



GRADE-SEPARATED
PEDESTRIAN CROSSING

LINEAR PARK AND
REGIONAL TRAIL

ADDITIONAL DISTRICT PARKING

FLORENCE STREET STREETScape
IMPROVEMENTS EXTENSION

DOG PARK

PARK RAMADA

DOWNTOWN
GATEWAY

Master Plan

August 2013

HISTORIC PLAZA





MASTER PLAN

August 2013



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Citizens of Casa Grande

A special “thank you” to the Citizens of Casa Grande who contributed to making the Life on Main Master Plan possible.

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1.0 Introduction

The City of Casa Grande's goal is to revitalize fifteen (15) acres of City owned property acquired through the creation of a tax increment finance district. By proactively planning the Life on Main project site, the City of Casa Grande demonstrates to its citizens, stakeholders, and potential developers the community's intention to create viable land uses and a clear vision for the redevelopment of the Life on Main site that is attractive to industries, businesses, residents, and visitors.

Beginning in July 2012, through an intensive planning process with stakeholders, citizens, the City Planning Team (CPT), and elected officials, a master plan was created to stimulate development and attract diverse land uses that may serve as an economic generator to downtown. This planning

process identified an urban framework, land uses, amenities, and character desired by the Casa Grande community.

Matrix Design Group collected data and performed an inventory and analysis that reviewed planning documents, plans, and maps in order to understand the underlying constraints and opportunities of the project site's environmental conditions, circulation, and infrastructure. The Inventory and Analysis Maps (see Figure 1-1) and findings were presented to the stakeholders at a two-day Issues Identification and Visioning Charrette and to the general public at a Public Workshop. This information was used to allow meeting attendees to participate in an Interactive Wall Mapping Visual Preference Survey. In addition, an Economic Issues

Analysis and Summary was produced to analyze the downtown economic base of the immediate project area, which included an economic trend analysis, supplemented with local expertise, to refine the economic opportunities for the project site. This analysis also included a presentation of an array of potential business incubator types suitable for the site. Finally, a Strengths, Weaknesses, Opportunities, and Threats Analysis (SWOT) was conducted with the stakeholders to understand how to leverage site and neighborhood attributes.



ZONING



REGIONAL MAP



OWNERSHIP



INFRASTRUCTURE



2020 GENERAL PLAN



ENVIRONMENTAL



CIRCULATION

Figure 1-1. Inventory and Analysis Maps

An understanding of economic development opportunities was vital in order to capitalize upon a capable local labor force to spur unique Life on Main economic activity through diverse land use and business activity. To achieve this, modern land use regulations are strongly recommended that promote a pedestrian-oriented, urban environment with vertical and horizontal mixed uses and public amenities. Uses and amenities identified for the LOM study area include business incubators, live-work units, cafes, offices, restaurants, plazas, water features, street furniture, a linear park and park enhancements. Just as important to creating a strong, attractive environment where development and economic activity could succeed is the preservation of Casa Grande's friendly and historic community identity.

Complimenting, not competing with the historic downtown, is one of the primary goals of the Life on Main Master Plan. This goal is achieved by establishing design parameters or guidelines for future development projects that will not identically replicate the design of historic downtown. Rather, the design guidelines should encourage the incorporation of design traditions into the architecture of new buildings and streetscapes, such as liberal use

of natural materials upon building façades along with metal and iron architectural detailing of roofs, treatments, door handles, hinges, lamps and historic insignia common to the railroad era. Streetscapes in the LOM project area should incorporate the features found in the downtown business district such as friendship benches, landscape elements and colorful, Pueblo Deco Style flatwork design found along the new Florence Street Improvements Project. Most important is preserving the past through adaptive-reuses of existing buildings such as re-purposing the national historic registered Casa Grande Hotel and Shonessy House into a vibrant historic plaza.

Providing a sense of arrival and greeting visitors to the City of Casa Grande is Life on Main's proposed gateway at Florence Street and W. 2nd Avenue. It is recommended the gateway feature include public art and draw reference to its cultural past or to the city's historic railroad days. There are many exciting design options for the gateway, especially when Elliot Park acts as an inviting, landscaped backdrop with proposed enhancements to serve the needs of local resident and traveling public.

The Life on Main Master Plan proposes Elliot Park to serve the needs of the local resident

through installing new neighborhood park amenities such as a Ramada with picnic tables and grills, and improved children's playground equipment. Elliot Park's proposed park amenities foster and support a sense of community by providing residents a place to congregate, meet neighbors, enjoy picnics, and play with their children.

Elliot Park is also ideal to serve the traveling public who may stop to stretch their legs and visit the neighborhood stores. To help keep the park clean, a proposed optional pet rest area is recommended. The dedicated pet rest area, which is much smaller than a dog park, is a secured fence area with readily available supplies to clean up after one's animal. If the optional pet rest area is not desired, this area could accommodate other uses such as parking for the optional building pad, a community garden, a demonstration garden or a tot lot.

Although the LOM study area consists primarily of vacant lots and vacant historic structures, these criteria among others enable the LOM study area to be qualified as an infill district by the City of Casa Grande per Arizona Revised Statutes §9.499.10. The advantage of an infill district is that it promotes development through relief from development standards, expedited plan



processing, expedited zoning, and fee waivers. It is recommended that relief from development standards be considered for the following: density, building height, setbacks, parking ratios, parking distance from use, and on-site parking requirements. It is recommended the reduced development standards be adopted through a rezoning of the property to a Planned Area Development zone district.

To achieve Life on Main’s unique urban form, modern, flexible land use regulations are required and recommended such as the City of Casa Grande’s Planned Area Development (Casa Grande City Code 17.40). The purpose of the PAD is the following: “... to encourage innovations in residential, commercial, and industrial development so that greater opportunities for better housing, recreation, shopping and employment may extend to all citizens and residents of Casa Grande; to reflect changes in the technology of land development; to encourage a more creative approach in the utilization of land in order to accomplish a more efficient, aesthetic, and desirable development...” Furthermore, subsection B states, “The P.A.D. may include any development having one or more principal use or structure on a single parcel of ground or contiguous parcels. The P.A.D. shall consist of a harmonious selection of uses and

groupings of buildings, parking areas, circulation and open spaces, and shall be designed as an integrated unit, in such a manner as to constitute a safe, efficient and convenient urban area development.” (City of Casa Grande City Code 17.40.010 subsections A and B.)

The existing zoning for the Life on Main project site is I1, Garden and Light Industry and R2, Multiple Residential that are limiting in terms of land use, densities and development standards that are not conducive to creating a pedestrian oriented, mixed use urban neighborhood as envisioned in the LOM Master Plan. Although the City of Casa Grande has Planned Area Development zoning available, the existing code primarily regulates residential and large retail development.

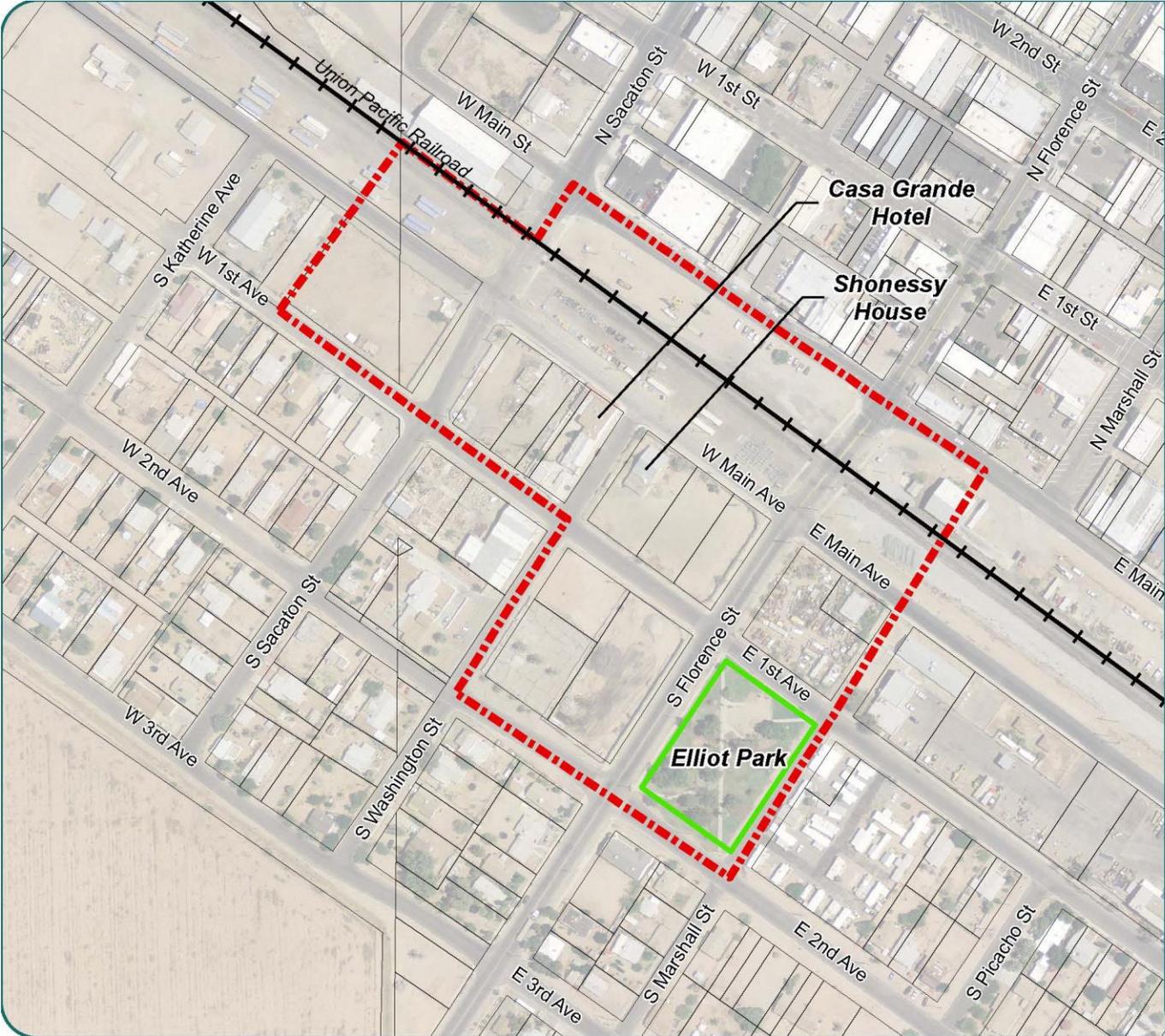
By declaring the LOM study area an infill district per Arizona Revised Statutes §9.499.10 A.R.S., it is recommended the Planned Area Development zone district’s standards be modified to include reduced regulations for setbacks and increased building height typical of a mixed-use urban development. The PAD zone district should also address circulation and parking through road design, reduced parking standards and shared parking management

agreements. The modified PAD district should also promote greater architectural control by requiring design guidelines for building design and streetscape improvements.

Study Area, Figure 1-2, depicts the boundary of the Life on Main project site. It is recommended LOM’s study area be declared the infill district and be rezoned to the PAD zone district. The study area is generally described by the following: E. Main Street to the north; S. Marshal Street to the east; W. 2nd Avenue to S. Washington St. then north along S. Washington Street to W. 1st Avenue and westerly a half block past S. Sacaton Street to form the southern boundary; and back north across the railroad.

1.1 VISION AND GOALS

Through the planning process stakeholders, the City Planning Team, and elected officials discussed goals, expectations and standards of the project. Any proposed Life on Main plan or site-specific development project will need to further, or accomplish, the spirit and intent of the projects goals.



- Legend**
- Study Area
 - Parcel
 - Park

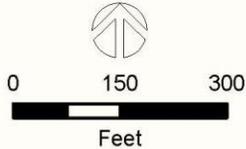


Figure 1-2
Casa Grande - Life on Main
Study Area



The goals for the Life on Main planning area are the following:

1. Guide land use with flexibility.
2. Complement, not compete with downtown.
3. Preserve and celebrate the history, culture, and traditions of Casa Grande.
4. Maximize development density and intensity.
5. Prepare site and rezone for prospective developers.
6. Assure community of land use compatibility with Neighborhood.
7. Provide amenities for both residents and visitors.
8. Development reflective of the community's desires.
9. Attract additional people to downtown.

1.2 PLANNING CONTEXT — FRAMEWORK

At the Life on Main Charrette on August 14 and 15, 2012, stakeholders, city elected officials and the City Planning Team along

with citizen input from the Visual Preference Survey Analysis, drafted three conceptual plans which aided in creating the Framework Plan. The three conceptual plans (see Figure 1-3) included designs for a Manufacturing Employment, Mixed-use, and Live-Work urban form for the Life on Main study area. Through stakeholder discussions, a planning framework was created to further refine the conceptual plans.

A planning framework (see Figure 1-4) is used to develop, analyze, and refine land use plans. It provides a set proposed land uses, improvements, enhancements, issues to resolve, and direction to planners, stakeholders and city officials who are preparing the plan. It may also suggest landownership patterns best suited for private, public, or private-public development. It ultimately serves as the underlying structure for the Master Land Use Plan. The following is the agreed upon elements of the Framework Plan.

- Extend Florence Street Improvements into the Study Area
- Vacate 1st Street and expand Elliot Park to West Main Street

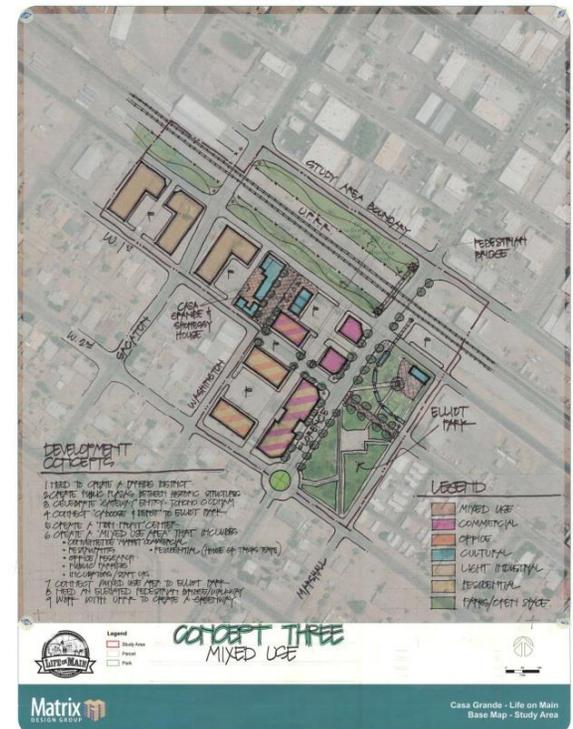
- Provide rail themed attractions at the north end of Elliot Park and/or an optional development pad
- Enhance Elliot Park to “neighborhood park” standards and provide “neighborhood park” amenities
- Create an iconic gateway at South Florence Street and W. 2nd Avenue
- Preserve and encourage adaptive re-use of the historic Shonessy House and Casa Grande Hotel
- Vacate Washington Street or a portion of to create a “hybrid street” for temporary closures for special events
- Provide traffic calming improvements along West Main Avenue
- Create a linear park and screen tracks with vegetation and gabion walls similar to Florence Street seatwalls
- Provide a grade separated crossing at either Florence Street or at the “Top & Bottom Alley”



CONCEPT #1
MANUFACTURING + EMPLOYMENT



CONCEPT #2
LIVE + WORK



CONCEPT #3
MIXED USE

Figure 1-3. Conceptual Plans

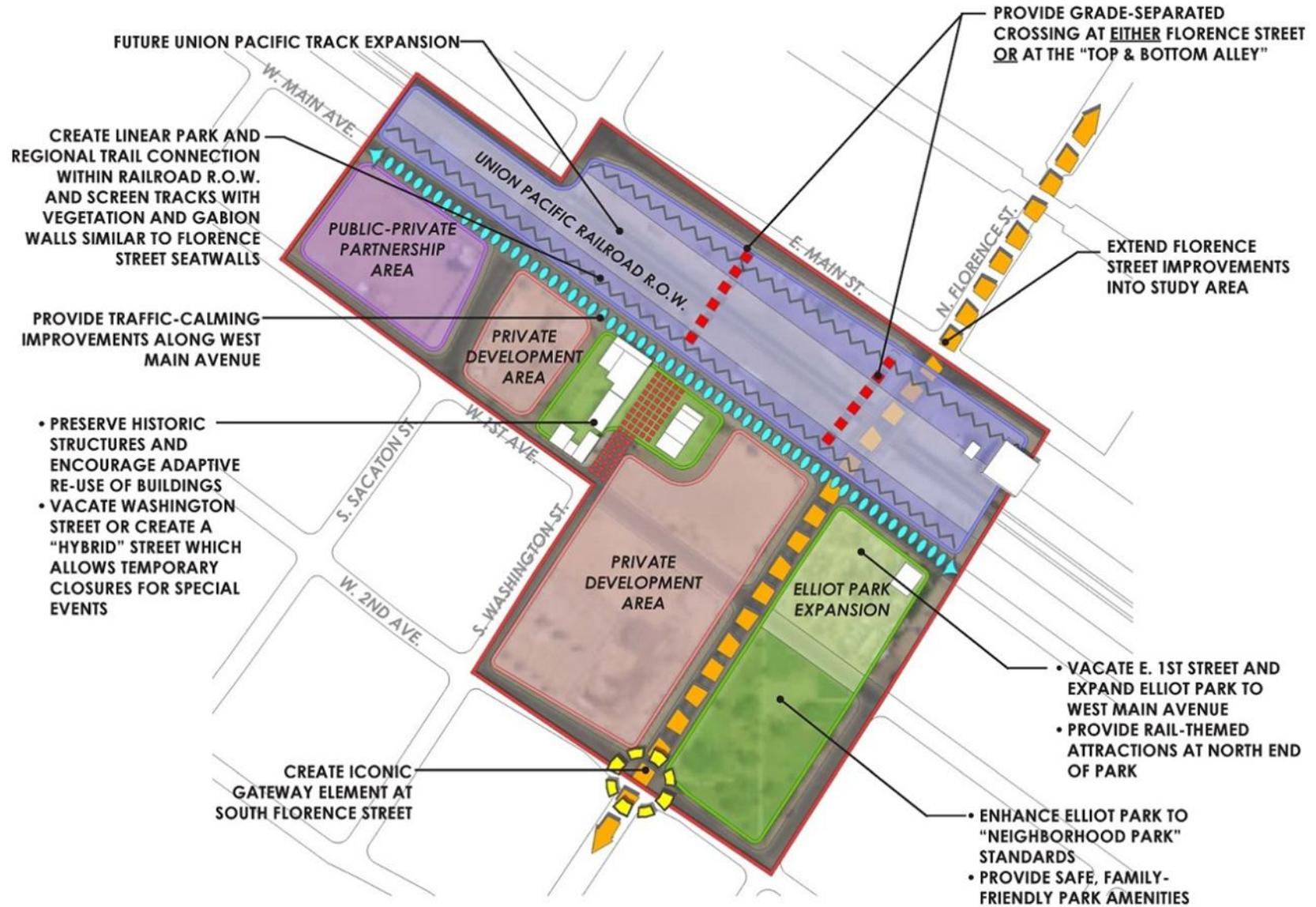


Figure 1-4. Framework Plan



2.0 Master Plan

The following section contains the Master Land Use Plan, urban design element, and circulation element.

On October 1, 2012, the City Planning Team reviewed three alternative conceptual plans (see Figure 1-3): Mixed Use, Manufacturing & Employment, and Live-Work Land Use Alternatives in light of the Framework Plan (see Figure 1.4), criteria evaluation and vision for the Life on Main project. The City Planning Team found merit in all three plans. Land Use Alternative #1 (“Mixed Use”) closely aligned with the planning framework and evaluation criteria established for the Life on Main project site. Therefore, Land Use Alternative #1 (“Mixed Use”) was chosen as the Preferred Alternative Plan. The City Planning Team also provided direction for enhancements and

recommended including certain elements from Land Use Plan Alternatives 2 and 3, such as the mid-block pedestrian crossing, linear park, satellite parking, historic plaza, and optional development parcel in an expanded Elliot Park.

On October 10, 2012, a Public Open House was held to present the Preferred Alternative Plan to the general public for review and comment. On December 17, 2012 at a city council working session, the Preferred Alternative Plan was presented to City Council for comment. For clarification purposes, the Preferred Alternative Plan was renamed as the Master Land Use Plan (see Figure 2-1).

2.1 MASTER LAND USE PLAN

The Master Land Use Plan capitalizes upon the site’s desirable location adjacent to historic, downtown Casa Grande and access to an educated and capable local workforce. The Master Plan is a pedestrian-oriented, vertically and horizontally mixed use, urban environment with contemporary uses and amenities such as business incubators, live-work units, cafes, office, restaurant, plazas, water features, street furniture, a linear park, and neighborhood park.

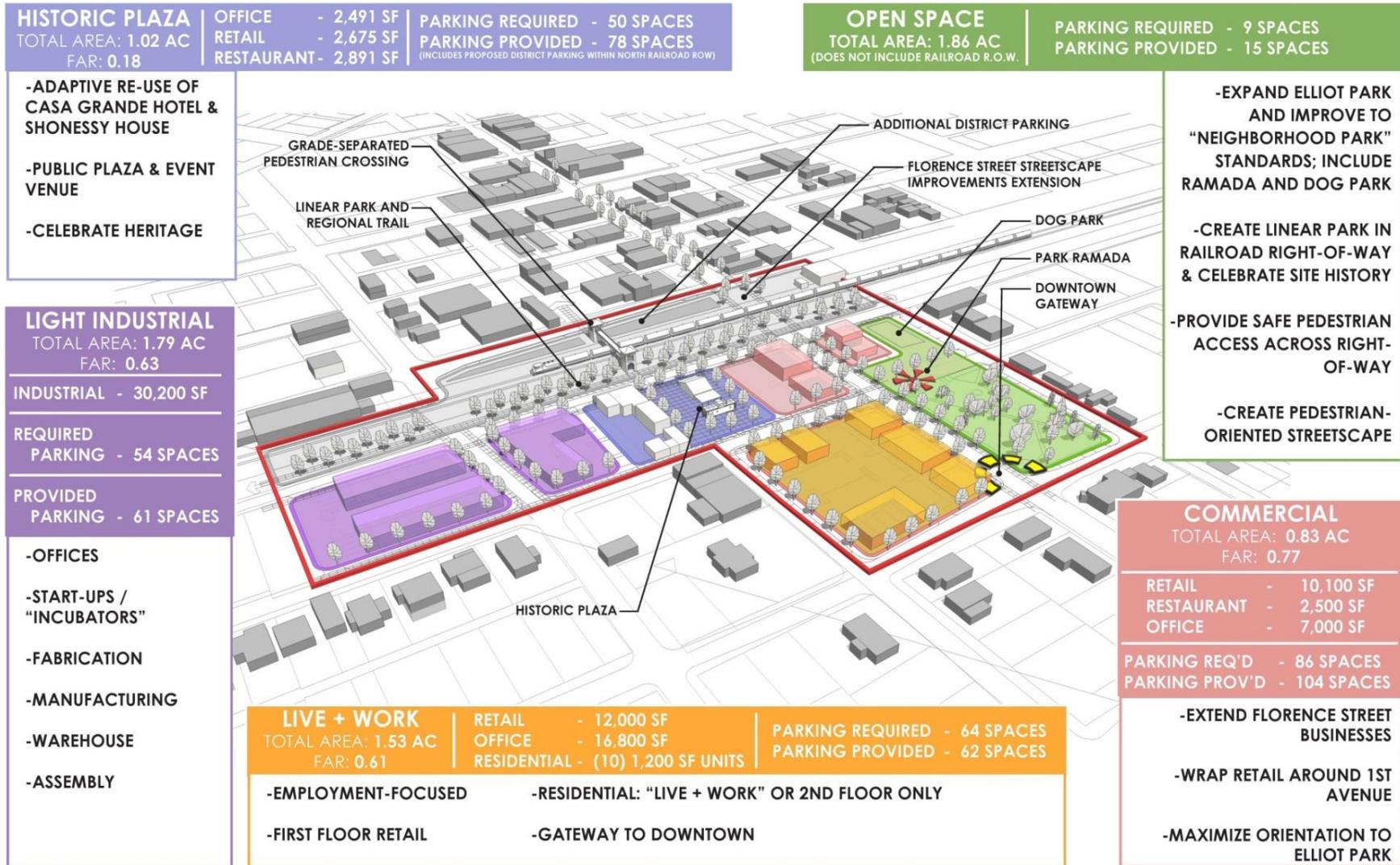


Figure 2-1. Master Land Use Plan

Table 2.1 shows the Master Land Use Plan and potential gross building square footage by use. The option to increase building density through additional buildings heights is available. However, increased density is dependent upon a developer satisfying parking requirements along with development standards and increased building heights.

Table 2-1. Potential Gross Building Square Footage by Use

Building Use	Gross Square Feet
Comm. (Retail)	24,775
Comm. (Restaurant)	5,540
Office	26,291
Light Industrial	30,200
Residential	12,000

Visitors and residents are welcomed into the Life on Main neighborhood through a gateway feature located at S. Florence Street and W. 2nd Avenue. A gateway provides notice of transition. In this case, the gateway with public art with homage to Casa Grande’s historic or cultural past indicates a transition from a residential use to a unique, urban environment with a walkable urban streetscape and mixed-use buildings. The architecture is contemporary yet reminiscent of early railroad days with liberal use of wood,

metal, and iron in architectural treatments around windows, hinges, door handles, etc. For more details, please see section 2.3 Urban Design Element.

To achieve this unique, urban use and form, modern, flexible land use regulations are strongly recommended and the City of Casa Grande has achieved such regulations in their Planned Area Development zoning (Casa Grande City Code 17.40). The Life on Main study area is located in the Community Center land category of the Casa Grande General Plan 2020 which, among other zone districts, recommends the Planned Area Development zone district as a compatible zone district. This will be further discussed in Section 2.4

The Life on Main Master Land Use Plan is shown in Figure 2-1. Highlights of the Master Land Use Plan include the following:

- Diversified land use to enable development and land usages to occur when the market is right.
- A balance of vertical and horizontal mixed-uses consisting of commercial, office, restaurants, light industrial, a business incubator, and residential uses along with an expanded Elliot Park with amenities.

- Preservation and adaptive re-use of the Historic Casa Grande Hotel and Shonessy House.
- Creation of a Historic Plaza to enhance the Historic Casa Grande Hotel and Shonessy House. The flexible plaza space with a water feature enables celebrations, art fairs, farmers market as well as utilitarian function for deliveries along the hybrid street capable of being closed or opened.



Mid-block pedestrian bridge and linear park along railroad

- Safety will be enhanced by controlling and limiting pedestrian movements across the railroad tracks by developing a proposed linear park with wrought iron fence, barrier landscaping, a mid-



- block pedestrian bridge, and satellite parking.
- A pedestrian bridge to the west of Florence Street creating a grade-separated connection to the existing downtown and Historic Plaza.
- Enhancing connectivity between downtown and the Life on Main Neighborhood by continuing the streetscape improvement along N. Florence Street across the Union Pacific Railroad tracks into and along South Florence Street.
- An exciting walkable neighborhood by activating South Florence Street with a mix-use of ground-level retail, services, sidewalk cafés, and a “flagship” restaurant with a mixed use of offices and residences on upper floors.
- An optional development pad located at the northwest corner of the expanded Elliot Park. Any proposed building at this location should be an iconic structure for private or public use.
- Traffic calming along S. Florence Street through the use of ‘bump-outs’ or ‘elephant ears’ along with on-street parallel parking.
- An artistic gateway with historical and cultural references that welcomes visitors and residents to the City and the Historic Downtown Casa Grande.
- Parking predominantly located behind all structures along with service alleys for deliveries and trash collection.

2.2 URBAN DESIGN VIGNETTES

The Master Land Use Plan shown in Figure 2-1 consists of five planning areas – Historic Plaza, Open Space, Commercial, Live + Work, and Light Industrial. The following urban design vignettes provide guidance to development of these planning areas.

South Florence Street & 1st Avenue Vignette

South Florence Street is envisioned as a vibrant and inviting area that greets traffic from the south and pedestrians and shoppers from the historic Casa Grande downtown. Beckoning people to come explore, shop, and dine is a storefront lined S. Florence Street and 1st Avenue. Adding to a neighborhood feel is mixed-use residential and/or offices above the ground floor uses. Parking is made easy with on-street parking in front of businesses or behind establishments. By continuing the streetscape improvement from the historic downtown Casa Grande into the Life on Main redevelopment area, people are encouraged to stroll through Life on Main and visit downtown. After a hard day of work or shopping, a flagship restaurant or outdoor café may put your mind at ease with a delicious dinner or an ice cream treat that can

be enjoyed across the streets in Elliot Park. (See Figures 2-2 and 2-3.)

FEATURED HIGHLIGHTS

- Extend Florence Street improvements south of railroad
- Traditional neighborhood design with vertical mixed uses to create a pedestrian environment, density, and intensity
- Parking and services to rear of structures
- Traffic calming with use of parallel parking and bump-outs along S. Florence Street
- Head-in (angled) along 1st Avenue (See Figure 2-3)
- Utilize building architecture to create a gateway into interior development.
- A welcoming gateway at Florence St. and W. 2nd Avenue

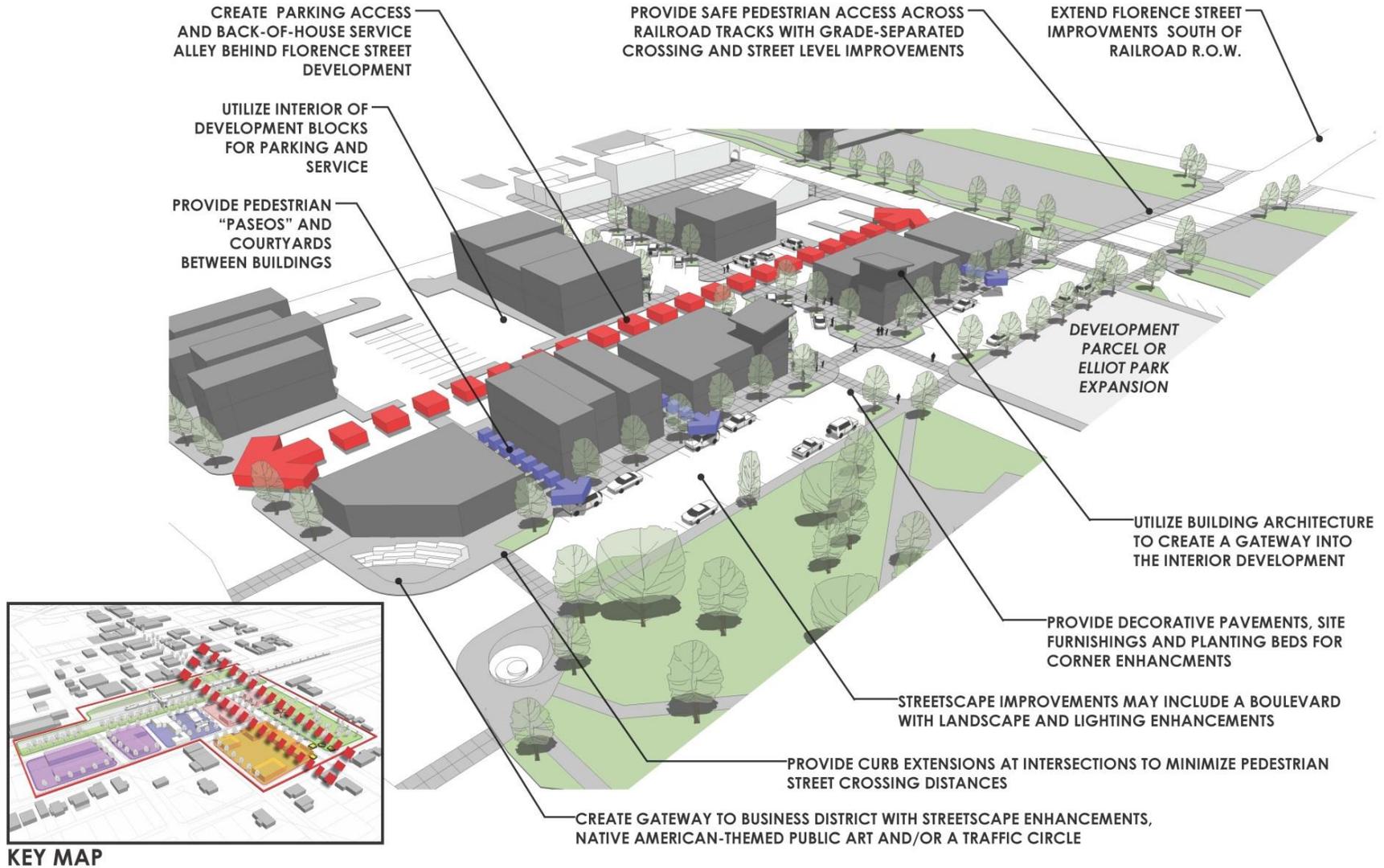


Figure 2-2. Florence Street & 1st Avenue Vignette

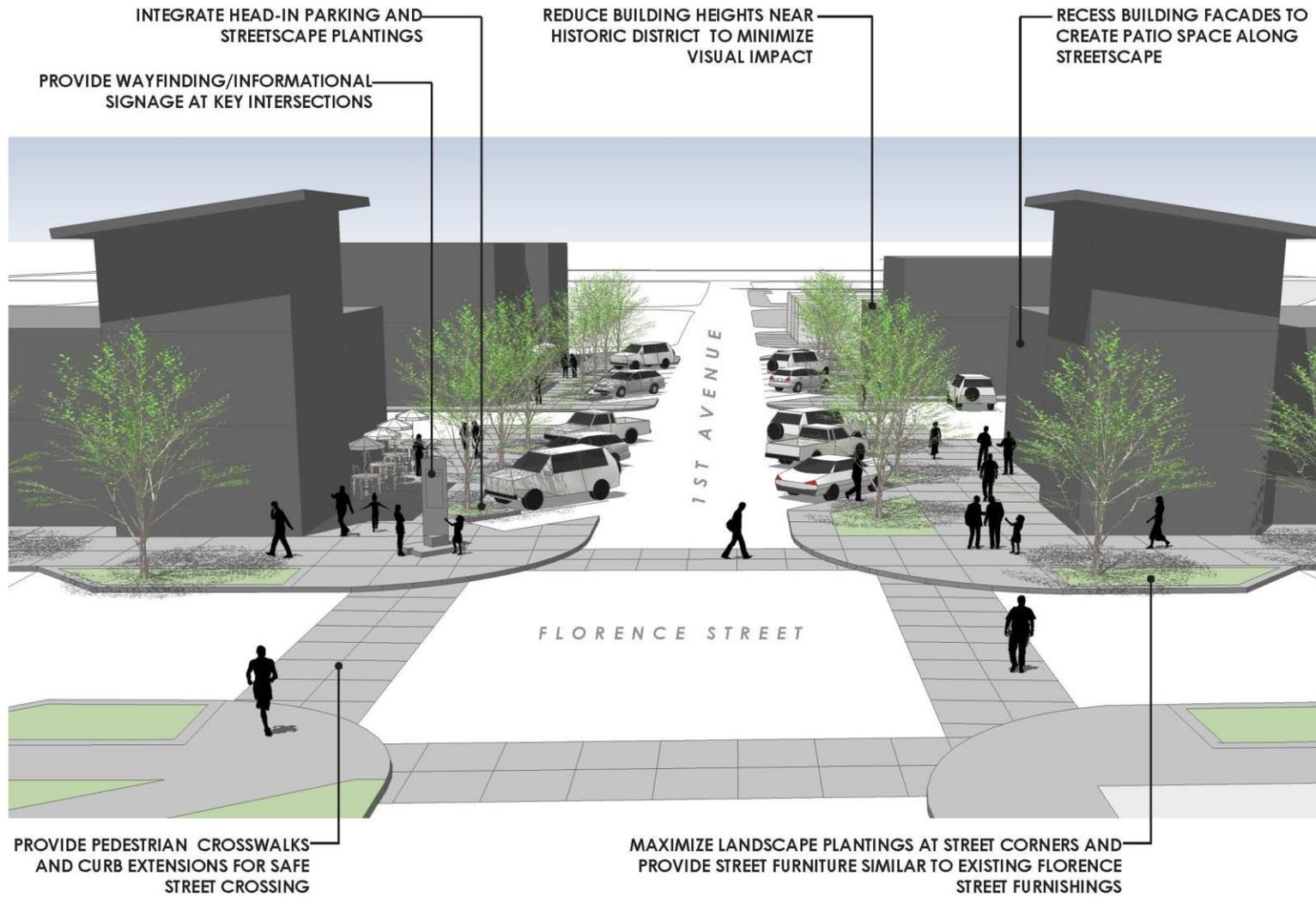


Figure 2-3. Florence Street & 1st Avenue Vignette: Detail of 1st Avenue



Elliot Park Vignette

Elliot Park is a green oasis for visitors on a long journey and a quiet place for residents to celebrate everyday life with their neighbors and family. The established mature trees and emerald lawn invites all to take a break and talk with neighbors on a park bench, push a child on a swing, people watch, or rest after a day exploring Life on Main and the historic downtown. Catering to the neighborhood's needs are proposed grills, playground equipment, a potential water feature and a Ramada as meeting place and for picnics. Potentially anchoring Elliot Park is an optional development pad for a prominent mixed use building, perhaps housing a museum, government offices, or commercial use which may encourage more visitors and activities for Life on Main. (See Figure 2-4) To help keep the park clean, an optional pet rest area with readily available supplies is recommended. Parking is accommodated with on-street or within the park's interior parking lot.

FEATURED HIGHLIGHTS

- An optional development pad for a mixed use structure
- An internal parking area for visitors, residents, and potentially shared with the optional development pad
- An optional area for a Pet Rest Area, Community Garden or Xeric Garden
- Public plaza with water feature
- Ramada with neighborhood park amenities – grills, picnic tables
- Renovated children's playground
- Demonstration garden
- A gateway feature welcoming visitors and residents



Xeric Garden



Community Garden



Pet Rest Area



Figure 2-4. Elliot Park VignetteHistoric District Vignette



The central feature of the Life on Main Master Plan is the proposed Historic District with a shade tree lined, hybrid street complete with festive banners and street furniture. The hybrid street is purposefully designed to be temporarily closed to create a larger plaza for celebrations, festivals or farmer's market. An iconic pedestrian bridge connects the celebration, visitors, shoppers, and workers to downtown. The proposed adaptive re-use of the historic Shonessy House and Casa Grande Hotel allows one to appreciate the past while acting as a cornerstone to a future use such as museum, office, retail, a coffee house, or restaurant. An inviting water feature draws people to gather for a casual conversation or sit and dip their hand in the cool water on hot, summer's day. A proposed refurbished caboose could also be located and re-purposed as an office, food truck, or coffee hut. Access is easy with on-street parking and an adjoining shared parking lot. (See Figure 2-5.)

FEATURED HIGHLIGHTS

- Vacating a portion of Washington Street to create a flexible, public plaza space for festivals, farmers markets, fairs, art shows
- Adaptive reuse of the Casa Grande Hotel and Shonessy House
- Interactive water feature and public plaza
- An inviting pedestrian bridge encouraging residents and visitors to cross and explore areas on both sides of the track

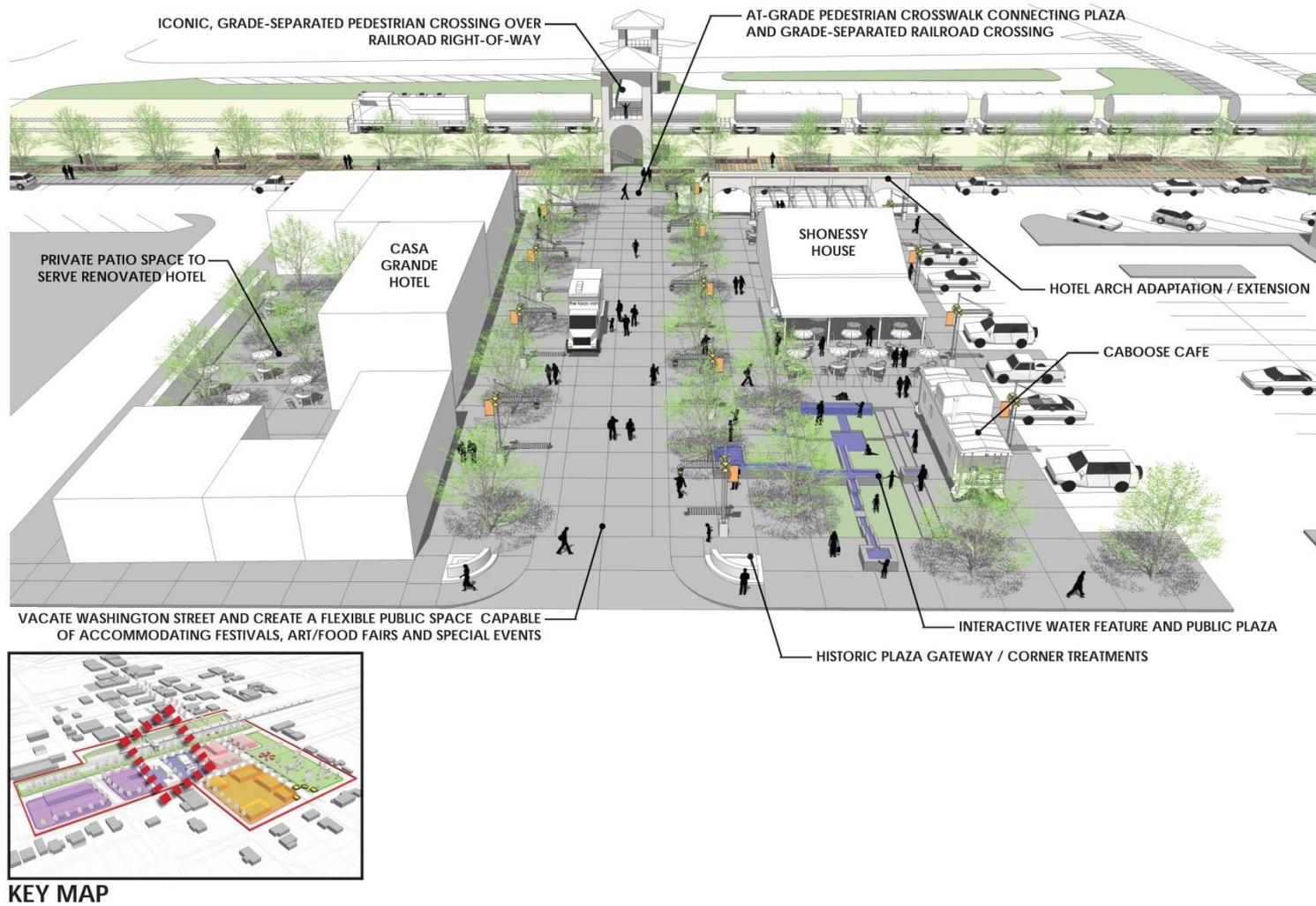


Figure 2-5. Historic District Vignette



The Railroad Right-of-Way Vignette

The Union Pacific Railroad Vignette’s focus is safety. (See Figure 2-6) Through creating a linear park and the use of barrier landscaping and fencing, pedestrians are guided to cross at S. Florence and S. Sacaton Street’s at-grade crossings or the proposed iconic pedestrian bridge. (See Figure 2-7) An important feature is the mid-block iconic pedestrian bridge that provides a prideful community statement and invites persons to cross and explore the areas on either side of the railroad tracks (Figure 2-8). A secondary benefit is the opportunity to beautify the area with decorative paving and street furniture, as well as draw reference to the rich history of Casa Grande by incorporating historic interpretative plaques and possibly historic artifacts celebrating the railroad’s history. Potential satellite parking areas and on-street parking conveys to people to “park and walk” and enjoy the linear park. (See Figure 2-9)

FEATURED HIGHLIGHTS

- A separated grade crossing through an iconic pedestrian bridge
- A linear park with street furniture and landscaping designed to draw reference to Casa Grande’s railroad history
- Controlled pedestrian access points through the use of decorative barrier fences and landscaping leading pedestrians to at signalized, at-grade crossings or a proposed mid-block pedestrian bridge
- Seawalls, interpretative signage, and historic markers
- Linkage to downtown and Life on Main
- Satellite parking
- Vegetative buffering

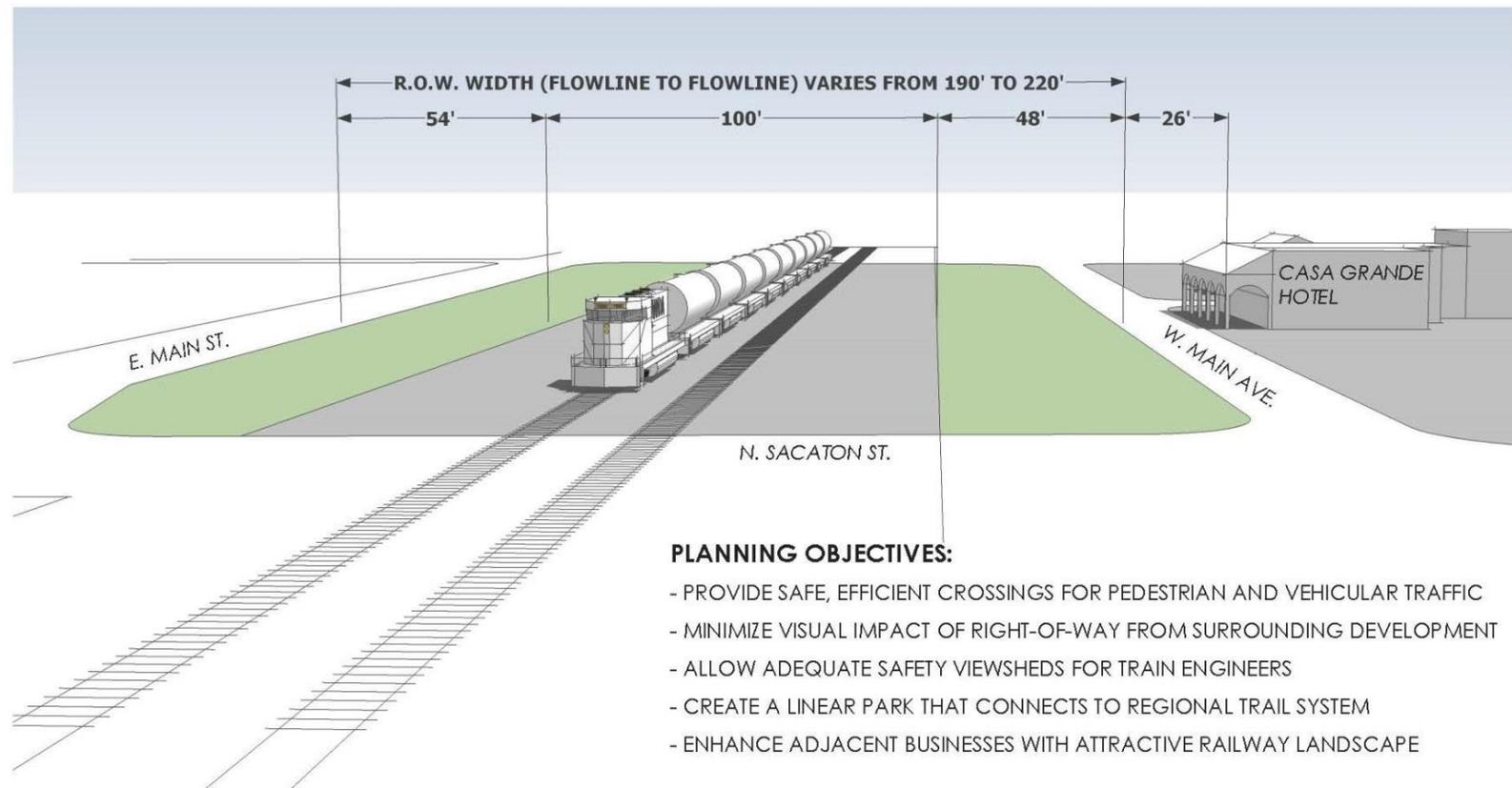


Figure 2-6. Existing Conditions Railroad Right of Way

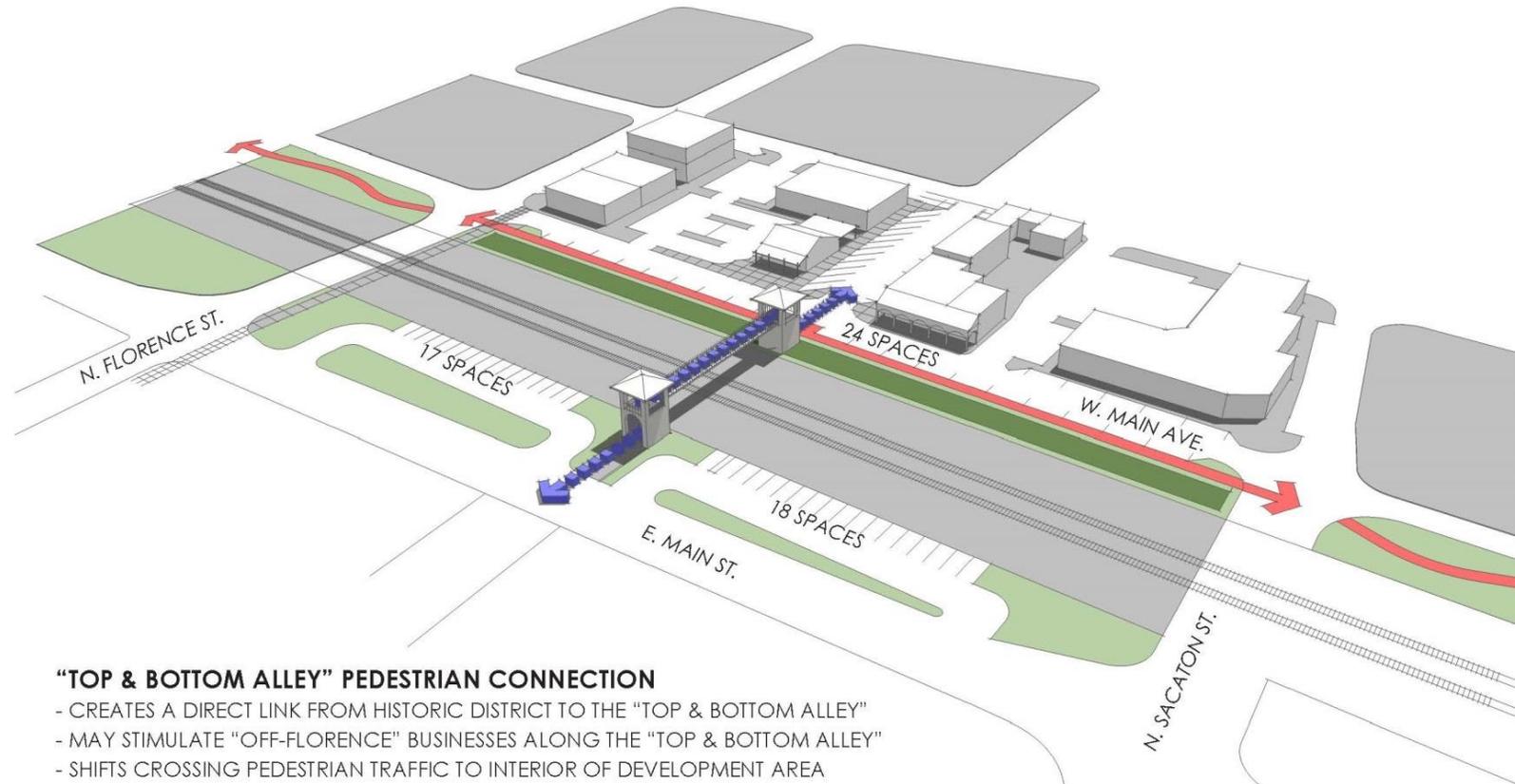


Figure 2-7. Proposed Circulation with Iconic Pedestrian Bridge



TRADITIONAL



SOUTHWESTERN



CABLE-STAYED SUSPENSION



ICONIC

Figure 2-8. Pedestrian Bridge Crossing Examples

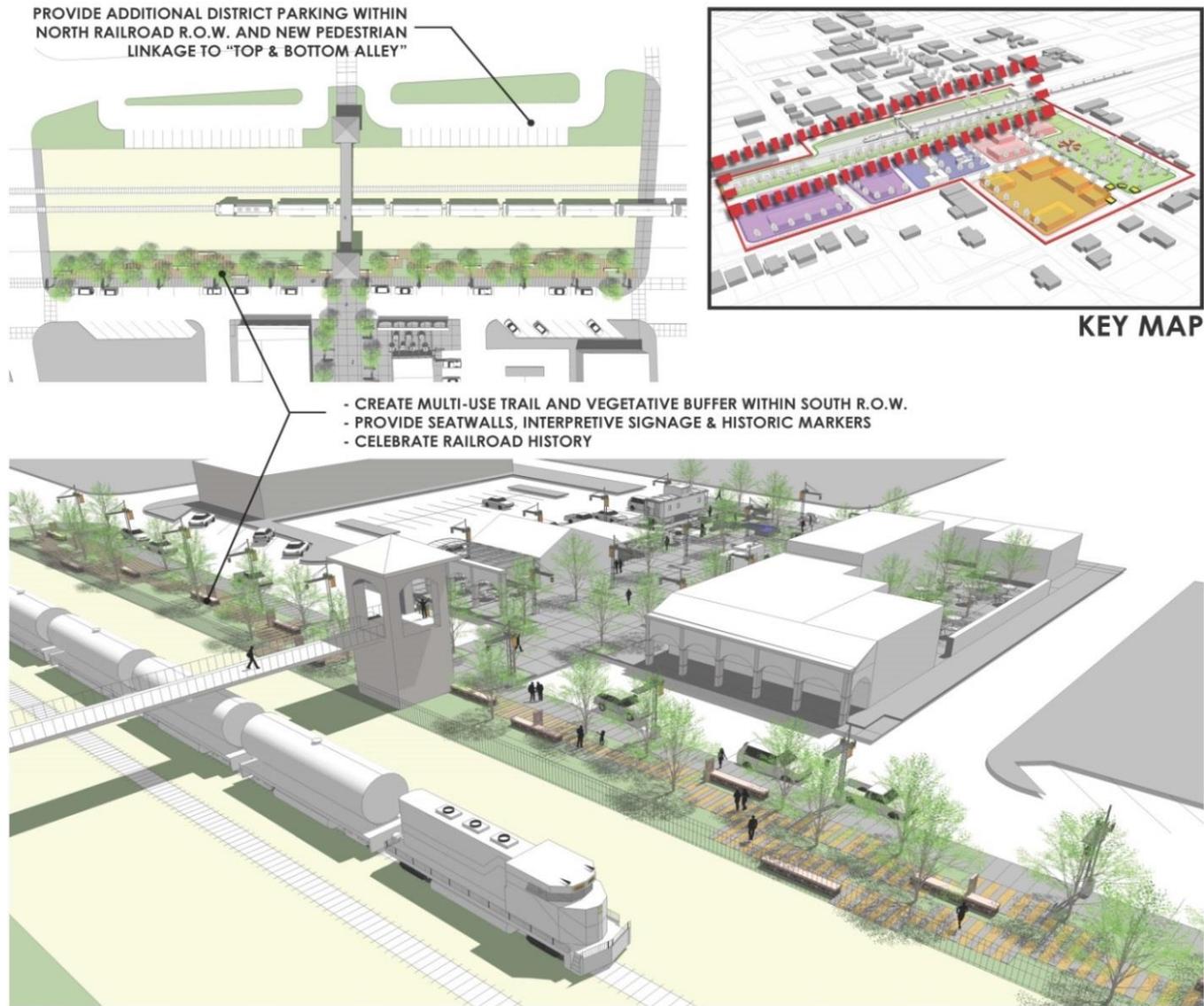


Figure 2-9. Railroad Right-of-Way Vignette

2.3 URBAN DESIGN ELEMENT

The Urban Design element suggests concepts for project urban design and streetscape site furnishings. The numbers preceding the design concept correspond to the figures on the series of Urban Design Concept Plans.

Urban Design Element

See Figure 2-10, Urban Design Element for the following recommended design features.

BUILDING MASSING

- 01** Create in-line storefront along Florence and maximize building fenestration and window coverage to create nodes for outdoor seating, plazas, and shade.
- 02** Provide breezeway “paseos” between buildings to connect back-of-house parking to storefronts and create opportunities for shaded outdoor seating and plazas.
- 03** Create “gateway” architectural treatments such as tower elements and roof extensions at the intersections of Florence Street and West Main Avenue and at Florence Street and West 1st Avenue.

- 04** Align the proposed Elliot Park ramada on axis with West Main Avenue to create a visual “terminus” from the interior development area.
- 05** Provide a rooftop terrace overlooking Elliot Park, if favorable to the building use.
- 06** Align pedestrian overpass with “top and bottom” street and incorporate architectural detailing that is evocative of the old train depot and complimentary to the historic Casa Grande Hotel and Shonessy House.
- 07** Maximize building fenestration on industrial buildings and minimize large expanses of blank exterior walls facing public right-of-ways.
- 08** Consider residential-scale architectural treatments for buildings opposite existing residential uses.

PARKS, OPEN SPACES AND PLAZAS

- 09** Vacate West 1st Avenue between Florence Street and Marshall Street and expand park to the north. Focus park improvements to the vacation / expansion area and enhance to “neighborhood park” standards including playground and picnic renovations and a new water feature.

- 10** Provide an optional small pet rest area adjacent to the existing animal shelter. Other suggested options are community garden, xeric garden or tot lot.
- 11** Vacate Washington Street between 1st and Main Avenues to create a flexible-use, public plaza between the historic Casa Grande Hotel and the Shonessy House. Provide an interactive water feature reminiscent of historic irrigation canals in the region.
- 12** Locate the City-owned caboose within the plaza and encourage adaptive re-use by a concessionaire for café, food cart or historic attraction.
- 13** Create a linear park and regional trail connection within the southern portion of the railroad right-of-way and re-create historic tree allee’ (see Image 01). Celebrate the railroad history and the “Town of Terminus” with historical markers, railroad artifacts and public art. Include on-street parking within right-of-way.
- 14** Provide district parking within northern portion of railroad right-of-way to serve nearby uses



Figure 2-10. Urban Design Element

Streetscape and Site Furnishings

Element

See Figure 2-11, Streetscape and Site Furnishings for the design features.

- 15** Extend existing Florence Street improvements and streetscape character into the Life on Main study area (see Image 02).
- 16** Provide district signage, wayfinding, and public art (see Image 03) at street corners to create a visual “terminus.”
- 17** Create a linear “railway” paving design throughout the streetscape utilizing pavers, colored concrete and control joint scoring (see Image 04).
- 18** Blend Life on Main and Florence Street pavement designs at street corners to create patterns evocative of the historic train depot architectural details.
- 19** Maximize planting beds at intersections and integrate the existing Florence Street gabion bench and pedestrian lighting.
- 20** Extend deep awnings and shade structures from building facades to increase shade coverage over public walks.
- 21** Provide outdoor seating areas within building envelope adjacent to public streetscape improvements and maximize shade coverage.
- 22** Encourage integration of the Hotel Casa Grande “arch” (see Image 05) into building facades and openings.
- 23** Utilize unit pavers and patterned, colored concrete pavements at crosswalks to differentiate from adjacent asphalt and link corner improvements.
- 24** Provide tree planters within angled parking stalls to eliminate car bumper “dead zone” and minimize intrusion into adjacent walkways.
- 25** Integrate a “Casa Grande x Life on Main” historic railroad crossing emblem into lighting and site furnishings.
- 26** Along with the Friendship Bench on Florence Street consider introducing a new “passenger” bench similar to historic train station seating including flat arm rests for laptops, lunch and lounge.
- 27** Organize the “Florence” bench in a train arrangement and alternate seating and planters.
- 28** Alternate a range of planter pot diameters and heights and concentrate at street intersections, plazas and paseos (“breezeways”).



Figure 2-11. Streetscape and Site Furnishings



Image 01 – Historic Photo of Life on Main Study Area, Circa 1913



Image 03 – Example of Historic Railroad Artifact as Public Art



Image 02 – Existing Florence Street Improvements



Image 05 – The Historic Casa Grande Hotel



Image 04 – Example of Pavement Design which Reflects Railway Tracks



2.4 INFILL DISTRICT

Through the Life on Main Master Plan process, it was determined current underlying zoning might hinder infill, revitalization, redevelopment, and deter or exclude desired public benefits and amenities. Participants of the LOM Master Plan expressed the need for flexibility from existing code yet desired a prescriptive zoning mechanism to guide development as envisioned in the LOM Master Plan. Therefore, it is recommended the LOM Master Plan study area be declared an infill district per Arizona Revised Statutes § 9.499.10. This declaration promotes development through relief from development standards, expedited plan processing, expedited zoning, and fee waivers. It is recommended that relief from development standards be considered for the following: density, building height, setbacks, public improvements and parking. These new development standards should be included in a rezoning to Planned Area Development which will provide the regulatory control desired by the community.

For Life on Main to be declared an infill district by the city, the area must meet at least three of the following requirements per A.R.S. §9.499.10.A.

1. There is a large number of vacant older or dilapidated buildings or structures.
2. There is a large number of vacant or underused parcels of property, obsolete or inappropriate lot or parcel sizes or environmentally contaminated sites.
3. There is a large number of buildings or other places where nuisances exist or occur.
4. There is an absence of development and investment activity compared to other areas in the city or town.
5. There is a high occurrence of crime.
6. There is a continuing decline in population.

A.R.S. § 9.499.10.B provides a list of incentives that may be included in an infill district. The incentives include the following:

1. Expedited zoning or rezoning procedures.
2. Expedited processing of plans and proposals.
3. Waivers of municipal fees for development activities as long as the waivers are not funded by other development fees.
4. Relief from development standards.

2.5 REGULATIONS: PLANNED AREA DEVELOPMENT

Based upon the recommendation to rezone the property from I-1, Industrial Garden and R2, Multiple Family to Planned Area Development, the following subsection demonstrates the compatibility between the recommended P.A.D. zoning and the Casa Grande General Plan 2020 which is a requirement of rezoning. Second, this section recommends reduced development standards such as building setbacks, building heights, and parking requirements. Additional development standards could be considered based upon the proposed development application provided the overall development plan meets the spirit and intent of the Master Plan.

Compatibility with the General Plan

COMMUNITY CENTER LAND USE OBJECTIVE COMPATIBILITY

“One key objective of this category is to avoid the continuation of traditional four corner commercial development and strip commercial land use patterns that traditionally locate along major arterials, are designed to be primarily accessed

by the automobile, and often ignore the communities and residents they intend to serve. The Community Center Land Use Category is intentionally broad. It is intended to encourage a mix of land uses and appropriate intensities that can reduce the need to travel by car. These areas provide for a variety of vertical and horizontal mixed uses within interesting and varied pedestrian environments along collector streets within new and established residential neighborhoods. All Community Centers aim to be integrated into the Neighborhoods land.”

The Life on Main Master Plan complies with the Community Center Land Use Object. The Life on Main Master Plan is a pedestrian-oriented, vertically and horizontally mixed use, urban environment with contemporary activities and amenities such as business incubators, live-work units, cafes, office, restaurant, plazas, water features, street furniture, a liner park, and park enhancements. The Life on Main Master Plan capitalizes upon its very desirable location adjacent to the historic Casa Grande

downtown and access to an educated and capable local workforce.

A gateway located at South Florence Street and W. 2nd Avenue and urban and architectural aesthetic drawing reference to the historic railroad past of Casa Grande, the Life on Main planning area serves as the welcome area to visitors, businesses, and residents. Central to the plan is a proposed historic plaza with adaptive reuse structures of the national historic registered Shonessy House and Casa Grande Hotel. Mixed land use promotes the reduction of car use through shared parking, on-street parking, and potential satellite parking areas where visitors, employees, and residents could park then walk to multiple destinations. A proposed separated grade pedestrian bridge is a safety enhancement to the railroad right-of-way that removes the pedestrian from potential railroad conflict as well as links the historic downtown to the Life on Main project site. Consistent with the General Plan, the Life on Main project site could accommodate a variety of land uses – office, retail, residential, light industrial, and recreation.



Intersection of S. Sacaton St. and W. Main Ave. Lack Sidewalk Connection to Downtown and Study Area



Existing Conditions: View Southward from E. Main Ave. and S. Florence St. Elliot Park on Left with no uses between.



EXISTING LAND USE CONDITION AND COMPATIBILITY

The existing conditions and development patterns for the Life on Main Study Area are not consistent with the objectives of the General Plan.

However, with Life on Main vision, there is hope and direction. The General Plan 2020 states, “Historic Downtown will be the most sensitive yet most intense area of development as reflected in earlier policies under the vision: *A Vibrant and Celebrated Downtown*. This is an area which has the greatest potential to explore some vertical mixed use without adversely impacting on existing views of the Casa Grande and Sacaton Mountains.”¹

APPROPRIATE LAND USE COMPATIBILITY

The General Plan 2020 lists the following types of land uses as appropriate for the Community Center, which 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 developments²

The Life on Main Master Plan meets these criteria by proposing the following:

- Adaptive-reuse of the national historic registered Shonessy House and Historic Casa Grande Hotel;
- Promoting residential uses where none exist today; and,
- Horizontal and vertical mixed uses of commercial, light industry, office, residential and recreation.

DENSITY AND INTENSITY COMPATIBILITY

The existing density and development intensity does not comply with the General Plans 2020, Community Center’s vision. The General Plan envisions density and intensity of the following magnitude:



Shonessy House



Historic Casa Grande Hotel

¹ Casa Grande General Plan 2020. p.75

² Casa Grande General Plan 2020. p.78

- Residential development shall be at net densities between four and twenty (20) dwelling units per gross acre.
- The scale and form of buildings shall be appropriate to their siting along roadway classifications and abutting land uses.
- Where residential uses exist along the apposing collector street, a minimum of 65% of all new ground floor uses should be residential.³

Within the Life on Main Study Area, the General Plan 2020 identified Major Collectors roads as E. Main Avenue, W. Main Avenue, E. Main Street and W. Main Street. In addition, S. Florence Street is classified as a Minor Collector street.

The proposed Life on Main Master Plan does comply with the Casa Grande’s General Plan density and intensity with the following:

- Residential gross density for the Live/Work parcel is 6.53, which complies with the requirement.
- The scale is appropriate for abutting land uses that consist of a park, vacant, railroad, and light industry. A church

and residential uses exist along W. 2nd and a portion of Washington Avenue has a multiple family land use. However, these streets are not identified as collector streets in the Casa Grande General Plan 2020. Therefore, the General Plan’s 65% of all new ground floor uses is not applicable.

**INFRASTRUCTURE AND MOBILITY
COMPATIBILITY**

The General Plan 2020 development standards for the Community Center land use category include:

- Paved streets constructed to City standards and integrated into the City-wide grid
- Streets that include facilities for pedestrians, cyclists, automobiles and considerations for future transit
- Development that is connected to an approved water provider and City sewer
- Services that shall meet or exceed City norms.

- Through pedestrian access and egress that shall be provided at a maximum of 400’ intervals
- Utilities that are underground⁴

The Life on Main Master Plan promotes compliance to the General Plan 2020’s standards for infrastructure and mobility. Subsequent Section 2.6 Circulation addresses the street cross-sections, sidewalks and connectivity found within the Study Area. Section 3.0 Infrastructure Analysis details the capacity of the existing water and sewer services and overhead utilities.

Zoning Compatibility

EXISTING CONDITIONS

A majority of the land found within the Life on Main Study Area is zoned I-1, Garden and Light Industrial, whereas three parcels are designated with R2, Multiple-family Zone. Elliot Park, a deed-restricted parcel for park/recreation use only, is also one of three parcels zoned R-2, Multiple Family. (See Figure 2-12)

³ Casa Grande General Plan 2020. p.78.

⁴ Casa Grande General Plan 2020. p.78.

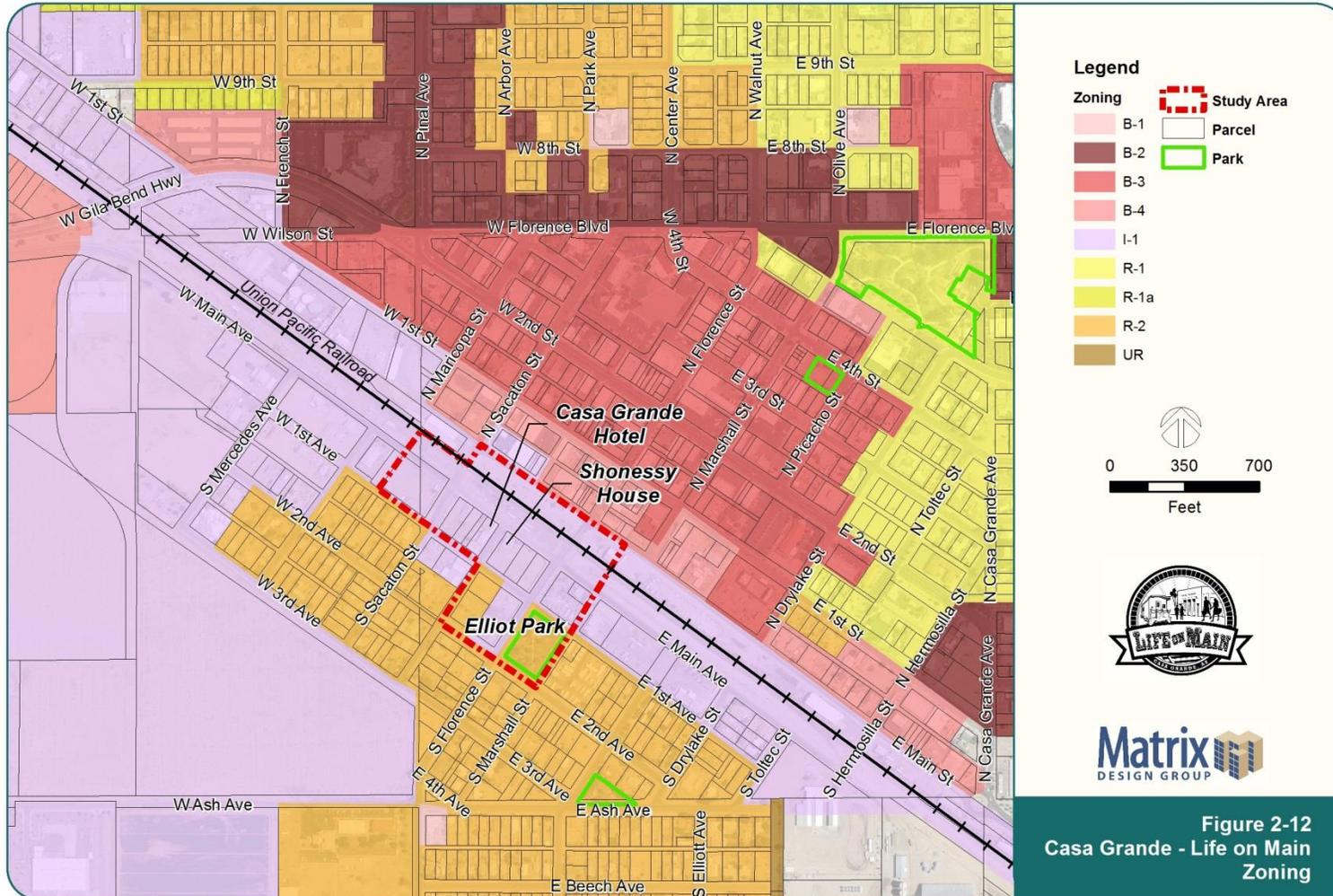


Figure 2-12. Casa Grande, Life on Main, Zoning

EXISTING ZONING – ADJACENT PROPERTY TO STUDY AREA:

The Life on Main Master Plan’s mixed land use is compatible to the adjacent surrounding zoning that includes:

- North: B-3, Central Business Zone
- East: I-1, Garden and Light Industrial and R-2, Residential Multi-family (R-2) Zone
- South: R-2, Residential Multi-family (R-2) Zone
- West: I-1, Garden and Light Industrial and R-2, Residential Multi-family (R-2) Zone

The General Plan 2020 lists zone districts that are appropriate for the Community Center land category which are the following:

- R-2 and R-3 Residential Zones
- B-2 - General Business Zone
- B-3 - Central Business Zone
- CO - Commercial Office Zone
- P.A.D. - Planned Area Developments⁵

With the exception of three parcels currently zoned R-2, Multiple Family, the remaining

parcels are zoned I-1, Garden and Light Industrial is not deemed appropriate for the Community Center land category of the General Plan. However, the Life on Main Master Plan’s recommended Planned Area Development Zone district does comply. The Planned Area Development Zone district is preferred as it provides the greatest possibilities in terms of land use. Per Casa Grande City Code, 17.40.020.D2, “Any use may be allowed in a P.A.D. provided it is consistent with the general plan.” The Casa Grande General Plan lists the following general land uses as appropriate for the Community Center land category.

- 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.

P.A.D. Development Standards Analysis and Recommendation

To realize the Life on Main Master Plan, the City of Casa Grande, a private developer or a public-private partnership should pursue a zone change or support a developer’s application to re-zone the property from the Garden and Light Industrial Zone (I1) to the Planned Area Development (P.A.D.) zone district, provided it meets all zoning requirements. The existing P.A.D. zone regulations and requirements are calibrated towards residential and large retail developments. However, interpretation of the P.A.D. zone code does provide some flexibility to achieve a mixed-use, urban development such as Life on Main.

To avoid any ambiguity though, it is strongly recommended the City of Grande amend the Planned Area Development zone ordinance with regulations and standards calibrated to a mixed-use urban environment that achieves an efficient land use with higher densities, increased building height, reduced setbacks, reduced parking standards, capability for shared parking, and requirement for design guidelines to create an architecturally cohesive development.

⁵ Casa Grande General Plan 2020. p.78



For example, the existing I1, Garden and light zone district is limiting. The I1 zone district's purpose is to "...to provide for the accommodation of light manufacturing uses and warehousing in a comprehensively planned and attractive setting and in a manner which will not be detrimental to activities in adjacent commercial or residential neighborhoods..." Yet, there is a limitation upon retail uses in that the retail use is only allowed as an accessory use associated with the principal use of the site. (Code of Ordinances, Purpose of provisions. 17.24.190.) In layman's terms, if a good is produced on site, then the good may be sold on site. If a good is not produced on site, then the good cannot be sold on site. In a vertical and horizontally mixed-use, pedestrian oriented environment, opportunities may present itself where a retail store selling a variety of goods from on and off-site makes sense as a component of the light industrial complex.

A change to P.A.D. zone district enables creativity to achieve a unique urban form, an architectural aesthetic, and, a variety of horizontal and vertical mixed use, which is not possible under other zoning districts. Specifically, the proposed Life on Main Master Land Use Plan incorporates: reduced setbacks internal to the project site, increased building heights, reduced parking ratios,

accommodation of parking on and off-site parking requirements, and shared parking to promote efficient land use and a park-and-walk neighborhood. Matrix Design Group recommends the P.A.D. zone district have comprehensive architectural and streetscape design guidelines such the resulting development is architecturally integrated with Life on Main planned area and externally with the downtown business district and surrounding neighborhood. This is consistent with the P.A.D.'s provisions and purpose (Casa Grande City Code 17.40.010) as follows:

"As an alternative to conventional zoning and development approaches and processes, the Planned Area Development (P.A.D.) procedures and regulations are set forth to enhance the city's development growth in order that the public health, safety, and general welfare be preserved as Casa Grande increasingly urbanizes; to encourage innovations in residential, commercial, and industrial development so that greater opportunities for better housing, recreation, shopping and employment, may extend to all citizens and residents of Casa

Grande; to reflect changes in the technology of land development; to encourage a more creative approach in the utilization of land in order to accomplish a more efficient, aesthetic, and desirable development which may be characterized by special features of the geography, topography, size or shape of a particular property, and to provide a compatible and stable developed environment, in harmony with that of the surrounding area."

Design cohesiveness and compatibility may be achieved through approved architectural and/or landscape guidelines and development standards. The Urban Design Element in Section 2.3 should serve as a guide when crafting the design guidelines. The P.A.D. is broad as written to enable flexibility provided that the development within a P.A.D. conforms to all conditions and standards agreed upon by the applicant and the City at the time of P.A.D. approval (City Code 17.40.20.Q).

Appropriate Uses

The City of Casa Grande's City code (17.40.010) for a Planned Area Development is purposefully liberal in order "...to encourage innovations in residential, commercial, and industrial development so that greater opportunities for better housing, recreation, shopping and employment, may extend to all citizens and residents of Casa Grande; to reflect changes in the technology of land development; to encourage a more creative approach in the utilization of land in order to accomplish a more efficient, aesthetic, and desirable development..." Code Section 17.40.010 also states, "...procedures and regulations are set forth to enhance the city's development growth in order that the public health, safety, and general welfare be preserved..." In respect to land use, the Planned Area Development zone district is broadly permissible and has one caveat as written in 17.40.20.D, "Any use may be allowed in a P.A.D. provided it is consistent with the general plan."

The General plan further lists appropriate uses as follows (p 78, Casa Grande General Plan 2020):

- 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

It is important to note in this discussion that the Life on Main Master Plan includes light industrial uses. Neither the City of Casa Grande City Code nor the City of Casa Grande General Plan 2020 has a definition for light industrial. Although the current underlying zone district is I-1, Garden and Light Industry implies light manufacturing and warehousing.

The stakeholders involved in the planning process for the Life on Main Master Plan envisioned the Light Industrial land use parcels in the realm of light manufacturing and processing, in addition to office and incubator uses such as manufacturing, processing (value added), research and development, food kitchens, etc. It is anticipated that any zoning application for a Planned Area Development will include land uses consistent with the General Plan 2020 and this plan. To ensure the proper uses,

proposed land uses types and limitations could be listed and explicitly described within conditions of the P.A.D. per 17.40.20.Q.

Setbacks

It is understood that City Code 17.40 Planned Area Development may be updated to include standards for urban development. Existing City Code for P.A.D. development regulations primarily address the following: residential uses, large single retail use and multiple use shopping centers, and recreational vehicle P.A.D.s.

The General Plan 2020 promotes compact development and the P.A.D. zone district as a means to achieve this end. As stated previously, the City code is unclear in regards to building height, yet creates setbacks that could result in unintended consequences. Dispersed development patterns and large vacuous areas for parking and/or landscaping could become an issue. City Code 17.40.20.F. Front, Rear and Side Yard Building Setback Regulations states, "Building setbacks from all property lines which form the perimeter of the P.A.D. shall be no less than twenty feet, except as noted in the design standards adopted in Section 17.40.015, above and subsections S, below." In order to create a pedestrian oriented urban environment, it is



strongly recommended the setbacks standards be relaxed as permitted by Arizona Revised Statutes §9.499.10.

Per 17.40.20.N. Building Heights and Setbacks, “In general, a building’s setback from property adjacent to the P.A.D. site shall approximate its height.” In most cases, there isn’t adjacent development to make an approximation. In order to promote an urban pedestrian oriented development, the Life on Main Master Plan recommends zero lot front yard setbacks to bring buildings close to the sidewalk and the people. Section 2.6 depicts the zero-lot line building orientations to street frontages found within the Life on Main study area. In some cases such as live-work units, townhomes and commercial buildings, relaxing the side yard and rear yard setbacks to less than twenty feet is desired and recommended provided adequate building separation complies with building codes. Last in exchange for relaxed setback standards and increased densities, there should not be a decrease in public and residential amenities.

Floor Area Ratio

Floor area ratio (FAR) is total square feet of a building divided by the total square feet of the lot the building is located on. The Master

Land Use Plan displays the FAR by subarea. Table 2.2 displays Life on Main’s Master Land Plans’ sub- planning areas and associate FAR calculations.

Table 2-2. Floor to Area Ratio

Sub Planning Area	Floor to Area Ratio
Historic Plaza	1.02
Commercial	.83
Live + Work	1.53
Light Industrial	1.79

Building Height

Building height restrictions are not explicitly listed in 17.40, Planned Area Development. Rather, the City Code suggests building heights should be proposed or determined by considering adjacent uses and surrounding building heights. This is problematic for Life on Main study area as most of the existing land use is vacant, park, or railroad right of way. In response, building heights for the Life on Main Master Plan are shown as 35’ maximum which is consistent with the R2, B-2, B-3, CO and I-1 zone districts recommended by the Casa Grande General Plan 2020.

A primary limiting factor to increasing building heights beyond 35’ is the ability to satisfy required parking associated with the increased density and land use. A parking

sensitivity analysis was performed to seek opportunities for increased building height and densities. The Live+Work and Commercial planning subareas have been identified as areas that could accommodate 4 story structures and positively add to the urban form, provided the developer could satisfy parking requirements.

Parking

Whether on-street or off-street it is given that development needs parking for residents, employees, business owners, customers and suppliers who deliver goods and material. Depending on the use, the demand for parking can vary widely throughout the day, night, weekday and week-end hours. For example, a place of worship may only use its parking on the weekend for a few hours and leave the parking lot nearly vacant the remainder of the week. A bank with ‘banking hours’ requires parking spaces to serve its customers during the weekdays from 9 a.m. to 5 p.m. and Saturdays from 9 a.m. to 12 p.m. Bars and restaurants usually have peak demands for parking during the evening. Residents are typically at home from 6 p.m. to 6 a.m., but leave for work or run errands throughout the day. The point being: parking spaces are not fully utilized throughout the day.

Current zoning practices requiring a certain number of parking spaces by use is inefficient and costly, especially when one considers the national average costs for structured parking to be \$15,552 for structured parking and roughly between \$1,000 and \$4,000 for surface parking depending on land value and material cost.⁶ Generally, parking represents 10% of the building development costs.⁷

Life on Main Master Plan seeks to create efficient use of land through a mixed use development that accounts for varying parking demands by use and time. Opportunities to reduce parking requirements were researched and analyzed. The Parking Allocation Analysis depicts how parking spaces may be allocated throughout the project site and to determine the maximum number of parking spaces available.

⁶ Victoria Transportation Policy Institute “Transportation Cost and Benefit Analysis II – Parking Costs”, p. 5.4-2.

⁷ Ibid. p. 5.4-11

A parking sensitivity analysis of the LOM Master Plan was performed to determine the required number of parking spaces based upon existing code. At the suggestion by the CPT, the parking sensitivity analysis also reviewed a reduction in parking ratios of

certain uses. Finally, the results of parking sensitivity analysis were used to understand the limitations of increased building heights and density. The analysis assumed shared parking would be implemented along with the provision of on and off-street parking spaces to meet required parking standards. Also, the renegade parking along the Union Pacific Rail Road (UPRR) right-of-way would be formalizing into parking areas.

Parking Allocation

An integral component to determining building density is a parking analysis to understand where and how the required parking could be accommodated by the development. Existing parking patterns show use of dirt lots north and south of UPRR railroad tracks and underutilized on-street parking throughout the project site due to the vacant land uses.

Conversations with a UPRR representative and City staff view the areas along the railroad right-of-way as a safety concern due to pedestrian trespass crossing the rail road tracks in these areas. A design solution is to formalize the parking areas with paved parking lots or on-street angled-in parking, and adding landscaping and fencing. Due to an undulating right-of-way and an

underground petroleum pipe near the right-of-way, negotiations with UPRR to accommodate these improvements will be necessary. Based upon these assumptions and the LOM Master Plan, a Parking Allocation Map depicts potential on and off-site parking spaces within the LOM study area. Overall, 380 spaces could be created. Please note, the satellite parking north of the UPRR railroad tracks along W. Main Street has the potential for 35 spaces total and the angled parking along W. Main Avenue could create 35 spaces. (See Figure 2-13)

Parking Requirement Analysis

A parking sensitivity analysis was performed to determine whether the LOM Master Plan could accommodate required parking based upon Casa Grande’s Code of Ordinances, Chapter 17.56 and a City Planning Team’s recommended parking reduction for certain uses. Broad land use categories were used in the analysis because the end-users are not known. The land use categories of commercial, commercial (restaurant), office, light industrial, residential, and parks were chosen for the analysis.

Chapter 17.56 Required Parking Analysis of Casa Grande’s Code of Ordinance, calculates parking requirements based upon floor area



that is measured from the exterior of the building multiplied by floors less 10 percent.

The LOM Master Plan contains vertical mixed uses. Therefore, in the Commercial and Live+Work Plan areas, it was assumed the ground floor was retail with 5,540 square feet of commercial restaurant with the upper floors either office or residential. Height was limited to two stories. It was assumed that each residential unit would be a two bedroom 1,200 square foot unit and require two spaces.

The Life on Main Master Plan's proposed densities and uses results in 373 required parking spaces. (See Table 2-3). The LOM Master Plan with 380 automobile spaces and 8 truck spaces associated with the light industrial uses could support this development density.

**Table 2-3. Required Parking - Per Casa
Grande Zone Code, Chapter 17.56**

Use	Gross s.f.	Parking Ratio	Required Spaces
Commercial Retail	24,775	1/250 s.f.	89
Commercial Restaurant	5,540	1/50 s.f.	100
Office	26,291	4/1,000 s.f.	95
Light Industrial	30,200	1/450 s.f.	60
Residential	12,000	2/unit	20
Parks	1.86	5/acre	9
Total			373



Reduce Parking Standards Analysis

Casa Grande’s Code of Ordinances, Chapter 17.56 parking regulations and parking ratios are primarily formulated for single use structures and auto dependencies. Recognizing mixed use developments have different peak usage times and the propensity for a person to park and walk to multiple destination, it is logical to consider reductions in required parking ratios for certain uses. For example, employees are more likely to walk from their place of employment to the restaurant in a mixed development neighborhood. Also, patrons of restaurants could share the unused parking spaces vacated by office workers who return home for the evening. Caution must be exercised when considering parking reduction in a mixed use development as retailers desire convenient access for their customers. Second, reductions should be calibrated to local auto usage, demands and availability of multimodal options.

The CPT recommended reducing the parking ratios for Commercial Restaurants from 1/ 50 square feet to 1/100 square feet which resulted in a decrease of 100 required spaces to 50. Light industrial was also reduced from 1/450 square feet to 2/1000 square feet. This saved 6 required parking spaces. The

proposed reduction in required parking ratios yields a total of 317 required spaces which is 63 spaces less than 380 available spaces within the LOM Master Plan study area. (See Table 2-4.)

Table 2-4. Required Parking - Reduced Parking Ratio

Use	Gross s.f.	Parking Ratio	Required Spaces
Commercial Retail	24,775	1/250 s.f.	89
Commercial Restaurant	5,540	1/100 s.f.	50
Office	26,291	4/1,000 s.f.	95
Light Industrial	30,200	2/1,000 s.f.	54
Residential	12,000	2/unit	20
Parks	1.86	5/acre	9
Total			317

In summary, the parking analysis reveals the LOM Master Plan with two story limitation, on-street parking allocation and satellite parking satisfies existing parking standards requirements. However, with reduced parking standards normally associated with mixed use developments a surplus of 63 spaces may result. The excess parking is beneficial in that the satellite parking may not be required to support the LOM Master Plan or could be phased in as demand dictates or

negotiations with the Railroad progresses. Also, if increased density is desired, the development could absorb the additional required parking. It is recommended the parking standards be reduce for Life on Main as permitted by Arizona Revised Statutes §9.499.10. .

Density and Parking Sensitivity Analysis

Stakeholders and the City Planning Team expressed desire to maximize density through increased building heights. The light industrial and historic plaza planning areas were eliminated for increased building heights due the single-floor nature of industrial buildings and protections imposed upon nationally registered structures.

The Commercial and Live+Work planning areas were designed to accommodate a variety of vertical mixed uses through increased building heights which is the focus of the density analysis. There are multiple combinations and permutations that could occur with the vertically mixed use buildings. It is not the intent of this study to be an exhaustive listing of these combinations. Rather, the study uses the LOM Master Plan as the basis and adds likely uses (e.g. office and residential) to the third and four story

structures. Density is maximized when the proposed uses generate 380 required parking spaces which equal the number of surface parking spaces available in the LOM study area.

Maximizing Parking and Density

Analysis- Adding Residential Units

If residential uses are added to upper floors of the buildings of the Live+Work plan area, then an additional 30 units or 36,000 square feet could be created. This produces a total to 40 units or 48,000 square feet of residential space. To accommodate these additional units, the building height in the Live+Work area would need to increase to 4 stories. The LOM Master Plan’s density would be nearly maximized with 377 required parking spaces resulting in 3 surplus spaces our 380 spaces provided in LOM plan. (See Table 2-5).

Table 2-5. Required Parking – Maximizing Density by Adding Residential Units

Use	Gross Square Feet	Parking Ratio	Required Spaces
Commercial Retail	24,775	1/250 s.f.	89
Commercial Restaurant	5,540	1/100 s.f.	50
Office	26,291	4/1,000 s.f.	95
Light Industrial	30,200	2/1,000 s.f.	54
Residential	45,600	2/unit	80
Parks	1.86	5/acre	9
Total			377

Maximizing Parking and Density

Analysis- Adding Office Use

Increasing density and building height with office space is a logical choice because an office use is typically found on upper floors as opposed to retail use that requires ground floor pedestrian traffic. Both the Live+Work and Commercial planning areas permit office use. By adding a third floor to the buildings in the Commercial planning area and a fourth floor up to 3,100 square feet total of floor area, an additional 13,391 square feet of office space could be created. 380 spaces would be required. (See Table 2-6)

Table 2-6. Required Parking – Maximizing Density by Adding Office Use

Use	Gross Square Feet	Parking Ratio	Required Spaces
Commercial Retail	24,775	1/250 s.f.	89
Commercial Restaurant	5,540	1/100 s.f.	50
Office	43,591	4/1,000 s.f.	157
Light Industrial	30,200	2/1,000 s.f.	54
Residential	12,000	2/unit	20
Parks	1.86	5/acre	9
Total			380

In conclusion, provided there is a reduction in parking ratios, on-street and off-street parking is permitted along with other parking management strategies, residential uses with less intensive parking requirements could add to greater density and greater building heights than uses with greater parking requirements such as office and commercial uses. There is some latitude to add density through building heights. It is recommended that building heights be able increased to four stories for the Commercial and Live+Work planning areas.



JOINT PARKING – PARKING STRATEGY

Consistent with a Planned Area Development zone district objective to create efficiencies, application of City Code 17.56.230 permits joint use of parking in certain situations. 17.56.230.B states “Other joint use of parking by adjacent commercial uses to reduce total paved parking spaces may be allowed with approved parking study submittal by a registered transportation engineer.” Due to the nature of a vertically and horizontal mixed use community, multiple buildings upon a parcel and varying hours of operation, it is anticipated and expected that a joint parking study will accompany a re-zoning application to P.A.D. for the Life on Main site. The joint parking study should include reduced parking standards and permit an increase in distance from parking facility to use. It is recommended the Joint Parking Study be approved as condition, per 17.40.20 Q, to ensure future development and change of uses comply.

City Code 17.56.230.C conditions for joint use parking include:

- The building or use shall be located within three hundred feet of the parking facilities;

- There is no substantial conflict in the operating hours of the two buildings or uses for which joint use of off-street parking facilities is proposed;
- A properly drawn legal instrument, executed by the parties concerned for a joint use of off-street parking facilities shall be filed with the city clerk and recorded with the county recorder.

OFF-SITE PARKING – NONRESIDENTIAL

Typical of urban scale developments, on-street parking is permissible to be used to meet parking requirements provided it is within reasonable walking distance of 800 to 1,200’.⁸ The Life on Main Master Plan applied the City of Casa Grande’s Code of Ordinance 17.56.240 terms and conditions, subsection E and F conditional parameters to meet the parking requirements of the proposed Master Plan are as follows:

- E. Off-site parking for multiple-family dwellings shall not be located more than two hundred feet from any normally used entrance of the principal use served.

- F. Off-site parking for nonresidential uses shall not be located more than three hundred feet from the site of the principal use being used.

It is also understood the Planned Area Development ordinance will be updated to address an urban environment with appropriate regulations and standards. For urban P.A.D.s, it is recommended 17.56.240.F include a provision that expands off-site parking for nonresidential uses to be located not more than 1,200’ hundred feet from the site of the principal use being used. It is also recommended that on-street parking be a permissible credit towards required parking.

Specific to achieving the LOM Master Plan, it is assumed the LOM site will be sold to a developer who will rezone the property to a P.A.D. zone district. At the time of zone change application, it is recommended a shared parking plan be submitted that encompasses the entire project area. Consistent with 17.56.350.D, the parking plan should outline the terms of agreement and continued management and mechanisms to ensure parking requirements are met with change of use or transfer of property.

The railroad right-of-way north and south of the tracks presents two areas of opportunity for satellite parking that the City should

⁸ Victoria Transportation Institute. <http://www.vtppi.org/tdm/tdm89.htm> Table 2. Acceptable Walking Distances

explore with UPRR. These areas provide not only additional parking but also safety enhancement for the railroad. The satellite parking area north of tracks could accommodate up to thirty-five spaces. As a mechanism to raise funds to develop the satellite parking and as an incentive to the developer and/or subsequent property owners, a fee-in-lieu of parking could be considered.

2.6 CIRCULATION ELEMENT

This section documents the roadway connectivity, roadway functional classification and related cross-sections, recommend methods for accommodating pedestrians and bicycle traffic and opportunities to link local and regional transit.

Description of the Proposed Roadway Network

The roadway network associated with Master Land Use Plan results in several changes to the existing street system in the study area. It includes several new connections:

A new north-south connection from Main Avenue to 1st Avenue, west of Sacaton Street;

- A new north-south connection from Main Avenue to 1st Avenue, between Sacaton Street and Washington Street;
- A new north-south connection from Main Avenue to 2nd Avenue, between Washington Street and Florence Street;
- A new north-south connection from Main Avenue to 1st Avenue, at Marshall Street; and
- A new east-west connection from Washington Street to the east, between 1st Avenue and 2nd Avenue.

Though these are intended primarily to provide access to parking areas, they nonetheless provide additional circulation opportunities through the site.

The Master Land Use Plan also results in the following roadway closures:

- 1st Avenue between Florence Street and Marshall Street to extend the park area; and
- Washington Street between Main Avenue and 1st Avenue to provide a pedestrian plaza.

Anticipated Traffic Associated with the Proposed Plan

A cursory evaluation was conducted to identify the potential increase in daily traffic volumes that would be expected to occur within the study area. Estimates of the additional traffic activity were developed based on data from the Institute of Transportation Engineer’s *Trip Generation Manual (8th Edition)*. Table 2-7 provides a summary of the anticipated number of daily trips going to and from the study area that will be generated by the mix of land uses proposed for the Master Land Use Plan.

Table 2-7. Daily Trip Generation of the Master Plan

Land Use	Daily Vehicle Trips
Retail	944
Restaurant	685
Office	259
Light Industrial	124
Residential	56
Park	15
TOTAL	2,082
Internal Capture Reduction (“Walk Trips”)	137



The initial trip generation data assumes stand-alone land uses and does not account for the fact that some of the trips will occur between the various site uses. This “internal capture” results in an overall decrease in the number of vehicle trips, since some of them are replaced by walk trips, particularly between retail, office, and residential uses. Supplemental calculations were conducted to determine the potential internal study area capture. As indicated in Table 2.4, it is anticipated that approximately 137 of the 2,082 daily vehicle trips, or 7%, would be replaced by walk trips. Therefore, the land uses proposed for the Master Land Use Plan are anticipated to add approximately 1,950 new vehicle trips to the study area roadway network.

A planning level analysis was conducted to determine whether the proposed study area roadway network is adequate to accommodate these additional trips. It is anticipated that Florence Street will be the primary access route to and from the study area. Recent traffic counts indicate that Florence Street currently serves between 3,000 and 4,000 vehicle trips each day. With the proposed land uses associated with the Preferred Alternative, this could increase to 5,000 to 6,000 trips per day in the study area. As a two-lane collector roadway, Florence

Street is designed to accommodate approximately 15,000 vehicles per day, which is significantly more than the level of combined traffic expected with the Preferred Alternative. Other roadways are expected to experience traffic volumes lower than Florence Street and, therefore, expected to operate adequately.

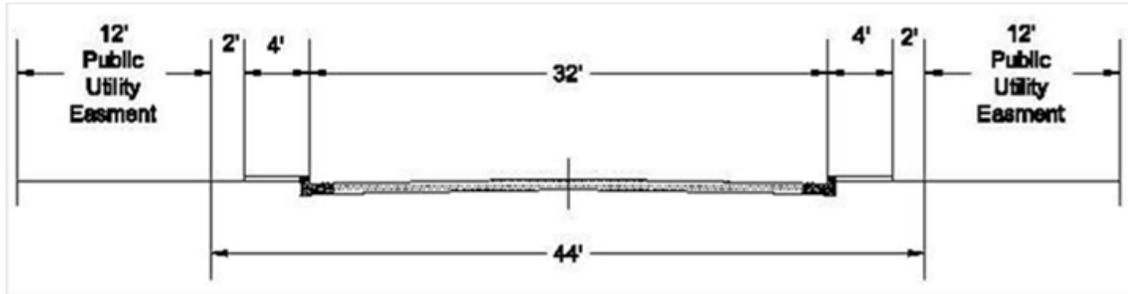
Railroad Connectivity

An important aspect of any development scenario is the ability to access the proposed land uses. Origin and destination data conducted for an earlier study of the Downtown area indicates that roughly 93% of the vehicles that would travel to the site would be from points north of the UPRR. Therefore, of the nearly 2,000 trips expected to travel to and from the site, over 1,800 trips could potentially cross the railroad. In response, the Master Land Use Plan does provide parking north of the railroad tracks with a dedicated pedestrian bridge for safe crossing of the railroad. This is expected to reduce the total number of vehicle crossings of the railroad tracks, as well as provides alternative access to the district should train activity impede vehicle travel across the tracks. This will alleviate delays that could be incurred with the anticipated increase in future rail activity. However, the anticipated

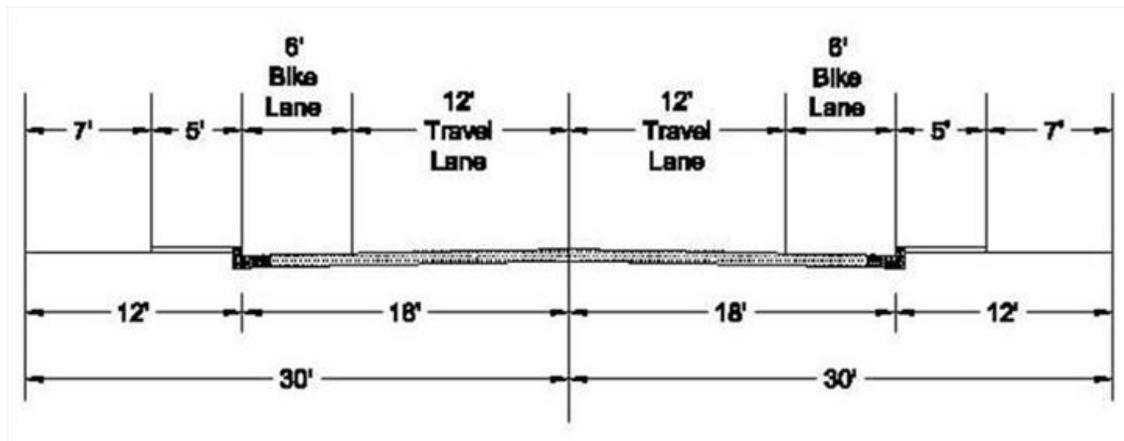
increase in rail activity would impact the ability of emergency vehicles to access the district. Previous studies had recommended construction of a grade separated vehicle crossing of the UPRR to provide unimpeded connectivity. While Florence Street had been presented as a candidate location for this grade-separation, recent recommendations suggest that extension of Pinal Avenue would be a preferred location for the crossing. This, Preferred Plan does not impact the ability to move forward in the future with those recommendations.

Roadway Cross-Sections

The Master Land Use Plan also introduces a variety of roadway cross-sections that vary from the typical urban roadway cross-sections currently standard in the City of Casa Grande. The figures to the right illustrate the current standard cross-sections for local and collector roadways.



Local Roadway

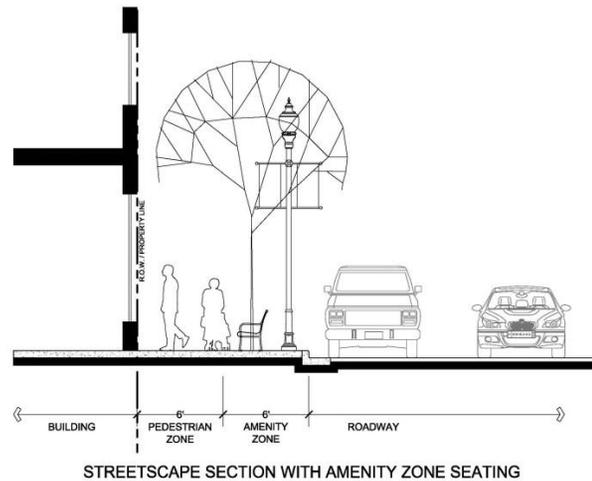
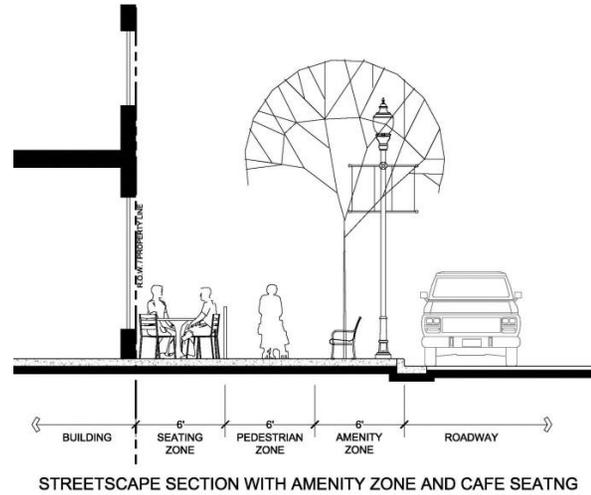


Minor Collector



When considering the right-of-way width, often overlooked in an urban environment is the ability for the pedestrian to safely travel along sidewalks while providing an enjoyable experience to interact with people and businesses. The streetscape section images depict sidewalk cross-sections for the LOM area. The 6' amenity zone is an area for benches, waste cans, bike racks, lamp posts, fire hydrants, street tree and landscaping. The 6' pedestrian zone should be free obstacles to allow safe pedestrian passage. The 6' seating zone enable storefronts and/or restaurants to have an area to sell goods, temporary sandwich boards or place for café seating. The illustration to the right assumes these zones would be in the public right-of-way.

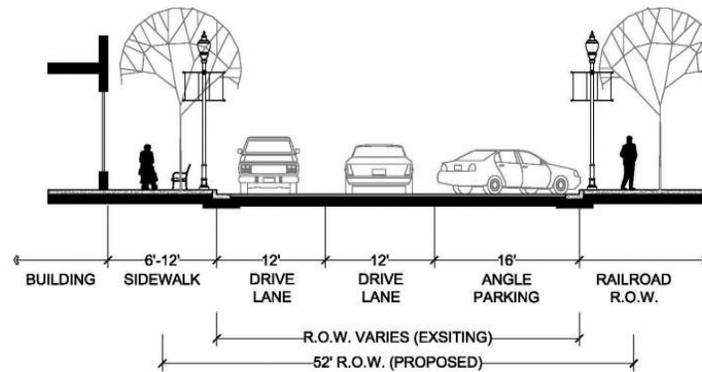
In some areas of Life on Main, the seating zone is not required or desired. The image to the right depicts this scenario.



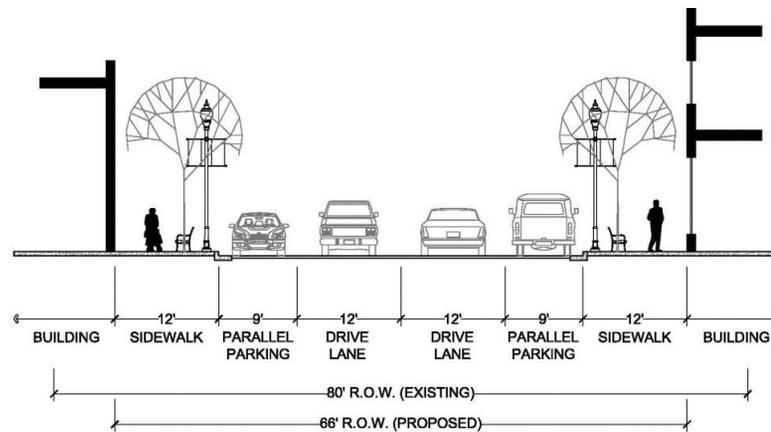
Within the district, modified cross-sections will provide on-street parking and wider sidewalks. The following street cross-sections show existing and proposed rights-of-ways and assumes zero lot lines.

West Main Avenue between Sacaton Street and Florence Street is proposed to consist of diagonal on-street parking on the north, with the following modified local roadway cross-section. Please note, the West Main St. section shows a 6'-12' sidewalk range because the available width in front of the hotel is a little over 6'.

Sacaton Street between Main Avenue and 1st Avenue is proposed to be constructed with parallel on-street parking based on the following modified local roadway cross-section.



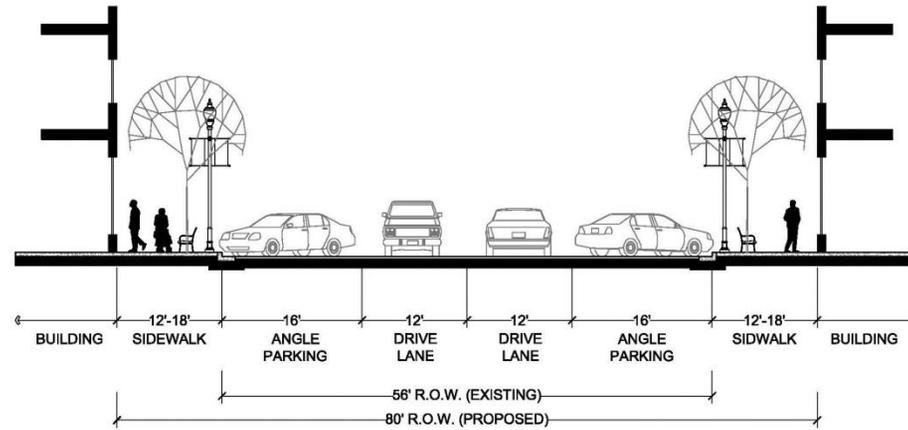
WEST MAIN AVENUE



SACATON STREET

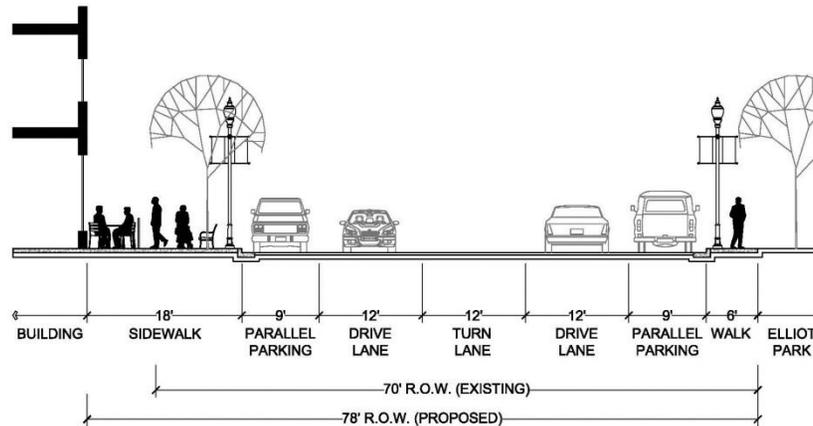


On 1st Avenue between Washington Street and Florence Boulevard, diagonal on-street parking is proposed. This results in the following local roadway cross-section, West 1st Avenue. (See illustration to the right.)



WEST 1ST AVENUE

Finally, the proposed cross-section for Florence Street between 1st Avenue and 2nd Avenue will provide parallel on-street parking, as depicted in the figure to the right. The proposed cross-section contains a 12'- turn lane.



FLORENCE STREET

Bicycle Circulation

In each of these instances, the provision of on-street parking will make accommodation of bicycles difficult. Vehicles maneuvering in and out of parking spaces would conflict with the safe passage of bicycles in these corridors. Bicycle lanes and bike routes are not recommended within the district.

Pedestrian Circulation

Each of the proposed cross-sections provide sidewalks with widths that exceed the current City standards. Additionally, the cross-section along Main Avenue indicates a pedestrian pathway located in the railroad right-of-way. This is consistent with the City's General Plan which indicates a Railroad trail in this location.

Transit Service

Review of the City's General Plan indicates a proposed local circulator bus route along Main Avenue between Florence Street and Trezell Road. Consideration should be given to providing a stop along Main Avenue between Florence Street and the Marshall Street extension, should this route become active in the future.



Please see the next page.



3.0 Infrastructure Element

Based upon the Master Plan this section introduces the infrastructure concept plan. This section is not intended to be a detailed analysis, rather it is based on general capacity calculations using typical loads and handling capacities. The section reviews the water, sanitary sewer, storm drainage, electricity and telecommunications systems. In addition, this section continues the investigation of the two 8” and 12” petroleum pipes that bisect the railroad right-of-way.

3.1 INFRASTRUCTURE

The Master Land Use Plan presents a mix of light industrial, commercial, retail, office and residential uses. To fulfill the Life on Main vision through desired project uses, densities, project aesthetics, and architectural goal, infrastructure improvements will be needed

to provide upgraded service as well as replace existing infrastructure due to poor existing quality. Because the various existing infrastructure systems have some unknown conditions, capacities are dependent on actual proposed development uses. Therefore, required upgrades may be greater or less than proposed herein. A final service sufficiency investigation, exact improvement limits and designs will need additional study once a definitive improvement plan is proposed.

The Infrastructure Concept Plan, Figure 3-1, depicts the location of the proposed joint utility corridor trench. Figures 3.2 and 3.3 show the associate Main Trench Installation and Service Joint Trench Installation configurations.

Loads

The conceptual development plan provides a basis to estimate utility demands. Research into typical loading reveals significant variance across the data due to environmental, geographic and construction differences. For the study’s purpose, averages were used to estimate load demand. The Energy Information Administration, Arizona Department of Environmental Quality, City of Phoenix, City of Casa Grande and other utility sources were used to determine the average load estimates provided below (see Table 3-1).

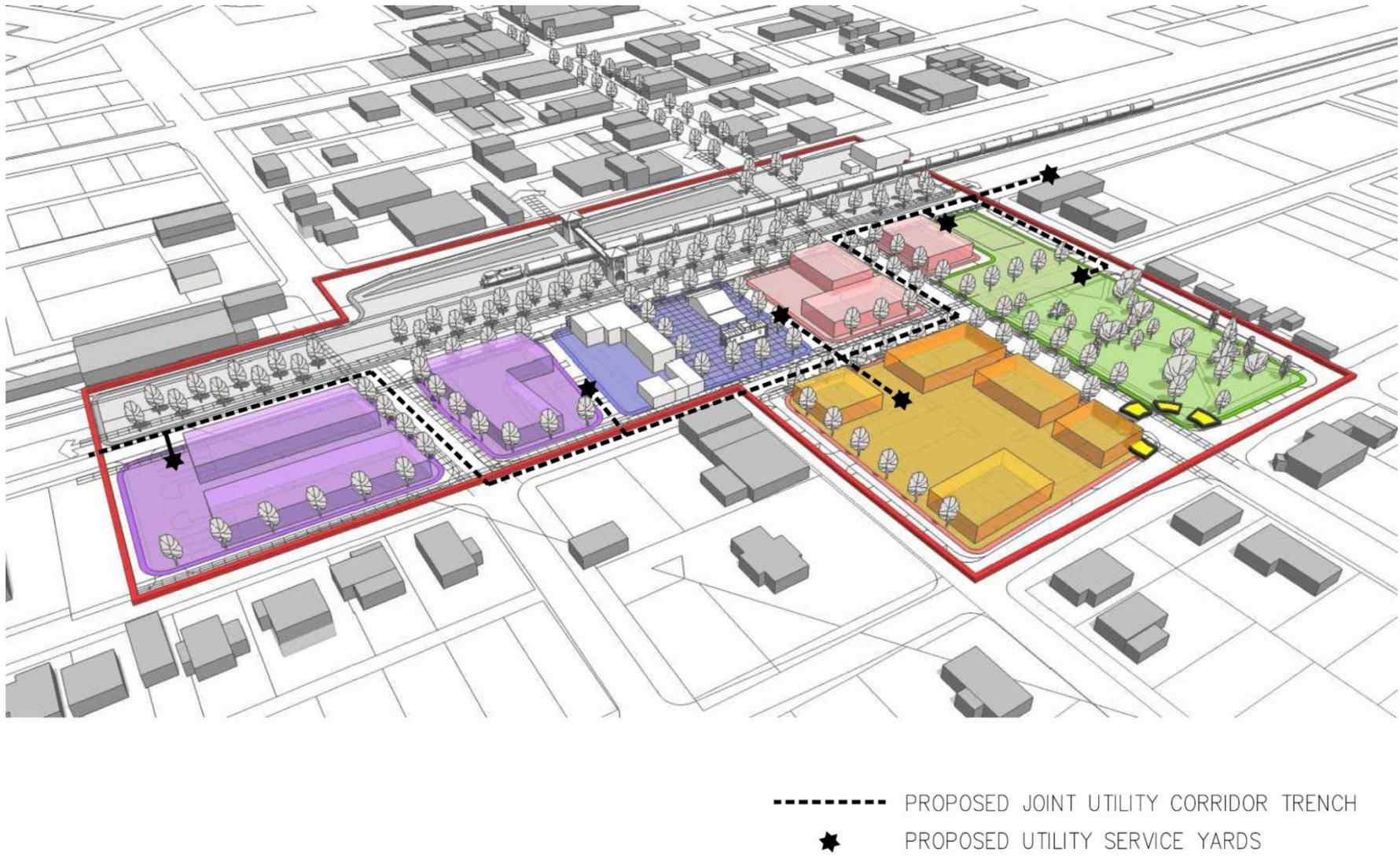


Figure 3-1. Infrastructure Concept Plan – Underground Utilities

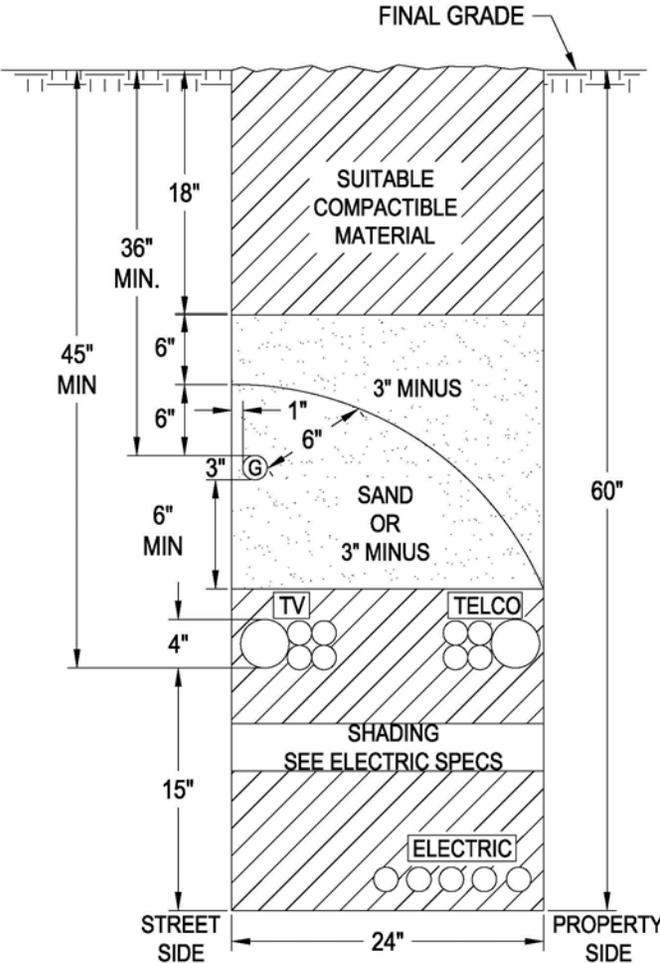


Figure 3-2. Main Joint Trench Installation

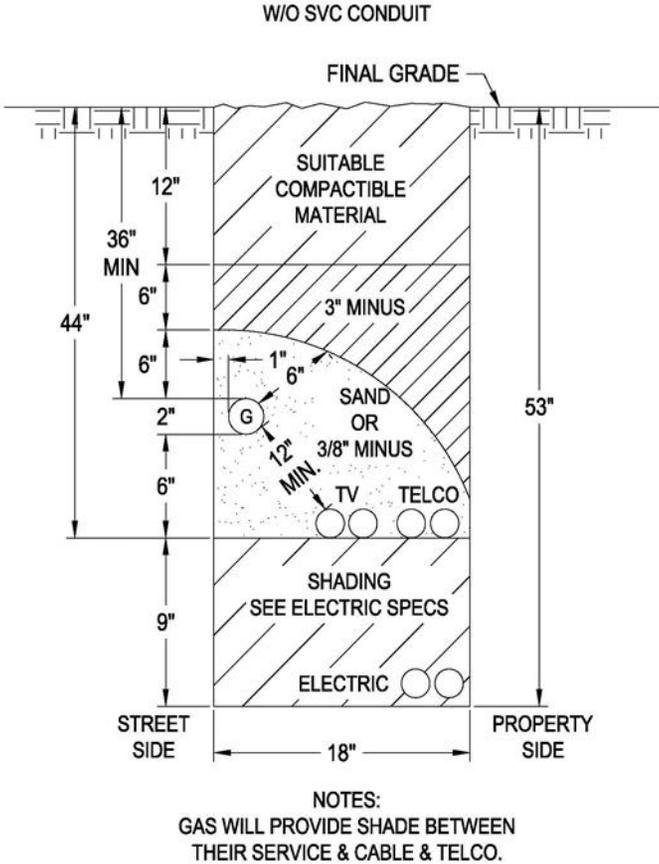


Figure 3-3. Service Joint Trench Installation



We know the various utilities have their own load estimates and prefer to use them to plan their systems. In all cases, actual development plans are preferred to be used to estimate loads and design facilities.

Table 3-1. Estimated Utility Loadings

Utility	Loads
Water	92,925 gallons per day maximum day demand
Sewer	22,500 gallons per day average day demand
Electricity	6100 kWh per day average day demand
Natural Gas	7,000 cubic feet per day average day demand

Handling Capacity

The systems in place generally have the capacity to handle the estimated loadings with a few provisions. The industrial demand can vary considerably depending on the business, potentially throwing off the estimated utility demands. Additionally, electrical or gas demands can vary considerably depending on the actual commercial /retail uses, resulting in additional needs. Handling capacity is discussed further in each utility section following.

Streets and Sidewalks

The streets throughout the area will need improvement to fit the development concept. This will include new pavement, curbs, sidewalks, sidewalk ramps, crosswalks, planters and other streetscape features. Design concepts such as raised and patterned crosswalks will need to be integrated with the overall drainage and utility service pattern for the area. The raised plaza street concept proposed for Washington Street will require the most surface improvements per linear foot while First Avenue will likely have the most improvements per foot.

Depending on the final concept, approximately 5,000 feet of residential street is subject to various improvement levels. In some cases, only half street or sidewalk/parkway improvements may be needed. In other cases, only crosswalks, intersection or parking improvements will be needed. Since some streets recently had improvements of various types (pavement, sidewalks, drainage, etc.), a detailed inventory review and comparison of the existing street designs and features to the proposed development and area drainage concept is recommended to minimize improvement costs and determine more exact improvement limits.

Drainage and Storm Drain

To complete an infrastructure concept in regards to area drainage, a more in depth study of both the lots and streets will need to be completed. Further, the raised plaza concept for Washington Street will require a thorough drainage analysis to protect the area from flooding. The current drainage scheme generally conveys runoff flow from southeast to northwest along First and Second Avenues; however the land does have a very slight northeast to southwest fall in some areas. Some current streets have inverted crowns that may need to be replaced while also re-routing some drainage.

Shallow surface and subsurface features, in addition to storm drain improvements, may be needed on Main Avenue and First Avenue to re-route flows around the raised Washington Street area. This will allow railroad property runoff to be diverted from the buildings south of Main Avenue. Currently, the streets convey significant amounts of water during storms. Recent drainage improvements may reduce these water flows. In response, a sub-area master drainage plan is recommended to determine the more detailed drainage analysis and needs.

To maximize land use and encourage development, the City of Casa Grande should consider relaxing or waiving its detention and retention requirements for the area. Alternative solutions to manage drainage flows should not only be allowed but also encouraged. These could include the following trench drains, underground detention/retention, pervious pavement, rain water capture and reuse, and shallow subsurface drains.

Water

While the existing water system is generally sufficient to serve the proposed development's demands, some locations might need to upgrade their potential fire flow capacity. Localized improvements will be necessary to raise valves, add new services and meters, add new fire line stub outs as well as relocate existing and provide additional fire hydrants to the area. Lines along First Avenue may need to be increased up to a 12 inch diameter. For both maintenance and access purposes, it is advised to relocate water mains behind buildings in the raised Washington Street area. Additional waterlines may be necessary to increase grid flow coverage within city blocks to compensate for the potential increased fire flow demand. To meet these

demands, the lines may be placed in easements, service drives and off street parking areas. With these exceptions, the current network in place is largely sufficient to the water needs expected.

Sewer

Localized improvements will be necessary to adjust manholes to grade and add new building services. It is advised to relocate sewers behind the buildings in the raised Washington Street area for maintenance purposes. By doing so, it can be expected to reduce future disturbances during maintenance and repairs.

Without knowledge of exact industrial and manufacturing uses, it cannot be determined of the current collection network will remain sufficient with the proposed changes. The addition of a high waste stream industry could require a localized upgraded line replacement. In any case, a flow increase should be checked against the current lift station capacity to determine if additional upgrades are necessary.

Increased flow from the existing lift station by improvement of waste stream turnover will help to reduce potential odor generation through the addition of impeller changes to increase pumping capacity. Lastly, additional

collection sewers may be necessary to increase coverage through the development for increased demand or building orientation. These additional sewers may be routed through easements, service drives and off-street parking areas.

3.2 UNDERGROUND UTILITIES

First Avenue is a strong candidate for a dry utility corridor (see Figure 3-1) for service to the area. This corridor will be used to relocate and consolidate the main serving dry utilities off Main Avenue and Washington Street. Service corridors and yards can then be established between the streets to carry utilities up to the buildings along Main Avenue. The addition of this corridor will remove utility appurtenances such as transformers and switching gear from business and pedestrian areas as well as minimizing user disruptions for maintenance. This approach should be easily accomplished as new service should be located underground. This recommendation has a few strong purposes.

First, the petroleum pipelines along the railroad corridor could cause interference with potential businesses. Therefore, selecting a corridor and service plan that approaches Main Avenue from the south



minimizes potential pipeline conflicts and business disruption. Second, service from the rear will allow appurtenances such as meter boxes and panels are reduced from public sight increasing visual aesthetics along Main Avenue.

Small service yards can be created to cluster the utility appurtenances (transformers, switching cabinets, circuit boxes, etc.). The conceptual plan provides service access and parking areas off street so this approach is natural add-on.

The dry utilities would be placed in a common trench following standard practice in the area (see Figure 3-2). A typical trench is 54"-60" deep depending on the number of conduits it contains and has roughly 36" of cover from the highest conduit to the surface. Trench structure places primary electrical conduits along the bottom of the trench, followed by any secondary load conduits above them. Telecom system conduits are in place above the electrical conduits, placed on one side of the trench with roughly 1' of vertical separation. On the opposite side of the trench natural gas lines flow from the telecom conduits with solid material shading to denote the different facilities.

Electric

Sufficient electric capacity likely exists to serve the proposed development with possible variation dependent upon the industrial usage component. Three-phase power along First Avenue with single-phase power branch off along Sacaton, Washington, Florence, and Marshall Streets are the primary power sources for this area. Additional secondary distribution lines branch off of the primary lines. Localized upgrades may be necessary to extend three-phase power lines to particular locations for service. During preliminary development and final design, amperage delivery capacity for specific uses will need to be checked. In addition before construction, proposed use classes would need to be discussed with the utility provider for planning and load expectation of said construction. Most variability in service amperage needs would fall into the light industrial use area where individual demand could vary significantly depending on the actual use.

All existing electrical primary and almost all secondary service lines are on overhead wooden poles. The existing overhead electric lines share some poles with other utilities, primarily legacy telephone from CenturyLink.

Undergrounding of electric lines will likely be required to accommodate the conceptual development layout. Some service to new development may be able to be overhead due to location. However, this approach is not desirable from an aesthetic and service standpoint. (The redevelopment, depending on the approach used, could fall under certain exemptions referred to in the statutes.) However, underground utility desirability may drive the development to convert to underground utilities regardless of exemption eligibility. Depending upon the approach used in development, the conversion timing could be long term. Underground conversion costs likely will fall onto the developer or City if it takes the lead in the improvements.

Natural Gas

Very few gas mains exist within the project area. Depending on building uses and their exact locations, line extensions and relocations will be needed in the development area. These include a few short 2" main segments in Sacaton, Washington, and Marshall Streets, primarily south of First Avenue. Natural gas main installation will be necessary due to no gas main lines off of Main Avenue, and only a few short segments in First Avenue. Extension of the existing 2" main system is suggested and there may

be some need for additional capacity for potential restaurant uses dependent upon business in the area. A significant industrial natural gas use could require infrastructure extensions or upgrades. These would likely come from the west as a high pressure 4" main exists on Mercedes Avenue.

Main lines within the area are relatively new with most being polyethylene lines installed around 1995. However, relocations to accommodate other improvements are likely along Washington Street and First Avenue.

Telecommunications

Proposed uses of current telecommunications do not appear to overload the current system at this time. Although the telecommunication utilities reserve the right to re-assess the system capacity at a later date, it appears line capacity is sufficient. Most variability in service capacity and bandwidth needs fall into the light industrial use area and office use where individual user demand could vary significantly depending on the use. Individual users may strain data demands depending on bandwidth needs and service providers may opt to extend fiber into the twisted pair areas to meet those needs. Similarly, capacity to use T1 and T3 circuits is available.

Cox Communications currently has no cable in the area but indicated it can extend fiber into the area from a few blocks away if the demand indicates service potential. Otherwise, data needs will be provided by the legacy telephone system.

CenturyLink, as the current operator and owner of the legacy telephone system, has significant buried and aerial cables along the south side of Main Avenue with aerial to underground cabinet access cabinets west of Sacaton Street and east of Florence Street. Most service within the development area is mixed, with some overhead circuits and some underground circuits; a legacy of the conversion process that has taken place over the last 40 years across the country. As the current circuit capacity was based on a lower number of customers per acre, some additional wiring upgrades will be necessary. However, it is estimated that sufficient circuits are available to add those service cables.

New service will likely be underground if electric service is moved. Depending upon the approach used in development, the timing of conversion could be longer than initially expected. Underground conversion costs likely will fall onto the developer or City if it takes the lead in the improvements.

3.3 OTHER: PETROLEUM, OIL, AND LUBRICANTS

There are two petroleum product interstate transmission pipelines located within the railroad right-of-way. The pipelines are steel and 8 inches and 12 inches in diameter. They are currently owned and operated by Kinder Morgan Energy Partners, LP (Kinder Morgan). Kinder Morgan indicated the 8 inch pipeline is currently abandoned in place and unused. The 12 inch pipeline is actively used to transport refined petroleum products. The pipelines fall under the regulatory oversight of the U.S. Department of Transportation. Kinder Morgan has been upgrading their pipelines across Arizona so the pipelines may be subject to replacement in the near future. That action would present an opportunity for Casa Grande to discuss the route and location with them.

The pipelines are located along the railroad right-of-way's south side with some varying offset from the center. Mapping acquired from the UPRR (former Southern Pacific Railroad) shows the pipelines inside the railroad owned land but the labeled distances thereon indicate the pipelines are right on the edge or outside the railroad land. Since Main Avenue abuts the railroad land, this could put them in potential conflict with improvements



along the north edge of Main Avenue and anything north of the street, like parking or landscape.

Any proposed improvements along Main Avenue may impact the petroleum pipelines. Without a more exact plan, better data on the pipelines has been slow to acquire. It is suggested a proposed landscape and parking improvement layout be provided to Kinder Morgan to produce a more detailed, productive response. Regardless of the location, additional planning and design efforts will be needed to minimize disturbance over and potential conflict with the pipelines. In all likelihood, based on federal safety rules, new construction may not be allowed on top of the pipelines in their current location and condition. Any crossings for street lights power or irrigation will be severely restricted or not allowed. Any facility relocation to accommodate improvements likely will not be at the pipeline operator's cost.

3.4 OPPORTUNITIES

Strategic Investment

Utility Upgrades - Advances in user demand for data transmission, technological advances and deregulation have resulted in operational

differences for telecommunications providers. Internet options for the site include DSL, T1 lines, T3 lines, fiber optic lines and other technologies. Current telecom service is generally overhead twisted pair copper wire with a major cable along Main Avenue. Business (consumer) demand will dictate whether more or alternative telecom providers wish to extend service into the area. Since the developer typically provides the trench and conduits for a project, it is recommended to provide additional conduits for other telecom providers when constructing underground utilities. The cost is minimal and it can entice a provider to extend service. The cost can be shared between the City and developer or between multiple developers.

Another possibility is for the City to invest in the utility relocation as part of an early investment and reduce the cost for later development. Payback agreements or an improvement district approach may help bring this scenario along.

Road and Utility Coordination

Construction Sequence – To reduce later disturbance of the street system, it would be desirable to place underground improvements (water, sewer, other utilities,

drainage management) ahead of any street improvements. A more detailed study to determine actual improvement needs based on projected improvements could identify potential opportunities. For example, determining the drainage management plan fit to the overall sub-area drainage management approach could identify what improvements are needed and where. Similarly, seeking utility cooperation to identify estimated service needs and determine improvements desired could be done to identify what undergrounding needs will be and plan routes for the utility trenches. Another approach could be to embark on a further preliminary engineering effort that would more precisely determine what improvements are needed but stop short of doing final design. The general development improvement scheme could be estimated and outlined but not completed. This could serve to determine the improvement sequence more closely.



4.0 Implementation Program

The Life on Main Master Plan identifies land uses, infrastructure improvements, adaptive reuse projects, urban design elements and streetscape elements, a circulation element, and park improvements for the Study Area. Completion of these projects over a phased time horizon will be necessary to capture private sector investment, including the attraction of potential developers. This plan is designed to spur redevelopment of the area and is a product of the collective efforts and input of City staff, neighborhood residents, business and property owners and stakeholders.

Implementation of this plan depends upon city investments to attract private sector development. There are many factors that will determine if the private sector will embrace the development envisioned in the

plan. Market demand, competition from other projects within the city, and development costs will factor into their decision. Developing a strategy to construct public infrastructure and working proactively with the development community through public-private partnerships will need to be entertained. Early phasing of improvements that focus on establishing character for the area could give potential investors confidence to invest in the area.

City staff will need to be proactive in attracting tenants and developers to the site. Branding and marketing the area will be necessary to facilitate lead generation. The City must play an active role in increasing public awareness of the area's current assets and upcoming improvements and facilitating

agreements and projects that capture the Life on Main vision.

4.1 PLAN FOR GETTING STARTED

A mix of uses and improvements are proposed within the study area, including commercial, office, light industrial, residential and recreation. Utilization of limited city resources requires thinking strategically about the overall implementation of the preferred plan. As a focal point within the plan, the Historic Plaza is the most promising area to begin as a catalyst project. A number of factors make this a logical starting point. The historical buildings are already there and can be re-purposed for other economic uses, thus creating a critical mass of activity and generating excitement about the



development potential for adjacent sites. This site is proximate to the existing retail located to the north in downtown, and vacant parcels planned for business development are to the East and West of the parcel.

The light industrial area located immediately to the west of the Historic Plaza is envisioned to accommodate a business incubator, manufacturing/assembly, warehousing and offices. Business incubators have been used by communities as a catalyst to foster other economic development activity. There are a variety of incubator types, including technology, business, or agriculturally based. A feasibility study will need to be done by the City to determine the market demand and the economic development purpose that can be supported within the community.

Extending landscaping improvements along Florence Street will enhance the aesthetics of the area and visually connect the Study Area with the downtown north of the railroad tracks. Other streetscape improvements and enhancements are recommended within the Study Area including adding a gateway element at South Florence Street and provide traffic calming improvements along West Main Street. These improvements should encourage a cohesive and appealing look for

the Study Area and encourage a pedestrian friendly atmosphere.

Expanding and upgrading Elliot Park to neighborhood park standards enhances the livability of the area and complements planned residential development. Creation of a multi-use trail within the railroad right of way with a vegetation buffer, decorative paving, street furniture, and interpretive signage to celebrate the railroad history is an opportunity to beautify the area. This trail could also connect to the Historic Plaza and Elliot Park to the East and the Historic Plaza.

To stimulate private sector investment in the area, the City should issue a Request for Proposal (RFP) to attract a private developer for one or more of the City owned parcels. Entering into a public-private partnership, in which the city provides the land, streamlines the site planning and permitting process and waives various fees, is a catalyst for economic development. As a first step, the City should identify potential uses/tenants that could fill the space which proves that there exists market demand at this location.

Prior to modifying and adopting a PAD ordinance, it is strongly recommended the City of Casa Grande declare Life on Main an infill district which provides relief from development standards, expedites plan

processing, expedites zoning, and allows fee waivers. It is recommended the existing PAD zoning ordinance be amended to create development standards for the downtown area that are consistent with LOM Master Plan's goals.

Finally, creating the regulatory framework to support the Master Plan for the various land uses, it is recommended a developer prepare and submit a Planned Area Development (PAD) rezone request and development application. The purpose of a PAD is to accommodate a mix of land uses and allow for innovative design and flexibility in projects within the study area. This plan becomes the guiding document that lays out the vision for future investment.

Life on Main Implementation Program identifies key projects and recommended action steps by phase to complete projects, including the identification of potential funding sources. Some strategies refer to the development of specific sites, while others refer to broader area wide efforts. This series of recommended actions and policies is designed to act as a road map for the City's efforts to realize the vision and goals. Identification of funding sources is meant as a guide and it is envisioned that the City would combine several projects into a general

obligation bond in order to jump start the redevelopment of the area. The implementation program is included in the Table 4-1 Implementation Program.

4.2 THE IMPLEMENTATION PROGRAM

The Implementation Program is a guide for physical improvement of the Life on Main site over the next 2 to 10 years. The Implementation Program (Table 4-1) provides a series of recommended actions and steps designed to act as a road map for the city's efforts to realize their vision.

It provides information on the infrastructure that is needed, funding and financing mechanisms available, and the phasing to initiate the plan implementation process. The Implementation Program is provided by phase and is broken into categories that highlight the Plan's major strategies and development recommendations. These categories include:

Regulatory Policies: Recommended changes to policies and procedures affecting redevelopment.

Capital Improvements: A series of public improvements, including basic upgrades of public infrastructure and strategic projects to

encourage redevelopment thereby enhancing the development potential of the site.

Economic Development and Marketing: Recommended actions to facilitate redevelopment and marketing the site.

Historic Preservation: Recommended actions for adaptive reuse of historic structures.

4.3 PHASING OF REDEVELOPMENT

Redevelopment of the Study Area will occur over several years, given the size of the area. There are certain projects and initiatives that may occur in three general phases, as described below. The relative priority of projects could change if developer interest emerges or ownership patterns change. Redevelopment of the Study Area will occur over a period of several years given current economic conditions and availability of funding. Certain projects and initiatives that are expected to spur the most activity, investment, and redevelopment in the Study Area should be undertaken in Phase 1. These are catalyst projects that will help jump start development in the Study Area. Projects and initiatives associated with Phase 2 are city initiatives to improve property and surroundings to gain the attention of perspective developers. Phase 3, are

associated with developing the sites. The associated tasks with each Phase are not absolute and lineal. The tasks could occur in later or earlier phases depending upon staffing, availability of capital or as opportunities arise. Over this timeframe the following projects should occur:

Regulatory Policies: Declaration of an infill district, adoption of a PAD for the study area, and establishment of a Business Improvement District.

Capital Improvements: Extension of Florence Street improvements; streetscape improvements and enhancements; linear park and regional trail connection with the Railroad Right of Way; grade separated crossing at railroad tracks; Elliot Park improvements and expansion; and additional parking.

Historic Preservation: Stabilize, renovate, rehabilitate, restore the exterior and interior of the historic structures; adaptive reuse of two historic structures, Shonessy House and Casa Grande Hotel.



Life on Main Master Plan

Economic Development: Creation of 30,315 square feet of retail/restaurant space, 26,291 square feet of office space and 30,200 square feet of industrial space; establishment of a business incubator; and branding and marketing the Study Area.

Table 4-1. Implementation Program

PHASE 1 IMPLEMENTATION STRATEGY			
ACTION ITEM	SUMMARY	TOOLS / FUNDING SOURCES	KEY STEPS
REGULATORY			
Infill District	Pass resolution declaring the LOM study area an Infill District	Resources <ul style="list-style-type: none"> City Staff and/or consultant 	Findings <ul style="list-style-type: none"> Use city staff to research findings in support of A.R.S. §9.499.10.A. Use city staff or consultant to calibrate the reduced development standards and develop a parking management plan If consultant is required, develop RFP / scope of work and budget for the project. Advertise RFP and administer contract
Amend Zoning Ordinance	Update the PAD Zone Code ordinance with flexible development standards compatible with an urban environment and the historic downtown Casa Grande.	Resources <ul style="list-style-type: none"> City staff and/or consultant Funding Sources <ul style="list-style-type: none"> TIF General Fund 	Amend Zoning Ordinance <ul style="list-style-type: none"> Use city staff to modify the existing PAD zone ordinance for urban development standards and form If consultant is required, develop RFP / scope of work and budget for the project. Advertise RFP and administer contract
CAPITAL IMPROVEMENTS			
Historic Plaza	Historic Plaza Maintenance Agreement Options -The goal is to develop a public plaza between the two historical structures to accommodate festivals, art/food fairs and special events	Resources <ul style="list-style-type: none"> City staff Funding Sources <ul style="list-style-type: none"> GO bond TIF 	Maintenance Agreement Options <ul style="list-style-type: none"> Draft maintenance agreement options for plaza in light of ownership or tenant possibilities to historic structures. Prepare maintenance agreement for consideration with entitlement of property by developer Vacate Portion of Washington Street Vacate a portion of Washington Street to accommodate the plaza
UPRR right-of-way: linear park and pedestrian bridge	Ensures pedestrian safety by developing a Safety Trail along the UPRR right of way	Resources <ul style="list-style-type: none"> City staff lead Union Pacific Funding Sources <ul style="list-style-type: none"> HURF USDA 	Memorandum of Agreement with UPRR <ul style="list-style-type: none"> Initiate right-of-way discussions with Union Pacific for safety enhancements including right of way access and agreements, adjacent satellite parking and location of petroleum pipes. Develop and obtain Memorandum of Agreement UPRR



PHASE 1 IMPLEMENTATION STRATEGY

ACTION ITEM	SUMMARY	TOOLS / FUNDING SOURCES	KEY STEPS
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- Include proposed safety enhancement of the linear safety trail, pedestrian bridge, satellite parking and right-of-way improvements within PAD application

USDA Grant Application

- Prepare and apply for USDA grant for safety trail enhancements along UPRR

HISTORIC PRESERVATION

<p>Adaptive re-use of the Shonessy House and Casa Grande Hotel</p>	<p>Conduct an economic feasibility study to determine cost and steps required to reuse and rehab historic structures</p>	<p>Resources</p> <ul style="list-style-type: none"> ■ City Staff and /or consultant <p>Funding Sources</p> <ul style="list-style-type: none"> ■ National Trust for Historic Preservation ■ Arizona Heritage Fund ■ TIF ■ GO bond 	<p>Grant</p> <ul style="list-style-type: none"> ■ Apply for grant funding (NTHP, AHF) to conduct economic feasibility study <p>RFP</p> <ul style="list-style-type: none"> ■ If consultant is required, develop RFP / scope of work and budget for the project. Advertise RFP and administer contract Conduct study
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ECONOMIC DEVELOPMENT

<p>LOM Project Branding and Marketing</p>	<p>Brand and market the LOM Project to developers, builders and real estate agents This should be one of the first items completed concurrent to amending the zoning ordinance</p>	<p>Resources</p> <ul style="list-style-type: none"> ■ City Staff ■ Consultant <p>Funding Sources</p> <ul style="list-style-type: none"> ■ TIF ■ General Fund 	<p>Marketing</p> <ul style="list-style-type: none"> ■ Develop marketing and advocacy materials to include LOM pocket folders, brochures, and 3D fly thru showing potential phased development of the site <p>RFP</p> <ul style="list-style-type: none"> ■ If consultant is required, develop RFP / scope of work and budget for the project. Advertise RFP and administer contract
<p>Business Incubator Feasibility Study</p>	<p>Conduct a feasibility study for a business incubator</p>	<p>Resources</p> <ul style="list-style-type: none"> ■ City Staff ■ Consultant <p>Funding Resources</p> <ul style="list-style-type: none"> ■ EDA 	<p>Business Incubator Economic Feasibility Study</p> <ul style="list-style-type: none"> ■ Apply for funding to conduct economic feasibility study ■ Pro forma analysis with ownership options (e.g. private developer, public /private)

PHASE 1 IMPLEMENTATION STRATEGY			
ACTION ITEM	SUMMARY	TOOLS / FUNDING SOURCES	KEY STEPS
Matching Funds	Identify and use General Funds as a source of matching funds for grants of studies and capital improvements	Resources <ul style="list-style-type: none"> City Staff Funding Resources <ul style="list-style-type: none"> General funds 	<ul style="list-style-type: none"> Identify granting sources and cycle, matching amount to leverage funds, application requirements and parameters for use of funds Identify available general funds available Request funds at City's annual budget earmarking funds for LOM Apply for grants



PHASE 2 IMPLEMENTATION STRATEGY

ACTION ITEM	SUMMARY	TOOLS/FUNDING SOURCES	KEY STEPS
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ECONOMIC DEVELOPMENT

Market Property	Using the branding created in Phase I, market the property to developers through a RFP process	Resources <ul style="list-style-type: none"> ■ City Staff ■ Consultant Funding Sources <ul style="list-style-type: none"> ■ General Fund 	Marketing <ul style="list-style-type: none"> ■ Identify media to advertise. ■ Brochures and website to detail property attributes ■ Highlight available PAD zoning and standards ■ Develop marketing and advocacy materials to include LOM pocket folders, brochures, and 3D fly thru showing potential uses and phased development of the site ■ Market parcels or entire site; ideally a single, master developer is desired RFP <ul style="list-style-type: none"> ■ If consultant is required, develop RFP / scope of work and budget for the project. Advertise RFP and administer contract
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REGULATORY

Entitle project site	City or developer to entitle the property with PAD zoning	Resources <ul style="list-style-type: none"> ■ City staff, consultant and/or developer Funding Sources <ul style="list-style-type: none"> ■ General Fund ■ TIF 	Entitle LOM PAD <ul style="list-style-type: none"> ■ Internal staff and/or supplemented with consultant to create and fulfill the PAD zone application requirements and draft development agreement ■ Include proposed safety enhancement of the linear safety trail, pedestrian bridge, satellite parking, Elliot Park improvements, right-of-way improvements and any other LOM specifications within PAD application ■ Include Maintenance Agreement for the plaza of the historical structures ■ If consultant is required, develop RFP / scope of work and budget for the project. Advertise RFP and administer contract ■ Entitle property with the PAD zoning
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LOM Streetscape improvements and Enhancements	Develop LOM detailed streetscape design standards. As a component to the PAD zone application, create a plan for	Resources <ul style="list-style-type: none"> ■ City staff ■ Consultant 	LOM Project Design Standards <ul style="list-style-type: none"> ■ Develop a comprehensive set of streetscape improvements and coordinating signage requirements
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PHASE 2 IMPLEMENTATION STRATEGY

ACTION ITEM	SUMMARY	TOOLS/FUNDING SOURCES	KEY STEPS
	streetscape and signage to encourage a cohesive appealing look throughout the LOM neighborhood	Funding Sources <ul style="list-style-type: none"> ■ GO bond 	<ul style="list-style-type: none"> ■ Develop RFP / scope of work and budget for the LOM Project Design Standards, advertise RFP and administer contract ■ Adopt the LOM Project Design Standards within the PAD Zoning and as within the development agreement to ensure improvements with subsequent development ■ City may strategically identify portions of the plan to implement that provides curb appeal to attract economic development activities and/or require as part of private development

CAPITAL IMPROVEMENTS

Elliot Park improvements and expansion	Expand Elliot Park and install improvements including children's playground, ramada, pet rest area, enhanced landscaping and lighting, site furnishings, and water feature	Resources <ul style="list-style-type: none"> ■ City staff ■ Consultant Funding Sources <ul style="list-style-type: none"> ■ Impact fees ■ GO bond 	Property Acquisition <ul style="list-style-type: none"> ■ Continue to work with the School District to acquire the park and work with the property owner to acquire the parcel north of the park Vacate Portion of East 1st Avenue <ul style="list-style-type: none"> ■ When property is acquired, vacate a portion of E. 1st Avenue to create single parcel Elliot Park Plan <ul style="list-style-type: none"> ■ Develop RFP / scope of work and budget for the Elliot Park Improvement Project., advertise RFP and administer contract ■ Develop Elliot Park plan (construction documents) to include park improvements per LOM Redevelopment Elliot Park Plan Improvements <ul style="list-style-type: none"> ■ Develop RFP / scope of work and budget for contractor to construct the Elliot Park Plan Improvements, advertise RFP and administer contract ■ Construct Elliot Park Plan improvements
Florence Street improvements	Design landscaping and street amenity improvements that extend the same landscaping improvements design as constructed along Florence Avenue	Resources <ul style="list-style-type: none"> ■ City staff ■ Consultant ■ Contractor 	Florence Street Improvements Plan <ul style="list-style-type: none"> ■ Develop RFP / scope of work and budget for the Florence Street Improvement Project., advertise RFP and administer contract ■ Develop a comprehensive set of streetscape improvements (construction documents) and coordinating signage requirements



PHASE 2 IMPLEMENTATION STRATEGY

ACTION ITEM	SUMMARY	TOOLS/FUNDING SOURCES	KEY STEPS
		Funding Sources <ul style="list-style-type: none">■ HURF■ GO bond	Construct Florence Street Improvements <ul style="list-style-type: none">■ Develop RFP / scope of work and budget for contractor to construct the Florence Street Improvements, advertise RFP and administer contract

PHASE 3 IMPLEMENTATION STRATEGY			
ACTION ITEM	SUMMARY	TOOLS/FUNDING SOURCES	KEY STEPS
REGULATORY			
Business Improvement District	On-going maintenance and security of the Historic Plaza will be necessary	<ul style="list-style-type: none"> ■ BID 	<ul style="list-style-type: none"> ■ Conduct research to determine feasibility ■ Form a Business Improvement District (BID)
CAPITAL IMPROVEMENTS			
Railroad right of way: Pedestrian Bridge	Safely connect pedestrian traffic from the Historic Plaza across the railroad track. Ensures pedestrian safety	<p>Resources</p> <ul style="list-style-type: none"> ■ Union Pacific ■ Consultant ■ City staff <p>Funding Sources</p> <ul style="list-style-type: none"> ■ HURF 	<p>Analysis</p> <ul style="list-style-type: none"> ■ When there is enough foot traffic to warrant the construction of a pedestrian bridge, conduct the engineering studies ■ Identify the associated cost and seek funding <p>Design</p> <ul style="list-style-type: none"> ■ Draft construction drawings to 10% <p>Grant</p> <ul style="list-style-type: none"> ■ Apply for funding
Railroad right of way: Linear park and regional trail connection	Enhance the safety and esthetics of the railroad right of way	<p>Resources</p> <ul style="list-style-type: none"> ■ Union Pacific ■ Consultant ■ ADOT 	<p>Design</p> <ul style="list-style-type: none"> ■ Draft construction drawings to 10% <p>Grant</p> <ul style="list-style-type: none"> ■ Apply for funding
Railroad right of way: Parking	Add district parking north of the railroad ROW	<p>Resources</p> <ul style="list-style-type: none"> ■ City staff 	<ul style="list-style-type: none"> ■ Considering adding parking when there is a need to fill
HISTORIC PRESERVATION			
Adaptive re-use of the Shonessy House and Casa Grande Hotel and Plaza	Seek improvements options either with City as lead or developer. Ideally, both plaza and structures are improved together	<p>Resources</p> <ul style="list-style-type: none"> ■ Consultant <p>Funding Sources</p> <ul style="list-style-type: none"> ■ EDA ■ TIF 	<p>Design</p> <ul style="list-style-type: none"> ■ City, owner or tenant to create construction drawings <p>Permit</p> <ul style="list-style-type: none"> ■ Execute construction drawing and apply for building permit ■ Pull permits to improve property and plaza



PHASE 3 IMPLEMENTATION STRATEGY

ACTION ITEM	SUMMARY	TOOLS/FUNDING SOURCES	KEY STEPS
ECONOMIC DEVELOPMENT			
Business Incubator	If feasibility is determined in Phase 1, consider range of optimal ownership/partnership opportunities; apply for funding to construct the incubator	Resources <ul style="list-style-type: none"> ■ Consultant ■ City staff Funding Sources <ul style="list-style-type: none"> ■ EDA ■ TIF 	Analysis <ul style="list-style-type: none"> ■ Determine development/ownership/management approach Grant <ul style="list-style-type: none"> ■ Apply for grant money to construct the incubator
Formal RFP/RFQ process	Forge agreements with private developer for redevelopment of one or more parcels	Resources <ul style="list-style-type: none"> ■ City staff 	Analysis <ul style="list-style-type: none"> ■ Identify the parcel(s) to go forward RFP/RFQ <ul style="list-style-type: none"> ■ Draft RFP/RFQ and prepare a list of potential developers ■ Choose developer and proceed with development agreement

4.4 INFRASTRUCTURE FUNDING AND FINANCING MECHANISMS

Some of the recommended projects and actions can be implemented through administrative and policy decisions or can be funded through established municipal programs, while others will require special technical and/or financial assistance. For example, the City might offer technical assistance and support to a developer who will foster the objectives of the Life on Main plan. For City owned property, the City should solicit developer interest by preparing a developer "Request for Proposal" (RFPs).

The City has a variety of tools and mechanisms available to finance capital projects, such as streetscape improvements, historic preservation, park improvements, etc. Casa Grande has a designated Tax Increment Financing (TIF) district that encompasses the Study Area. TIF is a mechanism used to carry out revitalization and redevelopment activities on a local basis. It allows the community to capture the increase in property taxes that results from new development, redevelopment and appreciation in the value of existing property. These funds can be used to pay for the public costs involved in the project either directly or

through reimbursements to a developer. TIF funds can be used for:

- Acquisition, clearance and other land assembly and site preparation activities
- Rehabilitation of existing buildings
- Incentives to attract or retain private development
- Marketing of development sites

Funding and financing for services and maintenance for public infrastructure like landscaping, sidewalks, lighting, etc. is currently done through the City's general fund. The City should consider the creation of an Improvement District that allows for the funding of on-going maintenance of streetscape improvements and the Historic Plaza. A variety of improvement district mechanisms exist:

- Business Improvement District
- Municipal Improvement District
- Special Improvement District
- Community Facilities District
- Parking District

Given the proposed phasing and the makeup of the Study Area improvements, it is envisioned that the City would employ a

combination of funding and financing mechanisms for plan implementation. Table 4-2 lists a variety of financing and funding mechanisms for the City to consider.



Table 4-2. Financing and Funding Mechanisms

FINANCING/FUNDING MECHANISM	REPAYMENT METHOD	USES FOR LIFE ON MAIN
BOND		
<ul style="list-style-type: none"> ■ General Obligation Bonds (GO) ■ Revenue Bonds ■ Highway User Revenue Funds Bonds (HURF) 	<ul style="list-style-type: none"> ■ Property Taxes ■ Pledge of specific revenues such as utility revenues, HURF, etc. ■ City's HURF allocation 	<ul style="list-style-type: none"> ■ All aspects of plan implementation including utility infrastructure, streets, sidewalks, landscaping, public buildings, parks, road and sidewalk maintenance ■ Utility infrastructure, parking ■ General street improvements ■ Maintenance (although restricted to less than ½ of revenues)
SPECIAL TAXING DISTRICTS		
<ul style="list-style-type: none"> ■ Community Facilities District (CFD) ■ Municipal Improvement District (MID) ■ Business Improvement District ■ Parking District ■ Special Improvement District 	<ul style="list-style-type: none"> ■ GO Bond ■ Secondary property taxes ■ Special assessment bonds on CFD area ■ Special assessment on property owners ■ Contingent liability of General Fund ■ Special Assessment ■ Fees from parking meters, and other related parking revenue ■ Special Assessment 	<ul style="list-style-type: none"> ■ All aspects of infrastructure within the CFD ■ Operations and maintenance ■ All aspects of plan implementation including utility infrastructure, streets, sidewalks, lighting, landscaping, public buildings, parks, Road and sidewalk maintenance ■ Maintenance, security and marketing ■ Parking lots, parking structures, parking and transportation signage ■ Landscaping, maintenance and security ■ A wide array of public improvements, including lighting and landscaping ■ Public services including landscape maintenance in public areas, planning, promotion, transportation and public parking
DEVELOPMENT AGREEMENTS		
<ul style="list-style-type: none"> ■ Public-Private Partnerships ■ Payback Agreements 	<ul style="list-style-type: none"> ■ Debt issued by city ■ Outlined in a development agreement 	<ul style="list-style-type: none"> ■ Parking ■ Public infrastructure ■ Over sizing public infrastructure to benefit future uses

FINANCING/FUNDING MECHANISM	REPAYMENT METHOD	USES FOR LIFE ON MAIN
GRANTS/LOANS		
<ul style="list-style-type: none"> ■ Economic Development Administration, Public Works and Economic Development Program ■ Economic Development- Local Technical Assistance ■ National Trust for Historic Preservation ■ Arizona Heritage Fund ■ Arizona Commerce Authority (ACA) Vision Grants to Rural Communities ■ Section 108 Loan Guarantee Program ■ Greater Arizona Development Authority (loans)² ■ Greater Arizona Development Authority (technical assistance grants) ■ U.S. Department of Administration (USDA) Rural Business Opportunity Grants (RBOG) 	<ul style="list-style-type: none"> ■ Grant ■ Grant ■ Grant ■ Grant ■ Grant ■ Four times the City’s annual CDBG allocation used as collateral to securitize the loan¹ ■ Developer repays the debt service ■ GO and Revenue Bonds ■ COP or MPC ■ CFD and MID ■ Grant ■ Grant 	<ul style="list-style-type: none"> ■ Business incubators and accelerators, telecommunications infrastructure ■ Feasibility study for an activity that advances local economic development, such as an incubator ■ Economic feasibility study for the reuse of a threatened historic properties ■ Historic preservation ■ Economic development infrastructure ■ Property acquisition, economic development activities, construction or installation of public facilities, public works and other site improvements ■ Public improvements that enhance economic development ■ Engineering planning, design review, feasibility studies or other infrastructure development elements ■ Community economic development, technology-based economic development, feasibility studies, leadership and entrepreneur training, rural business incubators, and longer term business strategic planning

¹ City's CDBG allocation comes through CAAG who would determine whether this funding mechanism could be used.

² GADA is now administered by Water Infrastructure Finance Authority (WIFI). There are no funds allocated this fiscal year for loans or technical assistance, but that could change in future fiscal years.



FINANCING/FUNDING MECHANISM	REPAYMENT METHOD	USES FOR LIFE ON MAIN
OTHER		
<ul style="list-style-type: none"> ■ Tax Increment Financing (TIF) 	<ul style="list-style-type: none"> ■ Dedicated Source ■ Revenue Bonds ■ 	<ul style="list-style-type: none"> ■ Acquisition, clearance and other land assembly and site preparation activities ■ Rehabilitation of existing buildings ■ Incentives to attract or retain private development ■ Marketing of development sites
<ul style="list-style-type: none"> ■ In-Fill Incentive District 	<ul style="list-style-type: none"> ■ N/A 	<ul style="list-style-type: none"> ■ Expedited zoning or rezoning procedures. ■ Expedited processing of plans and proposals ■ Waivers of municipal fees for development activities as long as the waivers are not funded by other development fees ■ Relief from development standards
<ul style="list-style-type: none"> ■ Development Impact Fees ■ Certificates of Participation (COP) 	<ul style="list-style-type: none"> ■ Dedicated Source ■ General Fund ■ Pledge of city revenues such as state shared funds, excise taxes 	<ul style="list-style-type: none"> ■ Park improvements ■ Municipal buildings, public safety equipment, parking facilities
<ul style="list-style-type: none"> ■ Municipal Property Corporation (MPC) 	<ul style="list-style-type: none"> ■ Pledge of city revenues such as state shared funds, utility revenues, excise taxes 	<ul style="list-style-type: none"> ■ Construction of Public Facilities ■ Street Improvements ■ Land acquisition
<ul style="list-style-type: none"> ■ Government Property Lease Excise Tax (GPLET)³ 	<ul style="list-style-type: none"> ■ Eliminates real property tax and replaces it with an excise tax which is paid by the user over the term of the agreement 	<ul style="list-style-type: none"> ■ Office buildings ■ Retail ■ Hotels ■ Parking ■ Residential ■ Industrial

³GPLET A business located in a single central business district is subject to an abatement of the first eight years of the excise tax. The excise tax is a rate established based on use and per square foot. Use of GPLET requires the transfer of the title for the building and leasehold improvements to the City. The excise tax is reduced 20% every ten years for the duration of the agreement.



GRADE-SEPARATED
PEDESTRIAN CROSSING

LINEAR PARK AND
REGIONAL TRAIL

ADDITIONAL DISTRICT PARKING

FLORENCE STREET STREETScape
IMPROVEMENTS EXTENSION

DOG PARK

PARK RAMADA

DOWNTOWN
GATEWAY

HISTORIC PLAZA



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City of
Casa Grande