Planning Commission
Online Meeting Agenda
Wednesday, January 20, 2021

To join the meeting and view presentations, visit https://avondaleaz.zoom.us/j/3083557784
Using a Mobile Device? Download the Zoom Cloud Meeting App
To join the meeting with audio only (no presentations), call 301-715-8592 (meeting ID: 308 355 7784)

REGULAR MEETING

6:00 PM

1. **CALL TO ORDER**

2. **ROLL CALL AND INTRODUCTION OF NEW MEMBERS**

3. **OPENING STATEMENT**

4. **APPROVAL OF MINUTES**
   December 16, 2020.

5. **DISCUSSION ITEMS**

   a. **SPECIFIC AREA PLAN FOR OLD TOWN, CASHION, AND LAS LIGAS/RIO VISTA (APPLICATION PL-20-0056)**
   Planning Commission will discuss application PL-20-0056, a City initiated request to prepare a Specific Area Plan for the areas of Old Town, Cashion, and Las Ligas/Rio Vista. The Plan is to reflect evolving economic development and planning conditions to attract new businesses and residential development to these areas. The intent of the Plan is to reflect the City's current level of expectation for revitalization in the next several years in the three areas.
   Staff Contact: Jodie Novak, Development & Engineering Services Department Assistant Director

6. **PUBLIC HEARING ITEMS**

   a. **ZONING ORDINANCE TEXT AMENDMENTS - SECTION 4 (EMPLOYMENT DISTRICTS) - APPLICATION PL-20-0338**
   Planning Commission will hold a public hearing and consider a Staff-initiated request for approval of text amendments to the Zoning Ordinance. The amendments to Avondale Zoning Ordinance Section 4 (Employment Districts) will align the listed land uses in Section 4 with other pending amendments to marijuana related definitions in Section 1 (Administration and Procedures). Commission will take appropriate action.
   Staff Contact: Brian Craig, Planning Manager

7. PLANNING DIVISION REPORT

8. CALENDAR

Next meeting is February 17, 2021.

9. ADJOURNMENT

Members will attend by telephone conference call. Los miembros asistiran via teleconferencia. Individuals with special accessibility needs, including sight or hearing impaired, large print, or interpreter, should contact the City Clerk at 623-333-1200 or TDD 623-333-0010 at least two business days prior to the meeting. Personas con necesidades especiales de accesibilidad, incluyendo personas con impedimentos de vista u oido, o con necesidad de impresion grande o interprete, deben comunicarse con la Secretaria de la Ciudad at 623-333-1200 o TDD 623-333-0010 cuando menos dos dias habiles antes de la junta del Concejo.

Avondale
Aspiring. Achieving. Accelerating

PLANNING COMMISSION REGULAR MEETING MINUTES

Wednesday, December 16, 2020
6:00 P.M.

Note from the Clerk: The December 16, 2020 Planning Commission meetings was hosted online using the online Zoom Cloud Meeting platform. Chair Iwanski attended in person and all other participants by phone or video.

---

1. CALL TO ORDER

Chair Iwanski called the Regular Meeting to order at 6:05 p.m.

2. ROLL CALL

The following members and representatives were present:

COMMISSIONERS PRESENT IN PERSON/PHONE/VIDEO
David Iwanski, Chair
Lisa Amos, Commissioner
Maribel Guerrero, Commissioner
Lisa Osborne, Commissioner
Denise Stanfield, Commissioner
Christopher Thompson, Commissioner
Larry White, Alternate Commissioner

COMMISSIONERS ABSENT (EXCUSED)
Linda Warren, Vice Chair

CITY STAFF PRESENT
Nicholle Harris, City Attorney
Mary Grace McNear, Deputy City Attorney
Stephen Kemp, Assistant City Attorney
Jodie Novak, Assistant Director
Brian Craig, Planning Manager
Ken Galica, Division Lead Planner
Rick Casswell, Senior Planner
Denise Zazueta, Administrative Assistant

3. OPENING STATEMENT

Chair Iwanski read the Opening Statement.

Brian Craig, Planning Manager announced that in January, there will be two new Planning Commission members, including Alisha Meginnis and alternate Commissioner, Blanca Uvari. He also introduced new Deputy City Attorney, Mary Grace McNear, who will be assigned to assist the Development and Engineering Services Department. Mr. Stephen Kemp, Assistant City Attorney, is present to assist with questions.

4. APPROVAL OF MINUTES

a. November 18, 2020

Commissioner Thompson moved to approve the November 18, 2020 minutes as presented; Commissioner White seconded the motion.

Upon vote, the motion was carried 4 to 0.

Chair Iwanski	Aye
Commissioner Amos	N/A
Commissioner Osborne	Aye
Commissioner Stanfield	N/A
Commissioner Thompson	Aye
Commissioner White	Aye

5. PUBLIC HEARING ITEMS

a. ZONING ORDINANCE TEXT AMENDMENTS - SECTION 1 (ADMINISTRATION AND PROCEDURES) AND SECTION 13 (MARIJUANA USES) - APPLICATION PL-20-0260

Mr. Craig noted that the last formal Zoning Ordinance update was in February of 2020. Additional amendments were recently brought before the Planning Commission for recommendation on November 18, 2020. Those recommendations were forwarded to and approved by City Council on December 7th and will become effective on January 7th, 2021. This update, separate from the recently approved amendments, seeks to address 2020 Ballot Initiative, Proposition 207, related to marijuana establishments (recreational marijuana) and to clarify the restrictions for marijuana uses and operations.

Proposed amendments include:

- Adding a definition for marijuana establishments and removing the definition for medical marijuana cultivation location, as that definition is now being folded within the definition for marijuana establishments.
- Adding marijuana establishments and marijuana establishment cultivation locations to the stated purpose of Section 13 and other updates related to the passing of 2020 Proposition 207.
- Mirroring existing location restrictions for medical marijuana dispensaries for marijuana establishments.
- Prohibiting new marijuana establishments unless they are operating as a dual licensee.

- Maintaining the existing 2,000-foot distance separation requirement within current code from other similar facilities, substance abuse treatment facilities, schools, childcare, public libraries, parks, churches, and other places of worship.
- Renaming Subsection 1303, which addresses floor area limitations, physical structure, and operational use, to include details on these establishments.
- Moving language in Section 1302 related to qualified caregivers and patients and cultivation on personal property to a new subsection.
- Creating a new subsection within Section 1305 relating to the area limitations for cultivation operations.
- Creating a new subsection 1307 pertaining to operational restrictions for marijuana establishments (recreational marijuana), including operational hours, security provisions, prohibitions on ancillary sales, such as tobacco, alcohol and marijuana-infused food products.

In response to a question from Commissioner Thompson, Stephen Kemp, Assistant City Attorney, stated that the initiative passed by voters permits a city to allow establishments that were not dual use. A City may also limit establishments to a dual use only facility. Should a city choose to allow establishments that are not dual use, there is a limit of one (1) establishment for every ten (10) pharmacies. There are approximately 30 pharmacies in Avondale, so in theory, there could be three non-dual use establishments in the City. It is being recommended to the Commission that the City limit establishments only to a dual use facility, where one (1) side is a dispensary and one (1) side is retail (recreational) sales. Commissioner Thompson asked what prompted the decision to limit establishments to dual use. Mr. Kemp stated that one of the concerns is that such establishments are relatively new for Arizona. Because they cannot be prohibited outright, they recommend that dual use would be an appropriate starting place. After the City has had some experience, it may be that the Staff or the Commission later consider eliminating the dual use requirement.

Chair Iwanski opened the public hearing. There were no requests to speak. Chair Iwanski closed the public hearing and invited a motion.

Commissioner Amos moved that the Planning Commission recommend approval of Application PL-20-0260, a request for a text amendment to the Avondale Zoning Ordinance. Commissioner Osborne seconded the motion.

Upon vote, the motion was carried 4 to 2.

Chair Iwanski	Aye
Commissioner Amos	Aye
Commissioner Osborne	Aye
Commissioner Stanfield	Nay
Commissioner Thompson	Nay
Commissioner White	Aye

b. NIRVANA AT HARBOR SHORES – MINOR GENERAL PLAN AMENDMENT – APPLICATION PL-20-0194

Mr. Galica prefaced the presentation by stating that items 5B and C would be presented together with separate public hearings and votes.

The subject property is approximately seven (7) net acres located at the northwest corner of McDowell Road and Harbor Shores Boulevard. Surrounding developments include the City's Fire Station 172 to the west of the property, Sunrise at Harbor Shores single-family residential community to the north and to the east of the property across Harbor Shores Boulevard, and Copper Springs Hospital and the recently completed BioLife Plasma Services facility south of the property. The parcel and surrounding area is zoned Planned Area Development (PAD), with parcels to the south, southeast and southwest allowing for commercial development and parcels to the north and northeast allowing for single-family residential development. The proposed General Plan amendment covers 7.8 acres, because it also includes the full width of adjacent Harbor Shores Boulevard right-of-way. The rezoning is slightly smaller, 7.4 gross acres, as it covers the half width of the adjacent Harbor Shores Boulevard right-of-way as is standard City practice for rezonings.

The property is currently undeveloped. It was annexed in May of 1985 and shortly thereafter rezoned to McDowell and 107th Avenue PAD. The zoning allows for Community Commercial (C-2) uses and development standards, which would accommodate development of commercial uses such as restaurants, retail and office. The current General Plan Land Use Designation of the property is Local Commercial; the proposed General Plan Land Use Designation is High Density Residential (HDR), a category allowing for development of multi-family residential with a density of twelve (12) to 30 dwelling units per acre.

Mr. Galica discussed access to the site. Entry into the proposed development will be from Harbor Shores Boulevard on the east side of the property via a grand, resort-style gated entrance that will provide full access to Harbor Shores Boulevard. Once on Harbor Shores Boulevard, traffic can access both 107th Avenue by turning north (left) and McDowell Road by turning south (right). A future traffic signal is planned for the McDowell Road and Harbor Shores Boulevard intersection to the south of the site. This signal is not warranted by the Nirvana at Harbor Shores development but will be warranted with additional development occurring in the McDowell Road Corridor. It is expected that the signal will be warranted in the next five (5) years or so. Internal circulation includes a traditional design with a loop road that circles the property with buildings both on the interior and exterior of the loop road. Most of the parking for the project is located on the outside of the loop road. A secondary access for emergency vehicle use only is provided at the southwest corner of the site. In addition to vehicular access, a pedestrian connection is provided from the development's main entrance to the Harbor Shores Boulevard sidewalk.

Building types and configurations were reviewed in detail; nine (9) buildings, inclusive of 172 apartment units as a combination of 97 one-bedroom units and 75 two-bedroom units, were proposed as part of the project. Buildings on the site include single-story casitas on the north edge of the property, two-story carriage buildings featuring tuck-under garages along the west and south edges of the site, and three-story buildings featuring upper story stepbacks located in the interior of the property.

There is 21.7 percent usable open space provided, above the 20 percent minimum required. Open space amenities provided with the project include a fitness center, coworking and business center space, resident social hub with a gourmet kitchen, cyber café, indoor lounge with televisions and group seating, resort style pool and spa located in the central courtyard area, firepit seating areas, hammock lounging areas, outdoor kitchen, grill, yoga area, bag toss outdoor gaming, putting green and two (2) gardens, one (1) active and one (1) passive. The proposal meets city minimums for parking spaces as well as garages and carports, with 295 spaces provided, including 76 enclosed garages and 98 carports. All units will have an assigned covered space, either a garage or a carport space. The project is expected to develop within

a single phase. Elevations were reviewed with Staff noting that the project will feature contemporary architecture that blends modern and rustic materials reflective of the Sonoran Desert.

Staff indicated that the proposed General Plan Amendment and rezoning will result in development compatible with existing uses in the area. The proposed PAD conforms to the proposed General Plan Land Use designation of High Density Residential and furthers several goals and objectives related to housing within the General Plan. In regard to design, the project is unique and different in comparison to Avondale's existing apartment complexes. Development standards in the PAD meet or exceed zoning ordinance requirements without exception, and sufficient access is provided.

All required notifications were completed, including a neighborhood meeting in November via Zoom. There were four (4) attendees to that meeting. Attendees appeared satisfied with the development's compatibility with existing and adjacent single-family residential, though there were general questions about maintenance of the wall between the site and the single-family to the north. Other topics of discussion included vehicular and pedestrian access and Harbor Shores Boulevard traffic. One (1) comment in support of the project was received on aVOICE. Certificates of Adequate School Facilities from the Pendergast Elementary School District and Tolleson Union High School District were received and both districts indicated they had adequate capacity to accommodate expected enrollment from the project. Staff recommended approval of both items, the General Plan Amendment with no stipulations and the rezoning to Nirvana at Harbor Shores Planned Area Development (PAD), subject to two (2) stipulations.

Commissioner Amos noted the single-family residential located fifteen (15) feet north of the casitas and asked whether the casitas were setback fifteen (15) feet from the wall between properties or from the single-family residences themselves. Mr. Galica stated that the casitas are set back fifteen (15) feet from the wall. There is an additional setback on the other side of the wall, meaning that the setback between structures was going to be around 30 feet in most instances.

Commissioner Osborne inquired if turning/deceleration lanes into the site from Harbor Shores Boulevard would be provided. Mr. Galica stated that Harbor Shores Boulevard does not carry the same level of traffic as an arterial street where deceleration lanes are typically needed. Because of the lighter traffic and lower speeds, the traffic study did not indicate a need for any deceleration lanes into the site, a finding that the City's Traffic Engineer concurred with. Difficulties with access to the site are not anticipated.

Commissioner White referred to the emergency access gate in the lower left (southwest) corner. The site plan indicates a fire truck turning radius from the east to the north. He questioned whether there should also be a turning radius from the west to the north. Mr. Galica confirmed that there would be access to the site from the west, from the fire station directly into the property, and that access would be designed to allow emergency vehicles to turn north onto the loop road as needed.

Commissioner Stanfield sought clarification that there was only one (1) way in and out of the property. Mr. Galica confirmed that there is one (1) way in and out for residents with the secondary point of access being provided for emergency vehicle use only.

Commissioner Osborne asked if the development will be a low income or tax credit property. Shaine Alleman, Tiffany & Bosco, stated that low income tax credits were not contemplated for the site. Mr. Alleman did note that the site was in an Opportunity Zone area, which will allow the developer to benefit from federal tax incentives for developing and holding ownership of the property.

Chair Iwanski commended the project team and the investor, particularly on the unique elevation designs, which are well-planned and designed.

Chair Iwanski opened the public hearing. There were no requests to speak. Chair Iwanski closed the public hearing and invited a motion.

Commissioner Osborn moved that the Planning Commission recommend approval of Application PL-20-0194, Nirvana at Harbor Shores, a request for a minor amendment of the General Plan 2030 land use map, changing the land use designation of 7.80 acres from Local Commercial to High Density Residential. amendment. Commissioner Thompson seconded the motion.

Upon vote, the motion was carried unanimously 6 to 0.

Chair Iwanski	Aye
Commissioner Amos	Aye
Commissioner Osborne	Aye
Commissioner Stanfield	Aye
Commissioner Thompson	Aye
Commissioner White	Aye

c. NIRVANA AT HARBOR SHORES – REZONING FROM MCDOWELL AND 107TH AVENUE PLANNED AREA DEVELOPMENT (PAD) TO NIRVANA AT HARBOR SHORES PLANNED AREA DEVELOPMENT (PAD) – APPLICATION PL-20-0199

Chair Iwanski opened the public hearing. There were no requests to speak. Chair Iwanski closed the public hearing and invited a motion.

Commissioner Thompson moved that the Planning Commission recommend approval of Application PL-20-0199, Nirvana at Harbor Shores, a request to rezone approximately 7.40 acres from McDowell and 107th Avenue PAD to Nirvana at Harbor Shores PAD subject to two (2) conditions. Commissioner Osborne seconded the motion.

Upon vote, the motion was carried unanimously 6 to 0.

Chair Iwanski	Aye
Commissioner Amos	Aye
Commissioner Osborne	Aye
Commissioner Stanfield	Aye
Commissioner Thompson	Aye
Commissioner White	Aye

6. ACTION ITEMS

a. ROOSEVELT PARK PHASE 3 – PRELIMINARY PLAT – APPLICATION PL-20-0168

Rick Casswell, Senior Planner, stated that Roosevelt Park Phase 3 will include 135 units as a single-family subdivision. Preliminary Plats for Roosevelt Park Phases 1 and 2 have been previously approved and are mostly constructed at this point. The subject property is 29.66 gross acres, having been annexed in 2001.

The BLVD area is to the west, with the I-10 freeway to the north. The property is zoned Roosevelt Park 2 PAD. The most recent PAD amendment in 2019 changed the phasing of the project to occur in a clockwise fashion. The entire Roosevelt Park 2 development is located in the Medium High Density Residential General Plan Land Use Designation.

Mr. Casswell reviewed the three (3) lot types and sizes within Phase 3. Access points to the development are at Roosevelt Street and 107th Avenue as well as Van Buren Street and 11th Avenue. The development is responsible for all water, sewer, and street infrastructure. In addition, the developer will pay a proportionate share of future traffic signals at Roosevelt Street and will construct a number of right-of-way improvements in 111th Avenue, including asphalt pavement, curb, gutter, sidewalk, street lights, SRP pipe, and landscaping. Open space for all three (3) phases totals 23 percent. For this phase of the development, there is 21.4 percent, exceeding the minimum requirement of twenty (20) percent. The open space includes two (2) neighborhood parks totaling 3.38 acres featuring various amenities, including a basketball court, large turf area, fitness stations, ramadas, picnic tables, barbecue grills, children's play structures, shade structure, and barbeque grill. There will be shared fence, wall, and entry gate designs consistent with the other phases. Since this is not a public hearing item, there is no requirement for public notifications, however, it is the City's policy to notify all property owners within 1,000 feet of the project's boundaries. This was accomplished through a mailing. There have been no resident comments. School districts have provided Certificates of Adequate School Facilities in support of the project.

Mr. Casswell indicated that the development adheres to the previously approved Roosevelt Park 2 PAD and that the development will result in a community consistent with a desired character for development in the General Plan's Medium High Density Residential Land Use category. Open space and amenities within the overall Roosevelt Park community exceed the requirements of the Zoning Ordinance and PAD, ensuring adequate recreational opportunities for residents. Monument signs and walls will be consistent with the other phases. Staff recommends approval of the application subject to four (4) recommended conditions.

Chair Iwanski invited Commissioners to ask questions. As there were none, he invited a motion.

Commissioner Thompson moved that the Planning Commission recommend approval of Application PL-20-0168, Roosevelt Park Phase 3 Preliminary Plat, subject to the four (4) recommended conditions. Commissioner Osborne seconded the motion.

Upon vote, the motion was carried unanimously 6 to 0.

Chair Iwanski	Aye
Commissioner Amos	Aye
Commissioner Osborne	Aye
Commissioner Stanfield	Aye
Commissioner Thompson	Aye
Commissioner White	Aye

b. FULTON HOMES ACCLAIM – PRELIMINARY PLAT – APPLICATION PL-20-0198

Mr. Craig reviewed the project's location at the northwest corner of 99th Avenue and Thomas Road. East across 99th Avenue, within the City of Phoenix, is undeveloped land zoned for mixed-use residential and commercial. To the north is the planned Parkside Planned Area Development (PAD) that includes over 600

lots and mixed-use/commercial uses planned at the corner of 99th Avenue and Indian School Road. To the west, zoned Rural Residential (RR-18), is the Glenarm Farms development, consisting of 150 fully developed large lot estate residential homes. To the south is the Holy Cross Cemetery and Mortuary, zoned agricultural with a Special Use District overlay. The proposed Preliminary Plat is in conformance with the Fulton Homes Acclaim PAD and consists of 581 lots. The project will be developed in two (2) phases, with each phase consisting of three (3) lot types: 45-foot-wide, 50-foot-wide, and 60-foot-wide lots. There are planned right turn lanes, deceleration lanes, and left turn pockets into the development from adjacent arterial streets.

Mr. Craig noted that the applicant will be required to install a lift station, which is the only change to the project since the project's zoning was presented to the Commission at a previous meeting. The lift station has not impacted the open space or trail plan. The site is also required to reserve a tract for future relocation of the SRP well site that exists on the southeast corner of the development. The well will be relocated in the future as part of a larger project to widen 99th Avenue; SRP and the City will be required to coordinate with the City of Phoenix on the paving. Other components include undergrounding the SRP canal on 99th Avenue, adding a lane of paving of twelve (12) feet on 99th Avenue, including restriping to a five-lane section. In addition to deceleration lanes, the developer will be responsible for all public improvements including sidewalk and landscaping along Thomas Road and 99th Avenue. The floodplain area along the west boundary will be reserved as a long, linear open space that will provide a trail connection and a sport court. The Roosevelt Irrigation District (RID) Canal will remain, buffering this site to the estate residential to the west.

The development will consist of 581 lots across 46.34 net acres, which is under the maximum permitted density of 4.0 dwelling units per acre. There are 35 acres of planned open space. A community pool is planned. Pocket parks throughout the site have covered play structures for tot lots, sport court amenities and barbeques. Trail connections include a network of widened sidewalks and trails, including lighting. There are three (3) trail connections from this project to the trail system planned within Parkside to the north. The plan is in full conformance with the approved Fulton Homes Acclaim PAD, Zoning Ordinance, Subdivision Regulations, and Single-Family Residential Design Manual. The development is compatible with adjacent uses and provides adequate transitions. Staff recommends approval of the application.

Stephen Anderson, Gammage & Burnham, stated that the only major plan change from the plan reviewed a couple months ago is the addition of the lift station, as noted by Mr. Craig.

Chair Iwanski invited Commissioners to ask questions. As there were none, he invited a motion.

Commissioner Osborne moved that the Planning Commission recommend approval of Application PL-20-0198, Fulton Homes Acclaim, a request for preliminary plat approval for proposed 581 lot family home Acclaim Single-Family Residential Subdivision subject to four (4) recommended conditions of approval. Commissioner Amos seconded the motion.

Upon vote, the motion was carried 5 to 0.

Chair Iwanski	Aye
Commissioner Amos	Aye
Commissioner Osborne	Aye
Commissioner Stanfield	Not Available
Commissioner Thompson	Aye

Commissioner White	Aye

c. ALAMAR PHASE 4 – PRELIMINARY PLAT – APPLICATION PL-20-0216

Mr. Galica stated that the application is for a 486-lot subdivision as Phase 4 of the planned Alamar Community. Phase 4 consists of approximately 161 acres located at the southwest corner of El Mirage Road, which will be realigned, and a new street, Alamar Boulevard, which will connect from El Mirage Road westward to Dysart Road. The property was annexed as part of the overall Alamar annexation in May of 2018 and is zoned as part of the Alamar Planned Area Development (PAD). To the east is Alamar Phase 1, within which homes are under construction, and Alamar Phase 2, which is being graded. Alamar Phase 3 is located to the southeast of Phase 4, though due to infrastructure issues for which solutions are being identified, Phase 3 is expected to develop as a later phase, not as the third phase of the project. Phase 4 has a General Plan designation of Medium Density Residential with the exception of the portion within the powerline corridor along the southern edge, which is designated Low Density Residential. The powerline corridor will be improved by the developer as a recreational area complete with expansive turf areas and multiuse trails, providing connections to other similar corridors within Alamar.

Lot sizes within Phase 4 were reviewed, with Mr. Galica indicating that four (4) lot sizes are provided ranging between 45-feet-wide (5,175 square feet) and 70-feet-wide (9,100 square feet). There is approximately 30 percent (or nearly 48 acres) open space provided in the phase, the most significant area being Neighborhood Park No. 2, approximately 2.5 acres in size, featuring a multi-purpose lawn, decorative and community gardens, looped trail system, terraced area, farm shed, olive grove, sand play area, large shaded children's play structure and adjacent on-street parallel parking to accommodate food truck parking for community events and farmers markets. Additionally, Phase 4 includes five (5) formative parks featuring active and passive recreational amenities on tracts ranging from 0.23 acres to 0.47 acres. The proposed plat conforms to the Medium Density Residential General Plan designation, Alamar PAD, Avondale Zoning Ordinance, and the City's Subdivision Regulations. Theming and design are consistent with the first three (3) approved phases of Alamar. Staff recommends approval of the application subject to four (4) conditions.

Roger Theis, Brookfield Residential, noted the success in working with the City in the launch of Alamar in October. Sales have been robust.

Chair Iwanski invited Commissioners to ask questions. As there were none, he invited a motion.

Commissioner Thompson moved that the Planning Commission recommend approval of Application PL-20-0216, Alamar Phase 4 preliminary plat subject to four (4) recommended conditions. Commissioner Osborne seconded the motion.

Upon vote, the motion was carried 5 to 0.

Chair Iwanski	Aye
Commissioner Amos	Aye
Commissioner Osborne	Aye
Commissioner Stanfield	Not Available
Commissioner Thompson	Aye
Commissioner White	Aye

7. PLANNING DIVISION REPORT

Mr. Craig introduced soon-to-be Commissioner Alisha Meginnis. Commissioner Amos is stepping down from the Commission. Mr. Craig thanked her for her service and wished her well. Chair Iwanski thanked Ms. Amos for her time and dedication on the Commission. Commissioner Amos spoke parting words of thanks. Mr. Craig also welcomed new Deputy City Attorney, Mary Grace McNear. Ms. McNear introduced herself. Mr. Craig also thanked Assistant City Attorney, Stephen Kemp, as well as City Attorney, Nicholle Harris. Chair Iwanski thanked Mr. Kemp.

Mr. Craig stated that during the January meeting, Assistant Director Jodie Novak will be presenting the Specific Area Plan for Old Town, Cashion, and Las Ligas/Rio Vista. Ms. Novak expressed appreciation for the Commission's efforts. City Council recently received a presentation on the plan. It includes great opportunities for the oldest areas of the City.

Mr. Craig noted that Staff is at work on updating the General Plan. It is anticipated that they will bring ideas, questions, and suggestions to the Commission in the next calendar year. In response to a question from Chair Iwanski, Mr. Craig said staff believes they will have a firm document by the end of next year in order to get it to the voters in 2022.

8. CALENDAR

The next meeting is January 20, 2021.

ADJOURNMENT

There being no further business before the Commission, Commissioner Thompson moved to adjourn the regular meeting; Commissioner Osborne seconded the motion.

Upon vote, the motion was carried 5 to 0.

Chair Iwanski	Aye
Commissioner Amos	Aye
Commissioner Osborne	Aye
Commissioner Stanfield	Not Available
Commissioner Thompson	Aye
Commissioner White	Aye

Meeting adjourned at 7:49 p.m.

AGENDA ITEM REPORT

SUBJECT: Specific Area Plan for Old Town, Cashion, and Las Ligas/Rio Vista (Application PL-20-0056)

MEETING DATE: 1/20/2021

TO: Planning Commission

FROM: Jodie Novak, Development & Engineering Services Department Assistant Director

PURPOSE:

Planning Commission will discuss application PL-20-0056, a City initiated request to prepare a Specific Area Plan for the areas of Old Town, Cashion, and Las Ligas/Rio Vista. The Plan is to reflect evolving economic development and planning conditions to attract new businesses and residential development to these areas. The intent of the Plan is to reflect the City's current level of expectation for revitalization in the next several years in the three areas.

BACKGROUND:

In July 2014, the City of Avondale adopted the Historic Avondale Design and Development Guidelines for the basis of implementing design quality with new construction, renovations, and preservation in the Historic Avondale area (also referred to as Old Town). The goal of these design guidelines was to provide flexible design standards that support the revitalization of Historic Avondale while maintaining the area's small-town charm, fostering a pedestrian-oriented vibrant community, and enhancing the architecture, amenities, and street design. Since the guidelines were adopted, this area has improved with new businesses, façade renovations, street enhancements, and amenities specifically along Western Avenue, Central Avenue, and Dysart Road. A plan that provides a framework for not only Old Town but also the Cashion and Las Ligas/Rio Vista neighborhoods is beneficial to the long-term growth of these areas. These three areas encompass approximately 1,860 acres. The Specific Area Plan for Old Town, Cashion, and Las Ligas/Rio Vista establishes a framework of land uses, Western Avenue improvements, gateway intersections and key focus areas, placemaking, and economic development implementation strategies.

The Plan provides a vision to focus on areas within the Avondale community; Old Town, Cashion, and Las Ligas/Rio Vista. Old Town serves as a primary business district with opportunities for increased commercial businesses and a more pedestrian-oriented environment. The Las Ligas/Rio Vista area offers opportunities for new residential development and this increased density supports the nearby Old Town area. The Cashion area has opportunity for commercial and light industrial businesses as well as residential infill or open space on vacant parcels. Overall, the Plan provides a vision for residential neighborhoods and business areas to have access to services, places to dine, shop, and attend local events, and implements placemaking opportunities through neighborhood identification, art, and a sense of community (Exhibit A).

DISCUSSION:

As a part of the Specific Area Plan process, a market analysis was completed to better define the economic market for the Old Town area. The completed market analysis focuses on development opportunities specific to this area and outlines market-driven considerations to help create a more attractive economic environment. The Old Town area benefits from relatively close proximity to Interstate 10 as well as higher traffic roadways such as Buckeye and Dysart roads. To plan for future growth in this area, a mixed-use central business district core with a restaurant and entertainment district may be a viable opportunity in the long term. Western Avenue and Dysart Road have destination restaurants already that support the need for destination establishments to create momentum for a district. Existing open space and nearby parks are also an asset for public gathering spaces.

The market analysis recommends the following: high density residential in the area to help induce additional retailers and restauranteurs; public “pop-up” events, concerts, movies at the park, farmers markets, and the like; preservation and enhancement of residential neighborhoods through infill and renovation; and public acquisition of private parcels over time for consolidation and redevelopment. There are opportunities for interim uses such as “pop-up” events to create additional foot traffic to nearby commercial establishments, provide additional sidewalk and vacant lot edge planting to improve the overall look of neighborhoods, signage and identification for neighborhood identity, and neighborhood beautification and a community awareness program for neighborhood safety. One weakness that the market analysis identifies is the overall lack of residential densities near Old Town. There is a need for a higher population in the Old Town area as successful downtowns studied have greater residential populations. This is a temporary disadvantage as the area has opportunity to experience growth.

City investments to these three areas have occurred from 2000 to 2020, with plans for improvements through 2027. These investments include CIP projects for the Sam Garcia library, police and fire facilities, Festival Fields Park, Resource Center, CDBG for streets and sidewalks, improvements on Central Avenue from Western Avenue to Van Buren Street, sidewalk repairs on Western Avenue from Dysart Road to Central Avenue, streets in Historic Avondale/Cashion/Las Ligas, Care 1st Resource Center, Avondale Community Center, 9th Street Aesthetics, and street, sewer, and water infrastructure projects. These investments from 2000 to 2020 total $69,565,883. In addition, $13,705,300 has been invested in public art, wayfinding signage, Western Avenue decorative/holiday lighting, housing development, Dysart and Central improvements, Western Avenue parklets, infill program incentives, business micro-lending, business façade improvements, home repair program, and Sam Garcia children’s playground. Also, investments of $11,326,645 from 2006 to present include CDBG and the HOME investment Partnership Program/AZ Department of Housing. Investments have been made in Make A Difference Day from 2000 to present for home repairs, volunteer service hours, and value of donated services totaling $98,352. Current and upcoming CIP projects from FY20-21 to FY26-27 are budgeted for street and infrastructure improvements totaling $30,963,329. Projects include the Historic Avondale Infrastructure Improvements Program, Western Avenue roadway improvements from 4th Street to Central Avenue, 9th Street improvements, Dysart Road right-of-way improvements from Van Buren Street to MC85/Buckeye Road, parking lot improvement at 6th Street and Western Avenue, slurry seal and asphalt patching in Historic Avondale, and wayfinding signs.

The Old Town area now has new colorful signage. A public parking sign was installed at the southeast corner of Western Avenue and 6th Street, making it easier for visitors to find public parking. This parking lot was recently improved with new pavement, parking spaces, and a light pole. Also, three wayfinding signs will be installed in Old Town promoting local attractions at southbound 3rd Avenue south of Western Avenue, southbound Central Avenue south of Western Avenue, and northbound Central Avenue north of the railroad tracks. These signs further market attractions in the area.

The Specific Area Plan process included a team of City staff, completion of the market analysis, an Ad Hoc Committee meeting with property and business owners and interested parties, and two Community Meetings. The Community Meetings were held on Wednesday, March 11, 2020 and Saturday, March 14, 2020. The

Wednesday meeting had 75-80 attendees and the Saturday meeting had 15 attendees. Attendees at both meetings completed questionnaires specific to each of the three areas.

City staff from various departments were in contact with area property and business owners, and residents conducting in-person meetings, walking the business district to meet business owners, phone calls, and attending the two community meetings. A summary of attendee's comments is attached to this staff report. For Las Ligas/Rio Vista, comments included wanting to see more residential development, keep the area clean, and provide public art. For Cashion, comments included maintaining clean neighborhoods, having an identity, add public art, and add new commercial businesses. Lastly, for Old Town, comments included having a Mercado, encourage more pedestrian traffic, add more murals, have an identity, add more shops, add more commercial uses to support the area, and improve Western Avenue. Additional feedback included addressing homelessness, needing more streetlights, signage to identify each area, more police presence, add businesses, and develop vacant lots.

The historic area of Avondale has been referred to as "Historic Avondale" – a designation adopted for the area several years ago - and informally, as "Old Town". Through numerous discussions with community members, property and business owners, it was apparent that "Old Town" was the preferred name for the area and still used frequently. As a result, the Specific Plan refers to the historic area as "Old Town".

The Planning Commission discussion item is intended to apprise Commission about the Specific Area Plan and invite feedback. The Plan was presented to City Council as a discussion item on December 7, 2020 and will be presented to the Neighborhood and Family Services Commission Meeting on February 10, 2021. Approval by Planning Commission is planned for February 17, 2021 and City Council approval and adoption of the Plan on March 22, 2021.

Attachments for this staff report include the Specific Area Plan Draft and two appendices, a market analysis and Western Avenue Corridor Parking Demand Study, as well as a summary of comments from the Community Meetings (Exhibit B).

BUDGET IMPACT:

The Economic Development Implementation Strategies will require significant investment of public funds. Some strategies are already included in the adopted budget, while others will require identification of new revenue sources or an additional commitment of general funds.

RECOMMENDATION:

The Specific Area Plan for Old Town, Cashion, and Las Ligas/Rio Vista presentation is provided to Planning Commission for information and feedback.

Exhibit A

Draft Specific Area Plan

DRAFT COPY

Specific Area Plan for Old Town, Cashion, and Las Ligas/Rio Vista

DRAFT

Specific Area Plan for Old Town, Cashion, and Las Ligas/Rio Vista/Rio Vista - Table of Contents

1.0 Introduction
- History
- Overview
- Guiding Principles
- Purpose
- Vision
- Existing Development within the Specific Plan

1.1 General Plan

1.2 Administration
- Plan Organization
- A Policy Plan
- Development Review Process

2.0 Specific Plan Districts
- Old Town District
- Cashion District
- Las Ligas/Rio Vista District
- District Concepts
- Gateway Intersections
- Key Focus Areas
- Circulation
- Placemaking

2.1 Development Form
- Site Design
- Landscape Design
- Building Architecture
- Signage
- Public Art/Beautification
- Open Space
- Light Fixtures
- Parking

3.0 Economic Development Implementation Strategies

3.1 Development Goals and Strategies

3.2 Funding Strategies
- Arizona Special Taxing Districts
- Government Property Lease Excise Tax (GPLET)
- Central Business District (CBD)
- Community Development Block Grant (CDBG)

Appendices
- Market Analysis
- Western Avenue Parking Study

DRAFT

Figures and Tables

FIGURES

- Figure 1-1 Regional Area
- Figure 1-2 Revitalization Plan Areas
- Figure 1-3 Infill Areas
- Figure 1-4 Neighborhoods
- Figure 2-1 Old Town District
- Figure 2-2 Gateway Entry at Western Avenue and Dysart Road Roundabout
- Figure 2-3 Southwest corner of Dysart Road and Western Avenue Parking Area
- Figure 2-4 Key Focus Area 1, West of the northwest corner of East Hill Drive and North 5th Street
- Figure 2-5 Key Focus Area 2, Southeast corner of East Hill Drive and North 3rd Street
- Figure 2-6 Key Focus Area 3, Reuse of City Police Property and Sernas Plaza
- Figure 2-7 Key Focus Area 4, Dennis Deconcini Park Amenities
- Figure 2-8 Key Focus Area 5, Existing and Proposed OTAB Zoning Area
- Figure 2-9 Key Focus Area 6, West of the southwest corner of Dysart and Buckeye roads
- Figure 2-10 Cashion District
- Figure 2-11 Key Focus Area 9, North side of Buckeye Road west of 107th Avenue
- Figure 2-12 Key Focus Area 11, Cashion District Park Amenity

TABLES

- Table 1-1 Economic Development Implementation Strategies

DRAFT

RESOLUTION NO. XXXX-XXX

DRAFT

Left Blank for RESOLUTION NO. cont'd

DRAFT

1.0 Introduction

History

Originally known as Coldwater Stage Station in the 1890s, commerce was at the heart of Avondale. Avondale had its beginnings as one of the very earliest stagecoach stations and post offices in the region, supplying travelers with provisions on their way from Tucson to northern Arizona and California. The town's most famous historical figure, Billy Moore, established a saloon, general store, and stage stop near the Agua Fria crossing.

While the town site moved twice, it settled in 1911 with a new post office and new name, Avondale. Billy Moore, a renegade who supposedly rode with the infamous Civil War's Quantrill Gang, was fond of embellishing facts with fiction. He was also shrewd enough to invest money in land speculation. In the early 1900s, one could buy an acre of land in the West Valley for a quarter, and Moore became the largest landowner by buying 280 acres for 70 silver dollars. Moore demonstrated his gambling spirit by opening a general store and saloon. His Coldwater Station was a watering hole for stagecoach drivers who crossed the arid desert for the promised land of California. This story and others led to Western Avenue growing to become the "heart" of Avondale.

Typical of small western towns, Western Avenue developed its eclectic, southwestern style based on elements that reflected its past; ranching, the railroad, and cotton farming industries, elements that can still be seen today in the area's simple, yet elegant, territorial and ranch style architecture.

DRAFT

Overview

The City of Avondale is located 15 miles west of downtown Phoenix with access to three major freeways (Interstate 10, State Highway Loop 101, State Highway Loop 202, and the future SR-30). With several hundred acres of accessible and developable greenfield land, a rich history, and landmark destinations, the City of Avondale continues to thrive. The Specific Plan is made up of three very distinct areas referred to as Old Town, Las Ligas/Rio Vista, and Cashion, as shown below in Figure 1-1.

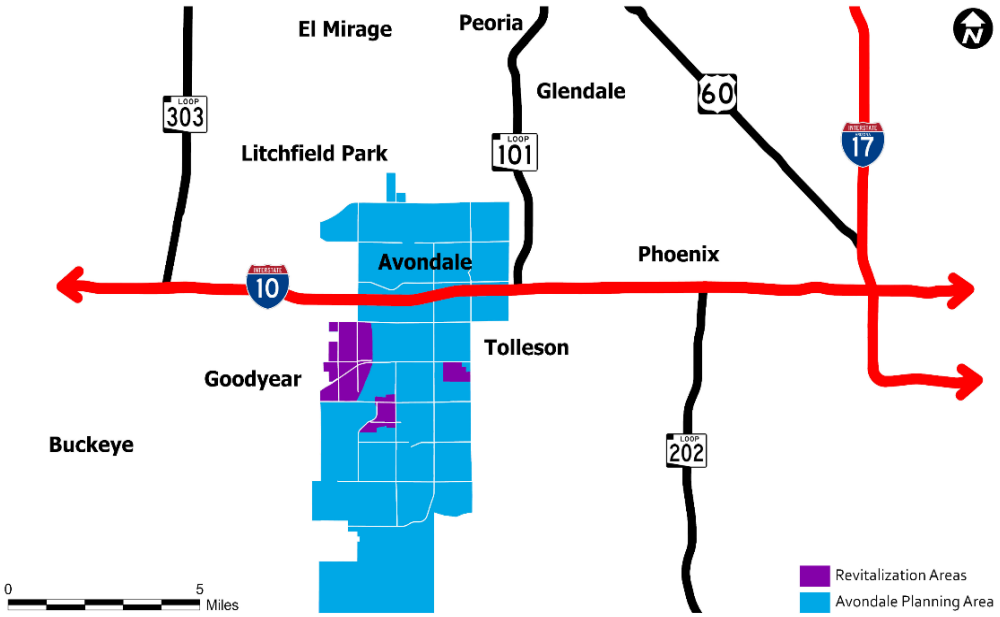


Figure 1-1 Regional Area

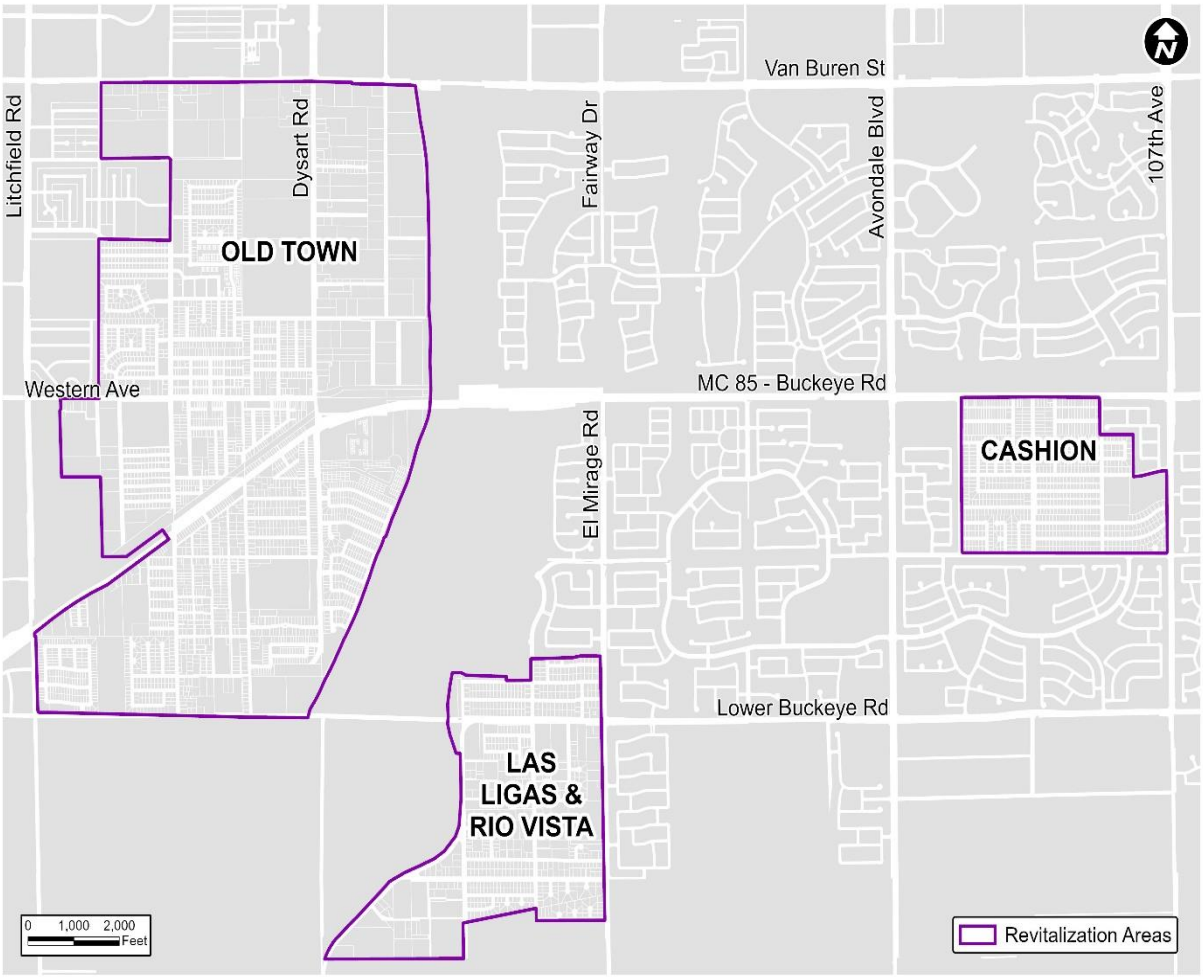
In 2019, the City of Avondale set forth an initiative to bring new development and revitalization in the next five years to the oldest areas of Avondale: Historic Avondale (also known as Old Town to many), Cashion, and Las Ligas/Rio Vista. The Specific Plan serves as an initiative to further growth opportunities for the next several years and beyond. Through an economic development evaluation, the City highlighted and evaluated opportunity sites ready for development as well as areas for enhancements to streets, amenities, land uses, and identification. The City worked with business and resident representatives of the three areas, development experts, and the citizens at large to shape this Specific Plan.

The three areas identified in this plan include a mix of residential housing types including single-family residential, townhomes, apartments, and mobile homes as well as commercial retailers, restaurants, offices, places of worship, public facilities and parks, and service providers such as automotive repair and light industrial businesses. The areas also include vacant land with opportunities to develop with commercial, residential, and light industrial respective to the area. All three areas contain the City's greatest concentration of older commercial buildings, and residential homes. The economic success of the area is in many ways dependent on maintaining the existing character and quality that sets the areas apart from other shopping destinations. For this reason, the preservation and restoration of older buildings in these three neighborhoods is of great importance.

The Plan is a specific area that implements the General Plan by providing development and design guidance for new development within the planning area. The Plan focuses on three neighborhood/districts that make up the total planning area of approximately 1,861 acres and is intended to encourage land use integration that supports the development of Avondale's older areas with new development, new businesses, public engagement, and an economically thriving and vibrant destination.

The Plan comprises three area districts; Old Town, Cashion, and Las Ligas/Rio Vista, which have visibility along major arterial streets and easily accessible within the City and the region, as shown below in Figure 1-2.

Figure 1-2 Revitalization Plan Areas



Avondale Revitalization Areas

Guiding Principles
Through a coordinated public and private effort, the Plan relies on four guiding principles to develop the Plan. These principles are:

- Encourage well-placed, well-designed commercial and residential developments
- Create a walkable, livable environment with plentiful open space
- Encourage a mix of residential, office, retail, restaurant, and service uses along with entertainment activities
- Foster high-quality development reflective of present-day market conditions while preserving the areas' culture and the opportunity for the area to flourish in the future

Through these principles, the Plan focuses on uses that will stimulate growth and establish thriving older areas. The Old Town area comprised of Buckeye Road/MC85, Western Avenue, Central Avenue, Dysart Road, and several residential districts is intended to have day-to-night activity, an 18-hour environment, by creating the appropriate balance of retail shops, unique restaurants, employment opportunities, open space, and residential uses.

This Specific Plan (The Plan) focuses on economic development steps, land use and zoning, marketing and branding, and revitalization. In short, the Plan is intended to promote new development and revitalization of the three areas in Avondale – Old Town, Cashion, and Las Ligas/Rio Vista.

Purpose
The purpose of the Specific Plan is to set the framework and vision for the areas. The Plan will serve both the residents and the business community with a well thought out path for future growth with implementation strategies. By creating a unique, iconic, and pedestrian-friendly destination within Avondale's specific areas the City in partnership with its residents can set the expectations for the future. This will be accomplished through sound planning practices and land use decisions.

DRAFT

The planning area has seen over $80 million in public investment since 2000 through Western Avenue streetscape improvements, neighborhood street improvements, Madison Heights, City facilities including the Sam Garcia Library, Resource Center (under construction), Police Department, and open space/parklets, bike paths on Central Avenue, lighting on Dysart Road, neighborhood district identification, new signage, wayfinding signs, and the opening of new businesses. Both short- and long-term public and private investment will be necessary to realize the vision of the Plan.

The Plan contains several underdeveloped properties both privately and City owned. These properties create an important opportunity to contribute to the City's economic development and provide local employment, dining and shopping experiences, and services that will further strengthen the City's historic areas.

The areas contain many of Avondale's oldest buildings, including commercial and residential. The commercial areas should be carefully preserved, and buildings adapted to modern uses with new development carefully integrated into the area.

The residential areas should also be preserved while allowing for infill residential development on vacant parcels and allow for applicable business-oriented zoning on specific residential streets in Historic Avondale.

Because of the unique physical conditions of the area, including the Union Pacific Railroad tracks and State Route MC85 (Buckeye Road/Main Street), and the important role the Specific Plan will play in the future, this type of Plan has been selected as the most effective strategy to guide future development.

DRAFT

Vision
Through a coordinated public and stakeholder engagement effort, a vision for the Plan was established. The Specific Plan focuses on important areas within the Avondale community.

The Old Town area serves as a primary business district that is pedestrian-oriented with shops, restaurants, small plazas, and parklets that provide Avondale's growing population with an exciting and vibrant sense of place. Specified existing residential areas have opportunities for conversion to commercial uses such as cafes, boutiques, artist studios, and the like.

The Las Ligas/Rio Vista District offers opportunities for new residential development in this area. Increased residential density in this area further supports the nearby Historic Avondale District and Buckeye Road business areas.

The Cashion District has opportunity for commercial and light industrial business along Buckeye Road (MC85/Main Street) as well as residential or open space infill on vacant parcels within the residential neighborhood.

Overall, the Plan provides a vision for residential neighborhoods and business areas to have access to services, places to dine, shop, and attend local events.

Existing Development within the Specific Plan Area

WESTERN AVENUE
The central business district is Western Avenue, developed with restaurants, retailers, offices, automotive services, and other personal service businesses. Western Avenue serves as a thoroughfare to and from Central Avenue to Dysart Road with access to Buckeye Road.

BUCKEYE ROAD (MC85/MAIN STREET)
A major transportation corridor for locals, travelers, and industries, Buckeye Road is a State Route (MC85) that bisects the Old Town area. Many commercial and industrial businesses, churches, and residences are developed along this corridor.

The area south of the Union Pacific Railroad tracks along MC-85 is home to a group of silos which is a major landmark and very a significant attribute to the area and long - time residents of the Cashion neighborhood which should be preserved.

DYSART ROAD
This arterial street serves as business district and access to residences, commercial businesses, an industrial business park, and a school. Dysart Road ends at Lower Buckeye Road to the south, thus, providing a northbound accessway to northern Avondale.

CENTRAL AVENUE
The Central Avenue corridor borders the western edge of Historic Avondale providing access to existing residential neighborhoods, commercial businesses, places of worship, and public and private schools.

DRAFT

1.1 General Plan

A concurrent Text and Map Amendment to the Avondale General Plan 2030 is necessary so that the General Plan 2030 reflects the uses and vision for the historic areas as identified in this Plan.

1.2 Administration

Plan Organization
The Specific Plan lays out detailed provisions for land use, circulation, open space, and design form, along with an implementation plan. The Plan is organized as follows:

Chapter 1 of this document includes background information, summarizes the major conclusions determined during the team's initial research about the site context and existing conditions.

Chapter 2 presents the design framework by establishing the land use expectations and Districts. This framework is designed to foster revitalization in the three historic areas.

Chapter 3 provides the economic development implementation strategies.

A Policy Plan
The Specific Plan is a policy plan. The provisions are guidelines which will serve as a guide for evaluating proposed developments. The quantitative provisions of the Plan establish targets and provide a basis for project review, but they are not mandatory standards. The primary goal of the Plan is to ensure that the overall desired character and intensity of development is achieved in the Specific Plan as projects are built over time. Applicants may submit projects that meet the overall intent of the Plan but do not comply with all the development guidelines. Any project application should include an explanation of how the project meets the overall objectives and guidelines of the Specific Plan, and a justification for any departures from the Plan.

Development Review Process

- **Annexation.** Any properties that are not currently within the City limits must apply for annexation and be accepted according to the City's standard procedures.

- **Zoning.** All properties require proper zoning prior to development. Properties outlined in this Plan for zoning change, such as Old Town Avondale Business District zoning (OTAB) or other, require rezoning prior to development. The City will initiate the rezoning process for properties eligible for Cashion Business District (CBD) zoning.

- **Design Review.** A pre-application as well as Site Plan and Design Review must be submitted and approved prior to any development. The site plans, landscape plans, building elevations, and other components of the proposed development will need to be consistent with the Specific Plan and comply with all Zoning Ordinance requirements.

- **Flexibility in Development.** The City understands that typical development requirements such as stormwater retention, parking, setbacks, utility undergrounding, fire suppression, impact fees, and the like can often make development difficult when applied to smaller infill parcels that characterize

the revitalization areas. These requirements may drive the cost of a project higher than the market can support or simply require more land than is available. While sites must still function in a safe and orderly manner, the City has taken steps to lessen the burden of redevelopment within the Specific Plan areas and provide several incentive options to spur growth and attract new development as listed below.

- To provide further development opportunities and ***flexible development*** standards for the area, the Historic Avondale Infill Overlay Zoning District (HAIO) was adopted by the City Council in November 2013. When viewed as a companion to this document, the HAIO District (Zoning Ordinance Section 504) provides a powerful tool for business development by allowing for flexible development standards, including but not limited to, reduced setbacks and decreased parking requirements. Rezoning to the HAIO District may be requested for any property within the boundaries of Historic Avondale.

- The City reduces building permit and plan review fees by fifty (50) percent for all construction permits, commercial and residential, within specific areas of Historic Avondale as delineated by Avondale City Code Chapter 19 Article IV, and as shown in Figure 1-3 below.

- The City offers accelerated plan review services for all projects adjacent to Western Avenue. Additionally, any project within the entire Historic Avondale area boundary is eligible for accelerated plan review if it incorporates green building standards.

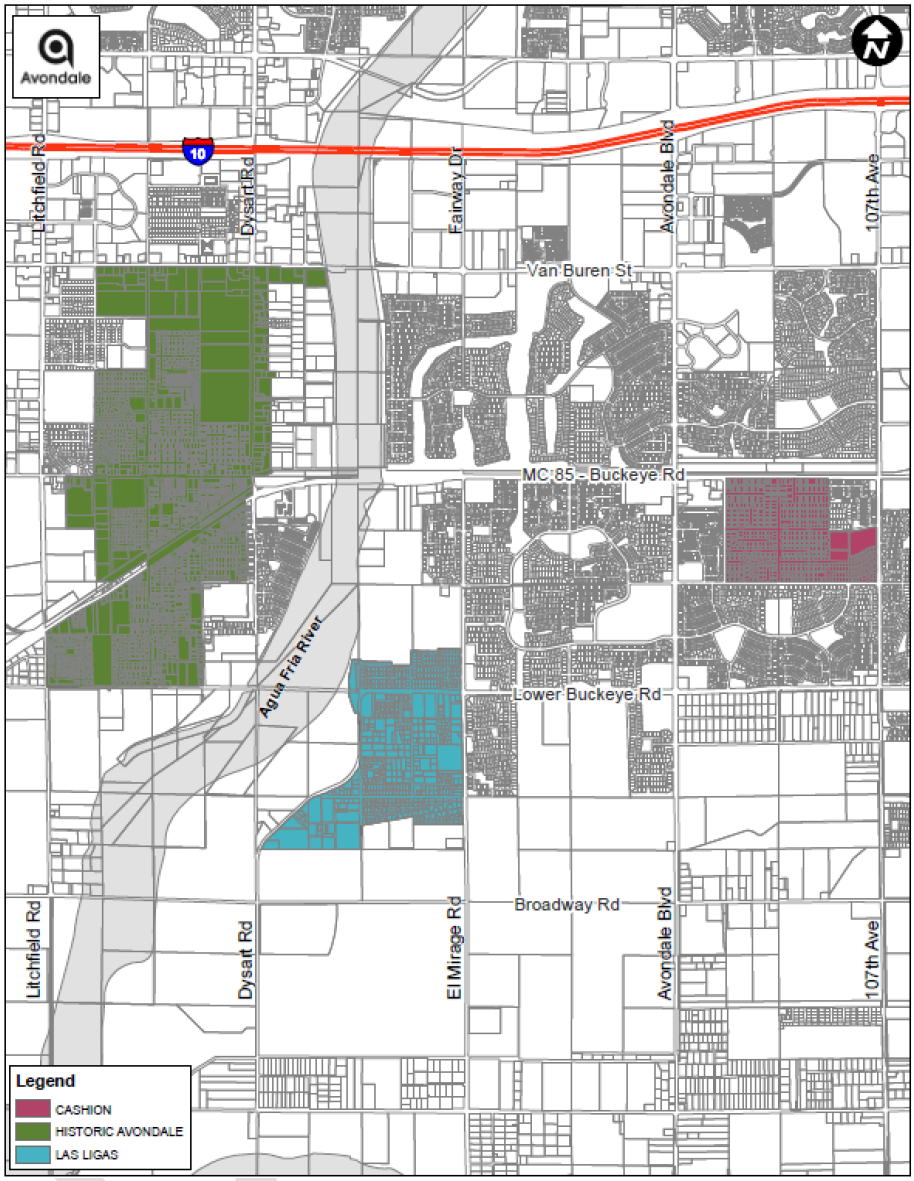
- The City does not charge a "tap fee" for making a water connection for a fire sprinkler system. The City does not charge a "standby fee" for a water connection for a fire sprinkler system.

- The International Fire Code and the International Building Code include a multitude of "trade-offs" to reduce the cost of building construction when a fire sprinkler system is installed. In most cases these "trade-offs" save significantly more money than the installation of sprinklers costs. In addition, development within a "locally designated historic district" is eligible for relief from the International Energy Conservation Code. Through adoption of this document, development in Historic Avondale will become eligible for this relief.

- Engineering and traffic design standards may be waived or relaxed at the discretion of the City Engineer, on a case-by-case basis, so long as the proposed standard modification does not constitute an unsafe condition.

DRAFT

Figure 1-3 Infill Areas



2.0 Specific Plan Districts

The overall goal of the Specific Plan is to create an active, pedestrian-friendly environment, opportunities for growth, and a sense of identity within the three oldest neighborhoods in Avondale. Incorporating a mix of uses and varying scales of density and intensity among the three areas will assist in the revitalization and investment to the area. This will be implemented using the 'Districts' concept to define the three areas; Old Town, Cashion, and Las Ligas/Rio Vista.

Districts

The Districts are special places in Avondale with opportunities for growth and revitalization as well as maintaining the areas' history. Below is a summary of each District.

Old Town

The core of Old Town, specifically Western Avenue and the neighborhoods directly adjacent, were subdivided and developed starting in the 1930s.

The architectural styles and street characteristics vary depending on the era in which a particular sub-area/neighborhood was developed. Figure 1-4 below identifies these neighborhoods.

The character of each neighborhood is influenced by zoning and street classification of adjacent roadways. Dysart Road has a commercial character, developed with auto-oriented businesses positioned to take advantage of the higher traffic counts on this arterial street. Conversely, Western Avenue is a narrower street with traffic calming instruments, brick pavers, and parklets that enhance the pedestrian experience.

*The **"Old Town" District*** is characterized by different neighborhoods, varying architectural styles, land use and zoning, and overall character. The neighborhoods are well-established and have opportunity to maintain existing character and neighborhood feel as well as develop vacant properties and revitalize existing development.

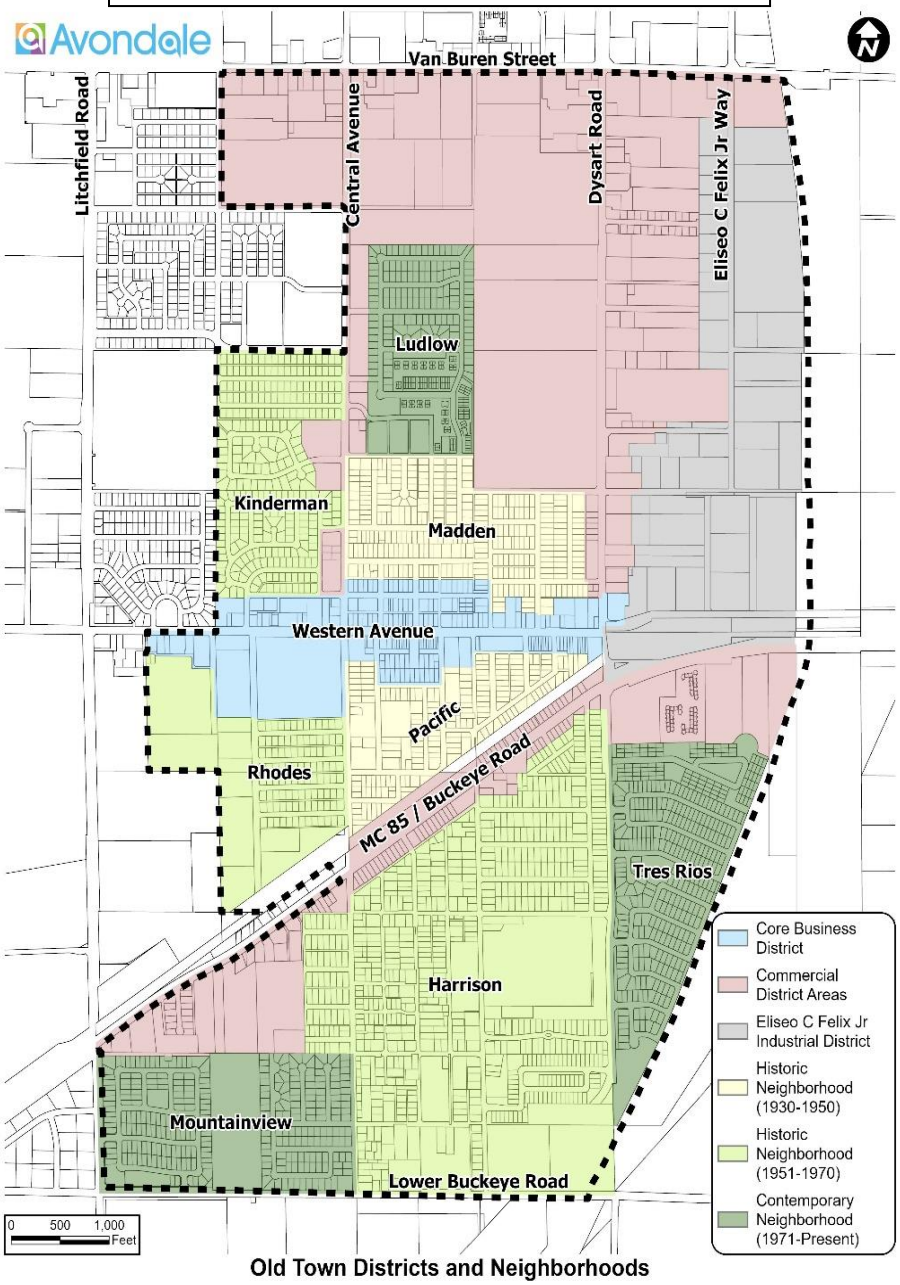
Adaptive reuse is encouraged to enhance the area as well as Live/work units, art galleries, retails shops, restaurants, and other services along business corridors.

DRAFT

The Plan's focus for this area is on Western Avenue between Central Avenue and Dysart Road, Buckeye Road (MC85/Main Street) between Litchfield Road and the Agua Fria River, and undeveloped or adaptive reuse opportunities north of Western Avenue and south of Buckeye Road. The historical neighborhoods of Madden, Pacific, Kinderman, Rhodes, Harrison, Ludlow, Tres Rios, and Mountainview have a variety of architectural housing styles which should be preserved.

As families grow, home additions and modifications may be needed in which new construction should be integrated with the neighborhood's character as much as possible.

Figure 1-4 Neighborhoods



Old Town Districts and Neighborhoods

Cashion

The Cashion District is generally bounded on the north by Buckeye Road, on the south by Durango Street, on the west by 113th Avenue, and on the east by 107th Avenue. The history of Cashion includes an ostrich ranch called the Pan American Ostrich Farm which began raising ostriches for their feathers. The area developed with single-family residential homes and commercial along Buckeye Road. The Cashion neighborhood is a hometown to many generations of families in Avondale. The existing silos located along MC-85 hold a high level of significance for the long-time families in the area and should be preserved.

The local post office serves as a historical and significant point of pride for residents and should be preserved to hold its historic significance.

Properties along Buckeye Road have opportunities for commercial development and the Cashion Business District (CBD) zoning in lieu of the residential zoning. The CBD zoning is intended to encourage and facilitate the construction of new commercial enterprises and/or the expansion of existing businesses in the Cashion commercial corridor. This zoning district promotes flexibility in development standards necessary due to the smaller sized parcels in the area and encourages variation in circulation patterns and land use. Relative to the City's standard commercial zoning districts, the CBD includes development standards allowing for reduced setbacks, parking requirements and landscaping requirements. The CBD zoning may be established on any property located between 107th Avenue and 113th Avenue that has direct frontage on Buckeye Road. This Plan encourages new development and adaptive reuse of these properties to further enhance the area especially on the south and north sides of Buckeye Road. The north side of Buckeye Road is not directly a part of Cashion but serves as an opportunity to enhance the area and provide economic investment to the neighborhood.

Las Ligas/Rio Vista

The **Las Ligas/Rio Vista District** is characterized with single-family residential homes built from the 1940s to the 2000s. There are many vacant residentially zoned parcels including larger lots providing for new housing in the area. The Las Ligas/Rio Vista District is bounded by Calle Hermosa on the north, El Mirage Road on the east, 127th Avenue/Vermeersch Road to the west, and Illini Street to the south. Lower Buckeye Road transects the Las Ligas and Rio Vista communities; Rio Vista is located on the north side of Lower Buckeye Road. The intersection of Lower Buckeye and El Mirage roads is an entryway into the District. Properties at this intersection would ideally develop with commercial uses, providing services to the surrounding area.

Gateway Intersections
In addition to general district concepts, there are Gateway Intersections that are important to the character and circulation of the revitalization areas. These intersections serve as gateways to the commercial and residential areas, and the areas' infrastructure, design, and function which are an integral success of these neighborhoods. City directional signage and streetscape improvements should be concentrated at these intersections, serving as gateway entry identifiers guiding drivers and pedestrians to key areas within the three historic Avondale areas.

There are key intersections identified in both Old Town, Cashion, and Las Ligas/Rio Vista. Gateway Intersections A and B serve as the north access points along Western Avenue whereas Intersections C through H are all along Buckeye Road (MC 85/Main Street), and Key Intersection I which is along Las Ligas/Rio Vista. The importance of each Gateway Intersection is outlined below.

Key Focus Areas
Within each of the three districts there are key focus areas which are vacant parcels of land primarily City owned. The goal of the key focus areas is to encourage development of these properties that will benefit the districts. There are locations for residential, commercial, and open space/activity uses. In support of the overall revitalization strategy, there are nine (9) Key Focus Areas that present additional opportunities for redevelopment or reuse. Each Key Focus Area is discussed in detail below.

DRAFT

Old Town District
Gateway Intersections

Figure 2-1 Old Town District

- **Gateway Intersection A.**
  At the intersection of Western Avenue and Central Avenue, Gateway Intersection A serves to anchor the west end of the primary commercial retail, restaurant, and services core of Historic Avondale. Central Avenue is a primary north-south route through the district terminating on the south end at Festival Fields Park.

- **Gateway Intersection B.**
  At the intersection of Western Avenue and Dysart Road, Gateway Intersection B is the east gateway into Historic Avondale along Western Avenue. This intersection is encumbered by an offset alignment of Western Avenue and by the proximity of the Union Pacific Railroad line to the south.

  Figure 2-2 shows a proposed roundabout circulation concept that provides for a sense of arrival and destination to Western Avenue's commercial corridor. This intersection will benefit from easier access to left-turn movements for northbound and southbound traffic. Additionally, this intersection is a prime candidate for a gateway feature identifying the commercial core; one possible solution is vertical art or entryway element that draws the attention of traffic from Buckeye Road (MC85/Main Street) to Western Avenue and Van Buren Street.

  To resolve the traffic conflicts while increasing the profile of Western Avenue, a roundabout with a central iconic gateway sculpture creates a gateway monument that will need to be tall enough to be visible from Buckeye Road and Van Buren Street, and will spur curiosity of passersby, while setting a recognition of being close to core commercial area.

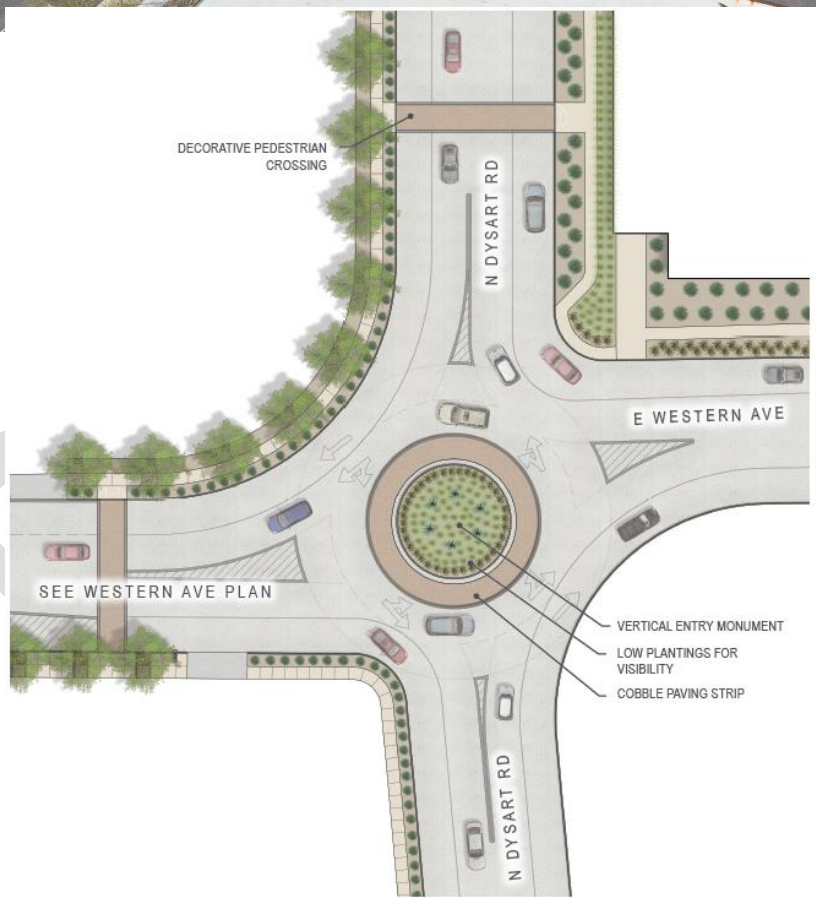
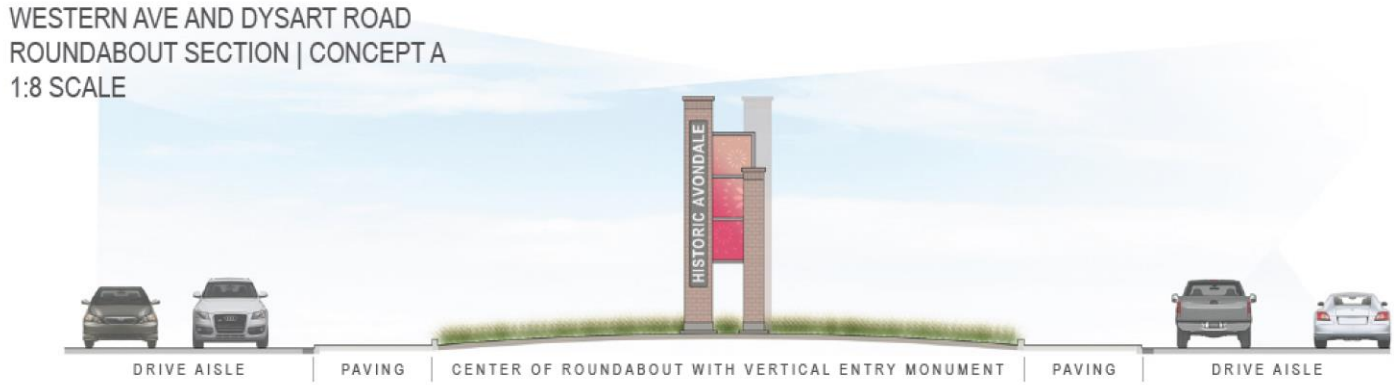
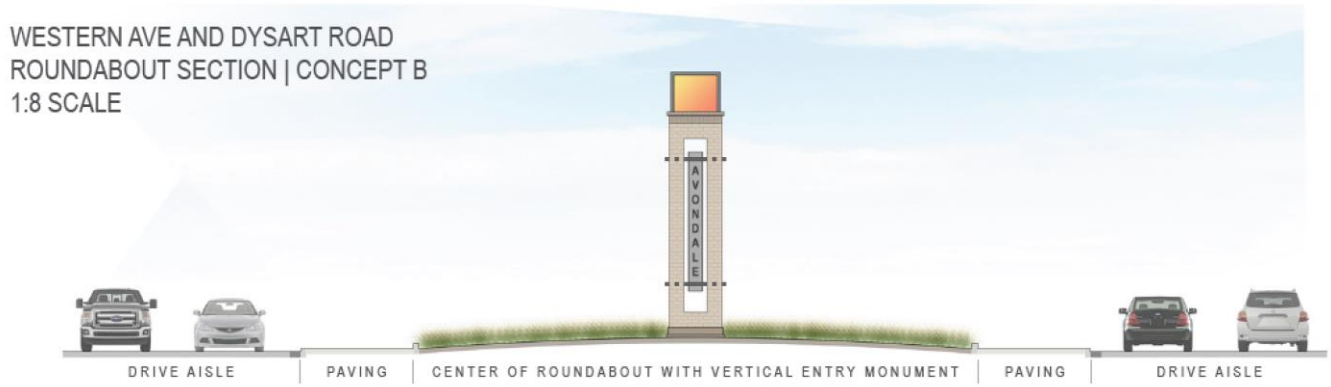
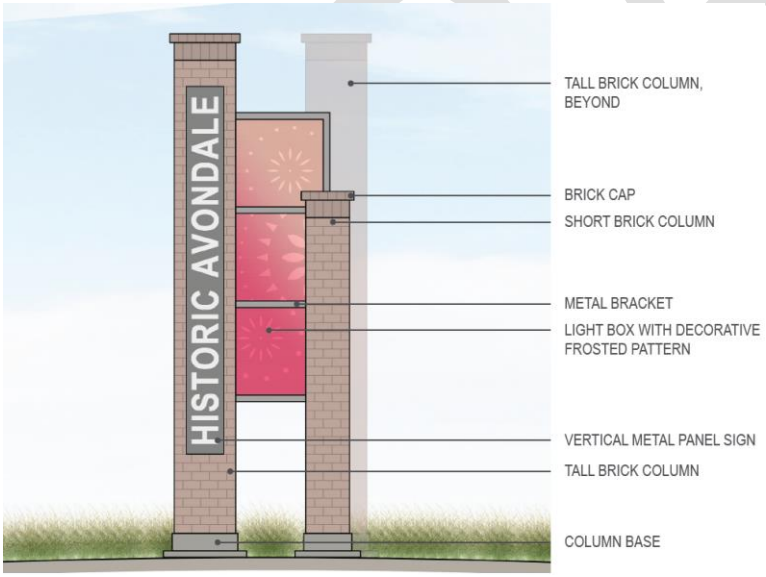
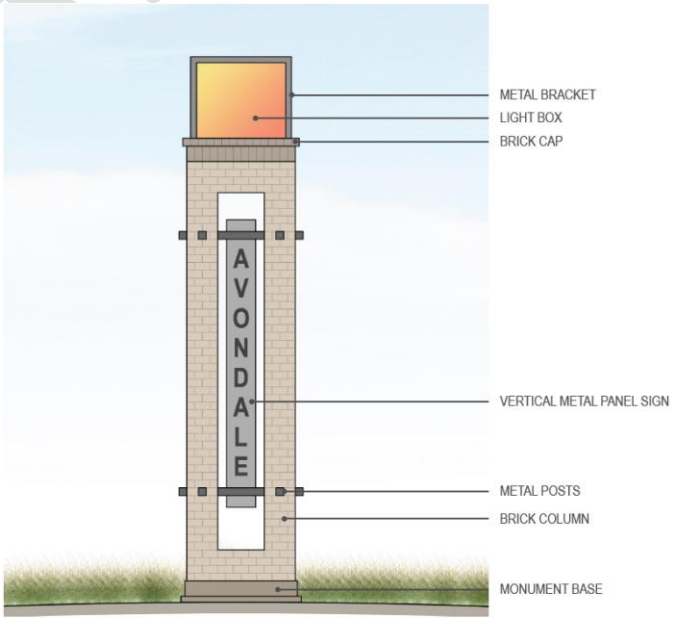


Figure 2-2 Gateway Entry at Western Avenue and Dysart Road Roundabout









There is an opportunity for a parking area on the southwest corner of Western Avenue and Dysart Road along the north side of the Union Pacific Railroad. This parking area includes enhanced landscaping and decorative screen walls including an Old Town identification sign. The parking area provides additional parking spaces for customers and event patrons as shown in Figure 2-3.

Figure 2-3 Southwest corner of Dysart Rd and Western Ave Parking Area

- **Gateway Intersection C.** At the intersection of Buckeye Road (MC85/Main Street) and Dysart Road, Gateway Intersection C is important for both its daily traffic volume and the opportunity it presents to link a regional highway to Historic Avondale. This intersection has an opportunity for a signature feature in this revitalization area.

- **Gateway Intersection D.** At the intersection of Buckeye Road (MC85/Main Street) and Central Avenue, Gateway Intersection D serves as both a primary southern gateway to the City and connection for residents south of Buckeye Road to the historic core area.

Key Focus Areas

There are City-owned properties within Old Town that remain undeveloped as discussed below. These City properties present an opportunity to activate vacant land for recreation purposes and to provide pedestrian connections to the commercial area on Western Avenue.

- **Key Focus Area 1.** There are two locations along Hill Drive related to this Focus Area. West of the northwest corner of Hill Drive and 5th Street are two parcels; one is a 7,000 square foot lot as part of the Hill Tract plat from 1944 with an adjacent 3,786 square foot horizontally oriented lot platted in 2013 and is utilized for stormwater retention. The larger parcel has an alleyway abutting the north and east sides of the lot. This property is adjacent to existing single-family residential homes, across the street from a townhouse development and an existing church property. There is an opportunity to develop this lot with a single-family residential home.

Figure 2-4 Key Focus Area 1, West of the northwest corner of East Hill Drive and North 5th Street

DRAFT

- **Key Focus Area 2.** The southeast corner of East Hill Drive and North 3rd Street includes a 7,430 square foot lot and a larger 14,560 square foot lot, a total of 0.50 acres. These properties could develop with residential townhomes or have a commercial component with residential to create a mixed use concept. An active open space on a portion of the site is another option, as shown below. The alleyway could be activated with greenery and/or wall art or other pedestrian-oriented features to enhance the area leading to Western Avenue, creating a neighborhood pedestrian accessway to restaurants and shops.

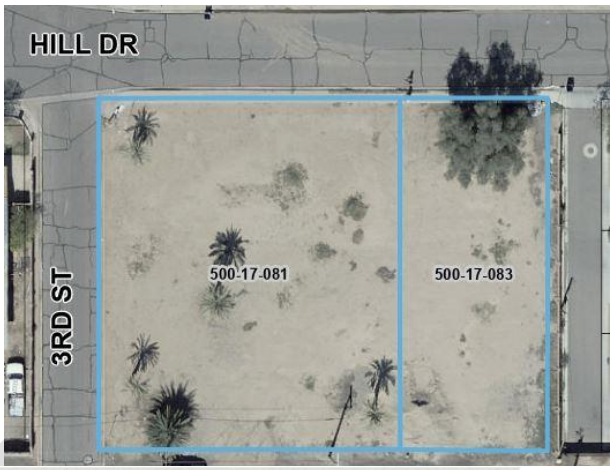


Figure 2-5 Key Focus Area 2, Southeast corner of East Hill Drive and North 3rd Street

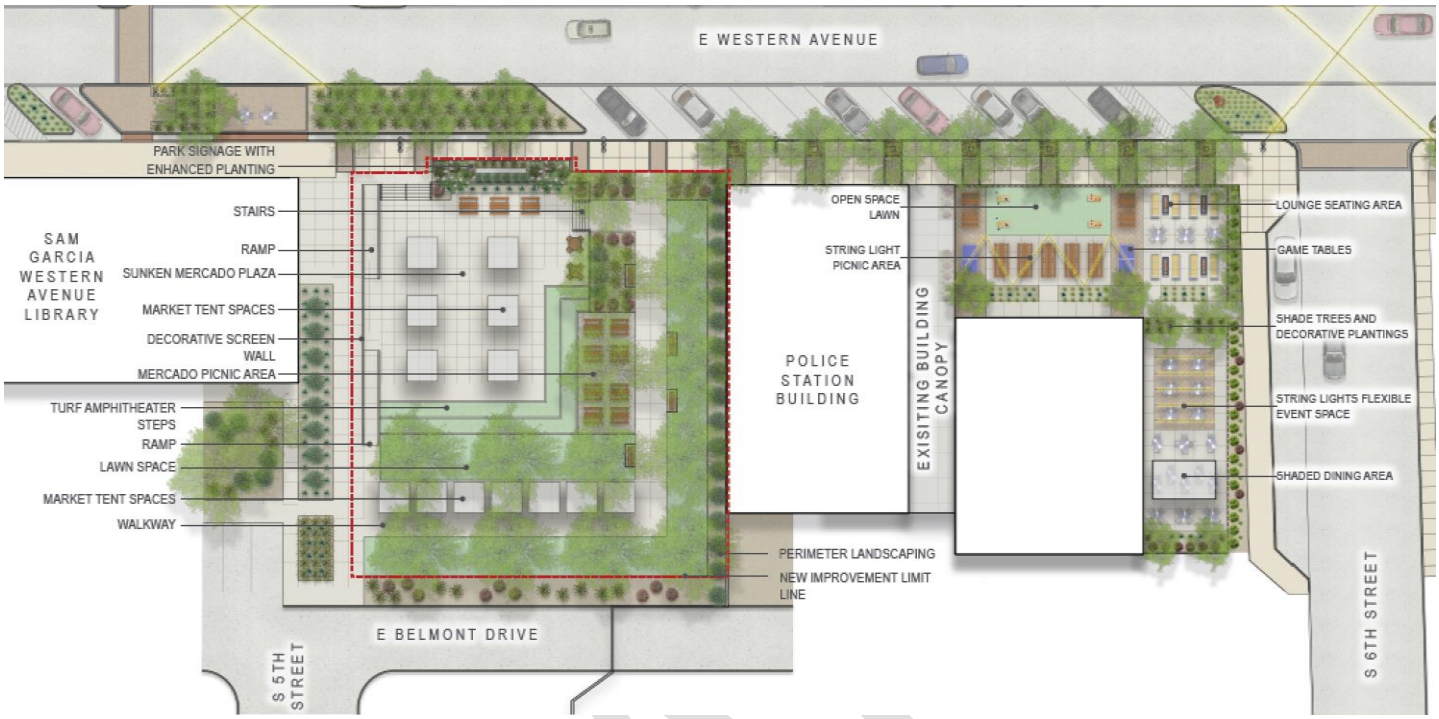
- **Key Focus Area 3.**
  There are City-owned properties on the south side of Western Avenue and the 5th Street alignment. These parcels are occupied with a police facility and an outdoor park space, Sernas Plaza Park, which abuts the downtown Sam Garcia Library. The City sees an opportunity to re-invest in this area. The existing police detention center and substation facility is planned to be removed and the site will be cleared for future economic development opportunities with a destination end user in mind. With the redevelopment of the police property and vacating of the fire station, located to the south along Belmont Drive, a new police detention and public safety building would be built for use by police and fire on property located at 10th Street and Western Avenue, just south of the new Resource Center. Additional re-investment opportunities will be considered for the fire station property with uses such as a restaurant, brewery, and similar.

  Redevelopment of the existing park plaza east of the library into a more interactive, activated space creates a vibrant community gathering area that would help revitalize the Old Town area, providing opportunities for local residents to showcase their creativity to the broader Avondale community. A Mercado concept for the park and/or the police property, creates business ownership opportunities and living wage jobs in the community.

  In addition, it offers services and goods for residents and employees to retain spending in the immediate area. Arts and culture can also enhance a Mercado by hosting art exhibits, music, and dance performances, spoken word, film showings, and other events to support local artists and provide art and cultural opportunities for this Historic Avondale District area.

DRAFT

Figure 2-6 Key Focus Area 3, Reuse of City Police Property and Sernas Plaza



- **Key Focus Area 4.** The City's existing Dennis DeConcini Park at the southwest corner of Western Avenue and 4th Street could be enhanced with a splash pad, added seating and shade areas, with planters and artwork to provide a local amenity for families. These park features would also provide outside activity for the Boys & Girls Club on the west side of the park site.

Figure 2-7 Key Focus Area 4, Dennis Deconcini Park Amenities

- **Key Focus Area 5.** The City's existing Old Town Avondale Business District (OTAB) is intended to promote a healthy community by encouraging development and redevelopment of pedestrian-focused commercial businesses, such as those which encourage patrons to shop and dine for several hours without having to use their vehicles between stops; reduce the dominance of the automobile by encouraging the use of shared parking areas, such as on-street parking, public surface lots, and public parking structures; create a destination for unique retail, restaurant, entertainment and service uses that increase revenues and strengthen the City's tax base, drawing consumers both locally and regionally; respect the local and cultural significance of the City's original town site without hindering creativity in design; support limited commercial uses in residential structures located within the neighborhoods that are located in close proximity to Western Avenue; provide an environment where commerce can flourish in a traditional main street type of setting, with the knowledge that ample opportunity for suburban style development is available throughout the remainder of the City; and create old-fashioned neighborhoods where a variety of housing types coexist alongside compatible commercial businesses.

  This Plan would expand the eligible OTAB Neighborhood Sub-District zoning further intermingling housing alongside compatible commercial businesses. This Sub-District is designed to provide a transition between the OTAB Heritage District and the residential districts located on the periphery

of the OTAB Neighborhood District. Residential uses remain the primary land use; however, non-residential uses such as boutiques, cafes, professional offices and bed and breakfast inns are permitted. These commercial businesses may be located in either retrofitted residences or new buildings. The City will evaluate expanding the use of appropriate uses in this zoning.

Figure 2-8 Focus Area 5, Existing and Proposed OTAB Zoning Area

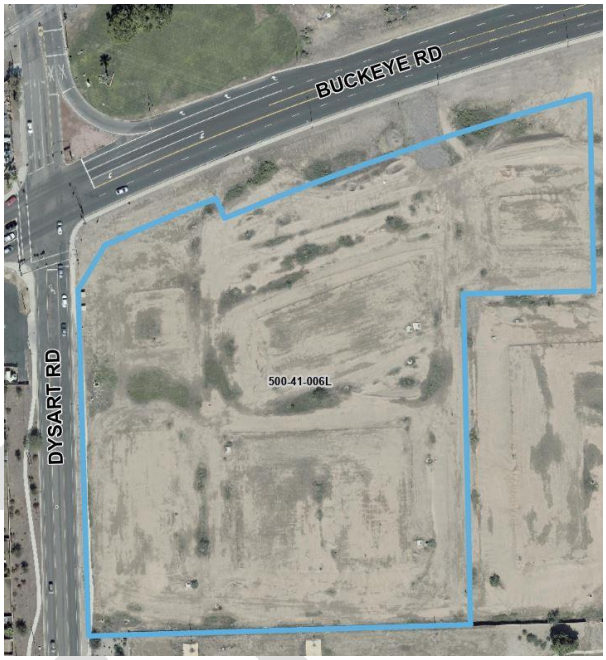
Existing Old Town Avondale Business District

Proposed Old Town Avondale Business District

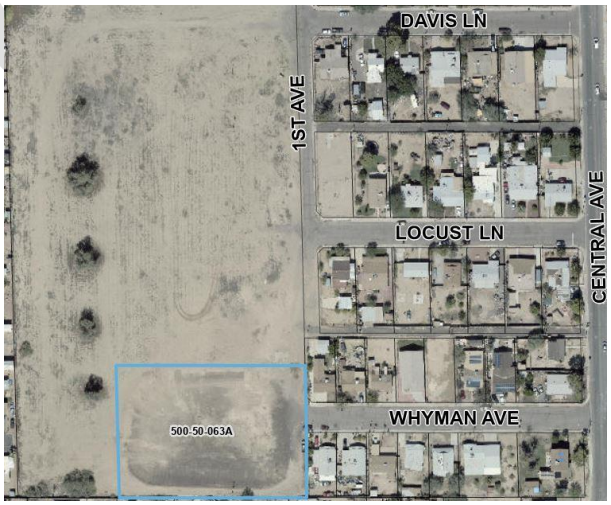
- **Key Focus Area 6.** There is opportunity to expand commercial uses west of the southwest corner of Dysart and Buckeye (MC 895/Main Street) roads around the intersection of 6th Street and Agua Fria Lane. Community Commercial (C-2) zoning makes up most of the south frontage of Buckeye Road west of Dysart Road to the western extent of Avondale in the Historic Avondale Revitalization Area. Properties without frontage on Buckeye Road, but accessible from the 6th Street intersection, may benefit from commercial zoning designations. While the street network is somewhat cumbersome, low-traffic generating neighbor-serving commercial uses that can be accessed a short walk from adjacent parking areas may be a good fit for properties along the north and south side of Agua Fria Lane.

Figure 2-9 Key Focus Area 6, West of the southwest corner of Dysart and Buckeye roads

- **Key Focus Area 7.** The undeveloped 7-acre property at the immediate southeast corner of Dysart and Buckeye Roads abuts a planned multi-family residential development to the east, single-family residential homes to the south, and single-family residential and commercial to the west. This intersection has commercial uses on the northwest and southwest corners, and open space on the northeast corner. It is envisioned that this intersection corner creates a sense of arrival to the Historic Avondale District especially guiding traffic north to Western Avenue. In addition, development of new commercial or residential uses further brings economic development to the area. The 7-acre parcel could be developed with commercial uses or residential which would be compatible with adjacent uses.



- **Key Focus Area 8**. There is a 1.58-acre City-owned parcel within the Historic Avondale District located at the northeast corner of North 3rd Avenue and West Whyman Avenue. Surrounding this parcel is a privately-owned vacant 8-acre parcel, a mobile home park, and existing single-family residential. These two undeveloped parcels are zoned R1-6 for single-family residential development and are ideal for residential infill offering new housing options for this District.



DRAFT

Cashion District
Gateway Intersections

Figure 2-10 Cashion District

- **Gateway Intersection E.** At the intersection of Buckeye Road (MC85/Main Street) and 113th Avenue, Gateway Intersection E sits between a commercial area to the west and the historic Cashion area to the east and south.

- **Gateway Intersection F.** At the intersection of Buckeye Road (MC85/Main Street) and 111th Avenue, Gateway Intersection F is a primary and central access into the Cashion neighborhood. There are commercial properties at the intersection of 111th Avenue and Buckeye Road that lead into the larger neighborhood.

- **Gateway Intersection G.** At the intersection of Buckeye Road (MC85/Main Street) and Jessie May Avenue, Gateway Intersection G is another key access into the Cashion neighborhood and to the Cashion Community Park.

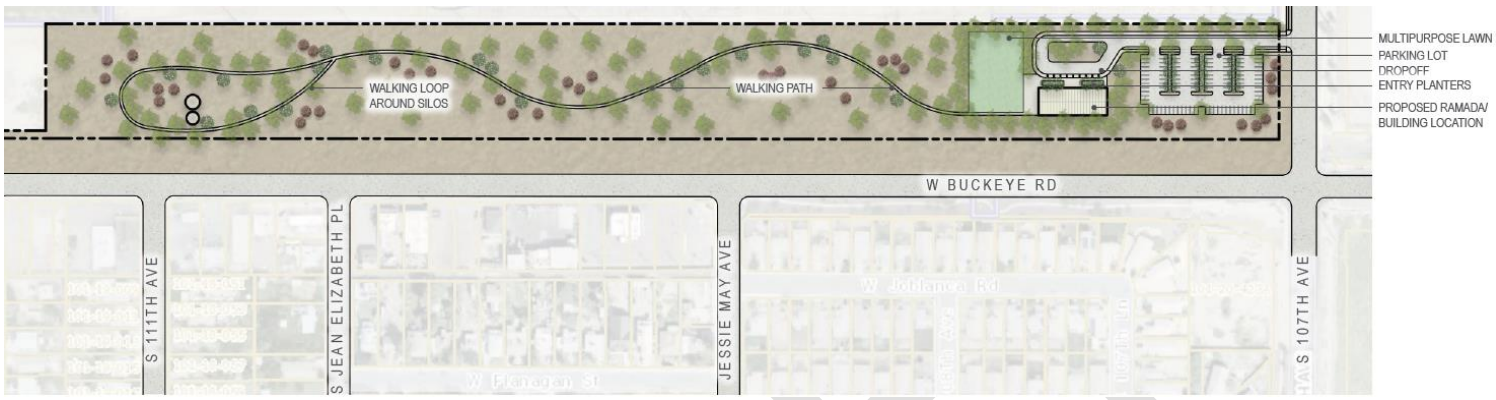
- **Gateway Intersection H.** At the intersection of Buckeye Road (MC85/Main Street) and 107th Avenue, Gateway Intersection H serves as one of the primary east gateways into the City and is a significant transition point between the revitalization area and more modern neighborhoods to the north.

Key Focus Areas

- **Key Focus Area 9.** Along the north side of Buckeye Road (MC85/Main Street) between Avondale Boulevard and 107th Avenue, there is developed and abandoned industrial uses and vacant land within Maricopa County's jurisdiction. These properties abut open space and single-family residential to the north, have limited access only from Avondale Boulevard and 107th Avenue due to the existing Union Pacific Railroad tracks along Buckeye Road, and have a narrow depth. A unique structure on one of the parcels is an abandoned grain silo facility likely related to historic farming operations in the area. This silo has historic and nostalgic value to the area's residents. Adaptive reuse of this structure should be prioritized as it would invigorate the area, provide business investment, and creative space for the community, for example a restaurant, brewery, shops, fitness facility, event space, and the like. These properties could potentially be annexed into the City and developed with commercial uses (retail, restaurant, office, entertainment,

art spaces, etc.) or open space such as a lineal park to serve the surrounding neighborhoods, enhance the Buckeye Road streetscape, and revitalize the area. The option of a linear park may be ideal, similar to the Dessie Lorenz Park at the northeast corner of Central Avenue and Buckeye Road (MC85/Street). A public space in this area would serve residents in Cashion and surrounding neighborhoods.

Figure 2-11 Key Focus Area 9, North side of Buckeye Road west of 107th Avenue



- **Key Focus Area 10.** Complimenting Gateway Intersection F, this Key Focus Area at the intersection of Buckeye Road (MC85/Main Street) and 111th Avenue presents an opportunity to add streetscape elements and neighborhood branded signage to highlight this revitalization area, the Cashion District. Additionally, parcels fronting Buckeye Road may be eligible to be rezoned from residential to Cashion Business District (CBD) to better match existing uses and to promote future neighborhood-serving retail and office uses.

- **Key Focus Area 11.** Within the Cashion District is a City-owned lot and a privately-owned lot that could be developed and flourish as a local neighborhood amenity. The properties are located at the southeast corner of 111th Avenue and Pima Street (4th Street) and the northeast corner of 111th Avenue and Pima Street (4th Street) respectively. There is an existing Zoom Bus Stop adjacent to the northern parcel and an alleyway that bisects the two parcels. This alleyway would need to be abandoned in order to connect the parcels. Both lots together can provide a community park space, possibly a splash pad and parking area. The vision for this neighborhood pocket park is to provide a small-scale toddler play space, shade canopies, seating, and a splash pad. Play lawns are situated around hardscape areas to support additional play. This would be a convenient activity area for people to walk or bike too.

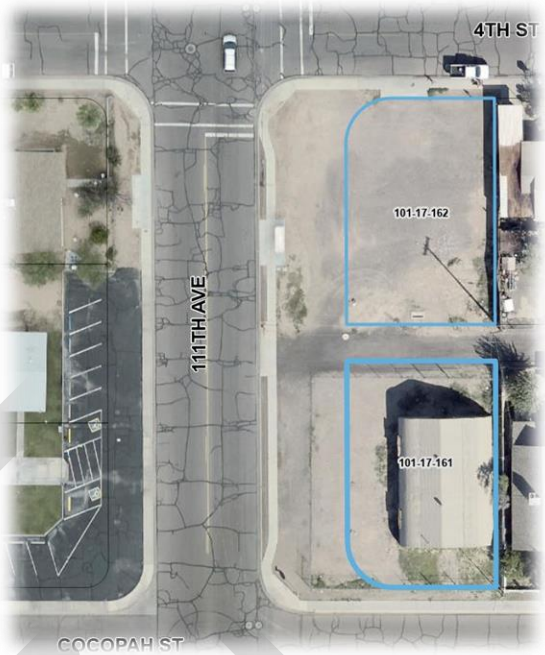
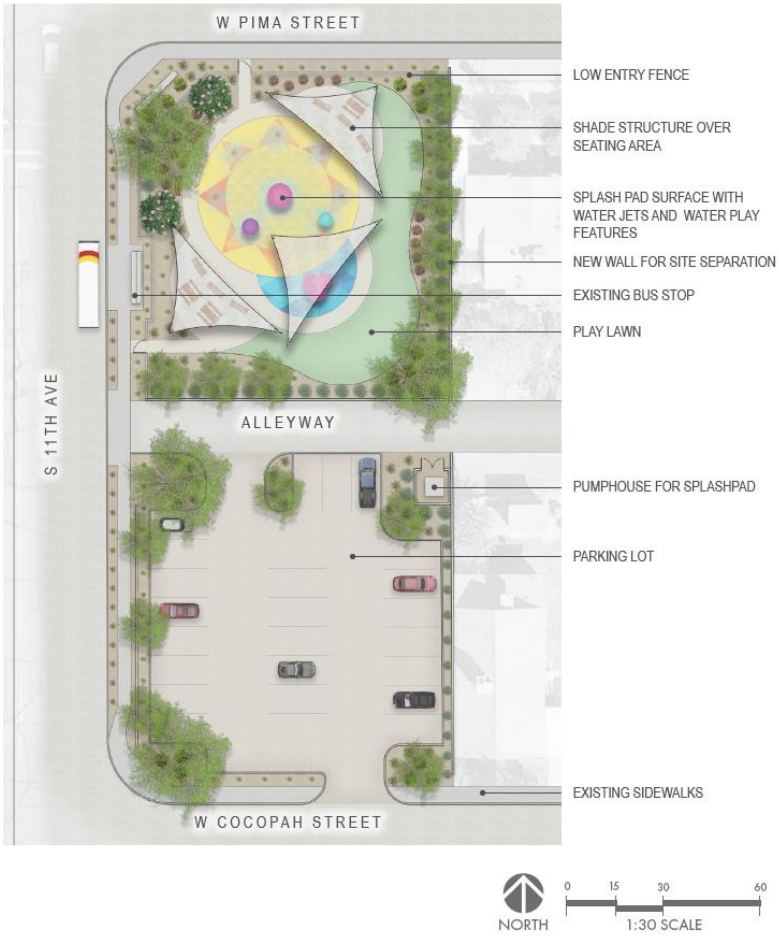


Figure 2-12 Key Focus Area 11, Cashion District Park Amenity



Las Ligas/Rio Vista District
Gateway Intersections

- **Gateway Intersection I.** At the intersection of Lower Buckeye and El Mirage roads, this Gateway Intersection is a primary entrance into the Las Ligas/Rio Vista District area from the north and the west. This intersection has existing and planned commercial and is located a short distance from Las Ligas Park, which is a central gathering place for this area.

Figure 2-13 Las Ligas/Rio Vista District

Circulation
Each of the three districts have appropriate street circulation systems and connectivity to encourage safe, efficient, and convenient vehicular, pedestrian, and bicycle access to all users within these areas. The street networks within each area provide access to arterial, collector, and local streets.

Key streets providing access to Old Town include Buckeye Road (MC85/Main Street), Dysart Road, Central Avenue, Eliseo C. Felix Jr. Way, and Western Avenue. These streets serve residential neighborhoods, commercial centers, industrial businesses, and the central business area along Western Avenue with a mix of retail, restaurant, and service uses. Central Avenue is designed with multimodal street components in which the travel way includes vehicle lanes and a designated bicycle lane adjacent to pedestrian sidewalks.

The area of Las Ligas/Rio Vista are developed with sidewalk systems to access the area. Even though many parcels have yet to develop, public sidewalks are located on lot frontages except along several parcels at and west of the southwest corner of Lower Buckeye and El Mirage roads, and along parcels on El Mirage Road south to Illini Street.

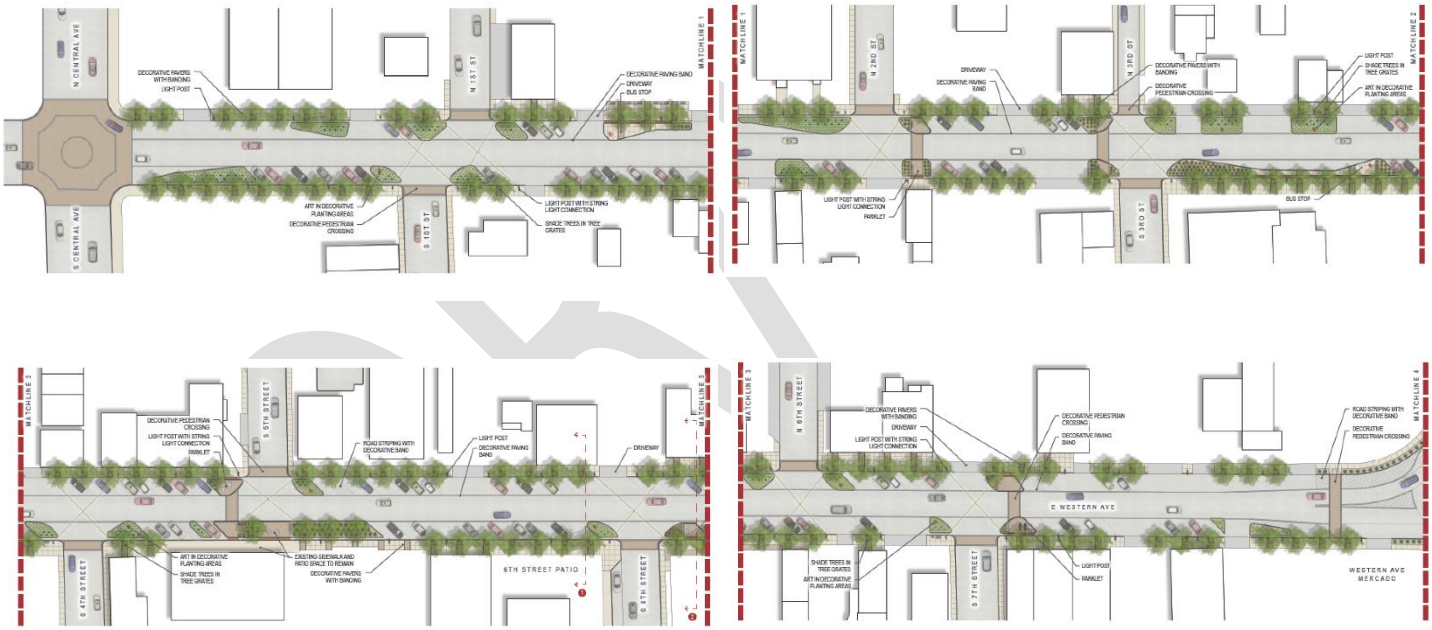
The Cashion area is accessed from Buckeye Road at 107th Avenue, 113th Avenue, 111th Avenue, Jean Elizabeth Place, and Jessie May Way, and has access from Durango Street, 4th Street/Pima Street, and other local streets in the neighborhood. The area is developed with a sidewalk network providing

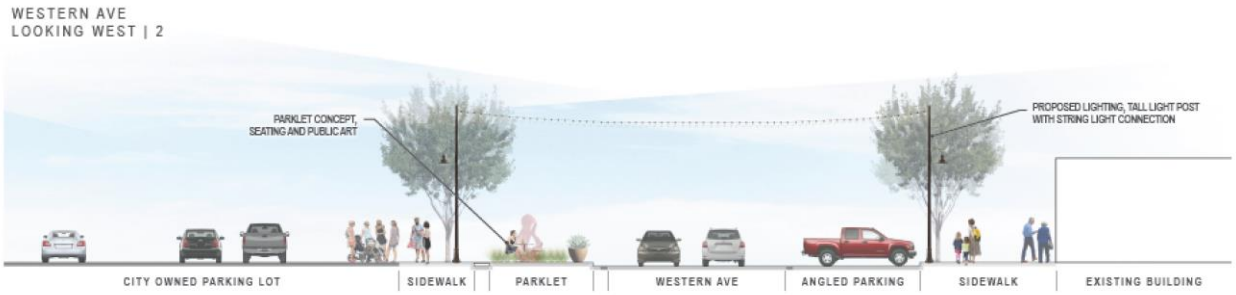
pedestrian circulation throughout the neighborhood, to places of worship, a park, nearby school, a Zoom bus stop, and commercial along Buckeye Road.

Western Avenue Street Cross-Sections

Western Avenue is designed to accommodate pedestrians with sidewalks and colonnades along business storefronts. Pedestrian nodes via parklets offer respite locations with benches or seat walls. Enhancing these locations and providing for gathering spaces along Western Avenue and/or within the Historic Avondale District will be considered. Extending from Dysart Road to Central Avenue, the conceptual streetscape plan promotes continuity, use of several types of lighting, improving mobility, and integrating public art. The existing planter areas ("pocket parks") encourage congregation and interaction between pedestrians. Decorative planting areas with sculptures give the of an art walk, and street intersections are highlighted with string lights crossing over Western Avenue. Street Trees are proposed in tree grates which allow for more open and fluid movements while providing shade for pedestrians and cars. The exiting trees along Western Avenue can be phased out in sections, blocks, or individually.

Figure 2-14 Western Avenue Cross Sections





Existing angled parking is desired to be maintained instead of adding parallel parking spaces. On a case-by-case basis, parallel parking space can be considered. As part of the goal to create an engaging area with character, alleyways and off-street parking enhancements should continue in order to provide secondary use areas for rear business entries, alley-side courtyards and dining areas, parking courts, street festivals, and public art opportunities, etc. Interpretive seating nodes or parklets should be enhanced along Western Avenue to accommodate pedestrians.

Placemaking

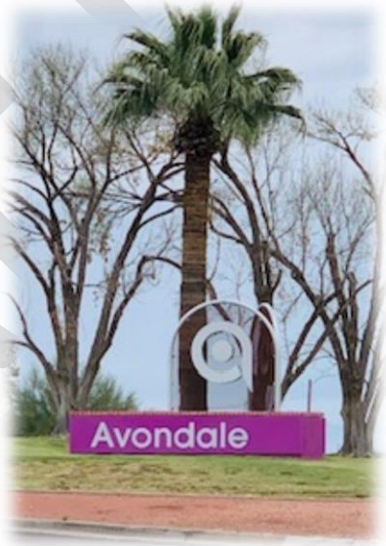
This Specific Plan is formed in conjunction with an Economic Development strategy to create a sense of place and community for the three areas. Signage, identification, events, community engagement, marketing, art/beautification, public infrastructure, land use and zoning, and public safety will need to be addressed to achieve the revitalization vision. The following elements will further the enhancement to the area, market the areas for new development, and form a greater sense of community.

Wayfinding Signage

- Western Avenue will be promoted throughout the City through the use of wayfinding signage and pole banners. The City has a wayfinding signage program that allows for the promotion of this area. These signs will further guide traffic, pedestrians, and visitors to this area. Signage is planned to be located at the Festival Fields Park entrance, Buckeye Road and 4th Street, and Western Ave at Van Buren Street and Central Avenue.
- Additional signage is planned for a historical, self-guided walking tour or Western Avenue.

Neighborhood Monument Signage

- The three Districts will include new neighborhood identification monument signs at key locations in relation to the neighborhood's primary entrances. In addition, a destination entry sign to Western Avenue at Dysart Road and Central Avenue will promote the historic commercial corridor.



Marketing/Events

- A marketing brochure for the Western Avenue area will be developed, further promoting infill development, new businesses, façade renovations, and the like, designating the area as a Central Business District and Redevelopment Area.
- Designation of Western Avenue as an Entertainment District to create more growth and vitality to the area.
- Expand special event programming to highlight amenities at Festival Fields Park which will generate activity to the Historic Avondale area.

Art

- Enhance public art throughout all three historic neighborhoods. The City will evaluate key areas to locate public art which will enhance each area and funded separately.
- Encourage commercial business storefront advertising and artwork displays, especially for vacant buildings along Wester Avenue and Buckeye Road.
- Explore possibility of a regional destination such as a museum, gallery, or the like.

Community Engagement

- Form an Ad-Hoc Advisory Committee to help guide the creation of a Redevelopment Area and Central Business District.
- Create an ambassador program with local residents and business owners.
- Develop a community Mercado or incubator kitchen near Sam Garcia Library, or another Western Avenue location.

DRAFT

Public Infrastructure

- Enhance on-street parallel parking along Western Avenue west of Central Avenue.
- Remove all benches and trash receptacles on Western Avenue and install new ones on both Western Avenue and Central Avenue that add character to the area.
- Enhance the appearance of major intersection gateways into each neighborhood as discussed in this Plan.
- Enhance and activate public alleyways, especially near Western Avenue, to provide a greater pedestrian atmosphere.

Land Use and Zoning

- Promote an 18-hour live-work-play environment in the Old Town District, engaging residents and businesses in Cashion and Las Ligas/Rio Vista to support a place where people can get most of their daily tasks done in one place, often without getting into a car. This includes encouraging development of residential single-family and multi-family, offices and shops, restaurants and amenities such as a park and other gathering areas or event spaces.
- Evaluate and process zoning requests to promote additional commercial development in Cashion and Old Town.
- Vacant properties along the north and south sides of Buckeye Road (MC85/Main Street) from Litchfield Park to Dysart roads are appropriate for more commercial uses to support the greater Buckeye Road employment corridor.
- Evaluate and process zoning requests for undeveloped industrial parcels along the east side of Dysart Road between Western Avenue and Riley Drive to commercial uses or multi-family residential which would support the Central Business District area along Western Avenue and the Eliseo C. Felix Jr. Way industrial park.
- While not specifically located in one of the three historic district areas, property west of the southwest corner of Buckeye Road and El Mirage Road could be considered for annexation to allow development of residential and/or commercial uses. Development along the Buckeye Road corridor improves the overall streetscape, increases traffic, and benefits the three historic areas.
- Vacant land in the Las Ligas neighborhood should be developed with consideration of existing mountain views.

Public Safety

- Increase the police presence with more visible patrolling and crime suppression details.
- Enhance crime prevention through the use of CPTED, Crime Prevention Through Environmental Design.

DRAFT

2.1 Development Form

All new development or redevelopment within the three revitalization areas is expected to comply with the requirements and guidelines contained within the City's Design Manuals that are most applicable to the type of development proposed. For example, single-family residential development in the study area shall comply with the Single-Family Residential Design Manual, retail development shall comply with the Commercial and Industrial Design Manual, and Multi-Family Residential shall comply with the Multi-Family Residential Design Manual. In addition to the City-wide requirements contained within the Design Manuals, the following guidelines should be considered in the design of any infill development or redevelopment projects in a revitalization area:

Site Design

- Buildings should be oriented to face public streets, with building frontages oriented parallel to streets, to create a visual presence and a more pedestrian friendly environment.
- Location of buildings at or near the minimum setback, with placement of parking behind buildings, is required for development adjacent to Western Avenue and encouraged elsewhere throughout the planning area. Where parking is provided between street and buildings, use of decorative paving is encouraged to lessen the visual impacts of large parking fields.
- Pedestrian access into commercial sites from adjacent neighborhoods should be emphasized through the provision of pedestrian "cut-throughs" or, if infeasible, shaded pedestrian paths between the public sidewalk and primary building entrance(s).
- Service areas shall be located such that they are not visible from adjoining streets.
- Except where required for screening purposes, decorative open fencing is preferred over solid walls within the revitalization areas.
- The number of vehicular access points to a site should be minimized. Shared, consolidated access between adjacent properties is strongly encouraged.
- On-site parking may be reduced from typical City minimum requirements if a developer can demonstrate that a proposed infill project will primarily cater to a neighborhood population that will access the use via the pedestrian realm.
- Utilities such as overhead electrical lines must be placed underground unless the cost of such undergrounding is determined (by the City Engineer) to be cost prohibitive to the developer and disproportionate with the overall cost of the development project.

Landscape Design

- Because right-of-way is limited throughout the planning area, shade trees shall be provided by development near right-of-way line to enhance shading of the public sidewalk.
- Existing, mature trees should be preserved wherever possible. When preservation in place conflicts with the design of a site, opportunities to transplant mature trees to more ideal locations should be explored.
- On smaller sites where space is more scarce and large landscape areas cannot be provided, provision of trees in sidewalk grates and/or planters/pots on sidewalks should be considered to enhance the aesthetics of a site.

DRAFT

Building Architecture

- Particularly with respect to more architecturally significant structures, consider integrating existing buildings into new development projects.

- No particular architectural style is prescribed within the revitalization areas. However, any new building should be respectful of the existing built environment through use of complementary styles, scale, materials, colors, and forms.

- Corporate identity in design themes should be secondary to the relatability of the proposed architecture with the scale and general cohesiveness of a surrounding neighborhood and/or commercial corridor.

- Commercial uses in adaptive reuse residences should respect the residential form of the built environment, maintaining a traditional front yard as if the home had not been converted into a business.

- Incorporation of colorful, attention-getting signage and/or "retro" architectural features/elements reflective of the era in which Avondale was incorporated is strongly encouraged in all new development within the revitalization areas.

- Facades facing streets, plazas, and courtyards should be lined with windows to enhance safety by providing "eyes on the street".

- Canopies, awnings, and similar architectural features that shade public and private sidewalks and accentuate entries should be incorporated into the design of buildings. Style of these elements should be in harmony with the architectural style of the building.

- Canopies/awnings that are unsupported by posts may extend over property lines to cover the public sidewalk pursuant to a license issued by the City. All overhangs that extend into the pedestrian environment should allow for unobstructed travel through the space, providing a minimum seven (7)-foot clearance height.

DRAFT

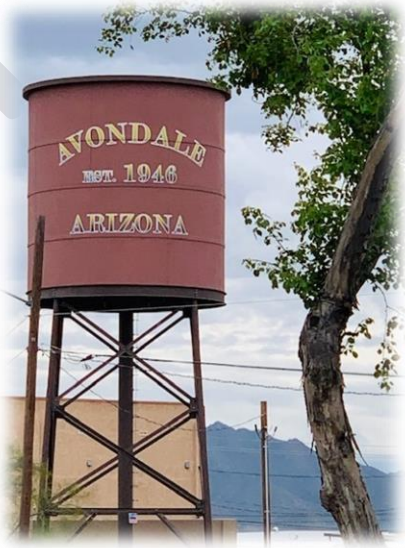
- Window recesses, doorways, columns, overhangs, and other architectural elements should be substantial in depth to create shadow and architectural relief. Projections and recesses should have a minimum depth of four inches.

- Building mounted lighting is an important design element that enhances architectural features of structures and augments the character and safety of the community. Exterior lighting fixtures that enhance a building's architectural interest and complement both the streetscape and building architecture should be incorporated into the design of any building.

- Security doors and window grills may be provided if the method used adds architectural interest to a building. Simple, utilitarian window grills and metal security doors that do not contribute to the architectural character of a building are strongly discouraged.

Signage

- Signage styles for any given building should be appropriate for the character area they are located in. For example, signs painted directly on a building façade may be appropriate for more historic areas like Western Avenue but may not be appropriate in areas with more contemporary development.



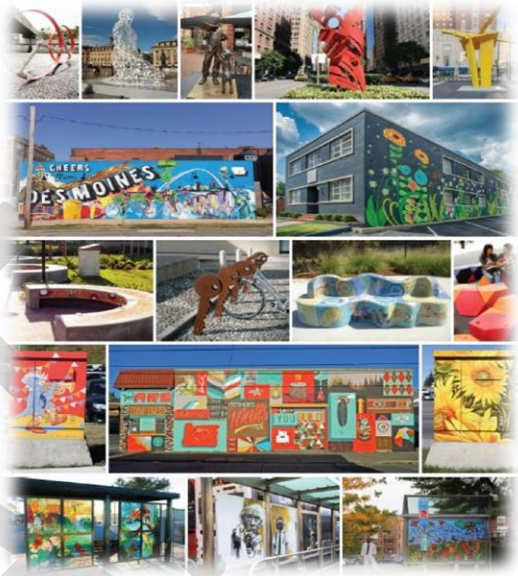
- Where appropriate, graphic logos and signs painted directly on building facades must be of a professional, artistic caliber and submitted for review and approval by the City prior to installation.

DRAFT

Public Art/Beautification

- Public art will consist of temporary and permanent installations located in highly visible locations along the right of way or within open space areas.

- The City will initiate a separate public art strategy for these areas which will be in the form of murals, sculptures, landscape, furniture, hardscape and other vertical/horizontal features with a specific theme for the area as shown.



Open Space

All three districts have many opportunities for open space and community gathering spaces. Each have plentiful parks and pedestrian refuge areas, such as Dennis Deconcini Park, Las Ligas Park, Cashion Community Park, Donnie Hale Park, Fred Campbell Park, Dessie Lorenze Park, Doc Rhodes Park, Sernas Plans, Mountain View Park, Festival Fields, etc.

Each park is reviewed annually to ensure upgrades and equipment in maintained or replaced as necessary. Additional amenities should also be included in these areas based on usage and future demand.

A splash pad is desired on Western Avenue and will be considered for Sernas Plaza or Dennis Deconcini Park as well as the vacant City owned lot in Cashion as shown in this plan.

DRAFT

Light Fixtures

- Providing decorative string lights across Western Avenue in the most appropriate locations from Dysart Road west to Central Avenue (Figure 2-7 above and photographic image below) will signify a destination and special place to attract visitors, residents, and tourists to the area.

- Western Avenue consists of older streetlight poles and decorative pedestrian light poles. Replacing the pedestrian light poles with the same light poles utilized along Dysart Road (see image below) to further implement a design identity in the Historic Avondale District and assist with inventory and maintenance improvements is necessary.

- There are other existing light fixtures throughout Historic Avondale as represented below which can continue to be utilized and provide character elements to the area.

- Activating alleys with string lights will allow for a comfortable pedestrian experience.

- Provide additional streetlights throughout Historic Avondale to provide greater illumination for a more walkable business district. Locations to consider include Western Avenue and connecting north to south streets into the residential neighborhoods.

3.0 Implementation Strategies

This Plan acts as a guidebook to foster redevelopment and revitalization of the three neighborhoods in Avondale: Old Town, Cashion, and Las Ligas/Rio Vista by expanding on their assets and providing implementable actions to enhance the overall sense of place and create a thriving environment. This is accomplished by establishing proactive goals and strategies to encourage new and expanded investment consistent with the Vision Statement and supported by a funding strategy. These goals and strategies originate from the feedback and issues identified through the public outreach efforts, stakeholder interviews, input from staff, and appointed and elected officials.

3.1 Development Goals and Implementation Strategies

The goals and strategies will help redevelopment and revitalize the three distinct neighborhoods in Avondale. Goals represent an ideal end state of the Specific Plan as reflected in the Vision, and strategies are implementable actions that assist in achieving the associated goal. Each strategy identifies the type, estimated cost, priority level and timeframe for completion, as well as lead City departments and supporting agencies or partners.

The strategies listed below have a correlation with successful economic development strategies and plans, which includes having a strong branding and marketing for the area, distinctive sense of arrival and community through destination placemaking, effective community engagement, a feeling of safety and security for residents, businesses and visitors, quality areas for new development, reliable public infrastructure, effective codes and ordinances for land use and development, strategic, long-term planning with an eye to the future, and finally incentives to help attract new businesses and development to the area.

The focus areas for the implementation strategy include:

- Branding and Marketing
- Destination Placemaking
- Community Engagement
- Public Safety
- Development Opportunities
- Public Infrastructure
- Codes and Ordinances
- Long-term Planning
- Incentives

The timeframe for completion is divided into three categories generally:

- Immediate: 12-18 months
- Medium: 2-5 years
- Long: 5+ years

DRAFT

Table 1-1 Economic Development Implementation Strategies

Ref Code	Focus Area	Timeframe /Priority Level	Estimated Cost/ Potential Funding Source	Task Lead(s)
1.0	**Branding and Marketing**			
1.1	***Brand Creation and Marketing***			
1.1A	Create and implement a marketing plan and collateral specific to the area	Immediate/ High	$100,000/ Marketing/ Unfunded	Marketing and Public Relations/ Economic Development
1.2	***Wayfinding Signage***			
1.2A	Add new wayfinding signage at Festival Fields Park entrance, Buckeye Rd and 4th St, and Western Ave at Van Buren St and Central Ave	Immediate/ High	$20,000/ Engineering/ Funded	Development and Engineering Services
1.2B	Create and install a historical, self-guided walking tour of Western Ave	Mid-Long/ Medium	$25,000/ Marketing/ Unfunded	Marketing and Public Relations
1.3	***Neighborhood Monument Signs***			
1.3A	Design and install new neighborhood monument signs for Cashion and Las Ligas/Rio Vista Neighborhoods	Mid/ Medium	$100,000/CIP /Unfunded	Development and Engineering Services /Marketing and Public Relations
1.3B	Design and install destination entry signage to Western Ave at Dysart Rd and Central Ave	Mid/ Medium	$100,000/CIP /Unfunded	Development and Engineering Services/Marketing and Public Relations
2.0	**Incentives**			
2.1	***Increase Marketing of Currently Available Incentives***			
2.1A	Create marketing brochure for Western Ave area Opportunity Zone and incorporate it into the marketing plan for the area	Immediate/ High	$1,500/ Marketing/ Funded	Economic Development
2.1B	Market availability of existing development incentives in the area; i.e. Infill Incentive District, Façade Enhancement Program and New Markets Tax Credits	Immediate/ High	$2,000/ Marketing/ Funded	Economic Development
2.2	***Create New Incentives***			
2.2A	Develop a restaurant attraction strategy with accompanying incentive	Immediate/ High	$300,000/ Unfunded	Economic Development

DRAFT

2.2B	Designate the area around Western Ave as a Central Business District and Redevelopment Area	Mid/High	$200,000/ Economic Development/ Funded	Economic Development/ Development and Engineering Services/ Finance and Budget
2.2C	Designate an Entertainment District along Western Ave	Mid-Long/ Medium		Economic Development
3.0	**Destination Placemaking**			
3.1	***Key Segment Area***			
3.1A	Enhance pedestrian lighting along entire Key Segment Area between Dysart and Central	Mid/ Medium	$300,000/CIP /Unfunded	Development and Engineering Services/Public Works/Parks and Recreation
3.2	***Create a Buzz of Activity with Special Events***			
3.2A	Identify partnerships to create additional, regular special events such as First Fridays, Movie Nights, Pub Crawls, Local Artist Events, Quarterly Music Festivals, etc.	Immediate-Mid/High	$120,000/ Public-Private Partnerships/ Unfunded	Parks and Recreation/ Neighborhood and Family Services/ Businesses
3.2B	Expand special event programming to highlight amenities at Festival Fields Park like fishing tournaments, food truck rallies, and pump track events	Immediate-Mid/ Medium	$150,000/CIP /Parks and Recreation/ Planned	Economic Development/ Parks and Recreation/ Neighborhood and Family Services
3.3	***Enhance Public Gathering Places***			
3.3A	Create a specific art plan throughout all historic neighborhoods	Immediate-Mid/ Medium	$50,000/ Public Art Funds/ Unfunded	Marketing and Public Relations/ Municipal Arts Committee
3.3B	Develop open space or park on the two parcels located at the southeast corner of 111th Ave and Pima St	Mid/ Medium	$1,000,000/ Unfunded	Parks and Recreation/ Economic Development
3.3C	Encourage storefront advertising and artwork, especially in vacant buildings	Mid-Long/ Medium		Development and Engineering Services/ Community Partners
3.3D	Build public restrooms at Las Ligas Park	Mid-Long/ Medium	$300,000/CIP /Unfunded	Parks and Recreation
3.3E	Explore possibility to develop a regional destination like a museum, gallery, etc.	Mid-Long/ Low		Economic Development
4.0	**Community Engagement**			
4.1	***Increase Community Engagement***			

DRAFT

4.1A	Form ad-hoc advisory committee to help guide creation of Redevelopment Area and Central Business District from section 2.1D	Immediate/ High		Neighborhood and Family Services/ City Clerk/ Economic Development
4.1B	Identify residents or business owners who can serve as neighborhood ambassadors or champions	Immediate-Mid/ Medium		Neighborhood and Family Services/ Economic Development
5.0	**Development Opportunities**			
5.1	***Retail and Entertainment Development***			
5.1A	Attract at least one catalyst tenant to Western Ave between Dysart Rd and 6th St	Mid-Long/ High		Economic Development
5.1B	Locate a grocery-anchored development at Avondale Blvd and Lower Buckeye Rd	Mid-Long/ High		Economic Development
5.1C	Develop a destination Mercado/Kitchen Incubator adjacent to Sam Garcia Library	Long/ Medium	$2,000,000/ CIP/Economic Development/ Unfunded	Economic Development/ Development and Engineering Services
5.1D	Encourage investment, redevelopment, and replacement housing of vacant infill through flexible development standards and incentives	Immediate		Development and Engineering Services
6.0	**Public Infrastructure**			
6.1	***Roadways, Streetscapes and Parking***			
6.1A	Enhance on-street parallel parking along Western Ave west of Central Ave	Mid/ Medium	$50,000/CIP/ Unfunded	Development and Engineering Services
6.1B	Replace all benches and trash receptacles on Western Ave	Mid/ Medium	$150,000/ Unfunded	Development and Engineering Services
6.1C	Enhance appearance of major intersection gateways into each neighborhood	Mid-Long/ Medium	$1,000,000/ CIP/Unfunded	Development and Engineering Services
6.1D	Enhance and activate public alleyways connecting to Hill Drive	Mid-Long/ Medium	$150,000/CIP /Unfunded	Development and Engineering Services
7.0	**Codes and Ordinances**			
7.1	***Land Use and Zoning***			
7.1A	Expand OTAB zoning north and south of Western Ave and market the Live/Work flexibility this zoning offers	Immediate-Mid/ Medium	$5,000/ Unfunded	Development and Engineering Services
7.1B	Rezone properties south of Buckeye Rd from Litchfield Rd to Dysart Rd to encourage denser development	Immediate-Mid/ Medium	$5,000/ Unfunded	Development and Engineering Services

DRAFT

7.1C	Rezone properties along Buckeye Rd in Cashion District to CBD Zoning	Immediate-Mid/ Medium	$5,000/ Unfunded	Development and Engineering Services
7.1D	Rezone properties along Dysart Rd to C-2 zoning from Western Ave to Riley Dr	Mid-Long/ Medium	$5,000/ Unfunded	Development and Engineering Services
7.2 Annexation & Design Standards				
7.2A	Annex and rezone area west of the southwest corner of El Mirage Rd and Buckeye Rd	Immediate-Mid/ Medium	$5,000/ Unfunded	Development and Engineering Services
7.2B	Annex the area north of Buckeye Rd in the Cashion neighborhood and work with property owners and developers to activate the area	Immediate/ Medium	$5,000/ Unfunded	Development and Engineering Services/Economic Development
7.2C	Ensure standards and codes maintain historic character, integrity, and views of mountains in the Las Ligas neighborhood	Immediate-Mid/ Medium		Development and Engineering Services
8.0 Public Safety				
8.1 Enhance Feeling of Safety				
8.1A	Increase police presence with more visible patrolling and crime suppression details	Immediate-Mid/High	$200,000/ Funded	Police
8.1B	Enhance crime prevention through environmental design standards (CPTED)	Mid/High		Development and Engineering Services

3.2 Funding Strategies

Implementing this Plan with its goals and strategies over three distinct neighborhoods is likely to require a substantial investment of capital. While some of the upgrades, expansions, and enhancements could be funded through direct investment through property and business owners, substantial public investment is required. Further incentives may be required to help spur new, private investment in the area as well. Public investment by the City could be in the form of utility upgrades, roadway and streetscape enhancements, additional public lighting, new community gathering space, and much more.

This section provides an overview of some of the programs that could be used to help promote and encourage development. This section is intended to provide an overview of a selection of available programs that could be considered by the City and is not meant to be an exhaustive list of available programs.

Arizona Special Taxing Districts

Title 48 of the Arizona Revised Statutes authorize a variety of special taxing districts. These strategies require the imposition of an additional property tax or special assessment on the subject property owners to fund public improvements and/or operations.

Specifically, Chapter 4 of Title 48 authorizes Municipal Improvement Districts for:

DRAFT

- Article 1—Opening, widening and closing public ways
- Article 2—General public improvements and improvement bonds
- Article 3—General improvement fund and investment bonds
- Article 4—Refunding municipal improvement districts bonds for savings
- Article 5—Street and highway improvement bonds

Among the taxing districts that could be used to support redevelopment include:

- *Enhanced Municipal Service District* (ARS 48-575). Creates a district with specific funds used to enhance public services within the special taxing district. 50% or more of the property owners must object to the district creation.
- *Revitalization District* (ARS 48-6801). Creates a separate, legal entity crated by petition of landowners and allows for the formation of a taxation district to fund public infrastructure in the district.

Government Property Lease Excise Tax (GPLET)

One of Arizona's available redevelopment tools is the GPLET program. The goal of the program is to help reduce the operating costs of a redevelopment project by replacing the real property tax with an excise tax. The program can be used for up to twenty-five years, requires that the land and buildings be transferred to a government entity, and leased back for private use. However, under current legislation, the land and the improvements must be conveyed back to the lessee after eight years. GPLET excise taxes are computed on a per square foot basis, based on the property use type.

Central Business District (CBD)

A Central Business District designation provides an incentive that abates property tax for up to eight years for new development in the designated area. The City may designate a single CBD which must be geographically compact and limited to 960 total acres or 2.5% of the total land area of the City. A CBD must be entirely located within a designated Redevelopment Area.

Community Development Block Grant (CDBG)

The Community Development Block Grant (CDBG) program is a flexible program that provides communities with resources to address a wide range of unique community development needs. Beginning in 1974, the CDBG program is one of the longest continuously run programs at HUD. The CDBG program provides annual grants on a formula basis to address key program areas.

DRAFT

APPENDIX 1

Historic Avondale Market Analysis

November 2019

Market Analysis of Revitalization Areas
Avondale, Arizona

Prepared for:

City of Avondale

November 2019

Prepared by:

Elliott D. Pollack & Company
7505 East 6th Avenue, Suite 100
Scottsdale, Arizona 85251

Table of Contents

Executive Summary	**i**
1.0 Greater Phoenix Economy Overview	**1**
2.0 Market Area Overview	**6**
3.0 Retail	**13**
4.0 Multi-Family	**19**
5.0 Industrial	**21**
6.0 Case Studies	**24**
7.0 Conclusions & Recommendations	**49**

Executive Summary

Elliott D. Pollack & Company has assessed the market area surrounding three of Avondale's designated Revitalization Areas including Historic Avondale, Las Ligas, and Cashion. The study considered potential opportunities to develop residential and commercial projects in the short and long term. The following outlines key findings of the analysis.

Case Studies

The downtown cores of Gilbert and Chandler range significantly in size. The currently developed village core of Downtown Gilbert is approximately 35 acres in size but will be expanding to 44 acres with the development of Heritage North. Downtown Chandler's core is much larger at approximately 135 acres. This is due to the substantial amount of municipal buildings that have been developed in their downtown, such as City Hall, Police, Fire, municipal courts, and a city library.

As noted above, Chandler has developed its city government within their downtown, which helps drive traffic to the area. A resort was built in the late 1980s as an anchor development. Most importantly, several high-density residential developments have been built. These new residents have substantially increased the feasibility of new retail and restaurants in the area. Downtown Gilbert received its spark in 1998 with the redevelopment of a historic grocery store into Joe's Real BBQ. The popularity of the restaurant attracted additional interest and public investment in acquiring residential properties to convert to commercial development and public parking. Hale Theater was built in 2003, followed by Oregano's in 2006 and Liberty Market in 2008.

In both cases for Chandler and Gilbert, while public planning and investment had occurred for decades, most of the success for these downtowns has come to fruition in just the last five years. The critical mass of residential density, incomes, and incremental risks taken by commercial developments to locate in the downtown eventually created enough sustained buzz to create a distinct district that have both become regional draws for patrons.

According to Discover Gilbert, 26 restaurants have been added to the Heritage District in the last 5 years, including some of the top restaurant brands in Metro Phoenix, the Gilbert Farmers Market every Saturday and the Art Walk on the first and third Saturdays from October through March. The district is also connected to Gilbert's 135-mile bike path system.

Chandler's Arizona Avenue Corridor Improvement program is used to enhance Downtown properties and amenities to create a vibrant City Center and employment corridor. During the past five years, Chandler has invested in revitalizing its downtown, building new City facilities to anchor pedestrian-oriented amenities and services. A deterrent to revitalization could be the perception of the area as a low to moderate income area that is not attractive and therefore deters pedestrian-

oriented activity. Poor property maintenance, numerous obsolete buildings and a lack of onsite parking contribute to this perception. However, significant development is now occurring in the area including new housing and commercial development.

The Town of Gilbert has been an active participant in the development of the Core Area of the District and has acquired much of the land west of Gilbert Road as well as land on the east side of the Road. Most of the land has been acquired for public parking lots in support of development of the area. Gilbert has invested tens of millions of public dollars in land acquisition, parking improvements and new buildings. Gilbert's Heritage District represents an aggressive economic development initiative on the part of the Town that has taken decades to produce results.

Historic Avondale

Historic Avondale is currently at a competitive disadvantage characteristically compared to both Downtown Gilbert and Downtown Chandler in two important areas – population density and household income. Historic Avondale is somewhat similar to Historic Chandler in terms of household incomes within one mile, but the discrepancy widens in the more traditional market area of three miles and five miles. Downtown Gilbert has a substantial advantage in terms of higher household incomes.

Population density within one mile of each downtown area is quite similar, ranging from 15,900 residents up to 20,700 residents. However, Downtown Chandler and Downtown Gilbert benefit from a much higher population density within three and five miles of their locations compared to Historic Avondale today. The downtowns of Chandler and Gilbert contain roughly double the population within three miles and five miles compared to Avondale.

Demographic Comparisons

	Historic Avondale			Historic Chandler			Historic Gilbert		
	1 mile	3 mile	5 mile	1 mile	3 mile	5 mile	1 mile	3 mile	5 mile
Population	16,189	69,408	174,437	20,660	142,797	322,192	15,891	124,896	404,069
Households	4,752	21,339	55,611	6,512	52,550	116,387	5,864	43,522	141,669
Families	3,455	15,900	42,759	4,416	34,680	80,825	3,987	31,701	97,227
Average Household Size	3.38	3.23	3.13	3.16	2.71	2.76	2.71	2.86	2.84
Owner Occupied Housing Units	2,096	12,084	37,879	2,562	30,399	75,220	3,445	29,942	88,018
Renter Occupied Housing Units	2,655	9,255	17,732	3,949	22,151	41,168	2,420	13,580	53,651
Median Age	28.4	30.1	32.3	28.6	33.9	35.4	33.7	34.9	33.6
Median Household Income	$42,671	$58,494	$67,787	$49,244	$74,542	$84,028	$64,662	$80,553	$66,258

Source: ESRI Business Analyst 2019

Avondale should consider these issues as only temporary disadvantages. As of the latest projections from the Maricopa Association of Governments (MAG), over 20,000 new residents are expected within three miles of Historic Avondale by 2030. Beyond 2030, MAG expects the South Avondale region to grow by over 12,500 new residents between 2030 and 2040 within three miles and an

additional 8,600 residents in the decade following (2040-2050). Thus, by 2040, Historic Avondale is expected to mirror the population density of both Downtown Chandler and Downtown Gilbert. Using those two districts as a blueprint, Avondale can start planning today to bring a similar district to fruition for Historic Avondale.

Of the three historic areas, Historic Downtown Avondale is the most likely candidate for substantial redevelopment opportunities over the long term. This area benefits from relatively close proximity to the I-10 as well as higher traffic roadways such as Dysart and MC-85.

A mixed-use downtown core with a restaurant and entertainment district appears to be a viable opportunity in the long term. Corridors such as Western Avenue between Dysart and Central have redevelopment prospects similar to Downtown Gilbert. The Dysart Road/Western Avenue area resembles the Gilbert Heritage District 20 years ago. Just like Gilbert received its spark with the iconic local eatery Joe's BBQ, the development of Carolina's in 2017 at the northeast corner of Dysart and Western could be Avondale's historic district restaurant and entertainment district anchor. Western Avenue has another nationally renowned eating establishment, Laura's Burgers, which has been included in several food critic lists as a top burger establishment in the entire State of Arizona. These are just the kinds of destination restaurants needed to create momentum for a district. Deconcini Park is also an asset for public gathering spaces.

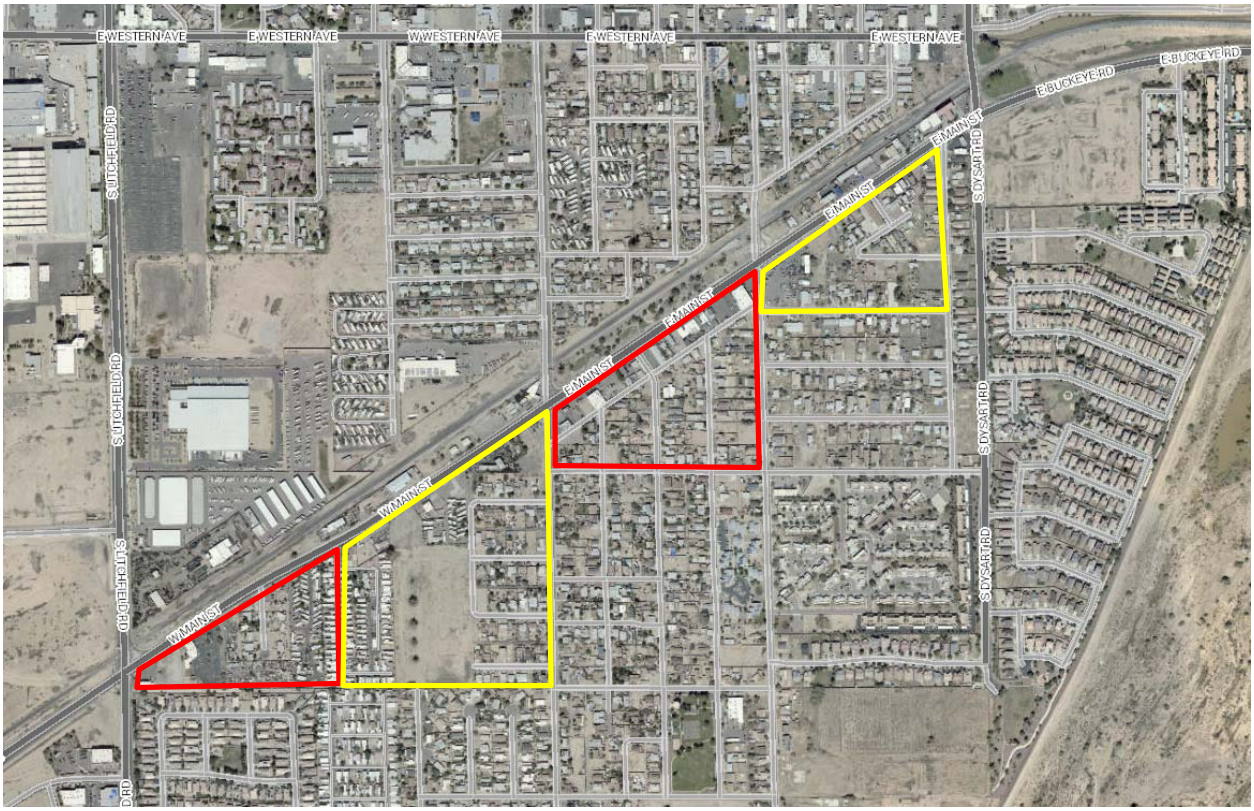
Avondale should give consideration to the following to help create a more attractive economic environment for a future restaurant and entertainment district:

1. Continue to enhance residential neighborhoods through infill and renovation. High density residential should also be encouraged in the area to help induce additional retailers and restaurateurs.
2. Hold Public events during interim years and perhaps even after the district is established. This includes food truck events, concerts, movies at the park, farmers markets, etc.
3. Public acquisition of private parcels over time for consolidation, redevelopment, and increased parking capacity.

Our analysis gives preference to Western Avenue over MC-85 for a downtown commercial core, perhaps on the eastern boundary near Dysart Road to be close to higher traffic counts on Dysart and MC 85. Dysart Road South of Riley Road could also be a consideration, with Carolina's as an anchor tenant. The MC 85 corridor appears problematic for redevelopment the railroad barrier to the north and lack of lot depth fronting the roadway.

Consideration should also be given to the BLVD district as the addition of a restaurant entertainment district plan in Historic Avondale could be competing with the BLVD.

The MC 85 corridor has opportunities for light industrial, business park, or multi-family development over the long term. Despite significant barriers currently (no land along the north side of the roadway that is large enough for major development and the rail line presents access issues, residential development abutting the roadway on both sides, and small lot sizes fronting the roadway), over the long term, a plan of lot acquisition, relocation of homes and businesses, and consolidation of parcels on the south side of MC 85 could occur. As the following map illustrates, if sufficient lot sizes could be made vacant, commercial or high density residential uses could be attracted to the corridor.



Las Ligas

Las Ligas is largely residential and is also surrounded by new and future single family residential development, including Alamar to the south, Cantada Ranch and Hermosa Ranch to the east, and Del Rio Ranch to the north. The vacant parcels scattered throughout the community are also most appropriate for continued residential investment.

There appear to be just three undeveloped commercial parcels in this area, all concentrated at the intersection of Lower Buckeye Road and El Mirage Road. There is a 0.81-acre site at the northwest corner and two parcels totaling 3.15 acres on the south side of the road adjacent to the Circle K. The lack of commercial land limits the economic opportunities of the Las Ligas area,

but the continued residential development in the immediate area could attract small users to these sites. Just to the east of Las Ligas, a Family Dollar was constructed on an approximately one-acre site. There are several retail types that only need a limited amount of space such as the parcels offered within Las Ligas, including car washes and small format fast food.

Cashion

Similar to Las Ligas, Cashion is almost entirely residential and effectively at buildout with very few undeveloped parcels. The commercial parcels within the Cashion area along Buckeye Road were previously single family lots. Because of this, the lot depth of the commercial parcels limits the type of redevelopment that is possible. Similar, local serving retail that is small format such as restaurants, coffee, and services are still the most likely candidates. Proximity to the existing Fry's neighborhood center would be most attractive to retailers. It is not uncommon for a Fry's anchored center to attract adjacent retail development such as a bank, pharmacy, or restaurant pads if space is available.

Similar to the Historic Avondale MC-85 corridor, there may be an opportunity to attract a light industrial user to the northwest corner of Buckeye Road and 107th Avenue located just north of the Cashion neighborhood. There is an industrial user along the same corridor at the northeast corner of Buckeye Road and Avondale Boulevard. Similarly sized parcels could take advantage of access from 107th Avenue (due to access restrictions on Buckeye Road from the rail line). The proposed single family subdivision to the north appears to have an open space buffer designed similarly to the subdivision that borders the existing industrial development. Additionally, parcels east of 107th Avenue and north along 107th Avenue contain industrial uses and would be compatible with an industrial use at this site.

Interim/Temporary Uses

In all three areas, interim uses, "pop-up" activities, and other strategies can be employed to encourage investment.

- **Pop-Up Events:** As discussed previously for Historic Avondale, food truck, movies at the park and other public events could be held at any of the historic neighborhoods. These events provide additional foot traffic to nearby commercial establishments.

- **Pride of Ownership**: For the historic residential neighborhoods, grants and loans for home and yard improvement could help improve overall aesthetics which can create a ripple effect in the neighborhood and also attract new development. Along these same lines, additional sidewalk and vacant lot edge planting would also improve the overall look of the neighborhoods. Heritage signage could also be a consideration for neighborhood identitiy. Finally, code education/DIY workshops regarding neighborhood safety (block watch/signage) as well as beautification could be held periodically in each neighborhood.

1.0 Greater Phoenix Economy Overview

1.1 Employment

Greater Phoenix historically outperforms the nation as a whole in population and employment growth whether in times of expansion or recession. From 1991 to 2006, Greater Phoenix was one of the fastest growing metropolitan areas in the country in terms of employment, typically ranking no worse than fifth but often in first or second position. The recession of 2001 saw a small slowdown in job growth, but the region rebounded to higher rankings in subsequent years. However, the Great Recession which started in late 2007 and ended in mid-2009 had a severe effect on job growth. In both 2009 and 2010 it ranked among the worst of the largest metro areas in the country. Only Detroit ranked worse in 2009. The region's economy has since improved and in 2017 and 2018 Greater Phoenix returned to one of the leaders in job growth.

Greater Phoenix Employment Growth Rank

Metro Areas With More than 1 Million Jobs

Year	Greater Phx Rank	Number of Metro Areas	Year	Greater Phx Rank	Number of Metro Areas
1991	6	19	2006	1	26
1992	4	19	2007	10	28
1993	2	19	2008	24	28
1994	1	19	2009	22	23
1995	1	20	2010	22	22
1996	1	21	2011	13	24
1997	2	22	2012	10	27
1998	1	22	2013	7	28
1999	2	23	2014	15	30
2000	6	24	2015	11	31
2001	6	25	2016	7	33
2002	5	24	2017	4	33
2003	3	24	2018	3	35
2004	2	24	2019*	3	36
2005	1	25			

*Data through March 2019

Source: U.S. Bureau of Labor Statistics

While mobility across the U.S. has decreased since the Great Recession, Greater Phoenix has started to see significant levels of in-migration over the last few years and is now one of the leaders in population growth in the nation. According to the U.S. Census, in 2018 Greater Phoenix was the second fastest growing metro area in terms of absolute population increase with over 96,000 new residents. Because of its overall size at more than 4.7 million persons, Greater Phoenix ranks fifth in percentage growth behind several smaller metro areas such as Austin and Las Vegas. Between 2010 and 2018, Greater Phoenix grew by 664,835 persons, ranking third in the country behind the Dallas and Houston metro areas.

Fastest Growing Metro Areas 2017 & 2018
By Numeric Growth

Rank	Metro Area	Net Change 2016-2017	Net Change 2017-2018
1	Dallas-Fort Worth	146,238	131,767
2	Phoenix	88,772	96,268
3	Houston	94,417	91,689
4	Atlanta	89,013	75,702
5	Orlando	56,498	60,045
6	Seattle	64,386	54,894
7	Austin	55,269	53,086
8	Riverside-San Bernardino	57,017	51,934
9	Tampa-St. Petersburg	54,874	51,438
10	Washington D.C.	65,908	49,949

Source: U.S. Census

Fastest Growing Metro Areas 2017 & 2018
By Percentage Growth

Rank	Metro Area	Net Change 2016-2017	% Change 2017-2018
1	Austin	2.68%	2.51%
2	Orlando	2.30%	2.39%
3	Las Vegas	2.20%	2.21%
4	Raleigh	2.31%	2.11%
5	Phoenix	1.91%	2.02%
6	Jacksonville	1.93%	1.98%
7	Dallas-Fort Worth	2.02%	1.78%
8	San Antonio	1.97%	1.77%
9	Charlotte	2.01%	1.76%
10	Tampa-St. Petersburg	1.81%	1.66%

Source: U.S. Census

Greater Phoenix is also a top 10 metro area in employment growth. In 2018, 68,100 jobs were created, second only to the Dallas-Fort Worth area. On a percentage basis, Greater Phoenix ended with a job increase of 3.34% for the year.

Fastest Growing Employment Centers 2018
By Numeric Growth

Rank	Metro Area	Net Change 2017-2018
1	Dallas-Fort Worth	86,800
2	Phoenix	68,100
3	Houston	64,900
4	Atlanta	58,400
5	San Francisco-Oakland	55,000
6	Miami-Fort Lauderdale	49,900
7	Riverside-San Bernardino	49,300
8	Seattle	48,700
9	Orlando	44,800
10	Chicago	44,800

Source: U.S. BLS

Fastest Growing Employment Centers 2018
By Percentage Growth

Rank	Metro Area	% Change 2017-2018
1	Orlando	3.58%
2	Riverside-San Bernardino	3.39%
3	Phoenix	3.34%
4	Austin	3.32%
5	Nashville	3.07%
6	Las Vegas	2.99%
7	Denver	2.47%
8	Seattle	2.44%
9	Dallas	2.41%
10	Charlotte	2.41%

Source: U.S. BLS

Greater Phoenix has fully recovered from the Great Recession. After losing 239,800 jobs in the recession, it has regained another 443,500 jobs (185% of jobs lost) since the bottom of the job market in September 2010. The outlook for job growth in Greater Phoenix is very positive over the next ten years. It is notable that since 2009, 87% of all job growth in the State has occurred in Greater Phoenix.

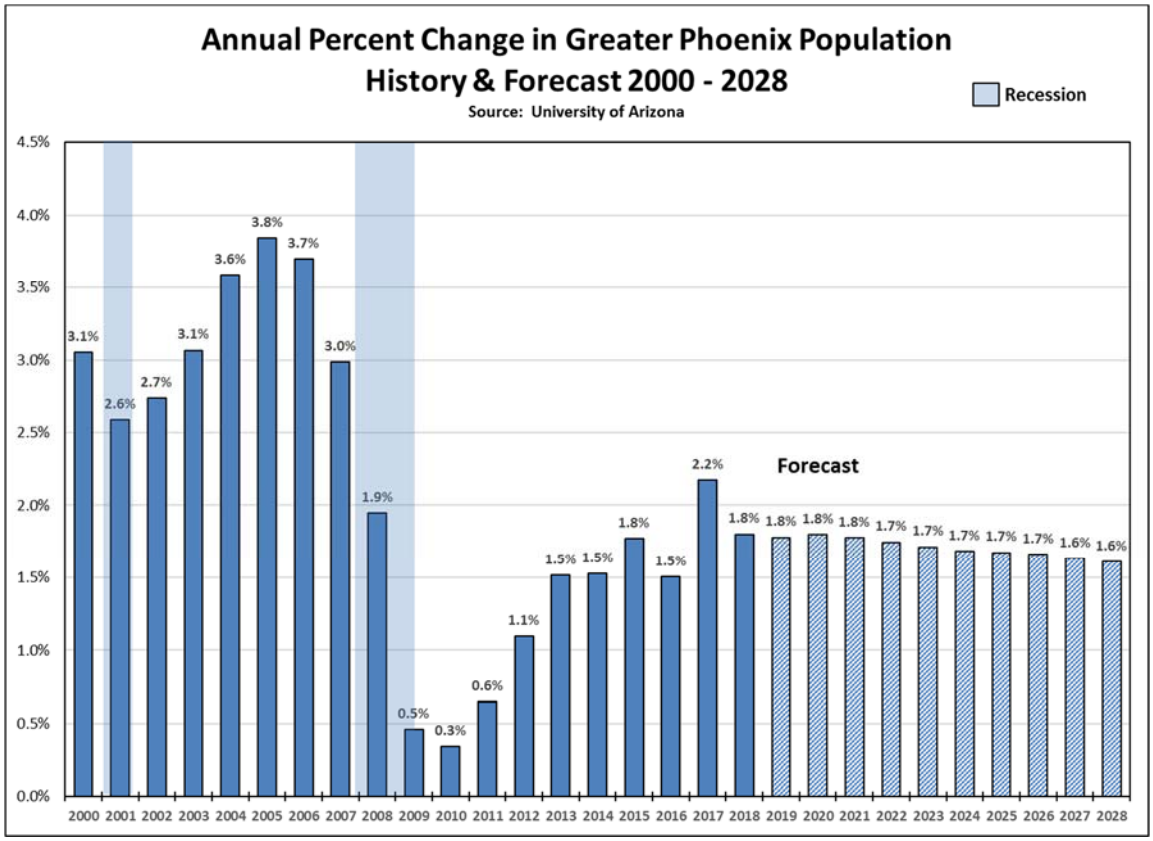
1.2 Residential Development

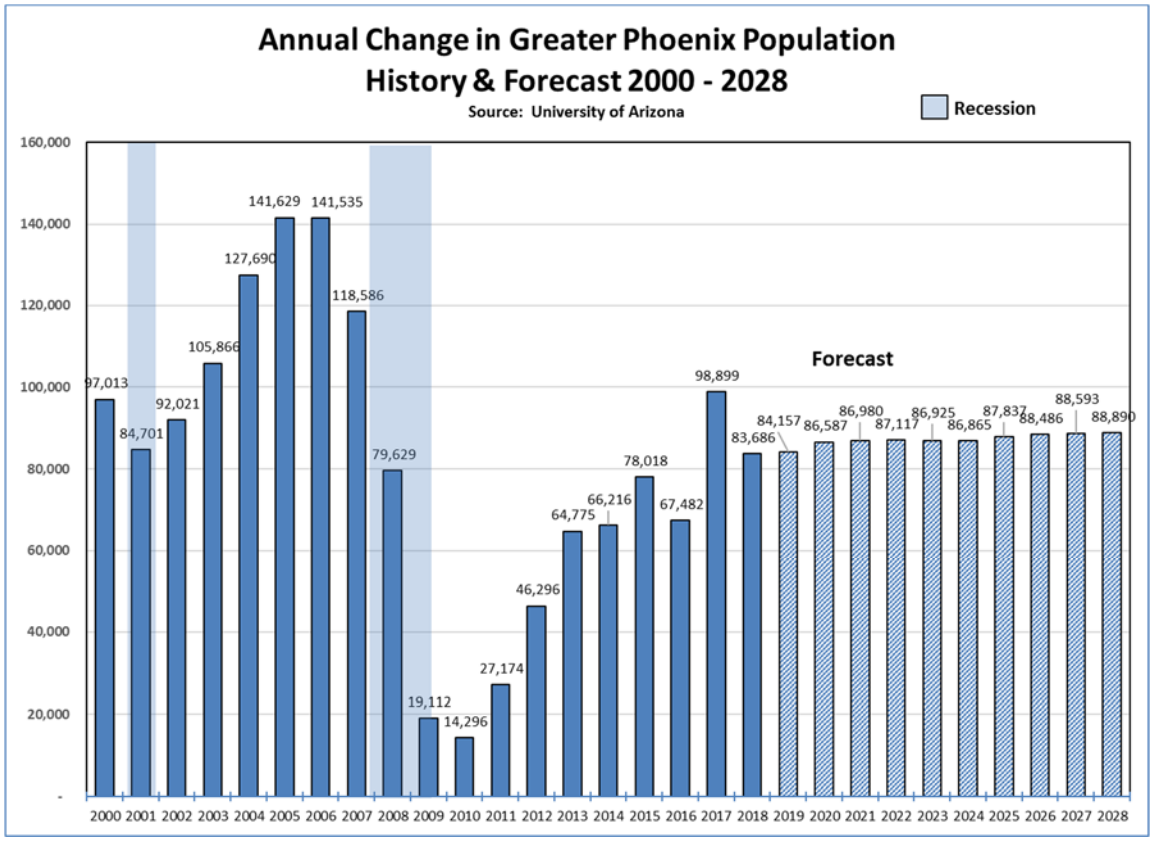
While Greater Phoenix is now experiencing strong growth, the overall recovery since the end of the recession has been slow. The region's residential homebuilding market has still not returned to levels of historical performance typically following a recession. In contrast, the multi-family market has been very strong, partly due to restrictions on the availability of credit for home loans, student debt burden, and households that can't purchase a home due to poor credit or foreclosure. During the recession, Greater Phoenix experienced a downturn that was more severe than in other metropolitan areas of the country, a result of overbuilding in both the single family and commercial real estate sectors. Real estate market downturns have occurred before in Greater Phoenix but not to this extent.

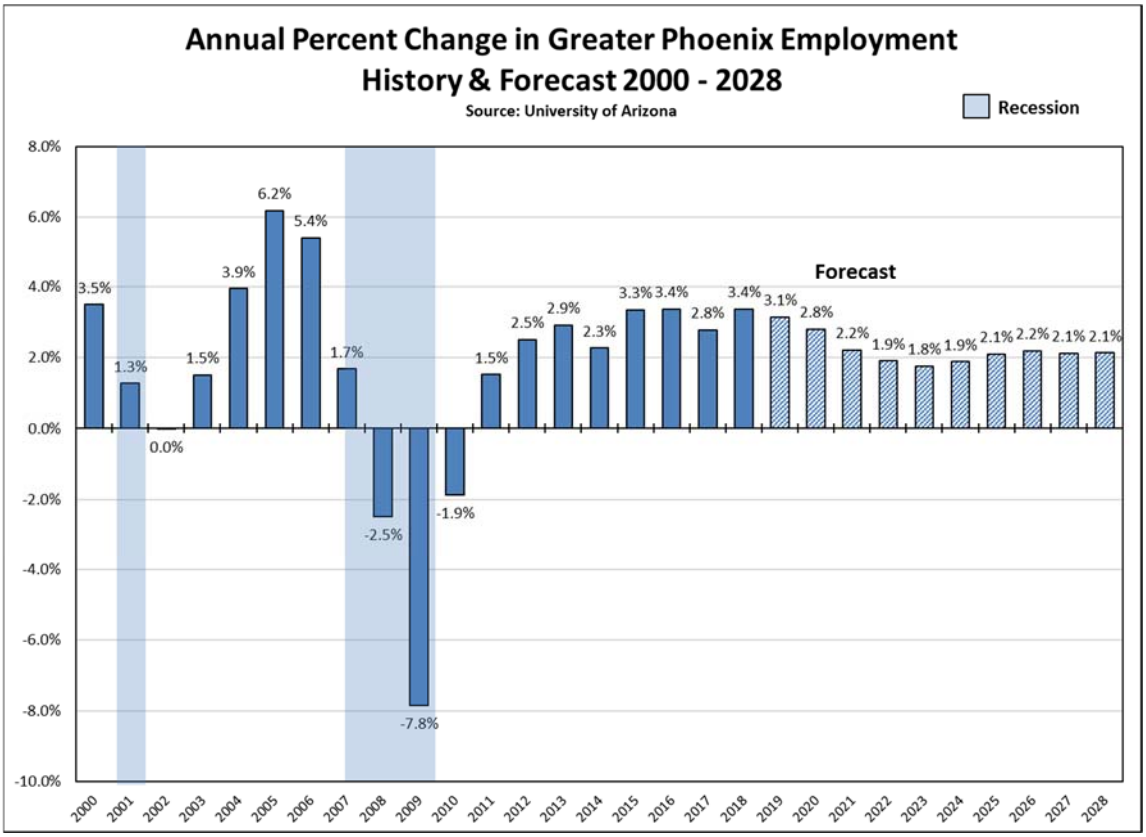
1.3 Forecasts

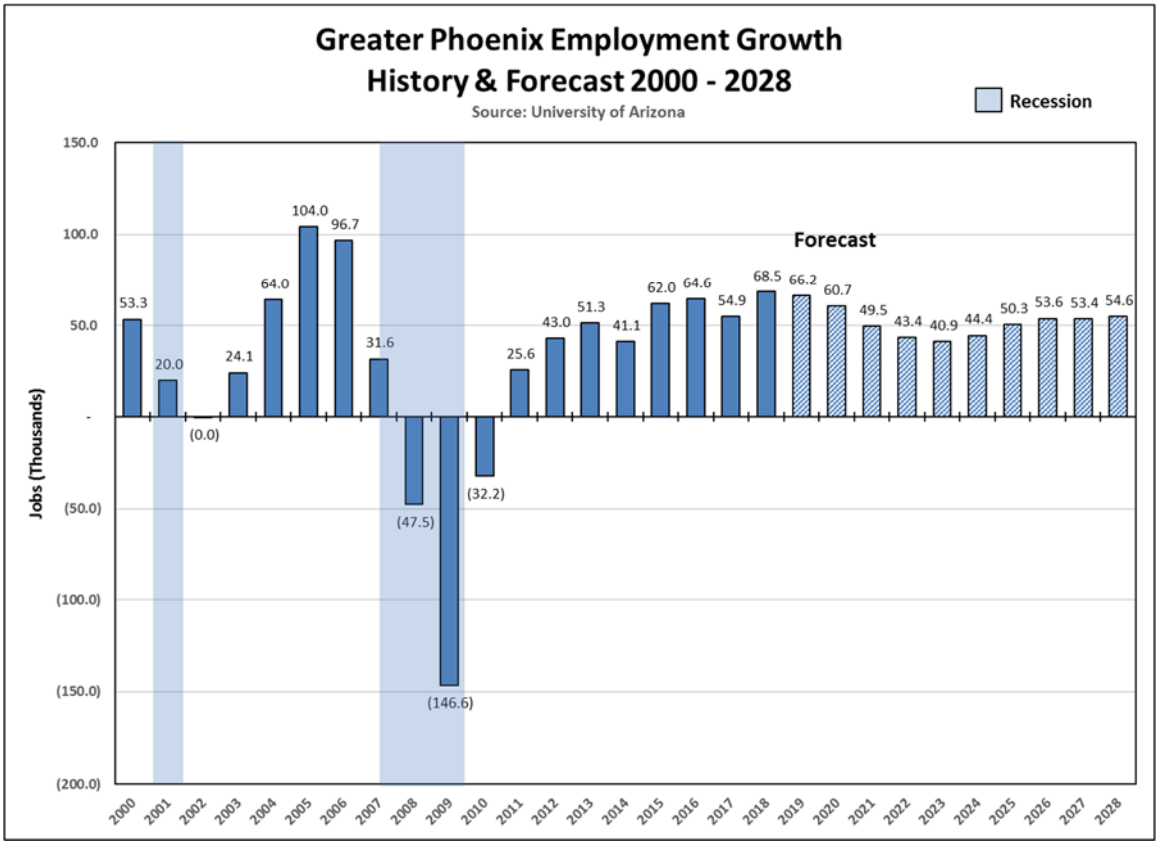
Despite the slow recovery, Greater Phoenix is expected to see significant population and employment growth over the next ten years. Forecasts from the University of Arizona show that Greater Phoenix should grow by an average of 1.6% to 1.8% per year through 2018. While this growth rate is significantly lower than previous economic expansions, the absolute number of forecasted new residents is impressive at more than 80,000 persons per year. Because of the size of Greater Phoenix at more than 4.7 million persons, the area's growth rate will be lower compared to earlier years. Overall, Greater Phoenix is expected to grow by 872,400 persons by 2028. (Note: the forecasts from the University of Arizona differ from the population estimates produced by the U.S. Census.)

Likewise, job growth is finally occurring again and is forecasted by the University of Arizona to grow at an average of 52,000 jobs each year over the next ten years. Healthy job growth could stimulate additional population growth and the region could possibly see population growth rates increase above 2.0%. Greater Phoenix has become an important job center of the Southwest U.S. because of its moderate cost of living relative to the West Coast.


Annual Percent Change in Greater Phoenix Population
History & Forecast 2000 - 2028
Source: University of Arizona
Recession
Forecast
4.5%
4.0%
3.5%
3.0%
2.5%
2.0%
1.5%
1.0%
0.5%
0.0%
3.1% 2.6% 2.7% 3.1% 3.6% 3.8% 3.7% 3.0% 1.9% 0.5% 0.3% 0.6% 1.1% 1.5% 1.5% 1.8% 1.5% 2.2% 1.8% 1.8% 1.8% 1.8% 1.8% 1.7% 1.7% 1.7% 1.7% 1.7% 1.6% 1.6%
2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028

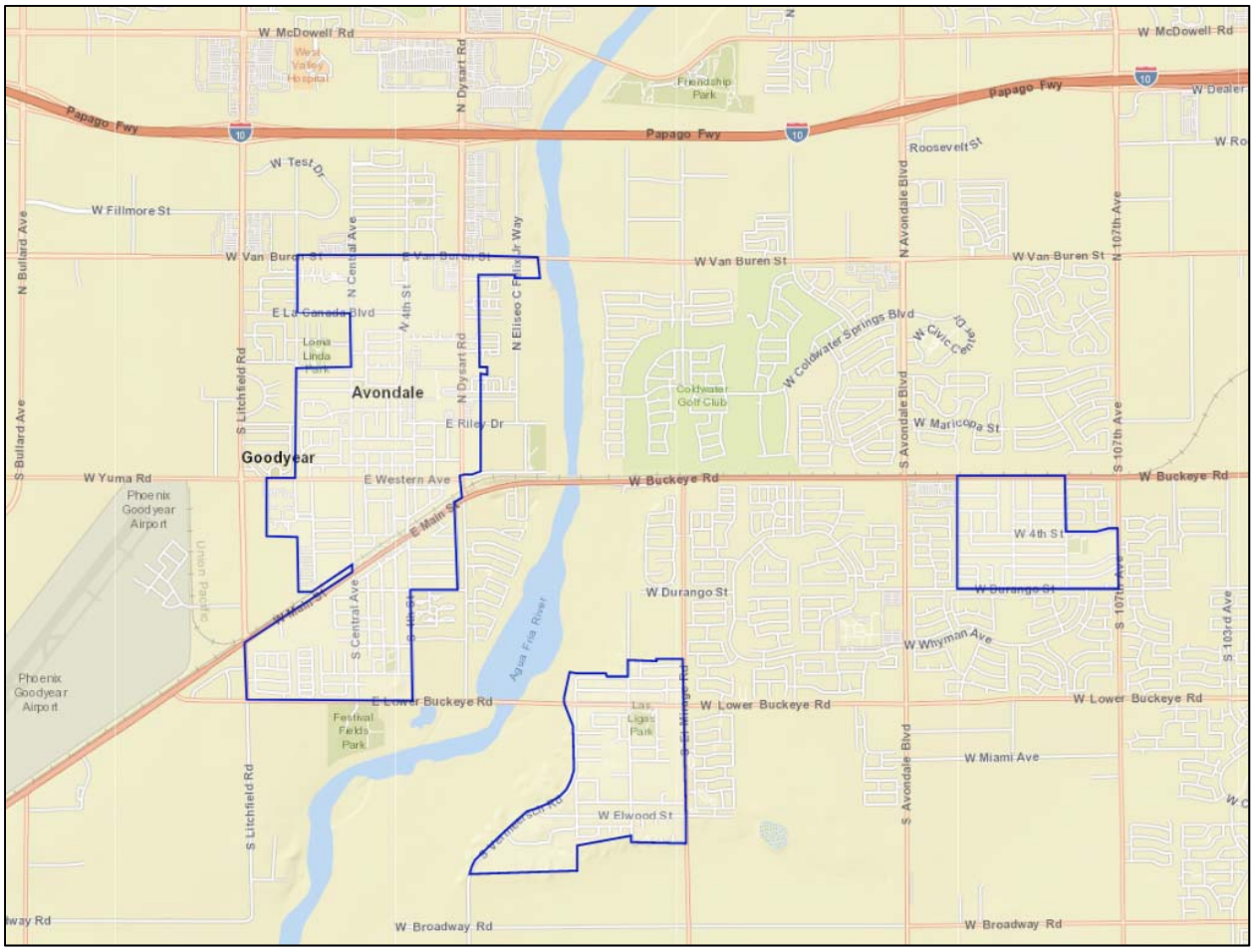

Annual Change in Greater Phoenix Population
History & Forecast 2000 - 2028
Source: University of Arizona
Recession
Forecast
160,000
140,000
120,000
100,000
80,000
60,000
40,000
20,000
-
97,013 84,701 92,021 105,866 127,690 141,629 141,535 118,586 79,629 19,112 14,296 27,174 46,296 64,775 66,216 78,018 67,482 98,899 83,686 84,157 86,587 86,980 87,117 86,925 86,865 87,837 88,486 88,593 88,890
2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028


Annual Percent Change in Greater Phoenix Employment
History & Forecast 2000 - 2028
Source: University of Arizona
Recession
Forecast
8.0%
6.0%
4.0%
2.0%
0.0%
-2.0%
-4.0%
-6.0%
-8.0%
-10.0%
3.5%
1.3%
0.0%
1.5%
3.9%
6.2%
5.4%
1.7%
-2.5%
-7.8%
-1.9%
1.5%
2.5%
2.9%
2.3%
3.3%
3.4%
2.8%
3.4%
3.1%
2.8%
2.2%
1.9%
1.8%
1.9%
2.1%
2.2%
2.1%
2.1%
2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028

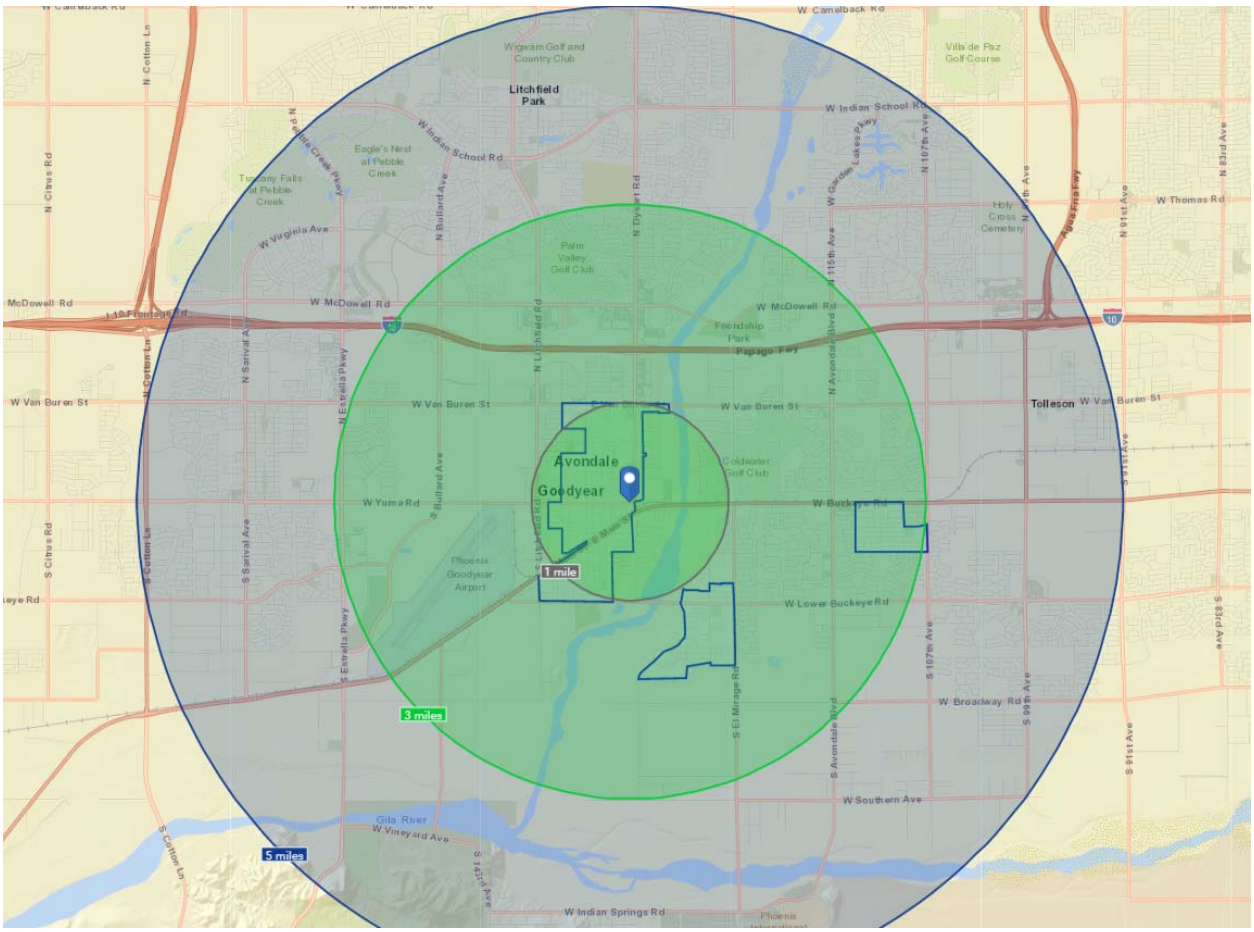

Greater Phoenix Employment Growth
History & Forecast 2000 - 2028
Source: University of Arizona
Recession
Forecast
Jobs (Thousands)
150.0
100.0
50.0
-
(50.0)
(100.0)
(150.0)
(200.0)
53.3
20.0
(0.0)
24.1
64.0
104.0
96.7
31.6
(47.5)
(146.6)
(32.2)
25.6
43.0
51.3
41.1
62.0
64.6
54.9
68.5
66.2
60.7
49.5
43.4
40.9
44.4
50.3
53.6
53.4
54.6
2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028

2.0 Market Area Overview

The three historic areas are all located within south Avondale and within three miles of each other. Due to the relatively close proximity of the sites, all three areas are considered to be within the same market area, though each area's unique characteristics will generate differing redevelopment opportunities.



Throughout this study, a one-mile, three-mile, and five-mile radius will be referenced to help illustrate the historic areas' near-term and long-term opportunities. In general, a three-to-five-mile radius is considered to be a suitable market area in which a given real estate development product competes. This varies by development type. On the low end of the distance scale are local serving uses, such as neighborhood retail (grocery, fitness, personal services, fast food, etc.). On the high end of the scale would be uses that can generate a more regional draw, such as a restaurant and entertainment district. The following map illustrates the extent of these regions from Historic Avondale.



2.1 Demographic Summary

There are approximately 16,200 residents within one mile of the Historic Avondale downtown. This figure grows to 69,400 residents within three miles and 174,400 residents within 5 miles. The median age is young (28.4) within one mile and gradually reports an older population as the market area grows outward, though still much younger than the Maricopa County average. Median household income in the area ranges from $42,671 to $67,787.

South Avondale Demographic Summary			
	1 mile	3 miles	5 miles
2019 Summary			
Population	16,189	69,408	174,437
Households	4,752	21,339	55,611
Families	3,455	15,900	42,759
Average Household Size	3.38	3.23	3.13
Owner Occupied Housing Units	2,096	12,084	37,879
Renter Occupied Housing Units	2,655	9,255	17,732
Median Age	28.4	30.1	32.3
Median Household Income	$42,671	$58,494	$67,787
2024 Summary			
Population	17,303	75,069	191,356
Households	5,076	23,015	60,950
Families	3,679	17,113	46,711
Average Household Size	3.38	3.24	3.13
Owner Occupied Housing Units	2,304	13,319	42,021
Renter Occupied Housing Units	2,771	9,695	18,930
Median Age	28.9	30.8	32.5
Median Household Income	$50,310	$65,645	$77,359

Source: ESRI Business Analyst 2019

2.2 Population Projections

As of the latest projections from the Maricopa Association of Governments (MAG), modest growth in residential development is anticipated in the region. By 2030, MAG is projecting just over 20,000 new residents within three miles of historic Avondale. Nearly 43,400 new residents are expected during the same timeframe within 5 miles of the subject sites.

Beyond 2030, MAG expects the South Avondale region to experience continued growth. These projections report over 12,500 new residents between 2030 and 2040 within three miles and an additional 8,600 residents in the decade following (2040-2050). Within five miles, an additional 21,400 new residents are expected between 2030 and 2040. From 2040 to 2050 an additional 14,800 new residents are projected.

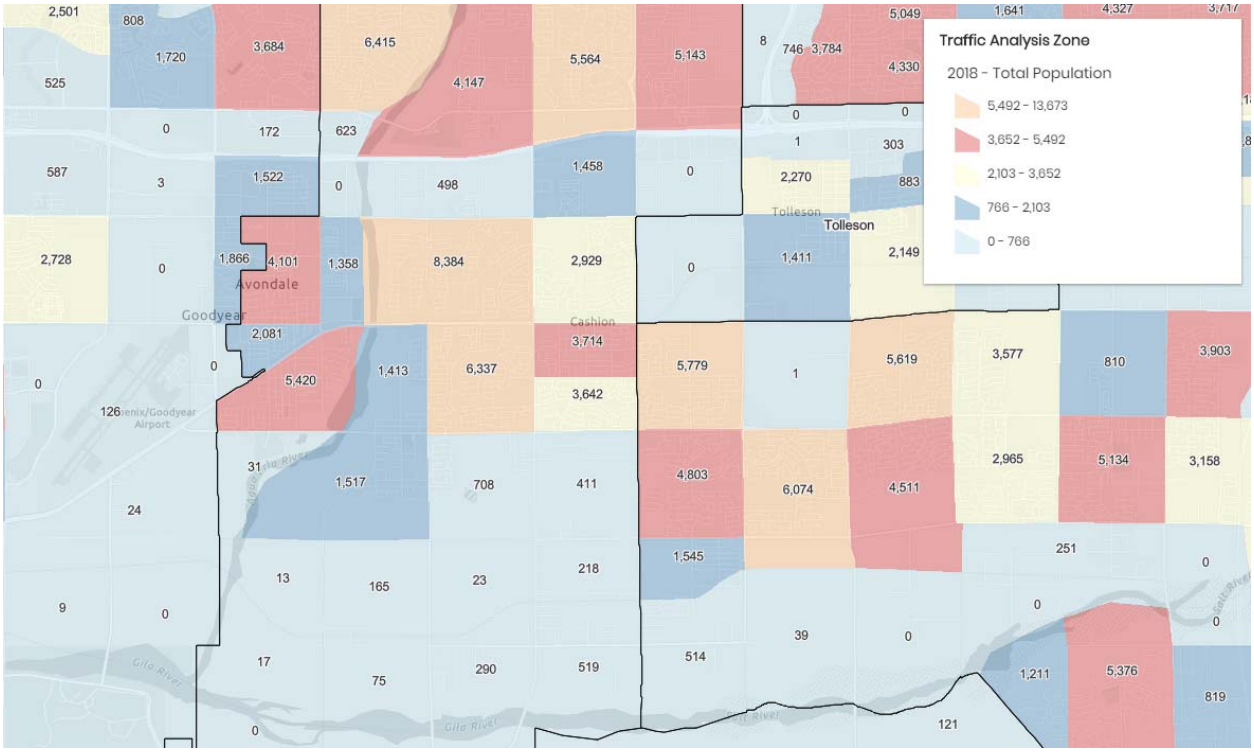
In terms of commercial development and new jobs, there are 8,800 new jobs projected by 2030 within 3 miles and over 17,000 new jobs within five miles. New job growth is expected to continue at a higher rate between 2030 and 2050 in both the immediate and larger market areas.

South Avondale Long Term Projections 2018-2055						
	2018	2020	2030	2040	2050	2055
3-Mile Radius						
Total Population	83,174	86,206	103,211	115,739	124,306	127,866
New Population		3,032	17,005	12,528	8,567	3,560
Annual % Growth		1.8%	1.8%	1.2%	0.7%	0.6%
Site Based Jobs	25,879	27,068	34,686	44,384	54,171	58,106
New Jobs		1,189	7,618	9,698	9,787	3,935
Annual % Growth		2.3%	2.5%	2.5%	2.0%	1.4%
5-Mile Radius						
Total Population	184,364	190,682	227,762	249,169	263,940	271,020
New Population		6,318	37,080	21,407	14,771	7,080
Annual % Growth		1.7%	1.8%	0.9%	0.6%	0.5%
Site Based Jobs	54,572	57,451	71,658	89,626	107,309	115,843
New Jobs		2,879	14,207	17,968	17,683	8,534
Annual % Growth		2.6%	2.2%	2.3%	1.8%	1.5%

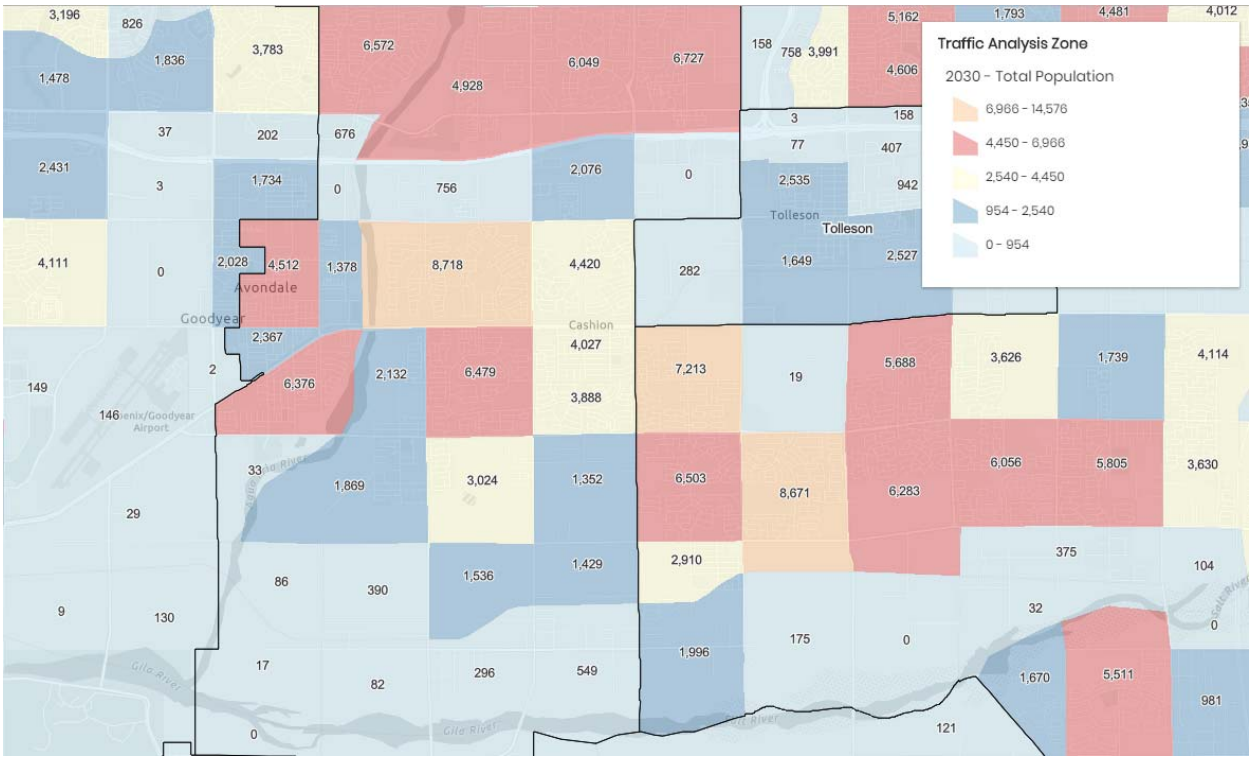
Source: Maricopa Association of Governments 2019

The following maps illustrate the growth and density of population in the south Avondale region.

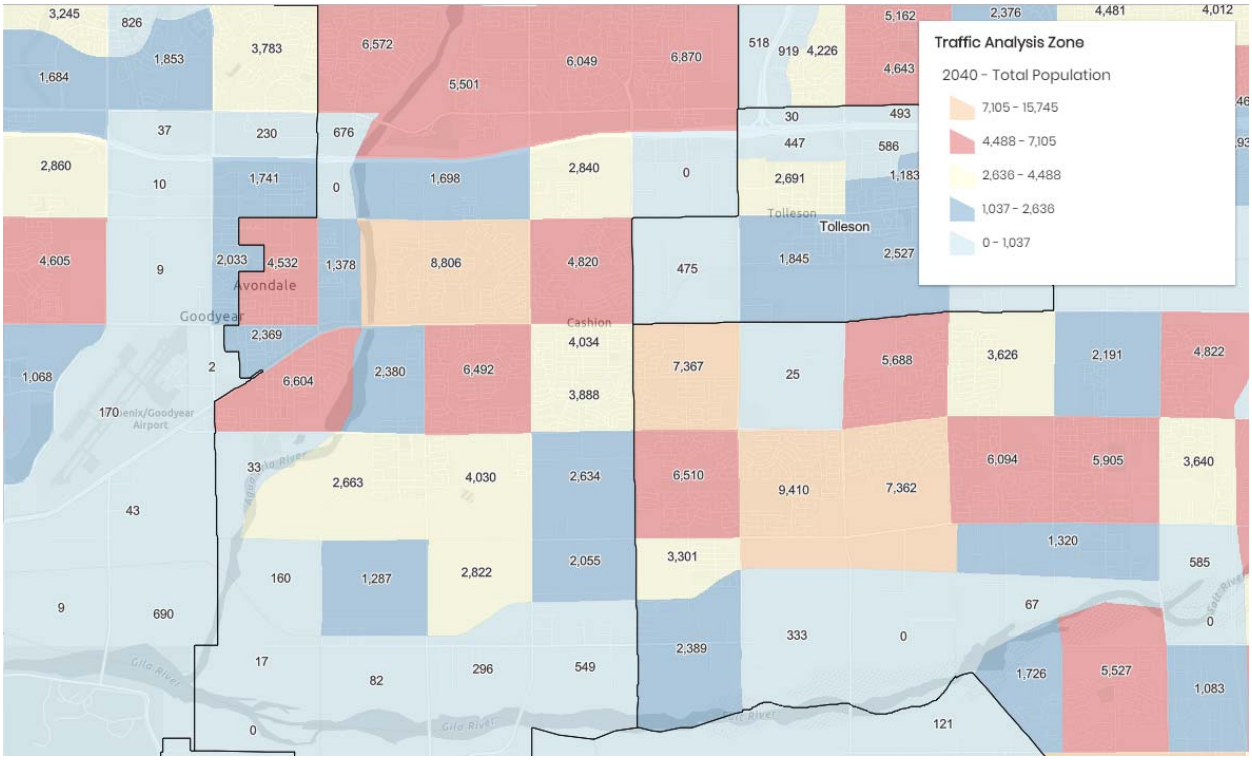
2018



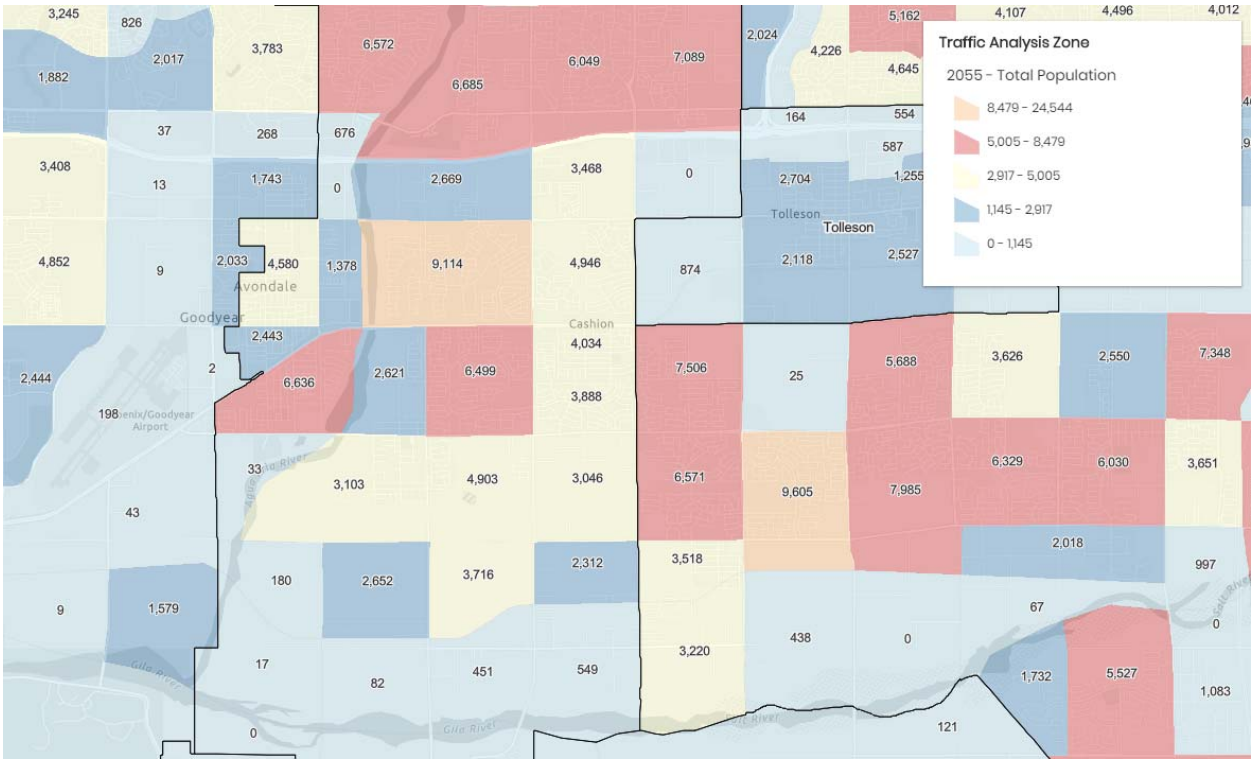
2030


Traffic Analysis Zone
2030 - Total Population
6,966 - 14,576
4,450 - 6,966
2,540 - 4,450
954 - 2,540
0 - 954
Avondale
Goodyear
Tolleson
Cashion
Gila River

2040


Traffic Analysis Zone
2040 - Total Population
7,105 - 15,745
4,488 - 7,105
2,636 - 4,488
1,037 - 2,636
0 - 1,037
Avondale
Goodyear
Tolleson
Cashion
Gila River

2055

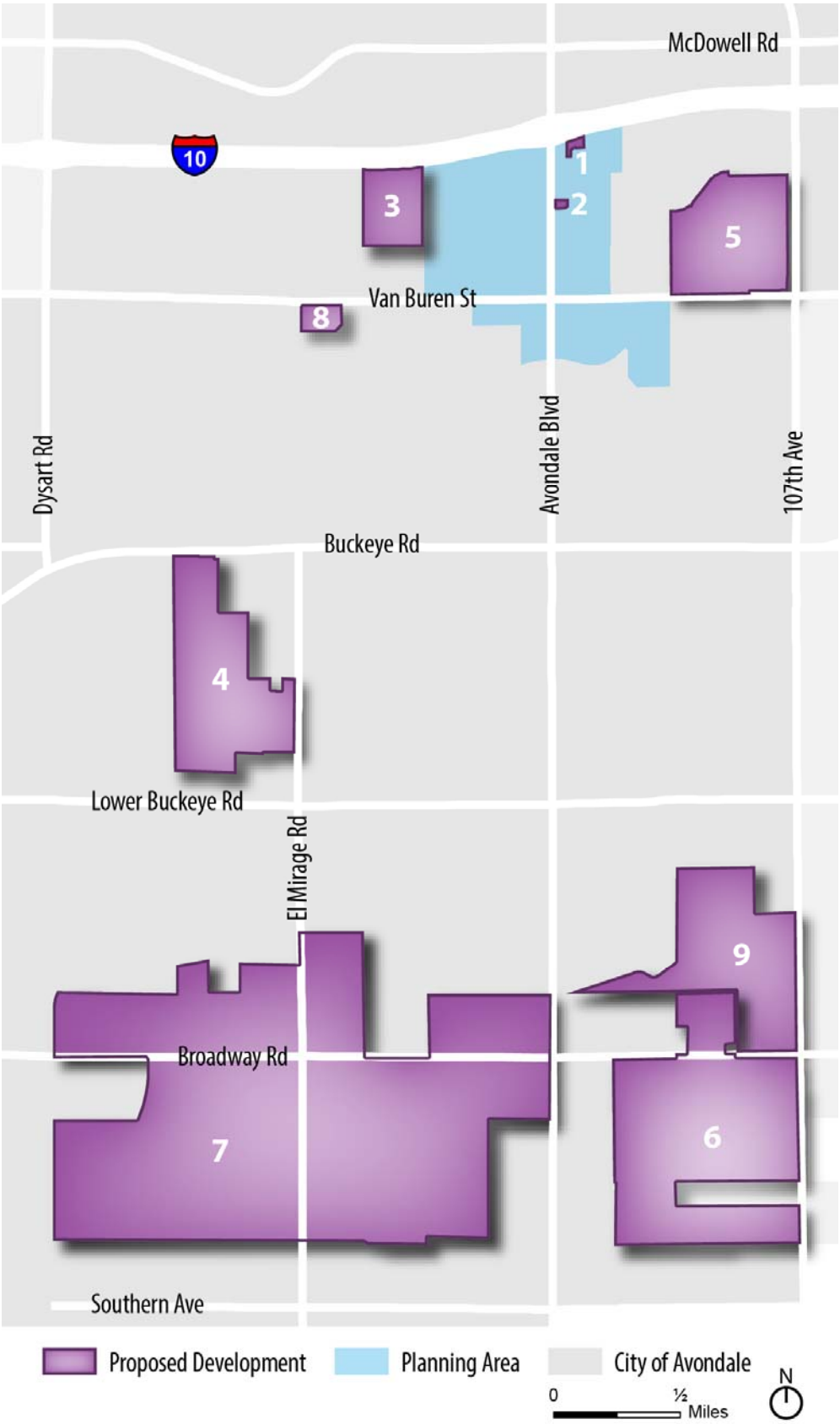


2.3 New Development

Several new residential developments are planned for South Avondale. Roosevelt Park (607 total homes at build out), Fairway Townhomes (161 units at the SEC of Fairway and Van Buren) Del Rio Ranch (491 homes), Verde Trails (over 1,000 homes), Alamar (3,695 homes), Entrada (estimated 600 homes), and Hermosa Ranch (309 acres) are all positive trends for the continued growth in the southern region of Avondale.

South Avondale Residential Development Pipeline

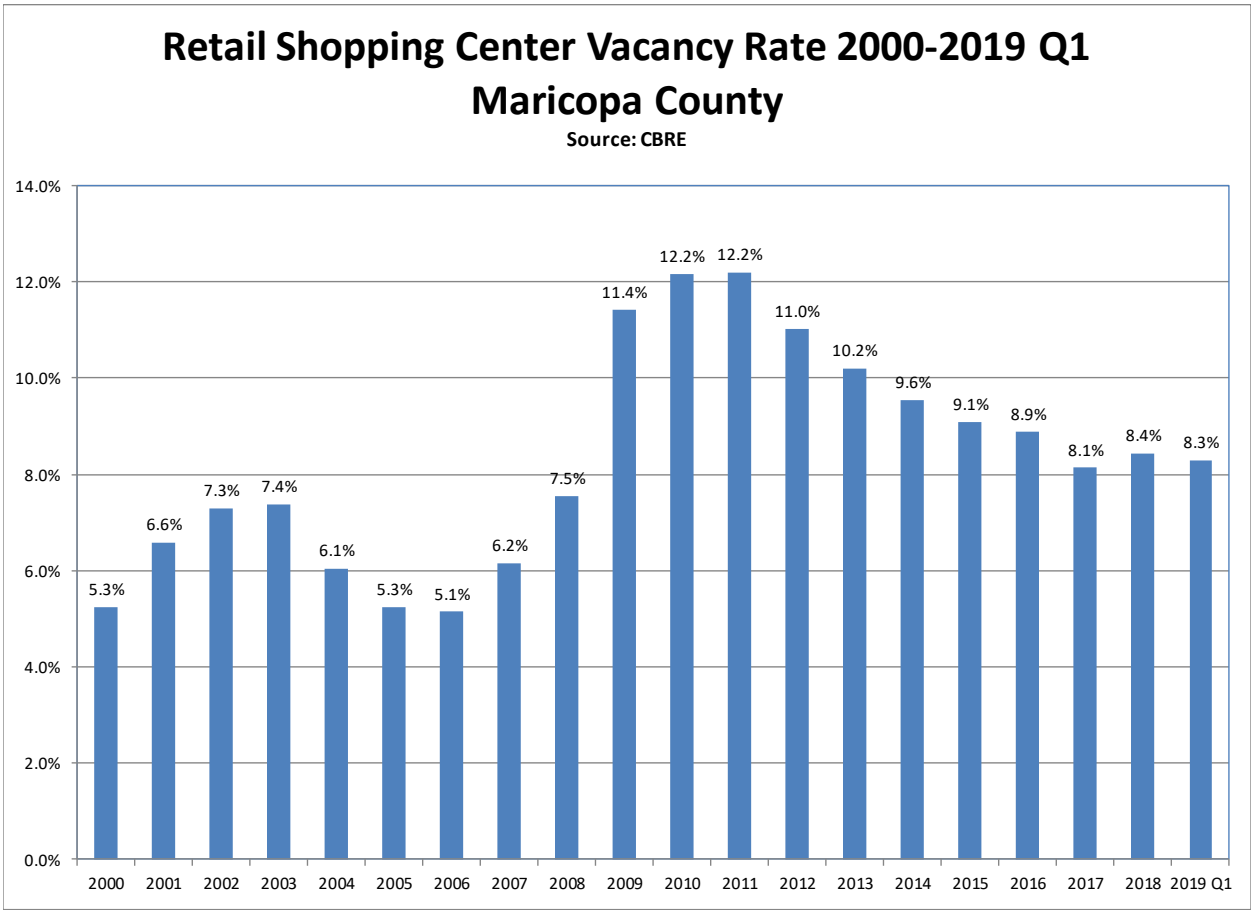
Map	Project	Location	Type	Size		Status
4	Del Rio Ranch Phase III	W of El Mirage Rd S of Buckeye Rd	SFR	491	homes	Planned 2019
5	Roosevelt Park Phase II	NWC 107th Ave & Van Buren	SFR	607	homes	Planned 2019
6	Verde Trails I & II	SWC 107th Ave & Broadway	SFR	675	homes	Planned 2019
7	Alamar Phase I	SWC Avondale Blvd & Broadway	SFR	461	homes	Planned 2020
8	Fairway Townhomes	SEC Fairway Dr & Van Buren	TH	161	homes	Proposed
9	Entrada	NWC 107th Ave & Broadway	SFR	600	homes	Proposed


McDowell Rd
10
1
2
3
5
8
Van Buren St
Dysart Rd
Avondale Blvd
107th Ave
Buckeye Rd
4
Lower Buckeye Rd
El Mirage Rd
9
Broadway Rd
7
6
Southern Ave
Proposed Development
Planning Area
City of Avondale
0
½
Miles
N

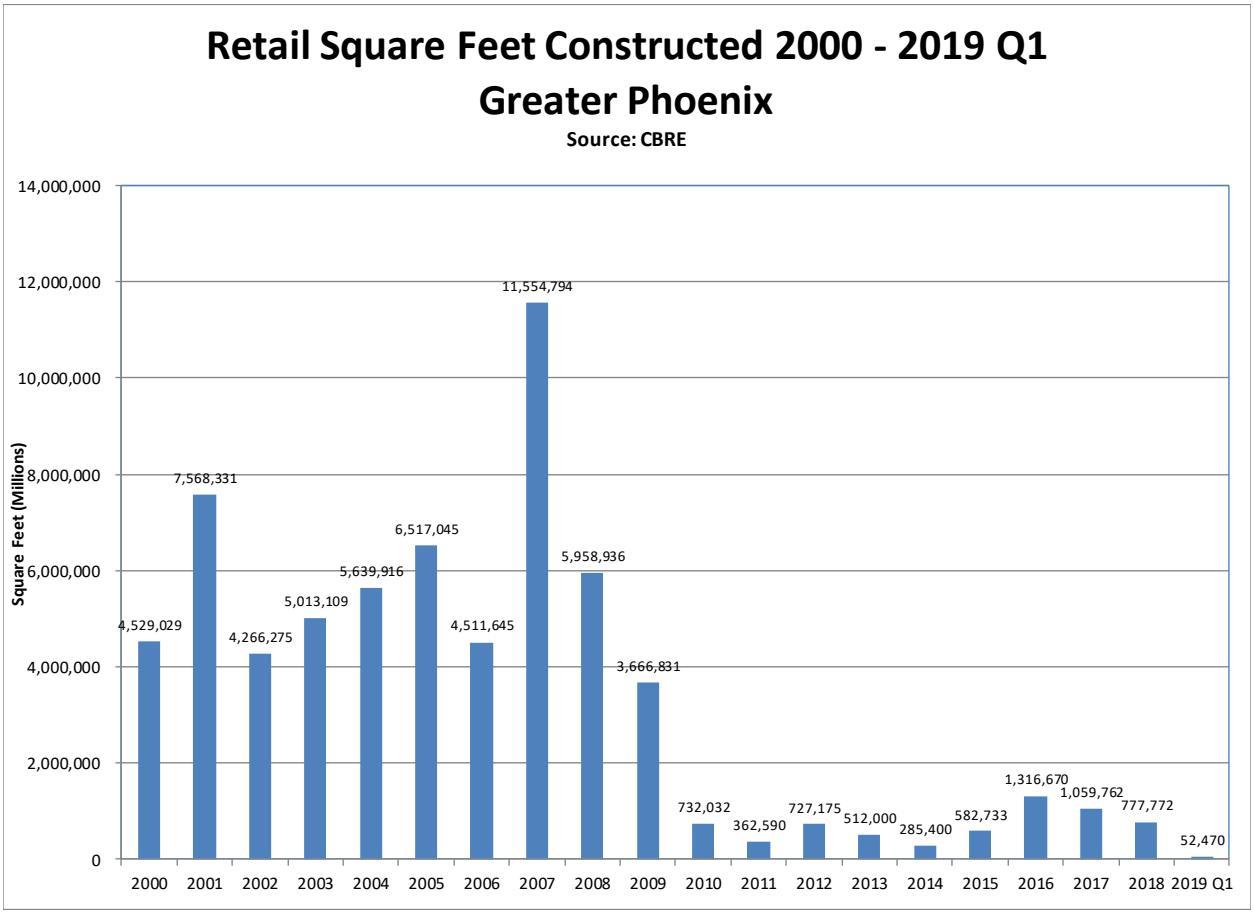
3.0 Retail

3.1 Maricopa County Retail Market

Over the past 10 years, the Maricopa County retail market has experienced some of its highest vacancy rates in history resulting from the effects of the Great Recession. According to CBRE, the vacancy rate across the Valley reached 12.2% in 2010 and 2011, the highest vacancy rate for retail space ever recorded in the region. Since that time, the vacancy rate has trended downward to 8.3% at the start of 2019.



As a result of the recession and high vacancy rates, shopping center construction activity has declined dramatically. According to CBRE, between 2000 and 2008, an average of 6.1 million square feet of retail space was constructed each year in Maricopa County with 11.6 million square feet constructed in 2007 alone. Since 2010, only 6.4 million square feet of total retail space has been completed or an average of 700,000 square feet each year.



Market conditions existing today in the retail real estate sector have been affected by the last recession. The latest business cycle illustrated longer-term challenges for the brick-and-mortar retail market in Greater Phoenix as well as trends that will affect how the market performs in the future. Following are some of those trends and challenges.

- **Domination:** The market has become dominated by big box retailers and power/community shopping centers.
- **Obsolescence:** Retailing is constantly changing resulting in some companies going out of business as others are entering the marketplace. Currently, restaurants and value-oriented retail are the most viable in the market and actively expanding.
- **Consolidation:** As retail market conditions change, consolidation of companies within the industry occurs. This trend is particularly evident in the grocery store sector.
- **Internet or E-Commerce Sales:** E-Commerce will continue to grow for the foreseeable future. This places more emphasis for development opportunities on restaurants, entertainment, and other experiential retail.

The Greater Phoenix retail market had a relatively healthy 2018, with both reduced vacancy and continued absorption, albeit more modest than in 2017. With the local economy remaining

healthy and the housing market continuing on its path of development, expanding retailers will likely sustain the momentum in the market, particularly among restaurants and other small-space users that thrive when household incomes increase.

Some of the most actively developed retail types in today's market include restaurants, value-oriented retail, fitness centers, and local services. These users may be located within anchor buildings, shops or freestanding pads.

3.2 Southwest Valley Retail Market

In the West/Southwest submarket, there is 1.2 million square feet of retail space planned in existing and future shopping centers.

Retail Construction Phases
Under Construction & Planned

Property Name Address	Total SF Year Built	Existing	Under Construction	Planned	Development Type
ALDI Laveen Center SE Baseline Rd/59th Ave	52,900 2019			52,900	Neighborhood Center
Canyon Trails Towne Center NE Yuma Rd Cotton Ln	700,000 2008	389,271		139,300	Power Center
EoS Fitness NE Encanto Ave/75th Ave	81,000 2018	35,000		46,000	Neighborhood Center
Estrella Commons SEC I-10/Estrella Pkwy	190,400 2019			190,400	Neighborhood Center
Laveen Park Place SW Baseline Rd/59th Ave	273,763 2018			273,763	Power Center
Maya Cinemas SW McDowell Rd/67th Ave	83,076 2019			83,076	Neighborhood Center
Park 10 SE Mcdowell Rd107th Ave	146,305 2016	69,665		76,640	Retail/Office
Pebblecreek Village SW Mcdowell Rd Pebble Creek Pkwy	176,420 2018			176,420	Neighborhood Center
Sundance Marketplace SE Yuma Rd Watson Rd	64,151 2018			64,151	Community Center
Village Grove at Verrado NW Indian Schl Rd Jackrabbit Trl	173,557 2018			140,270	Neighborhood Center
Properties: 10	**1,941,572**	**493,936**		**1,242,920**	

Source: CBRE

3.3 Market Area Spending Potential

The U.S. Consumer Expenditure Survey is an important source of information that describes the spending habits of U.S. residents. The Survey has been conducted for decades and provides a consistent, long term history of spending trends.

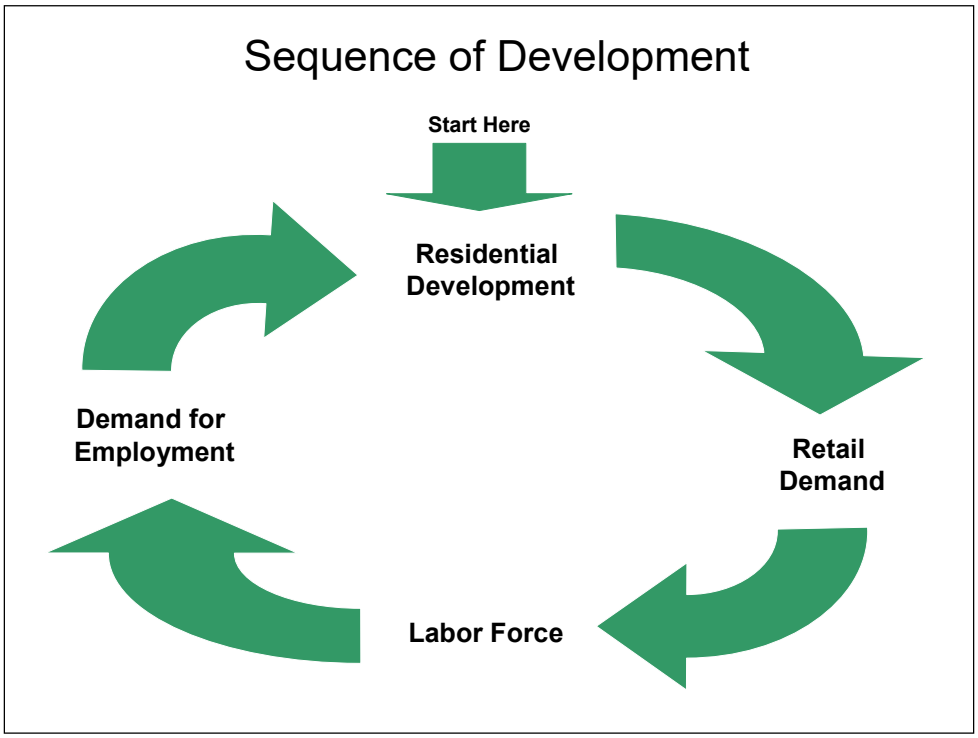
Due to the extensive amount of retail along the I-10 within the market area, the current retail gap analysis shows very few gaps in the market today. Based on the data below, a gas station is the only category that shows any short term potential.

Retail MarketPlace Profile
Avondale Revitalization Areas - 3 Mile Radius

Summary Demographics			
2019 Population	69,408		
2019 Households	21,339		
2019 Median Disposable Income	$50,534		
2019 Per Capita Income	$22,108		
2017 Industry Group	**Demand** (Retail Potential)	**Supply** (Retail Sales)	**Retail Gap**
Motor Vehicle & Parts Dealers	$124,322,513	$236,560,451	-$112,237,938
Furniture & Home Furnishings Stores	$19,510,168	$26,400,666	-$6,890,498
Electronics & Appliance Stores	$19,641,897	$28,274,020	-$8,632,123
Bldg Materials, Garden Equip. & Supply Stores	$39,559,337	$60,992,957	-$21,433,620
Food & Beverage Stores	$98,341,569	$140,940,039	-$42,598,470
Health & Personal Care Stores	$35,092,355	$44,986,527	-$9,894,172
Gasoline Stations	$55,988,593	$25,297,676	$30,690,917
Clothing & Clothing Accessories Stores	$27,292,863	$17,894,315	$9,398,548
Sporting Goods, Hobby, Book & Music Stores	$16,418,535	$31,773,695	-$15,355,160
General Merchandise Stores	$112,520,002	$277,718,976	-$165,198,974
Miscellaneous Store Retailers	$22,681,256	$29,403,633	-$6,722,377
Nonstore Retailers	$5,752,599	$133,527	$5,619,072
Food Services & Drinking Places	$63,550,407	$136,731,537	-$73,181,130

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

Despite the obvious surplus in most of the retail categories, each new additional resident will create demand for additional local serving retail. Continued residential development in all forms within the market area will be critical to the eventual success of additional commercial development. As the following graphic helps to illustrate, local residents will be the main source of retail demand and also provide a local workforce for office development. This residential development must come first, eventually building to a critical mass of residents to attract additional retailers.



Based on the future growth of the area outlined previously, the following table illustrates that new, local serving retail development will be warranted in the future. By 2030, new residential development in South Avondale should create demand for just over 50,000 square feet of grocery store space. This would be equivalent to a small format grocer such as Sprout's. In addition to grocery store space, an estimated 82,300 square feet of new space will be demanded in other local serving retail categories such as restaurants. By 2040, there will be an estimated 82,200 square feet of grocery store demand and 133,700 square feet of other local serving retail demand.

Future Retail Spending Analysis
Avondale Revitalization Areas 3-Mile Radius

Income & Spending Assumptions	Dollars	Percent of Income
Market Area Average Household Income 2019	$71,924	
Total Retail Spending/Hhld (Excluding vehicles)	$18,874	26.2%
Local-Serving Retail Spending	**$8,106**	**11.3%**
Grocery Spending/Hhld	$4,102	5.7%
Other Non-Grocery Local-Serving Retail Spending/Hhld	$4,003	5.6%
Regional-Serving Retail Spending/Hhld	**$7,504**	**10.4%**
Restaurant Spending/Hhld	**$3,264**	**4.5%**
	2030	**2040**
New Population	20,037	32,565
Households (based on 3.25 pers/hhld)	6,165	10,020
Supportable Local-Serving Retail Demand		
Total Grocery Spending	$25,292,426	$41,106,345
Supportable SF at $500 Per SF in Sales	50,585	82,213
Other Local-Serving Retail Spending (excluding Groceries)	$24,680,655	$40,112,070
Supportable SF at $300 Per SF in Sales	82,269	133,707

Sources: U.S. Consumer Expenditure Survey, ESRI 2019, AZ DOA

4.0 Multi-Family

4.1 Maricopa County Overview

The following table illustrates a 15-year history of multi-family trends for Maricopa County by certain performance metrics such as vacancy and rent. As the table shows, periods of high vacancy lead to softening of rents and depressed construction activity during the Great Recession. Ultimately as the economy recovered, lower vacancy and rent appreciation resulted.

The region is currently in a period of historically high occupancy levels and increasing rents which are expected to continue. From 2013 through 2018, rents rose by an annual average of 6.7% on a compounded basis (6.3% growth in price per square foot annually). The market is expected to continue in this pattern for the near term.

Maricopa County Multi-Family Trends

Year	% Vacant	Average Rent/Unit	% Rent Growth	Average SF/Unit	Average Rent/SF	% Growth
2004	10.7%	$659	0.3%	804	$0.82	0.2%
2005	8.3%	$672	2.0%	801	$0.84	2.4%
2006	7.3%	$711	5.8%	796	$0.89	6.5%
2007	9.4%	$739	3.9%	797	$0.93	3.8%
2008	12.0%	$745	0.8%	799	$0.93	0.5%
2009	14.3%	$726	-2.6%	803	$0.90	-3.1%
2010	12.7%	$716	-1.3%	805	$0.89	-1.5%
2011	9.9%	$717	0.1%	807	$0.89	-0.2%
2012	8.7%	$736	2.7%	821	$0.90	1.3%
2013	8.0%	$749	1.7%	822	$0.91	1.2%
2014	7.5%	$791	5.6%	829	$0.95	4.7%
2015	7.3%	$847	7.1%	831	$1.02	6.9%
2016	7.3%	$904	6.7%	833	$1.09	6.4%
2017	7.9%	$952	5.3%	836	$1.14	4.9%
2018	7.3%	$1,037	9.0%	839	$1.24	8.6%
Q2 2019	7.3%	$1,075	7.5%	839	$1.28	7.5%
2004-2018 Average Annual Growth Rate		**3.3%**			**3.0%**	
2013-2018 Average Annual Growth Rate		**6.7%**			**6.3%**	

Source: RealData

Since 2015, over 34,500 apartment units have been built in the county. The average size and rents for these units are higher than the typical apartment complex found in the region. Overall, the typical unit constructed in the last five years is 937 square feet in size with a rent of $1.63 per square foot. Rents for the newest communities are averaging $1.85 per square foot.

4.2 West Valley Overview

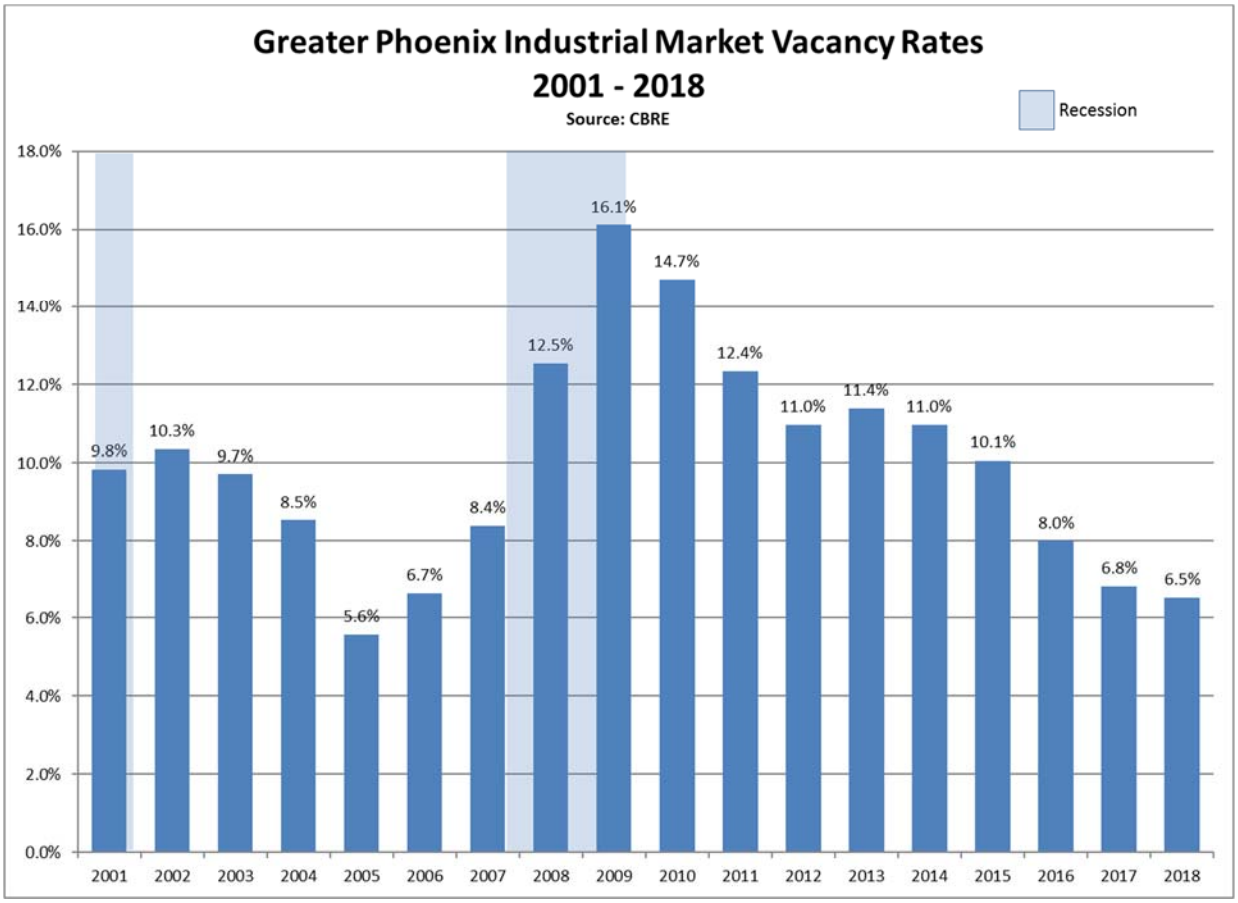
Of the 145 complexes built in the county since 2015, the majority (88 complexes) have been built in Phoenix, Scottsdale and Tempe. These cities also command the highest rents with complexes in the remaining suburban cities having rents generally much lower. Most of the construction activity has occurred in Phoenix (primarily the central city), and the East Valley. An estimated 18 communities (12%) have been completed in the West Valley.

There have been positive trends in apartment development for the suburban areas of the Valley, especially for sites with freeway access. Just a few years ago, there were no active apartment projects west of the I-17. Today, there are several projects that have been built, under construction, or in the planning stages. Close proximity to the freeway is a common site selection factor for these suburban apartment projects. The recently completed 400-unit Avalon apartment community (located north of McDowell on 103rd Avenue, north of the Harkins and Costco anchored Gateway Pavilions shopping center) is one example of that positive trend for continued suburban and West Valley multi-family development.

5.0 Industrial

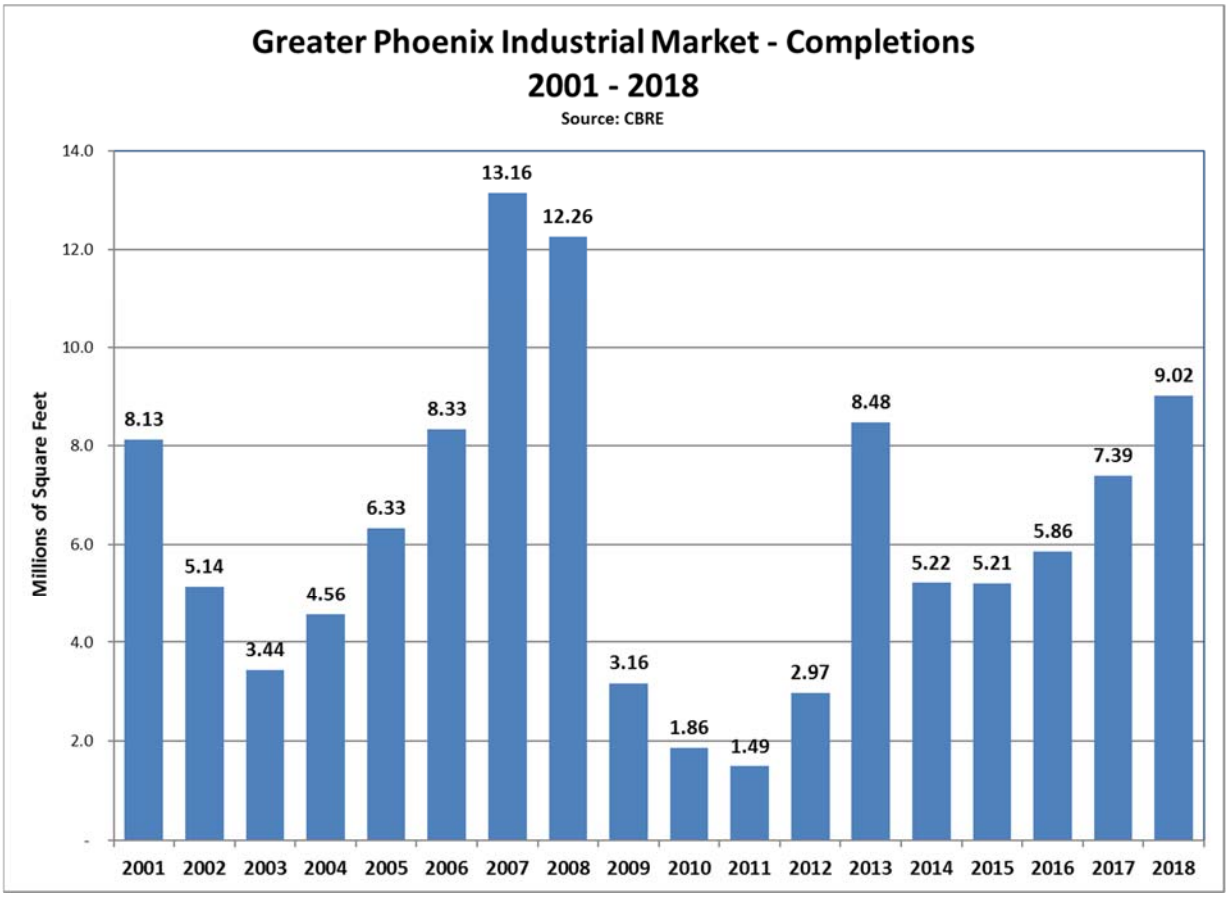
At the end of 2018, the Greater Phoenix industrial market was comprised of 318.2 million square feet of building space according to CBRE, an increase of approximately 113.4 million square feet since 2001. The market is affected by economic cycles, similar to most real estate products. However, for the most part, the swings in vacancy and occupancy of industrial buildings have been less severe than other real estate sectors, particularly when compared to the office sector.

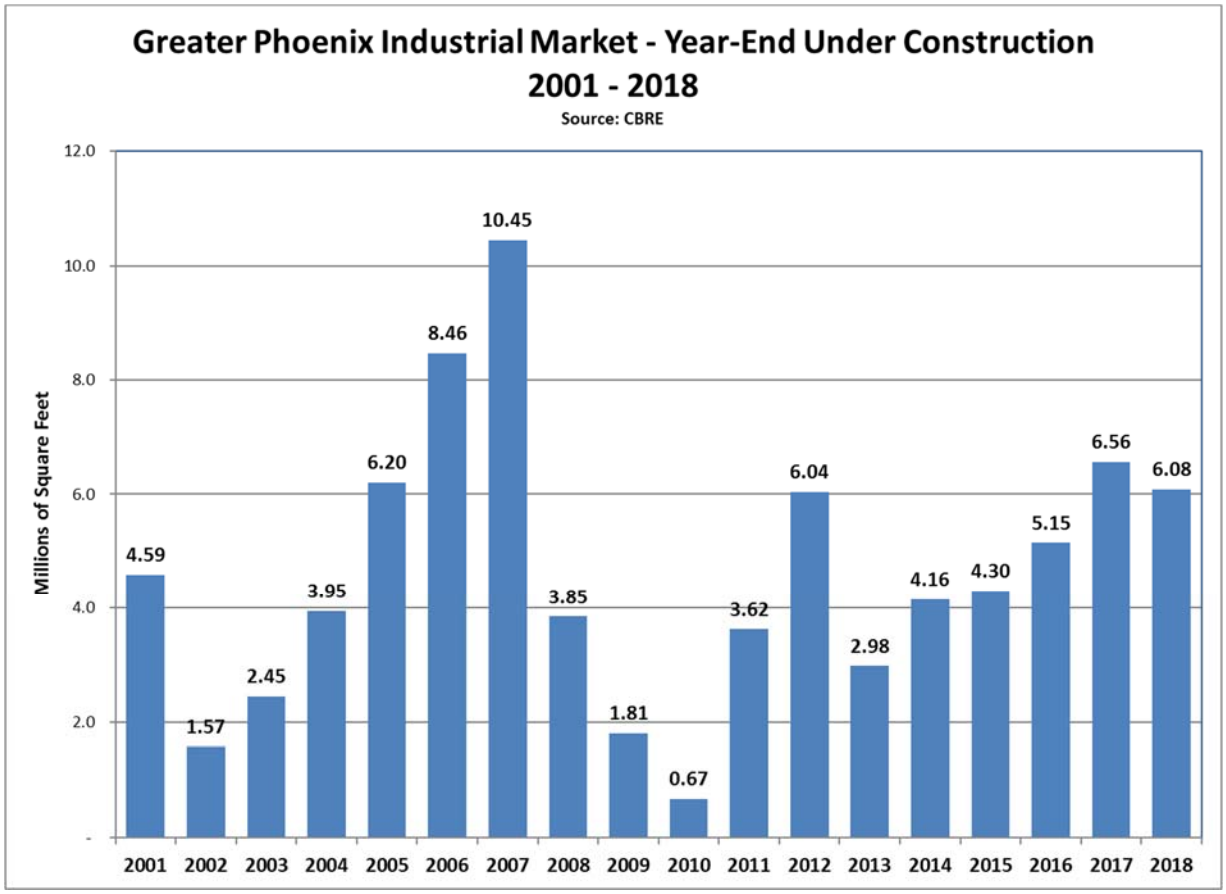
The vacancy rate for the industrial market has averaged just under 10% over the last 17 years. Prior to the Great Recession, the vacancy rate declined to 5.6% before spiking to 16.1% at the height of the recession. Since 2009, vacancy rates have declined to 6.7% suggesting near full occupancy of the industrial inventory.



The Greater Phoenix industrial market experienced significant levels of construction activity in 2007 and 2008 in response to the strong demand for industrial space in the 2004 to 2006 timeframe. More than 25 million square feet of industrial space was constructed in 2007 and 2008 which led to the high vacancy rates as the effects of the Great Recession took hold and companies delayed expansion or eliminated unneeded space. Starting in 2013, construction activity returned to more sustainable levels with more than five million square feet constructed between 2014 and 2016. In response to low vacancy rates, 7.4 million square feet of industrial

buildings were completed in 2017 and another 9.0 million square feet in 2018. An additional 6.1 million square feet was under construction at the end of 2018.





Across the country, the industrial market has been the most dynamic real estate sector over the past five years, buoyed by strong employment growth. E-commerce is a primary driver of the sector as online retailers continue to perfect their supply chains to deliver goods more rapidly and cost effectively. The growth in E-commerce is also contributing to high demand at the nation's port. In some cities, former big box retail sites that became vacant are being converted to distribution and logistics buildings. Strong employment and population growth in Phoenix are driving local demand. Manufacturing, third-party logistics, pharmaceuticals and E-commerce are fueling the demand for industrial space in Greater Phoenix.

Over the long-term, from 1990 to 2018, the Greater Phoenix industrial market has grown at an average rate of 160,300 square feet of space for every 1,000 jobs (or a ratio of 160 square feet per new employee). The employment forecast over the next ten years is expected to bring more than 517,000 jobs to the region. This level of growth will continue to drive the industrial real estate market.

The forecasted demand for industrial space over the next ten years is based on the long-term (from 1990 to 2018) relationship between job growth and the development of industrial properties. Based on that relationship, the forecasted demand for industrial space is 66.3 million square feet through 2028. To be conservative, this number represents a 20% reduction to the calculated demand estimate to account for the potential for a mild economic recession.

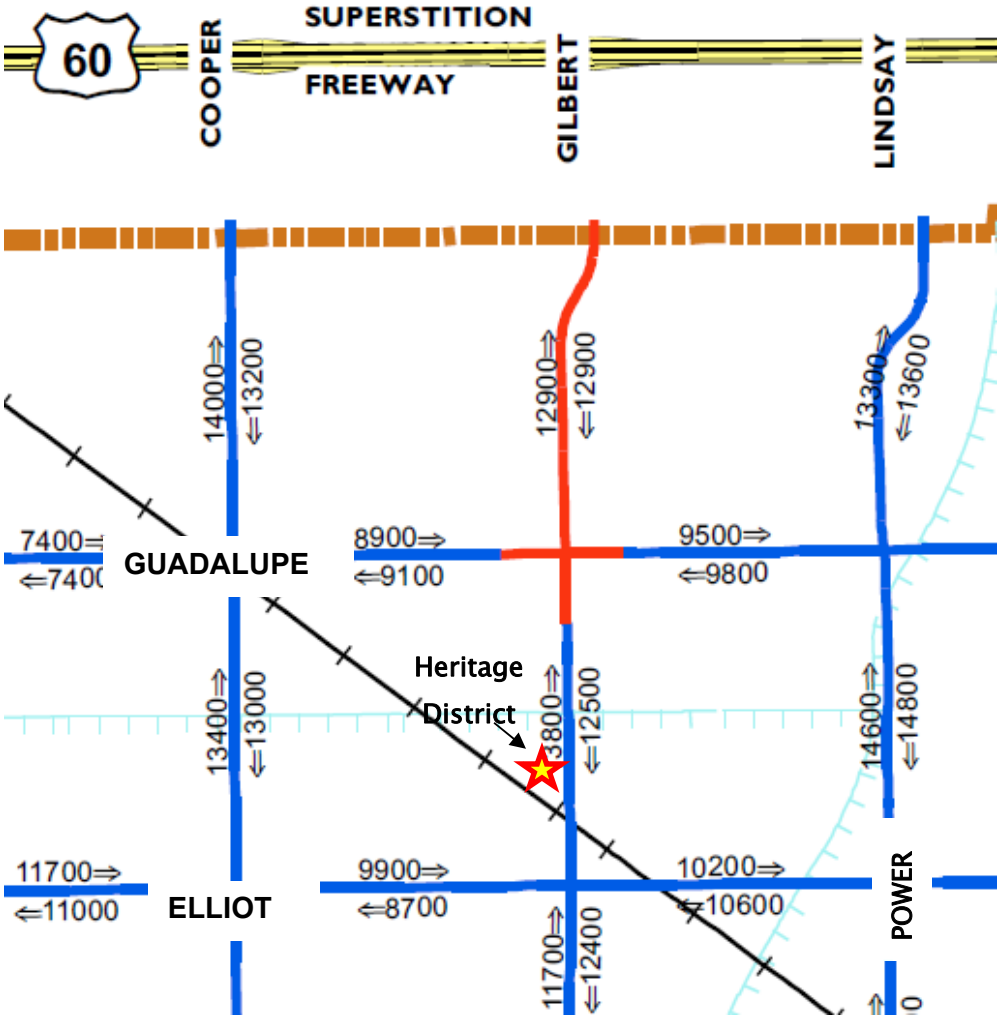
6.0 Case Studies

6.1 Historic Gilbert Heritage District

6.1.1 Site Access and Visibility

Average daily traffic volumes on nearby arterial streets area shown on the following graphic. Traffic count data comes from the Town of Gilbert. As of 2017, northbound Gilbert Road carries 13,800 vehicles per day and southbound Gilbert Road experiences 12,500 vehicles per day (26,300 VPD total). Westbound Guadalupe Road reports between 9,100 and 9,800 vehicles per day while eastbound traffic reports between 8,900 and 9,500 vehicles per day (18,000 to 19,300 VPD total). Westbound Elliot Road reports between 8,700 and 10,600 vehicles per day while eastbound traffic reports between 9,900 and 10,200 vehicles per day (18,600 to 20,800 VPD total). The frontage along Gilbert Road will provide excellent visibility for the development.

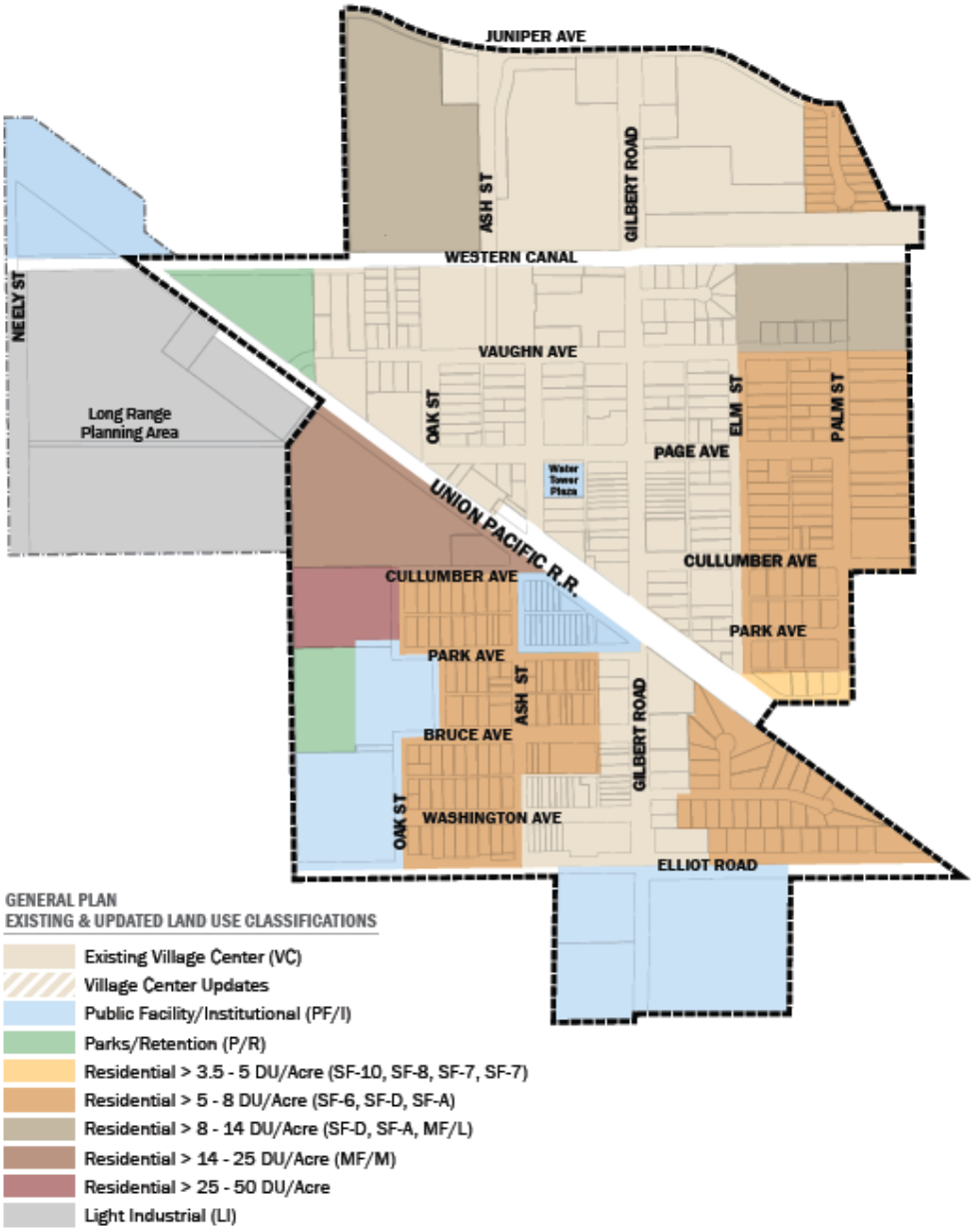
2017 Average Daily Traffic Counts



6.1.2 Regional Character

Downtown Gilbert is referred to as the Heritage District. The Heritage District has been the subject of numerous planning efforts including a master plan, several redevelopment plans (1991, 2001, 2008, 2018), and design guidelines. The objective of the area is to become a mixed-use, pedestrian-oriented project focused on the Village Center concept.

The Heritage District land use plan encompasses 192 acres. It is located along both sides of Gilbert Recker Road extending approximately 1,000 feet east and west from Juniper Avenue to 600 feet south of Elliot Road. The Village Center is much smaller, with current development found on 35 acres (an additional 8.5 acres is in pre-development).



The Heritage District is identified by the Town of Gilbert as a Growth Area, which is intended to create viable and concentrated areas of development that integrate a variety of land uses and open space and is a prime location for infill development. The Town of Gilbert's goal is to continue to see the Heritage District develop as a core area and development types will consist of retail shops, restaurants, offices, lodging, entertainment, public plazas, and very high-density residential units. Estimated market absorption over the next 10 years by land use is as follows:

- 151,500 square feet of retail.
- 322,000 square feet of commercial office.
- 320 hotel rooms.
- 2,010 units of multi-family housing.
- 5,400 parking spaces.

The 2018 Redevelopment Plan envisions the North Anchor as an 18-hour employment and entertainment development with ground floor retail. Suggested land uses include office, restaurants/entertainment retail, hotel, and parking. A proposed plan by LGE would satisfy significant development goals for the Heritage District in terms of multi-family, office, hotel, and retail.

According to Discover Gilbert, 26 restaurants have been added to the Heritage District in the last 5 years, including some of the top restaurant brands in Metro Phoenix as well as locally grown creations such as Joe's Barbecue and Liberty Market. The district also features the Hale Theater with Broadway shows, the Gilbert Farmers Market every Saturday and the Art Walk on the first and third Saturdays from October through March. The district is also connected to Gilbert's 135-mile bike path system. The following map illustrates the various retail, dining, and entertainment options currently found within the Heritage District.

HERITAGE DISTRICT

SHOP

1. **Arizona Hardwood Flooring Supply**
   15 N Gilbert Rd
   480-632-9111
   azwood.com
2. **Art Intersection**
   207 N Gilbert Rd, Ste 201
   480-361-1118
   artintersection.com
3. **C&J's Antiques and Garden**
   40 N Gilbert Rd
   480-539-0401
   facebook.com/cjsantiquesandgarden
4. **Flashback Antiques**
   225 N Gilbert Rd
   480-503-2255
   facebook.com/flashbackantiques
5. **Gilbert Convenience Mart**
   118 N Gilbert Rd
   480-926-4478
6. **Godar Electronics**
   339 N Gilbert Rd
   480-892-8207
   godarusa.com
7. **Norwood Furniture**
   216 N Gilbert Rd
   480-892-0174
   norwoodfurniture.com
8. **Studio 223**
   223 N Gilbert Rd
   480-892-2808
   studio223az.com
9. **The District, a Vintage Boutique**
   20 N Gilbert Rd, Ste A
   480-382-3044
   the-district-a-vintage-boutique.business.site
10. **Tuft & Needle**
    350 N Gilbert Rd, Ste 104
    877-842-2586
    tuftandneedle.com

EXPLORE

11. **American Legion Post #39**
    206 N Gilbert Rd
    480-892-7038
    azlegion39.org
12. **The Art House - Gilbert**
    36 N Gilbert Rd
    480-818-5831
    thearthousegilbert.com
13. **Boys & Girls Club of the East Valley**
    44 N Oak St
    480-813-2020
    clubzona.org
14. **Gilbert Farmers Market**
    Saturdays: 8 - 12 pm, Year-round
    gilbertmarket.com
15. **Gilbert Art Walk**
    1st and 3rd Saturdays October - March
    9 am -1 pm
    gilbertartwalk.com
16. **Gilbert Chamber of Commerce**
    119 N Gilbert Rd, Ste 101
    480-892-0056
    gilbertaz.com
17. **Gilbert Community Center**
    130 N Oak St
    480-503-6290
    gilbertaz.gov
18. **HD SOUTH | Home of the Gilbert Historical Museum**
    10 S Gilbert Rd
    480-926-1577
    hdsouth.org
19. **Hale Centre Theatre**
    50 W Page Ave
    480-497-1181
    haletheatrearizona.com
20. **Heritage Marketplace Pocket Park**
    Behind Barrio Queen & LoLo's
21. **Gilbert Mural Pocket Park**
    N Gilbert Rd @ E Cullumber Ave
    480-503-6200
    gilbertaz.gov
22. **Page Park**
    120 N Oak St
    480-503-6200
    gilbertaz.gov
23. **Veteran's Park**
    70 W Park Ave
    480-503-6200
    gilbertaz.gov
24. **Water Tower Plaza**
    45 W Page Ave
    480-503-6200
    gilbertaz.gov

Indicates Events in Gilbert

DINE

25. **Barrio Queen**
    388 N Gilbert Rd
    480-634-5025
    barrioqueen.com
26. **Bergies Coffee Roast House**
    309 N Gilbert Rd
    480-497-3913
    bergiescoffee.com
27. **Burger King**
    450 N Gilbert Road
    602-497-1847
    bk.com
28. **Champions Sports Saloon**
    211 N Gilbert Rd
    480-545-9669
    championssportssaloon.com
29. **Clever Koi**
    384 N Gilbert Rd, Ste 104
    480-306-4237
    thecleverkoi.com
30. **Creamistry**
    335 N Gilbert Rd
    creamistry.com
31. **Dairy Queen**
    437 N Gilbert Rd
    480-892-9180
    dairyqueen.com
32. **Dutch Bros. Coffee**
    459 N Gilbert Rd
    480-539-8888
    dutchbros.com
33. **Even Stevens Sandwiches**
    384 N Gilbert Rd
    480-319-7220
    evenstevens.com
34. **Farmhouse Restaurant**
    228 N Gilbert Rd
    480-926-0676
    farmhouseofgilbert.com
35. **Grubstak**
    384 N Gilbert Rd, Ste 106
    480-699-9188
    grubstak.com
36. **Joe's Real BBQ**
    301 N Gilbert Rd
    480-503-3805
    joesrealbbq.com
37. **Joyride Taco House**
    302 N Gilbert Rd
    480-632-8226
    joyridetacohouse.com
38. **Liberty Market**
    230 N Gilbert Rd
    480-892-1900
    libertymarket.com
39. **LoLo's Chicken & Waffles**
    366 N Gilbert Rd
    480-207-6173
    loloschickenandwaffles.com
40. **Nico Heirloom Kitchen**
    366 N Gilbert Rd
    480-584-4760
    nicoaz.com
41. **Oregano's Pizza Bistro**
    328 N Gilbert Rd
    480-882-9336
    oreganos.com
42. **O.H.S.O. Brewery + Distillery**
    335 N Gilbert Rd
    602-900-9004
    ohsobrewery.com
43. **Petersen's Ice Cream & Café**
    366 N Gilbert Rd
    480-497-3878
    petersenicecream.com
44. **Pomo Pizzeria Napoletana**
    366 N Gilbert Rd
    480-878-2222
    pomopizzeria.com
45. **Postino East**
    302 N Gilbert Rd
    480-632-2251
    postinowinecafe.com
46. **Rocket Fizz**
    350 N Gilbert Rd, Ste 2
    480-219-6981
    rocketfizz.com
47. **Romeo's Euro Café**
    207 N Gilbert Rd, Ste 105
    480-962-4224
    eurocafe.com
48. **Snooze A.M. Eatery**
    310 N Gilbert Rd
    480-664-4488
    snoozeeatery.com
49. **SoCal Fish Taco Company**
    219 N Gilbert Rd
    480-807-6225
    socalfishtacos.com
50. **SushiBrokers**
    350 N Gilbert Rd
    480-515-5000
    sushibrokers.com
51. **The Brass Tap**
    313 N Gilbert Rd
    813-226-2333
    brasstapbeerbar.com/gilbert
52. **Dierks Bentley's Whiskey Row**
    325 Gilbert Rd
    480-476-8595
    dierkswhiskeyrow.com/gilbert
53. **Zinburger**
    98 W Vaughn Ave
    480-387-5000
    zinburgeraz.com

The Gilbert Heritage District extends for approximately ¼ mile on the east and west sides of Gilbert Road from Juniper Avenue to Elliott Road. The Heritage Core Area, where all of the recent construction activity has occurred, extends from the Western Canal to the Union Pacific railroad tracks. However, within the Core Area, all new development has occurred within a six block long area along Gilbert Road extending from the Western Canal to Cullumber Avenue. This is the area that most visitors and residents consider the Heritage District. Its total area is 26 acres in size.

The Gilbert Heritage District consists of existing historic buildings, some office buildings and a variety of new restaurants that have been built in the last 20 years. The largest private building in the area is Norwood Furniture at 36,000 square feet that has operated in the District for more than 50 years. Most of the recent construction activity has been in the form of restaurants and two mixed-use office/retail/restaurant buildings. An 8,200 square foot theater was built in 2003.

The Town of Gilbert has been an active participant in the development of the Core Area of the District and has acquired much of the land west of Gilbert Road as well as land on the east side of the Road. Most of the land has been acquired for public parking lots in support of development of the area. Gilbert has invested tens of millions of public dollars in land acquisition, parking improvements and new buildings.

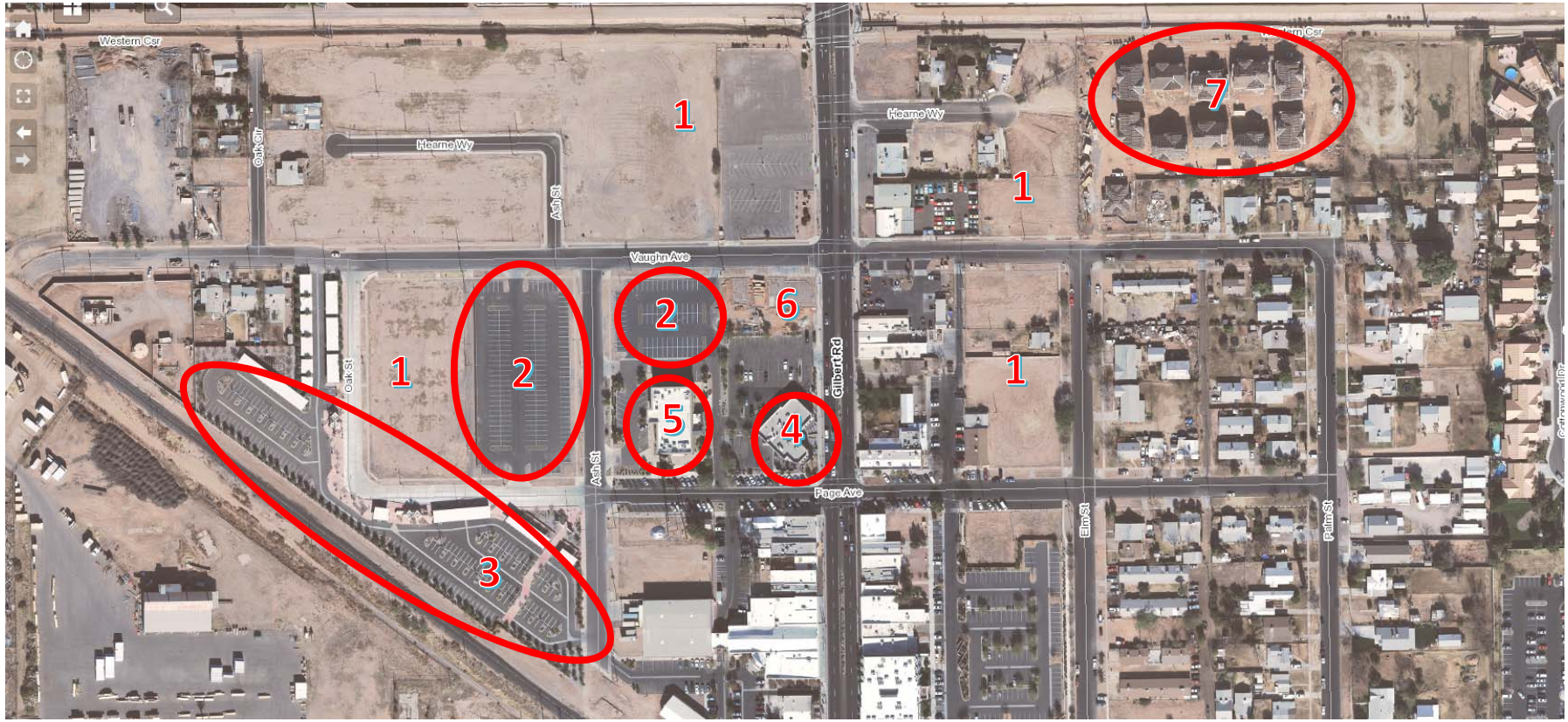
The Town of Gilbert constructed an 87,000 square foot building and parking structure for use by St. Xavier University (now partially occupied by Park University) at a cost of more than $40 million.

The population that supports the Heritage District comes from a much broader geographic area that includes most of Gilbert and parts of surrounding cities such as Mesa and Chandler. The restaurants that have located in the Heritage District have been attracted to the area because of the high household incomes in the market area. Gilbert has the second highest median household incomes in the County at nearly $81,500, second only to the Town of Queen Creek.

1998

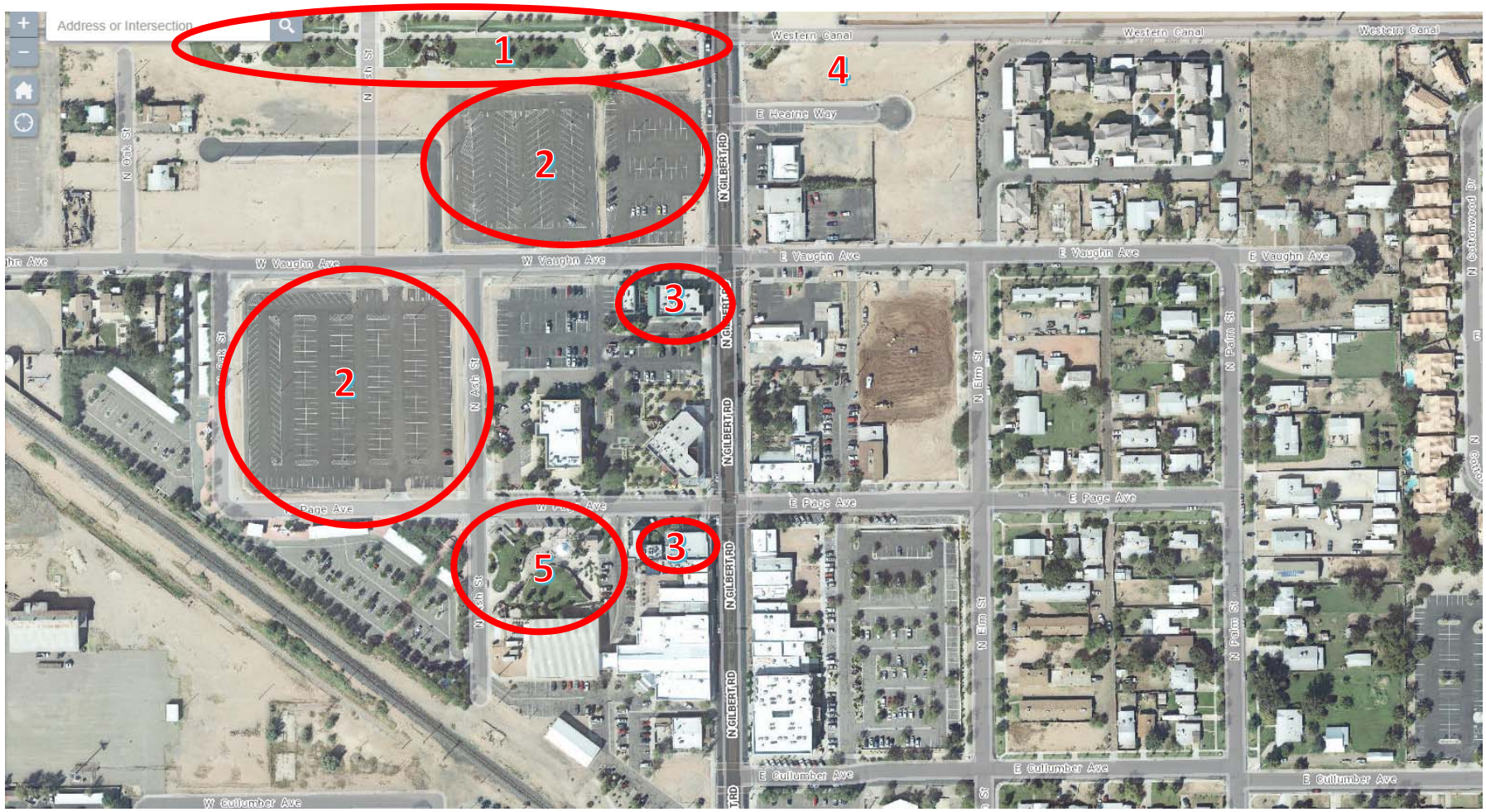
- Joe's Real BBQ opens (1)
- Commercial district still limited to area along Gilbert Road between Page Avenue and Railroad
- Residential properties found along and near Gilbert Road

2006



1. Large areas acquired and cleared for development
2. Additional public surface parking
3. Park and Ride facility
4. New restaurant at NWC Page and Gilbert Road
5. Hale Theatre constructed (2003)
6. Oregano's restaurant under construction at SWC Gilbert Road and Vaughn
7. New higher density residential

2013



1. Public improvements along Western Canal
2. Additional surface parking
3. Additional restaurants such as Liberty Market (2008), Oregano's
4. Acquisition of residential parcels cleared for development
5. Splash Pad/Public gathering area

2015

1. New parking garage
2. Several new restaurants along west side of Gilbert Road (Barrio Queen, Zinburger, Lo-Lo's Chicken & Waffles)
3. Food truck Friday venue on undeveloped dirt lot
4. Public construction of higher education building under construction

2019

1. New restaurants/entertainment behind Gilbert Road frontage
2. New restaurants/entertainment and office space on east side of Gilbert Road
3. District Lofts apartments east of railroad
4. Second parking garage on east side

The newest project planned for the Heritage District, known as Heritage North, will be located along Gilbert Road south of Juniper Avenue at the north end of the Heritage District in Gilbert, Arizona. The location of the site is shown below. The plan includes over 500,000 square feet of development consisting of multi-family housing, retail, a hotel, and 125,000 square feet of Class A office space.

6.1.3 Financing

Based on information from the Town of Gilbert's 2015 Capital Improvement Plan (CIP), Heritage District projects were all financed by bonds and one small state grant. This includes a parking structure, a parking lot and the St. Xavier University building. For the University, however, the bonds are revenue bonds (issued assuming the University would essentially pay for the bond cost through lease payments). Due to the subsequent failure of Xavier University, it is unclear how

the Town is paying for this particular project. It is most likely that Gilbert has undertaken paying off the bonds through their General Fund as well as through new lease payments by the new university that has partially occupied the building. For the other projects, there are PFMPC bonds (public facilities municipal property corporation bonds) which can be repaid by user fees (for instance for water system improvements) or through dedicated sales taxes. They do not affect property tax rates.

For the 2020 CIP, the list of projects is much more expansive, involving street and utility projects in addition to parking structures. The Town is financing these with a variety of sources including street, parks, and GO bonds, CDBG funds, water and wastewater funds, and $14.6M from the general fund (out of a total of $108M over ten years). Most of the general fund dollars are going toward building the parking garage II project. Some of the projects are contingent on unidentified sources of funding. The largest project is a $35.8M Living Room Plaza that is conceived as a central gathering spot for the Heritage District which includes an underground parking garage. Funding is shown as a public private partnership and timing is uncertain, based on the availability of funding.

2008 Funding Strategies

Within the Town's 2008 Redevelopment Plan, the following section on financing options was included (*Heritage District Redevelopment Plan, 2008*):

"Municipal Resources

1. **Development Agreements** - Agreements must demonstrate community benefit in order for incentives to be granted. Possible incentives include full or partial permit fee waivers, fast track approval process, and assistance with locating financing.
2. **Redevelopment Bonds** - Issue debt for redevelopment purposes. This debt is in the form of revenue bonds, and the proceeds must be repaid from other than municipal property tax sources. The debt is outside of regular municipal debt limits and must stand on its own merit.
3. **Private Placement Activity Bonds** – As a matter of policy, Gilbert has not used capacity for anything other than manufacturing and employment purposes. Other communities have used these funds for single and multifamily housing construction. The future of these funds and their legal application is subject to renewal by Congress.
4. **Improvement Districts** - There are several forms of improvement districts available under state law. Benefited property owners financially participate in their share of the improvements through special assessments. Formation of districts requires consent and approval, through petitions and election.

State Resources

1. **State Historic Preservation Office (SHPO) Rehabilitation Resources** - These state funds are targeted for historic preservation activities, particularly as

they relate to housing and commercial properties. Possible resources include some tax abatement and grants for rehabilitation and restoration.

2. **Arizona Heritage Fund** - Applications are available annually for urban parks, open space and trail development funding. The funding for this grant program is provided by proceeds from the Arizona Lottery. Applications are limited to government entities.
3. **State Housing Fund** - Loans and grants for housing activities through the Arizona Department of Housing. Loans are available for first-time homebuyer and rental housing projects. Grants are available for housing rehabilitation, rental assistance, and planning projects.
4. **Low Income Housing Tax Credits** – Tax credits for rental housing projects that are willing to develop housing units for lower income, special needs, and large family households.

Federal Resources

1. **Community Development Block Grant (CDBG) Program** - Historically, approximately 50% of each year's CDBG funds have been allocated to public facility projects in or near the Heritage District. CDBG funds also provide emergency and minor home repairs, down payment assistance, and support for public services for qualified residents.
2. **Home Investment Partnership (HOME) Program** - Gilbert is part of the Maricopa County HOME Consortium. HOME funds are required to be used for affordable housing activities and are allocated annually. In years past these funds have been utilized to provide housing rehabilitation grants and down payment assistance for qualified homeowners. The majority of the rehabilitation program's clients reside in the Heritage District with most grants between $5,000 and $15,000.
3. **Section 108 Loan Guarantee Program** - Available for economic development projects that benefit lower income persons. Section 108 projects must meet the CDBG program's low income benefit and other requirements. The loans are secured by CDBG funds which will repay the loan if the project is unable to meet the repayment schedule.
4. **Economic Development Initiative (EDI)** - Special purpose EDI grants are available for Congressionally earmarked projects. Once approved by Congress, the project completes the application process, funds are awarded, and the project can begin.

Methods of Financing Redevelopment

The majority of new project financing is expected to be provided through private developers. Gilbert may provide incentives to desired development and may use System Development Fees and the sale of General Obligation Bonds to help fund redevelopment projects.

Residential and Commercial Relocation Assistance

The underlying goal of Gilbert's commercial and residential relocation assistance program is to encourage displaced residents and businesses to remain living and doing business in Gilbert. The main consideration of the relocation program is to put the relocated business and/or household into similar facilities that it occupied before the move.

The benefits available under the Gilbert relocation assistance program shall comply with the amounts established by State and Federal laws. The Gilbert Council may exercise it discretion in setting this amount and such discretion should be exercised in a uniform and consistent manner. Eligible displaced persons in like circumstances will be treated equally.

Estimated cost for land acquisition/preparation for redevelopment

Voluntary acquisition (purchase) is Gilbert's initial method to acquire property for redevelopment. One or more acquisition appraisals by independent fee appraisers will be made of all properties to be acquired. Based on the appraisal(s), an offer reflecting fair market value will be made to reach an acceptable price. If an agreement cannot be reached, condemnation with the fair market value established by a court may be considered but would be the last resort. Since Gilbert already owns most of the vacant property in the District there no immediate plans to acquire additional properties at this time.

Estimated income from disposal of properties

An estimated seven to eight million dollars may be generated as income from the disposal of the properties owned by Gilbert as of the date of this publication. Additional private investment in buildings and other improvements would generate property tax, sales tax, and other income for the life of the improvements.

Public site improvements/utilities

There are no immediate additional public site improvements or utilities anticipated to support the new land uses in the area after redevelopment. In the longer term it is anticipated that a roadway will be built along the eastern border of Arbor Walk which will connect Juniper Avenue to Vaughn Avenue via an extension of Ash Street. Additionally, as development occurs at the Gilbert & Elliot roads intersection in future years there may be a need to provide additional parking in the area. It is anticipated that any parking constructed may be a public/private partnership."

2018 Funding Strategies

Within the Town's 2018 Redevelopment Plan, the following section on funding options was included (*Heritage District Redevelopment Plan, 2018*):

"Infrastructure Funding

For Arizona cities, the primary sources of public infrastructure funding, beyond local general fund capital improvement budgets, comes from federal, state and regional grants. The U.S. Department of Transportation's (USDOT) Better Utilizing Investments to Leverage Development (BUILD) Grants program supports investments in surface transportation infrastructure and awards funding on a competitive basis for projects that will have a significant local or regional impact. BUILD funding can support roads, bridges, transit, and rail or intermodal transportation. The USDOT BUILD grant allows for larger dollar amounts and should be considered a possible funding source for roadway infrastructure projects within the Gilbert Heritage District, such as the proposed Access Road connecting Long Range Planning Area to the Heritage District .

The Maricopa Association of Governments (MAG) is a major source of regional funding for infrastructure projects include the following mechanisms:

1. **MAG Federal Transportation Funds** - Of the multiple programs and grants offered, the most flexible of the federal transportation funds that may be most applicable to funding Gilbert Heritage District infrastructure projects, are the MAG Surface Transportation Block Grant Program and Congestion Mitigation and Air Quality Improvement (CMAQ) Program. These transportation funds may be used for highways, transit or streets improvements.
2. **Half-Cent Sales Tax** - The half-cent sales tax for transportation went into effect in January 2006. The tax is levied on business activities in Maricopa County, including retail sales, contracting, utilities, rental of real and personal property, restaurant and bar receipts, among others. The revenues collected from the half-cent sales tax are deposited in the Arizona Department of Revenue account and allocated between the Regional Area Road Fund (56.2% for highway and 10.5% for arterial street improvements) and the Public Transportation Fund (33.3% for transit). For continued funding of redevelopment projects, extension of the half cent sales tax is critical as these funds expire at the end of 2025.
3. **Local Funds** - Local resources, including taxes, bonds, general funds, the Highway User Revenue Fund (HURF), state funds, and impact fees, allow member agencies to locally fund transportation projects, operations and maintenance, and pavement preservation, and to meet various match requirements for capital projects. Local funds are also available through the Arizona Public Service (APS) to assist residents in undergrounding overhead electric lines, with SRP or the Town of Gilbert subsidizing the cost by up to 67 percent.
4. **Arizona Department of Transportation (ADOT) Funds** - ADOT relies on funding from two primary sources: the Highway User Revenue Fund (HURF) and federal transportation funds. The HURF comprises funds from the gasoline and fuel use taxes, a portion of the vehicle license tax, registration fees and other miscellaneous sources collected within the state.

Financing Strategies

1. **Opportunity Zone Legislation** - The Tax Cuts and Jobs Act passed by Congress and enacted into law on December 22, 2017, added Opportunity Zones to the tax code. These zones were created to spur economic development by providing tax benefits to private investors. Some of the benefits include:

   - Investment held for ten years — taxable amount of the capital gains reinvested is reduced by 15 percent and no tax is owed on appreciation.
   - Investment held for seven years — taxable amount of the capital gains reinvested is reduced by 15 percent.
   - Investment held for five years — taxable amount of the capital gains reinvested is reduced by 10 percent.

   Governors were required to submit their zone nominations to the U.S. Treasury Secretary within 90 days of enactment of the Tax Cuts and Jobs Act. Zones must be located in either a low income census tract or a census tract contiguous with a low income census tract to qualify for nomination. Following certification of the nominations by the US Treasury, designation as a qualified Opportunity Zone remains in effect until year-end 2028.

   In May of 2018, the US Treasury Department approved 18 Opportunity Zones in the East Valley including one census tract in Gilbert. This tract, bounded by South Gilbert Road on the east, West Elliot Road on the south, North Cooper Road on the west and West Guadalupe Road on the north, includes the portion of the Heritage District west of South Gilbert Road.

   Opportunity Zone designation, combined with the adoption of the Redevelopment Plan and the Downtown Master Plan, creates a highly favorable investment climate for the Heritage District.

Parking In-Lieu Fee

Currently the Town of Gilbert provides public parking in the downtown and does not require private commercial development to provide parking. This strategy greatly improves a developer's return and serves as a strong economic development incentive for the downtown. Once the downtown commercial district is more established, the Town would be in position to impose parking requirements and provide developers the option of a Parking In-Lieu Fee payment to help fund future public parking and other parking related facilities."

6.1.4 Summary

In summary, Gilbert's Heritage District represents an aggressive economic development initiative on the part of the Town that has taken decades to produce results. The Town has committed tens of millions of dollars to the effort in the acquisition of property, construction of public parking lots and development of a higher education building.

6.2 Downtown Chandler

This area encompasses the commercial historic district and several areas of low-income concentration. The southern portion of the Corridor is comprised of strip commercial uses and freestanding buildings situated on small lots. A new City Hall was recently constructed to anchor revitalization in the area while preserving Chandler's historic resources. Key strategies in this plan include:

1. Development of high density residential along selected corridors.
2. A more pedestrian-friendly environment.
3. A cultural and commercial entertainment environment linked to the historic downtown square.
4. Preservation and enhancement of residential neighborhoods through infill and renovation.
5. Attracting new businesses, employers, offices and housing to the downtown area

Recognizing a need to reinvest in older shopping centers/retail buildings, the Chandler City Council approved a Commercial Reinvestment Program (CRP) in 2001 to encourage private reinvestment in existing centers to upgrade their appearance and lower vacancy rates. In February 2009, the City Council approved a new Infill Incentive Plan that shifts the focus of the program to projects that redevelop all or a significant portion of an existing commercial center in order to introduce new and/or additional uses such as residential and/or office components. This program rebates 50% of the impact fees for new construction that meets Energy Star standards and 100% of the impact fees for new construction that meets LEED standards.

The Arizona Avenue Corridor Improvement program is used to enhance Downtown properties and amenities to create a vibrant City Center and employment corridor. During the past five years, Chandler has invested in revitalizing its downtown, building new City facilities to anchor pedestrian-oriented amenities and services. A deterrent to revitalization could be the perception of the area as a low to moderate income area that is not attractive and therefore deters pedestrian-oriented activity. Poor property maintenance, numerous obsolete buildings and a lack of onsite parking contribute to this perception. However, significant development is now occurring in the area includes new housing and commercial development.

Financing

An Enhanced Municipal Services District, similar to a Business Improvement District, was created in the City of Chandler to promote and manage the downtown area and provide beautification and maintenance services. The district is funded by annual assessments of all privately-and

publicly-owned property within the district. Assessments are based on assessed value, building square footage and land square footage.

The City of Chandler's 2016 CIP identifies an appropriation for a new parking garage that is categorized under General Government for Downtown redevelopment. The CIP indicates that this project ($17 million) will be funded from the General Fund. The "Downtown Redevelopment" program includes funding for a variety of Downtown Redevelopment programs and projects. Included are: acquisitions, demolitions and associated real estate costs, maintenance activities for Downtown Chandler, and the Colonnade program. The first five years of the program do not include any funding for acquisitions as funding will be dedicated to Downtown street improvements.

Planning Documents

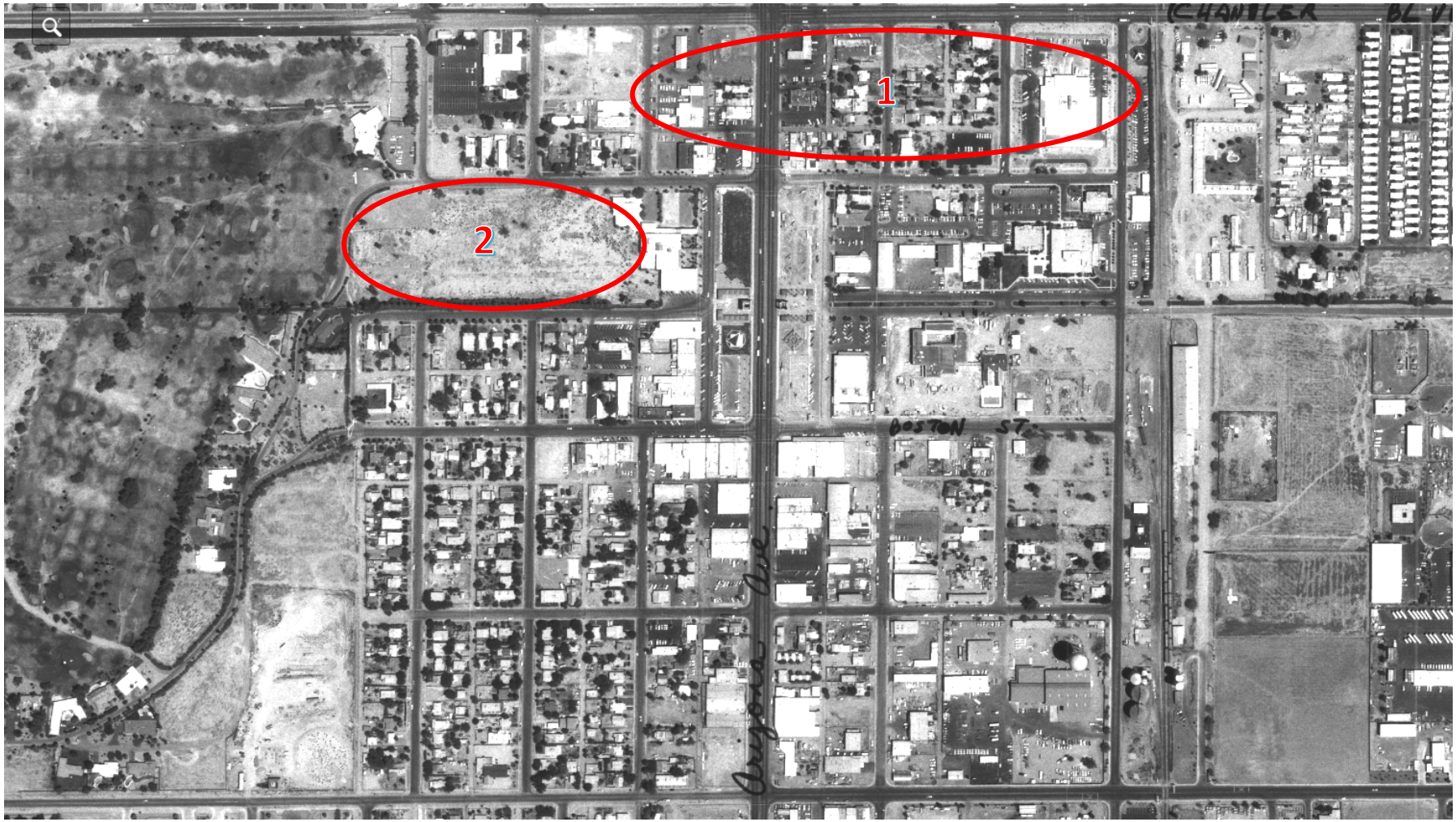
The following are official planning documents that guide the redevelopment of Downtown Chandler.

- Chandler Redevelopment Element, 1995
- South Arizona Avenue Entry Corridor Study, 2006
- Chandler General Plan, 2016

1959

- Largely residential
- Business district on southern end

1986

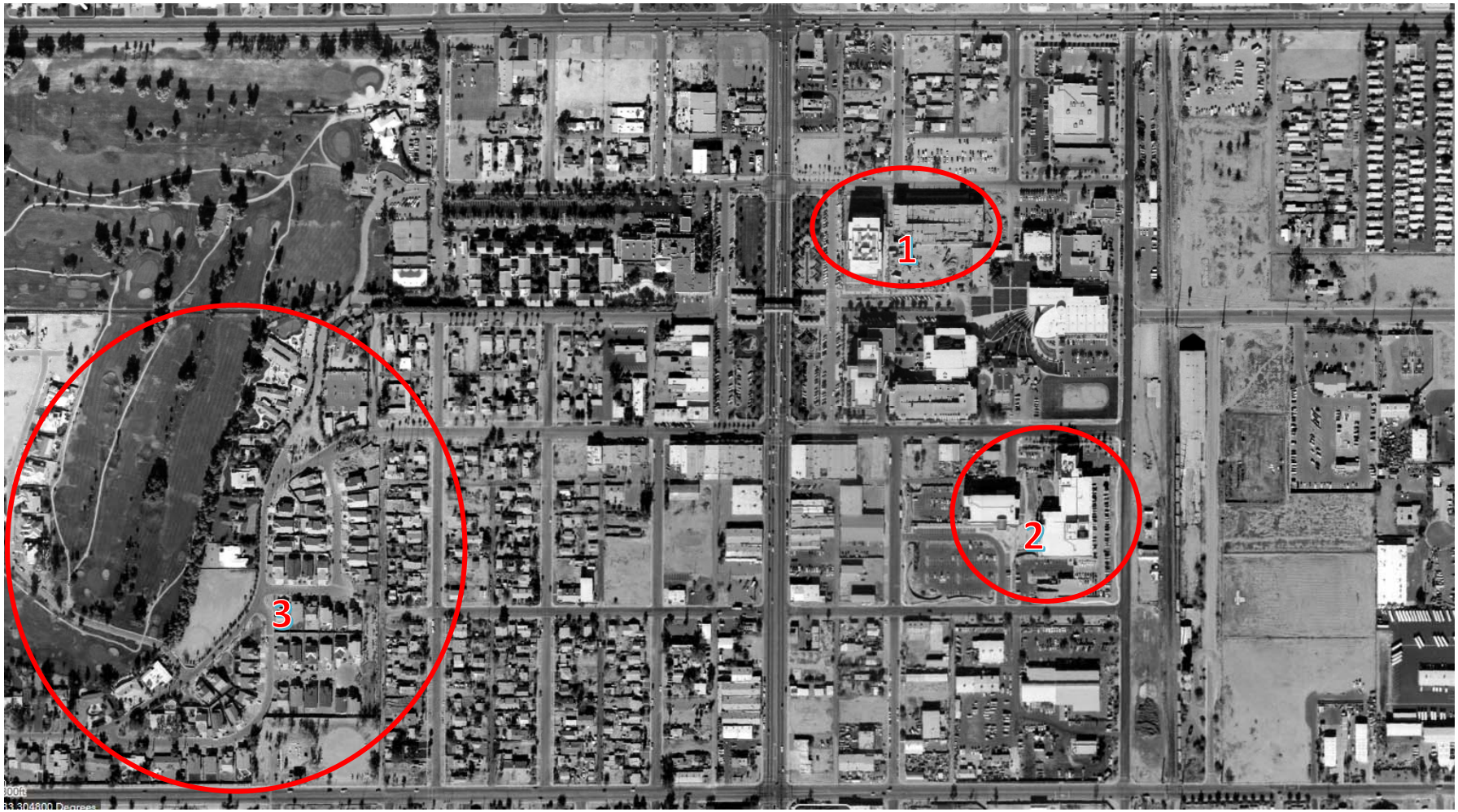


1. Residential replaced with commercial along major arterials
2. Resort Hotel planned

1996

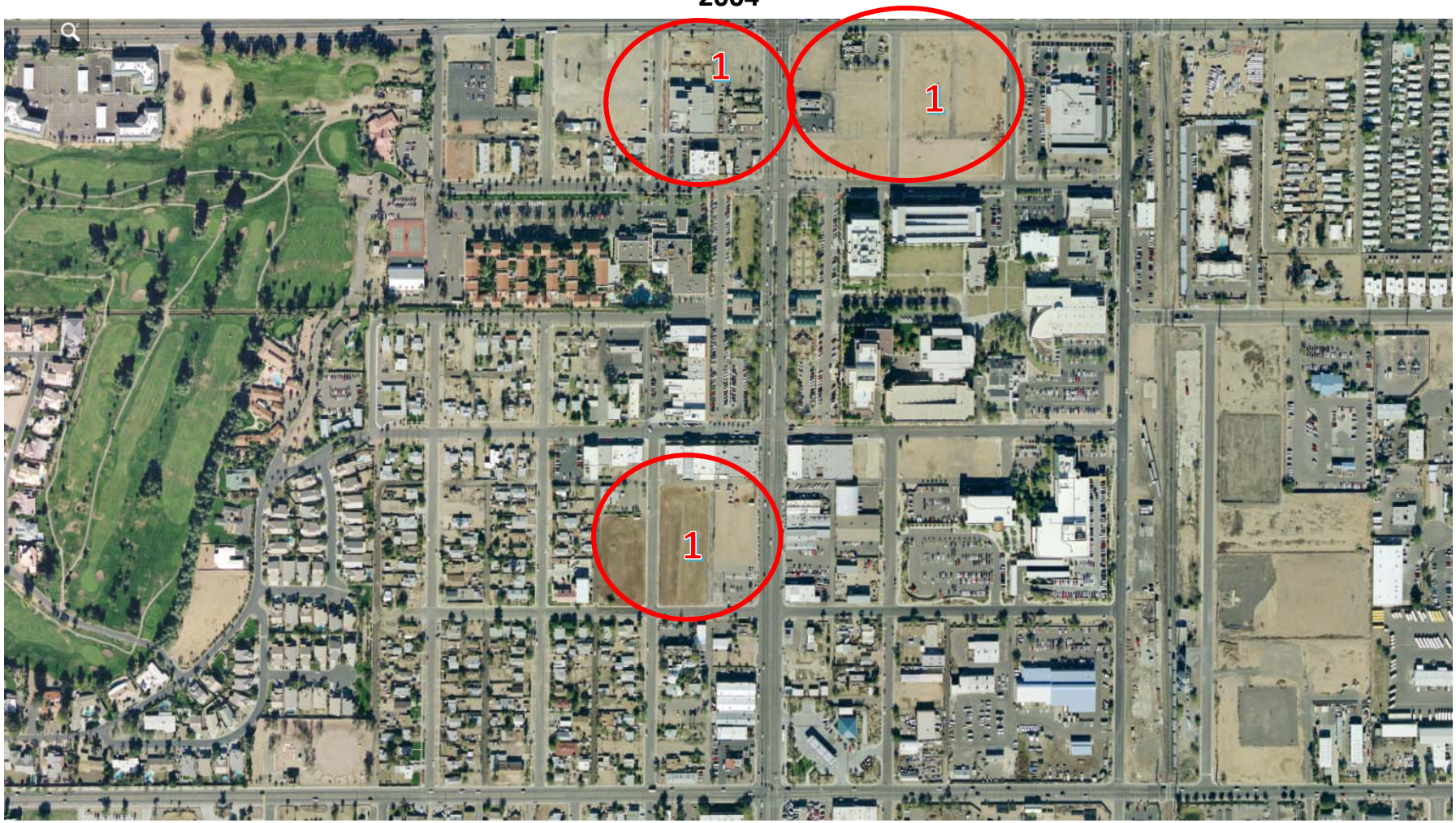
1. New public library
2. Public park improvements
3. Resort Hotel
4. New residential homes on periphery and residential cleared out in downtown core
5. New office building and parking garage
6. Sites cleared for Police Department and Municipal Court

1998



1. Ports America Office complex and parking garage
2. Additional public buildings (police and fire department, municipal court)
3. New homes

2004

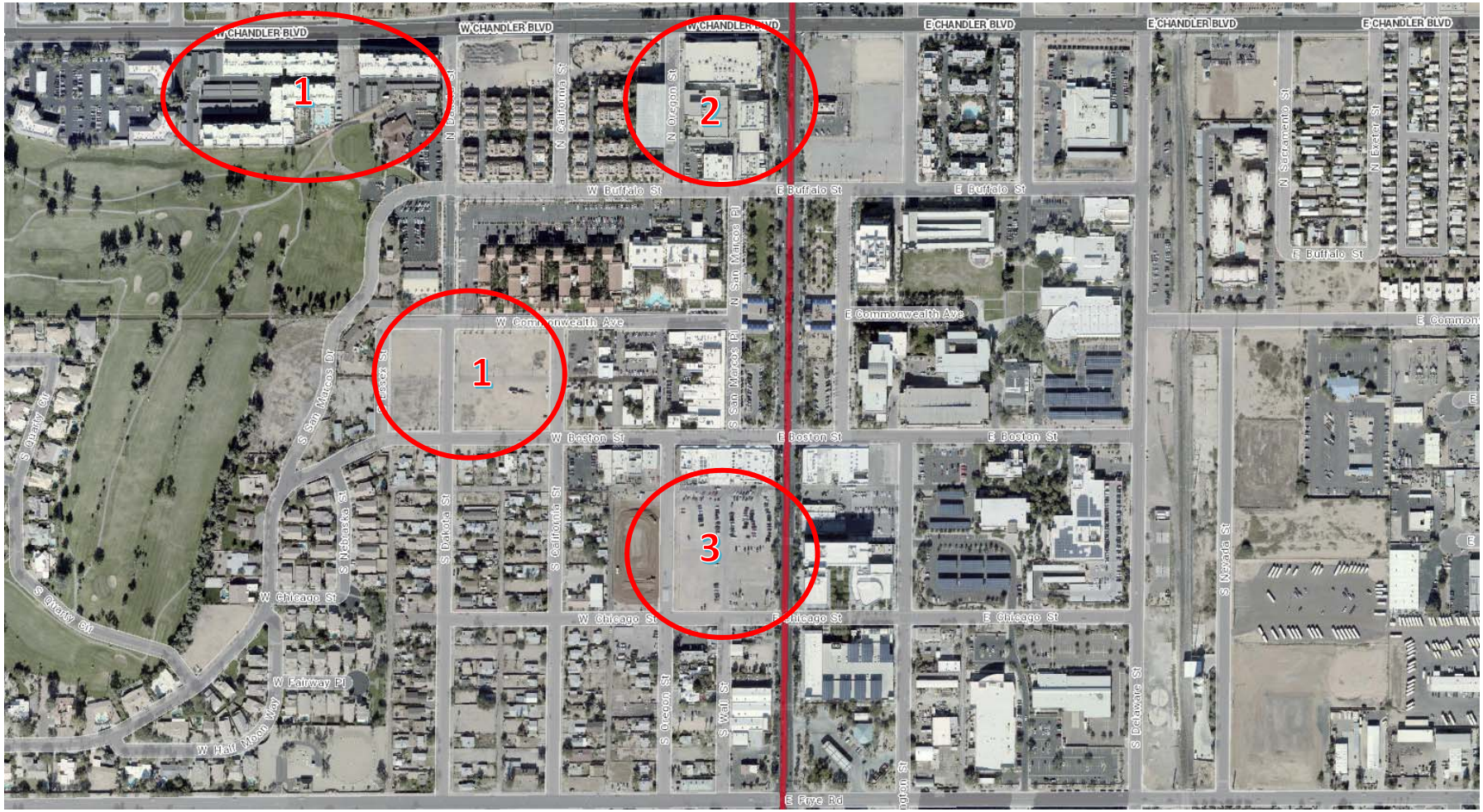


1. Additional land acquisition and cleared for development

2011

1. New high-density residential developments

2019



1. 573 new multi-family units (additional 250 planned)
2. Northwest mixed use anchor – Overstreet at SWC Chandler Blvd and Arizona Ave
3. Phase 1 of New Square mixed use development (office, retail, hotel, parking garage) at NWC Chicago and Arizona Ave

7.0 Conclusions & Recommendations

7.1 Historic Avondale

As the following demographic summary shows, Historic Avondale is at a competitive disadvantage characteristically compared to both Downtown Gilbert and Downtown Chandler in two important areas – population density and household income. Historic Avondale is somewhat similar to Historic Chandler in terms of household incomes within one mile, but the discrepancy widens in the more traditional market area of three miles and five miles. Downtown Gilbert has a substantial advantage of higher household incomes.

Population density within one mile of each downtown area is quite similar, ranging from 15,900 residents up to 20,700 residents. However, Downtown Chandler and Downtown Gilbert benefit from a much higher population density within three and five miles of their locations compared to Historic Avondale today. The downtowns of Chandler and Gilbert contain roughly double the population within three miles and five miles compared to Avondale.

Demographic Comparisons

	Historic Avondale			Historic Chandler			Historic Gilbert		
	1 mile	3 mile	5 mile	1 mile	3 mile	5 mile	1 mile	3 mile	5 mile
Population	16,189	69,408	174,437	20,660	142,797	322,192	15,891	124,896	404,069
Households	4,752	21,339	55,611	6,512	52,550	116,387	5,864	43,522	141,669
Families	3,455	15,900	42,759	4,416	34,680	80,825	3,987	31,701	97,227
Average Household Size	3.38	3.23	3.13	3.16	2.71	2.76	2.71	2.86	2.84
Owner Occupied Housing Units	2,096	12,084	37,879	2,562	30,399	75,220	3,445	29,942	88,018
Renter Occupied Housing Units	2,655	9,255	17,732	3,949	22,151	41,168	2,420	13,580	53,651
Median Age	28.4	30.1	32.3	28.6	33.9	35.4	33.7	34.9	33.6
Median Household Income	$42,671	$58,494	$67,787	$49,244	$74,542	$84,028	$64,662	$80,553	$66,258

Source: ESRI Business Analyst 2019

Avondale should consider these issues as only temporary disadvantages. As of the latest projections from the Maricopa Association of Governments (MAG), over 20,000 new residents are expected within three miles of historic Avondale by 2030. Beyond 2030, MAG expects the South Avondale region to experience continued growth. These projections report over 12,500 new residents between 2030 and 2040 within three miles and an additional 8,600 residents in the decade following (2040-2050).

Of the three historic areas, Historic Downtown Avondale is the most likely candidate for substantial redevelopment opportunities over the long term. This area benefits from relatively close proximity to the I-10 as well as higher traffic roadways such as Dysart and MC-85. Also, the Historic Avondale area is expected to mirror the population density of both Downtown Chandler and Downtown

Gilbert in the next 20 to 30 years. Using those two districts as a blueprint, Avondale can start planning today to bring a similar district to fruition for Historic Avondale.

A mixed-use downtown core with a restaurant and entertainment district appears to be a viable opportunity in the long term. Corridors such as Western Avenue between Dysart and Central have redevelopment prospects similar to Downtown Gilbert and Downtown Chandler, especially the Town of Gilbert. Unlike Chandler, Avondale has established their municipal civic center campus further east along Avondale Boulevard south of Van Buren. However, the Dysart Road/Western Avenue area resembles the Gilbert Heritage District 20 years ago. Just like Gilbert received an iconic local eatery with Joe's BBQ, the development of Carolina's at the northeast corner of Dysart and Western could be Avondale's historic district restaurant and entertainment district anchor. Western Avenue has another nationally renowned eating establishment. Laura's Burgers has been included in several food critic lists as a top burger establishment in the entire State of Arizona. These are just the kinds of destination restaurants needed to create momentum for a district. Deconcini Park is also an asset for public gathering spaces.

Avondale should give consideration to the following to help create a more attractive economic environment for a future restaurant and entertainment district:

4. High density residential should be encouraged in the area to help induce additional retailers and restaurateurs.

5. Public events should be held during interim years and perhaps even after the district is established. This includes food truck events, concerts, movies at the park, farmers markets, etc.

6. Preservation and enhancement of residential neighborhoods through infill and renovation.

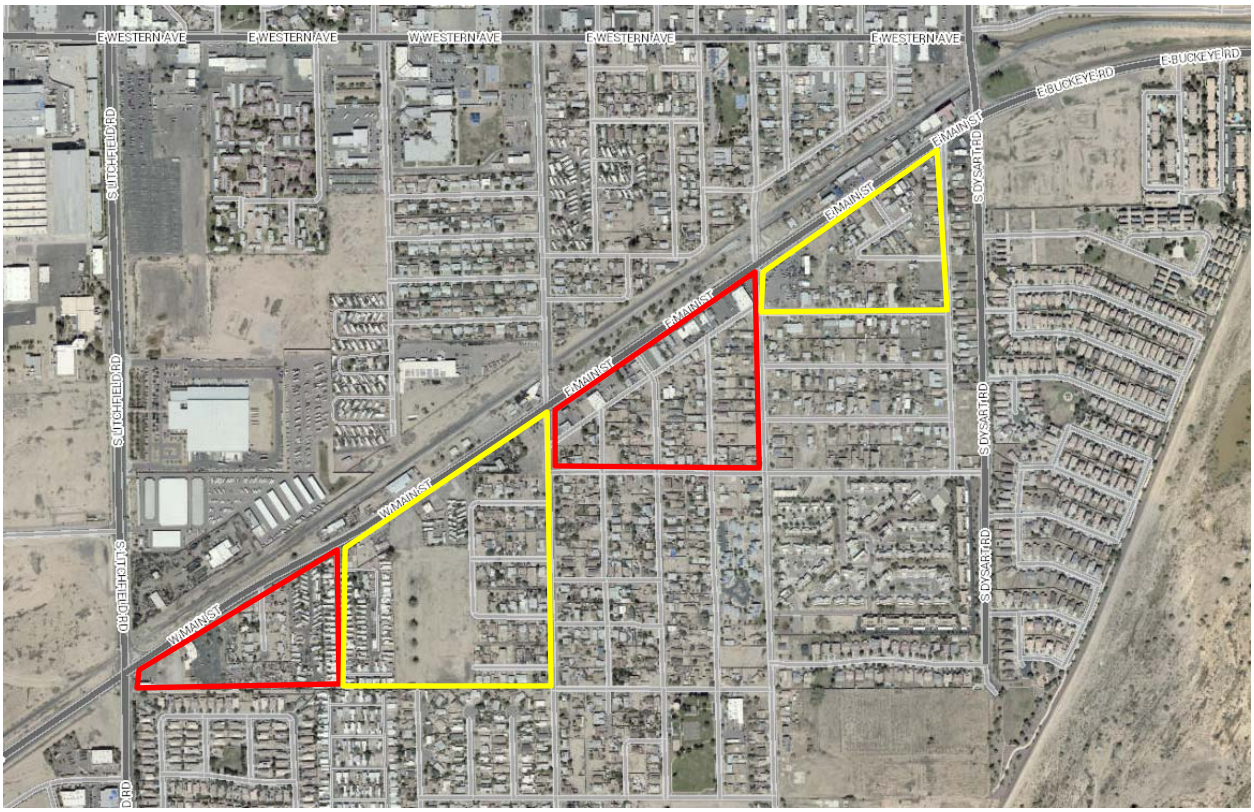
7. Public acquisition of private parcels over time for consolidation and redevelopment.

Our analysis gives preference to Western Avenue over MC-85 for a downtown commercial core, perhaps on the eastern boundary near Dysart Road to be close to higher traffic counts on Dysart and MC 85. Dysart Road South of Riley Road could also be a consideration, with Carolina's as an anchor tenant. The MC 85 corridor appears problematic for redevelopment the railroad barrier to the north and lack of lot depth fronting the roadway.

The MC 85 corridor has significant barriers to substantial redevelopment despite having high traffic volumes. There is no land along the north side of the roadway that is large enough for

major development. On the south, residential development presents a major impediment even for the parcels that are currently undeveloped.

Over the long term, there may be some opportunities for light industrial, business park, or multi-family development with lot acquisition and consolidation on the south side of MC 85 between Litchfield Road and Dysart Road. This would require current uses such as mobile home communities, commercial, and single family homes to be relocated. As the following map illustrates, if sufficient lot sizes could be made vacant, commercial or high density residential uses could be attracted to the corridor, somewhat mirroring the north side of MC-85. In terms of timing, the parcels located closest to Litchfield Road appear to be the most feasible for acquisition and consolidation.



For planning purposes, the following table illustrates the land use needs for a potential new multi-family development based on currently existing apartment communities within the City. As the table displays, existing apartment communities range in size from 50 units all the way up to 715 units and also range in density from 6.5 units per acre up to 36.8 units per acre. The average apartment community in Avondale is 230 units on 13.0 acres of land with an average density of 18.4 units per acre. As the table also shows, newer, market rate communities tend to

be larger, typically exceeding 300 units per community which would require a parcel of at least 15 acres.

Avondale Apartment Community Lot and Size Characteristics					
Community	**Address**	**Year Built**	**Units**	**Acres**	**Density (units/ acre)**
Parkside Palms	109 E. Brinker Dr.	1964	54	4.0	13.6
Las Casitas	1408 N. Central Ave.	1978	168	8.9	18.9
Vianney Villa	750 S. 4th St.	1980	50	4.2	11.8
Mountain View	333 E. Van Buren St.	1984	150	4.6	32.7
Edgewater	102 S. 4th Ave.	1985	196	10.4	18.9
Newport	1333 N. Dysart Rd.	1986	204	6.8	30.0
Sedona Peaks	12721 W. Buckeye Rd.	1999	96	5.1	18.8
Rio Santa Fe	13015 W. Rancho Santa Fe Blvd	1999	336	14.6	23.0
Aventura	10350 W. McDowell Rd.	2000	408	36.8	11.1
Siesta Pointe	12851 W. Buckeye Rd.	2001	104	6.5	16.0
Crystal Springs I	11885 W. McDowell Rd.	2001	200	12.3	16.3
Rose Terrace	525 E. Harrison Dr.	2002	120	18.5	6.5
Crystal Springs II	11875 W. McDowell Rd.	2002	200	10.4	19.2
Oceana	1700 N. 103rd Ave.	2004	240	10.9	22.0
Club at Coldwater Springs	105 N. Links Dr.	2005	251	14.1	17.8
Versante	11120 W. Van Buren St.	2007	336	18.3	18.4
Coldwater Springs	12115 W. Van Buren St.	2007	301	16.5	18.3
Avondale Hacienda	910 S. Dysart Rd.	2008	69	5.5	12.6
Ashton Pointe	12175 W. McDowell Rd.	2009	314	15.5	20.3
Bella Mirage	3800 N. El Mirage Rd.	2009	715	32.3	22.1
Madison Heights	1110 N. Dysart Rd.	2016	143	9.5	15.0
Avalon	2005 N. 103rd Ave.	2018	400	19.3	20.7
Averages			**230**	**13.0**	**18.4**
Minimum			54	4.0	6.5
Max			408	36.8	32.7
Source: RealData Inc.					

7.2 Las Ligas

The Las Ligas region is predominantly residential. There are an estimated 681 parcels in the area with 672 parcels zoned R1-6 (98.7% of total parcels). Of the residential parcels, 532 parcels (79%) have a designated construction year while the remaining 140 do not. Most of those parcels are vacant and have the potential for residential development in the future.

The Las Ligas area has continued to gradually add new residential housing over the past century. An estimated 45% of the homes were built in the 1970s and an additional 11% of the housing stock was built prior to that. Homebuilding slowed in the area during the 1980s and 1990s but picked back up during the last housing boom. Even after the recession, Las Ligas has seen 61 new homes built.

Las Ligas is also surrounded by new and future single family residential development, including Alamar to the south, Cantada Ranch and Hermosa Ranch to the east, and Del Rio Ranch to the north.

There appear to be just three undeveloped commercial parcels, all concentrated at the intersection of Lower Buckeye Road and El Mirage Road. There is a 0.81 acre site at the northwest corner and two parcels totaling 3.15 acres on the south side of the road adjacent to the Circle K.

The lack of commercial land limits the economic opportunities of the Las Ligas area, but the continued residential development in the immediate area could attract small users to the site. Just to the east of Las Ligas, a Family Dollar was constructed on an approximately one-acre site. There are several retail types that only need a limited amount of space such as the parcels offered within Las Ligas, including car washes and small format fast food.

7.3 Cashion

Similar to Las Ligas, Cashion is largely residential. This neighborhood includes a school, public park, and senior village as well. The Cashion neighborhood is also much older with an estimated 50% of the housing stock built prior to 1960 and only about 15% of the housing stock built since 2000. There are also very few undeveloped parcels remaining in Cashion, with roughly a dozen scattered single family lots throughout the neighborhood.

There is one stretch of commercial parcels along Buckeye Road. Some of these parcels are still zoned residential but contain commercial businesses. Establishments include restaurants, bars, services (tire shop, barber, etc.), a church, gas station, post office, and an industrial yard. There are also a few remaining undeveloped lots.

As these commercial parcels were previously single family lots, the lot depth of the commercial parcels limit the type of redevelopment that is possible. Similar, local serving retail that is small

format such as restaurants, coffee, and services are still the most likely candidates. Proximity to the existing Fry's neighborhood center would be most attractive to retailers. It is not uncommon for a Fry's anchored center to attract adjacent retail development such as a bank, pharmacy, or restaurants if space is available.

Similar to the Historic Avondale MC-85 corridor, there may be an opportunity to attract a light industrial user to the northwest corner of Buckeye Road and 107th Avenue located just north of the Cashion neighborhood. There is an industrial user along the same corridor at the northeast corner of Buckeye Road and Avondale Boulevard. The parcels outlined in the map below are similarly sized and would take advantage of access from 107th Avenue (due to access restrictions on Buckeye Road from the rail line). The proposed single family subdivision to the north appears to have an open space buffer designed similarly to the subdivision that borders the existing industrial development. Additionally, parcels east of 107th Avenue and north along 107th Avenue contain industrial uses and would be compatible with an industrial use at this site.

7.4 Interim/Temporary Uses

In all three areas, interim uses, "pop-up" activities, and other strategies can be employed to encourage investment.

- **Pop-Up Events:** As discussed previously for Historic Avondale, food truck, movies at the park and other public events could be held at any of the historic neighborhoods. These events provide additional foot traffic to nearby commercial establishments.

- **Pride of Ownership**:

    - For the historic residential neighborhoods, grants and loans for home and yard improvement could help improve overall aesthetics which can create a ripple effect in the neighborhood and also attract new development.

    - Along these same lines, additional sidewalk and vacant lot edge planting would also improve the overall look of the neighborhoods.

    - Heritage signage could also be a consideration for neighborhood identity.

    - Finally, code education/DIY workshops regarding neighborhood safety (block watch/signage) as well as beautification could be held periodically in each neighborhood.

APPENDIX 2

Western Avenue Corridor Parking Demand Study

February 4, 2020

PARKING DEMAND AND INVENTORY

WESTERN AVENUE CORRIDOR

February 4, 2020

By: Thomas A. Peterson, P.E., PTOE
City Traffic Engineer

Western Avenue Corridor Parking Demand and Inventory

INTRODUCTION

In December 2019, City traffic engineering staff conducted a parking demand and inventory study of the commercial corridor along Western Avenue from Dysart Road to the west City limits, just west of Fourth Avenue. This study was conducted at the direction of the City Manager's Office following feedback from a local Western Avenue business owner that there was a lack of parking for local businesses. The purpose of the study was to determine, based on actual parking space use and inventory and feedback from local businesses, if there actually is a deficient parking capacity either 1) throughout the corridor, 2) isolated location(s), or 3) no deficiency identified.

METHODOLOGY

The study inventoried the actual number of designated parking spaces in three categories:

1. Public on-street parking along Western Avenue
2. Public off-street parking
3. Private off-street parking

Observations were also noted as to the number of vehicles using public on-street parking that were not visually marked for parking spaces, but not prohibited either. These on-street locations are on side streets that intersect with Western Avenue, with parking capacity related to Western Avenue assumed to include a segment within one-half block of Western Avenue. Alleyways were not included in the inventory because these facilities are there to provide access to individual parcels.

The parking space count was conducted by using the latest Google Earth aerial photography and generally verified by visual observations of whether those parking facilities were still in use during the December 2019 study. Some parking lots were gravel and the number of parking spaces was estimated based on existing parking space utilization. There were also a few parking lots that were gated/closed during the survey. These locations were still counted for capacity purposes. **Exhibits 1-5** illustrate where the different parking facilities were identified.

The parking demand survey was conducted on Wednesday December 18th and Thursday December 19th during two daytime periods—10 AM to 11 AM and from 2PM to 3PM. General observations were noted during the lunch hour period near food service businesses. Traffic engineering staff walked the corridor and visually counted the number of vehicles parked in each facility. The results of the parking demand survey are summarized in **Table 1** for the parking facilities. **Table 2** presents the actual parking demand on the side streets during the same survey periods.

City traffic engineering staff also conducted individual face to face interviews of fifteen (15) businesses located within the Corridor. The interview asked three (3) questions regarding their respective private parking resources, use of on-street public parking and their general perspective of parking availability overall in the Western Avenue Corridor. A sample of the list of interview questions is presented in **Exhibit 6**.

RESULTS

The results of the parking demand survey indicate that with two exceptions, there is no fully utilized facility, either public on-street, public off-street or private off-street parking during either the weekday morning or afternoon periods. During the study there was construction work along Western Avenue near 6th Street that closed off sections of public on-street parking. Despite the loss of parking, there were still ample on-street parking spaces available.

The private parking demand varied from lot to lot, but only two lots were found to be even near full. The two locations that used most of its on-site parking was the A Town Garage and the Carniceria La Tapatia restaurant. However, it did not appear that the parking demand for either site spilled out onto the adjacent street or neighboring parking lots. The auto service center business used valet parking for its employee and customer vehicles onsite which technically resulted in more parked vehicles onsite than there were actual designated parking spaces.

The City's off-street parking lot was very under-utilized—anywhere between zero and 4 spaces were occupied out of the 25 spaces that were available.

The parking spaces on side streets along Western Avenue were basically unused. The large majority of side streets had no vehicles parked on them during any of the four survey counts.

The lunch hour period was observed near the food service businesses to see if there was overflow of parking demand. The general observations were that there was more parking demand during the lunch hour, but still sufficient parking capacity available at these locations.

The face to face interviews generally reflected the results of the parking demand survey. Most business owners have their own private parking resources, but also feel the need to have public on-street parking as well to supplement the occasional high demand associated with special events such as Billy Moore Days, weekends, or during a "function" at an adjacent business. Only one business owner felt there was a lack of close parking for his business everyday which stems from the City's construction of the Sam Garcia Western Avenue Library which is across the street. From the business owner's perspective, the City had promised additional parking behind the library when it was built, but the City hadn't followed through on that promise.

A summary of personal surveys is presented in **Table 3** and the actual surveys are provided in the appendix.

CONCLUSIONS

The results of the parking demand and inventory study found there was ample parking capacity located throughout the Western Avenue Corridor, stretching from Dysart Road to the west city limits. This extra capacity was found in all three categories of parking resources—public on-street, public off-street and private off-street as well as side streets.

The collective conclusion from the face to face interviews with business owners indicate that there is sufficient parking available in most cases, except during a corridor-wide special event or a "business function" at an adjacent business.

While the results of the field survey indicate that there is sufficient parking available for businesses along Western Avenue, there is an opportunity to provide additional on-street public parking (parallel spaces) west of Central Avenue via restriping Western Avenue from five lanes to four lanes. This restriping plan would result in one westbound travel lane, two eastbound travel lanes, and one center turn lane with one westbound parking lane. There is an existing recessed parking lane for eastbound traffic to utilize west of Central Avenue.

An initial estimate of 15-25 parking spaces could be achieved on Western Avenue, west of Central Avenue, although the existing demand for these spaces is likely low based on the results of the study. The estimate of 15-25 parallel spaces depends on if both sides of Western Avenue were to have designated spaces. If the City were to move forward with the reconfiguration plan it would need to coordinate the transition with the City of Goodyear which would likely maintain the five-lane configuration within their jurisdiction.

The study briefly investigated if additional pedestrian crosswalks are feasible across Western Avenue. The scope of the study did not include the surveying of pedestrian activity. However, a general overview of the street network east of Central Avenue finds numerous T intersections and the layout of the on-street parking does not lend itself to adding more crossings unless parking spaces are removed. Between Dysart Road and Central Avenue there are three marked crosswalks, including one in front of the Sam Garcia Library which receives a fair amount of use. With the sensitivity of retaining on-street parking spaces for businesses it is recommended that no additional crosswalks be installed east of Central Avenue. West of Central Avenue, there two designated crosswalks—one at 3rd Avenue near Michael Anderson Elementary School and one at 4th Avenue. A third marked crosswalk is located just within the City of Goodyear, which serves the Avondale businesses on the south side of Western Avenue. Together, these three crosswalks conveniently serve all of the property owners abutting this section of Western Avenue. No additional crosswalks are recommended. The existing crosswalks along Western Avenue were recently repainted to provide better visibility.

Table 1 Parking Demand Survey Western Avenue Corridor						
Parking Lot No.	Description	Total Spaces	Parking Demand Count			
			Wed Dec 18		Thurs Dec 19	
			10-11 AM	2-3 PM	10-11 AM	2-3 PM
1	Avondale Auto Service	38	15	21	19	20
2	Avondale Storage	16	1	3	3	5
3	Harvest Outreach	43*	0	0	0	0
4	W.A. Dysart-6th St N	15	3	6	8	9
5	W.A. S 7th St-Dysart	10	5	4	2	3
6	Café Zamora	14	4	4	4	6
7	W.A. S 6th St-S 7th St.	9	5	3	4	5
8	Southwestern Management	13	0	0	4	0
9	Taqueria La Jacky	13	2	5	4	6
10	City Parking Lot	25	2	4	0	0
11	W.A. 6th St N-5th St N	21#	2	0	3	1
12	W.A. S 4th St-S 6th St	19#	3	3	0	3
13	Sterling Plaza West Plaza	32	13	16	17	15
14	W.A. 5th St N-3rd St N	14	8	5	6	6
15	Rosendo's Taco Shop	39	8	4	4	6
16	W.A. S 3rd St-S 4th St	3	2	0	0	0
17	Casito Kahlo	5	1	1	0	0
18	A Town Garage	17^	20	19	14	19
19	W.A. 3rd St N-2nd St N	8	4	3	2	1
20	W.A. S 2nd St-S 3rd St	6	3	2	3	3
21	Pot of Gold Auctions	20	2	2	3	1
22	Avondale Liquor	15	0	3	0	2
23	AZ Dept of Transportation	32	11	8	11	7
24	W.A. 2nd St N-1st St N	3	0	0	0	1
25	W.A. S 1st St-2nd St N	14	4	4	4	2
26	Alice and Friends	11	4	2	6	5
27	Laura's Burgers	21	6	3	3	6
28	W.A. 1st St N-Central	2	0	0	0	1
29	W.A. Central-S 1st St	9	1	2	2	3
30	Super Carnicaria Mi Ranchito	14	2	3	0	1
31	Avondale Old Town Hall	34	0	1	0	0
32	Christ Community Church	97	2	2	19	1
33	W.A. Central-Avon SD	20	0	1	0	3
34	Gravel Parking Lot	20	7	5	2	5
35	Gravel Parking Lot	30	14	11	10	8
36	Service Center Garage	4	2	2	4	1
37	Avondale School District	33	21	14	20	19
38	Checks Cashed	5	1	2	1	1
39	W.A. South Avondale SD	5	2	3	3	1

Table 1 Parking Demand Survey (Continued) Western Avenue Corridor						
Parking Lot No.	Description	Total Spaces	Parking Demand Count			
			Wed Dec 18		Thurs Dec 19	
			10-11 AM	2-3 PM	10-11 AM	2-3 PM
40	Cupcake Place	3	0	0	0	0
41	Redemption Christ Church	24	0	0	0	0
42	Western Cleaners	8	4	1	3	3
43	U.S. Post Office	20	5	4	4	7
44	Vacant Lot	16	0	0	0	0
45	Tropicana	30	8	10	6	4
46	Carniceria La Tapatia	20	20	20	9	7
47	Napa Auto Parts (Vacant)	15	1	0	6	1

W.A.—Western Avenue
*-- Parking lot closed during survey
#--Partially closed during street utility construction
^-- Normal parking spaces. Business "valeted" vehicles

Table 2 Parking Demand Survey Side Streets to Western Avenue Corridor					
Description	Total Spaces*	Parking Demand Count			
		Wed Dec 18		Thurs Dec 19	
		10-11 AM	2-3 PM	10-11 AM	2-3 PM
N. 6th Street	6	0	0	0	0
N. 5th Street	6	0	1	1	2
N. 3rd Street	0	0	0	0	0
N. 2nd Street	7	0	0	0	0
N. 1st Street	7	1	0	0	0
N. 3rd Avenue	7	0	0	1	0
S. 4th Avenue	6	0	0	0	0
S. 3rd Avenue	0	0	0	0	0
S. 1st Street	3	0	1	0	0
S. 3rd Street	8	0	0	0	2
S. 4th Street	8	4	2	0	2
S. 6th Street	8	0	0	0	0
S. 7th Street	8	2	0	2	2

*-Estimated, unmarked spaces within 150 feet of Western Avenue.

Table 3 Western Avenue Parking Survey Business Owners (15 Responses)		
Question	Responses	
	Yes	No
Does your business have its own private parking (either owned entirely or through a shared parking agreement)?	11	4
Does your business rely on public parking, either on-street or at the City's public parking lot on the corner of 6th Street?	13	2
Are there instances where there is no available public parking for your business? If yes, how frequent?	9*	6
*-Special Events (4), Weekends (4), Adjacent business functions (3), Weekdays (2), Funerals (1).		

EXHIBIT 1

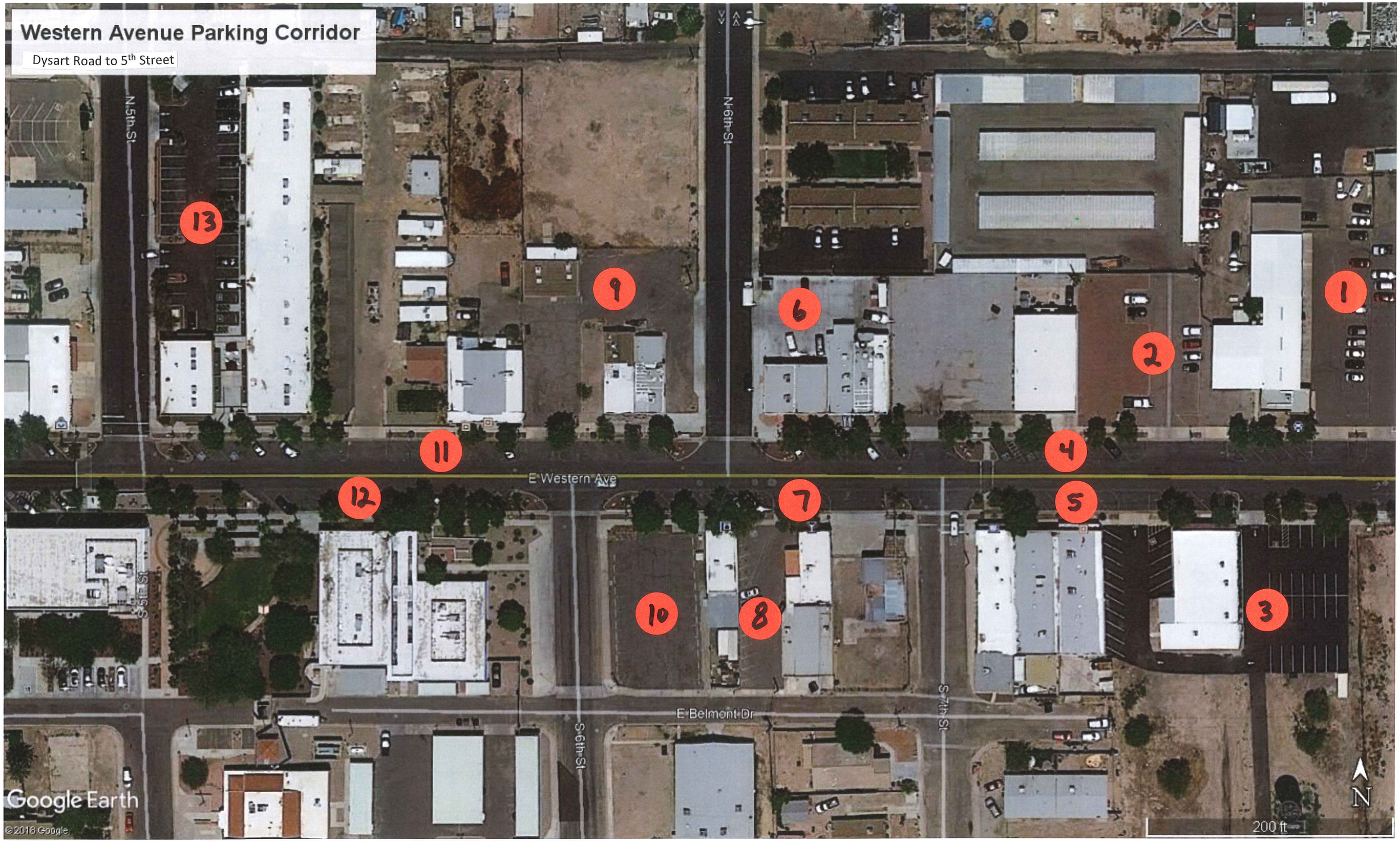

Western Avenue Parking Corridor
Dysart Road to 5th Street
N 5th St
N 6th St
E Western Ave
E Belmont Dr
S 5th St
S 6th St
S 7th St
1
2
3
4
5
6
7
8
9
10
11
12
13
Google Earth
©2018 Google
200 ft
N

EXHIBIT 2

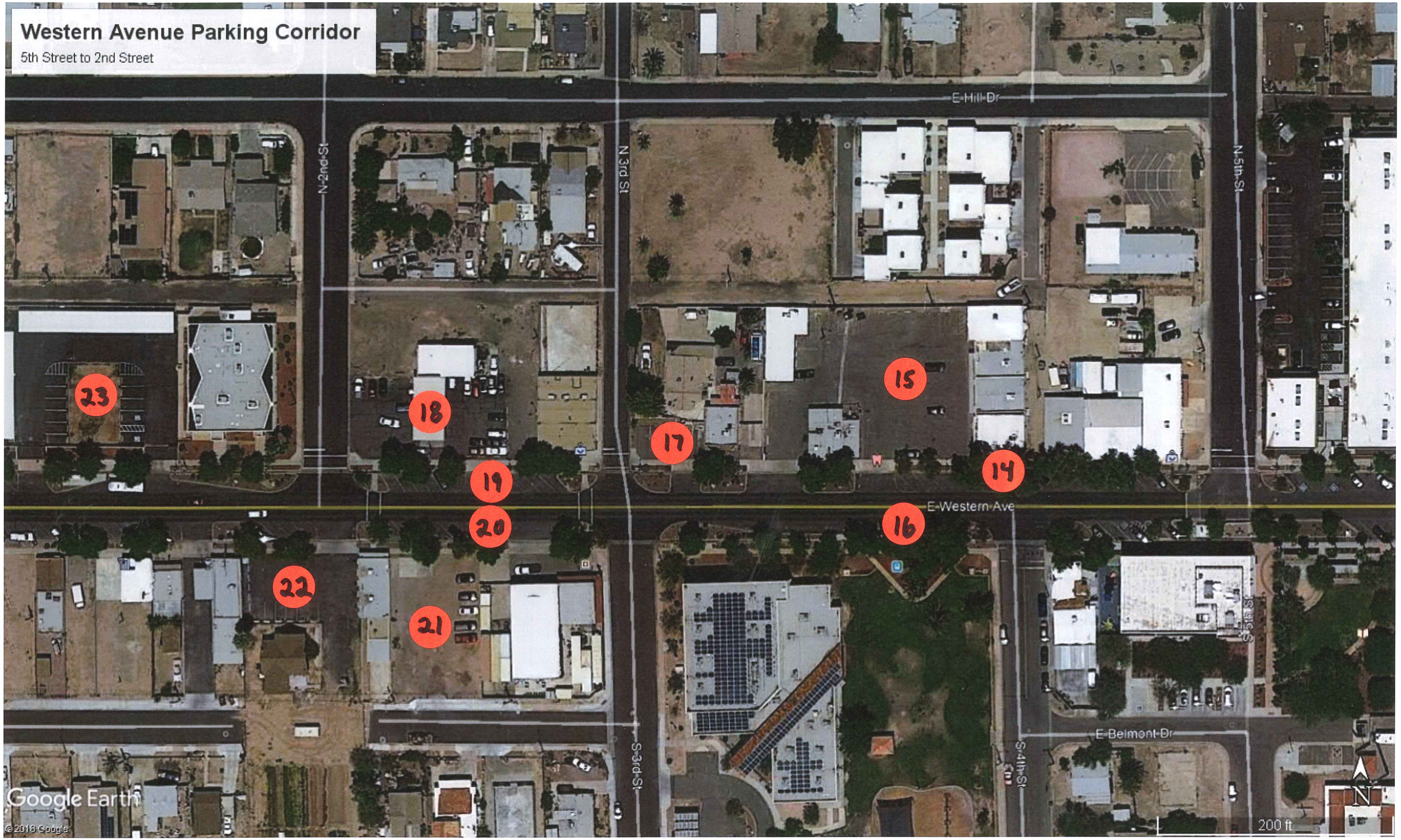

Western Avenue Parking Corridor
5th Street to 2nd Street
E Hill Dr
N 2nd St
N 3rd St
N 5th St
E Western Ave
S 3rd St
S 4th St
E Belmont Dr
23
18
17
15
14
19
20
16
22
21
Google Earth
© 2018 Google
200 ft
N

EXHIBIT 3

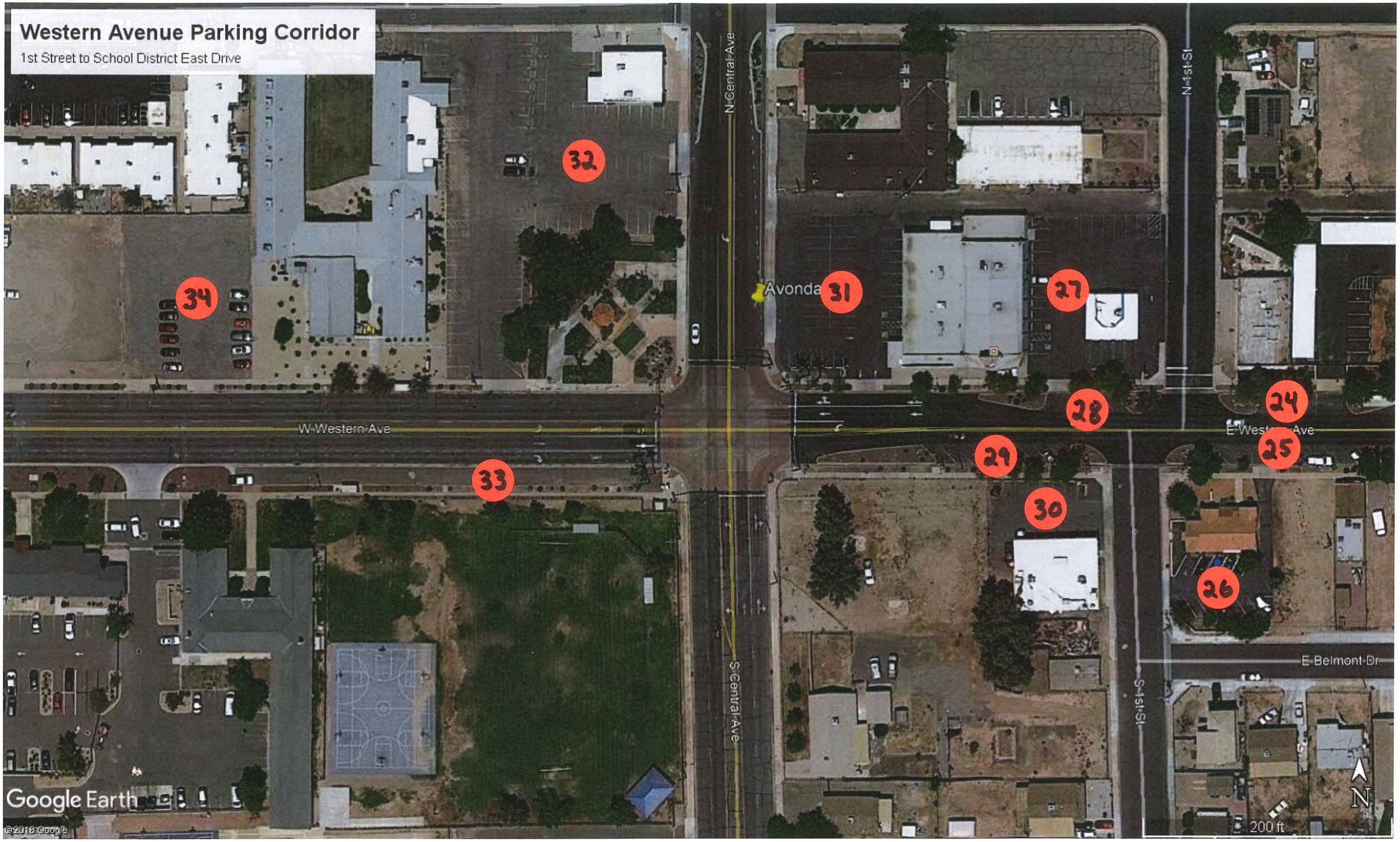

Western Avenue Parking Corridor
1st Street to School District East Drive
N Central Ave
N 1st St
W Western Ave
E Western Ave
S Central Ave
S 1st St
E Belmont Dr
Avonda
34
32
31
27
28
24
25
29
30
33
26
Google Earth
©2018 Google
200 ft
N

EXHIBIT 4

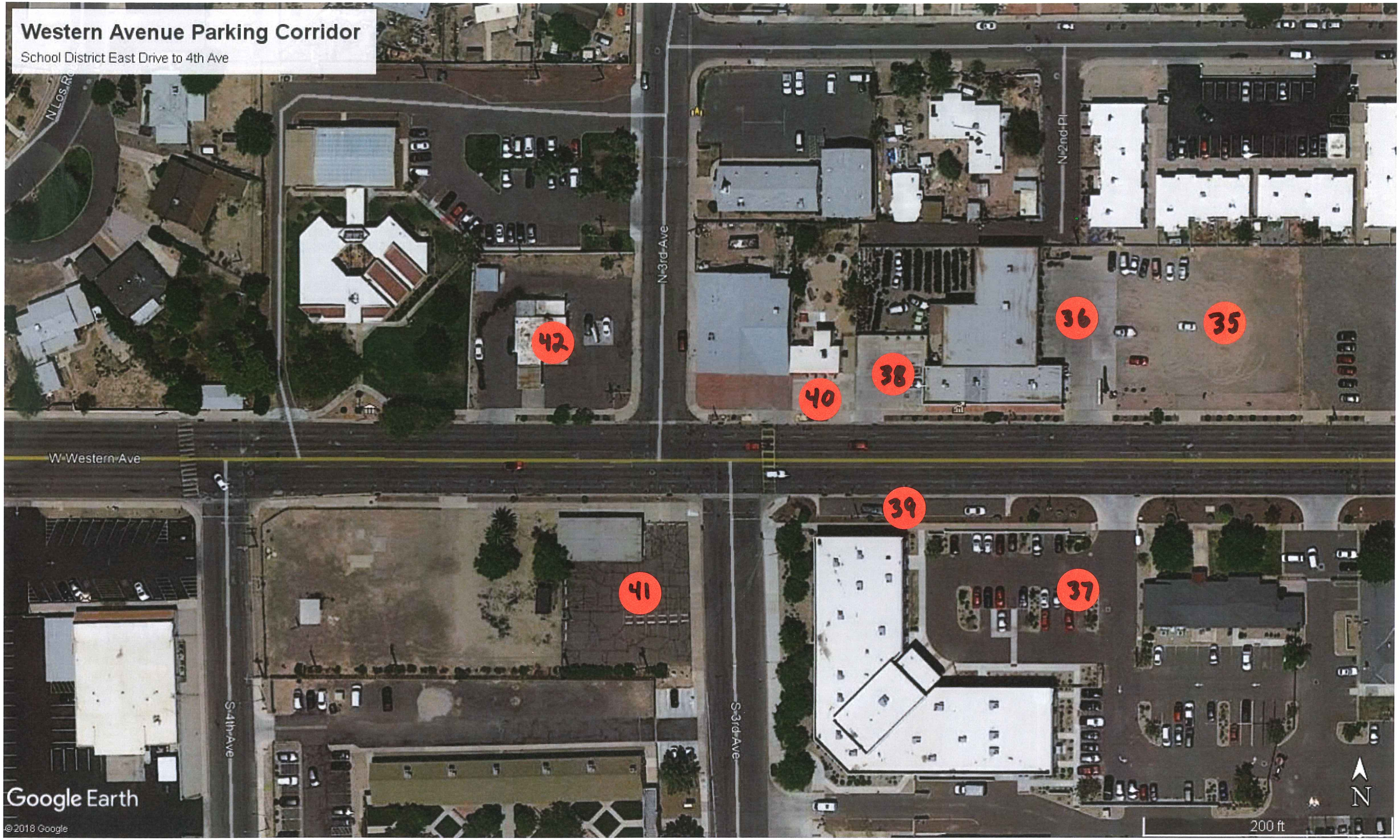

Western Avenue Parking Corridor
School District East Drive to 4th Ave
N Los Ro
N-3rd-Ave
N-2nd-Pl
W-Western-Ave
S-4th-Ave
S-3rd-Ave
42
40
38
36
35
39
41
37
Google Earth
©2018 Google
200 ft
N

EXHIBIT 5

Western Avenue Parking Corridor
4th Ave to West City Limit
E La Cresenta Ave
E Picó Dr
W Western Ave
S 4th Ave
47
46
45
44
43
Google Earth
©2018 Google
200 ft
N

EXHIBIT 6

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed _____

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

APPENDIX

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Lori - Alice & Friends Salon

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided? Yes, 10-12

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue? Yes

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)? No.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Lourdes - Casita Kahlo

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided? Yes - ~5

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue? No

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)? Yes, basically during Events.

Street + maintenance ~~City~~ workers sometime park in her spaces. typically not a big deal unless they are there too long.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Amalin - West AZ. Ins. Campos Agape, Avondale Family Dental

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   Yes - shared - Roughly 20 - 4 businesses

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

   Yes, Especially when funeral's taking place.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Guadalupe Rivera - Pasta Factory

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided? No

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?
Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?
Yes, Especially weekends.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Delia Perez - Michelles

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   No.

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

   Yes, regular. - weekdays for business hours
   - weekends also

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Avondale Storage - 623)925-2555

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?
   Yes ≈ 10-15

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?
   No, not necessarily.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?
   Yes, during Events & functions & sometimes by nearby businesses.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed German - Taqueria La Jacky

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   Yes. Roughly 10-15

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

   Yes - Especially when nearby businesses have functions, parking is very limited.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Nancy - Zamora Restaurant

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   Yes - used mostly by employees.
   Unknown qty but only a few.

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

   Yes - Especially weekends.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Tristan Chavez - Aroma Mocha Coffee - Mgr

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   No.

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

   Yes, during functions in the Area.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Joseph Valdez - owner - Abacuss Lock

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   No.

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)? Regularly - weekly + regular.

Library Parking Expectation didn't happen - Why?
Has caused parking issues near + businesses have lost parking business. Where is the library parking?

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed AWNA Keep Sake Trophy - Employee

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   Back parking, possibly owned. Roughly 5 spaces.

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

   Not aware of.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Mike Ortiz - Firearms.com

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided? Yes, dirt lot, west side, numerous.

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue? Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)? No.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Juan Castillo

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   Yes - employee only

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

   No.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Francis Borges - Amigos Wireless

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?
   Yes ≈ 3

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?
   Yes.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?
   No.

Avondale

Development & Engineering Services Department
11465 W. Civic Center Drive
Avondale, Arizona 85323-6804
Phone: (623) 333-4200 Fax: (623) 333-0420

Survey: Western Avenue Parking Study

12/19/2019

Party surveyed Robin - Laura's Burgers

1. Does your business have its own private parking (either owned entirely or through a shared parking agreement)? If so, how many parking spaces are provided?

   Yes, rear + west side by building

   They have 4 spaces of their own, out front, on their property but those will be eliminated for additional outdoor seating.

   They also share parking on the west + North sides of the Lot.

2. Does your business rely on public parking, either on-street or at the City's public parking lot, located on the southeast corner of S. 6th Street/Western Avenue?

   Yes, as convenience + when the business to their west is having an event.

3. Are there instances where there is no available public parking for your business? If so, is it a frequent occurrence (i.e. daily, couple days per week)?

   Normally NO. Rare occasion.

Additional input: 4 lane reduced to 2 lanes + diagonal parking = hard to see + feel safe driving thru area, pulling out + backing out.

Exhibit B

Community Meetings – Summary of Comments

Exhibit B

March 11, 2020 and March 14, 2020 Community Meetings – Summary of Attendees Comments

Las Ligas/Rio Vista:

- Make the area more presentable, have more community engagement.
- Further clean and improve residential properties.
- Maintain their identity as Las Ligas, have a gateway identification sign, add streetlights, sidewalks, and speed bumps.
- Incorporate public art with a racing theme.
- Would like to see more residential development, while others prefer to keep it as-is until property owners want to develop.

Cashion:

- Maintain Cashion identity, would like to see gateway identification signs recognizing the area, provide monument signs at multiple locations, signage will create a better look for the area. Provide a welcome entrance.
- Add more trees and flowers to Cashion perimeter to enhance the look.
- Provide art identifying the area and its history. Large sign, letters, add flowers, make it picturesque, statue of a pinata or horse with Mr. Arce on top of the horse.
- Cleanup of the area is most important. Put out dumpsters for people to clean up their property.
- City-initiated rezoning of property along Buckeye Road to Cashion Business District (CBD) zoning instead of individual property owners requesting it –
    - Would like to see new buildings improve the area but not if the City profits from it.
    - Would like to see more businesses like a dollar store, laundromat, urgent care, hair salon, clothing store, entertainment for youth, and restaurants close to the area.
    - A mini-library, larger post office, a banquet or party hall, and a mini-workshop for the instruction of carpentry, interior decoration, caked decorating, welding, etc.
- County property on the north side of Buckeye Road west of 107th Avenue to Avondale Boulevard would benefit the area, need more businesses.
    - Develop the land with a park having seating and landscaping, a park to service senior citizens and kids, water features and/or a place to do community activities such as a farmer's market.
    - Have live music for families, a public pool, fitness center, a shopping center, retail stores, a café, laundromat, urgent care, hair salon, restaurants, a mini-golf course, an orchard and vegetable garden, a mini-Amtrac station, old west themed restaurant or bar.
    - Tear down the old cotton gin silo building, unsafe and illegal activity occurs there. Annex the land. Avoid building walls to screen the property.
- Property at the southeast corner of Pima Street and 111th Avenue –
    - Would like to see development of a recreation center or gym to play basketball for kids, a pharmacy or market, park with fitness area, splash pad for kids, a park like on Western and Central, a secured park with fencing around it and limited hours.
    - A childcare center, a workshop to teach teenagers and adults to learn different skills like photography, interior decoration, and a museum to showcase local area photos, arts, and artists.
- Close alleyways. Add speed bumps. Update homes in the residential neighborhood. Convert

landscaping to desert plant materials.

- Public art focusing on plants with colors, cultural identity, murals, a cowboy on horseback, iron monument of a man walking his dog, a water feature, and highlighting the native and Mexican/Mexican American contributions to the area, historic figures of local heroes and legends to spark interest in the area.

Old Town:

- A Mercado would be good along Western Avenue or SWC Dysart and Western, SEC Dysart and Buckeye, along Dysart, and near the water tower.
- A Mercado at police station and Sernas Plaza site is good.
- A Mercado is not desired as there are enough restaurants in the area.
- Parklets on Western Avenue are attractive and provide small meeting places. Have flower boxes. Add more parklets to encourage foot traffic.
- The parklets stick out and are not as eye-catching.
- Add more shops to the area, add a pedestrian area along the Agua Fria River north-south, provide wider sidewalks, shade areas, misters for summer months, the street is too narrow, add crosswalks with flashing lights to alert motorists to stop for pedestrians, lighting, bike lanes along Ludlow Drive and 4th Street or other landscaped divider between streets and sidewalks, add water fountains with filters for pedestrians.
- Murals are liked, want more art that represents the culture and history of the citizens. Have sculpture art. Have art that reflects southwest Native American art, Hispanic heroes, and western style. Add pop culture, local sports themed art. Add art along MC85 and Western Avenue to add to the corner intersection. Use local artists.
- Gateway Intersections for Old Town comments included having something on Dysart and Western, an archway at Central and Western; signage used to welcome the public to areas such as Hillcrest and Logan Heights in San Diego.
- Have a Sam Garcia monument outside of the library on Western. Have a gateway entrance from Buckeye at 3rd Street.
- Have an archway promoting the large number of schools and places of worship on Central.
- More pedestrian lighting is needed along Western. Add more lighting to neighborhoods north and south of Western. Add more lighting to Casa Lomas Condominiums along Ludlow and 3rd street.
- Overhead string lights across Western will upgrade the area.
- Address homeless persons and crime.
- Expanding the OTAB zoning district area - It would help to reduce crime if more homes were converted to have limited commercial uses, only allow expansion to abandoned homes.
- Land use proposal for vacant properties:
    - NWC Hill Drive and Western Avenue – a park, build affordable housing for first time homebuyers or low income families; a parking lot for event parking on Western Avenue; businesses, restaurant, grocery, gas station; community center; a park.
    - SWC Dysart Road and Western Avenue – a Mercado, Starbucks, grocery store, clothing store, thrift store, park.
    - North side of Buckeye Road west of 107th Avenue – Go Cart Amusement Park, a mall, a park, retail stores.
      SEC Dysart Road and Buckeye Road – art history museum representing Old Town Avondale, stores and restaurants, Post Office, a Veteran's Memorial, a hotel.

- Design Exhibits for the three areas:
    - The roundabout design at Dysart and Western enhanced the Old Town Area would help with traffic on Dysart and make it easier for pedestrians to cross, concerns was close to the railroad tracks and could slow traffic more.
    - Liked the idea of a lighted vertical monument sign in the middle of it. Provides recognition to Western Avenue. Likes the changing colors it could have on top portion.
    - Adds more historic value to the sign's design.
    - The sign could be more dynamic and meaningful such as a clock tower.
    - Western Avenue streetscape – concern for parking and ease of access from parked cars to the stores. Liked the removal of planting strip and replace with decorative pavement strips and add tree grates. Liked having wider sidewalks and uniform trees but wants to ensure they are aligned in a straight line versus the staggered design now. Liked having art added to parklets. Concern with parklets being difficult to park next to and negotiate them and instead add more parking.
    - Lighting with string lights is liked.
    - Add speakers to light posts for public music to play as pedestrians stroll like what was done in Tolleson.

AGENDA ITEM REPORT

SUBJECT: Zoning Ordinance Text Amendments - Section 4 (Employment Districts) - Application PL-20-0338

MEETING DATE: 1/20/2021

TO: Planning Commission

FROM: Brian Craig, Planning Manager

PURPOSE:

Planning Commission will hold a public hearing and consider a Staff-initiated request for approval of text amendments to the Zoning Ordinance. The amendments to Avondale Zoning Ordinance Section 4 (Employment Districts) will align the listed land uses in Section 4 with other pending amendments to marijuana related definitions in Section 1 (Administration and Procedures). Commission will take appropriate action.

BACKGROUND:

The Avondale Zoning Ordinance was first adopted in 1951 and has been updated numerous times, the last of which was effective January 7, 2021. A previous Staff-initiated amendment related to marijuana uses, Application PL-20-0260, was considered by the Planning Commission and recommended for approval to Council on December 16, 2020. This amendment is a related update that will align the land use terminology used in Section 4 (Employment Districts) with the proposed amendments to the definitions section of Section 1 (Administration and Procedures) amended within Application PL-20-0260.

SUMMARY OF REQUEST:

The following is a summary of the proposed amendments to the Zoning Ordinance; the specific proposed text changes can be found in Exhibit A.

Section 4 (Employment Districts)

402 – Land Use Matrix: Replace "Medical Marijuana Cultivation Location" with "Marijuana Establishment" as the definition for Marijuana Establishment includes cultivation locations and has replaced Medical Marijuana Cultivation Location in the definition subsection of Section 1 (Administration and Procedures).

403 – Uses Permitted With Conditions: Replace "medical marijuana cultivation location" with "marijuana establishments" to match the change proposed in subsection 402 above.

ANALYSIS:

The Zoning Ordinance Text Amendments are not anticipated to result in any adverse impacts on the community. The amendments will ensure consistency in land use terminology between sections of the Zoning Ordinance.

PUBLIC PARTICIPATION:
The required notification for Planning Commission and City Council public hearings has been completed. The meetings were advertised in the Wednesday, December 30, 2020 edition of the Southwest Valley Arizona Republic. Staff has not received any feedback on the proposal by phone or email.

DISCUSSION:

STRATEGIC PLAN:
INITIATIVE: Encourage & Support Creative Innovation in Development & Service Delivery

- STRATEGIC GOAL: Encourage a flexible environment responsive to market trends

BUDGET IMPACT:

No budget impacts.

RECOMMENDATION:

The Planning Commission will conduct a public hearing and recommend **APPROVAL** of Application PL-20-0338, Zoning Ordinance Text Amendments, a request for marijuana related text amendments to Section 4 (Employment Districts) of the City of Avondale Zoning Ordinance.

PROPOSED MOTION:
I move that Planning Commission recommend **APPROVAL** of Application PL-20-0338, Zoning Ordinance Text Amendments, a request for marijuana related text amendments to Section 4 (Employment Districts) of the City of Avondale Zoning Ordinance.

Exhibit A

Abstract of Proposed Changes

LAND USE	CP	A-1
Banks and chartered financial institutions	P	-
Business support services - photocopy centers, office supply stores, and package delivery services.	P	C
Catering	P	P
Child care center	C	-
Clinic for dental and medical	P	-
Contractor's materials storage yard	-	P
Data and call centers	P	P
Day laborers hiring center	-	C
Design centers	P	P
Distribution of products manufactured or assembled onsite	A	A
Dry cleaning drop-off establishment	P	-
Dry cleaning plant	-	P
Employment agency	P	-
Emissions testing facility	-	P
Extraction of rock, sand, gravel, etc. operations	-	C
Garages for repair of trucks, buses and heavy equipment	-	P
Government offices and facilities - federal, state, county and city.	P	P
Health and exercise centers, intended to serve the surrounding employment uses (maximum 10,000 square feet gross building area)	P	-
Hospital and urgent-care facility	P	-
Hotel and conference center	P	-
Impound lot	-	C
Laboratories for product development, testing, experimenting and investigating - bio-science, medical, dental, pharmaceutical, electronic and similar uses.	P	P
Landscaping and agricultural supplies and equipment, wholesaling, and storage	-	P
Manufacturing and assembly, light	P	P
Manufacturing and assembly, heavy	-	P
Manufacturing of hazardous materials (explosives, chemicals, dry ice, gases, gasoline, petroleum, paints, varnishes, and other similar) manufacturing or processing	-	C
Medical, dental, or health offices, excluding plasma centers and medical marijuana uses	P	-
Medical Marijuana Dispensary	-	PC
~~Medical Marijuana Cultivation Location~~Marijuana Establishment	-	PC
Mini-storage warehouse, excluding outdoor storage of vehicles or trailers	C	C
Mining or drilling operations	-	C
Mixing plant for cement or paving	-	C
Mobile food vendor	P	P
Motion picture productions (studio)	C	P
Motor vehicle assembly	-	P
Outdoor storage associated with an on-site primary use, excluding vehicles	C	PC
Pharmacy, when integral to a multi-tenant building (no drive-through)	P	-

LAND USE	CP	A-1
Processing of meats, fats or oils	-	C
Professional offices	P	P
Public utility facilities	P	P
Recycling facility, metals collecting and crushing	-	C
Restaurant, Full Service (no drive-through)	P	-
Retail sales that primarily support the businesses and employees of the commerce park and not the general population	C	C
Sale of products manufactured or assembled on-site	A	A
Schools, vocational, business, trade, college, university	P	-
Sexually oriented businesses, subject to the requirements of Section 10 of the Zoning Ordinance	-	PC
Signs and monuments, including sales, manufacturing and assembly of signs or sign components	P	P
Transmitting and receiving towers	C	C
Truck and trailer fueling, dispatch and weighing stations	-	C
Veterinary hospital, clinic	P	-
Vehicle storage facility, excluding dead vehicle storage	-	P
Warehousing	A	P
Wholesaling	-	P

Permitted Use	P
Permitted Use with Conditions	PC
Conditional Use Permit	C
Accessory Use	A
Not Permitted	-

403 Uses Permitted With Conditions

Based upon site plan review, land uses listed in the land use matrix as "Permitted with Conditions" may be subject to additional conditions of approval if deemed necessary to protect the health, safety, and public welfare.

A. In addition to, and in no way limiting the general nature of this Section 403, medical marijuana dispensaries and ~~medical marijuana cultivation locations~~marijuana establishments are allowed in certain general industrial districts as set forth above, so long as such uses are in compliance with the requirements of Section 13 of this Zoning Ordinance.

B. In addition to, and in no way limiting the general nature of this Section 403, sexually oriented businesses are allowed in certain general industrial districts as set forth above, so long as such uses are in compliance with the requirements of Section 10 of this Zoning Ordinance

C. Outdoor storage associated with an on-site primary use is permitted in the A-1 District, subject to the following conditions:

1. Storage areas must be fully screened.

Meeting Dates for 2021

Month	Planning
	3rd Wednesday
January	20th
February	17th
March	17th
April	21st
May	19th
June	16th
July	21st
August	18th
September	15th
October	20th
November	17th
December	15th