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## CHAPTER 12

### NEIGHBORHOOD PRESERVATION AND REVITALIZATION



*Gilbert Neighborhood*

#### **V**ision Statement

Preserve, reinforce and, where appropriate, revitalize the core characteristics and stability that define all of the Town's neighborhoods, commercial and residential.



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## INTRODUCTION

In 2010, Gilbert celebrated 90 years of incorporation. At that point, a very high percentage of Gilbert's construction was relatively new. As the Town ages, there is an understanding that Neighborhood Preservation and Revitalization programs will be needed. Some areas of Town, including the Heritage District, are already seeing revitalization efforts pay off as new construction or improvements are completed.

By identifying programs that promote homeownership and assistance for improving the appearance of neighborhoods and that promote maintenance of both commercial and residential buildings, the Town will be ready for preservation and revitalization. In addition, Town programs that provide safety and security for existing neighborhoods need to be examined and in place.

The Neighborhood Preservation and Revitalization element is presented in the following sections:

- Existing Conditions
- Issues
- Goals and Policies
- Implementation Strategies

## 12.1 Existing Conditions

- The Town actively promotes commercial and residential redevelopment in the Heritage District.
- The Town has over 340 neighborhoods registered with the Neighborhood Services Division. A neighborhood is a collection of residents coming together with common goals that include physical location, social and financial interests.
- The majority of neighborhoods are governed by Home Owners Associations (HOAs).
- Existing structures (commercial and residential) in and near the Heritage District, as well as other areas, will require maintenance and rehabilitation to prevent further deterioration of existing neighborhoods.
- The Town provides safety programs for neighborhoods, such as Lock'em Out, in collaboration with other national programs.



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## NEIGHBORHOOD PRESERVATION AND REVITALIZATION

### 12.2 Issues

Potential issues expected to be of concern over the future years include:

- Identify potential neighborhoods and maturing commercial and employment uses, in need of preservation.
- Create programs that proactively address the effects of maturing neighborhoods and non-residential uses.
- Increase participation by property owners in the Town's efforts to revitalize neighborhoods and non-residential properties.



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## NEIGHBORHOOD PRESERVATION AND REVITALIZATION

### 12.3 Goals and Policies

#### Goal 1.0

**Promote preservation and maintenance of property; improve appearance with landscape and design.**

**Policy 1.1** In the Heritage District, protect the mixed-use foundation in order to preserve its identity and set the stage for future development.

**Policy 1.2** Continue to invest in the redevelopment projects of the Heritage District; procure and apply public grants and private capital to accomplish redevelopment plans.

**Policy 1.3** Focus on neighborhood beautification throughout the Town via landscape/hardscape (plantings, paved surfaces, sidewalks, pedestrian paths, etc.)

**Policy 1.4** Encourage improvement and upgrading of vacant strip malls or large scale structures.

**Policy 1.5** Infill development should respect the existing character of the neighborhood while providing an enhancement to the neighborhood.

#### Goal 2.0

**Implement comprehensive community revitalization and redevelopment efforts.**

**Policy 2.1** Coordinate private and public Heritage District redevelopment programs and projects.

**Policy 2.2** Facilitate public/private partnerships to access programs and address potential redevelopment issues related to financing, construction and development.

**Policy 2.3** Expand revitalization and redevelopment programs for commercial and industrial properties.

**Policy 2.4** Explore available programs (federal, state or other) that could benefit the Town in comprehensively and effectively address the future redevelopment and revitalization of our community.

**Policy 2.5** Identify architecturally or culturally significant neighborhoods and create programs to revitalize and preserve their identity.

**Policy 2.6** Encourage green building (energy efficient and cost effective) techniques and methods in redevelopment and revitalization projects.

**Policy 2.7** Repair, improve or replace deteriorating public sidewalks, landscaping and infrastructure.

### **Goal 3.0**

#### **Promote effective communication among neighbors, neighborhoods and the Town.**

**Policy 3.1** Continue partnering with the organizations that provide leadership education and information to businesses, communities, traditional neighborhoods and homeowner associations.

**Policy 3.2** Provide training opportunities for residents in leadership and volunteerism to effectively impact their neighborhood and community.

**Policy 3.3** Continue Town programs for empowering both traditional neighborhoods and HOAs.

**Policy 3.4** Assist neighborhoods in forming partnerships to communicate with Town departments (e.g., Code Compliance, Neighborhood Services, Police and Fire) in addressing specific, localized issues.

### **Goal 4.0**

#### **Maintain positive neighborhood image throughout Gilbert.**

**Policy 4.1** Enforce existing codes by coordinating with HOAs, neighborhood committees, Code Compliance and public safety personnel.

**Policy 4.2** Cooperate with schools, law enforcement, social service agencies and other entities to deter criminal activity.

**Policy 4.3** Promote owner-occupied ownership programs, where appropriate, to counteract absentee owner rentals.

**Policy 4.4** Continue to support organizations and events that aim to improve Gilbert’s neighborhoods and community atmosphere.

**Policy 4.5** Encourage neighborhoods and businesses to reinvest in frontage, façade, signage and general improvements as well as regular general maintenance.

**Policy 4.6** Promote assemblage of underutilized and blighted properties for redevelopment compatible with adjacent neighborhood character.

**Policy 4.7** Promote the development of new housing in concert with redevelopment efforts in the Town.

**Policy 4.8** Promote and enforce retrofitting of unsafe property conditions.

**Policy 4.9** Respect the character of all neighborhoods by encouraging them to preserve and improve upon the positive qualities that make each area unique.

**Policy 4.10** Encourage neighborhoods to retrofit and/or add amenities such as parks and paths.

#### **Goal 5.0**

#### **Encourage redevelopment and reuse of existing vacant buildings.**

**Policy 5.1** Provide strategic technical assistance and information for commercial, industrial and retail rehabilitation.

**Policy 5.2** Encourage programs and incentives to promote the compatible, adaptive reuse and sustainable modernization of vacant or deteriorating properties.

**Policy 5.3** Prioritize revitalization and redevelopment projects to promote economic development and neighborhood planning.

**Policy 5.4** Implement programs to encourage existing retail developments to remain “current” and competitive in order to avoid the need for costly revitalization efforts in the future.



**NEIGHBORHOOD PRESERVATION AND REVITALIZATION**

**12.4 Implementation Strategies**

The intent of the of the Neighborhood Preservation and Revitalization Element of the Gilbert General Plan is to identify Town programs that provide for the maintenance, safety and security of neighborhoods. As Gilbert matures, we need to have alternatives in place to protect the character and high quality development of the community and maintain desirable health and safety levels. Property maintenance and preservation is best supported by grassroots efforts including education to strengthen pride in property ownership.

Neighborhood Preservation and Revitalization	Responsible Entity	Complete By
1. Support redevelopment proposals. Involve neighborhood groups early in the process and promote effective communication with adjacent property owners and neighborhood groups during the development process.	Planning Development Services	Ongoing
2. Enhance existing programs and/or create new ones targeted at declining or deteriorating commercial and industrial properties. Identify and facilitate partnerships with members of the development, financial and business communities.	Development Services	Ongoing
3. Create new policies aimed at property maintenance.	Development Services	Ongoing



<p>4. Provide educational and training programs, such as the ones offered by The Leadership Centre (Neighborhoods Arizona) that focus on education and training to protect and enhance neighborhoods.</p>	<p>Community Services Leadership Centre</p>	<p>Ongoing</p>
<p>5. Assess infrastructure needs in older parts of the Town where infill or potential redevelopment properties exist. Create programs to improve infrastructure capacity and function to facilitate new development or redevelopment in those older neighborhoods. Implement plan review incentive programs for projects revitalization and redevelopment efforts that employ green building techniques and methods.</p>	<p>Development Services Town Manager’s Office</p>	<p>As Directed By Town Council</p>
<p>6. Establish preservation and maintenance program eligibility criteria.</p>	<p>Development Services</p>	<p>Ongoing</p>
<p>7. Publish a “Neighborhood Planning and Redevelopment Primer” (derived from existing Planning Division handouts) for use by citizen groups and property owners to use for voluntary initiatives to improve and protect their neighborhood assets.</p>	<p>Development Services</p>	<p>Ongoing</p>
<p>8. Encourage, collect and evaluate neighborhood generated proposals for consideration in the formulation of the annual Capital Improvement Program budgeting process.</p>	<p>Development Services</p>	<p>Ongoing</p>
<p>9. Identify and prioritize older commercial and employment areas requiring revitalization and/or redevelopment.</p>	<p>Development Services</p>	<p>Ongoing</p>