

Community Meeting October 2019

THE TOOLS YOU CAN USE

Summary Memo

MEETING OBJECTIVES

This meeting was held to provide the public with an overview of the implementation tools created throughout the Phoenix Land Reuse Strategy (LRS) Implementation Phase. The tools that the team and the community co-developed encompassed three sub-topics: Spark Areas and Block Plans, Quick Hits - Temporary Lot Uses, and the Cultural Corridor. *The Tools You Can Use* meeting objectives included:

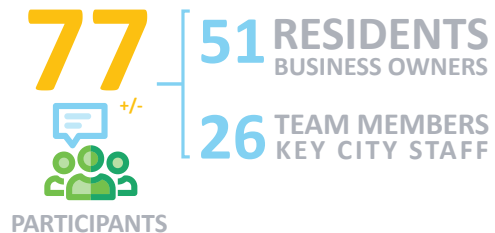
- Review LRS Implementation Phase milestones
- Review LRS implementation standards, guidelines, and other tools for redevelopment
- Review how the City will use the community's LRS implementation tools during the redevelopment Request for Proposal (RFP) process

INTRODUCTION

On October 23, 2019, the “**The Tools You Can Use**” community meeting for the LRS Implementation Phase was held from 5:30 PM to 7:30 PM at George Washington Carver Museum and Cultural Center.

The meeting was organized in an informational open house format, with a presentation and exhibit stations that guided participants through the accomplishments and redevelopment implementation tools co-developed through a rigorous 24-month community collaboration process.

Sign-in sheets recorded **51 attendees; altogether approximately 77 participants** comprised of area residents, business interest, as well as key City staff and members of the project team.



The project team presented the LRS implementation tools co-developed with the community during the two year community collaboration process.

MEET AND GREET

Doors opened at 5 PM. Attendees were welcomed to sign-in at the reception desk. LRS project team members greeted attendees at the reception area and guided participants to each of the exhibit stations positioned around the room.

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

EXHIBIT STATION TOUR

Six (6) exhibit stations were set-up around the room. Each station focused on a specific topic pertinent to the work that the project team and the community have accomplished throughout the LRS Implementation Phase (Phase 2) from November 2017 through the end of 2019.

Each station provided a series of “Big Ideas” exhibits that summarized efforts which satisfied key components of the LRS Implementation Phase. These efforts aimed to advance the community’s vision and objectives identified in the Vision and Planning Phase (Phase 1) of the LRS project.

A series of vignettes and graphic exhibits were also displayed at the stations to help communicate tangible outcomes that the team and the community could achieve in regards to noise land redevelopment and area revitalization. The topics of the six (6) exhibit stations are:

- Station 1: (How We Collaborated)
- Station 2: (Quick Hits)
- Station 3: (Spark Area Design)
- Station 4: (Cultural Corridor)
- Station 5: (Steps Towards Development); and
- Station 6: (Implementation and Stay Involved)

In addition to the exhibit boards, a set of draft hard copies of design concepts and development tools were presented at each station. The documents were open for attendees to review and to provide comments on if needed.

One-pager handouts were also provided to participants as take-home reading material. These handouts included a brief introduction to the LRS project and Implementation Phase deliverables, and descriptions of key topics such as Community Collaboration, The Cultural Corridor, and Design Guidelines.



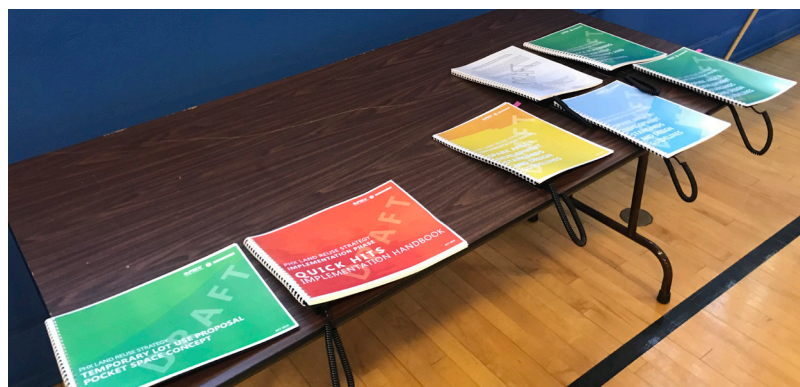
Participants mingled with other community members and City staff.



Participants enjoyed Carolina's catered Mexican cuisine while discussing.



Participants were welcomed to tour and visit each exhibit station.



Each station included a set of draft redevelopment implementation tools.

FINAL PRESENTATION AND PUBLIC COMMENT SESSION

Around 6:30 pm, Ms. Princess E. Crump, Board President of George Washington Carver Museum and Cultural Center, kicked off the final presentation to meeting attendees. She introduced the history of George Washington Carver High School and its cultural significance to the community and the City of Phoenix. She also welcomed attendees to explore the art and historical work displayed in the museum after the meeting.



Ms. Princess E. Crump welcoming attendees to the Carver Museum.

Implementation Phase Process and Work Overview

Mr. Courtney Carter, Aviation Department Project Manager for the LRS, and Ms. Katie Sprague, CRTKL Senior Vice President provided an overview of the LRS Implementation Phase; and briefly introduced the two (2) year community collaboration process and the work that was achieved by the community and project team during the LRS Implementation Phase. Mr. Carter also guided the audience to explore the physical draft deliverables displayed at each station.



Project team representatives introducing the LRS process and work.

Councilmember Comments and Q&A

City of Phoenix Council District 8 Representative, Councilmember Carlos Garcia, shared his thoughts about the results of the LRS process, the next steps that will need to be taken to ensure future redevelopment supports the community's LRS vision, and how his office intends to work with community groups to advance revitalization in the area.

Following his opening comments, Councilmember Garcia led a Q&A session where participants were encouraged to ask questions and/or share concerns related to the LRS project and future redevelopment.

Key comments and requests made during the Q&A session include:

- Property owners and residents have the right to choose to stay or relocate
- Re-establish an inclusive community for all people including existing residents and property owners while respecting the history, the culture, and the people of this area
- Establish a more concrete revitalization process to help achieve tangible results
- Seek funding support through multiple channels



Councilmember Garcia addressing attendees' questions and concerns.



Councilmember Garcia listening to attendees' questions and concerns.

- Promote the area, and welcome both insiders and outsiders to invest in the area and support revitalization
- Provide credits or assistance programs (e.g. education programs) to help community members and their families who choose to stay in the area
- Encourage community members to continue participating in area revitalization efforts through the future budget and decision-making process
- Protect participants’ personal contact information during the public engagement process

Councilmember Garcia closed the Q&A session by inviting former District 8 Councilmember, Calvin C. Goode, to speak. Using his interest in seeing more affordable housing units built, Mr. Goode provided enthusiastic comments about how future redevelopment can and should include components that address the existing community’s needs and vision for revitalization.

Overview of the City’s Development Process

During the final session - “How Can the Tools Be Used?” Mr. Nathan Wright Deputy Director for the City’s Community and Economic Development Department (CED), provided an overview of the City’s Request for Proposal (RFP) and development review processes and how CED will use the LRS implementation tools to ensure LRS-related developments support the community’s vision and goals.

MEETING CONCLUSION

Ms. Eva Olivas, Executive Director/CEO of the community-based entity Phoenix Revitalization Corporation (PRC), concluded the meeting and advocated for the LRS vision and objectives being delivered with future development through a community-driven collaboration process. Ms. Olivas also agreed to conduct a future review of the Implementation Phase deliverables with community members who were interested in exploring more.

The October Community Meeting formally adjourned at 7:30 pm. However, participants were encouraged to continue reviewing the exhibit stations and share their thoughts and comments with the project team.



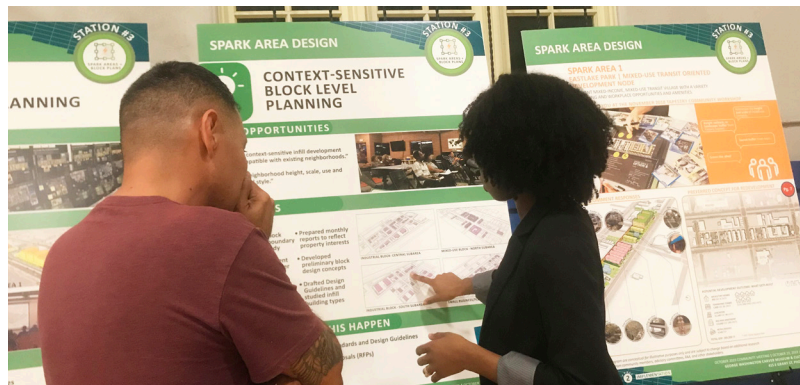
Mr. Calvin C. Goode advocating for affordable housing in the community.



City staff introducing the LRS RFP and development review process.



Ms. Olivas as a local entity representative providing a speech.



City staff explaining block planning content to an interested attendee.

APPENDIX: EXHIBIT STATION PHOTO DOCUMENTATION

STATION 1: HOW WE COLLABORATED STATION

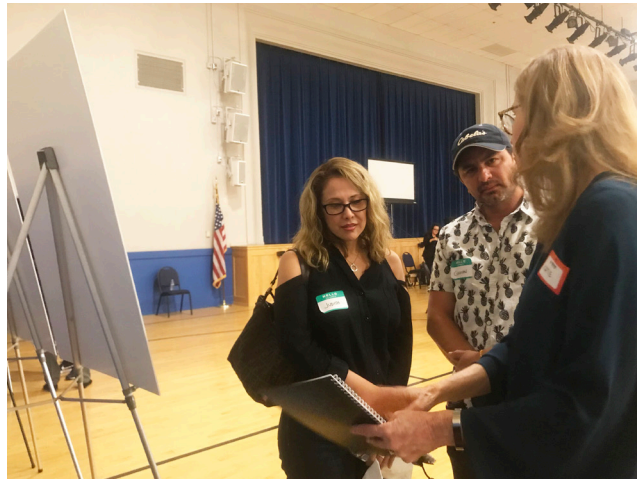
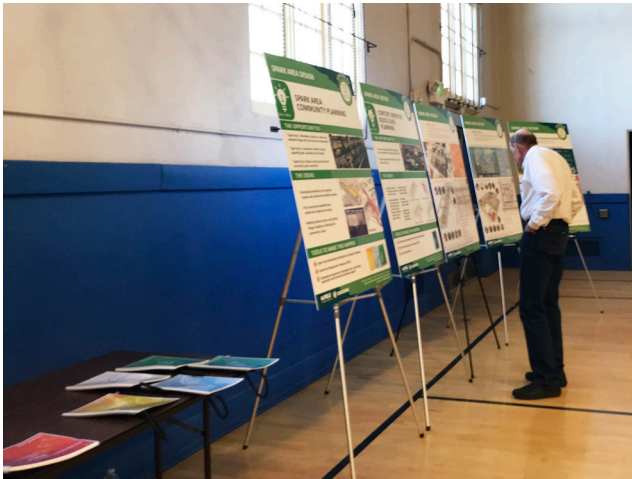


STATION 2: QUICK HITS STATION



APPENDIX: EXHIBIT STATION PHOTO DOCUMENTATION

STATION 3: SPARK AREA DESIGN



APPENDIX: EXHIBIT STATION PHOTO DOCUMENTATION

STATION 4: CULTURAL CORRIDOR



APPENDIX: EXHIBIT STATION PHOTO DOCUMENTATION

STATION 5: STEPS TOWARDS DEVELOPMENT & STATION 6: IMPLEMENTATION & STAY INVOLVED

