



MEMO

To: CITY OF PEORIA
From: Loreli Cappel, Project Manager
Date: October 13, 2008
Re: Central Peoria Revitalization Plan - Status Update

INTRODUCTION

The purpose of this management report is to provide the City of Peoria with a project progress report of the past months activities. This memo will also summarize next steps in the project process.

PROGRESS REPORT

On August 18, 2008 a successful project kick-off meeting was held at City Hall. The kick-off included meetings with City Staff and the Consultant team, Stakeholder interviews, a site visit and a joint Technical Advisory Committee (TAC) and Public Advisory Committee (PAC) meeting. Key information was gathered from the meeting for all involved parties.

Since the project kick-off meeting, the consultant team has been drafting background reports to analyze existing conditions and policies of the Study Area. The main topics addressed in the Background report include:

- Existing Conditions
 - Demographics
 - Economic Analysis
 - Land Use Patterns in Central Peoria
 - Landmarks
 - Transportation and Parking
 - Historic Preservation Efforts
 - Urban Design Analysis
 - Events
 - Organizations and Partnerships

- Relevant Studies
 - Peoria General Plan

- 1999 Central Peoria Revitalization Plan
- Updated Design Review Manual
- Infill Incentive District Program
- Façade Improvements Program
- Peoria Façade Study
- Peoria Place Plan

The consultant team expects that through this planning process additional information and circumstances will arise. Thus, the background report will continued to be updated in order maintain the proper context for developing a great revitalization plan.

In addition to the background report, an Opportunity and Constraints Analysis is underway and is discussed on pages 15-18 with the illustrative Map on page 17 of Attachment #1. This map intended to be used as a method to communicate with staff and the community and will serve as a working tool for the project team. The map breaks down the study area into eleven districts that are distinguished by character and land uses of areas within Central Peoria. Key districts will be emphasized and prioritized in the plan based on community feedback for focused revitalization efforts. Identified on the Opportunity and Constraints map are elements that will aid City Staff and the PAC in communicating Study Area opportunities/constraints. This map is a work in progress and the consultant team welcomes any Community input regarding additions or modifications of this working tool. At the November 13th Community Workshop the Consultant team, City Staff and the Community will have a chance to discuss the map in order to insure the best possible analysis of the study area, and use this as a foundation as we move forward with visioning.

UPCOMING TASKS

We will continue preparing for the first Community Workshop scheduled for November 13, 2008. This will be the first of two public workshops that will be vital in achieving community input for synthesizing a community vision for the project area.

Attachments:

- 1) Background Report (work in progress)**

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1. INTRODUCTION

This report provides a broad overview of current conditions and issues associated with Central Peoria. The information in this chapter provides context and a framework to assist the 1999 Central Peoria Revitalization Plan (CPRP) update process. The update will focus on revitalizing the downtown core thereby providing cultural and economic benefits to the community.

The existing conditions report discusses the following topics:

- **Existing Conditions**
 - Selected Demographic Statistics
 - Economic Conditions
 - Land Uses Patterns
 - Landmarks
 - Historic Preservation Efforts
 - Downtown Character and Design
 - Transportation and Infrastructure
 - Events
 - Organizations and Partnerships
- **Studies and Initiatives**
 - Peoria General Plan
 - 1999 Central Peoria Revitalization Plan
 - Updated Design Review Manual
 - Infill Incentive District Program – Arizona Authorizing Legislation
 - Façade Improvement Policy Program
 - Peoria Façade Study
 - Peoria Place Plan
- **Conclusions**

2. EXISTING CONDITIONS

Downtown Peoria is the center for City services, and is the cultural and historical center for the City. Downtown is also a functioning neighborhood, and efforts to revitalize the area are intended to enhance the already existing neighborhood and amenities.

The street system of Peoria is based on the city of Phoenix traditional grid system, with most roads oriented either north-south or east-west. Its north-south numbered Streets are Avenues and East-West streets are named streets & avenues. Major arterial streets are spaced one mile apart. The block sizes are 300x600 ft with individual lots being 50 ft wide and 130 ft deep.

Primary commercial streets in Downtown Peoria are Washington Ave, 83rd Ave, Frontage Road along Grand Ave. All roads converge at Washington Street (now Osuna Park). – These form the Original Town Center that is the ‘Heart of the City.’ A section of Grand Avenue (US Hwy 60 and AZ Hwy 89) runs diagonal to the town with 4 to 6 travel lanes with median and/or separation treatments. Grand Avenue and the Burlington Northern-Santa Fe Railroad traverse Central Peoria at a 45 degree angle providing links to downtown Phoenix and the greater Northwest Valley. Cactus Road and Olive Avenue are at the north and south edges of the Area, and 75th Avenue and the Aqua Fria Expressway/Loop 101 are at the east and west edges of the Area. Peoria Avenue and 83rd Avenue bisect Downtown at its north-south and east-west mid-point.

The existing small, rural town structures and small-block grid system offers a historic window into Peoria’s early development. Many of the structures are still occupied and good candidates for restoration and continued use. Key areas for industrial concentration include 75th Avenue and

Grand Avenue, the Loop 101 interchanges at Peoria, Olive, and Northern Avenues, and the area surrounding the Peoria Industrial Park and adjacent to the Arizona Public Service power generating station. Additionally, the Peoria City Hall Complex is located in Downtown Peoria, making this the governmental center for the City.

Unfortunately, this area has been in economic decline. Grand Avenue is divisive to community building efforts and provides limited and indirect access to the old town area businesses. The Agua Fria Expressway (Loop 101) is located approximately 1.5 miles to the west and provides excellent consumer access to larger and newly constructed shopping opportunities in North Peoria and Glendale, effectively bypassing Old Town. Additionally, rapid residential development has occurred predominantly in north Peoria.

SELECTED DEMOGRAPHIC STATISTICS

Demographics are the statistical characterization of population (as age or income) especially with regard to density and capacity for expansion or decline.

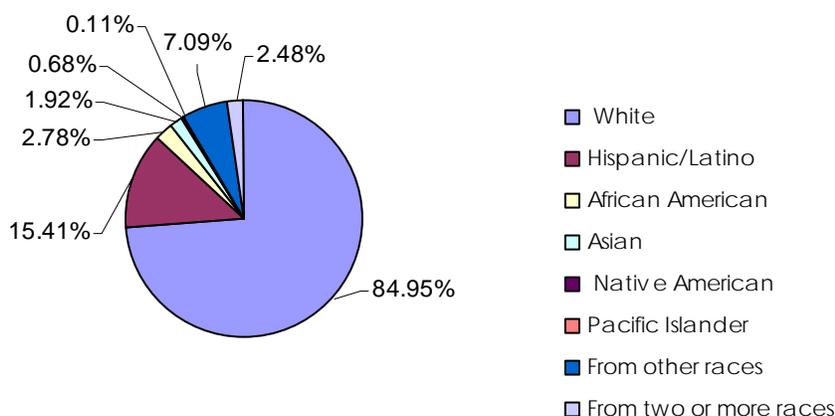
In 2006, Peoria had:

- A population of 150,481 residents, 3.99% of County's population
- 39,184 households, 3.46% of the County's households, and
- 114,269 employed residents, 4.02% of the County's employed residents.

There were 39,184 households out of which 37.7% had children under the age of 18 living with them, 62.0% were married couples living together, 9.1% had a female householder with no husband present, and 25.2% were non-families. 20.5% of all households were made up of individuals and 10.3% had someone living alone who was 65 years of age or older. The average household size was 2.73 and the average family size was 3.16.

In the city the population was spread out with 28.4% under the age of 18, 6.7% from 18 to 24, 30.6% from 25 to 44, 19.8% from 45 to 64, and 14.4% who were 65 years of age or older. The median age was 36 years. For every 100 females there were 92.5 males. For every 100 females age 18 and over, there were 88.0 males. Peoria's ethnic composition in 2006 is illustrated in the figure below:

Peoria's Racial Composition in 2006



The household median income in Peoria was \$65,898 which was high when compared to the median household income for Maricopa County, which was 52,521. Males had a median income of \$50,254

versus \$40,099 for females. The per capita income for the city was \$29,009. About 3.3% of families and 5.6% of the population were below the poverty line, with 5.8% under the age of 18 and 6.3% between the ages of 65 or over.

ECONOMIC ANALYSIS SUMMARY

CPRP Background

The predominant use within the CPRP area is single family residential, which makes up about 42 percent of the total land area, followed by vacant at 17 percent, unclassified at 6 percent, and agriculture at 6 percent. Mobile home, commercial, and retail make up the next 10 percent. The uses mentioned above combine for a total of approximately 80 percent of the total land uses in the CPRP area.

The CPRP area contains 297 active businesses and 20 in-active business locations, according to the City of Peoria, which equals a seven percent vacancy rate. In addition, 161 vacant housing units currently exist according to City records.

Demographic & Socio-Economic Analysis

In analyzing the market, three areas were delineated to better understand the potential for any new business or real estate opportunities. The following demographic profile examines three geographies over a five year period:

- Study Area - Central Peoria Revitalization Plan Area (CPRP)
- 5 minute drive-time – Trade Area
- 33 minute drive-time - Commute Shed

The CPRP is projected to grow by 10 percent over the span of five years, from 2007 to 2012, which is similar to the Trade Area, and 2 percent less than the Commute Shed at 12 percent. Household growth roughly matches these rates, and housing units are also projected to grow along these same lines.

The median household income for the CPRP is \$55,099, which is lower than the Trade Area and higher than the overall Commute Shed. By 2012 median income is projected to be \$61,488, \$65,468, and 57,398 for the CPRP, Trade Area and Commute Shed, respectively.

The median age for people residing in the CPRP is younger than the other two geographies at 31.5 years of age compared to 34.2 for the Trade Area and 35.4 for the Commute Shed. The median age for all three areas is projected to increase 2 percent over the 5 years examined, with the 60 to 69 cohort exhibiting a remarkable growth rate above 26 percent for all three geographies.

The largest projected growth increase in a certain race or ethnicity category is the Hispanic population, which is projected to grow by approximately 20 percent in all three areas. The Asian population is also expected to grow considerably, displaying rates in excess of roughly 20 percent for all three geographies, although unlike the Hispanic population, Asians make up fewer than two percent of the total population in each area.

By 2012, educational attainment levels in all three areas are projected to increase considerably. The growth rates of those holding an Associates degree or higher will outpace general population growth in these areas by roughly 2 times.

Study Area Employment

The number of people employed within the Study Area is another important measure that will contribute to selecting the right mix of retail and office development that may be supported within the Central Peoria Revitalization Plan area.

The workers in the study area were predominantly employed (64%) within four industries:

- Educational, health, and social services (20.8%)
- Retail Trade (19.4%)
- Construction (13.8%)
- Entertainment, accommodations, food services (10.0%)

Market Potential

Retail

By 2010, Peoria will have a 2.2 million square foot retail surplus, which will reach Northwest Valley levels by 2020. By 2020 the deficit of Strip/Specialty and Regional retail will almost completely offset the significant Community retail surplus. The Northwest Valley by this time will have a deficit of all four types of retail, most notably, 1.9 million square feet of the Regional serving type. However, the planned regional retail development of Prasad in Surprise will most likely absorb the demand for this type. The combined deficit of 2.7 million square feet of Community and Neighborhood retail in the Northwest Valley by 2020 reveals demand for these types. The City of Peoria, due to its location along the Loop 101 and future Loop 303, is in position to capture much of this demand.

The CPRP's strategic location along the Loop 101 and Grand Avenue make it able to support a surplus of retail that supports parts of Sun City West, Surprise, Sun City, Youngtown, and El Mirage. The CPRP will continue to be able to capture the community and neighborhood retail market as the population increases through 2020.

There is a major opportunity to create pedestrian-oriented and Transit-oriented retail that serves both the immediate CPRP area, the City of Peoria, and the adjacent communities to the west. There is a strong desire for that type of retail experience, as pedestrian-oriented development exists in only one small pocket, Catlin Court in Downtown Glendale, within the entire Northwest Valley.

Office

The City of Peoria and Northwest Valley are currently underserved in office space. All of the existing office space is in low-rise buildings (mostly one story); there are no mid-rise (5 to 12 floors) or high-rise (13 or more floors) office buildings west of I-17. In fact, buildings greater than 3 stories are generally discouraged by zoning code regulation within the City of Peoria.

The market for office space is completely dependent on the increase of population in the area and the strategic positioning of a unique product such as a mixed use transit-oriented development. This is due to the historic vacancy rate, which has been approximately double in the Northwest Valley compared to the Phoenix Metro area as a whole. This is a prime indicator of a soft market for office over the last five years.

Residential

Based on population projections, by 2020 the CPRP area is estimated to need another 1,939 dwelling units, of which 76 percent are projected to be owner-occupied. Currently the CPRP area has predominantly single family residential, with a few multi-family complexes along Peoria and Olive Avenues. The addition of higher density housing oriented with any new retail and office development would be mutually supportive.

Townhouses and condominiums could support the pedestrian-oriented development in the area. High density residential development can be critical to supporting retail – it provides demand during evening and weekend hours to complement the daytime demand from office workers. This can make the difference between success and failure for a business district.

LAND USE PATTERNS IN CENTRAL PEORIA

Downtown Peoria is comprised of a wide variety of uses that primarily serve residents of the City and County and, to some extent, the Region. While no single use dominates the downtown, there are noticeable patterns of building use.

Downtown Peoria contains a mix of land uses including Peoria City Hall, schools, Osuna Park, older established single-family neighborhoods, newer multi family developments and small office, commercial and industrial uses (multiple-space and freestanding buildings). Several small and very large vacant parcels are interspersed throughout the area. Predominant land uses include single family residential, multi-family residential, office, commercial, industrial and mixed use. The following table lists the types of land use designations with their descriptions and the types of uses permitted.

| Land Use Designations | Description | Permitted Land Use Types |
|--------------------------------|--|--|
| R1-6, R1-7, R1-8, R1-12, R1-18 | Single Family Residential District: These districts comprise single-family residential areas and certain land areas where such development is desirable. They provide for a range of single-family lot sizes and establish minimum property development standards directly related to such lot sizes. Each district is restricted to the same principal, accessory and conditional uses and affords each residential property a uniform degree of protection from encroachment and adverse influence, regardless of its price class or lot size. | <ul style="list-style-type: none"> • One detached single-family dwelling per lot. • Publicly-owned and operated parks and recreation areas and centers. • Group Homes. • Public/Charter Schools and Private Schools provided that the facility shall have direct vehicular access to an arterial or collector street. • Churches, synagogues, temples, chapels, or similar places of worship. |

| Land Use Designations | Description | Permitted Land Use Types |
|-----------------------|---|---|
| | Regulations are designed to stabilize and protect the single-family character of the districts, to promote and encourage creation of a favorable environment for family life where most families include children and to prohibit all incompatible activities. | <ul style="list-style-type: none"> • Public utility buildings, uses, structures, equipment and storm water retention areas. • Accessory uses, including carports, guest house, storage etc. |
| RM-1 | Multi-Family Residential District: This district is intended to fulfill the need for multi-family residences or attached single-family residences which are compatible with abutting single-family residential districts. | <ul style="list-style-type: none"> • Attached Single-family dwellings. • Two-family dwellings. • Multi-family dwellings. • Group Homes. • Public/Charter Schools and Private Schools provided that the facility shall have direct vehicular access to an arterial or collector street. • Churches, synagogues, temples, chapels, or similar places of worship. • Public utility buildings, uses, structures, equipment and storm water retention areas. • Accessory uses. |
| RMH2 | Recreational Vehicle Resort: This district provides for the development of areas designed and intended for use and temporary occupancy as recreational vehicle resorts. | <ul style="list-style-type: none"> • One recreational vehicle or park model per site • Recreational vehicle resort subject to Maricopa County Health Department Regulations and to Development Standards • Accessory uses such as carport, covered patio, temporary utility storage room, raised decks or porches, enclosed patio room and landscaping |
| AG | General Agricultural District: This district 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. | <ul style="list-style-type: none"> • Agricultural uses • General uses such as guest ranches, one single family dwelling • Public and quasi-public uses • Group homes • Schools |
| O-1 | Office Commercial District: The O-1 District is intended to provide an environment conducive to the establishment of professional offices, medical and legal services, and ancillary retail uses. Certain other types of uses are permitted under conditions and standards that ensure their compatibility with surrounding uses as well as nearby residential districts. The O-1 | <ul style="list-style-type: none"> • Administrative & Financial uses • Parking lots/garages • Eating & drinking establishments • Health centers • Utility installation • Recycling collection point • General retail • Institutional |

| Land Use Designations | Description | Permitted Land Use Types |
|-----------------------|--|--|
| | <p>Districts provide for land use transition between more intensive commercial developments and the less intensive residential neighborhoods.</p> | <ul style="list-style-type: none"> • Medical offices • Personal services |
| <p>C-1, C-2, C-3</p> | <p>Convenience, Intermediate and Central Commercial:</p> <p>The C-1 District is intended to accommodate neighborhood-scale retail and service establishments that provide the incidental daily necessities for the local residential areas.</p> <p>The C-2 District is intended to provide a shopping center for the sale of convenience goods and personal services.</p> <p>The C-3 District is intended to accommodate retail and service establishments in the original plat of Peoria, what is now called the 'Old Town' area.</p> | <ul style="list-style-type: none"> • Administrative & Financial uses • Parking lots/garages • Eating & drinking establishments • Entertainment and Recreational uses • Health centers • Utility installation • Recycling collection point • General and intense retail • Institutional • Lodging • Medical offices • Personal services |
| <p>I-1, I-2</p> | <p>Light and General Industrial;</p> <p>The I-1 District is intended to accommodate certain light industrial developments such as manufacturing uses which can be operated in a relatively clean, quiet and safe manner without causing adverse psychological influence or nuisance effects on surrounding property or similar reasons.</p> <p>The I-2 District is intended to accommodate certain industrial structures and uses, including large-scale or very specialized industrial operations, having potential adverse environmental impacts on adjoining residential and commercial developments, and, to some extent, the nearby light industrial districts.</p> | <ul style="list-style-type: none"> • Administrative & Financial uses • Automobile related uses • Parking lots/garages • Eating & drinking establishments • Industrial and manufacturing • Health centers • Utility installation • Recycling collection point • Institutional • Lodging • Medical offices • Personal services • Transportation |
| <p>CRM</p> | <p>Core Residential Mixed-Use: The Residential Mixed-Use designation allows for primarily single-family residential uses. Limited types of non-residential uses adapted to the residential structures are permitted in the Residential Mixed-Use area. Non-residential uses may include small-scale entrepreneurial, pedestrian-oriented goods and services, family-owned business, bed and breakfast establishments, and small professional or home business whose business is primarily oriented to users in the Old Town area.</p> | <ul style="list-style-type: none"> • Multi-family Residential • Single-Family residential • Professional, Administrative or Business Offices • Coffee shops • Dance studio or similar uses • General industrial and manufacturing • General retail • Institutional • Personal services |

| Land Use Designations | Description | Permitted Land Use Types |
|-----------------------|---|--|
| CCM | <p>Core Commercial Mixed-Use: The Commercial Mixed-Use designation allows for retail and service businesses mixed with residential, cultural, educational, community, recreational, entertainment uses. Architecturally enhanced parking structure, street level office, business, or community uses that create a pedestrian friendly environment are strongly encouraged.</p> | <ul style="list-style-type: none"> • Multi-family Residential • Single-Family residential • Automotive uses • Administrative & financial uses • Eating & drinking establishments • Entertainment & recreation • General industrial and manufacturing • General & intense retail • Institutional • Lodging • Personal services • Transportation |
| PO | <p>Park/Open Space: The Park/Open Space designation is reserved for open space, passive recreational activities and support facilities. The Park and Open Space designation also provides venues for seasonal activities and short-term events such as arts and crafts sales, farmers' markets, out-door performances and similar uses in an urban park-like setting.</p> | <ul style="list-style-type: none"> • General industrial and manufacturing (essential public service or utility installation) • Public Buildings • Public Utility Buildings, Structures, Uses, Facilities and Equipment |
| PAD | <p>Planned Area Development: The Planned Area Development District (P.A.D.) is intended to provide an alternative zoning district to the conventional zoning and development approaches and processes. The P.A.D. may include any development having one or more principal uses or structures on a single parcel of ground or contiguous parcels. The P.A.D. shall consist of a compatible selection of uses and groupings of buildings, parking areas, circulation and open spaces, and shall be designed as an integrated unit, in such manner as to constitute a safe, efficient, and convenient urban area development.</p> | |

LANDMARKS

A number of landmark sites located in the Downtown Area have a strong relationship to the character of Downtown Peoria. They include:

Peoria Center for the Performing Arts

Anchoring the City's downtown redevelopment project is the Peoria Center for the Performing Arts which brings critically acclaimed community theater to the area.

In 2007 the City of Peoria completed construction of the Peoria Center for the Performing Arts. Designed by the architectural firm Westlake Reed Leskosky, this \$13 million facility is the cornerstone of a five year downtown revitalization project that brings retail, residential and business additions to downtown Peoria. The Peoria Center for the Performing Arts is a joint venture with the City of Peoria and Theater Works. Through a 20 year lease agreement, Theater Works will serve as the anchor tenant and operate the 20,000 square foot building. The Peoria Center for the Arts consists of a 280 seat main stage auditorium, an 80+ seat black box theater, classrooms, elegant lobby, dressing rooms, backstage support areas and office space for Theater Works.



Old Wal-Mart Site / Zocalo Site

Zocalo Mall, a shopping center that slated to open in June of 2006 yet never came to fruition, targets Hispanic Americans and was planned to be modeled after town square market and entertainment centers found in some Mexican cities. Originally, the center planned to feature 75 to 90 shops and services.



Peoria High School

Peoria High School opened its doors in Central Peoria in 1922 and has grown to accommodate approximately 2,000 students and over 100 full time faculty members. While concentrating on academic excellence, the Peoria High School student body has created a solid foundation of clubs, activities, and sports programs. Scholars, athletes, club members, and artists have emerged as leaders. Currently the high School accommodates grades 9 – 12.



The City of Peoria Municipal Campus

The City of Peoria's Municipal Campus marks a strong sense of place for the City of Peoria. The campus serves nearly all of the City's needs, and the design incorporates gardens, amphitheater and other desirable public space. The campuses most recent addition was that a 75,000 square foot Development and Community Services Department housing five departments including; Community Development, Community Services, Engineering, Public Works and Utilities.

Peoria Sports Complex

One of the big highlights in the city is the Peoria Sports Complex. Located just off the 101 Loop, to the east on Bell Avenue, the Peoria Sports Complex's convenient location brings visitors from all over the Valley of the Sun. It is home of the baseball spring training games for the San Diego Padres and the Seattle Mariners. There are 10,000 seats and 12 lighted practice fields. The complex also has concerts, festivals, car shows, an Annual Fourth of July Extravaganza, and other events which create a friendly hometown feeling that Peoria residents enjoy every day.



HISTORIC PRESERVATION EFFORTS

Visions for Downtown Peoria 1991

An attempt by the citizens of downtown Peoria to recapture the historical legacy of the city, create a legitimate downtown image, serve the community with a rich variety of downtown uses and improve the urban linkage between downtown, the new municipal complex and the rest of the community (*Peoria Times*, Oct 3 1991).

Goals included:

- Create a downtown image that is suitable for Peoria
- Establish historical preservation as one of the dominant revitalization criteria
- Create an urban design plan that integrates downtown with the rest of the city

Visions included:

- Open space must be a feature of the downtown; restoring Washington Park should be a priority
- Future of the downtown should clearly reflect the historical legacy of Peoria
- Architectural character should reflect the old and the new so the end result is unified

Northern District (Varney Road to Grand Avenue) Peoria High School is of historic significance. Old Town district south of Grand Avenue is the original historic core of the city, containing Washington Park. The district still maintains the original street layout and mid-block alleys characteristic of the historic town plat. Southern District is mostly agricultural.

Zoning Ordinance (Ordinance no. 93-32 approved July 6 1993)

Article 14-38 Historic Preservation (pp. 38-1 to 38-8)

Downtown Peoria Redevelopment Plan 1996

In 1996, the City prepared and adopted the Downtown Peoria Redevelopment Plan, which generally includes the non-residential area north and west of the intersection of Monroe Street and Grand Avenue. The intent of the plan is to acknowledge the culture, style and character of the area in creating an attractive and thriving business and adjacent residential community.

Historic Resource Survey, Robert Carriker and Melanie Sturgeon, July 1997

This report has a number of components which accomplish various objectives. First, the historic overview of 1887 to 1947 highlights Peoria's history and expansion in relation to major events in local, state, and U.S. history. This overview provides a context for understanding the developments, important people, building trends, and economic and social activities during Peoria's historic period. Second, the architectural context explains the architectural styles and features of the buildings in the survey. The styles and types have been placed into their historic periods with explanations as to why specific architectural and building trends are found in Peoria. Third, working off the original windshield survey conducted by SHPO staff, the report documents Peoria's historic properties using the Arizona Historic Property Inventory Forms. Fourth, in order to gain a perspective on the distribution of styles and construction dates, color coded maps are included which indicate this information for the surveyed buildings. Finally, the report recommends a basic preservation plan for Peoria. Of the 85 buildings identified in the inventory, six individual buildings and one historic district appear to be eligible for inclusion in the NRHP. Although not eligible for the NRHP, the remaining buildings deserve consideration in the future development of the City.

Central Peoria Revitalization Plan 1999

The information provides context and a framework to assist the 1999 CPRP update process. The update will focus on revitalizing the downtown core thereby providing cultural and economic benefits to the community.

Downtown Peoria is the center for City services, and is the cultural and historical center for the City. Downtown is also a functioning neighborhood, and efforts to revitalize the area are intended to enhance the already existing neighborhood and amenities. The objective was to facilitate and support the development of cultural, historical, and public amenities and attractions.

Façade Improvement Policy Program

The Façade Improvement Program was an incentive program to aid in the redevelopment of the project area – Old Town Peoria. In order to qualify for the program, building facades were required to be within 50 feet of the public Right-of-Way (ROW) or within 100 feet of a public open space. The programs did not cover interior work and participants were required to take before and after photos of the improved façade.

The money available to the qualified applicants was in a matching form, with \$10,000 of matching funds for the first 100 linear feet of frontage with each additional \$100 for each additional linear foot. The maximum reimbursable rate was held to \$25,000 during any 12 month period.

Peoria Façade Study

This study was a study commissioned by the City of Peoria after adoption of the 1999 Central Peoria Revitalization Plan. The Study was completed by Dr. Hemalata Dandekar, Director of ASU's School of Planning and Landscape Architecture with assistance from graduate students in the program. The study selected 9 buildings in the Old Town Peoria Study Area, and individually analyzed the existing conditions architecturally along with possible improvements to restore architectural integrity to the structures.

January 2001 Peoria General Plan (revised December 2006)

Revitalization and Redevelopment (p. 6-1 to 6-2)

North Peoria Redevelopment Area Plan adopted by the City Council in December 1992.

Downtown Peoria Redevelopment Plan adopted by the City Council in March 1987 (may be a typo because the GP says that was the second area plan adopted?).

Central Peoria Revitalization Plan adopted by the City Council in 2000. The plan is intended to guide the rejuvenation of the historic center of the City. The plan includes a mission statement, plan foundations, principles for revitalization, revitalization plan and circulation plan.

August 2005 City of Peoria Historic Preservation Master Plan (PHPP)

The Peoria Arizona Historical Society took responsibility to keep alive memories and artifacts by operating the Peoria Historical Museum (p. 5). With the assistance of the Peoria Historical Society, the first Historic Resource Survey of the City was completed for the SHPO. The survey covered the area of the original town plat and identified six structures and a district that would be eligible for listing on the NRHP. The survey also identified 21 buildings constructed before 1947 that would contribute to the significance and integrity of a historic district (Carriker, Robert and Melanie Sturgeon 1997).

The Historic Preservation Commission Authenticates Historic Resource Surveys Conducted within the City of Peoria.

The HPC has been established as the overseer of preservation of historic resources in Peoria. Its mission is to guide implementation of the City's historic preservation plan and, in particular, maintain control over individual resource surveys conducted within the City of Peoria. The commission is the City's responsible authority that certifies the validity and application of each individual resource survey. The commission should publish guidelines for completion, submittal and review of resource surveys.

City Sponsored Historic Resource Surveys

The City may conduct resource surveys periodically to continue to build information libraries of historic resources of significance in the City. Resource surveys of neighborhoods should be updated from time to time in order to assess the continued opportunity for landmark listings and historic district designation opportunities. Neighborhoods that have already been surveyed for historical properties or have the potential for containing historical properties are shown in Figures 1, 2 and 3 (pp.17-19). Properties that have been surveyed and found to be significant to the accurate documentation of the history of Peoria should be listed as local landmarks. Neighborhoods containing a significant number of landmarks and/or supporting resources should be listed as local historical districts.

Certified Local Government (p. 20)

The City of Peoria has received Certified Local Government (**January 2004**) designation from the National Park Service as documented by the intergovernmental agreement between the City and Arizona State Parks Board. Duties and responsibilities of the City under this agreement are listed as follows:

- a. Enforcement of the City of Peoria Historic Preservation Ordinance
- b. Participate with the SHPO on proposed designations to the state and national registers.
- c. Assist the SHPO in its duties as required by federal historic preservation authorities.

As a CLG, the City has a responsibility to consult on all historical and archaeological resource studies, surveys, site monitoring or other preservation, documentation or data recovery activities conducted with the City. The City may require archaeologists, preservationists, sponsoring groups, land owners and developers to review proposed activities with the City prior to commencing any activity or work, or these reviews may be accomplished by the SHPO and providing for consultation with the City.

Listings of resources located in Peoria on the State Register of Historic Places and/or the NRHP are reviewed by the Peoria Historical Preservation Commission and recommended for such listings.

Review of Proposed Construction Activity

The Peoria Historical Preservation Commission oversees construction activity involving historic districts and other historic or prehistoric resources in the City. Proposed new construction or rehabilitation work in a historic district requires approval of a Certificate of Appropriateness by the commission. In its review the commission should consult the standards established by the Secretary of Interior and the NRHP, so that each structure or site reviewed is reviewed with the same standards.

Investment Incentives

The federal government offers tax credit incentives for rehabilitation of income producing properties. The state of Arizona also offers incentives through property tax reductions for both residential properties occupied by the owner and residential and commercial income producing properties. More information can be obtained from the SHPO offices.

City Ordinances, State and Federal Legal Authorities (p. 28)

The City has adopted three ordinances that were used to establish Historic Preservation in Peoria. The Historic Preservation Overlay district is used to identify and protect properties and districts receiving listing on any of the three registers, local, state or national. The Historical Preservation Commission was created to review Historic and Archaeological Preservation in the City and to advise the city council on preservation matters. The commission has review authority over construction and rehabilitation activities involving historic properties in the City.

Arizona State Statutes (pp.28-29)

State laws regarding historic preservation have followed federal legislation and leadership. Historic preservation in Arizona uses zoning as the mechanism for identifying and preserving historic properties. ARS §9-462.01(A)10 contains the following language:

A. Pursuant to the provisions of this article, the legislative body of any municipality by ordinance may in order to conserve and promote the public health, safety and general welfare:...

10. Establish districts of historical significance provided that:

- (a) The ordinances may require that special permission be obtained for any development within the district if the legislative body has adopted a plan for the preservation of districts of historical significance which meets the requirements of subdivision (b) of this paragraph, and the criteria contained in the ordinance are consistent with the objectives set forth in the plan.
- (b) A plan for the preservation of districts of historical significance shall identify districts of special historical significance, state the objectives to be sought concerning the development or preservation of sites, area and structures within the district, and formulate a program for public action including the provision of public facilities and the regulation of private development and demolition necessary to realize these objectives.
- (c) The ordinance establishing districts of historical significance shall set forth standards necessary to preserve the historical character of the area so designated.
- (d) The ordinances may designate or authorize any committee, commission, department or person to designate structures or sites of special historical significance in accordance with criteria contained in the ordinance, and no designation shall be

made except after a public hearing upon notice of the owners of record of the property so designated. The ordinances may require that special permission be obtained for any development respecting the structures or sites.

Additionally, in ARS 41-511 et seq. the legislature located the State Historic Preservation Program in the State Parks Department under the oversight of the State Parks Board. It established the position of SHPO as an employee of the board. ARS 42-12101 et seq. provides for a property tax reduction for historic properties and gives authority to the SHPO to review and approve the qualification of properties for this reduction.

Federal Law (p.29)

Federal law and authorities are derived from both congressional action and judicial review. Federal legislation addresses historic preservation first through the Antiquities Act of 1906 and subsequently the Historic Preservation Act of 1966 (HPA). The Antiquities Act identified preservation of ruins and archeological sites as a national policy and the Historic Preservation Act, as amended, added historic buildings and sites to the policy and provided for a formal organization and funding of preservation activities at the federal, state and local political levels. The HPA also contains Section 106 which requires review of all projects involving federal lands or lands that require a federal permit. Reviews include identifying impacts to archeological or historical sites and approved mitigation measures.

July 2008 Design Review Manual (pp. 86-87)

Development in Old Town must be consistent with the existing flavor. Though restoration of existing structures is preferred, new development is certainly welcome provided it works in concert with the City's vision for Old Town. The dominant character of Old Town should be that of a retail-oriented, commercial environment with an active street edge that is inviting to pedestrians, while also accommodating to automobiles. Development should include a mix of building types including older structures and compatible, newer ones. Each building should reflect the style and character of its own time, but should also contribute to a sense of visual continuity for the area.

These guidelines shall apply to the design and construction of new commercial/retail, office, multi-family residential, or mixed-use development in all zoning districts in the Old Town area. These guidelines shall also affect exterior alterations, additions to or the rehabilitation of any existing buildings in Old Town. This document was approved August 28, 2008.

URBAN DESIGN ANALYSIS

Based on the tour observations, the consultant team identified key characteristics of the Central Peoria revitalization project area, which present opportunities for achieving the planning goals and objectives as well as those that may limit (or place constraints on) the achievement of those goals and objectives. The Opportunity and Constraints discussion is a snapshot of the existing conditions in the project areas.

The Opportunities and Constraints analysis highlights the following:

- Gateways, Regional and Neighborhood
- Opportunity Sites, which discusses and illustrates specific areas where additional attention and investment may be focused
- Sites in Need of Aesthetic Treatment
- Intersection Improvements
- Landmarks
- Proposed Projects

- Circulation: Pedestrian, Bicycle and Automobile
- Sub-Districts
- Summary

The project area's strengths and weaknesses were analyzed and assessed in terms of physical and market potential. Where possible, the plan builds upon the corridor's strengths and overcomes or minimizes its weaknesses.

Opportunities

- Potential for retail street development projects
- Quaint 'Old Town'
- Opportunities for infill development and/or redevelopment
- Grand Avenue Intersection

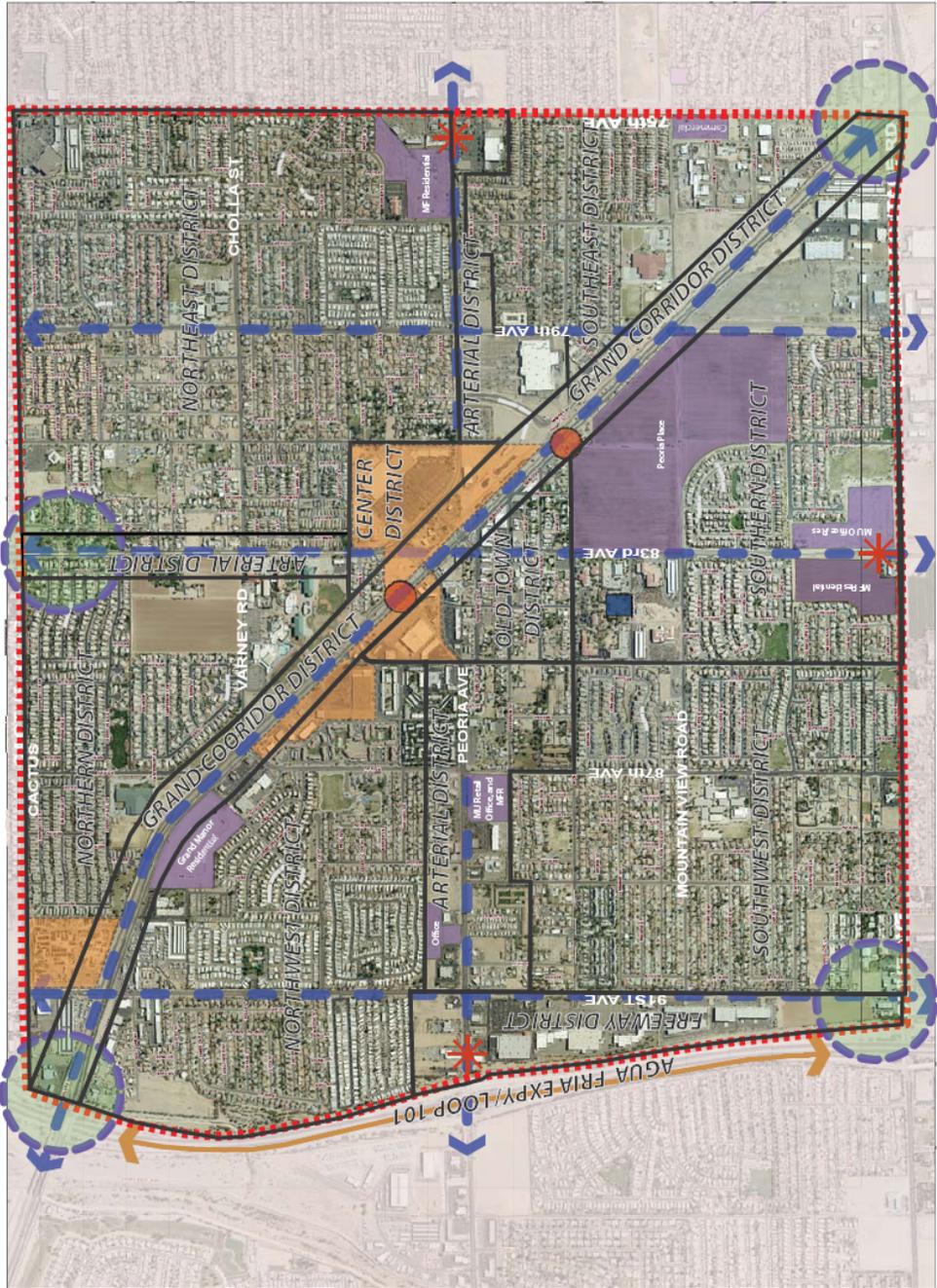
Constraints

- Wide Right-of-Ways
- Lack of functional traffic, high speeds and congestion at present
- Lack of cohesive theme or identity for Avenue
- "Tired Looking" developments on West end
- Need stronger connections between residential and commercial uses
- Lack of options for connections to public transit
- Grand Avenue Intersection

Opportunities & Constraints

CENTRAL
PEORIA
REVITALIZATION
PLAN

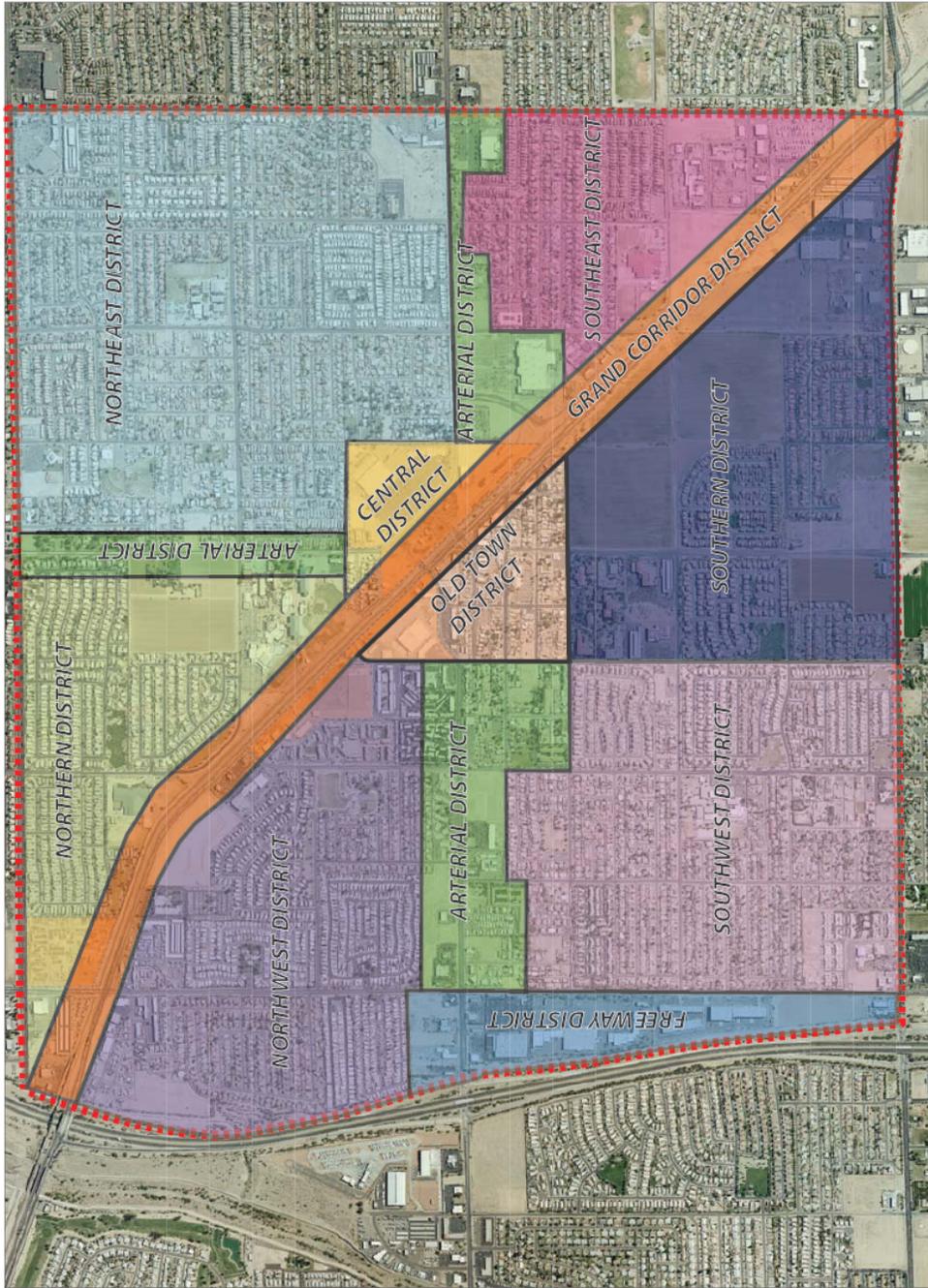
| KEY | |
|-------------------------------|--|
| Study Area | |
| Opportunity/Improvement Sites | |
| Opportunity Sites | |
| Proposed/New Developments | |
| Nodes | |
| Regional Gateway | |
| Local Gateway | |
| Critical Intersection | |
| Landmarks | |
| City Hall | |
| Circulation | |
| Major Arterial | |
| Freeway | |



Districts Map

| KEY | |
|---|-------------------------|
|  | OLD TOWN DISTRICT |
|  | CENTRAL DISTRICT |
|  | ARTERIAL DISTRICT |
|  | GRAND CORRIDOR DISTRICT |
|  | FREEWAY DISTRICT |
|  | NORTHEAST DISTRICT |
|  | NORTHERN DISTRICT |
|  | NORTHWEST DISTRICT |
|  | SOUTHWEST DISTRICT |
|  | SOUTHERN DISTRICT |
|  | SOUTHEAST DISTRICT |

500 0 500 Feet



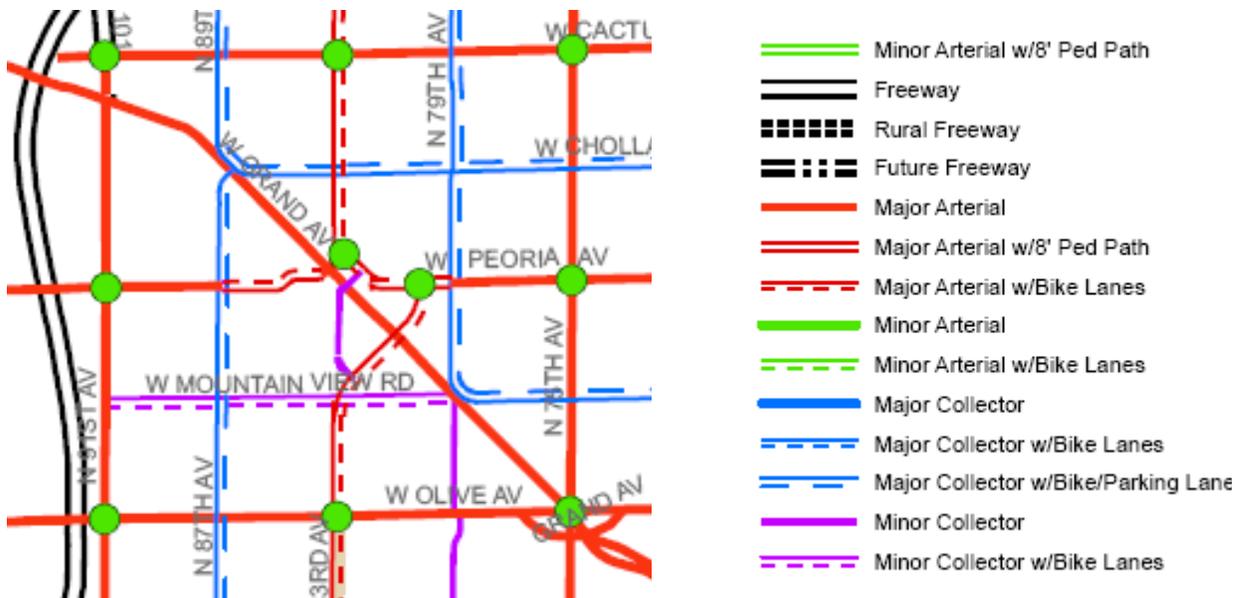
TRANSPORTATION AND PARKING

The street system of Peoria is based on the valley's traditional grid system, with most roads oriented either north-south or east-west. Its north-south numbered roadways are Avenues and east-west roadways are named streets and avenues. Major arterial streets are generally spaced one mile apart.

Primary commercial streets in Downtown Peoria are Washington Ave, 83rd Ave, Frontage Road along Grand Ave. All roads converge at Washington Street (now Osuna Park) and form the Original Town Center that is the 'Heart of the City.' A section of Grand Avenue (US Hwy 60 and AZ Hwy 89) runs diagonally to the town with 4-6 travel lanes with raised median or other directional separation treatments. Grand Avenue and the parallel Burlington Northern-Santa Fe Railroad traverse Central Peoria at a 45-degree angle and provide links to downtown Phoenix and the northwest valley. Cactus Road and Olive Avenue are at the north and south limits of the project study area, and 75th Avenue and the Aqua Fria Expressway/Loop 101 are at the east and west limits. Peoria Avenue and 83rd Avenue bisect Downtown at its north-south and east-west mid-point.

Roadway Network, Classifications, and Volumes

The City's General Plan Circulation Element includes a Circulation Plan Map (Revised December 13, 2006) that is envisioned as "a planning tool used to portray and define the envisioned roadway transportation network of the future.¹" A Street Classification Map, prepared by the City's Public Works Department, provides "a planning and engineering tool that identifies specific road widths, number of lanes, future right-of-way needs, and intersection configurations for each collector and arterial roadway in the City."²



Peoria Street Classification Map

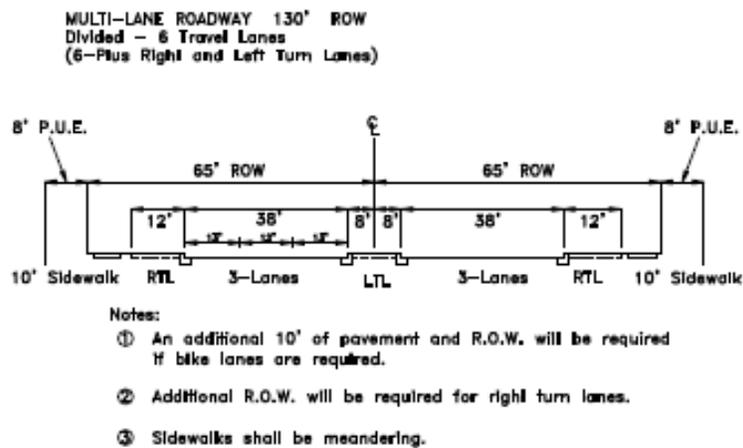
¹ Peoria General Plan

² Peoria General Plan

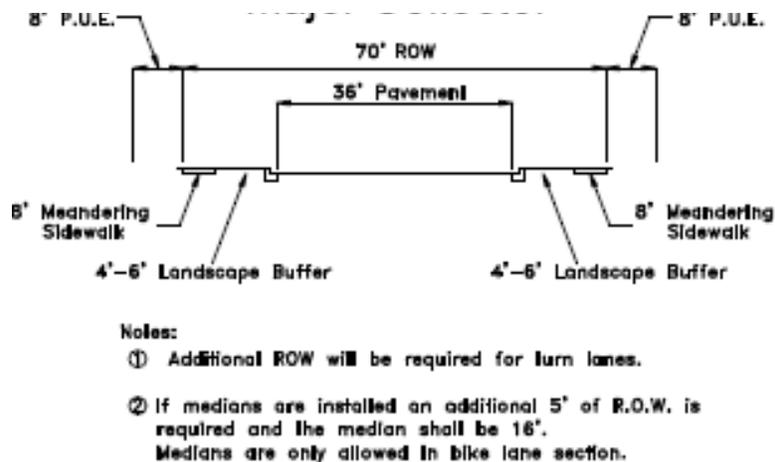
Within the project study area, the *major arterials* include: Cactus Road, Olive Avenue, 75th Avenue, 91st Avenue, Grand Avenue, and Peoria Avenue (east of 79th Avenue and west of 87th Avenue). The *major arterials with bike lanes* include 83rd Avenue and Peoria Avenue (between 79th and 87th Avenues). The remaining roadways are identified as *major collector with bike lanes*, *minor collector*, or *minor collector with bike lanes*.

Each of the street classifications has an associated street cross section:

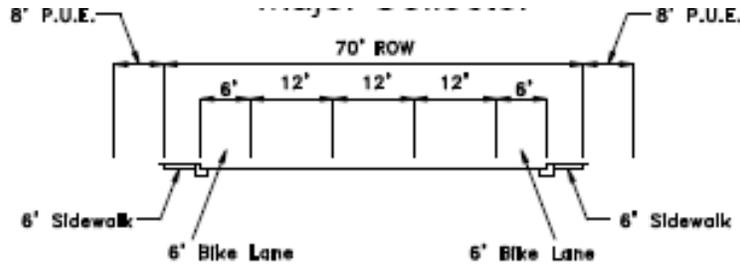
Major Arterial



Major Collector



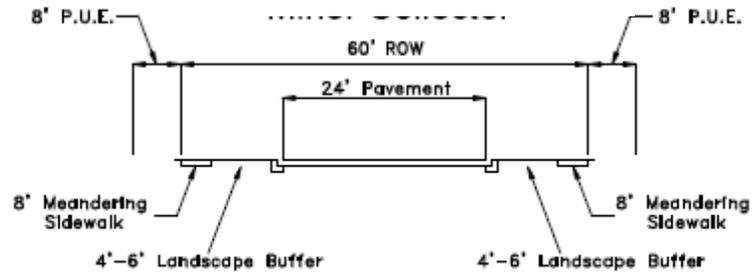
Major Collector with Bike Lanes



Notes:

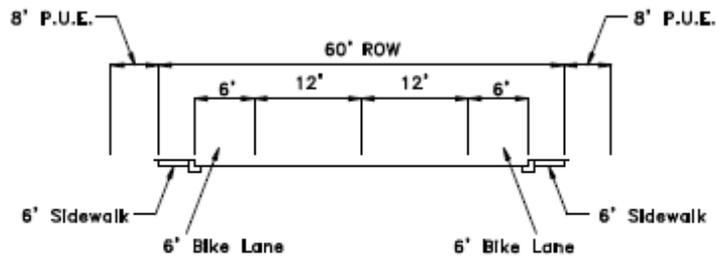
- ① Additional ROW will be required for turn lanes.
- ② If medians are installed an additional 5' of R.O.W. is required and the median shall be 16'. Medians are only allowed in bike lane section.

Minor Collector



Note: Additional ROW will be required for turn lanes.

Minor Collector with Bike Lanes



Note: Additional ROW will be required for turn lanes.

The City of Peoria undertakes an aggressive annual traffic count program to provide planning, marketing, and growth analyses as well as to assess the ability of roadway segments to accommodate demand. The Arizona Department of Transportation (ADOT) conducts similar counts on roadways under state jurisdiction. In 2007, the following 24-hour counts were collected within the study area:

2007 Traffic Counts

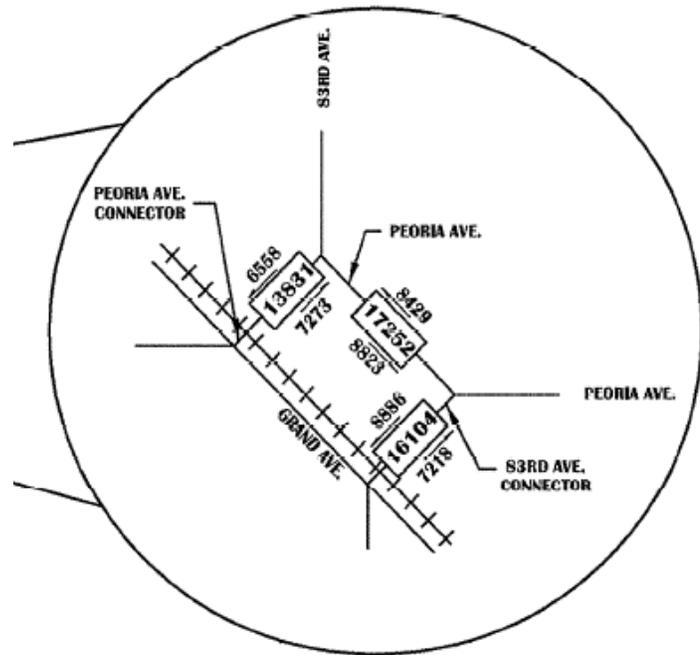
| Roadway | Segment (from/to) | | | |
|------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| | Volume (vehicles per day - vpd) | | | |
| Cactus | 91 st -87 th | 87 th -83 rd | 83 rd -79 th | 79 th -75 th |
| | 14266 | 18863 | 21143 | 22262 |
| Cholla | | 87 th -83 rd | 83 rd -79 th | 79 th -75 th |
| | | 2493 | 2960 | 3782 |
| Peoria | 91 st -87 th | 87 th -83 rd | 83 rd -79 th | 79 th -75 th |
| | 17508 | 13907 | 18202 | 18912 |
| Mountain View | 91 st -87 th | 87 th -83 rd | | 79 th -75 th |
| | 1575 | <i>Not Counted</i> | | 1682 |
| Olive | 91 st -87 th | 87 th -83 rd | 83 rd -79 th | 79 th -75 th |
| | 35942 | 35800 | 30526 | 29726 |
| 91 st | Olive-Mtn View | Mtn View – Peoria | Peoria – Grand | Grand - Cactus |
| | 14852 | 14255 | 10320 | 25459 |
| 87 th | Olive-Mtn View | Mtn View – Peoria | Peoria – Grand | |
| | 3000 | <i>Not Counted</i> | 2713 | |
| 83 rd | Olive-Mtn View | Mtn View – Peoria/Grand | Peoria/Grand - Cholla | Cholla - Cactus |
| | 6284 | 7021 | 11640 | 11155 |
| 79 th | | Grand/Mtn View – Peoria | Peoria – Cholla | Cholla - Cactus |
| | | 1730 | <i>Not Counted</i> | 2816 |
| 75 th | Grand/Olive – Mtn View | Mtn View – Peoria | Peoria – Cholla | Cholla - Cactus |
| | 15387 | 16738 | 18866 | 17932 |
| Grand | Olive – Peoria | Peoria - Cactus | | |
| | 16000 | 19000 | | |
| Loop 101 | Olive – Peoria | Peoria – Grand/Cactus | | |
| | 124000 | 135000 | | |

Additional counts at the Grande/Peoria/83rd intersection are provided in graphic format by the City:

Public Transportation

The City of Peoria / Valley Metro *fixed route services* operate Monday through Friday. Local bus routes provide a convenient way for riders to travel to major employers and points of interest within the Valley:

- Route 106 - The Peoria Avenue (#106) route travels from 105th Avenue at Santa Fe in Sun City, east to the Mayo Clinic in Scottsdale.
- Grand Avenue Limited - The Grand Avenue Limited travels from the Peoria Park & Ride facility, east to Phoenix's Central Station.
- Route 67 - The 67th Avenue (#67) route travels north to south from Buckeye Road to Arrowhead Towne Center (75th Avenue and Bell Rd.)
- Route 170 - The Bell Road (170) route travels from Arrowhead Towne Center (75th Avenue and Bell Rd.) east to Raintree Drive at Northsight Blvd. Scottsdale



The City of Peoria operates two *park-and-ride facilities* which offer convenient access to Route 106 and the Grand Avenue Limited:

- East Facility, Jefferson and 84th Avenue (northeast quadrant)
- West Facility, Washington and 84th Avenue (southwest quadrant)

Peoria *Dial-A-Ride* was formed in 1989 to provide basic transportation services for the residents of Peoria. Since that time the Transit Division has tripled in size and provides approximately 43,000 transports annually.

Dial-A-Ride and ADA / Para-transit services use a shared-ride concept that mixes elements of traditional bus service with characteristics of taxi cab service. In addition to regular service, a special program called Dial-A-Ride Plus (DAR+) allows the transport Peoria residents to the neighboring medical campuses of Sun City and Glendale.

Parking

Article 14-23 (Ordinance No. 02-67) of the City's Zoning Ordinance identifies the off-street parking and loading requirements for development within the City. In general, the quantity of off-street parking is specified by a rate per land use type and size (such as dwelling unit, square feet, fixed seats, classroom, hospital bed, etc.). Some provisions, under specific conditions or through the site approval process, are included to permit joint-use and off-site parking. The current ordinance does not offer any guidance for parking districts or transit-oriented development districts.

Specific information on parking facilities within the Old Town area is provided in the tabular inventory summary at the end of this section.

Recent and Ongoing Studies

Several recent and ongoing studies are particularly relevant to mobility within and to/from the study area. Each study is briefly summarized in the following paragraphs.

Maricopa Association of Governments (MAG) Commuter Rail Strategic Plan:

Completed in 2008, the Commuter Rail Strategic Plan focused on developing an implementation strategy for commuter rail service in Maricopa County and northern Pinal County. Among the recommendations of this plan is the continued study of the Grand Avenue/BNSF Railroad corridor as a commuter rail route. This route is also consistent with the recently initiated ADOT study of rail transit between Surprise/Peoria/Phoenix and Tucson. The ongoing MAG study will develop corridor-specific recommendations for the BNSF/Grand Avenue Corridor and provide necessary details for implementation.



MAG Grand Avenue Major Investment Study (MIS) Phase II

The Maricopa Association of Governments' (MAG's) Regional Transportation Plan (RTP), which provides guidance for revenues generated from the tax during the next 20 years, includes \$147 million for improvements to Grand Avenue within the Study Area. Completed in 2006, the study provided prioritized recommendations for improvements in the Grand Avenue Corridor. During development of the recommendations, consideration was given to pedestrian, bicyclist, transit and community mitigation projects in addition to traffic-related projects.

Among the recommendations of the study were:

- ♦ Grand Avenue Under Peoria Avenue and 83rd Avenue – completion of the project determined to be beyond 20-year planning period. Improvements to 83rd Avenue/Grand Avenue and Peoria Avenue/Grand Avenue intersections are recommended for funding as an Intersection Improvement. Additional discussions with Peoria staff should occur as part of a future ADOT design concept report to develop detailed improvement plans, which might include phasing for a potential future grade separation.
- ♦ Grand Avenue/83rd Avenue/Peoria Avenue Intersection Improvements – the existing intersection configuration currently has two signals spaced approximately 600 feet apart along Grand Avenue. The northernmost intersection is a four-legged perpendicular intersection including Grand Avenue and Peoria Avenue. The southernmost intersection is a four-legged perpendicular intersection including Grand Avenue and 83rd Avenue. Potential improvements to the intersections could include parcel purchase and access reconfiguration, installation of community mitigation features, installation of pedestrian facilities, right-of-way acquisition and intersection reconfiguration. Additional discussions with City of Peoria staff should be planned as part of a future ADOT design concept report to develop detailed improvement plans, which might include phasing for a potential grade separation.
- ♦ Additional access management and community mitigation improvement recommendations included:

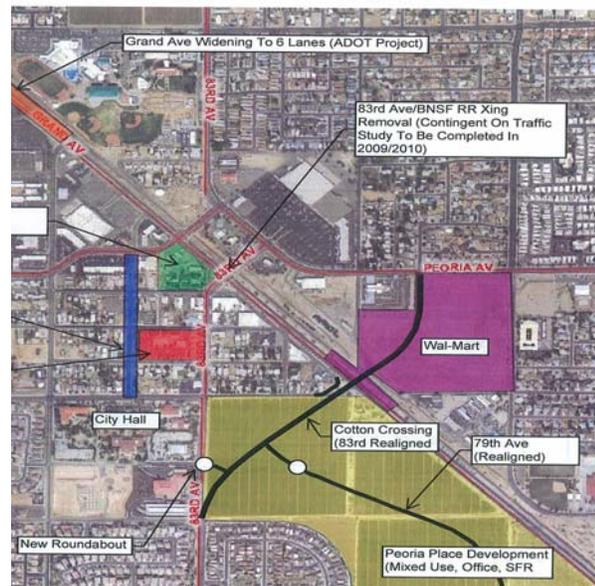
| Segment | Access Management Improvement (RTP Phase) | Improvements (RTP Phase) | Notes |
|---------------------|---|-----------------------------|--|
| SR 101L to 91st Ave | No recommended improvements | No recommended improvements | Improvements identified as part of ADOT project, Grand Ave. – 83rd Ave. to 99th Ave. |

| | | | |
|----------------------|---|--|---|
| 91st Ave to 83rd Ave | · Auxiliary Lane and related items – 91st Ave. to 89th Ave., 88th Dr. to 83rd Ave. (2) · 4 driveway closures (2) | · Non-RR side Landscaping (1) · Non-RR side Sidewalk (1) · Non-RR side Screen wall (1) · Median Landscaping (1) · RR-side Landscape/Barrier (4) · Street Lighting (both sides) (1) · Utility Undergrounding – 87th Ave. to 86th Ave. (2) | No driveways from 89th Ave. to 88th Dr.. Working with Peoria, the ADOT DCR process may address a range of access and community mitigation options, including frontage roads and/or pedestrian access. |
| 83rd Ave to 75th Ave | · No recommended improvements | · Non-RR side Landscaping (1) · Non-RR side Sidewalk (1) · Non-RR side Screen wall (1) · Median Landscaping (1) · RR-side Landscape/Barrier (4) · Street Lighting (both sides) (1) · Utility Undergrounding – 83rd Ave. to 82nd Ave. (1) | Existing landscaping on non- RR side from Mountain View Rd. to 79th Ave., some existing median landscaping |
| 75th Ave to 67th Ave | · Parcel purchase and access reconfiguration – north of Northern fronting Grand Avenue (1) | · Street Lighting (both sides) (1) | Improvements from 71st Ave. to Royal Palm Dr. not recommended for funding in the 20-year planning period. |

Old Town Peoria Projects

The City has identified several additional improvement projects to enhance mobility and accommodate additional commercial and mixed-use development along Grand Avenue. These projects include:

- ♦ Realigned 83rd Avenue (Cotton Crossing) that will swing to the east, cross Grand Avenue and the AT&SF tracks (at approximately Monroe Street, and swing back to the north to intersect Peoria Avenue at 80th Lane.
- ♦ Realigned 79th Avenue that will swing to the west (north of Hatcher Road) to connect with the realigned 83rd Avenue/Cotton Crossing.
- ♦ The existing Grand Avenue frontage road will be connected to Monroe Street and connectivity between Monroe and Grand will be eliminated.
- ♦ Pending the findings of a 2009-2010 downtown traffic study, the existing 83rd Avenue intersection at Grand and the at-grade crossing of the railroad tracks will be removed. There would no longer be any connections between the existing 83rd Avenue and Grand Avenue.
- ♦ In conjunction with the Osuna Park expansion, the City will construct a roundabout at the intersection of Washington and 83rd Avenue.



Peoria Old Town Inventory Summary

| Street | Lane Configurations | Intersection Control | Speed Limit | Bike Lanes | Bus Stops | Park-n-Ride | On-Street Parking | Off-Street Parking Capacity / Utilization | Major Parking Generators | Sidewalks | Marked Pedestrian Crossings |
|-------------------------|--|---|---|---|---------------------------------------|------------------------------------|--|---|--|---|---|
| Grand Avenue | 4 lanes divided northwest of 84 th Ave 6 lanes divided southeast of 84 th Ave | Signalized at 83 rd Ave, Peoria Ave, 85 th Ave and 87 th Ave | 45 mph | None | None | None | None | 7 parking lots between 83 rd Ave and 87 th Ave: <ul style="list-style-type: none"> • 35 spaces, 30% • 25 spaces, 10% • 40 spaces, 0% • 100 spaces, 1% (Goodwill) • 400+ spaces, 10% • 15 spaces, 30% • 400 spaces, 0% | None | Along south side of street in some locations | 83 rd Ave, Peoria Ave, 85 th Ave |
| Peoria Avenue | 4 lanes w/ 2WLTL | Signals at all major cross streets | 40 mph on West of 86 th Ave, 25 mph East of 86 th Ave | None | SW Corner Peoria/ 83 rd | None | None | Minimal for Performing Arts | Peoria Center for Performing Arts | Yes | Major intersections |
| Washington Street | 2 lanes w/ 2WLTL (85 th Ave to Grand) | 4-way stop at 83 rd Ave | 25 MPH | None | None | None | Yes | Minimal | Peoria Center for Performing Arts | Yes | 83 rd Ave, 83 rd Dr, 84 th Ave, and 85 th Ave |
| Jefferson Street | 2 lanes | | 25 MPH | None | NE corner of 84 th Ave | No | Yes | Minimal | Peoria Community Center | Yes | 83 rd Ave |
| Madison Street | 2 lanes | | 25 MPH | None | None | No | Yes | Community Center lot 100+ spaces, 30% | Peoria Community Center | Yes | 83 rd Ave |
| Monroe Street | 2 lanes (w 2WLTL from 83 rd Ave to 85 th Ave) | 4-way stop at 83 rd , 85 th , 87 th , and 89 th Avenues | 25 mph | None | None | None | Yes | 2 lots, 40+ spaces each, 100% | City Hall (between 83 rd and 85 th Ave) | Yes | All 4 way stops and at 84 th Avenue (access to City Hall) |
| Mountain View Road | 2 lanes w/ 2WLTL | 4-way stop at 85 th Ave and 87 th Ave | 25 mph | 83 rd Ave to 85 th Ave and 87 th Ave to 91 st Ave | None | None | 85 th Ave to 91 st Ave | Private parking garage (300+ spaces, 90%) | City Hall/Public Safety building (between 83 rd Ave and 85 th Ave) | 83 rd Ave to 91 st Ave | At all 4-way stops |
| 83 rd Avenue | 2 lanes south of Peoria 4 lanes (w/ 2WLTL North of Peoria) | 4-way stop at Monroe & Washington Signals at Grand, Peoria Ave, Shangri La Rd and Varney Rd | 25 mph | None | SW Corner Peoria/ 83 rd | None | Angled from Monroe St. to Washington St. | None | Random Businesses between Monroe and Washington | Against buildings between Monroe and Washington | Monroe, Madison, Jefferson, Washington, Grand, Peoria, Shangri La, and Varney |
| 84 th Avenue | 2 lanes | | 25 MPH | None | NE Corner of Jefferson (on Jefferson) | 2 between Jefferson and Washington | Only between Monroe and Jefferson | 2 Park and Ride lots 40 spaces each, 40% Utilized Community Center lot 100+ spaces, 30% | Peoria Community Center | Yes | Peoria, Washington, Madison, and Monroe |
| 87 th Avenue | 2 lanes (w/ 2WLTL from Jefferson to Mountain) | Signal at Peoria, 4-way stops at Monroe St and Mountain View Rd | 25 mph | Yes | None | None | Yes | None | None | Yes | Peoria Ave, Monroe, Mountain View |
| 91 st Avenue | 4 lanes w/ 2WLTL | Signal at Peoria Ave | 40 MPH | None | None | No | No | 2,000 spaces (4 large lots on West side between Mountain view and Peoria) | Home Depot, Sears, Other large stores | Yes | Peoria Ave |

EVENTS

A combination of new and renovated buildings have boosted the city and drawn residents to downtown Peoria. A new city hall, public library, and public safety complex energize the area. The community works hard to continue its small town feeling through entertainment and events.

Downtown Peoria comes alive each year with "Pioneer Days" and "Fall Fest," and other activities include auto shows, parades, and a variety of live entertainment.

ORGANIZATIONS AND PARTNERSHIPS

The City of Peoria realizes that the economic development effort relies upon critical partnerships and relationships. To this end, the Economic Development Department develops and maintains relationships with the following entities:

- Peoria Chamber of Commerce
- Greater Phoenix Economic Council
- Arizona Department of Commerce
- Westmarc
- Local Businesses
- Utility Service Providers
- Brokerage Community
- Development Community
- Workforce Development
- Education

3. RELEVANT STUDIES AND INITIATIVES

PEORIA GENERAL PLAN

The General Plan was last updated in December of 2006 and the information listed below attempts to give a summary General Plan language, elements, polices objectives, etc. that are applicable to the Old Town Peoria.

Although every element in the General Plan is applicable in one way or another to Old Town Peoria, following table below lists goals, policies and implementation actions in the General Plan that are the most directly applicable to the subject work area.

| Goals | Objectives | Policies |
|---|------------|----------|
| Element 2 - Land Use Element | | |
| 2.1: PROVIDE A BALANCE OF LAND USES THAT WILL PRESERVE AND ENHANCE NEIGHBORHOODS, PROMOTE ECONOMIC DEVELOPMENT, ENCOURAGE | | |

| | Goals | Objectives | Policies |
|----------------------------|--|--|--|
| SMART GROWTH | REDEVELOPMENT AT APPROPRIATE LOCATIONS, AND PROTECT ENVIRONMENTALLY SENSITIVE AREAS. | 2.1.A: Manage and control development to facilitate orderly growth and an efficient urban form. | 2.1.A.1: The City shall promote planned developments where resources and facilities are in place to facilitate a high quality, attractive and efficient urban development pattern. |
| | | 2.1.B: Provide a diversity of housing types to meet the needs of persons of all income levels and ages. | 2.1.B.1: The City shall zone an adequate supply and mix of developable residential land to accommodate future housing needs. |
| RESIDENTIAL COMMUNITIES | | 2.1.C: Create high-quality residential environments that provide for safe and convenient vehicular circulation, open space and recreational opportunities, access to public schools and services and protection from incompatible land uses. | 2.1.C.4: The City shall require adequate provision of open space or direct access to open space in all large-scale housing developments and, in particular, medium- and high-density multiple-family housing developments. |
| | | | 2.1.C.7: The City shall encourage infill residential development that takes advantage of existing municipal services, utilities, transportation facilities, schools, and shopping areas. |
| | | 2.1.D: Promote the resolution of conflicts between incompatible land uses. | 2.1.D.1: The City shall investigate the use of regulatory and cost-effective financial redevelopment incentives to resolve critical land use incompatibilities throughout the City, with particular attention to the |

Goals

Objectives

Policies

Downtown Revitalization Area.

2.1.E: Locate multi-family residential development in suitable areas in which they will not adversely impact lower density developments.

2.1.E.1: The City shall support the development of alternate forms of housing, such as attached and detached townhouses and condominiums in appropriate locations.

Policy 2.1.E.2: The City shall prohibit target densities for residential designations of eight units/acre or greater from being exceeded unless at least four of the following conditions are met. (a)The site is located adjacent to an arterial roadway and/or transit corridor.

(b)The site is within one mile of community-level commercial, service, or employment centers.

(c)The site plan proposed for the development exhibits a well-designed arrangement of on-site structures and includes three or more of the following amenities: embellished architectural/landscape architectural treatments; recreational amenities that substantially exceed City requirements; separation and screening between buildings so that residents will enjoy privacy in their living units; preservation of natural landforms; and more than 10 percent on-site usable open space.

(d)The site creates a transition between existing or approved lower residential densities and non-residential uses.

(e)Development of the site will not disrupt or negatively impact adjacent lower density land uses.

| | Goals | Objectives | Policies |
|--|-------|--|---|
| <p>EMPLOYMENT RELATED DEVELOPMENT</p> | | <p>2.1.G: Maintain a supportive relationship between established commercial proprietors and the City's business retention and expansion efforts.</p> <p>2.1.H: Encourage employment sectors to provide high quality, attractive buildings, site design, and landscaping.</p> | <p>(f)The development proposed for the site provides on-site amenities in addition to those required by the City that will improve the livability and function of the development.</p> <p>(g)The site and proposed development comply with or promote other goals, objectives and policies of the General Plan.</p> <p>2.1.E.3: The City shall encourage multi-family housing units adjacent to community level parks and public open space areas.</p> <p>2.1.E.4: The City shall encourage the construction of developer-financed City parks in conjunction with multi-family developments by providing infrastructure, density bonuses, land exchanges, and/or joint development agreements.</p> <p>2.1.E.5: The City shall promote the development of high-quality multi-family housing projects adjacent to transit routes and facilities.</p> <p>2.1.G.1: The City shall work to enhance commercial activity by attracting, retaining, and expanding those developments (commercial, office or residential) which improve economic conditions in Peoria.</p> <p>2.1.H.1: The City shall promote the revitalization of underutilized buildings by improving site design, landscaping, and recommended design review components.</p> |
| | | | |

**MIXED-USE
DEVELOPMENT**

| Goals | Objectives | Policies |
|-------|---|---|
| | <p>2.1.K: Encourage mixed-use developments that promote residential, commercial, office, and clean industrial uses that minimize infrastructure needs and transportation demands.</p> | <p>2.1.H.2: The City shall provide assistance to promote private and public-sector improvement programs for underutilized employment centers.</p> <p>2.1.H.3: The City shall establish performance standards (such as the number of employees, project phasing plan, delivery schedule, operation hours, noise/glare impacts, etc.) that will address and reduce compatibility conflicts with adjacent uses.</p> <p>2.1.K.1: The City shall develop a mixed-use zoning district consistent with the land use designation framework.</p> <p>2.1.K.2: The City shall promote the benefits of mixed-use development (i.e., reduced parking needs, commercial enterprise activity, greater activity for commercial enterprises, reduced impacts to the existing transportation network, etc.)</p> <p>2.1.K.3: The City shall develop a residential density bonus program for mixed-use projects that includes specific performance criteria. These criteria should include provisions for any of the following: affordable housing, multi-modal or transit oriented development, dedicated infrastructure improvements and park/open space dedication.</p> <p>2.1.L.1: The City shall promote mixed-use properties to niche industries such as resorts, eco-tourism, sports and leisure developments, corporate office parks, art and cultural institutions.</p> <p>2.c. Land Use Plan Targets land use densities to encourage the appropriate density. However densities that exceed the target density, as specified by this section,</p> |
| | <p>2.1.L: Attract mixed-use development to create new economic niches within the City.</p> | |

| Goals | Objectives | Policies |
|-------|------------|----------|
|-------|------------|----------|

may be granted for development projects.

Element 6 - Revitalization and Redevelopment Element

6.1.A: Continue to leverage public investments within existing Redevelopment/Revitalization planning areas.

6.1.A.1: The City shall continue to implement the recommendations presented in the Downtown Peoria Redevelopment Plan and the Central Peoria Revitalization Plan.
6.1. A. 2: The City shall designate the adopted revitalization and redevelopment areas as infill incentive districts pursuant to Arizona Revised Statutes
6.1. A. 3: The City should implement transit improvements in accordance with the Downtown Peoria Redevelopment Plan.

6.1.B: Encourage development of vacant land in adopted revitalization or redevelopment areas.

6.1.B.1: The City shall to identify appropriate vacant parcels, match with desired users, and prepare a marketing package for prospective developers.
6.1.B.2: The City shall develop incentives to attract infill employment opportunities to entice residential development.

6.1.C: Rejuvenate the original historic Town Center of Peoria.

6.1.C.1: The City shall prepare a restoration and cost analysis for selected architecturally significant structures.
6.1.C.2: The City shall design and construct improvements for Osuna Park.
6.1.C.3: The City should study the feasibility of constructing a performing arts center on the old Town Hall property.
6.1.C.4: The City should coordinate with the RPTA to design a mixed-use transit station north and west of Peoria and 83rd Avenues. The City shall support efforts to prepare a marketing package of key sites within the downtown area.

Policy 6.1.C.6: The City shall design and construct a streetscape plan for 84th Avenue to connect the city

| Goals | Objectives | Policies |
|-------|---|--|
| | <p>6.1.D: Promote pedestrian-scaled buildings and plazas in the downtown area.</p> <p>6.1.E: Encourage arts, recreation and civic-oriented development in the Downtown.</p> | <p>complex and Old Town.</p> <p>6.1.D.1: The City should prepare a historic resources survey to identify and enhance its potentially significant structures.</p> <p>6.1.D.2: The City shall utilize the adopted Central Peoria Revitalization Plan and Downtown Peoria Redevelopment Plan to locate appropriate structures and spaces.</p> <p>6.1.E.1: The City shall recruit theaters, museums, art galleries, recreation attractions and civic oriented service agencies.</p> <p>6.1.E.2: The City shall target service-oriented agencies, and professional offices.</p> |

Element 4 - Economic Development Element

4.3.A: Facilitate and support the development of cultural, historical, and public amenities and attractions.

4.3.A.1: Facilitate and support the development of a community theater and other community facilities in Downtown Peoria.

4.3.A.2: Collaborate with the historical society and other public and private entities in the development of a historical museum and historic building campus.

4.3.A.3: Collaborate in the development of the City's municipal campus.

4.3.B: Facilitate and support the development of quality employment and retail opportunities to support a high quality urban living space.

4.3. B.1: Partner with public and private entities to create a pedestrian-oriented, mixed-use environment with high quality retail, business, employment, and residential development supportive of a self-sufficient neighborhood economy.

4.3.B.2: Partner with public and private entities to develop a core focal point for commercial and community activity in the Osuna Park area.

Goals

Objectives

Policies

4.3.B.3: Examine redevelopment and adaptive re-use opportunities.

Element 5 - Growth Areas Element

5.1.A: Direct attractive development into identified growth areas, creating dynamic urban pockets with diverse economic, housing, cultural and entertainment opportunities.

5.1.A.1: The City shall continue to develop and utilize specific area plans including revitalization and redevelopment plans as the principal implementation tools for growth areas.

5.1.A.2: The City shall adopt design guidelines for each growth area in conjunction with a specific area plan.

5.1.A.3: The City shall encourage a mix of land uses within each growth area, including varied housing types and densities, employment opportunities and businesses.

5.1.B: Within growth areas, promote attractive, inviting public spaces and streets that reduce automobile dependency and enhance the function and character of the community.

5.1. B. 1: The City shall balance traffic circulation needs with the goal of creating pedestrian-friendly neighborhoods and employment centers.

5.1. B. 2: The City shall identify street improvements that promote pedestrian-oriented development including wider sidewalks, street furniture, landscaped medians, angled parking on local streets and inviting landscaped areas.

5.1. B. 3: The City shall encourage street frontages that contribute to retail vitality; particularly, street corners with buildings that approach the sidewalk or form corner plazas should be expressly promoted.

Goals

Objectives

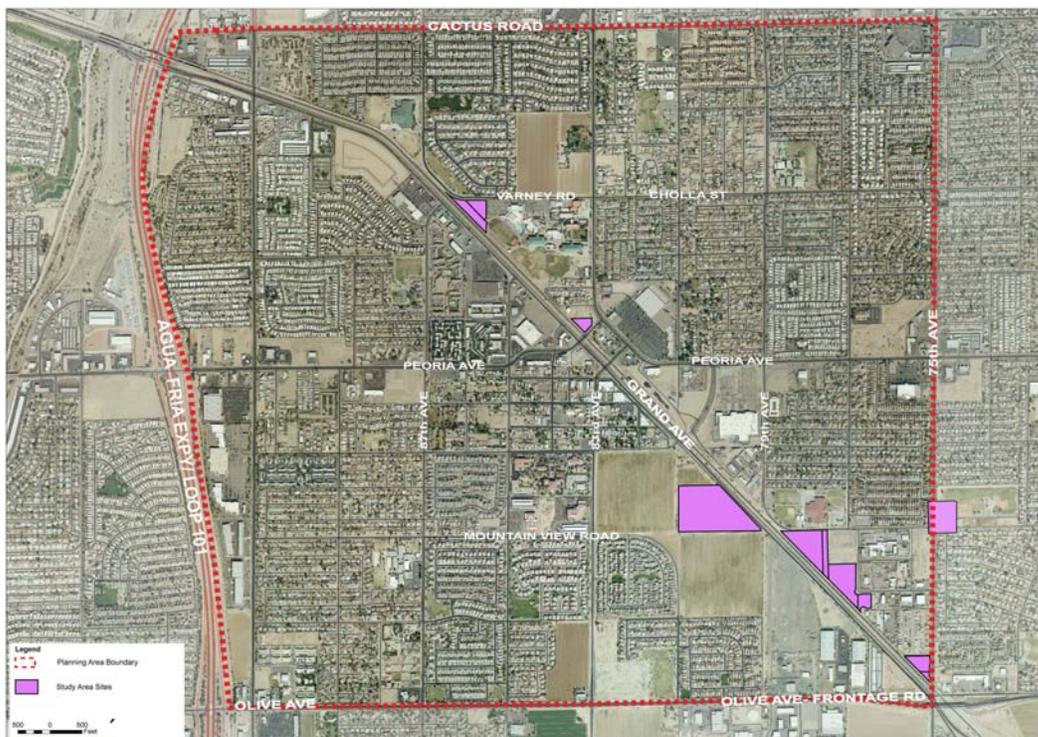
Policies

5.1. B. 4: The City shall identify funding for the expansion of bicycle facilities and transit related improvements (bus pullouts, park and rides etc.) commensurate with the Trails Master Plan and the Circulation Element.

1999 CENTRAL PEORIA REVITALIZATION PLAN

The Central Peoria Revitalization Plan (1999) provides policy guidance and recommendations for short and long term investment strategies. Revitalizing this area into an urban downtown can provide the business, shopping, residential, community, education, social and cultural elements that attract the full range of market and community-oriented interests in the surrounding sub-region. The supply of proximate vacant land makes it feasible to significantly increase the residential base to attract service and job-creating economic development.

Downtown Peoria Revitalization Plan



PLANNING AREA, STUDY AREA AND OTHER SUB AREAS

- The Planning Area was determined in response to the predominate view that many community members expressed for a Downtown centered on Osuna Park on the north side of the Peoria Avenue and 83'd Avenue intersection. An approximate four-square mile surrounding the original town center was determined to be a feasible area to provide for Downtown expansion and which could receive a sufficient mix of land, structure and business development activities to be a vibrant, economically viable Downtown for the City Peoria. That area is defined by Cactus Road on the north,

75th Avenue on the east, Olive Avenue on the South, and the Agua Fria Expressway/Loop 101 (See map below).

- The Study Area from the 1999 CPRP includes vacant and underdeveloped parcels of land, zoned for commercial and industrial uses, and that front or are adjacent to both sides of the Grand Avenue and the Burlington Northern Railroad right-of-ways from Cactus Road to Olive Avenue.
- Other Sub-Areas: There are six sub-areas within Downtown Peoria targeted for revitalization. They include:
 - Primary Core - one-half-mile square area at the center of the Downtown at the intersection of 83^d Avenue and Peoria Avenue. Its west-east outer boundaries are 87ⁿ Avenue and 79th Avenue, and its north-south outer boundaries are Varney Street and Mountain View Road. In Peoria, the Primary Core area is commonly called "Old Peoria" or "Old Town." Areas within the primary core include: Old Town, Historic influence area, Redevelopment area boundary and historic influence area.
 - Secondary Core - one-quarter mile wide and encircles the Primary Core. Its west-east outer boundaries are Cholla Street on the north and Mountain View Street on the south. Its north-south outer boundaries are 87ⁿ Avenue on the west and 79th Avenue on the east.
 - Surrounding Neighborhoods – Neighborhoods surrounding the secondary core. Their names refer to their locations in relationship to the Downtown: Northwest, Northeast, Southwest, and Southeast.
 - Major Downtown Access Corridors –
 - Peoria Street traversing through the east-west mid-point of Downtown
 - 83^d Avenue from the Primary Core south to Olive Avenue
 - Grande Avenue traverses at a 45-degree angle from the Aqua Fria Expressway/Loop 101 (near Cactus Avenue) to Olive Avenue and 75th Avenue.

Twelve Principles for Revitalization

1. Urban Center for the Region. Downtown is a multi-faceted urban center in a twenty square-mile suburban region of one million people.
2. Community-based Downtown. The role of Downtown and its present and future significance to Peoria business, resident, and visitor interests are basic considerations in determining its image and environmental character as reflected in the design and orientation of the business, residential, and community elements of the Revitalization Plan.
3. Economic Vitality and Strength. Generate healthy revenue yields for private and public interests from a competitive market place offering a variety of destination, business, shopping, entertainment, cultural, social, urban housing, and community opportunities for current and future Peoria residents and its visitors.
4. Mixed Land Uses. Downtown Peoria needs architecturally simple buildings with complex uses where housing and offices occur over ground floor commercial uses with the design emphasis on the public-realm streets. At street level create "public places" rather than buildings isolated by surrounding parking lots.
5. Density/Intensity. A walkable domain requires a concentrated population to optimize the inherent benefits to be realized from this development pattern.
6. Easy, Simple, and Expedient Access into Downtown
7. Easy to Move About. Public transit, vehicular, bicycle, pedestrian access, movement, and parking within the Downtown will be safe, efficient, stress-free, and compatible with the business and public space environments.
8. Links to the Past. The historic character of Old Town (the Downtown Core) and select historic artifacts in the Downtown area are unique to Peoria and irreplaceable community assets which attract investments in the Downtown and result in economic gains for the community-at-large.

9. A Focus of Community Activity. A day and night place which offers an environment specifically created to host shared community experiences which welcome observance and encourages participation by citizens and visitors.
10. A Place for Pedestrians. High-quality pedestrian facilities provide a "first-priority use" experience which is safe, comfortable, attractive, convenient, and inviting for all ages, and after experiencing such environment, encourages the users to consider using public traffic transit to travel to the Downtown.
11. A Good Place to Live. Increase residential population within the Downtown area by offering urban densities and quality residential environments.
12. A Distinct Downtown Identity Creates an Essence of Place. Views of exterior spaces, street and walkway enhancements, building and structure design, public directional and information signage within the four-mile Area will collectively establish an identity of place — Downtown Peoria.

Goals & Objectives:

1. Transform Downtown Peoria into a revitalized and improved urban center, with a brand and character – attracting economic development opportunities while supporting a mix of uses.
2. Urban design plan that creates an identity and character.
3. Peorians feel strongly that the historic town center, Old Town, is where Peoria's roots are at and is the heart and soul of the community. The Original Town Center offers unique existing elements and a broad range of opportunities. The existing small, rural town structures and town layout offer a historic view of Peoria's early development. Most structures are still occupied and good candidates for restoration and continued use. Retention and proper restoration could result in significant economic benefits by attracting visitors to the center.
4. Preserving and restoring historic architecture of Old Town structures.
5. Development standards for mix of land uses including public spaces.
6. Design guidelines to maintain development and design quality.
7. Enhanced circulation networks.
8. Opportunities for public-private partnerships to promote plan ownership and buy-in.
9. Implementation Strategies and process using a 'three phase' approach:
 - Downtown Revitalization development plan with community approval;
 - Policy and regulatory tools and strategic actions to achieve plan goals;
 - Initiate four public and private demonstration projects (Design and construction plans for two historic preservation, one new construction and one public ROW improvement projects that are consistent with the plan and set the bar for aesthetics and architectural excellence.
10. Plan Adoption.

Design Criteria and Building Components

This section of the 1999 CPRP provides architectural design guidelines for new development and renovation of existing structures that respond and respect the historic structures within the Old Town area of Downtown. However, the design guidelines do not communicate the City's design expectations to provide a framework for evaluating new development projects to ensure that these projects are well designed, integrated compatibly into the neighborhood context.

Revitalization Goals, objectives and Plan Components

This section of the 1999 CPRP provides goals and objectives for urban design, economic development, land use, transportation and circulation, architecture and landscape design and plan implementation. The Plan components are categorized according to Primary core, secondary core, major access corridors and surrounding neighborhoods. Components include block design, area

design guides, area building heights, economic development plan, transportation and circulation plan and land use plan. Land use designations that are appropriate for the area are also provided. However lack of development standards and evaluation criteria and vague land use designations providing no direction.

Plan Recommendations

The 1999 CPRP plan recommendations are as given below:

1. Increase of traffic flow will require the widening of 83rd Avenue from two lanes to six lanes. The current situation does not allow for six lanes of traffic to move through Old Town. To alleviate this problem an 83rd Avenue bypass is recommended around Old Town. This by-pass will intersect Grand Avenue at 81st Avenue at a signalized level crossing
2. To alleviate the access and egress situation along Grand Avenue's business and service establishments a new frontage road has been proposed. This frontage road would be integrated as each block is developed.
3. There is the opportunity for the Old Town area to benefit greatly when it is linked to Phoenix via a light rail or commuter rail system. This rail system would be based out of the Transit Center, to be on the north side of Grand Avenue between Peoria Avenue and 83rd Avenue.
4. To accommodate cyclists coming to and cycling through Old Town, bicycle lanes ought to be clearly identified.
5. The pedestrian crossing at Grand Avenue and Peoria and 83rd Avenues is currently a formidable obstacle.
6. Acquire properties for the development of a multi-modal Transit Center on the east side of Grand Avenue between Peoria and 83 rd Avenues; consider locations for ancillary "park and ride" sites in preparation for acquisition opportunities.
7. Realign 83'd Avenue between Mountain View and Monroe Street; construct a high volume bypass, for 83'd Avenue, around the primary core that would intersect and cross Grand Avenue at 81st Avenue; install traffic signal at Grand Avenue.
8. Conduct a study of Grand Avenue movements to be the basis for developing frontage roads connected with local streets, Grand Avenue turning lanes, shared driveway curb cuts off frontage roads and Grand Avenue. These modifications will serve drivers, fearing Grand Avenue travel, by offering alternate entries to business areas, elimination of unnecessary curb cuts and reduce turning movements on and off Grand Avenue.
9. Widen Grand Avenue from four to six lanes to accommodate future traffic volume. Add one traffic signal along Grand Avenue, the first at the intersection of 81' and 83' d Avenues with Grand Avenue; the second at the intersection of 79 th Avenue with Grand Avenue. Support the construction of an Olive Avenue fly-over at 75th Avenue and Grand Avenue. Support the construction of on and off ramps to connect to Agua Fria Freeway/101 Loop at 91' and Grand Avenues.
10. Prepare a Downtown Bicycle Network Plan that interconnects with an overall Peoria Bicycle Network to offer bicycle access directly into the Downtown.
11. Connect the City government complex, via vehicular, bicycle, and pedestrian systems, to locations that have supportive, interactive uses and activities.
12. Adopt an Old Town Historic District to encourage preservation of historic structures and to stimulate renovation and adaptive reuse of structures within the Historic Influence Area

13. Conduct a feasibility and cost study for the preservation and rehabilitation of the Edwards Hotel and market the opportunity to identified potential investors and users.
14. Market the opportunity for an adaptive reuse in the Old Cotton Gin building.
15. Reserve the block defined by Washington and Jefferson Streets, 84^h and 83^d 4 Avenues for a future parking structure. Retail and service business need to be located in the structure at street level to provide visual observance of the public realm and fosters public safety.
16. Close 83^d Drive between Washington Street and Peoria Avenue to through vehicular traffic; transform the right-of-way to a pedestrian connection between the theater for performing arts and Osuna Park.

"Kick Start" Revitalization Demonstration Projects

1. Renovate Osuna Park and consider acquisition of adjacent properties to allow expansion of the Park. Remove the building housing the Peoria Economic Development Group and consider relocating the Old Jail and the Women's Club. Expand the Park to Grand Avenue. Install new, historically-correct, signage, lighting, pedestrian amenities and furniture, and landscaping.
2. Partner with Theater Works to build a 250-seat performing arts theater on the old City Hall site. Architectural design of the theater to provide business or retail spaces on the ground floor of the theater, especially along Peoria Avenue. Close 83^d Drive between the theater and Osuna Park. Establish a strong functional relationship between the theater and the Park.
3. City-initiated investment in two "revitalization demonstration" projects: the exterior preservations of the two historic structures: 1) Hood Building and 2) the city-owned fire station. Issue a "Request for Qualifications and Proposal" for a investment partner to rehabilitate the interiors of the buildings and for users whose use is consistent with urban uses in the Core. City to invest in one "public improvement demonstration project": transform 84^h Avenue between City Hall and Washington Street into a pedestrian-oriented street re-designed and programmed for three functions: parking and circulation, special markets, and large civic events.
4. Conduct a feasibility and cost study for the preservation and rehabilitation of the Edwards Hotel and market the opportunity to potential investors and users.
5. Prepare a final "Revitalization Development Plan" establishing site architectural, landscaping, lighting, signage, and public improvement guidelines and use options.
6. Activate a three-year Revitalization Implementation Program that engages both public and private professionals, partnerships, initiatives in an Revitalization Implementation Process
7. Prepare and adopt a "Downtown Revitalization Overlay Zone" for the Downtown that: establishes protective standards that benefit properties adjacent to new development; sets site-specific use, density/intensity, height, and development criteria and standards; offers "trade-off" incentives in exchange for use and development consistency and conformance with the final, site-specific Revitalization Plan

Plan Strategies Accomplished

The following strategies were accomplished:

1. Osuna Park improvements,
2. infill incentive policy,
3. streetscape enhancements,
4. Establish Historic Preservation Program, and

5. Façade improvement program

UPDATED DESIGN REVIEW MANUAL

The City of Peoria is currently in the process of updating its Design Review Manual, which includes standards and guidelines for development within the City. The document that follows is a draft of the revised Design Review Manual as of May 22, 2008 and has sections devoted to non-residential, single-family residential, and multi-family residential development, as well as standards specific to Old Town and Lake Pleasant Parkway.

The goal of the design guidelines is to provide clear and instructive principles and guidelines for the design and review of commercial, industrial, and residential development in Peoria. The principles and guidelines are intended as a baseline for the minimum qualitative design expectations in Peoria. In addition to forgoing a district community identity, the Design Review process is intended to promote:

- Diversity in Development
- Distinctive and safe development templates
- Increased pedestrian and multi-modal connectivity
- Preservation and retention of environmentally sensitive areas
- Sustainable natural and built environments
- Enhancement of the value of property, and;
- Protection of the over all health safety and welfare of the community.

Old Town Section

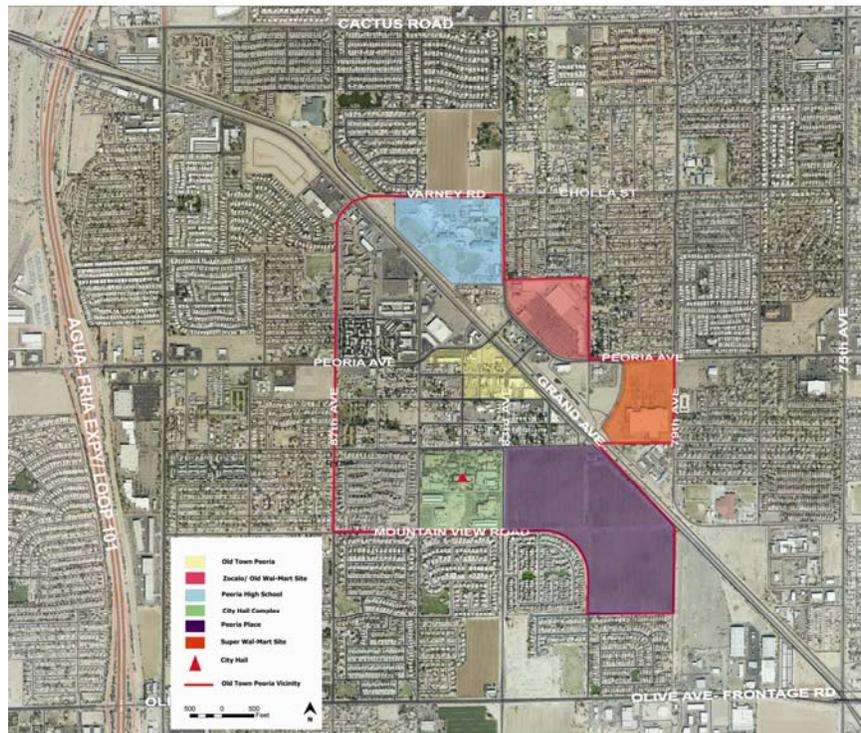
The Old Town area is of special interest to the City as it represents the City's history and charm. Development in Old Town must be consistent with the existing flavor. The City's vision for this area is a commercially-based core with supporting residential uses. Together, these uses will create a walkable community and comfortable streetscape taking advantage of the existing narrow streets, mature trees and dense development pattern. Though restoration of existing structures is preferred, new development is certainly welcome provided it works in concert with the City's vision for Old Town.

The dominant character of Old Town should be that of a retail-oriented, commercial environment with an active street edge that is inviting to pedestrians, while also accommodating to automobiles. Development should include a mix of building types including older structures and compatible, newer ones. Each building should reflect the style and character of its own time, but should also contribute to a sense of visual continuity for the area.

Applicability

These guidelines shall apply to the design and construction of new commercial/retail, office, multifamily residential or mixed-use development in all zoning districts in the Old Town area. These guidelines shall also affect exterior alterations, additions to or the rehabilitation of any existing buildings in Old Town. The guidelines are broken down by concept, applying to *all* land uses in the Old Town area unless otherwise stated. The map below depicts the affected area of Old Town.

Old Town Special Area - Design Review Manual (Boundary)



Site Design

Overall the over arching principles in the Old Town Guidelines exemplify “new urbanist” or “smart growth” principles. However more guidance and direction could be used/ added to the language of the document to further the effort to revitalize Old Town. The Design Guidelines are broken down into the following categories;

Site Design

- Site Layout and Orientation
- Access and Circulation
- Parking
- Pedestrian Amenities/ Public Places
- Other Thematic Elements
- Landscaping
- Lighting
- Refuse Enclosures
- Signage

Architectural Form

- Building Mass
- Building Form
- Architectural Character
- Color and Materials

INFILL INCENTIVE DISTRICT PROGRAM – ARIZONA AUTHORIZING LEGISLATION

Pursuant to Section 9-499.10 of the Arizona Revised Statutes, cities and towns may establish Infill Incentive Districts for areas that meet at least three (3) of the following requirements:

- There is a large number of vacant or dilapidated buildings or structures
- There is a large number of vacant or underused parcels or properties, obsolete, or inappropriate lots or parcel sizes or environmentally contaminated sites
- There is a large number of buildings or other places where nuisances exist or occur
- There is an absence of development and investment activity compared to other areas in the city or town
- There is a high occurrence of crime
- There is a continuing decline in population

If the governing body establishes an infill incentive district, it shall adopt an infill incentive plan to encourage redevelopment in the district. The plan may include :

- Expedited zoning or rezoning procedures
- Expedited processing of plans and proposals
- Waivers of municipal fees for development activities as long as the waivers are not funded by other development fees
- Relief from development standards

FAÇADE IMPROVEMENT POLICY PROGRAM

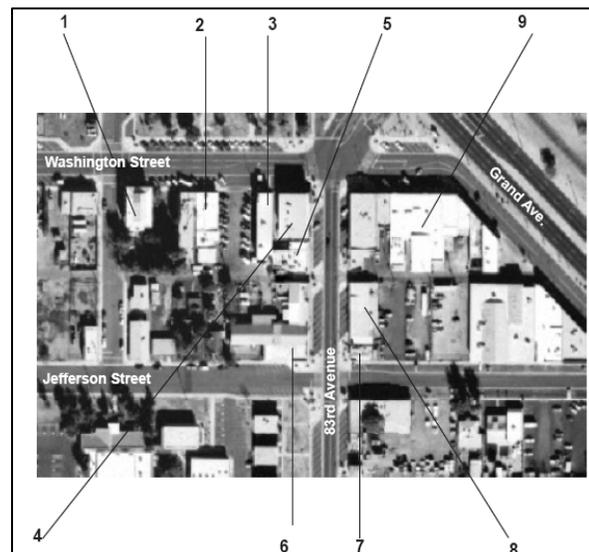
The Façade Improvement Program was an incentive program to aid in the redevelopment of the project area – Old Town Peoria (see below map). In order to qualify for the program, building facades were required to be within 50 feet of the public Right-of-Way (ROW) or within 100 feet of a public open space. The programs did not cover interior work and participants were required to take before and after photos of the improved façade.

The money available to the qualified applicants was in a matching form, with \$10,000 of matching funds for the first 100 linear feet of frontage with each additional \$100 for each additional linear foot. The maximum reimbursable rate was held to \$25,000 during any 12 month period.

This program is currently inactive.

PEORIA FAÇADE STUDY

This study was a study commissioned by the City of Peoria after adoption of the 1999 Central Peoria Revitalization Plan. The Study was completed by Dr. Hemalata Dandekar, Director of ASU's School of Planning and Landscape Architecture with assistance from graduate students in the program. The study selected 9 buildings in the Old Town Peoria Study Area, and individually analyzed the existing conditions architecturally along with possible



Façade Study Area

improvements to restore architectural integrity to the structures.

General Findings were outlined as:

There are several characteristics that distinguished the buildings as a group.

- They are small in scale with simple forms. Modestly constructed, their appearance relates to their functions rather than design intent.
- The building elements and their arrangements also provide evidence of the early automobile orientation of the downtown's development.
- The Buildings are products of a number of different eras.

Consequently, they are individual in character. Stylistically, the buildings reflect a simplistic Western and/or Southwestern character that is primarily related to the materials used in their construction. While the buildings were individually studied, it should also be noted that as a collection they also provide evidence of the historic development of the Town site. Their location demarcates the original layout of the town. The block, patterns, which include structures as well as vacant lots, is indicative of the dispersed nature of historic building in small western towns.

GENERAL APPROACH TO REHABILITATION

In general, the traditional pattern of horizontal layering which dominated building composition along American commercial streets should be followed in the restoration and development of building facades. This pattern dictates storefront openings and structural piers at street level with an awning or canopy and sign hand above. Upper levels, where they occur, may consist of openings set into a planar, surface and the top of the building may have a cornice. It is particularly important to adhere to the original size, proportions and location of openings in upper level facade walls. Secondary facades of a building which are exposed to public view should be compatible with the primary facade. Exterior materials except glass should be primarily matte in finish and should be in the middle of the range of color value.

In the process of rehabilitation, buildings should be structurally upgraded and reinforced to conform with health and safety codes. In addition, existing roof mounted mechanical, electrical and plumbing equipment should be screened from views by pedestrians at street level and by users of nearby buildings.

PEORIA PLACE PLAN

The Peoria Place Planned Area Development (PAD) project is a 126 acres project which includes Mixed-Use, Single- and Multi-Family residential, commercial, office uses and some open space. The Peoria Place development will occur on land use prior utilized as agricultural production.

The Land Use areas will incorporate Approximately:

- 11 Acres of Office
- 23 Acres of "Town Center" Mixed Use
- 3.6 Acres of Low Density Residential
- 46.4 Acres of Medium Density Residential
- 43 Acres of High Density Residential

Phasing

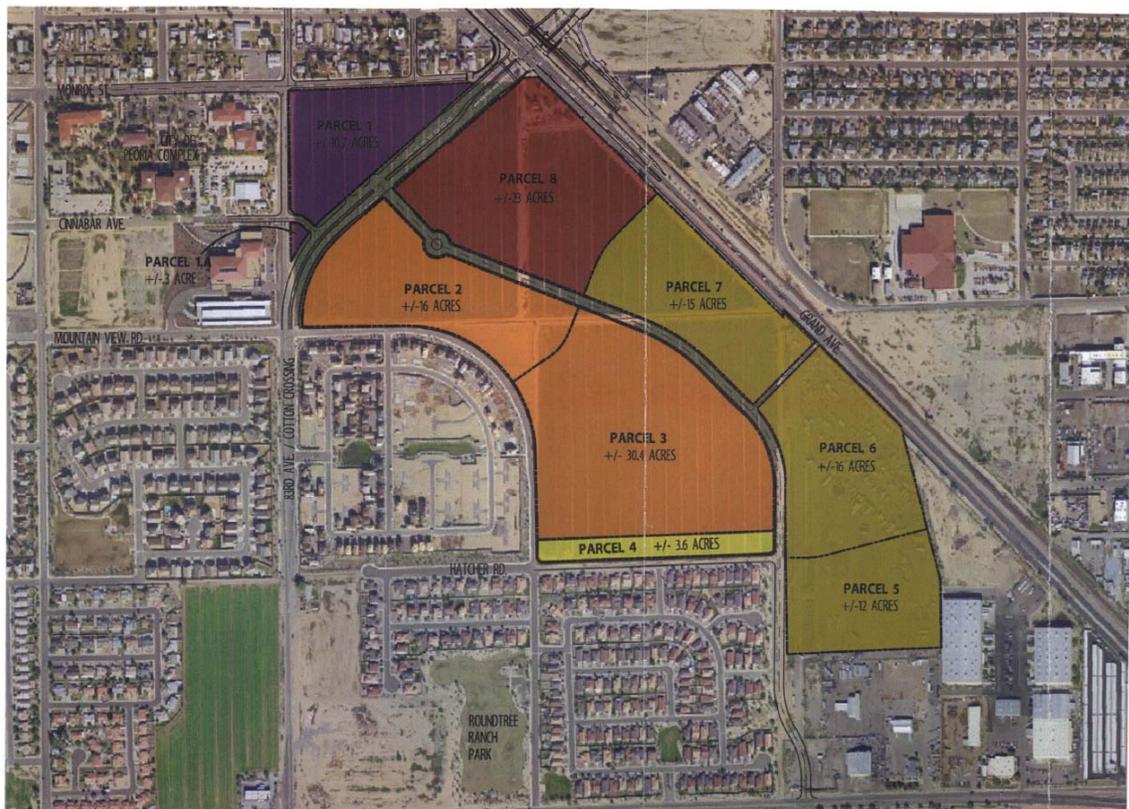
Peoria Place is proposed to be constructed in phases, which will commence with infrastructure improvements. This initial phase will likely be followed by multi-family development upon parcels 5 and 6 and may include at the same time commercial development within parcels 1 and 8. It is anticipated that single family residential development will follow in Parcels 2,3, and 4 and build out will be complete with the construction of parcel 7.

Open Space

Open Space in Peoria Place Mixed Use Land Designations will primarily be designated for monuments at entry points and for public art, leaving little usable open space for its inhabitants. However 30% of the net site area in Multifamily Land Use designations shall be designated for open space.

Site Analysis

The Peoria Place Layout and site plan appear to be in fact auto-oriented and self inclusive discouraging connectivity to adjacent parcels. The majority of the Mixed Use Buildings located on sites 1 and 8 are located away from the streetscape and surrounded by parking spaces. In addition connectivity to the adjacent parcels is separated by as much as 6 lanes of traffic and range from approximately 70' – 130' of Right-of-Way distance.



Conceptual Land Use Map



Conceptual Site Plan for Sites 1 & 8

4. CONCLUSIONS

This section contains a brief summary of key findings for the existing conditions report for the Old Town area. These conclusions are statements of fact that will serve as the basis for subsequent research and analysis in the next phases of the Revitalization Plan update.

Currently in the Old Town area there many vacant and under utilized sites providing a tremendous opportunity for revitalization. The existing grid systems and small blocks will allow for a valuable template to built upon and rehabilitate existing conditions.

This section will be completed with the conclusion of the Central Peoria Revitalization Plan Project