



# OLD TOWN PEORIA REVITALIZATION PLAN

## *PAC Meeting #4*

*March 18, 2009*



# Agenda

1. Project Update/Recap
2. Major Project Elements
  - Land Use Plan
  - Vision Plan
  - Circulation Components
3. Products to Date
  - Review and Refinement
4. Implementation Elements
5. Final Steps

# Project Team & Roles

- City Staff
  - Technical Advisory Committee (TAC)
- PMC
  - Public Outreach
  - Urban Design
  - Historic Preservation
  - Finance
- ESI Corporation
  - Real Estate and Economic Development
- PBS & J
  - Transportation, Multi-modal Opportunities and Parking

# Meeting Purpose

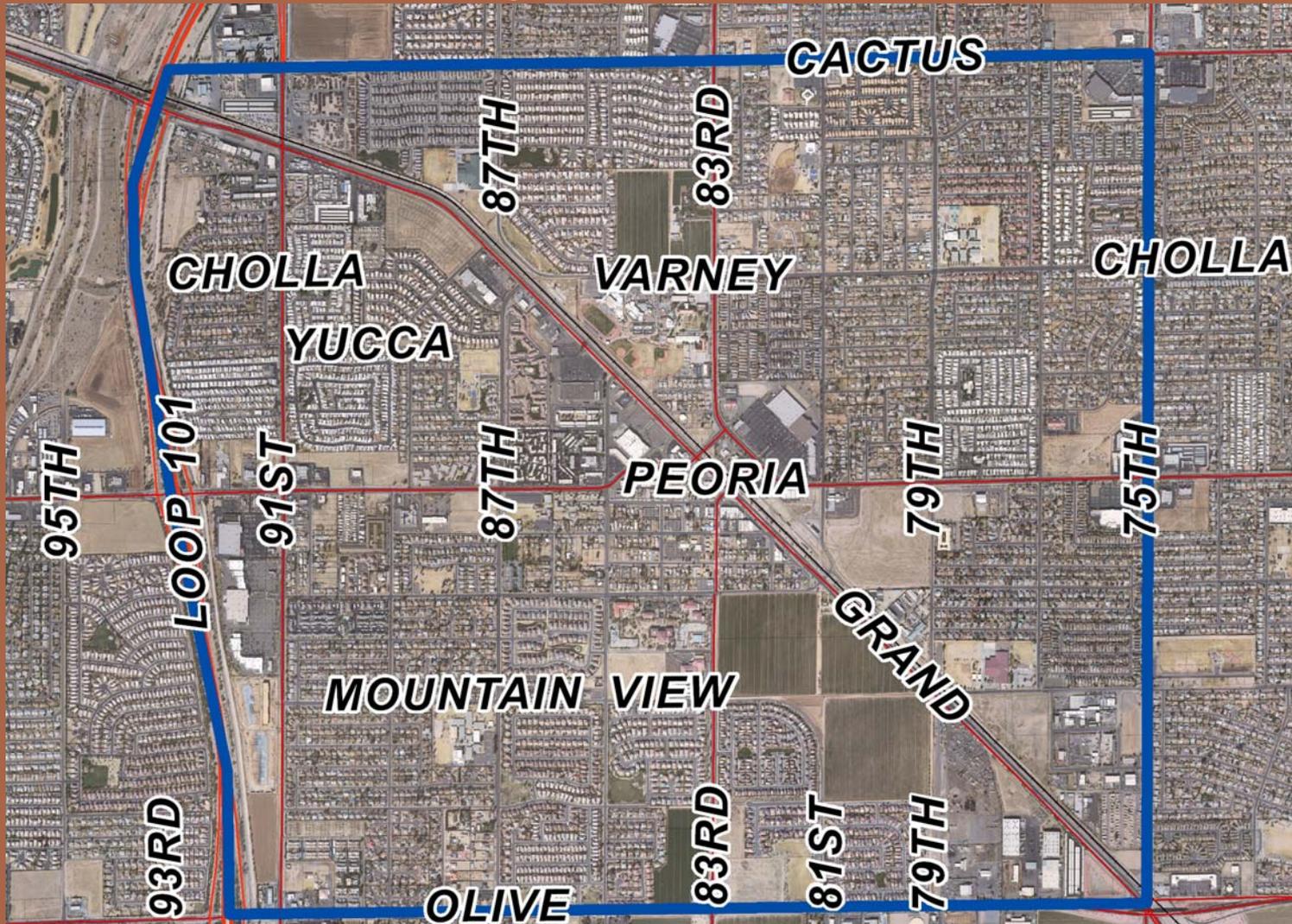
- Review findings to date
- Recap outcomes/feedback from February PAC meeting and Workshop
- Obtain feedback on draft products
- Maximize participation in revitalization plan process

# 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 Central Peoria*
- 4. Provide policy framework to realize the vision*

# Project Area



# What We've Learned & Done

## **Learned from:**

- Stakeholder Interviews
- Market Study
- Circulation Study
- Urban Design Study
- TAC/PAC Input
- 2 Public Workshops

## **Draft Products to Date:**

- Guiding Principles
- Land Use Plan
- Circulation Plan
- Design Plan



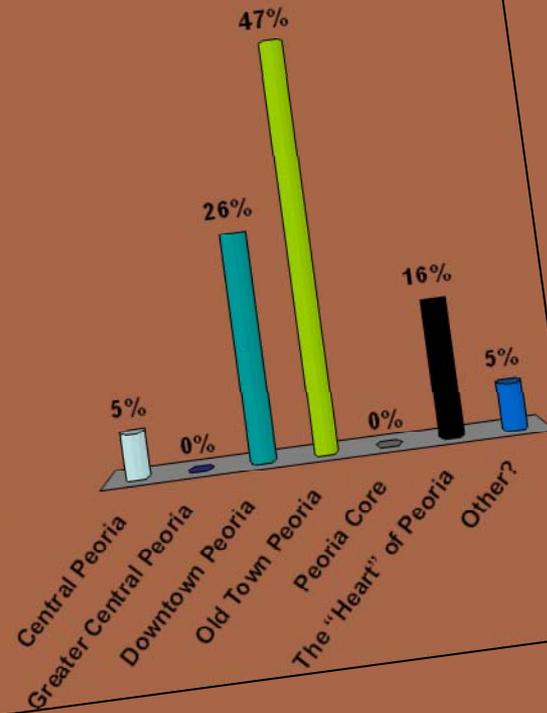
# What We've Learned



# Community Feedback Workshop #1

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?



# circulation inventory

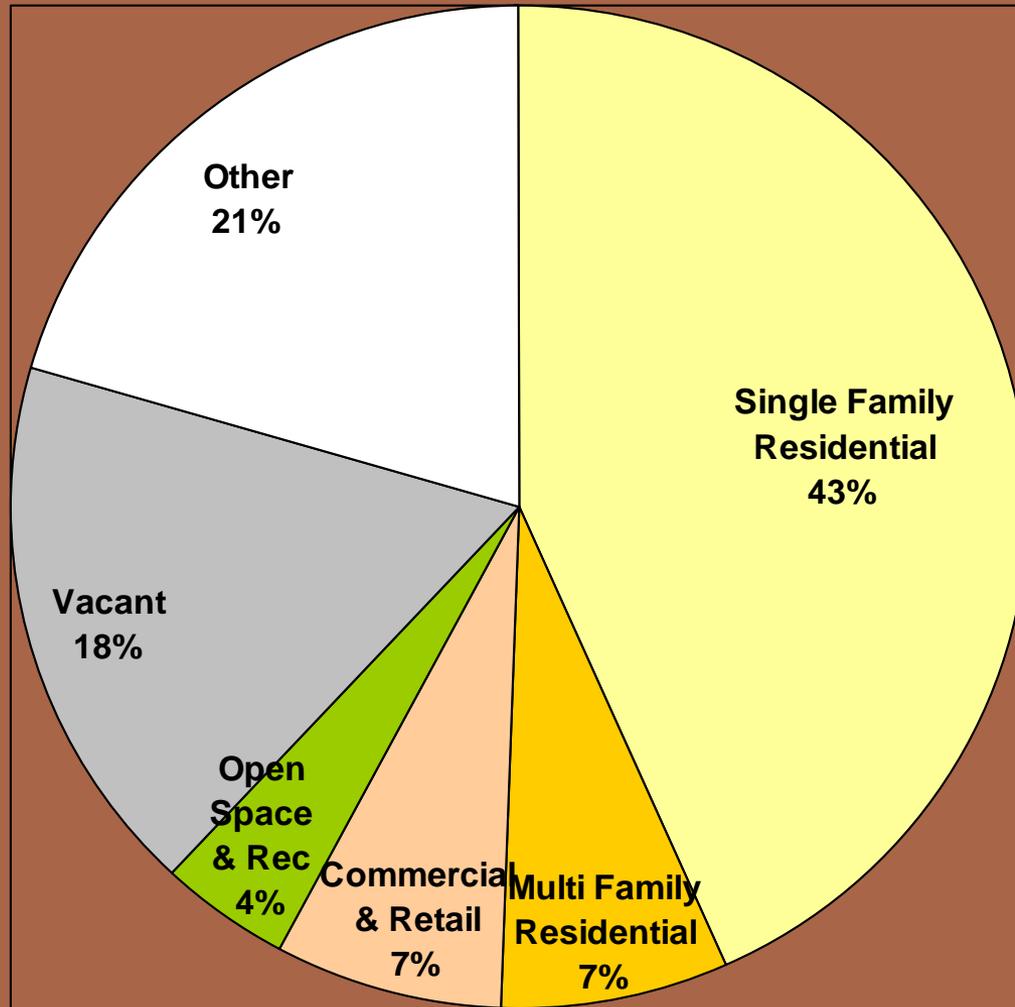
Street	Lane Configurations	Intersection Control	Speed Limit	Bike Lanes	Bus Stops	Park-n-Ride	On-Street Parking
Grand Avenue	4 lanes divided northwest of 84 <sup>th</sup> Ave 6 lanes divided southeast of 84 <sup>th</sup> Ave	Signalized at 83 <sup>rd</sup> Ave, Peoria Ave, 85 <sup>th</sup> Ave and 87 <sup>th</sup> Ave	45 mph	None	None	None	None
Peoria Avenue	4 lanes w/ 2WLTL	Signals at all major cross streets	40 mph on West of 86 <sup>th</sup> Ave, 25 mph East of 86 <sup>th</sup> Ave	None	SW Corner Peoria/ 83 <sup>rd</sup>	None	None
Washington Street	2 lanes w/ 2WLTL (85 <sup>th</sup> Ave to Grand)	4-way stop at 83 <sup>rd</sup> Ave	25 MPH	None	None	None	Yes
Jefferson Street	2 lanes		25 MPH	None	NE corner of 84 <sup>th</sup> Ave	No	Yes
Madison Street	2 lanes		25 MPH	None	None	No	Yes
Monroe Street	2 lanes (w 2WLTL from 83 <sup>rd</sup> Ave to 85 <sup>th</sup> Ave)	4-way stop at 83 <sup>rd</sup> , 85 <sup>th</sup> , 87 <sup>th</sup> , and 89 <sup>th</sup> Avenues	25 mph	None	None	None	Yes
Mountain View Road	2 lanes w/ 2WLTL	4-way stop at 85 <sup>th</sup> Ave and 87 <sup>th</sup> Ave	25 mph	83 <sup>rd</sup> Ave to 85 <sup>th</sup> Ave and 87 <sup>th</sup> Ave to 91 <sup>st</sup> Ave	None	None	85 <sup>th</sup> Ave to 91 <sup>st</sup> Ave
83 <sup>rd</sup> 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 <sup>rd</sup>	None	Angled from Monroe St. to Washington St.
84 <sup>th</sup> Avenue	2 lanes		25 MPH	None	NE Corner of Jefferson (on Jefferson)	2 between Jefferson and Washington	Only between Monroe and Jefferson
87 <sup>th</sup> 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
91 <sup>st</sup> Avenue	4 lanes w/ 2WLTL	Signal at Peoria Ave	40 MPH	None	None	No	No

# Market Analysis

Three geographies examined 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

# Market Analysis



Plan Area Predominate Uses

# Existing Inventory

## Low Rise Office Inventory Per Capita

	Square Feet	Estimated Population	Per Capita
Metro Phoenix	41,970,306	4,002,309	10.5
Northwest Valley	1,429,801	664,024	2.2
Peoria	514,403	160,252	3.2

Source: Phoenix Metro Realty Study, ASU Polytechnic Campus

## Retail Square Feet Per Capita

	Metro Phx	Northwest Valley	Peoria
Regional	3.7	1.7	0.0
Community	13.2	13.5	28.7
Neighborhood	11.8	11.6	14.6
Strip/Speciality	3.4	3.0	1.0
Total	32.1	29.8	44.3

Source: Phoenix Metro Realty Study, ASU Polytechnic Campus

# Residential Demand

## CPRP Projected Housing Demand (2020)

Projected Population	29,358
Projected Number of Housing Units Needed	10,400
Existing Number of Housing Units Available (2005)	8,461
Projected Number of Additional Units Needed	1,939

Source: U.S. Census; MAG; and ESI Corp

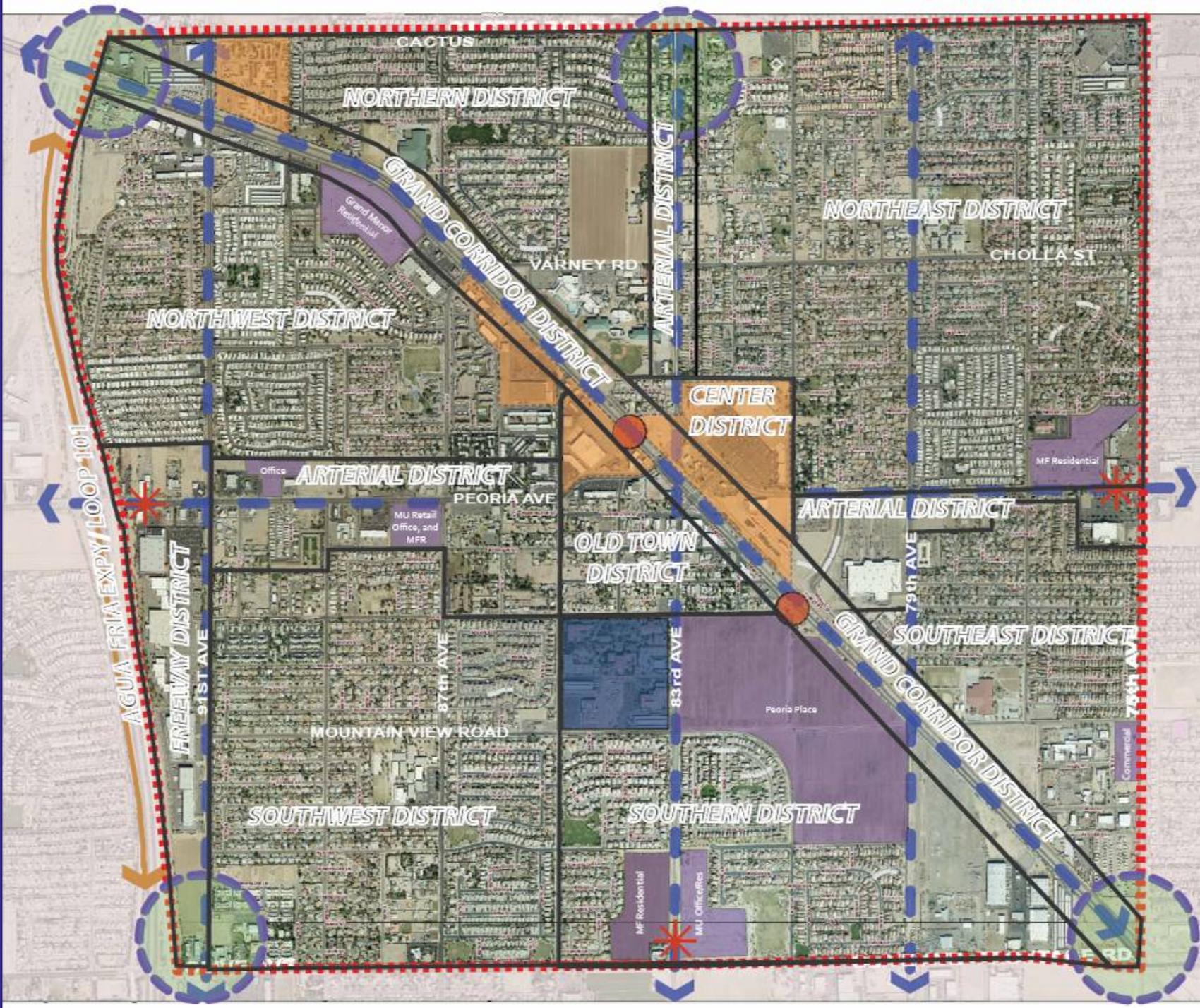
# Market Analysis

- Overarching Goals
  - Increase the density of Old Town to match that of the entire CPRP
  - Designate Old Town and Center Districts as an Employment Center
  - Increase the north-south pedestrian connectivity at the TOD with a pedestrian bridge

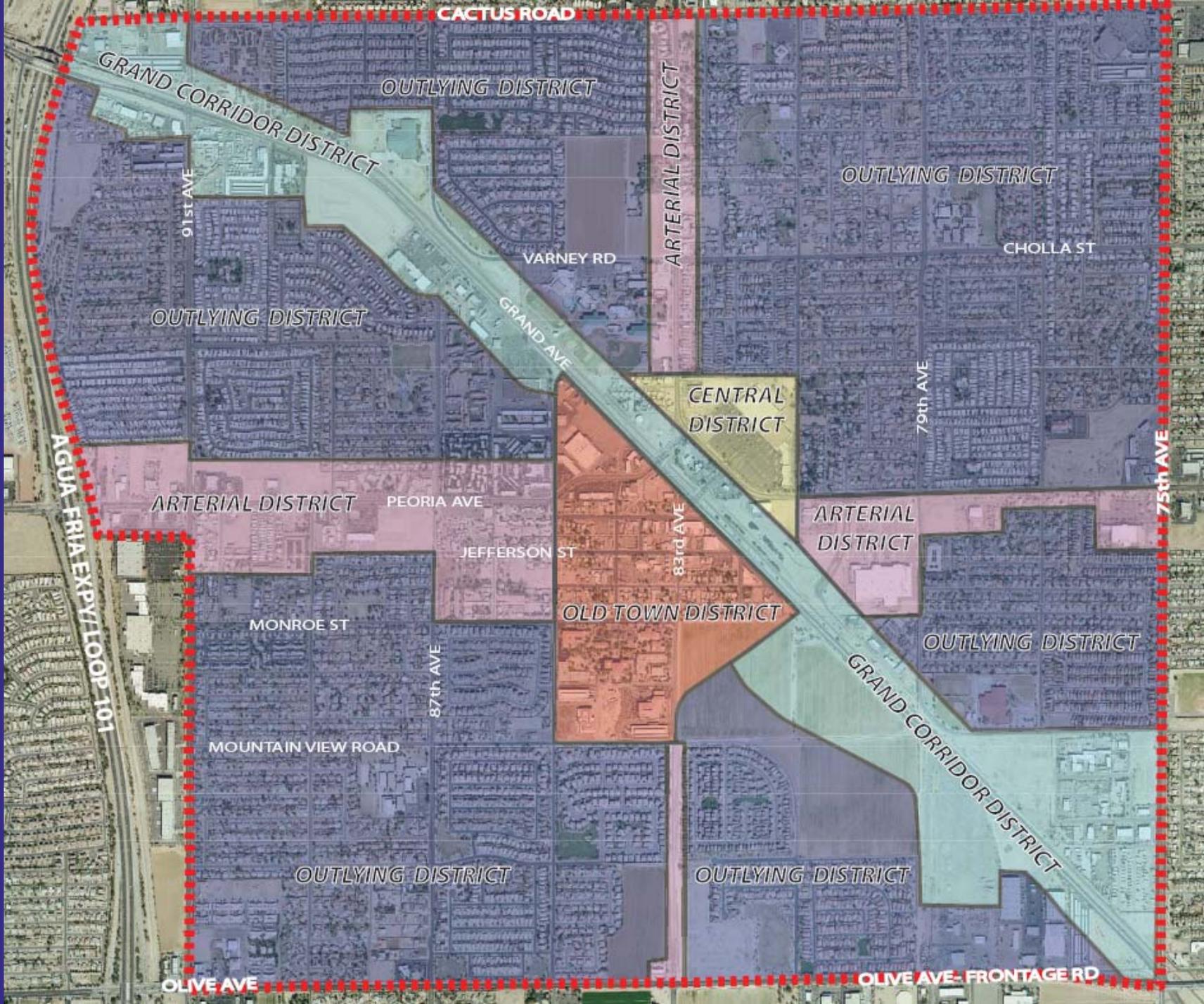
# Plan Area Market Potential (2020)

	CPRP	Old Town	Percent
Retail	220,185	78,000	35%
Office	273,889	125,000	46%
Residential <sup>1</sup>	2,326,800	630,000	27%
TOTAL	2,820,874	833,000	30%
<sup>1</sup> 525 residential units at 1,200 sq. ft. each			

# opps/constraints



# districts



# Community Feedback – PAC & TAC

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



# Community Feedback Workshop #1

Which should have the highest priority in Old Town?

1. Vehicles
2. Pedestrians
3. Bicycles

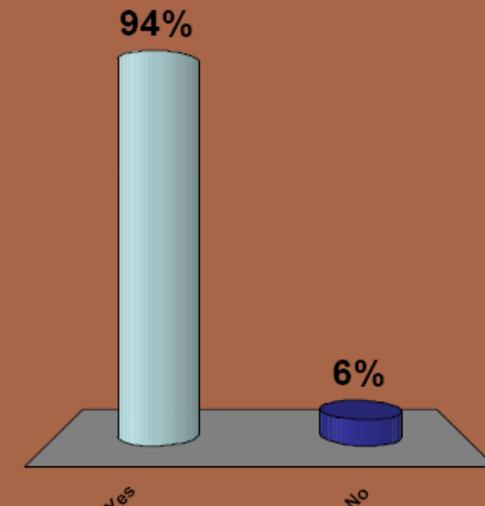
If yes, what type of transportation services would you like to connect to it?

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 Feedback – PAC & TAC

What types of buildings are appropriate in the

What types of buildings are appropriate in Old

Town?

What should be the primary use in Old Town?

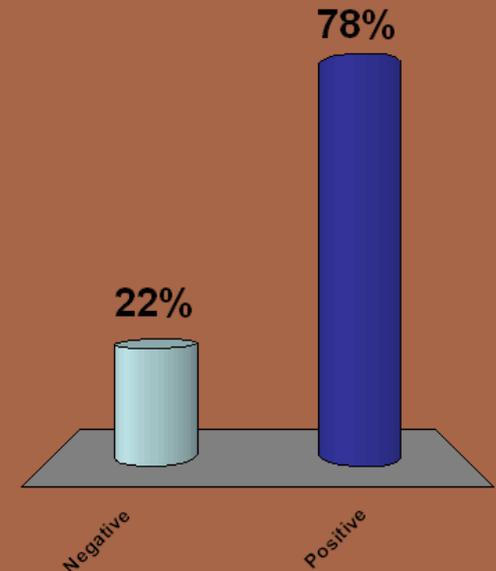
Do you feel that density is a negative or positive?

1. Low
2. Mid
3. High stor

1. Low
2. Mid
3. High stor

1. Res
2. Off
3. Co
4. Ind
5. Civ
6. Mix

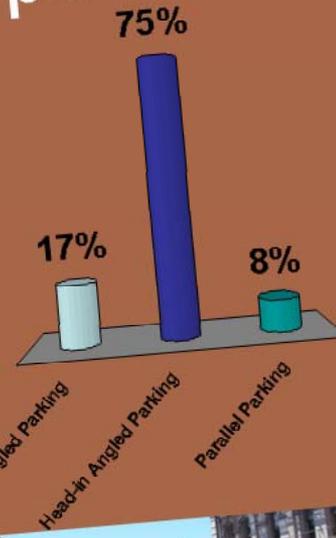
1. Negative
2. Positive



# Community Feedback

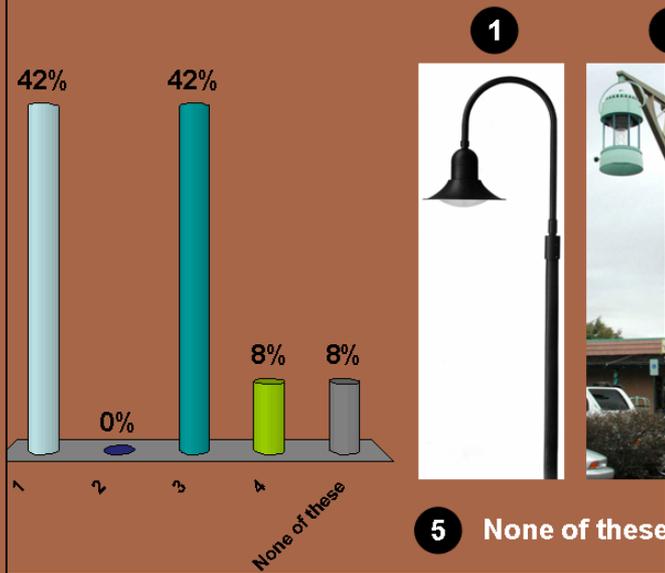
## Preferred Parking Type

1. Back-in Angled Parking
2. Head-in Angled Parking
3. Parallel Parking

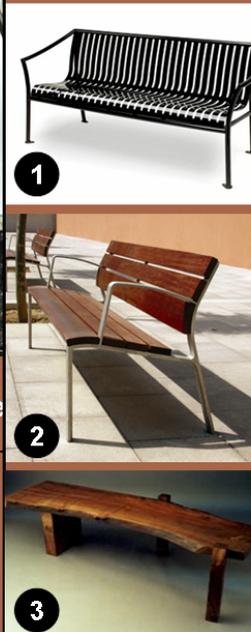


# Community Feedback

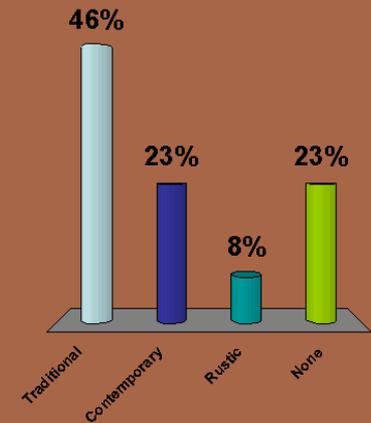
Which style of streetlight do you like most for Old Town?



What style of street furnishings do you prefer for Old Town?



1. Traditional
2. Contemporary
3. Rustic
4. None

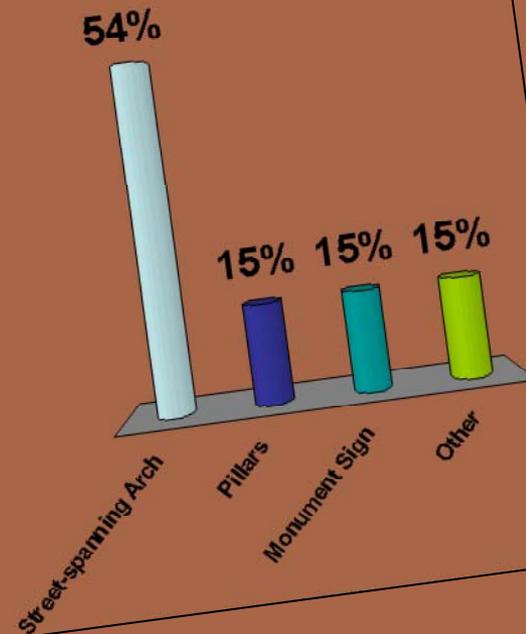


# Community Feedback

What type of community gateway or entry is most appropriate for Old Town?



1. Street-spanning Arch
2. Pillars
3. Monument Sign
4. Other



# Community Feedback Workshop #1

## Old Town Architectural Preferences:





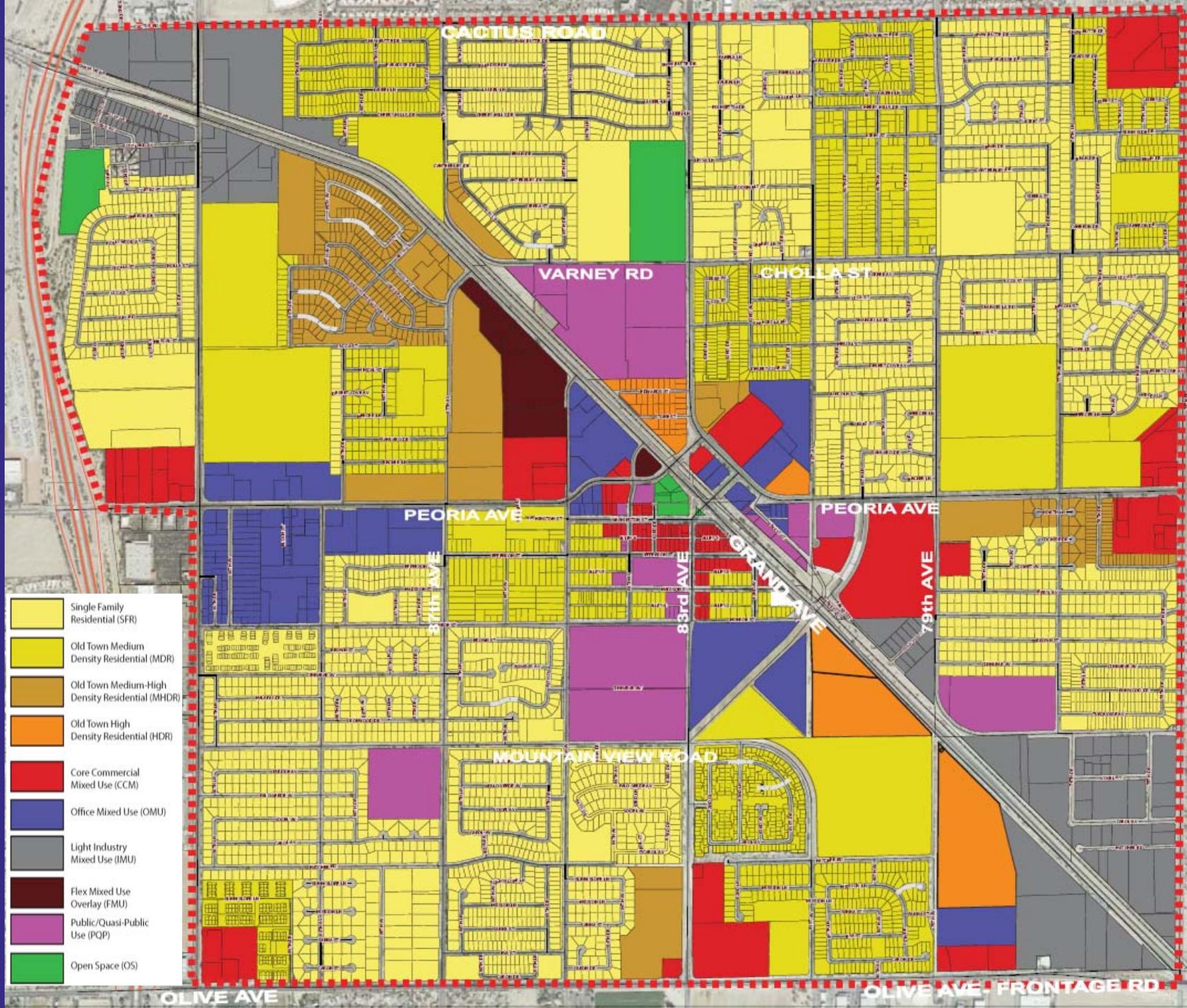
# What We've Done



# Guiding Principles

- Improve Economic Vitality, Opportunity & Stability
- Nurture Old Town's Unique Character
- Reinforce Walkability and Safety
- Enhance Connectivity, Navigation & Flow
- Create Accessible and Usable Transit Areas
- Accentuate and Enhance the Visual Aesthetic of Central Peoria
- Generate and Connect Public Open Space
- Stimulate Sustainable Development Practices
- Recognize Regional Opportunities

# land use



# Land Use – New Designations

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

- Single-family attached homes, Townhomes, rowhouses
- 6-18 Du/Ac
- 25' max



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

- townhomes, condominiums, brownstones and apartment complex
- 18-25 Du/Ac
- 30' max



# Land Use – New Designations

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

- townhomes, condominiums, brownstones and apartment complexes.
- 25-40 Du/Ac
- 50' max



- **Office Mixed Use (OMU)**

- At least 51 percent of the total usable area should be office uses. Any commercial use should be at the ground floor on the street frontage\
- 30' max

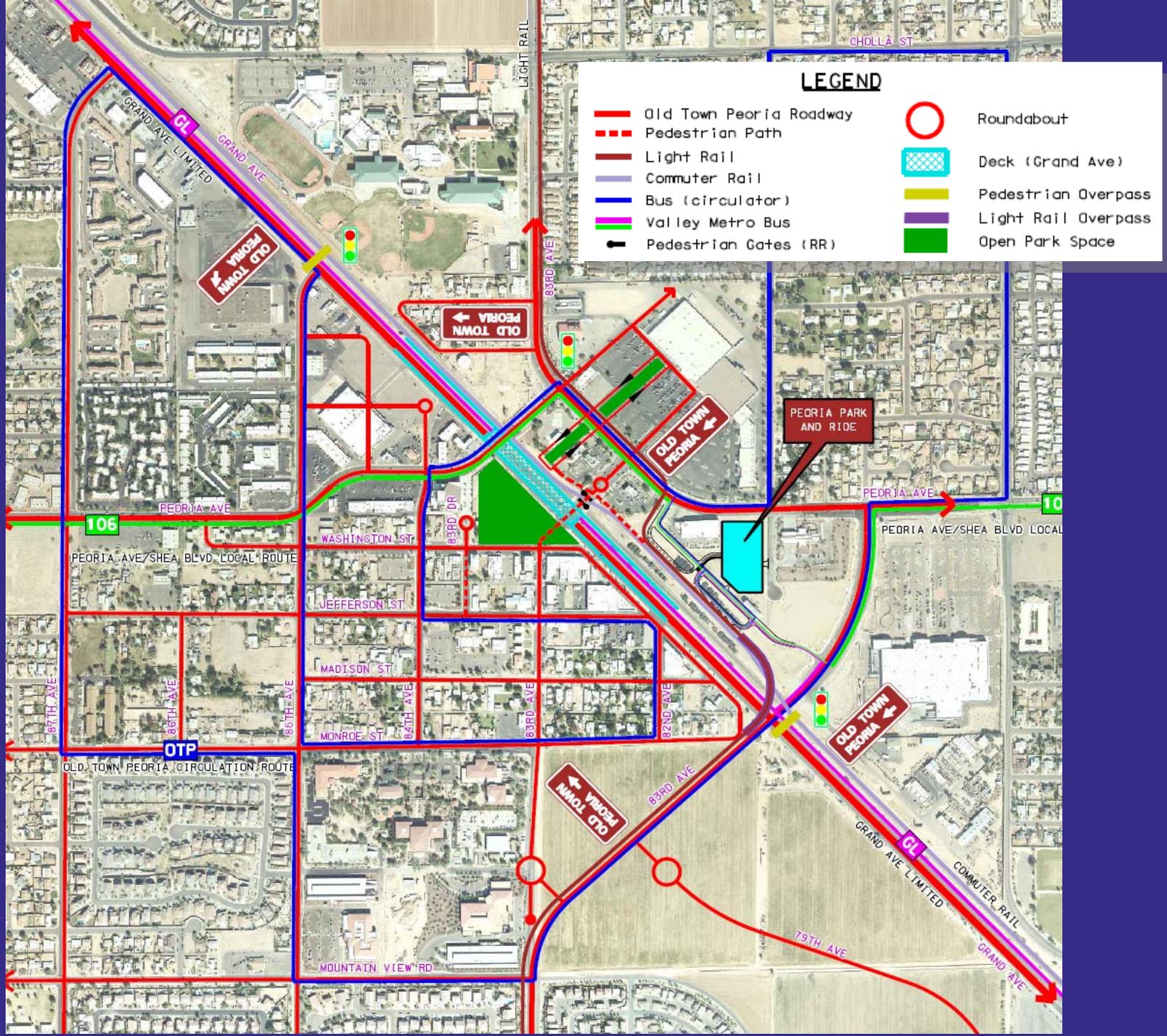


# Land Use – New Designations

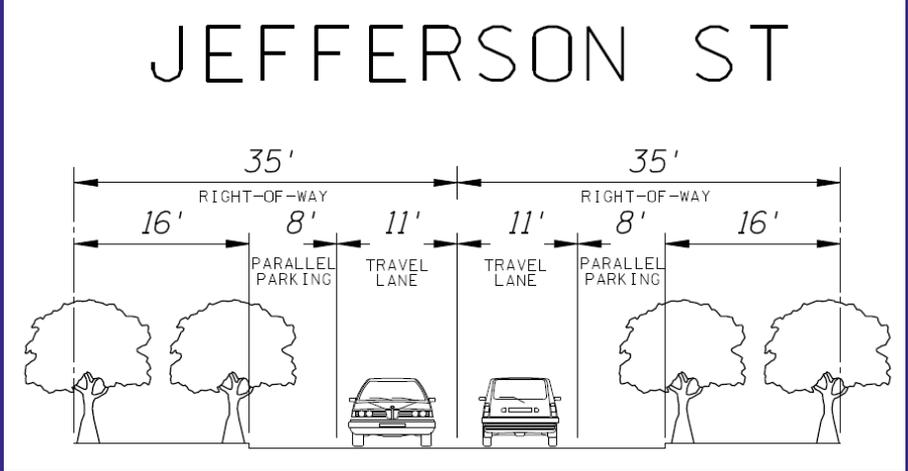
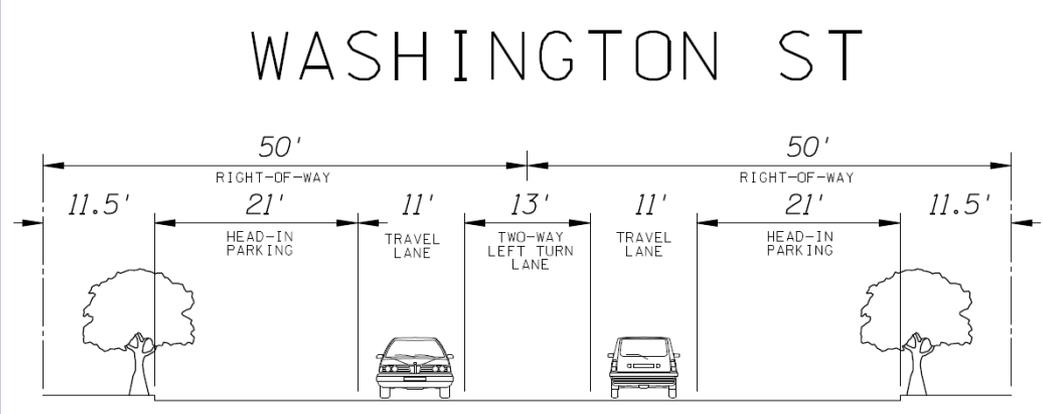
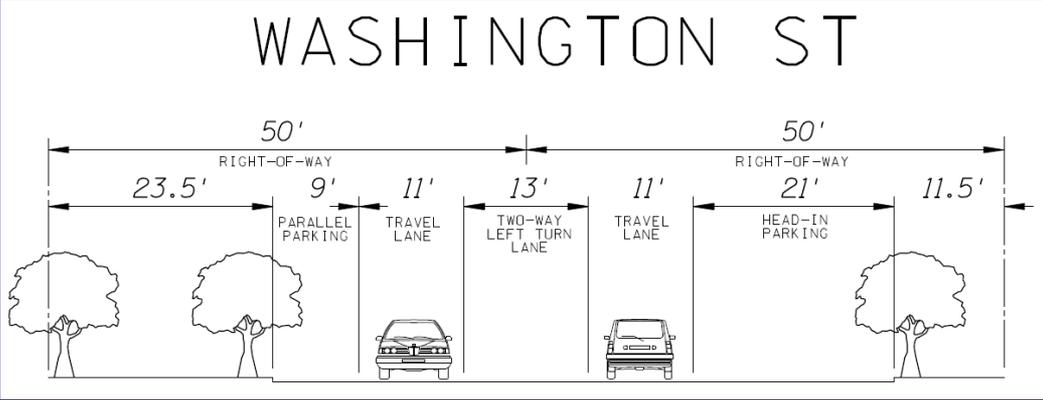
- **Light Industry Mixed Use (IMU)**
  - intended for office and light industrial uses with supporting retail and service uses
  - Retail must not exceed 10%
  - 30' max
- **Flex Mixed Use Overlay (FMU)**
  - Intended to develop an entertainment and convention district that has a regional draw. Supporting uses allowed include hotels, retail, night clubs and other related uses
  - 100' max



# circulation plan

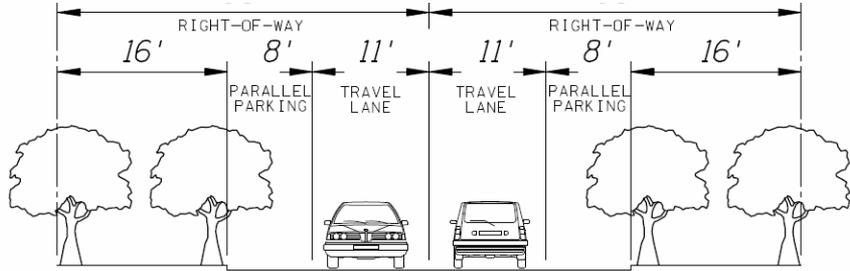
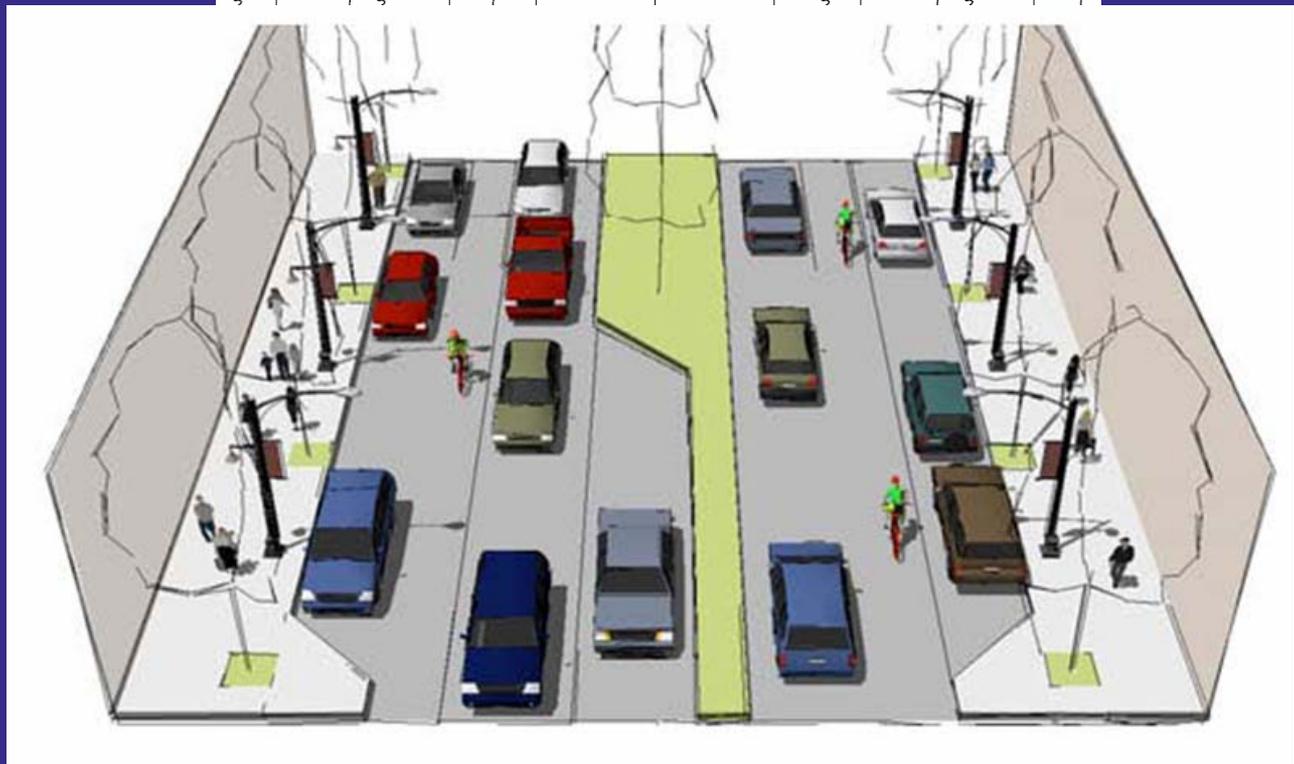
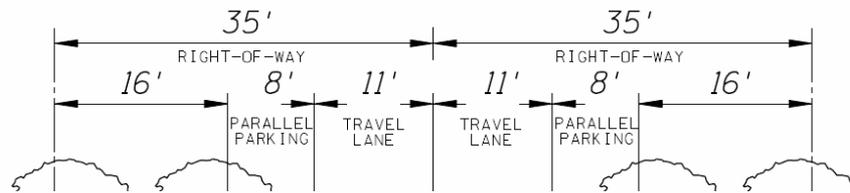


# roadway sections



# roadway sections

## MADISON ST



EAST OF 83RD AVENUE



# Design Plan – Big Ideas

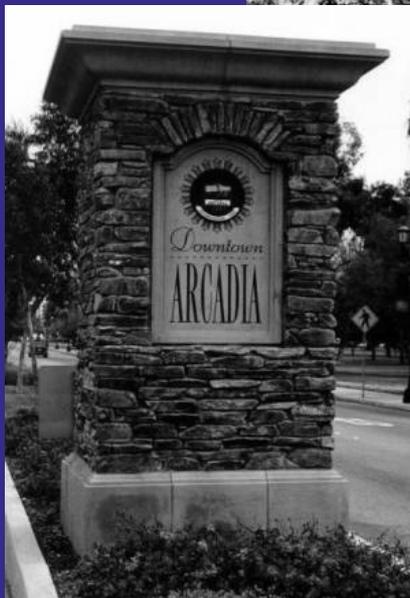
1. Depress Grand Ave with public space/deck between Peoria and 83<sup>rd</sup>
2. Create/reinstate traditional Old Town Retail Core with historic character
3. Redevelop old Wal-Mart site with a large, walkable, mixed use project with a major open space spine that runs through the middle of the plan,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

# streetscape



# public signage

Gateway Signage



Directional Signage



Historic Walking Tour Signage

# Implementation Strategy (Ch 7.)

- Organization
- Financing Tools and Programs
- Infill Incentives
- Catalyst Projects
- ROI – Return on Investment
- Implementation Plan Matrix

# Implementation Strategy (Ch 7.)

ACTION	Priority	Responsibility		Funding Sources
		Lead	Support	
<b>REGULATORY ACTIONS</b>				
Adoption of Specific Plan	NOW	P		N/A
Review and adoption of recommended incentives	NOW	P		N/A
Creation of policy requiring reciprocal access agreements between parcels	1	P/PW		N/A
<b>IMPROVEMENT PROJECTS</b>				
Install Folsom Boulevard gateway monuments	1	P	PW	CIP
Develop and implement wayfinding system and comprehensive signage program	1	P	PW	CIP
Develop a Streetscape Master Plan for Sunrise, Zinfandel, and Coloma	2	P	PW/PR	CIP
Finalize Mather/Folsom Boulevard Streetscape Master Plan	1	P	PW/PR	CIP or RDA
Underground utilities per Mather/Folsom Boulevard Streetscape MP		PW		CIP or PU
Study and implement parking structure @ Mills Station pulse point	2	PW		CIP or RDA
Public plaza @ Mather/Mill Station pulse points	1	P	PR/PW	CIP

# Implementation Strategy

- Development Incentives – What matters to you as a developer/property owner?
- Improvements to the development process – How is the City’s “customer service”/process?
- Funding mechanisms – do you think property owners would you be willing to vote into an Improvement District?

# Next Steps

- Work with TAC and PAC to refine revitalization plan – March
- Attend Historic Pres Commission – March 25th
- Refine regulations for revitalization – March- April

# Upcoming Project Dates

- Open House - April 8th 6pm in the Pine Room
- City Council Briefing – April 21<sup>st</sup> 4pm Council Chambers
- Final Draft Revitalization Plan – July 1st

# Project Contacts

- City of Peoria Contact:  
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