

# Agenda .....

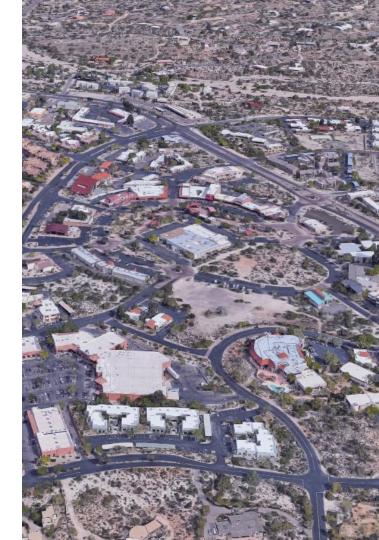
- 1. Process Recap
  - a. Milestone Efforts
  - b. Redevelopment Plan Requirements
- 2. Chapter Review of P&Z Commission Final Draft (Q&A)
- 3. Next Steps
- 4. Economic Development Work Plan



## Redevelopment Plan – Process Recap

## Milestone Efforts

- Approval of Village Center Master Plan (May 2015)
- P&Z Commission, Introduction of Redevelopment Plan Process (May 2021)
- Finding of Necessity and Approval of Redevelopment Area (August 2021)
- Preparation of Redevelopment Plan and P&Z Commission Review (5 meetings, June – November 2022)
- Multiple Direct Neighborhood Meetings and overall Community Open House Meetings. (July – October 2022)



A.R.S....

## Redevelopment Plan Requirements



Village Center Redevelopment Plan

Alignment of the...

### The Plan shall include:

- 1. Statement of boundaries of the redevelopment area
- 2. Map showing existing uses and conditions of property
- 3. Land use plan showing proposed uses of property
- 4. Information capturing population density, land coverage and building intensity
- 5. Proposed changes to zoning, street layout or building codes
- 6. Type and number of site improvements and additional utilities required to support new development
- 7. Method and estimated cost of acquisition and preparation of project areas, financing methods, and estimated proceeds (generally associated with a project specific proposal)



Carefree Today – Updated existing conditions and validated original Market Analysis (Req. 2)

**The Vision** – Moved Community Participation to appendix and revised the Vision Plan to reflect buildout conditions, current development and conceptual redevelopment conditions, as well as identify specific redevelopment sites. (*Req. 3, 4, 6*)

**Plan for Action** - Renamed Strategies to Objectives and Recommendations to Strategic Initiatives. Update all Recommendations (Strategic Initiatives) to account for completed actions, preferred revisions to proposed actions, and/or desired additional actions. (Req. 5 & 6)

Implementation – Provided Implementation Statements, updated Implementation table and document the estimated magnitude cost and funding methods of facilitating the Redevelopment Plan. (Req. 7)



# **Chapter Review of P&Z Commission Redevelopment Plan**

## Chapter 1 - Introduction

- Made select edits to respond to review comments on:
  - ✓ Plan Purpose
  - ✓ Legislative Authority
  - ✓ Planning Process
- Updated Redevelopment Plan Outreach to summarize overall outreach efforts

### **Chapter 1: Introduction**

Over the last seven years the Town of Carefree has undertaken a number of public projects and initiatives as a way to encourage development and redevelopment that supports the ongoing success of Carefree's Village Center. Despite this investment and activity, several areas within the Village Center continue to require improvement, particularly in new retail and housing options, but also around infrastructure, transportation, and safety improvements. This Redevelopment Plan recognizes recent improvements within the Village Center and builds on the areas original Village Center Master Plan (2015) to recommend enhanced strategic initiatives, and in turn, make available additional redevelopment tools that are not currently accessible to improve conditions within the Village Center

This Chapter provides essential information about the components of this Redevelopment Plan. including its purpose, study limits, and planning process. At the end of this Chapter is a user's guide. This guide should be utilized by all interested parties to better understand how to most effectively use

#### Plan Purpose

The primary purpose of the Carefree Village Center Redevelopment Plan is to function as a unifying guide to help Town officials and community stakeholders restore nd enhance and restore the economic vibrancy of the Village Center in a way that supports the long-term viability

#### Legislative Authority and Benefits of a Redevelopment Plan

State Law strictly limits the manner in which Cities and Towns can use public funds for private use as well as the way in which public property can be managed and sold.

In response, a Redevelopment Plan (A.R.S. Arizona Revised Statute 36-1474) enables a special set of tools, where communities can use public resources to leverage private investment. These tools allow:

- . The ability for municipalities to have greater control over the disposition of real estate.
- . The ability to enter into public/private partnerships, allowing public sector investment in the revitalization of private property.
- . Enhanced rules for bond financing of municipal improvements.
- · Access to federal grants and loans.

relocation of any residents as part of the implementation of this redevelopment effort.

#### Regional Context

Carefree. Carefree is located along the northern edge of the Phoenix Metropolitan Area approximately 10 milet north of Loop 101 and 10 miles east of Interstate-17. Situated around picturesque Black Mountain. Carefree is 9 square miles in size and is one of three communities that combine to form the area known as the Desert Foothills. Generally, land locked. Carefree is positioned between the communities of Cave Creek to the west. Scottsdale to the south and east. and a small pocket of mountainous unincorporated land to the north. The Town also serves as the gateway to Bartlett Lake, which is located approximately 16 miles east of the Carefree town limits. See Figure 1 - Regional Context

#### Planning Process & Redevelopment Area

redevelopment powers allowable under A P.C Arizona law. the Town of Carefree underwent the planning process identified on the following page which

Redevelopment Area - The Wilson Center Redevelopment Area is sited in the geographic center of the Town and encompasses approximately 81 acres. Through formal adoption by the Town Council on August 3, 2022, the Redevelopment Area was determined to be defined by Ed Everett Way and within Mariachi Plaza). Cave Creek Road to the north and east, and Bloody Basin Drive to the south. See Figure 2 - Redevelopment Area and Appendi A - Resolution for the Redevelopment Area/CSD Establishment

- Two Community Open ning and draft concept rocess (November 18, nd to solicit feedback on

the original 2015 Village his Redevelopment Plan.

Following is a brief summary of the previous public outreach elements of the 2015 Village Center Master Plan

Village Center Steering Committee - A 19-member Steering Committee (SC) was appointed by the Town to provide oversight to the planning process. Over the course of the project the SC met four times to review and discuss materials presented by the planning team and to provide feedback and direction. SC membership was designed to represent a broad cross-section of the community and included: Town residents; downtown business and property owners; Town staff and elected officials; members of the development community; and members of the local

Stakeholder Interviews - Project team members conducted numerous one-on-one interviews with key project stakeholders over the life of the project. These meetings were held to gather background information and to obtain a variety of perspectives on the issues impacting the Village Center.

additional stakeholder and public outreach was conducted:

Planning & Zoning Commission - Multiple public Planning & Zoning Commission over the course of this

Economic Development Advisory Panel (EDTAP) - To supplement and expand on the feedback provided by the Planning & Zoning Commission, input was also garnered from the Carefree EDTAP. This panel is comprised of property owners and representatives as well as business owners within the Village Center.

opportunity to attend all public workshops and meetings

# **Chapter Review of P&Z Commission Redevelopment Plan**

## Chapter 2 - Carefree Today

- Made select edits to respond to review comments on:
  - ✓ Historical Context
  - ✓ Existing Conditions
- Revised figure references and updated select reference data where applicable.

#### 6 Town of Carefree Village Center Redevelopment Plan

Beginning in 2000, the Town has taken several proactive steps to enhance the Village Center and position it for success in the future. In 2000 and 2001, three documents were created to help enhance the Village Center. Thesi plans include "The 2000 Town Center Specific Plan", the "2001 Town Center Parking Analysis" and the "Town Center Improvement Plans". These involved the construction of the Carefree Desert Gardens, Pavillon, onstreet parking, traffic circles at Village Center entrances. a drainage system, and outdoor lighting, among other features. Recent improvements include gas lamp period lighting and new business directory signs. Subsequent The impetus behind this goal was to ensure the Village Center continues to develop in a manner consistent with the Town's ideals and unique character.

Since 2015, the Town has experienced a significant surge in new businesses locating in the Village Center. development of vacant properties, placement of gateway arches, enhancements to the Carefree Desert Gardens. and a rejust enhanced schedule of community events.

The Town of Carefree has undertaken a number of plans or in part, relate to the Village Center. Each of these the Carefree General Plan 2030, Carefree Zoning Technical Assistance Panel (ASTAP) Summary Report, 1000 Town Center Specific Plan, Carefree Economic Development Strategic Plan, Haricopa Association o Transportation Framework Study, Carefree Commercial Design Guidelines, as well as various existing and past private development plans.

### Land Use

General Plan 2030 The Carefree General Plan estimates the potential for 100 uture residential dwelling units located within the Village mised use projects. When multiplied by 2.0 persons pe housing unit (based on the 2020 Census), the estimated new population at build-out in the Village Center would be approximately 200 residents. Planning for the development of residential units directly in the Village Center is a positive objective of the General Plan, because a nermanent nonulation hase that actively lives in the Village Center, is a key ingredient to developing a more vibrant Town core environment.

According to Maricope Association of Government (MAG) 2019 Socioeconomic Projections, there are a total of 4004 600 jobs in Carefree compared to a workforce (and MuA4) of 1496 nannia (2020 ACS Suvaar Estimate) 98.2% of the existing workforce in Carefree out commutes to work in turn over 98% of the existing jobs in Carefree are filled by non-Carefree residents. General Plan 3030HAS estimates as build-outby the year 2040 the total number of jobs in Carefree will increase to Carefree. These existing and future workers, perticularly in the Village Center, represent a consumer base that should not be overlooked for their optential contribution to creating a more active Village Center. See Appendix 6

identified for the Village Center promotes many of the components needed for a vibrant Village Center however, it is important to note that the inability to develop stand-alone residential development possibilities in the TC district (without a General Plan Amendment) greatly limits the development flexibility and potential population/ customer base expansion needed to drive increased market potential for

A detailed review of the Carefree Zoning Ordinance the Village Center. This may include but is not limited to introduction of mixed-use development regulations to encourage greater design flexibility; development of shared parking standards that reduce parking requirements by accounting for different peak parking demands; as well as not creating additional zoning districts or updating development standards that account for the unique identity and development potential of the Village Center. In addition, a review of existing Commercial Design Guidelines relative to development within the Village Center found them to be appropriate and beneficial to the urban fabric but could hanely from some additional antisproments to forther improve the function and form of the built environment See Figure 4 - Existing Zoning

sked by many visitors as

adiates out from Easy of collector streets, local reating a defined street I help to accentuate the r. See Figure 8 - Street

defined crosswalks and Center contains very few adjacent to on-street hat include sidewalks dead ends, or do not non points of origin to ing this condition is to experience the Village icle and to allow visitors os the downtown has to



## <u>Chapter 3 - Vision</u>

- Made select edits to respond to review comments on:
  - ✓ Introduction
  - ✓ Redevelopment Master Plan
- Revised Table 1 Redevelopment Master Plan Summary to only outline redevelopment sites. Added Table 2 – Redevelopment Master Plan Build-Out Matrix to independently detail the anticipated build-out conditions.
- Confirmed Redevelopment Plan and anticipated build-out conditions are consistent with the General Plan

#### Redevelopment Go

To further refine the vision statement into direction-usite items, a series of Goals or guiding principles were developed. Goals, like a vision statement, are priced in nature but usually provide a level of specificity which sakes to give purpose or define results of the redevelopment process.

Earn Soal represents some part of the vision and begins to provide direction for what the community should have an to realize the desired end state. In the next Chapte these Soals were then shaped into a set of more specificationable. Objectives and Strategies. Rischer individually apply to a search Gold, it is environment the rischemic objectives and strategies will "cross political and collectively riskup to accomplish the Plans state doesn below."

- Boal I Aggressively market a "Fillage" image that unique, yet readily identifiable as Carefree.
- Goal 2 Create a cultural anchor and community focal points that repeatedly attract local residents and regional violors.
- Goal 3 Improve the economic viability of the Village through enhancement of the mix of retail, business, erits and culture.
   Goal 4 - Enhance the physical viability of the Village
- thile preserving its architectural and pedestrian haracter.
- Goal 5 Thoughtfully regulate development of vacant land and promote repurposing of underutilized buildings.
- doel  $\theta$  Strengthen public-private partnerships to

#### Redevelopment Master Plan

a loci into the future of the Cardine Village Center.
offers the Town and community stateholders is illustration of one potanosis caneral for redevelopme within the Village Center. It is possible the redevelopment could occur in a different manner the that which is shown on the plan. Therefore, if Enterwisionment Messal Dan Ultratesion should nmon purpose that all investors can very upostribute to, and derive value from.

A CONTRACTOR OF THE PROPERTY O

Collectively, the following objectives and strategi illustrate the essential efforts, projects, amendies as infrastructure improvements that are necessary stimulate market demand in the Village Center with positively responding to this Shah overarching vision as

religionant density and intensity projections are

| DS | Town of Combine Village Corner Redovelopment Flori | Become A. Jonies Commission Flori Red.



Table 1 - Redevelopment Master Plan Summa

| Plm ID | Parcel<br>(Common Name/WPK) | Development Type  | Carrent live     | Petertial the         |
|--------|-----------------------------|-------------------|------------------|-----------------------|
| A      | Planada Fisca               | Revision          | 269              | 864                   |
|        | 30x5 50x100                 | Redevelopment     | 705056           | Retal Gar             |
| 0      | 7640-0074-005               | Retariesphert     | Yacant           | Paking                |
| 9      | Sondaren Place              | Revitalization    | 100              | Virtal                |
| 8. /   | Mandard Builders            | Restationer       | Rital/Resilental | Retail/Residential    |
| -      | Chamber Suiding             | Enhanced the      | Other            | Rich Office Residents |
| 0      | Lis Portalis                | Adigitive fercial | 901              | Refal/Residential     |
| 1      | Ohisk.                      | Restalation       | Total.           | Sktyl/Reddetail       |
| 100    | Warnt Flats                 | 1 Marcel No.      | Retail/Service   | Establissams a        |
| -1     | Taffive American Callery    | 1/6/mod the       | 2000             | Retrofestation        |
| 8      | Town Hall                   | Redevelopment     | Office           | Rothward Residents    |
| 47 9   | TSode (Sek)                 | Adaptive linear   | Office           | Redamed/Residents     |
| ×      | Wileyland                   | lestalation       | No/Other         | Residentarian)        |
|        | 79-41-08                    | 981               | Onliverand       | Resid                 |
| 2      | 29-01-014                   | Infil.            | Undrymped        | Returned and a        |
| 30.0   | 264528                      | 141               | Understand       | Office/Parking        |
| 6      | 7645-0658.8.0641            | 990               | Orderesped       | Retail/ordensu        |
| 5      | 26-61-002                   | 3/61              | Ostroisped       | Production            |
| 6      | 29-85-0666                  | 201               | Understood       | Restantia             |

Table 2 - Redevelopment Master Plan Build-Out Matri

| Net Office" (SF) | Net Residential" (units) | flet Restaurant" (SF) | Net Retail* (SF) | Ret Firking" (spaces) |
|------------------|--------------------------|-----------------------|------------------|-----------------------|
| -0,000           | 60                       | 1,000                 | 3,500            | 165                   |
|                  |                          |                       |                  |                       |

(note: parking will be both onsite and offsite)

## The Plan for Action

- To give further structure and guidance to action efforts, introduced new text to clarify plan efforts as:
  - ✓ potential project,
  - ✓ regulatory update,
  - ✓ in-kind support, or
  - ✓ catalyst projects

The Plan for Action 23

### Chapter 4: The Plan for Action

Redevelopment and revitalization of the Carefree Village Center will not be achieved through a few simple policy changes or one "liver builet" development project. Rather, successful improvement of the Village Center will occur through initiating a series of complimentary, well-defined efforts that build upon one another to set the course for real change.

The following: "Plan for Action" establishes the blueprint for achieving this desired change by outlining a framework of Objectives that focus on achieving the community's Vision and Goals for this critical area of the Town. Each strategy includes a summy.

area of the Town, Each strategy includes a summ Strategic Initiatives toward which planning efforts

To nive further structure and pulsaces to the redess implementation measures detailed in Chapter 5, ear are liter that as, potential projects, undication the updates, indication they will require revisions to indicating they will require Town stakeholder or violent to they will require Town stakeholder or violent to the control of the

#### Objective 1 – Improve the Village Center's visibility and access

The moner in which a violor appreaches the Village Center directly witeblinks their first impression of the case and Annorable impression in other increases in apprecia to find an eligible expanisor for vision, decase utilized to an eligible expanisor for vision, decase utilized to be more confirshed a violate site may see that well project to patients autilized to written and the vision of the control of the vision of

The Willage Centre bedge; is relatively connected and offers, and extended noting selections from the manufacturing seeps; is A part of the Toron's avoidabilities within following the development of the 200 Martin Mellins following the development of the 200 Martin Mellins following the control of the 200 Martin Mellins following the seep from Centre final seeps for the 200 Martin Mellins following the seep f

24 Town of Cazefree Village Center Redevelopment Plan

primarily by those who are already well oriented to the Village Center, such as residents and current workers of the area. (Screenia Project)

- Enhance seasonal plantings at each entry point to further distinguish from the surrounding natural landscape (Docume) Smilett
- iii. Improve the vitual character of the Tom Derlington Drive and Cave Creek Road interaction by placing enhanced wayfinding signage and landscape islands. <u>Contactor</u>
- iv. To fully achieve these improvements, portions of private property at each intersection may need to be acquired, consolidated with Town owned right-of-way, then cleared and improved\_closured\_bream.
- b. Decrease the number of entry drives along Yom Darlington Drive and Cave Creek Road, 4. Int trivies from Yom Darlington Drive and Cave Creek Road, the Village Center: strugglies to look well defined or minting to visitors given the prevailing number of entry roads and driveways located along these autooriented corridors.
- L Identify opportunities to consolidate the number of existing etchy griffs along Tom Darlington Drive and Clave Creek Read to reduce controllant to videous and encourage etchy to desired primary and secondary glassway enclanace. Excelled alternatives include, abandoning Sunshine Way and relocating driveney entrances along Tom Derlington to edjacent side streets, "Quiencia Allament".
- e. Establish a hierarchy of street typologies. The arrangement of streets, driveways, and alleys should be legible and structive. Well-designed, sepseling, and nevigable streetscapes will help provide clarity to the Village Center as well as contribute to visitors enjoying their stay, which encourages return visits and positive referrals to other.
- Clearly define primary streets over secondary conrice streets (i.e. sleys, private drives) to guide visitors to desired points in the Village Center. (Entents) Diseases.
- Primary Streets include: Carefree Drive.
   Wampum Way, Lucky Lane, East Ho, Hum Road.

Ho Hum Drive and Easy Street. (Botantia

iii. Design and provide common streetscape elements such as vertical curbs, alternate paving material, on street parking, sidewalks, seasonal landscaping, signage and streetsmost to clearly identity these common streams as melarage traval.



Existing Conditions: Currently there are several entry roads and driveways along Tom Darrington Drive that Imped traffic flow and clutter access to the



Conceptual Rendering: Creating cross-access connections and relocating entry drives to side streets reduces the number of entry drives along Tom Derlington Drive and helps encourage visitors to utilize desired primary access points when entering the Villago Conter.

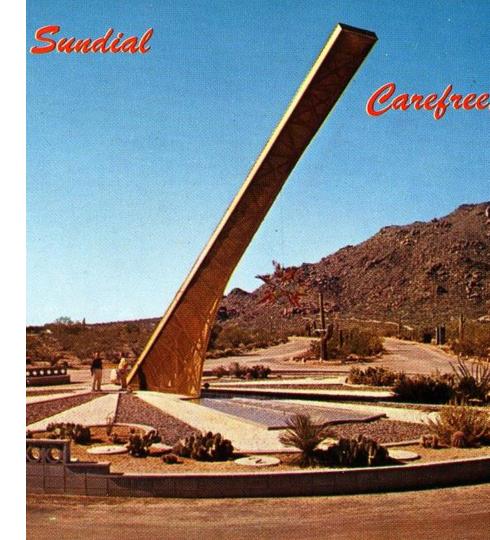
## <u>Implementation</u>

- Removed detailed "Implementation Statement" to avoid unintended conflicts and incorporated broader, but definitive, implementation framework
- Finalize Appendix to include (as separate docs):
  - ✓ Appendix A Resolution for the Redevelopment Area & CBD Establishment
  - ✓ Appendix B Market Analysis Summary (2015)
  - ✓ Appendix C Community Participation Summary (2015)
  - ✓ Appendix D Cultural Facility Guidelines (2015)



# **Next Steps**

- 1. P&Z Commission to make formal recommendation to Council
- 2. Notify property owners in redevelopment area by mail and provide two public notices is newspaper
- 3. Council to conduct public hearing for final consideration (requires 2/3 vote)



# **Economic Development Work Plan**

24-Month Tactical Plan outlining priorities and focused activity

## Priorities

- Town Center Revitalization
- Hospitality Development
- Regional Retail Development (Cave Creek Rd/Carefree Hwy)



# **Economic Development Work Plan**

24-Month Tactical Plan outlining priorities and focused activity

## Key 2021-2022 Accomplishments

- Worked through the Pandemic to assist small businesses
- General Plan Amendment for resort at Carefree Highway and Tom Darlington Drive
- Created Town Center Redevelopment Area, nearing completion on Redevelopment Plan expected to be approved January 2023.
- Initiated the Signage, Circulation and Parking Plan
  - ✓ Signage Plan to be completed December 2022
  - ✓ Circulation and Parking component to be completed by Spring 2023
- Opened Visitor Center
- Opened Hampton by Hilton



# **Economic Development Work Plan**

24-Month Tactical Plan outlining priorities and focused activity

## Key 2023-2024 Priorities

- Initiate Redevelopment process of Town Hall site
- Development Standards and Zoning for Town Center
- Build programs to focus on revitalization of key locations
- Market key corners on Carefree Highway
  - ✓ Hospitality
  - ✓ Regional Retail
- Implement Signage Plan
- Complete the Circulation and Parking Plan



## Chapter 3 - Vision

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"Carefree's Village Center is the heart of a progressive community that is also a regional magnet for activity. Entry to the Village Center is distinct and beckons visitors and locals alike to wander and discover new goods, services and entertainment within. A diverse mix of specialty shops, art, and dining opportunities leverage the unique design and natural setting of the Village Center to thrive and prosper. Selected cultural amenities and exceptional annual events showcase the authentic character of the community and attract new residents who choose to live in the Village Center and enjoy the true "Carefree" lifestyle."