

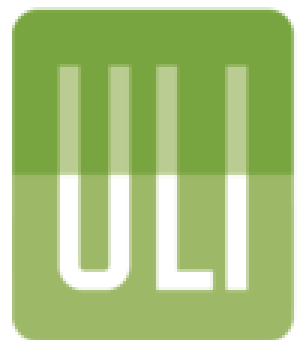


Technical Assistance Panel (TAP) Update

City of Eloy, Arizona

April 18, 2023

Original TAP conducted
on April 30, 2015



WHERE
THE FUTURE
IS BUILT

URBAN LAND INSTITUTE

Mission:

Shape the future of the built environment for transformative impact in communities worldwide

Membership:

Over 48,000 members globally; 1,200 in Arizona comprised of real estate professionals (planners, developers, designers, financial services, brokers, public sector)

Connect | Inspire | Lead



Arizona

Technical Assistance Panels (AzTAP)

“Mini-think tank” providing strategic advice to communities on complex land use and development issues

- Connects ULI members’ vast knowledge and experience
- Panels convene highly qualified industry and community thought-leaders
- ULI experts offer fresh, unbiased perspective, and market-based, best practice solutions to local challenges



City of Eloy AzTAP Panelists



left to right

Walter Crutchfield

Vintage Partners, Partner

Darlene Newsom

UMOM New Day Centers, Former CEO & consultant with Vitalyst Health Foundation

Gabriel Jaramillo

Vitalyst Health Foundation, Director of Healthy Communities

Kevin Volk

Volk Company, Commercial Real Estate Associate

Liz Lonetti

Espiritu Loci, Senior Planner and Urban Designer

Mark Stapp - Moderator

Arizona State University, Executive Director, MRED/Fred E. Taylor Professor in Real Estate, W.P. Carey School of Business

also shown: **Jon Vlaming**

City of Eloy, Community Development Director

Background for City of Eloy AzTAP



The City of Eloy used the 2015 AzTAP as a guideline for a 5-year Economic Development Strategic Plan. The City created a "Revitalization District" and "Revitalization Commission" as a result of the report.



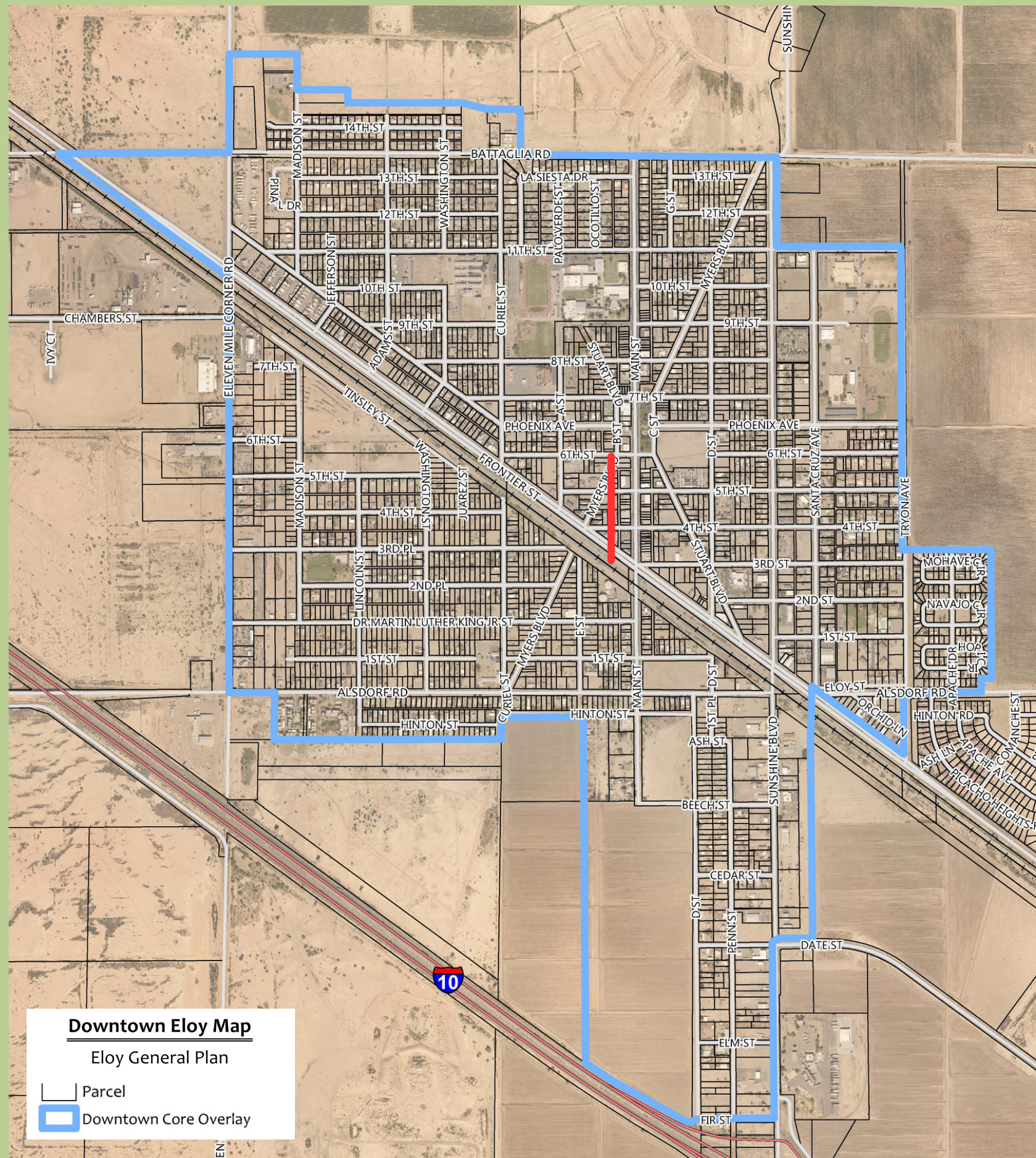
The City has invested in the community with new City Hall and Police Department buildings as well as Main Street Park but needs to create private sector buy-in to support further momentum.



The City needs to increase its housing base to foster reinvestment from existing companies as well as new businesses in the area. This will support downtown growth and act as a catalyst for additional investments.

Problem Statement:

As the **City of Eloy** continues to transition and develop a **gateway to downtown**, how can the City encourage and implement **meaningful utilization of vacant and privately owned buildings** on Main Street (highlighted with a red line) while also creating **buy-in from surrounding residents and absentee property owners**?



The AzTAP Process



Define challenge/develop scope

Generate/refine key questions

Compile/distribute briefing materials

Select industry expert panelists

Conduct stakeholder interviews

Tour of study area

Engage panel in discussion

Prepare strategy recommendations

THANK YOU ELOY STAKEHOLDERS!

Through Stakeholder interviews conducted by AzTAP Panelists and Committee, the following Strengths, Challenges and Opportunities were identified:

STRENGTHS

- Small-town feel
- Main Street Park
- Potential to grow
- Development friendly
- City Hall, police buildings

CHALLENGES

- Lack of retail
- Absentee building owners
- Infrastructure for new housing
- Lack of City staff to address development pressure

OPPORTUNITIES

- Community events
- Local entertainment
- Available retail & community spaces
- International community marketing
- Increased interaction & partnership with existing local businesses

What We Know

- Main Street Rehab program has beautified downtown
- Water tower was painted and redone 2 years ago to include lighting. It's an important landmark that helps honor the past but ensure a bright future ahead
- Multiple buildings along Main Street are not utilizing their highest and best use
- South side of the railroad has even more underutilized land for commercial and residential infill
- Sunshine Industrial Park is 277 acres of shovel ready industrial with one owner, Walton. How can the City support efforts to get this land developed? Is I-1 the proper zoning for this area?
- No adult education programs or social construct
- Food Town is the only grocery store in the city
- Alley-loaded buildings along Main Street are attractive to developers
- George Washington Carver School is vacant, option for historical preservation or other use?



**Panel Discussion
Guided by Questions
Addressing:**

Planning
and Design

Residential
Rehabilitation

Adaptive Use
and Reuse

Strategic Site
Programming

The Gateway to Downtown Eloy:

Westerly extension of Date Street, from
Sunshine Boulevard and/or Frontier Street

- strengthen image of City from freeway;
enhance buildings along Sunshine Blvd.
- direct with signage, wayfinding; public art
and landscaping to create a sense of arrival

On Main Street:

- focus area from Dust Bowl Theatre to
Central (Main Street) Park
- expand sidewalks and give pedestrian
focus with parallel parking
- encourage sidewalk cafes and parklets by
prioritizing streetscapes and facades;
striping and landscape-enhancement with
minimal cost
- foster and grow community events
- determine and create branding



Planning
and Design

Existing Homes and Lots:

- high wage-earning jobs are nearby while housing quality is farther away
- identify the best locations for infill versus new projects - include "missing middle scale"
- facilitate housing rehabilitation in and around downtown focusing on one block at a time
- enforce existing laws and ordinances to get the desired results and therefore effect change - owners will improve properties or sell
- use current tools and resources with existing strategic partnerships
- seek funding and partners through programs and organizations such as CDBG, USDA, Community Land Trust, Local First, ARPA and equity bonds
- build community pride and ensure Main Street Park is immaculate, always
- engage residents and encourage buy-in



Residential
Rehabilitation

Underutilized, Vacant and Privately Owned Buildings

- identify properties for reuse opportunities and how best to utilize them
- increase property tax, zoning enforcement penalties on vacant/absentee land; make it more expensive to hold
- remove potential barriers ahead of time; consider Accessory Dwelling Units (ADU) overlay to include home businesses and workshops
- how can the City position underutilized and vacant properties to take advantage of the next upcycle? Can this be done without new residential development in the surrounding area?
- 35% vacancy on Main Street, but seems much higher; strategic site planning can help
- address the number of marginal churches and their impact on other opportunities for development
- complete detailed land use map to identify challenges and opportunities



Adaptive Use
and Reuse

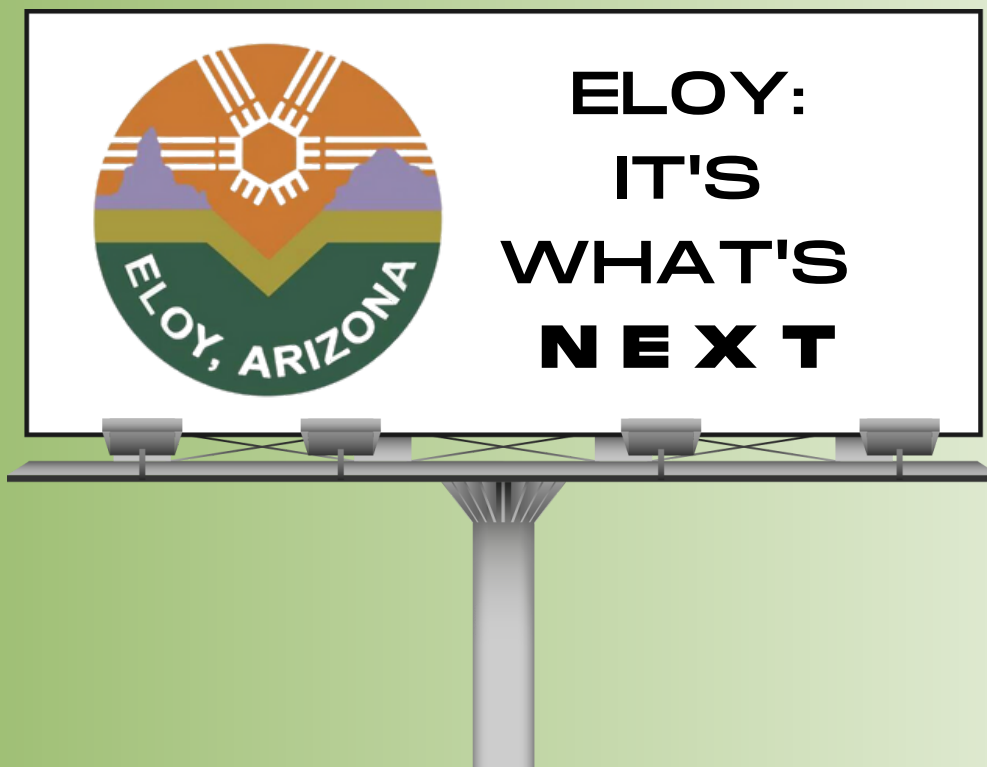
Developing Important Corners

- inflection point is 5-7 years away; prepare for arrival by making it easy for investment to gain momentum
- when Dust Bowl Theatre is demolished, consider saving an element to be used for a downtown entry monument
- catalog City-owned land and evaluate other assets within Eloy that can be traded to relocate existing businesses, allowing City's ownership and control on all of Main Street
- put entire blocks out for RFP so the full corners upon entering downtown can be developed; more attractive to developers
- establish design standards to ensure development compliments City's vision
- generate downtown street traffic; feels more vacant than it is
- beautification, pedestrian areas and landscaping are important elements



Strategic Site
Programming

Next Steps & Priorities



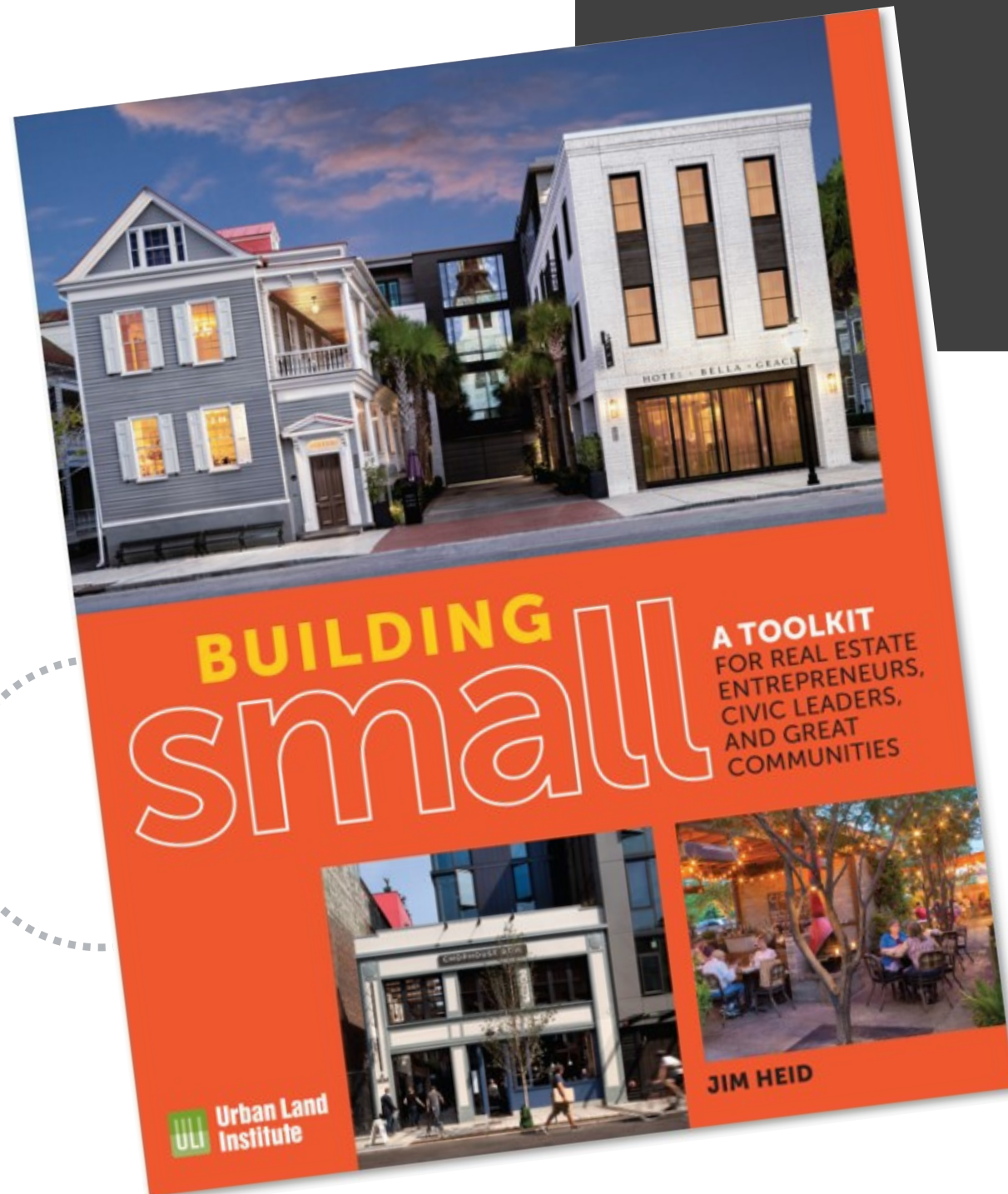
- address blight and beautify block-by-block
- create welcome to downtown, wayfinding
- land/building swap with absentee owners
- identify partners that will expand capacity for the City to leverage funding for private development
- schools in the area own large portions of land; they are a potential partner to the City including potential affordable housing opportunities that allow for recruiting workforce; evaluate potential non-profit and private partnerships to fund affordable housing projects
- activate street traffic with frequent events
- streamline process for qualified private investment to move forward; review zoning for most flexibility; add expedited approval options
- mural programs and parklets are inexpensive investments to encourage community engagement and activity
- create design standards for gateway properties
- offer educational programs for entrepreneurs; utilize Robson Ranch community for potential volunteers
- don't wait for private developers to market their sites; do it for them while also seeking ways to further engage and partner
- encourage vacation rental properties, airstream villages and places for campers/RVs so you can get in front of where you want them to locate
- attract more bohemian/artsy uses to attract young and creative people

//

We are in a time when the value of cities is taking on new meaning, due in part to the transformative and creative power of smaller developments.

– Jim Heid, Author

Building Small: A Toolkit for Real Estate Entrepreneurs, Civic Leaders and Great Communities



Phoenix Grand Avenue Streetscape Improvements
Photo credit: www.grandavenuephx.com

AzTAP Committee Leadership:

Angie Grendahl, MRED, Chair; Director of Development, Thompson Thrift Development *
Cameron Carter, Vice Chair; Partner, Rose Law Group
Liz Lonetti, Vice Chair; Senior Planner and Urban Designer, Espiritu Loci *

AzTAP Committee Members:

Jamie Blakeman, PE, Principal Owner | Traffic Engineer, Lokahi Group
Natalia Chavez, Development Analyst, Dominionium
Lea Cheshareck, Business Development, The Weitz Company
David Davis, FAICP, Principal, DaleGardon Design
Mark Davis, Owner, 48 Development Company
Denise Dunlop, Landscape Architect, Lokahi Group *
Anders Engnell, Director of Urban Planning, Culdesac
Benjamin Hernandez, MRED, Analyst, Seven League Ventures *
Tom Hester, Principal | Integrated Planning and Design, Jacobs
Mike James, Development Associate, Wood Partners
Gabriel Jaramillo, Director of Healthy Communities, Vitalyst Health Foundation *

Melissa Johnson, Director of Business Development & Marketing, Danson Construction *
Amy Malloy, Managing Principal, Evolve Ventures
Debbie Parkins, Project Engineer/ Business Development, Western Technologies, Inc.
Kelly Patton, Economic Development Manager, APS
Kim Poole, Vice President, Economic Development, Clayco
Jon Prystasz, Development Manager, Toll Brothers Apartment Living
Rina Rien, Executive Director, Pinal Partnership *
Lance Ross, President, Ross Property Advisors
Judie Scalise, Principal, ESI Corporation
Brooke Vink, Business Development Manager, Wood/Patel
Jon Vlaming, Community Development Director, City of Eloy
Jacob Zonn, Director of Land Development, Becker Boards

* Denotes ULI Arizona City of Eloy AzTAP Subcommittee Member

ULI Arizona Staff

Debra Z. Sydenham, FAICP
Executive Director

Gerri Lipp
Senior Director

