

QUEEN CREEK



DOWNTOWN CORE UPDATE 2024 WITHIN THE TOWN CENTER

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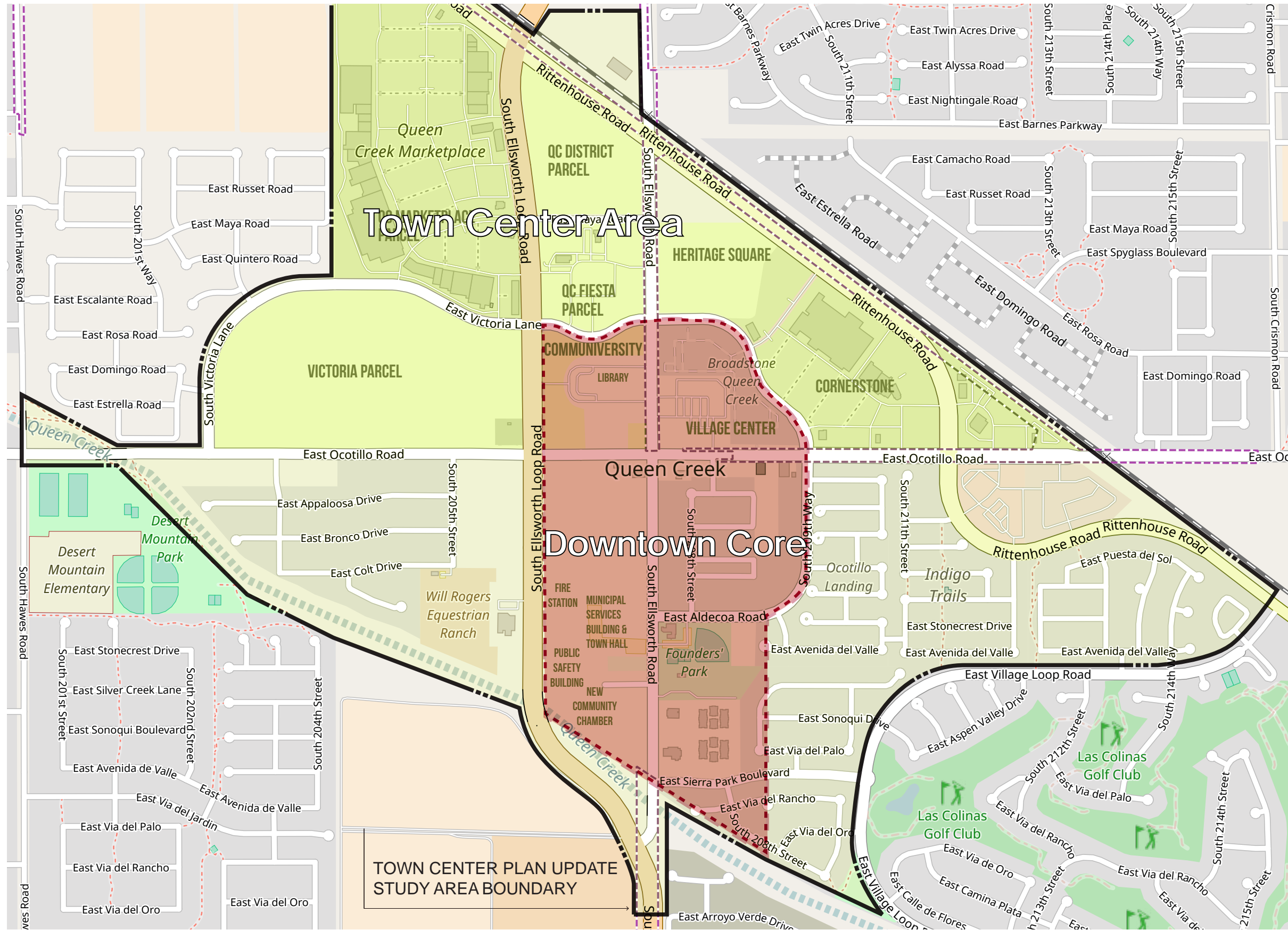
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Town Council Presentation
December 20th, 2023



CONTEXT MAP



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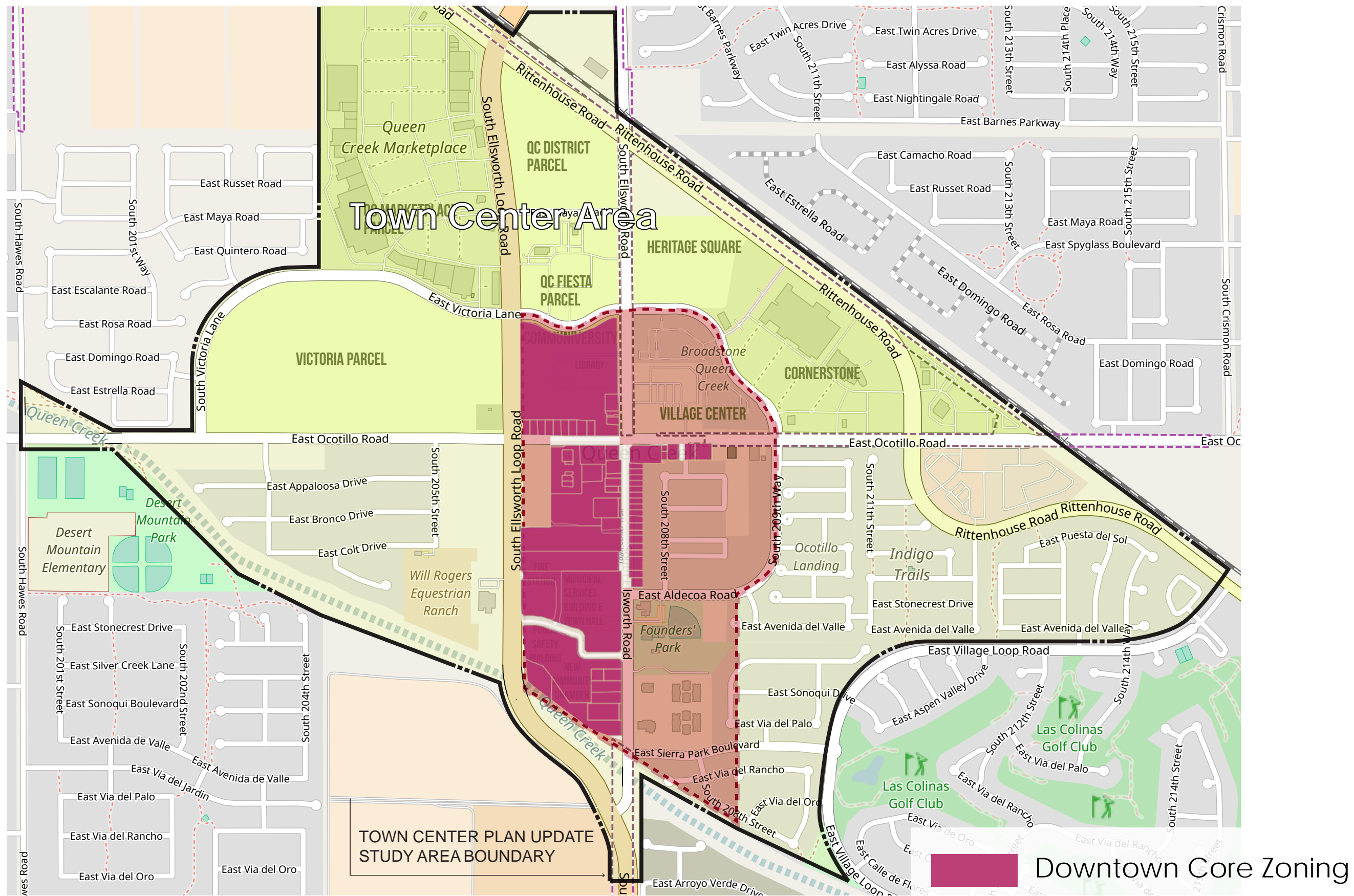
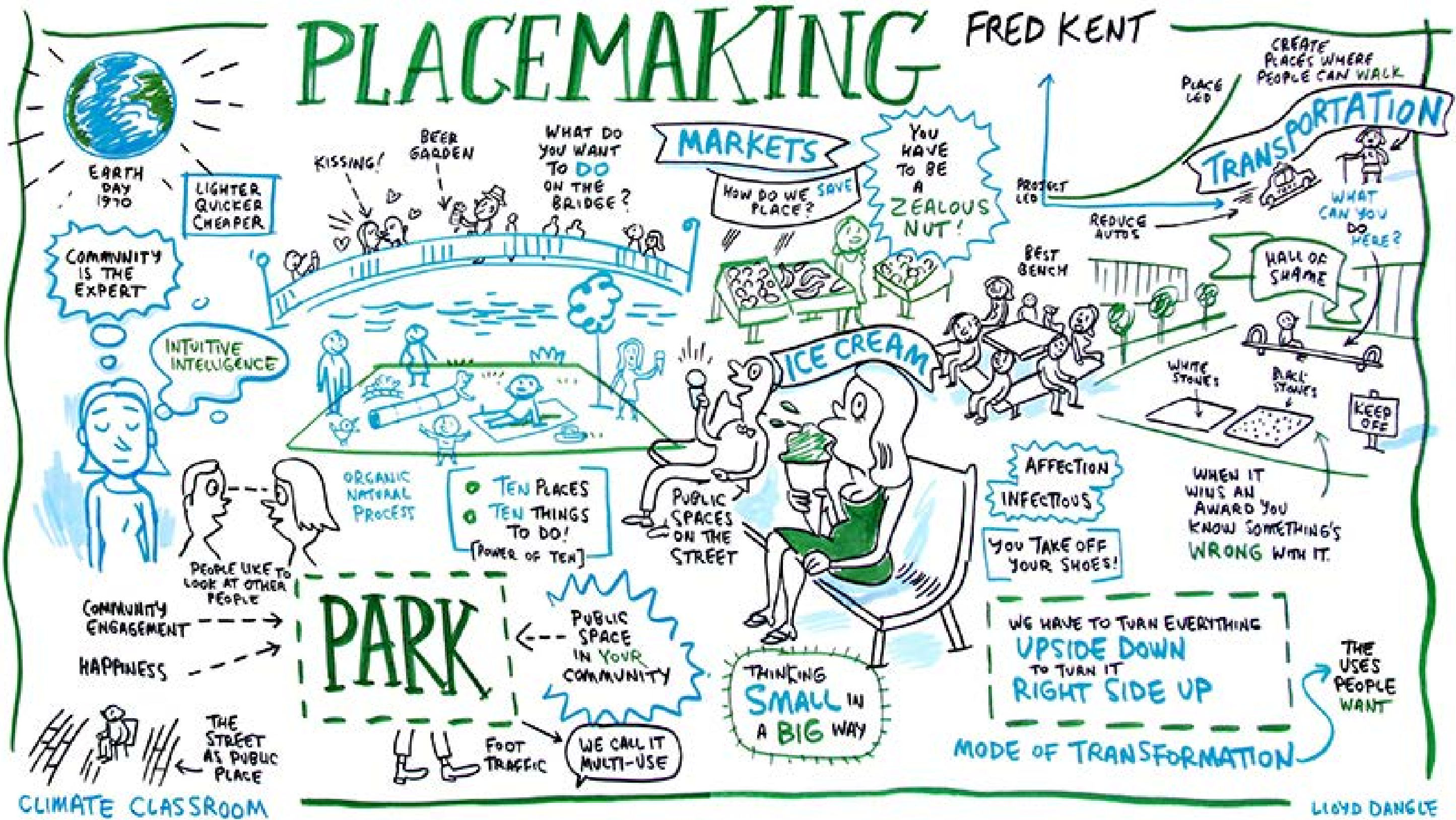


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PLACE MAKING



NEXT FIVE YEARS (2024 - 2029)

- Continue to be proactive in opportunities for **strategic Town land purchases**
- Continue to promote and **attract unique private development** initiatives
- Continue to **commit to public capital expenditures** (i.e. roadways and public parking) to ensure and entice private sector development
- Continue to **analyze municipal codes, ordinances, and approval processes** to ensure there are no cumbersome roadblocks to private sector investment
- Continue to **engage with the greater community** to ensure the vision's evolution is based on consensus



EXECUTIVE SUMMARY

- Within the framework of the Town Center
- Multi-faceted approach
- Economic and market action items



EXECUTIVE SUMMARY

METHODOLOGY FOCUS

- Reinforce the previous work done to date
- Reaffirm the Council and community's aspirations
- Provide a “status report” on accomplishments
- Acknowledge changing dynamics that impacted the plan
- Highlight key next steps



EXECUTIVE SUMMARY

2017 ACTION ITEMS & STATUS

- PREPARE UPDATED DESIGN GUIDELINES

Status: Complete

- CREATE A DOWNTOWN CORE OVERLAY DISTRICT

Status: On Going - Additional evaluation and research is needed on allowed/ prohibited uses.

- PRODUCE AN OVERALL COST ANALYSIS

Status: On Going - Changes in economic conditions, increase in the cost of supplies and Town Council priorities have resulted in the need for an updated analysis of any additional future Capital Improvement Projects including open space, infrastructure and public-private investment partnership costs.

- GENERATE AN OVERALL DRAINAGE STRATEGY

Status: On Going - A drainage design was completed for portions of the Downtown Core; however additional

evaluation and design is needed for smaller parcels in the area including the conversion of residential to commercial along Old Ellsworth Road.

- DEVELOP A DETAILED PARKING MANAGEMENT PLAN

Status: On Going - Next steps should include a more detailed needs assessment and associated parking management strategy options.

- CONTINUE TO INCENTIVIZE AND ATTRACT UNIQUE USES/ACTIVITIES

Status: On Going - Evaluate the use of the Town Center Fund - Queen Creek Special District - If the 0.25% sales tax is sunsetted continue to evaluate and incentive strategic projects.

- INITIATE A PEDESTRIAN AND BICYCLE CONNECTIVITY STUDY

Status: On Going

- ESTABLISH A NEW BRANDING STRATEGY

Status: On Going

EXECUTIVE SUMMARY

COMPLETE FROM 2017 RECOMMENDATIONS

- Established a Downtown Core Zoning District
- Created Downtown Core Design Guidelines
- Design and construct (underway) three new roadways (Aldecoa Drive, Munoz Street & Summers Place)
- Worked with a consultant to create a shared parking model/formula
- Developed a drainage strategy for larger vacant parcels
- Issued a request for proposal for Town owned land (6.8 acres around the Communiversity/Library site)
- Created the Downtown Arts & Placemaking Advisory Committee and the Downtown Arts & Placemaking Master Plan is underway

EXECUTIVE SUMMARY

ONGOING FROM 2017 RECOMMENDATIONS

- Create a downtown core overlay district
- Produce an overall cost analysis
- Generate an overall drainage strategy for smaller parcels in the area including the conversion of residential to commercial along Old Ellsworth Road.
- Establish a new Branding strategy for this specific area of the Town Center
- Develop a detailed parking management plan
- Continue to incentivize and attract unique uses/ activities and phase out the Façade Improvement Program by July 1st, 2024
- Initiate a pedestrian and bicycle connectivity study to identify existing connectivity gaps that impede bicycle and pedestrian travel throughout the Town Center area, and to link residential neighborhoods with the Downtown Core, Queen Creek Wash and surroundings
- Establish a new branding strategy

EXECUTIVE SUMMARY

NEW RECOMMENDATIONS FOR 2024 AND BEYOND

HIGHER PRIORITY

1. Evaluate next investment opportunities for Town Council (roadways, infrastructure, etc)
2. Establish Village Green/Square area (public - private partnership)
3. Review and update the Downtown Core Design Guidelines section of the zoning ordinance to ensure the Town is still implementing best practices and update accordingly with additional regulations for adaptive reuse and new construction
4. Evaluate future use of Founder's Park
5. Conduct a future parking needs assessment, parking management plan and identify locations for shared public parking
6. Phase out Façade Improvement Program by July 1st, 2024
7. Evaluate the use of the Town Center Fund - Queen Creek Special District - if the 0.25% sales tax is sunsetted, continue to evaluate and incentivize strategic projects

EXECUTIVE SUMMARY

MODERATE PRIORITY

1. Explore options for trash easements and shared trash locations/models
2. Initiate a pedestrian and bicycle connectivity study
3. Evaluate when to issue RFP's for remaining Town Owned Land
4. Analyze potential opportunities for additional property acquisition based on Town's future goals
5. Work on a plan to underground above ground utility poles
6. Evaluate the need for "Downtown Task Force" to assist with Downtown programs and projects
7. Analyze the existing Downtown Core zoning in this unique area (given the existing nonconforming and transitional land uses)
8. Evaluate branding, wayfinding and signage opportunities
9. Continue to work with property owners on community preservation, beautification efforts, and code compliance

EXECUTIVE SUMMARY

LOWER PRIORITY

1. Drainage - need plan for undergrounding drainage for small houses along Ellsworth Road
2. Encourage formalization of a Downtown Merchant Association
3. Evaluate existing events and attraction of new events in Downtown Core
4. Implement Recommendations from Approved Downtown Queen Creek Art & Placemaking Plan 2023



MASTER PLAN PERSPECTIVE



“Invest wisely in beauty,
it will serve you
all the days of your life.”

- Frank Lloyd Wright

“There is no greater gift to the future than for each generation to give its best to the next, just as our ancestors have done for the present”

- Vernon D. Swaback. FAIA