

## EXECUTIVE SUMMARY

**The South Arizona Avenue Entry Corridor Study is prompted by a Mayor and Council goal for redeveloping the section of Arizona Avenue from Pecos Road to Boston Street as a new entryway to downtown from the Santan/ Loop 202 Freeway. The plan was created with extensive neighborhood participation, which included six neighborhood meetings and individual meetings with property owners. The comprehensive approach to this study can be broken down into four primary areas: Land Use, Traffic Circulation, Conceptual Design Standards, and Neighborhood Planning. The following are the major elements of the study:**

- A** Bring in high and medium density residential development to the southern half of the Corridor along South Arizona Avenue and on selected sites in the immediate neighborhood. New zoning encouraging higher densities will create an incentive for developers to assemble small parcels for development. Where possible, select commercial uses such as dry cleaners, cafes or offices will be included with residential units.
- B** Revise neighborhood streets in the southern neighborhoods to facilitate traffic safety and local circulation for residents, create opportunities for new development along South Arizona Avenue and reinforce the development of the Corridor.
- C** Re-build South Arizona Avenue with a more pedestrian-oriented street section, narrower lanes and wider sidewalks, new traffic signals, streetscape and landscape elements. Adopt design standards for the private development.
- D** Create a cultural and entertainment commercial zone on the west side of Arizona Ave and north of Fry Road. Chicago Street can become a pedestrian corridor linking cultural and entertainment uses on the west side of Arizona Ave to City Hall and the civic area on the east side of Arizona Ave. Furthermore, existing downtown commercial can be reinforced through shaded pedestrian walkway connections.
- E** Recommendation to study the feasibility for locating a new performing arts center and a convention center within the Corridor study area.
- F** Create Public and Private Design Standards to guide the quality and functionality of the development in the Corridor; both for private and public sector buildings and for streetscape and open space design.
- G** Locate City Hall South of Chicago Street and locate the Historic Museum on Site 6. The commitment of the new center of civic life will create a climate for new private development in the Corridor. The City Hall can anchor a new south civic campus around a new green civic commons where future municipal and county buildings will be a civic anchor to the corridor's revitalization.
- H** Preserve and enhance the residential neighborhoods in the southern half of the corridor through single family residential infill on small lots and renovation of existing homes.
- I** Continue to solicit and utilize the creative input of the neighbors, property and business owners in the Corridor; to create a plan that has unique public buy-in and enthusiasm.