

Community Meeting April 2019

The Cultural Corridor Idea Sharing Summary Memo

MEETING OBJECTIVES

This meeting was held to collect community ideas, priorities and establish a vision to include in the Cultural Corridor Framework Plan. The community feedback will be the basis for establishing Design Standards, Requests-for-Proposals (RFPs) and contribute to the development of an actionable and community-led framework plan.

INTRODUCTION

On April 4, 2019, the **Cultural Corridor Idea Sharing Event (Community Meeting)** for the PHX Land Reuse Strategy (LRS) Implementation Phase was held in the main courtyard of GateWay Community College, Central City Campus. A public briefing with a series of public announcements and comments regarding the latest FAA updates was also held in Room B401-B402.

Sign-in sheets recorded **54 community attendees**; altogether **approximately 80 individuals** comprised of area residents and business interests, as well as key City staff and members of the Consultant Team, participated in this interactive and insightful outdoor event that evening.



A fun, casual and interactive outdoor workshop encouraging community members to fully engage in defining the cultural corridor.

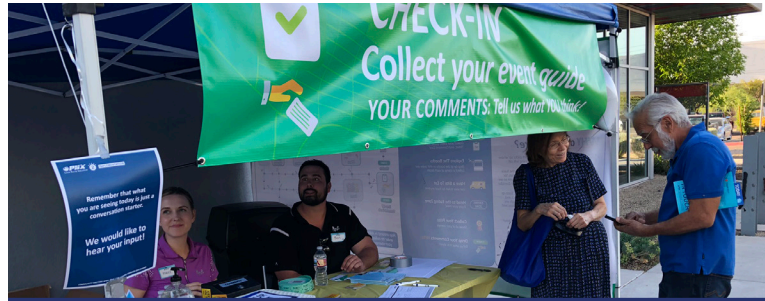
HOW THE EVENT WORKED

The outdoor event was organized in a fun, casual and interactive way to encourage community members to fully participate in the activities presented at a series of booths. The event flow was organized as follows:



- **Check-in:**

A check-in booth was set up near the entrance of the courtyard to welcome all the event attendees. Every participant received an Event Guide, Info Flyer, Food Ticket, and a Comment Card. Event docents welcomed the crowd, explained the flow of the event; and guided the participants to visit each of the exhibition booths in the courtyard.



Participants checked-in upon entry to receive their event materials.



- **Explore the Booths:**

During the evening, participants were invited to explore the booths in any order they preferred. Attendees were welcome to meet and chat with booth facilitators, participate in the interactive exercises, and talk about their ideas and provide feedback.



Attendees explored each booth and participated in interactive exercises.



- **Have a Bite to Eat:**

A food truck was set-up in the adjacent parking lot, providing hot meals to the event attendees. Participants were welcome to use their food ticket to grab a bite at any time during the event.



Participants received hot meals from a local food truck during the event.



- **Head to the Eating Zone:**

The attendees could sit down to enjoy their meal at the eating zone located in the center of the courtyard. A DJ was invited to play soft music while entertaining the crowd by creating a welcoming and energized atmosphere for the evening.



An intimate eating zone for people to gather, rest and chat.



- **Collect your Prize and Drop Your Comments:**

Every participant had the opportunity to collect a stamp as they visited each booth. Participants who visited all of the booths received a reusable bag as the prize for their participation. The stamp collection activity was aimed to encourage participants to visit more booths and expand their participation.

They could also drop-off comment cards at the check-in booth to leave any thoughts and feedback.



FAA UPDATES

At 5:30 PM in Rooms 401 and 402, Ms. Angela Acosta, Senior Associate Vice President, CRTKL welcomed the public and opened the event with a series of announcements:

- A brief overview of the recent FAA updates were provided to start the community meeting.
- Aviation staff will work with neighborhood associations and community groups to communicate the FAA update, including attendance at neighborhood associations meetings to address questions and comments.
- The primary purpose of the community meeting is to share ideas about the Cultural Corridor and attendees are encouraged to visit the various booths set up in the courtyard.

Mr. Jordan Feld, Deputy Aviation Director of the Aviation Department provided an overview of the timeline commencing with submission of the Land Reuse Strategy to the FAA on January 12, 2018 to FAA’s clarification memo on March 15, 2019. Mr. Feld stated that:

- Overall, the FAA’s review was supportive of the community’s submitted plan.
- The FAA’s February 14, 2019 response letter indicated that residential would not be permitted on noise parcels; little explanation was provided and Aviation requested clarification.
- The March 15, 2019 memo from the FAA indicated that they would not support residential in the Core Village, but may support multi-family residential and mixed-use development north of the Union Pacific Railroad (UPRR).

Other information community members should be aware of:

- The City previously informed community members that residential was not likely to be approved in the Core Village.
- Aviation may ask the FAA to revisit the possibility of residential in the Core Village at a later date.
- The community’s tolerance level for noise in the Core Village area was not part of the FAA’s review.

Following the overview of the FAA update, Mr. Feld replied to community members’ questions and comments.

An outdoor booth, **PHX LRS Updates**, was set up in the courtyard during the event. Aviation staff stationed at the booth addressed questions and concerns from interested community members regarding the latest PHX LRS updates.



City Staff announced a series of FAA Updates.



Community members listened to FAA updates.



City Staff answered the community questions regarding LRS Updates.

EXHIBITION BOOTHS EXERCISE

Seven (7) exhibition booths were set up around the campus courtyard to elicit ideas for the Cultural Corridor. Each booth included several exercises that encouraged participants to share and prioritize ideas regarding the development and implementation of the Cultural Corridor. Booth exercises included voting with dot/star stickers, using Post-its for writing-in additional ideas, responding to open-ended questions, and using blank sheets to sketch ideas/proposals. The interactive approaches were designed to gather both quantitative and qualitative input from the community. Results and ideas collected from the booth exercises will help the project team develop a framework for guiding implementation of the Cultural Corridor.

FORM: What will the Cultural Corridor Look Like?

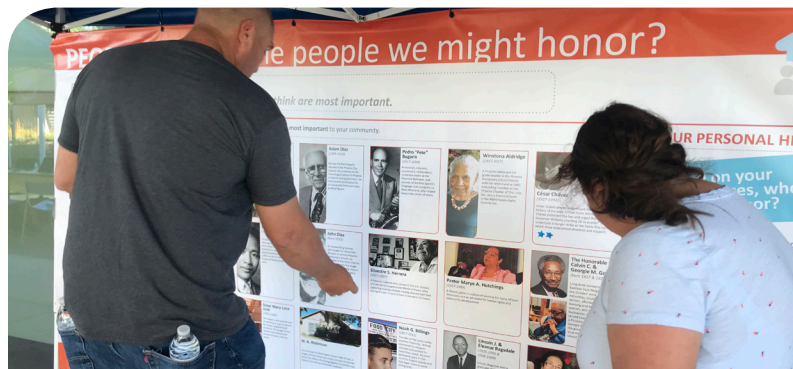
- Three categories (Gold, Silver, and Bronze) of Form ideas were presented based on approximate cost and complexity of implementation; image examples were provided at the booth to help start the conversations.
- The participants were invited to use green and red dots and means of identifying and prioritizing which physical forms would be their favorite story-telling element.
- An audio-tale example of a Selma Historic site located in the Alabama Black Belt Heritage Area was also provided at the Form booth, demonstrating how this type of form could work to tell the story of a community with a rich history.



The Form booth dot voting activities and Selma audio-tale example.

PEOPLE: Who are the people we might honor?

- This booth exhibited a series of the community's best known cultural heroes with a short description of their stories. Booth visitors were invited to use blue star stickers to select culturally/historically influential individuals within the community.
- Participants were also welcome to use Post-it notes to suggest any personal heroes or loved ones that they desire to honor and memorialize.



Participants helped the project team identify cultural heroes at the People booth.

PLACE: Where can we celebrate?

- A map identifying significant historic resources in the PHX LRS planning area was displayed at this booth.
- Booth visitors were invited to use Post-it notes to identify, comment and write-in any places (buildings, sites, etc.) of importance based on heritage/memories, or other values to the community.



Participants talked with booth facilitators about their places of significance.

EXPERIENCE: What else can it be?

- The Experience booth depicted various local events and experience examples to help start a conversation.
- Participants were invited to use green and red dots to identify cultural experiences that take place within the community and/or identify other experiences and events that they would like to see in the future.



Participants discussed with a project team representative at the Experience Booth.

GREAT IDEAS: Listen to your community.

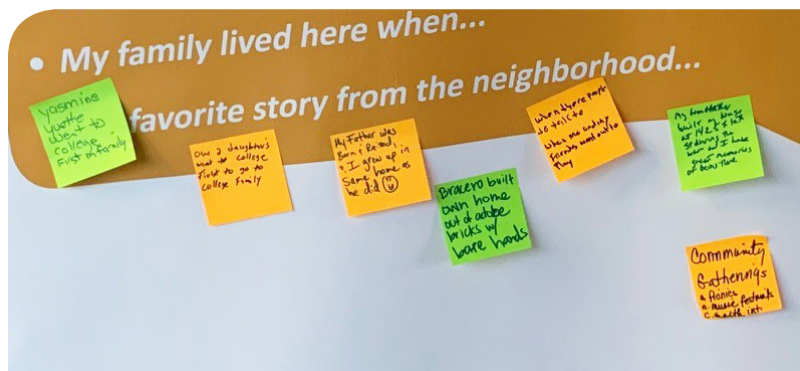
- Community members were invited to share their ideas for the Cultural Corridor and display them at the booth in an 11"x17" format. Meeting participants were invited to listen to the ideas their neighbors proposed; and to use blank 11"x17" pages to sketch and share their own ideas for the Cultural Corridor.



Community members sketched their Cultural Corridor ideas/proposals.

TELL YOUR STORY: Our living legacy.

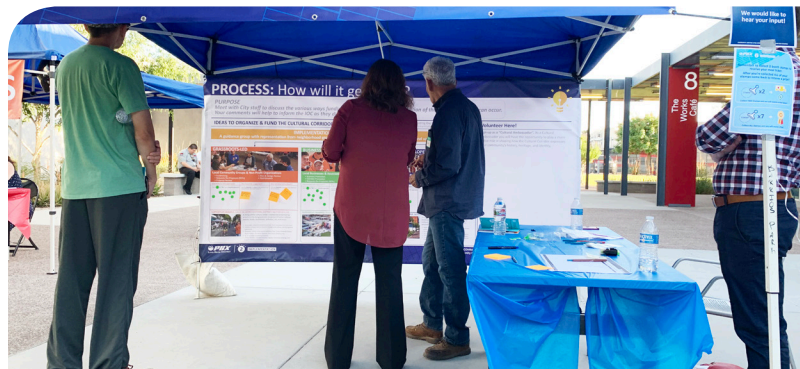
- A few prompts were provided on the poster at this booth to help start the conversation, such as "My family lived here when ...", "My favorite story from the neighborhood ...", "I picture the Cultural Corridor to be ...", etc.
- The visitors were invited to use Post-it notes to write down and share their past personal experiences and memories, and hopes for the future of the community.



Participants wrote down their family stories at the Tell Your Story Booth.

PROCESS: How will it get done?

- Three potential approaches to implementation of the Cultural Corridor were presented: 1) Grassroots-led; 2) Business-led; and 3) City/developer-led.
- Participants were invited to use green dots and Post-it notes to vote on their preferred approach to implementation, as well as to provide feedback/ideas regarding resources related to funding, organizations, etc. They could also sign-up to become a "Cultural Ambassador" and play an active role in supporting the implementation of the Cultural Corridor.



Project team representative explains implementation approaches to the participants.

GO DIGITAL

A five-minute online interactive exercise regarding the Cultural Corridor Idea Sharing was also released on the PHX LRS Implementation Phase website (<http://www.implementphx.com/>). This online tool is designed to mimic the booth exercises held at the outdoor event on April 4. The survey will be accessible through the website for approximately a month after the community meeting, and allow the project team to collect digital input from community members who missed the April 4 community meeting.

BOOTHS EXERCISE RESULTS*

The project team documented and tallied the results of each booth exercise, with summary of outcomes on the following pages.

FORM: What will the Cultural Corridor Look Like



Preferred Form Activations



**Historic Adaptive Reuse
Murals / Street Art
Infrastructure
Museum/Cultural Center**

GOLD



**Historic Markers
Sign Toppers
Urban Walk Apps
Art Displays**

SILVER




**Commemorative Book
Crosswalks
Benches
Audio Tales**







BRONZE

Least favorite form ideas: Tree Guards

PEOPLE: Who are the people we might honor?



Preferred Cultural Heroes

-  **Father Albert Braun O.F.M**
-  **César Chávez**
-  **Sister Mary Luca Junk**
-  **Silvestre S. Herrera**
-  **Wing F. Ong**
-  **The Honorable Calvin C. & Georgie M. Goode**

Other personal heroes/loved ones we might honor:

Approximately 15 participants provided names of personal heroes and loved ones on the booth poster, including:

- Other influential figures in the history of the area.
- Family members, friends, and personal acquaintances.
- People who make contributions to this community in present day, such as firefighters and policemen who work and serve in this area.

*Note that the priorities of the Cultural Corridor elements are based on the tallied results of April 4 community meeting and may be subject to change based on additional community feedback collected from the online Cultural Corridor survey.

PLACE: Where can we celebrate?



Preferred Places to Celebrate

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

Other culturally/historically significant places and ideas:

- Golden Gate Barrio.
- Wesley Community Center.
- Drive-in theater with easy access near I-17.
- Education Center at Lewis Park Subdivision.
- Children's Amusement Museum at 11th St & Gibson Ln.
- Bars on Mohave St between 7th St and 8th St.
- Celebrate Native Americans between 7th and 9th St and between Sherman and Tonto St.
- Celebrate Spanish Americans at Santa Rita Center.
- Celebrate Asian Americans near Buckeye Rd and 12th St.

EXPERIENCE: Where else can it be?



Preferred Events & Experiences

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

PROCESS: How will it get done?



**Preferred
Process**



Community Grassroots-Led

Key input/feedback regarding vision, partnerships and implementation:

- Expansion of Cultural Corridor: envision 7th St to 24th St.
- Swap park land for building new housing; build parks on noise parcels.
- A combination of grassroots-led and business-led.
- Los Angeles Fashion District as example.
- Co-operated/owned by residents.
- Partnership with the Habitat for Humanity to re-establish the neighborhood.
- Fundraising for communities, churches, local developers, and special events (i.e., Fiestas Celebration Cinco de Mayo).

GREAT IDEAS: Listen to your community

Community members listened to and responded to the ideas of fellow community members; some ideas provided by the community are also listed below:

- Open air theaters.
- Father Albert Braun for Veteran's Memorial District.
- Include all historic barrios: Golden Gate Barrio, El Campito Barrio, Green Valley Barrio, San Juan Bautista Barrio, Cuatro Milpas Barrio.
- Sport-oriented Parks: Skateboards, Adults + Youth, Basketball/Soccer.
- Mom-Pop shops.
- Open all the churches.
- Artwork, statue, bench plaque, and monuments that honor community heroes – Ann Ott, Father Albert Braun, etc.
- Street sign topper or gateway for Cuatro Milpas.
- Celebration area – Jazz, all music.
- Entrepreneur center: idea sharing, incubator space, etc.
- Open space for community + law enforcement.
- ESL spaces + skills training center – sewing, cooking, crafts, multi-lingual and other skills for training.
- Recreational amenities: Swimming pool, Boys and Girls club.
- All parks recreational.

TELL YOUR STORY: Our Living Legacy

Remember When:

- Numerous community members shared their family stories/memories which tell the vivid story of the area.

Dream Future:

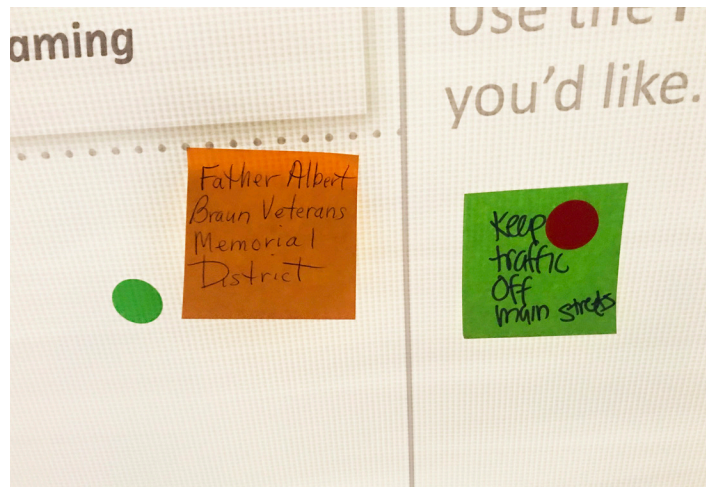
- A sports park with baseball, skateboard, baseball and more.
- Father Albert Braun Veterans Memorial District.
- A place to bring future generations, rich in art, culture, and history as part of the downtown landscape.
- Golden Gate Barrio – many memories!
- Transportation for elderly.
- More service amenities, transportation improvements and stores.
- More trees and bike paths.
- Less traffic on main streets, more gardens.

APPENDIX: EXHIBITION BOOTHS PHOTO DOCUMENTATION

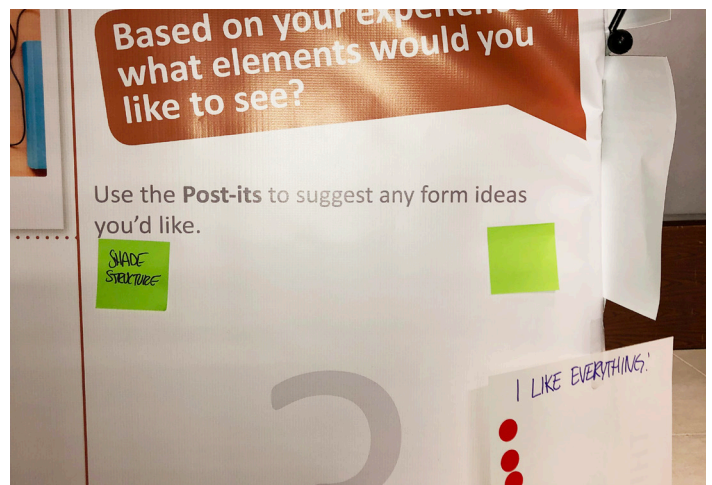
FORM BOOTH (GOLD):



FORM BOOTH (SILVER):

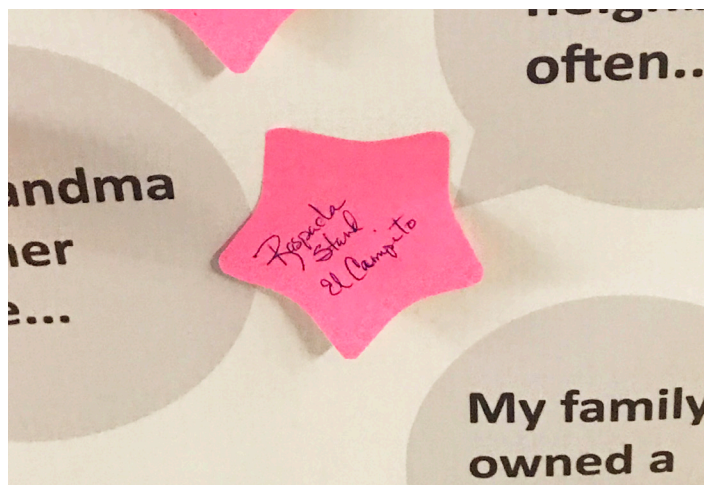
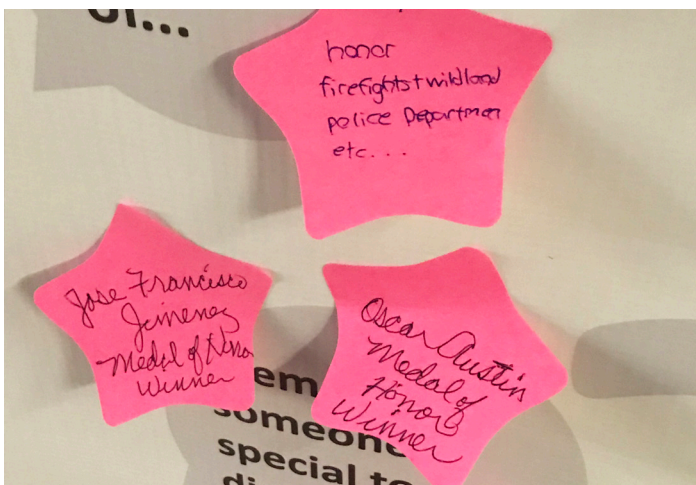
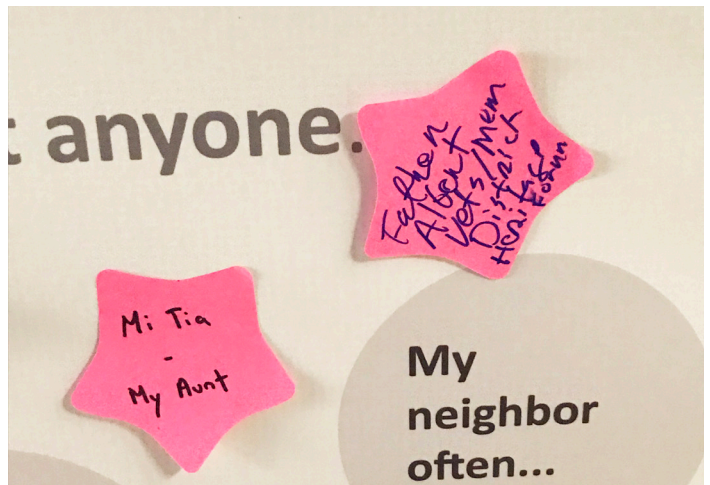
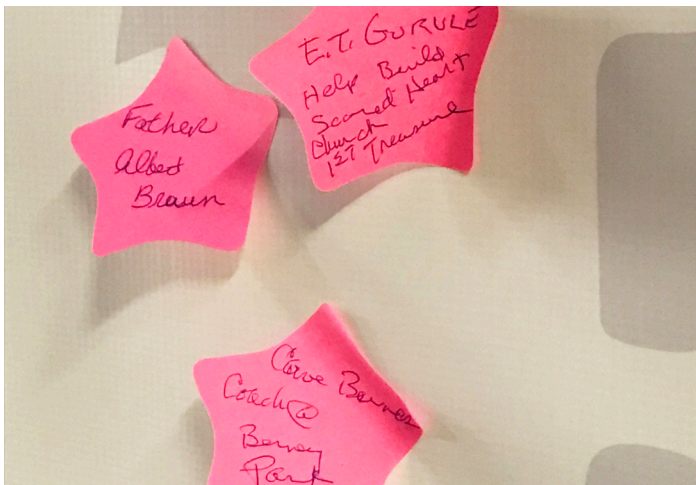
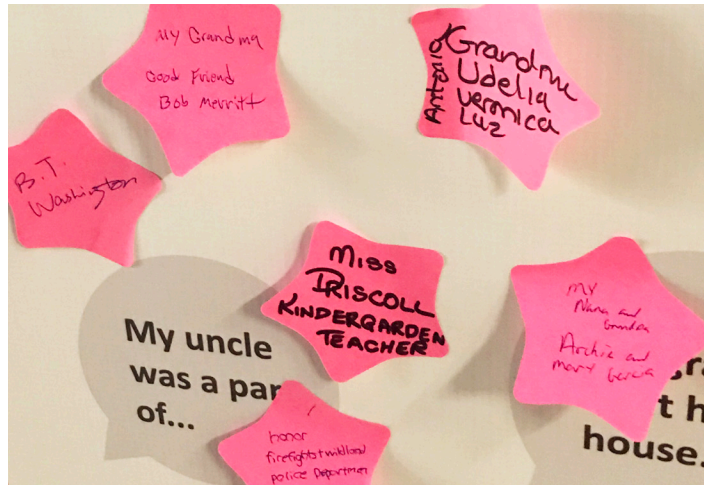


FORM BOOTH (BRONZE):



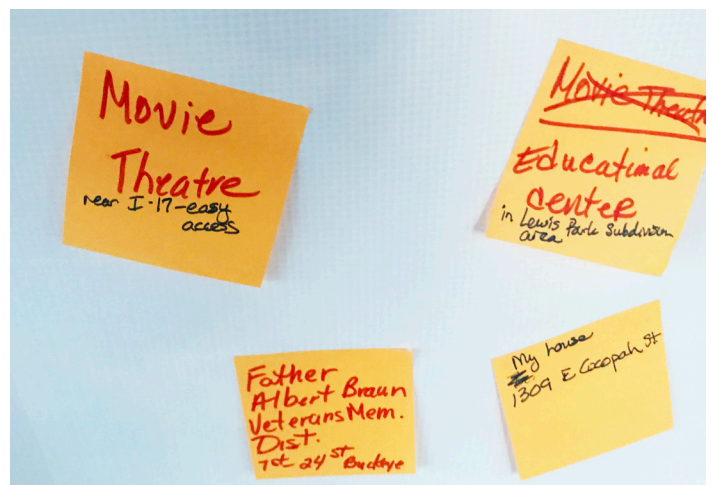
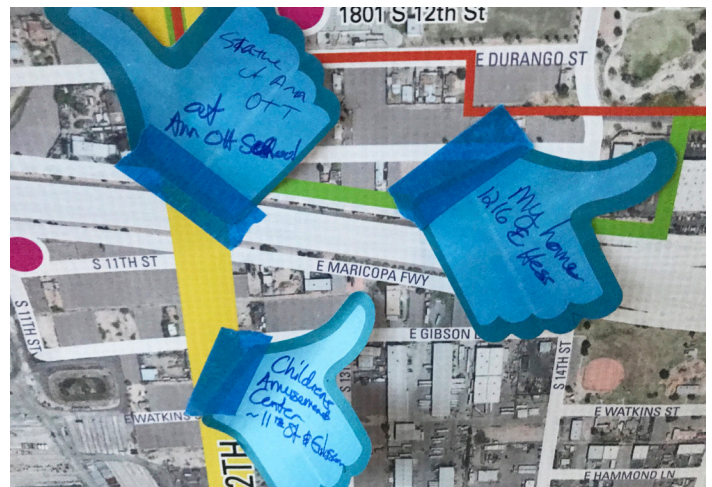
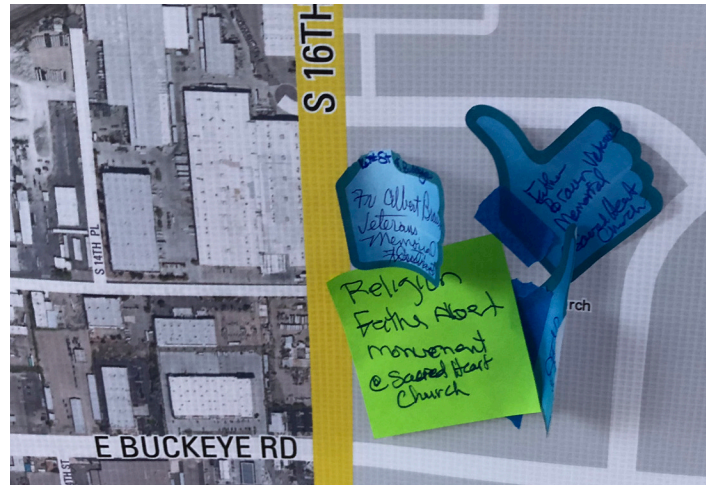
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PEOPLE BOOTH:



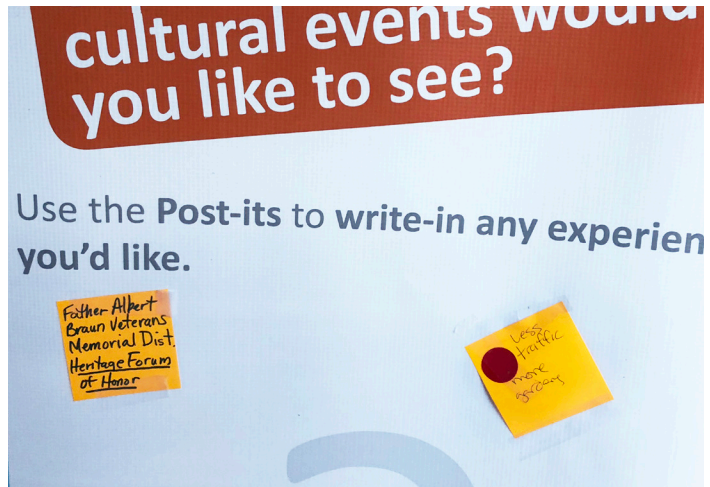
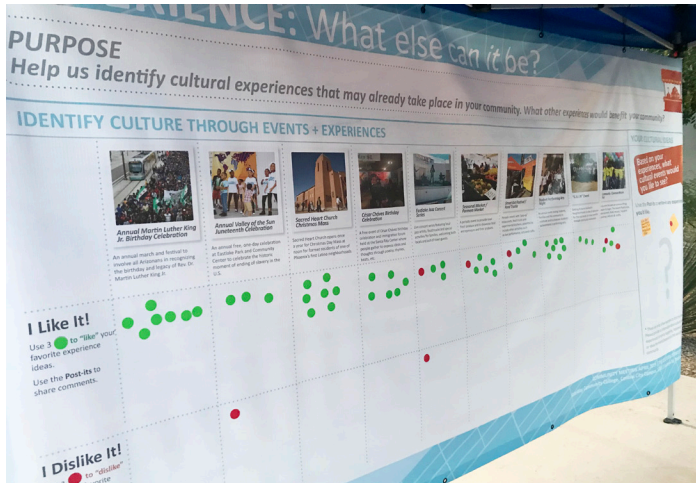
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PLACE BOOTH:



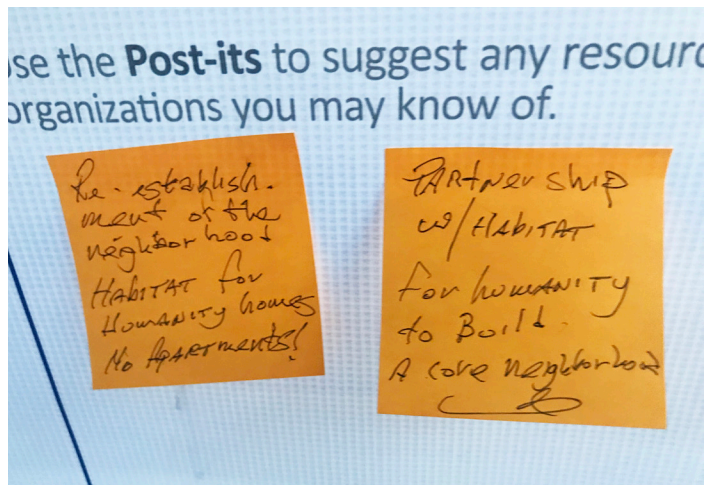
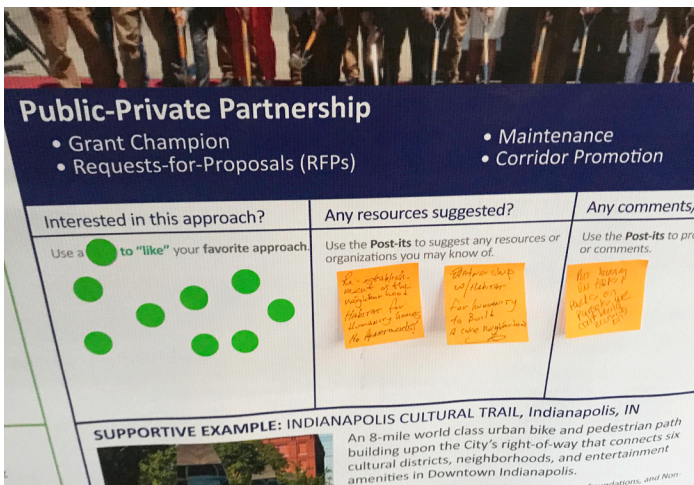
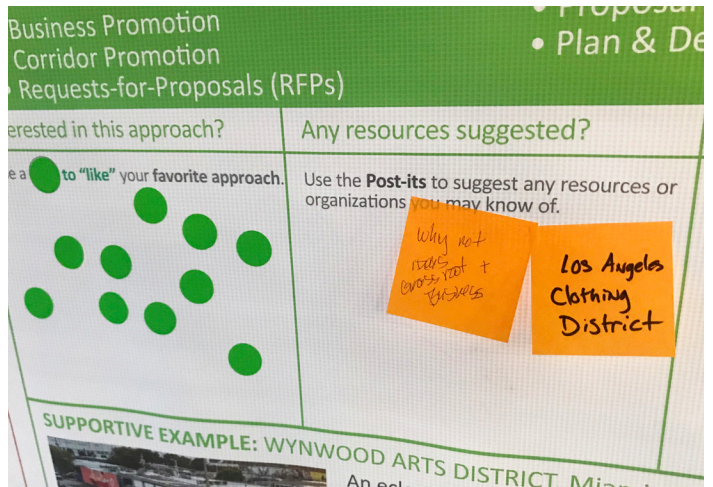
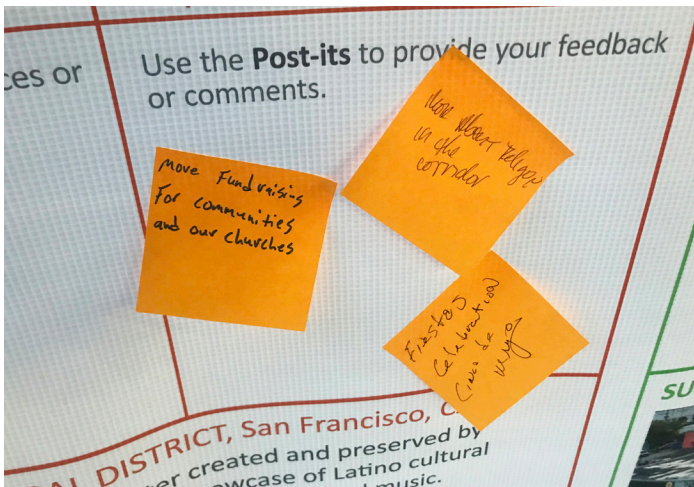
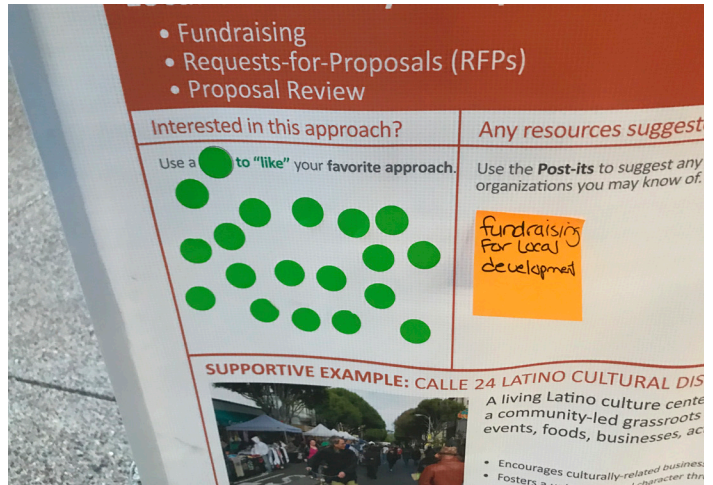
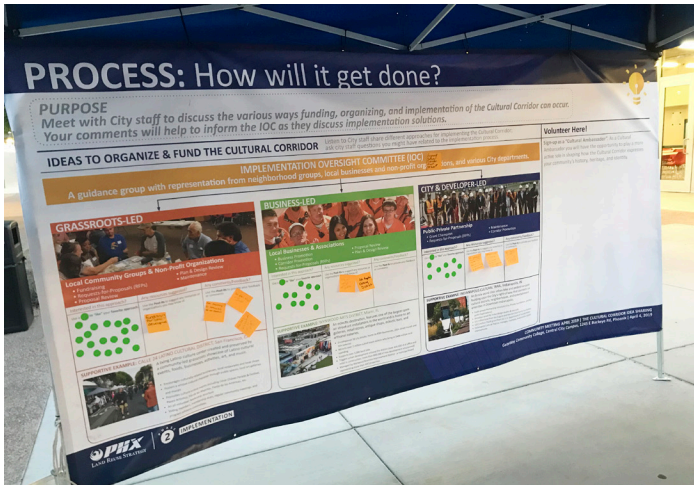
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EXPERIENCE BOOTH:



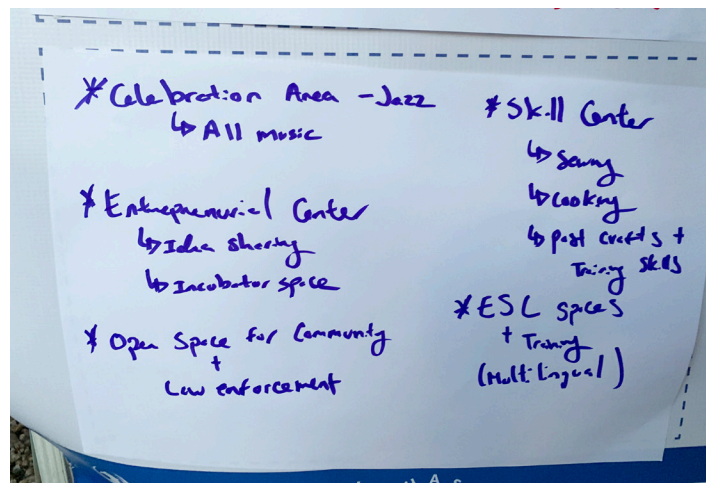
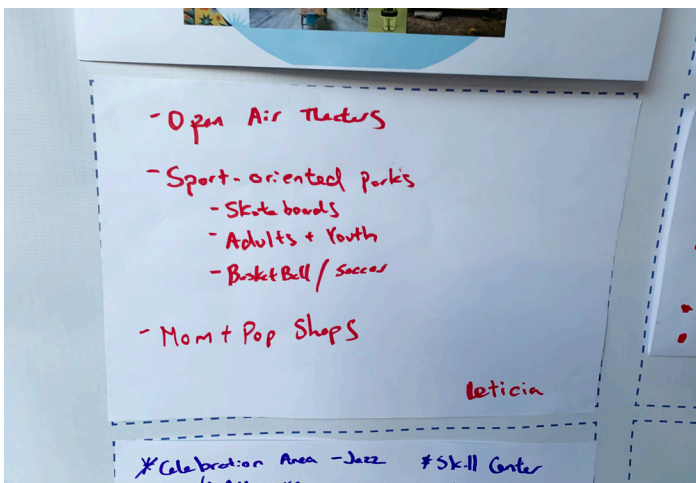
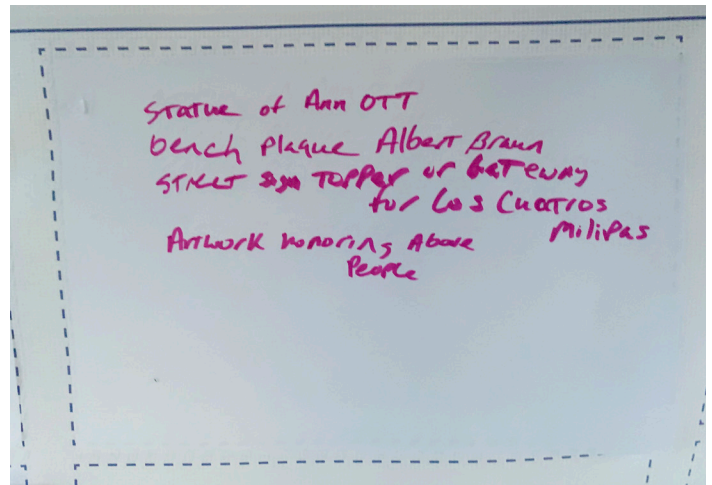
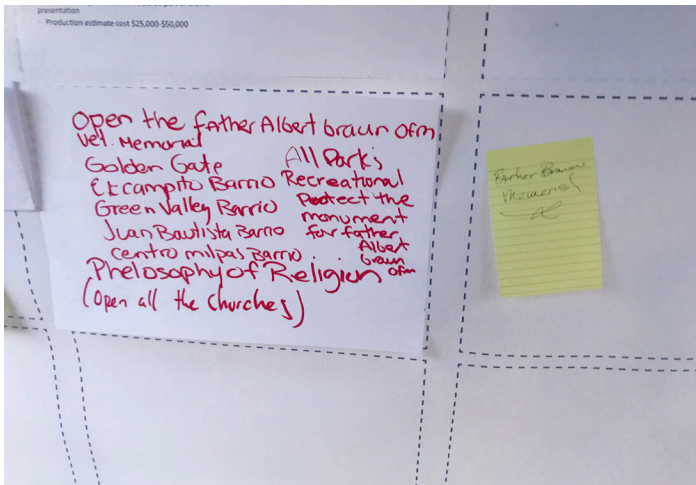
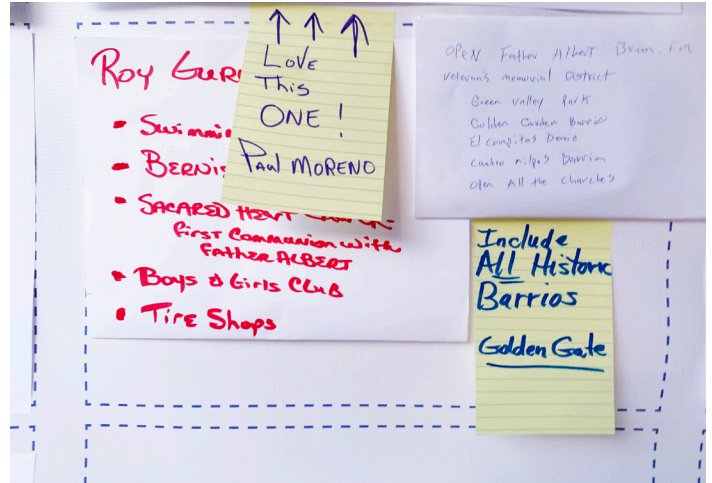
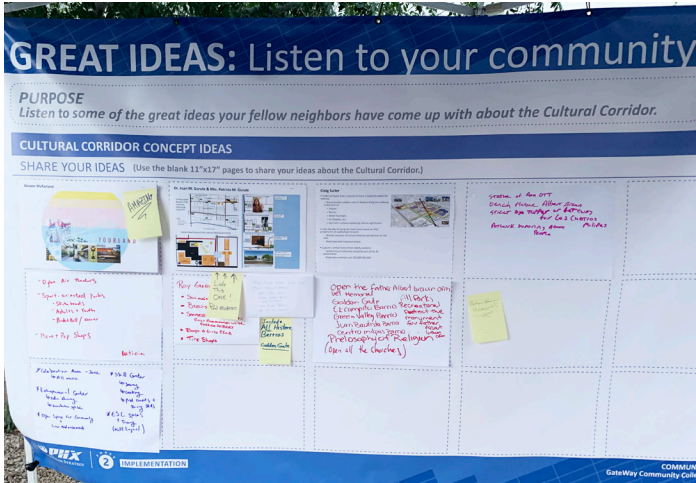
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PROCESS BOOTH:



APPENDIX: EXHIBITION BOOTHS PHOTO DOCUMENTATION (Cont'd)

GREAT IDEAS BOOTH:



APPENDIX: EXHIBITION BOOTHS PHOTO DOCUMENTATION (Cont'd)

TELL YOUR STORY BOOTH:

