

*A
Plan
for*

*Nuestro
Barrio*

**Approved by City Council
on October 21, 1992**

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EXECUTIVE SUMMARY

RECOMMENDED PLANNING CONCEPT:

This plan recommends:

1. That Nuestro Barrio be allowed to transition to non-residential use over time. The transition will take place, once guidelines are developed, through the private sale of residential property for non-residential use.
2. That the transition guidelines be developed by Nuestro Barrio residents, business owners, and landowners. They will identify characteristics of the areas that will be encouraged to transition in the near, medium, and long term, and contain policies that will minimize the effects of the transition on those areas that have not yet changed from residential use.
3. That during the transition, available resources to upgrade and stabilize the area be concentrated in the medium and long term transition areas.

DESCRIPTION OF THE AREA:

Location: Nuestro Barrio is generally bounded by between 7th and 14th Streets from the Maricopa Freeway to Buckeye Road and 7th and 12th Streets from Grant Street to Buckeye Road.

Demographics: The mostly Hispanic community consists of almost 1,000 households.

Housing Stock: Almost two thirds of the homes do not meet the City of Phoenix building code. Half of the housing stock would require repairs costing more than half the value of the structure to bring it to code.

Tenure: Approximately half of the residents in Nuestro Barrio are tenants paying from \$230 to \$250 monthly.

Housing Value: Sales of housing in the area range from \$20,000 to \$40,000 depending on the size and condition of the structure.

MAJOR PLANNING ISSUES:

The majority of Nuestro Barrio lies within the 65 to 75 L_{dn} impact areas of Sky Harbor Airport. Many landowners and residents feel noise and overflights from Sky Harbor Airport make the area unsuitable for residential use.

The Maricopa Freeway, which borders the community to the south, is elevated. No noise or visual screening is included in the design of this structure.

Industrial uses encircle Nuestro Barrio, and the underlying zoning in Campito, the northern part of the planning area is A-2.

The City is not able to buy out the planning area. The cost to buy out only the residential portion of the planning area would be approximately \$80 million dollars. Additional funding would be necessary to purchase commercial and institutional properties.

Crime and vandalism are pervasive throughout the area.

The housing stock is in need of significant repairs. Existing city housing repair programs have limited effectiveness in this community.

Uncontained trash and illegal dumping are common throughout the area.

INTRODUCTION AND PURPOSE

Nuestro Barrio consists of the Quatro Milpas, Little Hollywood, Ann Ott, and Campito neighborhoods. It is impacted by manifestations of the City's growth and development - most notably Sky Harbor Airport and the Maricopa Freeway. For this community, the past decade has been marked with questions about future land uses in and around Nuestro Barrio. The lack of answers to these questions has resulted in inconsistency with regards to land use, housing stock maintenance, and capital improvements.

The purpose of this plan is to provide answers regarding the future of Nuestro Barrio. It identifies issues in Nuestro Barrio and recommends strategies and actions to address them. The recommended strategies and actions consider existing City policies stating that the City will not purchase land for an expansion of Sky Harbor International Airport or Sky Harbor Center in the Nuestro Barrio; and inner city housing stock should be stabilized and maintained. It also responds to the desires of Nuestro Barrio residents and landowners to allow changes in land use with minimal disruption to the community.

A separate, companion document containing the appendices to this plan is titled "Nuestro Barrio; Background Information and Community Issues." That document details the background for the plan which is based on two years of meetings with different community groups, community members, and property owners. The issues and concerns raised by groups and individuals at these meetings are documented in Appendix A. Facts about each issue and a variety of strategies to address each issue are also explored. Every issue in this appendix is addressed in the plan and the strategies listed in this section which were found to have the most potential were also carried forward in the plan. Appendix B contains demographic, housing stock, and other information about the community. Appendix C shows the actions recommended in this plan, the level of effort that would probably be required of the Nuestro Barrio Community to carry out the action, the types of outcomes that could be expected, and the time the effort would take. Appendix D lists organizations that the community could contact to implement the actions contained in this plan.

THE PLAN FOR NUESTRO BARRIO

THE PLAN FOR NUESTRO BARRIO

PLANNING CONTEXT:

For many years, residents of Nuestro Barrio community have voiced two opinions on their future. Some residents feel that the construction of the Maricopa Freeway and the continued development of Phoenix Sky Harbor International Airport have made Nuestro Barrio unsuitable for residential use. These residents believe that the City should buy out the property in Nuestro Barrio and relocate its residents now.

Other residents of Nuestro Barrio want to stay in their homes. They have ties to other people in the neighborhood, they own their property outright, and they have no desire to move and assume a mortgage payment. These residents would like to address issues relating to crime, vandalism, and poor property maintenance.

The City of Phoenix has no money to purchase property in Nuestro Barrio and relocate its residents. The City is not planning to expand Phoenix Sky Harbor Center. These decisions are based on an Environmental Impact Statement and a study that discusses measures which do not include relocation to protect Nuestro Barrio from the noise of the airport. Consequently, the City and others have made investments in the community in the form of parks, community centers, and job training centers, to compensate for any disruption to its fabric that was caused by the expansion of the airport and ultimate development of Phoenix Sky Harbor Center. The School district built a new school, using expensive construction techniques that would soundproof it from the noise of the airport. Despite these actions, many residents of Nuestro Barrio still believe that the City will eventually buy them out in order to expand Phoenix Sky Harbor Center.

These different opinions have resulted in two general trends in the community. Some property owners have maintained their homes and yards and remained committed to improving their environment. Others have moved and either razed their lot or allowed their homes to fall into disrepair. Some have purchased additional lots for investment purposes.

On many occasions, residents of Nuestro Barrio working with outside professionals and property owners have tried set firm goals for Nuestro Barrio. Accomplishing those goals would have resulted in prohibiting those who wanted to sell their property for non-residential use from doing so, or forced out those who wanted to stay, or let residents continue living in the same environment with the same problems. Because opinions about the ultimate future of the community were divergent, these past efforts have met with limited success.

THE PHILOSOPHY OF THIS PLAN:

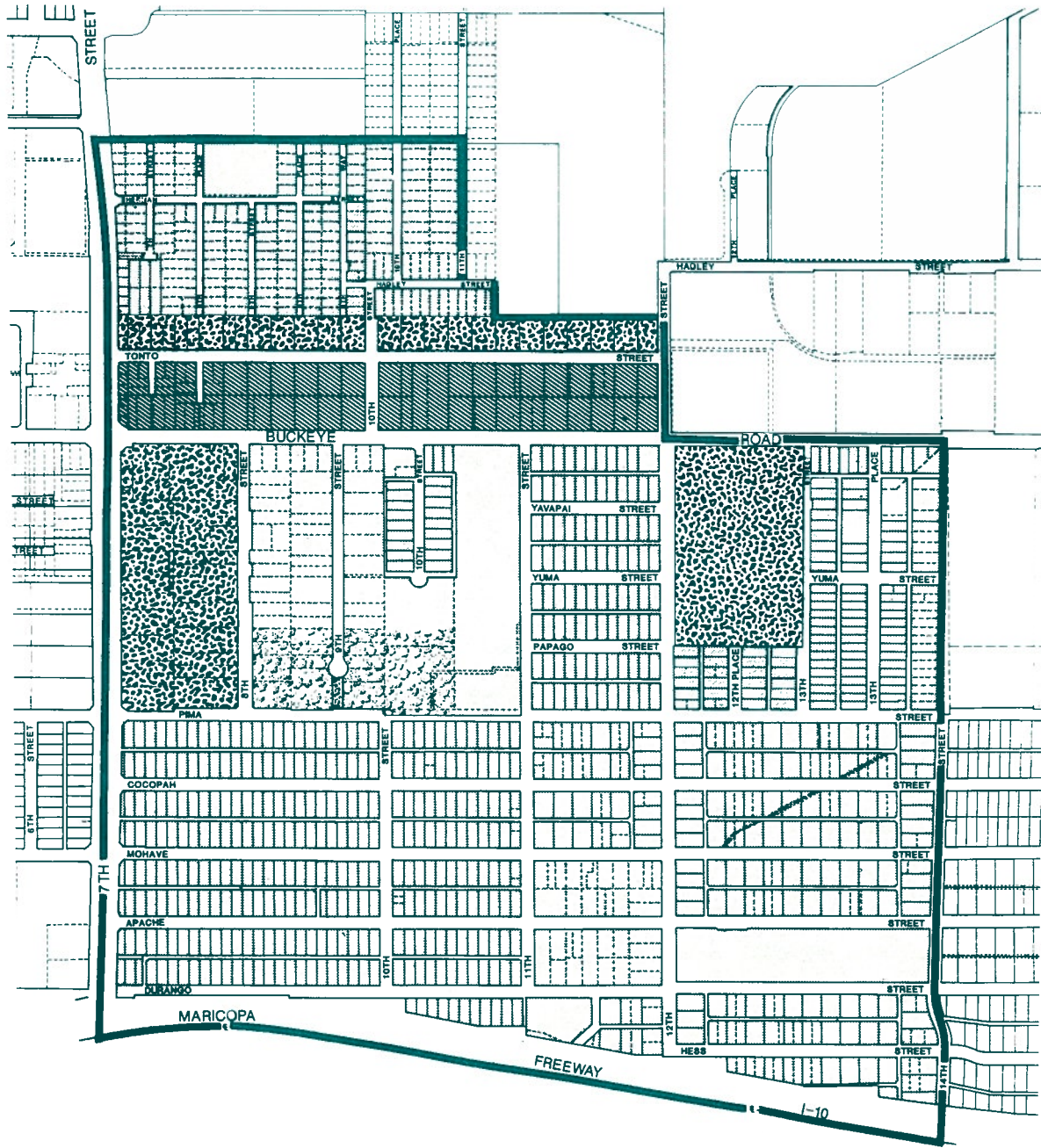
This plan recognizes that any positive change in a community requires a positive environment in which it can occur. Crime, poor property maintenance, and vandalism are issues that will hinder the transition of residential uses to commercial as well as prevent the stabilization of residential areas. **The recognition of the need for a positive environment for change, regardless of the future land uses in Nuestro Barrio, is the platform on which this plan is based.**

This plan recognizes that improvement of the community should not prevent any individual from selling his or her property to the highest bidder for commercial use. **The plan provides strategies and actions that support the gradual transition of residences to non-residential uses in a fashion which will not negatively impact those who choose to remain in the community.** In areas where it is acknowledged that current residential uses may not be appropriate, this plan recommends that the City assist in their transition. The plan also recommends that the City provide only those services necessary to sustain the current environment in these transition areas. **However, this plan acknowledges that any change that occurs in the community will take at least a generation to occur, and that while this transition is occurring, the residents of Nuestro Barrio are entitled to have a safe, clean, generally quiet environment and a decent house.** To this end, the plan recommends that strategies and actions that will improve the physical and social environment of Nuestro Barrio residents should be concentrated in those areas which are not planned to transition in the short term. The approach of concentrating residential services in areas that will remain residential during the short term is rooted in the following knowledge:

- o That industrial land values are not high enough to enable Nuestro Barrio residents to sell their homes and buy another without a mortgage elsewhere;
- o It is unlikely that demand for industrial land will be enough to significantly change land uses in Nuestro Barrio over the next several years;
- o That without a concerted effort on the part of the residents of the community acting in concert with the City, the neighborhood will continue to decline.

This plan also keeps alive the hope that as the residents who want to move see improvement in their neighborhood, they may be less motivated to sell their homes and decide that the benefits of a stable community outweigh the interference of airport noise and other impacts on the neighborhood. This outcome would be in keeping with the City's goal of preserving inner city housing stock.

Because the City has no funds available for new programs, it focuses on strategies which will improve the existing environment with in place City programs.



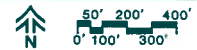
NUESTRO BARRIO

GENERAL PLAN

PREPARED BY THE CITY OF PHOENIX PLANNING DEPARTMENT

LEGEND

-  2-5 DU/AC
-  PARK/OPEN SPACE
-  COMMERCIAL
-  INDUSTRIAL



NUESTRO BARRIO PLAN:

This plan recommends strategies and actions to address the problems regarding land use, crime, the environment, building conditions, community identity, and community activity which are discussed in the "Community Issues" Appendix. Some of the recommended strategies and actions will require additional funding; some may require changes in City policy.

STRATEGIES AND ACTIONS RELATING TO LAND USE:

ISSUES:

- o Sky Harbor Airport makes the areas inappropriate for residential use. (Issue 1.1)*
- o Noise and pollution from the Maricopa Freeway are incompatible with residential uses on Hess Street. (Issue 1.2)*
- o Property owners in Nuestro Barrio do not presently have the opportunity to sell their land for non-residential use. (Issue 1.3)*

STRATEGY:

- o Develop, with owners of property affected by the freeway, a package that will facilitate the marketing and transition of Nuestro Barrio to other uses.*

Discussion:

The existing General Plan for Phoenix is generally reflective of existing land use in Nuestro Barrio. It designates the bulk of Nuestro Barrio as appropriate for single-family residential use at 2-5 dwelling units per acre. The Plan shows commercial uses as appropriate for the north side of Buckeye Road from 7th to 12th Streets. Areas with industrial zoning are designated for industrial in the General Plan.

The current designations on the General Plan indicate the City's interest in preserving residential uses in most of the Barrio. Even with mitigation, the levels of airport noise, the types of existing land uses, and increasing automobile and airport traffic volumes, do not create an environment that is conducive to improving the quality of life in this area. Since: (a) the City has no money to buy out or land bank Nuestro Barrio; (b) it is unlikely that existing land uses which are not compatible with residential will become more compatible with residential in the future; (c) the majority of the housing stock requires significant rehabilitation and is deteriorating and funding is not available to significantly change this trend; and (d) the market for industrial land is soft and any conversion of the area will take many years; this strategy recommends the community and the City put in place a program to guide the transition of Nuestro Barrio in the private marketplace. This program will attempt to assure that while the change from residential to non-residential land uses is occurring in Nuestro Barrio, it will not worsen the quality of those areas that are not yet transitioning out of residential use. It will recognize areas that may not change to non-residential uses for some time, and include guidelines to protect these areas.

Action 1: Create a transitional zone overlay on the General Plan Map that will permit the transition of Nuestro Barrio, over the long term, to non-residential use.

This action would result in a General Plan Amendment to create a transitional area overlay on the General Plan Map. This overlay would be placed on Nuestro Barrio community and be associated with specific policies that would guide the transition of the community from residential to non-residential uses.

Responsible Agency/Group: City Planning Department

Cost: No funding required

Timing: Immediately upon creation and adoption of transition guidelines

Action 2: Identify the conditions under which the community would support the transition of residential land uses to non-residential uses in the short, medium, and long term.

Identification of the conditions under which an area should be allowed to transition in the short, medium, or long term would form the basis of a policy document that could be adopted by Council. This document would provide guidelines under which rezoning to commercial and industrial uses could be supported by the Planning Commission and City Council. The following shall be considered when determining the conditions appropriate for land use transitions:

- o The amount and configuration of vacant land adjacent to and within 100 feet of the transition area
- o The amount and configuration of existing industrial and commercial zoning adjacent to and within 100 feet of the transition area
- o Ambient noise levels
- o Access to major streets from the transition area
- o Housing stock conditions within 200 feet of the transition area
- o Land uses on parcels adjacent to the transition area

Those areas with the greatest amount of vacant lots, adjacent non-residential uses or zoning, poor housing stock, and high noise levels shall be short term transition areas. Long term transition areas shall be those areas with the most amount of residential uses and/or zoning, least amount of vacant land, a well maintained housing stock, and access that relies on streets which are primarily residential in nature.

Once conditions identifying different types of transition areas are identified, the community shall work to develop guidelines for each of the transition areas. The purpose of the guidelines will be to protect the residential uses in long term transition areas from negative effects that could arise from the premature transition of these areas to non-residential uses. Short term transition areas, by comparison, would have few or no guidelines which could impede the transition of the area to non-residential use.

To date, the residents and property owners in Nuestro Barrio have stated that they are reluctant to take any actions that would add to the cost of converting residential land to non-residential uses anywhere in Nuestro Barrio. Based on comments made

by the community, industrial uses could be considered adjacent to residential uses with the following site design standards:

- o If adjacent to residential use, the side and rear yards must be screened by a six (6) foot chain link fence or screen wall. (Chain link was selected by the community because a solid wall would block sunlight and was perceived as an impediment to development.)
- o The front yard must be screened by at least a four (4) foot wall. A landscaped area, at least 12 feet wide between the property line and the fence or screen wall must be provided.
- o Zoning vests with issuance of a building permit.
- o Access to and egress from the site is not adjacent to any residential use.
- o The route to the site from a major arterial does not use streets where the majority (51%) of the land uses fronting on those streets are residential.¹

Responsible Agency/Group: Phoenix City Planning Department/Nuestro Barrio Community

Cost: Funding for six months of City staff time to work with Nuestro Barrio Community and/or to review their guidelines is required.

Timing: Dependant on funding.

Action 3: Allow industrial zoning adjacent to residential sites based on the guidelines established by the community.

Once the community has established guidelines for the change from residential to commercial land use in each of the three types of transitional zones, recommend approval of zoning based on those guidelines.

Responsible Agency/Group: Phoenix City Planning Department

Cost: None

Timing: Dependant on rezoning applications and timing of Action 2

Action 4: Actively work with property owners on an ongoing basis to market their land for non-residential uses. This assistance will be in the form of marketing these areas to prospective buyers and working with residents to put together assemblages.

Realtors and brokers often work with communities to develop assemblages. If Nuestro Barrio residents choose, they can contact Espinoza Enterprises to help them sell their property. To assist in marketing the area, the Planning Department has agreed to prepare a conceptual site plan for each assemblage parcel over 10 acres. Espinoza would work with community members to explain to them the benefits and disadvantages of creating assemblages; develop feasible assemblage

¹ Measured by total acreage.

packages with those landowners who want to sell their property; and marketing the area to prospective buyers.

Other private and public organizations could be solicited to assist landowners in Nuestro Barrio in selling their land.

It is recommended that a demonstration redevelopment project be designed with an Hispanic theme reflective of the history of the area.

Responsible Agency/Group: Phoenix Planning Department/Nuestro Barrio Community/Espinoza Enterprises Incorporated (at the discretion of individual property owners.)

Cost: None.

Timing: Initiate within 1 year of plan approval.

Action 5: Inform clients contacting the City about industrial land that available sites in the Nuestro Barrio are available.

Developers contacting the City of Phoenix Economic Development Department about industrial and commercial land will be informed that privately held land in the Nuestro Barrio is available for non-residential uses when they are informed about other potential development sites in the City.

Responsible Agency/Group: City of Phoenix Community and Economic Development Department

Cost: Staff time to inform prospective clients.

Timing: Upon approval of Plan.

Action 6: Encourage development by allowing zoning and permit fee waivers in Nuestro Barrio. Zoning and fee waivers will be reviewed annually as to their impact and continuation.

Waiving fees for rezoning and plan review will help to lower the cost of development in the Nuestro Barrio and provide an incentive that will help to catalyze the transition of the area from residential to non-residential uses.

Responsible Agency/Group: City of Phoenix Development Services Department/City of Phoenix Planning Department

Cost: Dependant on the size of the project and number of applications. Could result in average forfeited permit revenues of \$1,000 to \$2,000 per annum.²

Timing: Upon approval of the plan.

² Assumes \$20,000 to \$30,000 in permit fees for 8 to 10 sites comprising the total transition Nuestro Barrio over 25 to 30 years.

STRATEGIES AND ACTIONS RELATING TO COMMUNITY IDENTITY:

ISSUE:

- o *The different neighborhoods which compose Nuestro Barrio have not retained their separate identities. (Issue 2.1)*

STRATEGY:

- o *Identify the different neighborhoods in Nuestro Barrio through design, celebrations, and education.*

Discussion:

Several different techniques are successful in neighborhood identification. Some promote pride in the neighborhood, others inform and educate outsiders and residents about the neighborhood, and others simply physically identify areas by creating a sense of place.

Action 1: Obtain street signs identifying each neighborhood.

Street signs identify a neighborhood to anyone passing through. They can be obtained from private vendors and installed by the City of Phoenix or the neighborhood with the City's permission.

Responsible Agency/Group: Nuestro Barrio Community

Cost: Estimated at \$1,000.00 for 20 signs. Street signs cost \$50.00 including installation.

Timing: Dependant on funding

Action 2: Research the history of each neighborhood through local schools.

Neighborhood residents at local schools could research the history of their neighborhoods. This research could be turned into a brochure for each neighborhood.

Responsible Agency/Group: Ann Ott and Herrera Schools

Cost: None for research; printing costs for a brochure dependant on quantity and quality.

Timing: Immediate

Action 3: Organize neighborhood block parties and festivals.

Annual celebrations, where residents join together to talk and relax, often create bonds important to neighborhood pride. Wesley Community Center, which currently sponsors events such as the Cinco de Mayo could be a catalyst to organize some of these events.

Responsible Agency/Group: Wesley Community Center/individual neighborhoods

Cost: Depends on each event

Timing: Varies

Action 4: Create designs that would identify commercial nodes that could provide a focus for each neighborhood.

The joint Arizona State University/City of Phoenix frequently works with neighborhoods requiring design assistance. Working with ASU could create nodes that serve as reminders of the area's rich history even after the area transitions to non-residential use.

Responsible Agency/Group: Joint Arizona State University/City of Phoenix Design Studio (located in the Downtown Center)

Cost: This may require funding, depending on the type of assistance provided

Timing: Dependant on funding and the Studio's timetable

PROBLEMS AND STRATEGIES RELATING TO THE ENVIRONMENT:

ISSUES:

- o People use their front and rear yards for storage, junked cars, and small businesses. (Issue 4.1)*
- o Trash is not collected often enough and remains in the street. (Issue 4.2)*
- o People cannot make their front yards look nice because the streets are not well maintained. (Issue 4.3)*
- o Trash is left on the street in Nuestro Barrio. (Issue 4.4)*
- o Buckeye Road presents a negative image of Nuestro Barrio Community. (Issue 4.5)*

Dumping and uncontained trash are two of the most pressing problems facing Nuestro Barrio.

One of the most visible indicators of the health of a community is its appearance. New business will not enter a community they sense is declining, and residents begin to look for options to leave as opposed to working to stay. The strategies recommended to address the following issues rely on community support and effort.

While the designs for Buckeye Road are 95% complete and right-of-way purchases are ongoing, no plans currently exist to construct the street before 1998. Current designs are for a 74 foot street on 90 feet of right-of-way. The narrow right-of-way take reflects concerns of adjacent property owners that a larger street would negatively impact their businesses. Because the right-of-way take is narrow, only a sidewalk is planned for Buckeye Road between 7th and 14th Streets.

STRATEGIES:

- o Instigate a special effort to clean up properties and uncontained trash.*
- o Clean up the streets in Nuestro Barrio.*

- o *Work with the Street Transportation Department when the street project is programmed for construction to have it present a better image of Nuestro Barrio.*

By the time Buckeye Road is programmed for construction, the issues may have changed. However, in order to be most effective, the community should monitor the Capital Improvement Program and make sure they have input prior to construction of the street.

Sometimes, people will not clean up their property unless they are told to do so. This is especially true of people who own vacant lots and do not have to live with trash dumped on them, weeds, and broken glass. This strategy would help, without penalties, those who want to clean their property but cannot and force those who do not want to clean up their property to do so.

Street and sidewalk maintenance is a low priority in the City of Phoenix. Streets in Nuestro Barrio are especially difficult to keep clean because there are few sidewalks.

Action 1: Address zoning violations.

Designate a problem identification day when zoning enforcement officials identify (without issuing violations) zoning violations. Work with the Wesley Community Center to offer help to individuals who want to correct the violations but may be too infirm or unable to afford to correct them. Then, identify a "Clean Sweep" day. Tell the community about it in advance. If the violations cited by zoning enforcement are not corrected, issue violations to property owners.

Responsible Agency/Group: NIH Neighborhood Maintenance and Zoning Enforcement/Wesley Community Center/Nuestro Barrio residents

Cost: None

Timing: Dependant on community interest

Action 2: Stop illegal dumping.

Organize a "dumper watch." Residents of Nuestro Barrio know many of the people dumping trash on vacant lots. These residents should write down the license plates of the vehicles they see dumping trash in the neighborhood and give them to the police. After six months, the police can prosecute the worst violators.

Responsible Agency/Group: Central City Police Precinct/Nuestro Barrio residents

Cost: None

Timing: Dependant on reports, neighborhood participation

Action 3: Clean up the neighborhood on a regular basis.

The City of Phoenix "Clean and Beautiful" works with neighborhoods to remove uncontained trash from the streets and vacant lots. A calender of neighborhood clean ups could be created and distributed throughout the community by Wesley Community Center.

Responsible Agency/Group: City of Phoenix Clean and Beautiful/Wesley Community Center/Nuestro Barrio residents
Cost: None - this is an ongoing program
Timing: Clean ups could be scheduled as the neighborhood desires.

Action 4: Place, at no cost to the community, no dumping signs in vacant lots throughout the neighborhood.

Responsible Agency/Group: City of Phoenix
Cost: \$700 (\$35 per sign x 20 locations)
Timing: Immediate

Action 5: Educate the community regarding uncontained trash pick up dates.

Sometimes, people do not know when their trash will be picked up, so they just leave it in front of their homes. The Wesley Community Center and the schools, which are information resources to the community, could supply flyers regarding uncontained trash pick up dates.

Responsible Agency/Group: Wesley Community Center/Herrera School/Ann Ott School
Cost: None, flyers are supplied free of charge by the Public Works Department
Timing: Immediate

Action 6: Provide semiannual clean ups for paved areas of the street and for dirt right-of-way areas. Combine this effort with enforcement so that maintenance of the right-of-way is gradually taken over by the property owners.

Responsible Agency/Group: Street Maintenance Division, Street Transportation Department
Cost: Approximately \$4,000 per clean up
Timing: Dependant on funding

Action 7: Monitor the five year Capital Improvement Program to determine the construction schedule of Buckeye Road.

The following are design suggestions that respond to the community's concerns regarding the construction of the street:

- o Use decorative pavers at sidewalk ramps;
- o Mark school crosswalks with decorative pavers;
- o Install a stop light to facilitate crossing Buckeye Road at the Herrera School; and
- o Use decorative pavers to mark bus stop pads.

Responsible Agency/Group: Nuestro Barrio Community
Cost: None
Timing: Ongoing

STRATEGIES AND ACTIONS RELATING TO BUILDING CONDITIONS:

ISSUES:

- o Residents cannot use City programs to help them fix up their homes. (Issue 5.1)*
- o Many of the commercial uses in the community are poorly maintained and do not enhance the community. (Issue 5.2)*

Most of the homes in Nuestro Barrio are small. Many are in need of critical maintenance. As the housing stock continues to fall into disrepair, it becomes less economic to repair it, and people begin to move out of their homes and either raze their home or rent it out and not maintain it. As the community erodes, residential uses become less viable.

STRATEGIES:

- o Work with local groups that provide assistance to small businesses to help businesses in Nuestro Barrio improve the condition of their buildings.*
- o Work with the City of Phoenix Neighborhood Improvement and Housing Department to bring major home repair and housing rehabilitation programs into Nuestro Barrio Community.*

Action 1: Advertise the Community and Economic Development Department's Storefront Improvement program to Nuestro Barrio.

This program is already a Citywide program. This action would result in Wesley Community Center providing standard information used by CEDD to advertise the project Citywide to merchants throughout the community.

Responsible Agency/Group: Wesley Community Center

Cost: Depends on the number of program participants

Timing: Next fiscal year 1992/1993

Action 2: Work with the Gateway Community College Business Assistance program to develop business assistance programs that would be effective in Nuestro Barrio.

Gateway Community College Business Assistance Program works with many small businesses to assist them in making their operations more profitable. As businesses in Nuestro Barrio become more profitable, owners would be able to make capital investments in the form of store improvements. This assistance could also help businesses adjust to a new market as the neighborhood transitions from residential to other non-residential uses.

Responsible Agency/Group: City of Phoenix Planning Department/Gateway Community College

Cost: Funding would be required. The Planning Department is currently working with members of the Arizona Multibank Community Development Corporation for support of this action.

Timing: Immediately, upon approval of the Plan.

Action 3: Work with the Neighborhood Improvement and Housing Department to use HOME funds for housing rehabilitation programs designed for Nuestro Barrio.

The Federal government has authorized a new program to provide grants for housing rehabilitation. A tax exempt, not-for-profit 501(c)-3 organization or the City of Phoenix can apply for these funds.

Responsible Agency/Group: Nuestro Barrio Community

Cost: None .

Timing: The application period for these funds is not yet determined.

Action 4: Nuestro Barrio Community should work with the City of Phoenix Aviation Department to implement the soundproofing program.

The City of Phoenix Planning Department shall continue to pursue Community Development Block Grant funding to be used with the soundproofing program to bring homes in Nuestro Barrio up to code.

Responsible Agency/Group: City of Phoenix Planning Department/City of Phoenix Aviation Department

Cost: None, the pilot soundproofing program is funded. Funding will be secured for ongoing soundproofing efforts.

Timing: Dependant on Council action, possibly fiscal year 1992/1993

Action 5: Implement an "Operation Paintbrush" program to paint houses.

This program provides paint and materials to communities free of charge for exterior painting. These types of programming could be continued on an annual basis.

Responsible Agency/Group: Chicanos por la Causa/Nuestro Barrio Community

Cost: None

Timing: Immediate

STRATEGIES AND ACTIONS RELATING TO CRIME:

ISSUES:

- o There is too much crime in the neighborhood. (Issue 3.1)*
- o There is too much graffiti in the neighborhood. (Issue 3.2)*

STRATEGY:

- o Remove graffiti and reduce crime.*

Action 1: Organize a Community Action Program in Nuestro Barrio.

The Police Department has designated Nuestro Barrio eligible for the Community Action Program. A Community Action Program is designed to organize an area to help them fight crime, graffiti, and vandalism. Nuestro Barrio community should identify leaders from Little Hollywood, Campito, Ann Ott, and Quatro Milpas to work with the Phoenix Police Department to implement community action programs in each of Nuestro Barrio neighborhoods.

Responsible Agency/Group: Central City Police Precinct/Nuestro Barrio Community

Cost: This is a funded program

Timing: Dependent on community organization

Action 2: Nuestro Barrio community should work with the County Community Restitution Program to organize a "Wipe Out Graffiti" Day in Nuestro Barrio neighborhood.

Responsible Agency/Group: Maricopa County Criminal Restitution Program/Nuestro Barrio Community

Cost: None, this is a funded program

Timing: At the request of the community

Action 3: Work with the MARS Art Space and Herrera School to paint murals on the walls and buildings covered by graffiti.

Mural projects, if they are painted by those who write graffiti, could be effective in preventing graffiti. The mural should be painted by members of gangs and children who live in Nuestro Barrio.

Responsible Agency/Group: Not identified

Cost: Approximately \$5,000

Timing: Immediate

Action 4: Work with APS and the Phoenix Police Department to identify locations for and to install alley security lights.

Arizona Public Service Company has installed street lights to increase the safety of neighborhoods.

Responsible Agency/Group: Arizona Public Service/Phoenix Planning Department
Cost: Electricity only
Timing: Complete

Action 5: Support the formation of a Head Start Program at Herrera School.

Gang membership starts at a young age. An Operation Head Start Program would help younger children to develop other avenues in which they could be successful.

Responsible Agency/Group: Herrera School
Cost:
Timing: September, 1992

STRATEGIES AND ACTIONS RELATING TO COMMUNITY ACTIVITY:

ISSUE:

- o The community is not able to obtain money and spend it how it sees fit.*

Over the years, funding has been allocated for various programs in Nuestro Barrio. Because the community is not organized under the umbrella of a tax exempt 501(c)-3 not-for-profit organization, it cannot administer funding allocated to it. However, many not for profits with the specific purpose of assisting communities accomplish housing, business development, crime prevention, and other goals exist within the City of Phoenix. These organizations provide money and technical assistance to communities that are organized.

STRATEGY:

- o Organize a community association that can effectively work with many of the not for profit organizations in the Phoenix Community.*

The types of community groups most favored by funding and technical assistance organizations are constituted of a majority of neighborhood residents, some property owners, business people, and community leaders. The current Nuestro Barrio Partnership includes representatives from all of these groups, but should actively work to increase representation of people who live in Nuestro Barrio and people who own businesses in the community.

Action 1: Hire a community liaison worker.

The Nuestro Barrio Community faces many obstacles not experienced by other communities. Addressing these obstacles is a full time job that requires knowledge of the community and of City and other agency programs and processes. This

knowledge is not available in the community. Implementation of the actions in this plan also requires technical expertise and knowledge of public agencies. Most Nuestro Barrio residents and landowners work or have limited knowledge of resources available to the community. A community liaison, trained to organize residents, would contact and obtain additional resources for the community, help to provide outreach services for service providers, and help the community implement this plan.

Responsible Agency/Group: Neighborhood Services Department with funding from Aviation Department

Cost: \$20,000

Timing: Immediate

Action 2: Register as a Community Organization with the Neighborhood Notification Office.

This certification will keep the Nuestro Barrio up to date with City and other programs geared towards neighborhoods.

Responsible Agency/Group: Nuestro Barrio residents

Cost: None

Timing: Immediate

Action 3: Train the Board of the Organization.

Effective community organizations do not just happen. Additionally, funders like to be assured that they are giving money to a well trained, professional, organized group that will be able to accomplish its goals. Once Nuestro Barrio Partnership has stabilized, a Chairperson, Assistant Chair, Secretary, and if necessary, Treasurer should be elected. In addition to these individuals, the organization should have an established core group of members committed to the community. This group, with the officers of the organization, can approach the Interfaith Partnership, National Council of La Raza, or ACORN for training that will help them become more effective leaders in their community. This training is offered to communities free of charge.

Responsible Agency/Group: Nuestro Barrio residents

Cost: None

Timing: Based on Action 1

Contacts:

National Council of La Raza
502 East Monroe Street
Phoenix, AZ 85004
(602) 252-0315

Contact: John Martinez

Valley Interfaith Partnership
315 North 3rd Avenue
Phoenix, AZ 85007
(602) 254-7450

Contact: Peter Fears

Action 4: Prioritize the Agenda of the Organization.

The Nuestro Barrio Plan contains actions recommended to address land use, environmental, housing, and crime issues. This plan can be used as an effective tool to solicit funding and set the annual agenda of the organization.

When prioritizing issues, thought should be given to the items that can be easily accomplished and help establish the organization as a positive force in the community. Tackling the most complex issues first often takes a long time, and requires experience in working with public agencies. This experience is easily obtained from working on less complex issues. The rewards of complex issues are not apparent until a tremendous amount of energy has been spent. More often than not, the community organization becomes discouraged and the effort fails.

Responsible Agency/Group: Nuestro Barrio residents

Cost: None

Timing: Based on prior actions

STRATEGIES AND ACTIONS RELATING TO EMPLOYMENT:

ISSUE:

- o More job opportunities need to be made available to community residents.*

When the City created Sky Harbor Center, Nuestro Barrio residents believed that they would benefit from employment by businesses in Sky Harbor Center. Many residents are not knowledgeable about job opportunities that might be available in Sky Harbor Center, and many lack the necessary training. In order to address these problems, the Maricopa Skill Center offers job training opportunities for Nuestro Barrio residents.

Action 1: Work with the Wesley Community Center to advertise training opportunities at the Maricopa Skill Center.

The Wesley Community Center is a gathering place for the Community. The Center offers a place for children to play after school as well as social and educational programs for adults. This action takes advantage of the ties the Center has to the community.

Responsible Agency/Group: Maricopa Skill Center/Wesley Community Center

Cost: None

Timing: Immediate