



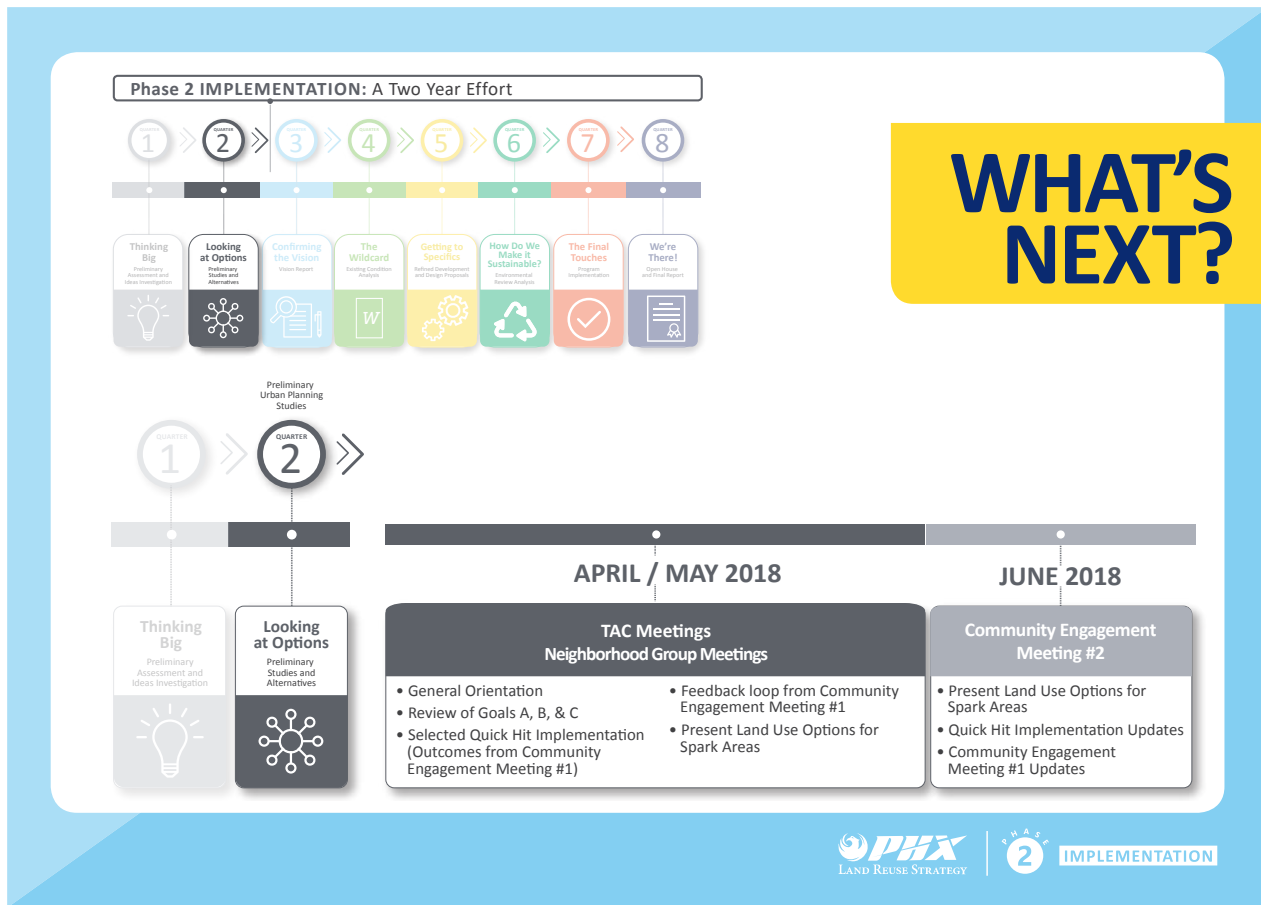
**MARCH 28 2018  
QUICK HITS VOTING  
WORKSHOP**

**MEETING MATERIALS**

- Actual size 5.25"x7.25"



- Actual size 42"x30" and 8.5"x5.5"



**WHAT'S NEXT?**

- Actual size 42"x30"

<p style="text-align: center; font-size: 8px;">CITY OF PHOENIX</p> <div style="text-align: center;"> <p style="font-size: 8px;"><b>JORDAN FELD</b> AICP DEPUTY AVIATION DIRECTOR AVIATION DEPARTMENT</p> </div> <div style="text-align: center;"> <p style="font-size: 8px;"><b>COURTNEY CARTER</b> PROJECT MANAGER, LRS AVIATION DEPARTMENT</p> </div>	<p style="text-align: center; font-size: 8px;">CALLISONRTKL</p> <div style="text-align: center;"> <p style="font-size: 8px;"><b>NATE CHERRY</b> FAIA AICP LEED AP BD+C VICE PRESIDENT-IN-CHARGE</p> </div> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="font-size: 8px;"><b>KURT NAGLE</b> AICP ASLA PROJECT MANAGEMENT</p> </div> <div style="text-align: center;"> <p style="font-size: 8px;"><b>KATIE SPRAGUE</b> LEED AP COMMUNITY CONNECTION</p> </div> </div> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="font-size: 8px;"><b>JIE MIAO</b> AICP LEED AP LAND USE &amp; URBAN DESIGN</p> </div> <div style="text-align: center;"> <p style="font-size: 8px;"><b>ANGELA ACOSTA</b> LEED GA COMMUNITY CONNECTION</p> </div> </div> <div style="text-align: center;"> <p style="font-size: 8px;"><b>JESSICA ROJAS</b> LEED GA COMMUNITY CONNECTION</p> </div>	<p style="text-align: center; font-size: 8px;">PRC PHOENIX REVITALIZATION CORP</p> <div style="text-align: center;"> <p style="font-size: 8px;"><b>EVA OLIVAS</b> LOCAL ENGAGEMENT ADVISOR</p> </div>
<p style="text-align: center; font-size: 8px;">ARCADIS</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="font-size: 8px;"><b>MIYA LINSEMEYER</b> ENVIRONMENTAL ASSESSMENT</p> </div> <div style="text-align: center;"> <p style="font-size: 8px;"><b>ELIZABETH DUVAL</b> ENVIRONMENTAL ASSESSMENT</p> </div> </div>		
<p style="text-align: center; font-size: 8px;">PLAN*ET COMMUNITIES</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="font-size: 8px;"><b>LESLIE DORNFELD</b> FAICP CSBA ZONING</p> </div> <div style="text-align: center;"> <p style="font-size: 8px;"><b>CHRISTIANE QUINTANS</b> COMMUNITY DESIGN PLANNER</p> </div> </div>		
<p style="text-align: center; font-size: 8px;">MAKPRO</p> <div style="text-align: center;"> <p style="font-size: 8px;"><b>TERESA MAKINEN</b> COMMUNITY CONNECTION</p> </div>	<p style="text-align: center; font-size: 8px;">MXD DEVELOPMENT STRATEGISTS</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="font-size: 8px;"><b>CHRIS LETOURNEUR</b> ECONOMIC DEVELOPMENT STRATEGY</p> </div> <div style="text-align: center;"> <p style="font-size: 8px;"><b>MARTIN ANSTEY</b> ECONOMIC DEVELOPMENT STRATEGY</p> </div> </div>	<p style="text-align: center; font-size: 8px;">EDPCO</p> <div style="text-align: center;"> <p style="font-size: 8px;"><b>RICK MERRITT</b> AICP LOCAL MARKET ANALYSIS</p> </div>

THE TEAM

THE COMMUNITY

MIRROR

YOU!

2

IMPLEMENTATION

TALK TO THE COMMITTEES

## 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.

## TECHNICAL ADVISORY COMMITTEES (TACs)

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

NEIGHBORHOOD QUALITY TAC

GOAL A:  
Stabilize & Strengthen Our Neighborhoods

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

CULTURAL CELEBRATION TAC

GOAL B:  
Promote Identity & Heritage

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

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.

## FOCUS GROUPS

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

EDUCATION & SKILLS TRAINING

MARKETING & BUSINESS/ DEVELOPER ATTRACTION

SOCIAL SERVICES RESOURCES & OPPORTUNITIES

2

IMPLEMENTATION

- Actual size 42"x30"

# CONNECT WITH US

PHASE  
**2**

IMPLEMENTATION



✉ [lrs@phoenix.gov](mailto:lrs@phoenix.gov)

☎ 602.532.6222

🌐 [www.SKYHARBOR.com/LandReuseStrategy](http://www.SKYHARBOR.com/LandReuseStrategy)

- Actual size 42"x30"

**WHERE DO YOU LIVE?**

Place ● dot marking where you live.

**PHX**  
LAND REUSE STRATEGY

PHASE 2 IMPLEMENTATION

**WHAT I LOVE ABOUT THIS COMMUNITY...**

**PHX MEMORIES**





- Actual size 42"x30"

## WHAT WE HEARD

**We have spoken to**

- Community Representatives
- National & Local Developers/ Realtors
- Institutional & Business Leaders
- Landholders Local Business Owners/Employers
- City Staff & Public Sector Representatives

PHASE 2 IMPLEMENTATION


## "COOL STREETS"

**CONCEPTS**

- Use landscaping/xeriscaping along active transportation corridors (Buckeye, 16<sup>th</sup>, 7<sup>th</sup>)
- Identify north/south streets for active transportation, quick hit sites along "Cool Streets" (10<sup>th</sup>, 12<sup>th</sup>, 14<sup>th</sup>)
- Extend network to include Washington/ Jefferson transit linkages
- Include Sky Harbor circle as major employer


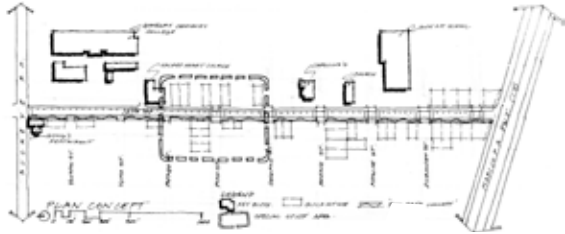
PHASE 2 IMPLEMENTATION

- Actual size 42"x30"




**12TH ST "COOL STREET" PLAN CONCEPT**

KEY MAP

**12TH ST "COOL STREET" SPECIAL STUDY AREA**




**KEYS**


- Gateway Signage / History Plaque
- Xeriscaping under Power Poles
- Bike / Walking path
- Special Crossing / Intersection Art
- Bike Share
- Local Craft Incubator
- Green Space
- Mercado
- Playground
- Food Truck Pod
- Gallery / Community Space
- Quick Hit Opportunity Sites

## "COOL STREETS"

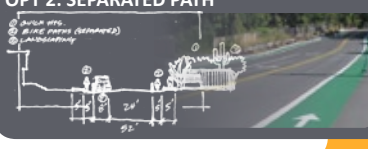
**12TH ST EXISTING CONDITION**




**OPT 1: "BIG PATH"**



**OPT 2: SEPARATED PATH**





**PHASE 2 IMPLEMENTATION**



**KEY MAP**



**KEY MAP**

- Nursery
- Wayfinding Signage
- GCC Passive Park
- Nuestro Barrio District Art Piece
- Surface Parking
- Micro Housing
- Street Eats (Food Truck Pod)
- Community Center / Daycare
- Mercado
- Brew Pub / Coffee Shop
- Rise-up (Pop Up Performance Space)
- Entrepreneur Incubator Campus
- Community Plots
- Painted Intersections
- Art Park / Fun Pop
- Bike Path (D.G.) w/ Planters
- Painted Bike lane
- Interpretive Signage

## "COOL STREETS"



**PHASE 2 IMPLEMENTATION**



**PHASE 2 IMPLEMENTATION**



- Actual size 4"x6"

# HOW TO PLAY

- 1** Discuss the Quick Hits
- 2** Prioritize top 3 per goal
- 3** Gold star the favorite  
only 1 Quick Hit overall
- 4** Locate your Quick Hit  
(any and all 10)
- 5** What did we forget?  
Write new ideas on the board

 | 

- Actual size 42"x30"

# TODAY'S QUICK HIT IDEAS

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

**GOAL B:**  
Promote Identity and Heritage

**GOAL C:**  
Expand Economic Opportunity

<div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"THE TOOL SHED"</b> A Landmark Resource</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"SUPER SIDE YARDS"</b> Expansion &amp; Improvement</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"CODE ENFORCEMENT"</b> Active Enforcement Program</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"THE GREEN EDGE"</b> Sidewalk &amp; Vacant Lot Edge Planting</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"STREET STYLE"</b> Intersection Art</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"STREET SMARTS"</b> Pop-up Traffic Calming &amp; Demo, Bike Lane</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"CLEAN &amp; CREATE"</b> Lot Clean-Up &amp; Upcycling Event</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"DIYard"</b> Grafts &amp; Loans for Home &amp; Yard Repair</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"MICRO-HOUSING"</b> Affordable Modular Homes</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p style="text-align: center;">?</p> <p style="text-align: center;">"Have a New Quick Hit Idea?" Please fill out your comment card.</p> </div>	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"OUR STORY WALKING TOUR"</b> Cultural Corridor Tour, Brochure &amp; App</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"FUN POP"</b> Pop-up Pocket Parks / Pop-up Recreation</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"COMMUNITY CREATES"</b> Crafting Memorial Site Signage &amp; Installation</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"ARTE AHORA (ART NOW)"</b> Commemorative Art Pieces</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"COMMUNITY CARES"</b> Health Fair &amp; Fun Day</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"SIGN PRIDE"</b> Historical Neighborhood Sign Toppers</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"LITTLE FREE LIBRARY"</b> Book Lending Program</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"HERITAGE TRAIL"</b> Cultural Corridor Branding Strategy</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"OUR STOREFRONT"</b> Implementation HQ</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"TIMBER POST"</b> Pop-up Timber Post</p> </div>	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"PARKING SHARE"</b> Lot Lease for Parking Program</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"STREET EATS"</b> Setup Food Truck Pod/Pop-Up Restaurants</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"TRADE FAIR"</b> Community Career Fair</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"EL MERCADO"</b> Seasonal Market</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"MURALS &amp; MUROS FESTIVAL"</b> Mural Festival / Community Paint Program</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"BIZ ON WHEELS"</b> Mobile Business Support Center</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"RISE UP"</b> Pop-up Performance Space</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"FLOURISH"</b> New Artists Showcase Lot</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"HANDMADE ARTISTRY"</b> Artisan / Craft Festival</p> </div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> <p><b>"START UP SPOT"</b> Mobile Entrepreneur Space</p> </div>
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**COMPLEXITY**

Immediate hit  
 Low (3-6 months)  
 Medium (6-12 months)  
 High (12-24 months+)

1 PHX LRS Phase I Recommended Quick Hit Idea

2

**PHASE 2 IMPLEMENTATION**

Actual size 4"x6"

**THE TOOL SHED**  
A Lending Resource

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

IMMEDIATE HIT

WPIPX | 10 | 10 minutes

**CODE ENFORCEMENT**  
Active Enforcement Program

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

Complexity: Low

WPIPX | 10 | 10 minutes

**STREET STYLE**  
Intersection Art

- Temporary painted intersection, lane or multiple intersections
- Temporary painted intersection, lane and graphics color coding or intersection
- Fun, artistic experience that improves neighborhood and local business
- Partners: Supporter Cultural Center

Complexity: Low

WPIPX | 10 | 10 minutes

**CLEAN & CREATE**  
Lot Clean-up & Upcycling

- Clean-up of vacant lots and adjacent lots for upcoming projects
- Reorganize "junk" into patterns, benches or other objects
- Activity may utilize vacant lot and adjacent lots
- For neighborhood, home and garden beautification

Complexity: Low

WPIPX | 10 | 10 minutes

**SUPER SIDE YARDS**  
Expansion & Improvement

- Program for residential property owners to share space with neighbors
- Opportunity to expand home yard for outdoor activities, garden, landscaping, etc.
- Supports home and neighborhood beautification

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**THE GREEN EDGE**  
Sidewalk and Vacant Lot Edge Planting Program

- Planting along sidewalk edge and vacant lot edge
- Signage used to identify multiple edge lots in various neighborhoods
- Supports home and neighborhood beautification
- Supports local business and neighborhood beautification
- Supports local business and neighborhood beautification

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**STREET SMARTS**  
Pop-up Traffic Calming & Demonstration Bike Lane

- Temporary painted intersection, lane and graphics color coding or intersection
- Temporary painted intersection, lane and graphics color coding or intersection
- Temporary painted intersection, lane and graphics color coding or intersection
- Temporary painted intersection, lane and graphics color coding or intersection

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**DIYARD**  
Grants & Loans for Home & Yard Improvement

- Grants and loans for home and yard improvement
- Supports home and neighborhood beautification
- Supports local business and neighborhood beautification
- Supports local business and neighborhood beautification

Complexity: HIGH

WPIPX | 10 | 10 minutes

**MICRO-HOUSING**  
Affordable Modular Homes

- Temporary or permanent housing for lower income housing units
- Use of public space for quick and cost-efficient assembly
- Relatively low cost and easy to assemble
- Located in vacant lots and other areas

Complexity: HIGH

WPIPX | 10 | 10 minutes

**OUR STORY WALKING TOUR**  
Cultural Corridor Tour, Brochure & App

- Self-guided walking tour with brochure and app
- Highlights prominent Cultural Center
- Supports local business and neighborhood beautification
- Community members help tell story of the neighborhood

IMMEDIATE HIT

WPIPX | 10 | 10 minutes

**COMMUNITY CREATES**  
Crafting Memorial Site Signage & Installation

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: Low

WPIPX | 10 | 10 minutes

**COMMUNITY CARES**  
Health Fair & Fun Day

- Organized day for community health and fun
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: Low

WPIPX | 10 | 10 minutes

**LITTLE FREE LIBRARY**  
Book Lending Program

- Community book donation and lending program
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: Low

WPIPX | 10 | 10 minutes

**OUR STOREFRONT**  
Implementation HQ

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: Low

WPIPX | 10 | 10 minutes

**FUN POP**  
Pop-up Pocket Parks / Pop-up Recreation

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**ARTE AHORA (ART NOW)**  
Commemorative Art Pieces

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**SIGN PRIDE**  
Historical Neighborhood Sign Toppers

- Works with neighborhood to enhance historical sign toppers
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**HERITAGE TRAIL**  
Cultural Corridor Branding Strategy

- Preparation and adoption of branding strategy
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**TIMBER POST**  
Public Works Storage Tree Lots/Tree Bank Lots

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: HIGH

WPIPX | 10 | 10 minutes

**TRADE FAIR**  
Community Career Fair

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: Low

WPIPX | 10 | 10 minutes

**MURALS & MUROS FESTIVAL**  
Mural Festival / Community Paint Program

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: Low

WPIPX | 10 | 10 minutes

**PARKING SHARE**  
Lot Lease for Parking Program (Terms and conditions for lease parcels)

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

IMMEDIATE HIT

WPIPX | 10 | 10 minutes

**RISE UP**  
Pop-up Performance Space

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: Low

WPIPX | 10 | 10 minutes

**HANDMADE ARTISTRY**  
Artisan / Craft Festival

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: Low

WPIPX | 10 | 10 minutes

**STREET EATS**  
Temporary Food Truck Pod / Pop-Up Restaurants

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**EL MERCADO**  
Seasonal Market

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**BIZ ON WHEELS**  
Mobile Business Support Center

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: MEDIUM

WPIPX | 10 | 10 minutes

**FLOURISH**  
New Artists Showcase Lot (Installation & workspace)

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: HIGH

WPIPX | 10 | 10 minutes




**START-UP SPOT**  
Mobile Entrepreneur Space

- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site
- Temporary signage for heritage site

Complexity: HIGH


WPIPX | 10 | 10 minutes

- Actual size 17.5"x7.25"

	 <b>Goal A:</b> STABILIZE AND STRENGTHEN OUR NEIGHBORHOODS	 <b>Goal B:</b> PROMOTE IDENTITY AND HERITAGE	 <b>Goal C:</b> EXPAND ECONOMIC OPPORTUNITY	<b>Any More Ideas to Add?</b>
<b>1</b>				
<b>2</b>				
<b>3</b>				

QUICK HIT VOTES  
**TABLE #:** \_\_\_\_\_

Locate Any Quick Hits



WPRX

- See meeting summary for results. Page #11-13