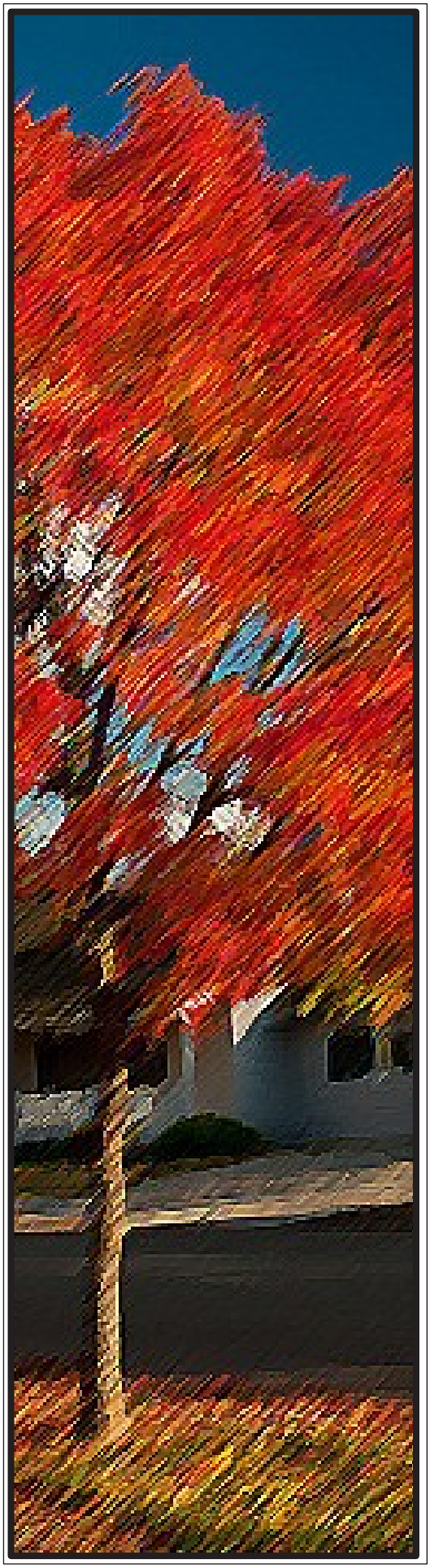
CITY OF SOMERTON

2013

Downtown Somerton Redevelopment Plan



Resolution 2010-005 – Finding of Necessity – March 16, 2010

Ordinance 2013-001 Redevelopment Plan Adoption – February 5, 2013

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City of Somerton
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Council Member, Laura Ramirez
Council Member, Miguel Villalpando
Council Member, Jose Yepez

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Lorena Zendejas, Commissioner

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Finance – Doug Bradley, Director
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Parks and Recreation – Louie Galaviz, Director
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Somerton Downtown Redevelopment Area

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Salvador Anaya – Income Tax Service
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Ramiro Camarillo – Land Owner / Developer
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Jose Yepez – Yepez Auto Parts
Alfonso Zavala – Southwest Sanitation
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Ron Zimmerman – Housing America

"We would like to acknowledge and thank all members of the City Council, Planning & Zoning Commission, the members of the Planning Area Advisory Commission, City Staff and the community for their participation and invaluable contributions to the preparation of this Redevelopment Plan."

DFPD / RSP Planning Team

OFFICE OF THE
MAYOR
CITY OF SOMERTON

Resolution

NO. 2010-005

[FINDING OF NECESSITY]

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF SOMERTON, YUMA COUNTY, ARIZONA, FINDING THE EXISTENCE OF A SLUM AREA IN THE COMMUNITY AND FURTHER THAT REDEVELOPMENT OF THE AREA IS NECESSARY IN THE INTEREST OF THE PUBLIC HEALTH, SAFETY, MORALS OR WELFARE OF THE RESIDENTS OF THE MUNICIPALITY AND FURTHER, DIRECTING STAFF TO PREPARE A REDEVELOPMENT PLAN.

WHEREAS, Title 36-1471 et.al. of the Arizona Revised Statutes provides for the establishment of slum and blight redevelopment areas within municipalities; and,

WHEREAS, such statutes require that certain findings be made by the governing body of a municipality prior to the exercise of powers granted thereby; and,

WHEREAS, the predominance of structures and properties that exist within the boundaries of the area shown on the map in the attached Exhibit A are deficient by reason of building or improvement dilapidation, deterioration, age or obsolescence, inadequate provision of street improvements, improper or obsolete platting, unsanitary or unsafe conditions, or the existence of conditions that endanger life or property by fire and other causes; and,

WHEREAS, the City has caused to be researched city and county records and the collection of field data indicating that the area within the boundaries of the map in Exhibit A meets the criteria for redevelopment as stated in Arizona Revised Statutes §36-1471; and,

WHEREAS, the City has given proper notice to the owners of record of real property within the proposed redevelopment area as prescribed in Arizona Revised Statutes §36-1473.

NOW, THEREFORE, let it be resolved by the Mayor and City Council of the City of Somerton, Yuma County, Arizona, as follows:

Section 1: That there exists in the City of Somerton a slum area which constitutes a serious and growing menace, injurious and inimical to the public health, safety, morals and welfare of the residents of the City of Somerton. Such area is delineated on the map in Exhibit A, attached hereto and made part of hereof by reference.

Section 2. That the redevelopment of the area which is delineated on the map in the attached Exhibit A, is necessary in the interest of the public health, safety, morals or welfare of the residents of the City of Somerton.

Section 3. That the slum and blight conditions within this area are beyond remedy and control solely by regulatory process in the exercise of the police power and cannot be dealt with effectively by the ordinary operations of private enterprise without the aids provided by Title 36-1471 et.al. in the Arizona Revised Statute.

Section 4. That the improvement and/or elimination of the slum conditions that qualify an area as a redevelopment area or preventing the recurrence of these conditions in the area, the removal structures and improvement of sites, and any assistance which may be given by the City of Somerton in connection with these activities are public uses and purposes for which public money may be expended.

Section 5. That the necessity in the public interest for the provision of this redevelopment area as the Downtown Somerton Redevelopment Area is declared as a matter of legislative determination by the Somerton City Council and that City staff is hereby directed to develop or cause to be developed a redevelopment plan for the area described in Exhibit A.

Section 6. That it is determined to be in the public interest that within this Downtown Somerton Redevelopment Area that the use of the City's power of eminent domain for economic development purposes is expressly prohibited.

PASSED AND ADOPTED by the City Council of the City of Somerton, Yuma County, Arizona this 16th day of March, 2010.

Mayor

ATTEST:

City Clerk

City Attorney

OFFICE OF THE
MAYOR
CITY OF SOMERTON

Ordinance
No. 2013-001

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SOMERTON, YUMA COUNTY, ARIZONA, APPROVING AND ADOPTING A REDEVELOPMENT PLAN FOR THE DOWNTOWN SOMERTON REDEVELOPMENT AREA.

WHEREAS, the Somerton City Council on March 16, 2010 adopted Resolution No. 2010-005 making the statutory legislative findings of need as required by A.R.S § 36-1472; and,

WHEREAS, Title 36 of the Arizona Revised Statutes requires the City to prepare and adopt a Redevelopment Plan for a redevelopment area prior to exercise of powers granted thereby; and,

WHEREAS, the City Staff, in accordance with Resolution No. 2010-005 has developed or caused to be developed a Redevelopment Plan (the "Plan") for the studied the Downtown Somerton Redevelopment Area, met with various business and property owners and conducted open house meetings and referred the Plan to the Planning and Zoning Commission for review and consideration of the Plan's conformance with the City of Somerton's adopted General Plan; and,

WHEREAS, the Somerton Planning and Zoning Commission has reviewed such Redevelopment Plan for the Downtown Somerton Redevelopment Area and has submitted its written findings that the Redevelopment Plan is in conformity with the General Plan for the City of Somerton; and that certain document know as "CITY OF SOMERTON DOWTOWN SOMERTON REDEVELOPMENT PLAN", three copies of which are on file in the office of the City Clerk, which document was made a public record by Resolution No. 2013-002 of the City of Somerton, is hereby referred to, adopted and made a part hereof as if fully set out in this Ordinance.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Somerton, Yuma County, Arizona, as follows:

Section 1: The City Council finds that the Downtown Somerton Redevelopment Plan is feasible and in conformity with the General Plan for the development of the City of Somerton as a whole.

Section 2: The Downtown Somerton Redevelopment Plan is hereby approved and adopted.

PASSED AND ADOPTED by the Mayor and Common Council of the City of Somerton, Arizona this 05 day of February, 2013.

APPROVED:

Martin Porchas, Mayor

ATTEST:

Bill Lee, City Manager

APPROVED AS TO FORM:

Gerald W. Hunt, City Attorney

I.
INTRODUCTION

A. Area History and Overview: (includes edited excerpts from the Somerton General Plan)

The City of Somerton lies in South West Yuma County, AZ approximately 10 miles southwest of the urbanized area of the City of Yuma; however, the City limits of the two communities are within 1 mile of one another. Somerton is approximately 12 miles from the U.S./Mexican border and 180 miles east of San Diego, California. The City is located on both sides of U.S. Highway 95 (Main Street) and Somerton Avenue runs north and south through the City. The area is bounded by Cocopah Indian Reservations (East and West).

Somerton was established in 1898 and incorporated in 1918. The City is on land adjacent to the Colorado River, five miles to the west, and was attractive to speculators in the 19th century. One of them, a citizen of the Mexican City of Hermosillo, petitioned authorities in Sonora, Mexico, for 21,692 acres between the Gila River on the north and Algodones Pass on the south and was granted the land in 1838. Arizona historian Jay J. Wagoner said rights to the alleged grant passed to the Colorado Commercial and Land Company in 1873, and the U.S. Government withdrew the land from public entry in 1875

An investigation revealed that the grant's original title papers had been forged. Despite this, the U.S. Court of Private Land Claims confirmed the Algodones grants in 1898. After the reversal, the U.S. Congress passed a law allowing settlers who were on the land before May 25, 1898, to buy up to 40 acres for $1.25 per acre.

Somerton has a long history of overcoming physical and economic adversity. Early settlers had to prevail over the Colorado River floods in order to realize the tremendous potential of the area's agricultural lands. This potential was the driving force for the establishment of the Somerton school district in 1902, and the paving of Main Street in 1917. The Downtown Business District survived a huge fire in 1926 and was able to continue to be a major economic influence in Yuma County until the early 1960s. The reduced need for manual labor caused by technological improvements in agriculture mirrored the decline of the local economy even as the surrounding communities of Yuma and San Luis began to grow. Census counts for Somerton never tallied the hundreds of temporary farm workers who lived outside the community during the Bracero Program from 1942 to 1964.

II.
REDEVELOPMENT PROGRAM

A. REDEVELOPMENT PROGRAM PURPOSE

This Somerton Downtown Redevelopment Plan (hereafter referred to as this **"Redevelopment Plan"**) is a comprehensive document integrating many elements into one program. Although each of these elements is distinct, their goals and objectives overlap and reinforce each other. The redevelopment of the Downtown Area will be accomplished by a multitude of incremental steps or actions of development. Substantial and ongoing private reinvestment in the Area is necessary to create a "critical mass" of mixed-use development that will ultimately provide the goal of sustainability. Although many individual private reinvestments will be required to achieve this goal, it will be the recent and continued public investment in transportation, streetscape and other public facilities and infrastructure improvements that will link these individual private reinvestments into a cohesive, identifiable and sustainable place, the heart of the community.

B. COMMUNITY VISION STATEMENT:

Contained within the 2010 General Plan Update is the Community Vision Statement. This Redevelopment Plan was envisioned to be an outgrowth of the General Plan and an implementation tool for the revitalization of the Downtown Redevelopment Area as envisioned in the General Plan. Therefore, it is vitally important that Community Vision Statement as contained in the General Plan Update be the genesis of this Redevelopment Plan and the Community Vision Statement is restated here in its entirety.

> **2010 General Plan Update:** (*excerpt*)
> *"A foundation for the Somerton General Plan is the Community Vision. The Community Vision was the product of considerable discussion by the residents, Planning Commission and the Citizens Advisory Panel (CAP). The Community Vision is the community's philosophy and unique image of the future that would be better in some ways than what now exists. It is a future statement; a description of a desired future state for the community.*
>
> *Like the rest of the Yuma Metropolitan area, the City of Somerton has faced unprecedented growth in the last 10 years, and that growth is anticipated to continue (although to a lesser extent). Specifically for the City of Somerton, in addition to this growth, the City has faced several additional issues which impact the choices and options the City has in the development of this General Plan.*
>
> *The City of Somerton is in a unique situation within the Yuma County market. Located in the "South West County", between two much larger communities (Yuma, AZ with a population of nearly 100,000 and San Luis, AZ/San Luis Río Colorado, Mexico with a combined population of nearly 200,000), the City's economy faces extensive competition*

from these two adjacent communities. Since both of these communities are only ten minutes away, and the South West County's transportation network requires that Somerton's residents (or visitors) travel through these two communities to either leave or visit Somerton, this potentially puts the City at a distinct disadvantage.

During the public involvement process of the City's General Plan update, the vast majority of respondents indicated that they shopped primarily outside of Somerton, and when they did shop in Somerton it was for "convenience". More important, when asked how much more they would be willing to pay for a good or service in the City of Somerton so that they would not have to travel outside of Somerton for their purchase, over 95% of respondents indicated that they would not be willing to pay even 5% more for the good or service in Somerton versus what it would cost in surrounding cities.

Furthermore, the City's location in relation to the overall area transportation network is less than optimal. With no rail connection, no easy direct access to I-8 (the main east/west connector in the metro area), as well as no direct connection to the newly built SR 195 (ASH Highway) or the newly constructed commercial port-of-entry in San Luis, Somerton will have a difficult time matching the growth rate of its neighbors.

However, through the public involvement and visioning process, conducted with the citizens of Somerton, a strategy to concentrate on the positive aspects of the community, accentuate and market to area residents the values of small-town life style and strive to get the City to position itself as the "Quality over Quantity" community arose.

This strategy focuses on the numerous positive attributes that the City possesses, sets a clear and focused plan to add or improve several additional elements, and benefits from the significant improvements to community infrastructure, public service, public safety, education and sense of community achieved over the last decade. This strategy envisions the City of Somerton not trying to directly compete on all fronts against its larger and more (in terms of transportation linkages) connected neighbors, but focus on its positive attributes and small-town sense of community to become the, "Best Place to Live in Yuma County".

This Vision, which is further outlined in all elements in this General Plan, as well as the Goals and Policies contained herein, is predicated on several key principles.

Vision Key Principles

- *Somerton is a well-planned community of good neighborhoods with a great sense of community.*
- *Somerton is a community that has values and honors its cultural diversity and heritage.*
- *Somerton is a safe community with a low crime rate and exceptional public safety services.*
- *Somerton is a community with excellent schools that prides itself on providing and sustaining strong educational values and academic excellence.*
- *Somerton will continue to stay true to its agricultural roots while diversifying economically and creating jobs so our children can come home to raise their families.*
- *Somerton has a spirit of leadership, promotes entrepreneurship and is a place we love to call home.*

- *Somerton will focus on specific, quality growth in targeted areas that can be supported by existing infrastructure or currently on-going improvements.*
- *Somerton will strive to further enhance its excellent education status by working with the school district to locate a new high school in the City.*
- *Somerton will look to improve its recreational opportunities by co-locating a major (30+ acre) Community/Regional Park with the new high school.*
- *Somerton will focus on revitalizing its existing downtown district by filling vacant storefronts and increasing the uniqueness and economics of its business community."*

The community vision, restated above, was the product of considerable discussion by the 2010 General Plan Citizens Advisory Panel (CAP). The Community Vision is the community's philosophy and unique image of the future that would be better in some ways than what now exists. It is a future statement, a description of a desired future state for the community. While the 2008-2011 nationwide economic crisis and subsequent economic recession will have a dramatic impact on the timing of the realization of the community's vision, the vision statement still represents the community's desired future state. Contained within the Key Principals of the Community Vision Statement are several key concepts that express the community's vision for the Downtown and are a foundation for this Redevelopment Plan:

- Somerton is a well-planned community of good neighborhoods with parks, commercial, employment and necessary public facilities to meet the community's needs.
- Somerton will focus on specific, quality growth in targeted areas that can be supported by existing infrastructure or currently on-going improvements.
- Somerton will focus on revitalizing its existing downtown district by filling vacant storefronts and increasing the uniqueness and economics of its business community.
- Somerton has an economically strong downtown supported by an efficient circulation system.
- Somerton has stayed true to its agricultural roots while diversifying economically and creating jobs so our children can come home to raise their families.
- Somerton has a spirit of leadership, promotes entrepreneurship and is a place we love to call home.

C. STATEMENT OF REDEVELOPMENT GOALS & OBJECTIVES:

The basic goal of this Somerton Downtown Redevelopment Program for the Somerton Downtown Redevelopment Area is to restore, transform and expand the commercial center of Somerton into a center containing the commercial, governmental, employment, cultural, recreational and housing activities vital to a city center. Strategic activities will be undertaken to meet the objectives established in this Redevelopment Program.

The primary objective of this Plan is to improve the Redevelopment Area through redevelopment and rehabilitation of substandard and deficient buildings, to eliminate blighting influences, to mitigate environmental concerns, to modify and improve the infrastructure and transportation systems and to improve public parking, pedestrian and recreational amenities.

This basic goal and primary objective are further defined by the following specific redevelopment goals and objectives. Included in these goals are goals and objectives taken from the Somerton 2004-2005 General Plan Amendment and the 2010 General Plan Update which have direct applicability to the Downtown Redevelopment Area. More specifically, the following Goals & Objectives are included:

GOAL 1: STRENGTHEN THE ECONOMIC VITALITY OF THE DOWNTOWN AREA:

New higher quality development of private office, entertainment retail, hospitality, residential and financial institution structures is necessary to revitalize the Downtown Area to prevent economic decline and promote sustainability.

The following actions will be undertaken and will involve private developers, investors, financial institutions, the City and Downtown property owners. Private financing; industrial, revitalization and municipal development bond financing; intergovernmental grants-in-aid; tax abatement; economic development incentives and cooperation among developers, property owners, financial institutions and the City will be primary tools.

a) Objective: Provide a hospitable and secure environment for private investment. Enhance the Downtown Area's position as a vibrant mixed-use commercial area by pursuing and encouraging substantial outside investment and development.

Potential Action: Work with the community to identify needed goods and services businesses to support existing residents. Create and continually update the Economic Development Strategic Plan. Conduct a Marketing Study to determine an appropriate business strategy in order to attract the additional goods, services and employment opportunities needed by the community and encourage their development or relocation to the most appropriate Downtown Character Area (as defined in Section F – Proposed Land Use) within the Redevelopment Area. Prioritize the use of the City's Economic Development Incentives to encourage the development or relocation of these goods, services or employment opportunities within the Downtown Area. Encourage office uses, additional retail uses, and non-retail service uses to provide more of the identified goods and services desired in this Area.

Potential Action: Identify, track and promote locations as they come up for sale or lease to attract and assist needed businesses to locate in the Downtown Character Areas and provide additional assistance as necessary.

Potential Action: Create a property development committee involving representatives from the businesses in the Downtown Area which would, working with City staff, focus entirely on property development issues, and cooperatively work to attract identified needed services and uses in the Area.

Potential Action: Assist interested entertainment retail / hospitality developers and investors in the acquisition of buildings, property, development planning and securing

financing and securing necessary permits for development in the Downtown, possibly in conjunction with publicly financed meeting space and parking.

Potential Action: Assist interested office building, commercial/retail and residential developers in the processes of project identification, economic feasibility analysis, acquisition of property, development planning, securing finance and obtaining necessary permits for development of projects in appropriate Downtown locations.

GOAL 2: ENHANCE OVERALL DOWNTOWN APPEARANCE.

Downtown Somerton is in the oldest section of the City, the original town site, and contains structures and other improvements that have been built over the last hundred years. Some commercial and residential structures in the Downtown are in disrepair and are located in locations appropriate for new development and should be removed. While many others, represent investments made in the past that still yield an acceptable return; these structures represent the evolution of the City of Somerton and should be conserved and enhanced through appropriate renovation. Renovation of existing structures and improvements will improve the appearance and activity in Downtown businesses.

The following actions will be undertaken, when and where feasible, and will involve individual property owners, business tenants, downtown financial institutions, the City, and design professionals. Business and financial institution cooperation, property owner and tenant commitment, voluntary participation and private sector funding, economic development incentives and intergovernmental grants-in-aid are the primary tools available.

a) Objective: Improve Streetscape

Potential Action: Create an overall design theme for streetscape throughout the entire Redevelopment Area that helps to unify the entire Area, while providing individual streetscape characters for the three Downtown Character Areas. Improvements should provide for human comfort in our climate while promoting the integration and linkage between the Downtown Character Areas and adjacent residential neighborhoods.

Potential Action: Create and enhance unique streetscapes along Main Street and adjacent commercial streets, within the Downtown Redevelopment Area by placing utilities underground and using landscaped public art, unique traffic calming devices such as raised traffic tables or plazas, directional signs, unique street and signal lighting, street furniture, flags and banners, and paving accents.

Potential Action: Encourage the augmentation of existing landscaping on properties along rights-of-way, consistent with each Downtown Character Area streetscape theme, the City's General Plan and Zoning Ordinance.

b) Objective: Enhance Urban Design of Area

Potential Action: Provide and implement Downtown Design Standards to guide future development within the Downtown Redevelopment Area and continue

implementation of the Main Street Corridor (MSC) special mixed-use zoning ordinance provisions for the Main Street Retail Core character Area, that encourages the development of pedestrian oriented entertainment retail use with the inclusion of high density residential mixed with commercial in future developments.

Potential Action: Establish area "gateways" that will provide a clearly defined and formalized entryway into the Downtown Character Areas. Use signs, landscaping, public art, unique directional signs, street furniture, monuments, and / or special paving accents.

Potential Action: Encourage businesses to open toward sidewalks and pedestrian plazas. Create places of interest and activity that encourage pedestrian exploration.

Potential Action: Permit outdoor dining, displays and other pedestrian-related activities within the Main Street right-of-way within the Main Street retail core.

Potential Action: Encourage second and third story activities (balcony/patio dining, view decks and residential patios) in appropriate areas.

c) Objective: Improve the quality of building and Downtown conditions within the area to preserve the value of properties within and adjacent to the Redevelopment Area.

Potential Action: Encourage, through voluntary actions and economic development incentives the upgrading of the building stock of the Downtown Area through rehabilitation, storefront reconstruction, new construction, interior remodeling and business expansion. Emphasize volunteer policies for Downtown business owners.

Potential Action: Encourage, through voluntary actions, economic development incentives and code enforcement actions, the elimination of unsightly, deficient, sub-standard, underutilized and obsolete residential, commercial or non-conforming uses, which detract from the aesthetic appearance and economic welfare of the Downtown Area.

Potential Action: Increase the attractiveness of existing parking lots and areas by paving unimproved lots, improving landscaping, increasing lighting, restriping pavement, and regularly sweeping and maintaining the lots.

Potential Action: Upgrade and improve maintenance of alleys and other utility corridors. Actions to include under-grounding of utilities, alley cleanup, and standardization of refuse facilities, development of off-alley parking facilities, paving, lighting, reconstruction of walls and fencing, etc.

Potential Action: Concentrate building and zoning code enforcement efforts in the Downtown Area; encourage the creation of a partnership between inspection services and Downtown Area property owners and businesses.

d) Objective: <u>Enhance Public Parking Availability. Parking availability has been identified as a major influence in the future development of the Downtown Redevelopment Area.</u>

Potential Action: Acquire additional land for and develop additional off-street public parking, both temporary and permanent, in concert with the needs of existing uses and new development.

Potential Action: Develop and implement a plan, in cooperation with Downtown employers, for the provision of off-site long-term employee parking in locations that will leave prime, short-term on-street and off-street parking spaces available for visitors and customers.

Potential Action: Publicize the availability of and access to available public parking through improved street signage, publication of a parking guide brochure, and improved vehicular and pedestrian access.

Potential Action: Develop a parking lot(s) to provide daytime parking for City employees, which would be open to public parking for nighttime and weekend use.

Potential Action: Increase the level of maintenance on new and existing parking lots by improving landscaping, increasing lighting, restriping pavement and regularly sweeping the lots.

GOAL 3: <u>ENHANCE INFORMATION, COMMUNICATION, BUSINESS ASSISTANCE, PROMOTION, MAINTENANCE AND PUBLIC RELATIONS FOR THE DOWNTOWN REDEVELOPMENT AREA.</u>

Existing businesses represent the greatest Downtown Redevelopment Area asset. Improvement in the operations and profits of businesses will improve the Downtown. Efforts will be made to assist businesses by attracting people to the Downtown and by offering advice to improve services. Maintaining effective communications with and providing up-to-date accurate information to the public, government and private sector decision-makers, business people and potential investors and developers is critical to a comprehensive Downtown development program. Efforts should be made to keep all interested individuals and organizations appraised of tends, developments and activities related to the Downtown in order to raise pertinent issues, develop consensus and maintain progress.

The following actions will be pursued and will involve business people, financial institutions, the Chamber of Commerce, property owners, the City and other government entities, private developers and investors. The planning process, local news media, publication of specific information, technical assistance, business cooperation, commercial loans and the City's continued participation in the Community Development Block Grants Program will be employed as the primary tools.

a) Objective: Attract people (consumers) from the surrounding cities to the Downtown.

Potential Action: Solely at the request of Redevelopment Area property owners, consider the creation of an Enhanced Municipal Services District, also known as a Business Improvement District, for the Downtown Redevelopment Area to provide the organization and funding to carry out a comprehensive program of management and promotion of the Downtown Area.

Potential Action: Add identity signs for Downtown Area, on highway 95 at strategic locations.

Potential Action: Establish joint marketing and promotional strategies among Downtown Area businesses and the City on radio, television, and newspapers.

Potential Action: Promote regional accessibility of the Downtown Area through advertising and other marketing means, targeting the larger Yuma to San Luis metropolitan area.

Potential Action: Coordinate annual, semi-annual, more frequent and ongoing community celebrations and special events among Downtown Area businesses, such as a "farmer's market", "parking lot sale", "taste of the town" or "sidewalk sale", that would include all commercial enterprises in the Downtown Area, in a festive and fun atmosphere and would bring the surrounding community to the Downtown Area.

Potential Action: Design and implement a program to create small business opportunities on publicly owned property by researching how other communities increase street activities; identify constraints posed by health and liquor regulations and City Ordinances; and develop a system for promoting and guiding street vendors in cooperation with Downtown businesses and the City.

Potential Action: Enhance access for all persons to information concerning zoning, building codes, property maintenance enforcement, neighborhood clean ups, rehabilitation programs, City services, City facilities, and other public and private resources available to the community.

Potential Action: Publish a periodic web-based newsletter which will report on current activities, happenings, and accomplishments associated with the Downtown. Maintain a Community Bulletin Board(s) in Downtown locations and on the City's website with up-to-date information and directions on Downtown and general activities, special events, shopping and parking information and announcements.

Potential Action: Publish and distribute the yearly implementation results of the Downtown Redevelopment Plan in sufficient quantity. The publication will include summaries of all newly completed project and implementation activities and also include base data collection and analysis, marketing information, inventories of property ownership, parking, retail, office and residential space, employment levels, existing land use, existing structures, individuals and firms in business and others, the current

problems identified, the development strategy selected, a description of the near-term projects to be undertaken to implement the strategy, the costs and benefits of implementation and the implementation schedules as known.

Potential Action: Publish and distribute a Downtown shopping, services and parking guide in a brochure or foldout format that will describe where parking lots are located, describe the types and term of parking, and identify businesses by name, primary business activity and locations. The parking and shopping guide will also be presented in a poster format for presentation within individual stores, bulletin boards and public buildings.

Potential Action: Maintain a continuing dialogue with Federal, State, County and local government decision-makers, private developers and investors, potential providers of increased resources for Downtown Redevelopment activities, businesses, services organizations, property owners, and residents to articulate and develop an understanding of the needs, assets and opportunities in the Downtown. Public presentations, speeches and media presentations will be developed for this activity.

b) Objective: Streamline the development process within the Downtown Redevelopment Area.

Potential Action: Charge the City Manager and the newly created City staff position, Economic Development/Chamber Coordinator, with leading a City Team with the responsibility to implement this Redevelopment Plan and to encourage investment in the City with emphasis on the Downtown Redevelopment Area.

Potential Action: Continue to implement the City's Economic Development and Incentives Policy and explore incentive options to promote the location of sales tax generating businesses to the Main Street Retail Core: social and commercial service uses to the East Main Service Center; and the development of larger scale employment development to the West Main Employment Center.

Potential Action: Through project specific planning, design and the targeted provision of economic development incentives to local entrepreneurs, provide opportunities for local business ownership that result in keeping revenues in the community.

Potential Action: Support existing Main Street Retail Core retail businesses with infrastructure improvements. Encourage and support Downtown small businesses that are locally owned and operated.

Potential Action: Promote the location of larger scale industrial and manufacturing employers and offices in the West Main Employment Center to create more and higher paying employment for the community and to provide additional close-by customers for Downtown entertainment retail and service businesses. Ensure that the latest in telecommunications infrastructure is installed and available throughout the Redevelopment Area to encourage employers to locate within the area.

Potential Action: Promote the location of office and residential uses to occupy the upper floors of development within the Main Street Retail Core to provide regular daytime and nighttime activity.

Potential Action: Provide incentives, such as joint use shared parking, for existing enterprises to expand and new businesses to locate in the Downtown Redevelopment Area.

Potential Action: Provide development application fee waivers or reductions for targeted projects that support the Redevelopment Plan.

GOAL 4: ENCOURAGE NEW RESIDENTIAL USES AND IMPROVE EXISTING HOUSING STOCK.

a) Objective: Strengthen the Residential Land Use Component of the Area.

Potential Action: Encourage the preservation of existing housing if desired by the individual homeowners. Target homeowner rehabilitation efforts in areas or streets where deficient conditions are most prevalent. Use the City's Community Development Block Grant Program funding to provide priority targeted housing rehabilitation grants, deferred interest loans and below market interest loans to encourage the targeted priority rehabilitation or replacement of single-family owner occupied within the Downtown Redevelopment Area and close by adjacent residential neighborhoods.

Potential Action: Promote programs for housing rehabilitation and beautification, while proactively enforcing the City's code and ordinances.

Potential Action: Promote the development of new higher density multi-family housing opportunities in the Downtown Redevelopment Area in conjunction with commercial development, including Townhomes, apartments and other types of housing above commercial uses. Allow higher residential densities near commercial and employment uses, both within and adjacent to the Downtown Redevelopment Area.

Potential Action: Develop the Redevelopment Area in a sensitive manner that blends lower intensity adjacent residential land use with higher intensity mixed-use and commercial uses.

Potential Action: Facilitate the location and long-term maintenance of commercial services catering to Downtown and adjacent neighborhood residents.

Potential Action: Assist interested housing and mixed-use developers to identify projects, analyze economic feasibility, planning, and obtaining necessary permits and economic incentive when appropriate for development projects in appropriate locations within and adjacent to the Downtown Redevelopment Area.

GOAL 5: CREATE AN EFFICIENT MULTI-MODEL CIRCULATION SYSTEM.

a) Objective: Enhance and improve auto and pedestrian access into the Downtown Redevelopment Area.

Potential Action: As the community continues to grow, target the Downtown Area, especially the East Main Service Center and West Main Employment Center areas as important future locations for multi-model public transportation exchange point(s) improvements. Specific locations for these improvements should not interfere with existing business activity or pedestrian travel.

Potential Action: Maintain and enforce low speed vehicular travel in the Downtown Redevelopment Area, in a manner that encourages destination traffic to the Area. Increase sidewalk widths wherever possible in pedestrian activity areas. Employ the use of traffic calming techniques (i.e., intersection sidewalk cinch points, raised traffic tables or plazas, on street parking, etc.) where appropriate throughout the Downtown Redevelopment Area to enhance pedestrian safety, especially within the Main Street Retail Core.

Potential Action: Convenient, safe, well-lighted, and well-marked, pedestrian walkways should be designed between buildings where feasible to enhance connections between activity areas and to provide safe convenient access to off-street parking facilities.

Potential Action: Complete the pedestrian / bicycle orientated linkage to the City's planned trail and path system that will improve access into and through the Downtown Redevelopment Area. These linkages should be strategically placed to optimize the connections between the existing neighborhoods and open space system within and surrounding the Downtown Redevelopment Area.

GOAL 6: PUBLIC DEVELOPMENT FRAMEWORK.

The City, County, State and Federal Governments are, or may in the future consider capital construction projects in the Somerton area. Efforts should be made to encourage the public sector to construct appropriate capital projects in the Redevelopment Area

a) Objective: Target Public Investment within the Redevelopment Area.

Potential Action: Continue to improve the streetscape landscaping, street trees, seating and other street furniture, parking, provision of shade structures(both public & private), street and pedestrian , lighting and public art along Main Street. Develop as part of the Main Street streetscape enhancements within the Main Street Retail Core a series

of key traffic calming and community identity elements in the form of pedestrian plazas at key intersections. Ideally, these raised plazas which would cover the entire intersection and would be constructed at sidewalk height. Vehicular traffic at the intersection would slow and cross over the plazas, but pedestrians would have the right-of-way throughout the plazas. The placement of decorative bollards would further define those portions of the plaza where traffic would be allowed to travel. These plazas and the retail and restaurant uses that would front onto them would become gathering places for the community during festivals, ceremonies and holiday celebrations: traffic would be prohibited and rerouted during events. Implementation of these plazas may need to occur in multiple stages and as both public and private funding is available.

Potential Action: Continue to improve and enlarge both Main Street and Perricone Parks; combining them into a community-wide, even regional, recreation destination that anchors the west end of the Downtown Redevelopment Area. This enhanced recreational facility would not only provide much needed sporting facilities for the community and the school district, but also would serve as the center and staging area for Downtown community events and celebrations.

Potential Action: Continue to demonstrate public investment in Redevelopment Area by placing pubic and quasi-public facilities within the Downtown Area, such as the City Hall, Justice Center and Social Service Center.

b) Objective: Improve Public Safety in the Area.

Potential Action: Create a "neighborhood / business watch" program, a street ambassador or clean and safe program as part of the planning for an Enhanced Public Services District or Business Improvement District established for the Downtown Redevelopment Area.

D. APPROACH TO ACHIEVE GOALS AND OBJECTIVES

City of Somerton Staff, working in conjunction with the Downtown Redevelopment Planning Area Advisory Committee (the **"PAAC"**), a committee comprised of Downtown business owners, property owners and residents; and the consulting team of D·Fackler Planning & Development / RSP Architects developed this Redevelopment Plan to provide direction to the City on steps that can and should be considered to protect and enhance the Redevelopment Area. Some of the more specific steps for public improvement include planned infrastructure improvements, improving safety by providing for upgraded lighting and pedestrian ways, resolving poor drainage conditions, providing for additional housing accommodation, and generally enhancing the quality of the Redevelopment Area. For business and property owners within the Redevelopment Area boundaries, this Redevelopment Plan outlines access to Federal, State and local monies to assist in the improvement and revitalization of their property for the betterment of the community.

With the guidance of the PAAC, this Redevelopment Plan now provides the basis for action in improving the health, safety and well-being of the community through a concentrated effort to preserve and enhance the Redevelopment Area. This Redevelopment Plan has been developed as a "tool" to be used by both the public and private sectors in partnership to achieve the goals and objectives of this Redevelopment Plan to revitalize the Downtown Redevelopment Area.

Both the 2010 General Plan Update and the previous 2005 General Plan Major Amendment establish key goals for the Somerton Downtown Area. The both of these General Plan documents were used as the foundation of this Redevelopment Plan. It is the intent of this Redevelopment Plan to further define, refine and implement goals, policies and objectives of these General Plan documents that are applicable or unique to the Downtown Redevelopment Area.

The boundaries of the Redevelopment Area are shown in the following **Map 1.** The Redevelopment Area has an irregular shaped boundary, for a statement of the area boundaries; please refer to the description for the Redevelopment Area located in **Exhibit 1** attached to and incorporated into this Redevelopment Plan.

This Redevelopment Plan proposes that the Redevelopment Area be further defined into three distinct character areas, which propose to define and group together certain types of land use to create synergy, economic strength and community value within these character areas that as a whole are more sustainable than the individual uses that they contain. The boundaries of these three character areas ("**Character Areas**") are also shown on the following **Map 1** and are further defined as follows:

Main Street Retail Core:
The Main Street Retail Core (the **"Retail Core"**) is the portion of the Main Street area primarily bounded by Somerton Avenue on the East, César Chavez Avenue on the West, Spring Street on the North and Cano Street on the South.

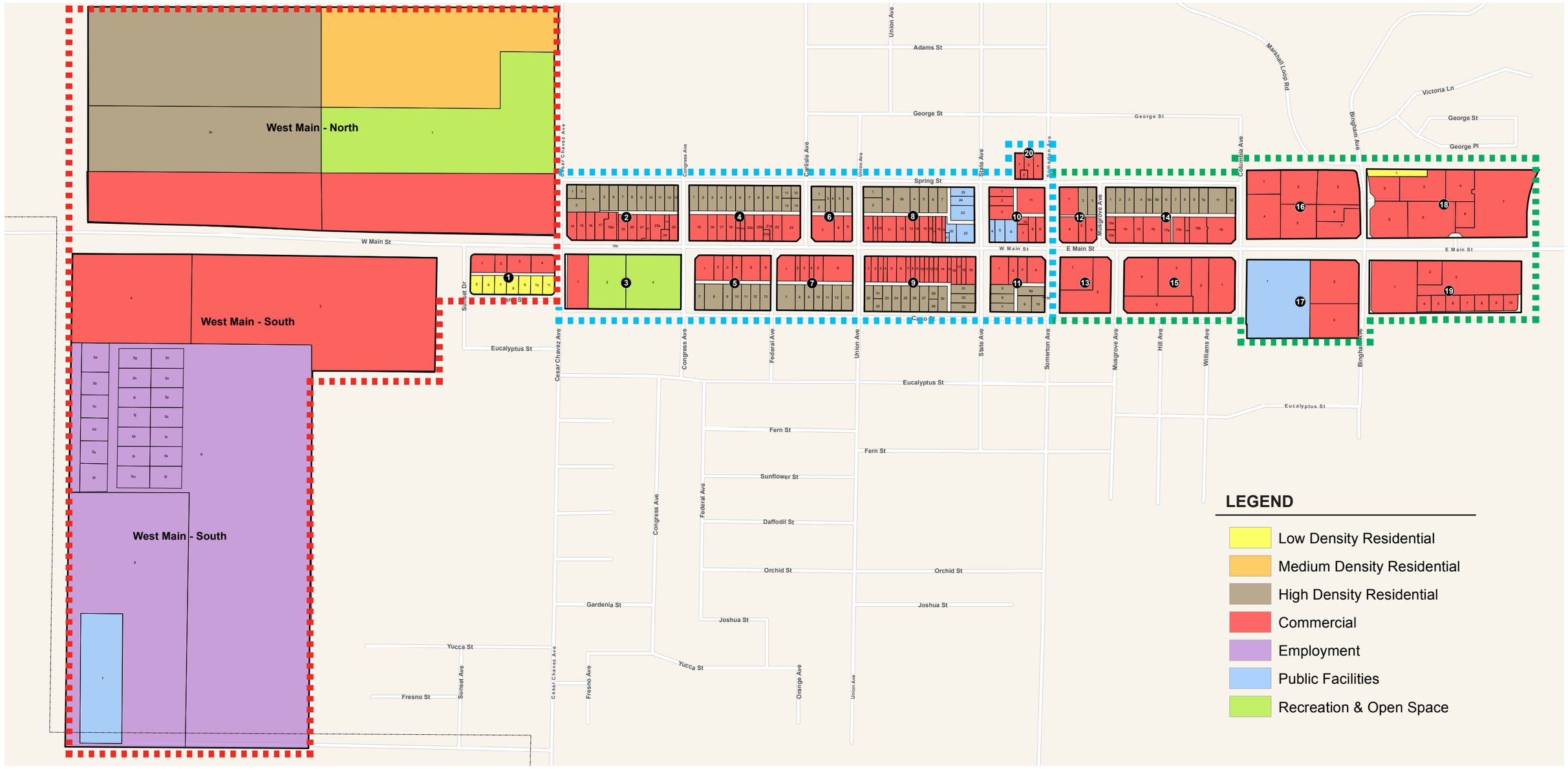
East Main Service Center:
The East Main Service Center (the **"Service Center"**) is the portion of the Main Street area primarily bounded by Somerton Avenue on the West, Avenue E on the East, Spring Street on the North and Cano Street on the South.

West Main Employment Center:
The West Main Employment Center (the **"Employment Center"** is the portion of the Main Street area primarily bounded by César Chavez Avenue on the East, the Main Drain Canal on the West, Jacobs Street (extended west) on the North and Cano, Eucalyptus (extended west) and Garvin (extended west) Streets on the South.

West Main Employment Area

Main Street Retail Core Area

East Main Service Area



E. EXISTING LAND USE, ZONING, AND PROPERTY CONDITIONS

The Redevelopment Area is comprised of primarily four types of land uses: (a) Vacant - vacant or underutilized parcels; (b) Residential - older mostly single-family residential; (c) Commercial - small commercial, service and industrial properties, and: (d) Public - civic uses. Existing Land Uses within the Redevelopment Area are further defined and discussed below:

1) Vacant and Underutilized:

The majority of vacant and underutilized developable property is located within the West Main Employment Center and was included within the Redevelopment Area for the explicit purpose of encouraging and fostering the development of a significant employment base within the Redevelopment Area. Other smaller parcels of land throughout the Redevelopment Area are designated as vacant or underutilized including existing surface parking lots, which could transition into future development projects.

2) Residential:

Existing residential land use within the Redevelopment Area is a mixture of individually built single family homes and mobile homes located primarily along Spring Street and Cano Street. While there is a predominance of deficient residential properties within the Redevelopment Area, approximately 60% of the deficient properties are feasible for rehabilitation. Over the past few years approximately ten of the single family homes in the Retail Core have been substantially improved or replaced with new homes. This single family residential improvement trend has also taken place in the East Main Service Center area, primarily along East Spring Street with approximately 50% of the deficient single family homes in that area having been replaced or substantially rehabilitated. A large portion of the future success of the Redevelopment Area will be based on the continued renovation of the residential structures and the adjacent infrastructure, both within the Redevelopment Area and the adjacent neighborhoods. In addition, the targeted transition of vacant, underutilized and inappropriately developed properties to new multi-family residential or mixed use is a goal of this Redevelopment Plan. These continued improvements will increase residential property values within the Redevelopment Area and adjacent residential neighborhoods, reduce crime, improve neighborhood and commercial relations, and are a large basis for the daily market support of Downtown businesses.

3) Commercial:

Central to the Redevelopment Area commercial land use is the Main Street Retail Core, between Somerton Ave and César Chavez Ave. The Retail Core is primarily lined with street/sidewalk frontage, pedestrian oriented, retail, restaurant, office, social service uses and the existing City Hall government complex. Most of these commercial and service properties suffer from deferred maintenance problems and/or economic obsolescence. Continuing east into the East Main Service Center the commercial land use changes character from street/sidewalk frontage to highway auto-oriented retail/service, social service and public safety uses. To the west, the West

Main Employment Center is primarily vacant future light industrial / employment land, with a minor existing area of highway auto oriented retail.

4) Public and Civic:

a) Parks and Open Space Facilities:

Within the Redevelopment Area the City currently owns three parks:

- **City Hall Pocket Park** located to the west of City Hall at NWC of Main St & State Ave. It is a one-third acre pocket park. The Park is used extensively by the community's citizens as a meeting place and as shady relaxing respite.

- **Main Street Park**, located at the SWC of Main Street & Congress Ave. It is a 3.6 acre park containing the Community Recreation Center and Swimming Pool.

- **Perricone Park**, Located west of César Chavez Ave at Spring Street. It is a 9.9 acre park/retention area that can be used for field sports and community events.

b) City Hall

The existing City Hall is located at the NEC of Main Street and State Ave within the Retail Core in several deficient buildings. The replacement and expansion of the City Hall facilities is planned for the Downtown. This Plan proposes that the City acquire addition land adjacent to the City's existing properties within the Retail Core for development of the New City Hall, Public Parking and Open Space to anchor and support of the redevelopment and revitalization of the Retail Core. This Plan also encourages the rehabilitation and/or redevelopment of the existing Main Street City Hall buildings that will be vacated by construction of the New City Hall, into entertainment retail uses along the Main Street to further infill and complete the street-front sidewalk retail associated with Main Street.

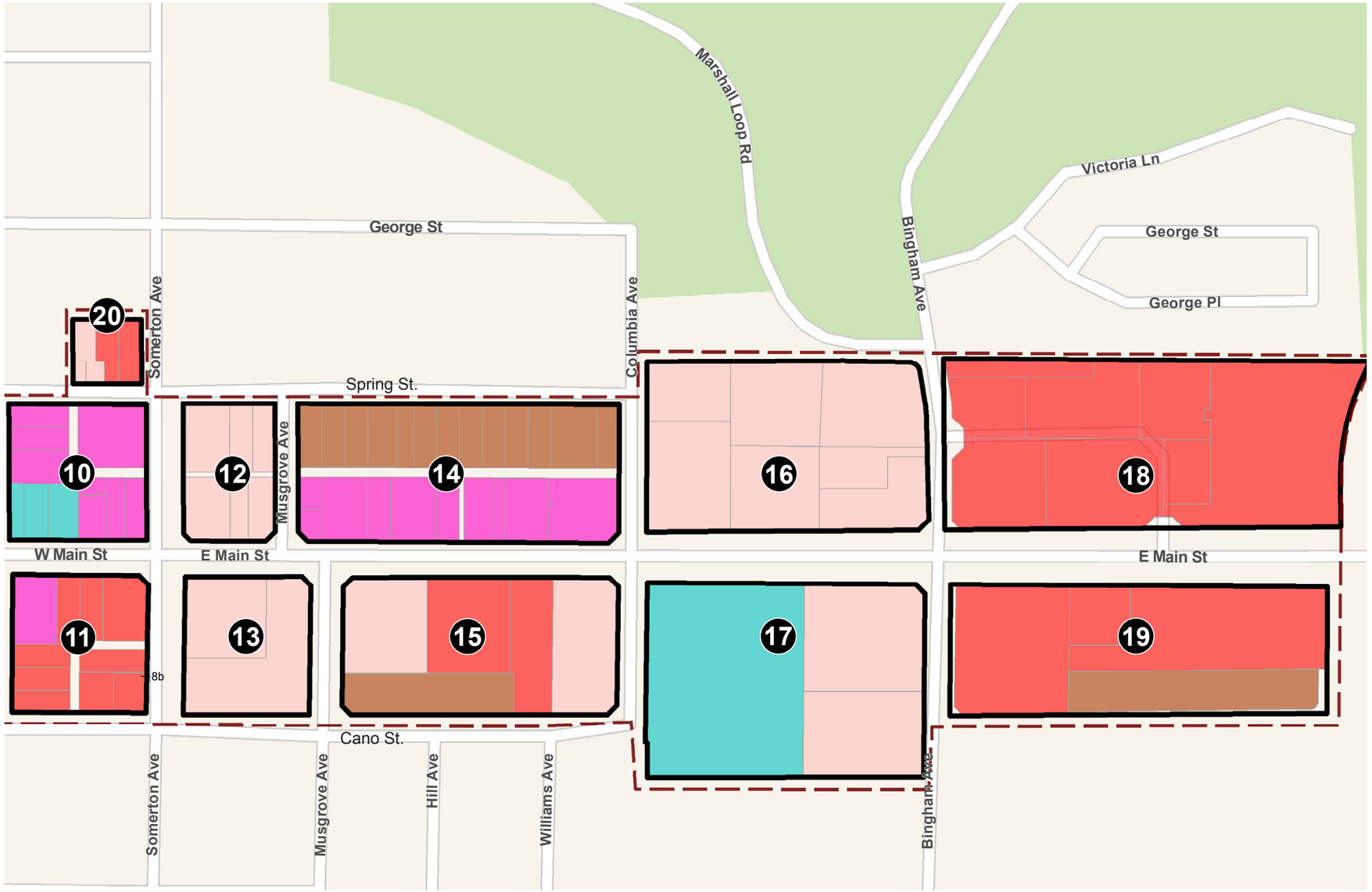
c) Public Safety Facilities

The recent construction of the Somerton Public Safety Building, located on 3.8 acres at the SEC of Main Street and Columbia Avenue, provides the Police and Fire Departments with the physical facilities with which to provide police and fire protection throughout the City of Somerton.

Existing Zoning:

Depicted on the following **Maps 2-1, 2-2, 2-3 and 2-4** are the existing zoning categories that are currently assigned to land within the Redevelopment Area. Existing land uses are not always reflected by the zoning category assigned to the property. In many instances the current zoning category reflects a desired future land use not existing land use (i.e. existing single-family residential land use on a property that is currently zoned for commercial or perhaps multi-family residential) This is reflected numerous times within Redevelopment Area properties and reflects the future land use desires of the community

0 200’ N

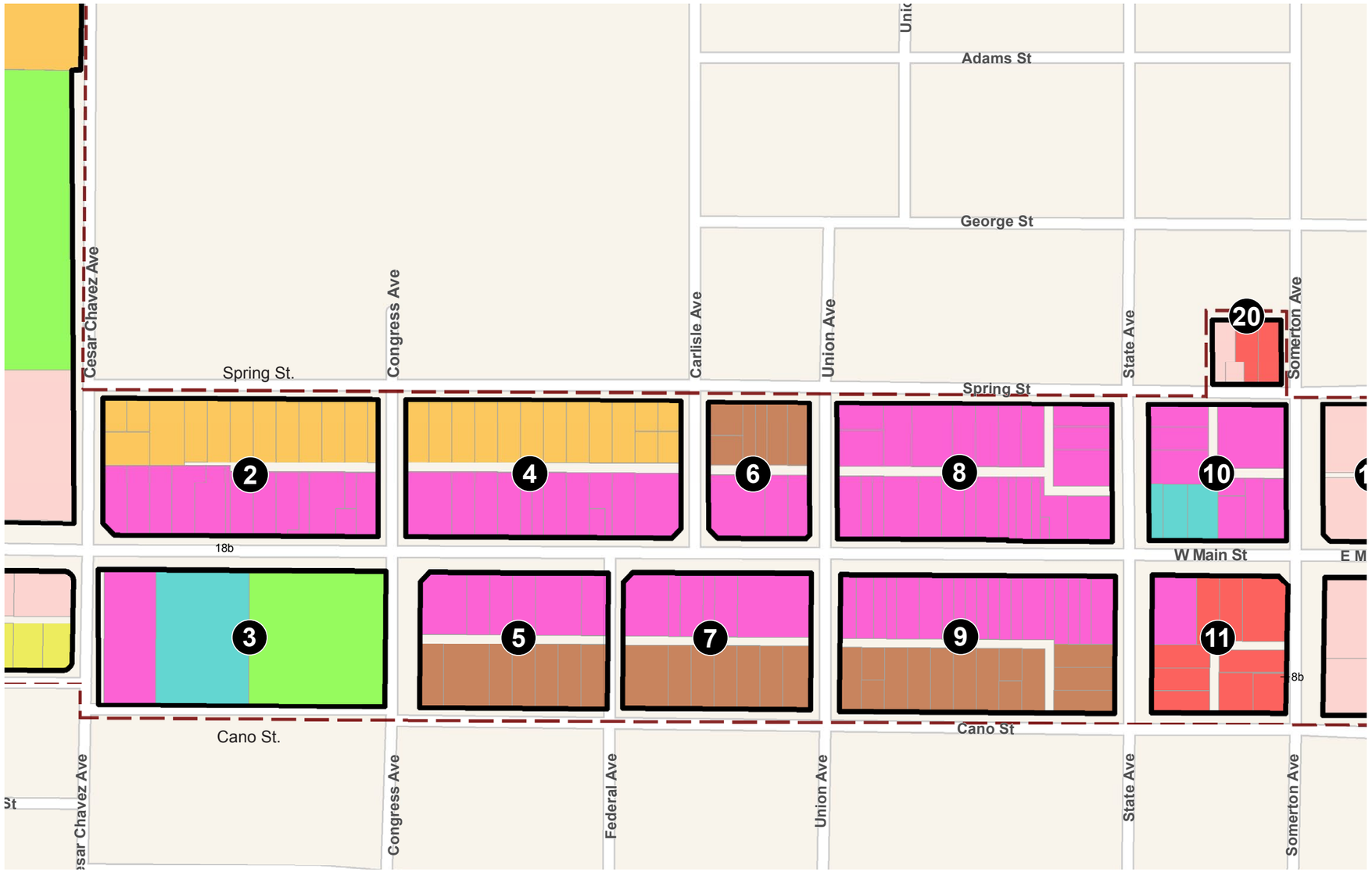


LEGEND

- R1-5
- R-2
- R-3
- C-1
- C-2
- GOV
- L-1
- OS
- MSC

KEY PLAN





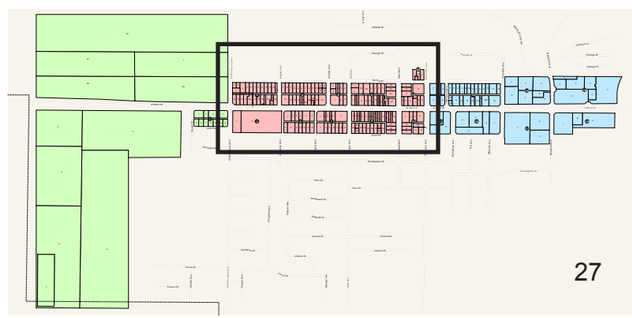
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LEGEND

- R1-5
- R-2
- R-3
- C-1
- C-2
- GOV
- L-1
- OS
- MSC

KEY PLAN



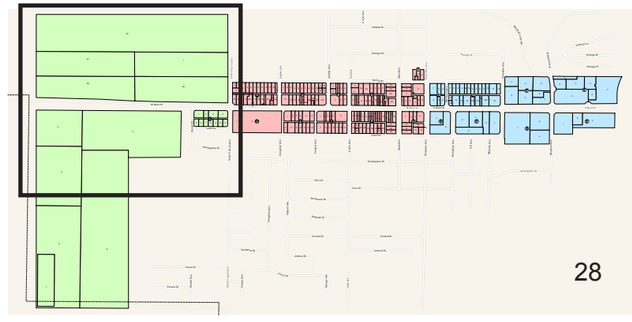


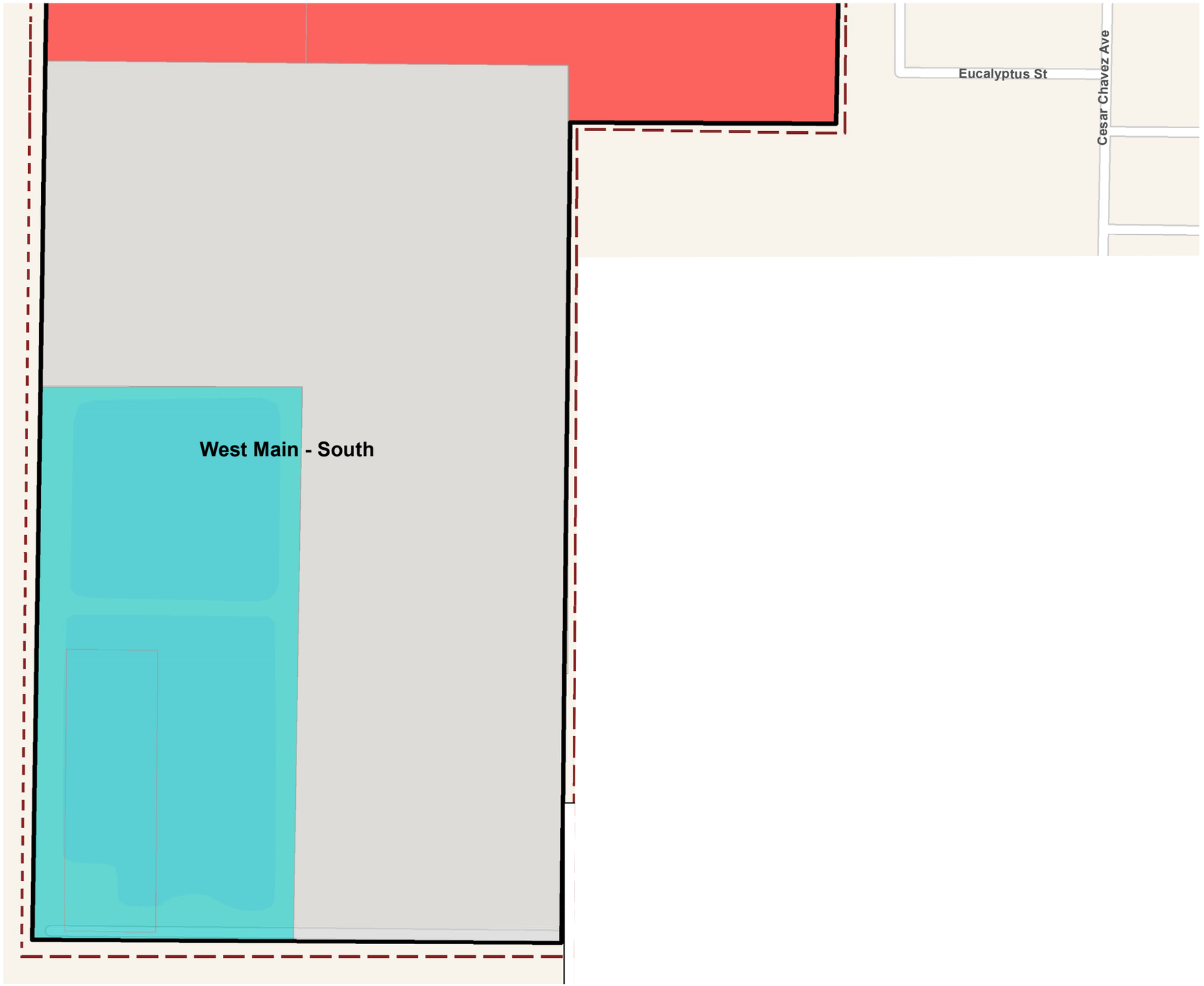
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LEGEND

- R1-5
- R-2
- R-3
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- C-2
- GOV
- L-1
- OS
- MSC

KEY PLAN



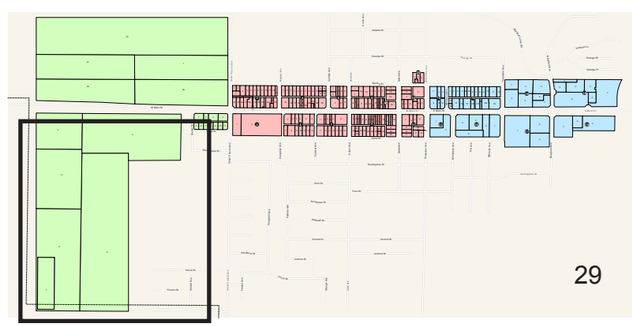


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LEGEND

- R1-5
- R-2
- R-3
- C-1
- C-2
- GOV
- L-1
- OS
- MSC

KEY PLAN



Existing Property Conditions:

This Redevelopment Plan is an implementation tool to be used to build upon community direction laid out in the 2010 General Plan Update adopted on December 7, 2010 and the authority to develop this Plan is based on current Arizona State Statutes authorizing the City to access the economic development tools provided by the State after following certain steps in determining the necessity for the establishment of the Redevelopment Area. The process began with the preparation of a Building Conditions and Property Survey. The existing building and property conditions were surveyed and documented in the **"City of Somerton Downtown Area Building Conditions and Property Survey"** (the **"Survey"**) prepared for the City by the consulting team of D. Fackler Planning & Development (DFPD) in cooperation with RSP Architects and approved and adopted by the City Council by their Resolution 2010-005 establishing the Somerton Downtown Redevelopment Area. The Survey was conducted in December 2009 and January 2010 for the then potential Downtown Redevelopment Area, to identify and determine if the existing property conditions qualified the Downtown area as a redevelopment area under the definitions of State Statues (ARS 36-1471 et. al.). The City Council with its passage and adoption of a Finding of Necessity contained in Resolution No. 2010-005, on March 5, 2010, authorized City Staff to develop or cause to be developed this Redevelopment Plan.

The Survey evaluated an area of approximately 190 acres (excluding public right-of-ways) of central Somerton, approximately one block deep along both sides of Main Street. The Survey Area is roughly bounded by Avenue E on the east; the Main Drain Canal on the west; Spring Street on the north and Cano Street on the south. Included within the Survey Area are approximately 90 acres of undeveloped vacant parcels located both north and south of Main Street west of Cesar Chavez Avenue. These properties were included in the Survey Area as vacant parcels to provide the basis for the future economic and employment development of these properties by their inclusion within the potential redevelopment area, which was the purpose of the Survey.

General Survey Definitions:

Below are the general definitions of the five survey categories that properties within the Survey Area were placed in as the result of observed conditions.

Condition A - Standard Condition:

Property and all structures located on the property are in a condition that meets current codes and ordinances of the City of Somerton. The property is well landscaped and maintained, free of uncontained storage, refuse, etc. Property is fully utilized for its General Plan or Zoning Ordinance designated land use.

Condition B - Deficient–Rehabilitation Feasible: Property and structures located on the property do not fully meet current codes and ordinances and have minor to moderate deferred maintenance issues, i.e. deteriorated roofing, peeling paint, dead or missing landscaping, inadequate or unsurfaced parking areas, etc. All structures appear structurally sound. (Residential rehabilitation costs should not exceed $30,000)

Condition C - Deficient–Rehabilitation Questionable:

Property and structures located on the property do not fully meet current codes and ordinances and have multiple and major deferred maintenance issues, i.e. deteriorated roofing, peeling paint, dead or missing landscaping, inadequate or unsurfaced parking areas, etc. Rehabilitation of the property and structure may approach or exceed 50% of its replacement cost. Property contains non-conforming land uses, which may not be economically feasible to rehabilitate or permitted under current code. (Residential rehabilitation cost may exceed $30,000)

Condition D - Substandard: Property and structures located on the property do not fully meet current codes and ordinances and have multiple and major deferred maintenance problems, i.e. deteriorated roofing, peeling paint, dead or missing landscaping, inadequate or unsurfaced parking areas, excessive accumulation of uncontained storage and refuse, etc. Structures display evidence of structural problems, i.e. sagging or slopping roofs, missing or deteriorated foundation, excessive wall cracking, etc. Property contains non-conforming land uses which would not be economically feasible to rehabilitate. Property may contain environmental hazards that will need to be mitigated prior to reuse. (Residential rehabilitation would exceed 50% of replacement cost)

Vacant or Underutilized Condition:

Property that is vacant or underutilized for its General Plan or Zoning Ordinance designated purposes was placed in this category. Also, surface parking areas, whether or not the parking has been developed in accordance with City codes and ordinances are placed in the Vacant/Parking category, for the purposes of the Survey.

Identification of Survey Findings:

Of the 256 properties located within the Survey Area, 53 properties (21%) were rated as Standard. There are also 53 Vacant or Vacant/Parking properties (21%) within the Survey Area. The remaining properties surveyed were placed in non-standard condition categories as follows:

- 92 properties (36%) Deficient-Rehabilitation Feasible
- 51 properties (20%) Deficient-Rehabilitation Questionable
- 7 properties (2%) Substandard

The Survey results are depicted on the following **Maps 3, 3-1, 3-2, 3-3 and 3.4**:

PARCEL DATABASE

BLOCK	LOT	CONDITION	PARCEL ID
1	1	Vacnt/Parking	147520401800
1	2	Vacnt/Parking	147520401900
1	3	B	147520402001
1	4	B	147520402300
1	5	B	147520402902
1	6	B	147520402901
1	7	A	147520402800
1	8	B	147520402700
1	9	B	147520402600
1	10	B	147520402500
1	11	B	147520402400
2	1	B	147436104701
2	2	D	147436104800
2	3	C	147436104702
2	4	C	147436104600
2	5	A	147436104502
2	6	B	147436104501
2	7	B	147436101800
2	8	C	147436101700
2	9	C	147436101600
2	10	C	147436101500
2	11	C	147436101400
2	12	B	147436101300
2	13	D	147436101200
2	14	Vacnt/Parking	141033804902
2	15	C	147436104901
2	16	C	147436105000
2	17	C	147436105101
2	18a	C	147436105201
2	18b	Vacnt/Parking	147436105502
2	19	B	147436101900
2	20	C	147436102000
2	21	B	147436102101
2	22	C	147436102201
2	23a	C	147436102300
2	23b	C	147436102500
2	24	C	147436102400
2	25	C	147436102600
2	26	Alley	147436105501
3	1	Vacnt/Parking	147520502800
3	2	A	147520502700
4	1	Vacnt/Parking	147436103600
4	2	B	147436103500
4	3	B	147436103400
4	4	A	147436103300
4	5	A	147436103200
4	6	B	147436103100
4	7	A	147436103001
4	8	A	147436103002
4	9	B	147436102901
4	10	B	147436102902
4	11	B	147436102702
4	12	Vacnt/Parking	147436102701
4	13	B	147436102801
4	14	B	147436102802
4	15	B	147436103700
4	16	B	147436105600
4	17	B	147436105800
4	18	A	147436105700
4	19a	C	147436103900
4	19b	C	147436104000
4	20a	B	147436104102
4	20b	B	147436104101
4	21a	C	147436104201
4	21b	C	147436104202
4	22	C	147436104300
4	23	B	147436104400
5	1	C	147520500500
5	2	C	147520500400
5	3	C	147520500302
5	4	C	147520500301
5	5	C	147520500200
5	6	C	147520500100
5	7	Vacnt/Parking	147520500600
5	8	C	147520500700
5	9	B	147520500800
5	10	Vacnt/Parking	147520500900
5	11	B	147520501000
5	12	C	147520501100
5	13	C	147520501200
6	1	A	147436212202
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6	3	C	147436212000
6	4	C	147436211901
6	5	B	147436211801
6	6	B	147436211700
6	7	C	147436212401
6	8	C	147436212500
6	9	C	147436212600
7	1	B	147520515000
7	2	C	147520514900
7	3	C	147520610704
7	4	Vacnt/Parking	147520610703
7	5	Vacnt/Parking	147520610600
7	6	B	147520610500
7	7	A	147520515100
7	8	A	147520515200
7	9	B	147520611002
7	10	B	147520611100
7	11	B	147520611201
7	12	B	147520611202
7	13	B	147520611300
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8	3b	Vacnt/Parking	147436213900
8	4	Vacnt/Parking	147436214000
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8	11	B	147436213400
8	12	B	147436213300
8	13	B	147436213200
8	14	Vacnt/Parking	147436213100
8	15	Vacnt/Parking	147436213000
8	16	B	147436212900
8	17	B	147436212802
8	18	B	147436212801
8	19	Open Space	147436212700
8	20	A	147436205101
8	21	A	147436205102
8	22	Park	147436205000
8	23	C	147436204800
8	24	C	147436204700
8	25	C	147436204600
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9	2	B	147520606100
9	3	B	147520606000
9	4	B	147520605900
9	5	B	147520605800
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9	12	B	147520605201
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9	14	Vacnt/Parking	147520605000
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9	18	B	147520601101
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9	22	B	147520606402
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9	24	B	147520606600
9	25	B	147520606700
9	26	C	147520606800
9	27	B	147520606900
9	28	B	147520607001
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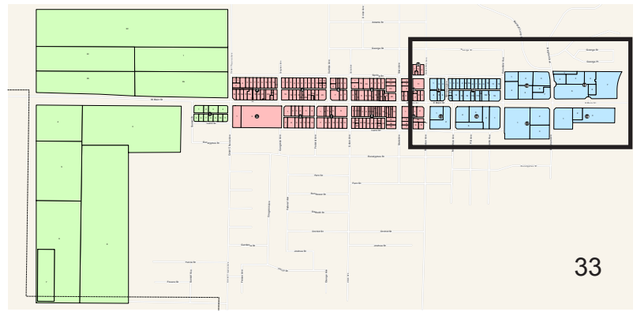
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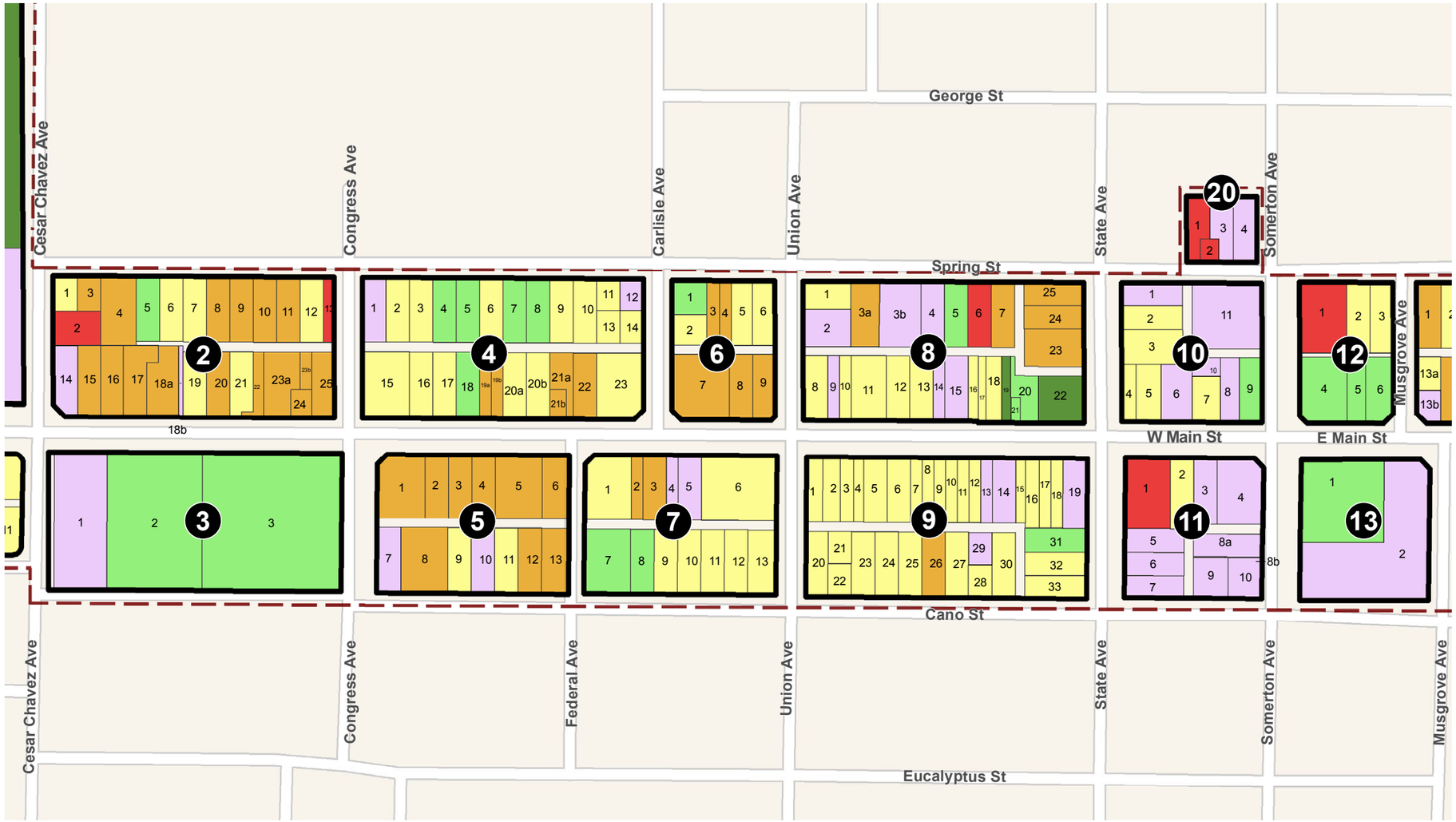
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LEGEND

- A-Standard Condition
- B-Rehabilitation Feasible
- C-Rehabilitation Questionable
- D-Substandard
- E-Vacant or Under utilized
- P-Designated Parking

KEY PLAN

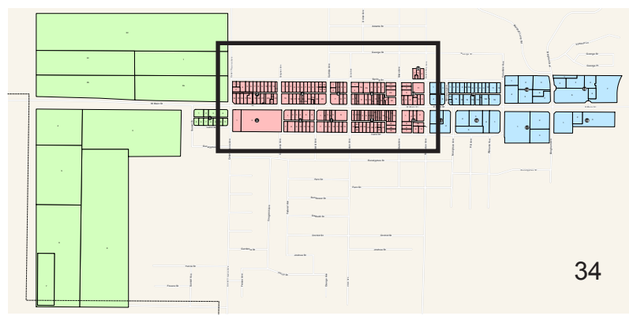


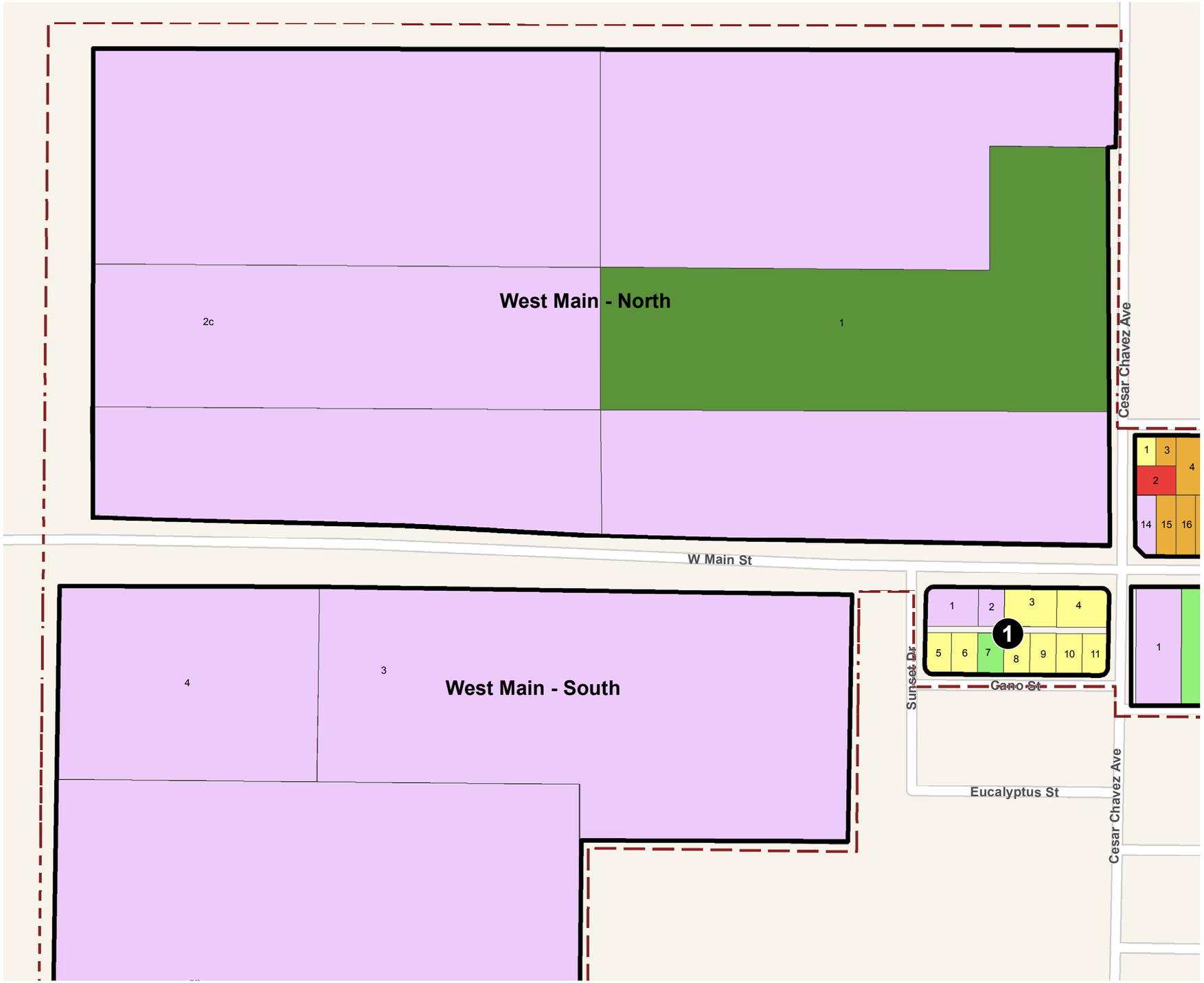


LEGEND

- A-Standard Condition
- B-Rehabilitation Feasible
- C-Rehabilitation Questionable
- D-Substandard
- E-Vacant or Under utilized
- P-Designated Parking

KEY PLAN





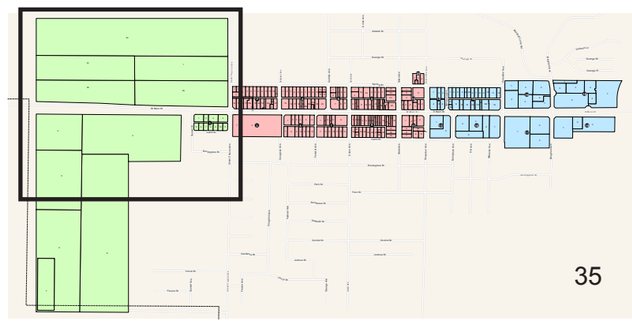
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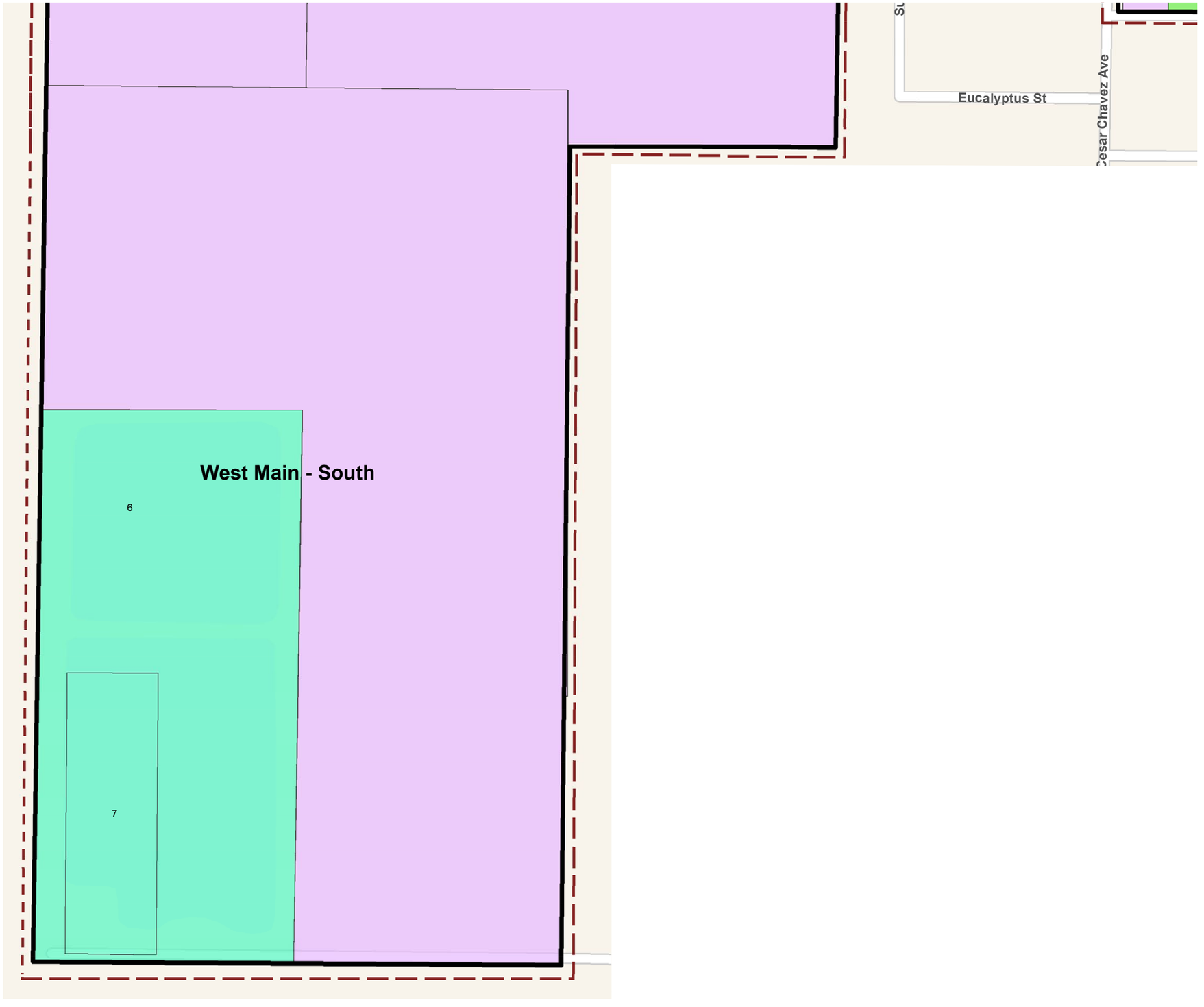
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LEGEND

- A-Standard Condition
- B-Rehabilitation Feasible
- C-Rehabilitation Questionable
- D-Substandard
- E-Vacant or Under utilized
- P-Designated Parking

KEY PLAN





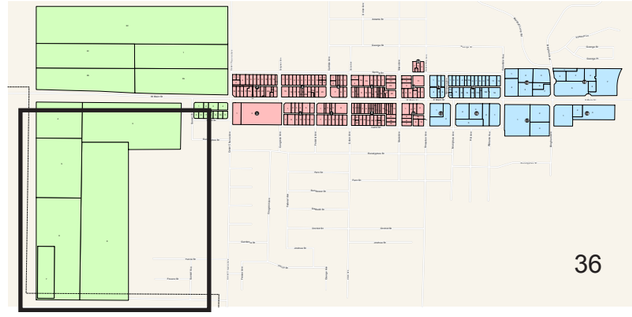
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N

LEGEND

- A-Standard Condition
- B-Rehabilitation Feasible
- C-Rehabilitation Questionable
- D-Substandard
- E-Vacant or Under utilized
- P-Designated Parking

KEY PLAN



F. PROPOSED LAND USE

The General Plan encourages the development of a variety of mixed uses in the Downtown Area in an attempt to encourage investment and reinvestment in the Redevelopment Area. This Plan calls for both single and multifamily housing types mixed with; entertainment retail and restaurant uses; commercial and social services uses; employment and offices uses; and civic and public safety uses connected along a system of pedestrian friendly sidewalks and plazas, parks and trails developed throughout the Redevelopment Area.

The overriding goal of this Plan is to create an area that provides a mix of entertainment retail businesses that are supported by a thriving residential base and a strong employment and social service base that becomes the sustainable, vibrant, exciting and activity-filled hub or heart of the community, where the community can live, work, play and celebrate. A higher intensity of commercial development and higher density housing, than is located elsewhere in the community will anchor the investment necessary to design and develop this core pedestrian activity area. The development of this mixed-use, pedestrian dominated Downtown Area, with appropriate housing densities, appropriately scaled commercial development is planned to serve not only the Downtown area, but a more community-wide and regional market.

The proposed land use and the character of that proposed land use within the Downtown Redevelopment Area will vary within each of the three Character Areas proposed by this Plan. The following character and design policies will further define the Downtown, the Character Areas and adjacent neighborhoods as envisioned by this Plan.

Downtown Character and Design Policies:

Creating a unique Downtown character is very important to Somerton residents. The area should look, feel, and function differently than any other part of the community or for that matter, any other part of the region. From the entry monuments to the enhanced landscaping to the special pavement treatments, the Downtown will have its own unique character. Blending the existing Downtown residential and commercial development with new development must be carefully encouraged.

1. General Downtown Character and Design Policies

- **a)** Design and maintain a unique and attractive Downtown for Somerton residents and visitors to enjoy by providing for a classic mixed-use, pedestrian-oriented Retail Core configuration surrounded and connected to the West Main Employment Center; the East Main Service Center; and to the traditional residential neighborhoods surrounding the Downtown.
- **b)** Establish and implement unique standards for streetscape improvements within each of the Downtown Character Areas that provide shade, street furniture, and shopper conveniences (e.g., lighting, directional signage, benches, landscaping features). The standards should include landscape palettes and approved plant materials, an “approved” street tree unique to each area. The Character Areas

will be connected to each other by common sidewalk, lighting and street furniture elements.

c) Design new varied and interesting building facades to compliment the eclectic mix of existing buildings throughout the Downtown. New buildings should be designed to reflect the use, function and character of the Character Area in which they will be located.

d) Provide for attractive and functional signage that is in scale with the buildings and uses and reflect the functional requirements of their unique Character Area.

e) Encourage the City through its Transportation program to design and implement "Way Finder" public information signage program to help direct the public to major sites, public parking and other facilities in the Downtown area. Create "gateway" structures or monument signage for the entrances to the Downtown to identify the approach to the Downtown. The unique characters of the streetscape in each of the Character Areas will differentiate the Character Areas from each other. Promote a regional expression in design including indigenous materials & plants. Include historical references in building design.

f) Promote and encourage rehabilitation of deficient residential and commercial properties, and promote and encourage clearance and redevelopment of substandard properties. Create/maintain a quality residential environment in the Downtown and adjacent neighborhood areas.

g) Develop high quality, higher density residential to include lofts, townhouses, condominiums, apartments and shopkeeper residences. Integrate residential with commercial uses both horizontally and vertically throughout the Downtown. Provide densities ranging up to thirty (30) dwelling units per acre within the Downtown Redevelopment Area; with density calculated on the gross area of the site for both mixed-use site and residential sites.

h) Encourage and support Downtown small businesses that are locally owned and operated.

i) Provide public art opportunities within the Main Street right-of-way, including the use of "artist designed" streetscape elements.

Character Area Guidelines and Policies:

There are three Character Areas within the Downtown Redevelopment Area that have unique aspects that will be promoted. The distinction of these "Character Areas" is that each area has something special to offer and should be enhanced as the Downtown redevelops.

2. East Main Service Center Character Area: (Conceptually Depicted on Map 4) This Downtown area along both sides of Main Street, east of Somerton Avenue includes the City's public safety governmental center housing the administrative, operations and support facilities for both Police and Fire departments, as well as serving as the current location of the City Council Chambers. In addition, the East Main Service Center is the hub of social services, community services and highway services for the Downtown, including such uses as post office; financial institutions with drive through facilities; convenience and community retail; service stations; social service agency

offices, medical clinics, private schools and recreation facilities; drive through restaurants, storage facilities and religious facilities.

This ***"Service Center"*** includes numerous existing auto-oriented uses which provide a valuable service to the adjacent neighborhoods and the community at-large. Therefore, this type of use fits well into the overall Redevelopment Plan. However, aesthetic enhancements should be pursued whenever possible.

Frontage properties on Main Street in the Service Center are characterized by street-front parking with buildings set back behind the parking lots. Business are primarily accessed by customers and patrons from these parking lots and are primarily destination businesses with very little pedestrian connection or movement between businesses.

Residential uses within the Service Center are primarily located along the Spring Street and Cano Street frontages. Future rehabilitation of the existing housing stock and the infill of vacant properties along these streets with new residential uses is a primary goal of the Service Center.

a) Promote and encourage the rehabilitation, relocation, redevelopment and new construction of additional social services, community services and highway services to the Main Street frontages of this Character Area, which will establish the Area as the community's premiere service area.

b) Promote and provide multimodal access to the East Main Service Center to provide access from all areas of the community; so people can walk from home or Downtown parking areas, bike, or ride public transportation to the Service Center from other parts of the Downtown and the community.

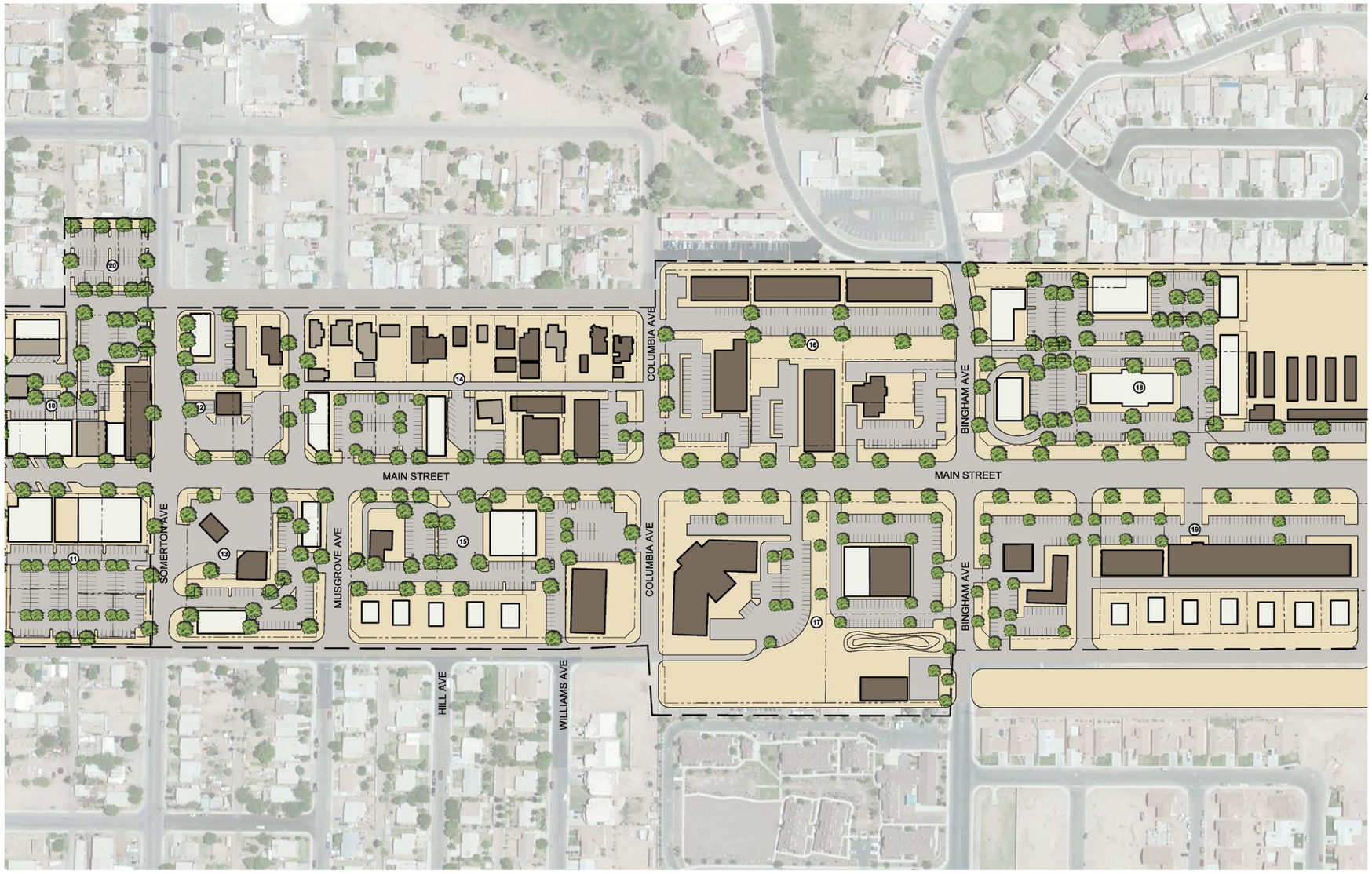
c) Create a safe and attractive open space and pedestrian/bicycle streetscape system along Main Street to connect the East Main Service Center to the remainder of the Downtown's parks, schools, commercial, employment services, and adjacent neighborhoods. Promote and encourage the construction of pedestrian connections or plazas from the streetscape system to the entryways of adjacent businesses. Thus providing a stronger connection to Main Street from the adjacent service developments in this manner.

d) Design new varied and interesting building facades to compliment the eclectic mix of existing buildings throughout the East Main Service Center New buildings should be designed to reflect their varied service uses and provide functional character appropriate to the auto-oriented destination character of the Service Center in which they are located.

e) Provide "bait parking" at the street fronts of buildings, while placing the majority of required parking at rear and sides of businesses in well landscaped shaded parking areas (bait parking is a small amount of parking near the street, which serves as "bait" to attract customers and patrons).

f) Along Spring Street and Cano Street, within the East Main Service Center, encourage the continued rehabilitation and development of residential land uses that compliment and encourage quality non-residential development along Main

Street. Ensure compatible land uses and appropriate buffering between existing residential uses and proposed non-residential land uses.

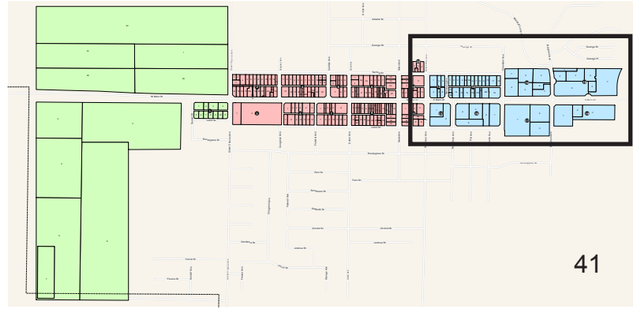


0 200’ N

LEGEND

- Existing Building
- Renovated Building
- New Building

KEY PLAN



3. Main Street Retail Core Character Area: (Conceptually depicted on Map 5)

This area is bounded generally by Somerton Avenue, Spring Street, Cano Street and César Chavez Avenue is the Downtown's geographic and retail core. This area will contain a mixture of ground level shops, restaurants, sidewalk cafes and entertainment businesses. Mixed Use activities will be promoted in this area with residential and office uses located above ground floor shops and restaurants. The idea is to promote a mix of uses that create a variety of activities. Landscaping in this area will be urban in nature with larger areas of hardscape with street trees.

Also anchoring the Main Street Retail Core is the main municipal office complex, which is currently housed in crowded undersized and deficient buildings that front on Main Street. This Plan recognizes the community's priority for the construction of a New City Hall complex, to be located in the core of the Downtown. Initially space needs within the New City Hall should be based upon population projections from the 2010 General Plan Update so that sufficient space is available to maintain a majority of municipal government administrative operations in the core of the Downtown. Also, acquisition for and development of additional strategically located municipal parking facilities in conjunction with the development of the New City Hall will provide additional opportunities to share off-hour public parking with existing and planned entertainment/retail commercial development within the Retail Core. While the community is still studying the need and options for the development of the New City Hall, one of these options in depicted on **Map 5A** that follows.

Anchoring the west end of the Retail Core is the Main Street Park and Recreational Center. This Plan provides for the continued acquisition and development of additional park and parking facilities within and adjacent to Main Street Park as the Downtown community gathering place, where community events and celebrations are held. These activities include seasonal celebrations, concerts, festivals, ceremonies and presentations. The future improvements to the park should be considered and configured to accommodate several hundred to a few thousand people during such community celebrations within the Retail Core of the Downtown.

A key component to the Retail Core will be the architecture character; it is intended to be pleasing to the eye, high quality, functional, and respectful of Somerton's physical southwest location and complimentary to the past. It is not intended to be a forced "theme park" type motif that limits design creativity and uniqueness. The architectural character of the Retail Core is best described as an "eclectic" mix of styles having evolved over many decades of slow development. There isn't a clearly dominate architectural style in the core and the imposition of a strict homogeneous building theme seems inappropriate; in that there could and should be differing, compatible styles in the Retail Core area.

Improving the pedestrian environment throughout the Retail Core Area by providing improved streetscapes which link a New City Hall, the Main Street ***"Entertainment Retail District"***, Main Street Park and its future expansion and the adjacent surrounding residential neighborhoods is at the conceptual core of the future improvements to the Main

Street Retail Core Character Area and is paramount to the success of this Redevelopment Plan. The streetscape improvements of the Retail Core are meant to slow traffic down, provide a comfortable pedestrian-dominated environment and give the community the opportunity to slow down and participate in celebrating the heart of their community.

a) Develop the Retail Core area to include a mix of retail shops, restaurants, offices, hospitality, entertainment, and residential, all fostering pedestrian interaction.

b) Design varied and interesting building facades to compliment the eclectic mix of existing buildings, with ground floor retail, service and entertainment uses, and upper floor offices and residential units. Encourage second and third story activities (balcony/patio dining, view decks, and residential patios) in appropriate areas.

c) Encourage and appropriately incentivize the relocation of existing community and social service uses, which do not involve an entertainment/retail component, to relocate from the Retail Core to the East Main Service Center and work with property owners and business owners to ensure a smooth relocation.

d) Design a pedestrian-oriented "Main Street" character, within the Main Street Retail Core. Zero setbacks bring buildings close to the street and promote pedestrian activity, window-shopping, and street-side café dining.

e) Permit outdoor dining and retail displays on public right-of-ways for businesses that are compatible with the pedestrian oriented Retail Core land use. Provide "building construction and occupancy easements" on, under and over public right-of-ways to adjacent developments and businesses to encourage these types of land uses.

f) Creative use of structures, awnings, canopies, plantings, and materials should provide a mix of sunny and shady areas for people throughout the year. A combination of covered and partially covered overhangs, ramadas, awnings and canopies is desired including the use of different building materials and plants.

g) Landscaping, hardscape and streetscape design will provide a unique feel for the Retail Core area. Landscaping that complements the built environment, provides shade, and creates a relaxing and enjoyable environment is critical to the overall appeal of the area.

h) Establish plazas, shaded walkways, and public assembly areas that encourage community interaction and an opportunity for civic celebrations and events. Create places of interest and activity that encourage pedestrian exploration.

i) In addition, shade structures and amenities such as water features will add to the comfort and ambiance of the area.

j) Design wide sidewalks and enhanced intersection treatments, including raised intersection traffic tables (if financially feasible), within the Retail Core with pedestrian oriented amenities, including shade structures and covered walkways, benches, bicycle parking, seat walls, decorative surface treatments, artistic features, outdoor cafes, drinking fountains, water features, pedestrian scale lighting, canopy trees, and landscape planters and on-street parking separating pedestrians from automobiles.

k) Develop shared parking facilities and service areas to serve Retail Core uses. Phase the construction of buildings in the Retail Core, using surface parking until parking structures are warranted. Design the Downtown to allow for standard and shared parking quantities and access, rear surface parking facilities fronted by retail at street and plaza exposures.

l) Provide, to the maximum extent possible, for on-street parking on all streets within the Retail Core, separated by landscape islands at intervals. Prohibit additional off-street surface parking lots fronting on to Main Street within the Retail Core, except as temporary facilities prior to the construction of new infill development.

m) Prohibit auto-oriented uses and other uses with drive-up, drive-through, and drive–in facilities in the Retail Core.

n) Encourage and permit a maximum floor area ratio (FAR) of 3:1 for the Downtown area. Establish a maximum building height of three (3) stories, or forty (40) feet, in the MSC zoned areas of the Downtown, except where adjacent to lower density residentially zoning where heights should be adjusted or stepped-down to buffer the adjacent residential use.

o) Provide for attractive and pedestrian-oriented signage that may include projecting, neon, 3-D object art signs and bright color components.

p) Promote cultural development, special events, and activities for all ages.

q) Develop codes and policies to monitor street vending and concessions.

The Main Street Retail Core policies and guidelines are also depicted visually on **Maps 5B-1 and 5B-2** that follow and through the use of the Downtown Design Guidelines attached to this Plan as **Exhibit 2.**



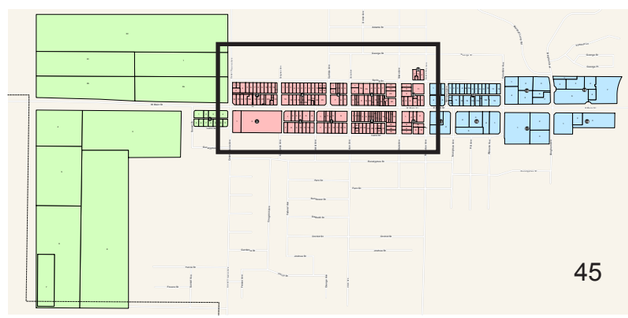
MAP 5A
NEW CITY HALL
ALTERNATE CONCEPT PLAN

0 200’ N

LEGEND

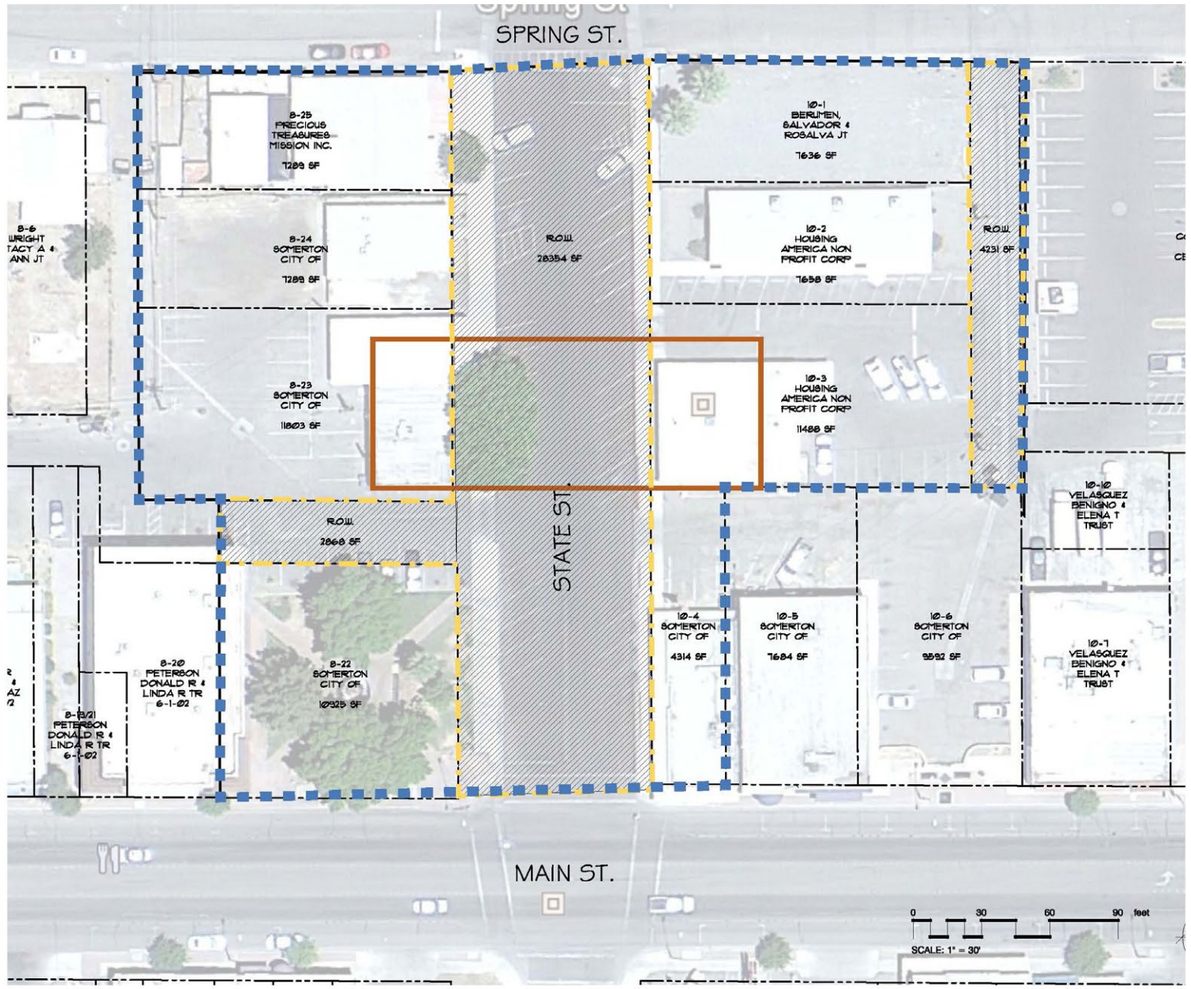
- Existing Building
- Renovated Building
- New Building

KEY PLAN



N

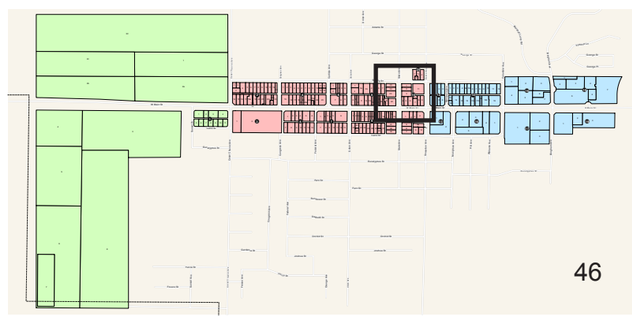


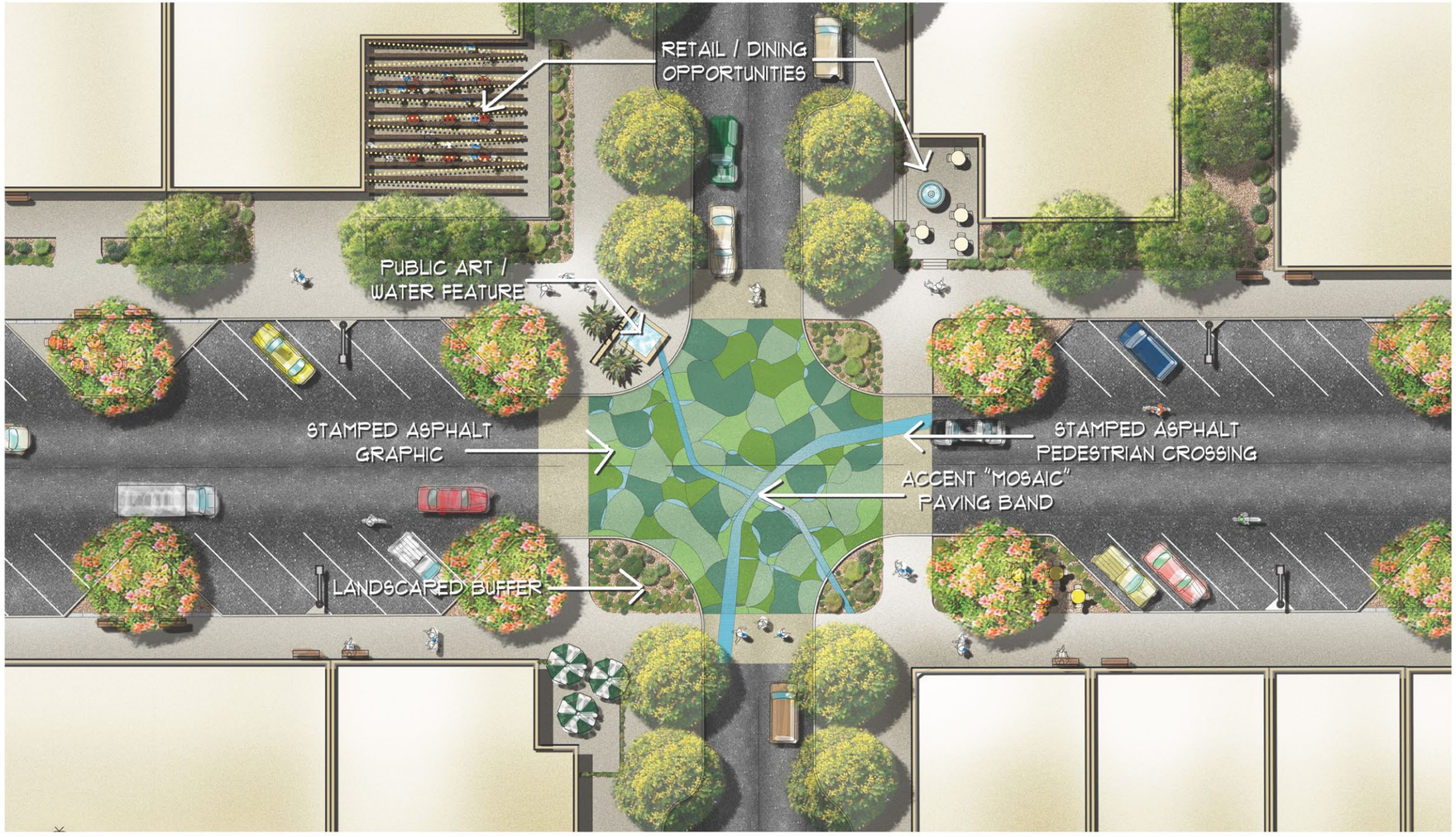


LEGEND

SYMBOL	NOTES	
	BUILDING FOOTPRINT	11,000 SF
	R.O.W.	35,453 SF (0.8 AC)
	TOTAL PARCEL AREA	103,463 SF (2.4 AC)
	OPEN SPACE - PLAZA	57,629 SF
	PARKING - PAVED	34,834 SF

KEY PLAN





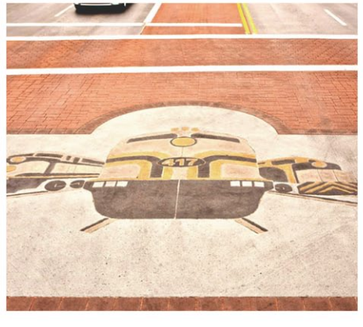
INTERSECTION ENLARGEMENT

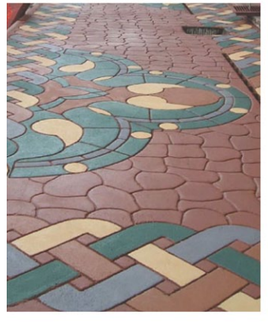


INSPIRATION PATTERNS

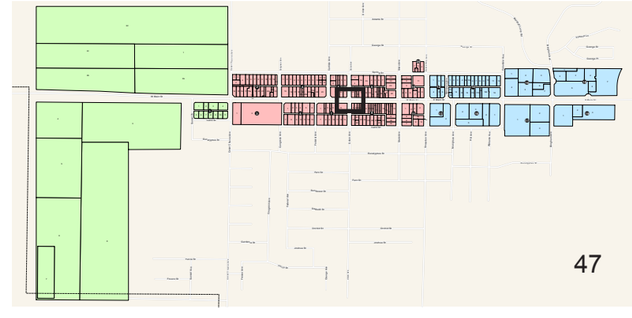
CONCEPT IMAGERY





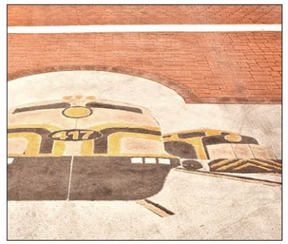



KEY PLAN



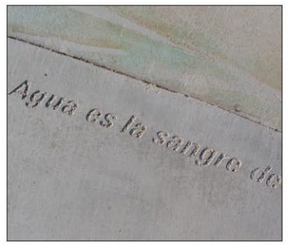
Landscape Materials

Decorative Stamped Asphalt - At Pedestrian Crossings and Intersections






Sidewalk Accents - Sandblast, Tiles, Saw-Cut / Stain, Mosaic Art Installations





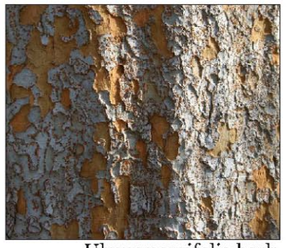


Landscape Trees - Somerton "Signature" Street Tree, Downtown Street Tree


Pistachia chinensis


Pistachia chinensis in fall


Ulmus parvifolia


Ulmus parvifolia bark

Desert Adapted Planting Palette


Tecoma Stans

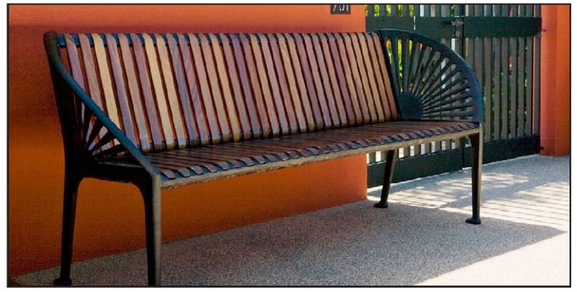

Justica spicigera


Ruellia brittoniana


Hesperaloe parvifolia

Lighting and Streetscape Furniture

Furnishings & Lighting







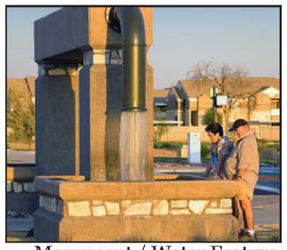


Art Incorporated into Furnishing, City Monuments, Lighting


Bike Rack


Light Fixture


Scultpture


Monument / Water Feature

Flex-Use Medians - become dining, retail and "parklet" spaces




4. West Main Employment Center Character Area: (Conceptually depicted on Maps 6-1 and 6-2) This Downtown area along both sides of Main Street, west of César Chavez Avenue includes the vast majority of the vacant developable land within the Downtown Redevelopment Area. This vacant land was purposefully included within the Redevelopment Area so as to provide for the future development of larger scale employment uses and community-sized recreational uses within the Redevelopment Area supporting the Retail Core and the community as a whole. This mostly vacant and clear palette provides the landowners and the community with a unique opportunity not found in most redevelopment areas. The City's role in the development of this key support Employment Center area will be to work directly with current and future landowners in this area, along with developers who will wish to develop in accordance with this Redevelopment Plan and provide necessary, planning, public infrastructure and economic development support to "make development happen" in this key area.

This ***"Employment Center"*** is envisioned to include not only larger-scale employment, light industrial and business uses, but may also include the development of larger scale tourist, hospitality and recreational uses as well. Therefore, this type of use area fits well into the overall Redevelopment Plan. However, the development of appropriately scaled aesthetic enhancements and both vehicular and pedestrian connections to the remainder of the Redevelopment Area and the community should be pursued whenever possible.

Frontage properties on Main Street in the Employment Center will be characterized by on-site street-front parking with buildings set back behind the parking lots. Business are primarily accessed by employees and customers from these parking lots and are primarily destination businesses with very little pedestrian connection or movement between businesses. However, the development of a network of pedestrian/ bicycle linkages along secondary service streets and interconnected linear parks/storm water retention basins back to Main Street is highly desirous and a key element of the concept development contained in this Redevelopment Plan.

This Redevelopment Plan envisions and projects a future development character for this Employment Center as an industrial or employment "Park" with businesses and employment centers fronting on well landscaped street frontages with small customer "bait parking lots" located convenient to building entries and larger employee parking facilities "hidden" adjacent to and behind the main buildings.

The Redevelopment Plan also envisions that in addition to the proposed employment uses to be developed in the Employment Center, there is also an opportunity to provide the development of multi-family residential and service retail uses that support the main employment base to be developed in this area, as well as the opportunity to acquire land and develop a major community sized recreational complex.

a) Promote, encourage and appropriately incentivize the planning, development and location of larger scale light industrial, manufacturing, office, employment, hospitality, and tourist and recreation facilities within the West Main

Employment Center Character Area, as the community's premiere employment area.

b) Develop multi-family residential north of Main Street primarily in support of the development of the employment base. Connect this support residential to the recreation and employment use of this Employment Center and the Retail Core through the development of a safe and attractive open space and pedestrian/bicycle system. Encourage residential land use patterns that compliment and encourage quality non-residential development. Ensure compatible land uses and intense buffering between residential uses and proposed non-residential land uses.

c) Promote and provide multimodal access to the West Main Employment Center to provide access from all areas of the community; so people can walk, bike, or ride public transportation to the Employment Center from other parts of the Downtown and the community.

d) Create a safe and attractive open space and pedestrian/bicycle streetscape system along Main Street to connect the West Main Employment Center to the remainder of the Downtown and develop a secondary system of connected linear parks, storm water retention basins and landscaped buffers connecting Employment Center businesses to Main Street and adjacent neighborhoods, while providing appropriately scaled buffers to adjacent residential uses.

e) Design new varied and interesting building facades to provide an eclectic mix of buildings that reflect their purpose-built nature throughout the Employment Center. New buildings should be designed to reflect their varied uses and provide functional character appropriate to the primarily auto-oriented destination character of the Employment Center in which they will be located.

f) Provide "bait parking" for customers at frontages of buildings, while placing the majority of employee parking at rear and sides of businesses in well landscaped shaded parking areas (bait parking is a small amount of parking near the street, which serves as "bait" to attract customers and patrons).

g) South of Main Street, along the east property lines of the Employment Center, adjacent to existing and future residential developments, encourage and coordinate the development of a connected linear park/retention basin open space system connecting to Main Street and sharing access and use with adjacent residential neighborhoods, while providing a wide landscaped buffer between adjacent residential neighborhoods and Employment Center non-residential land uses.

h) North of Main Street consider, as funding is available, the acquisition of additional land adjacent to the existing Perricone Park for the purpose of the design and construction of a community-sized recreational facility as suggested in the General Plan 2010 Update. This facility would be sized to meet the needs of both the City and the School District and would provide a location for major community events and celebrations



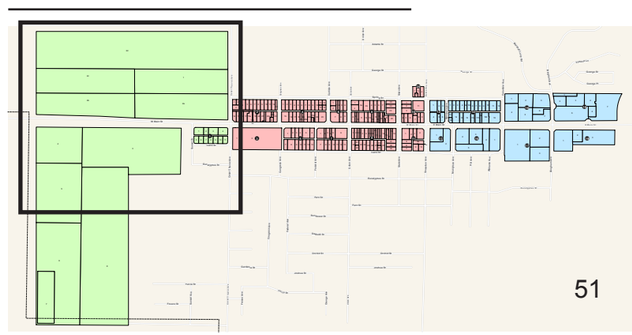
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N

LEGEND

- Existing Building
- Renovated Building
- New Building

KEY PLAN





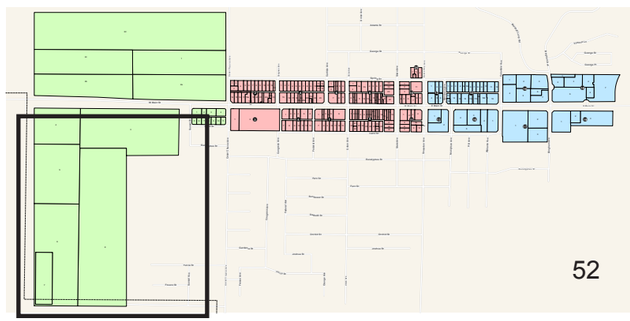
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LEGEND

- Existing Building
- Renovated Building
- New Building

KEY PLAN



5. **Adjacent Neighborhood Character Area(s):** The existing residential neighborhoods located to the north and south of the Downtown area are very important to the Downtown. These areas should be maintained as lower density residential; accommodating a variety of single-family detached and attached housing and low density multi-family housing. As housing stock located in these areas continues to age, home improvements and neighborhood revitalization efforts must be encouraged to maintain and improve the quality of these adjacent neighborhoods.

These adjacent neighborhood area(s) will be buffered from other development on the periphery of the Downtown area. Higher density/intensity development must take into consideration adequate and appropriate buffering from the existing single family development. The City of Somerton is committed to maintaining the residential character of these areas.

a) Encourage the preservation of existing housing within residential areas immediately adjacent to the Downtown Redevelopment Area. Continue the use of and promote programs funded through the Community Development Block Grant Program for housing rehabilitation and beautification in residential neighborhoods adjacent to the Downtown Redevelopment Area.

b) Provide residential lot layout and home architecture, with street character and house styles, consistent with the neo-traditional concept. Where possible design high quality in-fill residential neighborhoods that utilize the neo-traditional concepts and principles, such as front porches and side or rear parking, to help connect individual residents to their neighbors and neighborhoods. Provide for safe and convenient circulation, open space and recreational opportunities, and a pedestrian network in the residential neighborhoods. Include adequate open space that will be linked to schools, commercial and employment centers, parks, and other neighborhoods by safe and attractive pedestrian ways, bicycle paths, trail systems, and residential scale streets.

c) Provide for the development of a range of housing types and lower densities within these adjacent neighborhoods based upon orderly development patterns.

d) Design neighborhood parks and recreational facilities adjacent to medium-density residential developments and to provide buffering from more intense adjacent land use.

e) Design varied and human-scale residential facades to make neighborhoods pedestrian-friendly. Enhance visual interest and sense of security along the streets. Incorporate visual relief, detail, and interest along all sides of structures.

f) Design developments with small front yard setbacks, and provide all elevations of homes with a high level of visual interest, including porches or patios, courtyards, and bay windows. Vary architecture from one home to the next. Discourage staggered front yard setbacks.

g) Provide narrow streets with separated sidewalks and landscape planters.

h) Provide recessed, side entry, or rear garages accessed by side driveways or alleys.

i) Encourage low profile, attractive open fencing adjacent to local and collector streets.

G. OTHER PROGRAM COMPONENTS

1. Connections/Streets

a) Existing Transportation System

The transition of control, operation and maintenance of Main Street (Highway 95) within the Downtown Redevelopment Area from ADOT to the City has enabled the City to reconfigure the roadway within the Main Street Retail Core to provide on-street parking, while maintaining through traffic flow. This initial reconfiguration is a significant first step toward transitioning Main Street within the Retail Core from a vehicular dominated space to a pedestrian friendly space. The City Council's decision to make this reconfiguration permanent provides the direction for the future transformation of the Main Street Streetscape within the Redevelopment Area. The planned renovations to the Main Street streetscape proposed within this Redevelopment Plan are planned to occur within all three Character Areas. While the planned streetscape improvements are focused within the Main Street Retail Core to transform the Core into pedestrian friendly zone, the East Main Service Center and West Main Employment Center streetscape will also require improvement to improve the pedestrian linkages between these two vital support areas and the Retail Core. In addition to the improvements linking the Service and Employment Centers to the Retail Core, improvements to the streetscapes of the streets and avenues linking the Retail Core to its adjacent residential neighborhoods are also vital improvements. Within the Redevelopment Area and its adjacent neighborhoods there are numerous improvements needed to street and avenue infrastructure, including paving, curb & gutter, sidewalks, drainage and lighting, if the Core Area is to become the pedestrian friendly environment envisioned by this Plan.

Additionally, the City recognizes that additional street signage, intersection control and lighting within the Redevelopment Area are needed in order to accomplish the safe and orderly movement of traffic within the area. As funding permits, street improvements and enhanced aesthetic signage will be provided as a high priority for the Redevelopment Area.

b) Existing Facilities

The Downtown Redevelopment Area is connected to its surroundings by a grid pattern of arterial, collector and local streets, as outlined in the 2010 General Plan Update and restated below:

- **Main Street (Highway 95)** is an Arterial Street within Somerton that is designated as a Roadway of Regional Significance in the General Plan. This roadway classification is intended only for US 95/Main Street. While ADOT no longer maintains jurisdiction of this roadway, Main Street will continue to serve as a major transportation linkage throughout the South West Yuma County area as identified in the YMPO 2033 Regional Transportation Plan. The number of lanes, lane widths, parking, medians and sidewalk width/locations along Main Street is highly variable. This is due to the extensive development that has occurred over the years along this roadway in Somerton, especially in the Downtown Area, and the particular economic

and parking requirements various land uses need to survive in the regional business climate.

- **Somerton Avenue and César Chavez Avenue** are designated as Collector Streets in the 2010 General Plan Update. Collector streets provide traffic circulation within lower density areas and can provide direct access to arterials. Collectors carry a higher traffic volume than local roadways. Collectors usually experience low side friction traffic and are striped for one lane in each direction. Developments may front directly on a collector, and traffic signal spacing is usually two miles or greater.
- **Local Roadways;** all other existing and currently improved streets and avenues within the Redevelopment Area are designated as Local Roadways. The local roadways consist of traffic movements between collectors and adjacent lands involving relatedly short travel distances.

c) Proposed Facilities

Proposed roadway improvements within the Redevelopment Area will specifically include the following:

Local Roadways: – All existing local roadways within the Service Center and Retail Core have been or are in the process of being fully reconstructed to their planned configurations and level of improvements. Level of improvement for these roadways includes full-width pavement, curb & gutter, storm drainage, sidewalks and street lighting. Within the Employment Center the planned local roadways will be constructed with full improvements when this Area is subdivided and developed and will include full-width pavement, curb & gutter, storm drainage, sidewalks and street lighting.

Collector Streets: - Somerton Avenue within the Redevelopment Area has been improved to its planned configuration and level of improvements. César Chavez Avenue within the Redevelopment Area has been improved to its planned configuration and level of improvements south of Main Street. However, north of Main Street César Chavez Avenue is currently only a half-street width and missing improvements to its west side. Full improvement of this collector street within the Redevelopment Area to its planned configuration and level of improvements will be included in the planning, design and phased construction of roadway improvements for the Employment Center.

Main Street: – Main Street within the Redevelopment Area while remaining designated as a Roadway of Regional Significance will change character as it passes through the Downtown to reflect the character of each of the three Character Areas.

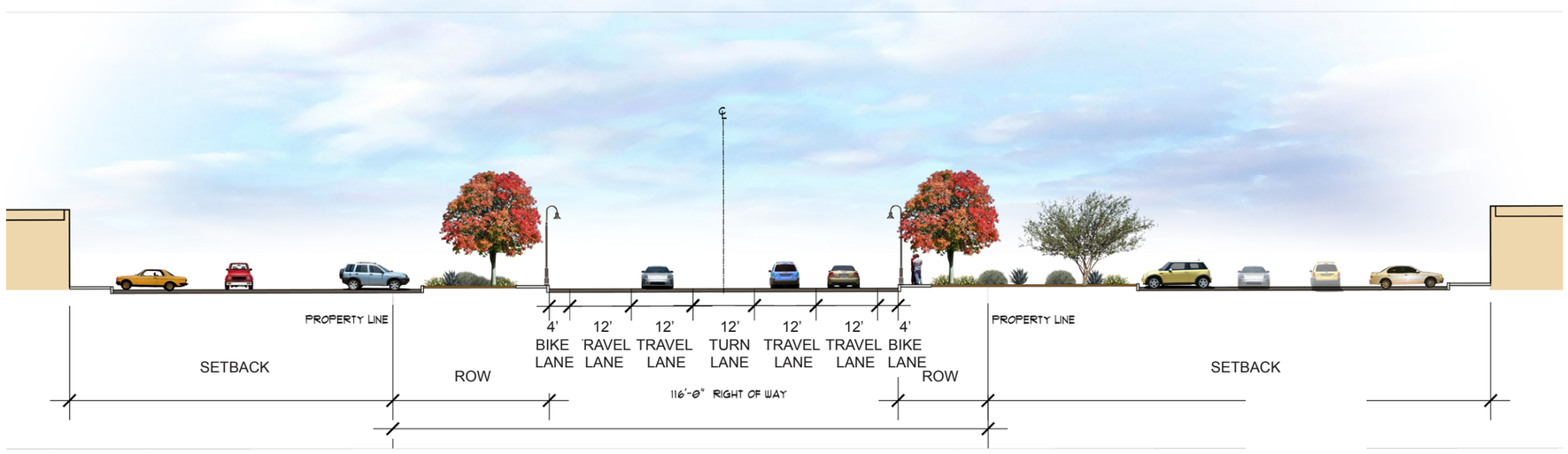
- In the East Main Service Center the roadway will have two traffic lanes in each direction, a continuous left-hand turn lane and a right-hand turn lane at its intersection with Somerton Avenue. Sidewalks will be constructed adjacent to the roadway and will be a minimum of 8 feet in width to accommodate both pedestrians and bicycles. A minimum 10 foot wide landscape area will be required between the sidewalk and adjacent buildings and/or parking areas. (See **Map 7-1**)
- In the Main Street Retail Core the roadway will transform to have one traffic lane in each direction, with left-hand and right-hand turn lanes provided only at Main Street's intersections with Somerton Avenue and César Chavez Avenue. The roadway will feature on-street angled parking separated periodically by in-street

street-tree planters Buildings in the Retail Core will front directly on the street sidewalks with zero set-back from the right-of-way lines. Wide sidewalks, 10 foot minimum to 16 foot maximum, and enhanced intersection treatments, will be provided within the Retail Core. Pedestrian oriented amenities, including shade structures and covered walkways, benches, bicycle parking, seat walls, decorative surface treatments, artistic features, outdoor cafes, drinking fountains, water features, pedestrian scale lighting, canopy trees, and landscape planters separating pedestrians from automobiles, will all be streetscape features of Main Street within the Retain Core. (See **Map 7-2**)

- In the West Main Employment Center the roadway will have two traffic lanes in each direction, a continuous left-hand turn lane and a right-hand turn lane at its intersection with César Chavez Avenue. Sidewalks will be constructed adjacent to the roadway and will be a minimum of 8 feet in width to accommodate both pedestrians and bicycles. A minimum 10 foot wide landscape area will be required between the sidewalk and adjacent buildings and parking areas. (See **Map 7-3**)

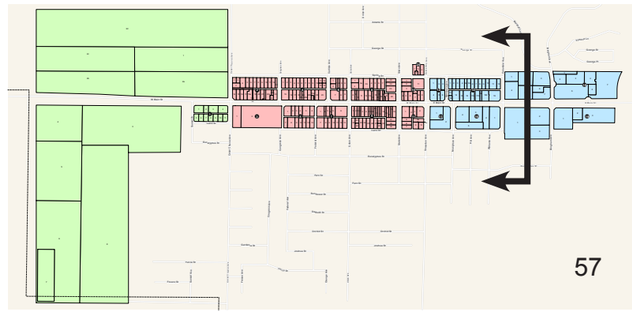


Plan



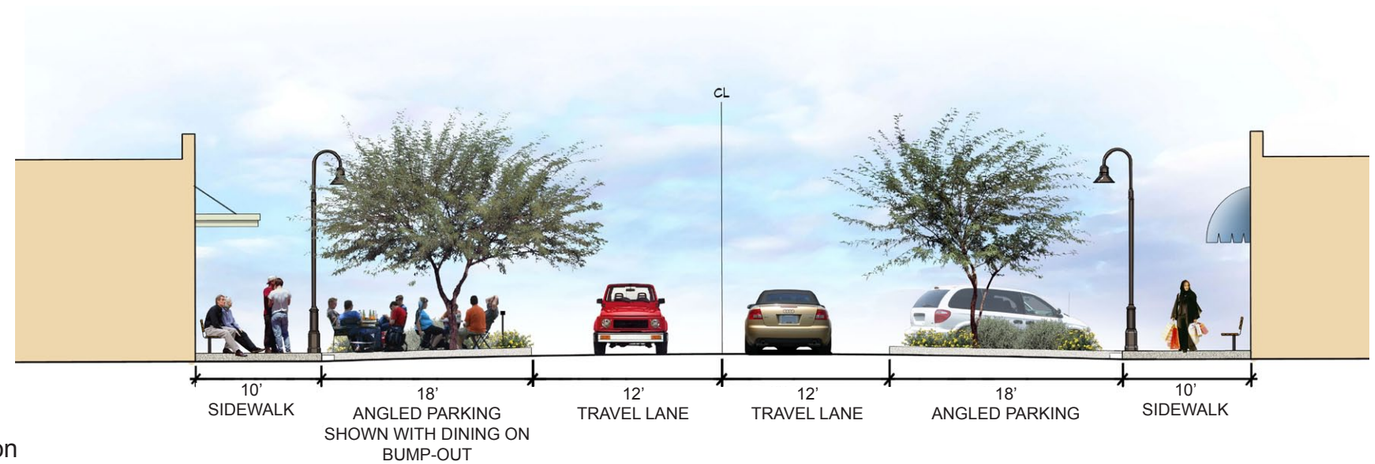
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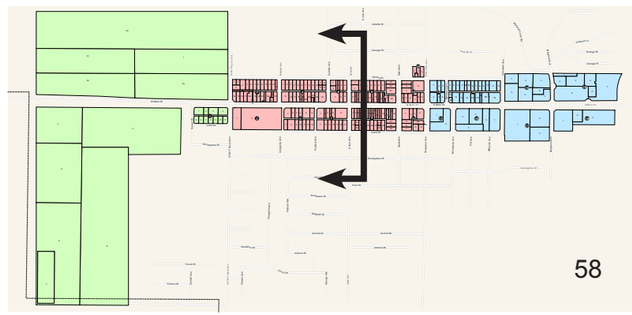


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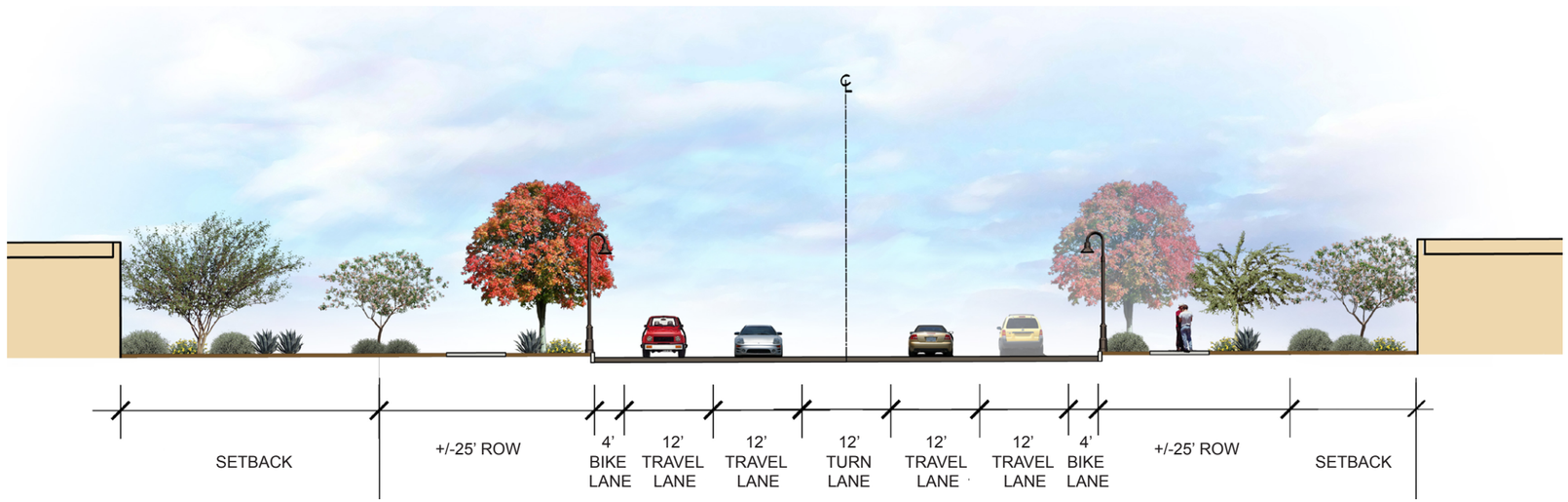
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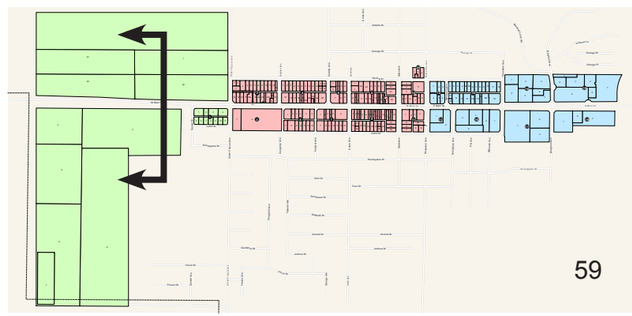


Plan



Section

KEY PLAN



2. Storm Water Drainage (Includes excepts from 2010 General Plan Update)

Because of the shallow water table, many topographically low areas in the Yuma Valley experience groundwater flooding. Windblown sand and agricultural activities generally erode any natural stormwater conveyances that may form. The corporate limits of the City of Somerton lie outside of the 100 year floodplain of the Colorado River, as shown on Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRM). Heavy rains cause flooding in the older, central portion of the City of Somerton due to a lack of adequate retention basins or storm drains and curbs, gutters, and sidewalks are either missing or inadequate.

The City of Somerton requires all new developments to provide stormwater retention facilities for the 100 year, 24-hour event runoff event. However, within the Redevelopment Area this Redevelopment Plan proposes, to the extent possible, that on-site storm water be conveyed to off-site retention facilities and that these off-site retention facilities are developed as useable open space.

Drainage infrastructure improvements that have been made to the Downtown were primarily associated with Main Street Retail Core and included the provision of storm sewers along Main Street connecting to the storm water detention/retention basin in the form of Perricone Park, formally an ADOT owned retention facility. Additional storm water drainage infrastructure improvements that are needed in the Redevelopment Area will primarily be located along Spring Street and Cano Street and their connections to Main Street. Some of these needed improvements can be and should be improved on a project-by-project basis as redevelopment projects are planned and developed. However, due to some localized flooding issues primarily associated with existing residential areas along these two streets within and adjacent to the Redevelopment Area that are not anticipated to experience redevelopment, but rather rehabilitation to existing homes, these improvements need to be completed by the City. Stormwater system improvements to these two streets are currently complete or will be completed along both Spring and Cano Streets as part of the currently ongoing reconstruction of these two streets by the City. Completion of the reconstruction of these two streets will be completed the during FY2012-13 time frame. These existing and newly completed drainage infrastructure improvements are highlighted further listed below:

- Newly Completed Project: Curb & gutter improvements to Spring Street between Somerton Ave and Columbia Ave and along Columbia Ave to Main Street. These improvements also included storm sewer inlets at the corner of Spring and Columbia and storm sewer pipe connection to existing facilities in Main Street.
- Newly Completed Project: Curb & gutter improvements to Cano Street between Somerton Ave and Columbia Ave and along Musgrove Ave to Main Street. These improvements also included storm sewer inlets along the south side of Cano and the west side of Musgrove, including storm sewer pipe connection to existing facilities in Main Street.
- Short-term Funded Project: Curb & gutter improvements to Spring Street between Somerton Ave and Caesar Chavez Ave and along Congress Ave between Spring Street and Main Street. These improvements also included additional storm sewer inlets along

both sides of Spring, including storm sewer pipe connection to existing facilities further west on Spring Street and to facilities in Main Street.

- Short-term Funded Project: Curb & gutter improvements to Cano Street between Somerton Ave and Caesar Chavez Ave and along Congress Ave between Eucalyptus Street and Main Street. These improvements also included additional storm sewer inlets along both sides of Congress, including storm sewer pipe connection to existing facilities in Main Street.

The completion of the above listed storm drainage facilities will complete the needed storm water facilities in the East Main Service Center and Main Street Retail Core Character Areas. Any further additions or modifications to this base system, would be the result of significant redevelopment within the two Character Areas and would be funded and constructed on a project-by-project basis.

In the West Main Employment Area storm water drainage and retention will be provided primarily by the provision of on-site retention facilities to be developed on a project by project basis. However, this Redevelopment Plan proposes that the City, working in concert with current property owners and developers plan and provide for a more comprehensive system of linear parks/open space/retention facilities to which on-site storm water would be conveyed and retained. This system would allow individual properties and projects to transfer their on-site retention requirements to this system, thus minimizing on-site requirements. More importantly, this comprehensive system approach would cluster the storm water retention requirements within the Employment Center into a desirable and much more usable system of open space. This proposed open space/retention system of planned drainage infrastructure improvements is further depicted on the West Main Employment Center Conceptual Development Plan as **Maps 6-1 and 6-2.**

Water and Wastewater (includes excepts from 2010 general plan update)

3. Water:

Somerton is located within the Colorado River's alluvial deposits of silt, sand, and gravel. The hydrogeological conditions of the area make groundwater a reliable (abundant) and renewable source of potable water with a high amount of total dissolved solids (TDS). The Somerton Water System Master Plan was finalize in February 2008. The 2008 Plan sets forth how the community should plan to meet the needs of the community as Somerton continues to grow over the next 20 years.

The Redevelopment Area is served by the City's primary water distribution system which has been designed and constructed to service existing and planned development within the Redevelopment Area. This main distribution system was designed to accommodate the future uses and intensity of development projected by the General Plan and regulated by the Zoning Ordinance. With the continued implementation of the City's Water Conservation Plan, which assists local residents to reduce water consumption, the amount of water that Somerton needs for future growth will be extended years into the future. On a project-by-project basis some water supply facilities may need to be replaced or enlarge to accommodate primarily the fire protection needs of future redevelopment projects.

In the West Main Employment Area water and wastewater facilities will be provided primarily within future street right-of-ways as part of the subdivision and future development of this mostly vacant land Character Area. The City, working in concert with current property owners and developers will plan, design and construct the facilities needed to service future growth within the Area.

4. Wastewater:

The City of Somerton's wastewater treatment plant consists of a Sequencing Batch Reactor (SBR) system, this process involves a single complete-mix reactor in which all steps of treatment occur, the SBR is a fill and draw activated sludge treatment process. Sequencing batch reactors can achieve combined carbon and nitrogen oxidation, nitrogen removal and phosphorous removal. The plant sits on 18 acres lying adjacent to the Yuma Main Drain at the southwest corner of the Redevelopment Area in the West Main Employment Center and is approximately 3/8 of a mile from the nearest residences.

The gravity collection system transports sewage from individual residences, businesses, and public facilities to the sewage lift stations. In general, the pipe slopes in the Somerton system are minimal because of the local topography and the high groundwater table, thus necessitating the use of a lift station - force main collection system.

The Somerton Wastewater Treatment Plant Phase III Expansion increases the treatment capacity of the plant from 0.8 MGD to 1.8 MGD Average Annual Day Flow and increases the Maximum Month Day Flow from 0.9 MGD to 2.5 MGD. The Wastewater Treatment Plant Expansion should support community growth within a 20 year planning horizon. The Redevelopment Area is adequately served by the City of Somerton wastewater infrastructure and treatment facilities; improvements and extensions to the existing systems to service individual redevelopment projects, especially in the Employment Center, will be needed on a project-by-project basis

5. Private Utilities

Throughout the Downtown Redevelopment Area are existing above ground and below ground utility lines, accommodating electric, and gas and communications facilities. Where applicable and economically feasible, the goal is to underground these utilities, while maintaining and enhancing service to the residential and commercial users. Above-ground electrical and communication lines create aesthetic conflicts with the Downtown Redevelopment Plan and General Plan goals and substantially impact the character of commercial and residential properties. Existing private utilities distribution and capacities in the Retail Core and East Main Service Center appear to be adequate to meet the needs of the proposed future development depicted on the Conceptual Development Plans for these Areas (**Maps 4 and 5**). However, the West Main Employment Center, as conceptually depicted on **Maps 6-1 and 6-2** will require the planning, design and construction of substantial power and communication infrastructure development. Ensuring that the Employment Center provides the most state-of-the-art power and communications infrastructure will provide a sound basis for marketing this Area to the type of major employers desired in this Area.

H. PROGRAM ACTIVITIES TO ACHIEVE PLAN OBJECTIVES

Planning Area Development Strategy

The City of Somerton intends to complete the Downtown Area Redevelopment Program as presented. The strategy will be to:

- Identify the causes and severity of existing problems and potential problems.
- Prescribe approaches to resolving those problems.
- Propose a development scenario that will improve the Redevelopment Area.
- Utilize public/private partnerships wherever possible, with the emphasis on private funding.
- Use municipal, state and federal funding to incentivize new private development.

The following program activities will be utilized to achieve the goals objectives of the Somerton Downtown Redevelopment Plan.

1. Transportation

Vehicular access to the redevelopment area and circulation within the area is critical to the positive development of the area. The City of Somerton will pursue transportation improvements in cooperation with other governmental agencies, private developers and businesses. The planning process, private development funds, intergovernmental grants-in-aid and the City of Somerton Capital Improvements Program are the primary tools.

The Redevelopment Area will be promoted as a public transit corridor. The preferred location for new transit facilities is on Main Street, Somerton Avenue and César Chavez Avenue. Transit stops should be located for maximum convenience, safety and accessibility.

2. Structural Renovation and Property Reinvestment

The Somerton Downtown Redevelopment Area is in one of the oldest sections of the City and contains structures that have been built over the last hundred years. Some of the commercial and residential structures in the area are in disrepair due to deferred maintenance, other sites are underutilized or underdeveloped and many businesses and/or the structure in which they are located, suffer from economic obsolescence. Renovation of these existing structures should and will be encouraged, where structurally and financially feasible. The renovation of these existing structures will help to maintain some of the historical character of Main Street and provide continuity to the community's past, while providing a strong foundation for future development. Through renovation, the appearance of the area will be improved and more positive development can be attracted to the Redevelopment Area.

The following activity will be pursued and will involve individual property owners, business tenants, downtown financial institutions, and City and design professionals. The primary tools available include business and financial institution cooperation, property owner and tenant commitment, voluntary participation, private sector funding and intergovernmental grants. Participation in these programs will be voluntary in nature and individual programs may need to be individually tailored through the use of Development Agreements to meet the needs and circumstances of individual properties or property-owner or business owner.

- In cooperation with the financial institutions, create and implement a commercial revitalization loan pool that would provide loan capital at less than market rates to property owners and/or business tenants for store front and interior remodeling and business expansion. Loan eligibility will be limited to Redevelopment Area businesses and some additional conditions may be applied to participation in the program.
- The City will continue to use the federally funded Community Development Block Grant Program (CDBG) to assist qualified homeowners with the rehabilitation, relocation and/or replacement of their residences. Properties located within the Redevelopment Area will be provided the highest priority.

3. Public Development Projects

Efforts will be made to encourage the public sector to construct appropriate capital projects in the Redevelopment Area. The planning process, public financing and persuasion will be used to encourage both the public and private sectors to improve the area. Following are activities which will be pursued.

- Continue to plan, design, and finance the construction of a New City Hall complex within the Main Street Retail Core. Included in this City Hall project will be the acquisition and development of land for both buildings and additional public parking.
- Promote the future joint development of a combined community park/recreational/ high school educational complex, north of Main Street and west of Cesar Chavez Avenue in the West Main Employment Center character area.
- Plan, design and finance the construction of a system of linear park/retention areas throughout the West Main Employment Center character area.
- Promote the continued development of parks, open space, public places and improved streetscape throughout the Redevelopment Area, with priority given to the completion of the Retail Core streetscape and public parking.
- Continue to monitor City Zoning, Land Use and Building Safety regulations in order to encourage the redevelopment and improvement of the Redevelopment Area in accordance with this Redevelopment Plan.

4. Private Development

New development of high quality residential and commercial projects is necessary to revitalize the Redevelopment Area and prevent economic decline. The following activities will be pursued

and will involve private developers, investors, financial institutions, and the City and redevelopment area property owners. Private financing, industrial and municipal development bond financing, intergovernmental grants-in-aid, and tax abatement will be the primary tools. Cooperation among developers, property owners, financial institutions and the City will also be promoted.

- Assist developers and investors in the process of project identification, economic feasibility analysis, acquisition of property, development planning, securing financing and obtaining necessary permits for development projects in appropriate Redevelopment Area locations.
- Identify, attract and assist appropriate businesses to locate in the Redevelopment Area. Identify appropriate locations for sale or lease to these businesses and provide additional assistance as necessary.
- Assist and encourage redevelopment area property owners to identify appropriate end uses for property, find buyers where desired, renovate existing structures and pursue new development when appropriate.

5. Information, Communication and Public Relations

Maintaining effective communications with and providing up-to-date information to the public, government and private sector decision-makers, business people and potential investors and developers is critical to a comprehensive Redevelopment Area development program. Efforts should be made to keep all interested individuals and organizations appraised of trends, development and activities related to the Redevelopment Area development program. In order to raise pertinent issues, develop consensus and maintain progress. The following activities will be pursued and will involve business people, financial institutions, the Chamber of Commerce, property owners, government, private developers, and potential investors. The primary tools will be the planning process, local news media publication of specific information and Somerton's participation in the Community Development Block Grant Program.

- Publish a periodic newsletter which will report on current activities, happenings and accomplishments associated with the Redevelopment Area.
- Promote the Redevelopment Area by sending media releases to the local media when noteworthy events happen or when milestones are reached in the redevelopment process.
- Periodically update the specific information developed in the Redevelopment Plan to show changes and adjust as necessary.
- Maintain a continuing dialogue with Federal, State, County and local government decision-makers, developers, investors, businesses, property owners, residents and service organizations to articulate and develop an understanding of the needs, assets and opportunities in the Redevelopment Area. Develop public presentations, speeches and media presentations for this purpose.

6. Incentives for Redevelopment.

When this Redevelopment Plan is formally adopted by the City Council, certain economic development tools become available for use in the Redevelopment Area. The economic development tools are included and more fully outlined in the Redevelopment Plan

Implementation Strategy, attached to this Plan as Exhibit 3. Some of these tools which may be available include:

- **A temporary lessening of property taxes.** This may be in the form of a Government Property Lease Excise Tax which involves the City of Somerton temporarily holding ownership of the property and leasing back to the private developer.
- **Assembly of land parcels.** The City of Somerton may assist in the assembly of redevelopment project site by purchasing the parcels, disposition of the land will be through a Request for Proposals (RFP) process to select a "preferred developer".
- **Rebate or reduction of development fees**. The City of Somerton may reduce and/or rebate development fees or any other fees required to be paid in connection with the construction, expansion or redevelopment of a commercial, employment or industrial project, including, but not limited to planning and zoning fees, engineering fees, and building permit fees.
- **City sales tax rebate** for the development of public/quasi-public infrastructure and economic development.
- **Direct financial participation** in acquisition, relocation, demolition and environmental mitigation of real estate utilizing federal or City funding as available.
- **Direct City participation** in the provision of public/quasi-public onsite/offsite infrastructure with federal or City funds as available.
- **Enterprise zone tax incentives** are available to qualified businesses that are certified by the Arizona Department of Commerce.

III
SPECIFIC TECHNIQUES TO BE USE TO ACHIEVE PLAN GOALS AND OBJECTIVES

The City of Somerton may take a wide array of other actions to achieve the goals and objectives of this Downtown Redevelopment Plan. These include but are not limited to the following actions.

A. Continuing Planning

The City shall continue efforts to assess and respond to changing market conditions, needs, and desires of residents, property owners, and institutions in the Redevelopment Area within the guidelines of this Downtown Redevelopment Plan. The City may also participate in these planning efforts with other public and private interests to accomplish the objectives of this Plan.

B. Technical Assistance and Counseling

The City may provide technical assistance and counseling to property owners, occupants, and institutions within the Redevelopment Area regarding the methods and impacts of the implementation of this Plan. The City may aid in the preparation of development proposals, coordinate proposals with other agencies on a formal and informal basis, counsel property

owners and tenants on available assistance, and prepare educational and informational documents which aid in the achievement of the objectives of this Plan.

C. Provision of Public Services

The City will provide a level of public service within the Redevelopment Area that is consistent with that provided elsewhere in the City. These services may include police, fire, health, social services, insurance, counseling, and other types of services, which support the objectives of this Plan. The City may also participate in the planning and the establishment of an Enhanced Municipal Services District or Business Improvement District, should the property owners within the Redevelopment Area wish to establish EMSD or BID for the purposes of organized management and promotion of the District. The City will also financially participate in such a district, if established, by allowing the City owned property to be assessed in accordance with any adopted district assessment diagram.

D. Rehabilitation

1. General

Owners of property designated as rehabilitation feasible or questionable will be encouraged to pursue rehabilitation of those structures. This is contingent upon the buildings being structurally capable of being brought up to rehabilitation standards. Also, the property must be compatible with this Redevelopment Plan and meet applicable codes & ordinances. The long term economic feasibility of such rehabilitation should be carefully evaluated.

2. Rehabilitation Standards

All properties designated for rehabilitation shall be upgraded in compliance with applicable codes and ordinances of the City of Somerton, which are incorporated by reference as part of this plan, including:

- Somerton Zoning Ordinance - as amended
- Uniform Building Code - as amended
- Uniform Mechanical Code - as amended
- Uniform Plumbing Code - as amended
- Uniform Housing Code - as amended
- 2003 Uniform Fire Prevention Code (NFPA 1) - as amended
- The City of Somerton Housing Rehabilitation Program, Standards for Rehabilitation

Non-Conforming Planning Criteria and Standards

The criteria and development standards outlined above will apply in the Downtown Redevelopment Area, unless modified by this Plan or other standards emanating from this Plan. They shall provide the guidance required for such issues as density, land coverage, setbacks, building height, landscaping, parking, and other aspects of development. At the same time, existing property conditions and specific economic conditions of individual properties and uses may preclude the full and immediate compliance to all City ordinances and codes that full rehabilitation of existing buildings and uses my normally require. The City wherever possible will encourage the rehabilitation of existing buildings and uses and work with individual property and business owners toward full code compliance, while recognizing that partial or

delayed compliance to **non-life-safety code provisions and ordinances** is still better than no compliance and no rehabilitation or reuse of these properties. Efforts will be made to update or supplement the City's code and plans as necessary to facilitate and provide a sound regulatory framework for encouraging the revitalization of existing properties and/or new development in accordance with the goals of this Plan. Some of these updates and supplements include:

- **Phased Application of Development Improvement Standards for Existing Buildings and Non-Conforming Uses:**

Many properties and existing buildings within the Redevelopment Area contain numerous violations or non-conformities to current City codes and ordinances. But, the full correction or elimination of these violations or non-conformities may be beyond economic capability of the property and use of the property to support. The City of Somerton may enter into Redevelopment Agreements or revitalization contracts with the property owner to temporarily reduce or phase-in compliance with such standards for an individual existing structure or use if it is determined that all of the following apply:

a) The improvements planned to the existing structure or property will further the goals of this Redevelopment Plan.

b) The rehabilitation of the structure cannot feasibly be made to comply because of existing site, use, or other physical limitations.

c) The reduction of such standard will not have an adverse effect on the Redevelopment Area.

d) The remaining economic life of such structure shall not be less than twenty (20) years.

e) The reduction of such standard will not otherwise adversely affect the health, safety or welfare of the occupants of the structure or of the Redevelopment Area.

- **Main Street Retail Core - Off-Street Parking Provisions:**

Off-street parking in the Main Street Corridor (MSC) zoning district within the Main Street Retail Core shall be provided in accordance with **Section 13** of the City of Somerton Zoning Ordinance, Off-Street Parking and Loading regulations as modified as follows:

(a) For buildings erected with building permits issued on or before October 7, 2008, no off-street parking shall be required, however any existing off-street parking previously provided for such buildings shall be maintained in accordance with **Section 13(C)(k)** of the Zoning Ordinance;

(b) For buildings containing 5,000 square feet or less gross floor area, erected with building permits issued after October 7, 2008, or for expansions of existing buildings and uses not exceeding 25% of the total existing square footage, no off-street parking shall be required; and

(c) For change of use of up to 5,000 square feet in existing buildings, no additional off-street parking shall be required, however any existing off-street parking previously provided shall be maintained in accordance with **Section 13(C)(k)** of the Zoning Ordinance; and

(d) For buildings containing more than 5,000 square feet gross floor area, erected with building permits issued after October 7, 2008, off-street parking shall be provided for the portion of the building in excess of 5,000 square feet as required by **Section 13** of the Zoning Ordinance or pay a cash-in-lieu Parking Payment of $2500 per space for required parking not provided. The cash-in-lieu of payment shall be due at initial occupancy of

the building, unless a Development Agreement or extended payment plan is approved by the City altering this provision. These in-lieu-of-parking funds should be deposited in a "Special Fund" designated for parking and other improvements, within the Redevelopment Area, at the discretion of the City Council.

Additional controls and limitations may be applied to any property acquired and disposed of by the City, or for which any public assistance in development and rehabilitation is provided. Standards for building intensity, land coverage, and other features of development shall be such as to help in the achievement of Redevelopment Plan objectives, and to accomplish goals of this Redevelopment Plan.

E. Preparation of Land for Redevelopment

The City shall undertake a variety of actions, which support the goals and objectives of this Redevelopment Plan, within the Planning area to prepare land for redevelopment. These may include the following actions.

1. **Acquisition** - The City may, through negotiation, purchase, lease, obtain options on, acquire by gift, grant, bequest, devise, eminent domain or any interest therein, together with any improvements thereon, any necessary or incidental real or personal property within the Redevelopment Area. Pursuant to the Ordinance adopting this Redevelopment Plan the City will not use eminent domain authority to acquire property or interest therein for strictly economic development purposes. However, as a measure of last resort and pursuant to State statue the City may consider and utilize its eminent domain powers when pursuing the acquisition of real or personal property for a define public purpose in pursuing the goals and objectives of this Redevelopment Plan. Such public purposes include, but are not limited to, acquisition of property for development of public and quais-public facilities, streets, infrastructure, parks, plazas, etc. necessary to carry out the implementation of this Redevelopment Plan.
2. **Clearance and Land Preparation** - The City may hold, improve, clear, or prepare for redevelopment any such property acquired by the City. The City, as a redevelopment incentive may participate in the clearance of slum and/or blighted conditions from privately owned property without the acquisition of the real property, when the removal of such conditions is necessary element of the redevelopment of the property.
3. **Disposition** - The City may sell, lease, exchange, transfer, assign, subdivide, retain for its own use, mortgage, and pledge or otherwise encumber or dispose of any real or personal property or any other interest therein of property owned or acquired within the Redevelopment Area.
4. **Contracts** - The City may enter into development agreements or contracts with redevelopers of property containing covenants, conditions, and restrictions regarding the use of such property for residential, commercial, or other purposes as outlined in this Redevelopment Plan.
5. **Covenants** - The City may make any of the covenants, conditions, and restrictions of the foregoing contracts to run with the land, and provide appropriate remedies for any breach of any such covenants, conditions or restrictions including the right of the

municipality to terminate such development agreements or contracts and any interest in the property created pursuant thereto.

6. **Subdivision** - The City may subdivide, vacate, re-subdivide, or otherwise change the recorded arrangement of property under its control.

F. Relocation

Families and businesses displaced as a result of property acquisition by the City within the Redevelopment Area shall be relocated in accordance with the Arizona Revised Statutes and, when Federal funds are used, the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970. The City may also, but is not required to do so, provide relocation assistance to families and businesses displaced by private party acquisition of property within the Redevelopment Area, when such acquisition is integral to a redevelopment project, in which the City is a participant pursuant to a development agreement between the City and the private party acquiring the property.

G. Removal or Installation of Public Improvements and Facilities

To achieve the goals and objectives of this Redevelopment Plan, the City may arrange or contract for the removal, furnishing or repair, by persons or agencies, public or private, for services, privileges, works, streets, roads, landscaping, and streetscape improvements, public utilities or other facilities required. These arrangements may include contractual responsibilities of redevelopers to provide public improvements as a condition of redevelopment agreements with the City.

H. Property Disposition

Within the Redevelopment Area the City shall undertake a variety of actions to dispose of or convey an interest in property for redevelopment, which support the goals and objectives of this Redevelopment Plan. These may include the following actions.

1. **Transfer of Property Interest** – Interest in City property owned or interest in property acquired, may be sold, leased, exchanged, or otherwise transferred to any redeveloper for residential, recreational, commercial, or other uses, both public and private in support of the goals and objectives of this Redevelopment Plan. By way of example: conveyance of an interest in City owned property (easement or license) may be provided to an owner of a restaurant for the purposes of providing a sidewalk café on city owned sidewalk in support of the redevelopment of the property containing or establishing the restaurant in accordance with an approved plan and development agreement.
2. **Transfer Restrictions** - City property may be transferred subject to such covenants, conditions, and restrictions as are deemed to be in the public interest or necessary to carry out the objectives of this Redevelopment Plan.
3. **Fair Value** - City property shall be transferred at its fair value for uses proposed in accordance with this Redevelopment Plan. Fair value may be less than the cost of acquiring

and preparing the property for redevelopment, which may not represent the commonly referred to "market value". In determining fair value, restrictions on the property and the covenants, conditions, and obligations assumed by the redeveloper of the property shall be considered, including the economic value and development stimulus value that the project may provide directly or indirectly to the Redevelopment Area.

4. **Public Offering** – In general, City real property within the Redevelopment Area shall be transferred only after public advertising for bids or proposals has been made for at least thirty (30) days or under such reasonable competitive bidding procedures as the City prescribes. Title to real and personal property conveyed by gift, grant or donation to the City pursuant to a development agreement between the property owner as redeveloper and the City for the purposes of providing a redevelopment project with economic development incentives provided by the Government Property Lease Excise Tax provisions of State Statute (ARS 42-6201 et.al) may be reconveyed by the City to the redeveloper, or successor(s), in accordance with the State statute and the development agreement without public offering or bidding.

5. **Temporary Use** - The City may temporarily operate and maintain acquired real property in the Redevelopment Area pending disposition of the property for redevelopment, for uses and purposes deemed desirable even though not in conformity with this Redevelopment Plan. Example: use of an acquired and cleared property as a temporary parking lot, without fully developing the parking lot in accordance with all zoning and development code requirement. The City, by City Council resolution, shall publicly define the length of the temporary utilization of the property.

6. **Other** - Additional and specific information may be included in Land Sales Offering documents pertaining to property offered for redevelopment or development agreements negotiated with private parties as the result of such offering.

I. Non-Discrimination Provision

The property within the Redevelopment Area shall not be restricted as to the sale, lease, use, or occupancy upon the basis of race, sex, religion, color, or national origin.

J. Effective Periods of Controls – Extensions

The provisions and requirements outlined in this Redevelopment Plan shall be in effect for twenty (20) years from the date of recordation of this Redevelopment Plan; except that the non-discrimination provision shall be in effect in perpetuity. The Redevelopment Plan and its provisions and requirements, or any part of them thereafter may be extended for additional, successive ten-year periods.

K. Financing and Cost of Development Projects

1. Financing

Financing of redevelopment activities will come from one or more of the funding sources listed below:

a) Federal funds and grants, (Community Development Block Grants); **b)** State funds and grants, (Department of Commerce, Greater Arizona Development Authority);

c) Redevelopment District Bonds issued pursuant to State Statute ARS 36-1481

d) Revitalization District Bonds issued pursuant to State Statute ARS 48-6801 et.al.

e) City General Obligation Bonds issued pursuant to a voter approved initiative in support of the Downtown Redevelopment Area.

f) City Development and Expansion Funds for those projects directly related to such accounts;

g) City Development Fees;

f) Private funding;

g) Industrial Development Authority Financing for qualified projects;

h) Taxes levied by an Enhanced Municipal Services District, Business Improvement District or Community Facilities District;

i) City and other taxing jurisdictions revenues generated within the Redevelopment Area;

j) Existing and new improvement districts for benefited projects;

k) Grants and other funds received by the City for qualified projects;

m) Any other source of funding available to the City for use for Redevelopment Area projects.

2. Cost

It is the City's goal to conserve public resources to the maximum extent possible, by relying on privately funded redevelopment to carry out the goals and objectives of this Redevelopment Plan whenever feasible. The City will assist private redevelopment projects in accordance with federal and state laws and the codes, ordinances and policies of the City. In particular, the City will utilize its economic development incentives policies contained in Implementation Strategy, attached to this Redevelopment Plan as **Exhibit 3**, to guide its support of private redevelopment investments.

L. Procedure for Changes in Approved Plan

This Somerton Downtown Redevelopment Plan may be amended from time to time upon compliance with the requirements of law, provided that, in respect of any land in the Downtown Redevelopment Area previously disposed of by the City of Somerton for use in accordance with this Downtown Redevelopment Plan, the City receives written consent of the owner of such land if the interest therein of the owner is materially affected by such amendment. Where a property has been redeveloped in conformance with this Redevelopment Plan, steps may be taken to request that City Council adopt a resolution deleting the property from the redevelopment area designation. All property owners within three hundred (300) feet of the Downtown Redevelopment Area boundaries shall be notified in writing thirty (30) days prior to a public meeting where an amendment to this Downtown Redevelopment Plan is being considered.

IV.
STATUTORY REQUIREMENTS

REDEVELOPMENT PLAN CHECK LIST

The City of Somerton is complying with Arizona Revised Statute §36-1479 by including in the Downtown Redevelopment Plan the following items and statements. **Unless specified otherwise, all supporting documentation for the statements is included in this** Redevelopment **Plan.**

1. **A statement of the boundaries of the Redevelopment Area**.

2. **A map showing the existing uses and conditions of the real property therein**.

3. **A land use plan showing proposed uses of the area.**

4. **Information showing the standards of population densities, land coverage, and building intensities in the area**. These are located in published statistical data in the General Plan, Zoning Ordinance, and Land Use Plan support data available in the City's Community Development Department.

5. **A statement of proposed changes, if any, in zoning ordinances or maps, street layouts, street levels or grades, building codes and ordinances.**

6. **A statement as to the kind and number of Downtown improvements and additional public utilities that will be required to support the land uses in the area after redevelopment.**

7. **A statement of the proposed method and estimated cost of the acquisition and preparation for redevelopment of land within the** Redevelopment **Area and the estimated proceeds or revenues from disposal to redevelopers.**

8. **A statement of the proposed method of financing the Redevelopment Area.**

9. **A statement of a feasible method proposed for the relocation of families to be displaced from the Redevelopment Area.**

APPENDICES

Exhibit 1: General Description of Redevelopment Area
Exhibit 2: Design Guidelines
Exhibit 3: Implementation Strategy

Exhibit 1

GENERAL BOUNDARY DESCRIPTION
OF
SOMERTON DOWNTOWN REDEVELOPMENT AREA

BEGINNING AT A POINT on the north right-of-way of East Main Street (US Highway 95) at a point which is the south east corner of Yuma County Assessor's parcel (YCA) number 147436406800;

Thence, continuing north easterly along the east boundary line of said YCA parcel number 147436406800 to the north east corner of the parcel;

Thence, continuing westerly along the north boundary line of said YCA parcel number 147436406800 to the north west corner of the parcel and continuing along the north boundary lines of YCA parcels numbers 147436406500; 147436406400; 147436412200; continuing westerly, crossing over the right-of-way of North Bingham Avenue and continuing westerly along the north boundary lines of YCA parcels numbers 147436411600 and 147436308000 to point on the east right-of-way line of North Columbia Avenue;

Thence, south along said east right-of-way line of North Columbia Avenue to its intersection with the north right-of-way line of East Spring Street;

Thence, west along said north right-of-way line of East Spring Street to its intersection with the west right-of-way line of North Somerton Avenue, which is also the south east corner of YCA parcel number 147436203600;

Thence, north along said west right-of-way line of North Somerton Avenue and YCA parcel number 147436203600 to the north east corner of said parcel;

Thence, west along the north boundary lines of YCA parcels numbers 147436203600; 147436203500; 147436203300 to the north west corner of YCA parcel 147436203300;

Thence, south along the west boundary line of said YCA parcel 147436203300 to its intersection with the north right-of-way line of West Spring Street;

Thence, west along said north right-of-way line of West Spring Street its intersection with the west right-of-way line of North Cesar Chavez Avenue;

Thence, north along said west right-of-way line of North Cesar Chavez Avenue to its intersection with the north boundary line of YCA parcel 147433301600;

Thence westerly along the north boundary of said YCA parcel 147433301600 to the north west corner of said parcel;

Thence southerly along the west boundary of said parcel to its south west corner, which is a point on the north right-of-way line of West Main Street (US Highway 95);

Thence continuing southerly across the right-of-way of West Main Street to the north west corner of YCA parcel 147520100300;

Thence, southerly along the west boundary line of said YCA parcel 147520100300 to the south west corner of said parcel, which is also the north west corner of YCA parcel 147520101700;

Thence, southerly along the west boundary of said YCA parcel 147520101700 to its south west corner, which is a point on the north right-of-way line of County 16 ½ Street S.;

Thence, easterly along said north right-of-way line of County 16 ½ Street S. to its intersection with the east boundary line of YCA parcel 147520102000;

Thence, northerly along said east boundary line of YCA parcel 147520102000 to a point approximately 635 feet south of the south right-of-way line of West Main Street (US Highway 95);

Thence, easterly along the easterly extension of the boundary line of said YCA parcel 147520102000 approximately 680 feet to the south east corner of said YCA parcel 147520102000;

Thence, northerly along the east boundary line of said YCA parcel 147520102000 a distance of approximately 635 feet to the north east corner of said YCA parcel 147520102000 and its intersection with the south right-of-way line of West Main Street (US Highway 95);

Thence, east along said right-of-way line of West Main Street (US Highway 95) to its intersection with the west right-of-way line of South Sunset Avenue;

Thence, south along said west right-of-way line of South Sunset Avenue to its intersection with the south right-of-way line of West Cano Street;

Thence, east along said south right-of-way line of West Cano Street, to its intersection with the west right-of-way line of South Cesar Chavez Avenue;

Thence, south along the west right-of-way line of South Cesar Chavez Avenue to its intersection with the south right-of-way line of the continuation of West Cano Street;

Thence, east along the south right-of-way line of the continuation of West Cano Street to its intersection with the west right-of-way line of South Somerton Avenue;

Thence, continuing east, crossing South Somerton Avenue and along the south right-of-way line of East Cano Street to its intersection with the east right-of-way line of South Columbia Avenue at a point on the west boundary line of YCA parcel 147520801900;

Thence, southerly along said west boundary line of YCA parcel 147520801900 to the south west corner of the parcel;

Thence, easterly along the south boundary line of said YCA parcel 147520801900 and continuing easterly along the south boundary line of YCA parcel 14752080200 to its intersection with the west right-of-way line of South Bingham Avenue and continuing easterly across the right-of-way of South Bingham Avenue to its east right-of-way line;

Thence, north along said east right-of-way line of South Bingham Avenue to its intersection with the south boundary line of YCA parcel 147520804500;

Thence, easterly along said south boundary line of YCA parcel 147520804500, and extending said south boundary line easterly to its intersection with the west right-of-way line of South Avenue E;

Thence, north along said west right-of-way line of South Avenue E to its intersection with the south boundary line of East Main Street (US Highway 95);

Thence, crossing the right-of-way of East Main Street (US Highway 95) to a point on the north right-of-way East Main Street (US Highway 95) at the south east corner of YCA parcel number 147436406800 and the Point of Beginning.

Exhibit 2

City of Somerton

Downtown Design Guidelines

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Section One: Purposes and Intent

These Design Guidelines (these "**Guidelines**") are discretionary criteria which are used in the City's design review of project proposals. They are intended to encourage high quality building and site design that compliments the architecture, landscapes, hardscape, history and culture of Downtown Somerton and ensures the functionality of the built environment. The City of Somerton desires to continually upgrade commercial, industrial and multi-family projects within its Downtown Redevelopment Area and has identified a number of characteristics to achieve the objective. These Guidelines are to advise architects, planners, developers, property owners, business owners and other users on the criteria that will be used in reviewing the design quality of development plan applications.

The guidelines set forth herein are purposefully general in nature and avoid dictating specific design treatment although the preference is to encourage projects that support styles associated with the southwest environment and the eclectic mix of architectural styles that are present within the Downtown. The belief is that creativity and design expertise lies more appropriately with the private sector and that the proper role of the City is to ensure uniform and fair application of these Guidelines.

These Guidelines are primarily applicable for all new construction and external rehabilitation of structures within the MSC zoning district of the Main Street Retail Core, but may also be utilized to guide development within the East Main Service Center and West Main Employment Center of the City's Downtown Redevelopment Area. Because of the variance in

the size and nature of such projects, it is not possible to develop a list that can be used for every site. Therefore, not all of these Guidelines will apply to every application. Some guidelines describe situations that will only occur in large projects and will clearly not be applicable to small rehabilitation projects on small parcels. Other guidelines will only be used for specific types of commercial uses or at specific locations. However, most of these Guidelines can still be achieved, regardless of project size, type or location.

Section Two: Core Design Principals.

A. Genuine Character. With commercialized homogenization of cities across the nation it is now evident that many major cities look more like each other than they do the places they are in. Unique places are increasingly hard to find and, in part because of this, are highly sought after. Urban places quickly succumb to these market forces that nearly always yield predictable, standardized environments. These universal environments are nearly always dehumanizing as the outcomes are always scripted and the same.

Creating unique character is as much an act of defining what a place should be as it is a process of constantly protecting and enforcing that vision. Defining what it is about a place or region that is special, unique and unlike any other place is the first step. Translating this into ideas about the physicality of place and space requires defining the special places, building types, styles, architectural details and urban form as well as the activities of commerce and special events. The emerging framework becomes the basis for directing the growth and development of a place with a strong, unique identity in a world of placeless places. This sense of place, or walkable urbanity, becomes as much a draw for visitors and future residents as any other factor and is critical to the creation of a healthy community.

This process or strategy of creating a unique character for Downtown Somerton arose from the public involvement and visioning process of General Plan 2010, a strategy to concentrate on the positive aspects of the community, accentuate and market to area residents the values of small-town life style and strive to get the City to position itself as the "Quality over Quantity" community. This strategy envisions the City of Somerton not trying to directly compete on all fronts against its larger neighboring communities, but focus on its positive attributes and small-town sense of community to become the, "Best Place to Live in Yuma County". The creation of a unique character of the built environment of Downtown Somerton will help achieve the community's vision.

B. Authenticity. The best places evolve over long periods of time. Layers upon layers of development and construction chronicle the values of the people who have lived in a place over many generations. Ideas about community and cultures are manifest in the buildings and places created by these people throughout the City's history. The physical manifestation of this process of accretion and organic growth is found largely in the texture of the buildings and places. If only due to changing methods of construction, or shifting ideas of building types over generations, an eclectic and highly textured pattern of building and block form are nearly always evident. Further, older places (and older construction methods) are often found to be more substantial than newer ones. This sense of "building a future history" includes creating

buildings and spaces that will, physically, stand the test of time. Recognizing where Somerton has been, and where it wants to go, is essential to the City's long term success. The more people can identify with the values and meaning of a place, the easier it is for them to identify with and participate in its growth. People are far less inclined to feel connected to a place or thing that is contrived or unnatural. Downtown Somerton enjoys an eclectic mix of infrastructure and building stock that will help to create a place that is appropriate and rooted in the City's and region's past. To be mindful of its existing resources is central to the idea of a powerful foundation upon which to continue to build and revitalize the City. Quality of construction is critical to creating a place that resonates with residents and visitors as something unique and authentic. The buildings should appear that they have been there for a long time and will continue to be around for an even longer time. This simple act of creating quality buildings can immediately create a sense of continuity and history.

C. Diversity. One of the best means to secure authenticity of place is to acknowledge and embrace its inherent diversity. From building and architectural references to cultural values and historical references, the incorporation of diversity naturally reinforces the idea of a heterogeneous place that is fused with the unique sense of place that is Somerton. This idea of diversity is not only central to the idea of democracy, but also key to sound planning principals. Too often, diversity is squeezed out in favor of a desire to cater to the least common denominator in order to maximize profitability and standardize the implementation of development agendas. Incorporation of diversity ignites imagination and produces a rich context and social exchange that supports cultural and commercial pursuits.

D. Regional Character. In our sometimes inhumane desert climate, it is critical to create places that offer refuge from the often harsh climate. It is also important to create places that take advantage of the weather that draws visitors and residents and is the basis for much of our state's tourism. The Downtown should be focused on people first. Although we deal with the (current) reality of cars and forces like big-box retail, the metric by which decisions are made is always the comfort of the human being; the qualitative aspects of the pedestrian environment Downtown. The scale of construction and diversity of development are central to this idea. The presence of shade and sunlight, humane amenities, and space variety for people is essential to the creation of places with desirable character. The creation of ample and varied open spaces for social interaction is important in considering the shape of the Downtown's fabric. The rich, varied, and intense scale and texture of the pedestrian environment lies at the intersection of these human design factors and requires a great deal of attention to detail and design to achieve a truly humane character.

E. Density. The concentration of a large number of people in the urban core ensures not only that the Downtown area is vibrant, active and prosperous, but also that land needed for traditional, suburban residential development is given over to better public purpose (parks, recreation, preserve, etc…). Also as apposed to lower density suburban models, the idea of density works hand-in-hand with an agenda for diversity. Dense urban places are, by nature, diverse and thereby more democratic in nature; more experientially exciting. And that, in the end, is what the focus of creating downtowns is all about – experience.

F. Sustainability. Sustainability, as an idea, applies to more than just the creation of buildings that are mindful of energy consumption and environmentally responsible construction practices. It has been suggested that 90 percent of the world's energy is consumed in the construction, habitation, maintenance, operation and renovation of buildings. It's not hard to see that this is true when you think about all that goes into creating buildings and infrastructure for cities. When you examine the notion of sustainability, one must expand the definition to include the intelligent design and quality construction of buildings. Many of today's commercial buildings in the United States are built with an extremely short life expectancy. The notion of planned obsolescence is at odds with the creation of both a unique and authentic place and a sustainable city. Buildings must be designed and built to have long life spans. The idea of sustainability should also certainly include the concept of adaptive reuse of buildings over time. Measured against the consumption of resources required for demolition of an existing building and the construction of a new one to suit a different purpose; the adaptive reuse of a building is an extremely responsible concept. This is inexorably tied to the creation of quality buildings and intelligent design that builds-in flexibility for different future uses to enable future adaptation. Sustainability is also linked to diversity in the same way a diverse financial portfolio is wise for long-term investments. The broader the platform upon which a community is built, the more able it is to adapt, change, and survive over the long-term.

G. Civic Art. Public art is an integral part of the way in which the story of the City's past can be told. It can be used to acknowledge the City's spirit. Public art can also mark important locations within the Downtown as a means of navigation and anchoring. This can also be a means for expression of a community's values and its commitment to diversity, preservation and continuity of its history. In this way, public art expresses and celebrates all that is unique about the community. It creates a link to the City's past and a vehicle to its future. By educating successive generations, public art informs and enables the continuation of tradition and assures the ongoing creation of future history. Public art is one key to the discovery of the City by both citizens and visitors.

H. Open Space. Open Space, at its most basic definition, is the non-built environment. It is often regarded as an amenity to the surrounding built environment. It is important to realize that open space has many scales. Our ideas about open space should be different in an urban context than in a regional one. Regional open space plan is effective for preserving land for recreational use that is free from buildings, paving and other infrastructure, especially when natural resources are included in the preservation. However, there is valuable open space to be enjoyed in the spaces between buildings that exist at much smaller scale than the preserves, parks and trail systems. In urban environments, this is the space that is experienced most often and most intensely. The spaces between buildings offer opportunities to affect the urban environment in a positive way.

I. Minimal Setbacks. Zero setbacks engage the street. In order to produce an experientially intense, diverse, and energized street scene, it is critical that the buildings that line the streets in the Retail Core of the Downtown engage the street physically and spatially. Any gaps in the facades (blank walls, parking lots, void space) create areas of lower intensity in the same way a vacant lot does. The fact that the buildings meet the street in this way creates the sense that the streets are the dominant element and reinforce the notion of the importance of public space. It

should seem as if the building faces were created by the public spaces and social interaction contained therein.

Section Three: Applicability.

A. These Guidelines are to be applied by the City during project design reviews. Applicants are responsible for addressing these Guidelines in their project proposals, and the City, through staff and the City's applicable decision making bodies, may require modifications to designs to be consistent with these Guidelines. All proposed retail, service, commercial, wholesale, transportation, industrial or multi-family developments, re-developments or expansions, which are subject to site plan review by the Development Review Committee (DRC) pursuant to the provisions of Somerton Zoning Ordinance, City Code Article 2-7, Sections 1-16 et al, shall be subject to design review and approval under the Ordinance. Site Plan design review and approval will be administered by the City's Zoning Administrator and Community Development Department staff. Prior to the issuance of a Certificate of Occupancy, all conditions imposed and approved by this design review must be met. Minor exterior remodeling (paint-up-fix-up), lighting and signage projects within the MSC zoning district require only design review and approval by the Community Development Department in accordance with these Guidelines. The Community Development Department which is carrying out their review of minor project pursuant to these Guidelines, may modify the submittal material requirements needed for a minor review application to reflect the complexity, or lack there of, of the proposed project.

B. The criteria and requirements established by these Guidelines shall not apply to any development for which a building permit has been issued by the City, prior to the adoption of the Downtown Somerton Redevelopment Plan, of which these Guidelines at attached here as **Exhibit 2**. However beyond the adoption date of the Redevelopment Plan, any extension or amendment to said permit prior to the start of construction shall require design review and approval as above.

C. Where an existing building or site does not currently meet these Guidelines and is proposed to be expanded or externally remodeled, including repainting and signage projects, the project shall conform to these guidelines to the extent practical given the nature and extent of the alteration. Design review and approval for these alterations to the exterior of existing buildings and/or sites shall be administered by the Community Development Department and the Zoning Administrator shall determine the applicability and required conformity to these Guidelines to any proposed alteration project.

Note: The following paragraphs are restated from **Section III (D) (2)** of the Redevelopment Plan concerning property rehabilitation standards within the Redevelopment Area.

The criteria and development standards contained within the City's building and development codes will apply in the Downtown Redevelopment Area, unless modified by the Redevelopment Plan, these Guidelines or other standards emanating from the Redevelopment Plan. They shall provide the guidance required for such issues as density, land coverage,

setbacks, building height, landscaping, parking, and other aspects of development. At the same time, existing property conditions and specific economic conditions of individual properties and uses may preclude the full and immediate compliance to all City ordinances and codes that full rehabilitation of existing buildings and uses my normally require. The City wherever possible will encourage the rehabilitation of existing buildings and uses and work with individual property and business owners toward full code compliance, while recognizing that partial or delayed compliance to **non-life-safety code provisions and ordinances** is still better than no compliance and no rehabilitation or reuse of these properties. Efforts will be made to update or supplement the City's Zoning Code and development standards as necessary to facilitate and provide a sound regulatory framework for encouraging the revitalization of existing properties and/or new development in accordance with the goals of the Redevelopment Plan. These desired updates and supplements include:

- **Phased Application of Development Improvement Standards for Existing Buildings and Non-Conforming Uses:**

Many properties and existing buildings within the Redevelopment Area contain numerous violations or non-conformities to current City codes and ordinances. But, the full correction or elimination of these violations or non-conformities may be beyond economic capability of the property and use of the property to support. The City of Somerton may enter into redevelopment agreements or revitalization contracts with the property owner to temporarily reduce or phase-in compliance with such standards for an individual existing structure or use if it is determined that all of the following apply:

a) The improvements planned to the existing structure or property will further the goals of the Redevelopment Plan.

b) The rehabilitation of the structure or property cannot feasibly be made to comply because of existing site, use, or other physical limitations.

c) The reduction of such standard will not have an adverse effect on the Redevelopment Area.

d) The remaining economic life of such structure shall not be less than twenty (20) years.

e) The reduction of such standard will not otherwise adversely affect the health, safety or welfare of the occupants of the structure or of the Redevelopment Area.

- **Main Street Retail Core - Off-Street Parking Provisions:**

Off-street parking in the Main Street Corridor (MSC) zoning district within the Main Street Retail Core shall be provided in accordance with **Section 13** of the City of Somerton Zoning Ordinance, Off-Street Parking and Loading regulations as modified as follows:

a) For buildings erected with building permits issued on or before October 7, 2008, no off-street parking shall be required, however any existing off-street parking previously provided for such buildings shall be maintained in accordance with **Section 13(C)(k)** of the Zoning Ordinance;

b) For buildings containing 5,000 square feet or less gross floor area, erected with building permits issued after October 7, 2008, or for expansions of existing buildings and uses not exceeding 25% of the total existing square footage, no off-street parking shall be required; and

c) For change of use of up to 5,000 square feet in existing buildings, no additional off-street parking shall be required, however any existing off-street parking previously provided shall be maintained in accordance with **Section 13(C)(k)** of the Zoning Ordinance; and

d) For buildings containing more than 5,000 square feet gross floor area, erected with building permits issued after October 7, 2008, off-street parking shall be provided for the portion of the building in excess of 5,000 square feet as required by **Section 13** of the Zoning Ordinance or pay a cash-in-lieu Parking Payment of $2500 per space for required parking not provided. The cash-in-lieu of payment shall be due at initial occupancy of the building, unless a Development Agreement or extended payment plan is approved by the City altering this provision.

Additional controls and limitations may be applied to any property acquired and disposed of by the City, or for which any public assistance in development and rehabilitation is provided. Standards for building intensity, land coverage, and other features of development shall be such as to help in the achievement of Redevelopment Plan objectives, and to accomplish goals of the Redevelopment Plan.

Section Four: Site Planning.

A. Integrate with surrounding area: To the extent possible and where land use and street patterns allow, integrate project with adjacent areas. Provide easy pedestrian and vehicular access. New developments will be reviewed with respect to their response to the physical characteristics of the site and the contextual influences of the surrounding area. Drive-through uses approved through the approval of a Conditional Use Permit shall be located outside of the Retail Core to minimize conflicts with pedestrian routes. Overall vehicular circulation and adequate stacking for the intended use shall be provided (minimum of 8 vehicles). Where practical, provide pedestrian and vehicular connections to/from existing commercial uses. Applicants shall submit a photographic or computer-generated, full-color illustration showing the proposed development (in at least four different views) as it would appear if constructed as proposed. The proposed development and landscaping, as well as the immediately surrounding buildings and landscaping, must be shown.

B. Create a pedestrian-oriented environment: Create a pedestrian oriented environment within projects with usable outdoor areas. Provide safe well-lighted walkways separated from vehicles and protected from weather through the use of covered walkways, arcades or other methods that may serve the same purpose. Minimize the use of driveways and parking aisles for walk routes. Where pedestrian paths cross vehicular routes, provide a change in paving materials, textures or colors to emphasize the conflict points. Create continuous pedestrian activity in an uninterrupted sequence by minimizing gaps between buildings along street faces. Entries that face onto outdoor dining opportunities and storefront windows that attract pedestrian activity are encouraged. In order to support the pedestrian oriented environment, the buildings in the Retail Core of the Downtown should, to the greatest extent possible, be built to the property line at the ground floor adjacent to the street. This creates narrower-feeling streets since the space between buildings is minimized. Seventy percent (70%) of the

second story volumes should also meet the property line; with no more than thirty percent (30%) of the second story volume set back no greater than eight feet to allow for balconies and terraces that create activity at that level.

C. Provide reasonable parking and vehicular circulation: Where applicable, provide parking that creates reasonable walking distances to buildings, but does not directly abut the buildings. Preference will be given to layouts where parking areas are divided from one another by landscaping. Where possible, vary the direction of parking aisles or angle them to the street. On large lots, traffic calming devices are encouraged to enhance safety. Parking lots and future parking structures shall be located to the rear of buildings whenever reasonable. Adjacent parking lots shall be designed so that vehicles can travel from one private lot to the other (reciprocal access) without having to enter the street.

D. Separate uses: Physical separation of loading/delivery/service uses from other uses is suggested. Loading and storage facilities shall be located at the rear or side of buildings and screened from public view. Design solutions should minimize visual impacts of uses and provide an attractive appearance. Loading areas should not detract from the aesthetic quality of the surroundings, even in parking areas or at the rear of buildings.

E. Create attractive appearance: Create attractive appearance by emphasizing the views of landscaping and buildings and by minimizing the view of parking areas and vehicles. Locate delivery areas and support services (trash receptacles and ground-mounted equipment) in screened and less visible places. Open space areas shall be clustered into larger, more meaningful areas rather than equally distributing them into smaller individual areas of lesser significance. Cooperation between owners of adjacent buildings to combine small unusable spaces into large combined useable open space is encouraged.

F. Identify sidewalk cafés and outdoor sales areas: Permanent outdoor sales along sidewalks, in parking areas and landscaped zones are discouraged. However, out-door dining and sidewalk cafés are highly encouraged and on a project-by-project basis will be permitted and provided with a building construction and occupancy easement for use of the sidewalk area. Provided however, that the use of the sidewalk for this purpose does not pose any hazard to the public and provides at a minimum a six-foot wide clear pedestrian passageway around the use, which can be maintained at all times. The Public Works Director or representative shall review and approve all encroachment permits and easements proposed within the public right-of-ways. In addition, when the activity such as walk-up ATM's, vending machines, outdoor dining and seasonal sales are essential to the business, the locations shall be identified as part of the site plan.

Section Five: Architecture.

A. Create visual interest: Create visual interest through distinctive structures, articulation of wall planes, variation of roof forms and other similar methods. Building elevations and materials should have design characteristics that are contextually appropriate (massing, rhythm, scale, height, roof form, etc.). Building mass should be broken into smaller elements to

reduce the apparent bulk of large structures, consistent with the proportions of the architectural style and surrounding uses. New buildings should be mindful not only of height restrictions but also of the scale of neighboring buildings. Where contrasting design elements are proposed, the applicant must demonstrate how the proposed design is equal or superior to surrounding uses. All sides of buildings that are visible to adjoining uses shall be treated.

B. Provide different elements: All buildings should contain color change that is recognizable, but not strongly contrasting, with texture and material changes at appropriate intervals, either horizontally or vertically. Predominant façade colors should possess low reflectivity characteristics. The use of bright color schemes must be justified and may not be appropriate in many contexts. It is desirable that the spacing of elements in facades be varied rather than repetitive, with a high priority placed on the three dimensional interplay of light and shadow. A minimum of three colors and/or textures must be incorporated in designs, unless demonstrated as inappropriate for the proposed design.

C. Enhance energy conservation: Where feasible, use architectural features to enhance energy conservation. Orient and design new structures and additions for minimum solar gain, reflectivity and glare. Shelter entries, walkways and windows and use architectural shading devices and landscaping to minimize cooling losses. Mitigate urban heat island effects. Provide ample overhead coverings in the form of canopies, trellises, building projections, balconies, patio coverings and so on. This should occur between nine and fourteen feet from the level of the sidewalk. In no case should projections be closer than six feet to the edge of the on-street parking or curb. This will promote comfortable outdoor areas, shading of storefronts and outdoor dining areas. Misting systems and canopies may be considered when consistent with the design character of the building. Awnings shall respond to the scale, proportion and rhythm of windows and doors.

D. Provide open design: Building designs should support pedestrian activity and provide natural surveillance of spaces from key locations inside and next to buildings with the appropriate placement of windows, entrances and lighting. First floor building skin should be considered as an extension of the streetscape and public right-of-way. No less than seventy-five percent (75%) of the first ten feet in height of the building's ground floor should be glass, or storefront. No less than fifty percent (50%) of the second floor (commercial use) should be transparent. This will promote a visual connection between activities on the street and commercial activities indoors; heightening the intensity and vibrancy of the streetscape. A lack of this sense of connection, and visibility, promotes a sense of danger. This sense of openness at the ground floor creates a feeling of safety, as if anyone in danger could be helped, as they are being observed. Further, it heightens a sense of community and connectedness. Employee service doors shall be equipped with a security device or vision panel to allow viewing of the area surrounding the service door. Permanent, fixed security grates or grilles in front of windows are discouraged. If security grilles are deemed necessary, they shall be placed inside the building, behind the window display area.

E. Provide accessibility: Buildings should be accessible for every person, consistent with the Americans with Disability Act and its implementing standards and guidelines. Additional consideration should be given to including extra sidewalk widths, physical cues and limited

audio distractions for the visually impaired. Minimize surface texture and elevation changes for persons using wheelchairs.

F. Conceal utilities, equipment and services: All roof-mounted mechanical equipment shall be concealed on all sides by elements that are an integral part of the building design. Ground-mounted equipment shall be screened using masonry walls or other similar materials. Equipment that cannot be concealed due to unique functional requirements shall be made visually subordinate with architectural features that blend with the design of the main building. Electrical service panels shall be recessed into the building elevation and screened with landscaping, walls or doors. Roof drain elements shall be concealed within the building or an architectural feature.

G. Avoid standardized corporate design themes: Any literal transplant of architectural styles not indigenous or compatible to the southwest environment is strongly discouraged. To the extent possible, corporate branding should be incorporated into designs compatible with the surrounding area.

H. Provide compatible infill structures: New infill and/or renovations to existing structures must be compatible with existing surrounding buildings in terms of mass, scale, height, façade rhythm, placement of doors and windows, color, roof shapes and use of materials without duplicating outdated architectural styles. The spacing between architectural elements along the façade should be varied rather than regular to produce a more organic appearance of building forms and massing. When a new or infill building is proposed that is much wider than the characteristic facades of adjacent buildings, the facade shall be broken down into series of appropriately proportioned "structural bays" or components. Typical solutions are segmented bay series of columns or masonry piers that frame windows, doors and bulkhead components. Long blank or unarticulated wall facades that face the street are strongly discouraged.

Section Six: Landscaping & Signage.

A. Provide landscaping features: Along streets, provide substantial landscaping features with special planting and hardscape treatment to enhance the appearance from the street. Emphasize entry drives with landscaped medians, sculptures or other similar treatments that maintains site visibility for vehicular traffic. Provide special accent planting around freestanding signs.

B. Encourage pedestrian use: Provide outdoor seating areas with summer shade, trash receptacles and other features to encourage pedestrian use. Orient outdoor seating areas for winter sun and include seasonal plantings. Incorporate a mix of structures such as colonnades, canopies or trellis structures in combination with desert varieties of canopy shade trees.

C. Provide for water conservation: Select plant materials that are suited for our desert environment; xeriscaping should be considered for planting areas. Drought-tolerant trees, shrubs and groundcovers shall be used as required in the Zoning Ordinance. Use a combination of plants for yearlong color and interest. Any proposed water features should be located in pedestrian areas and utilize recycled water.

D. Integrate visual relief: In large parking areas, provide canopy trees for shade and visual relief. Provide significant plantings adjacent to buildings to accent building features. Use landscape treatments to enhance the screening of outdoor storage and mechanical equipment areas. Screen the paved areas of vehicle-intense uses, such as large parking lots, from streets and major public use areas with a three (3) foot high wall (with accompanying vegetation) or a dense vegetative buffer.

E. Provide textured walls: All masonry walls intended for screening functions shall have an architectural texture, color and finish compatible with the primary building.

F. Provide storm water detention/retention: Design detention/retention areas to meet technical requirements, as approved by the City Engineer, while still providing attractive landscaped areas with a natural appearance.

G. Integrate signage: The following are supplemental design criteria to the criteria contained in the Sign Regulations, **Section 12** of the Zoning Ordinance and are not meant to supplant the Sign Code:

1. Locate freestanding signs on low planter walls or design monument signs to incorporate distinctive elements of the architectural style or theme of the development.
2. Façade sign materials shall be compatible with the design of the face of the façade where they are placed.
3. Signs shall not interfere with an already established pattern of sign locations in relation to where other adjacent buildings have placed their signs.
4. Directional signs shall be harmonious with the area.
5. Provide building signage that is proportional to the scale of the tenant façade and consistent with the overall architecture.
6. Sign colors should compliment the colors used on the structures and the project as a whole; contrast is an important influence on the legibility of signs.
7. The use of gas-filled (neon, argon, krypton or similar) signage or lighting as part of sign design and architectural accent on buildings within the Downtown has historic relevance and is encouraged within limits of size, location and architectural relevance to the building and use proposed.
8. Figurative Signs – Signs that advertise the occupant business through the use of graphics or crafted symbols, such as shoes, keys, glasses, books etc. are encouraged
9. Master signage plans are required for multi-tenant developments.

H. Spaces between buildings. Spaces between buildings can be carved out of building masses to create semi-private spaces with shade. A narrow street with minimal setbacks allows more building space to be used as outdoor space between buildings. Locate such spaces alongside wide sidewalks to make them more useable to more people.

Section Seven: Materials and Colors.

A. Use high-quality, durable materials: Predominate exterior building materials should include, but are not limited to: stucco, brick, stone, textured masonry, styled concrete masonry units, textured tilt-up panels, architectural metal, clear and tinted glass, clay tile roofs and other building and roof materials of similar quality and durability.

B. Provide palette of proposed materials and colors: With the site plan review application provide a palette of proposed materials and colors. Select materials that are durable and appropriate for their intended use. Choose colors that relate well to one another, adjacent existing buildings and the surroundings. Restraint should be used in the number of different building materials selected.

C. Use natural materials: Use natural materials appropriate to the southwest desert setting. Wood should not be used as an exterior finish, except as a trim component.

D. Avoid highly reflective materials: Avoid highly reflective materials and glare-inducing colors. As a general principle, coarse and highly textured materials that create shadow patterns are preferred. To reduce glare, windows and large areas of glass should be recessed in deep shadow. In order to reduce mirror effects, glass must be non-reflective and not heavily tinted or opaque.

E. Discouraged exterior finishes. The following list of exterior finish materials are generally discouraged for use within the Downtown, unless the project designer can provide strong justification for the appropriateness of the use of the material within the proposed project:

1. Colored plastics and fiberglass.
2. Exposed unfinished foundation walls.
3. Un-plastered exposed standard concrete masonry units.
4. Glass curtain walls; highly reflective glass.
5. Shiny acrylic and fluorescent paint finishes.
6. Dark colors, except where appropriately utilized on trim.
7. Wood, except as a trim material.
8. Pre-fabricated steel panels.
9. Corrugated metal.
10. Asphalt shingles.

F. Encouraged surface materials:

1. Interlocking pavers.
2. Stamped and/or colored and textured concrete.
3. Matte finishes.

Any proposal that indicates specialty surface materials other than concrete or asphalt to be located within a public right-of-way or located on public property must contain an agreement,

executed by the property owner, that such areas will be (a) privately maintained, (b) insured, including indemnity to the City, in an amount and a form acceptable to the City Attorney and (c) replaced when necessary.

G. Select environmentally sensitive colors: The primary colors should be sensitive to the colors found in the area's natural environment. The appropriateness of any given color shall depend on a number of factors including adjacent buildings. Bright or intense colors are discouraged, unless used on appropriate architectural styles and reserved for more refined detailing and transient features; colors must be harmonious with colors found on adjacent buildings. Appropriate varying colors can be used to articulate and reduce the apparent scale of building masses. Projects shall not be painted with a single color when such project contains (1) more than one building, (2) any multi-story building(s) and (3) any single building in excess of 20,000 SF in size.

Section Eight: Lighting Standards.

Purpose and Applicability.

A. Purpose. It is intended to ensure appropriate lighting levels that support way-finding and crime prevention, assist people with visual impairments, allow flexibility in architectural design, minimize undesirable light and glare into adjoining properties and minimize light pollution into the nighttime sky.

B. Applicability. This Section applies to lighting for uses on-site. It does not apply to pedestrian and street lights in the public right-of-way, which are governed by the City of Somerton Public Works Department standard details. All exterior lighting installations require the approval of the Community Development Department, prior to installation. Any person applying for a building, electrical or sign permit to install outdoor lighting fixtures within the Redevelopment Area shall, as a part of said application, submit evidence that the proposed work will comply with the provisions of this Section.

C. Photometric Plan.

Any building or development submitted for a building permit shall contain information on the type of lighting and illumination levels proposed (photometric plan).

Photometric Plan. A photometric plan includes the following:

1. Photometric calculations detailing all exterior security lighting, shall be submitted and provided on a fifty percent (50%) screened building and/or landscape plan, drawn on twenty four (24) inch by thirty six (36) inch format prepared to scale. Point to point photometric calculations shall be calculated at intervals of not more than ten (10) feet at ground level and may also be required at six (6) feet above finish grade;

2. Include light fixture schedule on photometric plan;

3. A copy of all cut sheets for light fixtures shall be submitted and marked as to which information and data applies to the specific luminaire, including the lamp manufacturer; and

4. Photometric calculations shall be based on the "mean" light output per the manufacturer's of the specified lamp, including ballast depreciation and contamination factors. Light Loss Factor (LLF) shall be calculated at .68 for Metal Halide (MH) and .72 for High Pressure Sodium (HPS). All luminary photometric data formatted in accordance with the Illumination Engineering Society (I.E.S.) file compiled by an approved testing laboratory.

D. Lighting Standards.

Prior to issuance of a building, electrical or sign permit, the Community Development Department, shall determine that the submitted plans and details for said permit are in conformance with the following standards. The stamping of the plans and the signature of the Community Development Department representative and the date of the signature shall indicate that the plans are in conformance. Should the applicant desire to substitute outdoor light fixtures or lamps to be installed on private property after a permit has been issued, the applicant shall submit all changes to the Community Development Department representative for approval, with adequate information to assure compliance with this Section.

1. Illumination in General.

Exterior lighting shall provide for appropriate and desirable nighttime illumination for all uses on and related to the site, including, but not limited to, pedestrian pathways, plazas, courtyards, building entrances, parking and driveway areas, automatic teller machines (ATMs), and other outdoor spaces commonly used at night. Lighting of exterior areas shall reduce conflicts between building design and landscape treatments, provide appropriate surveillance for crime prevention, and minimize glare or intrusive light onto adjoining properties and into the night sky.

2. Illumination Levels.

The maximum illumination level for on-site lighting is forty (40) foot-candles as measured at grade, based on light loss factor of sixty-eight percent (0.68) for metal halide lighting and seventy-two percent (0.72) for high pressure sodium lighting. Refer to Section F Exemptions.

3. Mounting and Operation of Light Fixtures.

The mounting and operation of light fixtures shall be governed by the following:

a. Building mounted light fixtures shall be attached only to walls and the top of the fixture shall not be higher than necessary to illuminate the area required;

b. Within fifty (50) feet of any residential zoning district, freestanding light fixtures shall not exceed eighteen (18) feet in height. Within the next fifty (50) to one hundred fifty (150) feet of any residential zoning district, freestanding light fixtures shall not

exceed twenty-five (25) feet in height. In all other locations, freestanding light fixtures shall not exceed thirty (30) feet tall;

c. To comply with 1 and 2, above, height shall be measured from the top of a light fixture to the adjacent grade at the base of the support for that light fixture;

d. Controls for lights for rest rooms identified for general public use shall be of the style that cannot be turned off or on by users other than employees of the business;

e. Light fixture design:

1. All luminaries used for security shall be vandal resistant that resist tampering, incorporate vandal resistant refractors (lens) and be provided with a gasket or seal that is designed to resist rain, dust and insect contamination;

2. Outdoor light fixtures, which are full cutoff to direct all light below a horizontal plane through the bottom of the fixture and have no lens which drops below the fixture may use any illumination source, up to a maximum of forty (40) foot-candles, as provided in Section D(2) above;

3. Outdoor light fixtures, which have a lens or diffuser which is visible above the horizontal plane and constructed of white/opal glass, are considered non-cutoff and filtered and shall be limited to the light output equal to a one hundred (100) watt incandescent bulb, no greater than one thousand seven hundred (1,700) lumens;

4. Outdoor light fixtures, which have a lens or diffuser which is visible above the horizontal plane and constructed of clear or prismatic glass, are considered non-cutoff and non-filtered and shall be limited to the light output equal to a fifty (50) watt incandescent bulb no greater than six hundred (600) lumens;

5. All conduits shall be concealed;

6. The foot-candle level at the property line adjacent to a single-family district (from the proposed lighting) shall not exceed one-half (0.5) foot-candle. Lighting next to a residential use shall not spill over onto that use;

f. Ornamental twinkling lights are permitted when part of a window display, patio, landscape or other integral part of a business, provided that they do not exceed one-half (0.5) foot-candles at the property line and do not conflict with the provisions of Section D(3)(e) above, related to adjacent residential use; and

g. Other conditions related to lighting may be required through site plan review.

4. Specific Areas to be illuminated.

The following areas on a building or development shall be illuminated to the minimum security lighting levels shown below:

a. All loading areas and docks shall be illuminated from dusk to dawn, with four (4) foot-candles of light at finish grade;

b. Carport parking structures shall be illuminated from dusk to dawn, with three (3) foot-candles, including the adjacent landscape area at finish grade;

c. Parking structures and parking garages shall be illuminated from dawn to dusk with ten (10) foot-candles, and from dusk to dawn with four (4) foot-candles. Sub-level parking shall be continuously illuminated twenty-four (24) hours a day with four (4) foot-candles at finish grade. Transitional lighting will be required at all entry areas;

d. All stairwells, landings and areas under the lower landing shall be continuously illuminated with five (5) foot-candles;

e. Breezeway lighting shall be illuminated from dusk to dawn, with four (4) foot-candles. Transitional lighting will be required at all entry areas to the breezeway corridor;

f. Exterior pedestrian pathways and adjacent landscape areas within twenty (20) feet of the pathway shall be illuminated from dusk to dawn, with one-half (0.5) foot-candle of light at finish grade. Pedestrian gates shall be illuminated from dusk to dawn, with five (5) foot-candles and two (2) foot-candles within a fifteen (15) foot radius;

g. Retention areas shall be illuminated from dusk to dawn, with one-half (0.5) foot candle of light at finish grade;

h. Cluster or gang mailboxes shall be illuminated from dusk to dawn, with five (5) foot-candles of light for a fifteen (15) foot radius of the mailboxes;

i. Parking lots, aisles and refuse areas shall be illuminated from dusk to dawn as follows:

1. Parking spaces for motor vehicles and bicycles shall be illuminated with two (2) foot-candles;

2. Parking lot drive aisles shall be illuminated with one (1) foot-candle;

3. Refuse areas shall be illuminated to two (2) foot-candles, with gates five (5) foot-candles;

j. All building entrances and vehicular gates at operator or locking mechanism shall be illuminated with five (5) foot-candles at the entrance and two (2) foot-candles within a fifteen (15) foot radius from the center point of the entrance; and

k. Secondary lighting may be required to supplement the primary security lighting due to design elements and landscape conflicts, in order to meet the minimum lighting criteria.

E. Prohibited Lighting.

Except as provided under Section F Exemptions, the following types of lights are limited or prohibited, as applicable:

a. Mercury Vapor. The installation of mercury vapor fixtures is prohibited.

F Exemptions.

The following types of lights are exempt from the standards in Sections D and E:

a. Lighting used for single-family homes and accessory buildings, provided no measurable light spills over to adjacent property;

b. Lighting specifically directed at a flag may be unshielded and unfiltered provided that the beam spread is limited to a narrow spot (approximately seven (7) degrees) and the fixture aperture is concealed by a matrix grid to limit glare;

c. Lighting of baseball fields, softball fields, football fields, soccer fields, golf courses and golf driving range, and other similar sporting venues shall be exempt from the height and shielding requirements in Section D(3);

d. Lighting of baseball fields, softball fields, football fields, soccer fields, golf courses and golf driving ranges, and other similar sporting venues, shall be allowed to exceed the maximum illumination limitation level of forty (40) foot-candles until 11:00 PM. No outdoor recreational facility, public or private, shall be illuminated after 11:00 PM, except to conclude any recreational or sporting event or other activity conducted at a ball park, outdoor amphitheater, arena, or similar facility in progress prior to 11:00 PM;

e. Automobile dealerships are allowed a maximum illumination level of eighty (80) foot-candles at display areas until 11:00 PM;

f. Fossil fuel light produced directly or indirectly by the combustion of natural gas or other utility-type fossil fuels is exempt from the provisions of this section;

g. The City of Somerton ornamental lighting is exempt from the provisions of this Section and is a permitted lighting installation;

h. Glass tubes filled with neon, argon or krypton do not require shielding or filtering;

i. Lighting necessary for construction or emergencies is exempt from the provisions of this Section, provided said lighting is temporary and is discontinued immediately upon completion of the construction work or abatement of the emergency necessitating said lighting;

j. Searchlights require a temporary exemption approval, as provided in k below;

k. Temporary exemptions to the requirements of this Section may be granted by the Community Development Department upon finding that the exemption does not violate any Land Use or Overlay District provisions of the Zoning Ordinance, and it would not pose a hardship on any adjacent property or use. Such requests shall be submitted in writing to the Community Development Department and include the following information:

1. Specific exemption(s) requested;
2. Type and use of exterior light involved;
3. Duration of time for requested exemption;
4. Type of lamp and foot-candles;
5. Total wattage of lamp(s);
6. Proposed location of exterior light; and

Section Nine: Crime Prevention Through Environmental Design (CPTED).

Safe environments and pedestrian activity are interrelated and one cannot exist without the other. Therefore building designs should support pedestrian activity and provide natural surveillance of spaces from key locations inside and next to buildings. This should be accomplished through the appropriate design and placement of windows, entrances, pedestrian amenities, lighting, outdoor rooms (e.g., balconies, arcades, and similar features), and activity support. Buildings should incorporate entrances, windows, balconies, and activities allowing visibility of the street, parking areas, and entrances from inside buildings; and visibility of building entrances and other public gathering spaces from the street, as generally shown below. Lighting must conform to the provisions of Section 8.

The CPTED principles are:

A. Natural Surveillance

Natural surveillance is the CPTED concept that encourages an open design. It promotes opportunities for people, as they are engaged in their normal behaviors, to observe the space around them. This principle allows people to feel comfortable as they use a space, maintain distance from intruders that may be in or near the space, and encourage observation of those individuals that may be using the space with criminal intent. Natural surveillance encourages the design and placement of physical features so as to maximize visibility. This includes building orientation, placement of windows, building and site entrance and exit locations, refuse containers, landscape materials, parking lots, walkways, walls and fences (including the use of wrought iron and similar materials that promote visibility), signage, and other physical obstructions. It may also include the placement of persons or activities to maximize surveillance possibilities. Minimally maintained lighting standards that provide for nighttime illumination of

parking lots, walkways, entrances, exits and related areas, to promote a safe environment, are also Natural Surveillance components of good CPTED design.

B. Access Control

Access control is the CPTED principle directed at decreasing criminal accessibility. This principle is especially important where intruders will not be easily observed. Fences, walls, and actual building location on a site are primary considerations to access control. However, provisions of access control must encourage the use of natural surveillance, where practical, to restrict criminal intrusion into an area. Intruders are more readily recognized through the proper location and use sidewalks, pavement variations, gates, lighting, signage, fencing, landscape and other techniques used to clearly guide the public to and from activity areas and are primary to effective access control.

C. Activity Support

Activity support involves the placement of activities where the individuals engaged in those activities become part of the natural surveillance and access control systems. Examples include:

Placement of safe activities in areas so as to discourage would be offenders. The goal is to increase the likelihood of good natural surveillance and the perception of safety for normal users, and the perception of risk for the offenders.

Placement of high-risk activities in safer locations to overcome the vulnerability associated with these activities through the use of good natural surveillance and access control techniques.

The location of gathering areas in places that provides good natural surveillance and access control.

D. Territoriality

Territoriality is the CPTED principle that is used to clearly delineate private space from semi-private and public spaces. Properly used it creates a sense of ownership in private and semi-private areas.

Territoriality creates an environment where strangers and intruders stand out and are more easily identified. This is accomplished through the effective use of signage, grade changes, fencing, landscape edging, lighting, and any number of imaginative techniques that encourage individuals to take pride in their surroundings and report criminal activity.

E. Maintenance

Proper maintenance of landscape, lighting, addressing, and other features can facilitate the principles of CPTED. It is clear that Access Control, Natural Surveillance, and Territoriality all have a maintenance component. Examples:

Proper maintenance of security lighting to insure that lamps are working properly and the required minimum lighting level are being maintained.

Landscape which is maintained to prescribe standards so as to minimize conflicts between natural surveillance opportunities and landscape at maturity.

The recognition of these principles should help guide owners, architects, planners, and developers of property to design built environments that accomplish the goals of the police department's crime prevention goals.

Section Ten: Administration.

A. Concurrent Review: When exercising its powers of design review under these Guidelines, the Community Development Department all reviews, hearings and decisions shall be completed in conjunction with the Site Plan review, unless specifically requested otherwise by an applicant.

B. Interpretation & Enforcement: The Zoning Administrator is charged with the responsibility of interpretation and enforcement of these Guidelines. Interpretation of these Guidelines includes, but is not limited to, clarification of intention and the delegation of processing procedures and requirements.

C. Appeals: Any applicant may appeal a decision of the Community Development Department staff and the Zoning Administrator to the Planning & Zoning Commission and in turn a decision of the Planning and Zoning Commission to approve, conditionally approve or deny an application for design review approval under these Guidelines to the City Council. Said appeal shall be filed within 30 days of the date the decision was rendered by the Planning and Zoning Commission.

Exhibit 3

Implementation Strategy

For

City of Somerton

Downtown Redevelopment Plan

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Section One: Overview

Redevelopment Area Overview

The Somerton Downtown Redevelopment Area represents the central area of the economic and social activity of the Somerton community. Revitalization of the Redevelopment Area in accordance with the Somerton Downtown Redevelopment Area Plan (the **"Redevelopment Plan"**) will increase the commercial and residential property values in and adjacent to the Redevelopment Area and enhance the Redevelopment Area as the place to live, work, play, and celebrate the spirit of the community.

Physical Environment

The completion of the rebuilding and reconfiguration of Main Street, with its improved streetscape and on-street parking will significantly improve the appearance and functionality of this key public infrastructure. However, the Redevelopment Area does have many other street, parking, lighting and drainage improvements needed throughout the area. These additional infrastructure improvements need to be made to accommodate current residences and businesses and to provide for future private sector investment. It is the intent of this Strategy to facilitate and leverage private sector investment and reinvestment by initiating infrastructure improvements in the area by the City and through the use of tax incentives and other appropriate economic development tools established under state law.

The Redevelopment Plan identifies deficiencies, outlines opportunities and details a program for revitalization, meeting the requirements of Arizona State Statues 36-1471 et.al. The Redevelopment Plan also provides the basis for initiation and coordination of a variety of public and private actions, which will lead to substantial physical, economic and social improvement within the Redevelopment Area. These actions are designed to accomplish the community's

goals of retaining the agrarian, small City atmosphere while creating an economically vigorous Downtown community center.

The City of Somerton is committed to the continued reinvestment in and redevelopment of the Redevelopment Area and proposes a comprehensive and cooperative approach to achieve the desired results. It is the City's intent to redevelop and maintain the Redevelopment Area as the strong economic heart of the community. The long-term viability of the Redevelopment Area can be best assured by addressing the broad array of factors that will be relevant to the Redevelopment Area's future. This Strategy proposes to bring together the diverse resources of Federal, State and City governments, private business and developers, and non-profit organizations in a cooperative effort that will strengthen implementation of the adopted Redevelopment Plan.

Section Two: Implementation Strategy and Approach to Achieve Objectives:

The Somerton Downtown (the **"Downtown"**) has remained virtually unchanged for more than a decade with a few, but bright, exceptions. The 2008-2011 national and state recession helped only too worsen the pattern of "disinvestment" that continues within the Downtown. Across the country and state there are great success stories where communities have redeveloped their downtown areas. Even in the most successful instances, this takes a long time. Some of the more celebrated efforts are in their third or fourth decade of plan implementation. The Redevelopment Plan and development concepts contained therein are intended to serve the community well through the coming decades and provide the framework for decision-making. However, implementation of the Redevelopment Plan, through this Implementation Strategy (this **"Strategy"**), will need to be more dynamic and will continually evolve over the coming years, as ever-changing market opportunities present themselves. Changes and modifications to this Strategy may and should be made, on an ongoing basis, with or without the necessity to formally amend the Redevelopment Plan, to ensure that implementation of the Redevelopment Plan remains responsive to opportunities that arise from the changing and dynamic environment of the Somerton area. **Any future changes or modifications to this Strategy are intended to continue the implementation of the community's vision contained in the adopted Somerton Downtown Redevelopment Plan, as may be amended from time to time. Said changes and modifications to this Implementation Strategy are therefore administrative in nature and do not require formal amendment of the Redevelopment Plan to implement**.

The central aspect of successful redevelopment plans is that they don't occur by the application of private enterprise's efforts alone. In all instances the community has "made it happen" by entering into public/private partnerships to spur redevelopment and turn a pattern of disinvestment to one of reinvestment. In most case the community acts as "packager", putting together redevelopment and reinvestment opportunities of land and buildings and then "partnering" with private enterprise to carry out the redevelopment of the packaged project. Communities utilizes a variety of redevelopment "tools" to make the economics of each individual project work in the context of the then current market economy. This Strategy seeks to create a "**tool kit**" of economic development policies and financing tools to make the

redevelopment of the Redevelopment Area happen, in accordance with the adopted Redevelopment Plan. The City of Somerton must proactively make redevelopment of its Redevelopment Area happen by using its tool kit to "level the playing field" and "bridge the gap" to reinvestment and to bring about the revitalization of the Redevelopment Area.

The City of Somerton believes that a comprehensive and cooperative approach to the redevelopment of the Redevelopment Area is necessary to achieve the desired result. A comprehensive mix of programs will be used to guide the desired change in the Redevelopment Area, as well as a cooperative partnership between the public, private and non-profit participants will be necessary to achieve the desired outcomes.

Generally, the City will work to ensure that public decisions and investments are made with an awareness of the potential positive and detrimental effects on the Redevelopment Area. The City will work to ensure that the objectives of the Redevelopment Plan are pursued and result in a beneficial outcome for the Redevelopment Area and the community as a whole. The City will work closely with property owners, financial institutions, developers, realtors, homebuilders, businessmen, and investors to identify and take advantage of opportunities for redevelopment in appropriate Redevelopment Area locations.

The City of Somerton intends to complete the Redevelopment Area Program as presented. The strategy will be to:

a. Propose a development or reinvestment scenario that will improve the Redevelopment Area.
b. Identify the causes and severity of existing problems and potential problems and further identify redevelopment opportunities throughout the Redevelopment Area.
c. Prescribe approaches to resolving problems and pursuing opportunities.
d. Identify economic development incentive tools required to resolve individual problem and/or provide support for implementation or pursuit of a redevelopment opportunity.
e. Utilize public/private partnerships wherever possible, with the emphasis on private funding.
f. Use municipal, state and/or federal funding to incentivize new private development or rehabilitation.

The following program activities will be utilized to achieve the goals and objectives of the adopted Redevelopment Plan.

Section Three: Economic Development and Redevelopment Incentive Policy:

Background:

The City of Somerton's Infill Incentive Plan, adopted in 2010, presents guidelines which are intended to encourage commercial, retail, office, service and other employment development within the City's Central Business District by offering a package of incentives such as reduced development fees and other business assistance options. The incentives guidelines contained in

the Infill Incentive Plan are intended to be used for new and/or expansion development and redevelopment projects within the defined Central Business District, as defined and depicted in Exhibit "A" of the Resolution No. 2010-004 adopting the Infill Incentive Plan. The boundaries of the Central Business District and Redevelopment Area coincide. The term "new" projects can also mean establishing businesses in buildings that have been out of use for more than one year.

The goals and objectives contained in the Infill Incentive Plan are also the goals and objective of the Redevelopment Plan and are hereby incorporated into this Strategy. These combined goals and objectives reflect the type of character and amenities which the community seeks and that should be incorporated into development and redevelopment projects within its Redevelopment Area and Central Business District.

The use of the City's economic development and redevelopment incentives in support of the future revitalization of its Central Business District Redevelopment Area in support of the adopted Redevelopment Plan is the primary economic development tool available to the City to leverage private investment and reinvestment in the Redevelopment Area. The following incentive policy establishes the "ground rules" under which the City will administer and direct the use of its economic development incentives.

Policy:

The City will consider the following factors in determining whether the potential recipient should be granted economic development or redevelopment incentives in support of their proposed project. Applicants must meet **at least one** of the following criteria:

1. The applicant's project and/or business operation will improve or enhance the economic welfare or quality of life of the citizens of Somerton.
2. The overall benefits which the City will receive from the applicant's project in the form of increased employment at a living wage, sales taxes or generated investment in the community outweighs the economic incentive costs to the City.
3. The use of incentives will assist to further develop the economic vitality of the Redevelopment Area.
4. The applicant's proposed project or use assists the community in reaching the goals and objectives of the Redevelopment Plan.

Additionally, the City will require that the applicant agrees to **all** of the following provisions:

1. The property sought to be utilized, and the use established thereon, is a legal conforming use, per the City of Somerton Zoning Ordinance.
2. The use is an eligible use under the provisions of this program
3. The applicant has received all necessary approvals to proceed with the proposed project.
4. The applicant has shared their business plan and/or project proforma with the City and has shown that the project requires incentives to move forward at an acceptable rate of return on investment.
5. The property to be developed, rehabilitated, expanded or redeveloped meets all applicable environmental requirements as well as fully meets all applicable City requirements, such as landscaping and signage codes, parking and federal ADA requirements; or

6. Existing non-conforming properties or uses must provide a plan, acceptable to the City, to work towards becoming compliant, or in the opinion of the Zoning Administrator have made every effort to come into substantial compliance.

Finally the City has the option of excluding those properties that the City determines do not require assistance due to prime location, existing/improved infrastructure, or other market factors.

Section Four: Economic Development Incentives:

If the City Council determines that the criteria for assistance are satisfied, the City may enter into development agreements with property owners, business owners or developers, which throughout the Redevelopment Area provide for, but are not limited to:

1. Rebate, reduce or waive development fees, and/or any other fees required to be paid in connection with the construction, expansion, rehabilitation or redevelopment of a commercial, employment, light industrial or mixed-use project, including, but not limited to planning and zoning fees, engineering fees, parking fees and building permit fees.
2. Expending City resources to construct off-site public infrastructure required for the development of the project, or relocation of existing infrastructure.
3. Expediting zoning and development processes, such as assistance with relocation as well as other administrative actions to expedite the development process.
4. Rebate of project-based excise taxes to encourage the development of public and quasi-public infrastructure within and adjacent to development or redevelopment projects or support such project as economic development projects, as defined in and in accordance with state statue.
5. Property improvement programs, i.e. façade improvement and energy improvement program, to include access to grants and/or low interest loans and architectural or design assistance.
6. Adjustment in parking requirements as well as implementation of City parking programs. Public parking development assistance up to and including parking construction and shared parking programs.
7. Reconfiguration of streets and/or traffic flow to provide traffic calming and increased public parking.
8. Fully developing the public streetscape throughout the Redevelopment Area.
9. Allowance for phased improvements to bring buildings into compliance with current codes.
10. Allowance of and/or waiver of in-lieu parking fees and extended payment plans to provide required parking for redevelopment or re-tenanting of existing buildings and infill development or redevelopment.
11. Assistance with business relocation and expansion costs.
12. Planning for and provision of both on-site and off-site storm-water solutions.
13. Assistance with real property acquisition and relocation in support of planned projects.

Section Five: Redevelopment Area Revitalization Tool Kit:

As stated earlier, the City of Somerton seeks to proactively make redevelopment of its Central Business District Redevelopment Area happen by using its tool kit to "level the playing field" and/or "bridge the gap" between disinvestment and reinvestment and to bring about the revitalization of the Downtown. The following is an overview of some of the more impactful "tools" in the City's economic development tool kit: **(Note: The tools are not listed here in any order of preference of use.)**

1) Acquisition & Disposition of Land. The City may acquire by gift, grant or bequeathal, negotiated purchase, eminent domain, lease, obtain options upon, and then sell, exchange, transfer, assign, subdivide, devise, retain for its own use, mortgage, pledge, or otherwise encumber real property within the Redevelopment Area. **(See Arizona Revised Statutes ("ARS") 9-401 et seq and 36-1474 et seq.)** Real property shall be sold, leased, or transferred at its fair value (not defined as appraised fair market value) for uses in accordance with the redevelopment plan, taking into consideration the obligations assumed by the redeveloper and the objectives of this Redevelopment Plan, which may restrict the fair value to less than the City's cost to obtain the property or rights being conveyed to the redeveloper. The City's ability to acquire and then write-down the cost of selling or leasing land, building(s) and improvements that it owns or acquires is a significant economic incentive tool, especially in the case of rehabilitation of existing and/or historic properties. In many instances the cost burdens associated with the rehabilitation of existing or historic properties becomes such a restriction on the project that the only "private" solution may be demolition of the existing or historic structure and construction of a new building. This "restriction" on the fair value of the property burdened by the costs of rehabilitation of the existing or historic building can be overcome by the City's acquisition and write-down of the cost of land and building to the project.

2) Capital Improvement Program Funding. The City may assist a proposed revitalization or redevelopment project by making improvements to its own property or right-of-ways in the Redevelopment Area with the use of City Capital Improvements Plan (CIP) funds, consistent with the adopted Redevelopment Plan for the area. **(See A.R.S. 36-1474).** This is probably the most commonly used economic development tool used by communities. The City annually reviews the capital improvement needs of the community as a whole and approves as part of its annual budget those capital projects that will be funded. The City's ability and willingness to use its CIP funds to make public infrastructure improvements associated with a particular Redevelopment Area project(s) and relieve that burden from the project can be a major incentive to the project(s). CIP funds can be expended by the City for any public improvements required to be constructed in association with a particular project or that benefit the Redevelopment Area as a whole, including streetscape improvements, public and quasi-public utilities (including under grounding of existing utilities), as well as other street, parks and parking improvements.

3) Use of Federal and State Grant and Loan Funds. Community Development Block Grant ("CDBG") Funds are available for use within the Redevelopment Area. **(See A.R.S. 36-1474 et seq.)** Typically, seventy percent (70%) of these funds must be expended on projects or services that have direct benefit to elderly or disabled individuals and those persons of limited income

(low to moderate). The community can expend the remaining thirty percent of its annual CDBG funds on other eligible projects, including historic preservation and economic development projects. The most common use of CDBG funds is for owner-occupied single-family housing rehabilitation grants or low-interest loans to low and moderate income households to repair deficient housing. Related to historic preservation and economic development, the most common use of CDBG funds is the acquisition of property, including buildings, which the community can then sale or lease for redevelopment at a reduced price to the project. The use of CDGB funds to directly fund construction of project improvement, requires that wages paid to construction workers be paid in accordance with the Federal Davis Bacon Wage Act (union scale), which for smaller construction projects can significantly increase the labor costs of the project; for that reason most communities don't fund small projects like storefront rehabilitation with CDBG funds. In addition, to fund major infrastructure or public building construction, the City may use its Municipal Property Corporation to provide low interest loans to the City without directly impacting the City's ability to issue bonds for other purposes, approved by the voters.

4) Infill Incentive Districts. The City of Somerton in preparation for the approval of the Redevelopment Plan, pursuant to **A.R.S. 9-499.10**, has establish the Redevelopment Area as an infill incentive district and this Strategy will augment the approved infill incentive plan to encourage redevelopment in the Redevelopment Area in accordance with the adopted Redevelopment Plan. This Strategy will allow for expedited zoning or rezoning procedures, expedited processing of plans and proposals, relief from development standards, and waiver of development fees for development activities as long as waivers are not funded by other development fees. This Central Business Infill Incentive District will provide the basis for many of the incentive benefits discussed in this tool kit. To obtain these benefits, the adopted Plan requires that the incentive criteria outlined in this Strategy are met as determined by the City Manager or designee.

5) Main Street Corridor District Zoning ("MSC"). The City, in its continuing efforts to encourage Downtown revitalization, has previously adopted the MSC zoning regulations. The MSC development criteria and guidelines for new development within primarily the Main Street Retail Core Character Area of the Redevelopment Area modify the traditional regulatory development criteria that might otherwise be deterrents to the redevelopment of the Retail Core Area. The priority of this zoning district is to establish and support a mixture of commercial, entertainment, employment, cultural, governmental, and residential uses that will help to ensure the development of a lively pedestrian-oriented district within the Retail Core of the community. This zoning district encourages the development of mixed-use vertically and horizontally integrated development, higher residential densities, increased building heights, special retail setbacks and allowable shared parking arrangements, among other things. The City of Somerton Zoning Ordinance can provide detail on the permitted principal, accessory and conditional uses, as well as the current development standards. The MSC Zoning District is intended to be a retail, business, and government center with a special emphasis on mixed-use, street-front entertainment retail, hospitality, tourism and historic preservation, due to the unique qualities present in the Main Street Retail Core Character Area that set it apart from the other Character Areas of the Redevelopment Area.

6) <u>Sales Tax & Bed Tax Rebates</u>. Pursuant to **A.R.S. 9-500.11**, the City may rebate transaction privilege taxes in support of economic development projects. There are numerous requirements or limitations placed on the City by the State Statues, but none the less the rebate of transaction privilege taxes generated by a project as an incentive to encourage the development of the project is a very effective economic development tool. The most common use of this tool by cities is the rebate of a portion of the transaction privilege taxes generated by the project to repay the project for the costs associated with public infrastructure constructed by the project. However, the statue allows for the rebate of transaction privilege taxes as an economic development incentive in redevelopment areas as long as the rebate incentive is less than the transaction privilege taxes generated by the project. The statute sets out numerous legislative and administrative requirements for the use of this incentive, but again within redevelopment areas these requirements are lessened. If a project is located on a property within the Redevelopment Area, the City is not required to meet some of the requirements of the statues. The State revenue sharing statutes under this topic limit rebates to infrastructure, redevelopment and historic preservation incentive purposes. Also, the anti-gift provisions of Arizona Constitution Article 9, Section 7 must be observed and the public benefits received by the project must be proportionately greater than the rebate incentive. The City may offer or provide tax incentives to a business entity in an area designated a redevelopment project pursuant to **A.R.S. 36-1 471 et seq.** without being penalized by an equal amount being deducted from the City's share of the State Highway User Revenue Funds under **A.R.S.42-6010** (e.g., the revenue sharing statute which forfeits a dollar for each dollar of incentive payment made to a project outside of a redevelopment district).

7) <u>Improvement Districts ("IDs").</u> Pursuant to **A.R.S. 48-572 et seq.,** a City Improvement District is a designated area of the City with specific boundaries therein for which costs of specific improvements are assessed to the property owners. The use of an ID is an effective development tool, used quite often for large scale development where public infrastructure costs may exceed two million dollars, such as might be anticipated within the West Main Street Employment Character Area, but typically the public infrastructure requirements of redevelopment projects are smaller and the costs of setting up and administering the ID outweigh the benefits of its use. The most common use of ID's in downtown redevelopment is for the development of public parking and pedestrian improvements that are developed to benefit the area as a whole. However, as demonstrated by the negative impacts experienced by many downtowns nationwide, the assessments placed on properties within an ID may prove to accelerate the decline that the ID was meant to arrest. State ID statutes do provide for the creation of a very specific type of ID that has provided significant benefits to downtowns throughout Arizona; this ID is Enhanced Municipal Services discussed below.

8) <u>Enhanced Municipal Services District.</u> In addition to the purposes for which an ID may be formed under the provisions of **A.R.S. 48-575**, an improvement district may be formed within a designated area to provide public services within the district at a higher level or greater degree than provided in the remainder of the community, including such services as public safety, fire protection, refuse collection, street or sidewalk cleaning or landscape maintenance in public areas, planning, promotion, transportation and public parking. This is the State Statue use by many Arizona cities to establish their downtown management districts, more commonly referred to as Business Improvement Districts (BID). Unlike most ID's the Enhanced Municipal Services

District are unique to downtowns and can only be created in a City's single central business district redevelopment area. The City could use this tool to support, encourage and participate in the formation of an Enhanced Municipal Services District as a financial mechanism to support and expand on the Somerton Chamber of Commerce's program to ensure more specific and coordinated business development strategies (e.g., cooperative marketing and promotion, enhanced safety and maintenance, parking management, etc.) within and unique to the Redevelopment Area. Typically, this tool is used at the request of the property and business owners within the Redevelopment Area to fund and support the activities of the BID to promote and market the Redevelopment Area as a whole. The City in response to a petition of the property owners within the proposed district (typically, 50-70%) following the state statues creates the EMSD. If at the time the district is formed, there is written protest by the majority of the property owners, to the extent of the district or the assessment formula(s), the district cannot be formed. Once, the EMSD is formed, individual assessments are paid by the property owners as part of their annual property tax paid and collected by the County; and typically passed-on to tenants of the property. The County then provides the City with the funds collected from the District and the City contracts with the BID organization to carry out the activities provided in the Assessment Plan created by the City and the BID organization as part of the creation of the District. The BID then carries out an annual work program described in the Assessment Plan and provides the City with an annual report of its activities. Experience in Arizona has shown that individual business's district assessments are typically small in comparison to the collective benefits provided by the BID's activities, especially in regards to collective management and promotion of the District. State Statute provides for and the City should voluntarily accept district assessments to its own land and buildings, within the Downtown redevelopment area. The City should also continue maintain its current "baseline level" of municipal services currently provided within the Downtown and use the funds collected within the District to contract with the BID to provide the desired "enhancements" to the City's services already provided.

9) <u>Government Property Lease Excise Tax</u>. Under the Government Property Lease Excise Tax statute ("**GPLET**") (**A.R.S. 42-6201 et seq**), when City's retain or acquire ownership of land and/or improvements and then lease it to the private sector for purposes of development or redevelopment, the improvements made to the City's property are subject to the GPLET provisions of State property tax law. Because property owned by the City is not subject to normal property taxes, the State created the GPLET as a mechanism to require private development on publicly owned property to pay a tax in-lieu of property tax. The GPLET is an excise tax, based on the square footage of the buildings constructed on the City's land, which is paid on the private improvements in lieu of the ad valorem (property tax) taxes normally collected on improvements made on privately owned land. The GPLET statute also provides that within the City's single Central Business District Redevelopment Area the City may abatement the payment of GPLET in its entirety for the first eight years following the construction or substantial rehabilitation or redevelopment of a project on City owned land. The eight year abatement of the GPLET can only be made to projects on City owned land and buildings located in the Redevelopment Area and that will increase the assessed property value of the City property by at least one hundred percent (100%). This allows the proposed project to avoid paying any form of property taxes, during this initial eight year abatement period, on those City owned parcels and reduced taxes during the extended lease period up to twenty-five (25)

years. The lease agreement between the City and the project requires for the ultimate purchase by or re-conveyance to the project developer (prime lessee) at the end of the end of the lease term, thus returning the property and improvements to private ownership and the property tax roles at its enhanced value. If the City desires to maintain ownership of the property and continue to lease the property beyond the eight-year abatement period, the project is required to pay the GPLET to the County, who then is required to share the tax payments with the other governmental agencies as though it was property tax revenues. The lease excise tax is paid to the County, in addition to payment to the City of whatever rent has been negotiated as part of the lease agreement between the City and the project developer.

10. Enterprise Zone Tax Incentives: (**Established under A.R.S. §§41-1521 through 41-1528)**
The primary goal of the Arizona enterprise zone program is to improve the economies of areas in the state with high poverty or unemployment rates and are available to qualified businesses that are certified by the Arizona Department of Commerce. The Yuma County Enterprise Zone includes the City of Somerton and as such the Redevelopment Area is a designated area in which new and existing businesses can take advantage of benefits such as tax savings and preferential consideration for loan and job training programs administered by the Arizona Department of Commerce. There are two types of incentives available.

a) **Income or Premium Tax Credits**: Arizona statutes provide for an income and premium tax credit for ***net increases in qualified employment positions*** at a site located in an enterprise zone - except for those at a business location where more than 10% of the activity is the sale of tangible personal property. Tax credits may total up to $3,000 per qualified employment position over three years for a maximum of 200 employees in any given tax year. A qualified employment position:
   - Is a full-time permanent job (1,750 hours per year),
   - Pays an hourly wage above the "Wage Offer by County".
   - Offers health insurance to employees for which the employer pays at least 50 percent.
   - Must work at least 90 days in the first tax year, and
   - Cannot have worked for the employer within 12 months from current date of hire.

b) **Property Tax Benefits**
   Property reclassification is available for ***qualified manufacturing businesses or commercial printing businesses*** in an enterprise zone. A manufacturer or commercial printer in an enterprise zone **is eligible for an assessment ratio of 5 percent on all personal and real property (for primary tax purposes only) in the zone for five years if it is:**
   - Either minority-owned, woman-owned or small (a small business has fewer than 100 employees or gross sales of $4 million or less), and
   - Independently owned and operated (not owned more than 50% by another company unless the ultimate ownership is primarily family owned or closely held), and
   - Makes an investment in fixed assets at the zone of $500,000, $1 million or $2 million, depending upon the location of the facility.

Additional information is available from the State Enterprise Zone Coordinator at (602) 771-1132.

Administration of Incentive Program:

Determination of available assistance and site qualifications of specific development or redevelopment projects which may be incentivized shall be the determination of the City Manager or the City Manager's designee. Approval of specific development agreements with the City shall be approved by the City Council, although the City Council may preapprove the rebate, reduction or waiver of development fees for administration by the City Manager, to expedite smaller rehabilitation or redevelopment projects not requiring more significant economic development incentives.

Section Six: Utilization of Primary Incentive Tools and Example Project:

In the development and preparation of this Strategy three Primary Incentive Tools came to focus as the tools which may provide the most incentive, in the short-term to leverage private reinvestment within the Downtown Redevelopment Area during the current economic climate. These Primary Incentive Tools are:

- Government Property Lease Excise Tax (GPLET) Abatement
- City Fee Waivers
- Sales Tax Rebates

While these Primary Incentive Tools are included in the City's Economic Incentive Policy and Plan, it was felt that focusing the City's and private sector's attentions and pursuits on these primary tools, promises to yield the greatest opportunities for reinvestment within the Redevelopment Area. What follows is an explanation of each of these primary tools, a project example demonstration of their use and steps to implement the example project using these tools.

Note: In the following, the term "Developer" is used to represent the private sector investment. However, the definition of Developer includes not only the typical real estate developer, but also, property owner, business owner or other private entity wishing to make an investment within the Redevelopment Area target area.

Project Incentive Example:

In this example, a Project is hypothetically proposed for the redevelopment of the existing City Hall buildings located at the corner of Main Street and State Avenue. It is assumed that the New City Hall has been constructed on an alternative site and the City wishes to partner with a private developer to redevelop the existing City Hall buildings for entertainment retail use. The two existing one story City Hall buildings total approximately 6,400 square feet and occupy a site totaling approximately 18,750 square feet with 150 feet of frontage on Main Street. Approximately 68 feet of the frontage on Main Street is currently occupied by a 16 space parking lot. The City as part of the redevelopment of the site has acquired additional land nearby and has developed replacement parking to allow for the infill of the Main Street frontage of the project site. In this example, the unencumbered current market value of the land and improvements is estimated at $375,000. However, City will encumber the project site by requiring the Developer to provide a public plaza directly at the corner as part of a larger planned plaza involving all four corners of the intersection. This plaza encumbrance of the site reduces the Market Value of the project site to approximately $300,000.

The Developer proposes to do a major renovation to both of the existing buildings and in addition construct a new 5,000 square foot retail building on the current parking portion of the site. The City desires to create a major public plaza at this key intersection and has required the developer as part of the project to provide an approximately 30' X 30' addition to this plaza by removing approximately 1,000 square feet of the corner building. The developer has agreed to provide and develop this portion of the plaza, which will be owned by the City long-term. However the Developer, as part of the deal, has asked the City to provide a perpetual building, construction and occupancy easement on a 600sf portion of the plaza for use as a sidewalk dining patio for the restaurant that the Developer will construct in the remaining 5,400 square feet of the existing buildings. The existing buildings, while structurally sound, require complete demolition of the interior space and the "plaza" portion of the buildings, The remodeling and rehabilitation work includes major electrical and plumbing work to change the use of the buildings to restaurant and to bring the buildings up to current code standards. Because of the age of the building and the extensive remodeling required, the building will also need to undergo the removal of both asbestos and lead paint. The Developer's Project proforma indicates that he will spend $335,000 in hard cost improvements to the existing buildings including both shell and tenant improvements cost and an additional $605,000 for the construction of the 5,000sf new retail building. Soft Costs (fees, permits, taxes, and financing) will add an additional $222,000 to the project for a total cost of $1,162,000. Project will require 24 months for construction, lease-up and rent stabilization.

Developer's Proforma Analysis:

Analysis of the Developer's Project proforma indicates that even with the renovated buildings and new building fully occupied with market rent tenants, the Project fails to provide an Internal Rate of Return (IRR) or Net Profit percentages sufficient to finance the planned improvements. IRR is the percentage derived by dividing the Project's Net Operating Income by the Developer's Equity Invested. In this example it is assumed that the Developer' Equity invested includes the cost of the project site with existing buildings plus an additional cash investment of $50,000 with the remainder of the debt being financed. The proposed Project without City incentives would provide an IRR of 7.4%, well below an assumed financing threshold of a minimum IRR of 15%-20%. In addition, given the below standard IRR, the Project would be perceived a higher risk and the income produced from the Project would be capitalized at a higher interest rate, which would in turn would produce a lower completed project value and profit. In this case the Project proforma indicates that the Project would produce a negative -3.4% profit margin, significantly below current market finance and investor targets of 20%-25%.

City Incentive Request and Analysis:

The Developer realizing that his proposed project cannot be financed, without either additional lease revenue or a reduction in project costs or expenses, carries out further analysis the Project. First, can the Project lease rates and common area maintenance fees be increased, but as stated earlier, the proposed lease rates and CAM's are at the top of current market rates and cannot be raised. Second, the Developer "value engineers" the Project construction costs and finds that the Project costs are as low as can be produced by his general contractor and subcontractors.

At this point the Developer begins negotiations with the City to seek incentive assistance of the City. The City's adopted incentive policy states that the Developer must first prove that the Project meets the City's incentive criteria and that the Project cannot be carried out without the provision of the City's Economic Development Incentives.

As part of the City's Project analysis the Developer is requested to provide his Project proforma and financial statements to the City for their analysis. The City, in addition, to analyzing the Developer's Project proforma to determine the Project's need for incentives, will also perform a revenue forecast for the Project to determine the economic benefits that the Project's development will provide to the City and the community. In this example the Project is projected to provide the City with an estimated Net Present Value of $773,000NPV in direct fee and tax revenue and 37 permanent jobs over the first ten years of the Project. After the City's review, the Project is found to be in need of incentives to be feasible. The Project also meets the City's incentive criteria and is found to be a net benefit to the community.

Incentives Applied and Benefit Analysis:

GPLET Incentive Applied:
In this example the City, working with the Developer, first applies the use of the Government Property Lease Excise Tax (GPLET) 8-Year Abatement to the Project proforma. The GPLET is used first because it is the most revenue neutral incentive to the City, in that the City's property tax makes up a very small percentage of the total property tax levied. Applying the 8-year GPLET abatement to the Project proforma yields an improved IRR of 14.3% and a 13.6% Net Profit, however at this point, while significantly improved, the Project still remains financially unfeasible. Project Benefit: Use of the GPLET incentive provides the Project with an estimated $165,000NPV incentive over the eight-year abatement period.

Fee Waivers & Credits Applied:
The City next agrees to provide waivers or credits of all City fees associated with the Project, including sewer & water and development fee credits because the building site had been previously occupied. The City also agrees to waive planning & engineering fees and building fees associated with the rehabilitation Project. Application of these fee credits and waivers to the Project proforma yields an improved IRR of 14.8% and an 18.2% Net Profit; still below finance targets. While the waiver of fees do not create significant change in IRR and Profit for the Project, the waivers have a significant positive impact on the cash flow of the Project, because the fees are normally required to be paid very early in the Project and not having to do so provides the boost in Project cash flow. Project benefit of the credits and waivers is approximately $86,000.

Sales Taxes Rebates Applied:
The Project as conceptualized in this example includes $53,000 in public or quasi-public infrastructure. This includes the costs associated with the partial demolition of the existing building to develop the corner plaza and the cost of construction of the plaza, construction and revitalization of the deteriorating sidewalk canopy along State Avenue and construction of a new canopy over the sidewalk on Main Street. To support the revitalization of this City-owned

infrastructure the City agrees to rebate to the Developer up to 15% of the sales taxes generated by the Project for the first eight years of the Project or until the Developer's investment in public infrastructure plus interest has been repaid. Application of this Sales Tax Rebate to the Project proforma yields an improved IRR of 16.2% and a 20.5% Net Profit, which makes financing the Project feasible. Project Benefit is estimated $53,000NPV over first 8 years of the project.

Total Incentive Cost / Benefit:	
Incentive Benefit to Developer:	$304,000 (Est.)
Cost of Incentives to City:	$160,000 (Est.)
Leveraged Developer Investment:	$1,631,600 (Est.)
Developer / City Investment Ratio	10.2 to 1
Net 10-yr City Benefit from Project:	$613,000 (Est.)

Primary Incentive Tools – Action Steps

The following is a list of the primary action steps necessary to carry out the redevelopment of the Project proposed in the above example. Not every project that is proposed will be as large and complex as this example. Nor will every project need or receive incentive assistance at the level required for this hypothetical project. Indeed, it will probably be more likely that smaller business-owner, end-user, projects will be proposed in the current economic climate. The above example contains the potential for one of these smaller projects. If, in the above example, the Developer was ultimately unable to finance the Project and the proposed restaurant wanted to move into the ground floor of the existing buildings, without the remainder of the project moving forward, the City could work with the restaurant-owner to move that smaller project forward. In this smaller example fee credits & waivers, sale tax rebates or direct participation in infrastructure improvements might be the primary incentive tools utilized, but the overall process and implementation steps use for the smaller project would mirror the larger project.

Action Steps:

1. City issues a Request for Proposals (RFP) for the redevelopment of the City owned property, seeking to partner with a private developer to redevelop the project property.
2. Developer prepares conceptual development plan, preliminary construction costs and preliminary Project proforma to determine project feasibility and Developer responds to the City's RFP.
3. City reviews all submitted proposals and select the Developer as the prime redeveloper and awards an exclusive 90-120 days negotiation period.
4. Negotiations between the Developer and the City begin; deal points are negotiated and action plan is mapped out.
5. Developer finalizes and provides the City with final project concept design, cost estimates and project proforma for City analysis.
6. Developer determines that Project is infeasible without the application of City economic development incentives.
7. Developer returns to City with more detailed Project proforma and financial information and makes application for economic development assistance.
8. City reviews Project application and Project data to determine if the Project requires assistance and meets the assistance criteria of the City's Economic Incentive Policy. City

also develops a Project Economic Revenue Forecast for the Project to determine the benefits of the Project to the City and the community.

9. City makes the determination that the Project qualifies for assistance under the City Incentive Program and that the Project requires assistance to be feasible.
10. City and Developer undertake a detailed analysis of the Project as proposed to determine type and extent of use of the incentive tools to be considered for use on the Project.
11. City staff prepares a preliminary Project Incentives and Benefit Report for review and approval of the City Council. (this consideration is typically made in an Executive Session of the City Council)
12. City Council concurs with Project Report and directs staff to begin contract negotiations with the Developer.
13. City and Developer meet to determine the final level of incentives necessary to produce a Project that is financially feasible. Developer continues to refine Project construction and finance numbers.
14. City and Developer agree to the "Deal Points" for incentives to the Project that will become the basis for the negotiations of the Development and Disposition Agreement (DDA) and GPLET Lease between the City and the Developer.

Note: The steps outlined above are fairly generic to all redevelopment projects, whether proposed by a Developer or the City. What follows are steps that are more specific to the above example.

15. City develops a draft DDA for the Project, which includes the use of the GPLET, City Fee Credits & Waivers and City Sales Tax Rebates. In addition the DDA includes a Developer Performance Schedule that provides a negotiated timetable for the Developer's initialization and completion of the Project. The DDA also includes the agreed upon schedule for the City's provision of the approved incentives.
16. Because the Project Land and Buildings are currently owned by the City, the DDA will not have to include the provision for the ownership of the land and building to be conveyed by the Developer to the City, so that the Project can qualify for GPLET abatement. Because the land and building will continue to be owned by the City during the eight-year GPLET abatement period, the DDA will also include a lease provision that provides for the City to lease the land and building to the Developer at least for the eight year initial abatement period. The Land and Improvements Lease will also contain all provisions for the protection of both parties during the term of the Lease, as well as, a provision for the Land and Improvements to be conveyed or sold to the Developer at the end of the Lease term, usually at an agreed upon Market Value negotiated as part of the DDA and Lease.
17. City and Developer finalize the DDA and Lease and schedule the documents review and approval before City Council.
18. City Council reviews and approves Project documentation and incentives and adopts required resolution and ordinances, including the approval of GPLET abatement.
19. City and Developer execute the approved DDA and Lease Agreements and associated documentation.
20. City issues Development and Permit Fee Credit & Waiver letter to Developer for Developer's use when making application for various reviews and permits.

21. Developer finalizes project design and submits application to City for Development Plan approval. City and P&Z Commission reviews and approves Development Plan for the Project.
22. Developer finalizes Project construction documents and finance plan and submits the Project for Building Permits.
23. City approves Project construction documents and issues Building Permits. City also approves Building Construction and Occupancy Easement to allow the redevelopment of the City sidewalk plaza and canopy and use of the public sidewalk as an outdoor café per the approved plans.
24. Developer finalizes and closes Construction Finance; construction funded.
25. Project construction proceeds through normal construction cycle, including tenant improvements. Upon completion of construction City issues Certificate of Occupancy and Certificate of Completion. Issuance of Certificate of Completion marks the beginning of the eight-year GPLET Abatement Period. Developer prior to October 1st following the issuance of the Certificate of Completion shall make application for the abatement of the GPLET and the City shall approve the request. All property taxes and GPLET abated for eight-year period.
26. Project occupied and tenants begin business.
27. City prepares quarterly sales tax report and rebates Developer sales tax incentive to the Developer per the schedule contained in DDA. Rebates continue until predetermined amount or time limit contained in DDA has be reached
28. At the end of the eight-year GPLET abatement period, Lease terminates and title to Land and Building is conveyed to the Developer at agreed upon price and property goes back on the normal property tax roles at its higher improved value.
29. DDA and Lease terminate and are of no further effect. The Building construction and Occupancy Easement for the café use of the sidewalk and canopy area would continue in effect as long as the café use continues. Ongoing use of the sidewalk and canopy would be subject to ongoing operation, maintenance and insurance requirements for the Developer'

While the above outlined example and process might seem daunting to someone not familiar to the process, on smaller projects that don't require the use of GPLET abatement, the process could be scaled down considerably to an Application, Project Proforma or Business Plan, a Letter of Agreement and a Certification of Incentives.

Section Seven: IMPLEMENTATION PROGRAM FOCUS:

For the Redevelopment Area to be revitalized numerous important program features, both physical and programmatic, must be incorporated. While it is desirous that all of these program features be pursued and implemented in the short term, it is not practical to assume that the public and private resources required would be immediately available as we emerge from the national economic recession. Further, the Redevelopment Plan's focus is guided by the community vision of a strategy that concentrates on the positive aspects of the community, accentuates, markets and positions itself as the "Quality over Quantity" Downtown

Redevelopment Area. Therefore, the approach taken here is to prioritize these program features and actions, to the extent possible, into focus groupings.

Initial Program Focus: (Years 1 – 10)

- Land Acquisition for:
  - City Hall; the City of Somerton should commit and take the lead in ensuring current and future investment of public funding and facilities in the Downtown. Public investment for the New City Hall site should also include land for associated parking, public art, open space and aesthetic improvements.
  - Public Parking, both for permanent parking facilities as well as temporary parking constructed on future redevelopment sites.
  - Right-of-way for streets, streetscape, parks and plazas
  - Park Expansion, of both the Main Street Park and Perricone Park.
- City Hall planning, design and construction
- Main Street Retail Core Streetscape Improvement.
  - These improvements will be accomplished in multiple phases as opportunities to expand the initial improvements are presented.
  - Initial area of concentration should focus efforts from Somerton Avenue to Union Avenue, and then expanded west to Federal Avenue when possible.
- Secondary Streetscape Improvement.
  - Full completion of the other "Local Roadway" existing streets within the Retail Core and East Service Center, starting with Spring and Cano Streets.
  - Improvements should include full curb, gutter and storm drainage; sidewalks and pedestrian lighting; and repaving of these local roadways.
  - These improvements will be accomplished in multiple phases as funding is available.
- Social Service relocation planning and assistance from Retail Core to the East Service Center.
  - These opportunities should be actively pursued and implemented whenever possible.
- Master Planning and Subdivision of West Main Employment Center, including:
  - Large and small scale "job-creating" development opportunities.
  - Major expansion of Perricone Park/Retention into a community-sized Park/Sports/School facility, working in cooperation with the High School District.
  - Plan for an expandable linear park/retention and open space system to provide off-site retention for future development and act as a buffer between the existing and future residential and the planned employment development.
  - Opportunities for development of tourist-related hospitality facilities, medical care/education facilities and support service retail.
- Develop support and incentives Programs for initial private rehabilitation and redevelopment projects
- Neighborhood Improvement Programs
  - A variety of programs must be developed and initiated to preserve and enhance existing residential areas. Emphasis should be placed on actively incorporating and spurring greater interaction between existing residential with current and

future commercial and public spaces. In some cases commercial properties should improve their physical relationship to the neighborhoods or increasing/decreasing the buffers to the adjacent residents.

- Main Street Streetscape Improvement outside of Retail Core
    - Implement the Redevelopment Plan streetscape within the East Service Center and West Main Employment Center on a project by project basis, unless major funding can be acquired.

Secondary Program Focus: (Year 5 – 20)

- Continued Main Street Streetscape Improvement outside of Retail Core
    - Continued implementation of the Redevelopment Plan streetscape within the East Service Center and West Main Employment Center on a project by project basis, unless major funding can be acquired.
- Connections: In addition, as funding is available, Streets, alleys, paths and trails should all interrelate and interconnect forming a cohesive, efficient and safe circulation plan.
    - Special attention should be given to incorporating linkage between the East and West Character Areas with the Main Street Retail Core, as well as connecting existing residential neighborhoods to Main Street. These connections must be comfortable and safe, with sufficient lighting, shade, public facilities and rest areas.
- Implement West Main Employment Center Master Plan and Subdivision including:
    - Assist and appropriately incentivize both large and small scale "job-creating" developments.
    - Acquire additional land required for development of the expanded Perricone Park/Retention/Sports/School Complex.
    - Work with private developers to incrementally implement the master plan for the linear park/retention and open space system.
    - Proactively promote, market and incentivize development of tourist-related hospitality facilities, medical care/education facilities and support service retail.
- Support and Incentives Programs for ongoing private rehabilitation and redevelopment projects

Ongoing Program Focus: (Year 1 onward)

- Strengthening alliances with the Somerton Chamber of Commerce allowing the area businesses to jointly market the area to the surrounding neighborhoods and the community should be considered.
- Consider the establishment of an Enhanced Municipal Services District to provide for the active marketing, promotion and management of the Redevelopment Area.
- Continue active participation in the Community Development Block Grant Program and other federal and state economic development programs to provide priority funding for redevelopment activities throughout the Redevelopment Area.

Section Eight: Implementation Matrix:

A. Overview:

As mentioned in this Strategy's introduction, implementation will be challenging and take time. There are some logical steps that need to be taken for aggressive implementation of the Redevelopment Plans goals and objectives. The creation, adoption and ongoing administration of a critical project matrix is yet another tool that the City could use to implement the adopted Redevelopment Plan.

Success in the implementation of the Redevelopment Plan will hinge on public/private investments as well as public/private partnerships. The City of Somerton can only prepare the area or create an environment for quality investment to occur, not build the Downtown. Therefore, the majority of tasks identified in an Implementation Matrix include tasks that the City will need to address over the next decade and should be focused on infrastructure development, continued creation and implementation of guidelines and policies, and the establishment of a Redevelopment Area environment that will stimulate investment by the private sector.

It is critical that, when developed specific projects from this Matrix be included in the City's Capital Improvements Plan. Policies that contain provisions for ordinances or guidelines to be developed are a priority for creation and adoption. These tools must be in place well before the inevitable development and redevelopment reaches Somerton's Redevelopment Area.

B. Structure of the Implementation Matrix:

The Implementation Matrix should be divided into two parts: Level One Implementation and Level Two Implementation. These refer to the timing for implementation of the stated actions. Within each of these parts, the Matrix is then organized into three categories: Action, Budget Impact, and Degree of Difficulty.

1) Action: A specific task that needs to be accomplished.

2) Budget Impact: While it is intended that any investment in the Redevelopment Area will eventually provide a significant return on that investment, there are going to be significant up-front budgetary commitments on part of the City. In order to prioritize and program these expenditures, it is important to identify the impacts of various actions.

a) Low Impact is an action considered not to require a considerable one-time or ongoing contribution from the City's budget. These tasks can usually be accomplished by staff or with some outside assistance. While it is understood that staffing is a significant cost, it is a fairly fixed cost.

b) Medium Impact is an action considered to require some additional funding on a one-time or continuous basis in additional to staff participation and management.

c) High Impact is a project or initiative that will require significant funding such as a major expenditure from the budget or reserves and/or some type of financing mechanism such as bonding.

3) Degree of Difficulty: Financial hurdles are not the only barriers to be overcome. There are coordination and partnering issues with governmental, quasi-governmental, and private sector organizations that must be addressed including the political feasibility of various courses of action. Additional stakeholders that need to be involved only add to the complexity of implementation and provide unique challenges.

The "Degree of Difficultly" is provided in addition to the stakeholders/entities that will need to be involved. As implementation moves forward, it is anticipated that players may change or new players will emerge and the Matrix will need to be updated.

C) Level One Implementation: Level One Implementation strategies are those that should be included in the City's short-to mid-term strategic and financial planning. Therefore, these actions must be prioritized by the City to be phased in as appropriate. These initiatives are intended to "set the table" for the desired development and redevelopment in the Downtown.

ACTION	BUDGET IMPACT	DEGREE OF DIFFICULTY	STAKEHOLDERS

D) Level Two Implementation: Level Two Implementation includes actions that are dependent on other action items being completed or are not as critical to initiate to attract investment to the Downtown area.

ACTION	BUDGET IMPACT	DEGREE OF DIFFICULTY	STAKEHOLDERS
