

PHX Land Reuse Strategy

Cultural Corridor Survey



**Discover possibilities
and provide your
feedback on ideas for
the Cultural Corridor.**



Let's begin!

...



A designated heritage pathway linking multiple neighborhoods and will include historic markers, “story-telling” signage and community identity.

Continue

press ENTER

1 → What is your full name? *

required

Type your answer here...

2 → Hi _____, were you able to attend the community workshop on
April 4, 2019?

Yes

No

Form describes the physical markers that are used to communicate your community's cultural stories and history.

Form is broken down into three categories: Gold, Silver, and Bronze. These categories have been identified based on their associated cost, scale, and impact on your community.



FORM:

What will the Cultural Corridor look like?

PURPOSE

Help us identify what physical forms should be used to communicate your community's culture.









Continue to Form

press ENTER

3 → Form is an important part of the possibilities for the Cultural Corridor. These physical elements help illustrate history and culture of a neighborhood.

Gold - Large-scale, most costly ideas that are the most ambitious to implement.










You can choose up to 3

 <p>Museum/Cultural Center</p> <p>A</p>	 <p>Festivals</p> <p>B</p>	 <p>Historic Adaptive Reuse</p> <p>C</p>	 <p>Murals/Street Art</p> <p>D</p>
 <p>Water Fountains</p> <p>E</p>	 <p>Gateways</p> <p>F</p>	 <p>Sculptures</p> <p>G</p>	 <p>Infrastructure</p> <p>H</p>

4 → Form is an important part of the possibilities for the Cultural Corridor.

Silver - Medium-scale, somewhat costly ideas that are moderately challenging to implement.


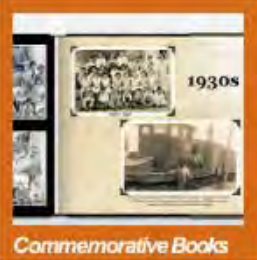
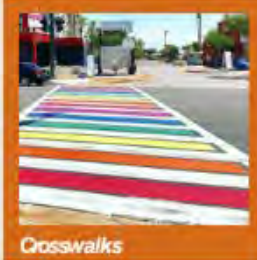






You can choose up to 3

 <p><i>Paving Medallions</i></p> <p>A</p>	 <p><i>Events</i></p> <p>B</p>	 <p><i>Historic Markers</i></p> <p>C</p>	 <p><i>Sign Toppers</i></p> <p>D</p>
 <p><i>Urban Walk APPs</i></p> <p>E</p>	 <p><i>Tree Guards</i></p> <p>F</p>	 <p><i>Art Displays</i></p> <p>G</p>	 <p><i>District Naming</i></p> <p>H</p>
			

5 → Form is an important part of the possibilities for the Cultural Corridor.

Bronze - Small-scale, affordable ideas that are the easiest to implement.

You can choose up to 3

 <p><i>Pavers</i></p> <p>A</p>	 <p><i>Commemorative Books</i></p> <p>B</p>	 <p><i>Crosswalks</i></p> <p>C</p>	 <p><i>Benches</i></p> <p>D</p>
 <p><i>Banners</i></p> <p>E</p>	 <p><i>Wayfinding</i></p> <p>F</p>	 <p><i>Booklet/Collaterals</i></p> <p>G</p>	 <p><i>Audio Takes</i></p> <p>H</p>
			

People describes the influential individuals who have played a significant role in shaping your community.



PEOPLE:

Who are the people we
might honor?

Identify Your Cultural Heroes

PURPOSE

*Help us identify your community's cultural
heroes you think are most important.*

Continue to People

press ENTER

6 → Who are the people we might honor?

Select from the below short list of 26 people and/or add you own people significant to the community in the next question.

John Y. T. Smith (1831-1903)

Moses Sherman (1853-1932)

Jose M. Iberri (1871-1948)

Concepción "Chona" Faz (1857-1938)

John W. Lewis (1877-1960)

Wade H. Hamilton (1879-1957)

James Watkins Family (1881-1962)

J. Parker Van Zandt (1894-1990)

Ann E. Ott (1894-1971)

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

Wing F. Ong (1904-1977)

Sister Mary Luca Junk (1905-1989)

Adam Diaz (1909-2010)

John Diaz (born 1915)

W.A. Robinson

Pedro "Pete"

Bugarín (1917-2004)

Silvestre S. Herrera (1917-2007)

Noah G. Billings (1917-2012)

Winstona Aldridge (1917-2017)

Pastor Marye A. Hutchings (1927-1989)

Lincoln J. & Eleanor Ragsdale (1926-1995 & 1926-1998)

César Chávez (1927-1993)

The Honorable Calvin C. & Georgie M. Goode

Carver Barnes (1929-2016)

7 → Who else would you wish to honor?

Your parents, relatives, neighbors, someone special to your neighborhood...

Type your answer here...

Places that deserve celebration are historically and culturally significant locations and spaces within your community.



PLACE:

Where can we celebrate?

Identify Your Places of Heritage/ Memories

PURPOSE

Help us identify the places (buildings, sites, etc.) of heritage/memories that are most important to you and your community.

Continue to Places

press ENTER

8 → Help us identify the places (buildings, sites, etc.) of heritage/memories that are most important to you and your community.

|Type your answer here...

Experiences are community events and happenings that bring together your community through shared values and help to shape the spirit of the area.



EXPERIENCE:

What else can it be?

Culture through Events + Experiences

PURPOSE

Help us identify cultural experiences that may already take place in your community. What other experiences would benefit your community?

Continue to Experiences

press ENTER

9 → Identify examples of events and experiences you would like to see in your community

You can choose up to 3



Annual Martin Luther King Jr. Birthday Celebration

A



Annual Valley of the Sun Juneteenth Celebration

B



Sacred Heart Church Christmas Mass

C



César Chávez Birthday Celebration

D



Eastlake Jazz Concert Series

E



Seasonal Market / Farmers Market

F



Street Eat Festival / Food Trucks

G



Student Performing Arts Night

H



“G.A.I.N” Event



Community Connection Fair





GREAT IDEAS:

Please share.

Cultural Corridor Concept Ideas

PURPOSE

*Share some of the great ideas you
have come up with about the Cultural Corridor.*

Continue to Vision

press ENTER

10 → My vision for the Cultural Corridor is...

What would you call it?

Type your answer here...

11 → What might it look like?- upload pictures, sketches, graphics, etc.
to help communicate your vision



Choose file or drag here

Size limit: 10MB

12 → What do you remember? Share memories of your neighborhood...

Describe your favorite day..., My family lived here when..., My favorite story from the neighborhood..., etc.



TELL YOUR STORY:

Our living legacy.

Share Memories of Your Neighborhood

PURPOSE

Help us collect your stories so we can learn more about you and your community.

Type your answer here...

There are three potential implementation approaches:



Grassroots-Led

Local Community Groups & Non-profit Organizations

- » Fundraising
- » Requests-for-Proposals (RFPs)
- » Proposal Review
- » Plan & Design Review
- » Maintenance



Business-Led

Local Businesses & Associations

- » Business Promotion
- » Corridor Promotion
- » Requests-for-Proposals (RFPs)
- » Proposal Review
- » Plan & Design Review



City & Developer-Led

Public & Private Partnership


- » Grant Champion
- » Requests-for-Proposals (RFPs)
- » Maintenance
- » Corridor Promotion

Continue to Approach

press ENTER

13 → Select the implementation approach you think is best for your community to help the Cultural Corridor come to life.


GRASSROOTS-LED



Local Community Groups & Non-Profit Organizations

A

BUSINESS-LED



Local Businesses & Associations

B

CITY & DEVELOPER-LED



Public-Private Partnership

C

D Other



14 → Do you know of, or are there any resources or organizations that could assist with implementation?

|Type your answer here...

15 → _____ do you want to be a volunteer or partner to help implement the Cultural Corridor?

VOLUNTEER HERE!

Sign-up as a “Cultural Ambassador”. As a Cultural Ambassador you will have the opportunity to play a more active role in shaping how the Cultural Corridor expresses your community’s history, heritage, and identity.

Y Yes

N No

16 → "Do you want to be contacted about future opportunities to share your story digitally?"

Audio tales, video recording, archiving, etc.

Y Yes

N No

17 → _____ is there anything we missed in the questions you answered above. Please share your comments with us.

Type your answer here....

SHIFT + ENTER to make a line break

OK ✓

press ENTER

PHX Land Reuse Strategy

Thank you!



Please keep in touch.

skyharbor.com/LandReuseStrategy

602-532-6222

LRS@phoenix.gov



Thank you for taking the time to share your ideas!

Your input will help refine proposals for what the Cultural Corridor could look like.

Please note, ideas and items selected are subject to community preferences, funding, and other considerations.

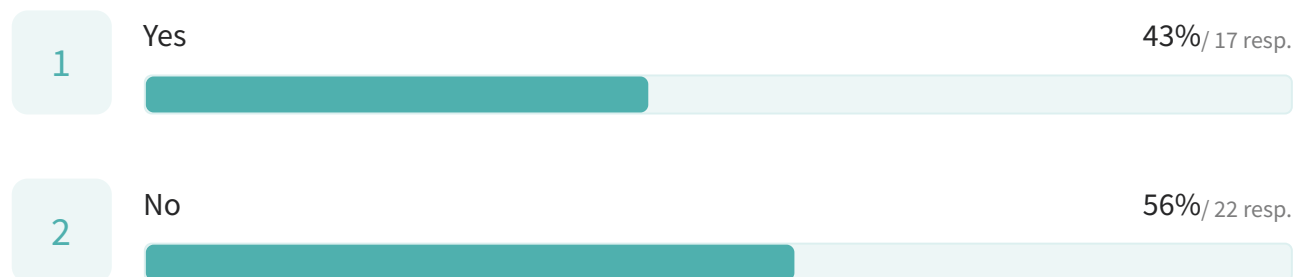


Cultural Corridor Survey Results

40 responses

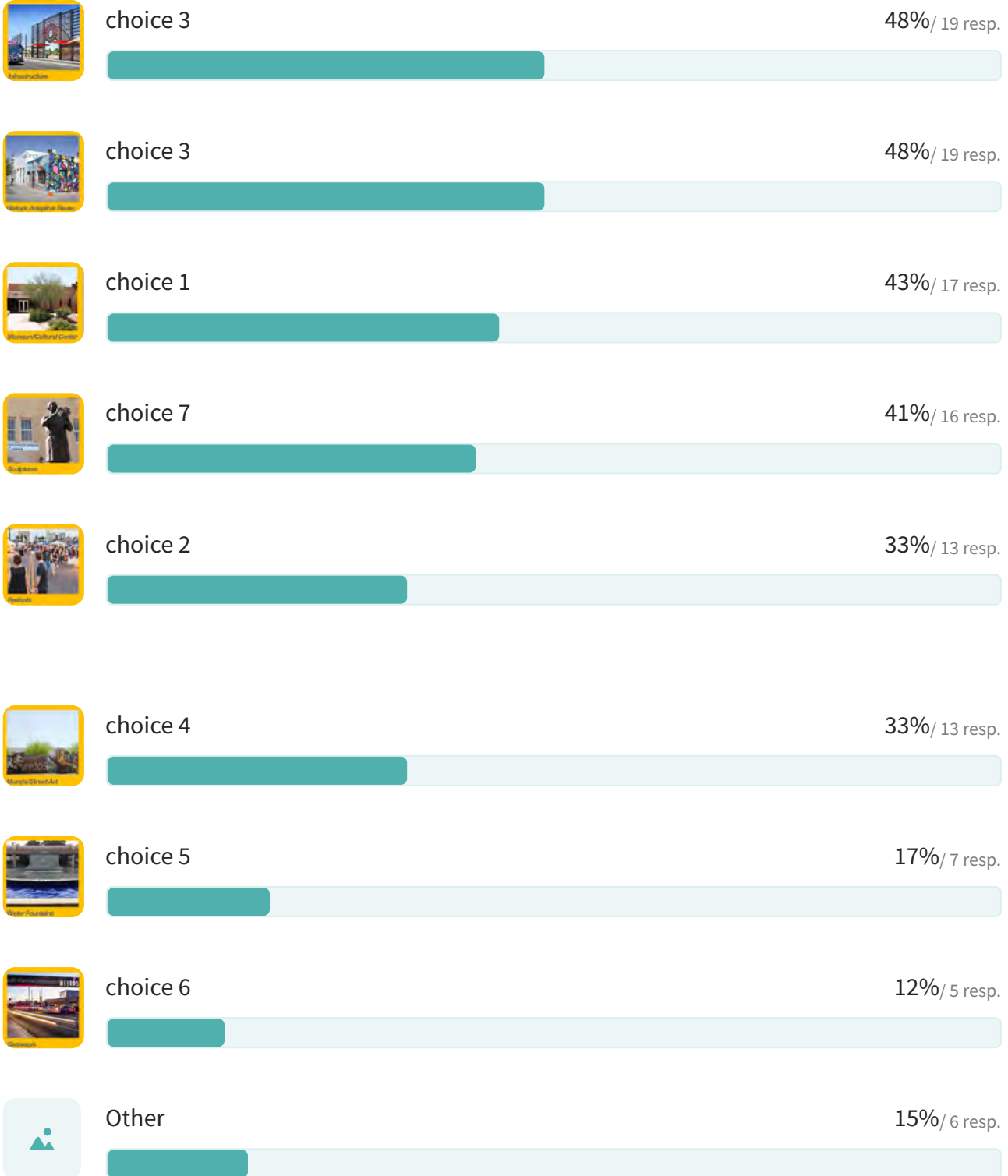
Hi _____, were you able to attend the community workshop on April 4, 2019?

39 out of 40 answered



Form is an important part of the possibilities for the Cultural Corridor. These physical elements help illustrate history and culture of a neighborhood.

39 out of 40 answered



Form is an important part of the possibilities for the Cultural Corridor.

39 out of 40 answered



choice 3

112%/ 44 resp.



choice 3

112%/ 44 resp.



choice 4

30%/ 12 resp.



choice 5

25%/ 10 resp.



choice 1

20%/ 8 resp.



choice 2

20%/ 8 resp.



choice 6

20%/ 8 resp.



choice 7

17%/ 7 resp.



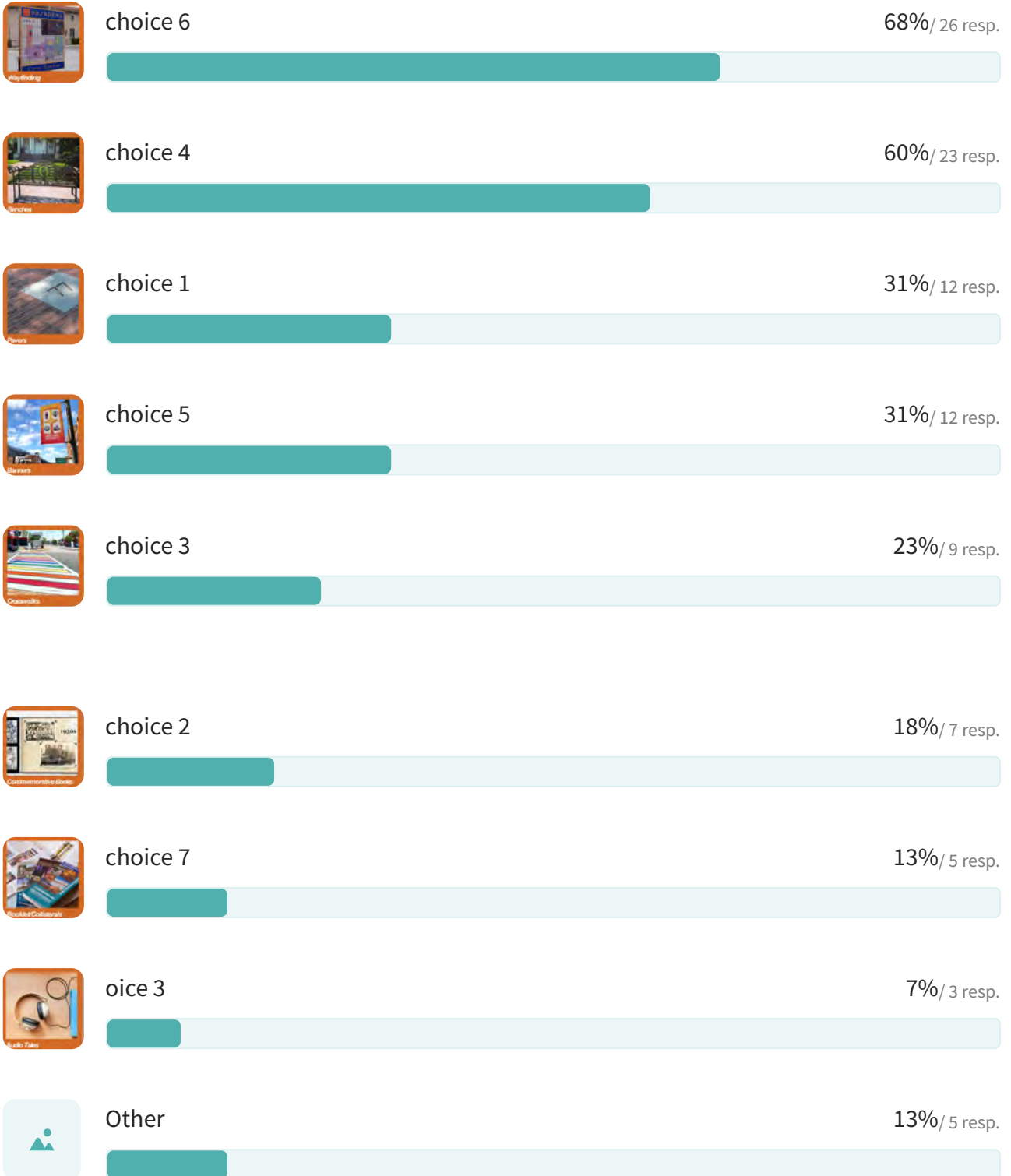
Other

7%/ 3 resp.



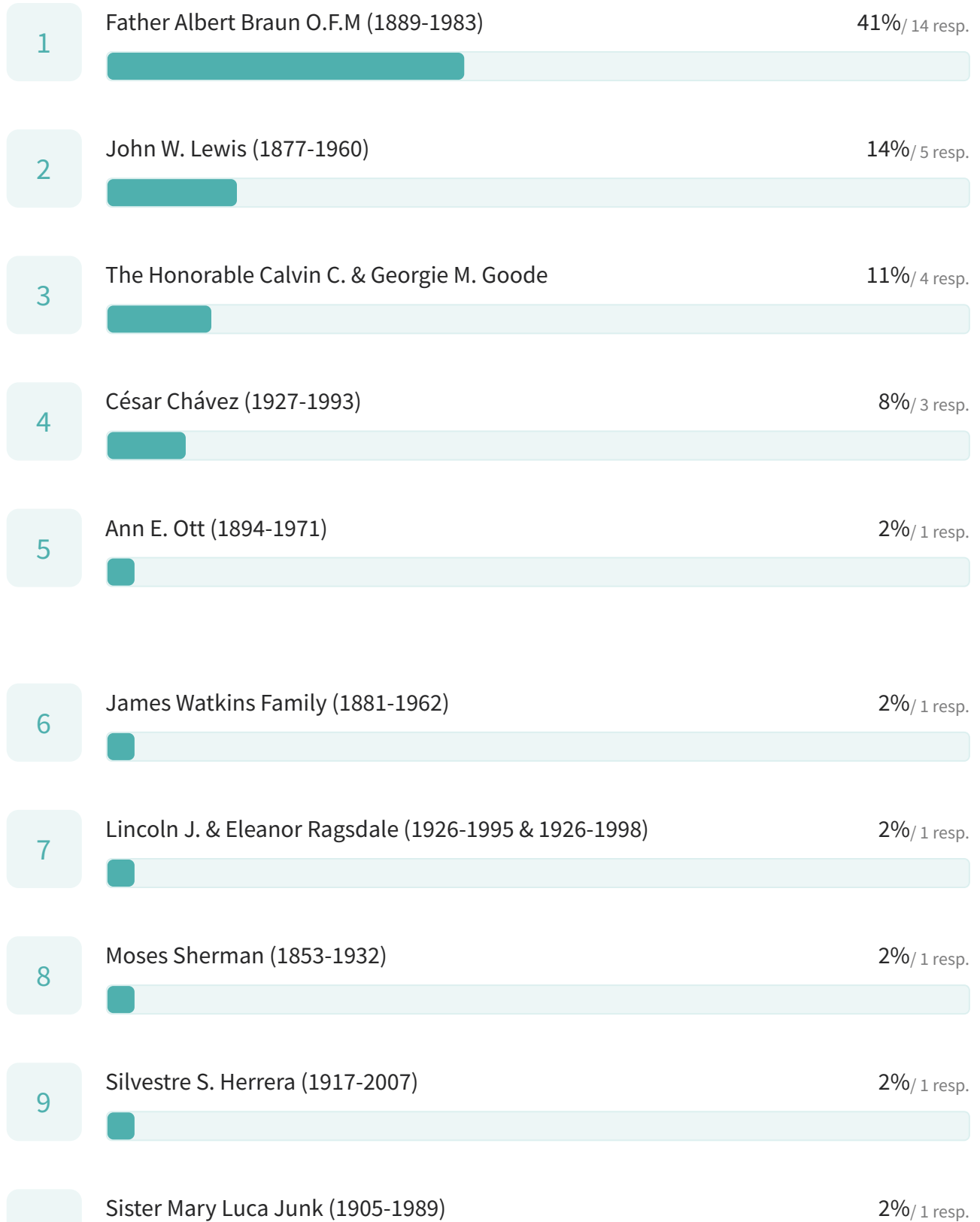
Form is an important part of the possibilities for the Cultural Corridor.

38 out of 40 answered



Who are the people we might honor?

34 out of 40 answered



10		
11	Adam Diaz (1909-2010)	0%/ 0 resp.
12	Bugarín (1917-2004)	0%/ 0 resp.
13	Carver Barnes (1929-2016)	0%/ 0 resp.
14	Concepción "Chona" Faz (1857-1938)	0%/ 0 resp.
15	J. Parker Van Zandt (1894-1990)	0%/ 0 resp.
16	John Diaz (born 1915)	0%/ 0 resp.
17	John Y. T. Smith (1831-1903)	0%/ 0 resp.
18	Jose M. Iberri (1871-1948)	0%/ 0 resp.
19	Noah G. Billings (1917-2012)	0%/ 0 resp.
20	Pastor Marye A. Hutchings (1927-1989)	0%/ 0 resp.
21	Pedro "Pete"	0%/ 0 resp.

- 22 W.A. Robinson 0%/ 0 resp.


- 23 Wade H.Hamilton (1879-1957) 0%/ 0 resp.


- 24 Wing F. Ong (1904-1977) 0%/ 0 resp.


- 25 Winstona Aldridge (1917-2017) 0%/ 0 resp.



Identify examples of events and experiences you would like to see in your community

36 out of 40 answered



choice 3

69%/ 25 resp.



choice 3

69%/ 25 resp.



choice 4

33%/ 12 resp.



choice 1

30%/ 11 resp.



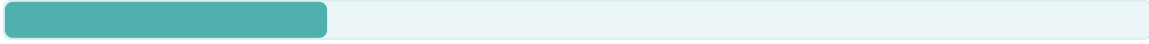
choice 7

30%/ 11 resp.



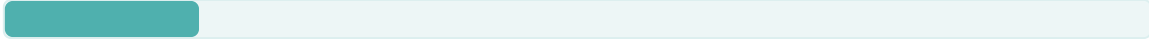
choice 6

27%/ 10 resp.



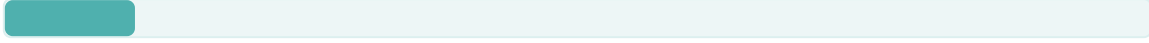
choice 5

16%/ 6 resp.



choice 10

11%/ 4 resp.



choice 2

5%/ 2 resp.



choice 9

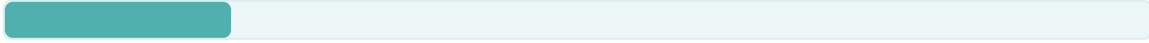
5%/ 2 resp.





Other

19% / 7 resp.



Select the implementation approach you think is best for your community to help the Cultural Corridor come to life.

28 out of 40 answered



choice 1

39% / 11 resp.



choice 3

39% / 11 resp.



choice 2

10% / 3 resp.



Other

10% / 3 resp.

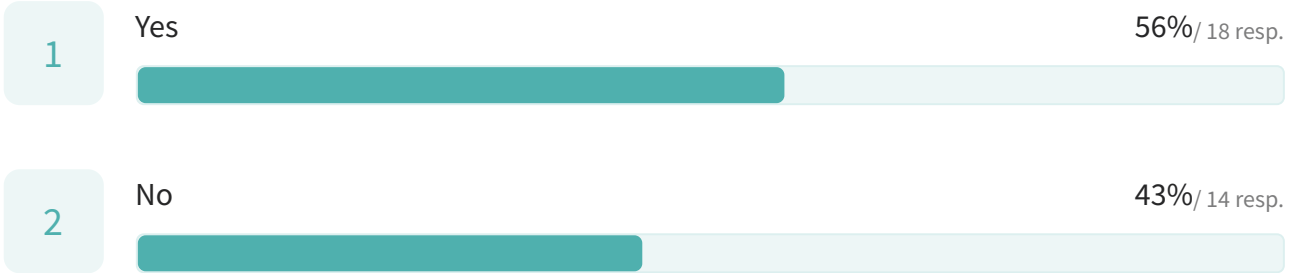


UNTEER HER

ultural Ambassador". As
will have the opportuni
i shaping how the Cult
munity's history, her

_____ do you want to be a volunteer or partner to help implement the Cultural Corridor?

32 out of 40 answered



“Do you want to be contacted about future opportunities to share your story digitally?”

28 out of 40 answered

