

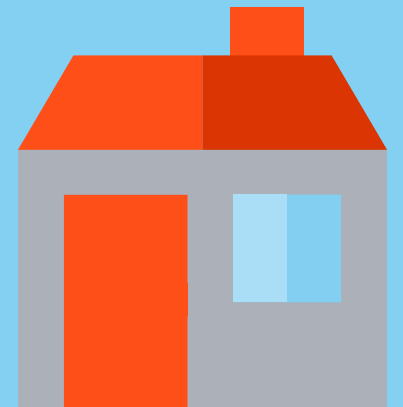
Technical Advisory Committee (TAC)

Meeting #1: May 16, 2018

Welcome & Introductions

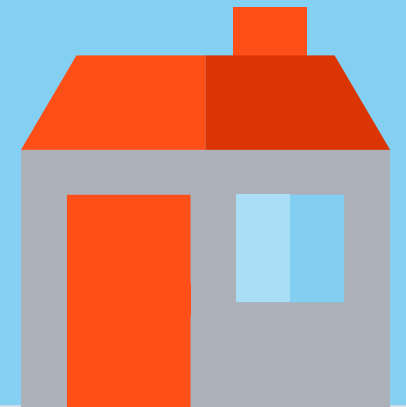
Housekeeping Items

- **Restrooms?**
- **Room temperature?**
- **No meeting breaks – but, you’re not glued to your seat!**
- **Cell phones – on vibrate or silent please**
- **Respecting your commitment - start and end meetings on time**
- **Our “Think Tank”**



Today's Agenda

- **Welcome & Introductions**
- **Meeting Objectives**
- **LRS: Planning to Implementation**
- **Project Communications - Engaging the Community**
- **Our Roles – Technical Advisory Committee & Your Role**
- **Our Rules of Engagement**
- **Results of Community Meeting March 2018**
- **Quick Hits Discussions**
- **Preparing for Spark Areas Development Options**
- **Open Discussion / Next Steps**
- **Comments from the Public**
- **Adjourn**



Meeting Objectives

- **Explain Implementation Phase objectives**
- **Understand the role of the TACs**
- **Develop rules of engagement**
- **Discuss Quick Hits**



Your Objectives

- **Why did you say “yes” to participating? What interested you about serving on this committee?**
- **What do you personally want to accomplish?**
- **What do you believe your committee needs to accomplish for the community?**



PHX Land Reuse Strategy

Implementation Phase

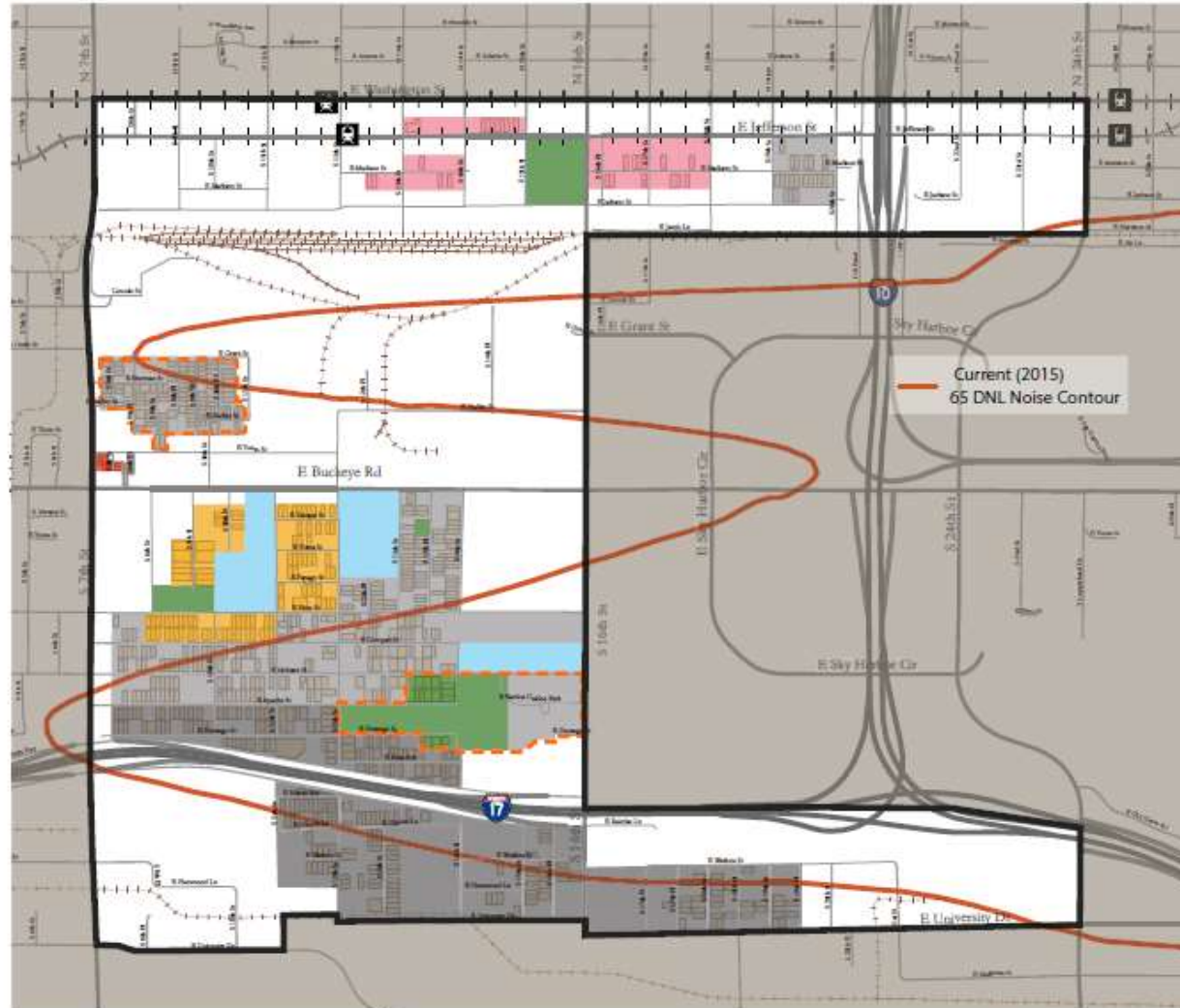
Courtney Carter

Timeline





LAND REUSE STRATEGY COMMUNITY VISION AND PLANNING (PHASE 1)


Community Preferred Land Reuse Framework for Redevelopment




 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.

 **Business Park**—A cohesively planned area occupied primarily by office, light industrial and industrial uses of similar character.



VISION & PLANNING PHASE GOALS (PHASE 1)



GOAL A:
**Stabilize & Strengthen
Our Neighborhoods**



GOAL B:
Promote Identity & Heritage



GOAL C:
Expand Economic Opportunity



Implementation Objectives*

- Protect the Airport from incompatible land uses
- Expedite redevelopment of Airport-owned parcels
- Proposals compatible with existing neighborhoods and Airport operations
- Make parcels marketable for uses recommended in PHX Land Reuse Strategy
- Provide economic benefit to the Airport and adjacent community
- Use Airport parcels to spark revitalization and redevelopment

*Requirements are from implementation grant, *FAA Pilot Program for Redevelopment of Airport Properties (Acquired Noise Land)*, and other FAA guidance.



3 Key Concepts from Planning Phase

Spark Revitalization and Redevelopment

Quick Hits (*Interim Uses*) – TODAY

Catalytic Sites (*Spark Areas*)

Cultural Corridor

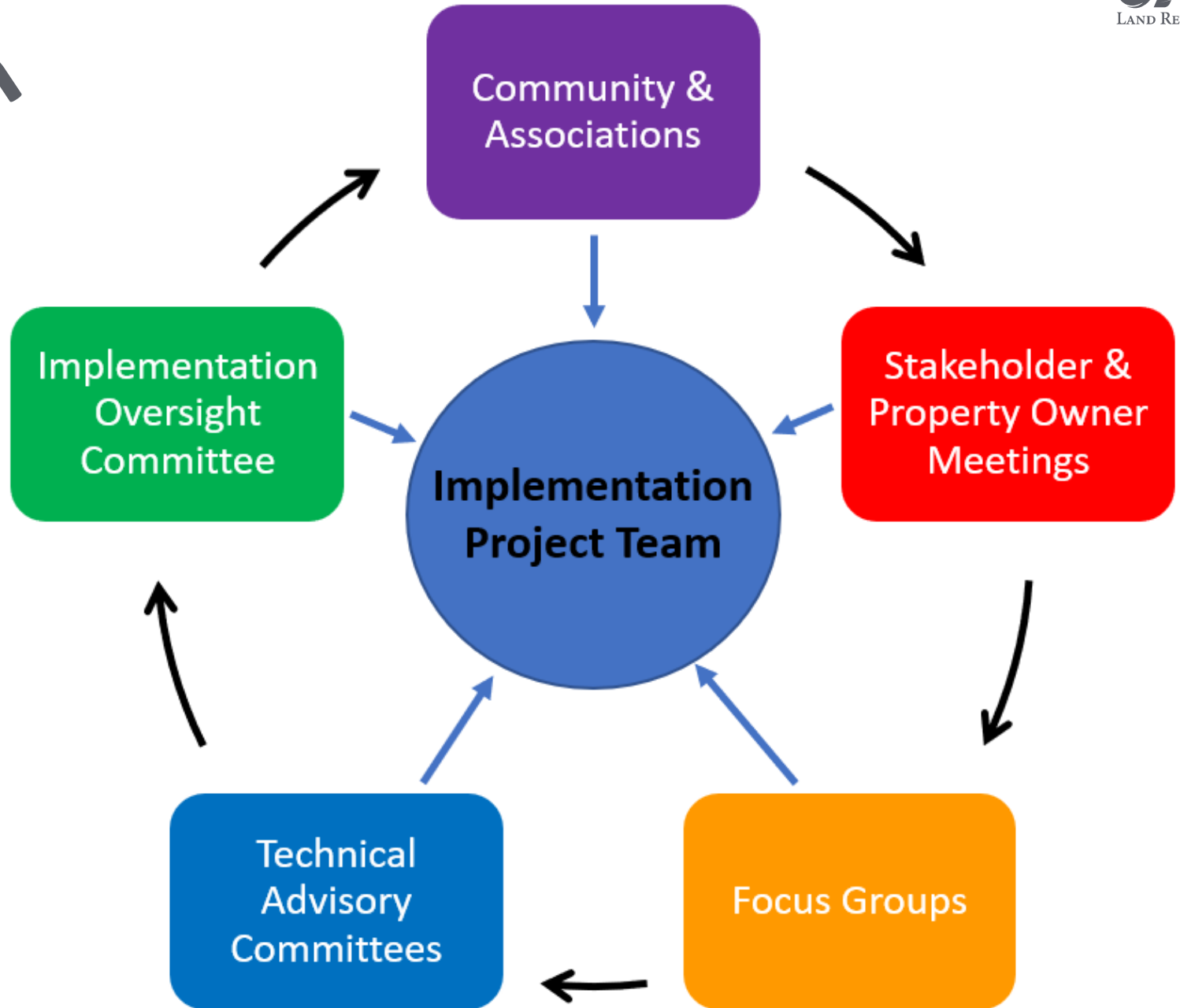


Project Communications

ENGAGING THE COMMUNITY

Teresa Makinen

Communication Cycle



TECHNICAL ADVISORY COMMITTEES (TACs)

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

Short Name:

NEIGHBORHOOD QUALITY TAC

Goal A:

STABILIZE AND STRENGTHEN NEIGHBORHOODS

Objective:

Enhance quality of the neighborhoods by improving City services, engaging community organizations, and identifying interim use development opportunities.

- Core Village concept; identify complimentary community-benefit spaces to promote activity, maintain/expand neighborhoods, compatible redevelopment
- Identify/encourage location of community-based organizations
- Identify parameters/tools for interim uses
- Landscaping/shade tree plantings in strategic locations
- Education and employment training/skills to support future development
- Improve community policing programs
- Identify key City services for planning area

Short Name:

CULTURAL CELEBRATION TAC

Goal B:

CREATE A SENSE OF IDENTITY AND CHANGE PERCEPTIONS

Objective:

Create a distinct identity by celebrating the area's cultural and historical significance and becoming a cultural destination within the heart of Phoenix.

- Branding strategy for area and Cultural Corridor; art installations (permanent and temporary)
- CPTED and improve community policing programs
- Promote unique location between downtown and airport; attract Valley residents and visitors to area through temporary uses and events
- Identify key City services needed

Short Name:

ECONOMIC OPPORTUNITY TAC

Goal C:

EXPAND ECONOMIC OPPORTUNITY

Objective:

Identify short and long-term economic redevelopment opportunities to promote employment and develop a road map to expedite the process in the planning area.

- Create employment center(s) in the Planning Area
- Identify/promote small-scale, context-sensitive development
- Identify/address barriers to development and streamline development process

IMPLEMENTATION OVERSIGHT COMMITTEE (IOC)

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

**Goal A: Policy A2: Strategy A2a:
ESTABLISH OVERSIGHT COMMITTEE**

Objective:

Build relationships and ensure neighborhood priorities are integrated with new development, and provide oversight of the development processes and Implementation Phase programs.

- Oversee goal progress
- Provide oversight/reviews for RFPs and City Services Plan
- Review and assist in development and formal processes for design guidelines, zoning, general plan amendments

FOCUS GROUPS

Focus groups will meet as needed to inform the project team and appropriate committees

EDUCATION & SKILLS TRAINING

- Inform Neighborhood Quality TAC and Economic Opportunity TAC
- Identify education opportunities for workforce development in the planning area
- Targeting/outreach to planning area for skills training

MARKETING & BUSINESS/ DEVELOPER ATTRACTION

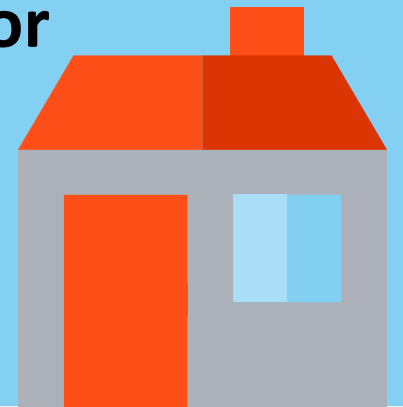
- Inform Neighborhood Quality TAC and Economic Opportunity TAC
- Identify barriers to development and how to address those
- Determine steps to improve marketability/value of Aviation-owned lots to be ready/available for development
- Develop streamlined process to expedite development in the Planning area

SOCIAL SERVICES RESOURCES & OPPORTUNITIES

- Inform Neighborhood Quality TAC and Cultural Celebrations TAC
- Identify needed social services for the area, desire of faith-based and non-faith-based organizations to be active or provide resources
- Determine steps to incorporating these services/resources into area planning or neighborhood services

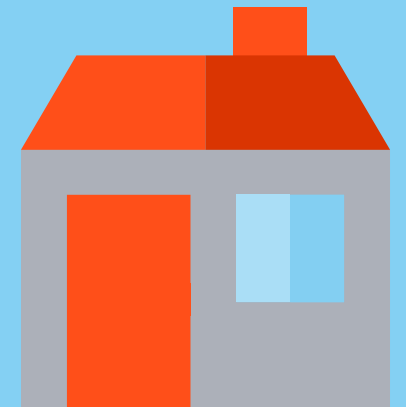
Role of the TAC

- **One part of the communication cycle**
- **Focus on a specific Planning Phase Goal**
- **Smaller group who can discuss the details**
- **Represent various interests for broader discussion and expertise**
- **An advisory body**
- **TAC discussions will support what ultimately is developed or implemented**



TAC Administration

- **Function like a committee** – with designated members
- **Observers are welcome** – complete a comment card to provide comments at a time for “public comment” but not interact with the committee
- **Summary meeting notes** provided to TAC members in attendance within 10 days of meeting for review, and later posted to website
- Most **topics for discussion** will take place in advance of going to the broader community . . . convey them as such (these are discussions, not decisions)



Your Role



- Be an **active** participant
- **Your attendance** at meetings is important
- Please **come prepared** - read all materials sent
- **Speak** for the individuals or organization you represent
- **Share information with** your neighborhood/organization
- **Bring back their ideas** for discussions or resources that will help us be successful
- **We're all part of the solution**



Questions?

Who or what group may be missing?

How would they help move this TAC's objectives forward?

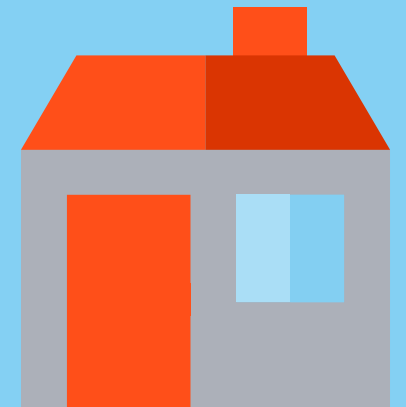


Our Rules of Engagement

How will we **work together?**

How will we **achieve consensus?**

How will we **manage our discussions?**



Community Meeting March 2018 Quick Hit Voting

RESULTS & FEEDBACK

110 +/-
PARTICIPANTS

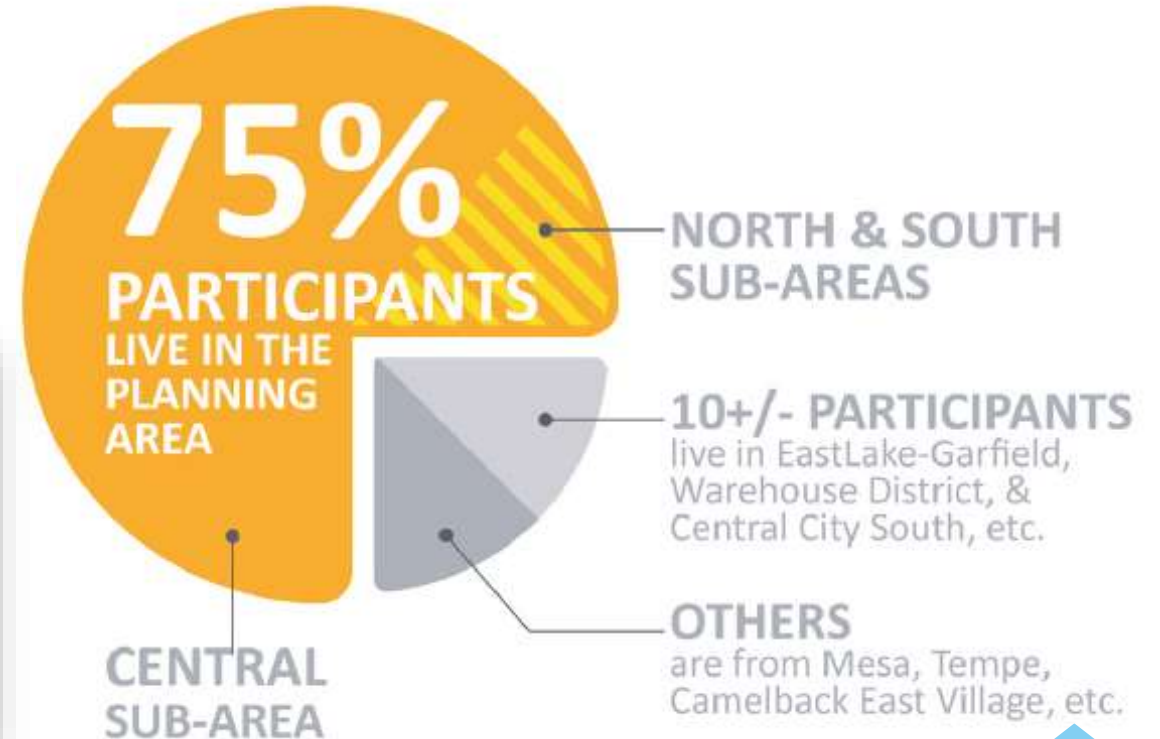


85 RESIDENTS
BUSINESS OWNERS
SCHOOL DISTRICT EMPLOYEES

15 CONSULTANT
TEAM MEMBERS

10 CITY STAFF

March 28, 2018
Gateway Central
City Campus



Quick Hits Discussion

Leslie Dornfeld
Kurt Nagle







Questions to think about during this Quick Hits discussion

- Where in the community should we **locate this Quick Hit**?
- **How can I help implement this Quick Hit**?
- **Can my organization team with community members to make this Quick Hit happen?**
- How can the **local residents/businesses get involved?**
- Are there **other partners and resources** that will help move this Quick Hit forward?



GOLD STAR

QUICK HIT WINNERS

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





DIYard



Grants & Loans for Home & Yard Improvement





DIYard

Grants & Loans for Home & Yard Improvement



Benefits

- Prevents deterioration of housing quality
- Helps beautify the community
- Supports local businesses

Partners

- Rebuilding Together-Valley of the Sun
- AZ Community Foundation
- PDIC
- City of Phoenix Neighborhood Services Dept.
- Porter Barn Wood
- Habitat for Humanity
- Phoenix IDA (Home in 5)

Execution Considerations

- Specific population aid eligibility (ie: veterans & disabilities)
- If applying for loans as a community enhancement group or individual basis
- Some partners may have lending restrictions



"COOL STREETS"

CONCEPTS

- Use landscaping/softscaping along active transportation corridors (6'x6", 7")
- Identify north/south streets for active transportation, wide bike lanes along "Cool Streets" (10", 12", 14")
- Cultural networks to include Washington/Jefferson transit linkages
- Include Sky Harbor station as major employer

PHX LAND REUSE STRATEGY | 2 IMPLEMENTATION

TODAY'S QUICK HIT IDEAS

GOAL 1: Stabilize and Strengthen Our Neighborhoods

GOAL 2: Promote Identity

COMPLEXITY

PHX LAND REUSE STRATEGY | 1 RECOMMENDED QUICK HIT IDEAS



Our Storefront

Land Reuse Info Headquarters



Our Storefront

Land Reuse Info Headquarters



Benefits

- Keeps community engaged with related news, events, & resources
- Physical reference point for neighborhood
- Builds neighborhood capacity

Partners

- Nuestro Barrio Neighborhood Organization
- Silvestre S. Herrera School
- HandsOn Greater Phoenix
- Phoenix Neighborhood Services Dept.
- Phoenix Revitalization Corporation

Execution Considerations

- Can transition from temporary display or cork/chalkboard sign to fully encompass retail space
- Location should be visible from street and along pedestrian activities for members outside and within the community to visit

3



The Green Edge

Sidewalk and Vacant Lot Edge Planting



The Green Edge

Sidewalk and Vacant Lot Edge Planting



Benefits

- Beautifies neighborhoods
- Creates activity on vacant lots
- Creates community pride

Partners

- PRC
- CPLC
- Home Depot
- Local Nurseries
- Phoenix Urban Farm
- City of Phoenix NSD
- City of Phoenix Office of Sustainability

Execution Considerations

- Neighborhood “Planting Day”
- Contest with a prize
- Coordinate with local Agriculture Extension office



Code Enforcement

Active Enforcement Program





Code Enforcement

Active Enforcement Program



Benefits

- Stabilizes and improves Community Image
- Beautified and safe community

Partners

- City of Phoenix
- PRC
- CPLC

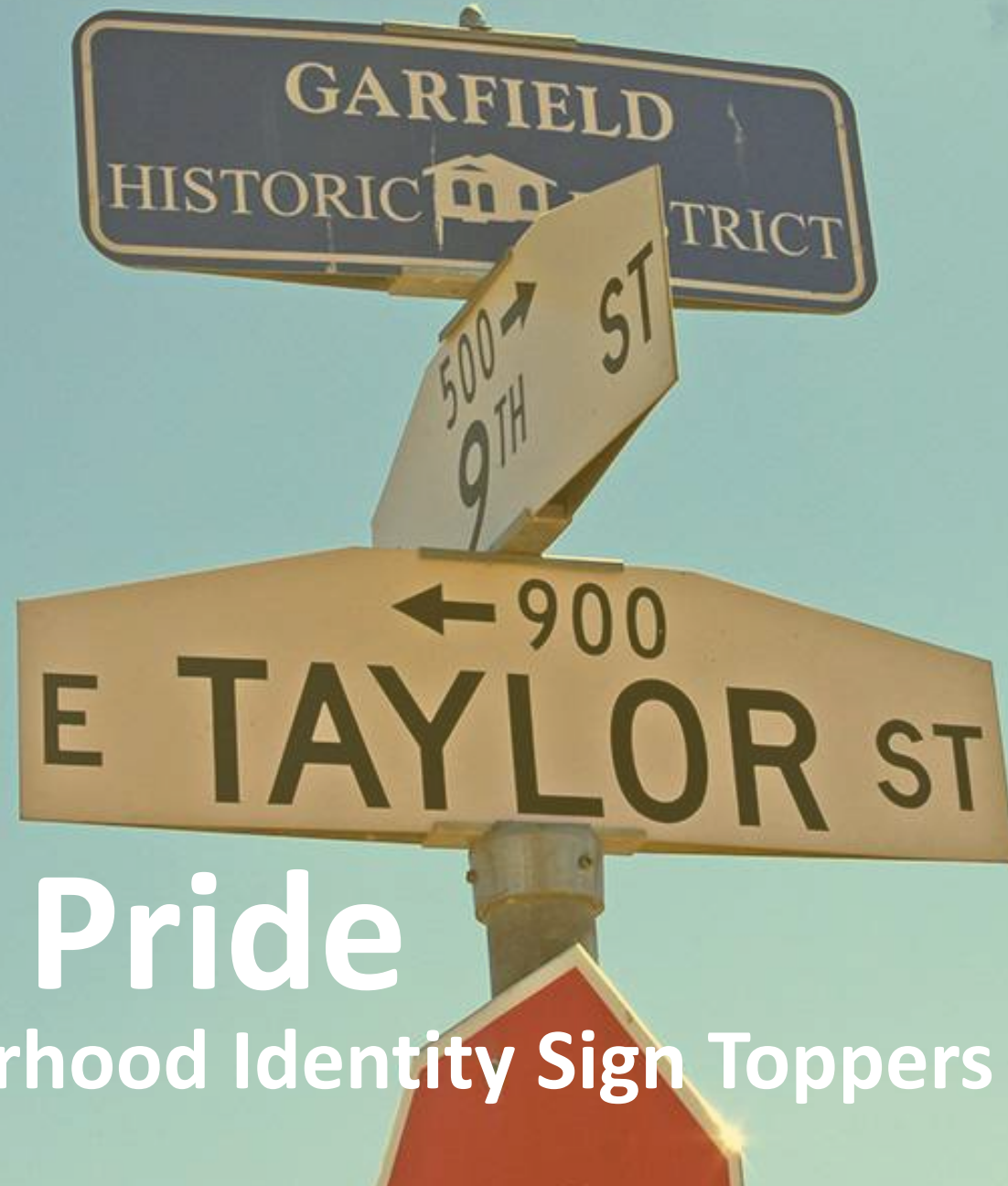
Execution Considerations

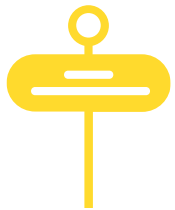
- Community led campaign
- Beautification projects
- Contest for best maintained yard
- Code enforcement classes
- Signs about property maintenance
- Letters mailed to residents and owners



Sign Pride

Neighborhood Identity Sign Toppers





Sign Pride

Neighborhood Identity Sign Toppers



Benefits

- Neighborhood Identity

Partners

- City of Phoenix Historic Preservation Department
- City of Phoenix Street Department
- City of Phoenix Planning Department

Execution Considerations

- Funding availability
- Sign design

BEST OF THE REST



GOAL A: STABILIZE & STRENGTHEN OUR NEIGHBORHOODS

Super Side Yards
Expansion & Improvement

The Tool Shed
A Lending Resource

Clean & Create
Lot Clean-up & Upcycling



GOAL B: PROMOTE IDENTITY & HERITAGE

Fun Pop
Pop-up
Pocket Parks
Pop-up Recreation

Community Cares
Health Fair &
Fun Day

Our Story Walking tour
Cultural Corridor
Tour



GOAL C: EXPAND ECONOMIC OPPORTUNITY

El Mercado
Seasonal
Market

Parking Share
Lot Lease for
Parking Program

Street Eats
Pop-Up
Restaurants &
Food trucks



GOAL A:

Stabilize & Strengthen Our Neighborhoods





Super Side Yard

Expansion & Improvement



Super Side Yard

Expansion & Improvement



Benefits

- Enables homeowners & businesses to beautify neighborhood through improving vacant adjacent lots

Partners

- City of Phoenix Aviation Department

Execution Considerations

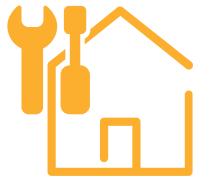
- Short-term lease agreements need to be developed
- Design guidelines/restrictions



The Tool Shed

A Lending Source





The Tool Shed

A Lending Resource



Benefits

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

Partners

- PRC
- Habitat for Humanity REStore
- Home Depot/Lowes'
- Goodwill

Execution Considerations

- Advertise to Neighborhood Groups
- Tool tracking/maintenance
- On-site attendant

eye lounge
a contemporary art space



Clean & Create

Lot Clean-up and Upcycling



Clean & Create

Lot Clean-up and Upcycling



Benefits

- On-going project
- Opportunities to establish relationships and improve the program

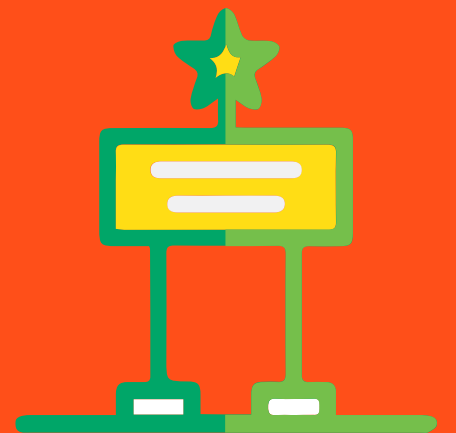
Partners

- Sky Harbor Coalition
- City of Phoenix Parks and Recreation
- GateWay Community College

Execution Considerations

GOAL B:

Promote Identity & Heritage





Fun Pop

Pop Up Pocket Parks / Pop-up Recreation





Fun Pop

Pop Up Pocket Parks / Pop-up Recreation

Pop-up Pocket Park



Benefits

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

Partners

- Kaboom
- Nature Play Begins Community Co-host
- HandsON Greater Phoenix
- Wesley Community Health Center-PHX campus
- Silvestre S. Herrera Elementary School
- City of Phoenix: PHXteens-Mobile Recreation program
- PLAY
- PRC

Execution Considerations

- Determine if physical space vs. programmatic pop-up, frequency & time of year, & permits



Fun Pop

Pop Up Pocket Parks / Pop-up Recreation



Pop-up Recreation



Community Cares

Health Care and Fun Day





Community Cares

Health Care and Fun Day



Benefits

- Promotes individual health
- Provides information on healthy foods & healthy lifestyles
- Can provide information about health care & health insurance

Partners

- Maricopa County
- Arizona Department of Health Services
- Phoenix Parks and Recreation Department
- Local Medical/Health Centers/Clinics
- Insurance Advocates (CoverArizona)
- Health Food Restaurants

Execution Considerations

- Advertising
- Determining a day and location
- One location and improvements for rotating events?



Our Story Walking Tour

Cultural Corridor Tour, Brochure & App



Our Story Walking Tour

Cultural Corridor Tour, Brochure & App



Benefits

- Highlights and brings to life cultural corridor
- Community members can tell the story of their neighborhoods
- Creates neighborhood pride

Partners

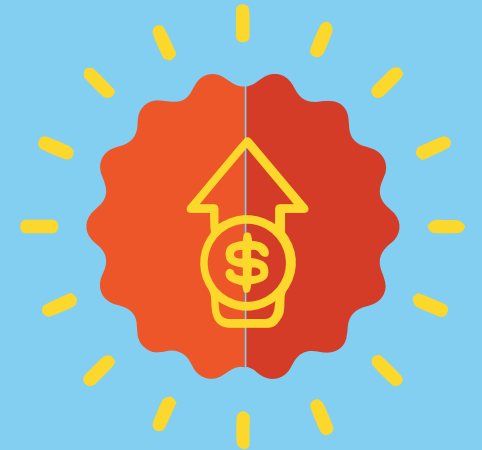
- Current and past residents
- Arizona Historic Society

Execution Considerations

- Deciding key areas of focus
- Signing along the route
- Virtual or In-Person require different levels of effort

GOAL C:

Expand Economic Opportunity



STRADEFEST FARM
CARROTS
\$3/BUNCH

STRADEFEST FARM
HAKUREI TURNIPS
\$3/BUNCH

STRADEFEST FARM
RADISHES
\$3/BUNCH



El Mercado

Seasonal Market



El Mercado

Seasonal Market



Benefits

- Access to affordable, local, & fresh food
- Community gathering event brings activity
- Showcase local entrepreneurs and artists
- Support local economy & farming activity

Partners

- ArtDetour
- Discovery Triangle
- Community Food Connections (CFC)
- PHX Open Air Market
- Ranch Market
- Arizona Farmers Market Coalition
- XICO Arte y Cultura

Execution Considerations

- Consider expanding into arts & crafts
- Permits
- Market demands for Farmers Market



Street Eats

Temp Food Truck Pod / Pop-Up Restaurants



Street Eats

Temp Food Truck Pod / Pop-Up Restaurants



Benefits

- Supports existing economic activities within the area
- Creates activity within the area
- Can demonstrate a market or need for a permanent use

Partners

- Local Restaurants
- The New Times
- The Phoenix Streets Food Coalition
- Porter Barn Wood
- City of Phoenix Aviation Department
- PRC

Execution Considerations

- Advertising
- Permits
- Clean-up



 **Parking Share**
Lot Lease for Parking Program



Parking Share

Lot Lease for Parking Program



Benefits

- Provides businesses with additional parking

Partners

- City of Phoenix Aviation Department

Execution Considerations

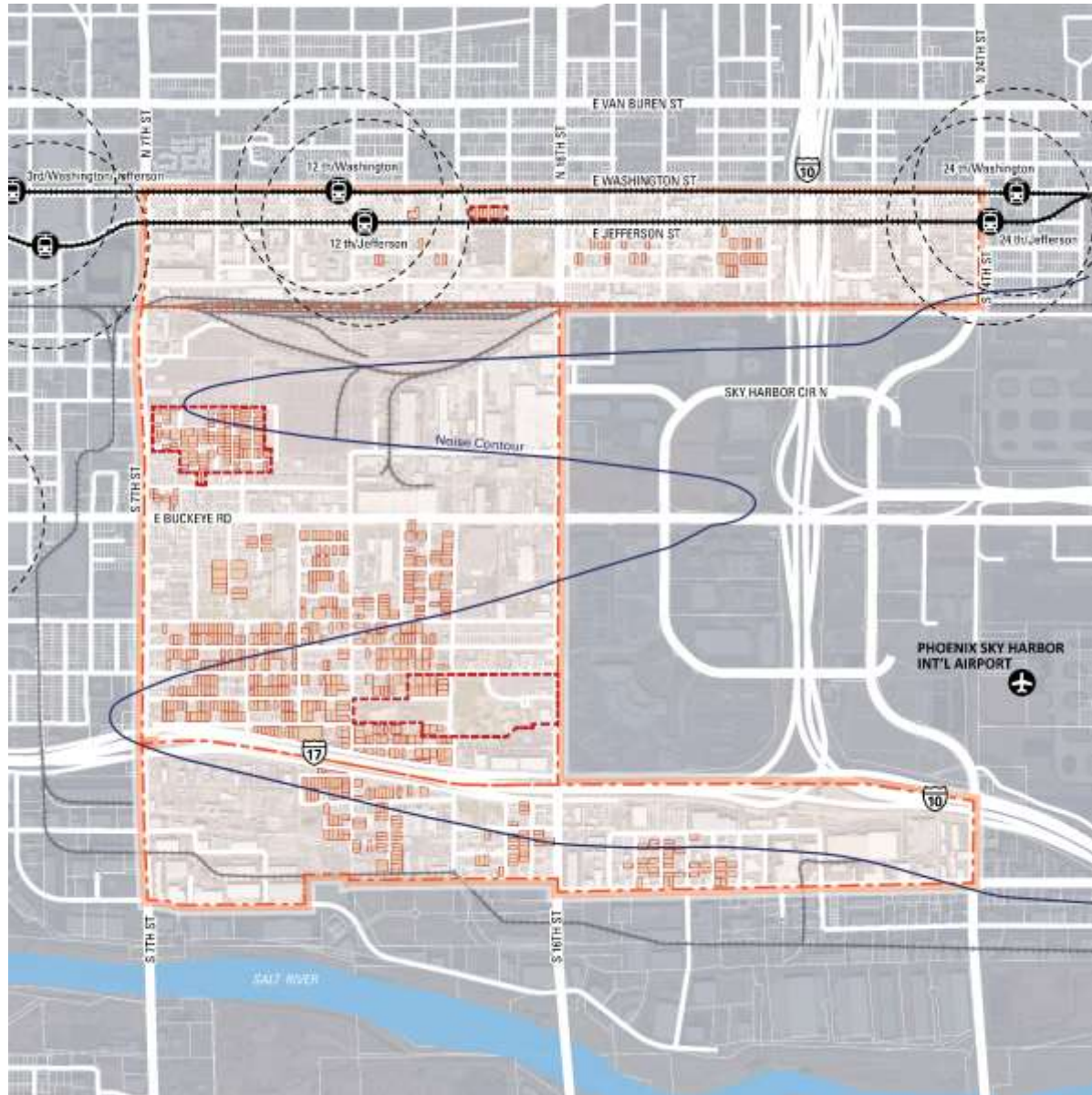
- Short-term leasing program needs to be developed

Preparing for Spark Areas Development Options

SETTING THE STAGE

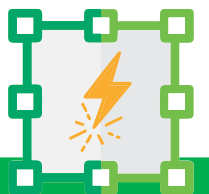
Kurt Nagle

Spark Areas & Noise Land



LEGEND

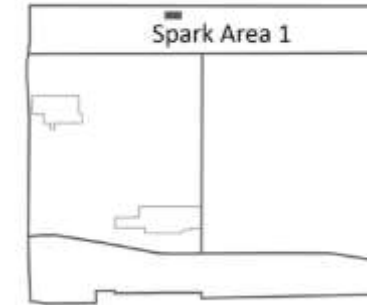
-  Airport Owned Noise Land
-  Spark Area
-  Light Rail Alignment + Stop w/ 1/4-mile radii
-  Waterways
-  Noise Contour
-  Planning Area



Site 1: Eastlake Park



KEY MAP



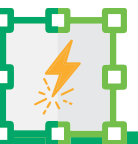
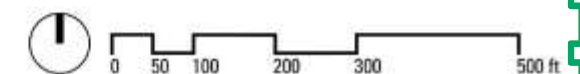
LEGEND

PROPERTY STATUS

- Spark Area
- Airport Owned Noise Land

COMMUNITY RESOURCES/ASSETS

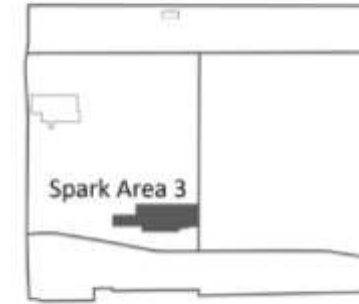
- Cultural Corridor
- Light Rail Alignment
- Parks & Open Spaces



Site 3: Barrios Unidos

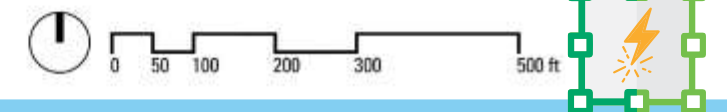


KEY MAP



LEGEND

- PROPERTY STATUS
 - Spark Area
 - Airport Owned Noise Land
- COMMUNITY RESOURCES/ASSETS
 - Cultural Corridor
 - Parks & Open Spaces



A man in a dark suit is speaking into a microphone. Behind him are banners, one of which clearly displays the AFL-CIO logo and the words 'UNION LABOR'. The entire image has a blue color overlay.

Open Discussion

What's Next?

- Action Items from this Meeting
- Your Take-aways
- Our Next Agenda
- Next Meeting Date/Time



Public Comments

Thank You!



IMPLEMENTATION