



OLD TOWN PEORIA REVITALIZATION PLAN



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Chapter 1. Introduction and Purpose

- A. Need for a Revitalization Plan
- B. Focus of the Plan
- C. Goals for the Revitalization Plan
- D. Relationship to Other Plans, Policies, and Studies
- E. Plan Organization and Use

The Old Town Revitalization Plan process was launched in August of 2008. This process constituted a major recalibration of the revitalization strategy for Peoria’s Old Town area and its environs. The planning area comprises approximately four square miles and is bounded by Olive Avenue (south), Cactus Road (north), 75th Avenue (east) and the Loop 101 on the west.

To begin this process, the City of Peoria selected a consulting group consisting of professionals specializing in city planning, urban design, transportation engineering, economics, historic preservation, real estate, and program implementation.

A. Need for a Revitalization Plan

The purpose of the Plan is to establish a long term vision and “roadmap” outlining specific revitalization strategies and implementation measures to improve the physical, social, economic and environmental conditions in the Old Town Peoria Planning Area. The project approach includes an assessment of background conditions and an active participation program intended to engage community residents, businesses and stakeholders in formalizing priorities.

Located in one of the fastest growing metropolitan areas in the United States, Peoria is strategically located within the northwest portion of the greater Phoenix-metro area. Within the core of the planning area, Old Town exhibits tremendous assets; ranging from its historic character to its proximity to other municipalities, major roadways and rail lines. However, given the pattern of development in Peoria over the past decades, Old Town has experienced a gradual erosion of commercial and retail activity as competition has developed along large auto transportation corridors and in the undeveloped northern sections of the City. Returning Old Town to a place of vibrancy and economic viability is a primary goal set forth by this revitalization plan.

B. Focus of the Plan

Focused Planning Area

The planning area covers approximately four square miles. However, upon the recommendation of the public, stakeholders, and City Staff a focused planning area covering just over half a square mile was also established. This area represents the key Old Town business area and residential neighborhoods that will form the core of a redefined and integrated downtown setting. The focused planning area stretches northward from Mountain View Road through historic Old Town extending to vacant and underutilized parcels situated north of Grand Avenue. The east-west area boundaries are defined by 81st Avenue to the east and 85th Avenue to the west. The focused planning area is bisected by Grand Avenue, a major arterial that extends diagonally across the grid from downtown Phoenix towards outlying communities in the far northwest Valley.



Project Planning Area

Outside of the focused planning area, the general planning area exhibits a suburban development pattern, comprised mostly of single-family homes and other residential uses. Areas of office, industrial and commercial uses are also found throughout the general planning area. Although this plan focuses on the Old Town core, it also addresses and outlines recommendations for policies to guide the development of the larger planning area in a manner that reflects the vision brought forth by the residents of Peoria.

C. Goals for the Revitalization Plan

The Old Town Peoria Revitalization Plan (OTPRP) establishes the vision, development and regulatory framework, and implementation strategy for the planning area. The following goals for this plan have been reviewed in open and spirited public discussions, revised to respond to new information and provide clarity to the community's priorities and values.

The overall goals have been defined as:

- Transform the Old Town area into a revitalized and improved urban center with a distinctive identity and character.
- Attract economic development opportunities while supporting a mix of uses.
- Promote urban design that creates engaging public open spaces.
- Preserve and enhance the historic character of the Old Town area.
- Develop standards for a mix of land uses including public spaces.
- Increase employment opportunities for Peoria residents and businesses.

- Supplement existing design standards and principles to enhance the local development and design quality.
- Strengthen Old Town’s pedestrian, bicycle and transit-oriented characteristics while maintaining the appropriate vehicular access to Old Town destinations.
- Foster a vibrant atmosphere through a wide range of activities.
- Concentrate growth in Old Town – to become a transit, entertainment, employment and cultural center.
- Create implementation strategies that are feasible and attainable.

D. Relationship to Other Plans, Policies and Studies

Throughout the preparation of this document, the following relevant plans, policies and materials were referenced or examined.

- The City of Peoria General Plan
- Zoning Ordinance
- 1999 Central Peoria Revitalization Plan
- Façade Improvement Policy Program
- Peoria Façade Study
- Peoria Infill Incentive Program (rescinded)
- City of Peoria Historic Preservation Master Plan (August 2005)
- Historic Resource Survey and Update (July 1997 & March 2006)
- Design Review Manual (August 2008)
- Maricopa Association of Governments (MAG) Commuter Rail Strategic Plan
- MAG Grand Avenue Major Investment Study (MIS) Phase II
- 83rd and 84th Avenue Streetscape Improvements
- Cotton Crossing Improvements
- Osuna Park Phase 1 Design Concept Report
- Peoria Place Planned Area Development
- Arts and Culture Master Plan (February 2009)

E. Plan Organization and Use

The Old Town Peoria Revitalization Plan is organized as follows:

Chapter 1 provides an introduction to the strategic planning efforts for the Old Town area including the catalyst for the Plan as well as its focus and goals. Chapter 1 highlights the relevance of past plans and provides an organizational structure outlining how this document is to be used.

Chapter 2 describes the context of the Plan area. This portion of the Plan identifies the regional and local context, physical conditions as well as urban form and character.

Chapter 3 establishes a vision for the revitalization plan. This chapter translates the findings of the public, City staff and advisory committees into the Plan’s vision. This chapter also includes the guiding principles, design framework and design plan derived from the vision of the Old Town Peoria Revitalization Plan.

Chapter 4 details the market analysis of the planning area. This chapter summarizes the overall market conditions, findings and potential for development within the planning horizon.

Chapter 5 outlines the land use plan and design guidelines for new development and public improvements while maintaining flexibility for the private market. In addition, the historic preservation section outlines steps for retaining Old Town's historic character.

Chapter 6 presents options for an action plan with phasing and implementation recommendations within the context of the City's development process.

Use of the Plan

The OTPRP is intended to be the framework for future recommendations, implementation actions and capital improvement decisions within the Plan area. The actions and recommendations specified in the plan should be implemented by both the private and public sectors.

The following principles will facilitate successful implementation of the plan:

- The Action Plan is the roadmap for plan implementation (Chapter 6).
- The Capital Improvement Plan (CIP) for this area should be actively funded and regularly reevaluated as new development plans are implemented.
- Public street improvements and action items should be coordinated with new development.
- All projects and initiatives should conform to the land use and development provisions of the plan (Chapter 5).

Chapter 2. Plan Area Context

- A. Regional Context
- B. Local Context - Relationship of Project Area to the Rest of the Community
- C. Peoria's History
- D. Physical Conditions
- E. Urban Form and Character

A. Regional Context

Peoria is located northwest of the City of Phoenix, and is part of the greater Phoenix metro area. Peoria contains over 170 square miles and is home to over 155,000 residents, making it Arizona's 4th largest city in terms of incorporated area and 9th largest in population. It is uniquely located in two counties, Maricopa County and Yavapai County. Peoria benefits from varied topography ranging from flatland desert in the southern portions of the community to foothills and mountains that surround Lake Pleasant in the north. Notable geographic features include Sunrise Mountain, West Wing Mountain, East Wing Mountain, Calderwood Butte, Cholla Mountain, White Peak, Hieroglyphic Mountains, Twin Buttes, and the New River and Agua Fria River Corridors.

B. Local Context

The project area is located within the southern portion of the City, in what was the original heart of Peoria. Within this area, known as Old Town, development occurred on a small-block street grid pattern in a manner reminiscent of the early 20th century. This pattern is less focused on vehicle movement and is friendlier to pedestrians, as automobiles were not historically the primary mode of transportation. This street grid development pattern is an ideal framework on which to construct a revitalized and vibrant core.

Although the concentration of this plan is centered within the focused planning area (Old Town and Central Sub-Districts), the planning area is comprised of approximately four square miles, from Olive Avenue to the south, Cactus Road to the north, 75th Avenue to the east and to the Loop 101 on the west. Outside of the focus area, land uses are suburban in character, predominantly low-density residential with commercial land uses located along major arterials and Loop 101.



C. Peoria's History

The area was settled in the 1880's when William J. Murphy's vision of fertile farm lands fed by water from the Salt River became reality with the completion of the Arizona Canal in 1885. Once this canal was completed, Murphy went east to interest people in settling in this new community. Mr. Murphy was successful in catching people's attention – over 5,000 acres of land in the new district was purchased by citizens from Peoria, Illinois. Four families from Peoria, Illinois were among the first to move to Arizona to occupy and work their land.

Residences in the new community sprang up, and a school and post office were established by 1889. More people followed the original families and Peoria continued to grow as a farming community. The farmlands were fertile and the people made a good living.

The City of Peoria was incorporated in 1954, with boundaries covering one square mile of land. This historic core includes today's Old Town and is at the center of this Revitalization Plan's focus area.

From a simple visionary farming community, Peoria, Arizona - a dynamic desert city, has grown.

D. Physical Conditions

i. Land Use

Although, residential uses encompass the majority of the Planning Area, the Old Town focus area consists of a mix of uses. There are noticeable patterns of building and land use in the focus area, such as community and cultural facilities, retail shops, restaurants, parks, and single-family and multi-family neighborhoods.

The larger plan area is decidedly suburban in character, predominately consisting of low-density single-family neighborhoods with commercial land uses focused along major arterials and Loop 101. Despite the breadth of single-family development, the area contains a mix of land uses including elementary and high schools, and small-scale office, commercial and industrial uses (multiple-space and single-user buildings). Additionally, several small and some very large vacant parcels are interspersed throughout the plan area.

ii. Traffic, Circulation and Parking

Existing Circulation and Traffic System

The street system in Peoria is based on the Valley's traditional grid system, with most roads oriented either north-south or east-west. Major arterial streets are generally spaced one mile apart. Grand Avenue, which runs diagonally through the plan area, is the exception to this pattern. Grand Avenue is paralleled by the Burlington Northern-Santa Fe Railroad.

Cactus Road and Olive Avenue are at the northern and southern limits of the project study area, and 75th Avenue and the Agua Fria Expressway/Loop 101 are at the eastern and western limits. Old Town is bisected at its north-south and east-west mid-point by 83rd Avenue and Peoria Avenue.

Street Classifications



Figure 2-1 Peoria Street Classification Map (excerpt)

The City’s Engineering Department utilizes a Street Classification map to portray and define the envisioned roadway transportation network of the future.

Traffic Volumes

The City of Peoria undertakes an annual traffic count program to provide planning, marketing, and growth analysis to assess the ability of roadway segments to accommodate demand. The Arizona Department of Transportation (ADOT) conducts similar counts on designated State roadways. Data from 2007 and 2008 show that there have been marked increases and decreases in traffic volumes throughout the study area. These numbers are detailed in Chapter 5.

Parking

There are over 4,000 parking spaces located within the Old Town area. The current parking facilities combine both on-street and off-street parking. Figure 5-11, located in Chapter 5, illustrates available parking in the Old Town area.

Public Transportation

The City of Peoria / Valley Metro fixed route services operate Monday through Friday. Local bus routes provide a convenient way for riders to travel to major employers and points of interest throughout the Valley. The City of Peoria operates two park-and-ride facilities which offer convenient access to the bus routes.

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

iii. Opportunity Sites and Buildings of Note

A variety of different buildings, sites and uses are associated within the Old Town area. These notable places, either alone or in combination with new development, can be enhanced into cherished destinations for residents and visitors alike. Figure 2-3 indicates the locations of potential opportunity sites and established community assets.

Figure 2-3 Opportunity Sites



1. Peoria Center for the Performing Arts

The Peoria Center for Performing Arts was established in 2007. Its unique architecture, theater programming and central location make it a cornerstone within the core area.



Peoria Center for the Performing Arts

2. Osuna Park

The park's enviable location adjacent the Peoria Center for Performing Arts and adjacent to Washington Street affords it the opportunity to embrace an even greater role as the central gathering place for the Old Town area.

3. Former Wal-Mart / Zocalo Site

Located north of Grand Avenue yet proximate to the Old Town area, this site has the potential to be an important component of the revitalization and growth of the focus area and greater plan area. At over 20 acres, its large size, under utilization and proximity to future transit allows for reuse or redevelopment.

4. Old Main - Peoria High School

Peoria High School opened its doors in Peoria in 1922. The high school has matured and expanded over the decades and now accommodates approximately 2,000 students and over 100 full time faculty members. "Old Main", the original high school building, still stands today but no longer is used. Old Main's distinctive architecture and historical identity are the reasons it is a notable opportunity site.



Old Main – Peoria High School

5. The City of Peoria Municipal Campus

The City of Peoria's Municipal Campus marks a strong sense of place for the City of Peoria. The campus serves nearly all of the City's needs and the design incorporates amenities such as gardens, an amphitheater, a public library and public gathering spaces. The municipal campus also contains much of the off-street public parking within the plan area.

6. The Hood Building

Located at a key gateway of 83rd Avenue and Washington Street, the Hood Building is the only two-story commercial building in the core area.

7. Fire Station #1

Originally constructed as Peoria’s first theater, it was converted in the 1950s to Peoria’s first fire station as an incorporated town. It is located on Washington Street south of Osuna Park. The 2006 Historic Resource Survey did not identify this site as potentially eligible for a National historic designation; however, the Historic Preservation Commission may choose to recommend the Fire Station for designation on the basis of its important role in the community.

8. Central School

Built in 1906, Central School is Peoria’s oldest existing school building and was uniquely constructed of concrete block. Today, the Peoria Arizona Historical Society occupies the site. Currently, the Central School is located on both the National and Local Registers of Historic Places.

9. Goodwill (Former Kmart) and Former Smittys

Located south of Grand Avenue and just northwest of the focus area, these two sites offer a combined total of over 20 acres of commercial property. The sites were built in the 1970s in the big-box/ in-line retail format common of the time. The former Smittys site, located nearest to the core area, is largely vacant. The former Kmart is currently home to a Goodwill Store. Both sites have ample parking and excellent visibility to Grand Avenue.

10. Peoria Avenue from the Loop-101 to the Core Area

Peoria Avenue is a nearly one mile long corridor extending west from the core area to the Loop-101. A variety of vacant sites, offices, retail, restaurants, and residential uses line the roadway. Peoria Avenue is the main western gateway into the core area.

11. Vacant parcels (throughout plan area)

Although not notable sites for their current assets, throughout the plan area are undeveloped parcels of an assortment of sizes. The variety of parcel size and context present myriad opportunities for neighborhood revitalization.

E. Urban Form and Character

The current urban form in the Plan Area is reminiscent of Peoria’s early history. The variety of building forms display the proud history of Peoria through tasteful integration of historic and modern design. The historic Hood building, the Woman’s Club building, the newly constructed Performing Arts Center, and City Hall all represent this mixture of styles. Of the historic structures within Old Town, most are still occupied and represent good candidates for restoration and continued use. The original small block layout of Old Town offers a unique set of existing conditions for the project area. This urban form provides the foundational characteristics for achieving the walkable, vibrant center that is desired by the community. Building upon this foundation will create a uniquely Peoria urban environment.

Chapter 3. Vision

- A. Community Input
- B. The Vision
- C. Guiding Principles
- D. Design Framework
- E. Design Plan
- F. Recommended Actions

The intent of the Old Town Peoria Revitalization Plan is to create a solid foundation to enhance the area's "sense of place" and to reinvigorate the quality of life within the project area. A strategic community outreach process has brought a comprehensive approach to this project, beginning with a set of guiding principles that has driven this plan forward. The guiding principles in this chapter have been synthesized from the community's expressed vision and have become the basis for identifying specific revitalization projects.

A. Community Input

i. Community Outreach Process

Preparation of The Old Town Peoria Revitalization Plan involved an extensive civic engagement process over a period of eight months. This section outlines the approach used to inform and involve the community. Additionally, this section outlines how community input was utilized to guide the development of the plan.

The community outreach effort involved various stakeholders which represented a diverse cross-section of interests in the Old Town area. Initial outreach steps included public community workshops, and the formation of a Public Advisory Committee (PAC) and a Technical Advisory Committee (TAC). These outreach steps were intended to attain the following outcomes:

- Develop trust in the public process;
- Educate the public about the planning process;
- Establish public involvement in the Revitalization Plan process;
- Learn from the community; and
- Solicit input and feedback on the Revitalization Plan.



ii. Role of Advisory Committees

Stakeholders

The Stakeholders provided the consultant team with one-on-one feedback with regards to the Old Town area. The interviews with stakeholders provided an understanding of issues and insights from key persons in the planning area which may not have surfaced through the TAC and PAC meetings.

Public Advisory Committee (PAC) Roles

The Public Advisory Committee (PAC) consisted of twenty-eight Peoria residents, business owners, community leaders and other community stakeholders. The PAC provided guidance and direction from a community perspective. Input from the PAC focused on various issues including urban design, circulation, land use alternatives and promoting the planning process.

Technical Advisory Committee (TAC) Roles

The Technical Advisory Committee (TAC) assembled City staff from multiple disciplines to provide guidance throughout the planning process. The TAC and the consultant team collectively review drafts to evaluate potential conflicts and ways to improve upon the planning drafts. The TAC acted as a “think tank” to determine the best possible solutions and outcome.

iii. Meeting Synopses

Kickoff Meetings - August 18, 2008

An initial meeting was held with the Technical Advisory Committee (TAC), the Public Advisory Committee (PAC) and the consultant team to kick off the Revitalization Plan process. The meeting outlined project objectives and work plans as well as discussed the roles and responsibilities of committee members. The project timeline and plan components were outlined to introduce the members to the planning process.

Stakeholder Interviews - August 18, 2008 and August 19, 2008

A series of interviews were conducted during the initial stages of the project with various stakeholders, including residents, business owners, City Council members and City staff. Over a dozen interviews were conducted in half-hour to hour long increments. The goal of these meetings was to gain an understanding of issues and insights from key persons in a one-on-one setting. The stakeholder interviews were informative, providing a foundation of background information and identifying many issues as well as visions for the Old Town area.

A majority of the stakeholders voiced consistent feedback that Old Town Peoria lacked a cohesive character and identity. The stakeholders stated many causes for this lack of identity, including lack of public gathering spaces, a “hodge-podge” of architectural styles and land uses, blighted and deteriorating buildings, and a high vacancy rate in the Old Town area. It was identified that there need to be significant changes to the existing streetscape environment of Old Town including façade remodels and a cohesive street scene. Stakeholders voiced a consistent vision of how Old Town should mature. Old

Town Peoria needs to be a pedestrian-friendly place of its own identity and character, creating a destination for the citizens of Peoria and the Phoenix Metro area.

Technical Advisory Committee (TAC) and Public Advisory Committee PAC Meeting #1 – October 20, 2008:

The consultant team met with members of the TAC and PAC to receive initial input with regards to urban design, transportation, economics and historic preservation as it relates to the Old Town Peoria Revitalization Plan (OTPRP). A presentation was given on these elements of the plan. The TAC and PAC provided feedback via live interactive polling and mapping exercises.

Community Workshop #1 - November 13, 2008

The first of two interactive workshops open to the public was held at Peoria City Hall. The purpose of this workshop was to receive essential public input and further refine preliminary elements of the OTPRP. Input was received through interactive polling, a question and answer session and through attendees rotating among three hands-on planning stations. These stations involved key elements of the plan including circulation/transportation, economics and urban design. Feedback was obtained on “big ideas” for the vision of the OTPRP area, a mix of land use and circulation needs, and direction on preferred architectural scale and style for the Old Town core. Additionally, the attendees were polled on priorities for historic preservation.



Technical Advisory Committee (TAC) meeting # 2 - December 15, 2008

The TAC met to discuss the feedback from the November public workshop and determine feasibility of the broad concepts discussed at the workshop. As a result, a draft framework plan was formulated. The intention of the framework plan was to illustrate visionary design concepts gathered through the planning process with regards to economic development potential, land uses, circulation improvements/re-alignments, and connectivity with surrounding neighborhoods. Contents and organization of the OTPRP document were also discussed.

Public Advisory Committee (PAC) meeting #2 - January 28, 2009

The PAC reconvened to provide input with regards to a draft table of contents, overall plan components and the conceptual design plan. The committee also provided direction on a number of items under consideration in the plan (such as historic signage, and streetscape elements).



Public Advisory Committee (PAC) and Technical Advisory Committee (TAC) Meeting #3 - February 25th & 26th, 2009

At the third TAC and PAC meetings, an interactive presentation outlined the findings from each stage of the public outreach effort. Additionally, the background analysis outlining the economic, circulation and urban design sections was discussed. Committee members were asked to confirm whether the plan elements and vision were reflective of the committee's values through a series of questions and live polling exercises. A discussion on appropriate locations for future density provided valuable input and feedback was obtained on design elements such as thematic streetscape furnishings and public art.

Community Workshop #2 -February 25, 2009



At the second interactive workshop, the consultant team presented draft products and plans including: guiding principles, a design plan, a land use plan, and a circulation plan. The purpose of this final meeting was to illustrate and refine the concepts drafted thus far. Input from the public was received through interactive polling, a question & answer session and through participation in three hands-on planning sessions addressing urban design, circulation/transportation and land use.

Public Advisory Committee (PAC) and Technical Advisory Committee (TAC) Meeting #4 - March 18, 2009

This meeting outlined the direction received from the previous meetings. The TAC and PAC discussed the preliminary draft of the OTPRP. The draft illustrated how the major plan components would come together and how the public outreach component affected the Plan's framework.

B. The Vision

During the eight month civic engagement process, the comments and issues brought forth during the meetings established appropriate recommendations for the revitalization of Old Town Peoria based on the community's values.

Throughout the civic engagement process, the following recurring themes and concerns were noted:

- Plan area size (needed to be down-sized or broken into manageable districts)
- Lack of identity and character
- Challenged portion of Peoria (many vacancies within planning area)
- Auto dominated streets, not inviting to the pedestrian or bicyclist.
- Connectivity among neighborhoods
- Undefined urban form

A vision for Old Town Peoria serves as a statement of purpose for the revitalization process, painting a picture of Old Town's future with broad strokes. It describes the community members' desires and intentions for their Old Town and allows them to share in an understanding of what it will become. It provides the foundation for building toward future objectives with a sense of positive change. Most importantly, the vision was shaped by the people who have a stake in Old Town's future; it is their ideas, their words and their hopes for a revitalized Old Town. The Vision Concept Map in Figure 3-1 illustrates the early vision for Old Town that was formed by the community. This is Peoria's vision for its Old Town:

“Old Town is a uniquely identifiable area for Peoria that is economically healthy and vibrant, pedestrian-friendly, and brings investment, 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 elements are intended to create a new vision of the plan area, returning vitality and activity to the historic core of the City.

Imagine an 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 that is well connected to outlying residential neighborhoods 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, broad activated sidewalks, shaded gathering spaces and engaging community events.*
- *A centralized multi-modal transportation hub. A planned transit station and park and 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.*



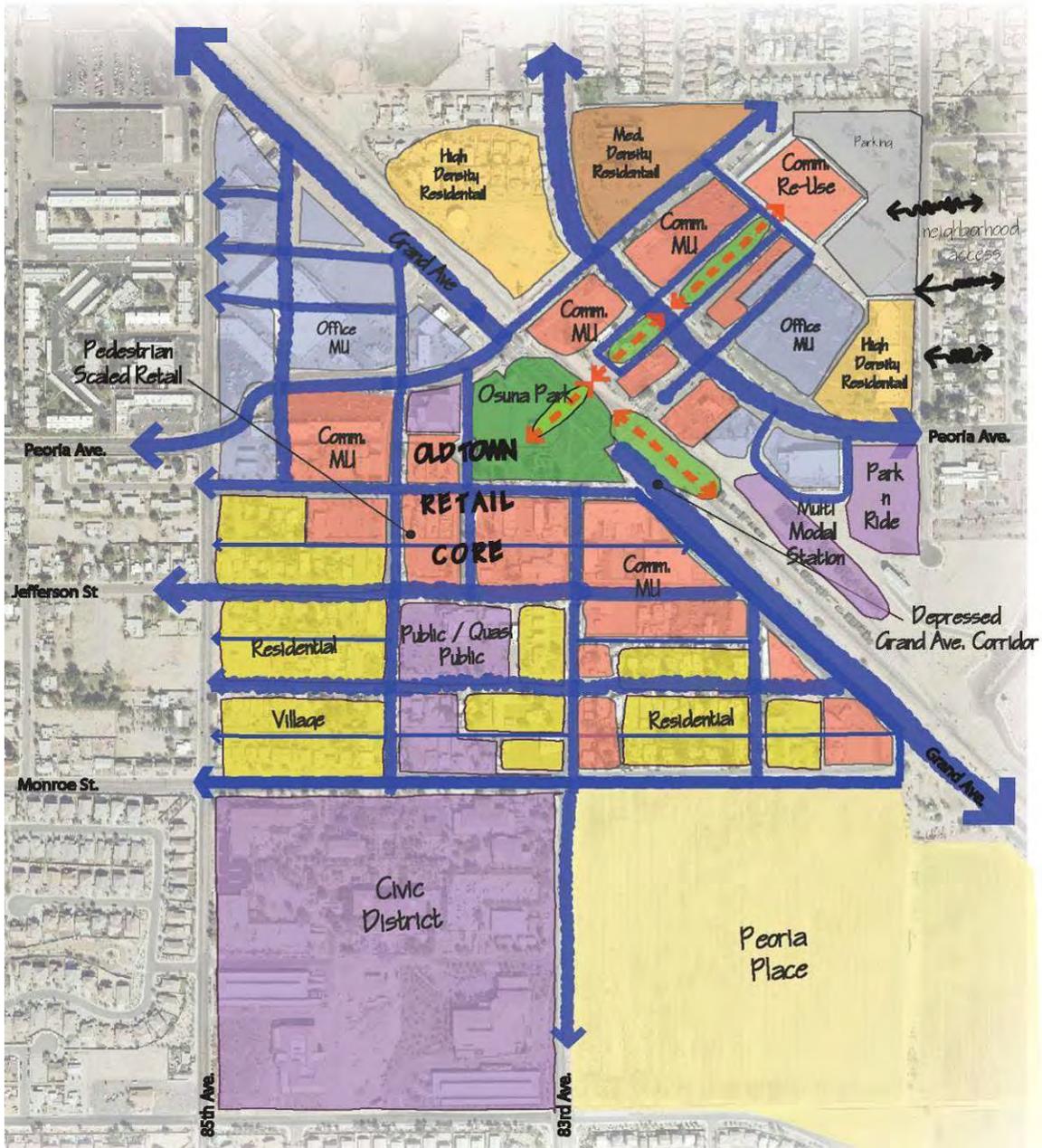


- A place for commerce. Innovative office and industrial uses will make Old Town Peoria a vital and desirable place to locate. Conference facilities serve the region and attract investment and visitors.
- An atmosphere with buildings oriented to the street creating an interesting and engaging pedestrian environment. New development relates to the pedestrian experience and parking fields are inconspicuous. A suburban/fringe development pattern is replaced with urban architecture and activity.

- A hub of activity containing a diversity of uses and lifestyle options. 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 commercial uses.
- An area enriched with historic and cultural resources.
- An area with grand public spaces that reinforce community identity, attract residents and visitors and provide a venue for community events. This is an area that supports the mixed-use environment and reinforces its image as well-connected, multi modal hub.



Figure 3-1 Vision Concept Map



C. Guiding Principles

The following principles and objectives have been formulated based on a thorough quantitative and qualitative assessment of the planning area and community and stakeholder input throughout the process. The following principles and objectives act as the foundation for the Old Town Peoria Revitalization Plan.

i. Principle 1: Improve Economic Vitality, Opportunity & Stability

- Develop and implement policies, guidelines and standards for the Old Town Area that will promote mixed-use development, neighborhood serving uses, an assortment of housing types and alternative transportation modes.
- Capture regional market share through new construction, rehabilitation and redevelopment.
- Improve the quality and appearance of existing retail.
- Recruit businesses such as restaurants, retail stores, services and entertainment that will primarily serve local needs and provide alternatives to visitors.
- Promote the development of higher education opportunities.
- Attract and retain high technology and sustainable industries.
- Develop strategies to encourage businesses to locate in the Old Town area.



Smaller mixed use developments are suitable for infill sites and are a good way to locate services near the residents that use them

ii. Principle 2: Nurture Old Town's Unique Character

- Establish a vibrant environment that lends to a dynamic, exciting, and welcoming atmosphere which defines the Old Town experience.
- Develop standards and guidelines that integrate new development within the established scale, architectural and historical context of Old Town.
- Create a safe and pedestrian-friendly environment that enhances the "old town" experience for all user groups.
- Promote "Main Street" architectural character with buildings fronting pedestrian sidewalks and on-street parking.



Townhomes, lofts, and row houses will provide a variety of housing choices in Old Town.



Buildings, public spaces and streetscapes should be built with attention to the form, scale and materials that will result in a high quality pedestrian experience.

iii. Principle 3: Enhance the 'Sense of Place' in Old Town Peoria

- Enhance and reinforce identity in the Old Town area by developing policies, guidelines and standards that address building facades, awnings, signage, historically sensitive architectural treatments, utilities, streetscape elements, public art and building setbacks.
- Promote design standards for development and construction which respond to community values of architectural beauty and distinctiveness
- Create an interesting, unique neighborhood which reflects the values and cultures of the people who reside in the area through festivals and events.



Events unique to Old Town create interest and reflect the values of the residents

- Foster the types of physical environments, such as pedestrian streets, which support a more cohesive community fabric.
- Emphasize existing landmarks and community characteristics to create a unique sense of place.

iv. Principle 4: Enhance Connectivity, Navigation & Flow

- Ensure connectivity between pedestrian, transit, and other transportation choices.
- Create policies, guidelines or standards supporting alternative types of transportation and activities.

- Develop policies, standards and guidelines that will direct people, drivers and bicyclists within the Old Town area.
- Coordinate land use and transportation to increase the efficiency and performance of the existing road network.
- Ensure intersections function adequately to improve traffic safety and minimize congestion.
- Create a network of connected streets, promenades and spaces that enhance the project area and contribute new elements to Old Town’s spatial structure reinforcing its gateway status.
- Develop an urban circulation system that responds to the existing context and accommodates pedestrians, bicycles, transit, freight, rail, emergency responders, and motor vehicles.
- Improve the quality of 83rd Avenue, Peoria Avenue, Washington Street and other major corridors through access management techniques such as shared, joint and rear access to properties.
- Roadways should complement the buildings, public spaces and landscape, as well as support the social and economic activities associated with adjacent and surrounding land uses.
- Remove the physical and perceived barrier of Grand Avenue by extending Osuna Park northward over a submerged Grand Avenue.



A circulation system that accommodate a variety of users.

v. Principle 5: Create Accessible and Usable Transit Areas

- Create policies, guidelines and standards to foster a mix of land uses that are fully accessible by all modes of transportation.
- Establish a multi-modal transportation hub which will provide the user a variety of convenient options for moving throughout the revitalization area.

vi. Principle 6: Reinforce Walkability and Safety

- Revitalize community life through a mix of land uses in conjunction with appropriate streets, public spaces and pedestrian-oriented retail.
- Encourage a variety of land uses to satisfy neighborhood oriented services such as salons, grocery stores, coffee shops, restaurants, dry cleaners, medical offices, banks etc.

- Encourage complete neighborhoods which satisfy daily service needs within a ten minute walk.
- Retrofit or construct Americans with Disabilities Act (ADA) compliant sidewalks/crosswalks throughout the Old Town area.
- Improve street lighting as per Crime Prevention through Environmental Design (CPTED) standards.
- Promote mixed land uses and compact development to ensure safe and inviting pedestrian conditions.
- Initiate public and private sector partnerships to develop continuous walkable places.
- Create shaded and comfortable pedestrian routes.
- Develop an environment free of barriers and offer convenient and safe connectivity between uses.



Design details such as awnings and arcades create interesting streetscapes and also provide relief from intense heat

vii. Principle 7: Generate and Connect Quality Streets and 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.
- Protect and enhance existing sidewalks, open spaces and recreation facilities.
- Improve access to Osuna Park and adjacent recreation facilities by linking them with sidewalks and appropriate signage.
- Designate and design 83rd Avenue and Washington Street as signature streets.
- Promote youth & adult programs to voluntarily clean and maintain public spaces



viii. Principle 8: Stimulate Sustainable Development Practices

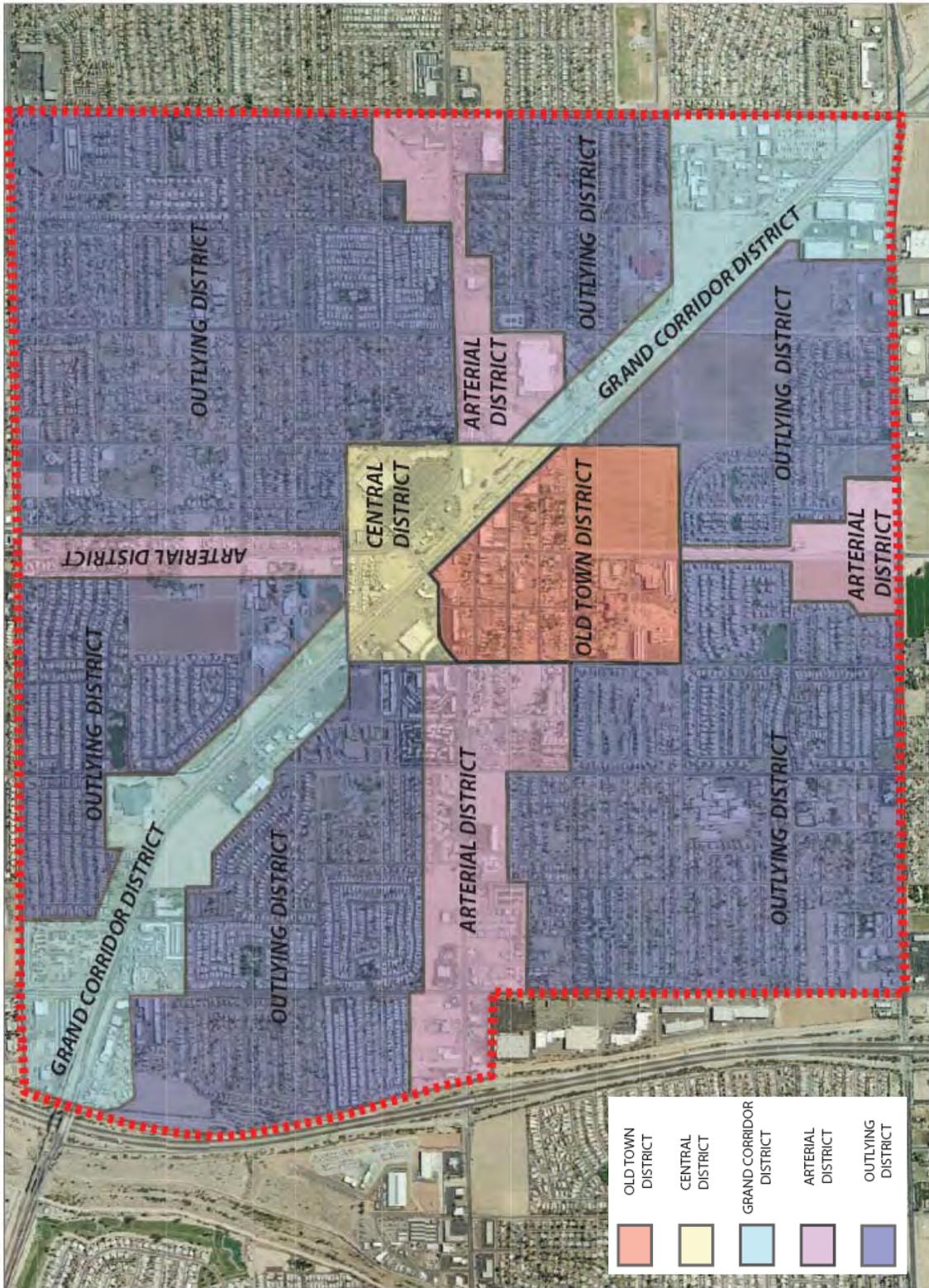
- Create policies, guidelines and standards based upon this principle to address sustainable new development, infill development and re-development, as well as drought tolerant/native plants, permeability, and solar technology.

D. Design Framework

Recognizing that the four (4) square-mile planning area is large and contains areas with distinct physical and land use characteristics, the Plan was delineated into smaller units or “Districts.” The district methodology allows the Plan to tailor specific guidelines and actions to a targeted area based upon its distinct physical and environmental characteristics, opportunities and revitalization objectives. Each district has a contextual relationship with the Old Town core area. The Arterial and Grand Corridor Districts have a distinct corridor-oriented retail and employment focus. The Outlying District is predominantly composed of existing newer and mature single-family neighborhoods and neighborhood-commercial gateway locations. Finally, the Central and Old Town Districts are the historic center of the city and are identified as focus areas in the planning and revitalization effort.

The following is a description of each district and its accompanying design objectives. Figure 3-2 illustrates the approximate delineation of each District.

Figure 3-2 Districts Map



i. Old Town District:



Old Town will be an exciting attraction for residents and visitors to experience local artisans and small retailers. It will be an interesting destination for shopping, strolling, eating, and attending cultural events in Osuna Park. On nearby blocks, opportunities for compatible new mixed-income housing, expanded open space, and neighborhood services will be identified in collaboration with community leadership and institutions.

Old Town functions as the community 'Main Street', reminiscent of the scale, pattern and use of traditional small town downtowns. Typically, two or three-story street-facing buildings are set at the back of the public sidewalk. In addition, mixed-use buildings contain retail, dining and entertainment uses at street level with office and/or residential uses on upper levels.

The design guidelines provide direction for the specific character of commercial uses in Old Town. The relationship of building character and use to pedestrian activity offers the greatest opportunity for activating streets and creating a sense of place in Old Town. In addition, the concentration of these uses along the primary routes of Old Town – Peoria Avenue, 83rd and Washington - reflects traditional small town character—a trait highly desired by the Peoria community.

Old Town District Urban Design Objectives

- Establish Osuna Park as the centerpiece of Old Town by providing an active gathering place with programming for major festivals (public restrooms, furnishings, hardscape, etc).
- Encourage civic and family-friendly activities designed to support the local community and attract visitors such as street fairs, farmers markets, specialty shopping and others.
- Focus on intricate and pedestrian scaled mixed-use infill development and rehabilitation with commercial or service offices at ground floor of all buildings in the Old Town retail core, reflecting traditional old town charm.
- Expand Old Town's "main street" improvements/environment (e.g. lighting, pavers, signage) as planned.
- Explore converting Washington Ave. to a "convertible space" with specialized paving and temporary bollards that can be utilized for events.
- Evaluate options for adaptive reuse of historically-significant structures where possible.
- Maintain the existing small-grid, low-rise urban form.

- Improve connectivity and integration between the municipal complex and the Old Town core.
- Consolidate park-n-ride facilities near the multi-modal station
- Explore key locations in Old Town for temporary street closures to auto traffic to create a “pedestrian mall” when market conditions allow.
- Encourage and support shared parking formats.
- Identify streetscape and landscape improvements to include attractive gateways and signage, green spaces, public art, and distinctive décor to contribute to a clean, safe, and entertaining small town atmosphere.
- Establish a wayfinding program throughout the district to identify a sense of place and help users/visitors navigate.
- Establish a Historic signage program (self-guided walking tour with kiosks, monuments, or plaques) and a historic square that recreates historic landscapes to reflect the look of the past.
- Develop an “art in public places” program to encourage local artists.

ii. Central District:

The Central District is comprised principally of the old Wal-Mart site along with adjacent frontage along Grand Avenue and the BNSF rail corridor. The confluence of these corridors with Osuna Park and the Old Town core offer the prospect of a “transit-oriented development (TOD)” hub oriented around a potential commuter rail and transit station and accompanying park and ride lot. A TOD is a compact and integrated activity cluster with employment, residential, commercial and entertainment uses in close proximity to multiple transportation options.



Pedestrian promenades will link the lively, pedestrian-oriented shopping street to the Old Town core, the new convention/ entertainment center to the west and the multi-modal transit hub to the east. Retail spaces will be designed for a variety of uses including mid-size retail stores in an urban on-street configuration, smaller retailers (called in-line stores) along the streets, restaurants, coffee shops, galleries, and smaller boutiques. The example of other cities suggests that a critical mass of new retail, restaurants, and a potential theater complex will generate thousands of new visitors to Peoria and

provide a catalyst to Old Town and adjacent local neighborhoods, establishing Peoria as the retail destination in the region and a new neighborhood for singles, seniors, and families.

Given its location serving the City's cultural and civic center, proximity to historic Old Town, this area has a high potential for diverse retail to include local and national stores meeting a variety of needs. Depending on the market, opportunities exist for a mixture of uses on upper floors including additional retail, commercial/office uses, and residential. Allowing for increased connectivity, larger development parcels, additional retail street frontage, and the opportunity to integrate upper floor residential uses will increase the density and activity of the District. Public improvements will encourage mid- and larger-scale urban retail that can augment the successful existing retail within the district.



In addition to a retail/mixed use environment, this district would be revived through the development of a higher education facility. Such a facility would compliment the retail and residential components and would have direct access to the multi-modal transit hub.

Key to the success of this District is a unique environment found nowhere else in the region. This will only be realized through the assemblage of parcels that will facilitate comprehensive redevelopment within the district.

Central District Urban Design Objectives

- Connect the Old Town District to the Central District with public improvements and unified design elements
- Design unique public open spaces and amenities that give the District a distinct character and feel.
- Compliment the urban fabric and design elements of the adjacent Old Town District.
- Provide a major new pedestrian promenade to provide gathering space and insert much needed open space.
- Design building types that allow for the combination of larger anchor retail tenants with a variety of mid-size and smaller retail spaces. Encourage a variety of building types and sizes to attract a wide range of tenants.
- Build a streetscape favoring pedestrians while maintaining functional accessibility for automobiles.
- Develop streetscape, transportation, parking and infrastructure improvements that make this district safe, accessible, convenient, and attractive.
- Prevent surface parking from interrupting the urban fabric and creating voids in activity and use.
- Focus buildings on the street with setbacks only for entries, corners, and intimate public spaces.
- Orient parking structures serving the hotel and conference center away from pedestrian focused streets.

iii. **Grand Avenue Corridor District:**

Light industrial developments are an important source of employment and tax base, and have significantly less impact on surrounding uses than heavy industrial. The Grand Avenue Corridor may support light industrial developments by accommodating coordinated industrial parks with high-tech, low-intensity industrial uses. The planned industrial centers provide an environment for a mix of office, commercial, light industrial, and research uses within a controlled environment. Existing light industrial uses located outside of the Grand Avenue Corridor, especially those that are isolated or in obsolete facilities, should be encouraged to relocate to planned light industrial areas when the opportunity permits.



Grand Avenue Corridor District Urban Design Objectives

- Require redevelopment to include improved site design, better access management techniques, attractive building facades and landscaping.
- Require new developments to take the form of a design-controlled, industrial/research/office park, with integrated site planning.
- Enhance the opportunities for these sites to contribute to activity in Old Town by providing a population of Old Town workers.
- Parking garages should be utilized to increase the amount of area for industrial clusters and business/industrial parks.

iv. Arterial District:

The Arterial District will act as a gateway into the Old Town core. The presence of excellent transportation access, coupled with adjacent land that is ready for redevelopment, offers strong opportunities for the establishment of transit-oriented corridors that can link Old Town with other destinations in Peoria.



Arterial District Urban Design Objectives

- New development should be based on the principles of transit oriented design.
- Thematic ties shall be used to unify a diverse mix of uses.
- Provide an identifiable transition into Old Town through the use of similar thematic elements and site design.
- Utilize the Arterial District to Establish gateways to the Old Town core.
- Enhance the pedestrian environment through the use of detached sidewalks, shaded walkways, street furniture, properly scale lighting, and other amenities.
- Improve screening and buffering between higher intensity uses and adjacent residential areas.
- Utilize signage to provide visual links to the Sports Complex.



v. Outlying District:

The outlying district consists of primarily single-family neighborhoods, suburban in nature. While the overall plan looks to update the Old Town area to a more urban nature, this district will provide connection to the core while maintaining and enhancing its existing suburban character. While some vacant land does exist in this district the intent is to develop these areas with compatible uses and a similar design palette.

Outlying District Urban Design Objectives

- Design public improvements that provide services and amenities for high quality residential neighborhoods, including streets, landscape, lighting, parks, transit and public utilities.
- Orient residential development to the public, embracing the street and public open space.
- Maintain a strong street presence with minimum setbacks for all structures.
- Preserve lower densities adjacent to the Old Town district and encourage potential reuse of historically significant buildings within the District.
- Design significant open space oriented to neighborhood users.

E. Design Plan

The design plan identifies the key elements of the community's vision and provides a long-term framework for redevelopment and recommended land use patterns within the Old Town core and the surrounding districts. The proposed land use map in Chapter 5 considers the existing land use patterns and their groupings and provides direction for the future. This design plan further defines and encourages these mixed-use groupings within the Old Town to generate critical mass for economic viability.

Key features of the design plan include:

1. Well defined mixed-use enclaves, building on current predominant uses such as retail, local dining & entertainment, neighborhood services, office/residential, entertainment, and schools.
2. Higher density residential uses above ground floor commercial uses throughout the designated areas.
3. Osuna Park as a centralized signature public space.
4. Pedestrian and public transportation focus.
5. Establish the Old Town District as a civic center by focusing on prominent civic functions, such as city government, community activity buildings, and parks.
6. Creating opportunities for an increased population of local workers through the creation of office & business parks near the multi-modal station.
7. Establishing strategic locations for parking to support uses in Old Town in ways that do not overbuild parking facilities, and consolidating parking into structures based on land use patterns.

Figure 3-3 Design Plan



F. Recommended Actions:

Information on the priority of each action, funding sources and responsible parties for the actions listed below are described in the implementation strategy, found in Chapter 6.

1. Depress Grand Ave. below grade with an at-grade public space/deck between Peoria Ave. and 83rd Ave. Eliminate 83rd Ave. vehicular crossing at Grand Ave. and add a gated pedestrian railroad crossing on the 83rd Ave. alignment.
2. If the depression of Grand Ave. does not occur prior to the implementation of commuter rail or other prominent uses on the north side of Grand Ave, determine an interim solution to the impediment created by the at-grade roadway. Potential solutions include:
 - A. Create a pedestrian bridge to connect Old Town to the north side of Grand Ave. near Osuna Park, and/or
 - B. Enhance the Peoria Avenue crossing as a landmark or focal point with enhanced paving, pronounced pedestrian crossings and a mid-block pedestrian refuge.
3. Create/reinstate the traditional Old Town retail core (along Washington St. and 83rd Ave.) with historic character.
4. Redevelop the former Wal-Mart site with a large, walkable, mixed use project with a focus on transit oriented design.
5. Develop a pedestrian promenade from Osuna Park to the former Wal-Mart site that runs through the middle of the plan, linking both sides of Grand Ave. The promenade will cross over a below-grade Grand Ave. corridor, through a gated pedestrian railroad crossing and link to the new commercial project at the former Wal-Mart site.
6. Attract high tech/office users and possibly a convention center and hospitality at 84th Ave. and Grand Ave. (NW corner of Old Town district)
7. Create a new multi-modal transit station along the north side of Grand Ave. south of Peoria Ave.
8. Develop supporting medium and high density residential and office flanking the transit station.
9. Transition Goodwill (former Kmart) site into a high-tech/office research or educational campus.
10. Introduce a one-way auto couplet through the former Wal-Mart site in a boulevard fashion with the pedestrian promenade between each direction of travel.
11. Establish a wayfinding program throughout the districts to identify a sense of place and help users and visitors navigate.
12. Create a "main-street" streetscape along 83rd Avenue and Washington from the terminus at Osuna Park. A landscaped median provides opportunities for signage, banners, lighting and other elements announcing entry into Old Town.
13. Construct pedestrian overpasses across Grand Ave. between 85th and 87th Avenues and at Cotton Crossing.

Chapter 4. Market Demand Analysis

- A. Market Background
- B. Market Potential
- C. Conclusions

A. Market Background

This section summarizes the analysis and conclusions from the Economic Base Analysis for the Planning Area to provide the users of this plan a brief overview of the area's market conditions and potential. The market analysis was conducted during the initial stages of this project in Fall 2008. The economic consultant (ESI) provided a broad economic base analysis, which analyzed the projected demand of uses for the Northwest Phoenix-Metro area, the City Limits of Peoria and the Old Town Peoria Revitalization Plan area. The projections were estimated to the year 2020. However, upon conducting critical project background research and outreach in the form of stakeholder interviews, community workshops and committee meetings, some major concepts and capital projects were factored into the planning process. While demand and build-out are projected to 2020, current economic conditions may shift demand for development farther into the future.

i. OTPRP Background

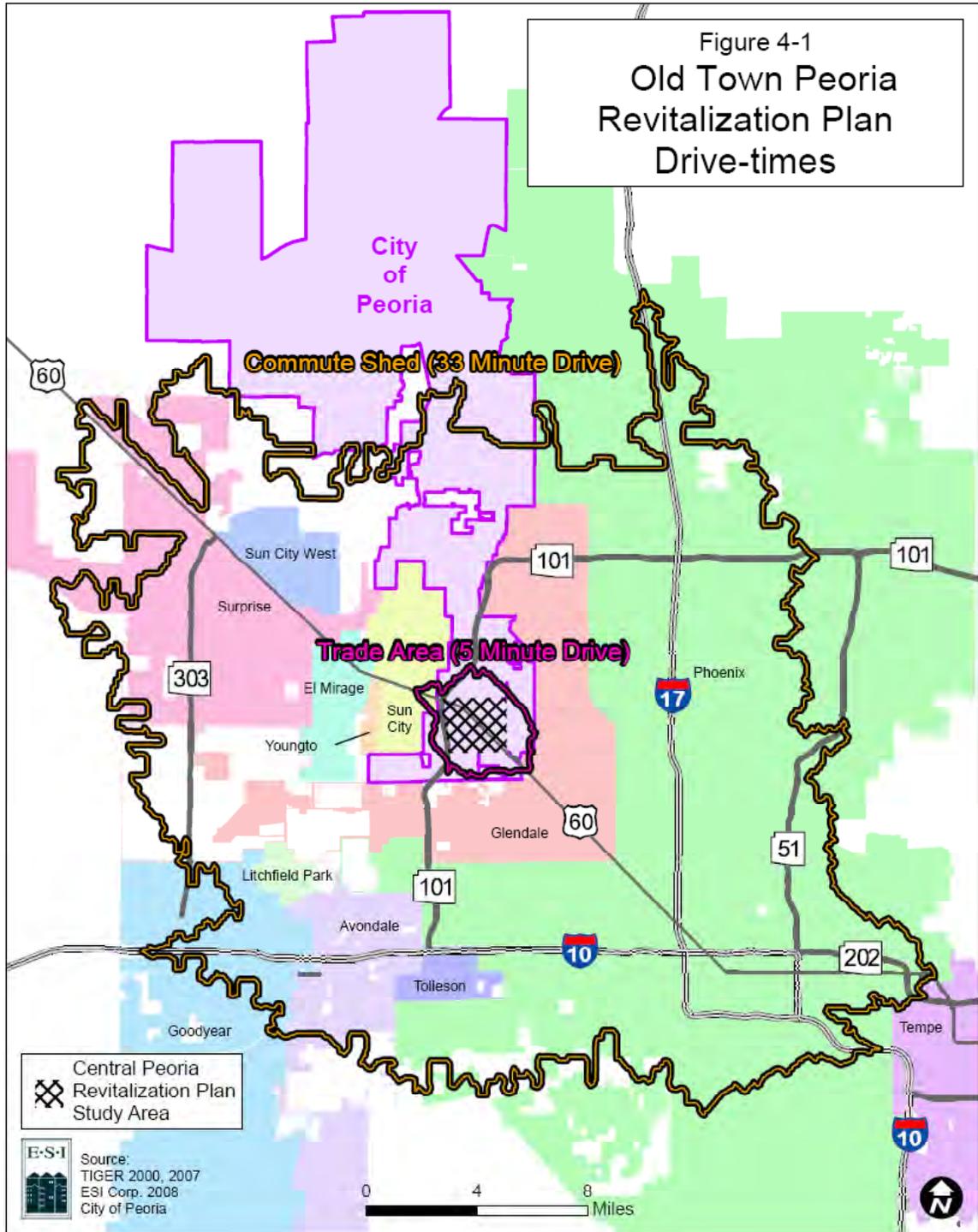
The predominant land use within the planning area is single-family residential, which comprises about 42 percent of the total land area, followed by vacant land at 17 percent, unclassified at 6 percent, and agriculture at 6 percent. Mobile home, commercial, and retail make up the remaining 10 percent. The uses mentioned above combine for a total of approximately 80 percent of the total land uses. Rights-of-way, parking, and improved open spaces make up the remaining 20%.

According to the City of Peoria (2009), the planning area contains 297 active and 20 inactive businesses. City records also indicate 161 vacant housing units in the Old Town area.

ii. Demographic & Socio-Economic Analysis

In analyzing the market, three areas were delineated to better understand the potential for new business or real estate opportunities. The following demographic profile examines three contextual areas over a five year period as shown in Figure 4-1:

- Study Area – Old Town Peoria Revitalization Plan Area (OTPRP)
- 5 minute drive-time – Trade Area
- 33 minute drive-time – Commute Shed



Population characteristics for the three contextual areas are summarized in Table 4-1, which follows. The population of the Planning Area is projected to grow by 10 percent between 2007 and 2012, which is similar to the Trade Area (5-minute drive), and 2 percent less than the 33-minute Commute Shed at 12 percent. The growth in total households and housing units is expected to continue at a similar rate.

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

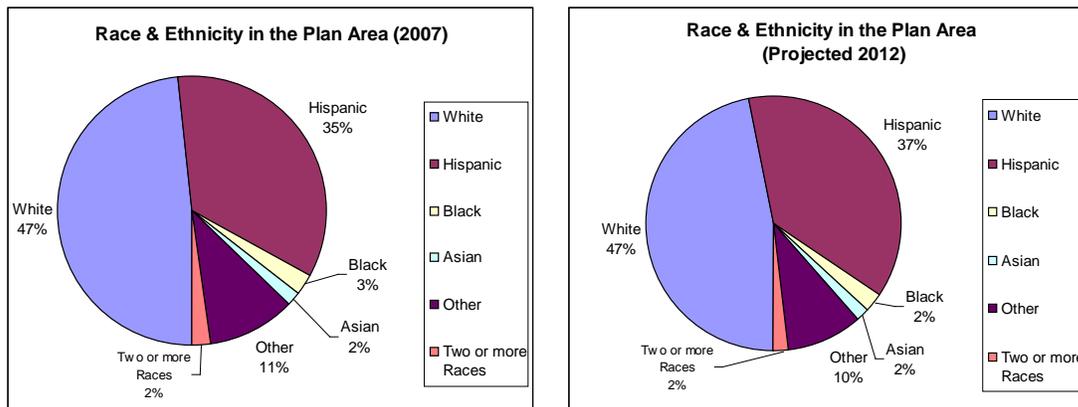
The median age for people residing in the Planning Area is younger than the other two contextual areas at 31.5 years of age compared to 34.2 for the Trade Area and 35.4 for the Commute Shed. The median age for all three areas is projected to increase 2 percent over the 5 years examined, with the 60 to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

Table 4-1 Demographic Data

Demographic Data								
	Population		Median Age		Median Household Income		Median Household Size	
	2007	2012	2007	2012	2007	2012	2007	2012
Planning Area	24,192	26,757	31.5	32.3	\$55,099	\$61,488	3.06	3.09
Trade Area	59,611	65,882	34.2	34.9	\$58,683	\$65,468	2.95	2.98
Commute Shed	1,763,769	1,978,577	35.4	36.1	\$51,434	\$57,398	2.84	2.87

The largest projected growth increase in a certain race or ethnicity category is the Hispanic population, which is projected to grow by approximately 20 percent in all three areas. The Asian population is also expected to grow considerably, displaying growth rates in excess of roughly 20 percent for all three contextual areas, although unlike the Hispanic population, Asians make up fewer than two percent of the total population in each area. Overall, the Hispanic population is expected to increase by two percent in relation to total Plan Area population by 2012.

Figure 4-2 Race & Ethnicity in the Plan Area 2007 and 2012 (projected)



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

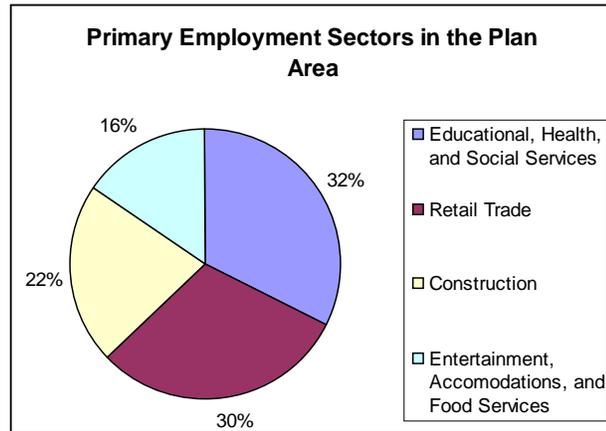
iii. Study Area Employment

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

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

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

Figure 4-3 Primary Employment Sectors



B. Market Potential

i. Retail Potential

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

The Loop 101 and Grand Avenue corridors strategically position the Planning Area to capture a surplus of retail demand that serves parts of Sun City, Surprise, Youngtown, and El Mirage. The OTRP will continue to capture the Community and Neighborhood Retail market as the population increases through 2020.

There is a major opportunity to create pedestrian and transit-oriented retail that serves the immediate OTRP area, the City of Peoria and the adjacent communities to the west. There is a strong desire for this type of retail experience. Currently, in the West Valley, there are a limited number of mixed-use pedestrian-oriented developments. Some examples include Catlin Court, located in Downtown Glendale; Westgate, near Glendale Avenue and the Loop 101 in Glendale; and Park West at the NWC of Northern Avenue and the Loop 101 in Peoria.

ii. Office Potential

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

Based on supportable square feet per capita, by 2020 the City of Peoria could support an additional 2.5 million square feet of office space. The entire Northwest Valley could support another 7.3 million square feet space by 2010 and an additional 6 million square feet of office by 2020.

The market for office space is highly dependent on the increase of population in the area and the strategic positioning of a unique product such as a mixed-use transit-oriented development.

Because of the high amount of supportable office space, the strategic location of Peoria in the northwest Valley and the demand-inducing transit-oriented development pattern that is proposed, development within this focused planning area emphasizes office uses. A concentration of Office uses in Old Town will help support retail and commercial businesses and will provide workers the easy access of a multimodal transit station to deliver them to and from the workplace.

iii. Residential Potential

Currently the nature of residential development in the planning area is predominantly single family residential with a few multifamily complexes along Peoria and Olive Avenues.

Based on population projections, by 2020 the Old Town area is estimated to need another 1,939 dwelling units, of which 76 percent are projected to be owner-occupied. With 1,062 dwelling units planned in conjunction with the Peoria Place development south of Monroe Street along Grand Avenue, this then leaves approximately 877 units feasible for development by 2020. Currently the area's residential development is predominantly single family, with a few multi-family complexes along Peoria and Olive Avenues. However, the inclusion of commuter rail and associated Transit Oriented Development (TOD) may increase demand for residential units in the Old Town area above the 1,939 currently projected for 2020. The integration of housing options within a mixed-use development form offers a mutually supportive framework.

Moderate density housing types such as townhouses and condominiums would support the pedestrian-oriented environment of the area and can be a critical ingredient in fostering healthy retail demand. Additional moderate density residential will support retail and commercial businesses during evening and weekend hours to complement the daytime demand from office workers. This can make the difference between success and failure for an emerging business district.

C. Conclusions

As illustrated in this chapter, there will be a significant demand for additional residential, retail, and office uses within the horizon of this plan. As discussed, single family homes are the predominant form of existing housing in the area. For the purposes of creating and sustaining a true mixed-use community, the majority of future residential development in

the area should take the form of multi-story, high density housing such as stacked flats, lofts, condominiums and townhomes.

Increasing the concentration or density of residential uses in the area is key, as much of the demand for retail and office space will be driven by population growth as additional residential units are constructed in the area. In addition, positioning the area as a prime location for walkable, mixed-use, Transit-Oriented Development can amplify demand for many types of uses, particularly demand for office space. This is why, despite the current status of the market for office space in the northwest valley and the City of Peoria, more square footage is projected for office space than was shown feasible by the market analysis.

According to the market analysis, demand for office space is completely dependent on the increase of population in the area and the strategic positioning of a unique product such as a mixed-use transit oriented development. Given this factor and the shortage of office space in the area, it is projected that with the development of a Park-and-Ride facility, a transit station, and the institution of this plan's recommendations for creating a mixed-use urban area, the potential demand for office space will exceed what was initially deemed feasible by the economic analysis. In addition, it is important to recognize that most successful transit-oriented developments provide a high percentage of office uses. This concentration of a daytime office population, coupled with supporting commercial and residential development, create the synergy needed for a successful mixed-use development.

Chapter 5. Revitalization Plan Components

- A. Land Use Plan
- B. Traffic, Circulation and Parking
- C. Old Town Design Guidelines
- D. Old Town Streetscape Plan
- E. Historic Preservation Plan

A. Land Use Plan

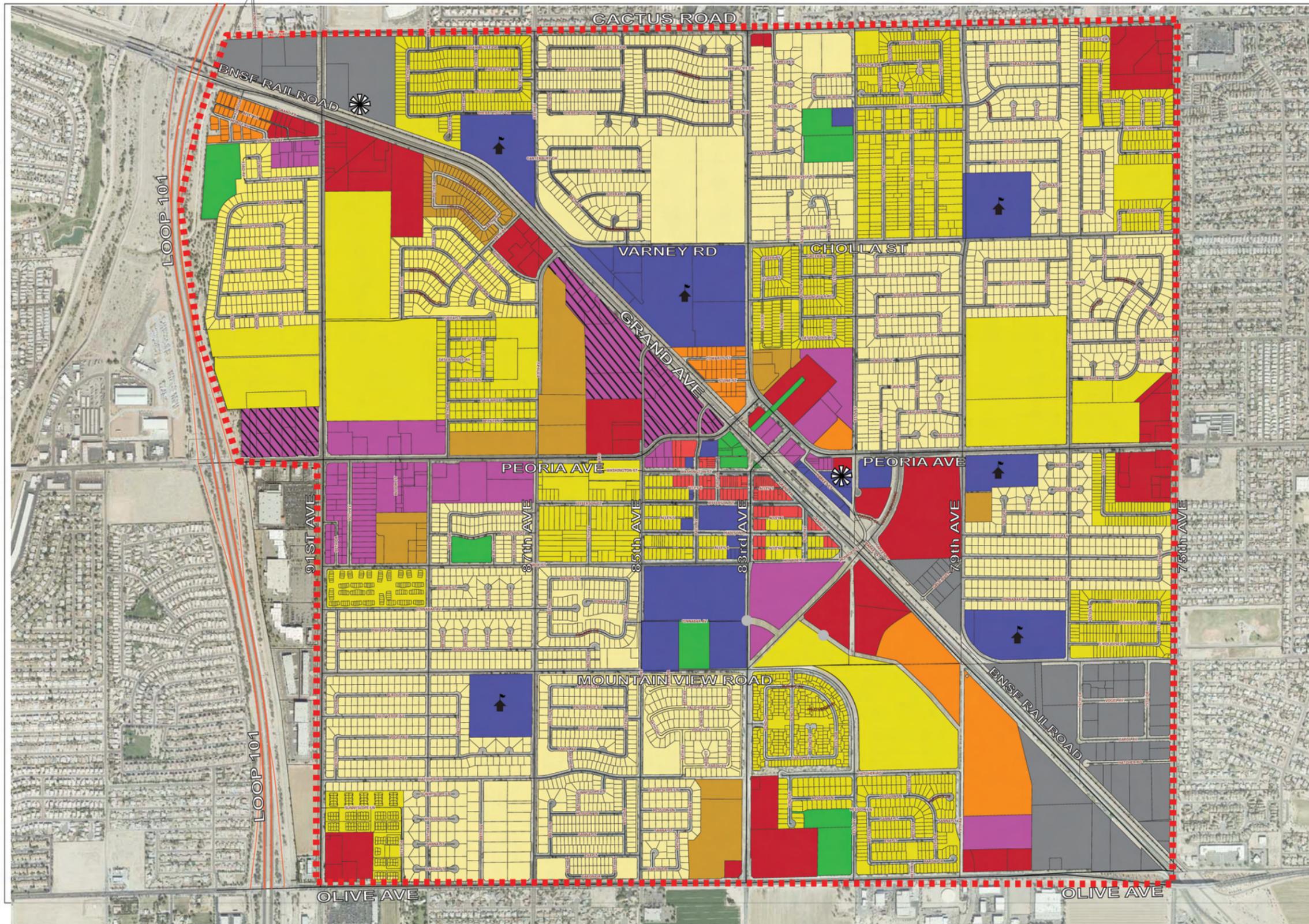
Introduction

In an effort to further define and describe the vision for future development in the Planning Area, a land use framework has been developed that identifies eleven land use categories. The intent of this framework is to encourage a mutually supportive mix of uses oriented to the market potential of the area, while creating a transit and pedestrian-oriented development pattern with a vibrant business, entertainment 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 5-1 for Land Use Framework Plan).

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, desired building types are identified. These building types range from single-family residences, to stacked flats, to mixed-use office and commercial buildings.

Land Use Framework Map



KEY

- 0-5 du/ac Single Family Residential (SFR)
- 6-18 du/ac Old Town Medium Density Residential (MDR)
- 19-25 du/ac Old Town Medium-High Density Residential (MHDR)
- 26-40 du/ac Old Town High Density Residential (HDR)
- Core Commercial Mixed Use (CCM)
- Old Town Commercial Mixed Use (OTCMU)
- Office Mixed Use (OMU)
- Light Industry Mixed Use (IMU)
- Flex Mixed Use Overlay (FMU)
- Public/Quasi-Public Use (PQP)
- Open Space (OS)
- Planning Area
- School
- Potential Park & Ride/Transit Site



Land Use Categories

Old Town Single Family Residential (SFR)

This land use category comprises single-family residential areas and land areas where such development is desirable. These areas provide a range of lot sizes for detached single-family residences and establish minimum



Detached Single-Family residences

property development standards directly related to such lot sizes. Regulations are designed to stabilize and protect the single-family character of the districts.

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. Target density is 10 du/acre.** Single-family attached homes, townhomes, row houses, and other attached housing types are appropriate for this area and should take their design cues from the character of surrounding areas.

Following traditional designs, primary entries to homes in this land use category should face the street. Parking for each unit should be accommodated via alleys or be internal to the block to avoid repetitious garages facing the streets.



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. Target density is 20 du/acre.** This designation is intended for higher density housing forms including townhomes, condominiums, brownstones, stacked flats, condominium and apartment complexes. The provision of new public and private open spaces is critical to these high density residential areas.



Multi-family apartment complex

Old Town High Density Residential (HDR)

This land use category allows for residential development at higher densities. The vision is to create a significant base of new residential development surrounding the plan area's core that consists of housing forms that are similar to those found in the Old Town Medium-High Density Residential areas, including townhomes, condominiums, brownstones, stacked flats and apartment complexes. 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. Target density is 30 du/acre.** Provision of new public and private open spaces is critical to these high density residential areas.



Multi-family Condominium Complex

Core Commercial Mixed Use (CCM)



The Core Commercial Mixed-Use category allows for retail and service business uses mixed with residential, cultural, educational, community, recreational, and 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 and service uses are the predominant use on the ground floor. Commercial retail and service uses (including general retail and personal services) are permitted by right and more intense commercial and service uses are conditionally permitted. Business and professional office uses, are permitted by right when integrated vertically or horizontally with commercial uses. Residential uses (density **between 18.0 and 25.0 units per acre**) are also permitted by right when vertically integrated with commercial uses. Residential uses should be located above the ground floor of buildings in this use category. Buildings should not exceed 36 feet (3 stories) in height.

Old Town Commercial Mixed Use (OTCMU)

The purpose of the Old Town Commercial Mixed Use category is to allow the development office, business, and retail uses that attract vehicular, public transit, and pedestrian users along with integrated medium to high density residential uses. Residential uses (density **between 18.0 and 25.0 units per acre**) are also permitted by right when vertically or horizontally integrated with commercial uses. Vertically mixed uses are encouraged to create a variety of live-work units, while horizontally integrated residential uses should be located to create a buffer for adjacent lower density residential development. Architecturally enhanced parking structures that incorporate street level office, business, or community uses are encouraged. Old Town Commercial Mixed Use areas located at the intersections of collector or local streets should

consist of uses designed to serve the local neighborhood. Buildings should not exceed 48 feet (4 stories) in height.

Office Mixed Use (OMU)

The purpose of the Office Mixed Use category 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 in freestanding buildings. At least **51 percent** of the total usable floor area should be office uses. Residential uses are permitted by right when integrated with office uses. Retail commercial uses are permitted and should not exceed **15 percent** of the total usable floor area. When present, retail commercial uses should be on the ground floor at the street front wherever possible.



Buildings should not exceed 36 feet (3 stories) in height and should be compatible with adjacent residential areas with respect to architectural style and site design. Buildings have a more proximate relationship to the street, presenting a pedestrian environment adjacent to street right-of-way. This category denotes areas characterized by administrative, medical and professional offices, specialty retail, and other neighborhood scale uses.

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 services. Buildings for these uses may be developed in an office/business park setting, or stand 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 should not exceed 10 percent of total usable floor area.



Buildings should not exceed 60 feet in height (typically 5 stories), and should be compatible with adjacent residential areas with respect to architectural style and proximity of buildings.

Flex Mixed Use Overlay (FMU)

The purpose of this land use category is to facilitate development of an entertainment, hospitality and convention area that is a regional draw. Additional new uses should be created that would support a new convention center, offices, and the Performance Arts Center in Old Town. These include hotels, retail, restaurant, entertainment and other related uses. A minimum of 51 percent of the total usable floor area should be office or convention uses. The remaining 49 percent of the total usable floor area should be hospitality and/or entertainment uses with at least 10 percent being dedicated for retail commercial uses.



The buildings in this district will likely have large footprints and buildings may be up to 100 feet in height (typically 8 stories) to accommodate a hotel and/or other significant uses. Strong visual and pedestrian-oriented connections should be made between the uses in this land use category.

Public/Quasi-Public Use (PQP)

The purpose of the Public/ Quasi-Public category is to allow development of public, quasi-public and institutional uses (community centers, schools, universities, public library, city hall, and other community-serving uses etc). Public and quasi-public uses may also be permitted throughout the other land use categories described in this document; however, in this category they are the principal use.



Open Space (OS)

The Open Space category is reserved for open space, passive recreational activities and support facilities. The Open Space designation also provides venues for seasonal activities and short-term events such as arts and crafts sales, farmers’ markets, outdoor performances and similar uses in an urban, park-like setting.

B. Traffic, Circulation and Parking

As part of the Old Town Peoria Revitalization Plan Update project, PBS&J reviewed the existing transportation system and the planned and programmed improvements to it. Based on stakeholder and public feedback, PBSJ explored opportunities to provide long-range enhancement of transportation infrastructure and multi-modal options that will both complement and encourage the revitalization of this core, historic area of Peoria.

This section summarizes findings and recommendations in four key areas:

- Vehicular circulation
- Pedestrian and bicycle accommodations
- Public transit and multi-modal opportunities
- Parking

Each area is addressed independently, though there is significant overlap between the recommendations and all must be considered as part of a comprehensive and cohesive transportation plan for the revitalization study area.

Based on the collaborative Old Town Peoria Revitalization Plan process, circulation goals were established for the project:

Mobility and Circulation: Urban circulation should accommodate pedestrians, bicycles, transit, freight, emergency response, and passenger vehicles. The allocation of right-of way on individual streets to these users should be determined via a context sensitive solutions approach. In keeping with the philosophy of context sensitive solutions, 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. They should serve the activities generated by the adjacent context in terms of the mobility, safety, access and place-making functions of the public right-of-way.

Walkability: Enhanced walkability benefits the revitalization area by encouraging social interaction, reducing vehicular traffic, improving air quality, and promoting personal health. A walkable community should be free of physical, social, and other barriers and offer convenient and safe connectivity between origins and destinations.

Intermodal Transportation: A transportation plan should maximize the opportunities for intermodal transport and offer the user a variety of convenient options for moving to, from, and within the revitalization area. The availability of coordinated intermodal options should reduce vehicular travel and lessen parking demand in the immediate area.

Parking: Parking requirements in a revitalization area should reflect the anticipated land uses as well as availability of alternative modes of travel. Alternative parking concepts (including shared parking, ridesharing, and park-once districts, etc.) should be examined as means to reduce the expanses of asphalt typically devoted to parking.

i. Mobility and Circulation

Roadway Network, Classifications, and Volumes

Figure 5-1 Peoria Street Classification Map (excerpt)



The City's General Plan Circulation Element includes a Circulation Plan Map (Revised December 13, 2006) that is used as a planning tool to portray and define Peoria's roadway network of the future. The General Plan Street Classification Map, (excerpt shown in Figure 5-1), is a planning and engineering tool that identifies specific road widths, number of lanes, future right-of-way needs, and intersection configurations for each collector and arterial roadway in the City. This document is used when implementing Capital Improvement Program projects and new street-adjacent developments.

Within the project study area, the **major arterials** include: Cactus Road, Peoria Avenue, Olive Avenue, 75th Avenue, Grand Avenue, 83rd Avenue (south of Mountain View Road and north of Peoria Avenue), and 91st Avenue. The remaining roadways are classified as **major collectors or minor collectors**. Table 5-2, details many of the characteristics of the specific roadways located with the Plan area.

The City of Peoria undertakes an aggressive traffic count program to provide planning, marketing, and growth analyses as well as to assess the ability of roadway segments to accommodate demand. The Arizona Department of Transportation (ADOT) conducts similar counts on roadways under state jurisdiction. The 2008 24-hour counts collected within the study area are shown in Table 5-1. Additional counts at the Grand/Peoria/83rd intersection are provided in Figure 5-2.

Figure 5-2 Traffic Counts for the Grand/Peoria/83rd Intersection

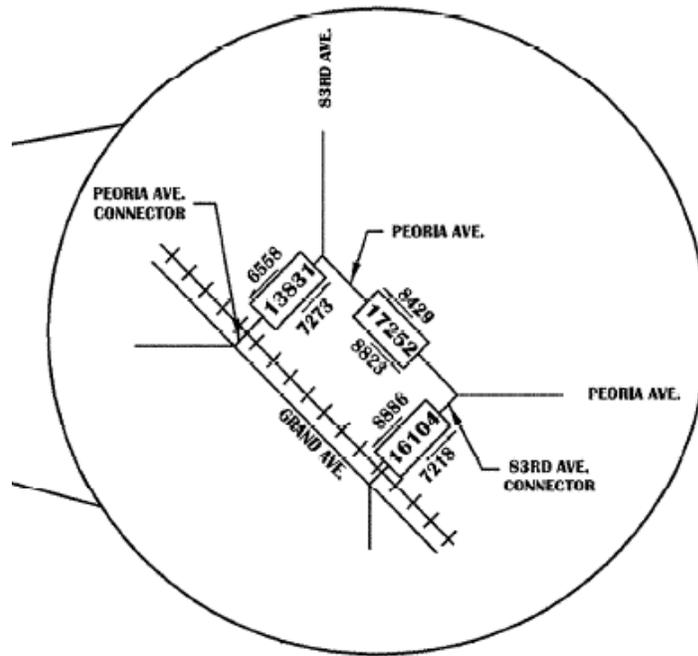


Table 5-1 2008 Traffic Counts

Roadway	Segment (from/to)			
	Vehicles per day (Change from 2007)			
Cactus Rd	91 st -87 th	87 th -83 rd	83 rd -79 th	79 th -75 th
	19,472 (+36.5%)	18,779 (-0.4%)	19,401 (-8.2%)	21,824 (-2.0%)
Cholla St		87 th -83 rd	83 rd -79 th	79 th -75 th
		2,538 (+1.8%)	2,855 (-3.5%)	2,669 (-29.4%)
Peoria Ave	91 st -87 th	87 th -83 rd	83 rd -79 th	79 th -75 th
	17,480 (-0.2%)	18,218 (+5.6%)	18,202 (+16.2%)	20,380 (+7.8%)
Mountain View Rd	91 st -87 th	87 th -83 rd		79 th -75 th
	1,150 (-20.8%)	1,188 (NA)		1,673 (-0.5%)
Olive Ave	91 st -87 th	87 th -83 rd	83 rd -79 th	79 th -75 th
	28,2182 (-21.5%)	26,035 (-27.3%)	26,222 (-13.9%)	23,195 (-20.8%)
91 st Ave	Olive-Mtn View	Mtn View – Peoria	Peoria – Grand	Grand - Cactus
	11,993 (-18.6%)	11,509 (-19.3%)	10,459 (+1.3%)	25,318 (-0.6%)
87 th Ave	Olive-Mtn View	Mtn View – Peoria	Peoria – Grand	
	2,781 (-7.3%)	1,976 (NA)	1,839 (-32.2%)	
83 rd Ave	Olive-Mtn View	Mtn View – Peoria/Grand	Peoria/Grand - Cholla	Cholla - Cactus
	6,015 (-3.0%)	6,930 (-1.3%)	14,280 (+22.7%)	11,590 (+3.9%)
79 th Ave		Grand/Mtn View – Peoria	Peoria – Cholla	Cholla - Cactus
		1,834 (+6.0%)	3,307 (NA)	2,264 (-19.6%)
75 th Ave	Grand/Olive – Mtn View	Mtn View – Peoria	Peoria – Cholla	Cholla - Cactus
	18,492 (+20.2%)	18,442 (+10.2%)	20,851 (+10.5%)	20,057 (+11.9%)
Grand Ave (2008 ADOT Count)	Olive - Peoria	Peoria – 91st		
	20,044 (+20.1%)	21,448 (+8.9%)		
Loop 101 (2008 ADOT Count)	Olive – Peoria	Peoria – Grand/Cactus		
	121,173 (-6.0%)	107,832 (-22.8%)		

Table 5-2 Existing Old Town Peoria Circulation Features.

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

Planned Improvements

Independent of the Old Town Peoria Revitalization Plan process, a number of roadway/circulation improvements have already been planned, including the following:

- Realigned 83rd Avenue (Cotton Crossing) that will shift to the east, cross Grand Avenue and the BNSF tracks (at approximately Monroe Street, and shift back to a north-south alignment to intersect Peoria Avenue at 80th Lane.
- Realigned 79th Avenue that will shift to the west (north of Hatcher Road) to connect with Cotton Crossing.
- A new roundabout will be constructed at Cinnabar and the existing 83rd Avenue will be tied into the new Cotton Crossing.
- The existing Grand Avenue frontage road will be connected to Monroe Street and connectivity between Monroe and Grand will be eliminated.
- Pending the findings of a 2010-2011 Old Town traffic study, the existing 83rd Avenue intersection at Grand will be converted to a T-intersection and the BNSF vehicular crossing will be removed.
- 84th Avenue streetscape improvement project between Monroe Street and Peoria Avenue.

These improvements are illustrated in Figure 5-3.

The Maricopa Association of Governments' (MAG's) Regional Transportation Plan (RTP), which provides guidance for revenues generated from the half-cent sales tax through 2026, includes \$147 million for improvements to Grand Avenue. Completed in 2006, the Grand Avenue Major Investment Study (MIS) Phase II provided prioritized recommendations for improvements in the Grand Avenue Corridor. During development of the recommendations, consideration was given to pedestrian, bicyclist, transit and community mitigation projects in addition to traffic-related projects.



Figure 5-3 Proposed Improvements

The recommendations of the study include:

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

Additional access management and community mitigation improvement recommendations are summarized in Table 5-3.

Table 5-3 Grand Avenue MIS Access Management and Community Mitigation Recommendations

Segment	Access Management Improvement (RTP Phase)	Improvements (RTP Phase)	Notes
SR 101L to 91 st Ave	· No recommended improvements	· No recommended improvements	Improvements identified as part of ADOT project, Grand Ave. – 83 rd Ave. to SR 101L.
91 st Ave to 83 rd Ave	· Auxiliary Lane and related items – 91 st Ave. to 89 th Ave., 88 th Dr. to 83 rd Ave. (2) · 4 driveway closures (2)	· Non-RR side Landscaping (1) · Non-RR side Sidewalk (1) · Non-RR side Screen wall (1) · Median Landscaping (1) · RR-side Landscape/Barrier (4) · Street Lighting (both sides) (1) · Utility Undergrounding – 87 th Ave. to 86 th Ave. (2)	No driveways from 89 th Ave. to 88 th Dr.. Working with Peoria, the ADOT DCR process may address a range of access and community mitigation options, including frontage roads and/or pedestrian access.
83 rd Ave to 75 th Ave	· No recommended improvements	· Non-RR side Landscaping (1) · Non-RR side Sidewalk (1) · Non-RR side Screen wall (1) · Median Landscaping (1) · RR-side Landscape/Barrier (4) · Street Lighting (both sides) (1) · Utility Undergrounding – 83 rd Ave. to 82 nd Ave. (1)	Existing landscaping on non- RR side from Mountain View Rd. to 79 th Ave., some existing median landscaping
75 th Ave to 67 th Ave		· Street Lighting (both sides) (1)	Improvements from 71 st Ave. to Royal Palm Dr. not recommended for funding in the 20-year planning period.

ii. Recommended Circulation Concept for Old Town Peoria

A context sensitive solutions approach for walkable communities will facilitate the development of a traditional main street atmosphere in Old Town. As indicated earlier, roadways should relate to the buildings, public spaces and landscape, as well as support the social and economic activities associated with adjacent and surrounding land uses. For Old Town, the circulation plan must consider a variety of factors including:

Vehicle lanes

- A target speed of 20-25 mph improves users' perception of the street, creates a safer environment, and accommodates frequent parking maneuvers.
- Narrower street widths will enhance public perception of speed and volume and not present a barrier to crossing.

- On-street parallel or angled parking is essential to provide a source of short-term parking for adjacent retail and service uses, buffer pedestrians from traffic, and produce street activity.

Roadside

- The provision of distinct roadside zones is critical to accommodate anticipated levels of activity:
 - A Frontage Zone located adjacent to buildings allows for window-shopping, seating, displays and pedestrian activity at building entrances.
 - A clear Pedestrian Zone provides an unobstructed pedestrian throughway and is essential to encouraging walking.
 - An Amenity Zone for street furnishings must accommodate many functions, including street trees, planting strips, street furniture, utilities, bicycle racks, transit facilities and public art. The Amenity Zone could also accommodate street cafes and outdoor dining. Parking meters and signage are generally located closest to the street. However, all furnishings are placed far enough from the street edge to accommodate frequent car door openings.

Intersections

- Intersection design should emphasize slow speeds.
- Intersections should be as compact as possible with short crossing distances, using curb extensions where possible. Curb return radii should be minimized.
- Crosswalks must be provided on all approaches of the intersection. Given the short block lengths in Old Town, mid-block crossings are not necessary.

A comprehensive circulation plan was developed for Old Town based on the review of existing traffic data, planned improvements, feedback from TAC/PAC members, and input from the general public (see Figure 5-4).

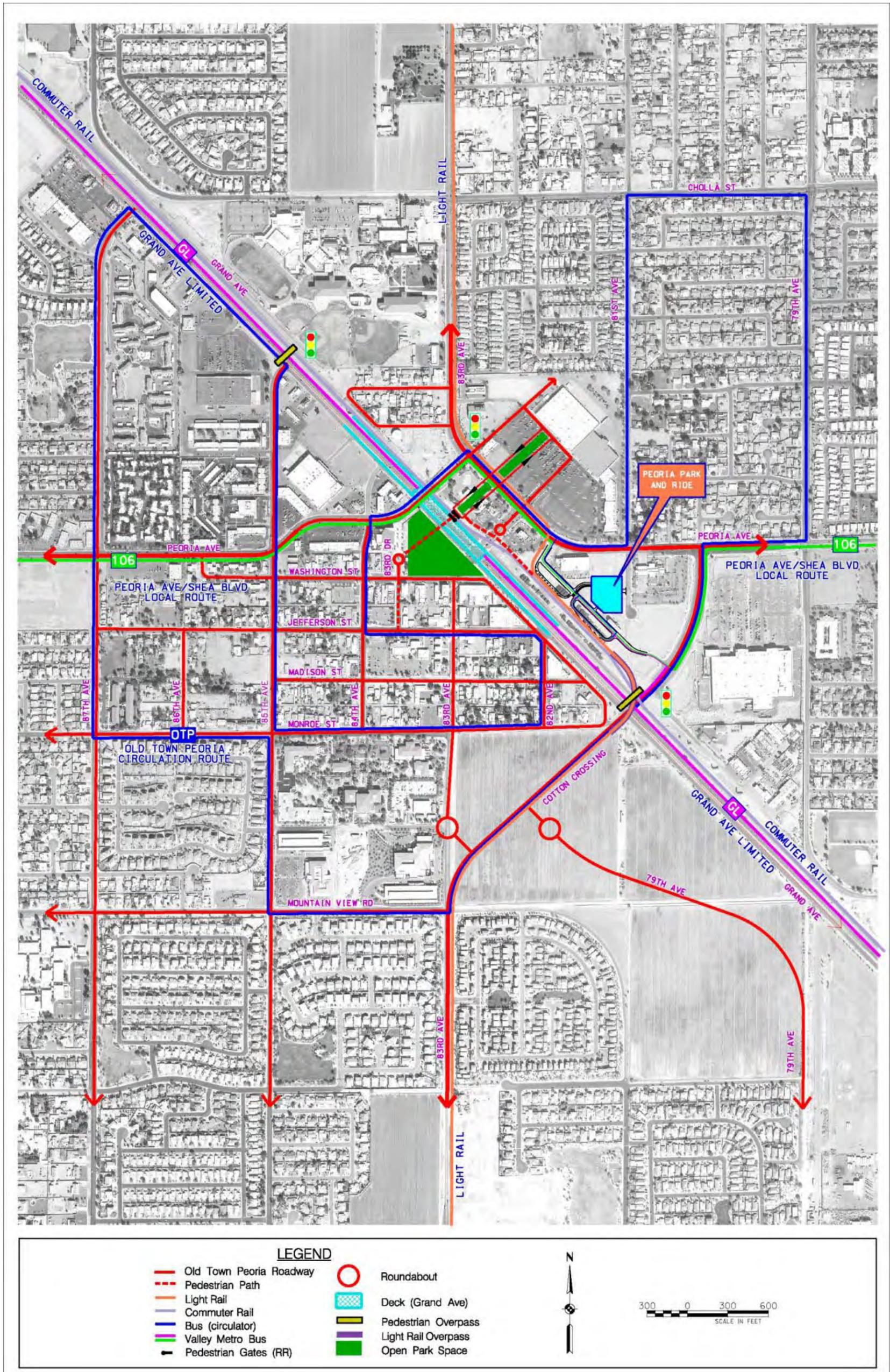
Similarly, in keeping with the 83rd Avenue and 84th Avenue streetscape plans and in accordance with the fundamental principles identified above, cross sections have been developed for the collector streets in the project area. These cross sections provide enhanced lane widths for shared bicycle-vehicle travel, maximize available space between the back of curb and the right-of-way lines for pedestrian amenities and landscaping, and afford opportunities for shade-enhancing landscaping in raised medians.

While the cross sections depict on-street parking (parallel or angle), the provision of such parking should not be continuous along the entire length of the street. Instead, the parking should be broken up by raised areas of landscaping and need not necessarily be provided on both sides of the street along the same stretch of roadway. Additional discussion of parking recommendations is provided in the parking section of this chapter.

The City of Peoria plans to conduct a “downtown traffic study” in fiscal year 2011. That comprehensive traffic operations analysis may reveal additional constraints or opportunities in the Old Town area. The traffic study recommendations should remain true to the desires of the community by:

- Focusing on pedestrian and bicycle movements rather than vehicular accommodations
- Implementing additional traffic calming measures to reduce vehicular speeds on the collector streets that meet NTMP requirements
- Adhering to the community’s desire for a multimodal experience in Old Town

Figure 5-4 Recommended Circulation Plan

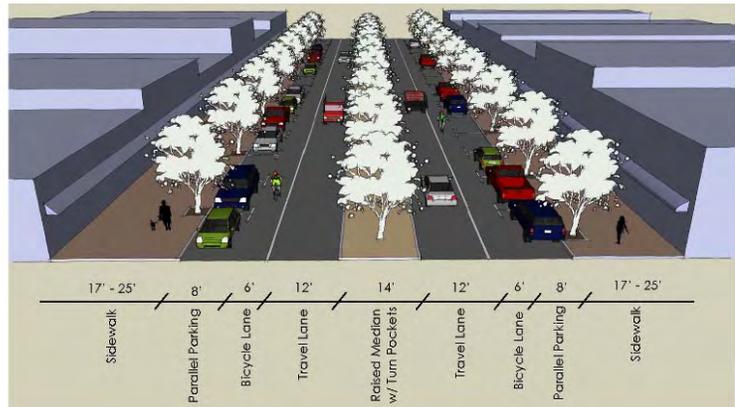


iii. Recommended Old Town Street Cross Sections

Street Features:

- Lanes -12 ft with striped parallel parking and bike lanes
- Landscaped Median with Turn Pockets -14 ft
- Two travel lanes
- Sidewalks 17ft – 25ft
- Landscaped buffers shall be included within sidewalks
- Speed Limits - 25 MPH
- Utility Location - Underground
- Drainage - Curb and Gutter

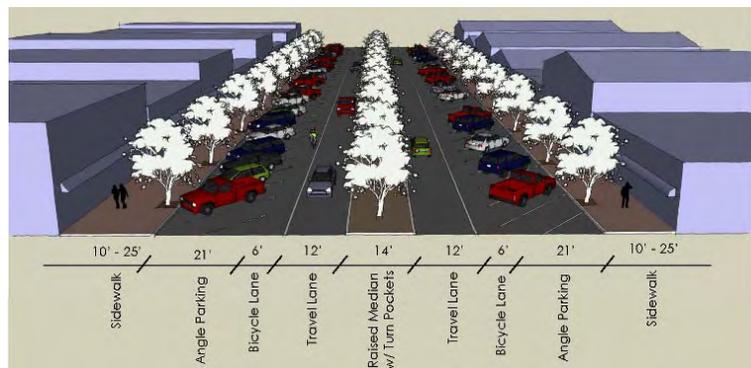
Washington Street Option A– Parallel Parking
(Grand to 84th)



Street Features:

- Lanes -12 ft with striped angled parking and bike lanes
- Landscaped Median with Turn Pockets -14 ft
- Two Travel Lanes
- Sidewalks 10ft – 25ft
- Landscaped Buffer shall be included within sidewalks
- Speed Limit - 25 MPH
- Utility Location - Underground
- Drainage - Curb and Gutter

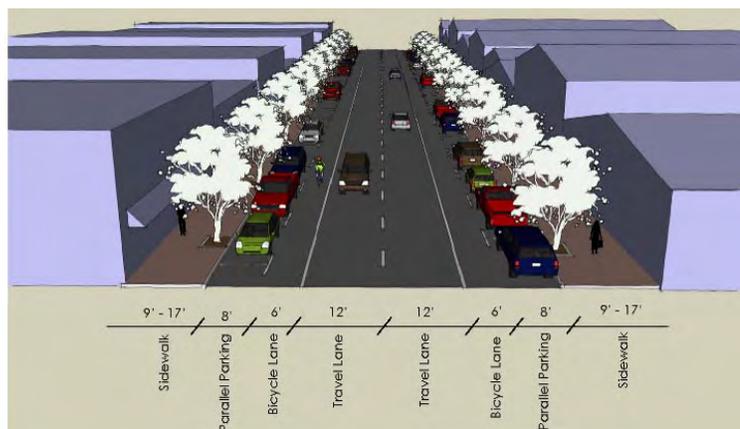
Washington Street Option B– Angle Parking
(Grand to 84th)



Street Features:

- Lanes -12 ft with striped parallel parking and bike lanes
- No Median
- Two Travel Lanes
- Sidewalks 9ft – 17ft
- Landscaped buffer shall be included in sidewalks where width is adequate
- Speed Limit - 25 MPH
- Utility Location - Underground
- Drainage - Curb and Gutter

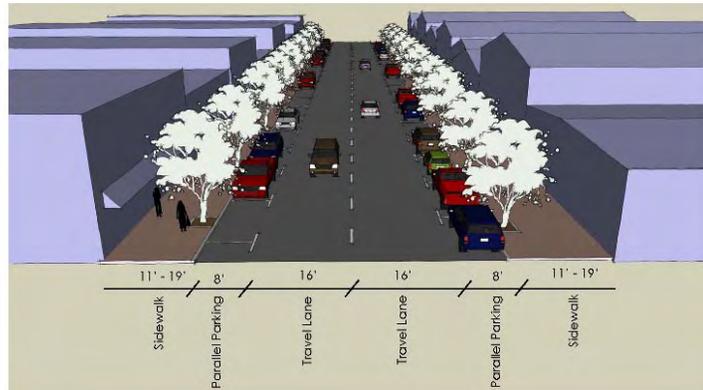
Jefferson Street (Grand to 85th)



Street Features:

- Lanes -16 ft with striped parallel parking lanes.
- No Median
- Two Travel Lanes
- Sidewalks 11ft – 17ft
- Landscaped buffer shall be included in sidewalks where width is adequate
- Speed Limit - 25 MPH
- Utility Location - Underground
- Drainage - Curb and Gutter

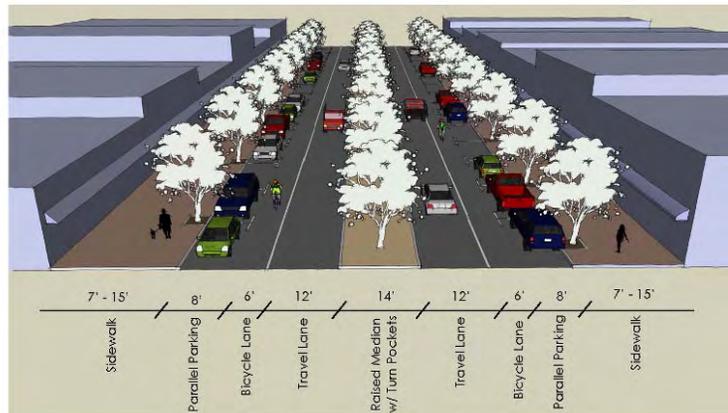
Madison Street (Grand to 85th)



Street Features:

- Lanes -12 ft with striped parallel parking and bike lanes.
- Landscaped Median with Turn Pockets -14 ft
- Two Travel Lanes
- Sidewalks 7ft – 15ft
- Landscaped buffer shall be included in sidewalks where width is adequate
- Speed Limit - 25 MPH
- Utility Location - Underground
- Drainage - Curb and Gutter

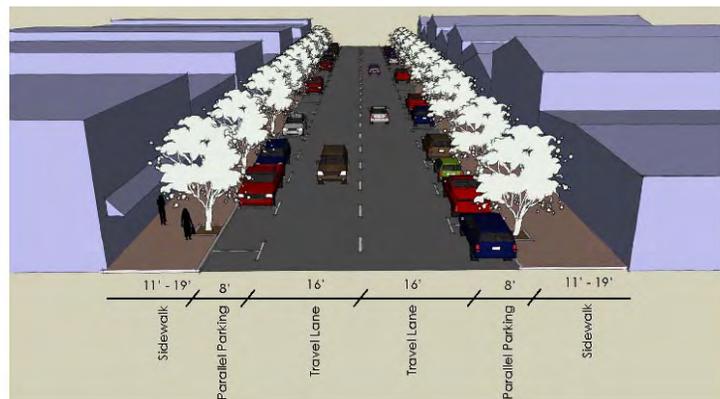
Monroe Street (West of 83rd Avenue)



Street Features:

- Lanes -16 ft with striped parallel parking lanes.
- No Median.
- Two Travel Lanes
- Sidewalks 7ft – 15ft
- Landscaped buffer shall be included in sidewalks where width is adequate
- Speed Limit - 25 MPH
- Utility Location - Underground
- Drainage - Curb and Gutter

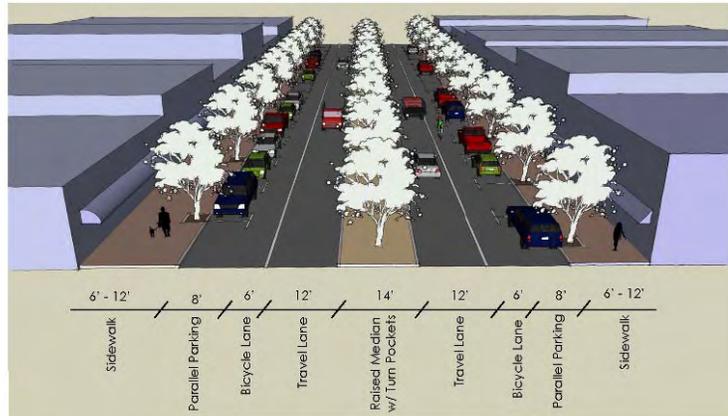
Monroe Street (East of 83rd Avenue)



Street Features:

- Lanes -12 ft with striped parallel parking and bike lanes.
- Landscaped Median with Turn Pockets - 14 ft
- Two Travel Lanes
- Sidewalks 6ft – 12ft
- Landscaped buffer shall be included in sidewalks where width is adequate
- Speed Limit - 25 MPH
- Utility Location - Underground
- Drainage - Curb and Gutter

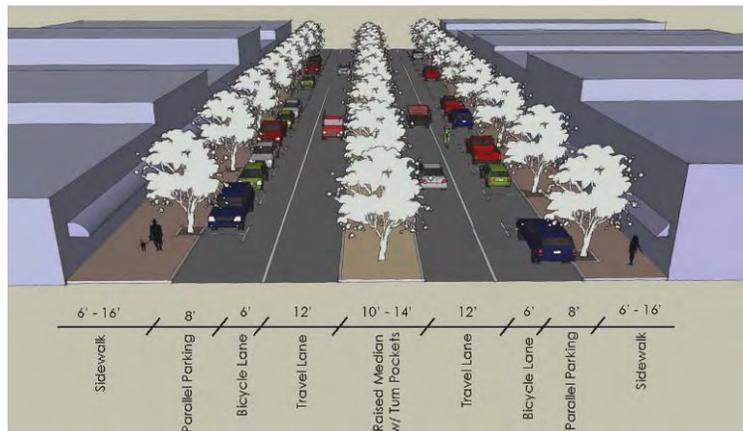
83rd Avenue (South of Monroe St.)



Street Features:

- Lanes -12 ft. with striped parallel parking and bike lanes.
- Landscaped Median with Turn Pockets 10ft - 14 ft
- Two Travel Lanes
- Sidewalks 6ft – 12ft
- Landscaped buffer shall be included in sidewalks where width is adequate
- Speed Limit - 25 MPH
- Utility Location - Underground
- Drainage - Curb and Gutter

83rd Avenue (Washington St. to Monroe St.)



iv. Pedestrian and Bicycle Accommodations

Existing Pedestrian and Bicycle Circulation

Within the Old Town area, bicycle and pedestrian accommodations vary by street and block. Specific information on pedestrian and bicycle facilities is provided in the tabular inventory summary in Table 5-4.

Table 5-4 Existing Pedestrian and Bicycle Accommodations in the Study Area

Street	Sidewalks	Marked Pedestrian Crossings	Bicycle Lanes
Grand Avenue	Along south side of street in some locations	83 rd Ave, Peoria Ave, 85 th Ave	No
Peoria Avenue	Yes	Major intersections	No
Washington Street	Yes	83 rd Ave, 83 rd Dr, 84 th Ave, and 85 th Ave	No
Jefferson Street	Yes	83 rd Ave	No
Madison Street	Yes	83 rd Ave	No
Monroe Street	Yes	All 4 way stops and at 84 th Avenue (access to City Hall)	No
Mountain View Road	83 rd Ave to 91 st Ave	At all 4-way stops	No
83 rd Avenue	Against buildings between Monroe and Washington	Monroe, Madison, Jefferson, Washington, Grand, Peoria, Shangri La, and Varney	No
84 th Avenue	Yes	Peoria, Washington, Madison, and Monroe	No
87 th Avenue	Yes	Peoria Ave, Monroe, Mountain View	Yes
91 st Avenue	Yes	Peoria Ave	No

Future Pedestrian Trip Generation

The revitalization of Old Town (with an enhanced mix of office, retail, and residential land uses, higher development densities, and a focus on transit-oriented development) and the provision of context-sensitive roadway widths, roadside accommodations, area transit circulator, and improved intersection designs will significantly enhance non-vehicular travel in the area. Some studies have shown a decrease of as much as 50% in the number of vehicular trips generated by residential uses in these mixed-use areas. These reductions are often equated with increased internal trip capture rates of the surrounding office, retail, and entertainment land uses, thereby reducing the number of private automobiles arriving/departing from those uses.

Bicycle Facility Needs

A Bicycle Development Plan was prepared for the City of Peoria in 2007 to provide a blueprint for the continued development of the on-street bicycle facilities. That report noted that the Old Town District and the surrounding area

"...is reasonably well accessed from immediately adjacent neighborhoods via the numerous local streets of the surrounding grid pattern. However, it is far more difficult to access from farther away.

Bicycling along 83rd, Grand and Peoria Avenues is intimidating; each avenue scored Bicycle Level of Service "D" due to very high traffic volumes and the absence of shoulders or bike lanes. The crossing of the diagonally-oriented Grand Avenue corridor also presents a challenge to access between Old Town and the other "quadrants" of the interchange, such as the Peoria Town Center shopping plaza."



Figure 5-5 Bicycle Facility Recommendations

The plan recommends detailed corridor studies for 83rd Avenue, Peoria Avenue, and Grand Avenue to assess their potential for improved accommodation of bicycling. Similarly, the report recommends coordinated wayfinding along Peoria's bicycle network as well as connecting networks in adjacent jurisdictions. Figure 5-5 provides a graphical representation of the recommended facility improvements or actions.

v. Recommended Pedestrian and Bicycle Accommodations

Given the stakeholders' desire for an emphasis on pedestrian traffic in the core of the Old Town Revitalization Plan area, the recommended roadway cross sections will:

- Offer as much space as possible between the backs of curbs and right-of-way lines for pedestrian movements, landscaping (shade), and other amenities
- Reduce the walking distances across vehicle travel lanes
- Allow sufficient roadway width to safely accommodate vehicular movement, bicycle travel, and on-street parking

Key recommendations for improving pedestrian/bicycle pathways:

- Increase connectivity between Osuna Park and the open space spine on the east side of Grand Avenue with a pedestrian/bicycle gate-controlled, at-grade crossing of the railroad.
- Provide grade-separated pedestrian crossings of Grand Avenue and the railroad tracks at Cotton Crossing and at 85th Avenue (at Peoria High School) to enhance connectivity to the surrounding neighborhoods and across Grand Avenue. These crossings may also serve as Old Town entry monuments. Due to the clearance requirements of the railroad (26 feet), consideration of mechanical means for vertical pedestrian movement (such as elevators, escalators, etc.) may be more appropriate than inclined pathways.

- Stakeholders requested shared bicycle/vehicle travel lanes without pavement markings to designate the boundary between the two. The recommended street cross sections allow the creation of a shared space within the 18-foot minimum curb-to-curb distance required for emergency vehicle access. Though the public advisory committee recommended not striping the bicycle lanes, the 18-foot-wide lane may confuse drivers (two lanes of travel, passing lane, etc.). To avoid that potential, it may be prudent to stripe the boundary between vehicular and bicycle lanes.

Additional recommendations for pedestrian and bicycle accommodations include:

- Provide convenient, secure bicycle parking in Old Town
- Complete the recommended corridor studies along Peoria, 83rd, and Grand Avenues to determine the appropriate bicycle accommodations in those corridors and to enhance connectivity to Old Town from areas beyond the surrounding neighborhoods
- Provide shade and amenities (seating, water fountains, etc.) for pedestrians

vi. Transit and Multi-Modal Opportunities

Existing Public Transportation

The City of Peoria / Valley Metro fixed route services in the Old Town area (see Figure 5-6) operate Monday through Friday. Local bus routes provide a convenient way for riders to travel to major employers and points of interest within the Valley:

- Route 106 - The Peoria Avenue (#106) route travels from 105th Avenue at Santa Fe in Sun City, east to the Mayo Clinic in Scottsdale.
- Grand Avenue Limited - The Grand Avenue Limited travels from the Peoria Park & Ride facility, east to Phoenix's Central Station.
- Route 571 - This express bus service travels between Surprise and downtown Phoenix without stops.

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

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

Peoria Dial-A-Ride was formed in 1989 to provide basic transportation services for the residents of Peoria.

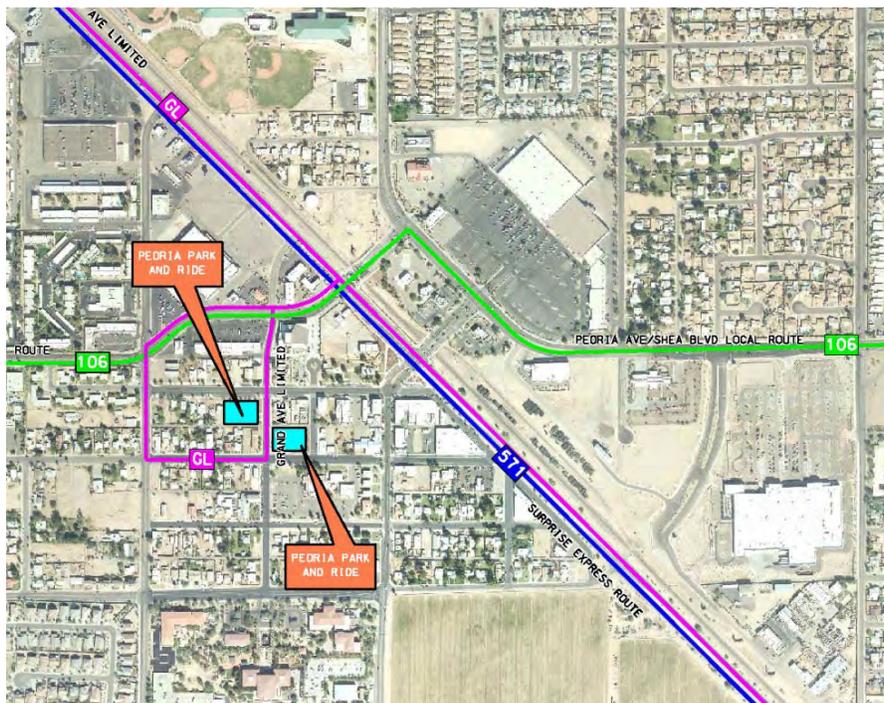


Figure 5-6 Existing Bus Routes and Park and Ride Facilities

Since that time the Transit Division has tripled in size and provides approximately 43,000 transports annually.

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

Recent and Ongoing Projects and Studies

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

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

The Commuter Rail Strategic Plan focuses on developing an implementation strategy for commuter rail service in Maricopa County and northern Pinal County. Among the recommendations of this plan is the continued study of the Grand Avenue/BNSF Railroad corridor as a commuter rail route (see Figure 5-7). This route is also consistent with the recently initiated ADOT study of rail transit between Surprise-Peoria-Phoenix and Tucson. The ongoing MAG study will develop corridor-specific recommendations for the BNSF/Grand Avenue Corridor and provide necessary details for implementation.



Figure 5-7 Potential Commuter Rail Lines

Valley Metro Light Rail

The initial 20-mile segment of the light rail system opened in December 2008 and a three-mile northerly extension in north central Phoenix is in the planning stages. Studies are underway or are anticipated for multiple potential extensions of the system (see Figure 5-8). An analysis will be conducted by the City in FY 2010 to assess the feasibility of an extension to Peoria and the underlying conditions that must be met (zoning, transit-oriented development, etc.).

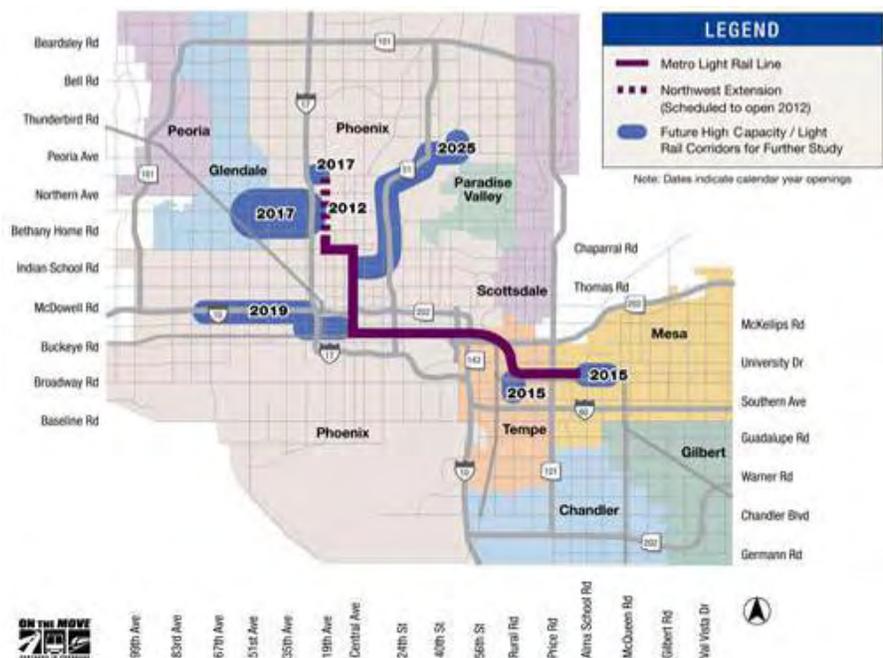


Figure 5-8 Potential Light Rail Corridors (Source: Valley Metro)



Figure 5-9 Potential Multi-Modal Transportation Hub

vii. Recommendations for Multi-Modal Transportation in Old Town

The potential for commuter rail and light rail transit access in Old Town offers exciting possibilities for the revitalization of the area. Combining rail transit, bus transit, a neighborhood circulator, and park-and-ride facility will create a major transportation hub in Old Town. While rail transit may not be a reality for some years into the future, the City has the opportunity to preserve the right of way and construct a multi-modal transportation center in stages.

Figure 5-4, the Recommended Circulation Plan, found earlier in this chapter, includes only a sample layout of future transit routes in the revitalization plan area. As the revitalization plan advances or as conditions change thereafter, the plan must be adapted to meet the needs of the community. It is uncertain at this time what route a light rail extension may follow, but for purposes of this study it has been assumed to travel via 83rd Avenue/Cotton Crossing to the Old Town transportation hub and then along 83rd Avenue northward to connect to the Sports Complex.

The actual multi-modal station can take on a variety of layouts, one of which is illustrated schematically in Figure 5-9. Based on analysis of available land, current heavy rail line location, and ability to provide ease of connectivity, a potential site has been identified, located east of the existing railroad tracks and midway between Peoria Avenue and Cotton Crossing. Final site layout and design are likely to change, but at a minimum, the transportation center should include:

- Shaded commuter rail and light rail transit platform(s)
- Bus pick-up and drop-off area for fixed-route bus service and a neighborhood circulator
- Automobile passenger pick-up and drop-off area
- Park-and-ride
- Other amenities (such as seating, telephones, wireless access, etc.)

Previous designs locating the multi-modal station further north (closer to Peoria Avenue) were abandoned due to:

- Potential rail vehicle queuing across Peoria Avenue, thereby reducing capacity of that roadway and increasing congestion
- Adverse impacts to railroad preemption operations and coordination with the Peoria/83rd Avenue traffic signal
- Ready availability of an existing spur track.

Old Town Neighborhood Circulator

The proposed Old Town neighborhood circulator delineated in the Recommended Circulation Plan (Figure 5-4) serves to:

- Provide connectivity between the transportation hub and the Old Town area
- Enhance circulation within Old Town
- Reduce parking needs in Old Town
- Assist in the creation of a park-once district
- Create or promote an identity for Old Town
- Provide access to the Sports Complex

Based on feedback from the general public, the Technical Advisory Committee, and the Public Advisory Committee, a general consensus is that the circulator should operate in both directions seven days a week between the hours of 7:00 a.m. and 9:00 p.m. and be free to riders.

The specific operating characteristics must be considered flexible and should be adapted to specific needs and travel patterns, both likely to change over time. This proposed concept is similar to the Scottsdale Trolley Neighborhood Route as shown in Figure 5-10.

Specific operating costs will vary depending on the finalized route length, headways, and hours of operation. Contracting service through a private operator is an option and will eliminate any capital equipment acquisition costs. Using this approach, the operating cost for a circulator will likely fall in the \$350,000 to \$500,000 per year range, again contingent upon the operating characteristics implemented.

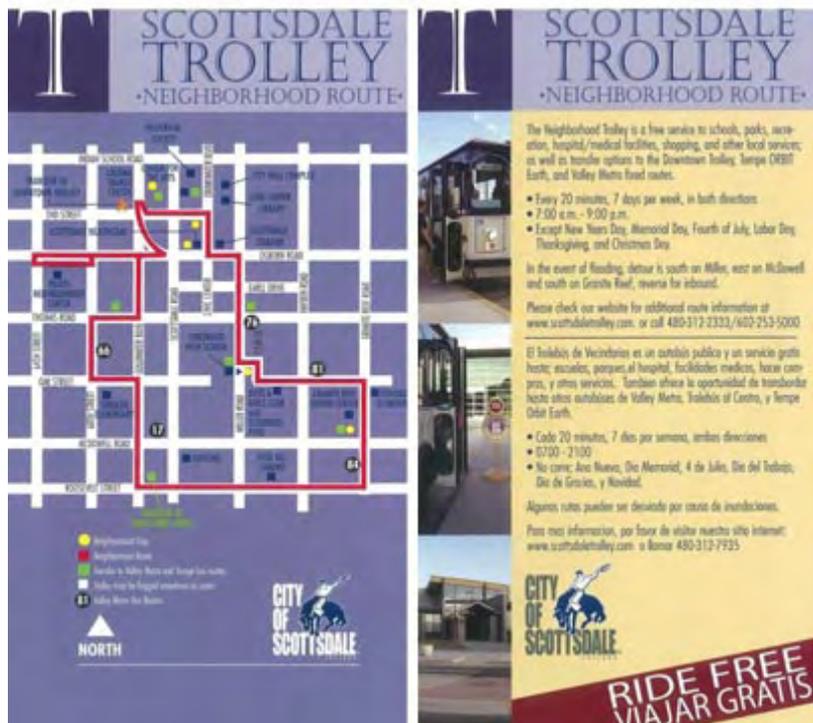


Figure 5-10 Scottsdale Trolley Neighborhood Route

Transportation Hub Development

With a major transportation hub comes the opportunity for additional revitalization and development options, including joint station/center use and mixed-use, high-density transit-oriented development (TOD).

Joint Use

Joint private/public development within the station platform area (such as food vendors, shoeshine stands, florists, etc.) enhances the appeal to potential commuters and reduces the public-sector operating costs by the rents collected from the various tenants/vendors. Studies have also shown that park-and-ride lots which are co-located with parking for commercial/retail development (as opposed to a stand-alone park-and-ride facility) increase spending in those developments by commuters and encourage commuters to spend more time in the area.

TOD

TOD is a pattern of development characterized by a mix of uses surrounding a transit station or multi-modal transportation hub where streets have a high level of connectivity, blocks are small, and buildings and uses cater to the pedestrian. The purpose is to make access to and from the station walkable and accessible in an environment that is human-scaled and provide for a mix of compatible and complementary land uses which facilitate transit ridership.

Valley Metro has established a vision, mission, goals and objectives for TOD along the light rail system (Figure 5-11) which should be consulted if light rail becomes a reality in Peoria.

viii. Parking

Existing Parking Inventory

Over 4,000 parking spaces are located in and around the Old Town District. The current parking facilities combine both on-street and off-street parking. Parking facilities are illustrated in Figure 5-11. Five separate categories for parking facilities are illustrated including:

- Off-street surface parking – 2,300+ spaces
- Off-street surface park & ride lots – 80+ spaces
- Off-street parking garages – 1,200+ spaces
- On-street parallel parking – 350+ spaces, 18 striped
- On-street head-in parking – 165 spaces

Despite the apparent abundance of parking in Old Town, nearly 1,140 of these spaces are located north of Peoria Avenue, 1,400 south of Monroe, and 130 east of Grand Avenue. That leaves approximately 1,350 spaces in Old Town, of which 80 are in dedicated park-and-ride lots. Of these, only about 500 on-street spaces are potentially available.

Table 5-6 Parking Inventory and Utilization

Street	Park-n-Ride	On-Street Parking	Off-Street Parking Capacity / Utilization (%)	Major Parking Generators
Grand Avenue	None	None	7 parking lots between 83 rd Ave and 87 th Ave: <ul style="list-style-type: none"> ♦ 35 spaces, 30% ♦ 25 spaces, 10% ♦ 40 spaces, 0% ♦ 100 spaces, 1% ♦ 400+ spaces, 10% (Goodwill) ♦ 15 spaces, 30% ♦ 400 spaces, 0% 	None
Peoria Avenue	None	None	Minimal for Performing Arts	Peoria Center for Performing Arts
Washington Street	None	Yes	Minimal	Peoria Center for Performing Arts
Jefferson Street	None	Yes	Minimal	Peoria Community Center
Madison Street	None	Yes	Community Center lot 100+ spaces, 30%	Peoria Community Center
Monroe Street	None	Yes	2 lots, 40+ spaces each, 100%	City Hall (between 83 rd and 85 th Ave)
Mountain View Road	None	85 th Ave to 91 st Ave	Private parking garage (300+ spaces, 90%)	City Hall/Public Safety building (between 83 rd Ave and 85 th Ave)
83 rd Avenue	None	Angled from Monroe St. to Washington St.	None	Various small businesses between Monroe and Washington
84 th Avenue	2	Only between Monroe and Jefferson	2 Park and Ride lots 40 spaces each, 40% Utilized Community Center lot 100+ spaces, 30%	Peoria Community Center
87 th Avenue	None	Yes	None	None
91 st Avenue	No	No	2,000 spaces (4 large lots on West side between Mountain view and Peoria)	Home Depot, Sears, Other large stores

Current and Forecast Parking Demand

Given the current vacancy rates within the Old Town District, estimating the existing peak and average demands for parking in the area is difficult at best. A weekday inventory of parking utilization yielded the findings in Table 5-6.

Anecdotal evidence has indicated that insufficient parking is available in two areas:

- Madison Street, between 83rd and 84th Avenues during events at the Peoria Center for the Performing Arts
- 83rd Avenue, between Washington and Monroe

As the land use plan is developed for the Old Town Revitalization Plan area, a more comprehensive parking needs analysis will be provided to reflect:

- Locations and types of land uses
- Parking demand and locations
- Parking supply requirements by ordinance
- Recommended parking supply

Existing Parking Requirements

Existing parking requirements follow the city guidelines put forth in Article 14-23 of the City of Peoria’s Zoning Ordinance. Article 14-42 (Old Town Mixed-Use Districts) addresses the area within the original town plat of Peoria with Grand Ave to the east, Monroe Street to the south, 85th Ave to the west, and Peoria Ave to the north. The Old Town Mixed-Use Districts include three zoning districts: Core Commercial Mixed-Use (CCM), Core Residential Mixed-Use (CRM), and Park/Open Space (PO). Article 14-42-6-C and Ordinance Number 06-16 state:

There is no minimum requirement for parking spaces in the Old Town Mixed-Used Districts. To promote the urban form outlined in Section 14-42-1, developments are encouraged to locate parking facilities behind buildings and structures, and/or offer shared or joint parking arrangements.

Table 5-7 Sample Peoria Parking Requirements

Land Use	Measurement	Spaces
Single family	Dwelling Unit	2.0 ¹ – 3.0 ²
Mobile home	Dwelling Unit	2.0 ¹ – 3.0 ²
Two-family	Dwelling Unit	2.0 ¹ – 2.25 ²
Three-family	Dwelling Unit	2.0 ¹ – 2.25 ²
Multi-family	Dwelling Unit	1.1 – 2.1
Professional offices	200 SF	1
Financial services	150 SF	1
Other offices	175 SF	1
Restaurants	50 SF serving area + 200 SF prep area	1 1
Commercial service	500 SF	1
Hotel/motel	Room + 100 SF serv area + 100 SF outside serv + visitors + 200 SF meeting	1 1 1 10 1

Outside of the Old Town Mixed-Use Districts, the zoning ordinance requires the parking provisions shown in Table 5-7.

Parking-Related Issues in Revitalization or Redevelopment Areas

Zoning laws have traditionally been designed to accommodate suburban development patterns in open areas rather than the redevelopment of existing town centers that have limited space available for development. Similarly, the City’s standard parking requirements do not

¹ With on-street parking

² Without on-street parking

lend themselves to redevelopment in Old Town. Typical commercial development dedicates 54% of the site to parking. Because developable land is limited in the Old Town area, if the City's existing parking standards were imposed in this area, redevelopment would be greatly limited.

The City recognized these constraints and created the Old Town Mixed-Use Districts with no minimum parking requirements and encouraged shared parking among developments.

Several studies have been performed comparing innovative alternative parking regulations for redevelopment areas relative to the more general requirements set forth for new developments. These alternatives can increase the utilization of existing parking facilities, reduce parking demand, and result in more cost-effective and pedestrian-friendly developments. Parking alternatives that the City may implement include:

- In-lieu fees
- Shared parking
- More specific reduced parking requirements
- Permit or parking meters
- Improved transit/pedestrian and bicycle facilities

In-Lieu Fees

Developers are able to pay the city a fee instead of constructing on-site parking. In return, the city provides centralized, off-site parking that is available for the development's tenants and visitors. Benefits of In-lieu fees include a reduction in overall costs, increased utilization of parking facilities, and better urban design with continuous storefronts uninterrupted by parking lots.

When establishing centralized, off-site parking it is important to be aware of the potential impact a lack of on-site parking may have on the attractiveness of the development to patrons.

Shared Parking

Peak demand for parking varies for developments and using the same parking spaces for developments with different demand peaks reduces the total number of spaces needed. Benefits include decreased cost of development, decreased number of spaces required, and "captive markets" from mixed-use developments (office employees are a captive market for lunches at restaurants in mixed-use developments). Shared parking encourages large centralized parking facilities that can create more efficient traffic flow (fewer curb cuts and turning opportunities).

Shared parking requires a site-specific assessment of time-of-use parking utilization curves to ensure smooth and efficient turn-over within the parking facility in order to effectively accommodate tenants and visitors to the developments.

Specific Reduced Parking Requirements by Development Type

Establishing specific reduced parking requirements rather than "no minimum" requirement may be beneficial. In general, the benefits of parking requirement reductions include decreased cost of development, encouragement of pedestrian-friendly urban design, reduced congestion, and increased leasable area of development. Table 5-8 provides examples of alternative practices in other jurisdictions with established transit systems.

Table 5-8 Examples of Reduced Parking Requirements

Land Use	Typical Current Practice	Alternative Practice
Residential	2 off-street spaces per unit minimum	Car-sharing and car-free housing in areas close to transit (San Francisco, CA).
Retail	3-5 spaces per 1000 ft ² minimum	In-lieu fees to help promote pedestrian-oriented district (Miami, FL).
Office	3 spaces per 1000 ft ² minimum	Varied limits based on proximity to transit station - 0.8 to 2.0 per 1000 ft ² (Portland, OR)

Reduction in parking requirements may lead to spillover parking in other neighborhoods and worry from developers about the attractiveness to patrons. Improvements to transit and pedestrian/bicycle facilities need to be considered to improve accessibility to developments when reducing parking requirements.

Permit or Parking Meters

Developer-paid parking fees are supplemented by the revenue produced by permits or parking meters used by patrons, visitors or tenants of the developments. Benefits of parking meters include turnover and vacancies for customers, additional revenue can be put back into the “meter district” improving Old Town and making it a more walkable/pedestrian friendly district, and a reduction of costs for developers.

Parking costs should be set at a fair value to ensure the use of meters and the patronizing of businesses in the development area. Costs can be set at an hourly rate or vary based on demand (parking demand peaks).



Improved Transit/Pedestrians and Bicycles Facilities

Improved public transit and provision of pedestrian and bicycle amenities can help reduce automobile dependence and associated parking needs. Benefits include a reduction in traffic congestion, improvement to the walkability and bikeability characteristics of the area, and a reduction in development cost.

Transit schedules should be established to accommodate peak use with a greater number of routes and shorter headways, minimizing user wait times.

ix. Parking Recommendations for Old Town

- Continue using specialized parking requirements within the core Old Town area; evaluate parking requirements for each proposed development within this core area on a case-by-case basis.
- Establish a specific ordinance to address parking requirements within TODs to reflect generally recognized “reduced parking demand” in these areas – perhaps a 50% reduction from the standard Peoria parking requirements.
- Establish a specific ordinance to address parking requirements within the larger Old Town Peoria Revitalization Plan area (but outside the Old Town and TOD areas) to reflect the creation of additional non-vehicular transportation options – perhaps a 25% reduction from the standard Peoria parking requirements.
- Recognize that reduced parking requirements: (1) may increase spillover parking until such time that a comprehensive transit system is in place and (2) must be accompanied by enhanced pedestrian and bicycle facilities.
- Relocate all park-and-ride facilities to an area near the multi-modal transit center; consider the benefits of co-locating this parking with the parking for a retail/commercial or mixed-use development.

- Provide on-street parallel or angled parking along collector streets in the Old Town District (see cross sections). On low-volume, low-speed collector roads in commercial areas, where sufficient curb-to-curb width is available, angled parking may be appropriate to maximize available parking. Angled parking can be implemented on both sides of the street, or on one side of street with parallel parking on the other side.
- Incorporate parking structures as substantial development occurs in the area and encourage the shared use of these facilities.

C. Old Town Design Guidelines

The purpose of the resulting standards is to develop a cohesive and orderly relationship between buildings in the Old Town District to the buildings in the surrounding districts by providing visual connections defined by the predominant characteristics of Old Town. These guidelines also seek to reinforce the overall goal of providing a walkable “Main Street” pedestrian environment in Old Town; one that will provide an environment that is both safe and comfortable for local residents and attractive to businesses, shoppers and tourists.

This section is meant to supplement the City of Peoria Design Review Manual, Design Principles and Guidelines for Old Town, which provides design development concepts for new commercial/retail, office, multi-family residential or mixed-use development. This section should be used in conjunction with the Old Town Streetscape Plan (Chapter 5: Section) which provides similar design development concepts for street and sidewalk character in the study area.

i. Design Review Process:

Projects in Old Town Area will be reviewed according to current administrative requirements based on the thresholds and applicability set forth in the City of Peoria Design Review Manual. The design principles are administered through staff review of various case types including Site Plan Review, Conditional Use Permits and Design Review.

ii. Design Review Goals:

The following goals highlight concepts for making Old Town the community desired by its residents. These goals are the foundation and reference point for the guidelines and standards developed later in this section.

1. *Design for the Human Scale:* Design for the human scale to create a sense of neighborhood and community that draws from the existing Old Town historic character and is both interesting and comfortable for walking. The Old Town District is characterized by dense development on smaller lots with multi-story masonry and wood frame buildings adjacent to the public right-of way. The small scale street grid, east west trending alleys and block pattern influences the building and parking placements. Building footprints are adjacent to the back of sidewalks and on the alley to the rear. The street-facing facades of buildings consist of small storefronts positioned at regular intervals along the street. Parking is located on-street, at the rear of buildings away from the street, and in shared/public lots.
2. *Community Focus:* Design to create an identifiable commercial “Main Street” core that is the focus of the surrounding neighborhoods and provides a social place where people want to gather.
3. *Compatible Design:* Design to encourage compatibility and connections between neighborhoods, residential and non-residential land uses, recreational opportunities, schools, shopping centers, and other key destinations through unifying public urban design features such as streetscape, signage and landscape improvements.
4. *Mixed Use:* Design for a mix of residential and commercial land uses to enliven the community and encourage people to live near their work.
5. *Maintenance:* Design to consider long-term appearance and maintenance costs when choosing design patterns, streetscape furnishings, and fixtures.

6. *Safe and Sustainable Environments:* Design to create healthy, balanced, and safe neighborhoods, streets, and public spaces by implementing sustainable and Crime Prevention Through Environmental Design (CPTED) principles. CPTED is primarily concerned with promoting safety by providing natural surveillance (“eyes on the street”), controlling and directing access to permitted areas and deterring unauthorized or inappropriate access, and creating a sense of ownership through regular maintenance and a clear delineation between private and public space. Sustainability balances the environmental, economic, and social impacts of new development to enable communities to meet current and future needs.

iii. Design Guidelines:

The guidelines in this section are a planning tool for projects in Old Town that will guide project design and development with regard to the following topics:

- Site Design
- Storefronts and Entrance Locations
- Architectural Compatibility
- Building Scale
- Sustainable Design

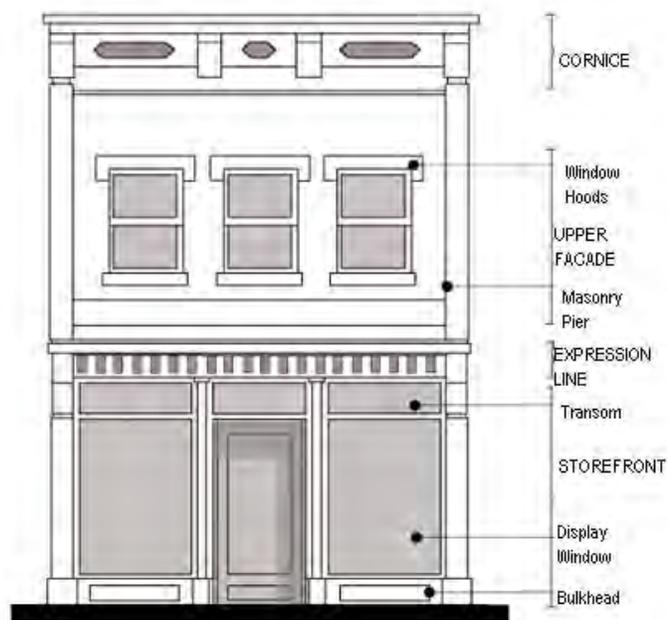


Corner Building Entry

Site Design

Site Design refers to how each building relates to the street, sidewalk, and neighboring buildings in the Old Town District. Building placement should follow the pattern established in the block.

1. Place the street level floor of an infill building at the back of sidewalk.
2. On corner properties, orienting and locating the building at the minimum setback is required.
3. Corner buildings should have a strong tie to the front setback lines of each street. Angled building entries are encouraged at corner locations.
4. Buildings are encouraged to extend to the side lot lines and connect to the adjacent buildings.
5. Pedestrian linkages should be provided to nearby neighborhoods, parks, and activity areas in the vicinity.
6. Structures that are distinctive because of their age, cultural significance, or unique architectural style should be preserved and incorporated into development proposals.

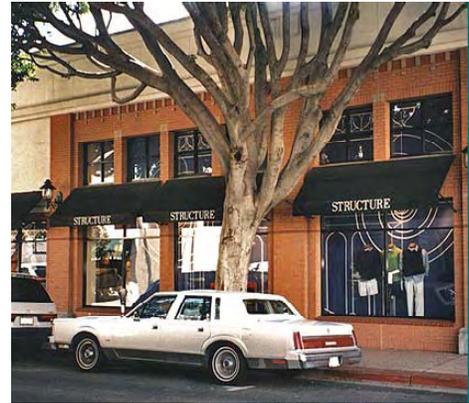


Typical Storefront Elements

7. Link compatible residential and non-residential uses by utilizing access roads, walkways, common landscape areas, building orientation, and unfenced property lines.
8. Loading areas, access, and circulation driveways, trash and storage areas, and rooftop equipment should be located at the rear or side of buildings and screened from public view to the fullest extent possible.
9. Employ landscaping to screen parking lots from adjacent residential uses and streets to the fullest extent possible.
10. Site amenities should be preserved and should become part of the new project.

Storefronts and Entrance Locations

1. Storefronts in new development should reflect the proportion and placement of storefronts of neighboring buildings within the area. All street facing facades shall be designed to enhance the pedestrian experience.
2. Storefront entries should be oriented to the street.
3. Businesses fronting more than one street should provide additional storefront entries on all streets when possible.
4. Corner buildings shall include storefront design features, such as window elements and cornices.
5. Incorporate recesses, canopies, or awnings into the building design to provide protection from the weather.
6. The first floor of the primary facade should be predominantly transparent glass.
7. The use of highly reflective, mirrored, or darkly tinted glass is discouraged.



Side street wall treatments

Architectural Compatibility

New development should use modern interpretations of the historic elements and character found in the Old Town. Architectural compatibility incorporates the rhythm of the building components and forms of neighboring buildings to help create a harmonious relationship to other buildings on the block.



Compatible Infill Development

Renovations and restorations should be true to the original architecture of the historic building subject to the renovation. Restorations to those buildings deemed to be historically significant by the Historic Preservation Commission shall comply with the OTRP's Historic Resource Design Guidelines and should be informed by the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties.

1. The design of individual building facades should support an interesting and varied roofline reflective of Old Town with varied heights and building materials.
2. Create a strong street edge by bringing buildings forward to meet the back of the sidewalk and covering the full width of the parcel.
3. Each block should contain a mix of building heights.
4. Provide canopies or awnings to contribute to the articulation of the streetscape.
5. Design new buildings to match the mass and scale of the neighboring buildings.

6. Long narrow buildings should be oriented with the narrow end of the rectangular footprint facing the street.

Building Scale

Building scale refers to the proportion of one building to another, and the scale of the components of a building. The preferred scale is referred to as “pedestrian” or “human” scale, which incorporates building elements that are in proportion to the average human form.

1. Use the size and scale of the neighboring buildings as a general guideline when designing infill buildings.
2. Align the upper floors with the neighboring buildings on the block.
3. Infill buildings should not dominate the surrounding built environment.
4. Rectangular building forms are common to Old Town and traditional downtown development and are encouraged.



Compatible Scale

Sustainable Design

Sustainability, as defined by the Brundtland Report (1987) is “ensuring that development meets the needs of the present without compromising the ability of future generations to meet their own needs.” Projects in Old Town should incorporate this principle and integrate multi-modal transportation, economic sustainability, green building measures, water conservation measures, and landscaping standards that allow for a sustainable and efficient development pattern.

The City of Peoria has developed a Sustainability Action Plan that will provide a unique opportunity to develop Old Town as a model of sustainable development. These projects will incorporate smart growth, conservation and preservation of resources, climate management, and quality of life. The sustainability agenda for Old Town is multi-faceted, and has been incorporated in goals, policies, and guidelines in the appropriate chapters throughout this document.

The key elements of the City’s Sustainable Action Plan agenda related to Land Use and Circulation include:

- Revitalize and/or redevelop established and emerging urban cores.
- Promote neighborhood-centric activity centers that employ a smart growth development template that integrates a mix of uses, multi-modal circulation options, public spaces and other elements.
- Develop a program which encourages public and private sustainable development.
- Utilize new technological advances in construction materials and retrofitting products (lighting, glazing, insulation) when possible, to reduce operating costs.
- Employ alternative energy sources.
- Create and support a local green business council that provides information exchange and promotes sustainable business practices that balance environment, equity and economy.
- Encourage transit-oriented developments that address all transportation options (vehicular, pedestrian, bicycle, bus and rail).

- Encourage and support the development of a multi-modal path and trail network as an alternative safe route that connects with adjacent regional trail networks.
- Improve multi-modal transportation options for the community.
- Seek local, state, and federal funding sources that provide funds for multi-modal transportation and better connect the community to the city's open space areas.

The City of Peoria is promoting energy conservation by (1) implementing energy conservation policies; (2) encouraging adaptive reuse of existing buildings in Old Town and (3) becoming a member of the Sustainable Cities Network that is managed by ASU's Global Institute of Sustainability.

Sustainable design guidelines encourage design that incorporates both energy-wise technology and design features in the private and public realm.

Sustainable Design Guidelines:

1. Sites should be designed to take advantage of solar access. For optimum solar conditions, the longest side of a building should face south (within 20 degrees of due south) and have relatively clear access to the sun.
2. Building windows, especially those above the second floor and facing southern and westerly directions, should be treated or otherwise designed to increase energy efficiency for the building while still maintaining the architectural integrity of the building and quality design of the site. Ground floor windows and those facing onto pedestrian walkways shall still allow pedestrians to view inside the building with relative ease.
3. The City encourages the use of solar arrays or other types of solar-based energy generation on all new roofing structures. Consider the pitch of roofs and orientation of the building when designing the project so as to maximize solar energy generation.
4. Surface water and pollutant runoff should be reduced by maximizing the use of pervious surfaces and vegetative ground cover.
5. Use of permeable paving, pavers, turf stone, brick, and decomposed granite is encouraged.
6. Use of natural topographic features or built swales for filtration of site drainage is encouraged.
7. Use of recycled water is encouraged for landscaping.
8. The use of green roofs or other innovative methods of reducing impervious areas and heat islands on project sites should be considered. Reduce energy consumption by designing buildings that take advantage of features such as better insulation (e.g., green roofs), natural ventilation, natural daylighting, florescent rather than incandescent light fixtures, and solar rather than gas water heaters.
9. The use of recycled, rapidly renewable, and locally-sourced materials that reduce impacts related to materials extraction, processing, and transportation should be considered.
10. Total water consumption (potable and non-potable) should be reduced by introducing features such as low-flow fixtures and drought tolerant landscaping.
11. LEED (Leadership in Energy and Environmental Design), LEEP (Leadership in Environmental Education Program), or similar standards and thresholds should be considered to improve overall site and building quality in terms of energy efficiency and renewable resources. The LEED rating system is a voluntary, market-driven system grounded in accepted energy and environmental principles that strikes a balance between established practices and emerging concepts. The program has a proven track record of encouraging builders to utilize green building practices, and of creating a distinct advantage for such development in the marketplace.

12. Development plans should be submitted to the U.S. Green Building Council (USGBC) for a LEED rating under their new LEED for Neighborhood Development program (in Pilot Stages) as a way of:
 - Demonstrating the City's commitment to responsible development,
 - Raising the bar for Old Town developers and encouraging them to embrace green design technologies, and
 - Creating a distinct and marketable identity for the Area that will make it more attractive to developers, businesses, and residents, and enhance property values.
13. Minimize the construction of impervious areas throughout the site by considering stacked parking to the greatest extent possible, reduced parking requirements, and encouraging dense retail/office development.

D. Old Town Streetscape Plan

The section includes guidelines and design concepts to provide a higher level of design detail and to promote walkability by improving pedestrian safety, convenience, and comfort. The guidelines focus on improving the attractiveness and effectiveness of the pedestrian network in order to encourage walking as a realistic mode of transportation. They provide design strategies for enhancing the physical safety, comfort, and convenience of the pedestrian environment as well as the aesthetic character and quality of the pedestrian experience.

The guidelines identify streetscape improvements, such as sidewalk dimensions, lighting, landscaping and signage in the Old Town Peoria Revitalization Plan Area. The primary purpose of this Plan is to identify elements of streetscape design that can be used to guide future improvement efforts. Because future improvements will take place over time and as funding is available, this Plan does not direct specific materials and/or improvements at specific locations. Rather, it provides a vision and examples that will guide future efforts.

The guidelines are influenced by projects such as the 84th Avenue Streetscape Improvement Project, improvements to 83rd Avenue between Washington and Monroe Streets, Grand Avenue streetscape improvements and the Arts and Culture Master Plan. As 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 area and expand the streetscape palette into areas north of Grand Avenue and in new developments adjacent to the proposed transit station. The overall goal is to create an engaging environment which attracts 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.

i. Streetscape Concept Plan Goals:

- Create a safe and inviting pedestrian environment for residents and visitors.
- Enhance the aesthetics and character of 83rd Avenue, Washington Street, and Peoria Avenue with a unifying theme compatible with the historic roots of the community.
- Maximize on-street parking opportunities in Old Town.
- Minimize potential negative effects to the surrounding residential neighborhoods caused by revitalization of Old Town.

ii. Using the Streetscape Concept Plan:

This section provides examples and discussion of the variety of elements that are typically included in a successful streetscape. Discussion of these elements has been tailored to the existing conditions and specific goals of the Old Town Peoria Revitalization Plan and the community.

The concepts in this Plan can be used as a basis for traffic and parking studies that will further influence final design of a streetscape layout. It can also be used as a tool for pursuing grant funding. A Concept Plan is necessary for determining eligibility when applying for grants and also for providing potential grantors with an idea of the existing conditions of Old Town, the envisioned character, and the elements needed to create that character.

iii. Overall Recommendations for Old Town Streetscape Improvements

Define a Pedestrian Network

Visitors will be interested in recreation, entertainment, education, and culture. They will want to know about Old Town's unique features and how to find them easily. A pedestrian network must be provided and enhanced with safe and inviting places for both quiet and social activity. The pedestrian network should connect both existing and proposed features, and guide visitors through the district's corridors in a pleasant sequence. Pedestrian street furnishings should be located along the way as well. The following recommendations aid in creating a consistent and attractive pedestrian streetscape network for Old Town:

1. Provide 12 foot wide sidewalks where feasible.
2. Introduce a cohesive street tree pattern.
3. Introduce pedestrian oriented light fixtures.
4. Introduce a coherent and tasteful street furniture palette.
5. Providing diagonal, or at a minimum, parallel parking on both sides of street.
6. Improve all crosswalks in Old Town to match the existing crossing at 83rd Avenue and Washington St.
7. Establish and enhance pedestrian connectivity between the Old Town and development north of Grand Avenue.
8. Provide a distinctive paving surface that is safe, universally accessible and consistent throughout Old Town.
9. Bike racks should be located in strategic locations throughout the Old Town to coordinate with the suggested bike routes.
10. Develop a walking map of Old Town which highlights the features and attractions of the districts, corridors, and neighborhoods.

Create Pedestrian Scale

Pedestrian scale refers to those dimensions of external spaces that seem comfortable to the human eye and are in proportion to the human body. Pedestrian scale is created along the streetscape by the provision of furnishings that are the right size for people and appropriate for their activities. Benches, water fountains, trash receptacles, shelters, trees and landscaped areas, and attractive signs will attract visitors. The following recommendations provide a framework for establishing a pedestrian scale for Old Town:

1. Street Furnishings: Benches should be located throughout the districts, corridors, and neighborhoods in Old Town. Trash receptacles and pedestrian street lamps should be installed near benches.
2. Lighting: Lighting is an important safety feature. Install pedestrian lighting in Old Town at appropriate intervals. Light sources should be relatively low to the ground and provide light beneath the street tree canopy.
3. Signage/Wayfinding: Design a uniform wayfinding system to clearly identify places and features in the districts, corridors, and neighborhoods.
4. Street Trees: The street tree palette should be consistent throughout Old Town.
5. Shelters and Public Restrooms: Locate shelters, public restrooms, and drinking fountains in strategic locations along Old Town.

Enhance Old Town Identity

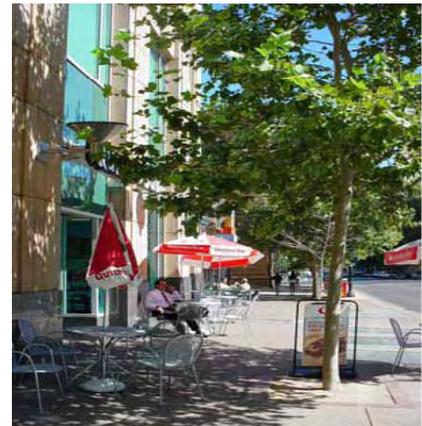
Environmental and urban design provides the foundation for improving how Old Town looks and functions. These recommendations are intended to improve conditions for the business community and influence decisions of potential investors. Improving the appearance and the image of the area, private and public infrastructure needs, and open spaces such as parks add to a “sense of place” and identity to Old Town. The following recommendations help enhance the identity and sense of place for Old Town:

1. **Distinctive Gateways:** Vehicular and pedestrian gateways announce the transition from one type of place to another. Gateways can be created with tree plantings, a different paving pattern, an arch over the street, or a well-designed sign. Gateways let travelers know that they are entering the Old Town District from Grand and Peoria Avenues.
2. **Defined Edges:** Using street trees, banners, and signage assists in strengthening the perceived edges of each district, corridor, and neighborhood.
3. **Signs and Banners:** The consistent use of a distinctive Old Town logo on signs and banners will enforce the identity of Old Town and contribute to a sense of place.

Streetscape Elements

1. Sidewalks

Sidewalks provide pedestrian access to virtually every activity, and provide critical connections between other modes of travel, including automobiles, 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. The following guidelines enable the creation of an active, pedestrian-friendly environment, which is essential to establishing and maintaining Old Town as a successful and vibrant retail and cultural center.



Wide sidewalks can accommodate a variety of uses and promote pedestrian activity

- a. Public sidewalks should provide a direct and continuous pedestrian network that connects blocks and buildings with a clear, unobstructed pedestrian pathway that is designed to accommodate the needs of a broad range of users, including the elderly, those with disabilities, and young children.
- b. In addition to accommodating pedestrian circulation, public sidewalks should provide spaces for more passive activities, where people can linger to observe or participate in public outdoor activities. Seating can be either formal (e.g., chairs and benches, such as those found at a café or a transit stop) or informal (e.g., low walls, steps, fountain edges).
- c. Landscaping of the public sidewalk is encouraged as a means of adding color and visual interest, softening the urban edges, providing shade, and assisting with air quality. Landscaping generally should be located in the amenity and frontage zones and should not obstruct through pedestrian traffic or access to the street.
- d. Sidewalk widths should match the level of pedestrian activity desired for the specific street frontage. High activity areas should have sidewalks that are at least 12 feet wide.

e. Width Proportions: The widths of the sidewalk functional zones should vary in response to context, but sidewalk width should be distributed amongst the 3 zones according to the following priorities: pedestrian (highest), amenity (middle), frontage (lowest). The minimum allowable widths for each zone are as follows:

- The **Pedestrian Zone** should comprise at least 50% of the sidewalk width (i.e., 8 feet for the standard 16-foot sidewalk), but never be less than 6 feet, whichever is greater.
- The **Amenity Zone** should comprise at least 35% of the sidewalk width (i.e., 6.5 feet for the standard 16-foot sidewalk), but never be less than 30%, or 4 feet, whichever is greater. The Amenity Zone is located adjacent to the street curb. Street furniture and other design elements should be placed far enough away from the edge of the curb to allow car doors to open and people to exit from vehicles without entering or blocking the Pedestrian Zone.
- The **Frontage Zone** is located adjacent to building storefronts and should be a minimum of 1.5 feet wide. A Frontage Zone is not needed if the sidewalk corridor is adjacent to a landscaped space. Sidewalk cafes and other commercial activities may be allowed to extend into the frontage zone provided that they do not impede pedestrian traffic.



Amenity Zone / Pedestrian Zone / Frontage Zone



Amenity zones may provide seating, trash/recycle receptacles, street lighting, and bicycle racks.

- f. Planting areas, bike racks, street lighting, news racks, and other street furniture shall be contained in the amenity zone area (between the sidewalk and street) to keep the "pedestrian zone" free for walking.
- g. 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.
- h. 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.
- i. Newspaper racks throughout Old Town should be housed



Consolidated newspaper racks are encouraged to avoid clutter.

- in permanent structures displaying a consistent design and they should be clustered in groups to minimize the appearance of a cluttered sidewalk.
- j. Sidewalks shall have a “through pedestrian “zone” that is kept clear of any fixtures and/or obstructions.
 - k. 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.
 - l. Sidewalk surfaces shall be stable, firm, smooth, and slip-resistant and be paved with decorative scored concrete, stained concrete, exposed aggregate, integral colored or textured concrete or grey concrete with a broom, or light sand-blasted, finish.
 - m. Sidewalks and medians should be accented with red concrete pavers to maintain consistency with previous Old Town streetscape improvements.
 - n. In order to reduce heat absorption and heat island effects and enhance pedestrian comfort, sidewalk paving should be predominately light in color.

Street Trees & Landscaping Elements

The existing streetscape improvements (paving, “acorn” street lights, and street trees) between Washington and Monroe Streets will remain, however, with future improvements more effort should be placed on wider sidewalks with shade-providing street trees. The street trees in Old Town should also provide diversity in plant species while maintaining the existing character.

Landscape design in the Old Town Plan Area should focus on shade, ease of maintenance and creating a strong unified theme. Plants should be durable and proven adaptable to standard maintenance practices and the Peoria climate. Low water use varieties are encouraged, however all landscape designs should be contextually appropriate. In the Old Town area, many existing developments include temperate plant materials such as broad-leaf trees and turf grass. These traditional landscape materials, while not native to the desert climate, were familiar to the individuals who immigrated to Peoria from other parts of the country. The following planting guidelines are intended to add color and visual interest, soften the built environment, provide shade, and assist with air quality. Plant materials should be chosen to meet the needs of a specific site or setting, as all plants will not be appropriate for every situation.

1. Landscape design should provide shade, ease of maintenance and continue the existing theme. Plants should be durable, low water use varieties proven adaptable to the desert environment.
2. Trees within paved areas should be provided with root barriers, automatic irrigation, 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 encouraged. Tree wells should be a minimum of 10’ x 10’ and should be no more than 80% compacted.
3. It is important to provide the greatest degree of permeability immediately around each tree. Open, planted surface area or covered soil should be provided. Structured soil, and expandable openings and pervious pavement should be utilized.
4. Plant material that is not included on the ADWR Phoenix AMA Drought Tolerant / Low Water Use Plant List should be located close to building entrances, plazas, seating areas, and other areas that are pedestrian oriented (Xeriscape principles).
5. All plants with thorns should be planted away from public contact. For public safety, a 2-foot minimum clear area should be maintained between the mature edge of all thorny shrubs, cacti and trees from the edge of public sidewalks. Thorny trees that overhang public

sidewalks or trails should be trimmed to create a minimum 10-foot clear canopy over the path surface at the time of installation. Non-thorny trees may be maintained at a 7-foot clear canopy height over the path surface.

6. Decomposed granite should be a dark brown color to maintain consistency with previous Old Town streetscape improvements.

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. Figure 5-12 illustrates a conceptual streetscape palette for furnishings and fixtures accompanied by guidelines for selection and placement. 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 Planning Division should review choices for durability of materials and ease of maintenance after installation.
- Street furniture shall maintain a clear area 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 variety of furnishings should be located in higher-use pedestrian traffic areas.
- The design and siting of furnishings should accommodate persons with disabilities. This includes the provision of space adjacent to walkways for wheelchair and/or stroller parking.

Figure 5-12 Streetscape and Landscape Palette

OLD TOWN
PEORIA
REVITALIZATION
PLAN

Recommended
Street Furniture + Landscape Palette

Public Art:

Street Trees along Sidewalks: Palo Verde

Median Tree Palette:

Street Lighting:

Bike Racks:

Litter Receptacles

Benches:

Planters:

Tree Grates/Guards:

Paved Crossings and Landscaped Bulb-Outs:

from Victor Stanley

from Streetscapes

from Victor Stanley

from Streetscapes

customizable from CycleSafe

local artist design in Georgetown, TX

Acorn Street Lamps

1. Benches and Trash Receptacles

Benches and trash receptacles should be placed together to provide convenience and ease of use for both needs. Seating and trash/recycling receptacles shall be placed in convenient locations throughout Old Town and should be clustered at transit stops and public plazas. 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.

2. Tree Grates and/or Pervious Pavers

Tree grates and/or pervious pavers are required along heavily used pedestrian streets. Tree grates and pavers provide more area for pedestrians on the sidewalk while reinforcing the Old Town character.



Tree grates with integrated tree guards

3. 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, bike racks should be placed at key locations. The “U” shape style “loop rack” works well in an Old Town 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.



4. Transit Shelters

Transit shelters are an important element for Old Town circulation. They shall be conveniently located at parking areas, shopping areas, event areas, and public facilities. Transit shelters shall have a clean and uncluttered appearance and protect the riders from the elements.



Attractive transit facilities, such as comfortable shelters with posted route information, encourage transit use.

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

5. Additional Site Furnishings

Newspaper racks, drinking fountains, kiosks, etc. should also be thoughtfully located throughout the Old Town. Drinking fountains should be located in public gathering areas. 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. Wayfinding 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 Old Town area from one district to another. Other street thematic elements (banners, 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.

6. Street lighting

Street lighting should be used to create a safe, attractive and inviting public environment. Often, street lighting consists of tall, widely spaced light standards that are out of scale with the pedestrian environment and produce a uniform, overly bright illumination that drains the public realm of visual interest and drama.

Acorn-style lights provide a more traditional appearance that respects the scale of the pedestrian environment. 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.

- a. Pedestrian street lighting shall be provided along sidewalks and pathways in addition to the existing taller street lights, particularly in areas of high pedestrian traffic and parking areas in Old Town.
- b. The height of light fixtures generally should be kept low to promote a pedestrian scale and to minimize light trespass to adjoining properties.
- c. Accent lighting and up-lighting on architectural and landscape features are encouraged to add interest and focal points.
- d. Provisions shall be made for seasonal/event lighting in trees.
- e. Lighting should incorporate low-energy use features such as LEDs and/or photovoltaic (solar) power units.



Acorn type pedestrian-scaled lighting on retail streets enhances and encourages night-time street life.



Close up of existing “acorn” lamp & banner

7. Public Art

Public art is another way of adding interest and character to the streetscape. Public art can be used to establish a community theme, promote local artists, and create seasonal interest. Art can be integrated into the Old Town area at intervals along 83rd Avenue between Washington and Monroe Streets or at specific accent locations.



Murals can be used to depict the history of Old Town

Banners (such as street spanning banners and light poles banners) can help to establish the Old Town theme and increase the vitality of the community by announcing special events or seasonal activities. Wall murals on specific buildings can be added over the years and can depict historic events of Peoria. Murals should work in concert with and complement seating areas and plazas that can provide a location for changeable art displays.

8. Public Signage

The following concepts illustrate the elements of the wayfinding system in Old Town. This series of directional and non-directional monuments and associated signage will announce that visitors and residents have entered a special place, separate and unique from the rest of the city and

surrounding area. These elements will act as the first step in wayfinding as well as an introduction to the Old Town theme.

The Old Town wayfinding system should:

- Provide directional and information signs that are attractive, clear and consistent in theme, location, and design.
- Announce arrival into Old Town and introduce the landscape theme and elements of the streetscape that will help create a cohesive Old Town character.
- Identify key destinations and facilities, e.g., public parking structures, parks and open space areas, transit routes and stops, historic, cultural, civic, shopping destinations and facilities, etc.
- Be integrated with other streetscape furniture (e.g., light standards, transit shelters) where possible to reduce visual clutter.

a. Directional Signage

The signage program should include a common directional sign with directional arrows and labeling to denote key shopping areas, parking, civic buildings, and tourist attractions.

- Directional signs shall be oriented to both pedestrian and vehicular traffic. Signs should be placed permanently along roadsides at key locations throughout the Old Town area.
- Directional signs shall reflect design components of the street banners and street signs.



Directional sign

b. Street Signage

Streets in the Old Town area shall be identified in a uniform manner to provide a recognizable sense of place. The Old Town District should have its own distinct street signage to emphasize the unique character and status of the historic core.

Street signs shall include unifying elements, such as:

- Color
- Font selection consistent with the desired character of the area and consistent with the gateway signs
- A logo or phrase to identify the area
- A design complimentary with the banner and directional signs

c. Street Banners

- Light pole banners can be a simple way to establish identity and promote local events.
- Banners or flags for use on light poles should be included in the OTPRP signage program.
- Banners with an appropriate logo and graphic representing a community-wide special event or festival should be developed.
- Banners may be changed periodically to provide advertisement for special events and promotions in Peoria.



Street sign



A light pole banner can promote the special character of an area

9. Gateways

Gateway features provide a sense of arrival and a transition into Old Town. Monument design should be coordinated to reinforce the overall design theme. The primary gateways (regional and local) into the area are identified in Figure 5-13.

a. Special entrance features should be provided at the following gateways:

Regional (Plan Area) Gateways

- Loop 101 and West Grand Ave.
- Loop 101 and West Peoria Ave.
- Loop 101 and West Olive Ave.
- Olive Ave. and Grand Ave.
- Olive Ave. and N. 83rd Ave.
- West Cactus Rd. and N.83rd Ave.

Local (Old Town District) Gateways

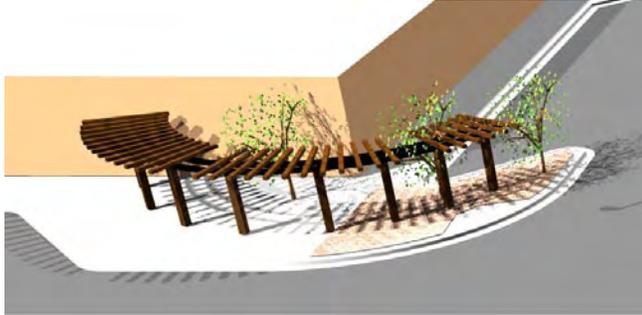
- Grand Ave and N.85th Ave.
- Grand Ave. and West Monroe St.
- N.85th Ave. and West Peoria Ave.
- N.81st Ave. and West Peoria Ave.
- N.83rd Ave. near the Old Wal-Mart site



Gateway features

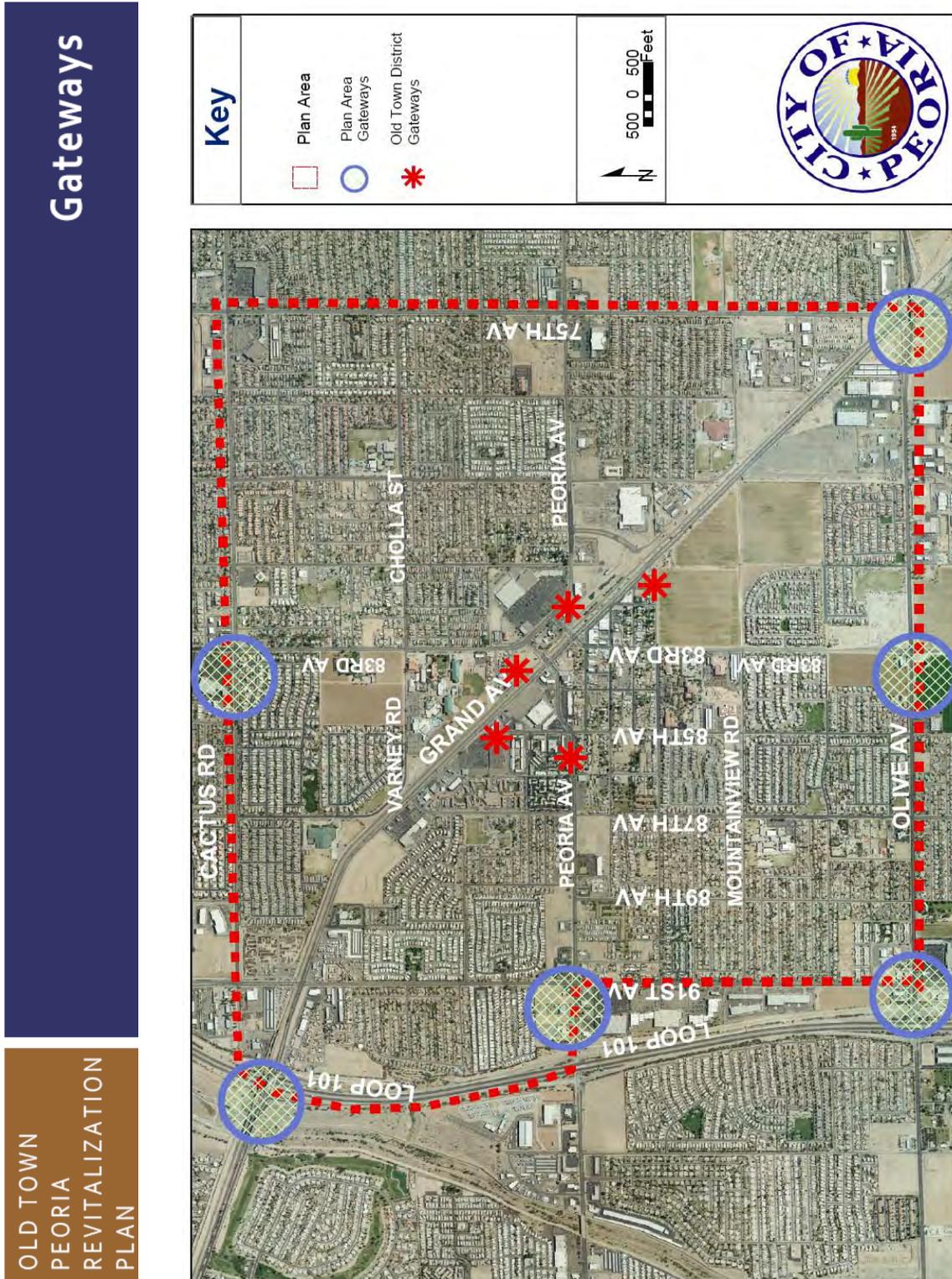
b. Entrance features may consist of a combination of plant materials, hardscape elements (such as walls, paving, and/or monuments), and signage. Gateways can

- provide an opportunity for architectural features, monuments, public art, murals, banners, and lighting features.
- c. Gateways should enhance the visitors' experience when entering the project area and Old Town. These features serve as landmarks and shall be of high quality design materials.



Planned trellis feature at 83rd Ave. and Washington St.

Figure 5-13 Gateways



E. Historic Preservation Plan

i. Introduction

The City of Peoria is committed to preserving its character and history. This Historic Preservation Plan reaffirms this commitment and outlines policies to support historic preservation practices throughout the Planning Area, and in particular within the Old Town District. In order to coordinate with a proposed update to the City's existing Historic Preservation Master Plan, this plan has been designed to stand on its own, in addition to functioning as a part of the overall Old Town Peoria Revitalization Plan. As a result, significant policy recommendations and actions have been integrated into this section of the Revitalization Plan.

ii. Relevant Plans, Programs and Agencies

National Register of Historic Places (NRHP)

The National Register of Historic Places identifies 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 the division of the Arizona State Parks Department that 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 the City's commitment to historic preservation, 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 provides grant opportunities to assist communities in the survey and inventory local historic properties and in preserving local heritage. Under this designation, the City is responsible for maintaining a Historic Preservation Commission, surveying and inventorying local 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.

Historic 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) of the City's Zoning Ordinance, 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 Resource Survey 1997

The first historic resource 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 resource 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 author 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's author recommended 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, Peoria Woman's Club, Peoria First Presbyterian Church, and the Peoria Jail House, have all been officially listed as local 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. Eligible projects include repair and replacement of windows and doors, repairs to exterior brickwork, plaster, or wood siding, or installation of improved lighting. Grant funds may encourage Old Town business owners to invest in the rehabilitation of their historic properties.

Historic Resources

For the purposes of this plan, Historic Resources are defined as those properties 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. Figure 5-14 shows the location of those Historic Resources within the Old Town Peoria Revitalization Plan Area that have been identified as potentially eligible for individual listing on the National Register of Historic Places. However, the Historic Preservation Commission may recommend additional resources for listing on the local Peoria Register of Historic Places.

Pilot Preservation Projects

Figure 5-15 shows five Pilot Preservation Projects that will strengthen historic preservation and revitalization efforts in Old Town. These are properties that have been identified by the city and community as critical projects that will begin the revitalization of Old Town. The five Pilot Preservation Projects are: Fire Station #1, 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. National designation should be considered in order to make these properties eligible for federal grants. The Policies and Actions outlined in the following section provide further details for these projects.

Figure 5-14 Historic Resources Map

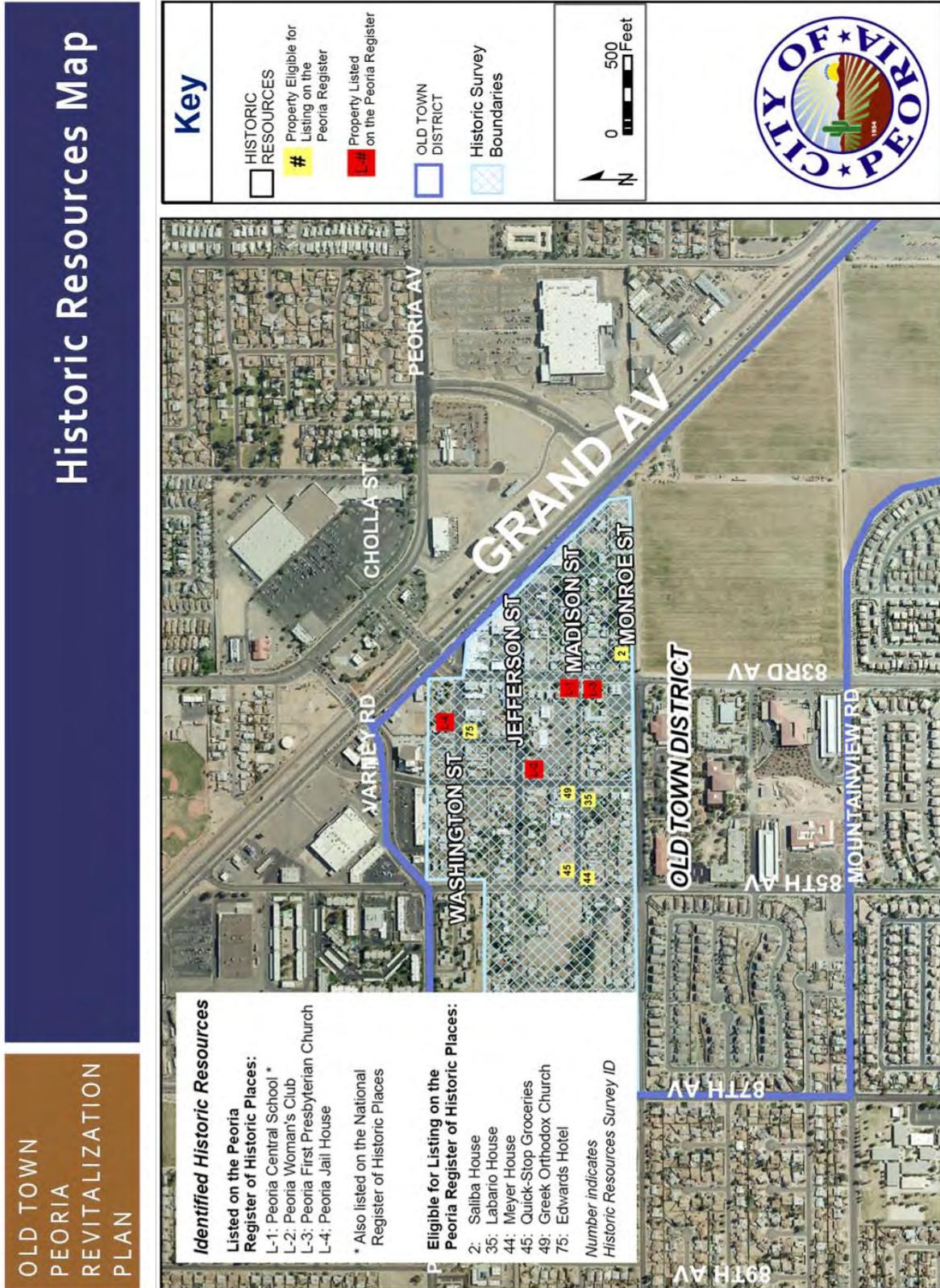
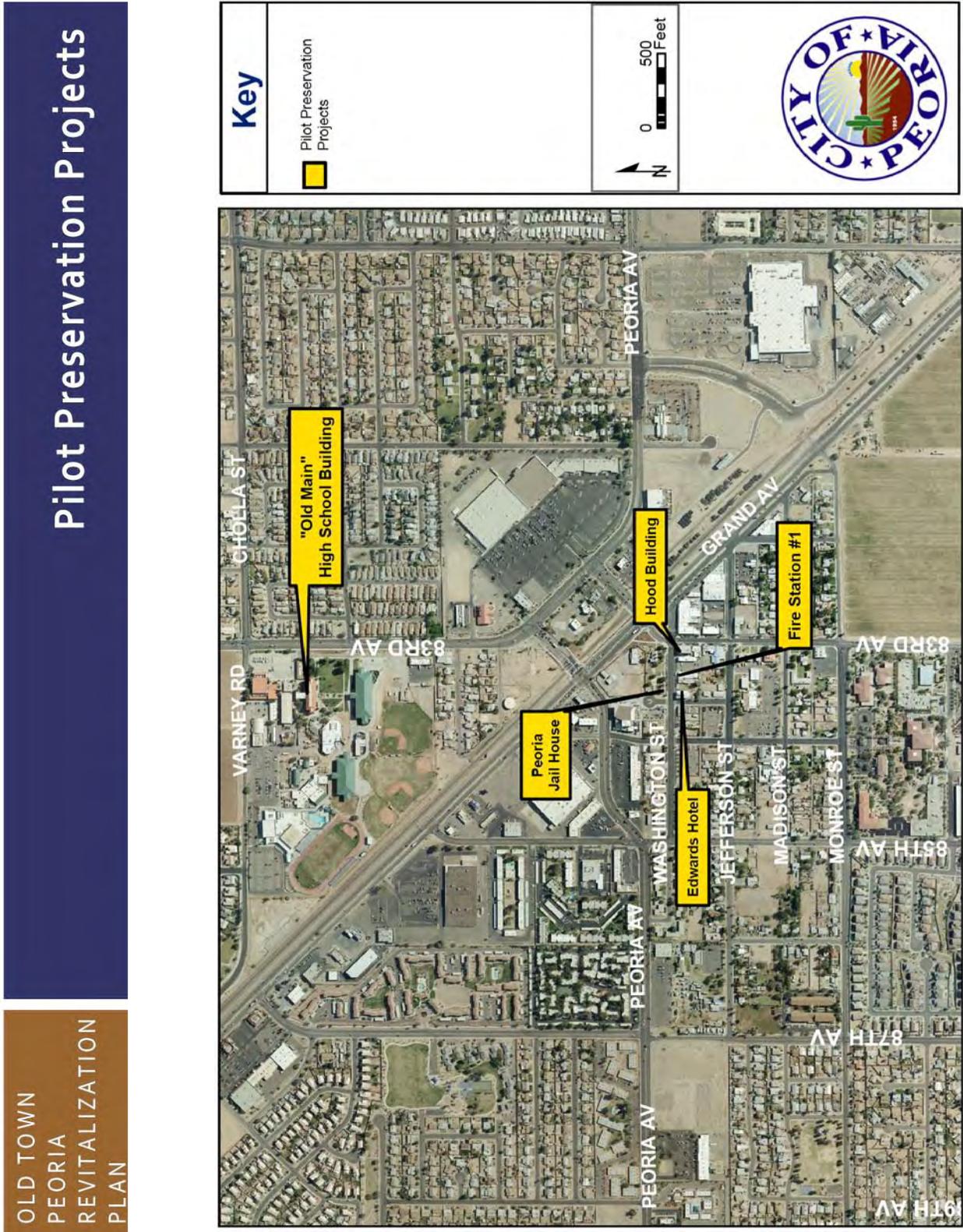


Figure 5-15 Preservation Projects



Goals, Policies, & Actions

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

1. **Identify and preserve the history of Peoria for future generations**
2. **Enhance and preserve the historic character of Old Town**
3. **Celebrate and promote awareness of Peoria's history through public outreach and education**

These goals are aimed at supporting and promoting the preservation of historic resources in Old Town, while encouraging new development that is sensitive to Peoria's past.

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

Policy 1.1:

Preserve Peoria's historical resources.

Actions

- a. The City shall maintain its designation as a Certified Local Government by adhering to the responsibilities outlined in the CLG agreement with the SHPO.
- b. 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.
- c. The City shall update applicable City Ordinances to:
 - Identify the name of the local register, its function, and all parties who can initiate designations to the register.
 - Provide regulations on historic resources not listed but eligible for listing on a local, state or national register, consistent with this Element.
 - Outline specific requirements for nominating potential historic resources to the Peoria Register of Historic Places.
 - Clearly outline the design review process for historic resources, listed, individually eligible, or contributing to a historic district.
 - Address the process for demolition and relocation of historic resources
 - Create a Historic Preservation Overlay Zoning District.
 - Consider establishing Urban Conservation Districts in those areas warranting the preservation and protection of their historic character and the properties they contain, without meeting the same standards for designation as a Historic District.
- d. Require all new development on a lot containing a designated Local Historic Landmark, or located within a Local Historic District to be reviewed by staff for agreement with the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties.
- e. Discourage the demolition of historic resources. Adopt appropriate policies and ordinances to provide guidance to the public, property owners, the Historic Preservation Commission and staff. Update the Historic Preservation Ordinance to address Demolition/Relocation Certificates.

- f. Encourage adaptive re-use of historic and significant buildings through incentive and education programs.
- g. Explore becoming a federally designated Preserve America Community to reaffirm commitment to preservation and become eligible for Preserve America grants.
- h. Investigate joining the National Trust for Historic Preservation Main Street Program, to promote preservation-based commercial district revitalization.

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

Policy 2.1

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

Actions

- a. Require all new development within the Old Town District to be reviewed for compliance with 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 shall be amended to reflect the geographic boundary of the Old Town area as defined in this Plan.
- b. 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
- c. Provide local incentives and support the use of federal and state incentive programs to encourage preservation of privately-owned Historic Resources. Incentives may include:
 - 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

- d. Create a Peoria Old Town Special Planning Area (SPA) Ordinance or Urban Conservation District for the Old Town district to encourage 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 Historic Preservation Master Plan.

Policy 2.2

Promote historic preservation and revitalization in Old Town through the implementation of the Pilot Preservation Projects.

Actions

- a. Prepare a master plan and implementation plan for the identified Pilot Preservation projects: Fire Station #1, the Peoria Jail House, the Hood Building, Old Main High School building and the Edwards Hotel. While the Peoria Jail House and Fire Station #1 are city-owned properties, the remaining buildings are owned by other parties. A partnership approach will be necessary for the planning and implementation of preservation activities involving these properties.

Goal 3: Celebrate and promote awareness of Peoria's history through public outreach and education

Policy 3.1

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

Actions

- a. Partner with the Peoria Arizona Historical Society in developing brochures, events and educational materials that provide connections to Peoria's history. Events should include walking tours and evening programs at the Peoria Arizona Historical Society Museum.
- b. Provide information to the public on historic preservation efforts and financial incentive programs.
 - Establish exhibits for historic and cultural items at City Hall.
 - Establish an informational kiosk in Old Town for the public to view information 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.
 - Have handouts and applications on federal, state and local incentive programs available for the public.
 - Provide workshops on the maintenance of historic properties.
- c. 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. Signage should be consistent with the overall public signage program developed for the plan area and 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

Chapter 6. Implementation Strategy

- A. Introduction
- B. Action Plan
- C. Funding Sources
- D. Managing Maintenance of Recommended Improvements
- E. Private Development Assistance Toolbox
- F. Plan Administration

A. Introduction

The successful implementation of the Old Town Peoria Revitalization Plan is critical to the Plan Area's future. This document should be used as a guide for the immediate, short-term, and long-term steps towards revitalization.

This document was created to be a flexible tool for design guidance that would enhance the vision for the area, and provide guidance for high quality development that will revitalize Old Town. This plan will serve as a revitalization strategy intended to be a more regulatory document than the General Plan.

The City can choose to use this document as a tool with flexible application and interpretation as financial conditions change for the City or as Old Town's conditions and appeal for development change. This means, for example, that the City may not be in a position to require assistance from the development community in implementing some of the public design elements as conditions of project approval today. In the future, the City can choose to use this document with greater enforceability.

As the City's current project review process is highly functional and is efficient in moving projects towards completion, no changes to the review process are recommended.

B. OTPRP Action Plan

Tables 6-1 and 6-2, that follows, displays both the short (0-5 years) and long-term (6+ years) action plan for the reviatlization of the Old Town area. The tables indicate whether the proposal is funded, what City department(s) will lead the action and strategy item, where the budget item resides and what the intended start date is in years from plan adoption.

Table 6-1 OTPRP Action Plan (0 – 5 years)

Strategy/Action	Funded	Lead	Budget	Start Date			
				0-1 Years	1-2 Years	2-3 Years	3 to 5 Years
Administrative / Regulatory							
Land Use Policy Formation, Implementation and Maintenance							
Adopt Old Town Peoria Specific Area Plan	Yes	City Council	Staff				
Stress test plan with private sector developers	Yes	PCD/ED	Staff				
Update Zoning Ordinance with new Old Town District standards	Yes	PCD	Staff				
Revise Design Review manual to include new Old Town standards	Yes	PCD	Staff				
Develop development financing program as a method for promoting private sector investment	Yes	ED	Staff				
Systems Planning							
Develop a Multi-Modal Transportation Plan	Yes	PCD	CIP				
Identify commuter rail station location, feasibility, and integration	Yes	PCD	CIP				
Execute a traffic study for the Old Town area (83rd/Cotton Crossing)	Yes	ENG	CIP				
Conduct a pedestrian audit	No	PCD	Unfunded				
Historic Preservation							
Update Historic Preservation Master Plan	Yes	PCD	Staff				
Pursue Preserve America Membership	Yes	PCD	Staff				
Complete Design Concept Report for the Hood Building	Yes	PCD	Staff				
Old Town Projects							
Signage / Monumentation							
Identify locations for Old Town directional signage and gateway monumentation	Yes	PCD	Staff				
Replace street signage with new Old Town District signs	No	PW/Utilities	Unfunded				
Streets and Streetscape							
Construct trellises at 83rd and Washington	Yes	Eng	CIP				
Construct 84th Ave streetscape improvements	Yes	Eng	CIP/ADOT				
Washington Alleyway Improvements	Partial	Eng	CIP				

Strategy/Action	Funded	Lead	Budget	Start Date			
				0-1 Years	1-2 Years	2-3 Years	3 to 5 Years
Evaluate options for enhancing Washington and Monroe streetscape	No	PCD/Eng	General Fund				
Establish additional pedestrian lighting in the Old Town area	No	Eng	CIP				
Complete Cotton Crossing improvements	Yes	Eng	Developer/CIP				
Design and construct 83rd Ave improvements south of Cotton Crossing	Yes	Eng	CIP				
Grand Avenue Major Improvement Study Phase 2 project (landscape and lighting)	Yes	Eng	ADOT				
Grand Avenue widening project (101 to 87th)	Yes	Eng	ADOT				
Evaluate undergrounding utility lines in the Old Town area.	No	Eng	Unfunded				
Parks							
Design and construct Osuna Park Master Plan	Yes	CS/Eng	CIP				
Design and construct Centennial Plaza	Yes	CS/Eng	CIP				
Parking							
Investigate agreement for creating additional parking for Center for the Performing Arts	Yes	EDS	General Fund				
Facilities							
Construct Community Center expansion	Yes	Eng	CIP				
Design and build Transit Park and Ride Lot	Yes	PCD/Eng	CIP				
Design and build Peoria Transit Center	Yes	PCD/Eng	CIP				
Promote Economic Development							
Establish a Commercial Rehabilitation Program for targeted locations within Old Town linked to redevelopment opportunity sites	No	EDS	General Fund				
Establish public/private partnerships to attract private investment in targeted areas of Old Town	Yes	EDS	Staff				
Identify and develop live-work site for artists	Yes	EDS	Staff				
Investigate adaptive reuse project for the old Fire House	Yes	EDS	Staff				
Establish opportunity based land assembly	No	EDS	General Fund				
Expand business retention and attraction programs	Yes	EDS	Staff				

Table 6-2 OTRP Action Plan (6 years and beyond)

Strategy/Action	Funded	Lead	Budget	Start Date	
				6-10 Years	10+ Years
Administrative / Regulatory					
Land Use Policy Formation, Implementation and Maintenance					
Establish a Community Facilities District for Infrastructure financing and annual maintenance.	No	Budget/Finance	Unfunded		
Systems Planning					
Identify missing pedestrian connections and poor intersections throughout the Old Town area.	No	Eng/PCD	Unfunded		
Coordinate with ADOT to grade separate Grand Avenue and provide appropriate pedestrian connections across Grand Avenue.	No	Eng/PCD	Unfunded		
Pursue steps to implement commuter rail.	No	Eng/PCD	Unfunded		
Historic Preservation					
Create a Peoria Old Town Special Planning Area (SPA) Ordinance or Urban Conservation District for the Old Town district to prioritize and encourage infill, reuse and historic preservation in the district.	Yes	PCD	Staff		
Pursue grants and other funding to aid in the preservation of City-owned historic resources	Yes	PCD	Staff		
Partner with Peoria Arizona Historical Society to promote Peoria's historic resources.	Yes	PCD	Staff		
Continue preservation of historic preservation projects.	No	PCD	Unfunded		
Establish self-guided historic tour/signage.	No	PCD	Unfunded		
Old Town Projects					
Signage / Monumentation					
Develop & Implement an "Art" in public and development program	No	PCD/CS	Unfunded		
Establish an "adopt a public art" program for all of Old Town and a "temporary/rotating art" program for major streets.	No	PCD/CS	Unfunded		
Streets and Streetscape					
Design & Construct depressed Grand Avenue corridor between Cotton Crossing and 85th Avenue.	No	ADOT/Eng	Unfunded		
Design & Construct grade separated promenade to connect Old Town with the former Wal-Mart site.	No	Eng/PCD	Developer/Unfunded		
Design & Construct missing pedestrian connections and improve pedestrian access at key intersections.	No	Eng/PW	Unfunded		
Design & Construct Peoria Avenue streetscape improvements from Loop 101 to the Old Town core.	No	PCD/EDS/ENG	Unfunded		
Locate, Design & Construct grade separated pedestrian connections across Grand Avenue	No	Eng/PCD	Unfunded		
Parks					
Design & Construct grade separated park and promenade to connect Old Town with the former Wal-Mart site.	No	CS/Eng	Unfunded		

Strategy/Action	Funded	Lead	Budget	Start Date	
				6-10 Years	10+ Years
Parking / Public Transit					
Establish neighborhood circulator/Old Town Trolley as per the multi-modal study.	No	PW/UT	Unfunded		
Perform a parking needs assessment study	No	PCD	Unfunded		
Accommodate light rail transit in street improvements as per multi-modal study	No	Eng/PCD	Unfunded		
Facilities					
Design & Construct a multi-modal transportation facility	No	Eng	Unfunded		
Upon construction of multi-modal facility, study an expansion of the Community Center	No	PCD	Unfunded		
Promote Economic Development					
Facilitate redevelopment of the former Wal-Mart site and park/pedestrian promenade over Grand Avenue.	No	PCD/EDS	Developer/Unfunded		
Study the non-residential use mix and focus recruitment and retention efforts as per the study	No	EDS	Unfunded		

C. Funding Sources

Table 6-3, that follows, displays the potential funding mechanisms available to the City of Peoria to fund capital improvements and annual maintenance costs associated with this plan. These sources include State and Federal funds and locally generated funds through the use of special financing districts.

Table 6-3 OTPRP Potential Funding Mechanisms

Source	Type	Description	Can be used for:
City/Local			
	General Fund allocations	Revenue collected from various general fund sources	Used for capital and operations/maintenance need
	HURF	State tax on motor fuels and vehicle registration costs are deposited in the Arizona Highway User Revenue Fund (HURF) and are then distributed to the cities, towns and counties and to the State Highway Fund.	Highway (US 60) construction and related improvements and other related expenses. Sound wall, highway signage, overpass improvements, etc.
	Capital Improvement Funds	Various funding allocations through the City's annual Capital Improvement Plan (CIP) process	Major infrastructure improvements in the Plan area
	Sales Tax Allocation	Allocation of sales tax revenue generated from the Old Town to infrastructure improvements in the area.	Used for capital and operations/maintenance need
Fees/City Revenue			
Section 9-463.05 of Arizona Statutes	Impact fees	Development Impact Fees are fees collected from new development for infrastructure improvements benefiting the subject property.	Capital infrastructure improvements for items specified in the program.
	User fees	Development-related fees collected to offset the cost of entitlement processing	Cost recovery of city entitlement processing
	Developer agreements	Agreement between City and developer describing the improvements and funding sources available to finance improvements	Typically used in conjunction with other financing programs such as Municipal Improvement Districts (MID), or Community Facilities Districts (CFD).
	Cost Reimbursement District	Allows the developer to recoup costs of installing infrastructure with capacity to serve areas beyond the boundaries of the initial development	Major infrastructure improvements; requires the initial installation of the improvement by a developer who then receives cost reimbursement from future developers as they utilize the improvements

Source	Type	Description	Can be used for:
	Art in public places	In-lieu fee payable to acquire art placed in or on public places	Public art for display in or on public places
Grants			
	CMAQ	Federal Congestion Mitigation and Air Quality Improvement Program	One-time capital funding for projects that contribute to air quality improvements and reduce congestion.
	ADOT	Enhancement Funding	Road and transit-related projects programmed in ADOT planning documents.
	CDBG	Federal funds through the Department of Housing and Urban Development (HUD) for community revitalization efforts and economic development opportunities.	Housing, public infrastructure, public services, and economic development projects that focus on benefitting low-and moderate- income persons that are at or below 80% of the area median income (AMI). See "Grants" section in Discussion on Funding Sources below for a complete list of uses.
	Economic Development	The Economic Development Administration (EDA) advances economic growth by assisting communities and regions experiencing chronic high unemployment and low per capita income to create an environment that fosters innovation, promotes entrepreneurship, and attracts increased private capital investment. Discretionary awards are granted for Public Works and Economic Development Facilities; Economic Development Support for Planning Organizations; Economic Development Technical Assistance; Economic Adjustment Assistance; and Trade Adjustment Assistance	If Peoria is experiencing high unemployment rates or has low per capita incomes relative to other cities in the region or state, then the City could apply an EDA grant to assist in economic development activities. EDA will provide Public Works investments to support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments, attract private sector capital, and promote regional competitiveness, including investments that expand and upgrade infrastructure to attract new industry, support technology-led development, accelerate new business development, and enhance the ability of regions to capitalize on opportunities presented by free trade.
	HOME	Provides formula grants to States and municipalities that communities often use in partnership with local nonprofit	This type of grant could be best used in the Old Town for possible affordable housing units within mixed-used buildings or rehab.

Source	Type	Description	Can be used for:
		groups-to fund a wide range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. States and local governments can use HOME funds for grants, direct loans, loan guarantees or other forms of credit enhancement, or rental assistance or security deposits	These funds must be used for low to moderate income persons. Peoria is a member of the County consortium and receives \$194,483 of HOME funds per year.
	Rural Economic Initiative	State funding of loans and grants, for programs such as the Arizona Main Street Program which The Rural ED Initiative (R.E.D.I) provides funding for communities to become more attractive for capital investment, analyze and determine organizational strategies, and matching grant funds for studies and implementation tools.	Among the eligible projects, it provides funds for transportation program implementation and revitalization of business districts
	Institute of Museum and Library Services	American Heritage Preservation Grants. Bank of America is partnering with the Institute to provide grants to small museums, libraries, and archives. The grants will raise awareness and fund preservation of treasures held in small museums, libraries and archives. Grants will help to preserve specific items, including works of art, artifacts and historical documents that are in need of conservation. Applicants will build on completed conservation assessments of their collections to ensure that the grants are used in accordance with best practices in the field, and underscore the importance of assessment planning. Grant programs that provide assistance with conservation planning and assessment include the Institute's Conservation Assessment Program and the National Endowment for the Humanities' Preservation Assistance Grants. Some states	If any small museums, libraries or archives in the City of Peoria need financial assistance to preserve culturally or historically significant artifacts, the Institute has 50 small competitive grants available. Current closing data is September 15, 2009. Information regarding additional funding is not available until the next round. This gives the City time to prepare projects and applications.

Source	Type	Description	Can be used for:
		also offer assessment programs.	
	National Endowment For the Arts	The Arts Endowment's support of a project may start on or after May 1, 2010. An exhibition must open by May 1, 2012. A grant period of up to four years is allowed. American Masterpieces: Three Centuries of Artistic Genius is a major initiative to acquaint Americans with the best of their cultural and artistic legacy. Through American Masterpieces, the National Endowment for the Arts will sponsor performances, exhibitions, tours, and educational programs across all art forms that will reach large and small communities in all 50 states.	The NEA grants provide funding assistance for the City to stage a major exhibition of art. Exhibitions may focus on schools, movements, traditions, subject areas, and other themes. For a detailed list of applicable NEA grant activities, visit http://www.nea.gov/ .
	State Park Heritage Funds	The State Parks Department runs two grant programs through the Heritage Fund to which municipalities such as Peoria can apply for uses related to outdoor recreation and trails systems such as the Paseo system proposed in this Design Handbook.	Land acquisition and development of facilities for outdoor recreation. The Trails program funds non-motorized trail acquisition as well as construction
	Preserve America	The Preserve America matching-grant program provides planning funding to designated preserve America Communities to support preservation efforts through heritage tourism, education, and historic preservation planning.	Preserve America grants support planning, development, and implementation of innovative activities and programs in heritage tourism such as: <ul style="list-style-type: none"> • Research and Documentation • Education and Interpretation • Planning • Marketing • Training
	WIFA and GADA	Generally, WIFA offers borrowers below market interest on loans for one hundred percent of eligible project costs. This type of funding can be used to help provide water and wastewater infrastructure for new or redevelopment projects in the	WIFA - finance the construction, rehabilitation and/or improvement of drinking water, wastewater, wastewater reclamation, and other water quality facilities/projects. GADA - development of public infrastructure.

Source	Type	Description	Can be used for:
		Old Town. The Greater Arizona Development Authority (GADA) has both financial and technical assistance programs in the form of loans, grants, and handbooks for municipal and business financing tools.	
Special Districts			
Section 48-710 et. sq. Arizona Statutes	Community Facilities District	Financing district established by the public agency to provide revenue for infrastructure bonds and/or annual maintenance	Capital Infrastructure financing for public improvements, landscaping, and annual maintenance of parks, open space, storm drainage improvements, or services such as police or fire
Section 48-571 et. sq. Arizona Statutes	Municipal Improvement District	Financing district established by the public agency to provide revenue for infrastructure bonds or loans	Allows the financing of bonds to fund typical capital infrastructure improvements such as roads, bridges, and water and sewer improvements
Section 48-575 et. sq. Arizona Statutes	Enhanced Municipal Services	Financing district established by the public agency to provide revenue for annual maintenance	Provides a revenue stream to annually maintain parks, open space, and street lighting and fund various improvements and activities within the Plan area (or selected districts)
Private			
	Foundation and corporate sponsorship	Private funds raised for a specific use	Any public or private infrastructure that has willing sponsor

i. Discussion of Financing Sources

City and local funding sources include the use of city general fund revenue and funds allocated through the City's capital improvement program. Funds allocated through this process can be earmarked to the project area and will allow improvements to the public infrastructure within the area.

The balance of funding will have to be derived from other sources including the possibility of establishing a financing mechanism such as a MID (Municipal Improvement District) or Community Facilities District (CFD) to levy an assessment or special tax on the property owners within the area. This is a common approach to funding improvements that benefit a specific area of a city or jurisdiction. A detailed discussion of these mechanisms follows.

In addition to these sources, other funding mechanisms could contribute to the overall funding picture for Old Town. These include DIF (development impact fees) where fees collected from development in the area are used for improvements within that area.

Earmarking the fees would allow the city to amass funds for specific projects. This approach has a setback in that the funds are only collected at the time of development which means that the total amount of funds needed for an improvement are only available after the final building permit is pulled within the area. In this program, the improvements are constructed after the need and not before. It is recommended that an impact fee program be established in the area but that the city not rely solely on its funding for the infrastructure improvements and that the city cautiously approach this avenue in light of the use of a CFD to fund infrastructure.

User fees are also a source of funding for the cost of processing entitlements for the area. User fees are typically collected from the developer at the time of development application and are used to offset the city's cost of processing the plans. User fees can be collected for the area and used for this purpose. Additionally, and as a means of attracting "redevelopment" in the area, the city could negotiate a reduced user fee for all the properties in the area. The cost of offsetting the reduced fee would have to come from another source, typically the city's general fund.

Development agreements are another source of providing private sector participation in the construction of the public infrastructure improvements. Development agreements exact developer participation in the public infrastructure by requiring the developer to construct certain improvements as a condition of development. Developers are typically required to install infrastructure that impacts the public improvements already in place and/or install new improvements. These can be streets and roads, wet utilities and other improvements that the development will impact and use. Financing the improvements can be an issue for the development community and developers will sometimes turn to the city to assist in the financing with the implementation of a CFD or other financing mechanism. This option has the problem of creating a piecemeal approach to the installation of the improvements. As a property develops the improvements are installed, which creates a haphazard look throughout the area. It would be preferable to install all the improvements at one time to give the area a consistent look.

Cost reimbursement agreements or over sizing agreements are also used by municipalities that allow a developer to receive reimbursement from an oversized improvement that will benefit other properties upon connection or use of that improvement. This option may not be practicable in Old Town due to its built nature, but could be used in some instances.

ii. Special Districts

The use of a special district may be the most practicable approach for financing the improvements within Old Town. Special districts allow the city to establish, within a unique geographic area, a fee or assessment on property that benefits from improvements installed within that geographic area. This approach is being used more frequently where funds are needed to install improvements that have special benefit to a particular area and is also beneficial where the installation of the improvements at one time is preferable to a piecemeal approach as outlined in the developer agreement discussion above.

iii. City Improvements Districts

City Improvement Districts are allowed by Section 48-571 et. sq. of Arizona Revised Statutes. Improvement Districts are formed by petition of property owners to provide public improvements and allow a municipality to finance the purchase of bonds to fund

typical capital infrastructure improvements such as roads, bridges, and water and sewer improvements. The revenue stream to support the bond sale is derived from a special assessment placed on property within the boundaries of the district. The special assessment is typically based on street frontage but can be modified to include other formulas. Such districts can be initiated by the city but must be approved by the property owners subject to the special assessment.

iv. Community Facilities Districts (CFD)

Community Facilities Districts (CFDs) are allowed by Section 48-710 et. sq. CFD is a special purpose district and political subdivision of the State, separate and apart from the City. CFD is designed to allow cities to pass on the costs of public infrastructure to landowners in areas within the City being improved without burdening the rest of the community. A CFD can be established on any formula that is reasonable and rational within the context of the improvements that are to be funded. A CFD can be established to fund capital infrastructure and annual maintenance of parks, open space, storm drainage improvements, or services such as police or fire along with traditional infrastructure improvements such as streets, roads, storm drainage and landscaping. All of the public improvements suggested in the Old Town Peoria Revitalization plan could be funded with a CFD. Additionally, the CFD will allow the annual collection of funds for maintenance.

A CFD is formed by petition of at least twenty five percent of the property within the boundaries of the area subject to the special tax. The petition is presented to the city council for approval; that action sets the legal mechanism in motion. The formation is begun with the preparation of an "engineer's estimate of cost" and then a formula for applying the special tax is drafted and approved by a vote of the property owners within the boundaries of the district. A majority of property owners must vote in favor of the formation for the district. After the district area is established, the city can use the revenue stream from the special tax to support a general bond obligation or sell assessment bonds to fund the improvements.

v. Comparison of City Improvement Districts vs. Community Facility Districts

Both methods of financing have their advantages and disadvantages. City improvement districts are an old format for funding improvements and services and are typically seen as a means of funding traditional civil projects such as street improvements that lie in front of a property. This is why the protest vote is conducted by frontage. A CFD, on the other hand, can be formed to finance infrastructure and fund services of a broader nature that both benefit the district in particular and the city as a whole. The CFD law is much broader in its scope for funding infrastructure and services.

A City Improvement District is formed by the City and is approved by the property owners during a protest hearing. If a majority of the properties, measured by frontage, protest the formation of the City Improvement District the City must abandon the proceedings for at least six months.

A CFD election follows this section of the Arizona Law: 48-707 G. "Notwithstanding any other provision of this article, if no person has registered to vote within the district within fifty days immediately preceding any scheduled election date, any election required to be held pursuant to this article shall be held with the vote by the owners of land within

the district who are qualified electors of this state and other landowners according to Section 48-3043. Each owner has the number of votes or portion of votes equal to the number of acres or portion of acres rounded upward to the nearest one-fifth of an acre owned in the district by that person.”

vi. Grants

Energy Efficiency & Conservation Block Grant (EECBG)

With regards to EECBG, eligible programs as listed on the Department Of Energy’s website are as follows.

- Transportation programs that conserve energy and/or fuel, including planning activities, public transit improvements, and Transit Oriented Development (TOD);
- Energy efficient traffic signals and lights;
- The creation of financial incentive programs for energy efficiency improvements;
- Energy audits and retrofits of residential and commercial buildings;
- The development and implementation of advanced building codes and inspections; and
- Renewable energy installation on government buildings.

Community Development Block Grant (CDBG)

The City of Peoria is an entitlement jurisdiction that receives grant funding annually through the Department of Housing and Urban Development’s (HUD) CDBG program. The CDBG program is a very flexible and versatile program that allows jurisdictions to undertake an assortment of different activities to assist with community revitalization efforts. The program is designed to mainly benefit persons of low-and moderate-income (LMI). LMI persons are defined as individuals or families that have an income at or below 80% of the area medium income (AMI). Income limits can be found on HUD’s website at www.hud.gov. CDBG funding can be utilized to undertake various activities ranging from housing activities, public infrastructure, public services, and economic development. Below are typical eligible activities under the CDBG program; however this is not a full list.

Housing Activities*	Public Infrastructure*
Housing Rehabilitation	Water/Sewer Lines
Homeownership	Waste Water Treatment Plants
Acquisition	Accessibility Improvements
New Construction (limited options)	Street Improvements
	Sidewalk Improvements
	Streetscape/Lighting
	Senior Centers
	Youth Centers
	Neighborhood/Community Facilities
	Parks and Recreation Facilities

*In undertaking such public infrastructure activities mentioned above, funds may also be used for the execution of architectural design features, and similar treatments intended to enhance the aesthetic quality of facilities and improvements receiving CDBG assistance, such as decorative pavements, railings, sculptures, fountains or ponds, and other works of art.

Public Services*	Economic Development*
Youth Services Senior Services After School Programs Child care Services Services for Persons with Disabilities Health Services Mental Health Services Employment Training Crime Prevention Housing Counseling Substance Abuse Services	Micro-enterprise/Small Business Loans (5 or less employees including the owner) Job-Development/Creation Retail Development Storefront Improvements Pollution/Property Cleanup Technical Assistance for Small Businesses Banking/Lending for Commercial Redevelopment

*In order for business assistance to be eligible for CDBG funds, the business must result in a benefit to LMI persons, meaning that either the business owner will be LMI or the business creates or retains job opportunities for LMI persons.

The preceding tables indicate typical activities funded through the CDBG program. There may be other eligible activities that the City could undertake. Each HUD regional office may have different structures when it comes to requirements and how strict or flexible they are. The CDBG program, however, is designed for maximum feasible deference toward low-moderate income persons. Be sure to review the regulations at 24 CFR Part 570, which can be found on HUD’s website to confirm the activity is eligible and to find a complete listing of eligible activities.

vii. CDBG Funding Utilization Process

CDBG funds are received from HUD through a formula calculation determined by HUD. Funding is not made available until an annual Action Plan is submitted by the City and approved by HUD.

As an entitlement jurisdiction per HUD criteria, the City of Peoria receives annually approximately \$672,000 of CDBG funds which are allocated by the Council adopted Annual Action Plan. In 2009, Peoria received an additional one-time economic recovery (CDBG-R) allocation of \$178,000.

viii. Highway User Revenue Fund (HURF)

The State of Arizona taxes motor fuels and collects a variety of fees and charges relating to the registration and operation of motor vehicles on the public highways of the state. These collections include gasoline and use fuel taxes, motor carrier taxes, vehicle license taxes, motor vehicle registration fees, and other miscellaneous fees. These revenues are deposited in the Arizona Highway User Revenue Fund (HURF) and are then distributed to the cities, towns and counties and to the State Highway Fund. These taxes represent the primary source of revenues available to the state for highway construction and improvements and other related expenses.

Table 6-4 Highway User Revenue Funds

Revenues from:	Distribution breakdown:	Distribution formulas:
\$.18 Gas Tax	50.5% to State Highway Fund	7.67% to Maricopa and Pima Counties for Controlled Access with a 75% and 25% split respectively. (Statutory 12.6% & Special 2.6% money), 42.83% to ADOT Discretionary.
\$.26 Use Fuel Tax (7/00) Vehicle Registration	27.5% to Cities & Towns	One half distributed on basis of incorporated population and one half on the basis of county origin of gasoline sales and city or town population within each county.
Motor Carrier	3% to Cities over 300,000	Distributed to Phoenix, Tucson and Mesa based on population.
44.99% of VLT (12/01) Other	19% to Counties	Distributed based on a portion of gasoline distribution and diesel fuel consumption and on a portion of unincorporated population. The split as follows: 85/15 in FY 1997, 80/20 in FY 1998, 76/24 in FY 1999, and 72/28 in FY 2000 and thereafter

ix. HOME

HOME provides formula grants to States and localities that communities use-often in partnership with local nonprofit groups-to fund a wide range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. HOME is the largest Federal block grant to State and local governments designed exclusively to create affordable housing for low-income households. Each year it allocates approximately \$2 billion among the States and hundreds of localities nationwide.

HOME funds are awarded annually as formula grants to participating jurisdictions. HUD establishes HOME Investment Trust Funds for each grantee, providing a line of credit that the jurisdiction may draw upon as needed. Peoria receives approximately \$194,483 per year as a member of the County HOME Consortium. The program’s flexibility allows States and local governments to use HOME funds for grants, direct loans, loan guarantees or other forms of credit enhancement, or rental assistance or security deposits. This type of grant could best be used in the OTPRP Project Area for possible affordable housing units within mixed-used buildings or rehab. These funds will also have to be used for low to moderate income persons. For more information, visit www.hud.gov.

x. Arizona Department of Commerce

This Organization provides funding, loans and grants, for business assistance, energy programs, the Rural Economic Development initiative and Main Street program. Whereas this program is typically designed more for rural communities and not so much an urban environment such as the OTPRP Project Area, Department of Commerce’s Main Street Program provides funds for transportation for program implementation and revitalization of business districts. The Rural ED Initiative (R.E.D.I) provides funding for communities to become more attractive for capital investment, analyze and determine organizational strategies, and matching grant funds for studies and implementation tools. For more information, visit www.azcommerce.com.

xi. Arizona Heritage Funds

The Arizona State Parks Board Heritage Fund was established in November 1990 by voter initiative, provides up to \$10 million annually to Arizona State Parks from Arizona Lottery proceeds (A.R.S. §41-503). Though temporarily suspended due to State budget issues, there are three competitive grant programs offered annually from the Heritage Fund dollars to provide opportunities for the public to enjoy parks and outdoor recreation, and to help preserve natural and cultural resources. Seventeen percent of the State Parks Heritage Fund revenues are available annually (up to \$1.7 million) through the Historic Preservation (HP) Grant Program. Thirty-five percent of the revenues (up to \$3.5 million) are available through the Local, Regional and State Parks (LRSP) Grant Program, and five percent of the revenues (up to \$500,000) go to the Trails Heritage Fund, of which 95% is available through the competitive grant program.

xii. Preserve America

The Preserve America matching-grant program provides planning funding to designated Preserve America Communities, Neighborhoods, State Historic Preservation Offices, Tribal Historic Preservation Offices and Certified Local Governments to support preservation efforts through heritage tourism, education, and historic preservation planning.

For every dollar of federal funds awarded, the grantee must supply a dollar of nonfederal matching funds. The basic rule regarding matching share (of cash or of necessary non-cash donations of services, equipment use, or supplies) is that it must be necessary to achieve the objectives of the project and must share the cost of performing the grant-assisted work. The matching share requirement is essential because it creates a strong partnership that financially connects the grant-recipient to achieving the work of the project.

Preserve America grants support planning, development, and implementation of innovative activities and programs in heritage tourism such as surveying and documenting historic resources, interpreting historic sites, planning, marketing, and training. The grants support projects that creatively promote and preserve the community's cultural resources, involve public-private partnerships, and serve as models to communities nationwide for heritage tourism, education, and economic development.

Projects must fit one of the following categories

- Research and Documentation
- Education and Interpretation
- Planning
- Marketing
- Training

Preserve America grants do not fund

- Repair, rehabilitation, or acquisition of historic properties, sites, or collections
- Conservation of collections
- Long-term maintenance or curatorial work
- Reconstructing former historic properties
- Moving historic properties
- Construction of new buildings
- Cash reserves, endowments, or revolving funds

- Fund-raising costs
- Work performed prior to announcement of award
- Miscellaneous costs such as contingencies, reserves, food, and overhead

xiii. WIFA

WIFA is an independent agency of the state of Arizona and is authorized to finance the construction, rehabilitation and/or improvement of drinking water, wastewater, wastewater reclamation, and other water quality facilities/projects. Generally, WIFA offers borrowers below market interest on loans for one hundred percent of eligible project costs. This type of funding can be used to help provide water and wastewater infrastructure for new or redevelopment projects in the OTPRP Project Area.

As a "bond bank," WIFA is able to issue water quality bonds on behalf of communities for basic water infrastructure. Through active portfolio and financial management, WIFA provides significant savings due to lower interest rates and shared/reduced closing costs. WIFA is able to lower a borrower's interest costs to between 70 and one hundred percent of WIFA's tax-exempt cost of borrowing.

WIFA's principal tools for providing low interest financial assistance include the Clean Water Revolving Fund for publicly held wastewater treatment projects and the Drinking Water Revolving Fund for both publicly and privately held drinking water systems. Both funds are capitalized by contributions from the state and the U.S. Congress. WIFA also manages a Technical Assistance (TA) program. The TA program offers pre-design and design grants to all eligible wastewater and drinking water systems. Both pre-design and design loans are available. The purpose of the TA program is to enhance project readiness to proceed with a WIFA project construction loan. For more information, visit www.azwifa.gov.

xiv. Greater Arizona Development Authority (GADA)

The Greater Arizona Development Authority (GADA) was created by the Arizona State Legislature to assist local and tribal governments and special districts with the development of public infrastructure. GADA leverages its approximate \$20 million fund to lower the costs of financing and help accelerate project development for public facilities owned, operated and maintained by a political subdivision, special district or Indian tribe. GADA has both financial and technical assistance programs in the form of loans, grants, and handbooks for municipal and business financing tools. For more information, visit www.commerce.state.az.us/CommAsst/GADA.

D. Managing Maintenance of Recommended Improvements

Recommendations for public design suggest improvements that will require extensive maintenance. With the current economic climate, it is recommended that the City establish a mechanism to provide funding for the annual maintenance of the improvements in the area. Two mechanisms are recommended to achieve this goal, the first is to establish a MID for Enhanced Municipal services pursuant to Section 48-575 of the Arizona revised statutes. Additionally, should the city decide to pursue the establishment of a Community Facilities District pursuant to Section 48-710 of the Arizona revised statutes as described above, the CFD would allow the city to collect revenue for annual maintenance from the participating properties. This could be a significant source

of revenue for the Plan Area’s annual maintenance cost and would allow the OTPRP Area improvements to be self funded.

The CFD legislation allows for the collection of operation and maintenance costs at a rate of up to \$0.30 per \$100 of assessed value property tax. This allows the city to fund the annual maintenance of the project with the CFD.

E. Private Development Assistance Toolbox

The following considerations should be given to projects determined to have economic development benefits to the Old Town as catalyst or highly desired projects for the area’s revitalization.

Table 6-5 OTPRP Development Strategies

DEVELOPMENT STRATEGIES			
Item	Description	Recommended Actions	Funding Source
Fee/tax reductions & credits			
Low Income Housing Tax Credit (LIHTC)	LIHTC is an incentive for private developers /investors to provide more low and moderate income rental housing. LIHTC provides tax credits to owners and investors in qualified housing projects that have been acquired, constructed or rehabilitated since 1986. In return for the tax credits, the investor provides cash that is used by the developer for low income housing project. The tax credits are a dollar for dollar reduction of federal income taxes owed by owners/investors of affordable rental housing for tenants whose incomes are below 60% Area Median Income (AMI). LIHTC is designed to subsidize either 30 percent or 70 percent of the low-income unit costs in a project.	<p>City and developer should work together to apply for Tax Credit awards from ADOH. Qualified Allocation Plan (QAP) encourages "targeting" of the units to income levels lower than the federal limits described.</p> <p>In order to be considered for Tax Credits in Arizona, the proposed development must involve new construction, substantial rehabilitation or acquisition and substantial rehabilitation.</p>	Arizona Department of Housing is the administering agency of Arizona’s LIHTC program.

DEVELOPMENT STRATEGIES			
Item	Description	Recommended Actions	Funding Source
Development Impact Fees	As a means of improving the OTPRP Area's economic attractiveness (compared to other parts of the City which might otherwise be more attractive to the development community), the City could revise its Fee schedule to provide lower fees in the Plan area. In order to be consistent with AZ 9-463-05 requirements, these fee differentials would need to be defensible on the basis that OTPRP Area's development creates less demand for new infrastructure given the availability of existing infrastructure capacity in the Plan Area.	As part of the City's schedule of impact fees, evaluate the feasibility of adopting different fees for different geographic sub-areas of the City (e.g., the Old Town Area). Whereas it conceptually makes sense that impacts are lower (and therefore fees should be lower) in the OTPRP Area, this premise would need to be tested as part of the formal study process. Through the process, the City could entertain the option of adopting as "Old Town" fee structure for infrastructure unique to the OTPRP Project Area.	If structured properly (i.e., fees reflect actual impacts in different parts of the City), this program would have no net cost to the City but would be an opportunity to steer funds to the OTPRP Project Area.
Plan Check Fees	Although the City's Plan Check fees are already modest for most projects, postponing or even waiving them would send an important message to the development community of the City's commitment to attracting desired development to the OTPRP Area.	Postpone Plan Check fees for all Plan area projects submitted for review during the first three (3) years of implementation. Revisit this issue after the first five years and consider extending the benefits.	City General Fund (this would not be an "out of pocket" cost, but a de facto cost of forgone revenue).

DEVELOPMENT STRATEGIES			
Item	Description	Recommended Actions	Funding Source
Special Event License fees	As with Plan Check fees, the City's existing Business License taxes are modest. Nevertheless, postponing or waiving them for a specified period of time (for both existing and new businesses) would send an important message to the business community as to the City's level of commitment to the OTPRP Area.	<p>Upon adoption of the Handbook, give all existing businesses in the Plan area a one-year Business License tax "holiday".</p> <p>Offer the same incentive to all new businesses that open in the OTPRP Area during the first three (3) years of implementation.</p> <p>Revisit this issue after the first five years and consider extending the benefits.</p>	City General Fund (this would not be an "out of pocket" cost, but a de facto cost of forgone revenue).
Other Direct Financial Assistance			
Façade Improvement Program	This program is already established and provides up to \$25,000 for improvements to business for exterior improvements when matched by business.	Perpetuate and aggressively promote this program. If additional funding can be identified, consider increasing the award limit per project in the near term (0-5 years).	General Fund
Revolving Loan Program	This low-interest loan program should bank about \$1,000,000 and be available to any private interests who desire to improve their use or business. The program is CDBG funded and borrowers are therefore subject to "prevailing wage" requirements.	Aggressively promote this program as part of the marketing process for the OTPRP Area.	CDBG Funding

DEVELOPMENT STRATEGIES			
Item	Description	Recommended Actions	Funding Source
Entitlement Incentives			
Expedited Plan Checks	The City is already recognized as being “development friendly” in this regard. This measure would assign a staff member or team of staff to offer developers “Fast track” (2-week) processing for an added fee, or no fee if their project meets a City-specified list of criteria for catalyst or priority projects.	For projects within the OTPRP Area, offer expedited processing for no additional fee.	City General Fund (this would not be an “out of pocket” cost, but a de facto cost of forgone revenue).
Parking Strategies	As demonstrated in the Parking Analysis, there is currently ample parking in several areas of the OTPRP Area. This extra capacity can enable the City to lower the required parking ratios for new development, thereby substantially reducing the costs of development and giving the OTPRP Area an “edge” relative to other parts of Peoria where parking requirements are higher.	Monitor the effectiveness of this provision by revisiting this issue within the next 3-5 years.	No net cost to City.
Other			
City-Owned Opportunity Sites	Site assembly – the process of making sizeable development sites available to private developers is an important municipal tool in a revitalization process. The City of Peoria is willing to purchase property from willing sellers.	<p>Prioritize sites in terms of size, location and feasibility of relocating existing uses.</p> <p>Market selected site through a developer Request for Proposals (RFP) process.</p>	Assuming City can re-sell the properties for their purchase cost or slightly higher (to recoup costs for marketing the site and staff time for negotiations), expenditures could be minimal to even profitable for the City.

DEVELOPMENT STRATEGIES			
Item	Description	Recommended Actions	Funding Source
Infrastructure improvements	City funded infrastructure improvements such as street, sidewalk, and landscaping, throughout the OTPRP Area to "prime" the area for new development.	Issue RFP for design and construction of infrastructure improvements necessary to support new growth in the OTPRP Area.	CDBG/Grants/CIP
Government Property Lease Excise Tax (GPLET)	The Government Property Lease Excise Tax Program has been established by the State of Arizona and is available to businesses that lease parcels from the City rather than own them outright. All real property tax has been waived and replaced with an excise tax that is an established rate per square foot and based upon the type of use. The rate is reduced every ten years by 20% until it reaches the 51st year, when the tax drops to zero. In the Downtown Commerce Park, the State has abated the excise tax for the first eight years after the certificate of occupancy.		
Density Bonus Strategies	Changes in zoning regulations may be made to allow greater heights and/or greater maximum floor area for commercial and residential buildings. To gain greater height or density, projects must achieve or exceed a City designated level of quality (such as LEED certification or contribute to affordable housing for instance) The zoning changes can be made to offer greater transferable development rights for historic structures as well.		

F. Plan Administration

Due to the current and projected economic conditions, it may be necessary for the City to reprioritize this document's implementation steps. The administrative procedures in the implementation plan should be considerate of market shifts and development conditions. This plan should be used at the discretion of the its administrators to accommodate new development and to facilitate the Plan Area's movement toward the realization of the community's vision for the area.

The design parameters outlined in the previous chapters require the financial participation of the private and public sectors. Generally, private improvements will require private investment for property renovation, redevelopment and new development. Incorporating the design parameters into each property's plan will require foresight to encompass factors that will facilitate traditional private sector funding. The likely increase in property values as a result of implementing the program will expand opportunities for traditional funding sources.

Public improvements will necessitate creative use of grant money, public funds and public/private partnerships. The partnerships may require the city to establish funding tools such as Municipal Improvement Districts (MIDS) or Community Facilities Districts (CFDs). These tools allow the city to produce a revenue stream from properties within the Plan Area which will allow the city to sell bonds to fund the construction of the improvements. This effort requires strong support from the property owners within the area.