



OLD TOWN PEORIA REVITALIZATION PLAN

City Council Presentation

April 21, 2009



PMC[®]

Agenda

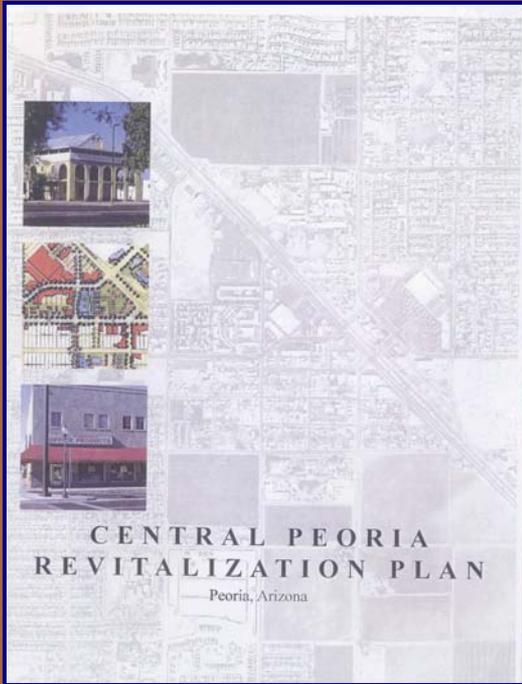
1. Project Background
2. Visioning Process
3. Main Products to Date
4. Next Steps



PROJECT
BACKGROUND



Ten year update



1999 CPRP

Recommendations of the original CPRP

- Theatre
- Osuna Park Master Plan
- Streetscape Improvements
- Cotton Crossing
- Historic Preservation Plan

Project Team & Roles

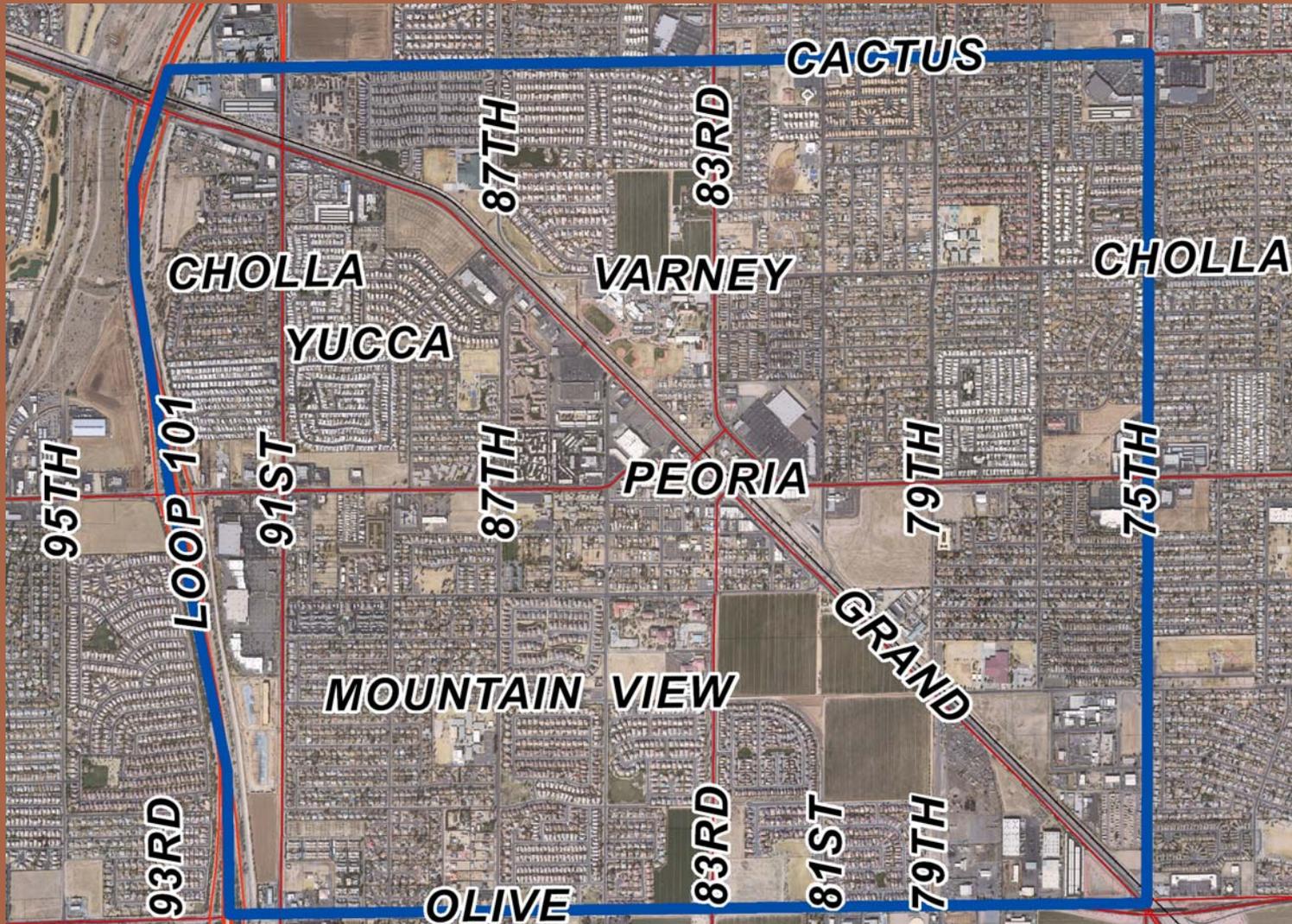
- **PMC**
 - Public Outreach
 - Urban Design
 - Historic Preservation
 - Financial tools and strategies
 - **ESI Corporation**
 - Real Estate and Economic Development
 - **PBS & J**
 - Transportation and Multi-Modal Opportunities
- **Community Members & Stakeholders**
 - 28 Member Project Advisory Committee (PAC)
- **City Staff**
 - Technical Advisory Committee (TAC)

Project Objectives

“The Plan will:

1. *Establish a **strategy for revitalization** of the historic Old Town and surrounding area*
2. *Capture **community vision***
3. *Establish and enhance the **identity of the Old Town Peoria area***
4. *Provide **policy framework** to realize the vision*

Project Area



Revitalization Plan Components

- Inventory
- Stakeholder/Citizen Participation
- Economic Market Analysis
- Land Use Plan
- Circulation Plan
 - Parking Plan
 - Pedestrian Plan
- Historic Preservation Plan
- Vision Plan
- Infill Incentives Strategies
- Financial Strategies for Future Development and Redevelopment Opportunities
- Implementation Plan & Program

Status Update

Input:

- PAC/TAC (4 meetings)
- 2 Public Workshops
- Stakeholder Interviews
- Market Study
- Circulation Study
- Document Inventory

Status Update

Output:

- Guiding Principles
- Land Use Plan
- Circulation Plan
- Vision Plan
- Thematic Elements
- Historic Preservation



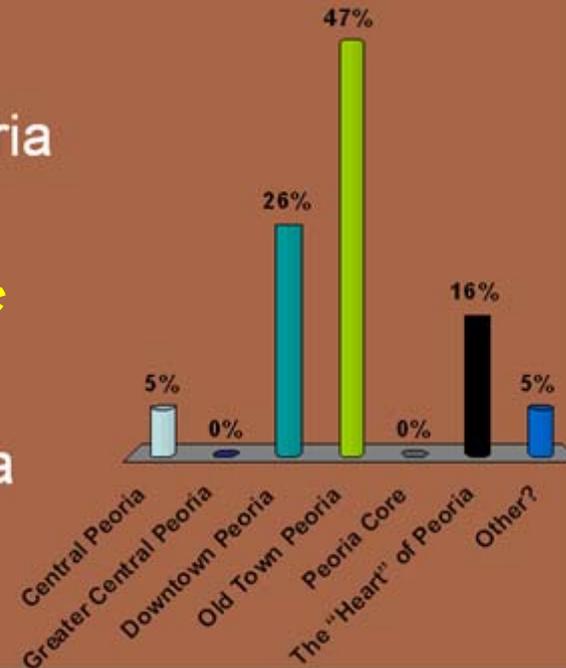
INPUT



Community Feedback Workshops, PAC & TAC

What Should We Call This Plan?

1. Central Peoria
2. Greater Central Peoria
3. Downtown Peoria
4. Old Town Peoria
5. Peoria Core
6. The "Heart" of Peoria
7. Other?

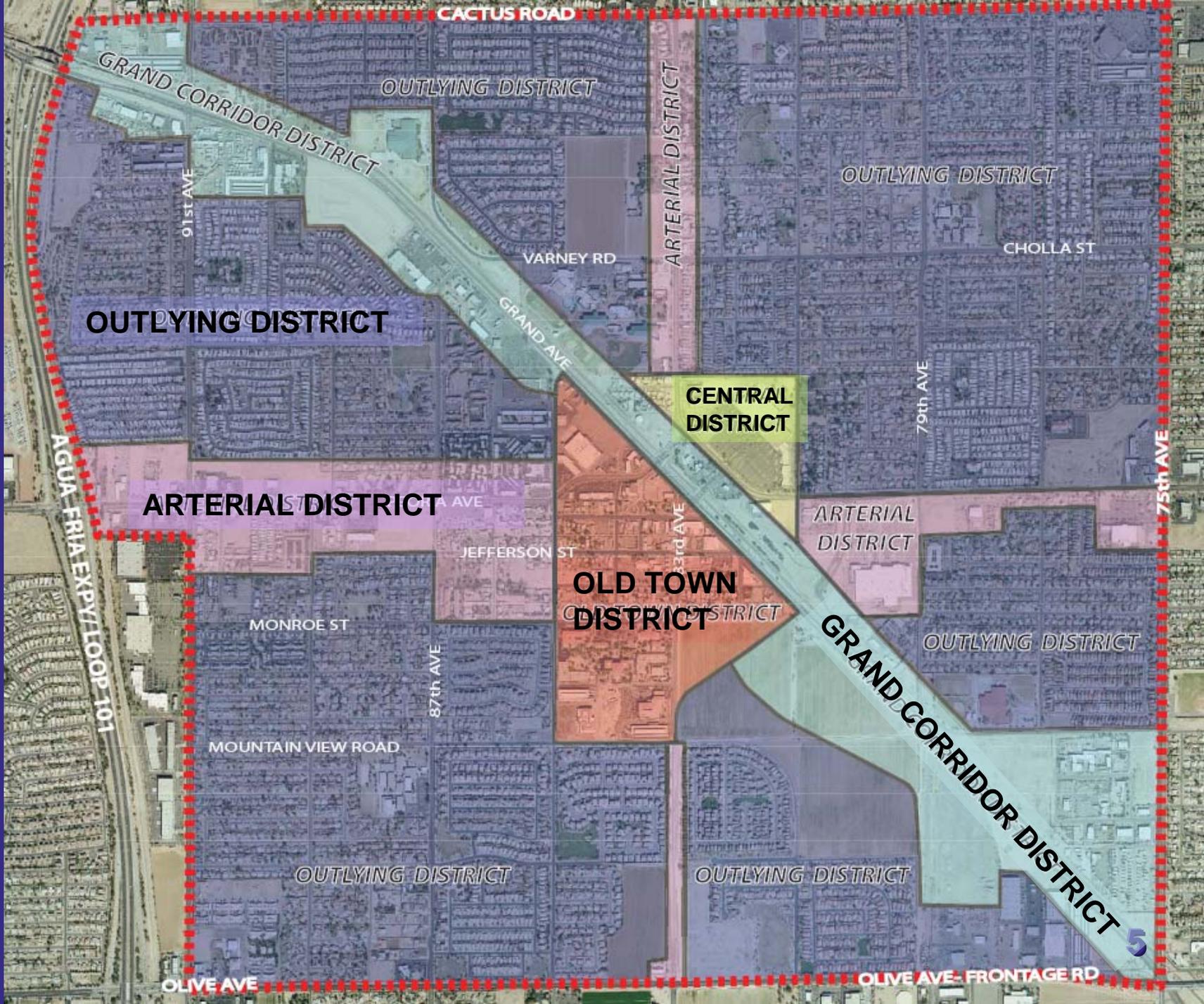


Community Feedback – PAC & TAC

- “Project area is too big, need sub-districts”



districts



Community Visioning – PAC & Workshop

Which should have the highest priority in Old Town?

1. Vehicles
2. Pedestrian
3. Bicycles

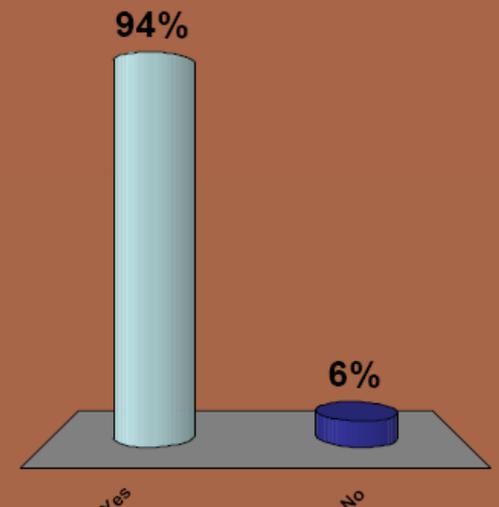
If yes, what type of transportation services would you like to connect to it?

1. Commuter rail
2. Light rail
3. Bus
4. Trolley/neighborhood
5. Taxi

57%

Would you like a transportation hub/terminal in Central Peoria?

1. Yes
2. No



Community Visioning – PAC & Workshop

What types of buildings are appropriate in the entire project area?

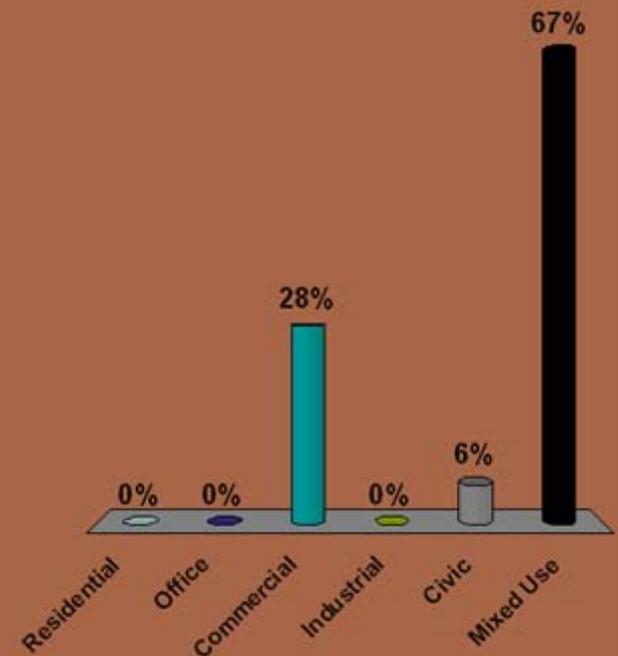
1. Low Rise
2. Mid Rise
3. High Rise (stories)

What types of buildings are appropriate in Old Town?

1. Low Rise
2. Mid Rise
3. High Rise (stories)

What should be the primary use in Old Town?

1. Residential
2. Office
3. Commercial
4. Industrial
5. Civic
6. Mixed Use



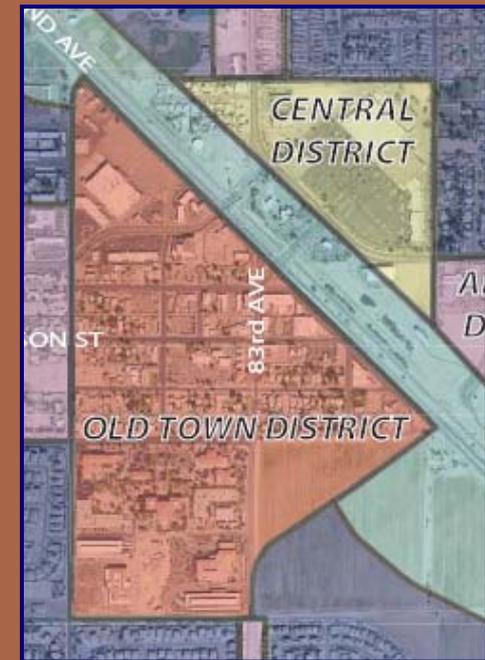
Market Analysis

Analyzed 3 Land Use categories

- Residential
- Office
- Retail

Opportunity for growth through 2020

Opportunity to create a unique ,
walkable, mixed-use environment





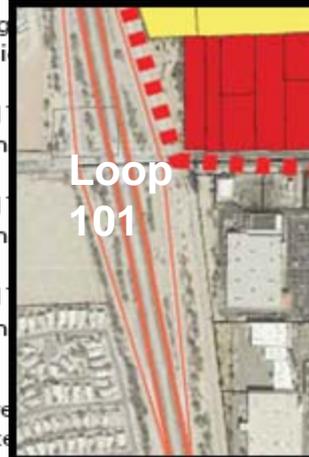
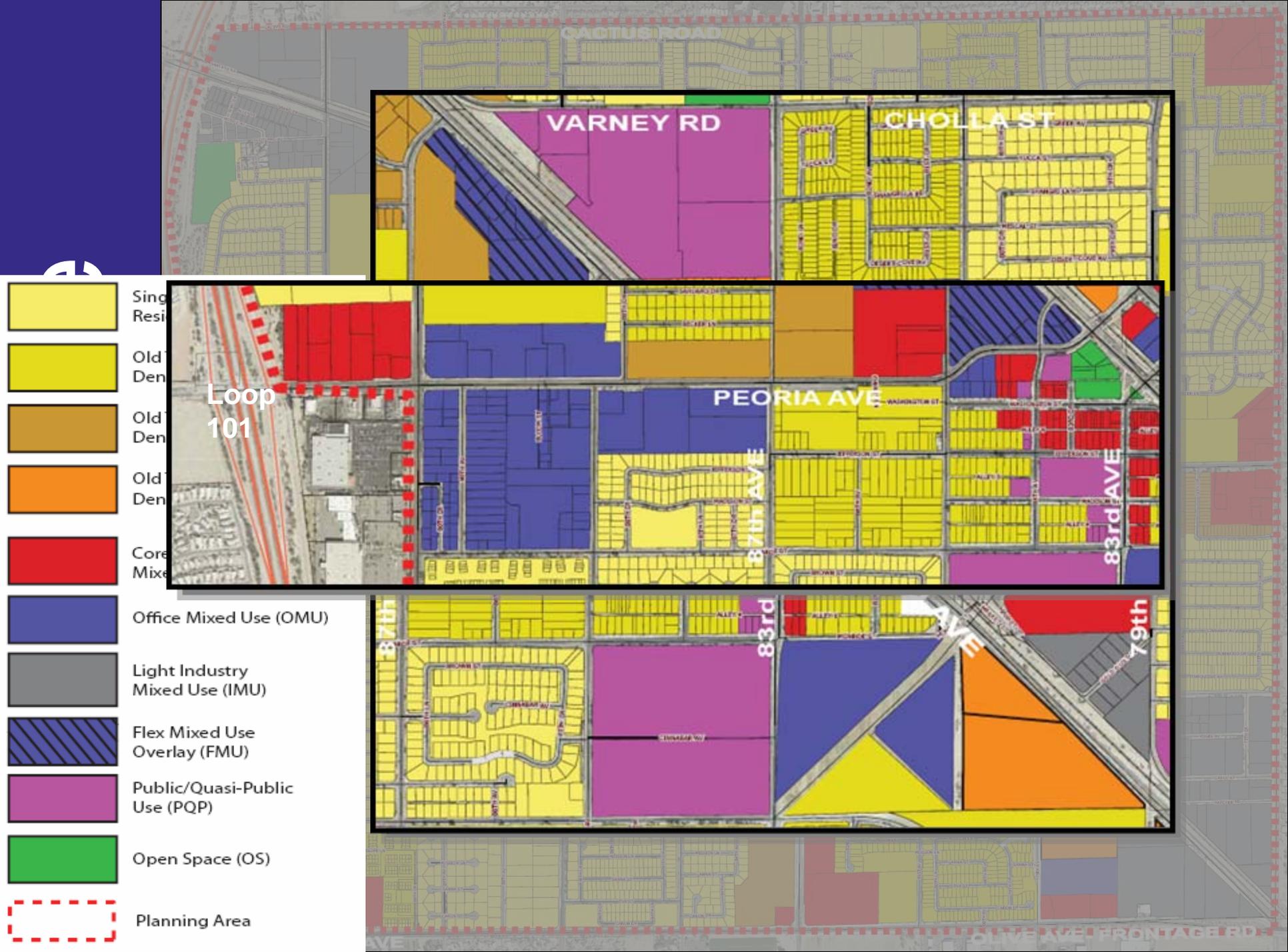
PROJECT COMPONENTS

Guiding Principles
Land Use Plan
Circulation Plan
Design Plan
Thematic Elements

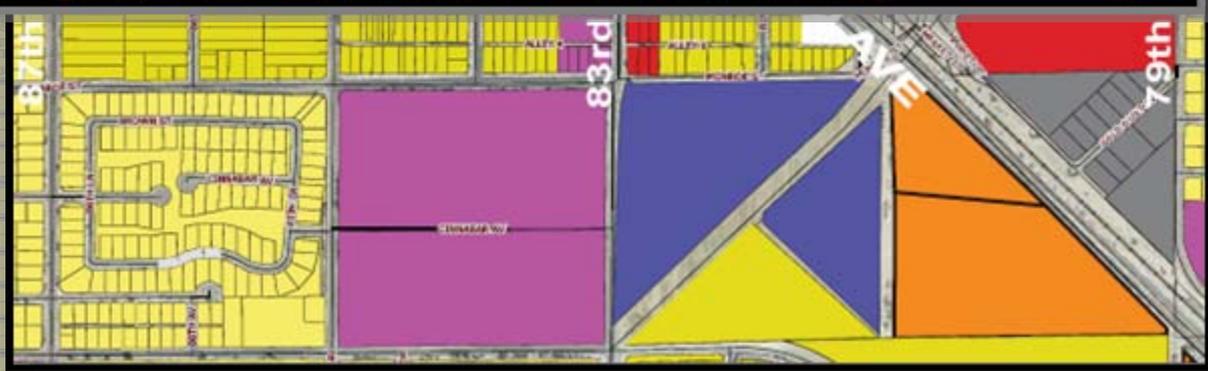


guiding principles

- Improve Economic Vitality & Stability
- Enhance Unique Character
- Reinforce Walkability
- Enhance Connectivity
- Create Transit Areas
- Enhance Visual Aesthetic
- Connect Public Open Space
- Stimulate Sustainable Development
- Recognize Regional Opportunities



-  Single Residential (SR)
-  Old Density (OD)
-  Old Density (OD)
-  Core Mixed Use (CMU)
-  Office Mixed Use (OMU)
-  Light Industry Mixed Use (IMU)
-  Flex Mixed Use Overlay (FMU)
-  Public/Quasi-Public Use (PQP)
-  Open Space (OS)
-  Planning Area



Land Use – New Designations

- **Old Town Medium Density Residential (MDR)**

– 6-18 Du/Ac



- **Old Town Medium-High Density Residential (MHDR)**

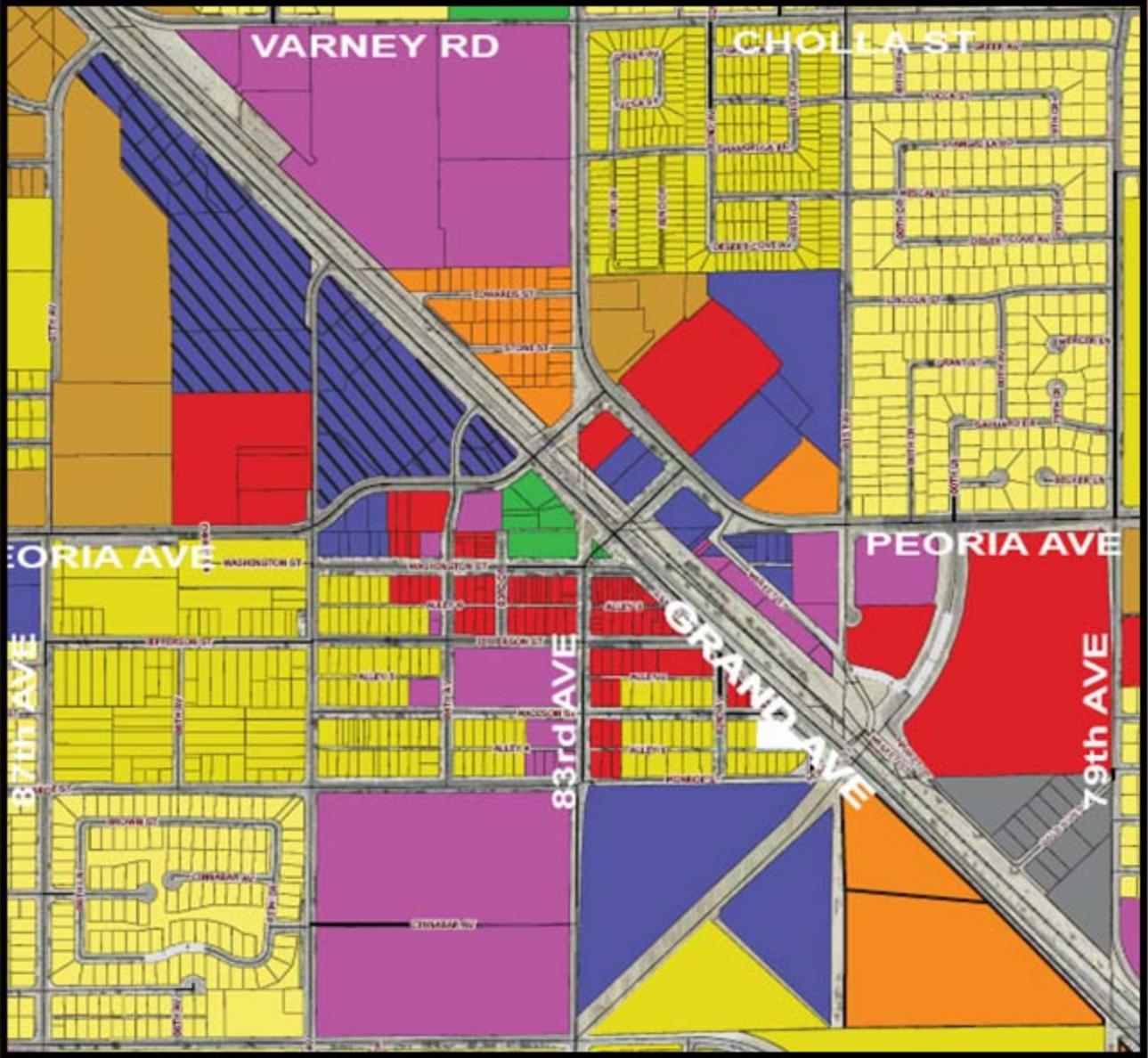
– 18-25 Du/Ac



- **Old Town High Density Residential (HDR)**

– 25-40 Du/Ac



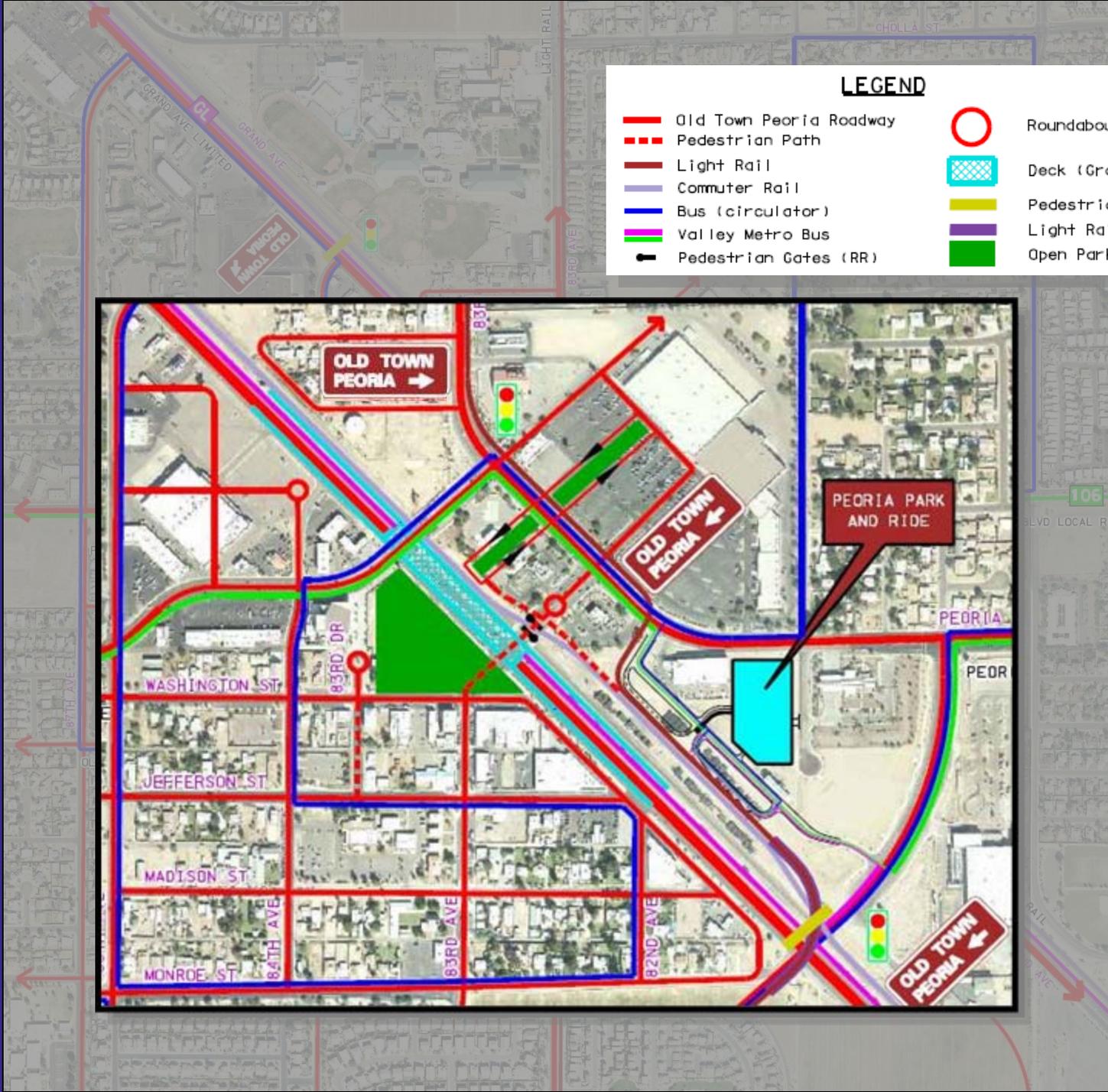


Land Use – New Designations

- **Office Mixed Use (OMU)**
 - Min 51% office use, Max 49% res ,Max 15% retail
 - 40' max
- **Light Industry Mixed Use (IMU)**
 - Max 10% retail 60' max
- **Flex Mixed Use Overlay (FMU)**
 - Min 51% office/convention use, Min 10% retail (balance for hospitality &/or entertainment use)
 - 100'

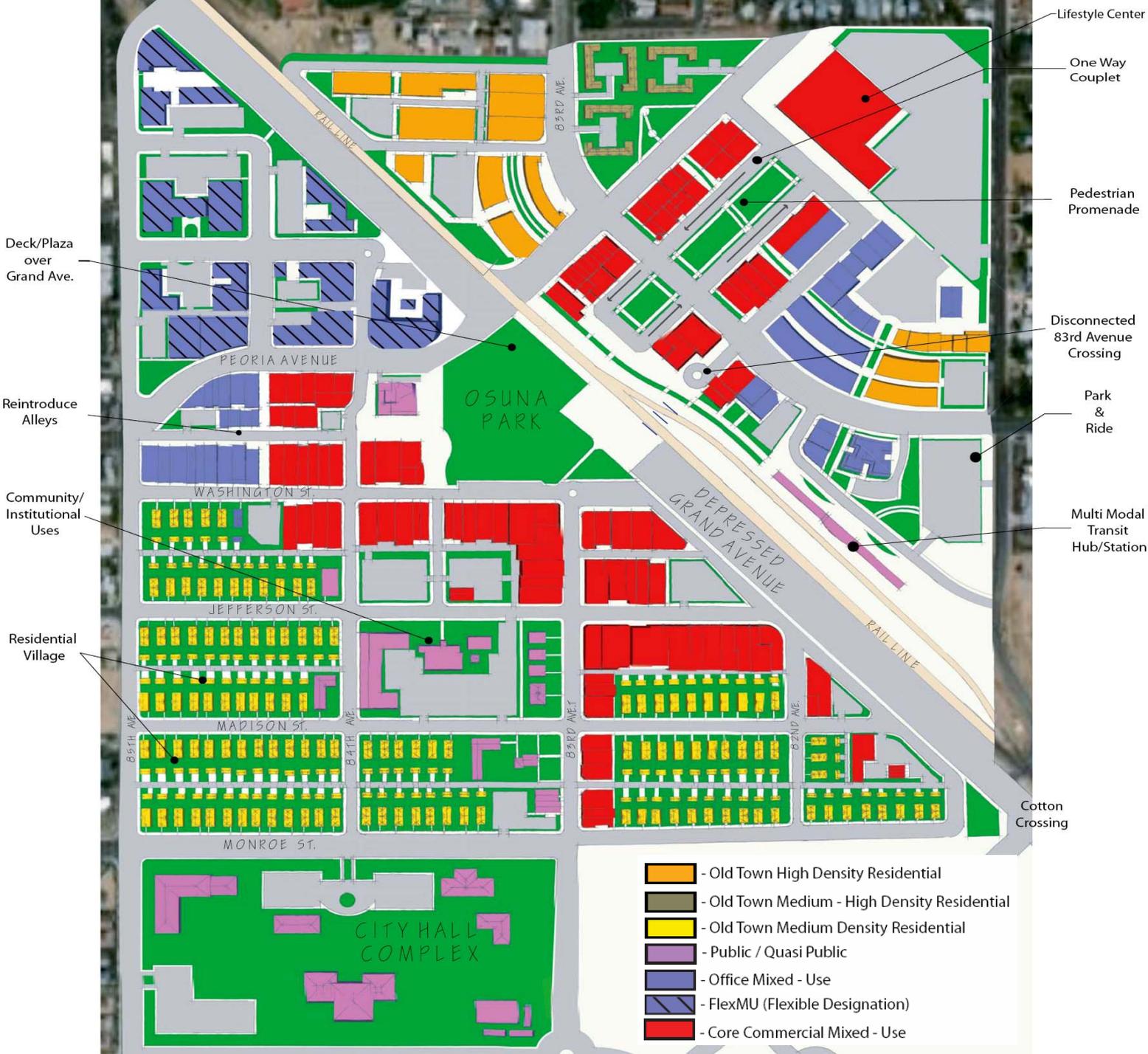


circulation plan



LEGEND			
	Old Town Peoria Roadway		Roundabout
	Pedestrian Path		Deck (Grand Ave)
	Light Rail		Pedestrian Overpass
	Commuter Rail		Light Rail Overpass
	Bus (circulator)		Open Park Space
	Valley Metro Bus		
	Pedestrian Gates (RR)		

design plan



thematic



thematic

Gateway Signage



Directional Signage



Historic Walking Tour Signage



NEXT STEPS



Next Components

- Inventory
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Thank You