

GILBERT
ARIZONA

2015 Consultant Update *Heritage District* *Redevelopment* *Plan*

This document is a minor update to the 2008 Redevelopment Plan and serves only as an enhancement with updated 2015 maps and images of the Heritage District.

Prepared for Gilbert by

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Executive Summary

Introduction

The Gilbert Heritage District (“District”) is the historic, symbolic center and heart of the community. It offers opportunity for the adaptation of historic and significant properties in the original downtown area to uses that will have a positive impact on the adjacent residential and commercial sectors.

The major emphasis of Gilbert’s redevelopment program is to attract people generating uses that will stimulate growth and provide or complement the identity for the area.

These include the proper balance of specialty retail shops, unique entertainment uses, one-of-a-kind restaurants, offices and residential uses. Gilbert’s ultimate goal for the Heritage District is to maintain the emphasis on its small town character while always striving to improve the economic vitality of the District. Furthermore, the District should be seen as the cultural center of the community and the “place to be” for families.

The purpose of this Executive Summary is to present a concise and informative document that will meet the needs of the wide variety of interested parties sure to review this plan. This document contains a small portion of the full plan and is intended to present a flavor of the goals and expectations for the area. Refer to the full Gilbert Heritage District Redevelopment Plan for a more detailed accounting of the redevelopment area and the redevelopment process.

Heritage District Vision Statement

We will be a downtown that:

- ◆ Is the heart of the community
- ◆ Is family-friendly, pedestrian-oriented and provides a convenient and safe experience for all
- ◆ Is a popular place to work, gather, dine, relax, shop and live
- ◆ Is a unique, attractive, vibrant, yet peaceful gathering place
- ◆ Reflects our railroad and agricultural heritage and maintains a small-town feel
- ◆ Attracts a distinct mix of retail, restaurant, office, service and entertainment businesses that are a regional draw
- ◆ Maximizes the use of limited space while making sure that no single use dominates the overall direction and vision of the Heritage District
- ◆ Is clean and well maintained
- ◆ Accomplishes all of the above in an economically sustainable way



Heritage District



Heritage District Goals

- ◆ Promote quality urban design with an emphasis on small-town historical character and future vision.
- ◆ Improve the economic viability of downtown.
- ◆ Promote reinvestment and attract new development.
- ◆ Improve pedestrian and vehicular circulation to ensure a pedestrian-friendly and safe environment.
- ◆ Promote downtown as the symbolic and cultural center of the community.

Heritage District Boundary

The District contains approximately 0.3 square miles and includes the original town site core, the commercial areas on both sides of Gilbert Road from Juniper Avenue to 600 feet south of Elliot Road and the residential neighborhoods one quarter mile east and west of Gilbert Road between the Western Canal and Elliot Road.

Projected Development in the Heritage District

The full Redevelopment Plan shows the projected “build-out” land uses within the District as described in the Heritage District Redevelopment Plan Update Addendum: Real Estate, Land Use & Housing Assessment. The build-out condition refers to when all developable parcels have been developed. These projected developments generally conform to the land use and zoning maps published in the Town’s General Plan for the Heritage District.

The build-out condition projects a total of approximately 4.3 million square feet of development, an increase of 3.0 million square feet over the existing 1.3 million square feet of development. This change in square footage includes approximately 1,000 new residential dwelling units, most of which are anticipated to be multi-family housing (e.g., apartments, townhomes, condos).

Recommended Land Use Plan

Overall Goals

These guidelines describe the overall goals for redevelopment of the Heritage District as stated in the General Plan. Gilbert’s vision for the Heritage District is multifaceted but the major emphasis is to create an area that is a unique and vibrant, yet peaceful and family-friendly gathering place. The ultimate goal for the District is to make it an area that is a popular place to work, gather, dine, relax, shop and live. Furthermore, the image of the area should be representative of the quality of life that has traditionally made Gilbert a great place to raise a family.

The Heritage Village Center (HVC) zoning district is intended to foster small-scale, pedestrian-oriented mixed-use development, consistent with the Heritage District Redevelopment Plan and General Plan. The District encourages a mixture of uses including complementary high density residential, retail, services, offices, lodging, entertainment, public, transit, quasi-public and cultural uses.



Heritage District



General Guidelines

- ◆ Pedestrian-Oriented
- ◆ Historic Emphasis
- ◆ Site and Building Design Elements
- ◆ Open Space and Public Use
- ◆ Building Height
- ◆ Public Parking
- ◆ Gilbert Road Retail Core
- ◆ Commercial
- ◆ Site Development Regulations

District Architectural Character

Developments within the Heritage District shall be designed to be compatible with the early 20th Century storefront character of the District and the existing single family residential community. Modern adaptations of the existing styles are acceptable. No changes to building codes are anticipated as a result of the Redevelopment Plan. Care should be taken to tie into the historical context where it exists and where feasible. Refer to the sample commercial and residential building elevations and outdoor furniture and plant palettes in the full Redevelopment Plan for specific examples.

Financing Options for Redevelopment Projects

Redevelopment can only occur in an environment of integrated public and private financial participation. Redevelopment projects require creative investment strategies and may include multiple financing streams. They should afford the developer or business owner an opportunity to recoup costs and successfully compete with newer projects outside of the Heritage District.

Reference Materials

The full Heritage District Redevelopment Plan contains a list of relevant reference resources, which includes the Land Development Code and addenda to the Redevelopment Plan on Real Estate, Land Use & Housing; Parking Master Plan; Traffic and Circulation Plan; and Five-Year Implementation Plan.



Heritage District



ACKNOWLEDGMENTS

The 2015 update to the Heritage District Redevelopment Plan was developed in cooperation with the Redevelopment Commission, the Office of Economic Development, staff and community participation through Public Hearings.

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Updated July 2015



Heritage District



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Heritage District



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Heritage District



I. Introduction

The Gilbert Heritage District ("District") is the historic, symbolic center and heart of the community. It offers opportunity for the adaptation of historic and significant properties in the original downtown area to uses that will have a positive impact on the adjacent residential and commercial sectors.

The major emphasis of Gilbert's redevelopment program is to attract people generating uses that will stimulate growth and provide or complement the identity for the area.

These include the proper balance of specialty retail shops, unique entertainment uses, one-of-a-kind restaurants, offices and residential uses. Gilbert's ultimate goal for the Heritage District is to maintain the emphasis on its small town character while always striving to improve the economic vitality of the District. Furthermore, the District should be seen as the cultural center of the community and the "place to be" for families.

It is Gilbert's intent to continue redevelopment program efforts involving a variety of public and private activities that will maintain the redevelopment area as the economic and social center of the community. For the Heritage District to realize its highest and best uses and to maximize its retail potential, Gilbert has recognized a need for vigorous, coordinated public/private partnerships. Indeed, the successful implementation of the Heritage District Redevelopment Plan will require substantial short- and long-term capital commitments on the part of all sectors.

Through a redevelopment plan, reinvestment can be encouraged in the Heritage District. This reinvestment will help maximize the economic potential of properties, rehabilitate substandard buildings, eliminate blighting influences, improve parking, beautify streetscapes, and allow the assembly of land for new development. As new construction and rehabilitation activities occur, they will serve as a catalyst for the improvement of other properties. Together, this will help to attract more businesses and customers, thereby increasing the economic vitality of the area.

Fundamental to the revitalization of the Heritage District is the understanding that both out-of-town visitors and residents are attracted to the small-town appearance and pedestrian scale that it offers. Through careful design management, the District can achieve the benefits of an intensified, highly functional, mixed-use center without losing its small-town atmosphere and historical context. The social, cultural, business and civic activities that occur in the downtown will play a significant role in its future.

The Gilbert Heritage District Redevelopment Plan was first adopted in 1991 and this revision contains many new elements that the original version did not. This plan builds upon the foundation that was established during the original visioning process and provides new insights that will enhance the initial goals and guidelines. Through the coordinated efforts of both the public and private sectors, the continued redevelopment of the Heritage District will be a major contributing factor in Gilbert's continuing quest to be a Community of Excellence.



Heritage District



II. Plan Objectives

Heritage District Vision Statement

We will be a downtown that:

- ◆ Is the heart of the community
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- ◆ Is a popular place to work, gather, dine, relax, shop and live
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- ◆ Maximizes the use of limited space while making sure that no single use dominates the overall direction and vision of the Heritage District
- ◆ Is clean and well maintained
- ◆ Accomplishes all of the above in an economically sustainable way

Heritage District Goals and Objectives

Goal:

Objectives:

Promote quality urban design with an emphasis on small-town historical character and future vision.

- ◆ Establish entry feature(s) to the district.
- ◆ Create or recruit a facility that honors our railroad heritage and adjoins the railroad in the district.
- ◆ Embrace and develop a recognition of the importance of, and the contributions made by, the Hispanic culture and the ties they have to Gilbert's past.
- ◆ Cultivate education in related Heritage District events to promote Gilbert's family values.

Improve the economic viability of downtown.

- ◆ Enhance parking facilities in the Heritage District.
- ◆ Develop a section of the Gilbert web site dedicated to the redevelopment area and use it to market the Heritage District.
- ◆ Create a Heritage District coordinator position.
- ◆ Develop a business attraction strategy for the Heritage District.



Heritage District



Goal:

Promote reinvestment and attract new development.

Objectives:

- ◆ Develop quality restaurants, evening entertainment and office projects.
- ◆ Build surface parking and parking structure(s) in conjunction with new development.
- ◆ Finalize site planning for the master planned area identified in the Redevelopment Plan.
- ◆ Create a business attraction and marketing plan for the Heritage District.
- ◆ Communicate with business owners/operators to identify their business needs.

Improve pedestrian and vehicular circulation to ensure a pedestrian-friendly and safe environment.

- ◆ Establish a current and projected land-specific ‘use plan’ for the District to help clarify pedestrian and vehicular needs in the District.
- ◆ Develop plans to implement the objectives portion of the Vision Statement developed in the Heritage District Pedestrian Enhancements report.
- ◆ Develop physical mechanisms or structures to slow traffic on Gilbert Road, without adversely affecting business revenue in the District. Minimizing construction impacts on businesses in the District should be of utmost priority.
- ◆ Create alternative traffic routes through the District that will reduce traffic volumes on Gilbert Road.

Promote downtown as the symbolic and cultural center of the community.

- ◆ Emphasize the following themes as the physical and cultural heritage of Gilbert:
 - ◆ Railroad
 - ◆ Water
 - ◆ Agricultural
 - ◆ Adobe architecture
 - ◆ Family
 - ◆ The role of the Hispanic culture in Gilbert’s history
- ◆ Promote a water feature at the canal with additional line-of-sight water features throughout the District.
- ◆ Enhance citizen awareness of Gilbert’s history through kiosks, mini-museum, walking tours, literature, and static displays.
- ◆ Increase cultural awareness through a signature event in the District.
- ◆ Make the Heritage District a family gathering place and the “place to be.”
- ◆ Strengthen and protect the historical neighborhoods to protect the mixed-use heritage of the District.



Heritage District



III. Description of Existing Heritage District

Statement of Boundaries

Heritage District Boundary

The Heritage District boundary was adopted by the Gilbert Council as the redevelopment area boundary in September 1990. The Redevelopment Commission recommended this adoption after conducting a public hearing with extensive community participation concluding on January 11, 1990.

The District contains approximately 0.3 square miles and includes the original town site core, the commercial areas on both sides of Gilbert Road from Juniper Avenue to 600 feet south of Elliot Road and the residential neighborhoods one quarter mile east and west of Gilbert Road between the Western Canal and Elliot Road. **Figure 1** shows the Heritage District boundaries and General Plan land uses. **Figure 2** shows the existing zoning classifications in the Heritage District.

The northern boundary is Juniper Avenue, extending approximately 1,000 feet east and west of Gilbert Road. The southern boundary follows an imaginary line south of the Gilbert Historical Museum, 600 feet south of Elliot Road. The eastern boundary follows a north-south alignment approximately 250 feet east of Palm Street, shifts west along Cullumber Avenue and then south along the east side of Palm Street. The remainder of the east boundary lies along the Union Pacific Railroad (UPRR) tracks to Elliot Road, then shifts 700 feet to the west. Finally, it turns south to meet the southern boundary. The western boundary aligns with Catalina Road from Elliot Road north to the UPRR tracks, west 1,400 feet to the Western Canal and then north to Juniper Avenue.

Any additions to the District will have to be consistent with the intent of the Heritage District Redevelopment Plan, or be identified as targets for redevelopment activities by the Redevelopment Commission.

Existing Conditions

Figure 3 shows the existing land uses for the properties in the Heritage District. The condition of these properties is described below.

Commercial

The condition of existing commercial properties varies but the majority of the commercial properties have seen substantial investment over the past several years. A few commercial properties are in need of a moderate amount of rehabilitation.

Parking

The condition of parking facilities is generally adequate with no major rehabilitations required at this time.

Public Facilities/Parks

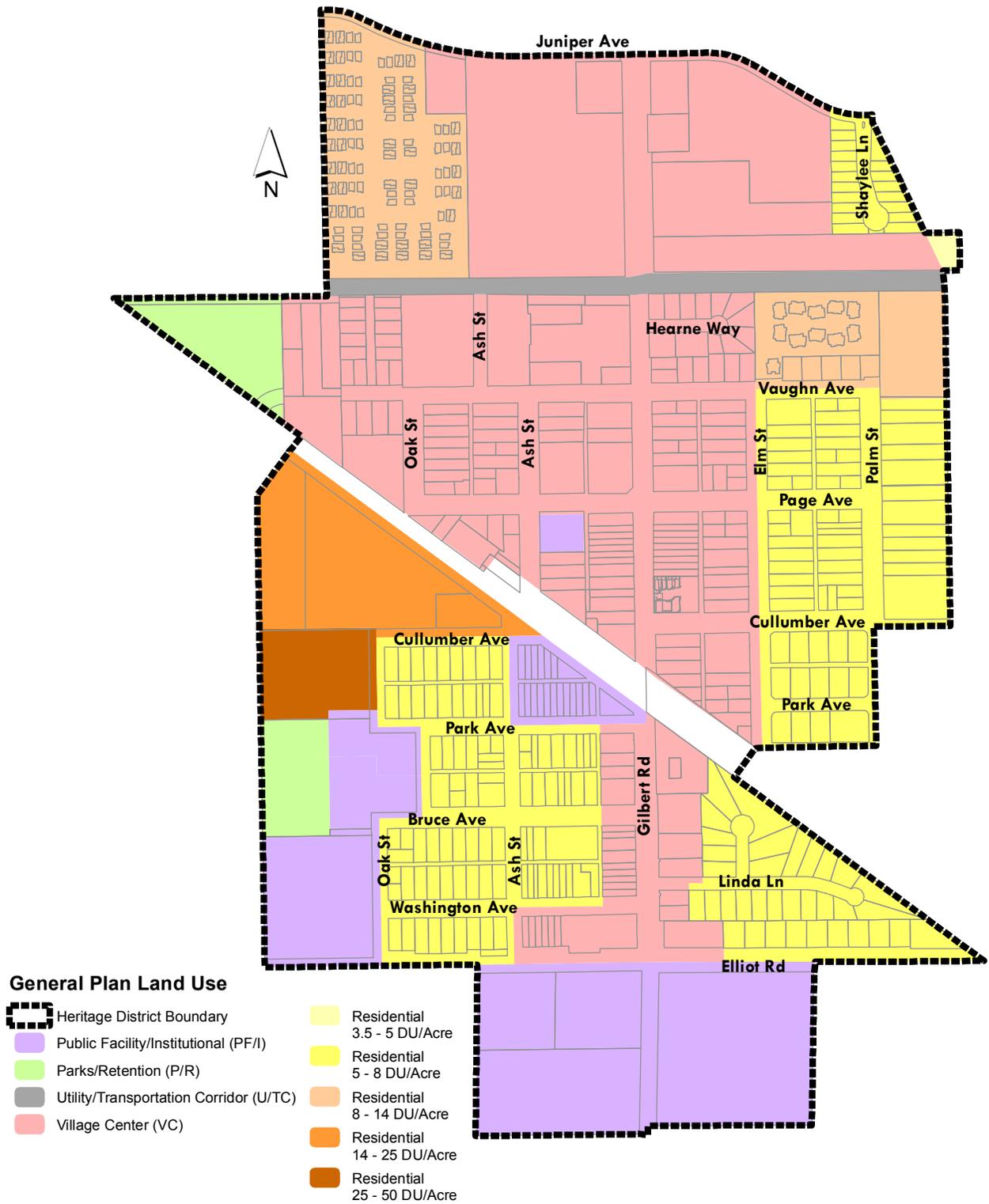
All of the public facilities are in proper working order and do not require any rehabilitation at this time.



Heritage District



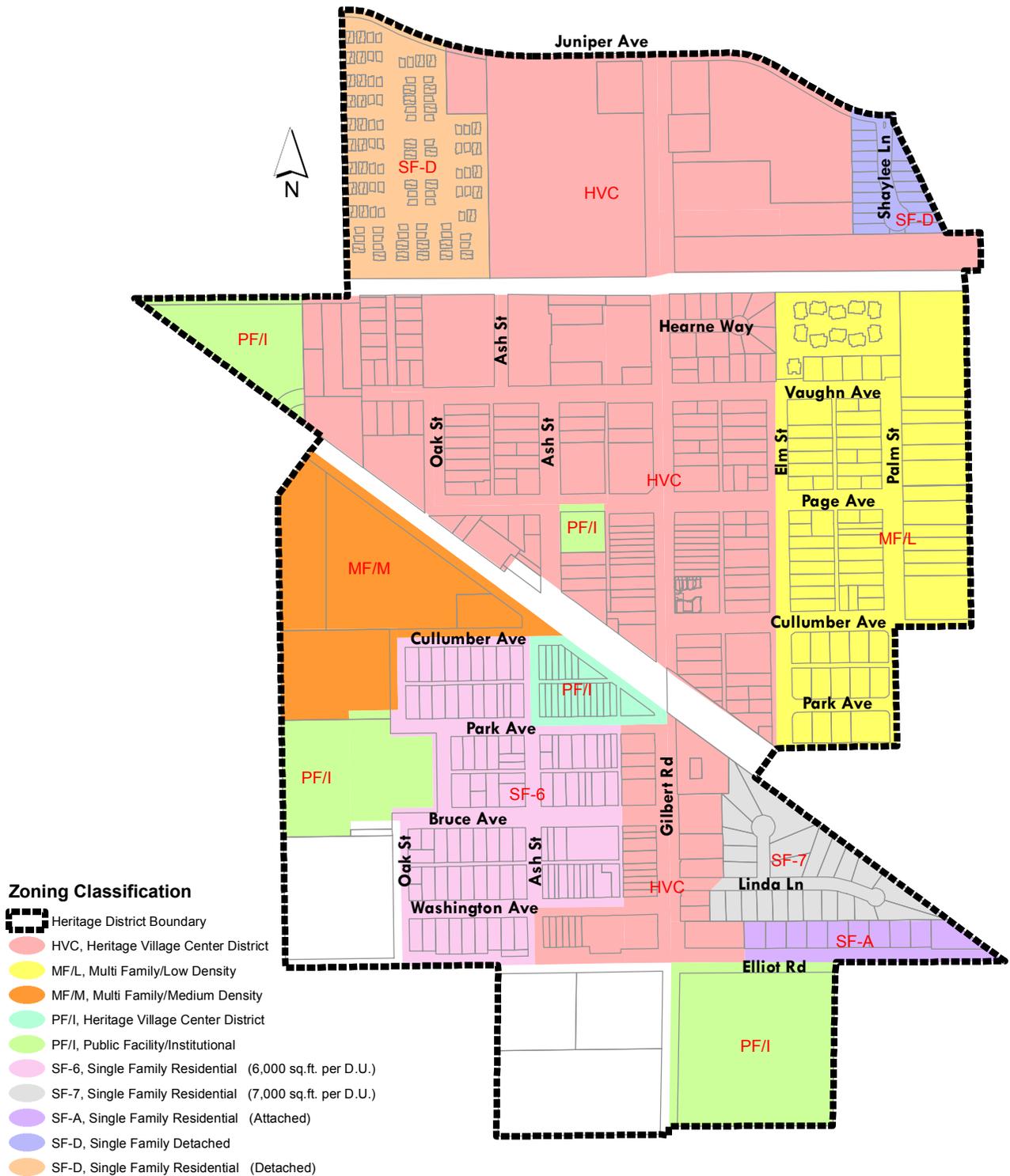
Figure 1 – Heritage District Boundaries and General Plan Land Use Map



Heritage District



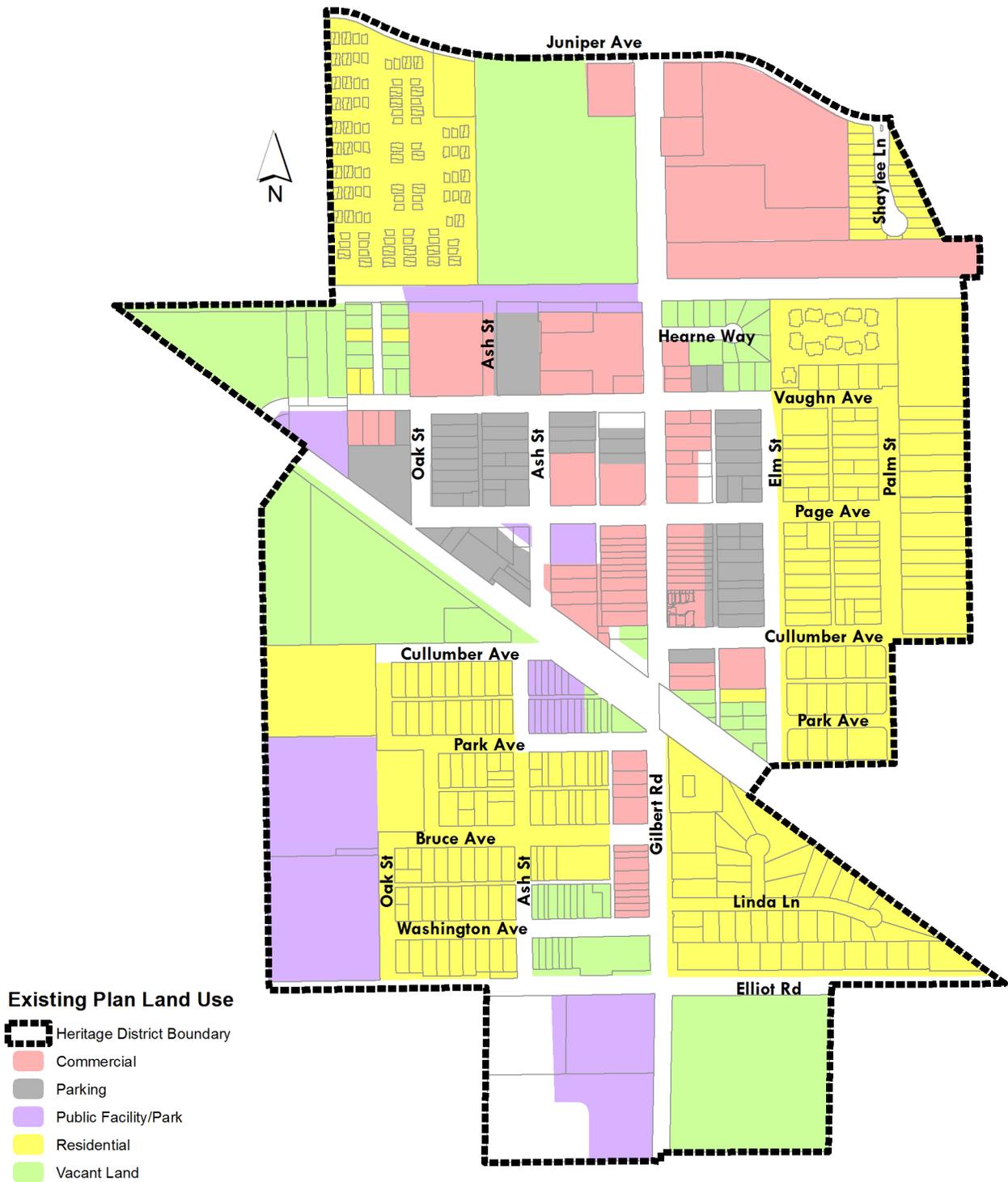
Figure 2 – Heritage District Zoning Map



Heritage District



Figure 3 – Heritage District Existing Land Uses



Heritage District



Residential

The state of the residential parcels varies greatly in the District. In recent years, several homes have been purchased, rehabilitated, and resold, resulting in improved conditions. There are several homes that are in need of minor-to-moderate rehabilitation.

Vacant Land

Vacant land is currently undeveloped.

Proposed Zoning Ordinances, Street Layout and Building Codes

There are no plans currently to update any zoning ordinances or make any changes to street layouts, levels or grades, or building codes, except that there is an ongoing project that will extend Ash Street between Vaughn Avenue and Juniper Avenue with future plans to extend it to Gilbert Road at Cullumber Avenue.

Projected Population Density, Land Coverage, and Building Intensity

Figure 4 shows the projected “build-out” land uses within the District as described in the Heritage District Redevelopment Plan Update Addendum: Real Estate, Land Use & Housing Assessment. The build-out condition refers to when all developable parcels have been developed. These projected developments generally conform to the land use and zoning maps published in the Town’s General Plan for the Heritage District.

The build-out condition projects a total of approximately 4.3 million square feet of development, an increase of 3.0 million square feet over the existing 1.3 million square feet of development. This change in square footage includes approximately 1,000 new residential dwelling units, most of which are anticipated to be multi-family housing (e.g., apartments, townhomes, condos).

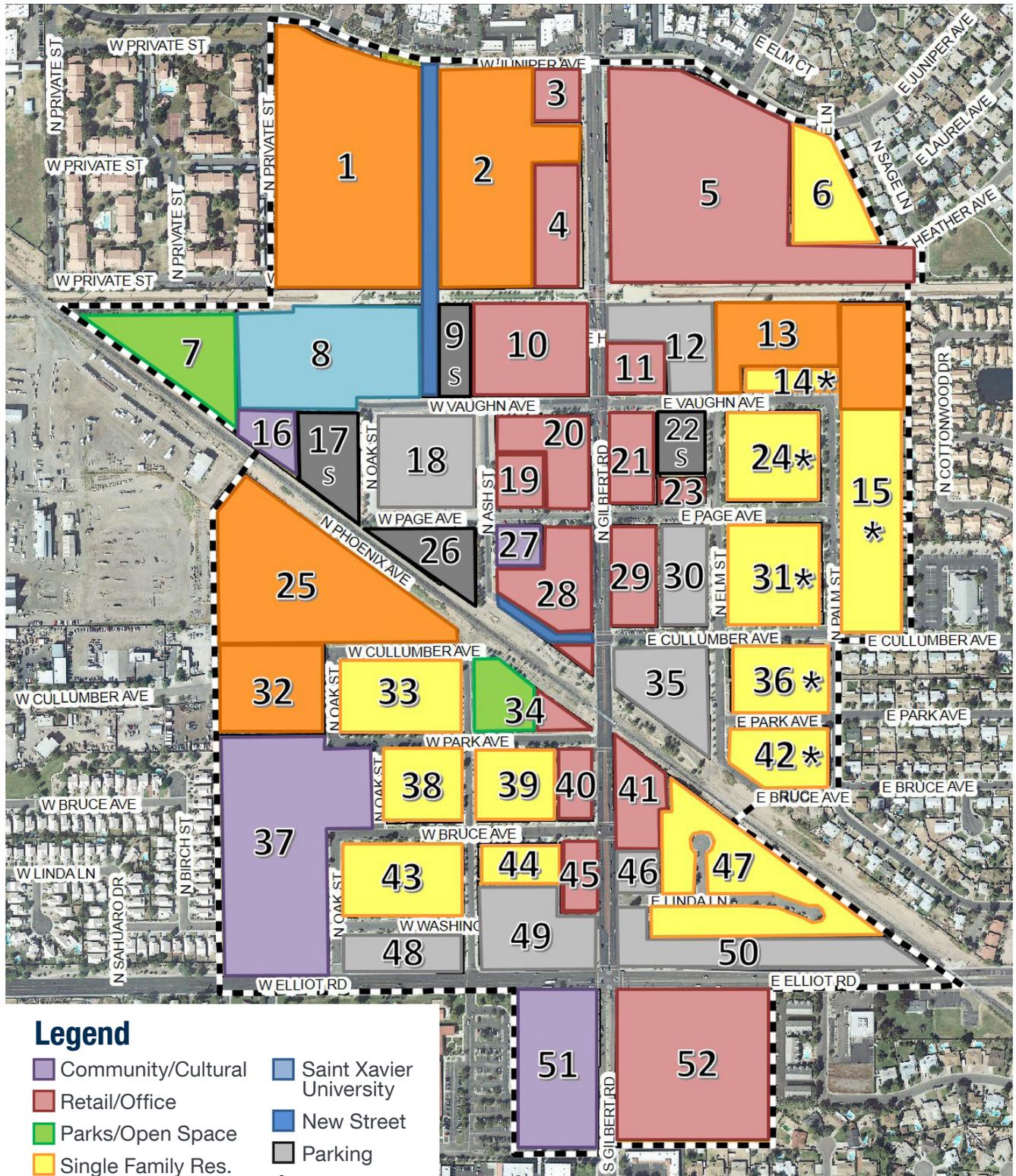
Table 1 provides a "build-out" projection of land use and development size for the entire Heritage District, separated into blocks. The location, shape, and projected land use of each block are shown in Figure 4.



Heritage District



Figure 4 – Projected Future Heritage District Land Uses



This map was developed as part of the Heritage District Redevelopment Plan Update Addendum: Real Estate, Land Use, & Housing Assessment.



Heritage District



TABLE 1 - PROJECTED LAND USE AND FLOOR AREA RATIOS

Block #	Projected Build-out Land Use	Projected Maximum Stories	Projected Build-out Retail (ft ²)	Projected Build-out Office (ft ²)	Projected Build-out Multi-Family Units	Projected Build-out Single-Family Units	Existing Lot Size (ft ²)	Existing Lot Size (acres)	Projected Floor Area Ratio (FAR)	Projected Build-out Development (ft ²)	Existing Land Use	Existing Development (ft ²)
1	MF	2	0	0	138	0	381,000	8.75	0.50	190,500	MF	190,500
2	MF	3	0	0	300	0	327,375	7.52	1.00	327,375	VACANT	0
3	COM	2	17,500	0	0	0	35,000	0.80	0.50	17,500	COM	17,500
4	COM	2	40,250	40,250	0	0	80,500	1.85	1.00	80,500	VACANT	0
5	COM	4	0	0	0	0	595,000	13.66	0.30	178,500	COM	178,500
6	SF	2	0	0	0	17	72,000	1.65	0.20	14,400	SF	14,400
7	OPEN	0	0	0	0	0	122,000	2.80	0.00	0	OPEN	0
8	SXU	5	0	0	100	0	266,400	6.12	1.00	266,400	SXU	28,200
9	PKG	4	0	0	0	0	57,000	1.31	2.00	114,000	PKG	114,000
10	COM	2	59,000	59,000	0	0	118,000	2.71	1.00	118,000	COM	31,832
11	COM	2	24,500	20,000	0	0	44,500	1.02	1.00	44,500	COM	6,335
12	MU	4	5,000	17,000	60	0	89,500	2.05	1.00	89,500	VACANT	0
13	MF	2	0	0	40	0	98,900	2.27	0.75	74,175	MF	74,175
14	SF	2	0	0	0	8	35,200	0.81	0.75	26,400	SF	16,500
15	SF	2	0	0	60	48	306,300	7.03	0.75	229,725	SF	0
16	GOV	0	0	0	0	0	88,800	2.04	0.00	0	GOV	0
17	PKG	4	0	0	0	0	80,600	1.85	3.00	241,800	SF	4,500
18	MU	5	20,000	0	150	0	127,800	2.93	3.00	383,400	PKG	0
19	COM	2	8,500	0	0	0	35,000	0.80	0.30	8,500	COM	8,500
20	COM	2	44,000	0	0	0	88,000	2.02	0.50	44,000	COM	10,894
21	COM	2	27,500	0	0	0	55,000	1.26	0.50	27,500	COM	7,035
22	PKG	3	0	0	0	0	34,400	0.79	3.00	103,200	PKG	0
23	COM	3	17,500	17,500	0	0	17,500	0.40	2.00	35,000	COM	3,600
24	SF	2	0	0	0	30	126,000	2.89	0.75	94,500	SF	63,000
25	MF	3	0	0	150	0	243,000	5.58	1.00	243,000	VACANT	0
26	PKG	1	0	0	0	0	64,500	1.48	0.00	0	PKG	0
27	GOV	0	0	0	0	0	27,000	0.62	0.00	0	GOV	0
28	COM	2	70,000	22,000	0	0	92,000	2.11	1.00	92,000	COM	35,335
29	COM	2	86,000	30,000	0	0	58,000	1.33	2.00	116,000	COM	56,156
30	MU	3	11,000	0	75	0	58,000	1.33	3.00	174,000	PKG	0
31	SF	2	0	0	0	33	126,000	2.89	0.20	27,720	SF	27,720
32	MF	2	0	0	75	0	146,000	3.35	1.00	146,000	MF	146,000

TABLE KEY:

MF = Multi-family Residential
 SF = Single Family Residential
 FAR = Floor Area Ratio
 COM = Retail, Office, and Service Uses

MU = Mixed-Use Residential and Commercial
 OPEN = Open Space/Parks
 SXU = Saint Xavier University
 PKG = Parking
 GOV = Government/Community



Heritage District



TABLE 1 - PROJECTED LAND USE AND FLOOR AREA RATIOS

Block #	Projected Build-out Land Use	Projected Maximum Stories	Projected Build-out Retail (ft ²)	Projected Build-out Office (ft ²)	Projected Build-out Multi-Family Units	Projected Build-out Single-Family Units	Existing Lot Size (ft ²)	Existing Lot Size (acres)	Projected Floor Area Ratio (FAR)	Projected Build-out Development (ft ²)	Existing Land Use	Existing Development (ft ²)
33	SF	2	0	0	0	18	126,000	2.89	0.20	25,200	SF	25,200
34	OPEN	3	2,000	0	0	0	73,000	1.68	0.00	2,000	OPEN	0
35	MU	4	15,000	0	100	0	105,000	2.41	2.00	210,000	COM	8,030
36	SF	2	0	0	0	12	93,000	2.13	0.20	18,600	SF	18,600
37	GOV	2	0	0	0	0	49,967	1.15	0.20	9,993	GOV	9,993
38	SF	2	0	0	0	20	78,400	1.80	0.20	15,680	SF	15,680
39	SF	2	0	0	0	20	78,400	1.80	0.20	15,680	SF	15,680
40	COM	2	20,000	15,700	0	0	35,700	0.82	1.00	35,700	COM	2,633
41	COM	1	6,870	0	0	0	65,000	1.49	0.10	6,870	GOV	6,870
42	SF	2	0	0	0	8	78,000	1.79	0.20	15,600	SF	15,600
43	SF	2	0	0	0	20	131,000	3.01	0.20	26,200	SF	26,200
44	SF	2	0	0	0	16	39,200	0.90	0.20	7,840	SF	7,840
45	COM	2	15,700	20,000	0	0	35,700	0.82	1.00	35,700	COM	8,554
46	MU	2	28,000	0	0	0	28,000	0.64	1.00	28,000	COM	4,805
47	SF	2	0	0	0	23	230,000	5.28	0.20	46,000	SF	46,000
48	MU	2	0	3,000	0	10	74,000	1.70	0.20	14,800	SF	8,880
49	MU	3	10,000	0	40	0	93,600	2.15	0.75	70,200	VACANT	0
50	MU	2	4,700	6,600	0	22	140,000	3.21	0.20	32,700	COM/SF	32,700
51	GOV	1	0	0	0	0	195,000	4.48	1.00	10,000	GOV	10,000
52	COM	1	170,000	0	0	0	340,000	7.81	0.50	170,000	VACANT	0
Total for Blocks 1-52			703,020	251,050	1,288	305	6,185,242	141.99	-	4,304,858	-	1,297,947

TABLE KEY:

MF = Multi-family Residential
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 GOV = Government/Community



Heritage District



IV. Land Uses and Guidelines

Recommended Land Use Plan

Overall Goals

These guidelines describe the overall goals for redevelopment of the Heritage District as stated in the General Plan. Proposed projects in the District should comprehensively address all of these elements and not focus on only one or two elements. Gilbert's vision for the Heritage District is multifaceted but the major emphasis is to create an area that is a unique and vibrant, yet peaceful and family-friendly gathering place. The ultimate goal for the District is to make it an area that is a popular place to work, gather, dine, relax, shop and live. Furthermore, the image of the area should be representative of the quality of life that has traditionally made Gilbert a great place to raise a family.

The Heritage Village Center (HVC) zoning district is intended to foster small-scale, pedestrian-oriented mixed-use development, consistent with the Heritage District Redevelopment Plan and General Plan. The District encourages a mixture of uses including complementary high density residential, retail, services, offices, lodging, entertainment, public, transit, quasi-public and cultural uses.

General Guidelines

- ◆ **Pedestrian-Oriented.** Projects will be pedestrian-oriented with an appropriate scale, amenities, and orientation. Drive-thru facilities are not permitted. The Western Canal Powerline Trail Park, multi-use trails, and Union Pacific Railroad should be an integral part of the design of nearby projects. Low level lighting, outdoor seating, crime-resistant design, and other pedestrian-friendly amenities are encouraged.
- ◆ **Historic Emphasis.** Projects will emphasize the history of the Gilbert area through building architecture, historic markers, plaques, museums, public art, historic equipment, and other methods. Historic restoration of buildings and facades is encouraged.
- ◆ **Site and Building Design Elements.** Site design will utilize the District's current plant list and outdoor furniture palette. Buildings will utilize the current design guidelines. Pedestrian access to ground floor uses shall be provided a minimum of every 50 feet along a principal building frontage and 75 percent of ground floor building length or width along the front of a building shall consist of windows, doors or a combination thereof.
- ◆ **Open Space and Public Use.** In addition to the parks and open spaces, projects adjacent to the Western Canal, Union Pacific Railroad tracks, and other open spaces are expected to complement these spaces and provide visible open space and pedestrian circulation opportunities. Redevelopment projects that include the creation of public open space, pedestrian circulation, and water features are encouraged. Gated communities and projects with limited access to common areas are not permitted in the District except for secure residential parking. Public access will be maintained to and through non-residential complexes.



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- ◆ **Building Height.** Single-story buildings may be approved by the Redevelopment Commission upon finding that the character of the Heritage Village Center will be maintained. The goal for building height in the area is to build a minimum of two stories or 35 feet up to a maximum of four stories or 55 feet.
- ◆ **Public Parking.** A shared public parking model comprised of surface and structured parking is a key part of redevelopment projects in the District and is encouraged where possible.
- ◆ **Gilbert Road Retail Core.** Main street-style commercial buildings that feature zero-foot front setbacks with no side setbacks and very limited on-site parking; first floor retail and restaurant uses with retail, professional office, and other appropriate uses on other floors.
- ◆ **Commercial.** Professional office; unique, specialty, and destination retail; sit-down restaurants; coffee houses; mixed use retail, office and/or residential; and similar small- to medium-scale uses.
- ◆ **Site Development Regulations.** See Article 2.4, Heritage Village Center Zoning District, in the Gilbert Land Development Code for detailed guidelines.



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V. Heritage District Character

District Architectural Character

Design Guidelines for Redevelopment Projects and New Projects

Developments within the Heritage District shall be designed to be compatible with the early 20th Century storefront character of the District and the existing single family residential community. Modern adaptations of the existing styles within the District are acceptable. No changes to building codes are anticipated as a result of this Plan. Care should be taken to tie into the historical context where it exists and where feasible. Refer to the sample commercial and residential building elevations (**Figure 5** and **Figure 6**), outdoor furniture palette (**Figure 7**), and plant palette (**Figure 8**) for specific examples.

See Article 2.4, Heritage Village Center Zoning District, from the Gilbert Land Development Code for more development guidelines.

Streetscape / Landscape

- ◆ Encourage use of alleys for access to parking where appropriate
- ◆ Head-in, on-street parking on local streets may be considered for undeveloped areas throughout the District.
- ◆ Landscape treatments should provide shade in the parking areas.
- ◆ Use landscape treatments in the public right-of-way wherever possible.
- ◆ Existing street lamps and furniture that are not part of the current outdoor palette should be replaced whenever possible.
- ◆ Incorporate benches, planters, and other pedestrian-oriented design elements using the current outdoor furniture palette.
- ◆ Incorporate trails and the Western Canal Powerline Trail Park when adjacent to a project. Consider pedestrian scale water features in projects in the new development areas.
- ◆ Encourage the creation and placement of public art in appropriate locations.

Building Size, Scale, Shading, and Signage

- ◆ Existing buildings may adhere to the historic building proportions in the immediate area; however, the downtown is in transition to a more intense development scheme and new development shall reflect those changes.
- ◆ Appropriate architectural treatments for each type of building are encouraged.
- ◆ Historically consistent signage should be used. Lighting for signage should be incandescent or neon. Box cabinet or fluorescent signs are not acceptable.
- ◆ A variety of shapes, designs & patterns of awnings for shade is encouraged. Colors should be consistent with the building architecture. Vinyl, reflective, and similar materials will not be allowed.
- ◆ New buildings fronting on Gilbert Road shall reflect the transition to a more intense pedestrian-oriented development.



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Building Materials, Doors, and Windows

- ◆ The existing pattern of doors and windows should be continued in the area.
- ◆ Masonry, wood, wood boards, and thick adobe are the major materials for exterior treatments. New commercial projects should use masonry materials. New residential projects should use upgraded horizontal wood appearance siding and/or stucco and brick.
- ◆ Repair or maintenance of building vernacular material should use like material compared to the original structure and surrounding buildings. Sheathing historic materials such as horizontal wood siding with stucco, metal siding, or other material is not permitted. Brick and natural stone facades should be restored to a natural condition without painting. Wood trim can be painted with original trim colors.



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Figure 5 – Sample Commercial Building Elevations



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Figure 6 – Sample Residential Building Elevations



Heritage District



Figure 7 – Outdoor Furniture Palette



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Figure 8 – Plant Palette

Trees



Texas Mountain Laurel
Sophora secundiflora



Desert Willow
Chilopsis linearis



Chaste Tree
Vitex agnus-castus



Chinese Pistache
Pistacia chinensis



Fan-Tex Ash
Fraxinus velutina 'Rio Grande'



Chitalpa Tree
Chitalpa tashkentensis



Indian Rosewood
Dalbergia sissoo



Chinese Elm
Ulmus parvifolia



Ghost Gum
Eucalyptus papuana



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1. **Torch Glow Bougainvillea**
Bougainvillea glabra
'Torch Glow'
2. **Summertime Blue Eremophila**
Eremophila polyclada
'Summertime Blue'
3. **Twisted Myrtle**
Myrtus communis
'Boetica'
4. **Dwarf Myrtle**
Myrtus communis
'Compacta'
5. **Indian Hawthorn**
Raphiolepis indica
6. **Little John Bottlebrush**
Callistemon viminalis
'Little John'
7. **Valentine Bush**
Eremophila maculata
'Valentine'
8. **Thunder Cloud Sage**
Leucophyllum candidum 'Thunder Cloud'
9. **Mock Orange**
Pittosporum tobira
10. **Cape Honeysuckle**
Tecoma capensis



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11. **Desert Carpet**
Acacia redolens



12. **Black Dalea**
Dalea frutescens



13. **Dallas Red Lantana**
Lantana camara 'Dallas Red'



14. **Trailing Lantana**
Lantana montevidensis



15. **Trailing Rosemary**
Rosmarinus officinalis



16. **Morning Glory Bush**
Convolvulus cneorum



17. **Trailing Yellow**
Gazania
Gazania rigens leucolaena 'Sun Gold'



18. **Spreading Sunset Lantana**
Lantana camara 'Spreading Sunset'



19. **New Gold Lantana**
Lantana camara 'New Gold'



20. **Sand Paper Verbena**
Verbena rigida



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- 21. **Twin Flower Agave**
Agave Geminiflora
- 22. **Queen's Wreath**
Antigonon leptopus
- 23. **Desert Spoon**
Dasylirion wheeleri
- 24. **Giant Hesperaloe**
Hesperaloe funifera
- 25. **Deer Grass**
Muhlenbergia rigens
- 26. **Blue Elf Aloe**
Aloe x 'Blue Elf'
- 27. **Trumpet Creeper**
Campsis radicans
- 28. **Fortnight Lily**
Dietes bicolor
- 29. **Regal Mist**
Muhlenbergia capillaris
- 30. **Bear Grass**
Nolina microcarpa



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31. Palo Blanco

Acacia willardiana

32. Southern Live Oak

Quercus fusiformis

33. Crepe Myrtle

Lagerstroemia indica

34. Rancho Viejo Creeper

Parthenocissus 'Hacienda Creeper'

35. Star Jasmine

Trachelospermum jasminoides

36. Fox Tail Agave

Agave attenuata

37. San Marco's Hibiscus

Gossypium harknessii

38. Mexican Evening Primrose

Oenothera speciosa

39. Lady's Slipper

Pedilanthus macrocarpus

40. Silver Peso Mountain Laurel

Sophora secundiflora 'Silver Peso'



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VI. Commission Composition and Responsibilities

Redevelopment Commission Composition

The Redevelopment Commission shall consist of five Commissioners meeting the Arizona Revised Statutes and municipal requirements. It is desirable, but not mandatory, to have the Commission integrated by a cross-section of the following professional fields:

1. One member should be an architect, landscape architect, planner, designer, or have an otherwise similarly qualified design background.
2. One member should have a background in land development, building or contracting.
3. One member should have a financial background.

Redevelopment Commission Responsibilities

The Redevelopment Commission shall have the following responsibilities:

1. Encourage development and redevelopment in the Heritage District.
2. Act as the recommending Commission for prioritization of redevelopment goals and projects.
3. Act as the recommending Commission to the Gilbert Council for the use of existing and potential funds for redevelopment.
4. Encourage and endorse promotional activities within the Heritage District.
5. Recommend to the Gilbert Council a Redevelopment Plan and amendments thereto.
6. Review and make recommendations to the Planning Commission on proposals to amend the Office Zoning Map or the provisions of the Zoning Code.
7. Approve, approve with modifications and/or conditions, or deny applications for design review pursuant to Article 5.6: Design Review.
8. Hear and decide appeals from administrative design review decisions of the Planning Manager.
9. Review and recommend approval to the Gilbert Council of design guidelines for the Heritage District Overlay District.
10. Review and recommend approval, approval with modifications and/or conditions, or denial to the Planning Commission of Special and Conditional Use Permits, pursuant to the provisions of Article 5.4: Use Permits.
11. Review and comment to the Planning Commission on appeals of Administrative Use Permits.
12. Review and recommend approval, approval with modifications and/or conditions, or denial to the Planning Commission of preliminary subdivision plats, pursuant to the provisions of Chapter III: Subdivision Regulations.
13. Review and comment on applications for zoning, General Plan Amendments, Subdivision, Variances, Design Review, and Use Permits within 1000 feet of the boundaries of the Heritage District Redevelopment Area.
14. Conduct public hearings as required by the Zoning Code.



Heritage District



VII. Financing Options for Redevelopment Projects

Redevelopment can only occur in an environment of integrated public and private financial participation. Redevelopment projects require creative investment strategies and may include multiple financing streams. They should afford the developer or business owner an opportunity to recoup costs and successfully compete with newer projects outside of the Heritage District.

The following is a brief description of some resources that may be available to implement redevelopment projects within the Heritage District.

Municipal Resources

Development Agreements

Gilbert has used development agreements and project-specific incentives to attract targeted development to the District. These agreements must demonstrate community benefit in order for incentives to be granted. Possible incentives include full or partial permit fee waivers, fast-track approval process, and reimbursement for the installation of public infrastructure.

Redevelopment Bonds

State statutes allow Gilbert to issue debt for redevelopment purposes. This debt is in the form of revenue bonds, and the proceeds must be repaid from other than municipal property tax sources. The debt is outside of regular municipal debt limits, and must stand on its own merit.

Private Placement Activity Bonds

Gilbert has access to Private Placement Activity Bonds for eligible projects. As a matter of policy, Gilbert has not used capacity for anything other than manufacturing and employment purposes. Other communities have used these funds for single and multi-family housing construction. The future of these funds and their legal application is subject to renewal by Congress.

Improvement Districts

There are several forms of improvement districts available under State law. Each requires benefited property owners to financially participate in their share of the improvements through special assessments collected as part of their overall property tax levy.

Formation of districts requires consent and approval through petitions and election. Protest periods regarding their formation are also required.

Improvement Districts for Enhanced Municipal Services (ARS 48-575) - A district may be formed in a designated area where certain municipally-provided services are required to be delivered to a greater degree than is customarily provided in the rest of the community. These services include: public safety, fire protection, refuse collection, street or sidewalk cleaning or landscape maintenance in public areas, planning, promotion/marketing, transportation and public parking.



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Improvement districts for the operation, maintenance, repair and improvement of pedestrian malls, off-street parking facilities and parkways (ARS 48-574) - This district would facilitate the construction and on-going operation of certain public infrastructure amenities associated with parking or pedestrian circulation that generally benefit a designated district within the community.

State Resources

State Historic Preservation Office (SHPO) Rehabilitation Resources

SHPO is involved with two programs that can provide tax savings to owners of eligible properties.

Investment Tax Credit (ITC) Program - The ITC Program provides owners of eligible income-producing properties to claim a 20% federal tax credit on rehabilitation activities as well as accelerated depreciation on the historic asset. Eligible properties include those listed on the National Register of Historic Places or a property which is certified as contributing to a National Register Historic District or a state or local equivalent. SHPO determines property eligibility and approves rehabilitation plans.

State Property Tax Reclassification (SPT) Program - The SPT Program allows owners of eligible commercial and owner-occupied residential properties to substantially reduce their state property tax assessments. Owners enter into an agreement with SHPO and the County Assessor's Office and are required to rehabilitate and/or maintain their properties in a manner consistent with the Secretary of Interior's standards for historic properties. SHPO determines property eligibility, approves rehabilitation plans and monitors on-going maintenance activities.

Arizona Heritage Fund

Applications are available annually for urban parks, open space and trail development funding. The funding for this grant program is provided by proceeds from the Arizona Lottery. Applications are limited to government entities.

State Housing Fund

This program provides loans for housing activities through the Arizona Department of Housing. Loans are available in the form of gap financing for the development of new rental housing projects that include affordable housing units. Gap financing may be available to projects seeking Low Income Housing Tax Credits. Loans are also available for the acquisition or rehabilitation of existing affordable housing units. Applications can be submitted several times throughout the year in accordance with published notices of funding availability.

Low Income Housing Tax Credits (LIHTC)

The LIHTC program provides a dollar-for-dollar federal tax credit to the owner (developer or investor) of newly created affordable housing units. Such units are restricted in how much rent can be charged and occupants must also meet certain federal income guidelines, ensuring the affordable units are occupied by low-income individuals. For profit and non-profit developments can apply to the Arizona Department of Housing for the credits. Funding amounts and priorities are set annually.



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Federal Resources

Community Development Block Grant (CDBG) Program

Gilbert is a CDBG entitlement community, which means the Town receives an annual allocation of funding from the U.S. Department of Housing and Urban Development based on population. CDBG funds can be used for a variety of purposes to support the program's primary objectives of 1) To benefit low and moderate income persons; 2) To aid in the prevention or elimination of slums or blight; 3) To meet community development needs having a particular urgency. In addition to prototypical uses such as the creation and maintenance of affordable housing, CDBG funds can also be used for activities linked to job-creation, historic preservation, and community development. The flexibility of CDBG funds provides numerous opportunities for deployment within the Heritage District including Façade Improvements, Historic Rehabilitation, Site Clearance, and Property Acquisition.

Home Investment Partnership (HOME) Program

HOME funds are provided by the U.S. Department of Housing and Urban Development and are used to fund a wide range of activities including building, buying, and/or rehabilitating affordable housing for rent or homeownership or providing rental assistance to low-income people. HOME funds may also be used in conjunction with other funding programs such as CDBG or LIHTC to build new affordable housing projects.

Section 108 Loan Guarantee Program

Section 108 loans are available from the federal government to CDBG Entitlement Communities to fund eligible activities which meet one or more of the national objectives of the CDBG program. The program is designed to give Entitlement Communities the ability to borrow up to five times their annual CDBG allocation and are generally used to assist in eligible economic development efforts. Section 108 Loans have a maximum repayment period of twenty years and are secured by the Entitlement Community's annual CDBG allocation. Applications are accepted annually based on published notice of funding availability.

Economic Development Initiative (EDI)

Special purpose EDI grants are available for Congressionally earmarked projects. Once approved by Congress, the project completes the application process, funds are awarded, and the project can begin.

New Markets Tax Credits (NMTC)

The NMTC program is intended to facilitate investment in new business and real estate projects in low income communities. The tax credits are awarded to Community Development Entities (CDEs) who provide those credits in return for qualified equity investments. The CDEs use that capital to aid in the financing and development of commercial enterprises and/or real estate projects in qualified census tracts. The program was created in 2000 and has seen various funding levels over the years. Funding allocations are announced annually and are awarded to competitively to CDEs. The CDEs can operate locally, regionally or nationally and have multiple years to place allocated tax credit funds.



Heritage District



Residential and Commercial Relocation Assistance

The Town of Gilbert has no plans to displace or relocate families in the Heritage District. If Gilbert does acquire a residential parcel, the Town will not complete the purchase until the resident has been relocated.

Estimated Cost for Land Acquisition/Preparation for Redevelopment

Voluntary acquisition (purchase) is Gilbert's initial method to acquire property for redevelopment. One or more acquisition appraisals by independent fee appraisers will be made of all properties to be acquired. Based on the appraisal(s), an offer reflecting fair market value will be made to reach an acceptable price. If an agreement cannot be reached, condemnation with the fair market value established by a court may be considered but would be the last resort. As Gilbert already owns most of the vacant property in the District, there are no immediate plans to acquire additional properties at this time.

Estimated Income from Disposal of Properties

The estimated proceeds from the disposition of all vacant Town-owned parcels are in excess of 10 million dollars at the date of this publication. This does not include the amount of economic activity that the redevelopment that these parcels would create such as tax revenue and the economic activity of the employees. The cost for acquiring additional properties in the District and preparing them for redevelopment is not know at this time and will vary by parcel.

Public Site Improvements/Utilities

As depicted in Figure 4, Ash Street is slated to connect Vaughn Avenue to Juniper Avenue. This is scheduled to be completed in the Fall of 2015. Further planned improvements to Ash Street are also reflected in this map. Other anticipated improvements to infrastructure include routine maintenance to existing roadways and water and sewer lines as it becomes necessary.



Heritage District



VIII. Reference Resource Library

Throughout the entire document, reference has been made to certain chapters and articles from the Gilbert Land Development Code (LDC). To view the LDC in its entirety, go to the website address listed below. In addition to the Land Development Code, there are other valuable resource tools for entities considering the Heritage District as a destination for development. Below is a compiled list of available reports/studies relevant to the Heritage District. Please contact the Town of Gilbert Development Services Department to obtain any of the listed documents.

Reference Materials

Town of Gilbert Land Development Code

- ◆ <http://www.gilbertaz.gov/planning/l dc.cfm>
-

Chapter I Zoning Regulations

- ◆ Article 2:4 Heritage Village Center Zoning District
 - ◆ Article 3:4 Heritage District Overlay Zoning District
 - ◆ Article 5:4 Use Permits
 - ◆ Article 5:6 Design Review
-

Chapter III Subdivision Regulations

- ◆ Article 1:1 Subdivision Regulations
 - ◆ Article 1:2 Minor Land Division and Minor Subdivision
 - ◆ Article 1:3 Vacation of Streets and Easements
-

Pedestrian Enhancement Study January 24, 2006

Resolutions Relating to Slum and Blight Area

- ◆ Resolution No. 1038 – August 22, 1989
 - ◆ Resolution No. 1106 – September 11, 1990
 - ◆ Resolution No. 1157 – June 25, 1991
-

Resolution Relating to the Outdoor Furniture Palette for Public Right of Way and Private Property Accessible to the Public

- ◆ Resolution No. 2004-1 – May 20, 2004
-

Revitalizing Downtown Gilbert: A Visual portrait of the Heritage District

Heritage District Design Guidelines

Heritage District Redevelopment Plan 2015 Update Addenda:

- ◆ Real Estate, Land Use & Housing Assessment
 - ◆ Parking Master Plan
 - ◆ Traffic and Circulation Plan
 - ◆ Five-Year Implementation Plan
-

Arizona Revised Statues (A.R.S) 36-1400



Heritage District





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