



MEMO

To: Rob Gubser, Client Project Manager
CITY OF PEORIA

From: Loreli Cappel, Consulting Project Manager
PMC

Date: January 28, 2009

Re: Central Peoria Revitalization Plan - TAC Memo

INTRODUCTION

The following materials are for distribution to the Project Advisory Committee (PAC) in advance of the January 28 2009 meeting. Items for next week's discussion with the committee include:

- November 13, 2008 Workshop #1 Feedback & Direction
- The Draft Revitalization Plan Table of Contents
- The Draft Architectural Design/Vision Concept

Over the past few months, the project team has been working with City staff and the community in a series of outreach efforts to better understand the project area and to synthesize a consensus-based set of goals and vision elements for the future of Central Peoria.

BACKGROUND

Outreach efforts thus far include:

October 20, 2008: TAC & PAC meeting -

The Consultant team met with members of the Technical Advisory Committee (TAC) and Public Advisory Committee (PAC) to receive initial input from the TAC and PAC with regards to urban design, transportation, economics and historic preservation as it relates to the Central Peoria Revitalization Plan (CPRP). A presentation was given by the consultant team on the said elements of the plan and input was received from the TAC and PAC using live interactive polling and mapping exercises. It was from this meeting that the Consultant team refined elements of the plan to be presented at the first of two interactive public workshops.

November 13, 2008: Public Workshop #1 - The Consultant team held the first of two interactive workshops open to the public. The purpose of this workshop was to receive essential input from the public and further refine preliminary elements of the CPRP. Input from the public was received through interactive polling, a question & answer session and through attendees

rotating among three hands-on “planning” stations. These stations involved key elements of the plan including transportation, economics and urban design.

December 13, 2008: TAC Meeting - The Consultant team met with City Staff to discuss the feedback from the November Public Workshop #1 and synthesized direction for the project area community vision. Contents and organization of the Revitalization plan document were also discussed and feedback was obtained. This input was used in the refinement of the products that will be presented to the PAC on January 28th, 2009.

ACTION:

Since the December TAC Meeting, the project team has refined the Draft Revitalization Plan Table of Contents, and Arch. Design Plan to incorporate staff ideas and feedback. The project team would like input from the PAC on the attached draft products to assist the project team in further refining materials for the upcoming Project Community Workshop on February 25th. For the Table of Contents (TOC), the project team is looking to the Committee for a discussion on additional considerations or ideas on organization and content. We will also take this time to answer questions from the Committee on the TOC. On the Draft Design Plan narrative and concept, the project team will outline the elements of the plan which has been developed based upon project information and outreach to date, and solicit feedback on the Draft Concept. The rough Diagrammatic Concept which was presented to the TAC in December 2008, is included only for your information and to provide background and illustrate progress. Please review in advance of the January 28th PAC meeting and come prepared to discuss these items.

ATTACHMENTS:

- 1) Draft Revitalization Plan Table of Contents**
- 2) Draft – Architectural Design Plan/Framework with Associated Narrative
(Including 1. Diagrammatic Concept and 2. Draft Concept)**

CENTRAL PEORIA REVITALIZATION PLAN

TABLE OF CONTENTS

1. Introduction and Purpose
 - a. Need for a Revitalization Plan
 - b. Focus of the Plan
 - c. Goals for Central Peoria's Revitalization Plan
 - d. Relationship to Other Plans and Policies
 - e. Plan Organization and Use

This section describes what is a revitalization plan, reviews project goals; defines project boundaries; provides organizational outline and how this document will be used by different users.

2. Plan Area Context
 - a. Regional Context
 - b. Local Context - Relationship of Project Area to the Rest of the Community
 - c. Physical Conditions
 - i. Land Use
 - ii. Traffic, Circulation and Parking
 - iii. Important Buildings and Landmarks
 - iv. Cultural, Entertainment and Recreational Facilities
 - v. Other Projects
 - d. Urban Form and Character

This section includes a summary of the key issues and factors that impact the planning effort. Summarize existing land use patterns, traffic conditions, important buildings and landmarks and future projects that impact the project area. Recap opportunities and constraints analysis. Include secondary information as part of the appendix (from the Existing Conditions Report).

3. Market and Demand Analysis
 - a. Geographic Areas
 - b. Market Overview
 - i. Retail
 - ii. Office
 - iii. Residential
 - c. Findings
 - i. Retail Potential
 - ii. Office Potential
 - iii. Residential Potential

Recap ESI's report (Can be part of chapter 2)

4. Community Input
 - a. Role of Advisory Committees
 - b. Stakeholder Interviews
 - c. Community Workshops

This can be a separate chapter or be part of another chapter; identify the role of PAC and TAC; list of workshops, meetings and summary of key results. Detailed results can be part of the appendix

5. Vision and Guiding Principles
 - a. The Vision
 - b. Guiding Principles
 - c. "Architectural" Design Plan

The findings from Chapters 2, 3 and 4 are translated into a compelling vision for Central Peoria's revitalization. This section describes the revitalization concept for the CPRP and how it will be expressed as a series of private and public projects guided by a land use framework and development standards. This section includes revitalization vision concepts for the Project Area; urban design objectives, character of proposed sub-districts and the urban/architectural design plan.

6. Revitalization Plan Components
 - a. Land Use Plan
 - b. Traffic, Circulation and Parking
 - c. Streetscape Plan
 - d. Design Review Standards and Guidelines
 - e. Historic Preservation Plan

This section includes the description of the land use framework; and the development standards for each of land use category and building type. This chapter will also include circulation plan goals; assess multimodal opportunities; strategies to address parking demand; pedestrian route/ streetscape plan for pedestrian accommodation and connectivity for future revitalization projects; design guidelines and development standards for residential and commercial development and improvements to the public realm while maintaining flexibility for the private market; and Historic Preservation goals, policies and implementation actions that will guide Peoria in preserving its historic resources.

7. Implementation and Finance
 - a. Statutory Authority
 - b. Organization

- c. Financing Tools and Programs
- d. Infill Incentives Strategies
- e. Catalyst/ Initiative Projects
- f. Model Return on Investment (ROI) opportunities and strategies
- g. Implementation Plan Matrix

This section provides an action plan with phasing and implementation recommendations within the context of the City's development process.

8. Appendices

- a. Relevant Studies and Initiatives
- b. Historic Preservation efforts
- c. Secondary Information from the Existing Conditions Report
- d. Other Studies

This section includes background information and analyses utilized to formulate the Plan.

Draft CPRP Architectural Design Plan Framework

The following list of concepts, projects and improvements are intended to guide discussion at the 1.28.08 TAC&PAC meetings. The intent is to discuss these concepts in a “round table” forum and discuss whether items should be included, omitted or modified as we move forward to refine the Architectural Design Plan Product that will be presented to the Community for review at the next community workshop on February 25th.

** indicates parking and circulation improvements*

Big Ideas: (these will be repeated below)

1. *Depress Grand Ave with public space/deck between Peoria and 83rd.¹
2. Create/reinstate traditional Old Town Retail Core with historic character
3. Redevelop old Wal-Mart site with a large, walkable, mixed use project with a major open space spine that runs through the middle of the plan, linking Old Town with transit and new retail at the old Wal-Mart site
4. Bring in high tech/office center at 84th and Grand (NW corner of plan)
5. *New multi-modal transit station along Grand between Peoria and 83rd
6. Supporting med and high density res flanking transit station
7. *Frontage road along RR tracks

Central & Grand District Improvements

- Outdoor pedestrian mall with mixed use Commercial/entertainment/res/possibly office – at old Wal-Mart site. Ideas for uses include:
 - Commercial “lifestyle center” similar to Park West entertainment/shopping center off of Northern Ave and Loop 101
 - Higher education/medical /community-serving uses
 - Vocational or Community college/trade school or culinary school
 - Mixed use with res above
 - Youth Center
 - 1 stop family resource center
 - Big regional draw (something nobody else has...that a developer would actually build – currently working with development community)
- *Depress Grand Ave with public space/deck between Peoria and 83rd. Eliminate 83rd crossing at Grand. Alternatively if depression does not occur: A. Create a pedestrian bridge to connect Old Town to the east side of Grand and/or B. Enhance Peoria Intersection crossing as landmark or focal point with enhanced paving and pronounced pedestrian crossings and mid-block pedestrian refuge.

¹ The depression of Grand Ave. is a conceptual ADOT project that may or may not be supported by the City. The final Architectural Design Plan Framework will take this fact into consideration and recommend an alternative solution for a cohesive plan.

- *Plaza/Deck over depressed Grand to create a public space and/parking – similar to what they’ve done in Glendale.
- *Ped promenade (major open space spine) from Osuna park to Old Wal-Mart that runs through the middle of the plan, linking Old Town with transit and new retail at the old Wal-Mart site. Promenade crosses over a sub-grade Grand corridor through multi modal transit station and links to new commercial project at old Wal-Mart site.
- *One way auto couplet from Peoria to new commercial at old Wal-Mart site.
- *Multi modal station between Peoria and 85th at Grand with parking (possible structure) serving both old town and new commercial center at old Wal-Mart site.
- *Reintroduce grid by bringing autos through old Wal-Mart site in Blvd fashion with ped promenade between one-way couplet.
- *New proposed “Railroad Street” frontage street along east side of rail line.
- Medium density res north west of old Wal-Mart site.
- High density residential along Grand to east north and south of the proposed station.
- Continue cul-de-sac at Performing Arts Center through to Peoria with reduced/limited access. Discuss concept of “shared or convertible space”.
- *Parking to support new commercial center behind proposed mixed use project at old Wal-Mart site and new residential (adjacent to site).
- Ped linkages to existing adjacent neighborhoods from new mixed use project at old Wal-Mart.
- *Wayfinding program throughout district to identify a sense of place and help users/visitors navigate.
- *Aesthetic improvements along Grand corridor.
- *Enhanced Ped crossing at Peoria.

Old Town District

- Encourage walkable, family-oriented and entertainment uses that will support residents and attract visitors (restaurants, specialty shopping, evening uses).
- Commercial or service offices at ground floor of all buildings.
- Reuse of all structures is encouraged wherever possible (fire station to restaurant, jail to museum, etc).
- Continue to maintain res historic district/pattern of development of 3 stories max.
- Old Town retail core should focus on intricate and pedestrian scaled mixed use infill development and rehabilitation that reflect traditional old town charm and possibly brings back the character that has since been changed.
- Gateways to announce Old Town District from Grand and Peoria Avenues.
- Osuna Park as Peoria’s Central Park – active gathering place with programming for major festivals (public restrooms, furnishings, hardscape, etc).
- *Wayfinding program throughout district to identify a sense of place and help users/visitors navigate.
- *Consolidate park-n-ride at multi modal station and continue Old Town commercial use/pattern in its place.

- *Continue Old Town's "main street" improvements/environment currently along Washington and 83rd throughout retail core, finally through all of Old Town.
- Washington could become a "convertible space" with specialized paving and temporary (or timed) bollards that raise for events and a temporary pedestrian venue for large community events or weekly/seasonal farmer's markets/festivals.
- *Reintroduce or maintain alleys in Old Town.
- Explore key locations in Old Town for temporary street closures to auto traffic (to create a "pedestrian mall") when market conditions allow.
- Consolidate park n ride with multi modal station and fill in site with traditional Old Town scaled uses.
- Transition Goodwill site into a high-tech/office district.
- *Reintroduce/continue grid through high tech area in NW corner.
- Residential village – continue historic property lot line/boundary but infill with med dens townhomes with compatible architecture or preserve existing res.
- Continue/ rehab civic uses at n 83rd Dr. terminus.
 - expand/rehab community center,
 - add vocational education,
 - possible student resource center
 - possible youth facility or programs (performing arts, education, tutoring, etc)
- *Streetscape improvements and sidewalks along 83rd.
- Create a more integrated/connected civic district by enhancing connections to and from civic complex.
- Historic signage program (self-guided walking tour with kiosks, monuments, or plaques).
- Develop an art in public places program.
- Historic square – recreate historic landscape to reflect look of the past.

Note:

All other planned or approved projects within the design plan boundaries on the following exhibit (ex: Peoria Place Project) will be incorporated as is unless otherwise directed by staff.

Projects, programs and improvements outside of this core area will not be illustrated in the Arch. Design Plan Product, but rather incorporated in the text of the document with supporting graphics, photos or illustrations with geographic references/indicators.



