

2011

CITY OF PEORIA, ARIZONA



Old Town Specific Area Plan



# TABLE OF CONTENTS

- I. EXECUTIVE SUMMARY ..... 1
- II. INTRODUCTION..... 3
  - Vision Statement..... 3
  - Purpose and Goals ..... 3
  - Project Area Description ..... 3
  - Physical Environment..... 4
  - Relationship to Other Plans ..... 6
  - Document Organization ..... 7
- III. GUIDING PRINCIPLES ..... 9
  - Increase Economic Vitality ..... 9
  - Foster Character & Sense of Place..... 9
  - Develop Connectivity & Walkability..... 9
  - Provide Quality Streets and Public Open Spaces ..... 10
  - Promote Sustainability ..... 10
- IV. DESIGN FRAMEWORK ..... 11
  - Districts ..... 11
    - Districts Map ..... 12
    - Old Town District ..... 12
    - Central District ..... 13
    - Grand Avenue Corridor District ..... 14
    - Arterial District..... 15
    - Outlying District ..... 16
- V. SPECIFIC AREA PLAN FRAMEWORK ..... 17
  - Land Use Concept ..... 17
    - Land Use Categories ..... 17
    - Land Use Map ..... 21
  - Circulation Concept..... 23
    - Roadways ..... 23
    - Circulation Map..... 25
    - Pedestrian and Bicycle Accommodations..... 26
    - Transit ..... 27
    - Parking ..... 28
- VI. URBAN DESIGN CONCEPT ..... 30
  - Streetscape Elements..... 30
    - Sidewalks ..... 30
    - Street Trees & Landscaping Elements ..... 31
    - Street Furnishings ..... 32
    - Street lighting..... 34
    - Public Art..... 34
  - Wayfinding & Signage ..... 34
    - Wayfinding/Directional Signage ..... 35
    - Street Signage ..... 35
    - Street Banners ..... 35
    - Gateways ..... 35
    - Gateway Locations Map ..... 36



## I. EXECUTIVE SUMMARY

The Old Town Peoria Specific Area Plan provides the vision for the redevelopment and revitalization of the four square-mile area located in and around Old Town Peoria, centered near the intersection of Grand Avenue with 83rd Avenue and Peoria Avenue in the southern area of the City. The area is envisioned as an accessible and inviting urban center that will support a wide-range of uses and attracts residents and visitors to businesses and events where an appealing pedestrian environment is enhanced by quality urban design.

### *Guiding Principles*

A number of guiding principles have been identified as key values for the area that serve as the foundation for this plan and guide the specific recommendations presented throughout this document:

- Economic Vitality
- Character & Sense of Place
- Connectivity & Walkability
- Quality Streets and Public Open Spaces
- Sustainability

### *Design Framework*

The four square-mile Plan Area exhibits a number of areas that have distinct physical characteristics and land use patterns. Acknowledging this diversity, smaller “Districts” have been defined within the Plan Area so that specific recommendations can be tailored to the distinct areas. The following are key features of the Design Framework:

- Well defined mixed-use enclaves, building on current predominant uses such as retail, local dining & entertainment, neighborhood services, office/residential, entertainment, and schools.
- Higher density residential uses above ground floor commercial uses throughout the designated areas.
- Osuna Park as a signature public space.
- A focus on pedestrians and transit.
- The Old Town District as a civic center by focusing on prominent civic functions, such as city government, community activity buildings, and parks.
- An increased local workforce resulting from the creation of office & business parks near the proposed multi-modal transit center.
- Strategically located parking to support uses in Old Town without overbuilding parking facilities, and parking consolidated into structures based on land use patterns.

### *Land Use Concept*

A land use concept and map have been developed to further define the vision for future development in the plan area. Eleven land use categories have been created to describe the desired built environment within the Plan Area. A number of mixed use categories are provided to accommodate developments that integrate multiple land uses such as commercial and residential. These mixed use land use categories will support the development of the dynamic pedestrian and transit oriented environment that is envisioned for the area.

### *Circulation Concept*

The circulation concept emphasizes the provision of a broad range of interconnected transportation options, with a focus on pedestrians, bicycles, and transit. The plan follows a context sensitive solutions approach to promote roadway designs that support surrounding land uses in terms of mobility, safety, access, and place making. Improving pedestrian and bicycle facilities and creating new transit options will not only increase the ease of traveling to and from and within the Plan Area, it will also contribute an inviting and attractive atmosphere that will make Old Town a destination.

### *Urban Design Concept*

The urban design concept provides design guidelines for creating public spaces that support a high quality urban environment. In addition, the design concept promotes walkability by enhancing the safety, comfort, convenience, and aesthetic character of the pedestrian environment and the quality of the pedestrian experience. Guidelines discuss the streetscape elements such as lighting and street furnishings as well as elements of wayfinding such as signage and directory kiosks.

## II. INTRODUCTION

### VISION STATEMENT

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 plan area, Old Town exhibits tremendous assets; ranging from its historic character to its proximity to employment centers, 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 development has shifted to larger transportation corridors (Bell Road, Loop 101 freeway) and the newly developing northern sections of the City. The vision set forth by in this plan is to return Old Town to a place of vibrancy and economic viability through thoughtfully designed public and private investment in the redevelopment of the area.

### PURPOSE AND GOALS

This document serves as a strategic planning tool that will underscore the City's intended course of action for public investments in Old Town Peoria, while also communicating the City's expectations to the development community regarding the type and quality of private development that is appropriate for Old Town. The City has prepared this document in compliance with state statutes (ARS §9- 461.08) pertaining to the preparation of specific plans. The City will amend its existing General Plan (through the major amendment process) to incorporate the land uses and locations described in this specific area plan for Old Town Peoria. This plan has been developed with consideration of the following goals:

- 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.

### PROJECT AREA DESCRIPTION

#### *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 fourth largest city in terms of incorporated area and



9th largest in population. It is uniquely located in two counties, Maricopa and Yavapai. 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.

### *Local Context*

Located within the southern portion of the City, the Plan Area is comprised of approximately four square miles, with a 2007 population of approximately 24,000 residents. The area is bounded by Cactus Road to the north, Olive Avenue to the south, Loop 101 to the west and 75th Avenue to the east. A focused “core planning area” covering just over half a square mile at the center of the larger Plan Area has also been established. This area represents the key Old Town business area and residential neighborhoods that will form the nucleus of a redefined and integrated downtown setting. This core area stretches northward from approximately Mountain View Road though historic Old Town extending to vacant and underutilized parcels situated north of Peoria and Grand Avenues. The core area spans from approximately Cotton Crossing on the east to 85th Avenue on the west and the area is bisected by Grand Avenue, a major arterial that extends diagonally to the northwest from downtown Phoenix towards outlying communities in the far northwest Valley. The original Peoria townsite is located to the south of Peoria and Grand Avenues in the core area. Within this area, development occurred in a small-block street grid pattern in a manner characteristic 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 pattern is an ideal framework on which to construct a revitalized and vibrant downtown.



## **PHYSICAL ENVIRONMENT**

### *Land Use*

Within the plan area outside of the Core Planning Area, land uses are generally suburban in character, predominantly low-density residential with commercial land uses located 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, as well as 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.

The Core Planning Area includes a “Main Street” style commercial district and blocks of early residential development. This area also displays a significant concentration of community and cultural facilities, including the Peoria Center for the Performing Arts, Peoria Community Center, Peoria Arizona Historical Society Museum, and the City of Peoria Municipal Complex. In addition, there are a number of larger,



underutilized auto-oriented developments dating from the early 1970's to the early 1990's along Grand Avenue that offer prime opportunities for redevelopment.

### *Urban Form and Character*

The current urban form in the center of the Plan Area is reminiscent of Peoria's early history. The area displays a combination of historic and contemporary architectural 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 Plan Area that are not present in much of the City. This urban form provides the groundwork for achieving the walkable, vibrant center that is desired by the community. Building upon this foundation will create a uniquely Peoria urban environment.

### *Circulation, Parking, and Transit*

#### *Existing Circulation 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 from southeast to northwest, is the exception to this pattern. The Burlington Northern-Santa Fe Railroad parallels Grand Avenue.

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.

#### *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, public, and private parking.

#### *Transit*

The City of Peoria / Valley Metro fixed route services operate Monday through Friday. Local bus routes allow riders to travel to major employers and points of interest throughout the Valley. The City of Peoria operates two park-and-ride facilities that 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.

### *Community Resources*

The Plan Area contains a number of buildings and public places that are assets to the area and the community as a whole. These resources range from historic buildings dating back to Peoria's earliest years, to striking examples of contemporary architecture and outdoor public spaces.

#### Old Main - Peoria High School

The "Old Main" building at Peoria High School opened its doors in Peoria in 1922. Designed by prominent local architects and constructed with the assistance of many community members, the 3 story building with its distinctive Mission-Revival style still stands today but is no longer in use as a school.

### 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 key attraction of the core planning area.

### Osuna Park

Identified on the original plat of the Peoria townsite as Washington Park, this lush open space in the center of Peoria's Old Town is a key community gathering place for festivals and other special events. Planned improvements, scheduled for completion in December 2011, will bring the park to over 3 acres in area with amenities to include seating, concert space, restrooms, and a rose garden.

### Peoria Jail House

This small building was constructed as a Works Progress Administration project in 1939 to serve as both Peoria's original Town Hall and jail. The building was later used by the Chamber of Commerce and has since been restored as the Peoria Jail House Museum.

### Fire Station #1

Originally constructed as Peoria's first dedicated theater, this building was converted in the 1950s to serve as the fire station for the newly incorporated Town of Peoria.

### Central School

Built in 1906, the two-room Central School is Peoria's oldest existing school building. Today, it is home to the Peoria Arizona Historical Society Museum and is listed on both the National and Peoria Registers of Historic Places.

### Peoria Community Center

A number of community programs, including activities for senior citizens and individuals with developmental disabilities meet at the Community Center. A renovation and 10,000 square-foot expansion project planned for late 2011 will modernize the building and provide room for additional programs and activities.

### Peoria Woman's Club

The Peoria Woman's Club building was constructed in 1919 in Osuna Park (formerly Washington Park). It has accommodated numerous functions of the Peoria Woman's Club, including serving as the town library from 1920 until 1975. In 2008, the Peoria Woman's Club building was repaired and relocated next to the Peoria Community Center

### The City of Peoria Municipal Campus

Serving the majority of the City's governmental needs, this facility incorporates public amenities such as gardens, an amphitheater, a public library, and gathering spaces. The municipal campus also contains much of the off-street public parking within the Plan Area in parking structures.

## **RELATIONSHIP TO OTHER PLANS**

This Plan closely follows the recommendations of the Old Town Peoria Revitalization Plan. Adopted by the Peoria City Council in December 2009, the Old Town Peoria Revitalization Plan resulted from a two year-long planning process that included extensive civic engagement and input and referenced a number of existing plans. The vision, guiding principles, and preferred urban form developed in the Old Town Revitalization Plan are the basis of this Specific Area Plan. The Peoria Multi-Modal Transportation Plan, adopted by City Council in March 2011 informs many of the transportation-related policies and objectives of this Plan.

## DOCUMENT ORGANIZATION

The Old Town Peoria Specific Area Plan provides standards and guidelines for land use, circulation, urban design, and streetscapes. The Specific Area Plan is organized as follows:

- Chapter I consists of the Executive Summary of the Plan, including the Plan’s Vision Statement.
- Chapter II provides background information about the people and places of the Plan Area and describes the goals of this plan.
- Chapter III establishes the guiding principles of the plan.
- Chapter IV describes the desired urban forms of the Plan Area. The Design Framework divides the Plan Area into several smaller districts in order to tailor the design forms to the unique character of each district.
- Chapter V presents land use and circulation concepts and maps.
- Chapter VI illustrates the urban design concept for the plan area including streetscape elements and wayfinding/signage components.



### III. GUIDING PRINCIPLES

A number of guiding principles have been established, recognizing the key factors that will play a role in the revitalization of the Plan Area. The guiding principles follow. Under each principle, a number of broad concepts and approaches are identified that will be employed to achieve the desired vision for the plan area.

#### INCREASE ECONOMIC VITALITY

- Promote mixed-use development, neighborhood serving uses, an assortment of housing types, and a variety of 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 serve the local market and also attract visitors.
- Promote the development of higher education opportunities.
- Attract and retain high-tech and sustainable industries.
- Develop strategies to encourage businesses to locate in the Old Town area.

#### FOSTER CHARACTER & SENSE OF PLACE

- Establish a vibrant environment that lends to a dynamic, exciting, and welcoming atmosphere that defines the “Old Town experience”.
- Integrate new development into the established scale, architectural and historical contexts 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.
- Enhance and reinforce the historic identity in Old Town through the design of building facades, awnings, signage, utilities, streetscape elements, public art, and building setbacks.
- Promote design standards for development and construction that respond to community values of quality architectural design and distinctiveness.
- Create an interesting, unique neighborhood that reflects the values and cultures of the people who reside in the area through festivals and events.
- 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.

#### DEVELOP CONNECTIVITY & WALKABILITY

- Develop an urban circulation system that accommodates pedestrians, bicycles, transit, freight, rail, emergency responders, and motor vehicles while responding to the existing context. The circulation system should complement the buildings, public spaces, and landscape and support the social and economic activities associated with adjacent and surrounding land uses).
- Ensure connectivity between pedestrian walkways, transit, and other transportation choices.
- Support a variety of transportation options.
- Enhance wayfinding for pedestrians, drivers, and bicyclists within the Plan Area.
- Coordinate land use and transportation to increase the efficiency and performance of the existing road network.
- Create a network of connected streets, promenades, and spaces that enhance the area and contribute new elements to Old Town’s spatial structure reinforcing its gateway status.

- Overcome the physical and perceived barriers created by Grand Avenue.
- Foster a mix of land uses that are accessible by all modes of transportation.
- Establish a multi-modal transportation hub that will provide users a variety of convenient options for moving throughout the Plan Area.
- Encourage mixed land uses and compact development with a variety of neighborhood services such as salons, grocery stores, coffee shops, restaurants, dry cleaners, medical offices, and banks within a 10-minute walk of residential and employment uses.
- Encourage complete neighborhoods that provide appropriate streets, public spaces, and pedestrian-oriented retail to ensure safe and inviting pedestrian conditions.
- Retrofit or construct Americans with Disabilities Act (ADA) compliant sidewalks/crosswalks throughout the Old Town area.
- Improve street lighting to enhance pedestrians' sense of security.
- 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 safe and convenient routes between uses.

### **PROVIDE QUALITY STREETS AND PUBLIC OPEN SPACES**

- Create and enhance existing connections between pedestrian walkways, plazas, parks and other public spaces.
- 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.
- Promote youth & adult programs such as Adopt-a-Streets, to voluntarily clean and maintain public spaces

### **PROMOTE SUSTAINABILITY**

- Promote sustainable development principles, including the reuse of existing buildings and infrastructure, the use of energy efficient designs and materials, as well as the use of drought tolerant/native plants, permeable paving and surface treatments, and the incorporation of solar heating and solar energy-generating technologies.
- Consider environmentally conscious design choices and materials for City capital improvement projects.
- Pursue Leadership in Environmental Design (LEED) designation for new and renovated City Buildings.

## IV. DESIGN FRAMEWORK

The design framework identifies the key elements of the community’s vision and provides long-term structure for redevelopment and recommended land use patterns within the Old Town core and the surrounding districts. The design framework defines the desired character and key objectives for each district.

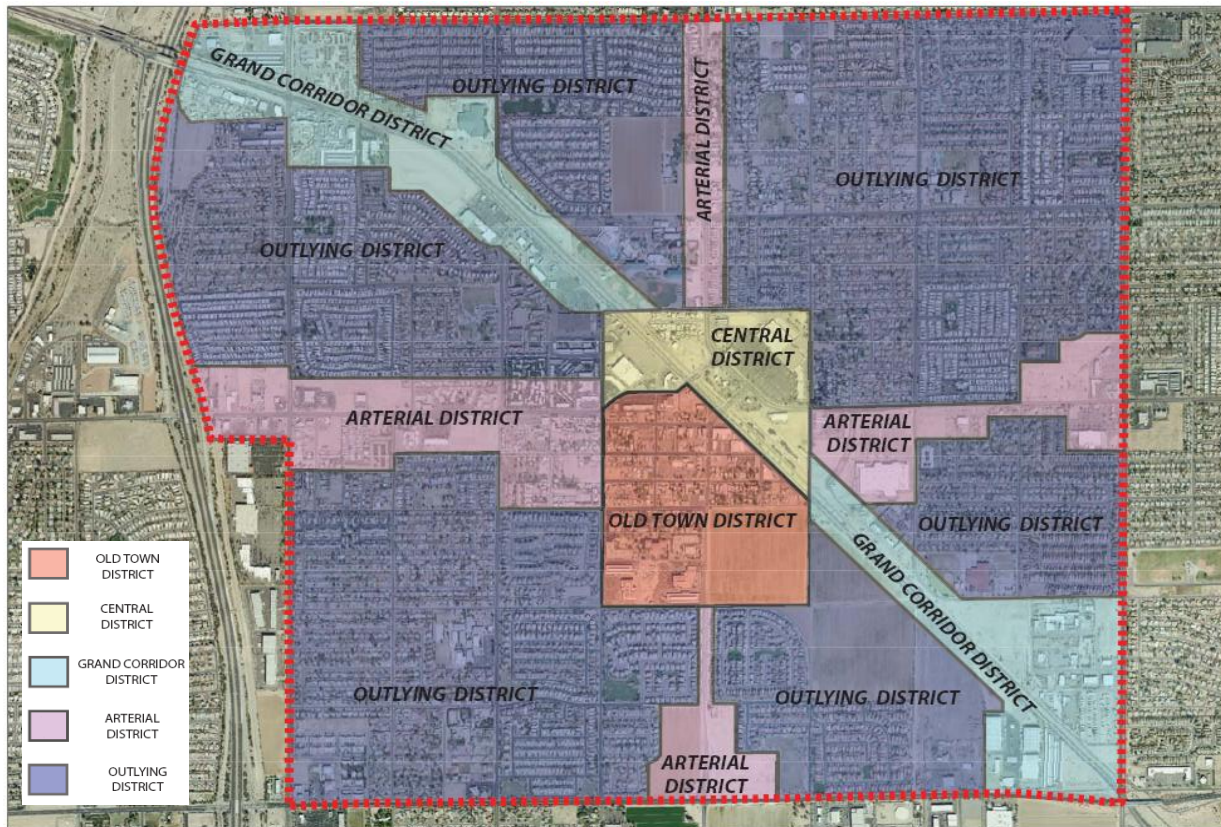
### *Key features of the Design Framework:*

- Well defined mixed-use enclaves, building on current predominant uses such as retail, local dining & entertainment, neighborhood services, office/residential, entertainment, and schools.
- Higher density residential uses above ground floor commercial uses throughout the designated areas.
- Osuna Park as a signature public space.
- A focus on pedestrians and transit.
- The Old Town District as a civic center by focusing on prominent civic functions, such as city government, community activity buildings, and parks.
- An increased local workforce resulting from the creation of office & business parks near the proposed multi-modal transit center.
- Strategically located parking to support uses in Old Town without overbuilding parking facilities, and parking consolidated into structures based on land use patterns.

## DISTRICTS

Recognizing that the four (4) square-mile Plan Area is large and contains sections with distinct physical and land use characteristics, it has been divided into smaller units or “Districts.” The district methodology allows the Plan to tailor specific guidelines and actions to targeted areas based upon their distinct environments, opportunities, and revitalization objectives. The districts are characterized in relation to the core planning area. The Arterial and Grand Corridor Districts have a distinct corridor-oriented retail and employment focus and carry traffic into and through the core area. The Outlying District is predominantly composed of existing single-family neighborhoods (both mature and newer developments) and neighborhood-commercial gateway locations at the periphery of the core planning area. Finally, the Central and Old Town Districts are the historic center of the city and are identified as the core planning area that is the central focus of this Plan. The Districts Map that follows illustrates the approximate boundaries of each District. The descriptions that follow illustrate the desired character and accompanying design objectives for each district.

## Districts Map



### Old Town District

The Old Town District 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.

The Old Town District functions as the community 'Main Street'; reminiscent of the scale, pattern, and uses found in traditional small town downtowns. Typically, two-story street-facing buildings are placed close to the street, 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 Plan Area has the potential to be enlivened by the future development of a higher education facility at the edge of the Old Town District on the Peoria Place property. Such a facility would complement the retail and residential components and would have direct access to the multi-modal transit hub.





## *Old Town District Development and Urban Design Objectives*

### *Development Objectives*

- Maintain and expand the traditional Old Town commercial core (along Washington St. and 83rd Ave.) with its historic character.
- Encourage civic and family-friendly activities designed to support the local community and attract visitors such as street fairs, farmers markets, and specialty shopping.
- 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) that communicates Peoria’s past.
- Develop an “art in public places” program that supports local artists.

### *Design Objectives*

- Maintain the existing small-block, low-rise urban form.
- Support the adaptive reuse of historically significant structures where possible.
- Promote thoughtfully designed pedestrian-scaled mixed-use infill development and redevelopment with commercial or service uses on the ground floor of all buildings.
- Expand old Town’s streetscape and open space improvements, including lighting, special paving, gateways, signage, public art, and distinctive décor that will cultivate a clean, safe, inviting, and entertaining small town atmosphere.
- Support the use of shared parking facilities to create continuous facades on commercial blocks.
- Improve and enhance connectivity between the municipal complex campus and the Old Town commercial district.
- Establish Osuna Park as the centerpiece of Old Town by providing an active gathering place with facilities for major festivals (public restrooms, furnishings, hardscape, etc).
- Explore key locations in Old Town for temporary street closures to auto traffic to create a “pedestrian mall” if market conditions allow.
- Investigate possibilities for making Washington Ave. a convertible pedestrian space for special events with specialized paving and removable bollards.
- Consolidate park-n-ride facilities to the multi-modal station north of Grand Ave. at 83<sup>rd</sup> Ave. to free existing park-n-ride lots for other users.

### **Central District**

The Central District principally comprises the old Wal-Mart site and 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 situated around a multi-modal 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.



First floor spaces will be designed for a variety of uses including retailers of various sizes in an urban on-street configuration, as well as restaurants, coffee shops, galleries, and smaller boutiques. Upper floors may support a mixture of uses including additional retail, commercial/office uses, and residential. Public improvements will encourage mid- and larger-scale urban retail that can augment the smaller-scale retail of the Old Town District. 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. 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 Development and Urban Design Objectives*

#### *Development Objectives*

- Create a new multi-modal transit station on 83rd Avenue, between Grand Avenue and Peoria Avenue.
- Redevelop the former Wal-Mart site with a large, walkable, mixed use project with a focus on transit oriented design.
- Attract high tech/office users and possibly a convention center and hospitality at 84th Ave. and Grand Ave.
- Develop medium and high density residential and office uses flanking the transit station.

#### *Design Objectives*

- Create a Unique design theme for public open spaces and amenities that will give the District a distinct character and feel, while complimenting the design elements of the adjacent Old Town District.
- Build a streetscape that favors 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.
- Connect the Central District to the Old Town District with public improvements, a pedestrian promenade, and unified design elements.
- Encourage building designs that allow for a combination of larger anchor retail tenants with a variety of mid-size and smaller retail spaces. Support the development of a variety of building types and sizes to attract a wide range of tenants.



### **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 uses do. The Grand Avenue Corridor has the potential to support light industrial developments by accommodating coordinated industrial parks with high-tech, low-intensity industrial uses. Planned industrial centers will 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 Development and Urban Design Objectives*

#### *Development Objectives*

- Boost activity in Old Town by increasing the population of Old Town area employees, who can frequent area businesses.
- Transition Goodwill (former Kmart) site into a high-tech/office research or educational campus.

#### *Design Objectives*

- Redevelopment projects should include improved site design, better access management techniques, attractive building facades, and landscaping.
- Develop new projects in the form of planned industrial/research/office parks with individual site plans integrated into larger campus plans.
- Parking garages should be used to increase the amount of area available for industrial clusters and business/industrial parks.
- Establish safe and effective pedestrian connections along Grand Ave. to the Old Town core.

### **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 Development and Urban Design Objectives*

#### *Development Objectives*

- Establish the district as a gateway to Old Town and a link between Old Town and the Sports Complex, making use of the existing transportation corridors.



#### *Design Objectives*

- Plan new developments based on the principles of transit-oriented design.
- Establish gateways and thematic elements to provide an identifiable transition into Old Town
- Enhance the pedestrian environment with detached sidewalks, shaded walkways, street furniture, properly scaled lighting, and other amenities.
- Improve screening and buffering between higher intensity uses and adjacent residential areas.

- Utilize signage to provide visual ties between Old Town and the Sports Complex.

### **Outlying District**

The Outlying District consists of primarily single-family neighborhoods that are suburban in nature. While the plan looks to create a more urban environment in the Core Area, this district will be connected to the core while maintaining a suburban character. Some vacant land exists in this district, and the intent is to develop these areas with compatible uses and a design palette that complements and enhances the character of the existing developments.

### *Arterial District Development and Urban Design Objectives*

#### *Development Objectives*

- Promote the development of higher education facilities, on sites such as the Peoria Place property (located east of the Peoria Municipal Campus).

#### *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.
- Design significant open space oriented to neighborhood users.
- Orient residential development to the public, embracing the street and public open space.
- Maintain a strong street presence with maximum setbacks for all structures.

## V. SPECIFIC AREA PLAN FRAMEWORK

### LAND USE CONCEPT

#### Land Use Categories

In an effort to spatially define and describe the vision for future development in the Planning Area in relation to geography, a land use concept and land use map have been developed that will encourage a mutually supportive mix of uses in a transit and pedestrian-oriented development pattern with a vibrant business, entertainment and living environment. The types and location of buildings play a key role in attaining this desired character. In addition, this vibrant “urban” environment will have a strong emphasis on public open spaces and parks as community building features. Because much of the plan area is already developed, in-fill and new development will need to be designed in a context-sensitive manner to integrate into the existing fabric of the community.

The land use concept describes development character, a target range of uses, and preferable building types for the 11 land use categories identified within the plan area. For each land use category, examples of desired building types are identified. These building types range from single-family residences, to stacked flats, to mixed-use office and commercial buildings. Specific architectural design standards and guidelines for various land uses are identified within the City of Peoria Design Review Manual.

#### *Low Density Residential*

This land use category comprises existing 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 property development standards directly related to such lot sizes. Density is between **2-5 dwelling units per acre. Target density is 3 du/acre.** 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 appropriate transitions in density and housing types from Single Family Residential areas. Density is between **5 and 18 dwelling units per acre. Target density is 12 du/acre.** Courtyard-style single family developments, duplexes, townhomes (whether single or multi-family), 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.



### *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 and 25 dwelling units per acre**. **Target density is 22 du/acre**. This designation is intended for higher density housing forms including stacked flats, and 2-3 story condominium and apartment complexes.



### *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 units in and around the center of the Plan Area, near that proposed transit center and other amenities. This category will consist of housing forms such as stacked flats and condominium and apartment complexes of 4-6 stories. The purpose of the High Density Residential land use category is to allow development of housing types with a density between **25 and 40 du/ac dwelling units per acre**. **Target density is 30 du/acre**.



### *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 office and/or residential uses with retail and service commercial 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 of up to 25 units per acre) are also permitted by right when vertically integrated above other permitted uses. 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 of up to 25 units per acre) are also permitted by right when vertically or horizontally integrated with commercial uses. Vertically integrated residential uses above the ground floor are encouraged to create a variety of live-work units, while horizontally integrated



residential uses should be located away from the street frontage, primarily as buffers for adjacent lower density residential development. Residential uses should not exceed 50 percent of the ground floor building space per lot or parcel. 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 ground floor area should be office uses. Residential uses are permitted by right when integrated with office uses. Vertically integrated residential uses above the ground floor are encouraged to create a variety of live-work units, while horizontally integrated residential uses should be located away from the street frontage, primarily situated as buffers for adjacent lower density residential development. 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 will have a strong orientation to the street, contributing to the pedestrian environment adjacent to the street right-of-way. This category denotes areas characterized by administrative, medical, and professional offices, specialty retail, and other neighborhood-scale uses.

### *Light Industrial Mixed Use (IMU)*

The purpose of the Light Industrial Mixed Use category is to allow a wide range of office and light industrial development 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 of buildings and site design.



### *Flex Mixed Use (FMU)*

The purpose of this land use category is to facilitate the development of amenities that are a regional



draw. Specific facilities may include entertainment, hospitality, convention, and/or higher education land uses. Additional uses should be developed, such as hotel, retail, and restaurant uses that would support the “regional amenities” and support offices and the Performing Arts Center in Old Town.

Buildings in this category will likely have large footprints and in some areas may be up to 100 feet in height (typically 8 stories) to accommodate hotels and/or other significant uses. Strong visual and pedestrian-oriented connections should be made between the uses in this land use category. Development at the edges of this category shall be designed to relate appropriately to less intense uses/land use designations, particularly adjacent residential uses.

### *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 predominant use.



### *Park / Open Space (P/OS)*

The Park/Open Space category is reserved for open space, active and passive recreational opportunities, and support facilities. In the Plan Area, the Park/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.

### **Transit Oriented Development**

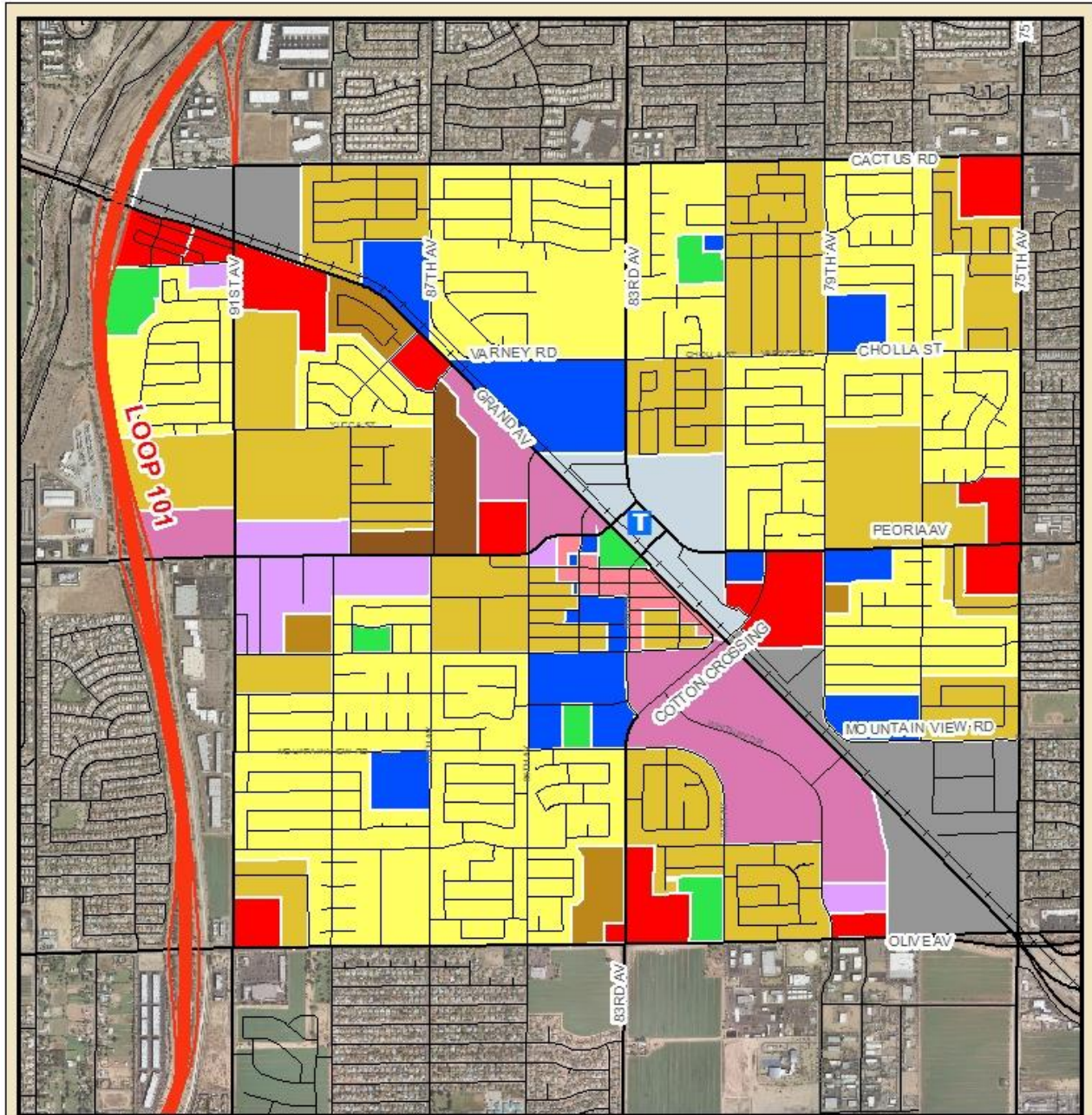
The purpose of the Transit Oriented Development category is to facilitate the growth of mixed use developments around major transportation corridors such as Grand Avenue, Developments in this category shall provide a retail and / or office component in proportion to the entire project, and shall ensure that the project is accessible and integrated into nearby public transit facilities. These developments provide dedicated and enhanced pedestrian access to adjacent paths, trails, open space, and commercial development. Residential uses (density between 18-35 units per acre, target density=30 du/ac)are permitted by right when integrated with non-residential uses such as retail and office.



*Table 1: Summary of Proposed Land Use Standards*

Land Use Category		Primary Uses	Density Range (dwelling units/acre)	Target Density (dwelling units)	Maximum Height (feet/stories)
Residential /Low	Low Density Residential	Single Family Residential	2-5	3	30/2
MDR	Old Town Medium Density Residential	Single and Multi-Family Residential	5-18	12	30/2
MHDR	Old Town Medium-High Density Residential	Multi-Family Residential	18-25	22	48/3
HDR	Old Town High Density Residential	Multi-Family Residential	25-40	30	72/6
CCM	Core Commercial Mixed Use	Retail & service uses w/ integrated residential and office uses	Up to 25 (vertically integrated)	n/a	36/3
OTCMU	Old Town Commercial Mixed Use	Retail, service, and office uses w/ integrated residential uses	Up to 25	n/a	48/4
OMU	Office Mixed Use	Office uses w/ integrated retail and residential uses	n/a	n/a	36/3
IMU	Light Industrial Mixed Use	Light industrial & office uses w/ integrated retail & support services	n/a	n/a	60/5
FMU	Flex Mixed Use	Convention, office, hospitality, university, and entertainment uses	n/a	n/a	100/8
PQP	Public/Quasi-Public Use	Public, quasi-public, and institutional uses	n/a	n/a	n/a
OS	Open Space	Recreation and supporting uses	n/a	n/a	n/a
TOD	Transit Oriented Development	Residential, office, and commercial	18-35	30	n/a

# Land Use Map



## Old Town Land Use Map



### Old Town Land Use Categories

- |   |  |
|---|--|
| CCM - Core Commercial Mixed Use               | MHDR - Medium-High Density Residential (18-25 du/ac) |
| FMU - Flex Mixed Use                          | OMU - Office Mixed Use                               |
| HDR - High Density Residential (25-40 du/ac)  | OS - Park/Open Space                                 |
| IMU - Light Industrial Mixed Use              | OTCMU - Old Town Commercial Mixed Use                |
| LDR - Low Density Residential (2-5 du/ac)     | PQP - Public/Quasi Public                            |
| MDR - Medium Density Residential (5-18 du/ac) | TOD - Transit Oriented Development (18-35 du/ac)     |
| Transit Station                               |  |



## CIRCULATION CONCEPT

A context sensitive approach to circulation will facilitate the development of a traditional main street atmosphere in Old Town. Urban circulation should accommodate pedestrians, bicycles, transit, freight, emergency response, and passenger vehicles. 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 surrounding land uses. They should serve their surrounding land uses in terms of the mobility, safety, access, and place-making functions of the public right-of-way.

Walkability is a guiding principle of this Plan. Enhanced walkability benefits the Plan 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.

Integrating multiple forms of transportation in the Plan Area will offer a variety of convenient options for traveling to, from, and within the Plan Area. The availability of coordinated transportation options should reduce vehicular travel and lessen parking demand in the immediate area. Parking requirements in the Plan Area should reflect the anticipated land uses as well as availability of alternative modes of travel.

## Roadways

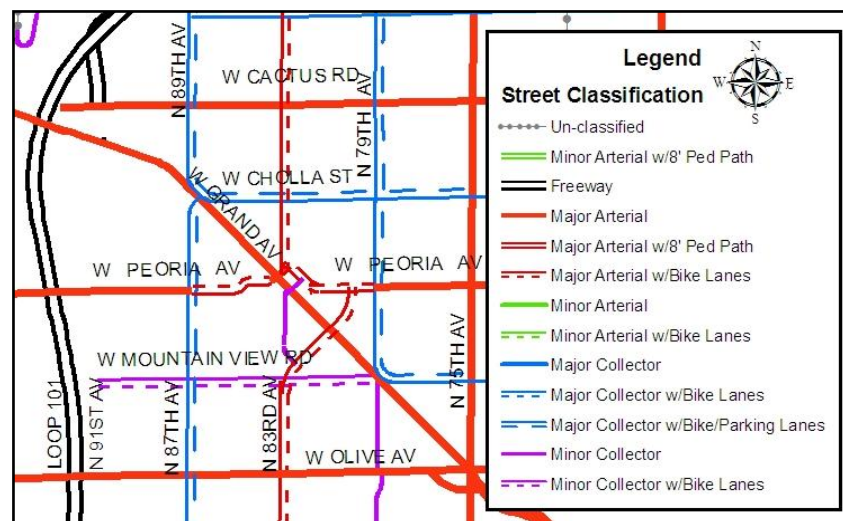
The Street Classification Map, (excerpt shown below) is an Engineering and Planning tool that identifies streets by type and addresses a number of roadway characteristics including pavement, landscaping, and total right-of-way widths, as well as the number and widths of bicycle and vehicle lanes. This document is used when implementing Capital Improvement Program projects and during the development of properties that are adjacent to roadways.

The Plan Area includes three basic types of streets identified on the Street Classification Map: major arterials, major collectors, and minor collectors.

Major arterials within the Plan Area include:

- Cactus Road
- Peoria Avenue
- Olive Avenue
- 75th Avenue
- Grand Avenue
- 83rd Avenue/Cotton Crossing
- 91st Avenue.

The remaining roadways are classified as major collectors or minor collectors. Roadways not identified on the Street Classification Map are considered local roads that are intended to provide



Street Classification Map Excerpt

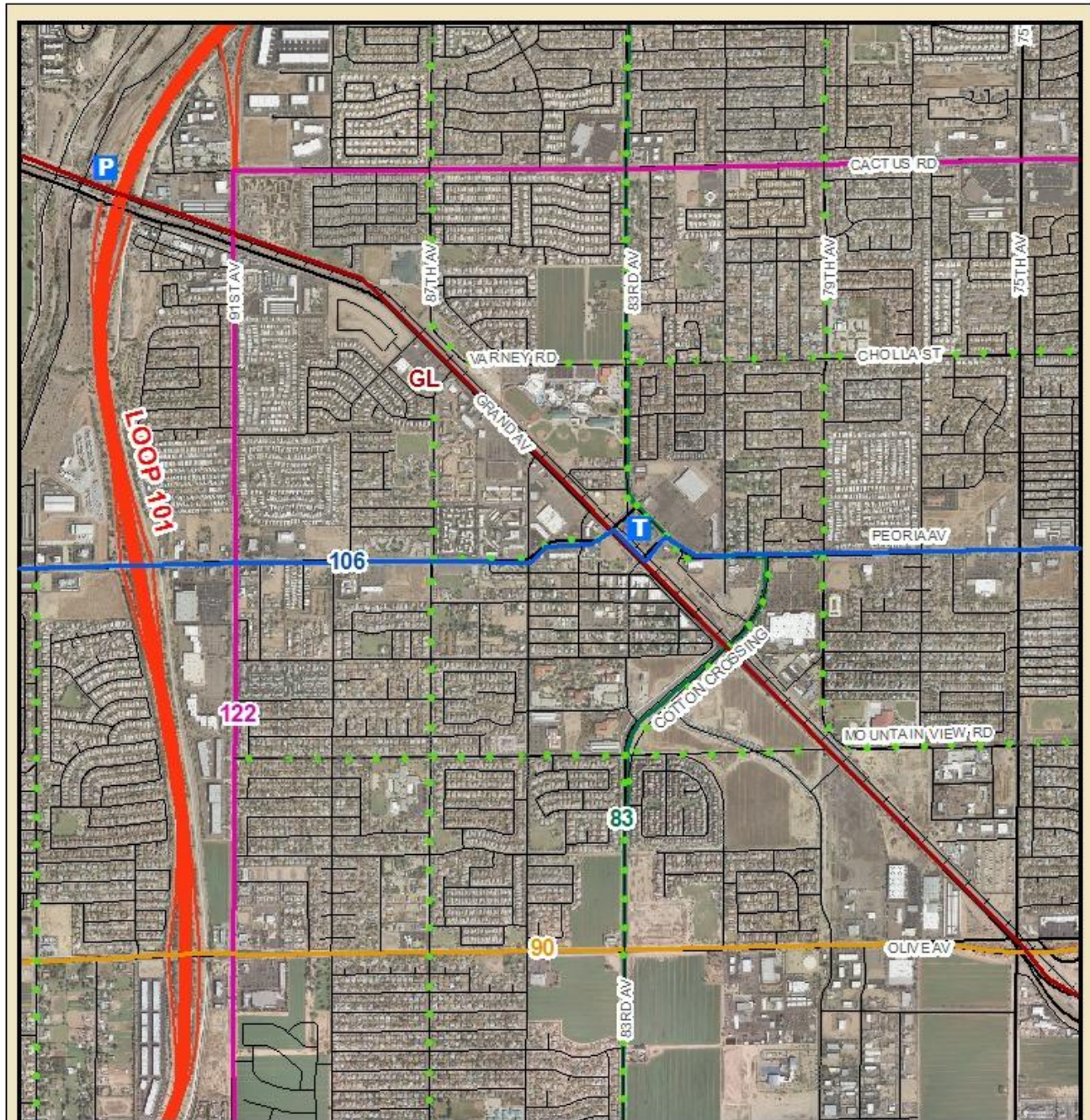
connections to collector streets and tend to accommodate lower traffic volumes.

#### Roadway Improvements

Improvements to Grand Avenue (US-60) are included in the Maricopa Association of Governments' (MAG's) Regional Transportation Plan (RTP). Currently, there are planned improvements to street lighting, walls/fencing, median improvements, and landscaping, for the Peoria portion of Grand Avenue from 67th Avenue to Loop 101. These improvements will be completed with Phase II of the Grand Avenue Major Investment Study Project that will be undertaken by ADOT within the next xx months/years (see Rich). Outside of the 20-year planning horizon for the Regional Transportation Plan, the Grand Avenue Major Investment Study has recommended improvements to Grand Avenue that would potentially affect the Plan Area, including the grade separation of Grand Avenue, depressing it under Peoria Avenue and 83rd Avenue.

The City of Peoria will be conducting a "downtown traffic study" in fiscal year 2012. Pending the findings of the study, the existing 83rd Avenue intersection at Grand could potentially be converted to a T-intersection and the BNSF vehicular crossing would be removed. This comprehensive traffic operations analysis may also reveal additional constraints or opportunities in the Old Town area.

# Circulation Map



## Old Town Circulation Map

- Roadways with Bike Lanes
- Transit Station
- Park 'N Ride
- Existing and Proposed Bus Routes
- 106
- 122
- 83
- 90
- Grand Limited (GL)

0 0.25 0.5 1 Miles



## **Pedestrian and Bicycle Accommodations**

Within the Old Town District, bicycle and pedestrian accommodations vary by street and block. Sidewalks are found along the vast majority of streets in the district, while 83<sup>rd</sup> Avenue (south of Monroe), 85<sup>th</sup> Avenue, and 87th Avenue currently have bicycle lanes. Undesignated shoulder lanes for parking and bike use are located on Monroe Street. Marked pedestrian crossings occur at an intermediate frequency. While not every intersection has marked pedestrian crossings; many do, particularly along 83rd Avenue, 84th Avenue, and Washington Street, which are marked with paint or decorative pavers.

### *Bicycle Facility Needs*

The Bicycle Development Plan, prepared in 2007 provides a strategy for the continued development of on-street bicycle facilities. The plan noted that there is reasonable bicycle access to the Old Town District from the adjacent neighborhoods via local roads. However, it is far more difficult to access the area from farther away due to the prevalence of roads with very high traffic volumes and the absence of shoulders or bike lanes. The multi-legged intersections where 83rd Avenue and Peoria Avenue cross Grand Avenue are also particularly challenging. Many streets in the Plan Area, such as 83<sup>rd</sup> Avenue between Monroe Street and Grand Avenue, Washington Street, and Jefferson Street are not well suited for the installation of bicycle lanes because of road width and the presence of parallel or front-in angle parking. However, the low volumes and posted speeds of these streets provide adequate conditions for bicycles to share the travel lands with motor vehicles.

### *Pedestrian and Bicycle Facility Objectives & Policies*

#### *Objectives:*

- Provide convenient, secure bicycle parking in the Plan Area.
- Offer as much space as possible between the backs of curbs and right-of-way lines for pedestrian movements, landscaping (shade), and other amenities.
- Allow sufficient roadway width to safely accommodate vehicular movement, bicycle travel, and on-street parking.
- Enhance pedestrian connectivity throughout the Plan Area.
- Reduce walking distances across vehicle travel lanes.
- Reduce conflicts between motor vehicles and bicycles.
- Ensure current ADA requirements are met.

#### *Policies*

- Provide pedestrian refuge islands when appropriate, reducing travel lane widths, and removing unneeded vehicle lanes through “road diets”.
- Provide bicycle lanes on Peoria Avenue in conjunction with regularly scheduled maintenance or mill and overlay projects.
- Increase connectivity between Osuna Park and the north side of Grand Avenue with a pedestrian/bicycle gate-controlled, at-grade crossing of the railroad, potentially at 83<sup>rd</sup> Avenue, if it is closed to vehicular traffic.
- 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.
- Improve crosswalks in the Old Town District, consistent with the existing crossing at 83<sup>rd</sup> Avenue and Washington Street.

- Investigate possibilities throughout the plan area for replacing on-street front-in angled parking with back-in angled parking.
- Convert single wheelchair ramps throughout the Plan Area to dual directional ramps.

## Transit

### *Existing Public Transportation*

Three routes of the City of Peoria / Valley Metro fixed route bus service run in the Core Planning Area Monday through Friday (Route 106, Route 571, and the Grand Avenue Limited). Peoria Dial-A-Ride and Para-transit services provide basic transportation services for the residents of Peoria using 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+) allows the transport of Peoria residents to the neighboring medical campuses of Sun City and Glendale.

### *Transit Objectives*

The Peoria Multi-Modal Transportation Plan, completed in March of 2011, provides recommendations for expansions and improvements to Peoria's citywide multi-modal transportation system, ranging from the near-term (2011-2016) through to the long-term (beyond 2026).

- Maximize the opportunities for integrating multiple forms of transportation and offer the user a variety of convenient options for moving to, from, and within the Plan Area. The availability of coordinated transportation options should reduce vehicular travel and lessen parking demand in the immediate area.
- Focus on the integration of Peoria's transit services into the regional transit system by extending Valley Metro services into Peoria.
- Provide complete service hours on new and existing Valley Metro routes as they operate through Peoria.
- Maintain Peoria Dial-A-Ride service.
- Improve bus stop facilities and incorporate artwork into major stops.
- Develop an Old Town Transit Center on 83rd Avenue between Grand Avenue and Peoria Avenue.

#### Short-Term (2011 to 2016)

- Improve Route 106 Peoria service.
- Improve bus stops.

#### Mid-Term (2016 to 2026)

- Develop Old Town Transit Center/Park and Ride.
- Extend Route 138 Thunderbird into Peoria.
- Implement new Route 83 83rd Avenue local route.
- Continue to improve bus stops.

#### Long-Term (Beyond 2026)

- Extend Valley Metro's local bus grid service into much of Peoria.
- Develop new park and ride lots.
- Support development of Grand Ave commuter rail.

## 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 including the following:

- 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 the center of Old Town, of which 80 are in dedicated park-and-ride lots and approximately 500 are on-street spaces.

### *Parking Demand*

Estimating future peak and average demands for parking in the area is difficult at best. Anecdotal evidence has suggested that there is insufficient parking on Madison Street, between 83rd and 84th Avenues during events at the Peoria Center for the Performing Arts and for the businesses on 83rd Avenue, between Washington and Monroe. However, rather than an absolute parking deficit, the more precise issue may be effective connectivity between existing parking and desired destinations. Establishing visual and pedestrian connections through wayfinding signage and streetscape features so that drivers can easily navigate to available parking and then feel safe and comfortable walking to their destinations could have a significant positive influence on reducing any perceptions that there is insufficient parking in the Old Town District.

### *Parking Strategies*

Zoning laws have traditionally been designed to accommodate suburban development patterns in open areas rather than the redevelopment of existing town centers that have more compact forms of development. Similarly, the City's standard parking requirements do not lend themselves to supporting the vibrant, walkable environment that is desired for Old Town. Typical commercial development dedicates 54% of the site to parking, a development form that limits possibilities for compact development on pedestrian-oriented streets lined with continuous storefronts. The City recognized these constraints and created the Old Town Mixed-Use Zoning Districts that have no minimum parking requirements. Shared parking is encouraged among developments in these districts.

### *Parking Policies*

- Continue using specialized parking requirements within the 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 Core Area (but outside the Old Town Mixed-Use Zoning Districts 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 may increase spillover parking until such time that a comprehensive transit system is in place and that they 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. 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.

## VI. URBAN DESIGN CONCEPT

This section provides design guidelines to create streetscapes that support a high quality urban environment. In addition, they promote walkability by enhancing the safety, comfort, convenience, and aesthetic character of the pedestrian environment and the quality of the pedestrian experience. Improving the attractiveness and effectiveness of the pedestrian network is important in order to encourage walking as both a realistic mode of transportation and as just a way to experience the area's charm while visiting the area's shops and cultural resources. Visitors will want to know about Old Town's unique features and how to find them easily. The pedestrian network should connect both existing and proposed features and guide visitors through the area while providing safe and inviting places for both quiet and social activity. Pedestrian street furnishings should be located along the way as well. These unified improvements will also add to a "sense of place" and identity for Old Town. Enhancements that encourage pedestrian activity in the area will also benefit the local business community.

### *Streetscape Objectives:*

- Create a safe and inviting pedestrian environment for residents and visitors.
- Enhance the aesthetics and character of Old Town streetscapes with a unifying theme compatible with the historic roots of the community. Unified themes for features such as street-side landscaping, streetscape furnishings such as benches, trash receptacles, and bicycle rack, pedestrian-scaled street lights, and signage shall be used to strengthen the identity of each district, corridor, and neighborhood.
- Design a uniform wayfinding system to clearly identify places and features in the Plan Area.
- Create distinctive gateways to announce arrival into Old Town.

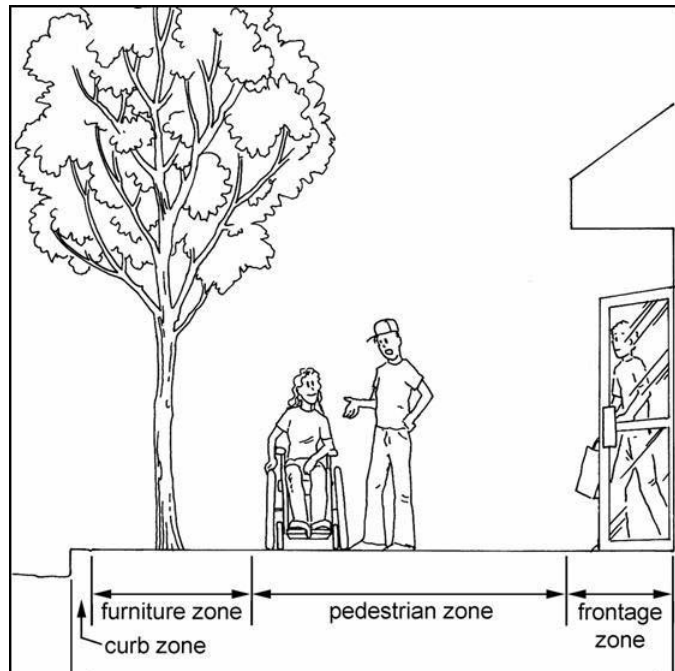
## STREETSCAPE ELEMENTS

### 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.

1. 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 and individuals with disabilities.
2. 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).
3. 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.
4. Sidewalks shall consist of three functional zones ranked from highest to lowest priority: pedestrian, amenity, and frontage. The widths of these zones will also vary in response to context.

- **Pedestrian Zone:** The Pedestrian Zone should comprise at least 50% of the sidewalk width, or be at least 6 feet wide, whichever is greater. It should be kept clear of any fixtures or obstructions.
- **Amenity (“Furniture”) Zone:** The Amenity Zone should comprise at least 35% of the sidewalk width, or be at least 4 feet wide, 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.



**Figure 1: FHWA Diagram of Sidewalk Zones**

- **Frontage Zone:** Located adjacent to building storefronts, The Frontage Zone 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 if they do not impede pedestrian traffic.
5. 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 should be located in the amenity and frontage zones and should not obstruct pedestrian traffic or access to the street.
  6. Benches, 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.
  7. Design features such as enhanced paving on walkways, trellis structures, landscaping and low level lighting shall be used to distinguish pedestrian routes from vehicular routes.
  8. 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.
  9. 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.
  10. Sidewalks and medians should be accented with red concrete pavers to maintain consistency with previous Old Town streetscape improvements.

### Street Trees & Landscaping Elements

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 and may include temperate plant materials such as broad-leaf trees and turf grasses characteristic of Old Town. 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 not all plants will 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 a high degree of permeability immediately around each tree. Open, planted surface area, or covered soil should be provided. Structured soil, tree grates, and/or 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 pedestrian oriented areas (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 (e.g. saddleback brown) 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 vibrant and welcoming atmosphere throughout Old Town. 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.

### *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 the donation or sponsorship.



### *Tree Grates and/or Pervious Pavers*

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

### *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 strategically placed to coordinate with the suggested bike routes.
- The “U” shape “loop rack” works well in an Old Town setting because it allows bikes to be parked parallel to the sidewalk, keeping them out of the through-pedestrian zone of the sidewalk. It also is a preferred design by cyclists due to its functionality and ease of use.



### *Transit Shelters*

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

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.



### *Newspaper Racks*

Throughout Old Town, newspaper racks should be housed in permanent structures displaying a consistent design and they should be clustered in groups.

### *Additional Site Furnishings*

- Shade structures, drinking fountains, public restrooms, kiosks, etc. should also be thoughtfully located throughout the Old Town in public gathering areas.
- Bollards should be used to define public plazas and pedestrian paths. Properly placed, bollards can delineate between vehicle and pedestrian zones creating a safe walking environment.

### **Street lighting**

Street lighting should be used to create a safe, attractive, and inviting public environment.

- “Acorn-style” 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.
- The height of light fixtures should be kept low to promote a pedestrian scale and to minimize light trespass to adjoining properties.
- Accent lighting and up-lighting on architectural and landscape features are encouraged to add interest and focal points.
- Provisions shall be made for seasonal/event lighting in trees.
- Lighting should incorporate low-energy use features such as LEDs and/or photovoltaic (solar) power units.

### **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.

Wall murals could be added on specific buildings depicting 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.

### **WAYFINDING & SIGNAGE**

The following concepts illustrate elements of a signage and wayfinding system for Old Town. This series of directional and non-directional signs and other wayfinding elements 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 establish the Old Town theme and provide navigational assistance.

The Old Town wayfinding system should:

- Provide directional and information signs that are attractive, clear and consistent in theme, locations, and designs.
- Announce the approach and 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, and shopping destinations and facilities, etc.

- Be integrated with other streetscape furniture (e.g., light standards, transit shelters) where possible to reduce visual clutter.

### Wayfinding/Directional Signage

- The wayfinding signage program should include a common design for wayfinding signs with directional arrows and labeling to denote key shopping areas, parking, civic buildings, and tourist attractions.
- Wayfinding kiosks/directories should be located at key locations between parking and shopping areas, at key plazas, and at the entries to pedestrian walkways. Kiosks can effectively direct visitors to restrooms, plazas, shopping areas, parking, and public facilities and can assist in drawing people through the Plan Area from one district to another.
- Develop a walking map that highlights the features and attractions of the area.
- 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.



### 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 area.

- Street signs shall include unifying elements such as color, font, identifying logo, or phrase, and a design consistent with banner and directional signs



### Street Banners

- Light pole banners and street spanning banners can establish the Old Town theme and announce special events or seasonal activities.
- Banners should be developed with an appropriate logo and graphic representing the Old Town area



### 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 into the area are identified in



Gateway Locations Map that follows. Gateway features will consist of a combination of plant materials, hardscape elements (such as walls, paving, and monuments), and signage and may include architectural features, public art, and lighting features. They should enhance the visitors’ experience when entering the Plan Area and Old Town. These features serve as landmarks and shall be of high quality materials. Gateway entrance features should be provided in the following locations:

*Plan Area Gateways*

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

*Old Town District Gateways*

- Grand Ave and 85th Ave.
- Grand Ave. Cotton Crossing
- 85th Ave. and Peoria Ave.
- 81st Ave. and Peoria Ave.
- Cotton Crossing and Peoria Ave.

**Gateway Locations Map**

