

**CITY OF PEORIA, ARIZONA  
STAFF REPORT**

RPT #: SSI

Date Prepared: October 27, 2009

Council Meeting Date: November 17, 2009

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**TO:** Carl Swenson, City Manager

**FROM:** Susan J. Daluddung, AICP, Deputy City Manager 

**THROUGH:** Glen Van Nimwegen, AICP, Planning and Community Development Director 

**THROUGH:** Chris Jacques, AICP, Planning Manager

**PREPARED BY:** Robert Gubser, AICP, Senior Planner 

**SUBJECT:** Old Town Peoria Revitalization Plan Update

**SUMMARY:**

At the study session on November 17, 2009, the Planning and Community Development staff will lead a presentation regarding the Old Town Peoria Revitalization Plan and the implementation strategies outlined within the plan.

The presentation will include an overview of the plan, including a brief fly-through of the 3-D model representing the long-term vision for the Old Town area. Further discussion will include sites earmarked for future development and redevelopment as well as the CIP projects that will support those areas. Specific focus will be on the CIP projects currently in process and those planned within a five-year time horizon.

The plans for the Osuna Park and Centennial Plaza will be included as a topic of discussion. Additional action items contained within the five-year implementation plan will also be outlined.

The schedule for adoption of the Old Town Peoria Revitalization Plan is as follows:

- **November 19, 2009 – Planning and Zoning Commission Recommendation**
- **December 15, 2009 – City Council Hearing / Adoption**

**ATTACHMENT:**

- Implementation Table

# Implementation Table

Strategy/Action	Funded	Lead	Budget	Start Date			
				0-1 Years	1-2 Years	2-3 Years	3 to 5 Years
<b>Administrative / Regulatory</b>							
<b>Land Use Policy Formation, Implementation and Maintenance</b>							
Adopt Old Town Peoria Specific Area Plan	Yes	City Council	Staff				
Stress test plan with private sector developers	Yes	PCD/ED	Staff				
Update Zoning Ordinance with new Old Town District standards	Yes	PCD	Staff				
Revise Design Review manual to include new Old Town standards	Yes	PCD	Staff				
Develop development financing program as a method for promoting private sector investment	Yes	ED	Staff				
<b>Systems Planning</b>							
Develop a Multi-Modal Transportation Plan	Yes	PCD	CIP				
Identify commuter rail station location, feasibility, and integration	Yes	PCD	CIP				
Execute a traffic study for the Old Town area (83rd/Cotton Crossing)	Yes	ENG	CIP				
Conduct a pedestrian audit	No	PCD	Unfunded				
<b>Historic Preservation</b>							
Update Historic Preservation Master Plan	Yes	PCD	Staff				
Pursue Preserve America Membership	Yes	PCD	Staff				
Complete Design Concept Report for the Hood Building	Yes	PCD	Staff				
<b>Old Town Projects</b>							
<b>Signage / Monumentation</b>							
Identify locations for Old Town directional signage and gateway monumentation	Yes	PCD	Staff				
Replace street signage with new Old Town District signs	No	PW/Utilities	Unfunded				
<b>Streets and Streetscape</b>							
Construct trellises at 83rd and Washington	Yes	Eng	CIP				
Construct 84th Ave streetscape improvements	Yes	Eng	CIP/ADOT				
Washington Alleyway Improvements	Partial	Eng	CIP				
Evaluate options for enhancing Washington and Monroe streetscape	No	PCD/Eng	General Fund				
Establish additional pedestrian lighting in the Old Town area	No	Eng	CIP				
Complete Cotton Crossing improvements	Yes	Eng	Developer/CIP				
Design and construct 83rd Ave improvements south of Cotton Crossing	Yes	Eng	CIP				

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Strategy/Action	Funded	Lead	Budget	Start Date			
				0-1 Years	1-2 Years	2-3 Years	3 to 5 Years
Grand Avenue Major Improvement Study Phase 2 project (landscape and lighting)	Yes	Eng	ADOT				
Grand Avenue widening project (101 to 87th)	Yes	Eng	ADOT				
<b>Parks</b>							
Design and construct Osuna Park Master Plan	Yes	CS/Eng	CIP				
Design and construct Centennial Plaza	Yes	CS/Eng	CIP				
<b>Parking</b>							
Investigate agreement for creating additional parking for Center for the Performing Arts	Yes	EDS	General Fund				
<b>Facilities</b>							
Construct Community Center expansion	Yes	Eng	CIP				
Design and build Transit Park and Ride Lot	Yes	PCD/Eng	CIP				
Design and build Peoria Transit Center	Yes	PCD/Eng	CIP				
<b>Promote Economic Development</b>							
Establish a Commercial Rehabilitation Program for targeted locations within Old Town linked to redevelopment opportunity sites	No	EDS	General Fund				
Establish public/private partnerships to attract private investment in targeted areas of Old Town	Yes	EDS	Staff				
Identify and develop live-work site for artists	Yes	EDS	Staff				
Investigate adaptive reuse project for the old Fire House	Yes	EDS	Staff				
Establish opportunity based land assembly	No	EDS	General Fund				
Expand business retention and attraction programs	Yes	EDS	Staff				