



# OLD TOWN PEORIA REVITALIZATION PLAN

## *Community Workshop #2*

*February 25, 2009*



PMC<sup>®</sup>

# Agenda –

1. Introduction & Purpose (6:00 – 6:20 PM)
2. Workshop Stations – Breakout Groups (6:20 – 7:05 PM)
  - Circulation
  - Land use
  - Design Plan
3. Live Polling Exercise (7:05 - 7:35 PM)
4. Q&A – Open forum (7:35 - 7:50 PM)
5. Wrap up and next steps – (7:50 – 8:00 PM)

# Project Team & Roles

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

# Meeting Purpose

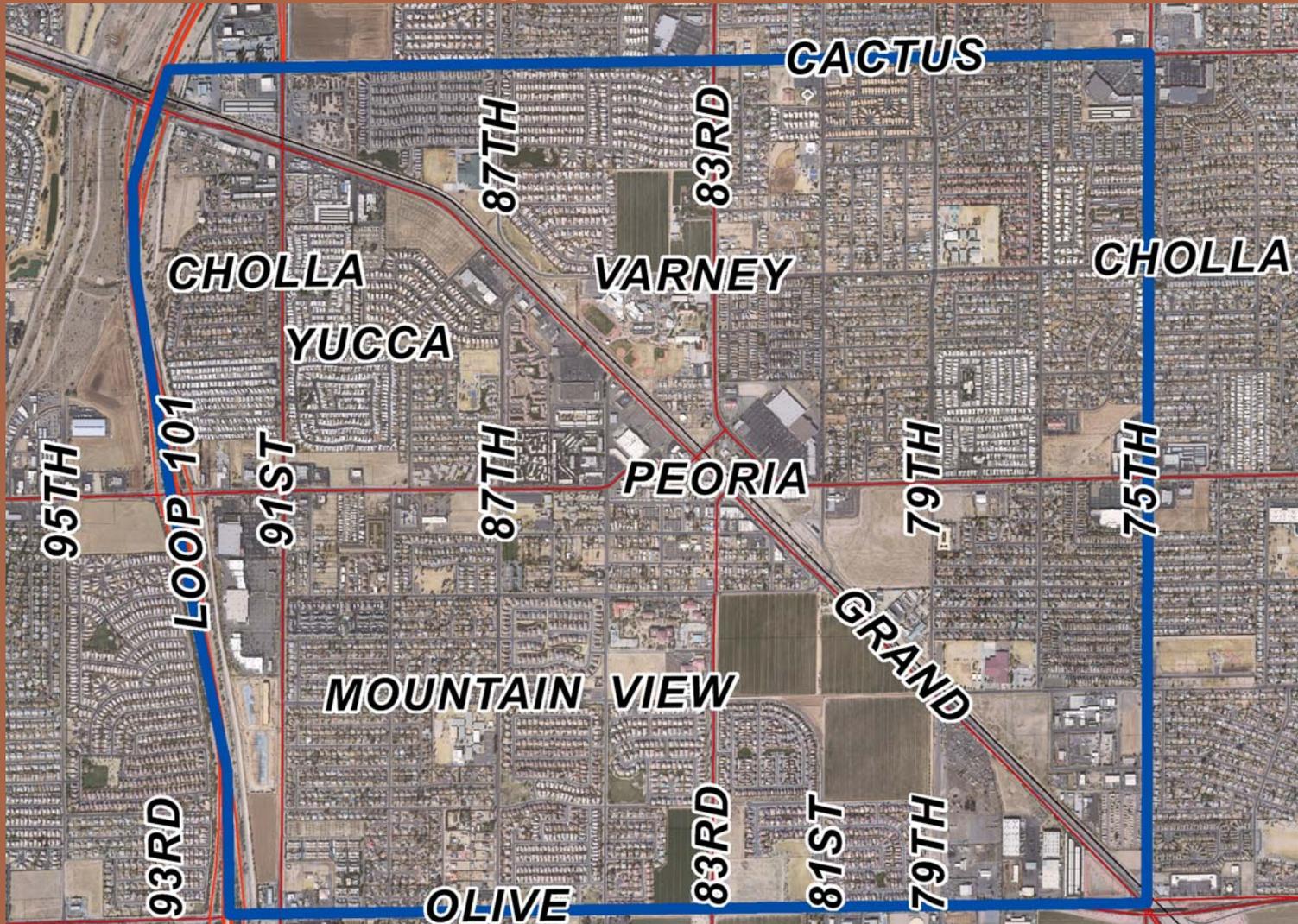
- Maximize participation in revitalization plan process
- To refine future vision for the project area
- Obtain feedback on draft products – did we hear you correctly?
- Seek direction for drafting the revitalization plan document

# Project Objectives

*“The Plan will:*

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

# Project Area



# What We've Learned & Done

## **Learned from:**

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

## **Draft Products to Date:**

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



# What We've Learned



# Community Feedback - Stakeholder Interviews

Overall, the group expressed:

- An overwhelming sense of community
- A sentiment to Old Town's charm
- A desire for more “engaging” uses and businesses to serve Central Peoria
- An interest in higher density residential, mixed-use developments and commercial/ retail development in the greater Project Area
- Need for improvements to existing circulation patterns and streetscape

# Community Feedback - Stakeholder Interviews

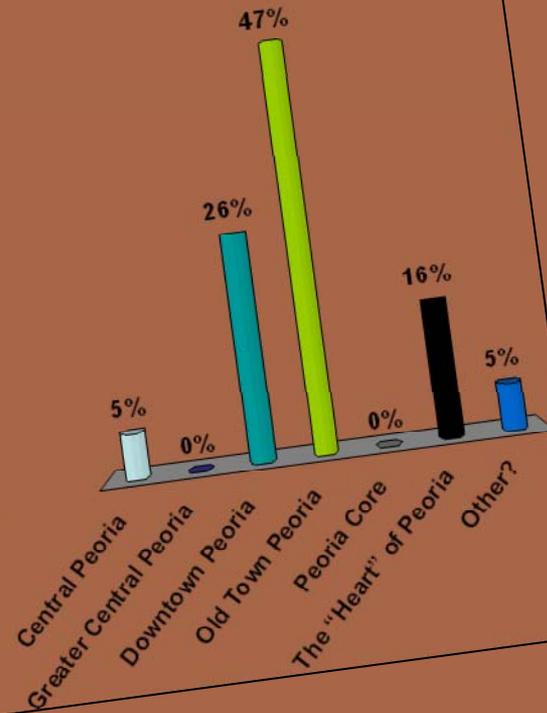
## Issues Expressed:

- Lack of area identity
- Lack of pedestrian connections within and to the Old Town
- Grand Avenue is distressed
- Need for Central Peoria revitalization
- A number of iconic developments
- Size and diverse character of the project area

# Community Feedback Workshop #1

What Should We Call This Plan?

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



# Community Feedback Workshop #1

## Old Town Architectural Preferences:



# Community Feedback Workshop #1



## **Outdoor Dining:**

77% of those polled were in favor of outdoor dining uses.



## **Wide sidewalks and streetscape improvements:**

93% of those polled were in favor of wider sidewalks and other streetscape improvements,



## **Storefront Windows:**

60% of those polled were in favor of storefront windows, while 33% remained neutral on the idea.



## **Sun Refuges:**

85% of those polled were in favor of the use of Sun Refuges

# Community Feedback Workshop #1



## **Gathering Places:**

85% of those polled were in favor of more gathering places

## **Pedestrian Amenities:**

93% of those polled were in favor of pedestrian amenities

## **Priority to Pedestrians:**

85% of those polled had a positive response to this inquiry

## **Would you like to a transportation hub/terminal in Central Peoria:**

93% of those polled would like to see a transportation hub/terminal in Central Peoria.

# Community Feedback Workshop #1

Which should have the highest priority in Old Town?

1. Vehicles
2. Pedestrians
3. Bicycles

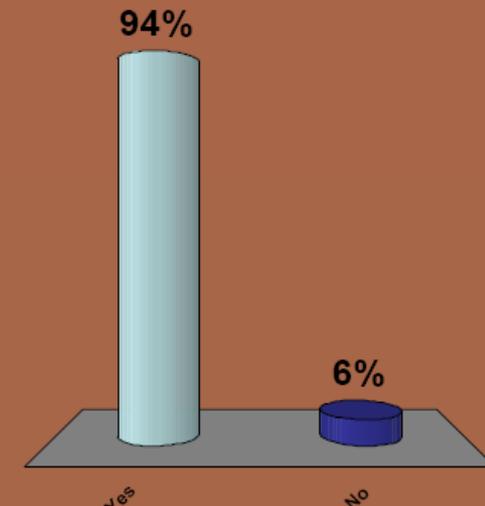
If yes, what type of transportation services would you like to connect to it?

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

57%

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

1. Yes
2. No



# circulation inventory

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

# Market Analysis

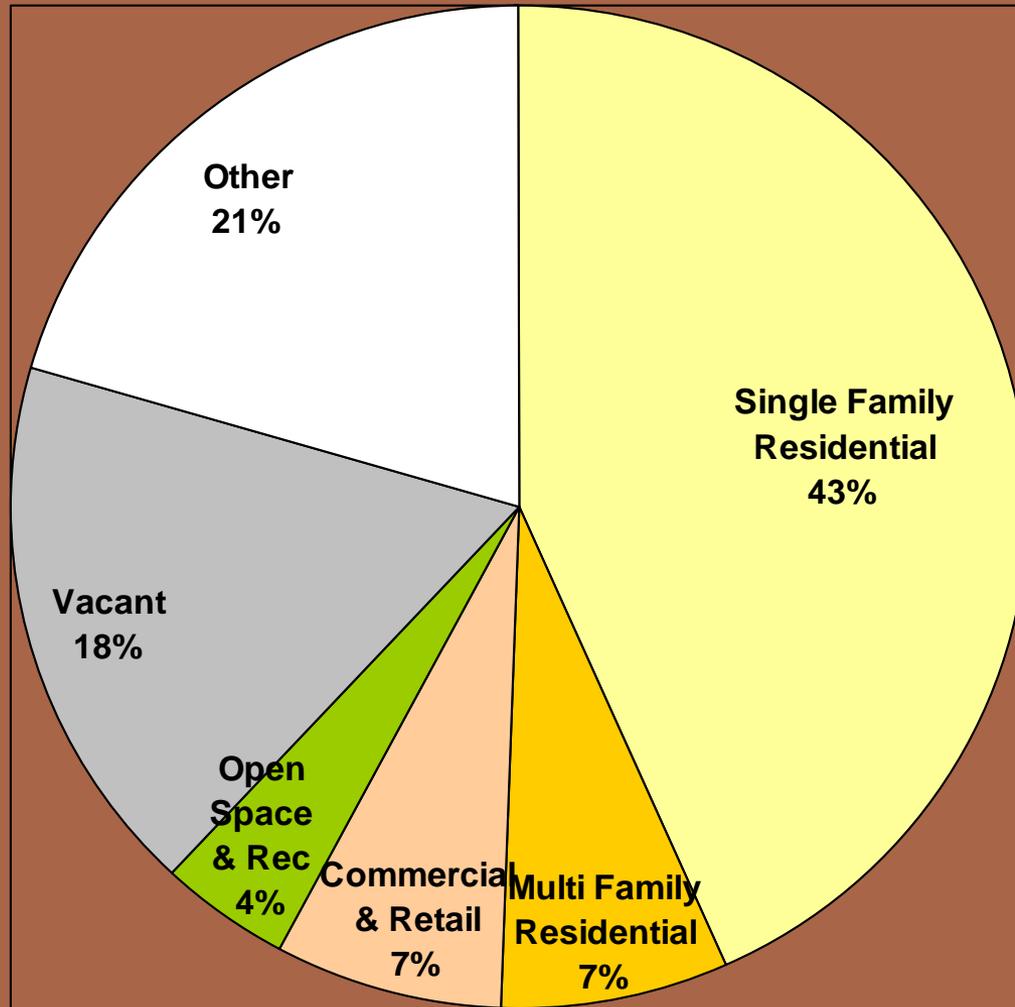
Three geographies examined over a five year period:

- Study Area - Central Peoria Revitalization Plan Area (CPRP)
- 5 minute drive-time – Trade Area
- 33 minute drive-time - Commute Shed

# Market Analysis

- Projected growth = 10 % (from 2007 to 2012)
- Median household income = \$55,099 (which is lower than the Trade Area and higher than the overall Commute Shed)
- Median age = 31.5 (younger than the other two geographies @ 34.2/ 35.4)
- 20% projected growth increase in Hispanic population
- Employment = 5,300 jobs
- Labor Force = 14,688 people

# Market Analysis



Plan Area Predominate Uses

# Market Analysis

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

# Existing Inventory

## Low Rise Office Inventory Per Capita

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

Source: Phoenix Metro Realty Study, ASU Polytechnic Campus

## Retail Square Feet Per Capita

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

Source: Phoenix Metro Realty Study, ASU Polytechnic Campus

# Residential Demand

## CPRP Projected Housing Demand (2020)

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

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

# Plan Area Market Potential (2020)

	<b>CPRP</b>	<b>Old Town</b>	<b>Percent</b>
Retail	220,185	78,000	35%
Office	273,889	125,000	46%
Residential <sup>1</sup>	2,326,800	630,000	27%
	<b>2,820,874</b>	<b>833,000</b>	<b>30%</b>

<sup>1</sup> 525 residential units at 1,200 sq. ft. each

# Community Feedback – PAC & TAC

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



# Community Feedback – PAC & TAC

What types of buildings are appropriate in the

What types of buildings are appropriate in Old

Town?

What should be the primary use in Old Town?

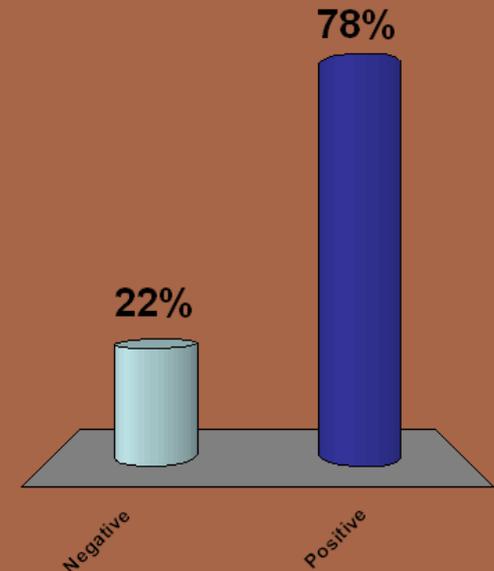
Do you feel that density is a negative or positive?

1. Low
2. Mid
3. High stor

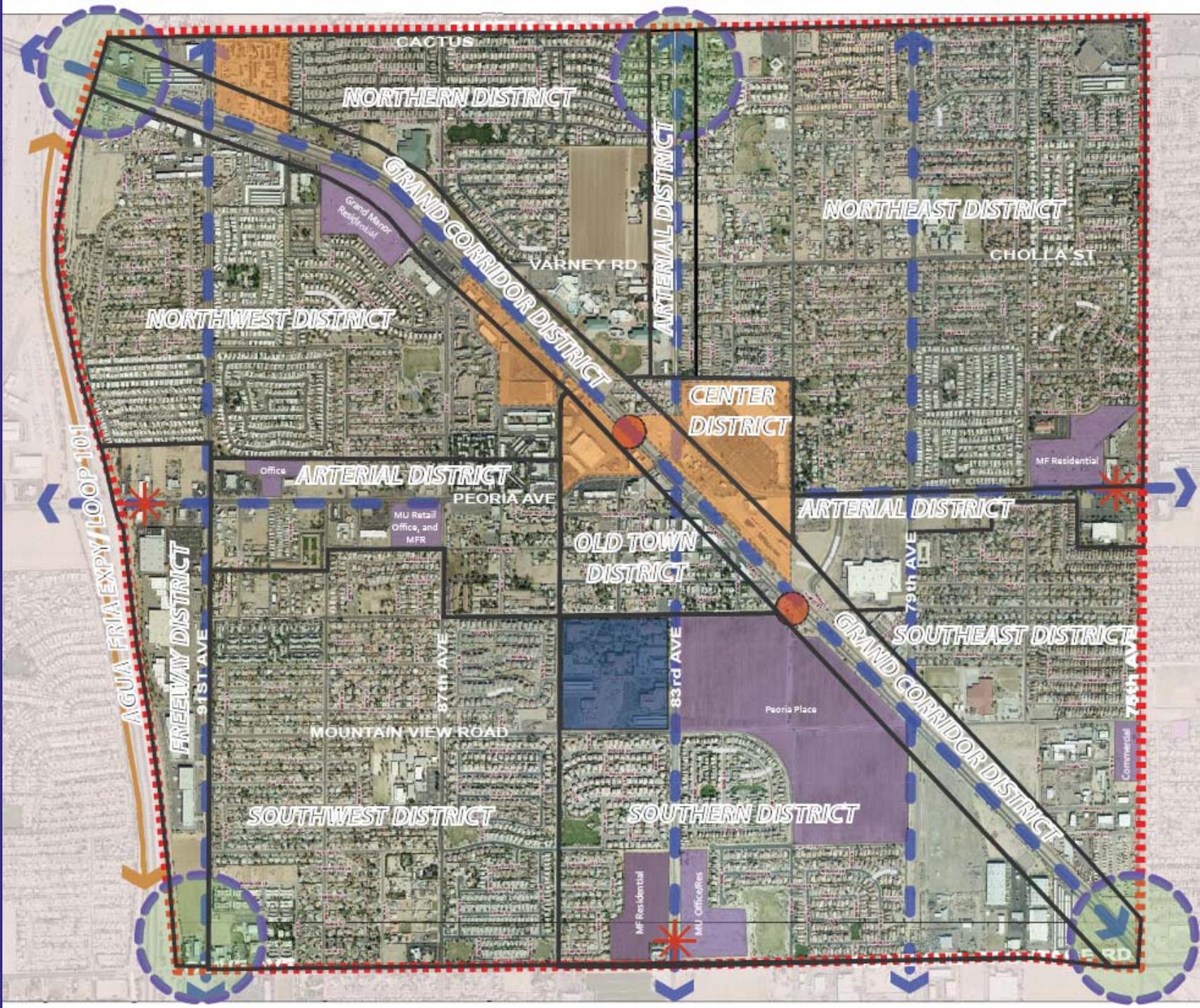
1. Low
2. Mid
3. High stor

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

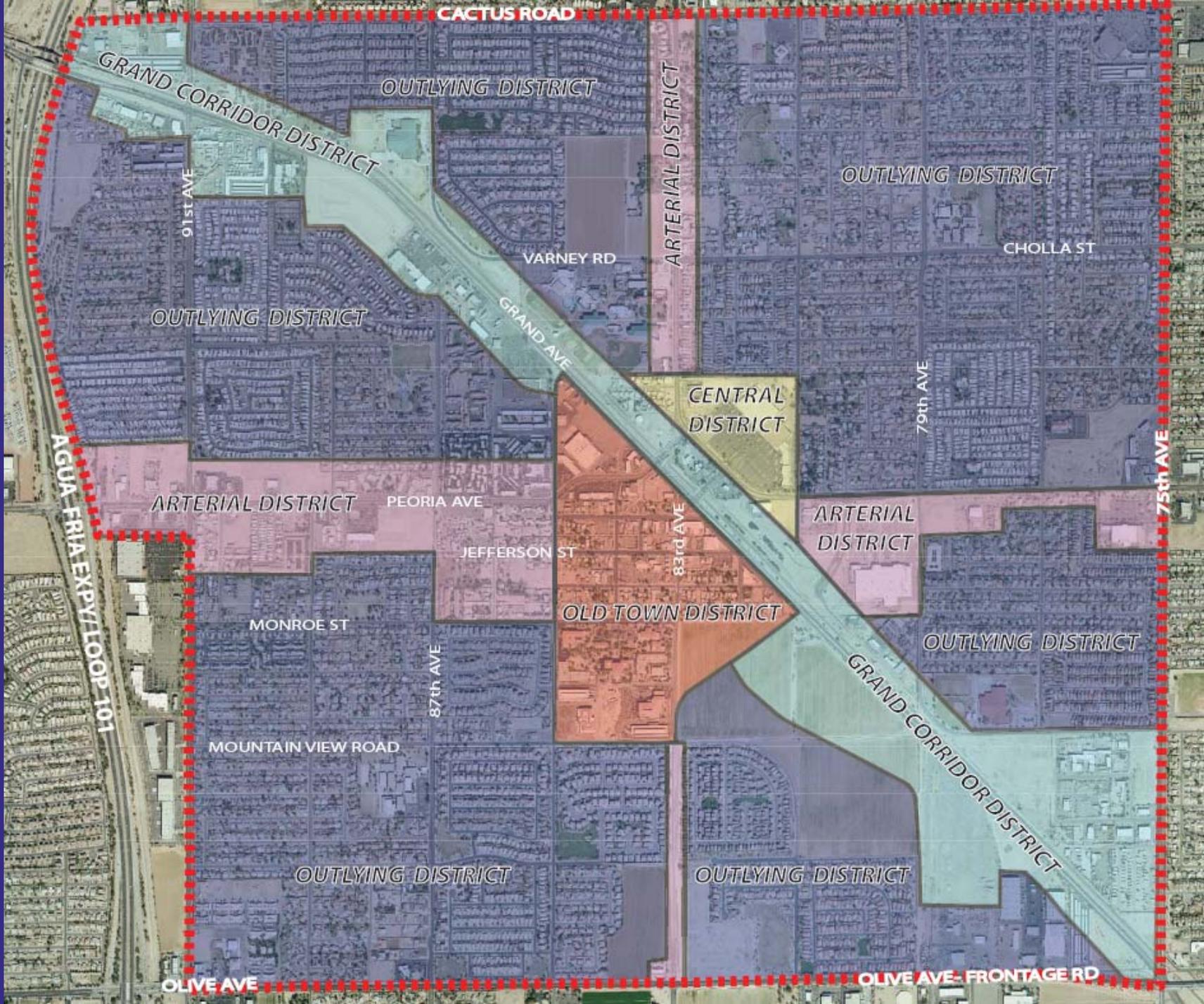
1. Negative
2. Positive



# opps/constraints



# districts





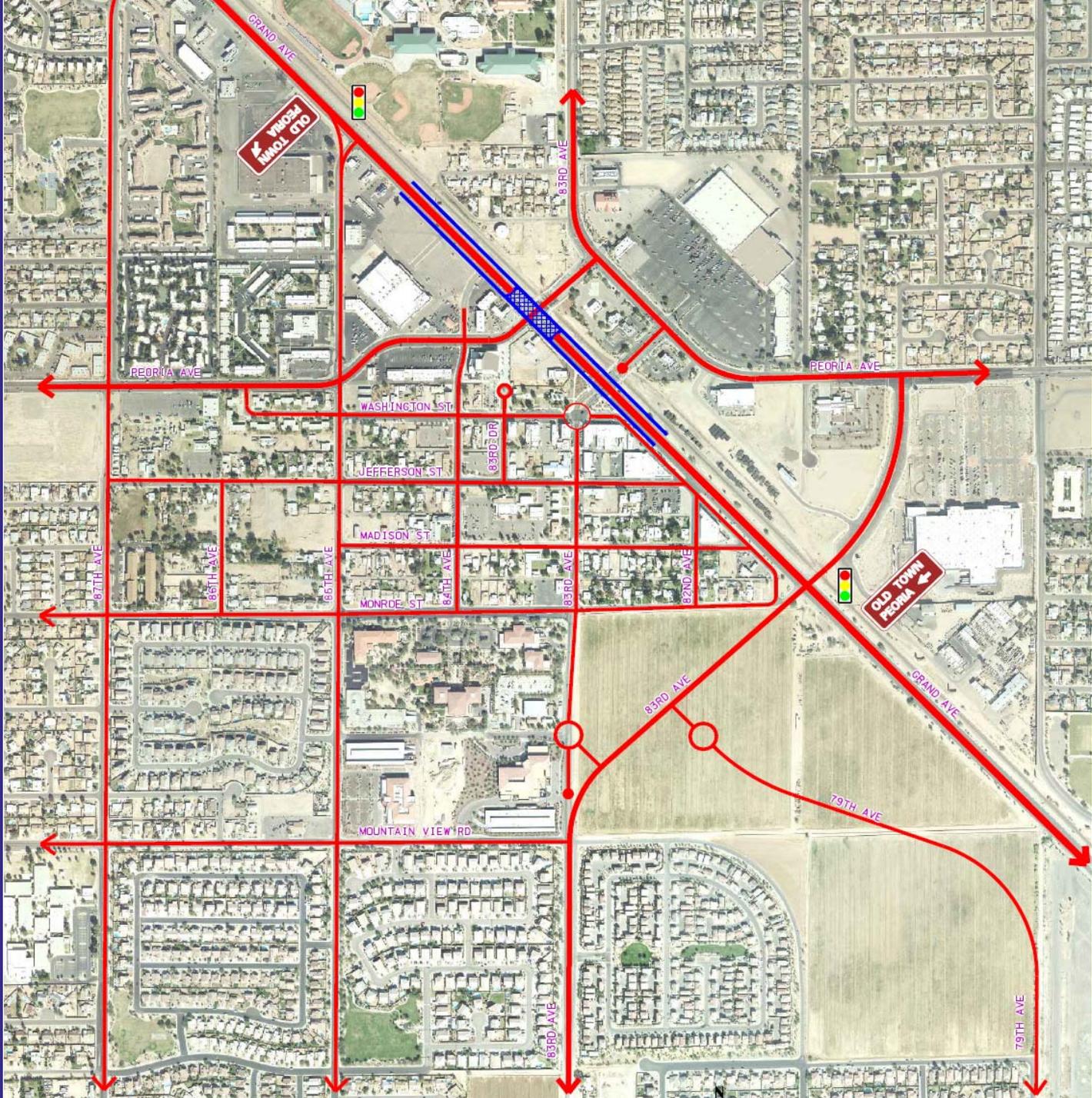
# What We've Done



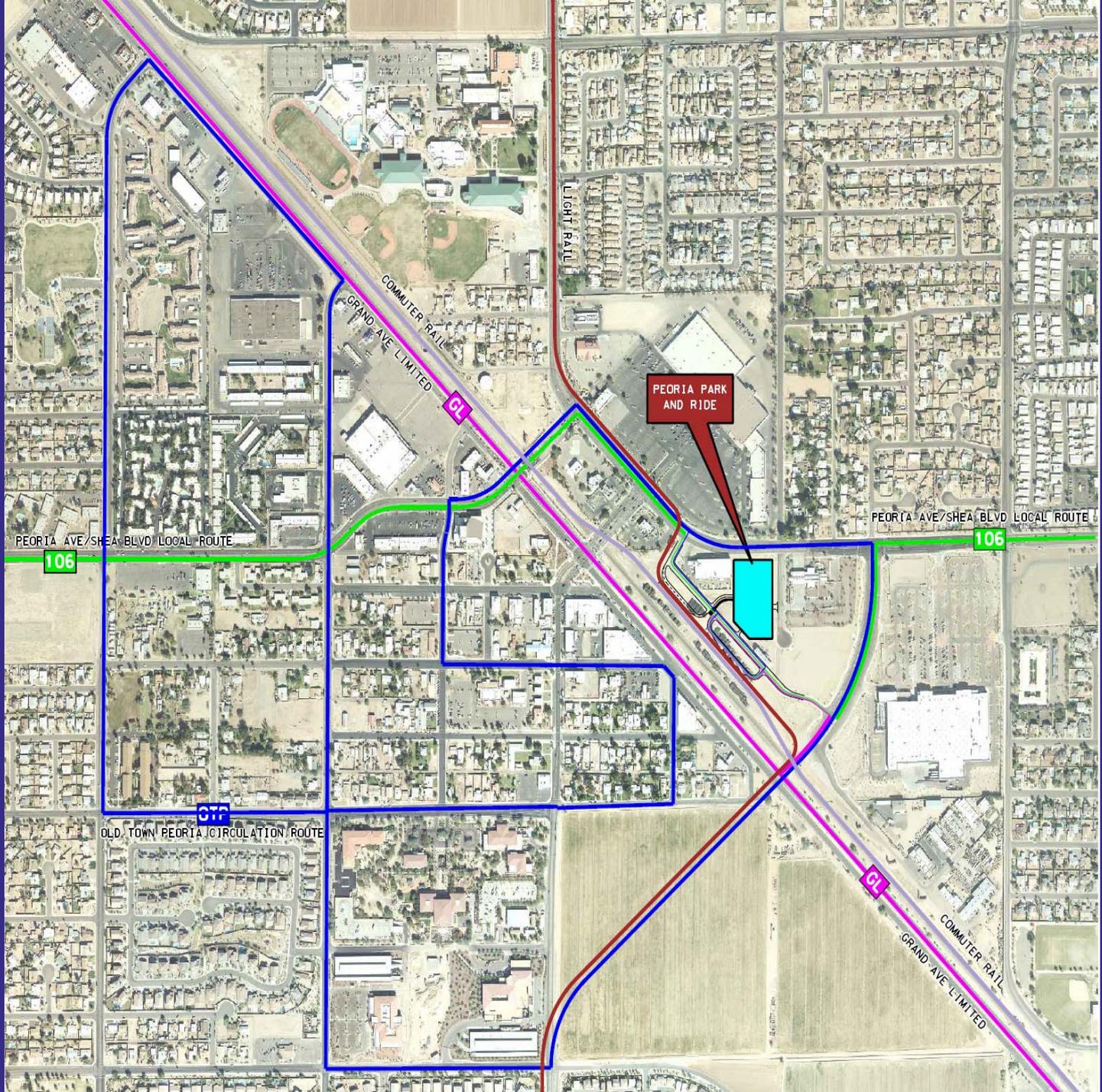
# Guiding Principles

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

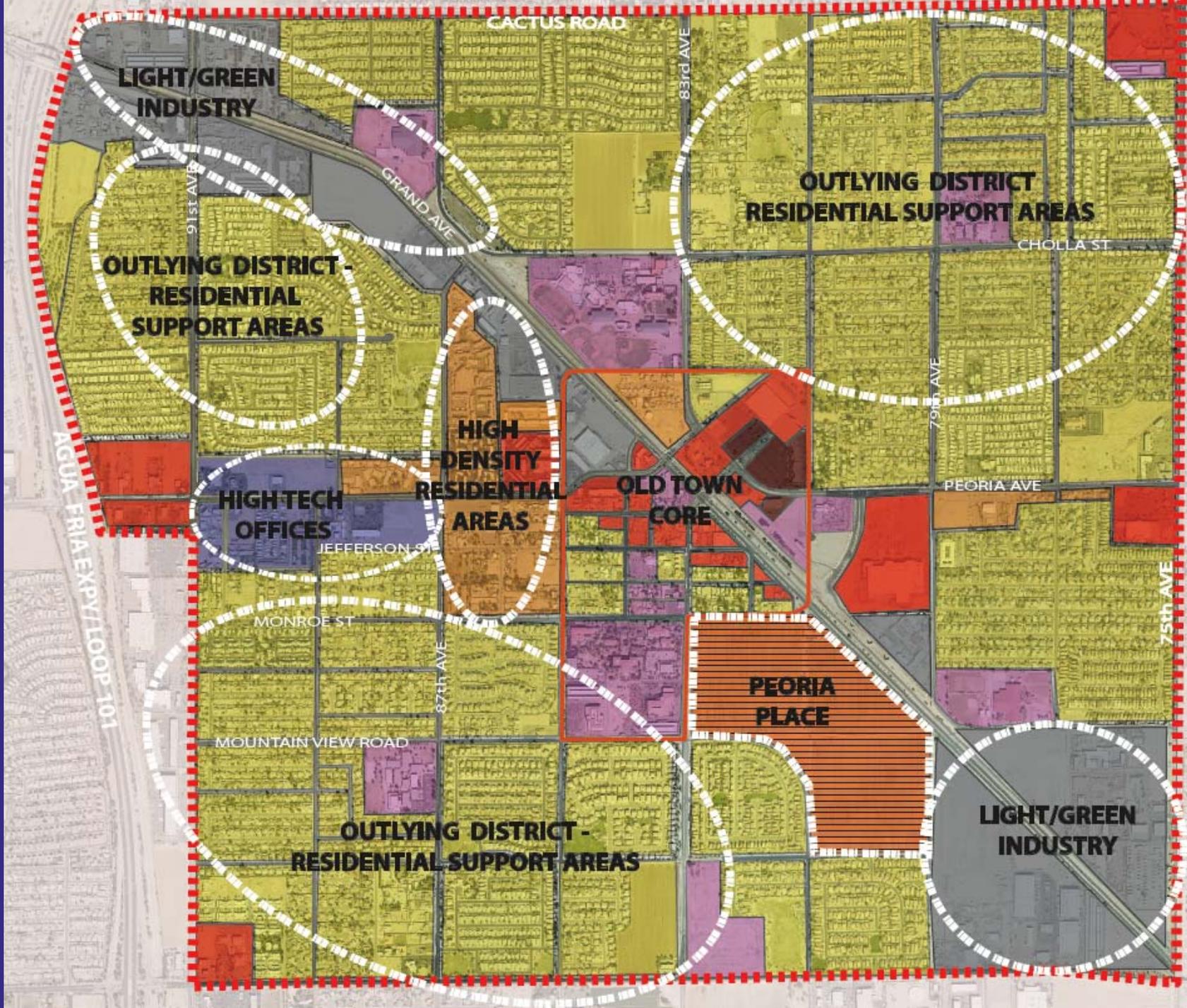
# circulation plan



# transit plan



# land use



# design plan



Deck/Plaza over Grand Ave.

Reintroduce Alleys

Community/Institutional Uses

Residential Village

Lifestyle Center

Pedestrian Promenade

Disconnected 83rd Avenue Crossing

Park & Ride

Multi Modal Transit Hub/Station

Cotton Crossing

- Institutional / Public
- Medium Density Residential
- Commercial Mixed - Use
- Office / Light Industry
- High Density Residential / High Density Residential MU
- FlexMU (Flexible Designation)

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





Deck/Plaza over Grand Ave.

Reintroduce Alleys

Community/Institutional Uses

Residential Village

Lifestyle Center

Pedestrian Promenade

Disconnected 83rd Avenue Crossing

Park & Ride

Multi Modal Transit Hub/Station

Cotton Crossing

- Institutional / Public
- Medium Density Residential
- Commercial Mixed - Use
- Office / Light Industry
- High Density Residential / High Density Residential MU
- FlexMU (Flexible Designation)

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

# Workshop Stations

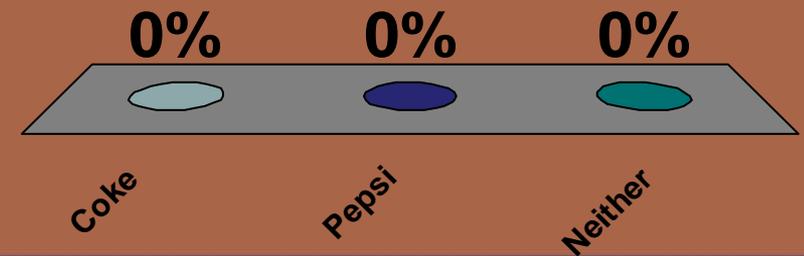
- 3 stations x 15 minutes each
- Station Topics
  - Land use
  - Circulation
  - Design Plan

# Live Polling Exercise



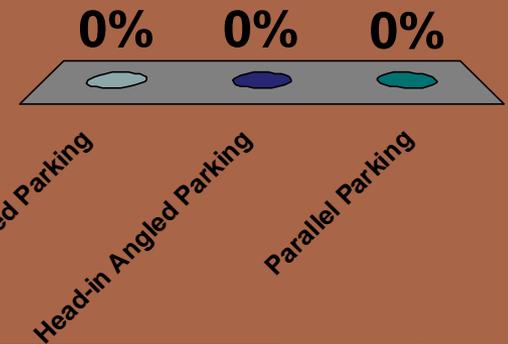
# Which do you prefer?

1. Coke
2. Pepsi
3. Neither

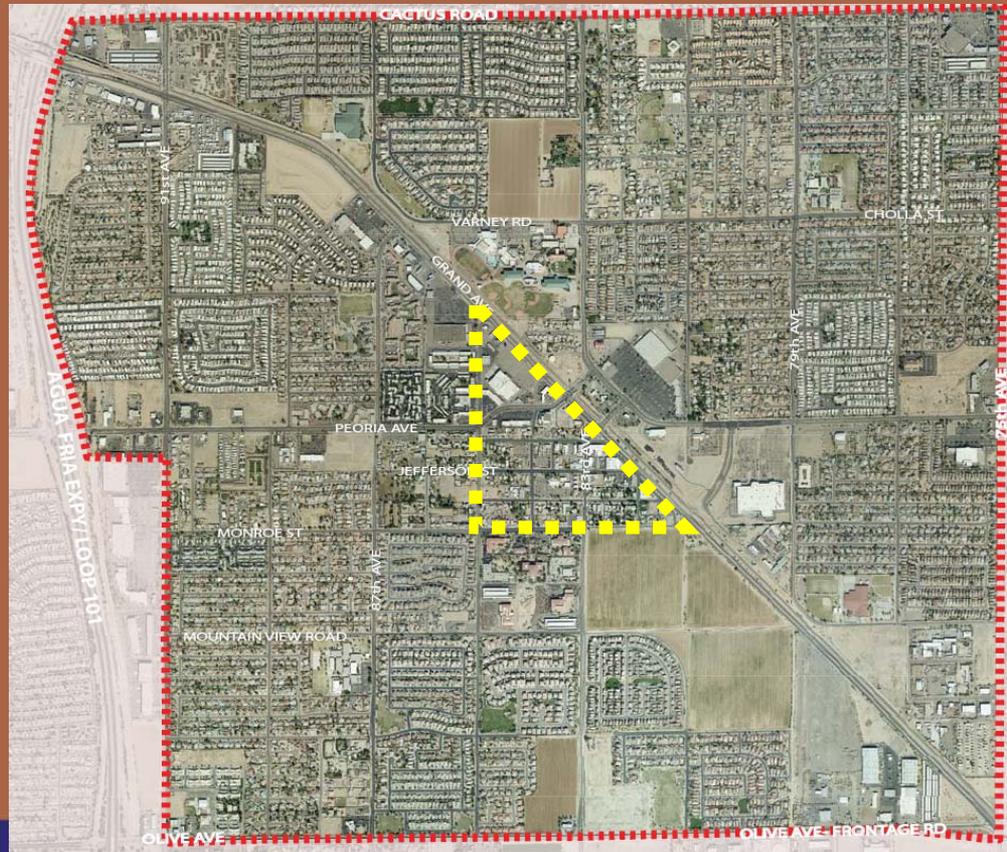


# Preferred Parking Type

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



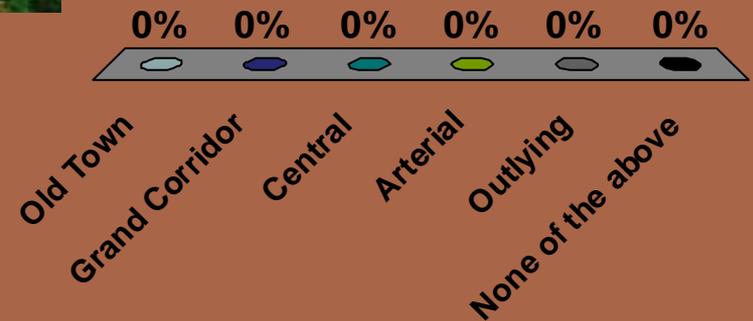
# What type of Private Signage do you think is appropriate for Old Town?



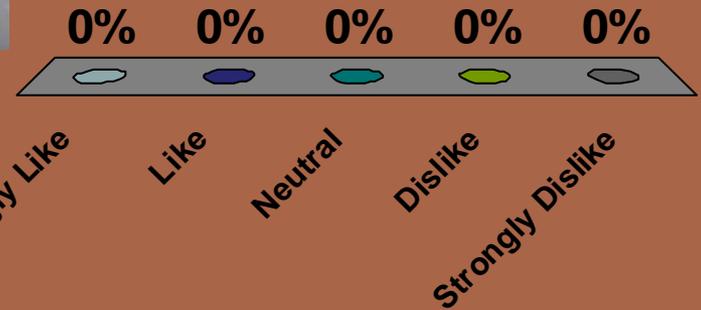
# Awning Sign



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Hanging Sign

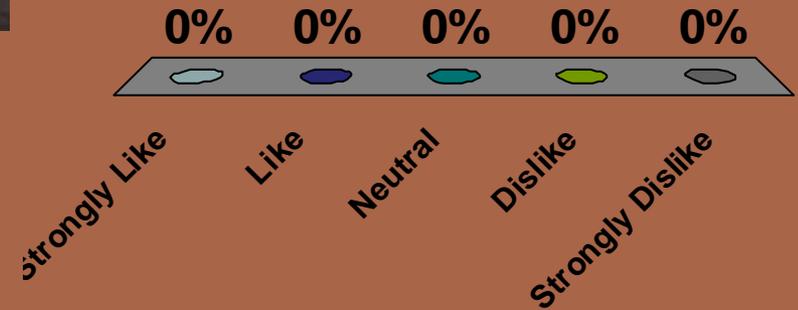


1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

# “Mobile” Sign



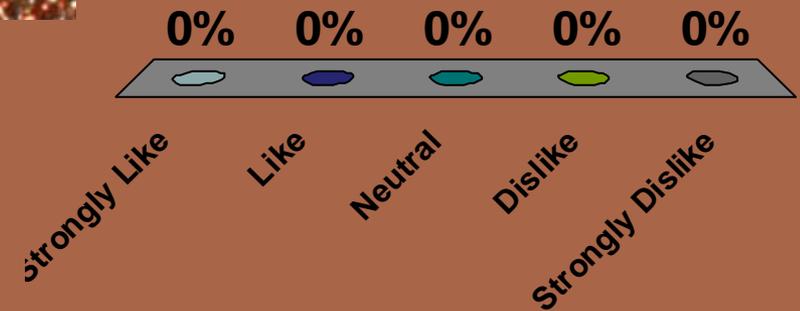
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Figurative Sign



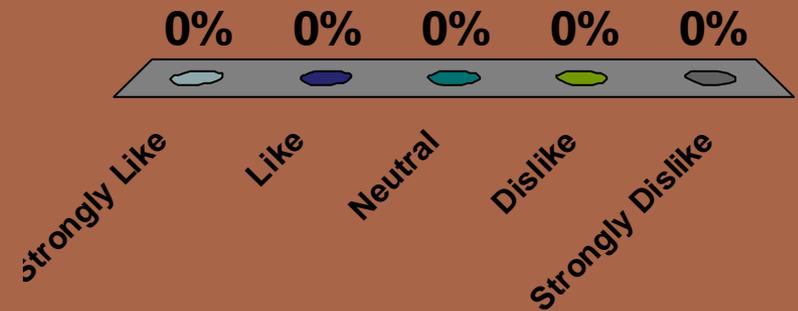
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Low Monument Sign



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Pedestal/ A-Frame Sign



Old Town

Grand Corridor

Central

Arterial

Outlying

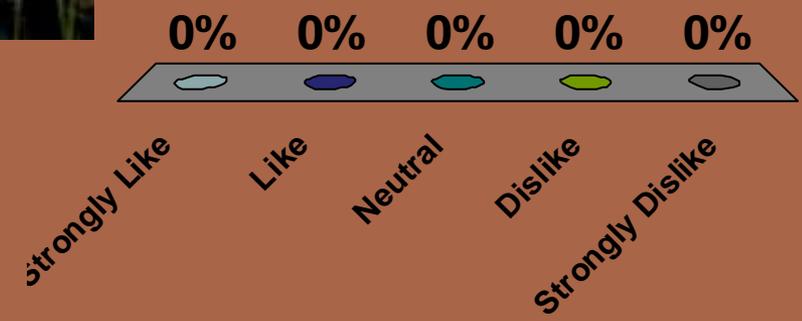
None of the above

1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

# Window Sign



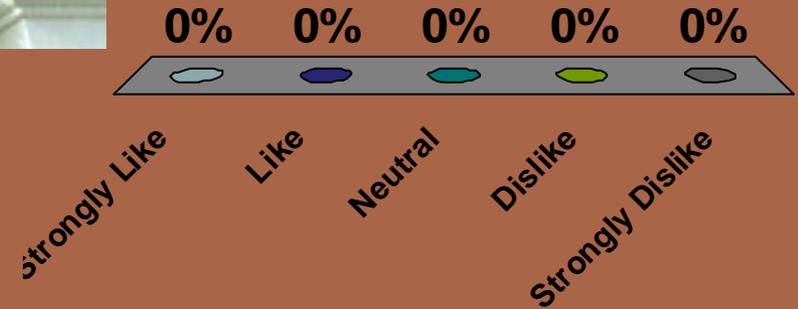
- 1. Strongly Like
- 2. Like
- 3. Neutral
- 4. Dislike
- 5. Strongly Dislike



# Wall Sign



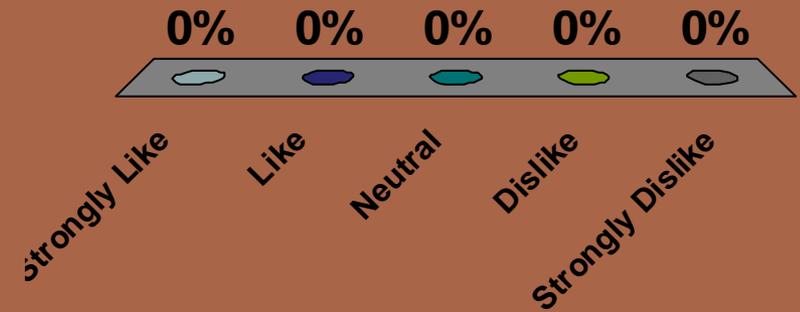
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Banner Sign



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



A decorative header at the top of the slide consists of five horizontal bars of different colors: dark brown, purple, light green, brown, and dark blue.

# Landscape, Streetscape & Public Art

What images appeal to you  
the most?

A solid dark blue horizontal bar at the bottom of the slide.

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

1



2



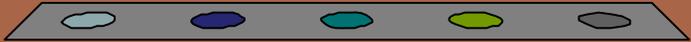
3



4



0% 0% 0% 0% 0%



1 2 3 4

None of these

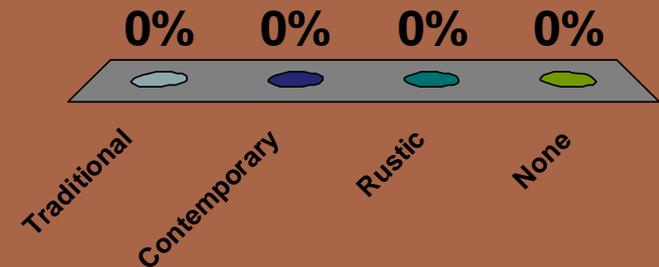
5

None of these

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

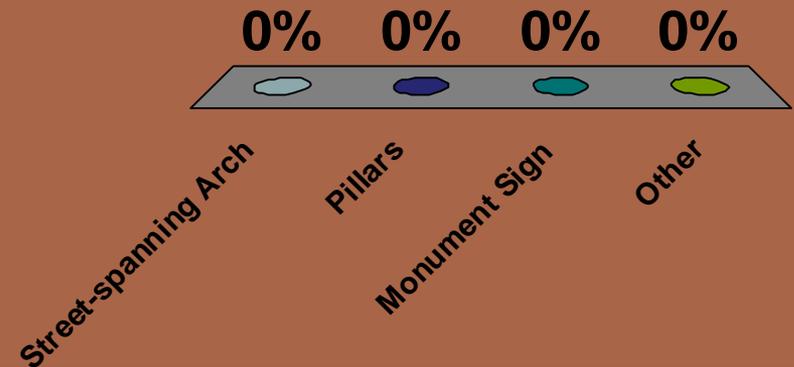


1. Traditional
2. Contemporary
3. Rustic
4. None



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

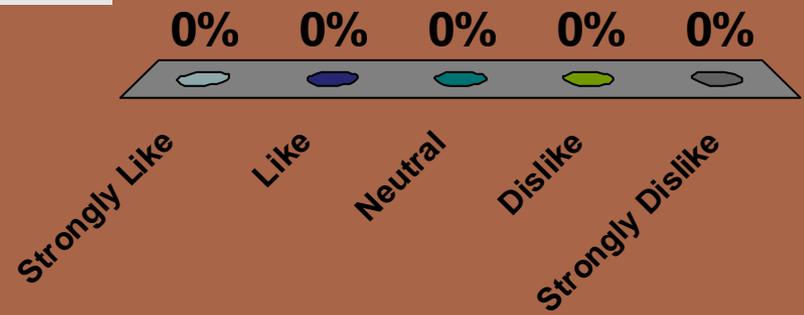
1. Street-spanning Arch
2. Pillars
3. Monument Sign
4. Other



# Landscaping



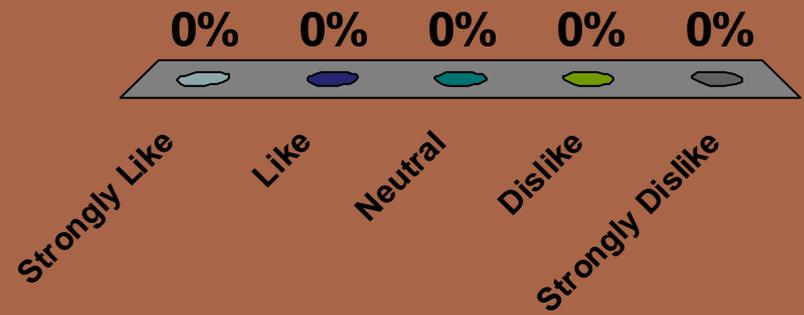
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Landscaping



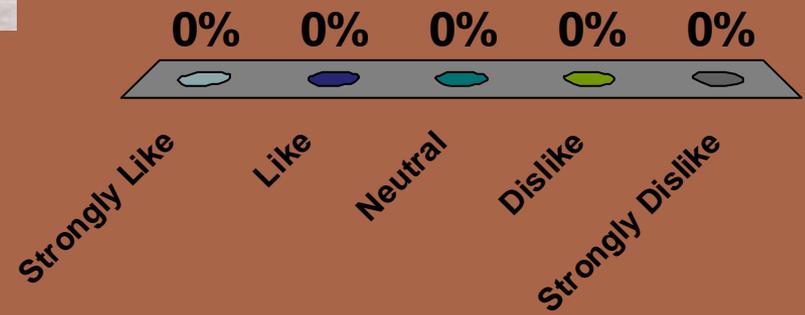
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Landscaping



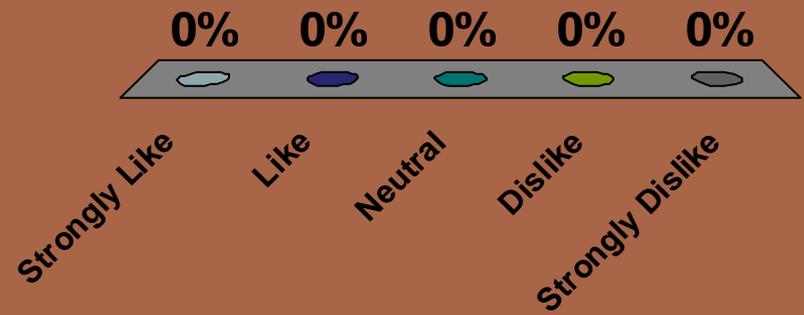
- 1. Strongly Like
- 2. Like
- 3. Neutral
- 4. Dislike
- 5. Strongly Dislike



# Landscaping



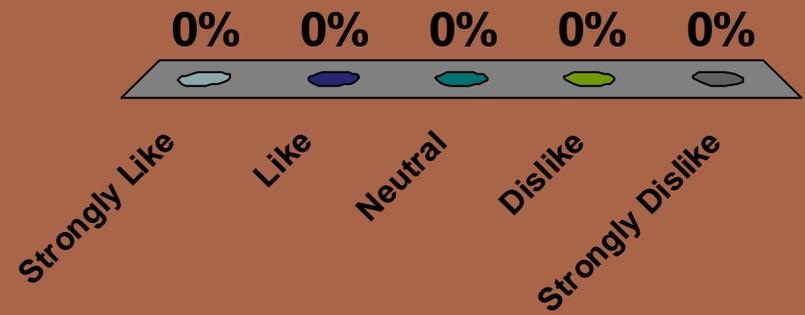
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Landscaping



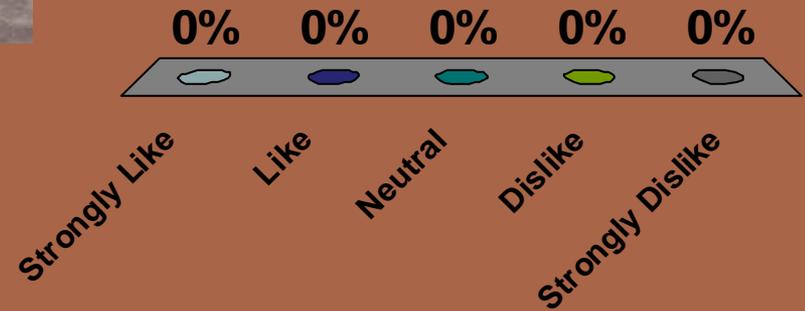
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Landscaping



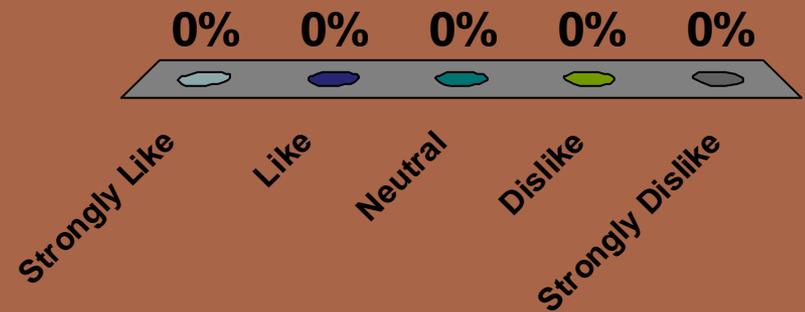
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Landscaping



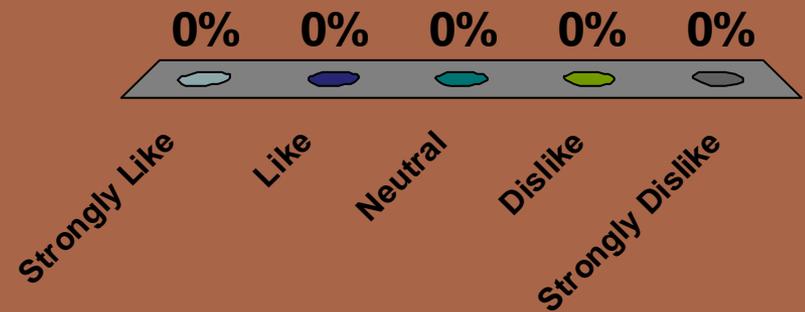
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Public Art



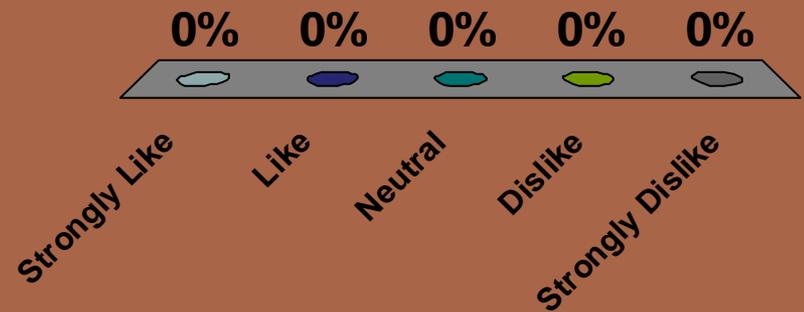
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Public Art



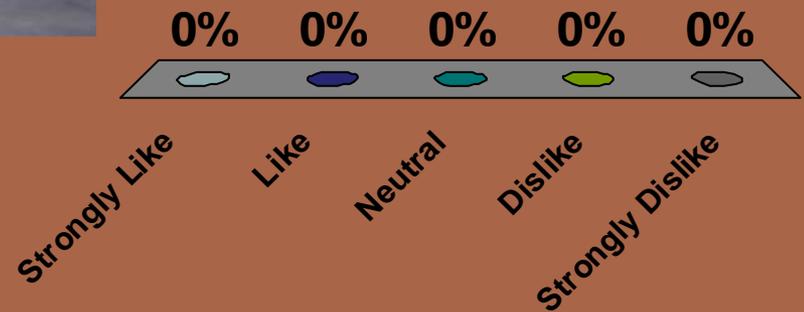
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Public Art



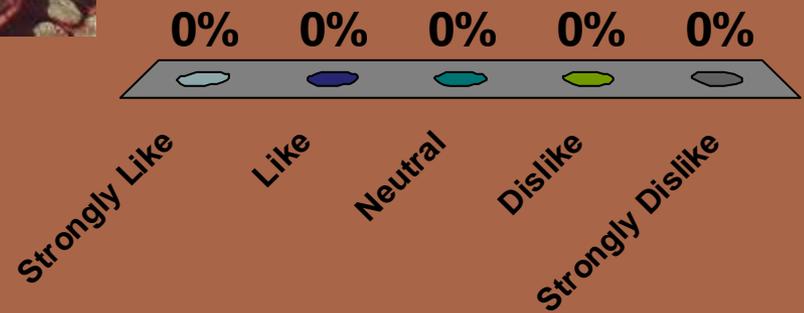
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Public Art



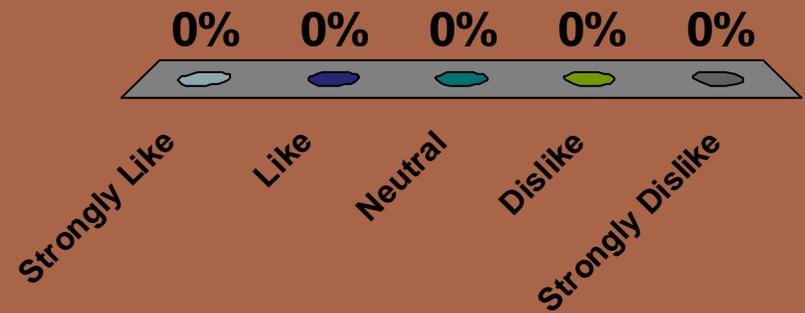
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Public Art



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike



# Next Steps

- Incorporate community feedback into land use and design plan – February
- Begin drafting regulations for revitalization - March
- Work with TAC and PAC to refine revitalization plan - April

# Project Contacts

- City of Peoria Contact:  
Rob Gubser, AICP – Senior Planner  
Phone: (623) 773 – 7405  
Email: Rob.Gubser@peoriaaz.gov
- PMC Contact:  
Loreli Cappel – Project Manager  
Phone: (866) 828 – 6762  
Email: LCappel@pmcworld.com