



Planning and Zoning Commission STAFF REPORT

AGENDA

TO: CASA GRANDE PLANNING AND ZONING COMMISSION

FROM: Paul Tice, Planning and Development Director

MEETING DATE: July 10, 2013

SUBJECT: DSA-13-00074– Life on Main Redevelopment Plan

REQUEST

DSA-13-00074: Request by the City of Casa Grande for “Life on Main” Redevelopment Plan

BACKGROUND

In June of 2012 the City of Casa Grande hired the Matrix Design Group to assist the City in the formulation of a plan to redevelop approximately 15 acres that the City owns in the area south of the downtown area. Specifically, the 15 acre site is boarded on the north by Main Street; on the west by S. Washington Street; on the south by W. 2nd Ave. and on the east by S. Marshall Street (See Exhibit A).

Early in this planning process a series of workshops and meetings were held with all identified stakeholders to determine the direction that the plan should take. As a result of this stakeholder process a plan was developed for multi-use project that was called “Life on Main”. In general the plan calls for a transformation of these properties, several of which were primarily industrially used for salvage yards and junk storage, into a multi-use redevelopment site that includes:

- Commercial Uses (Retail, Restaurant, Office) along Florence Street reflecting an extension of the downtown form.
- A Live-Work Area (Commercial and Residential mixed-use buildings) in the Florence Street block between 1st and 2nd Avenues; providing a southern entrance into the downtown area at the Florence Street and 2nd Ave. intersection.
- A Historic Plaza incorporating the Casa Grande Hotel (The Mission) and the Shonessy House into an adaptive re-use.
- A light industrial area on the west end of the site providing incubator space for start-up companies as well as space for small fabrication, assembly, light manufacturing and storage uses.
- Expansion of Elliot Park
- Development of a landscaped linear park and street parking along the north side of Main Ave. and the south side of Main Street to create a safe separation from the railroad corridor to both the Life on Main and the downtown areas.
- See Figure 2-1 Redevelopment Land Use Plan.

COMPLIANCE WITH GENERAL PLAN

General Plan 2020 identifies the redevelopment area as Community Center as depicted below. A primary objective of the Community Center category is intended to encourage a mix of land uses and suitable intensities that can reduce the need to travel by vehicle. The intent is to provide for a variety of vertical and horizontal mixed uses with interesting and varied pedestrian environments. Appropriate land uses for the Community Center category are:

- Established historic neighborhoods.
- Higher density residential developments.
- Transit supportive and transit ready single use retail and commercial development.
- Transit supportive and transit ready vertical and horizontal mixed-use commercial, retail and residential developments.

The land uses proposed in the Life on Main redevelopment are generally compliant with the Community Center land use category with the possible exception of the light industrial area along the western portion of the redevelopment area. It may be in the future that an amendment to the General Plan may be appropriate to create land use category specific to redevelopment or infill areas.



COMPLIANCE WITH EXISTING ZONING

As shown below, Life on Main mostly consists of the I-1 (Garden and Light Industrial) zone, with R-2 (Multi-family residential) only applying to two vacant parcels east of S Washington St along the west half of the block from E 2nd Avenue to E 1st Ave, and all of Elliot Park. I-1 is *not* included among the appropriate zone districts found within the

railroad corridor from the Life on Main and Downtown areas especially for pedestrians.

In addition to making investments in infrastructure improvements the City can also take steps to encourage redevelopment through land use regulatory actions. On such step can be the creation of an “Infill District” in accordance with the provisions of ARS 9-499.10 which will allow the City to adopt regulations applicable to the “Life on Main” project that:

- Expedite zoning or rezoning procedures
- Expedite the processing of plans and permits
- Waive development fees
- Provide relief from standard development standards

The City can also vacate the right of way of S. Washington Street between W. Main Ave. and W. 1st Ave. to facilitate the construction of the Historic Plaza. A section of E. 1st Ave., between S. Florence and S. Marshall Streets also needs to be vacated to allow for the expansion of Elliot Park.

The City can rezone the “Life on Main” site to a PAD zone that reflects the uses and development standards set forth in the redevelopment plan. Once this PAD zoning is in place sites within the property can be sold to private developers who would be required to create Final Development Plans consistent with the “Life on Main” Plan and the subsequent PAD zoning.

Additional implementation strategies and funding alternatives can be found in Chapter 4 – Implementation Program in the “Life on Main” Plan.

PUBLIC NOTIFICATION/COMMENTS

The following public notices were used to inform the public of the July 10th Public Hearing to be held by the Planning Commission for this project:

1. A newspaper ad was published in the Casa Grande Dispatch on June 19th, 2013.
2. A Notice was mailed to 64 property owners owning property within 200 ft. of the boundary of the site.
3. Three (3) large yellow Public Hearing signs were posted on the property.

At the time of writing the staff report no public comments had been received by staff.

RECOMMENDED MOTION

Staff recommends that the Planning and Zoning Commission forward a favorable recommendation for adoption of the proposed “Life on Main” Redevelopment Plan to the Mayor and City Council.

Attachments:

- Exhibit A – “Life on Main” Project Area Graphic
- Exhibit B – “Life on Main” Redevelopment Plan

