

Community Meeting July 2019

TYING IT ALL TOGETHER

Summary Memo

MEETING OBJECTIVES

This meeting was held to provide the public with an overview of the Spark Area design updates, Yuma Street Pocket Space, Cultural Corridor Framework, and Development process toolkit. The content presented at the meeting was the showcase of the collaborative effort between the community and project team. The intent was to create a space to receive additional feedback that will be incorporated into the final project implementation tools.

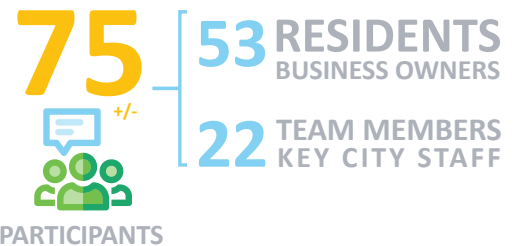
- Cultural Corridor - Illustrations of the Community’s ideas
- Temporary Lot Use Proposals & Considerations
- Spark Area Design & Implementation Updates

INTRODUCTION

On July 25, 2019, the “**Tying It All Together**” community meeting for the PHX Land Reuse Strategy (LRS) Implementation phase was held from 5:30 PM to 7:30 PM at the Pilgrim Rest Baptist Church Gymnasium in the Eastlake Park Neighborhood.

The intent of the meeting was for the community and stakeholders to hear and review the work that the community and project team have collaborated on thus far. The community and stakeholders learned about how implementation initiatives are taking shape to invest in infrastructure on noise land while preserving original historic character and social vitality.

The July Community Meeting was organized in a casual and informative openhouse format. Sign-in sheets recorded **53 attendees**; altogether **approximately 75 participants** comprised of area residents, business interest, as well as key City staff and members of the Consultant Team participated as well.



A casual and informal open-house format event for community members to hear and review their collaboration on the LRS work completed thus far.

MEET AND GREET

Doors opened at 5 PM. Attendees were welcomed to sign-in at the reception desk and receive the PHX LRS Program brochures and the LRS timeline flyers. Ms. Teresa Makinen greeted attendees at the reception area and provided them with a brief introduction to the flow of the event.

Event docents Mrs. Angela Acosta, Ms. Leslie Dornfeld and Ms. Jessica Bueno from the project team guided the participants to visit each of the exhibit stations positioned around the room.

Attendees were encouraged to tour the room, visit exhibits, mingle with project team representatives at each station, and sit down to chat with other participants and City staff at the tables organized in the center of the venue.

EXHIBIT STATION TOUR

Five (5) exhibit stations were set-up around the room. Each station focused on a specific topic pertinent to the work that the project team and the community have been collaborating on throughout the PHX LRS Implementation Phase since the Fall of 2017.

Participants were welcomed to review the work products; to raise questions about the content on the boards and displays; and to provide project team representatives with their comments and thoughts regarding each exhibit theme. Three letter-sized, single-page handouts with brief introductions to the “Cultural Corridor,” “Design Guidelines,” and “Temporary Lot Use Concept” were also provided to participants as take-home reading material.



Event docents guided the participants to tour the exhibits.



Attendees mingled with the team representatives and other participants.



Participants were welcomed to tour and visit each exhibit station.

STATION EXHIBITS

The exhibit stations encompass five (5) key components of the PHX LRS Implementation Phase: the Community Engagement process, Spark Area design concepts, the Cultural Corridor framework, Quick Hits studies and implementation; and the development process toolkits.

Project team representatives facilitated station discussions and provided the participants with a brief overview of the work presented. The primary content of the visual exhibit boards set-up at each themed station are summarized as outlined below.

LRS UPDATES STATION

This station displayed two informational boards addressing LRS Updates and the LRS Timeline. The project team representatives provided the audience with information on the latest LRS Program timeline, work progress, focus group engagement updates, recent happenings with Quick Hits implementation and property inquiries surveys, as well as the next steps in the process.

The team also provided an online property inquiry survey at this station to continue tracking and digitizing any additional property inquiries that emerged during the event. Three community members completed the property inquiry survey during the event.



The team used 3-D visuals to illustrate the concepts and ideas.



Project team representative explained the exhibits to the participants.



Project team representative helped gather property inquiries information.

CULTURAL CORRIDOR VISUALIZATION STATION

This station introduced the proposed Cultural Corridor Theme Zone concept which incorporates results and community input from the “Cultural Corridor Idea Sharing Community Meeting” held on April 4, 2019 and the follow-up “Arts and Culture Focus Group Meeting” held on April 18, 2019.

The station also included exhibits of proposed Cultural Corridor Themes, System Family, Kit of Parts concept, as well as three-dimensional (3-D) renderings showing examples of potential street-level experiences in each Cultural Corridor Theme Zone.

A “Cultural Corridor material and pattern palette” board provided participants the opportunity to see and touch material samples that could be applied along the future Cultural Corridor route.

In addition, two full-size informational signage mock-ups were created for the “Father A. Braun Medallion of Honor Memorial Zone” and the “Goode-Luca-Ong Community Champion Zone”. The mock-ups were placed in the center of the room where community members were able to interact with the examples and better understand the potential scale, design, and content of the informational signage envisioned along the Cultural Corridor.”



Project team representatives introduced the Cultural Corridor concepts.



Participants could touch the material samples set-up at the station.



Full-size interpretive mock-ups displayed at the meeting.

TEMPORARY LOT USE CONCEPT STATION

This station introduced the “Yuma Street Pocket Space” concept as a demonstration noise land improvement concept. The “Yuma Street Pocket Space” concept was initiated by community members of the Nuestro Barrio Unidos (NBU) Neighborhood Association. It is envisioned as a restful outdoor space that incorporates elements memorializing individuals that have contributed to the community. If implemented, the space may be integrated as a “branch” of the Cultural Corridor.

The project team collaborated with the NBU Neighborhood Association community members to advance their conceptual design by creating a series of three-dimensional (3-D) renderings with supportive imagery to convey key components proposed in the design. These renderings served as a visual demonstration of the pocket space, allowing meeting attendees to understand the potential lot activation outcomes.

An interactive exercise was developed at the station to invite participants to identify and prioritize additional possible locations for other pocket spaces. Community members who were interested in the idea were also encouraged to sign-up at the station to participate in the implementation of future pocket spaces.

The station also displayed two material palettes applicable to the pocket space design concept, one focused on plant materials and the second depicting paving options.

As a way to empower the community to get involved in the temporary noise land activation process, the team representatives introduced a step-by-step design development process for pocket spaces. This process intended to help community members take their ideas and visions to the next stage and ultimately bring them to life.



Project team representative introduced “pocket space” locations.



Attendees reviewed 3-D visuals of the “pocket space” proposal.



“Pocket space” materiality palette and “design process” exhibits.

SPARK AREA DESIGN UPDATES STATION

This station displayed an exhibit board for each of the three (3) Spark Areas. Exhibits provided attendees with information on the vision for each site, community feedback summaries, as well as the refined Spark Area design concepts and associated development outcomes.

The board included a 3-D diagram highlighting the design features and ideas incorporated by the team based on comments gathered during the previous Spark Area and Block Planning Community Meeting held in November of 2018. These design ideas will help improve the character and enhance the community benefits associated with the Spark Areas.

During the meeting, the project team representatives provided detailed explanations of the design concepts and collected additional community ideas and feedback related to the Spark Area design updates.

STEPS TOWARDS DEVELOPMENT STATION

This station provided two (2) exhibits to explain tools that are being prepared to support the development process for Airport noise land. These tools include Design Guidelines, Requests-for-Proposals (RFPs) as well as Development Agreements and an associated community benefits package.

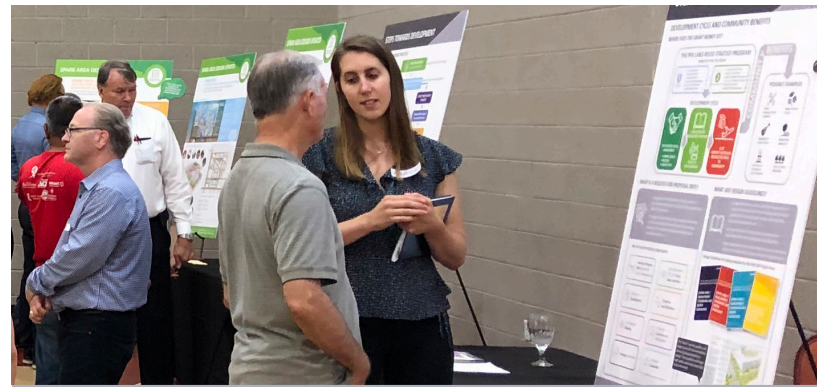
A diagram illustrating the potential property offering process was displayed at the station. The project team representatives explained to attendees each specific step in the offering process, in addition to when and how the community can get involved in the process.



Project team representative introduced Spark Area design concepts.



Participants discussed Spark Area development potential and concerns.



Attendee inquired information about Design Guidelines and RFPs.

COMMUNITY FEEDBACK AND COMMENTS

Community members were invited to provide the project team with their comments and thoughts about the displayed content at each station utilizing Post-It notes. A list of write-in comments, general feedback and concerns collected from the stations are summarized as below:

CULTURAL CORRIDOR VISUALIZATION STATION

- A district concept to include all Zones
- Memorialize John Lewis and his stories of helping minorities with home ownership, fair access to services; and Enriqueta Lewis, John Lewis's wife and activist
- Include John W. Lewis park (1238 W 13th Place, 85034) in the Cultural Corridor Theme Zones
- Should include Military Medal of Honor winners: Jose Alfredo Jimenez and Oscar Austin
- Memorialize Anita Lewis who was a prominent Latina attorney and judge. The first Latina to run for Legislature, the second Latina to graduate from law school in the country, and the first president of the women's auxiliary of American Legion
- Be a leader in the country as a cultural corridor; "do it right" not just a token cultural center or corridor
- Important to include veteran history along Cultural Corridor route
- Market the Cultural Corridor to metro Phoenix and the airport; at the airport, explain how to take public transportation to visit the area
- Involve Arizona Humanities and other non-profits focusing on culture to participate in the Cultural Corridor projects
- A good precedent for Cultural Center: The National Hispanic Cultural Center in Albuquerque, New Mexico
- Make Grid bikes available near the Spark Areas and the airport; provide bike lanes around the Cultural Corridor
- Should include all historic barrios
- Father Albert Braun O.F.M Veterans Memorial District
- Provide bilingual materials

TEMPORARY LOT USE CONCEPT STATION

- Better memorialize John Lewis; use signage to explain the history and culture of Lewis Park; expand murals in the park
- Provide amphitheatres or event spaces and community gardens

SPARK AREA DESIGN UPDATES STATION

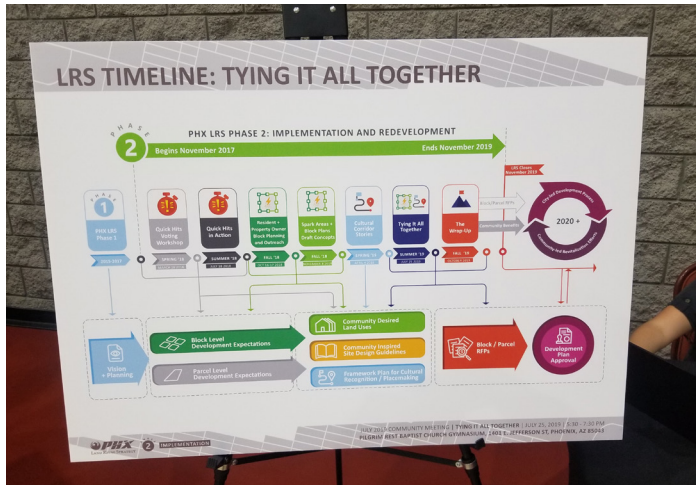
- Need water stations, benches, shade; no chain stores or restaurants (local, ethnic food and stores)
- Would like to see the retail space removed from Santa Rita Center and have more green shady spaces and/or community garden spaces for people to enjoy
- How to address utility issues in the Spark Areas, especially Spark Area 2 and Spark Area 3?
- More complete streets and shade along the streets
- Workforce/affordable housing within Spark Area 1
- Need bigger game changers for Spark Area 2 and 3, i.e., national sports leagues
- Noise concerns
- The Pilgrim Rest Baptist Church owns a large cluster of land south of Jefferson St and west of 14th St; they intended to provide senior and assistance housing on their properties

STEPS TOWARDS DEVELOPMENT STATION

- This area is the gateway into Phoenix – the Cultural Corridor could be a precedent setting an example for the world!
- Murals; southwest concepts (i.e., freeway artwork, Scottsdale cactus works, Native-American designs); Southwest native plants; local historic architecture
- No chain restaurants; local ethnic cuisine

APPENDIX: EXHIBIT STATION PHOTO DOCUMENTATION

LRS UPDATES STATION



APPENDIX: EXHIBIT STATION PHOTO DOCUMENTATION

CULTURAL CORRIDOR VISUALIZATION STATION



CULTURAL CORRIDOR VISUALIZATION

The components, colors and shapes in the graphics are examples only and do not show exactly how the Cultural Corridor will be defined. They serve as a guide to illustrate how the Community Vision could be implemented. The final components, colors and shapes will be decided by the community.

CULTURAL CORRIDOR SYSTEM FAMILY

The Cultural Corridor may be characterized by a visual signage system that can help to brand the area as a cultural destination. The visitors can learn about the area's past and exciting future.

COLOR FAMILY

WAYFINDING AND SIGNAGE KIT OF PARTS

What are Wayfinding Tools?

All of the ways people know where they are and where they can go, while enhancing their understanding and experience of physical environments.

What is a KIT OF PARTS?

A Kit of Parts is a collection of elements that are pre-designed for inclusion in a larger system. The modular nature of a Kit of Parts will allow each theme some the flexibility to address its own wayfinding and messaging needs while maintaining consistency across the LIS Project area as a whole.

SIGNAGE FAMILY

ICONIC BUILDING

Cultural/Museum Center Adaptive Reuse

HISTORIC WAYFINDING

Corridor Identification, Zone Identification, Sign Topper A-Zones, Sign Topper A-Neighborhoods

HISTORIC INTERPRETIVE SIGNS

Corridor Kiosk, Historic Scale, Corridor Interpretive Sign Primary, Corridor Interpretive Sign Secondary, Historic Building Interpretive, Historic Site Interpretive, Historic Marker

ADDITIONAL COMPONENTS

Crosswalk Graphics, Existing Benches, Bus Shelter/Bench, Commemorative Booklet, Urban Way App/Audio Tales

JULY 2019 COMMUNITY MEETING | TYING IT ALL TOGETHER | JULY 25, 2019 | 1:30 - 7:30 PM

CULTURAL CORRIDOR VISUALIZATION

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THEME ZONE CONCEPT

WHAT IS THE CULTURAL CORRIDOR?

The Cultural Corridor is a community idea, developed through the LIS program's engagement and implementation efforts. It is a designated shared-use, with the ability to celebrate and honor the legacy, histories and identity of the existing community while linking neighborhoods through historic markers, wayfinding and interpretive signage.

COMMUNITY BENEFITS:

- Celebrates the area's history and current cultural composition
- Activates vacant lots
- Supports investments in key infrastructure and economic success
- Attracts cultural tourism, development and business

WHAT WE HEARD FROM THE COMMUNITY

Cultural Heroes	Form Activations	Places to Celebrate	Events and Experiences	Process
<ul style="list-style-type: none"> Father Albert Braun O.F.M. Cesar Chavez Sister Mary Lucia Junk Silvestre S. Herrera Wing F. Ong The Honorable Calvin C. and George M. Goode 	<ul style="list-style-type: none"> Historic Adaptive Reuse Mural/Street Art Infrastructure Museum/Cultural Center Historic Markers Sign Toppers Urban Walk Apps Art Displays Commemorative Book Crosswalks Benches Audio Tales 	<ul style="list-style-type: none"> Sacred Heart Church Santa Rita Center Ann Ott School Silvestre S. Herrera School All churches Austin's Market Neighborhood Parks 	<ul style="list-style-type: none"> Annual Martin Luther King Jr. Celebration Sacred Heart Church Christmas Mass Student Performing Arts Night Cesar Chavez Celebration Seasonal/Farmers Market Street Eat/Food Truck Festival 	<ul style="list-style-type: none"> Community Grassroots-Led Fundraising Requests for-Proposals Proposal Review Plan and Design Review Maintenance

Tangible Next Steps

- Draw tourists to key locations
- Link and activate the corridor by locating big ticket items at focal nodes
- Define culture beyond "this happened here" - reflect history, contemporary culture, music, and events
- Revise Eastlake-Gurfield TOD Plan and Eastlake Arts District "Soul of the City"
- Add Backway Rd to the Corridor and Brand it as "Backway to Phoenix" Fly

Arts And Cultural Partnerships

- Generate a Marketing Plan and Mission Statement
- Create Collaboration Agreements and Public Mutual Partners
- Engage Interested Partners and Golden Gate Barrio
- Share Airport Museum database with local historians
- Explore locating the new Latino Cultural Center
- Explore ASU Libraries Grant and Resources

Financial Considerations

- Consider short-term funding needs and revisit the existing funding and support
- Create legacy and kick starter projects
- Secure a percentage of development revenue
- Revisit and build on existing city programs
- Make sure funds for the Cultural Corridor are also used to reduce negative vacancy impact, improve streetscapes, and grow park spaces

COMMENT FEEDBACK

Handwritten notes on sticky notes:

- "Include all historic bars"
- "Father Albert Braun O.F.M. Veterans Memorial District"
- "Jose Alfredo Jimenez Oscar Austin Milroy Motel of Honor"
- "Historic Reunion"
- "Call the building Historic Theater"
- "Importance of including experiences in Cultural Corridor"
- "BE A PARTNER in the community as well as a participant"
- "Do it right"
- "Be a partner in the community as well as a participant"
- "Do it right"
- "Be a partner in the community as well as a participant"
- "Do it right"

JULY 2019 COMMUNITY MEETING | TYING IT ALL TOGETHER | PILGRIM GYMNASIUM, 1401 E. JEFFERSON ST. PHOENIX, AZ 85004



APPENDIX: EXHIBIT STATION PHOTO DOCUMENTATION

CULTURAL CORRIDOR VISUALIZATION STATION (CONTINUED)



APPENDIX: EXHIBIT STATION PHOTO DOCUMENTATION

TEMPORARY LOT USE CONCEPT STATION



TEMPORARY LOT USE CONCEPT

WHERE CAN A POCKET SPACE BE LOCATED?
Use a blue pin to pick your favorite pocket space locations from the pre-selected twelve (12) options below.

Ideally a pocket space will be...

- A 2 lot cluster minimum
- Not within Spark Area boundaries
- Not in the area south of I-17
- Along or close to the Cultural Corridor alignment
- Close to community activity nodes, including churches, restaurants, neighborhood stores and schools

ARE YOU INTERESTED IN DOING SOMETHING LIKE THIS?
Please leave us your contact information at the station.

RECOMMENDED POCKET SPACES: Airport-owned Noble Parcels, Private Residential Properties, Cultural Corridor Alignment, Light rail Alignment, Expanded Spark Area, Planning Area Boundary

COMMUNITY ACTIVITY NODES: Churches, Parks, Schools, Restaurants/Community Center

PHX LAND REUSE STRATEGY PHASE 2 IMPLEMENTATION
JULY 2019 COMMUNITY MEETING | TYING IT ALL TOGETHER | JULY 25, 2019 | 5:30 - 7:30 PM
PILOTIM REST BAPTIST CHURCH GYMNASIUM, 3401 E. JEFFERSON ST., PHOENIX, AZ 85043

TEMPORARY LOT USE CONCEPT

The components and materials in the graphics are exemplary only and do not show exactly how the Pocket Space will look. The final components and materials will be decided by the community.

OVERVIEW:
The Yuma Street Pocket Space will serve as a passive recreation space for locals enhancing civic pride and creating a "stopping point" to showcase local history.

KEY COMPONENTS:

- TREE GROVE:** Intimate, grove enclosed plaza creating shade
- FENCE:** Fence with gated entry for added safety
- BOLLARDS:** Path lighting for added safety and ambience
- XERISCAPE:** Low maintenance desert planting
- PATHWAYS:** Stabilized granite is ADA compliant and cost effective
- STONE PAVERS:** Create unique paving pattern for seating area
- SEATING:** Seating can double as memorial element with engraving
- BLOCK WALL:** Create added safety by allowing visibility

PHX LAND REUSE STRATEGY PHASE 2 IMPLEMENTATION
JULY 2019 COMMUNITY MEETING | TYING IT ALL TOGETHER | JULY 25, 2019 | 5:30 - 7:30 PM
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TEMPORARY LOT USE CONCEPT

HOW TO GET AN IDEA TO THE NEXT STEPS

- 1 Start With An Idea**
Community members draw a preliminary idea for a pocket space.
- 2 Ask For Input**
Community members partner/consult with a designer to develop and visualize the concept.
- 3 Refine The Idea Together**
Community members refine the selected concept. The designer will be responsible for getting the final design and for maintaining the property.
- 4 Make It Happen**
Community members use the design package to seek funding, support and partnership with a group or organization that will be responsible for getting the final design and for maintaining the property.

PHX LAND REUSE STRATEGY PHASE 2 IMPLEMENTATION
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SPARK AREA DESIGN UPDATES STATION



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STEPS TOWARD DEVELOPMENT STATION

