- Parks and Recreation Department
- Office of Arts and Culture

## POTENTIAL FUNDING

- Private and Public Grants / Donations

## ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN



## KEY ELEMENTS



# Parking Share

## Lot Lease for Parking Program

- Temporary lease of vacant noise land for compatible commercial activities
- In particular, to provide parking lots to meet needs of local businesses
- Supports local business expansion subject to terms and conditions of use



## PARKING SHARE



### COMMUNITY BENEFITS

- Activates vacant noise land
- Supports existing business
- Lower new business risks and overhead costs



### CONSIDERATIONS

- Leasing program administrator
- Short-term lease template
- Advertise the program
- On-line administration website
- Applicability to other commercial activities (i.e., artist showcase lot / mobile start-up spot)



### POTENTIAL FACILITATOR

- Aviation Department
- Neighborhood Associations



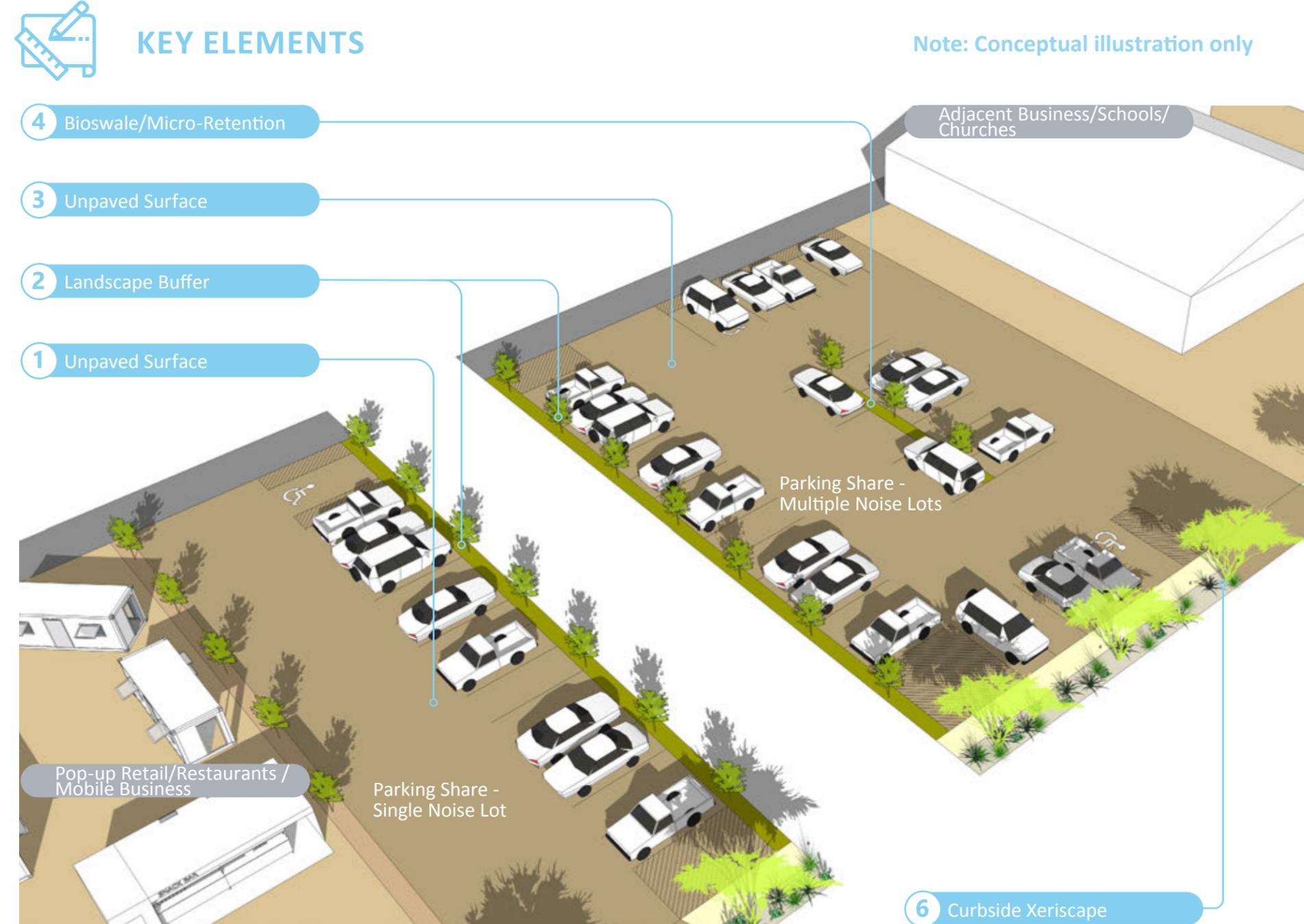
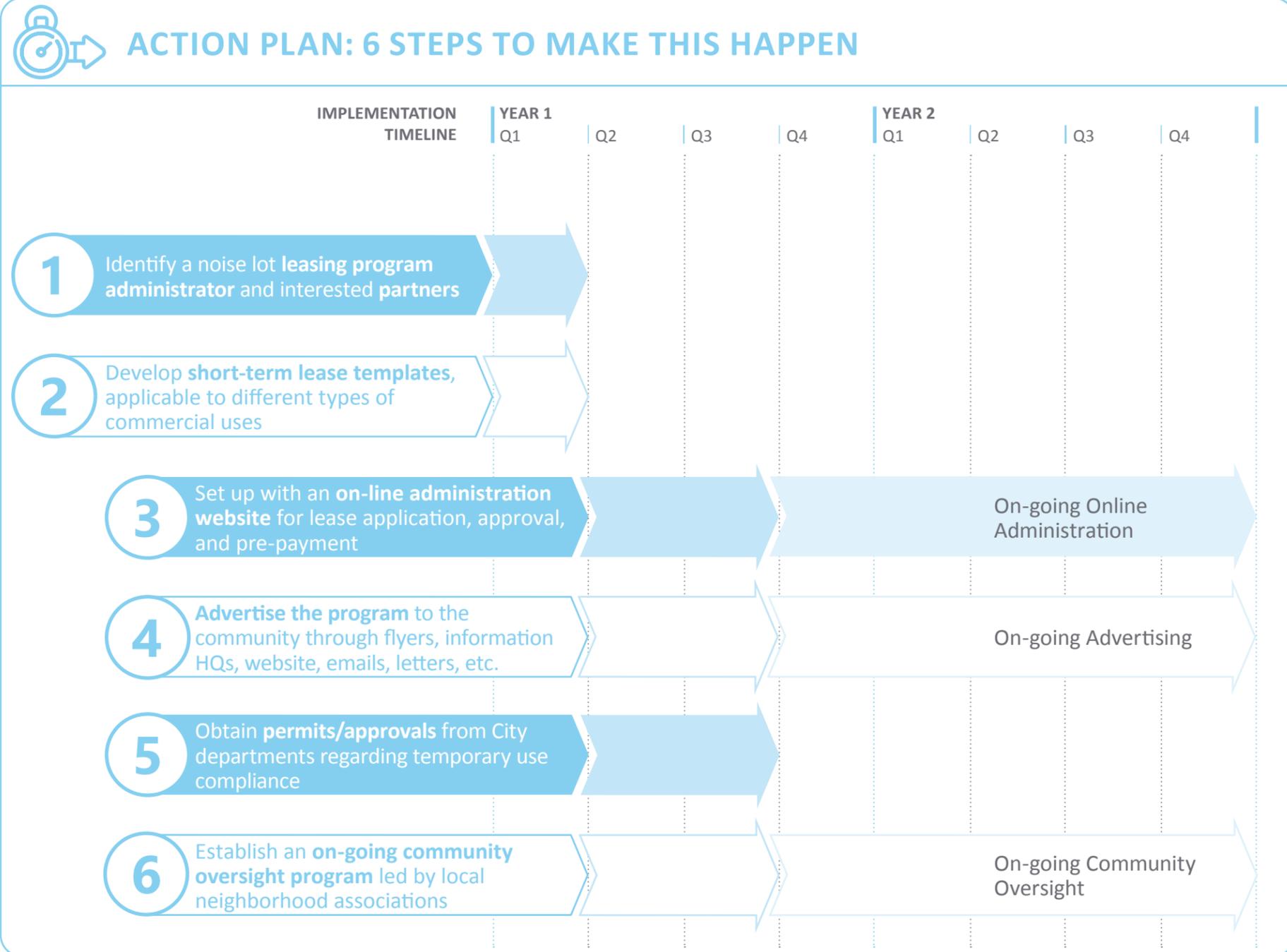
### CITY SUPPORT

- Community and Economic Development Department
- Planning and Development Department



### POTENTIAL FUNDING

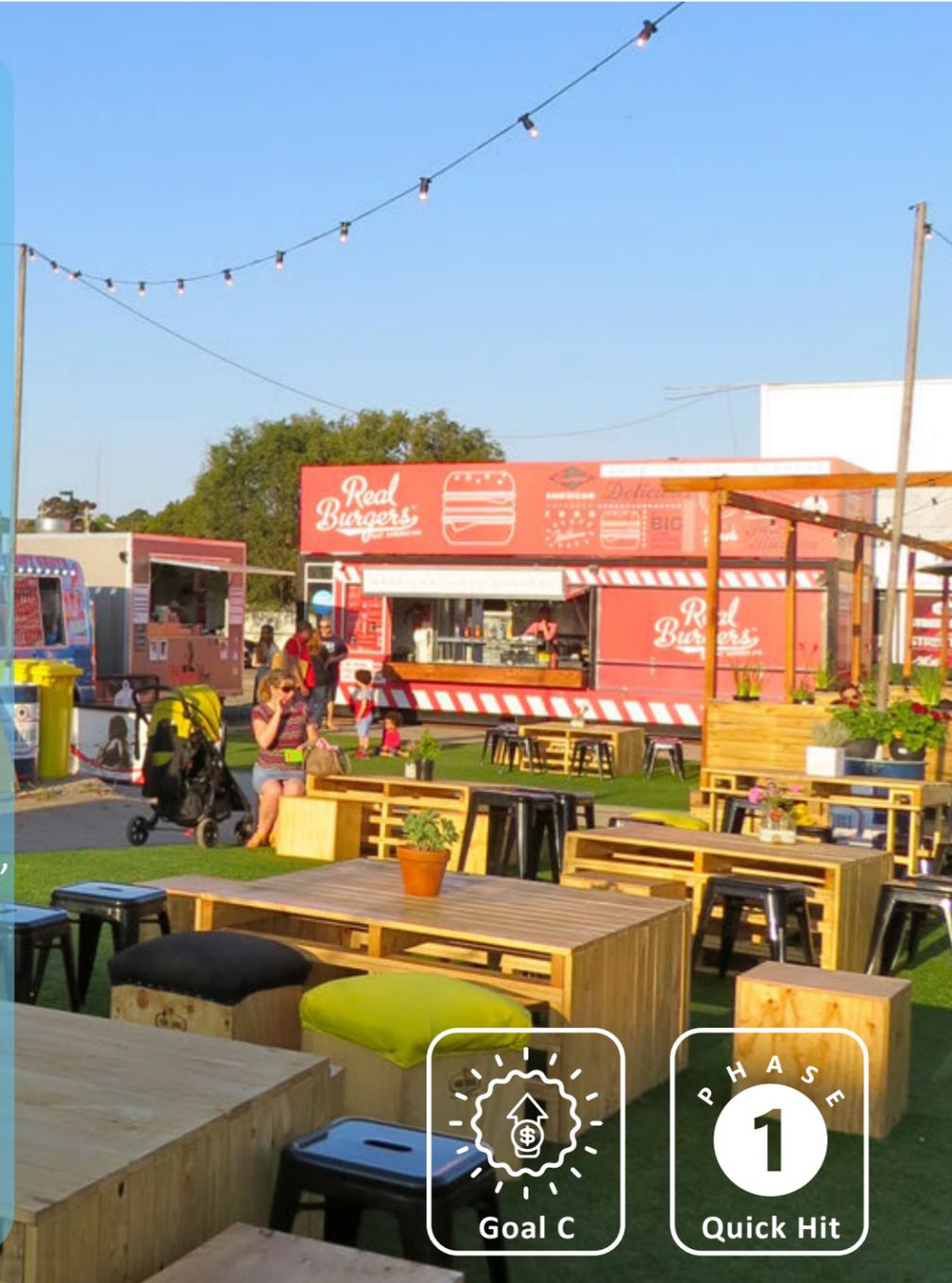
- Private and Public Grants / Donations



# Street Eats

## Temporary Food Truck Pod/ Pop-Up Restaurants

- Food trucks and food carts organized into "pods" on vacant noise lot
- Host periodic events with "pop-up" restaurants, food trucks and experimental kitchens
- Potential to include other activities such as live performance and arts and crafts



## STREET EATS



### COMMUNITY BENEFITS

- Supports existing economic activity
- Brings activity to vacant noise land
- Demonstrates a market need for a permanent use
- Enriches community life and diversifies cultural experience



### CONSIDERATIONS

- Site selection and preparation
- Advertising
- Permits
- Clean-Up
- Consider including live music, outdoor movie, arts & crafts or any other activities



### POTENTIAL FACILITATOR

- The Phoenix Streets Food Coalition



### CITY SUPPORT

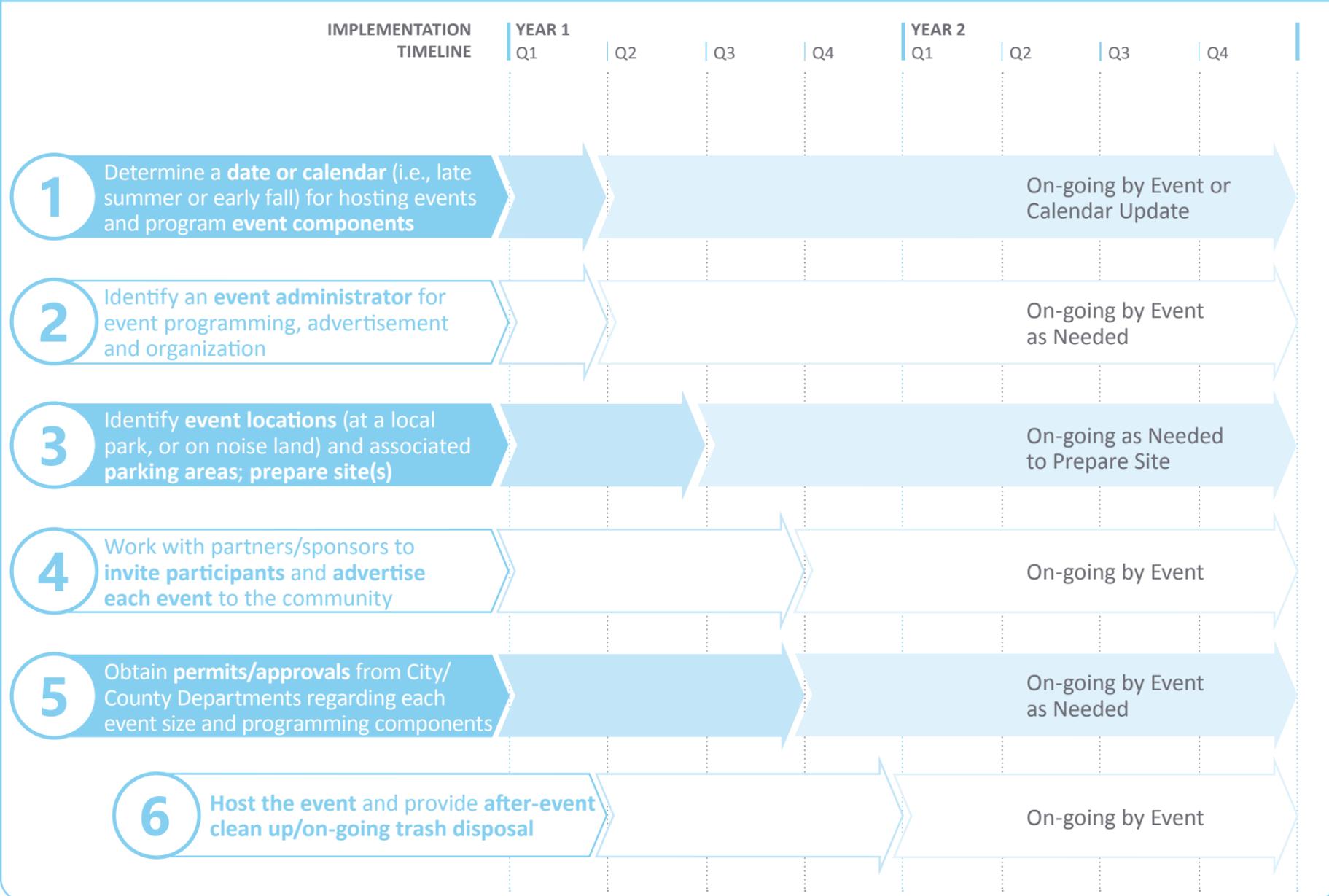
- Parks and Recreation Department



### POTENTIAL FUNDING

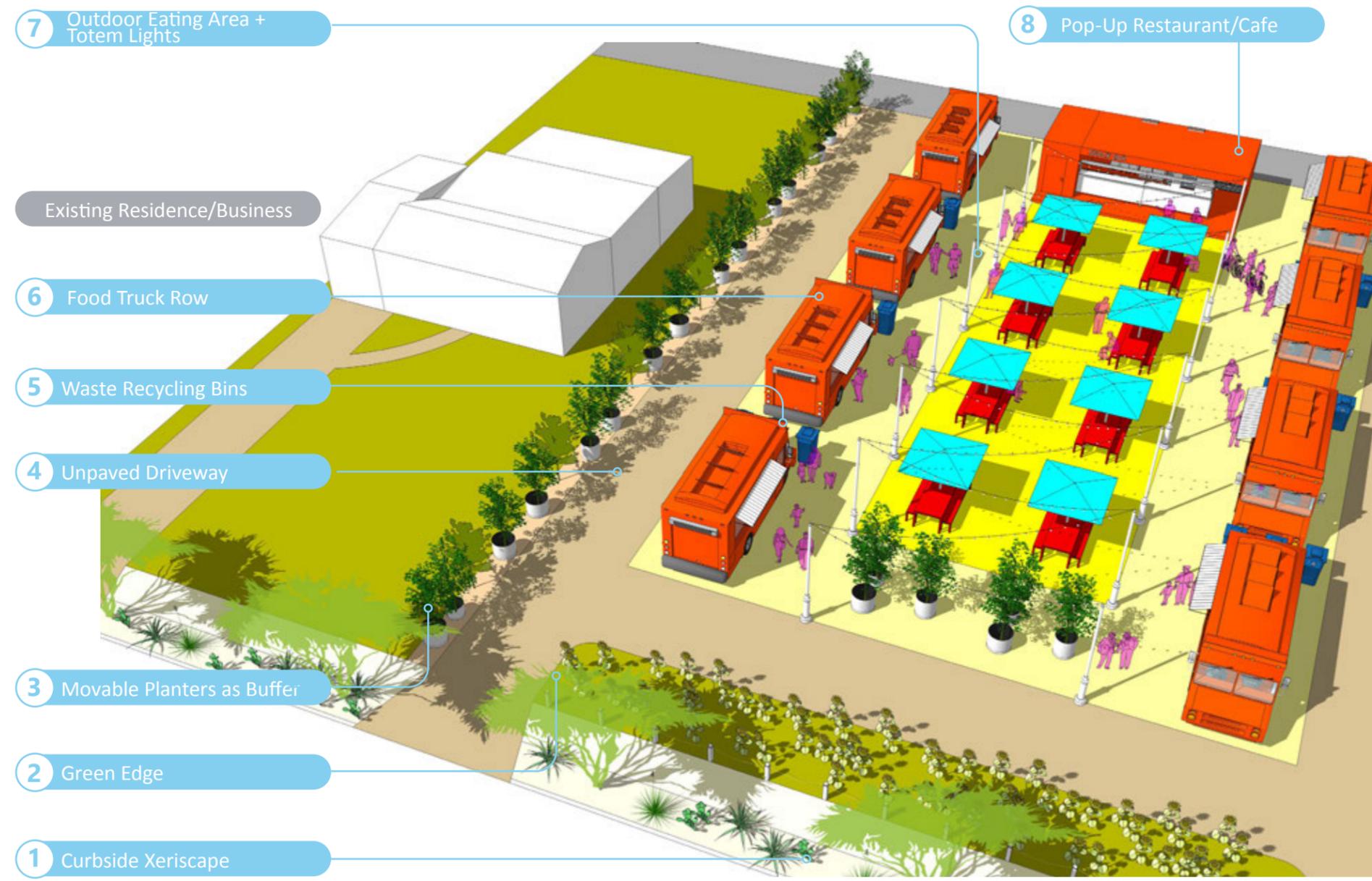
- Private and Public Grants / Donations

## ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN



## KEY ELEMENTS

Note: Conceptual illustration only



# AN EXTRA LIFT QUICK HITS

# AN EXTRA LIFT

The other eight (8) Quick Hits Ideas identified as an "extra lift" that will supplement the community top- chosen Quick Hits described in the previous two chapters. The effort of implementing these eight (8) Quick Hits will augment the positive impacts to the community. These Quick Hits will help beautify neighborhoods, improve connectivity, enhance outdoor thermal comfort, expand economic opportunity and strengthen local entrepreneurship in the near-term.

## AN EXTRA LIFT



### GOAL A: STABILIZE & STRENGTHEN OUR NEIGHBORHOODS

#### Street Smarts

Intersection Art

#### Street Style

Pop-up  
Traffic Calming &  
Demo. Bike Lane

#### Timber Post

Public Works  
Storage Tree Lots/  
Tree Bank Lots



### GOAL B: PROMOTE IDENTITY & HERITAGE

#### Arte Ahora (Art Now)

Commemorative  
Art Pieces

#### Little Free Library

Book Lending  
Program

#### Dig Up

Community  
Garden &  
Cooperative Nursery



### GOAL C: EXPAND ECONOMIC OPPORTUNITY

#### Biz On Wheels

Mobile Business  
Support Center

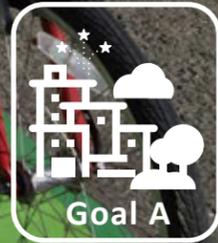
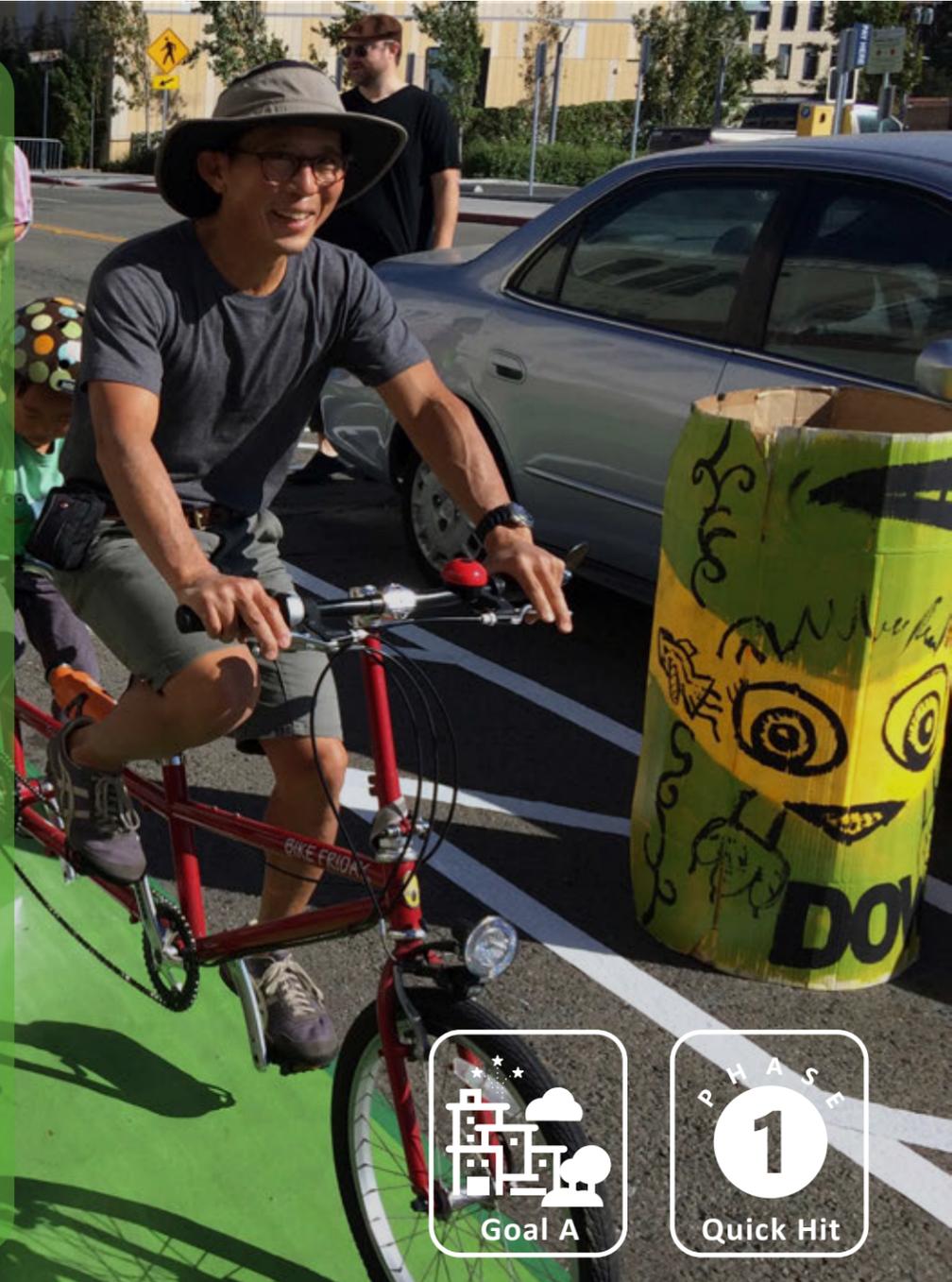
#### Entrepreneur Spot

Lot Lease for  
Parking Program

# Street Smarts

## Pop-up Traffic Calming & Demonstration Bike Lane

- Temporary street redesign projects to slow traffic and improve pedestrian safety
- Supports more walkable and bikeable community / potential for street beautification
- Low cost model or test case for potential permanent improvements
- Proper placement potentially enhances Cultural Corridor



## STREET SMART



### COMMUNITY BENEFITS

- Slows traffic
- Beautifies community & strengthens neighborhood identity
- Instills neighborhood pride
- Demonstrates a neighborhood need



### CONSIDERATIONS

- Identification of pop-up traffic projects
- City permit and approvals
- Improvement grant or collect funding
- Track project performance



### POTENTIAL FACILITATOR

- Neighborhood Associations
- Local Schools



### CITY SUPPORT

- Street Transportation Department
- Parks and Recreation Department
- Neighborhood Services Department

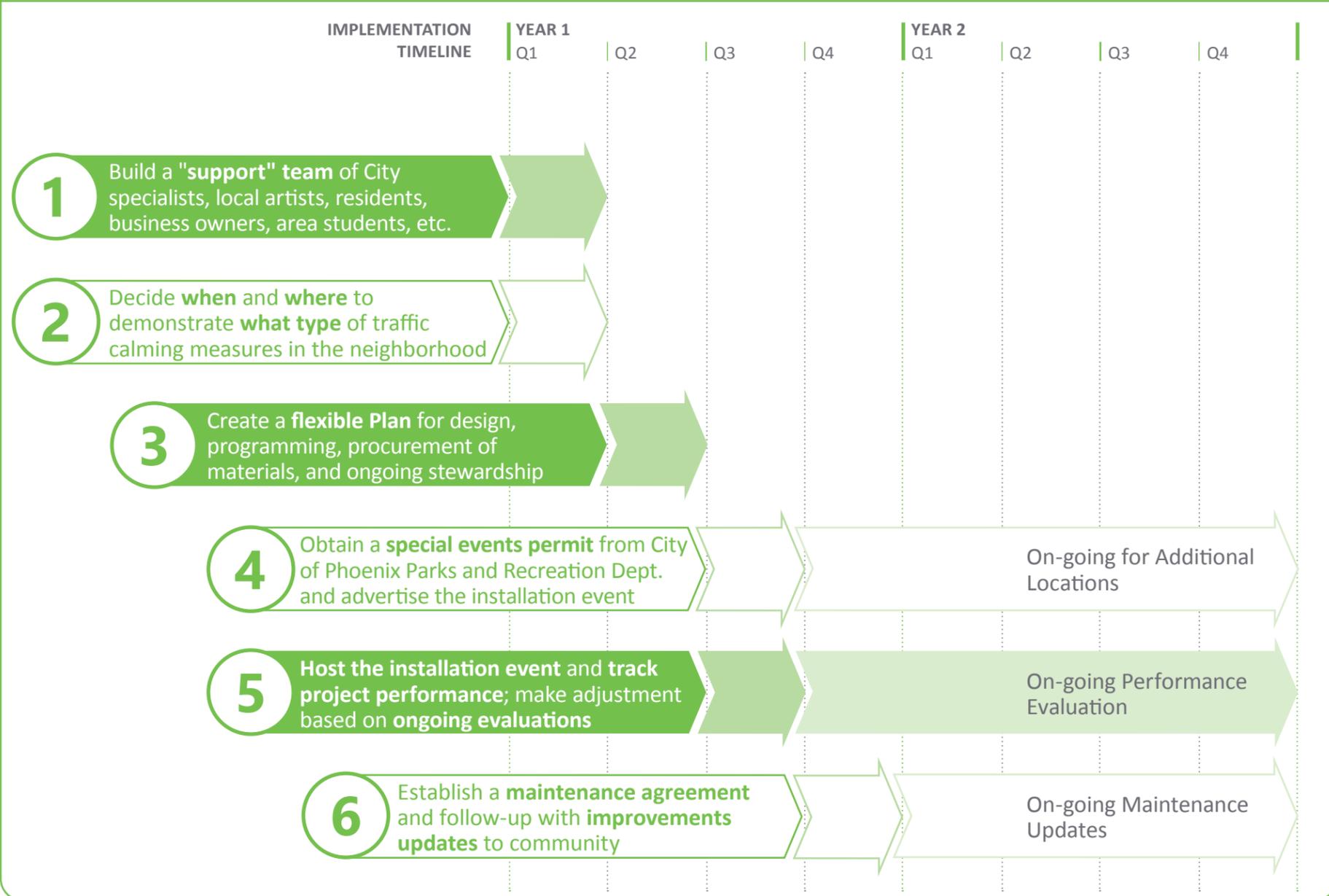


### POTENTIAL FUNDING

- CDBG Neighborhood Enhancement Program
- Street Transportation Department Programs



## ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN



## KEY ELEMENTS

Note: Conceptual illustration only



# Street Style

## Intersection Art

- Temporary painted mural within one or multiple intersections
- Strengthens neighborhood identity and promotes safer crossing at intersections
- Fun, artistic experience that engages community members and/or local artists
- Potentially supports Cultural Corridor



## STREET STYLE



### COMMUNITY BENEFITS

- Slows traffic and lowers crime rates
- Beautifies community & strengthens neighborhood identity
- Instills neighborhood pride
- Supports Cultural Corridor



### CONSIDERATIONS

- Form a support team
- Determine location(s) & date(s)
- Special events permit for installation event
- Intersections design selection



### POTENTIAL FACILITATOR

- Neighborhood Associations
- Local Schools



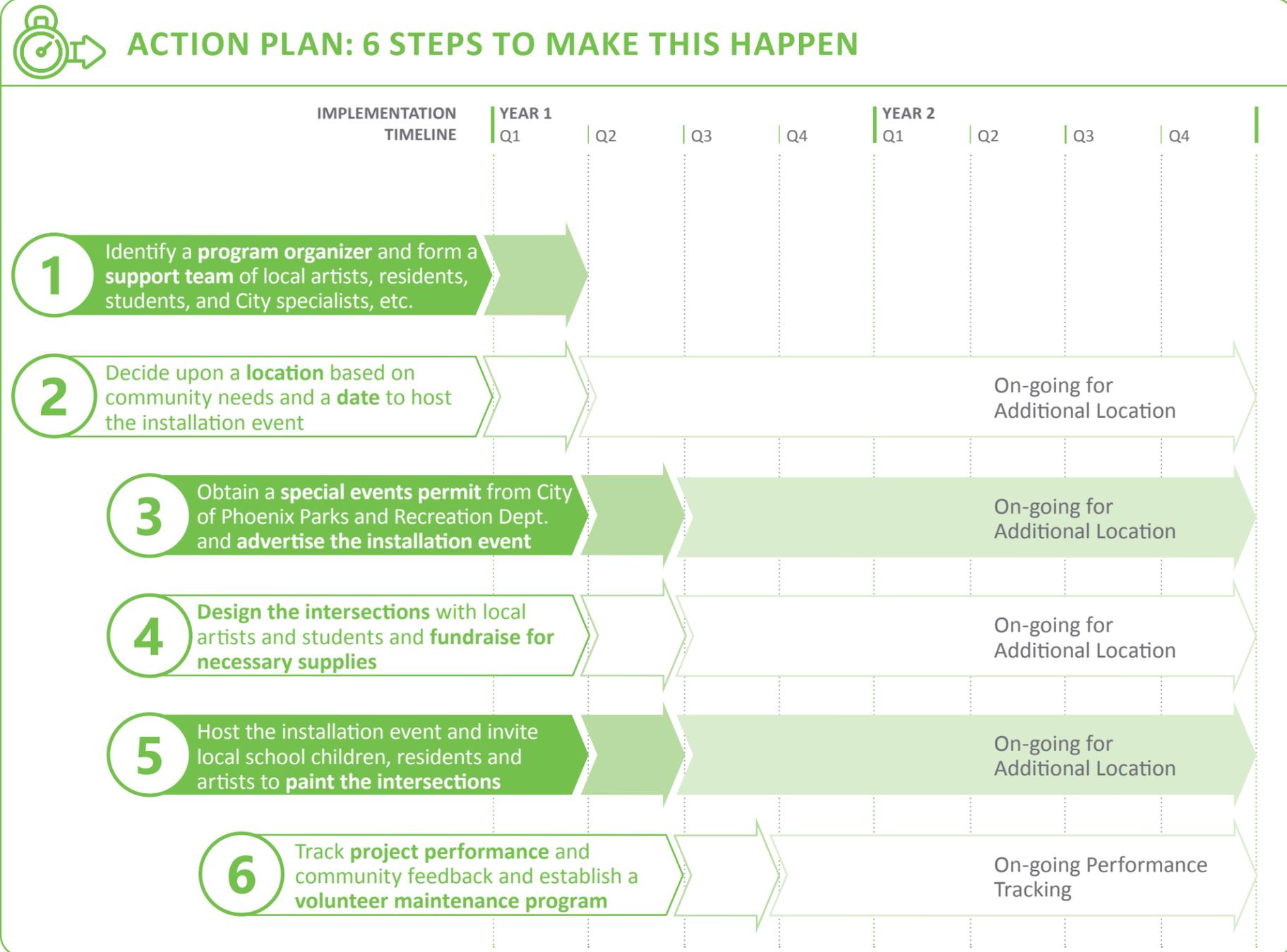
### CITY SUPPORT

- Street Transportation Department
- Parks and Recreation Department
- Neighborhood Services Department



### POTENTIAL FUNDING

- CDBG Neighborhood Enhancement Program
- Street Transportation Department Programs



## KEY ELEMENTS



Community-led Design



Community Involvement Event



Tools and Supplies



Event Signs & Advertising



Traffic Barricades

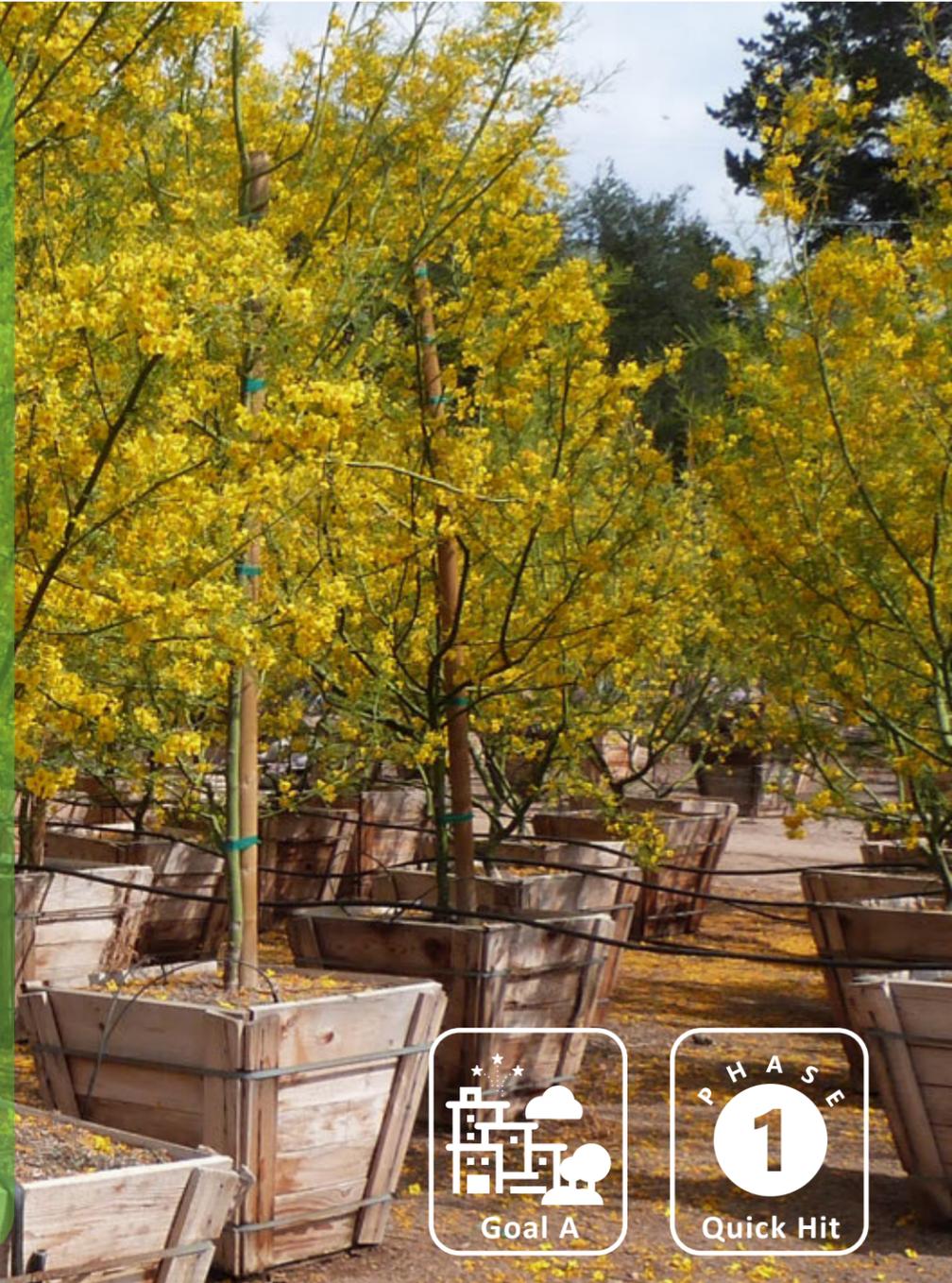


Volunteers

# Timber Post

## City's Trade Tree Storage Lots/ Tree Bank Lots

- Temporary tree and plant storage on vacant noise land
- Accommodates trees and plants for City improvement projects
- Opportunity to improve appearance and shade vacant noise land
- Partnership with Parks and Recreation Department and/or local nurseries



## TIMBER POST



### COMMUNITY BENEFITS

- ✓ Improves appearance and environmental quality of vacant noise land
- ✓ Reduces heat island and creates outdoor thermal comfort on a micro-scale
- ✓ Ensures reliable supply of high quality street trees and reduces transportation and environmental costs
- ✓ Provides green jobs and educational opportunities



### CONSIDERATIONS

- ✓ Locations and site preparation
- ✓ Irrigation right, permits/approvals
- ✓ Partnership and maintenance structure



### POTENTIAL FACILITATOR

- ✓ Parks and Recreation Department
- ✓ Local Nurseries



### CITY SUPPORT

- ✓ Aviation Department
- ✓ Street Transportation Department
- ✓ Office of Sustainability

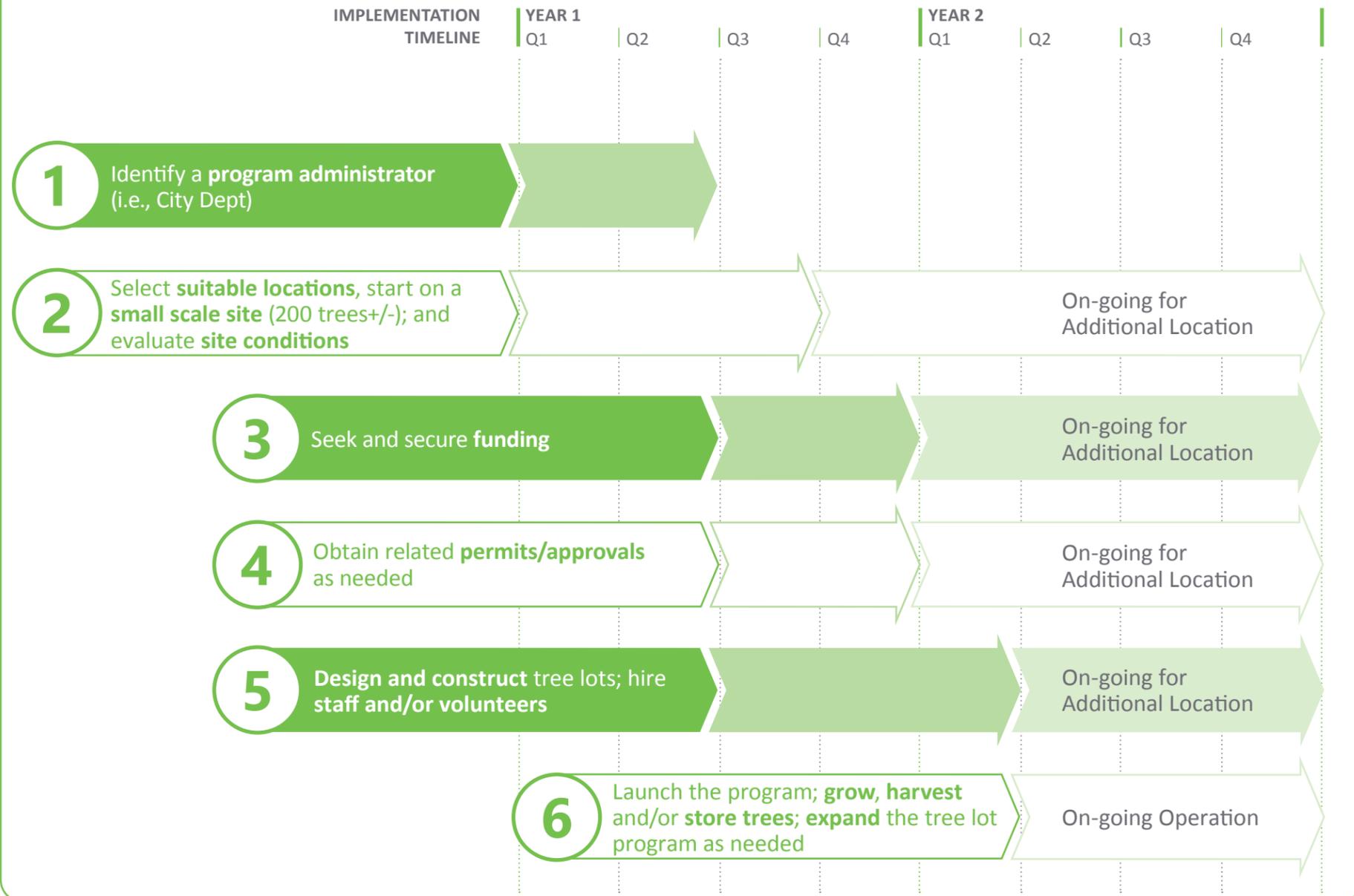


### POTENTIAL FUNDING

- ✓ Private and Public Grants / Donations

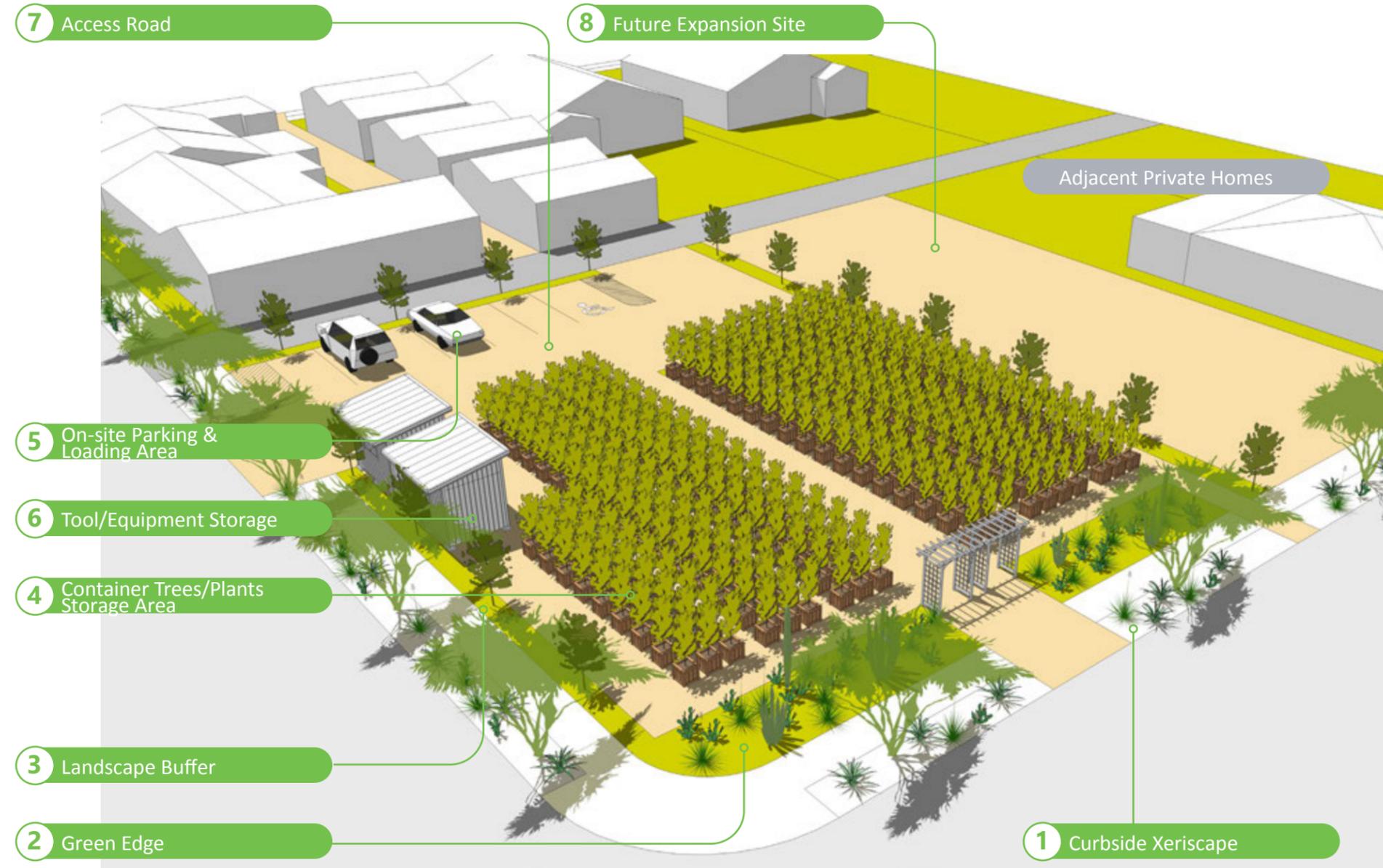


## ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN



## KEY ELEMENTS

Note: Conceptual illustration only



# Little Free Library

## Book Lending Program

- Community book donation and free lending resource - take-a-book, leave-a-book.
- Partnership with closest branch library
- Features locally crafted and installed book-stalls
- May support hosted events such as local meet and greet, kids story telling day, etc.



## LITTLE FREE LIBRARY



### COMMUNITY BENEFITS

- Creates community identity and sparks creativity
- Can improve the appearance of a community
- Contributes to neighborhood literacy
- Activates noise land



### CONSIDERATIONS

- Neighborhood partners
- Little library location and design
- Book lending and return information
- Maintenance



### POTENTIAL FACILITATOR

- Bookmans
- Local Library



### CITY SUPPORT

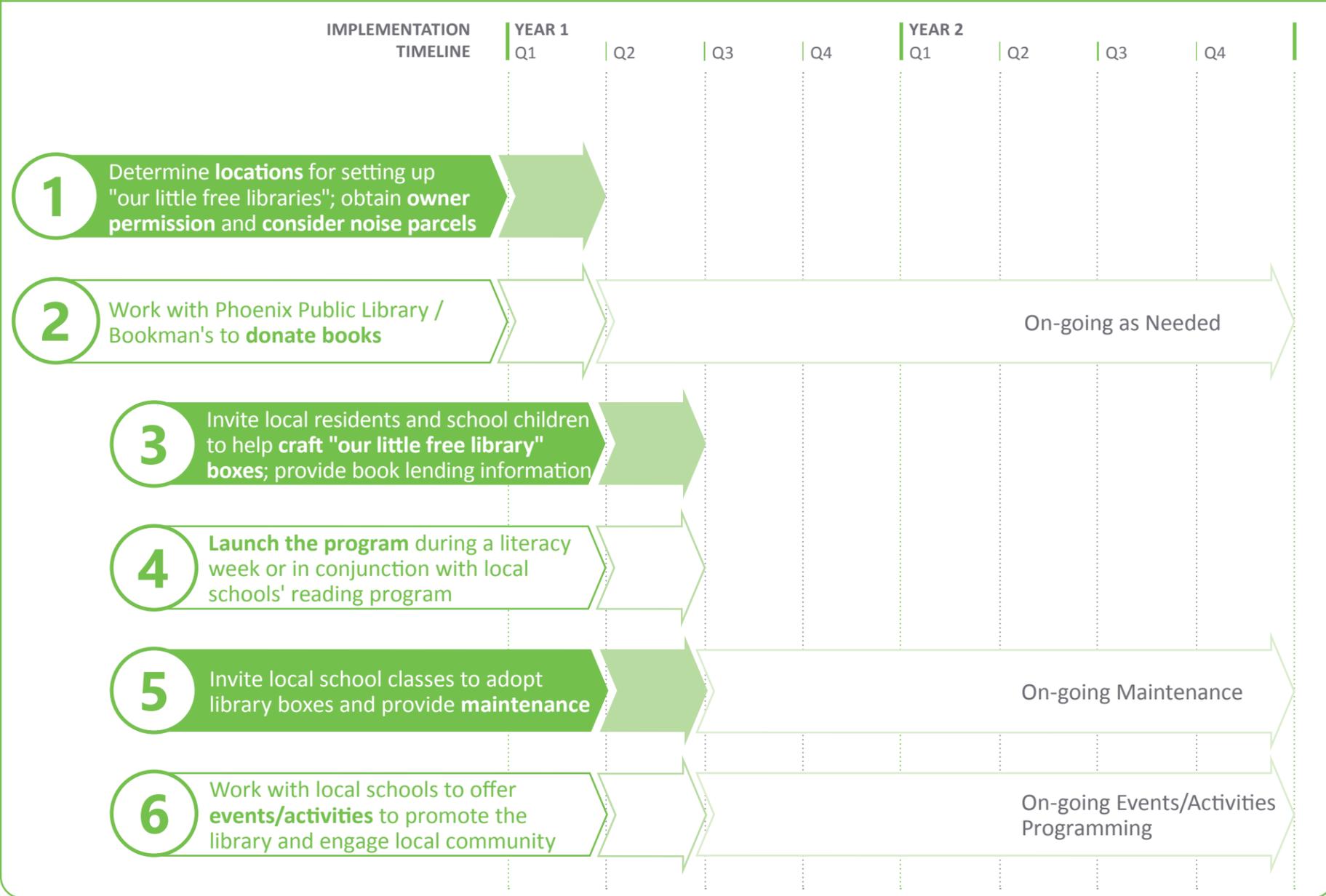
- Office of Arts and Culture
- Aviation Department



### POTENTIAL FUNDING

- Private and Public Grants / Donations
- Office of Arts and Culture Neighborhood Arts Grant

## ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN



## KEY ELEMENTS



Locations



Community Donated Books



Crafted/Up-cycled Boxes



Lending & Return Information



Volunteers



Community Engagement

# Arte Ahora (Art Now)

## Commemorative Art Pieces

- Commissioned art pieces to tell neighborhood stories and history
- May include sculpture, murals, interactive art pieces, etc., along Cultural Corridor
- Community helps to identify and hire local artists
- Potential to partner with Office of Arts and Culture for grants and support



## ARTE AHORA (ART NOW)



### COMMUNITY BENEFITS

- ✓ Creates focal points to celebrate communities' history and culture
- ✓ Supplements and supports Cultural Corridor
- ✓ Improves communities' aesthetic appeal and creates neighborhood pride



### CONSIDERATIONS

- ✓ Locations
- ✓ Community Involvement and collaboration
- ✓ Funding
- ✓ Maintenance



### POTENTIAL FACILITATOR

- ✓ ASU Grant Street Studios
- ✓ Local Non-profits Arts and Culture Organizations



### CITY SUPPORT

- ✓ Office of Arts and Culture
- ✓ Planning and Development Department Historic Preservation Office

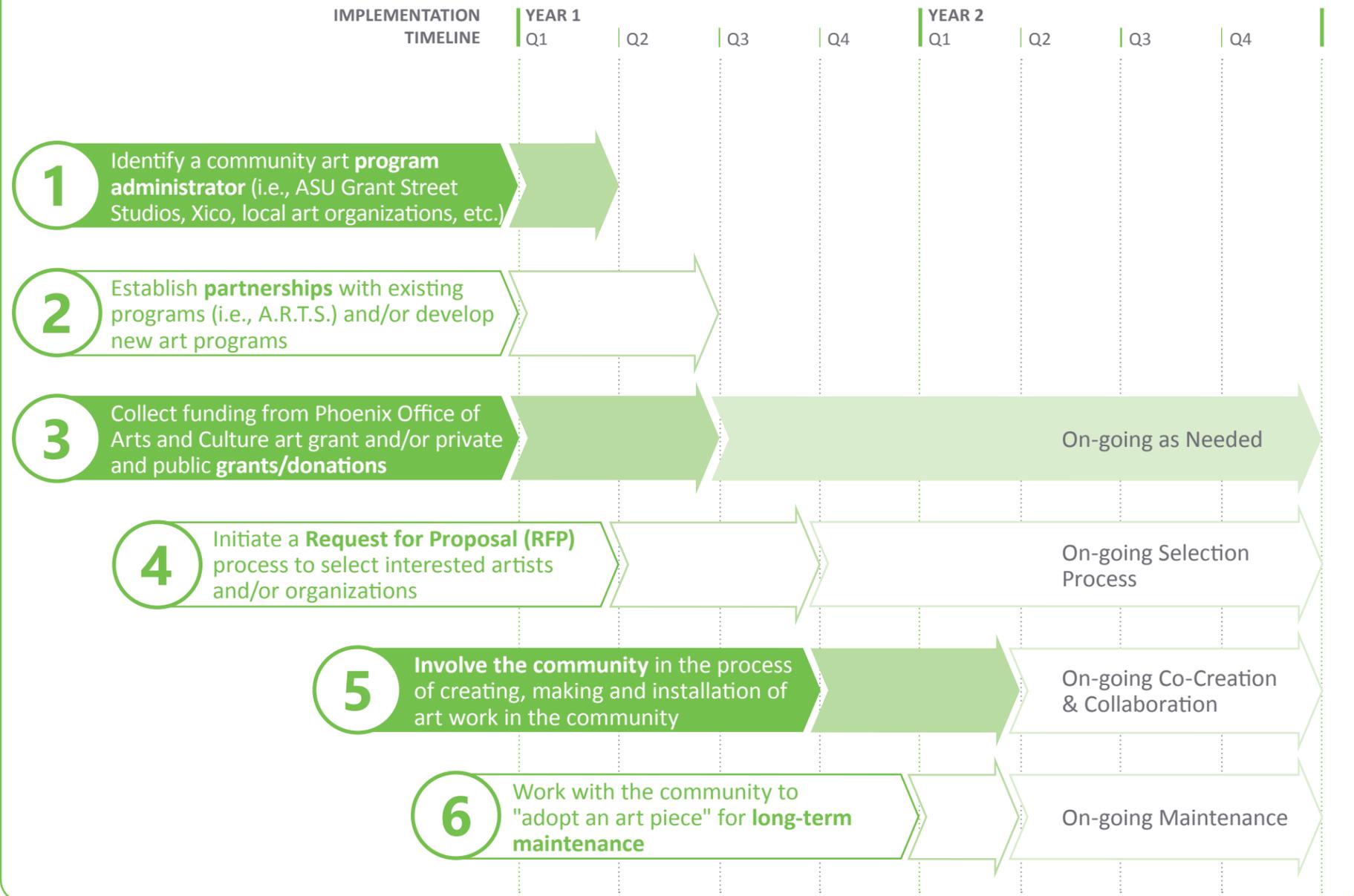


### POTENTIAL FUNDING

- ✓ Private and Public Grants / Donations
- ✓ Office of Arts and Culture Neighborhood Arts Grant



## ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN



## KEY ELEMENTS



Program Administrator and Partnership



Art Grant and Donation



Local Artists/Organizations



Authentic Creation



Community Involvement for Co-creation



Volunteers for Maintenance

# Dig Up

## Community Garden/ Cooperative Nursery

- Interim revitalization program transforms vacant noise land into vibrant community spaces
- Cooperates by the community and local private/non-profit organizations
- Farming education & hands-on workshops
- Potentials as farming programs for refugees and produce donations to local food bank



DIG UP



### COMMUNITY BENEFITS

- Activates vacant noise land and improves neighborhood appearance
- Provides local fresh produce sold at local markets and generates revenues to the community
- Reinforces neighborhood pride; creates a sense of community
- Provides green collar jobs



### CONSIDERATIONS

- Locations and site preparation
- Irrigation right, permits/approvals
- Government structure
- Budget and revenue share



### POTENTIAL FACILITATOR

- Local Nurseries
- Arizona Farm Bureau



### CITY SUPPORT

- Aviation Department
- Arizona Department of Water Resources
- Office of Sustainability

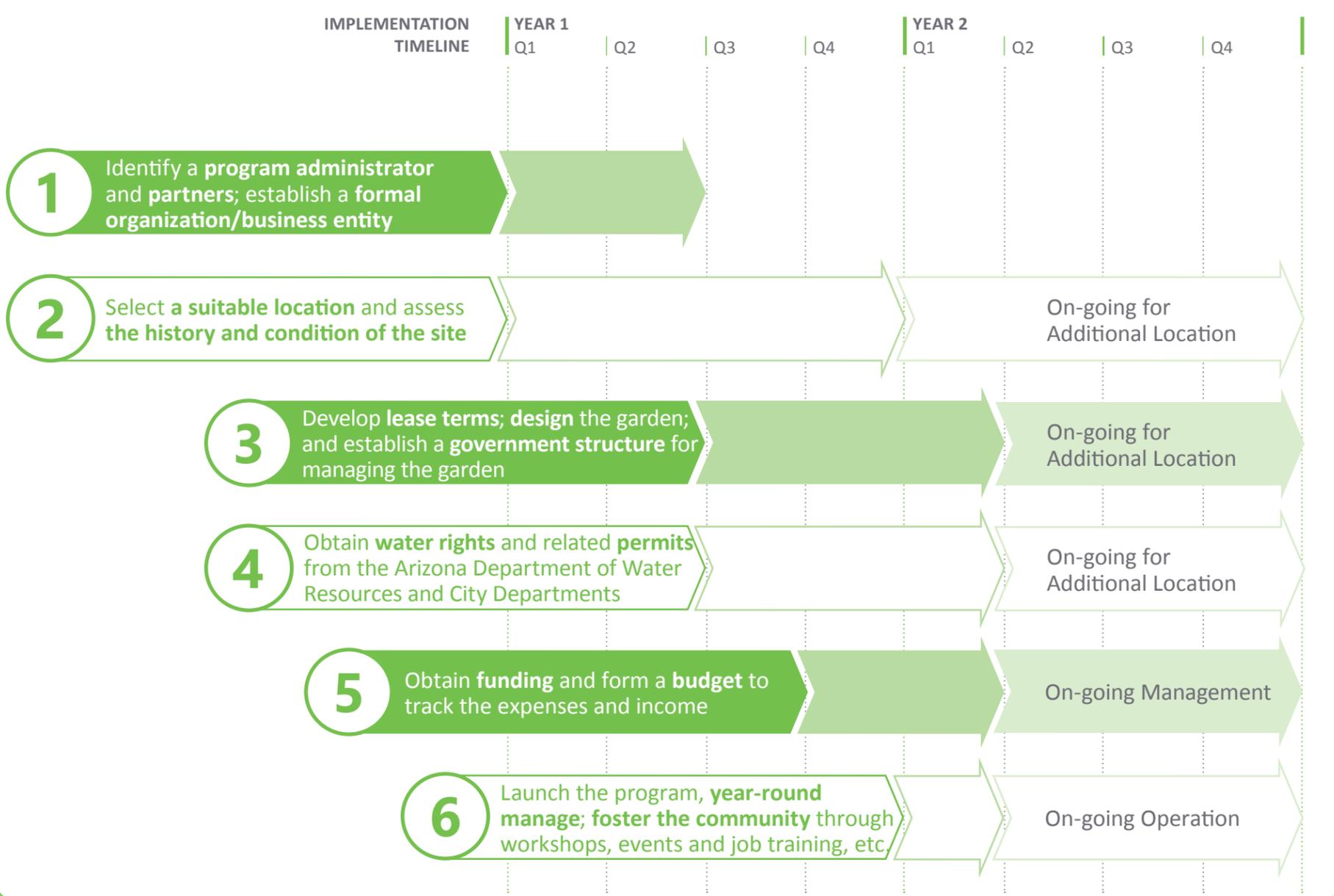


### POTENTIAL FUNDING

- Private and Public Grants / Donations



## ACTION PLAN: 6 STEPS TO MAKE THIS HAPPEN



## KEY ELEMENTS

Note: Conceptual illustration only



# Biz on Wheels

## Mobile Business/Employment Support Center

- A rolling resource center deployed to provide employment support and counseling
- Locate to activate vacant noise land
- Accommodates local job seekers with career counseling, job matching, etc.
- Assists local and small business start-up and expansion



## BIZ ON WHEELS

### COMMUNITY BENEFITS

- ✓ Provides community access to hiring information and services
- ✓ Brings mobile hands-on learning/training environment
- ✓ Expands communities' connections to regional job market

### CONSIDERATIONS

- ✓ Site selection and preparation
- ✓ Program administrator
- ✓ Partners and funding sources
- ✓ Advertising and personalized service
- ✓ Consider expanding into other mobile door-to-door services: health clinic, artists and artisans studio, education center, tech lab, etc.

### POTENTIAL FACILITATOR

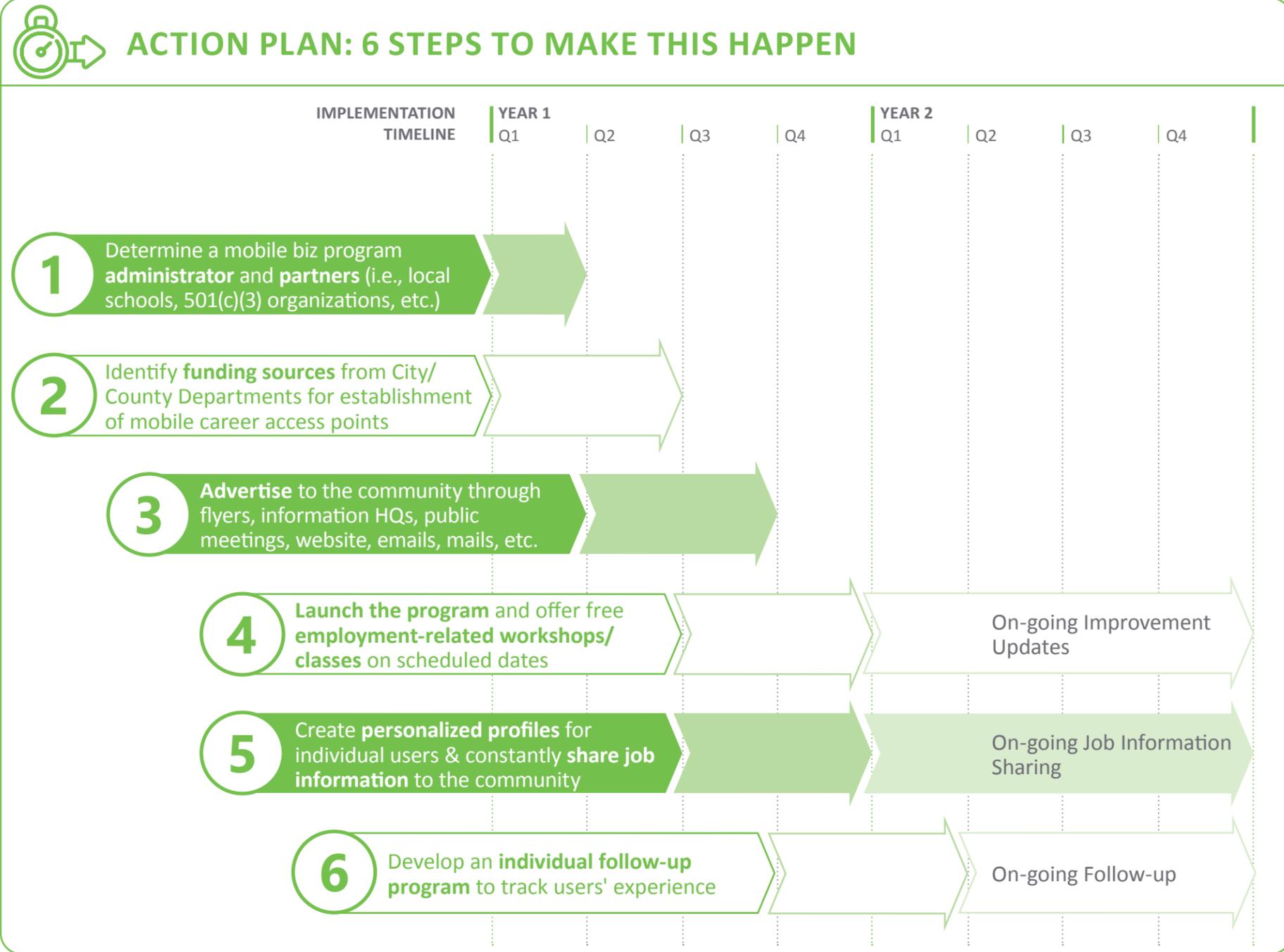
- ✓ Goodwill
- ✓ Gateway Community College CEI

### CITY SUPPORT

- ✓ Aviation Department
- ✓ Community and Economic Development Department

### POTENTIAL FUNDING

- ✓ Private and Public Grants / Donations



## KEY ELEMENTS



Program Administrator



Funding Champion



Advertising



Workshops/Classes



Personalized Service

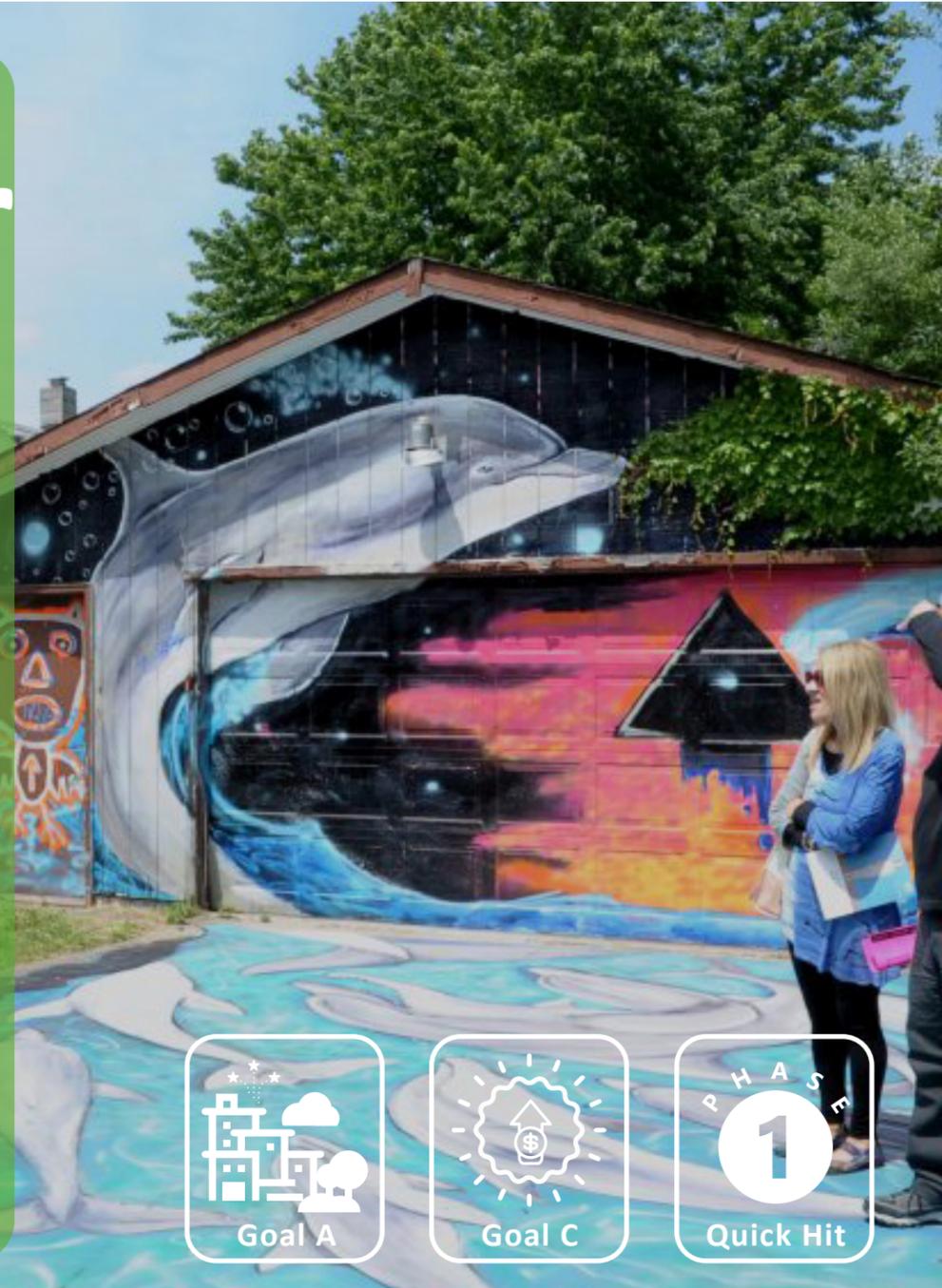


Follow-up Program

# Entrepreneur Spot

## Artists Showcase Lot / Modular Workshop

- Low cost modular or mobile workshop space provided on vacant noise land
- Offers studio space and supports temporary exhibits and/or "hand-on" innovators
- Potential partnerships with ASU and GateWay Community College



## ENTREPRENEUR SPOT



### COMMUNITY BENEFITS

- ✓ Activates vacant noise land
- ✓ Fosters local economic activities
- ✓ Showcases local entrepreneurs and artists and celebrates local arts and culture
- ✓ Provides job opportunities to the community



### CONSIDERATIONS

- ✓ Site selection and preparation
- ✓ Lease program and administration
- ✓ Short-term lease template
- ✓ Permits/approvals
- ✓ Advertising and on-line administrative website



### POTENTIAL FACILITATOR

- ✓ ASU Grant Street Studios
- ✓ Aviation Department



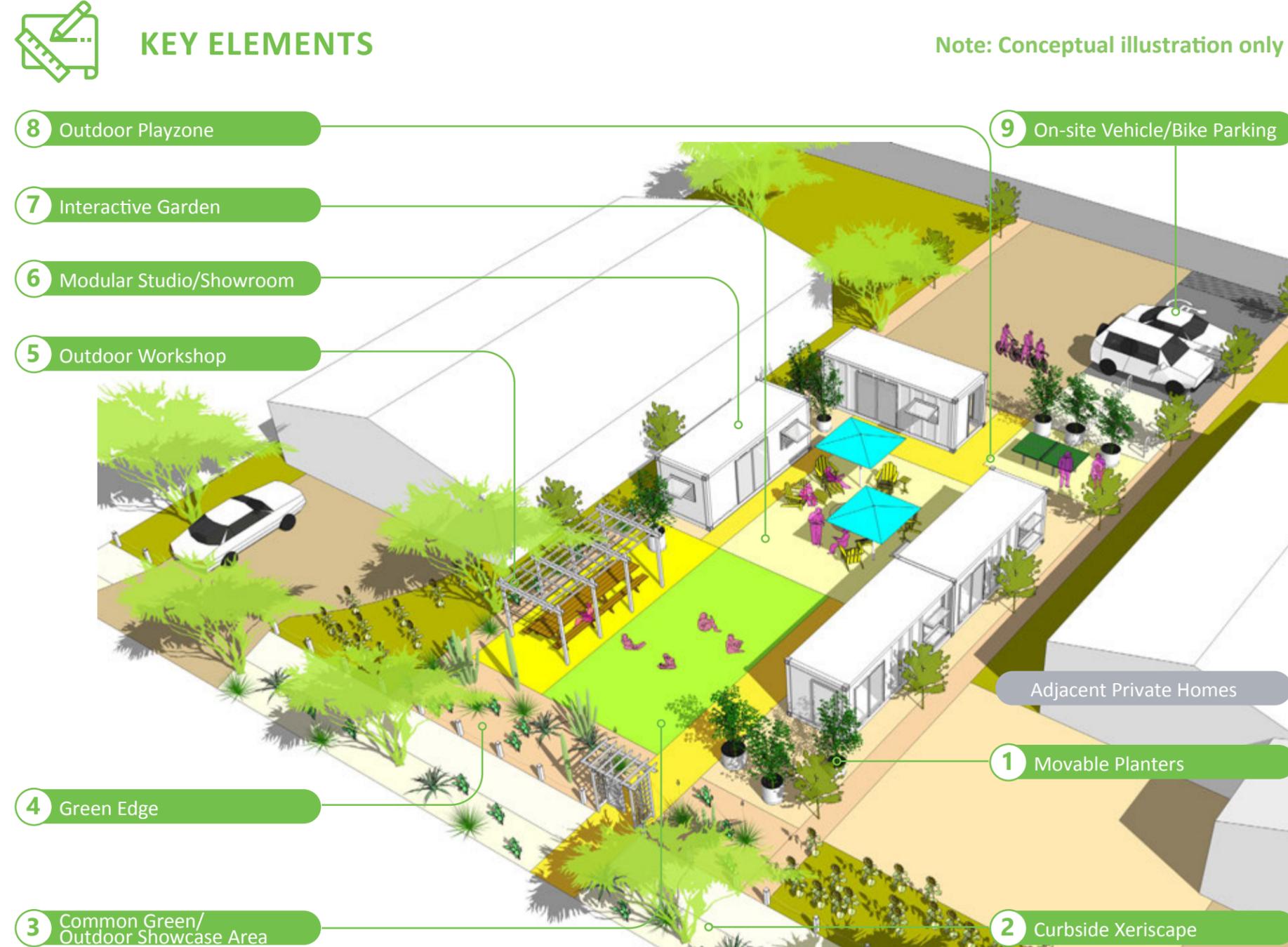
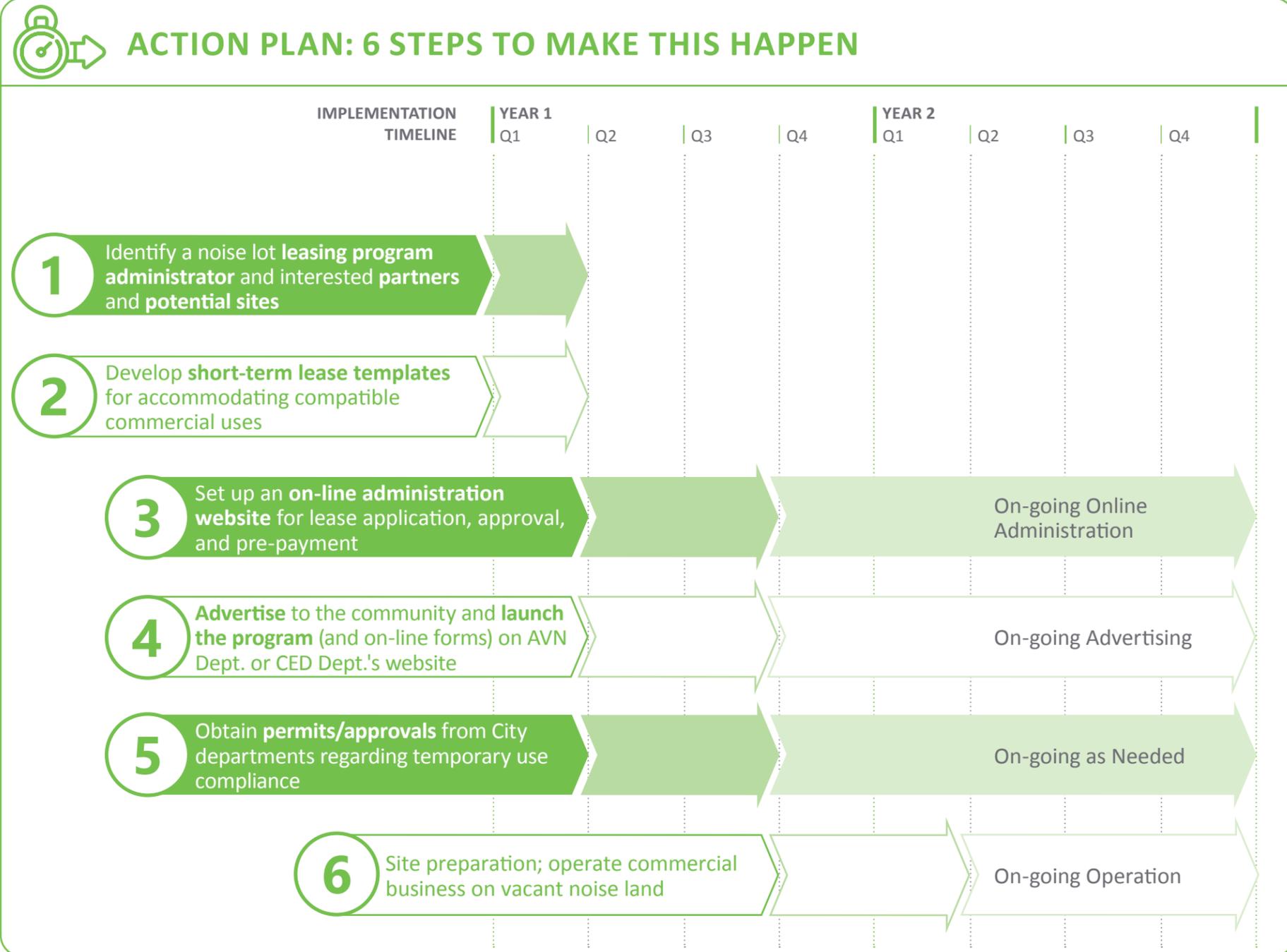
### CITY SUPPORT

- ✓ Planning and Development Department
- ✓ Office of Arts and Culture
- ✓ Community and Economic Development Department



### POTENTIAL FUNDING

- ✓ Private and Public Grants / Donations
- ✓ Office of Arts and Culture Grant



**PREPARED FOR**



**City of Phoenix  
Aviation Department**

**WITH**

**Community groups, residents,  
businesses, schools,  
property owners, non-profit  
organizations, and other  
stakeholders within the LRS  
planning area.**

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**Community outreach, research, and stakeholder engagement conducted to develop this publication was**

**funded by**

the FAA's *Pilot Program for Redevelopment of Airport Properties (Acquired Noise Land)* grant

and

the City of Phoenix Aviation Department