



07.18.2018
QUICK HITS IN ACTION
COMMUNITY MEETING

MEETING MATERIALS



07.18.2018
QUICK HITS IN ACTION
COMMUNITY MEETING

MEETING PRESENTATION

Tonight's Agenda



Tonight's Agenda

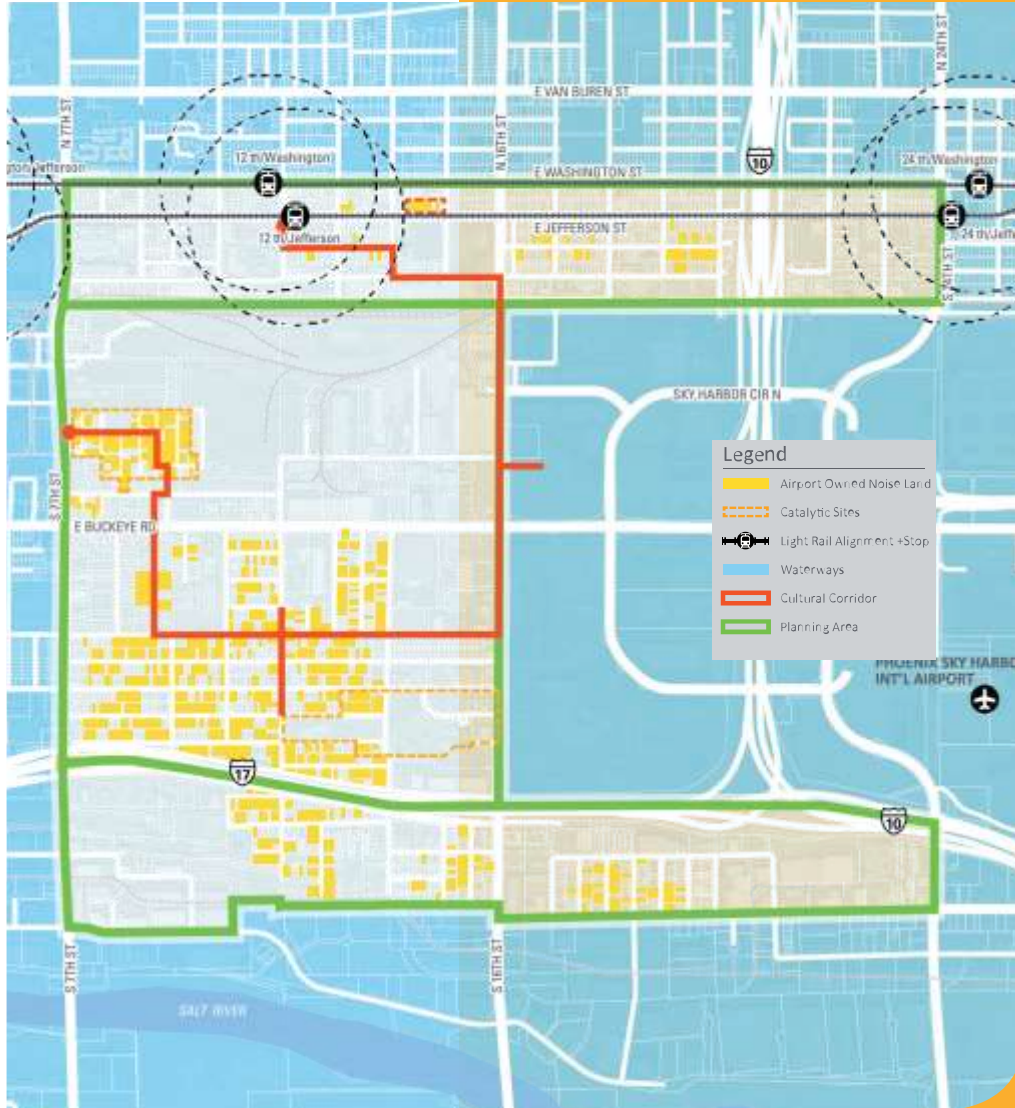
- **4:45 – 5:30 // Informal Meet and Greet**
- **5:30 – 5:35 // Welcome & Introductions**
- **5:35 – 5:50 // Project Overview, Where We Are**
- **5:50 – 7:00 // Open House Exhibits & Tables**
- **7:00 – 7:20 // "Last Call" – Exhibit Review**
- **7:20 – 7:29 // Next Steps, Q & A**
- **7:30 // THANK YOU!**





Quick Hits in Action

July 18, 2018



P H A S E
1

VISION & PLANNING

- **2+ YEARS**
- **20 COMMUNITY MEETINGS**
- **90+ SMALL GROUP MEETINGS**
- **600+ PARTICIPANTS**

- **3 COMMUNITY GOALS**
- **3 REDEVELOPMENT STRATEGIES**

Vision & Planning Community Goals



**Stabilize and Strengthen
Our Neighborhoods**



**Promote Identity
and Heritage**



**Expand Economic
Opportunity**

Vision & Planning



**HONOR COMMUNITY
HERITAGE**



bring people together

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



BIKE/PEDESTRIAN CONNECTIVITY



**MASTER PLAN
HIGH IMPACT AREAS**



Soccer in the Central Area



Manufacturing and distribution



**IMMEDIATE ACTIONS
&
TEMPORARY USES**



Assistance for property improvements (residential and commercial)

Allow pop up uses

CODE EDUCATION

Neighborhood Safety & Beautification Compliance

KEY ELEMENTS



Code Education Class



Outdoor Workshops



Code Compliance Volunteers



Increase neighborhood services

EL MERCADO

Seasonal Market



Goal C

- Seasonal markets and/or holiday festivals held on vacant noise lots
- Typical examples include pumpkin patch or Christmas tree lot
- May accommodate temporary or "pop-up" holiday shops
- Opportunity to showcase local entrepreneurs and artisans and their products



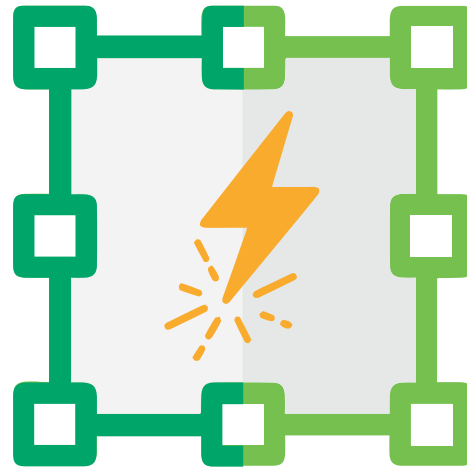



Vision & Planning Outcomes



QUICK HITS

IMMEDIATE ACTIONS &
TEMPORARY USES



SPARK AREAS

MASTER PLAN
OF HIGH IMPACT AREAS



CULTURAL CORRIDOR

HONOR COMMUNITY
HERITAGE

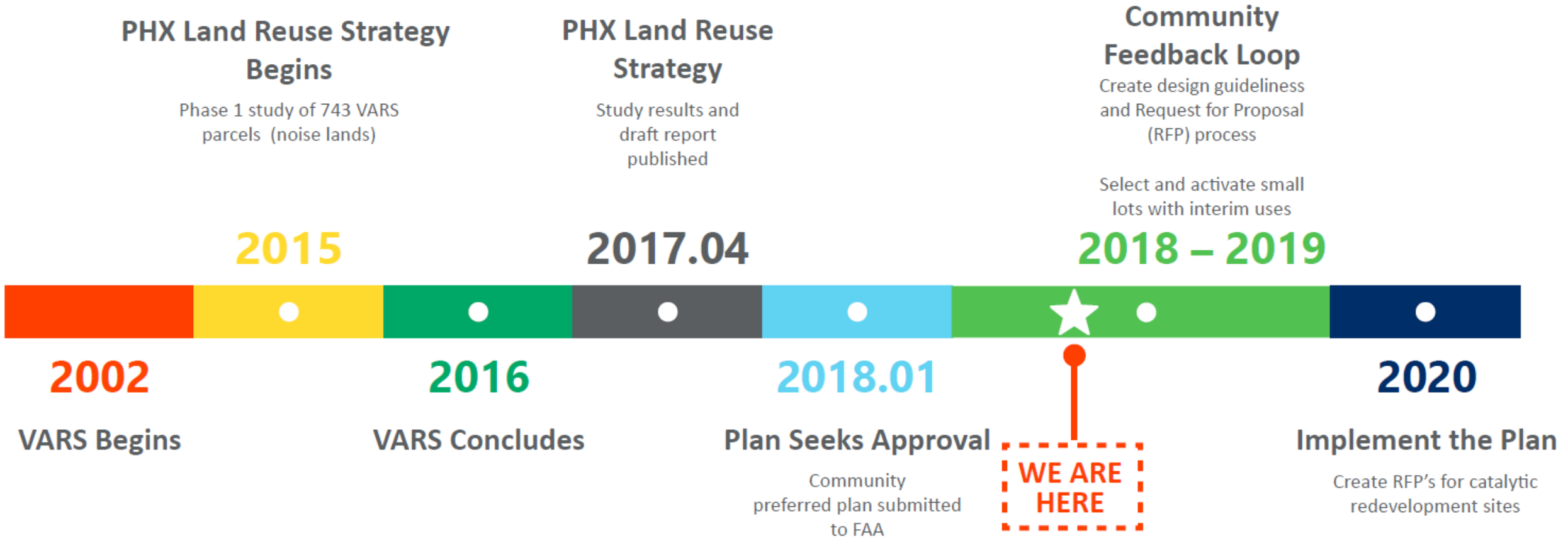


P H A S E
2

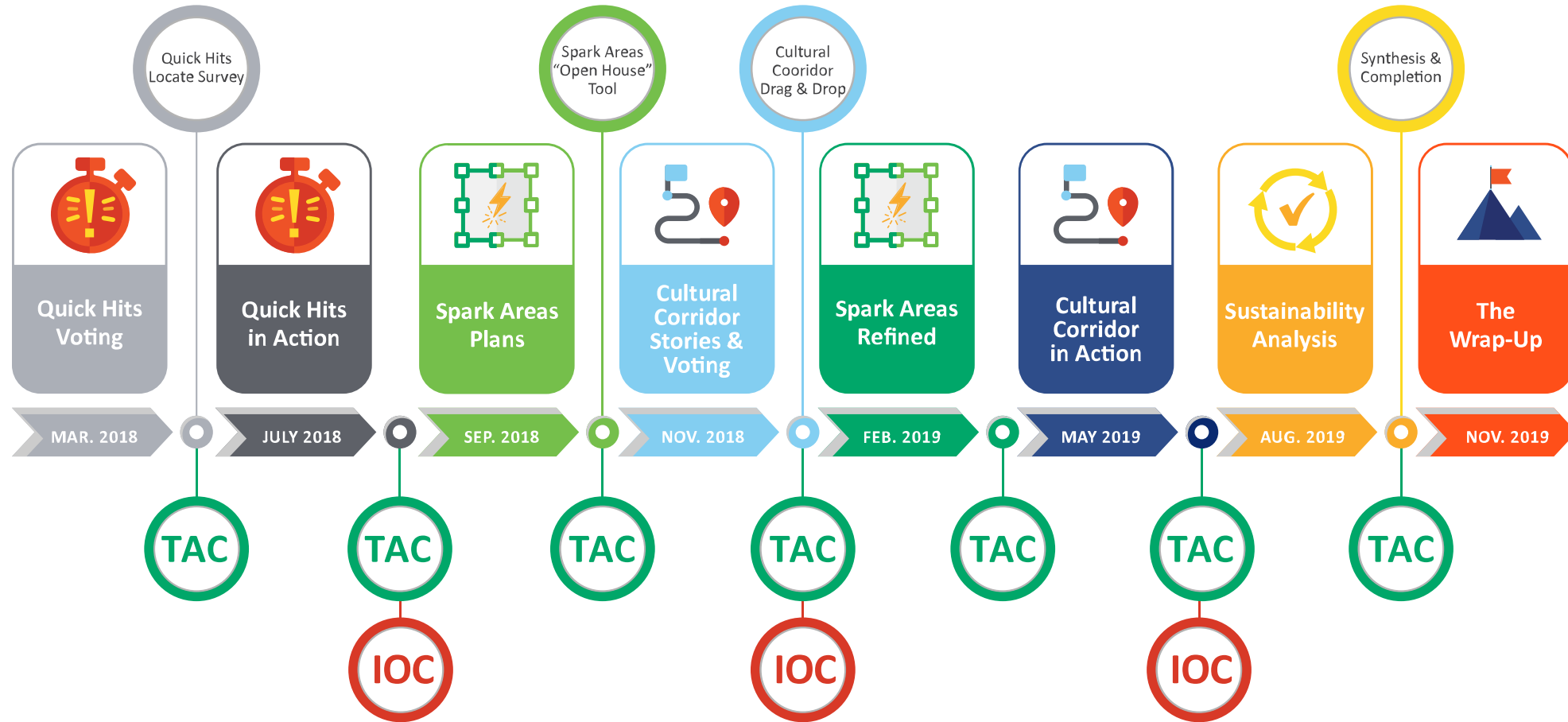
IMPLEMENTATION

Phase 2, will pick up where the community Vision and Planning Phase left off. Focused on Implementation, this phase will use funding from an FAA grant to produce three target areas: Quick Hits, Spark Areas, and the Cultural Corridor.

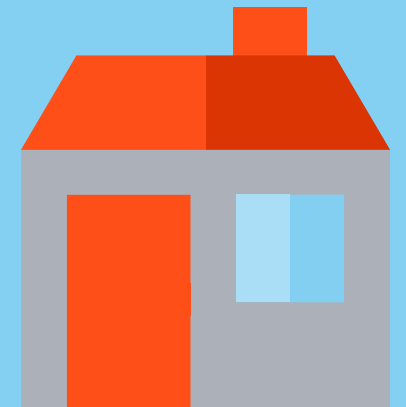
Our Project Timeline



Two Years: 8 Meetings



“Parking Lot” Questions Update



March Workshop: “Parking Lot” Question Updates

HOME IMPROVEMENT:

1. Homeowner w/ +100 year home wishes to rehab/upgrade home, but cannot afford permits and costs
2. Is there assistance available to make home improvements or rehab homes?
3. Questions re: home repair program (availability of funds; income and access)
4. Low interest loan program for owners of rentals?
5. Fall 2017 Neighborhood Red Flag Warning (home repair, equity loan) - ask Neighborhood Services Department

HOUSING/ HOUSING RELOCATION:

1. On list for relocation / requests information about relocation funding (1404 S 13th St)



March Workshop: “Parking Lot” Question Updates

NEIGHBORHOOD SERVICES:

1. Enhance presence and quality of city services / need to improve parks & streets

TRANSPORTATION & STREETS:

1. Street needs re-paving at Cocopah and 11th St
2. Traffic on Mohave Traffic / need roundabouts

BUSINESS & PROPERTIES:

1. Business owner requests information about parking
2. Leasing of land - will it be undercut by quick hits?



Explanation of the Evening



About Tonight

- Working Together . . . Building on What You've Done!
- Implementation = Getting It DONE!!
- This Phase = 4 Scope Elements
 - ✓ Community Collaboration
 - ✓ Quick Hits (*The “stuff” we will work on right away*)
 - ✓ Spark Areas (*Catalytic Sites*)
 - ✓ Cultural Corridor
- Tonight we build on “Quick Hits in Action!”
- Quick Hits to Gold Stars – Review the Exhibits, Ask Questions, Suggestions
- “Hold That Thought. . .” (*Question Parking Lot*)
- Become Part of a Quick Hit Team, Comment Cards



MARCH MEETING

QUICK HIT IDEAS

GOAL A: Stabilize and Strengthen Our Neighborhoods

 "THE TOOL SHED" Neighborhood Revitalization	 "SUPER SIDE YARDS" Expansion & Improvement
 "CODE ENFORCEMENT" Active Enforcement Program	 "THE GREEN EDGE" Greenways & Transit-Related Edge Planning
 "STREET STYLE" Street/Urban Art	 "STREET SMARTS" Pop-up Traffic Calming & Safety, Bike Lane
 "CLEAN & CREATE" Let Clean-Up & Upcycling Coexist	 "DIYAH!" Houses & Spaces for Habitat & Hand Imprints
 "Have a New Quick Hit Idea?" Please fill out your comment card.	 "MICRO-HOUSING" Affordable Multifamily Homes

GOAL B: Promote Identity and Heritage

 "OUR STORY WALKING TOUR" Cultural Corridor Tour, Walk Band & Sign	 "FUN POP" Pop-up Pocket Parks / Pop-up Recreation
 "COMMUNITY CREATES" Crafting Memorial Signage & Installations	 "ARTE AHORA (ART NOW)" Community Art Project
 "COMMUNITY CARES" Health Fair & Free Care	 "SIGN PRIDE" Historical Neighborhood Sign System
 "LITTLE FREE LIBRARY" Book Lending Program	 "HERITAGE TRAIL" Cultural Corridor Branding, Identity
 "OUR STOREFRONT" Neighborhood Culture Hub	 "TIMBER POST" Walk/Bike Routes, Signage, Wayfinding

GOAL C: Expand Economic Opportunity

 "PARKING SHARE" Let Comm for Parking Program	 "STREET EATS" Pop-up Food Truck Pod/Pop-Up Micro-market
 "TRADE FAIR" Community Career Fair	 "EL MERCADO" Seasonal Market
 "MURALS & MIMOS FESTIVAL" Murals Festival / Community Fund Program	 "JOBS HERE" Mobile Business Support Center
 "RISE UP" Pop-up Performance Space	 "FLOURISH" Wall Writing, Murals, etc.
 "HANDMADE ARTISTRY" Artisan / Craft Festival	 "START UP SPOT" Mobile Entrepreneur Hub

COMPLEXITY

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

PHX LRS Phase I Recommended Quick Hit Idea

PHX LAND REUSE STRATEGY | **2** IMPLEMENTATION



110 +/-
PARTICIPANTS

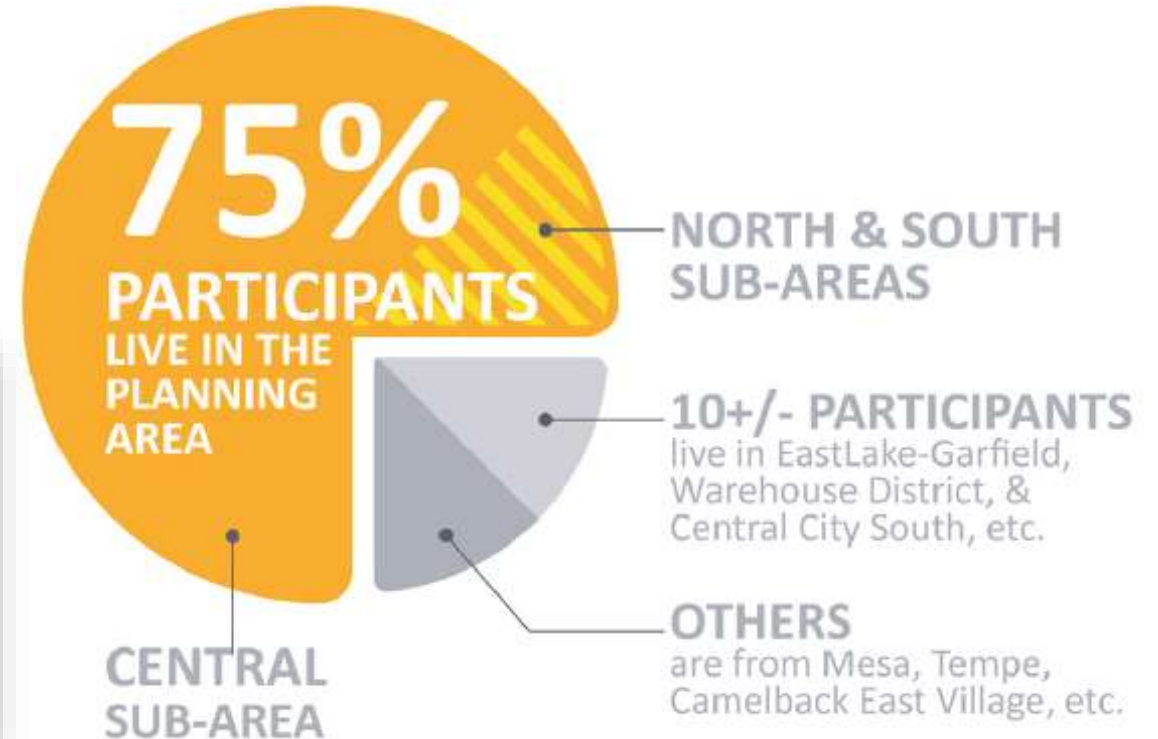


85 RESIDENTS
BUSINESS OWNERS
SCHOOL DISTRICT EMPLOYEES

15 CONSULTANT
TEAM MEMBERS

10 CITY STAFF

March 28, 2018
Gateway Central
City Campus



GOLD STAR

QUICK HIT WINNERS

- ~~DIYard~~ **Home & Yard Rehab**
Grants & Loans for Home & Yard Improvement
- Our Storefront**
Implementation HQ
- The Green Edge**
Sidewalk and Vacant Lot Edge Planting Program
- ~~Code Enforcement~~ **Education**
Active Enforcement Program
- Sign Pride**
Historical Neighborhood Sign Toppers
- Sell Lots Back**



BEST OF THE REST



GOAL A:
STABILIZE & STRENGTHEN OUR NEIGHBORHOODS

Super Side Yards
Expansion & Improvement

The Tool Shed
A Lending Resource

Clean & Create
Lot Clean-up & Upcycling



GOAL B:
PROMOTE IDENTITY & HERITAGE

Fun Pop
Pop-up
Pocket Parks
Pop-up Recreation

Community Cares
Health Fair &
Fun Day

Our Story Walking tour
Cultural Corridor
Tour



GOAL C:
EXPAND ECONOMIC OPPORTUNITY

El Mercado
Seasonal
Market

Parking Share
Lot Lease for
Parking Program

Street Eats
Pop-Up
Restaurants &
Food trucks



HOME & YARD REHAB

Grants & Loans For Home & Yard Improvement



FACILITATOR:
Phoenix Revitalization Corporation,
Nuestro Barrio Unidos

POTENTIAL FUNDING:
Private Grants and Loans, Neighborhood
Services Department Programs

CITY SUPPORT:
Neighborhood Services
Department

Community Benefits

- Stabilizes and improves community image
- Helps beautify community
- Improves neighborhood safety

What is it?

- Grants and low-interest loans for home and/or yard repair and improvement
- Supports neighborhood revitalization and reinforces pride of place
- Financial assistance to eligible homeowners through private grants or loans administered through non-profit partners and Neighborhood Services Department programs

Considerations

- Specific population and eligibility (i.e.: veterans & disabilities)
- Grant and loan application as a community enhancement group or an individual basis
- Some partners may have funding restrictions



HOME & YARD REHAB

Grants & Loans For Home & Yard Improvement

Action plan: 6 ways the community and partners can make this happen

- 1 Identify a Home Rehab Program Administration Partner
- 2 Non-profit organizations apply to City for Community Development Block Grant (CDBG) to fund home/yard improvement
- 3 Establish a Neighborhood Grant Application and Management Program
- 4 Work with non-profit organizations to renovate and repair eligible homes and yards
- 5 Offer free monthly Home Rehab Classes & Workshops
- 6 Host a Home & Yard Rehab contest for the most improved and best maintained homes and yards

YOUR OPINION
Help us by answering these questions:

1. What are the top three things you would like to have fixed in and around your home?
2. Do you prefer doing the work on your home and yard yourself?
3. Would you like to use resources to improve your yard or your home?

COMMENTS/IDEAS?
Did we miss anything?



HOME & YARD REHAB

Grants & Loans For Home & Yard Improvement



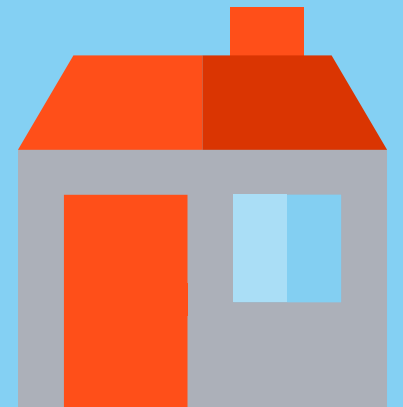
WANT TO HELP?
Sign up below!

Planning Team:	Event Volunteer:

COMMENTS/IDEAS?
Did we miss anything?



Talk to the Committees



IMPLEMENTATION OVERSIGHT COMMITTEE (IOC)

A guidance group with staff from various City departments, neighborhood advocates and representatives of local organizations



GOAL A: POLICY A2: STRATEGY A2A:
Establish oversight committee

OBJECTIVE:

Build relationships and ensure neighborhood priorities are integrated with new development, and provide oversight of the development processes and Implementation Phase programs.

TECHNICAL ADVISORY COMMITTEES (TACs)

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

NEIGHBORHOOD QUALITY TAC



GOAL A:
Stabilize & Strengthen
Our Neighborhoods

OBJECTIVE:

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

CULTURAL CELEBRATION TAC



GOAL B:
Promote Identity & Heritage

OBJECTIVE:

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

ECONOMIC OPPORTUNITY TAC



GOAL C:
Expand Economic Opportunity

OBJECTIVE:

Identify short and long-term economic redevelopment opportunities to promote employment and develop a road-map to expedite the process in the planning area.

FOCUS GROUPS

OBJECTIVE:

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

**EDUCATION & SKILLS
TRAINING**

**MARKETING & BUSINESS/
DEVELOPER ATTRACTION**

**SOCIAL SERVICES RESOURCES
& OPPORTUNITIES**



What's Next?





WHAT'S NEXT?

TAC **TECHNICAL ADVISORY COMMITTEES**
Representatives from planning areas and stakeholders with a specific expertise in implementing one of our 3 Goals

IOC **IMPLEMENTATION OVERSIGHT COMMITTEE**
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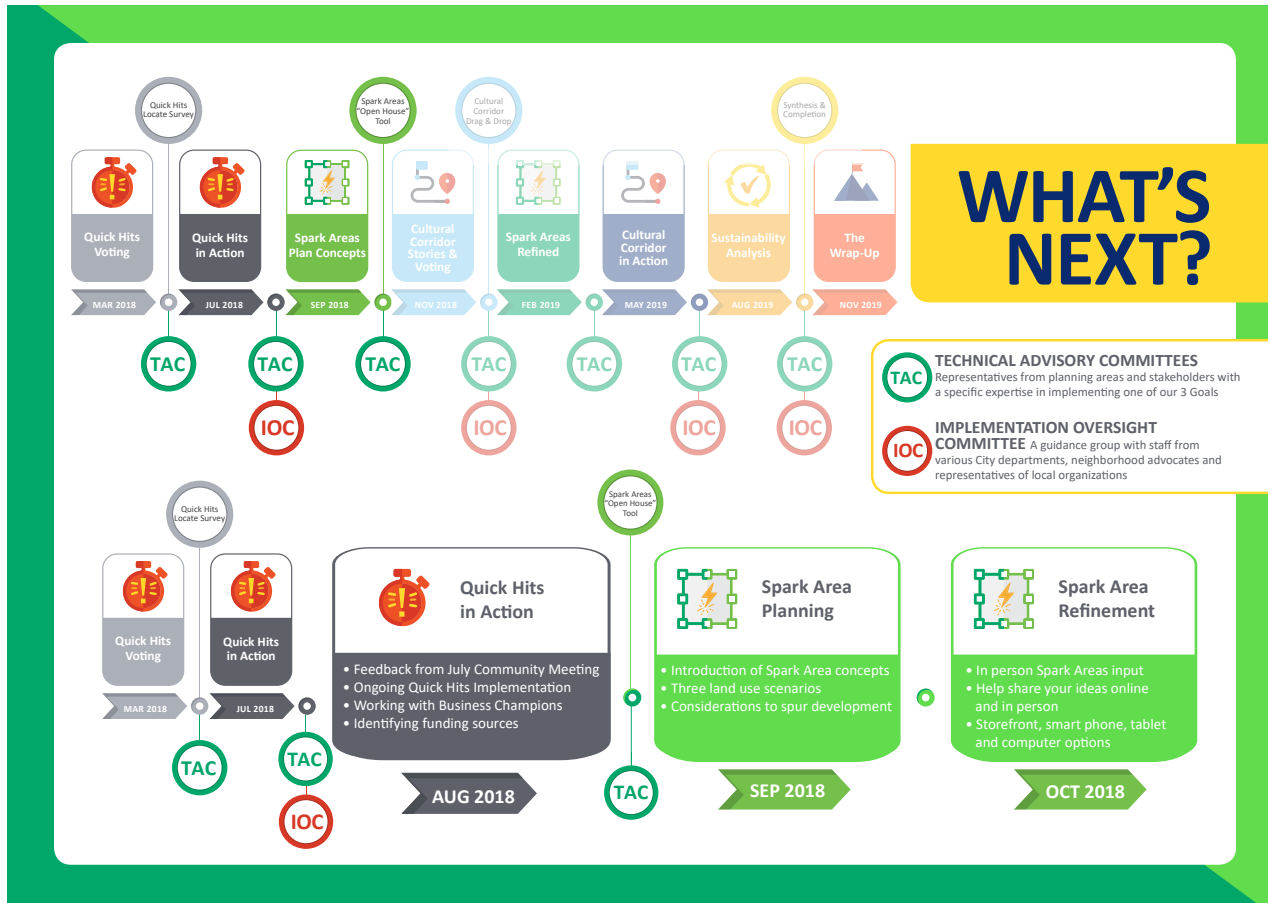
Questions?



07.18.2018
QUICK HITS IN ACTION
COMMUNITY MEETING


PRINTED MATERIALS

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




- Actual size 11"x17"

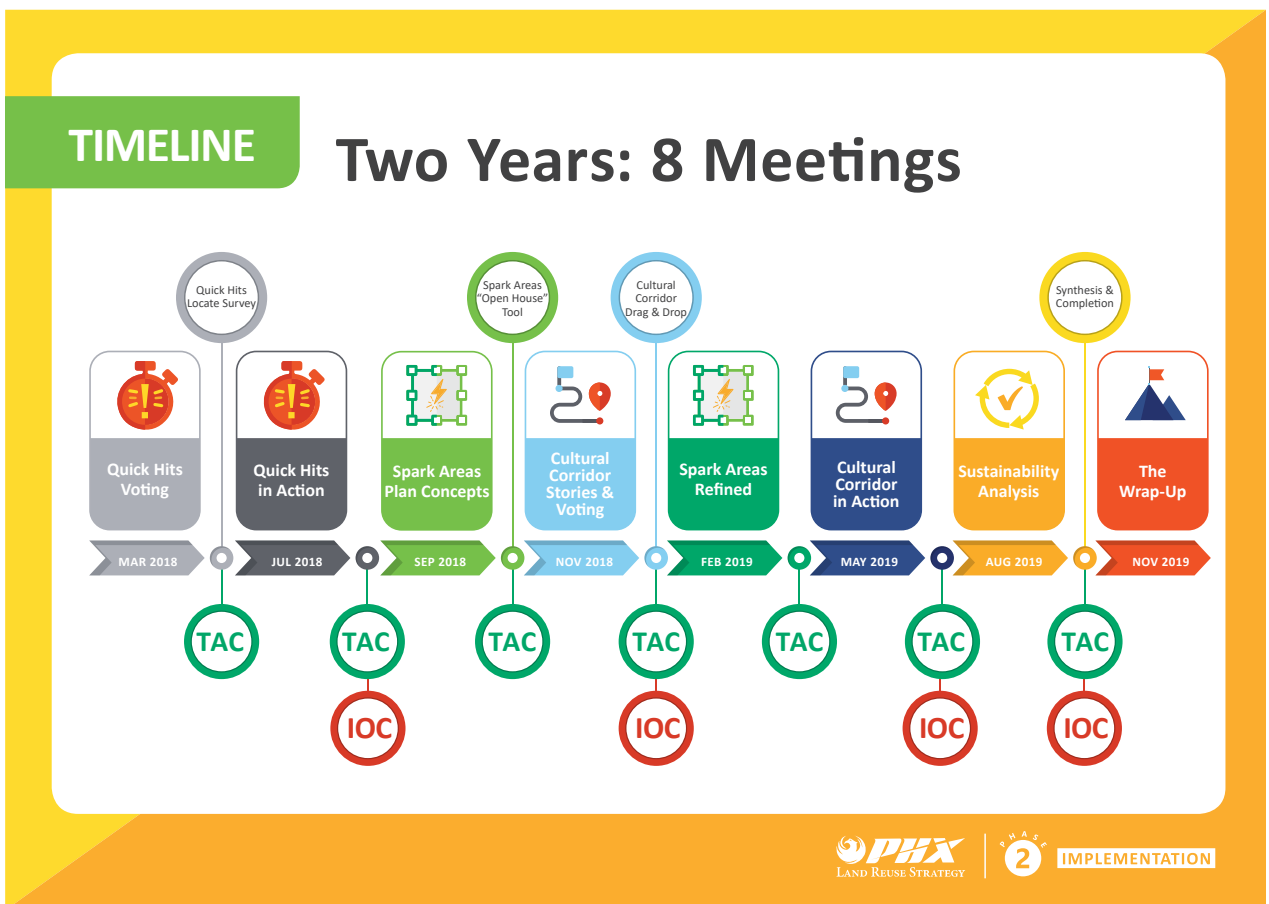
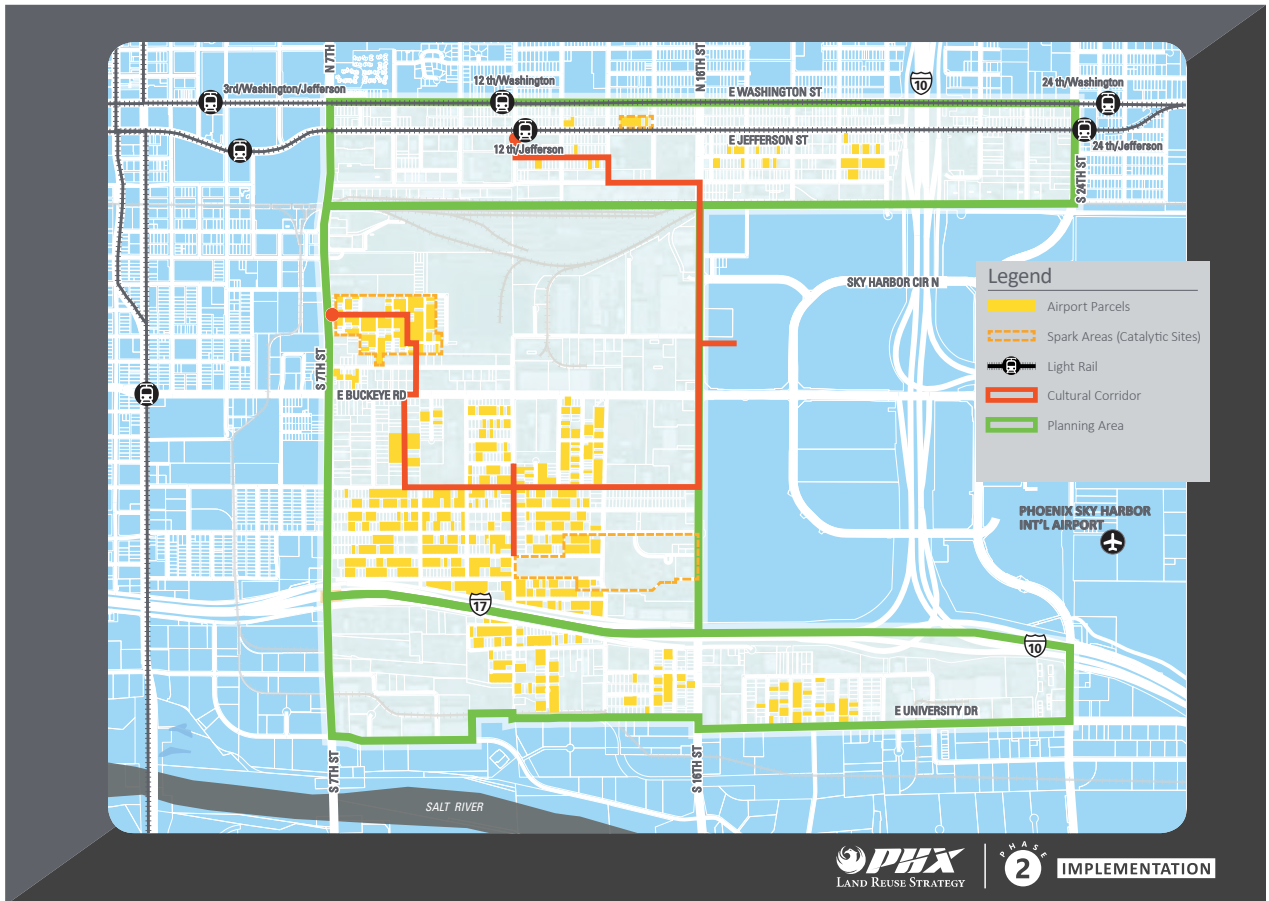
SELL LOTS BACK

 **INTERESTED
IN A LOT?**

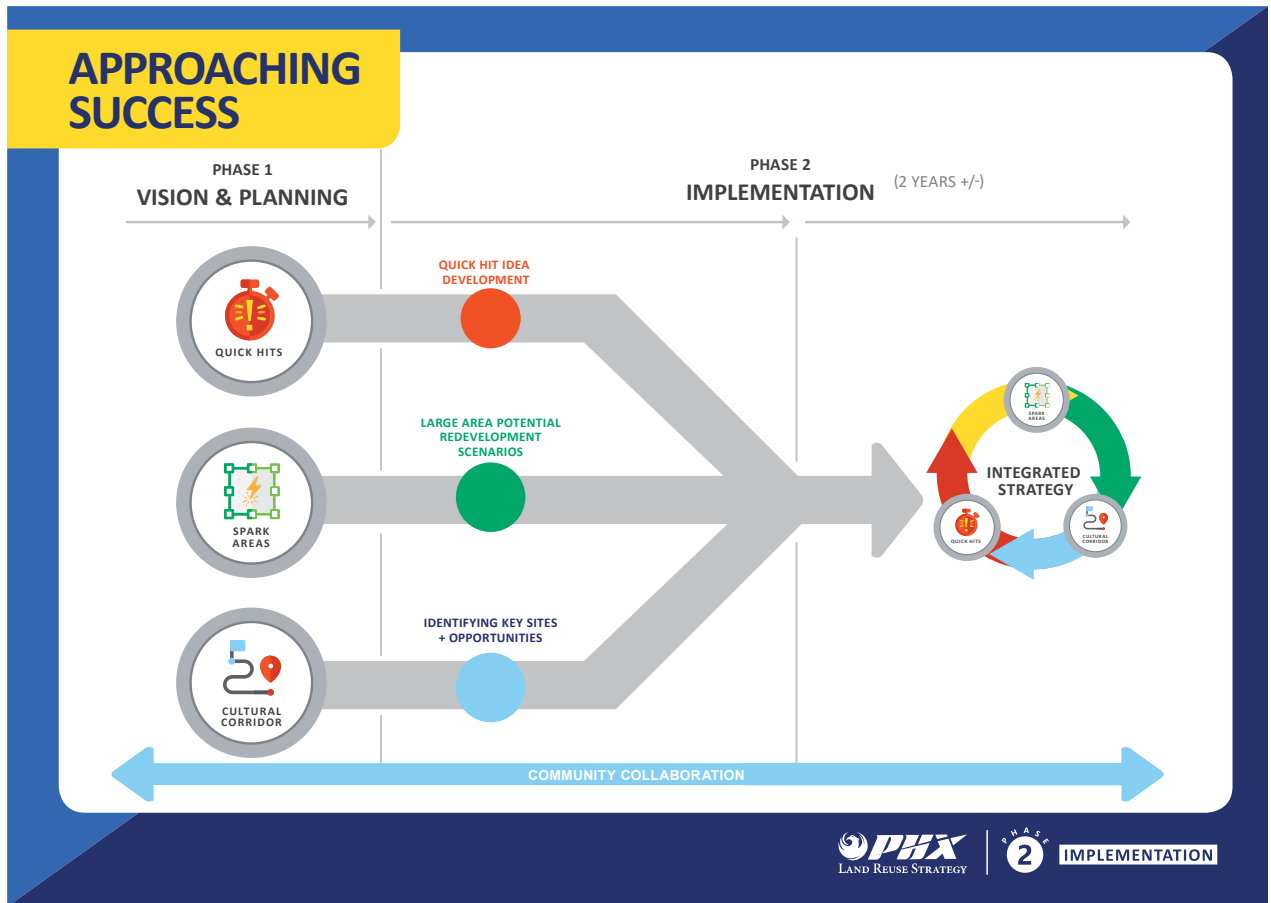
Sign up below!


Gold Star

- Actual size 42"x30"



- Actual size 42"x30"



LOCATE YOUR QUICK HITS

On the map, using the color dots provided.

- HOME & YARD REHAB**
 Grants & Loans For Home & Yard Improvement
- OUR STOREFRONT**
 PHX Land Reuse Strategy Info Headquarters
- THE GREEN EDGE**
 Sidewalk and Vacant Lot Edge Planting
- CODE EDUCATION**
 Neighborhood Safety & Beautification Compliance
- HERITAGE SIGNAGE**
 Neighborhood Identity Signage

- Actual size 30"x42"

HOME & YARD REHAB

Grants & Loans For Home & Yard Improvement





Solid Star



Great A



1 Quick Hit

FACILITATOR:
Phoenix Revitalization Corporation,
Nuestro Barrio Unidos

POTENTIAL FUNDING:
Private Grants and Loans, Neighborhood
Services Department Programs

CITY SUPPORT:
Neighborhood Services
Department

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HOME & YARD REHAB

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- Would you like to use resources to improve your yard or your home?

COMMENTS/IDEAS?
Did we miss anything?



HOME & YARD REHAB

Grants & Loans For Home & Yard Improvement

KEY ELEMENTS



Exterior & Interior Home Painting



Structure Repair



Weatherization



Yard Improvement



DIY Workshops



Volunteers

WANT TO HELP?
Sign up below!

Planning Team	Event Volunteers

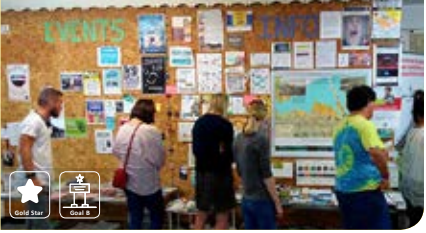
COMMENTS/IDEAS?
Did we miss anything?



- Actual size 30"x42"

OUR STOREFRONT

PHX Land Reuse Strategy Info Headquarters



FACILITATOR:
Phoenix Revitalization Corporation

FUNDING:
PHX Land Reuse Strategy Implementation Grant

CITY SUPPORT:
Aviation and Neighborhood Services Department

Community Benefits


- Keeps community engaged with related news, events, & resources
- Physical reference point for neighborhood
- Neighborhood awareness

What is it?

- Use commercial building or space to engage community in land reuse planning efforts
- Convenient location for project info and materials, event notifications, and on-going collection of community feedback
- Share community engagement outcomes and update implementation progress

Considerations

- Location should be visible from street and accessible to pedestrians
- Smaller remote locations with updated project info and materials may be considered (schools, community centers, etc.)
- Provide information on specific go-to lots in the neighborhood



PHX LAND REUSE STRATEGY

OUR STOREFRONT

PHX Land Reuse Strategy Info Headquarters


Action plan: 4 ways to make this happen

- 1 Set up Land Reuse Strategy Information Headquarters at Phoenix Revitalization Corporation and Eastlake Park Community Center
- 2 Opportunity for residents/students to help design and craft displays to supplement the Land Reuse Strategy Information Headquarters
- 3 Install community crafted informational boards at select locations within the Planning Area
- 4 Work with local schools and/or non-profits to provide updated displays and monitoring for the Land Reuse Strategy Information HQs

YOUR OPINION
Help us by answering these questions:

1. Are there other locations that the community frequents that should be considered for project info displays and materials?
2. What types of events and programs do you think could happen at Our Storefront?
3. What other cultural and educational institutions should play a part in programming Our Storefront?

COMMENTS/IDEAS?
Did we miss anything?



OUR STOREFRONT

PHX Land Reuse Strategy Info Headquarters

KEY ELEMENTS

Bulletin Boards

Brochures/Collaterals

Comment Wall

Display Easels

Outdoor Notice Board

Online Tool

WANT TO HELP?
Sign up below!

Planning Team	Event Volunteers

COMMENTS/IDEAS?
Did we miss anything?



- Actual size 30"x42"

THE GREEN EDGE

Sidewalk and Vacant Lot Edge Planting



FACILITATOR:
To Be Determined

POTENTIAL FUNDING:
Private and public grants, donations (additional research required)

CITY SUPPORT:
Parks and Recreation, Neighborhood Services, and Aviation Department

Community Benefits

- ☑ Beautifies neighborhoods
- ☑ Creates activity on vacant lots
- ☑ Strengthens community pride
- ☑ Provides green-collar jobs

What is it?

- Planting along sidewalk edge of vacant noise lots
- Simple way to beautify multiple vacant lots and enhance neighborhoods
- Drought tolerant planting recommended to minimize maintenance cost

Considerations

- ☑ Neighborhood "Planting Day"
- ☑ Need for on-going maintenance
- ☑ Coordinate with local urban agriculture organizations (Cooperative Urban Master Gardeners, Keep Phoenix Beautiful, etc.)



PHX LAND REUSE STRATEGY

THE GREEN EDGE

Sidewalk and Vacant Lot Edge Planting

Action plan: 6 ways the community and partners can make this happen

- 1 Identify a **Program Operator** for administering "Green Edge" Planting & Maintenance Program
- 2 Identify **partners** and recruit **volunteers** from neighborhood and local schools
- 3 Provide **Xeriscaping & Edible Gardening Classes & Workshops** for interested neighbors and students
- 4 Identify **opportunity streets** within the Planning Area and develop a "Neighborhood Green Edge" Plan
- 5 Work with local nurseries to donate **boxed desert-adapted shade trees** (citrus, mesquite, palo verde, etc.)
- 6 Launch a **Neighborhood Planting Day** (i.e. Earth Day) associated with a **Curbside Planting Contest**

YOUR OPINION
Help us by answering these questions:

1. Are you interested in being part of a maintenance team for The Green Edge or would you rather have others do maintenance?
2. What types of plants would you like to see along The Green Edge?
3. Should The Green Edge accommodate other activities such as cultural elements, seating areas, public artwork, etc.?

COMMENTS/IDEAS?
Did we miss anything?



THE GREEN EDGE

Sidewalk and Vacant Lot Edge Planting

KEY ELEMENTS

☑ Boxed Trees

☑ Edible Landscaping Plants

☑ Xeriscaping Plants

☑ Tools

☑ Classes/Workshops

☑ Residents/Volunteers

WANT TO HELP?
Sign up below!

Planning Team	Event Volunteer

COMMENTS/IDEAS?
Did we miss anything?



- Actual size 30"x42"

CODE EDUCATION

Neighborhood Safety & Beautification Compliance



★ Quick Start

🏠 Neighborhood Grant A

1 Quick Hit

FACILITATOR:
Your Neighborhood Association and Neighborhood Services Department

POTENTIAL FUNDING:
Community Development Block Grant (CDBG)

CITY SUPPORT:
Neighborhood Services and Police Department

What is it?

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

Community Benefits

- Stabilizes and improves community image
- Helps beautify community
- Improves neighborhood safety
- Supports local business

Considerations

- Community led campaign
- Beautification projects
- Signs about property maintenance
- Code education classes



PHX LAND REUSE STRATEGY

CODE EDUCATION

Neighborhood Safety & Beautification Compliance

Action plan: 6 ways the community and partners can make this happen

- 1 Display and distribute compliance information at implementation HQs, online, and via emails and letters
- 2 Offer free Code Compliance Classes & Workshops at a location within the neighborhood
- 3 Organize a Police-Community Partnership and regularly scheduled Citizen Involvement Event
- 4 Establish a Neighborhood Watch Group - focus on crime prevention and safety awareness enhancements
- 5 Designate Active Neighborhood Fight Back Areas/Neighborhood Initiative Areas
- 6 Initiate Specialized Code Enforcement for Fight Back Areas including graffiti removal, street light repair, junk yard clean-up, etc.

YOUR OPINION
Help us by answering these questions:

1. What code enforcement issues concern you the most?
2. Do you believe you understand the code enforcement process well right now?
3. What do you think would be the best way to reduce code violations in your neighborhood?

COMMENTS/IDEAS?
Did we miss anything?



CODE EDUCATION

Neighborhood Safety & Beautification Compliance

KEY ELEMENTS

Code Education Class

Outdoor Workshops

Code Compliance Volunteers

Police Citizen Involvement Event

Neighborhood Watch Group

Informational Signs

WANT TO HELP?
Sign up below!

Planning Team	Event Volunteers

COMMENTS/IDEAS?
Did we miss anything?



- Actual size 30"x42"

HERITAGE SIGNAGE

Neighborhood Identity Signage

Gold Star

Goal 8

Quick Hit

FACILITATOR:
Neighborhood Associations

POTENTIAL FUNDING:
Private grants and neighborhood fundraising

CITY SUPPORT:
Street Transportation Department

Community Benefits

- Strengthens neighborhood identity
- Community placemaking
- Builds community pride
- Supports local business

What is it?

- Neighborhood association works with residents, businesses, and other partners to create neighborhood sign plan
- Plan could include other types of neighborhood identity and pride markers
- Locations may support Cultural Corridor
- Opportunity for neighborhood to lead design and selection process

Considerations

- Funding availability and sources
- Neighborhood boundary identification and potential boundary conflicts
- Sign design

HERITAGE SIGNAGE

Neighborhood Identity Signage

Action plan: 6 ways the community and partners can make this happen

- 1** Identify interested neighborhood groups & neighborhood boundaries
- 2** Meet with City Street Transportation Department to review their Neighborhood Sign Topper Guidelines and process
- 3** Host a Sign Design Competition in collaboration with local artists and/or students
- 4** Select sponsors to fund manufacture of the signs
- 5** Work with local students and/or non-profits to install identity elements in neighborhoods
- 6** Establish a volunteer program for long-term maintenance

YOUR OPINION
Help us by answering these questions:

1. Should the signs (where appropriate) include historical street names?
2. Should the neighborhood have its own brand and logo incorporated into the design of the sign?
3. Would you be interested in participating in development of the neighborhood's brand identity?

COMMENTS/IDEAS?
Did we miss anything?

HERITAGE SIGNAGE

Neighborhood Identity Signage

KEY ELEMENTS

Sign Design Contest

Community Involvement

Funding Champion

Manufacturing & Installation

Volunteers for Maintenance

Other Identity Elements

WANT TO HELP?
Sign up below!

Planning Team	Event Volunteers

COMMENTS/IDEAS?
Did we miss anything?

- Actual size 30"x42"

SELL LOTS BACK

Make the airport lot(s) available to the adjacent or neighboring resident or business so that the resident or business could use the airport land to expand their business or increase backyard/ private open space around their home.

Note: This is not a Quick Hit (interim use). However, this was a top write-in idea selected as a Gold Star at the March 2018 community workshop.

FACILITATOR:
City of Phoenix Aviation Department

CITY SUPPORT:
Community and Economic Development Department

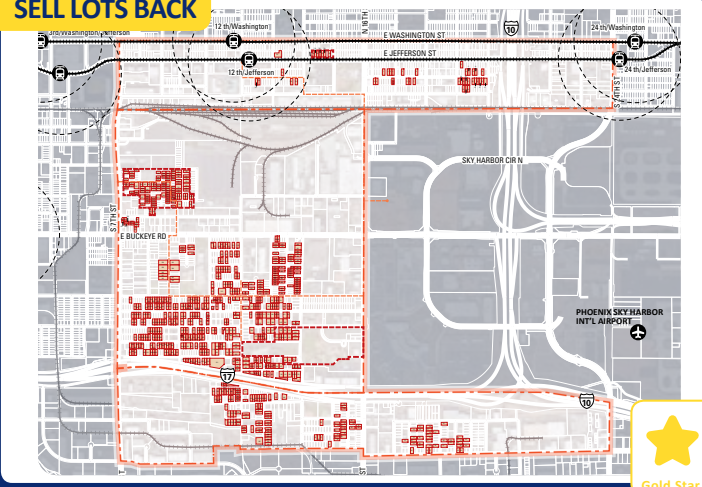
Key Elements


1. In most cases selling an airport lot to an adjacent resident or business is unlikely to be supported by FAA or only supported with heavy restrictions
2. Selling airport lots to adjacent existing business or resident does not necessarily result in lot activation (which is the focus of Quick Hits)
3. Airport lots that do not have an apparent highest and best use but can be put to market, could be made available to adjacent property owners
4. The airport lots could be made available for your residence or business on a time-limited basis
5. Tell us
 - a. Which lot are you interested in?
 - b. Why? How would you use the lot?
 - c. How would your use of the lot change if you had the lot for up to 5 years vs. up to 25 years vs. if you were allowed to purchase the airport lot?



Gold Star

SELL LOTS BACK





Gold Star