

PHX Land Reuse Strategy (PHX LRS)

Economic Opportunity Technical Advisory Committee Meeting

Summary of the May 16, 2018 PHX Land Reuse Strategy (LRS) Economic Opportunity Technical Advisory Committee (TAC) Meeting held at Gateway Community College, Phoenix.

Meeting Objectives & Themes: This meeting was held as the first opportunity in the Implementation Phase to engage the TAC members, to explain the role of each TAC related to the plan goals, and to develop rules of engagement during the LRS project communication cycle. The project team also provided an overview of the March 2018 Community Meeting results with the Quick Hits “Gold Stars” that were selected by the participants at that community meeting. The committee members were asked for their thoughts as to who potential partners or resources could include, where they might be located and what might be important considerations in executing the particular Quick Hit.

Technical Advisory Committee Members:

- Sheila Gauff, Nuestro Barrio Unidos Neighborhood Association
- Kevin Rille, Eastlake Neighborhood Association
- Virgil Jackie Berry, Real Estate (Aviation Lots)
- Patricia Thornham, Advance Terrazzo Co.
- Ruth Ann Marston, Phoenix Elementary School District Governing Board
- Patrick Panetta, Arizona State University, Real Estate
- Dan Klocke, Downtown Phoenix Partnership
- Jeanne Ratliff, Gateway Community College, Center for Entrepreneurial Innovation
- Kimber Lanning, Local First Arizona
- Katherine Coles, City of Phoenix, Planning & Development
- Brian Cassidy, Warehouse District Association
- Eva Olivas, PHX Revitalization Corp
- Keenan English, City of Phoenix, Aviation Department
- Courtney Carter, City of Phoenix, Aviation Department

PHX LRS Implementation Team Members:

- Kurt Nagle, PHX LRS Implementation: CRTKL Project Manager
- Jie Miao, PHX LRS Implementation: CRTKL Team
- Leslie Dornfeld, PHX LRS Implementation: Plan-et
- Christiane Quintans, PHX LRS Implementation: Plan-et
- Teresa Makinen, PHX LRS Implementation: Stakeholder Engagement
- Jordyn Davis, PHX LRS Implementation: Stakeholder Engagement

Observers:

- Carlos Avila, Nuestro Barrio Unidos Neighborhood Association

WELCOME & INTRODUCTION

Courtney Carter, City of Phoenix Aviation Department, and Project Manager for the Land Reuse Strategy (LRS) Implementation Phase, opened the meeting by welcoming the attendees and thanking them for their commitment and participation.

Teresa Makinen asked committee members to introduce themselves and then opened the meeting with an overview and objectives of today's meeting. She reviewed the agenda for the meeting and asked the members to respond to three questions related to their role on the Economic Opportunity Technical Advisory Committee, with the member responses to follow:

- Why did you say “yes” to participating? What interested you about serving on this committee?
- What do you personally want to accomplish?
- What do you believe this committee needs to accomplish for the community?

Why did you say “yes” to participating? What interested you about serving on this committee?

- Worthwhile objectives - I have skills and history
- I have a vested interest in the vision and goals of this program because I will be handling much of the development transactions
- Help shape planning and development of Phoenix area
- The geographic and historic location of the area represents an opportunity for the community and city
- The neighborhood needs to be represented and to make sure there is a balance between business and community
- To ensure education is considered. GWCC [Gateway Community College] is the only higher education partner in the immediate neighborhood.
- I own a business in this community and I'm interested in making sure the area maintains the same “flavor” it has always had
- Always interested in the planning vision of all things Phoenix
- I want to be helpful to the people who live in this area – those who have worked to build opportunity here...to be sure they aren't displaced
- Elated to see vacant parcels may be used. Current state is devastating to environs
- We work and have owned property in area over 50 years
- I'm investing in the community and want to help build an even better future community

What do you personally want to accomplish?

- Consistency/Fairness
- Justice to residents/former residents; Preservation of Hispanic history; Economic rebirth
- Place-based proposal and development that is respectful of its history, heritage, and traditions
- To see a path of development that is in tune with the vision of the neighborhood
- Help improve Phoenix
- Want to contribute to the big vision this area represents
- Realistic and actionable strategies. Funding and partners identified
- Demonstrate my commitment to the successful growth of Phoenix
- An understanding of how the community will be formed and what community members are looking for with this
- The right mix of business and community influence in the area
- Learn more about area and how to create more economic opportunity here
- Guidelines on what the community wants and needs
- Personally, I want to make sure that my company contributes to making this a great community. We/I want to be a good citizen.

What do you believe this committee needs to accomplish for the community?

- A balance between life, work, and play opportunities
- The voices of this community are heard and respected
- Making sure the community will be prepared for the future - especially the future of work and industry
- A plan and implementation process for creating jobs/economic opportunity for the community and city
- An actual plan that can be adhered to and followed through. A plan that can be accepted by the city and FAA.
- Create a community that its stakeholders are proud of
- A very big vision for this area that will allow our center city to thrive
- Advance realistic and actionable ideas which also contribute to a greater vision
- Develop a sound, thoughtful economic redevelopment plan
- We need to create a community that speaks to all of its members - combining the old and new
- Influence policy and development that reflects the will of the community and the well-being of the city as a whole

PLANNING TO IMPLEMENTATION PHASE

Courtney Carter, City of Phoenix Aviation Department and LRS Implementation Phase Project Manager, provided an overview of the Planning and Visioning Phase transition to Implementation Phase for the project. Courtney asked if there were questions or comments and the following were provided, with response included:

- What is happening with the FAA's response? Courtney replied that the FAA is used to seeing much simpler reuse plans; other airports that have gone through this planning process have not been located in an urban area or involved working in active neighborhoods. So, our process and plan include a substantial amount of information from the community and the plan explains why and where certain land uses are proposed.
- Is that because of the mix of residences and homes? Courtney, yes because typically other airports have had a clean slate to work with acres of vacant lots; however, that's not the case here.
- What happens after this? What is the scope of the group? Courtney replied, to have a voice regarding the spark sites and oversight policies that will guide future redevelopment for the vacant airport parcels.
- I'm concerned about the status of Sacred Heart. Keenan English replied that there is an upcoming City Council action to lease back the church to the Diocese for \$10/year so that it can be used by the Diocese, maybe for a bookstore or something similar.
- Does the report discuss disposal of the parcels, what is the Aviation Department's position on that? Courtney replied that with rare exception, the lots will be long-term leased.

PROJECT COMMUNICATIONS: ENGAGING THE COMMUNITY

Teresa Makinen explained the communication cycle for the implementation phase and how the technical advisory committees fit into that. She explained that the technical advisory committees will discuss the details of information that stem from the larger community meetings and this information will feed through the Implementation Oversight Committee (IOC) and back to the community for their input and comments.

She then explained that the role of this Technical Advisory Committee (TAC) is related to the Economic Opportunity goal from the Planning and Visioning Phase so the information and discussions will be focused in that area. She reviewed who is represented on this and the other TACs, and asked the members who or what group may be missing from this discussion. The following responses were provided:

- UPRR (Union Pacific Rail Road)
- ASU Real Estate (current rep is for CCVPC and Development Advisory Board)
- City of Phoenix, Economic Development Office
- Developer
- Fire or Police? It was noted they are represented on the Neighborhood Quality TAC
- Need like a separate listing of businesses in the area currently that are wanting to expand or develop in the area. It was noted that the Implementation Phase team is tracking that and Phoenix Revitalization Corp (PRC) added they have a business network for businesses in the area
- Is there coordination with the CAMP project? Courtney replied that is a master planning effort for north of the airport, should the airport ever expand, but is largely outside of the area we're discussing with our efforts
- ADA – Disabilities, although this may be better suited for a focus group

OUR RULES OF ENGAGEMENT

She then asked the members what our rules of engagement should include. In other words, How will we work together? How will we achieve consensus? And, how will we manage our discussions?

- Respectful conversation
- Focus on economic development

RESULTS OF MARCH COMMUNITY MEETING

Teresa Makinen briefly explained that the first community meeting for the project was held in late March, wherein 85 individuals joined us for an update on the project and to discuss and prioritize the Quick Hits, which we'll discuss here today.

QUICK HITS DISCUSSION

Leslie Dornfeld presented an overview of the March 2018 Community Meeting results with the Quick Hits "Gold Stars" that were selected by the participants at that community meeting as being the highest priority for implementation. There were six Gold Star Quick Hits, with the sixth being "Sell Back Lots"; however, additional information is needed prior to discussing this Quick Hit. In the interim, for each of the remaining five Gold Star Quick Hits, the committee members were asked for their thoughts as to who potential partners or resources could include, where they might be located and what might be important considerations in executing the particular Quick Hit. The following responses/comments were provided:

DIYard

- For small businesses – City storefront improvement program where they'll fund the A/E
- Phoenix Mural Project or others (i.e., Arts community, Xico)
- Community Education Program - Gateway Community College can be a partner; grant for instructor and partner with Code for maintenance
- Xeriscape
- What about the inside of houses? There are safety concerns that Neighborhood Services won't do
- What about Habitat for Humanity?

- The A.I.A. during disaster assistance has volunteers that will evaluate the structural integrity of homes, could that be done for the inside of homes or something similar related to the airport? A member responded that residents are sensitive to people coming in and then being kicked out of their homes because they are not livable.
- Corporate Partners (Diamond Backs, Home Depot, Lowe's)
- Maybe focus on defining the entry way to the area

Our Storefront

- What are the overlays for the area?
- Metro Transit (use for display)
- Eastlake Park
- Be able to see comments from others
- Make sure the same exact information is online for the public and easy to access

The Green Edge

- Need to consider maintenance? Irrigation? Budget?
- Might be good for disconnected youth as far as jobs
- Planning charettes
- Plant for what we need
- Donations from Parks & Recreation; Trees Matter; Garden Pool; Good Things Grow; Tiger Mountain; Spaces of Opportunity
- American Society of Land Architecture (ASLA)

Code Enforcement (Safety Education)

- Sound Mitigation (interior/structural)
- APS has grants for lighting/safety
- Phoenix Block Watch – grants for lighting/signage
- Need to change name of Quick Hit: "Safety Compliance" or "Support"; should include "Education" not "Enforcement"
- Identify a district or area; then negotiate with the City for an "amnesty program"
- Have an ombudsman
- Listen to the community (Who makes decisions? Who is the property owner?)
- Graffiti busters
- Neighborhood Services has a list of program – how do you get to it?
- Check VARS files for ownership and history of properties

Sign Pride

- Tour the Kofeldt Neighborhood – they recently installed signs
- Signage for Partners who are working in the area to advertise themselves and the neighborhood
- The Warehouse District did this and they held a logo competition, so only had to buy the signs and then had JobCorps students installed them

Along with the six Gold Star Quick Hits, there were also the three highest ranking Quick Hits for each of the three Plan Goals; for the **Economic Opportunity Goal, these included El Mercado, Street Eats, and Parking Share**. After a description and introduction of each by Leslie, the following comments were provided by committee members respective to any of these three Quick Hits:

Street Eats

- Need to consider the impact to brick and mortar restaurants, who actually pay for building space
- Park at El Mercado or Bazaar

Parking Share

- There is a shortage of parking in Downtown, and the empty parcels could possibly be leased as extra parking, with the money going directly into projects in this area
- No airport parking

PREPARING FOR SPARK AREAS DEVELOPMENT DISCUSSION

Kurt Nagle, CRTKL Implementation Phase Team, provided an overview of the three catalytic sites, or “spark areas”, and their locations, letting the advisory committee know that further developing the land use options from the Planning and Visioning Phase is one of the tasks for the Implementation Phase. Kurt explained that this information is still being developed but will come before the committee in a future meeting for discussion.

OPEN DISCUSSION

Teresa Makinen then went around the room to each of the members asking for their thoughts or anything they came to say but haven’t yet had an opportunity. The following were provided:

- Are we going to get a grocery store or more restaurants? Another member responded that there have been efforts, but the area just doesn’t currently support the need for a grocery store.
- For the next meeting, could get a big map of the planning area with an aerial view?
- We need to investigate options being implemented that don’t rely on the city or volunteers, so that it’s sustainable
- Some plan areas are focused on for implementation by possible establishment of a non-profit whose sole purpose is to implement the plan, like a General Improvement District or Business Improvement District. Denver funds the initial establishment and money for one or two staff to “seed” it and then the entity raises money, taxes itself, etc. This area may be uniquely situated for this since Aviation is the majority owner. The “assessments” could then pass-through to the long-term tenants. But, the implementation of plans is subject to a continuously engaged community. Volunteers burn out and government involvement is subject to election cycles. A prime example of a separate entity is the Downtown Partnership organization. This is an opportunity to pilot a place-based implementation organization.
- Community plan
- Sustainability

COMMENTS FROM THE PUBLIC

Teresa Makinen opened the floor to comments from the public and the committee heard from one observer.

ADJOURN

Courtney Carter thanked the participants for their time and active discussion, and the meeting adjourned at approximately 11:00 am.