

# CITY COUNCIL AGENDA

CITY COUNCIL CHAMBERS . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

---

**WORK SESSION**  
**March 26, 2007**  
**6:00 PM**

---

## **CALL TO ORDER BY MAYOR ROGERS**

**1 ROLL CALL BY THE CITY CLERK**

**2 WORK SESSION - CITY CENTER AREA PLAN CONCEPT ALTERNATIVES**

The consultants for the City Center Area Plan will present the results of their research and two conceptual alternatives for Council review and discussion. The study area is bordered by the I-10 Freeway on the north, Coldwater Springs Boulevard on the south, the 113th Avenue alignment on the east and the 117th Avenue alignment on the west. No formal action is requested, but the City Council will be asked to provide appropriate direction.

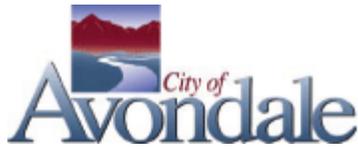
**3 ADJOURNMENT**

Respectfully submitted,

A handwritten signature in cursive script that reads "Linda M. Farris".

Linda Farris, CMC  
City Clerk

Any individual with a qualified disability may request a reasonable accommodation by contacting the City Clerk at 623-333-1200 at least 48 hours prior to the council meeting.



# CITY COUNCIL REPORT

**SUBJECT:**  
Work Session - City Center Area Plan Concept  
Alternatives

**MEETING DATE:**  
March 26, 2007

**TO:** Mayor and Council  
**FROM:** Dean Svoboda  
**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

The consultants for the City Center Area Plan will present the results of their research and two conceptual alternatives for Council review and discussion. No formal action is requested, but the City Council will be asked to provide appropriate direction.

**BACKGROUND:**

On January 2, 2007, the City Council approved a professional services agreement with Dyett & Bhatia Urban and Regional Planners to prepare the City Center Area Plan. The study area includes about 300 acres and is bordered by the I-10 Freeway on the north, Coldwater Springs Boulevard on the south, the 113th Avenue alignment on the east and the 117th Avenue alignment on the west. Project activity to date is summarized as follows:

- The City Council discussed their vision for the study area at a work session on January 16, 2007.
- The consultants completed the initial round of stakeholder interviews with major property owners, developers, and real estate brokers.
- The consultants held a team charrette on February 9, 2007 to discuss the preliminary results of their research and explore potential constraints /opportunities within the study area.
- The City Council held an all day mobile workshop with the consultants on February 10, 2007 to identify and discuss key urban design elements.
- The consultants completed the "Avondale City Center Market Analysis" report and the "Avondale City Center Area Plan Existing Conditions, Opportunities, and Constraints" report (see attached).
- The consultants prepared preliminary concept alternatives and reviewed these with the City's Development Team on March 15, 2007.

**DISCUSSION:**

Leslie Gould, Dyett & Bhatia, and Judie Scalise, ESI Corporation, will present the major findings from the market analysis and existing conditions reports. Ms. Gould will then present two conceptual alternatives and discuss these with the City Council. Among the key factors that will be discussed are street layout, public space, future land use, building location, and street design.

The feedback from this discussion will be used by the consultants to prepare a single concept plan for further discussion and analysis. A public open house, additional stakeholder meetings, a Planning Commission work session, and a City Council work session are tentatively scheduled in May. The City Center Area Plan will then be drafted based on the outcome of these discussions.

**RECOMENDATION:**

The City Council should consider the information, discuss the issues, and provide direction to staff and the consultants.

## ATTACHMENTS:

### Click to download

- 📄 [Exhibit A - City Council Meeting Minutes January 16, 2007](#)
- 📄 [Exhibit B - City Council Meeting Minutes February 10, 2007](#)
- 📄 [Exhibit C - Avondale City Center Market Analysis](#)
- 📄 [Exhibit D - City Center Area Plan Existing Conditions, Opportunities and Constraints Report](#)

**Excerpt  
City Council Meeting Minutes  
January 16, 2007**

Minutes of the Regular Meeting held January 16, 2007 at 7:00 p.m. in the Council Chambers.

**MEMBERS PRESENT**

Chuck Wolf, Vice Mayor  
Jim Buster  
Frank Scott  
Ken Weis  
Jason Earp

**EXCUSED**

Mayor Lopez Rogers  
Council Member Lynch

**7. CITY CENTER SPECIFIC AREA PLAN KICKOFF**

Dean Svoboda, Long Range Planning Director, addressed the Council. He reminded Council they had approved the Professional Services Agreement for Dyett & Bhatia to work on the City Center plan. He introduced Leslie Gould as the project manager.

Leslie Gould stated they were very honored to have been selected for the project. She stated they are excited because the City wants to do something unusual for Avondale. She stated the site is of significant size with hotels at one end, the civic center at the other end, and empty land in between slated to be a premier pedestrian friendly destination and a location for high quality, density housing. She stated they intend to go about the project with a bus tour and visioning session with the Council on February 10<sup>th</sup>, then alternative plans and another visioning session with alternative plans, and then refining to a preferred plan, and then back to Council. They have already begun a lot of research and will be doing interviews and conducting market analysis. She stated they have architects to help them decide if the plans will fit on the properties. She stated the plan will be previewed with the community and the last step will be to ask the Council to adopt a final plan. She stated they expect to come to Council by mid July with a fully developed concept and preferred plan and wrap up in October. She talked about the history and experience of Dyett & Bhatia. They are currently working in downtown Phoenix doing zoning and master plans for public space and circulation. She introduced some of her team members present in the audience. She stated Gammage & Burnham will be helping them with the legal framework, particularly with issues arising out of Proposition 207.

Ms Gould stated she had three questions that she would like input on from Council members. Question No. 1: What cities or places have you visited, both within Phoenix or around the country, that you think are a good model for what Avondale City Center can become?

Council Member Earp stated he had been to a lot of places and did not know if he had seen any one place that he liked. He liked the idea that they wanted something unique that had not been seen anywhere else. Ms. Gould stated he was right, you never copy another place, but there were certain elements from places you could incorporate, and that was what she was really looking for. Council Member Earp stated he would like pedestrian friendly, shady structures. He would like to be able to park at one end and walk the length of Avondale Blvd.

Council Member Weise stated he agrees with Council Member Earp, but he knows what Ms. Gould is saying, how we can take ideas from other places and make them work here and he thinks that is a good idea. He stated his vision is his family could hop on their bikes on a Saturday morning and ride their bikes to go have breakfast, do some shopping, have lunch, come home and have a nap, then ride back and have dinner with his wife and their friends. He stated he likes the idea of having the buildings closer to the street and walking by and looking in the windows. He stressed he does not want to see beige or gray buildings and he wants to see a nightlife that is supported not only by businesses, but by residents that are there, whether it is a mixed-use town home project or whether it is lofts, if economically viable. He would also like to see something that would become a focal point of the City like the trees that line Avondale Blvd. at Christmas time full of lights and people walking up and down the street and ending up here at this complex. He stated he thinks Avondale can be a destination that people from around the valley want to come to, like Tempe is right now.

Council Member Buster stated he will know it when he sees it. He stated we want to be a destination for the west side to draw in entertainment and shopping. He wants diversity of architecture, pedestrian friendly, shady areas. He stated it will not be historic, but new, and there are great opportunities in having something new. It will be special.

Council Member Scott agrees with all that has been said. What he looks for when he and his wife travel is a place that invites them to come down to shop, browse or have dinner, that says "stay here," with hotels, seeing people sitting out on patios, a place that invites you to stop and walk around. He stated he feels Avondale has a lot to offer and this is a golden opportunity. Council Member Buster offered Desert Ridge Mall as a place which he found very inviting.

Vice Mayor Wolf asked Ms. Gould how many times they had an opportunity to take something completely "green" and build a city center, and had something like this been done outside of a developer that she could think of. Ms. Gould responded typically cities had not been ready at this stage to think about 10-story high density, so it was fairly rare. Vice Mayor Wolf stated in that respect, this could be historic. He stated he wanted to make sure the City included all of the space on either side because some PADs had come

in with the focus on the first or second project only and he encourages utilizing the entire corridor. Vice Mayor Wolf stated he does not think we will see 60-story buildings. He wants everyone to keep in mind we do not want commercial parks only behind the really pretty stuff on Avondale Blvd.

Council Member Weise stated that he thinks landscaping can be used for its color and smells as a priority, as well as lighting. He stated the City has the potential of having three hospitals and he would like the City to talk to the physicians and the hospitals to determine what they are looking for in the area.

Ms. Gould gave Question No. 2: What do you picture yourself doing in the Avondale City Center?

Council Member Buster stated he envisions a great place to shop and eat out. He stated there is a lack of restaurants within the city limits of Avondale, and a place where you can spend an afternoon or evening and not have to go outside the city limits to experience that, and where other people come from outside the city.

Vice Mayor Wolf stated he would like to see a mixture of restaurants from higher-end restaurants to everyday restaurants. He stated he thinks this is an opportunity to provide something residents will not have to drive to central Phoenix for. He stated he would like to see some sort of nightlife that works into the residential uses and other uses, such as a brew pub.

Council Member Weise stated he does not want to see 50 chain restaurants along Avondale Blvd. He stated they need to encourage local restaurants that may have one location to bring them in, such as Manny's, a Mexican restaurant. He wants to get the word out to other restaurants, not chains, looking to expand.

Ms. Gould went to Question No. 3: What do you think it will take to encourage businesses and major employers to locate to Avondale City Center?

Council Member Buster said the City has incredible growth going for it and in terms of job growth, they were among the highest in the country. While growth is a challenge, it is also a catalyst in terms of developing with discretion. With the population of the state doubling every 20 years and being the fastest growing state in the country right now, we have tremendous opportunities that other communities would love to have.

Council Member Scott stated that diversity of housing would be helpful. He stated there is the opportunity to have high-rise condos mixed with a five story hotel with two stories of shopping. Also the City can have one or three acre lots with horse privileges to attract executive housing. He sees Avondale Blvd. as a place where a Capital Grille would come. He stated the biggest asset is that this is a blank canvas and they will get to do some painting.

Vice Mayor Wolf stated he does not think they are looking at one to three acre executive lots in this range. They are willing to do things of that nature in other parts of the city.

Council Member Weise stated it was incumbent upon Ms. Gould and her team to work with the Economic Development Director and ask what projects were in the works right now. He stated he does not think the City can draw off the employment that hotels and restaurants will bring, but needs to shoot a little bit higher. He suggested they need to look at Class A office space which will bring people in for lunch time, but at 5:00 those people will be gone, so what could they do to bring businesses into Avondale that will make the City a past-dusk type of destination. He stated he believes they need to focus on their partnership with PIR, with Estrella Mountain Community College, with UTI, and make sure there are jobs for those people when they graduate from UTI and Estrella in Avondale. He thinks they are looking at an employment corridor for part of Avondale Blvd. with a Class A office space, as well as the hotels and restaurants, and make sure they are here at night having dinner and will eventually move to Avondale. He reiterated Ms. Gould should work hand-in-hand with the Economic Development team to make sure they are on the same page and she is up to date on what is going on.

Vice Mayor Wolf stated Kimley-Horn moved here, a professional engineering firm, and feels the City can attract other professional firms. He asked what the City needs to do to encourage businesses. He stated his biggest concern is that they can lay out the most beautiful plan, but it will take a lot of dedication by this Council and future Councils to make sure they stick to the plan and have a good platform. He stated he believes they can build out Avondale Blvd. very fast, but he does not think it will be anything like they have been talking about. He stated clearly the market demand is there for lower end hotels, regular run of the mill chain restaurants, but they need to know what they need to do as a city now to set the vision in place. He stated he believes they need to develop partnerships with landowners and know what money they will need to spend to put the plan in place. He stated he believes this is not a 10 to 20 year build out, but that the potential in the surrounding area is quicker than that. He stressed that in order to facilitate it so the City gets what it wants, they need to know what elements they have to invest to get it put together, then they can let the Economic Development Department and Planning and Zoning run with it.

Ms. Gould stated that was their job, to tell them what elements they need to invest in for the long term.

Vice Mayor Wolf invited any other comments, and received none. He then invited any other questions from Ms. Gould. Ms. Gould had none and stated they would be bringing a lot of information to the Council on February 10<sup>th</sup>.

**Excerpt  
City Council Meeting Minutes  
February 10, 2007**

Minutes of the Work Session held February 10, 2007 at 8:00 a.m.

**MEMBERS PRESENT**

Mayor Lopez-Rogers and Council Members	Jim Buster Frank Scott Ken Weise Betty Lynch
--	---

**EXCUSED**

Chuck Wolf, Vice Mayor  
Jason Earp

**ALSO PRESENT**

Charlie McClendon, City Manager  
Andrew McGuire, City Attorney  
Linda Farris, City Clerk  
Claudia Whitehead, Economic Development Director  
Megan Neal, Planner  
Sammi Curless, Assistant to the Mayor and City Council  
Dean Svoboda, Long Range Planning Director

Leslie Gould, Dyett & Bhatia  
Monica Makarczyk, Dyett & Bhatia  
Judie Scalise, ESI Corporation  
Frank Fuller, Field Paoli Architects  
Christine Ten Eyck, Ten Eyck Landscape Architects  
Jack Mackie, Artist  
Michael Grandy, Kimley-Horn & Associates

Leslie Wade, Rose Properties  
John Ruggieri, Rose Properties

**AVONDALE CITY CENTER SPECIFIC AREA PLAN**

Council Members met in the Sonoran Room for breakfast and an orientation for the day. Ms. Gould talked to the Council about what to look for at each development. She talked about the different components to look at and reviewed maps of the places the Council would see.

At 8:30 a.m. the Council began their bus trip to Roosevelt Square and Portland Place in Phoenix, Town Lake and Mill Avenue in Tempe, the Waterfront and Optima Camelview Village in Scottsdale, Kierland Commons and Desert Ridge in Phoenix, and Westgate in Glendale. Council discussed what elements of each development they liked and did not like.

The bus returned to City Hall at 4:00 p.m.

Council agreed to hold a work session on March 26, 2007 to further discuss the Avondale City Center Specific Area Plan.

## **ADJOURNMENT**

There being no further business to come before the Council the meeting adjourned at 4:30 p.m.



## **Avondale City Center Market Analysis**

PREPARED BY:  
**ESI CORPORATION**

300 West Clarendon Avenue  
Suite 470  
Phoenix, Arizona 85013  
(602) 265-6120  
[www.esicorp.net](http://www.esicorp.net)

March 16, 2007

---

## Table of Contents

---

Introduction .....	1
Market Demand and Land Use Summary .....	1
Market Trade Area .....	3
Demographic Characteristics .....	3
Market Overview .....	8
Findings.....	26

---

## List of Tables

---

Table 1 – City of Avondale Demographic Analysis, January 2007 .....	5
Table 2 – Avondale and Trade Area Population Projections .....	8
Table 3 – Metro Phoenix and Western Suburbs Commercial Inventory, 3rd Qtr 2006 .....	11
Table 4 – Metro Phoenix Retail Inventory by Type, 3rd Qtr 2006.....	12
Table 5 – City of Avondale Retail Inventory by Type, January 2007 .....	13
Table 6 – Western Suburbs & Avondale Commercial Inventory;.....	15
Table 7 – Existing Retail SF for District 20 .....	16
Table 8 – Office Inventory Per Capita, 3rd Qtr 2006 .....	20
Table 9 – Metro Phoenix and Western Suburbs Office Inventory, 3 <sup>rd</sup> Qtr 2006..	20
Table 10 – Western Suburbs & Avondale Office Inventory; .....	21
Table 11 – Office Space by Type - Third Qtr, 2006 .....	21
Table 12 – Existing, Planned and Under Construction Office SF for the Western Suburb .....	22
Table 13 – Townhouse/Condo Housing Inventory and Permit Activity, Maricopa County .....	24
Table 14 – Percentage of New Townhouses Sold by Price Range, 2005-2006 .	25
Table 15 – Median Sales Price of New Townhouse/Condo by Year .....	25
Table 16 – Multi-Family Housing Inventory, Vacancy Rate, and Permits by Year .....	26
Table 17 – Metropolitan Area Square Feet Per Capita Retail (2006) .....	26
Table 18 – Estimated Supportable Retail Space in Avondale and Western Suburb .....	28
Table 19 – Metropolitan Area Square Feet Per Capita, High Rise and Total Office.....	31
Table 20 - Estimated Supportable Office Space in Avondale and Western Suburb .....	32
Table 21 – Avondale Projected Community Housing Needs (Demand) .....	33
Table 22 – Metro Phoenix Residential Building Permits, Percent by Type.....	34

---

## List of Figures

---

Figure 1 – City Center Market Trade Area .....	4
Figure 2 – Western Suburb District Boundaries .....	10
Figure 3 – Major Retail Centers .....	14
Figure 4 – Retail Development in Western Suburb .....	19
Figure 5 – Office Development in Western Suburb .....	23
Figure 6 – Major Office Corridors .....	30

## **INTRODUCTION**

Avondale City Center consists of 272 acres located south of Interstate 10, north of Avondale City Hall and on the west and east sides of Avondale Boulevard. As a part of the planning process an analysis of Avondale and the Avondale trade area was conducted to understand the demographic profile, real estate trends and absorption patterns for retail, office and townhouse/multi-family development.

The following was addressed as a part of this analysis:

- Total, occupied and vacant square feet of retail and office space
- Square feet of retail and office space planned and under construction
- Absorption of retail and office space
- Inventory and building permits for Townhouse/condo and multi-family
- Median sales price of Townhouse/condo
- Construction starts and completions of multi-family

In addition an inventory of other existing and planned competitive urban centers within the Western Suburb (Figure 2) was developed to gain an understanding of the potential impact these competitive properties may have on the Avondale City Center. The Western Suburb is a submarket of the Phoenix Metropolitan area and is compiled by Realty Studies, ASU Polytechnic Campus to track office and retail space. The Western Suburb market includes the cities of Goodyear, Litchfield Park, Tolleson, El Mirage and a portion of Surprise.

## **MARKET DEMAND AND LAND USE SUMMARY**

### *RETAIL*

The market for large regional malls in the Western suburb will be saturated with the construction of the two new malls approved in Goodyear (Estrella Falls) and Surprise (Prasada). The market for neighborhood and community retail is also already well served in Avondale. Avondale currently has more square feet per capita of both neighborhood and community serving retail than Maricopa County and the Western Suburb. However, Avondale south of I-10 is underserved in neighborhood and community serving retail, indicating that there are opportunities in the long run to add additional retail of this type. By 2020 there will be a need for another 300,000 square feet of neighborhood serving retail in Avondale, much of which could be built south of I-10. Additional potential for retail may exist, dependant upon the addition of office, hotel and residential development to the City Center project and surrounding area.

There is a major opportunity to create pedestrian-oriented retail that serves both the immediate City Center area and the community as a whole. There is a strong desire for that type of retail experience, and it does not currently exist in Avondale or the Western Suburbs.

## *OFFICE*

Avondale and the Western Suburb are currently underserved in office space. All of the existing office space is in low-rise buildings (mostly one story); there are no mid-rise (5 to 12 floors) or high-rise (13 or more floors) office buildings west of I-17. Based on supportable square feet per capita, by 2020 the Western Suburb could support 4.1 million square feet of low and mid-rise office space. Based purely on its own population, Avondale could support 500,000 square feet of office space through 2020. However, Avondale is strategically positioned to capture a larger share of the overall supportable office space in the Western Suburb due to its location along I-10 and its proximity to Loop 101 and I-17. There is a window of opportunity to position Avondale as a unique office area of mid-rise 5 to 12 story buildings, if amenities such as restaurants and design character are provided that can compete with other locations. Under such a scenario, Avondale could potentially accommodate one to three million square feet of office space of all building heights.

## *RESIDENTIAL*

By 2020 Avondale is estimated to need another 20,495 dwelling units, of which 80% are projected to be owner-occupied. Currently Avondale has predominantly single family residential, with some two-story apartment complexes. However, there are no townhouses or condominiums in the entire City. This represents a tremendous opportunity, because there are many types of households that desire that type of product, including young professionals, first time homebuyers, older single individuals, empty nesters, and retirees. Based on existing housing ratios in the Western Suburb, it is estimated that 7.3 percent of the total housing demand in Avondale could be met with the development of townhouse or condominiums, which translates into 1,488 dwelling units. Most if not all of those units could be developed in the City Center if the area is attractively designed for that type of product. An even greater number of units of that type could potentially be developed in the City Center if the market perceives this as a more desirable location than other Western Suburb cities.

Townhouses and condominiums would support the pedestrian-oriented retail desired by the City Council. High density residential development can be critical to supporting retail – it provides demand during evening and weekend hours to complement the daytime demand from office workers. This can make the difference between success and failure for a small business.

## *HOTEL*

Currently two hotels are completing construction in the Avondale City Center area; a four star hotel is planned for construction in 2008 as part of the Summit project; and the Byrd property is zoned for hotels, although nothing is currently planned. This represents a significant amount of hotel development within the City Center acreage.

The future hotel market is very difficult to predict. There are small windows of opportunity for hotel development when existing hotels achieve high occupancy rates. Avondale City Center is a good hotel location given its proximity to I-10, Loop 101 and I-17; however other locations in the western suburbs are equally competitive. The creation of a unique pedestrian-oriented retail district and/or a unique design character area could help make the City Center area attractive to future hotel operators.

## **MARKET TRADE AREA**

The first step is to define the market trade for the City Center Project. For this analysis we utilized drive time software to identify a 10 minute and 26 minute commute (which is the average commute time in Maricopa County). The demographics within the trade area are what drives the demand for potential real estate development.

The 10 minute drive time can be regarded as the primary trade area, while the 26 minute drive time is more representative of a secondary trade area. Figure 1 depicts the boundaries of each trade area.

## **DEMOGRAPHIC CHARACTERISTICS**

The population of Avondale doubled during the decade of the 1990s, and is projected to do the same during the current decade, with an annual growth rate of 12.9 percent. According to the 2000 Census, Avondale has a young population with a median age of 29 and a median household income of \$49,153, which is projected to reach \$61,698 by 2010. Nearly 77 percent of the housing stock is owner occupied and is projected to increase to 80 percent by 2010.

As depicted in Table 1, within a 10 minute drive time of I-10 and Avondale Boulevard are nearly 100,000 people with a median age of 28 years and a household income of \$40,294. The average household size is 3.17 and is projected to decline to 3.09 by 2010. Nearly 74 percent of the housing stock is owner occupied. By 2010 the population is projected to increase to 168,000 people with a median household income of \$48,125.

Figure 1 provides a comparison of the overall demographics of Avondale to the trade area. While the numbers in Avondale show strength, the surrounding trade area to the east and northeast consist of some of the older neighborhoods with much lower income levels and a significant larger percentage of renter occupied households.

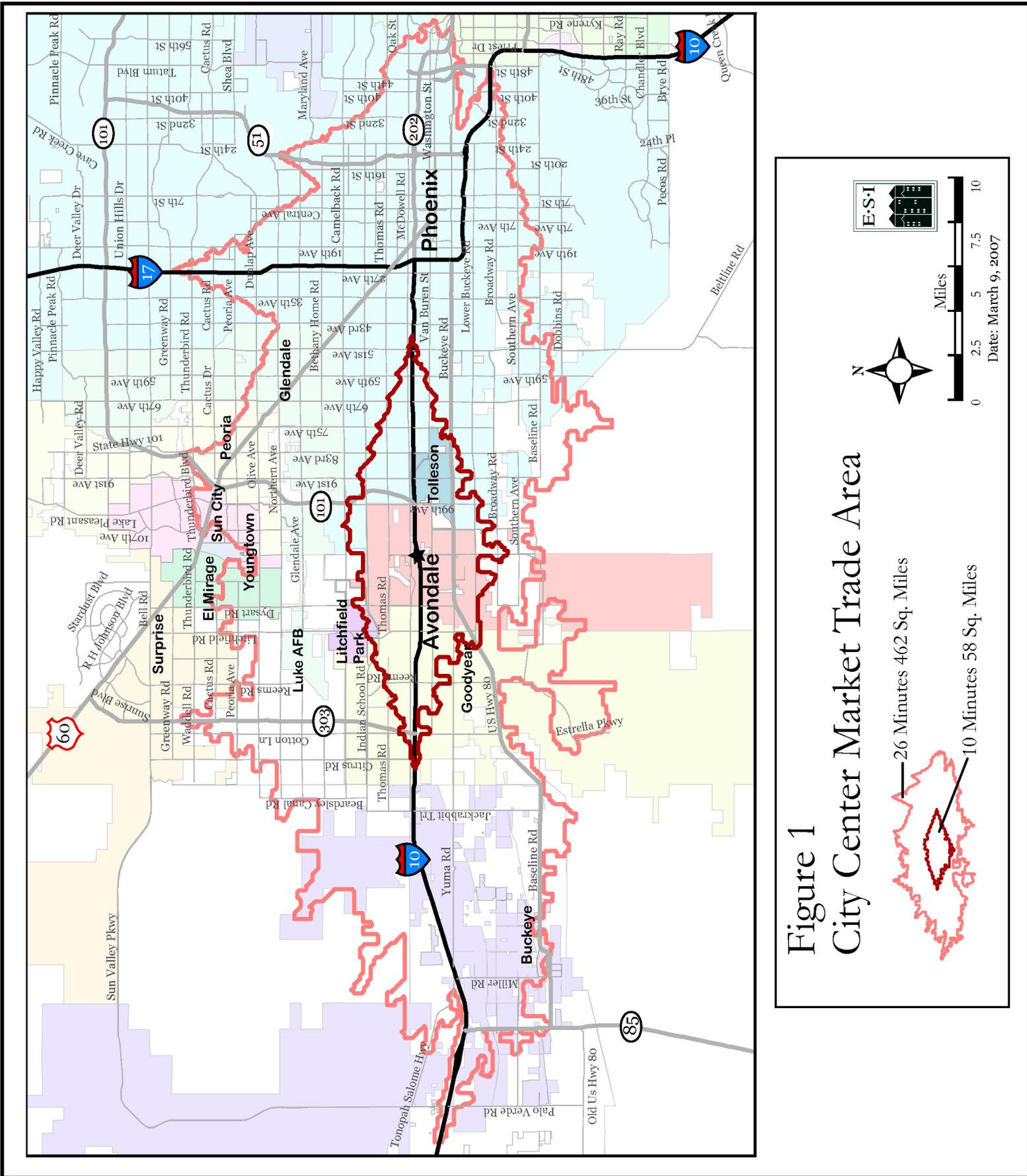


Figure 1  
City Center Market Trade Area

— 26 Minutes 462 Sq. Miles

— 10 Minutes 58 Sq. Miles

Table 1 - City of Avondale Demographic Analysis, January 2007  
I-10 and Avondale Boulevard

Description	2000						2010					
	Within 10			Within 26			Within 10			Within 26		
	City of Avondale	% of Total	Min Drive Time	% of Total	Min Drive Time	% of Total	City of Avondale	% of Total	Min Drive Time	% of Total	Min Drive Time	% of Total
<b>Population*</b>	37,827	99,493	943,889				82,132	168,430	1,269,636			
<b>Population by Age</b>												
Age 0 - 4	3,500	9.3%	10,172	10.2%	89,807	9.5%	7,903	9.6%	16,808	10.0%	120,682	9.5%
Age 5 - 9	3,529	9.3%	10,241	10.3%	84,980	9.0%	7,723	9.4%	16,408	9.7%	111,435	8.8%
Age 10 - 14	3,433	9.1%	9,266	9.3%	73,668	7.8%	7,717	9.4%	15,482	9.2%	102,810	8.1%
Age 15 - 19	2,933	7.8%	8,022	8.1%	72,616	7.7%	6,654	8.1%	13,781	8.2%	101,746	8.0%
Age 20 - 24	2,378	6.3%	7,608	7.6%	82,062	8.7%	5,084	6.2%	11,615	6.9%	99,182	7.8%
Age 25 - 34	6,037	16.0%	17,187	17.3%	163,283	17.3%	12,104	14.7%	24,803	14.7%	184,364	14.5%
Age 35 - 44	5,825	15.4%	15,122	15.2%	137,011	14.5%	12,339	15.0%	24,338	14.5%	174,431	13.7%
Age 45 - 54	4,139	10.9%	10,819	10.9%	96,430	10.2%	10,546	12.8%	20,665	12.3%	148,400	11.7%
Age 55 - 59	1,320	3.5%	3,508	3.5%	33,628	3.6%	3,919	4.8%	7,797	4.6%	59,207	4.7%
Age 60 - 64	891	2.4%	2,514	2.5%	26,538	2.8%	2,837	3.5%	5,983	3.6%	48,132	3.8%
Age 65 - 74	1,135	3.0%	3,170	3.2%	43,252	4.6%	3,223	3.9%	6,666	4.0%	63,628	5.0%
Age 75 - 84	608	1.6%	1,535	1.5%	29,647	3.1%	1,560	1.9%	3,115	1.8%	38,108	3.0%
Age 85 and over	155	0.4%	331	0.3%	10,968	1.2%	524	0.6%	970	0.6%	17,511	1.4%
Age 65 and over	1,898	5.0%	5,036	5.1%	83,867	8.9%	5,307	6.5%	10,750	6.4%	119,247	9.4%
<b>Median Age</b>	29.0	28.0	29.7				30.3	28.5	30.2			
<b>Number of Households*</b>												
2000	11,254	29,491	314,881				24,155	51,966	420,014			
2020 Projection	35,789	66,544	493,987									
Growth 2000 - 2020	0.11	0.06	0.03									
	37,827	99,493	943,889	100.0%	943,889	100.0%	82,132	100.0%	168,430	100.0%	1,269,636	100.0%

Table 1 - City of Avondale Demographic Analysis, January 2007  
I-10 and Avondale Boulevard

Description	2000						2010					
	City of Avondale			Within 10			City of Avondale			Within 10		
	Avondale	% of Total	Min Drive Time	% of Total	Min Drive Time	% of Total	Avondale	% of Total	Min Drive Time	% of Total	Min Drive Time	% of Total
<b>Number of Housing Units*</b>												
2000	12,069		31,414		338,755		25,422		5,4484		444,671	
2020 Projection	37,319		69,596		520,259							
Average Household Size	3.13		3.17		2.79		3.23		3.09		2.86	
Average Household size 2020	3.28		3.07		2.90							
<b>Households by Household Income</b>												
Income Less than \$15,000	1,290	11.5%	4,295	14.6%	49,698	15.8%	2,146	8.9%	6,840	13.2%	57,781	13.8%
Income \$15,000 - \$24,999	1,188	10.6%	4,131	14.0%	44,080	14.0%	1,767	7.3%	6,208	11.9%	46,826	11.1%
Income \$25,000 - \$34,999	1,292	11.5%	4,453	15.1%	43,714	13.9%	2,474	10.2%	6,317	12.2%	48,668	11.6%
Income \$35,000 - \$49,999	1,969	17.5%	5,044	17.1%	52,763	16.8%	3,074	12.7%	7,933	15.3%	63,295	15.1%
Income \$50,000 - \$74,999	2,865	25.5%	5,060	17.2%	55,899	17.8%	5,459	22.6%	9,200	17.7%	71,793	17.1%
Income \$75,000 - \$99,999	1,396	12.4%	2,581	8.8%	27,540	8.7%	4,036	16.7%	5,085	9.8%	44,145	10.5%
Income \$100,000 - \$149,999	936	8.3%	2,071	7.0%	23,144	7.4%	3,884	16.1%	5,692	11.0%	48,311	11.5%
Income \$150,000 - \$199,999	161	1.4%	738	2.5%	7,821	2.5%	889	3.5%	1,871	3.6%	17,495	4.2%
Income \$200,000 and over	157	1.4%	1,117	3.8%	10,223	3.2%	475	2.0%	2,820	5.4%	21,701	5.2%
	11,254	100.0%	29,491	100.0%	314,881	100.0%	24,155	100.0%	51,966	100.0%	420,014	100.0%
<b>Average Household Income</b>	N/A		\$ 49,675		\$ 44,933		\$ 65,727		\$ 59,372		\$ 54,192	
<b>Median Household Income</b>	\$ 49,153		\$ 40,294		\$ 34,000		\$ 61,698		\$ 48,125		\$ 40,357	
<b>Median Family Income</b>	\$ 51,084		\$ 40,965		\$ 38,077		\$ 66,551		\$ 48,247		\$ 42,941	
<b>Tenure of Occupied Housing Units</b>												
Owner Occupied	8,256	77.6%	23,364	73.6%	174,132	55.5%	15,488	80.0%	37,908	75.1%	213,449	56.4%
Renter Occupied	2,384	22.4%	8,390	26.4%	139,541	44.5%	3,882	20.0%	12,589	24.9%	164,799	43.6%
	10,640	100.0%	31,754	100.0%	313,673	100.0%	19,370	100.0%	50,497	100.0%	378,248	100.0%

Table 1 - City of Avondale Demographic Analysis, January 2007  
I-10 and Avondale Boulevard

Description	2000						2010					
	Within 10			Within 26			Within 10			Within 26		
	City of Avondale	% of Total	Min Drive Time	% of Total	Min Drive Time	% of Total	City of Avondale	% of Total	Min Drive Time	% of Total	Min Drive Time	% of Total
<b>Education Attainment Years 25 and older</b>												
Less than 9th grade	3,366	16.6%	8,327	14.2%	84,307	15.6%	4,145	10.9%	9,444	9.8%	75,407	11.2%
Some High School, no diploma	2,457	12.2%	8,416	14.4%	87,281	16.2%	3,464	9.1%	9,875	10.3%	80,036	11.9%
High School Graduate (or GED)	4,702	23.3%	15,349	26.2%	138,784	25.7%	11,221	29.6%	30,637	31.8%	213,359	31.6%
Some College, no degree	5,018	24.8%	14,881	25.4%	123,598	22.9%	8,451	22.3%	21,571	22.4%	139,212	20.6%
Associate Degree	1,408	7.0%	3,648	6.2%	30,546	5.7%	3,512	9.3%	8,149	8.5%	52,604	7.8%
Bachelor's Degree	2,226	11.0%	5,215	8.9%	49,051	9.1%	4,613	12.2%	10,556	11.0%	71,550	10.6%
Graduate or Professional Degree	1,044	5.2%	2,645	4.5%	26,404	4.9%	2,509	6.6%	6,060	6.3%	43,059	6.4%
	20,221	100.0%	58,481	100.0%	539,971	100.0%	37,915	100.0%	96,292	100.0%	675,227	100.0%
<b>Employment*</b>												
Retail Employment	1,876	20.7%	10,436	26.0%	132,312	21.7%	4,873	22.2%	19,863	26.9%	163,389	20.7%
Office Employment	1,574	17.4%	2,994	7.5%	166,158	27.2%	4,642	21.2%	6,922	9.4%	209,909	26.7%
Industrial Employment	2,054	22.7%	14,484	36.1%	146,218	24.0%	5,022	22.9%	32,042	43.4%	213,895	27.2%
Public Employment	1,587	17.6%	3,767	9.4%	90,204	14.8%	3,479	15.9%	6,694	9.1%	107,952	13.7%
Other Employment	1,950	21.6%	8,402	21.0%	75,176	12.3%	3,888	17.8%	8,326	11.3%	92,284	11.7%
	9,041	100.0%	40,083	100.0%	610,068	100.0%	21,904	100.0%	73,847	100.0%	787,429	100.0%

Source: 2006 Tiger Files, AGS and MAG, American Community Survey 2000 Census, and ESI Corp

\*Data from MAG

The 26 minute drive time includes 462 square miles with roughly 944,000 people. The median age is 29 years and a median household income of \$34,000. The household size is 2.79 with 56 percent of the housing stock owner occupied. By 2010 the population is projected to reach 1.2 million people with a median household income of \$40,357.

Based on MAG population estimates the City of Avondale will continue to experience double digit growth through 2030, while the surrounding trade area begins to slow as shown in Table 2.

Table 2 – Avondale and Trade Area Population Projections I-10 and Avondale Boulevard						
Year	Avondale	% Change	10 Min Drive Time	% Change	26 Min Drive Time	% Change
2000	37,827		99,493		943,889	
2010	82,132	117.1%	168,430	69.3%	1,269,636	34.5%
2020	122,462	49.1%	213,640	26.8%	1,508,416	18.8%
2025	141,615	15.6%	232,580	8.9%	1,631,425	8.2%
2030	161,395	14.0%	252,457	8.5%	1,753,941	7.5%

Source: 2006 Tiger Files, MAG, and ESI Corp

## MARKET OVERVIEW

The Arizona State University Polytechnic Campus, Realty Studies tracks retail and office space in the metropolitan area and aggregates the data collected into regional submarkets. The submarket that Avondale resides in is the Western Suburb market, which includes the cities of Goodyear, Litchfield Park, Tolleson, El Mirage and a portion of Surprise. Figure 2 shows the boundaries of the Western Suburb regional submarket. In addition to ASU data, we also utilized data from Landiscor Aerial, who also tracks the real estate market. For the purposes of this analysis, real estate data for the Western Suburb was utilized and compared to Avondale and the region as a whole.

The estimated population of the Western Suburbs is 239,149 and estimated to increase to 273,415 by 2010. This estimated increase is based on an annualized growth rate of 10 percent, which is the average of the cities that comprise the district.

### RETAIL MARKET

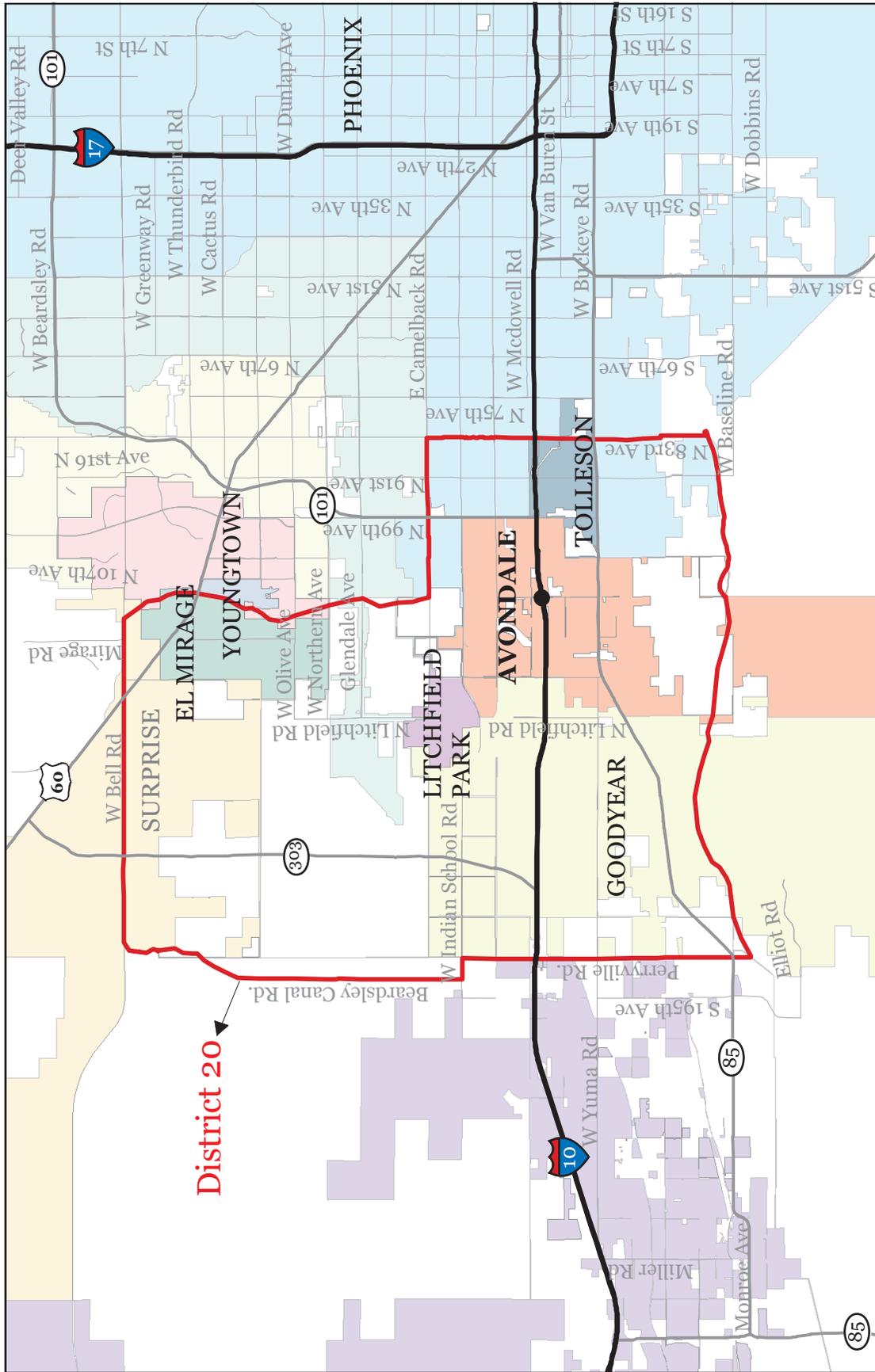
By the end of the third quarter 2006, the retail sector in the Phoenix metro area consisted of approximately 113.6 million square feet of space<sup>1</sup> with a 92 percent occupancy level. Table 3 shows that since 2002 the retail base has increased 18.4

<sup>1</sup> This does not include buildings less than 20,000 square feet of leasable space or commercial space within an industrial park.

million square feet for a per capita inventory of 30.7 square feet, which has been about the same over the last 15 years.

The retail sector vacancy rate is 8 percent, which is up slightly from second quarter, yet still lower than last year at 9.2 percent. According to CB Richard Ellis the retail vacancy rate in metro Phoenix is 4.6 percent and projected to increase to 5.8 percent by 2008.

Over 5 million square feet of retail space was absorbed in 2006, which is down from 2005 at 6.2 million square feet.



**District 20**

**Figure 2**  
**Western Suburb, District 20**

**Table 3 – Metro Phoenix and Western Suburbs Commercial Inventory, 3rd Qtr 2006  
(million SF)**

	<b>Base</b>	<b>Vacant</b>	<b>Vacancy Rate</b>	<b>Planned/Under Construction</b>	<b>Absorption</b>
2006					
Phoenix Market	113.5	9.12	8.0%	16.4	5.2
Western Suburbs	5.9	0.39	6.7%	5.3	1.1
2005					
Phoenix Market	110.3	9.79	8.9%	17.9	7.6
Western Suburbs	4.9	0.51	10.4%	5.7	1.5
2004					
Phoenix Market	103.6	10.73	10.3%	10.5	4.5
Western Suburbs	3.6	0.66	18.4%	0.9	0.9
2003					
Phoenix Market	99.0	10.55	10.7%	4.9	3.3
Western Suburbs	2.5	0.45	18.2%	0.2	0.1
2002					
Phoenix Market	95.1	9.97	10.5%	6.2	1.2
Western Suburbs	2.18	0.29	13.2%	0.39296	0.3

Source: Realty Studies, ASU Polytechnic Campus

Note: 2006 through 3rd Quarter

The Western Suburbs currently consists of 5.9 million square feet of retail space with an occupancy rate of 93 percent. Based on the estimated population within the Western Suburbs, there is currently 24.5 square feet of retail space per capita. Currently absent from the mix of retail in the Western Suburbs is a regional shopping mall. The following map shows the location of existing regional malls throughout the metro area, as well as the two regional malls planned within the Western Suburb.

In evaluating the retail market for the area, ASU classifies it into four types of centers which are described below:

**Regional Mall** – Consists of a large shopping complex serving a regional market with one or two major department stores.

**Community Center** – Consists of a large shopping center anchored by a junior or discount store along with smaller stores. Power centers fall within this category.

**Neighborhood Center** – Consists of a relatively small group of stores that service the needs of the immediate neighborhood. This center is usually anchored by a grocery and /or drug store.

**Strip/Specialty Center** – Consists of a collection of shops without a major tenant or anchor.

The average square feet per capita is 30.7; however this figure varies depending upon the region. The northeast part of the Valley has about 40 square feet per capita while the Western Suburbs has 24.5 square feet per person. This difference is largely due to the household disposable income, tourism trade and density of development that exists within the northeast region. Within the Western Suburb there is no existing regional mall, however there are two planned, which are identified in Figure 3.

**Table 4 – Metro Phoenix Retail Inventory by Type, 3rd Qtr 2006**

Type of Center	Total SF	Percent of Total	Occupancy Rate	Total SF per Capita
Regional	13,956,041	12.3%	93.7%	3.8
Community	43,484,591	38.3%	93.3%	11.8
Neighborhood	43,825,816	38.6%	90.2%	11.8
Strip/Specialty	12,236,408	10.8%	91.7%	3.3
<b>Total</b>	<b>113,502,856</b>	<b>100.0%</b>	<b>92.0%</b>	<b>30.7</b>

<b>Western Suburbs Retail Inventory by Type, 3rd Qtr 2006</b>				
Type of Center	Total SF	Percent of Total	Occupancy Rate	Total SF per Capita
Regional	0	0.0%	0.0%	0.0
Community	2,831,231	48.4%	95.1%	11.8
Neighborhood	2,698,203	46.1%	92.9%	11.3
Strip/Specialty	323,321	5.5%	80.4%	1.4
<b>Total</b>	<b>5,852,755</b>	<b>100.0%</b>	<b>93.3%</b>	<b>24.5</b>

Source: Realty Studies, ASU Polytechnic Campus; AGS

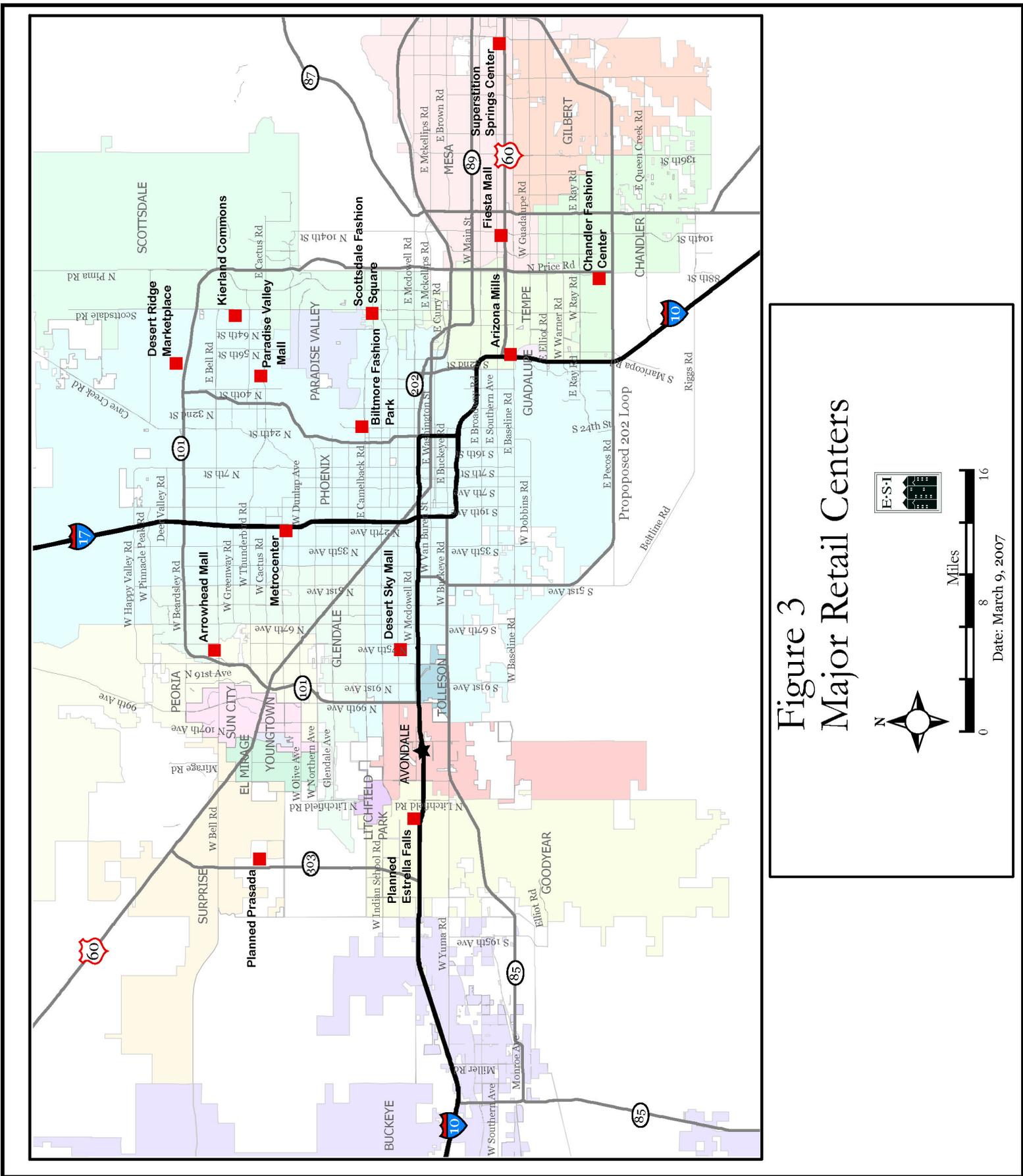
According to the City of Avondale staff, Avondale has approximately 2.7 million square feet of community and neighborhood serving retail space translating into 34 square feet per capita. While this is greater than the metro area overall, Avondale has experienced rapid growth, which is expected to continue through the decade. In addition, the largest increase in retail construction since the 1990's in the metro area occurred in "community" serving retail. This is due primarily with the entrance of regionally serving power centers to the market, of which Avondale has three.

**Table 5 – City of Avondale Retail Inventory by Type, January 2007**

<b>Type of Center</b>	<b>Total SF</b>	<b>Percent of Total</b>	<b>Total SF per Capita*</b>
Regional	0	0.0%	0.0
Community	1,916,000	70.2%	23.9
Neighborhood	811,800	29.8%	10.1
<b>Total</b>	<b>2,727,800</b>	<b>100.0%</b>	<b>34.0</b>

Source: City of Avondale

Note: Per capita figures based on 2007 population estimate



**Figure 3**  
Major Retail Centers

ESRI

0 8 16 Miles

Date: March 9, 2007

## Commercial Planned and Under Construction

Another indicator used in evaluating the retail market is the amount of square feet of space that is planned and under construction. For this portion of the analysis we relied on Landiscor data, which is more inclusive than the ASU data. Based on the data collected and noted in Table 6, the Western Suburb District has 7.8 million square feet of regional, community, and neighborhood centers planned and under construction. The “regional” serving retail is slated for Goodyear and Surprise sometime around 2010.

<b>Table 6 – Western Suburbs &amp; Avondale Commercial Inventory; Existing, Planned &amp; Under Construction</b>			
		<b>Planned &amp; U/C</b>	
<b>Western Suburb</b>	<b>Existing</b>		<b>Total SF</b>
Regional	-	3,000,000	3,000,000
Community	3,634,785	3,860,064	7,494,849
Neighborhood	2,994,490	964,029	3,958,519
<b>Totals</b>	<b>6,629,275</b>	<b>7,824,093</b>	<b>14,453,368</b>
		<b>Planned &amp; U/C</b>	
<b>Avondale</b>	<b>Existing</b>		<b>Total SF</b>
Regional	-	-	-
Community	1,540,700	248,000	1,788,700
Neighborhood	940,875	112,000	1,052,875
<b>Totals</b>	<b>2,481,575</b>	<b>360,000</b>	<b>2,841,575</b>

Source: Landiscor Aerial Information, 1st Qtr 2006, Grubb & Ellis, and City of Avondale

According to the City, Avondale is estimated to gain 248,000 square feet of community retail and 112,000 square feet of neighborhood retail for a total of 360,000 square feet. Table 7 provides a comprehensive listing of the retail development by name, location, major tenants, total square feet, year constructed and the city in which it is located. Accompanying this Table is Figure 4 which identifies the location of existing and planned retail within the Western Suburb.

Table 7 - Existing Retail SF for District 20

#	Shopping Center	Location/City	Major Tenants	Total SF	Year	
					Constructed	City
<b>Community Centers</b>						
1	Coldwater Plaza	SEC of Dysart Rd. and Interstate 10	Home Depot, Sam's Club	440,700	2000	Avondale
2	Crossroads Towne Center	SWC of Bell Rd. and R. H. Johnson Boulevard	99 Cent Store, Gym	178,585	1986	Surprise
3	Galloway/ Engle Center	SWC of Estrella Pkwy. and Interstate 10	Wal-mart Supercenter	200,000	N/A	Goodyear
4	Gateway Pavilions	NWC of 99th Ave and McDowell Rd.	Costco Warehouse, Super Kmart	750,000	2002	Avondale
5	Palm Valley Cornerstone	SWC of McDowell Rd. and Dysart Rd.	Lowe's Home Improvement	650,000	2002	Goodyear
6	Palm Valley Crossing	SEC of Interstate 10 and Litchfield Rd.	Auto Mall (7 Dealers)	N/A	N/A	Goodyear
7	Palm Valley Pavilions West	SWC of McDowell Rd. and Litchfield Rd.	Misc. Stores	260,000	N/A	Goodyear
8	Palm Valley Pavilions	SEC of McDowell and Litchfield Rd.	Target, Michael's	255,500	1999	Goodyear
9	Shops at Alameda Crossing	SEC of Dysart Rd. and McDowell	Kohl's, Osco	350,000	2003	Avondale
10	Surprise Marketplace	SWC of Bell Rd. and Grand Ave	Target, Lowe's Home Improvement	550,000	2001	Surprise
<b>Total Community Centers</b>				<b>3,634,785</b>		
<b>Neighborhood Centers</b>						
11	99th McDowell Center	SEC of McDowell Rd. and 99th Ave	TBD	120,000	2006	Tolleson
12	Avondale Center	1425 N. Central Ave	N/A	56,000	1986	Avondale
13	Avondale Fiesta Plaza	SEC of Avondale Blvd. and Buckeye Rd.	Fry's	125,000	2004	Avondale
14	Avondale Plaza	SWC of Van Buren St. and Dysart Rd.	Food City, Walgreens, Payless Shoe	93,375	1987	Avondale
15	Bell & Reems	SWC of Bell and Reems Rd.	Henry's	90,000	2005	Surprise
16	Camelback Crossing	NEC of Camelback and Dysart Rd.	Bashas'	125,000	2003	Glendale
17	Christown Center	SEC of Van Buren St. and Litchfield Rd.	Miscellaneous Stores	84,712	1976	Goodyear
18	Fabric Depot Center	SWC of Eliseo Felix Way and Van Buren St.	Fabric Depot	60,000	2005	Avondale
19	Fry's Center	NWC of Lower Buckeye Rd. and 83rd Ave	Fry's	83,000	2003	Phoenix
20	Fry's Marketplace	SWC of Indian School Rd. and 83rd Ave	Fry's Marketplace	115,999	1980	Phoenix
21	Fry's Marketplace	NWC of Litchfield and Thunderbird	Fry's marketplace	115,000	2005	Surprise
22	Garden Lakes Centre	NWC of Indian School Rd. and 107th Ave	Safeway, Radio Shack	89,381	1988	Phoenix
23	Goodyear Village Center	NWC of Van Buren St. and Litchfield Rd.	Fry's, Radio Shack, Checker Auto	110,278	1989	Goodyear
24	Grand Plaza	SWC of Grande Ave and El Mirage Rd.	Coury's Iga Market, Western Auto	62,364	1982	El Mirage
25	Indian School Crossing	SEC of Dysart and Indian School Rd.	N/A	39,000	2004	Avondale
26	Kmart	SWC of McDowell Rd. and 87th Ave	Kmart	95,000	1988	Tolleson
27	LA Fitness Shops	NEC of Dysart Rd. and Interstate 10	Albertsons	60,000	2006	Avondale
28	Palm Valley Crossing	NEC of Van Buren St. and Litchfield Rd.	TBD	89,245	1997	Goodyear
29	Palm Valley Market Center	SWC of indain School and Litchfield Rd. Bypass	N/A	N/A	1998	Goodyear
30	Palmilla	SEC of Dysart and McDowell Rd.	Fry's	161,000	1998	Avondale
31	Rio Estrella Plaza	SEC of Van Buren and Eliseo C. Felix Jr. Way	N/A	27,540	2,006	Avondale
32	Safeway at Canyon Trails	NWC of Van Buren St. and Estrella Pkwy.	Safeway	117,000	2004	Goodyear
33	Safeway Center	SEC of Bell Rd. and Cotton Ln.	Safeway	100,000	2005	Surprise
34	Sam's Club Center	NWC of McDowell Rd. and 83rd Ave	Sam's Club	117,000	1990	Phoenix
35	Southwest Goodyear Center	NWC of Yuma and Litchfield Rd.	Factory 2U	76,840	1979	Goodyear

36 Surprise Crossing      NEC of Waddell and Litchfield Rd.      Safeway      130,000      N/A      Surprise

**Table 7 - Existing Retail SF for District 20 (Continued)**

#	Shopping Center	Location/City	Major Tenants	Total SF	Year	
					Constructed	City
37	The Sanctuary	NWC of 107th Ave and Lower Buckeye Rd.	CVS	35,300	2006	Avondale
38	Thomas Center	NEC of Thomas Rd. and 91st Ave	Vacant	94,109	2002	Phoenix
39	Thunderbird & Dysart Center	SEC of Thunderbird and Dysart Rd.	TBD	74,745	N/A	El Mirage
40	Walgreens & Shops	NEC of Van Buren St. and Estrella Pkwy.	Walgreens	30,000	N/A	Goodyear
41	Wal-mart	NEC of Dysart Rd. and Interstate 10	Wal-mart	200,000	1998	Avondale
42	Westwind Plaza	SEC of Indian School Rd. and 107th Ave	Fry's	111,200	2005	Avondale
43	Wigwam Creek	NEC of Indian School Rd. and Dysart Rd.	Albertsons	106,402	2003	Litchfield Park
<b>Total Neighborhood Centers</b>				<b>2,994,490</b>		
<b>TOTAL EXISTING RETAIL</b>				<b>6,629,275</b>		

Source: Landisoor Aerial Information, 1st Qtr. 2006, Grubb & Ellis, City of Avondale

Table 7 - Planned and Under Construction Retail SF for District 20 (Continued)

#	Shopping Center	Location/City	Major Tenants	Total SF	Status	City
<b>Regional Malls</b>						
44	Estrella Falls	NWC of Bullard Ave and McDowell Rd.	TBD	1,500,000	planned	Goodyear
45	Prasada	NEC and NWC of Loop 303 and Cactus Rd.	TBD	1,500,000	planned	Surprise
<b>Total Regional Malls</b>				<b>3,000,000</b>		
<b>Community Centers</b>						
46	Canyon Trails Towne Center	NEC/SEC Loop 303 and Yuma Rd.	TBD	1,200,000	planned	Goodyear
47	Gateway Crossing	SWC of 99th Ave and McDowell Rd.	Best Buy, Hobby Lobby, Old Navy	246,000	U/C	Avondale
48	Old Town Business Center	NEC of Western Ave and 5th St.	N/A	12,000	2006	Avondale
49	Palm Valley Power Center	SWC of Litchfield Road and Interstate 10	TBD	395,800	planned	Goodyear
50	Pebble Creek Power Center	NEC of Interstate 10 and Pebble Creek Pkwy.	TBD	275,000	planned	Goodyear
51	Pecan Promenade	NEC of 99th Ave and Lower Buckeye Rd.	Target	342,264	U/C	Phoenix
52	Planned Power Center	SEC of Loop 303 and Peoria Ave	TBD	775,000	planned	Surprise
53	Sycamore Farms Towne Center	SEC of Loop 303 and Cactus Rd.	TBD	614,000	planned	Surprise
<b>Total Community Centers</b>				<b>3,860,064</b>		
<b>Neighborhood Centers</b>						
54	Bullard Village	NWC of Bullard Ave and Van Buren St	TBD	85,300	planned	Goodyear
55	Camelback Place at Dysart	NWC of Camelback and Dysart Rd.	Fry's	104,000	planned	Glendale
56	Cotton Lane Village Center	SWC of Cotton Lane and Camelback Rd.	TBD	133,761	planned	Goodyear
57	Dysart Commons	NEC of Thomas and Dysart Rd.	Gold's Gym	112,000	U/C	Avondale
58	Goodyear Fiesta	NWC Yuma and Cotton Lane	TBD	138,749	planned	Goodyear
59	Palm Valley Village	NWC of Indian School and Litchfield Rd.	TBD	90,000	planned	Goodyear
60	Planned Shopping Center	SEC of Dysart and Greenway Rd.	TBD	86,269	planned	El Mirage
61	Reems and Waddell Center	NEC of Reems Rd. and Waddell St.	TBD	60,950	planned	Surprise
62	Planned Retail Center	Sec of Greenway and Reems Rd.	Wal-Mart	65,000	N/A	Surprise
63	Village at Country Place	SWC of Lower Buckeye Rd. and 99th Ave	TBD	88,000	planned	Phoenix
<b>Total Neighborhood Centers</b>				<b>964,029</b>		
<b>TOTAL PLANNED/ UNDER CONSTRUCTION RETAIL</b>				<b>7,824,093</b>		

Source: Landiscon Aerial Information, 1st Qtr. 2006, Grubb & Ellis, City of Avondale

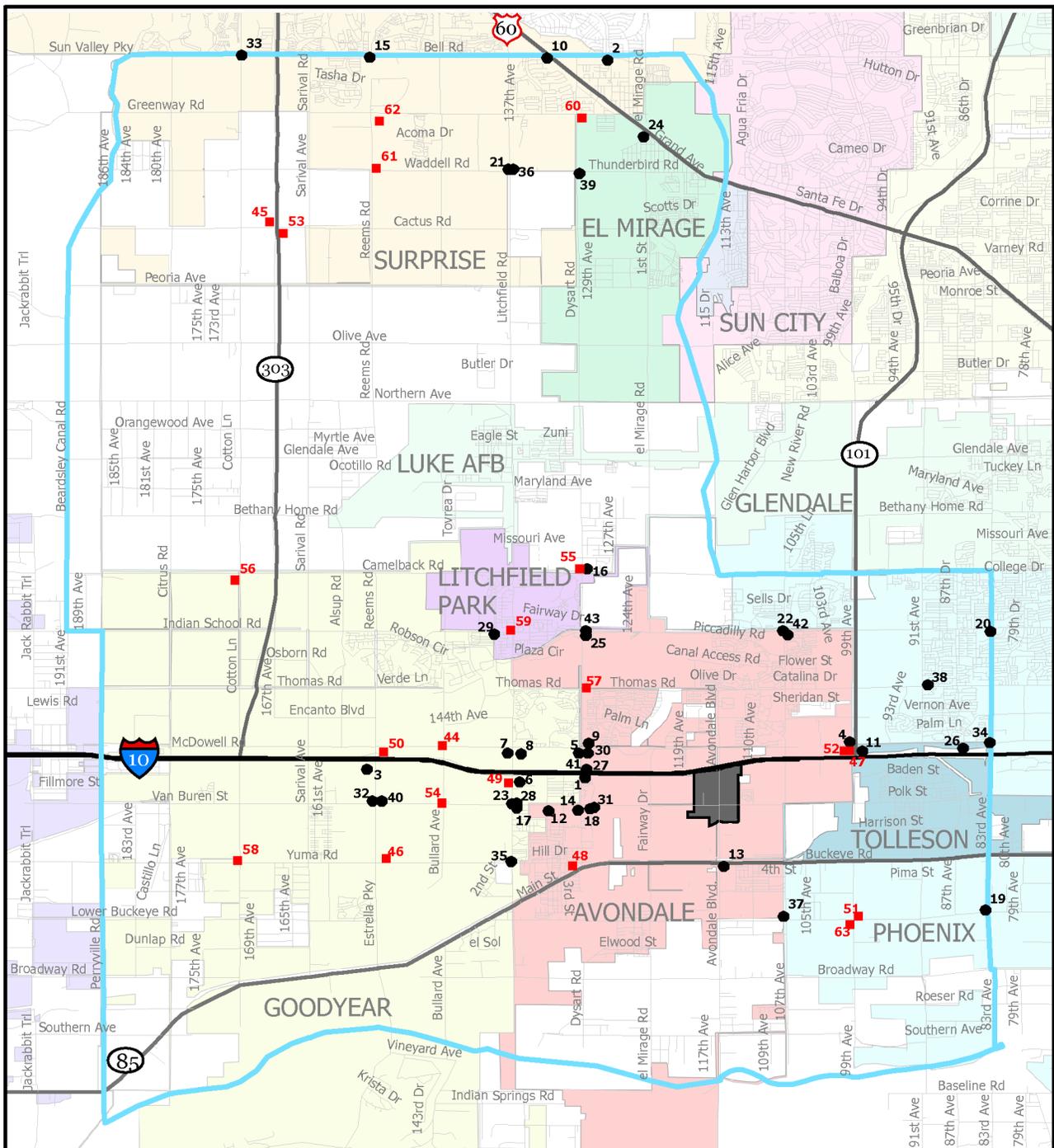
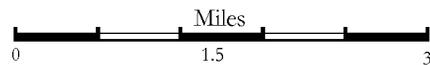


Figure 4  
Retail Development in Western Suburb, District 20



- Planned
- Existing
- Study Area



Date: March 9, 2007

## Office Market

According to ASU by the end of the third quarter 2006, the office sector in the metro area consisted of 59.2 million square feet of office space with a 9 percent vacancy rate. Since 2002 the office inventory has increased 4.3 million square feet for a per capita inventory of 16 square feet per person. The vacancy rate has declined and is now at 15 percent versus 22 percent two years ago. Over the last five years over 8 million square feet of office space was absorbed, and last year alone nearly 3 million square feet of space was absorbed.

**Table 8 – Office Inventory Per Capita, 3rd Qtr 2006**

	<b>Square Feet</b>	<b>Estimated Population</b>	<b>Per Capita</b>
Metro Phoenix	59,241,199	3,698,528	16.0
Western Suburbs	139,255	239,149	0.6

Source: Realty Studies, ASU Polytechnic Campus; U.S. Census Bureau

The Western Suburb office market represents 0.2 percent of the total square feet of office space in the metro area with a base of 139,255 square feet. Nearly 55,000 square feet of the total base is new to the market and located in Surprise. The high vacancy rate of 27 percent is due primarily to that one building. The Western Suburb yields 0.6 square foot per capita of office space.

**Table 9 – Metro Phoenix and Western Suburbs Office Inventory, 3<sup>rd</sup> Qtr 2006 (million SF)**

	<b>Base</b>	<b>Vacant</b>	<b>Vacancy Rate</b>	<b>Planned/Under Construction</b>	<b>Absorption</b>
<b>2006</b>					
Phoenix Market	59.2	9.0	15%	12.2	2.9
Western Suburbs	0.1	0.0	27%	0.2	0.0
<b>2005</b>					
Phoenix Market	58.3	10.9	19%	10.8	2.4
Western Suburbs	0.1	0.0	2%	0.1	0.0
<b>2004</b>					
Phoenix Market	57.8	12.9	22%	9.5	1.0
Western Suburbs	0.1	0.0	12%	0.1	0.0
<b>2003</b>					
Phoenix Market	56.2	12.3	22%	9.0	0.9
Western Suburbs	0.1	0.0	31%	0.1	0.0
<b>2002</b>					
Phoenix Market	54.9	11.8	21%	8.6	0.8
Western Suburbs	0.0	0.0	0%	0.1	0.0

Source: Realty Studies, ASU Polytechnic Campus

Note: 2006 through 3rd Quarter

The figures for square feet of office are very likely an underestimation of the market since they do not include buildings less than 10,000 square feet, medical office, one story buildings in business or industrial parks or office space in retail centers.

By way of contrast, the inventory prepared using Landisicor Aerial data (Table 10) reveals that the Western Suburb consists of 420,500 square feet of office, all of which are within the City of Avondale.<sup>2</sup> Space that is planned and under construction will add another 1.8 million square feet to the Western Suburb, of which 1.3 million is attributed to Avondale, bringing the total square feet of office to 4.1 million.

**Table 10 – Western Suburbs & Avondale Office Inventory;  
Existing, Planned & Under Construction**

	<b>Existing</b> <sup>1</sup>	<b>Planned &amp; U/C</b>	<b>Total SF</b>
Western Suburbs	420,500	1,660,696	2,081,196
Avondale	420,500	1,203,421	1,623,921
<b>Total</b>			<b>3,705,117</b>

Source: Landisicor Aerial Information, 1st Qtr 2006: Grubb & Ellis

<sup>1</sup> All of the square feet of office noted is within the City of Avondale

Another aspect of the office market is the height of the building. Of the total inventory of office space in the metro area, none of the mid rise or high rise (greater than 5 stories) product exists today in the entire Western Suburb. Avondale has many new office buildings planned for the area, but most of them would be classified as low rise (1 to 4 floors).

**Table 11 – Office Space by Type - Third Qtr, 2006**

	<b>Total (Sq. Ft.)</b>	<b>Occupied and Committed</b>	<b>Unoccupied and Available</b>
<b>Metro Office</b>			
Low Rise	39,501,674	33,519,519	5,982,155
Mid Rise	8,385,393	6,852,386	1,533,007
High Rise	11,354,132	9,888,953	1,465,179
<b>Total</b>	<b>59,241,199</b>	<b>50,260,858</b>	<b>8,980,341</b>
<b>Western Suburb</b>			
Low Rise	139,255	101,796	37,459
Mid Rise	0	0	0
High Rise	0	0	0
<b>Total</b>	<b>139,255</b>	<b>101,796</b>	<b>37,459</b>

Source: Realty Studies, ASU Polytechnic Campus

Note: **Low Rise**- 1 to 4 floors; **Mid Rise**- 5 to 12 floors; **High Rise**- 13 or more floors

<sup>2</sup> Goodyear City Hall office space is not included within Landisicor data.

Table 12 - Existing, Planned and Under Construction Office SF for District 20

District 20 Inventory					
#	Office	Location/City	Year Constructed	Square Feet	City
1	Avondale Business Center-Phase I	113th Ave and McDowell Rd.	2006	94,500	Avondale
2	Avondale Corporate Center-Phase I	S. of Van Buren Rd. on Avondale Blvd.	2004	30,000	Avondale
3	Avondale Integrated Medical Services-Phase I	107th Ave and McDowell	2006	60,000	Avondale
4	Avondale Office Plex	NEC of Van Buren & Eliseo C. Felix Jr. Way	2005	27,000	Avondale
5	Desert Lakes Professional Plaza	NWC of 107th Ave and McDowell Rd.	2004	44,000	Avondale
6	Desert Vista Professional Center	East of Dysart and Rancho Santa Fe Blvd.	2005	10,000	Avondale
7	Gateway Office Park	NWC of 103rd Ave and McDowell Rd.	2004	39,000	Avondale
8	Palm Desert Plaza	SWC of Indian School Rd. and Santa Fe Trail	2005	36,000	Avondale
9	Rancho Santa Fe Center-Phase I	13076 W. McDowell Rd.	2005	80,000	Avondale
<b>TOTAL</b>				<b>420,500</b>	

Source: Landiscor Aerial Information, Grubb & Ellis, City of Avondale

Planned and Under Construction Office SF for District 20

District 20 Inventory					
#	Office	Location/City	Status	Square Feet	City
10	Avondale Commerce Center Bldg. B&D	SWC of I-10 and El Mirage	U/C	157,696	Avondale
11	Avondale Corporate Center-Phase II	S. of Van Buren Rd. on Avondale Blvd.	planned	32,000	Avondale
12	Avondale Integrated Medical Services-Phase II, III	107th Ave and McDowell	U/C	120,000	Avondale
13	Central Park East	Central Ave and Van Buren St.	planned	300,000	Goodyear
14	Coldwater Springs	West of SWC of Avondale Blvd. and Van Buren	planned	42,725	Avondale
15	Desert Cove Comm. Park	NEC of Litchfield and Peoria	planned	N/A	Surprise
16	Dysart Business Plaza	SEC of Dysart and Thomas Rd.	planned	100,000	Avondale
17	G & K Medical	NEC of Harbor Shores Blvd. and McDowell Rd.	U/C	15,000	Avondale
18	Kitchell Avondale Fwy. Center	SEC of I-10 and Avondale Blvd.	planned	211,000	Avondale
19	Palm Valley Office Park II	1646 N. Litchfield Rd.	planned	40,000	Goodyear
20	Palm Valley Office Park III	1646 N. Litchfield Rd.	planned	60,000	Goodyear
21	Rancho Santa Fe Center-Phase II	S. of the SWC of Rancho Santa Fe Trail and McDowell Rd.	planned	40,000	Avondale
22	The Summit at Avondale	SWC of I-10 and Avondale Blvd.	planned	150,000	Avondale
23	West 10 Corp. Center Ph. I, II, III, & IV	SEC of 107th Ave and McDowell Rd.	planned	335,000	Avondale
24	Westacres Bldg. B	91st Ave and McDowell	U/C	100,000	Phoenix
<b>TOTAL</b>				<b>1,703,421</b>	

Source: Landiscor Aerial Information, 1st Qtr. 2006, Grubb & Ellis, City of Avondale

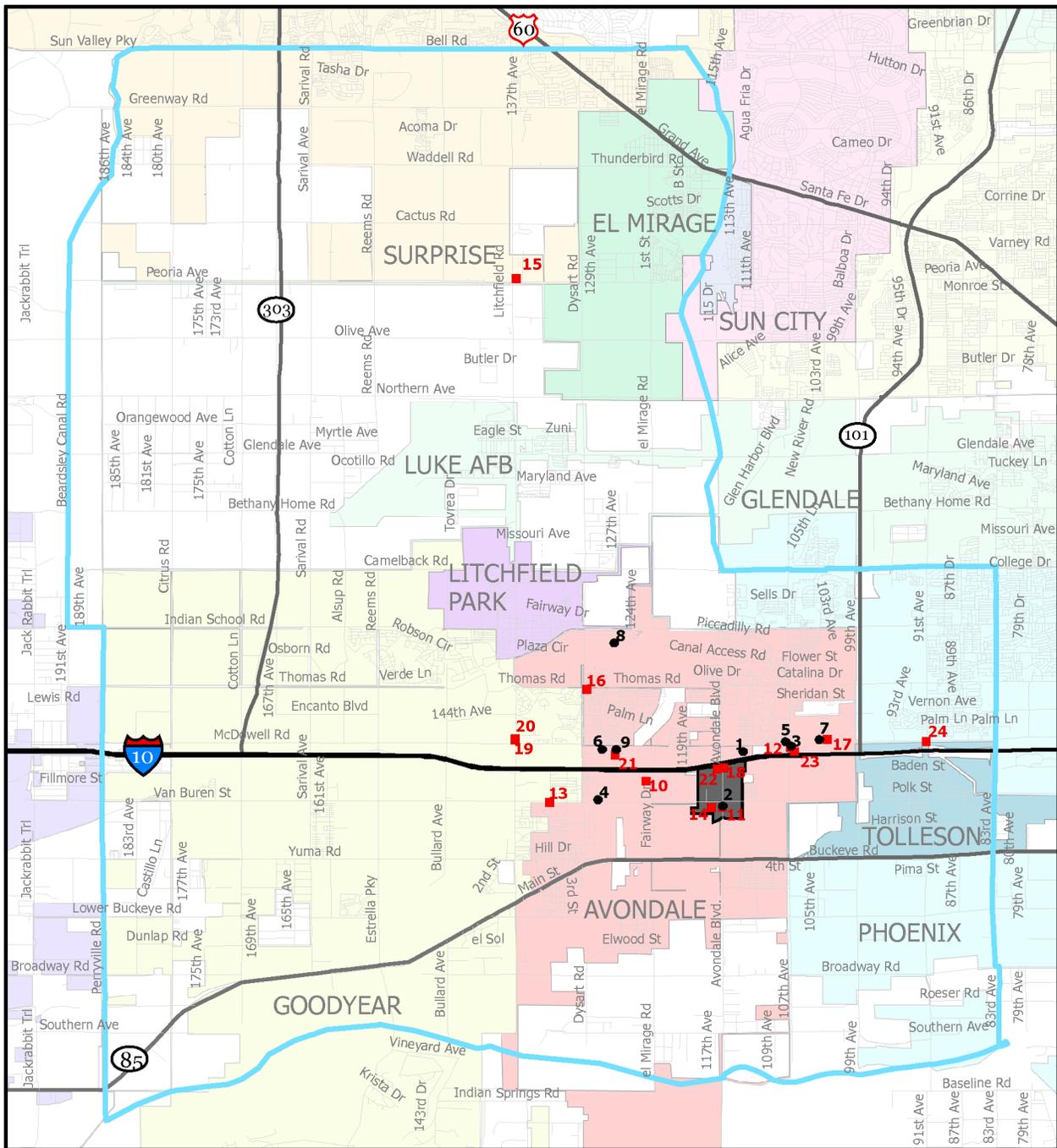
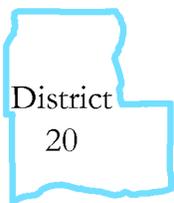
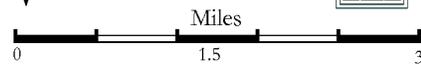


Figure 5  
Office Development in Western Suburb, District 20



- Planned
- Existing
- Study Area



Date: March 9, 2007

## TOWNHOUSE/CONDO MARKET

Over the last several years the Phoenix area has experienced a housing boom driven by low interest rates, healthy job growth and in-migration of people. Permits for Townhouse/condos rose significantly over the last couple of years. Between 2002 and 2005 permit activity increased from 1,467 to 4,526. The following Table 13 shows the inventory and number of permits issued each year for townhouse/condos. The 2006 data is through the second quarter and will easily eclipse permits issued in 2005.

<b>Table 13 – Townhouse/Condo Housing Inventory and Permit Activity, Maricopa County</b>				
	<b>Inventory</b>		<b>Building Permits</b>	
	<b>Western Suburbs (SF)</b>	<b>Metro Total</b>	<b>Western Suburbs</b>	<b>Metro Total</b>
<b>2002</b>	1,015	99,262	0	1,467
<b>2003</b>	1,018	101,634	3	1,894
<b>2004</b>	1,018	105,738	0	2,597
<b>2005</b>	1,039	119,416	126	4,526
<b>2006*</b>	1,648	128,477	24	3,330

Source: Phoenix Metro Housing Study, Realty Studies, ASU Polytechnic Campus

\*2006 data is through the second quarter of 2006

Townhouse/Condo permits have historically totaled 4 to 5 percent of total owner-occupied permits, but in 2005 that percentage jumped to 9.5 percent. This can be attributed in part to condo conversions and the construction of mid and high rise residential product.

Based on data from ASU Realty Studies, as shown in Table 14, the number of townhouse/condos sold for under \$200,000 has been steadily decreasing. During the first quarter of 2005 the majority (55 percent) of new townhouse/condos sold in the Metro area were under \$200,000.<sup>3</sup> By the second quarter of 2006 only 29 percent sold were under \$200,000. The figures for the Western Suburb show an increase in the percentage of units sold under \$200,000. However, if you take a six quarter average, the two regions compare very similarly with 38 to 39 percent of the townhouse/condo units selling for under \$200,000.

---

<sup>3</sup> ASU Realty Studies uses \$200,000 as the price breakpoint in their data reporting.

**Table 14 – Percentage of New Townhouses Sold by Price Range, 2005-2006**

	Metro Total		Western Suburbs	
	< \$200,000	\$200,000+	< \$200,000	\$200,000+
<b>2005Q1</b>	55%	45%	15%	85%
<b>2005Q2</b>	50%	50%	70%	30%
<b>2005Q3</b>	36%	64%	43%	57%
<b>2005Q4</b>	35%	65%	20%	80%
<b>2006Q1</b>	30%	70%	0%	100%
<b>2006Q2</b>	29%	71%	79%	21%
<b>Average</b>	39%	61%	38%	62%

Source: ASU Realty Studies

It is difficult to discern the percent of units sold that could be attributed to the luxury condo market due to data reporting limitations. However, the median sales price for a townhouse/condo in the Metro area has been steadily rising over the last six years as can be seen in Table 15. Based on second quarter 2006 data, the metro median average sales price was \$243,349 compared to the Western Suburb at \$182,059.

**Table 15 – Median Sales Price of New Townhouse/Condo by Year**

	Western Suburbs	Percent Change	Metro Total	Percent Change
<b>2001</b>	\$117,194		\$163,363	--
<b>2002</b>	\$124,130	6%	\$162,374	-1%
<b>2003</b>	\$214,894	42%	\$184,981	12%
<b>2004</b>	\$269,968	20%	\$185,942	1%
<b>2005</b>	\$213,762	-26%	\$213,735	13%
<b>2006*</b>	\$182,059	-17%	\$234,349	9%

Source: Realty Studies, ASU Polytechnic Campus; ESI Corp

Note: Figures represent a weighted average of quarterly sales

\*Data as of 2nd quarter 2006

### MULTI FAMILY

Vacancy rates reached a high of 10 percent in 2003 but by the second quarter of 2006 had declined to 4 percent. This is an all time low for Maricopa County. The Western Suburbs has followed the same trend with a high of 16 percent in 2003 to a low of 6 percent in 2006.

**Table 16 – Multi-Family Housing Inventory, Vacancy Rate, and Permits by Year**

	Western Suburbs (SF)	Vacancy Rate (%)	Metro Total (SF)	Vacancy Rate (%)	Building Permits	
					Western Suburbs	Metro Total
<b>2001</b>	4,782	6	312,761	8	226	7,201
<b>2002</b>	4,888	10	321,459	9	1,819	5,607
<b>2003</b>	5,452	16	326,311	10	640	4,836
<b>2004</b>	6,750	10	330,291	9	1,283	4,997
<b>2005</b>	7,643	8	325,122	7	129	3,214
<b>2006*</b>	7,389	6	321,018	4	567	2,533

Source: Realty Studies, ASU Polytechnic Campus

\*2006 data is from the second quarter of 2006

## FINDINGS

### Retail Potential

The Western Suburb currently has 6.6 million square feet of neighborhood and community serving retail (no regional) which represents 8 percent of the Maricopa County total. When you include regional serving retail, then the Western Suburb drops to 7 percent of the total retail. On a per capita basis, Avondale currently has more square feet per capita of both neighborhood and community serving retail than Maricopa County and the Western Suburb.

**Table 17 – Metropolitan Area Square Feet Per Capita Retail (2006)**

	Retail		
	Neighborhood	Community	Regional
<b>Maricopa County Population (2006)</b>	3,698,528	3,698,528	3,698,528
Total SF 3rd Qtr 2006	43,825,816	43,484,591	13,956,041
SF per Capita	11.8	11.8	3.8
<b>Western Suburbs Population 2006 Estimate</b>	239,149	239,149	239,149
Total SF 1st Qtr 2006	2,994,490	3,634,785	0
Existing SF per Capita	12.5	15.2	0.0
<b>Avondale Population 2006 Estimate</b>	66,661	66,661	66,661
Total SF 3rd Qtr 2006	940,875	1,540,700	0
Existing SF per Capita	14.1	23.1	0.0
Metro Phoenix SF per Capita	11.8	11.8	3.8
Total supportable space in Avondale	786,599	786,599	253,312
Total supportable space in Western Suburbs	2,821,956	2,821,956	908,765

Source: ASU Realty Studies, 3rd Qtr 06; Landiscor Aerial Information, 1st Qtr 06; City of Avondale, ESI Corp

While it would appear that Avondale and the Western Suburb have reached a saturation point, it is important to note that the majority of the community and regional serving retail is located north of I-10. This major transportation arterial that dissects the city is a physical barrier to residents living south of I-10. Currently, there is a significant shortage of retail to service the existing population south of I-10, which will only increase given current growth projections. Avondale will have a deficit of 312,102 square feet of regional serving retail and by 2020 this will grow to 465,356 square feet as noted in Table 18. However, as previously mentioned, a regional shopping mall, Estrella Falls, is planned for the City of Goodyear in the Western Suburb. By 2020 the need for another 400,000 square feet of neighborhood serving retail will be needed, much of which could be built south of I-10.

**Table 18 – Estimated Supportable Retail Space in Avondale and Western Suburb**

	<b>Avondale</b>	<b>Western Suburb</b>
<b>Population - 2010 estimate</b>	82,132	273,415
<b>Neighborhood</b>		
Existing SF Neighborhood (2006)	940,875	2,994,490
Planned and Under Construction (2006)	112,000	964,029
SF Per Capita (Metro Average)	11.8	11.8
SF Supportable	969,158	3,226,297
Surplus / (Deficit)	83,717	732,222
<b>Community</b>		
Existing SF Community (2006)	1,540,700	3,634,785
Planned and Under Construction (2006)	248,000	3,860,064
SF Per Capita (Metro Average)	11.8	11.8
SF Supportable	969,158	3,226,297
Surplus / (Deficit)	819,542	4,268,552
<b>Regional</b>		
Existing SF Regional	0	0
Planned and Under Construction (2006)	0	3,000,000
SF Per Capita (Metro Average)	3.8	3.8
SF Supportable	312,102	1,038,977
Surplus / (Deficit)	-312,102	1,038,977
<b>2010 Overall Total Surplus (Deficit)</b>	<b>591,158</b>	<b>6,039,751</b>

	<b>Avondale</b>	<b>Western Suburb</b>
<b>Population - 2020 estimate</b>	122,462	491,039
<b>Neighborhood</b>		
Existing SF Neighborhood (2006)	940,875	2,994,490
Planned and Under Construction (2006)	112,000	964,029
SF Per Capita (Metro Average)	11.8	11.8
SF Supportable	1,445,052	5,794,255
Surplus / (Deficit)	-392,177	-1,835,736
<b>Community</b>		
Existing SF Community (2006)	1,540,700	3,634,785
Planned and Under Construction (2006)	248,000	3,860,064
SF Per Capita (Metro Average)	11.8	11.8
SF Supportable	1,445,052	5,794,255
Surplus / (Deficit)	343,648	1,700,594
<b>Regional</b>		
Existing SF Regional	0	0
Planned and Under Construction (2006)	0	3,000,000
SF Per Capita (Metro Average)	3.8	3.8
SF Supportable	465,356	1,865,947
Surplus / (Deficit)	-465,356	1,865,947
<b>2020 Overall Total Surplus (Deficit)</b>	<b>(513,884)</b>	<b>1,730,804</b>

Source: Previous Tables

With the addition of two regional malls proposed for Goodyear and Surprise (slated for the next decade) the Western Suburb would appear to be adequately serviced in the near term. Based on interviews with real estate brokers, Avondale will face stiff competition from sites north of I-10 along Loop 101. Discussions are underway for the development of a lifestyle retail center east of Loop 101 to the north of I-10 in Phoenix. Timing for this project is 2008. While the demographics of the trade area of this location are not significantly different than the trade area demographics of the City Center, the proximity to two freeways is helping to drive the project.

The opportunity for Avondale at City Center is to take advantage of new retail design, which is being driven by the remaking of traditional shopping malls. The evolution from the climate controlled indoor mall to urban shopping main streets is the new industry focus. Consumers today want choice and diversity which includes a distinctive place to shop, dine and meet. This approach to design still includes the convenience of driving but provides a pedestrian friendly, open air neighborhood shopping experience in which people walking along the sidewalk is deemed as important to the scene's vitality and attraction as the merchandise mix.

Neighborhood retail can be transformed architecturally to offer a distinct character while providing a variety of spatial, architectural and landscaped experience. People are looking for a place that offers an opportunity for social gathering that is both comfortable and authentic. According to ULI, developers are realizing that by changing the physical form of the shopping environment they can make it feel like an intrinsic part of the community.

Future potential for retail at City Center will depend in large measure on the addition of office space, hotels and high density residential development. A combination of this development mix will help drive the economics of retail and the demand for amenities by office workers. Avondale City Center could support neighborhood and some regional serving retail which could emulate the design characteristics of pedestrian friendly while providing diversity and connecting community and local culture.

### **Office Potential**

The Western Suburb market is currently underserved in office space. Figure 6 identifies the major office corridors within the metro area. As can be seen there is nothing west of I-17. According to Landiscor, a total of 464,040 square feet of space exists today; all of which is categorized as low rise buildings. Maricopa County has 10.7 square feet of low rise office space per person, while the Western Suburb has 1.9 square feet. Avondale currently boasts 7.0 square feet per capita. Currently there is no mid or high rise buildings in the Western Suburb.

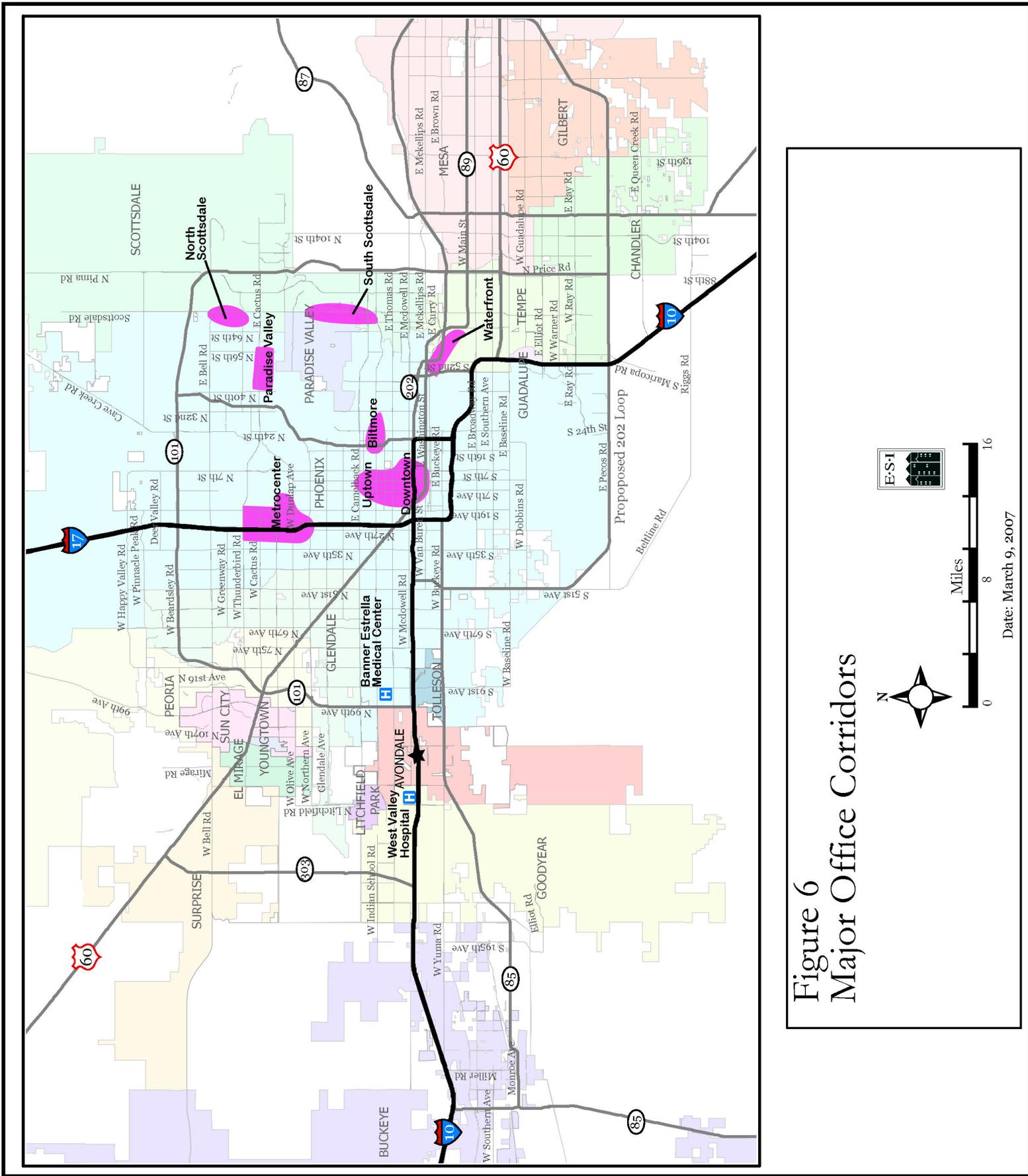
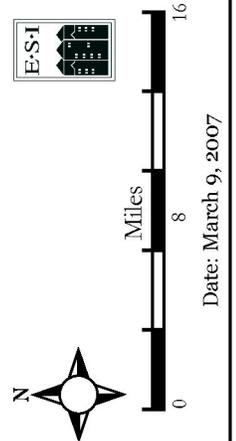


Figure 6  
Major Office Corridors



Date: March 9, 2007

<b>Table 19 – Metropolitan Area Square Feet Per Capita, High Rise and Total Office</b>			
	<b>Office</b>		
	<b>Low Rise</b>	<b>Mid Rise</b>	<b>High Rise</b>
<b>Maricopa County Population (2006)</b>	3,698,528	3,698,528	3,698,528
Total SF 3rd Qtr 2006	39,501,674	8,385,393	11,354,132
SF per Capita	10.7	2.3	3.1
<b>Western Suburbs Population 2006 Estimate</b>	239,149	239,149	239,149
Total SF 3rd Qtr 2006	420,500	0	0
Existing SF per Capita	1.8	0	0
<b>Avondale Population 2006 Estimate</b>	66,661	66,661	66,661
Total SF 3rd Qtr 2006	420,500	0	0
Existing SF per Capita	6.3	0	0
Metro Phoenix SF per Capita	10.7	2.3	3.1
Total supportable space in Avondale	713,272	153,320	206,649
Total supportable space in Western Suburbs	2,558,892	550,042	741,361

Source: ASU Realty Studies, 3rd Qtr 06; Landiscor Aerial Information, 1st Qtr 06; Grubb & Ellis; MAG; ESI Corp

Given Avondale’s geographic proximity to I-10 and the Loop101, there appears to be an opportunity to capture future office development. Table 20 provides an analysis of the potential that Avondale and the Western Suburb has with respect to office space. Utilizing the 2006 metro ratio of square feet per capita and 2010 and 2020 population estimates, total square feet of supportable office space was calculated.

Based on the metro average of supportable square feet of space per person, the Western Suburb has a projected deficit in all categories of office space equaling 2.1 million square feet. Overall Avondale could support an additional 300,000 square feet of mid and high rise space by 2010, which increases to 500,000 square feet by 2020.

With the absence of any office concentration in the Western Suburb today, there exists a strong potential for Avondale to capture more than 500,000 square feet of mid and high rise office space given its proximity to I-10, Loop 101, two regional hospitals, and Sky Harbor International Airport.

**Table 20 - Estimated Supportable Office Space in Avondale and Western Suburb**

	<b>Avondale</b>	<b>Western Suburb</b>
<b>Population - 2010 Estimate</b>	82,132	273,415
<b>Low Rise</b>		
Existing SF Low Rise Office (2006)	420,500	420,500
Planned and Under Construction (2006)	1,203,421	1,703,421
SF Per Capita (Metro Average)	10.7	10.7
SF Supportable	878,812	2,925,541
Surplus / (Deficit)	745,109	-801,620
<b>Mid Rise</b>		
Existing SF Mid Rise	0	0
Planned and Under Construction (2006)	150,000	150,000
SF Per Capita (Metro Average)	2.3	2.3
SF Supportable	188,904	628,855
Surplus / (Deficit)	-38,904	-478,855
<b>High Rise</b>		
Existing SF High Rise	0	0
Planned and Under Construction	0	0
SF Per Capita (Metro Average)	3.1	3.1
SF Supportable	254,609	847,587
Surplus / (Deficit)	-254,609	-847,587
<b>2010 Overall Total Surplus (Deficit)</b>	<b>451,596</b>	<b>(2,128,061)</b>

	<b>Avondale</b>	<b>Western Suburb</b>
<b>Population - 2020 Estimate</b>	122,462	491,039
<b>Low Rise</b>		
Existing SF Low Rise Office (2006)	420,500	420,500
Planned and Under Construction (2006)	1,203,421	1,703,421
SF Per Capita (Metro Average)	10.7	10.7
SF Supportable	1,310,343	5,254,113
Surplus / (Deficit)	313,578	-3,130,192
<b>Mid Rise</b>		
Existing SF Mid Rise	0	0
Planned and Under Construction (2006)	150,000	150,000
SF Per Capita (Metro Average)	2.3	2.3
SF Supportable	281,663	1,129,389
Surplus / (Deficit)	-131,663	-979,389
<b>High Rise</b>		
Existing SF High Rise	0	0
Planned and Under Construction	0	0
SF Per Capita (Metro Average)	3.1	3.1
SF Supportable	379,632	1,522,220
Surplus / (Deficit)	-379,632	-1,522,220
<b>2020 Overall Total Surplus (Deficit)</b>	<b>(197,717)</b>	<b>(5,631,800)</b>

Source: Previous Tables

Note: **Low Rise**- 1 to 4 floors; **Mid Rise**- 5 to 12 floors; **High Rise**- 13 or more floors

## **Residential Potential**

The overall metro Phoenix market continues to show strength in demand for townhouse/condos, and in particular owner occupied units. The Western Suburb has also seen an increase in the inventory of townhouse/condo developments over the last five years. Based on discussions with city staff, however, there are currently no townhouse or condo developments within the City of Avondale.

Positioning the City Center project with some high density residential development, including multi-family will help support the demand for additional retail and restaurants in the area.

Based on this analysis, the number of projected residential units needed by 2020 is 20,495. By taking the 2005 Census proportion of owner versus renter occupied units, a total of 16,000 owner occupied and 4,600 renter occupied units could be supported.

<b>Table 21 – Avondale Projected Community Housing Needs (Demand)</b>		
	<b>2010</b>	<b>2020</b>
Projected Population	82,132	122,462
(-) Number of Persons in Group Quarters (2000 data)	146	146
(=) Household Population	81,986	122,316
(÷) Average Household Size	3.23	3.28
(=) Projected Households	25,383	37,275
(×) 1 + Vacancy Rate	1.105	1.105
(=) Projected Number of Housing Units Needed	28,048	41,188
<b>Projected Community Housing Available (Supply)</b>		
Existing Number of Housing Units Available (2005)	20,693	20,693
<b>Demand for Additional Community Housing Units</b>		
Projected Number of Housing Units Needed	28,048	41,188
(-) Projected Number of Housing Units Available	20,693	20,693
(=) Projected Number of Additional Units Needed	<b>7,355</b>	<b>20,495</b>
Projected Owner Occupied	5,707	15,904
Projected Renter Occupied	1,647	4,591

Source: U.S. Census; MAG; and ESI Corp

In analyzing the residential permits over the last five years, it is apparent that single family residential permits have been trending downwards, while townhouse/condos have been trending upwards, as can be seen in Table 22. Data through the 2<sup>nd</sup> quarter of 2006 shows that 14.4 percent of all permits issued in the metro area were for townhouse/condos. This is up from 2.9 percent in 2002.

Given the lack of townhouse condo development in the Western Suburb and the non-existence of townhouse/condos in Avondale, there appears an opportunity for this type of high density development to be built at the City Center. By taking a five year average of townhouse/condo permits and applying that ratio to the projected number of additional units needed, approximately 7.3 percent could be considered townhouse/condos, or 1,488 units.

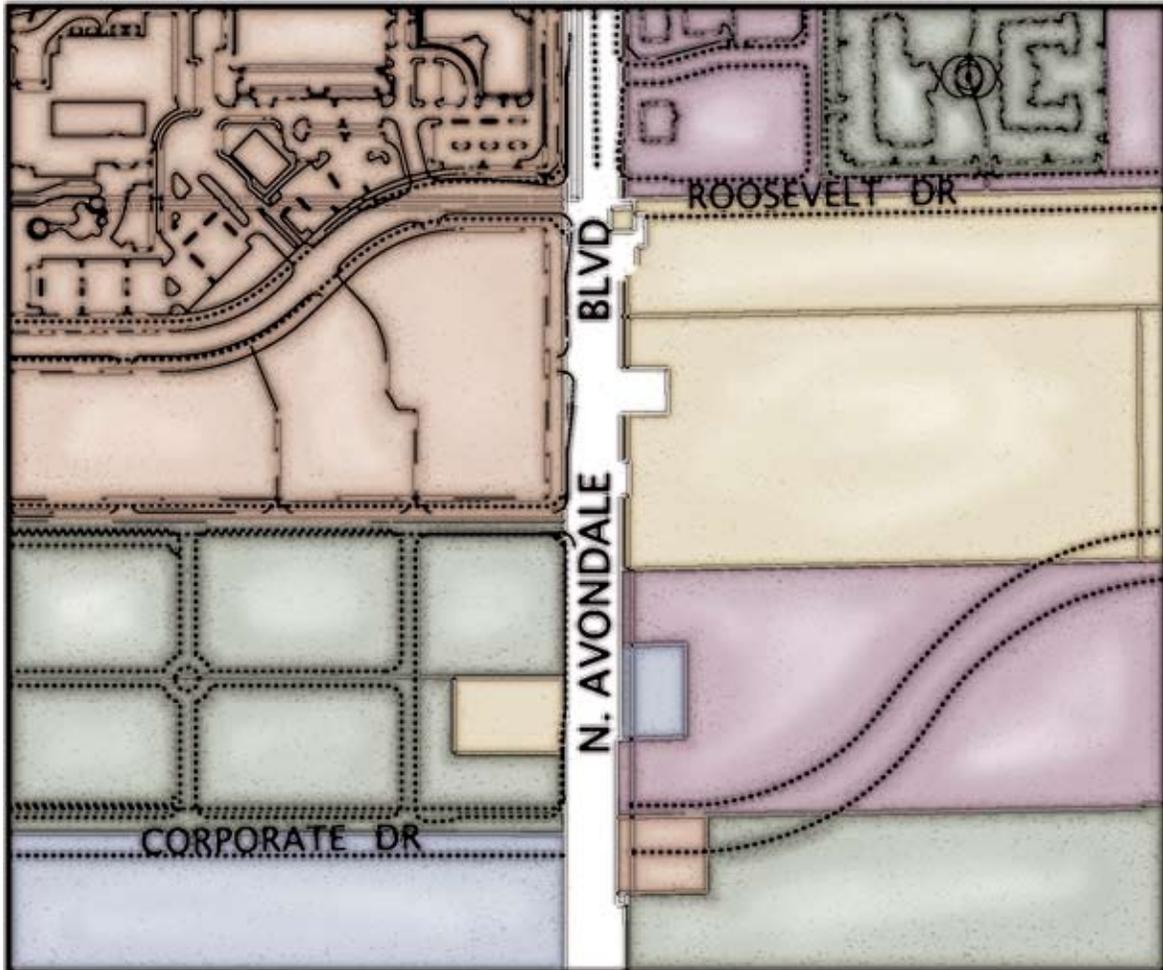
**Table 22 – Metro Phoenix Residential Building Permits, Percent by Type**

<b>Year</b>	<b>Single Family</b>	<b>Townhouse / Condo</b>	<b>Multi-Family</b>
2002	87.8%	2.9%	9.3%
2003	79.2%	4.4%	16.4%
2004	81.4%	3.9%	14.7%
2005	82.1%	10.7%	7.2%
2006	74.9%	14.4%	10.7%
<b>Average</b>	<b>81.1%</b>	<b>7.3%</b>	<b>11.7%</b>

Source: Phoenix Metro Housing Studies, ASU Polytechnic Campus

The City Center project is well positioned near major transportation arterials, adjacent employment centers, and schools of higher learning to take advantage of market dynamics and capture quality high density development.

# AVONDALE CITY CENTER SPECIFIC AREA PLAN



## EXISTING CONDITIONS, OPPORTUNITIES AND CONSTRAINTS REPORT

*revised March 20, 2007*



# TABLE OF CONTENTS

- 1 INTRODUCTION ..... 1-1
  
- 2 BACKGROUND INFORMATION..... 2-1
  - Key Site Features, Site Context and Existing Zoning..... 2-1
  - Property Ownership and Development Status ..... 2-6
  - Surrounding Development ..... 2-10
  - Circulation ..... 2-17
  - Infrastructure ..... 2-22
  
- 3 EXISTING PLANNING DOCUMENTS AND REGULATIONS ..... 3-1
  - Freeway Corridor Specific Plan..... 3-2
  - Planned Area Developments (PADs)..... 3-5
  
- 4 DEVELOPMENT MODELS IN THE PHOENIX REGION ..... 4-1
  - Roosevelt Square ..... 4-2
  - Mill Ave District ..... 4-3
  - Kierland Commons ..... 4-4
  - Desert Ridge Marketplace ..... 4-5
  - Westgate City Center ..... 4-6
  - Gateway Pavilions ..... 4-7
  - Cherry Creek District..... 4-8
  - Street Comparisons..... 4-9
  
- 5 MAJOR CONCLUSIONS..... 5-1
  - Market Demand and Land Use..... 5-1
  - Street System and Sub-Areas ..... 5-2
  - Parking..... 5-4
  - Pedestrian Connections..... 5-5
  - Pedestrian Centers – Lively Inviting Areas that Have a Unique Identity  
and Build a Sense of Community ..... 5-5
  - Avondale Boulevard Options ..... 5-6
  - Public Art ..... 5-7

## LIST OF FIGURES

Figure 2.1 Project Site .....	2-2
Figure 2.2 Zoning and Site Plans .....	2-3
Figure 2.3 Surrounding Context.....	2-4
Figure 2.4 Avondale Neighborhoods, Commercial, and General Plan .....	2-5
Figure 2.5 Ownership .....	2-8
Figure 2.6 Approved and Proposed Projects .....	2-9
Figure 2.7 New and Proposed Commercial Development .....	2-11
Figure 2.8 Avondale Development Progress .....	2-12
Figure 2.9 Major Retail Centers.....	2-13
Figure 2.10 Major Office Corridors .....	2-14
Figure 2.11 Retail Development in Western Suburb.....	2-15
Figure 2.12 Office Development in Western Suburb.....	2-16
Figure 2.13 Roadway Improvements and Transportation System.....	2-19
Figure 2.14 Recommended Street Functional Classification System .....	2-20
Figure 2.15 Avondale Recommended Roadway Design Criteria .....	2-21
Figure 2.16 Existing Infrastructure .....	2-24
Figure 3.1 Freeway Corridor Specific Plan Perspective .....	3-2
Figure 3.2 Freeway Corridor Specific Plan Sections .....	3-2
Figure 3.3 Freeway Corridor Specific Plan Boulevard Concept Plan and Section.....	3-4
Figure 5.1 Major Conclusions .....	5-3

# 1 INTRODUCTION

## *Project Description*

The City of Avondale is beginning to prepare a plan for the area just south of Interstate 10 at Avondale Boulevard, known as the City Center area. The area stretches from I-10 to Coldwater Springs Boulevard, between the 113th Avenue and 117th Avenue alignments. The Avondale City Council has established the following goal for the area:

*Develop the Avondale Boulevard Specific Area/City Center Plan in order to implement the Council's vision for Avondale Boulevard as a premier destination for shopping, restaurants and entertainment, with exciting mixed use development to include hotels, higher quality density housing, professional office space, with an atmosphere that is fun, pedestrian friendly and conducive to daytime and nighttime activities.*

To achieve this vision, the consultant team will create a specific plan that addresses land uses, development standards, design guidelines and incentives needed. The plan will provide a foundation for land entitlements, future ordinance amendments, and additional public investments.

## *Contents of This Report*

The first sections of this report, Parts 2 and 3, present a summary of the team's findings about the site and its context, landowners' interests, physical constraints, and regulatory policies and documents that will affect future planning and development in the area.

The next section, Part 4, presents a number of development models in the Phoenix region that have some of the qualities desired by the City Council, and compares the scale of those models to the scale of Avondale City Center. The comparisons demonstrate relative acreages as well as basic land use data, and thus begin to suggest scales, densities, public space design and site design standards that might be considered for the Avondale City Center.

Lastly, Part 5 summarizes the major conclusions that will guide the team going forward. Included is research about future market demand and land use, observations about the physical barriers and the potential of the existing streets layout, and ideas about design standards. Based on these conclusions, the team will prepare concept alternatives for review by City Staff and the City Council.

## *Research Done to Gather Information*

The findings presented in this report were gathered by the consultant team through site visits, discussions with City staff members, interviews, and independent research. Each member of the consultant team conducted research specific to their area of expertise; the whole team then combined its data to form a complete picture of the site's existing conditions, its opportunities and constraints.

*This page intentionally left blank.*

# 2 BACKGROUND INFORMATION

## KEY SITE FEATURES, SITE CONTEXT AND EXISTING ZONING

The Avondale City Center study area occupies 272 acres just south of Interstate 10 extending one-quarter mile on either side of Avondale Boulevard to the east and west and one mile from Interstate 10 to Coldwater Springs Boulevard to the south. Avondale Boulevard, Van Buren Street, and a short segment of Roosevelt Street are the only existing streets; other streets within the study area are planned or under construction (see Figure 2.1).

Avondale Boulevard is currently a six-lane arterial; it is also the main route leading to the Phoenix International Raceway to the south. Van Buren is currently a five-lane arterial (two through lanes in each direction plus a continuous left-turn lane) from El Mirage to Avondale Boulevard. It narrows to two lanes east of Avondale Boulevard, past the intersection.

The study area is currently zoned mostly Planned Area Development (PAD) and County (Rural-43), with one parcel zoned C-2, one parcel zoned A-1, and four parcels zoned AG. The City anticipates that the parcels zoned AG and County will be zoned up to a commercial or mixed-use designation or to PAD, although there are currently no requests for annexation pending.

There are currently three recently approved PADs in the study area. In addition, a portion of the southwest corner of Avondale Boulevard and Van Buren has PAD zoning that essentially allows C-2 uses. The northwest corner of Avondale Boulevard and Van Buren is also zoned PAD, but the development plan has expired (see Figure 2.2).

Adjacent to the site, the General Plan shows a number of different future land uses (see Figures 2.3 and 2.4). The area north of Corporate Drive, both to the east and west of the site, is planned exclusively for employment uses. The area south of Corporate Drive and north of Van Buren shows mixed-use to the west, and various residential land uses to the east. South of Van Buren, it shows residential and Civic Center uses. North of I-10, the southwest and the southeast corners of McDowell and Avondale Boulevard are mostly undeveloped and shown for future freeway and commercial use. There is no park space planned for within the site nor adjacent to the site.

In the citywide context of Avondale, the City Center area is in a central location along the commercial and employment corridor of the City along I-10. It is also located in a central location relative to residential neighborhoods to the north and south. Furthermore, the General Plan and Freeway Corridor Specific Plan encourage freeway commercial and commercial uses within the study area (see Figure 2.3).



*Avondale Boulevard looking north*



*Land east of Avondale Boulevard*



*Recent hotel construction at I-10 and Avondale Boulevard and views to the Estrella Mountains*

Figure 2.1

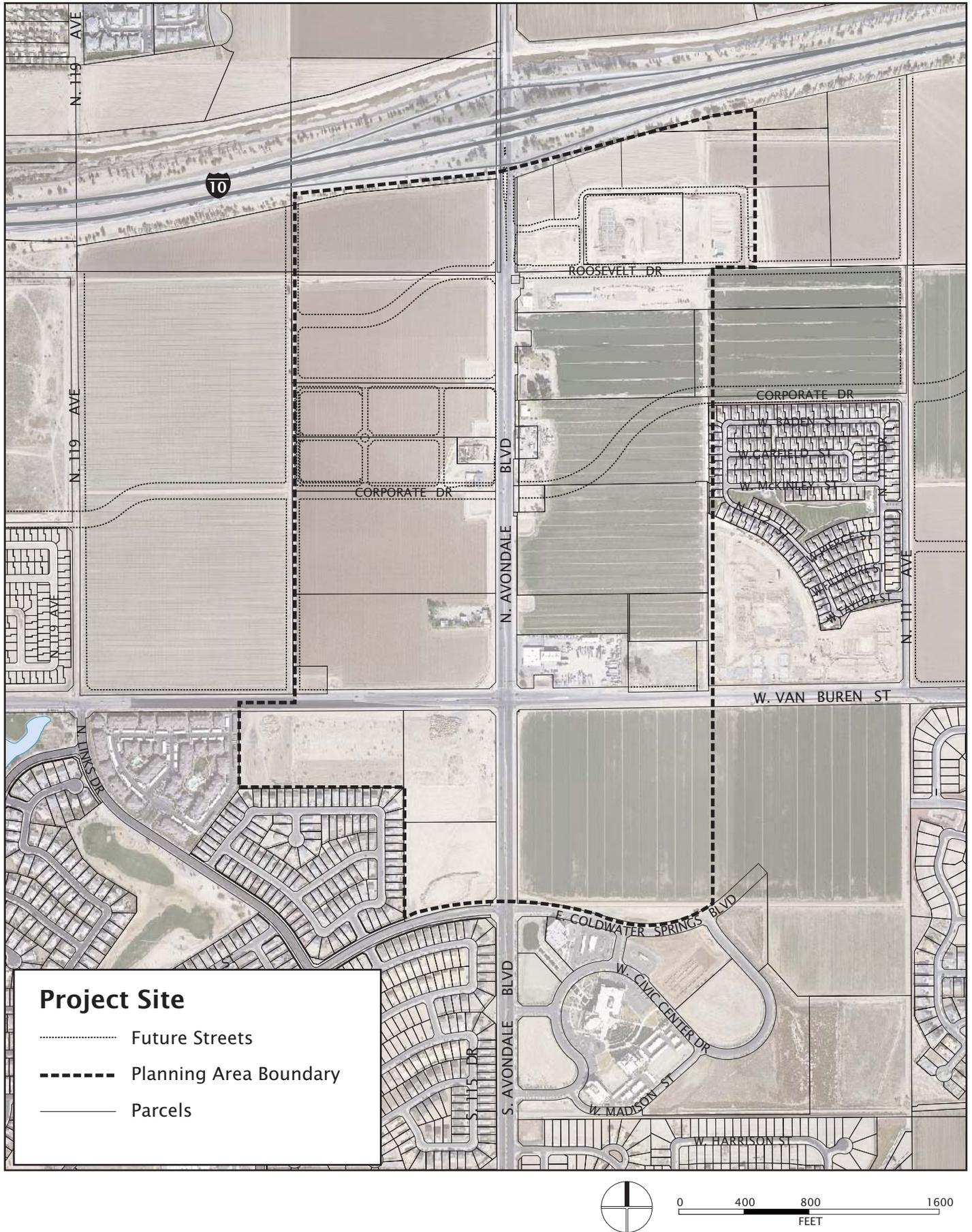


Figure 2.2

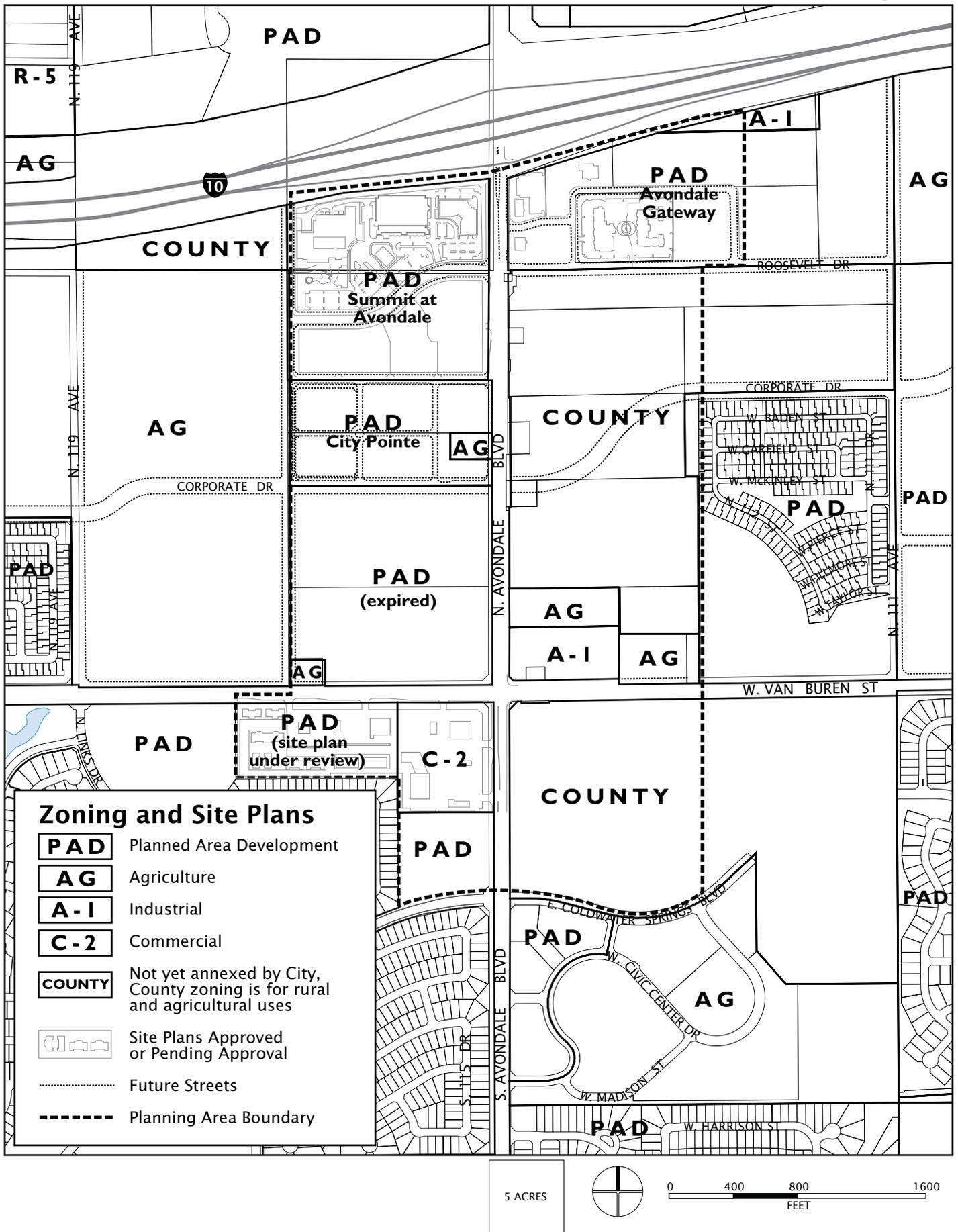


Figure 2.3

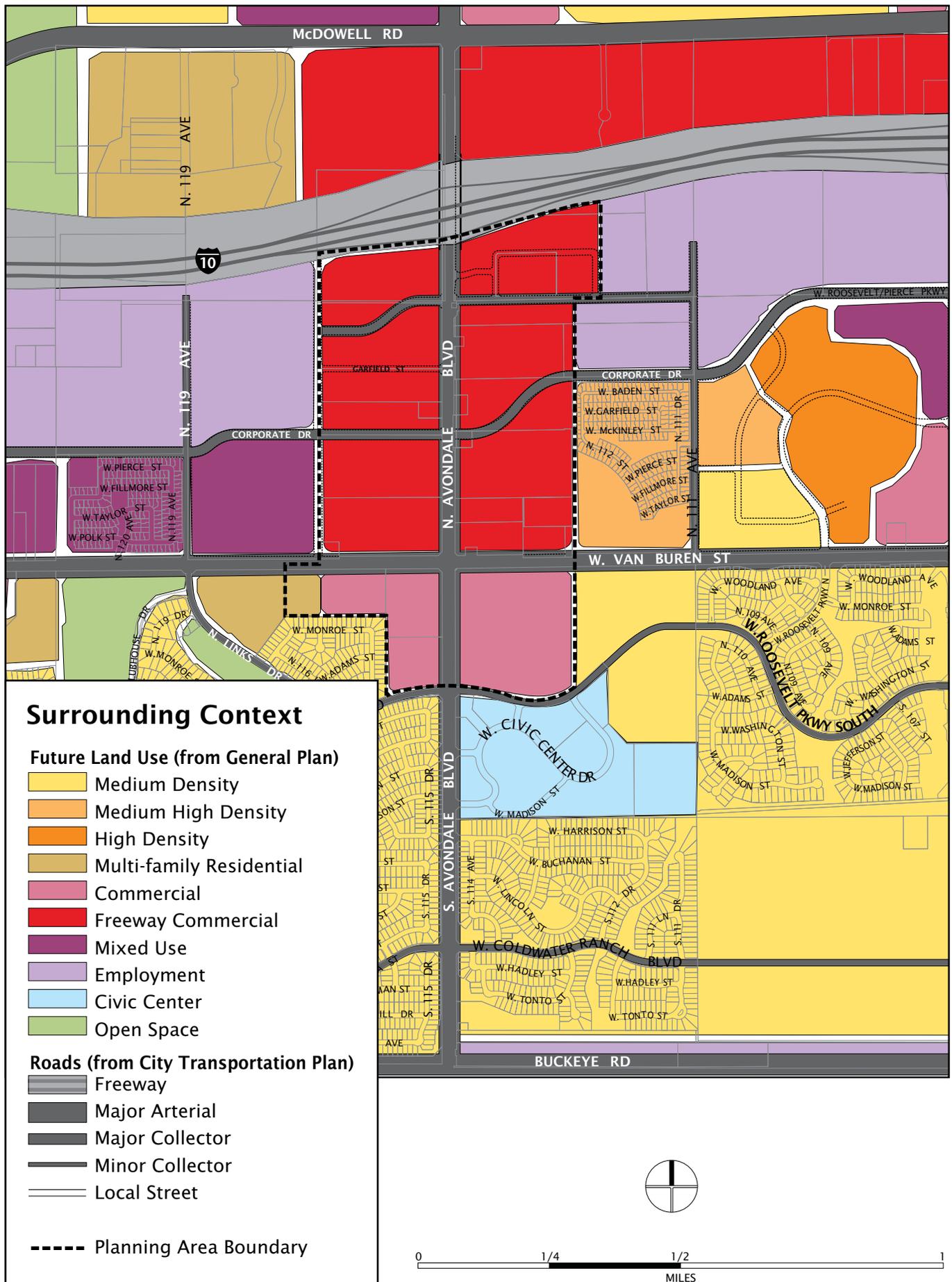
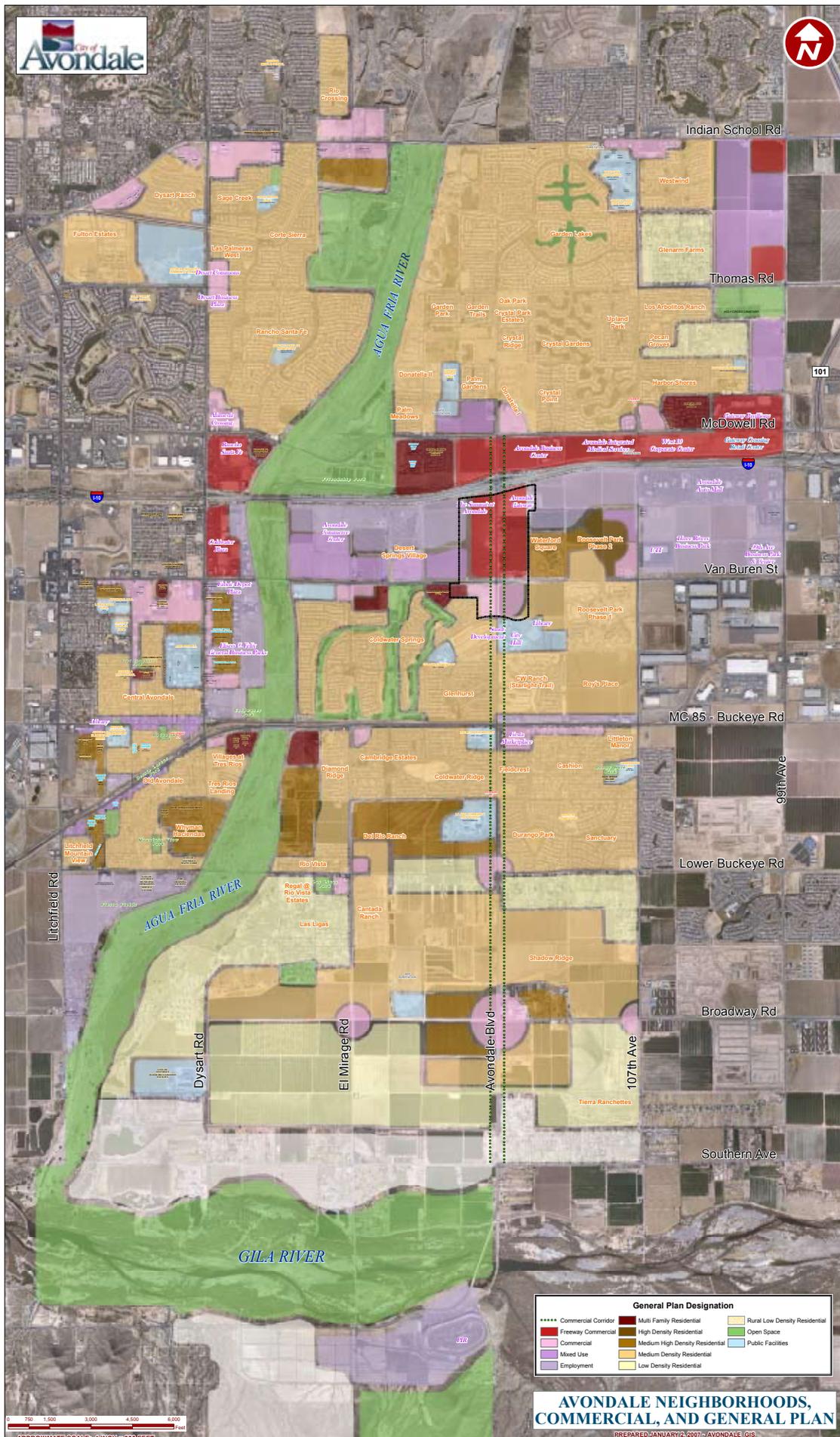


Figure 2.4



## PROPERTY OWNERSHIP AND DEVELOPMENT STATUS

Interviews were conducted with individual property owners, commercial brokers, City staff, and other knowledgeable stakeholders to learn about owners' long term plans for their properties, and to understand perceptions about the area related to market demand.

In the City Center area there are at least 17 different property owners (see Figure 2.5). Some property owners have definite plans to develop the property themselves, while others are more likely to sell their property in the coming years. Just a few of the properties are currently on the market; and several owners indicated that they will need to await the results of the specific plan prior to completing a sale. The property owners who plan to develop their properties each have very different visions for future development, based on their assessment of the market and their experience with different types of development. It is clear that while some properties may be consolidated through land sales over time, the area will continue to have multiple property owners, and properties will be developed at different times. There will therefore be a need for an overall master plan and coordination of public improvements. Information specific to individual ownerships is as follows:

### *Properties East of Avondale Boulevard*

- Avondale Gateway LLC sold the northeastern most parcels to DH Ventures LLC, where the Hilton Garden Inn and Homewood Suites are completing construction. The Hilton Gardens is expected to open in March 2007. Avondale Gateway LLC is planning to build three pad restaurants. Tenants such as Starbucks, Cattlemen's Steakhouse, and Ruby Tuesday's have been discussed. The balance of the land may be developed with employment uses.
- Leverton Investments LLC has not indicated any development plans at this time. Their northernmost parcel was used for some time as a field for crop dusting planes.
- The Mortensen property has also not indicated any development plans at this time. The future Corporate Drive arterial is planned to go through the middle diagonal of the property in an "S" curve shape.
- The O'Brien family owns the next parcel to the south and plans to build a Carlos O'Brien's restaurant on the site, which would be the third of their family-owned restaurants in the Phoenix region. They hope to develop the remainder of the site with a joint venture partner. They want to know the City's plans for the exact alignment of Corporate Drive so they can begin design plans, and are excited about the possibility of a pedestrian-oriented retail street.
- Allison and Toles have not indicated any plans for development of their properties.
- Baker Phoenix Properties LLC owns the property at the northeast corner of Van Buren Street and Avondale Boulevard. The property owner intends to develop the property with one or two story retail and office uses. The property is currently leased to a trucking business. The trucking business is negotiating with the City of Avondale to purchase a larger site in an industrial area of the City.
- The Hurley family owns the 40 acre property at the southeast corner of Van Buren Street and Avondale Boulevard. They have worked closely with the City through the sale of their property for the Civic Center development. They prefer to hold their land and develop it themselves at some point in the future.

### *Properties West of Avondale Boulevard*

- Avondale Boulevard LLC has been preparing development plans for their property over the past several years, and has negotiated a development agreement with the City of Avondale. A subdivision of the land into six parcels has been approved, and they've recently started construction on the road through the property. On March 5, 2007, the City approved phase 1, located north of the Roosevelt extension. This includes a five-story, 150,000 square foot office building, a parking structure, and an eight-story 4 star hotel.
- Byrd Enterprises of Arizona received approval for a Planned Area Development on their property in 2006. They submitted plans for two hotel buildings on the westernmost portions of the site, but have not pursued those plans any further. The PAD development plan is in effect until July 2007.
- Empire Realty (Avondale Van Buren LLC) owns the northwest corner of Avondale Boulevard and Van Buren. They plan to develop the site for commercial development, including retail and office uses in the coming year. They believe there is a strong market for community and neighborhood retail that serves the neighborhoods south of Interstate 10.
- The two properties at the southwest corner of Avondale Boulevard and Van Buren Street are also owned by Empire Realty. A site plan has been submitted to the City for a retail shopping center and single-story condominium office, and is currently under review.
- Avondale Coldwater LLC owns the property at Coldwater Springs Boulevard and Avondale Boulevard and plans to develop the property with office buildings.

Figure 2.5

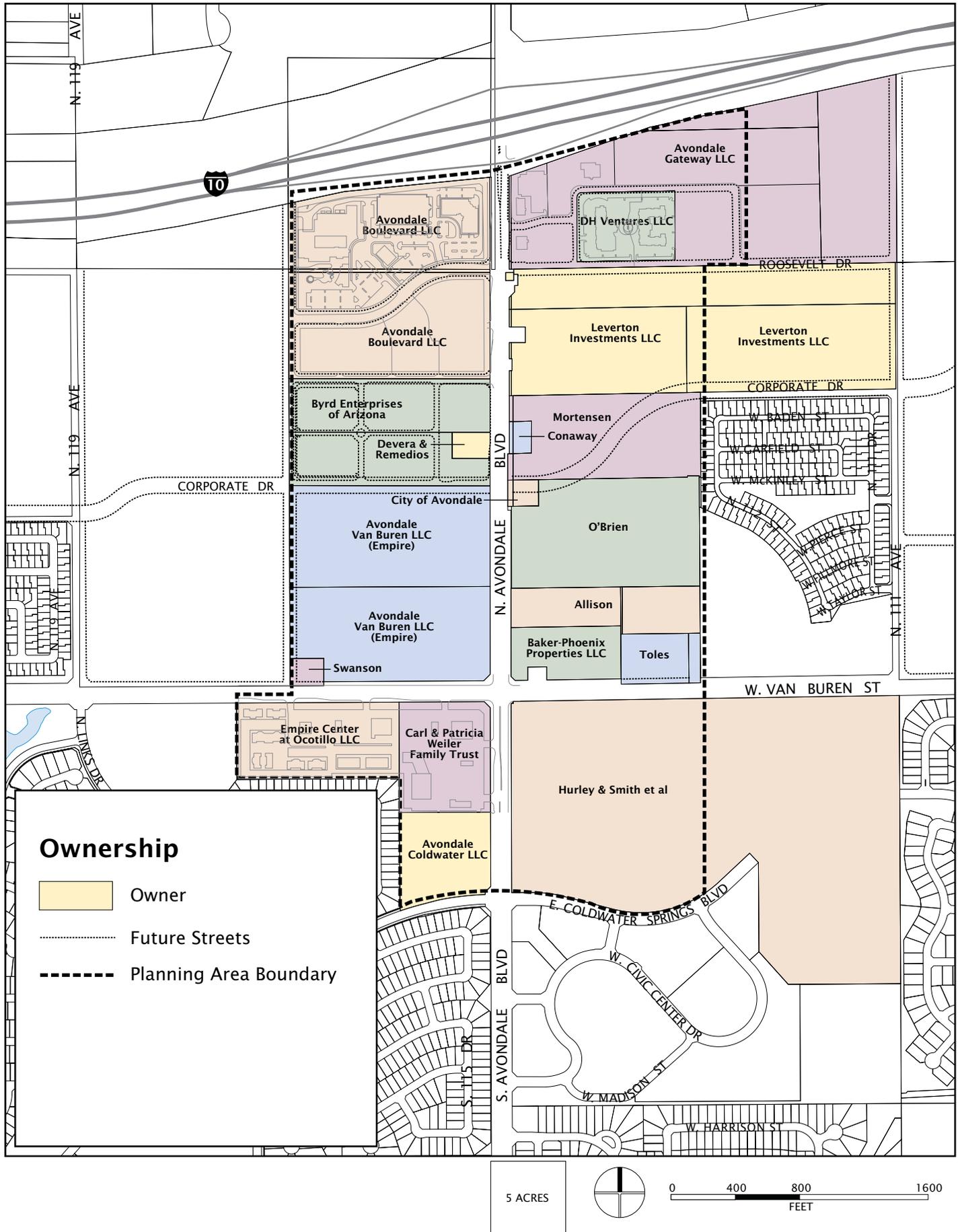
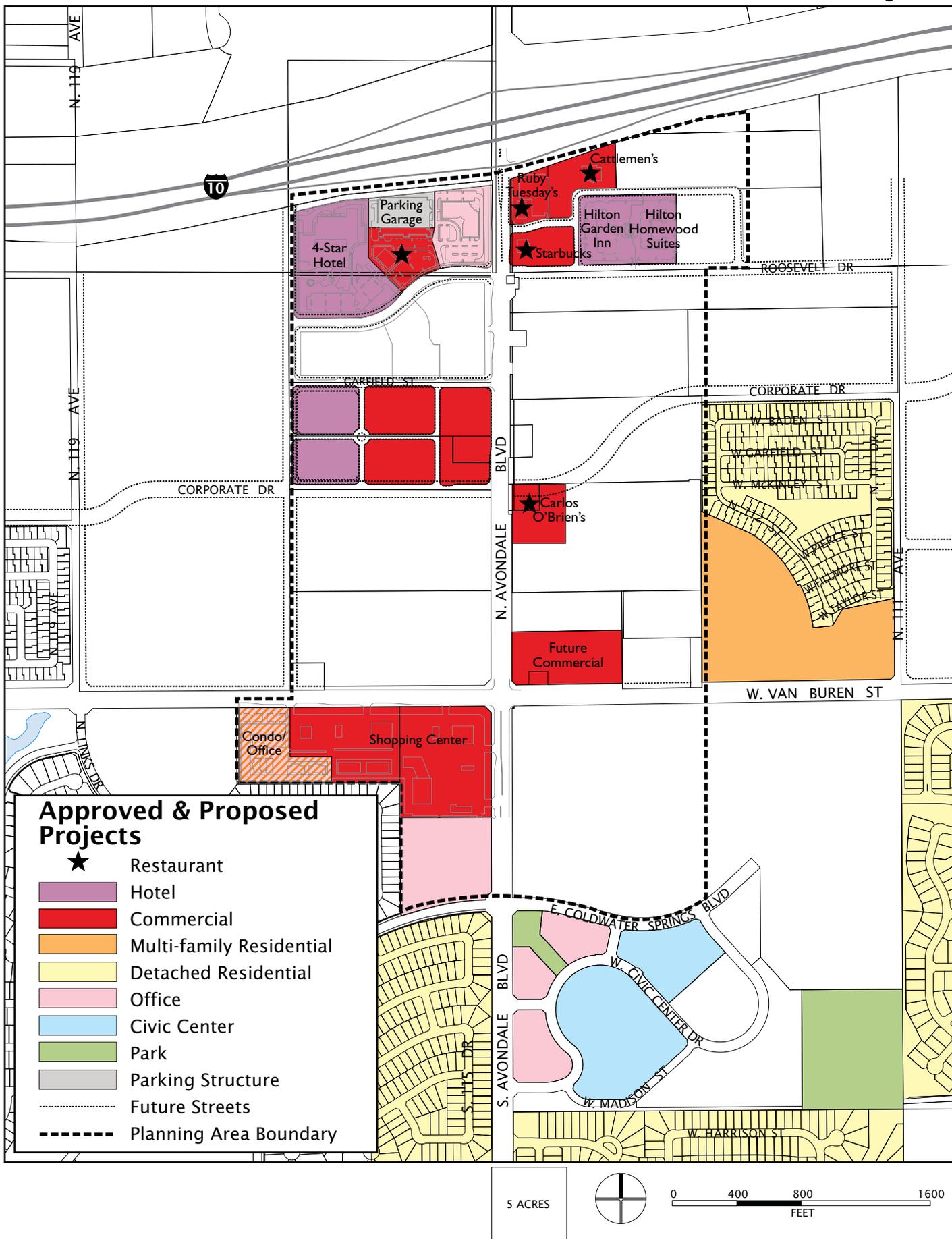


Figure 2.6



## SURROUNDING DEVELOPMENT

Figures 2.7 and 2.8 show Avondale's General Plan land use designations and the properties where new commercial development exists or is proposed. In recent years, there has been quite a bit of retail development and a number of small scale office developments. Commercial development is mostly concentrated north of I-10 at 99th Avenue and McDowell Road east of the study area and along Dysart Road west of the study area. On the south side of McDowell west of 107th Ave, a three-story medical office building is currently in the first of three phases. The Avondale Auto Mall is located on the south side of I-10 between 99th and 107th Avenues east of the study area, and the area south of the Auto Mall is developing with business park and light industrial uses.

Figures 2.9 and 2.10 illustrate the distribution of major retail centers and major employment centers through the Phoenix region. Figure 2.9 shows the location of existing or planned large regional malls: the malls already planned in the western suburbs Prasada and Estrella Falls will serve the entire Western Suburb trade area. If they proceed as planned, it will not be possible to develop a viable regional mall in Avondale due to the trade area agreements established by tenants and mall owners. Figure 2.10 illustrates clearly how employment is concentrated in the eastern areas of the region: there are currently no major employment centers located west of Interstate 17. This represents an enormous opportunity to establish a Western Suburb City major employment center.

Figures 2.11 and 2.12 look exclusively at the Western Suburb, and show in more detail existing and planned retail and office development. In Avondale, retail development is concentrated close to Interstate 10 along the 99th Avenue corridor and Dysart Road, and there is very little retail development in the Avondale Boulevard corridor. Office development is located throughout the Interstate 10 corridor.

To quantify these observations and determine the actual demand for office (low, mid and high-rise), retail, and residential development, an in-depth market analysis was prepared, studying the study area's "market trade area" based on 10- and 26-minute drive times, Avondale's demographic characteristics, the inventory existing and proposed square footages of development, and housing permit activity. Considered together, this data produced projections about the City Center's market share of the demand for development within the City, Western Suburbs, and Phoenix region. These are described in the Conclusions section at the end of the report.



*Arrowhead Mall*



*Arrowhead Mall*

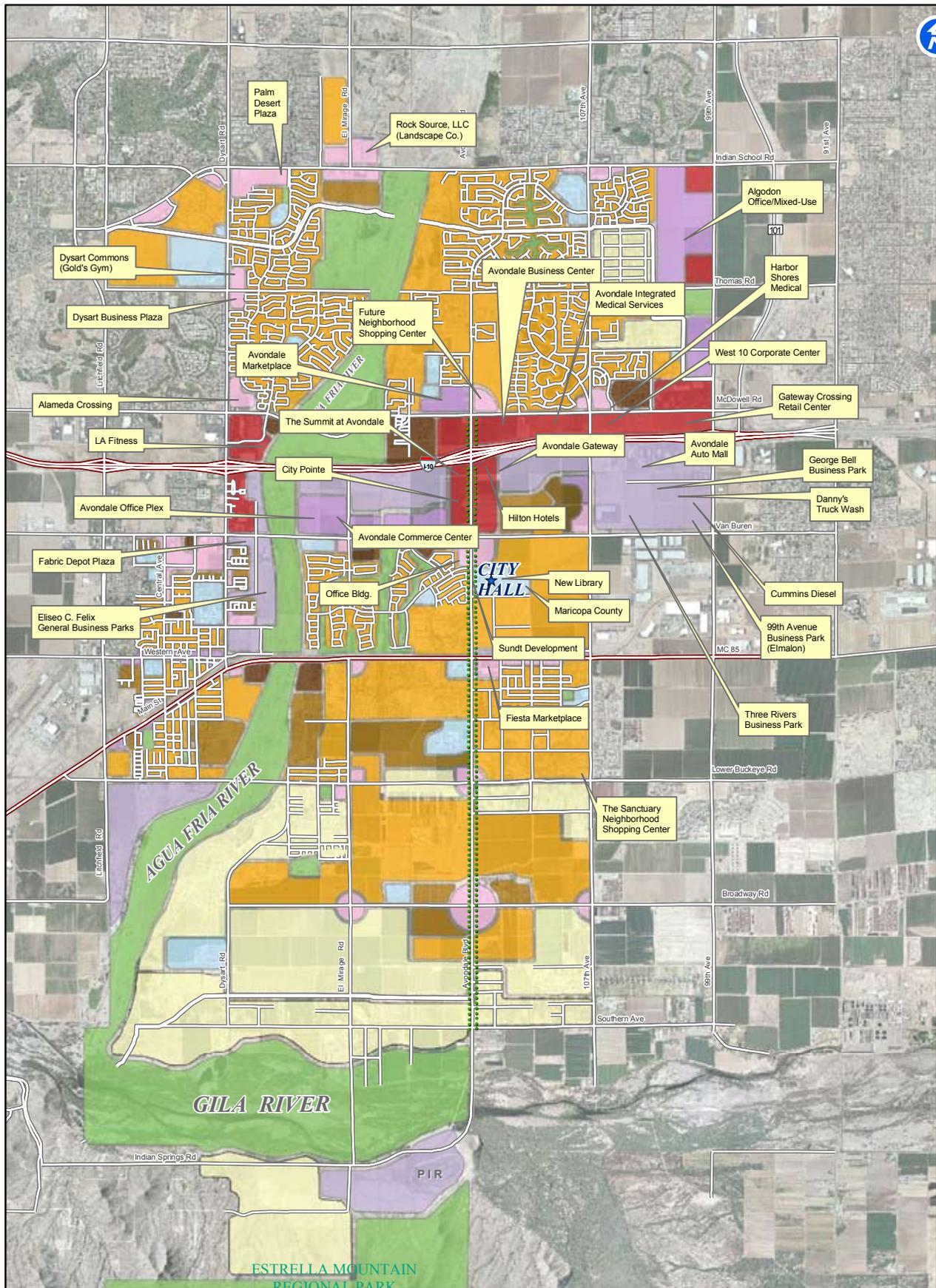


*Gateway Pavilions*



*Harkins Theater at Gateway Pavilions*

Figure 2.7



**NEW & PROPOSED  
COMMERCIAL DEVELOPMENT  
03/06**

GENERAL PLAN DESIGNATION		
Foreign Commercial (Regional, Light Industrial & Office)	Multi-Family Residential (10-20 ac, Target Density = 20)	Open Space
Commercial (Neighborhood and Community Retail & Office)	High Density Residential (6-10 ac, Target Density = 30)	Public Facilities
Mixed Use (Retail, Commercial, Office & Multi-Family)	Medium Density Residential (10-20 ac, Target Density = 15)	Commercial & Employment Corridor
Employment (Business Park & Industrial Uses)	Medium High Density Residential (10-20 ac, Target Density = 15)	Avondale Civic Center
	Rural Low Density	

Figure 2.8

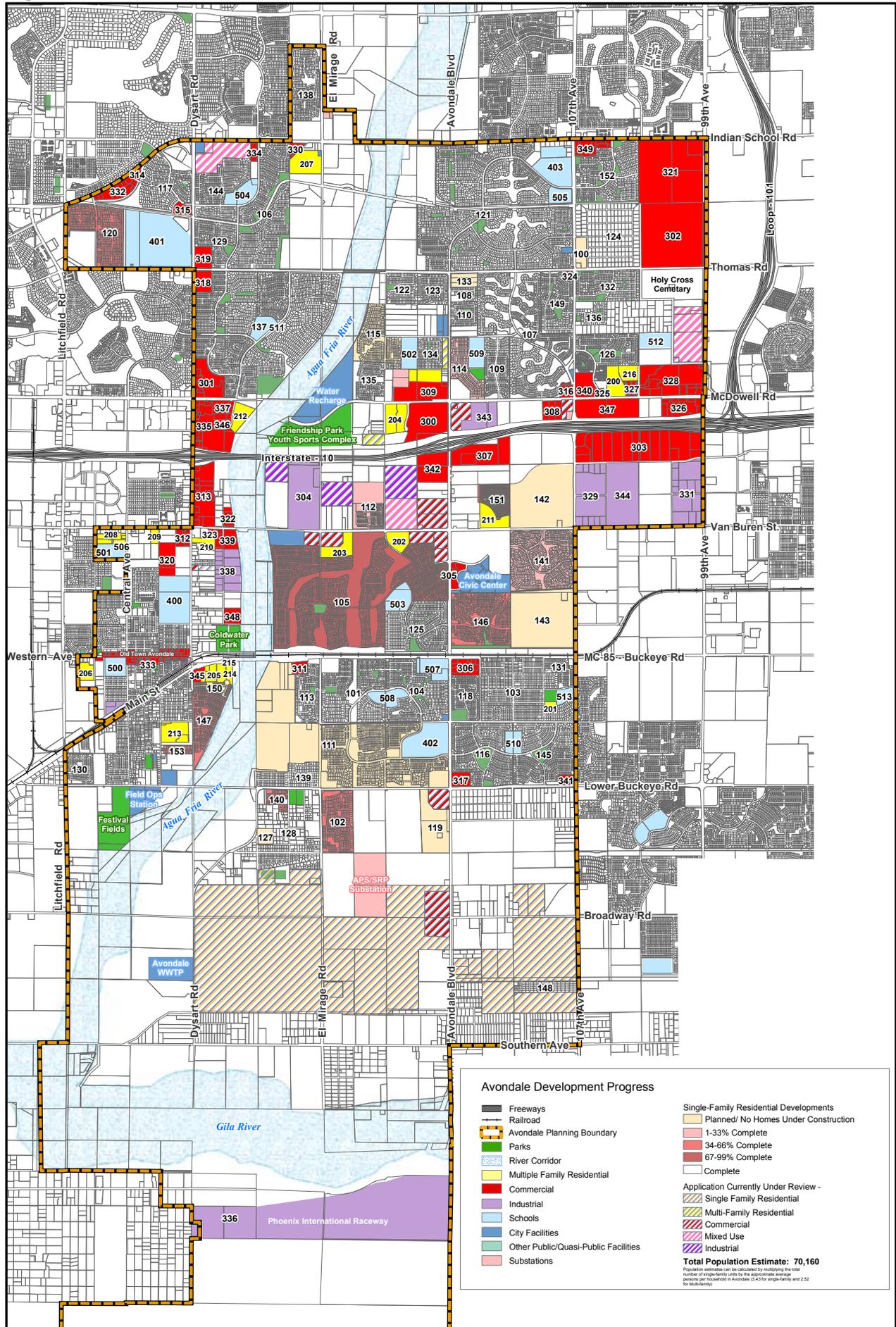
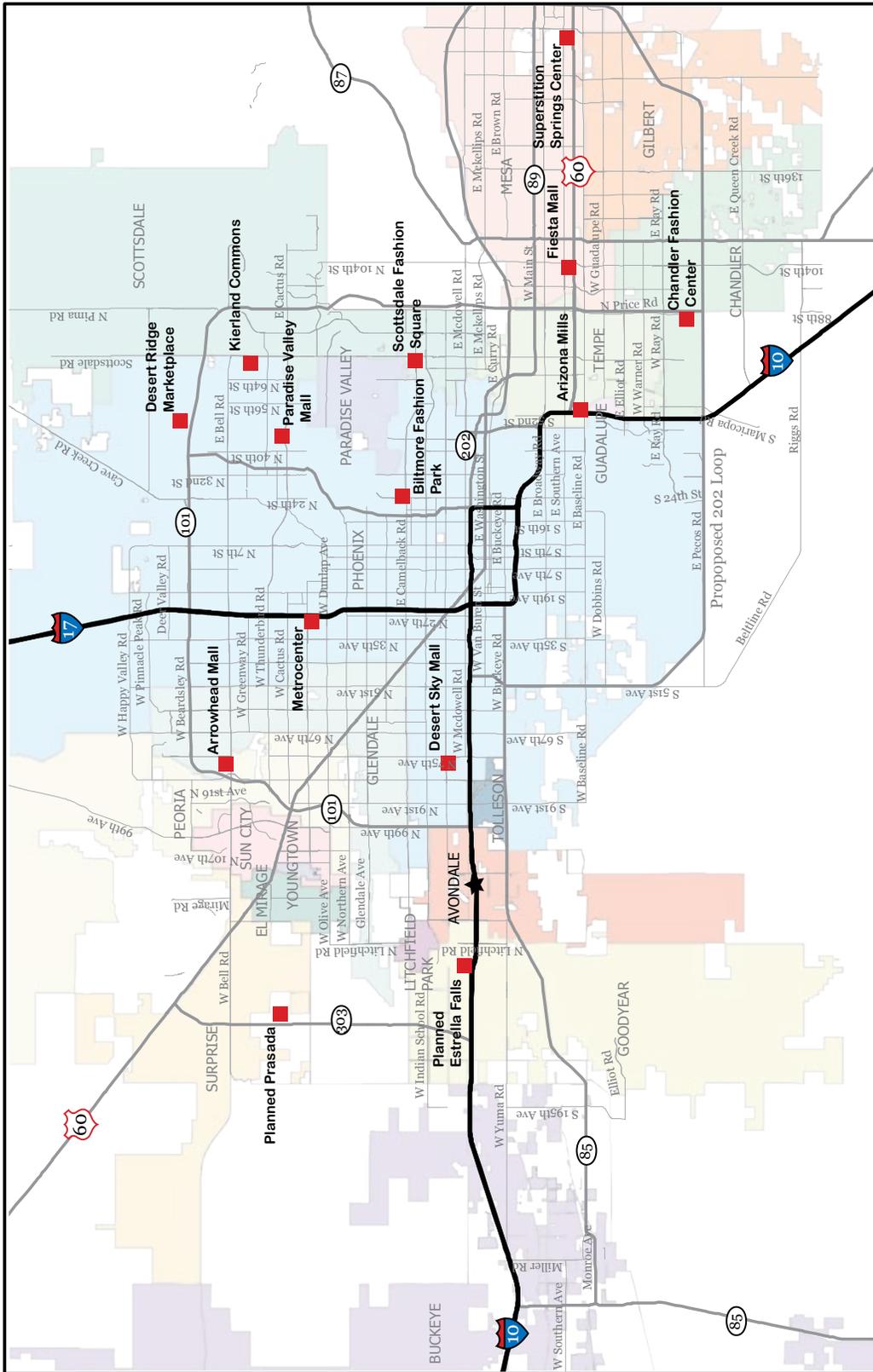


Figure 2.9

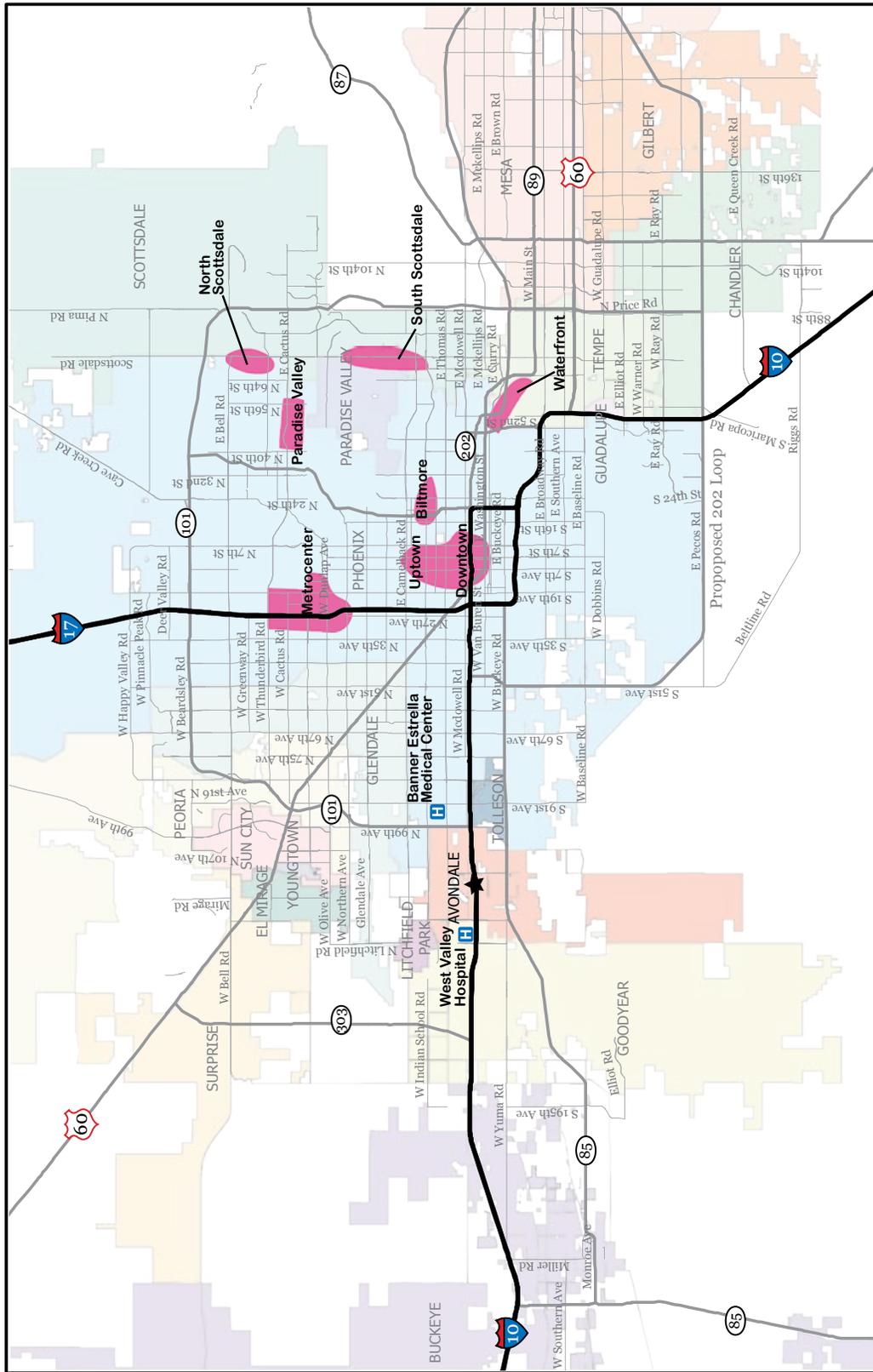


## Major Retail Centers




Date: March 9, 2007

Figure 2.10

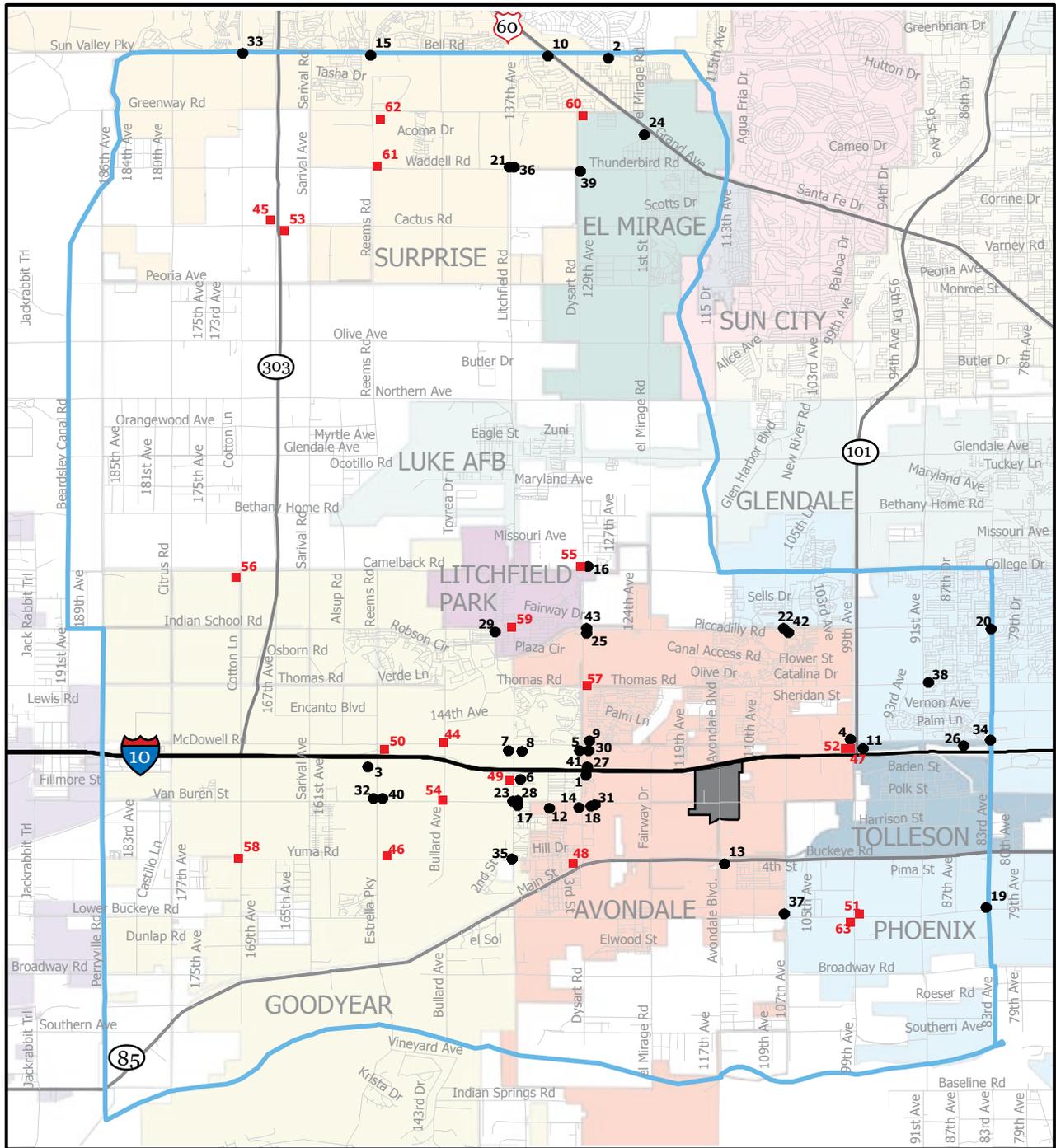


**Major Office Corridors**




Date: March 9, 2007

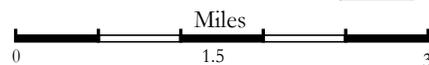
Figure 2.11



## Retail Development in Western Suburb, District 20



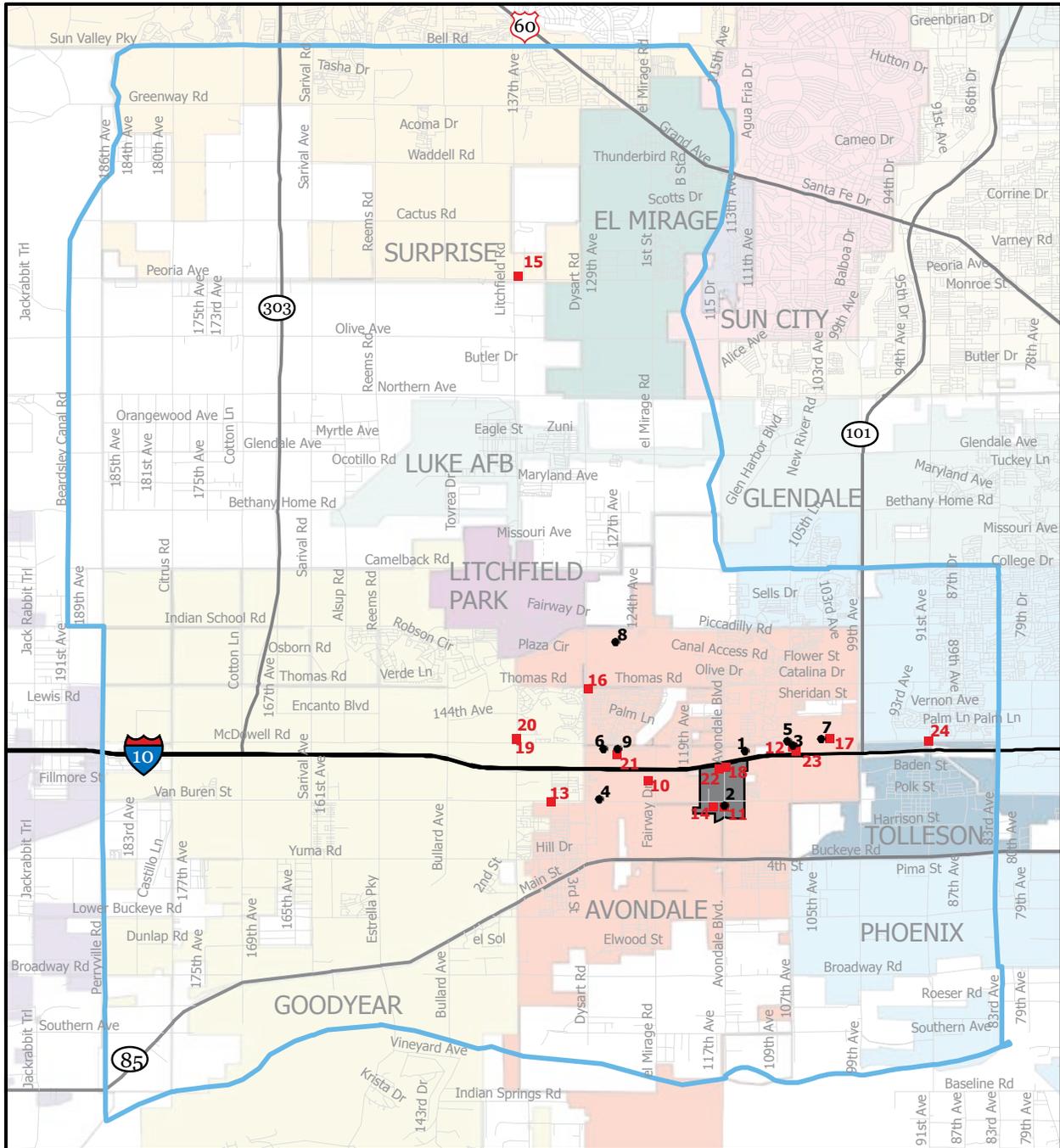
- Planned
- Existing
- Study Area



Date: March 9, 2007



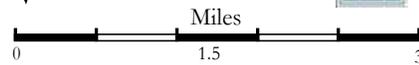
Figure 2.12



## Office Development in Western Suburb, District 20



- Planned
- Existing
- Study Area



Date: March 9, 2007

## CIRCULATION

Two wide and heavily trafficked arterials divide the City Center study area: Avondale Boulevard and Van Buren. There are currently no major collectors through the study area; the only planned major collector is Corporate Drive, which diverts off of the Roosevelt alignment at 109th and ends at El Mirage Road. The existing and planned minor collectors in the study area are Roosevelt and its extension through the Summit at Avondale; and Coldwater Springs Boulevard. There are two local, two-lane roads planned within the study area: the loop road around the two new Hilton Hotels and a connecting road to Avondale Boulevard at the Avondale Gateway PAD; and Garfield Street, along the north edge of the City Pointe PAD between Avondale Boulevard and 117th (see Figure 2.13). The City's typical standards for sidewalks require 8-foot detached sidewalks for arterials and 6-foot detached sidewalks for collectors.

### *Existing and Planned Roadways*

Figure 2.13 shows the transportation system in and around Avondale City Center and shows when roadway improvements are scheduled in the City's Capital Improvement Program. Figure 2.14 shows the recently adopted plan for Avondale's transportation system, with street classifications for arterials and major and minor collectors. Figure 2.15 shows the adopted street sections for all the street classifications, illustrating number of lanes, lane width, landscaping, sidewalks, etc.

**Avondale Boulevard** is classified as an arterial roadway that runs north-south with three lanes in each direction, separated by a raised median. Street lights exist along the raised median. Curb and gutter exist on both sides of the roadway, and it is anticipated that sidewalk and landscaping will be installed in the 16 foot wide strips along the roadway edges as development occurs. The roadway has a posted speed limit of 45 mph. Access along Avondale Boulevard is restricted to the existing median breaks, located at the one-half and quarter-mile locations. Full median breaks with north and southbound left-turn lanes are provided at the Roosevelt Street, and Corporate Drive alignments. Partial median breaks allowing only right-in/right-out/left-in access are provided at Garfield Street, approximately 620 feet north of Van Buren Street, and south of Van Buren Street. According to the Avondale Transportation Plan, there is existing ITS traffic signal interconnect conduit in place along Avondale Boulevard.

**Interstate 10 (I-10)** is a six lane divided freeway with three lanes in each directions. It carries a speed limit of 65 mph. I-10 functions as a major regional freeway within Maricopa County. Avondale Boulevard intersects I-10 at a signalized diamond interchange. ADOT controls the signals at the interchange, currently operating them with protected/permitted phasing. ADOT plans to widen I-10 both in the median and on the outside of the freeway. The City of Avondale will be responsible for widening Avondale Boulevard under the I-10 overpass bridge to three lanes in each direction, including dual southbound left-turn lanes by year 2016. The City has plans for the widening on Avondale Boulevard to provide dual northbound right turn lanes at the I-10 eastbound ramp. A freeway frontage road has been considered as a possibility, which could tie into the interchanges.

**Roosevelt Street** is currently being constructed to the east of Avondale Boulevard, as part of the Gateway project, and to the west of Avondale Boulevard as part of the Summit project. Roosevelt Street is designated as a minor collector roadway, providing one lane in each direction and a two-way left-turn lane. The Transportation Plan indicates that it will eventually connect between 119th Avenue and 111th Avenue, but does not reflect the jog west of Avondale Boulevard.

**Garfield Street** does not currently exist, but will be constructed with the Avondale Summit development as a two-lane roadway. Garfield Street will intersect Avondale Boulevard at the partial median break; thus, left-turns onto Avondale Boulevard will be prohibited.

**Corporate Drive** does not currently exist, but is planned to be a major collector, intersecting Avondale Boulevard approximately one-quarter mile north of Van Buren. It will have two lanes in each direction. Ultimately, Corporate Drive will provide a connection between El Mirage and 107th Avenue.

**Van Buren Street** is classified as an Arterial roadway. It runs east-west and has a posted speed limit of 45 mph. It is currently constructed with five lanes from El Mirage to Avondale Boulevard (two through lanes in each direction plus a continuous left-turn lane). It narrows to two lanes (one lane in each direction) east of Avondale Boulevard, past the intersection. The intersection of Avondale Boulevard and Van Buren Street is currently signalized, and right turn lanes are provided on the east and westbound approaches. Curb and gutter exist on both sides of the widened portions of the roadway, and it is anticipated that sidewalks will be installed along the roadway edges as development occurs. Ultimately, Van Buren Street will be improved to a six-lane arterial roadway.

**Coldwater Springs Boulevard** is a minor collector roadway that runs east-west, intersecting Avondale Boulevard approximately 600 feet south of Van Buren. This intersection is currently being signalized. To the west, it provides access to the Coldwater Ridge residential development and, to the east, it provides access to the Avondale City Hall campus. Coldwater Springs Boulevard is fully constructed west of Avondale Boulevard as a three lane roadway, providing one lane in each direction and a center two-way left-turn lane. To the east, Coldwater Springs Boulevard currently provides only one lane in each direction, but is anticipated to be widened to a three-lane collector cross-section when the development on the north side occurs.

### *Existing and Planned Bike Lanes*

Within the limits of the study area, bike lanes are provided along both sides of Avondale Boulevard, and along both sides on Coldwater Springs Boulevard to the west of Avondale Boulevard. Bike lanes do not exist along Van Buren Street or on Coldwater Springs Boulevard to the east of Avondale Boulevard. Bike lanes on these segments will be installed when the roadways are improved to their ultimate cross-sections. Bike lanes are also planned to be included along Corporate Drive, per the Transportation Plan.

### *Existing and Planned Pedestrian Routes*

Within the limits of the study area, there is limited sidewalk. The City's typical cross-sections for arterial and collector roadways include sidewalks within the right-of-way.

### *Existing and Planned Transit System*

#### **Express Routes**

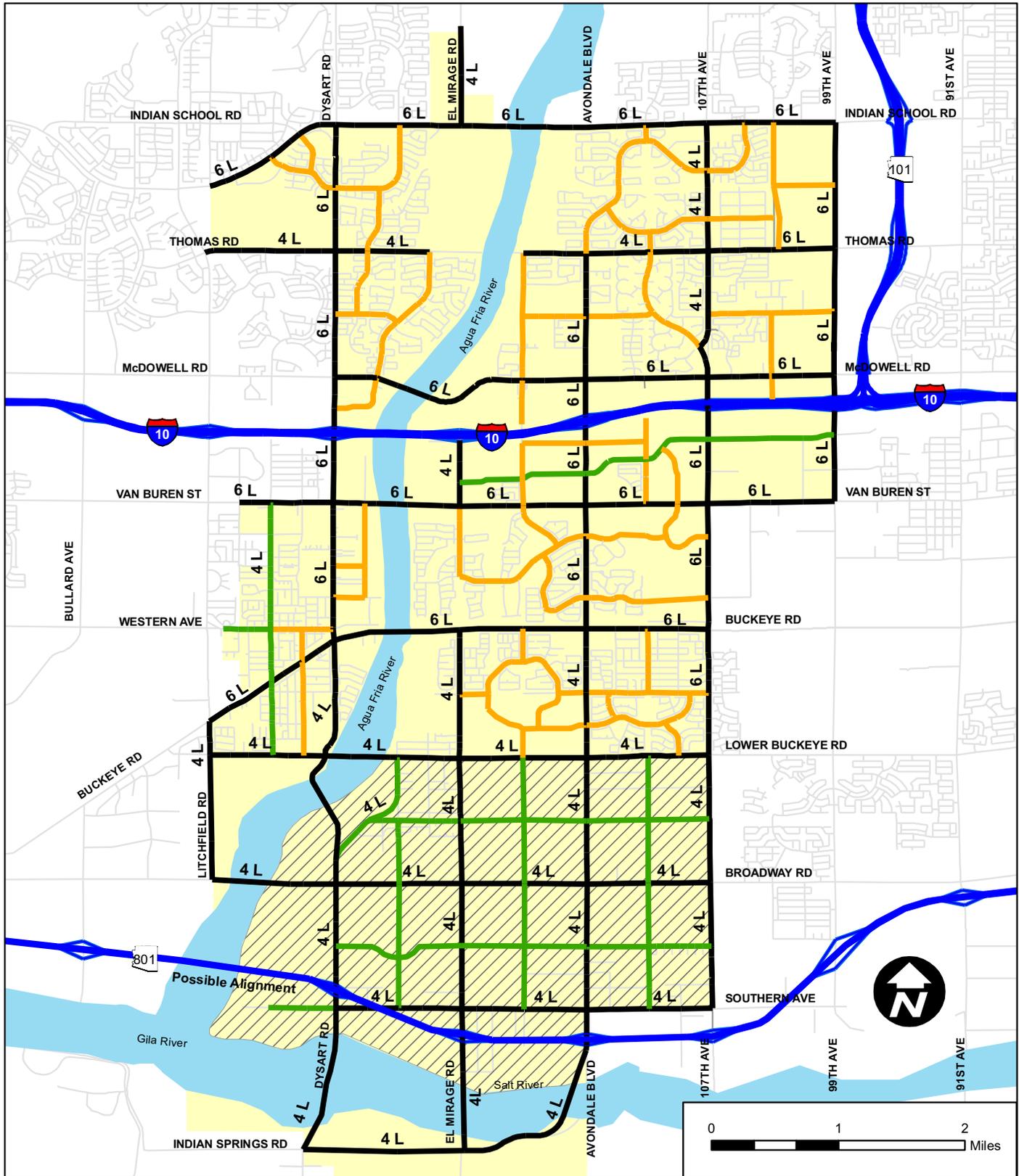
- Route 560, Avondale Express, operated between Avondale and downtown Phoenix via Tolleson. It runs along Van Buren Street through the study area.
- Route 685 provides two express round trips daily between Ajo and the City of Phoenix. It runs along Van Buren Street and into the Avondale Civic Center.

#### **Local Routes**

- The Green Line operates between the Avondale Civic Center and Desert Sky Mall. It runs along Avondale Boulevard and Thomas Road.
- Route 3A runs east-west along Van Buren Street from Central Avenue to 65th Avenue in Phoenix. It also circulates through the Avondale Civic Center.
- Route 131 provides service from Estrella Mountain Community College and Desert Sky Mall, via Van Buren Street and through the Avondale Civic Center.



Figure 2.14



## Recommended Street Functional Classification System

Notes: The county designates Indian School Road, Buckeye Road (MC 85), Dysart Road from Buckeye Road to Indian School Road and 99th Avenue from I-10 to Van Buren Street as Roads of Regional Significance (RRS)  
Sources: City of Avondale, the CK Group, Inc.

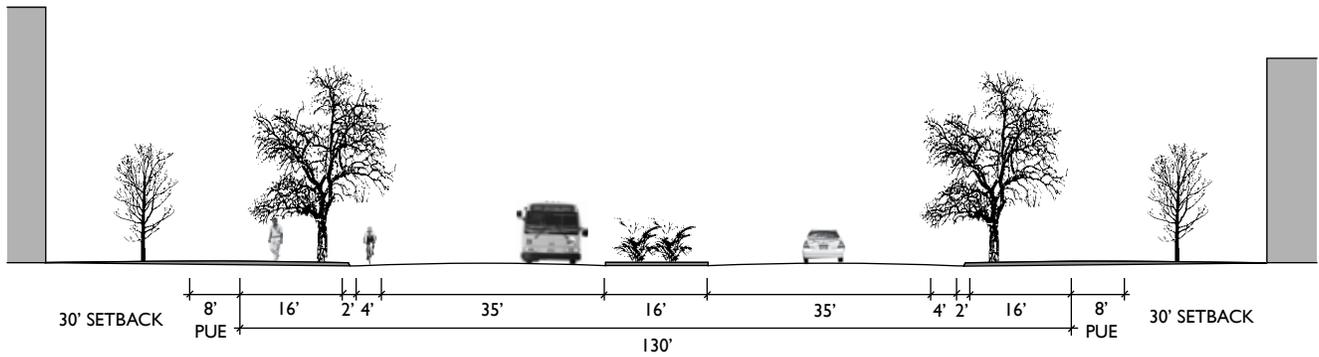
### Legend

- Arterial
- Major Collector
- Minor Collector
- Local
- Freeway
- # of Through Lanes
- Undefined collector roadway network, to be established with future developments

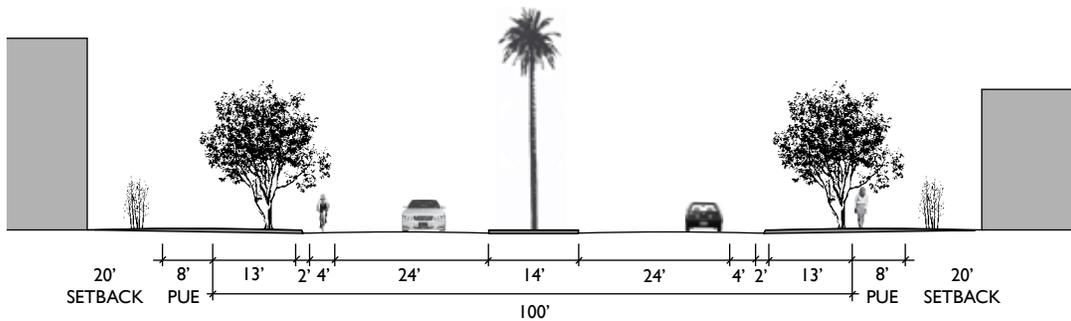


Figure 2.15

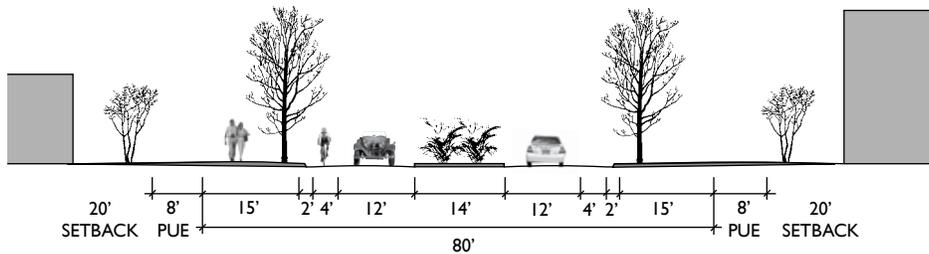
# AVONDALE RECOMMENDED ROADWAY DESIGN CRITERIA



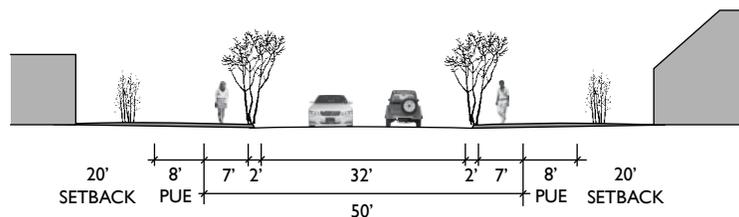
**Avondale**  
6-Lane Arterial



**Avondale**  
Major Collector



**Avondale**  
Minor Collector



**Avondale**  
Local Street

# INFRASTRUCTURE

## *Water - Transmission Mains*

The City Center area is served by an existing 16-inch water line that runs in Avondale Boulevard. This line is fed by a 36-inch water line in Van Buren west of Avondale Boulevard, a 20-inch line in Van Buren east of Avondale Boulevard, and a 24-inch line in Avondale Boulevard south of Van Buren.

Static water pressure in the area is approximately 55 psi, which is adequate to most tenants' water needs. Water pressure may be increased to meet the city standard of 60 psi as needed. The northeast area booster station will be online the week of March 24, 2007, and may provide the added capacity needed to meet the recommended city water pressure requirements.

Total water demand will depend upon the type of development proposed. However, considering the size of the area compared to the size of the water transmission lines, water service and fire protection should be adequate. Maintaining the city required pressure may require the developer to provide additional facilities. Close coordination with city will be required to determine required pressures for the area.

## *Water Distribution Lines*

A 12-inch line runs east and west in Roosevelt and will connect to the existing 16-inch line in Avondale Boulevard.

A 16-inch line has been installed in Garfield between Avondale Boulevard and 117th Avenue. This line will ultimately be extended south to Corporate, and then west along Corporate to El Mirage Road by developers. This will provide flow capacity for the developments to the west of Avondale Boulevard.

## *Sewer – Collection Mains*

The City Center area is served by an existing 30-inch concrete sewer line that runs south in Avondale Boulevard for the entire length of the project area. It is located in the west half of the boulevard. It was recently constructed by the City as part of Avondale Boulevard improvements, and it will serve the east side of Avondale Boulevard south of Van Buren.

An 18-inch PVC sewer line runs parallel to the existing 30-inch line sewer in Avondale Boulevard south of Van Buren Street. This line is an extension of the line from Interstate Commerce Center (99th Avenue between Roosevelt and Van Buren). It will serve the southwest corner of Avondale Boulevard and Van Buren.

## *Salt River Project (SRP) Irrigation*

An existing 42-inch reinforced concrete pipe owned and operated by SRP runs on the west side of the road (typically 57 feet from the center line of Avondale Boulevard) under the existing sidewalk. The pipe crosses Avondale Boulevard, moves over to the east side at Corporate Drive, and continues to run south to Van Buren (typically 57 feet from the centerline of the street) under the existing sidewalk. South of Van Buren, there are SRP lines on either side of Avondale Boulevard. All along Avondale Boulevard, the 42-inch line typically has 2 feet of cover.

At Van Buren Boulevard there is an existing 66-inch concrete pipe that runs east from Avondale Boulevard while an existing 30-inch line runs west from the same intersection. From the intersection of Avondale and Van Buren, a 48-inch concrete pipe runs south to outside of the project area.

### *Storm Water Collection*

Storm water retention is accomplished by eleven temporary retention basins within the project area, located along Avondale Boulevard and Van Buren. When development occurs, these basins can be removed and/or altered to fit the development's needs. Currently, the basins are sized to drain Avondale Boulevard and retain approximately the 10-year storm. There are no existing storm water culverts to transport water to the retention basins. There is currently no storm water drainage system plan for the area.

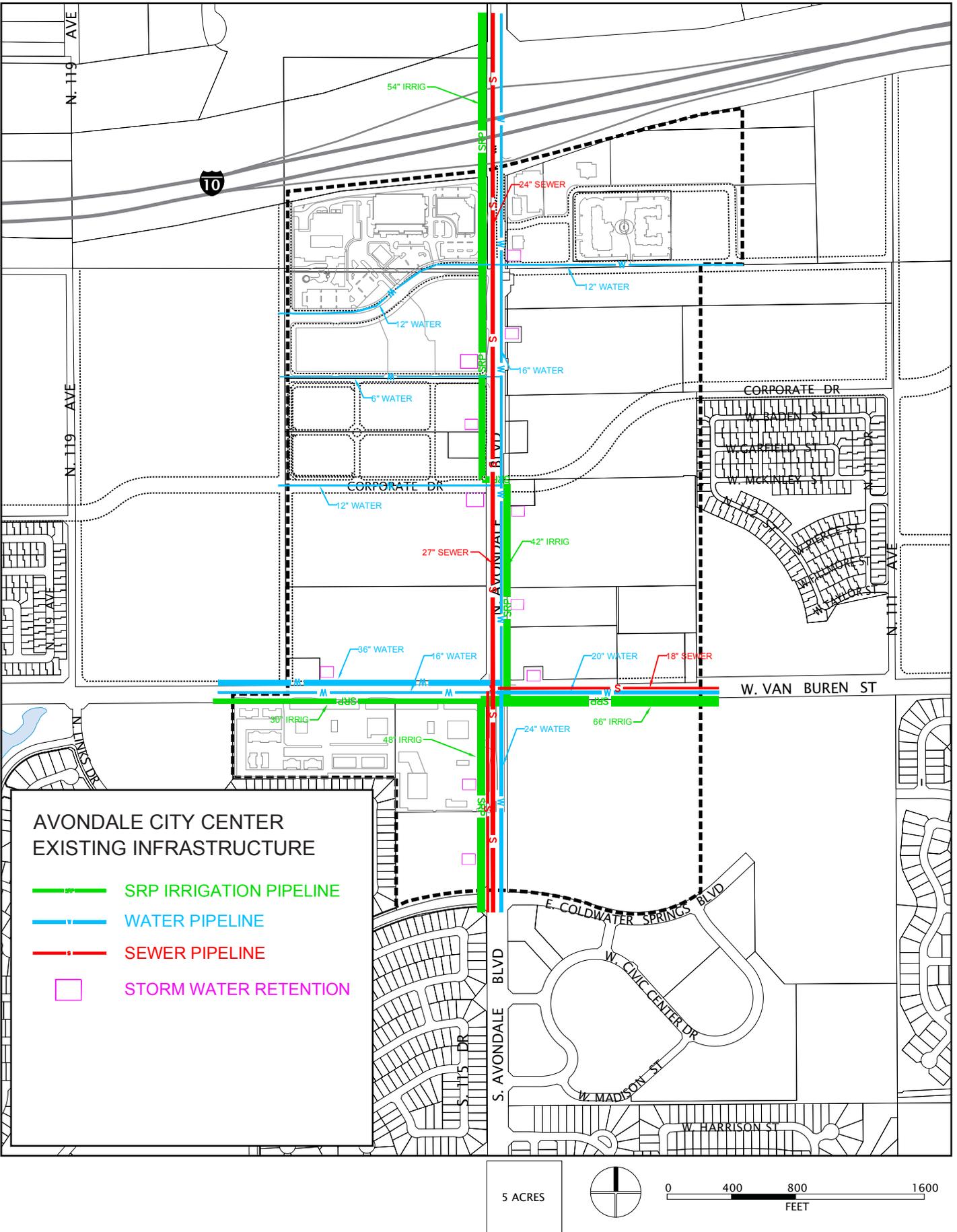
The ultimate outfall for Avondale Boulevard between I-10 and Van Buren is actually Corporate Drive. Excess flows in Avondale Boulevard (or the surrounding properties to the east) will ultimately have to be routed along Corporate Drive to the west. This is a local low point in this section.

For on-site storm water retention, future development projects must comply with City standards. Retention/detention basins shall be designed to retain one hundred percent of the one hundred year two-hour storm runoff for the gross area being developed.

### *Power Lines*

There are overhead power lines north of Van Buren on both the east and west sides of Avondale Boulevard. These will need to be placed underground by developers.

Figure 2.16



# 3 EXISTING PLANNING DOCUMENTS AND REGULATIONS

## *Freeway Corridor Specific Plan*

Adopted in 1991 and updated in 2002, the Freeway Corridor Specific Plan establishes provisions that guide development, such that the areas near I-10 might better achieve the vision of the General Plan. The plan applies to the area bound by Encanto Boulevard, 99th Ave, Dysart Road, and Van Buren Street. Along the south edge, the boundary dips to the Maricopa Street alignment between 107th and 119th Avenues; thus, the entire Avondale City Center lies within the area it governs.

The plan addresses the area's image, land uses, development intensity, infrastructure, circulation, and urban design, stating specific goals for particular streets and intersections. Key provisions of the plan are described on pages 3-2 through 3-4.

## *Planned Area Developments (PADs)*

Site plans and land uses have been established in PADs that have been prepared by developers and reviewed and approved by the City Council. The different PADs within the study area are consistent in many respects, and are consistent with the Freeway Corridor Specific Plan. However, each PAD is an independent regulatory document. The detailed regulations of each adopted PAD in the study area are described on pages 3-5 through 3-7.

## FREWAY CORRIDOR SPECIFIC PLAN

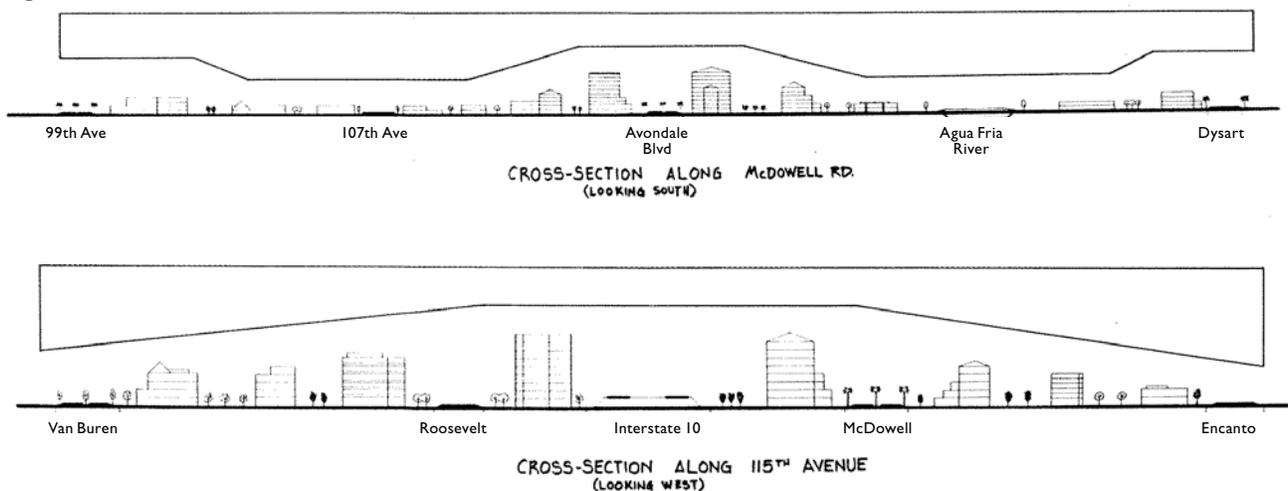
The plan designates the study area from I-10 to Van Buren as Freeway Commercial (Regional Retail, Light Industrial and Office) and labels it as a “High Profile Development Opportunity Site.” The site promotes 30 to 40-foot landscaped setbacks on either side of Avondale Boulevard, and permits heights up to 10 stories along the boulevard. The plan initially envisioned palm trees for Avondale Boulevard landscaping, but this was substituted by Southern Like Oak when the Civic Center was developed, due to SRP restrictions within irrigation channel easements.

The vision is a distinctly suburban and vehicular-oriented model: the plan proposes that Avondale Boulevard “serve as the regional commercial/office node.” Figure 3.1 illustrates the vision articulated by the Specific Plan, and Figure 3.2 shows building heights that are tallest closest to the freeway and Avondale Boulevard, and that step down in height toward the edges of the plan area. Figure 3.3 show the plan’s intentions for development along Avondale Boulevard.

Figure 3.1



Figure 3.2



**Land Uses Within 600' of I-10:**

Predominantly Commercial and Commerce Park, except for the following prohibited uses:  
Lumber yards; Farm machinery or heavy equipment sales; Truck stop; RV park or mobile home park; Drive-in theater; Motion picture studio

Warehousing, distribution, and light manufacturing are permitted, subject to special conditions.

Buildings that promote pedestrian activity along the street frontage, such as retail, restaurant, and entertainment facilities, are highly encouraged.

**Setbacks & Parking lots:**

From Avondale Blvd: 40' to parking area  
30' to building

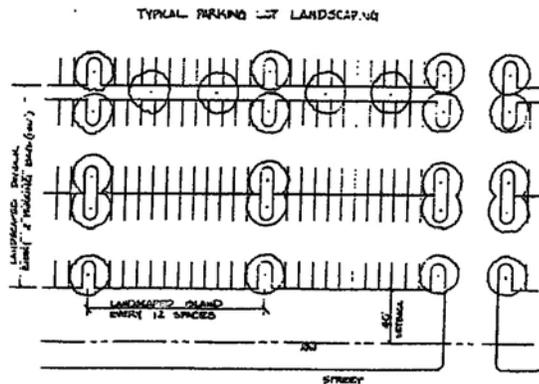
Setback shall be landscaped except for driveways, sidewalks, pedestrian plazas and similar hardscape improvements which may extend into the set back area.

At least 50% of all frontage landscaped areas shall be covered by living plant material characterized by horizontal growth which generally does not exceed 18 inches in height.

All parking lots shall be screened along the Boulevard by earth berms with a minimum height of 4 feet and a maximum slope of 3:1. Masonry walls and landscaping may substitute for screening up to a maximum of 25% of the frontage of the parking lots.

Where a parking lot is situated within 200 feet of the Boulevard public right-of-way, a minimum of 15% of parking lot shall be landscaped, excluding required setback areas. Planter islands shall be provided at least every 12 consecutive parking spaces. A landscaped divider island shall be provided every 2 parking bays or 130 feet (see sketch below).

Trees shall be provided in surface parking lots at the ratio of 1 tree per 6 spaces.



**Building Height:** Buildings higher than 2 stories shall be designed with a “stepped” pattern to promote openness along the street frontage.

Office uses may exceed the maximum height established by the Zoning Ordinance (2 stories or 30') to reach 10 stories, 135+ feet, upon meeting certain performance criteria: The height of buildings within the Avondale Center area should relate to the site's location, with the highest building situated near the I-10 freeway and Avondale Blvd. Building height should decrease as distance from the intersection increases, similar to the concept of a pyramid.

**Building Orientation:** Building entries shall be unique and easily identifiable. Primary entries shall face onto and be oriented toward the boulevard.

Parking structures shall not be located adjacent to public street frontages unless street level business space is incorporated into the structure.

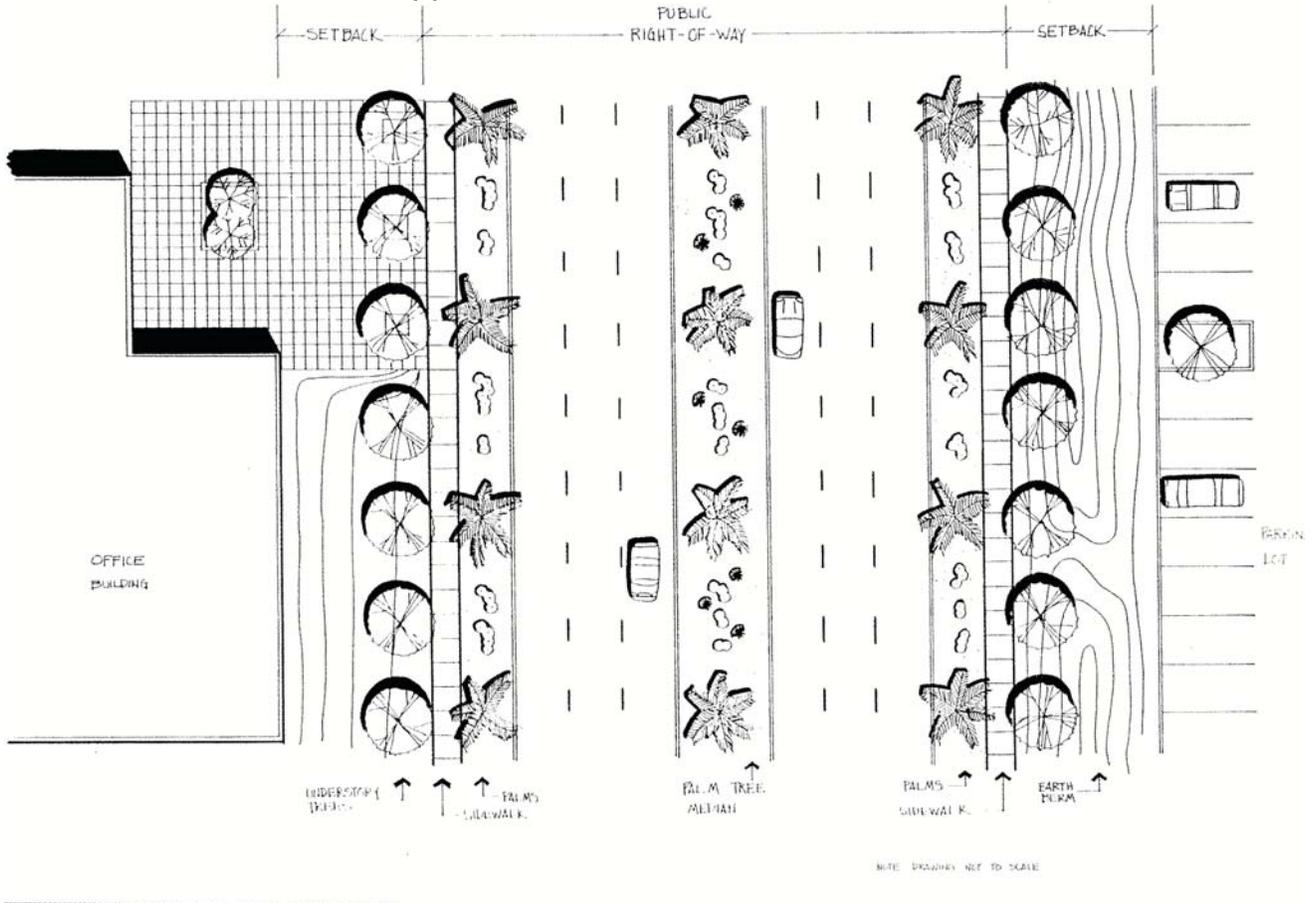
**Open Space:** Pedestrian courtyards and plazas should be used to tie buildings to the Boulevard, adjacent sites, and transit stops.

**Building Design:** Exterior building surfaces shall minimize reflectivity onto adjacent property. While the maximum level of reflectivity is not prescribed, mirrored surfaces are discouraged. The color of exterior surfaces shall also minimize solar heat gain within the building.

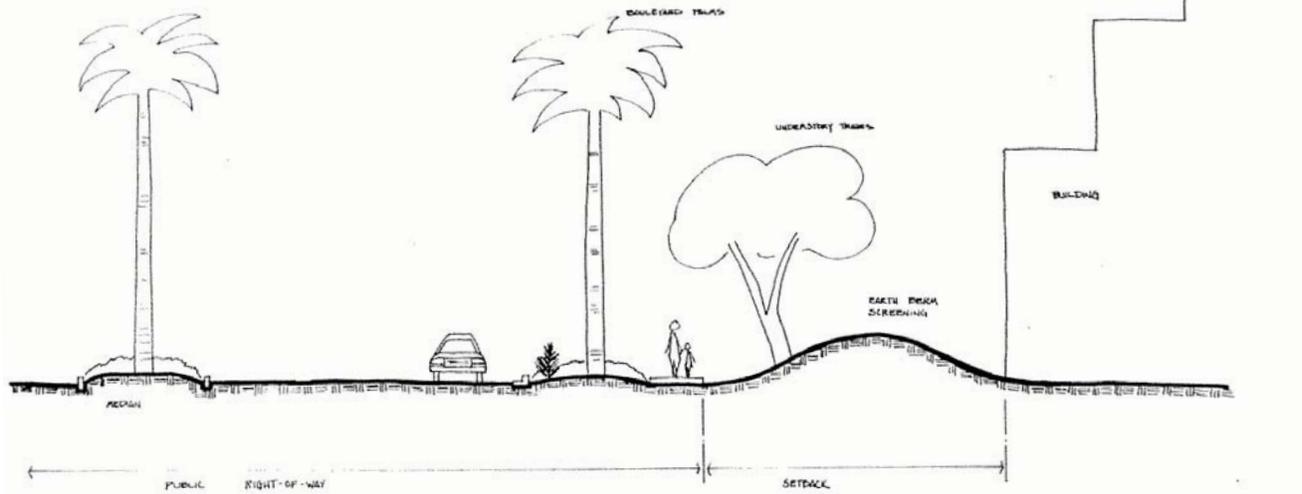
Parking structures shall be designed in harmony with the primary structure(s) on the site in terms of scale, color, form and materials.

Figure 3.3

*Plan Drawing of Boulevard Concept  
(Applies to Avondale Boulevard)*



*Section Drawing of Boulevard Concept  
(Applies to Avondale Boulevard)*



## PLANNED AREA DEVELOPMENTS (PADs)

Like the Freeway Corridor Specific Plan, the predominant provisions of the PADs in the study area address height, setbacks, and land uses. While the Freeway Corridor Specific Plan allows up to 10 stories or 135', some of the approved PADs in the study area allow greater heights: the City Pointe and Avondale Gateway limits are 150', and the Summit at Avondale limit is 225', contingent upon a future General Plan/Specific Plan amendment as stipulated at the time of zoning.

The PADs require that setbacks along Avondale Boulevard remain 40' from a parking lot, while the setback to a building may be 30'. Setbacks from other streets must be a minimum of 20'. The landscaped setbacks envisioned by the Freeway Corridor Specific Plan have been incorporated into all PAD approvals in the study area, with Southern Live Oak as the primary street tree.

In all three PADs within the study area, most C-O and C-2 uses are permitted, with the exception of uses that do not meet the desired character of Avondale Boulevard and the freeway corridor (see permitted uses listed on pages 3-6 through 3-8). Also, all PADs are subject to an approved development plan.

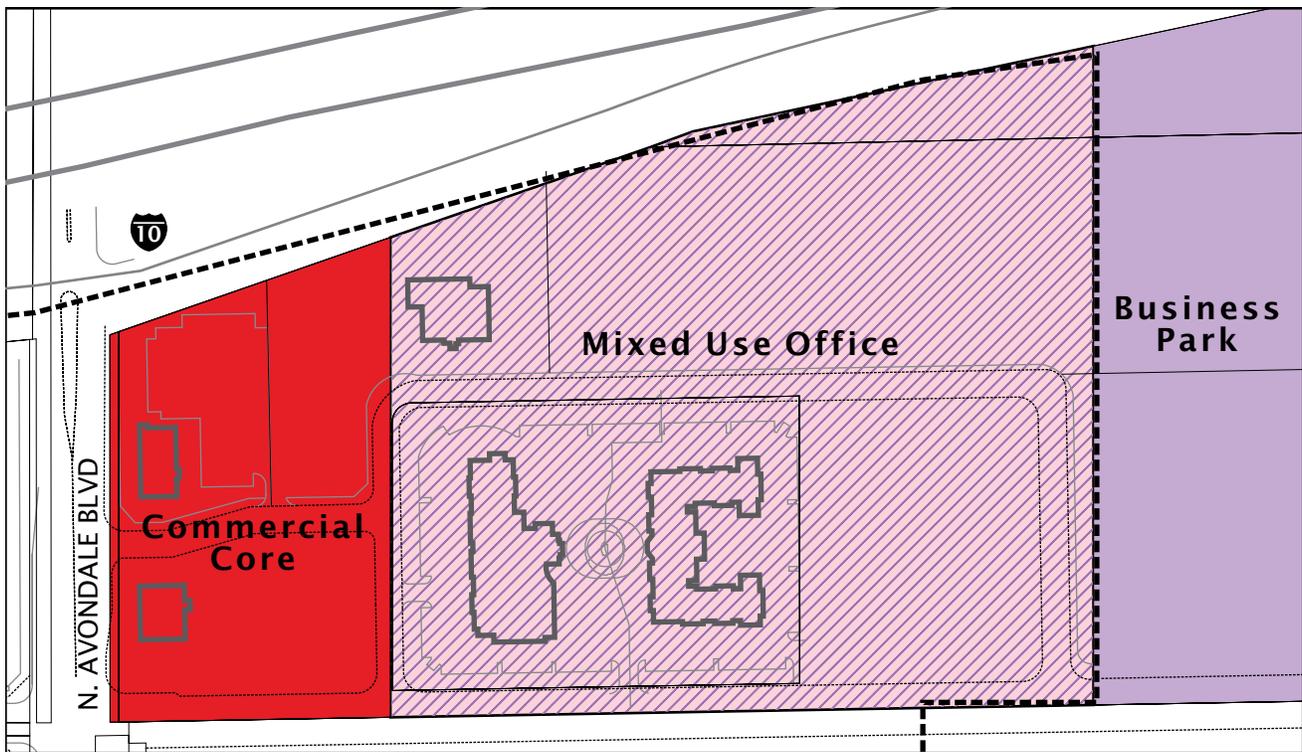
Drive through retail establishments—particularly fast food restaurants—are generally not permitted by the recently approved PADs along Avondale Boulevard. General C-2 uses are permitted on the southwest corner of Avondale Boulevard and Van Buren, however, and the site plan currently under review for this corner proposes some pads for fast food uses.

Residential dwelling units are not permitted in any of the PADs within the study area; hotels and motels are permitted in all.

Design guidelines for building materials are included, and builders are encouraged to use color palettes with desert tones. Bright colors prohibited as primary building colors.

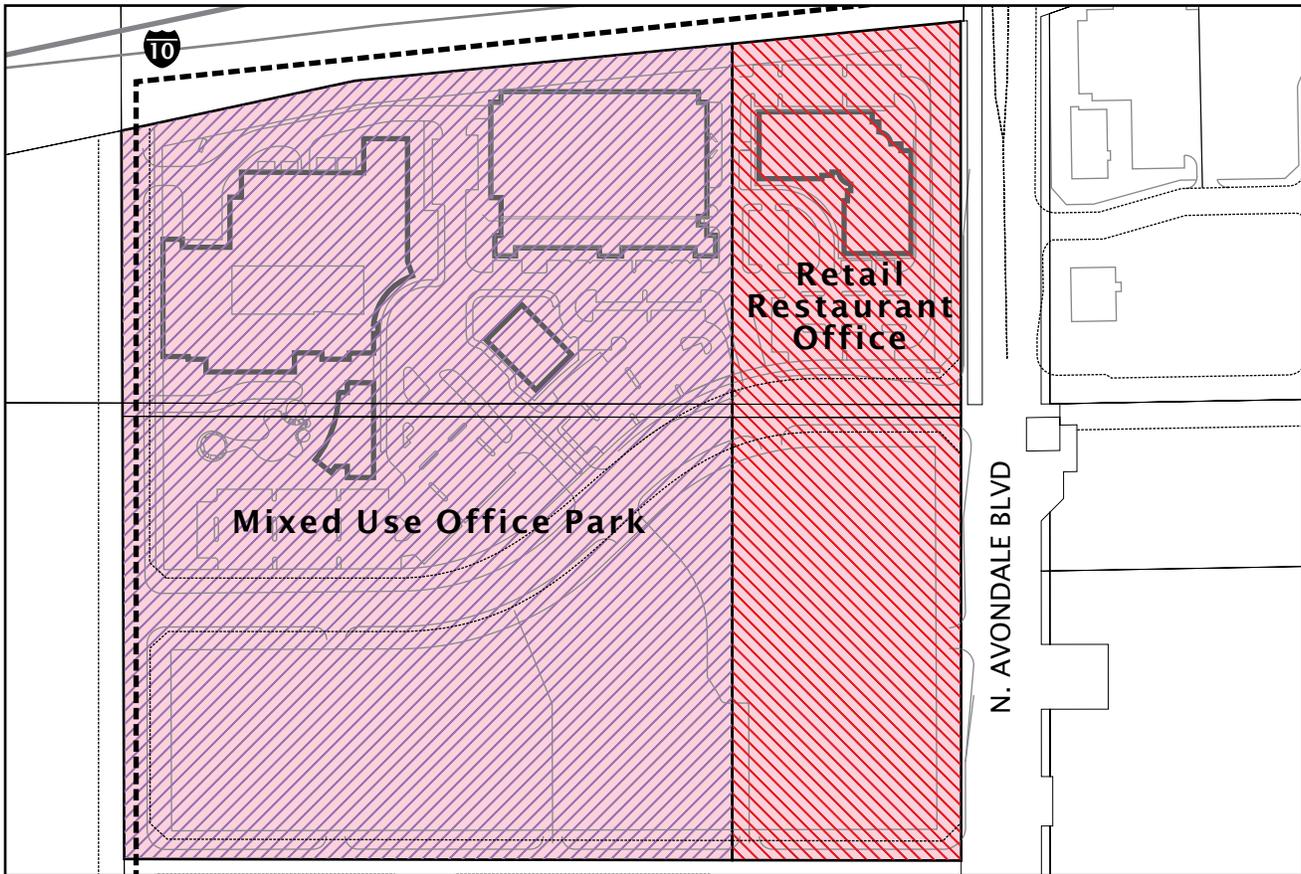


*Avondale Gateway development*



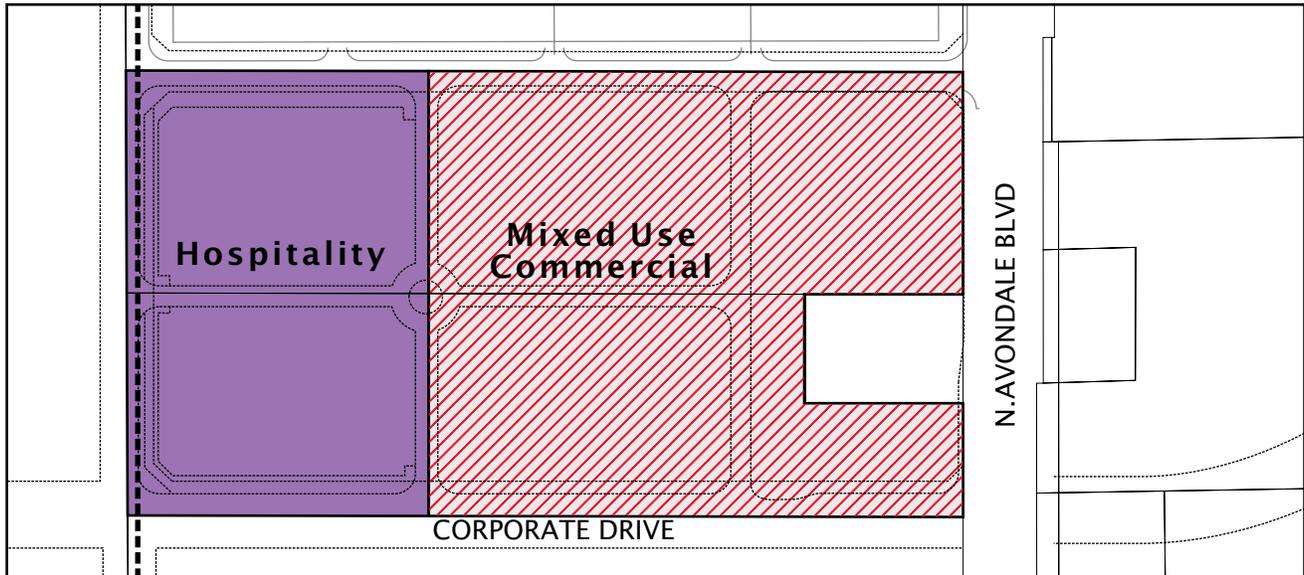
## AVONDALE GATEWAY

- Permitted Uses:** Similar to C-O ( Commercial Office) and C-2 (Community Commercial) except as modified to meet the desired character of the freeway corridor and each specific subarea of the site as follows:  
Automotive uses not permitted  
Drive-thru restaurants not permitted (Drive-thru coffee shops require special conditions)  
Hotels and Conference Centers are allowed in the Mixed-Use Office Park  
Light manufacturing and assembly of finished products is permitted in the Business Park  
Traditional neighborhood uses such as gas stations, freestanding pharmacies, or convenience stores are not permitted.
- Setbacks:**
- |                         |                    |
|-------------------------|--------------------|
| From Avondale Blvd:     | 40' to parking lot |
|                         | 30' to building    |
| From all other streets: | 20'                |
- Building Height:** Maximum 150'.
- Building Orientation:** All buildings adjacent to I-10 shall be designed to appear as fronting or facing onto the Interstate.
- Open Space:** Each individual user site will provide at least one pedestrian refuge area of 50 sf and one 500 sf outdoor plaza.
- Parking:**
- |                                    |                                     |
|------------------------------------|-------------------------------------|
| Office & non-retail commercial:    | 1 per 250 sf                        |
| Retail:                            | 1 per 300 sf                        |
| Restaurants:                       | 1 per 50 sf (indoor);               |
|                                    | 1 per 200 sf (outdoor)              |
| Hotels:                            | 1 per room;                         |
|                                    | 1 per 300 sf of conference facility |
| Restaurants located within hotels: | 1 per 100 sf public area            |
- Building Design:** Master site plans must include compatible architectural themes, buildings materials and colors, internal circulation, parking lot configurations, signage, landscape theme, and buildings footprints.
- Particular emphasis is placed on creating a pedestrian-friendly environment by reducing buildings mass and emphasizing building entries. All buildings must have defined customer entrances incorporating elements such as canopies, arcades, arches or peaked roof forms.
- The PAD prohibits materials such as wood, exposed plain concrete block, corrugated metal, and pre-engineered metal siding. Bright colors are prohibited as primary building colors.
- Additional stipulations are recommended to clarify the guidelines for shaded walkways, drive thru canopies, CMU and glass reflectivity.



## SUMMIT AT AVONDALE

- Permitted Uses:** Similar to C-O ( Commercial Office) and C-2 (Community Commercial) except as modified to meet the desired character of the freeway corridor and each specific subarea of the site as follows:  
 Automotive uses not permitted  
 Drive-thru restaurants not permitted (Drive-thru coffee shop permitted with CUP)  
 Hotel and Conference Centers allowed in Mixed-Use Office Park  
 Traditional neighborhood uses such as gas stations or convenience stores are not permitted.
- Setbacks:**
- |                              |                                       |
|------------------------------|---------------------------------------|
| From Avondale Blvd:          | 40' to parking lot<br>30' to building |
| To parking areas along I-10: | 30'                                   |
| From all other streets:      | 20'                                   |
- Building Orientation:** All buildings adjacent to I-10 shall be designed to appear as fronting or facing onto the Interstate.
- Building Height:** Maximum 10 stories. May be increased to 225' or 15 stories if Freeway Corridor Plan is amended. Visibility studies must be conducted to demonstrate that views to the Estrella Mountains from properties to the north of I-10 are protected.
- Parking:**
- |                                 |  |
|---------------------------------|--|
| Office & non-retail commercial: | 1 per 250 sf                                       |
| Retail:                         | 1 per 300 sf                                       |
| Restaurants:                    | 1 per 50 sf (indoor);<br>1 per 200 sf (outdoor)    |
| Hotels:                         | 1 per room;<br>1 per 300 sf of conference facility |
- Building Design:** Master site plans must include compatible architectural themes, buildings materials and colors, internal circulation, parking lot configurations, signage, landscape theme, and buildings footprints.
- Particular emphasis is placed on creating a pedestrian-friendly environment by reducing building mass and emphasizing building entries. All buildings must have defined customer entrances incorporating elements such as canopies, arcades, arches or peaked roof forms.
- The PAD identifies a buildings material palette including stucco, masonry, stone veneers, metal detailing, wood, tile, and standing seam metal roofs. A stipulation has been added to prohibit the following buildings materials: exposed plain concrete block, untreated plain concrete tilt-up, wood as a primary buildings material, corrugated metal, and pre-engineered metal siding.
- The color palette supports a desert/mountain character throughout the development.



## CITY POINTE

- Permitted Uses:** Similar to C-O (Commercial Office) and C-2 (Community Commercial) except as modified to meet the desired character of Avondale Boulevard and the Freeway Corridor:  
 Hotels permitted outright in hospitality area  
 Convenience stores and retail sales greater than 30,000 SF require a conditional use permit.  
 Multi-story office buildings shall be developed in the mixed-use commercial area as determined at the time of master site plan review.  
 Drive-thru restaurants not permitted (Drive-thru coffee shop permitted with CUP)
- Setbacks:** From Avondale Blvd: 40' to parking lot  
 30' to building  
 From all other streets: 20'
- Easements:** Cross easement between parcel and exception along Avondale Blvd
- Open Space:** At least 1 pedestrian refuge area per building, minimum 50 sf, and 1 outdoor plaza or courtyard per lot, minimum 500 sf. Space shall include landscape features.
- Building Height:** Maximum 150'; must preserve the view corridor to the west and pedestrian areas must accentuate and define view corridor.
- Parking:** Office & non-retail commercial: 1 per 250 sf  
 Retail: 1 per 300 sf  
 Restaurants: 1 per 50 sf (indoor);  
 1 per 200 sf (outdoor)  
 Hotels: 1 per room;  
 1 per 300 sf of conference facility
- Building Design:** Particular emphasis is placed on creating a pedestrian-friendly environment by reducing building mass and emphasizing building entries. All buildings must feature the following:  
 Variations in roofline and form;  
 Ground level arcades or other shaded features;  
 Use of vertical elements, projections of a change of wall planes to prevent large expanses of blank walls;  
 A clear distinction between roof, body, and base of the building;  
 Use of protected and recessed entries clearly identified and emphasized by architectural detailing and specimen landscaping;  
 Inclusion of shaded windows, varied shapes, and accent mullions on elevations facing streets and pedestrian areas;  
 A complementary mixture of exterior finish materials;  
 Four-sided architecture;  
 Internalized downspouts.
- The PAD identifies a buildings material palette including CMU with integral color or exposed aggregate, stucco finish, plaster, masonry, and metal detailing. The following buildings materials are specifically prohibited: exposed plain concrete block, wood (except for limited amounts of trim), and pre-engineered metal buildings.
- The color palette will consist of non-reflective, neutral desert or earth tones.
- All proposed buildings, including those of franchise users, shall substantially conform to the architectural design and character criteria defined in the PAD narrative dated February 6, 2006.

# 4 DEVELOPMENT MODELS IN THE PHOENIX REGION

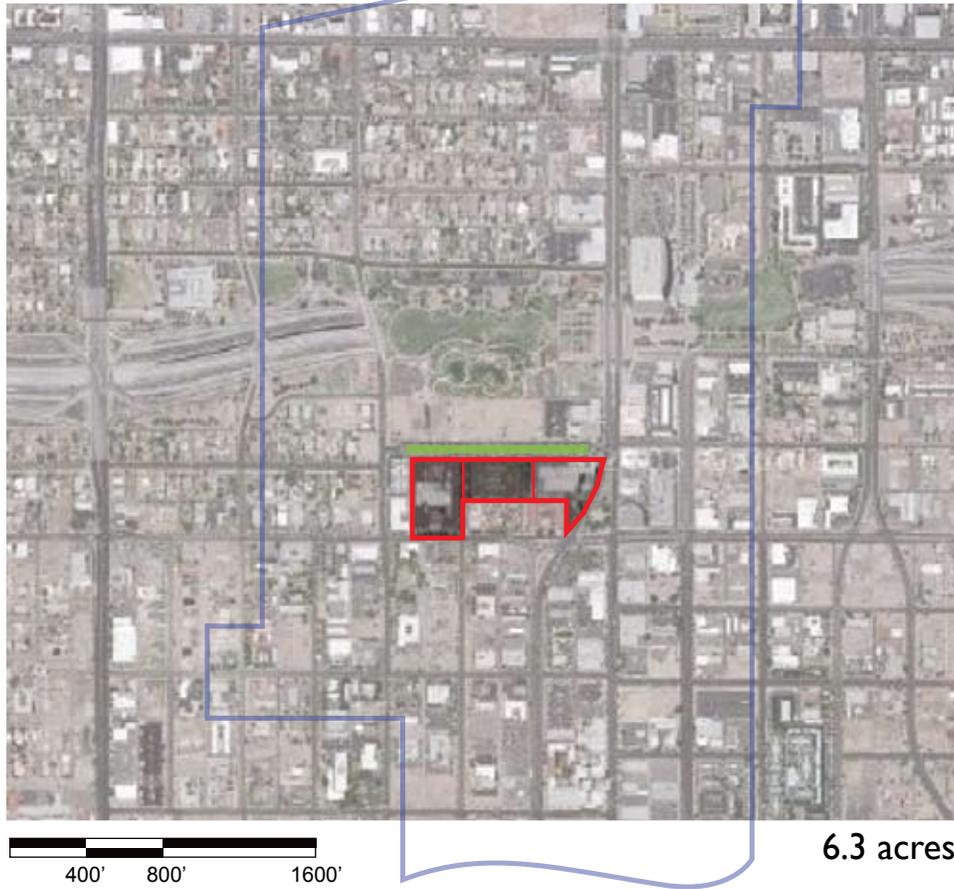
The following pages illustrate some basic information about various developments that the consultant team and City Council toured on February 10, 2007. The purpose of the tour was to look at other districts and projects in the Phoenix region that show different models of development, and learn lessons for the Avondale City Center.

Included are aerial photos presented at the same scale so that the size and scale of the areas can be compared. An outline of the Avondale City Center Area is superimposed on each aerial photo. Streets are colored with a red line, so that the scale of the blocks is highlighted. Major parks or plazas are highlighted in green to show their size and shape relative to the whole development. Some representative photos of each of the locations are included, to convey the character and feel of the place. Also, data is provided about the acreage, land use, and amount of development for each of the sites. An aerial photo of the Cherry Creek District in Colorado is also included since a Council member had mentioned that as a good model of development.



272 acres

# Downtown Phoenix Residential Mixed-Use Roosevelt Square, Phoenix, AZ



<u>Uses</u>	
Residential	403 Units
Retail	
<u>Open Space/Plaza</u>	
960' x 55' = ~53,000 SF	

6.3 acres



Mill Avenue District  
Tempe, AZ



164 acres

Uses

Residential

Hotels	2
Office	1,200,000 SF
Retail	350,000 SF

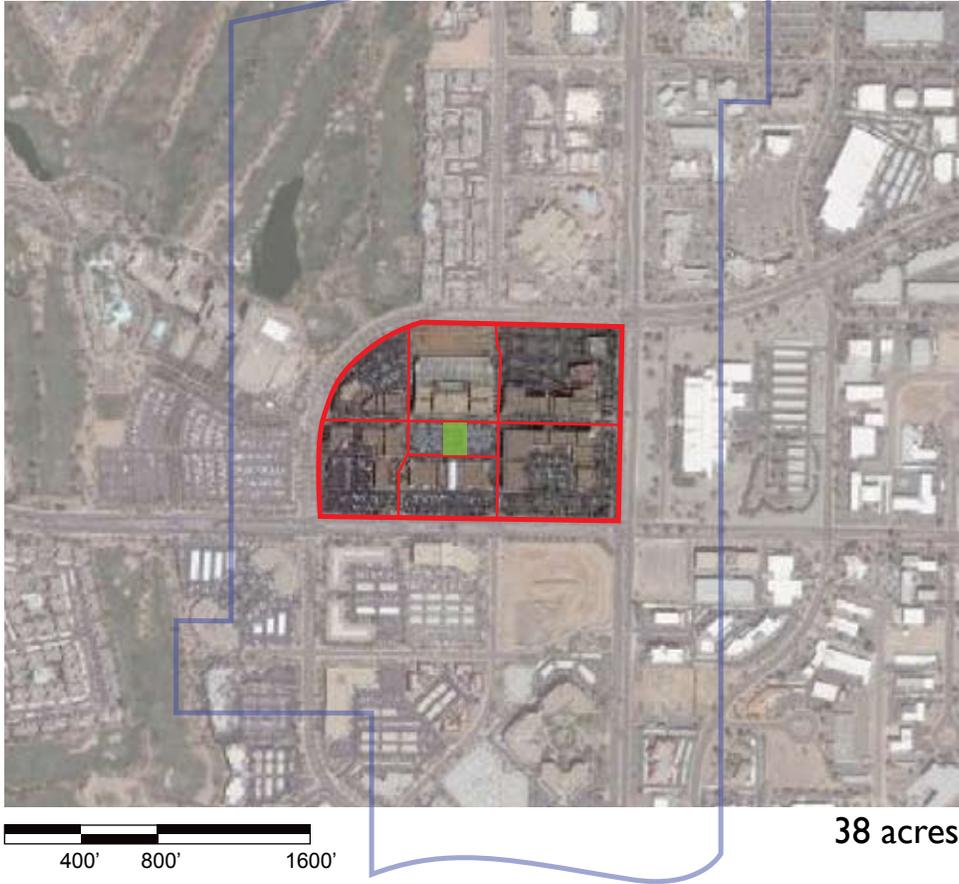
Open Space/Plaza

115' x 155' = ~18,000 SF  
(between 3rd St and 5th St)

400' x 125' = ~50,000 SF  
(between 5th St and University)



Kierland Commons  
Phoenix, AZ



Uses

Residential	85 Units
Office	120,000 SF
Retail	330,000 SF

Open Space/Plaza

105' x 170' = ~18,000 SF



Desert Ridge Marketplace  
Phoenix, AZ



Uses

Retail 1,200,000 SF

Open Space/Plaza

Linear walkway

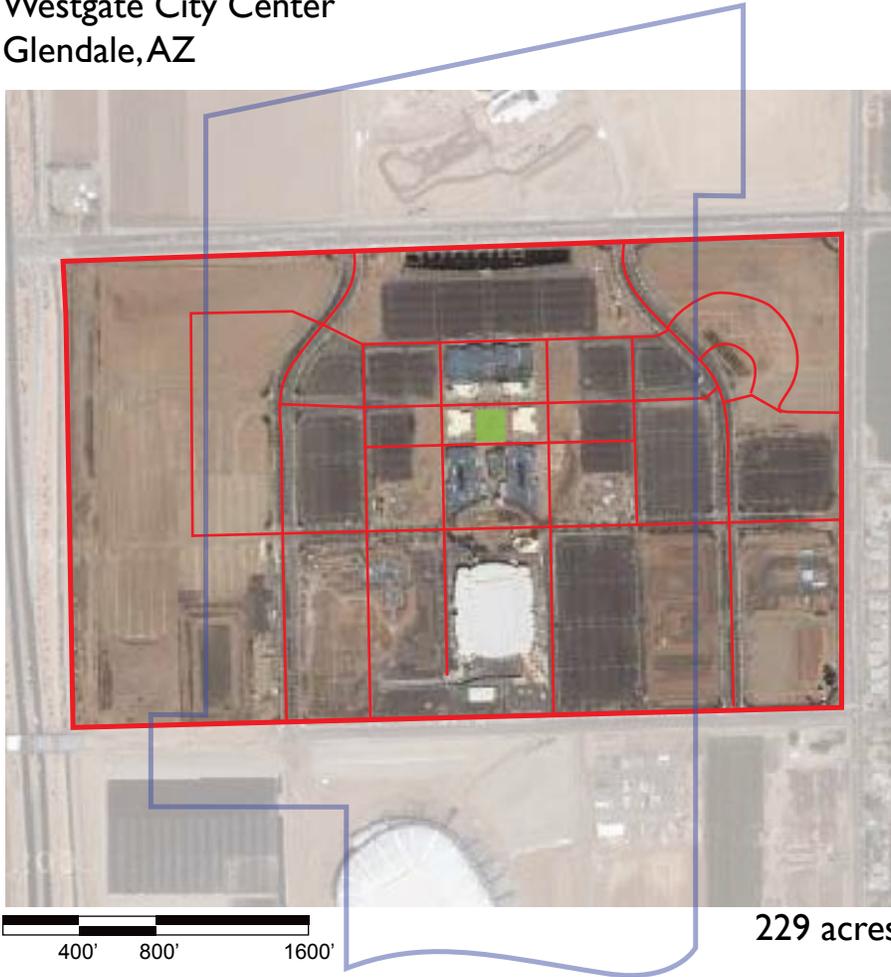
1,000' x 33' = ~33,000 SF

Two plazas

84' diameter = ~5,540 SF ea.



Westgate City Center  
Glendale, AZ



Uses

Residential	171 Townhouses 251 Condos
Hotels	5 Hotels
Convention Space	80,000 SF
Office	220,000 SF
Retail	290,000 SF

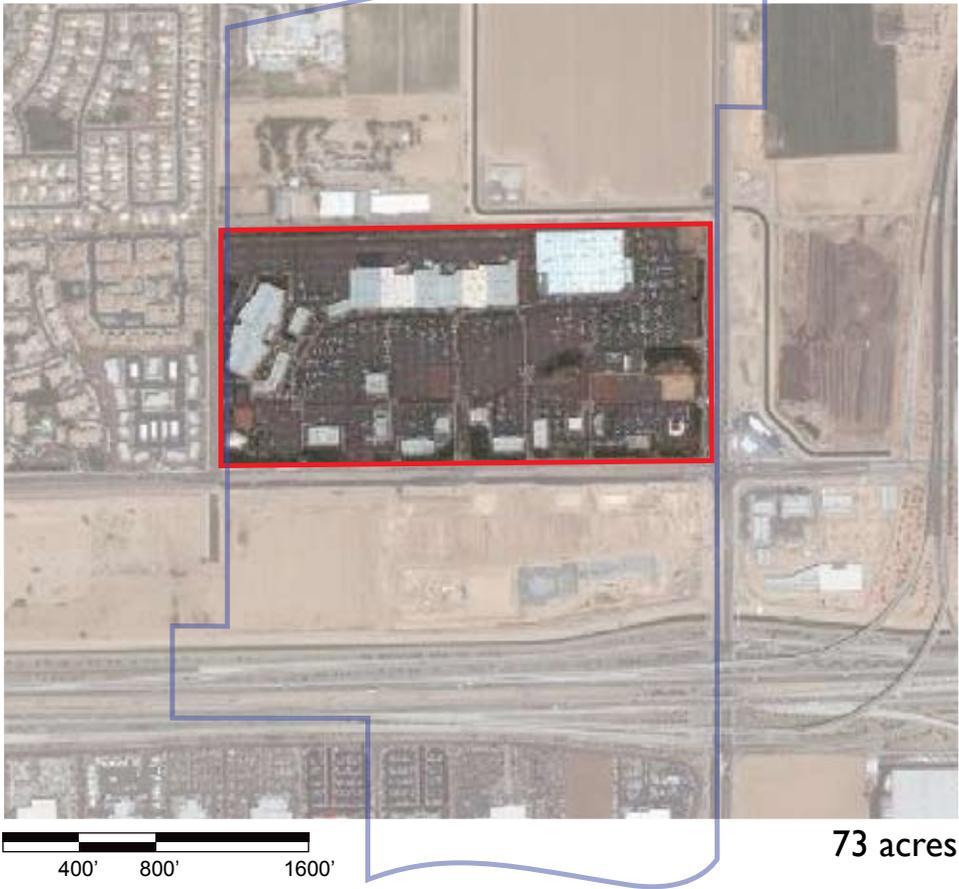
Open Space/Plaza

150' x 150' = ~22,500 SF

229 acres



Gateway Pavilions  
Avondale, AZ

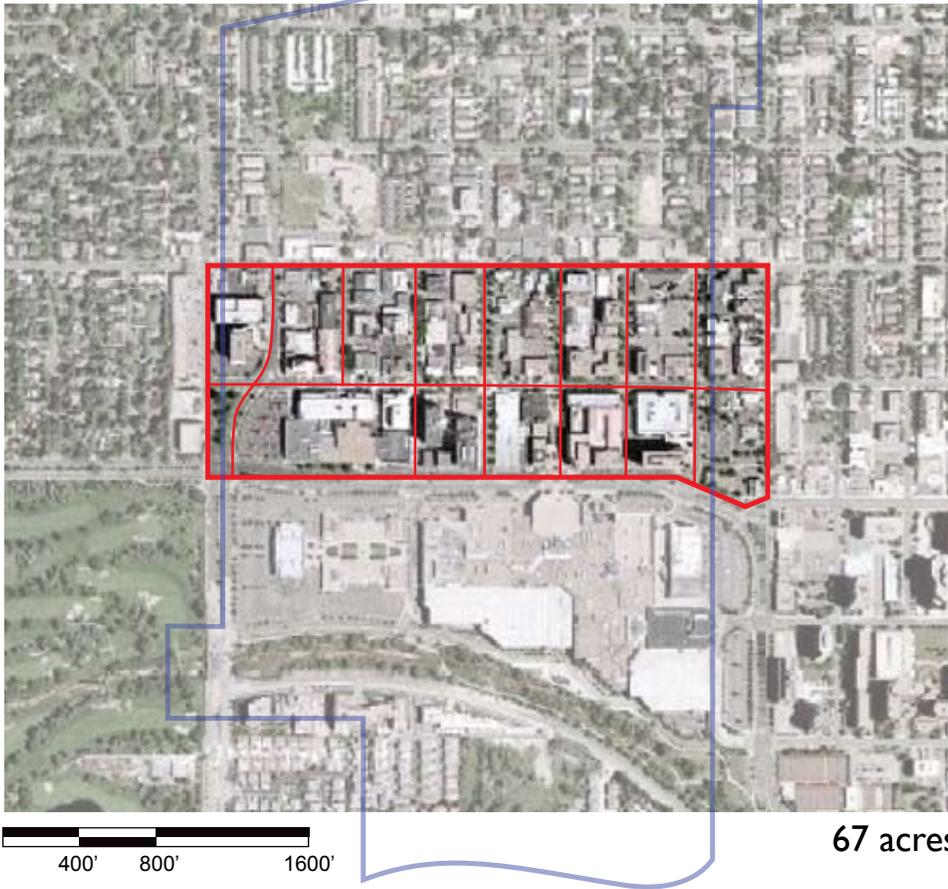


<i>Uses</i>	
Retail	743,000 SF

73 acres



Cherry Creek District  
Denver, CO



Uses

Residential

Hotels - 2

Office

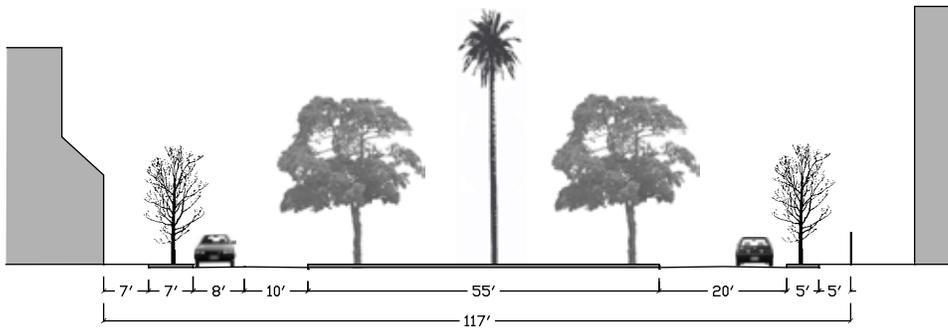
Retail

320 businesses

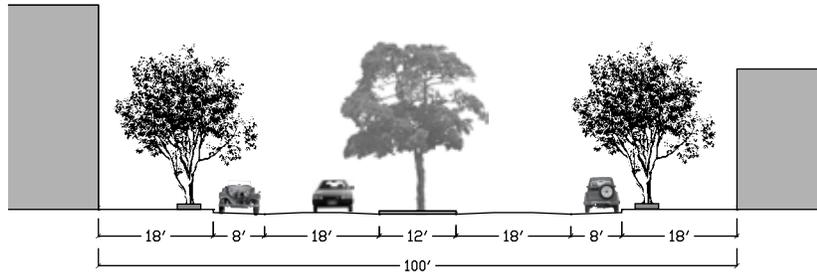
80% locally-owned



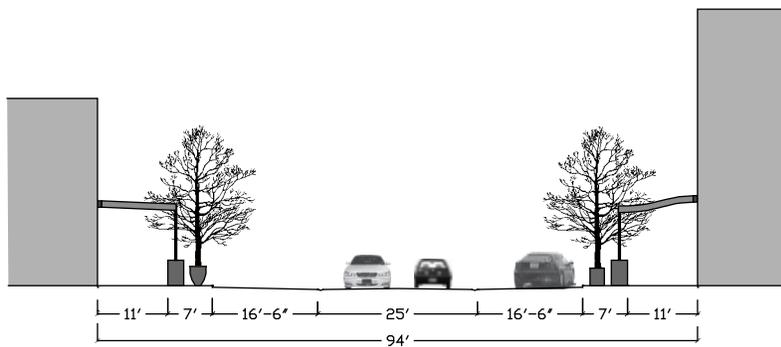
# Street Comparisons



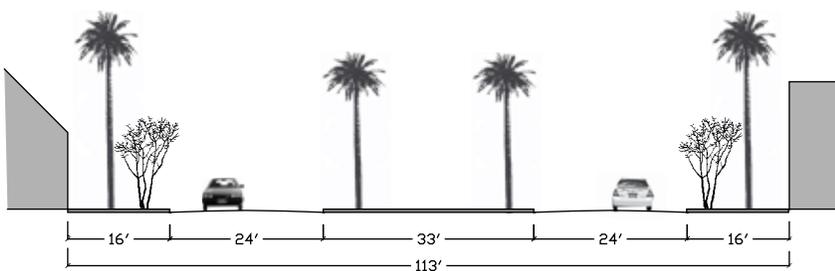
**Portland Street**  
between 3rd Ave and Central



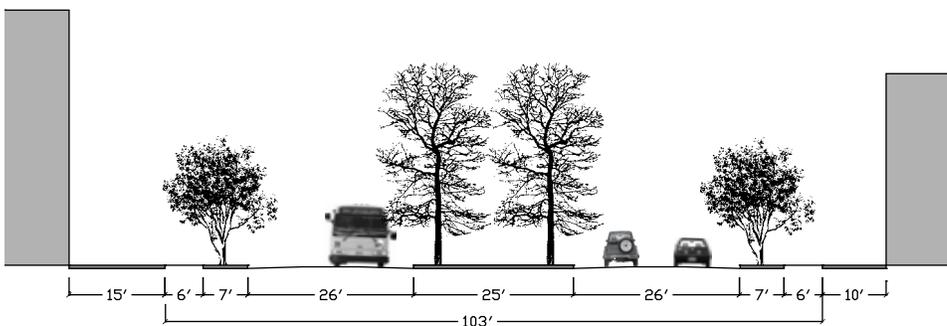
**Mill Avenue**  
at University



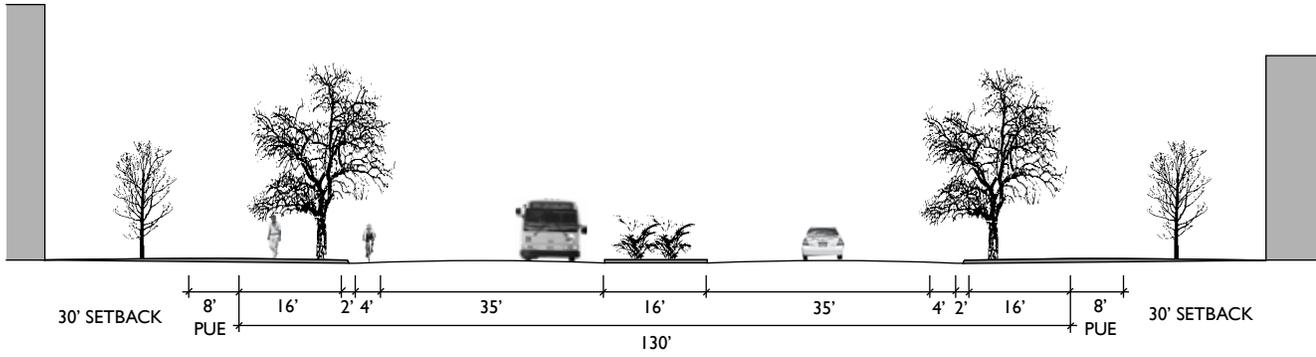
**Kierland Commons**  
Main Street



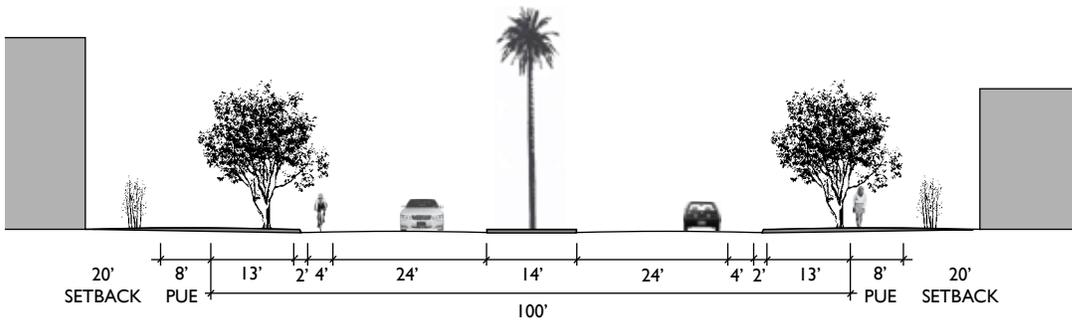
**Desert Ridge Marketplace**  
main entrance off Tatum Blvd



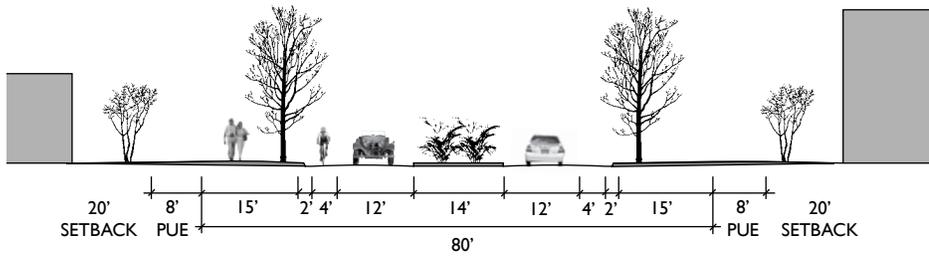
**Westgate City Center**  
93rd Avenue at Coyotes Blvd



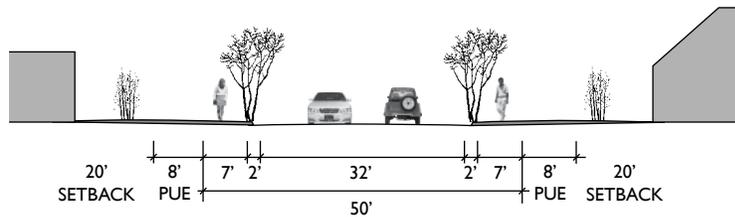
**Avondale**  
6-Lane Arterial



**Avondale**  
Major Collector



**Avondale**  
Minor Collector



**Avondale**  
Local Street

# 5 MAJOR CONCLUSIONS

A review of all the analysis completed for the Avondale City Center area leads to certain key conclusions that will be the basis for planning efforts as the specific plan project moves forward. Figure 5.1 shows the major conclusions in a graphic format, and the conclusions are elaborated in the text below.

An in-depth market analysis was conducted by ESI Corporation in February 2007. ESI researched existing and planned construction; reviewed population growth projections for the entire Western suburbs area; and prepared conclusions about market demand and economic development opportunities for the City Center area (see Figures 1 and 2 of the Market Analysis Report for a picture of Western Suburb and its place within the City Center market trade area). The market analysis provides guidance as to how much future development is realistic to expect in the City Center area over the next 10 to 20 years. A full copy of the report is available from the City of Avondale Planning Department.

## MARKET DEMAND AND LAND USE

### *Retail*

The market for large regional malls in the Western suburb will be saturated with the construction of the two new malls approved in Goodyear (Estrella Falls) and Surprise (Prasada). The market for neighborhood and community retail is also already well served in Avondale. Avondale currently has more square feet per capita of both neighborhood and community serving retail than Maricopa County and the Western Suburb. However, Avondale south of I-10 is under-served in neighborhood and community serving retail, indicating that there are opportunities in the long run to add additional retail of this type. By 2020 there will be a need for another 300,000 square feet of neighborhood serving retail in Avondale, much of which could be built south of I-10. Additional potential for retail may exist, dependant upon the addition of office, hotel and residential development to the City Center project and surrounding area.

There is a major opportunity to create pedestrian-oriented retail that serves both the immediate City Center area and the community as a whole. There is a strong desire for that type of retail experience, and it does not currently exist in Avondale or the Western Suburbs.

### *Office*

Avondale and the Western Suburb are currently under-served in office space. All of the existing office space is in low-rise buildings (mostly one story); there are no mid-rise (5 to 12 floors) or high-rise (13 or more floors) office buildings west of I-17. Based on supportable square feet per capita, by 2020 the Western Suburb could support 4.1 million square feet of low and mid-rise office space. Based purely on its own population, Avondale could support 500,000 square feet of office space through 2020. However, Avondale is strategically positioned to capture a larger share of the overall supportable office space in the Western Suburb due to its location along I-10 and its proximity to Loop 101 and I-17. There is a window of opportunity to position Avondale as a unique office area of mid-rise 5 to 12 story buildings, if amenities such as restaurants and design character are provided that can compete with other locations. Under such a scenario, Avondale could potentially accommodate one to three million square feet of office space of all building heights.

## *Residential*

By 2020 Avondale is estimated to need another 20,495 dwelling units, of which 80% are projected to be owner-occupied. Currently Avondale has predominantly single family residential, with some two-story apartment complexes. However, there are no townhouses or condominiums in the entire City. This represents a tremendous opportunity, because there are many types of households that desire that type of product, including young professionals, first time homebuyers, older single individuals, empty nesters, and retirees. Based on existing housing ratios in the Western Suburb, it is estimated that 7.3 percent of the total housing demand in Avondale could be met with the development of townhouse or condominiums, which translates into 1,488 dwelling units. Most if not all of those units could be developed in the City Center if the area is attractively designed for that type of product. An even greater number of units of that type could potentially be developed in City Center if the market perceives this as a more desirable location than other Western Suburb cities.

Townhouses and condominiums would support the pedestrian-oriented retail desired by the City Council. High density residential development can be critical to supporting retail – it provides demand during evening and weekend hours to complement the daytime demand from office workers. This can make the difference between success and failure for a small business.

## *Hotel*

Currently two hotels are completing construction in the Avondale City Center area; a four star hotel is planned for construction in 2008 as part of the Summit project; and two additional hotels are proposed on the Byrd property. This represents a significant amount of hotel development within the City Center acreage.

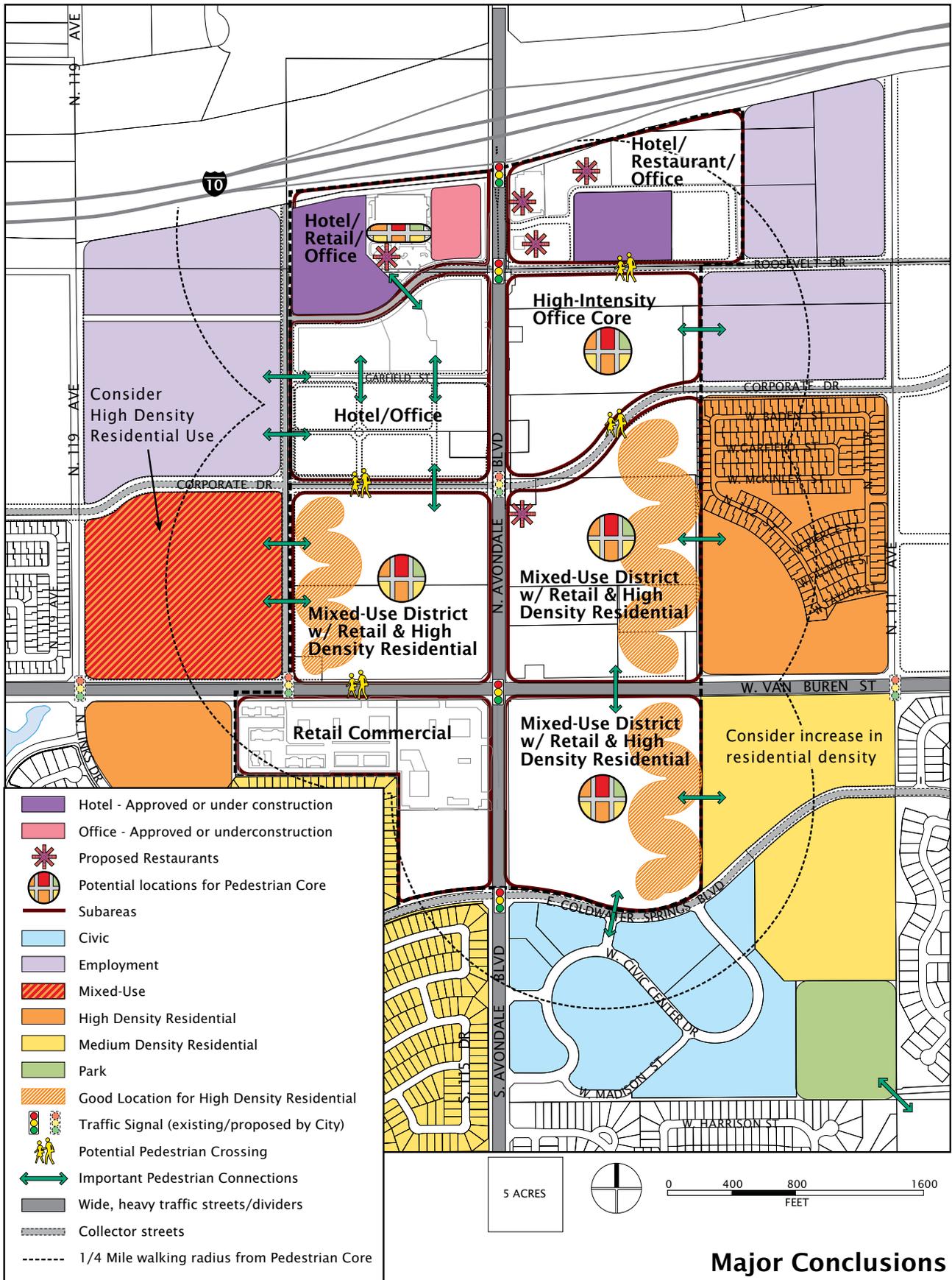
The future hotel market is very difficult to predict. There are small windows of opportunity for hotel development when existing hotels achieve high occupancy rates. Avondale City Center is a good hotel location given its proximity to I-10, Loop 101 and I-17; however other locations in the Western Suburb are equally competitive. The creation of a unique pedestrian-oriented retail district and/or a unique design character area could help make the City Center area attractive to future hotel operators.

## **STREET SYSTEM AND SUB-AREAS**

As indicated in Figure 5.1, Avondale Boulevard and Van Buren are major dividers that bisect the study area into separate sub-areas. These two arterials are so wide and heavily-trafficked that they create both a physical and a psychological barrier, and thus the areas to the east and west of Avondale Boulevard will effectively be separate sub-areas. Bridging them with pedestrian-oriented connections would require installing traffic signals or perhaps other highly-visible pedestrian crossings.

To the east and west of the project area, 111th and 119th Avenues are important north-south minor collectors. Roosevelt, 119th, N. Links Road, Coldwater Springs, and 111th come close to creating a loop, but are interrupted and left unresolved at two points: in the NW corner, the east extension of the road through Summit, from 117th to 119th; and the SE corner, at the South extension of 111th to Coldwater Springs Boulevard. These breaks in the loop effectively pull traffic away from the collectors onto the arterials running through the study area. Planning to complete the streets in this loop will be an important part of establishing a pedestrian-oriented center within the study area.

Figure 5.1



In order to create a pedestrian-friendly environment, it will be critical to create connections across the major and minor collector streets. Establishing those connections will also require traffic signals or other highly-visible pedestrian crossings: the streets must be designed in a way that is inviting and safe for pedestrians. Furthermore, development standards in the City Center will need to be different than for collectors in other parts of the city: the current standards for lanes and lane widths are prohibitively wide for a pedestrian context.

The existing and proposed streets suggest that the study area can effectively be divided into eight distinct sub-areas (see Figure 5.1). The two sub-areas to the north would best be left consistent with the General Plan land uses and the Freeway Corridor Specific Plan, remaining as primarily hotel, restaurant and office uses. The two sub-areas further to the south should focus on office and hotel uses, in an effort to build up a significant employment center in the City Center and to relate to the employment areas at the eastern and western edges of the study area. The remaining sub-areas would best be planned to support the area's demand for mixed-use with retail and high-density residential development.

### *Good Locations for High-Density Residential*

The best locations for high density residential within the study area will be ones where residents can be within walking distance of retail and restaurants, but can still establish a sense of neighborhood. Locating residential along Avondale Boulevard or Van Buren Street is not desirable due to the noise, pollution, and visual impact of the heavy traffic anticipated on those streets. It is also desirable to locate new residential in proximity to other residential areas, so there can be the opportunity for residents to be part of a larger residential neighborhood. Thus, the most logical locations are those that are shown in orange in Figure 5.1, close to residential development surrounding the study area, and yet within areas that can be mixed-use.

## **PARKING**

The type and location of parking within the study area will determine the character of the area. In order to create an attractive street character and an inviting pedestrian environment, alternative parking strategies will be critical. Rather than installing surface parking around the building or between the street and building entry, parking should be located to the side and rear of buildings, and in the center of blocks such that it is not visible from the street or sidewalks. This principle is already established in the Freeway Corridor Specific Plan. Where a greater number of parking spaces are required or desired, parking structures fronted with retail present an opportunity to create higher density and to intensify pedestrian activity. It is also critical that a majority of the parking be concentrated in parking structures and garages rather than exclusively on surface parking lots. If the area is dominated by surface parking lots, the character of the area becomes one of buildings surrounded by parking; and it is not possible to create an inviting pedestrian environment that traverses large parking lots.

Landscaping also presents an opportunity for obscuring parking from the pedestrian right-of-way along the heavy traffic streets. Parking may be installed behind a landscaped berm, or even under a raised berm alongside a major collector or arterial that isn't designed to be a pedestrian-oriented street.

Lastly, shared parking presents an opportunity for a reduced number of overall parking spaces within the City Center area. If uses within a development are varied enough, parking spaces may satisfy different uses at different times of day, and thus the total amount of parking needed is much less than if each use has to provide the parking separately.

Currently, The Summit at Avondale PAD is the only development that proposes a parking structure; and it is fronted by retail. Aside from this structure, all parking currently planned for the study area is surface parking. The planned developments consist largely of building pads with surface parking on at least two sides, effectively isolating the structures from neighboring development.

## **PEDESTRIAN CONNECTIONS**

Establishing comfortable pedestrian connections will be critical to achieving the City Council’s vision for the Avondale City Center. Connections across existing streets should be encouraged wherever possible. Additionally, pedestrian connections to surrounding development will be vital to the success of new development. Existing barriers, such as the wall around the subdivision along the 113th Avenue alignment and its lack of a perimeter street, must be addressed. Furthermore, the proposed north-south private roads within the City Pointe PAD should be utilized to establish a connectivity within the west side of the study area, and the roads running east-west across the east side of the study area should be carefully bridged with pedestrian and bike traffic in mind. The City Center must be easily and comfortably accessed by all adjacent residential development to the east and west, the civic center to the south, and the employment areas at the north end of the site.

The PADs planned for the study areas do not suggest a “main street” type of pedestrian experience: the proposed developments are auto-oriented with private internal circulation routes only. In order to create a “main street” environment, a smaller-scaled block pattern would have to be established by the city. In order to establish a pedestrian-oriented environment, block sizes should be no more than three acres, and block dimensions should be between 250 and 500 feet. Additionally, carefully designed transit stops offer an important opportunity for heightening the area’s pedestrian orientation.

## **PEDESTRIAN CENTERS – LIVELY, INVITING AREAS THAT HAVE A UNIQUE IDENTITY AND BUILD A SENSE OF COMMUNITY**

Creating pedestrian centers with attractive streets and public spaces is the key to establishing a unique identity for the area and building a sense of community. A pedestrian center has a “main street” where buildings front the street and people can see into stores, restaurants, and offices. It has some sort of public space such as a plaza where people can gather. It has stores, restaurants, and personal services that attract people to the area. Street improvements such as light fixtures, benches, landscaping, and other features are important to establishing the character of the area.

The current street plan suggests that the recommended locations for potential pedestrian cores are in the centers of five of the eight sub-areas. Pulled back from the arterials but still accessible by vehicular traffic, these locations are the best opportunities for creating dense, active cores that conceal parking and successfully integrate public space and a mix of uses into an active urban area. Figure 5.1 shows a one-quarter mile walking radius from each pedestrian core. This is typically the maximum distance that people are willing to walk from a residence or office to a retail area. It is not possible to simply establish one pedestrian core in the City Center area that will serve the whole area; the walking distances would be too great.

### *Opportunities for Mixed-Use*

As indicated in Figure 5.1, three of the sub-areas have potential to be developed as mixed-use districts that include office, retail, and housing within a pedestrian-oriented district. This is a model of development that can be highly desirable to certain segments of the commercial market that do not want the traditional suburban office parks and shopping center locations, as well as to segments of the residential market that do not want a traditional single family home subdivision. However there are a limited number of developers that have the desire and the experience to build this type of development. Avondale would need to work closely with property owners and market the area to these types developers in order to achieve a mixed use district.

Illustrative concept plans for this type of development will be prepared to show how the development could be feasibly laid out to be pedestrian-oriented and still accommodate the required parking and visibility for commercial businesses.

## **AVONDALE BOULEVARD OPTIONS**

The design of Avondale Boulevard between I-10 and Coldwater Springs will be central to any plan for the City Center. Avondale Boulevard currently has a 14' median in the center of six lanes, a 16' landscaped buffer and sidewalk area, and a 30 to 40' building setback requirement on either side. It important to have tall buildings at least three stories tall along Avondale Boulevard rather than one- and two-story buildings in order to establish a strong identity for the area. That level of intensity is what was always envisioned in the Freeway Corridor Specific Plan; furthermore, Avondale Boulevard was designed with the capacity to accommodate development of that intensity. The public sector has invested a tremendous sum of money to create Avondale Boulevard, and the private sector development along Avondale Boulevard should be of an intensity commensurate with the public investment and the street capacity available.

A number of alternatives are possible for the design and character of Avondale Boulevard. The emerging landscaping scheme along the boulevard may or may not be sufficient, depending on which alternative is considered. There is the opportunity to design an attractive unified landscape setback along Avondale Boulevard, and to create a grand landscaped setting for tall buildings that front the street. This could be utilized for storm drainage, or to create berms that screen parking. This is what was envisioned in the Freeway Corridor Specific Plan with the requirement for 30 to 40 foot front yard setbacks along Avondale Boulevard.

Alternatively, bringing buildings as close as possible to the pedestrian right-of-way (to the PUE edge) is another option. This would enclose the 130 foot width of Avondale Boulevard and give greater depth for properties to accommodate parking at the back. In either case, critical site planning issues need to be studied to accommodate large scale buildings, including: curb cuts and access from Avondale Boulevard; locations of parking; locations of front building entrances; locations and design of streets behind Avondale Boulevard; and building orientation relative to sun orientation. These issues will be studied as concept alternatives for the area are developed.

Another completely different option is to install two smaller landscaped buffers along perimeter roads—with four lanes in the center and one separated lane along the street's edge—thereby creating a slow-moving pedestrian-oriented zone along Avondale. The "boulevard" scheme would separate fast-moving traffic from the pedestrian-scaled part of the street while creating challenges to through traffic. However, this would require major reconstruction of Avondale Boulevard, and the pedestrian character of Avondale Boulevard would still be compromised by the heavy traffic volumes on the street.

In any alternative, parking that fronts onto Avondale should be limited, and parking structures should be included rather than extensive surface parking. It may be appropriate to establish a minimum percentage of the Avondale Boulevard frontage that must be occupied by buildings rather than parking.

## **PUBLIC ART**

A Public Art Master Plan was approved by the Avondale Municipal Arts Committee in November of 2006. Its goals include promoting public art in buildings and public spaces, promoting Avondale as an arts destination, and providing a structured process to acquire public art. The funding for the program is 0.5% of the General Fund. Most Arizona cities dedicate a percentage of their entire Capitol Improvements Program, not just the General Fund portion, to arts funding. Avondale did not pursue this as the City was concerned about legal issues that might arise from using dedicated CIP funds for Public Art. (To our knowledge, no Arizona city has yet encountered legal challenges on dedicating CIP funds to support public art programs.) The current Avondale funding model will not be adequate to achieve a significant presence of public art in the City Center area. One or two very small art pieces are what could be accomplished with current funding.

If the City wants to create a significant presence for public art in the City Center area, the City could consider applying the current 0.5% model to all new capital improvements construction within the City Center. This approach could be exclusive to the current study area. A one-time allocation would be taken from all new infrastructure (construction of streets, utilities, etc) the city will provide in the City Center area. These allocations will be “pooled” in order to build a fund that can be applied in numerous ways to include small scale scattered art works throughout the district to large-scale “Gateway” features. Funds from this pool would be directed to city owned property only. Numerous cities throughout Arizona have found this to be a very workable approach.

There is a major opportunity for a public/private partnership in this enhanced public art approach. The private sector can take a role in selecting the location and type of public art that would be built using the funds they have contributed for public art improvements. Options could include applying the fund entirely to artwork on the developer’s site, providing office space for non-profit arts organizations, providing funding to a city-run out-to-lunch concert series in the district, or paying the allotment directly into the city’s City Center pool with the understanding that the funds will be applied within the district. Additional options can be developed should this approach be taken.

The Avondale Public Art Master Plan also allows consideration of a 0.5% allocation from residential rental tax. Market study shows this is probably a small revenue stream and it might be perceived as a penalty on renters. A “renter’s fee,” applied to private parking facilities as an added tax, could be considered for the district as well as city-wide. The Plan also allows consideration of an added tax on hotel/motel room fees. This might be well applied to the city as a whole for on-going public art. However this stream most likely would not be on-line soon enough to support City Center art projects associated with new construction.

In conclusion, findings indicate a strong civic vision of a very active public art program. However, findings also indicate that new funding resources need to be developed to support this vision.