

PHX LAND REUSE STRATEGY

**CULTURAL
CORRIDOR
FRAMEWORK,
DESIGN GUIDELINES
& ACTION PLAN**

FINAL DRAFT - APRIL 2020



The PHX Land Reuse Strategy (LRS) Cultural Corridor is envisioned as a designated heritage trail that will honor the many cultures and histories of communities in the LRS planning area via a multi-modal path that may enhance connectivity between neighborhoods, businesses, colleges and schools, parks and recreation amenities, transit nodes, and future development.

This report was developed through a multi-year community collaboration and stakeholder engagement process and organizes a variety of preferences into a set of concepts and practical ideas that may be incorporating into future development, infrastructure, public art, and revitalization projects.

The diagrams and drawings included in this report are for illustration purposes only. Concepts are subject to change based on future community and City goals, development proposals, and other considerations.

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INTRODUCTION

The Cultural Corridor is a community idea, developed through the PHX Land Reuse Strategy (LRS) outreach and implementation efforts. The Cultural Corridor is intended to celebrate, leverage and connect the histories and cultures of the neighborhoods in the LRS area.

02

FRAMEWORK

The framework consists of concepts that are intended to help guide the planning of the Cultural Corridor through historically and culturally significant properties, theme zone designations, community identified cultural assets and events.

03

DESIGN GUIDELINES

The Cultural Corridor Design Guidelines set guidelines that will guide the build-out of the corridor. Using these guidelines will result in a cohesive and high-quality design statement along the entire corridor that attracts visitors, development and celebrates history and culture.

04

WAYFINDING STRATEGY

The wayfinding strategy suggests ideal wayfinding and signage locations within each of the specified Theme Zones. These locations consider existing community assets, the sharing of community stories, pedestrian and vehicular traffic and system-wide cohesion.

05

ACTION PLAN

The action plan provides an essential step-by-step road map to successfully implement and execute the community's vision for a Cultural Corridor. The plan details execution strategies and identifies implementation actions, implementation leads, and action milestones.

06

RESOURCES

This section contains various resources identified throughout the project process. Resources include existing documentation, community-contributed ideas, and suggestions on where to look for more information that can support a Cultural Corridor's implementation.

01 INTRODUCTION

THE PHX LAND REUSE STRATEGY PROGRAM

OVERVIEW

The PHX Land Reuse Strategy (LRS) Program is a collaborative effort between the City of Phoenix Aviation Department, neighborhoods, and other stakeholders to develop and implement market-driven strategies for the development of 743 “noise land” parcels which the Airport voluntarily acquired through the Community Noise Reduction Program.

The LRS envisions the transformation of these parcels into vibrant and economically viable land uses that will serve as the connective tissue between Phoenix’s growing downtown center, various academic anchors and the Phoenix Sky Harbor International Airport.

PLANNING AREA

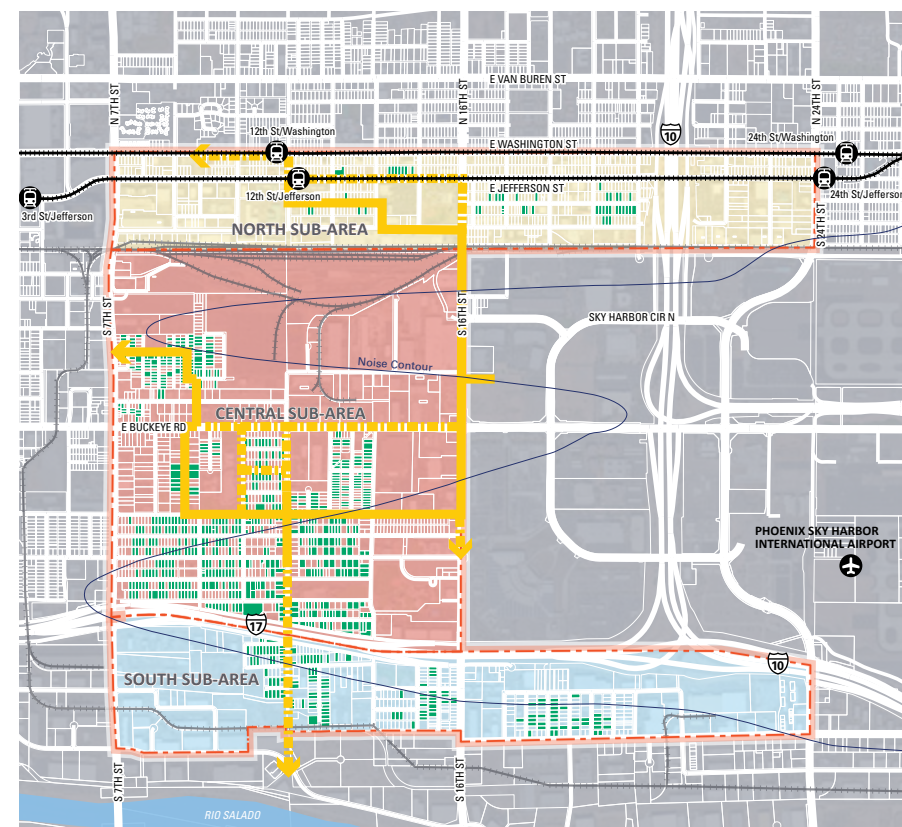
The LRS planning area encompasses approximately two-square miles and is strategically located adjacent to the Phoenix Sky Harbor International Airport, a regional economic engine that grew to 45 million passengers in 2018.

Bounded by 7th Street on the west, 24th Street to the east, Washington Street to the north and University Drive to the south, the Planning Area encompasses three distinct sub-areas, each with unique assets and development potential. The sub-areas are:

N NORTH SUB-AREA
The North sub-area is predominantly within the Eastlake-Garfield TOD District, is served by the Valley Metro light rail alignment and has seen an increase in new mixed-use developments as a result of this transit orientation. Eastlake-Garfield TOD District document here: <https://www.phoenix.gov/pdd/reinvent-phx>

C CENTRAL SUB-AREA
The Central sub-area contains the largest share of Airport-owned noise parcels is comprised of significant assets such as neighborhood churches, the Santa Rita Center and the GateWay Community College.

S SOUTH SUB-AREA
The presence of existing industrial uses in the South sub-area, coupled with its access to the I-17, presents an opportunity to create a logistics hub.



THE LRS VISION AND IMPLEMENTATION

APPROACH

The LRS involves two phases of activity:

PHASE 1: VISION AND PLANNING

An 18-month visioning and planning effort between the Aviation Department, key stakeholders and the neighborhoods within the planning area has resulted in the creation of the Land Reuse Plan* and a community-preferred framework for development. Grounded in market and economic analysis, the LRS presents a land use framework that seeks to strengthen neighborhoods and businesses in the planning area, as well as expand economic activity and opportunity.

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

Stabilize and Strengthen Our Neighborhoods



Promote Identity and Heritage



Expand Economic Opportunity



PHASE 2: IMPLEMENTATION

This action-oriented phase builds upon the recommendations outlined in the LRS to achieve tangible results on the ground. Based on community engagement, this phase is focused on creating tools, processes, and guiding documents that are intended to advance three development strategies identified in the Land Reuse Plan:

- **Spark Areas & Block Plans:** Leverage high-impact noise land clusters that have catalytic development potential,
- **Quick Hits:** Allow interim use of parcels that may improve neighborhood quality of life and attract development interests
- **Cultural Corridor:** Improve connectivity and amenities through the development of a mixed-use trail that celebrates the area’s cultures and heritages.

Funded through a Federal Aviation Administration (FAA) grant, the Implementation Phase began in late 2017 and concludes at the end of 2019.

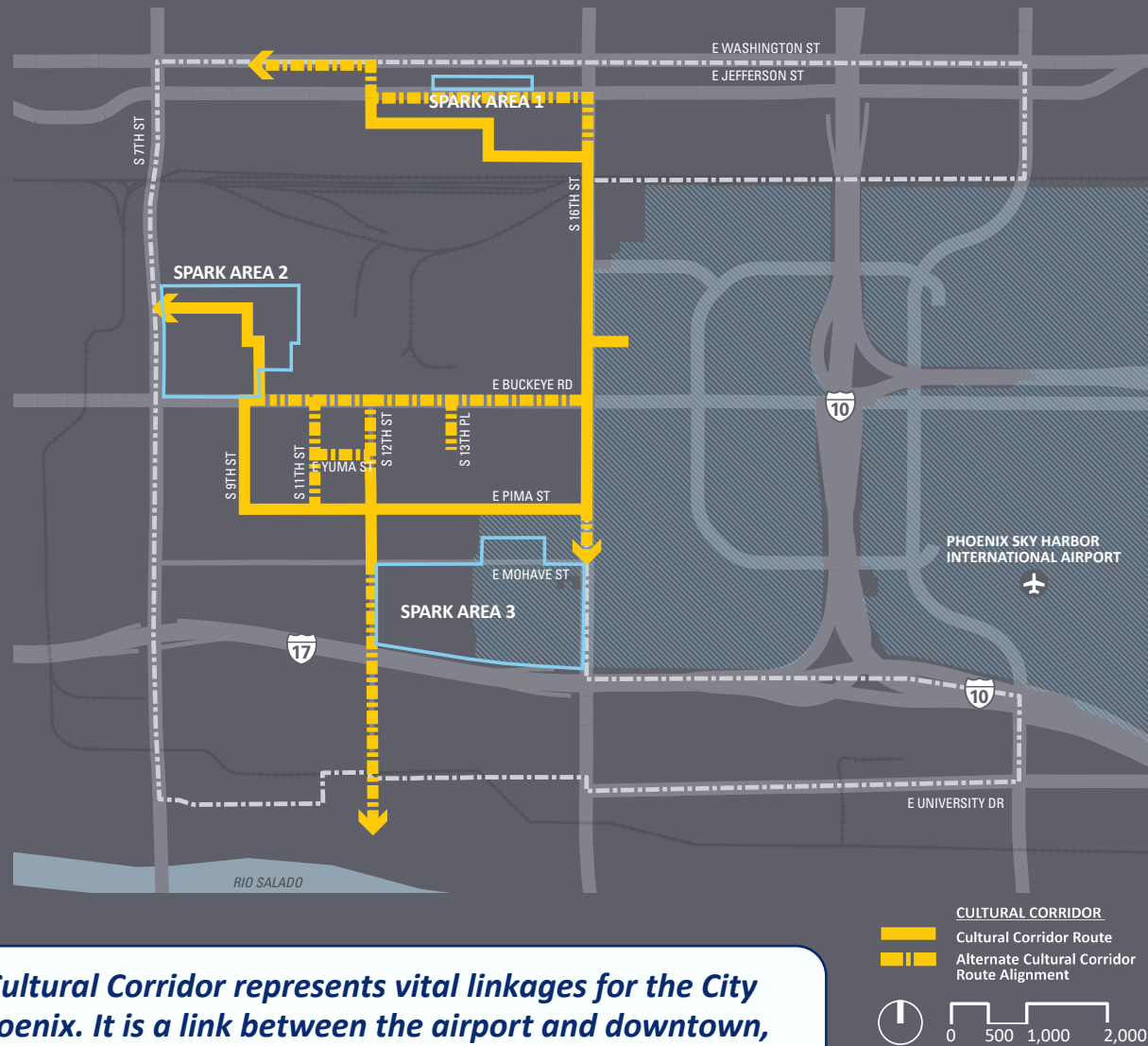
The key objectives of the LRS Implementation Phase is to facilitate development of noise land parcels that is consistent with the approved Land Reuse Plan: Maintain compatibility with Airport operations, delivers economic benefit to the community and Airport, and supports the communities’ vision for revitalization.

IMPLEMENTING THE CULTURAL CORRIDOR

Culture and history are two key components of the LRS development framework. The LRS projects bring these two components to the forefront by introducing a Cultural Corridor. The Cultural Corridor is a key aspect of the LRS project because of its ability to preserve and enhance the communities’ history and cultural influences. The Cultural Corridor touches upon the three main community-defined goals listed above. While the Cultural Corridor is not being designed at this stage, the objective is to obtain community input, develop a framework plan, establish design guidelines, inform requests for proposals and create an action plan that will help guide the physical development of the Cultural Corridor.

* Land Reuse Plan refers to the physical documentation that will be the result of the LRS and help guide the activation and development of the study area.

THE CULTURAL CORRIDOR



The Cultural Corridor represents vital linkages for the City of Phoenix. It is a link between the airport and downtown, a connection between the historical agricultural foundation and the urban development of the City; a gateway between Phoenix's rich past and the promise of its future.

The Cultural Corridor is a community idea, developed through the LRS's engagement and implementation efforts. **The Cultural Corridor will be a designated heritage trail with the ability to honor the legacy, histories and identity of the existing community and link multiple neighborhoods through historic markers, wayfinding, and interpretive signage. Community members and visitors will be able to learn about the area's rich history and how the present-day cultural composition came to exist.** Spark Area 1 is in the North sub-area for this study and within the Eastlake-Garfield TOD District. The Eastlake Park Neighborhood has mapped dozens of its special places as a historic walking tour, and documented it in the Eastlake-Garfield TOD Policy Plan. The proposed Cultural Corridor complements this effort and is envisioned to expand upon it. It is important that **community groups, businesses, and property owners take the lead in shaping the corridor** to ensure that their stories are accurately captured and expressed. The Cultural Corridor will help to spark the activation of vacant lots, investments in key infrastructure and deliver economic benefits to neighborhoods and Airport by activating **cultural tourism, development, and business in the area.**

THE CULTURAL CORRIDOR POTENTIAL

ALIGNMENT WITH THE CITY'S MISSION & VISION

This Cultural Corridor seeks to support Phoenix's overall mission and vision for the City.

Mission Statement:

To improve the quality of life in Phoenix through efficient delivery of outstanding public services.

Vision Statement:

We will make Phoenix a great place to live, work and visit by fostering a dynamic and sustainable environment with exceptional public services.

Values:

- Exceptional Customer Service
- Integrity & Transparency
- Respect for Diversity
- Personal Empowerment
- Engaged Teamwork
- Consistent Professionalism
- Creativity and Innovation for Excellent Results

The City of Phoenix's 2015

General Plan Community Benefits:

- Connect People & Places
- Build The Sustainable Desert City
- Strengthen Our Local Economy
- Celebrate Our Diverse Community & Neighborhoods
- Create an Even More Vibrant Downtown

ALIGNING WITH CITY INITIATIVES & PLANS

The Cultural Corridor seeks to align with existing goals and initiatives currently guiding development in Phoenix.

ReinventPHX:

ReinventPHX uses Transit Oriented Development (TOD), an urban planning and development practice, to build Walkable Communities near public transit stations. Activities will accomplish three objectives:

- Create an attractive environment for investment in high-quality & equitable development
- Empower the community to be involved in decision making
- Maximize the benefits of the light rail by guiding development to improve quality of life

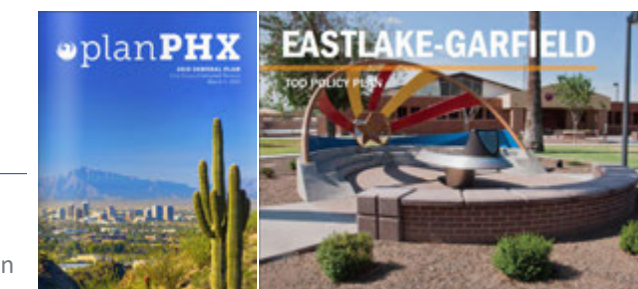
Eastlake-Garfield TOD Policy Plan:

The Eastlake-Garfield TOD Policy Plan is a guide for transforming the District into a Walkable Community

- Strong Local Economy
- Housing Affordability
- Walkable & Bikeable Neighborhoods
- Quality Open Space & Recreational Facilities
- Community that respects history and welcomes reinvestment

Phoenix's Environmental & Sustainability Goals:

- Make walking, cycling and transit that is commonly used and enjoyed
- Reduce carbon emissions
- Make parks & green spaces within a five-minute walk of residences
- Maintain a sustainable, healthy, and equitable food system



LAND VALUE, INVESTMENTS & DEVELOPMENT

The LRS has the potential to increase land value and development interest in the area while also supporting the existing efforts underway in the area.

Rio Salado Interim Overlay District (RSIOD) and Beyond The Banks Area Plan South of the LRS Area:

The Overlay District and the Beyond the Banks Area Plan are intended to protect the investment in the Rio Salado Habitat Restoration Project and to maximize the long-term benefits to the community while increasing the potential value of river adjacent properties.

City's Light rail Investments:

The City of Phoenix has taken action to encourage development near the Valley Metro light rail line. Development activity and proposals have increased since the opening of the 20-mile starter line in December 2008.

Regional benefits include:

- Increases regional mobility
- Provides travel options
- Keeps the region more competitive
- Encourages development
- Helps create more walkable, sustainable communities
- Enhances quality-of-life



EXAMPLES OF CULTURAL INFRASTRUCTURE SUCCESS

Below are case studies that illustrate how establishing cultural infrastructure and amenities add to property value and increase potential for development success:

Indianapolis Cultural Trail, Indianapolis, Indiana

An 8-mile world class urban bicycle and pedestrian path that connects six cultural districts, neighborhoods, and entertainment amenities in Downtown Indianapolis.

- \$864.5 million of estimated economic impact
- 11,372 estimated jobs created
- 148% of Property Values within 500ft of trail increased (more than \$1 billion)
- New local business & residential in 11
- P-3 structure - (City / Private Foundations / Non-profit Organizations)
- \$4 million raised for initial design studies & concepts
- Indianapolis Cultural Trail Inc. manages, maintains, and provides capital improvements



Calle 24 Latino Cultural District, San Francisco, California

The Calle 24 Latino Cultural District is an economically vibrant community that is inclusive of diverse income households and businesses. Together, they compassionately embrace the unique Latino heritage and cultures of 24th Street of the Historic Mission District, and that celebrate Latino cultural events, foods, businesses, activities, art and music.

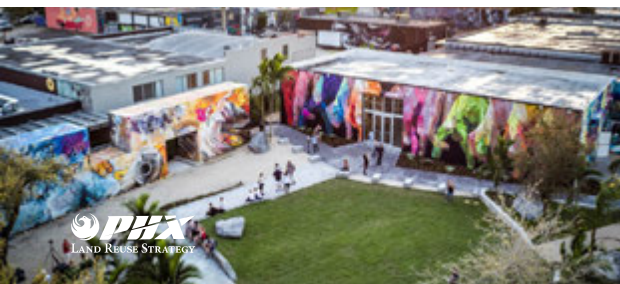
- Encourages culture-related and local businesses
- Fosters a unique cultural character through public spaces and art
- Promotes culture-critical events (César Chávez Parade, Paseo Arco, Día de los Muertos, etc.)
- All-volunteer leadership structure; Volunteering members, regular community meetings and program advisory committees



Wynwood Arts District, Miami, Florida

An eclectic cultural destination celebrating the history of artistry and featuring one of the largest open-air street-art installations in the world. A home to art galleries, retail stores, antique shops, bars, and artisanal eateries.

- \$488 Million Local Spending by Out-of-Town Visitors
- 400+ Businesses
- 5,000+ Local Jobs Supported
- Office: 197,000 SF in Construction / 767,000 SF Planned
- Retail: 227,900 SF in Construction / 60,000 SF Planned
- Apartment Units: 464 added by 2020 / 612 Proposed



COMMUNITY ENGAGEMENT PROCESS

Achieving the vision for the Cultural Corridor required a step-by-step outreach process. The community's feedback is the most critical component providing a basis for this report. Recommendations, visuals, guidelines, and action strategies stem from the feedback that was received during a series of outreach efforts:

COMMUNITY MEETING APRIL 4, 2019: CULTURAL CORRIDOR IDEA SHARING

The intent of the Cultural Corridor Idea Sharing Community Meeting was to collect and understand the community's vision, ideas and priorities regarding the Cultural Corridor, and to provide the project team with the input needed to guide funding, organization and implementation of the Cultural Corridor. Community feedback is the basis for the creation of Design Guidelines and Request for Proposals (RFPs) and helped the team identify an actionable, community-led framework for building the Cultural Corridor. Structured as a fun and interactive outdoor event, the workshop provided an opportunity for the community to answer questions such as:

- WHAT are the FORMS that the Cultural Corridor could take?
- WHO are the PEOPLE you would like to honor?
- WHERE are the cultural PLACES you would like to designate?
- WHAT ELSE can it be?
- HOW can we create a PROCESS to get the Cultural Corridor built?



ARTS AND CULTURE FOCUS GROUP MEETING APRIL 18, 2019

The focus group was comprised of 12 stakeholders with professional and community insight on how to move the Cultural Corridor forwards. The members in attendance included representatives of The Eastlake Arts Community, Yourland, Porter Barn Wood, The Carver Museum, Wesley Community Center, Local First Arizona, Eastlake Arts and Pilgrim Rest Foundations, Xico Arte y Cultura Inc., a historian, The City of Phoenix Office of Arts and Culture, and Avia Foundation Department. The intent of this meeting was to 1) share the input received at the April 4, Community Meeting addressing how the Cultural Corridor may take shape; and 2) discuss tangible ideas for how to bring the Cultural Corridor to life through arts and cultural programs, funding, partnerships, and actionable steps. Focus topics included:

- Arts and Cultural Partnerships
- Financial Considerations
- Cultural Corridor Tangible Next Steps



COMMUNITY MEETING JULY 25, 2019: TYING IT ALL TOGETHER

The Cultural Corridor station at the Tying It All Together meeting displayed a series of graphics that were derived from the results and feedback received during the "Cultural Corridor Idea Sharing Community Meeting" and the follow-up "Arts and Culture Focus Group Meeting". The station included exhibits explaining the Cultural Corridor Theme Zone, System Family, Kit of Parts concept, as well as a series of three-dimensional streetscape perspective renderings for each Cultural Corridor Theme Zone. Participants were also given the opportunity to explore material samples and full-sized interpretive mock-ups to better understand how the corridor could come to life. Community members were welcomed to walk around and take a close look at the graphic displays to better understand the scale, graphic design, and detailed content of the signage envisioned along the Cultural Corridor.



APPROACHES

THEMES

To help the community envision what the Cultural Corridor could encompass and become, it was important to break the Cultural Corridor down into a series of basic components. The following are those components that the community was asked to share their insights about:

1 People

The influential individuals who have played a significant role in shaping the community. By identifying people of significance, the Corridor can act as a community unifier and could educate potential visitors.

2 Places

Historically and culturally significant locations or spaces within the community. These places can include designated historical resources along with others that could become eligible for designation in the future.

3 Events & Experiences

Community events and local activities that bring together the community through shared values and help to shape the spirit of the area.

4 Form

The physical markers that are used to communicate the communities' cultural stories and history. Form is broken down into three categories: Gold, Silver and Bronze. These categories have been identified based on their associated cost, scale, and impact on the community.

Gold: Biggest Impact
These are large-scale ideas that are the most costly (\$\$\$) and most ambitious to implement.

Silver: Medium & Memorable
Medium-scale ideas that are somewhat costly (\$\$) and moderately challenging to implement.

Bronze: Small But Mighty
Small-scale ideas that are the most affordable (\$) and easiest to implement.

5 Great Ideas

Throughout the engagement process community members were encouraged to share their ideas and inform what the Cultural Corridor could become. Many community members provided documentation of their ideas and communicated their visions and expectations with the Implementation project team.

6 Tell Your Story

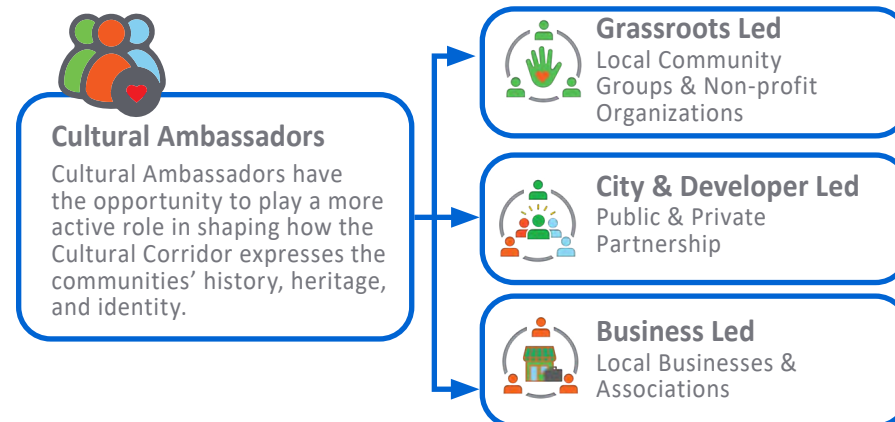
The engagement process also facilitated the collection of community stories and lived experiences. The intent was to learn more about the community and ensure that history, knowledge, culture, and heritage go unforgotten. Through community meetings and the Cultural Corridor survey, the voices and experience of the community was able to be included into the framework plan.

7 Process

Ideas on how the organization, funding, implementation, and maintenance of the Cultural Corridor can occur.

IMPLEMENTATION PROCESS

Implementation could range from a hands-on community-led grassroots process, City-led process, or businesses-led process. Through the engagement process, the community identified their preferred implementation approach as being a grassroots-led structure. Many community members also identified their interest in becoming a Cultural Ambassador to help play a more active role in shaping the Cultural Corridor.



WHAT THE FOCUS GROUP* SAID...

Arts & Cultural Partnerships

- Engage the Golden Gate Barrio
- Share Airport Museum database with local historians
- Produce a Mission Statement
- Generate a Marketing Plan
- Establish Collaboration Agreements & Public Mutual Partners
- Secure short-term funding
- Reach out to interested partners
- Use the opportunity to locate the new Latino Cultural Center in the area
- Engage ASU Libraries grant & resources
- Consider a downtown investor and employment center vision
- Do not ignore segments of the area
- Consider next steps of the LRS project

Financial Considerations

- Consider partnerships & leverage funding sources
- Create legacy and kick starter projects
- Revisit the existing funding & support
- Specify funding to assist development
- Define Arts & Culture; to include music and events
- Revisit Eastlake-Garfield TOD Plan
- Eastlake Arts District "Soul of the City"
- Build on existing City programs
- Leverage Cultural Corridor design:
 - Vacancies create negative impact
 - Streetscape improvements
 - Park spaces missing in many areas

Cultural Corridor Tangible Next Steps

- Locate big ticket items at focal nodes
- Draw tourists to a location and then inspire them to visit other locations
- Link and activate the corridor
- Culture beyond "This happened here"
- History & contemporary culture
- Secure a percentage of development revenue for the Cultural Corridor
- Add Buckeye Rd to the Corridor
- Buckeye Rd "Gateway to Phoenix's Past and Future" Branding
- The area is the gateway and centerpiece of Phoenix; and the link between the airport and downtown

WHAT THE COMMUNITY** SAID...

WHO are the people you would like to honor?

Preferred Cultural Heroes***

- Father Albert Braun O.F.M.
- César Chávez
- Sister Mary Luca Junk
- Silvestre S. Herrera
- Wing F. Ong
- The Honorable Calvin C. & Georgie M. Goode
- John W. Lewis (Online Survey)

WHAT are the forms that the Cultural Corridor could take?

Preferred Form Actions**

- GOLD**
Historic Adaptive Reuse Murals/Street Art Infrastructure Museum/Cultural Center
- SILVER**
Historic Markers Sign Toppers Urban Walk Apps Art Displays
- BRONZE**
Commemorative Book Crosswalks Benches Audio Tales

HOW can we create a process to get the Cultural Corridor built?

Preferred Process ***

- Community Grassroots-Led**
 - Fundraising
 - Request for Proposals (RFPs)
 - Proposal Review
 - Plan & Design Review
 - Maintenance

WHERE are the cultural places you would like to celebrate?

Preferred Places to Celebrate***

- Historic Sacred Heart Church
- Santa Rita Center
- Ann Ott School
- Silvestre S. Herrera School
- Tanner Church and other churches in the area
- Austin's Market
- Neighborhood Parks

WHAT ELSE can it be?

Preferred Events & Experiences***

- Martin Luther King J. Birthday Celebration
- Sacred Heart Church Christmas Mass
- Student Performing Arts Night
- César Chávez Birthday Celebration
- Seasonal Market/Farmers Market
- Street Eat Festival/Food Trucks

80 PARTICIPANTS

54 RESIDENTS BUSINESS OWNERS

26 TEAM MEMBERS KEY CITY STAFF

40 ONLINE SURVEY RESPONSES

28 Min Survey Average

* (April 18, 2019 Focus Group results summary)
 ** (April 2019 Cultural Corridor Community Meeting results summary)
 *** (This is a list of selections with the most community votes from the April 2019 community meeting and Online survey.)



HISTORIC NEIGHBORHOODS



Existing Historic Properties:

The above map highlights the boundaries of the historic residential neighborhoods located within the study area. Each of these seven neighborhoods offer their own unique narratives and contributions, but collectively are the basis for cultural and historic celebration in the area as a whole.

- CULTURAL CORRIDOR**
- Cultural Corridor Route
- Alternate Cultural Corridor Route Alignment
- Light Rail
- Rio Salado
- Airport Property

Eastlake Park Neighborhood

Bound within the study area by 7th St, 24th St, Washington St and the railroad tracks.

El Campito Barrio

Bound within the study area by 7th St, 16th St, the railroad tracks and Buckeye Rd.

Golden Gate Barrio

Bound within the study area by 16th St, the I-10 freeway, Jacob St and Buckeye Rd.

Cuatro Milpas Barrio

Bound within the study area by 7th St, 16th St, Buckeye Rd and Mohave St.

Ann Ott Neighborhood

Bound within the study area by 7th St, 16th St, Mohave St and the I-17 freeway.

Green Valley Neighborhood

Bound within the study area by 7th St, 16th St, the I-17 freeway, and University Dr.

Rio Salado San Juan Bautista Neighborhood

Bound within the study area by 16th St, 24th St the I-10 freeway, and University Dr.



HISTORICALLY & CULTURALLY SIGNIFICANT PROPERTIES



Existing Historic Properties:

The above map depicts the Corridor's proximity to historically and culturally significant properties, as identified through community and stakeholder collaboration. While the Cultural Corridor route does not touch all of these locations, it does offer an opportunity to connect to these locations through side streets, alleyways, and connections that may emerge from new development in the area.



Listed - National Register of Historic Places (NRHP)

- Baird (F.S.) Machine Shop
- Bethlehem Baptist Church

Listed - Phoenix Historic Property Register (PHRP)

- Tanner Chapel African Methodist Episcopal Church
- Washington (Booker T.) School
- Aldridge (Aubrey and Winstona) House
- Phillips (Lucy) Memorial C.M.E. Church
- Eastlake Park
- Southwest Commission Company (ASU School of Arts)
- Santa Rita Center
- Jones-Montoya House; W.W. Jones House
- Arizona Citrus Growers Association Warehouse

Listed - National and Phoenix Registers

- Heritage Square
- Immaculate Heart of Mary Church
- Swindall Tourist Inn; Desert Mashie Golf Club
- Ong's (Jim) Market
- General Sales Company Warehouse (Galvanize)
- Historic Sacred Heart Church

Not Listed - Eligible (National Register of Historic Places- NRHP)

- Thomas (Frank B.) House
- Immaculate Heart of Mary Auditorium
- First Mexican Baptist Church
- Phoenix Christian Center
- Ford-Levy Furniture Company
- Higher Ground Church of God in Christ
- Robinson (W.A.) House
- Greenlee-Hammond House
- Arnold's Pickles and Olives
- Hayes (Zoe) House
- Post Office 1441 E Buckeye Rd
- Utah-Arizona Freight Lines (215 S 13th St)
- Modern Food Market
- Greater Friendship Missionary Baptist Church
- Paolino Candy Company
- First National Bank of Arizona
- Tang (K.L.) Grocery and Residence
- Adobe House - Ernesto & Ynocencia Guevara House (1109 S 13th Pl)
- Adobe House - Juan V. & Maria Rodriguez House (1131 S 13th St)
- Adobe House - Camald/Joya House (1127 S 13th St)
- Adobe House - Luis & Graciela Galaviz House (1427 S 13th Pl)
- Adobe House (Genaro & Jose na Contreras House, 1439 S 13th St)
- de Guerrerz (Phillip and Rosa) House (1429 S 13th Pl)
- Gospel Center Church and Dormitory
- Carolina's (Neighborhood Grocery)
- Iglesia Cristiana El Buen Pastor (Southside Assembly of God)
- Food City (1648 S 16th St.)

Not Eligible (Due to Age): Will Be 50 Years or More in Age within Next Five Years

- Dr. Thomas Crump Office/Mrs White's Golden Rule Café
- Pilgrim Rest Missionary Baptist Church
- The Honorable Calvin C. & Georgie Goode House & Office
- Silvestre S. Herrera School (1350 S 11th St)

Not Listed - Cultural Resource with Potential Local Historical Significance

- The Faz Family Homestead (1329 E Madison St)
- Lewis Park Annex Subdivision Bounded by Buckeye Rd, 13th St, 14th St, and Pima St
- Food City #2 (1112 S 16th St.)
- Apache Street Site between 7th St and 14th St
- Saint Mary Magdalene Chapel (1102-1104 E Hilton Ave)
- St John The Baptist Church (1826 E Magnolia St, razed)

Cultural Places

- Hohokam Fields
- Rio Salado

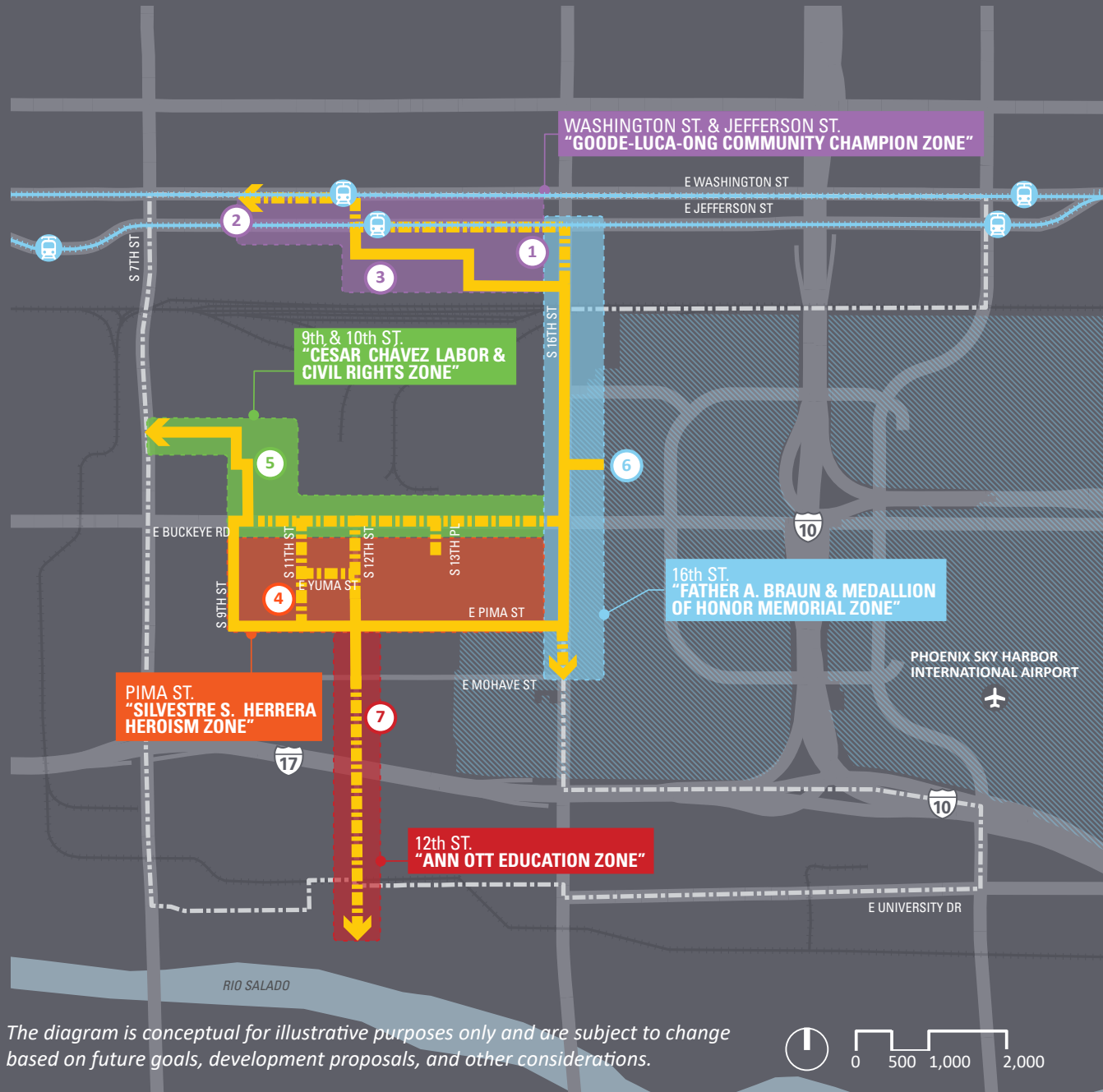
Not Eligible [Due to age (less than 50 years) or loss of integrity]

- Loy-Ong Building
- Abraham Bungalows
- Adobe House 1113 S 13th St
- Austin's Cash Market
- Wah (W.H.) and Company Grocery
- First Institutional Baptist Church
- Wesley Community Center (1300 S 10th St)
- Ann Ott School (1801 S 12th St; 1901 S 12th St)

(Source: Non-Archaeological (Architectural) Historic Resources In and Near the Planning Area Map, Arcadis, data as of November 18, 2019.)



THEME ZONE DESIGNATIONS



The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

Theme Zone Concept:

The Cultural Corridor Themes Zone concept synthesizes the input received during the community engagement process and maps the community heroes with the highest votes. The theme zones were developed based on the areas in which these heroes worked, lived, advocated, and/or spent time in the community. The overarching themes also relate to the topics of importance to these heroes and include: community championship, heroism, labor & civil rights, military honor, and education. While the themes are not intended to be areas with a distinct look and feel, they are intended to organize the stories that are told along the route.



1 **The Honorable Calvin C. & Georgie M. Goode**
(Born 1927 & 1928-2015)




Long-time residents of the Eastlake Park Neighborhood, the Goodes' work supports minorities young people, seniors, affordable housing, learning and education women, and minority-owned businesses. The Honorable Calvin C. Goode served twenty-two years as a Phoenix City Councilman. Georgie M. Goode served on the governing boards of the local elementary and high school districts.

2 **Sister Mary Luca Junk**
(1905-1989)



She waged a one-woman war on poverty, as a go-to person for needy neighborhood residents. She taught at the Sacred Heart School and served the poor until her death.

3 **Wing F. Ong**
(1904-1977)



The first Chinese-American, who was not born in the United States, to be elected to the state House of Representatives. In 1946, he ran for the Arizona House of Representatives and won.

GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE

4 **Silvestre S. Herrera**
(1917-2007)



A Mexican national who served in the U.S. military and earned a Congressional Medal of Honor after capturing enemies despite being wounded by having both feet severed during the war. A local school is named in his honor.

5 **César Chávez**
(1927-1993)



César Chávez played a significant role in the modern history of the area. United Farm Workers President, Chávez, protested the law and urged the recall of Governor Williams chanting, "¡Sí se puede!". Chávez undertook a hunger strike at the Santa Rita Center which drew widespread attention and support.

6 **Father Albert Braun O.F.M.** (1889-1983)



His role in the Sacred Heart Parish gave cohesion and strength to its largely Hispanic population. Father Braun was an army Chaplain in World Wars I & II, receiving the Purple Heart and two silver stars for his heroic service, in addition to serving as a missionary to the Mescalero Apache.

SILVESTRE S. HERRERA HEROISM ZONE

CÉSAR CHÁVEZ LABOR & CIVIL RIGHTS ZONE

FATHER ALBERT BRAUN O.F.M. & MEDALLION OF HONOR ZONE

7 **Ann E. Ott**
(1894-1971)



Miss Ott spent thirty-two years ensuring that the many underprivileged children in her care were properly taught, fed, and clothed. Her legacy lives on today with a school and neighborhood renamed in her honor.

ANN E. OTT EDUCATION ZONE



COMMUNITY IDENTIFIED CULTURAL ASSETS



Community Identified Assets:

This concept synthesizes the input received during the community engagement process and maps community cultural assets located within the study area. The assets encompass designs, events, celebrations, parks, etc. The map includes existing and desired assets and encompasses designs, events, celebrations, parks, etc. This is not a comprehensive map of community assets, rather a starting point defined by the community.



1 Tanner Chapel AME Church 	2 Pilgrim Rest Missionary Baptist Church Baptist Church MLK Jr. Celebration 	3 Soul of the City / Eastlake Arts District 	4 Eastlake Park Events & African-American Celebration
5 Faz Family Homestead 	6 All Eastlake Churches 	7 Golden Gate Barrio 	8 Historic Sacred Heart Church Christmas Mass/Cultural Outdoor Film Festival
9 Cultural Market 	10 Former Food City Locations/ Food Trucks & Farmers Market 	11 Barrios Unidos Park 	12 Honoring Policemen/Firemen
13 Gateway to Phoenix's Past and future 	14 César Chávez Celebration 	15 Santa Rita Center 	16 Mexican-American Celebration
17 Asian-American Celebration/ Song's 	18 Gateway Community College 	19 Wesley Community Center 	20 Native American Celebration
21 Lewis Park-La Plataforma/ Fiestas Patrias & Celebration 	22 Silvestre S. Herrera School/ Student Performing Arts 	23 Sacred Heart Church 	24 Austin's Market / Farmers Market
25 Carolina's 	26 All Neighborhood Churches 	27 Assembly Of God Church 	28 Ann Ott School
29 (Iglesia De Dios) St. Mary Magdalene Chapel 	30 Green Valley Park Events 		



COMMUNITY IDENTIFIED EVENTS



Community Identified Events:

This concept synthesizes the input specific to events that was received during the community engagement process and maps the outcomes within the study area. The events include ones that currently exist and those that the community would like to see take place in the area.



<p>1 Martin Luthe King Jr. Birthday Celebration</p>	<p>2 Eastlake Park Events & African American Celebration</p>	<p>3 Christmas Mass Cultural Outdoor Film Festival</p>
<p>4 Seasonal Market / Cultural Market</p>	<p>5 Former Food City #2 Street Eat Festival/Food Trucks</p>	<p>6 Former Food City Farmers Market</p>
<p>7 Barrios Unidos Park Events/Holiday & Wellness Fair</p>	<p>8 Mexican-American & César Chávez Celebration</p>	<p>9 Asian-American Celebration</p>
<p>10 Silvestre S. Herrera School Performing Arts Event</p>	<p>11 Wesley Community Center Events</p>	<p>12 Native American Celebration (Pow Wow)</p>
<p>13 Lewis Park-La Plataforma/Fiestas Patrias & Celebration</p>	<p>14 Austin's Market / Farmers Market</p>	<p>15 Green Valley Park Events</p>

03 DESIGN GUIDELINES



CULTURAL CORRIDOR DESIGN PRINCIPLES

The intent of the Cultural Corridor Design Guidelines section is to help guide the build-out of the corridor. The design guidelines help to specify forms, colors, materials, placement, and describe standard installation details. Utilizing the design guidelines will result in a cohesive and high-quality design statement along the Cultural Corridor that attracts visitors, development, and preserves the rich history and culture that exists in the area. The Cultural Corridor is envisioned to be an experiential route where children, members of the community, and visitors can travel safely while learning about the area's past and exciting future. The Cultural Corridor is intended to be community-focused and include:



Pedestrian & Bicycle Improvements
considerations of safety, comfort, wayfinding, and crosswalk enhancements



Public Art
including sculpture, murals, painted intersections/streets, and artist spaces



Heritage Displays
through events, performances, festivals, and other engaging activities



Streetscape Amenities
including trees, bioswales and landscape plantings, benches, bus shelters, waste receptacles and pedestrian-scale lighting

CORRIDOR WAYFINDING GUIDELINES

WHAT ARE WAYFINDING TOOLS?

Wayfinding encompasses all of the ways people know where they are and where they can go, while enhancing their understanding and experience of physical environments. It is important to maintain a cohesive look to the signage along the Cultural Corridor Route as it crosses through various neighborhoods and theme zones. These are opportunities for individual neighborhoods and/or districts to be identified on wayfinding elements, but the goal is to promote the Cultural Corridor first. For that reason, we have provided graphic guidelines and reference images to be used when implementing various wayfinding tools along the Cultural Corridor.

A: WAYFINDING

- A-1 | PEDESTRIAN GUIDANCE:** Include directional signs and maps that guide persons on foot to important areas such as, outdoor gathering areas, transit nodes, parks, trailheads and major tenants.
- A-2 | SAFE MOVEMENT:** Wayfinding graphics and lighting within and surrounding parking structures should encourage safe and effective pedestrian and vehicular entry and exit movement patterns.
- A-3 | GUIDING ROUTE DECISIONS:** Wayfinding should be placed at major intersections and corridor access points, or other areas where travelers will be making route decisions.
- A-4 | SIGN FRONTS:** The front of signs should be located alongside the right side of the street within the right-of-way
- A-5 | INTERSECTION SIGNAGE:** Signs at intersections should be placed on the nearest side of the approaching intersection to the right.
- A-6 | FLOOR PLANE CLEARANCE:** 7' clearance from the door plane.



The Phoenix Arts District uses creative wayfinding solutions to aid navigation.



An example of the WalkNYC pedestrian mapping program.

CULTURAL CORRIDOR TOOLBOX GUIDELINES

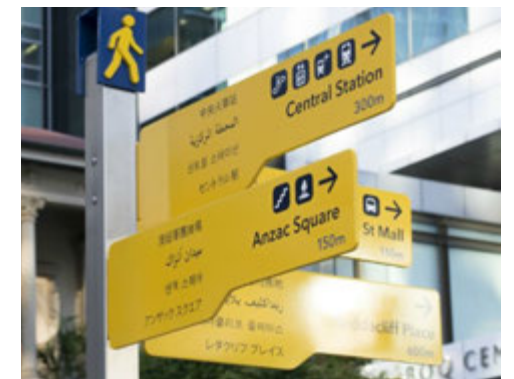
WHAT IS A KIT OF PARTS?

A variety of wayfinding tools have been developed for the Cultural Corridor. A "Kit of Parts" will allow each theme zone of the Corridor to address its own wayfinding needs while maintaining consistent design principles throughout the alignment. A Kit of Parts refers to urban design techniques where theme zone elements are pre-designed as a part of a larger system of elements. The modular nature of a Kit of Parts allows for flexibility in changing or adding design information, when necessary, while maintaining a consistent strategy and style throughout the entire alignment. All Cultural Corridor signage and wayfinding has been organized into a system of components. Depending on the type of site or environment, these guidelines help to define which colors, materials and graphics should be used for each particular location.



B: KIT OF PARTS

- B-1 | ZONE IDENTIFICATION:** Use Zone Identification signage and include uniform logos and colorways.
- B-2 | ZONE NAMING:** Each zone feature must include the name of the zone.
- B-3 | PANEL INFORMATION:** Content featured on the panels shall be zone specific and feature stories and information based on theme zone subject.
- B-4 | SYSTEM IDENTIFICATION:** System identifications shall provide consistent markings for the Cultural Corridor system and use the overall logo and tagline.
- B-5 | BASE AND STRUCTURE MATERIALS:** Base and structure materials can be changed and swapped out for other options provided in the material palette or better related to the area of implementation.



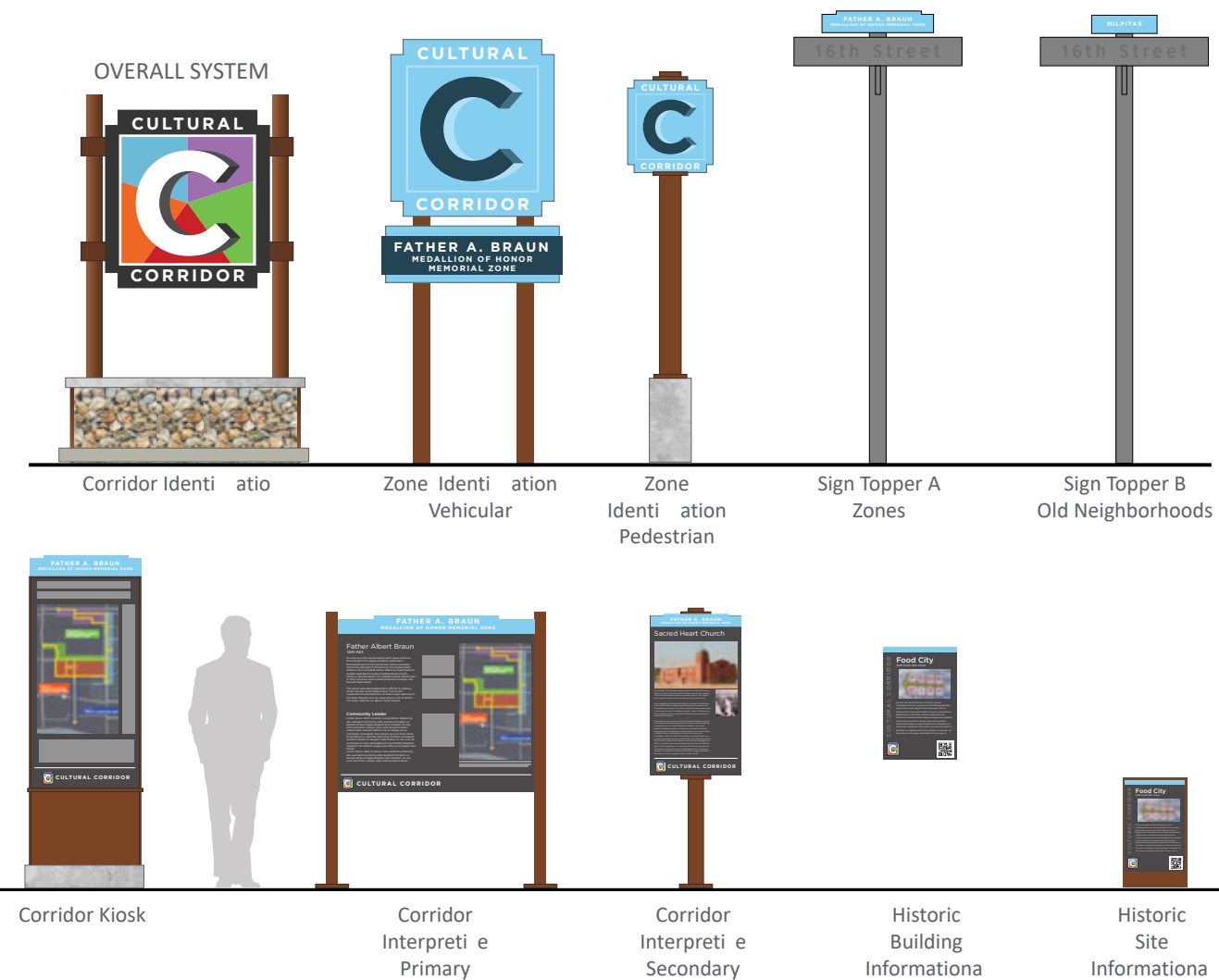
A wayfinding Kit of Parts allows for quick and easy replication while maintaining consistency throughout the area.

03 DESIGN GUIDELINES



CULTURAL CORRIDOR FAMILY GUIDELINES: COLORS, MATERIALS, & PATTERNS

C: SIGNAGE FAMILY

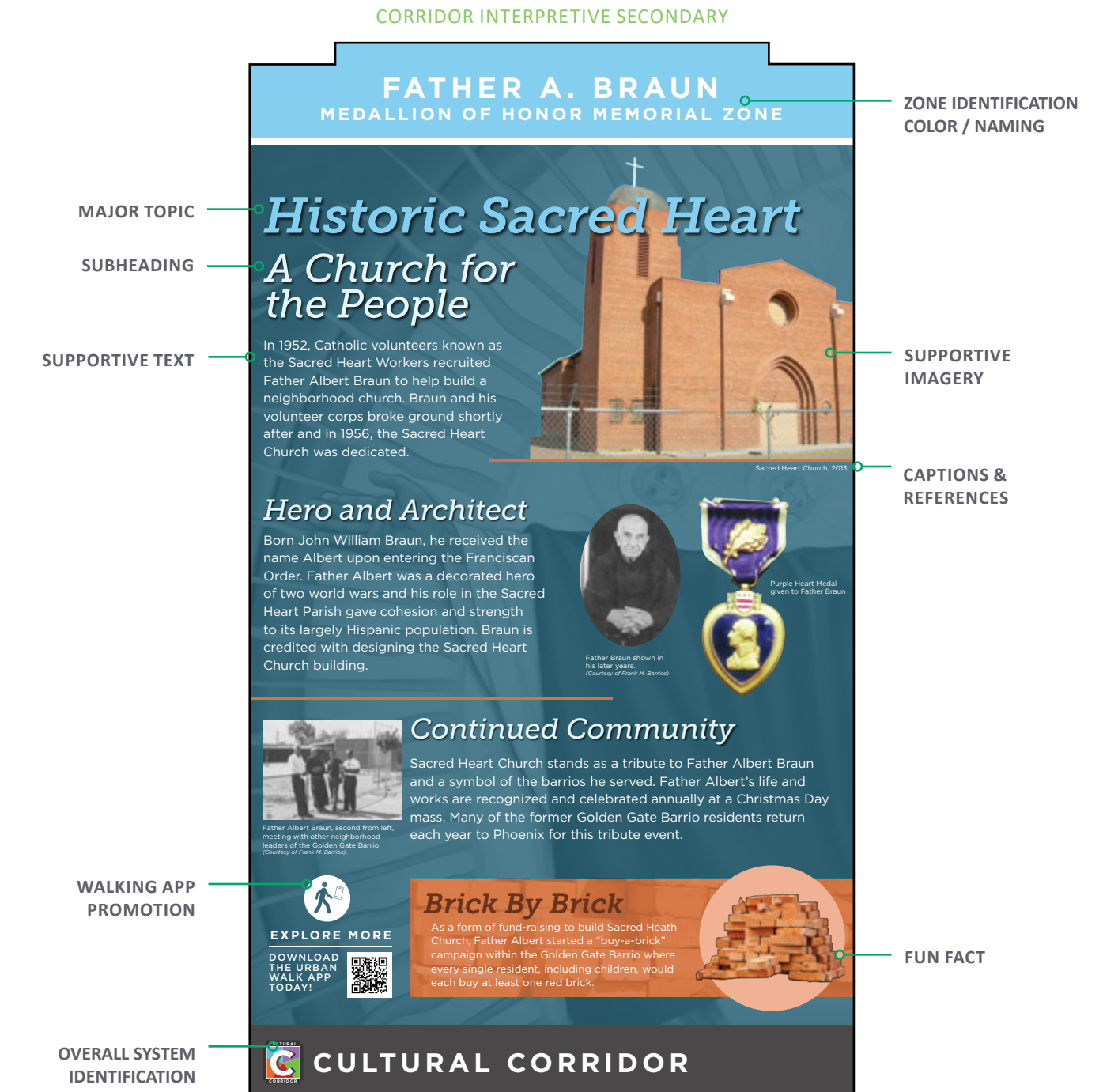


The Cultural Corridor signage must be developed as a sign family that uses standard typography, iconography, nomenclature, colors and materials to be understood as a distinct area.

Above are examples of how a sign family for the corridor might look and function. The examples shown have many similar characteristics that feel consistent.

- **C-1 | FAMILY DESIGN:** Signs shall be designed as a 'family', incorporating similar type compatible materials that reinforce the design and style of the project architecture.
- **C-2 | UNIFORM COMMUNICATION:** Signage packages for each theme zone shall be prepared to improve the streetscape experience and uniformly communicate key information without creating visual clutter.

C: SIGNAGE FAMILY: CORRIDOR INTERPRETIVE FATHER A. BRAUN ZONE EXAMPLE



This is an example of a "secondary" corridor interpretive sign that could look like in the Father A. Braun Medallion of Honor Memorial Zone.

03 DESIGN GUIDELINES



CULTURAL CORRIDOR FAMILY GUIDELINES: COLORS, MATERIALS, & PATTERNS

C: SIGNAGE FAMILY: CORRIDOR INTERPRETIVE GOODE- LUCA- ONG ZONE EXAMPLE

CORRIDOR INTERPRETIVE SECONDARY

ZONE IDENTIFICATION COLOR / NAMING

MAJOR TOPIC

SUBHEADING

SUPPORTIVE TEXT

SUPPORTIVE IMAGERY

FUN FACT

WALKING APP PROMOTION

OVERALL SYSTEM IDENTIFICATION

CAPTIONS & REFERENCES

SUPPORTIVE INFORMATION GRAPHICS

This is an example of a “secondary” corridor interpretive sign that could look like in the Goode-Luca-Ong Community Champion Zone.

D: COLORS AND MATERIALS

Within the Cultural Corridor there are unique zones that are dedicated to people who have made an impact on the City. Each of the Cultural Corridor Theme Zones have been given a color that will be consistent throughout the zone and reflected on all Cultural Corridor signage. In addition to this palette of colors, the system includes patterns, materials, base details, way finding, historic interpretives, and additional components that can be used interchangeably through the zones while also connecting back to the larger system.

ZONE COLORS

	GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE
	SILVESTRE S. HERRERA HEROISM ZONE
	ANN OTT EDUCATION ZONE
	FATHER A. BRAUN MEDALLION OF HONOR MEMORIAL ZONE
	CÉSAR CHÁVEZ LABOR & CIVIL RIGHTS ZONE

PATTERNS / IMAGERY

SIMPLIFIED PATTERN	PHOENIX HERITAGE INSPIRED	HISTORIC IMAGERY

MATERIALS

CORTEN STEEL	WROUGHT IRON	PERFORATED METAL

BASE DETAILS

BRICK	NATIVE STONE	CAST CONCRETE

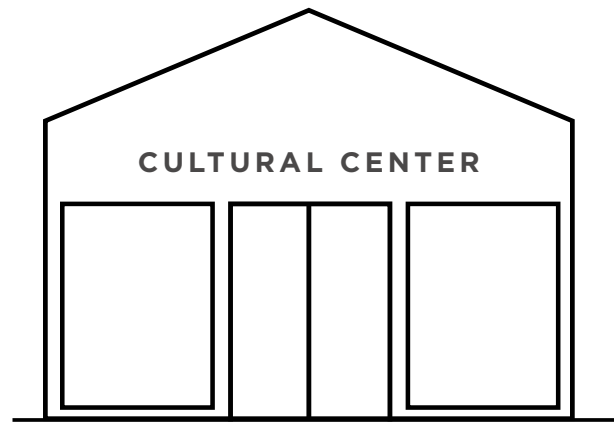
- D-1 | MATERIAL QUALITY:** Materials shall be of natural finish, factory coated, stained, integrally colored, or otherwise suitably treated, avoiding field applied coatings where practical. High gloss finishes should be of limited area only. Construct signs of high quality and durable materials able to withstand the extreme desert climate.
- D-2 | ZONE MATERIALS:** Signs shall incorporate materials, colors, and designs that are compatible with the associated zones.
- D-3 | STREETSCAPE COMPATIBILITY:** Provide signage that is compatible with the streetscape, the building materials and overall design aesthetic.
- D-4 | MATERIAL DURABILITY:** Construct signs of high quality and durable materials able to withstand the extreme desert climate.
- D-5 | MATERIAL CHARACTER:** Design new signs so that they reflect the materials and architectural character of the associated landmark or historic area.

03 DESIGN GUIDELINES



CULTURAL CORRIDOR FAMILY STANDARD

PHYSICAL HERITAGE ESTABLISHMENTS



Cultural/Visitor's Center Adaptive Reuse

E: MUSEUMS & CULTURAL, COMMUNITY & VISITOR CENTERS



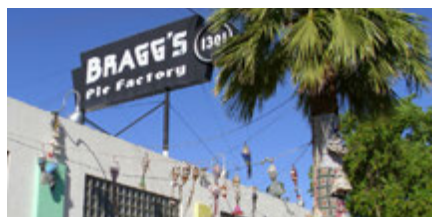
The Phoenix Heard Museum Advancing American Indian Art.

- **E-1 | DESTINATION SIGNAGE:** Provide maps and way finding signage around destinations regularly frequented by the community and visitors.
- **E-2 | DESTINATION LOCATION:** Locate a museum, cultural, community, and/or visitor centers in areas of greatest significance or pedestrian activity (e.g. Santa Rita Center, Lewis Park, the light rail corridor, Sacred Heart Church, etc.).
- **E-3 | PHYSICAL HERITAGE IDENTIFICATION:** Identify physical heritage establishments with supportive historic interpretives that highlight the history, design, character, and significance of the building.

F: HISTORIC ADAPTIVE REUSE



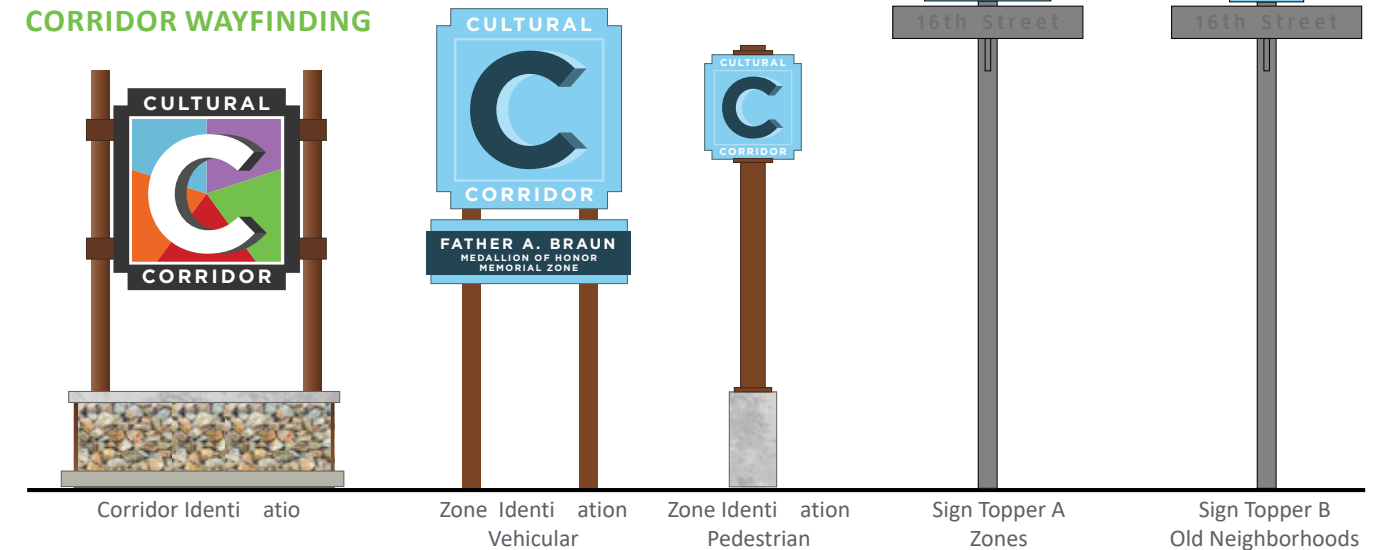
A picture of the historic Bragg's Pie Factory.



Bragg's Pie Factory's rejuvenated façade.

- **F-1 | HISTORIC CHARACTER:** Adaptively reuse buildings of historic, cultural, or geographic significance that are also representative of the historic character of the area. Avoid alterations that would hinder the ability to interpret the historic significance of the original building.
- **F-2 | RETAINING IDENTITY:** Protect buildings from deterioration and reuse them to retain the area's vitality and community identity.
- **F-3 | APPEARANCE OF SIGNIFICANCE:** Return an individually historic or contributing building to its appearance during its period of significance.
- **F-4 | MATERIAL COMPATIBILITY:** Use materials that are compatible with the original materials of the building and with the setting and surrounding context.
- **F-5 | HISTORIC PROPERTIES:** Development of the Cultural Corridor should be supported by research and documentation of all information on established and potential historic districts, properties listed on the National Register and locally important properties included in local inventories.

CORRIDOR WAYFINDING



G: CORRIDOR & ZONE IDENTIFICATION

- **G-1 | PLACEMAKING REINFORCEMENT:** Use signage to reinforce placemaking along the entirety of the Cultural Corridor.
- **G-2 | IDENTIFIABLE SIGNAGE:** Signage should be sufficiently visible from surrounding public streets so that site entrances can be readily identified by both pedestrians, persons in vehicles and light rail passengers.
- **G-3 | THRESHOLD SIGNAGE:** Mark district thresholds with distinctive public signage and/or graphics.
- **G-4 | PEDESTRIAN SIGNAGE:** Include signage at a height and of a size that is visible to pedestrians and focuses on their experience along the route.
- **G-5 | DYNAMIC SIGNAGE:** Flashing or moving signs are not permitted in areas that are vehicularly dominated.
- **G-6 | SIGN COORDINATION:** Street sign shall coordinate with way finding signs in terms of color and font style.
- **G-7 | PROMINENT NAMING:** The Cultural Corridor name should be displayed prominently in a script font matching the corridor identification materials and colors.
- **G-8 | TWO-FACED DESIGN:** Banner and medallion graphics should be applied on the front and back of all signs in order to create a double-sided sign.
- **G-9 | GRAPHIC CENTERING & PRINTING:** Medallion graphics shall be contained in the center of sign panel, surface applied vinyl and digitally printed vinyl.
- **G-10 | SIZE & DESIGN:** Signs shall comply with the City's existing neighborhood sign guidelines and requirements.



Eastlake Park neighborhood sign topper above existing street signs.



A district naming at the Wynwood Walls in Miami, Florida.



A historic district banner on an existing light pole.

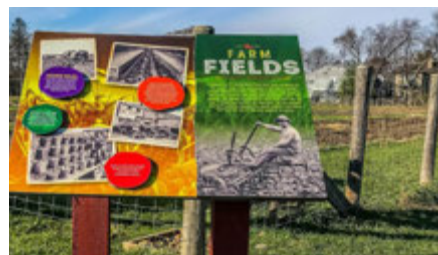


CULTURAL CORRIDOR FAMILY GUIDELINES

HISTORIC INTERPRETIVES



H: HISTORIC INTERPRETIVES



An example of historic interpretation and education signage at a historic farm.



A sign placed to maintain the visibility of architectural features.



A sign compatible with its immediate surroundings through scale and material.

The historic interpretive graphics throughout each zone highlight stories about events, people and key points of significance along the corridor. They can contain photos, diagrams, stories, artifacts and maps. The interpretives are an important component of the overall system and allow people to engage with the area and connect to its history.

- **H-1 | SIGN PLACEMENT:** Place signs in accordance with the public realm rhythm, scale and proportion. Signs shall not obscure architectural features, traffic signs, stop lights, or adjacent businesses.
- **H-2 | SIGN COMPATIBILITY:** Design Cultural Corridor signage that is compatible with its immediate surroundings in character, while also developing signage for each theme zone.
- **H-3 | ZONE & PLACEMAKING REINFORCEMENT:** Use signage to identify the zone and reinforce placemaking, as well as to focus and guide pedestrian circulation throughout the Cultural Corridor.
- **H-4 | SIGN HEIGHT:** Include signage at a height and of a size that is visible to pedestrians and facilitates access to public spaces and entryways.
- **H-5 | DIGITAL SIGNAGE:** Allow LED/digital signage in areas with limited vehicular traffic (subject to City review and approval). The content on digital signage shall offer a component that is related to the culture and history of the area and/or facilitates wayfinding.
- **H-5 | SIGNAGE CONTENT:** Use signage that includes the historical background of buildings and locations (e.g. who it was named for and why).

I: CROSSWALKS

- **I-1 | PEDESTRIAN CONNECTIONS:** Create strong pedestrian connections to neighboring blocks through scaled gateway entry markers, landscape, lighting, and specialty paving for crosswalks at primary intersections.
- **I-2 | MID-BLOCK CROSSINGS:** Use mid-block crosswalks to facilitate crossings to places that people want to go but that are not well served by the existing traffic network (e.g. schools, parks, museums, waterfronts, and other destinations).
- **I-3 | CROSSWALK DESIGN:** Select crosswalk patterns, colors, and designs reflective of the community, history, culture, and Cultural Corridor Zone. Special designs will need to be coordinated through the City and installation must be approved by the City's Streets and Transportation Department.



A Phoenix rainbow crosswalk in the Melrose Area along 7th Ave & Glenrosa Ave

J: PEDESTRIAN AMENITIES

- **J-1 | DECORATIVE ELEMENTS:** Use decorative decorative elements such as planters, benches, or other street furnishings around commercial and recreational activity while limiting conflicts with passing pedestrians.
- **J-2 | DESIGN FEATURES:** Integrate Cultural Corridor symbology, colors, and materials on existing benches and bus shelters.
- **J-3 | LOCATION:** Carefully locate outdoor seating areas and amenities to work with existing and planned streetscape amenities and landscape.
- **J-4 | PEDESTRIAN AIDS:** To aid pedestrian navigation and comfort, the following elements are encouraged in high-pedestrian areas: trash receptacles, bicycle racks, bus shelters, shade trees, landscape pedestrian lighting, water fountains, and shaded seating.

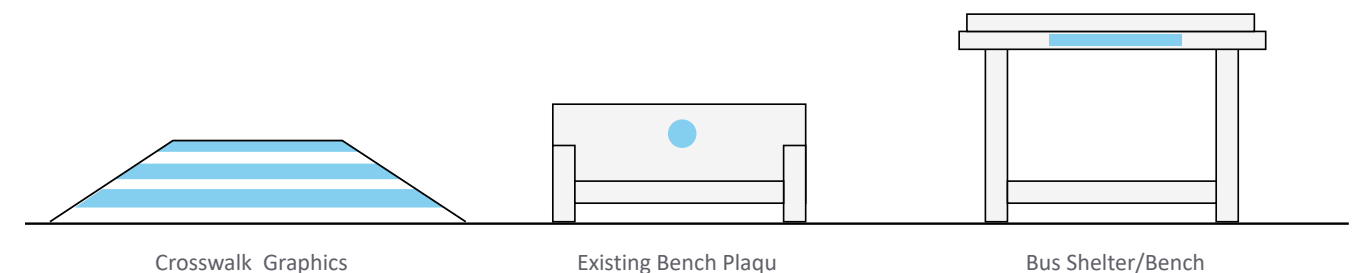


Artistic light rail screens & shading along a major corridor.



The presence of artistically shaded and protected bus shelters in Phoenix.

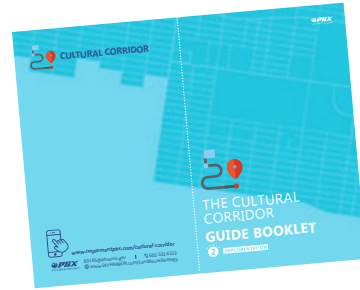
ADDITIONAL COMPONENTS



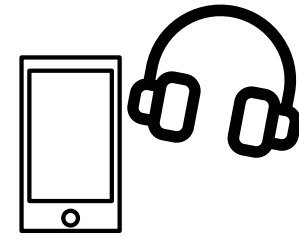


CULTURAL CORRIDOR FAMILY GUIDELINES

ADDITIONAL COMPONENTS



Commemorative Booklet



Urban Walk App / Audio Tales

K: COMMEMORATIVE BOOKS/ BOOKLETS/ COLLATERALS



Commemorative documentation will help explain the purpose of the Cultural Corridor to the community and visitors.

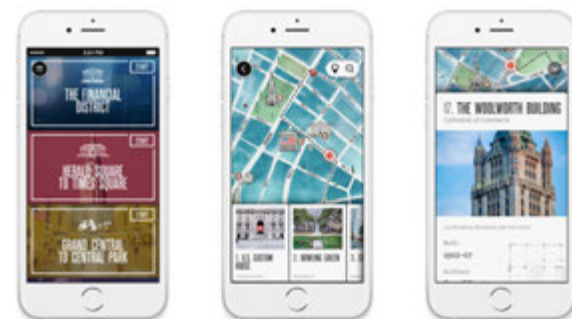
- **K-1 | DOCUMENTATION PICK-UP:** Provide commemorative books, booklets and collaterals at the cultural centers, visitor centers and museums for visitor pick-up and/or purchase.
- **K-2 | INFORMATIONALS:** Create materials to provide an executive summary of the Cultural Corridor and a description of the culture, history, and identity of the community.
- **K-3 | DOCUMENTATION DESIGN:** Use the symbology, logos, and colors associated with the Cultural Corridor for any printed or digital documentation related to the Cultural Corridor.

L: URBAN WALK APP & AUDIO TALES



Audio Tales can support the documentation of the community's history.

- **L-1 | SELF-GUIDED EXPLORATION:** Provide information about how to use the self-guided walking app at the cultural center visitor centers and museums.
- **L-2 | CONNECT TO WHAT EXISTS:** Self-guided walking apps and audio tales should connect to and support existing talking tours and historic audio collections already underway in the area.
- **L-3 | STORY TELLING:** Designate a space within each cultural or visitor center for community members to share their stories about their community. Content will be incorporated into an Audio Tales collection that links to the Urban Walk App.



An example of an Urban Walk App able to facilitate self-guided exploration.

HERITAGE PRESERVATION GUIDELINES

M: FESTIVALS & EVENTS

- **M-1 | COMFORTABLE SPACE:** Provide comfortable space for publicly accessible outdoor amenities such as cafe seating, event space, and public art.
- **M-2 | COMMEMORATIVE EXPERIENCES:** Focus programmed experiences on the commemoration of individuals, music, eras, and cultural epochs that are significant to the past, present, and future of the area.
- **M-3 | HISTORIC LOCATIONS:** Utilize spaces where there historically existed a grocery store or market to host seasonal markets, farmers markets, food truck festivals or street eat festivals.
- **M-4 | DESIGN CONSISTENCY:** Use the symbology, logo, and colors associated with the Cultural Corridor to brand and market events and festivals in the area.
- **M-5 | SUPPORT WHAT EXISTS:** The Cultural Corridor branding should support and not detract from existing events and festivals already underway on the area.
- **M-6 | OPEN & GREEN SPACES:** Utilize open and green spaces to host events both seasonally and year-round.
- **M-7 | SMALL & GRAND EXPERIENCES:** Event programming should be both small, highlighting artists and arts organizations from the area, and grand productions that are designed to attract tourist culture.
- **M-8 | COMPLIANCE:** All events, festivals, and performances shall comply with City regulations and permitting requirements.



Locating seasonal and farmer's market's where markets formerly existed can be a way to celebrate the community's history.



Street eats and food truck festivals can highlight local cuisine and support small food businesses.



The Annual Martin Luther King Jr. Celebration draws visitors from across the City.



The Historic Sacred Heart Church Christmas Mass is currently the only day the church is open.



Phoenix is currently home to a variety of crowd-drawing street festivals.



Juneteenth Annual Celebration



STREETSCAPE GUIDELINES

N: GATEWAYS, MURALS, SCULPTURES & ART DISPLAYS



The Melrose district's gateway stretching across 7th St



The community's Barrios Unidos mural.



Integrating art on utility boxes to enliven an unappealing streetscape.

- **N-1 | GATEWAY PLACEMENT:** Major gateway signs should flank the roadway and should be sited appropriately to depict a sense of entry into the corridor.
- **N-2 | GATEWAY LOCATION:** Major gateway treatments should be located along 7th St, the light rail corridor, or near freeway ramps leading to the Cultural Corridor.
- **N-3 | OPPORTUNITIES TO USE ART:** Utilize art displays, murals, and sculptures as unique opportunity to create pedestrian interest, add to the cultural vibrancy of the district, and screen unsightly mechanical equipment and utilities.
- **N-4 | HARMONIOUS ART INTEGRATION:** Works of art and signs should be harmoniously integrated within the Cultural Corridor zones.
- **N-5 | REVIEW & APPROVAL:** Public Art attached to or painted on buildings requires review and approval from the property owner and the City.
- **N-6 | ENLIVENING THE UNAPPEALING:** Use art to enliven blank walls, enhance utility boxes and to break-up long or unappealing building façades such as side façades, parking lot façades, alley façades.
- **N-7 | ART PARTNERSHIPS:** Curate, grow and maintain public art in partnership with the City of Phoenix Office of Arts and Culture, local organizations, non-profits, and local artists.
- **N-8 | DESIGNATED ART SPACES:** Include designated space for individual artists who are interested in locating around the Cultural Corridor. These spaces may include gallery spaces, exhibit spaces, and artist live/work spaces.

O: PAVING



Paving medallions can be used to chronologically communicate the history of an area.

- **O-1 | HARDSCAPE COMPATIBILITY:** Utilize hardscape and paving materials that are compatible with their surroundings, and enhance the public realm. In particular, decorative paving may be used to highlight areas of historic or cultural significance and key pedestrian areas, including plazas, intersections, and crosswalks.
- **O-2 | SPECIAL PAVING:** The use of special, decorative paving or tactile surfaces is encouraged at curb ramps and intersections to separate the street at pedestrian crossings.
- **O-3 | PERMEABLE PAVING:** Use permeable paving systems that can allow pedestrian access while allowing water to percolate into the soil.
- **O-4 | AMERICANS WITH DISABILITIES ACT (ADA) COMPLIANCE:** Walkways may be paved with concrete, brick, stone, or aggregate, and their path may be straight or winding as long as they comply with ADA requirements.
- **O-5 | HONORARY PAVING:** Utilize paving medallions in areas with limited space and wall surfaces to honor and celebrate the people, culture, and history of the area.

LANDSCAPE GUIDELINES

P: LANDSCAPE TREATMENT & PLANT MATERIALS

- **P-1 | LANDSCAPE SCALE:** Introduce landscape features and plantings that are scaled to surrounding streets, outdoor spaces, and buildings. Include tree canopies.
- **P-2 | VISIBILITY:** Landscape should not create a solid visual barrier between the public realm and building frontages or views into buildings at the ground floor.
- **P-3 | COMPLETE STREET LANDSCAPING:** Incorporate complete streets with bicycle lanes, ample and cohesive street furniture, and tree canopy.
- **P-4 | TREE GUARDS:** Use artistic tree guards to aesthetically enhance the streetscape while reducing soil compaction, shielding the trunk from physical damage, and preventing pet waste from entering the tree pits.
- **P-5 | LANDSCAPE PALETTE:** Use a rich coordinated palette of landscape materials to provide scale, texture, and color.
- **P-6 | LANDSCAPE VARIETY:** A variety of planting materials and plant heights should be provided in landscaped areas. Appropriate planting includes: drought tolerant trees, shrubs, ground-covers, and accent plants and flowers of varied heights and textures.
- **P-7 | HISTORIC LANDSCAPE FEATURE PRESERVATION:** In relation to historic resources, retain or restore the historic setting, considering features including but not limited to topography, vegetation, landscape circulation (roads, paths, walkways), buildings and structures, furnishings and objects (functional or decorative), which all define spatial organization and land pattern.



Artistic tree guards protect young trees as they grow.



Complete street landscaping offers tree canopy shading to pedestrians and cyclists.

Q: LANDSCAPE PLACEMENT & SHADING

- **Q-1 | PEDESTRIAN CLIMATE PROTECTION:** Provide climate protection along pedestrian paths through canopies, awnings, canopies, etc.
- **Q-2 | URBAN HEAT ISLAND:** Plant canopy trees within on-street parking lots, providing protection from sun and wind, and reducing urban heat island effect.
- **Q-3 | SPECIALTY LANDSCAPING:** Provide special landscape treatment at major focal points, gateways, landmarks and major pedestrian gathering areas.
- **Q-4 | LANDSCAPE LOCATION:** The location of signs and landscape materials should not obstruct the motorist's or light rail conductor's view of oncoming traffic.
- **Q-5 | LANDSCAPE CLUSTERING:** Landscape plantings should be grouped in naturalistic clusters.
- **Q-6 | CHARACTER RESPECT:** Plan landscape features to respect the character of the Cultural Corridor area.



Pedestrian climate protection & clustered landscaping can enhance the streetscape experience.



Public space tree canopy coverage can support reducing the heat island effect.



SUSTAINABILITY & VISIBILITY GUIDELINES

R: CONSERVATION



Low impact streetscape design supports stormwater management.

- **R-1 | PHOTOVOLTAIC PANELING:** The incorporation of photovoltaic panels into signage, way finding, art displays and streetscape amenities is encouraged.
- **R-2 | WATER FEATURES:** Avoid including water features unless they are interactive, showcase art, culture, or history related to the theme zone and have the ability to recycle water.
- **R-3 | LOW IMPACT DEVELOPMENT PRINCIPLES:** Streetscape designs should incorporate low impact development (LID) principles for stormwater management (e.g. Permeable paving, bioswales and bioretention areas, adequate tree canopy)

S: VISIBILITY OF PARKING & UTILITIES



Interactive water feature in Downtown Phoenix's Civic Space Park.

- **S-1 | UTILITY LOCATION:** Locate service, loading and storage areas so that they are not readily visible from the public right-of-way and areas with high pedestrian traffic. When unable to locate utilities or service uses outside of visibility areas, utilize artistic screening measures.
- **S-2 | VEHICLE SCREENING:** Screen vehicles through measures attached to the exterior of garages or lots, such as lattice work, sheer panels, art panels, or the use of vertical gardens.
- **S-3 | GROUND-LEVEL SCREENING:** Landscape features such as trees, shrubbery, planter boxes, climbing plants, vines, green walls, or berms should be placed along the street-level or ground-level portion of any parking structure to screen or buffer views of that ground level from the public right-of-way.



Artistic utility screening fences can shield unappealing utilities while enhancing the character of the area.

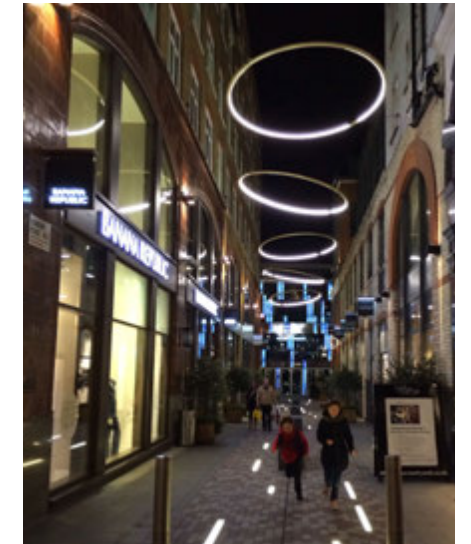


Ground-level parking screenings can incorporate native vegetation or use an artistic representation of vegetation.

LIGHTING GUIDELINES

T: PEDESTRIAN LIGHTING

- **T-1 | PEDESTRIAN-SCALED LIGHTING:** Poles and fixtures should be designed to be pedestrian-scaled and architecturally compatible with structures and all other lighting fixtures on-site. Lighting within the public realm shall have a theme.
- **T-2 | SHIELDING LIGHT SPREAD:** Select and locate all lighting fixtures to shield or contain light spread within a site's boundaries.
- **T-3 | ORNAMENTAL LIGHTING:** Use ornamental lighting, bollard fixtures, or other low-level elevation fixtures to identify and to highlight pedestrian walkways, plazas, public spaces, pedestrian paths, and entryways.
- **T-4 | PEDESTRIAN ROUTE ILLUMINATION:** Illuminate all pedestrian routes, including walkways, steps or ramps.
- **T-5 | COMPLEMENTARY LIGHTING FAMILY:** Lighting employed for streetscapes, public open spaces, and project signage should form a complementary family of fixtures with a similar aesthetic, emphasizing efficiency and good light control.
- **T-6 | LIGHTING SETBACKS:** Pedestrian lighting minimum setback from path: 2'-0"
- **T-7 | MULTI-USE PATH LIGHTING:** Pedestrian lighting is required along multi-use path in high use areas.
- **T-8 | AIRPORT STANDARD LIGHTING:** All lighting selection in areas adjacent to the airport shall comply with airport lighting guidelines to avoid and disruption to flight traffic.



Use ornamental lighting to highlight pedestrian spaces and access point.



Employ a streetscape lighting family for streetscape and public open spaces.

U: SITE & PARKING LIGHTING

- **U-1 | DRAMATIC LIGHTING:** Unobtrusive and attractive external forms of lighting are appropriate for most sign types, although major gateway signage may incorporate more dramatic lighting displays.
- **U-3 | SAFETY & SECURITY:** To facilitate security, specify lighting levels that are adequate for visibility, but not overly bright. All entryways, pedestrian pathways, and parking facilities should be well-illuminated.
- **U-4 | LIGHTING SHUT-OFF:** To the extent consistent with the normal and expected operations of the adjacent uses, take appropriate measures to turn unnecessary lighting off at night, especially around Rio Salado during bird migration season (February–May and August–November), including, to the extent feasible, the use of motion sensor lighting, automatic lighting shut-off mechanisms, and installation of downward facing exterior lighting.



Maintain well-illuminated building frontage and pedestrian pathway.

03 DESIGN GUIDELINES



MAINTENANCE & OPERATIONS

V: MAINTENANCE



Design measures should be employed to protect public amenities from vandalism and deterioration of any kind.

- **V-1 | ACCESS:** Use modular elements that may be removed to allow maintenance access.
- **V-2 | MAINTENANCE:** Design streetscape amenities to be easily cleaned and maintained over time; develop a maintenance plan to ensure that these systems continue to function over time. Avoid skateboard friendly features.
- **V-3 | NATIVE & LOW MAINTENANCE:** Rely on simple, bold, and easy to maintain landscape planning schemes, typically using native and drought tolerant species.

W: OPERATIONS



Surveillance systems should be publicly visible and placed in areas that will contribute to public safety.

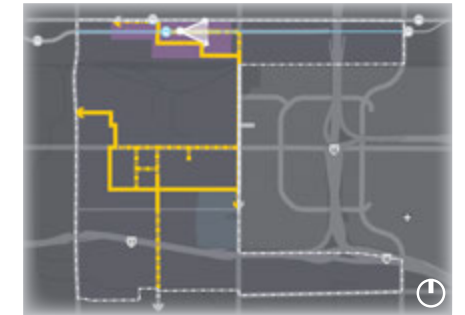
- **W-1 | METERING:** Integrate water and power metering equipment into designs when possible to better monitor design outcomes and help develop new solutions that minimize water and energy consumption.
- **W-2 | SURVEILLANCE:** When appropriate, integrate surveillance systems in public spaces with limited human monitoring to increase public safety and minimize vandalism and crime. Must be a publicly announced and visible systems in compliance with any local, state and federal surveillance regulations.
- **W-3 | SHUT-OFF:** To the extent consistent with the normal and expected operations of the adjacent uses, take appropriate measures to turn off unnecessary lighting and watering during times of limited use and in periods that contribute to energy savings.

DESIGN GUIDELINES APPLIED

GOODE - LUCA - ONG - COMMUNITY CHAMPION ZONE SPARK AREA 1 | WASHINGTON ST & 14TH ST

RECOMMENDATIONS:

- 1 Adaptively reuse the early 1920's historic Hayes (Zoe) House as a visitor interpretive center.
- 2 Use historic site informational signage to explain the building's history.
- 3 Incorporate a corridor kiosk with wayfinding and theme zone information.
- 4 Include zone identification for light rail and vehicular traffic.
- 5 Incorporate local art that is significant to the local community (e.g. Three Ladies sculpture).
- 6 Utilize the sidewalk as a traffic buffer and include bioswales when possible.



KEY MAP



E JEFFERSON ST EXISTING CONDITIONS

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.

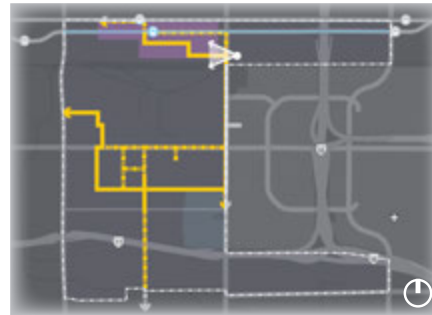


03 DESIGN GUIDELINES



DESIGN GUIDELINES APPLIED

GOODE - LUCA - ONG - COMMUNITY CHAMPION ZONE EASTLAKE PARK | JACKSON ST & 16TH ST UNDERPASS



KEY MAP

RECOMMENDATIONS:

- 1 Activate area under the 16th st. bridge with a temporary food and art neighborhood node.
- 2 Use a historic site informational to explain Eastlake Park's history.
- 3 Incorporate a corridor kiosk with way finding and theme zone information.
- 4 Include pedestrian zone identification in public spaces.
- 5 Accommodate bicycle paths along the Cultural Corridor.
- 6 Utilize the sidewalk as a traffic buffer and include bioswales when possible.

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.



BEFORE
E JACKSON ST & 16TH ST UNDERPASS EXISTING CONDITIONS

FATHER A. BRAUN MEDALLION OF HONOR ZONE BUCKEYE RD & 16TH ST



KEY MAP

RECOMMENDATIONS:

- 1 Use crosswalk graphics that help to identify the Cultural Corridor zone.
- 2 Include zone identification for vehicular traffic.
- 3 Incorporate Cultural Corridor zone symbology and colors on bus shelters.
- 4 Incorporate a corridor kiosk with way finding and theme zone information.
- 5 Utilize primary corridor interpretives to highlight the history of the zone.
- 6 Incorporate a Cultural Corridor zone plaque on existing benches.
- 7 Incorporate a community inspired and locally curated mural.
- 8 Preserve and restore the Historic Sacred Heart Church as needed.
- 9 Design and place commemorative statue of WWI & WWII combat hero Lieutenant Colonel, Father Albert Braun O.F.M.*



BEFORE
BUCKEYE RD & 16TH ST EXISTING CONDITIONS

* Please see Appendix A of this report for additional information about a commemorative statue.

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.

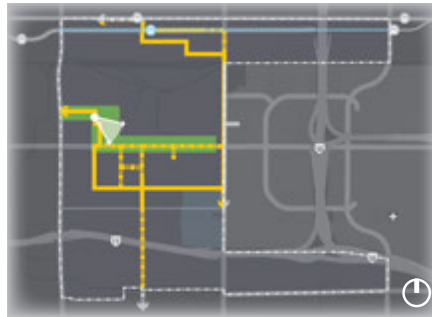


03 DESIGN GUIDELINES



DESIGN GUIDELINES APPLIED

CÉSAR CHÁVEZ LABOR & CIVIL RIGHTS ZONE SPARK AREA 2 | SANTA RITA CENTER PLAZA



KEY MAP

RECOMMENDATIONS:

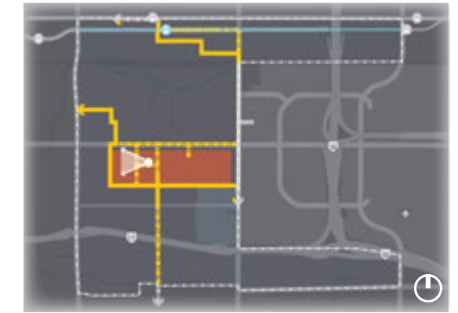
- 1 Include pedestrian zone identification in public spaces
- 2 Utilize primary corridor interpretives to highlight the history of the zone.
- 3 Establish a Cultural Center where the community, tourists, and other visitors can learn about the area's culture and history.
- 4 Include secondary corridor interpretives with focused information about a person, place, event, or experience specific to the zone.
- 5 Use a historic site informational to explain the building's history.
- 6 Incorporate community inspired and locally curated mural.
- 7 Preserve and restore the Santa Rita Center as needed.



SPARK AREA 2 EXISTING CONDITIONS

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.

SILVESTRE S. HERRERA HEROISM ZONE 12TH ST & YUMA ST



KEY MAP

RECOMMENDATIONS:

- 1 Use midblock crossings in areas with students or heavy pedestrian activity.
- 2 Include zone identification for vehicular traffic.
- 3 Utilize primary corridor Interpretives to highlight the history of the zone.
- 4 Include pedestrian zone identification along pedestrian walkways.
- 5 Utilize bioswales for stormwater capture when possible.
- 6 Incorporate community inspired and locally curated art.
- 7 Ample street furniture, including street lights, trash bins, benches and water stations.



12TH ST & YUMA ST EXISTING CONDITIONS

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.

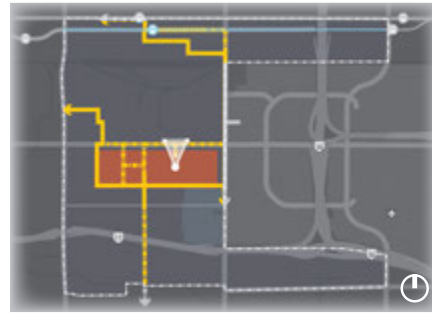


03 DESIGN GUIDELINES



DESIGN GUIDELINES APPLIED

SILVESTRE S. HERRERA HEROISM ZONE LEWIS PARK ALONG 13TH ST



KEY MAP

RECOMMENDATIONS:

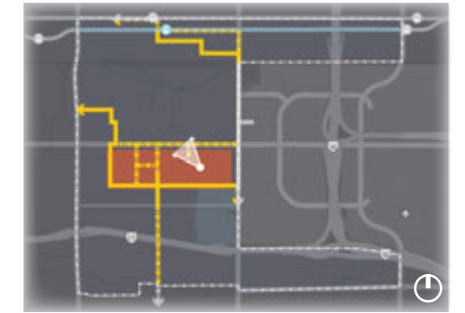
- 1 Lewis Park entrance with informational wayfinding kiosk
- 2 Utilize Primary Corridor Interpretives to highlight the history of the zone.
- 3 Utilize bioswales for stormwater capture when possible.
- 4 Accommodate sidewalk expansion to enhance corridor connectivity and pedestrian safety.
- 5 Incorporate a community inspired and locally curated mural.
- 6 Use midblock crossings in areas with heavy pedestrian activity.
- 7 Include pedestrian zone identification along pedestrian walkways.
- 8 Include zone identification for vehicular traffic.
- 9 Potential museum, library, or community college student union.



LEWIS PARK EXISTING CONDITIONS

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.

SILVESTRE S. HERRERA HEROISM ZONE LEWIS PARK & QUICK HIT ALONG 13TH ST



KEY MAP

RECOMMENDATIONS:

- 1 Existing Lewis Park playground.
- 2 Utilize primary corridor interpretives to highlight the history of the zone.
- 3 Utilize bioswales for stormwater capture when possible.
- 4 Lot activation with a Placita stage.
- 5 Multi-use space honoring Lewis Park's historic La Plataforma cultural fair and celebration
- 6 Incorporate community inspired and locally curated mural.
- 7 Pedestrian walking path connecting neighborhood to Lewis Park.



LEWIS PARK EXISTING CONDITIONS

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.

AFTER



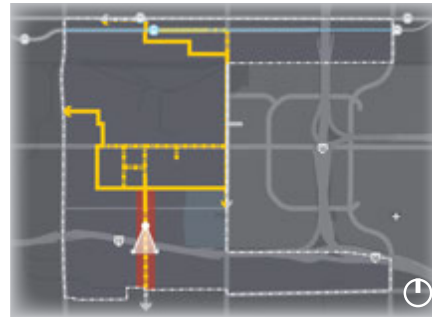
AFTER



03 DESIGN GUIDELINES



DESIGN GUIDELINES APPLIED



KEY MAP

ANN OTT EDUCATION ZONE INTERSTATE 17 FRONTAGE RD. & 12TH ST TUNNEL

RECOMMENDATIONS:

- 1 Include pedestrian zone identification along pedestrian walkways.
- 2 Incorporate a community inspired and locally curated mural.
- 3 Use crosswalk graphics that help to identify the Cultural Corridor zone.
- 4 Utilize primary corridor interpretives to highlight the history of the zone.
- 5 Utilize moment markers to highlight spaces of community importance and link their stories to the Cultural Corridor urban walk app and audio tales.



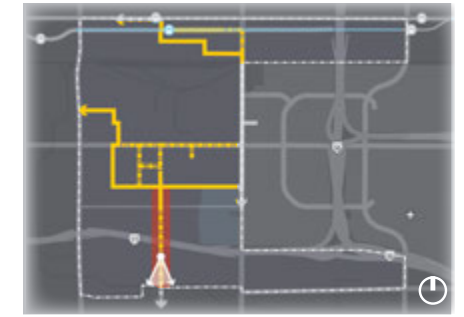
12TH ST TUNNEL EXISTING CONDITIONS

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.

ANN OTT EDUCATION ZONE PROLOGIS DEVELOPMENT ALONG 12TH ST

RECOMMENDATIONS:

- 1 Include Pedestrian zone identification along pedestrian walkways.
- 2 Incorporate a corridor kiosk with wayfinding and theme zone information.
- 3 Locate sculptures created by the local community.
- 4 Encourage the development of the Prologis site to enhance the corridor.
- 5 Accommodate bicycle paths along the Cultural Corridor.
- 6 Screen parking with landscape and incorporate seating when possible.



KEY MAP



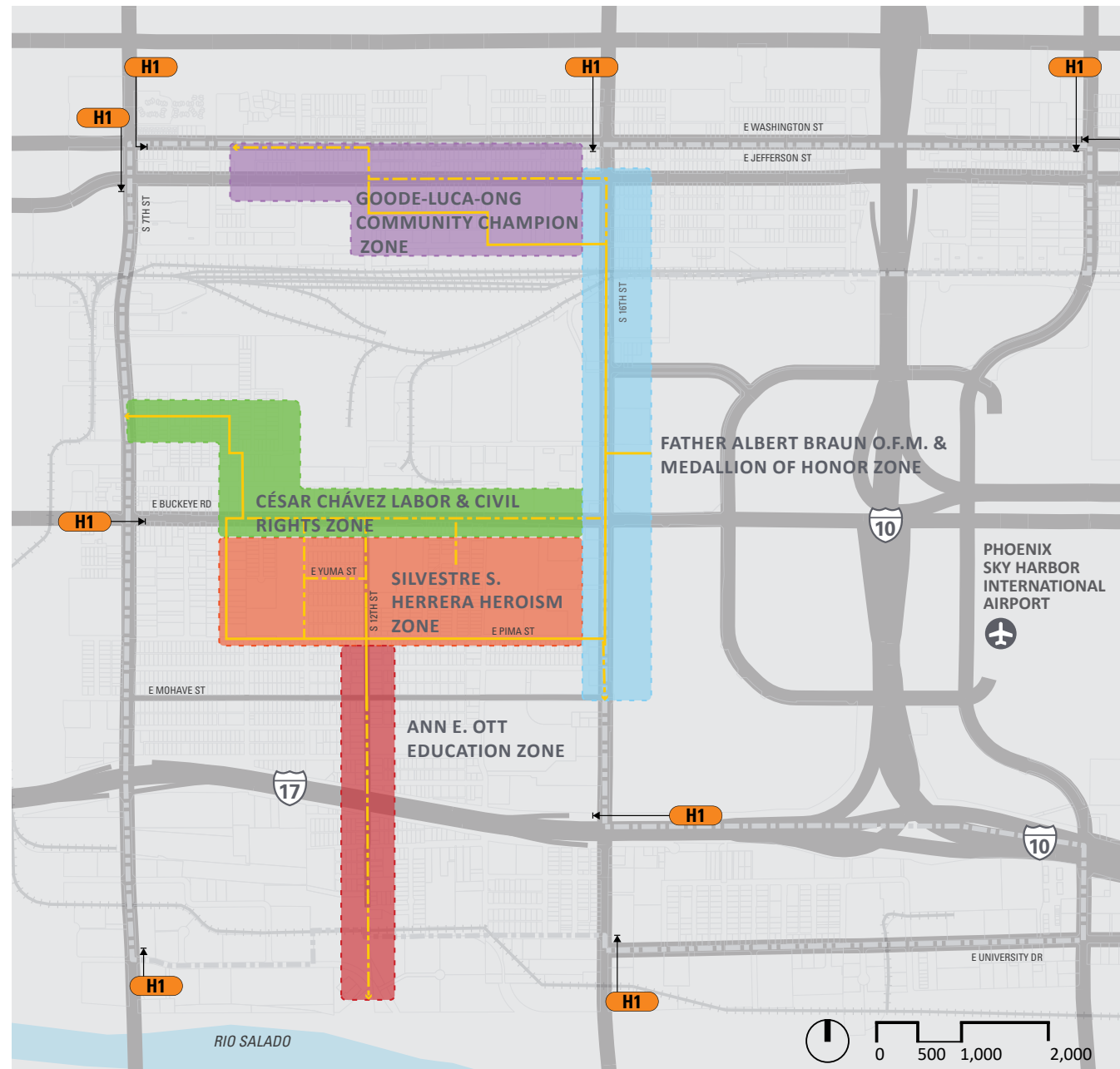
12TH ST EXISTING CONDITIONS

Note: Components are not all likely to be incorporated into the built environment. The placement of Cultural Corridor elements in this rendering are to show what they can look like in context.





CORRIDOR IDENTIFICATION PLACEMENT STUDY AREA



HISTORIC WAYFINDING



H1- Corridor Identification*

Corridor Identification (IDs) Placement:

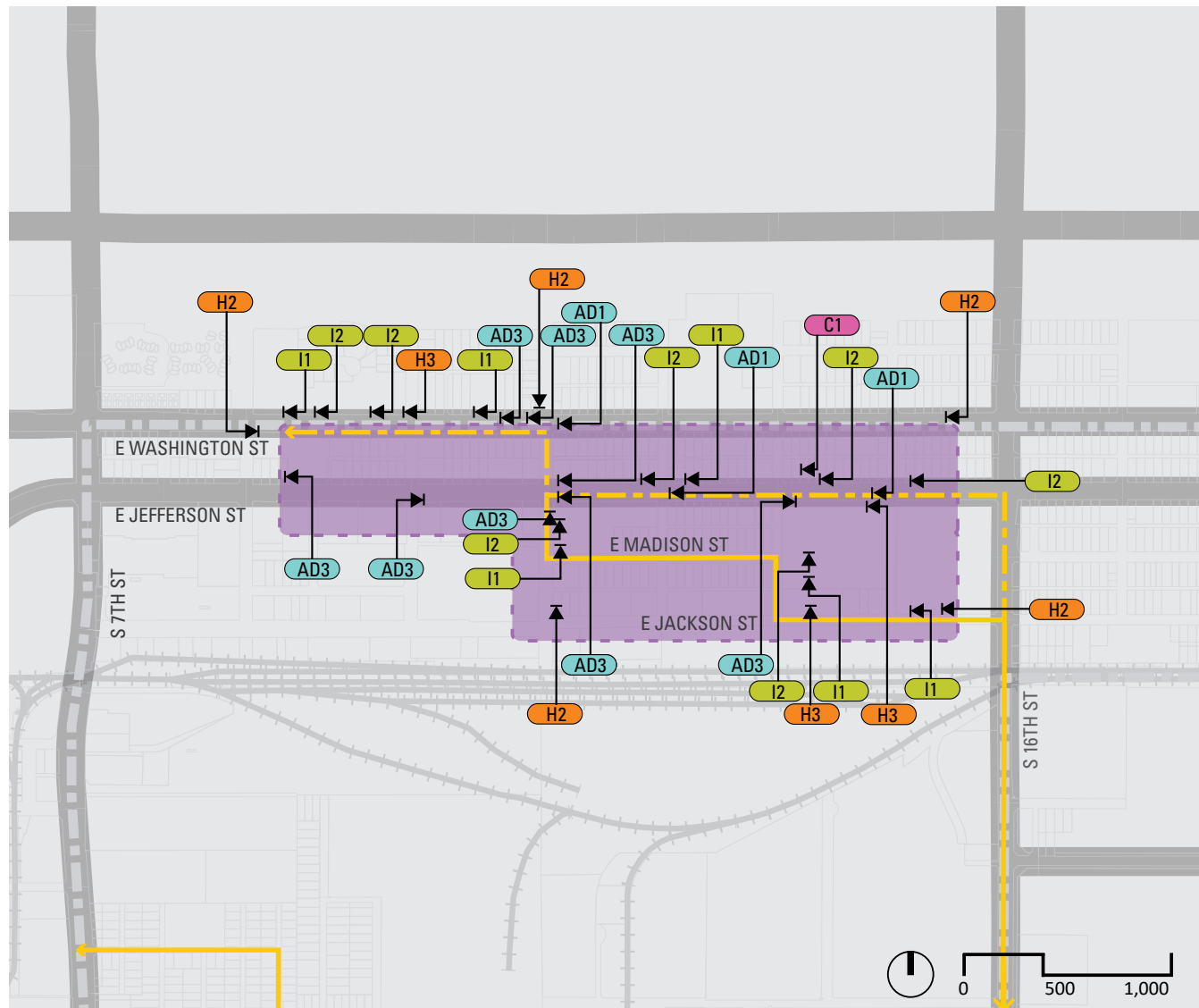
The overall corridor identification markers stem from the three “Form” activation categories presented at the April 2019 community meeting (see pg. 11 for details). The Corridor IDs are not specific to each zone, rather they are a universal marker to let oncoming traffic know they are approaching an area that is home to the Cultural Corridor. These Corridor ID markers flank the study areas at each of the main gateways in all cardinal directions.

Form: The physical markers that are used to communicate the communities’ cultural stories and history.
 * April, 2019 Cultural Corridor Community Meeting Community Preferred “Form” Selection
 **Constitute the “Historic Marker” Form Selection from the April 2019 Cultural Corridor Meeting

04 WAYFINDING STRATEGY



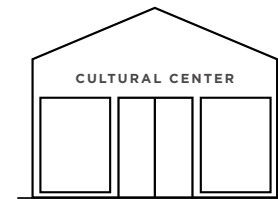
ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE GOODE-LUCA-ONG COMMUNITY CHAMPION ZONE



Goode-Luca-Ong Community Champion Identification Wayfinding & Interpretives:

This map demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the Goode-Luca-Ong Community Champion Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



C1- Cultural/Visitor's Center*
| Adaptive Reuse*

ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Hayes (Zoe) House (1412 E Jefferson St) – associated with educators in local African American schools.
- Swindall Tourist Inn- The last known surviving African American boarding house in Phoenix.



H2-Zone Identification Vehicular**
H3-Zone Identification Pedestrian**

HISTORIC WAYFINDING

HISTORIC INTERPRETIVE

Examples of Potential Zone Stories & Informationals:

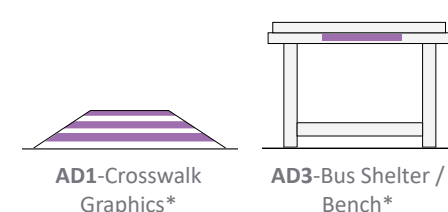
These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.

- The Honorable Calvin C. & Georgie M. Goode
- Sister Mary Luca Junk
- Wing F. Ong
- Lincoln J & Eleanor D. Ragsdale
- Eastlake Park / Moses Hazel & Winstona Aldridge houses
- Faz Family Homestead
- Eastlake Park Neighborhood
- Black Theater Troupe
- All Eastlake Churches
- Booker T. Washington school & hospital
- Phoenix Tribune
- Annual MLK, Jazz, & Juneteenth Celebrations
- African-American history
- Eastlake Arts
- Hackett / Tubrey and Winstona Aldridge houses
- Swindall Tourist Inn
- Mrs. White's Golden Rule Cafe
- W.A. Robinson
- Greenlee-Hammond House



I1-Corridor Kiosk**
I2-Corridor Interpretive Primary**

ADDITIONAL COMPONENTS



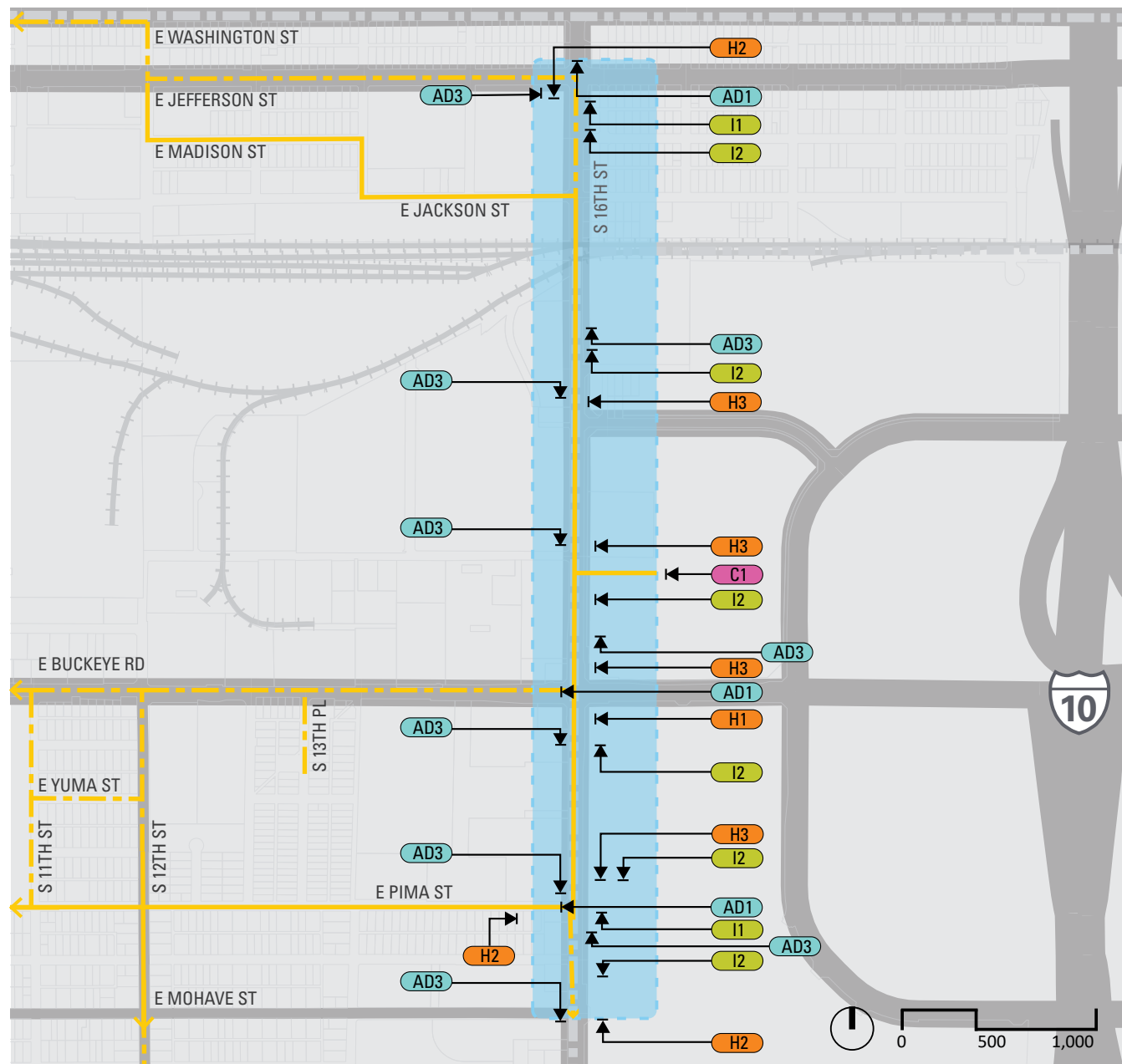
AD1-Crosswalk Graphics*
AD3-Bus Shelter / Bench*

Form: The physical markers that are used to communicate the communities' cultural stories and history.
* April, 2019 Cultural Corridor Community Meeting Preferred "Form" Selection
**Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

04 WAYFINDING STRATEGY



ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE FATHER ALBERT BRAUN O.F.M. MEDALLION OF HONOR ZONE



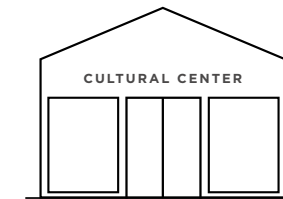
Father Albert Braun O.F.M. Medallion of Honor Identification Wayfinding & Interpretives:

This map demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the Father Albert Braun O.F.M. Medallion of Honor Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



ICONIC BUILDINGS



C1- Cultural/Visitor's Center*
| Adaptive Reuse*

Potential Center Locations & Adaptive Reuse Opportunities:

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Historic Sacred Heart Church

HISTORIC WAYFINDING

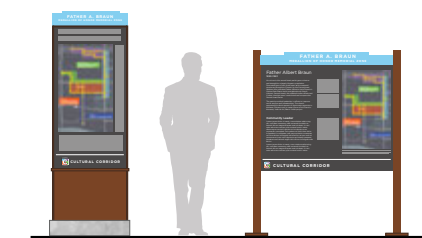


H1- Corridor Identification*
H2-Zone Identification Vehicular**
H3-Zone Identification Pedestrian**

HISTORIC INTERPRETIVE

Examples of Potential Zone Stories & Informationals:

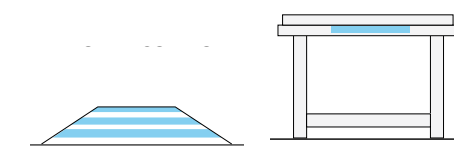
These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.



I1-Corridor Kiosk**
I2-Corridor Interpretive Primary**

- Golden Gate Barrio
- Sacred Heart Parish
- Sacred Heart Christmas Mass & Posadas
- Historic Post-mass Market Experience
- Medal of Honor History
- Father Albert Braun O.F.M.
- Veteran History
- Historic Multicultural Community
- Food City
- Noah G. Billings
- Berney Park
- Yourland

ADDITIONAL COMPONENTS



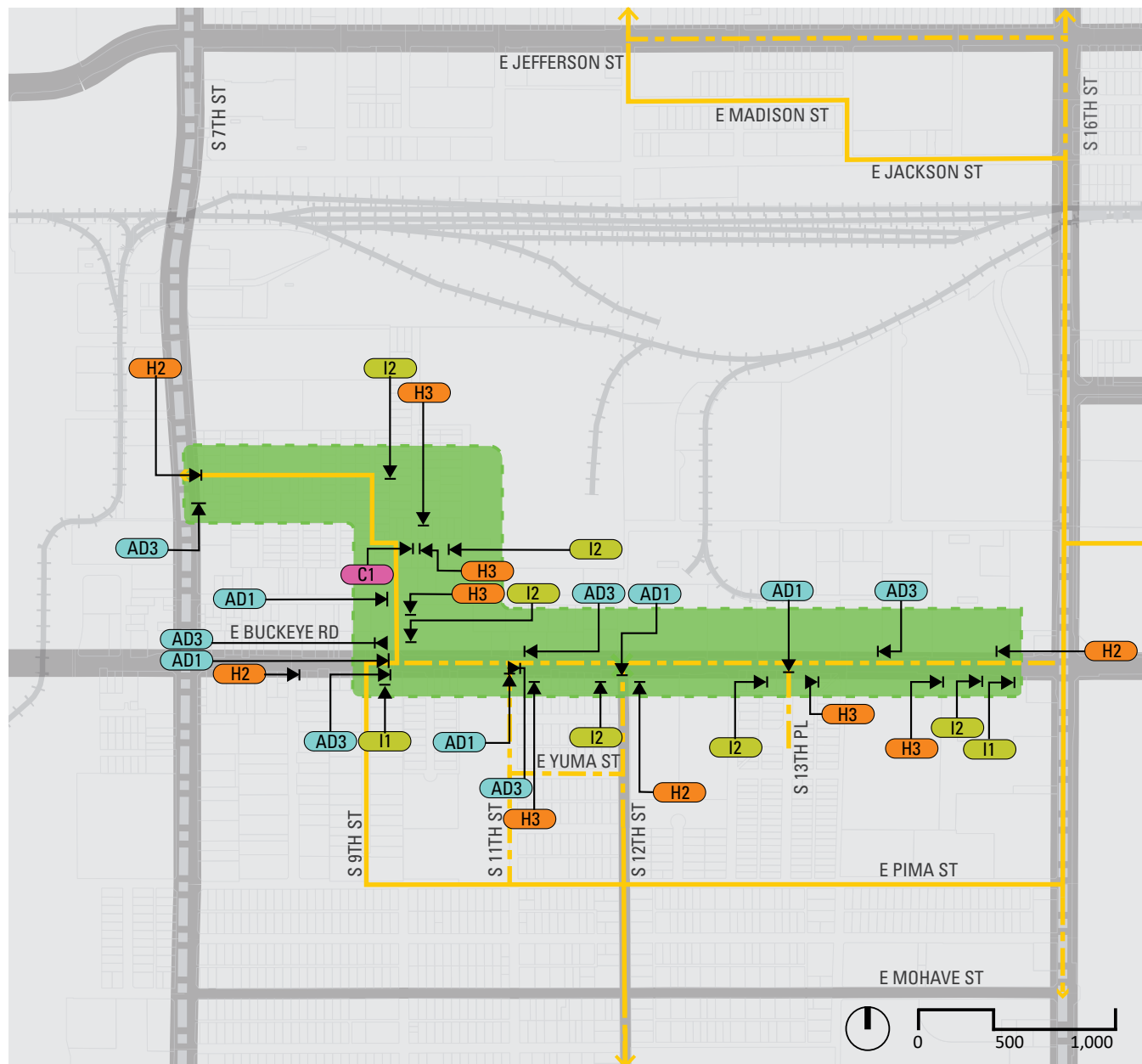
AD1-Crosswalk Graphics*
AD3-Bus Shelter / Bench*

Form: The physical markers that are used to communicate the communities' cultural stories and history.
* April, 2019 Cultural Corridor Community Meeting Preferred "Form" Selection
**Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

04 WAYFINDING STRATEGY



ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE CÉSAR CHÁVEZ LABOR & CIVIL RIGHTS ZONE



César Chávez Labor & Civil Rights Identification Wayfinding & Interpretives:
This map demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the César Chávez Labor & Civil Rights Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.

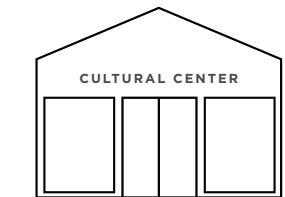


ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Santa Rita Center



C1- Cultural/Visitor's Center*
| Adaptive Reuse*

HISTORIC WAYFINDING



H2-Zone Identification Vehicular**
H3-Zone Identification Pedestrian**

HISTORIC INTERPRETIVE

Examples of Potential Zone Stories & Informationals:

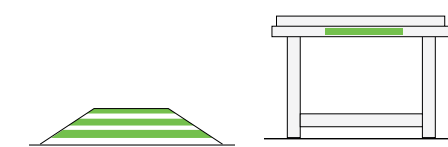
These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.

- Santa Rita Center
- César Chávez
- El Campito Barrio
- United Farm Workers
- Gateway Community College
- Wong's Chinese Dining
- Chicanos Por La Causa
- Xico Arte y Cultura
- Phoenix Revitalization Corporation
- Dress for Success Phoenix



I1-Corridor Kiosk**
I2-Corridor Interpretive Primary**

ADDITIONAL COMPONENTS



AD1-Crosswalk Graphics*
AD3-Bus Shelter / Bench*

Form: The physical markers that are used to communicate the communities' cultural stories and history.
* April, 2019 Cultural Corridor Community Meeting Preferred "Form" Selection
**Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

04 WAYFINDING STRATEGY



ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE SILVESTRE S. HERRERA HEROISM ZONE



Silvestre S. Herrera Valor & Honor Zone Identification Wayfinding & Interpretives:

This map demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the Silvestre S. Herrera Heroism Zone.

The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



C1- Cultural/Visitor's Center*
| Adaptive Reuse*

ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Aus n's Cash Market



H2-Zone Identification Vehicular**
H3-Zone Identification Pedestrian**

HISTORIC WAYFINDING

HISTORIC INTERPRETIVE

Examples of Potential Zone Stories & Informationals:

These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.



I1-Corridor Kiosk**
I2-Corridor Interpretive Primary**

- John Wood Lewis
- Lewis Park / La Plataforma
- Lewis Park Annex
- History of Racial Covenants and Cultural Restrictions
- Anita Lewis Chavez
- Fiestas Patrias & Cultural Celebrations
- Enriqueta Castelo Lewis
- Silvestre S. Herrera School
- Aus n's Cash Market
- Eagle Employment Agency for Field Workers
- Westley Community Center
- Sacred Heart Church
- Nuestro Park
- Cuatro Milpas Barrio

ADDITIONAL COMPONENTS



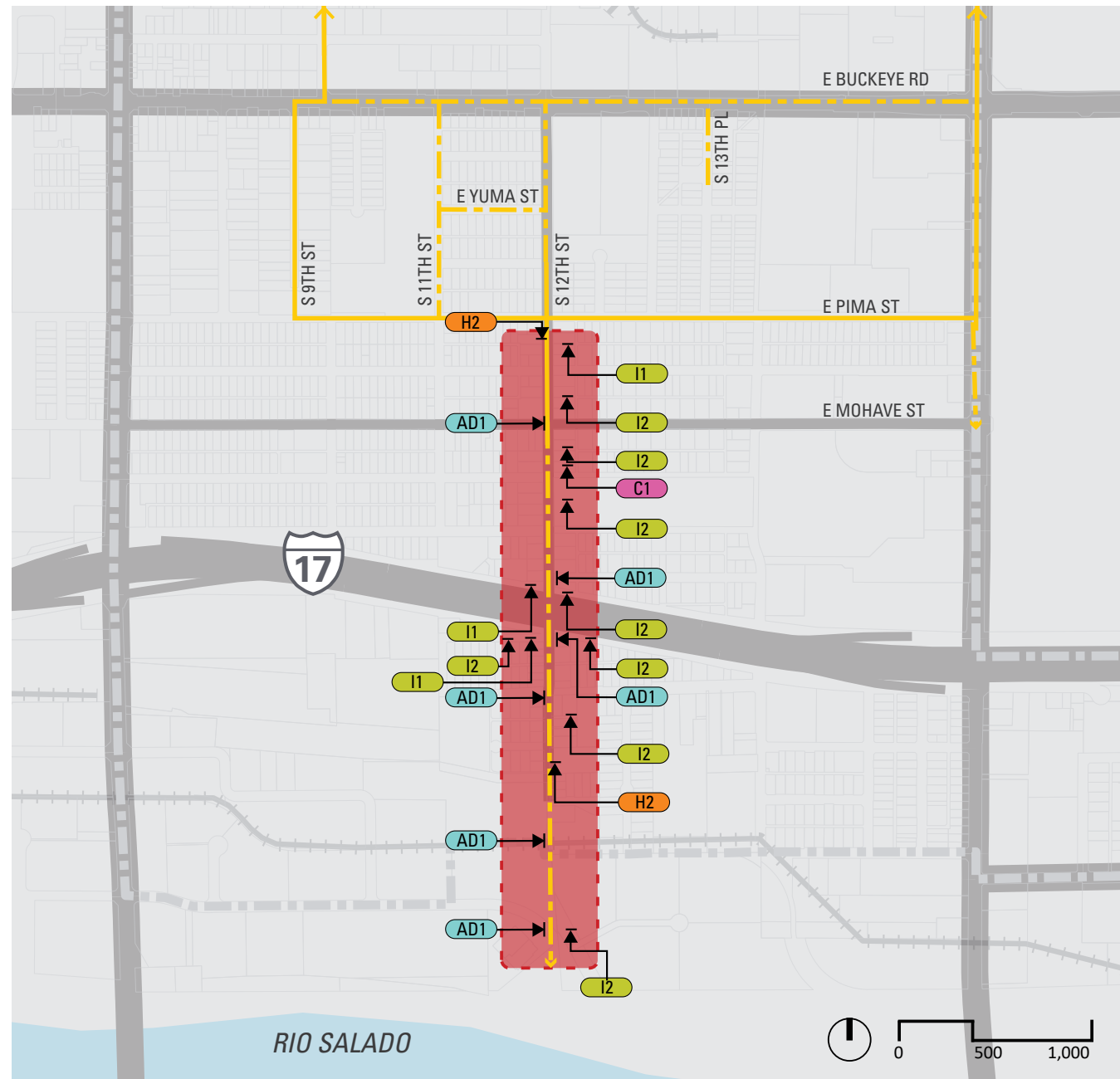
AD1-Crosswalk Graphics*

Form: The physical markers that are used to communicate the communities' cultural stories and history.
* April, 2019 Cultural Corridor Community Meeting Community Preferred "Form" Selection
**Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting

04 WAYFINDING STRATEGY

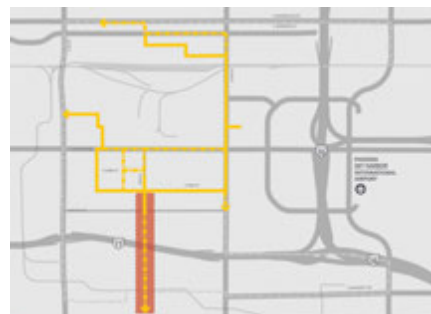


ZONE IDENTIFICATION WAYFINDING & INTERPRETIVE ANN E. OTT EDUCATION ZONE

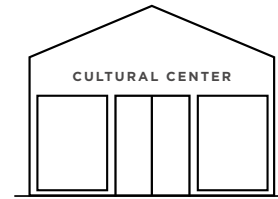


Ann E. Ott Education Zone Identification Wayfinding & Interpretives:

This map demonstrates the locations of zone specific wayfinding tools and the interpretives used to share the stories, history, and culture specific to the Ann E. Ott Education Zone.



The diagram is conceptual for illustrative purposes only and are subject to change based on future goals, development proposals, and other considerations.



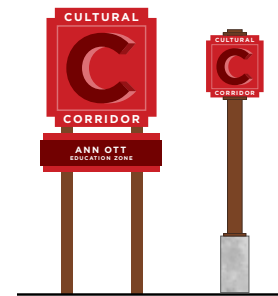
C1- Cultural/Visitor's Center*
| Adaptive Reuse*

ICONIC BUILDINGS

Potential Center Locations & Adaptive Reuse Opportunities:

These are only location suggestions. The construction of a Cultural or Visitor Center in this location is subject to the approval and agreement of the property owner. Preexisting plans for these properties may already exist.

- Southside Assembly Of God
- Ann Ott School



H2-Zone Identification Vehicular**
H3-Zone Identification Pedestrian**

HISTORIC WAYFINDING

HISTORIC INTERPRETIVE

Potential Zone Stories & Informationals:

These are only suggestions for historic interpretives and is not a comprehensive list of informational opportunities.

- Ann Ott School
- Rio Salado Beyond The Banks Initiative
- Hohokam Rio Salado Floodplain Farmers
- Phoenix Expressway / I-17 History
- Carolina's
- Iglesia De Dios & All Churches
- Arizona's Copper Plates
- Green Valley Park
- Ann Ott Neighborhood
- Green Valley Neighborhood



I1-Corridor Kiosk**
I2-Corridor Interpretive Primary**

ADDITIONAL COMPONENTS



AD1-Crosswalk Graphics*

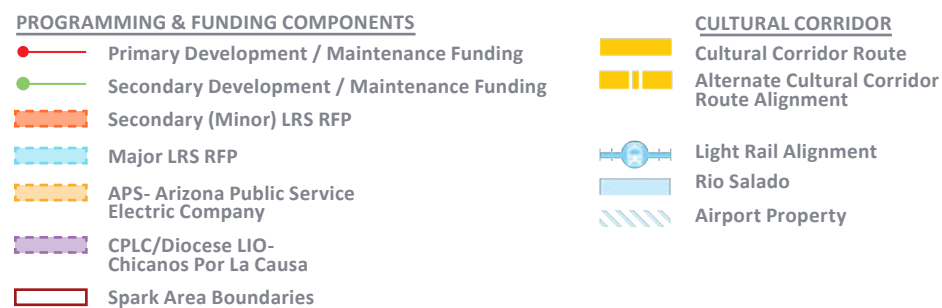
Form: The physical markers that are used to communicate the communities' cultural stories and history.
* April, 2019 Cultural Corridor Community Meeting Preferred "Form" Selection
**Constitute the "Historic Marker" Form Selection from the April 2019 Cultural Corridor Meeting



CULTURAL CORRIDOR PROGRAMMING & FUNDING MAP



Note: These major and minor RFP blocks are for example only.



INTENT

The Cultural Corridor is intended to provide a walkable connection between LRS planning areas, LRS cultural sites and key external nodes; provide interpretation of cultural elements and branding of planning areas. To achieve the corridor's intent, it is important to establish a funding process that will guide its development. The map on the left depicts the primary and secondary development and maintenance funding opportunities that could be used to make the Cultural Corridor a reality.

PRIMARY DEVELOPMENT/ MAINTENANCE FUNDING

Developers of major LRS RFPs and related initiatives (e.g. Arizona Public Service Electric Company, Chicanos Por La Causa) that abut the trail will construct and provide in-lieu payment for their section of trail and interpretive features. RFPs will identify the design goals specific to the block and the developer's on and off-site requirements for construction and maintenance of trail/features.

SECONDARY DEVELOPMENT/ MAINTENANCE FUNDING

- 1 Secondary (Minor) LRS RFP developer in-lieu payment (equivalent to impact fee of improvement district assessment)
- 2 Major LRS RFPs developers (noted above) may be required to provide off-site construction or in-lieu payment
- 3 Federal Grants (U.S. Environmental Protection Agency, U.S. Department of Health & Human Services, and U.S. Department of Transportation)
- 4 No Cost (some sections of trail only require Americans with Disabilities Act (ADA) sidewalks, that is already in place)
- 5 Absorbed Cost (some trail sections or interpretation can be integrated with planned programming by Planning & Development, Community & Economic Development, Neighborhood Services Department, Streets, Housing, civic non-profits or new private development)
- 6 City Aviation/Streets/Parks new district capital investment or maintenance

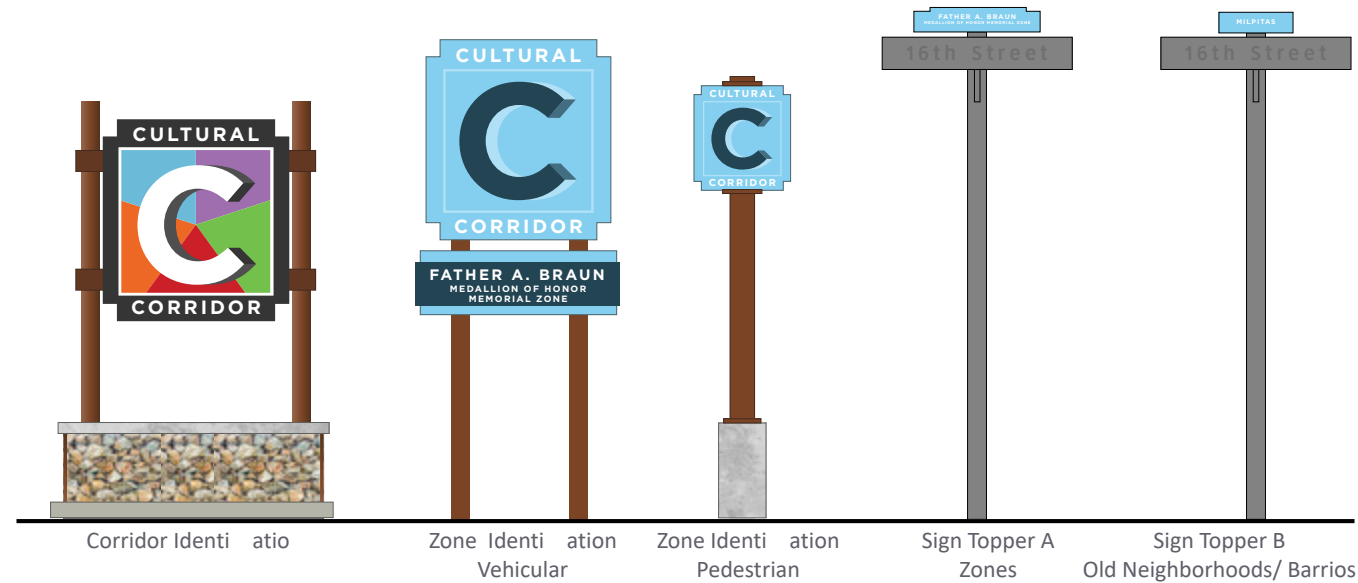
Note: Developer requirements to build off-site improvements, such as the Cultural Corridor, will likely require public funding or other dedicated assistance.



CULTURAL CORRIDOR COST ESTIMATES

WAYFINDING SIGNAGE

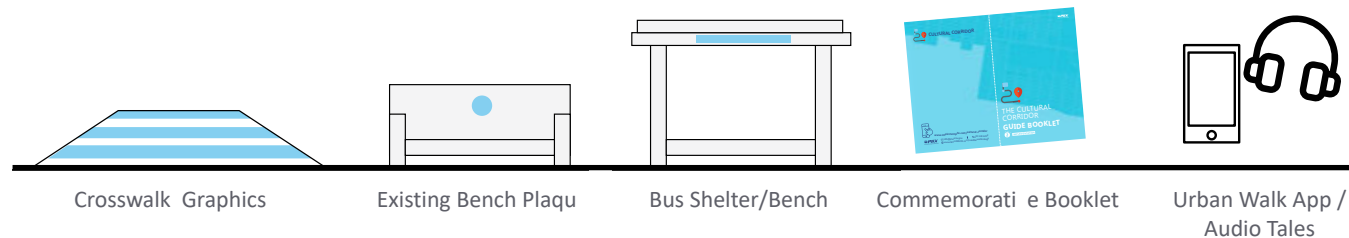
Below are general cost estimates for the wayfinding signage suggested to be incorporated along the Cultural Corridor.



Component	Cost Estimate*
Corridor Identification	\$9,500 (Cost varies based on "base" material selection)
Zone Identification Vehicular	\$5,500
Zone Identification Pedestrian	\$4,500
Sign Topper A - Zones	\$400
Sign Topper B - Old Neighborhoods	\$400

ADDITIONAL CULTURAL CORRIDOR COMPONENTS

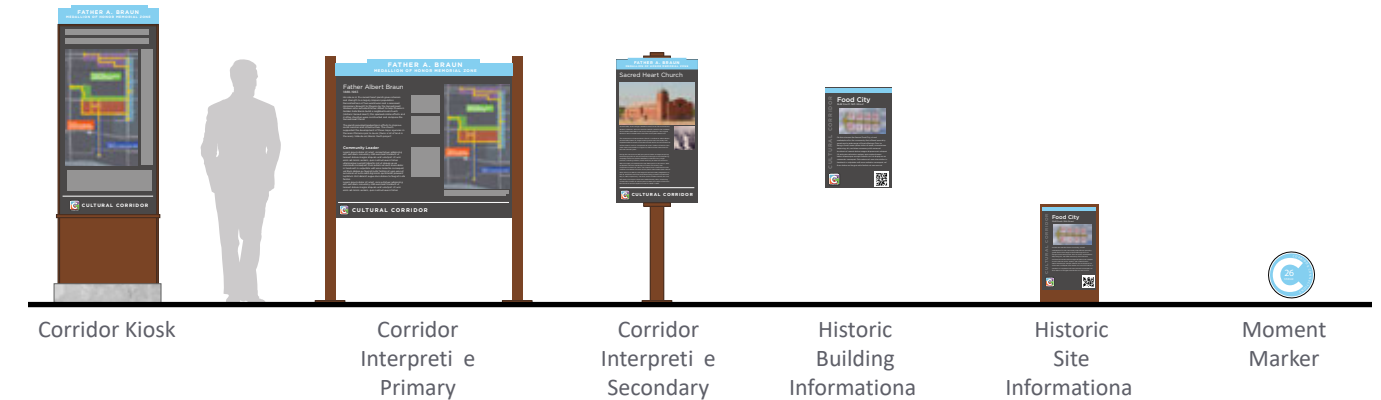
Below are general cost estimates for the additional components suggested to be incorporated along the Cultural Corridor.



Component	Cost Estimate*
Crosswalk Graphics	\$5/Sq Ft.
Existing Bench Plaque	\$500
Bus Shelter/Bench	\$10,000
Commemorative Booklet	\$15,000 (Design) / \$1,000 (100 prints)
Urban Walk App / Audio Tale	\$35,000 - \$75,00 (Varies based on App Features)

HISTORIC & CULTURAL INTERPRETIVES

Below are general cost estimates for the historic and cultural interpretives suggested to be incorporated along the Cultural Corridor.



Component	Cost Estimate*
Corridor Kiosk	\$6,500
Corridor Interpretive Primary	\$4,500
Corridor Interpretive Secondary	\$2,500
Historic Building Information	\$1,500
Historic Site Information	\$2,000
Moment Marker	\$500

*These ROM costs are very loose estimates and are based on information provided by a sign fabricator and average costs from past programs. Each estimate includes both fabrication and installation but does not take travel expenses into consideration. Estimated quantities are only exploratory and are subject to change.



CULTURAL CORRIDOR ACTION PLAN

WHAT DOES THIS ACTION PLAN PROVIDE?

The action plan provides an essential step-by-step road map to successfully implement and execute the communities' vision for a Cultural Corridor. The plan details execution strategies and identifies implementation actions, implementation leads, and action timeframes. The action plan is intended to be used and refined by community groups, arts and culture organizations, the City of Phoenix, and an Implementation Oversight Committee to guide the detailed design and implementation of the Cultural Corridor as part of redevelopment and revitalization projects.

Timeframe Legend



OVERSIGHT & MANAGEMENT

Strategy & Action Timeframe Implementation Lead

A-1 Strategy:

Establish an oversight entity to implement and maintain the Cultural Corridor, in particular to coordinate partnerships, seek input from stakeholders and secure funding

- 1 Near-Term Action:**
Research and identify oversight structures and membership composition

City of Phoenix /
Community Groups
- 2 Near-Term Action:**
Form a committee or other entity tasked with implementing the Cultural Corridor and other LRS-related revitalization efforts

Community and
Stakeholder Groups /
City of Phoenix
- 3 Near-Term Action:**
Establish a Mission Statement for the Cultural Corridor

Oversight
Committee

A-2 Strategy:

Ensure oversight involvement from a range of local and cultural interests and expertise

- 1 Near-Term Action:**
Reach out to local business, neighborhood, and church leaders for assistance in committee formation and participation

Community and
Stakeholder Groups /
City of Phoenix
- 2 Near-Term Action:**
Reach out to local community and economic development organizations for assistance in committee formation and participation

Community and
Stakeholder Groups /
City of Phoenix
- 3 Near-Term Action:**
Contact specialists in arts and culture for assistance in committee formation and participation

Community and
Stakeholder Groups /
City of Phoenix

CITY COLLABORATION

Strategy & Action Timeframe Implementation Lead

B-1 Strategy:

Encourage public investment in key infrastructure improvements in support of the Cultural Corridor

- 1 Near-Term Action:**
Identify and prioritize local infrastructure needs and prepare cost estimates for all suggested infrastructural changes

City of Phoenix
- 2 Near-Mid-Term Action:**
Prepare a phasing plan for infrastructure improvements to include streetscape, Americans with Disabilities Act (ADA), and bicycle improvements

City of Phoenix
- 3 Near-Mid-Term Action:**
Incorporate identified infrastructure improvements into the City's Capital Improvement Program and develop improvement plans

City of Phoenix

B-2 Strategy:

Capture development revenue in support of the Cultural Corridor

- 1 Near-Mid-Term Action:**
Adopt a Percentage for the Arts Program with applicability to the Cultural Corridor

City of Phoenix
- 2 On-Going Action:**
Negotiate and incorporate community benefits into development agreements and lease agreements, to include Cultural Corridor funding and improvements

City of Phoenix

B-3 Strategy:

Work with City Archaeologist, City Historic Preservation Office and Arizona State Historic Preservation Office to promote cultural enrichment and heritage preservation in the area

- 1 Near-Mid-Term Action:**
Identify existing public programs and initiatives that support local arts and culture

Oversight
Committee
- 2 On-Going Action:**
Collaborate with arts and culture organizations, non-profits, and the City in identifying and seeking sources of funding for the Cultural Corridor

Oversight
Committee /
Community
Groups

B-4 Strategy:

Work with local officials to identify and support the location of a new Latino Cultural Center within the community

- 1 Near-Term Action:**
Explore the feasibility of locating a Cultural Center in conjunction with a restored Santa Rita Center

Oversight
Committee /
City of Phoenix



CULTURAL CORRIDOR ACTION PLAN

PARTNERSHIPS & FUNDING

Strategy & Action Timeframe

Implementation Lead

C-1 Strategy:

Identify potential partners and funding sources for local arts and culture

1 Near-Term Action: Create and maintain a list of potential partners and funding sources Oversight Committee

2 On-Going Action: Identify grants in support of local arts and culture and prepare grant applications Oversight Committee

C-2 Strategy:

Pursue potential partners and funders to advance local arts and culture, and help implement the Cultural Corridor

1 Near-Term Action: Develop a template for collaborative agreements Oversight Committee

C-3 Strategy:

Incorporate existing arts and culture initiatives into the Cultural Corridor

DESIGN & CONSTRUCTION

Strategy & Action Timeframe

Implementation Lead

D-1 Strategy:

Provide design guidelines and content recommendations for development of the Cultural Corridor

1 Near-Term Action: Draft and adopt a Cultural Corridor Framework with design guidelines, as a roadmap to development of the Cultural Corridor City of Phoenix

2 Near-Term Action: Engage City Historic Preservation Office (CHPO) and Arizona State Historic Preservation Office (AZSHPO) as needed City of Phoenix

3 Near-Mid-Term Action: Prepare a phasing plan for implementation of Cultural Corridor components based on funding availability and community expectations Oversight Committee / City of Phoenix

D-2 Strategy:

Hire artists and designers to design and oversee installation of various components of the Cultural Corridor

1 Near-Mid-Term Action: Hire a consultant to prepare a comprehensive wayfinding and signage plan to include design drawings and installation information Oversight Committee

2 Near-Term Action: Develop processes and procedures to select artists and designers for various components of the Cultural Corridor Oversight Committee

D-3 Strategy:

Involve the community in the design and selection process, including participation by area youth and young adults



CULTURAL CORRIDOR ACTION PLAN

MARKETING & EVENTS

Strategy & Action Timeframe

Implementation Lead

E-1 Strategy:

Brand and promote the Cultural Corridor

1 Near-Term Action: Create a marketing plan and develop marketing materials for the Cultural Corridor	Oversight Committee
--	---------------------

2 Near-Term Action: Host a contest for the design of a Cultural Corridor logo	Oversight Committee
--	---------------------

E-2 Strategy:

Market the area as a magnet for cultural activities and events

1 Near-Term Action: Identify and work with organizers and hosts of local events to coordinate communications and involve local business	Oversight Committee
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2 Near-Mid-Term Action: Create advertising materials for local events consistent with the marketing plan for the Cultural Corridor	Oversight Committee
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3 Near-Mid-Term Action: Identify and prepare a site to regularly host community festivals and events, utilizing vacant land parcels	Oversight Committee/ City of Phoenix
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4 Near-Mid-Term Action: Develop marketing materials (e.g. small books, pamphlet, podcast, etc.) providing a historic summary of each Cultural Corridor zone.	Oversight Committee
---	---------------------

HERITAGE PRESERVATION

Strategy & Action Timeframe

Implementation Lead

F-1 Strategy:

Establish a repository and comprehensive archive for the area's historic and cultural materials, resources and databases

1 Near-Term Action: Compile and share archived databases of local histories and stories	Oversight Committee
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2 Near-Term Action: Identify and secure an interim location as a repository of historic and cultural resources	Oversight Committee
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3 On-Going Action: Continue to collect and archive personal stories and neighborhood histories	Various Institutions & Historians
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F-2 Strategy:

Reach out to local historians, experts, and institutions for assistance in preserving local heritage and culture

1 Near-Term Action: Prepare and maintain a list of expert resources	Oversight Committee
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2 Near-Term Action: Contact local experts and institutions to share existing documentation	Oversight Committee
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3 Near-Term Action: Contact ASU Library for available support resources and grant funding	Oversight Committee
--	---------------------



6 KEY ACTIONS TO JUMP-START THE CULTURAL CORRIDOR

- 1** **Implementation Oversight:**
Form a committee or other oversight entity tasked with implementing the Cultural Corridor, and prepare a Mission Statement
- 2** **Cultural Corridor Framework:**
Draft and adopt a Cultural Corridor Framework with design guidelines, as a guiding document
- 3** **Resource Identification:**
Create and maintain a list of potential partners and funding sources, and identify existing programs and initiatives that support local arts and culture
- 4** **Marketing Plan:**
Develop a marketing plan for the Cultural Corridor
- 5** **Funding Pursuit:**
Prepare grant applications, leverage public and private arts programs and initiatives, and approach potential funders
- 6** **Partnership Agreements:**
Enter into collaborative agreements with non-profit partners and negotiate Community Benefits into Development Agreements and lease agreements

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CULTURAL CORRIDOR IMPLEMENTATION RESOURCES

COMMUNITY IDEAS

Craig Suiter

Cultural Corridor Proposal Submission: Spark Area 2 Diagonal Walkway

Dr. Juan M. Gurule & Mrs. Patricia M. Gurule

Cultural Corridor Proposal Submission: Father Albert Braun O.F.M. Memorial District: Heritage Forum of Honor Initiative
(Please see Appendix A of this report for additional information about this proposal.)

Michele Chavez, Norma Lewis, Natalie Lewis & Jon Gerdemann

Cultural Corridor Proposal Submission: John Woods Lewis

Sloane McFarland

Cultural Corridor Proposal Submission: Yourland

PLANS, REPORTS & READINGS

Relevant Plans & Reports

- [A Plan For Nuestro Barrio \(1992\)](#)
- [Archeology in the City: A Hohokam Village in Phoenix](#)
- [Beneath the Runways: Archeology of Sky Harbor International Airport](#)
- [City of Phoenix African American, Historic Property Survey](#)
- [City of Phoenix Asian American Historic Property Survey](#)
- [City of Phoenix Comprehensive Bicycle Master Plan](#)
- [City of Phoenix General Plan](#)
- [City of Phoenix Hispanic Historic Property Survey](#)
- [Eastlake Arts District "Soul of the City"](#)
- [Eastlake-Garfield TOD Policy Plan](#)
- [Mexicans in Phoenix](#)
- [Minorities in Phoenix: A Profile of Mexican American, Chinese American, and African American Communities](#)
- [Phoenix: The History of a Southwestern Metropolis](#)
- [Recuerdos: Memories of Life in the Barrios Unidos](#)
- [ReinventPHX](#)
- [Rio Salado Beyond the Banks Area Plan](#)
- [Seeds of Growth: Neighborhoods on the Salt River Floodplain](#)
- [The Hohokam: Desert Farmers & Craftsmen](#)

POTENTIAL PHILANTHROPISTS, FOUNDATIONS & ORGANIZATIONAL PARTNERS

Local:

- Braun Sacred Heart Center
- Chicanos Por La Causa (CPLC)
- Community Food Connections (CFC)
- Downtown Phoenix Inc.
- Jerry Colangelo
- Nina Mason Pulliam Charitable Trust
- Phoenix Community Alliance (PCA)
- Phoenix Revitalization Corporation (PRC)
- The Downtown Phoenix Partnership Inc.
- Trellis
- Xico Arte y Cultura
- YourLand

State:

- Arizona Community Farmers Markets
- Arizona Dept. of Veterans Services
- Arizona Historical League
- Arizona Humanities
- Local First AZ
- New Pathways for Youth
- United Arizona Veterans
- Virginia G. Piper Charitable Trust

National:

- American Legion
- Local Initiatives Support Corporation
- Rotary International
- United Mexican-American Veterans Association

POTENTIAL FUNDING SOURCES

National Funding

- Bloomberg Grants – Adaptive Reuse, Public Arts
- Federal Historic Rehabilitation Tax Credits
- Ford Foundation – Community Welfare
- Kresge Foundation – Arts and Culture, Community Development, etc.
- National Endowment for The Arts
- Robert Wood Johnson Foundation – Public Health

City of Phoenix Funding:

- City of Phoenix Office of Arts and Culture – public arts program
- Neighborhood Service Department

Arizona State Funding

- Arizona Commerce Authority
- Arizona Community Foundation – a synergy of local small foundations:
 - Bob & Renee Parsons Foundations
 - GoDaddy fund
 - Local businesses
 - Phoenix IDA
- Opportunity Zone designation – tax benefits program The Arizona Choice Neighborhood Grant

Potential New Structures

- Business Improvement District
- Collaboration Agreements
- Community Benefit Agreements
- Community Development Corporation
- Corporate/ Foundation Support
- Cultural Overlay
- Earmark New Development
- Hotel/Motel Tax
- Kick Starter Projects
- Legacy Projects
- Parking Lot District
- Percentage for the Arts
- Public Mutual Partners

POTENTIAL PRIVATE SECTOR PARTNERS

Private Entities

- American Express
- Freeport-McMoRan
- Food City
- Southwest Airlines
- Valley Metro
- Wells Fargo

POTENTIAL INSTITUTIONAL PARTNERS

Local Institutions

- Arizona State University
- Gateway Central City Campus
- Phoenix Elementary School District #1
- The Braun Sacred Heart Center
- Wilson Skiff Lumni School Association

Local Faith-based Institutions

- Pilgrim Rest Missionary Baptist Church
- Sacred Heart Parish

POTENTIAL ARTS & CULTURE PARTNERS

Arts & Culture:

- Americans for The Arts- Cultural District Toolkit
- Arizona Citizens for the Arts
- Arizona Commission on the Arts
- City of Phoenix Arts and Cultural Department
- Eastlake Arts
- Latino Cultural Center
- Local Art Museums
- Local Artists
- National Endowment for The Arts
- Native American Connections
- Rosie's House
- Sky Harbor Airport Museum

RESEARCHERS, HISTORIANS & PRESERVATIONISTS

Local Historic Archivists

- Arizona State University Libraries
- City of Phoenix Historic Preservation Office
- The Honorable Calvin C. Goode
- South Mountain Community College (SMCC) Storytelling Institute
- The Aviation Department

State Preservationists

- Arizona Preservation Foundation
- State Historic Preservation Office

Local Researchers & Academics

- Dr. Peter Dimas
- Virgil Berry



ADDITIONAL COMMUNITY IDENTIFIED HEROES*

Cultural Corridor April 2019 Community Meeting Responses

- Adam Diaz
- Archie and Mary Garcia
- Aubrey Aldridge
- B.T. Washington
- Bob Merri
- Clive Barres (Berney Park Coach)
- E.T. Gurule
- Fire fighters & Police Department
- Jose Francisco Jimenez
- Lincoln & Elenor Ragdale
- Medal of Honor Recipients
- Miss Driscoll (Kindergarten Teacher)
- Noah G. Billings
- Oscar Auson
- Udelia Veronica Luz
- W.A. Robinson
- Wade Hammond
- Winstona Aldridge

Cultural Corridor Online Survey Responses

- Adam Diaz
- Anita Lewis
- Arizona Congressional Medal of Honor Recipients
- Armando Torres
- Big Pete- Pete Garcia
- Blaza Pina
- Davina Mcleland
- Dolores Huerta
- Dr. Warren H. Stewart Sr.
- Eva Olivas
- Father Martin Gates, O.F.M.
- Ira Hayes
- James Watkins Family
- Jessica Bueno
- Joe & Grace Salinas
- John McCain
- LCPL Jose Francisco Jimenez
- Lincoln J. & Eleanor Ragsdale
- Maria Pina
- Mary Rose Wilcox
- Mr. Allen
- Multicultural War Veterans
- PFC Oscar Auson
- Pastor Marye A. Hutchings
- Williams Mahoney
- Tony Abril

ADDITIONAL COMMUNITY IDENTIFIED PLACES OF IMPORTANCE*

Cultural Corridor April 2019 Community Meeting Responses

- 13th Place 2 Parcels South of Yuma St- West Side
- All Churches
- Ann Ott school
- Art Museum at Santa Rita Center
- Auson's Cash Market (Poncho's)
- Celebrate Asian Americans at Buckeye Rd & 12th St
- Celebrate Native American between 7th and 9th St between Sherman and Tonto St
- Celebrate Mexican Americans at Santa Rita Center
- Children's Amusement Center 11th St & Gibson St
- Division of Motor Vehicles on Washington between 12th St and 16th St
- Dr. Wormle's Former Office
- Educational Center in Lewis Park Subdivision Area
- Father Albert Braun Monument at Historic Sacred Heart Church
- Father Albert Braun Veterans Memorial District
- Golden Rule Cafe
- Golden Gate Barrio
- Herrera High School
- Movie Theater near I-17, easy access
- Rodeo Drive-In
- Tanner Church
- Westley Community Center

Cultural Corridor Survey Responses

- 24th Street Buckeye Historic Barrios
- All designated in the Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor
- All The Historic Barrios: Golden Gate, Cuatro Milpas, El Campito, Golden/Rose Garden and Green Valley
- Bob's Big Boy on Central
- Central Avenue
- Churches: Tanner Chapel AME, Phillips Memorial Christian Methodist Episcopal, Pilgrim Rest Missionary Baptist Church, Bethlehem Baptist, Church-Lord Jesus Christ, catholic church. Eastlake Park, All churches in the Sacred Heart Parish
- Churches That Serve as a Meeting Place
- Coliseum and Fairgrounds
- Drive-in Theaters on Indian School
- Eastlake Park Projects - All Bus Stops
- Encanto Park
- Fox Theatre Original
- Hotel San Carlos
- Jail Luhr Building
- Lewis Park
- Local farms
- Markets: Food City, Smiley's, Bricenos Torilla Market, Auson Market, Azteca Bakery, Sunland Market, Fong's Family Market, Leroy's Market.
- Martin Luther King Jr. Blvd.

- Old Airport
- Old Cine Capri
- Old Mining Camp Restaurant Stockyards and Restaurant
- Old Phoenix Courthouse
- Orpheum Theatre
- Park: Berney Park., Green Valley Park
- Philosophy of Faith
- Phoenix Country Club
- Phoenix Union High School
- Restaurants: Emma's, Rosita's
- Riding My Horse on the Salt River in Tempe
- Riverside Ballroom & Calderon Ballroom
- San Juan Bautista Church
- Schools: Wilson School & Ski School
- Social Service Centers: Rinconcito Day Care Elderly Center, Golden Gate Settlement House
- Snowcone Stand at 9th St & Hadley St
- South Mountain Park
- Southern Pacific Railroad Crossings
- Swimming in the Canals and Farm Irrigation
- Tech Trade School
- The Biltmore
- The Youth Community Center
- Valley National Bank Building
- Verde River
- Yokums Store

* These are additional ideas that were submitted during the community collaboration process, but did not garner community consensus. These additional selections reflect the communities' diversity of ideas and extensive historical knowledge.



The Cultural Corridor represents vital linkages for the City of Phoenix. It is a link between the airport and downtown, a connection between the historical agricultural foundation and the urban development of the City; a gateway between Phoenix's rich past and the promise of its future.

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

CallisonRTKL Inc. -- Planning & Urban Design
Los Angeles, CA

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

ARCADIS US, Inc.
Phoenix, AZ

Crowdbrite
Reno, NV

Elliott . Pollack & Company (EDPCO)
Scottsdale, AZ

MakPro Services, LLC.
Mesa, AZ

MXD Development Strategists, Ltd.
Vancouver, BC, CA

Phoenix Revitalization Corporation
Phoenix, AZ

PLAN*et Communities PLLC
Phoenix, AZ

The CK Group, Inc.
Phoenix, AZ

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

PHX LAND REUSE STRATEGY
Cultural Corridor Framework, Design Guidelines & Action Plan

APPENDIX A



Buckeye 1200 S



FATHER ALBERT BRAUN O.F.M. VETERANS MEMORIAL DISTRICT: HERITAGE FORUM OF HONOR INITIATIVE



FATHER ALBERT BRAUN O.F.M. VETERANS MEMORIAL DISTRICT: HERITAGE FORUM OF HONOR INITIATIVE

A CONCEPT BY DR. JUAN AND PATRICIA GURULE



Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor Initiative

Dr. Juan M. and Mrs. Patricia M. Gurule 2016 Mr. Matthew and Mrs. Franchesca Alsbaugh

The Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor Initiative is a comprehensive "Master Plan" of the Sacred Heart Parish, community, veterans and Barrios/Neighborhoods on the Salt River Floodplain (Central Core Area). It promotes the naming of this area after the iconic Lieutenant Colonel Father Albert Braun O.F.M. Veterans Memorial District. He is the founder of the Sacred Heart Parish, at age 73, and decorated WW I & WW II combat veteran. He is the catalyst that binds all the historic Sacred Heart Churches, Barrios/Neighborhoods on the Salt River Floodplain and all other identified Central Core treasures into a vibrant district.

Indicates page number within the *PHX Land Reuse Strategy Cultural Corridor Framework, Design Guidelines & Action Plan* where an initiative element is already incorporated.

District Concept (Central Core Area): Design Standards

DISTRICT DESIGN PRINCIPLES

The intent of the District Design Standards is to set standards that will help guide the build-out of the district. The standards specify forms, colors, materials, and describe standard installation details. Utilizing these design standards will result in a cohesive and high-quality design statement along the district that attracts visitors, development, and preserves the rich history and culture that exists in the area. The district is envisioned to be a safe and experiential route where children, members of the community, and visitors can travel safely while learning about the area's past and exciting future. The district is intended to be community focused and include:

- Pedestrian & Bicycle Improvements including signage, wayfinding, and street walk enhancements
- Public Art including murals, public art installations, fountains, and artist spaces
- Heritage Displays through events, performances, festivals, and other engaging activities
- Street Edge Amenities including trees, benches and landscaping, plantings, benches, bike shelters, waste receptacles and public transit access lighting

DISTRICT WAYFINDING STANDARDS

WHAT ARE WAYFINDING TOOLS?
Wayfinding encompasses all of the ways people know where they are and where they can go, while enhancing their understanding and experience of physical environments. It is important to maintain a cohesive look to the signage along the district route as it crosses through various neighborhoods and theme zones. These are opportunities for individual neighborhoods and/or districts to be identified on wayfinding elements, but the goal is to promote the district first. For this reason, we have provided graphic standards and reference images to be used when implementing various wayfinding tools along the district.

A: WAYFINDING

- A-1 | **PEDESTRIAN/BIKE GUIDANCE:** Include directional signs and maps that guide persons on foot and bike to important areas such as, outdoor gathering areas, transit nodes, parks, trailheads and major tenants.
- A-2 | **SAFE MOVEMENT:** Wayfinding graphics and lighting within and surrounding parking structures should encourage safe and effective pedestrian and vehicular entry and exit movement patterns.
- A-3 | **GUIDING ROUTE DECISIONS:** Wayfinding should be placed at major intersections and corridor access points, or other areas where travelers will be making route decisions.
- A-4 | **SIGN FRONTS:** The front of signs should be located along the right side of the street within the right-of-way.
- A-5 | **INTERSECTION SIGNAGE:** Signs at intersections should be placed on the nearest side of the approaching intersection to the right.
- A-6 | **FLOOR PLANE CLEARANCE:** 7' clearance from the floor plane.

B: KIT OF PARTS

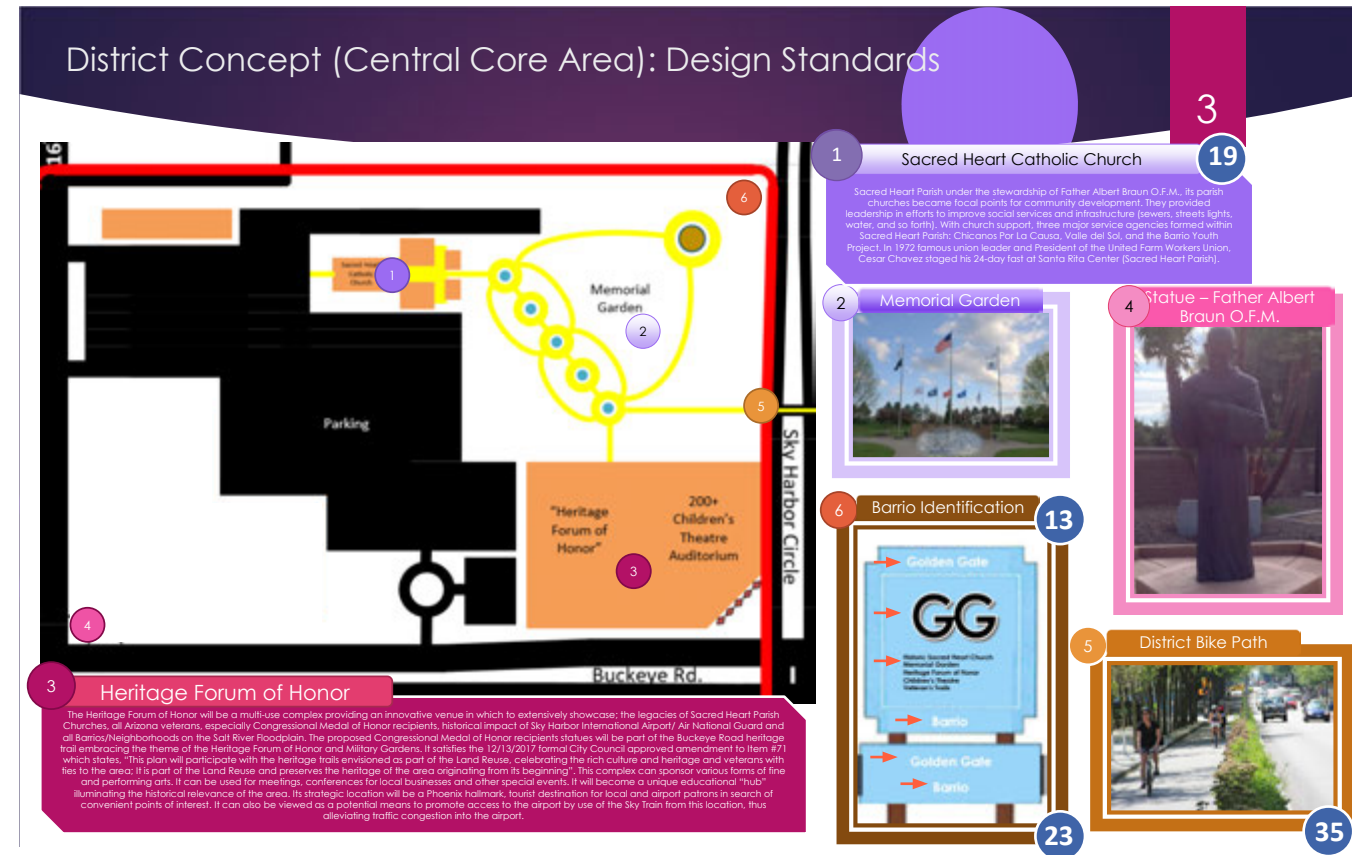
- B-1 | **BARRIO IDENTIFICATION:** Use Barrio Identification signage and include uniform logos and colorways.
- B-2 | **BARRIO NAMING:** Each barrio feature must include the name of the Barrio.
- B-3 | **PANEL INFORMATION:** Content featured on the panels shall be Barrio specific and feature stories and information based on theme Barrio subject.
- B-4 | **SYSTEM IDENTIFICATION:** System identifications shall provide consistent markings for the Father Albert Braun O.F.M. Veterans Memorial District and use the overall logo and tagline.
- B-5 | **BASE AND STRUCTURE MATERIALS:** Base and structure materials can be changed and swapped out for other options provided in the material palette to better related to the area of implementation.
- B-6 | **DISTRICT COHESION:** This district theme concept should be integrated in any future proposed area development.

Indicates page number within the *PHX Land Reuse Strategy Cultural Corridor Framework, Design Guidelines & Action Plan* where an initiative element is already incorporated.

→ Indicates content or graphics from the *PHX Land Reuse Strategy Cultural Corridor Framework, Design Guidelines & Action Plan*

NOTE: Elements of the Father Albert Braun O.F.M. Veterans Memorial District Heritage Forum of Honor Initiative concept are outside of the PHX Land Reuse Strategy planning area and scope. Where this is the case, this initiative's stakeholder group is encouraged to engage the appropriate entity or entities directly.

NOTE: Elements of the Father Albert Braun O.F.M. Veterans Memorial District Heritage Forum of Honor Initiative concept are outside of the PHX Land Reuse Strategy planning area and scope. Where this is the case, this initiative's stakeholder group is encouraged to engage the appropriate entity or entities directly.



District Concept (Central Core Area): Resources

Community Ideas	Potential Funding Sources	Potential Philanthropists, Foundations & Organizational Partners	Potential Arts & Cultural Partners
<ul style="list-style-type: none"> Dr. Juan M. Gurule & Mrs. Patricia M. Gurule Matthew Alspaugh and Franchesca Alspaugh Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor 	<ul style="list-style-type: none"> National Funding <ul style="list-style-type: none"> Ford Foundation – community welfare Kresge Foundation – arts and culture, community development, etc. Bloomberg Grants – adaptive reuse, public arts Robert Wood Johnson Foundation – public health Federal Historic Rehabilitation Tax Credits National Endowment for the Arts Arizona State Funding <ul style="list-style-type: none"> Arizona Commerce Authority Opportunity Zone designation – tax benefits program The Arizona Choice Neighborhood Grant Arizona Community Foundation – a synergy of local small foundations: <ul style="list-style-type: none"> GoDaddy fund Phoenix IDA Bob & Renee Parsons Foundation Local Businesses City of Phoenix Funding <ul style="list-style-type: none"> Neighborhood Service Department Arts and Culture Department – public arts program Private Funding <ul style="list-style-type: none"> Valley Metro Airport Potential New Structures <ul style="list-style-type: none"> Business Improvement District Hotel/Motel Tax Parking Lot District Cultural Overlay Community Development Corporation Corporate/Foundation Support Earmark New Development Community Benefit Agreements Percentage for the Fine Arts Collaboration Agreements Public Mutual Partners Legacy Projects Kick Starter Projects 	<ul style="list-style-type: none"> National <ul style="list-style-type: none"> American Legion Rotary International Local Initiatives Support Corporation United Mexican-American Veterans Association State <ul style="list-style-type: none"> AZ Humanities Local First AZ AZ Historical League Virginia G. Piper Charitable Trust United Arizona Veterans Arizona Department of Veterans Services New Pathways for Youth American Community Farmers Market Local <ul style="list-style-type: none"> Jerry Colangelo The Downtown Phoenix Partnership Inc. Nina Mason Fulam Charitable Trust Community Food Connections (CFC) Xico Chicanos Por La Causa (CPLC) Phoenix Revitalization Corporation (PRC) Phoenix Community Alliance (PCA) Downtown Phoenix Inc. YarLand Trellis 	<ul style="list-style-type: none"> Local Arts Museums <ul style="list-style-type: none"> Eastlake Arts Sky Harbor Airport Museum City of Phoenix Arts and Cultural Department Latino Cultural Center Local artists National Endowment for the Arts Arizona Commission for the Arts Arizona Citizens for the Arts Native American Connections Rosie's House Americans for the Arts – Cultural District Toolkit Potential Private Sector Partners <ul style="list-style-type: none"> Valley Metro American Express Southwest Airlines Wells Fargo Food City Freepart-McMoRan
Plans, Reports, & Readings	Researchers, Historians & Preservationists	Potential Institutional Partners	
<ul style="list-style-type: none"> Seeds of Growth: Neighborhoods on the Salt River Floodplain Father Albert Braun: Gods Warrior: Last of the Frontier Priest Among the Mescalero Apache: Story of Father Albert Braun City of Phoenix General Plan & Design Standards Rio Salado Beyond the Banks Initiative ReinventPHX The Hohokam: Desert Farmers & Craftsmen City of Phoenix Asian American, African American, and Hispanic Historic Property Survey Recuerdos: Memories of Life in the Barrios Unidos Mexicans in Phoenix Minorities in Phoenix: A Profile of Mexican American, Chinese American, and African American Communities Phoenix: The History of a Southwestern Metropolis Beneath the Runways: Archeology of Sky Harbor International Airport Archeology in the City: A Hohokam Village in Phoenix 	<ul style="list-style-type: none"> Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor Initiative Seeds of Growth: Neighborhoods on the Salt River Floodplain St. Joseph's Mission Mescalero, New Mexico Unified Arizona Veterans Arizona Department of Veterans Services 	<ul style="list-style-type: none"> Local <ul style="list-style-type: none"> Arizona State University Phoenix Elementary School District #1 Father Albert Braun Veteran's Memorial District Initiative Gateway's Central Campus Wilson School District #7 Wilson Skiff Alumni School Association Local Markets & Businesses Unified Arizona Veterans Arizona Department of Veterans Services Local Faith-Based <ul style="list-style-type: none"> Sacred Heart Parish (Central Core) 	

Indicates page number within the PHX Land Reuse Strategy Cultural Corridor Framework, Design Guidelines & Action Plan where an initiative element is already incorporated.

→ Indicates content or graphics from the PHX Land Reuse Strategy Cultural Corridor Framework, Design Guidelines & Action Plan

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DISTRICT CONCEPT DESIGN (CENTRAL CORE AREA)

ADDITIONAL NARRATIVE, AS DISCUSSED 9/18/2019: HERITAGE FORUM OF HONOR, ATTACHMENT (1) pg. 3, item 3

The Heritage Forum of Honor can also act as a United Service Organizations (USO) type location where military personnel gather prior to deployment with their families. It can be a welcome home and transition facility for our veterans returning from deployment. In addition, it will reflect through the use of technology and process of storytelling an interactive illumination of Sacred Heart Parish Churches, Santa Rita Center, Cana Hall, the historic barrios/neighborhoods on the Salt River Floodplain, Arizona's Congressional Medal of Honor recipients, all veterans and Sky Harbor International Airport.

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This multi-use complex can be implemented through the formal formation and involvement of a veterans coalition and an alliance of local businesses i.e. Sky Harbor Center and other community organizations. This partnership would be instrumental in designing and implementing this multi-use complex which in the future can create a myriad of economic opportunities for the area and City of Phoenix. This partnership, of an Arizona veteran coalition and business alliance can be the catalyst that generates revenues that sustain the vision of the Heritage Forum of Honor.

6

ADDITIONAL GRAPHICS, AS DISCUSSED 9/18/2019: ATTACHMENT (1) pgs. 1, 2, & 3



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DISTRICT (CENTRAL CORE AREA) BIKE PATH THROUGHOUT THE ENTIRE FATHER ALBERT BRAUN O.F.M. VETERANS MEMORIAL DISTRICT: HERITAGE FORUM OF HONOR INITIATIVE

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DISTRICT CC PT DSI GN CN AA LC R ARA)

Father Albert Braun O.F.M. Veterans Memorial District

N CORNER 10TH STREET
BUCKEY ROAD

Delores Huerta - US Labor Leader / UPW and Civil Rights Activist

St. Mary Magdalene Church Historical Marker

Father Albert Braun O.F.M. Veterans Memorial District

NORTH 10TH STREET
BUCKEY ROAD

Cesar Chavez - US Labor Leader / UPW(AFL-CIO) Civil Rights Activist

St. Mary Magdalene Church Historical Marker

Example Civil Rights/Activist State

NW CORNER 6TH STREET
BUCKEY ROAD

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Father Albert Braun O.F.M. Veterans Memorial District

Adam Diaz - First Hispanic City Council Member and Vice Mayor and Civil Rights Activist

St. John the Baptist Church Historical Marker

N CORNER 6TH STREET BUCKEY ROAD/SACRED HEART CATHOLIC CHURCH

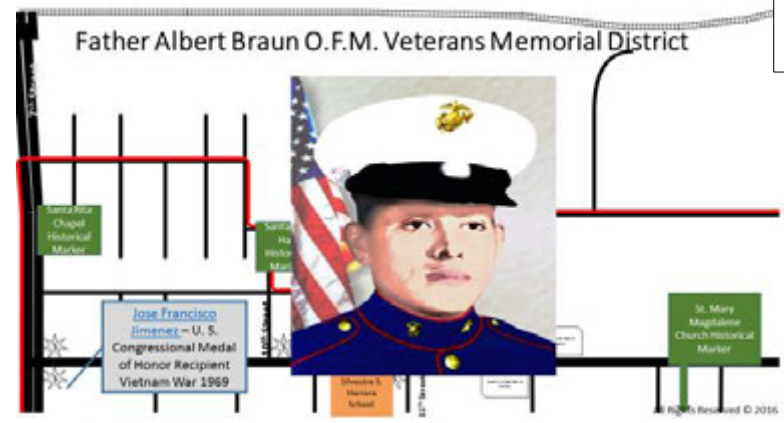
Example of Father Albert Braun O.F.M. Statue

Potential Heritage Corridor treatments (public park, commemorative statue/signage): Looking east across S. 16th St. toward the Historic Sacred Heart Church. (Father Albert Braun O.F.M.)

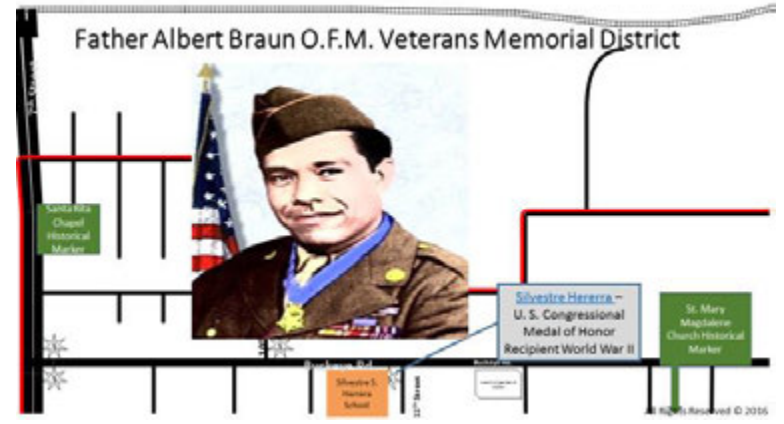
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FATHER ALBERT BRAUN O.F.M. VETERANS MEMORIAL DISTRICT: HERITAGE FORUM OF HONOR INITIATIVE

DISTRICT CC PT DSI GN CN AA LC R ARA)



S CRR 11TH STREET
BUCKEY RA D



S W C R R 11TH STREET
BUCKEY RA D



S CRR 6TH STREET
BUCKEY RA D

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District Concept: Children's Theatre Example
tachment 1) pg. 3ii item # 3



District Concept: ri tae For m o H onor Example
tachment 1) pg. 3ii item # 3



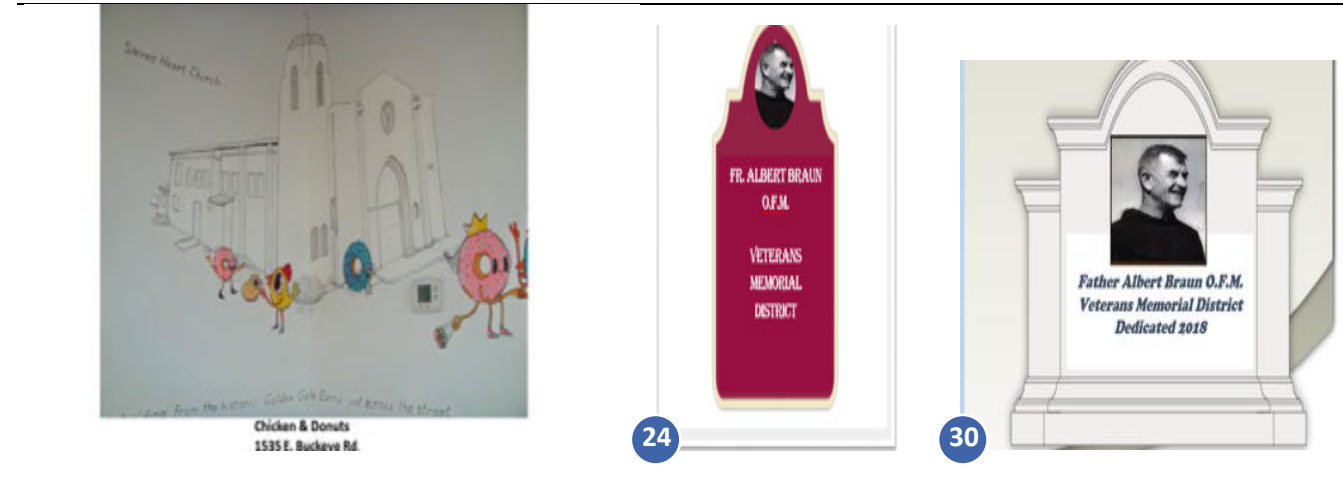
District Concept: Memorial rd ens Example
tachment 1) pg. 3ii item # 3



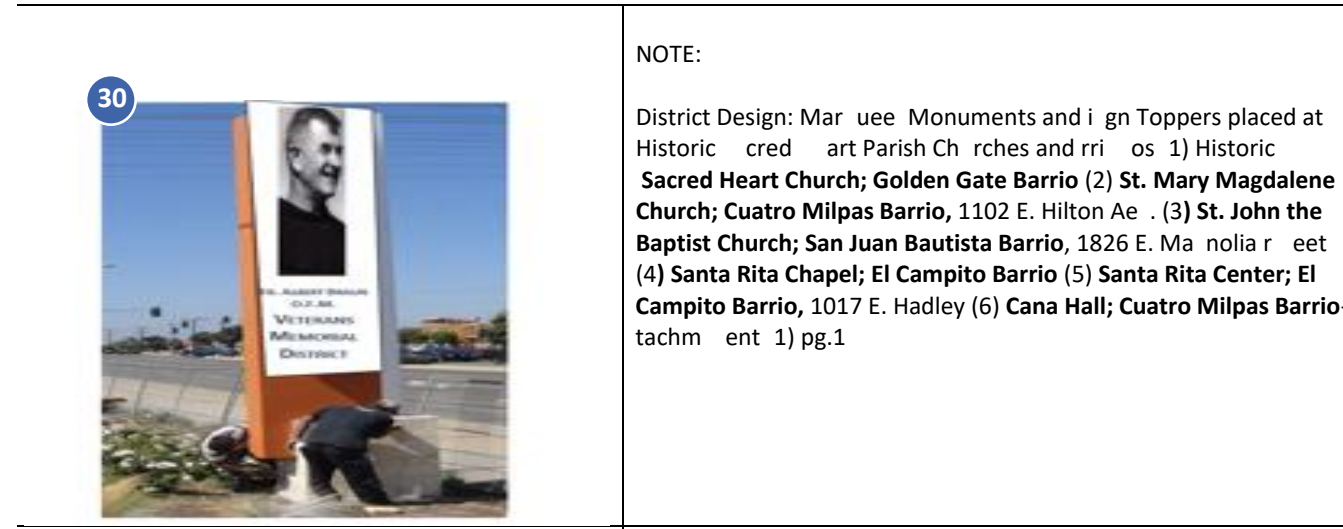
District Concept: Combined ilitary onument and Fla s
NW Corner Buc e Rd./ Sky r bor Circle
tachment 1) pg. 3ii item # 3

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District Concept: Theme Cohesion u tre roposed Development Example tachment (1) pg. 2	District Concept: i gn Topper Example tachment (1) pgs 1,2, & 3	District Concept: ther l bert Braun O.F.M. District Monument Example tachment (1) pgs 1,2, & 3
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NOTE:
District Design: Mar uee Monuments and i gn Toppers placed at Historic cred art Parish Ch rches and rri os 1) Historic **Sacred Heart Church; Golden Gate Barrio (2) St. Mary Magdalene Church; Cuatro Milpas Barrio, 1102 E. Hilton Ae . (3) St. John the Baptist Church; San Juan Bautista Barrio, 1826 E. Ma nolia r eet (4) Santa Rita Chapel; El Campito Barrio (5) Santa Rita Center; El Campito Barrio, 1017 E. Hadley (6) Cana Hall; Cuatro Milpas Barrio-**
tachment 1) pg.1

District Concept: ther l bert Braun .F.M. Veterans Memorial District n teractive Event Mar uee Example tachment (1) pg. 2
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The following is a summary of the “Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor Initiative,” Concept Design (attachment no. 1).

- Naming/dedication of the Sacred Heart Parish boundary; “Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor”, designated/dedicated through monuments, interactive marquee, markers and signage located strategically throughout the area. Also, the design/ placement of a statue, as rendered in the Phase I Final Land Reuse Report, at the Northeast corner of 16th Street and Buckeye Road adjacent to the Historic Sacred Heart Catholic Church.
- 30 • Design/ placement of monuments, markers and signage at each of the Historic Sacred Heart Parish churches and halls; Historic Sacred Heart Church, St. Mary Magdalene Church, St. John the Baptist Church, Santa Rita Chapel, Cana Hall and Santa Rita Hall.
- 13 24 • Design/ placement monuments, markers, and signage in recognition of the Historic Barrios, Neighborhoods on the Salt River Floodplain; Golden Gate, Campito, Cuatro Milpas, Golden/Rose Garden, Green Valley, San Juan Bautista and Berney Park.
- Designate/dedicate Buckeye Road and 24th Street Heritage Trails due to their extensive use by U.S. Veterans being deployed via old West Entrance of Sky Harbor International Airport, in the time of war and national crisis. This designation/dedication will be achieved by the design/ placement of statues of Civil Rights Leaders/Activist; Dolores Huerta, Cesar Chavez, Adam Diaz and Father Albert Braun O.F.M., on the Northside and Congressional Medal of Honor recipients; LCpl U.S. Marine Corps, Jose Francisco Jimenez, PFC U.S. Marine Corps, Oscar P. Austin and PFC U.S. Army, Silvestre S. Herrera, on the Southside.
- 9 19 • Design/ placement of monuments, markers and signage in recognition of community service centers; Golden Gate Settlement House, Rinconcito Senior Center, Wesley Community Center and other community service centers.
- 55 57 • Design/ placement monuments, markers and signage in recognition of schools; Wilson Elementary, Skiff Elementary, Ann Ott Elementary and Herrera Elementary.
- 49-57 • Design/ placement monuments, markers and signage in recognition of Grocery Stores; Smitty’s, Food City, Austin Market and other identified neighborhood stores and restaurants.

These measures will foster the implementation of the “Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor Initiative.” On a broader scale, this initiative acts as the hallmark, in providing a comprehensive paradigm in the aggregation, memorialization and revitalization of the historic barrios, Sacred Heart Parish, Veterans and neighborhoods on the Salt River Floodplain to the downtown Phoenix area and Sky Harbor International Airport.

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(2) OTHER ATTACHMENTS AS DISCUSSED 9/18/2019

Brief History of John Van Hengel's Food Banking Concept (adapted from a speech to the United States Senate by Senator John McCain in honor of John's 80th birthday)

John's vision has become a reality for millions of people. John van Hengel's vision is a testament to the ability of one person to change the world for the better. In 1965, John, as a businessman, volunteered some of his spare time to the St. Vincent de Paul Society in Phoenix, AZ. In the course of his volunteer work, John saw there was a need for additional food for the Society's soup kitchen. In the course of his work, John met a woman who had to collect food from a grocery store garbage bins to feed her 10 children. That needy mother told John that there should be a place where surplus food could be stored and available to people who needed it instead of ending up in the trash. John looked around Phoenix to better serve the needy people he met, and he noticed that ruins of buildings were being left unpicked up around Phoenix. John recruited volunteers to gather the food that remained in areas after harvesting. He then delivered these much-needed fruits and vegetables to various local churches. With John's leadership, one of the Nation's first "gleaning" projects became a reality. John recruited the local grocery stores and asked them to donate surplus food. John also approached his local church, St. Mary's Basilica, and the church responded by loaning John 3,000 and an abandoned building. In 1967, John founded the world's first food bank, named St. Mary's in honor of the church that housed it. This was the first food bank and the concept of a food bank—a central source for food donations and distribution to a wide range of local charitable agencies that feed the hungry. The creation of the St. Mary's Food Bank, John founded the food bank in 1976. With the help of private donations and state and federal grants, John helped to set up and develop food banks in other nearby communities in California and other states. The success of these food banks led to the food bank becoming formally incorporated in 1979. Today it is one of the largest food banks in the United States. The National Food Bank Network is the nation's largest hunger relief charity and a national network of more than 100 regional food banks and food rescue organizations that provide food and other services to more than 10,000 local charitable agencies. In 1982, John van Hengel stepped down from his full-time role at Second Harvest to pursue his own food bank and to spread the idea internationally. In 1984, John van Hengel founded International Food Banker's Inc., a nonprofit food bank consulting organization. John helped spread the notion of food banking and volunteerism in an international capacity, first in Canada through the creation of the Canadian Society of Food Bankers, then to Africa, and to Belgium. Today the Federation of European Food Banks meets regularly to discuss experiences and ways to expand the organization's membership. Currently, the idea of food banking has spread to Australia, Israel, Mexico, and Spain. John van Hengel's vision, first articulated and acted upon in Phoenix in 1967, is the first link in an international chain of food banks and compassion for the neediest among us. John van Hengel's food banking idea is simple, but it really works. It took the efforts of one man over a long time to reach fruition. Because John van Hengel had the need to help hungry people, he created a concept to address that need. Dozens of countries and millions of people now have a positive role upon which to build.

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Dr. Frank C. Dukepo

Dr. Frank C. Dukepo was born in 1943 of Hopi and Laguna heritage on the Mohave Indian Reservation in Arizona. His early schooling took place in the Phoenix area. After completing high school he earned B.S. and M.S. degrees at Arizona State University. In 1973 he received his Ph.D. in Zoology from Arizona State, becoming the first Hopi to obtain a doctoral degree in the sciences.

After teaching at San Diego State University, and working with both the National Institutes of Health and the National Science Foundation, he moved to Flagstaff in 1980 to become the Director of Indian Education at Northern Arizona University. He later became a faculty member in the Department of Biological Sciences, where he taught courses on Native American Biomedicine and Gene Ethics. Dr. Dukepo's area of specialization was genetics. His early work involved the albinism trait and explaining its higher than average frequency among the Hopi.

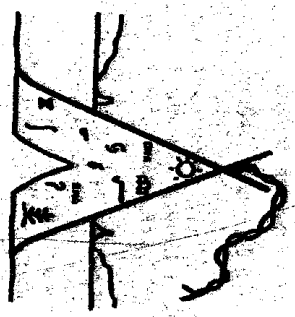
The Last Decade

In the past decade a portion of Dr. Dukepo's professional focus was dedicated to issues surrounding the Human Genome Project and the Human Genetic Diversity Project. He was particularly concerned with ethical, legal, and social implications of these projects. He published several key papers on this topic, was invited to give lectures at schools, took part in national symposia, and provided radio commentaries on the subject. He was instrumental in the ongoing development of culturally competent genetic education workshops for Native Americans.

Contributions to Students' Lives

Throughout much of his distinguished career, Dr. Dukepo was known for his work on motivating Native American students and for his involvement with retention efforts for these students. He was the founder of the Native American Honor Society, which recognized Native American high school students who achieved a straight "A" grade point average, at more than 190 schools in the United States. He was a founding member of both the Society for the Advancement of Chicano and Native Americans in Sciences (SACNAMS) and the American Indian Science and Engineering Society (AISES).

National Native American Honor Society



"I promise to walk and talk with dignity, respect and wisdom."

—Dr. Frank C. Dukepo, Ph. D.

Dr. Dukepo was the recipient of many awards. They are:

- ◆ Lifetime Achievement Award for Service to Indian People
- ◆ Ford Foundation Fellowship
- ◆ Outstanding Educator of the Year Award from the National Coalition of Indian Education
- ◆ John Hay Whitney Fellowship
- ◆ Bo Jack Humanitarian Award
- ◆ 1996 Hopi of the Year
- ◆ 1995 Indian Man of the Year
- ◆ Inducted into the Indian Hall of Fame
- ◆ Iron Eyes Cody Medal of Freedom Award

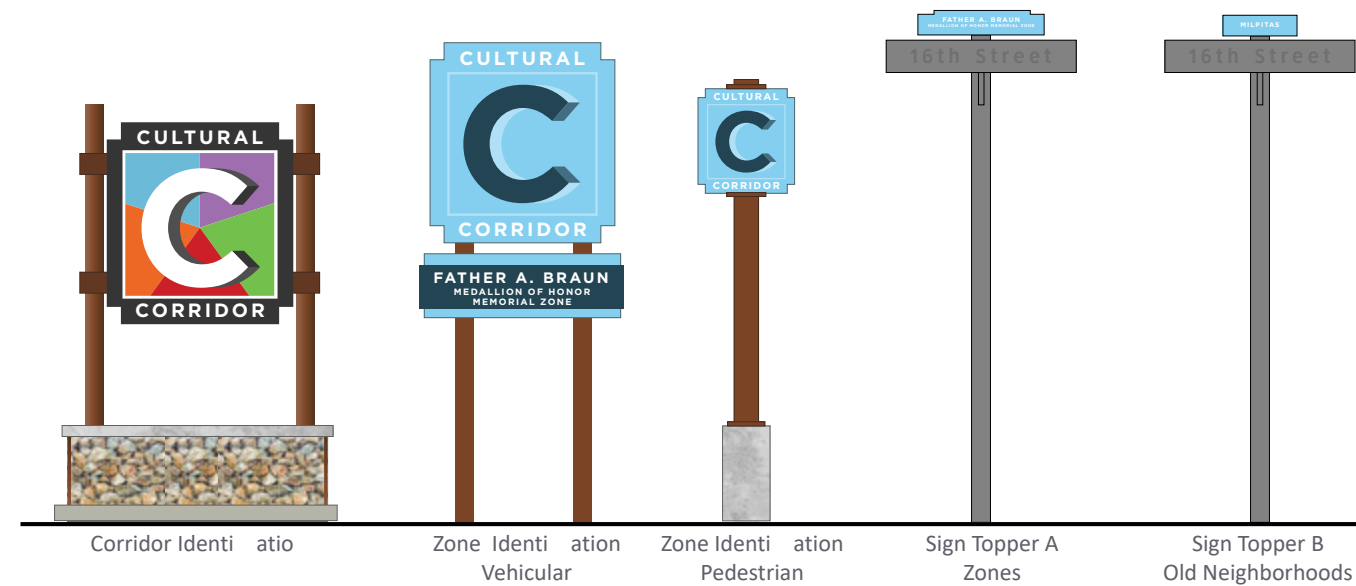
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COST ESTIMATES FOR KEY COMPONENTS OF THE INITIATIVE CONCEPT

WAYFINDING SIGNAGE

Below are general cost estimates for the wayfinding signage suggested to be incorporated along the Cultural Corridor.

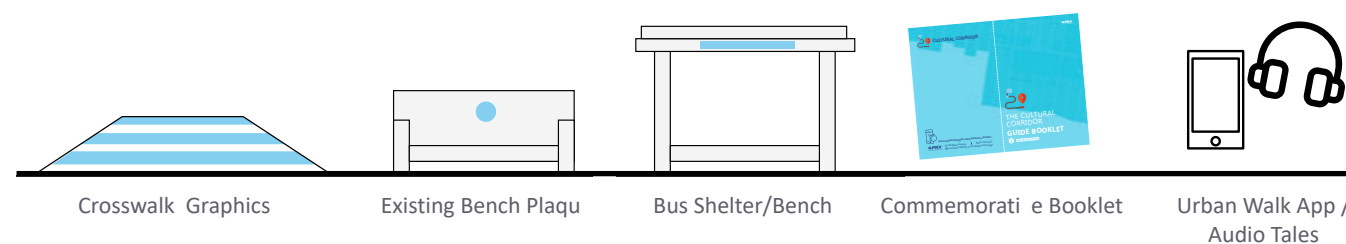


Component	Cost Estimate*
Corridor Identification	\$9,500 (Cost varies based on "base" material selection)
Zone Identification Vehicular	\$5,500
Zone Identification Pedestrian	\$4,500
Sign Topper A - Zones	\$400
Sign Topper B - Old Neighborhoods	\$400

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ADDITIONAL CULTURAL CORRIDOR COMPONENTS

Below are general cost estimates for the additional components suggested to be incorporated along the Cultural Corridor.



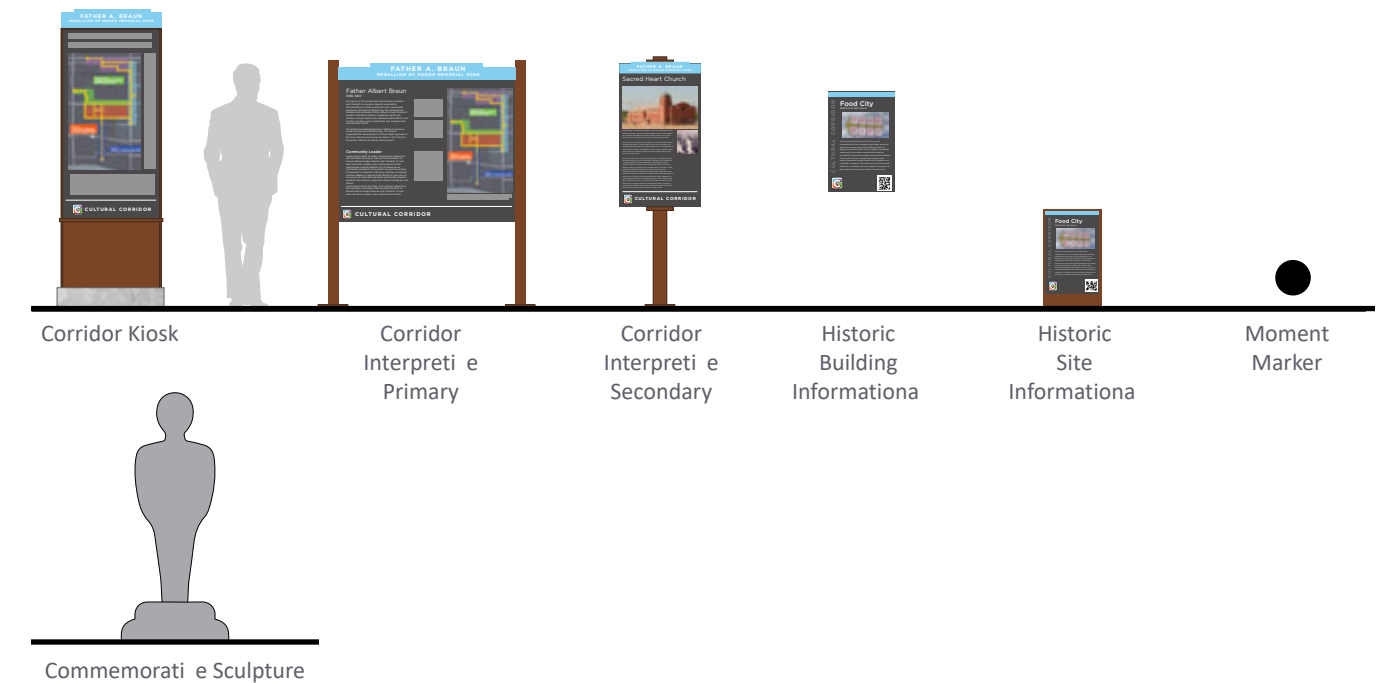
Component	Cost Estimate*
Crosswalk Graphics	\$5/Sq Ft.
Existing Bench Plaque	\$500
Bus Shelter/Bench	\$10,000
Commemorative Booklet	\$15,000 (Design) / \$1,000 (100 prints)
Urban Walk App / Audio Tale	\$35,000 - \$75,00 (Varies based on App Features)

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HISTORIC & CULTURAL INTERPRETIVES

Below are general cost estimates for the historic and cultural interpretives suggested to be incorporated along the Cultural Corridor.



Component	Cost Estimate*
Corridor Kiosk	\$6,500
Corridor Interpretive Primary	\$4,500
Corridor Interpretive Secondary	\$2,500
Historic Building Information	\$1,500
Historic Site Information	\$2,000
Moment Marker	\$500
Commemorative Sculpture	\$80,000- \$92,000 (Cost varies widely based on design, materials, and size)

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*These ROM costs are very loose estimates and are based on information provided by a sign fabricator and average costs from past programs. Each estimate includes both fabrication and installation but does not take travel expenses into consideration. Estimated quantities are only exploratory and are subject to change.

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FATHER ALBERT BRAUN O.F.M. VETERANS MEMORIAL DISTRICT: HERITAGE FORUM OF HONOR INITIATIVE

A CONCEPT BY DR. JUAN AND PATRICIA GURULE



Elements of this concept are incorporated into the comprehensive and inclusive *PHX Land Reuse Strategy Cultural Corridor Framework, Design Guidelines & Action Plan* which was developed in collaboration with residents, businesses, community groups, schools, property owners, non-profit organizations, and other stakeholder groups within the PHX Land Reuse Strategy planning area.

Graphic design, 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