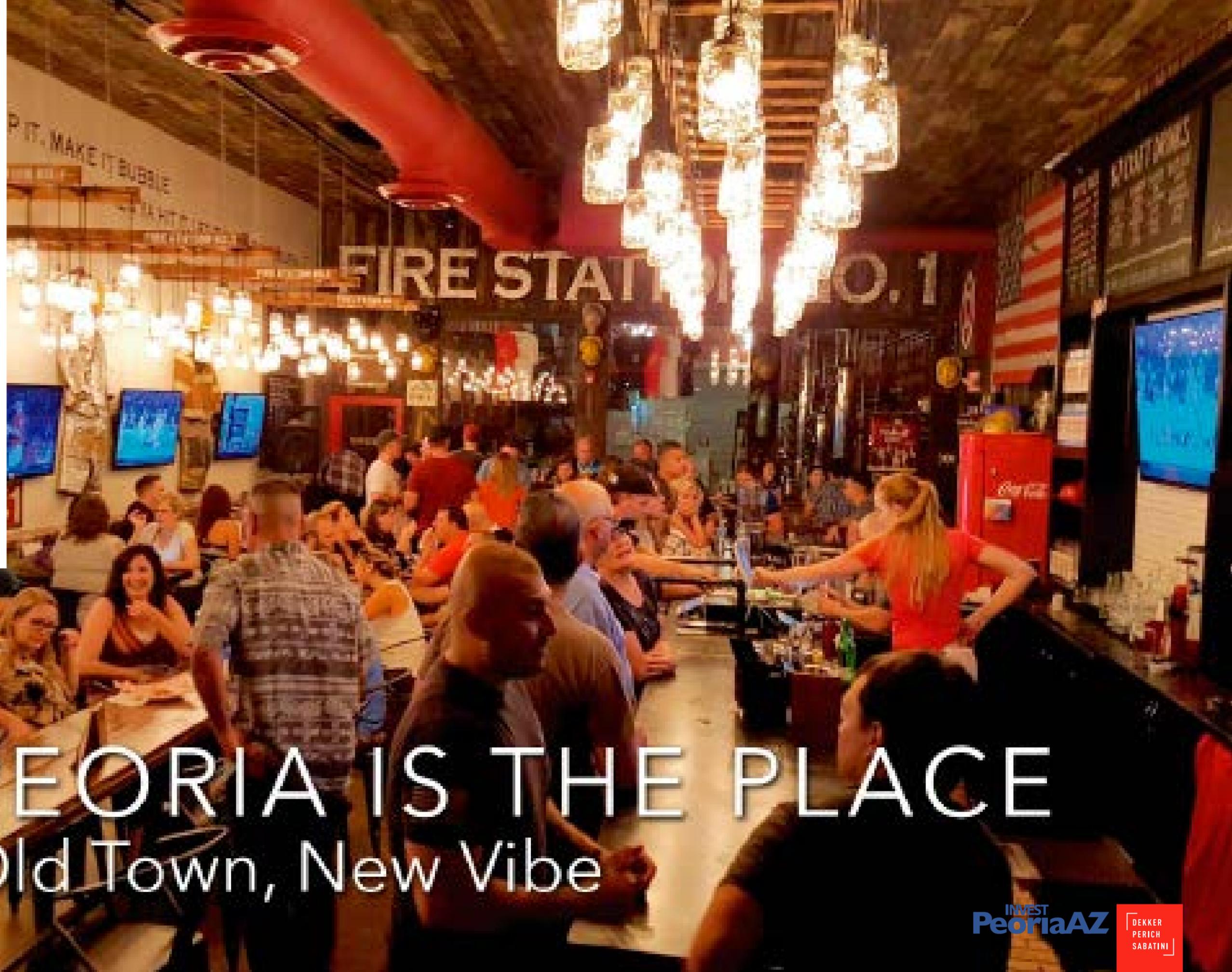


PEORIA

# OLD TOWN



## CONCEPTUAL DESIGN



OLD TOWN

# PEORIA IS THE PLACE

Old Town, New Vibe

INVEST  
**PeoriaAZ**

DEKKER  
PERICH  
SABATINI



# INTRODUCTION

## Old Town Revitalization Through Strategic Public Investment

### 1 Osuna Park

Identified as an opportunity zone in the Old Town Revitalization Plan

### 2 Washington Street Block

Block market study indicates the following:

- Food and Beverage, at a 20% market capture rate, could capture approximately 21,245 SF
- Office, at a 20% market capture rate, could capture approximately 2,500 SF
- Multi-family housing, at a 20% market capture rate could capture a minimum of 22 market rate units

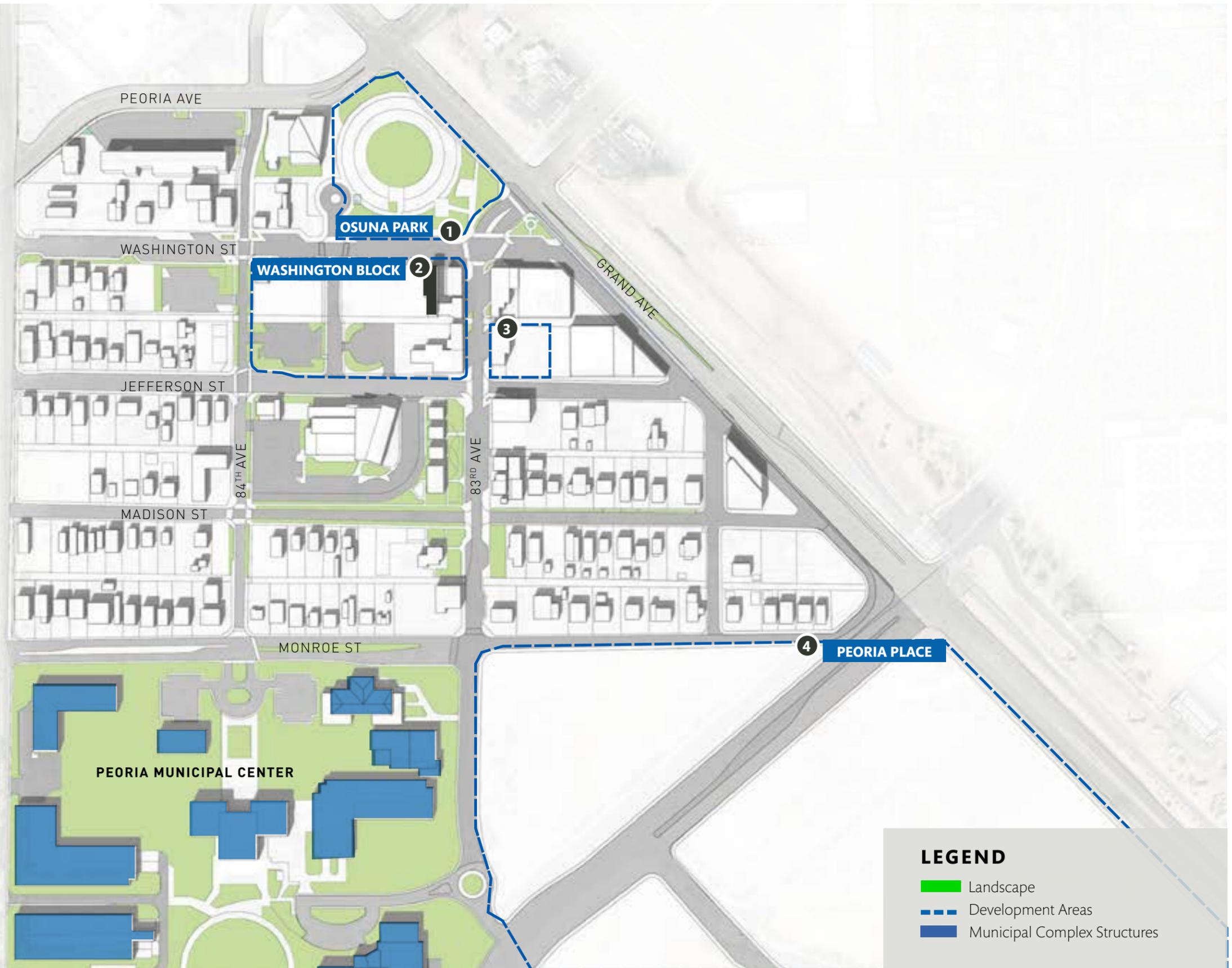
### 3 NAPA AUTO PARTS Parcel

Parcel was identified as an appropriate location to capture 22 multi-family housing units

### 4 Peoria Place

Planned Area Development project directly south of Old Town featuring:

- Medical Facility
- Retail
- Industrial Business Park
- Housing



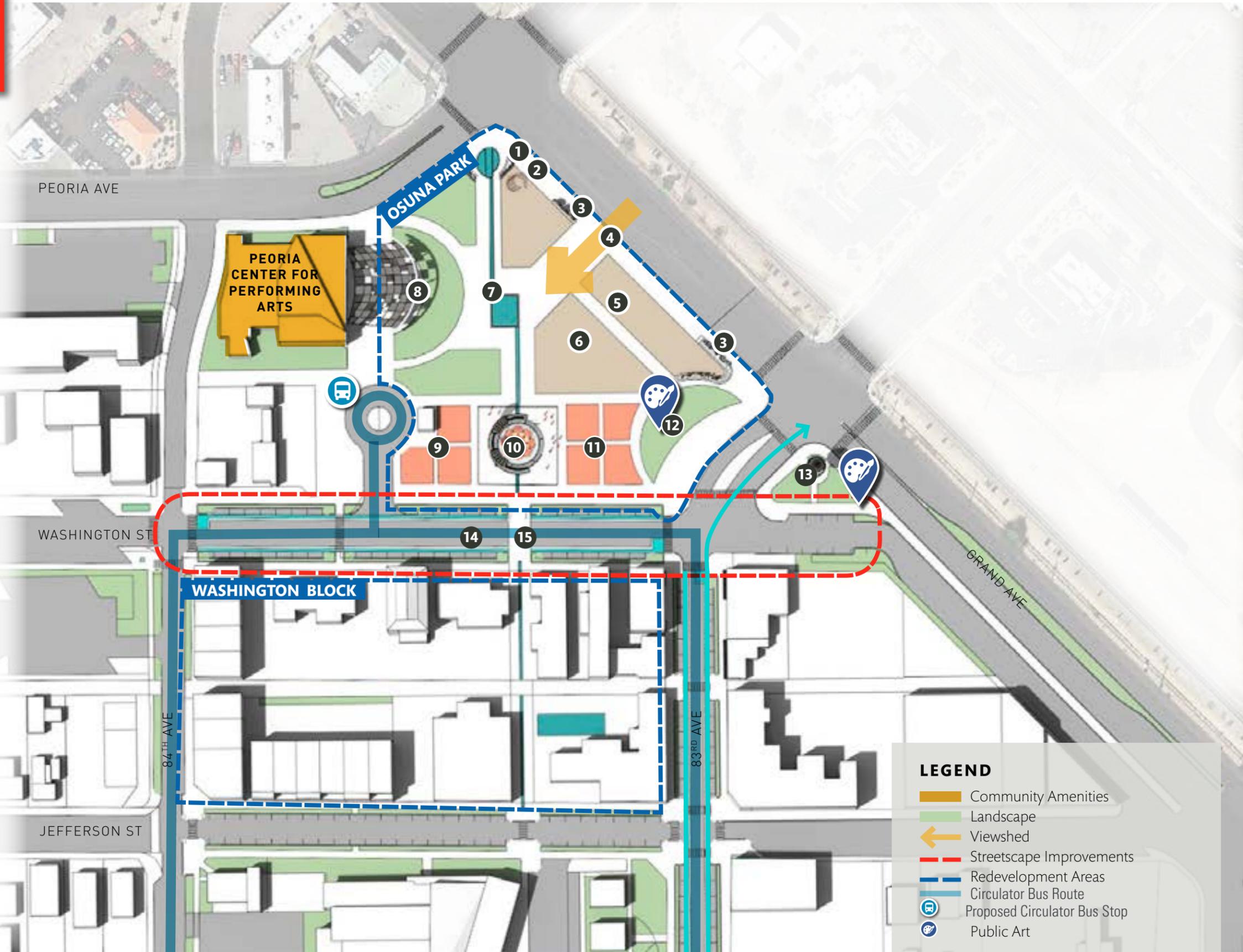
### LEGEND

- Landscape
- Development Areas
- Municipal Complex Structures

# CONCEPTS

## SITE PLAN

- 1 Interactive Gateway Signage**  
- Gateway sign at corner that can be utilized as interactive social media spot
- 2 Existing Art**
- 3 Logo Gateway Signage**
- 4 Viewshed**  
- Unobstructed view from Grand Ave to create connection
- 5 Tree Grove**
- 6 Active Entertainment Space**
- 7 Fountain and Irrigation Canals**  
- Water element that moves throughout the entire sites as an organizing theme
- 8 Performance Pavilion / Stage**
- 9 Interactive Musical Instruments**
- 10 Interactive Water Feature**
- 11 Rose Garden / Pioneer Statue**
- 12 Lawn**
- 13 Water Tower**
- 14 Washington Street Improvements**  
- Wider sidewalks, pedestrian bulb-outs / protected crossing  
- Street trees and low-impact development features  
- Parallel on-street parking  
- Unified site furnishings, lighting, banners, and signage
- 15 Pedestrian Table**





# CONCEPTS

## BIG IDEAS



Daytime Rendering



1 LOGO GATEWAY SIGNAGE, LOOKING SOUTH

Nighttime Rendering





# CONCEPTS

BIG IDEAS



Daytime Rendering



1 LOGO GATEWAY SIGNAGE, LOOKING WEST

Nighttime Rendering



# CONCEPTS

BIG IDEAS

LOGO GATEWAY SIGNAGE



Daytime Rendering



1 LOGO GATEWAY SIGNAGE, LOOKING NORTH

Nighttime Rendering



Daytime Rendering



2 LOGO GATEWAY SIGNAGE, LOOKING SOUTHWEST

# CONCEPTS

## BIG IDEAS



Daytime Rendering



1 WATER TOWER FEATURE CONCEPT RENDERING, LOOKING SOUTH



WATER TANK GATEWAY ELEMENT

Nighttime Rendering



# CONCEPTS

## BIG IDEAS



1 INTERACTIVE WATER FEATURE, LOOKING SOUTH EAST



PLAYFUL SEATING



SEATWALL AND FOUNTAIN FEATURE



1 INTERACTIVE WATER FEATURE, LOOKING SOUTH EAST



# CONCEPTS

## SITE PLAN

### 1 Pedestrian Corridor

- Activated pedestrian zone with storefronts, food or beverage establishments which is closed off to automobile traffic

### 2 Pedestrian Table

### 3 Active Plaza

- Activated outdoor plaza with water feature

### 4 Edwards Hotel

### 5 Fire Station # 1 Lucidi Distillery

### 6 Art / Tattoo

### 7 Maker Space / Creative Office

### 8 83rd Ave Improvements

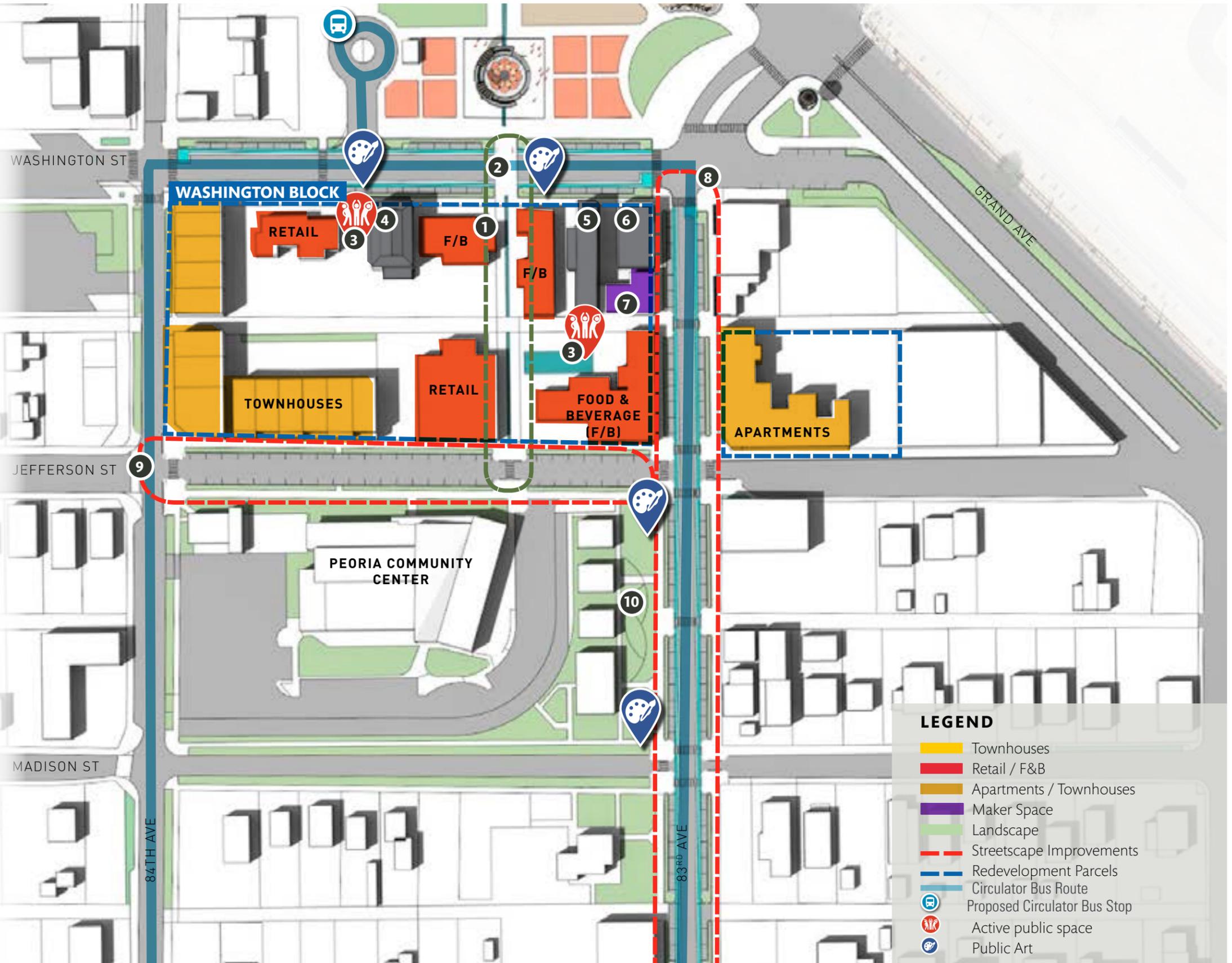
- Wider sidewalks, pedestrian bulb-outs / protected crossings
- Street trees and low-impact development features
- Parallel on-street parking
- Unified site furnishings, lighting, banners, and signage

### 9 Jefferson Street Improvements

- Wider sidewalks, pedestrian bulb-outs / protected crossings
- Street trees and low-impact development features
- Parallel on-street parking
- Unified site furnishings, lighting, banners, and signage

### 10 Historic Gardens

- Added walkways to create connections with 83rd Ave



#### LEGEND

- Townhouses
- Retail / F&B
- Apartments / Townhouses
- Maker Space
- Landscape
- Streetscape Improvements
- Redevelopment Parcels
- Circulator Bus Route
- Proposed Circulator Bus Stop
- Active public space
- Public Art



# CONCEPTS

## STREET SECTIONS



OUTDOOR DINING AND VINES



MURALS AND GAMES



STRING LIGHTS OVER MALL



ART INSTALLATION AS SHADE



RETAIL ALONG PEDESTRIAN CORRIDOR



OUTDOOR PATIOS

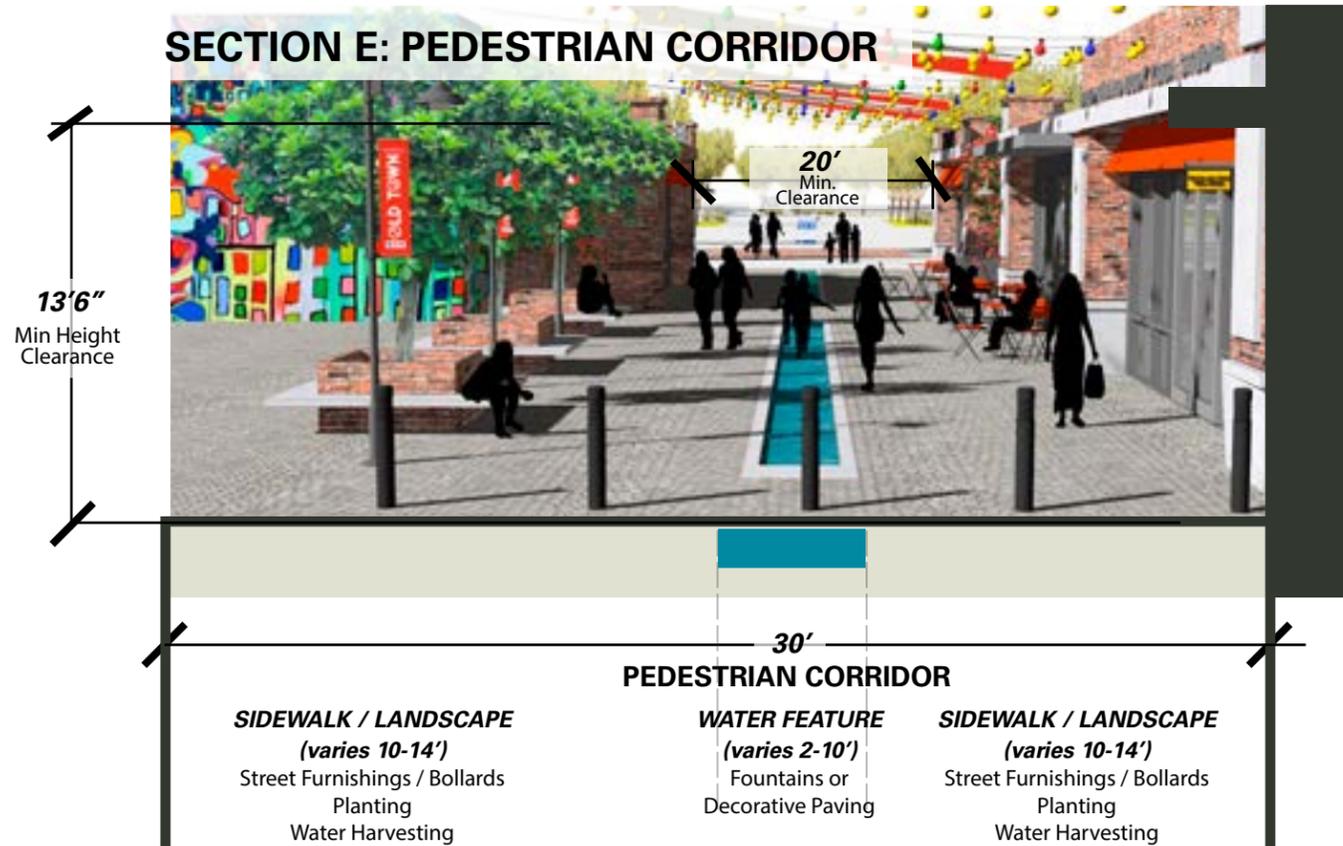


POCKETS OF VEGETATION



VARIETY OF SEATING TYPES

### SECTION E: PEDESTRIAN CORRIDOR



# CONCEPTS

## STREET SECTIONS



CANTILEVER SOLAR SHADE CANOPY



SIDEWALK BECOMES EXTENSION OF PARK



WATER HARVESTING SWALES



BENCHES @ PARK



CANARY ISLAND DATE PALM



DESERT MUSEUM PALO VERDE



VELVET MESQUITE



DESERT DIVA DESERT WILLOW

### SECTION A: WASHINGTON STREET



Varies 10-20'	6'	1'	8'	4'	3'	11'	11'	11'	3'	4'	8'	1'	6'	10'
<b>PEDESTRIAN REALM</b>			<b>PARKING</b>	<b>BIKE LANE</b>	<b>BUFFER</b>	<b>TRAVEL LANE</b>	<b>TURN LANE / DELIVERIES</b>	<b>TRAVEL LANE</b>	<b>BUFFER</b>	<b>BIKE LANE</b>	<b>PARKING</b>	<b>PEDESTRIAN REALM</b>		
<b>SIDEWALK</b>		<b>LANDSCAPE</b>										<b>LANDSCAPE</b>	<b>SIDEWALK</b>	
Decorative Paving		Planting										Planting	Decorative Paving	
Site Furnishings / Vendor Kiosks		Water Harvesting										Water Harvesting	Site Furnishings	
Shade Features		Curb Extensions										Curb Extensions	Shade Features	

# CONCEPTS

## STREET SECTIONS



CURB EXTENSIONS



STRING LIGHTS OVER ROAD



BUILDING AWNINGS PROVIDE SHADE



LANDSCAPE BUFFER



SWEET ACACIA



SOUTHERN LIVE OAK



IRONWOOD TREE



VELVET MESQUITE



### SECTION B: 83RD AVE



10'	5'	1'	8'	4'	3'	11'	80'	11'	3'	4'	8'	1'	5'	10'
<b>PEDESTRIAN REALM</b>			<b>PARKING</b>	<b>BIKE LANE</b>	<b>BUFFER</b>	<b>TRAVEL LANE</b>	<b>TRAVEL LANE</b>	<b>BUFFER</b>	<b>BIKE LANE</b>	<b>PARKING</b>	<b>PEDESTRIAN REALM</b>			
<b>SIDEWALK</b>		<b>LANDSCAPE</b>									<b>LANDSCAPE</b>		<b>SIDEWALK</b>	
Decorative Paving Site Furnishings Shade Features		Planting Water Harvesting Curb Extensions									Planting Water Harvesting Curb Extensions		Decorative Paving Site Furnishings Shade Features	

DRAFT

# CONCEPTS

## STREET SECTIONS



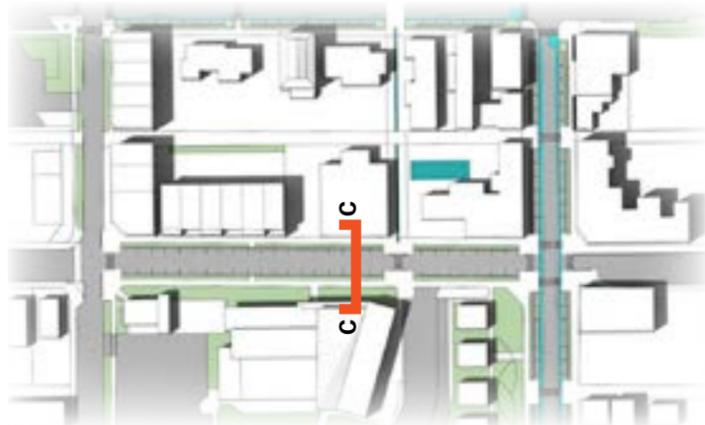
VERSATILE SEATING



LANDSCAPE BUFFER AND POTS



WATER HARVESTING CURB CUTS AND DENSE PLANTING



DESERT MUSEUM PALO VERDE



PALO BLANCO



IRONWOOD TREE



VELVET MESQUITE

### SECTION C: JEFFERSON ST.



15.5'	1'	8'	11'	11'	8'	1'	15.5'
<b>PEDESTRIAN REALM</b>		<b>PARKING</b>	<b>TRAVEL LANE</b>	<b>TRAVEL LANE</b>	<b>PARKING</b>	<b>PEDESTRIAN REALM</b>	
<b>SIDEWALK</b> <i>(Varies 7.5-9.5')</i> Decorative Paving Site Furnishings Shade Features	<b>LANDSCAPE</b> <i>(Varies 6-8')</i> Planting Water Harvesting Curb Extensions					<b>LANDSCAPE</b> <i>(Varies 6-8')</i> Planting Water Harvesting Curb Extensions	<b>SIDEWALK</b> <i>(Varies 7.5-9.5')</i> Decorative Paving Site Furnishings Shade Features

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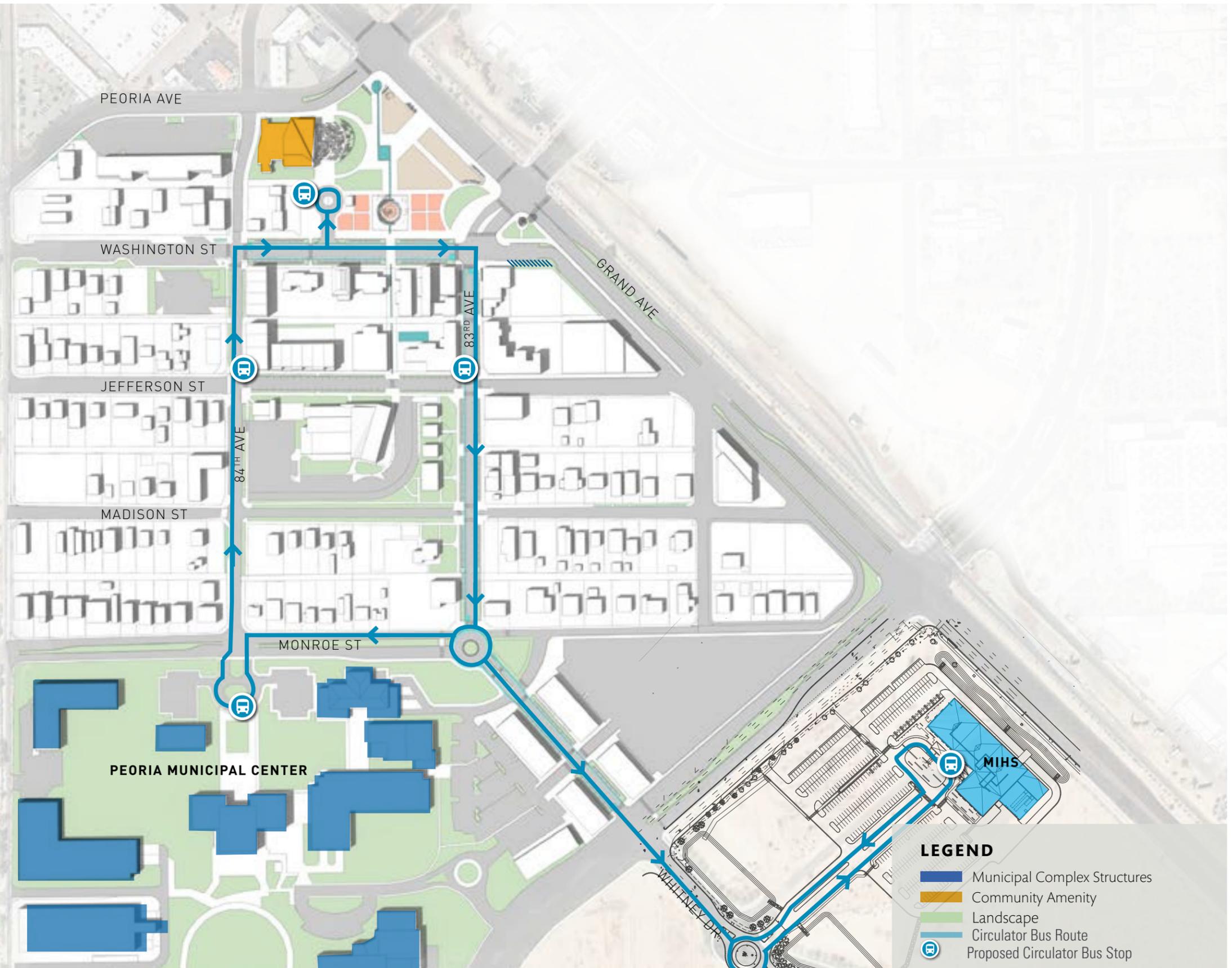
# CONCEPTS

## CIRCULATOR BUS

### "OLLI" Self-Driving Vehicle

A circulator bus allows autonomous movement in a loop that provides opportunities to park further away and shuttle to a destination. Circulator bus could connect the Old Town amenities such as the performing arts center to surplus parking at the municipal complex, with alternate connection to MIHS. Features include:

- Electric-powered
- Equipped with IBM Watson IoT technology
- Transports up to 8 passengers
- Can be customized to meet the needs of riders and/or a city
- 25 mph maximum speed
- Dimensions: 13' length, 7' width, 8' height



# NEXT STEPS

1. Incorporate Input into Design Concepts
2. Finalize Preliminary Design Concept Package
3. Issue RFP for DCR