

OLD TOWN PEORIA REVITALIZATION PLAN

Chapter 1. Introduction and Purpose

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

This section describes a revitalization plan, outlines the purpose for the plan's instigation, reviews project goals; defines project boundaries; provides organizational outline and how this document will be used by different users.

Chapter 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).

The existing conditions report was distributed at Committee meeting #1. This section will evolve through the life of the project to include all updates to concurrent planning efforts (Osuna Park Master Plan, Streetscape Plans, etc.).

Chapter 3. Market Demand Analysis

2. 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

**Previously distributed to committees. Will include executive summary of ESI Economic Report and major findings summary.*

Chapter 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

Chapter 5. Vision and Guiding Principles

- a. Guiding Principles
- b. The Vision
- c. The Design Plan

The findings from Chapters 2, 3 and 4 are translated into a compelling vision for Old Town 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.

Guiding Principles

The Old Town Peoria Revitalization Plan guiding Principles, evolved from an extensive community outreach process and meetings with City Staff. The following principles are the foundation for developing the Old Town Peoria Revitalization plan.

- **Improve Economic Vitality, Opportunity & Stability**
 - *Develop and implement policies, guidelines and standards for the Planning Area that will address integrating mixed-use development neighborhood serving uses, an assortment of housing types and alternative transportation modes.*
- **Nurture Old Town's Unique Character**
 - *Develop standards and guidelines that will address integrating new development with Old Town's scale, architecture and cultural past.*
 - *Develop design guidelines and thematic palettes that treat the public realm elements in a historically sensitive way.*
- **Reinforce Walkability and Safety**
 - *Create policies, guidelines or standards addressing the ease of movement for pedestrians and bicyclists and to promote the choices for alternative types of transportation and activities.*
 - *Build "Livable Streets" (which integrate the public and private realm)*
 - *Encourage social interaction*
 - *Where possible, and appropriate to the context, create covered or partly covered pedestrian routes to provide relief from the summers intense heat and monsoon storms.*

- *Develop an environment free of physical, social, and other barriers and offer convenient and safe connectivity between origins and destinations.*
- **Enhance Connectivity, Navigation & Flow**
 - *Develop policies, standards and guidelines that will address direct people, drivers and bicyclists, through Old Town Peoria, the connections between uses, blocks and neighborhoods and the flow of pedestrians and motorists.*
 - *Create a network of connected streets, promenades and spaces that enhance the project area and which contribute new elements to Old Town's spatial structure reinforcing its gateway status.*
 - *Develop an urban circulation system that will accommodate pedestrians, bicycles, transit, freight, rail, emergency responders, and motor vehicles. The allocation of right-of way for each user should be determined via a context sensitive solutions approach.*
 - *Re-establish the Old Town City street grid.*
 - *Develop and reinforce identity in the Old Town area.*
 - *Roadways should complement the buildings, public spaces and landscape, as well as support the human and economic activities associated with adjacent and surrounding land uses.*
 - *Connect Old Town across Grand Avenue with a pedestrian promenade*
- **Create Accessible and Usable Transit Areas**
 - *Create policies, guidelines and standards to address a mix of land uses, walking and biking distance, a network of public spaces, the need for the pedestrian and bicyclist infrastructure along streets, usable transit facilities, open-space, and public art.*
 - *Maximize the opportunities for intermodal transportation and offer the user a variety of convenient options for moving to, from, and within the revitalization area.*
- **Accentuate and Enhance the Visual Aesthetic of Old Town Peoria**
 - *Policies, guidelines and standards based upon this principle will address building facades, awnings, signage, historically sensitive architectural treatments, utilities, streetscape elements, public art and building setbacks.*
- **Generate and Connect Public Open Space**
 - *Create policies, guidelines and standards that address the creation and connection of paseos, plazas, civic squares, pedestrian friendly streets, greenways and, pocket parks.*
- **Stimulate Sustainable Development Practices**

- *Create policies, guidelines and standards based upon this principle to address sustainable new development, infill development and re-development, as well as drought tolerant/native plants, permeability, and solar technology.*
- Recognize Regional Opportunities
 - *Develop a strategy to take advantage of the area's untapped potential as a major crossroads location and gateway in the West Valley.*

The Vision

The Guiding Principles for this revitalization plan effort have helped mold the Vision for the Old Town Peoria Project Area. The District vision creates a uniquely, identifiable area for Peoria that is economically healthy and vibrant, pedestrian-friendly, and brings activity and life back into the historic core of the community. Over the years, newer development has shifted the center of City activity from Old Town. The following vision elements for the Revitalization Plan area will repurpose Old Town Peoria bringing back vitality and activity.

Imagine a future Old Town Peoria that is...

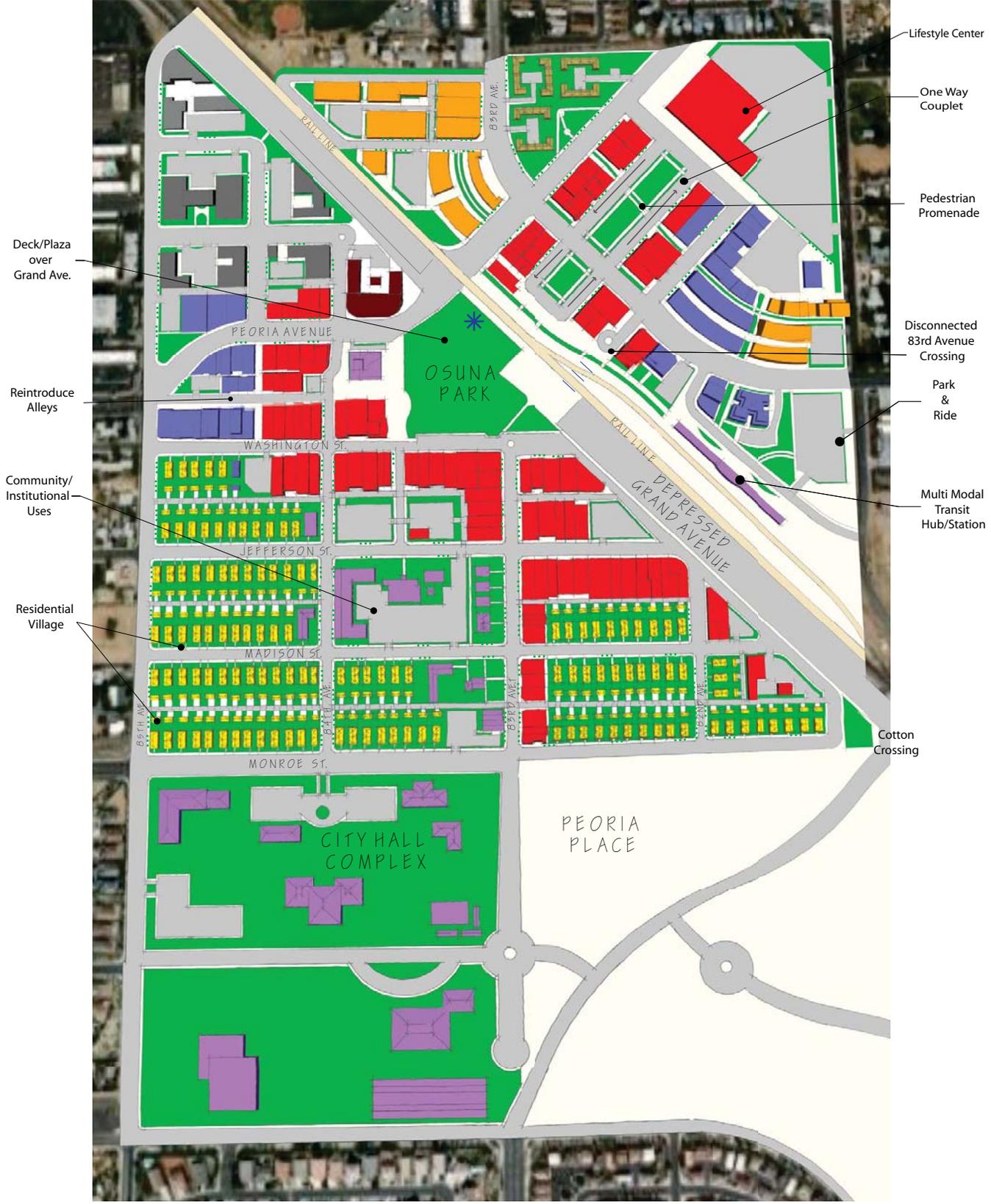
- A distinct area that is uniquely defined by its charm and sense of place and differs in purpose and in atmosphere from any other place in the City and region.
- A pedestrian-friendly destination with an integrated mix of land uses (civic, retail, office, residential, and cultural) woven together by attractive and cohesive street improvements.



- An area with a diversity of cultural, entertainment and evening uses, restaurants with outdoor dining, adorned with broad sidewalks, and gathering spaces that feature shaded places for outdoor enjoyment, attractive atmosphere, and engaging multi-cultural events.
- A centralized multi-modal City transportation hub. A planned station and park n' ride will make this a true transit oriented development supported by an expanded and improved public transportation system which will include bus, commuter rail, possible light rail, and a local circulator with frequent and conveniently located stops.
- A place for commerce. High tech office, and industry make Old Town Peoria a vital and desirable place to locate. Conference facilities serve the region and attract investment and visitors.
- An atmosphere with buildings facing and interacting with the street creating an interesting and engaging pedestrian environment. New development moves forward to the sidewalk and seas of parking no longer dominate the frontage. Suburban development is a way of the past, as automobiles learn to share the district with other users.



- A place where new businesses are eager to locate and are attracted by the improvements and the encouragement the City gives to investors, merchants, and property owners.
- A place for living as well as working, shopping, learning and doing business. New jobs, housing, and transportation options will attract a diversity of age groups, while new offices spaces, residential town homes, and apartments will flourish above and behind ground floor uses, and promote a more “walkable” environment.
- An area enriched with preserved historic resources and infill development with new cultural and grand public spaces that attract residents and provide a venue for community events while supporting the mixed-use environment and reinforcing the area as a well connected and multi modal city node.



- Old Town High Density Residential
- Old Town Medium - High Density Residential
- Old Town Medium Density Residential
- Public / Quasi Public
- Office / Commercial (OI)
- Office Mixed - Use
- FlexMU (Flexible Designation)
- Core Commercial Mixed - Use

- * - During the interim period or suspension of a Depressed Grand Avenue, pedestrian connectivity should be achieved from Osuna Park to the proposed promenade through either the use of enhanced pedestrian crossings, a pedestrian bridge or other like measures.
- Pedestrian Gate (RR)



Architectural Design Plan

Draft OTPRP Architectural Design Plan Framework

** 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 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

Central & Grand District Improvements

- Outdoor pedestrian mall with mixed use
- Office & Residential uses – at old Wal-Mart site.
- *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.
- *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 office and residential 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 south of 83rd with parking (possible structure) serving both old town and new commercial center at old Wal-Mart site.
- Pedestrian overpasses across Grand at High School and Cotton Crossing.
- *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”.

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.

- *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.

Chapter 6. Revitalization Plan Components

Land Use Plan

Introduction

In an effort to further define and describe the vision for future development in the Old Town Peoria Revitalization Plan Area, a land use framework has been developed that identifies eight land use categories. The intent of this plan is to establish the framework for future land use changes to encourage a mutually supportive mix of uses oriented to the market potential of the area, while creating a transit oriented development pattern with a vital shopping, business and living environment.

The land use framework provides additional guidance towards the Area vision, development character, a target range of uses, and preferable building types for the Old Town and surrounding areas (See Figure 1 for Land Use Framework Plan). The land use categories are crafted to repurpose the Old Town Core and encourage a more efficient development pattern with a diverse mix of retail, commercial, and residential uses that are appropriate for their location and relationship to the Old Town, and City of Peoria as a whole.

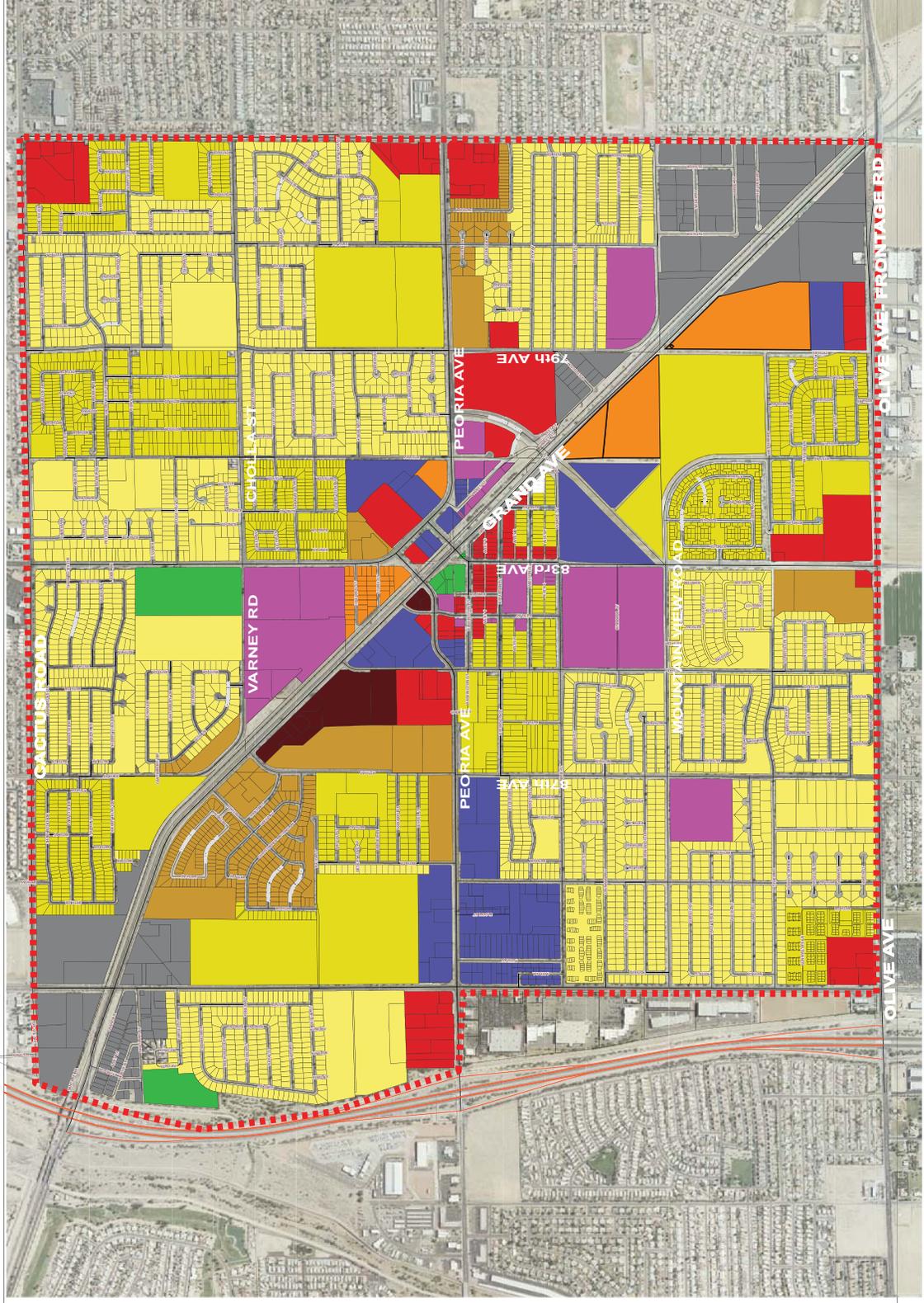
The objective of the land use framework is not to restrict and dictate uses, but rather to provide more flexibility in the types of uses that are allowed in conventional comprehensive plans or zoning codes. As such, this Plan identifies a wide range of uses that are permitted or conditional within each district. The approach of a flexible land use framework (as opposed to specific land use designations) will allow greater flexibility to the City of Peoria and the development community as they respond to changing market conditions.

Despite the flexibility in the types of uses, this plan is more prescriptive than traditional zoning in the design of the buildings and the way that the buildings create and shape a strong urban environment. Indeed, the creation of a new, pedestrian-oriented and vibrant urban environment is necessary to the success of this Plan and the type and location of buildings play a key role in this respect. For each land use category, specific allowable building types are identified. These building types, which are identified in a table on the following pages, range from single-family residential uses to apartment buildings to offices and mixed-use buildings.

The Design Guidelines section of the report provides more detailed information on each building type including height, setbacks, access, parking requirements and lot design. The remainder of the section provides a description of the vision for each land use category, a table of the permitted and conditional uses and the allowable building types.

OLD TOWN
PEORIA
REVITALIZATION
PLAN

Land Use Framework Map



KEY

- Single Family Residential (SFR)
- Old Town Medium Density Residential (MDR)
- Old Town Medium-High Density Residential (MHR)
- Old Town High Density Residential (HDR)
- Core Commercial Mixed Use (CCM)
- Office Mixed Use (OMU)
- Light Industry Mixed Use (IMU)
- Flex Mixed Use Overlay (FMU)
- Public/Quasi-Public Use (POP)
- Open Space (OS)
- Planning Area



Land Use Categories

Single Family Residential (SFR)

This land use category comprises single-family residential areas and 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. 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.

Please refer to Article 14-5 Single Family Residential Districts (R1-43, R1-35, R1-18, R1-12, R1-10, R1-8, AND R1-6) of the Peoria Zoning Ordinance for general and property development standards.



Typical single-family residence in Peoria, AZ

Old Town Medium Density Residential (MDR)

This land use category recognizes the importance of allowing an appropriate transition in density and housing type for areas adjacent to Old Town with a density between 6.0 and 18.0 dwelling units per acre. Single-family attached homes, Townhomes, rowhouses, and other attached housing types are appropriate for this area and should take their design cues from the character of surrounding homes. Like the historic homes, all entries should face the street. Parking for each unit should be accommodated via alleys or internal to the block to avoid repetitious garages facing the streets. Non-residential uses, especially those with a public component such as a recreational center or police station, are allowed as long as they enhance and support the residential character of the category



Attached Townhomes

Old Town Medium-High Density Residential (MHDR)

The purpose of the Medium-High Density Residential land use category is to allow development of housing types with a density between 18.0 and 25.0 dwelling units per acre. This designation is intended for higher density housing including townhomes, condominiums, brownstones and apartment complexes. Provision of new public and private open spaces is critical to this high density residential area. Full blocks should provide public open space opportunities in addition to private common amenities such as interior courtyards. Smaller sites will be assessed for common open space



Old Town High Density Residential (HDR)

This land use category allows for infill residential development at middle densities with a mix of affordable and market rate units. The vision is to create a significant base of new residential development in the area adjacent to the existing central similar to Old Town Medium-High Density Residential, the purpose of the High Density Residential land use category is to allow development of housing types with a density between 25.0 and 40.0 du/ac dwelling units per acre. This designation is intended for higher density housing including townhomes, condominiums, brownstones and apartment complexes. Provision of new public and private open spaces is critical to this high density residential area. Full blocks should provide public open space opportunities in addition to private common amenities such as interior courtyards. Smaller sites will be assessed for common open space.

Apartment Complexes



High-rise condos and lofts

Core Commercial Mixed Use (CCM)

The Core Commercial Mixed-Use category allows for retail and service businesses mixed with residential, cultural, educational, community, recreational, entertainment uses. Architecturally enhanced parking structures, street level office, business, or community uses that create a pedestrian friendly environment are strongly encouraged.

The purpose of the Core Commercial Mixed Use category is to designate property for vibrant commercial and mixed-use development. While predominately commercial (this category is designed to provide for the integration of retail and service commercial uses with office and/or residential uses. In multiple story buildings, retail uses are the

predominant use on the ground floor. Commercial retail and service uses (including general retail, personal services, and minor auto services) are permitted by right and more intense commercial and service uses are conditionally permitted. Business and professional office uses, as well as residential uses (density between 18.0 and 25.0 units per acre), are also permitted by right when integrated vertically or horizontally with commercial uses. At least 51 percent of the total floor area should be commercial retail and service use.



Mixed Use Buildings – Residential/Offices over retail

Office Mixed Use (OMU)

The purpose of the Office Professional Mixed Use District is to allow development of larger office buildings and business parks with supporting retail and service uses. The predominant use is office, but commercial uses may be integrated into office buildings or located horizontally in freestanding buildings. At least 51 percent of the total usable floor area should be office uses. All of the commercial use should be at the ground floor on the street front wherever possible. Public and quasi-public uses (community centers, public library, city hall, parks and other community-serving uses etc) are also permitted in this designation.

Buildings do not exceed two stories or 30 feet in height, whichever is greater, and are compatible with adjacent residential areas with respect to architectural style and proximity of buildings. Buildings have a more proximate relationship to the street, presenting a pedestrian environment adjacent to street right-of-way. Denotes areas characterized by administrative, medical and professional offices, specialty retail, restaurants and other neighborhood scale uses.



Top: Professional Office Buildings
Bottom: Office mixed use buildings with commercial retail

Light Industry Mixed Use (IMU)

The purpose of the Light Industry Mixed Use category is to allow a wide range of office and light industrial development. This designation is intended for office and light industrial uses with supporting retail and service uses. Offices may be developed in an office park setting, but most office and light industrial development stands alone. Commercial and other support services may be integrated vertically and/or horizontally in this district, but the predominant use of integrated developments is office and/or light industrial. Retail must be ancillary to the principal industrial activity of the property and cannot exceed 10% of total

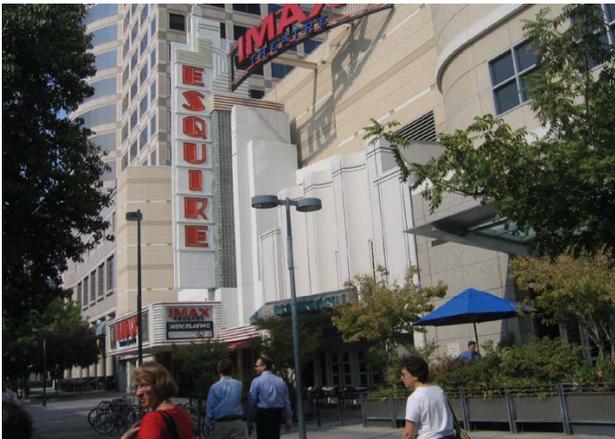
usable floor area. Public and quasi-public uses (community centers, public library, city hall, parks and other community-serving uses etc) are permitted.



Light/Green Industrial Buildings

Flex Mixed Use Overlay (FMU)

The purpose of this land use category is to develop an entertainment and convention district that is a regional and national draw. Additional new uses should be created that support the arena and the existing convention center. These include hotels, retail, night clubs and other related uses. The buildings in this district will likely have a large footprint and buildings of up to 8 stories are allowed to accommodate hotel or other significant uses. Parking garages that support the arena, convention center and adjacent are expected and allowed in this land use category. Strong visual and pedestrian-oriented connections should be made between the uses in this land use category.



Flex Mixed Uses including arena, multiplex theatre, hotels and lifestyle retail

Public/Quasi-Public Use (POP)

The purpose of the Public/ Quasi-Public category is to allow development of public, quasi-public and institutional uses (community centers, public library, city hall, parks and other community-serving uses etc). Development standards are deliberately flexible to provide the necessary flexibility to accommodate such uses.

Open Space (OS)

The Park/Open Space category 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.

Allowable Uses

Each land use category has designated appropriate land uses and activities that support the vision of the Plan while being compatible with current and future uses. The designation of uses is not intended to restrict activity but to encourage a mix of appropriate uses throughout the downtown. Residential development along with commercial development is encouraged throughout the Plan Area in mixed use scenarios in appropriate building forms. Following is a table of the uses that are permitted by right, the conditional uses and the uses that are not permitted in each land use category.

Public open space and public/quasi public uses are allowed in any land use category. Please refer to Table 1 for Land Use Matrix.

- P = Permitted Use
- C = Permitted Conditional Use. Conditional Use Permit required. See Article 14-39.
- A = Accessory use
- * = Due to potential traffic impacts, residential use shall be the primary use in these categories
- # = Subject to special limitations as set forth in Article 14-9 Section 14-9-5

Table 1: Land Use Matrix

TYPE OF USE/ LAND USE CATEGORIES	MD R	MH DR	H D R	CC M	O MU	IMU	FMU
RESIDENTIAL							
Multi-Family Residence	P	P	P	P	C	-	P
Single-Family Residence	P	-	-	P	-	-	-
ADMINISTRATIVE & FINANCIAL							
Automatic Teller Machine (ATM)	-	P	P	P	P	P	P
Medical, Dental or Health Offices	-	-	-	P	P	P	P
Professional, Administrative or Business Offices	-	-	P	P	P	P	P
AUTOMOTIVE USES (Ord. No. 05-36)							
Automobile Diagnostic and/or Service Establishment, including engine & transmission overhaul, repair facilities & similar services#	-	-	-	C	-	P	-
EATING & DRINKING ESTABLISHMENTS							
Catering Establishment	-	-	-	P	C	-	P
Coffee Shop	P	P	P	P	P	P	P
Coffee Shop less than 2,000 square feet and without a drive-thru (Ord. No. 05-36)	P	P	P	P	P	P	P
Outdoor Dining and Seating Areas (Ord. No. 07-22)	C	C	C	C	P	P	P
Restaurants and Cafeterias	-	C	C	P	P	P	P
Tavern, Bar, Lounge or establishment that sells alcoholic beverages for consumption on premise, excluding restaurants #	-	-	-	C	C	C	P
ENTERTAINMENT AND RECREATION							
Dance, Theatrical, Arts, Music Studio and similar uses (Ord. No. 05-58A)	P	P	P	P	P	C	P
Health and Exercise Center	P	P	P	P	-	P	P
Wedding and Reception Center #	C	C	C	C	-	C	P
GENERAL INDUSTRIAL & MANUFACTURING							
Essential Public Service or Utility Installation	P	P	P	P	P	P	P
Recycling Collection Point	A	A	A	A	A	A	P
GENERAL RETAIL							
Antiques, Crafts, and Collectibles Sales	-	P*	P*	P	P*	P*	P
Book, Stationery & Greeting Card Store	-	P*	P*	P	P*	P*	P
Candy and Ice Cream Store	-	P*	P*	P	P*	P*	P
Florist	-	P*	P*	P	P*	P*	P
Gift, Novelty and Souvenir Shop	-	P*	P*	P	P*	P*	P
Hobby, Stamp and Coin Shop	-	P*	P*	P	P*	P*	P
Newsstand	-	P*	P*	P	P	P*	P
Retail Sales of New & Used Merchandise, Indoor	C	P*	P*	P	P*	P*	P
Video Rental Store	-	P*	P*	P	P*	P*	P
Water and Ice Store	-	P*	P*	P	P*	P*	P
INSTITUTIONAL							

Art Gallery	P	P	P	P	P	-	P
Day Care Centers or Pre-School Centers #	C	C	C	C	P	-	-
Group Care Facility or Community Residential Facility #	C	C	C	C	-	-	-
Group Homes, less than 10 handicapped residents	C	-	-	P	-	-	-
Nursing or Convalescent Home, Long Term Care Facility #	-	-	-	C	-	-	-
Performance Arts Center and similar uses (Ord. No. 05-58A)	-	-	-	P	P	-	P
Public Buildings #	P	P	P	P	P	P	P
Public Utility Buildings, Structures, Uses, Facilities and Equipment #	P	P	P	P	P	P	P
Religious Institutions & similar places of worship #	P	P	P	P	P	P	P
INTENSE RETAIL							
Appliance, Furniture, & Household Equipment Sales and Rentals	-	-	-	P	P	P	P
Commercial Service Establishments combining retail, showroom with workshop #	-	-	-	P	-	P	P
Farmer's and Crafts Markets	-	-	-	C	-	P	P
Outdoor Sales and Display Area #	-	-	-	P	P	P	P
LODGING							
Bed and Breakfast Inn #	C	C	-	P	-	-	P
Living quarter for night guards	A	A	A	A	-	A	A
PERSONAL SERVICES							
Custom Dressmaking, Furrier, Millinery or Tailor Shop #	p*	p*	p*	P	P	-	P
Dry Cleaning and Laundry Establishment	-	-	-	P	P	P	P
Laundromat, self-service	-	C	C	P	P	P	P
Locksmith	-	-	-	P	P	P	P
Palm Readers, Phrenologists, Fortune Tellers and Astrologers	p*	p*	p*	P	P	P	P
Photographic Studio	p*	p*	p*	P	P	P	P
Shoe Sales and Service, Clothing Alteration	-	-	-	P	P	P	P
Ticket and Travel Agency	P	P	P	P	P	P	P
Watch and Clock Repair Shop	P	P	P	P	P	-P	P
TRANSPORTATION							
Parking Lots or Structures	A	A	A	A	A	A	A

Development Standards

A. Building Height Requirements

The maximum height in the planning area varies by land use category, and is intended to preserve the character of Old Town, while encouraging compact, walkable, development that will stimulate economic.

Table 2 displays height requirements for each land use category.

Table 2
Height Requirements

Maximum Height	MDR	MHDR	HDR	CCM	OMU	IMU	FMU
	25'	30'	50'	60'	30'	30'	100'

B. Building Placement

The setbacks and "Build-To" lines for the land use categories are intended to enhance social interactions in the historic Old Town while simultaneously providing appropriate levels of privacy and interaction in the surrounding areas

Table 3 displays setback requirements for each land use category

Table 3
Setback Requirements

Building Placement	MDR	MHDR	HDR	CCM	OMU	IMU	FMU
"Build To" Front Line*	10'	10'	10'	Min: 0' Max - 10'			
Minimum Side Yard	5'	5'	5'	0'	0'	0'	0'
Minimum Rear Yard	5'	5'	5'	0'	0'	0'	0'

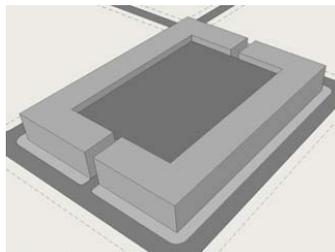
C. Allowable Building Types

Each land use category has designated appropriate building types. These building types accommodate a variety of housing types, mixed use scenarios, and commercial development. The following is a table showing the allowable building types by land use category. Allowed building types in the different land use categories are listed in Table 4. An "X" means that the building type is allowed; a blank cell means that the building type is not allowed.

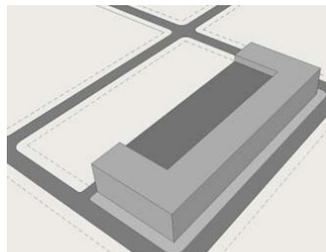
Table 6.6
Building Types

Building Type	MDR	MHDR	HDR	CCM	OMU	IMU	FMU
Single-Family	X						
Townhouse/Rowhouse	X	X	X				X
Duplex/Triplex/Quadplex apartment	X	X	X	X			X
Commercial/Residential Block			X	X	X	X	X
Podium	X	X	X	X	X	X	X
Full Block Liner	X	X	X	X	X	X	X
Half Block Liner	X	X	X	X		X	X
Quarter Block/ Infill Housing	X	X	X				
Stacked	X	X	X	X	X	X	X
Terraced	X	X	X	X	X	X	X
Carriage House	X	X					
Multi-Family Faux House	X	X	X				
Courtyard Housing	X	X	X				
Parking Garage	X	X	X	X	x	x	X

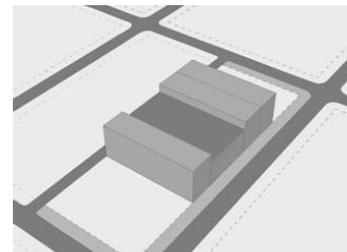
* Glossary of Terms to follow.



Full-Block Liner



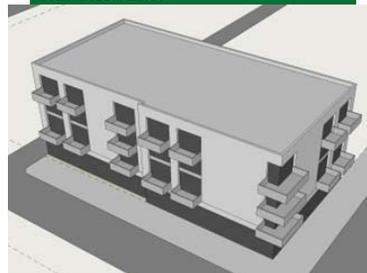
Half-Block Liner



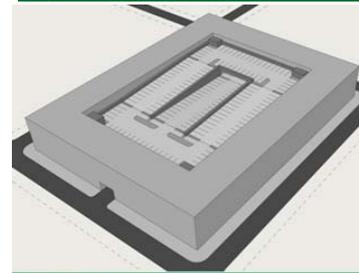
Quarter Block/Infill Lot



Multi-Family Faux House



Stacked



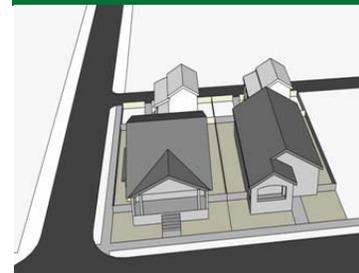
Parking Structure



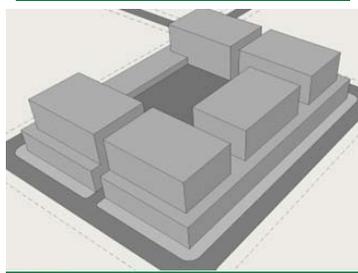
Carriage



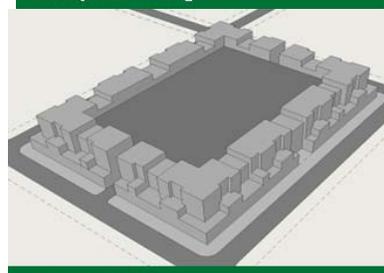
Courtyard Housing



Front Yard Housing



Podium



Terraced Lot

Townhouse/Rowhouse: Two or more detached two- or three-story dwellings with zero side yard setbacks. A Rowhouse may be used for non-residential purposes

Du/Tri/Quadplex. A du/tri/quadplex is a building type that contains two, three, or four dwelling units. Each unit is individually accessed directly from the street.

Full Block liner: An attached building with a frontage that spans the length of a Downtown block, and has zero side yard setbacks. It is used for mixed-use, residential, and commercial development.

Half Block Liner. An attached building with a frontage of approximately one-third to one-half the length of a Downtown block, and zero side yard setbacks. It is used for mixed-use, residential, and commercial development.

Infill Housing/ Quarter Block Liner. An attached building with a frontage that is less than one-third the length of a Downtown block, and zero side yard setbacks. It is used for mixed-use, residential, and commercial development.

Multi-Family Faux House. A detached building that has a street appearance of a single large house which contains more than four dwellings. Each dwelling is individually accessed from a central lobby, which in turn is accessed directly from the street.

Stacked. A residential building comprised of vertically stacked dwelling units. The main entrance to the building shall be through a street level lobby.

Parking Structure. A privately owned and operated multi-story structure that provides public parking spaces for a fee.

Carriage House. A building type consisting of a dwelling unit on top of a detached garage. Carriage Houses typically abut an alley at the rear of a lot that also includes a Front Yard or Side Yard House.

Courtyard Housing. A group of dwelling units arranged to share one or more common courtyards. Dwellings take access from the street or the courtyard(s). Dwelling configuration occurs as townhouses, apartments, or apartments located over or under townhouses. The Courtyard is intended to be a semi-public space that can be an extension of the public realm.

Front Yard Housing Building Type. A detached building designed as a single-family residence, duplex, triplex, or quadplex. Front Yard Housing is accessed from the sidewalk adjacent to the street build-to line.

Podium. This building type refers to a commercial building up to four stories tall that has a larger first floor area compared to the other floors.

Terraced. A mixed-use, residential, or commercial building characterized by individual units that are accessed via multi-leveled outdoor terraces. The terraces are intended to be semi-public spaces that are extensions of the public realm

Traffic, Circulation and Parking

Materials under development

Streetscape Plan

Streetscape Plan

This section identifies streetscape improvements, such as sidewalk dimension, lighting, landscaping and signage in the Old Town Peoria Revitalization Plan Area. The recommendations in this section are conceptual. They are informed by concurrent projects such as the 2005, 84th Avenue Streetscape Improvement Project, City Improvements to 83rd Avenue in between Washington and Monroe Streets, Osuna Park Master Plan Project, and the Arts and Culture Master Plan. When the City undertakes each individual street improvement these recommendations will be further evaluated and supplemented on a per-project basis. Through implementation, the City will continue to revitalize streets in the Old Town and expanding the streetscape palette into areas north of Grand Avenue and in new developments adjacent to the proposed transit station. The overall goal is to provide a cohesive environment engaging the public realm to attract visitors, residents and businesses.

In conjunction with individual street improvements, this Revitalization Plan recommends an overall landscape plan be implemented to achieve a cohesive and visually stimulating environment. **Action x.x (Chapter 7)** directs implementation of the street improvements described in this chapter.

General Recommendations for Old Town

A. Create a consistent streetscape by:

- Providing for 12 foot wide sidewalks where feasible
- Introducing a cohesive street tree pattern
- Introducing Pedestrian Oriented Light Fixtures
- Introduce a coherent and tasteful Street furniture palette
- Providing diagonal, or at a bare minimum, parallel parking on both sides of street
- Improve all crosswalks in Old Town to match the existing crossing at 83rd Avenue and Washington St.

B. Establish Connection between Old Town Peoria and proposed development North of Grand Avenue:

- Enhance Pedestrian Connectivity across Grand Avenue
- MORE TO BE ADDED

Sidewalks

Sidewalks are an important component of Old Town's pedestrian circulation network. Sidewalks provide pedestrian access to virtually every activity, and provide critical connections between other modes of travel, including the automobile, public transit, and bicycles. The pedestrian experience plays a very important part in the functionality and the economic health of Old Town. Wide sidewalks, street trees and landscaping, and consistent street furnishings all contribute to a desirable pedestrian street scene. Refer to Landscape Concepts.

- Design features such as enhanced paving on walkways, trellis structures, landscaping and low level lighting shall be used to distinguish the pedestrian route from the vehicular route.
- On-street parallel and diagonal parking, raised planters, and landscaped sidewalk planting strips shall be used to provide a buffer between pedestrians and moving vehicles.
- Newspaper racks should be consistent throughout Downtown and shall be clustered in groups of three to minimize a cluttered sidewalk appearance. Permanent structures to house these racks will also help minimize a cluttered appearance.
- Permanent structures to house newspaper racks are required in Old Town.
- Sidewalks shall have a “through pedestrian “zone” that is kept clear of any fixtures and/or obstructions.
- A minimum of four (4) feet shall be reserved to allow for two people to walk comfortably side by side in accordance with the American Disabilities Act (ADA) requirements.
- Sidewalk surface shall be stable, firm, smooth, and slip-resistant.
- Planting areas, bike racks, street lighting, news racks, and other street furniture shall be contained in the area between the side walk and street to keep the “through pedestrian zone” free for walking.

Street Trees

The existing streetscape improvements (paving, “acorn” street lights, street trees) between Washington and Monroe Street remain, however, in future improvements more effort should be placed on wider sidewalks with shade providing street trees. The street trees along streets in Old Town Peoria should also provide diversity in plant species while maintaining a coherent character. The Recommended Street tree palette includes:



Evergreen Palm
(*Ulmus parviflora*)



Medium Fan Palm
(*Chamaerops humilis*)



Yellow Bells
(*Tacoma stans*)

Landscaping Elements

In addition to the recommended Street Tree palette some flexibility should be used in the determination of landscaping elements in heavily landscaped areas and where staff may recommend otherwise. In these instances please refer to the recommended Plants for Old Town and Vicinity. (Figure x.x).

Landscaping will be focused on shade, ease of maintenance and to create a strong unified theme. Plants will be durable, low water use varieties proven to be adaptable to standard maintenance practices and the Peoria climate.

Planting:

- All trees in paved areas should be provided with “Deep Root” barriers, automatic irrigation and metal grates, and have adequate size, soil mix, and soil vegetation. Use of engineered soil mixes and products insuring penetration of the air into the root zone is discouraged.
- Drought-resistant shrubs and trees shall comprise a minimum of 90% of all landscaped areas. All plantings in the public right of way required landscaped areas and streetscape shall be per the Arizona Department of Water Resources (ADWR) Phoenix AMA Drought tolerant / Low Water Plant List.
- Turf shall be restricted to a maximum of 10% of overall landscaped areas. Turf areas shall be located to provide useable areas for people and shall not be located within the public right of way or within street frontages.
- All plant material that does not comply with the ADWR Phoenix AMA Drought Tolerant / Low Water Use plant shall be places in or near building entrances, plazas, seating areas other areas that are people oriented.
- All planets and tree with thorny characteristics should be planted a minimum of 5’ from the public sidewalks.
- All trees near public sidewalks or trails shall be trimmed to have 7’ clear canopy over the trail at the time of installation.

Recommended Plants for Old Town and Vicinity (Figure x.x)

Botanical Name	Low Water Use*	Common Name	Major Street	Local Street	Street/ Alley	Plaza / Patio / Zocalo	Parking Lot
Large Trees							
Jacaranda mimosifolia	•	Jacaranda			•	•	
Ulmus parvifolia	•	Evergreen Elm	•	•	•	•	•
Washingtonia robusta	•	Mexican Fan Palm	•				
Medium Trees							
Acacia smalli	•	Sweet Acacia	•	•	•		•
Acacia stenophylla	•	Shoestring Acacia		•	•		
Cercidium parkinsonia Hybrid	•	Desert Museum		•			•
Chorisa speciosa	•	Floss Silk Tree				•	
Eucalyptus spatulata	•	Narrow-Leaf Gimlet	•	•	•	•	

Eucalyptus torquata	• Coral Gum		•	•		
Geijera parviflora	• Australian Willow		•	•		
Small Trees						
Eucalyptus erythrocorys	• Red Cap Gum		•	•	•	
Lysiloma thornberi	• Fern Of The Desert		•	•	•	•
Sophora secundiflora	• Texas Mountain Laurel		•	•	•	
Lysiloma thornberi	• Fern Of The Desert		•	•	•	
Eucalyptus erythrocorys	• Red Cap Gum		•	•	•	
Chamaerops humilis	• Medium Fan Palm					•
Caesalpinia platyloba	• Palo Colorado		•	•	•	
Caesalpinia mexicana	• Mexican Bird Of Paradise		•	•	•	
Bauhinia blakeana	• Orchid Tree					•
Acacia willardiana	• Palo Blanco			•	•	
Shrubs						
Encelia farinosa	• Brittlebush		•	•	•	•
Guaiacum coulteri	• Guayacan		•	•	•	•
Lantana camara	• Lantana, Shrub Verbena		•	•	•	•
Leucophyllum frutescens	• Texas Sage		•	•	•	
Maytenus phyllanthoides	• Mangle Dulce		•	•	•	•
Muhlenbergia rigens	• Deer Grass			•	•	•
Salvia clevelandii	• Cleveland Sage		•	•	•	•
Simmondsia chinensis	• Jojoba		•	•	•	•
Tecoma stans	• Yellow Bells		•	•	•	•
Groundcover, Vines and Other						
Agave murpheyi	• Murphy's Agave		•	•	•	
Aloe	• Blue Elf		•	•	•	

Aloe mawei	•	Dawe's Aloe	•	•	•
Antigonon leptopus	•	Coral Vine/Queen's Wreath			•
Baileya multiradiata	•	Desert Marigold	•	•	•
Cereus hildemannianus	•	Night Blooming Cereus	•	•	•
Dyssodia pentachaeta		Golden Fleece		•	•
Hymenoxys acaulis		Anjelita Daisy		•	•
Lantana montevidensis	•	Trailing Lantana	•	•	•
Podranea ricasoliana	•	Pink Trumpet Vine			•
Stenocereus thurberi	•	Organ Pipe Cactus	•	•	•
Yucca aloifolia	•	Spanish Bayonet		•	•
Yucca baccata	•	Banana Yucca	•	•	•

* Vegetation listed on the Arizona Department of Water Resources lists of native, drought, tolerant, and low water-use plants, trees & shrubs.

Street Furnishings

Street furnishings serve an aesthetic as well as practical function and can enliven and provide variety to outdoor spaces used for public interaction. Street furniture includes all items placed within the public right-of-way, such as lighting, benches, bus shelters, trash receptacles, plant containers, tree grates and guards, bicycle racks, bollards, kiosks, and fountains. Proper design and placement of such amenities will reinforce a unified Old Town design theme and create a lively and festive atmosphere throughout Old Town Peoria. The following general guidelines should be considered when selecting and siting these amenities:

- The design and selection of street furniture shall include considerations for the security, safety, comfort, and convenience of the user. Prior to selecting street furniture, the Public Works Department should review choices for durability of materials and ease of maintenance after installation.
- Street furniture shall be located along street edge of sidewalk and maintain a clear width sufficient to accommodate pedestrian flows.
- To create a more organized and efficient use of sidewalk space, furnishings shall be grouped together rather than scattered. Trash and recycling cans shall be located near benches. A greater number and type of furnishings should be located in higher-use pedestrian traffic areas.
- Items should be securely anchored to the sidewalk, and a graffiti-resistant coating shall be applied to street furniture elements to ensure a good longer-term appearance.

- Provisions to accommodate persons with disabilities shall be incorporated into the design and siting of furnishings. This includes a provision for space adjacent to walkways for wheelchair and/or stroller parking.

Below is a conceptual streetscape palette for furnishings and fixtures accompanied by guidelines for selection and placement.



Street lighting

Street lighting plays both an aesthetic and safety role in Downtown areas. The guidelines encourage Downtown lighting which does the following:

- A. Contributes to the safe and efficient use of Peoria streets
 - B. Enhances security
 - C. Helps unify the Old Town area
 - D. Prevents any lighting from casting glare onto adjacent streets in such a manner as to decrease the safety of vehicular movement
 - E. Enhances and encourage evening activities
 - F. Uses full or partial cut-off lighting fixtures to minimize light pollution.
- Pedestrian street lighting shall be provided along sidewalks and pedestrian pathways in addition to the existing taller street lights, particularly in areas of high pedestrian traffic and parking areas in Old Town.
 - Additional pedestrian-scaled street lights shall be provided at bus stops, in addition to the existing taller street lights, to provide additional security for transit users.
 - A dual-level lighting system is required. One level will function during normal operating hours and another one will project reduced intensity light levels throughout late non-operational hours (for security purposes). A single fixture with both lighting levels attached is preferred.
 - The style of lighting in a public parking lot shall relate to the overall architectural design of the surrounding commercial uses, shall not exceed 25' in height, and shall minimize glare into the night sky and adjacent areas.
 - Accent lighting and uplighting on architectural and landscape features are encouraged to add interest and focal points. Provisions for seasonal lighting are encouraged.
 - Electrical service for seasonal/event lighting in trees shall be provided.

The existing "acorn" street lights on 83rd Avenue, north of Monroe Streets and south of Washington Streets should also be installed throughout the Old Town area. The acorn light provides a more traditional style while in scale with the pedestrian environment.



Typical "acorn"
light fixture



Close up of Existing
"acorn" base



Close up of Existing
"acorn" lamp & banner

Street Banners

Banners or flags for use on area light standards shall be included in the signage program. Banners with appropriate Downtown logo and graphic representing a community-wide special event or festival shall be developed. Banners may be changed periodically to provide advertisement for special Downtown events and promotions.

Benches and Trash Receptacles

Benches and trash receptacles should always be placed together to provide convenience and ease to both needs. A six-foot bench and trash and recycling receptacles shall be placed approximately every 150 feet on busy pedestrian corridors and every 250 feet around other portions of Old Town and be clustered at transit stops and public plazas. As the existing and trash receptacles need replacing, they shall be replaced with furnishings of the same or similar southwestern style as shown below. Where public seating is sponsored by a group or donated by an individual, a small plaque may be attached to the seating to memorialize that donation or sponsorship.

Tree Grates

The use of tree grates is required along heavily used pedestrian streets. Tree grates provide more area for pedestrians on the sidewalk while reinforcing the Downtown character. The recommended tree grate for Old Town must comply with American Disability Act (ADA) regulations.

Bike Racks

Bike racks shall be located near transit stops, throughout commercial areas, event areas, parking lots, and employment centers as well as locations on private property. These amenities will encourage bicycle ridership and provide an attractive alternative to locking bicycles to trees and light poles. Along Old Town streets it is required to provide bike racks at key locations on every block. The "U" shape style works well in a Downtown setting because it allows bikes to be parked parallel to the sidewalk, which keeps them out of the through-pedestrian walkway of the sidewalk. It also is a preferred design by cyclists due to its functionality and ease of use.

Bus Shelters

Bus shelters and transit stops are an important element for Old Town circulation. They can be key to transporting people to and around Peoria and the greater Phoenix area. They shall be conveniently located at parking areas, shopping areas, event areas, and public facilities. Because bus shelters and stops are located throughout the Old Town, they need to have a clean uncluttered appearance. In addition all bus shelters should have some form of shade to protect transit riders from the intense summer heat.

Transit stops shall provide benches and lighting for the comfort of passengers waiting for their transit vehicle and shall take the needs of disabled users into consideration.

Additional Site Furnishings

Newspaper racks, drinking fountains, kiosks, etc., should also be carefully located throughout the Old Town. Drinking fountains should be located in public gathering areas. Waist-high safety bollards should be used to define public plazas and paseos. Properly placed, bollards can delineate between vehicle and pedestrian zones creating a safe walking environment. Kiosks should be located at key locations between parking and shopping areas, at key plazas, and paseo entries. Kiosks can effectively direct visitors to

restrooms, plazas, shopping areas, parking, and public facilities. They can assist in drawing people

through the Downtown from one district to another. Other street furniture (banners, telephone boxes, trash receptacles, planters, and informational displays, etc.) shall be incorporated into streetscape improvements at appropriate locations. Locations shall be determined through public improvement design plans.

Some of the envisioned public improvements will require private property owner participation and/or cooperation at the time of redevelopment. Others can be simply implemented by the City as funding is secured and programmed as a part of the capital improvement program.

PUBLIC ART

Public art is another way of adding vitality and character to the street scene. The City shall incorporate the Peoria Arts and Culture Master Plan (Currently in DRAFT form).

Public Signage

Gateways & Entries

Directional signage

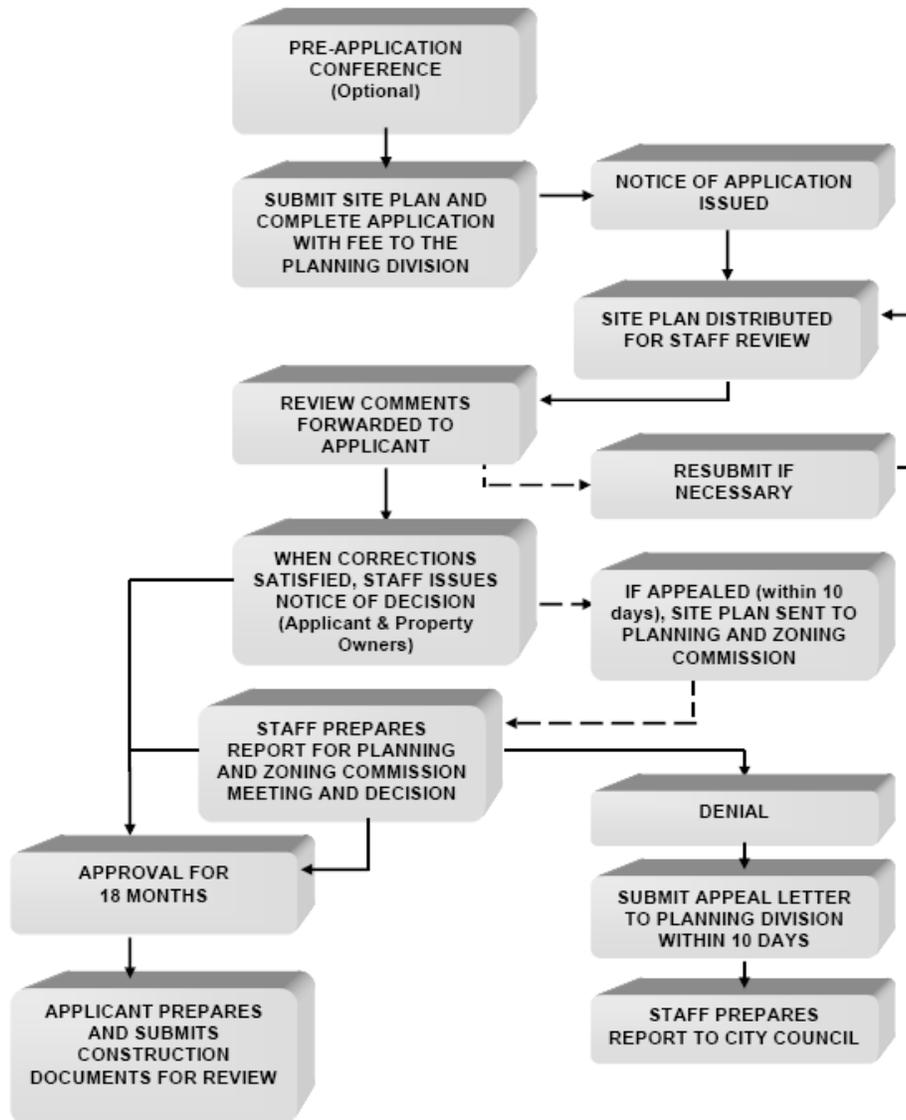
Non directional signage

ROUGH DRAFT

Design Review Standards and Guidelines

This section will describe the City's Current Development Submittal and Review Process, and make recommendations for how further develop tools (ie: "City's streamline permit processing and "green team" function and operation) already established.

R



Historic Preservation Plan

Introduction

The City of Peoria has a commitment to preserving and celebrating its character and history. This Element reaffirms this commitment and outlines policies to support historic preservation practices throughout the Central Peoria Planning Area, and in particular within the Old Town District.

Relevant Plans, Programs and Agencies

National Register of Historic Places (NRHP)

The National Register of Historic Places is the nation's official list of buildings, structures, objects, sites, and districts worthy of preservation for their significance in American history, architecture, archaeology, and culture. The National Register was established by the National Historic Preservation Act of 1966. It is part of a national program to identify, evaluate and protect America's historic and archeological resources. Properties listed on the NRHP are eligible for federal grants and tax incentives.

Section 106 of the National Historic Preservation Act of 1966 requires that Federal agencies allow the Advisory Council on Historic Preservation (ACHP) an opportunity to comment on all projects with federal involvement affecting historic properties either listed in or determined eligible for listing in the National Register.

Arizona State Historic Preservation Office (SHPO)

The State Historic Preservation Office (SHPO) is a division of the Arizona State Parks. It is responsible for the identification, evaluation, and protection of Arizona's prehistoric and historic cultural resources. The office sponsors and supports a number of historic preservation programs for the public including information sharing, volunteer activities, and awards. The SHPO administers a property tax reduction program for non-income-producing properties listed on the National Register and a property tax incentive program for income-producing properties.

Certified Local Government Designation

As part of this commitment, Peoria has become a designated Certified Local Government (CLG). The Certified Local Government designation is intended to encourage communities to establish historic preservation programs at the local level. The program aims to foster neighborhood pride, to survey and inventory local historic properties, and to assist property

owners in preserving their community's heritage. Under this designation, the City is responsible for enacting and enforcing the Historic Preservation Commission, surveying and inventorying local historic properties, enforcing the City of Peoria Historic Preservation Ordinance for the designation and protection of historic properties, participating with the State Historic Preservation Office (SHPO) on proposed designations to the state and national registers, enforcing state and local preservation laws, and providing adequate public participation in local historic preservation efforts.

Historical Preservation Commission

The Historic Preservation Commission consists of seven members, appointed by the Mayor with the approval of the City Council. The Commission advises the Planning & Zoning Commission and City Council on issues such as the identification and designation of landmarks and historic districts, and the use of funds to promote historic preservation within the City of Peoria. The Commission is responsible for increasing public awareness of the importance of historic, cultural, and architectural preservation.

Historic Preservation Ordinance (HPO)

Article 14-38 Historic Preservation is intended to protect and enhance the landmarks and historic districts distinctive of Peoria's heritage; foster civic pride in accomplishments of the past; and protect and enhance Peoria's attractiveness and economic vitality. The Ordinance outlines the process for designating and maintaining Peoria's historic landmarks and historic districts.

Historic Resources Survey 1997

The first historic resources survey was conducted in 1997. Of the 85 buildings identified in the inventory, six individual buildings and one historic district were recommended as eligible for inclusion in the National Register of Historic Places (NRHP). The historic district recommended for NRHP listing is bounded by 83rd to the west, Grand Avenue to the east, Jefferson to the north and Monroe to the south. The six individually eligible properties are identified as Meyer House (survey #44), Lebario House (survey #35), Edwards Hotel (survey #75), Peoria Woman's Club (survey #85), Peoria City Jail (survey #84), and Presbyterian Church (survey #30). The Peoria Woman's Club building has since been relocated from 83rd Avenue and Washington Street to 84th Avenue and Jefferson Street.

Historic Resources Survey Update 2006

The 2006 historic resources survey update identified an additional four residential properties: Saliba House (survey #2) Quick-Stop Groceries (survey

#45), Greek Orthodox Church (survey #49), and the residential property at 8344 W. Washington Street (survey #106) as individually eligible for the NRHP. Due to the non-contributing nature of the majority of Peoria's surveyed properties within the potential districts, the Survey authors did not identify any historic districts that would be recognized by the State Historic Preservation Office or the National Register of Historic Places. The Survey authors recommend a conservation or city-based preservation-recognition movement to establish procedures for preserving locally significant buildings and districts.

Historic Preservation Master Plan 2005

This plan was published in August 2005, with the purpose of identifying the interests and issues relevant to the City for preservation of historic resources. The Plan outlines three principle goals for Historic Preservation in Peoria:

- ❖ Further Knowledge and Appreciation of the Community's History
- ❖ Preserve Neighborhoods and Stabilize and Improve Property Values
- ❖ Manage conflicts between City Development and historic Preservation Objectives

This Historic Preservation Element is consistent with the goals and objectives of the Historic Preservation Master Plan.

Peoria Register of Historic Places

The Peoria Central School and Peoria Woman's Club have been officially listed as landmarks on the Peoria Register of Historic Places.

City of Peoria Façade Improvement Program

The City of Peoria Economic Development Department has established a façade improvement program that provides matching grants to business owners and operators in Old Town Peoria for improvements to their storefronts.

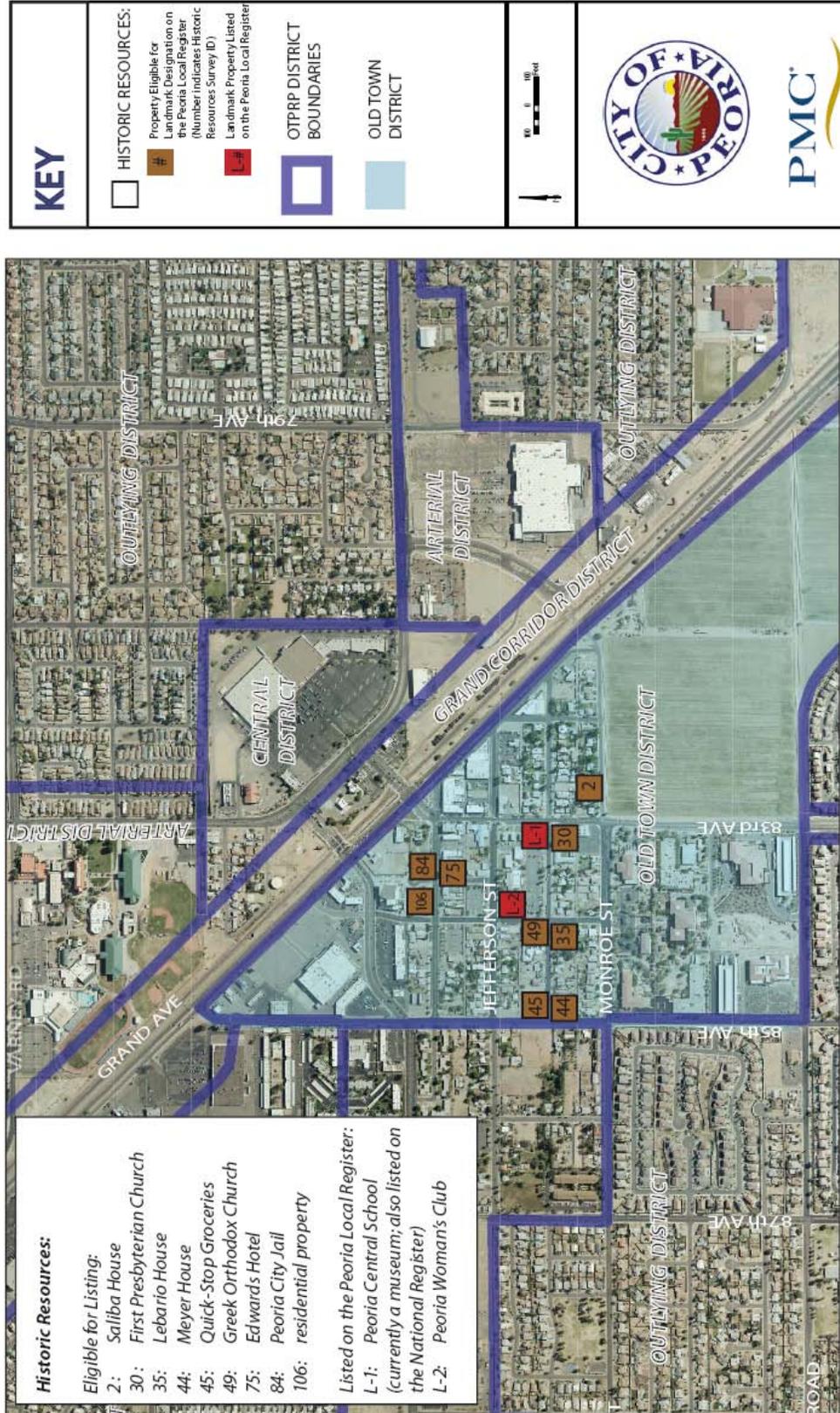
Historic Resources

For the purposes of this Plan, Historic Resources are defined as those properties within the Central Peoria Planning Area that are listed in or eligible for listing in the Peoria Register of Historic Places, the Arizona Register of Historic Places or the National Register of Historic Places as a designated landmark, or as a contributing property within a Historic District that is listed or eligible for listing on the local, state or national register. Figure HP-1 shows the location of the identified historic resources within the Central Peoria Planning Area.

ROUGH DRAFT

Figure HP - 1
Historic Resources Map

OLD TOWN
PEORIA
REVITALIZATION
PLAN



Catalytic Projects

Figure HP-2 shows five Catalytic Projects that will initiate historic preservation and revitalization efforts in Central Peoria. These are projects that have been identified by the city and community as critical projects that will begin the revitalization of Old Town Peoria as the center of civic pride and the preferred location for new commercial development. The five Catalytic Projects are: The Firehouse, The Peoria Jail House, the Hood Building, the Old Main High School building and the Edwards Hotel. Of these properties, both the Peoria Jail House and the Edwards Hotel are identified as individually eligible for listing on the National Register of Historic Places and should consider formal designation in order to be eligible for federal grants. The Policies and Actions outlined in the following section provide further details for these projects.

ROUGH DRAFT

Figure HP - 2
Catalytic Projects



Goals, Policies, & Actions

The policies and actions in this Element support three central goals:

Goal HP-1: Identify and Preserve the History of Peoria for future generations

Goal HP-2: Enhance and Preserve the Historic Character of Old Town Peoria

Goal HP-3: Promote and Celebrate Peoria's History through public outreach and education

These goals are aimed to support and promote the preservation of historic resources in Central Peoria, while encouraging new development that is sensitive to Peoria's past.

Goal HP-1: Identify and Preserve the History of Peoria for future generations.

Policy HP1.1 Preserve Peoria's historical resources.

Action HP1.1.1 The City shall maintain its designation as a Certified Local Government by adhering to the responsibilities outlined in the CLG agreement with the SHPO.

Lead Agency: Community Development Department

Timeframe: ongoing

Funding: To be determined in Implementation Chapter

Action HP1.1.2 Update the Historic Resources Survey. Explore additional geographic areas to be covered in the survey where buildings at least 50 years old are present. Identify eligibility for listing of historic resources on the local, state and national registers. Submit the survey to the SHPO for approval.

Lead Agency: Historic Preservation Commission & Community Development Department with SHPO involvement.

Timeframe: Every 5 years or as needed.

Funding: To be determined in Implementation Chapter

Action HP1.1.3 The City shall update applicable City Ordinances to:

- a) Identify the name of the local register, its function, and all parties who can initiate designations to the register
- b) Provide a definition for the term "historic resources" as defined in this Element
- c) Provide regulations on historic resources not listed but eligible for listing on a local, state or national register, consistent with this Element
- d) Outline specific and clear permitting requirements
- e) Clearly outline the design review process for historic resources either listed, individually eligible, or contributing to a historic district
- f) Address the process for demolitions and relocations of historic resources
- g) Create a Historic Preservation Overlay Zoning District
- h) Consider inclusion of Urban Conservation Districts for those areas warranting the preservation and protection of historic character and properties it contains, without meeting the same higher standard for designation as a Historic District.

ROUGH DRAFT
Lead Agency: Community Development Department
Timeframe: ongoing
Funding: To be determined in Implementation Chapter

Action HP1.1.4 Require all new development on a lot containing a Historic Resource to be reviewed by the Design Review Appeals Board for compliance with this plan's Historic Resource Design Guidelines and the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties.

Lead Agencies: Community Development Department & Historic Preservation Commission
Timeframe: Ongoing
Funding: To be determined in Implementation Chapter

Action HP1.1.5 Discourage demolition of historic resources, and provide clear and adequate guidance to the public and property owners, the Commission and staff. Requests to demolish or relocate a historic resource shall be reviewed by the Community Development Director and Historic Preservation Commission, who may request additional documentation (funded by the applicant). The HPC may approve, conditionally approve, or deny the Demolition Permit application depending upon its ability to significantly affect the quality of the human environment. Update

the Historic Preservation Ordinance to address Demolition/Relocation Certificates.

Lead Agencies: Community Development Department & Historic Preservation Commission

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Action HP1.1.6 Encourage adaptive re-use of historic buildings where their original use is no longer appropriate for the neighborhood through the use of incentive and education programs.

Lead Agencies: Community Development Department

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Action HP1.1.7 Consider becoming a designated Preserve America Community to reaffirm commitment to preservation and become eligible for Preserve America grants.

Lead Agency: Community Development Department

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Action HP1.1.8 Investigate joining the National Trust for Historic Preservation Main Street Program, to promote preservation-based commercial district revitalization.

Lead Agency: Community Development Department

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter.

Goal HP-2: Enhance and Preserve the Historic Character of Old Town Peoria

Policy HP2.1 Preserve Peoria's special sense of place by promoting high standards of architecture, urban design and landscaping so that new development complements the historic character of Old Town.

Action HP2.1.1 Require all new development within the Old Town District to be reviewed for compliance with this plan's Historic Resource Design Guidelines, the City's Design Review Manual standards pertaining to Old Town and the Secretary of the Interior's

Standards and Guidelines for the Treatment of Historic Properties. The City's Design Review Manual for the Old Town Special Area shall be amended so the geographic boundary of the Old Town Special Area for Design Review is identical to the geographic boundary identified for the Old Town District in this Plan.

Lead Agencies: Community Development Department & Historic Preservation Commission

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Action HP2.1.2 Identify funding for the ongoing preservation of City-owned historic resources in the Old Town. Funding sources may include:

- ❖ Development fees
- ❖ Preserve America grants
- ❖ Historic Preservation Fund matching grants available to Certified Local Governments

Lead Agency: Community Development Department & Finance Department

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Action HP2.1.3 Provide local incentives and support use of federal and state incentive programs to encourage preservation of privately-owned Historic Resources. Choose from the following list of incentive programs, and update the Historic Preservation Ordinance with clear information on the chosen programs' purpose, eligibility, incentives and application procedures:

- ❖ Façade improvement program
- ❖ Roof/plumbing improvement program
- ❖ Relaxation of zoning regulations such as height, setbacks, parking, allowing commercial uses in residential zones, etc.
- ❖ Reduced or waived development application fees
- ❖ Priority building permit processing
- ❖ Historic Resource Conservation Easements
- ❖ Adaptive Reuse Ordinance
- ❖ Business Improvement District
- ❖ City Tax Exemptions
- ❖ Low interest loans
- ❖ Offering design assistance and technical support
- ❖ Providing workshops on the maintenance of historic properties

- ❖ National funding, such as the Federal Historic Preservation Investment Tax Credit Program and Façade Easements
- ❖ State Historic Preservation Grant Fund Program
- ❖ State Historic Property Tax Reclassification Program
- ❖ Preserve America grants

Lead Agency: Community Development Department & Economic Development Department with City-wide involvement

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Action HP2.1.4 Create a Peoria Old Town Special Planning Area (SPA) Ordinance or Urban Conservation District for the Old Town district to prioritize and incentivize historic preservation in the district. The City's Design Review standards for the Old Town Special Area shall be updated in accordance with the SPA Ordinance or Urban Conservation amendment to the HPO.

Lead Agency: Community Development Department

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Policy HP2.2 Promote Historic Preservation and revitalization in Old Town through the implementation of five catalytic projects.

Action HP2.2.1 Identify funding and prepare a Master Plan and Implementation plan for the preservation of the five identified Catalytic projects: The Firehouse, The Jail, the Hood Building, the High School and the Edwards Hotel.

Lead Agency: Community Development Department

Timeframe: Within 5 years of Adoption of this Plan

Funding: To be determined in Implementation Chapter

Goal HP-3: Promote and Celebrate Peoria's History through public outreach and education

Policy HP3.1 Establish, support and fund programs that enhance Peoria's sense of community and identity.

Action HP3.1.1 Partner with the Peoria Arizona Historical Society in developing brochures, events and educational materials that

provide connection with Peoria's history. Events should include walking tours and evening programs at the Peoria Historical Museum.

Lead Agencies: Community Development Department & Peoria Arizona Historical Society

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Action HP3.1.2 Provide information to the public on historic preservation efforts and financial incentive programs. This may include:

- ❖ Establish exhibits for historic and cultural items at City Hall.
- ❖ Establish an informational kiosk in Old Town for the public to view about the City's historic resources.
- ❖ Create pamphlets that outline and discuss the City of Peoria's historic preservation program and the importance of preserving cultural and historic resources.
- ❖ Regularly update the historic preservation page on the City of Peoria's website with links to federal, state and local historic preservation programs and financial incentive programs.
- ❖ Keep handouts and applications on federal, state and local incentive programs at the public counter at City Hall.
- ❖ Provide workshops on the maintenance of historic properties.

Lead Agency: Community Development Department

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Action HP3.1.3 Establish a self-guided historic monument/signage program in Old Town to inform residents and visitors of Peoria's landmarks and locations of historical significance. This program should include:

- ❖ Special street signs;
- ❖ Historic markers;
- ❖ Wayfinding/informational signage;
- ❖ Brochure with a map identifying the historic properties and the route of the self-guided tour to be posted on the website, and distributed at designated locations throughout the community;
- ❖ And any other appropriate materials.

Lead Agency: Community Development Department

Timeframe: Ongoing

Funding: To be determined in Implementation Chapter

Implementation and Finance

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

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

Statutory Authority

Organization

Financing Tools and Programs

Infill Incentives Strategies

Catalyst/ Initiative Projects

Model Return on Investment (ROI) opportunities and strategies

Implementation Plan Matrix

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3. 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.

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