



# Central Peoria Revitalization Plan *Update* *Advisory Committee - Kickoff Meeting*

*August 18, 2008*



PMC®

# Agenda

## 1R – Introductions of Staff and Committee Members

- Project Team and Roles

## 2R – Outline Project Objectives and Work Plan

- Meeting purpose
- Project objectives
- Work Plan

## 3R – Purpose and Responsibility of the Committee

- Committee Roles
- Personal goals/objectives
- Next Steps

## 4R – Issue Identification

- Issues impacting revitalization

Call to the Public

# Project Team & Roles

- City Staff (TAC)
- Project Advisory Committee (PAC)
- 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

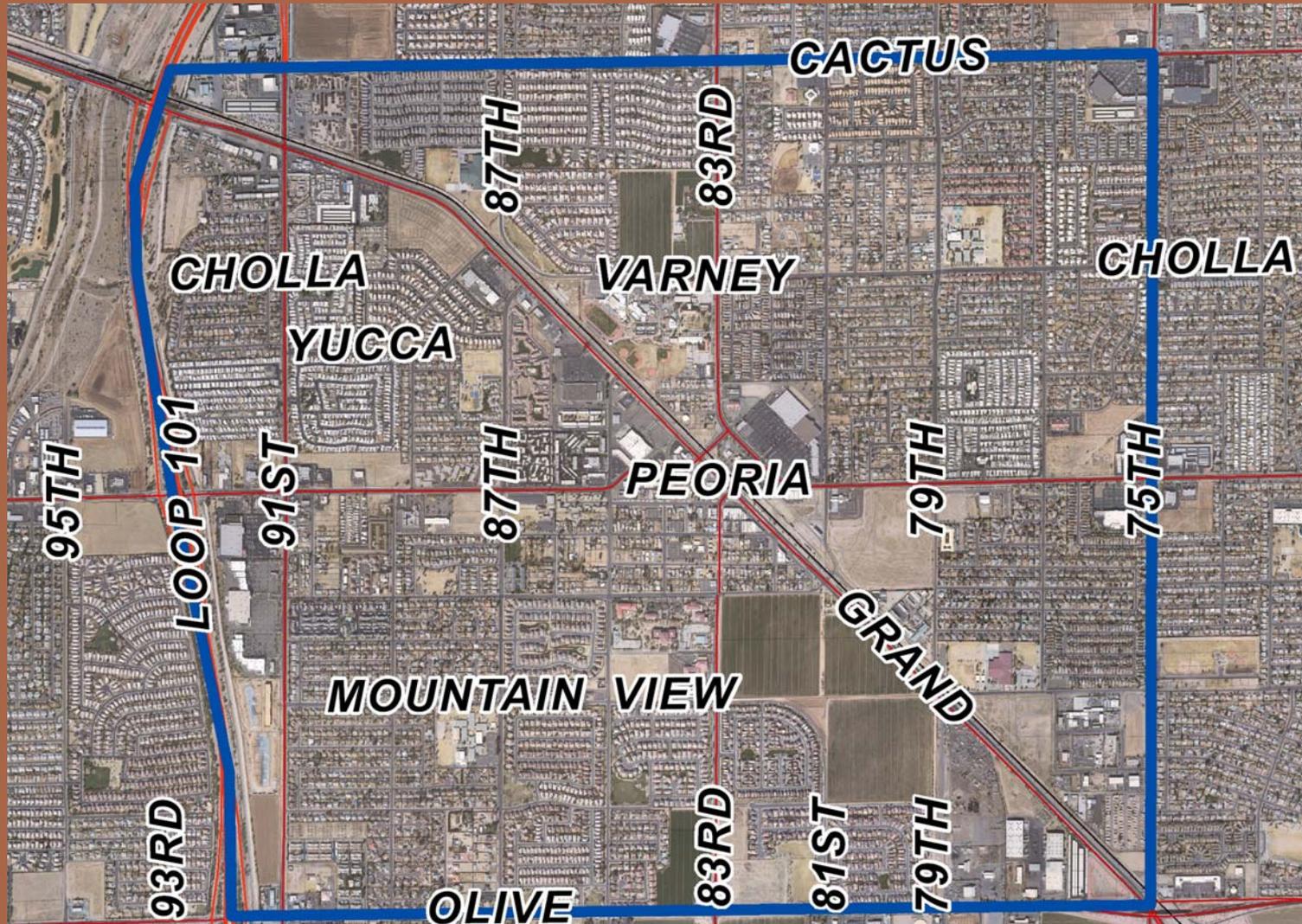
- Informal gathering
- To establish a mutual understanding of Committee Roles
- To establish the role of the Public Advisory Committee
- To introduce the scope of work
- To learn about your personal objectives/goals for this project
- To discuss/set dates for future events
- To discuss project issues and answer your questions

# Project Objectives

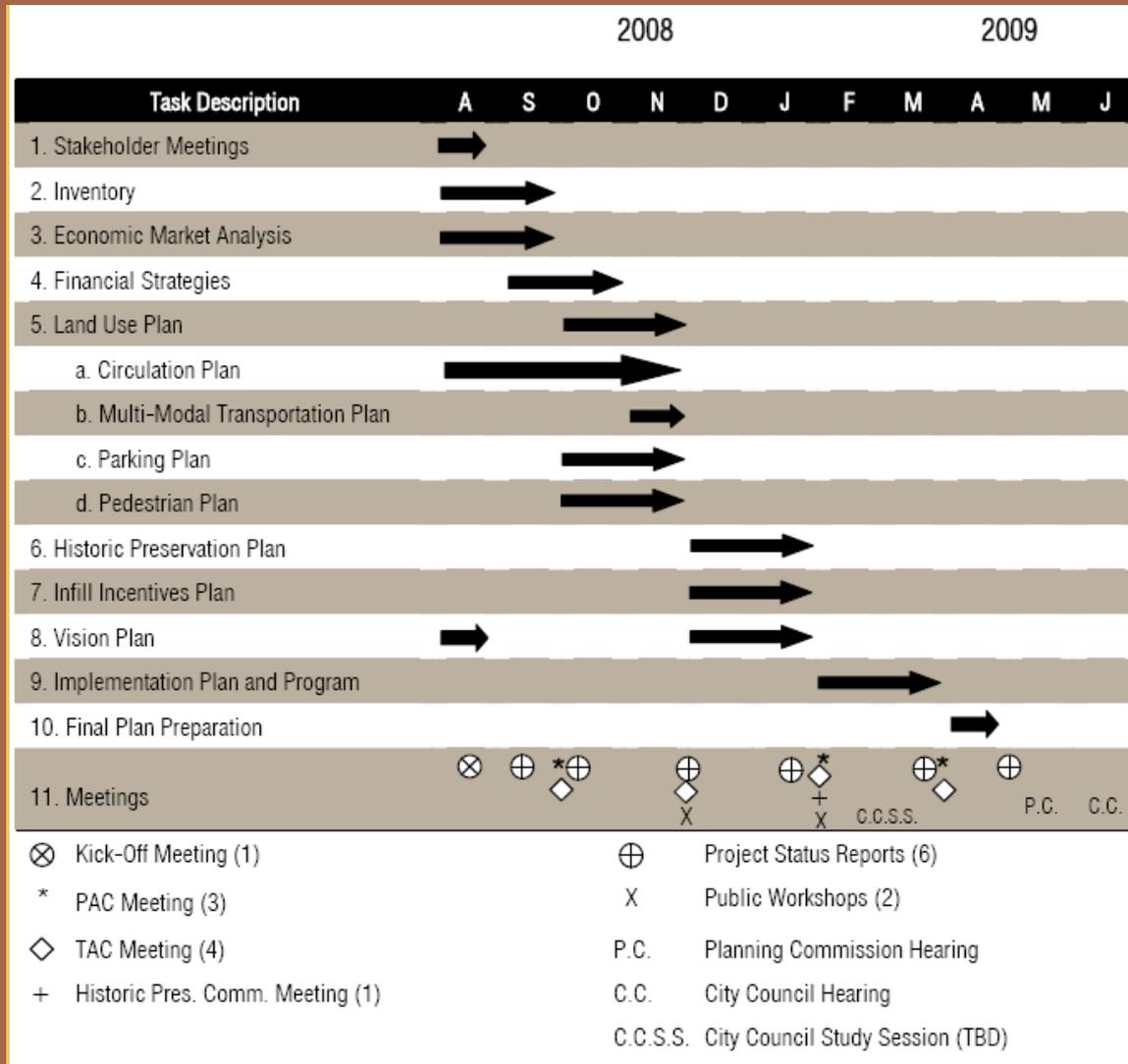
## ***“The Plan will:***

- 1. Capture community vision to preserve and revitalize Old Town and surrounding areas while building on past efforts;*
- 2. Establish and enhance the identity and define a sense of place;*
- 3. Provide development strategy for the Central Peoria Area, and provides policy framework to improve community identity, streetscape design, circulation and access, historical resources, and parking; and*
- 4. Associated tasks include: Economic Analysis, Infill strategies, Design Plan, Implementation Goals, Policies and Plans.*

# Project Area



# Scope of Work



# Revitalization Plan Components

- Stakeholder/Citizen Participation Plan
- Inventory
- Economic Market Analysis
- Financial Strategies for Future Development and Redevelopment Opportunities
- Circulation Plan
- Multi-modal Transportation
- Parking Plan
- Pedestrian Plan
- Historic Preservation Plan
- Infill Incentives Strategies
- Vision Plan
- Implementation Plan & Program

# 1. Stakeholder/Citizen Participation Plan

## Goal:

To bring the community and stakeholders together to develop a consensus-based plan that incorporates all plan elements and informs and directs the implementation element.

## Key work efforts of this task include:

- Kickoff meeting with Staff, TAC and PAC
- Stakeholder interviews
- Ongoing PAC and TAC Meetings
- Project Workshops (Two workshops open to the public)
- Regular Council & Stakeholder presentations to receive feedback, present drafts to City.
- Notification efforts for all committee & public meetings
- The findings and action plan for developing the implementation plan



## 2. Inventory

### Goal:

To gain a better understanding of the planning area and past efforts.

### Key work efforts of this task include:

- Review Background Documents
- Conduct Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
- Findings



# 3. Economic Market Analysis

## Goal:

- To determine the future demand for square footage of space that can be supported through land use policies and plans given historical trends and growth projections. With an economically sound development strategy, there will be a strong foundation for building a sustainable land use and design plan.

## Key work efforts of this task include:

- Background Analysis
- Market Trade Area Identification and Growth Projections.
- Historical Development Trends  
Kickoff meeting with Staff, TAC and PAC
- Demand Analysis
- Recommendations



# 4. Financial Strategies for Future Development and Redevelopment

- **Goal:**
- To prepare a detailed plan and approach regarding future development and redevelopment opportunities which compliment the existing Old Town character and enhance the long term vitality of the Central Peoria area.
- **Key work efforts of this task include:**
  - Identify and describe regulatory standards and policies, land ownership, land use and other property constraints.
  - Identify and describe funding and financing mechanisms available.
  - Identify and describe project-specific funding and financing mechanisms.
  - Model Return on Investment (ROI) opportunities on key selected properties.
  - Assist City staff to customize ROI strategies.

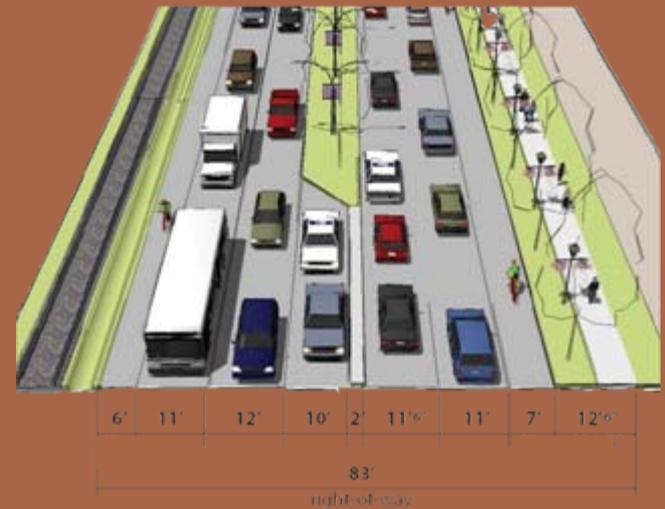
# 5. Circulation Plan

## Goal:

To develop a circulation plan approach for implementation that not only meets the anticipated vehicular mobility demands, but does so in a manner that enhances safety, livability/workability, aesthetics, neighborhood cohesion, historic character preservation, and other public- and private-sector goals.

## Key work efforts of this task include:

- Background data collection and analysis
- Development of circulation plan goals via interaction with the stakeholders
- Development and evaluation of alternative circulation concepts
- Selection and refinement of a preferred circulation plan via interaction with the stakeholders
- Recommendations



# 6. Multi-modal Transportation Plan

- **Goal:**

To assess multimodal opportunities, particularly in the historic old town area, afforded by the existing rail corridor including light or commuter rail and associated transit-oriented development opportunities.

- **Key work efforts of this task include:**

- Background data collection and analysis
- Identification of
  - Opportunities for transit services, intermodal connections, and joint-use station development
  - Potential areas or corridors of transit-oriented development
  - Currently deficient or potential avenues of connectivity between land uses and transit systems/facilities.
- Planning-level assessment of the potential impacts of the opportunities identified
- Recommendations



# 7. Parking Plan

- **Goal:**
- To address parking issues which impact the area.
- **Key work efforts of this task include:**
  - Existing facilities inventory
  - Estimation of future parking demand based
  - Identification of existing and future locations of insufficient or excess supply
  - Identification of opportunities to improve the balance between supply and demand
  - Review and assessment of existing parking requirements in the Old Town area
  - Recommendations

# 8. Pedestrian Plan

- **Goal:**
- To enhance pedestrian connectivity throughout the study area.
- **Key work efforts of this task include:**
  - Existing facilities inventory
  - Cursory identification of existing and potential future pedestrian generators and attractors
  - Highlight major pedestrian routes between generators and attractors
  - Development of a pedestrian route plan that enhances connectivity
  - Establish general guidelines for pedestrian accommodations and connectivity for future revitalization projects.
  - Recommendations



# 9. Historic Preservation Plan

- **Goal:**
- To preserve the historic context and elements of the Old Town area
- **Key work efforts of this task include:**
  - Assess the Existing Condition of Historic Preservation.
  - Assess the Current and Future Needs of Historic Preservation.
  - Articulate Goals and Needs Established in Tasks #1 and #2 in a Historic Preservation Plan.
  - Preserve context as well as promoting new growth opportunities



# 10. Strategies

- **Goal:**
- To support and foster private sector reinvestment in the study area in accordance with the goals and objectives of the City's adopted Economic Development Strategy. To encourage developers to invest more in infill development projects, the PMC team recommends the Best Practices toolbox, all the good ideas that can be brought to the table to give infill development an edge.
- **Key work efforts of this task include:**
  - Best Practices toolbox
  - Small Steps
  - Big Steps



# 11. Architectural Design Plan

- **Goal:**
- To establish architectural style, material and other design elements which compliment the historic character of the area.
- **Key work efforts of this task include:** Utilize a public design process to establish a clear and illustrative vision for the area.
  - **Architectural Vision Poster** - a comprehensive three-dimensional design represented by a group of illustrative drawings, detailed area plans, and other images that will build consensus and excitement about the possibilities for Central Peoria and the Old Town area.
  - Draft new design review standards for incorporation into the City's Design Review Manual
  - Provide methods for establishing and funding options for the City's Façade Enhancement Program.

# 12. Implementation Plan & Program

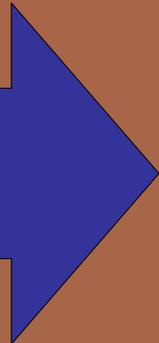
- **Goal:**
- To identify recommended capital improvements and other study recommendations within the area.
- **Key work efforts of this task include:**
  - Implementation plan product:

| Action                       | Priority | Lead agency  | Funding source        | Estimated Cost |
|------------------------------|----------|--------------|-----------------------|----------------|
| Improved pedestrian crossing | X        | Public Works | ADOT/<br>general fund | \$ XYZ         |

- Programs, Policies, Projects, Incentives
- Fiscal impact analysis
- Preliminary budget
- Recommended phasing
- Funding sources

# Final Product

Economic Market Analysis  
Financial Strategies  
Circulation Plan  
Multi-modal Transportation  
Plan  
Parking Plan  
Pedestrian Plan  
Historic Preservation Plan  
Infill Incentives Strategies  
Architectural Design Plan  
Implementation Program



**Downtown Peoria  
Revitalization  
Plan**

# Committee Roles

- Consider, discuss and provide direction on key issues related to Central Peoria
- Provide the consultant with feedback on stakeholder issues and implementation ideas
- Recommend an achievable vision and support policy theme's for the future of Central Peoria

# Personal Objectives

*RFP States:*

*"The Plan will:*

- 1. Capture community vision to preserve and revitalize Old Town and surrounding areas while building on past efforts;*
  - 2. Establish and enhance the identity and define a sense of place; and*
  - 3. Provide development strategy for the Downtown, and provides policy framework to improve community identity, streetscape design, circulation and access, historical resources, and parking.*
- What would you like to see this design effort accomplish?**

# Personal Objectives

- Give or provide your impressions of Central Peoria.
- What kind of changes would you like to see?
- What do you think are the biggest challenges in revitalizing Central Peoria?
- What ideas do you have for improving the area?
- What have you liked that you have seen in other cities that is lacking here?
- What would you not like to see?
- How can Central Peoria be more inviting?

# Next Steps...

- Stakeholder interviews
- Complete urban design analysis for existing conditions inventory
- Planning Workshop (November)
- Future PAC meeting (October)

# Project Issues

- Lack of district identity
- Lack of pedestrian connections within and to the Downtown
- Grand Avenue is distressed
- Need for Central Peoria revitalization
- Need to capture Loop 303 Land Use Categories in the update
- A number of iconic developments
- Desire to capture Loop 303 Land Use Categories in the update
- Central Peoria-wide investment and reinvestment planned or underway
- 1999 CPRP
  - Need better graphic representation of Community vision.
  - Language in Land Use Designation is vague
  - Need additional development criteria and order.



# Open Forum

Call to the Public



# Project Contacts

- City of Peoria Contact:  
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Email: [LCappel@pmcworld.com](mailto:LCappel@pmcworld.com)

Project Website:

[www.peoriaaz.gov/planning/planning\\_CentralPeoriaRevitalizationPlan.asp](http://www.peoriaaz.gov/planning/planning_CentralPeoriaRevitalizationPlan.asp)

# Website Resource

[www.peoriaaz.gov/planning/planning\\_CentralPeoriaRevitalizationPlan.asp](http://www.peoriaaz.gov/planning/planning_CentralPeoriaRevitalizationPlan.asp)