

City of Peoria, Arizona

Peoria Sports Complex Area Urban Design Plan

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Prepared by:



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EXECUTIVE SUMMARY

PURPOSE

The City of Peoria has commissioned this Plan to explore urban design solutions for an area in the vicinity of the Peoria Sports Complex. This area is bounded by Bell Road on the north, Skunk Creek on the south, Loop 101 on the west, and 73rd Avenue on the East. The overall purpose of the plan is to explore urban and environmental design solutions to a variety of opportunities and challenges within the existing core area of the Peoria Sports Complex. The Peoria Sports Complex is the Spring Training and player development home of the San Diego Padres and Seattle Mariners. The focal point of the project area is the shared main stadium which seats 11,333 fans. This area is comprised of approximately 570-acres with nearly 200-acres devoted to permanent open space (practice fields, stadium, and Skunk Creek). The remaining



environment is nearly 94.5% developed with a mix of uses including the spring training facilities, retail, office, multi-family residential, and a variety of entertainment-oriented venues. The development of the

Arrowhead Fountains Center between 83rd Avenue and the Loop 101 provided restaurant and nighttime entertainment venues such as the movie theater to compliment the emerging urban core within this area.

GOALS

This area has emerged as a significant community asset which the City has a vested interest in maintaining a competitive edge with similar sports and entertainment venues in the Phoenix metropolitan area. Although the planning initiatives, including The North Valley Specific Area Plan (NVSAP) and the North Peoria Redevelopment Area Plan, provided the planning framework for this area, some challenges have emerged based on the incremental nature of development as it has occurred over the years. These challenges include land use patterns and formats which emphasize individual automobile trips to individual locations and businesses within the project area as contrasted with destination oriented and pedestrian focused mixed use venues. Additionally, the project area lacks strong pedestrian linkages, thematic features, and other urban design elements which bind the area with a cohesive common identity. The central focus of this plan is to analyze and develop concrete approaches to address the challenges and capitalize on the future opportunities presented with this important community area. An important component of the plan will be the analysis of opportunities to expand and enhance the integration of the Skunk Creek / ACDC area with the district while maintaining its important flood control purpose.

The goals of this plan include:

- Creating a successful, walkable, destination-oriented and pedestrian focused mixed-use entertainment venue in an existing sub-urban development with a major league Spring training facility and other sports related activities as its primary focal point;
- Ensuring that existing and future commercial, mixed-use, and residential development can be sustained by the regional and local market;
- Establishing a unified and unique identity for the area through the use of thematic elements including landscaping, gateway identifica-

tion and district signage, street furniture, and other urban design elements; and,

- Enhancing the Skunk Creek Wash/Arizona Canal Diversion Channel area with recreational amenities, environmental educational opportunities, and natural and manmade features that restore and promote viable and productive ecosystems for native species.

OPPORTUNITIES

For the purpose of this study, the large expanses of parking lots were identified as opportunities for redevelopment as well as the vacant sites on the eastern portion of the subject property. The larger parking lots occupy nearly sixty acres for possible redevelopment. Approximately 16-acres are located southwest of the stadium and nearly eight acres are located northeast of the stadium. The project site is highly visible from Loop 101 and Bell Road, and 83rd Avenue and 75th Avenues provide additional access to the project area. A successful restaurant environment is located along the project's main addresses: Bell Road and 83rd Avenue. They are a primary draw to the area and, as a result, their success will continue to draw visitors to the area. There are three main focus points within the project site (the sports complex, a multiplex movie theater, and the live theater), which are located within a six to seven minute walk of each other. Opportunities exist for a variety of modal linkages, signage, wayfinding, and other theming elements. Additionally, there are opportunities to provide connections to the residential neighborhood and the elementary school located to the south of the project area across Skunk Creek; and, Skunk Creek open space represents an opportunity for a linear park and trails connecting the various components of the Project Area.

MARKET STUDY CONCLUSIONS

The key to the future success of the subject site over the years is to market the unique venue afforded by the presence of the spring training facilities for two major sports franchises so that the existence of the sports complex itself achieves a "premium" for each of

the land uses. This means that, ideally, hotel rates should be higher than similar venues in the market, restaurants and retailers should be busier as they are thematically tied to the baseball parks. Even the residential component must continue to be focused and positioned as a premium location in the region. While this is a marketing challenge, it is also a land use opportunity. It means that the various land uses must be woven together with walkways, themed signage and street furnishings, programmed public events, art, public spaces, and other amenities that would draw visitors, business, and developers to the site. At the present time, these linkages do not exist on the subject site sufficient to drive up demand for the land use components.

Following is a summary of the conclusions reached by the market study:¹

Office:

- Within the Primary Market Area (PMA), there is currently an over-supply of office space with a 20.8% vacancy rate.
- Vacancy rates are not expected to decrease to 8.7%-- 11.5% levels until 2016. New construction is likely to resume at that time.
- By 2016, the Primary Market Area (PMA) is expected to stabilize at 10%.
- By 2017, the project area could support 85,000SF.
- By 2019, the project area could support an additional 120,000SF.
- By 2016-2026, a total of 1.1 million SF could be supported in the project area.

Retail:

- Currently, there is approximately 1.25 million SF in the project area with 10.8% vacancy rate.
- By 2013, an additional 86,000 to 187,000SF could be supported in the project area.
- By 2018, an additional 240,000 to 495,000SF could be supported in the project area.

¹ Research for the market study was conducted during the winter months of 2008/2009 and completed on February 17, 2009.

- Competing projects such as Westgate, Goodyear Ballpark Village, and others could affect absorption.

Hotel:

- Within the PMA, 70% occupancy rates are not expected to occur until 2016.
- New hotel development is not contemplated until 2018 when market occupancy is expected to reach a desirable 70-80%.
- New development and improvements in the project area could present the opportunity to 'reflag' existing hotel(s) to a higher quality brand or franchise.
- Based on interest from the major league teams, there is an opportunity for a four-star hotel/dormitory. A new building could be developed as family housing for the teams during spring training months and converted to original hotel use during the off season.

Residential:

There is an opportunity to capitalize on the slow real estate market by delivering affordable, new attached housing units in the project area. New residential development will derive its value from both the locational advantages of the sports complex site and the delivery of new commercial products such as neighborhood-serving and entertainment retail in a mixed-use environment. These uses will help drive demand and carve out a niche for this subject property similar to other projects like Westgate. Due to the uncertainty of the building cycle, there is no conclusion as to the number of units that can be supported at the subject site. Early phases might suggest high end rental units.

PARTICIPATION PROCESS

The process to solicit comments and suggestions, opinions and ideas from the members of the business community, area residents and stakeholders, and civic organizations consisted of a series of public workshops and one-on-one interviews. The opportunity to gather input from the public-at-large consisted of the following:

- Interviews
- Visioning Workshops
- Concept Alternatives Workshops
- Project Advisory Committee (PAC) Meetings
- Technical Advisory Committee (TAC) Meetings
- Economic Development Advisory Board Presentations (3)
- City Council Presentations (7)
- Planning and Zoning Commission Presentations (3)
- Spring Training Game Day Surveys (2)
- Chamber of Commerce Presentation
- Major League Team Charettes (2)

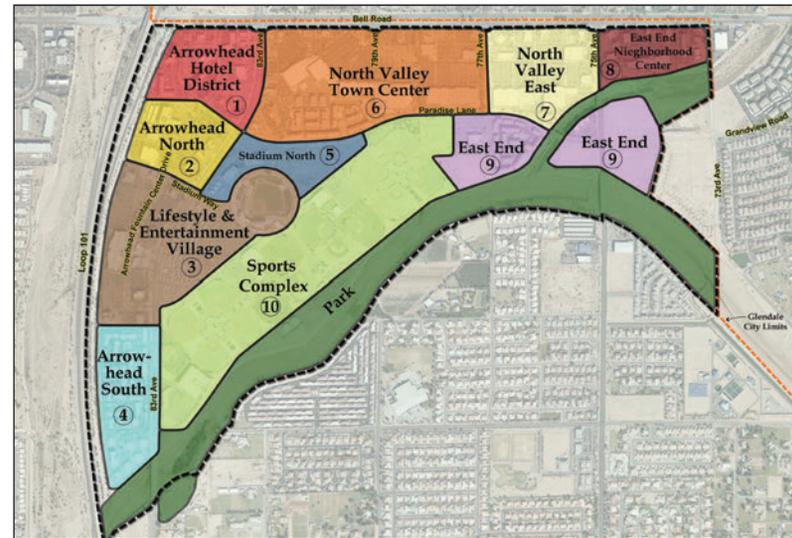
The Visioning Workshop and Concept Alternatives Workshop utilized a combination of PowerPoint and TurningPoint™ technology to inform and engage the public. PowerPoint provided sample imagery and conceptual plans and ideas. The Turning Point exercises allowed the opportunity to gather real-time audience responses to a series of interactive questions using a keypad. Open-ended questions were also presented to the audience and were immediately recorded by scribes.

Dates for the workshops and workshop results were advertised on the City's website and in the newspaper of record – the Peoria Times.. Additionally, postcards were sent to property owners and interested persons within and outside the Project Area. The City hosted and maintained a website that compiled summaries and results of each of the workshops. PDC provided graphics, questions and polling results, meeting summary notes, and PowerPoint presentations to the City for incorporation on their website.

TEN DISTRICTS

The 570-acre size of the project area along with development and redevelopment opportunities requires that the project be divided into smaller manageable districts, each with their own mix of appropriate land uses and intensities, pedestrian, vehicular and bike circulation, and public spaces. The following ten districts emerged out of the alternative concept plans.

1. Hotel District. Located southwest of the corner of Bell Road and 83rd Avenue, the district is comprised primarily of hotels and restaurants.
2. Arrowhead North. Located south of the Hotel District, the site is composed of a mix of office uses and restaurants. The proposed district is suggested to allow for additional office space that would help support future commercial/retail development in the area.
3. Lifestyle and Entertainment Village: The village would include the stadium and the parking lot southwest of the stadium, and the restaurants and Harkins Theater located east of Loop 101, west 83rd Avenue, south of Stadium Way, and north of Mariners Way. The parking lots offer sites for possible new development.
4. Arrowhead South: The existing multi-family and office developments located south of Mariners Way and west of 83rd Avenue comprise this district.
5. Stadium North: The existing offices south of Paradise Lane and the parking lot northeast of the stadium have been identified as the Stadium North District.
6. North Valley Town Center: The North Valley Power Center located between 83rd and 77th Avenues and north of Paradise Lane comprises this district. Large-scale retail stores including Target and a J.C. Penney Home Store are located here. Existing multi-family residential development is also included in the district along Paradise Lane.
7. North Valley East: This district is an existing retail development located between 75th and 77th Avenues and north of Paradise Lane. Currently, the site houses several vacant buildings that could serve as opportunities for reuse or mixed-use redevelopment.
8. East End Neighborhood Center: This district is an existing retail center located at the southeast corner of Bell Road and 75th Avenue.
9. East End: The East End consists primarily of vacant land and includes existing multi-family development, a small retail center, and the Arizona Broadway Theater.
10. Sports Complex: The existing Sports Complex includes the stadium, practice fields, Polar Ice Arena, and some retail uses.



Skunk Creek Open Space. Although not considered one of the urban districts, the Skunk Creek Open Space included the floodway of Skunk Creek, the Arizona Canal Diversion Channel, and the vacant land at the top of the channels.

CONCEPT ALTERNATIVES

The three concept alternative plans aimed at achieving the goals of the Urban Design Plan. Although each concept alternative plan has its distinct components and varying land use intensities, there are several features of each plan that remain consistent.

Common Components

The components that were common to each plan include the following:

- Expansive Parking Lots = Opportunity Sites. In each alternative, additional development has been directed to the parking lots as well as the vacant property in the East End. Developing the park-

ing lots with buildings, pedestrian plazas, and promenades will create an environment more conducive to pedestrian activity by placing stores and restaurants closer together and adding pedestrian amenities that provide incentives for people to walk.

- Preservation of Existing Restaurants. Peoria's 83rd Avenue/Bell Road corridor has become the dining center of the West Valley. The Arrowhead Fountain Center or "Restaurant Row" as it has been described in the press is located directly across from the Peoria Sports Complex. Maintaining existing restaurants along Bell Road also provides the opportunity for views into the site whether redevelopment occurs or not. Therefore, all three concept plans have been designed to maintain and enhance "Restaurant Row."
- "A Captured Audience." The success of a destination-oriented environment depends not only on its ability to attract visitors from the region and tourists, but also on providing for a dense number of on-site users. Currently, approximately 840 dwelling units and approximately 290,000 SF of office space exist within the project area and within approximately one-half mile (or ten minute walk) to the "centerpiece" of the project—the Stadium. In each alternative, the existing residential and office uses have remained.
- Lifestyle and Entertainment Village. The existing restaurants, Harkins Theater, the stadium, and the proposed development east of 83rd Avenue are all considered related components of a lifestyle and entertainment village. The parking lot southwest of the stadium is an opportunity for new development. The nearly sixteen acre parking lot is large enough to provide the Sports Complex area with a variety of new shops, restaurants, cafes, entertainment, and second and/or third floor office space within a five minute walk to the stadium entrance. The concept alternative identifies a prime location midway between the stadium entrance and the cinema entrance for an anchor user such as a hotel that would also enjoy high visibility from Loop 101 and serve as a landmark for the proposed redevelopment. A pedestrian promenade with ground floor retail and office uses on upper levels

links the stadium with the anchor site. Conveniently located parking structures and surface parking lots are intended to accommodate visitors to the stadium and support the proposed land uses.



- East End Neighborhood Retail Center. The retail center located at the southeast corner of Bell Road and 75th Avenue is currently a mix of both neighborhood goods and services and national chain stores. The center is well-landscaped and the building architecture is characterized with arcaded walks, brick rather than tilt wall construction, and setback variations in the front façade. The site also includes uniform pedestrian-scale signage, bike racks, and sitting areas with space for outdoor cafes. The center could provide neighborhood related goods and services for future residential and mixed-uses in the eastern section of the Preferred Plan. The East End Neighborhood Center should remain and a grocer, pharmacy, and similar services should be attracted to the site once residential density increases in the area.

- East End Mixed-Use Component. The East End comprises the vacant parcels located at the terminus of Paradise Lane. Two sites adjacent to these vacant parcels include newly constructed apartments and the East End Neighborhood center. The East End should have the flexibility of a mixed-use designation that would include both nonresidential and residential uses. Building heights should be compatible with surrounding single family residential development to the east (in the City of Glendale) or transition in height from 75th Avenue to the single family area. Buildings should be required to front Paradise Lane. The vacant parcel at the east end of Paradise Lane is a prime location for a terminus building.
- Special Place Environments. Existing development throughout the project area lacks special place environments where visitors, residents, and employees have an opportunity to interact. All three plans create opportunities for special place environments such as greens, paseos, plazas, and mini-parks to enhance the pedestrian experience.
- Improve North-South Vehicular and Pedestrian Connections. Finding an alternate route from the Sports Complex to North Valley Power Center and a signalized intersection at Bell Road at 79th Avenue was a consistent feature of all three concepts. The need to connect the Sports Complex to the North Valley Power Center without having to enter 83rd Avenue was a priority on all three concepts. In order to better connect the Sports Complex to the North Valley Power Center, an extension of Padres Way was proposed.
- Paradise Lane Improvements. Making Paradise Lane a more pedestrian friendly environment was also an important component of all three concept plans. The pavement width along Paradise Lane should be reduced to allow for two 12' travel lanes, one 12' center turn lane, and two 6' bike lanes. Paradise Lane serves as the northern portion of the proposed Bike and Circulator Loop.

Skunk Creek Open Space Concept Alternatives

The goal of the Skunk Creek component of the Plan was to identify opportunities to expand and improve the integration of the Skunk Creek/ACDC area with the proposed pedestrian focused mixed use entertainment environment. The three Skunk Creek Open Space concept alternative plans can each be characterized by the following components:

- Concept Plan A) Parks Necklace—a series of three parks located on a multi-use trail on the north side of Skunk Creek;
- Concept Plan B) Landscape Zones—an educational trail experience with three of the area's distinct landscape habitat zones located at the top of the Skunk Creek channel (limited landscaping may occur at the bottom of the channel); and
- Concept Plan C) a well-landscaped shaded trail environment with areas for sitting, resting, and viewing.

PREFERRED PLAN

The common components of the three concept alternative plans emerged as a result of the planning process as the desirable features for the Preferred Plan. In addition to these common components, the following additional special features emerged as elements that will be incorporated into the redevelopment of the Sports Complex Project Area.

83rd Avenue Plaza

The project area currently has three primary entertainment focal points—the stadium, Harkins Theater, and Arizona Broadway Theater. The stadium and the Harkins Theater demand the largest number of parking spaces. One of the goals of the Urban Design Plan is to create a walkable environment and encourage a “park once and walk” approach for visitors, shoppers, residents, and employees in the area. The stadium and the cinema are separated by 83rd Avenue. Depressing 83rd Avenue and constructing a plaza above would provide a safe and uninterrupted connection between the stadium, the theater, and the restaurants. A plaza would not impact vehicular traffic; a plaza can be

designed so that Stadium Way and Mariners Way are unchanged. The plaza also provides an opportunity for new businesses to locate. The plaza encourages existing restaurants to create outdoor dining spaces and expand. The proposed approximately 2.4-acre plaza could be large enough to hold public events, concerts, and fairs. Event space could be expanded if necessary to include additional space in the Lifestyle and Entertainment Village east of 83rd Avenue. Components of the plaza should include, but not be limited to, water features, landscaping, specialty paving, public art, intimate sitting areas, and shade structures.

Canalwalk

The region has a history of the construction of canals for irrigation and drainage. A series of canals woven throughout the project provides a rare attraction for visitors and area residents and would have the added effect of cooling the surrounding environment. Water features, hereinafter known as the Canalwalk, can be used to teach the history of canals throughout the City and Valley through informative markers. The Canalwalk has the opportunity to take on a variety of forms such as long and linear (or curvilinear) with a variety of widths, artist commissioned fountains, splash play fountains, and large wide pools. The canals can be used as locations for outdoor dining and cafes. The water features can be incorporated throughout the 83rd Avenue Plaza and the Lifestyle and Entertainment Village Promenade.



Artisan Village

The site for an Artisan Village is located at the southern end of 77th Avenue (also the proposed location for a Skunk Creek trailhead and pedestrian bridge crossing to the neighborhoods to the south).

The project's third entertainment focus is the Arizona Broadway Theater. One mile separates the proposed Lifestyle Village from the Broadway Theater. While the Lifestyle and Entertainment Village provides a central focus for the development on the western half of the site, the Arizona Broadway Theater and the proposed development of the Artisan Village site will provide a central focus for the eastern half of the Urban Design Plan area. The site is more than five acres which allows enough room for a number of activities including an outdoor amphitheater overlooking Skunk Creek; a museum for the arts; art galleries; restaurants; and a lawn space for outdoor events.



New surface parking for approximately 240 vehicles can be accommodated on the Artisan Village site as well as expansion of the Arizona Broadway Theater parking lot. Additional parking could be shared as needed with the Broadway Theater. The site is not visible from Paradise Lane; however, a well-planned and designed signage and wayfinding program could direct visitors to the Artisan Village. Both Skunk Creek and Paradise Lane should be promoted as pedestrian, bicycle, and circulator service between Lifestyle Village and Artisan Village.





Promenade

A pedestrian connection between the anchor site in the Lifestyle and Entertainment Village and the stadium should be developed. The Promenade should be well landscaped, storefronts should provide shading, and a mix of restaurants and retail on the ground floor should be provided. Office uses on the upper floor(s) would allow for on-going year-round patronage by the employees. The promenade could carry the "Canalwalk" theme from the anchor to the stadium entrance.

Mixed-Use Designation

A Mixed-Use designation allows for the flexibility throughout all or designated areas of the development to permit a wide variety of compatible land uses within a building, a parcel or group of adjoining parcels. Mixed-use projects are intended to create and sustain pedestrian-oriented neighborhoods where local residents and visitors

have convenient access to jobs, shopping, recreation, entertainment, public facilities, transit, and various services. The purpose of the designation is to encourage a diversity of compatible land uses including Mixed-Use with residential components which is a mixture of residential with at least one or more of the following: commercial, office, educational, institutional, and other appropriate urban uses or a Mixed-Use with a variety of non-residential components which is a combination of retail, office, hotel, educational, institutional, entertainment and other appropriate urban uses. A Mixed-Use designation is proposed for the Sports Complex Project Area. Permitted uses are defined in this document as well as some limitations for the types of uses in certain districts. For example, the Lifestyle and Entertainment Village is intended to support shopping, restaurants, hotels, and entertainment uses as well as office.



Proposed Parking

The project area is planned as a walkable mixed-use environment so that a "park once and walk" approach to parking is possible. Parking for the Preferred Plan consists of 4,500-4,800 parking stalls around the stadium site and more than 8,000 parking stalls located within a ten-minute walk of the stadium (at build-out). Approximately 1,650 surface parking spaces will be maintained near the stadium, additional structured parking for 1,275 spaces will be located in the southwest parking lot, and the potential exists for an additional 750 structured parking spaces near the team training facility buildings. Parking may also be accommodated on pervious surfaces in the stadium employee parking lot and at the Arizona Broadway Theater and Artisan Village parking lots with circulator service to the stadium. Meeting parking demands for new development and stadium parking is based on a shared ap-

proach for the mix of uses proposed for the Project Area. Standards for shared parking are identified in Chapter 6 of this document.

Pedestrian and Bicycle Improvements

The Preferred Plan makes several recommendations for improvements to the pedestrian and bicycle circulation throughout the Project Area. The following pedestrian improvements have been identified for the Preferred Plan: Traffic studies for the ultimate build-out indicate that Paradise Lane could be a desirable location for the northern alignment for a proposed bicycle loop. Paradise Lane could be reduced to three lanes with bike lanes on both sides. The bike loop would continue along 75th Avenue. There would be 10' to 12' shared pathway with pedestrians along the north bank of Skunk Creek, and the western portion of the bike loop would weave through the Sports Complex back to Paradise Lane. The 83rd Avenue Plaza would significantly improve pedestrian circulation between the stadium and the Promenade and the proposed development west of 83rd Avenue. Wider sidewalks along 83rd Avenue and Paradise Lane were also recommended.

Circulators

On-site Circulators. The Peoria Sports Complex stretches from the vicinity of 75th Avenue at Bell Road south to 83rd Avenue at Skunk Creek – a distance of approximately 2-1/3 miles. Extensive redevelopment of the project area into a mixed-use activity center would benefit greatly from on-site transportation circulators. An on-site circulator service would permit parking to be concentrated, allowing greater freedom and flexibility regarding major elements of the project's design and configuration. Moreover, it would serve a primary integrating function by facilitating access between the different sectors, helping to reduce vehicle trips between on-site developments. The circulators would also be especially beneficial in supporting special events at the various entertainment and recreation venues within the Peoria Sports Complex. Rubber tired circulator service or a similar circulator could operate on surface streets within the project area, particularly along 75th and 77th Avenues, Paradise Lane, 83rd Avenue, Arrowhead Fountain Center Drive, and

Mariners Way. Circulators would help to reduce internal traffic levels. Stops could be provided to connect the hotel and residential uses to the ballpark, retail, and restaurant districts. This would improve traveler safety and increase the sense of cohesion – even identity – within the project area. Activity center circulators are not uncommon, and redevelopment of the project area offers the potential to combine circulator service on a shared pathway with the bicycle loop

Off-Site Circulators: There are many retirement/care communities within the vicinity of the Peoria Sports Complex devoted to the welfare of older citizens. Many of the individuals in these communities are considered to be “transportation-disadvantaged,” (i.e., mobility is limited due to physical or economic conditions). The City of Peoria could provide circulators to bring these older citizens to the project area and, potentially, other areas of the City. The circulators could have a two-fold purpose: (1) enhance the overall accessibility and mobility of older citizens living in Peoria and nearby communities (specifically, Sun City and Sun City West), and (2) improve the social and economic quality of life of older citizens by increasing recreational, shopping, and entertainment opportunities. These “off site” circulators could easily be linked with the “on-site” circulators, or they could augment the on-site service by adding buses into the internal site route.

Character Guidelines

The Guidelines are a tool for identifying a preferred approach to land development that places primary emphasis on the physical form of the built environment with the end goal of producing a specific type of ‘place’. These guidelines control the physical form of buildings and their physical environment, and to a lesser extent, the land use. The objective of these regulations is to achieve a specific urban form. The Character Guidelines are meant to supplement the zoning ordinance and the 2008 City of Peoria Design Review Manual for design and review of nonresidential and residential development within the project area. Like the Design Review Manual, the Code is intended to be used as a baseline for the minimum qualitative design standards for the Sports Complex Urban Design Project Area.

The guidelines include the theming elements that would tie the project and its ten districts together. From the various public workshops and meetings with the City, the following considerations emerged. While the Project Area consists of the Sports Complex which occupies more than one third of the Project Area, other distinct land uses also existed. While a “sports” theme for the Sports Complex was an obvious choice, other components such as the Arizona Broadway Theater might merit a more “art-oriented” themed approach.

This document includes standards for the following:

- Building massing and facades,
- Storefront shading,
- Building entries,
- Gateway and corner buildings,
- Corner plazas,
- Surface parking and service areas,
- Structured parking,
- Street furnishings such as benches, trash containers, bike racks, lighting, and signage and wayfinding, and
- Landscape treatment for the Urban Design components as well as the Skunk Creek Open Space.

The guidelines also use local images of the architectural character and quality that will be required for the project area without dictating a certain architectural style.

IMPLEMENTATION

Ultimately, success toward the realization of the Plan will depend on the participation of the private sector. To set the groundwork and create an environment for success, the City of Peoria should pursue four (4) primary implementation tracks:

1. Create the regulatory environment;
2. Foster identity creation;
3. Further the implementation of physical improvements; and
4. Promote economic development activity in the area.

Finally, the organization and methodology for municipal finance is a major topic that is addressed in Chapter 7—Implementation and Finance-of this document.

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CHAPTER I INTRODUCTION

CONTENTS

- A. Purpose of Study
- B. City of Peoria Goals
- C. Other Plans and Policies
- D. Plan Organization

A. PURPOSE OF STUDY

The City of Peoria has commissioned this study to explore urban design solutions for an area in the vicinity of the Peoria Sports Complex. This area is bounded by Bell Road on the north, Skunk Creek on the south, Loop 101 on the west, and the eastern city limits (Refer to Figure I-1, Local Vicinity Map). This area is comprised of approximately 570-acres and is predominantly developed with a mix of uses including the Peoria Sports Complex, retail, office, multi-family residential, and a variety of entertainment-oriented venues. The Peoria Sports Complex is the Spring Training and player development home of the San Diego Padres and Seattle Mariners. The complex is the first two-team facility built in the country. The focal point of the study area is the shared main stadium which seats 11,333 fans.

The overall purpose of the study is to explore conceptual urban design solutions to a variety of opportunities and challenges within the existing mixed-use core area. The primary focus of the study is to assess and make recommendations regarding the following:

- Pedestrian connectivity, vehicular circulation, and parking issues presented by the existing and future development pattern within the area;
- Land utilization within the area and definition of future development and redevelopment opportunities;
- Existing and future commercial, mixed-use, and residential densities;

- Design and development related issues including land uses, building heights and densities, and architectural design elements;
- Opportunities to establish and enhance the identity of the area;
- Recreational opportunities within the Skunk Creek/Arizona Canal Diversion Channel area;
- Environmental and restoration habitat opportunities within the Skunk Creek Wash/Arizona Canal Diversion Channel area;
- Environmental educational opportunities within the Skunk Creek Wash/Arizona Canal Diversion Channel area; and
- Opportunities, if any, for additional wildlife habitat areas within the Skunk Creek Wash/Arizona Canal Diversion Channel and embankment areas.

B. CITY OF PEORIA GOALS

The study area has emerged as a significant community asset and the City has a vested interest in maintaining its competitive position into the future. The City's goals include transforming the area into a destination-oriented and pedestrian focused mixed-use entertainment venue, ensuring that existing and future commercial, mixed-use, and residential development can be sustained by the regional and local market; establishing a unified and unique identity for the area through the use of thematic elements including landscaping, gateway identification and district signage, street furniture, and other urban design elements; and, enhancing the Skunk Creek Wash/Arizona Canal Diversion Channel area with recreational amenities, environmental educational opportunities, and natural and manmade features that restore and promote viable and productive ecosystems for native species.

The goal of the Urban Design Plan is to create a successful, walkable, destination-oriented environment in an existing suburban context with a major league Spring training facility and other sports related activities as its primary focal point. The following conditions may impact the desired intent:

1. The study area is approximately 570-acres with nearly 200-acres devoted to permanent open space (practice fields, stadium,

- and Skunk Creek). The remaining environment is nearly 94.5% developed.
2. Fairly new office and multi-family development is not likely to redevelop within the next 20 years.
 3. A successful restaurant environment is located along the project's principal corridors: Bell Road and 83rd Avenue. They are a primary draw to the area and, as a result, their success may provide limited impetus for change.
 4. The project lacks short block lengths which is a key component of a walkable environment. Currently, Paradise Lane has only two north/south access points for 4,000 linear feet of roadway. Block lengths on a street must be short to create modest walking distances. Generally, a block should be no more than 500 feet in length— 200 to 300 feet is preferred.¹ Short block lengths are also an effective tool to reduce motor vehicle speeds.
 5. Shorter blocks lengths also permit greater connectivity to adjacent parcels. Greater connectivity provides multiple vehicular options and, as a result, does not force a majority of traffic onto a select few streets such as 83rd Avenue. Connectivity is a key component of traffic calming and a walkable environment.
 6. Paradise Lane is the primary east/west pedestrian opportunity, but it lacks a pedestrian-friendly environment. The many obstacles to making it a walkable street, in addition to lengthy blocks, include: lack of a desirable street wall; lack of a perceived safety barrier between the sidewalk and the street (such as on-street parking, planting strip or bike lanes); limited use of shade trees and sitting areas; and, utility boxes are an obstruction for a desirable increased sidewalk width.
 7. The project currently lacks transit alternatives. Transit would: provide a greater number of users; reduce the need for parking; reduce the amount of traffic; and, free up land for redevelopment. Light rail, bus stops, and bus routes are either extremely limited or nonexistent and Valley Metro currently has no plans for expanding transit to the area.
 8. While Skunk Creek may be an open space asset to the project, it does create a barrier to neighborhood accessibility to the south.
 9. The entire Skunk Creek channel and the Arizona Canal Diversion channel are identified as jurisdictional (from top of bank to top of bank) so recreational facilities such as trails, soccer fields, etc. would not be a permitted option. The Flood Control District of Maricopa County will consider removal and on-going control of invasive species and the installation and maintenance of "minor" vegetation. Skunk Creek is identified as a protected "Water of the U.S." and any modification would also involve numerous federal agencies identified in Chapter 6 of this document. The northeastern portion of the channel is composed of steep concrete walls and the flood plain limits are from top of channel to top of channel.
 10. The primary key for success in the study area is to promote, incentivize, and build a catalyst project in the Study Area. The likely spark that will ignite any subsequent redevelopment and development is within the parking lot on the southwest side of the stadium. Without the City's full support for a major mixed-use, entertainment- and destination-oriented development located within the midst of a unique, exciting, safe, and comfortable environment, chances for success are diminished.

C. OTHER PLANS AND POLICIES

Several policy documents apply to the study area and have guided current development of the study area and the surrounding vicinity.

General Plan Land Use

The study area is designated as Regional Commercial, Community Commercial, and Public/Quasi-Public in the City of Peoria General Plan (Refer to Figure I-2, General Plan Land Use Map).

Regional Commercial is intended for areas where the most intense retail and office activity takes place. Typical Regional Commercial developments have uses with a market radius of more than 5 miles and contain more than 500,000 square feet of interior space and integrated residential uses. Residential uses are encouraged sub-

¹ "The Ingredients of a Walkable Street." Dom Nozzi. <http://www.walkablestreets.com/walkingred.htm>

ject to the Residential High Density (15+ du/ac) category provisions. Common uses include regional malls, power centers and automobile dealerships. Regional Commercial areas are encouraged to be integrated by site and architectural design with internal or adjacent high density residential housing development.

Community Commercial is intended for areas where intense commercial development may take place in the form of large-scale retail buildings and shopping centers having less than 500,000 square feet of indoor commercial shopping or office space. Community Commercial areas typically have a wider variety of goods and services than neighborhood shopping areas. They rely on larger trade areas and include such uses as department stores, bookstores, furniture stores, restaurants, theaters and non-retail services such as offices and banks. Community Commercial centers should be located with adequate controlled access to arterial streets. Community Commercial centers are usually designed so that adequate affordable housing is accessible to the center to supply housing for employees.

Public/Quasi-Public areas are intended for a variety of public and private facilities including non-profit, religious and philanthropic institutions, police and fire stations, public buildings, recreational facilities, public and private schools, colleges, hospital medical campus, libraries, post office facilities, cultural centers and similar uses. This category also includes traditional utility service uses such as wastewater treatment plants, water treatment plants, storage reservoirs and tanks, well sites, electric substation sites and electric generating / receiving stations.

Zoning and Planned Area Developments

The City of Peoria's zoning map identifies five separate Planned Area Development (PAD) documents which cover the site in addition to a few select areas identified as C-2 (Intermediate Commercial), RM-1 (Multi-Family Residential), AG (General Agriculture), and PI-1 (Planned Light Industrial) (Refer to Figure 1-3, Existing Zoning).

PADs are intended to provide an alternative to the City's conventional

zoning and development approaches and processes to encourage innovations in residential, commercial, and industrial development, to reflect changes in the technology of land development, and to encourage a more creative approach to the utilization of land to accomplish a more efficient, aesthetic, and desirable development. The North Valley PAD (Z90-23A.10) addresses the community commercial and multi-family residential properties located within the southwest quadrant of the North Valley Specific Area Plan. The Peoria Arrowhead Entertainment Center PAD (Z95-22A.9) establishes standards for the Arrowhead Fountains Center area and identifies a mix of hotel/motel, multi-family, research and development, convention center, and commercial uses. The Crossing at Arrowhead PAD (Z93-25A.3) identifies standards for community commercial and multi-family uses provided within the southwest quadrant of the North Valley Specific Area Plan. The Peoria Sports Complex PAD (Z93-16A.8) addresses the sports complex area which is designated in the North Peoria Redevelopment Area Plan for community commercial, park, and open space uses. Lastly, the Paradiso PAD (Z06-15) establishes standards for retail, office, and restaurant uses for the site located at the southwest corner of 75th Avenue and Paradise Lane.

The C-2 (Intermediate Commercial) District located in the northeast corner of the project area is intended to provide shopping centers for the sale of convenience goods and personal services. In order to prevent the establishment of undesirable "strip" commercial development, it is intended that each development be contiguous and limited in scale. The C-2 districts should generally be restricted to the intersection of major arterial streets while providing one-mile separation from other non-adjacent commercial districts. The regulations and development standards are designed to preserve adjacent residential amenities and to prohibit encroachment by more intensive commercial uses.

The RM-1 (Multi-Family) District located in the eastern portion of the project area is intended to fulfill the need for multi-family residences or attached single-family residences which are compatible with abutting single-family residential districts. Certain essential and complimentary uses are permitted under conditions and standards which assure protection of the character of the district.

The AG (General Agriculture) District located in the eastern portion of the project area is intended to comprise lands devoted to agriculture related activities, and other open field uses. This district is further intended to constitute a “holding” district to retain land in less intensive use until the time is appropriate for more intensive development so as to prevent scattered development and the premature and costly extension of utility mains and services related thereto, and to regulate development so that it occurs in stages according to market need and progresses contiguously outward from the developed urban area. Regulations are designed to limit uses to those which are compatible with agriculture, to prevent encroachment by more intensive uses and to preserve the open field characteristic of the district.

The PI-1 (Planned Light Industrial) District is intended to accommodate certain industrial structures and uses having physical and operational characteristics that might have potential adverse impacts on adjacent properties. The regulations and development standards are designed to permit those industrial uses which can be operated in a relatively clean, quiet and safe manner, and are compatible with adjoining industrial uses without causing adverse impacts, danger or hazard to nearby non-industrial uses.

North Valley Specific Area Plan (1989)

The North Valley Specific Area Plan is a master development plan for a mixed-use activity center built around a regional shopping center. The planning area is located in one of Glendale’s and Peoria’s developing employment centers adjacent to Bell Road and includes a range of retail commercial uses, office, light industrial, multi-family residential, and business park uses. The general boundaries of the planning area are Union Hills Drive to the north, 67th Avenue to the East, Skunk Creek to the south, and the New River to the west. A portion of the Peoria Sports Complex project area falls within the North Valley Specific Area Plan (Refer to Figure I-4 North Valley Specific Area Plan Overlap).

North Peoria Redevelopment Area Plan (1992)

The entire Peoria Sports Complex study area falls within the North Peoria Redevelopment Area (Refer to Figure I-5, North Peoria Redevelopment Area Plan). The North Peoria Redevelopment Area was established in 1992 when the City declared the area blighted. The Redevelopment Area Plan contains several goals for this area including managing commercial growth to match capacities in utility and traffic systems; increasing transportation options and arterial and collector street capacities to serve the proposed intense commercial and recreational developments; providing efficient water and sewer services adequate to meet the needs of growth and development planned for the area; designating specified drainage structures and remnant parcels as an open space corridor to provide unique passive and active recreation opportunities; and preserving natural habitats and plant materials in the creek and channel bottoms where possible.

D. PLAN ORGANIZATION

This document is organized as follows:

- Chapter 1 provides an introduction regarding the purpose of the study, goals, and other plans and policies that have guided current development.
- Chapter 2 provides a brief overview of the study area including the regional and local context, history, physical conditions, existing form and character, and opportunities and constraints to future development.
- Chapter 3 provides an overview of current market conditions and market potential.
- Chapter 4 outlines the public participation process and community involvement received for this project.
- Chapter 5 summarizes the three Concept Alternatives that were considered for this project.
- Chapter 6 describes the Preferred Alternative, identifies development regulations for the Preferred Alternative, and includes a

Code which will guide architectural and theming elements and a shared parking option within the project area.

- Chapter 7 focuses on implementation strategies and financing mechanisms to implement the Preferred Alternative.

Figure I-1
Local Vicinity Map



Figure I-2
General Plan Land Use Map

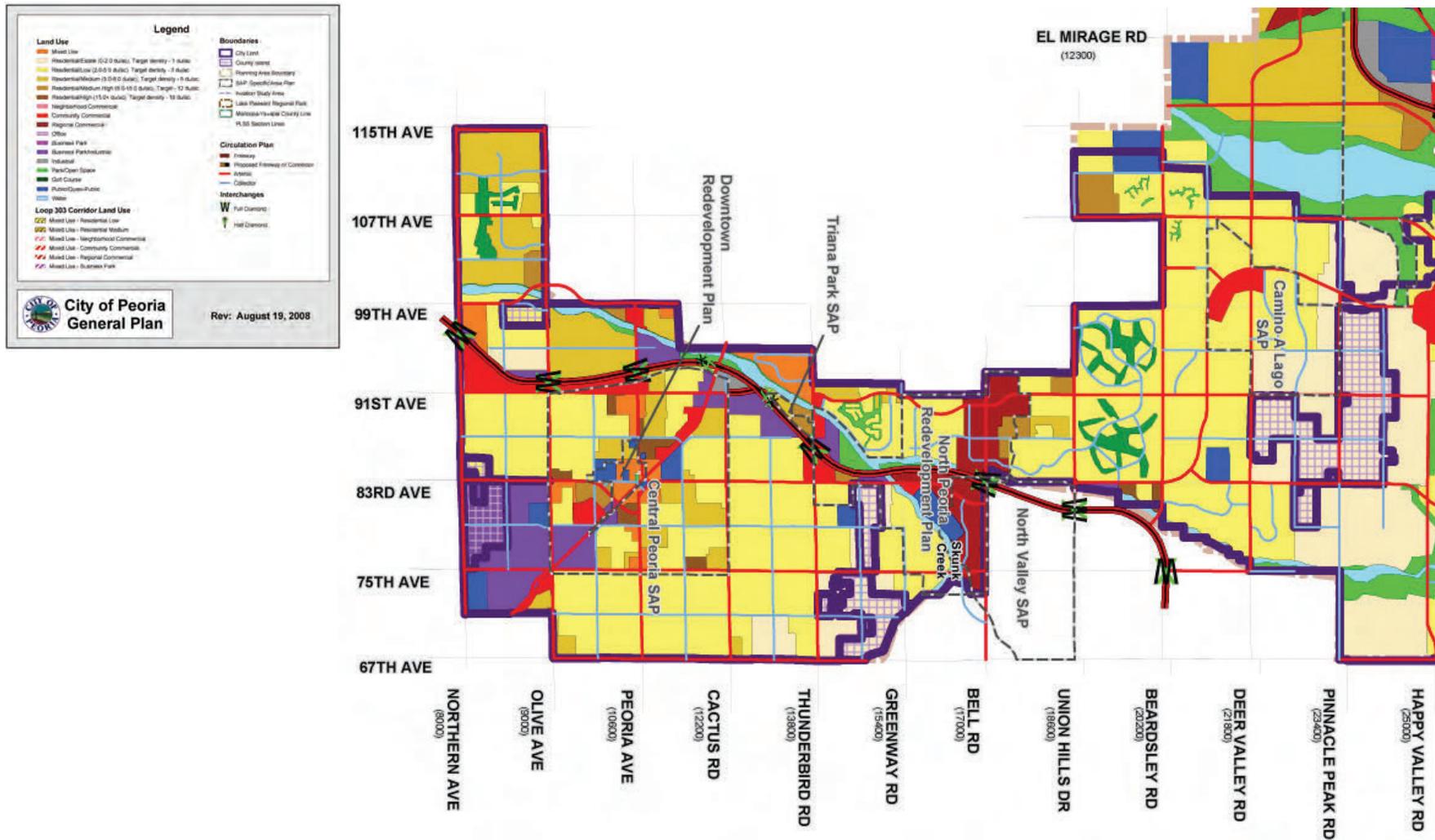


Figure I-3
Existing Zoning

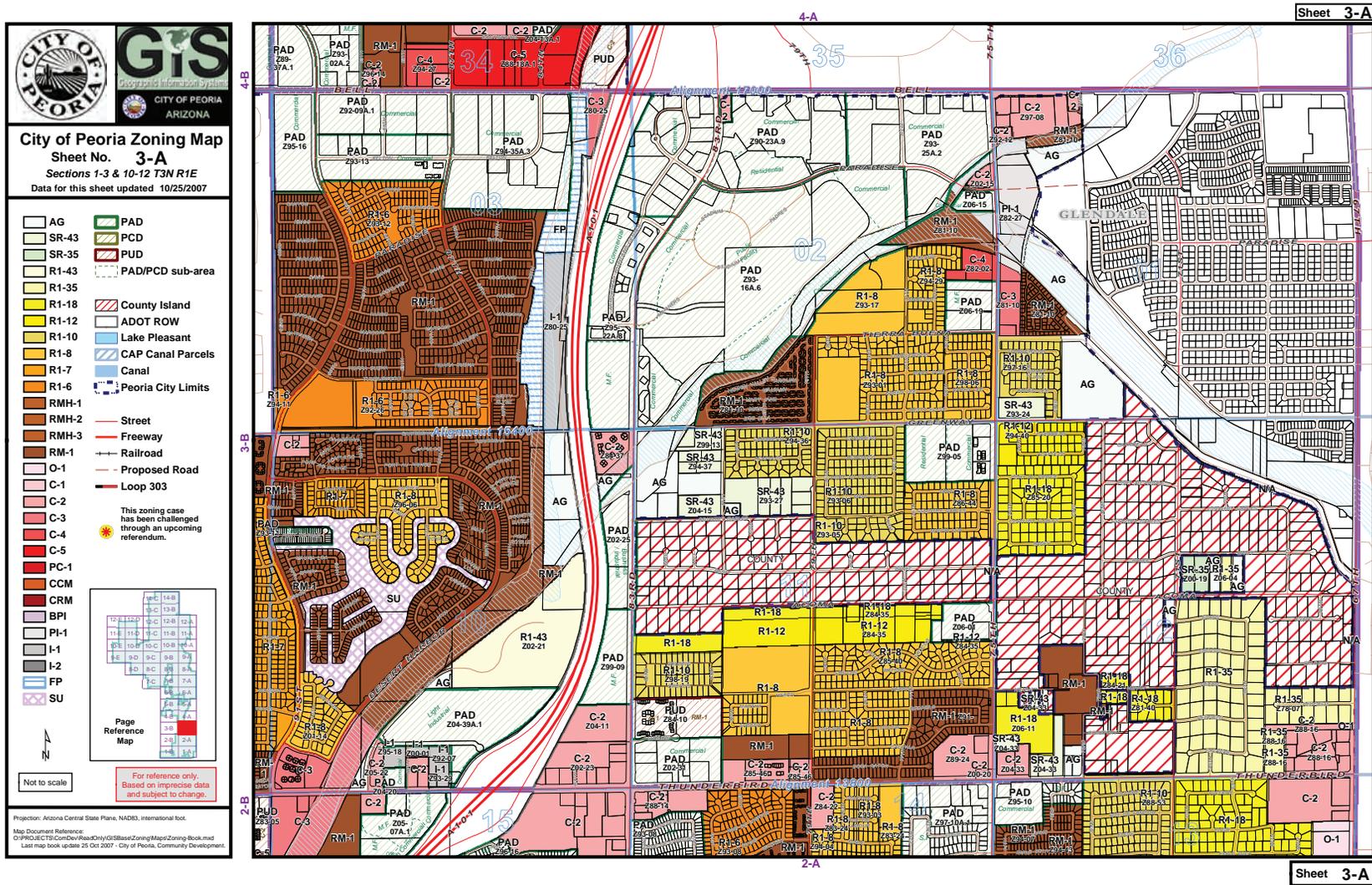


Figure I-4
North Valley Specific Area Plan (1989)

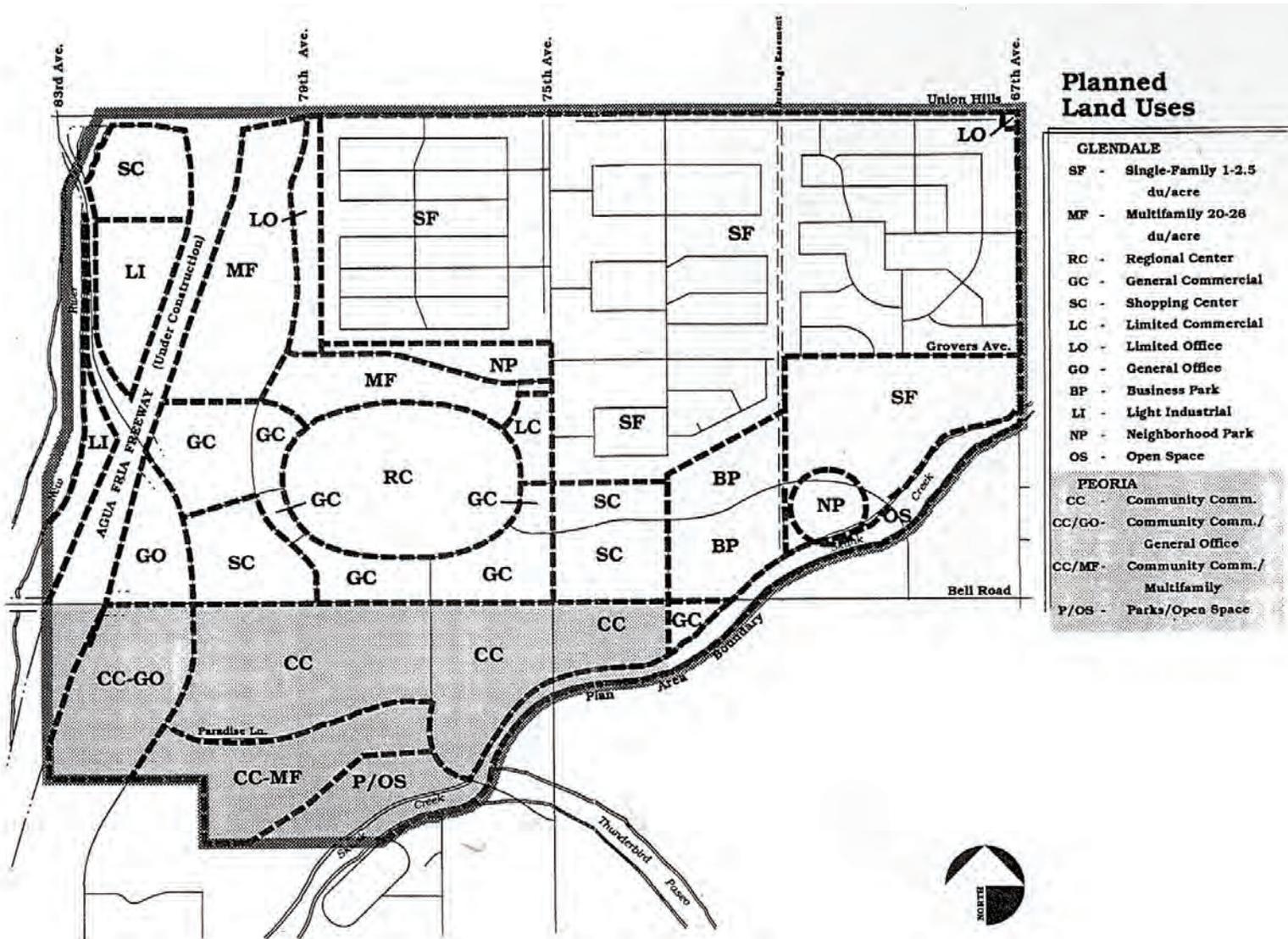
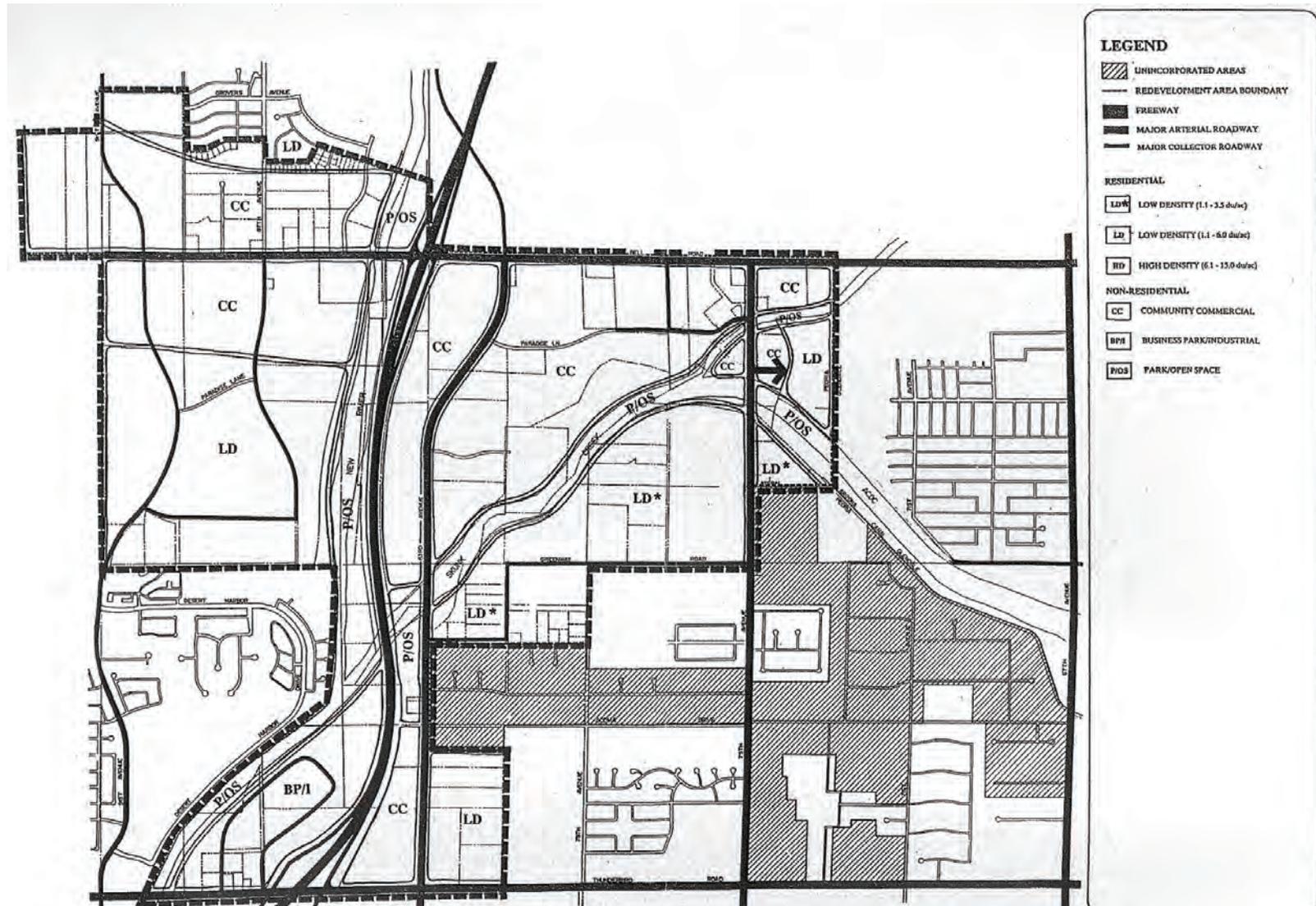


Figure I-5
North Peoria Redevelopment Area Plan (1992)



CHAPTER II STUDY AREA CONTEXT

CONTENTS

- A. Regional Context
- B. Local Context
- C. History
- D. Form and Character
- E. Opportunities and Constraints

A. REGIONAL CONTEXT

The City of Peoria is located in central Arizona, in the Northwest Phoenix Metropolitan Area (Refer to Figure II-1, Regional Location Map). It is approximately 13 miles northwest of downtown Phoenix by car. The majority of Peoria is within Maricopa County. The northernmost part of the City, which includes a portion of Lake Pleasant Regional Park, falls within Yavapai County. Regional access to Peoria is provided by Grand Avenue and Interstates 10 and 17 via Loop 101 (Agua Fria Freeway). Peoria is Arizona's fourth largest city in terms of incorporated area, and ninth largest city in terms of population.

According to the Maricopa Association of Governments, the Maricopa Region has been one of the fastest growing metropolitan areas in the United States, among those with populations of more than one million people. From 1980 to 2005, the population grew from 1.5 million persons to 3.7 million. High levels of growth are expected to continue in the future and by 2030 the population of Maricopa County is projected to reach 6.1 million people. With such high population growth estimates, it is desirable for future development and redevelopment to occur in a compact and mixed-use manner that promotes pedestrian activity and reduces reliance on automobiles, thereby decreasing future traffic congestion on local roads and freeways.

B. LOCAL CONTEXT

The Peoria Sports Complex site is located in southern Peoria approximately three miles north of OldTown via 83rd Avenue. It is bordered by Loop 101 to the west, Bell Road to the north, 75th Avenue and the City of Glendale to the east, and Skunk Creek to the South. The Arrowhead Towne Center, a regional mall, is located north of Bell Road in the city of Glendale. The University of Phoenix Stadium, Jobing.com Arena, and Westgate, a commercial residential, and entertainment complex, is located seven miles south of the study area. The stadium and arena complex is home to NFL's Arizona Cardinals and NHL's Phoenix Coyotes. Westgate's environment includes the Waterdance Plaza and Fountain Park. The Peoria Sports Complex, central to the project site, is the spring training and player development facility for the Seattle Mariners and the San Diego Padres. The remainder of the site contains several restaurants, a movie theater, commercial, office, hospitality and recreational uses, several multi-family developments, performing arts theater, and vacant land. It has enormous potential to become a mixed-use entertainment destination (Refer to Figure II-2, Existing Land Uses).

C. HISTORY

For more than 1,000 years, the Hohokam peoples occupied the land and the region that become Phoenix, Arizona. The Hohokam created roughly 135 miles of irrigation canals along the Salt River, making the desert land arable. The Hohokam grew cotton long before the first settler arrived in the valley. Between 1300 and 1450, the Hohokam abandoned the area, presumably due to periods of drought and severe floods.

In 1867, Phoenix's founder, Jack Swilling, noticed the abandoned irrigation canals and saw the Salt River Valley as potential fertile farmland that only needed water. He re-excavated the network of prehistoric Hohokam Indian canals that irrigated thousands of acres of farmland along the Salt River and his efforts helped give birth to south-east valley settlements that became the cities of Tempe and Mesa.

Unfortunately, for the northern and western portions of the Salt River Valley, there were no Indian canals to restore. The lands that make up modern day northwest Phoenix, Glendale, and Peoria remained raw desert for more than 15 years after the East Valley cities had already been settled. The barren Northwest Valley also needed water to flourish and grow.

The idea was soon borne to build a canal 44 miles long from its heading on the Salt River westward across the northern part of the Valley to the Agua Fria River. As a result, the Arizona Canal Co. was incorporated on December 20, 1882, by M.W. Kales, William A. Hancock, and Clark Churchill, three prime builders of pioneer Arizona. William James Murphy, an engineer from Illinois, was chosen to head the construction. After conquering immense engineering problems, the first water flowed through the newly constructed Arizona Canal in May 1885.

Once the canal was completed, William James Murphy went east to interest people in settling in this new community. In 1888, he successfully convinced Joseph G. Greenhut, an influential businessman from Peoria, Illinois, to promote and found the settlement of “new” Peoria. In that same year, Murphy and others constructed a diagonal road, known as Grand Avenue, from Phoenix to Peoria, thereby providing the first direct link to the northwestern portion of the Valley from Phoenix. Over 5,000 acres of land in the new district was purchased by citizens from Peoria, Illinois. Residences in the new community sprang up, and a school and Post Office were established by 1889. More people followed the original families and Peoria continued to grow as a farming community.

Dairy farming and alfalfa production were the predominant farming activities. When the United States entered World War I in 1917, the demand for cotton was extremely high and so valuable that almost all other crop productions were ceased in order to grow cotton instead. However, after the war, many of the government contracts for cotton dried up as there was no longer a need for it. The resulting surplus in the market resulted in the eventual end of the boom of cotton in the valley. In addition, Pima cotton needs cool nights, and the Valley does not get as cold as it used to. In 1987, 66 percent of the

country’s Pima crop came from Arizona. Now, it is down to 2 percent.

The City had a population of 12,000 in 1970. The City of Peoria experienced rapid increase in the population from 1980 to 1990 and grew to 100,000 by the late 1990’s. During this period, the city turned its focus to expand its commercial and industrial base in order to maintain a balanced local economy and support its new residents. During this burst of rapid growth, North Valley Center and Arrowhead Fountains Center grew as suburban development often did during this period. The approximately 145-acre Sports Complex with its 11,000+ seat stadium was built in 1994.

D. FORM AND CHARACTER

The project site has developed with a typical low-density auto-oriented suburban form. The site contains a standard commercial “power center” with a variety of big box chain stores in the northern portion of the site, a row of restaurants along 83rd Avenue, a movie theater surrounded by vast parking lots on Arrowhead Fountain Center Drive, the baseball stadium surrounded by parking lots on 83rd Avenue, and pockets of office and multi-family residential development. There is no consistent architectural character or theme in the area. The site contains franchise architecture, tilt wall construction, a variety of signage, and a variety of lighting. There are limited pedestrian amenities such as street furnishings.

The shopping center located on a site southeast of the intersection of Bell Road and 75th Avenue (hereinafter referred to as the East End); however, differs from the remainder of the project area. This commercial center is characterized by brick architecture, covered arcades, heavily landscaped and varied setbacks, pedestrian-scale signage, sitting areas, and shade trees.

E. OPPORTUNITIES AND CONSTRAINTS

There are several opportunities and constraints on the project area based on existing physical conditions (Refer to Figure II-3, Opportunities and Constraints Analysis). The major constraints include the following:

- Wide, busy arterial streets such as 83rd Avenue serve as a barrier

to pedestrians;

- Large expanses of parking and long block lengths are obstacles to a pedestrian friendly environment;
- In most instances throughout the project area, large, sparsely vegetated parking lots are located in front of commercial buildings. These parking lots contribute to the heat island effect and decrease walkability. Parking lot surfaces can be as much as 5 °to 7° hotter than the surrounding air temperature which, in turn, increases the actual air temperature for both daytime and nighttime periods in the Phoenix area.
- Narrow sidewalks on 83rd Avenue do not accommodate large volumes of pedestrians leaving events of the Sports Complex;
- The backs of buildings of the North Valley Center face Paradise Lane, contributing to an uninviting pedestrian environment;
- Several retail outlets have gone out of business leading to a decaying marketplace;
- The remainder of Skunk Creek currently accommodates the volume of a 100-year flood plain to the top of its banks and modifications are not likely to be permitted.

In addition to these constraints, the site contains several opportunities for additional development and redevelopment including:

- The project site is highly visible from Loop 101 and Bell Road;
- The area is easily accessible from three major arterials (Bell Road, 83rd Avenue & 75th Avenue);
- The existing circulation system provides several north-south connections including 83rd Avenue, 79th Avenue, 77th Avenue, 75th Avenue, and 73rd Avenue;
- The existing circulation system also includes an east-west connection via Paradise Lane;
- There are several opportunities for future development to have views of the existing ball fields;



Three main entertainment focal points: Arizona Broadway Theater, Harkins Theater, and Ballpark

- There are three main focus points within the project site (the sports complex, a movie theater, and the performing arts theater), which are located within a six to seven minute walk of each other;
- There are several opportunities to provide links from the residential neighborhood and the elementary school located to the south of the project site across Skunk Creek; and,
- The level topography of the site eliminates development challenges associated with steep slopes or hillsides.

Some of the constraints identified can also be seen as opportunities for future development. For example, the vacant buildings and sites provide opportunities for redevelopment and Skunk Creek has the potential to become a recreational amenity and an environmental educational feature through the development of a linear park along the channel as well as through the limited restoration of vegetation and



Parking lots: Potential Development Sites

wildlife habitats if approved by the various federal regulatory agencies and the Flood Control District of Maricopa County (FCDMC).

In addition, although the site is already developed, there is ample opportunity for additional development on the large expanses of parking lots or “greyfields.” The term “greyfields” is used by builders, planners and economic development professionals to describe properties that have been developed, and have infrastructure in place, but whose use is outdated or blocks access to the best approach for the real estate’s potential.

Unlike “brownfields”, greyfields typically have little or no environmental contamination. Unlike “greenfields”, greyfields have already gone through at least one development cycle. While the term was originally applied to failing regional malls or other blighted retail properties that required development intervention to

stem their decline, the label is now often used to describe undervalued or underutilized real estate assets that hold the potential, through strategic redevelopment, to be transformed into prime investments.

For the purpose of this study, the large expanses of parking lots have been identified as greyfield opportunities for redevelopment as well as the vacant sites on the eastern portion of the subject property (Refer to Figure II-4, Buildings and Vacant and Underutilized Sites). The larger parking lots include:

- 16.8 acres southwest of the stadium;
- 8.3 acres northeast of the stadium;
- 7.9 acres north and south of Harkins Cinema;
- 9.6 acres south of Bell Road between 79th and 83rd Avenue;
- 11.5 acres south of Bell Road between 79th and 77th Avenues; and,
- 8.7 acres south of Bell Road between 77th and 75th Avenues.

Acreages noted above are approximate. The vacant sites on the eastern portion of the property total approximately 24.5 acres.

Excluding the apartment complexes, a total of approximately 13,350¹ parking spaces currently exist within the project area. The Existing Parking Map identifies the number of spaces that occupy the study area (Refer to Figure II-5, Existing Parking Map). The Map further identifies parking stalls that are located within both a five-minute walk and a ten-minute walk to the stadium. Existing surface parking covers more than 110-acres of study area. Some shared parking currently exists between the restaurants, cinema, and the stadium. Any new development that occurs on existing parking lots within the project site will need to replace that parking for businesses that remain and/or provide shared parking opportunities to retain parking capacity.

¹ Parking numbers were based on available information as provided by the City of Peoria.

Figure II-1
Regional Location Map

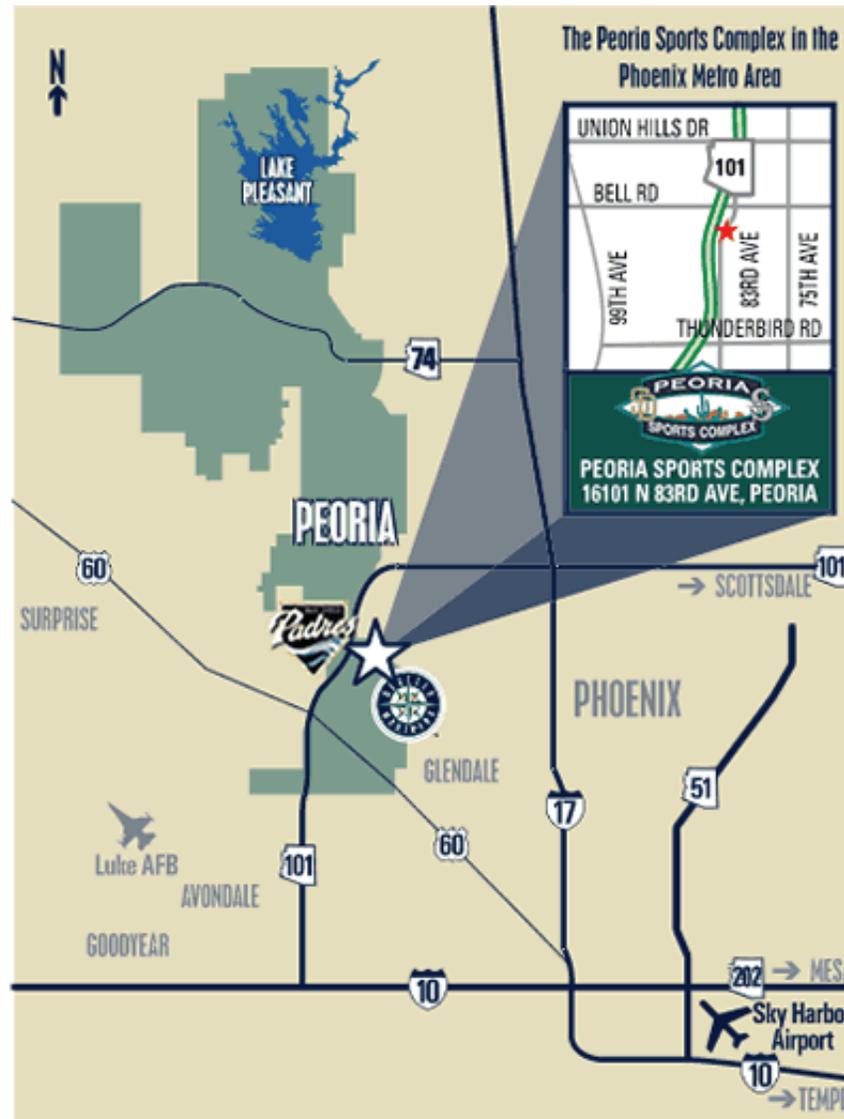


Figure II-2
Existing Land Use

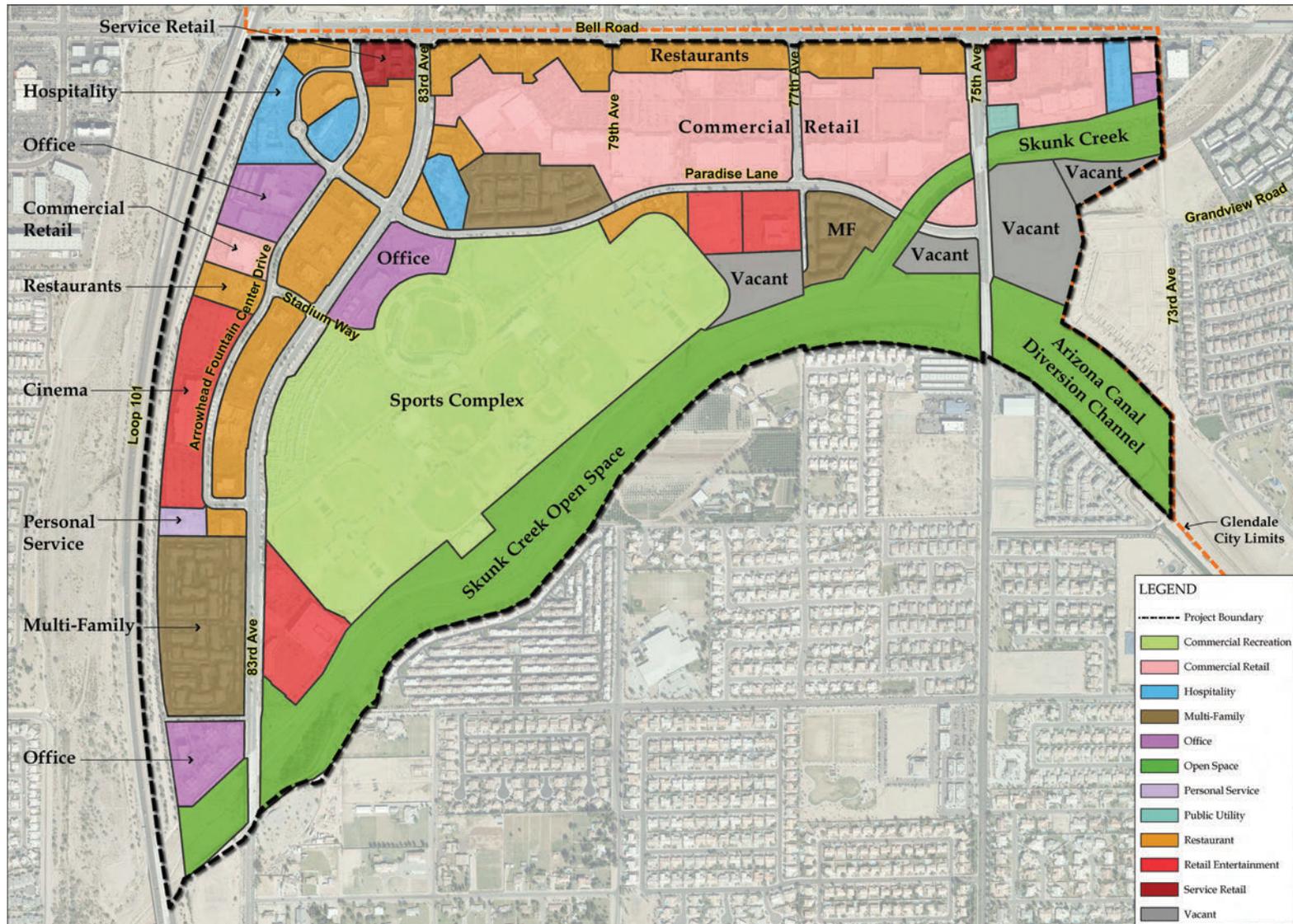


Figure II-3
Buildings and Vacant / Underutilized Sites

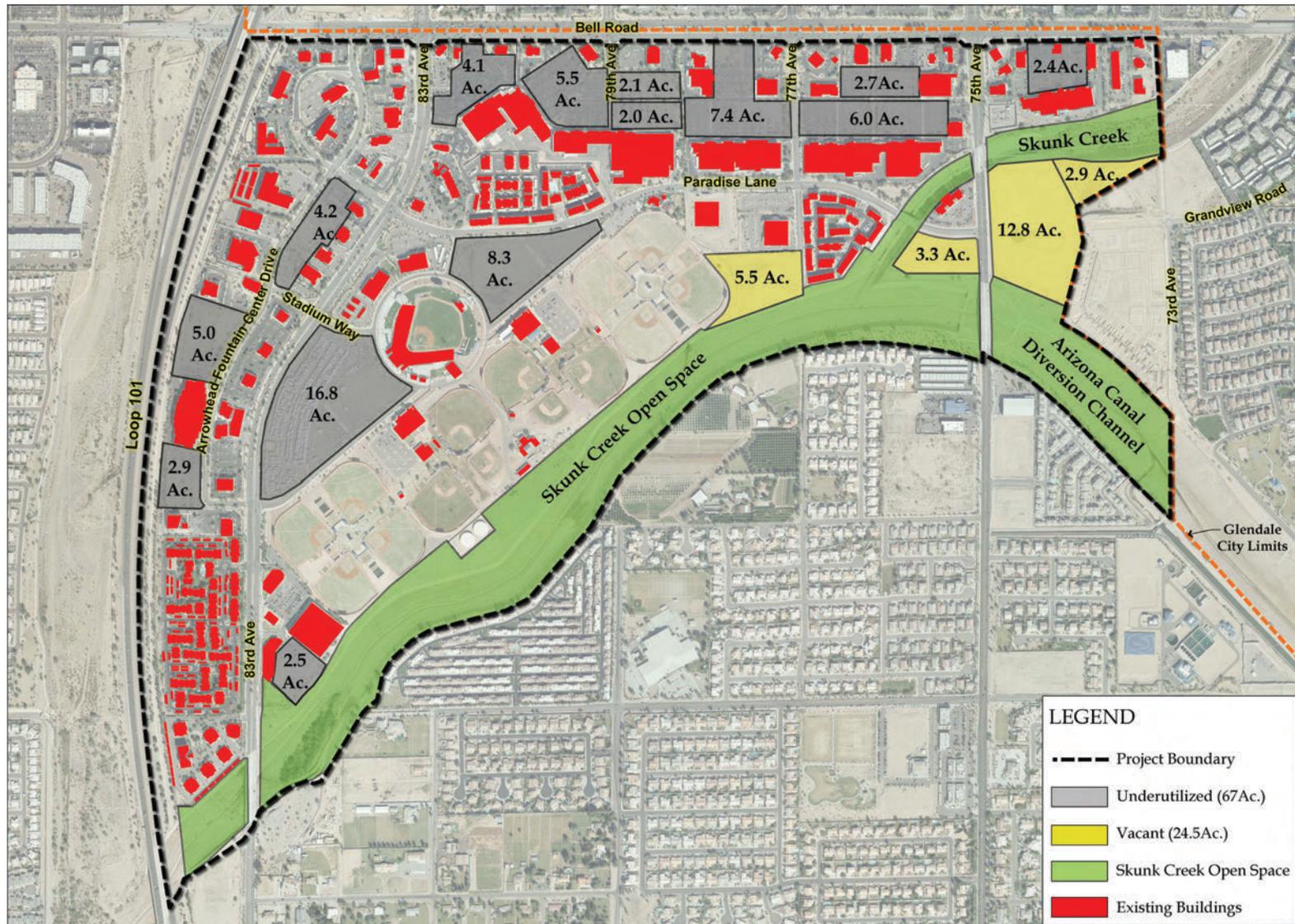


Figure II-4
Opportunities and Constraints Analysis

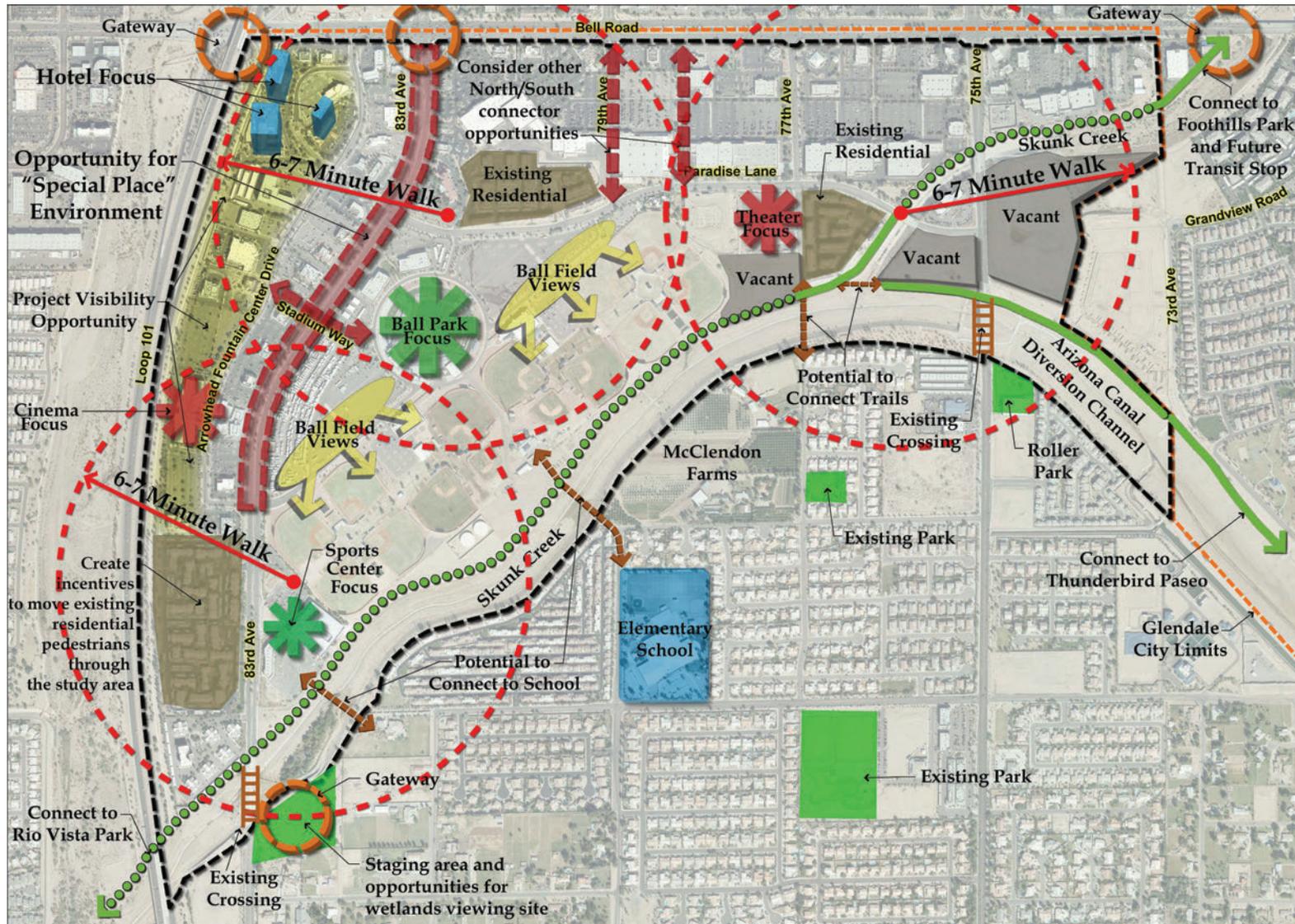


Figure II-5
Existing Parking Map



Note: Surface parking totals are approximate and based on available information as provided by the city of Peoria.

Figure II-6
Circulation (Existing and General Plan)

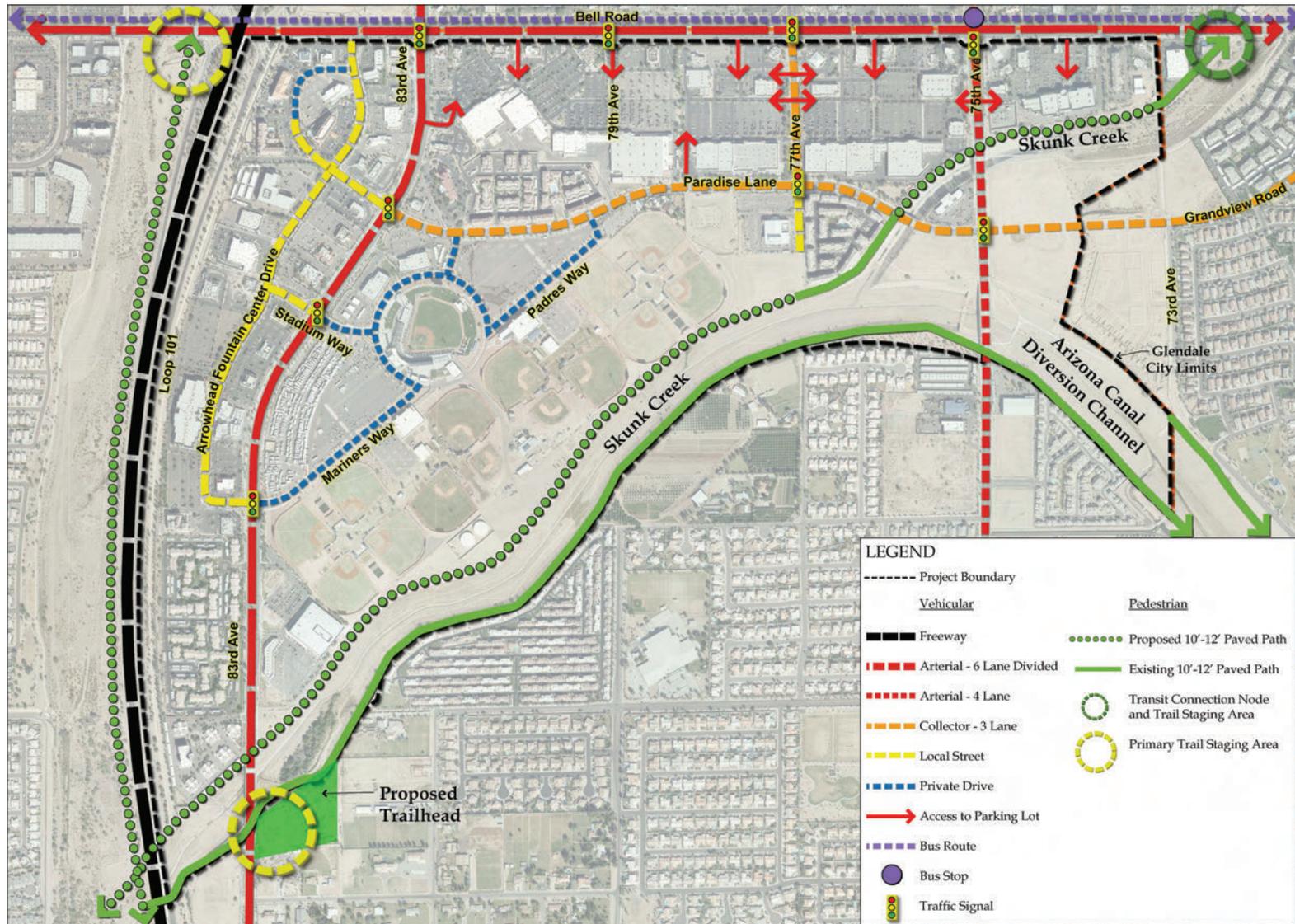


Figure II-7
Skunk Creek Open Space Area Context Map

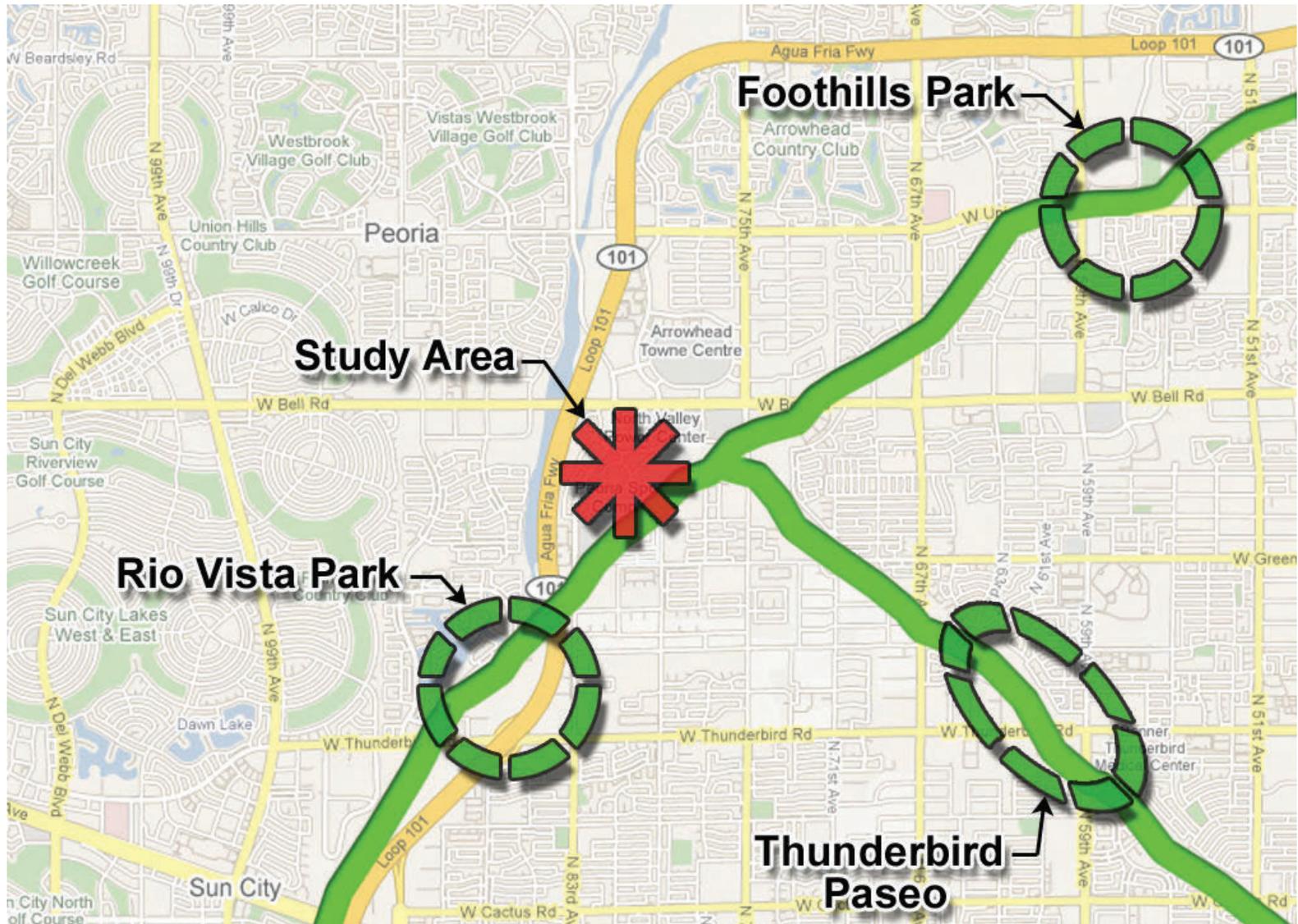


Figure II-8
Skunk Creek Opportunities Map



CHAPTER III MARKET SUMMARY

CONTENTS

- A. Service Area
- B. Market Overview and Potential

A. SERVICE AREA

The Primary Market Area (PMA) is defined as the geographic area which includes commercial office and retail space that will compete for similar tenants as new prospective development in the project area. The market service area is bounded by Happy Valley Road to the north, Olive Avenue to the south, Reems Road to the west, and Interstate 17 to the east. The following pages provide a summary of the existing conditions and the market potential for the study area's "share" of future commercial uses. The market potential is influenced by the site itself and is dependent on how the City decides to position itself in order to attract its share (or more) of the future market. The complete market study is located in the Appendix of this document. The key to the future success of the subject site over the years is to market the unique venue afforded by the presence of the spring training facilities for two major sports franchises so that the existence of the sports complex itself achieves a "premium" for each of the land uses. This means that, ideally, hotel rates should be higher than similar venues in the market, restaurants and retailers should be busier as they are thematically tied to the baseball parks. Even the residential component must continue to be focused and positioned as a premium location in the region. While this is a marketing challenge, it is also a land use opportunity. It means that the various land uses must be woven together with walkways, themed signage and street furnishings, programmed public events, art, public spaces, and other amenities that would draw visitors, business, and developers to the site. At the present time, these linkages do not exist on the subject site sufficient to drive up demand for the land use components.

B. MARKET OVERVIEW AND POTENTIAL

Research for the market study was conducted during the winter months of 2008/2009 and completed on February 17, 2009.

The Benefits Associated with the Project:

- Ballpark
- Location
- Access
- Infrastructure
- Size
- Population

The subject area has the benefit of the presence of a major league ballpark and practice fields. The facility is a major draw for the City of Peoria. It enjoys convenient access and is located adjacent to the Loop 101 Freeway and a major arterial—Bell Road. The site has existing infrastructure—water, sanitary sewer, storm drainage, and dry utilities. The population of the Phoenix Metropolitan area is greater than 4.2 million. The population of the Peoria and Glendale area is approximately 400,000.

Issues Associated with Project:

- Recession
- 20.8%+ Office Vacancy Rates
- 11%+ Retail Vacancy Rates (and rising quickly)
- 61% (Avg.) Hotel Occupancy Rates

As of the date of this document, the Phoenix area has been in a recession since early 2008. The market for office space is oversupplied with a vacancy rate at nearly 21%. Retail vacancy rates are increasing as illustrated by the closings of Linens & Things and Circuit City, for example. The current hotel occupancy rates average 61%. 70-80% occupancy rates are desired.

Market Study Conclusions

Office:

- There is currently an oversupply of office space with a 20.8% vacancy rate.
- Vacancy rates are not expected to decrease to 8.7%– 11.5% levels until 2016. New construction is likely to resume at that time.
- By 2016, the Primary Market Area (PMA) is expected to stabilize at 10%.
- By 2017, the subject site could support 85,000SF.
- By 2019, the subject site could support an additional 120,000SF.
- By 2016—2026, a total of 1.1 million SF could be supported on the subject site.

Retail:

- Currently, there is approximately 1.25 million SF on the subject property with 10.8% vacancy rate.
- By 2013, an additional 86,000 to 187,000SF could be supported in the study area.
- By 2018, an additional 240,000 to 495,000SF could be supported in the study area.
- Competing projects such as Westgate, Goodyear Ballpark Village, and others could affect absorption.

Hotel:

- 70% occupancy rates are not expected to occur until 2016.
- New hotel development is not contemplated until 2018 when market occupancy is expected to reach a desirable 70-80%.
- New development and improvements in the study area could present the opportunity to 'reflag' existing hotel(s) to a higher quality brand or franchise.
- Based on interest from the major league teams, there is an opportunity for a four-star hotel/dormitory. A new building could

be developed as family housing for the teams during spring training months and convert to original hotel use during the off season.

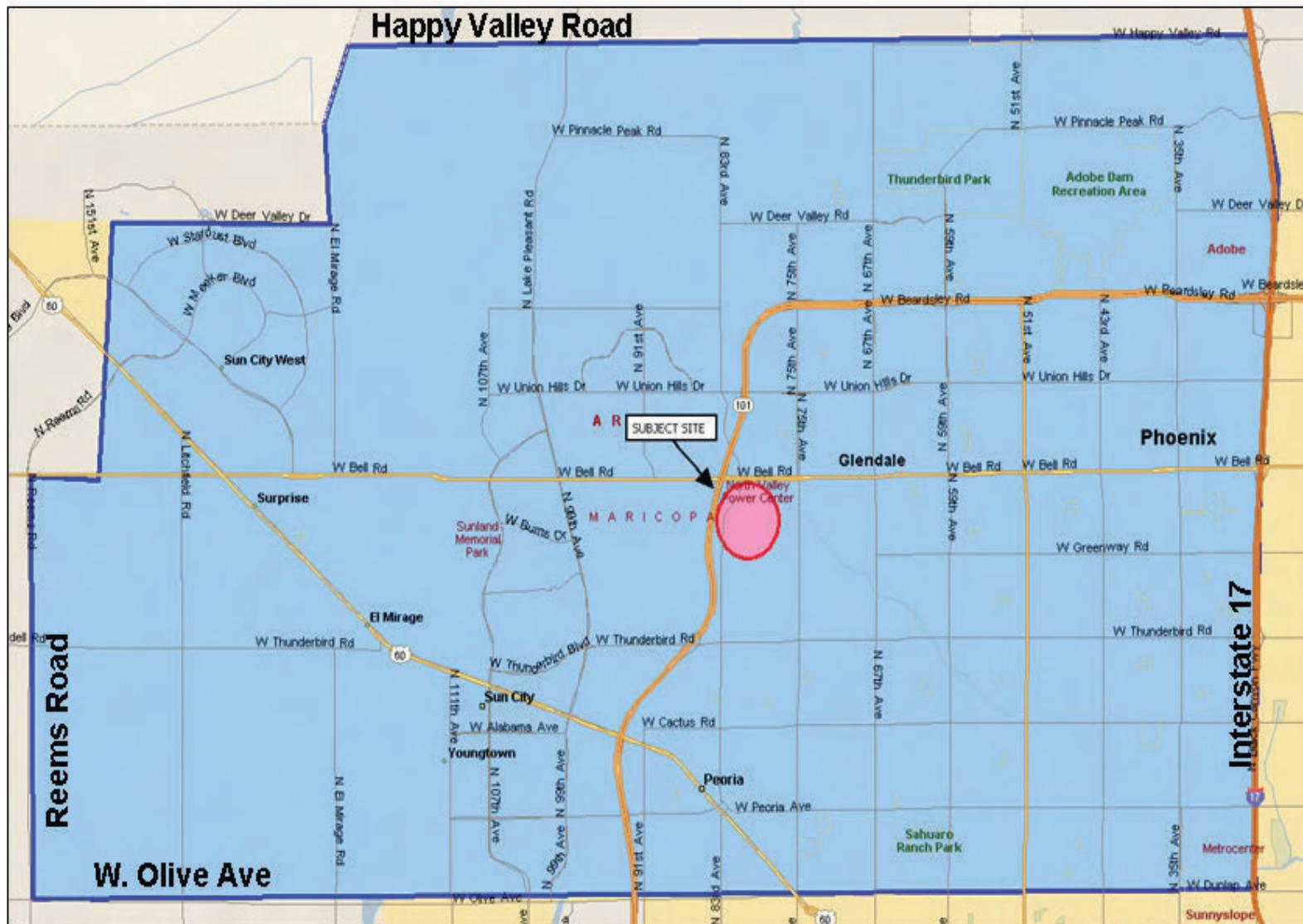
Residential:

The market study profiled four Phoenix region projects to demonstrate the importance of mixed-use projects to generate and maximize residential opportunities. These local projects included Plaza Lofts at Kierland, City North in northeast Phoenix, Westgate in Glendale, and Waterfont in Scottsdale. Each of these projects demonstrated the ability to achieve premiums due in large part to the mixed-use environment that they provide. Currently, sales agents in the region note that products priced above \$350,000 are having difficulty selling due to adverse market conditions.

There is an opportunity to capitalize on the slow real estate market by delivering affordable, new attached housing units at the subject property. New residential development will derive its value from both the locational advantages of the sports complex site and the delivery of new commercial products such as neighborhood-serving and entertainment retail in a mixed-use environment. These uses will help drive demand and carve out a niche for this subject property similar to other projects like Westgate. Due to the uncertainty of the building cycle, there is no conclusion as to the number of units that can be supported at the subject site. Early phases might suggest high end rental units. A successful product in the subject property must have the following components:

- Provide "amenitized", large floor plan units (1,200 to 2,200SF) under \$350,000.
- Target market: Young families, 1st time buyers, young professionals, and empty nesters.
- 2-BR units, minimize 1- and 3-bedroom units. Two bedroom products are the most popular.
- Create walkable, urban, mixed-use environment around ballpark and entertainment themed redevelopment project to attract buyers.

Figure III-1
Primary Market Area



CHAPTER IV PUBLIC INPUT

CONTENTS

- A. Participation Process
- B. Advisory Committees
- C. Interviews
- D. Community Workshops
- E. Other Public Involvement

A. PARTICIPATION PROCESS

The process to solicit input and ideas from diverse members of the community including business owners, area residents, civic organizations, sports teams and political leaders largely consisted of a series of public workshops and one-on-one interviews. However, as the following listing demonstrates, there were a multitude of venues available to gather input.

- Interviews
- Visioning Workshops
- Concept Alternatives Workshops
- Project Advisory Committee Meetings (PAC)
- Technical Advisory Committee Meetings (TAC)
- Economic Development Advisory Board Presentation
- Planning & Zoning Commission Presentations (3)
- City Council Presentations (7)
- Spring Training Game Day Surveys (2)
- Peoria Chamber of Commerce Presentation
- Major League Teams Charettes (2)

The Visioning Workshop and Concept Alternatives Workshop utilized a combination of PowerPoint and Turning Point™ mediums to inform and engage the public. PowerPoint provided sample imagery and conceptual plans and ideas. The Turning Point exercises allowed the

opportunity to gather real-time audience responses to a series of interactive questions using a keypad. Open-ended questions were also presented to the audience and were immediately recorded by scribes.

Dates for the workshops were advertised on the City's website and in the newspaper of record, The Peoria Times. Additionally, postcards were sent to property owners and interested persons within and outside of the Study Area. The City hosted and maintained a website that compiled summaries and results of each of the workshops. PDC provided graphics, questions and polling results, meeting summary notes, and PowerPoint presentations to the City for incorporation on their website.

B. ADVISORY COMMITTEES

As part of the review and input process, two (2) advisory committees were formed by the City. The Technical Advisory Committee (TAC) consisted of approximately seventeen members of City Staff and Maricopa County Flood Control District (MCFCD). The Project Advisory Committee (PAC) consisted of approximately twenty-seven members representing local businesses, civic and non-profit organizations, area residents and the Padres and Mariners. PAC Workshops were not limited to the membership. The invitation was open to other interested persons. The TAC/PAC met on three (3) occasions (January-March, 2009) to provide input and discuss and test the conclusions provided by the Consultant Team at defined project intervals.

C. INTERVIEWS

Project Design Consultants conducted approximately seventeen (17) one-on-one interviews with various business owners and managers, local property owners, representatives from the major league teams, council members, and members of local civic organizations. Their feedback was used to help develop the contents of the Visioning workshop (see below) as well as guide considerations for the proposed concept plan alternatives. The following is a brief summary of the interview results:

- Many business owners felt that the area needed some form of reinvigoration because they believed they were losing customers to other competitive marketplaces such as Westgate.
- Others felt that a newly reinvigorated project would need its own unique identity, signage, and information system as well as an increase in programmed events.
- Several interviewees suggested the need for more parking in the form of structures, a safer walking environment, and some form of shuttle service throughout the project area.
- Many interviewees suggested a variety of ideas and improvements to the Skunk Creek open space including pedestrian bridges, staging areas, a well landscaped environment, nature and educational trails, and pedestrian connections through the practice field area to the stadium.

D. COMMUNITY WORKSHOPS

Workshop I: Visioning

The first workshop for Visioning was held in January, 2009 with members of the local community. Visioning is a process which a community envisions the desired future character of an area. The Visioning Workshop used public participation as a source of ideas and opinions to generate an integrated vision for the future based on the consideration of diverse viewpoints. The PAC meeting and public workshop was structured using Turning Point™ technology and open ended questions to gather preferences, ideas, and opinions.

The contents of the workshop included examples of other ballpark communities and the desirable qualities and common characteristics associated with each of them.

The workshop contents also surveyed the characteristics of successful places throughout the Phoenix Metropolitan area and the United States. The common ingredients associated with many of these successful places were that they:

1. Provide a variety of public spaces;
2. Encourage pedestrian activity;
3. Offer wide sidewalks;
4. Integrate a mix of uses;
5. Create “Main Streets,” not through streets;
6. Locate parking behind buildings;
7. Integrate a coordinated system of street furnishings, lighting, signage, landscaping, and paving;
8. Incorporate attractive street walls and landmarks for wayfinding;
9. Provide opportunities for public artists;
10. Integrate open space and link land uses, parks, plazas, and greens;
11. Program a variety of activities and events; and,
12. Recognize and embrace the notion that each community has an authentic environment with its own unique characteristics specific to the area.

A brief summary of the survey and audience question-and-answer results is below.

83rd Avenue and Transportation:

- Two-thirds of the respondents preferred seeing outdoor cafes on the street frontage rather than parking and screen walls.
- Most respondents do not walk across 83rd Ave because they felt that it was either unsafe or that there are no incentives to walk.
- Although three-fourths of the respondents did not like roundabouts, half of the business owners liked the idea.
- 70% of the respondents would use shuttle service, if available, to move throughout the project area.
- Many felt that there needs to be more connections between the North Valley Retail Center and Paradise Lane.

Walking:

- A majority of the respondents wanted a reason to walk.
- As many as 70% of the respondents did not like to walk around any of the project area.

- Respondents wanted to see shade structures, shade trees, arbors, arcades and misters.
- Respondents wanted to see greater pedestrian connections and wide sidewalks.
- Respondents wanted to see attractive buildings and storefronts adjacent to sidewalks.
- A majority of the respondents felt that water fountains and water features would encourage walking.

Land Uses:

- Respondents wanted to see more entertainment, local shops, and mixed-use development.
- As many as 70% of the respondents come to the project area to enjoy one or more of the many restaurants available here.
- Respondents felt the need for a grocer, housing, entertainment, and high-end shopping at the East End.

What Respondents Liked about Other Ballpark Communities:

- Water
- Art
- Wide Promenades
- Shade
- Sidewalk Cafes
- Better Signage

Skunk Creek:

- Many respondents wanted to see the creek designed as a natural environment with a nature walk.
- There was an interest in the open space being designed as an educational environment.
- Respondents liked Foothills Park and Indian Bend Wash in Scottsdale.
- A trail and a connection to Rio Vista Park were widely desired.
- Some respondents wanted to see the top of the Skunk Creek channel designed as a landscaped park with restroom facilities, picnic tables, and drinking fountains.

- Respondents wanted to see trailheads located at both 75th and 77th Avenues with parking lots.

Other:

- A vast majority felt that negotiating their way through the parking lot at the North Valley Power Center was difficult.
- 70% of the respondents did not like the character exhibited by large-format commercial uses within Arrowhead Fountains Center and along Bell Road.
- More than three-fourths of the respondents rarely use the facilities offered at the Sports Complex.
- Three-fourths of the respondents felt there is a need for more public spaces.
- 40% of respondents preferred a mix of building heights throughout the study area.
- 94% of respondents felt that large parking lots should be developed.

Concept Alternatives Workshop II

The second public workshop was, held in March, 2009. This workshop focused on the presentation of the three concept alternative plans and included sample imagery that assisted the participants in understanding the intent of the design components identified in each of the plans. A brief summary of the survey and audience question-and-answer results are below.

Lifestyle Village

- Respondents preferred the concept of an entertainment village with a mix of uses in the southern Sports Complex parking lot.
- Depressing 83rd Avenue with a plaza above received the highest number of votes.
- A majority wanted to see spaces for special events and social gathering throughout the study area (the plaza could be one of those spaces).
- Integration of the 'Canal Walk' and other water features was well received.

North Valley Center

- There was a preference to create special place environments such as a plaza or paseo.
- Respondents wanted to see improvements in the character and quality.
- Respondents felt that east/west circulation through the retail center needed improvement.
- Others wanted to see a north/south vehicular link between Bell Road, Paradise Lane, and the stadium area.

East End

- A large majority preferred higher density residential development, mixed-use, and condominiums in the East End.
- Senior housing/continuing care facilities were the second preferred choice for this area.
- Respondents liked the idea of preserving the existing neighborhood retail center east of 75th Avenue along Bell Road.

Skunk Creek

- Respondents preferred the idea of designing the area as a series of connected parks with an educational experience.
- Respondents liked the 'park-in-the-park' concept within the baseball fields.
- Pedestrian bridge crossings at Tierra Buena and 77th Avenue were preferred.
- Park trailheads were preferred at 77th and 83rd Avenues.

Circulation

- 100% of the respondents wanted to see a 'looped bikeway' throughout the Study Area.
- A majority of the respondents would use a free shuttle service to get around the project area if it were available.
- There was interest in making Paradise Lane more pedestrian friendly.

Overall

- Most of the respondents preferred to see a hybrid of the best components of each concept alternative plan.
- Respondents felt that the project would be more successful if there were places for special events and social gatherings, a broader mix of uses, and a new and exciting physical environment.

E. OTHER PUBLIC INVOLVEMENT

Spring Training Game Day Surveys: On two occasions, the consultant team and City staff were able to gather input from the public during Spring Training activities at the Peoria Sports Complex.

- March 7, 2009 (San Diego Padres vs Oakland A's): Peoria Staff
- March 10, 2009 (Seattle Mariners vs Chicago Cubs): Consultant Team and Peoria Staff

The events gave fans an opportunity to view the three alternative concept plans and identify thoughts, preferences, and concerns. The methods for gathering information were questionnaires and informal discussion. The following is a brief summary of the results:

- A majority of the respondents favored a hybrid plan of Concept Alternatives A and C.
- Nearly all respondents favored a better way to get from the stadium to the restaurants on the west side of 83rd Avenue.

Several of the design elements of each concept were singled out by the respondents as preferred plan components. The list of preferred design elements were, in order of preference:

- Streetside cafés and Canalwalk.
- Family gathering spaces (i.e., plazas, squares, greens, and promenades).
- Cultural facilities (i.e., museums, galleries, events).

Chamber of Commerce Presentation: On March 11, 2009, the consultants presented the three concept alternative plans to the Peoria Chamber of Commerce. Among the concerns identified were the use of water for the proposed water features and accessible parking capacity.

Major League Teams Charettes: Based upon insights, preferences and feedback received on the 3 alternatives, the consultant team integrated the desired elements into a 'Preferred Plan.' Staff had initially intended to preview a 3-D model of the Preferred Plan at a joint Study Session of the Planning & Zoning Commission and City Council in July of 2009 at the Peoria Center for the Performing Arts.

Ultimately, this event was cancelled so that staff could be responsive to outstanding concerns voiced by the teams on certain elements of the Plan. The consultant team and/or Staff conducted a series of planning charettes with representatives from both the Seattle Mariners and San Diego Padres organizations to discuss concerns and explore refinements to the Plan.

- August 3, 2009: Charette #1 (San Diego, CA)
- October 9, 2009: Charette #2 (Peoria, AZ)

Some of the major discussion points generated from the teams were as follows:

- a. Maximize convenient, surface parking opportunities near the stadium.
 - b. Maximize ease of ingress/egress and ensure adequate parking particularly during Spring Training activities.
 - c. Retain future flexibility in area near maintenance shops by moving the lake to a different location.
 - d. Ensure that construction activities, particularly with the proposed 83rd Avenue deck, do not impact or interrupt Spring Training operations.
 - e. Minimize or avoid visual obstructions from administrative offices.
- f. The teams were agreeable with public parking structures on administrative lots, provided personnel access was secure and separate during baseball operations.
 - g. The teams were also agreeable with trail access from proposed trails along the upper bank of the Skunk Creek, provided it was secure and managed.

As a result of the planning charettes with the teams and subsequent discussions with the City Council, refinements were integrated into the resulting Preferred Plan as illustrated and outlined in Chapter 6.

The refinements were as follows:

- Incorporate more surface parking near the stadium's main entrance;
- Reserve the northeast parking lot for surface parking;
- Consider the option of creating structured parking lots adjacent to each of the team's main training/office buildings; and,
- Preserve the maintenance yard/employee parking. In this capacity, the urban lake opportunity illustrated in earlier iterations at this location could be reassessed at a future date potentially as part of the planning and programming for the 5.5-acre Artisan Village site owned by the City of Peoria.
- It was acknowledged that the City's partner MLB baseball teams will have the opportunity to participate in the review of any future development site plan, parking structure or event management plan occurring on the stadium parking lots.

Boards and Commissions / City Council: On multiple occasions and at appropriate intervals throughout the process, the consultant team and/or City Staff solicited input and direction from the Economic Development Advisory Board, Planning & Zoning Commission and the City Council. Additionally, as warranted, staff met individually with Councilpersons to explore and clarify concerns, suggestions and ideas on various aspects of the Plan.

The following is a listing of presentations conducted by the consultant team and/or staff:

Economic Development Advisory Board (1)

- June 18, 2009;

Planning & Zoning Commission (3)

- April 16, 2009
- March 18, 2010
- June 17, 2010

City Council (7)

- December 2, 2008 (Project Status Briefing)
- February 3, 2009 (Project Status Briefing)
- May 19, 2009 (Study Session)
- November 17, 2009 (Study Session)
- February 16, 2010 (Project Status Briefing)
- April 20, 2010 (Study Session)
- July 6, 2010

CHAPTER V CONCEPT PLAN ALTERNATIVES

CONTENTS

- A. Introduction
- B. Urban Design
- C. Circulation Analysis
- D. Skunk Creek Open Space

A. INTRODUCTION

As identified in Chapter 1, the goal of the Urban Design Study is to enhance the area as a destination-oriented and pedestrian focused mixed-use entertainment area. Three concept alternative studies aimed at achieving this goal were prepared and presented. Each urban design study varies in intensity of land uses and there are both distinct and common elements associated with each concept design.

"The life span of a mall is between 20 and 25 years..."

Mall Expansion Nearing Completion
Joseph Glenn

The goal of the Skunk Creek Open Space Study is to identify opportunities to expand and improve the integration of the Skunk Creek/ACDC area with the proposed pedestrian focused mixed use entertainment

"As we enter the 21st century, shopping centers continue to evolve and serve communities' social and economic needs.."

A Brief History of Shopping Center
ICSC News
June, 2000

environment within the Sports Complex. The three Skunk Creek Open Space design concepts can each be characterized by the following components: Concept Plan A) Parks Necklace—a series of three parks located on a multi-use trail on the north side of Skunk Creek; Concept Plan B) Landscape Zones—an educational trail experience with three of the Phoenix area's distinct landscape habitat zones located at the top of the Skunk Creek channel (limited landscaping may occur at the bottom of the channel); and Concept Plan C) a well-landscaped shaded trail environment with areas for sitting, resting, and viewing.

B. URBAN DESIGN

Although each plan has its distinct components and varying land use intensities (The plans increase in intensity from A to C), there are several features of each plan that remain consistent. Existing development throughout the project area lacks special place environments where visitors, residents, and employees have an opportunity to interact. All three plans create opportunities for special place environments such as greens, paseos, plazas, and mini-parks to enhance the pedestrian experience.

Expansive Parking Lots = Opportunity Sites. In each alternative, additional development has been directed to the parking lots as well as the vacant property on the East End of the site. Developing the parking lots with buildings, pedestrian plazas, and promenades will create an environment more conducive to pedestrian activity by placing stores and restaurants closer together and adding pedestrian amenities that provide incentives for people to walk. Land is utilized in a more efficient manner and patrons are able to park once and visit multiple destinations. Infill development also activates the space by getting people out of their cars and onto the streets where they can interact with others. Although some surface parking remains, parking structures have been included in the concept plans to retain parking capacity and increase site efficiency.

Preservation of Existing Restaurants. Peoria's 83rd Avenue/Bell Road corridor has become the dining center of the West Valley. The Arrowhead Fountain Center or "Restaurant Row" as it has been de-

scribed in the press is located directly across from the Peoria Sports Complex. This area boasts one the highest concentration of restaurants in the region. Likewise, numerous restaurants parallel the Bell Road corridor. Workshops with the community and Project Advisory Committee reveal that an overwhelming majority of respondents visit the study area primarily for the vast selection of restaurants than any other activity or form of entertainment. Maintaining existing restaurants along Bell Road also provides the opportunity for views into the site whether redevelopment occurs or not. Therefore, all three concept plans have been designed to maintain and enhance "Restaurant Row."

"A Captured Audience". The success of a destination-oriented environment depends not only on its ability to attract visitors from the region and tourists, but also on providing for a dense number of on-site users (see Chapter 3). Currently, approximately 840 dwelling units and approximately 290,000 SF of office space exist within the study area and within approximately one-half mile (or ten minute walk) to the "centerpiece" of the project—the Stadium. Lower density single family residential development is located south of Skunk Creek. In each alternative, the existing residential and office uses have remained.

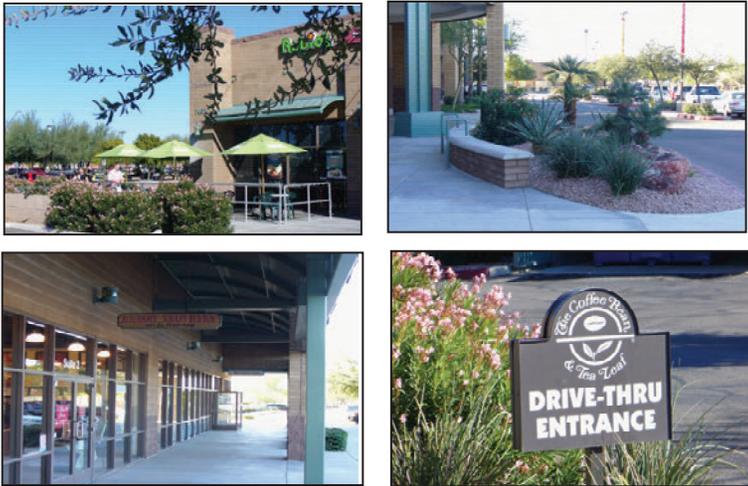
Improve North-South Vehicular and Pedestrian Connections. Finding an alternate route from the Sports Complex to North Valley Power Center and Bell Road was a consistent feature of all three concepts. The need to connect the Sports Complex to the North Valley Power Center without having to enter 83rd Avenue was a priority on all three concepts. In order to better connect the Sports Complex to the North Valley Power Center, an extension of Padres Way was proposed. The vehicular and pedestrian connection would provide access to the signalized intersection at Bell Road and 79th Avenue.

Paradise Lane Improvements. Making Paradise Lane a more pedestrian friendly environment was also an important component of all three concept plans. The pavement width along Paradise Lane has been reduced to allow for two 12' travel lanes, one 12' center turn lane, and two 6' bike lanes. Paradise Lane serves as the northern portion of the proposed Bike and Shuttle Service Loop. A minimum of one bench with

shade trees for every 1,000 linear feet of Paradise Lane is recommended as well as an increase in the number of canopy trees along the sidewalk.

East End Neighborhood Retail Center. The East End Neighborhood Retail Center, District 8, is currently a mix of both neighborhood goods and services and national chain stores. The center is well-landscaped and the building architecture is characterized with arcaded walks, brick rather than tilt wall construction, and setback variations in the front façade. The site also includes uniform pedestrian-scale signage, bike racks, and sitting areas with space for outdoor cafes. The center could provide neighborhood related goods and services for future residential and mixed-uses in the eastern section of the Preferred Plan. The East End Neighborhood Center should remain and a grocer, pharmacy, and similar services should be attracted to the site once residential density increases in the area.

East End Mixed-Use Component. The East End comprises the vacant parcels located at the terminus of Paradise Lane. Two sites adjacent to these vacant parcels include newly constructed apartments and the East End Neighborhood center.



Existing Views of District 8: East End Neighborhood Center

The East End should have the flexibility of a mixed-use designation that would include residential uses. Building heights should be compatible with surrounding single family residential development to the east (in the City of Glendale) or transition in height from 75th Avenue to the single family area. The neighborhood center would support proposed residential development. Buildings should be required to front Paradise Lane. The vacant parcel at the east end of Paradise Lane has a grand location for a terminus building.

CONCEPT ALTERNATIVE A

Lifestyle and Entertainment Village and Arrowhead North. For the purpose of this study, the existing restaurants, Harkins Theater, the stadium, and the proposed development east of 83rd Avenue are all considered related components of a lifestyle and entertainment village.

- 83rd Avenue Improvements. Concept Alternative A considered a reduction of the number of travel lanes on 83rd Avenue from six lanes to four lanes between Paradise Lane and Mariners Way. The potential for on-street parking was identified on both sides of the street to encourage traffic to slow down. The secondary intent was to create a pedestrian friendly environment and better connect the proposed Lifestyle and Entertainment Village and the stadium to the restaurants and cinema west of 83rd Avenue. A traffic analysis indicates that a reduction in the cross section of 83rd Avenue between Stadium Way and Mariner's Way is feasible. This reduced cross section would ease pedestrian crossings in this portion of the study area. For the section of roadway north of Paradise Lane; however, analysis results indicate that a six-lane cross section must be maintained on 83rd Avenue. Roundabouts at Stadium Way and Mariners Way were proposed as additional traffic calming solutions. To accommodate the volume of pedestrians after a major league ballgame, sidewalks were proposed to be expanded from 5' to 10' in width. The plan also proposed a midblock pedestrian and vehicular crossing between Stadium Way and Mariners Way to improve accessibility between the Lifestyle Village and the cinema and restaurants west of 83rd Avenue.
- East Side 83rd Avenue. The parking lot southwest of the stadium is an opportunity for new development. The nearly sixteen acre parking lot is large enough to provide the Sports Complex area with a variety of new shops, restaurants, cafes, entertainment, and second and third floor office space within less than a five minute walk to the stadium entrance. The concept alternative identifies a prime location midway between the stadium entrance and the cinema entrance for an anchor user. Suggestions included hotel, museum, or major sports retailer. A pedestrian promenade with ground floor retail with office uses on upper levels links the stadium with the anchor site. Conveniently located parking structures and surface parking lots are intended to accommodate visitors to the stadium and support the proposed land uses.
- West Side 83rd Avenue. In order to create an uninterrupted street wall of building facades, future development is encouraged to "fill in the gaps" between existing restaurants. The parking lots between 83rd Avenue and the restaurants are prime locations for additional outdoor restaurants. Parking can be accommodated in nearby structures, surface parking improvements and a shared parking approach to new development would lower parking requirements. The introduction of a shuttle service would also help move visitors throughout the study area. Removal of the low screen wall, wider sidewalks, increased landscaping, and the weaving of the Canalwalk water feature throughout the development would encourage new development and redevelopment here. Because of its high visibility from Loop 101, the west side of 83rd Avenue is a desirable location for a hotel site with conference center facilities and additional retail space.
- Arrowhead North. The concept plan proposes to extend the Canalwalk north of Stadium Way to Paradise Lane with similar improvements for outdoor cafes in front of the restaurants.

North Valley Town Center and Hotel District.

- Hotel District. The area south of Bell Road, west of 83rd Avenue, east of Loop 101, and north of Paradise Lane has already established a hotel presence. The concept alternative plan proposes a new vehicular and pedestrian crossing to link this Hotel District on the west side of 83rd Avenue with the North Valley Power Center. Existing strip center retail and larger parking lots were suggested as locations for future hotels. The small parcel sizes would require parking structures to accommodate parking for new hotels.
- North Valley West. The concept alternative plan for the area between 83rd Avenue and 77th Avenue proposes minimal revisions except to update the overall streetscape to a more contemporary approach including increased landscaping and “special place environments” where visitors can gather, such as a plaza or paseo similar to the existing 1200’ long drainage course. Paseos can provide an opportunity for new restaurants, cafes, and shops. Wide sidewalks would be provided adjacent to the paseo. Possible sites for new shops and restaurants were identified; however, a re-evaluation of the existing users and a shared parking approach would need to be considered to accommodate the new uses.



View of existing Paseo from Bell Road sidewalk.

East End.

- Artisan Village and Amphitheater. An artist village with galleries and artists lofts and an outdoor amphitheater is proposed as a complementary use to the existing Arizona Broadway Theater. The Village would be located at the southern end of 77th Avenue just beyond its termination point. Parking would be provided by expanding the existing lots west and south of the Arizona Broadway Theater.

- North Valley East. Similar to North Valley West, modest façade and site improvements were proposed. Possible sites for new shops and restaurants were identified. A shared parking approach would need to be considered to accommodate the new uses.

CONCEPT ALTERNATIVE B

Lifestyle and Entertainment Village and Arrowhead North.

- 83rd Avenue Improvements. Concept Alternative B proposes similar street improvements to Concept Alternative A except that roundabouts were not included. The expansion of an existing office building west of Arrowhead Fountain Center Drive and south of Paradise Lane was also proposed.
- East Side 83rd Avenue. The Canalwalk is proposed for this area of 83rd Avenue from Mariners Way to Paradise Lane. The plan also proposes a “village green” anchored on two sides by the existing restaurants and on a third side by a hotel site. Structured parking would provide stalls for the cinema, the restaurants, and hotel. Existing development throughout the project area lacks these types of special place environments. The “green” creates a new gathering spot west of 83rd Avenue.
- West Side 83rd Avenue. The plan is similar to the development proposed on Concept Alternative A except that a “traditional village main street”-like private drive takes the place of the pedestrian promenade. The “main street” would be provided with two travel lanes, diagonal parking on both sides, wide sidewalks for outdoor dining, sidewalk sales, and shade trees. The southern end of the “main street” would terminate in a public green. Both the main street and the green could be closed from vehicular access to provide an environment for public events such as art fairs and outdoor markets.
- Arrowhead North. The concept plan proposes to extend the Canalwalk north of Stadium Way to Paradise Lane with similar

improvements for outdoor cafes in front of the restaurants. Expansion of the existing office building west of Arrowhead Fountain Center Drive is proposed. A parking structure would accommodate the parking required due to the building expansion.

North Valley Town Center and Hotel District.

- Hotel District. The number of new hotels remains constant with Concept Alternative B, but the plan proposes a pedestrian overpass that would link the Hotel District to North Valley Center. The overpass could be accessed from the second levels of buildings paired across 83rd Avenue from each other.
- North Valley West. The Phoenix Valley is experiencing a growing popularity in high density mixed-use developments with walkable environments and a variety of pedestrian amenities such as plazas, water features, on-street parking, parking structures tucked behind buildings, public art, wide sidewalks, outdoor cafes, and increased landscaping. Examples include Kierland Commons, City North, and Scottsdale Commons. With the surge of the Cactus League and other sports facilities, the Valley is also experiencing a growth of similar developments with a sports facility focus such as Westgate and Goodyear Ballpark Village. The stadium at Goodyear Ballpark Village has been built but the remainder of the mixed-use development has not been constructed. Alternative B plan proposes two “special place environments”: 1) a village green with shops and restaurants and 2) shops and restaurants on a paseo.

East End.

- Outfield Restaurant Complex. The popularity of Salty Seniorita’s suggests that the east end of the project area is a possible location for new restaurants that overlook the outfield of one of the major league practice fields. The 5.5-acre site can provide opportunities for several restaurants. Although visibility is lim-

ited from Paradise Lane, a proper signage and wayfinding program would assist visitors to the site. Another advantage of this site is its proximity to the proposed Skunk Creek improvements.

- North Valley East. The proposed concept alternatives consider that each end of the overall development is anchored by hotels on the west and residential and mixed-uses on the east with shopping, office, and restaurants in the middle. Residential density and hotels would provide onsite users for this future development area. While the mixed-use with residential components remains constant on the vacant parcels, the eastern portion of the North Valley East adjacent to 75th Avenue (approximately 4.5-acres) is considered an appropriate site for residential development. The site is conveniently located near the East End Neighborhood Retail Center.

CONCEPT ALTERNATIVE C

Lifestyle and Entertainment Village and Arrowhead North.

- 83rd Avenue Improvements. Concept Alternative C proposes to provide a safe and unobstructed connection between the east side and the west side of 83rd Avenue through the depression of the arterial roadway and the construction of an event plaza above, similar to the Scottsdale Civic Center. Other successful examples of plazas constructed over existing roadways include: Veterans Memorial Park over Interstate 95 in Philadelphia, Pennsylvania and L’Enfant Plaza in Washington, DC. The plaza would not impact existing roadways. The plaza creates an exciting space for existing restaurants and future businesses. The plaza is meant to be an active vibrant space with landscaped areas, shade structures and shade trees, expansion of the Canalwalk, outdoor cafes, public art, and specialty paving. The approximate size of the plaza is 2.4 acres but could be increased by expanding into the Lifestyle and Entertainment Village. Vehicular access for emergency and maintenance vehicles only would be provided.

- East Side 83rd Avenue. The plan is similar to Concept Alternative B except that an aquatic center is proposed on the anchor site midway between the stadium and the cinema.
- West Side 83rd Avenue. An additional hotel site is proposed south of the cinema. The existing spa could be relocated as an intergrated component of a new hotel site. The hotel site enjoys high visibility from Loop 101 and is .4 miles to the stadium and less than a five minute walk to the heart of the Lifestyle Village.
- Arrowhead North. The plan proposes an increase in office development with a range of building heights from 5-10 stories. Parking would be accommodated in adjacent structures. Retail uses are encouraged to be located on the ground floor to create an animated pedestrian environment on 83rd Avenue. Existing restaurants would be encouraged to locate onto the 83rd Avenue Plaza or on either side of the Lifestyle Village promenade.

North Valley Town Center and Hotel District.

- Hotel District. To create a gateway entrance to the the Hotel District and the Office District in Arrowhead North, a pair of office buildings are proposed at the western end of Paradise Lane at 83rd Avenue. The plan also proposes a vehicular and pedestrian connection between the Hotel District and North Valley Center. Hotel sites are proposed on existing retail sites.
- North Valley Power Center. The concept is similar to the ideas proposed on this site for Concept Alternative B except that a major sports retailer is proposed as a gateway building at Bell Road and 83rd Avenue. A major sports retailer would be a suitable gateway building to a sports and entertainment related destination.

East End.

- North Valley East. The plan proposes a minimum five story residential development with attached parking structures though

other residential product types are possible. The proposed development should provide adequate green space and recreational amenities. Vehicular and pedestrian access to North Valley Power Center and to the East End Neighborhood Center should be provided. Individual unit entries are encouraged to front Paradise Lane.

- 77th Avenue Housing. The proposed Skunk Creek improvements and visibility of the outfield create premium views for ‘for sale’ residential development. A well executed architectural design could create 100% of the units with views to either visual amenity.

C. CIRCULATION ANALYSIS

Each of the three land use alternatives (A-C) was analyzed to determine the ability of the study area roadway network to accommodate forecast travel demand and identify necessary circulation system improvements. The following provides a summary of key findings related to the analysis of each Concept Alternative.

Trip Generation Characteristics.

In order to define the potential impact of the proposed land use alternatives, it is first necessary to determine the additional amount of traffic that is anticipated to be introduced to the study area roadway network. Table 5-1 provides a summary of the trip generation characteristics of each concept alternative, as well as a comparison of the redevelopment trip generation to the existing land uses.

**Table 5-1
Trip Generation Summary**

Scenario	Daily ¹	Trip Summary	
		AM	PM
Existing	41,033	1,722	3,923
Concept A	53,936	2,758	5,258
Concept A Increase	12,903	1,036	1,335
Concept B	66,712	3,815	6,563
Concept B Increase	25,679	2,093	2,640

¹ ADT: Average Daily Trips

As indicated in Table 5-1, Concept Alternative A represents the lowest increase in additional trip generation, while Concept Alternative C represents the greatest increase. Tables 5-2, 5-3, and 5-4 provides a summary of the resultant change in land use and associated PM Peak and daily trips by development district for each alternative.

**Table 5-2: Summary of Additional Trips by District
Concept A**

District	New Retail SF	New Office SF	New Hotel Rooms	New DU	New PM Trips		New Daily Trips	
					Enter	Exit	Enter	Exit
1	-51,500		300		-13	-20	-85	-85
2	26,000				23	34	283	283
3	145,000	90,000	150		152	248	1,944	1,944
4								
5		260,000			17	108	374	374
6	100,000				90	129	1,088	1,088
7	48,000				43	62	522	522
8								
9	123,500	65,000	160	200	201	261	2,326	2,326
10								
Total	391,000	415,000	610	200	514	822	6,451	6,451

**Table 5-3: Summary of Additional Trips by District
Concept B**

District	New Retail SF	New Office SF	New Hotel Rooms	New DU	New PM Trips		New Daily Trips	
					Enter	Exit	Enter	Exit
1	-51,500		544		26	31	282	282
2	26,000	81,000			32	76	502	502
3	207,000	128,000	620		303	457	3,737	3,737
4								
5		260,000			21	130	856	856
6	327,500	161,000	-108	-320	229	439	1,932	1,932
7	-1,000	116,500	108	672	220	210	928	928
8								
9	131,500	65,000	160	144	200	268	4,602	4,602
10								
Total	639,500	811,500	1,324	496	1,031	1,609	12,839	12,839

**Table 5-4: Summary of Additional Trips by District
Concept C**

District	New Retail SF	New Office SF	New Hotel Rooms	New DU	New PM Trips		New Daily Trips	
					Enter	Exit	Enter	Exit
1	-51,500	100,000	790		50	103	897	897
2	26,000	522,000			91	342	1,365	1,365
3	258,000	128,000	620		566	818	6,819	6,819
4		282,500		0	25	152	454	454
5		260,000			23	139	418	418
6	327,500	80,500	0	0	580	823	6,753	6,753
7	-239,000	0	0	1,188	-160	-395	-2,559	-2,559
8								
9	91,500	65,000	160	144	224	309	2,591	2,591
10								
Total	412,500	1,438,000	1,570	1,332	1,399	2,292	16,739	16,739

Circulation System Analysis

Traffic operations during the PM peak period (non-event) provided the basis for the concept circulation analysis. Trips to and from each district were assigned to the existing roadway network based on the current distribution of traffic to existing study area land uses. A review of existing volumes indicated the following general distribution:

- 15% to/from Bell Road to the west
- 15% to/from 83rd Avenue to the north
- 2% to/from 79th Avenue to the north
- 12% to/from 75th Avenue to the north
- 16% to/from Bell Road to the east
- 17% to/from 75th Avenue to the south
- 23% to/from 83rd Avenue to the south

Traffic within the study area streets was also increased to reflect additional growth in non-project, through trips based on preliminary data derived by the Maricopa Association of Government's Year 2030 travel demand model. The resulting non-project and project trips were added to the existing roadway network to determine whether current street cross sections and intersection configurations on Bell Road, Paradise Lane, 83rd Avenue and 75th Avenue were sufficient to accommodate the forecasted increase in demand.

Key Findings - Concept A

Results indicate that current roadway network characteristics are sufficient to accommodate the forecasted increase in area travel demand associated with the Concept A redevelopment land uses.

Additional analysis was conducted to determine whether the cross-sections on 83rd Avenue could be reduced to four travel lanes, rather than six, and on Paradise Lane to two travel lanes, rather than four. These decreased cross-sections would enhance pedestrian and bicycle circulation throughout the study area.

Results of the analysis of these reduced cross sections indicates that 83rd Avenue will function acceptably with four travel lanes between Mariners Way and Paradise Lane, provided existing intersection turn lane configurations are maintained. North of Paradise Lane, the existing six-lane cross-section is required to maintain acceptable operations.

With the reduction in travel lanes from six lanes to four lanes in the vicinity of Stadium Way and Mariner's Way, the feasibility of reconfiguring these intersections from traditional signalized traffic control to roundabout operations was also investigated. Results of the analysis indicate that the forecasted peak hour traffic volumes on 83rd Avenue, which are approximately 1,500-1,600 vehicles per direction, will exceed the capacity of a two-lane roundabout. Review of the simulation analysis indicates only marginally acceptable operations. However, with the introduction of pedestrian activity at either of these intersections, backups on 83rd Avenue both northbound and southbound would be anticipated. Therefore, it is recommended that these intersections remain signalized.

The reduced cross section on Paradise Lane is also sufficient to accommodate the forecasted travel demand, provided turn lanes are provided as needed at each signalized intersection. This reduction in through travel lanes will allow for the provision of a center turn lane throughout the corridor, as well as bicycle lanes. A sample cross section of this revised configuration has been prepared (Figure VI-10).

Key Findings - Concept B

A similar analysis was conducted for the Concept B redevelopment alternative. Results indicate that the anticipated increase in study area traffic can be sufficiently accommodated with current network characteristics at all locations with the exception of the intersection of Bell Road and 83rd Avenue. At this location, the current northbound configuration provides two left turn lanes, two thru lanes, and two right turn lanes. Results of the analysis indicate that restriping of this approach to convert one of the right turn lanes to a thru lane may be required to accommodate the forecasted growth in traffic volume.

Reduced cross sections were also analyzed with the Concept B redevelopment traffic volumes. Similarly to Concept A, the proposed cross sections will be sufficient to accommodate the anticipated traffic demand on both Paradise Lane and 83rd Avenue throughout much of the study area. However, the current six-lane cross section on 83rd Avenue will be required north of Stadium Way in order to accommodate the forecast traffic. The existing geometry must be maintained at the intersection of 83rd Avenue and Paradise Lane. This will also require maintenance of the current four-lane cross-section on Paradise Lane between 83rd Avenue and the first minor driveway to the east.

Since the concept B alternative represents an increase in traffic demand from the Concept A alternative, no additional analysis of the roundabout concept was conducted.

Key Findings - Concept C

Concept C represents the greatest increase in travel demand throughout the study area. Results of the analysis of anticipated traffic volumes indicate that the current study area network characteristics are sufficient to accommodate the forecasted demand at all locations with the exception of 83rd Avenue at both Bell Road and Paradise Lane. Additional turn lanes are anticipated at both of these locations.

The analysis of the reduced cross sections on both Paradise Lane and 83rd Avenue indicate that sufficient capacity will exist throughout the study area with the reduced cross sections provided the current cross section is maintained north of Stadium Way on 83rd Avenue. The existing cross section on Paradise Lane will also be required in the vicinity of 83rd Avenue, similarly to Concept B. As discussed above, additional turn lanes are also anticipated to be required at this intersection.

Additional Considerations

The proposed conceptual circulation alternatives were also reviewed to determine potential opportunities and constraints beyond those identified at key signalized intersections. The following provides a summary of additional findings:

- Concept Plans A and C each indicate a new connection across 83rd Street between the Arrowhead Hotel District and North Valley Town Center, approximately 400' south of the intersection with Bell Road. While a curb cut currently exists at this location, the driveway to the west does not currently provide direct access to Arrowhead Fountain Drive. It is anticipated that the direct connection provided by the new driveway, in conjunction with the redevelopment land uses, would result in an increase in trip activity at this location. This is of particular concern in conjunction with Concept C, which indicates the largest increase in trip activity in the adjacent Districts. Significant delays are anticipated on the minor street, as well as for southbound left turns. Proximity of this driveway connection to Bell Road would prevent signalization of this location.
- The ability of the study area to accommodate pedestrian and bicycle activity will influence the success of any redevelopment plan. Results have indicated that it may be feasible to revise the cross section of Paradise Lane to provide bicycle lanes in conjunction with a reduction in the number of through travel lanes. This new cross section should improve the pedestrian and bicycle experience in the Paradise Lane corridor.
- Greater traffic demands on 83rd Avenue make accommodation of pedestrian and bicycle traffic more challenging. Reduction in the cross section of 83rd Avenue between Stadium Way and Mariner's Way is feasible with each concept alternative. This reduced cross section will ease pedestrian crossing in this portion of the study area. The elevated pedestrian deck illustrated in Concept C would certainly create a welcoming pedestrian environment. North of Paradise Lane, however, analysis results indicate that a six-lane cross section must be maintained on 83rd Avenue with each redevelopment alternative. Pedestrian crossings could only safely be accommodated at major intersections with pedestrian phasings, specifically Paradise Lane and Bell Road. To enhance pedestrian interaction between the Arrowhead Hotel District and the North Valley Town Center, a grade separated pedestrian crossing would be desirable.

D. SKUNK CREEK OPEN SPACE**CONCEPT PLAN ALTERNATIVE A, EDUCATION THEMED NATURE TRAIL**

The Education Themed Nature Trail includes three landscape zones along the north trail at the top of the Skunk Creek channel between 83rd Avenue and 75th Avenue. The zones are Riparian, Upper Sonoran and Lower Sonoran. The Riparian zone provides a heavy tree canopy/density, the Upper Sonoran Desert zone provides a moderate tree canopy/density and the Lower Sonoran Zone provides a minimal tree canopy/density. The concept takes advantage of educational opportunities provided by the existing riparian wetlands area just east of 83rd Avenue.

Riparian Zone

An Educational “Riparian Park” with water feature and restroom facilities just north of the Riparian Wetlands Area and the trail in this section is recommended. The south side of the channel at this location may also include a trail-head, including automobile and equestrian trailer parking. There is a pedestrian bridge at the Greenway Road alignment.

Upper Sonoran Zone

Where the trail passes the western 4-plex ball fields the Riparian Zone changes to Upper Sonoran Zone. It then passes a small “park-in-the park”, located between the ball field complex and the Skunk Creek Wash, stopping at the easternmost ball field 4-plex. The park should be themed with Upper Sonoran Zone vegetation. The park-in-the-park site is currently used by the teams for overflow parking and a mainterrace yard. The park-in-the-park will not be possible without cooperation from the teams to allow improvements on this site.

Lower Sonoran Zone

At the easternmost ballfield 4-plex the Upper Sonoran plants transition to Lower Sonoran plants, then continues to the 73rd Avenue

alignment on both Skunk Creek and the Arizona Canal Diversion Channel (ACDC). There is a pedestrian bridge at the 77th Avenue alignment and a passive use desert park is recommended at the southeastern edge of the Skunk Creek, immediately west of 73rd Avenue.

A semi-riparian seed-mix is recommended for all three concepts on the bottom of the channel, which will not change through the length of the channel. If different seed mixes were desired along the channel bottom the separation would quickly mix with the flow of storm water. Breaks are also recommended in the low-flow channel every 500’ to create additional irrigation for cottonwood and willow trees.

CONCEPT PLAN ALTERNATIVE B, DESERT TRAIL WITH PARK NECKLACE

The Desert Trail with Park Necklace includes a necklace of small parks along the trail corridor, with moderate tree canopy/density coverage throughout the trail. The north side of the Skunk Creek Wash, east of 83rd Avenue includes a passive use park with parking lot and the south side include a passive use trailhead park with area for future expansion. Two pedestrian bridges are shown: 1) Greenway Road alignment and 2) 77th Avenue. A trail in the channel bottom is also recommended between 75th Avenue and the riparian wetlands area. A semi-riparian seed-mix is recommended for the bottom of the channel. There is a large passive-use turf “Park-in-the-Park” behind the two small ball fields. A neighborhood park and trailhead is also shown on the south side of the Skunk Creek Wash just west of 73rd Avenue.

CONCEPT PLAN ALTERNATIVE C, STANDARD TRAIL LINKAGES

This concept includes minimal tree canopy; similar to existing trails along the Skunk Creek and the ACDC. A semi-riparian seed-mix is recommended for the bottom of the channel. There are only two trailheads shown on the south side of the Skunk Creek. One is immediately east of 83rd Avenue and one is between 73rd and 75th Avenue. There is one pedestrian bridge at the Greenway Road alignment.

Figure V-1
Districts Map

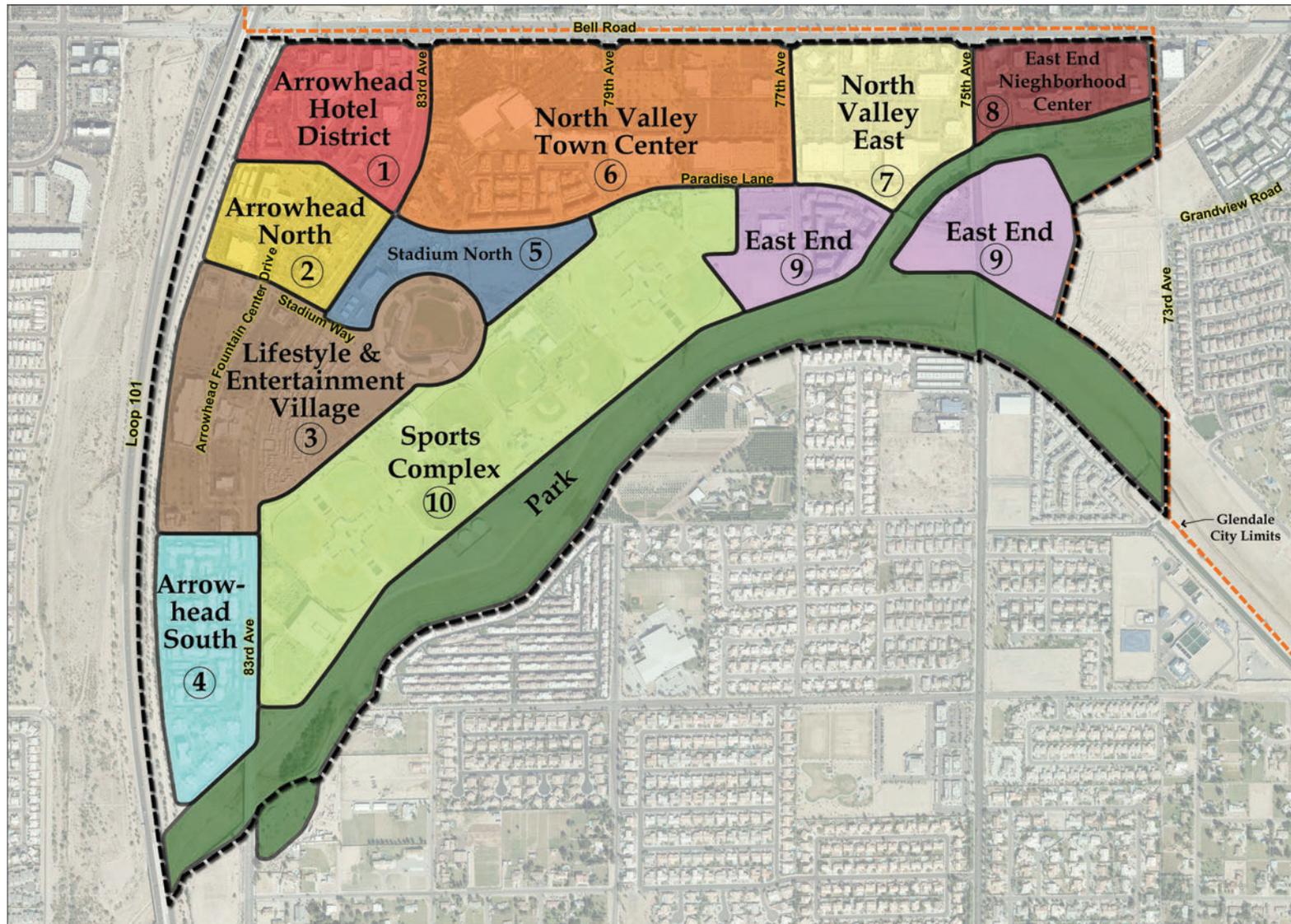


Figure V-2
Urban Design Concept Alternative A

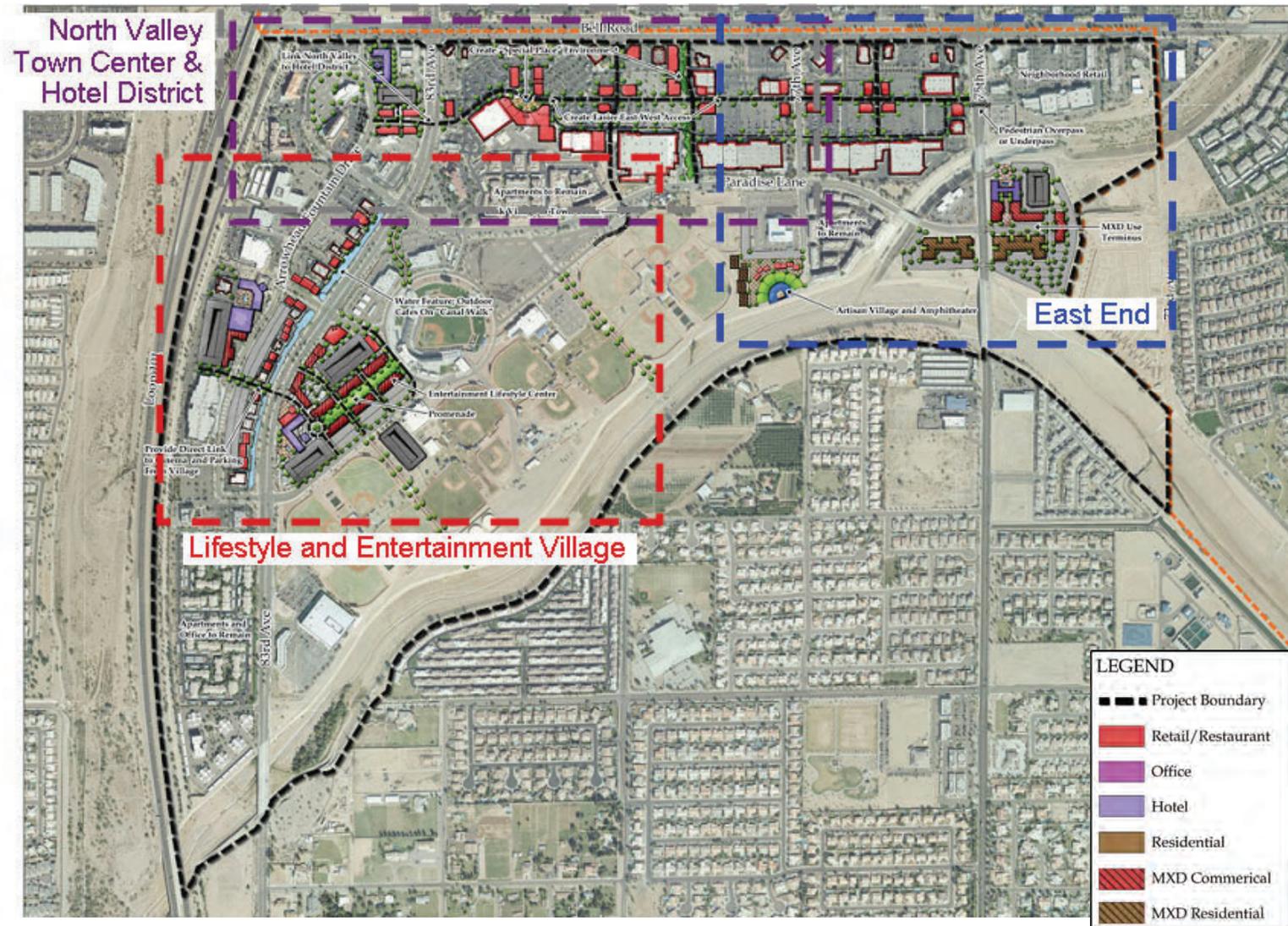


Figure V-3
 Urban Design Concept Alternative A
 Detail: Lifestyle and Entertainment Village

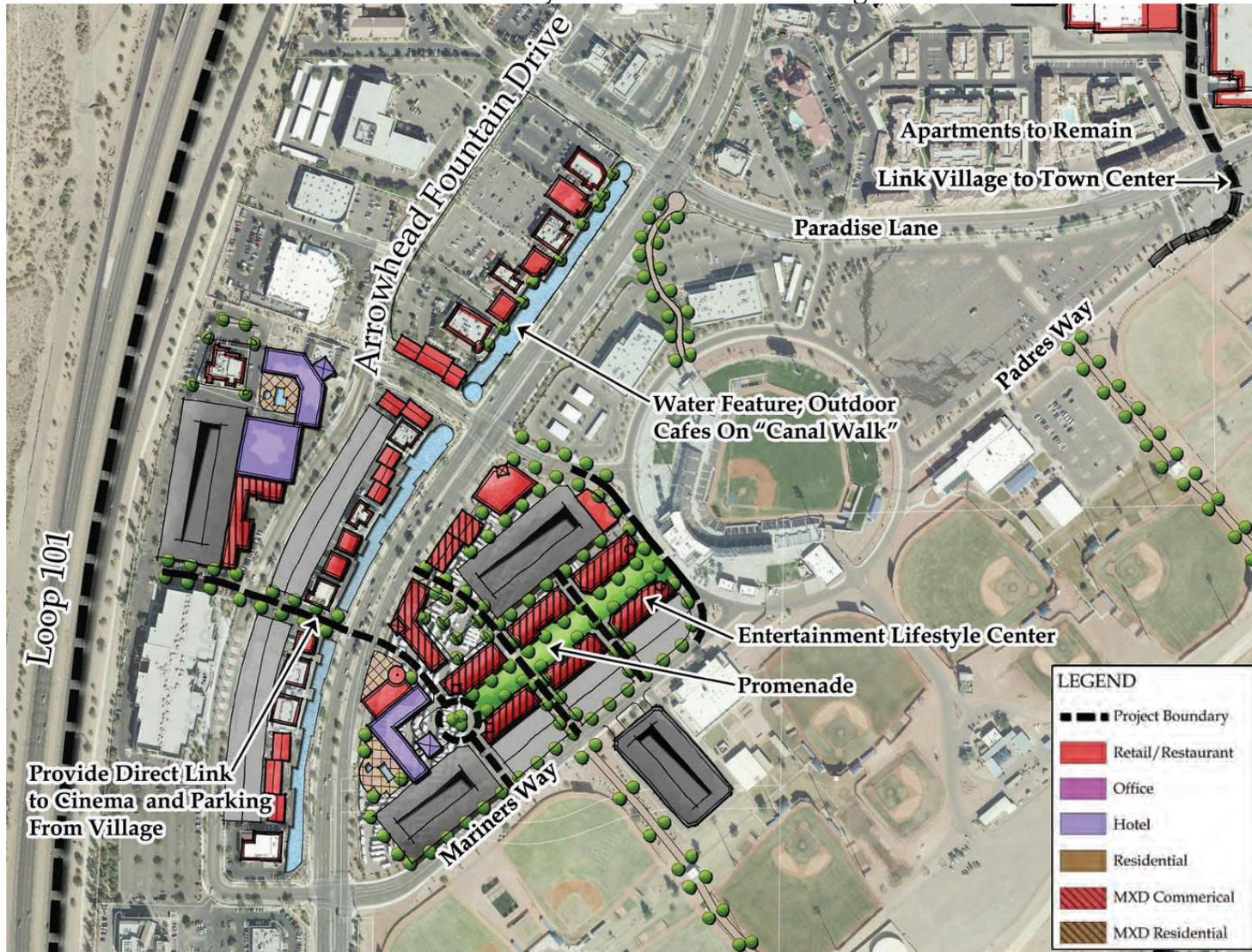


Figure V-4
 Urban Design Concept Alternative A
 Detail: North Valley Town Center and Hotel District



Figure V-5

Urban Design Concept Alternative A
Detail: East End and North Valley East

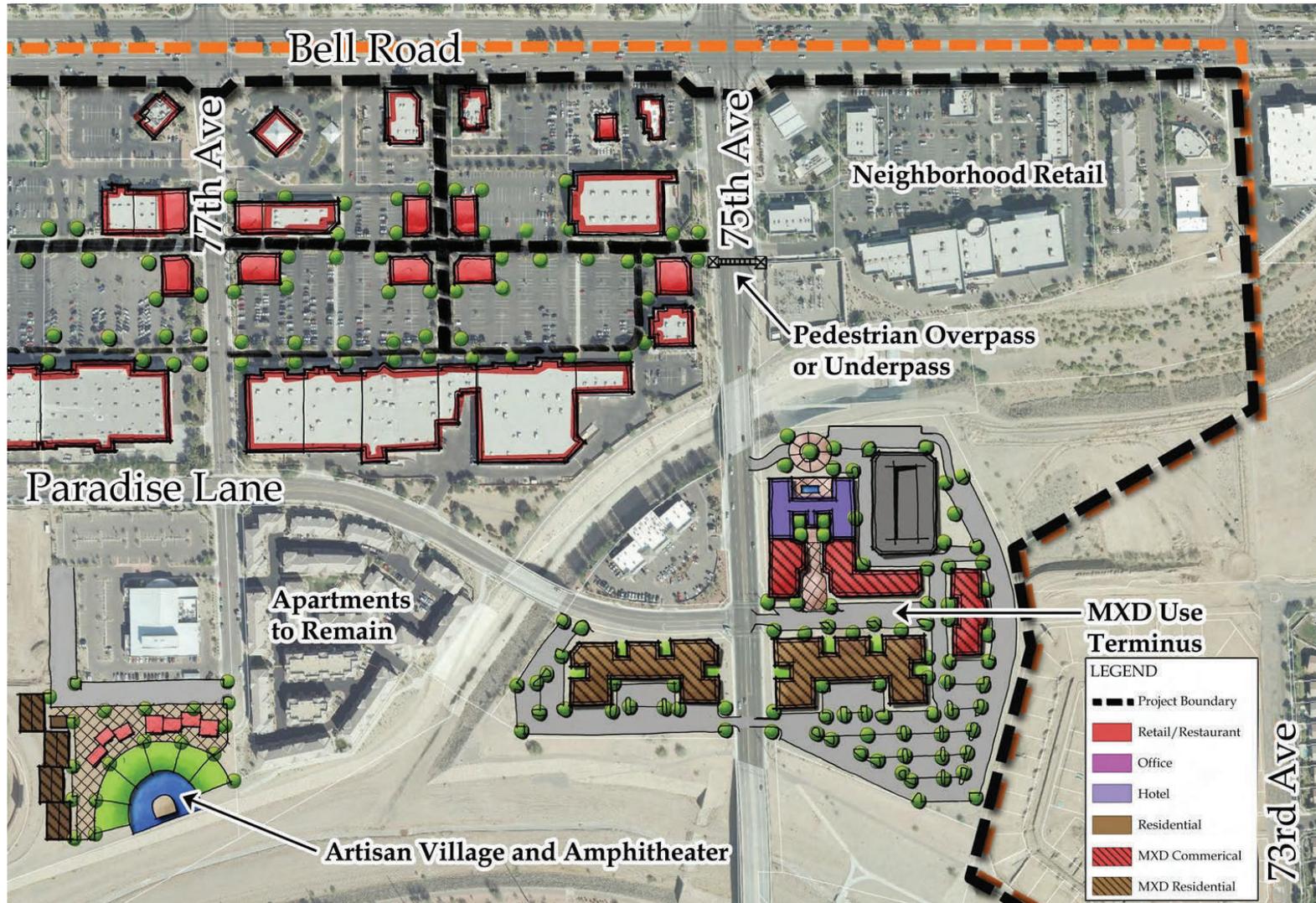


Figure V-6
Urban Design Concept Alternative B

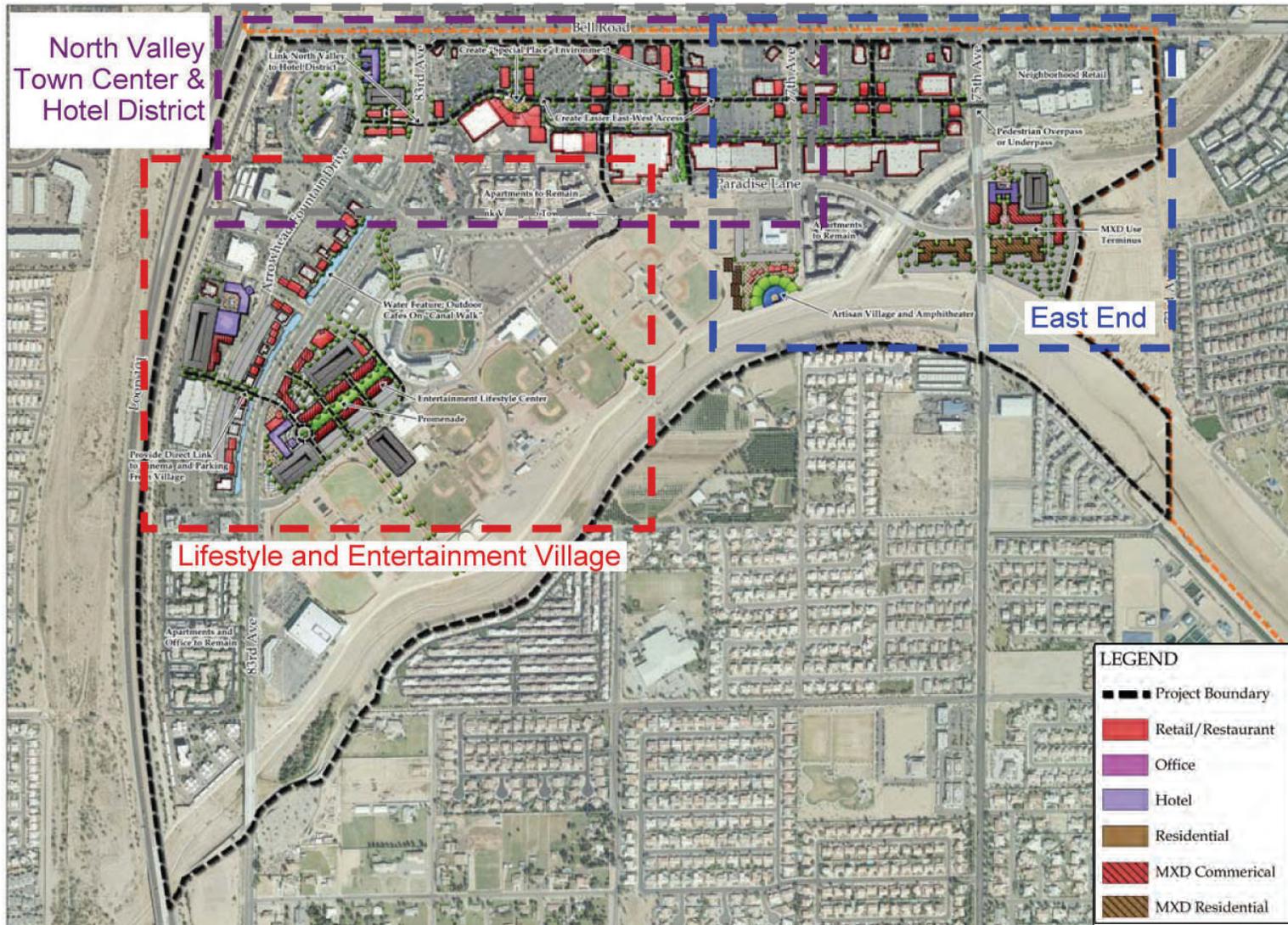


Figure V-7
 Urban Design Concept Alternative B
 Detail: Lifestyle and Entertainment Village

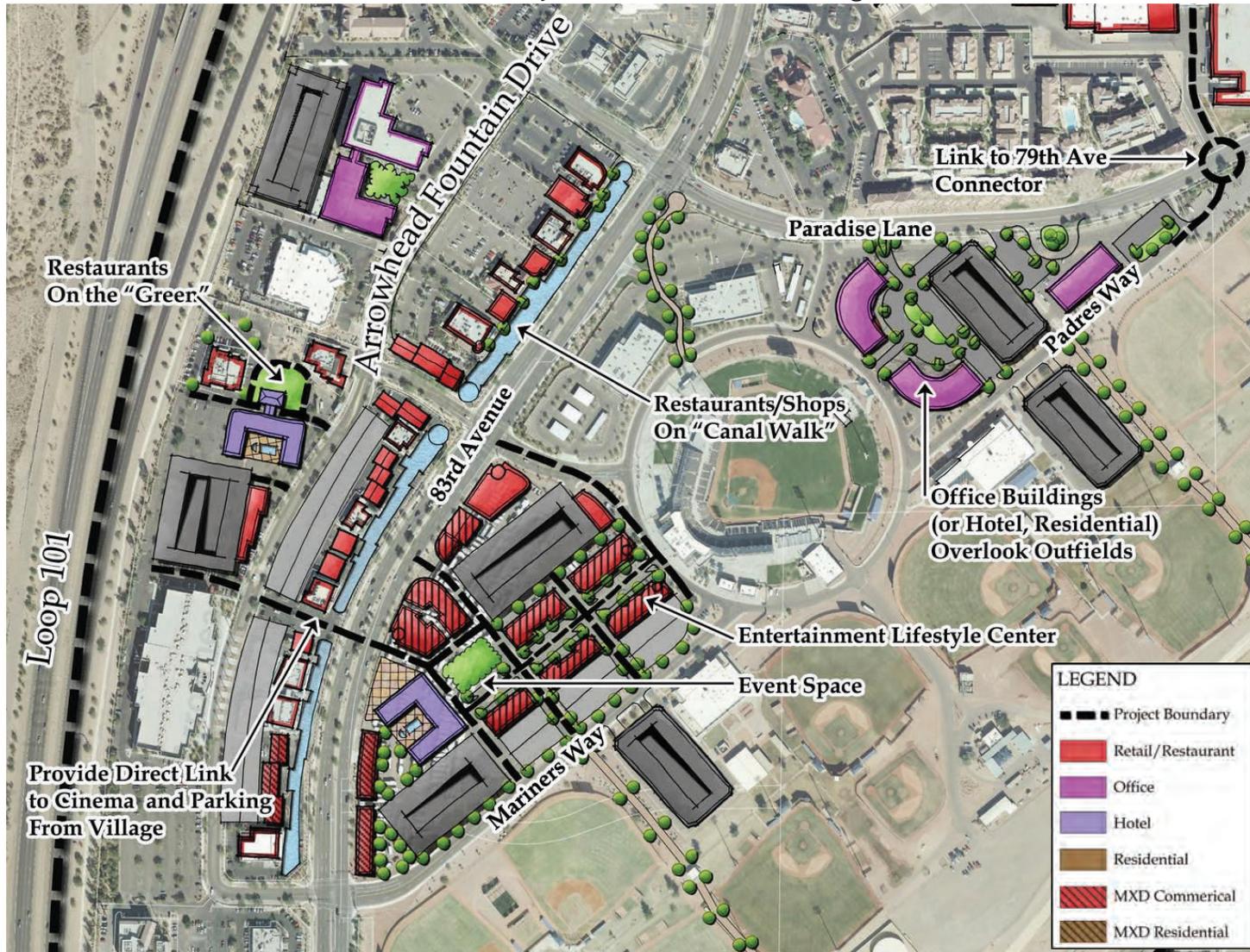


Figure V-8
 Urban Design Concept Alternative B
 Detail: New North Valley Town Center and Hotel District

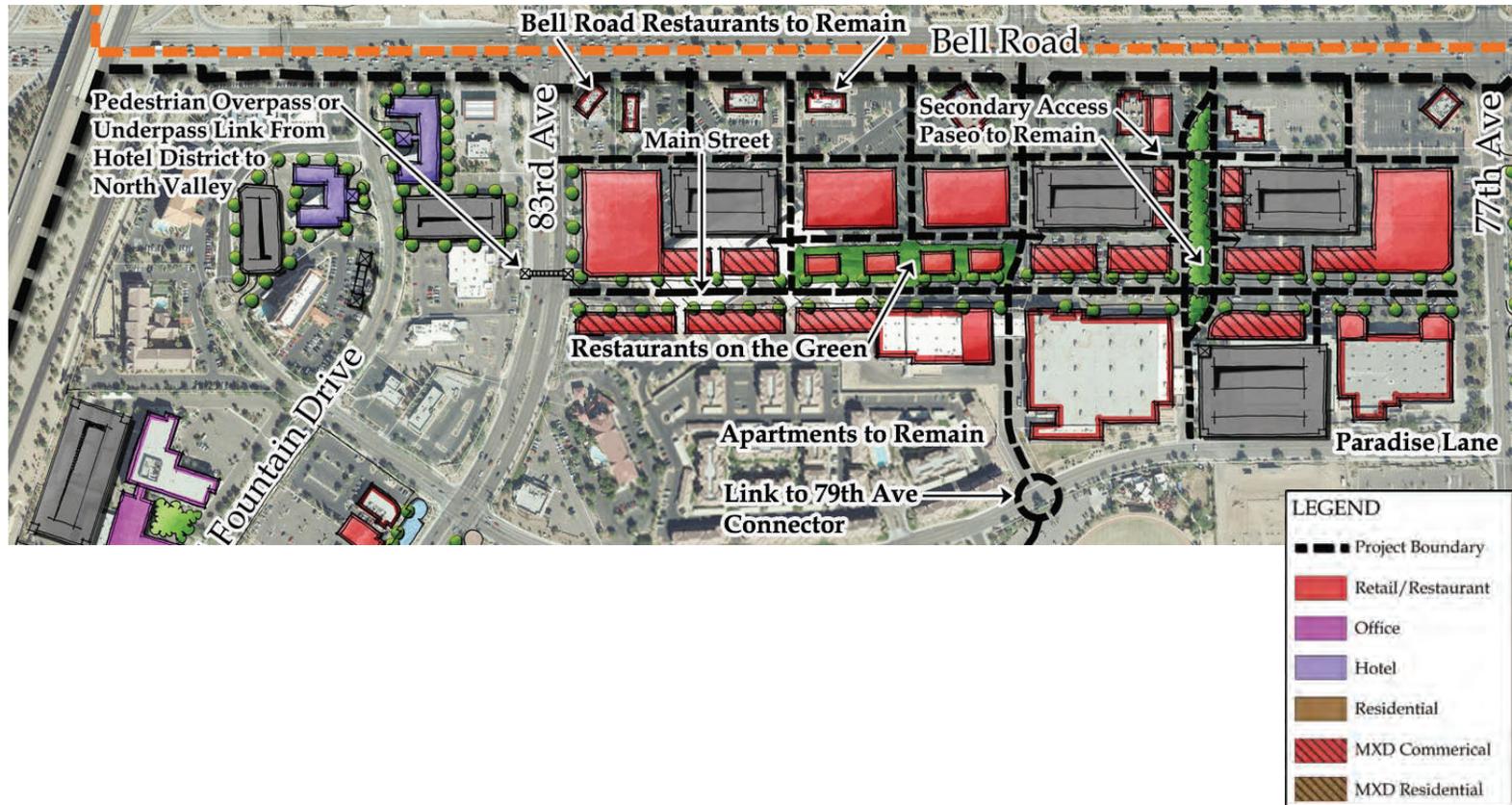


Figure V-9

Urban Design Concept Alternative B
 Detail: East End and North Valley East

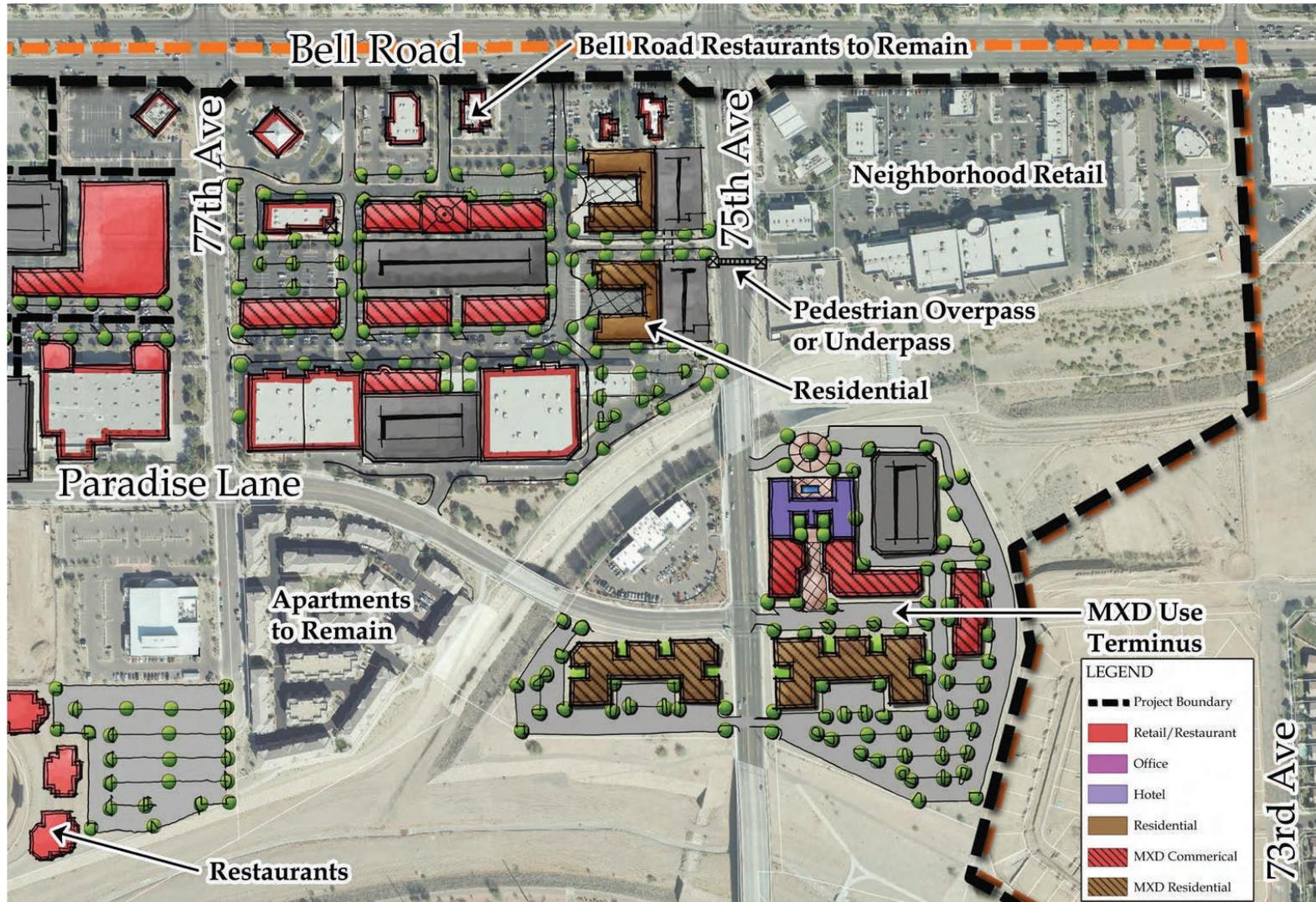


Figure V-11
 Urban Design Concept Alternative C
 Detail: Lifestyle and Entertainment Village

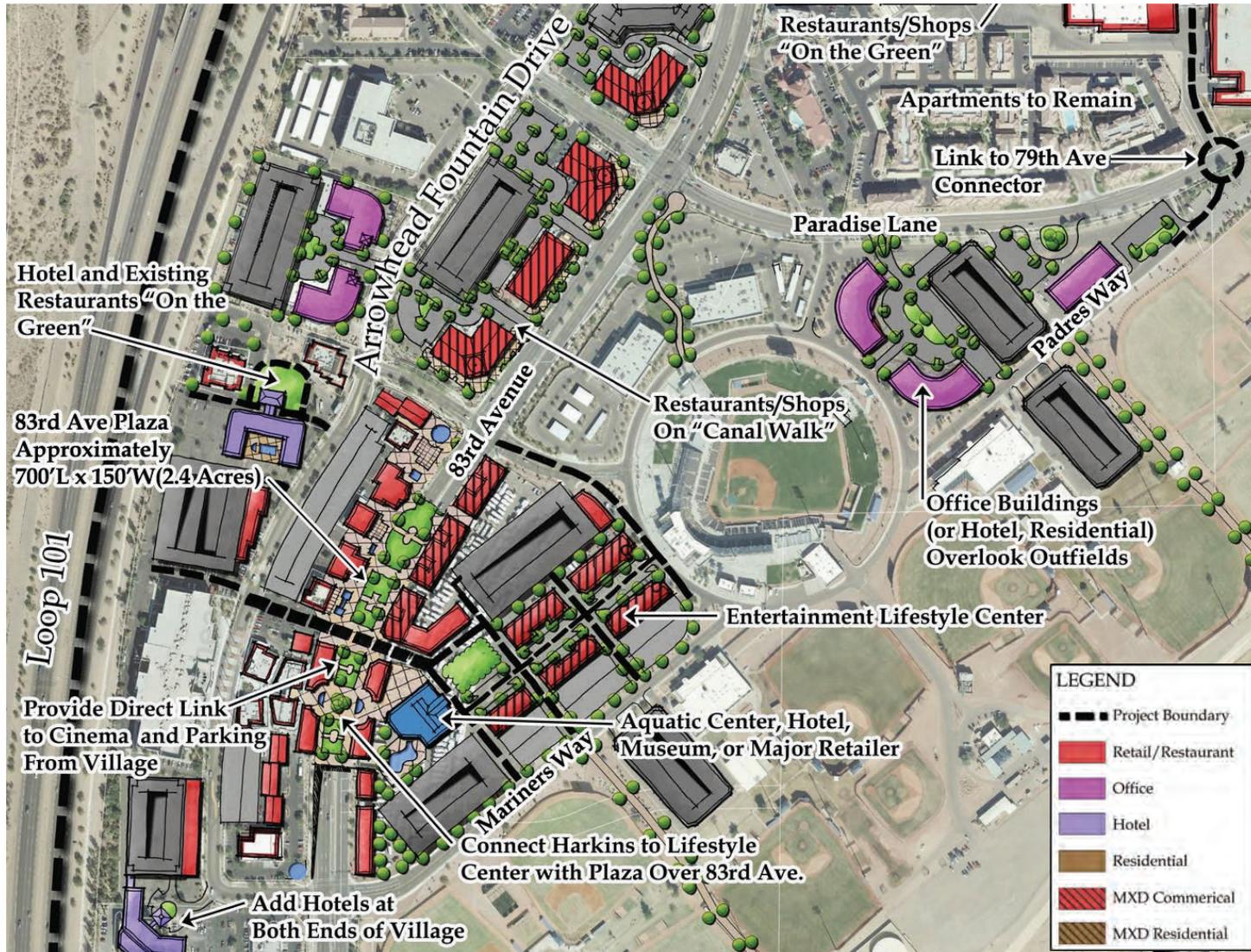


Figure V-12
 Urban Design Concept Alternative C
 Detail: Reduced 83rd Avenue Plaza Option

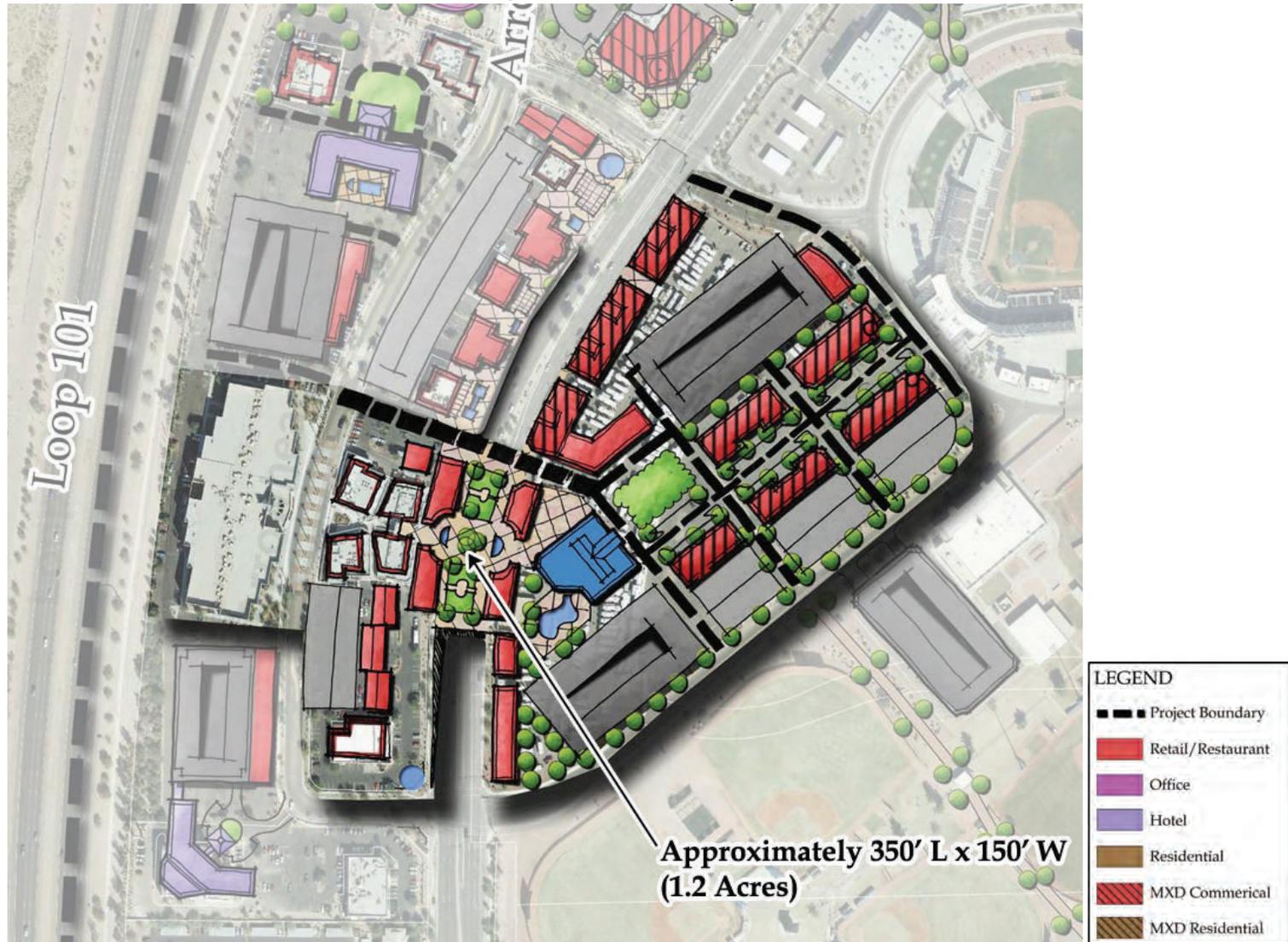


Figure V-13
 Urban Design Concept Alternative C
 Detail: New North Valley Town Center and Hotel District

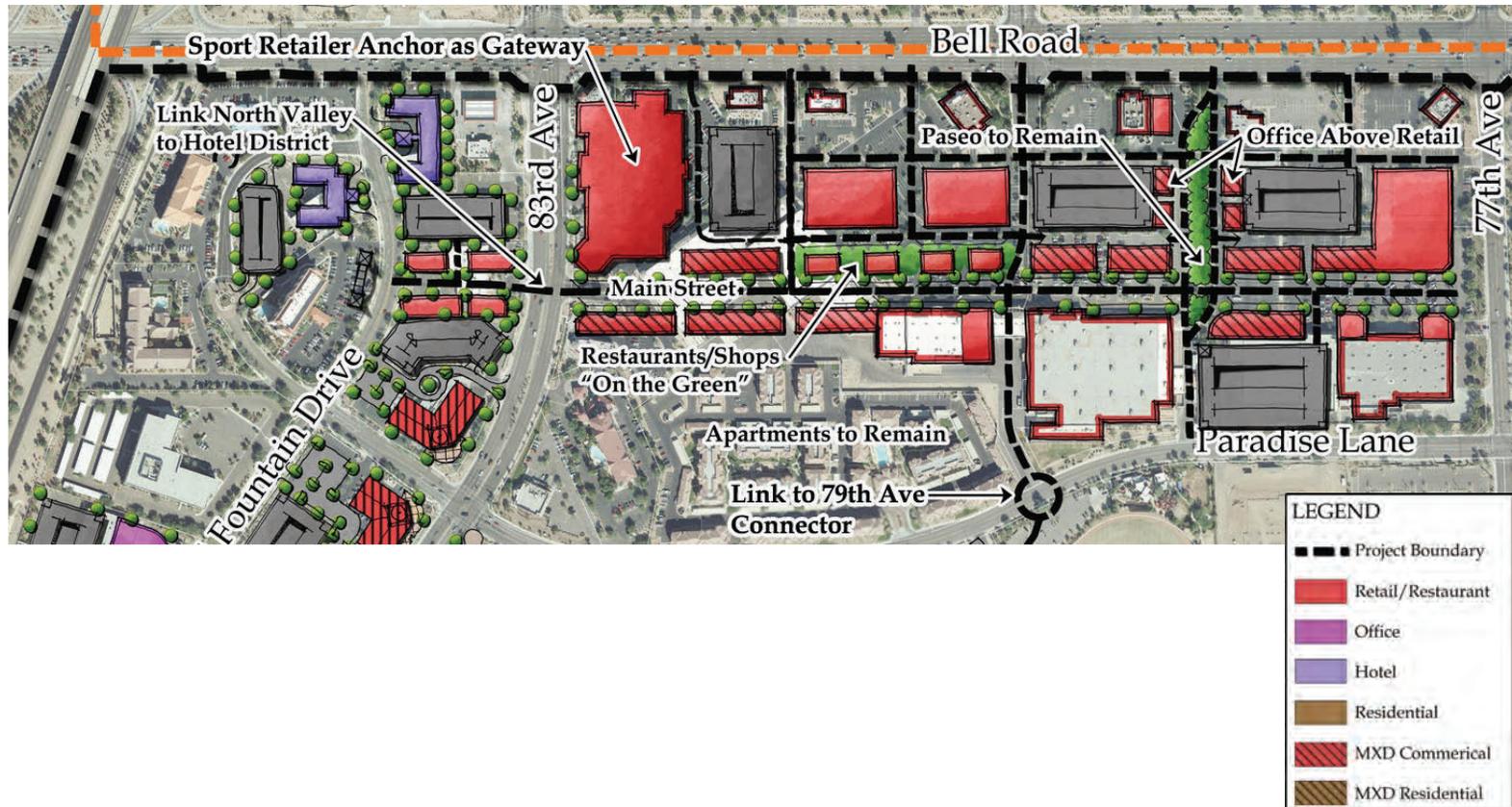


Figure V-14

Urban Design Concept Alternative C
Detail: East End and North Valley East



Figure V-15
Skunk Creek Open Space Concept Alternative A

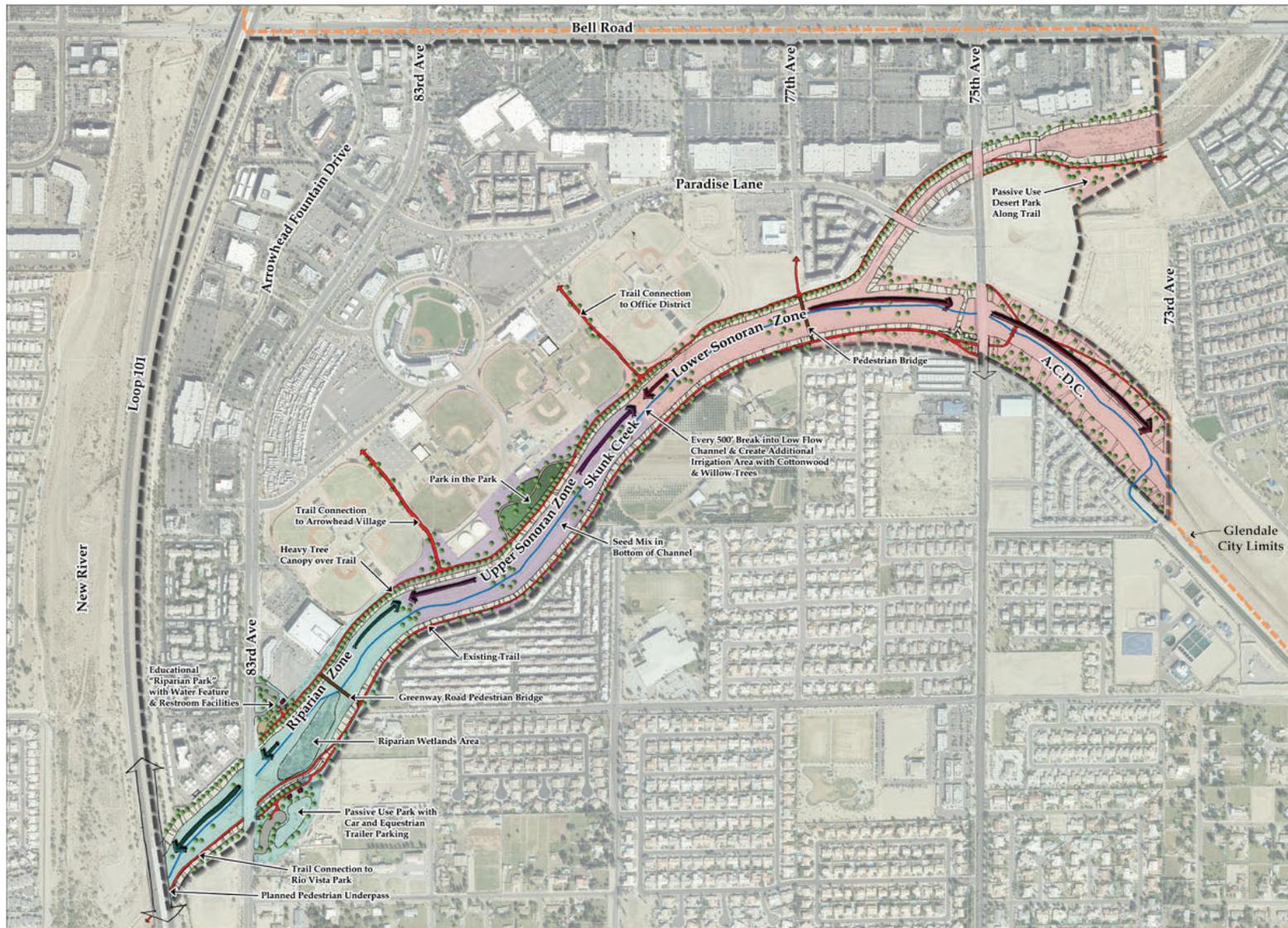


Figure V-16
Skunk Creek Open Space Concept Alternative B

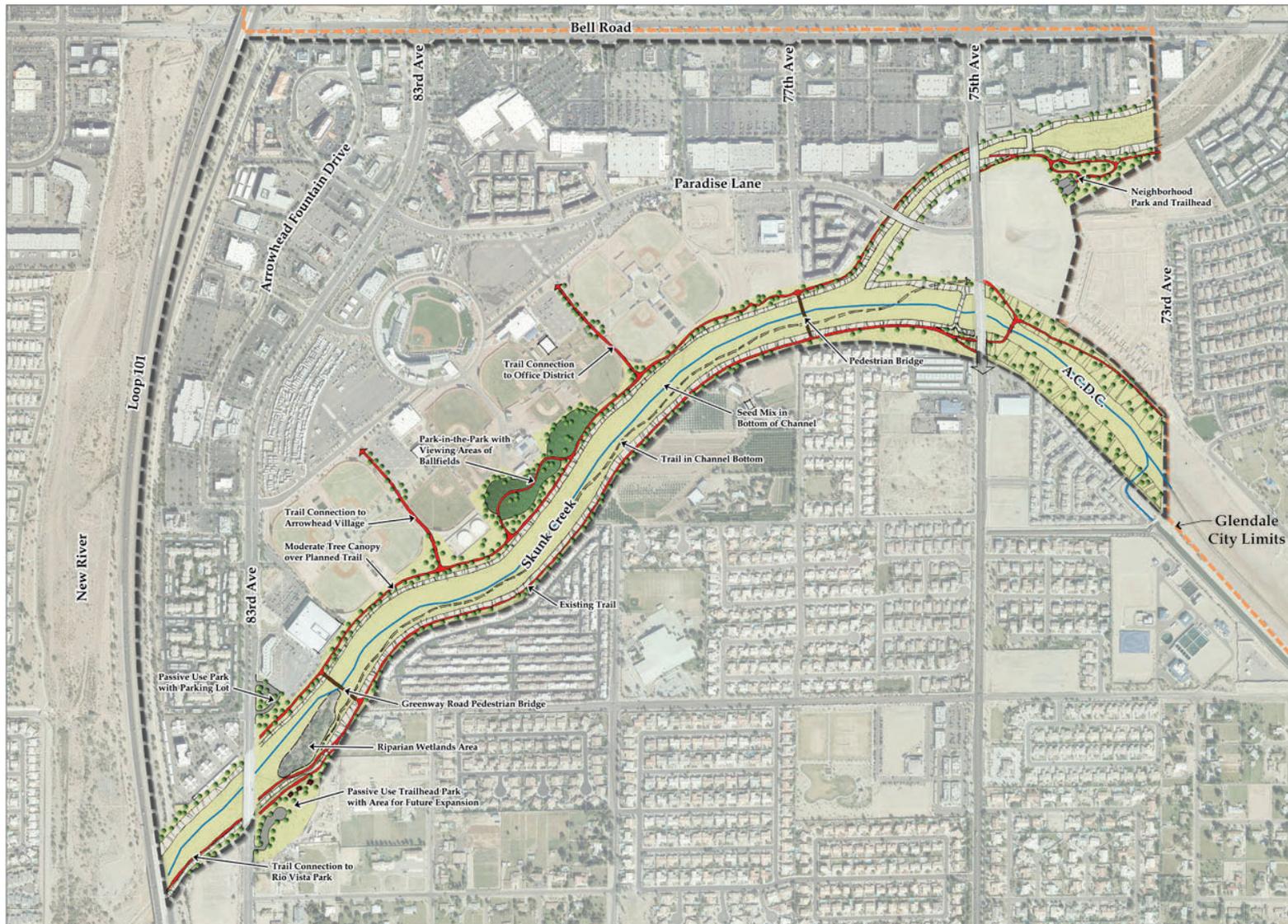


Figure V-17
 Skunk Creek Open Space Concept Alternative B
 Detail: Parks



West End Park

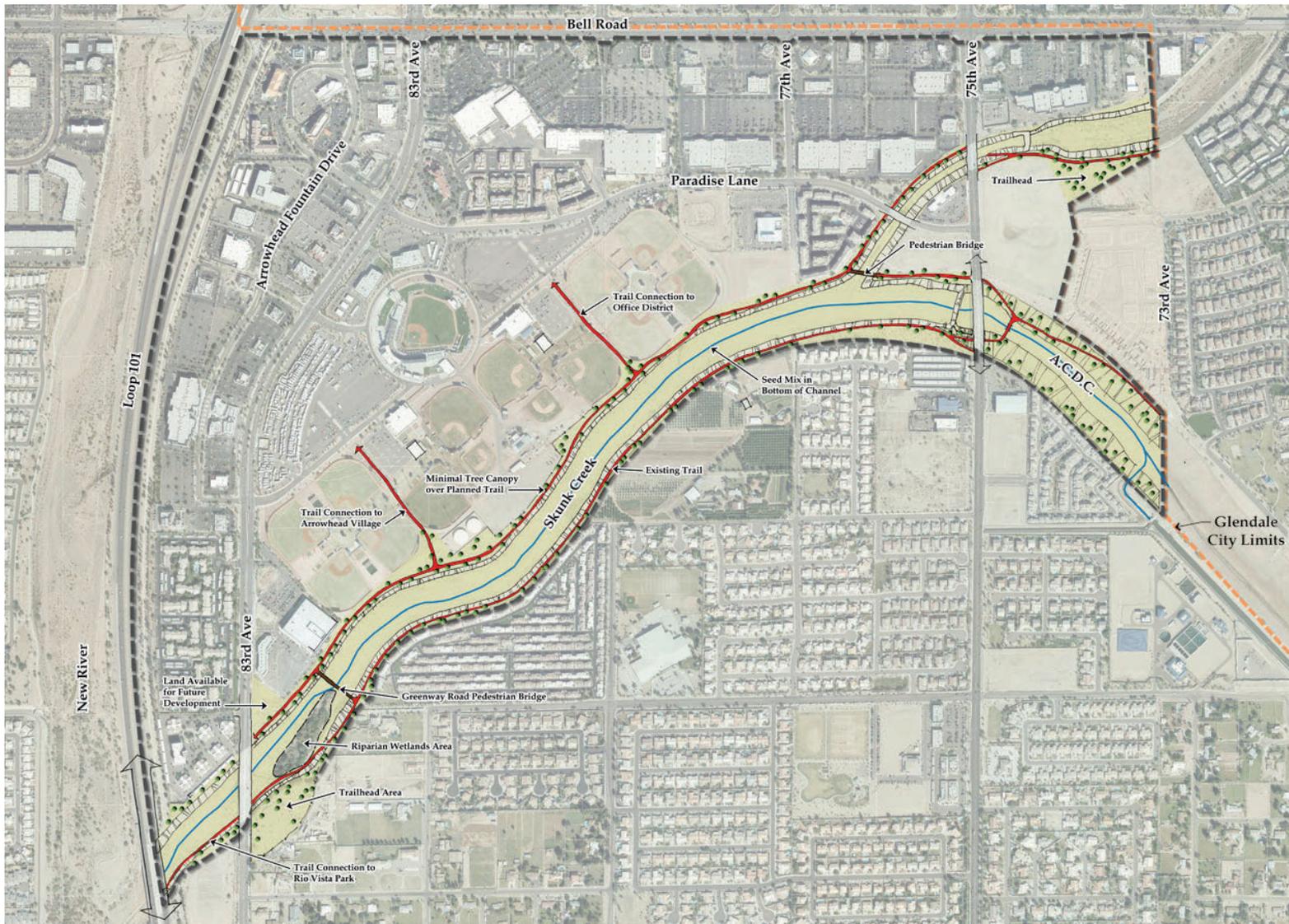


Park-in-the-Park



East End Park

Figure V-18
Skunk Creek Open Space Concept Alternative C



CHAPTER VI PREFERRED PLAN

CONTENTS

- A. Introduction
- B. Districts
- C. Land Use
- D. Circulation
- E. Urban Design
- F. Open Space
- G. Infrastructure Assessment

A. INTRODUCTION

The Preferred Plan is a hybrid of various components of each of the three concept alternative plans. The Preferred Plan allows a mix of land uses and building heights and identifies improvements promoting a pedestrian-friendly environment to reduce auto dependency within the study area. The results of the Concept Alternatives Workshops identified the following summary of preferred Urban Design and Skunk Creek Open Space components:

- Create 83rd Avenue Plaza by depressing 83rd Avenue between Mariners Way and Stadium Way.
- Intergrate or weave Canalwalk and similar water features throughout project area.
- Create Lifestyle and Entertainment Village with landscaped pedestrian promenade leading to stadium entrance.
- Create Artisan Village at south end of 77th Avenue to complement The Arizona Broadway Theater.
- Promote a mixed-use activity center at the terminus of Paradise Lane at 75th Avenue.
- Permit future mixed-use and residential components between 75th and 77th Avenues (North Valley Town Center).

- Link stadium complex to Bell Road at Paradise Lane through North Valley Town Center at 79th Avenue.
- Provide loop bikeway and loop shuttle service through project area.
- Develop the Skunk Creek Open Space to include two to three “mini parks,” landscape zones with educational components, and a link to neighborhoods within a pedestrian bridge.

B. DISTRICTS

The City of Peoria experienced a rapid increase in population from 1980 to 1990. During this period, in order to support its new residents, the city turned its focus to expand its commercial and industrial development so as to maintain a balanced local economy. During this spurt of rapid growth, North Valley Power Center and Arrowhead Fountains Center grew in a manner that suburban development often did during this period. The Sports Complex Urban Design project area consists of a mixture of mostly commercial retail development with hotels, restaurants, cinema and live theater, office use, and rental apartments. The Sports Complex is the centerpiece of the Project Area. In addition to the stadium and ballfields, the sports complex includes a baseball training facility and an ice arena.

Currently, the project area is divided into four districts including the Skunk Creek Open Space: 1) Sports Complex; 2) Arrowhead Fountains Center; 3) North Valley Retail Center; and, 4) vacant sites. The identification of ten distinct areas—or districts—and the Skunk Creek Open Space evolved in the planning process in order to create smaller manageable districts and help define land use and character. The ten new districts are defined below.

Ten Districts--Existing Conditions

1. Hotel District: A majority of the hotels (totaling 270 rooms) in the project area are located within this approximately 26.7-acre district.

2. Arrowhead North: Office and restaurant uses are located within the approximately 21-acre district.
3. Lifestyle and Entertainment Village: The 64-acre district extends from the Stadium to Loop 101 with Stadium Way and Mariners Way as its approximate northern and southern boundaries, respectively. The district has two well-known entertainment hubs—the Peoria Stadium and the Harkins Theater. The stadium has 11,000+ traditional seats and 3,000 lawn seats. The sites are comprised of large surface parking lots used to accommodate events and movies. National chain restaurants and a few local restaurants are located throughout the district west of 83rd Avenue. Access to this district is from Mariners Way and Stadium Way.
4. Arrowhead South: A 27-acre district with approximately 320 rental units and 86,000SF of predominantly one-story office buildings. This district forms half of one of the southern gateways into the project area along 83rd Avenue.
5. Stadium North: The twenty acre district consists of two recently constructed two-story office buildings located immediately north of the stadium; the remainder of the site is devoted to stadium parking.
6. North Valley Town Center: The district is approximately 76.5-acres and consists of a mix of mid- size and large format stores and inline shops. Numerous pad sites—mostly restaurants—line Bell Road. Large expanses of parking lots separate the pad sites from the larger stores. Existing apartments and a hotel are located within this district. The backs of stores including service and trash collection areas are oriented to Paradise Lane.
7. North Valley East: The 30-acre area between 75th and 77th Avenues is a continuation of the North Valley Town Center District identified above.
8. East End Neighborhood Center: An approximately 17.5 acre site with existing retail uses, the district is comprised of a number of neighborhood retail uses such as a coffee shop, barber shop, smoothie shop, and sit down counter service restaurants (without drive-through windows). Several national chain

stores occupy the larger structures. The well-maintained center is characterized by its use of brick, arcades, architectural details, wide sidewalks, shade trees and landscaping, outdoor cafes, seat walls, bike racks, and complimentary low scale signage.

9. East End: The district consists of approximately 35.5 acres. An approximately 200 unit apartment community is located southeast of the corner of Paradise Lane and 77th Avenue. A 13,000SF newly constructed retail center is located northwest of the intersection of 75th Avenue and Paradise Lane. Approximately 24.5-acres are currently vacant.
10. Sports Complex: The sports complex consists of ballfields, Polar Ice skating/hockey arena, baseball training facility, tavern, office and retail uses, and clubhouses for both the Seattle Mariners and the San Diego Padres.

Note: Approximate acreages identified above include all adjacent streets except Bell Road and Loop 101. Acreages are measured to street center-lines.



Proposed District Map

Skunk Creek Open Space. The open space occupies approximately 106-acres between the Sports Complex and the residential community to the south. Approximately 89-acres are in a floodway managed by the Flood Control District of Maricopa County (FCDMC). Approximately 17-acres are outside of the floodway. An additional 4.0 acres, located at 83rd Avenue and south of Skunk Creek, is owned by the City of Peoria. The western end of Skunk Creek begins at Loop 101 and extends 1.75 miles to the northeast near Bell Road. A portion of the open space includes a half mile drainage corridor known as the Arizona Canal Diversion Channel.

Ten Districts--Proposed Use and Character

The following summarizes the details of the Preferred Concept Plan:

1. Hotel District:

- a. Encourage reflagging of existing hotels where feasible for expansion and luxury status. Permit existing retail sites for future hotel sites and/or mixed use.
- b. Consider the provision of a marked and signed pedestrian crossing at 83rd Avenue approximately 660' south of Bell Road connecting North Valley Town Center to District 1.
- c. Encourage gateway office building at northwest corner 83rd Avenue and Paradise Lane.
- d. Permit 10-story building heights.
- e. Require minimum 0' and maximum 20' front setbacks along 83rd Avenue.
- f. Require 30' setbacks along Loop 101.
- g. Maintain 20' setbacks along Bell Road.

2. Arrowhead North:

- a. Encourage existing office expansion.
- b. Encourage higher intensity office use between 83rd Avenue and Loop 101.

- c. Permit 10 story building heights.
- d. Encourage ground floor retail and restaurant uses.
- e. Encourage expansion of Canalwalk theme.
- f. Encourage gateway office building at southwest corner 83rd Avenue and Paradise Lane.
- g. Require minimum 0' and maximum 20' front setbacks along 83rd Avenue.
- h. Require 30' setbacks along Loop 101

3. Lifestyle and Entertainment Village:

- a. 83rd Avenue Plaza: No changes to Stadium Way and Mariners Way. Depress 83rd Avenue south of Stadium Way and north of Mariners Way. Approximate length of plaza—700' subject to street grades and tunnel height.
- b. Canalwalk: Locate canal on east side of 83rd Avenue. Weave canal or similar water features / fountains throughout Lifestyle and Entertainment Village. Recommend canal walk be extended throughout development as unifying feature.
- c. Pedestrian Promenade: Provide landscaped and shaded pedestrian promenade with wide sidewalks from stadium box office to anchor site (see Anchor Site description below).

- d. Anchor Site: Provide site for anchor use at southwest corner of south stadium parking lot. Anchor use is flexible (i.e., hotel, sports museum, major entertainment venue, residential condos, etc). The anchor site should be de-



Proposed Anchor and Access between Plaza and Promenade

- signed as a gateway building benefiting from high visibility from Loop 101 and a 10-story maximum height. The Lifestyle Village is a desirable location for a hotel. The Urban Design Study Plan encourages a mix of development including jobs, entertainment, recreation, shopping, and residential. The Lifestyle Village location could also appeal to empty nesters and retirees, baseball fans, those seeking second homes, young professionals, and some first time home buyers.
- e. Lifestyle Village and Entertainment Village: Permit mixed-use land use typology in a “pedestrian mall” form. Permit building heights of 2-3 stories, not including the “anchor site.”
 - f. Parking Structure(s): Provide parking structures to accommodate stadium parking and Lifestyle Village uses. Permit shared parking approach to reduce total parking.
 - g. Convenient Surface Parking: Provide adequate surface parking near main entrance to stadium. Additional surface parking may be located immediately west of Mariners Way.
 - h. Stadium Expansion: Provide for additional stadium seat expansion (number of seats to be determined per City of Peoria).
 - i. West Side 83rd Avenue: Encourage removal of parking lots in front of restaurants to allow space for outdoor cafes on the plaza or restaurant expansion. Encourage new infill retail or mixed-use development between existing restaurants and/or in place of existing restaurants to create pedestrian friendly streetscape. Permit heights of 2-5 stories.
 - j. Require all new buildings adjacent to plaza over 83rd Avenue to be setback 0’ from (vertical extension of existing) 83rd Avenue right-of-way. Allow outdoor dining/sidewalk cafes on plaza.
 - k. Require 30’ setbacks along Loop 101.
4. Arrowhead South:
 - a. No change.
 5. Stadium North:
 - a. Option: Connect vehicular and pedestrian circulation to North Valley Town Center at Paradise Lane.
 - b. Maintain surface parking.
 6. North Valley Town Center:
 - a. No change.
 7. North Valley East:
 - a. Permit mixed-use development of up to ten stories.
 - b. Allow for flexibility to develop mixed-use higher density land uses.
 - c. For existing commercial buildings that back onto Paradise lane, encourage extensive screening utilizing landscaping art or other design treatments.
 - d. Permit 2-10 story building heights for mixed-use land use.
 - e. Encourage uninterrupted east-west vehicular/ pedestrian connection through site.
 - f. Encourage future development to front Paradise Lane. Require minimum 0’ and maximum 20’ front setbacks along Paradise Lane. Prohibit new buildings to back onto Paradise Lane. Prohibit service/loading areas along Paradise Lane.
 - g. Maintain 20’ setbacks along Bell Road.
 - h. Require minimum 0’ and maximum 20’ front setbacks along 75th and 77 th Avenues
 8. East End Neighborhood Center:
 - a. Maintain existing development for neighborhood retail uses to support proposed residential and mixed-use development; but, permit 2-10 story mixed-use.
 - b. Encourage grocery store tenant and other neighborhood goods and services (to support new residential development).
 - c. Consider provision of marked and signed pedestrian crossing at 75th Avenue entry drive approximately 660’ south of Bell Road connecting North Valley Center to East End Neighborhood Center, if safe and possible.

- d. Maintain 20' setbacks along Bell Road.
 - e. Require minimum 0' and maximum 20' front setbacks along 77 th Avenues.
9. East End:
- a. Provide sites for restaurants, art galleries, museum, amphitheater, event lawn, and parking to accommodate uses.
 - b. Improve pedestrian connections to the Arizona Broadway Theater and promote well signed vehicular access.
 - c. Provide parking and trailhead for Skunk Creek Open Space.
 - d. Permit 10-story maximum heights for commercial mixed use.
 - e. Require minimum 0' and maximum 20' front setbacks along 75th and 77th Avenues and Paradise Lane.
10. Sports Complex:
- a. Maintain the existing employee parking and maintenance yard.
 - b. Provide managed, secure pedestrian connections through the complex between practice fields to the Lifestyle and Entertainment Village and District 5, Stadium North.

Skunk Creek Open Space:

- 1. Implement Noxious Weed Control Plan. Refer to guidelines contained within this chapter and in Appendix F.
- 2. Landscaping: Plant bottom of channel with appropriate seed mix and limited landscaping as permitted by the FCDMC. The City has expressed a desire moving forward to establish an internal technical team to explore engineering and design solutions in consultation with the FCDMC to increase the flow capacity of the channel which could allow for the prospect of more robust vegetative resources in the channel

- 3. Pedestrian Bridge: Provide bridge at 77th Avenue alignment, including trailhead and 10-16 space parking lot for access to Skunk Creek open space and trails.



Rio Vista Park Pedestrian Bridge

- 4. East End Park: Locate mini-park at East End District east of 75th Avenue. Request access easement through vacant property at east end of Paradise Lane.
- 5. 83rd Avenue Trailhead: Locate trailhead and parking on the site immediately east of 83rd Avenue at Skunk Creek. Locate information center/kiosk on site (two potential locations available for improvements). Provide wildlife viewing station to existing riparian area.
- 6. Trails: Install 10' to 12' wide asphalt trail on the north side of the channel ("north bank trail"). Ensure adequate width to permit multi-use including circulator service. Provide educational markers along trail supplemented with adequate shade and seating areas. Provide secure, managed connections from the north bank trail through the practice fields to the Lifestyle / Entertainment Village and the Peoria Sports Complex.
- 7. Trail Lighting: Install 15' pole lighting at 100 feet intervals along the north bank trail between 73rd Avenue and 83rd Avenue. The north bank trail is an integral part of the looped pedestrian circulation system within the Sports Complex area. This segment is differentiated from the existing (unlit / dawn-dusk) trail along the south bank which is part of a larger system providing access to Rio Vista Park, Thunderbird Paseo and other recreational venues. The lighting of connecting parts of that trail, including phasing, will need to be considered in context with an overall trail management and security strategy and available funding resources.

Other:

- Allow for flexibility to locate multi-modal center facility on subject property. Allow for flexibility to locate light rail alignment on site.
- Allow for flexibility to locate water park or other similar amusement/entertainment facility in the project area.

C. LAND USE

Anchor Districts

Hotel and offices uses in the western portions of the study area and residential uses in the eastern portion of the study area are viewed as anchor uses that support the commercial development between them including the North Valley Town Center and North Valley East redevelopment, existing entertainment and restaurants west of 83rd Avenue, and the proposed Lifestyle and Entertainment Village. Vacant sites and the large retail parking lots should be viewed as opportunities for higher density residential and mixed-use development. Stand-alone residential densities of 26 du's/acre or less should be discouraged within the study area.

Mixed-Use Designation

A Sports Village Mixed-Use designation allows for the flexibility throughout all or designated areas of the development to permit a wide variety of compatible land uses within a building, a parcel or group of adjoining parcels. Mixed-use projects are intended to create and sustain pedestrian-oriented neighborhoods where local residents and visitors have convenient access to jobs, shopping, recreation, entertainment, public facilities, transit, and various services. The purpose of the Mixed-Use Land Use designation is to encourage a diversity of compatible land uses including Mixed-Use with residential components which is a mixture of residential with at least one or more of the following: commercial, office, educational, institutional, and other

appropriate urban uses or a Mixed-Use with a variety of non-residential components which is a combination of retail, office, hotel, educational, institutional, entertainment and other appropriate urban uses.

Proposed Parking

The Proposed Parking Plan (Figure VI-8) identifies the location and number of proposed spaces based on the Preferred Plan (Figure VI-1). The amount of spaces is approximate and subject to further refinement. Parking was based on a shared approach for a mix of uses within a building, parcel, or group of parcels. Changes in the mix of land use and square footages would have an impact on the outcome of the number of spaces identified here. The calculation for stadium seating expansion was not included at this time; however, for each 1,000 seats of new seating, approximately 250 spaces should be accommodated within the sports complex project area. The exhibit indicates that as many as 4,500-4,800 parking stalls can be accommodated around the stadium site and more than 8,000 parking stalls could be located within a ten-minute walk of the stadium. The project area is planned as a walkable mixed-use environment so that a "park once and walk" approach to parking is possible.

D. CIRCULATION

Vehicular

A detailed analysis of vehicular circulation in the project area was conducted. Traffic operations during the PM peak period (non-event) provided the basis for the concept circulation analysis. Project trips were assigned to the existing roadway network based on the current regional distribution of traffic to existing project area land uses. Traffic on these streets was also increased to reflect additional growth in non-project, through trips based on preliminary data derived by the Maricopa Association of Government's Year 2030 travel demand model. The combination of these trips was added to the existing roadway network to determine whether current street cross sec-

tions and intersection configurations on Bell Road, Paradise Lane, 83rd Avenue, and 75th Avenue were sufficient to accommodate the forecasted increase in demand associated with the Preferred Plan. Results of the analysis of anticipated traffic volumes indicate that the current study area network characteristics are sufficient to accommodate the forecasted demand at all locations with the exception of 83rd Avenue at both Bell Road and Paradise Lane.

Transit

Compact, mixed-use development is important if transit is to become a viable option to the project area. The current density, once the Skunk Creek Open Space and the sports complex is subtracted from the project area, is less than 2.5 du's per acre. Greater densities are required to make bus service and light rail viable.

About half of the site is within one half mile from a Valley Metro bus stop at Bell Road and 75th Avenue. A transit center is located at Arrowhead Towne Center. That portion of the site north of Paradise Lane and west of 79th Avenue is located less than one half mile to the Arrowhead Towne Center transit center. Connecting service from the study area to the Towne Center transit center is unavailable. The City's Multi-Modal Transportation Planning effort currently under development is looking at fixed short and long-term routes for extending service to the Project Area.

Appendix E is a map showing the route service currently provided through the regional transit service – Valley Metro. An image of the Peoria Sports Complex project area has been superimposed on the map of local bus routes. The map shows that the nearest regular route service is north of the project area, operating through Arrowhead Towne Center. Routes 170 and 67 operate on Bell Road east of 75th Avenue. There are no other public transportation services available in the immediate vicinity of the project area. While the City provides Dial-A-Ride service, this is not the type of service readily adaptable to serving the project area on a daily basis. The lack of

regularly scheduled route service through the project area is a disadvantage for future development as a mixed use residential, shopping, entertainment, and recreation complex. The City should continue working with Valley Metro to investigate the feasibility of extending a bus route along 83rd Avenue with stops spaced approximately one quarter mile. Hence, the first stop south of Bell Road would provide access to the proposed Lifestyle and Entertainment Village and Peoria Stadium. The route could also provide an all important link between Old Town and the Sports Complex project area. Greater densities are required to make bus service and light rail viable.

Original plans for a West Valley light rail extension from downtown Phoenix identified a line from Phoenix's Montebello/19th Avenue station to Glendale's downtown shopping district. As recently as March 2009, the City of Glendale has proposed that an alternate route be considered to continue west on I-10 and north on Loop 101.¹ The light rail line would end at Westgate; a feasibility study by Valley Metro has been initiated.

The City of Peoria is in the process of developing a citywide Multi-Modal Transportation Plan (MMTP). The roughly twelve month planning effort commenced in Fall 2009, with anticipated completion in Fall 2010. The study will create a Transit Implementation Plan that will "define an integrated approach to transit which includes: Commuter Rail, Light Rail, Express Bus, Arterial Bus, and Paratransit/Dial-a-Ride services." It will also devise an Art Bus Stop Implementation Plan which will define the location and type of bus stops/shelters throughout the City. Additionally, a Light Rail Feasibility/High Capacity Transit (HCT) Corridor Study will be conducted as part of the planning effort. The Corridor Study will investigate the feasibility of connecting Peoria to an 'anticipated' Light Rail terminus at the Glendale Sports and Entertainment District. In each of these study components, the Peoria Sports Complex Area will serve as a principal transit destination.

¹ "Glendale Rethinking Light Rail Route" by Rebekah L. Sanders and Scott Wong, The Arizona Republic, Mar. 18, 2009.

Pedestrian

Compact development has been proven to reshape urban transportation patterns. While transit inherently provides a strong alternative to automobile travel, redevelopment does not need transit to encourage non-automotive modes. The compact, walkable, mixed-use designs of some suburban retrofit projects encourage pedestrian, bicycle travel, and circulator service use in place of cars, whether transit is present or not. The community workshops indicated that visitors to the project area would walk if destinations, safety, and comfort were provided. Respondents were looking for walkways that provided shade, misters, interesting storefronts and building facades, water features, and safe street crossings.

Traffic demands on 83rd Avenue make accommodation of pedestrian traffic more challenging. The pedestrian plaza over 83rd Avenue would certainly create an inviting pedestrian environment. North of Paradise Lane; however, analysis results indicate that a six-lane cross section must be maintained on 83rd Avenue with the Preferred Plan. Pedestrian crossings could only safely be accommodated at major intersections with pedestrian phasings, specifically Paradise Lane and Bell Road. To enhance pedestrian interaction between the Arrowhead District and the North Valley Town Center, alternative pedestrian crossing alternatives should be investigated.

The following pedestrian improvements have been identified for the Preferred Plan:

- Paradise Lane: Widen sidewalk to ten feet. Install additional shade trees spaced every forty feet. Install pedestrian scale lighting. Provide one bench every 1,000 linear feet. Move utility boxes as needed.
- Padres Way Extension. Provide pedestrian access (including vehicular access) south of Paradise Lane to North Valley. Provide crosswalks and signage.
- 83rd Avenue: Widen sidewalk to ten feet. Install additional

shade trees spaced every forty feet. Install pedestrian scale lighting. Provide one bench every 1,000 linear feet.

- 83rd Avenue: Consider provision of crosswalks and signage at approximately 660' south of Bell Road linking North Valley Center to Hotel District—District 1. Consider installation of alternative pedestrian crossing options.
- 75th Avenue. Consider provision of crosswalks and signage at approximately 660' south of Bell Road linking North Valley East to East End Neighborhood Retail Center—District 8. Consider installation of alternative pedestrian crossing options.
- Sports Complex. Provide access between Skunk Creek path and Lifestyle Village and Skunk Creek path and Stadium North District.
- Skunk Creek. Provide 10'-12' path along the north side of Skunk Creek. Install pedestrian-scale lighting only adjacent to Sports Complex at intervals of 100' on-center supplemented with shade trees, educational markers and seating areas. The West Valley Multi-Modal Transportation Corridor Master Plan prepared in July, 2001 and the City of Peoria's Parks, Recreation, Open Space & Trails Master Plan (PROST). Update (2006) identify a paved 10'-12' wide multi-purpose path along the north side of Skunk Creek. This trail and a trailhead at the southeast corner of Skunk Creek and 83rd Avenue are currently under design. The plans also identified a trailhead at Skunk Creek and 83rd Avenue. The path would provide access to the Sports Complex from the north, west, and east. Access to the south would be provided by the 77th Avenue pedestrian bridge proposed on the Preferred Master Plan.

Bicycle

A Bicycle Development Plan was prepared for the City of Peoria in June, 2007. The study indicates that "bicycle access to this major retail and entertainment district is very limited due to the fact that both Bell Road (Bicycle LOS "E") and 83rd Avenue (Bicycle LOS "D") have extremely high motor vehicle volumes". The study further states that bicycle access to the project area is further constrained by the Bicycle LOS "D" on 75th Avenue. Constraints include high traffic volumes, no bike lanes or shoulders, and lack of a comfortable crossing at Loop 101 to the west.

The study identifies a list of short term prioritized segments for bicycle access improvements. 83rd Avenue from Mariners Way to Bell Road is classified as a “re-stripe candidate.” The classification means that vehicle travel lane widths should be reduced and new bike lanes should be striped; however, the preference of the various workshops indicated an interest in providing an internal loop bikeway throughout the project area. 83rd Avenue was not viewed as a desirable location for bikeways by local respondents. An analysis of projected traffic volumes indicates that a reduced four-lane cross section with bike lanes would be feasible on 83rd Avenue south of Stadium Way. The Preferred Plan recommends that a looped bikeway provide access to the Sports Complex, the Lifestyle and Entertainment Village, North Valley Town Center, the Artisan Village, and Skunk Creek. The proposed loop bikeway alignment is as follows:

- Southern alignment: The Skunk Creek north bank trail.
- Eastern alignment: 77th Avenue from Skunk Creek path to Paradise Lane.
- Northern alignment: The restriped Paradise Lane (Figure V1-10). Analysis of forecast traffic volumes indicates that Paradise Lane could be restriped to provide two travel lanes with bike lanes between 83rd Avenue and 75th Avenue.
- Western alignment: The bike loop would circulate through the Sports Complex connecting back to the Skunk Creek.

Recommended Circulators

On-Site Trolleys: The Peoria Sports Complex stretches from the vicinity of N. 75th Avenue at Bell Road south to N. 83rd Avenue at Skunk Creek – a distance of approximately 1.75 miles. Extensive redevelopment of the project area into a mixed-use activity center would benefit greatly from on-site transportation circulators. An on-site trolley service would permit parking to be concentrated, allowing greater freedom and flexibility regarding major elements of the project’s design and configuration. Moreover, it

would serve a primary integrating function by facilitating access between the different sectors, helping to reduce vehicle trips between on-site developments. The trolley service would also be especially beneficial in supporting special events at the various entertainment and recreation venues within the Peoria Sports Complex (e.g., Peoria Stadium and The Lifestyle and Entertainment Village).

Rubber tired trolley service or a similar circulator could operate on surface streets within the project area, particularly along 75th and 77th Avenues, Paradise Lane, 83rd Avenue, Arrowhead Fountain Center Drive, and Mariners Way. Circulators would help to reduce internal traffic levels. Stops could be provided to connect the hotel and residential uses to the ballpark, retail, and restaurant districts. This would improve traveler safety and increase the sense of cohesion – even identity – within the project area. Activity center circulators are not uncommon, and redevelopment of the project area offers the potential to combine trolley service on a shared pathway with the bicycle loop. Several examples of activity center trolley services are provided in the Appendix.

Off-Site Circulators: There are many retirement/care communities within the vicinity of the Peoria Sports Complex devoted to the welfare of older citizens. Many of the individuals in these communities are considered to be “transportation-disadvantaged,” (i.e., mobility is limited due to physical or economic conditions). The City of Peoria could provide circulators to bring these older citizens to the project area and, potentially, other areas of the City. The circulators could have a two-fold purpose: (1) enhance the overall accessibility and mobility of older citizens living in Peoria and nearby communities (specifically, Sun City and Sun City West), and (2) improve the social and economic quality of life of older citizens by increasing recreational, shopping, and entertainment opportunities. This “off site” circulators could easily be linked with the “on-site” circulators, or it could augment the on-site service by adding buses into the internal site route.

Retirement Communities: Appendix C identifies the locations of 45 residential properties within 10 miles of the Peoria Sports

Complex identified as accommodating the retirement/care needs of older citizens. Information was obtained for eight of the 45 properties, indicating the number of units per property. Six of the properties for which information was available are located in Peoria and Sun City. It is estimated that approximately 2,200 older citizens live at these retirement/care properties. Attachment D in the Appendix identifies a listing of the various properties; 16 of the properties are located within the City. Based on the average number of units per property and an average occupancy of 1.3 persons per unit, these 16 properties represent a population of more than 5,700 older persons living in Peoria at retirement/care properties.

Accounting for all 45 properties, it is estimated that approximately 16,000 older persons reside at retirement/care properties within 10 miles of the project area.

Residents of these specialized retirement/care properties could benefit from circulators between their community and the project area. The listing below, while not exhaustive, provides a number of excellent reasons for supporting circulators.

Benefits of Community Circulators:

- Improves mobility for transportation–disadvantaged persons, e.g., older persons on restricted incomes, persons unable to operate a vehicle, and persons without access to transportation.
- Provides a safe travel environment, especially in evening and nighttime hours.
- Increases accessibility to community services, medical services, as well as shopping, education, and recreation opportunities.
- Provides connectivity with the regional bus routes and system which ultimately provides access to LRT operated by Valley Metro.
- Reduces single occupant vehicle use within the community.
- Provides alternative transportation options that can increase the value of the community as a whole.

- Provides connectivity with major centers of social and economic activity.
- Reduces parking requirements at major activity centers.
- Provides connectivity with the Bell Road Auto Mall.

E. URBAN DESIGN

83rd Avenue Plaza

The project area currently has two primary entertainment focal points—the stadium and Harkins Theater. They also demand the largest number of parking spaces. One of the goals of the Plan is to create a walkable environment and encourage a “park once and walk” approach for visitors, shoppers, residents, and employees in the area. The stadium and the theater are separated by 83rd Avenue. As participants at the workshops have stated, 83rd Avenue is unsafe and provides no incentives for people to cross. Signalized safe crossings are nearly one-half mile apart which discourages walking. The 83rd Avenue Plaza provides an opportunity to physically link the two main entertainment nodes of the project. The plaza shortens the door-to-door walk to five minutes. The plaza also provides an opportunity for new businesses to locate. The plaza encourages existing restaurants to create outdoor dining spaces and expand. The proposed plaza is large enough to hold public events, concerts, and fairs. The plaza’s proposed area is approximately 2.4-acres and event space could be expanded if necessary to include additional space in the Lifestyle and Entertainment Village east of 83rd Avenue. Components of the plaza should include, but not be limited to, water features, landscaping, specialty paving, public art, intimate sitting areas, and shade structures. The plaza would not impact vehicular traffic. The plaza can be designed so that Stadium Way and Mariners Way are



unchanged. 83rd Avenue would be depressed for a portion of the distance between these two roadways (exact length and depth to be determined).

Canalwalk

The region has a history of the construction of canals for irrigation and drainage. The Hohokam Indians were the first to build a series of interwoven canals of nearly 150 linear miles throughout the Phoenix Valley in order to irrigate farm lands. The first settlers from Illinois relied on newly constructed canals built by the Arizona Canal Company in 1882-1885 to irrigate the many fields of cotton, alfalfa, and dairy production. A series of canals woven throughout the project provides a rare attraction for visitors and area residents and has the added effect of cooling the surrounding environment. The Canalwalk can be used to teach the history of canals throughout the City and Valley with informative markers identifying such locally famous names as Jack Swilling, William James Murphy, Joseph G. Greenhut, and the Hohokam Indians. The canal has the opportunity to take on a variety of forms such as long and linear (or curvilinear) with a variety of widths, artist commissioned fountains, splash play fountains, and large wide pools. The canals can be used as locations for outdoor dining and cafes. The water features can be incorporated throughout the 83rd Avenue Plaza and the Lifestyle and Entertainment Village Promenade.



Artisan Village

This site is located at the southern end of 77th Avenue which is also the proposed location for a Skunk Creek trailhead and pedestrian bridge crossing to the neighborhoods to the south. Parking, trail access, signage, and a trailhead marker are proposed components of this area.

The project has a third entertainment focus—the Arizona Broadway Theater. After opening its doors in January 2006, the theater has brought live theater to the Peoria area. In addition, it offers a location for banquets, receptions, and meetings as well as a Children’s Academy for the Performing Arts.



One mile separates the proposed Lifestyle Village from the Arizona Broadway Theater. While the Lifestyle and Entertainment Village provides a central focus for the development on the western half of the site, the Arizona Broadway Theater and the proposed development of Artisan Village will provide a central focus for the eastern half of the Study Area. Most of the development within the project area will be less than a half-mile from each focus. The site is more than five acres which allows enough room for a number of activities including an outdoor amphitheater overlooking Skunk Creek; a museum for the arts; art galleries; restaurants; and a lawn space for outdoor events. New surface parking for 240 vehicles can be accommodated on the Artisan Village site as well as expansion of the Broadway Theater parking lot. Additional parking could be shared as needed with the Broadway Theater. The site is not visible from Paradise Lane; however, a well-planned and designed signage and wayfinding program could direct visitors to the Artisan Village. Both Skunk Creek and Paradise Lane should be promoted as accessible by pedestrians; bicycle, and circulators between Lifestyle Village and Artisan Village.



PERMITTED LAND USES

Purpose and Intent. The purpose of the Permitted Uses Table is to implement the Preferred Plan by accommodating a broad range of office, retail, residential, civic, and specific uses necessary for the residents, visitors, and employees of the Project Area.; permit the flexibility to encourage redevelopment yet allow for uses that are consistent with the intent and character of the Preferred Plan; identify suitable locations for certain land uses; and, maintain and enhance the city’s economic base. The following tables identify the land uses that are allowed .

TABLE VI-I: MIXED-USE DESIGNATION PERMITTED USES

RESIDENTIAL USES	
Live/Work Units (Artists Studios)	P
Live/Work Units (Commercial)	P
Multi-Family Rowhouse Dwelling Units	P
Multiple Family Dwellings (condos, flats, apartments)	P
Residential/Mixed Use Buildings	P
CIVIC USES	
Community Center/Meeting Center	P
Cultural Exhibits and Museums	P
Government Offices and Facilities	P
Libraries	P
Police Community Substation	P
Post Office	P
Tourist Information Facilities	P
Universities/College	P
Vocation/Trade Schools	P
OFFICE USES	
Banks, Savings and Loans, and Other Deposit Institutions	P
Business and Professional Offices	P
Medical and Dental Offices, Clinics, and Laboratories	P
Mortgage Companies	P
Real Estate Offices	P
RETAIL TRADE ESTABLISHMENTS	
Antique Shops	P
Apparel Stores	P
Art Galleries (art sales)	P
Art Supply Stores	P

Bakeries (retail)	P
Bicycle Shops	P
Book Stores	P
Camera and Photographic Supply Stores	P
Cell Phones and Pagers	P
Consignment Shops	P
Computer and Software Stores	P
Confectionary Shops	P
Convenience Stores with Fuel Pumps/Gasoline Stations (6, 7, 8 only)	P
Convenience Stores w/o Fuel Pumps	P
Delicatessens	P
Large-scale Retail	P
Drug Stores and Pharmacies	P
Fabric, Sewing and Needlework Stores	P
Florist Shops	P
Florist Stands	P
Furniture and Home Furnishings Stores	P
Garden Supply (as an accessory use)	P
Gift, Novelty and Souvenir Shops	P
Grocer/Supermarket	P
Hardware Stores	P
Health Food Stores/Vitamin Supplements	P
Hobby, Toy and Game Shops	P
Home Improvement	P
Ice Cream/Frozen Yogurt Stores	P
Jewelry Stores	P
Lighting and Lighting Supplies (except 3 and 5)	P
Liquor Stores (except 3, 5, 9, 10)	P

Luggage and Leather Goods Stores	P
Musical Instrument Stores	P
News Dealers and Newsstands	P
Party Supplies	P
Pet Shops	P
Radio, Television and Electronic Stores	P
Shoe Stores	P
Specialty Stores	P
Sporting Goods Stores	P
Stationery Stores	P
Swimming Pool and Spa Stores (6, 7, 8 only)	P
Variety Stores	P
Video Stores/Video Games (sales and rentals)	P
Vision and Eyeglass Center	P
PERSONAL AND HOUSEHOLD USES	
Animal Grooming	P
Appliance Repairs	P
Art and Music Studios	P
Barber Shops/Beauty Salons	P
Carpet and Rug Cleaning (except 3 and 5)	P
Child Day Care (10 or more persons) (6, 7, 8 only)	C
Clothing Rental	P
Costume Rental	P
Dry Cleaning (except 3 and 5)	P
Equipment Rentals (light) (except 3, 5, 9)	P
Home Maintenance Services (except 3 and 5)	P
Interior Decorating Services	P
Locksmiths	P
Manicurist Salons	P

Picture Framing Stores	P
Shoe Repair Shops	P
Spa Retreat/Day Spa	P
Spiritualist Readings	C
Tailor Shops	P
Tanning Salons	P
Travel Agencies	P
Veterinary Clinic (6, 7 and 8 only)	C
BUSINESS SERVICES	
Advertising Services	P
Commercial Art and Graphic Design Services	P
Computer and Data Processing Services and Repair	P
Copying and Printing Services	P
Courier Service	P
Overnight Delivery Service (drop-off and pick-up only)	P
Medical Equipment Sales and Rental (6, 7, 8 only)	P
Office Equipment Sales	P
Personnel Services	P
Photographic Studios	P
Postal and Mailbox Rental Services	P
Recording Studios	P
Security Systems Services (6, 7 and 8)	P
Sign Services (6, 7 and 8)	P
COMMERCIAL RECREATION AND LARGE ASSEMBLY FACILITIES	
Amusement Arcades and Games (indoor facilities)	P
Boxing Gyms/Martial Arts Studios	P
Coffee Shops	P
Dance/Gymnastic/Yoga/Aerobic Studios	P
Exhibitions and Convention Facilities	C

Hotels	C
Movie Theaters	P
Night Clubs, Bars, Taverns and Lounges	C
Open Air Market/Farmers Market	P
Sports and Health Clubs	P
Playhouse	P
Restaurants	p
Vacation Villas (vacation or timeshares)	P
Stadium, Arenas, Ice and Roller Rinks, Other Sports Facilities	P
SPECIAL USE CLASSIFICATION	
Amusement Park/Water Park	S
Concession Stands	P
Drive-In/Drive-thru Facilities (1, 6, 7, 8 only)	C
Kiosk Businesses	P
Outdoor Cafes	P

Note:

- P - Permitted Use
- C - Conditional Use Permit
- S - Special Use Permit

SHARED PARKING

Shared parking is the use of a parking space to serve two or more individual land uses without conflict or encroachment. The ability to share parking spaces is the result of two conditions:

1. Variations in the accumulation of vehicles by hour, by day, or by season at the individual land uses, and
2. Relationships among the land uses that result in visiting multiple land uses on the same vehicle trip.

The key purpose of providing shared parking is to find an adequate balance of parking to support development while minimizing the negative aspects of excessive land uses or resources that are devoted to parking.

A shared parking program for a mix of uses within a building or within a complex of buildings, within a parcel, or group of adjoining parcels is presented as an option to reduce the total required parking in which the uses operate at different times from one another throughout the day. Strict adherence to the City's current parking regulations may result in the provision of excessive numbers of parking spaces and will not facilitate the desired character. This results in excessive pavement and impermeable surfaces and discourages the use of alternate travel modes. A shared parking program allows the property developer to use parking spaces more efficiently by allowing the same spaces to be shared by various land uses and, in some instances, by adjoining land uses.¹

Reasons to apply a shared parking approach for the project area are:

- Shared parking enables people to park once at a convenient location and access a variety of commercial enterprises in a pedestrian-friendly environment.
- Shared parking reduces diffused, inefficient, single-purpose parking.

¹ Shared Parking Second Addition, Mary S. Smith, Urban Land Institute 2005

- The stadium currently has approximately 11,000 traditional seats. The stadium is parked at a ratio of approximately 1 space per four seats. Visitors to the stadium often utilize the restaurants and theater on the west side of 83rd Avenue. Many visitors are hotel guests, too.
- Reduced parking is encouraged by the use of shared parking between/among primarily nighttime uses, such as theaters, night clubs, and restaurants, and primarily daytime uses, such as banks, offices, and retail stores. For example, some employees of office and retail may patronize restaurants and coffee shops before work and at lunch or dinner.
- Residents who live in the area as well as future residents already have parking provided on site and may patronize the stadium, restaurants, retail, theater, and other entertainment if within walking distance or convenient circulator service is provided.
- Staff parking for the stadium and Lifestyle Village should be provided at offsite facilities such as, Arizona Broadway Theater and Artisan Village, other sports complex facility parking areas, or other predetermined sites.
- Multiple adjoining parcels should be treated as a single development site for parking purposes if owners of all parcels affected negotiate an agreement for shared parking.

Factors to Consider when Lowering Parking Demands.

- Parking Management Plan. A sound parking management plan can substantially reduce the potential lack of parking through proactive event and facility management by the City. For example, there could likely be a shortage of stalls available for mixed-uses within the Lifestyle Village if events were programmed at the stadium during the peak Christmas shopping season.
- Incorporate a minimum compact space requirement. Higher vehicle mileage and emissions standards will begin to take effect in 2012 and are to be achieved by 2016 which means cars and trucks on American roads will have to become smaller, lighter and more

efficient. The City currently permits a maximum of 15% of the total number of parking spaces to be compact for the vehicles that are driven on area roadways. The City should consider revising the requirement to a minimum of 20% and might consider increasing the requirement in later stages of project development.

- Parking in Proximity to Housing. For nonresidential uses within a 500' walking distance to housing, off-site parking should be considered to meet parking requirements. A provision for a pedestrian walkway with shading should be provided between parking for housing and nonresidential uses.
- Parking in Proximity to Transit. Reduced parking ratios should be considered if new development is within walking distance of transit or bus stops along major bus routes. A parking reduction should be considered if the City is successful in procuring light rail or improved bus transit.
- Commuter Program. Parking ratios should be reduced if the property/business owner has an approved (by the City) commuter trip reduction program incorporating transit and car pools.
- Car Sharing. Membership-based car sharing services such as 'Zipcar' reportedly can replace 7-10 privately owned cars on the road and ultimately in parking lots. Each vehicle has a home location: a reserved parking space located on a street, driveway, or neighborhood parking lot in the member's area.

Parking Reports to Ensure Parking Adequacy

The City should have a mechanism to ensure that parking spaces are always available for ongoing development until build-out. The parking credit schedule is no guarantee that the overall project will be adequately "parked" in each stage of redevelopment, particularly if measures to lower parking needs are not instituted (refer to "Factors to Consider When Lowering Parking Demands"). Periodic monitoring is recommended. The City should prepare a parking report to indicate how well parking is working based on

existing City of Peoria parking requirements and the Shared Parking Approach as defined here. If the Shared Parking Approach does not meet the demand, adjustments should be made. Parking reports should occur in phases as the project redevelops. As an example, Goodyear Ballpark Village identified that parking reports be conducted approximately every two years to ensure parking adequacy.

Base Parking Ratios: Shared Parking, Second Edition by Urban Land Institute recommends that parking ratios for projects with a mix of uses utilize the parking ratios identified below for each of the specific land uses. Parking for the stadium is based on existing parking. Currently, a total of 1 parking stall is provided for every four seats. Staff parking is provided off-site from the general parking area. The following base parking ratios are suggested for the project area.

Sample Base Parking Ratio Calculation:

Land Use Data:

10,000SF Commercial/Retail 15,000SF Office-Employment;
5,000SF Family Restaurant

Calculation:

Land Use	SF	Highest Expected Use Period	Visitor Parking Ratio / 1,000	Employee Parking Ratio / 1,000	# Parking Spaces Required
Comm./Retail	10,000	Weekend	3.4 (avg)	.85 (avg)	44
Office	15,000	Weekday	.3	3.5	58
Family Dining	5,000	Weekend	12.75	2.25	75
TOTAL	—	—	—	—	177

The base parking ratio recommends that the land uses identified and their square footages should require 177 parking spaces.

Land Use	Weekday		Weekend		Unit
	Visitor	Employee	Visitor	Employee	
Commercial/Retail	2.9-3.2	.7-.8	3.2-3.6	.8-.9	/ 1,000sf GLA
Fine/Casual Dining	15.25	2.75	17.0	3.0	/ 1,000sf GLA
Family Restaurant	9.0	1.5	12.75	2.25	/ 1,000sf GLA
Fast Food	12.75	2.25	12.0	2.0	/ 1,000sf GLA
Movie Theater	.19	.01	.26	.01	/ seat
Health Club	6.6	.4	5.5	.5	/ 1,000sf GLA
Hotel	.9-1.0	.25	.9	.18	/room
Hotel Restaurant/Lounge	10.0	.25	10.0	-	/1,000sf GLA
Hotel Conference Facilities	30.0	-	30.0	-	/1,000sf GLA
Office (0-25,000sf)	.3	3.5	.03	.35	/ 1,000sf GLA
Office (25,000-100,000sf)	.25	3.15	.03	.32	/ 1,000sf GLA
Office (100,000-500,000sf)	.2-.25	2.6-3.15	.02-.03	.26-.32	/ 1,000sf GLA
Medical/Dental Office	3.0	1.5	3.0	1.5	/ 1,000sf GLA
Bank	3.0	1.6	3.0	1.6	/ 1,000sf GLA
Residential--Rental	.15	1.5	.15	1.5	/ unit
Residential—Owned	.15	1.7	.15	1.7	/ unit
Stadium	.25	.01	.25	.01	/ seat

⁴ Shared Parking Second Edition, Mary S. Smith, Urban Land Institute 2005

Parking Credit Schedule. The total amount of parking shall be minimized through shared parking between adjacent uses, particularly in the evenings and weekends. The following table outlines a shared parking approach for sites with a mix of uses. The Parking Credit Schedule below is similar to the Schedule of Shared Parking Calculations for the City of Scottsdale and Tempe, Arizona Parking Ordinances. The City should consider other methodologies to help reduce parking requirements and assure that proposed development will accommodate adequate parking. The general rule of thumb for a reduction of parking using the parking credit schedule with a mix of uses is to reduce required parking by a maximum of 25%.

Formula.

1. Determine the minimum amount of parking required for each occupancy as though it were a separate use;
2. Multiply each such amount by the corresponding percentage for each applicable time period shown in the table below;
3. Calculate the column total for each time period;

4. The column total with the highest value shall be the shared parking requirement.

Sample Parking Credit Calculation:

Site Land Use Data (from Base Parking Ratio Calculation—Page VI-17):
 10,000SF Commercial/Retail; 15,000SF Office; 5,000SF Family Restaurant

Parking Schedule:

Land Use	Weekday			Weekend		
	Nights	Day	Evening	Nights	Day	Evening
Comm./Retail	0	44	35	0	44	26
Office	3	58	3	0	35	6
Family Dining	38	52	75	34	53	75
TOTAL	41	154	113	34	132	107

The column total with the highest value is 154 spaces which would allow for an approximate parking reduction of approximately 12% from the recommended base parking ratios and 20-25% from the City of Peoria Parking Regulations.

Land Use	Weekday			Weekend		
	Nights	Day	Evening	Nights	Day	Evening
	12am-7am	7am-6pm	6pm-12am	12am-7am	7am-6pm	6pm-12am
Commercial / Retail	0%	100%	80%	0%	100%	60%
Restaurant—Fine/Casual	50%	70%	100%	45%	70%	100%
Restaurant—Take Out	0%	70%	100%	5%	60%	100%
Movie Theater	0%	70%	100%	5%	70%	100%
Health Club	0%	100%	85%	0%	60%	20%
Hotel	100%	65%	90%	100%	65%	80%
Office-Employment	5%	100%	5%	0%	60%	10%
Office-Medical/Dental	0%	100%	5%	0%	90%	0%
Bank	0%	100%	0%	0%	100%	0%
Residential	100%	55%	85%	100%	65%	75%

⁵ Multiple Sources: Shared Parking, Second Edition, Mary S. Smith, Urban Land Institute, 2009; City of Tempe Arizona Zoning and Development Code, Appendix F, Shared Parking Manual, Ja. 2006; Scottsdale, Arizona Zoning Ordinance, Parking and Loading Requirements, 2007.

CHARACTER GUIDELINES

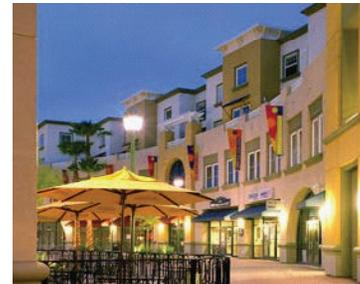
The Code is a tool for identifying a preferred approach to land development that places primary emphasis on the physical form of the built environment with the end goal of producing a specific type of 'place'. These guidelines control the physical form of buildings and their physical environment, and to a lesser extent, the land use. The objective of these regulations is to achieve a specific urban form. These regulations:

- Are a useful tool for supporting higher-density, walkable, mixed-use neighborhoods.
- De-emphasize land use in favor of building form and typology since a mix of uses within a building parcel or adjoining parcels is desired.
- Place focus on the streetscape and the public realm and the various design elements that reinforce them.

The Character Guidelines are meant to supplement the zoning ordinance and the 2008 City of Peoria Design Review Manual for design and review of commercial and residential development within the project area. Like the Design Review Manual, the Code is intended to be used as a baseline for the minimum qualitative design standards for the Sports Complex Urban Design Project Area.

Building Massing and Building Facades.

- Develop a complex of buildings rather than a single structure. Ensure that spaces created between buildings can function as pedestrian plazas, promenades, and gathering areas.
- Concentrate a site's building mass at the street edge. For multiple story buildings, step the building back from the street edge at upper levels to allow sunlight onto the street. Buildings greater than four stories are encouraged to be setback a minimum of ten feet from the front elevation.
- Where necessary, provide a transition that relates to adjacent buildings.
- Retail buildings greater than 50,000sf shall incorporate one-story smaller retail "liner" or "wrap" buildings on the front facade and public street side façade at ground level for at least 2/3 of the building's primary street frontage.
- Buildings greater than 120LF shall incorporate a combination of horizontal modulation and building articulation to reduce the architectural scale and provide visual interest.
- Buildings with rooflines including flat roofs greater than 120LF shall incorporate roofline modulation every 60'-120'.
- For retail use, the front facade and the public street side façade at ground level shall have at least 65% of the façade area comprised of clear vision glass calculated between 2' to 12' from ground level.
- For office use, the front facade and the public street side façade at ground level shall have at least 50% of the façade area comprised of clear vision glass calculated between 2' to 12' from ground level.
- To mitigate heat island impacts, new development is encouraged to use roofing and building materials that provide high reflectivity and/or high emissivity as appropriate to use and occupancy.



Buildings: Storefront Shading

Storefront shading is required on all retail establishments and restaurants that front on a public right-of-way within the Lifestyle and Entertainment Village, Paradise Lane, 83rd Avenue Plaza, and Lifestyle Village Promenade. Storefront shading devices may include arcades, galleries, arbors, pergolas, awnings or canopies.

Arcades.

Definition: Arcades are facades with an attached colonnade that is covered by an upper story or stories.

Guidelines:

- Arcades may not encroach on a public right-of-way.
- The height and proportions shall correspond to the façade consistent with the architectural style.
- A minimum 12’ clearance to the height of the soffit is required; however, a minimum of 10’ clearance is required for all arcade openings.
- The arcade shall correspond to storefront openings.

Galleries.

Definition. Galleries are shading devices that are attached to the building storefront and project over the sidewalk. Galleries are not covered by upper stories.

Guidelines:

- Galleries may encroach on a public right-of-way but not less than 2’ from a street curb.
- The height and proportion of the gallery shall correspond to the façade consistent with the architectural style.
- A minimum 12’ clearance to the height of the soffit is required; however, a minimum of 10’ clearance is required for all gallery openings.



Pergolas and Arbors

Definition. A pergola or arbor is a structure with an open roof of cross rafters supported on posts or columns often covered in climbing plants.

Guidelines:

- The clearance of pergolas shall be at least 8’ above the sidewalk.
- Pergolas may encroach upon the adjacent right-of-way but no less than 2’ from the curb.
- Each column of a pergola should be planted with a vine.
- Materials, color, and forms shall be complimentary with the building architecture.



Awnings and Canopies.

Definition. Awnings and canopies are projecting shading devices mounted on the outside of a door or window and not supported by a post or column.

Guidelines.

- Awnings and canopies shall be located at least 8’ above the adjacent sidewalk. Awnings and canopies may encroach upon the adjacent right-of-way, but may not impact adjacent street trees or lighting.
- Materials, color, and forms shall be complimentary with and derived from the building architecture.
- Awnings and canopies shall fit the frame of the window, door or storefront.



Buildings: Entries

- Building entries should be pedestrian, in scale.
- Main entrances to buildings shall be well defined and articulated. Main entrances can be signified with distinctive features such as a roof, arcade, fenestration, overhangs, columns, recesses or projections.
- Accentuate entries with features such as moldings, lighting, overhangs, and awnings or canopies.
- Allow for transitional space between the entry and the street such as recessed entry bays



Buildings: Gateway and Corner Buildings

Definition: A gateway building is located at a primary entrance to the project area. The following locations shall be considered gateway entries:

- Bell Road and 83rd Avenue
- Bell Road and 75th Avenue
- Mariners Way and 83rd Avenue
- Stadium Way and 83rd Avenue
- 75th Avenue and Skunk Creek
- 83rd Avenue and Skunk Creek

A corner building is any building located at vehicular entries other than a gateway location.

Guideline

Architectural features such as domes, turrets, towers, ornamental portions of a parapet wall, accentuated cornice, rounded, curved or angled corners, and unique corner entry treatments should be integrated into corner and gateway buildings.



Corner Plazas

A plaza or outdoor dining space is encouraged on corner sites. The building shall be setback from the sidewalk to allow for usable exterior space. A minimum of 100sf is encouraged for a plaza entryway, and a minimum of 400sf is encouraged for outdoor dining space.



Surface Parking and Service Areas

- Off-street parking is not permitted between the building and the street except when the parking is constructed as a “traditional village Main Street”. The following are typically the components of a “traditional village Main Street”. Note: A traditional village Main Street is not required to be a public right-of-way.
 - ◇ Two travel lanes (10-12’ width);
 - ◇ Diagonal or parallel parking on both sides;
 - ◇ A minimum of 15’ width sidewalks on both sides;
 - ◇ Shade trees spaced at least 30’ and located within 2’-6” to 3’ from the curb.
 - ◇ Shade trees may be located in an open cut-out in the sidewalk or with a tree grate. Tree grates are preferred.
- No service areas are permitted between the front of a building and the street.
- All service equipment and trash receptacles must be located in the least visible sides of the site and screened from view.
- When placed on the rooftop, electrical and mechanical equipment must be obscured with a parapet wall.
- Trash receptacles and dumpsters shall be screened with a trash enclosure that is complimentary to the adjacent building architecture using the same materials and color.
- To mitigate heat island impact, new development is encouraged to use permeable paving surfaces where appropriate and/or high reflectivity paving materials, also known as “cool pavements”.

Structured Parking

- All sides of a parking structure visible from a street or public spaces (i.e., park, plaza, green or paseo) must be designed to compliment the main building or group of buildings.
- As an alternative to the above requirement, the sides of parking structures visible to Loop 101 are permitted with extensive landscaping.
- Pedestrian entries to parking structures shall be well defined and articulated and clearly recognizable from the remainder of the structure.
- In no instance may structured parking be located between the building and the street unless the ground floor facing the street is occupied with a commercial use.
- Structured parking may be:
 - ◊ Attached to a building and not visible from the street that the building fronts as with a “liner” or “wrap” building.
 - ◊ Located below grade.
 - ◊ Separate from and located behind a building.
 - ◊ Located on the street, but ground floor commercial space must be a component of the first level. Two-thirds or more of the structure facing a street shall be provided with commercial space.
- Pedestrian Accessways. Pedestrian access to parking structures between buildings, also known as allés shall be a minimum of 15’ width. The pedestrian space between buildings shall be well lit, landscaped, and no blank, unarticulated walls will be permitted.



Residential Architecture Character and Quality Images

With the recent developments of Kierland Commons, City North, and Scottsdale Quarter, higher density housing (as well as mixed-use) are characterized by a “Valley Contemporary” architectural style depicted in the following images. The following images are representative of the desired character and quality of proposed residential development.



Theming Elements

An overarching Contemporary / Entertainment theme will guide the character of pedestrian scale lighting and street furnishings throughout the project. Similar product types will be accepted as long as they do not depart from the basic theme displayed in the following images.

The Lifestyle and Entertainment Village will be the focal point of the overall community. Land uses in this area will center on entertainment, shopping, dining, and public events and a look toward the future of Peoria. Some office and residential may be incorporated as a result of the mixed use land use designation. Housing is likely to be geared towards young urban professionals, newlyweds, and young families; however, retirees and second home buyers are also expected to live in the proposed development.

While the overriding community theme is Contemporary / Entertainment, the Code needs to be flexible enough to permit other theming element options for other districts with distinct land uses and character. For example, Skunk Creek Open Space is a natural park and landscape environment; theming elements similar to Rio Vista Park may be appropriate. The Artisan Village and Arizona Broadway Theater area may want to display a more creative, artsy themed environment with its own unique flavor. The immediate stadium area and other sports activities in the development may wish to identify with sports themed elements. The following examples are acceptable theme elements, but must be approved by the City of Peoria.

Street Furnishings:
Benches

Contemporary



Historic to the Land



Sports Theme



Street Furnishings:
Pedestrian Scale Lighting

Contemporary



Historic to the Land



Sports Theme



Street Furnishings:
Bike Racks

Contemporary



Historic to the Land



Sports Theme



Street Furnishings:
Trash Receptacles



SIGNAGE AND WAYFINDING

The project area consists of small business owners, one-of-a-kind restaurants as well as national chains, local shops and national retailers. Plans for the future call for cultural attractions, parking garages, integrated park areas, and museums. It is also the home of the Seattle Mariners and San Diego Padres spring training facility.

With all of these components, it is truly a disconnected environment. The goal is to create an integrated, unified, pedestrian-oriented mixed-use environment.

Currently, there are such a diverse range of unrelated sign styles, designs and aesthetic quality which complicate and clutter the visual streetscapes. Individuality is desired, but without an overall identity, this sign clutter separates each piece into its own little island of development, and not the mixed-use urban "core" that is desired.

For its size and development origin, the project area needs a cohesive identity and an effective and comprehensive wayfinding program for both vehicles and pedestrians.

The development of a trademark for the project area by defining the area with a wayfinding system and uniform and integrated streetscape components will be the unifying fabric. The long term effectiveness of these systems will be the application and adherence of the ground rules governing the planning, design, and maintenance.

The system's components should present a recognizable brand and identity that will be used for marketing, promotions and signage/graphics for major entries and borders, and directional signage for both the vehicular and pedestrian user.

Trademark Development

To guarantee success for these efforts, a professional branding/graphic design firm should be contracted that can facilitate the effort, provide naming studies and designs for the new identity. The following basic guidelines should be established, verified and set in place during the initial phase of the trademark development to guarantee that the system is functional and serves the needs of the community.

- **Establish a community task force to define parameters for name/theme development.**

Developing a trademark for the area should reflect the wishes of the local business community, civic organizations, residents, and the sport teams, and the sports facilities. Stakeholders should consist of representatives from each of these groups and city staff. This task force should also be used for the wayfinding program development in the defining of the destination criteria.

- **Define the trademark to be simple and memorable**

The most effective way to develop a trademark for urban areas like this are typically one or two word names that can be memorable.

Memorable in this sense can either be location based of the land; made up words that sounds like something familiar or even "exotic" in another language or direct and to the point as to its purpose.

Simple /Memorable Trademarks



ONE SCOTTSDALE



CITYSCAPE



The trademark should reflect the City of Peoria and its tenants, not to pre-existing themed areas associated with other communities. The identity should be unique.

Take into account the existing spring training baseball facility. Teams may change over the life of the facility and a trademark/theme should not be defined around a specific name, team or function, but rather the overall use.

The “Peoria Sports Complex” defines the area only on one playing field and does not take into consideration the other components of the area – restaurants, retail, cultural, theaters, hotels and residential.

- **Development of a Theme**

Theming and the naming of the site should be developed as part of the same process – both are integral to each other. Based on the context of the existing site and facilities, there are numerous themes that could be considered.

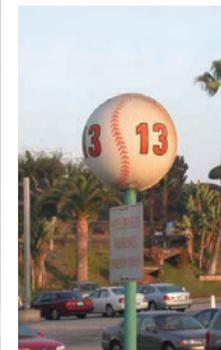
- ◇ Contemporary
- ◇ Old School
- ◇ Sports
- ◇ Historic to Peoria and its founders
- ◇ Historic to land - Native American vs. Spanish

Options Illustrating Themes



- **Develop a Design Palette** of materials, finishes and colors for use in defining a sense of place in the environment.
 - ◊ Signage - both vehicular and pedestrian
 - ◊ Benches, street furniture, lighting
 - ◊ Landscape walls and plants
- **Establish an Association of members.** The project site is a conglomeration of owners, tenants and stakeholders which will have various issues as well as opportunities that need to be considered:
- **Common Area Fees:** Maintenance and upgrades for way-finding, project signage, site furniture and landscaping.
- **Common Website:** Wayfinding starts before the visitor gets to the physical destination.
 - ◊ Cross Advertising
 - ◊ Special events
 - ◊ List of all shops, restaurants, facilities, amenities
 - ◊ Sport schedules and ticket purchases

Options: Illustrating Themes



Urban Wayfinding Approach

All wayfinding master plans start with the larger picture of arriving at the site (typically a vehicular user) and then focus down to the pedestrian level of signage requirements to reach a visitors’ final destination.

An Information Hierarchy should be established early in the development of a wayfinding program to identify the sign types needed, their function, and the order that they appear as a person navigates the environment.

The signs and other elements that make up a wayfinding system should exhibit simplicity, consistency, brand continuity and ease of fabrication. The various elements should relate to each other visually, so that people using the system can recognize the next wayfinding device in the environment as they encounter it.

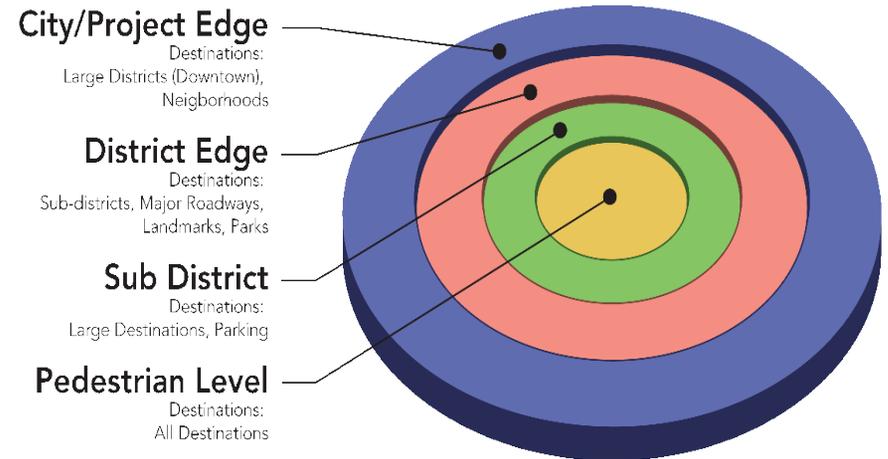
Messaging must be at a sufficient scale, and the number of messages appropriately limited, that users can read and react to the messages in time. For example, this means that larger text and fewer messages are required for drivers on fast roads than for drivers on slower roads or for pedestrians.

The method for developing sign routes is the “Edges to the Inside” approach using the hierarchy of community elements.

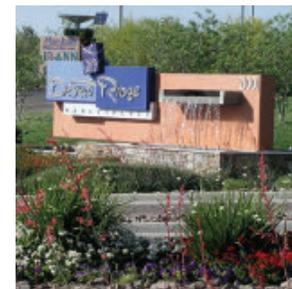
City/Project Edge – Bigger View

- Destinations: Overall redevelopment area
- Typical Signs: Freeway Pylons, Gateways, Interstate and State Road Exit Signs, Lead-in Directionals and any Off-sites

Wayfinding Hierarchy



Contemporary



Sports



Historic to the Land



District Edge

- Hotel, Sports Complex, North Valley Town Center, Residential East End, Office
- Destinations: Smaller Sub-Districts, Major Boulevards, Land marks (could be anchor tenants) Parking Garages
- Typical Signs: Sub-District Gateways, Directional Signs, Street Identification Signs, Streetscape Banners

Connectivity to All Areas

- Vehicular Destinations: Specific shops, restaurants, hotels and/or parking facilities
- Typical Signs: Directional Signs, Arrival Signs, Parking Trailblazers, Regulatory signs for parking spaces, No Parking and Loading Zone Signs, Parking Facilities

All Destinations

- Typical Signs: Pedestrian Signs, Directory Kiosks and Maps, Transportation Stops, interpretive, trail heads to Skunk Creek, regulatory signs for pedestrians, place making graphics, walkways, parks/open spaces, rules and regulations, public rest-rooms, etc.

Contemporary



Sports



Historic to the Land



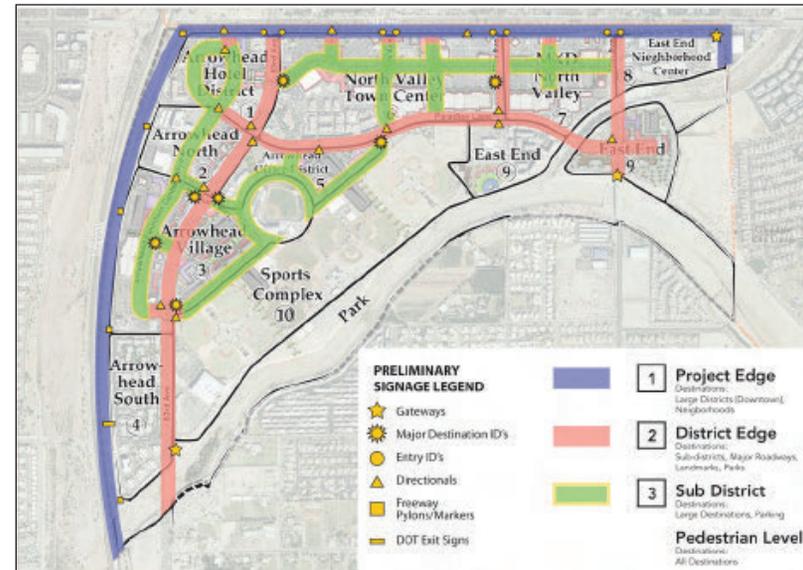
Signage Hierarchy

The Signage Hierarchy Key Map that follows represents the general location of various sign types within the Project Area.

Once a brand and theme have been developed, these various signage types can be programmed and designed. A professional environmental graphic design firm with experience in complex and large wayfinding project experience should also be contracted that can carry the identity through the systems of signage and graphics for the area.

To facilitate the desired environment, an overlay district, or entertainment district should be created. The overlay will specify the type, size, area, zoning combination of disparate properties, and set of signage guidelines governing the area.

For the individual projects within the study area, existing signage ordinances could still apply without any changes to the codes.



Signage Hierarchy Key Map

STREETSCAPE/LANDSCAPE THEMING

Landscape Theme Development

The existing landscape in the study area predominantly includes drought tolerant plants that are adapted to grow well in the desert. Although many of the existing trees can be saved as redevelopment occurs, there is no distinguishable tree palette or streetscape visually threading the area together.

Recognizing that the study area essentially contains two distinct character areas – the urbanized area encompassing the built environment and the Skunk Creek channel corridor - two suggested plant lists are recommended. Additionally, utilizing the appropriate palette, a more prescribed streetscape design concept can be created, particularly along a major thoroughfare within a district, to create prominence, splash and vibrancy. 83rd Avenue serves as the main “spine” through the district providing access to the Sports Complex, Harkins Theater, Polar Ice and other businesses in close proximity. As a major thoroughfare, one of the recommendations is to develop a Streetscape Overlay for 83rd Avenue, with possible inclusion of Mariners Way and Stadium Way. The 83rd Avenue Streetscape then becomes another



physical element to visually “announce arrival” or thread an area together in the same manner as depicted in El Paseo in Palm Desert (see photo).

Urban Design Landscape Theme

The Urbanized Area Palette should include streetscape and parking lot trees such as Desert Museum Palo Verde, Blue Palo Verde, Foothill Palo Verde, Ironwood, Arizona Mesquite and Sweet Acacia trees. Trees can create a recognizable look for the project and can be one of the easiest non-architectural methods to help create a recognizable unifying thematic element for a project. Since the dominant tree in the Sonoran Desert biome is the Palo Verde, this should be the most dominant tree used, except where a specific streetscape has been identified (e.g. 83rd Avenue).

83rd Avenue (Right of Way):

- As the principal thoroughfare in the district, 83rd Avenue should have a distinct, recognizable rhythm, as prescribed through a Streetscape Overlay.
- If possible, the median should be widened and improved with special lighting, banners, artistic or iconic elements, identity signage and pedestrian refuge areas.
- To enhance identity and announce arrival, the landscape palette should be distinguished with Date Palms to create a palm-lined median;
- The palette along the sidewalks should provide comfort and respite and function as a shaded walkway utilizing the desert palette. A narrowed palette or specific tree type (e.g. Blue Palo Verde) can in turn help create the distinction along this segment.
- Existing trees include Date Palm, Blue Palo Verde, Sonoran Palo Verde, Mesquite, Ironwood, Elm, Southern Live Oak, Sissoo, Chitalpa and Desert Museum Palo Verde.

77th Avenue (Right of Way):

- The recommended tree palette should be used on 77th Avenue when replacing plants. Existing trees are Elm, Bottle, Olive and Mesquite Trees.

75th Avenue (Right of Way):

- The recommended tree palette should be used on 75th Avenue when replacing plants. Existing trees include Foothill Palo Verde and Sweet Acacia.

Paradise Lane (Right of Way):

- The recommended tree palette should be used on Paradise Lane when replacing plants. Existing trees include Ironwood, Sonoran Palo Verde and Mesquite Trees; with Date Palms located at intersections.

Arrowhead Fountains Center Drive (Right of Way):

- The recommended tree palette should be used on Arrowhead Fountain Drive when replacing plants. Existing trees include Palo Brea and Ironwood Trees, along with Acacia varieties and Mesquite trees.

Mariner’s Way and Padres Way:

- As part of the 83rd Avenue Streetscape Overlay, the City may want to consider a palm-lined entry (south side of Mariners Way and south side of Stadium Way) leading to the stadium.
- As a primary entry into the Sports Complex, the 83rd Avenue & Mariners / Stadium Way corner would benefit with specialized monumentation and enhanced landscaping consistent with the recommended palette.

Padres Way:

- The recommended tree palette should be used on Padres Way when replacing plants.

83rd Avenue Plaza and Entertainment Village Promenade:

- The recommended tree palette should be based on the adjacent commercial landscape theme selected for 83rd Avenue. Trees shall be concentrated in high use areas such as main pedestrian travelways, outdoor dining areas, primary gathering areas, and sitting areas.
- The recommended tree palette for Entertainment Village Promenade shall be selected from the following trees: Palo

Verde, Arizona Mesquite, or Sweet Acacia. Trees shall be concentrated in high use areas such as main pedestrian travelways, outdoor dining areas, primary gathering areas, and sitting areas.

Urban Design Plant Density Guidelines

The following plant density guidelines are recommended for the Urbanized Area and Skunk Creek palettes. Plant density is defined as plant coverage over the ground per square foot (SF). Plant density calculations are based on average mature canopy size of trees and average mature plant coverage for shrubs and groundcovers. Calculations are recommended as follows:

- 50 SF/ tree,
- 35 SF/Palm,
- 25 SF/shrub, and
- 15 SF/ground cover.

Urban Streetscape Landscape Guidelines

83rd Avenue (Right of Way):

- One right-of-way tree per 25 L.F. per street side.
- 40% density for shrubs and groundcover plants in right of way.

77th Avenue (Right of Way):

- One right-of-way tree per 30 L.F. per street side.
- 45% density for shrubs and groundcover plants in right of way.

75th Avenue (Right of Way):

- One right-of-way tree per 20 L.F. per street side.
- 45% density for shrubs and groundcover plants in right of way.

Paradise Lane (Right of Way):

- One right-of-way tree per 30-40 L.F. per street side
- 50% density for shrubs and groundcover plants in right of way.

Arrowhead Fountains Center Drive (Right of Way):

- One right-of-way tree per 25 L.F. per street side.
- 50% density for shrubs and groundcover plants in right of way.

Mariner's Way, Padres Way, Stadium Way:

- One right-of-way tree per 20 L.F. per street side.
- 65% density for shrubs and groundcover plants in right of way.

83rd Avenue Plaza: Twenty-five (25%) tree density as a minimum to develop a shade canopy. Shrub and groundcover plantings may not apply depending on the percentage of surface paving, turf and water features in the final design. Trees shall be concentrated in high use areas such as main pedestrian travelways, outdoor dining areas, primary gathering areas, and sitting areas.

Lifestyle and Entertainment Village Promenade

- 55% tree density and 45% shrubs and groundcover density as a minimum. Shrub and groundcover plantings may not apply depending on the percentage of surface paving, turf and water features in the final design.
- One tree per 30 L.F. along promenade, each side.

Parking Landscape GuidelinesSurface Parking Standards:

- One 6' wide x 20' long landscape island every ten (10) parking spaces. Include two trees and 60% shrub and groundcover planting in each parking island, or
- One 6' x 6' diamond shaped landscape island every six (6) spaces, between large landscape islands. Include one tree in each island.
- 80% landscape planting density for ends of all parking area access lanes where open space landscape exists.
- Screening of parking lots from streets with continuous landscape hedge in addition to walls.

Structured Parking Minimum Standards:

- Loop 101: Minimum 30' landscape setback. 60% tree coverage required to buffer parking structure.
- Parking Structures Visible from Street or Public Space. Parking structures shall not be permitted to front on public right-of-way unless commercial space is located on the ground floor.
- Parking structures are permitted on Padres Way and Mariners Way; however, a minimum 20' setback is required from the edge of pavement. Sixty-five percent (65%) density for shrubs and groundcover is required in addition to the date palm tree requirement.

Skunk Creek Landscape GuidelinesSkunk Creek Trail:

- 50% minimum overall tree density, with 65% shade density over the pathways. Shade is encouraged on both sides of the pathways.
- 50% minimum density for shrubs and groundcover plants within 20' of edge of pathway. When a pathway is less than 20' from the edge of Skunk Creek channel, the plant density guideline shall shift to the opposite side of the pathway.

Plant Palette:

- Plants that are permitted throughout the Sports Complex Area are identified in the Appendix H.

Skunk Creek Landscape Theme

Because a landscape theme based on a unique Sonoran Desert will promote greater design sensitivity, a suggested plant list is recommended. The Skunk Creek Plant Materials List will almost exclusively include all Sonoran Desert biome plants in keeping with the landscape along Skunk Creek. Riparian plants will be used in and along Skunk Creek only if they occur naturally in riparian areas. Refer to Appendix H for the Skunk Creek Open Space Plant Materials List.

Skunk Creek Trail:

- The recommended tree palette should be used along the Skunk Creek Trail. Existing trees on the south side of the Skunk Creek include Palo Verde and Mesquite varieties.

GREEN DEVELOPMENT

LEED Neighborhood Development (ND) is a new rating system for certifying new neighborhoods and land developments. It integrates the principles of smart growth, new urbanism, and green building. Smart growth principles are related to those of new urbanism, and promote vibrant, walkable communities, a mix of housing choices, and the design of environmentally-appropriate infrastructure and design. The LEED for Neighborhood Development program places emphasis on the design and construction elements that bring buildings together into a neighborhood, and relate the neighborhood to its larger region and landscape.

The Peoria Sports Complex Project Area, all or distinct sections of it such as the Lifestyle and Entertainment Village, has the capability of being rewarded the distinction of being a LEED certified project. The rating system for LEED ND is designed to certify exemplary development projects that perform well in terms of smart growth, new urbanism, and green building. Projects may constitute whole neighborhoods, fractions of neighborhoods, or multiple neighborhoods. The goals of LEED ND favor development that will “revitalize existing urban areas, reduce land consumption, reduce automobile dependence, promote pedestrian activity, improve air quality, decrease polluted stormwater runoff, and build more livable, sustainable communities for people of all income levels.”¹

LEED ND has four levels of certification and the point systems for each vary: Certified, Silver, Gold, and Platinum. There are three general categories with various requirements. The categories are:

- Smart Location and Linkage;
- Neighborhood Pattern and Design;
- Green Construction and Technology; and,
- Innovation and Design Process.

Due to the planned nature of this project, some criteria for LEED ND certification may be met for the entire project or portions (neighborhoods or districts) of this project. Points may be awarded for the following criteria from the categories of Smart Location and Linkage and Neighborhood Pattern and Design of the proposed development. The City should work with a registered LEED ND designer towards achieving points for certification. Points could be rewarded if the project:

- is located within and near existing communities;
- is located in proximity to water and wastewater infrastructure;
- exhibits superior performance in providing transportation choices or otherwise reducing motor vehicle use;
- promotes bicycling and transportation efficiency;
- encourages balanced communities with a diversity of uses and employment opportunities;
- promotes public health by facilitating walking to school;
- conserves native wildlife habitat, wetlands and water bodies;
- restores wildlife habitat and wetlands that have been harmed by previous human activities;
- promotes communities that are physically connected to each other;
- conserves land through compact development;
- promotes a diversity of uses;
- enables citizens from a wide range of economic levels and age groups to live within the community;
- provides appealing and comfortable pedestrian street environments in order to promote pedestrian activity;
- encourages the design of projects that incorporate high levels of internal connectivity and the location of projects in existing communities;
- provides direct and safe connections, for pedestrians and bicyclists as well as drivers, to local destinations and neighborhood centers;
- provides a variety of open spaces close to work and home to encourage walking, physical activity and time spent outdoors;

¹ LEED for Neighborhood Development Rating System. Congress for New Urbanism, 2009

- enables the widest spectrum of people, regardless of age or ability, to more easily participate in their community life by increasing the proportion of areas that are usable by people of diverse abilities; and,
- encourages community participation in the project design and planning and involves the people who live in a community in deciding how it should be improved or how it should change over time;

Other points may be awarded for Green Construction and Technology. The following actions identified here serve as a “menu” of choices to achieve LEED ND credits. For a more detailed description, please refer to the LEED for Neighborhood Development Rating System¹ manual.

- Construction Activity Pollution: Reduce pollution from construction activities by controlling soil erosion, waterway sedimentation, and airborne dust generation.
- LEED Certified Buildings: Encourage the design and construction of buildings to utilize green building practices.
- Energy Efficient Buildings: Encourage the design and construction of energy efficient buildings to reduce air, water, and land pollution and environmental impacts from energy production and consumption.
- Reduced Water Use: Minimize water use in buildings and for landscape irrigation to reduce the impact to natural water resources and reduce the burden on municipal water supply and wastewater systems.
 - ◊ Irrigation: Use only water treated and conveyed by a public agency specifically for non-potable uses
 - ◊ Install landscaping that does not require permanent irrigation systems.
- Building Reuse and Adaptive Reuse: Incorporate into the project the reuse of a building or buildings that maintains at least 50% of the existing building structure and envelope.

- Stormwater Management: Reduce adverse impacts on water resources by mimicking the natural hydrology of the region on the project site, including groundwater recharge.
 - ◊ Permeable paving;
 - ◊ Green roofs;
 - ◊ Rainwater harvesting;
 - ◊ Stormwater management plan.
- Heat Island Reduction: Reduce heat islands to minimize impact on microclimate and human and wildlife habitat.
 - ◊ Provide shade within five years of building occupancy.
 - ◊ Use paving materials with a Solar Reflectance Index (SRI) of at least 29. Use light colored roofs and pavement.
 - ◊ Install an open grid pavement system.
 - ◊ Place 50% of off-street parking spaces under cover.
- On-site Energy Generation: Develop on-site energy generation for at least 5% of the projects annual electrical energy consumption (i.e. solar panels).
- On-site Renewable Energy Sources: Design and incorporate the use of shared on-site nonpolluting energy generation technologies for at least 5% of the project’s specified electrical service load.
- Infrastructure Energy Efficiency: Design or purchase any traffic lights, streets lights, water and wastewater pumps and treatment systems that are included as part of the project to achieve a 15% annual energy reduction beyond an estimated baseline energy use for this infrastructure. Use Light Emitting Diode (LED) technology on traffic lights.
- Wastewater Management: Design and construct the project to divert at least 50% of the wastewater generated by the project, and reuse wastewater to replace the use of potable water.
- Recycled Content in Infrastructure: Use recycled materials to reduce the environmental impact of extraction and processing of virgin materials. The following standards are minimum requirements for use of recycled materials to obtain LEED ND credits:

¹ LEED for Neighborhood Development Rating System. Congress for New Urbanism, 2009.

- ◇ Aggregate base and aggregate subbase: 90% recycled aggregate.
- ◇ Asphalt base: 15% recycled asphalt pavement.
- ◇ Asphalt pavement: 75% rubberized asphalt from crumb rubber scrap tires.
- ◇ Portland cement: 10% recycled concrete aggregate content.
- Construction Waste Management: Recycle and/or salvage at least 50% of non-hazardous construction and demolition debris (calculations may be determined by weight or volume).
- Comprehensive Waste Management: Reduce the waste hauled to and disposed of in landfills.
 - ◇ Include at least one drop-off point for office and household potentially hazardous wastes on site or within City jurisdiction.
 - ◇ Provide recycling or reuse station on site or within City jurisdiction.
 - ◇ Include at least one compost station in the project area or within the City's jurisdiction.
- Light Pollution Reduction: Minimize light trespass from site, reduce sky-glow to increase night sky access; and, improve nighttime visibility through glare reduction. Note: LEED ND has specific guidelines for Entertainment Districts.
- Innovation and Exemplary Performance: Additional points may be awarded for exceptional performance above the requirements.
- LEED Accredited Professional: At least one member of the project design team shall be a LEED Accredited Professional.

LEED rating systems typically consist of a few prerequisites and many credits. In order to be certified, a project must meet each prerequisite. Each credit is optional, but achievement of each credit contributes to the project's point total. A minimum point total is required for certification, and higher point

scores are required for silver, gold, or platinum LEED certification.

The LEED ND Program has been launched and more than 200 projects have submitted requests for certification based on the LEED ND rating system. The City should, at a minimum, elect to select components of the rating system without the goal of meeting one of the accreditation levels.

F. OPEN SPACE

The project area is composed of approximately 200-acres of open space that includes the practice fields of the sports complex and the stadium (94-acres) and Skunk Creek open space (106-acres). Skunk Creek open space consists of nearly 90-acres of floodway and less than 17-acres above the elevation (including the maintenance yard). Skunk Creek will provide the opportunity to link the study area from 83rd Avenue in the southwest corner of the site to the northeast corner for a total of 1.75 miles of trails and mini-parks and the Sports Complex to Rio Vista Park and Thunderbird Paseo. The remainder of the site is nearly 95% developed so any additional open space would need to be created where none presently exists.

Environment

Existing Conditions. The Peoria Sports Complex Project Area is located within the Sonoran Desert biome, an ecological region (biome) that covers approximately 110,000 square miles and includes the majority of the south half of Arizona, southeastern California, most of the Baja California peninsula, the islands of the Gulf of California, and much of the state of Sonora, Mexico. Although this desert is the hottest in the United States, it is lush, compared with most other deserts. This lushness is attributable both to the mild winters and the distinct bi-seasonal rainfall pattern, which directly results in a high biodiversity of plant species and wildlife.

The Peoria Sports Complex project area is located within a portion of the Sonoran Desert categorized as the Lower Colorado River Valley subdivision of the Sonoran Desert scrub biotic community.⁷ Also present within the Peoria Sports Complex project area is xeroriparian mixed-scrub vegetation. This vegetation type is present along the Skunk Creek channel and is associated with an intermittent, water supply and typically contains plant species that also occur in the upland areas of the Lower Colorado River Valley; however, these plants are typically larger and often occur at higher densities as a result of increased water availability. Plant species identified along and near the Skunk Creek channel portion of the Peoria Sports Complex project area are listed in the following table.

⁷ Brown, D.E. (ed.). 1994. Biotic Communities: Southwestern United States and Northwestern Mexico. Salt Lake City: University of Utah Press.

TABLE VI-4			
List of Plant Species Observed in or near the Skunk Creek Channel			
Common Name	Scientific Name	Growth Form and Plant Type	Comments
Johnsongrass	<i>Sorghum halepense</i>	perennial grass	Non-native species
Blue paloverde	<i>Parkinsonia florida</i>	tree	Native species
Buffelgrass	<i>Pennisetum ciliare</i>	perennial grass	Non-native species; ADA-listed noxious weed species; fire hazard
Bermudagrass	<i>Cynodon dactylon</i>	perennial grass	Non-native species
Desert broom	<i>Baccharis sarothroides</i>	shrub	Native species
Pigweed	<i>Amaranthus sp.</i>	annual forb	Native species
Burrobrush	<i>Hymenoclea salsola</i>	perennial subshrub	Native species
Mayweed	<i>Matricaria sp.</i>	annual forb	Non-native species
Desert mat	<i>Chamaesyce sp.</i>	annual forb	Native species
Grama grass	<i>Bouteloua sp.</i>	annual grass	Native species
Desert globemallow	<i>Sphaeralcea ambigua</i>	perennial subshrub/forb	Native species
Sweetbush	<i>Bebbia juncea var. aspera</i>	perennial subshrub	Native species
Brittlebush	<i>Encelia farinosa</i>	perennial shrub	Native species
Saltcedar	<i>Tamarix sp.</i>	tree	Non-native species
Spiderling	<i>Boerhavia sp.</i>	annual/perennial forb	Native species
Cottonwood	<i>Populus sp.</i>	tree	Native species
Threeawn grass	<i>Aristida sp.</i>	annual/perennial grass	Native species
Goosefoot	<i>Chenopodium sp.</i>	annual forb	Native species
Woolly tidestromia	<i>Tidestromia lanuginosa</i>	annual forb	Native species
Russian thistle	<i>Salsola tragus</i>	annual forb/subshrub	Non-native species
Silverleaf nightshade	<i>Solanum elaeagnifolium</i>	perennial forb/subshrub	Native species
Tree of Heaven	<i>Ailanthus altissima</i>	tree	Non-native species
Castorbean	<i>Ricinus communis</i>	annual/perennial shrub/tree	Non-native species
Palm tree	<i>Unknown sp.</i>	tree	Unknown but likely non-native species

TABLE VI-4 (cont.)			
List of Plant Species Observed in or near the Skunk Creek Channel			
Common Name	Scientific Name	Growth Form and Plant Type	Comments
Mesquite	<i>Prosopis velutina</i>	tree	Native species
Mexican paloverde	<i>Parkinsonia aculeata</i>	tree	Non-native species
Puncturevine	<i>Tribulus terrestris</i>	annual forb	Non-native species; ADA-listed noxious weed species
Cattail	<i>Typha sp.</i>	perennial forb	Unknown but likely a native species
Mexican sprangletop	<i>Leptochloa fusca spp. uninervia</i>	annual/perennial grass	Native species

Opportunities and Constraints

Opportunities: A potential opportunity for the Skunk Creek channel portion of the Peoria Sports Complex development area is to revive the natural ecosystem. This can be achieved by first developing a plan to remove the non-native plant species that are currently present in the area. The eradication of non-native species will aid in the re-establishment of the native plant species by removing the competition for resources between native and non-native species. In addition, enhancing the area with native seeds from the Skunk Creek Open Space Plant Materials List (Appendix H) will help promote a native-dominated ecosystem. However, with this opportunity comes a constraint. Skunk Creek currently is channelized for flood control management of the area, which is not the natural flow pattern of this type of ephemeral desert drainage, and it cannot be returned to a natural flow pattern. Nevertheless, the ecosystem of Skunk Creek can be greatly improved by promoting native plant species' dominance of the area, which in turn will support greater wildlife use of the area by providing shelter and food resources.

Another constraint of the Skunk Creek channel portion of the Peoria Sports Complex development area is the existing riparian area,

located near the west end of the channel. This area was created as required compensatory mitigation that was part of a Clean Water Act (CWA) Section 404 permit issued by the U.S. Army Corps of Engineers (USACE). In order to modify this riparian area, coordination with the USACE and compliance with Section 404 of the CWA would be necessary.

Although the Peoria Sports Complex project area is not within the City of Peoria's Desert Lands Conservation Overlay District, adherence to the prohibited plant list is recommended in order to promote native species' establishment in the area. The list of prohibited plant species can be found on page 16 of the Desert Lands Conservation Guide, dated October 5, 2004.

An additional opportunity within the Skunk Creek channel portion of the Peoria Sports Complex development area is to work with entities such as the U.S. Fish and Wildlife Service and/or the Arizona Game and Fish Department to reintroduce rare native plants and/or animals to the area. If the ecosystem is restored to a more natural state, as it was prior to being disturbed, it is possible that riparian species such as frogs and birds, that have become rare in Arizona, could be reintroduced; this would promote re-establishment of populations that once thrived along Skunk Creek (See Table VI-7).

Constraints: The main constraint of the Skunk Creek channel portion of the Peoria Sports Complex development area is that it is currently designed with high concrete flood walls and a concrete low-flow channel. This was constructed by FCDMC in order to protect the area from flooding. It is unlikely that much of this could be altered; however, the potential exists to work with FCDMC in order to ascertain whether certain modifications could be allowed while still maintaining flood control.

Meetings with FCDMC indicate that landscaping within the channel will be limited so as not to impede flood movement and capacity. A semi-riparian seed mix, low grasses and low shrubs, and a limited number of trees may be permitted.

Drainage Management

Responsible Authorities and Permitting Process. The Skunk Creek channel portion of the Peoria Sports Complex project area falls under the jurisdiction of the United States Army Corps of Engineers (USACE). As a result of the Skunk Creek channel's categorization as a "Water of the U.S.," its drainages are protected under the Clean Water Act (CWA). In order to modify or make any impacts to the channel, authorization from the USACE through a CWA Section 404 permit would be required. This permit would likely involve some or all of the following: a jurisdictional waters delineation; a significant nexus analysis; engineering design approval; compliance with the Endangered Species Act; compliance with Section 106 of the National Historic Preservation Act; Arizona Department of Environmental Quality (ADEQ) water quality certification; compensatory mitigation, including the development of a habitat mitigation and monitoring plan; compliance with Section 401 of the CWA; an environmental assessment; an alternatives analysis; and possible other components, depending on the nature and level of impact.

Furthermore, the Flood Control District of Maricopa County (FCD-

MC) also has jurisdiction over the Skunk Creek channel since they are the actual landowner of the channel. Because the Skunk Creek channel is located within an urban area, FCDMC is responsible for providing flood hazard identification, prevention, regulation, and remediation to reduce the risk of injury, loss of life, and property damage from flooding. Coordination with FCDMC would be necessary prior to conducting any activities within the channel; this will ensure that the flood control goals of FCDMC are not affected by any potential projects that would change the environment of the Skunk Creek channel portion of the Peoria Sports Complex development area.

TABLE VI-5			
List of Non-native Plant Species Observed in or near the Skunk Creek Channel			
Common Name	Scientific Name	Growth Form and Plant Type	Comments
Johnsongrass	<i>Sorghum halepense</i>	perennial grass	Non-native species
Buffelgrass	<i>Pennisetum ciliare</i>	perennial grass	Non-native species; ADA*-listed noxious weed species; fire hazard
Bermudagrass	<i>Cynodon dactylon</i>	perennial grass	Non-native species
Pineappleweed	<i>Matricaria sp.</i>	annual forb	Non-native species
Saltcedar	<i>Tamarix sp.</i>	tree	Non-native species; fire hazard
Russian thistle	<i>Salsola tragus</i>	annual forb/subshrub	Non-native species
Tree of Heaven	<i>Ailanthus altissima</i>	tree	Non-native species
Castorbean	<i>Ricinus communis</i>	annual/perennial shrub/tree	Non-native species
Palm tree	<i>Unknown sp.</i>	tree	Unknown but likely non-native species
Mexican paloverde	<i>Parkinsonia aculeata</i>	tree	Non-native species
Puncturevine	<i>Tribulus terrestris</i>	annual forb	Non-native species;

Noxious Weed Control Plan Guidance

Another aspect of the improvements to the Skunk Creek channel portion of the Peoria Sports Complex development area involves improving ecosystem health through the removal of non-native plant species and the promotion of native plant species’ dominance. During site visits to the Skunk Creek channel portion of the Peoria Sports Complex project area 11 non-native plant species were identified (Refer to Table VI-6).

The majority of these non-native plants do not pose significant threats, other than competing with native species and potentially damaging overall ecosystem health; however, the presence of buffelgrass does pose a wildfire threat if it is not controlled. In addition, three species (Tree of Heaven, castorbean, and palm tree) were identified as being present within the compensatory mitigation area in the southwestern portion of the Peoria Sports Complex project area. This compensatory mitigation area was developed as part of a Section 404 CWA permit; thus, com-

munication with the USACE is necessary before those species can be removed or any alteration of vegetation can be conducted in that area.

Because of the presence of these non-native plant species along the Skunk Creek channel portion of the Peoria Sports Complex development area, it has been recommended that the City of Peoria develop a noxious weed control plan. This plan should establish best management practices in order to control and eradicate invasive plant species. By implementing this plan, the overall ecosystem health of the area will benefit through the promotion of native species’ dominance and the removal of potential threats to the public, such as wildfire. The Noxious Weed Control Guidance Plan (Appendix D) provides information that will assist the City of Peoria and their staff in understanding the issue and also ascertaining which methods of control would be most beneficial in meeting the City of Peoria’s established goals.

PREFERRED CONCEPT PLAN: EDUCATION AND PARK NECK-LACE HYBRID

Landscape Zones. Though landscaping is limited within the channel, it is possible to create three shaded landscape zones along the trail outside the creek channel between 83rd Avenue and 75th Avenue that provide an educational experience for visitors. Three landscape zones should be proposed: Riparian, Upper Sonoran, and Lower Sonoran. The riparian zone builds upon the existing wetlands just east of 83rd Avenue and provides a heavy canopy of tree density. The Upper Sonoran Desert zone provides a moderate tree canopy density and the Lower Sonoran Desert zone provides for minimal tree canopy density.

West Trailhead Park. An education themed “Riparian Park” can be located either north of the Riparian Wetlands Area adjacent to 83rd Avenue or on an approximately four acre site belonging to the City of Peoria on the south side of Skunk Creek. The site is large enough to accommodate 20-30 parking spaces, information kiosk, trailhead sign, and educational markers. The site has the ability to access the north side of the creek via 83rd Avenue. Additional parking for 10-15 vehicles can be accommodated on a site here. The site overlooks the existing riparian vegetation. The preferred plan proposes a viewing area to the existing riparian vegetation, from a separate station or deck.

East End Park. A 2-1/2 acre passive use mini-park is located in the East End district of the study area approximately 500’ east of 75th Avenue. The East End Park provides a quiet respite distant from noisy roadways or other activities associated with the sports complex and shopping. The park is proposed as a shady stop along the trail system. Parking for 10-20 vehicles may be accommodated here.

Educational Components. Informing the public about the natural history of the Skunk Creek channel portion of the Peoria Sports Complex project area can provide an enhanced experience for park users.

Design plans for the area could include educational signs that provide information on the native vegetation, animal life, history and culture. This component could also attract additional users to the area, such as school and nature groups. This would benefit both local Peoria residents and tourists who might be interested to learn more about the Sonoran Desert region and its unique qualities. The following educational components may be identified on a series of uniformly designed markers at key locations throughout the Skunk Creek Open Space.

- Native Vegetation. Many people enjoy learning to identify and understand the plant life that surrounds them, and those who use Skunk Creek Open Space are no different in this respect; thus, providing educational materials regarding the native plants in the area would provide an enhanced experience for park users. Educational information could include photographs, line drawings, and text to instruct the user how to identify the plants in the area. Additionally, information could be presented on ecological principles of plants and unique or interesting facts about the plants. For example, the desert globemallow shrub, which occurs along Skunk Creek, can have three different flower colors, and pigweed, which occurs along Skunk Creek, is edible and grown as a food crop in the United States. Finally, the park users could aid in control of noxious weeds in the area. If informational signs provide identification materials, they could inform the City of Peoria when weeds are observed, which would result in early detection and control of these unwanted plant species.
- Animal Life. Providing educational materials regarding the animal life of Skunk Creek Park would also create a more beneficial experience for users. With the enhancement of the native vegetation along Skunk Creek, animal life would be likely to increase, as well. During two site visits, eight different wildlife species within five animal types, listed in Table VI-7 were observed. Information could be presented regarding the identification of animals, and facts about their life history could also be of interest to park users. For example, a pair of red-tailed hawks was observed in

the area, and it is possible that they could be nesting nearby; providing the user with information on how red-tailed hawks breed, make their nest, and/or raise their young could expand park users' knowledge about the natural world around them.



TABLE VI-6	
List of Wildlife Species Observed in or near the Skunk Creek Channel	
Common Name	Scientific Name
Mammals	
Black-tailed jackrabbit	<i>Lepus californicus</i>
Birds	
Verdin	<i>Auriparus flaviceps</i>
Red-tailed hawk	<i>Buteo jamaicensis</i>
Killdeer	<i>Charadrius vociferous</i>
Red-winged blackbird	<i>Agelaius phoeniceus</i>
Reptiles	
Whiptail lizard	<i>Cnemidophorus tigris</i>
Insects	
Painted lady butterfly	<i>Vanessa sp.</i>
Amphibians	
Leopard frog	<i>Rana sp.</i>

- **History and Culture.** Educational markers identifying the history and culture of the region could be located along the Skunk Creek trails. The Peoria Sports Complex project area is located in a region of desert foothills north of Phoenix where New River, Skunk Creek, Cave Creek, and the Agua Fria River converge; this area was intensively occupied in ancient times. Between about A.D. 700 and 1400, a desert people whom archaeologists call the Hohokam dwelled and farmed in this area. Like their neighbors in the Salt and Gila river valleys, the people of this region—once called the Northern Hohokam Periphery—cultivated corn, beans, squash, tobacco, and other plants, but adapted their lifestyles and altered their farming techniques to meet the unique characteristics of the desert foothills. They drew water from the rivers and creeks, which were flowing at that time, but they also used a technique called floodwater farming to capture rainwater as it flowed down the bajadas.⁸ The people also collected the rich wild-plant foods of the foothills, such as mesquite, agave, saguaro cactus, and prickly pear cactus, and they hunted deer and other game.

This rock-rich area also was a source of stone to make metates and manos, tools that were used to grind corn and other grains into meal. Potters crushed a local stone called phyllite to use as temper in the unpainted pottery; they obtained painted pottery from their neighbors to the south. Many places in the desert foothills are decorated with rock art, primarily petroglyphs. The desert foothills are webbed with trails that connect the ground stone quarries with rock-art sites, farming sites, locales where people collected and processed plants, and various residential locales and rock shelters. At one of the larger residential settlements, archaeologists discovered a ball court, which was a public ceremonial facility used for ritual games and associated activities. Ball courts are found throughout the Phoenix area, linking the two regions—the Salt and Gila River valleys and the Northern Hohokam Periphery—in terms of their ideologies and ceremonial systems. Nonetheless, the desert foothills region was unique, and so were the “suburban” peoples who lived there.

⁸ An extensive apron of sediment, the sum of many alluvial fans, that covers the foot of a mountain range.

- **Sustainable Lifestyle.** Following the June 2009 Sustainability Action Plan for the City of Peoria, efforts should be made to incorporate sustainable practices in the Peoria Sports Complex project area. These could include maximizing energy efficiency; open space enhancement with native plant species; reducing water use; providing recycling bins throughout the area; creating a system for the public to collect data on plant and animal observations; encouraging the public to volunteer in the community; and, providing permeable-surface paths for walking and biking. These sustainable practices would not only promote ‘green living’ for park users, they may in fact encourage the public to adopt some of these practices in their own lives.

Additional Public Spaces

- One of the goals of this study is to provide an interconnected network of public spaces linked by sidewalk, trails, and bikeways. Public spaces include parks, plazas, squares or greens, paseos, and the Skunk Creek open space. These public spaces can serve as symbols of community pride and a sense of place by providing locations for social gathering and public interaction. Public spaces should be within an easy walk, usually five minutes or ¼ mile, from shopping, employment, and housing. Sites for these public spaces are identified in the exhibit titled “Parks, Plazas, Greens, and Pedestrian/Bike Circulation Map” (Figure VI-11). In addition to Skunk Creek open space and its mini-parks discussed on preceding pages in this section, the following locations have been identified as opportunities to develop public spaces:
- **District 3-Lifestyle and Entertainment Village:** 83rd Avenue plaza; West Stadium Way restaurant green; and, Pedestrian Promenade south of the stadium main entrance.
- **District 7-North Valley MXD:** Village green associated with future redevelopment.

G. INFRASTRUCTURE ASSESSMENT

Potable Water: Discussion and Observations

1. The base water mapping indicates that the study area has a water distribution system consisting of 8-, 12 and 16-inch diameter waterlines serving the project area. A 16-inch water line enters the study area from the west in Bell Road, proceeding south in 83rd Avenue and continuing south across Skunk Creek. A 16-inch water line branches off from the 83rd Avenue 16-inch line and proceeds east along the south side of the project area, connecting to the two storage tanks and booster pump system and loops eastward and connects into 12-inch water lines in the Paradise Lane/77th Avenue intersection. There are 12-inch water lines in Bell Road, Paradise Lane, 75th Avenue, 77th Avenue, Arrowhead Fountains Center Drive and Mariners Way. There are 8-inch minimum water lines looping from these larger lines around buildings and through parking lots.
2. The study area is connected to the adjacent City water system by two lines to the west of 12- and 16-inch size, two lines to the south of 16- and 24-inch size and two lines to the east of 12-inch size each.
3. There are two water wells within the project area connecting to and supplementing the water supply system.
4. There are two water storage tanks with a booster pump system at the south end of the site (south of the stadium on the north side of Skunk Creek) providing supplemental storage to the system.
5. Fire hydrants appear positioned around buildings in general conformance to City spacing criteria.

Summary: The preliminary assessment of the water system involves a general review of the master water system for its general ability to provide adequate water quantities to the study area. The existing water system appears to be adequately sized to provide an adequate water supply to the project area. This assessment does not include a review of water pressures, specific fire flow demands, building water demands, and other factors.

Sanitary Sewer: Discussion and Observations

1. PDC received ten GIS sewer base maps dated September, 2007 addressing the study area from the City.
2. All sewer lines appear to be gravity sewer, with the majority of the project area served by an 18-inch sewer which flows south in 83rd Avenue from Paradise Lane to Skunk Creek exiting the study area. There is a 12-inch sewer main in Paradise Lane from 83rd Avenue to 75th Avenue. All other sewer lines are either 8- or 10-inch diameter, which connect to these lines to serve the study area.
3. The only offsite sewage entering the study area appears to be north of Skunk Creek and east of 75th Avenue.
4. There is a 10-inch sewer main in 75th Avenue, with upstream end between the ACDC and Paradise Lane which proceeds south of Skunk Creek. This 10-inch line serves the small portion of the study area, west of 75th Avenue, between the ACDC and Paradise Lane as well as offsite flow from the east.

Summary: The preliminary assessment for the sewer system involves a general review of the master sewer system for its ability to provide adequate sewage conveyance to the project area. The existing sewage system appears to have reasonable layout and sewer sizing to provide adequate sewage conveyance to the project area. The assessment does not include a review of pipe capacities, velocities, slopes, contributing flows, and other considerations.

Drainage: Discussion and Observations

1. Skunk Creek and the Arizona Canal Diversion Channel (ACDC) convey significant storm water flows from the east side to the southwest corner of the Peoria Sports Complex project area. Improvements within the Skunk Creek/ACDC will require coordination with the Flood Control District of Maricopa County (FCDMC) to assure that the conveyance capacity is maintained and that 404 and floodplain use permits are obtained.

2. An existing storm drain conveys storm water runoff from north of Bell Road to the Skunk Creek, where it outlets approximately 800-feet west of 77th Avenue.
3. An existing storm drain in 83rd Avenue also conveys runoff from this street into the Skunk Creek.
4. Some storm water retention was observed within the project area; however, it appeared that older development did not provide the storm water retention volumes that current regulations would require.
5. The proposed preferred plan improvements generally do not increase storm water significantly as the improvements replace impervious parking lots with more dense buildings and parking garages.

Summary: The preliminary assessment for the storm water drainage system involves a general review of the site drainage from field visits and readily available floodplain delineation studies and plans for the Skunk Creek and ACDC. The assessment does not include quantification of peak discharges and volumes of storm water throughout the study area. As these preferred plan improvements are pursued, more specific drainage studies will be needed to assure that adequate drainage conveyance and storm water retention is provided.

Figure VI-1
Preferred Plan

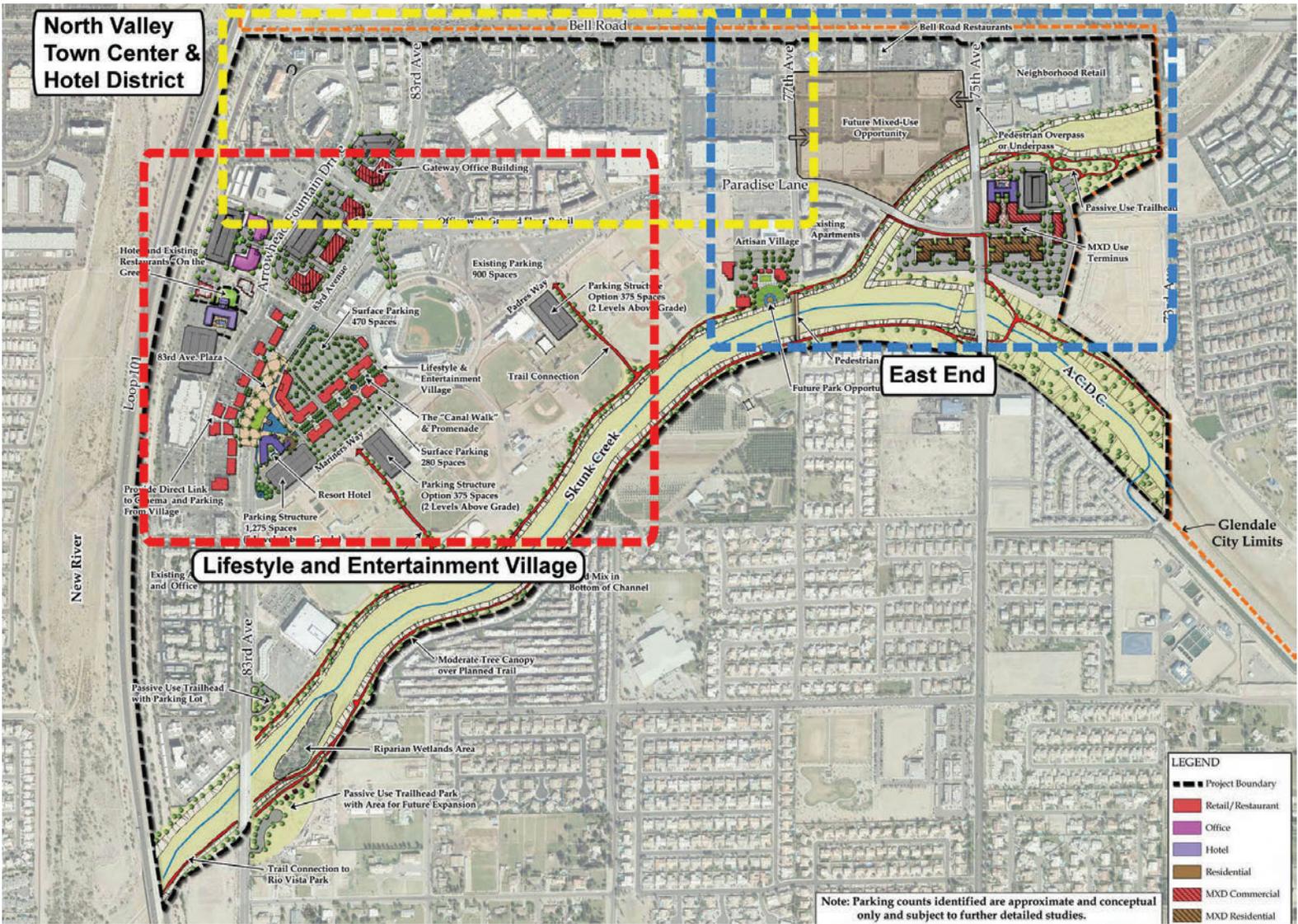


Figure VI-2
Preferred Plan
Detail: Lifestyle and Entertainment Village

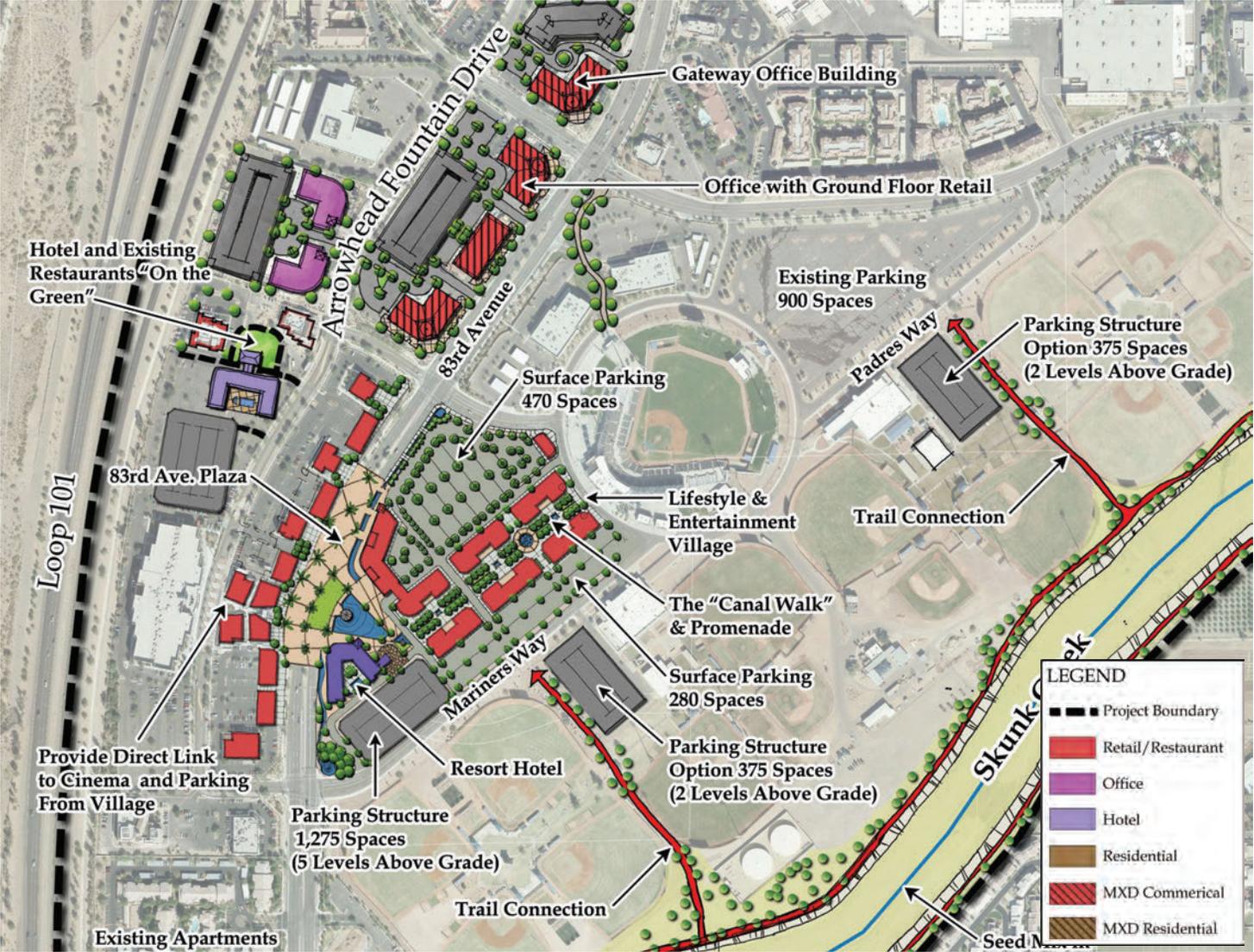


Figure VI-3
Preferred Plan
Detail: North Valley Town Center & Hotel District

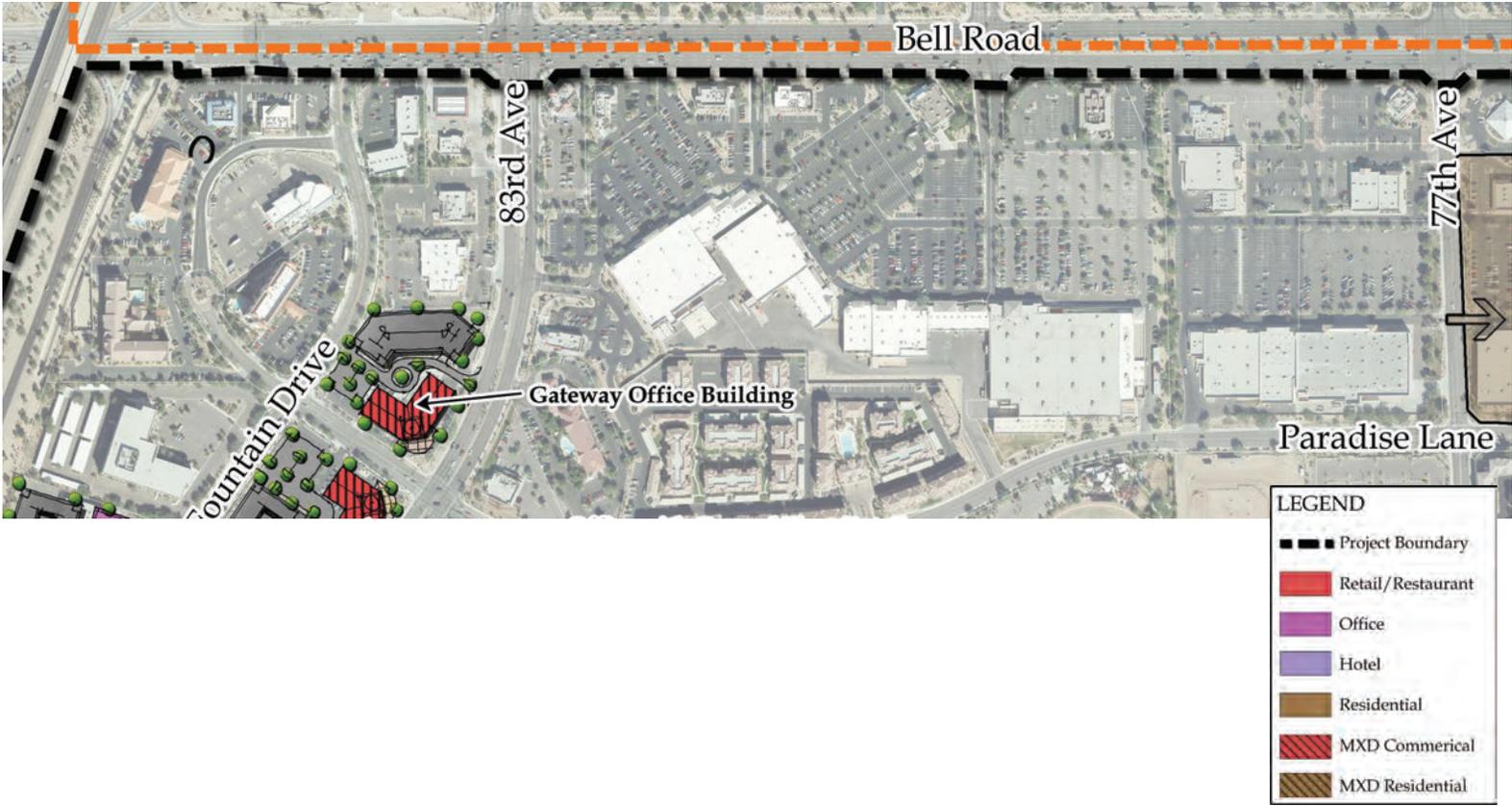


Figure VI-4
Preferred Plan
Detail: Artisan Village



Figure VI-5
Preferred Plan
Detail: East End and North Valley East

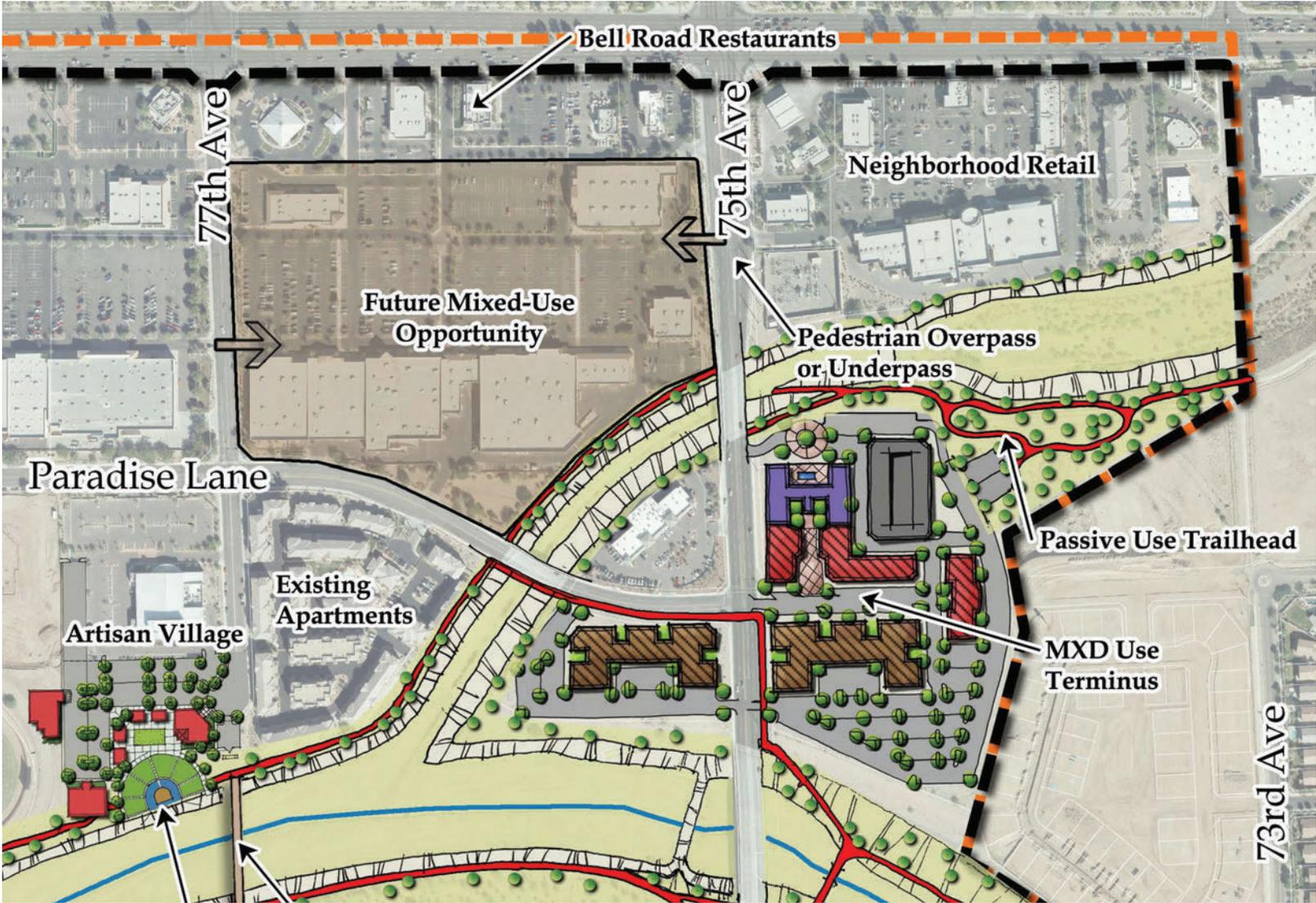


Figure VI-6
Lifestyle and Entertainment Village 3-D Model “Snapshots”



Peoria Plaza South Entrance



Northern Canalwalk Sidewalk View



Peoria Plaza Fountain Pools and Commercial Retail Buildings



Central Promenade Sidewalk View

Figure VI-7
Lifestyle and Entertainment Village 3-D Model “Snapshots”



Splash Pad Water Park within Promenade



View from Plaza to South Landmark Tower



View of Promenade from Stadium



Canalwalk East Site of 83rd Avenue Plaza

Figure VI-8
Proposed Parking Plan

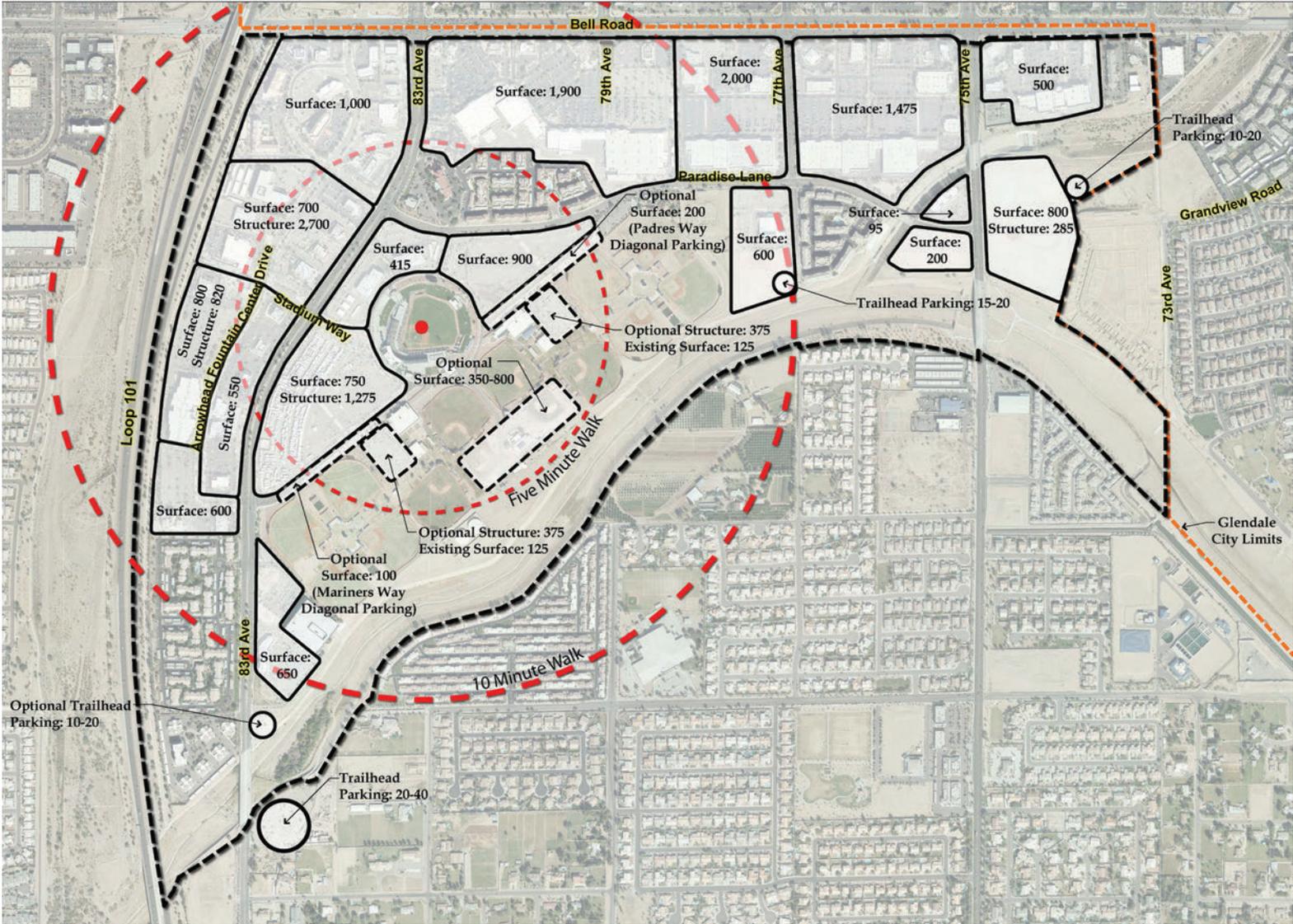


Figure VI-9
Proposed Vehicular Circulation Improvements

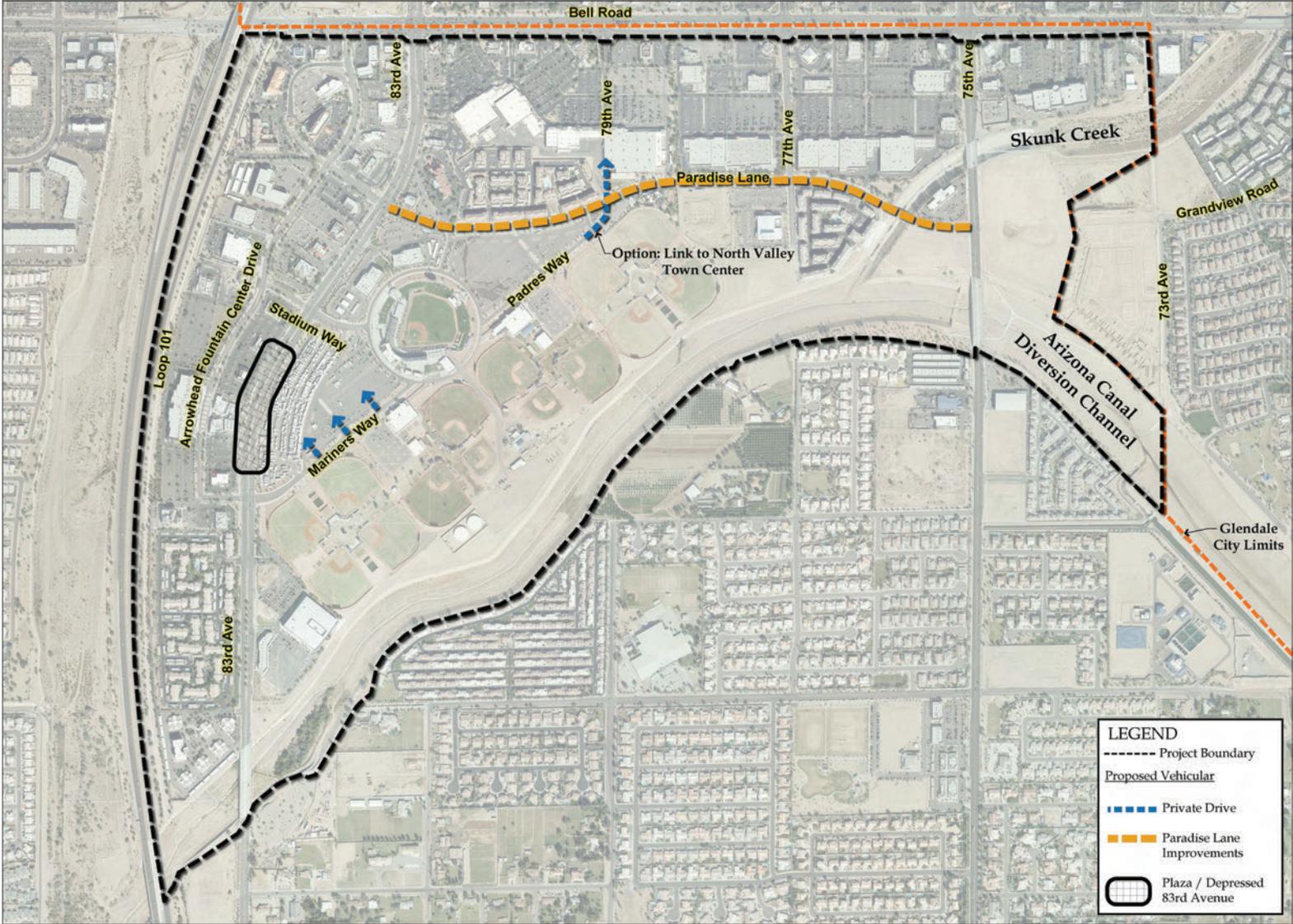
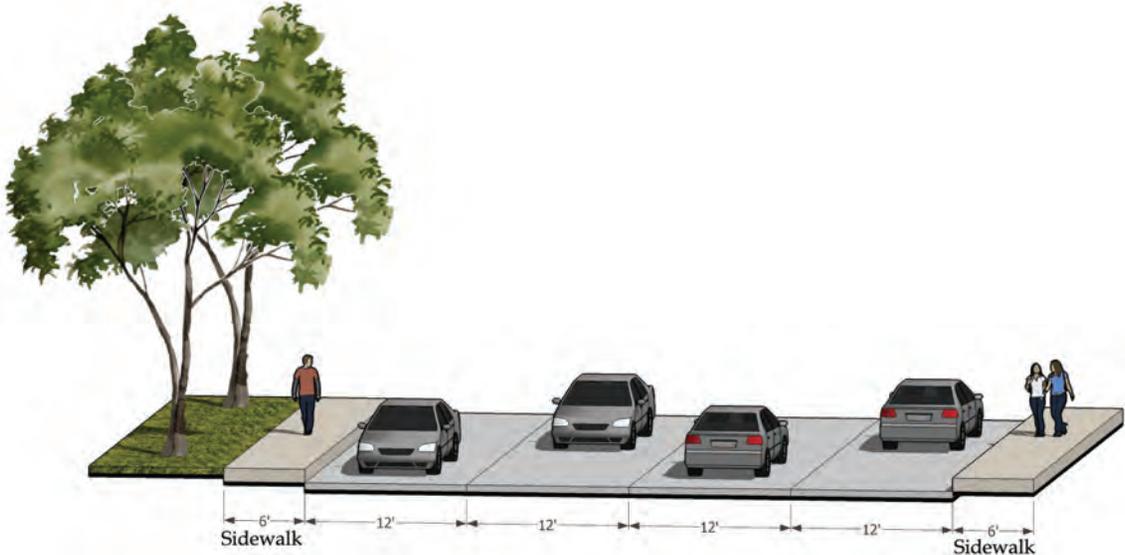


Figure VI-10
Paradise Lane - Modified Street Section

Existing Condition



Proposed/
Modified Condition



Note: Up to 10' width sidewalks that do not impact existing trees.

Figure VI-11
Parks, Plazas, Greens, and Pedestrian/Bicycle Circulation Plan

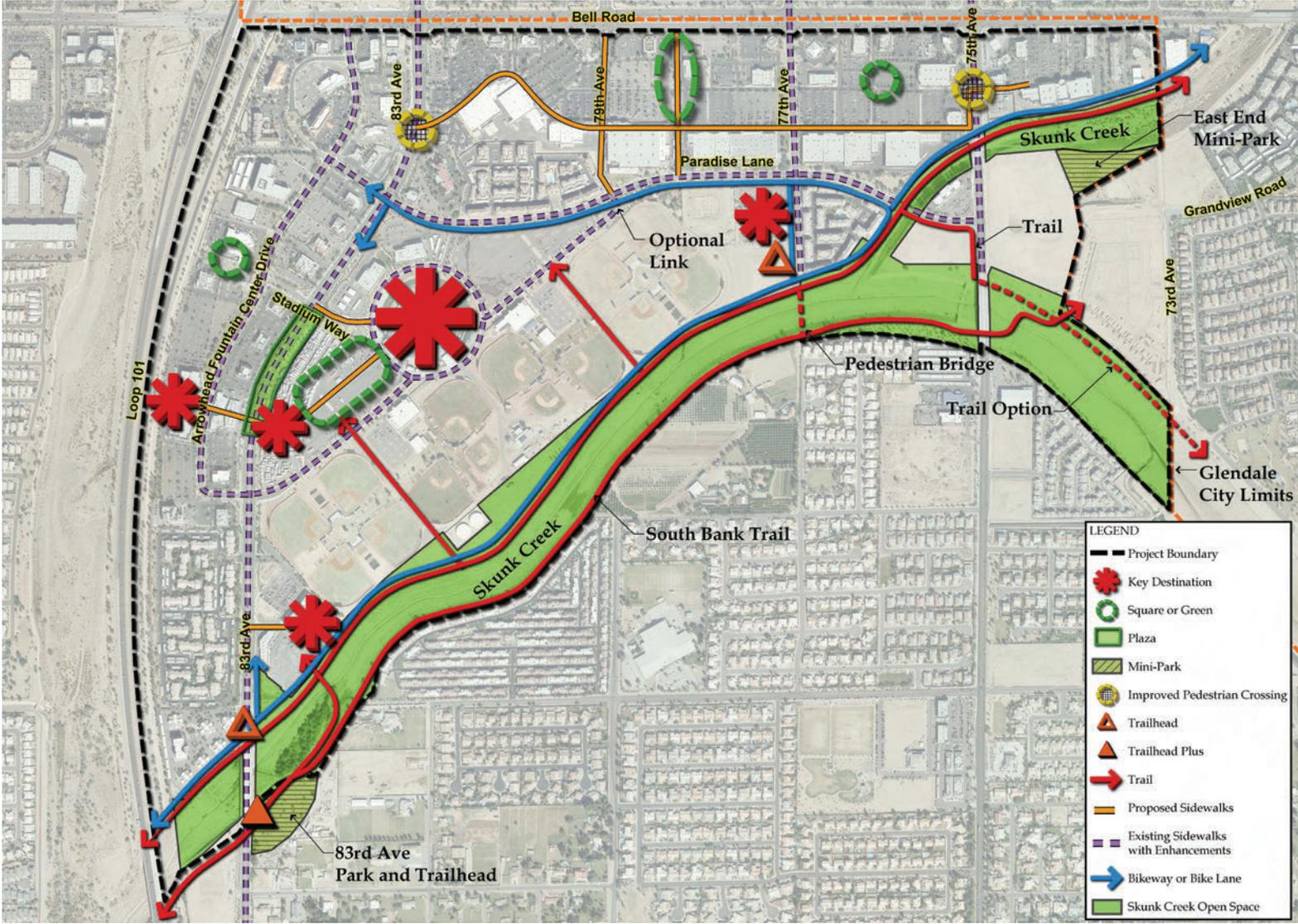


Figure VI-12

Wayfinding & Signage Hierarchy Location Plan

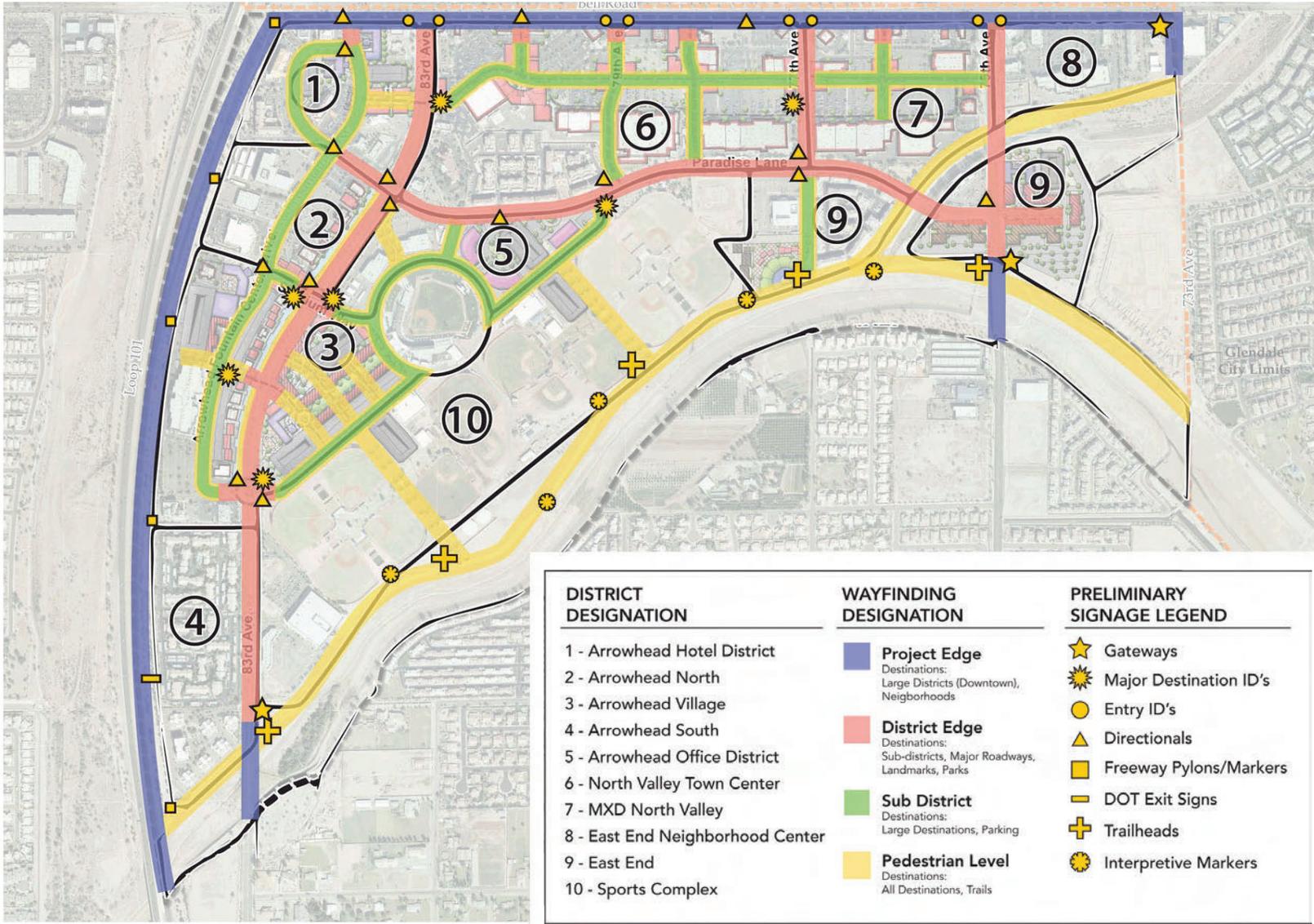


Figure VI-13
Skunk Creek Open Space Preferred Plan

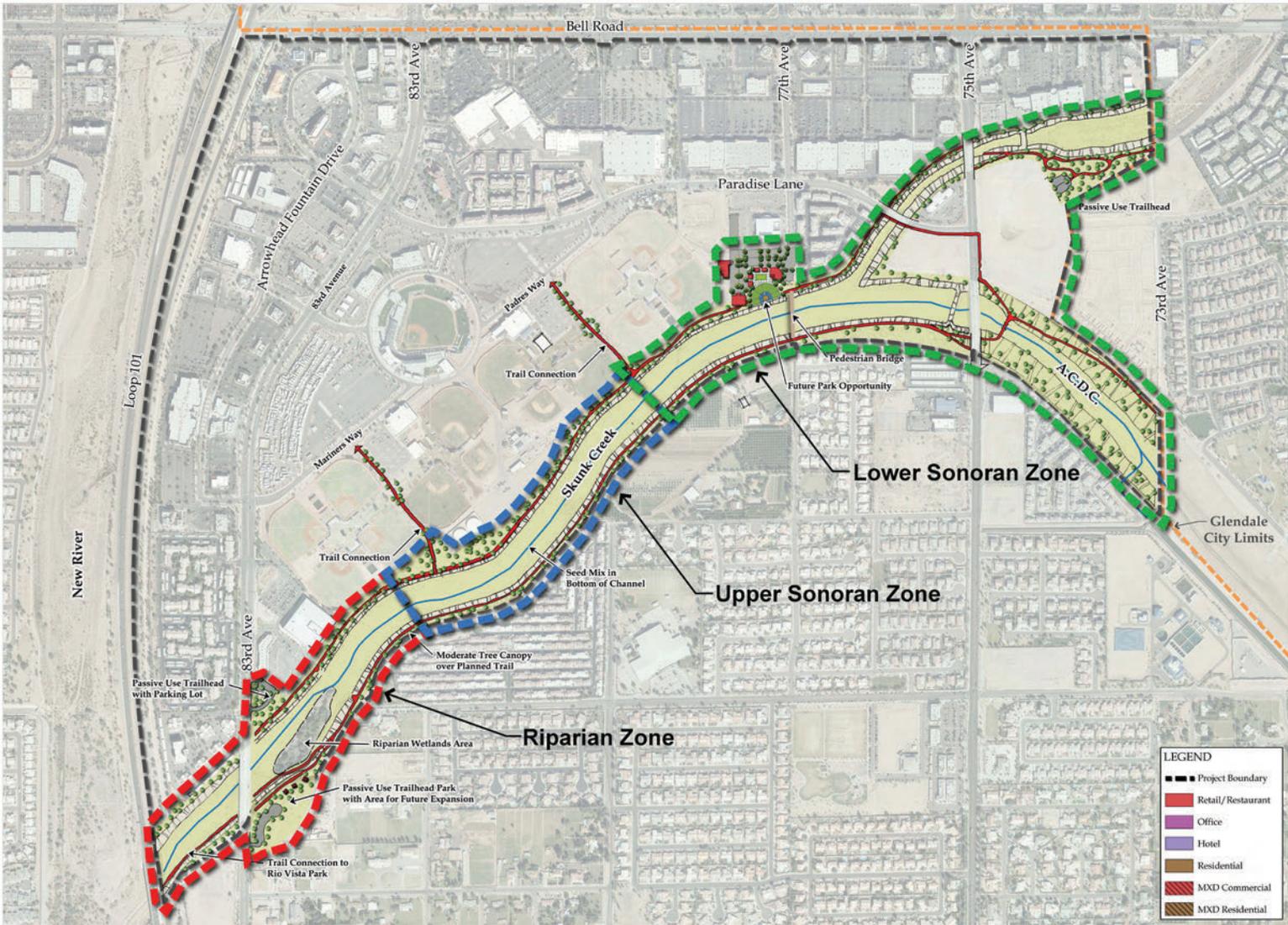


Figure VI-14
Skunk Creek Open Space Detail: Parks



West End Parks/Trailheads



East End Park

CHAPTER VII IMPLEMENTATION & FINANCE

CONTENTS

- A. Introduction
- B. Plan Implementation
- C. Opportunities for Developing Shuttle Service
- D. Skunk Creek Enhancement Funding and Phasing
- E. Fiscal Feasibility Analysis
- F. Tools and Incentives Strategies
- G. Action Plan

INTRODUCTION

To bring the vision of the Sports Complex Urban Design Plan into reality, strategies for its implementation need to be carefully addressed. This chapter addresses these strategies, possible financing mechanisms for public improvements, and tools and incentives to promote private development. This document includes an active set of policies, standards, design guidelines and implementation tasks to advance the redevelopment of the area in the manner envisioned in this Plan. The City of Peoria will principally be responsible for interpretation and the administration of subsequent stages of the Plan.

PLAN IMPLEMENTATION

Ultimately, success toward the realization of the Plan will depend on the participation of the private sector. To set the groundwork and create an environment for success, the City of Peoria should pursue four (4) primary implementation tracks:

1. Create the regulatory environment;
2. Foster identity creation;
3. Further the implementation of physical improvements; and
4. Promote promotion of economic development activity in the area.

Finally, the organization and methodology for municipal finance is major topic that merits further discussion. There are several regulatory options for implementing the Peoria Sports Complex Area Urban Design Plan, which are identified below.

Specific Area Plan

A Specific Area Plan should be developed for the entire project area based on the guidance and recommendations included in this Plan for inclusion into the Peoria General Plan. Currently, the area is designated as a combination of Regional Commercial (RC), Community Commercial (CC) and Public / Quasi-Public (P/QP) in the General Plan Land Use map. Additionally, there are two existing Area Plans, North Valley SAP (1989) and North Peoria Redevelopment Area Plan (1993), which provide overlapping coverage and guidance in the project area. Unfortunately, there are many examples of contradictory provisions embedded within these documents (e.g. land use/density prescriptions). It's important to develop a singular, clear development framework, based on the Urban Design Plan, to advance the area forward and provide development clarity.

A Specific Area Plan systematically implements the General Plan by refining policies to a defined area, directly regulating land use, and by bringing together detailed policies and regulations into a focused development structure. Pursuant to A.R.S. 9-461.08, specific plans shall consider all elements of the general plan and may, in addition to recommended zoning and subdivision regulations, include:

- Regulations determining the location of buildings and other improvements with respect to existing rights-of-way, floodplains, and public facilities;
- Regulations of the use of land, buildings and structures, the height and bulk of buildings and structures and the open space areas around buildings and structures;
- Street and highway naming and numbering plans to provide an orderly system for the numbering of buildings and properties;
- A plan and regulations determining the location of infrastructure

service area boundaries, beyond which the municipality may limit or prescribe conditions on publicly financed extensions of water, sewer, and street improvements that are necessary to service needs generated by new development;

- Measures required to ensure execution of the general plan; and,
- Other matters which will accomplish the purposes of this article, including procedures for the administration of such regulations.

Mixed-Use Zoning Overlay

A mixed-use overlay zone could be applied on top of existing zoning regulations within the project area to encourage a mixture of buildings and uses that promote pedestrian activity. The allowable uses identified in the underlying zone would still be permitted, but the overlay zone would include additional standards or incentives to promote high quality, mixed-use development. The overlay zone could increase densities, create more options to meet parking needs, increase building heights, and include a series of design guidelines to ensure high quality, compatible development.

Streetscape Overlay

Similarly to the mixed-use overlay, a streetscape overlay could be applied over existing zoning regulations within the project area or prescribed along a specific segment to create a 'signature street' (e.g. 83rd Avenue).. A signature street and narrowed palette is one way to build an identity within an area. Outside of a signature street, the streetscape overlay could promote and specify additional landscaping, street furnishings, lighting, and shade structures to enhance the area for pedestrians. Gateway locations could require a greater intensity of selected landscaping and a certain type of monumentation or iconic structure.

Signage Overlay

As part of the implementation program, it will be necessary to develop district-specific sign standards. The current uniform sign code is just that

– uniform – without recognition of distinctly different character areas. In that manner it is limiting as a tool to advance the type of character and vibrancy envisioned by this plan. The current code has been developed over the years to prevent blight through poorly designed and fabricated signs. The code prohibits the majority of the types of signage and way-finding devices necessary in an urban environment because it was originally responsive to highway commercial and/or suburban environments.

Parking Overlay

In a similar manner, the current parking code is based upon a typical suburban commercial format that assigns spaces for each use. In this fashion, a typical development generates parking capacity based on a sum of the uses, hence resulting in a large surface parking lot, which does not advance the form and character envisioned in this plan. A parking overlay could be applied to the project area, which would identify different parking requirements than the underlying zoning. Parking requirements could be reduced to encourage certain types of development and recognize shared parking arrangements. Additionally, the overlay could be structured in a manner that incentivizes structured or underground parking through development or buildable area allowances.

Sports Complex Planned Area Development (Z 93-16.A.6)

The Urban Design Plan could be implemented for the city-owned Peoria Sports Complex parcels through a modification to the existing Planned Area Development (PAD) zoning. The PAD governing the Sports Complex and city-owned parcels (e.g. Artisan Village site, AZ Broadway Theater) was adopted through ordinance 93-44 in 1993. The PAD provides for the applicable standards governing development including allowable uses, setbacks, building height, landscaping and signage. The PAD should be modified to align with the Specific Area Plan and vision illustrated in the Preferred Plan.

Incorporate Design Guidelines into Design Review Manual

The recently updated Peoria Design Principles and Guidelines (2008) was intended to provide comprehensive site and architectural design guidance for all development types: Non-Residential, Single-Family and Multi-Family. The manual also includes sections for distinct areas such as Old Town and Lake Pleasant Parkway. The Sports Complex Area is also well-suited as a distinct place for specialized guidelines. The guidelines established in this Plan should be integrated into a district-specific section in the Design Review Manual. This ensures that each development or re-development proposal aligns with the expectations and character envisioned in the Plan.

Non-regulatory Implementation Strategies

Concurrent with the preparation of the regulatory environment, it's also necessary to begin the process of identity creation. One of the tasks will be to establish a "trademark" for the area. The City has not yet identified a specific memorable name that will define the area and set it apart from neighboring developments and other trademarked projects in the region like Westgate, Ballpark Village, and Kierland Commons. The City has already begun the process of regularly meeting with stakeholders in the area. A graphic design consultant will be obtained to help facilitate the effort and develop monumentation and theming concepts. Based on the results of the trademarking effort, the City should develop a master design palette of street furnishings (e.g. trash receptacles, lighting, benches) colors and finishes for the district.

The City should also begin efforts to program physical improvements into the City's ten-year Capital Improvement Program (CIP). Table VII-1 illustrates short-term (0-5 years), mid-term (6-10) and long-term (10+ years) implementation actions. In fact several projects have been placed into the CIP; some are already in design including the north bank trail along Skunk Creek and the trailhead at the southeast corner of Skunk Creek and 83rd Avenue. There is funding available for wayfinding and monumentation efforts in the district.

OPPORTUNITIES FOR DEVELOPING SHUTTLE SERVICE

Based on the findings summarized in Chapter 6, it is recommended that the City of Peoria initiate a feasibility assessment to determine how and at what cost the City could support the two shuttle services described in Chapter 6. Granted, the unique budgetary constraints of this current recession certainly are an inhibiting factor with regard to the establishment and operation of shuttle services. However, the Phoenix area economy is resilient and diversified. Peoria should consider options for developing a productive shuttle service to assure that investment in the Peoria Sports Complex is supported by an adequate range of accessibility alternatives and age groups. The assessment of options should examine market potential, scheduling, routing, costs, and potential partnering opportunities. Possibilities that could be investigated for instituting and supporting shuttle services are discussed below. Further discussion regarding implementation and feasibility of developing shuttle service in the Sports Complex will be found in Chapter 7.

Peoria Sports Complex Transportation District (PSCTD): The City should consider the possibility of creating a transportation district defined by the boundaries of the project area. A PSCTD could be supported by fees or assessments on property owners and users of parking facilities. Capital and operating costs could be borne by property taxes (both commercial and residential), and by parking fees and fines attributable to the vehicle operators accessing the project area. Services of the PSCTD would be oriented to markets that potentially would benefit the project area. The population of older persons, particularly in Peoria and Sun City should be a prime market focus. Special event services could be instituted to bring older citizens to ball games, concerts, and community sponsored events. This service also should be linked to the Arrowhead Towne Center.

Intergovernmental Agreements: The Cities of Glendale and Surprise also are trying to develop entertainment and recreational facilities. Rather than compete with these other efforts, the possibility of forming a consortium for serving key venues should be evaluated.

All three cities host Cactus League baseball in the spring, but fans of the various teams are spread all over the Valley and equally likely all over the three cities. A shuttle service, even if it is seasonal, designed to serve the baseball venues would benefit the citizens of the three communities and offer citizen fans the opportunity to follow the teams as they move from venue to venue. Thus, all the sporting venues potentially would benefit from greater attendance and, in turn, expenditures for shopping, restaurants, and entertainment. The cost of providing such service could be borne by the community receipts from the venues, or there could be a combination budget that also includes direct contributions from the teams.

Joint Public Private Partnership: One possibility would be a potential joint effort with area Casinos, which currently provide similar services. The goal of these services is to bring persons to the Casinos for the purpose of engaging in services offered. This same concept would apply to the entertainment and recreation venues proposed for the Peoria Sports Complex. Increase patronage through directed transportation efforts would support more development, and the service potentially could connect with Arrowhead Towne Center. This type of shuttle service would help benefit the project area and provide supportive service to Valley Metro routes in lieu of an 83rd Avenue route, or as an interim solution preceding an 83rd Avenue route.

SKUNK CREEK ENHANCEMENT FUNDING AND PHASING

The responsible authorities of Skunk Creek are the Flood Control District of Maricopa County (MCFCD) and the U.S. Army Corps of Engineers. The City of Peoria is responsible for the maintenance. Improvements in the Skunk Creek will require coordination with FCDMC to ensure that the conveyance capacity has not been changed and that 404 permits are obtained. The design and development of Skunk Creek trail and recreational design will require the use of MAG Pedestrian Area Policies and Design Guidelines, which is a comprehensive manual of pedestrian policies and facility design created so that regional standards could be used by community groups. The MAG Pe-

destrian Design Assistance Program was initiated in 1996 to encourage the development of designs for development facilities according to the MAG Pedestrian Area Policies and Design Guidelines. The intent of the program is to stimulate integration of pedestrian facilities into the planning and design of all types of infrastructure and development.

Enhancement Funding

Enhancement Program Funding for the Skunk Creek can help the City of Peoria defray development costs. Alternative funding is available from the following:

Congestion Mitigation and Air Quality (CMAQ) funding is available. Design pedestrian projects through the Pedestrian Design Assistance Program helps to leverage funding for future construction of this type of Project. Heritage Grant funding may be available, but the application process must be followed early in the process if funding is desired. Arizona Department of Transportation (ADOT) is responsible for the design and planned construction of pedestrian/ bicycle path ramps on the south side of the Skunk Creek, to the west of Loop 101 Highway and east of 83rd Avenue.

Phasing Schedule

Project Phasing of the Skunk Creek should follow these general guidelines.

1. Remove noxious weeds and other plants from the bottom of the channel and clean up and repair the ecosystem.
2. Develop the pedestrian/bicycle paths and trailheads in order to connect this area to existing trails
3. Develop parks and recreation amenities last.

FISCAL FEASIBILITY ANALYSIS

Fiscal Feasibility Analyses for the Concept Alternatives and the Preferred Concept Plan are located in a separate document.

TOOLS AND INCENTIVES STRATEGIES

Introduction

The purpose of this section is to detail the tools and incentives the City of Peoria might employ to develop strategies to promote and encourage redevelopment, private investment and public/private partnerships. We also identify tools the City of Peoria may implement to fund infrastructure and public improvements. While this section addresses the Peoria Sports Complex redevelopment project, the insight offered here can be considered for the City's other potential redevelopment projects.

The City of Peoria's role in the Peoria Sports Complex redevelopment project will be to redevelop various districts in the preferred concept plan, which includes retail, office, hotel and residential land uses. The City will review and plan the land uses, approve the redevelopment in conjunction with the City's Economic Development Services department, install infrastructure such as road and water and sewer lines, and then demolish, construct and market the final product. While this section is aimed at outlining the issues and opportunities involved in the complex process of redevelopment, each decision the City makes during the redevelopment process will ultimately affect the value of the various districts and the marketability of the entire redevelopment site.

Summary of Redevelopment Incentive Strategies

There are various approaches to incentivizing redevelopment. To maximize success, the City must identify an approach that can both be tailored to a specific project as well as to the City's approach to land use.

Following is a list of options that the City might consider as it looks to redevelop the sports complex area:

- Develop Public-Private Partnerships: Working with landowners to achieve the type of development and public amenities that are desired for the community is one of the key implementation strategies available to the City. The City leadership has had discussions with existing property owners as well as a continuing dialogue with private developers interested in redeveloping in the project area. However, since developers can develop more cheaply in outlying (greenfield) sites, the City will likely need to commit public resources to achieve its development goals. Cities that want to assure that high priority development goals are achieved must consider committing their own financial resources to facilitate projects. Since land costs in developed areas are much higher than land costs in outlying areas, cities typically must consider taking steps to make development in their community more cost-effective thus becoming the public partner in a "public-private partnership."
- Create a Redevelopment Project Area: Redevelopment Agencies are set up to entice and help builders improve blighted areas. They have a variety of financial and legislative tools to accomplish this. The benefits of a redevelopment project area are geared more towards the builder-vendor than a pure land developer. A majority of the risk in developing blighted areas lies in the sales or lease up phases, not the entitlement risk. In fact, many redevelopment agencies will offer entitlement assistance to ensure that this process does not stall or financially impair the project. However, agencies will also contribute to the financing of roads, sewer and water infrastructure and environmental remediation to ensure a project is financially feasible for a developer.

A discussion detailing the process of creating a redevelopment project area and the benefits and drawbacks of developing within such an area is provided in the appendix.
- Exercise Government Property Lease Excise Tax Incentive: Current Arizona law provides for the Government Property Lease Excise Tax (GPLET). GPLETs were established for the purpose of pro-

viding local governments with a tool to lure bigger, job-creating companies to their areas by abating property taxes in redevelopment deals. Cities take title to the land and building and then lease it back to a private company for a nominal fee. Instead of paying a property tax, these businesses pay an in-lieu-of tax (GPLET), which is often one-tenth of what they would normally pay if they had to pay property taxes. This in-lieu-of tax will kick in after a business has exhausted its eight years of not paying taxes.

- Establish a Landowner Entity: Limited Liability Corporations (LLCs) are the most common form of real estate development and investment ventures because they provide a “pass-through” tax entity with liability only assigned to the managing partners, and only for the assets associated with the project. For instance a corporation named ‘Peoria Sports Complex, LLC’ can be formed and capitalized with an ownership interest (whole or part) in the subject land, as well as capital reserves to finance entitlement costs and required equity for each phase. The owner and managing partner of Peoria Sports Complex, LLC would be the City of Peoria or landowners, who’s only liability consists of the capital it has invested in the project (e.g. the land and any improvements). This form of ownership protects the parent company and limits potential losses.

In addition, separate layers should be set up to protect the balance of the land should any liability problems arise. For instance, an entity called Phase I, LLC can be created and capitalized with only the portion of land involved in the first phase of the project, in addition to operating capital. Peoria Sports Complex, LLC, with the City of Peoria or landowners as manager, would be manager of Phase I, LLC.

- Create Entity to Lend Capital: The City of Peoria or landowners may choose to set up a separate entity to “lend” the capital reserves to Peoria Sports Complex, LLC. For example, if all capital is lent to each LLC with a note attached, the proj-

ect becomes indebted to a division of the City of Peoria or landowners, and claims against the property will be paid in the appropriate waterfall, with the mortgagor in first receiving position.

- Establish a Development Entity: One strategy that is often employed by private developers who own a piece of land outright, is to have the developer (as a person) sell the land to the development entity (corporation) for a price that realizes equity as a capital gain event, but still leaves enough equity in the land to obtain traditional debt financing for their project (and receive the benefits of positive leverage). Because the sale of homes (or office buildings) will be taxed as ordinary income, it is much more advantageous to extract the capital earlier and at a lower cost. In this case, The City of Peoria and landowners would need to conduct a financial analysis of their equity needs to complete the entitlement phase of the project, and then “sell” the land to their development entity for the appropriate price.

Operational Components to Plan

In addition to the redevelopment incentives, it is important for the City to execute on, as well as manage, its implementation plan according to logical and predictable principles on how the City does business. Below are some of these principles and behaviors that we recommend to ensure success:

- Exercise Discretion in Negotiations: It is important not to over commit to excessive front-end fees, product mix restrictions, infrastructure improvements, etc. The goals should be to maximize project value, and not set undesirable precedents, as well as retain flexibility for changing market conditions. All concessions regarding fees or infrastructure development will be passed on to the end builder and eventually the final users in the form of higher sale prices for the land.

All proformas relied upon for negotiation purposes should include conservative assumptions to reflect the high degree of volatility in

land values during the early part of the design process.

- Create Collaborative Solutions: Negotiating with public entities is different than the private sector. The City and/or Redevelopment Agency can add value, and staff and policy makers must be engaged in the process. While the property owners may recognize one solution or optimal deal terms, it is strategically better for the City and public officials to come to their own conclusions.
- Phase the Correct Elements First: The development magnitude and project duration requires a considerable amount of flexibility to ensure it stays relevant to changing market dynamics. Emphasize the Project's Circulation Plan: The project has a strong pedestrian element and bike circulation, along with the improved vehicular access that will help ease the traffic flow throughout the subject project. These elements should be stressed at all times to deflect traffic congestion concerns from surrounding residents.
- Control Binding Development Agreements: The City of Peoria's negotiating position should be to quantify and highlight the social and economic benefits of the Peoria Sports Complex community. The addition of new retail, entertainment, commercial, housing and hotel will create specific amounts of sales and property/transient occupancy tax revenue for the City that can be analyzed against the expected level of services required to determine the net benefit to the City. In addition, the creation of jobs and improvements to aging infrastructure surrounding the site are further incentives that must be strategically presented to officials and the public.

The Peoria Sports Complex preferred concept plan consists of several integrated projects located throughout designated districts within the subject site. Development agreements for large scale redevelopment projects are inherently binding to future city council members. Current members may be hesitant to agree

to overly-specific language or performance guarantees that would force future council members into what may become politically unpopular decisions. Keeping a measure of flexibility in the agreement will alleviate this problem while still retaining the performance guarantees and certainty that the City requires to undertake an extensive and costly land development program.

- Protect the Plan's Value: Final lots should be conditioned with strict guidelines on the style, design, and implementation of development, particularly in the early phases. This will protect the value of the remaining phases. We also recommend creating the appropriate governance and financing (HOA, foundations, etc.) to create and maintain the creek and public parks.

Infrastructure Financing Options

Additionally, there are various infrastructure financing options for developments like the Peoria Sports Complex.

How the infrastructure is financed in large developments has a significant impact on project revenues and the ultimate disposition price for the land. Financing options consist of either private debt/equity or municipal bonds serviced by a special tax assessment on the finished lots.

There are primarily two methods to finance infrastructure: through the development of a Community Facilities District and through Private Land Development Financing. The City of Peoria and landowners will have several significant public facilities, including parklands, sewer, water and wastewater service, and the extension of major thoroughfare roads in addition to school fees and traffic mitigation fees. Under both financing scenarios, the City and landowners will have to pay for these costs up front with either equity or borrowed money. The difference is how they will recoup these expenses. For private debt, the costs will be recouped with higher sales prices on the lots. For public debt, the costs will be recouped with bond payments secured by the final product.

A discussion on Community Facilities Districts is detailed in the Appendix on Incentive and Financing Strategies.

An alternative financing option to the CFD is to phase the financing of all public infrastructure projects with the development. The costs would be recovered in a higher sales price for the finished lots. This can create marketing challenges because of the higher end final product that must be built to justify costs, and may be out of line with market demand. Obtaining bank financing for land development is difficult and generally loans are offered on less favorable terms. The bank's protection against default lies in the security afforded by the value of the property. In the case of infrastructure development, the value of the property is not fully realized until the land is improved and a final map is recorded. However, the City of Peoria's access to capital and credit rating would mitigate much of this, as they have the resources to guarantee even a significant note on the cost of construction.

A third option is to create Municipal Improvement Districts which is very similar to Community Facilities Districts. This alternative typically results in lower tax exempt interest rates because the bonds are backed by the County and/or the City. However, it also results in limited flexibility for the developer due to the nature of the financing vehicle. We recommend seeking professional advice when considering these two options. For comparison purposes we have included a summary table of these two options in this Chapter.

Some examples of other public financial tools that are available to cities include the following:

- Paying for Public Infrastructure Costs: As development partners, cities can fund public infrastructure or other amenities to support the type of development desired. By funding from current revenues or issuing municipal debt for public improvements (i.e., cities borrow at lower interest rates than the rates available to private developers), cities can fund the gap that typically exists

in project finance associated with urban redevelopment or infill projects. Public strategies designed to enhance the quality of the community's "investment climate" can enhance a project's feasibility. Working in tandem with specific development proposals, the City's ability to fund (through grants, loans or directly with local source funds), or to raise capital for, the public facilities associated with new development could be critical to "making or breaking" a private development project.

- Property Tax Abatement: In "Community Reinvestment Areas," up to 100 percent of real property tax can be abated for a maximum of fifteen years. In "Enterprise Zones," up to 75 percent real and/or personal property taxes can be abated for up to ten years.
- Business Improvement District: A business improvement district could be applied to the project area to fund desired improvements. Tax revenue and parking fees collected from the business improvement district would be redistributed within the project area to pay for streetscape improvements and other amenities that will enhance the area as a pedestrian-oriented, entertainment destination.

ACTION PLAN

The following tables display the short- (3-5 years) mid-(5-10 years), and long- (10+ years) term action plans for the redevelopment of the Sports Complex Urban Design Area. The tables indicate whether the proposal is funded, what City department(s) will lead the action and strategy item, where the budget term resides, and what the intended start date is in years from plan adoption.

Table VII-1 Implementation Table

Strategy/Action	Description	Funded	Lead	Start (YRS)		
				(0-5)	(6-10)	(10+)
ADMINISTRATIVE / REGULATORY						
Policy Formation						
Adopt Peoria Sports Complex Area Specific Area Plan	Integrate Specific Area Plan into the General Plan (Major Amendment)	Yes	PCD			
Rescind North Valley Specific Area Plan (1989)	Eliminate overlapping plans in favor of Specific Area Plan	Yes	PCD			
Rescind North Peoria Redevelopment Area Plan (1993)	Eliminate overlapping plans in favor of Specific Area Plan	Yes	PCD			
Adopt Sign Code Overlay for the District (Zoning Ordinance)	Adopt district-specific sign standards into the Zoning Ordinance	Yes	PCD			
Adopt 83rd Avenue Streetscape (Zoning Ordinance)	Adopt standards for 83rd Ave (landscaping, walls, lighting, street furniture) into Zoning Code	Yes	PCD			
Adopt Parking Overlay for the District (Zoning Ordinance)	Adopt district-specific parking requirements (e.g. shared parking, incentives) into Zoning Ordinance	Yes	PCD			
Revise Design Review Manual to include new area-specific guidelines	Integrate district-specific architectural, site and thematic design elements into DR Manual	Yes	PCD			
Amend Sports Complex site PAD Zoning (Case 93-16A.6)	Uses and standards in PAD zoning are too restrictive and reflect suburban standards	Yes	PCD			
Systems Elements						
Adopt Peoria Multi-Modal Transportation Plan	Adoption scheduled for Fall 2010. City-wide plan to identify short and long-term transit options and facilities (FY10: \$200,000 - CIP Project ID PW10910).	Yes	PCD			
Pursue steps to extend Valley Metro rail and transit options to the District	Continue participation in regional organizations to extend transportation options to Peoria	Yes	PCD			

Table VII-1 Implementation Table

Strategy/Action	Description	Funded	Lead	Start (YRS)		
				(0-5)	(6-10)	(10+)
ADMINISTRATIVE / REGULATORY						
Systems Elements						
Improve District walkability	Conduct pedestrian audit; and identify, design & construct safe crossings at key intersections	No	PCD/ENG			
District Circulator	Initiate feasibility assessment; and identify shuttle or local circulator to points within and outside of the District.	No	EDS / PW-UT			
DISTRICT PROMOTION						
Identity Creation						
Utilize diverse stakeholder group to develop "Identity" for the District	Work with a representative stakeholder group to develop and embrace a common identity for the district.	Yes	EDS/PCD			
Develop a Design Palette of street furniture, finishes and colors for the District	Create documentation of finishes, street furniture, hardscape, lighting & other thematic elements as a common thread for the District.	Yes	EDS / PCD & PW-UT			
Establish an Association of Members for District promotion	Project site is a conglomeration of owners, tenants and stakeholders (e.g. common area fees, website, cross advertising).	Yes	EDS			
Wayfinding / Monumentation						
Identify locations and concepts for District gateway monumentation	The Plan identifies 3-4 district gateway locations; Develop specific gateway concepts and pricing.	Yes	EDS/PCD			
Design & construct District gateway monumentation	Design and construct gateway monumentation as directed. (FY11: \$923,793 has been budgeted for gateway and wayfinding signage & intersection improvements)	Yes	EDS/PCD			

Table VII-1 Implementation Table

Strategy/Action	Description	Funded	Lead	Start (YRS)		
				(0-5)	(6-10)	(10+)
DISTRICT PROMOTION						
Wayfinding / Monumentation						
Develop District Wayfinding Signage Program	Identify design standards and locations; and implement district wayfinding signage.	Yes	EDS/PCD			
Enhance traffic control devices with new District standard	Enhance identity through changes to street sign blades, signal mast arms and other devices.	No	PW-UT			
DISTRICT IMPROVEMENTS						
Streets and Streetscape						
83rd Avenue and Paradise Lane key intersection & streetscape improvements	Estimate \$275,149 for design and \$5,133,182 for construction; includes special paving, median landscaping, sidewalks.	No	PCD/ENG			
Skunk Creek Open Space						
Develop Skunk Creek Noxious Weed Control Plan and eradicate invasive plant species	Revive natural ecosystem. Removal of non-native / invasive plant species (e.g. buffelgrass), reintroduction of riparian habitat etc.	No	PCD/ENG			
Channel Bottom Restoration & Improvements (Seed Mix)	Enhance area with native seeds and plants to promote native-dominated ecosystem within CWA permit. (Estimate \$214,200 (61.2 ac @ \$3500/ac)	No	CS/ENG			
Renew the CWA-404 Permit	The City will need to renew the nationwide 404 Permit prior to any work being completed in the channel.	Yes	PW/UT			
Construct Skunk Creek trailhead @ SEC 83rd Avenue & Skunk Creek	Development of a trailhead an rest area for trail users. (FY10: \$910,688 - CIP Project ID CS00091)	Yes	CS/ENG			

Table VII-1 Implementation Table

Strategy/Action	Description	Funded	Lead	Start (YRS)		
				(0-5)	(6-10)	(10+)
DISTRICT IMPROVEMENTS						
Skunk Creek Open Space						
Design & Construct trailhead/entry @ NEC 83rd & Skunk Creek	Landscape and/or construct passive use trailhead at 0.6 acre property (MCFLD). Estimate \$36,000 (0.6 acres at \$60,000/acre)	No	CS/ENG			
Design & Construct north bank trail (83rd to 77th)	Continue trail along north bank of Skunk Creek from 77th Avenue to 83rd Avenue (FY11: \$704,000)	Yes	CS/ENG			
Design & Construct 77th Avenue Ped Bridge (200' span)	Provide pedestrian bridge across Skunk Creek at 77th Avenue alignment; (Estimate \$1 million)	No	CS/ENG			
Parking						
Design & Construct Mariners Parking Structure	Design & construct 575 space parking structure in the Mariners administrative lot (Estimated cost of \$6 million)	No	CS/ENG			
Design & Construct Padres Parking Structure	Design & construct 575-space parking structure in the Padres administrative lot (Estimated cost of \$6million)	No	CS/ENG			
DISTRICT IMPROVEMENTS						
83rd Avenue Promenade						
Design & Construct 83rd Avenue Deck Park (recess 83rd Avenue)	Signature project to recess 83rd Avenue; and complete Promenade deck park (Estimate \$15,838,000)	No	CS/ENG			
Sports Complex Facilities						
Develop Sports Complex Improvements Master Plan	Identify stadium improvements and expansion (FY10: \$200,000 - CIP Project ID CS00022)	Yes	CS			

Table VII-1 Implementation Table

Strategy/Action	Description	Funded	Lead	Start (YRS)		
				(0-5)	(6-10)	(10+)
<i>DISTRICT IMPROVEMENTS</i>						
Sports Complex Facilities						
Construct Sports Complex Facility improvements	Construct improvements identified in Master Plan (FY12-13) and CIP (e.g. Field Lighting-FY10, well modifications-FY11, HVAC-FY12, asphalt replacement-FY12). Total improvement package \$21,439,056.	Yes	CS/ ENG			
Design & Construct trail connections from Skunk Creek to Village/Stadium	Provide secure, landscaped trail connections from Skunk Creek trail to Promenade and Padres parking area.	No	CS/ENG			
<i>PROMOTE ECONOMIC DEVELOPMENT</i>						
Complete Economic Development Implementation Strategy	The EDIS provides a "roadmap" for the city-wide economic development strategy	Yes	EDS			
Establish partnerships with the local business community	District identity development and marketing requires cohesive stakeholder unit	Yes	EDS			
Develop infrastructure financing & maintenance vehicle	Feasibility Analysis and identification of infrastructure & maintenance finance instrument for district-wide improvements (e.g. CFD, BID, Improvement District)	Yes	FIN / EDS			
Attract mixed-use center to the Entertainment Village	The Plan Concept promotes a mixed-use village in the SW parking area anchored by a major user (e.g. hotel, entertainment venue)	Yes	EDS			
Assess potential uses and site design for 5.5 acre site south of AZ Broadway Theater	Planning and design effort to determine the use of the 5-acre site south of the AZ Broadway Theater; Identified as "Artisan Village" site in Plan.	No	EDS/PCD			