



MEMO

To: Rob Gubser, Client Project Manager
CITY OF PEORIA

From: Loreli Cappel, Consulting Project Manager
PMC

Date: December 10, 2008

Re: Central Peoria Revitalization Plan - Status Update

INTRODUCTION

The purpose of this management report is to provide the City of Peoria with a project progress report of the past months activities. This memo will also summarize next steps in the project process.

PROGRESS REPORT

On October 20, 2008 the Consultant team met with members of the Technical Advisory Committee (TAC) and Public Advisory Committee (PAC) at City Hall. The purpose of these meetings was to receive initial input from the TAC and PAC with regards to urban design, transportation, economics and historic preservation as it relates to the Central Peoria Revitalization Plan (CPRP). A presentation was given by the consultant team on the said elements of the plan and input was received from the TAC and PAC using live interactive polling and mapping exercises. It was from this meeting that the Consultant team refined elements of the plan to be presented at the first of two interactive public workshops.

On November 13, 2008 the Consultant team held the first of two interactive workshops open to the public. The purpose of this workshop was to receive essential input from the public and further refine preliminary elements of the CPRP. Input from the public was received through interactive polling, a question & answer session and through attendees rotating among three hands-on "planning" stations. These stations involved key elements of the plan including transportation, economics and urban design.

Since these two meetings the consultant team has been drafting preliminary components of the plan based on input from the Technical Advisory Committee (TAC), the Public Advisory Committee (PAC), and the public. Contained in the memo as attachments are two key components of the plan; a draft annotated Table of Contents

for the CPRP and a draft Framework Plan with associated narrative for the Core portion of the study area.

The annotated Table of Contents being recommended is based upon what the consultant team believes will make a solid and effective plan. It is the intention of the consultant team, with the input from the TAC and the PAC, to refine the content and organization and firm up a Table of Contents at this stage in the planning process that will serve for the basis of this Plan.

The draft Framework Plan is the first step in the visioning process. The Framework Plan has been drafted using input from the City of Peoria, The Technical Advisory Committee and Public Advisory Committee, the public and the Consultant team. The framework plan attempts to illustrate the initial concepts with regards to potential land uses, the creation of unique districts, circulation improvements/re-alignments, and connectivity with surrounding neighborhoods. This stage of the planning process is designed to receive input from the TAC and PAC on all direction received to date and refine/solidify elements of the framework plan for a second Draft Plan to be subject of the next Project Public Workshop.

UPCOMING TASKS

Based on the direction received at this time in the planning process from the TAC, we will move forward in drafting preliminary portions of the plan.

Attachments:

- 1) **Annotated Table of Contents**
- 2) **Draft – Framework Plan with Associated Narrative**

CENTRAL PEORIA REVITALIZATION PLAN

TABLE OF CONTENTS

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

This section describes what is a revitalization plan, reviews project goals; defines project boundaries; provides organizational outline and how this document will be used by different users.

2. Plan Area Context
 - a. Regional Context
 - b. Local Context - Relationship of Project Area to the Rest of the Community
 - c. Physical Conditions
 - i. Land Use
 - ii. Traffic, Circulation and Parking
 - iii. Important Buildings and Landmarks
 - iv. Cultural, Entertainment and Recreational Facilities
 - v. Other Projects
 - d. Urban Form and Character

This section includes a summary of the key issues and factors that impact the planning effort. Summarize existing land use patterns, traffic conditions, important buildings and landmarks and future projects that impact the project area. Recap opportunities and constraints analysis. Include secondary information as part of the appendix (from the Existing Conditions Report).

3. Market and Demand Analysis
 - a. Geographic Areas
 - b. Market Overview
 - i. Retail
 - ii. Office
 - iii. Residential
 - c. Findings
 - i. Retail Potential
 - ii. Office Potential
 - iii. Residential Potential

Recap ESI's report (Can be part of chapter 2)

4. Community Input
 - a. Role of Advisory Committees
 - b. Stakeholder Interviews
 - c. Community Workshops

This can be a separate chapter or be part of another chapter; identify the role of PAC and TAC; list of workshops, meetings and summary of key results. Detailed results can be part of the appendix

5. Vision and Guiding Principles
 - a. The Vision
 - b. Guiding Principles
 - c. "Architectural" Design Plan

The findings from Chapters 2, 3 and 4 are translated into a compelling vision for Central Peoria's revitalization. This section describes the revitalization concept for the CPRP and how it will be expressed as a series of private and public projects guided by a land use framework and development standards. This section includes revitalization vision concepts for the Project Area; urban design objectives, character of proposed sub-districts and the urban/architectural design plan.

6. Revitalization Plan Components
 - a. Land Use Plan
 - b. Traffic, Circulation and Parking
 - c. Streetscape Plan
 - d. Design Review Standards and Guidelines
 - e. Historic Preservation Plan for Old Town District

This section includes the description of the land use framework; and the development standards for each of land use category and building type. This chapter will also include circulation plan goals; assess multimodal opportunities; strategies to address parking demand; pedestrian route/ streetscape plan for pedestrian accommodation and connectivity for future revitalization projects; design guidelines and development standards for residential and commercial development and improvements to the public realm while maintaining flexibility for the private market; and Historic Preservation Implementation Plan that will guide Peoria's Old Town in preserving its historic resources.

7. Implementation and Finance

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

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

8. Appendices
 - a. Relevant Studies and Initiatives
 - b. Historic Preservation efforts
 - c. Other Studies

This section includes background information and analyses utilized to formulate the Plan.

Draft CPRP Architectural Design Plan Framework

The following list of concepts, projects and improvements are intended to guide discussion at the 12.15.08 TAC Meeting. The intent is to discuss these concepts in a “round table” forum and discuss whether items should be included, omitted or modified as we move forward to refine the Architectural Design Plan Product that will be presented to the Community for review at the next community workshop.

** indicates parking and circulation improvements*

Big Ideas: (these will be repeated below)

1. *Depressed Grand Ave with public space/deck between Peoria and 83rd.
2. Create/reinstate traditional Old Town Retail Core with historic character
3. Redvelop Zocalo Mall site with a large, walkable mixed use project with a major open space spine that runs through the middle of the plan, linking Old Town with transit and new retail at the old Zocalo Mall site
4. Bring in high tech/office center 84th and Grand (NW corner of plan)
5. *New multi-modal transit station along Grand between Peoria and 83rd
6. Supporting med and high density res flanking transit station
7. *Frontage road along RR tracks

Central & Grand District Improvements

- Outdoor pedestrian mall with mixed use Commercial/entertainment/res/possibly office – at Zocalo site Ideas for uses include:
 - Commercial “power center” similar to the AMC entertainment/shopping center off of Northern Ave and Loop 10
 - Higher education/medical /community-serving uses
 - Vocational or Community college/trade school or culinary school
 - Mixed use with res above
 - Youth Center
 - 1 stop family resource center
 - Big regional draw (something nobody else has...that a developer would actually build – currently working with development community)
- *Depress Grand Ave with public space/deck between Peoria and 83rd. Eliminate 83rd crossing at Grand.
- *Plaza/Deck over depressed Grand to create a public space and/parking – similar to what they’ve done in Glendale
- *Ped promenade (major open space spine)from Osuna park a that runs through the middle of the plan, linking Old Town with transit and new retail at the old Zocalo Mall site.
- over Depressed grand corridor through multi modal transit station and connected to new commercial project at Zocalo Site

- *One way auto couplet from Peoria to new commercial at Zocalo Site
- *Multi modal station between Peoria and 85th at Grand with parking (possible structure) serving both old town and new commercial center at Zocalo Mall
- *Reintroduce grid by bringing autos through Zocalo site in Blvd fashion with ped promenade between on way couplet.
- *New proposed "Railroad Street" frontage street along east side of rail line
- Medium density res north west of old Zocalo site
- High density residential along grand to east north and south of the proposed Station
- Continue cul-de-sac at PAC through to Peoria with reduced/limited access. Convertible space.
- *Parking to support New commercial center behind proposed MU project at Zocalo Site and new res (adjacent to site)
- Ped Linkages to existing adjacent neighborhoods from new MU project at Zocalo
- *Wayfinding program throughout district to identify a sense of place and help users/visitors navigate
- * Aesthetic improvements along Grand corridor
- *Enhanced Ped crossing at Peoria

Old Town District

- Encourage walkable, family-oriented and entertainment uses that will support residents and attract visitors (restaurants, specialty shopping, evening uses
- Commercial or service offices at ground floor of all buildings
- Reuse of all structures is encouraged wherever possible (fire station to restaurant, jail to museum...etc)
- Continue to maintain res historic district/pattern of development 3 stories max.
- Old Town Retail core should focus on intricate and ped scaled mixed use infill development and rehabilitation that reflect traditional old town charm and possibly bring back the character that have since been changed.
- Gateways to announce Old Town District from Grand and Peoria Avenues
- Osuna Park as Peoria's Central Park – active gathering place with programming for major festivals (public restrooms, furnishings, hardscape, etc).
- *Wayfinding program throughout district to identify a sense of place and help users/visitors navigate
- *Consolidate park-n-ride at multi modal station and continue old town commercial use/pattern
- *Continue Old town's "main Street improvements/environments currently along Washington and 83rd
- Washington could become a "convertible space" with specialized paving and temporary (or timed) bollards that raise for events and a temporary pedestrian venue for large community events or weekly/seasonal farmer's markets/festivals.

- *Reintroduce or maintain alleys in old town
- Consolidate park n ride with Multi Modal Station and fill in site with Traditional Old Town scale uses
- Transition Goodwill site into a high-tech/or office district
- *Reintroduce/continue grid through high tech area in NW corner
- Residential village – continue historic property lot line/boundary but infill with med dens townhomes with compatible architecture or preserve existing res
- Continue/ rehab Civic uses at n 83rd Dr terminus
 - Expand/rehab community center,
 - add vocational education,
 - Student resource center
 - Youth Facility or programs (performing arts, education, tutoring, etc)
- *Streetscape improvements and sidewalks along 83rd
- Create a more integrated/connected civic district by enhancing connections to and from civic complex
- Historic Signage Program (self-guided walking tour)
- Art in public places program
- Historic square – Recreate historic landscape to reflect look of the past

Note:

All other planned or approved projects within the design plan boundaries on the following exhibit (ex: Peoria Place Project) will be incorporated as is unless otherwise directed by staff.

Projects, programs and improvements outside of this core area will not be illustrated in the Arch. Design Plan Product, but rather incorporated in the text of the document with supporting graphics, photos or illustrations with geographic references/indicators.

draft framework plan

