

A Presentation of the ULI Arizona Technical Assistance Panel (AzTAP)

to the

Gila Bend Town Council

October 22, 2013



Town of Gila Bend

ULI Arizona Technical Assistance Panel



Prepared by:



Funding for the ULI Arizona and Town of Gila Bend Arizona Technical Assistance Panel was generously provided by the Union Pacific Building America Foundation



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May 2013

Introductions

- **Debra Z. Sydenham, FAICP/Executive Director, ULI Arizona**
 - **AzTAP Identification, Coordination and Oversight**
- **Jon R. Vlaming/Stella Polaris, LLC**
 - **AzTAP Committee Member/Gila Bend AzTAP Report Preparation**

Agenda

- **Overview of the Urban Land Institute Arizona District Council**
- **Summary of Gila Bend AzTAP Process and Recommendations**
- **Questions and Answers**
- **Concluding Remarks**

Overview of the Urban Land Institute Arizona District Council

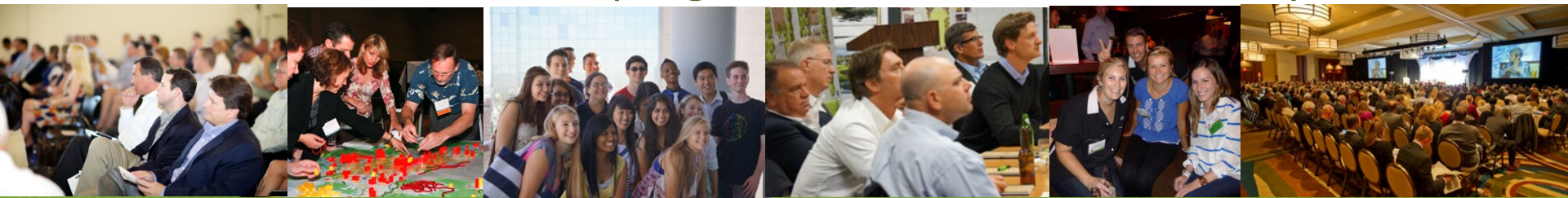
Our Mission

*To provide leadership in the responsible use of
land and in creating and sustaining thriving
communities worldwide.*

Overview of the Urban Land Institute Arizona District Council

The Organization

- 30,000 members globally and nearly 1,000 in Arizona.
- Advisory Board comprising public and private sector thought-leaders.
- Leadership structure with 13 committees focusing on Core Impact and Community Impact.
- Over 35 educational programs and events held each year.



Overview of the Urban Land Institute Arizona District Council

Technical Assistance Panels (AzTAP) – Overview

- Provide strategic advice to public agencies and non-profits regarding complex land use and real estate development issues.
- Link to the knowledge and experience of ULI.
- Panels comprised of highly qualified professionals who volunteer their time to ULI, are chosen for their knowledge, and screened to ensure their objectivity.
- Experts offer observations, recommendations and provide a holistic view in response to specific questions posed by the community.

Overview of the Urban Land Institute Arizona District Council

Technical Assistance Panels (AzTAP) – Timeframe

- Process generally requires 3 to 4 months from start to finish, depending upon the complexity of the issue.
 - ✓ Define the challenge and develop/refine the questions
 - ✓ Identify panelists based on key issues and topics
 - ✓ Community compiles Briefing Book for panelists
 - ✓ Site/area tour held for panelists just prior to Panel Day
 - ✓ Panel Day held and is generally open to public/stakeholders
 - ✓ Summary report prepared within 30 days of Panel Day

Overview of the Urban Land Institute Arizona District Council

Technical Assistance Panels (AzTAP) – Summary Report

- Basic Summary Report captures the observations and recommendations of the ULI AzTAP and includes:
 - ✓ Executive summary
 - ✓ Driving questions
 - ✓ Background on the area(s) in question
 - ✓ Panel/participant identified strengths and challenges
 - ✓ Strategies and recommendations for action

Overview of the Urban Land Institute Arizona District Council

Technical Assistance Panels (AzTAP) – Testimonials

- *“The ULI AzTAP completed for North 32nd Street provided a holistic review of the . . . corridor and identified opportunities and ideas for the revitalization . . . Industry experts provided insight on overcoming potential obstacles . . .”*
- City of Phoenix, Councilman Bill Gates, District 3
- *“ . . The vast professional experience the ULI members brought to our community was impressive. Each member spoke from their strengths and together the collaboration left us with workable outlines and specific action plans . . .”* - Town of Fountain Hills, Jay Schlum, Former Mayor
- *“Building new residential options for adults with autism and related disorders that are inclusive, community-based and maximize independence is both a bold venture and logical next step for SARRC . . . Thanks to ULI, its collection of AzTAP panels, consultations that date back more than a decade and funding for the seminal Opening Doors report, plans are underway to break ground in 2014.”*
- Denise D. Resnik, Founder of First Place AZ; Co-Founder of SARRC

Gila Bend AzTAP Document

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Problem Statement

“While successful with solar energy job creation and limited manufacturing, these industries have not translated to a demand in housing within the Town nor enhanced the market for retail development”.

Acknowledgements

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Acknowledgements

Funding for this AzTAP was provided by the Union Pacific Building America Foundation grant. ULI Arizona would like to thank the Union Pacific Building America Foundation for their generous support.

Town of Gila Bend Mayor and Town Council

The Honorable Ron Henry , Mayor	Tommy Lee Sikes , Councilmember
Dr. Armda Gonzalez , Councilmember	Chuck Turner , Vice Mayor
Fernando Fernandez , Councilmember	Donnie Young , Councilmember
Steve Holt , Councilmember	

Town of Gila Bend Staff

Rick Buss , MPA, CSTM, Town Manager	William Menard , PE, Public Works/Municipal Airport Director
Eric Fitzer , CFM, Planning and Economic Development Director	

ULI AzTAP 2012-2013 Committee Leadership

Lance C. Ross , SIOR, ULI AzTAP Chair President, Ross Property Advisors	Judie Scalise , ULI AzTAP Vice-Chair Principal, ESI Corporation
David Davis , LEED A.P., ULI AzTAP Vice-Chair Principal, Dale Gardon Design, LLC	Mark Davis , ULI Young Leaders Group (YLG) AzTAP Chair, Davis Enterprises

AzTAP Committee (2012-2013)

Dan Alpers , Director of Civic/Municipal Projects VIZZDA	William D.H. Francis , ASLA Principal, Pinnacle Design Inc.
Kristy Bidwill , Principal, Business Development, SmithGroupJJR	Buzz Gosnell , President Woodbine Southwest Corporation
C. Joseph Blackburn , President Everest Holdings	John W. Graham , President Sunbelt Holdings
K.C. Brandon , President Oridian Construction Services	Don Keuth , President Phoenix Community Alliance
George T. Cole , Director Fennemore Craig, P.C.	Zachary LaPrade , Associate, Ryley Carlock & Applewhite
Leslie Dornfeld , FAICP, Principal Plan-et	Amy Malloy , Development Manager Macerich

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Jon Vlaming, Principal
Stella Polaris LLC

Gregory Walker, Vice President
Huitt-Zollars, Inc.

Wellington "Duke" Reiter, FAIA, ULI Arizona
Vice Chair, Senior Vice President, ASU
Foundation

AzTAP Charrette Participants

Ken Anderson, President
Arizona Housing Association-Manufactured
Housing

Brett Augsbarger, Owner
Augie's Quail Trail RV Park

Thomas Brennan, CEO
Utility West, LLC

Christina Hubbard, Chamber Coordinator
Gila Bend Chamber of Commerce

James Kai, Vice President of Operations &
Finance
JMK Family Properties

Gary Mack, Business & Cooperative Programs
Director – Arizona, USDA Rural Development

AzTAP Panel Professional Support

Leslie Dornfeld, FAICP, Facilitator
Principal, Plan-et

Donald P. Keuth, Facilitator
President, Phoenix Community Alliance

ULI Arizona Staff

Debra Z. Sydenham, FAICP
Executive Director

Carrie Martin
Manager

David Roderique, ULI Arizona Outreach Chair,
President and CEO, Downtown Phoenix
Partnership

Alexander Stokes, Analyst,
HR&A Advisors

Lynnette Michalsky, Superintendent
Gila Bend Unified School District

Karl G. Obergh, President
Ritoch-Powell & Associates

Rich Rucker, Broker
Gila Bend Realty

Krista Schwartz, Director of Real Estate
Development
Neighborhood Housing Services of Phoenix

Gary T. Smith, Principal
Jokake Holdings

Ernie Weatherbee, Housing Program Director
USDA Rural Development

Jon Vlaming, Report Preparation
Principal, Stella Polaris LLC

Don Cox, Planning/Urban Design Support
Principal, Plan-et

Nacia S. Bonilla, LEED A.P.
Associate

Executive Summary

- Overview
- AzTAP Process
- Key Findings and Priority Actions
 - Strategies 1-5



Arizona Technical Assistance Panel (AzTAP) Overview

- What is the Arizona Technical Assistance Panel (AzTAP)?
- Who is the Urban Land Institute?
- ULI Core Principles
- What was the AzTAP Process?



Overview of Gila Bend

- **Setting**
 - Location
 - Natural and Man-Made Features
- **Historic and Cultural Resources**
 - Archaeology
 - Historic Structures
- **Planning Area and Pattern of Development**
 - Incorporated/Planning Area
 - Development Pattern
 - Land Ownership
 - Future Community Growth



Overview of Gila Bend

- **Transportation Network**
 - Roadways
 - Railroad
 - Aviation
- **Community Economic Base**
 - Overview
 - Solar Development
 - Agribusiness
 - Manufacturing
 - Tourism
- **Demographics/Socioeconomic Conditions**
 - Population
 - Age
 - Composition
 - Income
 - Housing



Strategies and Implementation Actions for Consideration

- **Organization**
 - **Strategy - What should be accomplished**
 - **Implementation Actions - The steps to achieve the strategy**
 - **Panel Discussion - Background information from the committee**

Town of Gila Bend

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Strategies and Implementation Actions for Consideration

A total of five initial strategies have been identified to provide a manageable number of directives to assist the Town of Gila Bend. Each strategy is identified below, followed by several supportive actions and a brief background of the issue to be addressed. The strategies are not presented in a prioritized order at this time.

Strategy #1: Create a Town center using the Stout Hotel as the centerpiece.

Implementation Actions:

- Consider creating and adopting context appropriate design guidelines within the downtown embracing historic character.
- Consider conducting a building survey of the Stout Hotel for national register designation and Rough Order of Magnitude (ROM) cost to rehabilitate.
- Consider moving Town Hall into the renovated Stout Hotel, with additional uses including retail, museum, municipal, governmental, health care, chamber of commerce, office, etc.)
- Consider preparing and adopting a master plan for a Town center that is walkable.
- Consider leveraging revenues from gas to electricity generation to provide grants and or below market financing for façade renovation for structurally sound Town center buildings.
- Consider establishing a volunteer community clean-up program to assist in maintaining a visually appealing Town by using private, public and community group resources.



Panel Discussion: The Panel identified that the Town suffers from an adverse visual image along Pima Street and other areas visible from SR 85. While the Town has made strides to improve its streetscape on portions of Pima Street and the SR 85 and Business Route 8 intersection (and has recently adopted the Pima Street Master Landscape and Streetscape Plan), the streetscape extending to the west and east from the Stout Hotel and other buildings along Pima Street (SR 85) currently suffer from maintenance deferral and neglect. Rehabilitation of the hotel with a mix of uses (i.e. retail, museum, municipal, governmental, health care, chamber of commerce, office, etc.) will communicate the Town's small Town charm, heritage and provide an opportunity for pass-through tourists to stop, shop, contributing sales tax before leaving Town.

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Strategies and Implementation Actions for Consideration | ULI Arizona Technical Assistance Panel

Strategies and Implementation Actions for Consideration

- **Strategy #1: Create a Town center using the Stout Hotel as the centerpiece.**
 - **Actions**
 - Design Guidelines
 - Building Survey
 - Relocate Town Hall
 - Town Center Master Plan
 - Leverage Revenues for Funding
 - Volunteer Clean-up Program



Strategies and Implementation

Actions for Consideration

- **Strategy #2: Enhance the housing stock of the Town to enhance the quality of life, economic attraction and community growth.**
 - **Actions**
 - Designate Appropriate Residential Areas
 - Work with Key Property Owner(s)
 - Neighborhood Renovation Survey
 - Sites for High Density Residential in Town Center
 - Review HUD prototypes against R-3 Zoning Provisions



Strategies and Implementation

Actions for Consideration

- **Strategy #3: Leverage the surrounding natural and man-made attributes of the Town and its physical separation from the Phoenix Metropolitan Area.**
 - **Actions**
 - Trails Master Plan
 - Increase visibility of the Butterfield Stage Days Rodeo and Parade
 - Off-Road Ultra/Extreme Running and/or Biking Competition



Strategies and Implementation

Actions for Consideration

- **Strategy #4: Enhance retail, office and medical services to existing and future residents.**
 - **Actions**
 - **Sites for High Density Residential in Town Center**
 - **Aggressively Recruit for Targeted Industries**
 - **Augment Supply of RV and Park Model Space**
 - **Master Planned Community for Retirees with Golf Component**



Strategies and Implementation

Actions for Consideration

- **Strategy #5: Continue to enhance the economic leverage of the Gila Bend Municipal Airport.**
 - **Actions**
 - Site the aviation museum at the Airport
 - Market Study and Site Plan
 - Entry Landscape/Streetscape Improvements
 - Direct Vehicular Link from Airport to Downtown



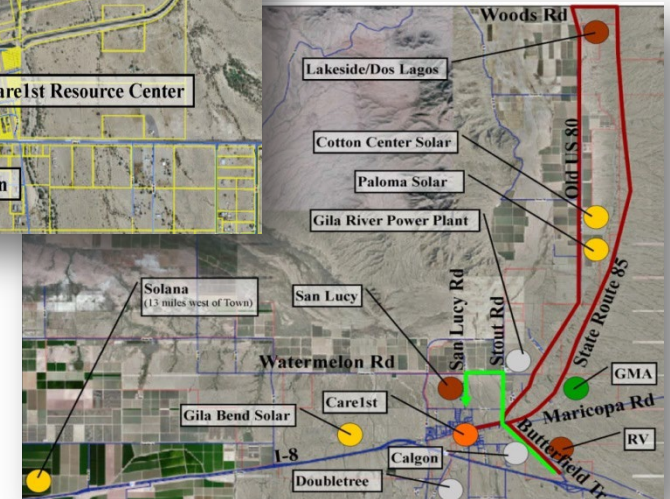
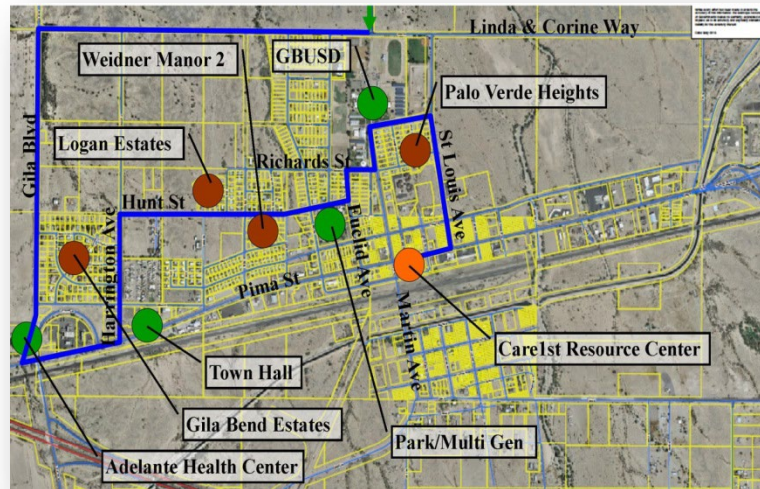
Implementation Program for Actions

- **Organization**
 - **Strategy No.**
 - **Action**
 - **Timeframe**
 - **Short-Term**
 - **Mid-Term**
 - **Long-Term**

Strategy No.	Action	Short-Term	Mid-Term	Long-Term
1	Consider creating and adopting context appropriate design guidelines within the downtown embracing historic character.		●	
	Consider conducting a building survey of Stout Hotel for national register designation and rough order of magnitude cost to rehabilitate.	●		
	Consider moving Town Hall into the renovated Stout Hotel, with additional uses including retail, museum, municipal, governmental, health care, chamber of commerce, office, etc.		●	
	Consider preparing and adopting a master plan for a Town center that focuses on walkability.	●		
	Consider leveraging revenues from gas to electricity generation to provide grants at or below market financing for façade renovation for structurally sound Town center buildings.			●
	Consider establishing a volunteer community clean-up program to assist property owners in maintaining a visually appealing Town using private, public and community group resources.	●		
2	Consider working with private land owners to design residential areas with 1 and 5 acre lots within proximity of the rodeo grounds, Sonoran Desert National Monument and other appropriate locations where equestrian and or agrarian use is appropriate.	●		

Appendix

- Documents
- Agenda
- Maps
- SWOT Analysis
- Initial Ideas
- USDA Programs



Questions and Answers

Concluding Remarks

Thank You!

Contact:

Deb Sydenham
Deb.Sydenham@ULI.org

Jon Vlaming
Jvlaming_spolaris@cox.net

www.arizona.uli.org



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