

**CITY OF PEORIA
ECONOMIC
DEVELOPMENT**

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**ECONOMIC
DEVELOPMENT
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- Susan Daluddung,
Deputy City Manager
- Scott Cooper,
Econ. Dev. Coordinator
- Maria Laughner,
Bus. Dev. Specialist
- Steve Bleyer,
Econ. Dev. Analyst
- Debbie Pearson,
Small Bus. Coordinator

Sustainability in Action

Sustainability is already a way of operating and doing business in the City of Peoria. Citywide, staff under the direction of Deputy City Manager Susan Daluddung have spent several months creating a Sustainability Action Plan. The Plan, although still a work in progress, identifies both short term and long term actions that the City can take to improve its operations and activities within the City to achieve better environmental, economic, and social objectives.

“Choosing a more sustainable model made sense initially because of the inherent financial savings that are part and parcel of sustainability. And when we thought more strategically about future growth in Peoria, it became clear that the City needed to set the tone for overall sustainability: smart growth, conservation and preservation of resources, climate management, and quality of life,” says Daluddung.

The Action Plan is composed of eight primary categories: energy, partnerships, transportation, open space preservation, development, waste management, water conservation, and communication. The category teams are largely interdepartmental, emphasizing the City’s cohesive move in the direction of increased sustainability.

To date, several

accomplishments can already be highlighted:

- The City has implemented a new energy conservation policy that resulted in a savings of \$11,000 in the first month
- A Façade Program was launched to encourage redevelopment and revitalization in Old Town Peoria
- Peoria has officially been designated as Tree City, USA
- New construction of City buildings will meet LEED silver standards or better
- New residential solar photovoltaic and water heating permit guidelines have been approved and released
- The City has been awarded \$8.5 million from the Water Infrastructure Finance Authority to build 3 miles of pipeline for residential and commercial drinking water.
- The City has also become a member of the Sustainable Cities Network that is managed by ASU’s Global Institute of Sustainability.

In a statement to the *Arizona Republic*, Peoria Mayor Bob Barrett said, “We have made great strides in water and energy conservation and in the use of alternative fuels in city vehicles.

We also have short-term plans to implement high efficiency lighting in street lights and traffic signals, increase transit options, and incorporate more transit-oriented development in our community.”



*Desert Fusion Garden
at the Municipal Complex*

For more information on the City’s efforts in sustainability, please contact these team members:

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Old Town Peoria Revitalization

“I anticipate that this plan will identify catalyst project opportunities that can be built into the CIP, developed by the private sector, or even constructed under public/private partnerships.”

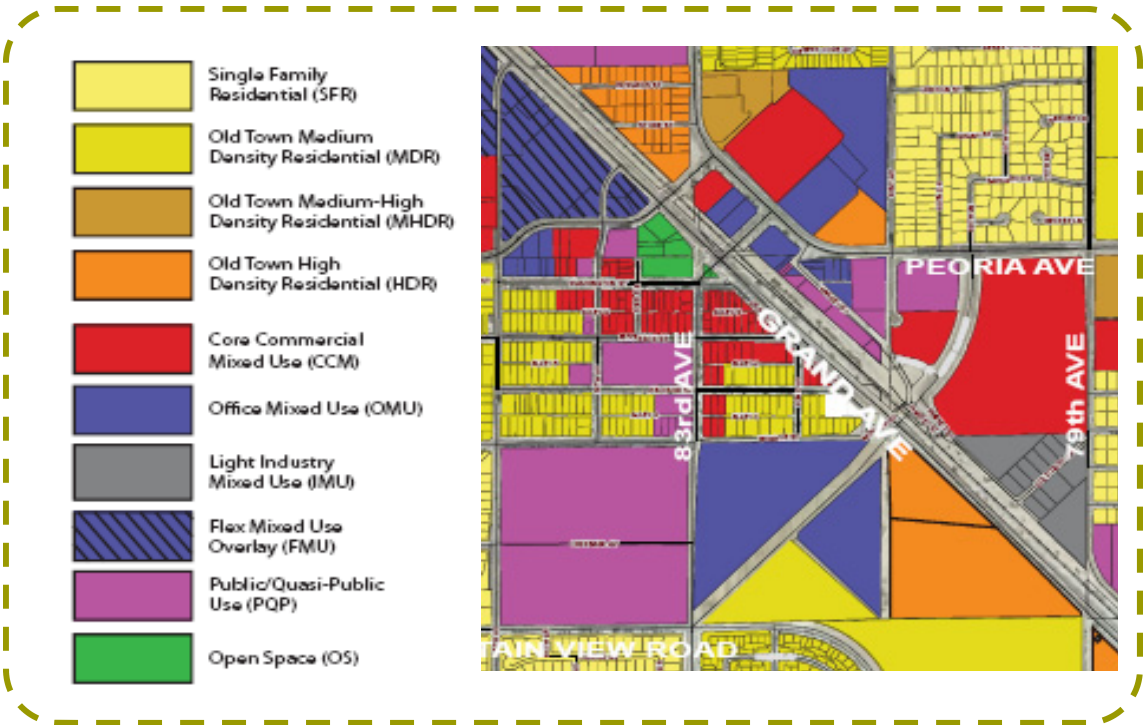
Rob Gubser,
Senior Planner

PMC Consulting has spent several months developing a plan for the revitalization of Old Town Peoria. The first draft is currently being fine-tuned, culminating in a comprehensive document that incorporates all the information gathered through civic

- traffic and pedestrians
- create accessible and usable transit areas
- accentuate the visual aesthetic of Old Town
- stimulate sustainable development for the

principles of smart growth provide a high-level framework for redevelopment, and the community supports our efforts.”

Old Town Peoria represents a great opportunity to create a unique destination where people can work, learn, shop, and enjoy.



engagement and meetings with the Historic Preservation Commission, the Planning and Zoning Commission, and the City Council.

Several guiding principles have been determined to direct the Revitalization Plan for Old Town Peoria:

- improve economic stability and opportunity
- nurture Old Town’s unique character
- reinforce walkability and safety
- enhance connectivity for

community and the region.

The proposed land use plan shown here takes all these points into consideration, paying particular attention to walkable space, connectivity, and economic opportunity. Grand Avenue is a key access route to both commercial activity and high density residential, lending the area to the vision that has been fostered through the civic engagement process.

Rob Gubser, Senior Planner with the City and project manager on this project, says, “The City is committed to revitalizing the heart of Peoria. The current economic environment as well as the

The diversity of culture, the historic significance and preservation of the area, the abundance of affordable land and properties, the accessibility to multi-modal transportation options—all of these factors provide a strong foundation for this revitalization plan. Already budgeted for the coming year are street improvements to the area, including the construction of a streetscape on 84th Ave.

The complete plan is expected to be available sometime in the summer.



Peoria Sports Complex Area Urban Design Plan

Project Design Consultants unveiled three concepts at the most recent public meeting for the Peoria Sports Complex Area Urban Design Plan.

1. Concept A featured a redefined 83rd Avenue, replete with wider sidewalks and a "Canal Walk." Other highlights include a front door to the Sports Complex through a promenade and lifestyle village, an "artisan village" and additional mixed-use opportunities along Bell Road and 75th Avenue.
2. Concept B retained the Canal Walk and sidewalk improvements along 83rd

Avenue. It departed in the area southwest of the Sports Complex where a "main street" style village (i.e. angled parking, build-to lines, plazas) was introduced. Hotel and office opportunities were identified northeast of the stadium with mixed-use opportunities of increased density/intensity along Bell Road and 75th.

3. Concept C introduces a dramatic departure with the depression of 83rd Avenue between Stadium Way and Mariners Way. The intention was to provide a physical connection between a main



street village near the Sports Complex and the commercial area west of 83rd Avenue.

The Plan will also identify opportunities to build, integrate and connect Skunk Creek open space with the core. The "park-in-the-park" concept featuring a new upper bank park linked with trails was met with support.

The most popular concepts were the depression of 83rd Avenue, the Canal Walk and the main street village replete with urban plazas and gathering spaces.

The "Preferred Plan" will likely be a hybrid of the concepts presented. The overall planning initiative should be completed by late summer/early fall.

"This Plan is about "placemaking" - capitalizing on the existing successes by defining an interesting environment that will serve as a destination for our community."

Chris Jacques,
Planning Manager



Noteworthy Bullet Points

- The Peoria Industrial Development Authority is now available to aid in the financing of certain projects. For more details, please go to www.peoriaed.com/locate.asp
- City Council approved amendments to the Sign Code providing allowances for "sign walkers" and extending timeframes for displaying special event and grand opening

signs. For more information, contact Maria Laughner at 623-773-5121.

- Peoria announces new requirements for residential solar photovoltaic and water heating systems to encourage and promote solar installations. www.peoriaaz.gov/communitydevelopment

Coming Up

- "Green Your Ride" Auto Show at Park West May 16 featuring hybrid technology in City fleet and from Bell Road dealerships. For more visit www.peoriaaz.gov/sustainability
- Peoria hosts SBA workshop on American Recovery and Reinvestment Act 2009 on May 14. For more info go to www.peoriaed.com.



City of Peoria Economic Development

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Peoria ... on the leading edge



Butler Water Reclamation Facility

Peoria 2025: a vision for the future

Building on the City's history and vision for the future, Peoria in 2025 will be a vibrant balanced community of 270,000 residents. In 2025, Peoria will be known for

- high-wage jobs in targeted industries
- affordable as well as luxury housing
- quality education and health care services
- diverse entertainment, shopping, and recreational activities
- an uncompromised natural environment to which residents feel connected

Community Partnership with Austin Commercial

Austin Commercial and Austin Bridge and Road have partnered with the City of Peoria to do community work. To date, the group has worked on two projects. In the first (pictured below), they took down a 150-foot wall on 79th Ave. and Mountain View. For the second project, Austin brought in their partner Dean Fence

and Gate to do all the stucco repairs on the Historical Museums in Old Town.

“Austin Bridge and Road was very pleased to have been selected by ADOT to build the Loop 303 from Happy Valley Road to Lake Pleasant Parkway. Now we work in Peoria, many of us live in Peoria, and it

seemed fitting for us to work with the City in a volunteer capacity to help the community,” said Tim Muller, Regional Manager for Austin Bridge and Road.

The group's next project is to repaint the Historical Museums in Old Town.

