

A Message from Chairman Jim Miller

I feel a great deal of pride as we present this review of last year's accomplishments in the West Phoenix Revitalization Area (WPRA). The WPRA encompasses over 50 square miles in the city of Phoenix. The area is large and diverse and includes some of the city's earliest suburbs – which have been impacted by a variety of challenges.



Revitalizing a large area of the city is not an easy job. It takes hard work and dedication from community members and city staff, not only to identify what a neighborhood needs to make revitalization possible, but to develop ways to accomplish that revitalization. Over this past year, the WPRA has seen a significant positive investment in infrastructure development and programming by the city of Phoenix, helping us to achieve our vision of "having safe, secure neighborhoods where all individuals and families can flourish economically, culturally, and educationally to improve their quality of life".

I hope you enjoy reading about just a few of the many successes and achievements reflected throughout this report. The West Phoenix Revitalization Community Advisory Board, community partners and staff deserve tremendous credit for the significant progress made throughout the last year and for remaining fully committed to ensuring West Phoenix is a place where people are proud and confident to raise their families and locate their businesses for generations to come.

Sincerely,

Jim Miller
Director of Real Estate
John F. Long Properties

West Phoenix Revitalization Community Advisory Board

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John F. Long Properties

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Alhambra School District

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Resident

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Special Thanks to the Mayor and City Council

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HIGHLIGHTS FROM 2009 - 2010



LITTLE CANYON TRAIL PUBLIC ART PROJECT

Artist Laurie Lundquist and The Sherman Group designed improvements to the half mile historic irrigation canal that runs from Camelback Road to Missouri Avenue, near 31st Avenue.

The project closed a gap in the area's bicycle trail network and enhanced the half-mile corridor with seating areas, shade trees, landscaping, and artist-designed fencing and entry portals. Grand Canyon University was an active partner in this project, along with the city of Phoenix and the community.

BRET TARVER LEARNING CENTER

The Bret Tarver Learning Center was completed this fiscal year, and the grand opening was in August 2009. The facility's mission is to provide a safe, accessible, friendly, learning atmosphere in which people of all ages and cultural backgrounds can gain knowledge about their global community. The 3,660-square-foot facility includes a computer lab with cutting-edge software, a reading room with mixed reading genres and educational classes. The center was awarded "Project of the Year" by the Arizona Chapter of the American Public Works Association.

The Learning Center is named for Bret Traver, a Phoenix firefighter who died in the line of duty while fighting a fire at a grocery store on the site. On May 8, 2010, the Learning Center hosted a memorial sign dedication to honor the memory and sacrifice of fallen firefighter Bret Tarver.



CREATING JOBS IN THE WPRA

The Community and Economic Development Department assisted in locating OMCO Solar to an existing site in the WPRA. The company leased 52,000 square feet at 18 N. 57th Drive. OMCO manufactures roll formed steel products for the solar industry. OMCO expects to hire up to 100 employees by the fourth quarter of 2010.

Staff also assisted in the location of other businesses, creating over 460 new jobs.

Also in West Phoenix, Phoenix Workforce Connection-West provided assistance to over 80,000 unemployed or underemployed residents with job placement, job training and other related services.

ISAAC STREETSCAPE PUBLIC ART PROJECT

Four artist-designed bus shelters were installed at the corner of 35th Avenue and McDowell Road, one of which is featured on the cover. Designed by artist Leticia Huerta, the shelters feature colorful mosaic tiles and green shade screens perforated with the images of agave leaves. They are part of a larger effort to improve the comfort, safety and appearance of the McDowell Road streetscape in the Isaac Neighborhood.

This effort includes the construction of a pedestrian bridge in front of Isaac Middle School, a drop off area for families using the bridge and improved sidewalks and landscaping between the Bret Tarver Learning Center, the school, local businesses and the Boys and Girls Club. In addition to new bus shelters, the public art enhancements include new shade trees and landscaping along the street.

The Phoenix City Council dedicated funds to extend the public art streetscape enhancements east along McDowell Road to 32nd Avenue. These improvements will be designed and built in conjunction with the future development of a new city park at 32nd Avenue.

TOP 5 STREET PROJECTS IN THE WPRA

PROJECT AND LOCATION	COST
Street overlay and ADA ramps 32 miles in WPRA	\$4 million
Major and collector street overlay and ADA ramps 11 miles in WPRA	\$5.5 million
Sidewalk ramp replacement 160 locations in WPRA	\$1 million
43rd Ave & McDowell Rd. 67th Ave & Indian School Rd. Intersection Improvements	\$830,000
Landscaping Retrofit Thomas Rd, 43rd to 51st Aves.	\$560,000

PHOENIX AND THE COMMUNITY WORK TO PREVENT GUN VIOLENCE



The city of Phoenix, with funding from the Canyon Corridor and Maryvale Weed and Seed grants, hosted the annual "Keep Your Family Safe: Stop Gun Violence" campaign. The month-long campaign included gun buy-back events throughout West Phoenix and other events and programs designed to reduce crime and make West Phoenix an even safer place to live, work and play. Movie nights on Fridays in April each drew an estimated 300 people and a "Community Rally Against Gun Violence" inspired more than 200 people.

FORECLOSURE EDUCATION AND BLIGHT ELIMINATION PILOT PROGRAM

Launched in a portion of West Phoenix, this program aims to more effectively address and prevent maintenance issues on vacant properties that are in the pre-foreclosure process. Properties are identified and inspected, and foreclosure prevention information is provided.

Enforcement is initiated on any property where blight violations are present. The bank

that has initiated the foreclosure process also receives notification of any violations and the necessary corrective actions and timelines.

Properties identified as vacant and in foreclosure are referred to the Neighborhood Stabilization Program team (see below). Twenty-two vacant property referrals were made within the first months of the program and 116 enforcement cases were opened.

PROJECT SNAPSHOTS

- New playground equipment at Desert Star Park, near 83rd Ave. and Encanto Blvd.
- Sueno Park (43rd Ave. and Encanto Blvd.) gets upgraded basketball/volleyball courts.
- Concerts held in El Oso Park, near 75th Ave. and Osborn Rd., in October 2009.
- Public art installed at Maryvale Pool House (51st Ave. and Campbell Rd.)
- Sixteen street projects were completed in West Phoenix at a cost of \$15 million. See chart to the left for the top five projects.

ENHANCED COMMUNITY PROSECUTION GRANT

The Phoenix City Prosecutor's Office received grant funding through the American Recovery and Reinvestment Act. The grant allowed the city to hire two community prosecutors and two community prosecution specialists for three years. All four new positions will work in focus neighborhoods with existing and new partnerships to solve problems, improve the quality of life, proactively combat crime, eliminate blight and build community capacity.

NEIGHBORHOOD STABILIZATION PROGRAM

Neighborhood Services staff worked with National Farm Workers Service Center to acquire 48 foreclosed properties through the Neighborhood Stabilization Program's Move-In Ready program. The properties will be rehabilitated and resold to eligible homebuyers.



A SUMMARY IN NUMBERS AND PHOTOS

15,634	Number of standard enforcement cases.
15,901	Number of cases closed.
18%	Reduction in violations in a focus area that was targeted for proactive enforcement.
21,934	Number of graffiti sites painted over.
75	Blight Busters Volunteers.
2,183	Hours contributed by Blight Busters Volunteers .
229	Tons of illegally dumped solid waste removed from alleys.
264	Housing rehabilitations by the city in WRPA.
\$5 mil.	Dollars spent on rehabilitation.



The 2009 Light Up the Sky Festival on July 3 at Maryvale Baseball Park drew more than 7,000 for free games, activities, community information and a fireworks show. Sponsors included: Your Arizona Chrysler, Dodge and Jeep Dealers, John F. Long Foundation, Radio Campesina, Milwaukee Brewers, Mega 104.3, and Telemundo.



New traffic control devices called HAWKs (High Intensity Activated Crosswalks) have been installed in high traffic areas around the city that do not require traditional traffic signals. HAWKs are only activated when a person presses the button, allowing a safe crossing for pedestrians and reducing the disruption to traffic flow. The city installed two signs in the West Phoenix area, near Maryvale High School and the Urban League Senior Center.

