

Appendix C: Community Engagement, continued

This page intentionally left blank

Appendices

VOLUME IV – Part 2

Appendix C: Community Engagement, continued

Technical Forum Materials – April 2016_____C-273

Project Management Committee & Advisory Group Meeting #2 Materials – June 2016____C-395

Roundtable Meeting #2 Materials – June 2016_____C-536

This page intentionally left blank

Technical Forum Materials

From: Amanda Niemann
Bcc:

Subject: PHX Land Reuse Strategy - Technical Forum Meeting
Date: Monday, April 04, 2016 5:17:00 PM
Attachments: [PHX LRS Technical Forum 20160421.pdf](#)
[image003.png](#)

Good afternoon,

PHX Land Reuse Strategy - Technical Forum Meeting has been scheduled.

Through the initial phase of the PHX Land Reuse Strategy (PHX LRS) project, stakeholders have asked for additional meetings and the opportunity to hear technical presentations from local subject matter experts on policies and programs affecting the project planning area.

To address stakeholder needs, a Technical Forum will be held on Thursday, April 21 from 6:00 p.m. until 8:00 p.m. at the Silvestre S. Herrera School, 1350 S 11th St, Phoenix, AZ 85034. This forum will include presentations from City of Phoenix Aviation, Planning and Development, Neighborhood Services, Housing and Economic Development officials as well as updates from project team members.

Your attendance is encouraged. Please see the attached Announcement.

Thank you,
Trina Harrison
Project Manager
Aviation Department, Planning & Environmental
602-273-3476
trina.harrison@phoenix.gov
<https://skyharbor.com/LandReuseStrategy>



Technical Forum | Foro Técnico

Thursday, April 21, 2016, 6:00 p.m. – 8:00 p.m.
Jueves, 21 de abril de 2016, 6:00 p.m. a 8:00 p.m.

Silvestre S. Herrera School, 1350 S 11th St, Phoenix, AZ 85034

Through the initial phase of the PHX Land Reuse Strategy (PHX LRS) project, stakeholders have asked for additional meetings and the opportunity to hear technical presentations from local subject matter experts on policies and programs affecting the project planning area.

To address stakeholder needs a Technical Forum will be held on Thursday, April 21 from 6:00 p.m. until 8:00 p.m. at the Silvestre S. Herrera School, 1350 S 11th St, Phoenix, AZ 85034. This forum will include presentations from City of Phoenix Aviation, Planning and Development, Neighborhood Services, Housing and Economic Development officials as well as updates from project team members.

Mediante la primera fase del proyecto de la estrategia de reutilización de terrenos de Phoenix, los grupos interesados han solicitado más juntas, así como la oportunidad de asistir a las presentaciones técnicas de expertos locales en la materia y de los programas que afectan el área de planificación.

Para dirigirse a las necesidades de los grupos interesados, se llevará a cabo un foro técnico el jueves 21 de abril de 6 a 8 p.m en Silvestre S. Herrera School, 1350 S 11th St., Phoenix, AZ 85034. Este foro abarcará presentaciones del departamento de aviación de la ciudad de Phoenix, planificación y desarrollo, servicios a vecindarios, participación de oficiales del departamento de vivienda y desarrollo económico, así como actualizaciones por parte de los miembros del proyecto.

This Technical Forum is open to the public. Notification of this meeting has been posted to the [City of Phoenix Public Meeting Notices site](#), the [PHX LRS webpage](#) and emailed to members of the public who have requested project updates along with members of the PHX LRS Project Management Committee, Advisory Group and Roundtables.

Este foro técnico está abierto al público. El aviso de esta junta está publicado en la página web de “[City of Phoenix Public Meeting Notices](#)”, el [sitio web del proyecto de reutilización de terrenos “PHX LRS”](#) y se envió por correo electrónico a los miembros del público que solicitaron actualizaciones del proyecto así como a los miembros del comité de manejo del proyecto de reutilización del terreno, grupos de asesores y asistentes de las juntas comunitarias.

Learn more about the project and sign-up for meeting announcements:

Lo invitamos a conocer en detalle el proyecto y a inscribirse para recibir avisos de juntas:

Website / Sitio web skyharbor.com/landreusestrategy
Phone number 602-273-3476 / Teléfono ^{C-275} 480-751-5569



**NOTICE OF PUBLIC EVENT
PHX Sky Harbor International Airport
Land Reuse Strategy
Technical Forum**

THE PHOENIX SKY HARBOR INTERNATIONAL AIRPORT LAND REUSE STRATEGY TECHNICAL FORUM will be held on **April 21, 2016 at 6:00 p.m.**
Location: Silvestre S. Herrera School, 1350 S. 11th Street, Phoenix, AZ 85034.

The **PHX LAND REUSE STRATEGY COMMUNITY** is invited to hear and review information related to the PHX Land Reuse Strategy project. To address stakeholder needs, this forum will include presentations from City of Phoenix Aviation, Planning and Development, Neighborhood Services, Housing and Economic Development officials as well as updates from project team members.

This event is open to the public. For more information about the project, please visit <https://skyharbor.com/LandReuseStrategy>. For further information, please call Trina Harrison, Project Manager, Aviation Department at 602-273-3476.

For reasonable accommodations call 7-1-1 as early as possible to coordinate needed arrangements.

April 8, 2016



LAND REUSE STRATEGY

Technical Forum

Foro técnico

April 21, 2016

Herrera Elementary School

SIGN-IN SHEET – PLEASE PRINT
LISTA DE ASISTENCIA – USAR LETRA DE MOLDE

Name	Organization
Nombre	Organización
Richard Russac	COP AVIATION
Angela Duacoh	COP HOUSING
Veronyka Lockhart	EPNA
Mary Dolores Guerra	Homeowner in area
MARY BAIRD	BUSINESS OWNER
Steven Rust	Empire West Title Agency
CRAIG SUITER	BUSINESS OWNER
Patsy & Roland Barron	HOME OWNER
Fran D'Antonio	NAREF LLC
Kara Batdorf	CD 8
Danny Court	Elliott D. Pollack & Co
Carlos Avila	Milpas



LAND REUSE STRATEGY

Technical Forum

Foro técnico

April 21, 2016

Herrera Elementary School

SIGN-IN SHEET – PLEASE PRINT
LISTA DE ASISTENCIA – USAR LETRA DE MOLDE

Name	Organization
Nombre	Organización
CARLINA C. GOODE	EASTLAKE PARK ^{COOP}
Andy Federber	
Don Keith	Discovery Triangle
Peggy Neely	Johnson-Neely
Linda Dora	COP-USD
Andrew Sandwal	COP/AVN
RICHARD PEAK	CPLC
BARRY WONG	PVT LAND OWNER
KEVIN AHEARN	HOMERUNNER
Juan & Patricia Gurule	Landowner
Dave Kretz	TDPI
MARY RUSSELL	



LAND REUSE STRATEGY

Technical Forum

Foro técnico

April 21, 2016

Herrera Elementary School

SIGN-IN SHEET – PLEASE PRINT
LISTA DE ASISTENCIA – USAR LETRA DE MOLDE

Table with 2 columns: Name, Organization and Nombre, Organización. Contains handwritten entries for attendees like CJ HAGER, Muya Linsenmeyer, JIM WILLIAMS, NOAM MAITLESS, Courtney Carter, and Lori Quan.



LAND REUSE STRATEGY

Technical Forum

Foro técnico

April 21, 2016

Herrera Elementary School

SIGN-IN SHEET – PLEASE PRINT
LISTA DE ASISTENCIA – USAR LETRA DE MOLDE

Name	Organization
Nombre	Organización
ABS ARIZU JR.	SACRED HEART
Gilbert Arizu	"
Leslie Tornfeldt	TRANACT



LAND REUSE STRATEGY

Technical Forum

Foro técnico

April 21, 2016

Herrera Elementary School

SIGN-IN SHEET – PLEASE PRINT
LISTA DE ASISTENCIA – USAR LETRA DE MOLDE

Name	Organization
Nombre	Organización
Mary Orlop-Itell	Illinois Consulting
Steven Scott	Homeowner
Nancy Wiley	wright wood cons.
Rosemary Gonzalez	CPLC
Efren Anaya	
Dr. Miriam Roa-Reifers	Phoenix ESD #1
P. B. Thornham	Advance Terrazzo Co
DAVID SPEELING	C&S Companies



LAND REUSE STRATEGY

Technical Forum

Foro técnico

April 21, 2016

Herrera Elementary School

SIGN-IN SHEET – PLEASE PRINT
LISTA DE ASISTENCIA – USAR LETRA DE MOLDE

Name	Organization
Nombre	Organización
Dan Klocus	DPC
Ken Kordman	Kordman Electric
Fernando Cordova	Urias Com.



LAND REUSE STRATEGY

Technical Forum

Foro técnico

April 21, 2016

Herrera Elementary School

SIGN-IN SHEET – PLEASE PRINT
LISTA DE ASISTENCIA – USAR LETRA DE MOLDE

Name	Organization
Nombre	Organización
Bryan Watkins	LRA Real Estate
Hettie McGiff	IG Homes
Kayne Hill	Arizona
Brad Denham	family Flori
OGONNA ABARIKWA	CK
Ernest Ose	MCRSD
Jim Schumann	CK



LAND REUSE STRATEGY

Phoenix Sky Harbor International Airport
Land Use Strategy (LRS)
Technical Forum
April 21, 2016, 6:00 PM
Silvestre S. Herrera Elementary School
Meeting Summary

A Technical Forum was held April 21 as part of the PHX Land Reuse Strategy. The meeting was held to address stakeholder requests for additional meetings and the opportunity to hear technical presentations from local subject matter experts on policies and programs affecting the project planning area.

Presentation

Welcome & Opening Comments

Michael Hotaling, C&S Companies (Consultant Rep. Hotaling) welcomed everyone to the Technical Forum and introduced and provided contact information for *Trina Harrison, Aviation Department (AVN Rep. Harrison)*, Land Reuse Strategy project manager. He then introduced the presenters for the evening including City of Phoenix staff, technical reports by representatives from Ricondo & Associates, and cultural and historical project component presenters.

City Department Presentations

Aviation

Jordan Feld, Aviation Department (AVN Rep. Feld) began the presentations by providing the perspective of the Aviation Department. *AVN Rep. Feld* explained that the purpose of the Reuse Plan is for planning the acquired parcels in a way that is conducive to the future of the neighborhoods. A deliberate planning process has been put in place to allow for a transparent and inclusive process that allows the community to drive the plans for the area. *AVN Rep. Feld* stated that a common question asked is, "What will the plans look like?" It is hard to answer at this point as it is still early in the process and all input has not been received, however, the community will ultimately determine what the final plan looks like. Two points that have consistently been made by the community is to put residential back in and to embrace the rich, cultural history of the area. The Aviation Department met with the FAA in January 2016 regarding residential going back in and the FAA agreed that it may be possible for "mixed-use residential" to be developed in the North planning area. However, FAA indicated they would not support residential returning to Central or South areas. *AVN Rep. Feld* went on to talk about how the Reuse Plan can be used to benefit businesses, schools, non-profits, and other established uses that are already in the area. Extensive planning will go into ensuring that future development is harmonious with existing neighborhoods,

including finding uses for the vacant lots which are detracting from the current neighborhoods.

AVN Rep. Feld explained that one of the main reasons for this meeting was to meet the requests of the community to hear from City staff and to answer the specific questions that community members may have. He stated that the last Airport Master Plan Update had been conducted in 1989 and they usually get updated every 7-10 years. There had also been previous plans that considered adding a fourth runway, however, he emphasized that a fourth runway would not be added. A new Master Plan Update will be started in the fall. *AVN Rep. Feld* stated that the airport is growing as they had the largest passenger year ever last year. The new Master Plan will be looking at how to refine what is already in place.

A meeting attendee asked what the boundaries are for the Reuse Plan. *AVN Rep. Feld* responded that the boundaries are Washington Street on the North, 24th Street and 16th Street on the East, University Drive to the South, and 7th Street on the West. It was then asked how many people owned property in the project area. *AVN Rep. Feld* asked for a show of hands that showed approximately 10-12 attendees owned a home in the area, approximately 6 attendees owned a business in the area, and 1 person was a renter in the project area.

A meeting attendee asked for the definition of “we” and “you” when talking about the planning process. *AVN Rep. Feld* explained that “you” are the project participants who are going to live and interact within the project area and drive the process. The “we” are the property owners and facilitators for the project, including the airport.

A meeting attendee asked if through this process, it was the Airport’s intention to acquire more property. Also, would this result in eminent domain? *AVN Rep. Feld* responded that eminent domain would never be used throughout the process. In regards to acquiring more property, if there was an instance where 99% of a block was airport-owned, with just one residence, there could be a possibility of attempting to acquire that parcel voluntarily. The *meeting attendee* then asked in the case of the alternative, where 99% of an area was residential and only one airport-owned parcel, then what would the option be. *AVN Rep. Feld* responded that in that case, they could look at what the surrounding area looks like, and determine what the best use for that parcel would be. With no further questions for *AVN Rep. Feld*, he concluded his part of the presentation.

Planning & Development

Katherine Coles, City of Phoenix Planning & Development (COP Rep. Coles) began by explaining that she is a long-range planner, as well as the village planner for the project area. She explained some of the planning work that has previously happened in the project area. In the North area, there has been some redevelopment in the Booker T. Washington corridor resulting in a mix of office and housing development. In Eastlake Park, residents were very focused on making sure the land uses were compatible with

one another, they wanted vacant lots to be taken care of, a solution for the need for affordable housing, skills training, and an improved and upgraded visual image. In parts of the North area, an Interim Transit Oriented Zoning Overlay District was implemented, addressing setbacks, street and sidewalk regulations, signage, and parking and loading regulations. Reinvent Phoenix included two policy plans in this area, one for Eastlake-Garfield and one for Gateway, which covers all of the North area. This was a community based vision for the future which then identified investment strategies based off that vision.

In both the Central and South areas, there is a Noise Impact Zone Overlay which prohibits off-site constructed dwelling units as well as requiring a special permit for homeless shelters, recording a notice with the County, and requiring residential design review. In the Central and South areas, there is the Black Canyon/Maricopa Freeway Specific Plan which includes recommendations for enhancements to the 12th Street pedestrian tunnel, identifying additional public use parcels, and freeway noise mitigation for new development.

In the South area, *COP Rep. Coles* explained that they had developed the Rio Salado Beyond the Banks Area Plan which addresses a variety of issues including land use, recreation, economic development, safety and stronger code enforcement. The corresponding Rio Salado Interim Overlay District in the Zoning Ordinance requires development standards for commerce park zoning rather than industrial zoning.

COP Rep. Coles gave an update on what is happening now in the project area, including development of high density residential near the light rail in the North area, development at Buckeye Road in the Central area, and development of industrial parks with manufacturing and distribution in the South area.

COP Rep. Coles went on to give her thoughts on what would be taking place in the future for these areas. She explained that in the North, the main focus was on working to designate the Airport-owned parcels for residential use. In the Central area, there is the possibility of investigating the crafting of an overlay district to allow flexibility with certain uses and development standards, as well as identifying interim and long-term development strategies. In the South area, she would like to enhance connections to the Rio Salado Habitat Restoration area, and enhance connections to the north at I-17.

A meeting attendee commented that the City of Phoenix (COP) is installing a sidewalk from Central Avenue to 16th Street but the area is still very isolated. When will work take place to make improvements to Buckeye Road with medians and landscaping? *COP Rep. Coles* responded that she did not have the answer right then but she would be happy to find out and get back to them.

A meeting attendee commented that there was some disagreement within the community that the plans being made and carried out did not come from community members. Specifically, the Eastlake and Washington plans did not come from within the community.

Community and Economic Development

Lori Quan, City of Phoenix Community and Economic Development Department (COP Rep. Quan) was the next presenter to speak on how Community and Economic Development impact the City and what their department does to encourage that development. She explained that they work to facilitate job creation, to attract and develop a talented workforce, improve the entrepreneurial landscape, enhance economic vitality, and focus on international trade/export opportunities. The department has a long-term, multi-faceted marketing approach that utilizes a variety of communication venues. *COP Rep. Quan* explained that while they are working to attract businesses to the Phoenix area, they focus on their core economic strengths including a large, diverse employment base, established higher education institutions, efficient transportation systems, pro-business climate, a vibrant downtown and growth potential. She stated that they have found the single greatest factor for a company considering site location is what kind of workforce is available in that area. Phoenix has targeted industries that they focus on which include Healthcare & Biomedical, Advanced Business Services, Manufacturing & Logistics, Mission Critical, Aerospace & Aviation, Emerging Technologies, and Software. There are also a variety of ways their department helps businesses in the community, a few of which include New Market Tax Credits, recruitment assistance, and access to small business networks and resources. *COP Rep. Quan* pointed out the South area in the study area where most business interest has been taking place in the form of a large amount of industrial development.

A meeting attendee commented that the COP still owns Sky Harbor Center which can house many businesses. The *meeting attendee* asked what the Community and Economic Development Department could do to offer help to private land owners who are working to attract business development and are competing with a government entity in attracting those businesses. *COP Rep. Quan* responded that it is a balance they work toward every day. Their department is working closely with Aviation regarding the particular area and property that is being referred to, and they have taken a step back and are waiting for the outcome of the Land Reuse Strategy process to be able to see what needs to be done in that area before taking any action.

A meeting attendee asked if any services were offered to non-profits that want to startup in the project area as a small business, specifically in the Central project area. *COP Rep. Quan* responded that yes, they work with any company to offer access to small business resources which provide guidance during that startup time, or help expanding networks with more established businesses.

A meeting attendee commented that the mayor had recently mentioned the creation of an Innovation District. He asked if that district would include any parts of the Central project area. *COP Rep. Quan* replied that they don't know yet. The mayor set a very long-term vision so there is still the question of where the best place for that district will be.

A *meeting attendee* commented that part of the scope of this project was to offer help to the residents and businesses already established within the project area. The *meeting attendee* asked what the Community and Economic Development Department has specifically done to offer help to those businesses within the project area to not only stay, but grow and not be driven out of business. *COP Rep. Quan* replied that they rely on help from other City departments as they don't have the resources to focus on every small business. However, some things they do look at is to ensure there is solid employment opportunities around those small businesses to help bolster what people are able to spend in that area, as well as the density of the employment within that area, both in the daytime and the evening time operations.

Housing Department

Angela Duncan, City of Phoenix Housing Department (COP Rep. Duncan) began by overviewing what the Housing Department provides, which include Public Housing Communities, Section 8 Housing Choice Vouchers, and Resident Supportive Services. There are 18 affordable housing complexes offered across Phoenix. One project that was recently completed was a major rehab of the public housing near Buckeye and Central. This rehab included making the property more energy efficient, new cabinets and flooring, and improved amenities for residents. Many of the public housing units that they own are in the Eastlake-Garfield TOD District. *COP Rep. Duncan* also explained the Choice Neighborhoods Program which provides funding to public housing to plan for the redevelopment of those communities. There are two different portions to the program which are planning grants and implementation grants. The COP applied for a \$500,000 planning grant to help create a community driven transformation plan for the area around the Edison-Eastlake public housing communities. The grant was applied for in February and awards will be announced in June or July. If awarded, that project will kick off in the fall of 2016.

COP Rep. Duncan reviewed a few other programs including the Rental Assistance Demonstration (RAD) Program which converts a public housing subsidy to a Section 8 project-based voucher housing subsidy. Their focus is on the Krohn East and Foothills Village communities. Another program is the Global Green USA Sustainable Assessment which provides a no cost technical assistance. This will provide recommendations for the Eastlake-Garfield District Reinvent Phoenix area for infrastructure and policy changes.

A *meeting attendee* asked if *COP Rep. Duncan* could come to the next Eastlake Park meeting to explain these plans as it seems like more development is happening in the Garfield area and not Eastlake. *COP Rep. Duncan* said she would be able to attend the next meeting.

A *meeting attendee* commented that he had heard some of the newer public housing was no longer classified as public housing but was owned by a company. *COP Rep. Duncan* explained that it has to do with Low Income Housing Tax Credits and while they maintain some ownership structures of some properties, others they don't as it allows

them to gain the financial accessibility to redevelop those properties. *The meeting attendee* asked if that means then that a certain percentage will be public housing through the city and the rest will be affordable housing through an investor. *COP Rep. Duncan* replied that they try to make the properties mixed income as it makes them more sustainable but every property has different requirements depending on who is involved.

Neighborhood Services

The last City Department presenter was *Lynda Dodd, City of Phoenix Neighborhood Services Department (COP Rep. Dodd)*. She began by explaining that every other department that had presented, Neighborhood Services works with and is involved in as everything they do impacts the communities. Neighborhood Engagement is their main focus throughout this project. They do this through their Neighborhood Specialists who work out in the communities and are charged with knowing what is going on within those communities. They also offer volunteer coordination and youth engagement to make sure they are reaching the next generation. Community is key as they work with many different outside organizations, as well as the staff support for the project area which include *Olga Soto, Neighborhood Specialist, Roberto Friez, Neighborhood Specialist, and Robin Anderson, Project Management Assistant*. The Neighborhood Organizations within the project area are Eastlake Park, Nuestro Barrio, and Renaissance Park Block Watch.

A meeting attendee asked who was in charge of the Nuestro Barrio. *COP Rep. Dodd* responded that the President of that organization is Nicolas Cortez.

COP Rep. Dodd stated that two other areas that Neighborhood Services is responsible for is Preservation and Revitalization. Through preservation, they oversee code enforcement and graffiti removal, and Neighborhood Revitalization is responsible for housing rehabilitation and Community Development and Neighborhood Economic Development.

A meeting attendee commented that Neighborhood Services used to oversee both the front of properties and alley services but they have since turned over the alley services to Public Works which does not have the customer service of Neighborhood Services. What is the reasoning for this change as it has become a problem in some areas? *COP Rep. Dodd* replied that they have reached out to Public Works and it is an issue they are looking to address.

A meeting attendee commented on something he did not want to see happen again which was when Neighborhood Services was citing residents for things leftover from prior development and work such as leftover tree trimmings and yard waste. He added that a lot of the area has elderly residents who were cited and it caused a lot of heartache. *COP Rep. Dodd* responded that she would work with her counterpart to try and ensure that would not happen again. She also mentioned the Volunteer Assistance Program for residents who are low to moderate income or disabled and need some

extra help with things around their property. She ended her presentation by encouraging people to call Neighborhood Services with any issue that might need fixing.

Community Leader Input

Consultant Rep. Hotaling then opened up the floor for any community members to share thoughts or ideas on issues they thought important to share with the group.

Mary Dolores Guerra, Homeowner (Community Rep. Guerra) shared some ideas for features to put in the area including a water park, or something that is a draw for families to come into the area, as well as a Heritage Center or museum to ensure that the rich cultural history is conveyed.

Carlos Avila, Community Member (Community Rep. Avila) commented regarding the Maricopa freeways and stated that there had been funding sources approved by Council for all the areas from 7th Street to 16th Street to have sound barriers, however nothing had ever come of that. He stated that he thought that issue was one that needed to be addressed. He also stated that noise overlay ordinances had been put in place during a previous program. That program has since ended and the noise ordinance still has not been lifted even though there is no reason for it to still be in place. *Community Rep. Avila* also brought up that in 2005, flight path changes were made that significantly changed the noise impact areas. While it alleviated some areas, the noise impact areas resulting from that flight path changes had never been addressed. He emphasized that there is a community still there and these are issues that need to be addressed that so far, have not been.

Fran D'Antonio, NARF LLC. (Community Rep. D'Antonio) asked a question regarding how the second phase of the project was going to be funded. He also asked if residential would be a possibility in the Central area with flight paths having been changed. *AVN Rep. Feld* responded to the first question about funding stating that that program is a pilot program that was offered all over the country and is being funded by the FAA. In regards to residential in the Central area, nothing had been done previously because it is hard to effectively apply city resources when you don't know what the outcome of that area will be. Now that they know that they want the area to be built back up in an economically effective way, they know how to apply resources accordingly. However, in the Central area, the FAA will not allow residential to be put back in where it was previously taken out.

Barry Wong, Land Owner (Community Rep. Wong) asked a question regarding economic development in the area and what will be done to assure there will not be disadvantages for private property owners with so much government/City controlled property. *AVN Rep. Feld* responded that from a City standpoint, it would not make sense to only concentrate resources into Airport-owned parcels and not make an effort to build up anything around those. He added that the policies that are in place, along with this Land Reuse Plan, will benefit everyone involved in stabilizing both the residents and businesses, as well as future development of the areas.

Juan Gurule, Land Owner (Community Rep. Gurule) stated that it should not be forgotten that people have been displaced along with the history of the area. Businesses and education are suffering in these areas and there should be a concentrated effort to invest in them so that they don't go under. *Community Rep. Gurule* also added that the area has an extremely rich cultural history that should not be overlooked. The history will aid in the revitalization efforts and attract businesses back to the area. He stated that for the people that are still in the area, their services, such as grocery stores, have been taken away, and it should not be forgotten that they still have lives there in those communities.

Cultural Context

Michael Johnson, Johnson & Neely (Consultant Rep. Johnson) introduced himself as part of the project team helping with the cultural aspect. He stated that they found there are three different areas of concern. In the North area, there is a high intensity of looking at options for affordable housing. In the Central area, there is a focus on not only incorporating the historical attributes of the area, but also remembering what went on with Golden Gate and making sure that history is not forgotten. In the South area, with light industrial development going in, there are concerns with public and environmental safety. The other issue in the south area is that some residents have light industrial businesses and are interested in acquiring parcels adjacent to them.

Pete Dimas, El Pueblo Productions (Consultant Rep. Dimas) gave a brief overview of his background to tell about his involvement with the historical and cultural component. He received his PhD from ASU in History with a minor in Social Theory and also taught history for many years. He stated that from previous processes, specifically some that *Community Rep. Gurule* commented on, the COP lost a tremendous amount of trust from the residents through those processes. He added that throughout this process, there has been a strong focus on making sure nothing like that happens again. He stated that people need to continue to stay involved and not be afraid to speak up. His function throughout the process is to enable honest dialogue and he added that the Strategy team is looking for the same thing. *Consultant Rep. Dimas* stated for anyone interested, he had developed a booklet of interviews taken from families in the Central area during the time they were fighting the demolition of the church in that area. This is part of the project area and that booklet is available for anyone who might want to see it.

Inventory & Market Data

Consultant Rep. Hotaling reviewed the Study Elements with everyone as they began talking about the Inventory & Market Data. Those elements include Community Engagement, Inventory, Market Analysis, and Strategy Development. He stated that the Land Use Changes deals with three important elements – the environment, the input of the stakeholders, and what the market can support. The management strategies that

are the result of this Land Reuse process is what ties all those other elements together and will lead into the second phase of the project.

Barbie Schalmo, C&S Companies (Consultant Rep. Schalmo) stated that the information used in the inventory and market data reports have come from many different sources. They conducted a number of stakeholder interviews as well as many different meetings to hear what uses are of interest. She then stated that the analysis methodology was a two sided approach consisting of a historical trend analysis, and then projections of employment and population. Throughout Stakeholder Engagement, they asked what program success would look like. Answers included a coherent development plan, flexibility between a conceptual and detailed strategy, land assembly, historical and cultural considerations being taken, and continuing to be context sensitive to remaining residential and the transition. *Consultant Rep. Schalmo* stated that some potential strategies that they have gathered include zoning to address concerns moving forward as well as acquiring parcels for both residential and underused parcels in the areas. Business owners have also asked about a parcel acquisition program moving forward. For desired uses, she stated that they heard a variety of options from stakeholders which include industrial/flex use, commercial for office and retail, and making historical/cultural destinations.

Consultant Rep. Schalmo moved on to talk about projection and the market demand. They have defined a market impact area that is projected to have an impact on the market over time. Using that market area, they looked to see where the highest employment density areas were, as well as where the highest population density areas were. She then explained that they looked at Industrial demand by looking at the market impact for a 10-year period, divided into two five-year segments consisting of the near-term, and the mid-term. There is 2.3 million square feet of proposed, under construction or newly delivered industrial space that was looked at in this projection. There are multiple opportunities for industrial development in this area. In contrast, some of the constraints include limited availability of desired parcel sizes and competitive land inventory in or nearby the market area.

The same two-sided approach was used to look at Office space. There is currently approximately 750,000 square feet of proposed office space with the majority being Class B office space, followed by Class A. The difference between the two classes is the level of finishes and investment that went into that space with Class B being a lower, more approachable price point. Again, there were a number of opportunities for office development in the area. The top constraint showed that the area is not traditionally viewed as somewhere for office space, but more for residential, transitional, or even industrial. Another constraint is the fact that there are other regional centers of gravity for office space.

Consultant Rep. Schalmo talked about some Land Use Benchmarking and stated that they had looked at Research & Development Parks that may have opportunities for University affiliations. They also looked into Urban Agriculture to support the local food movement and an opportunity for food industry entrepreneurs as well as Artisan/Maker

Space. Some Strategy Benchmarking showed some informal uses as dog parks and pop-up cities for programmed events and temporary venues as well as looking into Vacant Lot Programs that have been successful in other cities.

Consultant Rep. Schalmo stated that the next steps would be to continue in community engagement to find out the known parcels of interest, land use preferences and the strategy preferences. In the meantime, her team will continue with the Market Analysis to look at the possibility for retail and hotel and to begin looking at a demand allocation strategy.

Closing

Consultant Rep. Hotaling brought the formal part of the meeting to a close. He stated that while time prevented an actual presentation, there was a representative available for people to speak with after about the second phase of the project. He informed everyone that a handout was available that reviewed all the different types of documents that project information was gathered from for the market analysis and added that the presentation slides will be available on the website. He thanked everyone for coming and the meeting came to an end.

Project Contact

Trina Harrison

Project Manager

Aviation Department, Planning & Environmental

602-273-3476

trina.harrison@phoenix.gov

<https://skyharbor.com/LandReuseStrategy>



PHX

LAND REUSE
STRATEGY

Technical Forum

April 21, 2016

La presentación estará disponible en español en el sitio en dos semanas.

www.skyharbor.com/LandReuseStrategy

Agenda

- > Introductions/overview
- > Local plans and programs
 - > Aviation
 - > Planning & Development
 - > Economic Development
 - > Housing
 - > Neighborhood Services
- > Project team updates
 - > Cultural context
 - > Existing conditions
 - > Market data
- > Project schedule/ future meetings
- > Presentaciones/resumen
- > Planes y programas locales
 - > Aviación
 - > Planificación y Desarrollo
 - > Desarrollo Económico
 - > Vivienda
 - > Servicios Vecinales
- > Noticias del equipo del proyecto
 - > Contexto cultural
 - > Condiciones actuales
 - > Información del mercado
- > Programa del proyecto/juntas futuras

Background Information

Jordan Feld

Phoenix Sky Harbor International Airport

jordan.feld@phoenix.gov

WHAT IS THE POINT OF THIS?

Redevelop the airport parcels in a way that helps (not hurts) the neighborhoods

HOW?

Enable community collaboration and participation to achieve site-specific planning and predictability

WHAT WILL IT LOOK LIKE?

You're going to tell us that part... But
with your input, very distinct
“community parameters” have
quickly emerged

- DIRECT - FAA “Maybe urban mixed use in the north area”

Put Residential Back & Embrace Rich History



- INDIRECT - Help residential stay
 - Institutional partnership
 - Add job diversity
 - Context Sensitive Design
 - Building harmony
 - Transitional features
 - Historical themes
 - Multi-generational
 - Remnant parcels
 - Soft disposal
 - Courts, parks and gardens
 - Promote policy stabilizers
 - Residential services
 - Control velocity
 - Remove vacant lots
 - Branding

Work-Live
Blocking

PHASE 2?

“What it will look like” translated into policies, development agreements, proposal structures, entitlements, schematics and designs

Sky Harbor Update

Jordan Feld

Phoenix Sky Harbor International Airport

jordan.feld@phoenix.gov

Land Reuse Strategy

TECHNICAL FORUM

Sky Harbor Update

Aviation Department

April 21, 2016

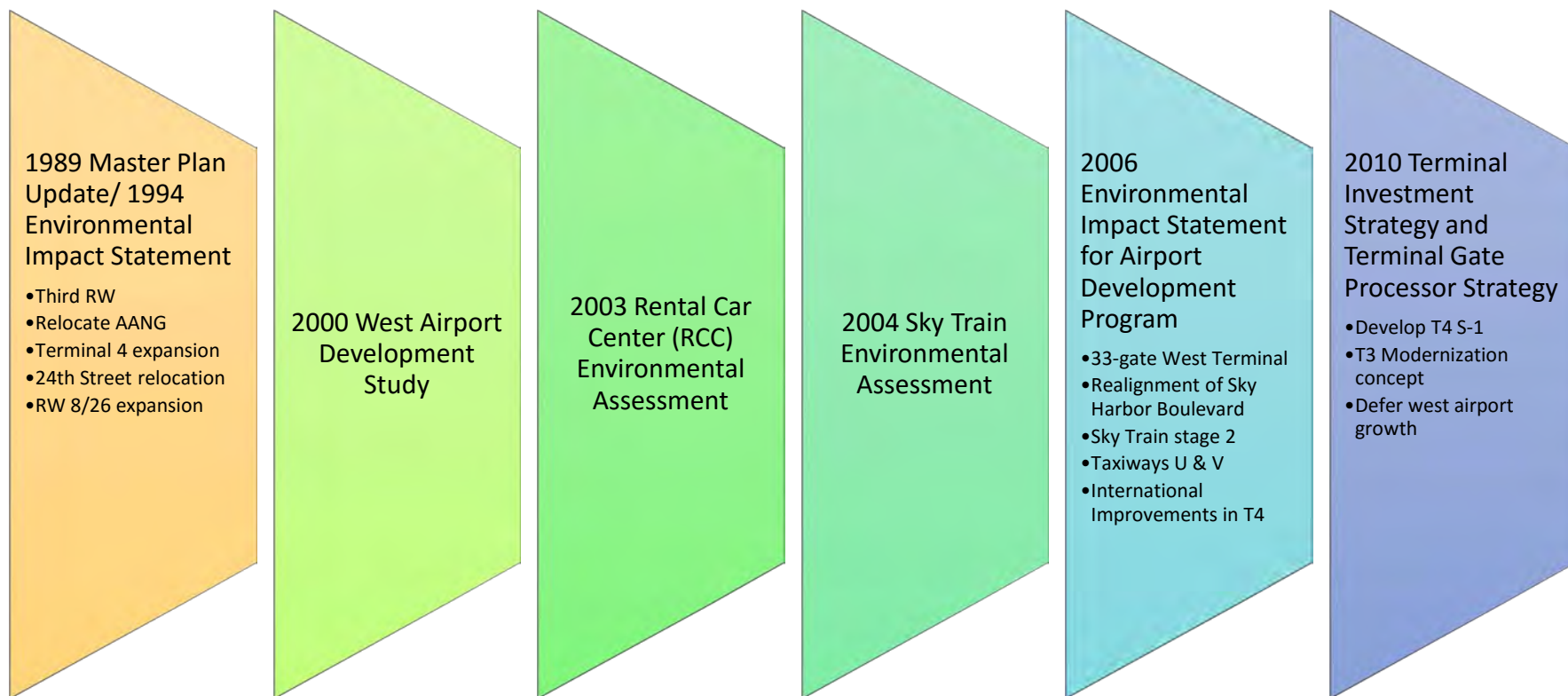
Contact

Jordan Feld

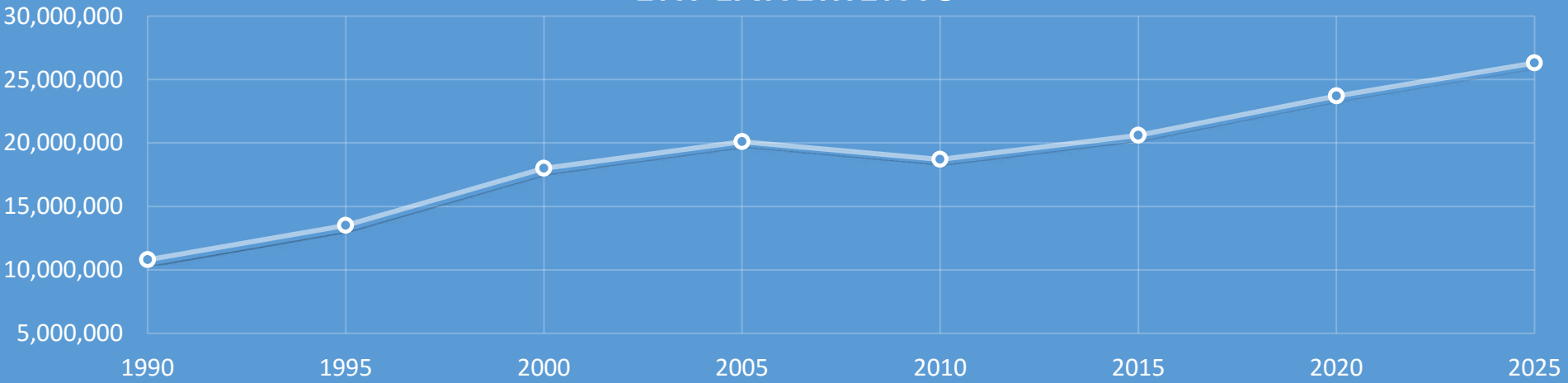
602-273-4072

Jordan.Feld@phoenix.gov

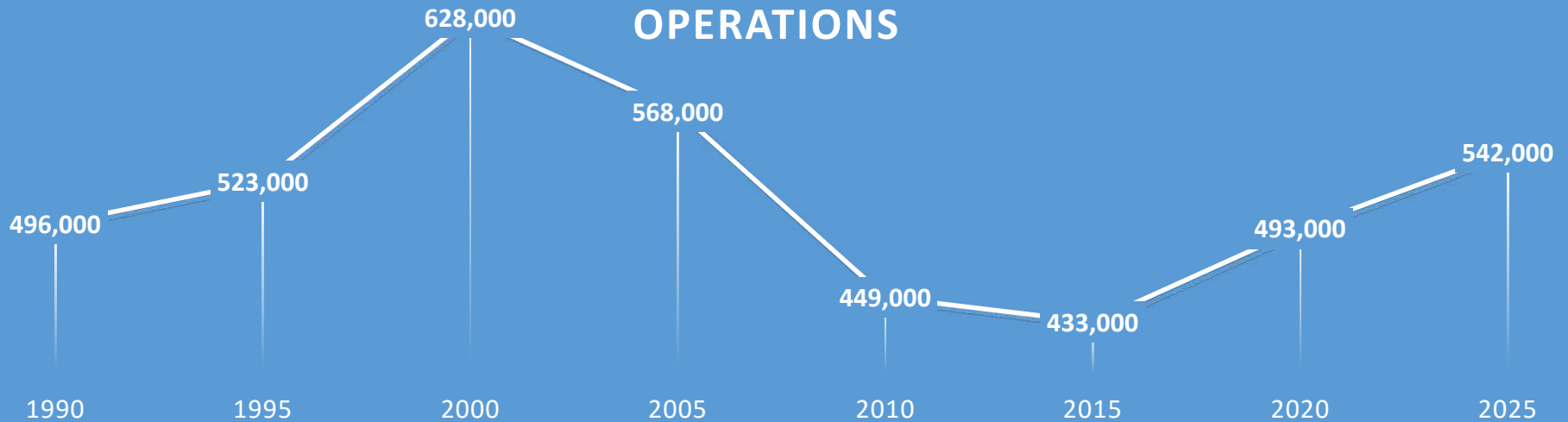
A Brief History...



ENPLANEMENTS



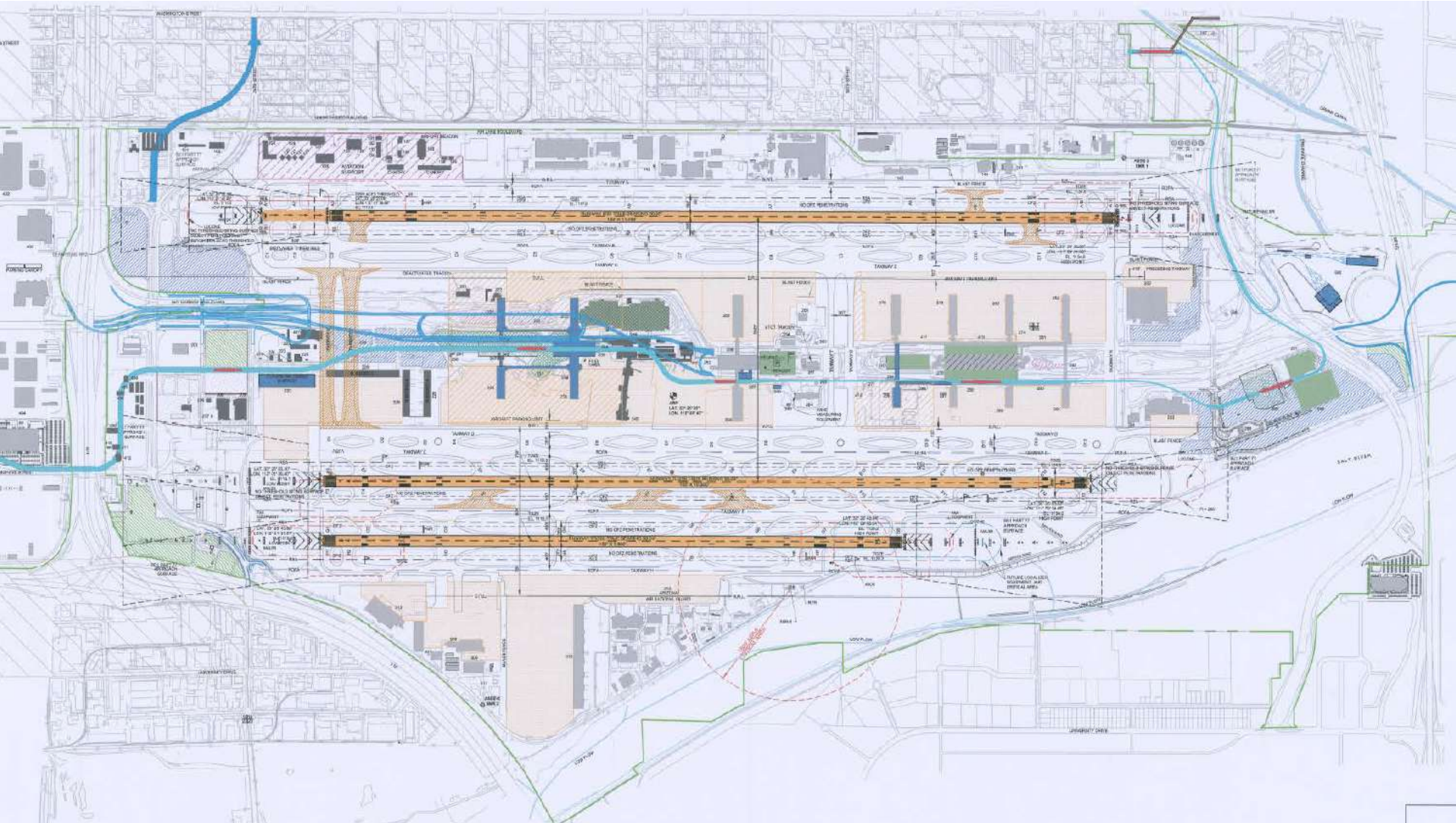
OPERATIONS





2788 ft

Google



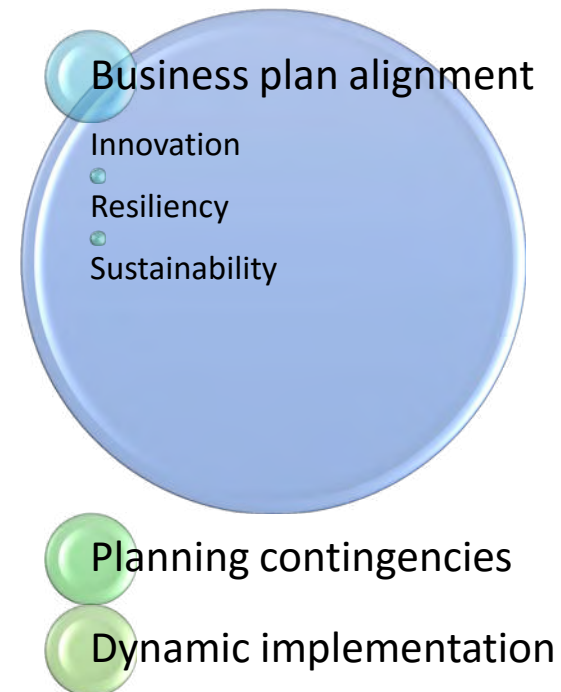
Today - Focus Areas

•Level of service

- Airfield
- Terminals
- Transportation

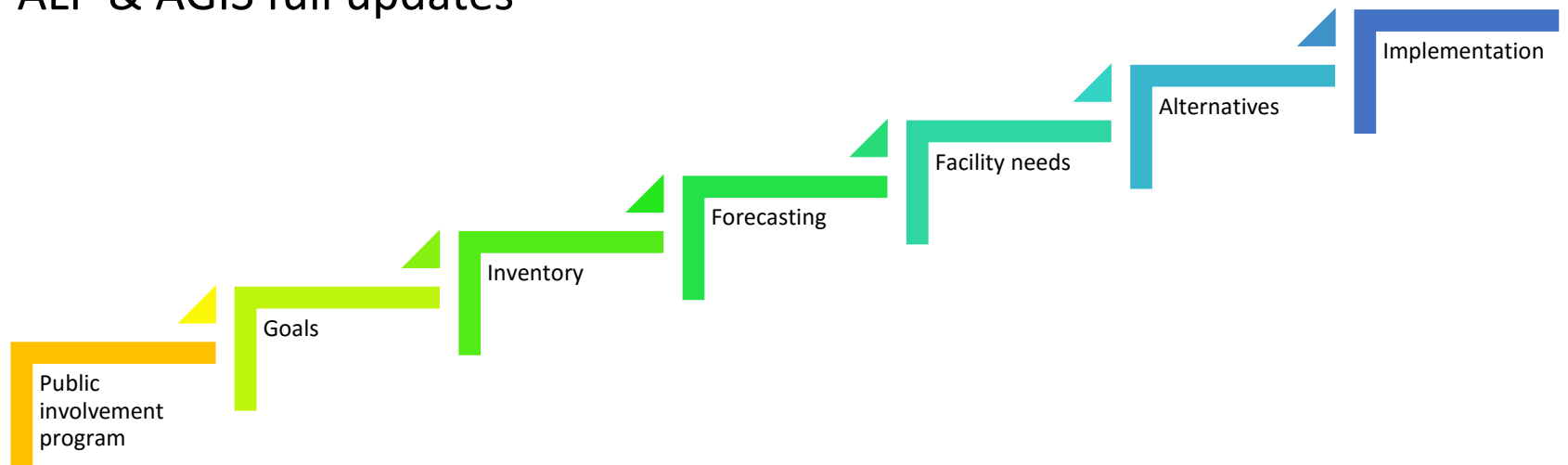
Asset management

Economic development

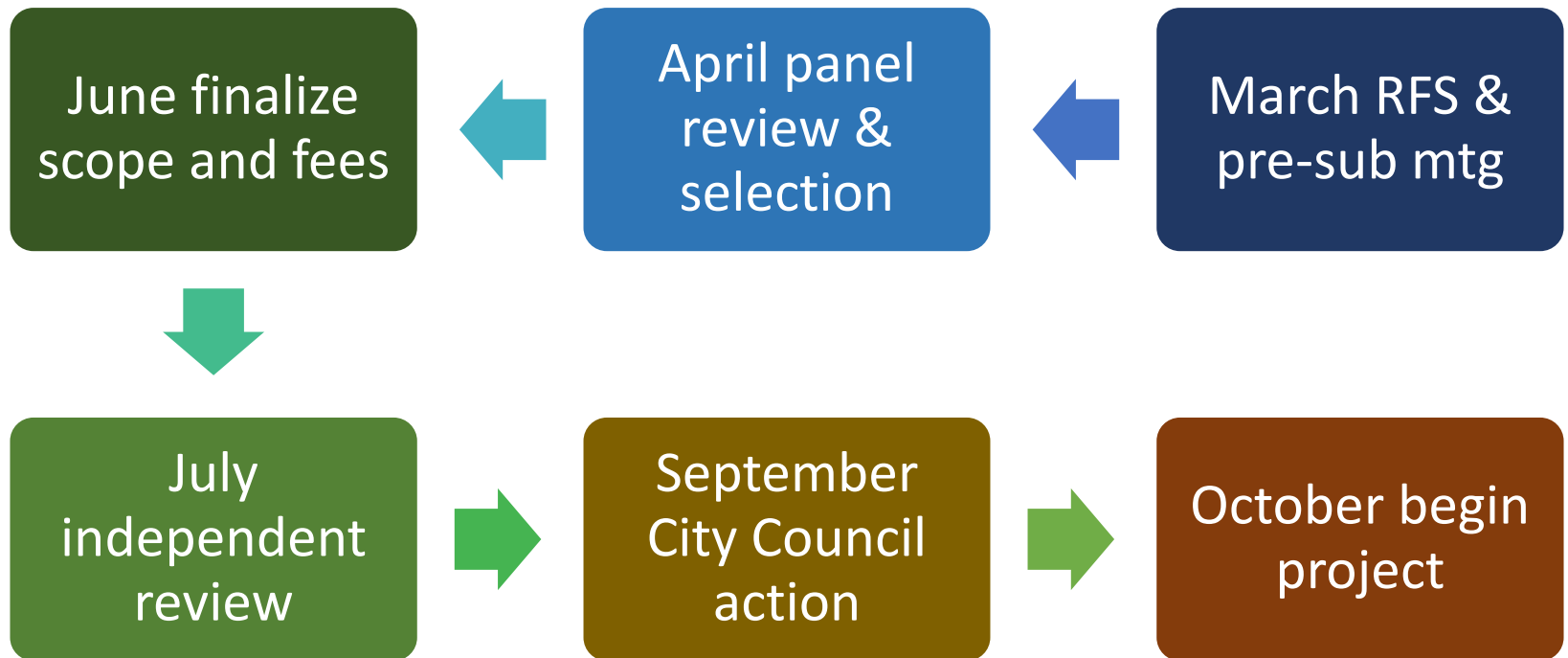


Master Plan Update “Request for Services”

- FAA Advisory Circular 150/5070 compliance
- 5, 10 & 20 year planning horizons
- ALP & AGIS full updates



Pre-Project Schedule



Central City Village

Katherine Coles

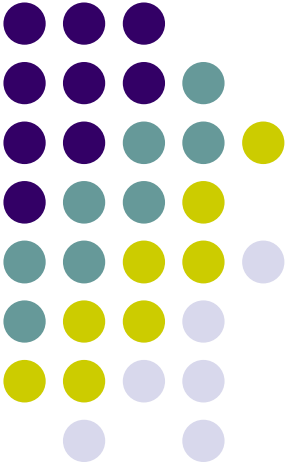
City of Phoenix Planning & Development

katherine.coles@phoenix.gov

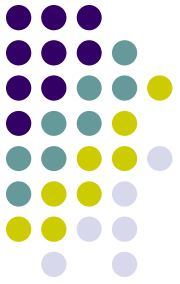
Central City Village

PHX Land Reuse Strategy

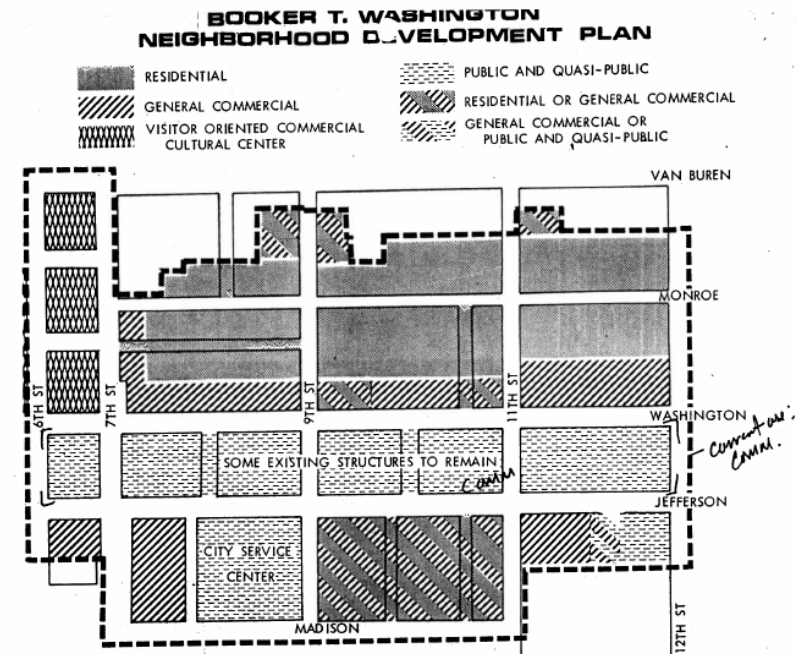
Existing Plans



North Area



- Booker T. Washington Neighborhood Redevelopment Program
 - Mix of land uses
 - Site plan and design review required
 - Landscaping required

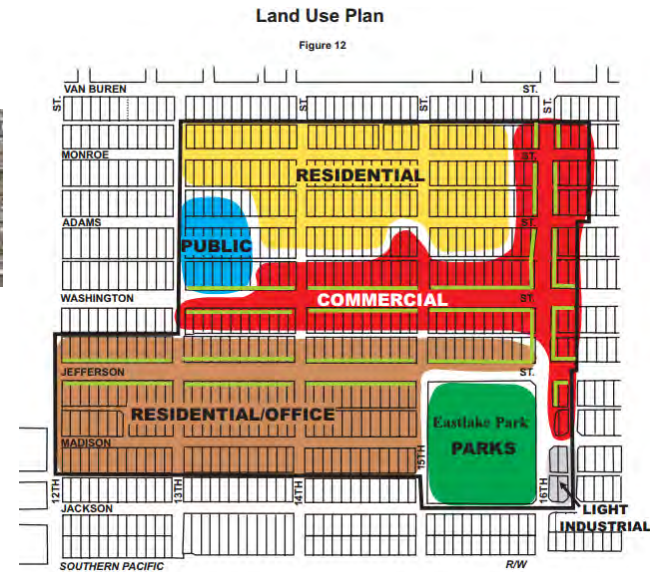


North Area



- Eastlake Park Neighborhood Plan

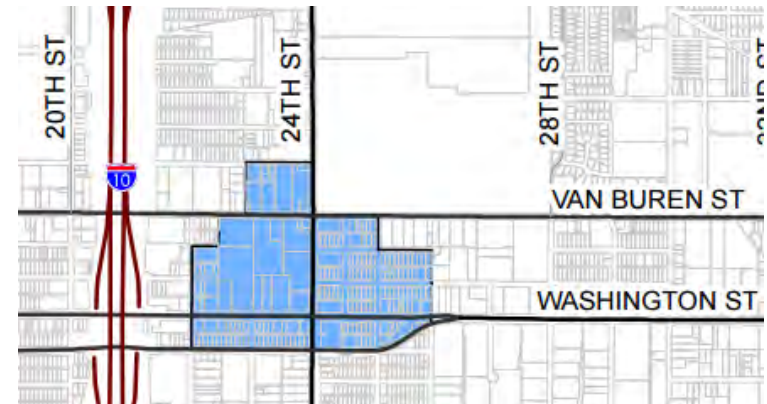
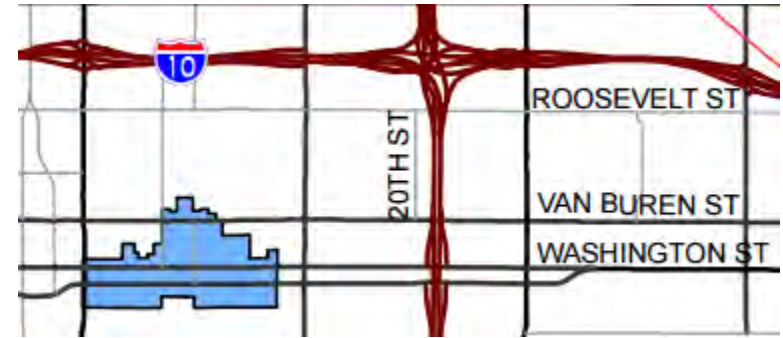
- Promote compatible land uses
- Redevelopment of underutilized, vacant and cleared properties
- Decent, safe, affordable housing
- Skills training and job opportunities
- Encourage and promote an upgraded visual image



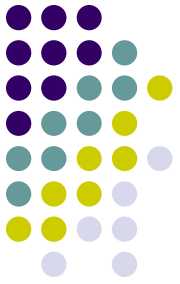
North Area



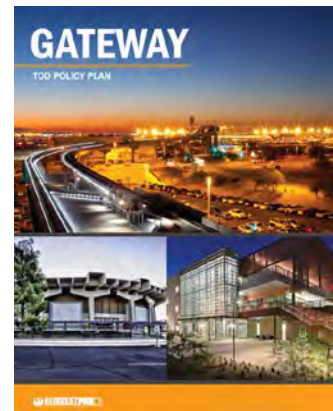
- Interim Transit Oriented Zoning Overlay District (TOD-1 & TOD 2)
 - Prohibits certain uses
 - Requires Special Permits and Use Permits for some uses
 - Addresses setback, street and sidewalk regulations, signage and parking and loading regulations



North Area



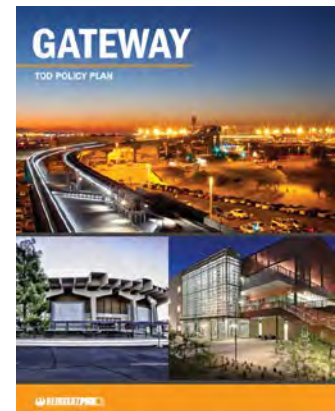
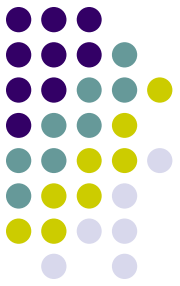
- ReinventPHX: Eastlake-Garfield Transit Oriented Development (TOD) District – between 7th Street and I-10 Freeway
- ReinventPHX: Gateway TOD District – between I-10 Freeway and 24th Street
- ReinventPHX: Walkable Urban Code – mapping occurring between 7th Street and 15th Street



North Area

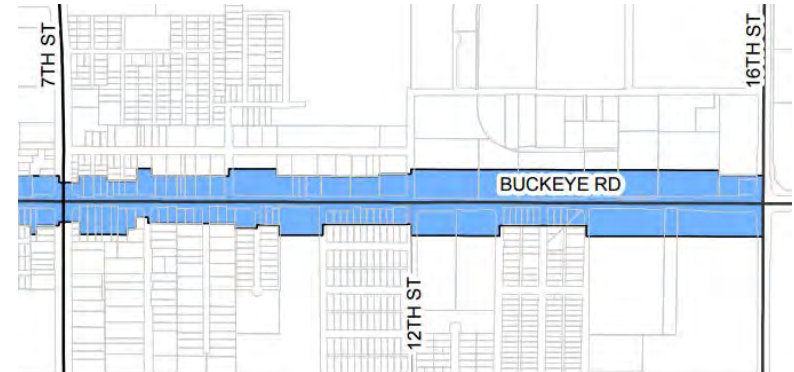


- Policy plans with a community-based vision for the future
- Identify investment strategies to improve quality of life for all
- Develop walkable, opportunity-rich communities connected to light rail.
- Call for consideration of residential development on Aviation-owned properties.



Central Area

- East Buckeye Road Overlay District
 - Limitations on permitted uses
 - Varied development standards (setbacks, landscaping, building entrances and façade treatment).



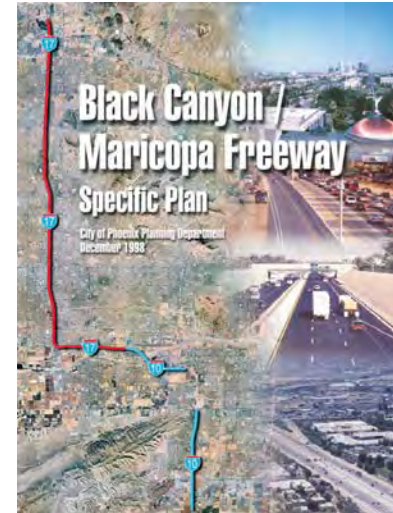
Central & South Area



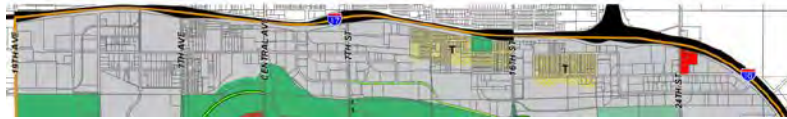
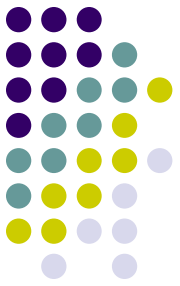
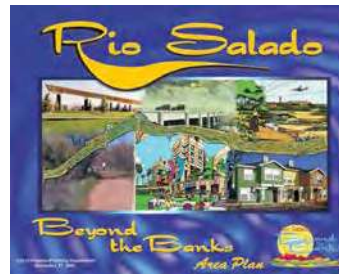
- Airport Noise Impact Zone Overlay (Section 644)
 - Prohibits off-site constructed dwelling units
 - Requires a Special Permit for homeless shelters
 - Requires recording a notice with the County
 - Requires residential design review

Central & South Area

- Black Canyon/Maricopa Freeway Specific Plan
 - Segments 15 and 16 (7th Street to 24th Street)
 - Recommendations for enhancements to 12th Street pedestrian tunnel
 - Identify remnant parcels for public use near pedestrian tunnel
 - Freeway noise mitigation for new development



South Area



- Rio Salado Beyond the Banks Area Plan

- Implement standards for commerce park rather than industrial
- Addresses land use, community recreation, economic development, neighborhoods, accessibility, safety
- Reclaim landfills and sand and gravel mining pits
- Ensure a mix of housing types and prices, sale/rent
- Brownfields Program funding
- Stronger code enforcement

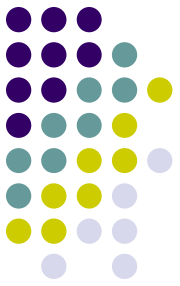


South Area



- Rio Salado Interim Overlay District
 - Restrictions on some permitted uses
 - Identification of uses requiring Special Permits and Use Permits
 - Requires commerce park development standards on industrial parcels
 - Requires residential design review

What's happening now?



- North Area
 - Development of high density residential near light rail
 - CHOICE Neighborhoods Planning Grant application
 - Mapping the Walkable Urban Code
- Central Area
 - Union Pacific Railroad yard may move
 - Development on Buckeye Road
- South Area
 - Industrial parks
 - Manufacturing and distribution

Thoughts about the future



- North Area
 - Investigate possible use of airport-owned properties for residential
- Central Area
 - Identify development strategies (interim and long term)
 - Investigate the crafting of an overlay district to allow flexibility with certain uses and development standards
- South Area
 - Enhance connections to Rio Salado Habitat Restoration area
 - Enhance connections to the north at I-17

Community & Economic Development

Lori Quan

Community and Economic Development
Department

lori.quan@phoenix.gov

PHOENIX IS HOT



Community and Economic Development Department

C-327

Christine Mackay – Director

Divisions:

- Business Attraction
- Business Retention & Expansion (Existing businesses)
- Community Development
- International Business
- Workforce Development
- Management Services

Together we:

- Facilitate Job Creation.
- Attract & Develop a talented workforce to meet the needs of businesses.
- Improve the entrepreneurial landscape.
- Enhance economic vitality.
- Focus on international trade/export opportunities.



PHOENIX IS INVESTED IN BUSINESS.

- Promote Phoenix as preferred place for businesses to expand or relocate.
- Long Term, Multi-faceted marketing approach
 - Web
 - Media
 - Traditional & Social
 - Collateral
 - Relationships
 - In-depth Market Intelligence
 - Leverage Network
 - Trade shows/Sales Mission



PHOENIX

Core Economic Strengths

1. Large, Diverse Employment Base
2. Established Higher Education Institutions
3. Efficient Transportation Systems
4. Pro-Business Climate
5. Vibrant Downtown
6. Growth Potential

PHOENIX

Targeted Industries



HEALTHCARE & BIOMEDICAL



ADVANCED BUSINESS SERVICES



MANUFACTURING & LOGISTICS



MISSION CRITICAL



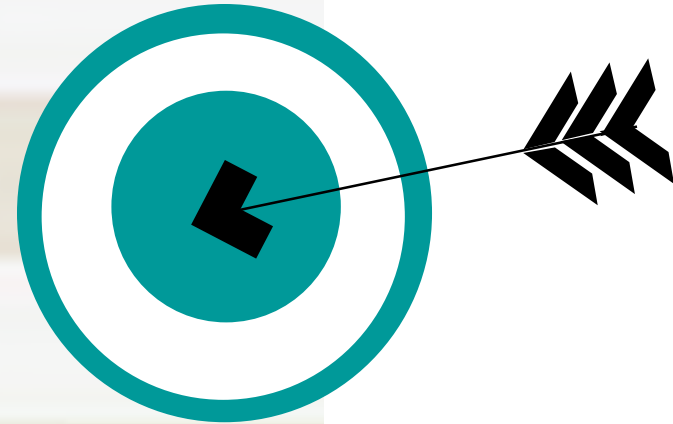
AEROSPACE & AVIATION



EMERGING TECHNOLOGIES



SOFTWARE



PHOENIX

BY THE NUMBERS – JULY 2014 – DEC 2015


LOCATES/EXPANSIONS

106 **ASSISTED
LOCATES**
NEW COs TO
PHOENIX

JOB

10,874
JOB

AVERAGE SALARY

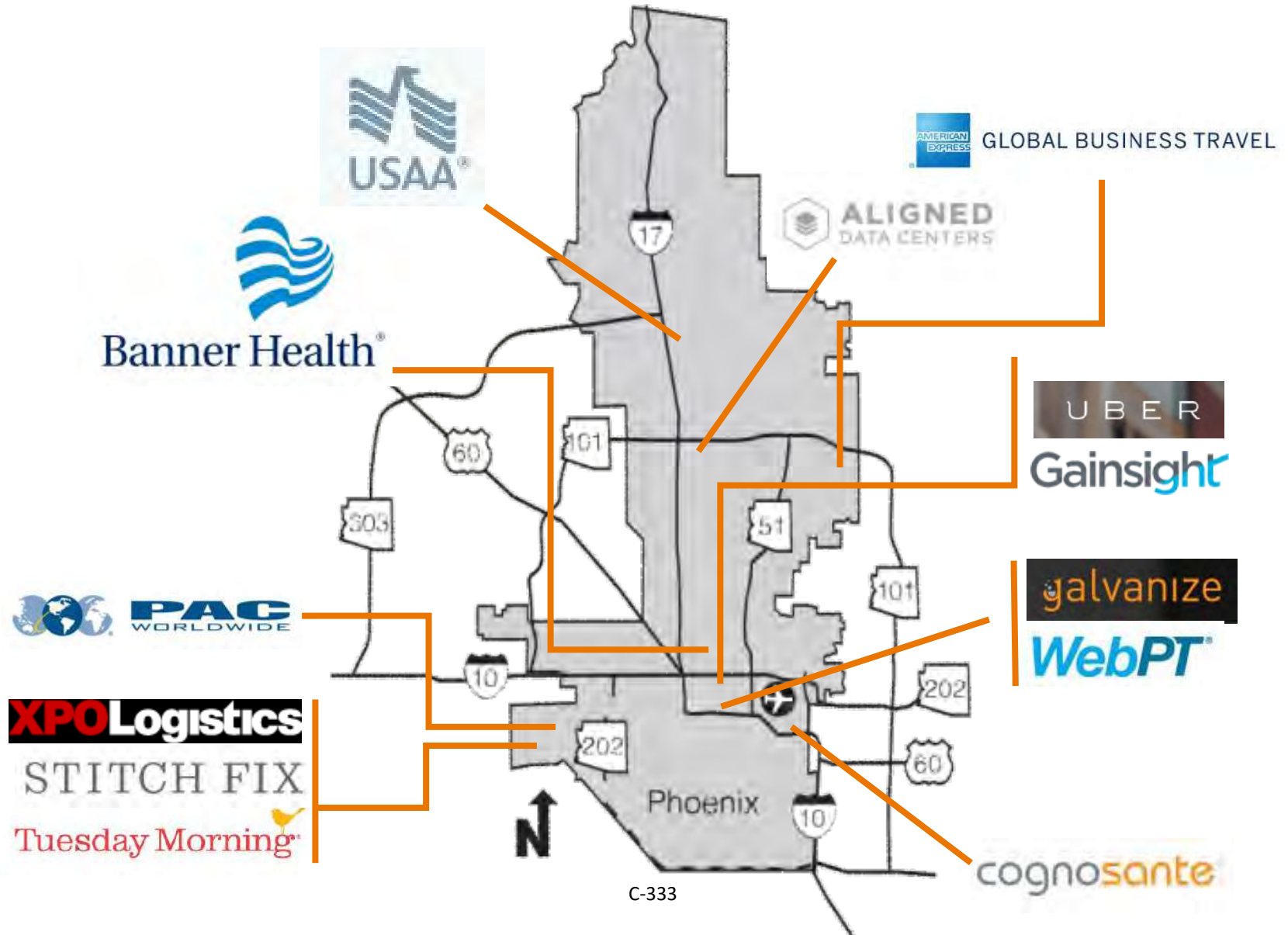
28%  **FY13/14:**
\$38,657
FY14/15:
\$49,712

CAPITAL INVESTMENT

\$996
MILLION

PHOENIX

Highlights



PHOENIX

Efficient Transportation System

Phoenix is the central hub of transportation in Arizona

• Air Travel:

- Phoenix Sky Harbor International Airport
- Phoenix-Mesa Gateway Airport and eight reliever airports

• Rail:

- Valley Metro Rail
- Two transcontinental railroads
- 10 intrastate railroads

• Highways:

- Two major interstate highways
- Five state freeways



PHOENIX

How We Can Help

- Expansion Assistance and Site Selection Services
- Navigation of City Departments
- City Contracting and Procurement
- New Market Tax Credits
- Quality Jobs Tax Credit*
- Qualified Facilities Tax Credit*
- Business and Workforce Development Center
- Recruitment Assistance
- Job Training Grants
- Access to Small Business Network/Resources



City of Phoenix
COMMUNITY AND ECONOMIC
DEVELOPMENT DEPARTMENT



*State
Programs



PHOENIX

Study Area



Housing Department

Angela Duncan

City of Phoenix Housing Department

angela.duncan@phoenix.gov

City of Phoenix Housing Department

- Public Housing Authority
 - Public Housing Communities
 - Section 8 Housing Choice Voucher
 - Resident Supportive Services



City of Phoenix Housing Department

- Affordable Housing Communities
- Public and Affordable Housing Development
- Homeownership Programs



C-339



City of Phoenix Housing Department

- Marcos de Niza Apartments – Major Rehab

305 W Pima St (near Buckeye and Central)
374 Units, Built in 1941 and 1952
Major Rehab in 2012-2013



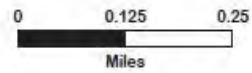
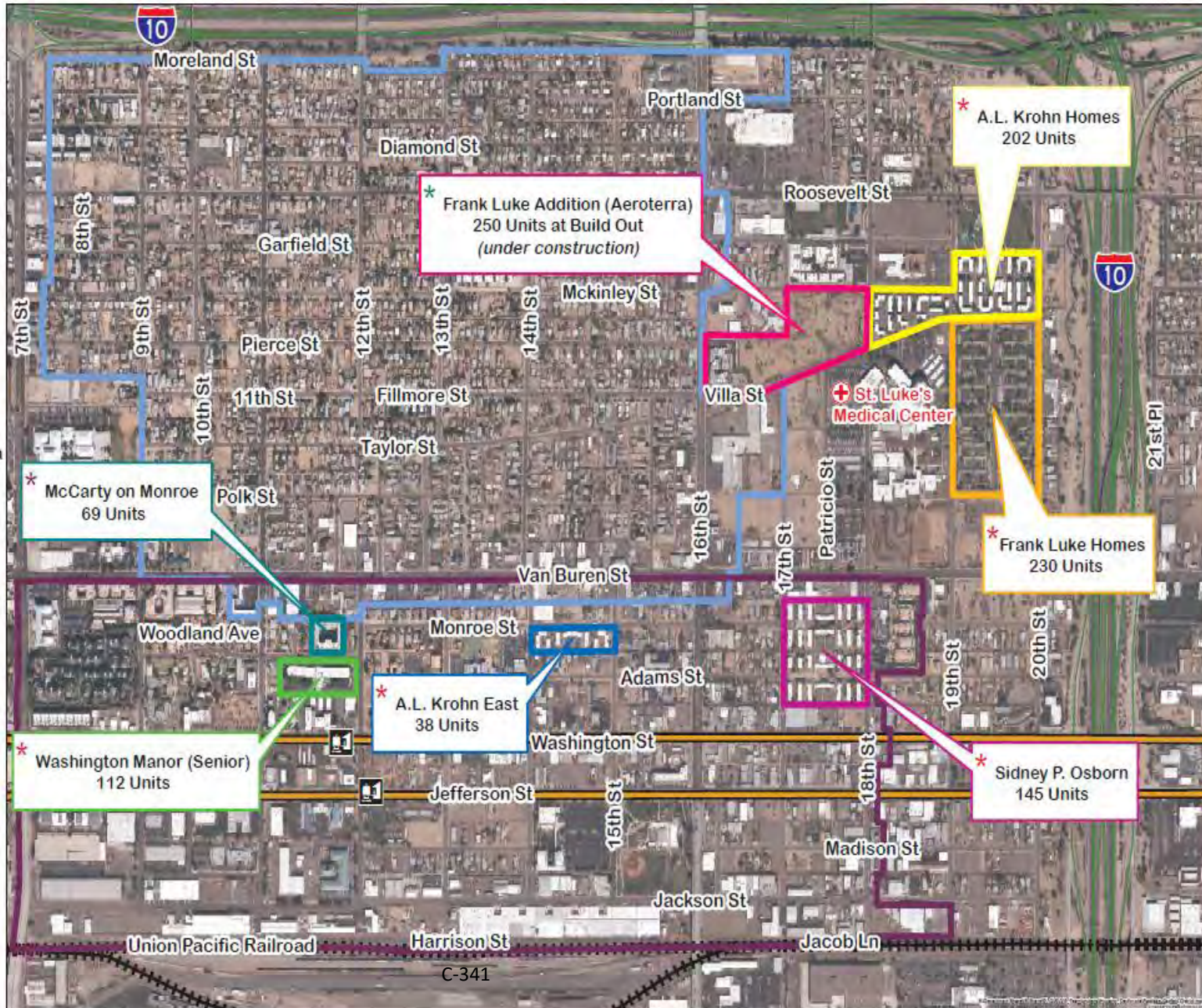
C-340



City of Phoenix
HOUSING DEPARTMENT

Eastlake-Garfield District

- * Public Housing Site
- * Public / Affordable Housing (Senior)
- * Mixed-Income Community
- Eastlake Park Neighborhood Association
- Garfield Redevelopment Area
- Light Rail Station
- Light Rail



C-341

CHOICE NEIGHBORHOODS GOALS

Housing | People | Neighborhoods



EDISON-EASTLAKE CHOICE NEIGHBORHOODS COMMUNITY

General Boundaries:

- Interstate 10 (north and east)
- 16th Street
- Union Pacific Railroad

Developer & Planning Partners:

- Gorman & Company
- Mithun
- EJP Consulting Group



WHY EDISON-EASTLAKE?



HOUSING

577 aging public housing units

Built between 1942 and 1963



PEOPLE

More than 70% of households estimated to be in poverty or have extremely low incomes



NEIGHBORHOODS

Need for reinvestment
Underutilized property/vacant lots
Lack of family amenities

Choice Neighborhoods Application Timeline

- February 2016 – Application Submitted
- June/July 2016 – Awards Expected to be Announced



**If awarded, Kick
Off
in Fall 2016!**

Rental Assistance Demonstration (RAD) Program

- Goal: Preserve and Improve Public Housing Properties and Address Backlog of Deferred Maintenance
- City Council approval to apply for RAD Program for East AMP and Foothills Village Public Housing properties



Rental Assistance Demonstration (RAD) Program

- Focus on Krohn East and Foothills Village with other Properties under Choice Neighborhoods
- Applications to be Submitted in 2016
- Wait List for HUD Approval



Global Green USA Sustainable Assessment

- Summer 2015 – City awarded Sustainable Neighborhood Assessment
 - Global Green USA
 - Eastlake-Garfield District
- No cost technical assistance (valued at ~\$20,000)
 - LEED for Neighborhood Development standard
 - Recommendations for infrastructure and policy changes

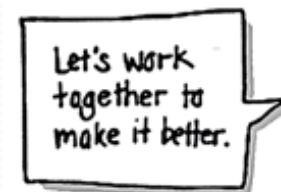


Global Green USA Sustainable Assessment

- March 7 – 9, 2016 Global Green USA Site Visit
 - Community Tours
 - Stakeholder Meetings
 - Community Workshop
- Develop recommendations: increase sustainability of EGD
- Report expected in May 2016



IS VITAL!



**RESIDENT
ENGAGEMENT**



Neighborhood Services

Lynda Dodd

Neighborhood Services Department

lynda.dodd@phoenix.gov

Mission: To Preserve, Enhance & Engage
Phoenix Neighborhoods

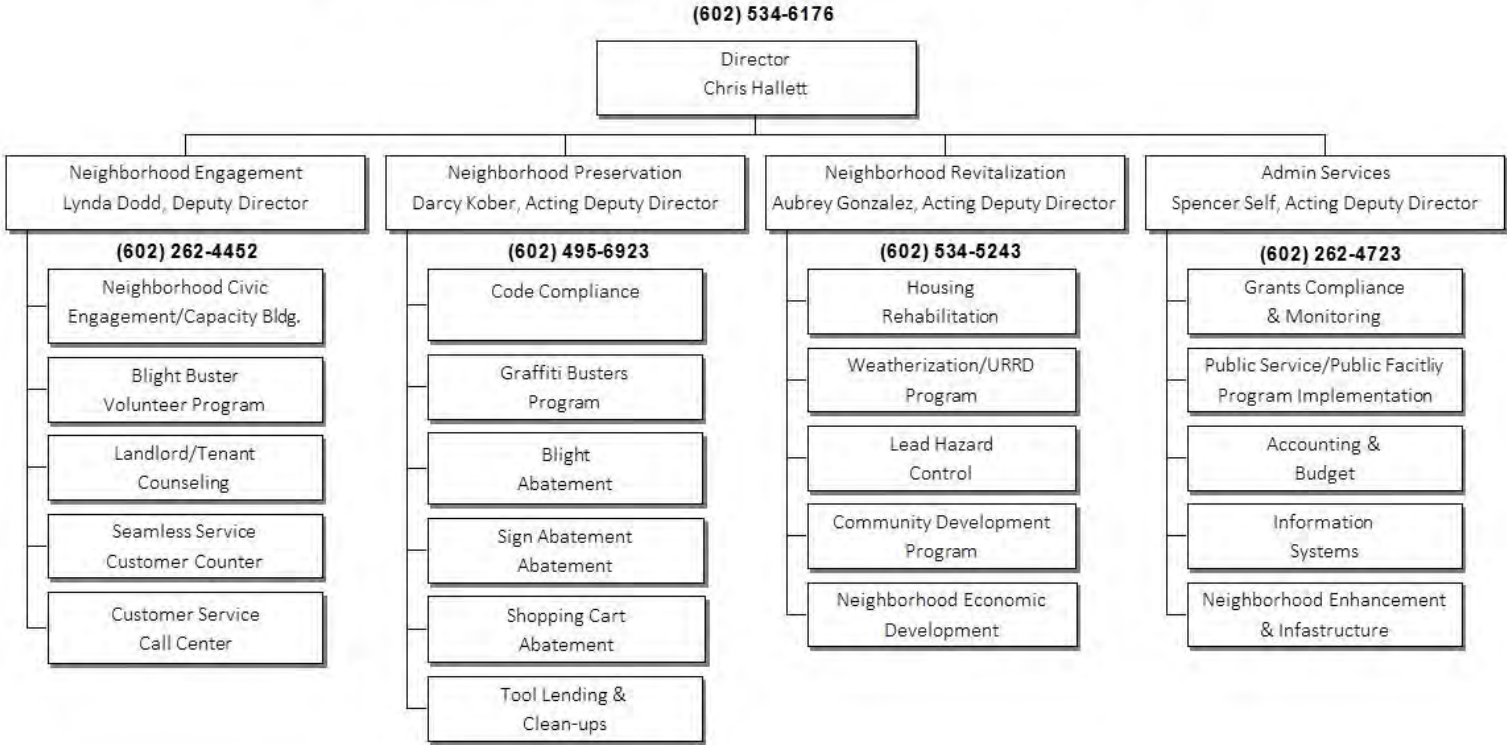
Vision: Dedicated to Making Phoenix a Community of Desirable Neighborhoods



NEIGHBORHOOD SERVICES DEPARTMENT

4/21/16

Neighborhood Services Department Organizational Chart



**NSD Main Phone Number
(602) 534-4444**

NEIGHBORHOOD ENGAGEMENT

COORDINATION

- Neighborhood Specialists
- Volunteer Coordination
- Youth Engagement

CUSTOMER SERVICE

- Seamless Service Counter
- Call Center
- Landlord Tenant Counseling



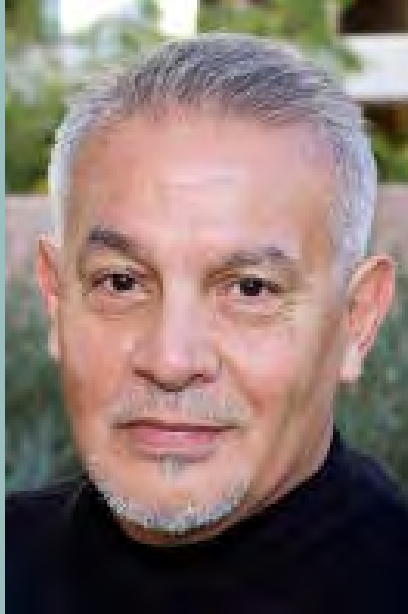
COMMUNITY IS KEY



STAFF SUPPORT



Olga Soto
Neighborhood Specialist



Roberto Friez
Neighborhood Specialist



Robin Anderson
Project Management Assistant

NEIGHBORHOOD ORGANIZATIONS

- Eastlake Park
- Nuestro Barrio
- Renaissance Park Block Watch



PRESERVATION

- Code Enforcement
- Graffiti Removal



NEIGHBORHOOD REVITALIZATION

- Housing Rehabilitation
- Community Development & Neighborhood Economic Development

THANK YOU

BLIGHT@PHOENIX.GOV

602.534.4444



PHX

LAND REUSE
STRATEGY

Community Leader Input



PHX

LAND REUSE
STRATEGY

Cultural Context



PHX

LAND REUSE
STRATEGY

Inventory & Market Data

Study Elements



**Community
Engagement**



Inventory



**Market
Analysis**



**Strategy
Development**



Inventory

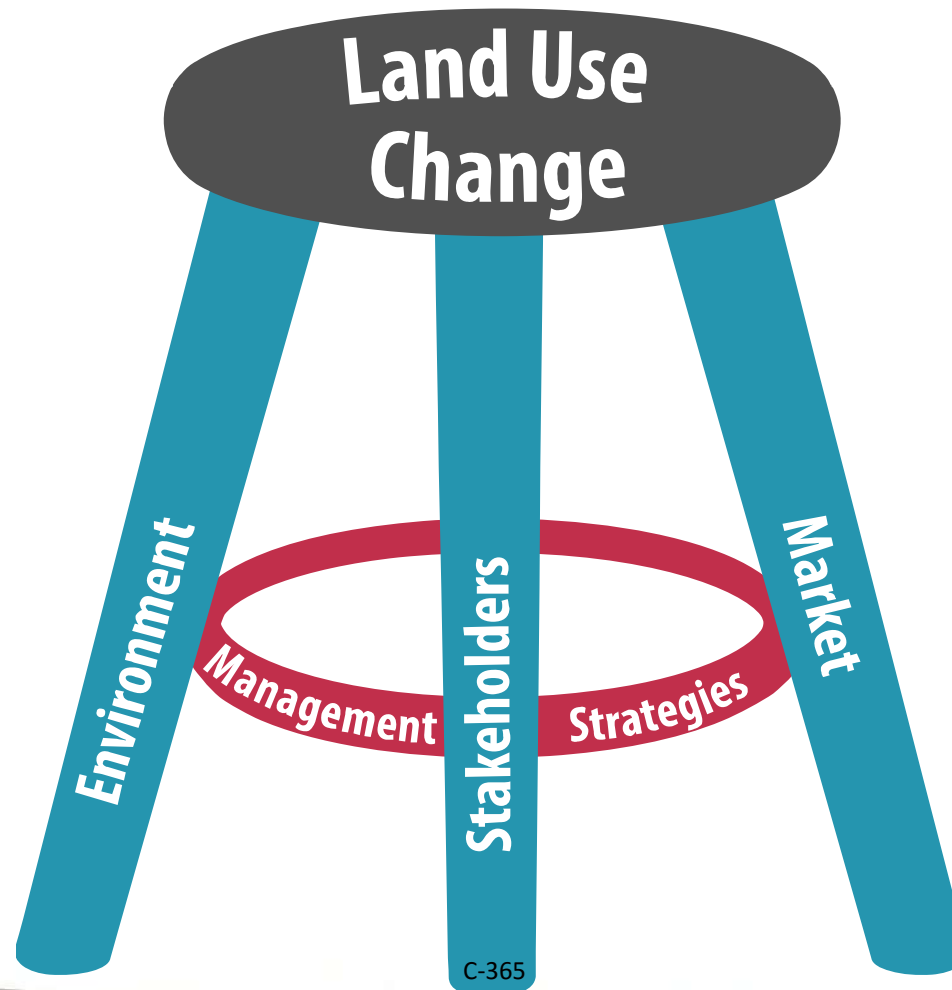
- Benchmarking Analysis
- Data Collection
- Review Other Plans
- Environmental Review
- Constraints Analysis
- Broad-based Valuation



Market Analysis

- Potential Land Uses
- Preliminary Market Analysis
- Demand Allocation Strategy
- Implementation Models
- Retention/Disposition Strategy

Land Use Management Model



Management Strategies



Regulatory

- > Zoning
- > Deed restrictions
- > Design guidelines

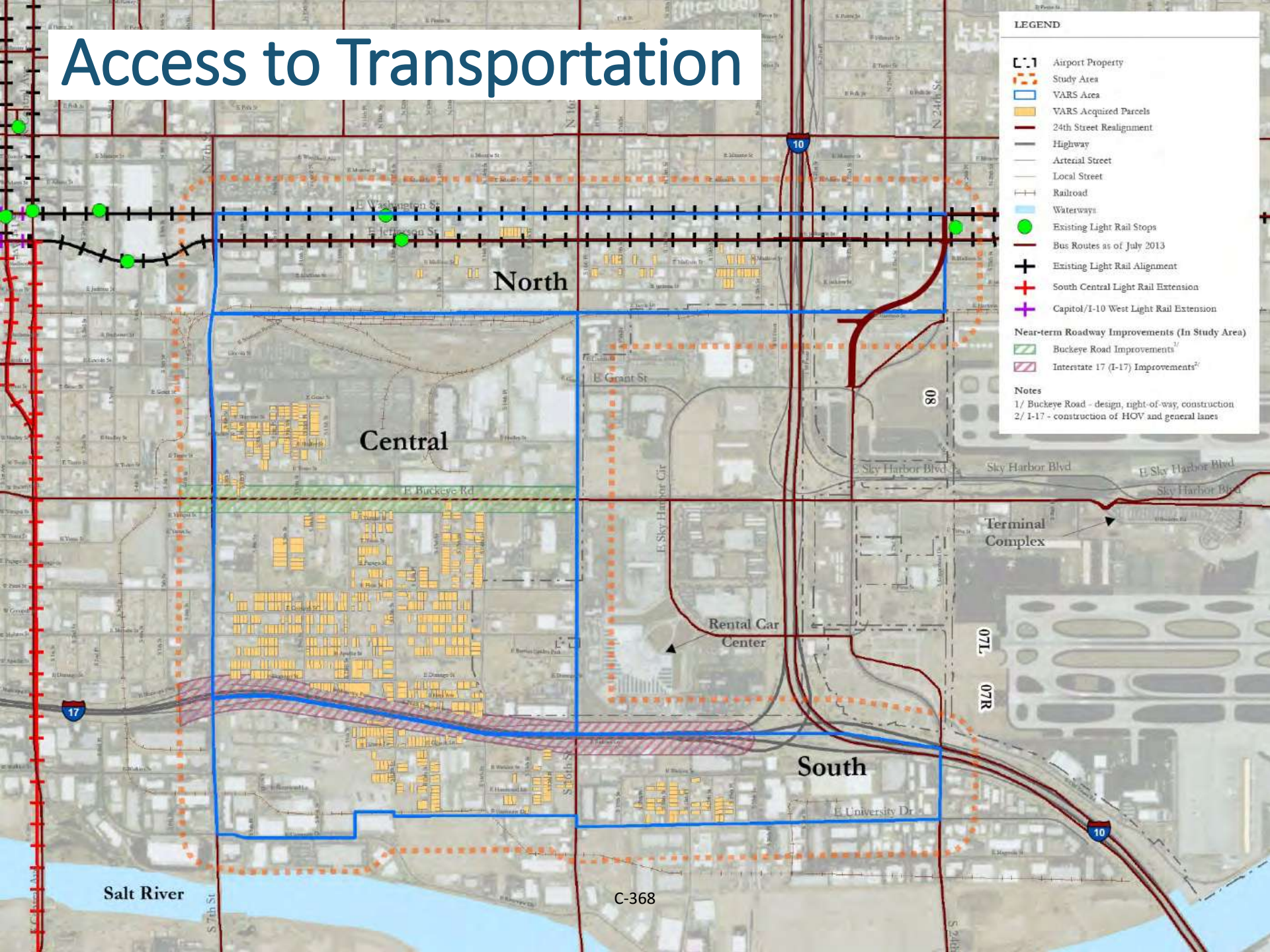
Incentives

- > Tax incentives
- > Grants
- > RFP structure

Environment: Study Area Metrics

- > Opportunities
 - > Infrastructure
 - > Planned Projects
 - > Incentive Zones
 - > Parcel Assembly
- > Constraints
 - > Zoning/Deed Restrictions
 - > Neighboring Parcels
 - > Environmental Overview

Access to Transportation

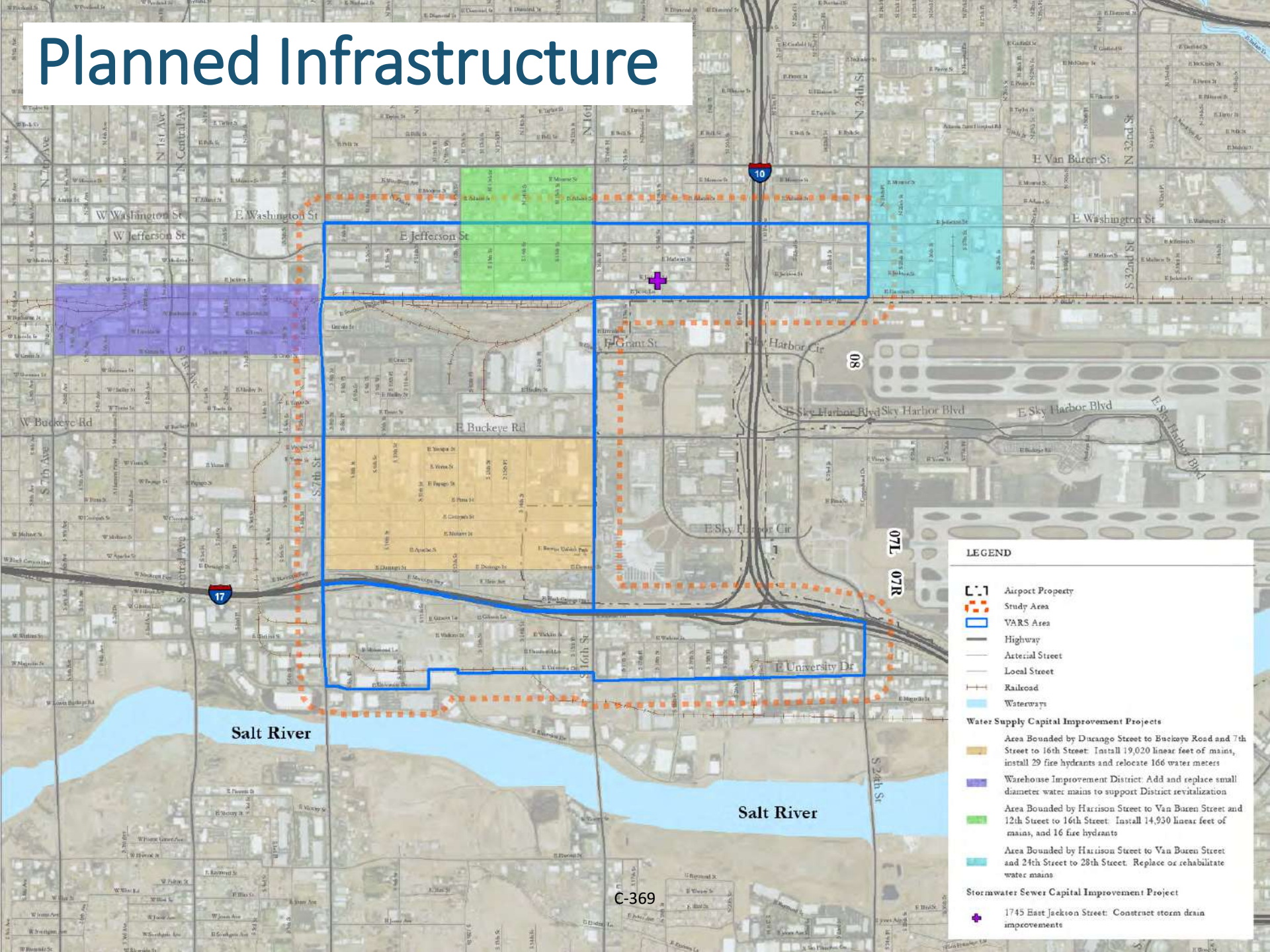


LEGEND

- Airport Property
- Study Area
- VARS Area
- VARS Acquired Parcels
- 24th Street Realignment
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways
- Existing Light Rail Stops
- Bus Routes as of July 2013
- Existing Light Rail Alignment
- South Central Light Rail Extension
- Capitol/I-10 West Light Rail Extension
- Near-term Roadway Improvements (In Study Area)**
 - Buckeye Road Improvements^{1/}
 - Interstate 17 (I-17) Improvements^{2/}

Notes
1/ Buckeye Road - design, right-of-way, construction
2/ I-17 - construction of HOV and general lanes

Planned Infrastructure



LEGEND

- Airport Property
- Study Area
- VARS Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

Water Supply Capital Improvement Projects

- Area Bounded by Durango Street to Buckeye Road and 7th Street to 16th Street: Install 19,020 linear feet of mains, install 29 fire hydrants and relocate 166 water meters
- Warehouse Improvement District: Add and replace small diameter water mains to support District revitalization
- Area Bounded by Harrison Street to Van Buren Street and 12th Street to 16th Street: Install 14,930 linear feet of mains, and 16 fire hydrants
- Area Bounded by Harrison Street to Van Buren Street and 24th Street to 28th Street: Replace or rehabilitate water mains

Stormwater Sewer Capital Improvement Project

- 1745 East Jackson Street: Construct storm drain improvements

Salt River

Salt River

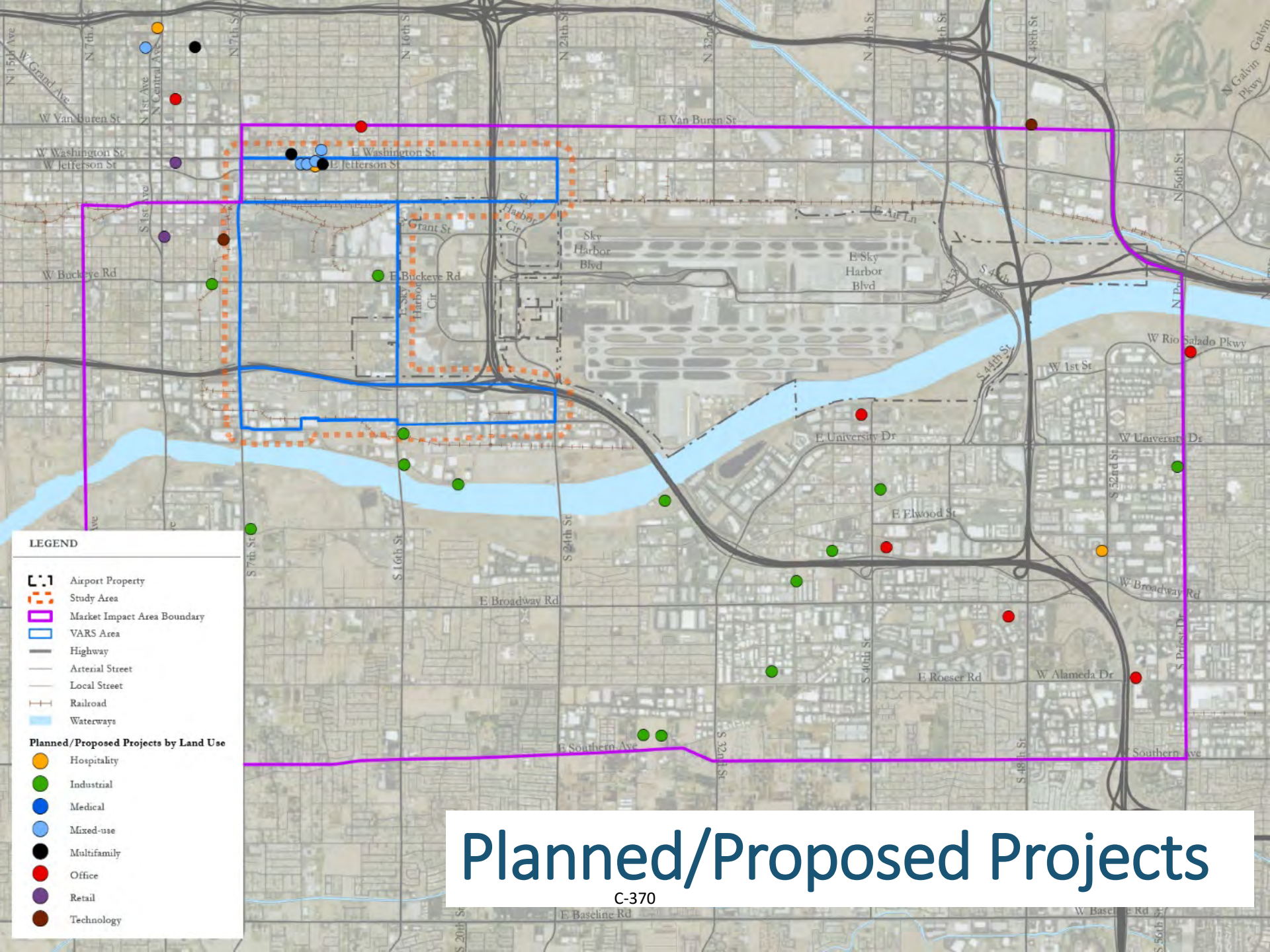
C-369

07L
07R

80

17

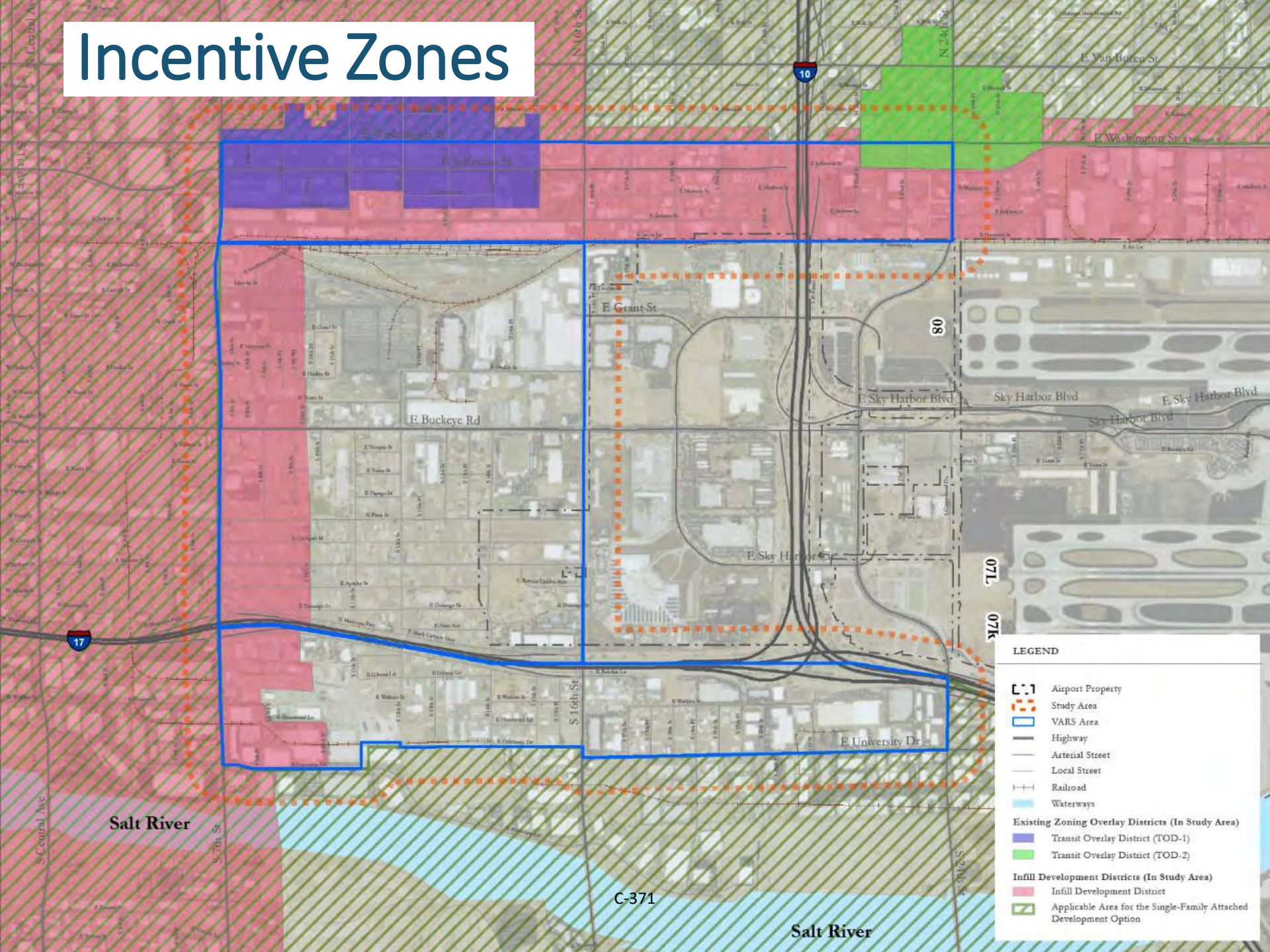
10



Planned/Proposed Projects

C-370

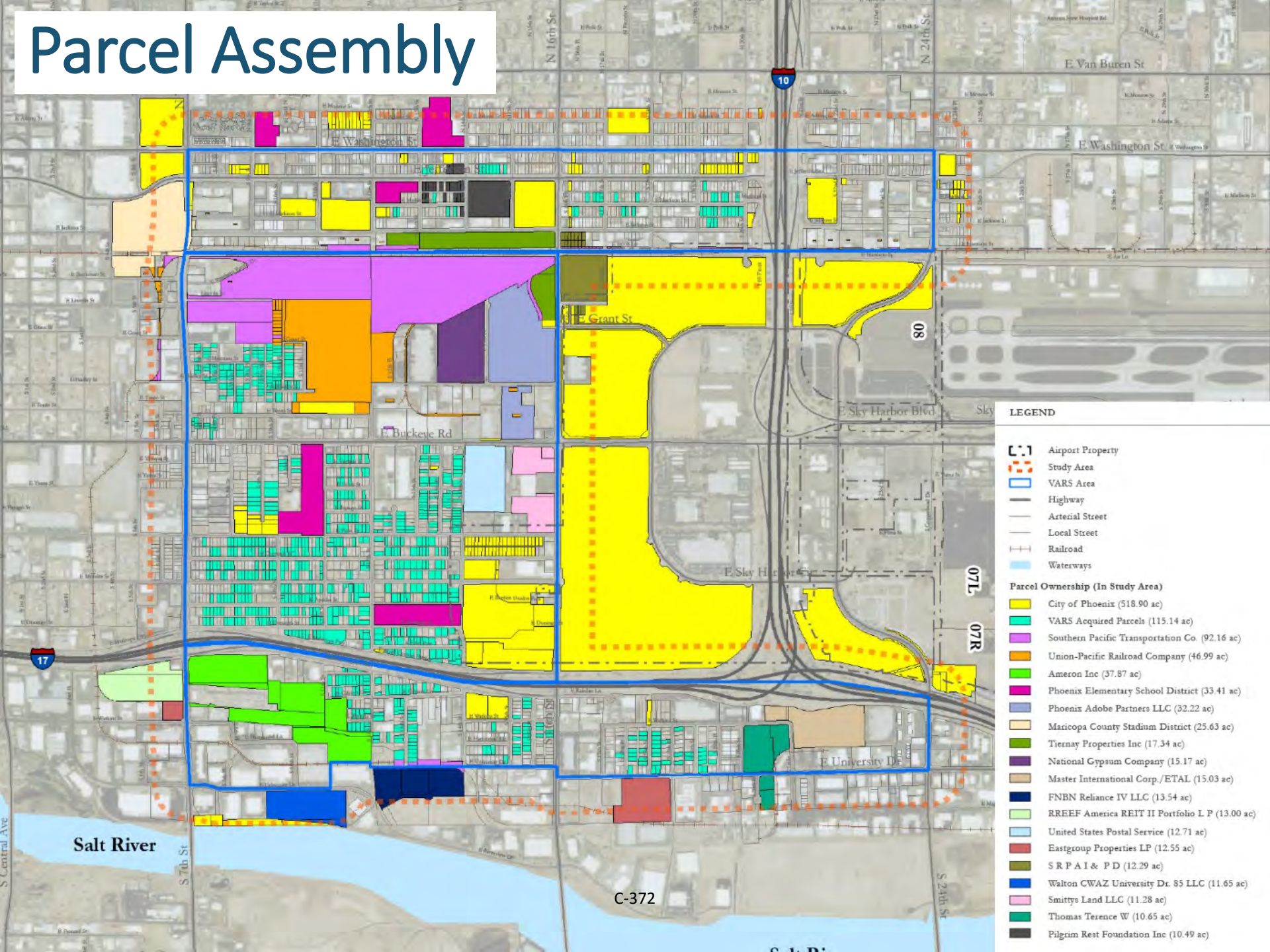
Incentive Zones



LEGEND

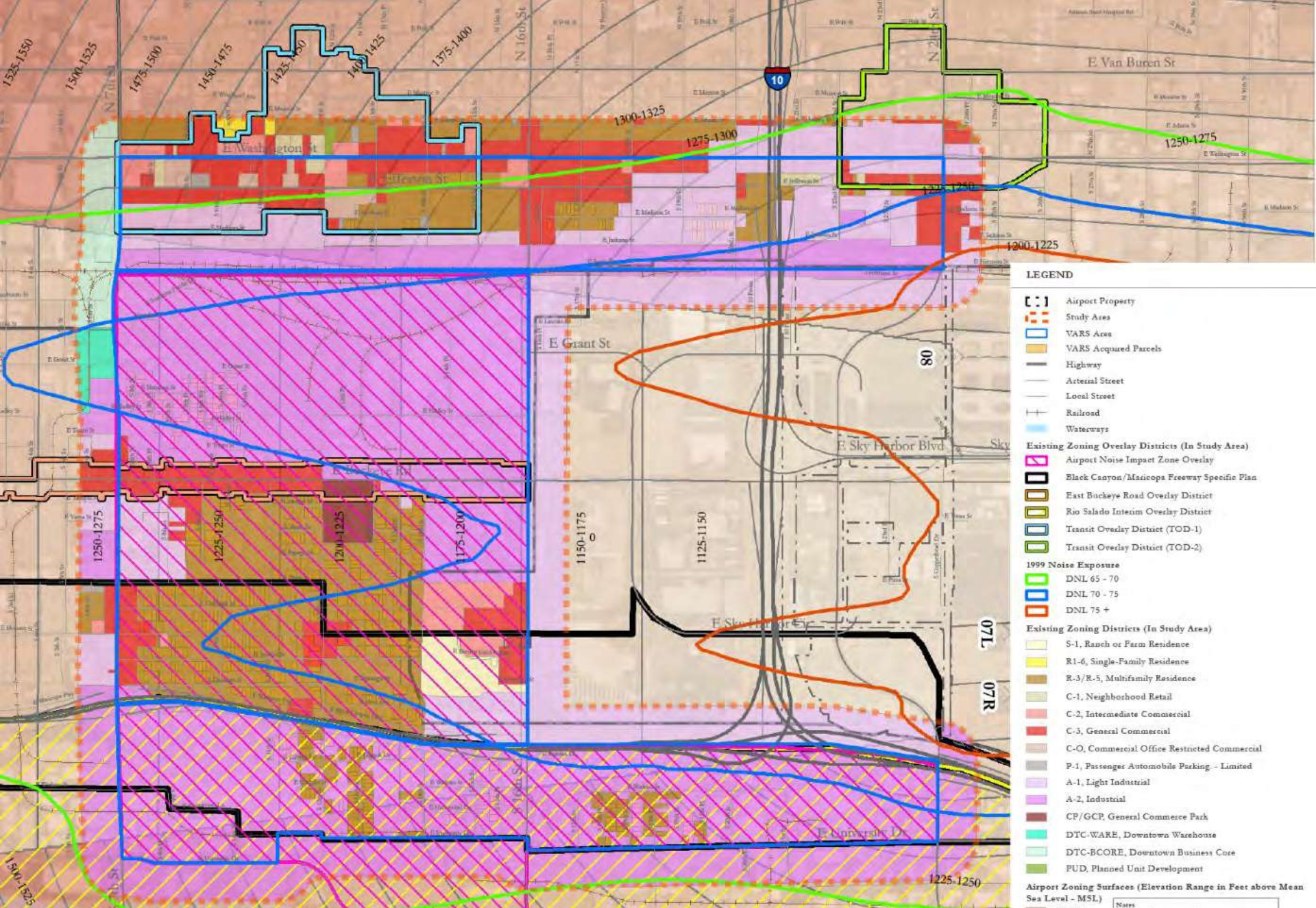
- Airport Property
 - Study Area
 - VARS Area
 - Highway
 - Arterial Street
 - Local Street
 - Railroad
 - Waterways
- Existing Zoning Overlay Districts (In Study Area)**
- Transit Overlay District (TOD-1)
 - Transit Overlay District (TOD-2)
- Infill Development Districts (In Study Area)**
- Infill Development District
 - Applicable Area for the Single-Family Attached Development Option

Parcel Assembly



LEGEND

- Airport Property
 - Study Area
 - VARS Area
 - Highway
 - Arterial Street
 - Local Street
 - Railroad
 - Waterways
- Parcel Ownership (In Study Area)**
- City of Phoenix (518.90 ac)
 - VARS Acquired Parcels (115.14 ac)
 - Southern Pacific Transportation Co (92.16 ac)
 - Union-Pacific Railroad Company (46.99 ac)
 - Ameron Inc (37.87 ac)
 - Phoenix Elementary School District (33.41 ac)
 - Phoenix Adobe Partners LLC (32.22 ac)
 - Maricopa County Stadium District (25.63 ac)
 - Tiernay Properties Inc (17.34 ac)
 - National Gypsum Company (15.17 ac)
 - Master International Corp./ETAL (15.03 ac)
 - FNBN Reliance IV LLC (13.54 ac)
 - RREEF America REIT II Portfolio L P (13.00 ac)
 - United States Postal Service (12.71 ac)
 - Eastgroup Properties LP (12.55 ac)
 - S R P A I & P D (12.29 ac)
 - Walton CWAZ University Dr. 85 LLC (11.65 ac)
 - Smittys Land LLC (11.28 ac)
 - Thomas Terence W (10.65 ac)
 - Pilgrim Rest Foundation Inc (10.49 ac)

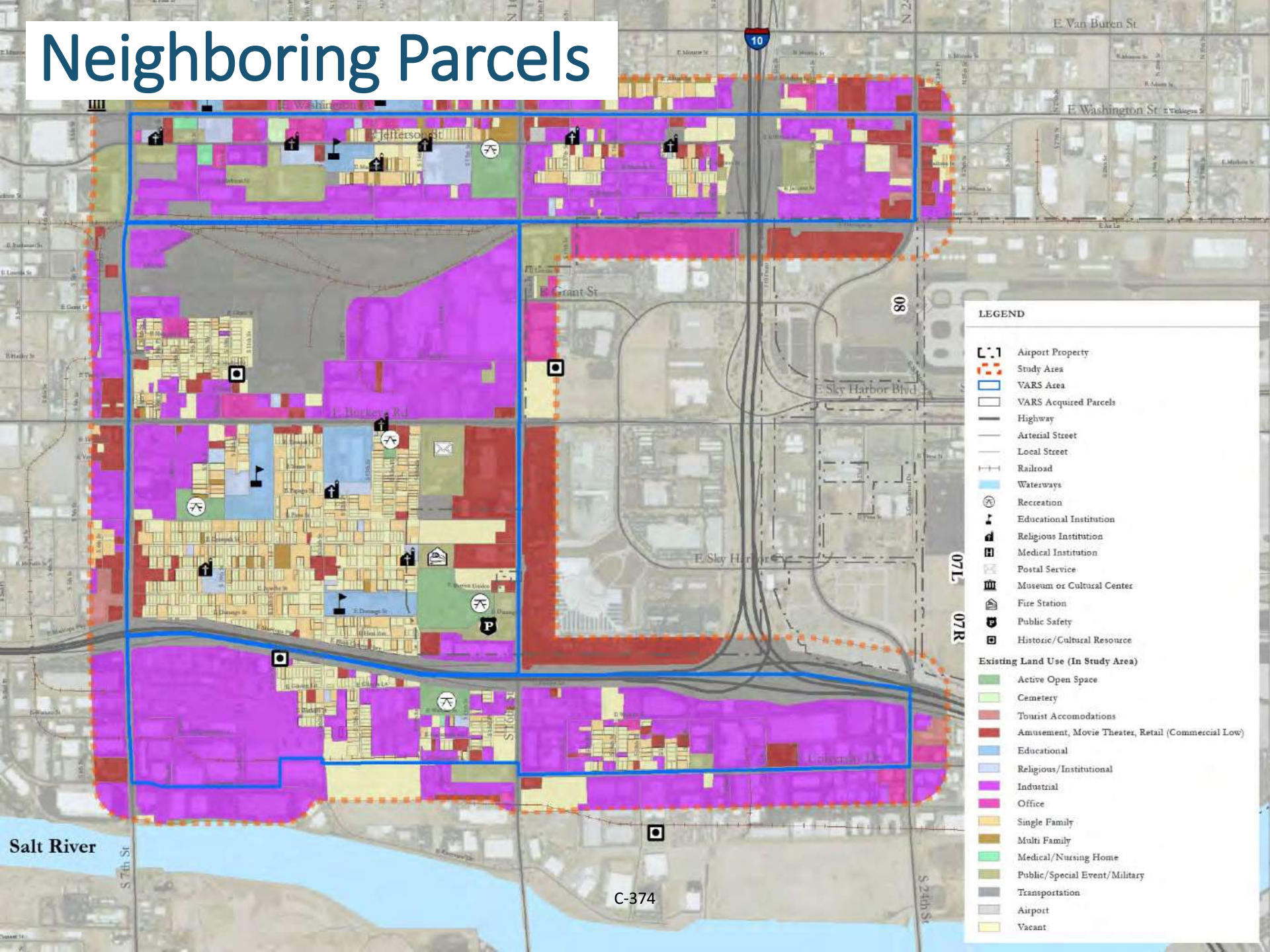


- LEGEND**
- [Dashed Box] Airport Property
 - [Dotted Box] Study Area
 - [Blue Outline] VARS Areas
 - [Orange Outline] VARS Acquired Parcels
 - [Thick Black Line] Highway
 - [Thin Black Line] Arterial Street
 - [Thin Grey Line] Local Street
 - [Crossed Lines] Railroad
 - [Blue Line] Waterways
- Existing Zoning Overlay Districts (In Study Area)**
- [Pink Hatched] Airport Noise Impact Zone Overlay
 - [Black Outline] Black Canyon/Mancopa Freeway Specific Plan
 - [Yellow Outline] East Buckeye Road Overlay District
 - [Green Outline] Rio Salado Interim Overlay District
 - [Blue Outline] Transit Overlay District (TOD-1)
 - [Green Outline] Transit Overlay District (TOD-2)
- 1999 Noise Exposure**
- [Light Green] DNL 65 - 70
 - [Blue] DNL 70 - 75
 - [Orange] DNL 75 +
- Existing Zoning Districts (In Study Area)**
- [Light Yellow] S-1, Ranch or Farm Residence
 - [Yellow] R1-6, Single-Family Residence
 - [Light Green] R-3/R-5, Multifamily Residence
 - [Light Green] C-1, Neighborhood Retail
 - [Red] C-2, Intermediate Commercial
 - [Orange] C-3, General Commercial
 - [Light Green] C-O, Commercial Office Restricted Commercial
 - [Light Green] P-1, Passenger Automobile Parking - Limited
 - [Light Green] A-1, Light Industrial
 - [Purple] A-2, Industrial
 - [Brown] CP/GCP, General Commerce Park
 - [Light Green] DTC-WARE, Downtown Warehouse
 - [Light Green] DTC-BCORE, Downtown Business Core
 - [Light Green] PUD, Planned Unit Development
- Airport Zoning Surfaces (Elevation Range in Feet above Mean Sea Level - MSL)**
- [Light Green] 1,125 feet
 - [Orange] 1,850 feet
- Notes**
- 1/ Airport elevation ranges from approximately 1,110 to 1,135 feet above mean sea level (MSL)
 - 2/ Height Zone A - Airport Property
 - 3/ Height Zone B - Operations Zone
 - 4/ Height Zone C - Aircraft Approach and Departure Zone (west side of Airport)
 - 5/ Height Zone E - Aircraft Maintenance Zone

Zoning/Deed Restrictions

C-373

Neighboring Parcels



LEGEND

- Airport Property
- Study Area
- VARS Area
- VARS Acquired Parcels
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways
- Recreation
- Educational Institution
- Religious Institution
- Medical Institution
- Postal Service
- Museum or Cultural Center
- Fire Station
- Public Safety
- Historic/Cultural Resource

Existing Land Use (In Study Area)

- Active Open Space
- Cemetery
- Tourist Accommodations
- Amusement, Movie Theater, Retail (Commercial Low)
- Educational
- Religious/Institutional
- Industrial
- Office
- Single Family
- Multi Family
- Medical/Nursing Home
- Public/Special Event/Military
- Transportation
- Airport
- Vacant

C-374

Salt River

S 7th St

S 24th St

07L
07R

80

10

Jefferson St

Grant St

Sky Harbor Blvd

Sky Harbor Cir

Buckeye Rd

Stadium

Wagon Wheel

Compass

E Van Buren St

E Washington St

E Ash Ln

Washington St

Grant St

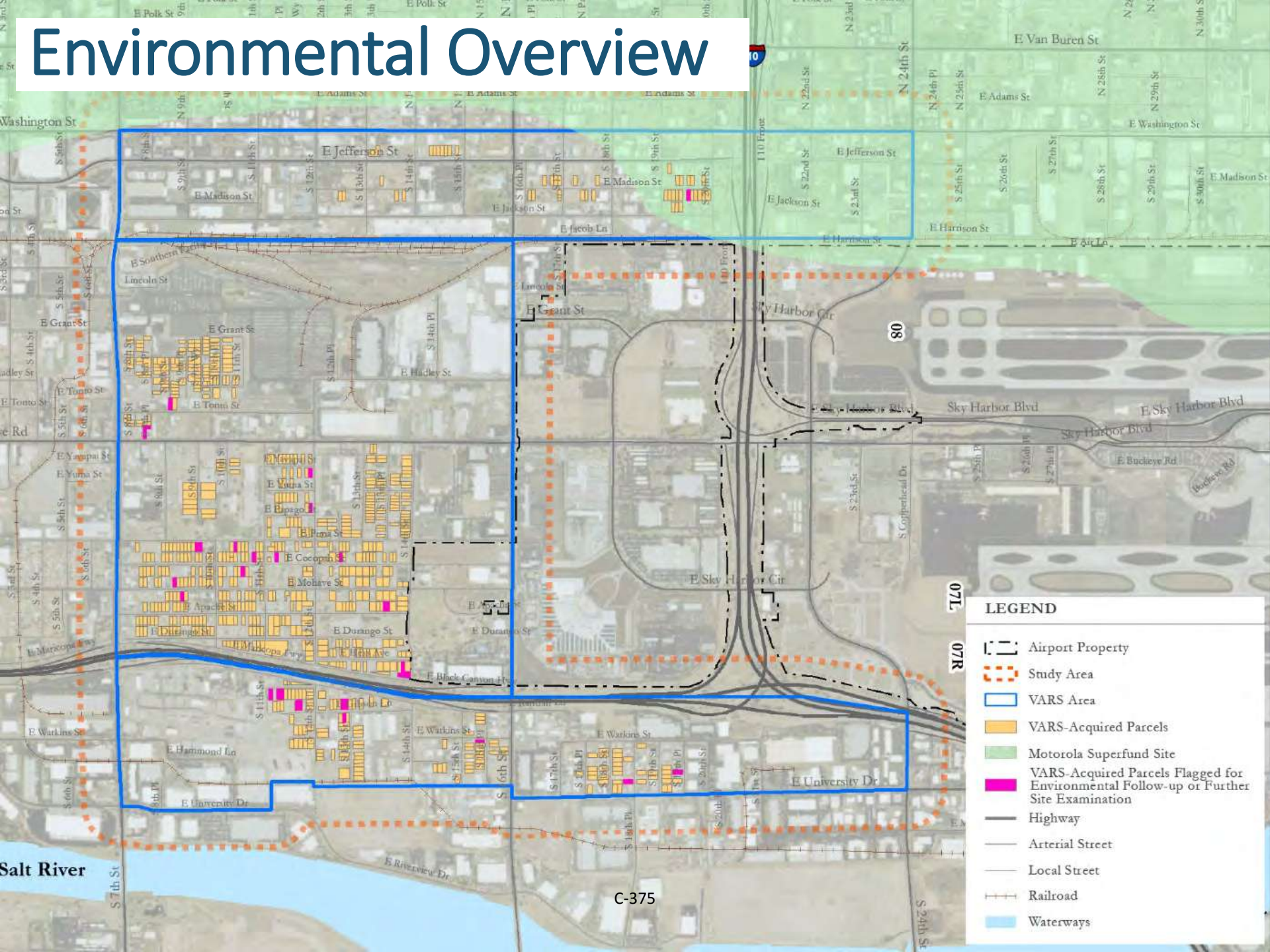
Buckeye Rd

Stadium

Wagon Wheel

Compass

Environmental Overview



LEGEND	
	Airport Property
	Study Area
	VARS Area
	VARS-Acquired Parcels
	Motorola Superfund Site
	VARS-Acquired Parcels Flagged for Environmental Follow-up or Further Site Examination
	Highway
	Arterial Street
	Local Street
	Railroad
	Waterways

C-375

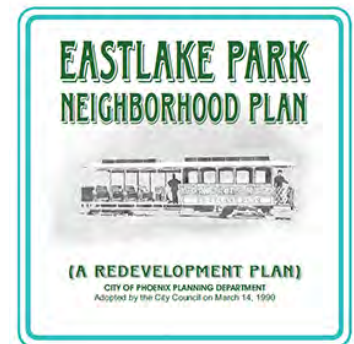
Existing Plans Review

- > PlanPHX
- > Reinvent PHX
- > Eastlake Park Neighborhood Plan
- > Nuestro Barrio Neighborhood Plan
- > Rio Salado Redevelopment Study Area
- > Booker T. Washington Redevelopment Area
- > Special Redevelopment Area
- > Sky Harbor Center Redevelopment Area
- > HOPE VI and Choice Neighborhoods Program
- > Green Valley Neighborhood
- > Cuatro Milpas
- > Central City South Quality of Life Plan

Central City South at a Glance



Inventory, Assets and Existing Conditions
October 2015



Resources

- > Water/Utility Infrastructure
- > Airport Documents
- > CNRP/VARs
- > Area Planning and Land Use Codes
- > Environmental
- > Land Development Inquiries
- > Valley Metro Planning
- > ADOT Passenger Rail Planning
- > MAG Transportation Planning

Preliminary Market Analysis

- > Identification of Land Uses
 - > Inventory/Best practices
 - > Stakeholder interviews/meetings
- > Land Uses
 - > Commercial: office and retail (potential mixed-use format)
 - > Industrial/flex
 - > Tourist accommodations: hotel
- > Benchmarking
- > Analysis Methodology
 - > Historical trends
 - > Projections of employment and population

Stakeholder Engagement: Takeaways

- > Program Success Looks Like...
 - > Coherent development plan
 - > Think big/bold
 - > Flexibility—between conceptual and detailed strategy
 - > Land assembly
 - > Address ground lease terms—need 40–50 years
 - > Historical/cultural considerations
 - > Context sensitivity to remaining residential & transition

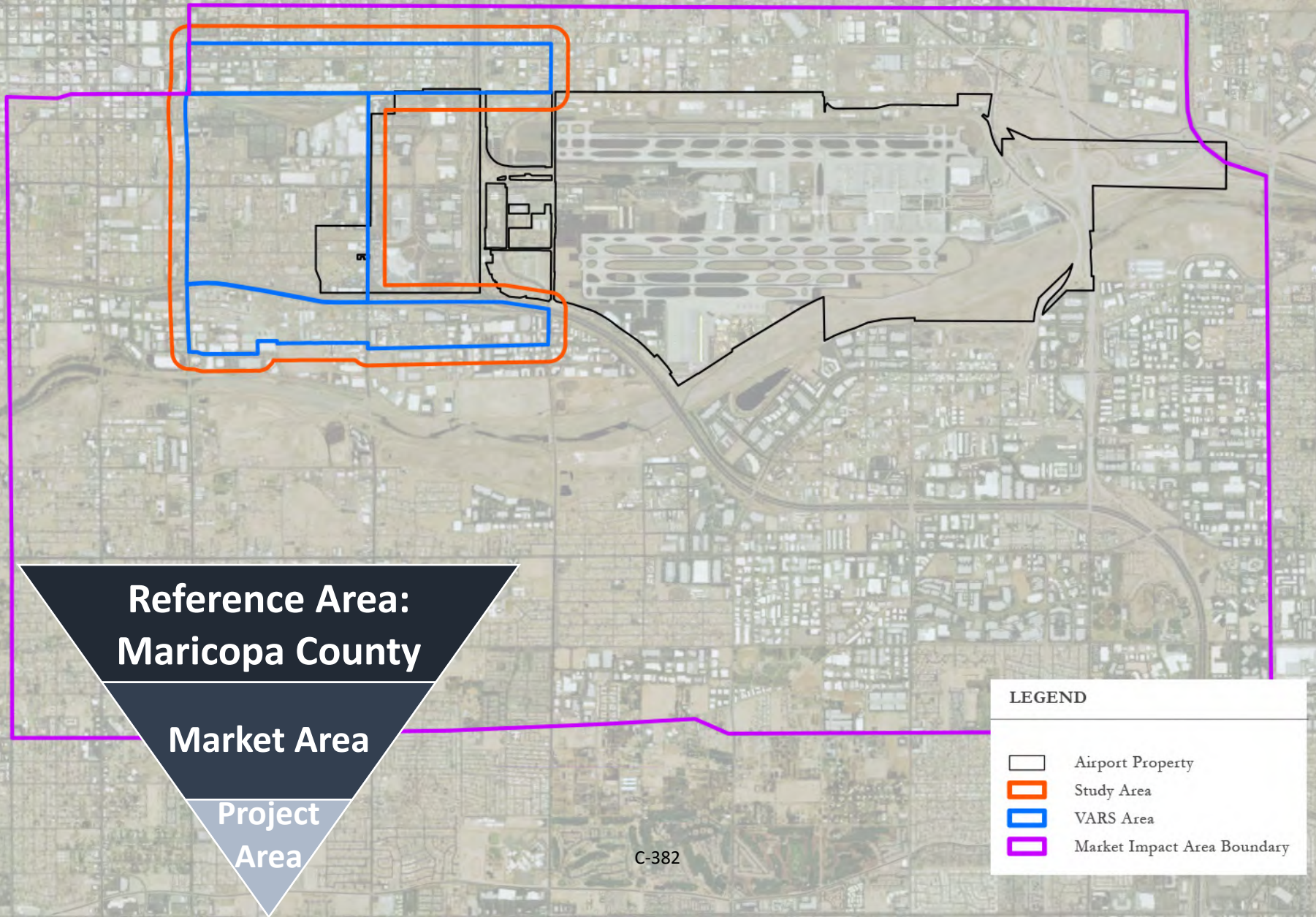
Stakeholder Engagement: Takeaways

- > Potential Strategies
 - > Zoning
 - > Expand Enterprise or Foreign Trade Zones
 - > Tactical urbanism
 - > Financial incentives; public-private partnerships
 - > Leverage proximity to multiple transportation modes
 - > Acquire parcels: residential/underused parcels

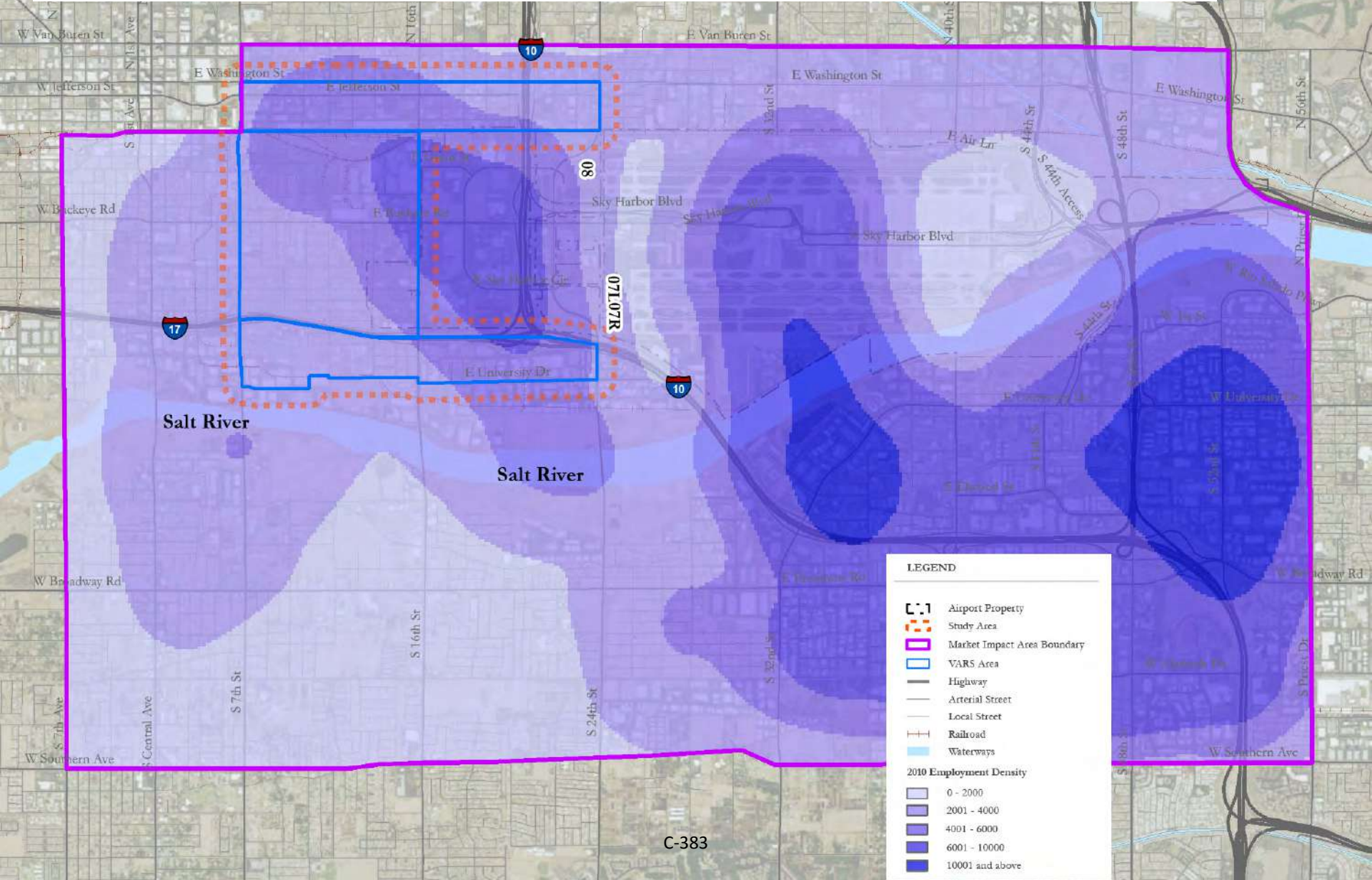
Stakeholder Engagement: Takeaways

- > Desired Uses
 - > Industrial/flex
 - > Commercial: office/retail
 - > Residential
 - > Urban farming
 - > Interim/transitional
 - > Historic/Cultural destination
 - > Parks/open space

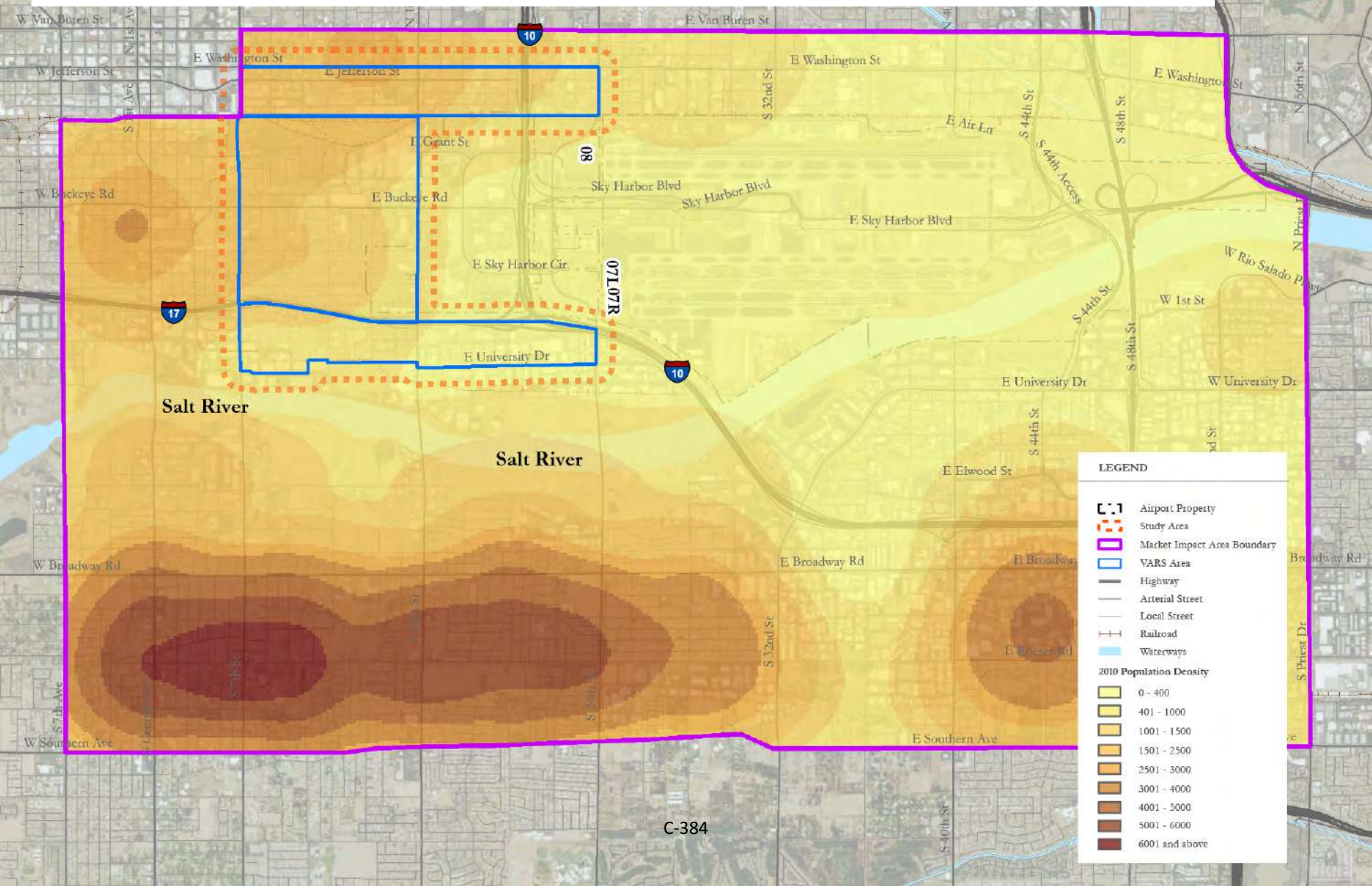
Market Study Area



Key Market Metrics—Employment Density



Key Market Metrics—Population Density



LEGEND

- Airport Property Study Area
- Market Impact Area Boundary
- VARS Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

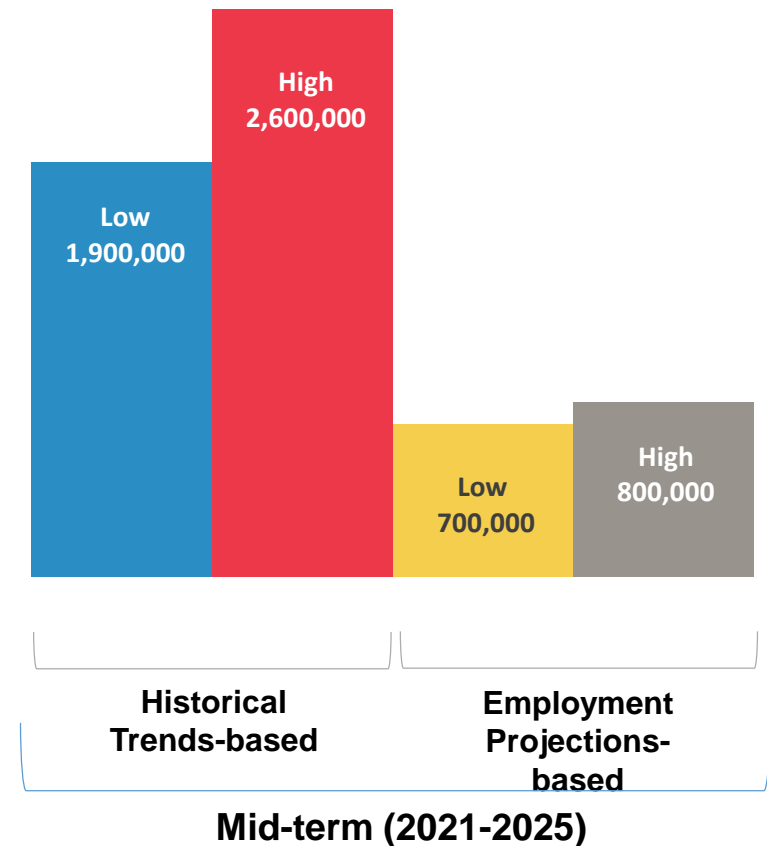
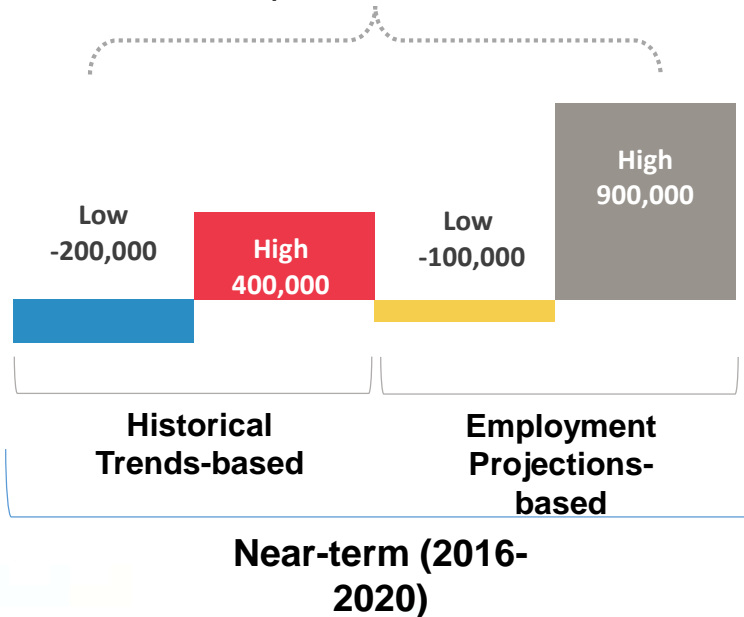
2010 Population Density

- 0 - 400
- 401 - 1000
- 1001 - 1500
- 1501 - 2500
- 2501 - 3000
- 3001 - 4000
- 4001 - 5000
- 5001 - 6000
- 6001 and above

Industrial

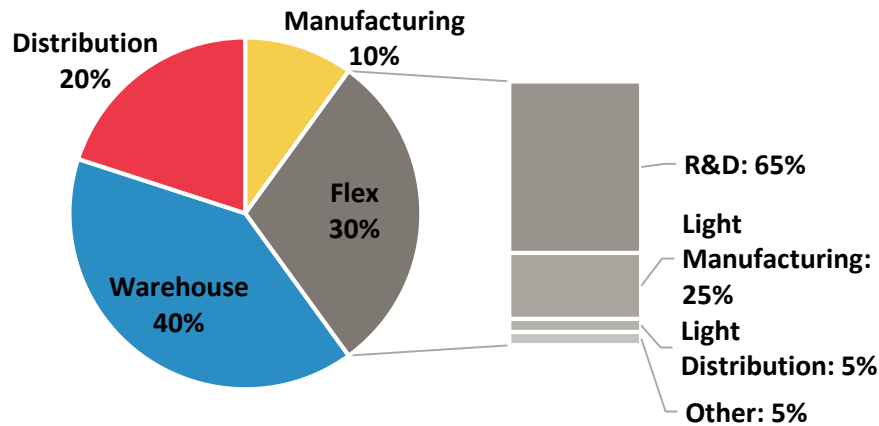
Projected Demand (in square feet)

Modified near-term demand due to approx. 2.3 MSF total of proposed, under construction or newly delivered industrial space in 2016.

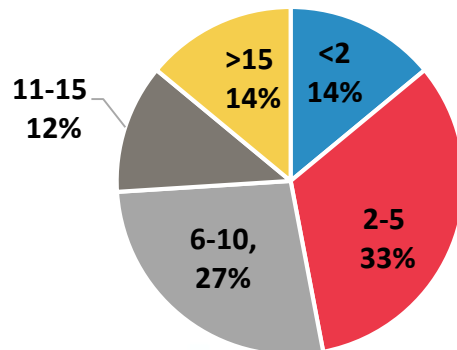


Industrial

Types of Industrial Space



Land Sizes (acres)



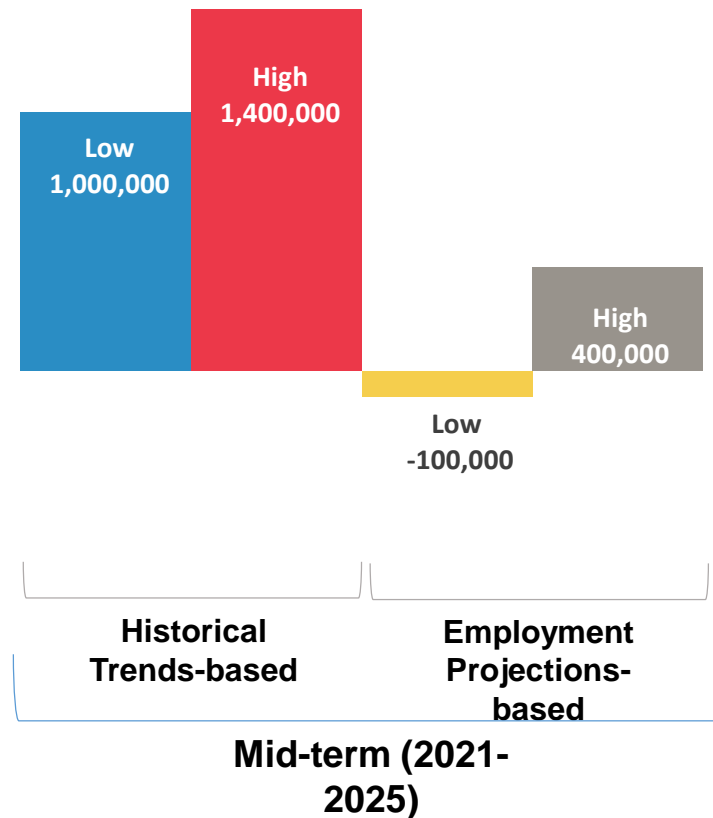
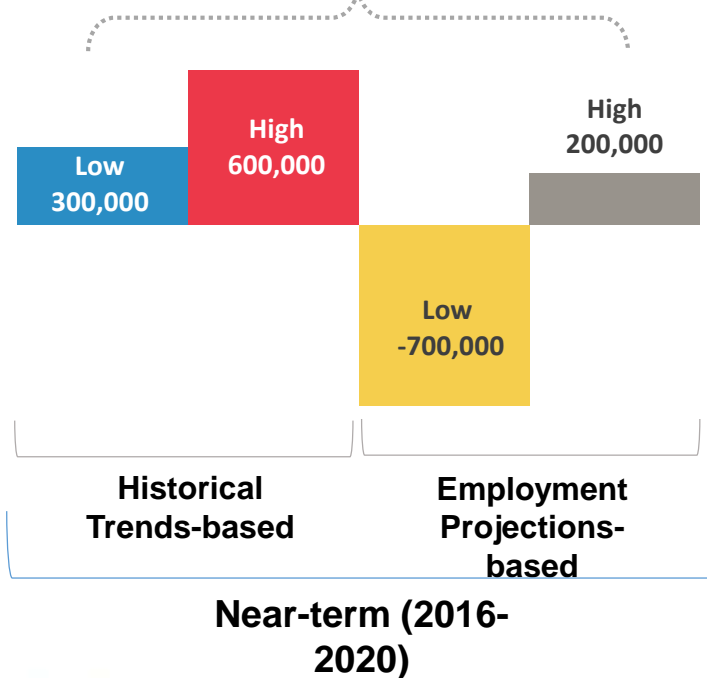
Industrial

- > Opportunities
 - > Proximity to:
 - > Transportation
 - > Downtown/Biomed campus
 - > Sky Harbor
 - > Compatible with airport noise levels/height restrictions
 - > R&D/light manufacturing for target growth industries
- > Constraints
 - > 2.3 MSF currently in development or proposed for market area—absorbs near-term demand
 - > Limited availability of desired parcel sizes
 - > Competitive land inventory in/nearby market area

Office

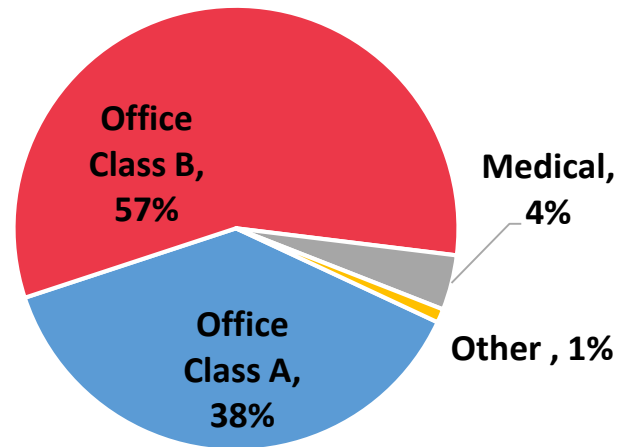
Projected Demand (in square feet)

Modified near-term demand due to approx. 750,000 SF total of proposed office space in 2016.

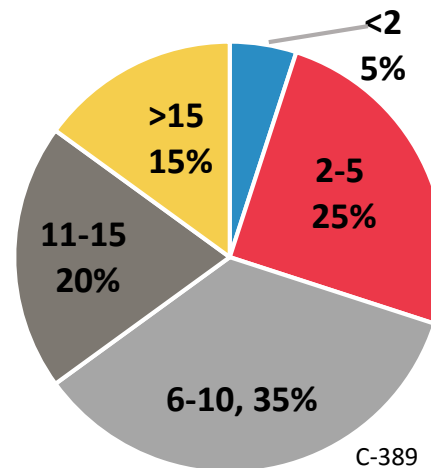


Office

Types of Office Space



Land Sizes (acres)



Office

- > Opportunities
 - > Proximity to:
 - > Light Rail
 - > Downtown/Warehouse District
 - > Sky Harbor
 - > Compatible with airport noise levels/height restrictions
 - > Potential to provide suburban-style format (large floor plates)
- > Constraints
 - > Approximately 750,000 SF currently proposed for market area – absorbs near-term demand
 - > Traditionally perceived as residential or transitional
 - > Other regional centers of gravity for office
 - > Limited availability of desired parcel sizes & amenities

Land Use Benchmarking

- > Research & Development Parks
 - > University affiliations
 - > Require parcel assembly/infrastructure
 - > Multi-tenant, leverage skilled labor force
- > Urban Agriculture/Restaurant Incubator
 - > Greenhouses/shipping containers
 - > Support local food movement
 - > Potential to reduce food desert
 - > Opportunity for food industry entrepreneurs
- > Artisan/Maker Space
 - > Potential adaptation/reuse of community/industrial space
 - > Generally non-profit/membership based – shared resources/equipment

Strategy Benchmarking

- > Informal Uses
 - > Pocket/dog parks
 - > Pop-up city: programmed events/temporary venues
 - > Opportunity to engage community
- > Vacant Lot Programs
 - > Land bank
 - > Parcel assembly
 - > Maintain to own

Next Steps



Community Engagement

- Known parcels of interest
- Land use preferences
- Strategy preferences



Market Analysis

- Potential land uses
- Preliminary market analysis
 - Retail
 - Hotel
- Demand allocation strategy
- Implementation models
- Retention/disposition strategy

Project Contact

Trina Harrison

Project Manager

Aviation Department, Planning & Environmental

602-273-3476

trina.harrison@phoenix.gov

<https://skyharbor.com/LandReuseStrategy>

PMC & Advisory Group Meeting #2 Materials

NOTE: This round of meetings was
conducted in a charrette format

Trina Harrison

Subject: PHX Land Reuse Strategy Workshop - PMC & Advisory Committees
Location: Calvin Goode Building, 10th Floor

Start: Mon 6/20/2016 1:00 PM
End: Mon 6/20/2016 4:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: Trina Harrison
Required Attendees: Trina Harrison; Jordan D Feld; Christina M Madsen; Andrea R. Sandoval; Richard Russell; Cindy Lizarraga; Heather J. Lissner; Joaquin AJ. Rios; Kara Batdorf; Courtney D. Carter; Alan Stephenson; Kevin Weight; Katherine Coles; Joshua Bednarek; Craig Mavis; Michelle Dodds; Robyn Sahid; Christine Mackay; Lynda L. Dodd; Ron Ramirez; Robin Anderson; Roberto Friez; Jesse Garcia; Aubrey Gonzalez; Chris Hallett; Laurene Montero; April Carroll; Julie Riemenschneider; Rosanne Albright; Mark Hartman; Dimitrios Laloudakis ; Nichelle N Zazueta-Bonow; Keon Montgomery; Richard Adkins; Michael Hotaling

Optional Attendees: Amanda Niemann; John Williams; Kelly Phelps; Pete Dimas; David Sperling; Mark Johnson; Angela Duncan; Barbara Schalmo

Thank you for your dedication to and continuing participation in the PHX Land Reuse Strategy project. Your expertise is invaluable to our project.

During our next meeting scheduled for June 20, Mark Johnson and Barbie Schalmo will provide updates regarding the Inventory and Market Analysis outcomes. This meeting will be focused on small group collaborative work sessions to work on ideas and concepts. Participants will move from station to station, with project team members available to facilitate idea generation and answer questions.

Additional information will be sent to you prior to the meeting for your review. We hope you accept this invite and join us for this combined meeting with the Project Management Committee (PMC) and the Advisory Group.

Conceptual Agenda:

- Welcome and introductions
- Current feedback/new information PMC and AC participants would like to share
- Highlights of Inventory Working Paper and Preliminary Market Analysis
- Questions / clarifications regarding Inventory and Market Analysis
- Small group work on specific concepts and ideas for land uses
- Participants working in groups of 5 or so at a table in a timed environment to capture thoughts, ideas and sketches related to a variety of topics: e.g., land uses and features that they envision, existing conditions that may be of concern to them, preservation of historical elements, etc.
- After a pre-defined time, individuals move to different tables, mixing up the people in their group, for another timed session.
- Consultant and Aviation staff circulating to answer questions, provide guidance and help stimulate thinking
- Output of the small group work to be tabulated after the meeting for sharing with all stakeholders

- Sharing of final thoughts and reflections on the small group work
- Next steps/expectations
- Adjournment

Trina Harrison

Subject: PHX Land Reuse Strategy - PMC & Advisory Stakeholder Workshop
Location: Calvin C. Goode Building, 251 W. Washington St., 10th Floor Conference Room

Start: Mon 6/20/2016 1:00 PM
End: Mon 6/20/2016 4:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: Trina Harrison
Required Attendees: Trina Harrison; greg urbanfarm; louisa stark; info@azhcc.com; Terry Benelli; Eva Olivas; Kerwin Brown; C.J. Hager; don; m lafferty; Goode.com; Garcia-Lewis, Angela; virgil j. berry; Andy Perez; Alexander Popovici; d krietor; dklocke; AFEDERHA; Michael Hotaling

Optional Attendees: C.J. Hager

Good afternoon PHX Land Reuse Strategy Advisory Stakeholders,

Thank you for your dedication to and continuing participation in the PHX Land Reuse Strategy project. Your expertise is invaluable to our project.

During our next meeting scheduled for June 20, Mark Johnson and Barbie Schalmo will provide updates regarding the Inventory and Market Analysis outcomes. This meeting will be focused on small group collaborative work sessions to work on ideas and concepts. Participants will move from station to station, with project team members available to facilitate idea generation and answer questions.

Additional information will be sent to you prior to the meeting for your review. We hope you accept this invite and join us for this combined meeting with the Project Management Committee (PMC) and the Advisory Group.

Conceptual Agenda:

- Welcome and introductions
- Current feedback/new information PMC and AC participants would like to share
- Highlights of Inventory Working Paper and Preliminary Market Analysis
- Questions / clarifications regarding Inventory and Market Analysis
- Small group work on specific concepts and ideas for land uses
- Participants working in groups of 5 or so at a table in a timed environment to capture thoughts, ideas and sketches related to a variety of topics: e.g., land uses and features that they envision, existing conditions that may be of concern to them, preservation of historical elements, etc.
- After a pre-defined time, individuals move to different tables, mixing up the people in their group, for another timed session.

- Consultant and Aviation staff circulating to answer questions, provide guidance and help stimulate thinking
- Output of the small group work to be tabulated after the meeting for sharing with all stakeholders
- Sharing of final thoughts and reflections on the small group work
- Next steps/expectations
- Adjournment

**NOTICE OF PUBLIC EVENT
PHX Sky Harbor International Airport
Land Reuse Strategy
PMC and Advisory Group Meeting**

THE PHOENIX SKY HARBOR INTERNATIONAL AIRPORT LAND REUSE STRATEGY PMC AND ADVISORY GROUP will be holding a joint meeting on **June 20, 2016 at 1:00 p.m.** Location: **Calvin C. Goode Municipal Building, 251 W. Washington Street, Phoenix, AZ 85003.**

The **PHX LAND REUSE STRATEGY PMC AND ADVISORY GROUP** will be present to review information related to the PHX Land Reuse Strategy project. This event is open to the public.

For further information, please call Trina Harrison, Project Manager, Aviation Department at 602-273-3476.

For reasonable accommodations call Voice/7-1-1 or TTY/602-534-1557 as early as possible to coordinate needed arrangements.

May 18, 2016

Submitted 6/7/16

SIGN-IN SHEET - PLEASE PRINT

Name	Organization
Aubrey Gonzalez	COP-NSD
Richard Russell	COP AVIATION B+P
Dimitris Lalomas	COP - City Mgmt
JEANNETTE Arthur	Finance AP
Kerwin Brown	Black Chamber AZ
Dan Kemp	DTDC
Dan Kretzer	DPI
Katherine Lisner	AVN-PR
Andrew Sandwell	COP
Craig Mavis	COP - Planning
Lori Collins	COP - Econ Dev
Katherine Coles	COP - PDD
Courtney Carter	COP - DB
Kara Baldof	COP - DB
Chris Madson	COP - Auction
CALVIN GOODE	East-Rock Park Assoc

SIGN-IN SHEET - PLEASE PRINT

Name	Organization
SO	
Rosanne Allright	COP
EVA Olivas	PRC
Amy Federber	
Cindy Lizarraga	COP
Nichelle Zazueta-Bonow	COP
JACKIE BERRY	Berry Ralk
CJ HAGER	Vitalyst Health
Amanda Niemann	
David Sperling	
Michael Hotaling	
Jordan Feld	
Trina Harrison	
Michael Johnson	
Peggy Neely	
John Williams	
Mark Johnson	
Pete Dimas	Barbie Schalm
Lisa Urias	



**Phoenix Sky Harbor International Airport
Land Reuse Strategy Stakeholder Meetings
June 20, 21 & 22, 2016**

Table of Contents

Overview	3
Presentation.....	4
Inventory.....	4
Market Analysis	5
Small Group Discussions	7
Closing.....	10
Appendix A – Small Group Discussion Flip-chart Notes	11
Appendix B – Transparency Map Overlays	54

Overview

Phoenix Sky Harbor International Airport acquired noise-impacted land as part of the Voluntary Acquisition and Relocation Services (VARS) Program and its airport land use compatibility efforts over a ten-year period. In accordance with FAA guidance, and with a FAA provided grant for such projects, the Airport and the City are conducting a land reuse strategy for the area in which those noise-impacted properties were acquired. The project area of focus includes approximately 750 previously acquired parcels west of the Airport within the City of Phoenix.

The goal of the Airport and the Land Reuse Strategy process is to promote redevelopment of the acquired parcels in a compatible way with the closely located Airport, which will be economically beneficial to those properties as well as the surrounding community. To ensure that community member and resident input was accounted for, an extensive [Community Engagement Plan](#) was developed with Stakeholder meetings being a vital component. Project Stakeholders have been identified as part of four key groups:

- Project Management Committee (PMC) - made up of City of Phoenix staff
- Advisory Group - made up of neighborhood advocates and local organizations
- Roundtable Groups (3) – One group each for the North, Central, and South project areas consisting of neighborhood advocates and local business
- Community - residents and all other interested parties

Three rounds of Stakeholder meetings were scheduled to take place as part of the Land Reuse Strategy process at community locations convenient to the Stakeholder group represented. This report summarizes the second round of Stakeholder committee meetings.

The second round of meetings were held at the following locations:

Meeting	Date	Time	Location	Attendees
PMC/Advisory Group	Monday, June 20, 2016	1:00 PM – 4:00 PM	Calvin C. Goode Building (Downtown Phoenix)	23 attendees
North Area Roundtable	Monday, June 20, 2016	6:00 PM – 9:00 PM	Eastlake Park Community Center	10 attendees
Central Area Roundtable	Tuesday, June 21, 2016	6:00 PM – 9:00 PM	Wesley Community Center	17 attendees
South Area Roundtable	Wednesday, June 22, 2016	6:00 PM – 9:00 PM	Broadway Heritage Neighborhood Resource Center	4 attendees

The meetings consisted of three main elements:

1. A **presentation** providing the status of the Land Reuse Strategy process as well as updates and outcomes from the Market Analysis, Inventory findings, and the Benchmarking report.
2. **Small group facilitated discussion** to obtain input and ideas from committee members regarding development and possible land uses of airport owned properties, concerns about the current state of the neighborhoods, and thoughts on the area’s cultural and historical importance.

3. An **Overview Session** to share the key points from each discussion group and to allow for follow-up questions for the project team about the project.

Presentation

Michael Hotaling, C&S Companies (Consultant Rep. Hotaling) began the meeting by welcoming attendees. He explained that the meeting would begin with a presentation by the project team and then meeting attendees would break up into small discussion groups after. *Consultant Rep. Hotaling* went on to explain the four key parts of the study which are Community Engagement, Inventory, Market Analysis, and ultimately developing a Strategy from the information gathered.

Meeting attendees were provided three documents prior to the meeting for review - the Inventory Working Paper, Benchmarking Paper, and the Market Analysis. *Consultant Rep. Hotaling* gave an overview of the project benchmarking stating that five other airports were looked at to compare what they have done in their development programs. Many of the airports conducted voluntary acquisition programs resulting in a patchwork of parcels left to work with in development, very similar to what the PHX Land Reuse Strategy is now working with. The plans involved varying levels of community engagement, with the City of Phoenix implementing a very extensive community outreach effort. *Consultant Rep. Hotaling* explained that while the focus of this project is only on the VARS acquired parcels, the goal is to ensure they are developed in a way beneficial to all of the surrounding community as well.

Inventory

Mark Johnson, Ricondo & Associates (Consultant Rep. Johnson) gave an overview of the Inventory process. He began by explaining that when talking about land use change, the main goal is promoting redevelopment of city-owned, noise-impacted properties, with the objective of getting that land back into use. Land use change is supported by three initiatives which include, an understanding of the existing environment, the involvement of the stakeholders, and what the market is able to support. These three initiatives will be tied together with various management strategies, developed from the results of the Land Reuse Strategy process.

Consultant Rep. Johnson stated that the management strategies break down into two broad categories - supporting redevelopment through regulation and through incentives. He went on to talk about some of the attributes of the area. One of the biggest advantages of the study area is the access to transportation which is extremely beneficial to commercial and industrial development. However, the existing water and sewer systems are not as good and pose limitations to some planning. Existing zoning of the area is mostly industrial, with the project having the potential to have some need for rezoning in certain areas. Overlay zones could be proposed to incentivize certain types of development. The area directly off the centerlines of the three airport runways are subject to many constraints such as height limitations and noise overlay zoning preventing certain types of development.

Consultant Rep. Johnson talked about the environmental overview and stated that there were no significant issues in the project area. He acknowledged the Motorola pollution plume in parts of the North project area, but stated that the Central area provided no specific challenges. He added there were a few properties that need attention for environmental issues but this was only a site-by-site issue and not pertaining to the whole project area.

Market Analysis

Barbie Schalmo, C&S Companies (Consultant Rep. Schalmo) presented her findings on the Market Analysis portion of the project. She stated that they had found that there was limited short-term demand, referring to demand in the first five years, for different land uses. There is more identified demand in the mid-term, years 2021-2025.

Consultant Rep. Schalmo explained that they started with an identification of land uses by looking at the inventory, conducting stakeholder interviews, holding a variety of different stakeholder meetings, and collecting ideas about what types of land uses should be considered. Those were then grouped into General Land Use categories in conjunction with zoning, and available market data. They settled on commercial uses of mixed use format, industrial and flex space, and hotels. She noted that for flex space, 50% or more must be used for office purposes. *Consultant Rep. Schalmo* went on to explain that for each of the uses analyzed, they used a two-prong methodology. First, for each use they looked at historical trends of actual development. Second, they looked at projection of employment, population, as well as passenger growth at PHX Sky Harbor over the next ten years.

Consultant Rep. Schalmo stated that some of the takeaways they had gathered so far regarding program success included ensuring flexibility in the plan and being able to accommodate changes over time. Historical and cultural considerations are also of the utmost importance. They also heard stakeholder input on potential strategies and possible ways to implement the plan. Strategies suggested included implementing overlay zoning, leveraging all the different modes of transportation available throughout the project area, and to acquire underused residential properties for use from residents who wish to move.

Consultant Rep. Schalmo went on to talk about the market findings of the project area. In regards to industrial demand, historical trends as well as employment based projections are used to forecast demand. She stated that they use the Maricopa Association of Governments data to look at how employment grows for industrial and office uses. In the near-term, there is actually negative demand for industrial space because of the amount of industrial space already underway or having already been delivered for 2016. In the second five years, there is a greater potential for demand for industrial space.

Consultant Rep. Schalmo explained that they had looked at the types of industrial space from the existing inventory. Data showed that 70% of the market is general industrial and manufacturing, where 30% of the market is flex space. There are a number of opportunities and constraints for industrial development in this market area. One of the constraints is the amount of industrial space already underway, resulting in future development needs being put on hold. Another constraint is the limited number of available parcels that are large enough to carry out industrial development on as the acquired parcels are, on average, much smaller than that required to accommodate an industrial use.

For office space, there is 750,000 square feet proposed in the near term. In the mid-term, while Maricopa Association of Governments does not actually suggest a higher demand for office use in the area, historical demands show an increase that could be expected for the area. This historical demand also shows development patterns of existing office space being more than half as class B, which is a more approachable price point for development. There are many opportunities for office space including the proximity to downtown, the warehouse district and Sky Harbor. Constraints include the

area not being perceived as a desired market for office use. There are also other regional centers of gravity for office space such as Tempe and downtown Phoenix.

Consultant Rep. Schalmo stated that in regards to retail, the data showed a modest demand for retail overall. The market analysis revealed that the types of retail in the project area include 30% in a shopping center format and 70% as standalone businesses. Looking at land sizes shows that nearly half are on parcels that are up to one acre in size, indicating that this market is more of a drive through, as opposed to a drive to market.

In regards to hotels, there is no demand in the near-term for any hotels as there are already rooms under development in the three-mile, market analysis radius. Opportunities for the area include a growth in airport passenger projections over the next 10 years, which could increase the demand for hotels in the area. Constraints include perception of the area and the proximity of other hotels in areas nearby.

Consultant Rep. Schalmo explained that mixed use development is one way the FAA has said it may be possible for residential to return to certain areas. When looking at the three-mile market analysis radius, it was discovered that 25% of residential units were considered mixed use. She stated that they then looked at current development and saw that 85% of units being developed already in 2016 are considered mixed use. This type of development is already allowed in the northwest portion of the planning area, however, throughout this planning process, it is important to take into consideration any deed restrictions, or other policies which may hinder the strategies being implemented.

The VARS acquired parcels make up approximately 15% of the total inventory in the area. Throughout the inventory process, it was found that the average office space (five acres) is 33 times the size of average VARS acquired parcel (.15 acres). This will result in challenges in trying to accommodate the desired demand of the study area. In looking at market demand for the whole area, they looked at what it would take to capture 25% of that demand within the VARS acquired parcels. The results showed that it would take approximately 20 acres in the near term, and approximately 50 acres of land in the mid-term. There are approximately 115 acres total of acquired parcels so that leaves 45 acres leftover from what would be required to capture the 25% of the market demand, where there is no market demand that has been identified through this planning process.

The analysis looked at land use benchmarking which included uses such as research and development parks, urban agriculture, and artisan and maker spaces. *Consultant Rep. Schalmo* commented that all of these uses have to do with creation and resourcefulness which pays homage to the history of the area. Cities like Detroit have employed vacant lot programs where they have a patchwork of properties to work with, and while these areas are not located around an airport, insight can be gained from their strategies.

Consultant Rep. Hotaling brought the presentation portion of the meeting to a close and asked if there were any questions. Questions and comments during the four meetings included:

Question (PMC/Advisory Group): How will you go about assembling the parcels if that is what is decided?

Answer: *Consultant Rep. Hotaling* replied that these sessions are designed to identify ideas for assembling the parcels. No pre-conceived notions exist for this. *Consultant Rep. Feld* added that if the planning process

recommends that Aviation acquire additional property, that initiative would be completely voluntary and any transaction (purchase or land swap) would be at fair market value.

Question (North): What is the weight given to each committee's opinions/ideas throughout the process?

Answer: *Consultant Rep. Hotaling* replied that there would be no weighting of one group above another and the purpose of the different committees was to gain a broad perspective from many different groups within the area.

Question (North): Did the Motorola plume area move into the Central project area at all or does it still only effect the North area?

Answer: *Consultant Rep. Johnson* replied that the location of the Motorola plume is based upon a review of existing available documentation and there is no information to indicate it has effected other areas.

Question (South): Who actually owns the parcels?

Answer: *Consultant Rep. Schalmo* replied that the Airport acquired the parcels and the Airport is an entity of the City, so essentially, the City of Phoenix owns the parcels.

Question (South): Is eminent domain being considered during the project?

Answer: *Consultant Rep. Hotaling* responded that eminent domain would not be used throughout the process.

Before the Central Roundtable meeting began, a community member of the Roundtable asked to give a brief presentation to the group. This presentation detailed a petition for the acquired land west of the Airport to be named the "Father Albert Braun, Veterans Memorial & Historic District: Placita de Veteranos Y Artistas." The purpose of the name would be to honor the legacy left by Father Albert Braun who was responsible for developing the Sacred Heart Parish, multiple historic Barrios, as well as being a decorated war hero. The historic designation would aim to allow for urban revitalization while focusing on embracing the history and culture of the area.

Meeting attendees broke into smaller discussion groups for the small group portion of the meeting.

Small Group Discussions

Meeting attendees divided themselves up among four different tables, each table facilitated by a member of the project team. Each table had a specified topic to discuss and were supplied with flip charts, as well as large-scale maps with a plastic overlay for attendees to draw and write notes and ideas on. The topics for the tables were History Happened Here, Immediate Actions, Blending of Land Uses, and Vision.

Main points made throughout all three rounds of meetings are highlighted below. A full list of notes taken during the meetings can be found in Appendix A of this document.

History Happened Here

The committees had many suggestions for utilizing technology to create interactive storytelling for the public. Some of these ideas included:

- Combine technology, photos and QR codes – looped movie "Cesar's Last Fast"

- People who grew up there need to tell this story. A Documentary film of area. Tours held now.
- Reinvent PHX – has map highlighting “Firsts” – Civil Rights marches, etc. Maybe place along Light Rail stations with “app” or QR codes
- Hire local artists, historians to help on all new development. Collaborate with kids, local artists on murals to tell stories of area with an app to provide details.

There were also many historical events that were pointed out that they would like to have remembered:

- Preserve history of Cotton/Railways/Litchfield/Goodyear Agriculture.
- Lennée Eller, Airport Curator has stories that have been archived
- Veterans – Father Braun Post 41
- Sylvestre Herrera, Congressional Medal of Honor – Incorporate this into the documented history of the area
- The Salt River – Remembering floods – Rio Salado
- Clothing City – Find photos to showcase history – Get work clothes here
- Create Jazz Concerts in tribute to Jazz greats who stayed in Swindall Tourist Inn (Dizzy Gallespie, Charles Parker, etc.) that highlights the history and music.
- “Campito Community Garden” named for historic farmers in area

A recurring theme throughout the meetings was the desire to see the neighborhood regions branded in some way, whether that’s through naming, signage, or even apps that give people the opportunity to remember and/or learn about the history and heritage of the area. One of the main areas talked about for developing was the region along Buckeye Road from 7th Street to 16th Street. This area could be “bookended” by two historic markers: Sacred Heart Church on the east and Santa Rita Hall on the west. Many iconic businesses, arts groups and community centers reside within this area which could be highlighted as part of the newly branded region. There was also an interest in highlighting the “multicultural” aspect of the three regions, including preserving the stories of the way African American, Latino, Asian and Non-Hispanic White groups all worked together to build robust communities that made a significant impact in the city and state. Additional ideas for branding include:

- Special Events “Live” Storytelling at Herrera/Carver Schools for plays and other events
- Can we “brand” smaller neighborhoods with special highlight of churches, shops, etc.?
- Sacred Heart Redevelopment building, Santa Rita Hall
- Honor Father Albert Braun by naming the land west of the airport, specifically, bound by the historic Sacred Heart Parish and South Phoenix Barrios within its boundary, the “Father Albert Braun Veterans Memorial & Historic District: Placita de Veteranos Y Artistas”
- Other Potential Brands: Nuestro Barrio, Campito – Green Valley, Barrios Unidos
- CPLC should be a catalyst to help develop this area
- North Area – New housing that allows for socio-economic groups that have historically lived in the area to stay in the area. Also include churches, places to eat, retail, light rail
- XICO –others create wall murals in areas to highlight history, people
- Traveling Exhibit – show the richness of the history in the area
- Create a Pilgrimage through faith (like Boston) in Phoenix
- Have percentage of deed restriction go to historic/cultural storytelling or museums.
- Churches – tours of architecture and music

- Riverside-Calderon Ballrooms, create museum with history in photos
- CPLC – Rehab Montoya house for museum purposes and fieldtrips that would draw people to the area
- Create Community Gardens with commemorative names of families and history
- Create museum at Sky Harbor commemorating history of area (like Seattle)

Blending of Uses

A major component of the Land Reuse Strategy is to ensure that the final plan is compatible with current occupants of the area. Suggestions given for how to blend the old and the proposed new were strongly focused on maintaining the rights of those already existing businesses and residents. Suggestions and concerns included:

- Land swap option that would allow residential to be put together. Create incentives for residents to relocate.
- Create walkable urban/mixed uses in North near light rail
- South of freeway – continue to develop industrial uses
- Incorporate urban farming and parks to the area
- Central Area – Remove housing and utilize as Industrial/Flex space
- Project area would be a prime location for the Black Chamber of Commerce
- There are concerns that high rises are taking over North and pushing out residents. Need affordable housing options from 7th-16th Streets.
- Compatible uses, greenbelts, meandering walkways that would support walkability and change open space
- Buckeye Road has (old) plans for expansion and sidewalks. Are those incorporated?
- City development must be compatible with near term uses. Can City hold off projects?
- Look at developing industrial park from 7th to 10th, north of Buckeye. Great location to create a Bio Center Corridor – would create jobs for 12,000-14,000 employees.
- Encourage high tech manufacturing close to the airport who have transportation sensitive needs. Look at Airport as the transportation hub.
- Would like to see more retail, food, grocery throughout the area
- Possibly relocate businesses from the North Area to Southern Area
- Develop family shelters for homeless in Northern Area
- No more development of industrial uses in the Central area. Instead, work on uniting the community.
- Develop Office and Entertainment uses along Jackson and create “The Jackson District”
- Make sure there are Pedestrian Accessible Dining Options

Vision

Immediate Actions

- Pressing Concerns
 - Vacant lots – illegal dumping, social environment of neighborhood
 - No incentive for investment

- Uncertainty
- Affordable housing
- Timing
- City contractors driving through lots – creates dust
- City utility concerns with lack of recent use
- Introduce affordable implementation to mitigate concerns with the community
- Take advantage of parks, services, urban farming, community involvement
- Conduct block by block consultation with residents with compatible neighboring uses to gather more information on that location
- Give attention to streets, code enforcement, graffiti, major streetscape to improve aesthetics
- Provide education to residents on reporting dumping and other illegal activity
- Assist neighborhoods in establishing new neighborhood groups
- Develop interim community garden/urban farming while long-term plan is being developed
- Tree salvage/storage; install landscaping/shade structures; add trees back in
- Work on reducing regulatory barriers for temporary uses
- Develop lands adjacent to schools/parks
- New/better parking development
 - Regarding warehouses – there is not enough available parking to get permits to redevelop the area
- Better policing and security needed around abandoned buildings
- Provide incentives to create businesses and continue to encourage community engagement

Closing

Following the small group discussions, participants could reconvene to contribute any last comments or questions they had. After the closing session, *Consultant Rep. Hotaling* reminded everyone that the Community Meetings would be taking place in July and would be the same format as this round of meetings. He thanked everyone for their participation and the meeting ended.

Appendix A

Small Group Discussion Flip-Chart Notes

Blending Land Uses – PMC/Advisory Group Meeting

– land swap to put
residential together

– Better use of Ann Oth School

– Campito – PUD (light Industrial)

Blending Uses

6-20-16
6:00pm
Group 1

- 1) Affordable Housing being included in Res. buildings High Rise. Elderly being put on lower Area - Attainable Housing
- 2) Northern Area high Rise Mult. Family
- 3) Single Family Housing in Northern Area
- 4) Central Area - Remove Housing Industrial / Flex
- 5 Skill Center 12th / Buckeye w Gateway. Business Start up. Starting in Jan. 17
6. Food Desert / Grocery store would like a
- 7 Tempe Market Place Movie, Target Penney's ect.
8. Single Family Residents 16th to 14th st
9. Light Industrial Distribution Centers Along River bottom
- 10) Relocate businesses in North Area to Southern Area
- 11) Family Shelters For Homeless like U-Mom in Northern Area

Blending Uses

6-20-16 6:00pm

Group 2

- 1) Park / Soccer in the Central Area
- 2) Don't want Industrial in Central Area
Wants to unite the community.
- 3) Office, Entertainment Along Jackson
The Jackson District
- 4) Residential Single Family - ^{→ mixed use} in the Northern Area
- 5) 1st Kick off with Flex at 7th North of Buckeye
South of Railway

BLENDING OF USES
6/20/16

- ZONING ISSUES
- LEAVE EXISTING RESIDENTIAL ZONING SOUTH OF BUCKEYE IN CENTRAL PROJECT AREA
- MAINTAIN OTHER THAN RESIDENTIAL ON PERIPHERY (MAIN STREETS)
- KEEP SETBACKS CONSISTENT BY STREET
- PREFER SINGLE FAMILY, MAINTAIN DENSITY
- MASTER PLAN FOR AREA
- EXPAND WESLEY CENTER
 - INCLUDE PHARMACY (NON-NARCOTIC)
 - ~~GO~~ NEIGHBORHOOD CONNECTIVITY
 - WALKING / BIKE PATHS
- RAILYARD IS BOTH OPPORTUNITY & CONSTRAINT
- RESIDENTIAL WILL PROVIDE FOR RETAIL
- EXISTING RESIDENTS BE ALLOWED W NEW MASTERPLAN TO EXCHANGE EXISTING HOME FOR NEW W NO INCREASE COST.

BLENDING OF USES
6/21/16

- PERCENT (\$) FOR CULTURAL RECOGNITION
- ACKNOWLEDGEMENT BY DEVELOPERS OF CULTURAL SIGNIFICANCE
- COMMUNITY GARDENS
- ACQUIRE PARCELS FOR AGREEMENT TO MAINTAIN
- ~~CONVINCE~~ FAA
- CONFIRM ^ PGL RE: "SMALL NOT PROPOSE RESIDENTIAL"
- DOES CHANGING NOISE CONTOUR = OPPORTUNITY FOR RESIDENTIAL
- EXPLORE OPPORTUNITIES FOR YOUNG FAMILIES TO LIVE IN AREA TO SUPPORT JOBS DOWNTOWN (~~SMALL FAMILY~~)
 - ATTAINABLE HOUSING
 - WORK/LIVE/PLAY OPPORTUNITIES @ ALL INCOME LEVELS
- CREATE UNIQUE VILLAGE FOR THE PLANNING AREA TO INCLUDE NORTH, CENTRAL, & SOUTH

- LEVERAGE NEEDS OF AIRPORT TRAVELERS
FOR CONVENIENCE ITEMS
- PHARMACY / DRUG STORE / CLINIC
- PEDESTRIAN ACCESSIBLE DINING OPTIONS
- SENIOR LIVING OPPORTUNITIES
IN CENTRAL AREA SOUTH OF
BUCKEYE
- PEDESTRIAN CONNECTIVITY IN PLANNING AREA
- LARGE SCALE COMMUNITY CENTER
(BOYS & GIRLS CLUB, HERRERA)
- EXISTING RESIDENTS DESIRE MORE
RESIDENTIAL
- BALANCE OF RESIDENTIAL W/ COMMERCIAL / INDUSTRIAL
- AFFORDABLE HOUSING OPPORTUNITIES
- ATTAINABLE HOUSING OPPORTUNITIES
- PERCENTAGE (\$) FOR CULTURAL RECOGNITION
- GROCERY STORE
- FOOD PANTRY / NEIGHBORHOOD MARKET
- AUTO PARTS STORE

BLENDING OF USES
6/21/16

BLENDING OF USES
6/21/16

- PEDESTRIAN OVERPASS TO ACCESS LIGHT RAIL @ 12th ST.
- ENHANCED PARK & AMENITIES
- MORE SHADE
- BIKE/PEDESTRIAN CONNECTIVITY
- TRANSITIONAL PLANNING AS AREA CHANGES OVER TIME
- SENIOR LIVING OPPORTUNITIES
- OPPORTUNITIES FOR EXISTING RESIDENTS TO ACQUIRE NEIGHBORING PARCELS
- MASTER PLAN AREA SOUTH OF BUCKEYE FOR TRANSITION FROM RESIDENTIAL TO COMMERCIAL/INDUSTRIAL TO LEVERAGE AIRPORT & DOWNTOWN

- Create Spaces for
interactive storytelling -
Combine technology - photos
on QR Codes - looped movie
"Cesar's Last Fast"
- Tourist destinations
 - Identify CPLC and Xico
 - Preserve history of Cotton/Railways
Litchfield / Goodyear Ag.
 - Special Events "Live" Storytelling
Herrera / Carver Schools
for plays - other events

Historic / Cultural Resources

Santa Rita Hall

- Cesar Chavez site
- Sacred Heart Church · Dolores Huerta

#37 SW Cotton Company. Owned by
ASU - Fine Arts 7th St / Grant
Studio

- want to work w/ us on
historic placemaking
- Nextdoor - HiTech School / incubator
growing 200-300 people
Calvinize - school-co-work place
- Putting up signage - possibilities
w/ history

~~15.7~~
Lanne Eller, Airport Curator has
stories that have been
archived.

Keep this "up front" - not left
behind

- Carver Museum
- Tanner Chapel
- Eastlake Park
- African Americans - homes built from
69 bill -
Don't lose track of historical
references.
- Black Chamber - could it locate
there
Can we "brand" smaller
neighborhoods w/ special
highlight of churches, shops, etc.
- Sacred Heart Redevelopment
Santa Rita Hall ^{building}

Historical / Cultural Uses

- We need to know what's there -
background of area
i.e. St. Mary's / Immaculate
- Hispanic Heart
- Farming Areas near Railroads
- Veterans - Father Braun
- ^{Post 41} Sacred Heart Parish - 50's
- Golden Gate - dislocation
- People working to bring resources to the area - schools, h
- 12th & Madison

Other potential brands

- Nuestro Barrio -
- Campito - Green Vally
- Barrios Unidos
- CPLC should be a catalyst to help develop this area.

- People who grew up there need to tell this story.

Documentary film of area
We do tours now.

- Map w/ walking tour. Eastlake has it
Need to promote this more -
technology "tour" - promote on
City Site - App / Self-guided tour
pamphlets w/ technology

- Signage to brand the neighborhoods

- Place markers - encouraged to
explore areas /

- CPCC - Santa Rita House - Sacred Heart
Herrera School -

History - Cultural Markers

#33 Dr. Hackett - 1927 built

- tell this history

- the old negro hospital -
tuberculosis treatment

13th & Jefferson -

#33
Aldridge
(daughter)
House

- Chinese Markets - 19th St.

- Migration for rail roads

- Silvestre Herrera - Congressional Medal
of Honor

- Swinda Turn House - Dizzy Gillespie
other Jazz artists - stayed here.

- Immaculate Heart Church

- Not enough history is told...

Historic
NORTH AREA

African American - affordable housing

- Churches
- places to eat
- retail
- light rail

- Reinvent Phx - has map - highlighting
"1st's" Civil Rights marches, etc.

Maybe along Light Rail stations

"App" QR Codes

- Finding ways to pay homage of what's
happened before

South Central

Barrios Unidos Park

Sky Harbor has some

Have people who know the area -
who lived there - help tell the story /
history

ASU - phd students - Documentary

- Xico - others - create wall
murals in areas to highlight
history - people

- Church - museum - history
documentation / Photos -

- Traveling Exhibit - show the richness
of the history

- Use airport gallery space

History / Culture

San Juan Baptist Church

The Salt River - remembering
floods · Rio Salado

Skiff School / Wilson School
Interim Uses

2410 S. 18th Place - chain linked

fence put up. Interested in purchasing
lot next door to their lot

Bike trails to River - lighted paths
Walking

Create business opportunity
to sell vacant lots

Mexican-American families
Church

Food City - Boys w/ ties loading
cars -

Clothing City - Find photos to
showcase history - Get work -
Clothes here

Law Enforcement as part of
community - "dancing at Riverside
Ballroom!"

HISTORY

Roundtable 6/20/16

Bring groups together to
create celebrations related to
history -

Create jazz concerts in tribute to
Jazz greats who stayed

In Swindall Townst Inn
(Dizzy Gillespie, etc.)

Martin Luther King Circle

Eastlake Park Oldest Park

Grant Street -

Calderón & Riverside music hall ^{Latin} ballroom

Santa Rita Hall - Cesar's Last Fast

6/20
Ramon Tambe

Historic Cultural Assets

Churches - Pilgrimage thru faith
(Like Boston) in Phx.

Hispanic - architecture

African American - churches
music -

Calvin Goode home / Ragsdale home

Flag Markers designating

like 1st Institutional

1st Hispanic Baptist church

Eastlake Park Faith District

History
AZ Civil Rights Memorial

DEWITT TABLE
6/20

Historic / Cultural

Round TABLE
6/20/16

Warehouse District - Wash. / Jackson
overlay here

- Adaptive reuse - destination history

Create restaurants / nightclubs
Carnivals - Create "spaces"

Open access below 7th Street
for pedestrian

Like Tempe by Macayos - Intermix
historic sites w/ development

Promenade areas - open spaces
family friendly

Wash. HISTORY

Round TABLE 6/20/16

- Mrs. White's Golden Rule Cafe

- Branding for destination attraction
to include history, stores, restaurants

i.e. "Jackson Warehouse Row"

McConnell Studio 9th St. Washington

Shaw School - Trolley Cars - ~~20th~~^{13th} Wash.

Light Rail "Markers" of historic
figures, etc.

Ragsdale Mortuary

Immaculate Heart Church / School

Aztec Plaza
Railroad "Sound"

History | Culture

- Master Plan include bike/walking paths, small parks w/ lighting w/ historic markers throughout - small mural walls to tell the story
- Herrera Kids (school) use a power | for planning -
- Rail station - Park n Ride w/ historic markers - app -
- 1401 S. Yuma
Moreno House
preservation

History / Culture

Deed restriction have % age
go to historic / cultural
storytelling or museums. Lobbies
on all new development

Create Outdoor museum

Food City - The first - 16th St.
Sign

↳ Hire local artists, historians to help.

Collaborate w/ kids, local artists
on murals to tell stories of area
w/ APP - to provide detail.

History/Culture

Jones-Montoya house - CPLC

- restore it - provide museum, historic preservation
- Asian, African American, Latino history ^{needs} to be brought out
- Plaques that tell the story (Sedona) We have documentation it needs to have a broader reach.
- Cesar Chavez - Santa Rita house "Last Fast"

History / Culture

- Mt. Zion
- Churches - tours of architecture
music

History / Culture

Add Carolina's Restaurant

- Need lighting 'Abril Valenzuela
- Renovate the building for preservation
- Create Parks w/ splash pads
 - gathering places that have historic markers & QR codes to tell the stories of area.
- Sacred Heart as a church
Revitalize
- Riverside - Calderón Ballrooms
Create museum - history photos
a/v

History / Culture

A/V presentations
to transport back to history

History / Culture

Museum - w/ technology, photos,
etc.

CPLC - Rehab ~~Morera~~ house
Montoya
for museum purposes
field trips, - draw people there

Funding Sources

Community Gardens w/ Commemorative
names of families & history

Create pop up food enterprises

Sacred Heart Church

- Use for charitable services

History / Culture

Create separate "branded"
spaces / areas

Churches - Sacred Heart

↳ museum - Fr. Braun

Father Braun Park or Veterans
Memorial Park

History / Culture

"Campito community garden"
named for historic farmers
in area

Farmers Markets - Restaurants
Using local foods.

Any area not developed - use
for community garden if
Neighbors / schools agree to cultivate
Skill centers
Recycling plant provides mulch -
City water

History / Culture

Deed restriction on historic sites - % age goes to preservation or historic "recognition."

- Create APPS and / or historic markers
- Museum at Sky Harbor
Commemorating history of area (Seattle)
- Veterans & Plaques —

Group 1

IMMEDIATE ACTIONS

Pressing Concerns:

Vacant Lots - illegal dumping
social environment of neighborhood

No incentive for investment

uncertainty

Affordable Housing

Timing

Affordable implementation to mitigate Concerns

Long term vision - soon

No duplication of services

Take advantage of parks, services, urban farming
Community involvement

Complete plans - Consolidated plan for East Lake

Block by block consultation with residents
regions that are compatible with neighbors

NO. AREA GROUP 1 - IMM. ACTIONS

NEEDS/CONCERNS

- JOINT USE PKGS.
- PARKING (Church)
 - safe ingress/egress
 - children
 - 11th / Monroe
 - 14th / Adams
 - PARKING/HISTORIC WAREHOUSES - not enough to get permits to redevelop
 - CONDITIONS OF STS
 - SPEEDS/LIGHT TIMINGS

☒ NORTH AREA GROUP 1 - IMM. ACTIONS

- HELP IMPROVE STOREFRONTS
(E.G. RESTAURANTS)
- POTENTIAL HOUSE REW.
- ABANDONED BUSINESS
REUSE
WASH. / 16th - 14th STS
- CONTACT ADJ. LAND OWNERS
- SHUTTLES (TRANSPo FOR
STS.

NO. AREA GROUP 2 - IMM. ACTIONS

CONCERNS:

- CRIME / 24th ST - WASH / JEFF. LRT STATION
- PEOPLE STAYING IN ABANDON HOTELS

SECURITY NEEDED

CONCERN W/LEVEL OF PUBLIC INPUT

MORE PUBLIC ENGAGEMENT

SCHOOLS (ABANDONED)

↳ MOVING PEOPLE

LAND SWAPS

BUS. INCENTIVES

IMM. ACTIONS - GP 1

6/21/16

Concerns

- Burglary
- Illegal dumping
 - o Designate a specific area in n'hood?
- o More Security
 - Improved street lighting (mindful of neighbors)
- "Idle" people - nowhere to go
 - o Coordinate w/ training centers
 - o Work projects / neighborhood services
 - o Learning / counseling ctrs.
 - o Coord. w/ grant sources

CONCERNS

- BURGLARY (now that residents have left)

★ o Improve street lighting

o Add sidewalks
o Watch groups

- HOMELESS / SQUATERS

★ o Lighting

ENHANCE PARKS

o activity ~~park~~ parks

skateboard

b-ball

splash parks

CONCERNS

- PARCELS W/O NOISE MITIGATION
(departures from center R/W)

- LACK OF SHADE TREES

- BARREN L-SCAPE - NO
NATURAL HABITAT FOR
BIRDS

- NO STREET LIGHTS -
UNSAFE

- DECLINING CARE BY
SOME REMAINING

- SECURITY CONCERNS
DUE TO VACANT LOTS

- SEWER CONCERNS W/
DECLINING FLOW

- ILLEGAL DUMPING

- INCOMPLETE FENCING

LANDSCAPE
CITY WORKS
STREET
SCAPING

IMPROVE
STREET/
SIDEWALKS
SPEED
BUMPS

ENFORCE/
ENCOURAGE

IMM. ACTIONS - GP 4 6.21.16

CONCERNS

- STREET LIGHTING & INFRASTRUCTURE
- STRAY DOGS IN PACKS & CATS

NUESTROS BARRIOS PARK

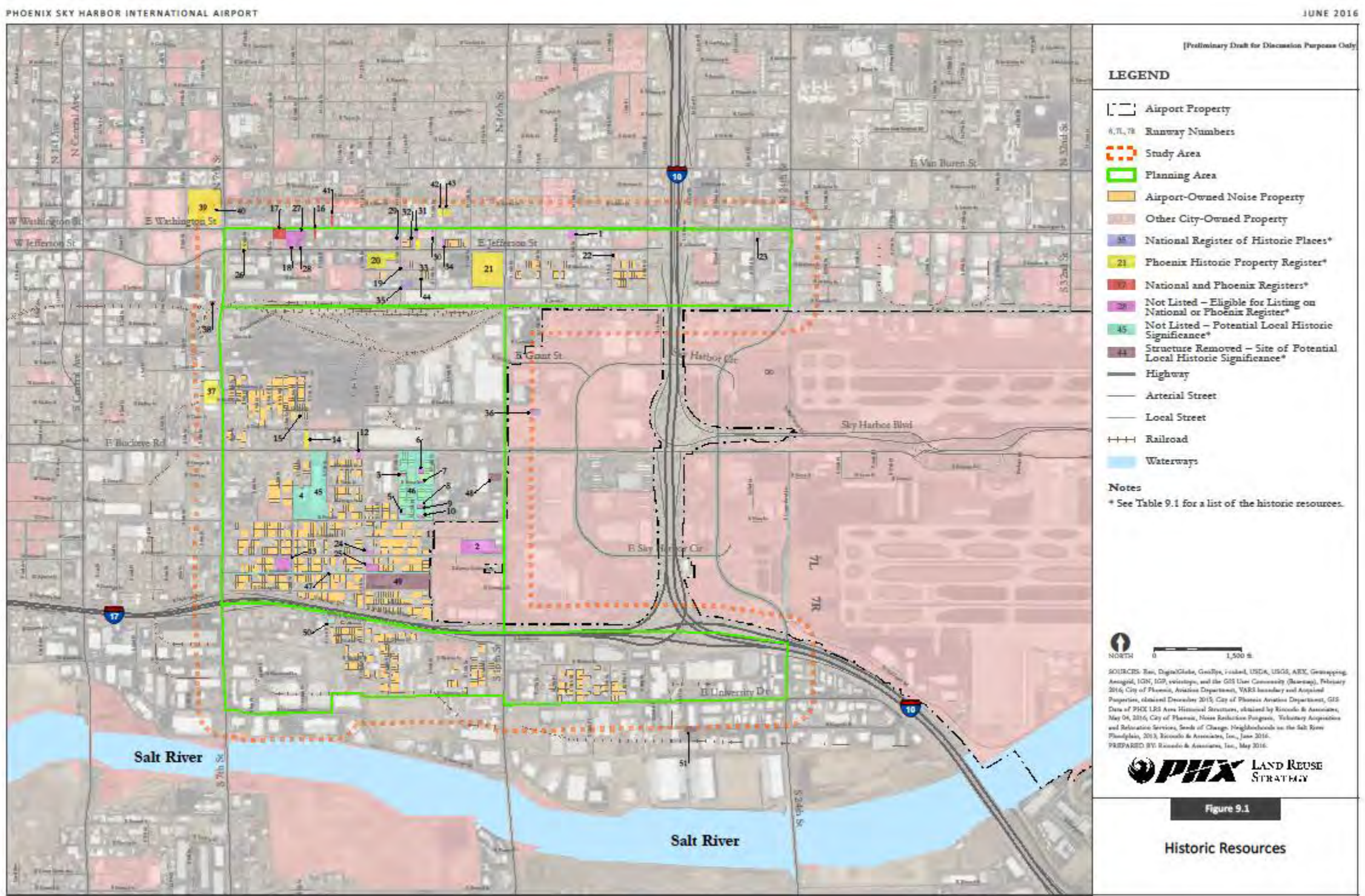
- o seek funding from various sources - add area to list of concerns ^{and others}
- o ~~PARKING NEAR ~~GENERAL~~ HERRERA~~ SCHOOL
- o ADD URBAN AG / LANDSCAPING
 - remove rocks
 - mulch
 - water
- o CREATE VILLAGE (live work play)
- o SUPPORT / ATTAINABLE HOUSING
 - changing contours
 - ↳ Housing for teachers / fire / police
- o SUPPORT CITY CORE
- o RELIGIOUS FACILITIES

CLOSING COMMENT
6/21/16

- VARS CONTRACT?
- SOUND MITIGATION IN VARS AREA?
- PRIORITIZE IMMEDIATE ACTIONS?

Appendix B
Transparency Map Overlays

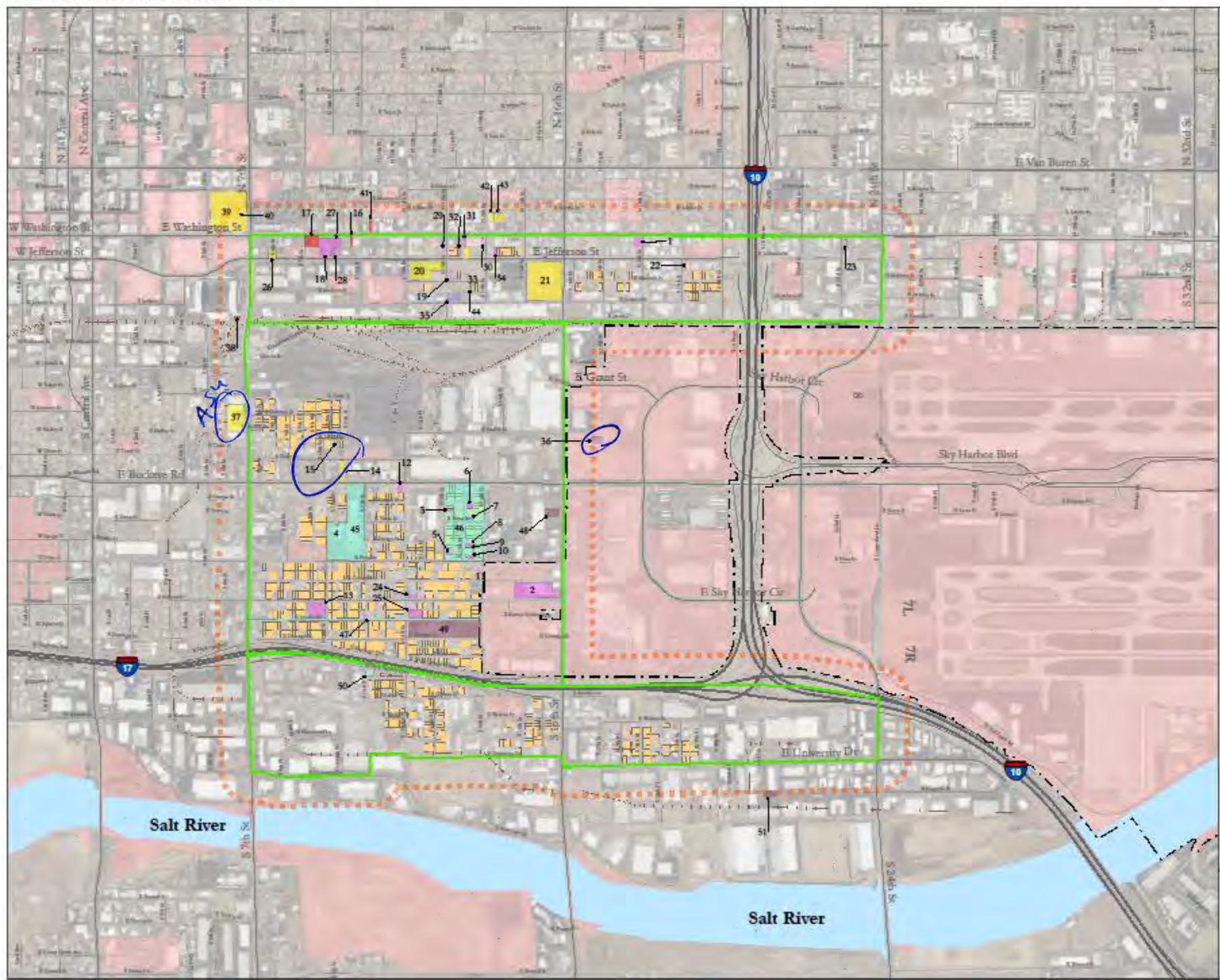
Historical and Cultural Resources – Original Master Slide/Do Not Delete/Copy Only



Historical and Cultural Resources

SESSION JUNE 2
 HISTORY

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT



LEGEND

- Airport Property
- Runway Numbers
- Study Area
- Planning Area
- Airport-Owned Noise Property
- Other City-Owned Property
- National Register of Historic Places*
- Phoenix Historic Property Register*
- National and Phoenix Registers*
- Not Listed - Eligible for Listing on National or Phoenix Register*
- Not Listed - Potential Local Historic Significance*
- Structure Removed - Site of Potential Local Historic Significance*
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

Notes
 * See Table 9.1 for a list of the historic resources.



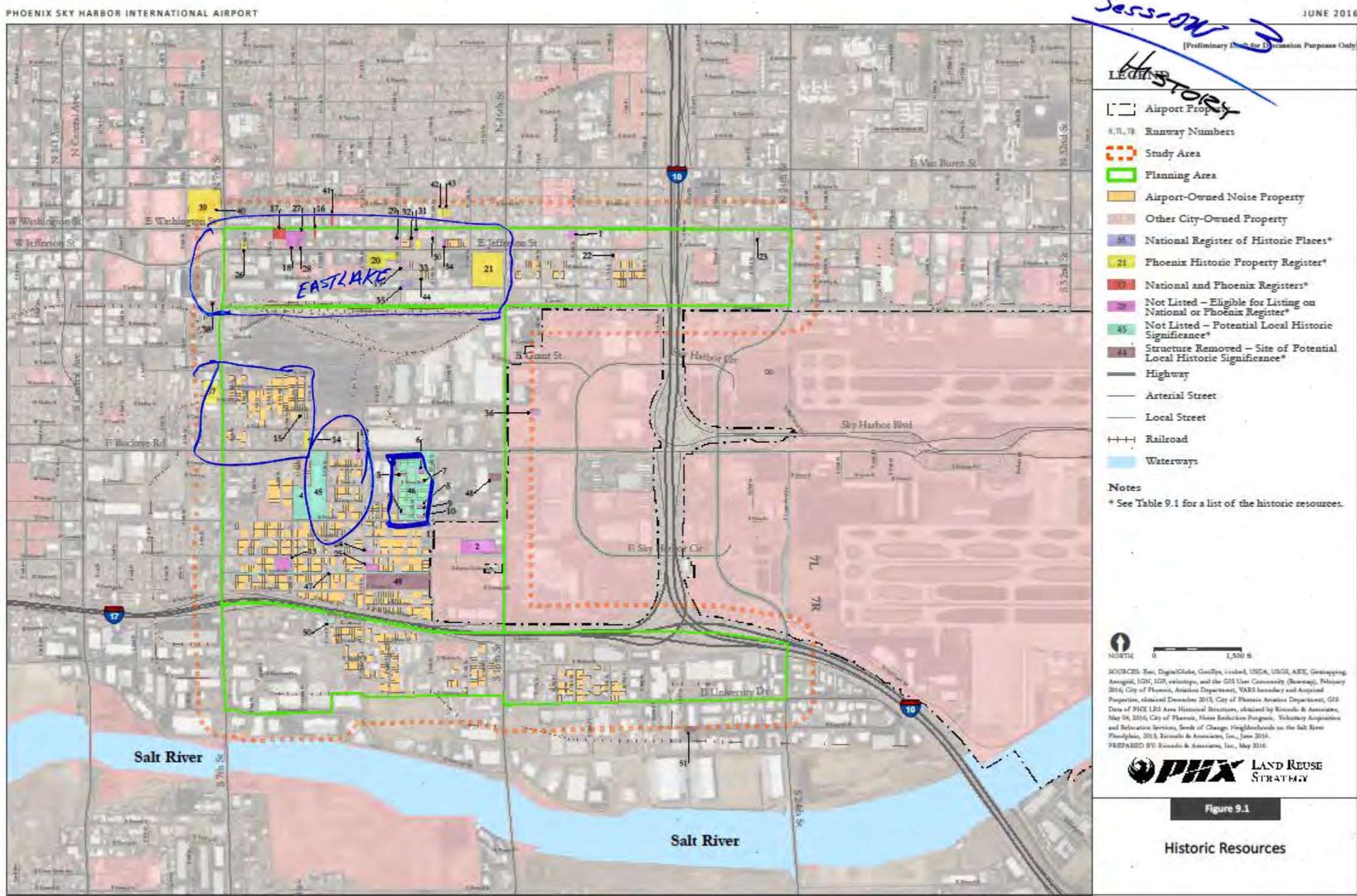
SOURCES: Esri, DigitalGlobe, GeoEye, Earthstar (United States), USDA, USGS, AeroX, GeoEye, IGN, IPC, swisstopo, and the GIS User Community (Basemap), February 2014; City of Phoenix, Aviation Department, VARS Inventory and Assigned Properties, obtained December 2015; City of Phoenix Aviation Department, GIS Data of PHX LRS Area Historical Structures, obtained by Ricardo & Associates, May 04, 2016; City of Phoenix, Noise Reduction Program, Voluntary Acquisition and Relocation Services, Seeds of Change: Neighborhoods on the Salt River Floodplain, 2013; Ricardo & Associates, Inc., June 2016.
 PREPARED BY: Ricardo & Associates, Inc., May 2016.



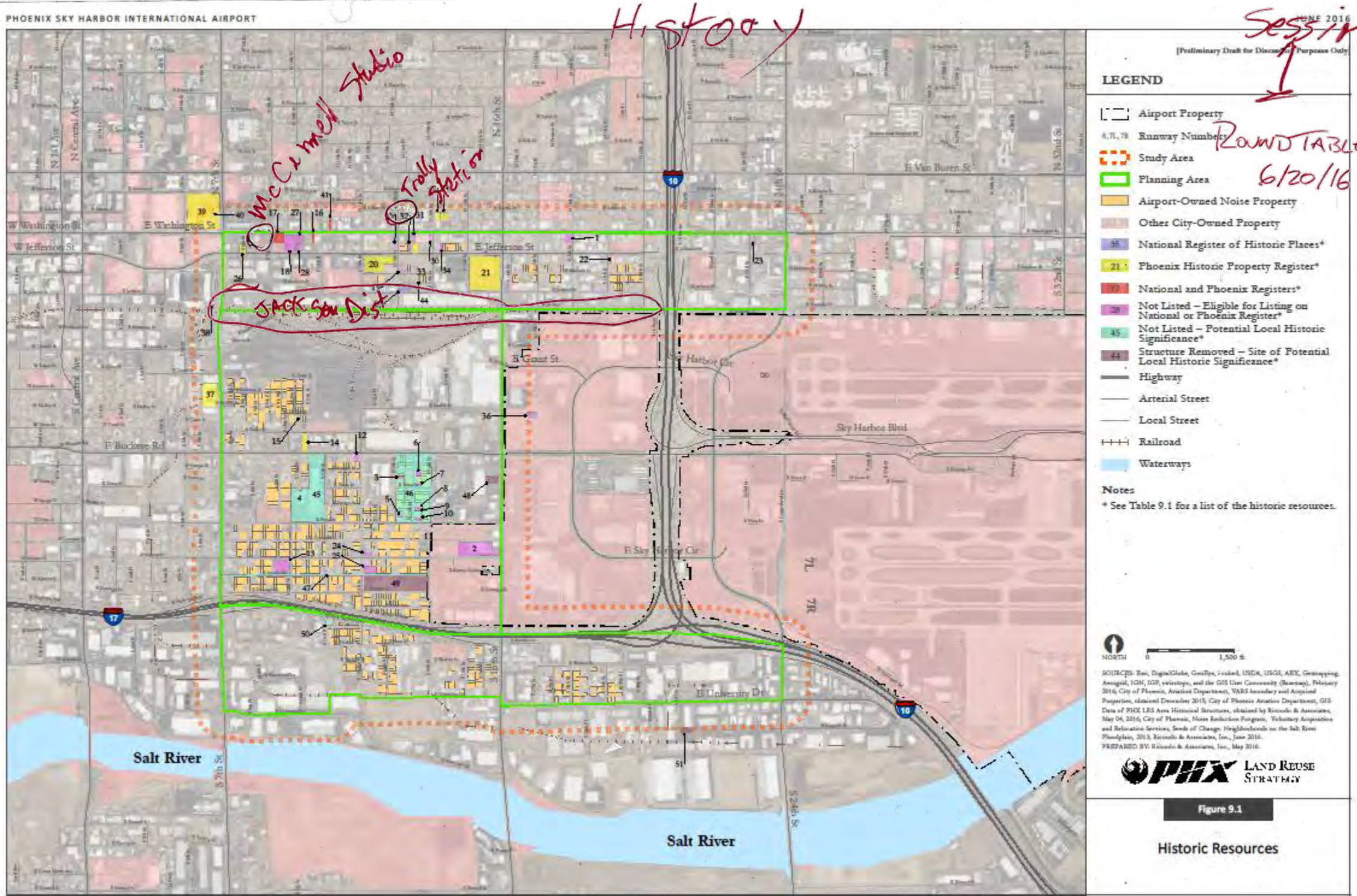
Figure 9.1

Historic Resources

Historical and Cultural Resources

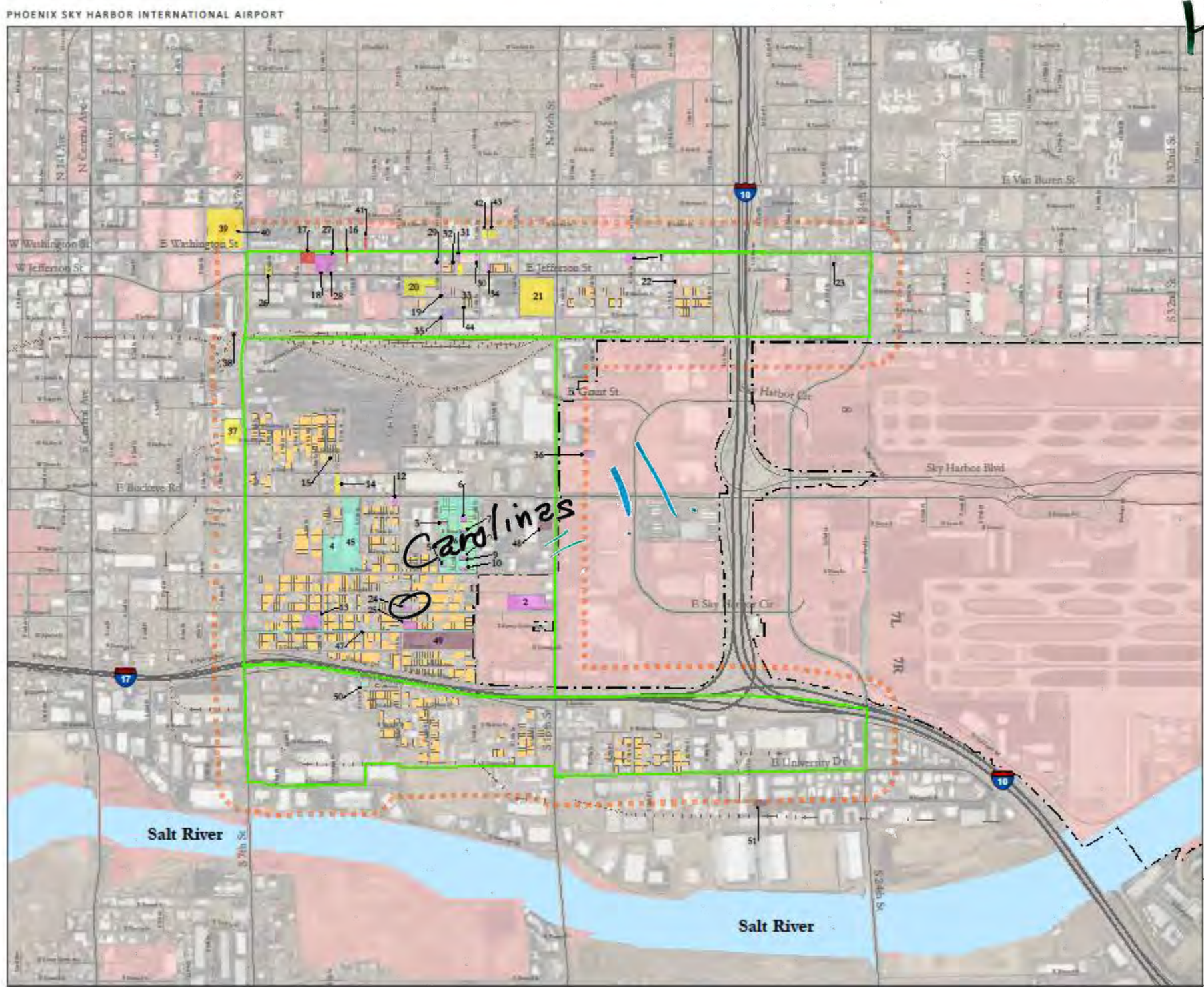


Historical and Cultural Resources



Historical and Cultural Resources

History 6/21
(Preliminary Draft for Discussion)



LEGEND

- Airport Property
- Runway Numbers
- Study Area
- Planning Area
- Airport-Owned Noise Property
- Other City-Owned Property
- National Register of Historic Places*
- Phoenix Historic Property Register*
- National and Phoenix Registers*
- Not Listed - Eligible for Listing on National or Phoenix Register*
- Not Listed - Potential Local Historic Significance*
- Structure Removed - Site of Potential Local Historic Significance*
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

Notes

- * See Table 9.1 for a list of the historic resources.

SOURCES: Esri, DigitalGlobe, GeoEye, Earthstar (United States), USDA, USGS, AeroX, GeoEye, IGN, IPC, swisstopo, and the GIS User Community (Basemap), February 2016; City of Phoenix, Aviation Department, VARS Inventory and Assigned Properties, obtained December 2015; City of Phoenix Aviation Department, GIS Data of PHX LRS Area Historical Structures, obtained by Ricardo & Associates, May 04, 2016; City of Phoenix, Noise Reduction Program, Voluntary Acquisition and Relocation Services, Seeds of Change: Neighborhoods on the Salt River Floodplain, 2013; Ricardo & Associates, Inc., June 2016.

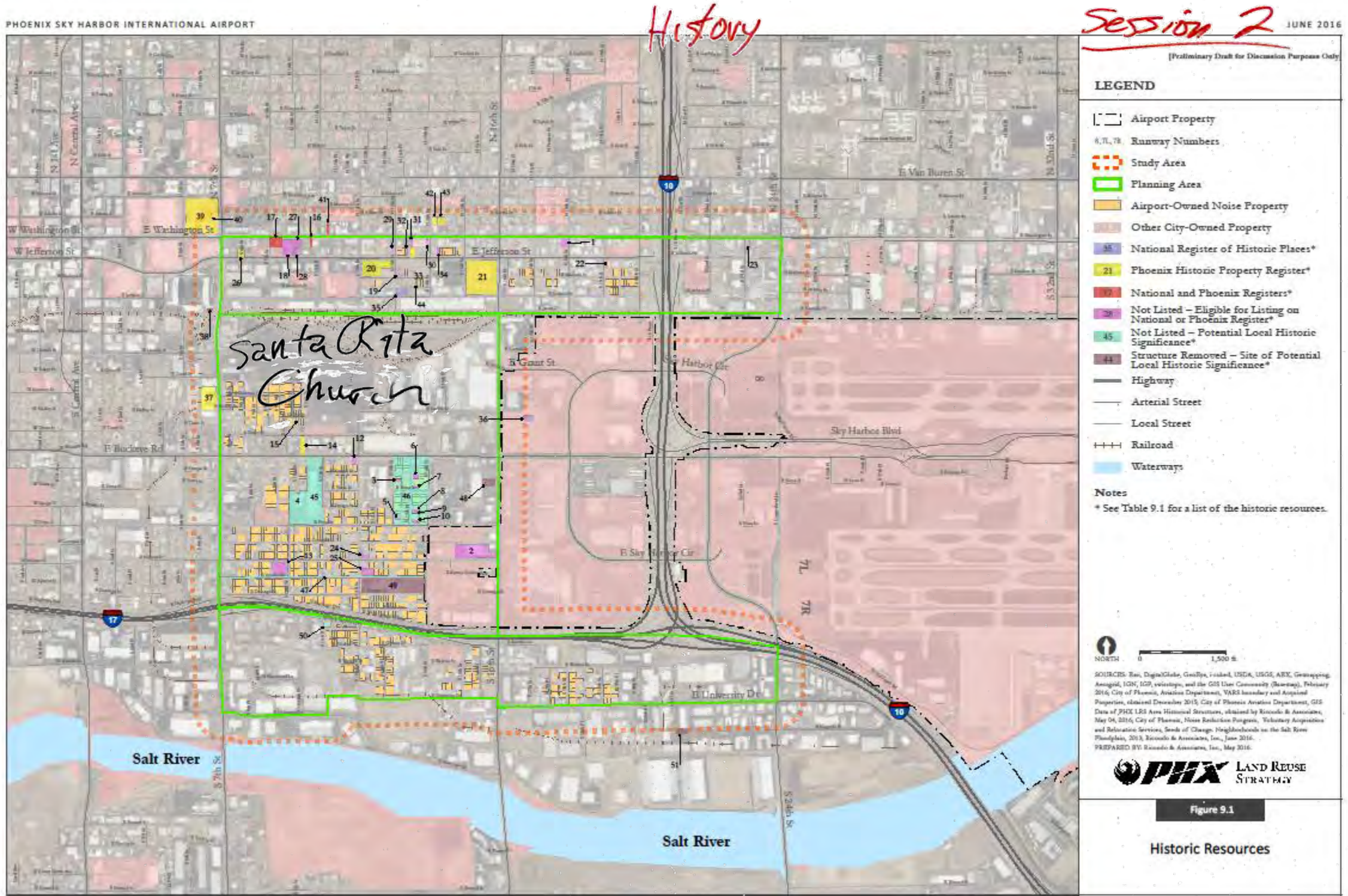
PREPARED BY: Ricardo & Associates, Inc., May 2016.



Figure 9.1

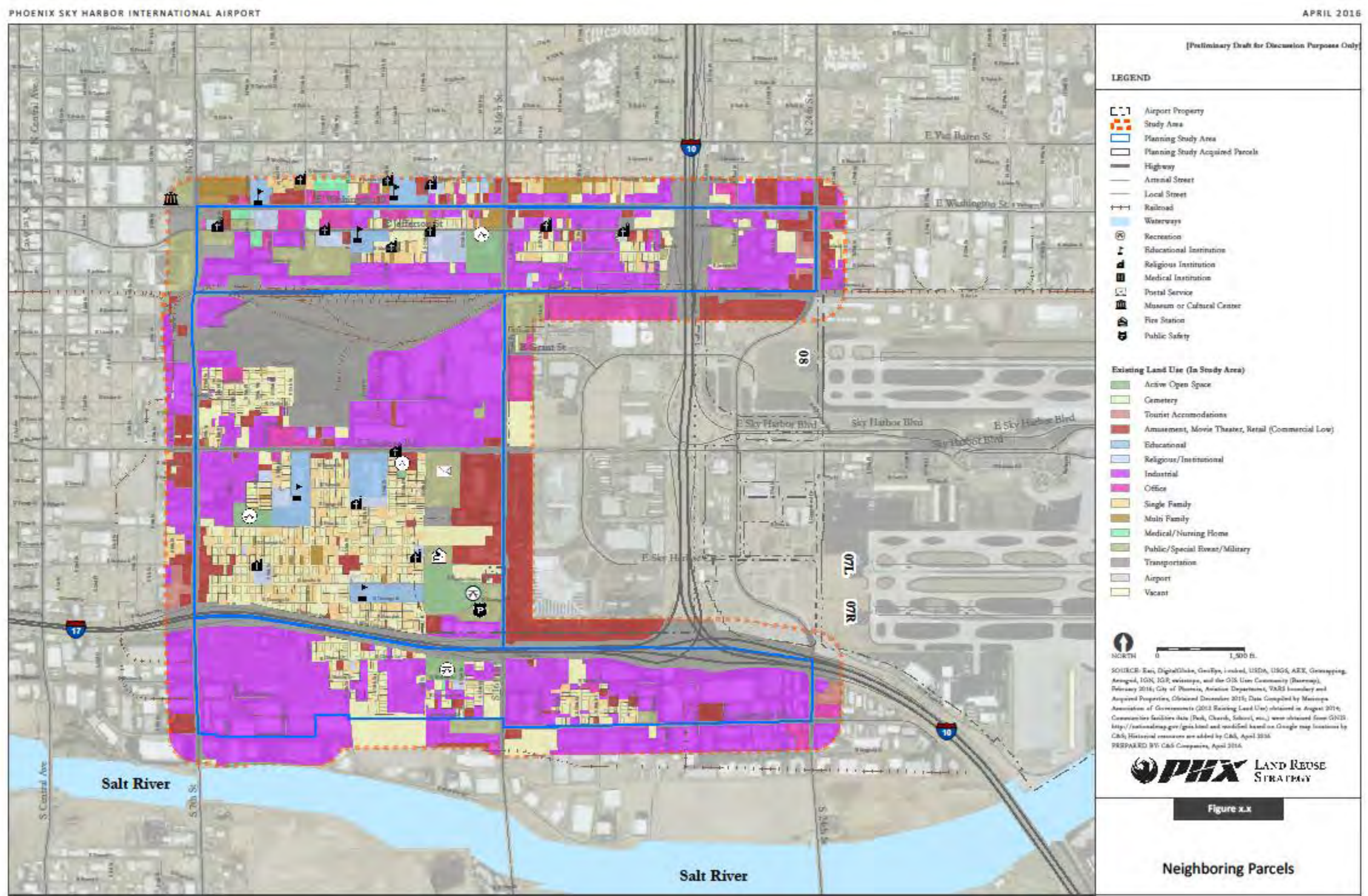
Historic Resources

Historical and Cultural Resources

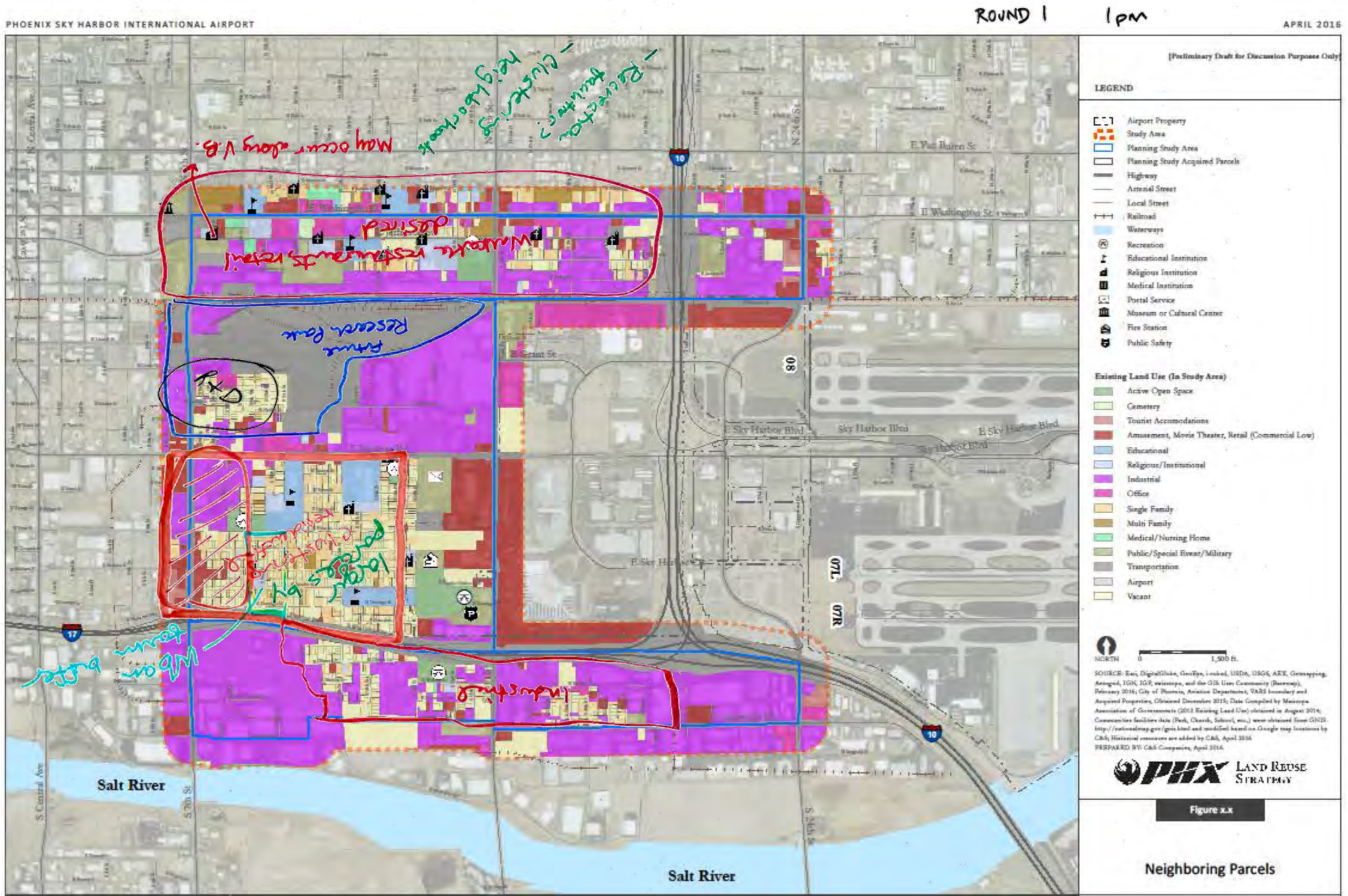


Immediate Actions (Neighboring Parcels) - Original Master Slide/Do Not

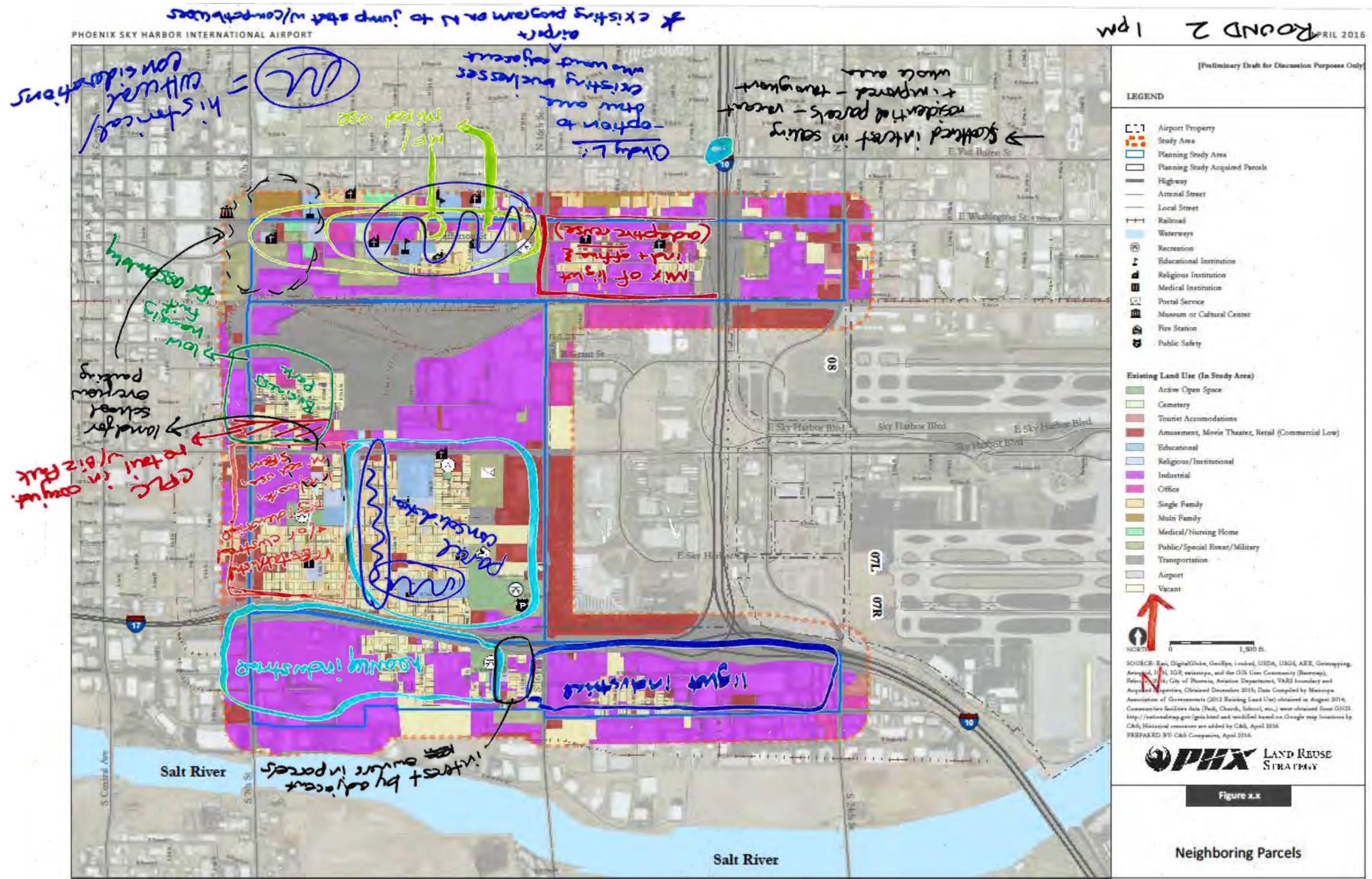
Delete/Copy Only



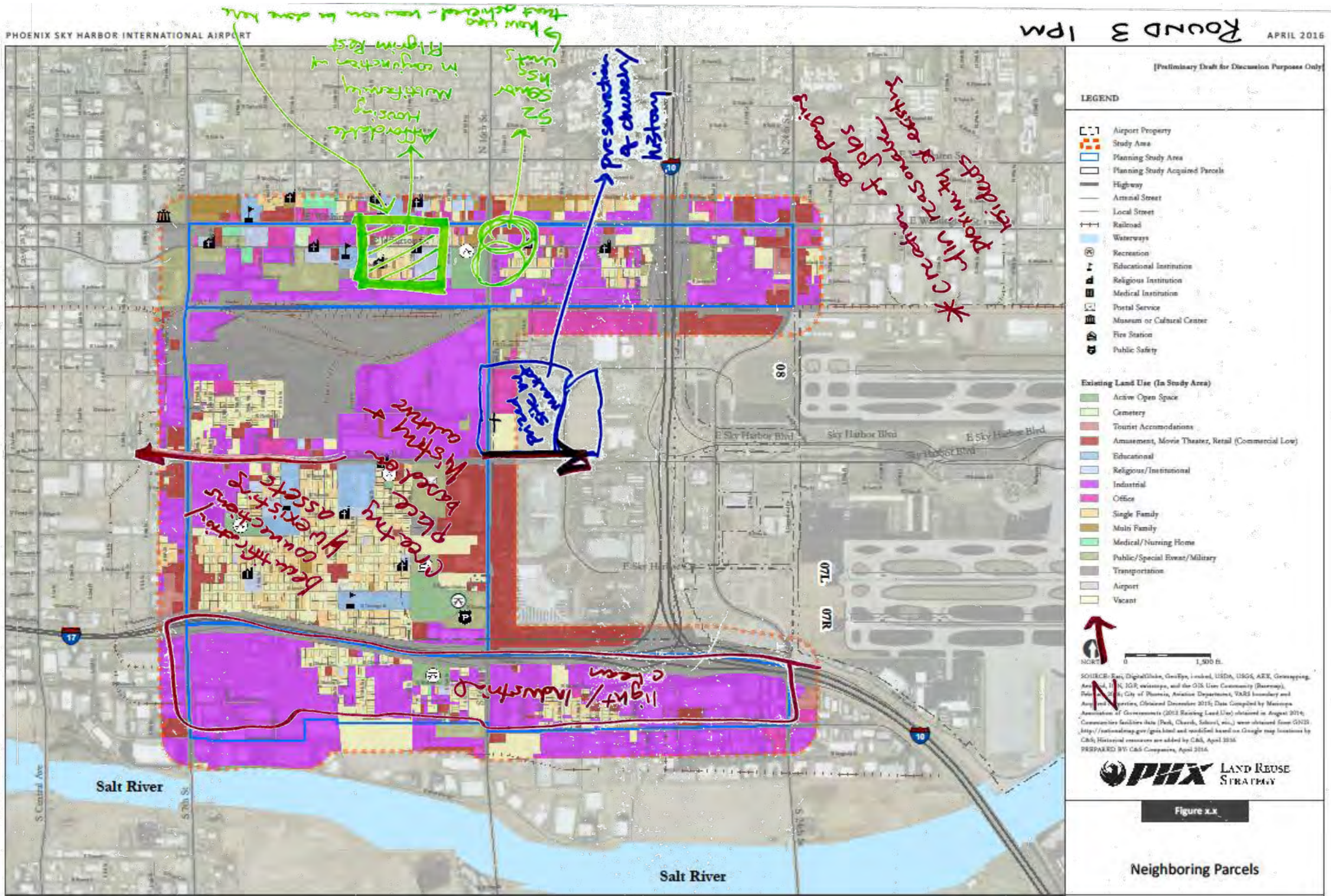
Immediate Actions (Neighboring Parcels)



Immediate Actions (Neighboring Parcels)



Immediate Actions (Neighboring Parcels)



Immediate Actions (Neighboring Parcels)

BOUND 4 / 10m

APRIL 2016

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

[Preliminary Draft for Discussion Purposes Only]

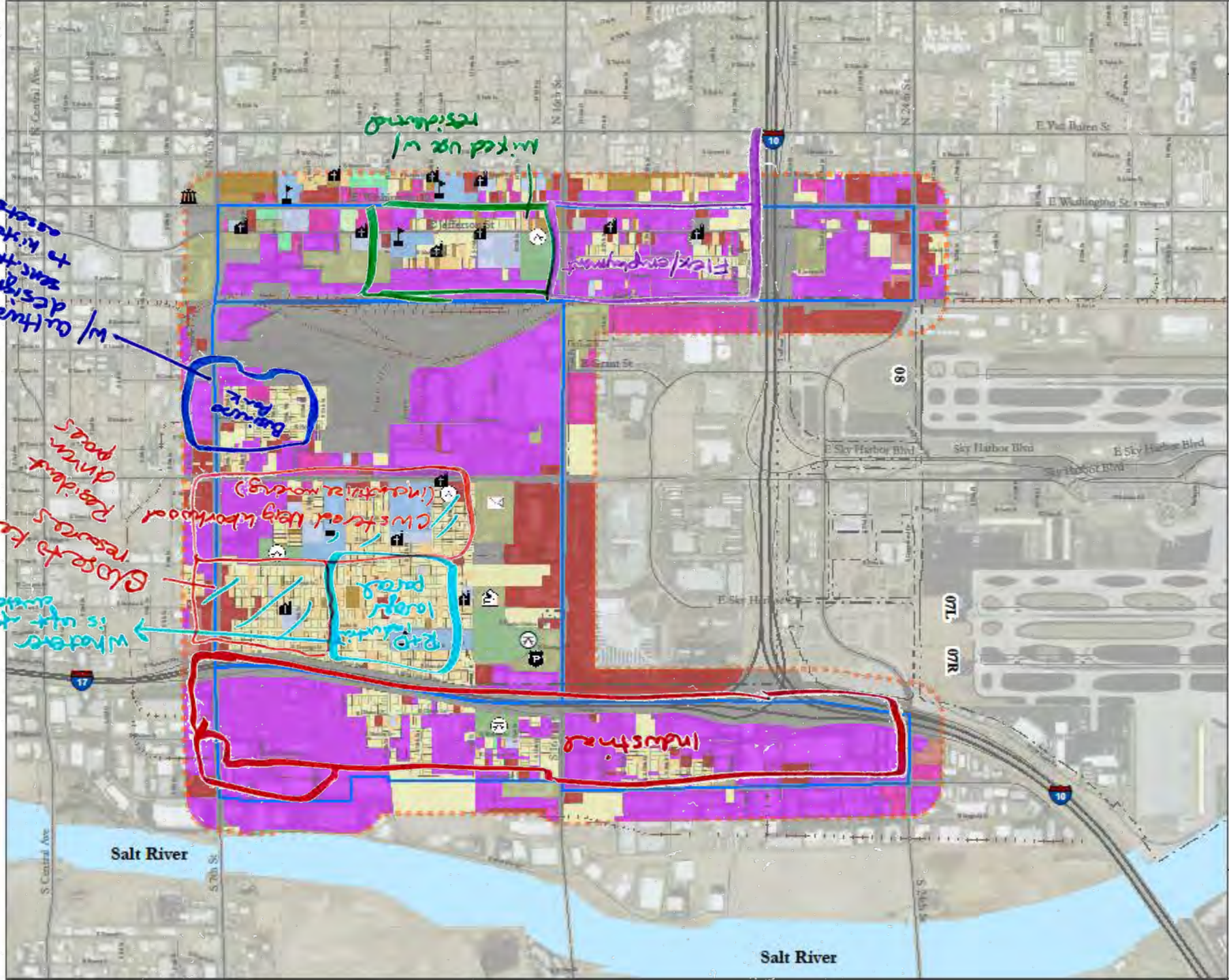
W/ Cultural designations to assist to historical treatment

Business Park

Clustered High Workload (Industrial/Workshop)

Blasco's farm resources

Winters is left



- LEGEND**
- Airport Property
 - Study Area
 - Planning Study Area
 - Planning Study Acquired Parcels
 - Highway
 - Arterial Street
 - Local Street
 - Railroad
 - Waterways
 - Recreation
 - Educational Institution
 - Religious Institution
 - Medical Institution
 - Postal Service
 - Museum or Cultural Centre
 - Fire Station
 - Public Safety

- Existing Land Use (In Study Area)**
- Active Open Space
 - Cemetery
 - Tourist Accommodations
 - Amusement, Movie Theater, Retail (Commercial Low)
 - Educational
 - Religious/Institutional
 - Industrial
 - Office
 - Single Family
 - Multi Family
 - Medical/Nursing Home
 - Public/Special Forces/Military
 - Transportation
 - Airport
 - Vacant

Scale: 0 to 1,500 ft.

SOI: ESRI, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, GeoEye, AeroVista, IGN, IGR, swisstopo, and the GIS User Community (Basemap), February 2014; City of Phoenix, Aviation Department, VARS Boundary and Acquired Properties, October December 2015; Data Compiled by Maricopa Association of Governments (2013 Existing Land Use) obtained in August 2014; Communities facilities data (Park, Church, School, etc.) were obtained from GIS2010; <http://nationalmap.gov/gis.html> and modified based on Google map locations by City Historical resources are added by CAS, April 2016.

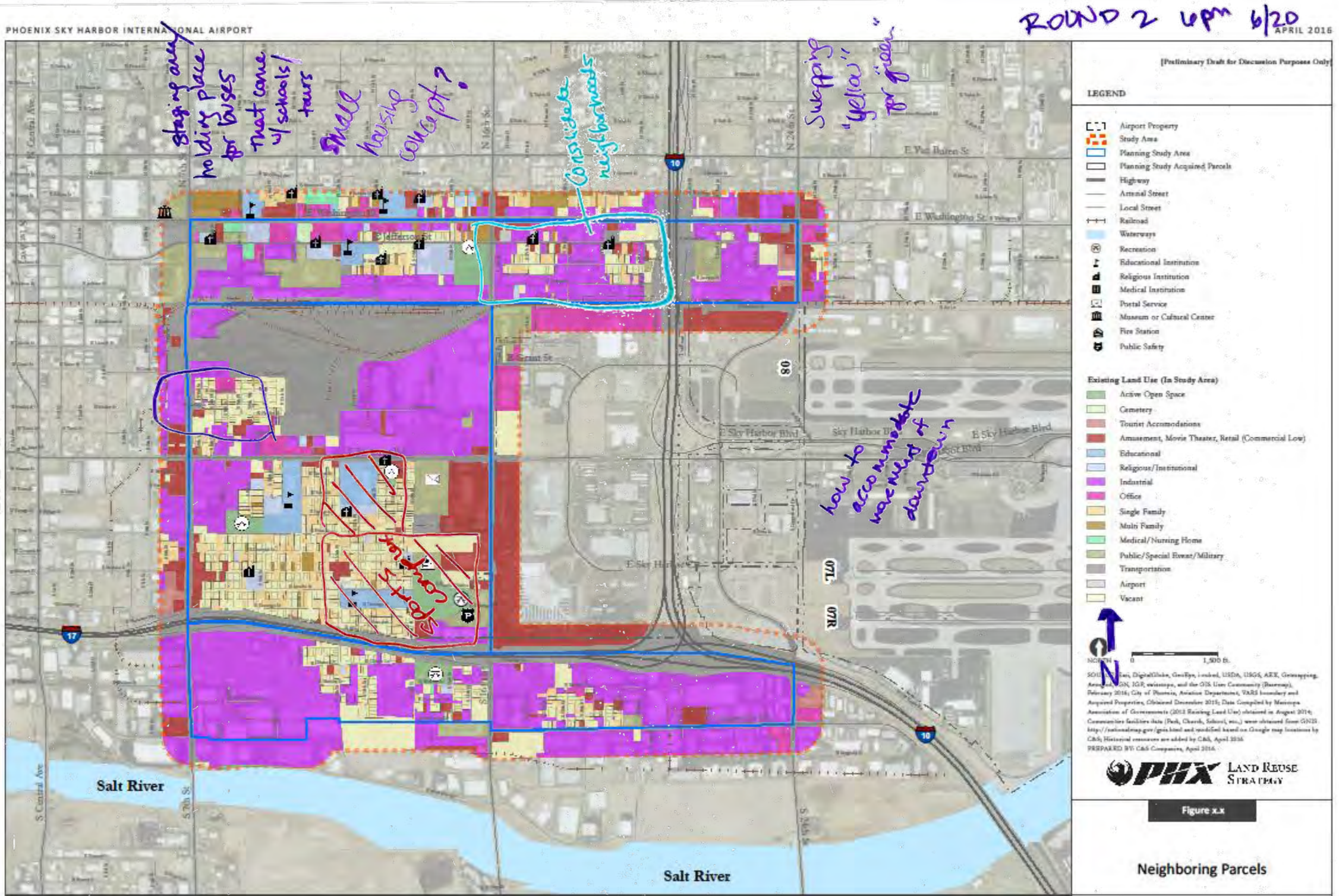
PREPARED BY: CAS Companies, April 2016.



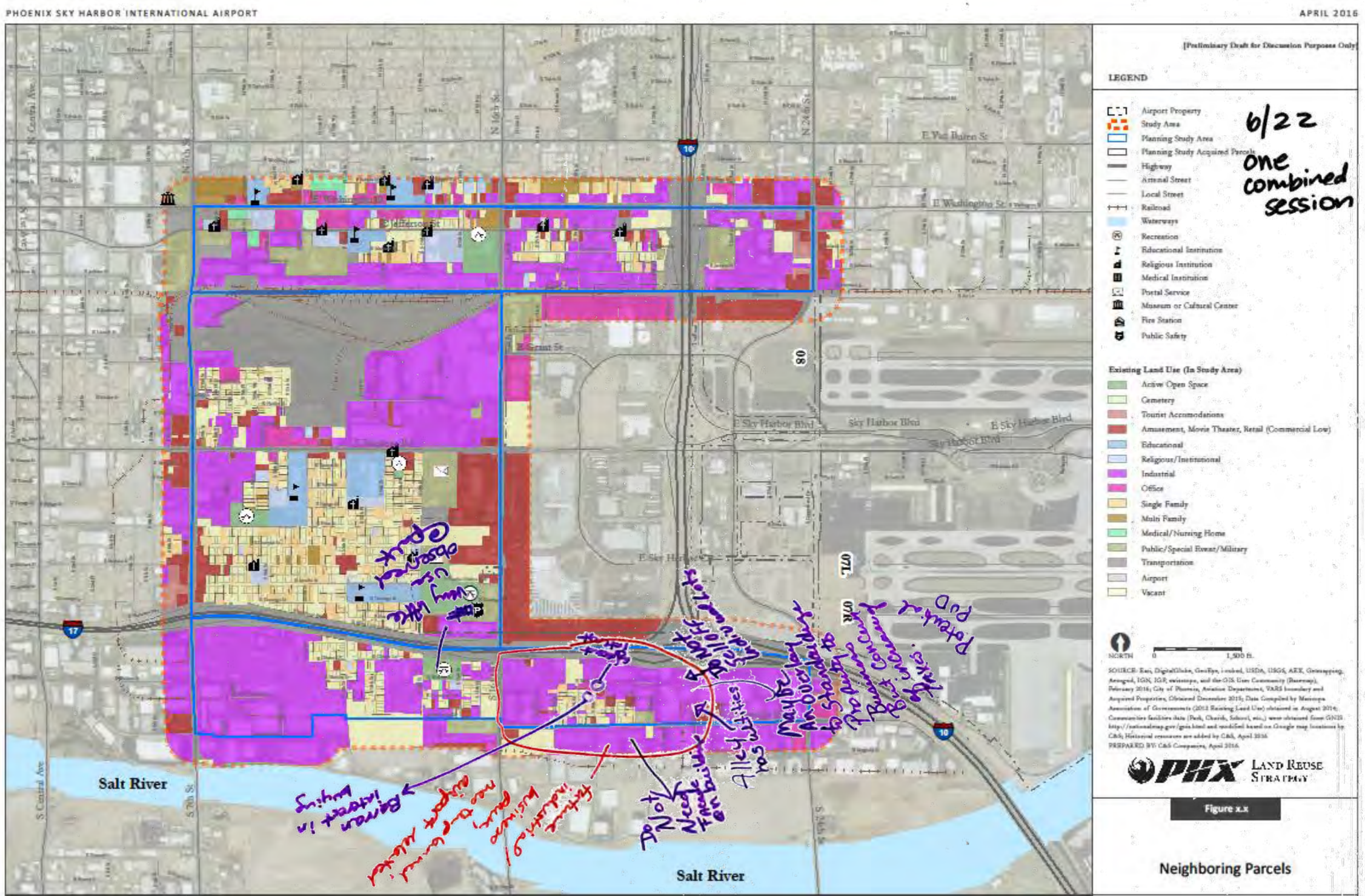
Figure x.x

Neighboring Parcels

Immediate Actions (Neighboring Parcels)



Immediate Actions (Neighboring Parcels)

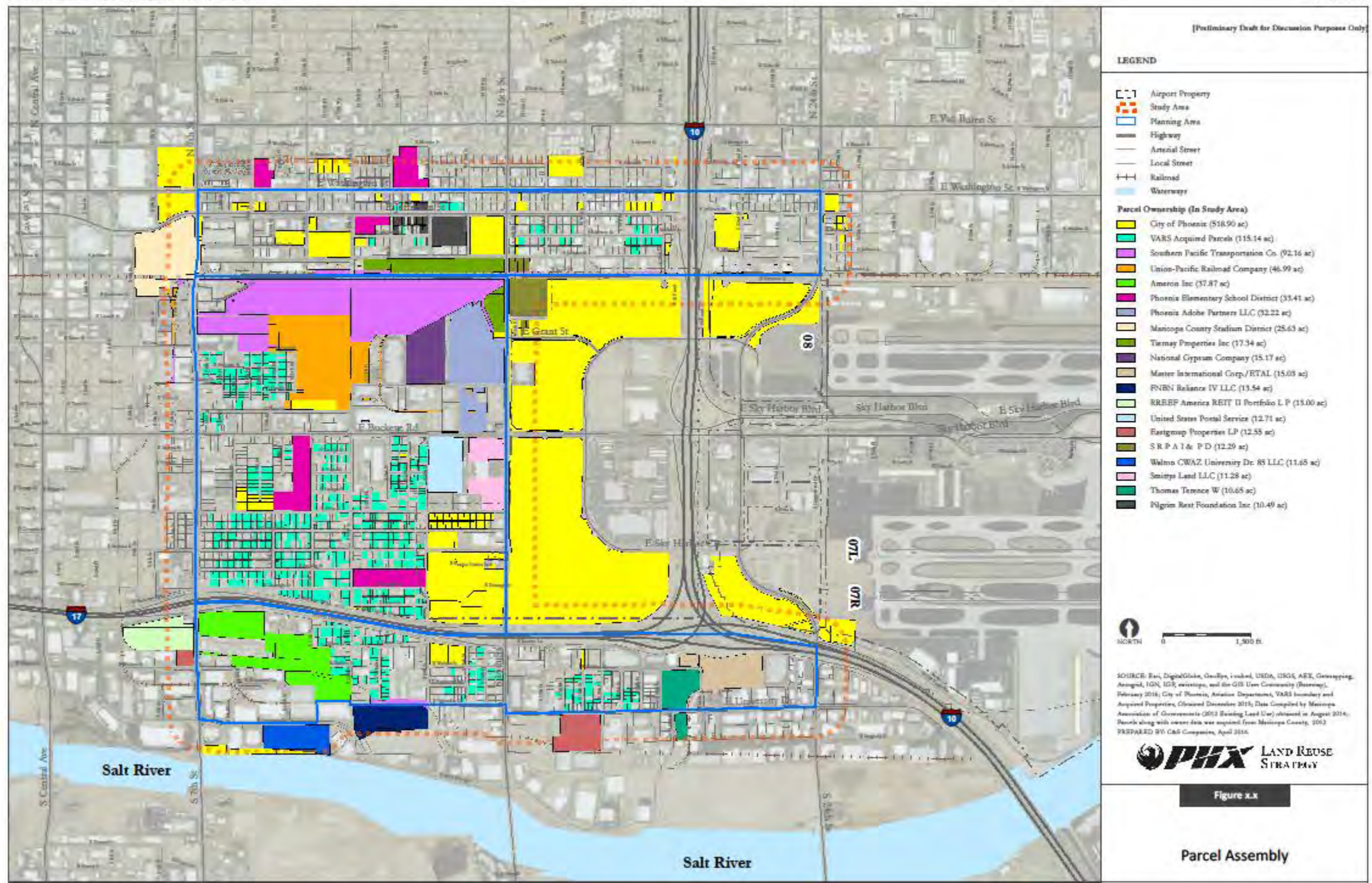


Vision Guidance - Original Master Slide/Do Not Delete/Copy Only

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

APRIL 2016

[Preliminary Draft for Discussion Purposes Only]



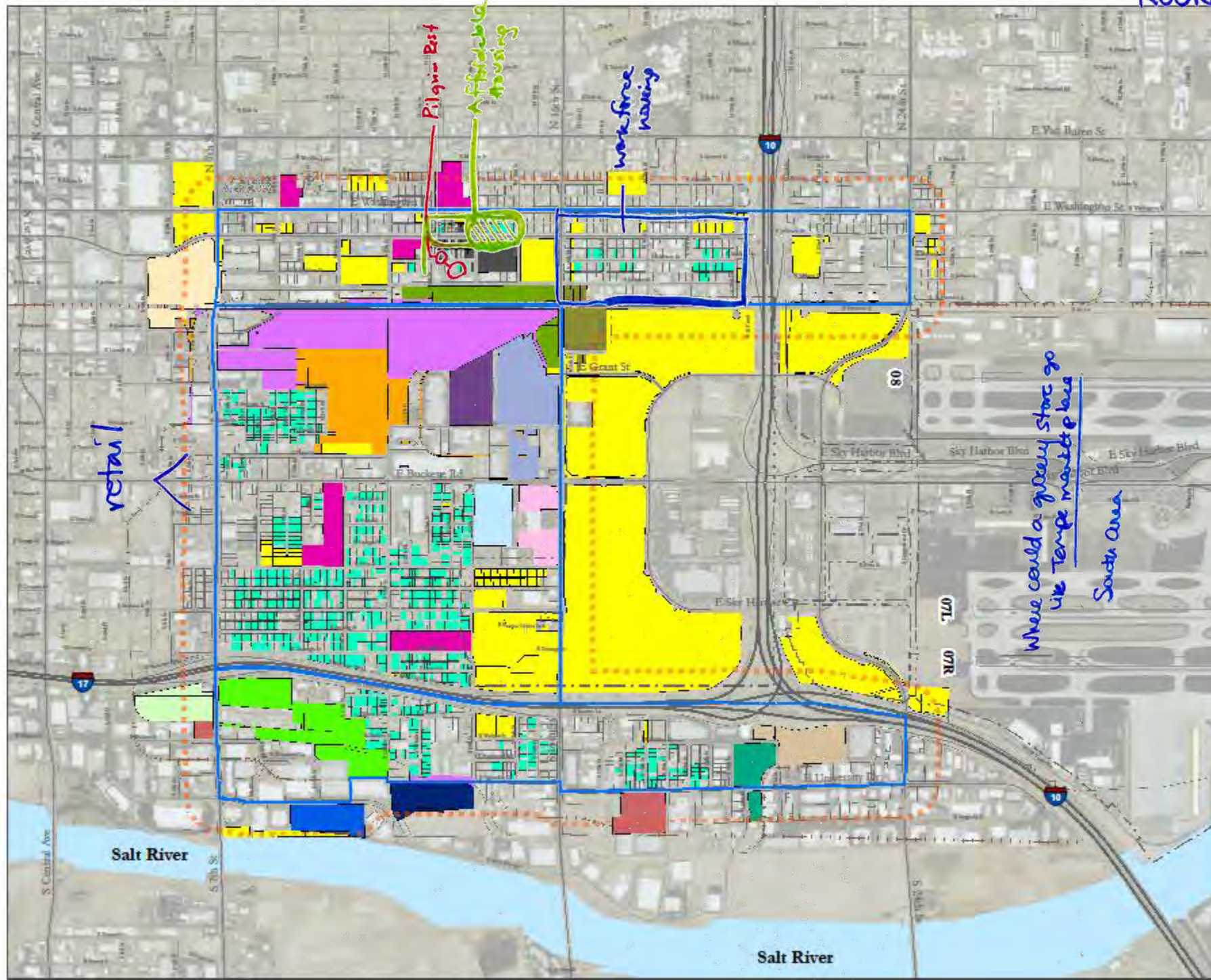
Vision Guidance

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

ROUND 1 6PM

APRIL 2016
6/20

[Preliminary Draft for Discussion Purposes Only]



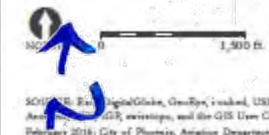
LEGEND

- Airport Property
- Study Area
- Planning Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterway

Parcel Ownership (In Study Area)

- City of Phoenix (518.90 ac)
- VARS Acquired Parcels (115.14 ac)
- Southern Pacific Transportation Co. (92.16 ac)
- Union-Pacific Railroad Company (46.99 ac)
- Ameron Inc (57.87 ac)
- Phoenix Elementary School District (33.41 ac)
- Phoenix Adobe Partners LLC (32.22 ac)
- Maricopa County Stadium District (25.63 ac)
- Tierney Properties Inc (17.34 ac)
- National Gypsum Company (15.17 ac)
- Matter International Corp./RTAL (15.05 ac)
- FNBN Balance IV LLC (13.54 ac)
- ERREFF America REIT II Portfolio L.P (13.00 ac)
- United States Postal Service (12.71 ac)
- Eastgroup Properties LP (12.55 ac)
- S R P A 1 & P D (12.29 ac)
- Walton CWAZ University Dr. 85 LLC (11.65 ac)
- Smits Land LLC (11.28 ac)
- Thomas Terence W (10.65 ac)
- Pilgrim Rest Foundation Inc (10.49 ac)

VISION



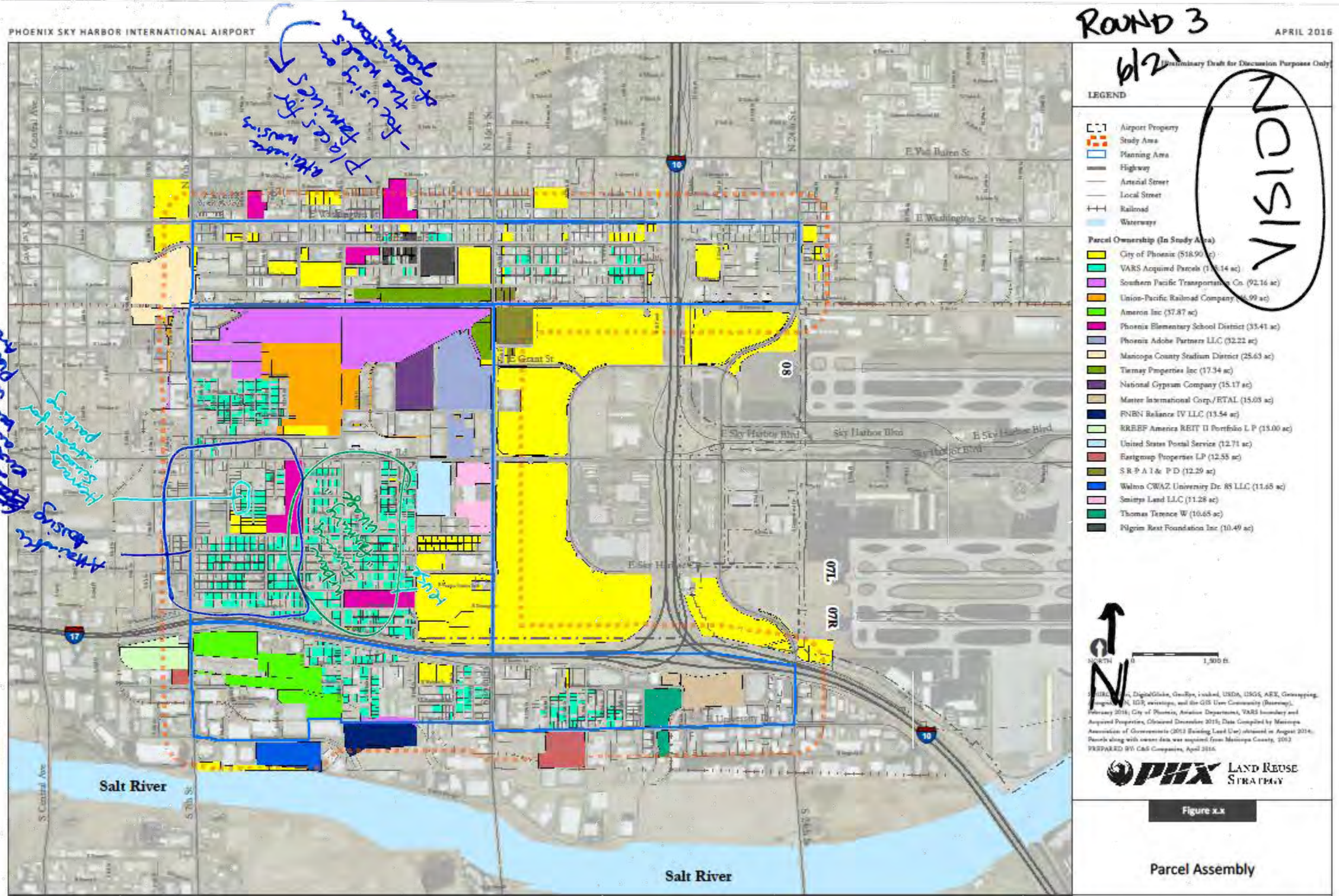
SOURCE: Esri, DigitalGlobe, GeoEye, iStock, USDA, USDA, AEX, GeoEye, AeroVista, CNES, IGN, Swire, and the GIS User Community (Basemap), February 2014; City of Phoenix, Aviation Department, VARS Boundary and Acquired Properties, Obtained December 2015; Data Compiled by Maricopa Association of Governments (2012 Existing Land Use) obtained in August 2016; Parcel along with owner data was acquired from Maricopa County, 2012 PREPARED BY: C&S Companies, April 2016.



Figure x.x

Parcel Assembly

Vision Guidance



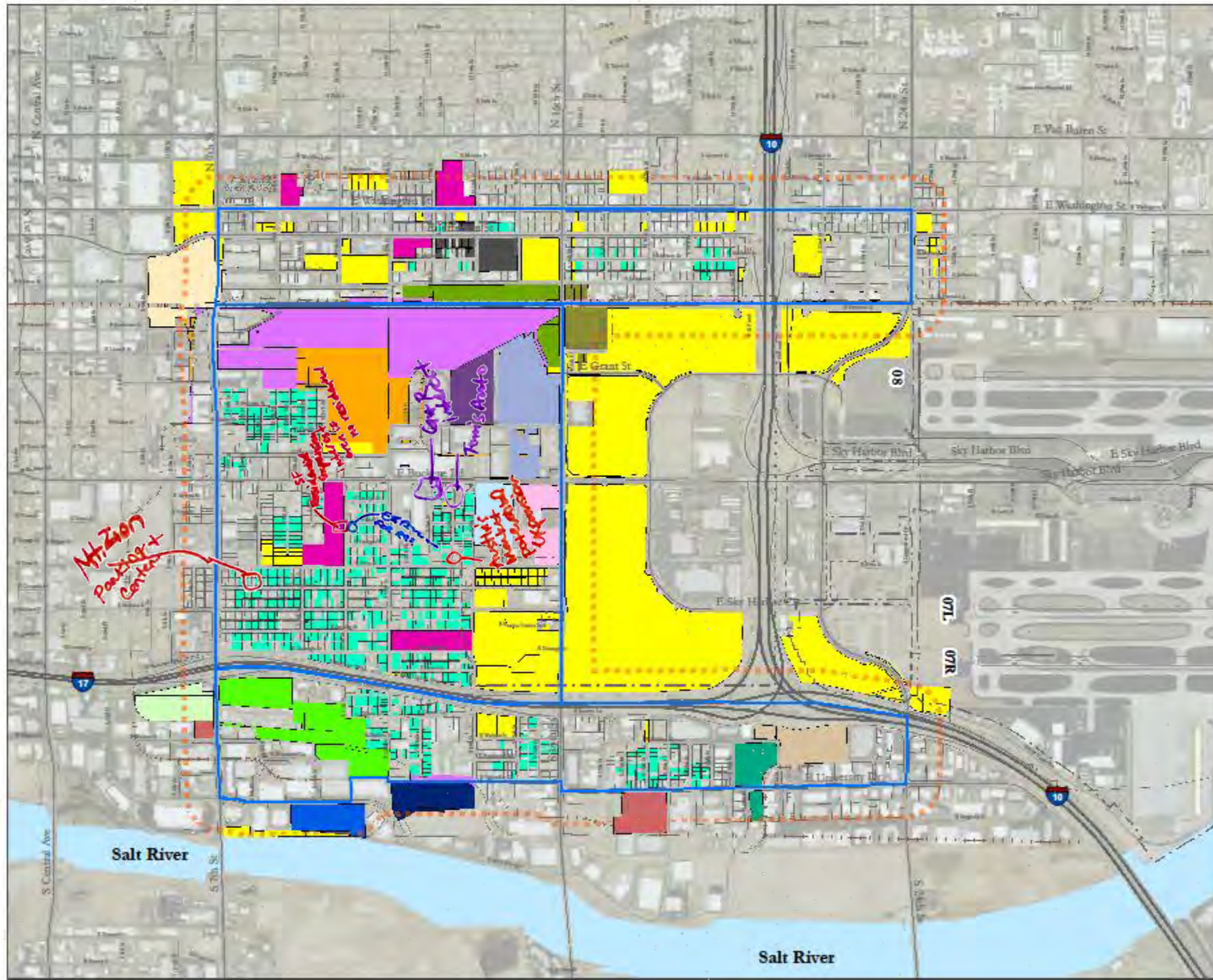
Vision Guidance

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

ROUND 2
6/21

APRIL 2016

[Preliminary Draft for Discussion Purposes Only]



LEGEND

- Airport Property
 - Study Area
 - Planning Area
 - Highway
 - Arterial Street
 - Local Street
 - Railroad
 - Waterway
- Parcel Ownership (In Study Area)**
- City of Phoenix (518.90 ac)
 - VARS Acquired Parcels (115.14 ac)
 - Southern Pacific Transportation Co. (92.16 ac)
 - Union-Pacific Railroad Company (46.99 ac)
 - Ameron Inc (57.87 ac)
 - Phoenix Elementary School District (33.41 ac)
 - Phoenix Adobe Partners LLC (32.22 ac)
 - Maricopa County Stadium District (25.63 ac)
 - Ternay Properties Inc (17.34 ac)
 - National Gypsum Company (15.17 ac)
 - Matter International Corp./RTAL (15.05 ac)
 - FNBN Balance IV LLC (13.54 ac)
 - ERREIF America REIT II Portfolio L P (15.00 ac)
 - United States Postal Service (12.71 ac)
 - Eastgroup Properties LP (12.55 ac)
 - S R P A 1 & P D (12.29 ac)
 - Walton CWAZ University Dr. 85 LLC (11.65 ac)
 - Smitty Land LLC (11.28 ac)
 - Thomas Terence W (10.65 ac)
 - Pilgrim Rest Foundation Inc (10.49 ac)

VISION



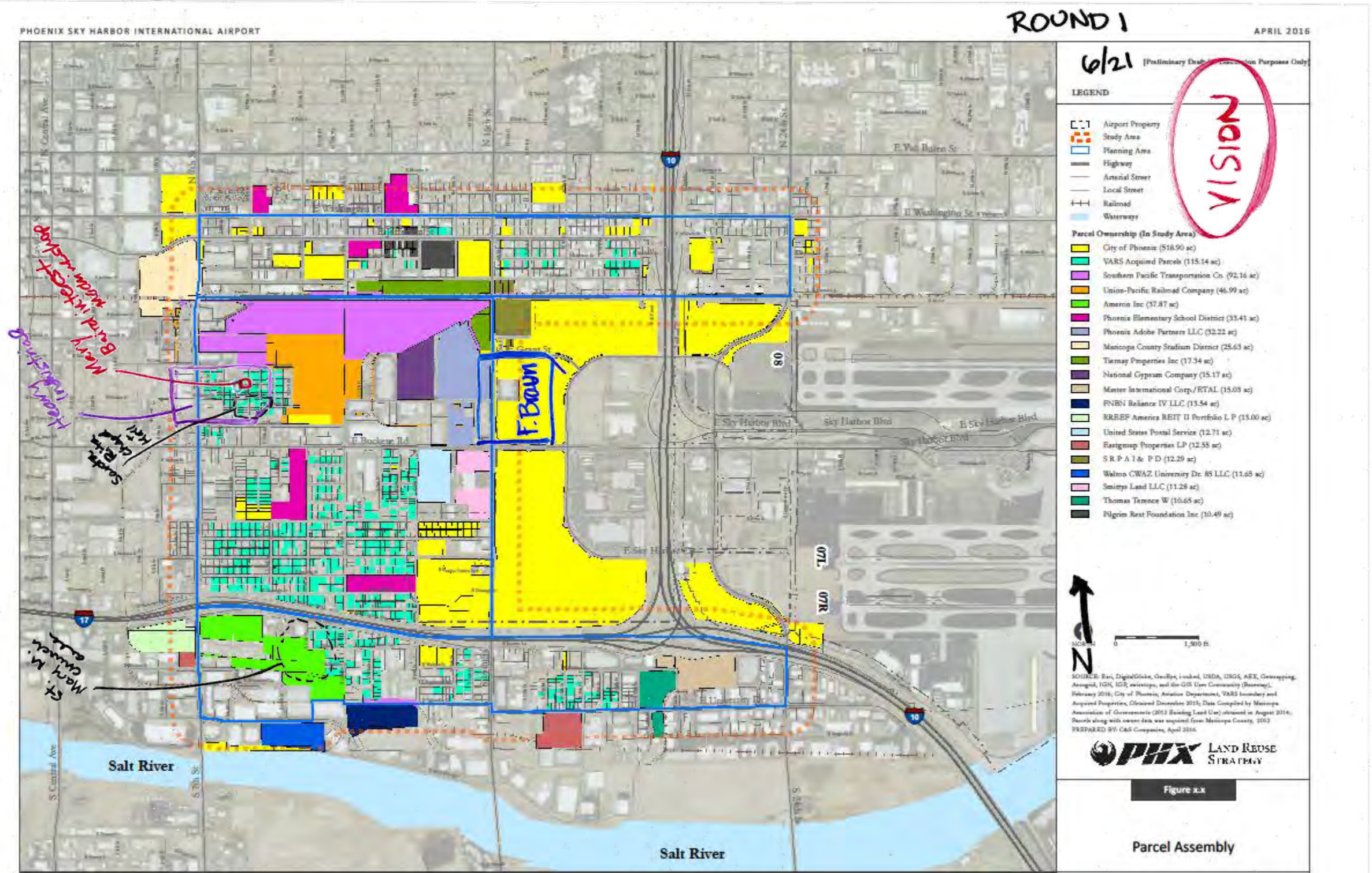
SOURCES: Esri, DigitalGlobe, GeoEye, iStock, USDA, USDA, AEX, GeoEye, Aerial, IGN, IGN, satellite, and the GIS User Community (Reimagined), February 2014; City of Phoenix, Aviation Department, VARS Boundary and Acquired Properties, Obtained December 2015; Data Compiled by Maricopa Association of Governments (2012 Building Land Use) obtained in August 2016; Parcel along with owner data was acquired from Maricopa County, 2012
PREPARED BY: C&S Companies, April 2016



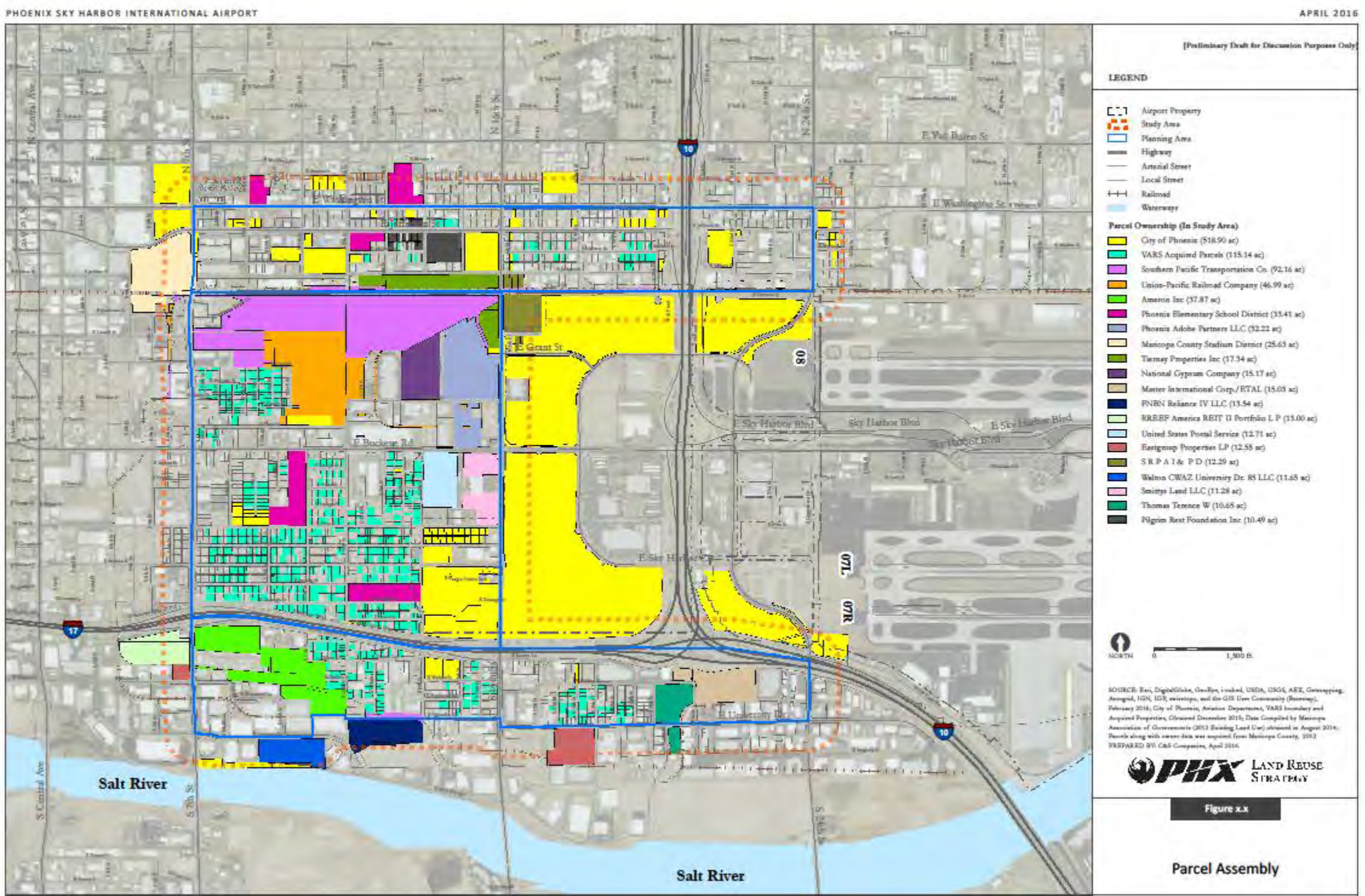
Figure x.x

Parcel Assembly

Vision Guidance



Blending of Uses - Original Master Slide/Do Not Delete/Copy Only



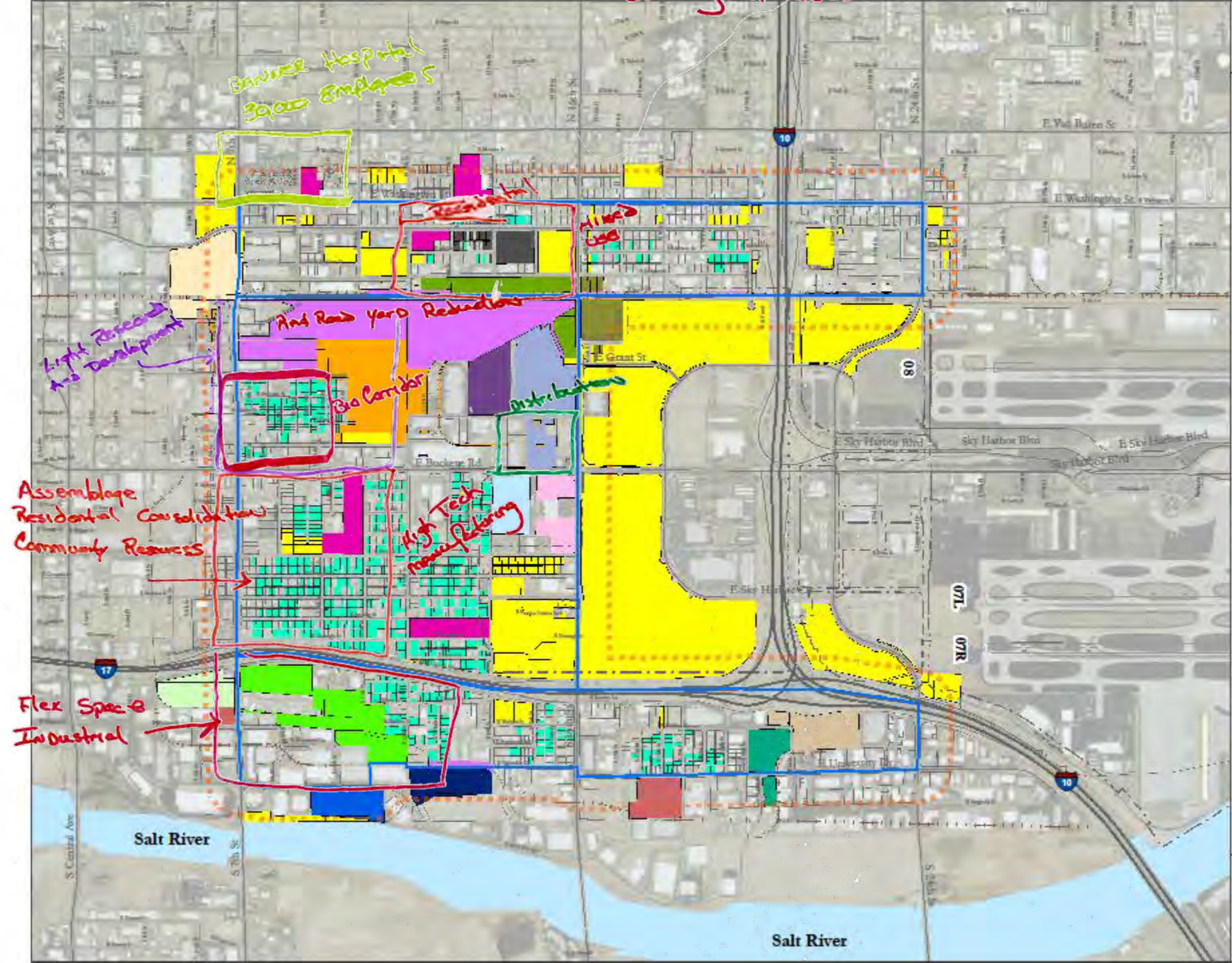
Blending of Uses

Blending of Uses

APRIL 2016

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

[Preliminary Draft for Discussion Purposes Only]



LEGEND

- Airport Property
- Study Area
- Planning Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterway

Parcel Ownership (In Study Area)

- City of Phoenix (518.90 ac)
- VARS Acquired Parcels (115.14 ac)
- Southern Pacific Transportation Co. (92.16 ac)
- Union-Pacific Railroad Company (46.99 ac)
- Ameron Inc (57.87 ac)
- Phoenix Elementary School District (33.41 ac)
- Phoenix Adobe Partners LLC (32.22 ac)
- Maricopa County Stadium District (25.63 ac)
- Tarmay Properties Inc (17.34 ac)
- National Gypsum Company (15.17 ac)
- Matter International Corp/RTAL (15.05 ac)
- FNBN Balance IV LLC (13.54 ac)
- ERREFF America REIT II Portfolio L.P (13.00 ac)
- United States Postal Service (12.71 ac)
- Eastgroup Properties LP (12.55 ac)
- S R P A 1 & P D (12.29 ac)
- Walton CWAZ University Dr. 85 LLC (11.65 ac)
- Smiths Land LLC (11.28 ac)
- Thomas Terence W (10.65 ac)
- Pilgrim Rest Foundation Inc (10.49 ac)

SOURCE: Esri, DigitalGlobe, GeoEye, iStock, USDA, USGS, AEX, Geoway, IGN, IGN, IDS, Swire, and the GIS User Community (Basemap), February 2014; City of Phoenix, Aviation Department, VARS Boundary and Acquired Properties, Obtained December 2015; Data Compiled by Maricopa Association of Governments (2013 Existing Land Use) obtained in August 2015. Parcel data with owner data was acquired from Maricopa County, 2012. PREPARED BY: C&S Companies, April 2016.

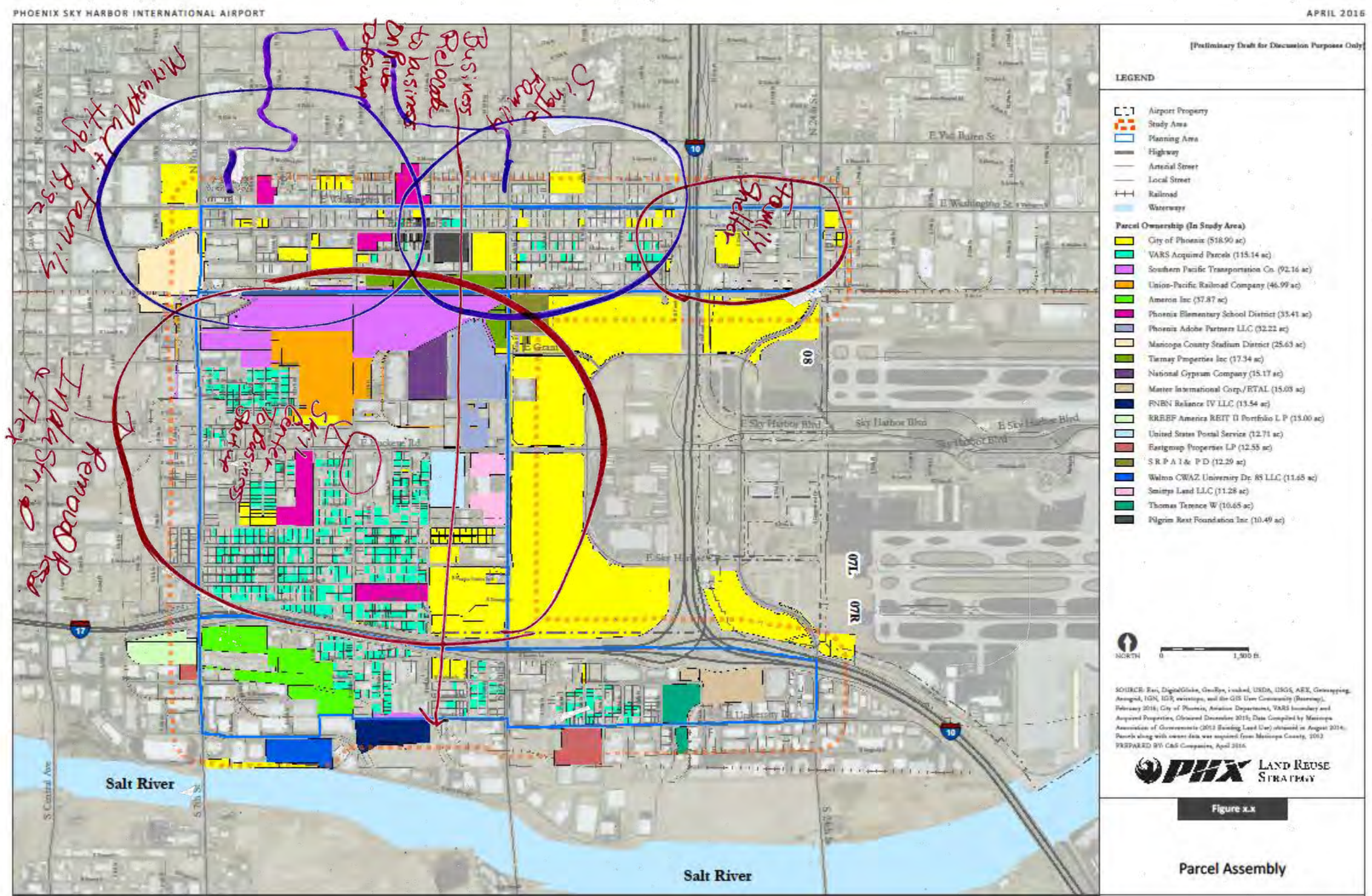


Figure x.x

Parcel Assembly

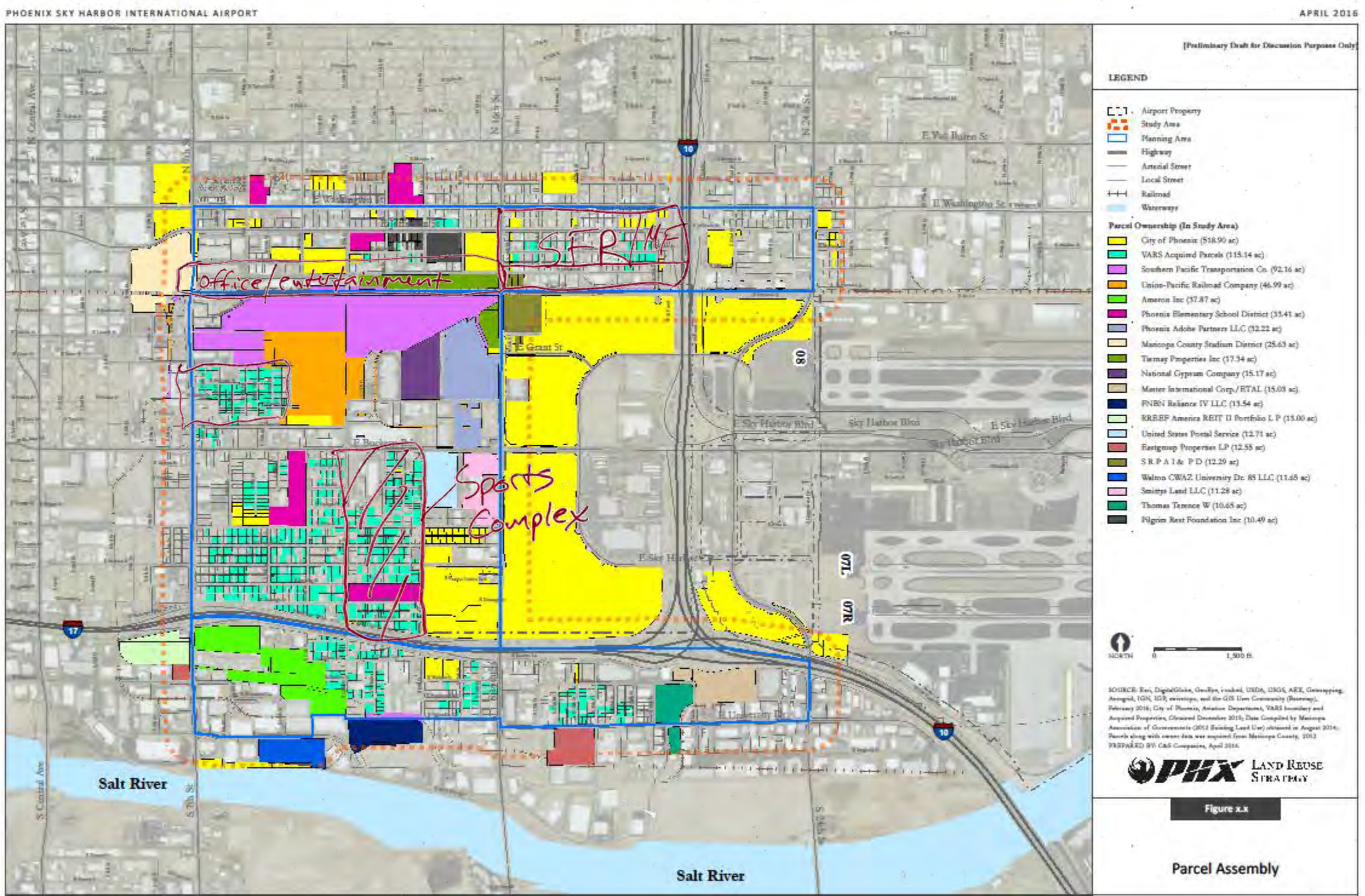
Blending of Uses

Blended uses 6-20-16 6pm. Growth



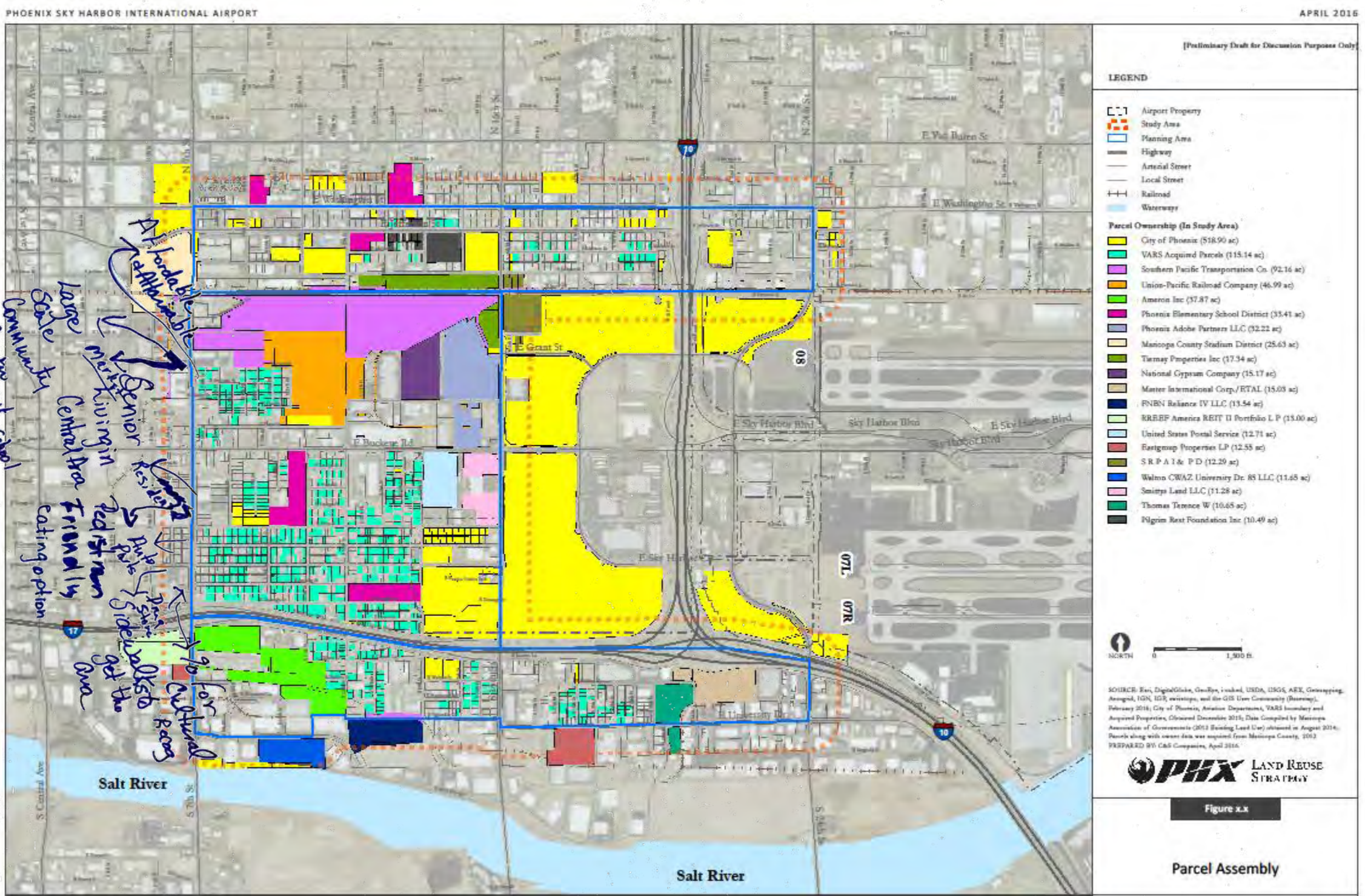
Blending of Uses

Blended Uses 6-20-16 Group 2



Blending of Uses

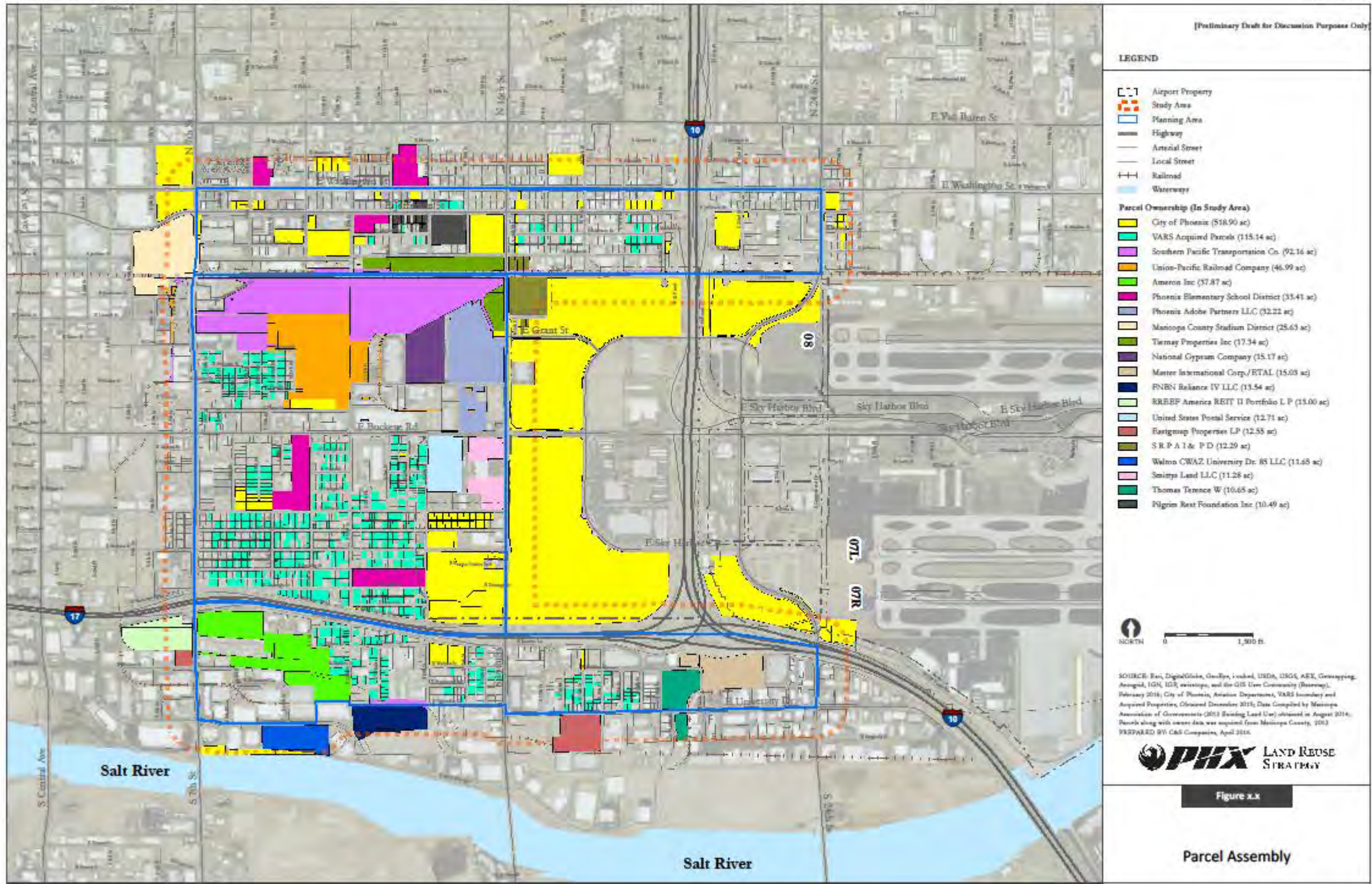
Blended Uses 6-21-16



Parcel Assembly- Original Master Slide/Do Not Delete/Copy Only

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

APRIL 2016





PHX

LAND REUSE
STRATEGY

Project Management and Advisory Committees Meeting

June 20, 2016

Study Elements



**Community
Engagement**



Inventory



**Market
Analysis**



**Strategy
Development**



Inventory

- Benchmarking Analysis
- Data Collection
- Review Other Plans
- Environmental Review
- Constraints Analysis
- Broad-based Valuation

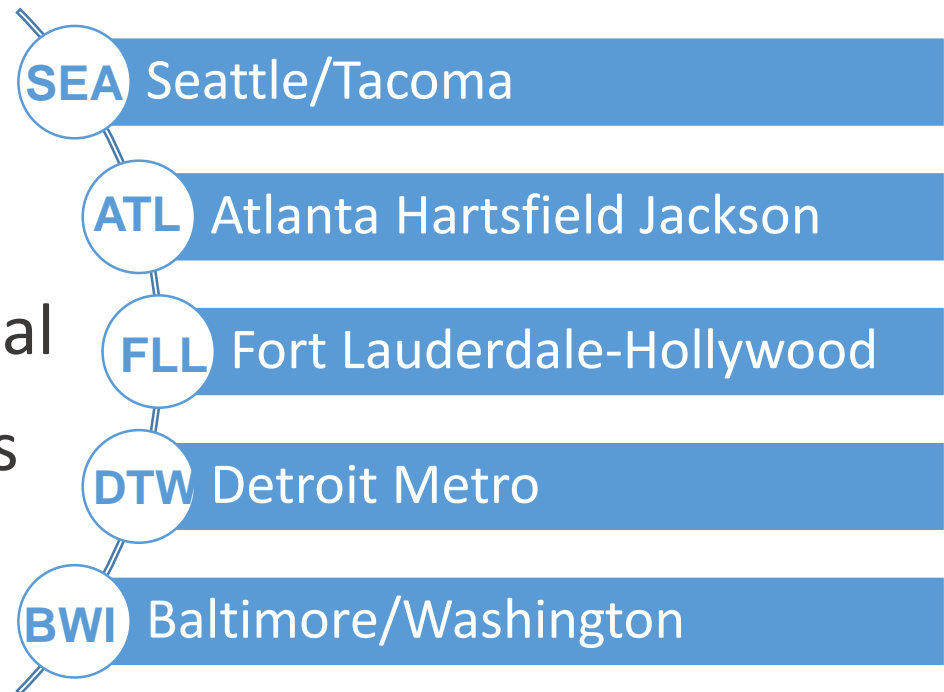


Market Analysis

- Potential Land Uses
- Preliminary Market Analysis
- Demand Allocation Strategy
- Implementation Models
- Retention/Disposition Strategy

Airport Benchmarking

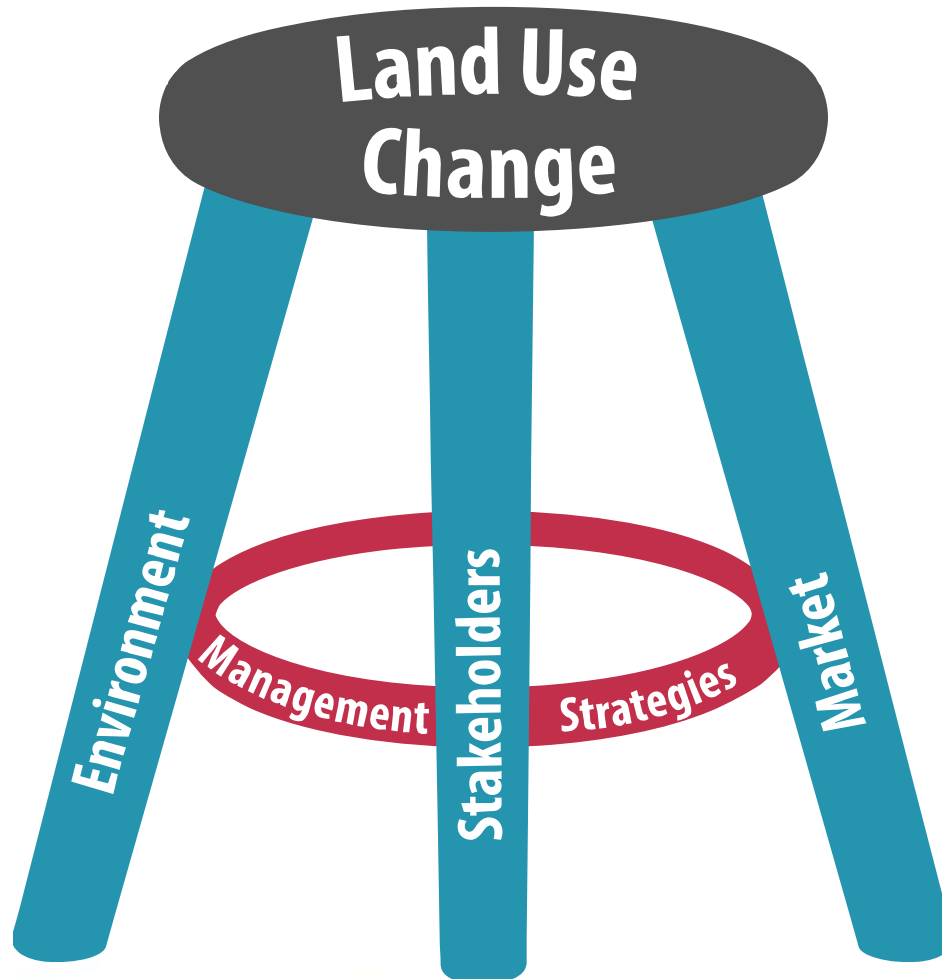
- > Details of program
- > Uses placed next to residential
- > Replacement of residential
- > Identification of land uses
- > Address changes in noise contours
- > Innovative strategies



Airport Benchmarking

- > Similarities
 - > Patchwork of acquired parcels
 - > Numerous jurisdictions involved
- > Plan development
 - > Varied levels of community engagement
 - > Land assembly
- > Recommended Uses
 - > Market driven
 - > Restrictive covenants ensure compatible use
- > Implementation Strategy
 - > RFPs for long-term leases
 - > Auction of parcels to brokerage firms
- > Differentiations
 - > Community guidance/input is key to PHX reuse strategy
 - > Goal to benefit neighborhood

Land Use Management Model



Management Strategies



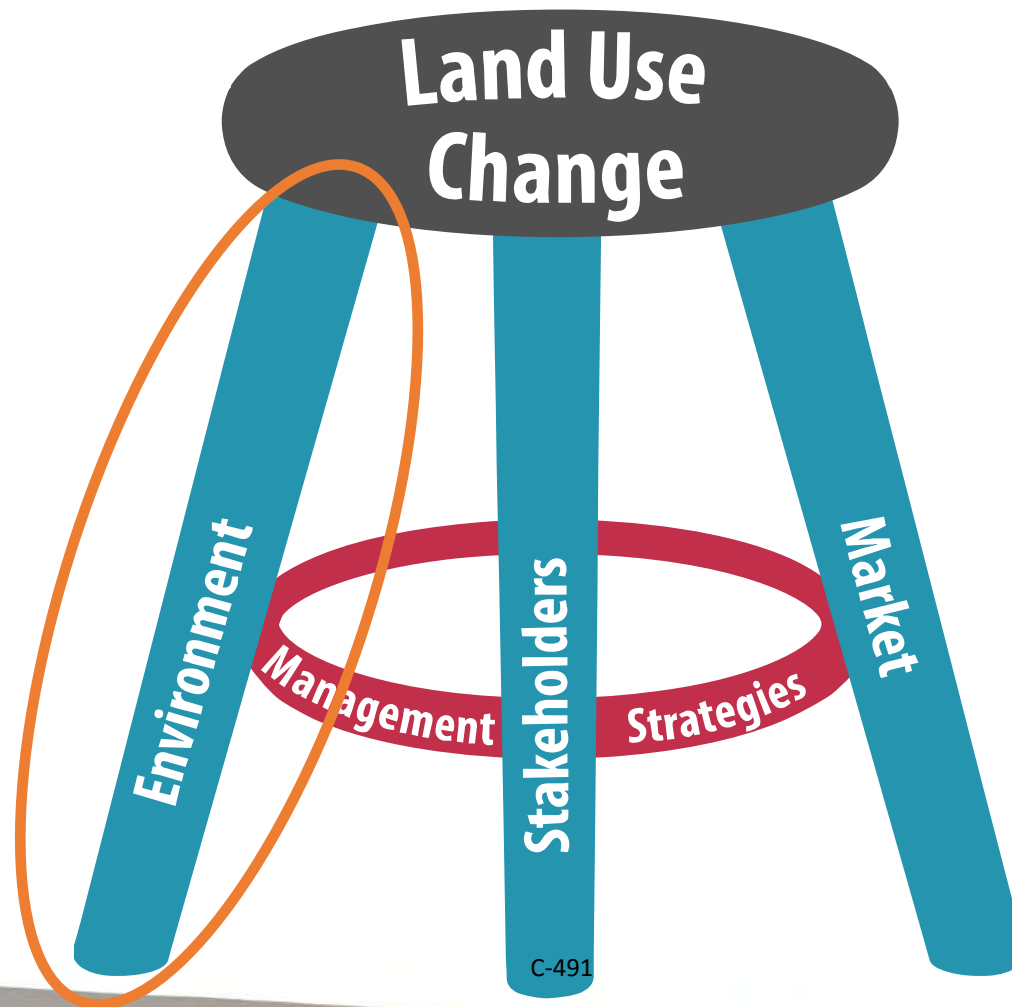
Regulatory

- > Zoning
- > Design guidelines
- > Deed restrictions

Incentives

- > Tax incentives
- > Grants
- > RFP structure

Land Use Management Model



Environment: Study Area Metrics

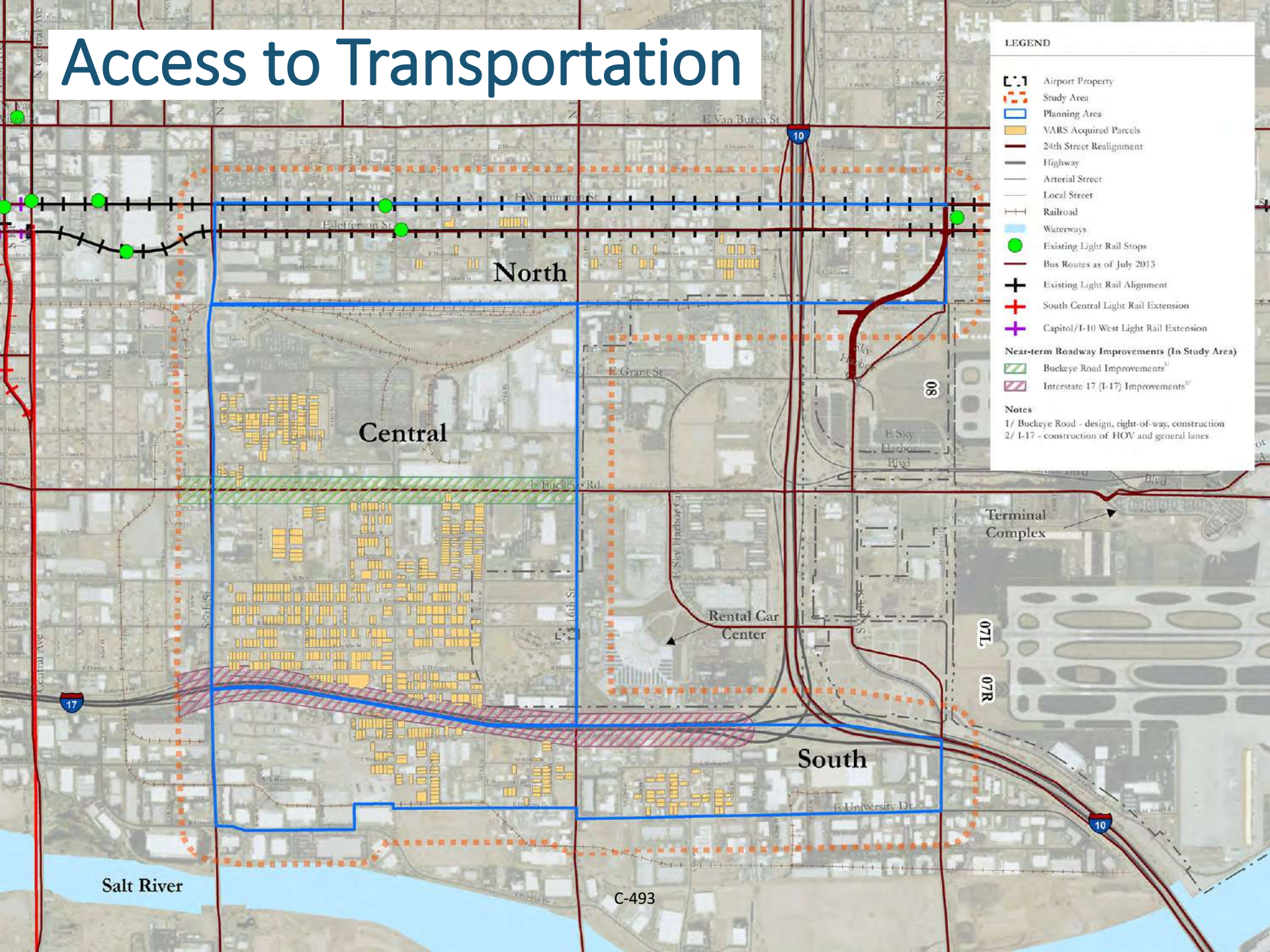
> Opportunities

- > Infrastructure
- > Planned Projects
- > Incentive Zones
- > Parcel Assembly

> Constraints

- > Zoning/Deed Restrictions
- > Neighboring Parcels
- > Environmental Overview

Access to Transportation



LEGEND

- ⬜ Airport Property
- ⬜ Study Area
- ⬜ Planning Area
- ⬜ VARS Acquired Parcels
- ⬜ 24th Street Realignment
- ⬜ Highway
- ⬜ Arterial Street
- ⬜ Local Street
- ⬜ Railroad
- ⬜ Waterways
- Existing Light Rail Stops
- Bus Routes as of July 2013
- ⬜ Existing Light Rail Alignment
- ⬜ South Central Light Rail Extension
- ⬜ Capitol/I-10 West Light Rail Extension

Near-term Roadway Improvements (In Study Area)

- ⬜ Buckeye Road Improvements^{1/}
- ⬜ Interstate 17 (I-17) Improvements^{2/}

Notes

- 1/ Buckeye Road - design, right-of-way, construction
- 2/ I-17 - construction of HOV and general lanes

North

Central

South

Salt River

C-493

Rental Car Center

Terminal Complex

07L

07R

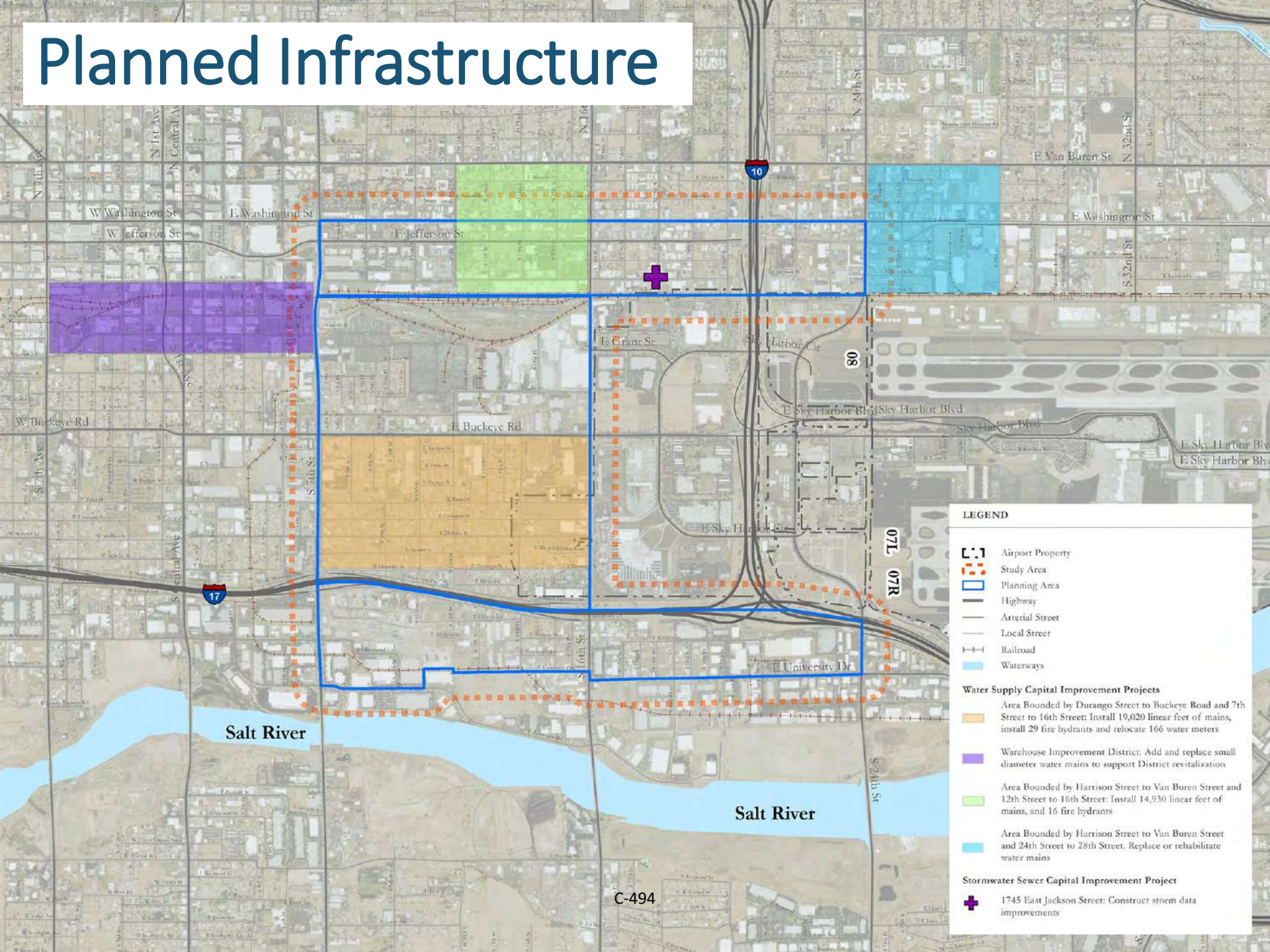
10

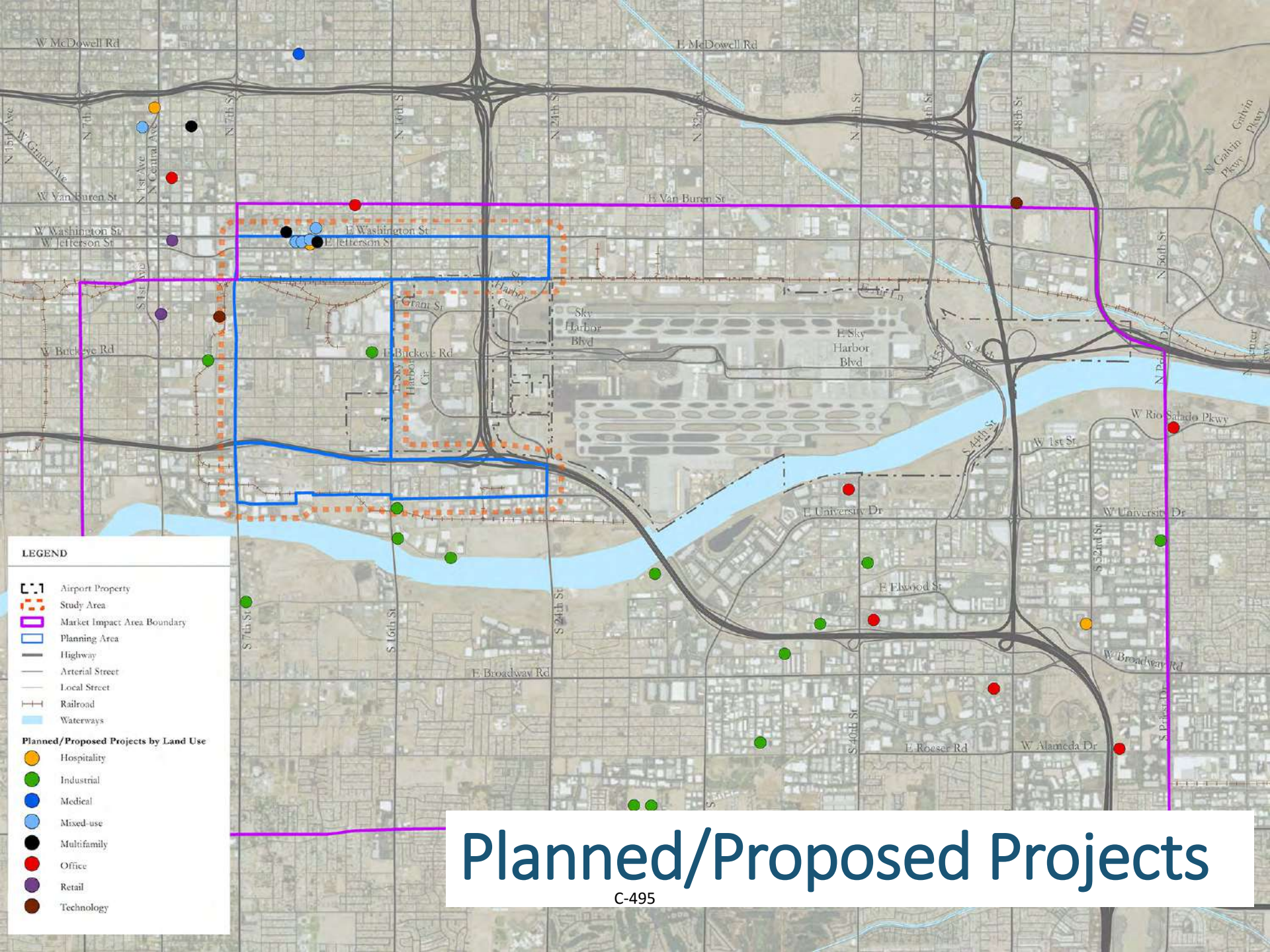
80

10

17

Planned Infrastructure





LEGEND

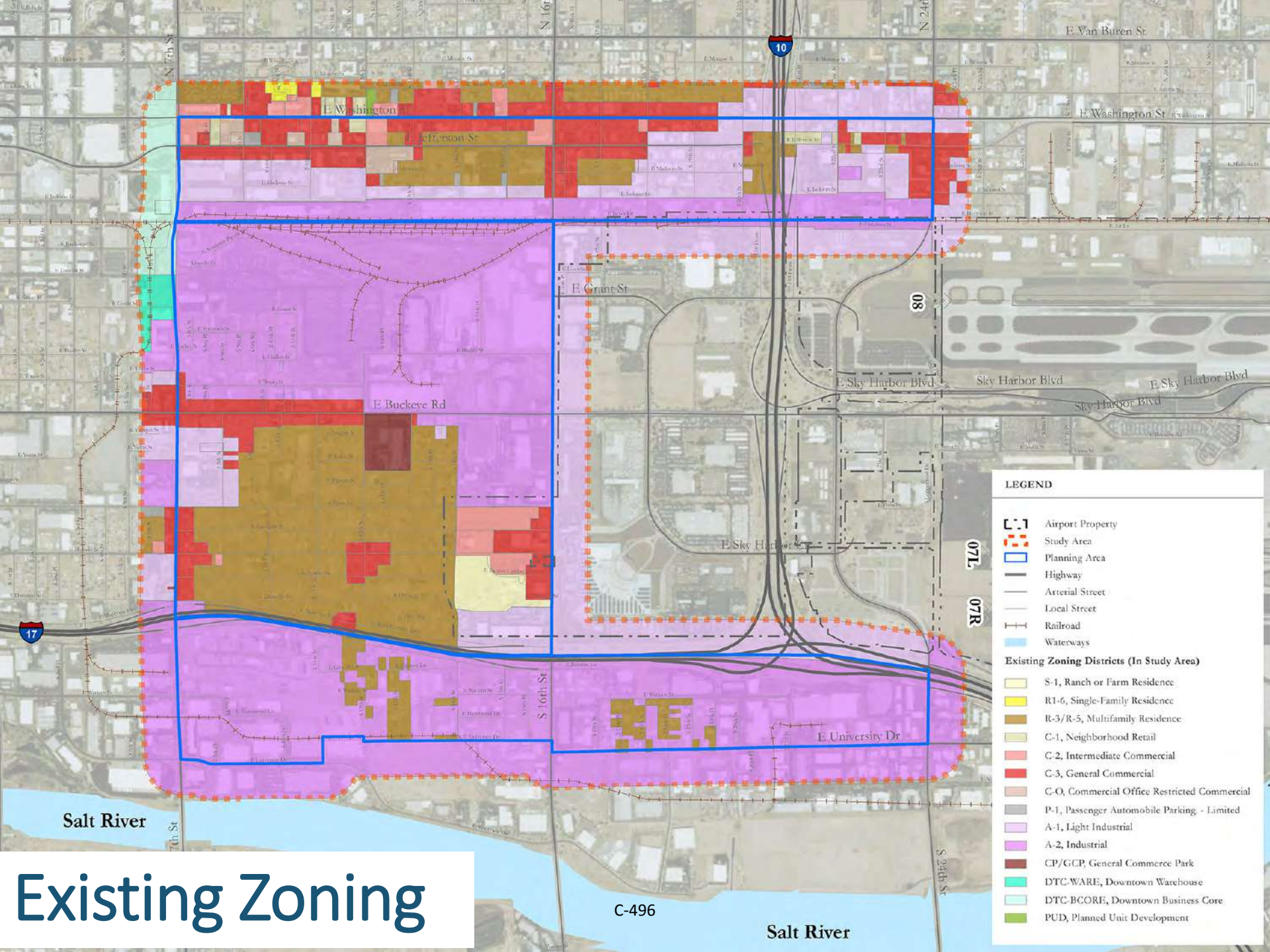
- Airport Property
- Study Area
- Market Impact Area Boundary
- Planning Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

Planned/Proposed Projects by Land Use

- Hospitality
- Industrial
- Medical
- Mixed-use
- Multifamily
- Office
- Retail
- Technology

Planned/Proposed Projects

C-495



LEGEND

- Airport Property
- Study Area
- Planning Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

Existing Zoning Districts (In Study Area)

- S-1, Ranch or Farm Residence
- R1-6, Single-Family Residence
- R-3/R-5, Multifamily Residence
- C-1, Neighborhood Retail
- C-2, Intermediate Commercial
- C-3, General Commercial
- C-O, Commercial Office Restricted Commercial
- P-1, Passenger Automobile Parking - Limited
- A-1, Light Industrial
- A-2, Industrial
- CP/GCP, General Commerce Park
- DTC-WARE, Downtown Warehouse
- DTC-BCORE, Downtown Business Core
- PUD, Planned Unit Development

Existing Zoning

C-496

Salt River

Salt River

17

10

80

07L

07R

7th St

24th St

N 7th St

N 16th St

N 24th St

E Washington

Jefferson St

E Buckeye Rd

E Grant St

E Sky Harbor St

E Sky Harbor Blvd

Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

S 16th St

S 24th St

E Van Buren St

E Washington St

E Sky Harbor Blvd

E Sky Harbor Blvd

E University Dr

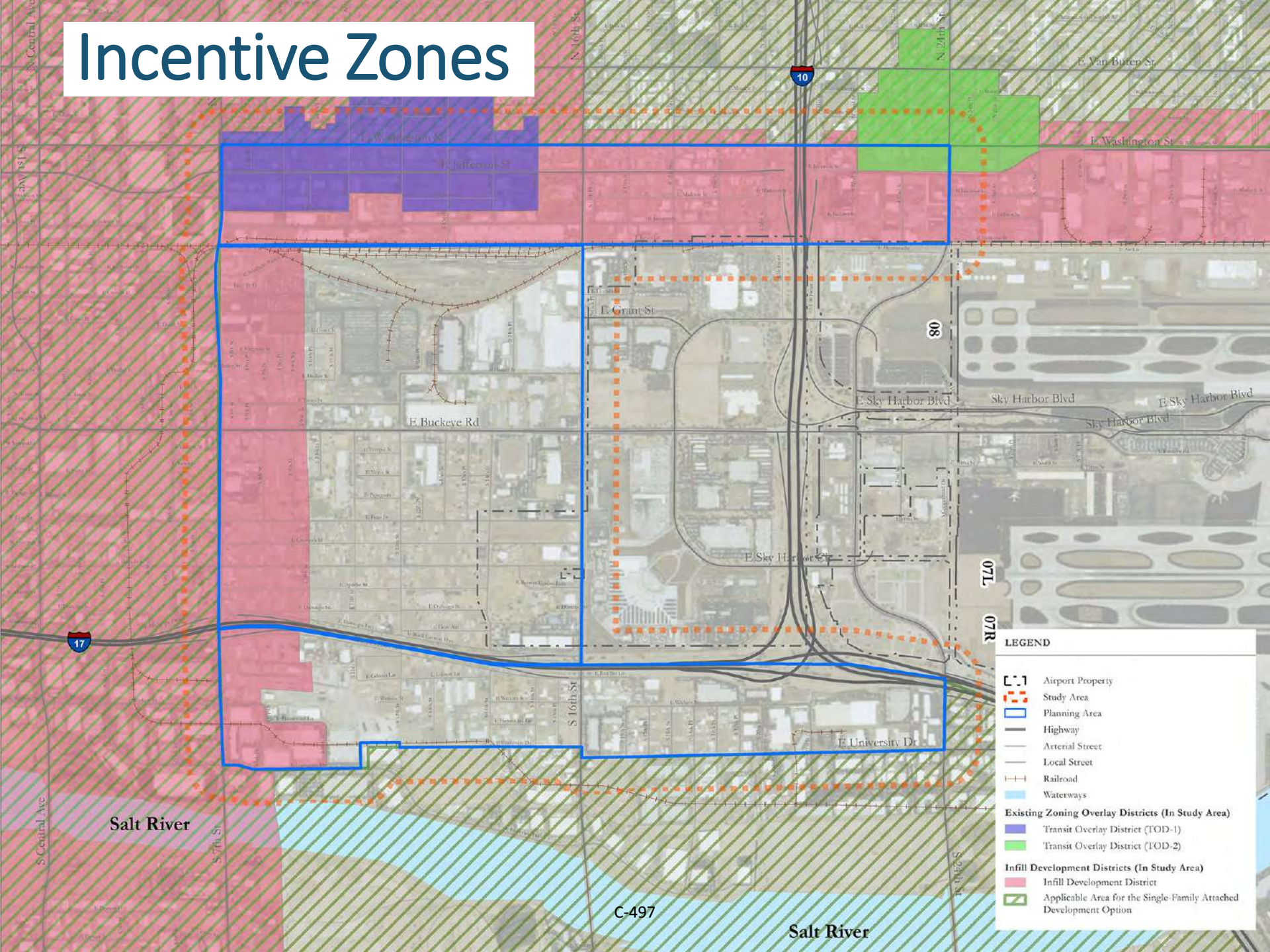
S 16th St

S 24th St

E Van Buren St

E Washington St

Incentive Zones



LEGEND

- Airport Property
- Study Area
- Planning Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

Existing Zoning Overlay Districts (In Study Area)

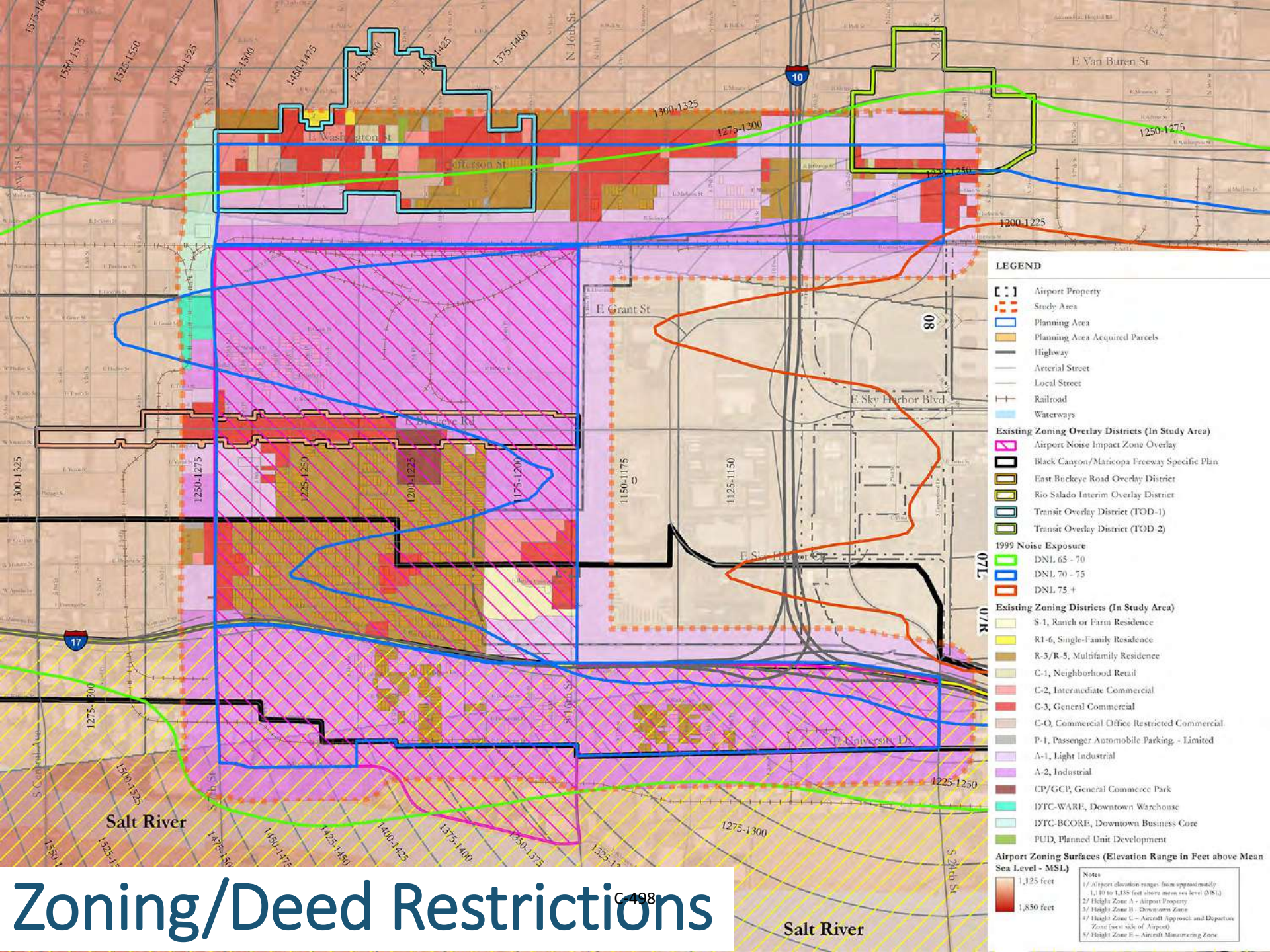
- Transit Overlay District (TOD-1)
- Transit Overlay District (TOD-2)

Infill Development Districts (In Study Area)

- Infill Development District
- Applicable Area for the Single-Family Attached Development Option

C-497

Salt River



LEGEND

- [Dashed Box] Airport Property
- [Dotted Box] Study Area
- [Blue Outline] Planning Area
- [Orange Outline] Planning Area Acquired Parcels
- [Thick Black Line] Highway
- [Thin Black Line] Arterial Street
- [Thin Grey Line] Local Street
- [Black Line with Cross-Ticks] Railroad
- [Blue Line] Waterways

Existing Zoning Overlay Districts (In Study Area)

- [Pink Hatched Box] Airport Noise Impact Zone Overlay
- [Black Hatched Box] Black Canyon/Maricopa Freeway Specific Plan
- [Yellow Hatched Box] East Bockeye Road Overlay District
- [Green Hatched Box] Rio Salado Interim Overlay District
- [Blue Hatched Box] Transit Overlay District (TOD-1)
- [Orange Hatched Box] Transit Overlay District (TOD-2)

1999 Noise Exposure

- [Light Green Box] DNL 65 - 70
- [Blue Box] DNL 70 - 75
- [Red Box] DNL 75 +

Existing Zoning Districts (In Study Area)

- [Light Yellow Box] S-1, Ranch or Farm Residence
- [Yellow Box] R1-6, Single-Family Residence
- [Light Green Box] R-3/R-5, Multifamily Residence
- [Light Blue Box] C-1, Neighborhood Retail
- [Pink Box] C-2, Intermediate Commercial
- [Red Box] C-3, General Commercial
- [Light Grey Box] C-O, Commercial Office Restricted Commercial
- [Light Purple Box] P-1, Passenger Automobile Parking - Limited
- [Light Blue Box] A-1, Light Industrial
- [Purple Box] A-2, Industrial
- [Brown Box] CP/GCP, General Commerce Park
- [Light Green Box] DTC-WARE, Downtown Warehouse
- [Light Green Box] DTC-CORE, Downtown Business Core
- [Light Green Box] PUD, Planned Unit Development

Airport Zoning Surfaces (Elevation Range in Feet above Mean Sea Level - MSL)

- [Light Green Box] 1,125 feet
- [Red Box] 1,850 feet

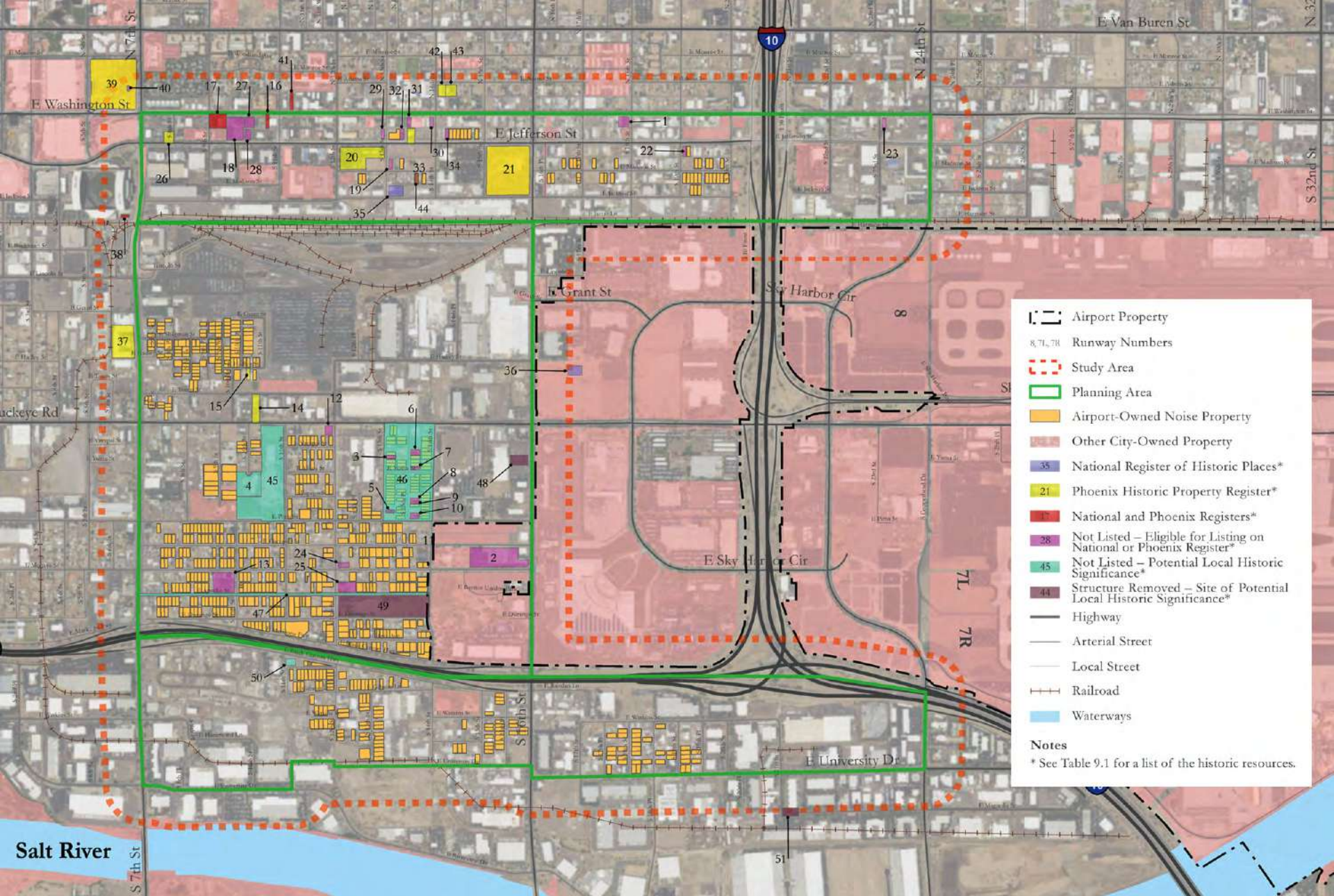
Notes

- 1/ Airport elevation ranges from approximately 1,110 to 1,135 feet above mean sea level (MSL).
- 2/ Height Zone A - Airport Property
- 3/ Height Zone B - Downtown Zone
- 4/ Height Zone C - Aircraft Approach and Departure Zone (west side of Airport)
- 5/ Height Zone E - Aircraft Manufacturing Zone

Zoning/Deed Restrictions

C 498

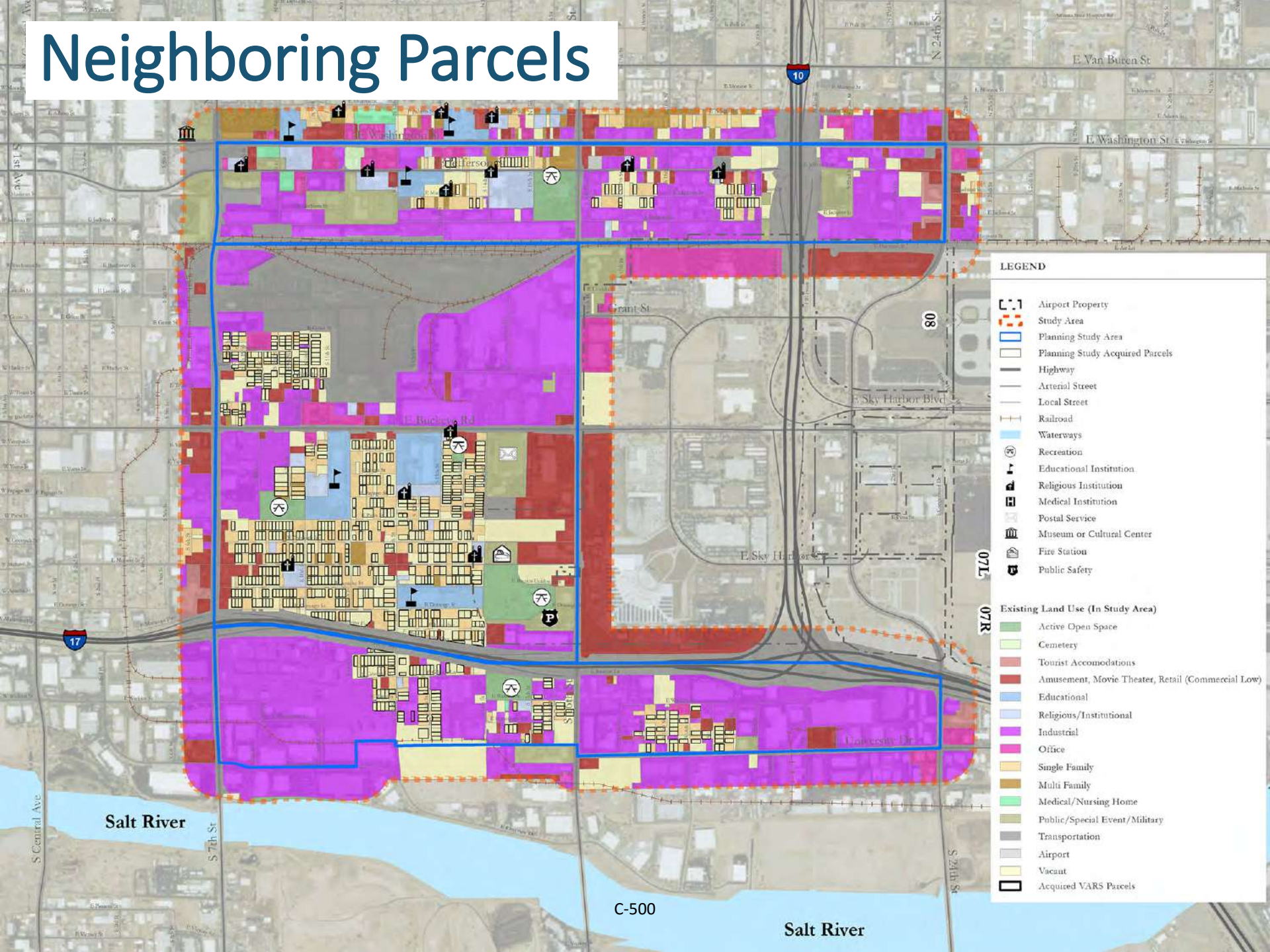
Salt River



Cultural & Historical Resources

C-499

Neighboring Parcels



LEGEND

- Airport Property
- Study Area
- Planning Study Area
- Planning Study Acquired Parcels
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways
- Recreation
- Educational Institution
- Religious Institution
- Medical Institution
- Postal Service
- Museum or Cultural Center
- Fire Station
- Public Safety

Existing Land Use (In Study Area)

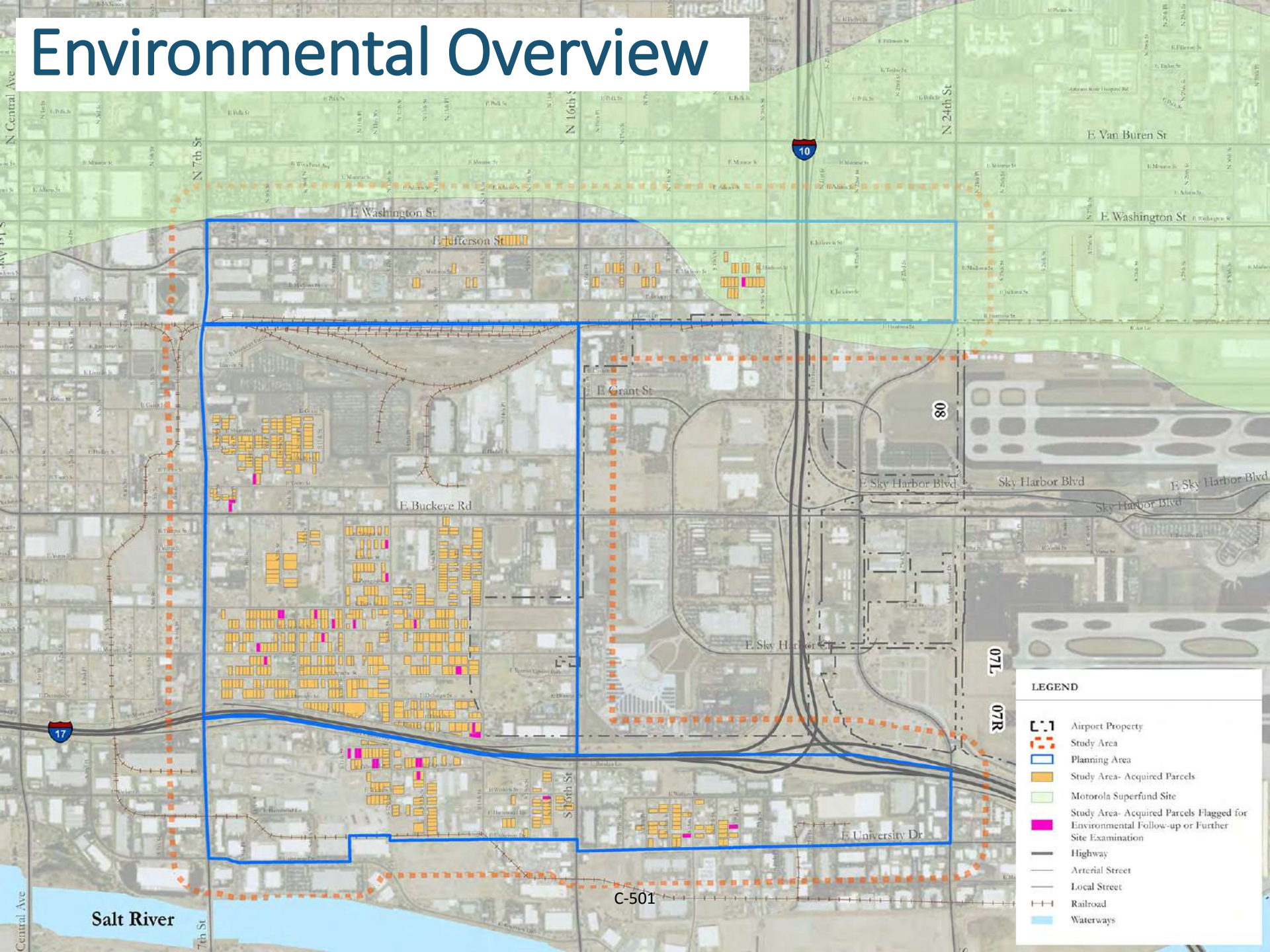
- Active Open Space
- Cemetery
- Tourist Accommodations
- Amusement, Movie Theater, Retail (Commercial Low)
- Educational
- Religious/Institutional
- Industrial
- Office
- Single Family
- Multi Family
- Medical/Nursing Home
- Public/Special Event/Military
- Transportation
- Airport
- Vacant
- Acquired VARS Parcels

Salt River

C-500

Salt River

Environmental Overview



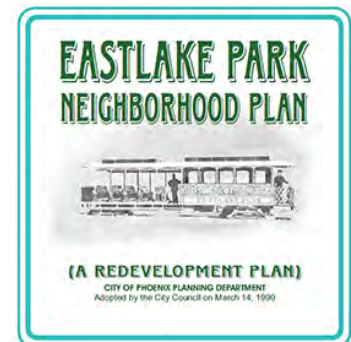
Existing Plans Review

- > PlanPHX
- > Reinvent PHX
- > Eastlake Park Neighborhood Plan
- > Nuestro Barrio Neighborhood Plan
- > Rio Salado Redevelopment Study Area
- > Booker T. Washington Redevelopment Area
- > Special Redevelopment Area
- > Sky Harbor Center Redevelopment Area
- > HOPE VI and Choice Neighborhoods Program
- > Green Valley Neighborhood
- > Cuatro Milpas
- > Central City South Quality of Life Plan

Central City South at a Glance



Inventory, Assets and Existing Conditions
October 2015



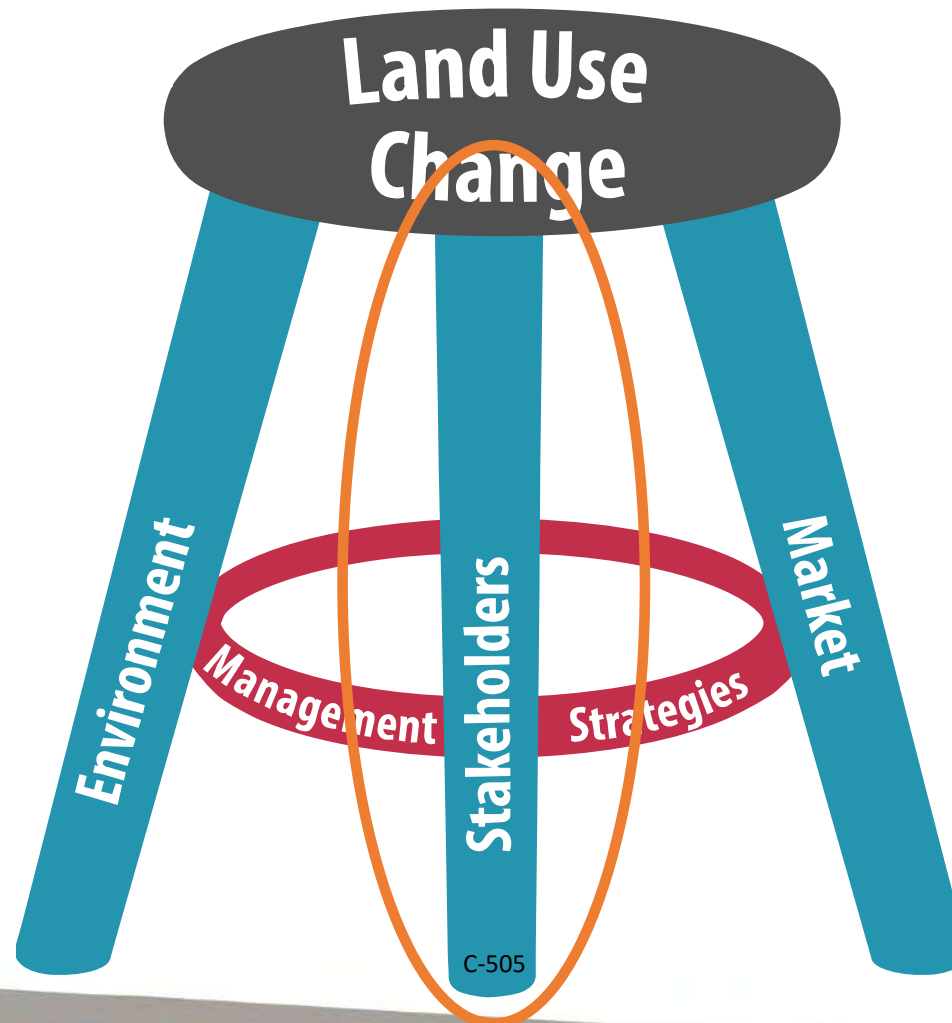
Resources

- > Water/Utility Infrastructure
- > Airport Documents
- > CNRP/VARs
- > Area Planning and Land Use Codes
- > Environmental
- > Land Development Inquiries
- > Valley Metro Planning
- > ADOT Passenger Rail Planning
- > MAG Transportation Planning

Preliminary Market Analysis

- > Identification of Land Uses
 - > Inventory/Best practices
 - > Stakeholder interviews/meetings
- > Land Uses
 - > Commercial: office and retail (potential mixed-use format)
 - > Industrial/flex
 - > Tourist accommodations: hotel
- > Benchmarking
- > Analysis Methodology
 - > Historical trends
 - > Projections of employment and population

Land Use Management Model



Stakeholder Engagement: Takeaways

- > Program Success Looks Like...
 - > Coherent development plan
 - > Think big/bold
 - > Flexibility—between conceptual and detailed strategy
 - > Land assembly
 - > Address ground lease terms—need 40–50 years
 - > Historical/cultural considerations
 - > Context sensitivity to remaining residential & transition

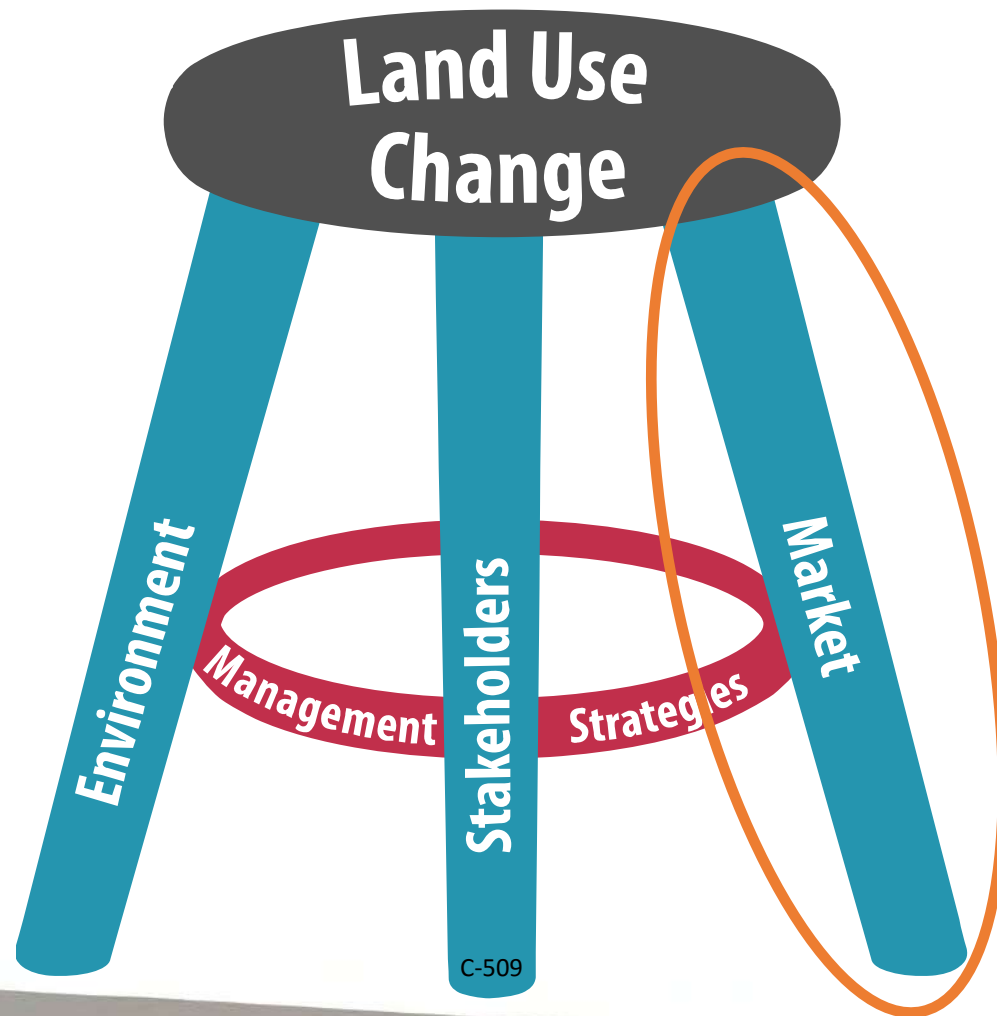
Stakeholder Engagement: Takeaways

- > Potential Strategies
 - > Zoning
 - > Expand Enterprise or Foreign Trade Zones
 - > Tactical urbanism
 - > Financial incentives; public-private partnerships
 - > Leverage proximity to multiple transportation modes
 - > Acquire parcels: residential/underused parcels

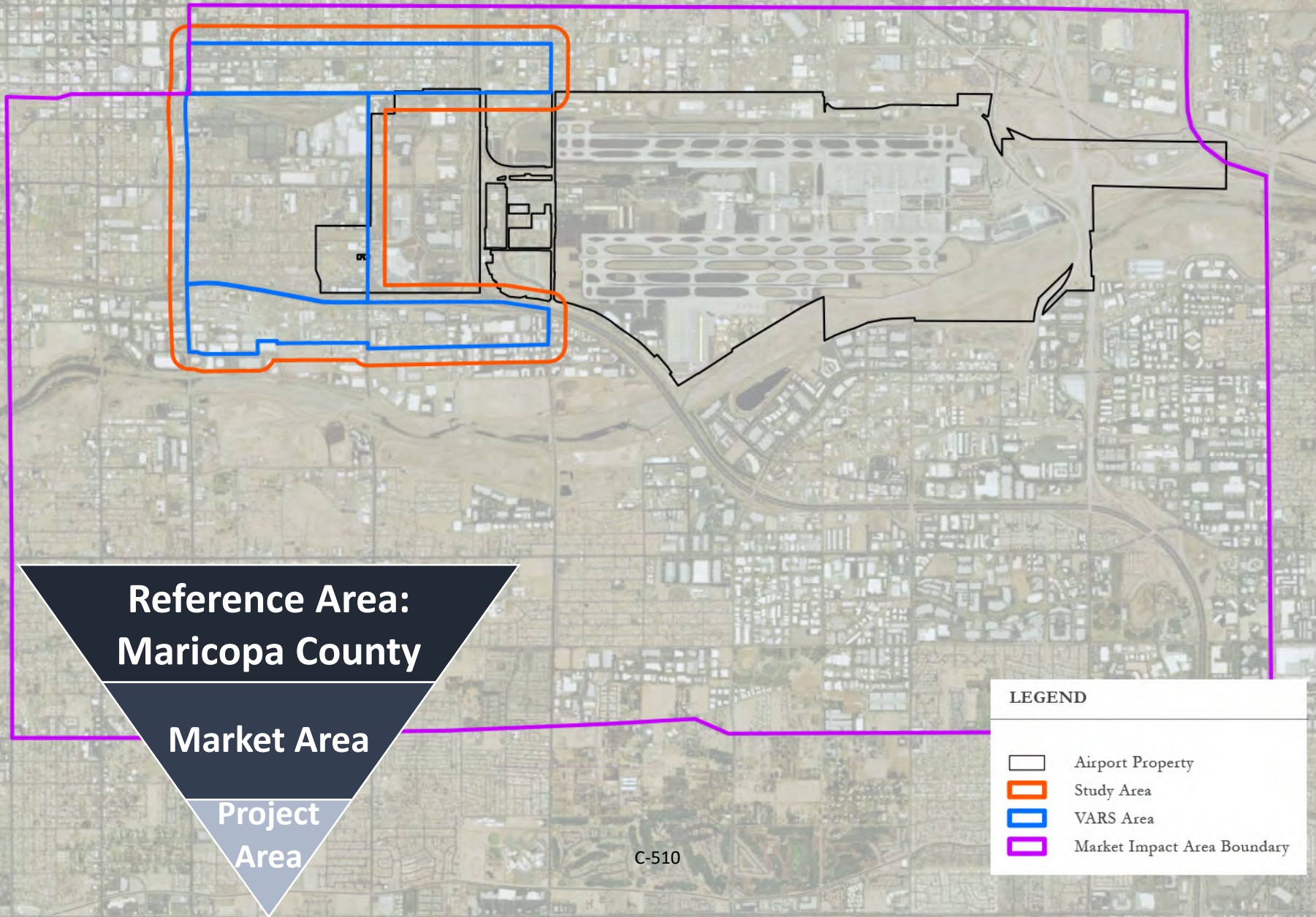
Stakeholder Engagement: Takeaways

- > Desired Uses
 - > Industrial/flex
 - > Commercial: office/retail
 - > Residential (North area)
 - > Urban farming
 - > Interim/transitional
 - > Historic/Cultural destinations
 - > Parks/open space
 - > Recreational facilities

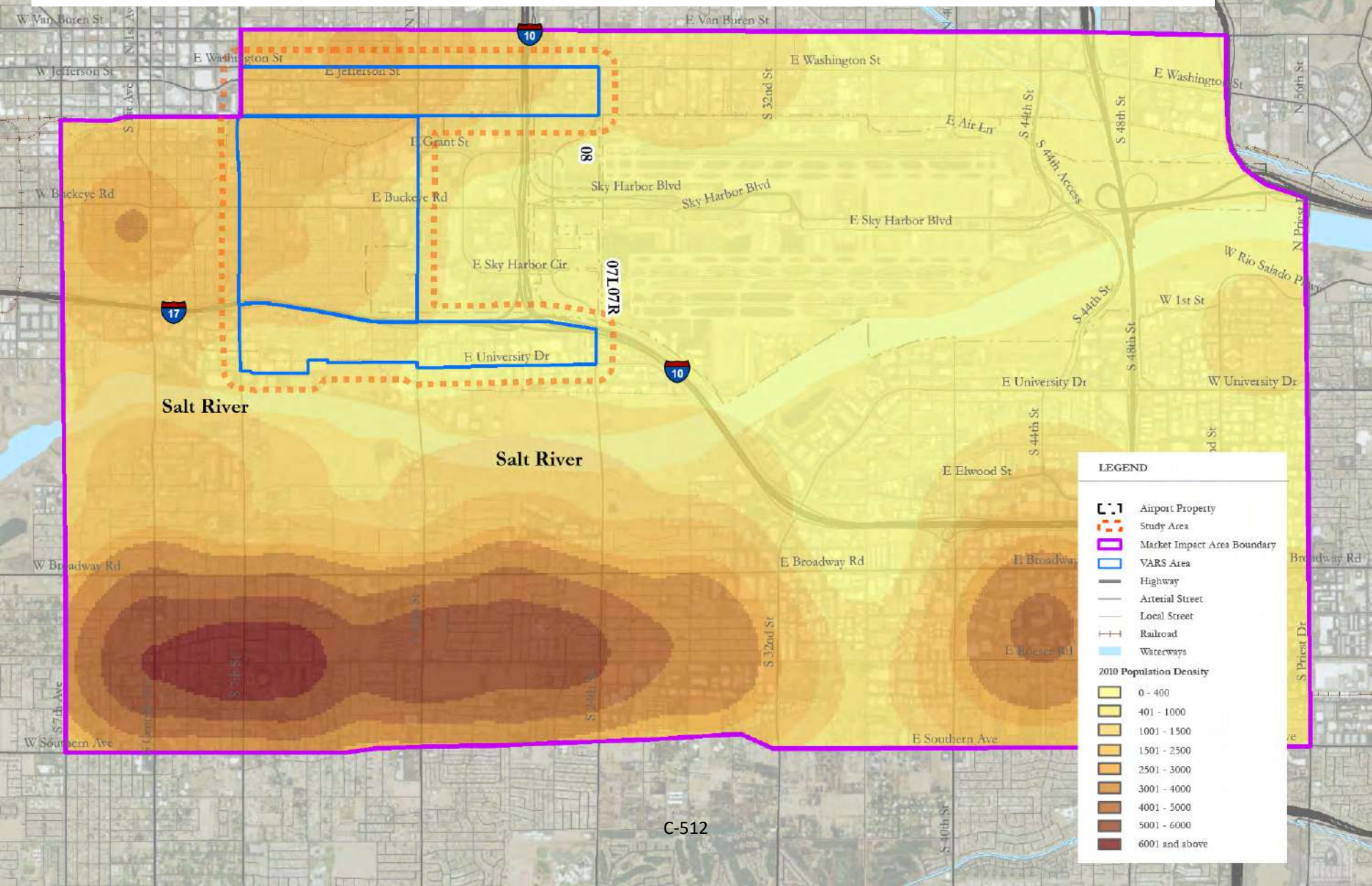
Land Use Management Model



Market Study Area



Key Market Metrics—Population Density



LEGEND

- Airport Property
- Study Area
- Market Impact Area Boundary
- VARS Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

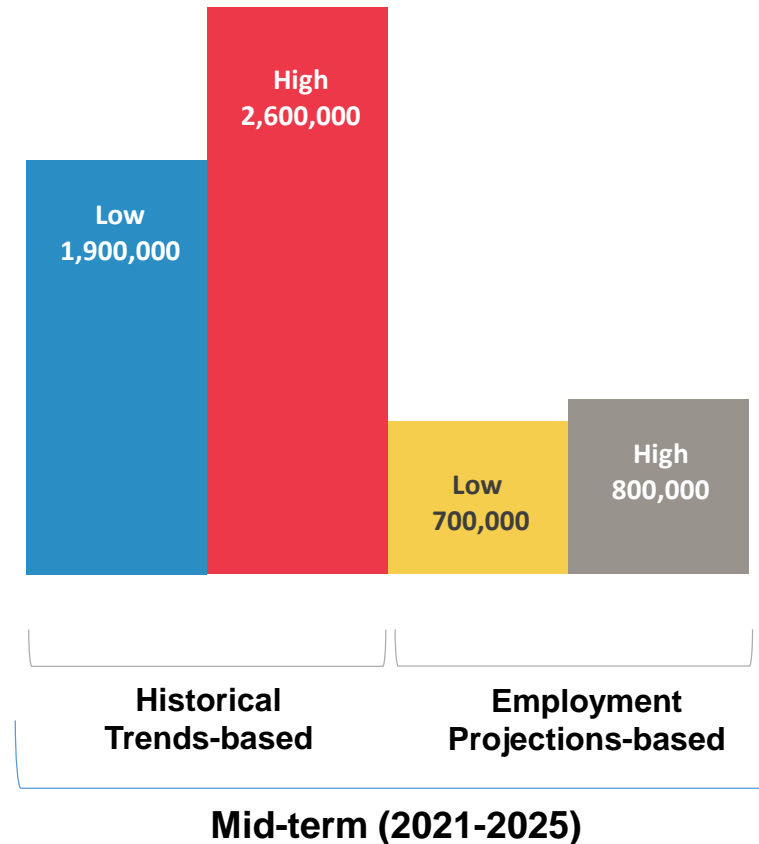
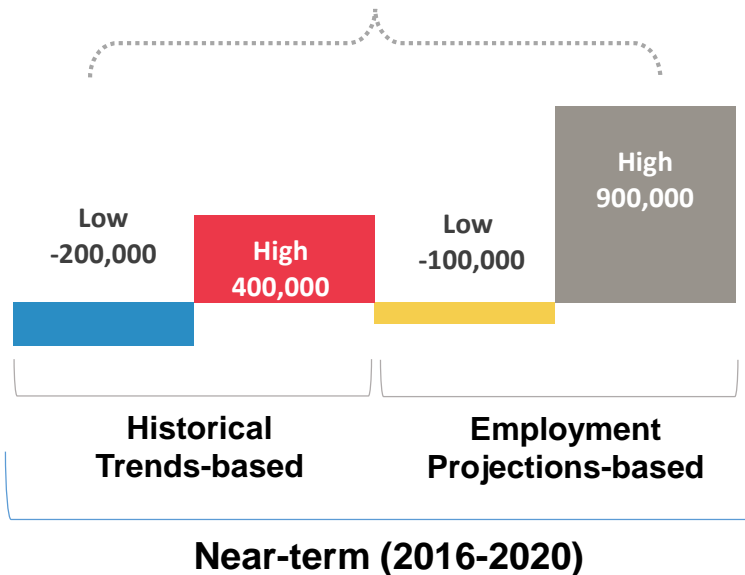
2010 Population Density

- 0 - 400
- 401 - 1000
- 1001 - 1500
- 1501 - 2500
- 2501 - 3000
- 3001 - 4000
- 4001 - 5000
- 5001 - 6000
- 6001 and above

Industrial

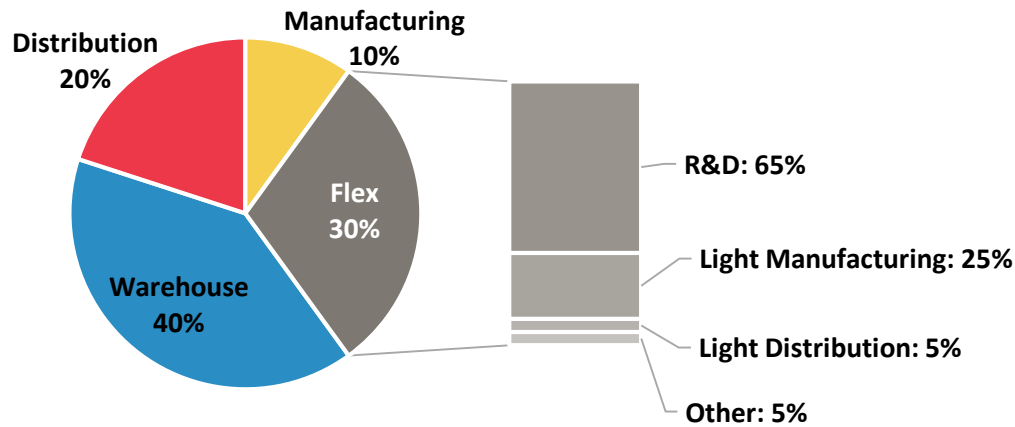
Projected Demand (in square feet)

Modified near-term demand due to approx. 2.3 MSF total of proposed, under construction or newly delivered industrial space in 2016.

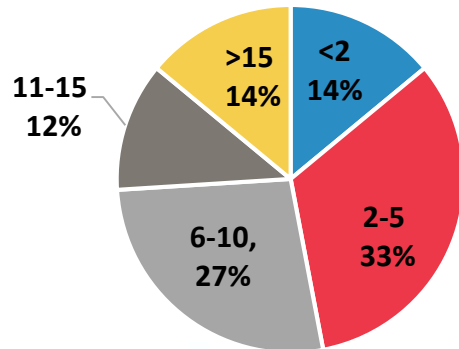


Industrial

Types of Industrial Space



Land Sizes (acres)



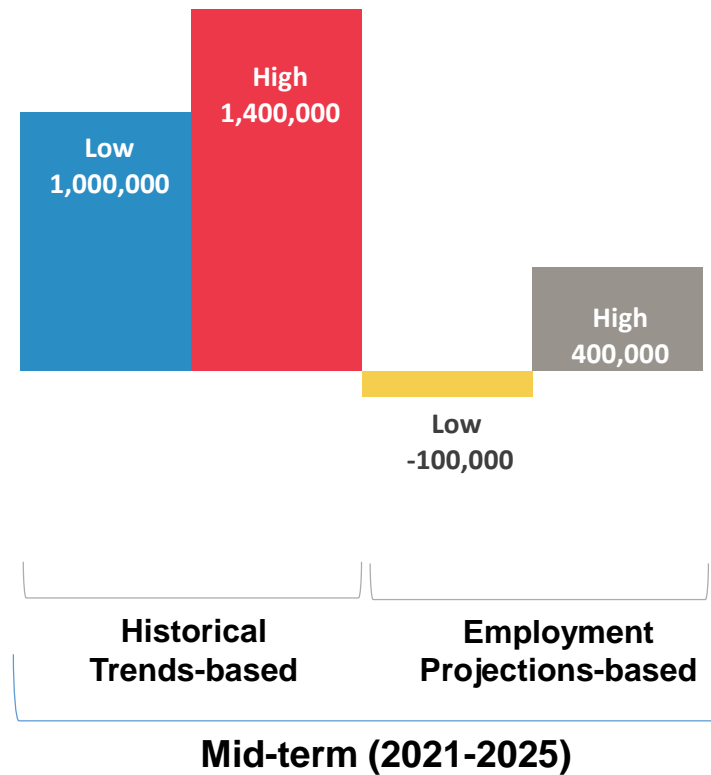
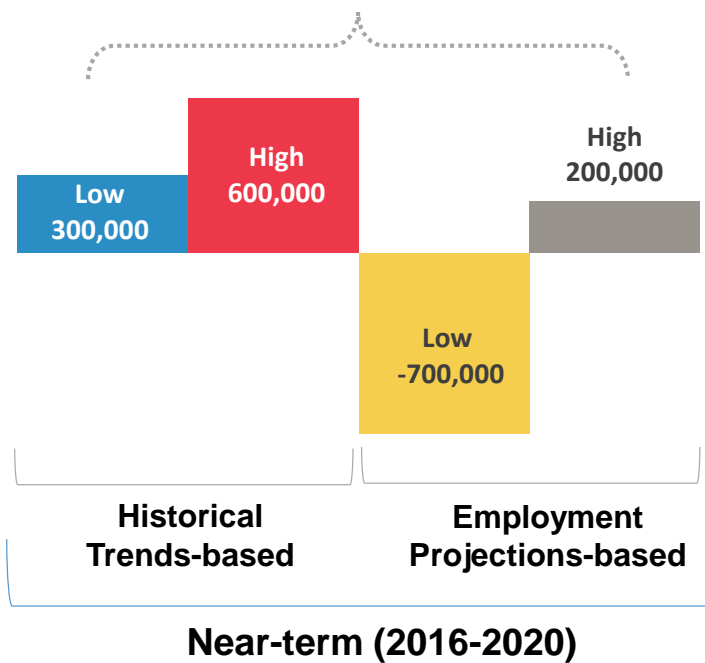
Industrial

- > Opportunities
 - > Proximity to:
 - > Transportation
 - > Downtown/Biomed campus
 - > Sky Harbor
 - > Compatible with airport noise levels/height restrictions
 - > R&D/light manufacturing for target growth industries
- > Constraints
 - > 2.3 MSF currently in development or proposed for market area—absorbs near-term demand
 - > Limited availability of desired parcel sizes
 - > Competitive land inventory in/nearby market area

Office

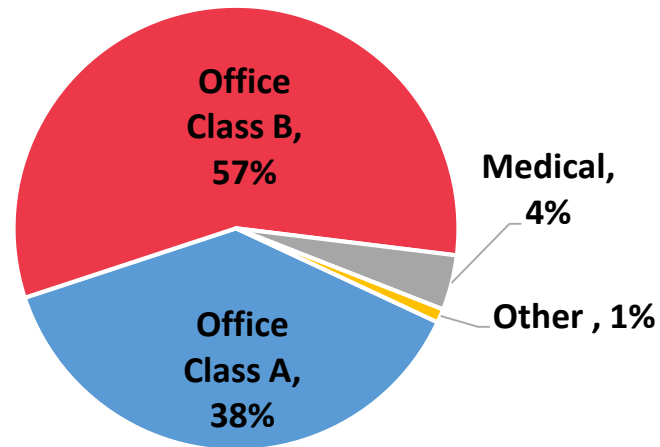
Projected Demand (in square feet)

Modified near-term demand due to approx. 750,000 SF total of proposed office space in 2016.

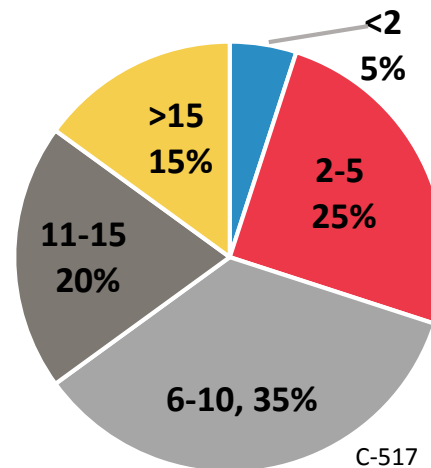


Office

Types of Office Space



Land Sizes (acres)



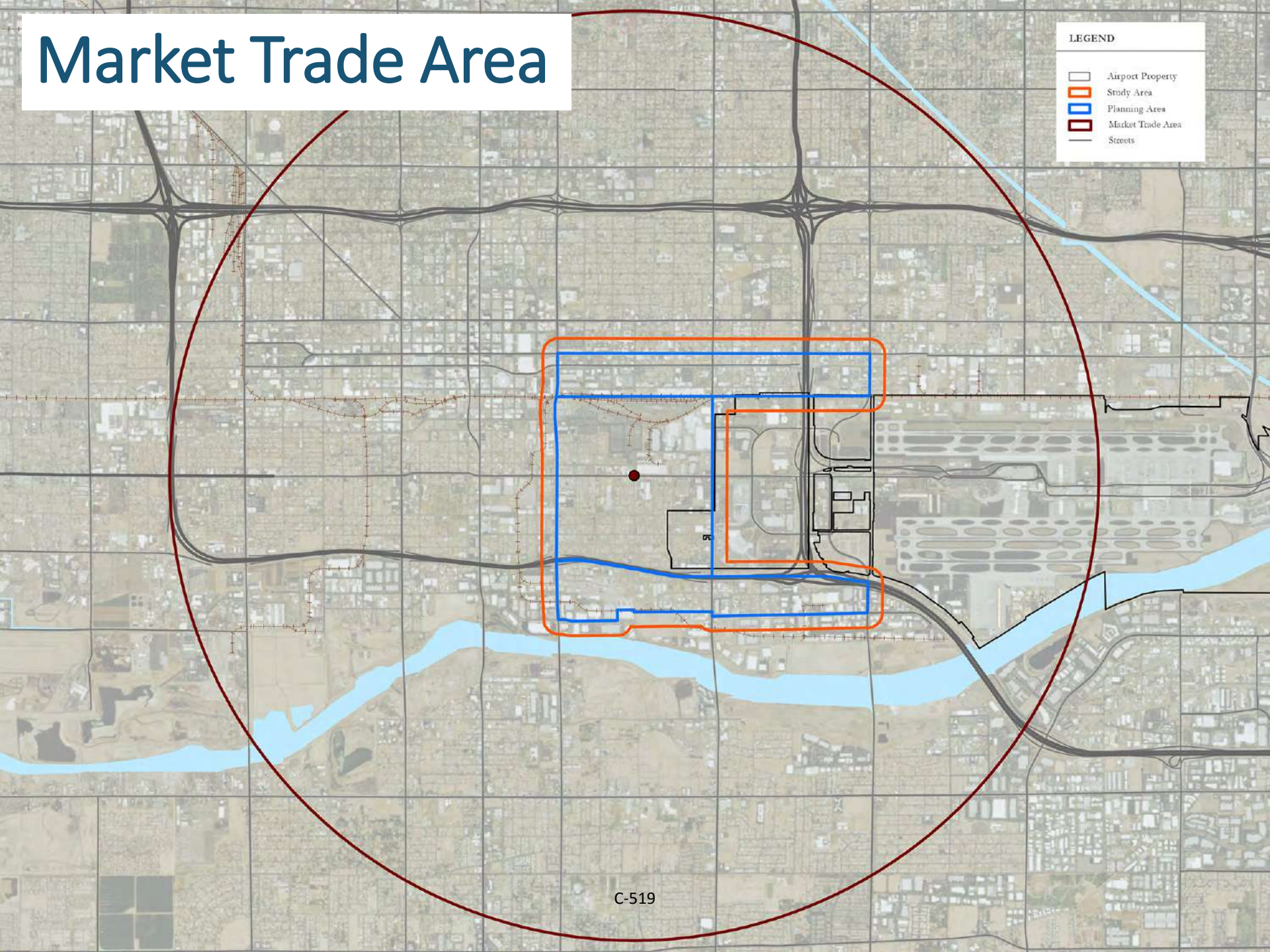
Office

- > Opportunities
 - > Proximity to:
 - > Light Rail
 - > Downtown/Warehouse District
 - > Sky Harbor
 - > Compatible with airport noise levels/height restrictions
 - > Potential to provide suburban-style format (large floor plates)
- > Constraints
 - > Approximately 750,000 SF currently proposed for market area – absorbs near-term demand
 - > Traditionally perceived as residential or transitional
 - > Other regional centers of gravity for office
 - > Limited availability of desired parcel sizes & amenities

Market Trade Area

LEGEND

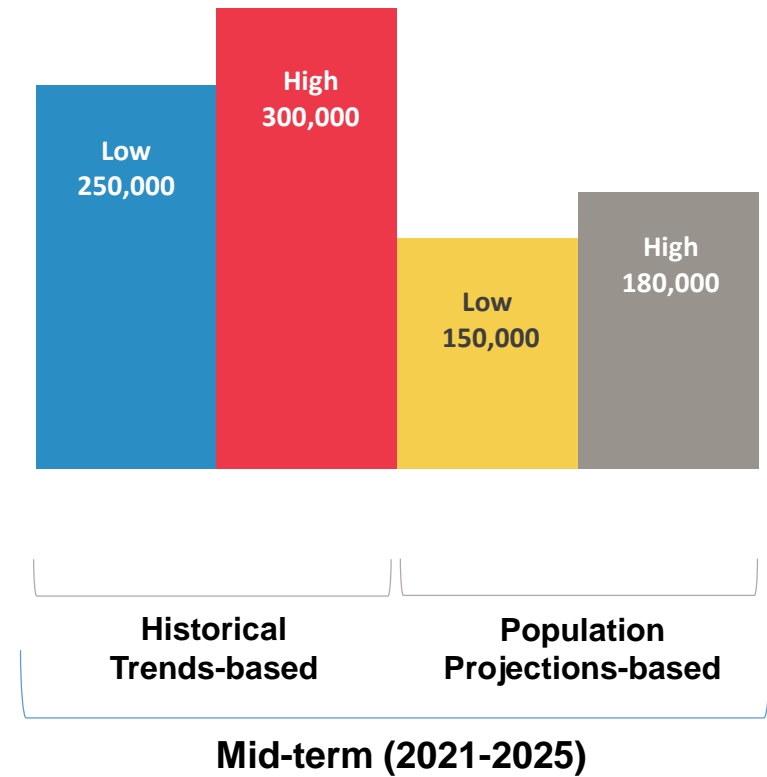
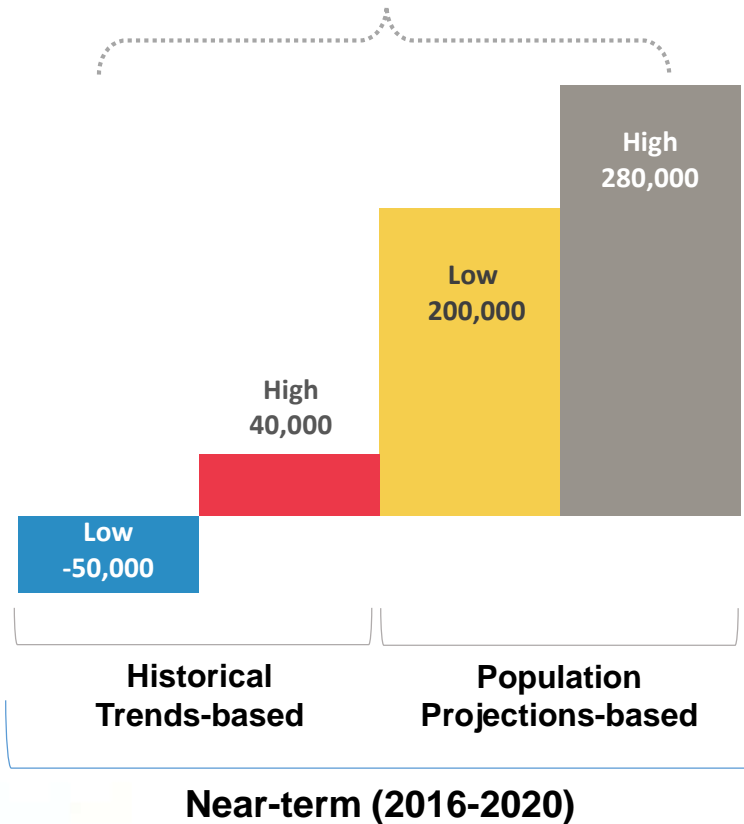
- Airport Property
- Study Area
- Planning Area
- Market Trade Area
- Streets



Retail

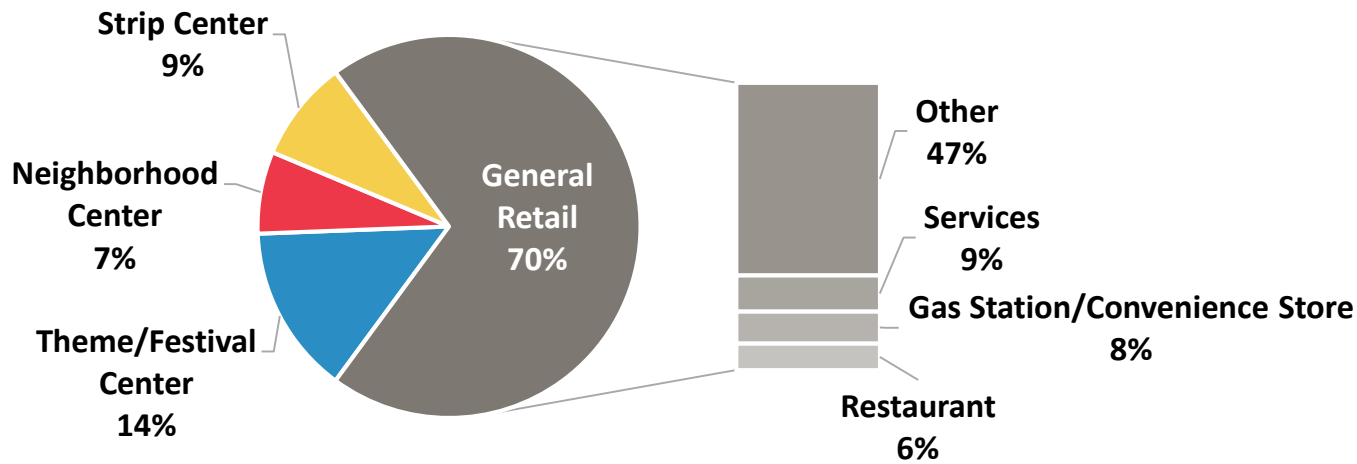
Projected Demand (in square feet)

Modified near-term demand due to approx. 100,000 SF total of proposed, under construction or newly delivered retail space in 2016.

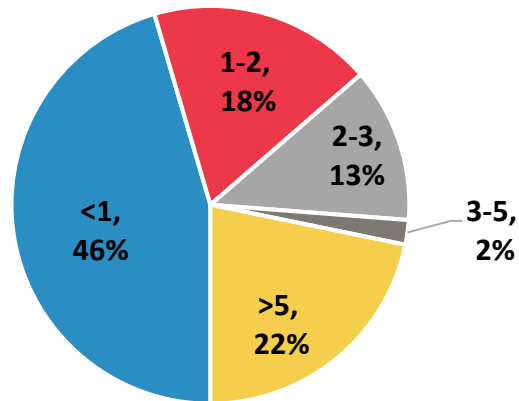


Retail

Types of Retail Space



Land Sizes (acres)



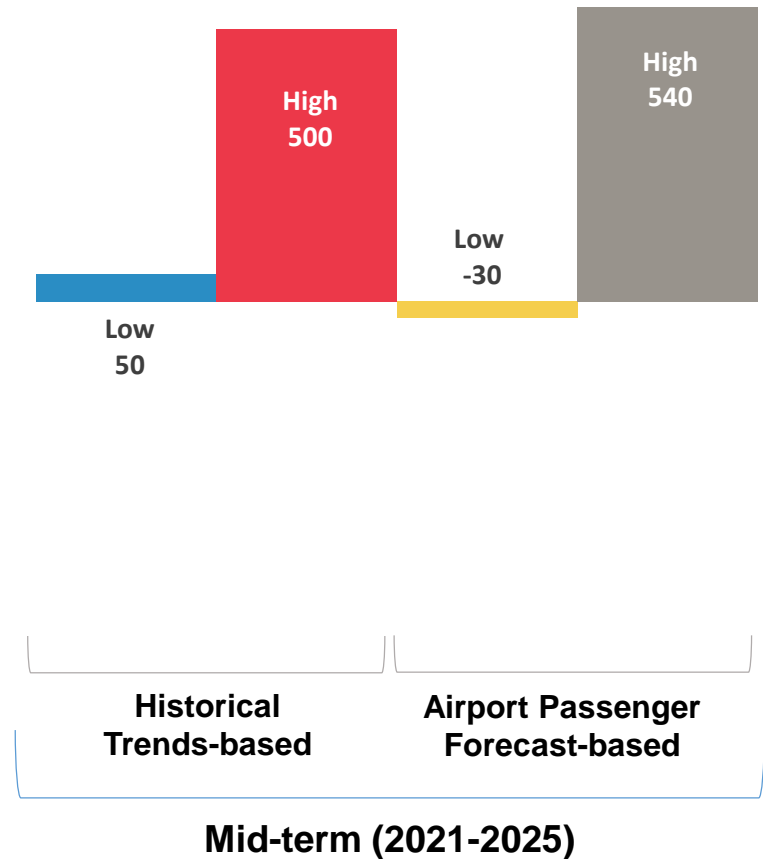
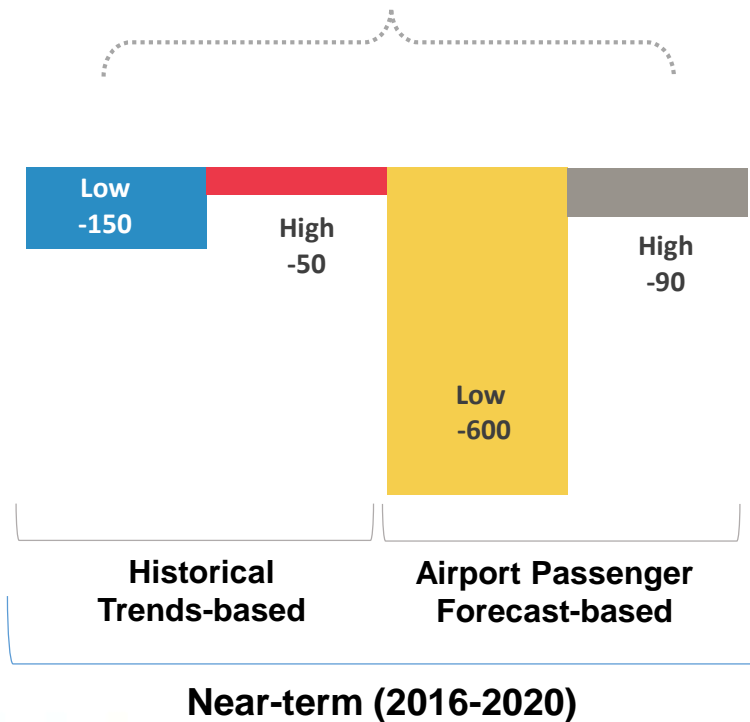
Retail

- > Opportunities
 - > Proximity to:
 - > Major transportation corridors and strong traffic volumes
 - > Robust employment centers and concentrations
 - > Growing downtown resident population
 - > Compatible with airport noise levels/height restrictions
 - > Smaller parcel sizes are compatible with convenience commercial development, such as limited service/fast casual restaurants
- > Constraints
 - > 100,000 SF currently in development or proposed for market area— absorbs near-term demand
 - > Limited demand for destination retail due to existing locations and insufficient households and household incomes to meet retailer thresholds
 - > Impact of growing popularity and use of online retail/deliveries

Hotel

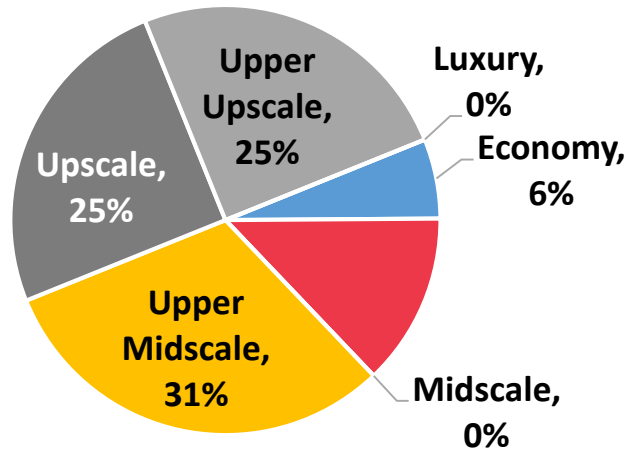
Projected Demand (in rooms)

Modified near-term demand due to approx. 540 hotel rooms in 4 total properties proposed or under construction in 2016.

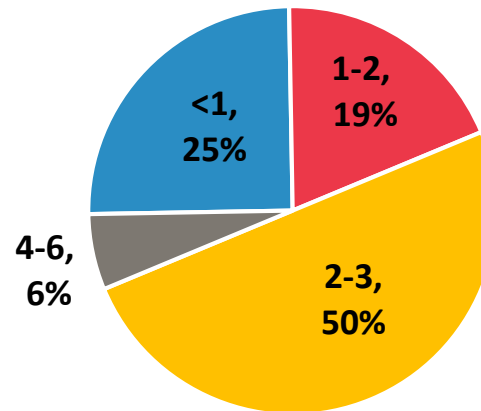


Hotel

Types of Hotel Properties



Land Sizes (acres)



What do these mean?

Types of hotels are classified this way:

- 1) Whether they are part of a hotel chain or not (independent).
- 2) If part of a chain, then sorted by the general price point of nightly room rates.

Examples of Hotel Types:

Economy – Red Roof Inn

Midscale – Best Western

Upper Midscale – Hampton Inn

Upscale – Courtyard Marriott

Upper Upscale – Westin

Hotel

> Opportunities

> Proximity to:

- > Sky Harbor
- > Downtown (venues, employment, campuses)
- > Transportation

> Compatible with airport noise levels/height restrictions

> Growth in airport passengers, downtown employment, population

> Constraints

> 540 rooms currently in development or proposed for market area

> Other nearby competitive locations/concentrations of hotel

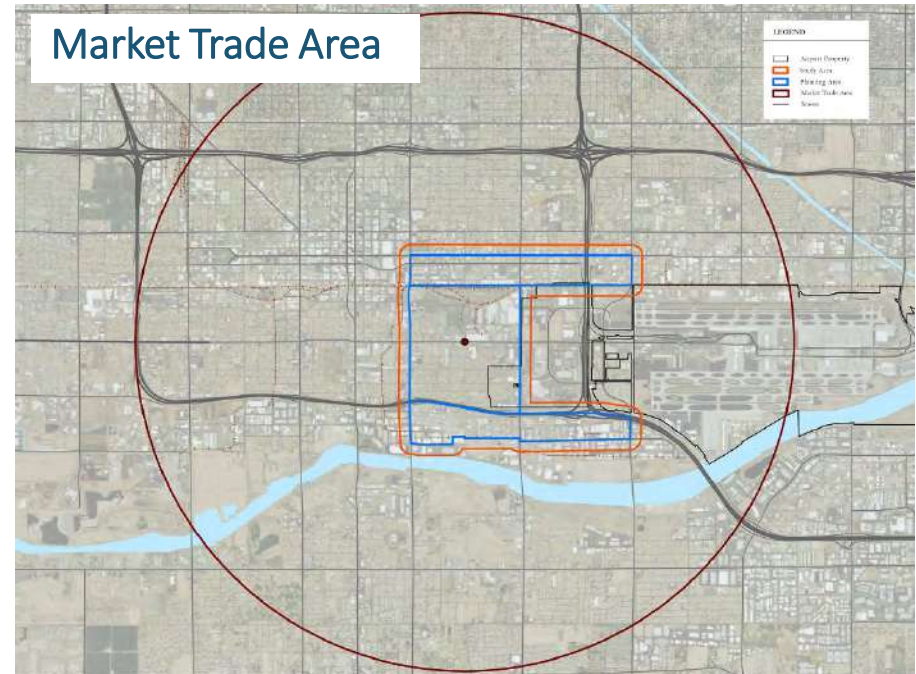
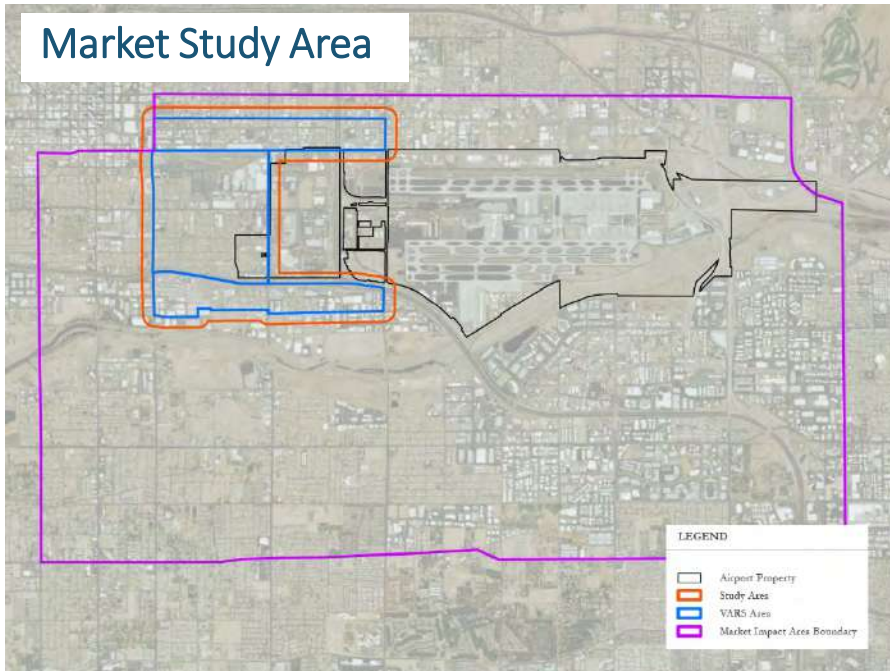
> Desired sites along transit more limited and perceptions of area

Mixed Use

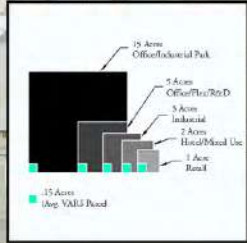
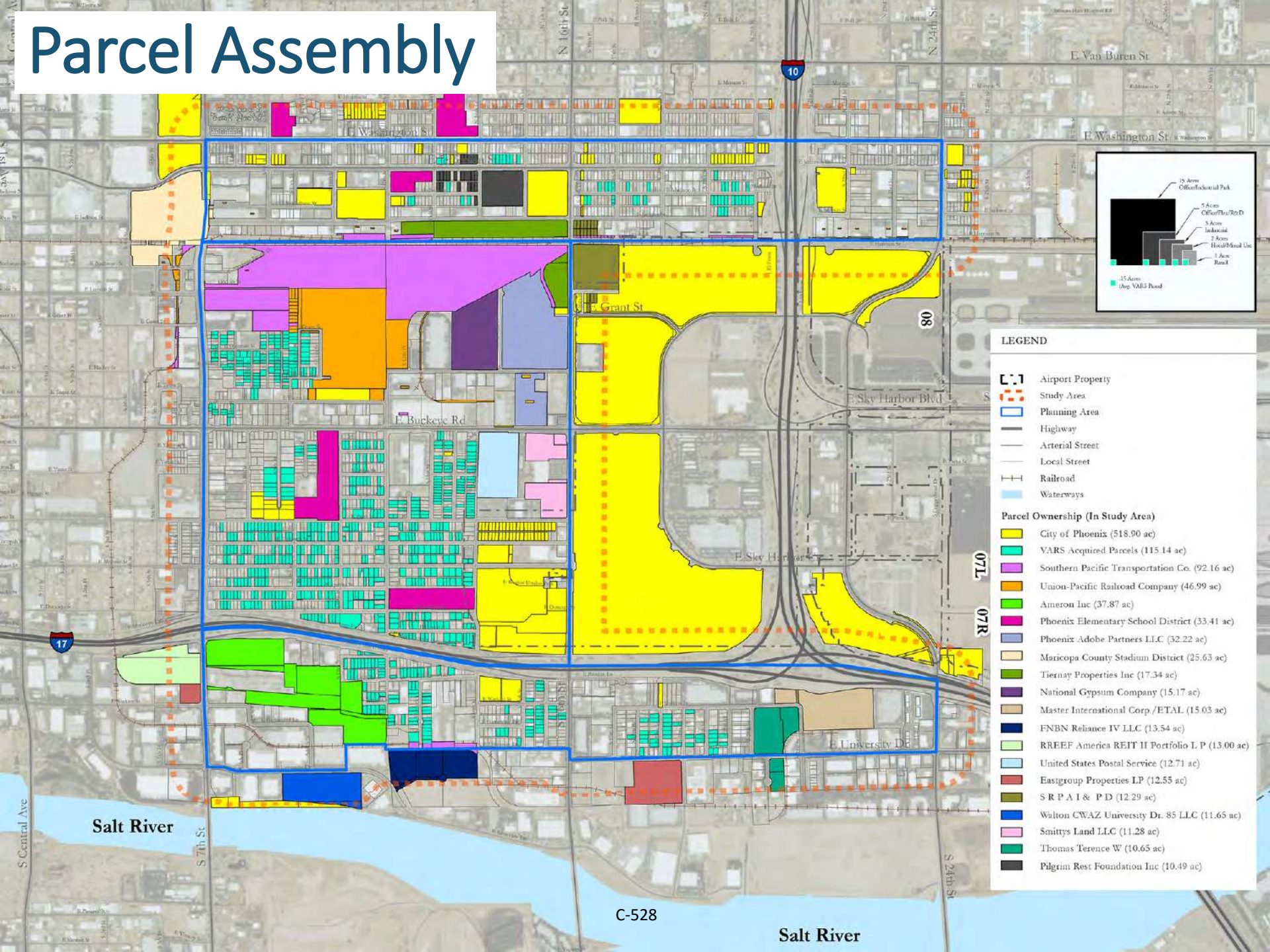
- > What is Mixed Use?
- > Within 3-mile trade area, what % of multi-family units are located in mixed use developments?
 - > Nearly 25% of existing units
 - > Nearly 85% of units currently proposed/under construction or already delivered in 1st quarter 2016 (“future units”)
- > Location within .3 miles of light rail station
- > Non-residential uses generally found on ground floor:
 - > commercial space (retail, restaurant, entertainment), live/work units, gallery/public spaces
- > Average building: 5 stories, developed on 2 acres
- > Mixed use type development already allowed in Northwest portion of Planning Area as part of TOD-1 overlay district



Demand Allocation



Parcel Assembly



LEGEND

- Airport Property
- Study Area
- Planning Area
- Highway
- Arterial Street
- Local Street
- Railroad
- Waterways

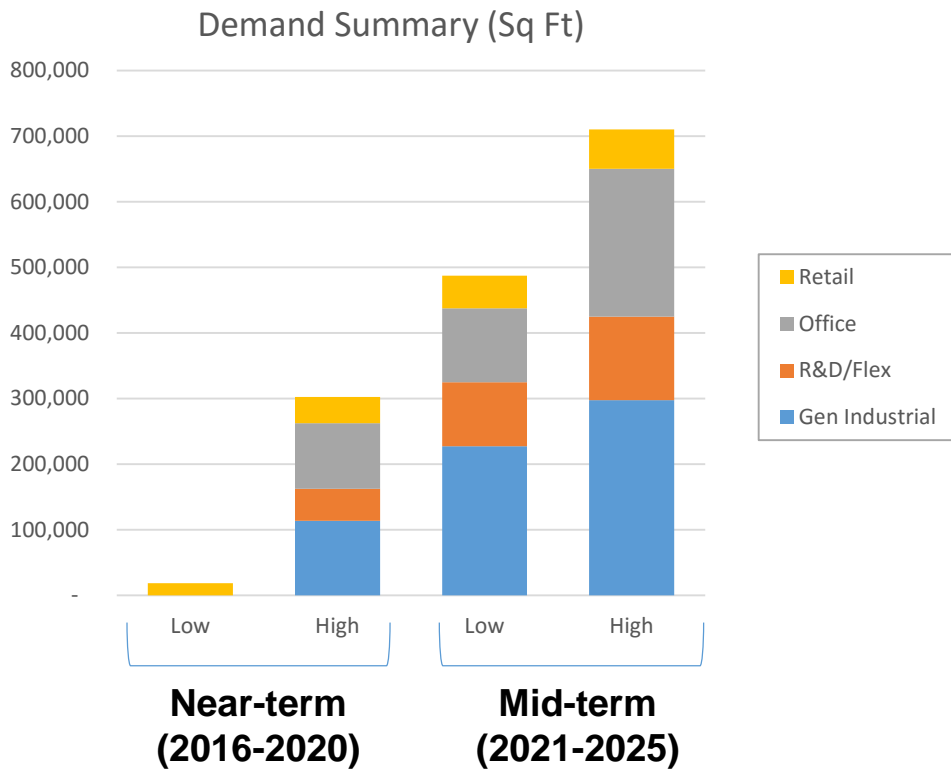
Parcel Ownership (In Study Area)

- City of Phoenix (518.90 ac)
- VARS Acquired Parcels (115.14 ac)
- Southern Pacific Transportation Co. (92.16 ac)
- Union-Pacific Railroad Company (46.99 ac)
- Ameron Inc (37.87 ac)
- Phoenix Elementary School District (33.41 ac)
- Phoenix Adobe Partners LLC (32.22 ac)
- Maricopa County Stadium District (25.63 ac)
- Tierney Properties Inc (17.34 ac)
- National Gypsum Company (15.17 ac)
- Master International Corp./ETAL (15.03 ac)
- FNBN Reliance IV LLC (13.54 ac)
- RREEF America REIT II Portfolio L.P (13.00 ac)
- United States Postal Service (12.71 ac)
- Eastgroup Properties LP (12.55 ac)
- S R P A I & P D (12.29 ac)
- Walton CWAZ University Dr. 85 LLC (11.65 ac)
- Smittys Land LLC (11.28 ac)
- Thomas Terence W (10.65 ac)
- Pilgrim Rest Foundation Inc (10.49 ac)

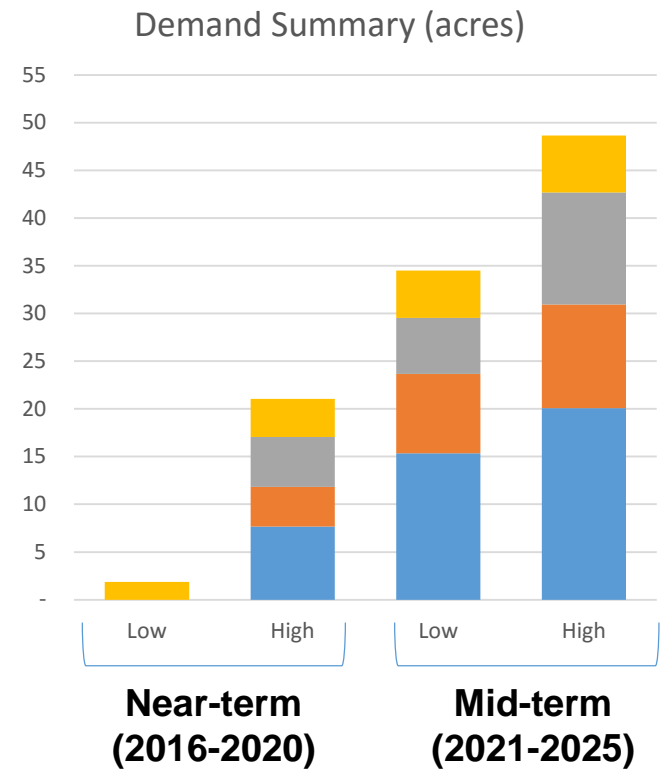
C-528

Salt River

Demand Allocation – Planning Area



130 hotel rooms also projected for mid-term (high scenario)

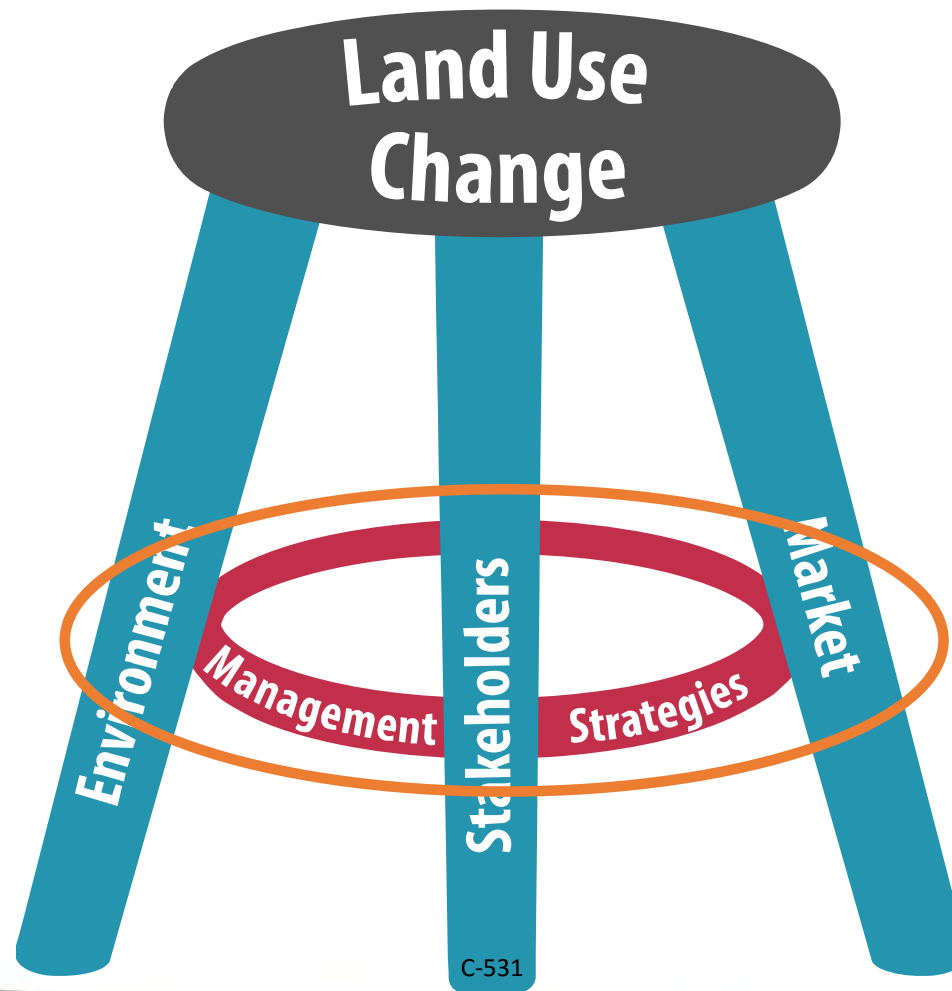


1.5 – 2 acres for hotel demand in mid-term (high scenario)

Land Use Benchmarking

- > Research & Development Parks
 - > University affiliations and proximity
 - > Require parcel assembly/infrastructure
 - > Multi-tenant, leverage skilled labor force
- > Urban Agriculture/Restaurant Incubator
 - > Greenhouses/shipping containers
 - > Support local food movement
 - > Potential to reduce food desert
 - > Opportunity for food industry entrepreneurs
- > Artisan/Maker Space
 - > Potential adaptation/reuse of community/industrial space
 - > Generally non-profit/membership based – shared resources/equipment

Land Use Management Model



Strategy Benchmarking

- > Informal Uses
 - > Open space
 - > Pocket park
 - > Dog park
 - > Community garden
 - > Pop-up city: programmed events/temporary venues
 - > Farmers Market
 - > Food Truck Rodeo
 - > Adaptive Re-Use of Temporary Space (A.R.T.S.) Program
- > Vacant Lot Programs
 - > Land bank
 - > Parcel assembly
 - > Maintain to own

Strategy Benchmarking

- > Zoning
 - > Planned Unit Developments
 - > Overlay Districts
 - > Special Planning Districts (Design Guidelines)
- > Tax Incentives
- > Requests for Proposals for Development
- > Cultural Resource & Heritage Programs

Next Steps



Community Engagement

- Known parcels of interest
- Land use preferences
- Strategy preferences



Market Analysis

- Potential land uses
- Preliminary market analysis
- Demand allocation strategy
- Implementation models
- Retention/disposition strategy

Project Contact

Trina Harrison

Project Manager

Aviation Department, Planning & Environmental

602-273-3476

trina.harrison@phoenix.gov

<https://skyharbor.com/LandReuseStrategy>

Roundtable Meetings #2 Materials

NOTE: This round of meetings was
conducted in a charrette format

Trina Harrison

From: Trina Harrison
Sent: Friday, May 13, 2016 4:03 PM
Cc: Michael Hotaling; Lynda L. Dodd; Robin Anderson; Trina Harrison; Angela Duncan; Katherine Coles; Robyn Sahid
Subject: PHX Land Reuse Strategy Meeting - June 20th

Good afternoon North Community Roundtable Group Members,

Thank you for your dedication to and continuing participation in the PHX Land Reuse Strategy project. Your input is invaluable to our project.

Our next meeting is scheduled for Monday, June 20, 2016 at 6:00 p.m. at the Eastlake Park Community Center, 1549 E. Jefferson St., Phoenix, AZ 85034. Mark Johnson and Barbie Schalmo will provide updates regarding the Inventory and Market Analysis outcomes. This meeting will be focused on the North Project Area with small group collaborative work sessions to work on ideas and concepts. Participants will move from station to station, with project team members available to facilitate idea generation and answer questions.

Additional information will be sent to you prior to the meeting for your review. We hope you are able to join us for this collaborative meeting.

Thank you,
Trina Harrison
Project Manager
Aviation Department, Planning & Environmental
602-273-3476
trina.harrison@phoenix.gov
<https://skyharbor.com/LandReuseStrategy>



Trina Harrison

From: Trina Harrison
Sent: Friday, May 13, 2016 4:10 PM
Cc: Michael Hotaling; Angela Duncan; Robyn Sahid; Katherine Coles; Lynda L. Dodd; Trina Harrison
Subject: PHX Land Reuse Strategy Meeting - June 21

Good afternoon Central Community Roundtable Group Members,

Thank you for your dedication to and continuing participation in the PHX Land Reuse Strategy project. Your input is invaluable to our project.

Our next meeting is scheduled for Tuesday, June 21, 2016 at 6:00 p.m. at the Wesley Community Center, 1300 S. 10th St., Phoenix. Mark Johnson and Barbie Schalmo will provide updates regarding the Inventory and Market Analysis outcomes. This meeting will be focused on the Central Project Area with small group collaborative work sessions to work on ideas and concepts. Participants will move from station to station, with project team members available to facilitate idea generation and answer questions.

Additional information will be sent to you prior to the meeting for your review. We hope you are able to join us for this collaborative meeting.

Thank you,
Trina Harrison
Project Manager
Aviation Department, Planning & Environmental
602-273-3476
trina.harrison@phoenix.gov
<https://skyharbor.com/LandReuseStrategy>



Trina Harrison

From: Trina Harrison
Sent: Friday, May 13, 2016 4:13 PM
Cc: Michael Hotaling; Lynda L. Dodd; Angela Duncan; Katherine Coles; Robyn Sahid; Trina Harrison
Subject: PHX Land Reuse Strategy Meeting - June 22

Good afternoon South Community Roundtable Group Members,

Thank you for your dedication to and continuing participation in the PHX Land Reuse Strategy project. Your input is invaluable to our project.

Our next meeting is scheduled for Wednesday, June 22, 2016 at 6:00 p.m. at the Broadway Heritage Neighborhood Resource Center, 2405 E Broadway Rd., Phoenix. Mark Johnson and Barbie Schalmo will provide updates regarding the Inventory and Market Analysis outcomes. This meeting will be focused on the South Project Area with small group collaborative work sessions to work on ideas and concepts. Participants will move from station to station, with project team members available to facilitate idea generation and answer questions.

Additional information will be sent to you prior to the meeting for your review. We hope you are able to join us for this collaborative meeting.

Thank you,
Trina Harrison
Project Manager
Aviation Department, Planning & Environmental
602-273-3476
trina.harrison@phoenix.gov
<https://skyharbor.com/LandReuseStrategy>



**NOTICE OF PUBLIC EVENT
PHX Sky Harbor International Airport
Land Reuse Strategy
Roundtable Meeting**

THE PHOENIX SKY HARBOR INTERNATIONAL AIRPORT LAND REUSE STRATEGY NORTH ROUNDTABLE will be held on **June 20, 2016 at 6:00 p.m.**
Location: Eastlake Park Community Center, Classroom, 1549 E. Jefferson Street, Phoenix AZ 85034.

The **PHX LAND REUSE STRATEGY NORTH ROUNDTABLE** will be present to review information related to the PHX Land Reuse Strategy project. This event is open to the public.

For further information, please call Trina Harrison, Project Manager, Aviation Department at 602-273-3476.

For reasonable accommodations call 7-1-1 as early as possible to coordinate needed arrangements.

May 18, 2016

Submitted 6/7/16

**NOTICE OF PUBLIC EVENT
PHX Sky Harbor International Airport
Land Reuse Strategy
Roundtable Meeting**

THE PHOENIX SKY HARBOR INTERNATIONAL AIRPORT LAND REUSE STRATEGY CENTRAL ROUNDTABLE will be held on **June 21, 2016 at 6:00 p.m.**
Location: Wesley Community Center, Administration Building, Multipurpose Room, 1300 S. 10th Street, Phoenix AZ 85034.

The **PHX LAND REUSE STRATEGY CENTRAL ROUNDTABLE** will be present to review information related to the PHX Land Reuse Strategy project. This event is open to the public.

For further information, please call Trina Harrison, Project Manager, Aviation Department at 602-273-3476.

For reasonable accommodations call 7-1-1 as early as possible to coordinate needed arrangements.

May 18, 2016

Submitted 6/7/16

**NOTICE OF PUBLIC EVENT
PHX Sky Harbor International Airport
Land Reuse Strategy
Roundtable Meeting**

THE PHOENIX SKY HARBOR INTERNATIONAL AIRPORT LAND REUSE STRATEGY SOUTH ROUNDTABLE will be held on **June 22, 2016 at 6:00 p.m.**
Location: Broadway Heritage Neighborhood Resource Center, 2450 E. Broadway Road, Phoenix AZ 85040.

The **PHX LAND REUSE STRATEGY SOUTH ROUNDTABLE** will be present to review information related to the PHX Land Reuse Strategy project. This event is open to the public.

For further information, please call Trina Harrison, Project Manager, Aviation Department at 602-273-3476.

For reasonable accommodations call 7-1-1 as early as possible to coordinate needed arrangements.

May 18, 2016

Submitted 6/7/16



North Area Roundtable Meeting
 June 20, 2016, 6:00 – 9:00 PM
 East Lake Community Center, Classroom

SIGN-IN SHEET - PLEASE PRINT

Name	Organization
Ben Moffat	ASU Journalism
GREEN MEIER	CPLC
VERONIKA LOCKHART	EPNA
Karyn Kasell	Azteca Blvd
Rory Blakmore	Policy Companies
Olga Soto	City of Phoenix
RICHARD YARBOROUGH	PACIFIC REEF
ABE ARIZU JR	
Guadalupe Valencia	Van Buren Assoc
KRISTIN GUBSER	GateWay CC

SIGN-IN SHEET - PLEASE PRINT

Name	Organization
P. Gurne	Juan Gurne
Lynnda Rahn	WATKINS DREVA
Michael	WATKINS REDEV
CARRY	WEEKS PHX EL. 50
Ruth Ann	Marston "
CRISTO	SUTHERLAND PORTER BARNWOOD
MARY	BAIRD
MATT	Nicosia
Carlos	Avila Milpas HOSE YUMA
Kara	Batdorf CD 8
Katy	Mendoza
JOSE	VARELA FRIENDLY HOME, INC
Margot	Cordova "
Sheila	CAUPT
ROS	ARIZU JR SAGEBORN HOME/BSHC
Angela	Hernandez Bus Owner
Rita	James Mt. Zion Church

