

## PHX Land Reuse Strategy (PHX LRS)

### Neighborhood Quality Technical Advisory Committee Meeting

Summary of the May 16, 2018 PHX Land Reuse Strategy (LRS) Neighborhood Quality 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:**

- Carlos Avila, Nuestro Barrio Unidos Neighborhood Association
- Veronyka Lockhart, Eastlake Neighborhood Association
- Roberto Frietz, City of Phoenix Neighborhood Services
- Terry Benelli, LISC Phoenix
- Gabriel Jaramillo, Habitat for Humanity
- Jessica Bueno, Phoenix Revitalization Corp
- Eva Olivas, Phoenix Revitalization Corp
- Craig Sutor, Porter Barn Wood
- 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
- Christiane Quintans, PHX LRS Implementation: Plan-et
- Teresa Makinen, PHX LRS Implementation: Stakeholder Engagement
- Jordyn Davis, PHX LRS Implementation: Stakeholder Engagement

#### **Observers:**

- Sheila Gauff, 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 the 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 Neighborhood Quality 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?**

- Very concerned about the development of the Eastlake-Garfield areas and beyond
- Was extended invitation to participate
- To continue developing communities and help fulfill the needs of residents
- A voice and representation for the community, so community are heard and not forgotten as we move forward with these committees
- Understand the plan to reuse the land through the equity lens
- We want to see if there is a role for us in this community transformation project, so we can HELP!
- Business owner in the area, property owner in the area, I hope to facilitate redevelopment in the area

### **What do you personally want to accomplish?**

- I want to see the ways to save the stories and to how the community will yet again survive more change! They are awesomely smart and resilient
- Promote the full potential of the impact that Habitat can have within a community
- See the land reuse process through - Positively impact community
- To be able to tell the story with full understanding to anyone who is interested. Residents, business owners, larger community
- Consistent results with a commitment toward long term goals that benefit both communities and the city of Phoenix
- Better development of this area to benefit all stakeholders, residents, and become a better asset to the city

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

- Connect community leaders and residents to resources and organizations that can help them achieve their long-term goals (build relationships)
- A clear, achievable set of goals that address the needs of the community and then achieve them
- Accomplish goals, improve quality of life in area
- Insure equitable engagement, as a way of reclaiming and reimagining the land
- Balance the needs of the current owners with what is best for the future
- Action, immediate positive action to see items followed through with accomplishments
- Protect them! Invest in them! Listen to them! Celebrate with them!
- Better understanding of how we accomplish better communication with all involved and outstanding development

## **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 the response included:

- Were the objectives required by the grant or submitted by Aviation as part of the application 15 years ago? Courtney replied, the grant was issued after 2012 [when the 2012 FAA modernization law was enacted]. The implementation phase objectives are based on the requirements that the FAA put in the grant. Courtney explained that the City was not involved in creating the grant requirements but is responsible for meeting the requirements.
- Is this area an opportunity zone? In the recent tax reform package opportunity zones are eligible for investment with tax benefits if it's within a 30-month period. Courtney replied, yes, but that these zones are relatively new and haven't been brought up before. Courtney stated that he would like to learn more and also will have the project team look into the zones. LISC stated there is a seminar for it coming up next Tuesday and they'll send out the information.

## **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 Neighborhood Quality 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 other TACs and asked the members who or what group may be missing from this discussion. The following responses were provided:

- City of Phoenix Streets and Water Departments
- City of Phoenix Human Services
- City of Phoenix Economic Development Office
- Valley Metro related to Mobility (maybe better suited for Focus Group)
- Arizona State University
- APS - Kendra

## **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?

- Limit repeating what we say – maybe ask if there is anything unique to bring up
- Speak clearly / speak up
- No sidebar discussions
- Understand there are different opinions
- Work to consensus – but recognize there may be minority opinions
- The comments of residents, business, and property owners in the area should carry more weight in the discussions
- Show respect for one another

## **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**

Kurt Nagle 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.

Regarding Quick Hits, the following questions/comments were provided by members:

- Will having the Quick Hits change if the FAA denies the submittal? Courtney replied, no, we still have to do something with the lots. The FAA response may change what uses we can move forward with.
- What is the City's position about trading City property with vacant private property, if the private property can't have housing? Courtney replied, this is one of the options that was included in the Reuse plan. The FAA response to the plan will help Aviation determine if and how swaps can occur. The project team is researching too. But, because of where the City lots are located and the restrictions on them, we might not have many residential owners wanting to swap for an Aviation lot.
- We should prioritize the [Quick Hit] locations to focus on properties that are not being developed for a while, so we don't waste time implementing something and then have to remove it.

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.

## **DIYard**

- Who will provide funding? Need lenders for micro-financing / grants are best
- Need unrestricted money
- Marisol FCU – have small loans
- LISC – 0% loan – the business raises ½ of the money with crowdfunding
- Has to be "quick" for a quick hit
- Pitch to "Cities of Service"
- AmeriCorps
- Need data - number of homes, vacant homes, occupied homes
- Guidelines for consistency
- Internal safety/structures of homes
- Should be available for all
- Health and safety of these homes
- How does someone get a loan/who do they approach – need education and awareness
- Need to remember we're dealing with old houses, they can be falling apart inside. Have to look at safety not just external improvements like usual

## **Our Storefront**

- At Phoenix Revitalization Corp (PRC) and Eastlake Community Center
- PRC noted that they are currently remodeling but should be up by June so if people need a printer or computer, that is available for anyone in the community

## **The Green Edge**

- There is already a maintenance contract to maintain lots – could that be expanded and modify the contract? (need to prioritize locations)
- Need water
- Large nurseries with tree farms
- Maybe use different planting approaches - self-sustaining
- SRP flood irrigation - is it available?
- Specific ordinances to ease maintenance and cost burden
- Walkable Urban (WU) Code – What can be planted - City and utility companies have allowable plants and trees
- Need design guidelines

## **Code Enforcement (Safety Education)**

- Education
- Concern for homes in Industrial zoned areas
- Developing a campaign/message - get out in front of it
- Best kept yard competition

## **Sign Pride**

- Maybe just at entry points to neighborhoods (so you don't oversaturate and save cost)
- City of Phoenix Streets has sign topper program
- City has a vendor list of preferred vendors
- Maybe ask if people even want them
- Signage or monuments – a story line
- CDBG/Block Watch money
- Wants to see something bigger than signs – people are worried about their safety and welfare. People want big results.
- We need a grocery store or lights on the street – signs won't do anything. Another member replied that the area doesn't have the right formula to have grocery stores, but Fry's is trying to have a bus that will take people to the grocery store and maybe in the future deliver groceries.
- Office of Arts and Culture
- Support Sky Harbor Coalition

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 **Neighborhood Quality Goal, these included Super Side Yards, The Tool Shed, Clean and Create.** 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:

## Super Side Yards

- May be more suitable for commercial areas – may not work for residential

## The Tool Shed

- Partner with Home Depot/Lowe’s
- City could lease a vacant parcel to them for \$1
- Rent out tools

## Clean and Create

- Neighborhood Services should be listed as a partner – they have tool lending, paint, etc.

## ***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. Members provided the following questions or comments related to the information:

- When is this being presented to the community? Kurt replied that we are still working on the sites.
- Why were these spark areas chosen, what about the park? Courtney replied that the park is being expanded, we’re not getting rid of the park. And the school has an interest in possibly becoming a sports/science school.
- Should there be another thought on considering other spark sites? Kurt replied that these are the three that have been identified for our work.
- Other city departments need to be in this meeting such as Water and Streets. Teresa replied that those were identified earlier so we’re going to invite those departments to participate.
- For the micro-housing proposal, is it going to be temporary or permanent? Kurt replied, to add others is unlikely due to the noise contours. Courtney added, what was submitted to the FAA, we asked for residential to be considered in the north area.
- North isn’t different than central, why? Courtney replied, due to the proximity to the noise contours and the cultural area; they might have to relocate people.
- There’s nothing on the south side – Green Valley Park could get funding to improve the park; maybe Green Valley and Nuestro Barrio Unidos could work together, but Parks and Recreation won’t give it up, it’s something to look at.

## ***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. There were no further comments than those already provided.

## ***COMMENTS FROM THE PUBLIC***

Teresa Makinen opened the floor to comments from the public and there were none.

## ***ADJOURN***

Courtney Carter thanked the participants for their time and active discussion, and the meeting adjourned at approximately 6:00 pm.