

The Next Big Thing Planning Peoria's Section of Loop 303

Current estimates say that 85 percent of Peoria residents work outside the city. A primary goal is to reduce that number to 50 percent or lower – and development of the Loop 303 corridor (and the interchanges that will come with the future freeway) represent an outstanding opportunity to realize that goal in the years ahead.

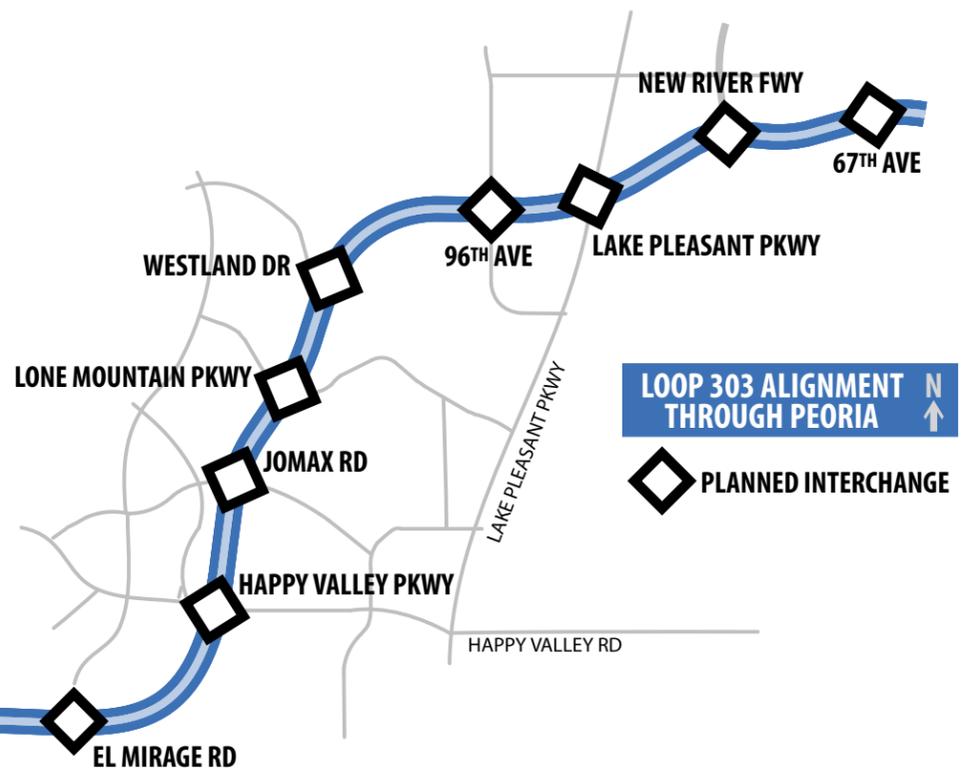
An interim Loop 303 connection is currently expected by the end of 2008, with a fully widened highway in place by 2015. Linking the cities of Goodyear, Glendale, Surprise, Peoria and Phoenix to the roadway will provide a high-capacity transportation backbone for the northwest valley, with an interchange at Interstate 10 on its south end, and another with Interstate 17 to the northeast.

While development of the freeway corridor will not likely begin until the connection has been completed, planning the kind of development that will take place has been underway for some time. In December 2005, the City Council approved a land-use plan for commercial and

residential development within a 32-square-mile corridor along the portion of Loop 303 that will pass through Peoria.

"We think the Loop 303 corridor presents the best opportunity for substantial economic development and job creation within the city of Peoria," according to Economic Development Specialist James Mason. "The challenge is that we don't know what types of industries are going to emerge in the next five to 10 years. Think of how dramatically things shift. The big competition recently was for Google, which wasn't even around ten years ago. Kids that are in high school today will go into jobs where the industry doesn't exist right now, let alone the technology."

A 12-month business plan adopted by the City Council in November 2005 directed the Economic Development Department to identify large campus and business park users for the Loop 303 corridor. Over the next year, the



city will focus specific marketing strategies to attract business, industry and employers to that area.

"We see this as one of the central employment centers to try and develop, and we've already begun our marketing," said Economic Development Director Steve Prokopek.

City staff estimate that as many as 116,000 jobs could be created in the area over the next 25 years, and the growth associated with

the completion of the freeway could make the area one of the largest employment corridors in the Northwest Valley.

For more information, contact the Economic Development Department at 623-773-7735 or e-mail: peoriaed@peoriaaz.com

Get your business going in Peoria with help from the Economic Development Department - visit www.peoriaed.com or call 623-773-7735

Peoria Seeks Volunteers for New Park Watch Program

The Community Services Department is seeking the assistance of Peoria residents to help keep city parks safe and clean through its new Park Watch Program.

The Park Watch Program is a cooperative effort by the Community Services Department, Peoria Police and community volunteers to prevent crime and vandalism to the city's playground and park equipment.

"Park Watch aims to ensure that our parks remain a safe and friendly place so everyone can enjoy them year round," said Community Services Director J.P. de la Montaigne.

The program empowers volunteers—usually residents living near a city park—to report suspicious activity such as illegal dumping, vandalism, theft and destruction of property, to city park rangers.

"Although park rangers regularly visit the parks, they may not see everything residents see. Volunteers serve as additional eyes and ears

in neighborhood parks and report things that need our attention," said Park Watch Coordinator Ray Paiano. "Enforcement is done by the police and park rangers."

The program aims to increase awareness of activities in public parks and park rules, enhance park safety, and decrease incidents of vandalism, crime, misuse of park properties and other related costs. In addition, the program helps to develop a sense of ownership for neighborhood parks, recreation areas and facilities among Peoria residents.

"By empowering the citizens who use the park and park facilities, we're making them feel comfortable, safe and proud," Paiano said. "The draw for many of our volunteers is that they're helping themselves while spending time doing something positive for their own neighborhood."

Two city parks, Apache Park at 8633 W. John Cabot Rd. and Parkridge Park at 9734 W. Beardsley Rd., have



Park Ranger Ray Paiano is looking for a few good neighbors to help look after city parks.

established Park Watch chapters. Although Park Watch chapters are only required to spend three hours per week in their neighborhood park, the Apache and Parkridge chapters log an average of 10 hours in the parks each week, Paiano said.

"We want our volunteers to incorporate the program into their lifestyle. Park Watch members spend their time in the park walking, jogging or riding their bikes. They walk their dogs or hang out with their families," he said.

The Community Services Department's ultimate goal is to establish Park Watch chapters at all 24 of Peoria's neighborhood parks. Paiano said he would like to see at least three new chapters monitoring Peoria's parks, particularly those located in the southern parts of the city, by the end of the year.

To ask about starting a Park Watch chapter for your neighborhood park, call 623-773-7705.

CITY COUNCIL HIGHLIGHTS

November

- Approved a Trails Heritage Fund Grant Participant Agreement with Arizona State Parks for trail construction of the Greenway Channel Bridge/Trail Development Project. The project will connect two existing trails on the west side of New River between Acoma and Greenway Roads to create a continuous trail of approximately 4 miles. It will also add a ¾-mile length of trail between New River and 91st Avenue that will connect the homes in Desert Harbor to the New River Trail.
- Confirmed the appointment of Susan K. Thorpe as Deputy City Manager for Safety and Administrative Services and Carl Swenson as Deputy City Manager for Development and Community Services.

December

- Approved a contract of \$1.2 million for renovation of Peoria High School Pool, the city's oldest public swimming facility. The project will include a zero-depth pool with water play features, expanding out the fences for more room on the deck, adding a shaded concession area and bleachers with shade structures and adding a pool heater. The project also includes a new pool office and locker rooms for aquatics staff and pool patrons.
- Approved a plan to "adopt" and provide assistance to Long Beach, Miss., which was almost completely destroyed by Hurricane Katrina. In October 2005, the Mayor and City Council took action to enter into a "Special Sister City" relationship with the hurricane ravaged town. 24 surplus vehicles, furniture and office equipment were collected and transported to the City of Long Beach where it will help with the rebuilding of their city hall and with restoration of municipal services.
- Approved a land-use plan for commercial and residential development within a 32-square-mile corridor along the section of Loop 303 that will pass through Peoria. The intent of this planning effort was to reorient the commercial, employment and residential uses along the freeway corridor and adjacent lands based on the final alignment of Loop 303. (See related article in this issue of FOCUS.)

January

- Announced the broadcast of the Pentagon Channel, 24 hours a day, 7 days a week for Cox cable customers on Channel 98. The city's government Channel 11 worked with the Pentagon and Cox Cable to provide this military channel to Peoria residents – the first city in Arizona to do so.
- Approved a \$60,000 contract for a Historic Square Master Plan that will provide direction for implementing changes in Oldtown Peoria, including relocating the Peoria Women's Club and the old jail to help create a plaza area adjacent to the Peoria Center for the Performing Arts.

February

- Adopted new reclaimed water rates. The new rates affected a limited number of users – including a school, city park, water features and golf courses, and went into effect April 1, 2006.
- Approved an \$836,000 contract for slurry seal of various residential streets as part of the city's annual pavement management program. For information about which streets will receive surface treatment, contact the Streets Division at 623-773-7432.

March

- Authorized an agreement to provide \$245,000 for replacement and maintenance of four Peoria Dial-A-Ride buses. The funding is provided by the Federal Transit Authority via a pass-through agreement with the City of Phoenix.
- Authorized an agreement with the City of Glendale and other West Valley cities to contribute towards the construction of a Regional Public Safety Training Center, where Peoria firefighters will be able to train in a nearby state-of-the-art facility.
- Approved the recommendation of the Peoria Arts Commission to commission artist Emanuel Martinez to produce a bronze bas relief Pioneer Memorial sculpture to be located near the intersection of 83rd and Grand Avenues.

Mayor's Report

Veterans Memorial Planned for Rio Vista Community Park

How do you say "thank you" to the individuals in our community who are willing to sacrifice their own lives for this great country?

We at the City of Peoria asked ourselves the very same question. Currently, there is no public memorial in Peoria that recognizes the importance of these heroes to our community and this nation. Although no material item could quantify our gratitude for their service, doing nothing was not an option.

The initial steps have begun with the architectural firm Architekton to create a veteran's memorial in Rio Vista Community Park, at Loop 101 and Thunderbird Road. The memorial, which will be located across from the recreation center currently under construction, will be an 88-foot black granite wall. Individualized plaques reflecting memorials of national and local significance will be placed on the wall's 4-by-4-foot panels. The memorial will also include three flags – those of the United States, Arizona and Peoria – but the primary focus will be on the wall.

I have appointed a committee that will help develop guidelines and parameters to determine what types of recognition are appropriate for this memorial. Construction of the wall will begin in late 2006, with a dedication ceremony scheduled for Memorial Day 2007.

Our hope is to turn the wall into a living, growing memorial reflecting our humble gratitude of the West Valley for our veterans' contribution to the United States. Over the next few months, we will begin meeting with civic, patriotic and veterans groups to request their support in the form of recognition plaques. Any groups interested in learning more about the memorial may call my office at 623-773-7316.

Mayor John C. Keegan



The veterans' memorial being planned for Rio Vista Park will honor our military veterans and their families.

CITY COUNCIL District Roundup



Contact the Mayor and Council by calling 623-773-7306.

Council meetings are held the first and third Tuesday of each month at 7 p.m. in the Peoria City Council Chamber, 8401 West Monroe Street

Call the City Clerk's Office at 623-773-7340 for agendas or more information.

Council agendas, meeting minutes, district maps, and other information are also available on the city web site at www.peoriaaz.com/council

Acacia District – Councilmember Vicki Hunt

Osuna Park improvements will begin in late summer. Phase 1 will be complete the end of 2006, and re-opening of the park is slated to coincide with the opening of the Performing Arts Center in December. The park will consist of 1.5 acres and improvements that will be conducive to pedestrian traffic related to the adjacent Performing Arts Center. The second stage of park improvements, that will begin in 2007, include a covered entertainment stage.

Ironwood District – Vice Mayor Bob Barrett

The City of Peoria is going to build a veteran's memorial at Rio Vista Community Park which is at the Loop 101 and Thunderbird Road. The city will place the memorial across a short walkway from the soon-to-be-built recreation center. A committee, represented by a variety of veterans' groups, is working to determine how the memorial will look. The target date for completion is Memorial Day, 2007.

Mesquite District – Councilmember Cathy Carlat

The City of Peoria Solid Waste Division is helping local schools and community groups learn about the environment by offering Recycling and Solid Waste presentations. They get answers to some of the most common questions about recycling: where recycling sites are located within the community; what items are recyclable; what happens to recyclables. To schedule a presentation for your school or community group, call Beckie Borquez in the Solid Waste Division at 623-773-7437.

Palo Verde District – Councilmember Pat Dennis

The district welcomed some new residents in March: ten burrowing owls were relocated by Wild at Heart, a nonprofit group that rehabilitates & releases birds of prey. Peoria's new colony of owls were moved to a perfect spot adjacent to the trail development along New River, south of Thunderbird Road. Volunteers from nearby assisted living facilities are looking after the owls until they become acclimated and start hunting on their own.

Pine District – Councilmember Carlo Leone

Recently, Peoria suffered a rash of thefts because people left their garage doors up, making it very easy for a bold thief to walk right in and help themselves to bicycles, tools, or other valuables stored in a garage. Neighbors can partner with the Peoria Police Department to start neighborhood block watch programs, which are a visible deterrent to criminals. To learn more, contact the Peoria Police Department at 623-773-7099.

Willow District – Councilmember Joan Evans

The heat of summer is just around the corner and the City of Peoria has some "cool" opportunities for you. Visit the library and discover all the exciting adventures awaiting you and your family; take in some of the city's special interest classes; or drop by one of our city pools. Spend a cool evening at the Broadway Dinner Theater, or stop by the Peoria Sports Complex to see summer league games. These are just a few ways you can play in Peoria during the dog days of summer.

Peoria Adjusts Development Impact Fees



New development pays impact fees to offset the costs of extending and expanding existing infrastructure, like streets, waterlines, parks, and fire stations.

Development impact fees are a one-time, per permit payment made by commercial and residential developers towards the cost of public facilities so new growth pays its fair share of new required city infrastructure. These fees are updated every two years to reflect current infrastructure costs – the latest update was approved by the City Council late in 2005.

Peoria splits impact fees into three geographical areas to ensure the funds can directly target each zone as it is impacted by development. Updated fees reflect the current and projected cost of building infrastructure in ten service areas: libraries, parks, police, fire, general government, transportation, water, wastewater, water resources and sanitation.

The adjusted fees that took effect in March are:

- \$17,025 (previously \$12,942) for the northern zone;
- \$12,743 (previously \$10,248) for the central zone;
- \$11,325 (previously \$ 9,546) for the southern zone.

The northern zone covers all areas north of Dynamite Road; the central zone is construction between Dynamite and Bell Roads, and the southern zone is from Bell Road to Northern Avenue.

Similar fees are levied on commercial development based on the square footage of the development.

For more information about development impact fees, contact the Budget Office at 623-773-7126

Peoria Center for the Performing Arts Goes Vertical

Visitors to downtown Peoria will notice a new addition to the area's skyline. Construction of the Peoria Center for the Performing Arts began last November and is starting to go vertical. The steel beams are already 30 feet high and will ultimately extend to nearly 60 feet upon completion.

Made possible by a partnership between the City of Peoria and Theater Works, the \$12.9 million facility at the southwest corner of 83rd Drive and Peoria Avenue will include a main stage auditorium with seating for 280 people, dressing rooms, backstage area and scene shop, an 80-seat black box theater, two classrooms, a box office, and office space.

"The Peoria Center for the Performing Arts is going to be the catalyst for revitalizing our downtown. We are looking forward to its completion and buzz in Oldtown Peoria when Theater Works raises the curtain here," said Mayor John Keegan.

Under a 20-year lease agreement approved by the City Council, Theater Works will serve as the resident theater company and will



The Peoria Center for the Performing Arts is rising from its foundation at 84th & Peoria Avenues - three 30-foot girders indicate the height of the mainstage theater's roofline. The theater is scheduled for completion this November.

be responsible for maintaining the building. The City of Peoria will be responsible for landscaping, parking lot maintenance and repairs to major mechanical and building systems. In addition, a ticket surcharge of \$1 will go into a city reserve fund for the future replacement and repair of systems, fixtures and major maintenance items for the theater.

The expected completion date for the theater is November 2006. Theater Works' first production in the new theater is planned for January 2007.

For more information, contact Theater Works at 623-815-7930 or visit www.theaterworks.org

Vistancia Fire Station Opens

Long before construction on the first homes began in the 7,100-acre master planned community of Vistancia, the Peoria Fire Department was there, serving and protecting. The relationship between Vistancia and the Peoria Fire Department began in 2003, when Vistancia's developers initially funded a brush truck and two firefighters to help protect the workers building the community.

"They were in a small construction trailer with two offices and no bathroom," said Deputy Fire Chief Larry Rooney.

Thanks to a partnership with developer Sunbelt Holdings, the firefighters working at Peoria's Vistancia Station have a new 10,000-square-foot facility. The three-bay station cost Sunbelt Holdings \$2.3 million to construct and was designed to accommodate future growth and staffing needs.

"We recognized the importance of establishing a fire department presence in the community early on," said Curt Smith, Chief Operating Officer of Sunbelt Holdings. "Our commitment to the people of Peoria meant protecting the area and the people from day one. And we knew as we grew, so would the department."

Currently, the Vistancia Station is home to a crew of four firefighters, two of which are paramedics, a fire engine and a brush truck. In addition to fire services, the station houses a Peoria Police patrol office. Peoria Fire Station No. 196, in Vistancia, is located at 28251 N. El Mirage Road.



The Peoria Fire Department Honor Guard raise the colors over the Vistancia Station.

"It would be easy for someone to say they live in Vistancia. However, Vistancia is a part of Peoria and I think this station helps to reinforce that message," said City Manager Terry Ellis.

The Peoria Fire Department celebrated the opening of its newest fire station with a formal dedication ceremony on January 6. The event gave the community the opportunity to tour the multi-million dollar facility and formally recognize the team effort by the City of Peoria and Sunbelt Holdings to construct the station.

"This is an exciting day for the City of Peoria," said Mayor John Keegan at the dedication ceremony. "Peoria is increasingly being recognized as the place in the Northwest Valley to which people want to gravitate because of the outstanding city services and high quality of living. Opening this fire station is a major milestone in making this kind of lifestyle a reality."

For more information, contact the Fire Department at 623-773-7279



Peoria residents have an opportunity to express their opinions about arts and culture in the West Valley by participating in the West Valley Cultural Survey. In the spring of 2005, the West Valley Arts Council asked the City of Peoria and other West Valley stakeholders to form a partnership in studying the arts in the West Valley. The arts study will serve as the first step in developing a cultural arts plan and strategy for the region. The study will help West Valley communities identify the cultural needs of their residents with the hope that the communities will work regionally to address those needs. The goal is to complete the study by the summer of 2006.

Find the survey online at

www.peoriaaz.com/arts

(Survey ends May 20, 2006)

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
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16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

- TV** **May 2** City Council Meeting, Council Chamber, 7 p.m.
- May 4** †Planning & Zoning Commission, Council Chamber, 6:30 p.m.
- May 4** Peoria's Performances, City Hall Amphitheater, 7 p.m.
- May 5** Cinco de Mayo Festival, Peoria Sports Complex, 5 p.m. to 11 p.m.
- May 6-7** Cinco de Mayo Festival, Peoria Sports Complex, 2 p.m. to 11 p.m.
- May 11** Peoria's Performances, City Hall Amphitheater, 7 p.m.
- May 16** *City Council Study Session, Pine Room, City Hall, 4 p.m.
- TV** **City Council Meeting**, Council Chamber, 7 p.m.
- May 18** †Planning & Zoning Commission, Council Chamber, 6:30 p.m.
- May 25** Peoria's Performances, City Hall Amphitheater, 7 p.m.
- May 29** Memorial Day, City Offices Closed, Holiday Sanitation Schedule
- June 1** †Planning & Zoning Commission, Council Chamber, 6:30 p.m.
- TV** **June 6** City Council Meeting, Council Chamber, 7 p.m.
- June 15** †Planning & Zoning Commission, Council Chamber, 6:30 p.m.
- June 20** *City Council Study Session, Pine Room, City Hall, 4 p.m.
- TV** **City Council Meeting**, Council Chamber, 7 p.m.

- July 4** Independence Day, City Offices Closed, Holiday Sanitation Schedule
 - All American Festival, Peoria Sports Complex, 5 p.m. to 10 p.m.
 - July 6** †Planning & Zoning Commission, Council Chamber, 6:30 p.m.
 - July 11** Special City Council Meeting & *Study Session, Pine Room, City Hall, 4 p.m.
 - TV** **Special City Council Meeting**, Council Chamber, 7 p.m.
 - July 20** †Planning & Zoning Commission, Council Chamber, 6:30 p.m.
- *Council Study Sessions are held as needed. Call the City Clerk's Office at 623-773-7340 to confirm meeting times and for agendas, or check the web at www.peoriaaz.com/council
- †Call the Planning Division at 623-773-7200 or check the website at www.peoriaaz.com/planning to confirm meeting times and for agendas.
- City Hall and Council Chamber are located at the City of Peoria Municipal Complex, 8401 West Monroe Street.
- TV** All City Council meetings are broadcast live on Peoria's Channel 11 (on Cox & Qwest cable), and re-broadcast each night through the following Sunday.



83rd Ave. just south of Bell Rd.
 Gates open at 5 p.m.
 Fireworks @ approx. 9:15 p.m.
 Free parking
 Admission: \$5 per person (kids 12 & under are free)
 2 Entertainment Stages, Kid Zone, Free Water Activities (bring your swimsuit!), Concessions & Beer Gardens
 Event Hotline: 623-773-7198
www.peoriaaz.com/events

OPERATION STREETLIGHT

Help keep Peoria's streets safe & bright. Report streetlight outages to the Public Works Department at 623-773-7432 or enter an online repair request at www.peoriaaz.com/streetrepair



Once school's out, it's time for summer fun and excitement at Peoria Summer Camp!

May 26 - August 4

- WHO:** Children entering grades K-6 for Fall 2006 (must be at least 5 years old)
- WHAT:** Peoria Summer Camp (PSC) provides an attractive alternative for working parents in need of childcare during the summer months. PSC offers a secure environment with plenty of exciting activities for the kids to enjoy, including activities and off-site trips. All sites are Arizona Department of Health Services licensed.
- WHEN:** Monday through Friday, 6:30 a.m. to 6 p.m., May 26 through August 4
- WHERE:** Apache, Alta Loma, Cheyenne, Frontier, Parkridge, Paseo Verde, Sundance, Sun Valley, and Terramar Elementary Schools
- COST:** \$20 per day or \$85 per week (plus \$30 registration fee per child)
Department of Economic Security funding available for qualified participants

To sign up or get more information, visit RECREATION.PEORIAAZ.COM or call 623-773-7137

City of Peoria Telephone Numbers

ALL NUMBERS ARE IN THE 623 AREA CODE

AM/PM Program 773-7137	Library (Sunrise Mountain Branch)..... 487-5150
Building Inspections 773-7225	Mayor and Council Offices 773-7306
City Attorney's Office 773-7330	Parks and Recreation..... 773-7137
City Clerk's Office..... 773-7340	Peoria Job Hotline 773-7105
City Manager's Office 773-7300	Peoria Municipal Court 773-7400
Code Compliance 773-7162	Planning and Zoning 773-7200
Community Center..... 773-7436	Police (non-emergency)..... 773-8311
Community Development 773-7200	Solid Waste Billing..... 773-7160
Dial-a-Ride 773-7435	Solid Waste Collection 773-7431
Fire Department (non-emergency)..... 773-7279	Street Maintenance..... 773-7432
Graffiti Hotline 773-7094	Water Billing / Service 773-7160
Library (Main)..... 773-7555	Water Leaks..... 773-7433



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