

11.08.2018
COMMUNITY MEETING
SPARK AREAS + BLOCK
PLANNING REVIEW

MEETING PRESENTATION

Santa Rita Center
1017 E. Hadley

PHX Land Reuse Strategy

Spark Areas and Block Planning Review

November 8, 2018

Welcome

Agenda

Welcome

Thinking Big

Spark Areas

What's Next



Timeline



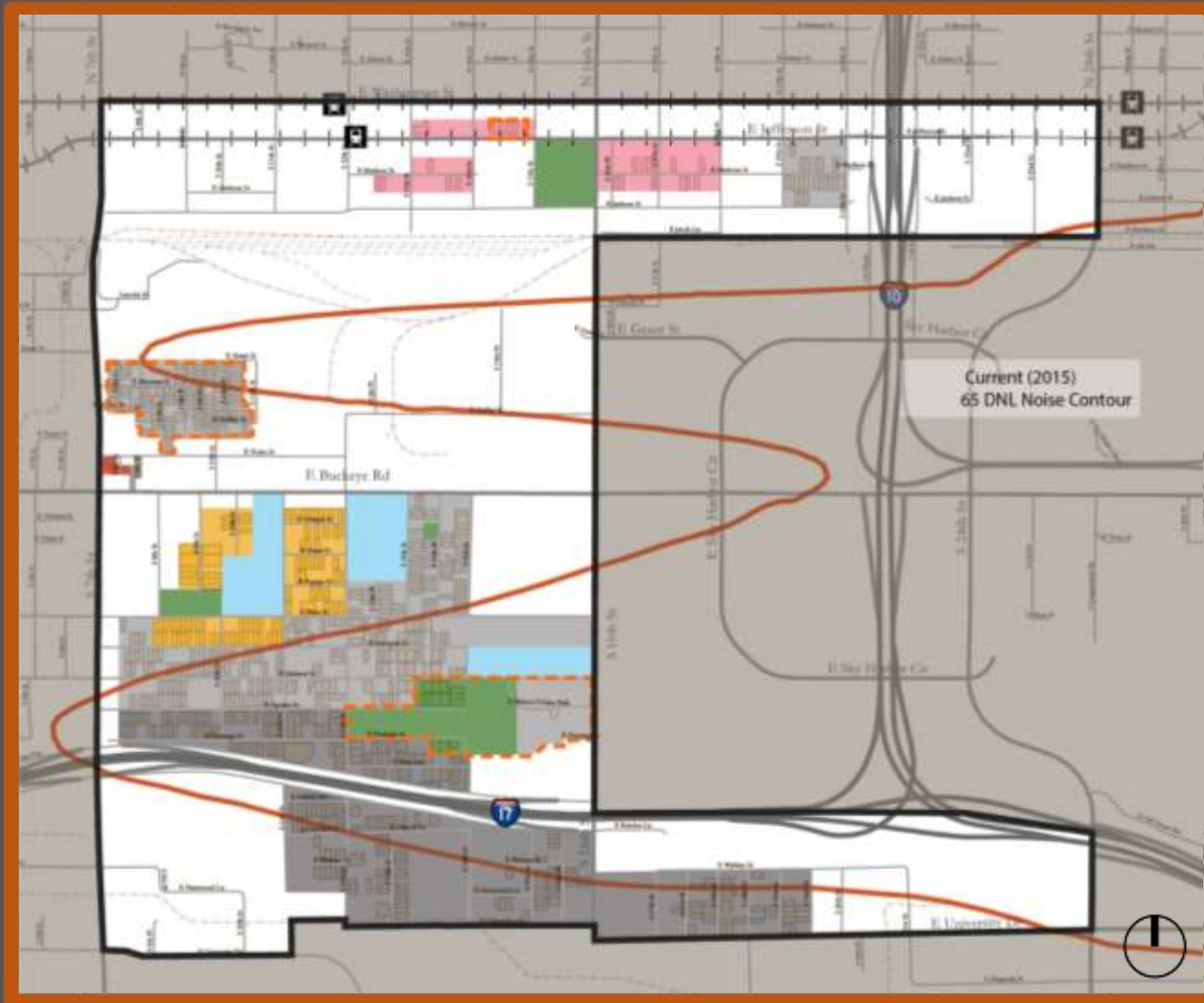


PHASE
1

VISION & PLANNING


- **2+ YEARS**
- **20 COMMUNITY MEETINGS**
- **90+ SMALL GROUP MEETINGS**
- **600+ PARTICIPANTS**
- **3 COMMUNITY GOALS**
- **3 REDEVELOPMENT STRATEGIES**


Vision & Planning





Definitions


 **Study Area Boundary**


 **Core Village**—Traditional low-scale residential area (density of 5-10 units per acre). Uses may include single or multi-family dwellings, existing and infill replacement housing, residential live-work, and complimentary community-benefit spaces (i.e. community garden, pocket park, etc.).

 **Mixed Use**—North of Jefferson Street, this designation refers to compatible residential and non-residential uses co-located vertically within a multi-level structure. Elsewhere in the Study Area, this designation may refer to residential properties combined with workshop, studio, office, or other uses supporting home occupations. This designation also supports complementary features including parking, open space, and drainage, as well as community-benefit spaces such as community gardens, pocket parks, etc.

 **Commercial**—Primary land uses include retail, office, service, entertainment, and apartment development in formats appropriate to the setting and transportation network.

 **Industrial**—Consists of regional-scale land uses such as warehousing and distribution, manufacturing, food processing, utilities, and storage.

 **Small Business/Flex**—Includes a variety of low- to moderate-intensity, non-residential uses. Uses may include office, research and development, biotech, small-scale manufacturing, retail, business incubators, showrooms, artisan production, small business and transitional uses. This designation supports opportunities for infill community-benefit spaces like urban farms and pocket parks.

 **Education/Institutional**—Lands occupied by educational facilities including preschools, primary and secondary schools, colleges and universities, and supporting uses, or institutional facilities such as fire and police stations.

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

Goals



Neighborhood

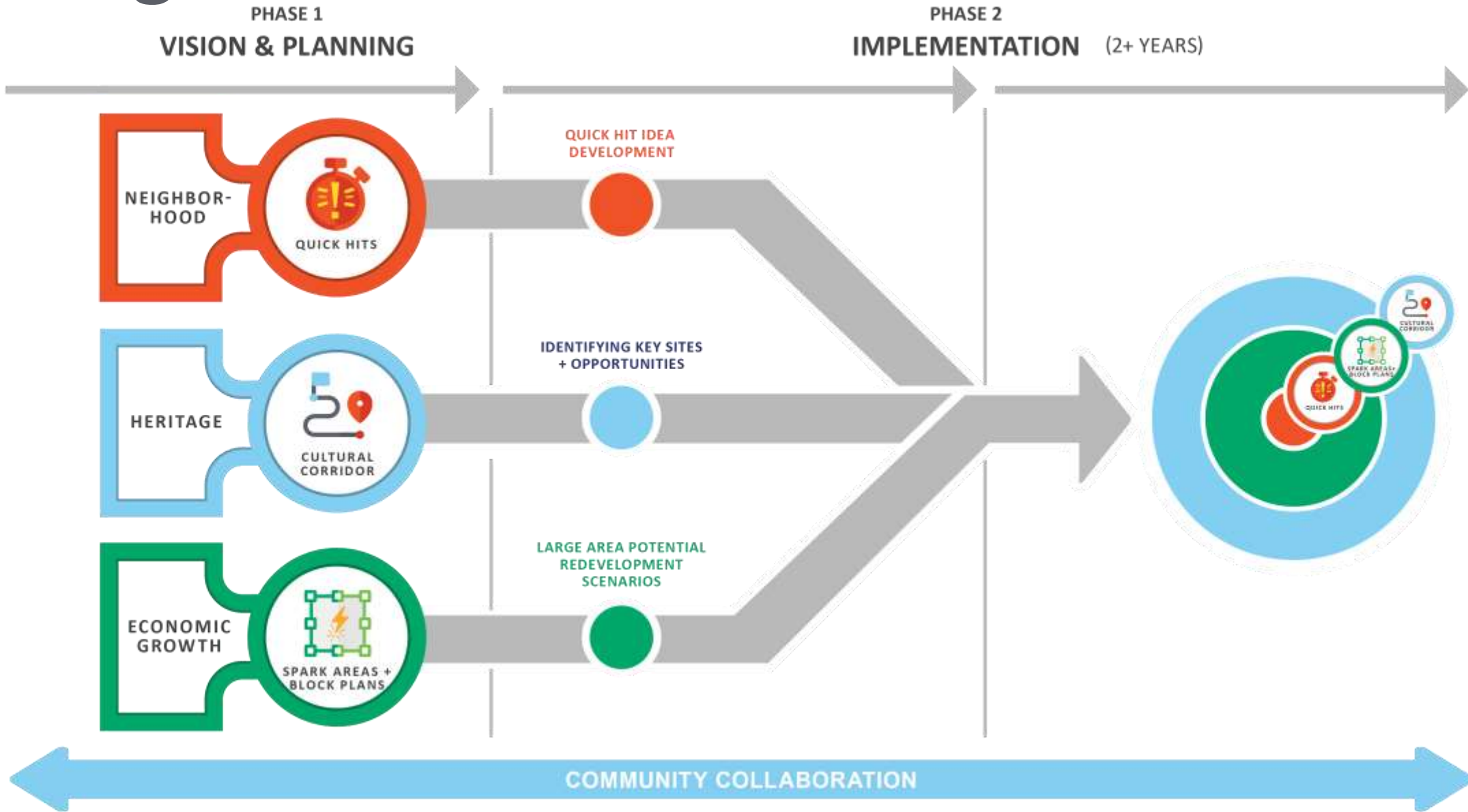


Heritage



**Economic
Growth**

Integration



Development Areas



SPARK AREAS ARE THE BIGGEST + MOST COMPLICATED

LONG-TERM

SPARK AREA



5 to 10 years

- 3 total
- 2 - 60 acre in size
- Clusters of acquisition parcels
- Near major infrastructure
- Transformative - public input needed
- Significant economic role

MID-TERM

BLOCK



2 to 5 years

- 41 total
- 1-4 acres in size
- Neighborhood compatible
- Land swap or sell to the City

SHORT-TERM

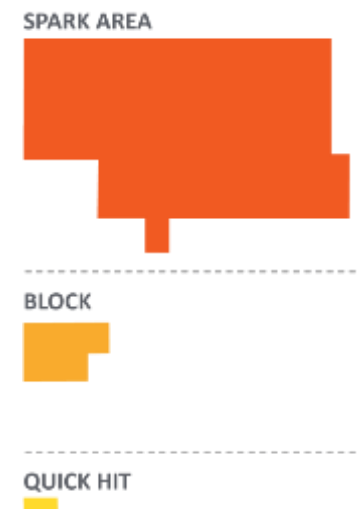
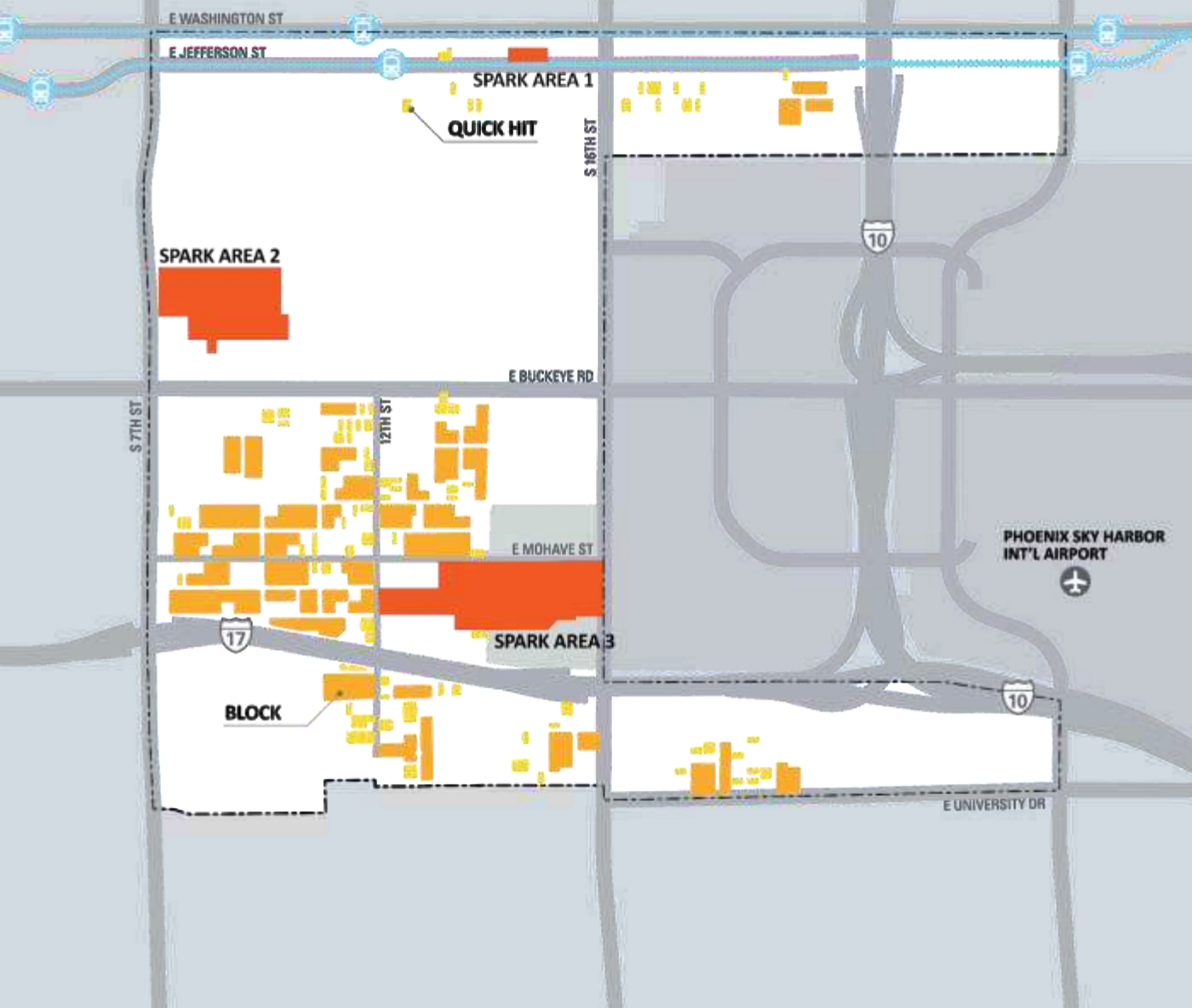
QUICK HIT



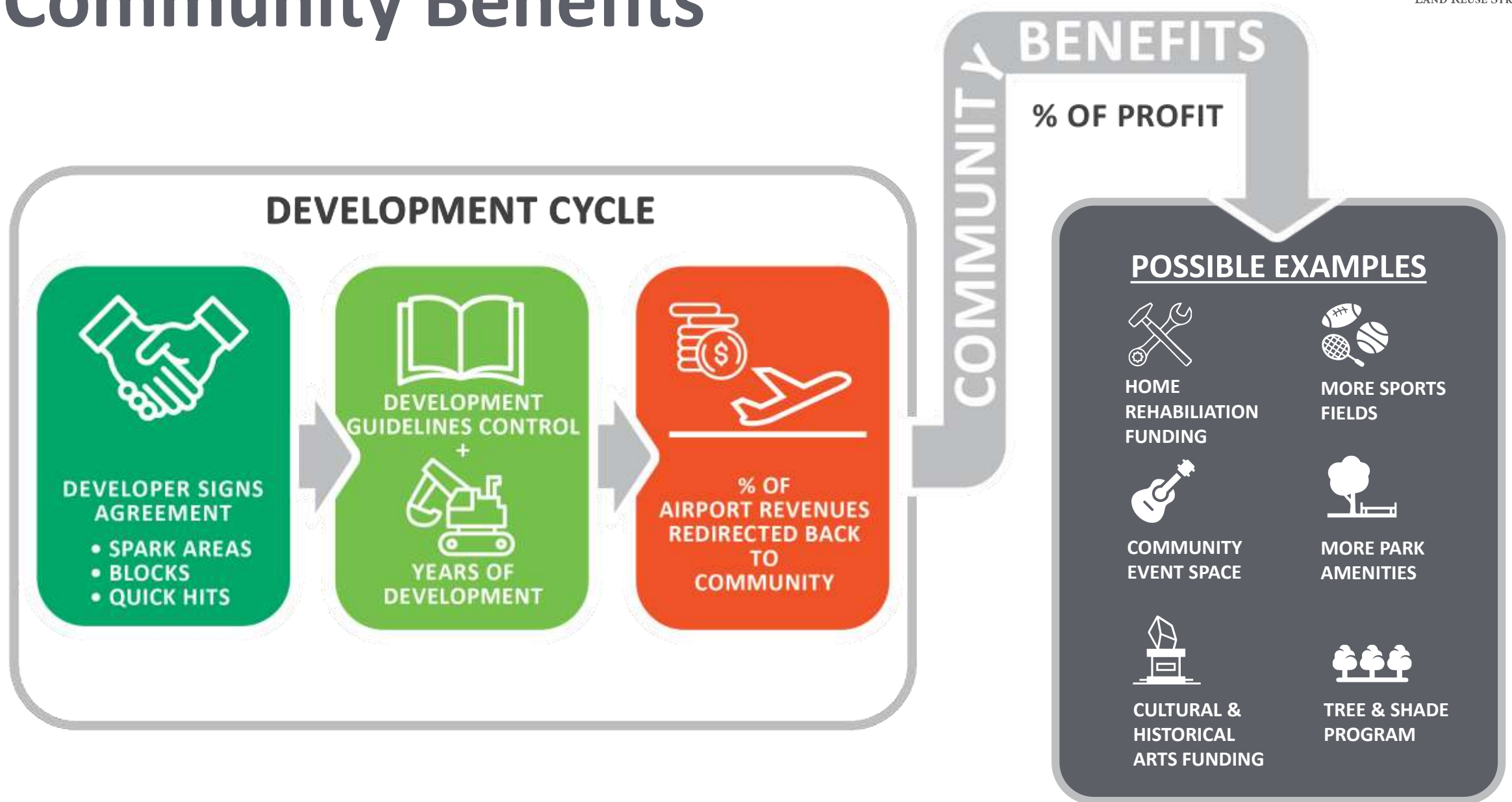
0.5 to 2 year

- 90+ parcels
- 0.15 acres in size
- Community-oriented, community-led

Development Areas



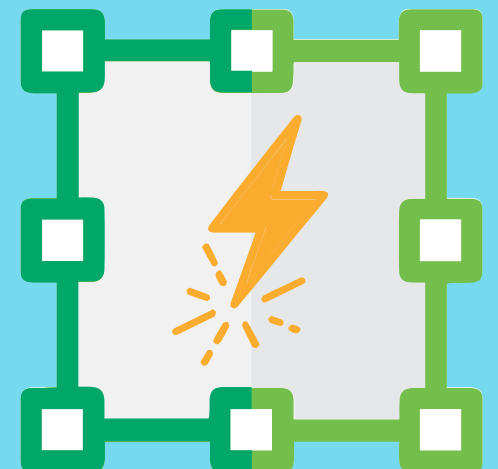
Community Benefits



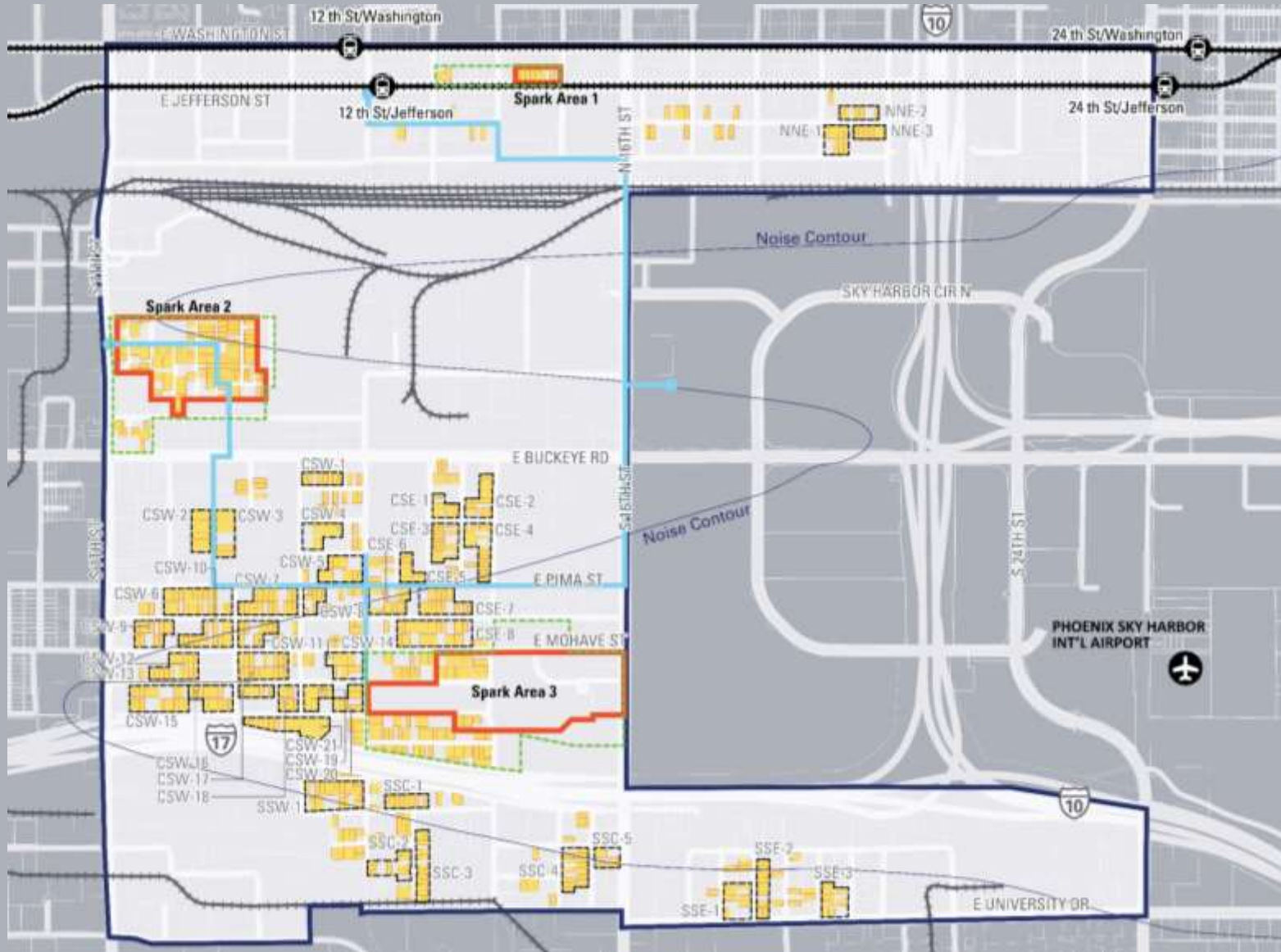
Community Benefits












Development Concepts



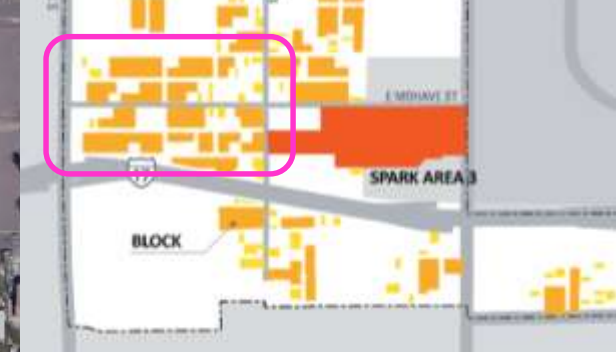
Block Planning



-  Planning area
-  Airport noise land parcel
-  Spark Areas
-  Potential expanded Spark Areas
-  Block Plans
(Contiguous noise land parcels w/ adjacent alley vacations and property acquisition totaling over 1 acre in size)
-  Noise contour
-  Cultural Corridor (Original Alignment)
-  Light rail alignment
-  Waterways

Block Planning

Nuestro Park



E Pima St

E Cocopah St

E Mohave St

E Apache St

E Durango St

S 7th St

S 10th St

S 11th St

S 12th St

I-17

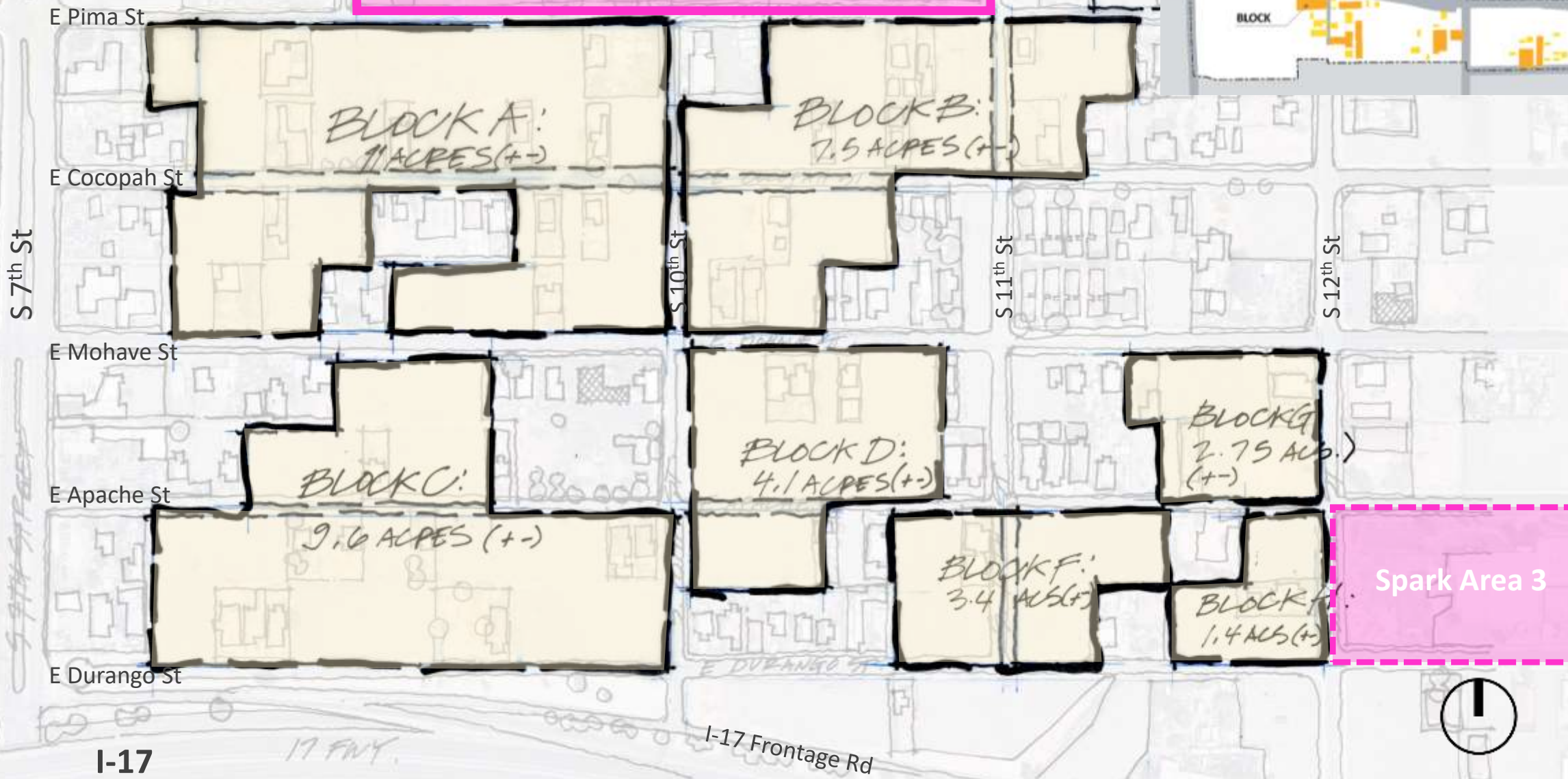
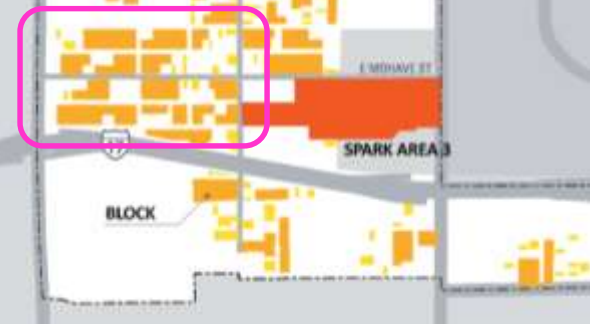
I-17 Frontage Rd

Spark Area 3



Block Planning

Nuestro Park



I-17

17 Fwy.

I-17 Frontage Rd

Spark Area 3

Spark Area 1

Eastlake Park Neighborhood

**Expanded Site
Area: 3.8 AC +/-**

Site Area: 1.3 AC +/-

S 13th St

S 14th St

E Jefferson St

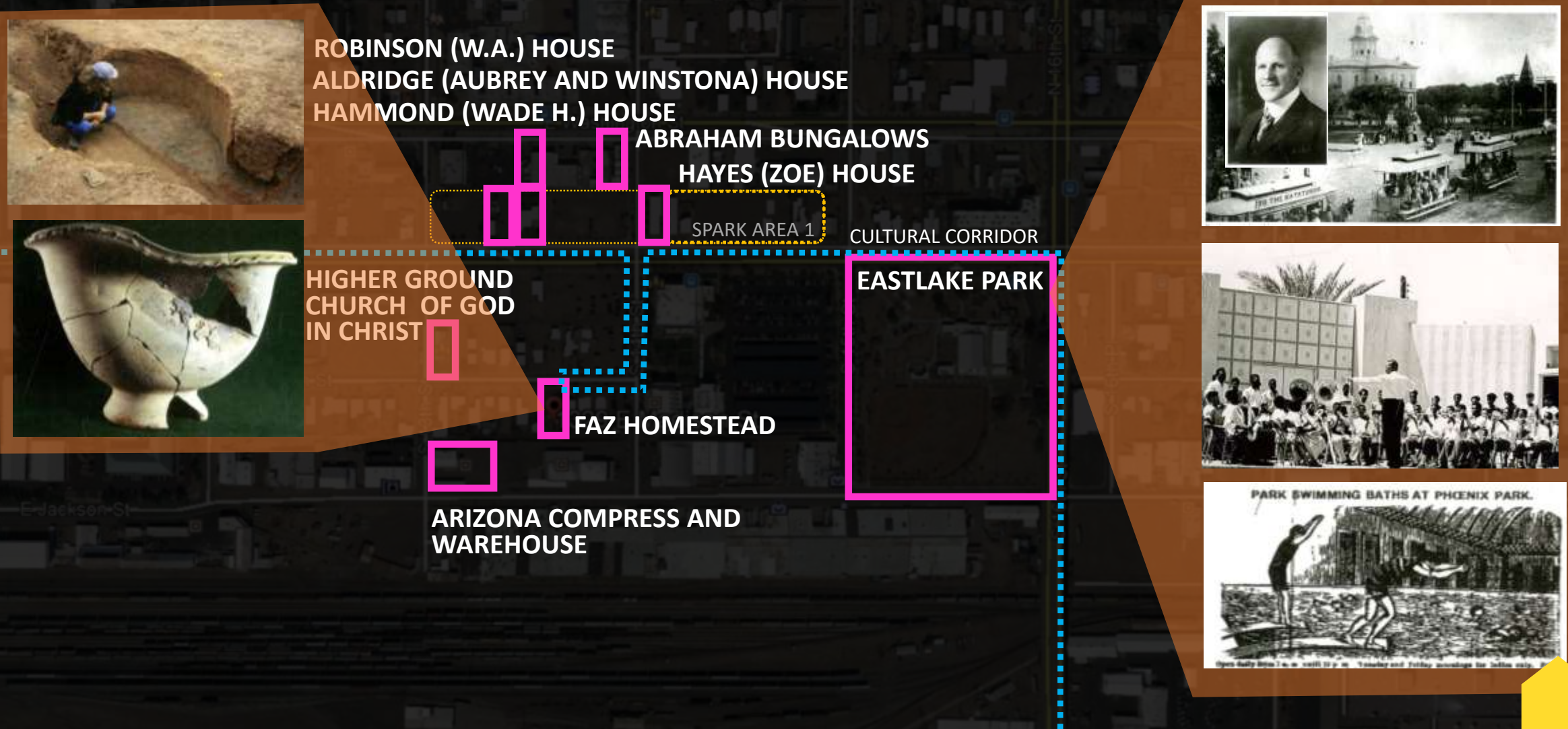
S 15th St



What the Community Said

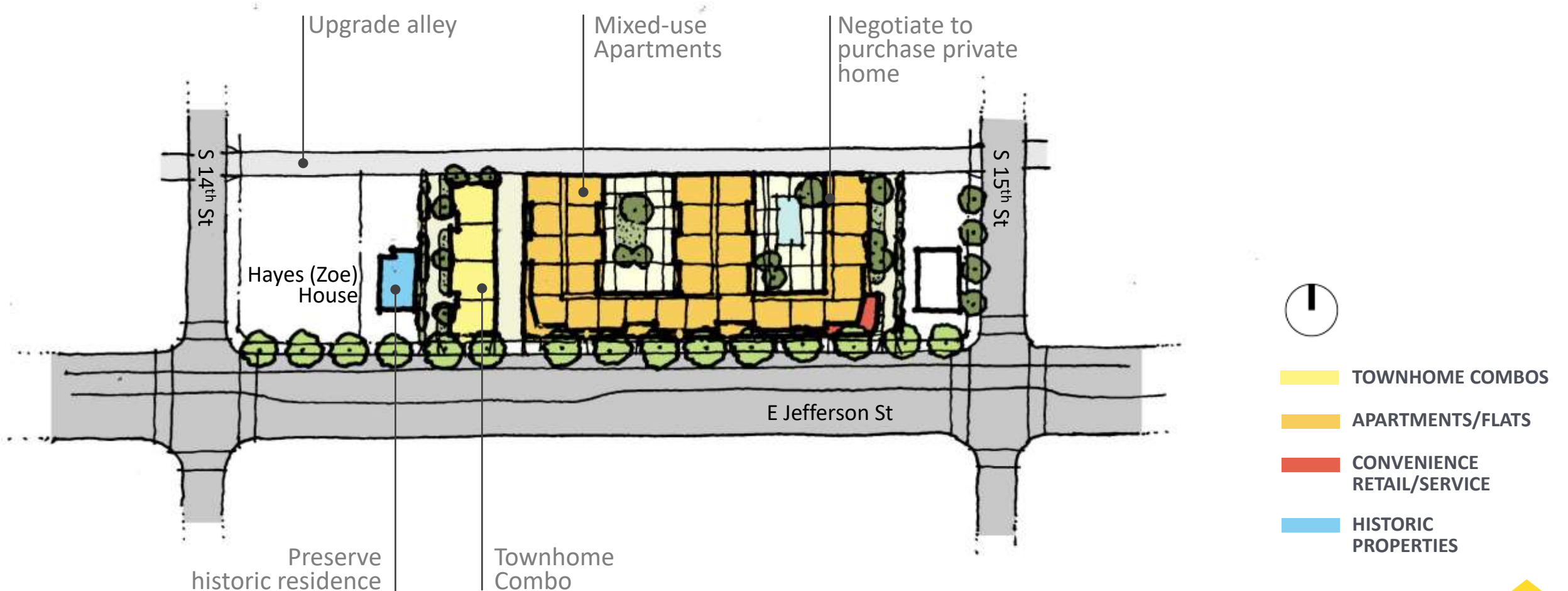
- **Residential mixed-use and mixed-income**
- **Transit Oriented Development**
- **Close to Downtown**
- **Multi-level**
- **Complementary uses and amenities**

History / Culture Moment



Scenario A

Mixed-Use Apartments + Townhome Combos



Scenario A

Mixed-Use Apartments + Townhome Combos

TOWNHOME COMBO



APARTMENT/FLAT



CONVENIENCE RETAIL/SERVICE



ROBINSON (W.A.) HOUSE

ALDRIDGE (AUBREY AND WINSTONA) HOUSE

HAYES (ZOE) HOUSE

S 14th St

E Jefferson St

S 15th St

Land Area: **1.24 AC**

Total GSF*: **144,100 SF**

Including:

8 Townhome Combos

151 Apartments/Flats

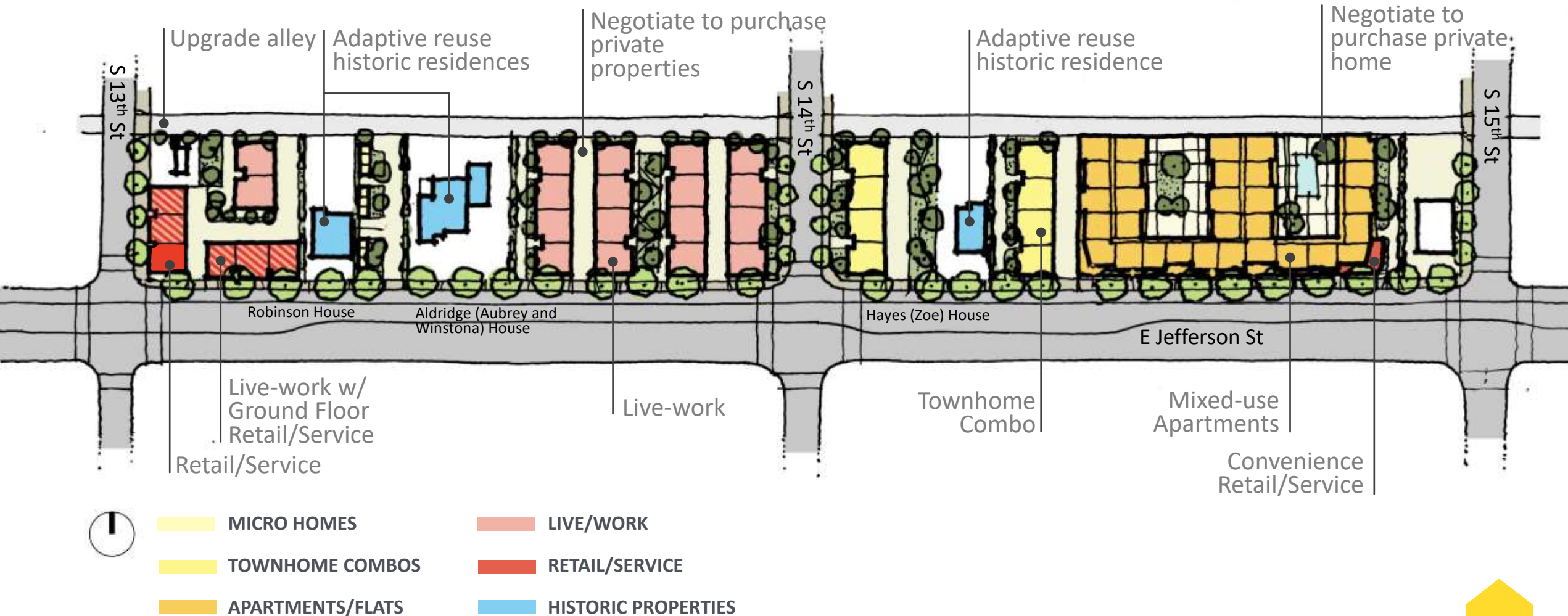
2,200 GSF Retail/Service

* Gross Square Feet



Scenario B

Mixed-Use Apartments + Live-Work



Scenario B

LIVE-WORK



TOWNHOME COMBOS



APARTMENTS/FLATS



RETAIL/SERVICE



S 13th St

ROBINSON HOUSE

ALDRIDGE (AUBREY AND WINSTONA) HOUSE

S 14th St

HAYES (ZOE) HOUSE

E Jefferson St

S 15th St

LIVE-WORK w/
RETAIL/SERVICE



MICRO/TINY HOMES



Mixed-Use Apartments + Live-Work

Land Area: **3.00** AC

Total GSF*: **175,100** SF

Including:

- 16 Townhome Combos
- 3 Microhomes
- 48 Live/Work
- 151 Apartments/Flats
- 6,400 GSF Retail/Service

* Gross Square Feet



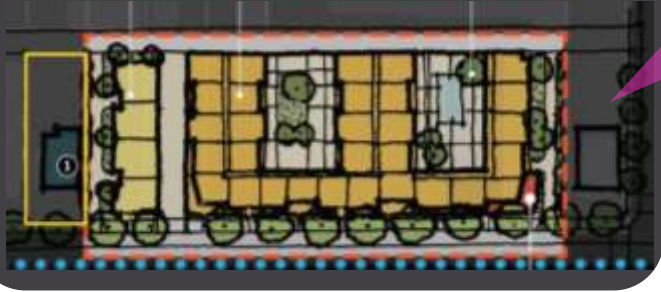
Table Exercise

Table Exercise

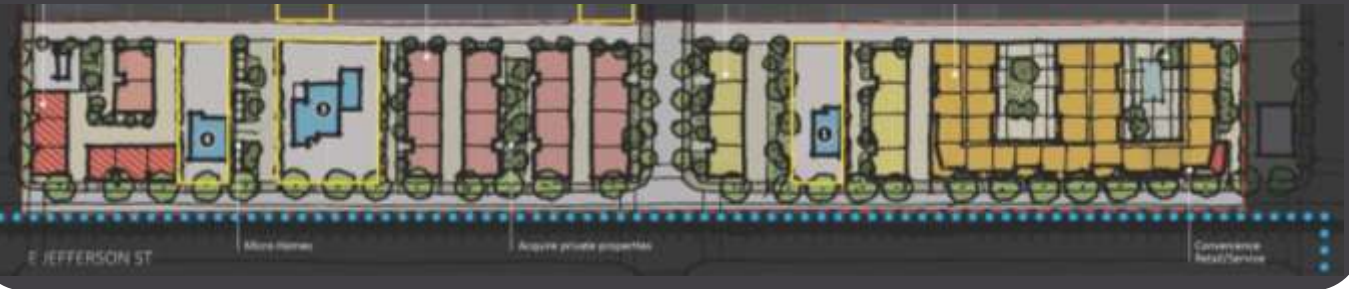
Step 1: SELECT AN OPTION

Of the options shown, pick your favorite option and paste it to your tapestry.

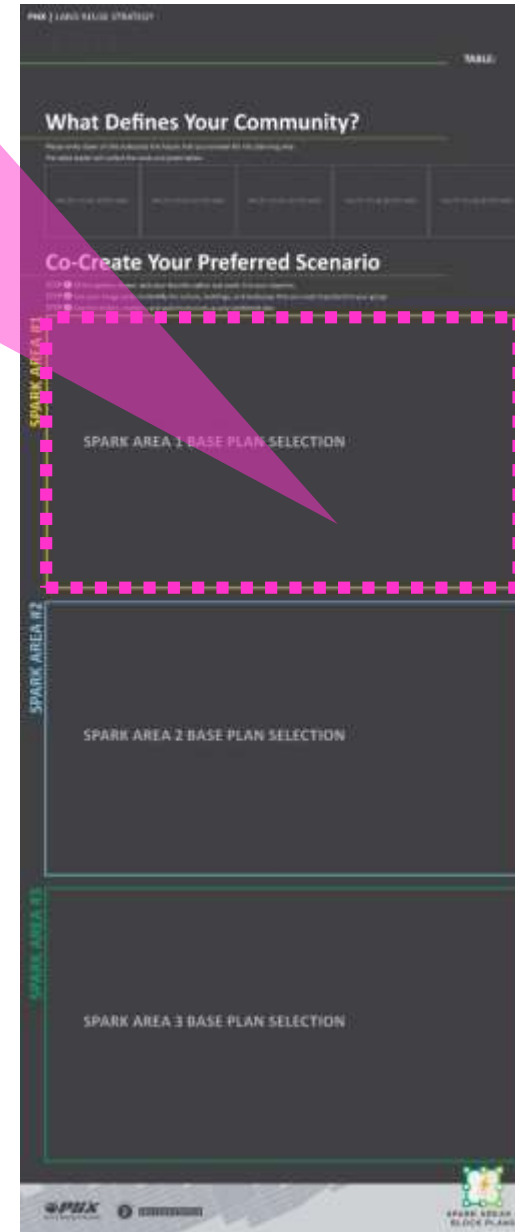
Option A



Option B



Tapestry



Cards w/ Images

Building



Culture



Landscape



Fluorescent Markers



Dots w/ Icons



Table Exercise

Step 2: IDENTIFY KEY CHARACTER

Use your image cards to identify the culture, buildings, and landscape that are most important to your group.



COMMUNITY GOALS

- Residential mixed-use and mixed-income
- Transit Oriented Development
- Close to Downtown
- Multi-level
- Complementary uses and amenities

Tapestry



Cards w/ Images

Building

Culture



Landscape



Fluorescent Markers



Dots w/ Icons



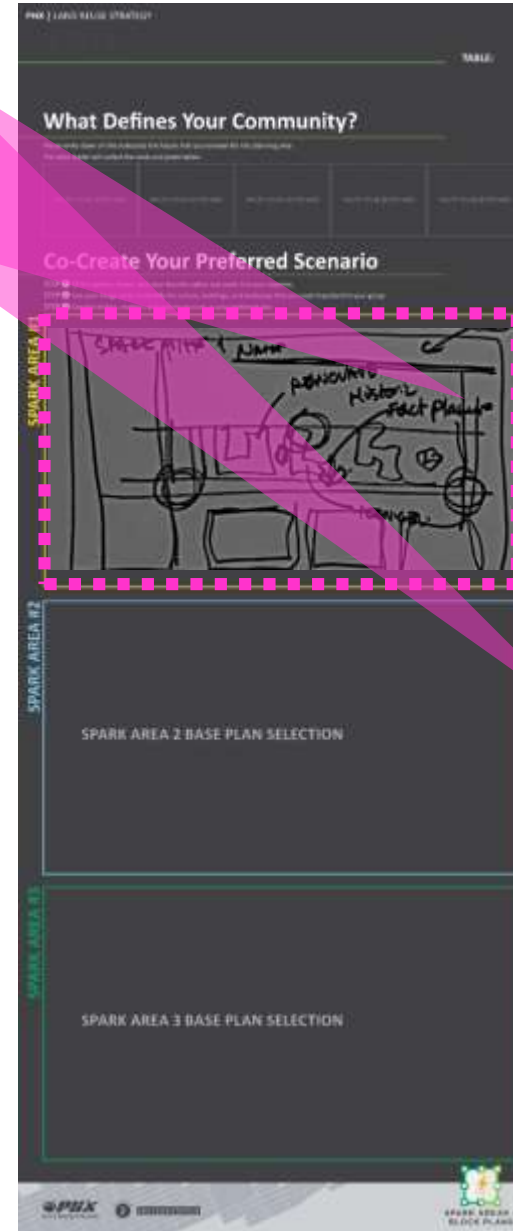
Table Exercise

Step 3: MARK UP THE PLAN

Use the stickers, markers, and post-Its to mark up your preferred plan.



Tapestry



Cards w/ Images

Building

Culture



Landscape



Fluorescent Markers



Dots w/ Icons



Table Exercise

Step 3: MARK UP THE PLAN

Use the Stickers, Markers, and Post-Its to mark up the Preferred Plan.

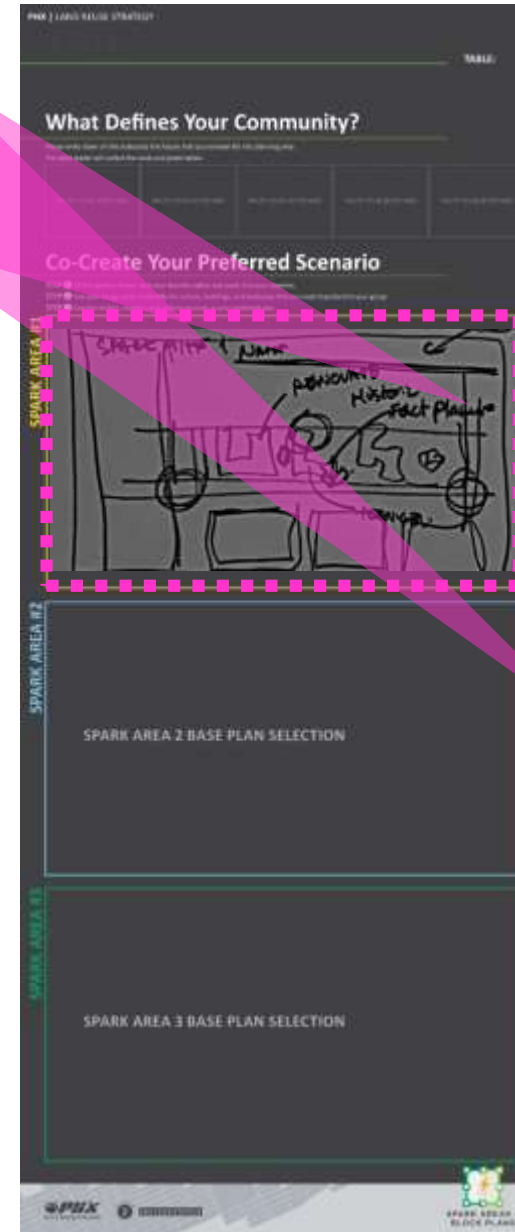
EXPERIENCE DOTS



QUALITY DOTS



Tapestry



Cards w/ Images

Building

Culture



Landscape



Fluorescent Markers



Dots w/ Icons

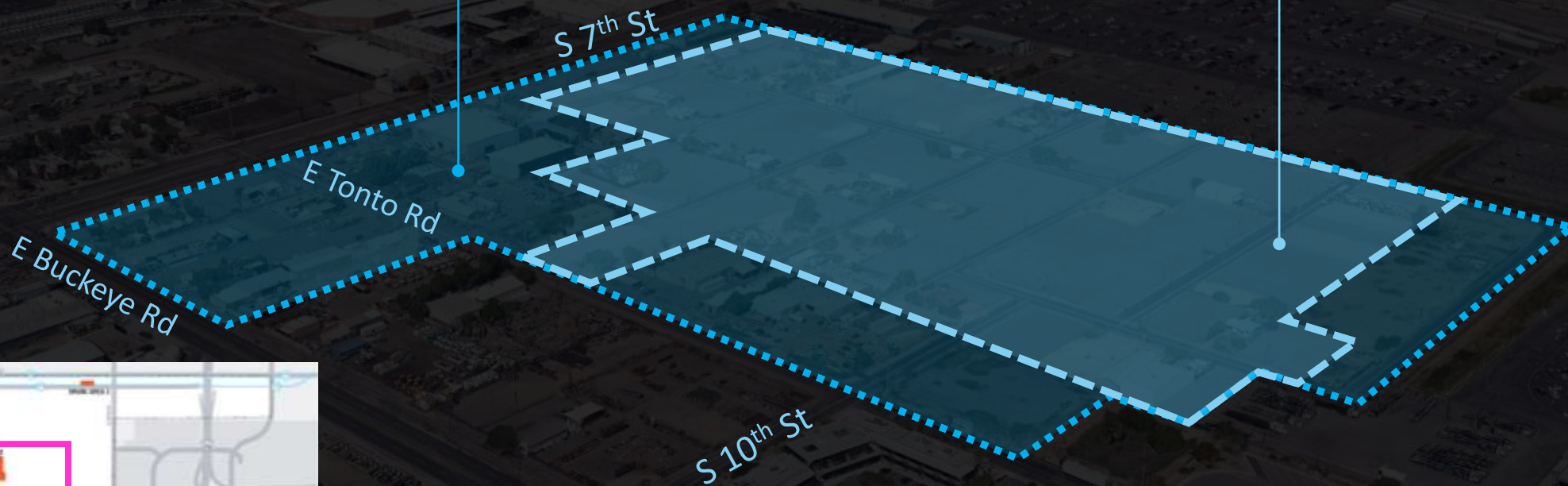


Spark Area 2

El Campito

Expanded Site
Area: 33.3 AC +/-

Site Area: 22.8 AC +/-



What the Community Said

- **Innovation Corridor**
- **Small business/flex space, co-working, incubators**
- **Research & Development, small-scale manufacturing, bio-tech, artisan production**
- **Retail, community services**
- **Land swap and/or sell to the City**

History / Culture Moment

ASU GRANT ST STUDIO
(SOUTHWEST COTTON COMPANY)

716 S 7TH ST

CULTURAL CORRIDOR
SPARK AREA 2

SANTA RITA CENTER

JONES – MONTOYA HOUSE

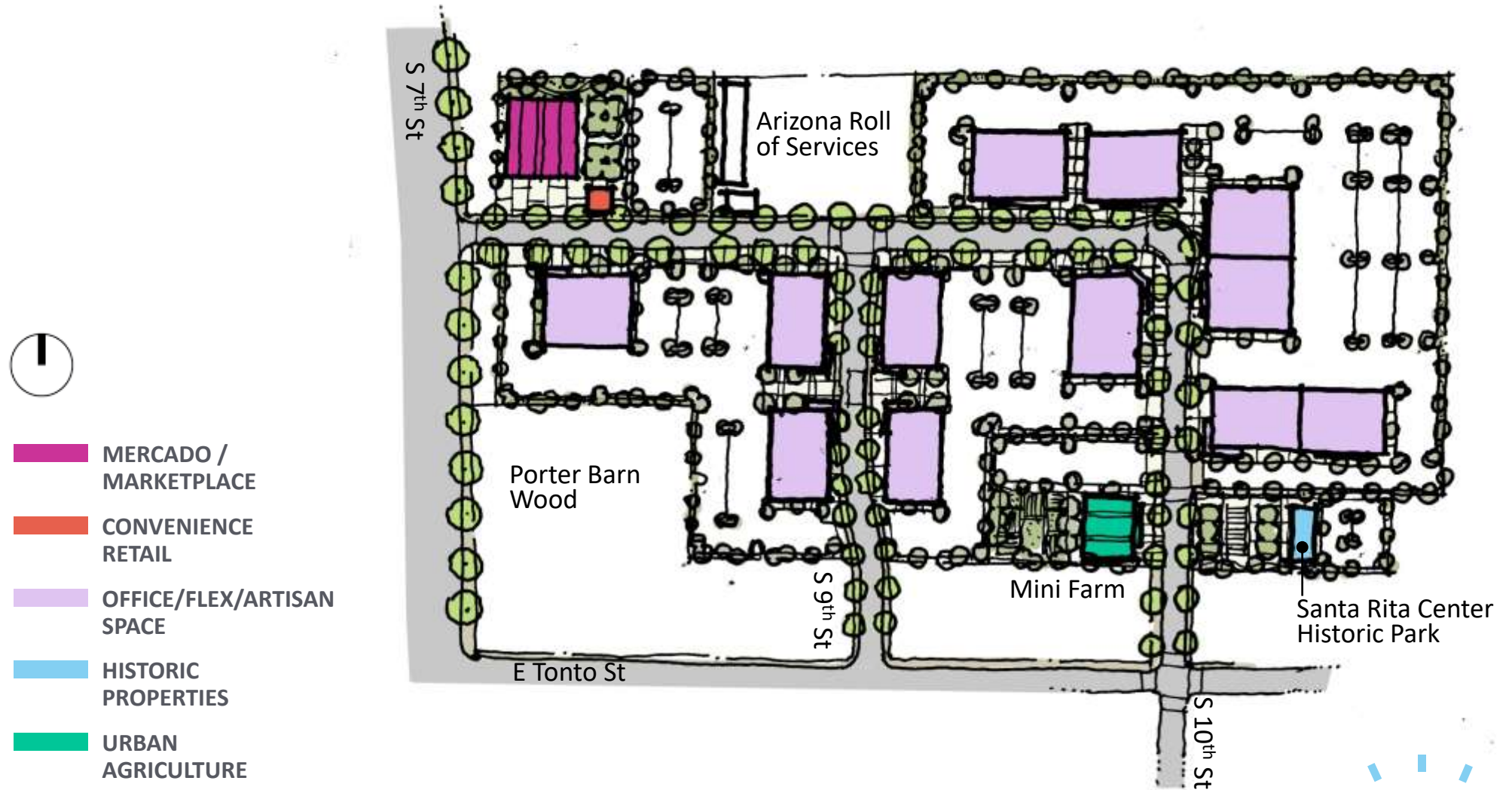


FATHER BRAUN O.F.M. MEMORIAL
DISTRICT CONCEPT W/SIGNS/STATUE



Scenario A

Office/Flex + Mercado



Scenario A

Office/Flex + Mercado

OFFICE/FLEX



URBAN GREENHOUSE



Land Area: **22.88 AC**

Total GSF*: **228,000 SF**

Including:

16,000 GSF Mercado

2,000 GSF Retail/Service

210,000 GSF Office/Flex/ARTISAN SPACE

* Gross Square Feet



MERCADO



OFFICE/FLEX



S 7th St

PORTER BARN WOOD

ARIZONA ROLL OF SERVICES

S 9th St

S 10th St

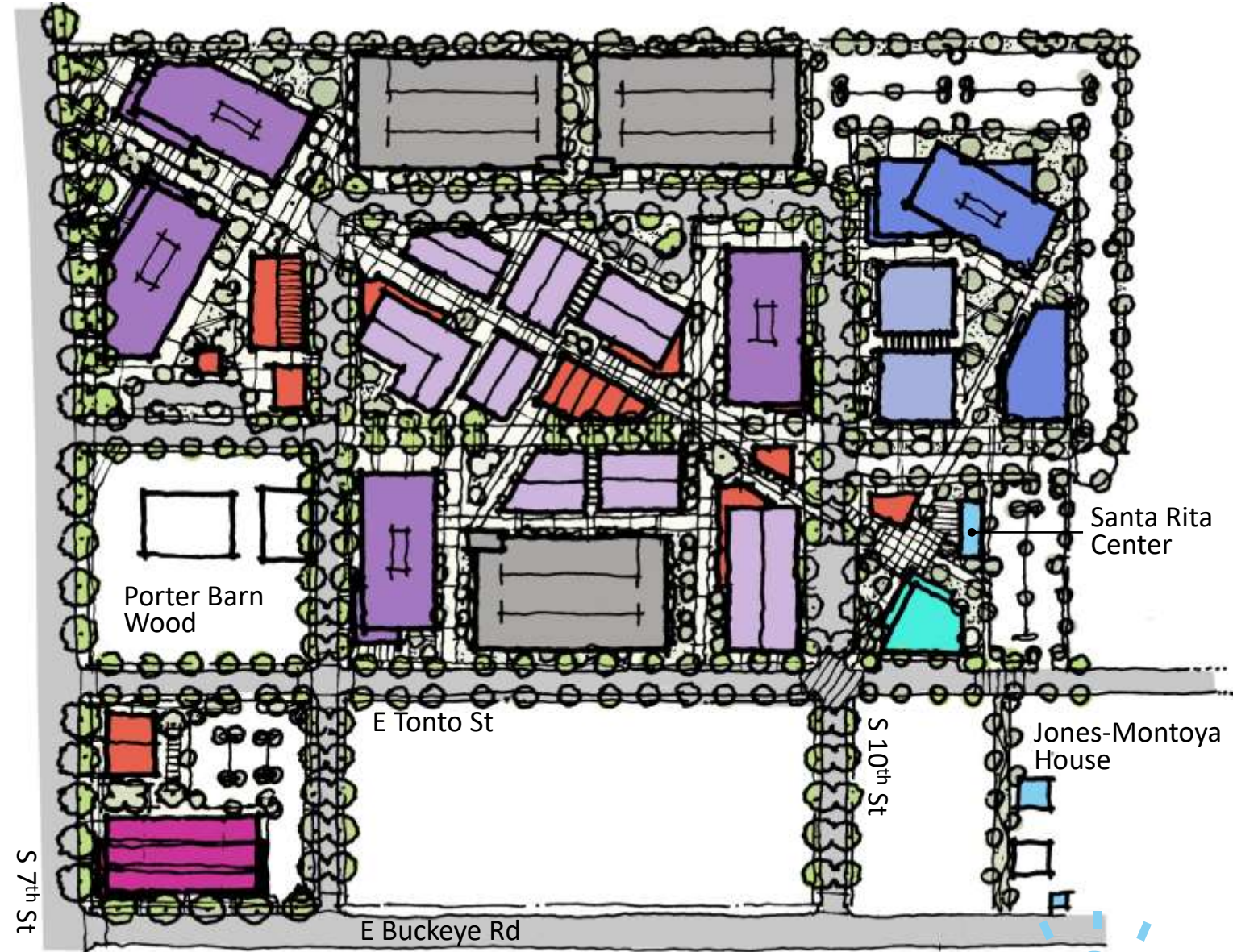
E Tonto St

SANTA RITA CENTER HISTORIC PARK

Scenario B

Creative Campus + Makerspace

- 
- MERCADO / MARKETPLACE
 - CONVENIENCE RETAIL / F&B
 - OFFICE CONDO / MAKERSPACE
 - CREATIVE OFFICE/ LIFESTYLE TECH
 - TECHNICAL CENTER / ADVANCED TRAINING INSTITUTE
 - START-UP COMPLEX / INCUBATOR
 - HISTORIC PROPERTIES
 - CULTURAL CENTER
 - PARKING STRUCTURE



Scenario B

Creative Campus + Makerspace



MERCADO

PORTER BARN WOOD

CREATIVE OFFICE



MAKERSPACE



TRAINING CENTER



Land Area: **33.28 AC**
Total GSF*: **746,000 SF**

Including:

- 360,000 GSF Creative Office
- 187,500 GSF Makerspace
- 63,000 GSF Tech/Training Center
- 27,500 GSF Start-up/Incubator
- 30,000 GSF Mercado
- 68,500 GSF Retail/Service
- 9,500 GSF Cultural Center

* Gross Square Feet

SANTA RITA CENTER

CULTURAL CENTER



JONES MONTOYA HOUSE

S 7th St

S 10th St

E Buckeye Rd

E Tonto St

Table Exercise

Table Exercise

Step 1: SELECT AN OPTION

Of the options shown, pick your favorite option and paste it to your tapestry.

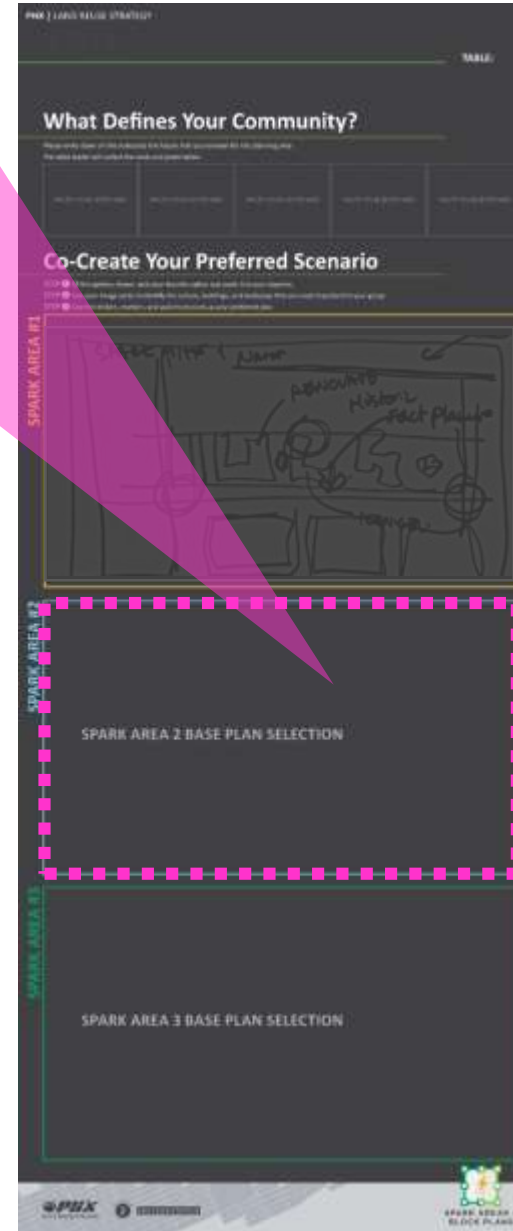
Option A



Option B



Tapestry



Cards w/ Images

Building

Culture



Landscape



Fluorescent Markers



Dots w/ Icons



Table Exercise

Step 2: IDENTIFY KEY CHARACTER

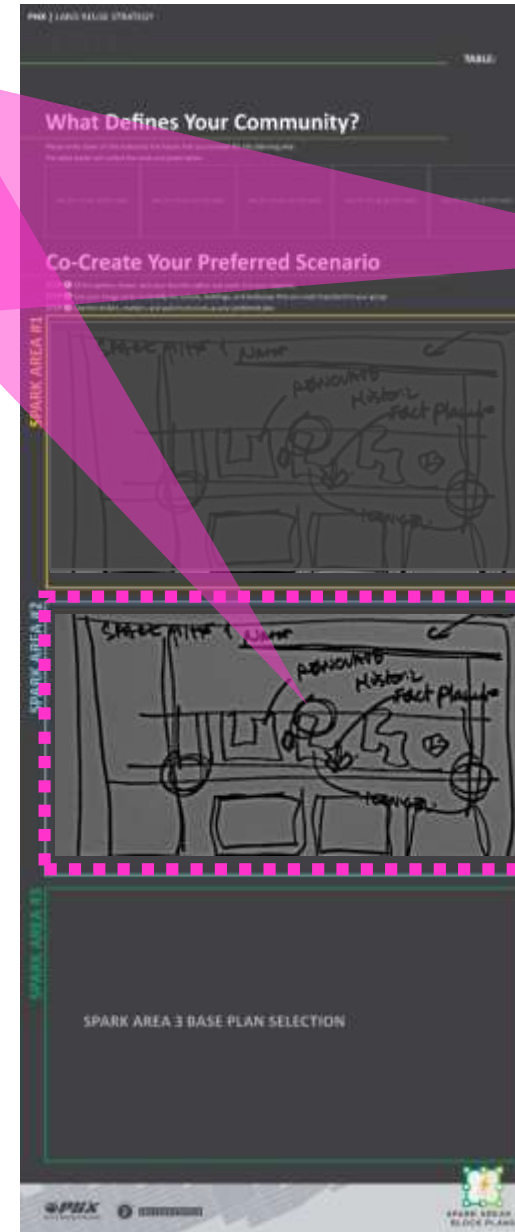
Use your image cards to identify the culture, buildings, and landscape that are most important to your group.



COMMUNITY GOALS

- Innovation Corridor
- Small business/flex space, co-working, incubators
- Research & Development, small-scale manufacturing, bio-tech, artisan production
- Retail, community services
- Land swap and/or sell to the City

Tapestry



Cards w/ Images

Building



Culture



Landscape



Fluorescent Markers



Dots w/ Icons



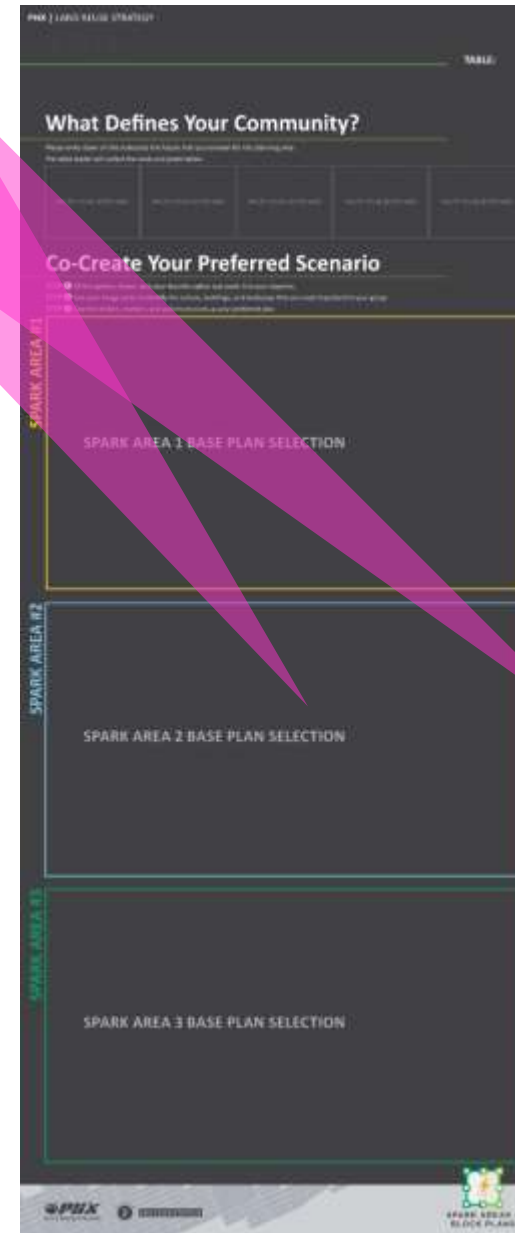
Table Exercise

Step 3: MARK UP THE PLAN

Use the stickers, markers, and post-Its to mark up your preferred plan.



Tapestry



Cards w/ Images

Building

Culture



Landscape



Fluorescent Markers



Dots w/ Icons



Table Exercise

Step 3: MARK UP THE PLAN

Use the stickers, markers, and post-Its to mark up your preferred plan.

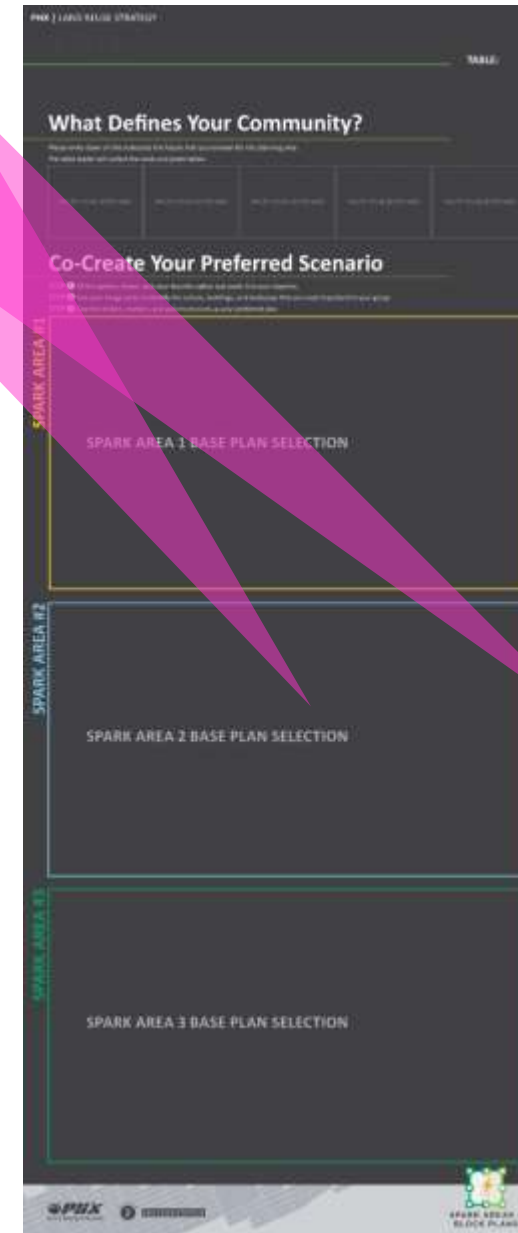
EXPERIENCE DOTS



QUALITY DOTS



Tapestry



Cards w/ Images

Building

Culture



Landscape



Fluorescent Markers



Dots w/ Icons



Spark Area 3

Barrios Unidos

Expanded
Site Area: 60.0 AC +/-

Site Area: 32.6 AC +/-

Barrios Unidos Park

S 12th St

S 14th St

E Mohave St

I-17

S 16th St



What the Community Said

- **Reconfigure Barrios Unidos Park and Ann Ott Campus** to better serve area residents and business
- Develop as a cohesively planned **Business Park**
- Introduce non-residential uses, including **office, small business / flex space**, etc.
- Accommodate **complementary uses and amenities**
- Identify opportunities for **land swap and/or sell to the City** to create a developable site
- Locate regional-scale **industrial land use along I-17**

History / Culture Moment

CAROLINA'S / NEIGHBORHOOD GROCERY

FOOD CITY

CULTURAL CORRIDOR

SPARK AREA 3

SOUTHSIDE ASSEMBLY OF GOD

ANN OTT SCHOOL



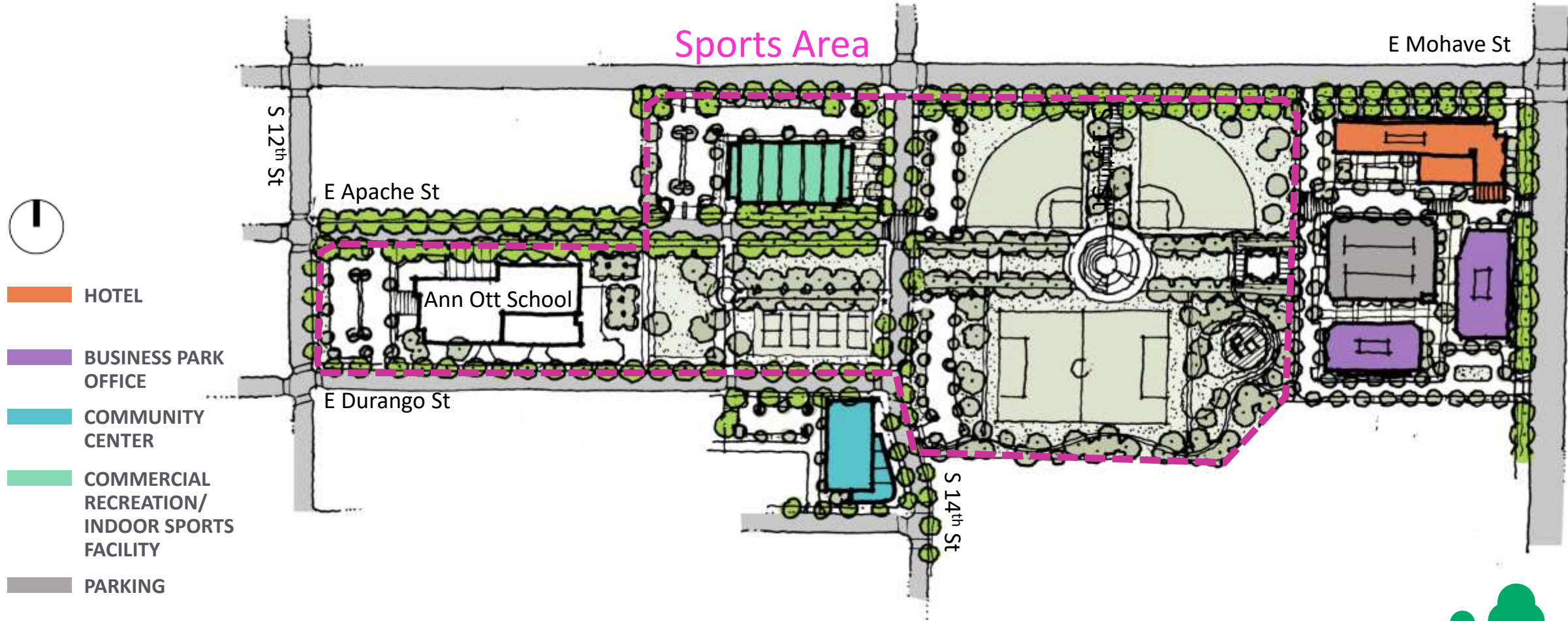
LOOK AT IT NOW Anne Ott first and only principal at Stevenson School points out to Mrs. Thelma Driscoll, kindergarten teacher, the area in which cotton stood when she started at Stevenson in 1929. Mrs. Driscoll is "School Falls" correspondent for Stevenson.

FATHER BRAUN O.F.M. MEMORIAL DISTRICT W/ SIGNS/STATUE



Scenario A

Business Office Node



Scenario A

Business Office Node

INDOOR SPORTS FACILITY



HOTEL



COMMUNITY CENTER



Land Area: **32.61** AC

Total GSF*: **246,600** SF

Including:

97,600 GSF Hotel (160 rooms)

92,000 GSF Business Park Office

25,000 GSF Sports Academy

32,000 GSF Indoor Sports Facility

New Sports Park: **14.37** AC

(2 softball fields, 1 soccer field)

* Gross Square Feet



SPORTS PARK



BUSINESS PARK OFFICE

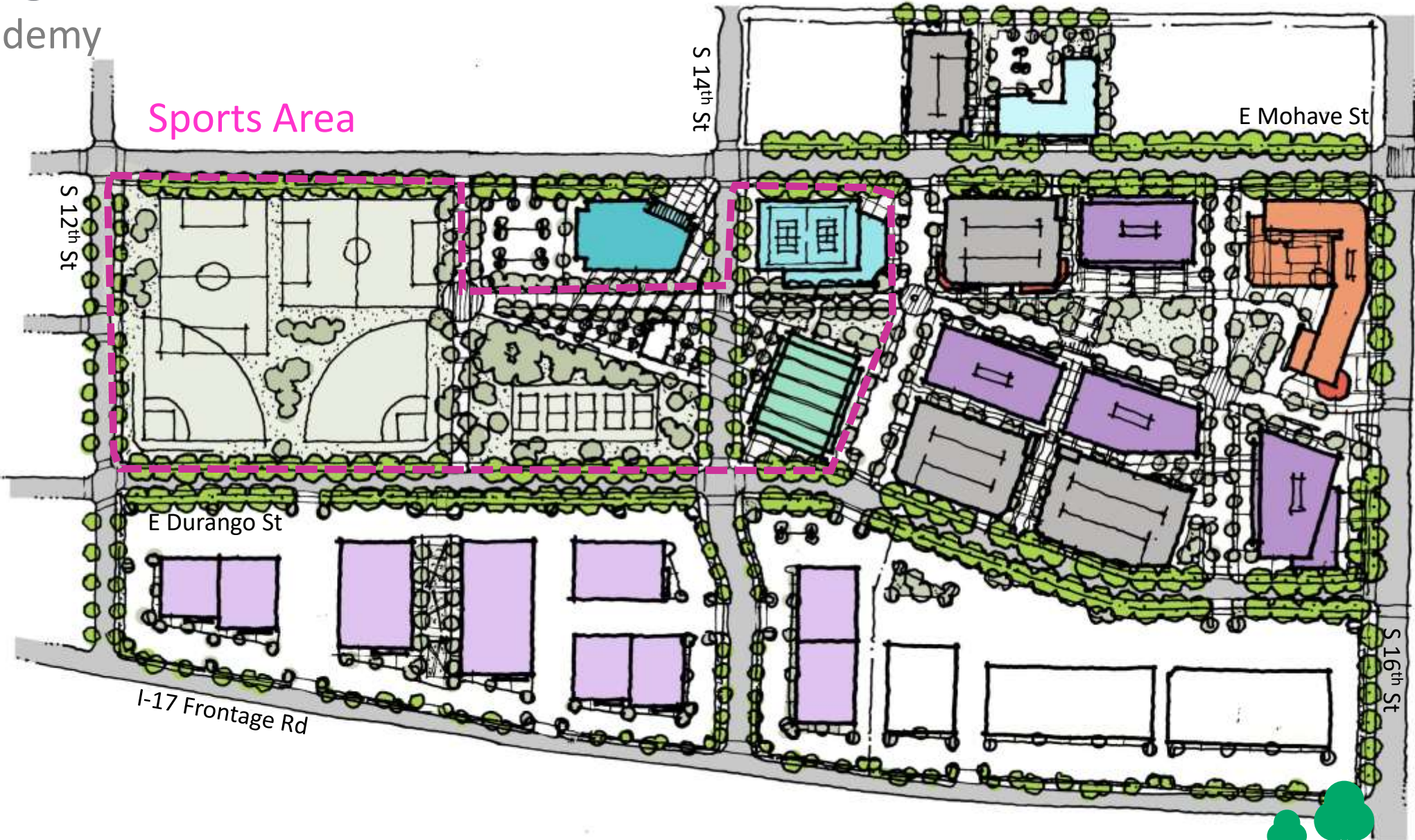


Scenario B

Campus & Academy



- CONVENIENCE/
RETAIL/
RESTAURANT
- HOTEL
- BUSINESS PARK
OFFICE
- OFFICE / FLEX
- POLICE STATION
- EDUCATIONAL
SPORTS ACADEMY
- COMMUNITY
CENTER
- COMMERCIAL
RECREATION/
INDOOR SPORTS
FACILITY
- PARKING



Scenario B

Campus & Academy

SPORTS PARK



COMMUNITY CENTER



SPORTS ACADEMY



POLICE STATION



HOTEL



OFFICE/FLEX



Land Area: **60.04 AC**

Total GSF*: **964,900 SF**

Including:

146,400 GSF Hotel (240 rooms)

13,000 GSF Retail/Service

472,000 GSF Business Park Office

40,000 GSF Sports Academy

40,000 GSF Police Station

28,000 GSF Community Center

198,000 GSF Office/Flex

30,000 GSF Indoor Sports Facility

New Sports Park: **13.43 AC**

(2 softball fields, 2 soccer fields)

*Gross Square Feet



INDOOR SPORTS FACILITY



BUSINESS PARK OFFICE

Table Exercise

Table Exercise

Step 1: SELECT AN OPTION

Of the options shown, pick your favorite option and paste it to your tapestry.

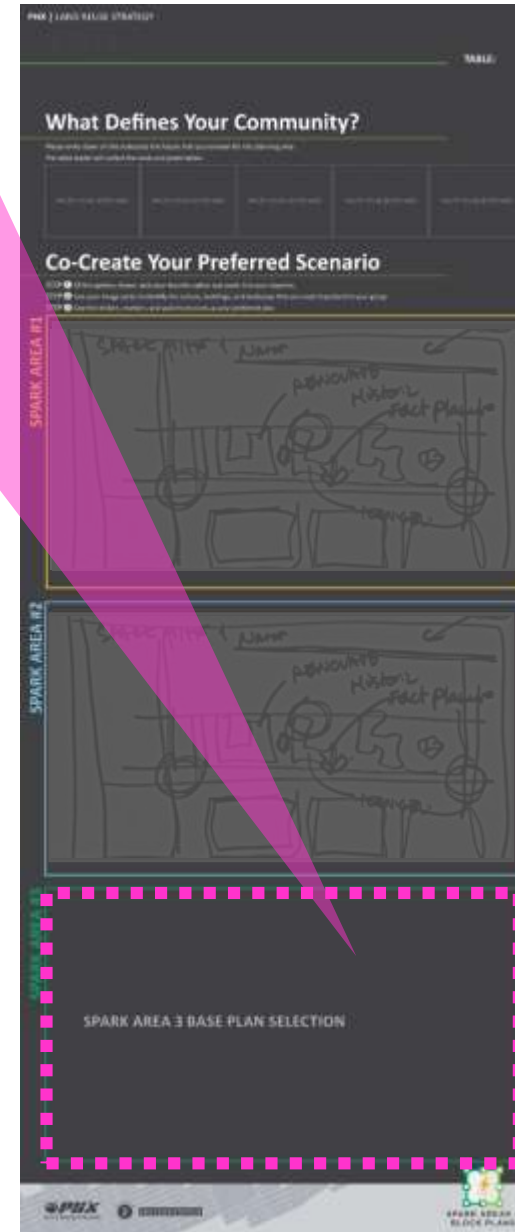
Option A



Option B



Tapestry



Cards w/ Images

Building



Culture



Landscape



Fluorescent Markers



Dots w/ Icons



Table Exercise

Step 2: IDENTIFY KEY CHARACTER

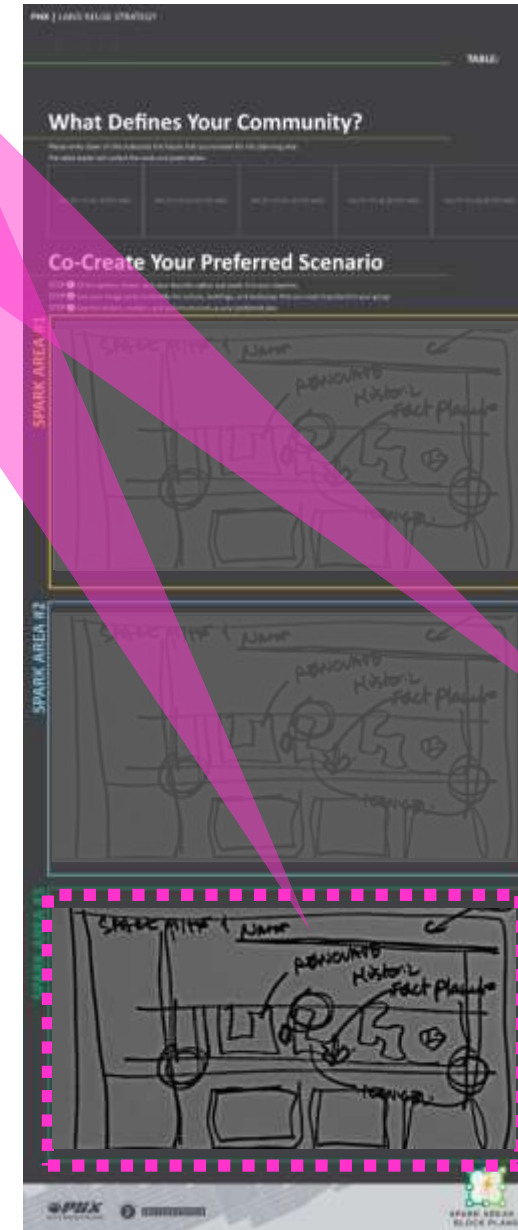
Use your image cards to identify those elements in terms of culture, buildings, and landscape that are most important to your table.



COMMUNITY GOALS

- Reconfigure Barrios Unidos Park and Ann Ott campus
- Business Park
- Office, small business/flex space, etc.
- Complementary uses and amenities
- Land swap and/or sell to the City
- Industrial land use along I-17

Tapestry



Cards w/ Images

Building



Culture



Landscape



Fluorescent Markers



Dots w/ Icons



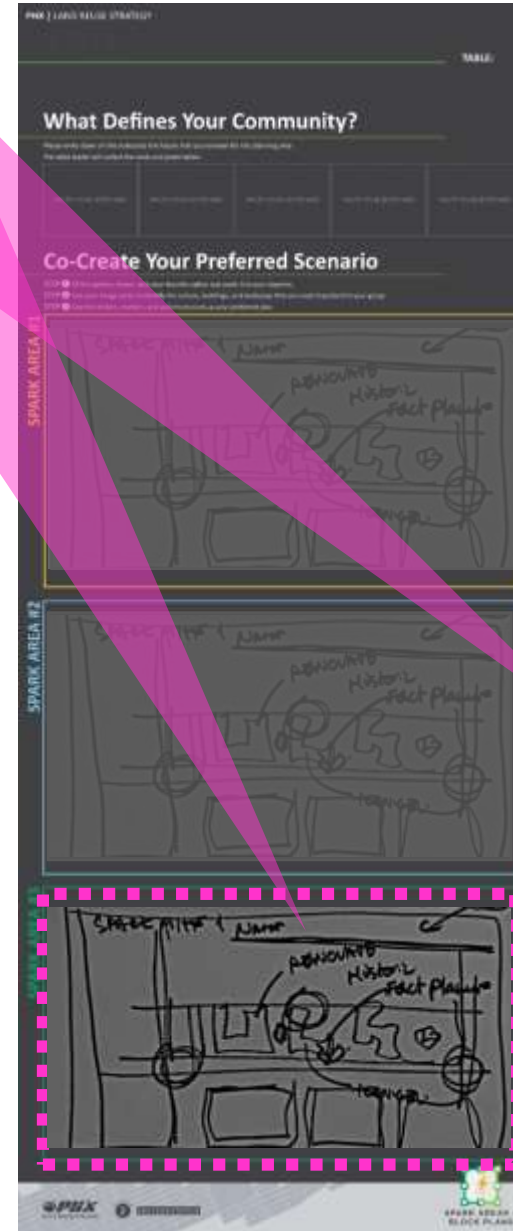
Table Exercise

Step 3: MARK UP THE PLAN

Use the stickers, markers, and post-Its to mark up your preferred plan.



Tapestry



Cards w/ Images

Building



Culture



Landscape



Fluorescent Markers



Dots w/ Icons



Table Exercise

Step 3: MARK UP THE PLAN

Use the stickers, markers, and post-Its to mark up your preferred plan.

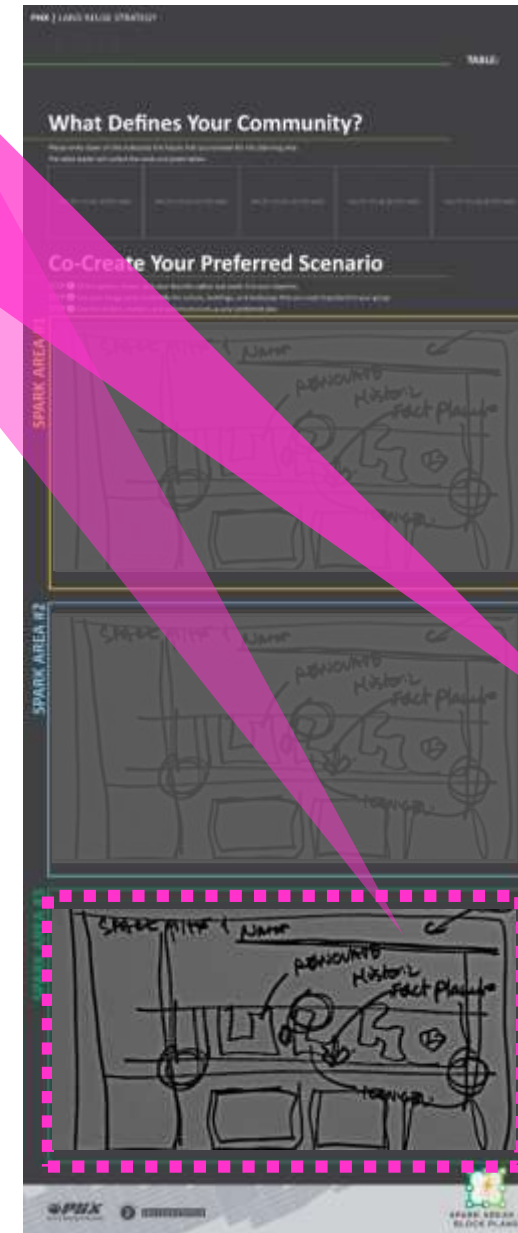
EXPERIENCE DOTS



QUALITY DOTS



Tapestry



Cards w/ Images

Building



Culture



Landscape



Fluorescent Markers



Dots w/ Icons



Table Exercise

NAME YOUR TAPESTRY

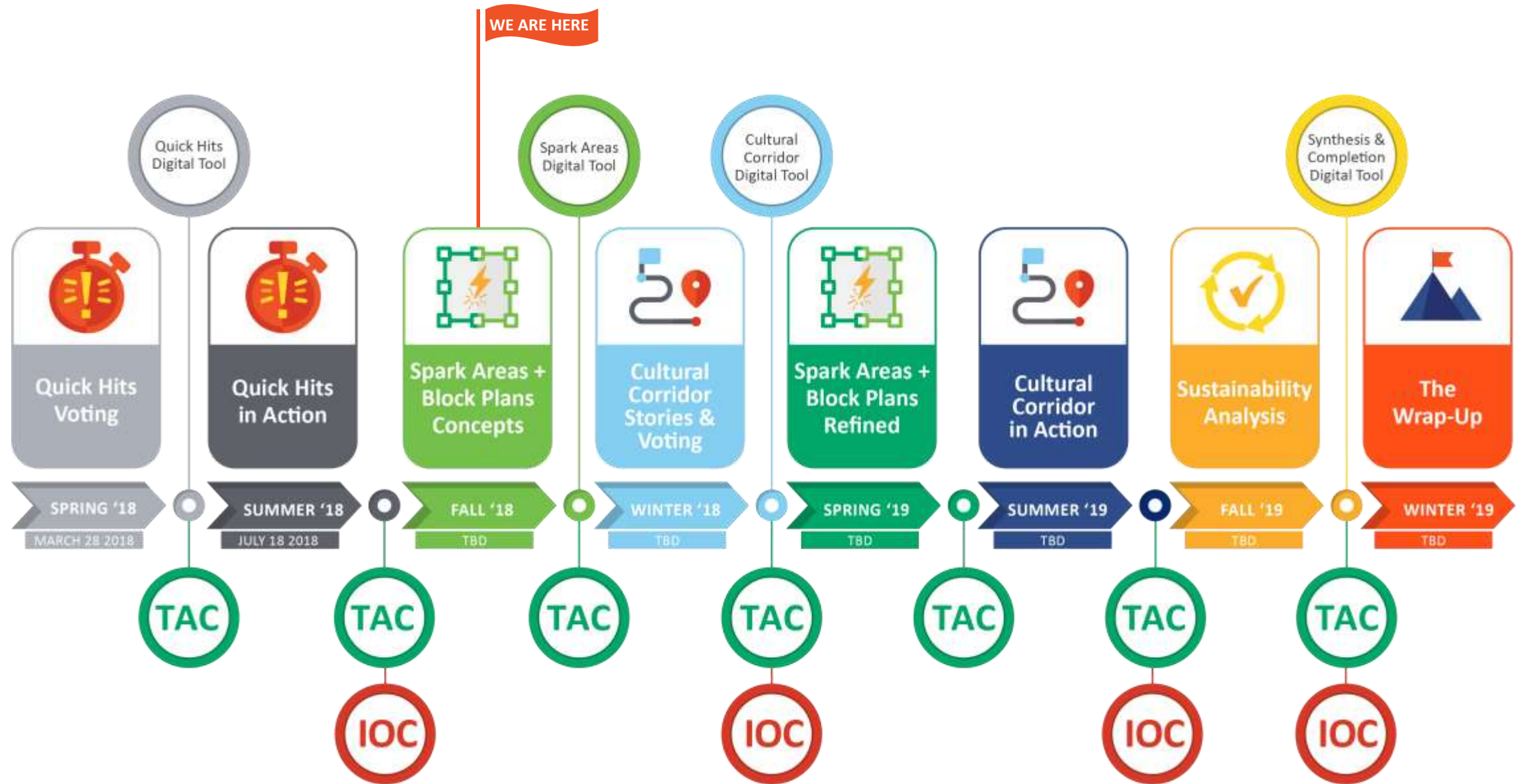
Write down a name of your tapestry on the top.



Tapestry



What's Next



KEEP

PHASE
2

IMPLEMENTATION

PHX LAND REUSE STRATEGY

IN TOUCH



✉ irs@phoenix.gov

☎ 602.532.6222

🌐 www.SKYHARBOR.com/LandReuseStrategy