

Southside Community Specific Plan - Public Participation Plan

Last updated: June 15, 2020

Overall Public Involvement Strategy

The Southside Neighborhood created a neighborhood plan from 2002 to 2005. However, the final draft was accepted and never adopted by the City Council. Since 2005, there has been a considerable change in physical and social circumstances in the community, including the adoption of a new Zoning Code.



The neighborhood and community were involved in the update of the neighborhood plan in the following ways:

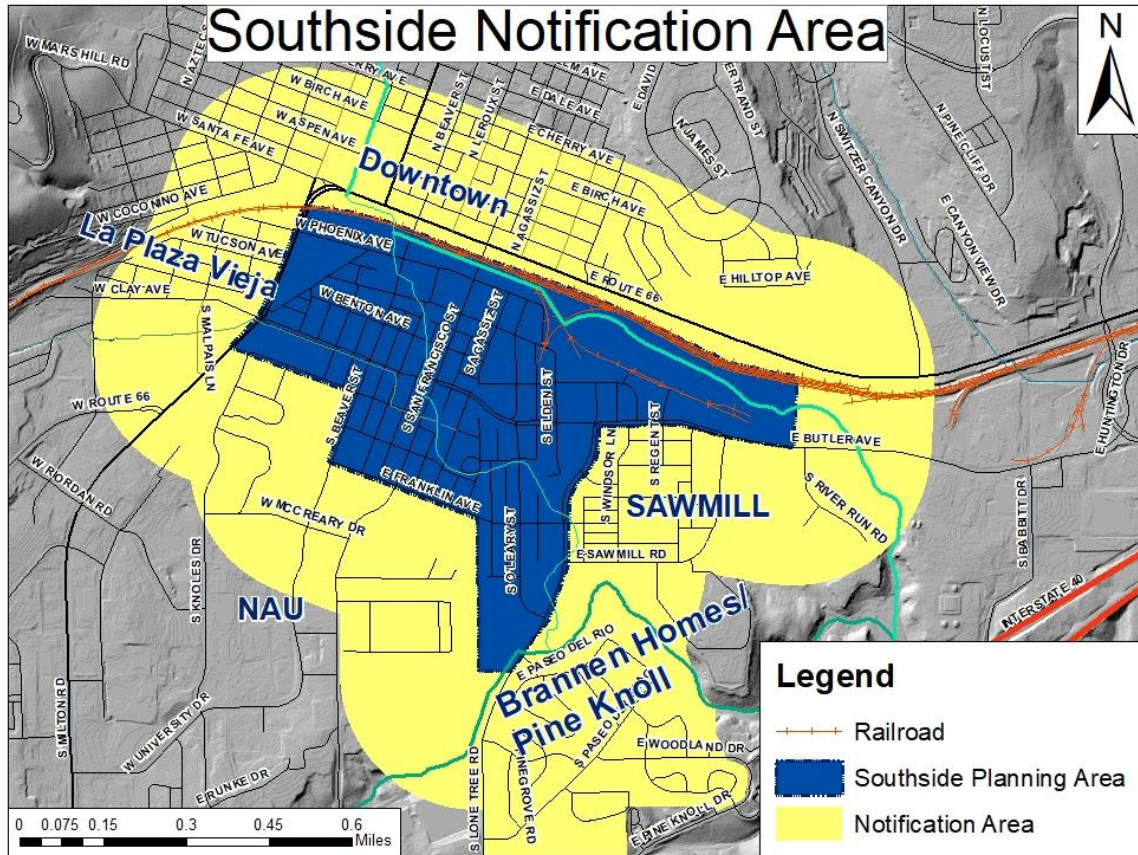
- 1) The Southside Community Association has a representative who will be involved in the core team for all phases of the project. The Association has also formed a stakeholder subcommittee to review and provide feedback on the process and deliverables to the project manager and Planning Director.
- 2) A November 2017 Visioning Meeting informed the public about the process and involved the public in identifying the needed updates to the document and gathering input to inform the concept plan, goals and policies.

- 3) From January to May 2018, the City posted an online survey about the Vision for the Southside, its assets and its issues. Staff also went into the neighborhood and canvassed as many residences as possible. Information from the process was used to better understand and define assets and issues.
- 4) From June 2018 to September 2018, the project team held workshops, walking tours, and “on-the-street” meetings. The objective was to dive into the information and issues and develop solutions that work at multiple scales for residents, businesses and property owners.
- 5) From November 2018 to March 2019, the City posted an online survey specific for businesses about assets, issues, opportunities and challenges. Staff also went into the neighborhood to canvass as many businesses as possible.
- 6) An Open House was held in March 2019. It presented rough ideas to summarize and address what we have heard so far, to gather ideas and feedback on these ideas and to map where people want to see various ideas. Information from this event was used to begin creating Goals, Policies, and Strategies.
- 7) 14 Stakeholder meetings were held between April and October 2019. These meetings went over all ideas for policies. The General Public was able to provide comments at all meetings. These meetings ultimately provided Stakeholder endorsement for the Goals, Policies, and Strategies that will go into the Draft plan.
- 8) Starting in early December 2019, a draft of the Plan was made available for 60 days. During those 60 days, City staff discussed the plan with 11 Commissions, 2 Committees, 1 Advisory Council, and City Council. Staff hosted 3 “coffee chats” at the Murdoch Center and three public meetings: a Southside Community Plan Draft Review Workshop, a Deep Dive Conversation on Parks and Public Spaces, and a Deep Dive Conversation on Future Development and Neighborhood Preservation.
- 9) In February and March 2020, the Southside Stakeholder Group reconvened and provided direction to the team on how to address the comments received during the 60-day public review.
- 10) In order to adopt the Southside Community Specific Plan as an amendment to the Regional Plan, the Planning and Zoning Commission will have two public hearings, one at City Hall and one at the Murdoch Center. The public will have the ability to address the commission about whether or not the plan should be adopted or revised. The City Council will then decide whether or not to adopt the final plan by resolution.

Outreach

Workshops and public meetings will be advertised to all property owners in and within 600 ft. of the neighborhood and residents of the Brannen-Pine Knoll Neighborhood by first class mail (See Map). Staff and the neighborhood association distributed flyers to reach residents in the neighborhood who are renting and commercial tenants. Staff also will solicit contact information through canvassing, neighborhood association meetings, and other community events. 1,914 property owners and residents received these mailing in November 2019. The number varied between 1850 and 1950 throughout the project.

Staff will post to the “Flagstaff Matters” Facebook page and the project website. Press releases will be prepared and distributed to local media outlets to advertise the neighborhood meetings, and public hearings. Documents and presentations from the neighborhood meetings will be posted on the website. Staff will maintain a website and the Facebook page to keep the public informed about the content and comments shared in these settings.



Meeting Advertising

A sign that meets the requirements of the Zoning Code for public notice will be placed at the Murdoch Center two weeks prior to Neighborhood Meetings and public hearings. Typical advertising for a meeting included:

- Advertise in diverse locations throughout the process
- Sending a postcard to the mailing list
- Make and Distribute flyers
- Post signs with meeting dates and times
- Email project notification list
- Update website
- Facebook page update

- Press Release and media outreach with newspaper and radio
- Paid ad in the Arizona Daily Sun

Fall 2017 Stakeholder interviews

Matrix Design Group assisted the City in the formation of the Southside Public Participation strategy by conducting stakeholder interviews.

November 2017 Visioning Workshop

The first Visioning and Community Mapping workshop for the Southside Neighborhood Plan was held on Thursday, November 16, 2017 at the Murdoch Center at 203 E. Brannen from 6pm to 8pm. The purposes of the workshop were to:

- Engage the public in developing a vision for the Southside neighborhood.
- Identify key assets that make Southside unique; and
- Identify issues affecting the neighborhood and opportunities that can be captured to enhance Southside.

A total of 27 citizens participated the first public workshop. Participants learned about the Southside Neighborhood Mapping and Visioning project, brainstormed issues and opportunities facing the community, and created an overall vision statement for Southside.

Spring 2018 Neighborhood Canvassing

Throughout the Spring of 2018, the project team engaged the Southside Community through:

- Online survey
- Neighborhood canvassing
- Office Hours at the Murdoch Center
- Launch updated version of project website

“Summer of Southside” Public Outreach - 2019

The Summer was spent refining issues and needs for the neighborhood and developing initial proposals on how they might be addressed. The public was included in this process in the following ways:

- Neighborhood event booths
- Final Visioning Workshop (June 23rd – Murdoch Center) and Topical and Scenario Workshops (July 24 and 26 – South Beaver School)
- Small group meetings of property owners along the Rio de Flag to discuss the future of channels and property affected by flooding.
- “On-the-street” meetings to address compatible development, Stormwater, and infrastructure issues on a small scale. Staff met “on the street” with residents and talked through the built environment concerns and solutions being considered for the context.

Fall 2018 and Winter 2019 Business Canvassing

Throughout the Fall of 2018 and Winter of 2019, the project team engaged the Southside Business Community through:

- Online survey
- Neighborhood canvassing

March 2019 Open House

An Open House for the Southside Neighborhood Plan was held on Saturday, March 30, 2019 at the Murdoch Center at 203 E. Brannen from 10am to 12pm. The purposes of the Open House were to:

- Engage the public in developing ideas to address issues and enhance assets for the Southside neighborhood.
- Summarize what we have heard so far
- To gather ideas and feedback on these ideas
- To map where people want to see various ideas
- Information from this event was used to begin creating Goals, Policies, and Strategies.

A total of 49 people participated the Open House.

April to October 2019 Stakeholder Policy Meetings

The Southside Community Associations recruited a Stakeholder Group and set up a public meeting time to go over all of the comments from the Open House and to review the draft plan materials. These meetings went over all ideas for policies that were a result of these earlier phases of public involvement. The General Public was able to provide comments at all meetings. These meetings ultimately provided Stakeholder endorsement for the Goals, Policies, and Strategies in the Draft plan.

The project team also began to update the Historic Context for the Southside in collaboration with a historic preservation professional, the Southside Community Association and NAU.

December 2019 to February 2020 Draft Plan Review

The Winter will be spent reviewing the Draft Plan. The plan will be available to view on the project website. Comments can be submitted to City staff anytime during the 60-day review. Staff will present to 11 Commissions (Transportation, Sustainability, Open Space, Parks and Recreation, Heritage Preservation, Water, Planning and Zoning, Beautification and Public Art, Diversity Awareness, Inclusion and Adaptive Living, and Tourism), 2 Advisory Committees (Pedestrian, and Bike), and City Council. Additionally, there will be 6 public meeting opportunities:

- **Southside Community Plan Draft Review Workshop** - Thursday, January 9, 2020 from 5:30pm to 7:30pm @ South Beaver School (506 S Beaver St)
- **Deep Dive Conversation: Parks and Public Spaces** - Saturday, January 11 from 10:00am to 12:00pm @ Riverside Church (419 S Verde St)
- **Deep Dive Conversation: Future Development and Neighborhood Preservation** - Thursday, January 23 from 5:30pm to 7:30pm @ Murdoch Center (203 E Brannen Ave)

- **Open Coffee Chats** - Fridays, Jan 17, 24 & 31 from 10:00am to 1:00pm @ Murdoch Center (203 E Brannen Ave)

Adoption Process

The process for considering and adopting the specific plan will follow the procedures in the City Code pertaining to Major Plan amendments. Even though the adoption of a specific plan is typically a minor amendment, following the major amendment process will allow for more extensive outreach and citizen engagement. Public notices will be issued 15 to 30 days before hearings in the Arizona Daily Sun and on a sign outside the Murdoch Center. The Tentative Hearing schedule is:

1. Planning and Zoning Hearing #1 – Wednesday, July 8, 2020
2. Planning and Zoning Hearing #2 – Wednesday, July 22, 2020
3. City Council Work Session – Tuesday, August 25, 2020
4. City Council Public Hearing – Tuesday, September 1, 2020

Appendix A: Meeting Agendas and Records of Proceedings

November 2017 Stakeholder interview questions

1. Do you live or work in the Southside Neighborhood?
2. If yes, how long have you lived or worked in the Southside Neighborhood?
3. Do you have any history you would like to share regarding the Southside Neighborhood?
4. Using the Map, can you draw your ideas for the Southside Neighborhood boundary?
5. What are three assets or opportunities in the Southside Neighborhood that could be capitalized upon?
6. What are three issues or concerns in the Southside Neighborhood that should be addressed?
7. Who are the major stakeholders, organizations and / or agencies (i.e. Community Groups, Individuals, Businesses, NAU, City) and how should they be involved?
8. What is your vision for the future of the Southside Neighborhood?
9. What do you feel would be effective methods to get the word out for community involvement in this plan?
10. Is there anything you would like to add or discuss further?

Booth Material List for 2018 Juneteenth

1. Postcards that outline summer meeting series
2. Cards that have survey information – then we will close surveys that next week before the “past, present, future”, so be clear that they don’t have much time
3. Stormwater: call for pictures of flooding – contact information to share pictures (asking more specific questions would likely work better at the stormwater specific meeting)
4. 1-page handout that describes a neighborhood plan and some general information on current initiatives
5. Raffle tickets for a raffle to be drawn at a later summer meeting, have to be present to win. We allow one entry per future meeting for each person so they can plan which meetings they want to go to.
6. ½ page handout that has a set of clues. Each side directs you to an interesting place within the neighborhood, so two locations total. Each location has a staff member hanging out to answer questions and give more background. They hand out bonus raffle tickets to each person that visits them. This activates the neighborhood overall more but still brings people back to the event to turn in the raffle tickets.
 - a. What are some location ideas?
 - b. Encourage people to ride the bike share to the sites – is there any way we could get a few bikes at each event location so people can start from there?

Southside's Past, Present and Future Workshop

When: Saturday, June 23, 2018 (9:30 AM – 12:00 PM)

Where: Murdoch Center (203 E Brannen Ave, Flagstaff, AZ 86001)

Who: All people interested in the future of the Southside neighborhood

What: A Workshop to inform the upcoming Southside Neighborhood Plan

A neighborhood plan is used to inform future public projects, discretionary development, and updates to codes and regulations. Getting involved in this planning process is your chance to influence the Southside's future.

Past and Present

9:00 AM – 9:15 AM: Coffee and snacks

Optional activity: Future headline

9:15 AM – 9:30 AM: Opening storytelling session on the history of the Southside neighborhood presented by Dr. Guthrie

9:30 AM – 10:00 AM: Panel discussion with residents/stakeholders further exploring the history of Southside through personal stories and anecdotes

10:00 AM – 10:30 AM: An interactive Shared History exercise that invites all stakeholders to fill-in a large timeline that is spread across the wall

10:30 AM – 10:45 AM: Break

Future:

10:45 AM – 11:00 PM: Neighborhood survey results presentation - what have we learned so far and where do we go from here?

11:00 AM – 11:45 PM: Focused Conversation about trends, challenges, opportunities, and collaboration in small groups

- A. What do you like about the Southside community now? How can this be strengthened?
- B. What do you miss about the community's past? How could this be re-established?
- C. What programs, systems and infrastructure are working well now? How can this be strengthened?

D. What efforts have been effective at bringing the community in the past? How could this be re-established?

11:45 PM – 12:00 PM: Key take-aways, sign ups, and next steps

Facilitators diagram

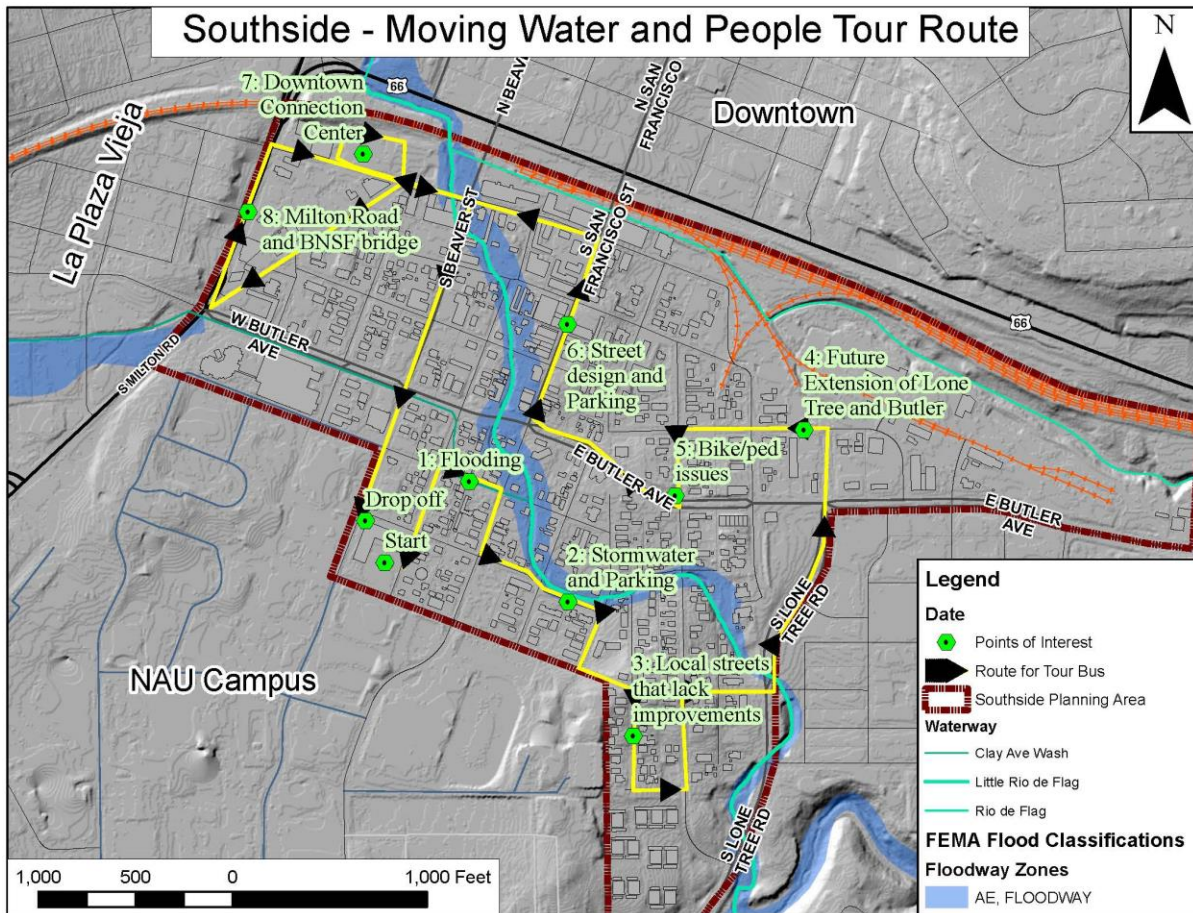
Reflecting on the Past and Present	Future Opportunities
What do you like now?	How can this be strengthened?
What do you miss?	How could this be re-established?
Reflecting on the Past and Present	Future Opportunities
What is working well now?	How can this be strengthened?
What efforts have been effective in the past?	How could this be re-established?

Moving People and Water Workshop: Creating Solutions to Address Transportation and Stormwater Issues in the Southside

Tuesday, July 24th 4:30pm to 8:30pm

Location: South Beaver School, 506 S Beaver St, Flagstaff, AZ (Parking will be free in parking lot P6 after 4:15pm)

Neighborhood Tour, 4:30pm to 6:15pm – please RSVP to (928) 213-2615 in advance for a spot on the tour.



Tour highlights:

1. S. Beaver School – Briefing and introductions (Sara Dechter)
 - a. Welcome
 - b. Introduction of staff and participants
2. Dupont/Leroux – Flooding
 - a. Jim and Chelsea discuss flooding within the Southside
 - b. Dupont residential parking - John
 - c. Narrow streets and red curbs - Jeff

3. Verde– Stormwater and Parking
 - a. Jim and Chelsea discuss the City ownership of some of the Rio floodway
 - i. Agassiz bridge
 - ii. Largest city owned parcel
 - iii. Channel maintenance
 - b. John – Parking on streets without curb and gutter – enforcements issues
 - c. CDBG project – Stephanie
 - d. Cars blocking driveway – Frank or Walter
4. S. Fontaine and O'Leary – Local streets
 - a. Bauman, Miller , Sarty - Engineering Design of roads that are narrower than our City standards
 - b. Difficulty in managing parking =reduced parking
 - c. Handicap parking trial
5. Lone Tree north of Butler – Future extension to Route 66
 - a. David Wessel – upcoming ballot question and information about the project and Lone Tree Corridor Study
6. Agassiz and Butler Ave. – Bicycle and pedestrian issues
 - a. Bauman, Miller, Sarty – Design and crash history on this stretch
 - b. Speeding on O'Leary at turn
7. North San Francisco – Street design and parking
 - a. Sara, Bauman – history of the project
 - b. Loading zones
 - c. Costs of 2-way road change
8. Downtown Connection Center – Future transit expansion possibilities
 - a. Erika? Or did this get forwarded to Alicia – Sara will cover if none
9. Milton side of the Hub- Milton Road Master Plan
 - a. Sara and David Wessel
10. BNSF bridge over Milton – Coordination with the railroad and infrastructure updates
 - a. Sara and David Wessel
11. Back to Beaver School

Workshop

6:30pm to 7:00pm Dinner and Presentation by staff

Dinner – provided by Better Express Menu catering

Presentation outline

Go over topic specific issues and assets

Describe next steps

7:00pm to 8:30pm Break out Group Discussions about:

- Street Design and Transportation

- Jeff Bauman
- Stephanie Sarty
- Gary Miller
- Felipe Zubia
- On and Off-Street Parking
 - Karl Eberhard or John Portillo
 - Tiffany Antol
 - Sara Dechter
- Future Transportation Scenarios - Lone Tree Extension to Route 66, Milton Road BNSF Bridge expansion, and expansion of the Downtown Transit Connection Center
 - Kate Morley or Alicia Becker
 - David Wessel
- Stormwater/Flooding Management and Facilities
 - Jim Janecek
 - Chelsea Silva
 - Carlton Johnson

Instructions for each group will be in the pamphlet produced by Matrix

Materials List

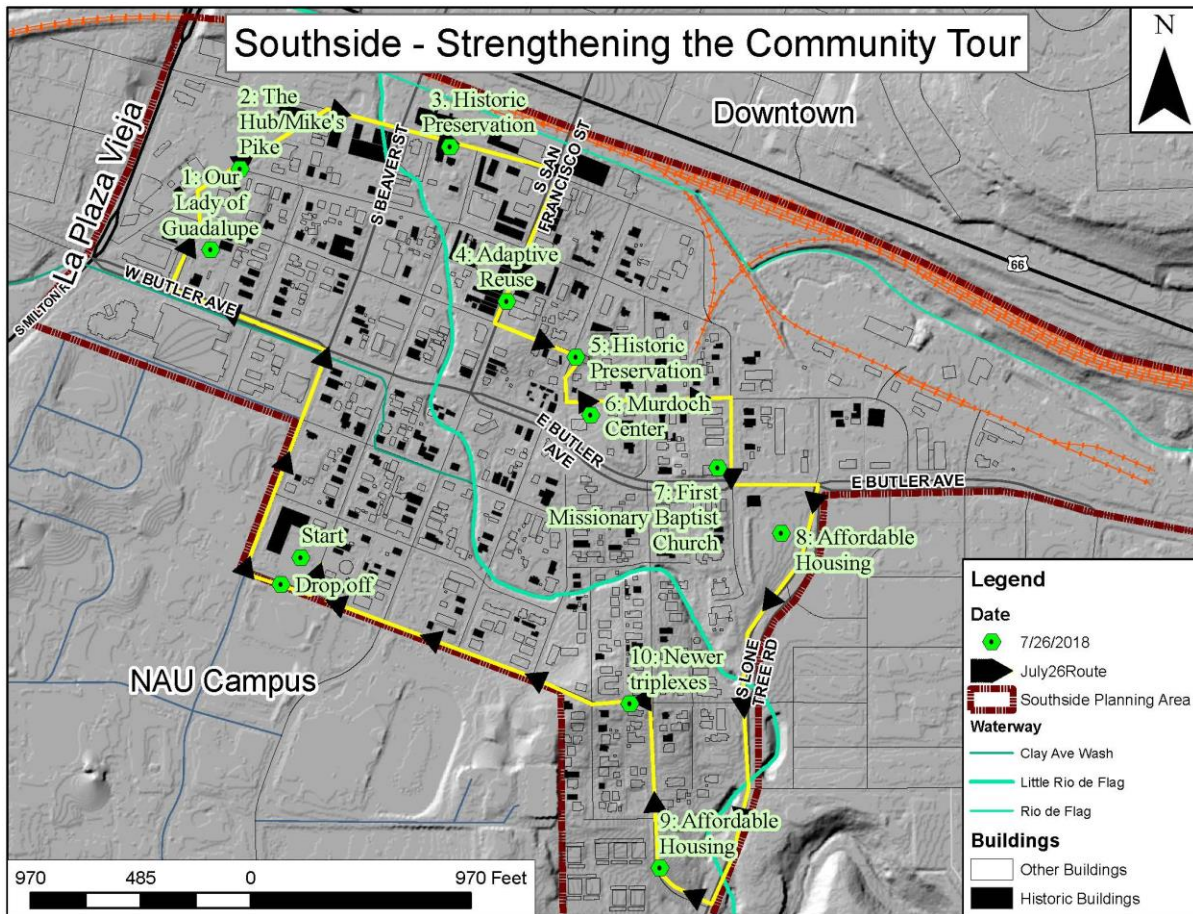
Item
Welcome banner
Sign in Sheets
Directional signs
Brochure for break out groups
Maps and dots for stormwater
Maps and yarn for parking
Maps and Yarn for transportation group
Flip charts for stormwater
Map for future transportation projects
Poster of Lone Tree design
Comment cards
Shared History Wall

Strengthening the Southside Community Workshop: Creating Solutions to Improve Community Character and Preserve the Neighborhood's Cultural History

Thursday, July 26th 4:30pm to 8:30pm

Location: South Beaver School, 506 S Beaver St, Flagstaff, AZ (Parking will be free in parking lot P6 after 4:15pm)

Neighborhood Tour, 4:30pm to 6:15pm– please RSVP to (928) 213-2615 in advance for a spot on the tour.



1. S. Beaver School – briefing and introductions
2. Our Lady of Guadalupe – Hispanic Cultural Heritage
3. Mike's Pike/the Hub – New Buildings
 - a. Tiffany

4. Phoenix Ave. - Old Route 66 – Route 66 history

5. San Francisco businesses – Adaptive Reuse
 - a. Karl

6. Agassiz and Benton – most intact Single-Family neighborhood
 - a. Sara/Karl

7. Murdoch Center and pocket park – City owned properties and African American History
 - a. Sara

8. First Missionary Baptist Church – Churches as social space for Southside and African American History
 - a. Deb

9. O'Leary City property – Affordable Housing
 - a. Jennifer Mikelson

10. Fontaine/Franklin/South San Francisco – triplexes and the Mayor
 - a. Tiffany
11. Back to Beaver School

Public Workshop

6:30pm to 7:00pm Dinner and Presentation by staff (Dinner provided by Pizza Patio)

Presentation Outline

7:00pm to 8:30pm Lego exercise

- New Buildings and Zoning
 - Tiffany Antol
 - Rebecca Sayers
 - Amy Hagin
- Neighborhood Character and Cultural Preservation
 - Karl Eberhard
 - City properties for Community Services and Affordable Housing
 - Jennifer Mikelson
 - Charity Lee
- Parks and Green Spaces

Instructions for each group will be in the pamphlet produced by Matrix

Stormwater Workshop Agenda

Saturday, August 18, 2018 10am to 1pm

Murdoch Community Center
203 E. Brannen St.
Flagstaff, AZ 86001

Meeting Goals

1. Opportunity to share values and history of flooding in the Southside
2. Providing information about floodplain regulations, processes, and projects
3. Desired outcomes for the local drainage in Rio de Flag channel within the Southside
4. Explore further collaboration around stormwater issues in the Southside

10:00 am- 10:20 am	Open House <ul style="list-style-type: none"> • Sign in and get refreshments • Mapping exercise • Share southside photos and documents of flooding
10:20 am- 10:30 am	Welcome and Introductions
10:30 am- 10:50 am	Presentation – Stormwater and the Southside In this presentation: <ul style="list-style-type: none"> • Explain some of the regulations, processes and projects that influence stormwater decisions in the Southside, • Share what we have learned about the challenges of stormwater from listening to the Southside community, and • Describe how flooding could change in the future with the improvements <p><u>Presenters:</u> <i>Jim Janecek, Stormwater Division, City of Flagstaff</i> <i>Sara Dechter, Comprehensive Planning, City of Flagstaff</i> <i>Chelsea Silva, Executive Director, Friends of the Rio de Flag</i></p>
10:50 am- 11:30am	Southside Rio Challenges and Solutions <ul style="list-style-type: none"> • What are the most important challenges related to flooding and stormwater that the Southside community will need to resolve? • What are potential solutions, from the presentation and/or from your own ideas, that seem most effective and/or appealing?
11:30am- 12:00am	Lunch and Tour Preparations
12:00- 1:00pm	Southside Tour A short walk down S. San Francisco St. to Dupont St. and Ellery St <i>The tour requires walking 4 blocks in each direction. For those who are not comfortable walking that distance, there will be a van that can transport up to 11 people.</i>

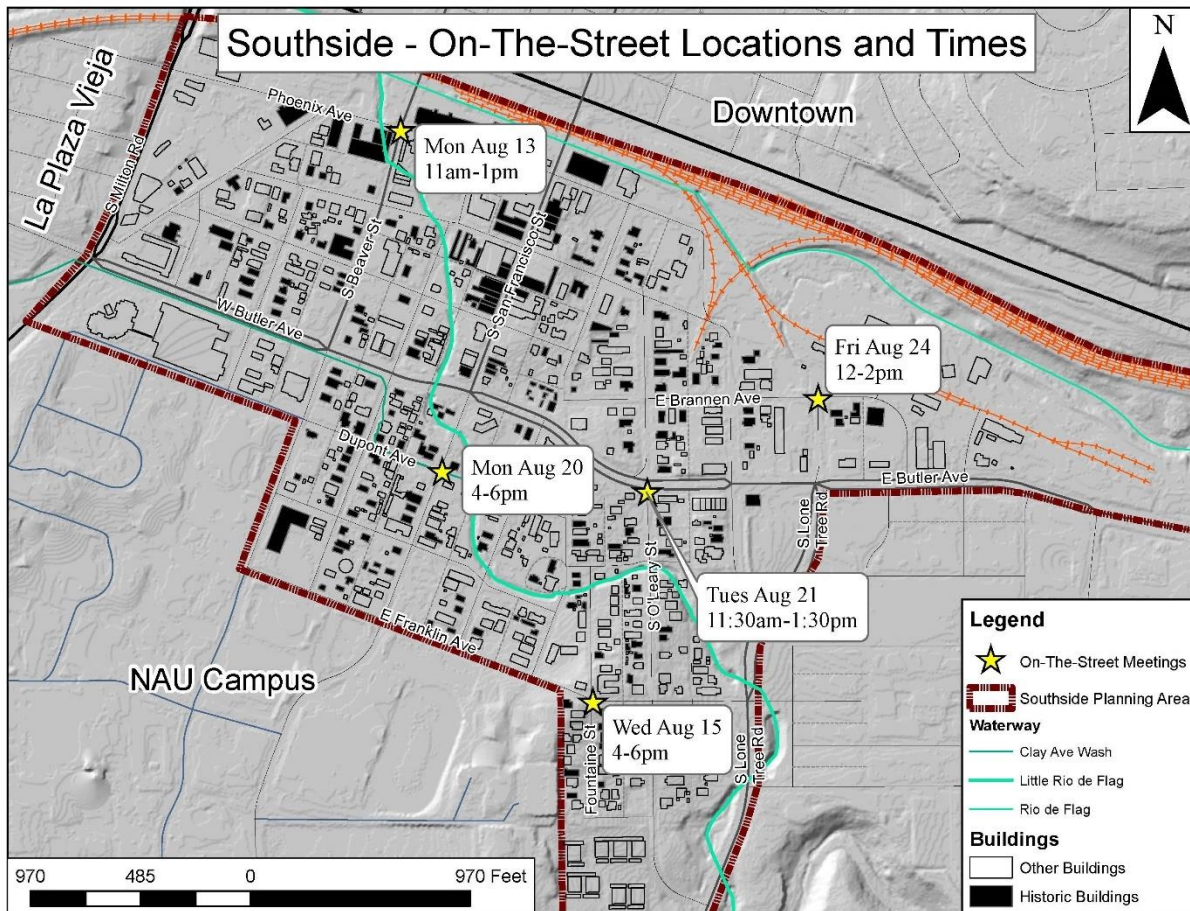
Southside Community Plan On-The-Street Meetings

August 13th, 15th, 20th, 21st, 24th (See map below for locations and times)

The Southside community planning team will host street and block level meetings in public spaces with residents, property owners and interested stakeholders to talk about issues related to these locations.

City staff will set-up a table and a pop-out canopy at the times and locations shown below. Staff will bring multiple maps, drawings, and tools to help facilitate conversations about what you want to see in these areas. Discussions can center around whatever topic you believe is most important. They will be organized around providing ideas for potential solutions through drawing and showing. Come ready to share your ideas on “what this street should look like,” “how could this crossing work better,” “where could more bike lanes exist,” “where should better public spaces/parks exist,” “how can this area feel more safe,” or whatever else you would like to design.

Southside is a community in transition and the City of Flagstaff’s Comprehensive Planning program wants to work with local organizations, residents, and stakeholders to maintain and enhance what makes the Southside a great community and place to live, work, and play. More details on these meetings, past meetings, and general project information can be found on the project website: www.flagstaff.az.gov/southsideplan, or contact Sara Dechter, Comprehensive Planning Manager, 928-213-2631 • sdechter@flagstaffaz.gov



On the Street Meetings Summary

A series of five On-The-Street meetings were held within the Southside Neighborhood over summer. There was a meeting held on Beaver and Phoenix on August 13th, 2018, as well as a meeting on Franklin and Fountain on August 20th, 2018. A street meeting was held on Dupont and San Francisco on August 20th, 2018 and another meeting was held on Butler and O'Leary on August 21st, 2018. The last meeting was held August 24th, 2018 at Brannen and Colorado. Each of these meetings were held on the streets and people passing by would stop to talk to staff about the concerns they had regarding the neighborhood. Throughout these meetings the topics of parking, traffic, safety, flooding and pedestrians and biking was discussed. The following is an overview of the comments from the On-The-Street Meetings.

Parking

Many issues regarding parking was brought up by passer byers at the meetings. Residents claimed that there is too little parking and a lack of public parking. One resident stated, "Parking on Agassiz over flow from people who don't want to pay." Parking in the winter has become an issue because cars have no place to go. There has also been an issue with things blocking parking or sidewalks such as trash cans. Bulk trash has also blocked parking on days when it is not a bulk trash pick up day. Cars have been parking in front of driveways, blocking the residents in. Many residents also voiced their concern regarding the parking issues that come from the HUB and NAU encroachment.

Traffic

Road safety also seemed to be a common issue within the neighborhood. Speeding has been a present issue on S O'Leary, Cottage, Leroux, and Agassiz. Traffic has been a consistent issue at Butler and Milton and residents also stated that it is hard to get out onto main roads when driving. Passer-byers that stopped at the street meetings also stated that snow removal has been an issue. One resident stated, "stop signs are ineffective here... Traffic calming [is] needed." The current way that the snow is being removed is being put in places where sight lines are blocked. The option of two-way streets was brought up by concerned residents stating that "One-way streets make navigating harder." Some also identified the railroad crossing as an issue.

Pedestrians and Biking

There were many issues regarding pedestrian and bike safety at these On-The-Street Meetings. Residents stated that more sidewalks and better ADA paths are needed. Residents also want better bike lanes and more of them. It was also mentioned that if more bike routes were designated and safer, they would get more use. Some mentioned that the Rio would be a great bike route. Overflowing trash and recycling cans have been an issue for foot and bike traffic. Residents also stated that there are spots within Southside that need more lighting as well as more north-south FUTS connection. Butlers S-curve ped crossing is an issue as well as the lack of curbing on Colorado Street.

Flooding

Many residents have an issue with flooding. The flooding on Dupont is an issue as well as the puddle flooding on Cottage. There has been a consistent issue with localized flooding into lots, due to lack of curbing. Overall, residents want the flooding of Southside to be resolved.

Safety

Residents that stopped by these meetings also discussed the concerns they have with the safety of the neighborhood. The Sunshine Rescue Mission was brought up multiple times. Residents stated the homeless shelter is causing more crime and property issues nearby. People have also been facing harassment and intimidation from the homeless population. Lack of lighting in the neighborhood has been an issue for the residents. The bus stop was also said to cause an issue of safety due to theft of property from bus patrons.

Southside Open House

When: Saturday, March 30, 2019 (10:00 AM – 12:00 PM)

Where: Murdoch Center (203 E Brannen Ave, Flagstaff, AZ 86001)

Who: All people interested in the future of the Southside

What: An Open House to gather feedback on ideas that will be further reviewed by the Southside stakeholder group

A community area plan is an opportunity for community collaboration and self-empowerment. The City opens this process with the commitment to use this plan to inform future public projects, discretionary development, and updates to codes and regulations.

What We Have Heard So Far

10:00 AM – 10:20 AM: Sign In, coffee, snacks, browse informational posters.

10:20 AM – 10:40 AM: Short presentation on what has happened so far, where we are in the process, and what we have heard from the neighborhood so far. The next phase of the meeting will be your chance to tell us what we may have missed.

10:45 AM – 12:00 PM Open House format begins

- Each participant will have the opportunity to draw and write as many ideas as they want at any station.
- They will also get a few dots to show their level of support for other people's ideas.
 - **Green dots:** really like this idea
 - **Yellow dots:** like this idea
 - **Red dots:** don't like this idea

Share Ideas and Feedback on Informative Posters

Wander the room to provide feedback and new ideas. There are a variety of informational posters organized by topic. Please review the topic, provide feedback on what we have heard so far, and provide your own new ideas that will enhance the neighborhood's strengths and address its weaknesses. Ideas presented at this Open House will become a major component of Southside's future goals and policies! Go to as many posters as you are interested in.

Mapping Station

When you have finished commenting on the posters, head to the large map(s) and draw or write ideas.

Southside Stakeholder Group

The Southside Stakeholder group is composed of community members invited by the Southside Community Association Board. Members committed to reviewing the draft material and making recommendations to the project team over 14 meetings. The committee members were:

- Elson Miles, Commercial and Residential Property Owner
- David Rodriguez, Residential Property Owner and Business Owner
- Deborah Ann Harris, Southside Community Association
- David Hayward, Chair of the Heritage Preservation Commission and Commercial Property Owner
- Khara House, Multifamily Property Manager
- Marie Jones, Residential Property Owner
- Rick Lopez, Realtor
- Shirley Sims, Community organizer and Commercial Property Owner
- Valeria Chase and Steve Verdal, NAU representatives

All notes and minutes from the stakeholder group have been posted on the project website at www.flagstaff.az.gov/southsideplan under the Public Participation tab.

Workshop Agenda

Draft Southside Community Plan

Date: *January 9, 2019*

Time: *5:30 p.m. – 7:30 p.m.*

Location: *South Beaver School*

*Program in Intensive English — NAU
506 S Beaver St, Flagstaff, AZ 86011*

Meeting objectives:

- Familiarize the community with the themes and process of the draft Southside Plan
- Get feedback on draft goals, policies and strategies
- Gain an understanding of how to prioritize strategies given limited resources
- ***Surface any fatal flaws in the draft Plan***

5:30pm – Welcome, Introductions and Presentation

5:50pm – Question and Answer

6:00pm - Break out activities

- Posters on the wall: Read carefully, write your comments, and place your “passion” and “absolute not” dot.
- Revolving Conversation Circle: Talk about how the past can inform the present and the future, what is missing, what the plan may be able to accomplish with modifications, and your hopes for the future.
- Comment writing tables

7:30pm - Adjourn

What do I do with my dots?

Each person will be given one “passion” dot symbolizing something so important you would be willing to personally contribute time, knowledge or resources to implementing it. If you use their passion dot, you should put their name next to it.

You will also be given one “absolutely not” dot for something they would vigorously oppose. You don’t have to use either dot. You can write comments on the posters and comment cards.

What do I do in the Conversation Circle?

Revolving conversations are self-facilitated discussion groups to discuss gaps or perceptions about the plan and its content. There will be a scribe/observer from the staff to take notes, but the discussion will be facilitated by the participants using the following guidelines:

- The four to five occupants of the inner circle sit facing each other.
- Only occupants of the inner circle may speak.
- The rules of respectful conversation govern how the discussion is conducted.
- Occupants of the outer circle should listen intently and may take notes.
- An occupant of the outer circle may “tap in” to join the conversation. The person “tapped” then sits in the empty chair in the outer circle.
- Members of the inner circle may remain part of the discussion until “tapped”.
- If the discussion strays, the scribe/observer may refocus the group back to the question.

Southside Deep Dive Conversation:

Parks and Public Spaces – Agenda

When: Saturday, January 11, 2020 (10:00 a.m. – 12:00 p.m.)

Where: Riverside Church (419 S Verde St, Flagstaff, AZ 86001)

Who: All people interested in public spaces and public projects in the Southside

What: An interactive meeting to gather feedback on ideas for public spaces in the Southside

Concepts So Far

10:00 a.m. – 10:10 a.m.: Sign In, coffee, snacks.

10:10 a.m. – 10:30 a.m.: Short presentation on some of the ideas so far, why these were chosen, possibilities for other public space amenities.

Site Visits (dress warmly and comfortably)

10:30 a.m. – 10:45 a.m.: Walk immediately outside to discuss Ellery Street Green Space

10:45 a.m. – 11:15 a.m.: Walk three blocks to Ashurst/O'Leary to discuss FUTS Connection to Lone Tree/Franklin. What are this idea's positives and negatives?

If weather is not cooperative or if some of the participants are unable to walk or drive off site, we will stay in the church and carry out the discussion using photos and other materials.

Return and Prioritize

11:15 a.m. – 12:00 p.m.: Walk back to Riverside Church. Discuss opportunities and priorities for those and other public spaces. Dot vote on priorities:

- 2 green dots for top priority public projects
- yellow dots for second priority public projects
- blue dots for neutral projects (okay with the idea but not eager to spend money on it)
- red dots for projects you don't support

Southside Deep Dive Conversation:

Future Development and Preservation – Agenda

When: Thursday, January 23, 2020 (5:30 p.m. – 7:30 p.m.)

Where: Murdoch Center

Who: All people interested in the Southside Community Plan’s Heritage Preservation, Growth and Change, and Business and Live/Work goals, policies and strategies

What: An interactive meeting to gather feedback on ideas about what preservation and redevelopment projects should look like and accomplish in the Southside

Concepts So Far

5:30 p.m. – 5:40 p.m.: Sign In, snacks.

5:40 p.m. – 6:00 p.m.: Welcome and Presentation

The presentation will cover some of the ideas so far, why these were chosen, possibilities for other changes to the management of preservation and future growth. (Sara Dechter and Dan Symer)

- Existing Zoning and Regional Plan direction
- Current Development Pressure and Results
- What the Plan proposes and Why
- What’s the difference between the concept plan and the policies – focus on implementation

6:00 p.m. to 6:10 p.m. Question and Answer

Small Group discussion

6:10pm to 7:10 p.m. Larger group will break into 2 to 4 small groups to discuss each of the sub areas: (1) Live/Make Center, (2) Southside Main Street, (3) Live/Work Neighborhood and (4) Neighborhood Core. There will be a facilitator for each group.

Recording

S-What do you like about the subarea?

W – What could be strengthened?

O – What could be enhanced

C- What could derail the outcome of vision?

Follow-up questions

- What is one thing that could be added or changed that would make you want to live in area with this quality? (Go around the table and Ask each person individually)
- Is there one or two of the points made during this discussion that we should emphasize?

Report out

7:10 p.m. to 7:25 p.m. Each group reports out the most important insights from their subarea's discussions

7:25pm Closing and Next Steps

Appendix B: Consideration of Public Comments from the 60-day public review

The Southside planning project carried out extensive public participation during the 60-day public review of the Draft Southside Community Specific Plan. All public comment was submitted were evaluated considered. New public concerns raised during the 60-day review were addressed in a response to comments spreadsheet that can be found on the project website and additional efforts were undertaken for the collection of comments and extended outreach by staff to provide additional information.

This summary of public comments from the 60-day review period attempts to take individual comments and place them within specific areas of like agreement, concerns and desires. Repeated public comments are addressed and discussed noting how comments were considered and how that consideration was reflected in changes and additions to the Southside plan. Some public comments were beyond the scope of the plan but were noted where possible with general sentiment incorporated. Some public comment could be accomplished because of legal and financial limitations. Even with this inability to accomplish some of these public desires this lack of known facts was a consideration that additional outreach in education of issues is needed. This does not mean that these barriers of existing laws and ordinances can't be changed.

Overall planning outreach efforts were formulated to ensure that those most affected by the proposed goals and concepts were heard. Staff formulated effective engagement for those "hard to reach" and expanded information such as providing visual support graphics to explain concepts, which allowed for additional clarification and meaningful public participation. Staff's written and visual communication of concepts were presented as neither positive or negative and were open to public comment. Staff did ensure that participants knew their input did influence the direction of plan concepts and modifications were made. The Southside plan sought input from participants via the City website, public notices, coffee chats, night meetings, written comments and was adjusted based on feedback about how individuals wished to participate. Public comment and the approach to outreach continued throughout the planning process and the 60-day comment period. The outcome of the public's contributions to the plan directly influenced what was included in the Southside Community Specific Plan.

Over 400 public comments were received during the 60 -day public review. In the sections that follow, the topics within that plan that resulted in the most significant changes to the document are discussed. To understand how individual comments were addressed, please reference the "Response to Comments" spreadsheet on the Public Participation tab of the Southside Plan website at www.flagstaff.az.gov/southsideplan

O'Leary Street FUTS

A good example of staff outreach in seeking additional input was regarding a proposed segment of the Flagstaff Urban Trails (FUTS). Concerns from neighbors that were adjacent to the proposed O'Leary FUTS and specifically from concerned neighbors on Fuller Way. Residents on Fuller Way had legitimate concerns regarding the concept of a proposed FUTS. The concerned neighbors pointed out the overgrowth of brush and open land associated with the Rio drainage is an attractor to undesirable behavior of vagrancy supported by readily available liquor at the O'Leary Street Market. Poor behavior, trash and trespass is an ongoing problem and the proposed FUTS would potentially expand the problems. These issues were fully noted from citizen contact as well as elected official's concerns. Citizen frustration was noted that problems were persisting and were compounded with a feeling that City priorities needed to focus on their concerns vs. other actions. Staff efforts to fully explain the proposed FUTS with Fuller Way neighbors and other surrounding neighbors began to clarify the proposed path. Support of the concept of a properly designed FUTS had the potential to alleviate problematic issues. With additional staff outreach, there was a majority of support for the FUTS, but negative comments were still received and considered. Fuller Way residents still have concerns based on skepticism of past problems not being addressed and uncertainty about the project outcome. It is important to note that this neighborhood area's support for the FUTS will only be achieved with City follow through. A properly design FUTS must include a clearly identified and well used paved path with post lighting. The FUTS construction must clear brush and hiding spaces. Neighbors property must be protected from trespass with fencing and built up grading to meet neighborhood expectations. Amenities such as benches and improved park spaces will not be included leaving a cleared naturalized area. Not including amenities that promote loitering was a direct response to neighborhood concerns. A well-used path that promotes pass-through activity meets community goals and alleviates problematic behaviors.

Parks

Green spaces that are publicly accessible and safe was provided many times as a public comment of emphasized importance. Public participation comments supporting green-space were stated throughout the plans development and supported in the 60-day comment period. Noted in comments was the continued loss of public green-space and the inequity of the lack public space compared to other neighborhoods in Flagstaff. The Southside plan looked at opportunities where small pocket parks and enhancements could take place. These opportunities were limited but are included in the plan. These pockets and linear strips are noted and linked primarily to transportation infrastructure improvements. They are noted so they will be considered for inclusion with public infrastructure projects. Currently there is no funding allocated for Southside parks and a general lack of support for pocket parks. Funding and support for pocket parks is generally discouraged with maintenance costs being more per square foot of park area. The Southside plan states the importance of green spaces within the urban landscape and guides park improvements in the area as a priority.

The most promising opportunity called out by the public for a sizable public park space is the co-development of the Lone Tree Overpass. It was realized that there is the potential that acquired land necessary for the overpass can also be developed as public space with recreational opportunities. Examples included in the plan show hardscape as well as possibilities for integrated landscaping and

green open space. The concepts developed through public participation show an urban style public gathering space with recreation and social opportunities for all ages coexisting with a major transportation improvement. Some public comment voiced considerable expectations regarding community opportunities with the Lone Tree Overpass's construction. The most visionary was developing an actual occupiable building under and integral with the overpass's construction. Proposed space would house everything from youth programs to a kitchen. Though there may be opportunities in sheltering recreation and incorporating certain aspects these costs have not been considered when setting a budget for this locally funded project. All efforts will be taken to incorporate public space amenities with the overpass's construction. These improvements have been fully acknowledged and incorporated into the Southside plan with conceptual graphics and photos of community examples of recreation, public art and urban park depictions. With follow through of the adopted plan the incorporation of certain aspects of an urban park with picnic/BBQ, shade, seating, landscaped park space, public spaces for all ages, public art and acknowledgements that interpret the ethnic and cultural history of the area have the potential to be achieved. If possibilities are planned for early in the overpass's preliminary design phases along with creative use of available funding positive outcomes are possible.

The potential for park possibilities with the Lone Tree Overpass is still many years away as these massive road/bridge projects take years to design, evaluate and construct. Noted from comments is a desire to produce smaller green-space enhancement in an expedited manner such as proposed at the triangular land adjacent to Mike's Pike. Also called out in the plan and supported as public preference is retention and enhancement of the Rio de Flag after rerouting flood control is complete so that the drainage continues to support plant life. The reestablishment of the original route of the Rio does not eliminate the current drainage running through the Southside. The drainage will remain to collect neighborhood runoff. Green spaces development for the Rio de Flag shows up in many comments and crosses over to other concerns for bike and pedestrian routes paralleling the drainage. There was a consensus in comments that landscaping was a positive in enhancing pedestrian and bike route making these connections safer and more enjoyable. Landscaping of public ways is an integral component of "complete streets" a planning concept that accommodates all users of a street from cars, bicycles, pedestrians and accommodation of all users including those with disabilities and social diversities. Negative comments were also received regarding parks and green-spaces that were attractive nuisances to vagrancy and crime and that law enforcement and public works crews could not keep up with the problems. A prime example of the competing desires was the installation benches as desirable for social needs and interactions of elderly and a negative in attracting vagrancy. The comment that best describes resolving this contradiction is "Parks with a Purpose". Establishing a park space so as just to provide green-space is not the goal. Establishing parks that are part of routes or as a destination is. Parks with purpose have public art, interpret the area's history and are well designed, as such they are embraced and protected by the public. These designed park and green-spaces can also be described as "Complete Parks" accommodating public needs including principles of "crime prevention through environmental design" a nationally recognized concept.

Public participation noted dogs in various ways. Some were proponents of additional dog parks while others rejected constructing them. Flagstaff is known as a dog friendly town and many of its residents have a dog or several dogs as pets. The development of dog parks is difficult to resolve and is not specific to goals and policies in the plan. It is noted though that the continued development of signage and stations dispensing dog-waste-bags is important for the health, wellbeing and enjoyment of the community by both the dog and its human and those that do not have a dog.

Transportation

There is neighborhood acknowledgement of issues with pedestrian safety, vehicular congestion and movement, parking and continued growth of population impacting the Southside community that presents challenges. These concerns showed up throughout the planning process and the 60-day comment period. Most of the comments from the 60-day review noted support of the plan concepts but still stating that they were problems to be solved and implemented. Public infrastructure improvements presented itself often throughout participation comments. There is a desire to address these issues with creative and innovative solutions. There is public support of presented concepts in the plan while calling for strong efforts of city staff and elected official in accommodating growth in a sustainable manner while preserving quality of life issues.

The ability to safely cross Butler Ave in the vicinity of O'Leary Street has been a common public comment that has been acknowledged by staff and is represented in the plan conceptually. High speeds of vehicles and distances between signalized crossing motivate unsafe crossing at a curved and blind section of Butler Ave. The wide roadway presents itself as a significant barrier and clearly separates the historic Southside neighborhood district by splitting it into 2 distinct areas. The need for a safe crossing has been clearly identified in the plan with 2 concepts, how this crossing is accomplished will require additional engineered traffic design and study.

Noted for the Southside are problems with the area's infrastructure. Streets and sidewalks are incomplete and do not incorporate curbing that prevents runoff control of stormwater onto property and property access. Snow removal and snow-melt problems compound street and sidewalk issues. Driveways are not demarked well and are blocked by resident students and visitors going to commercial areas often leaving vehicles overnight. Deficiencies and required improvements have been noted in the plan. The need for safe pedestrian crossings, FUTS connections, lighting and benches for resting and social interactions, these were mentioned as positive needed improvements. Though improvements are needed there was noted a lack of understanding in past projects were property owners were assessed for improvements and had resulted in economic hardships to low-income residents and sped up gentrification. The greatest obstacle to infrastructure improvements is funding. Typical methods for funding have been improvement districts that access the adjacent property owners. The applicability of current funding requirements is noted and will need to be balanced with meeting goals of community preservation. It is also recognized that appropriate rehabilitation development has a part to play in addressing critical infrastructure needs. Alternative funding as well as conventional assessments and new construction projects in combination may lend itself to improved public infrastructure implementation.

Parking

Parking was mentioned on many levels of public commentary. Parking issues were sometimes specific on a personal level impacting a resident from the ability to park their own vehicle near their home or their driveway was blocked. Other comments trended toward solutions proposing parking lots and parking structures. Parking structures were mentioned many times in comment but who to assign their construction cost to varied. Parking structures were to be built by the city, or developer and in many cases by NAU; but costs were never assigned to local residents or the business community. Parking structures are known in many communities as an introduced negative, as imposing unsightly blocks with problems of safety. The Southside plan reflects quality parking facilities that are cost effective that are integrated with other projects and not standalone. Enforcement was always noted as a needed improvement for neighbors while enforcement of parking for business patrons was considered as a negative to business growth and prosperity. Parking comments were received and considered, though comprehensive solutions to multiple issues are not readily apparent and funding is one of the greatest obstacles along with available land. Various elements of the Southside plan work toward solutions in easing parking issues noting potential location for parking lots and parking structures.

Rio de Flag

There is a considerable connection of the residents of the Southside with the Rio de Flag noted throughout the planning process and the 60-day review. This diverted drainage through the Southside is integral as green space and a primary concern of flooding impacting many aspects of property preservation and investment. The Rio supports trees, shrubs and grasses as well as the visual blight of trash and debris. Public comment often focused on lack of maintenance and that the Rio was no longer dredged in the recent past to keep it flowing. There was and continues to be a lack of understanding regarding the Army Corps of Engineering permitting requirements associated with “Waters of the United States” in that past actions can’t simply be taken without permits and extensive analysis. The routing of the Rio back to its original course, with substantial funding now allocated will have significant impacts and effects upon the Southside neighborhood both positive and negative. The rerouting of the Rio de Flag will remove many properties from the floodplain. Properties removed from flood insurance requirements may increase in value substantially as developable sites. This could result in more demolitions of historic property as a negative but could also spur reinvestment in historic properties that were limited by floodplain restrictions. There is an identified need to continue with public education about the Southside segment of the Rio and the rerouting project. The impacts and results of areas of the Southside being taken out of the floodplain are not been fully understood. The flood plain has limited reinvestment improvements to properties but has also maintained the single-family home character of much of the Southside historic district. Public participation clearly points to retention of historic properties and maintenance of a residential scale and a desire to slow gentrification.

Southside Community Association and the Friends of the Rio for the first two phases of the project had lasting influence in public comment. Friends of the Rio involvement insured incorporating public comment into a Rio de Flag Watershed Plan. Even after rerouting Rio de Flag back to its original channel the current route remains as both an opportunity and a problem. The neighborhood will still have

challenges in localized flooding and routing of runoff from roads and property. Public comment called out opportunity in keeping the Rio as a green public amenity. Public routes for bike/ped were noted as improvement opportunities while stressing maintenance. Pedestrian bridge improvements and routes crossing the Rio are called out and are reflected in the plan but not fully evaluated. The plan is not able to predict what will happen when most runoff is diverted, and water recharge is not provided to the existing plant life. Future city planning efforts will have to investigate how this drainage will be treated and changes designed for.

Community Character

Neighborhood character was often mentioned, stating factors such a quiet, quaint, historic, family oriented with an emphasis on long-time residents. Stressed in comments was the preservation of the neighborhood's qualities with a touch of nostalgia. Noted by public participants in the plan were impending impacts from NAU, older families selling out and gentrification and new larger developments. Though not overly stressed in the plan some public input gave little hope in preserving neighborhood quality south of Butler Ave. when looking at ongoing trends in redevelopment. Those same people though did stress that a concerted effort should be made to preserve the neighborhood qualities north of Butler Ave. Historic and Cultural Heritage preservation is certainly a component of retaining a neighborhood's qualities. Most of the Southside study area is a historic district listed in the National Register of Historic Places called out specifically for its importance to ethnic diversity with its representative architecture. National Register listing is primarily an honor roll with limitations required only when federal money is involved. Within the Southside there was resistance to imposing strong historic preservation restrictions, though there was also strong support in preserving the character of place. There are properties that have requested local designation and have signed onto restrictions. Target areas have also been identified for additional historic preservation efforts. Historic and Heritage preservation programs have an important part to play in the vitality and quality of life within the Southside.

Business Environment

Businesses line major traffic corridors in the Southside and are the concentration of entrepreneurial endeavors. Often mentioned is San Francisco Avenue and Beaver Streets and Phoenix Ave while Mikes Pike Street and other cross streets are also concentrations of commerce. Involvement and comments from the business community was focused, but acknowledgement from the Southside residents and the Flagstaff community at large was extensive and positive. The quality of life issues prevalent in the residential neighborhoods was extended to the business districts. Noted was the fact that the Southside was distinctive from the other areas of the downtown north of the tracks. Positive aspects were the vitality of the area as being a place of entertainment with a focus on a variety of restaurants, breweries and small shops and services. Noted was the relaxed human scale of the street life that attracted Flagstaff residents. Responding comments felt that retention of this more laid-back vibe was not only important but essential. Infrastructure was noted in comments for improvements. Providing parking and public gathering space and flood control was common to other areas of the Southside. Improving sidewalks included an understanding of street furnishing and their importance that included lighting,

trash receptacles, benches, flowers and other enhancement aspects. Returning to 2-way streets was mentioned, intended to slow traffic and not bypass business to the benefit of businesses. Traffic routing issues are very complex, involve staff, agencies and community wide efforts. Though 2-way traffic is a potential benefit it can also have other implications.

A closer review of Southside Business Owner/Manager Survey further explains and supports previous conclusions. The respondent to the survey were generally spread out on the major streets of Beaver, San Francisco and Phoenix Streets and a smaller percentage on Mikes Pike with others scattered throughout the Business District. 85% of the business respondents are located north of Butler Ave. Business caters to and targets Flagstaff residents and Flagstaff responds positively in using the businesses of the Southside. Business also targets both University Students and Tourists equally and to a lesser degree resident of the Southside.

Interpreting responses to survey questions specifically is difficult but answers do expose patterns that can be realized in the following discussion. One of the most interesting responses is “being close to the CBD” of the “Downtown”. What is interesting is the many respondents do not consider themselves as part of CBD. Though planners consider Southside business as a component of the CBD the desire to be included and perceived as such is evident. This desire does contradict responses that think that distinctive aspects that differ from the north side of the tracks is a business advantage. To resolve this apparent contradiction, it appears to be that Southside business wishes to have an equal share of business that feeds off Route 66 and filters into the northern business. This tends to point toward unified promotion while maintain a unique identity.

As previously noted, business sees their proximity to the northern CBD as a positive. Also noted is traffic going to and from the Sawmill/Aspen Place shopping area which has visitation to the western Southside business as a positive. It is recognized that NAU is a positive for businesses. Busy sidewalks, unique neighborhood qualities, growing customer base and overall vibrancy of the area benefits business. A variety of architecture, historic buildings, cultural history are recognized but not directly identified as being a component of the vitality and desirability of the area for business.

When surveyed for why their business located in the Southside there was identified that the area had low operating costs, the building fit their needs and the areas growth displayed significant potential. Often the comment was “it just worked out this way”. Pedestrian and bike accessibility were a positive while infrastructure improvements for both were requested. Called out as a need was additional public gathering space and the greening of the area. The “green” aspect was unclear from comments if this was trees, landscaped areas or flower installations. Art was always commented on as desirable.

Challenges for business in the Southside included lack of parking, a common issue throughout Flagstaff. Vandalism and vagrancy are called out as a problem with a focus on the Mission within the district. The narrow one-way streets present problems with traffic speed and pedestrian safety along with delivery and trash pickup and street closure disruption for new construction. Improved maintenance of streets was a priority that links to “complete streets” for vehicles, transit, bike and pedestrians. Flooding of

streets in some areas while flooding of buildings was rarely noted. Increasing costs for housing and building leases present challenges for startup business and existing ones.

The aforementioned are important and elevate the importance of City staff communication with the business community. Informing business of requirements, incentives and ongoing projects and plans is needed to assist Southside business. The qualities of small business entrepreneurship that make the Southside business district desirable also limit owners of business for time to participate. Staff will have to continue efforts to assist and communicate with Southside business.

The Business Survey points toward “Branding” of the Southside business as an identified opportunity. Celebrating the area as a desirable entertainment district with friendly vibrant atmosphere initiates the “Brand”. Business asks for establishing the Southside business street with their own identity but include its existence with the larger central business district in its promotion.

Promotion and establishing organizations are mentioned as it relates to businesses as well as neighborhoods. A need for associations is called out to address community concerns. It is essential that any association established is efficient in membership time and has been organized using tried and true practices. Associations should not be complaint forums but follow principles that work toward the accomplishment of mutual goals. Association can be beneficial in meeting community goals. City staff can best accomplish community needs when issues have been worked out within associations and clear goals and policies are communicated to city staff and elected officials. Promotion of an area is best handled by the inhabitants of the area with assistance from the city through programs and incentives provided.

The Murdoch Community Center

The importance of the Murdoch Center to the Southside community cannot be downplayed. Preservation and enhancement of this facility owned by the city shall not be overlooked. Aspects of the Southside Plan point to meeting this goal of retention of the Murdoch as the center of community life for the Southside. The Southside plan has included both conceptual improvements to the Murdoch’s outside public spaces as well as concepts of simple add-on square footage that would vastly improve and update utilization of the facility. The Murdoch is a significant focus of the Southside’s identity and supported with public comment.

Cultural History and Diversity

Mentioned throughout various public meeting and within the 60-day comment period is the inclusion of the cultural history of the Southside community. The expression of this history is often recommended in the form of public art. The current example is the Murdoch Center mural commemorating prominent members of the black community and their accomplishments. The Murdoch Center mural is called out to be preserved and maintained. The Latino community has noted the importance of artistic expression that represents their contributions to the community. There were positive public responses to the mural example in San Diego CA included in the draft plan. This public art graphically related to Latino imagery,

colors and subjects. Noted in both cases is a desire to continue with this artistic interpretation for any art installations and that it should relate to the ethnic diversity of the Southside and be inclusive of all.

Community responses to ethnic diversity included preservation and interpretation of stories of the Southside ranging from the lumber mills where Southsiders worked to food and family. How this preservation was to be accomplished was seldom noted but storytelling was always a component of public comment. "Cultural Stewardship" was a statement made that stressed the importance of preservation of the diverse cultural history of the Southside which is significant locally but is of national importance in groundbreaking actions of desegregation preceding nation changes. There is acknowledgment of minority ethnicities coexisted within the Southside that established cross connections that formed a unique and diverse community. Though change is taking place within the Southside the preservation of these shared experiences across cultures must be collect and saved. The Physical places within the Southside were tied to events and stories with recognition that preservation of the homes and buildings of the Southside were important. Though this recognition was not fully linked to the Southside National Register District some acknowledgement was given. The acknowledgement of the Southside as historic was lessened by misunderstandings of what historic designation means and requires. Preservation of place and the qualities present in the Southside that remain is an agreed to public consensus.

Public Safety and Services

It is clear from citizen comments from the Southside that enforcement of established laws is an ongoing issue. Evident is a feeling of frustration of being ignored as a neighborhood community. Comments are made regarding why citizens should even call on issues such as vagrancy - no one will show up. Snow removal is another such complaint where neighbors feel they are not a priority. Trash and general upkeep of rental property is mentioned as it applies to city staff cleanup and enforcement. Maintenance of property and proposed enforcement of requirements will not only apply to rental property but also homeowners, some with limited means. Some of this frustration comes from past historic inaction, while the availability of city staff, equipment and enforcement personnel are limited by funding which can stifle immediate actions taken. Enforcement of parking within the neighborhood as well as how to best manage parking for business and residential areas is a complex problem to resolve. Though these citizen issues are noted in the plan, resolution will require the involvement of all citizens, staff and elected officials to establish requirements and enforcement that best serves the community.

Town-Gown Relations

Many negative public comments were focused on NAU as well as the students themselves. The university has encroached into the historic limits of what was considered as the Southside exercising emanant domain in some instances. The growth of the student population has placed additional pressures on the Southside with developer and developments displacing properties which were once single-family homes. Some of this anger is focused directly upon students themselves. The displacement of low-density neighborhoods is not the direct result students living in the Southside but is from developers responding to the needs and opportunity to provide housing for students. Though some

youthful behavior is problematic these disruptions are scattered among weekends and end of semesters. Much of this behavior can be controlled and limited by engaging the students to be part of the neighborhood and the community. Engaging and welcoming students directly is a much better approach than be subjects of dislike. There were several examples of long-term neighbors directly engaging student and welcoming them as neighbors that had positive benefits of improved behavior. NAU does have a level of responsibility in educating incoming students during orientation and emphasizing ramifications for improper behavior.

Zoning and Development

The Southside Plan presented concepts that drew significant citizen comments that involved tall buildings, those building generally over 1 & ½ to 2 stories with very vocal opposition to four-story or taller buildings allowed by current zoning to 60-foot height. Comments ranged from banning tall buildings to placing controls on locations to letting current zoning allowances continue. Within the plan a balance is presented that locates taller buildings in areas to meet community vitality needs, such as is proposed in the Live/Make concept. Other concepts looked at densities and heights as applicable to specific areas. The consensus of public participants was that change was inevitable but manageable and that greater densities and building heights were appropriate in specific areas noted in the plan.

Public comments encouraged quality in architectural building design. Also woven into comments were aspects of sustainability. Selection of materials utilized on new buildings are provided as examples, shown in the plan are façade finishes that reflect material textures and durability used in Flagstaff in the past, but modern in their utilization and availability. There was debate regarding how to represent concepts within the plan for sub-areas for live/make, live/work and infill within the main streets. Some comments requested wireframes to fill in architectural designs while on the other end of the spectrum wanted fully complete and detailed depictions. Within the plan a balanced is reached with graphic depictions of site plan and simple depiction of building form, scale and fenestration. Focus is also given to street views of how these conceptual buildings would be like on a human scale for pedestrians. By not fully designing a building with details and materials selected the examples are provided in the plan to direct architectural efforts toward a compatible design within the urban context of Flagstaff. It is the intention that some design review requirements established by ordinance will direct building designs toward compatibility, but creative unique solutions that will hold up to the test of time is left to the skill of the architect.

Sustainability has moved to replace “green-buildings” as a term now more often used in a more comprehensive manner to describe efficiency and environmental concerns. Nationally recognized programs look at energy efficiency and utilization in various ways not only with the building but its connection to transportation and the environmental impacts. Comments call for sustainable construction practices, quality materials and environmental compliance such as using permeable surfaces in surrounding site development. It has been noted that some national programs promote the replacement of existing buildings and homes with new buildings. It does need to be stated that the most environmentally friendly structures are those that exist and preserve the “embodied energy” that was required to make them. Existing structures can be made more efficient and find a new use with their

“adaptive reuse”. The US Secretary of the Interior Standards for Rehabilitation of historic structures recognizes sustainability within its Standards and Guidelines. Preservation of historic structures is not only important in cultural preservation but in sustainability.

Negative comments were received in regard to the introduction of large multi-story housing projects in particular the HUB (to be known as The Jack). Negative reactions focused upon the imposing height, traffic and parking congestion and vacant bottom floors intended for commercial activity. Though negatives were stated the HUB project met current zoning and review requirements. Problems with this type of project are noted and the plan attempts to integrate potential solutions. Specific to the issue of vacant bottom floors is addressed in the Live/Make concept where living is integrated with artisan manufacturing, sales, and social and service activities. In order for housing projects to be more than just housing they must consist of multiple aspects to create a synergy of urban vitality.

Zoning was a point of confusion in public comment. Multiple zones with letter designations and layered on top with transect zoning, a form-based zoning meeting design criteria. Though somewhat realized late in the review process zoning complexities can be resolved by integrating concepts developed within the plan’s development sub-areas. Resolution of multiple zones can be resolved by tossing out current zoning and establishing an overall zone specific for the Southside with sub-zones that match the sub-areas such as for Live/work and Live/make. Realization of zoning change is an extensive process, but simplification of zoning has the potential to achieve goals called out in the plan in a more efficient and expeditious way.

Affordable Housing

Housing was a comment topic that ran through many plan categories. Affordable housing comments often as a primary concern. Opinions on affordable housing varied from retention of existing single-family homes to new subsidized public housing. Comments stated banning new student housing to retention of public land ownership and not releasing land for public-private housing projects complying with affordability requirements. Overriding all aspects of housing are private property rights. Such an example of contradiction was a desire to retain the single-family home in the Southside but still keeping the right to sell the home to a multi-unit developer. Housing is a complicated issue in a growing population the plan attempts to guide policy in accommodating preservation of quality of life while still allowing growth that will inevitably take place.