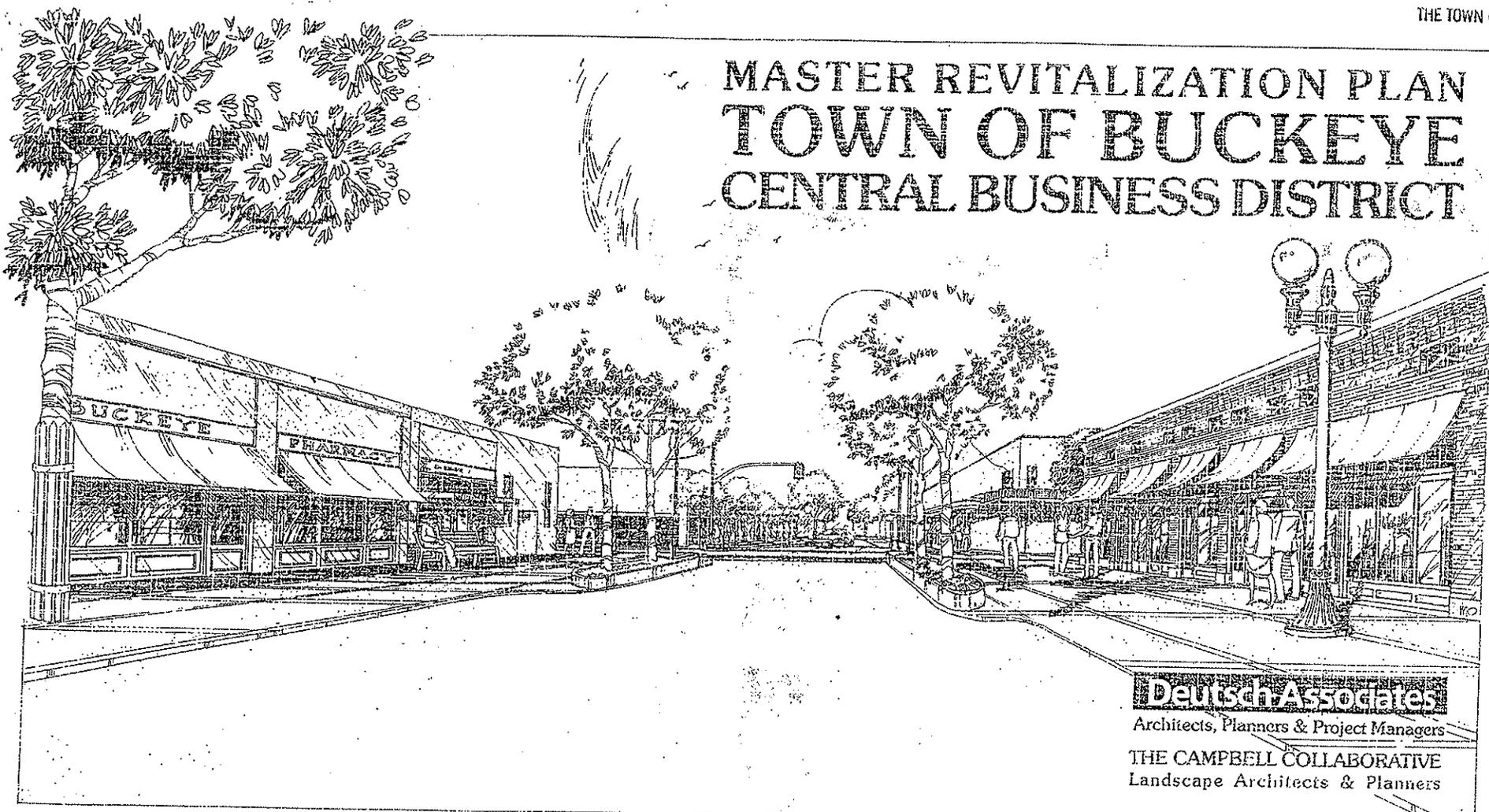


MASTER REVITALIZATION PLAN TOWN OF BUCKEYE CENTRAL BUSINESS DISTRICT



Deutsch Associates

Architects, Planners & Project Managers

THE CAMPBELL COLLABORATIVE

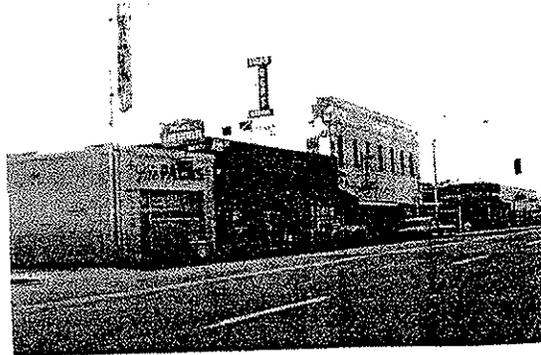
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TOWN FORUM - PRESCOTT MAY 1987



MONROE AVENUE 1987

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1. INTRODUCTION

The Town of Buckeye has a number of opportunities which make the community both an exciting and, in many respects, a unique place in which to live and for which to plan.

Buckeye has both an incorporated area (5.5 square miles) and a planning area within its strip annex area (126.5 square miles) that make the town potentially the second largest community in Arizona and one of the 20 largest in the United States, in land area. The Town's planning area is equivalent to the land area of Detroit or Philadelphia. The Central Business District (160 acres) represents less than two tenths of one percent of the Town's planning area, yet is over 4.5 percent of the incorporated town.

The Town of Buckeye was the recipient of a grant, in 1987, by the Maricopa County Community Development Agency for the development of a Central Business District Master Revitalization Plan. Deutsch Associates was contracted to undertake this project as the planning team. This study is a volume of the "Town of Buckeye Development Plan 1988-2000."

The Central Business District Master Revitalization Plan provides a broad outline for the future physical and economic development of the Town of Buckeye. The CBD-MRP program is an interrelated set of plans and implementation tools designed to guide the future of Buckeye's Downtown area during the next twenty years. The Revitalization Plan is designed to:

- define approaches to land uses, and improvements to the Central Business District;
- identify a site for both a major anchor commercial center and a festival center within the Downtown;
- illustrate entry point and streetscape treatments;
- outline approaches, potential funding sources, responsibility and time frames for implementation.

The CBD-MRP describes a physical and policy framework for the future which reflects the extensive work done by Citizens of Buckeye and their consultants as documented in this report.

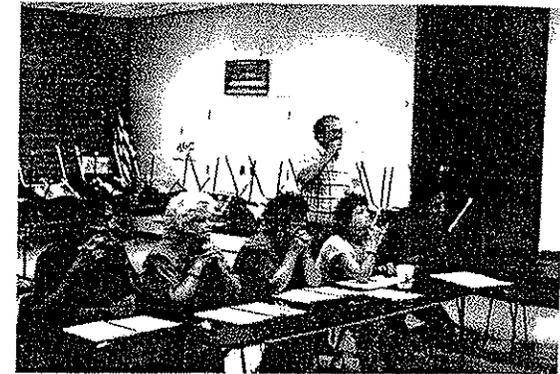
SUMMARY

The Master Revitalization Plan for Buckeye contains a vision for the Downtown which builds upon Buckeye's opportunities and addresses the Town's problems. This vision is an image which is strongly linked to the downtown's heritage and also looks to the downtown's future. The CBD-MRP addresses the Central Business District's character at three levels. First, a framework for the entire downtown is recommended. Second, specific physical improvements in terms of Entry Point and Streetscape treatments are proposed. Third, a detailed Implementation Plan is recommended for the Central Business District.

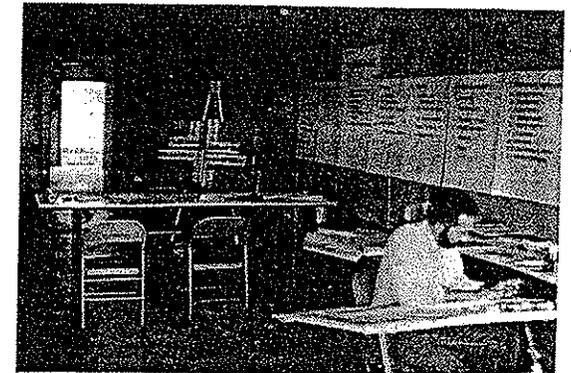
PLANNING PROCESS

The Buckeye Master Revitalization Plan did not begin in a planning vacuum. Significant local planning studies have been completed or are underway and have had an impact on the planning process. Related to the CBD-MRP planning area are various studies done by the Maricopa County Community Development Agency. Major planning input includes:

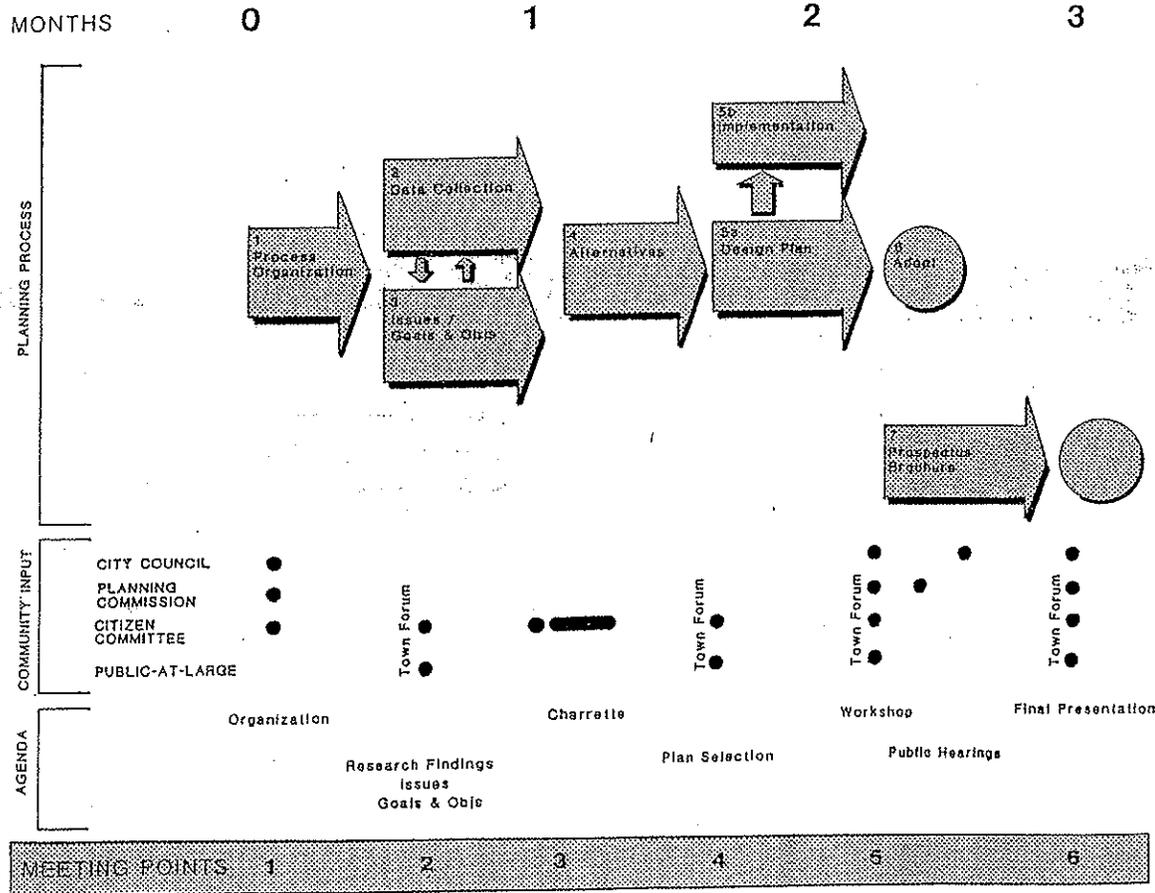
- | | |
|---|-----------------|
| • Historic Preservation Study
Area Boundaries | Undated |
| • Commercial District Analysis
and Recommendations | January, 1987 |
| • Economic Potential Summary | July, 1986 |
| • General Plan Summary and
Recommendations | September, 1986 |
| • Policy Recommendations | September, 1986 |
| • Business and Building
Survey | August, 1986 |
| • Definition of Terms | August, 1986 |
| • Parking Analysis | August, 1986 |



IDENTIFYING ISSUES



DESIGN CHARRETTE MAY 6,7,8&9 1987



These background studies reflect a high level of effort and most of the information presented in them served to form the planning data base upon which many of the concept alternatives were formed.

The work program diagram shown in Figure 1.1, describes the planning team's approach to the Master Revitalization Plan. A major component of the work program was the structure for citizen input. The lower portion of the diagram illustrates the opportunity afforded for citizen participation and was incorporated as part of the Bernard Deutsch Associates contract with the town.



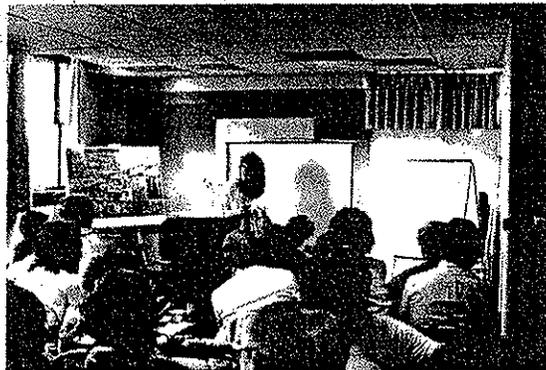
Figure 1.1 Work Program Diagram



CITIZEN ADVISORY COMMITTEE



SMALL GROUP DISCUSSION



TOWN FORUM - GOAL SETTING



MEETING POINT 2

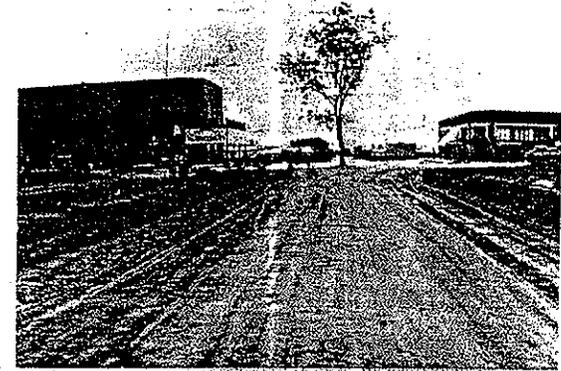
2. BACKGROUND

HISTORIC CONTEXT

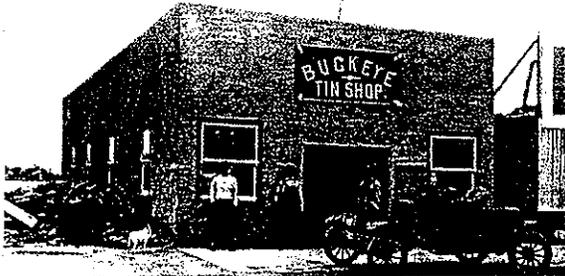
Buckeye's history goes back 100 years to the community's founding by Thomas Newt Clanton in 1888. Historically, Buckeye was, and still is, a significant rural agricultural community due to its fertile soil and abundance of water. Several of the Town's major structures were built near the turn of the century, and are still in use today. Amachi Plaza, originally called the Ware Building, was built in 1910 and served as the main shopping plaza in the heart of town. Today, Amachi Plaza is being restored to serve its original purpose. The San Linda Hotel, originally called the Joslin Building, was built in 1912. Both buildings are located on the main road through Buckeye, Monroe Avenue. There are also many other historically significant buildings throughout the Town of Buckeye, including the Buckeye Food Bank, originally the Buckeye Courthouse and Jail, and the Buckeye Irrigation Company. The "New Town" of Valencia, designed in 1928, is an outstanding example of early town planning using the radial plan design. Today, Buckeye remains a friendly rural community with a very prosperous future ahead to look forward to.



BUCKEYE FOOD BANK - 4TH STREET



4TH STREET (CIRCA 1912)



BUCKEYE TIN SHOP - MONROE AVENUE



4th STREET AND MONROE AVENUE (CIRCA 1918)

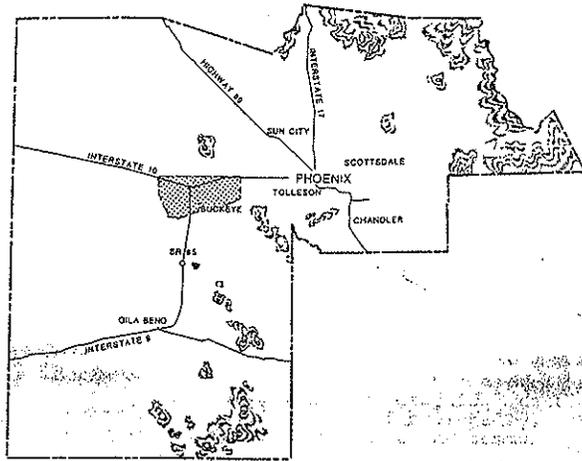


FIGURE 2.1 REGIONAL LOCATION

REGIONAL CONTEXT

The planning area, as illustrated in Figure 2.1 is located an equal distance from Los Angeles and San Diego along the primary transportation corridor from Phoenix Metroplex and Southern California. This gateway location and the area's appealing climate and rural characteristics are basic factors creating growth pressures on the planning area. These pressures are the result of both the rapid westward expansion of the Phoenix urban area and increased development of nearby areas such as the Estrella Ranch and Sun Valley projects.

The downtown area is the historic center of Buckeye. While the expanded planning area has altered the downtown's geographic central location, emotionally and functionally, the downtown remains the center of the community.

TRADE AREAS

Buckeye's strategic location at the major junction of the transportation routes between Los Angeles, San Diego and the Phoenix Metropolitan area, geographic position as the western edge of Phoenix, and rural small town atmosphere make the downtown able to draw retailing and tourist support from a sizeable market trade area.

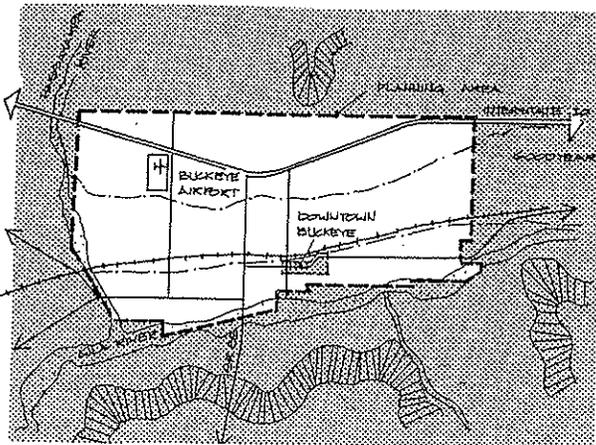


FIGURE 2.2 REGIONAL CONTEXT

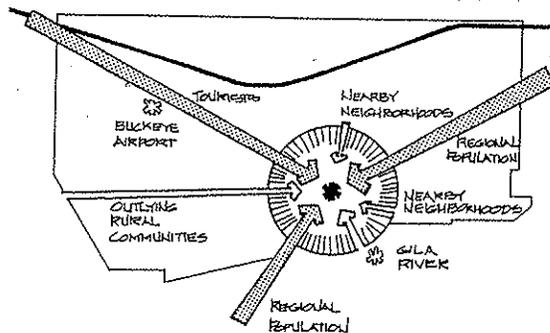
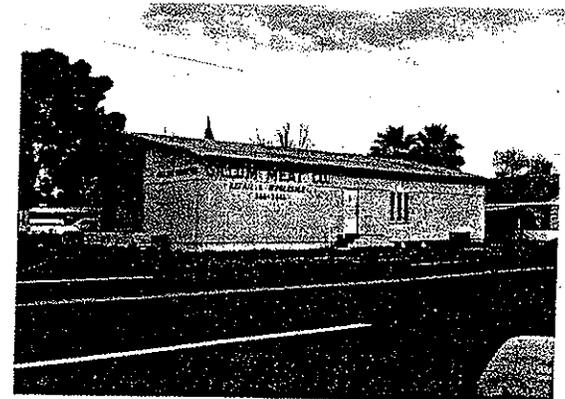


FIGURE 2.3 TRADE AREAS



3. TOWN ISSUES AND GOALS

The major factors considered in developing the CBD-MRP include:

- Community knowledge, values and ideas as identified by the Citizen Advisory Committee;
- Buckeye's opportunities and problems;
- Realistic techniques and tools available to the town for implementation.

The Central Business District Master Revitalization Plan process began with the Citizen Advisory Committee and public-at-large meeting to define issues and goals. Issues were described as problems and opportunities. Goals were described as goals, objectives and strategies. Town problems and opportunities were recorded by staff of the Deutsch Associates planning team in the exact words of the citizens. These problems and opportunities were then prioritized by the committee members. Following are the priority rankings and the individual listings of problems and opportunities.

OPPORTUNITIES LIST

PRIORITY OPPORTUNITIES

1. "Centralized Location, Crossroads Junction Town"
2. "Water Availability"
3. "Rural Atmosphere"
4. "Airport"
5. "Community Spirit"
6. "Good Schools"
7. "Helpful, Friendly People"
8. "Rail, Bus Service"
9. "Bond Issues"
10. "River"

ADDITIONAL OPPORTUNITIES

- "Open Spaces"
- "Opportunities"
- "Energy People"
- "A.P.S. (Palo Verde)"
- "Clean Air"
- "Temperature"
- "Sunshine Days"
- "Plenty of Open Land"
- "Medical Facility"
- "Industrial Development Authority"
- "Low Crime Rate"
- "Western Atmosphere"
- "Western Gateway Team"

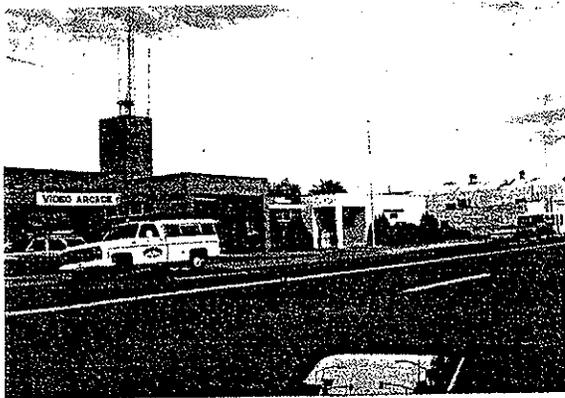
PROBLEMS LIST

PRIORITY PROBLEMS

1. "Image"
2. "Housing"
3. "Lack of Identification of Community Opportunities"
4. "Not Enough Businesses"
5. "SRP vs. APS"
6. "Parking"
7. "Lack of Economic Opportunities"
8. "Competition"
9. "Community Identity (Edge of Town)"
10. "Declining Economy"
11. "Lack of Pedestrian Walks"
12. "Pride of Ownership"
13. "Confusion Regarding the Development Process"
14. "River (Flooding)"

ADDITIONAL PROBLEMS

- "Job Opportunities"
- "Lack of Recreation"
- "Water Quality"
- "Absentee Owners"
- "Historic Lack of Room for Expansion"
- "Price of Land (Relative)"
- "Low Income"
- "Older Housing"
- "No Definition of Neighborhood"
- "Palo Verde"
- "Prison"
- "Land Fill (Future)"



	OPPORTUNITIES										PROBLEMS													
	I. Centralized Location X Roads Junction Town	II. Water Availability	III. Rural Atmosphere	IV. Airport	V. Community Spirit	VI. Good Schools	VII. Helpful Friendly People	VIII. Rail-Bus Service	IX. Bond Issues	X. River	I. Image	II. Housing	III. Lack of Identification of Community Opportunities	IV. Not Enough Businesses	V. SRP vs. AFS	VI. Parking	VII. Lack of Econ. Opportunities	VIII. Competition	IX. Community Identity (Edge of Town)	X. Declining Economy	XI. Lack of Pedestrian Walks	XII. Pride of Ownership	XIII. Confusion Regarding Development Process	XIV. River (Flooding)
1. LAND USE CHANGES																								
1.1 Location of Commercial Festival Center on 4th Street	●	○			●						●		●			●	●	●	●	○	○			
1.2 Rehabilitation of San Linda Hotel					●		○				●		○			○	○		●		●			
1.3 Restoration of Amachi Plaza					●						●		●		●	●	○		●		●			
1.4 Development of Town/County Government Complex			○		●		○				●	●			●		○	○				○		
1.5 Development of Post Office			○		●						●	●			●		○	○				○		
1.6 Instigation of A Housing Rehabilitation Program for the Residential Area South of Monroe Ave.					●	○	○				●	●										●		
1.7 Creation of A Neighborhood Conservation Program for the Residential Area North of Monroe Ave.					●	○	○				●	●										●	○	
1.8 Relocation of Non-Compatible Uses out of the Downtown Area		○		○	○						●	○	○			●				○	○	○	○	
2. AUTO & PEDESTRIAN CIRCULATION																								
2.1 Streetscape Improvements-Monroe, 4th Street			●		●				○		●			○		○			○		●	○		○
2.2 Development of Back Block Parking Lots					○			○			○		○		●						●			
2.3 Creation of Secondary Circulation Loop Around Downtown					○						○	○							○		○			
2.4 Location of Public Transit/Transfer Station					○			●		○	○					○					○			○
3. URBAN DESIGN																								
3.1 Creation of Commercial Festival Center as Downtown Focal Point	●	○	○		●			○	○	●									●		●	○		○
3.2 Development of Entry Point Features at First/Miller & Apache/Highway 85		○			●			○		●									●			○		
3.3 Addition of Plaza & Walkways					●					●									●		●			
3.4 Restoration/Rehab of Key Buildings			●		●		○			●		○						○	○		●			
3.5 Intensification of Commercial/Retail Uses between First/Miller and 7th Street					○					○		●	●		○	●	●			●		○	○	
3.6 Concentration of Support/ Service Uses along Monroe Ave. from 7th Street to Town/County Complex					○					○		●	●		●	●	●		●		○	○		

● MAJOR IMPACT
○ SECONDARY IMPACT

FIGURE 2.1 OPPORTUNITIES & PROBLEMS MATRIX

GOALS AND OBJECTIVES

The Goals and Objectives listed on this and following page have been assembled based on the planning team's review of existing town documents and relate to total community development. Representing the Town's previously stated position, the Goals and Objectives have been augmented, changed or deleted by the Citizen Advisory Committee. Goals and objectives relating specifically to the downtown plan are highlighted for easy reference.

The various policy statements have been sorted and compiled into the following components:

- Land Use
- Circulation
- Public Utilities
- Urban Design
- Economics

I. LAND USE

GOALS

- 2.0 Ensure the orderly development of Buckeye by setting up priority areas for growth, conservation and infrastructure development.
- 2.0 Secure a more balanced distribution of land uses and protect the integrity of the commercial district south of the Buckeye Canal.
- 3.0 Encourage the development of a well balanced quality housing mix and amenities within the town environments.
- 4.0 Strive to maintain Buckeye's agricultural base and to protect its desert flora (desert environments).

OBJECTIVES

- 1.1 Encourage orderly development by means of zoning enforcement and supply of infrastructure.
- 1.2 Revise/update 1982-1992 General Development Plan.
- 1.3 Complete a Master Plan for the Town/County Administrative Complex and its surrounding areas including linkages to the commercial district, the Buckeye Park, Buckeye High School and the approach zones along U.S. Highway 85, Eason Avenue and Cemetery Road.
- 1.4 Plan development to occur in an orderly fashion and within prescribed performance standards.
- 1.5 Design the airport for a planned industrial park and as an industrial airport.
- 2.1 Eliminate non-conforming uses in the Central Business District through a process of relocation of industrial uses to industrially designated sites.
- 2.2 New parks and recreational facilities are required for the young, the teenagers, and most important, for the elderly.
- 2.3 Base annexation, rezoning, marketing, and site plan review on the "land use pattern" intent of the General Plan.
- 3.1 Explore mechanisms which will support and encourage development of a mix of housing opportunities and amenities.
- 4.1 Encourage development of agricultural support and based industries.
- 4.2 Preserve and enhance the White Tank Mountains and the river.

II. CIRCULATION

GOALS

- 1.0 Develop a comprehensive transportation master plan for the Town which facilitates efficient movement of people and goods in and through the community.

OBJECTIVES

- 1.1 Accelerate improvements to Miller, Oglesby and Watson Roads.
- 1.2 Request ADOT assistance to develop sidewalks, curbs, gutter and landscaping along U.S. 85 particularly the area from 9th Street to Watson Road.
- 1.3 Encourage revitalization and in-fill development in the CBD by using reduced parking requirements as an incentive for the property owners.
- 1.4 Plan for the entranceways to the city center.
- 1.5 Designing new circulation patterns that will resolve present problems.

WHAT WILL BETTER
BUCKEYE?

1. SHOPPING OPPORTUNITIES
2. RECREATION
3. PARKING
4. ENTERTAINMENT
5. APPEARANCE IMPROVEMENTS
6. TOURISM
7. PR PROGRAM
8. INDUSTRY/JOB
9. RURAL TOWN THEME

10. HISTORIC PRESERVATION

11. CIVIC FACILITIES

III. PUBLIC UTILITIES

GOALS

- 1.0 Assure provision of an adequate water supply, and disposal and treatment of sewer effluent.
- 1.1 Address problem of rain water drainage in downtown.

OBJECTIVES

- 1.1 Expand and improve the existing community infrastructure.
- 1.2 Coordinate future water and sewer system expansion with the overall development master plan of the community.

IV. URBAN DESIGN

GOALS

- 1.0 Ensure the orderly clean up and revitalization of the CBD.
- 2.0 Allocate Town resources and efforts at revitalizing Main Street.

OBJECTIVES

- 1.1 Adopt/Enforce strict ordinances geared toward the overall clean-up of the town neighborhoods, the removal of abandoned vehicles and household equipment and/or material from streets and driveways or front yards.
- 1.2 Target neighborhoods for revitalization; encourage self-help projects.
- 1.3 Mandate overall clean-up of industrial facilities within the incorporated section of the town.
- 1.4 Adopt an architectural/landscape theme for the CBD.
- 1.5 Reduce excessive signage from commercial facilities.
- 2.1 Pursue the revitalization/preservation of historical structures.
- 2.2 Prepare an urban design street-scene master plan for Monroe, First and Fourth Avenues.
- 2.3 Complete a more detailed analysis of historical structures.
- 2.5 Plan for distinctive and informative entrances to the Town/County Complex and Center Business District.
- 2.6 Correct the environmental deficiencies present along the entrances to the town particularly the poorly placed signs, open storage areas and lack of an entrance focal point.
- 2.7 Adopt a character plan for the city as an element of its comprehensive plan.

V. ECONOMICS

GOALS

- 1.1 The commercial core is deteriorating and requires beautification and revitalization.

OBJECTIVES

- 1.1 Market Buckeye as a unique center with a rural, desert character in the context of a larger region with potential for business location and profits.
- 1.2 Develop an anchor/festival center in the CBD to promote events and to provide an outlet for social interaction.
- 1.3 Encourage the development of major department stores within the CBD.
- 1.4 Along key roadways use graphics and entry point features to invite passers-by to visit the town's CBD.
- 1.5 Target properties that are vacant or that offer potential for redevelopment and revitalization.
- 1.6 Existing business district merchants must implement a program for improving their services and range of goods provided. Shopping problems exist because of:
 - high prices
 - lack of variety in merchandise
 - lack of a full line supermarket
 - lack of more quality restaurants
 - lack of a department store
 - a need for more entertainment centers
- 1.7 Prepare a publicity brochure outlining the salient elements of the Development Plan, the attractiveness of the community for industry, commerce and residential living and the pro-business attitude of the local governmental body.
- 1.8 Initiate an active marketing program in an effort to encourage land development from the Phoenix Metro Area into the Buckeye Planning Area.
- 1.9 Encourage a new shopping center which fits within the overall framework of an economic model presented in the Development Master Plan.
- 1.10 Economic restructuring of Buckeye.

4. ANALYSIS

Urban Design can be defined as the process and product of organizing a city's form into a logical, efficient, convenient, aesthetically developed three dimensional city. The elements which comprise the framework of a city include:

- edges which define the geographic limits of the downtown;
- activity areas which establish major functional relationships and areas to be recognized in planning and implementation;
- entry points which identify where the downtown begins, orient people to major destinations and set the image for the downtown;
- destinations which attract and serve residents and visitors to the community;
- circulation systems and patterns for vehicles and pedestrians which provide access into, through, and within the downtown area.

The strengths of these elements in the Town of Buckeye were analyzed. An analysis of the Town is presented here. Identified are the existing activity areas, existing land use and urban design elements that need introduction or improvement.

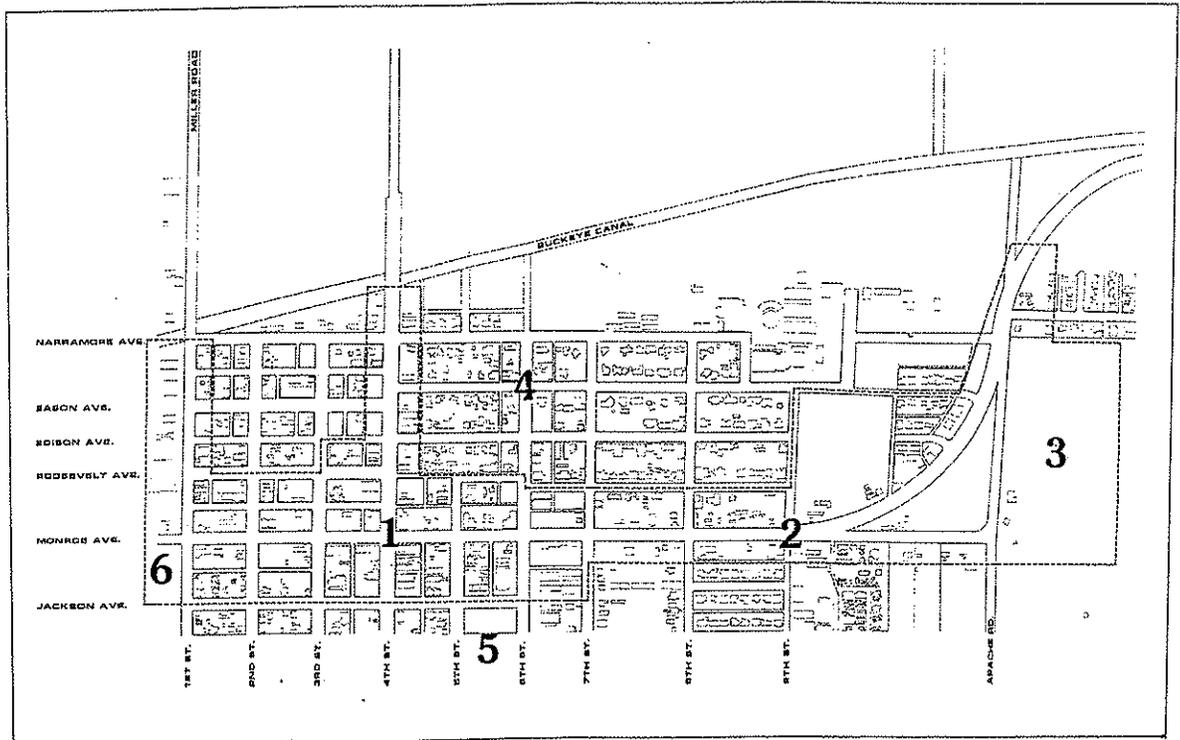


FIGURE 4.1 ACTIVITY AREAS

ACTIVITY AREAS

Downtown Buckeye is comprised of six identifiable activity areas or districts including:

1. The downtown commercial/retail core.
2. The service/support commercial district.
3. Town/County Government Center.
4. Residential District north of Monroe.
5. Residential District south of Monroe.
6. Post office site.

The CBD-MRP establishes positive circulation linkages with these major activity areas in the downtown.

EXISTING LAND USE

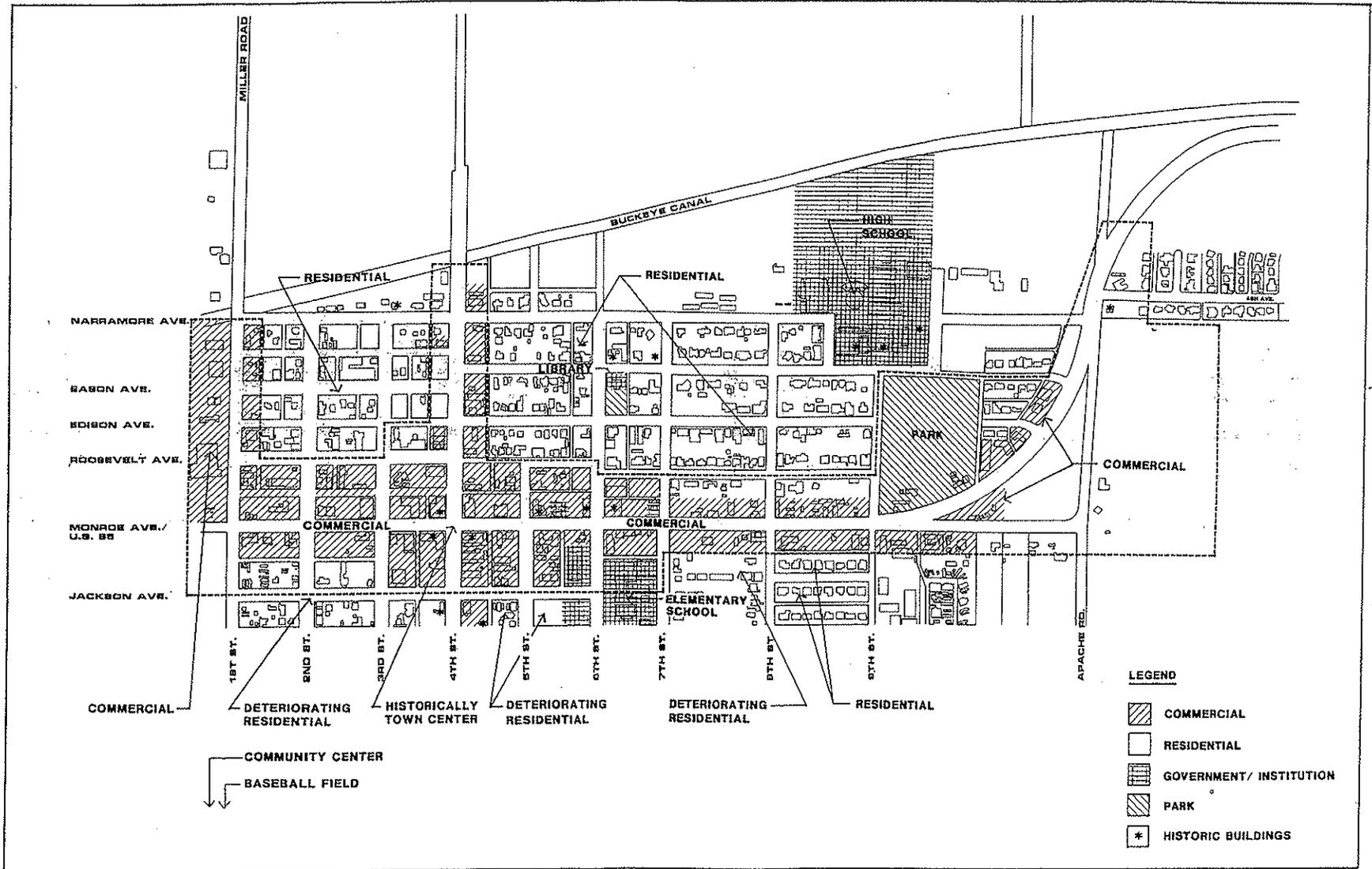


FIGURE 4.2 EXISTING LAND USE

ANALYSIS OF EXISTING CONDITIONS

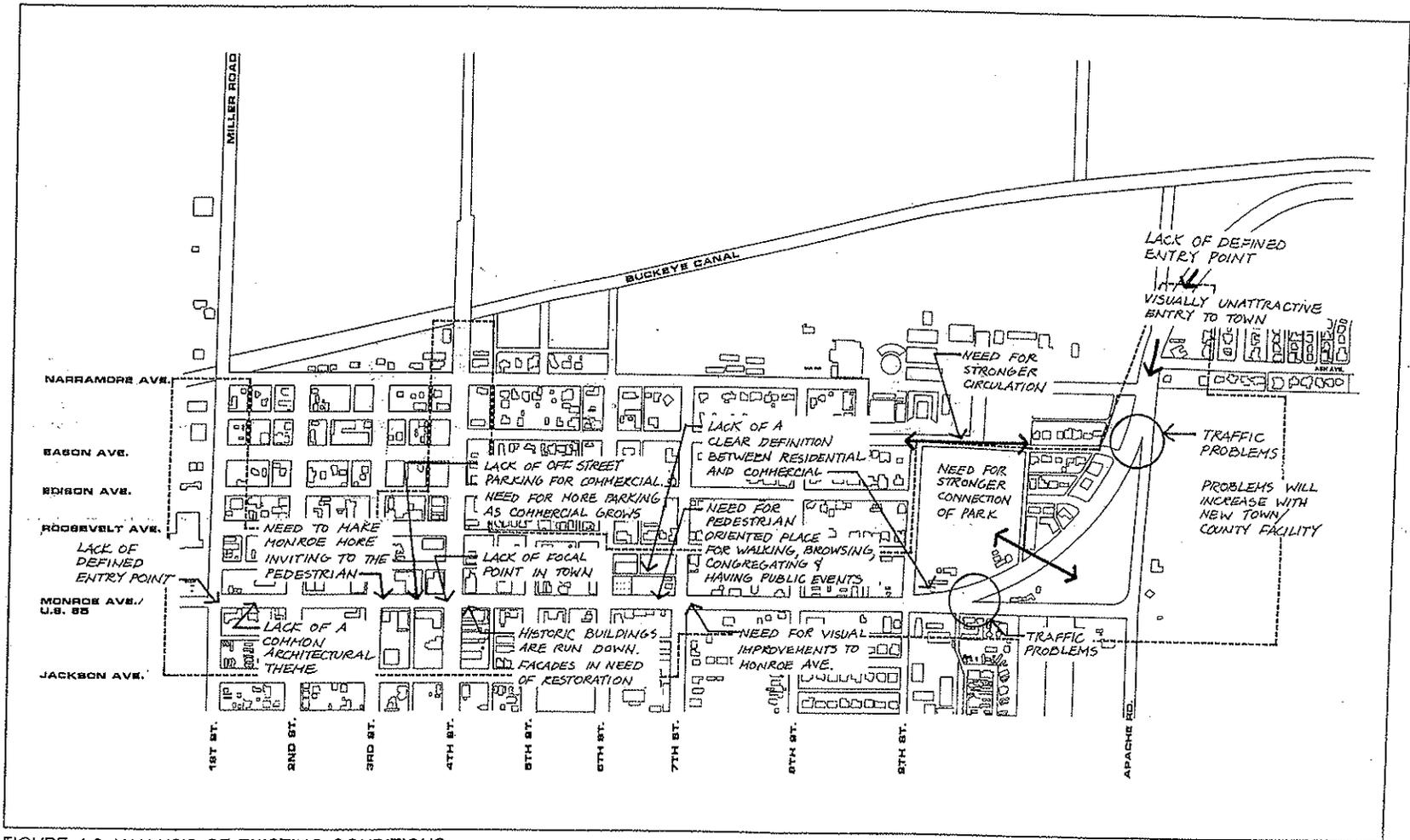


FIGURE 4.3 ANALYSIS OF EXISTING CONDITIONS

5. STUDIES, SOLUTIONS & GUIDES

The analysis of downtown Buckeye identified issues presented in the following sections. Studies, solutions and guides are presented for the following:

- o Land use
- o Infill/Rehabilitation/Recycle
- o Circulation
- o Destinations - Festival Center
- o Streetscape
- o Entry Points
- o Landscape Buffers

DEVELOPMENT & REDEVELOPMENT

LEGEND

-  COMMERCIAL
-  RESIDENTIAL
-  GOVERNMENT/ INSTITUTION
-  PARKING
-  PARK
-  LANDSCAPE BUFFER
-  HISTORIC BUILDINGS
-  PLANNED UNIT DEVELOPMENT & MIXED USE DEVELOPMENT

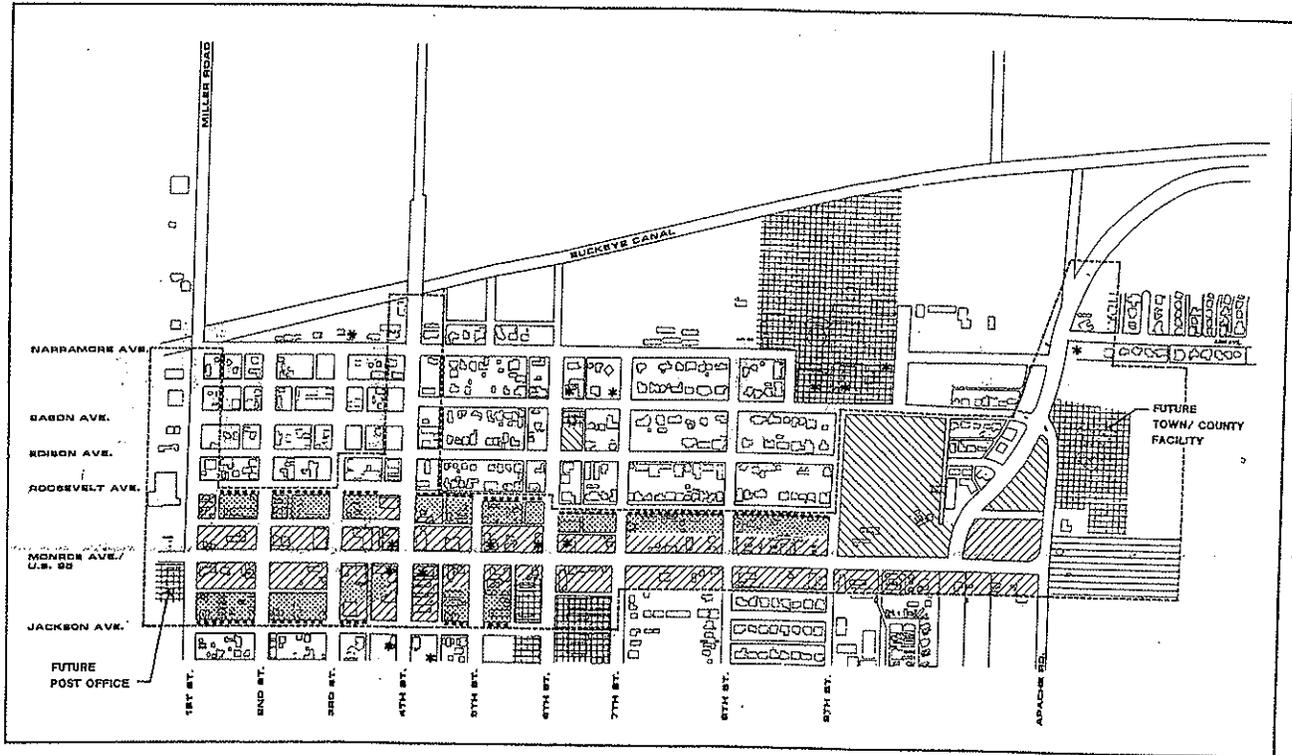


FIGURE 5.1 PROPOSED LAND USE

PROPOSED LAND USE

The Land Use Plan depicted provides a guide for appropriate long term uses throughout the commercial core. Any changes of use should be in accordance with the Land Use Plan.

INFILL/REHABILITATION/RECYCLE

DEFINITIONS:

INFILL: New commercial development occurring on vacant property throughout the downtown. New development shall conform and be sympathetic to the design character of the downtown.

REHABILITATION: Preservation of sound existing structures and restoration to either the original design intent and type or redesign to a compatible style for newer buildings.

RECYCLE: Replacement or major rehabilitation of existing structures for reasons of major code violations or abandonment of use of a dedicated structure (i.e., auto repair shop, etc). Recycle does not imply mandatory relocation of uses such as service stations, etc.

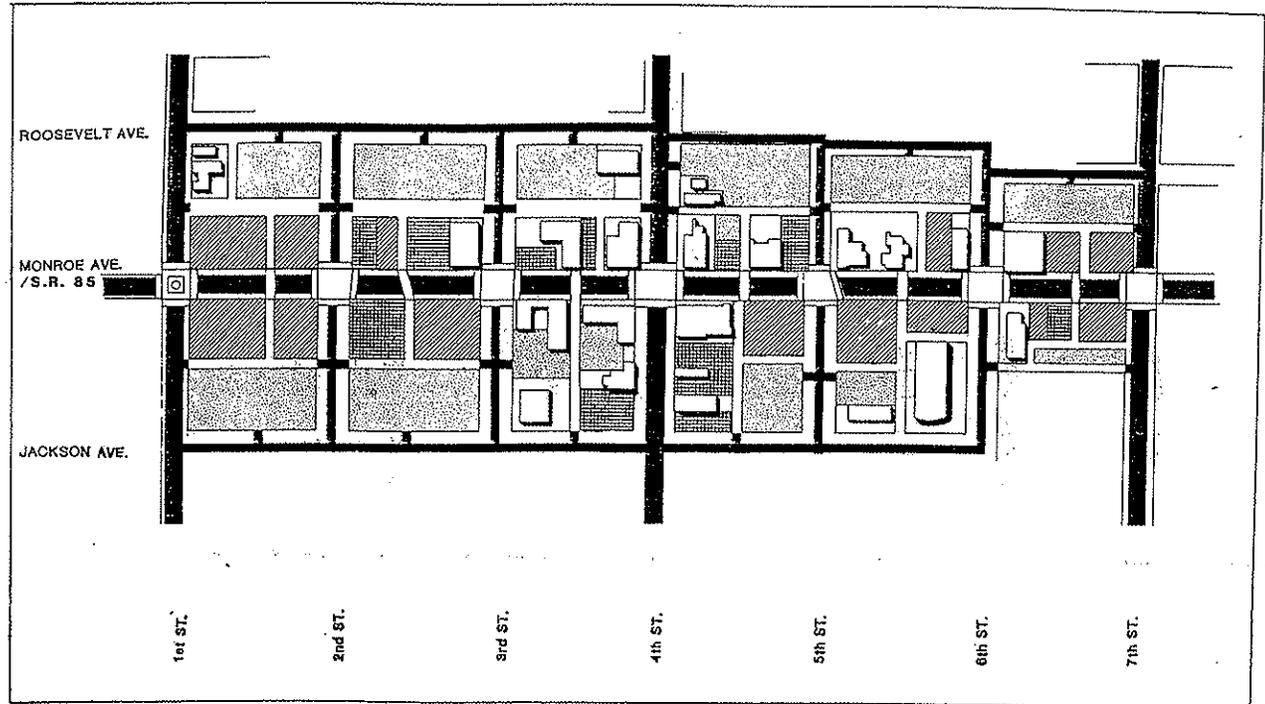
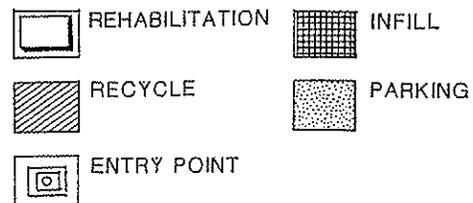


FIGURE 5.2

KEY



INFILL GUIDES

A key element of the Master Revitalization Plan is the infill of vacant properties throughout the Downtown. Figure 5.3 divides the Downtown into sub-areas and defines infill treatment policies for each sub-area.

- A** WEST OF 1ST STREET/MILLER ROAD
 - Develop Post Office
 - Relocate Hazardous Propane Gas Use
- B** 1ST STREET TO 7TH STREET
 - Commercial/Retail Uses at Street Level
 - Office & Residential Uses at Second and Third Story
 - Commercial Buildings Limited to 3 Stories
 - Building Rhythm with 3 Bays
 - Relocate Problem Land Uses
 - Conserve and Rehab Neighborhoods
- C** 7TH STREET TO ASH AVENUE
 - Support/Service Uses (Office, Auto, Motel, Gas Station)
 - Conserve & Rehab Neighborhoods
- D** MONROE AVENUE FROM 9TH STREET EAST
 - Support/Service Uses (Office, Motel)
 - Relocate Problem Land Uses
- E** TOWN/COUNTY GOVERNMENT CENTER
 - Public Uses
 - Office Uses

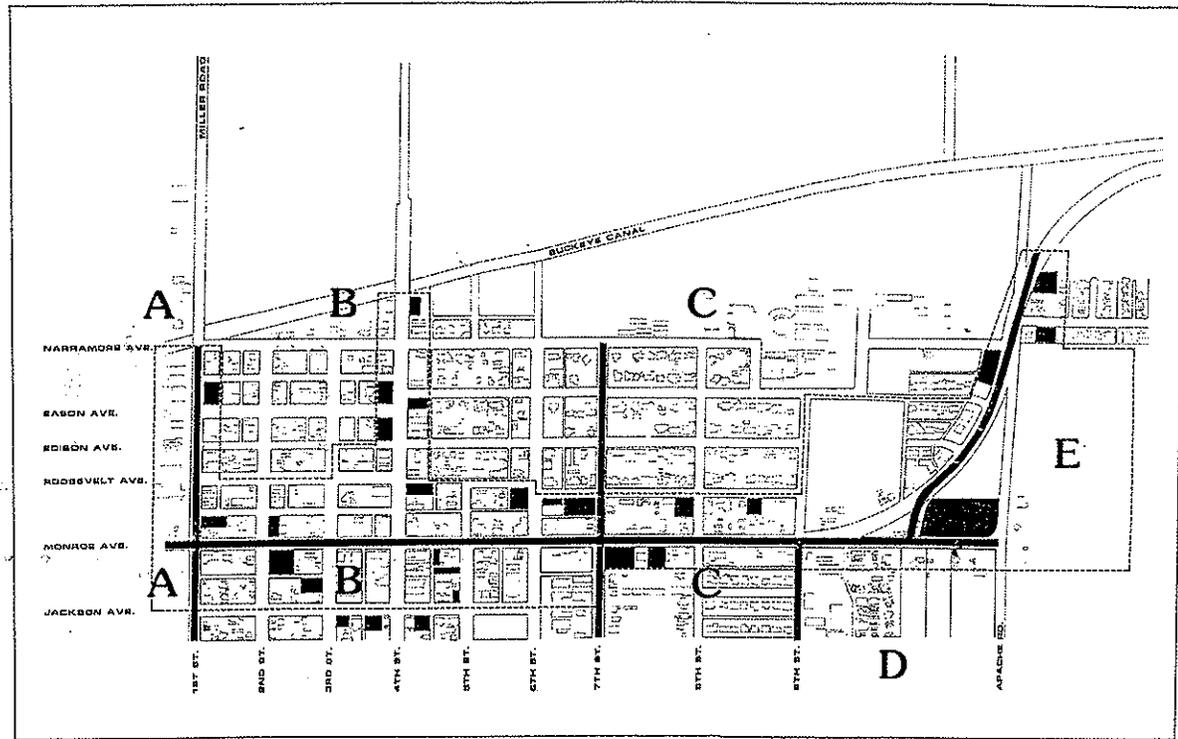


FIGURE 5.3 INFILL

Darkened areas designate vacant properties.

REHABILITATION GUIDES

Facade rehabilitations are an important part of the overall improvements recommended for Downtown Buckeye. Buckeye has building stock in its downtown which, fortunately, includes a number of sound, traditional retail facades. While many of these buildings have been altered over the years, generally, the basic integrity of the building remains. The figure illustrates an example of facade treatments. Improvements should be done within the context of developing a Rural Downtown Theme, Early Twentieth Century Commercial. An architect with expertise in historic preservation should be consulted when undertaking projects involving rehabilitation of Buckeye's older buildings.

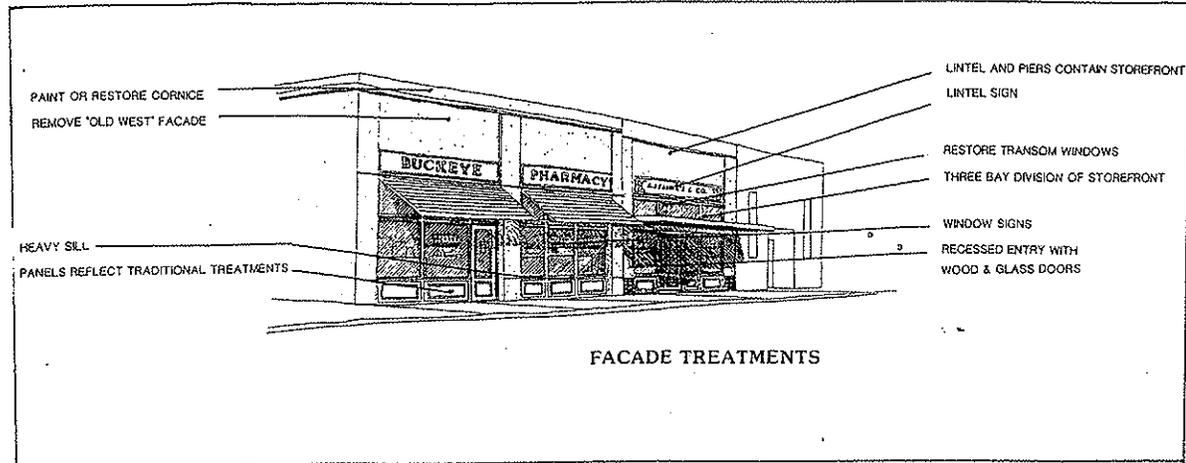


FIGURE 5.4 FACADE TREATMENTS



FIGURE 5.5 EXISTING FACADES

REHABILITATION COSTS	
Stucco Removal	.50/2.00 SF
Water Blast Brick	.75/1.75 SF
Chemical Treat Paint	1.50/3.25 SF
Painting	.40/.50 SF
Pointing Masonry	2.25/3.00 SF
Toothing Masonry	2.50/4.00 Vertical LF
Masonry Infill	6.00/10.00 SF
Store Front	15.00/20.00 SF
Sign Panel	25.00/38.00 SF
Window Awning (30" drop X 10'00")	600.00 Each

SOURCE: BDA & CONSTRUCTION CONSULTANTS, JUNE, 1997

FIGURE 5.6 FACADE REHABILITATION COSTS

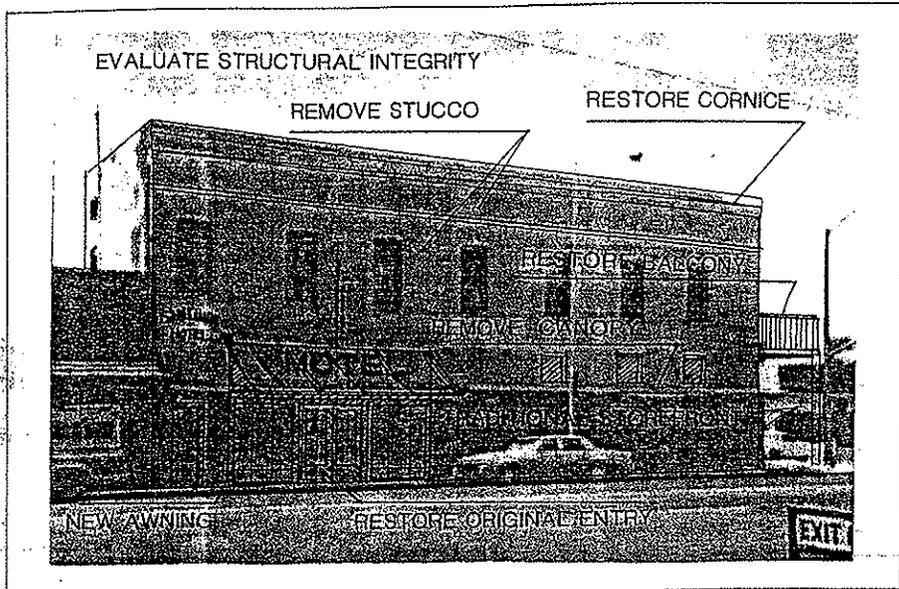


FIGURE 5.7 REHABILITATION TREATMENT

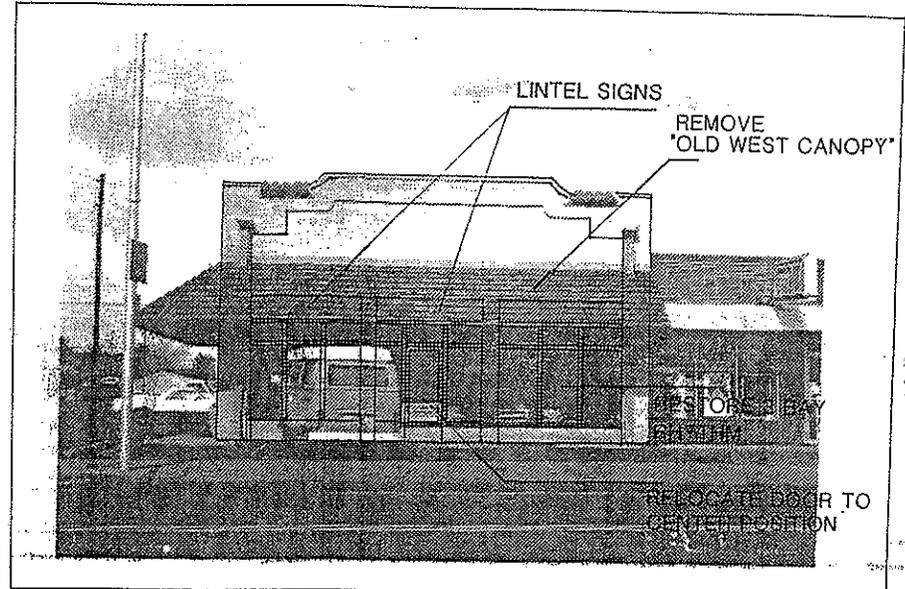
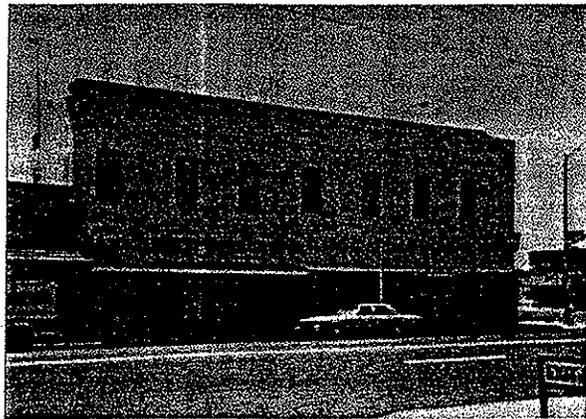


FIGURE 5.8 REHABILITATION TREATMENT



CIRCULATION

PROPOSED VEHICULAR AND PEDESTRIAN ACCESS

The CBD-MRP organizes the circulation system in the downtown so that access to parking lots located in the back block area is easily accomplished via the cross streets and the secondary loop systems.

Pedestrian circulation is enhanced through the introduction of mid-block pedestrian access plazas and major improvements to the streetscape to accommodate pedestrians.

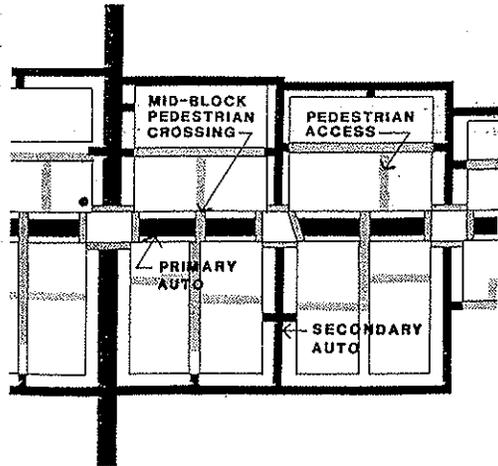


FIGURE 5.9A ENLARGEMENT OF PROPOSED CIRCULATION PLAN

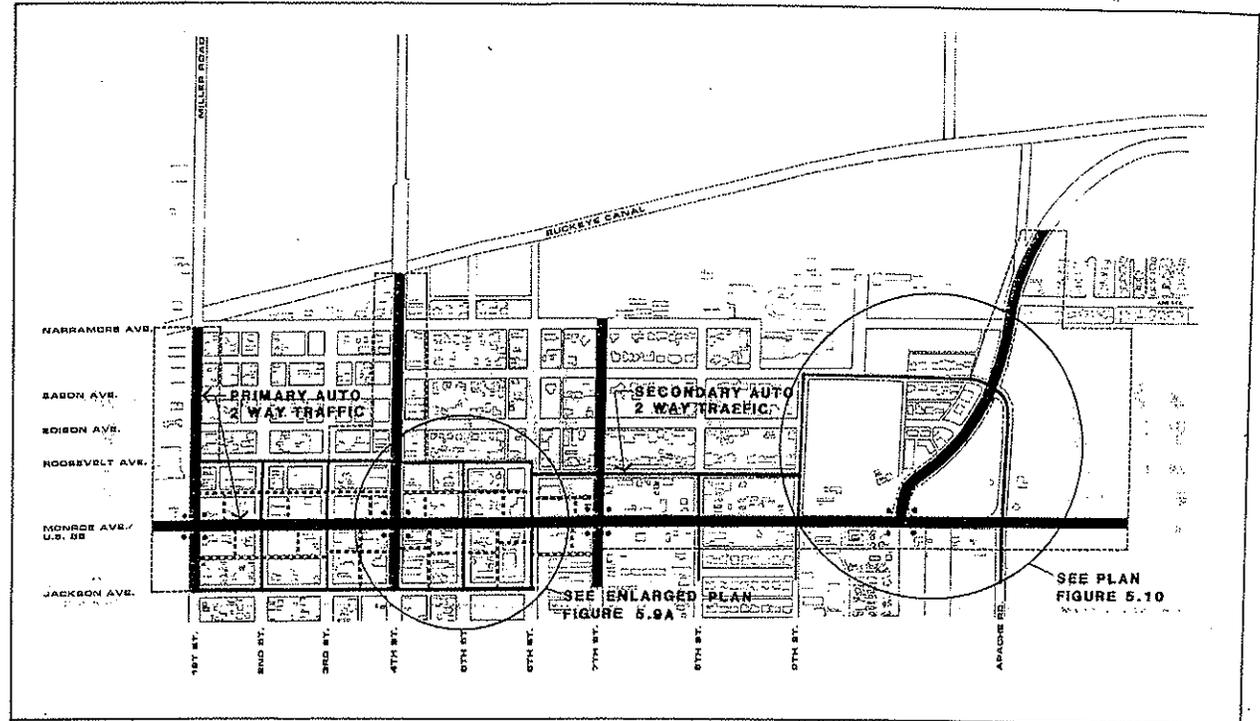


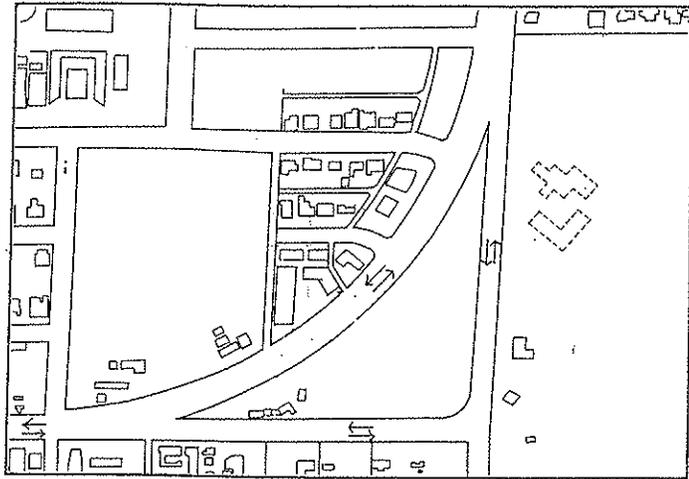
FIGURE 5.9 PROPOSED CIRCULATION PLAN

LEGEND

-  PRIMARY AUTO 2 WAY TRAFFIC
-  SECONDARY AUTO 2 WAY TRAFFIC
-  PEDESTRIAN ACCESS
-  TRAFFIC LIGHT

CIRCULATION IMPROVEMENTS AT S.R. 85

The problems related to the curved section of S.R. 85 were reviewed. The fork created by S.R. 85 and Monroe Avenue and the fork at S.R. 85 and Apache Road will increasingly cause traffic problems. The entry point, into Buckeye, at S.R. 85 and Apache Road is visually undesirable with the present fork. New circulation will resolve the problems and strengthen Buckeye's circulation plan for the town's future.



PRESENT CIRCULATION PLAN

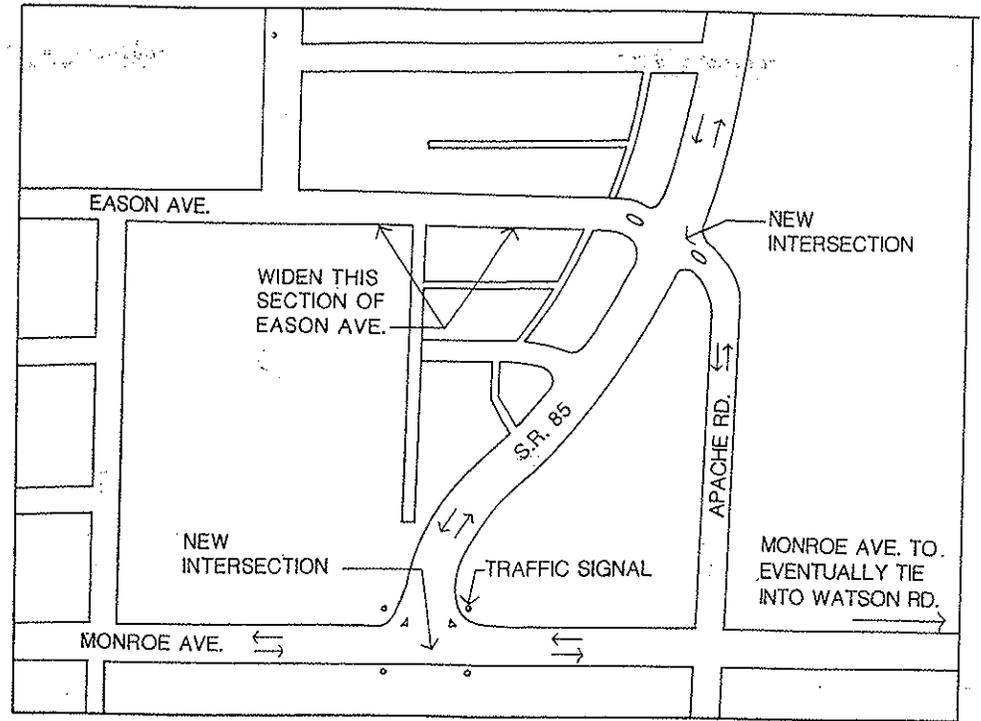
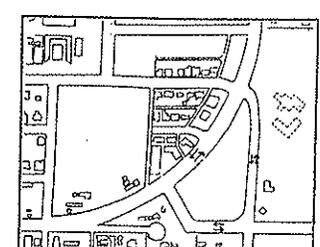
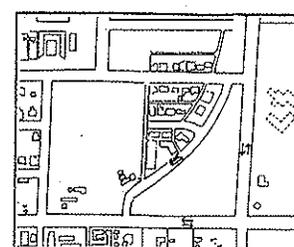
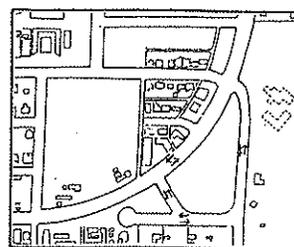
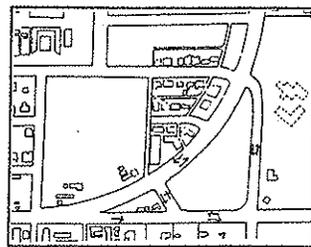
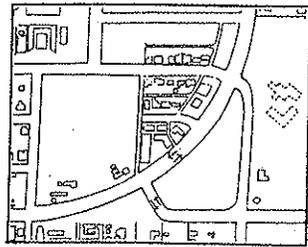


FIGURE 5.10 PROPOSED CIRCULATION SOLUTION



CIRCULATION ALTERNATES

ALLEY DEVELOPMENT CONCEPTS

A major element of the Design Concept Plan for Buckeye is the development of a series of parking lots in the back block area throughout the Commercial Core. In conjunction with these parking lots, physical improvements to the alleyways and the back areas of the commercial buildings are proposed.

- A** RELOCATED INGRESS/EGRESS
- B** BACK OF BUILDINGS IMPROVED WITH PATIOS AND ENTRYWAYS
- C** ALLEY BECOMES PARKING
- D** ALLEY BECOMES MID-BLOCK PEDESTRIAN PLAZA

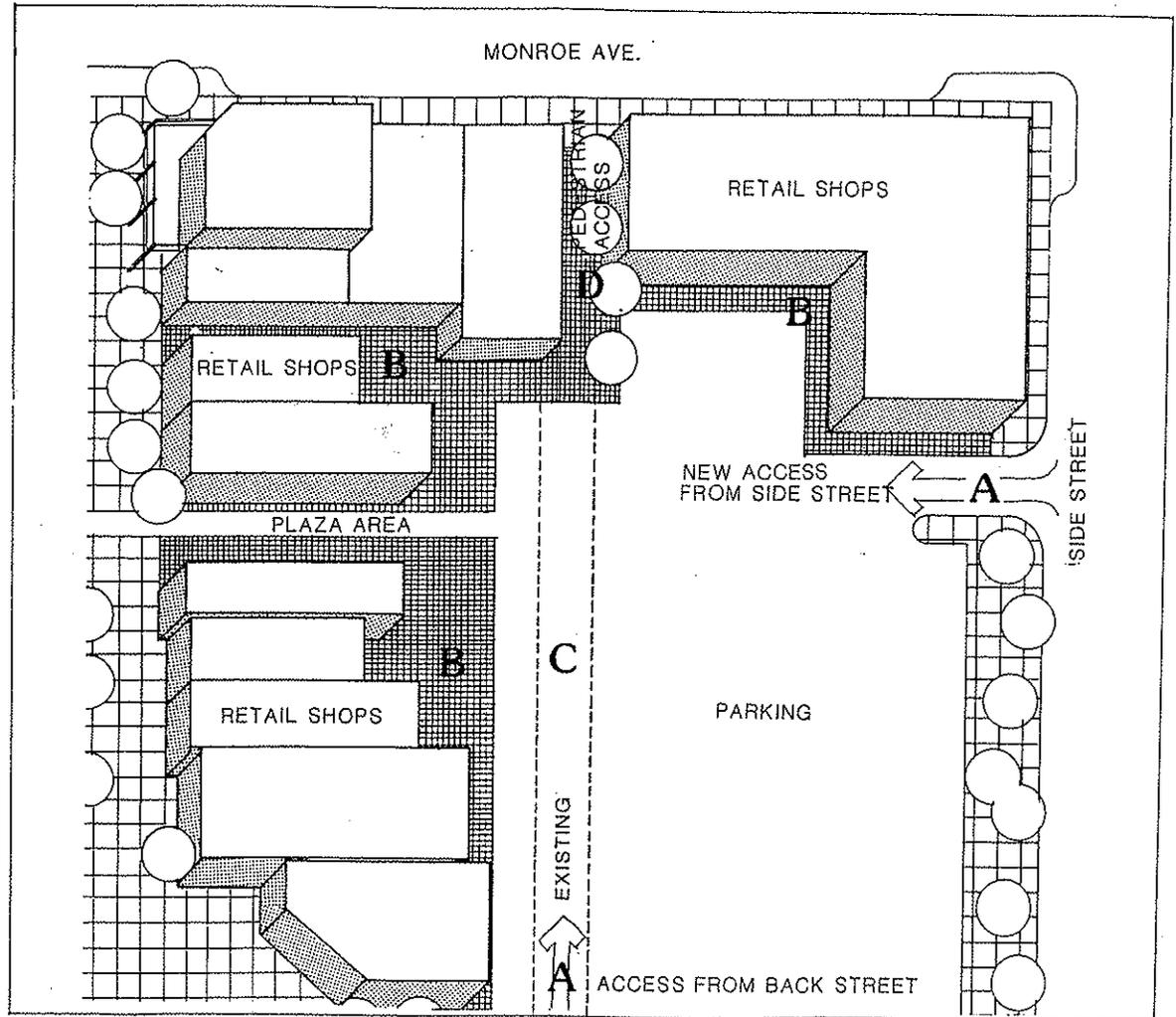


FIGURE 5.11 ALLEY CONCEPTS

COMMERCIAL FESTIVAL CENTER

Downtown Buckeye lacks a focal point. The downtown historically was focused around a large Cottonwood tree. A pedestrian-oriented festival center would strengthen Buckeye's CBD plan. This area has a number of benefits to the Commercial Core including:

- Establishment of a downtown focal point.
- Reinforcement of the rural downtown image which typically included a central "gathering" area.
- Provision of an outdoor space in which public events and activities can be held.

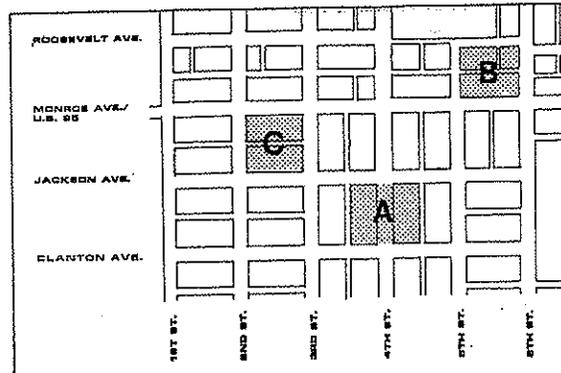


FIGURE 5.12 FESTIVAL CENTER SITES

SITE ADVANTAGES & DISADVANTAGES

SITE A

Site at 4th St., south of Jackson Ave.

Advantages

1. In redevelopment blighted area.
2. Centrally located to the center of downtown.
3. While remote from Monroe Ave., it reinforces a major downtown intersection of Monroe Ave. and 4th St.
4. On a primary north-south connector street.
5. Historic buildings. It can interface with existing older buildings.

Disadvantages

1. Remote from Monroe Ave.
2. Lacks visibility.

SITE B

Site between Roosevelt Avenue and Monroe Avenue and between 5th Street and 6th Street with potential to expand east and/or west.

Advantages

1. City owns land.
2. Utilizes undeveloped 6th Street right-of-way.
3. Historically was Main Street
4. Relationship to park, library and school on 6th Street
5. Visible to Monroe Avenue
6. Many insignificant buildings can be removed.
7. Historic buildings.
8. Parking possible on either side of festival site.
9. Close to center of downtown.
10. Not interrupted by north-south through street.

Disadvantages

1. Cost of acquiring non-city owned land.
2. Historic buildings, if significant, could hinder and compromise design.
3. Bank and other existing major new retail buildings hinder. Lack of ability to work with a cleared large tract.

SITE C

Site Between Monroe Ave. and Jackson Ave. and between 1st Street and 3rd Street

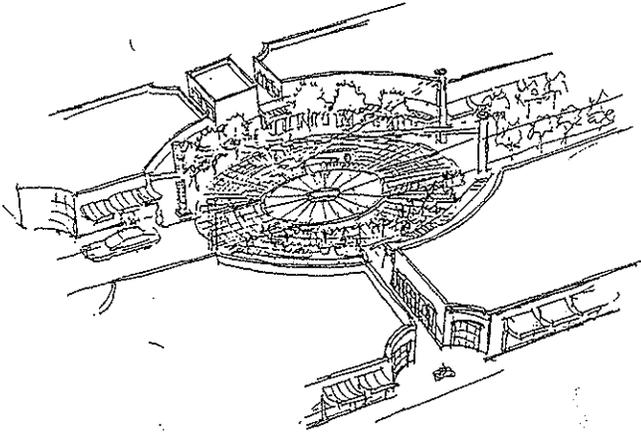
Advantages

1. Under utilized large tract of land.
2. Easy to acquire (cost).
3. No historic building to hinder or compromise design.
4. Good block for handling traffic.
5. Anchors development to infill.
6. Remote yet on Monroe Ave.
7. Major entry point of town off of freeway.
8. Can relate to new post office building.

Disadvantages

1. Not in central downtown-on edge of town.
2. Remote from historic buildings.

PROPOSED COMMERCIAL FESTIVAL CENTER



The site selected for the proposed Commercial Festival Center is at 4th Street, south of Jackson Avenue. This site re-establishes 4th Street and Monroe Avenue as the focal point of the downtown. Fourth Street is centrally located and presently developed as a commercial cross road to Monroe Avenue. While the site does not face Monroe Avenue, markers such as flags, banners, landscaping and a fountain will identify its location. A benefit of its location away from Monroe is the ability to expand in size to the south, east and west. Another benefit is the opportunity to close-off 4th Street during special events. Located in a blighted area allows for easier access of the property for development. The Festival Centers' interface with the historic San Linda Hotel, Amachi Plaza, Buckeye Irrigation Company and Buckeye Courthouse and Jail will encourage the restoration and rehabilitation of these buildings.

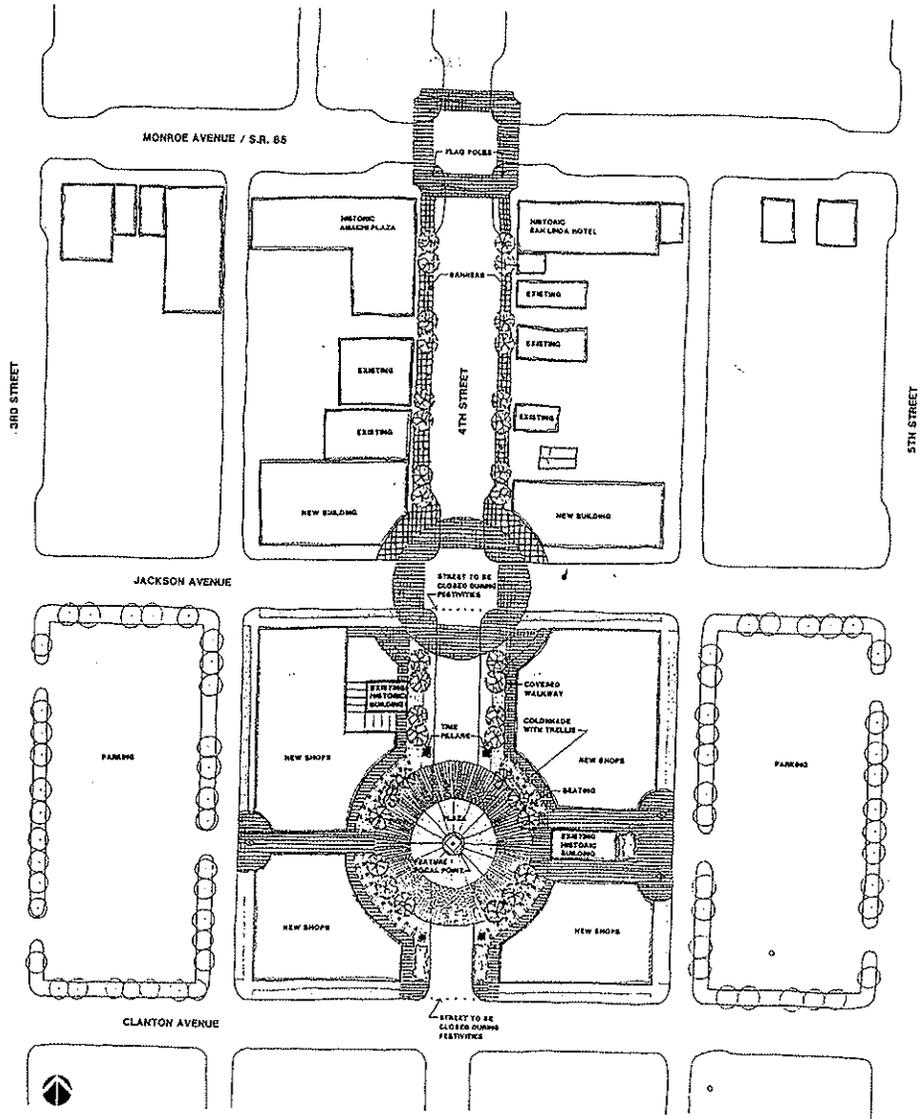


FIGURE 5.13 PROPOSED COMMERCIAL FESTIVAL CENTER - SITE A

BASIC IMPROVEMENTS

STREETSCAPE TREATMENTS

The downtown's poor image is perceived by the residents and merchants as the number one problem. Presently, Buckeye is facing some serious constraints. Substantial new development is rapidly extending the urban limits of Metropolitan Phoenix westward. Meanwhile, the CBD area of Buckeye has functionally declined because of image problems and increasing new competition. The improvements proposed in this section focus primarily on the public, non-building elements of the streetscape.

Public downtown improvements are only the first step in the incremental process of revitalization. To be effective, the private sector must also have an interest in the downtown. The Master Revitalization Plan sets the framework for public improvements which include:

- Town/County Government Complex
- Post Office
- Entry Points
- Streetscapes
- Anchor/Festival Center

These improvements will have a major impact on Buckeye's perceived image and will encourage and foster the commitment of private investment in the downtown.

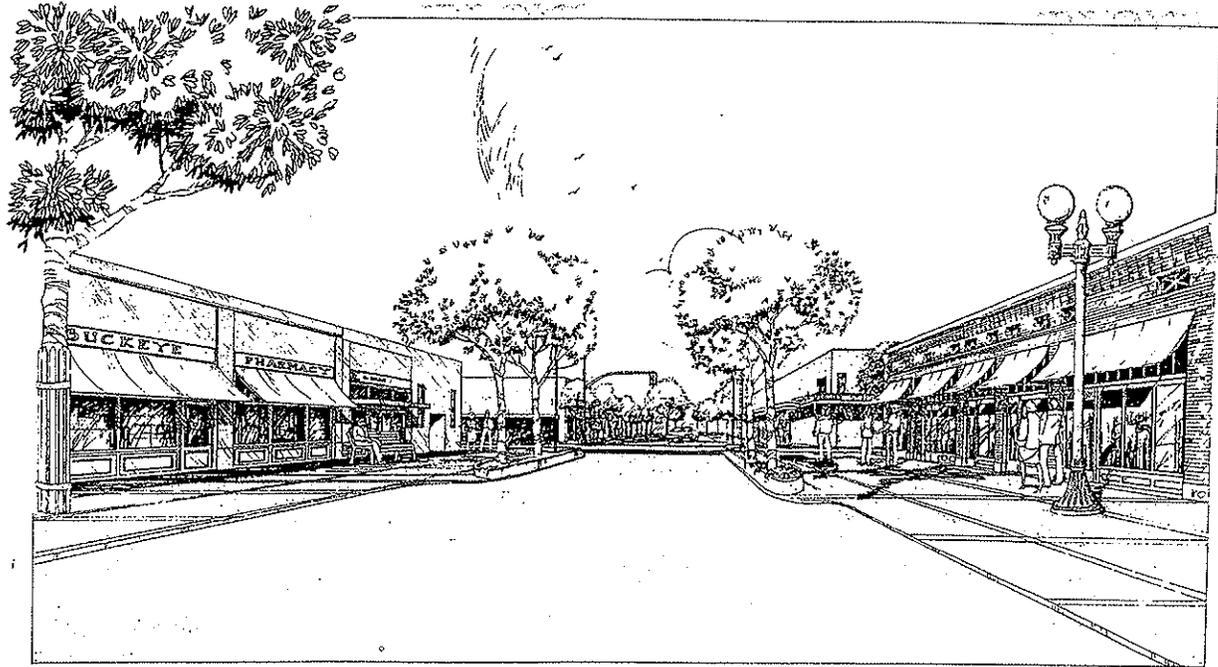


FIGURE 5.14 STREETSCAPE TREATMENT



FIGURE 5.15 HISTORIC STREETSCAPE

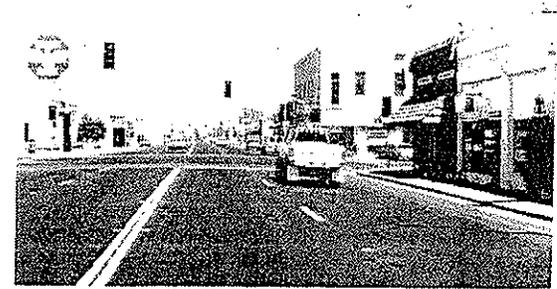


FIGURE 5.16 EXISTING STREETSCAPE

ALTERNATE STREETSCAPE PLANS

Streetscape plans were studied for improving the Town of Buckeye's main downtown street, Monroe Avenue. The following alternates and final proposed plan show variations for the improvement of Monroe Avenue. This page shows alternates while the following page shows the proposed streetscape plan.

Alternate A & B are based upon a meandering street for Monroe Avenue. The area to work with is wide enough to successfully implement a curved street. A curved street would make Monroe less rigid. Criticism of these plans included aesthetic reasons, lack of on-street parking and cost to implement.

FIGURE 5.17
ALTERNATE A

Commercial Core -
(Prototype for Monroe Avenue between 1st Street and 7th Street.)

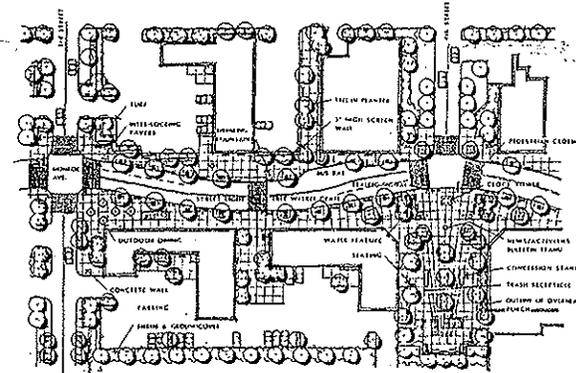


FIGURE 5.18
ALTERNATE B

Commercial Core -
(Prototype for Monroe Avenue between 1st Street and 7th Street.)

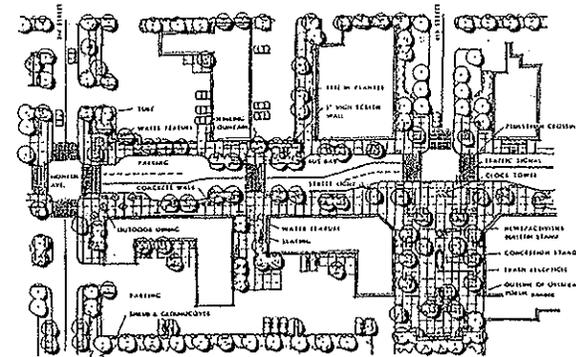
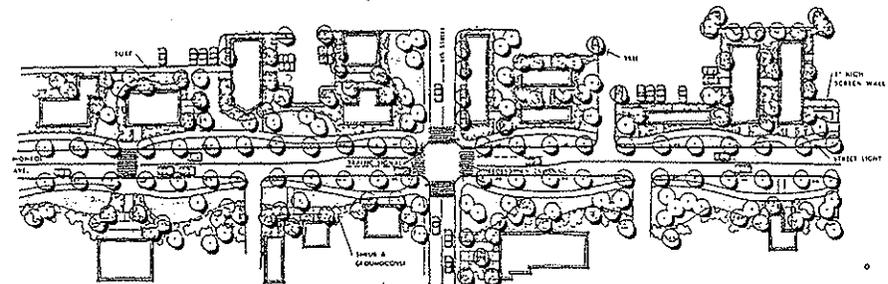


FIGURE 5.19

Support/Service -
(Prototype for Monroe Avenue between 7th Street and 9th Street.)



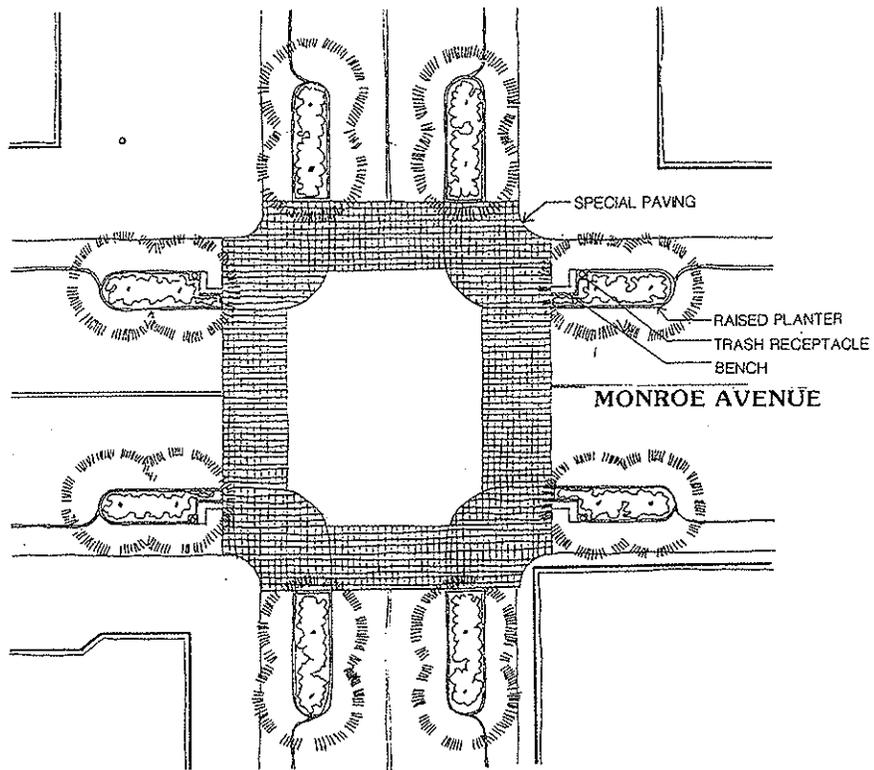


FIGURE 5.21 TYPICAL INTERSECTION AT MONROE AVENUE

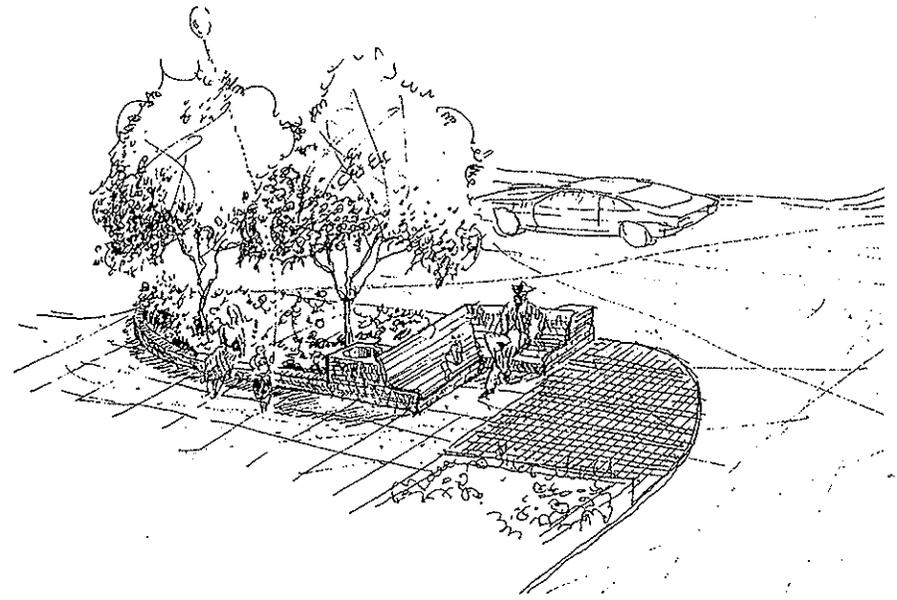


FIGURE 5.22 VIEW OF TYPICAL BENCH & PLANTER

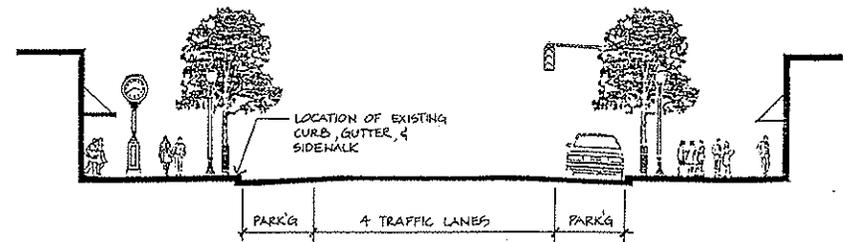


FIGURE 5.23 STREET SECTION

PROPOSED STREETSCAPE ELEMENTS

In keeping with a Rural Downtown Theme, the elements shown in Figure 5.24 are proposed for use along Monroe Avenue. The following companies are among those that supply streetscape furniture as shown:

Bench Manufacturing Company
P.O. Box 158
Concord, MA 01742

Canterbury International
P.O. Box 5730
Sherman Oaks, CA 91413

Kenneth Lynch & Sons
P.O. Box 488
Wilton, Conn.

Neenah Foundry Company
2121 Brooks Avenue
Neenah, WI. 54956

Niland Company
7241 Stiles
El Paso, TX. 79915

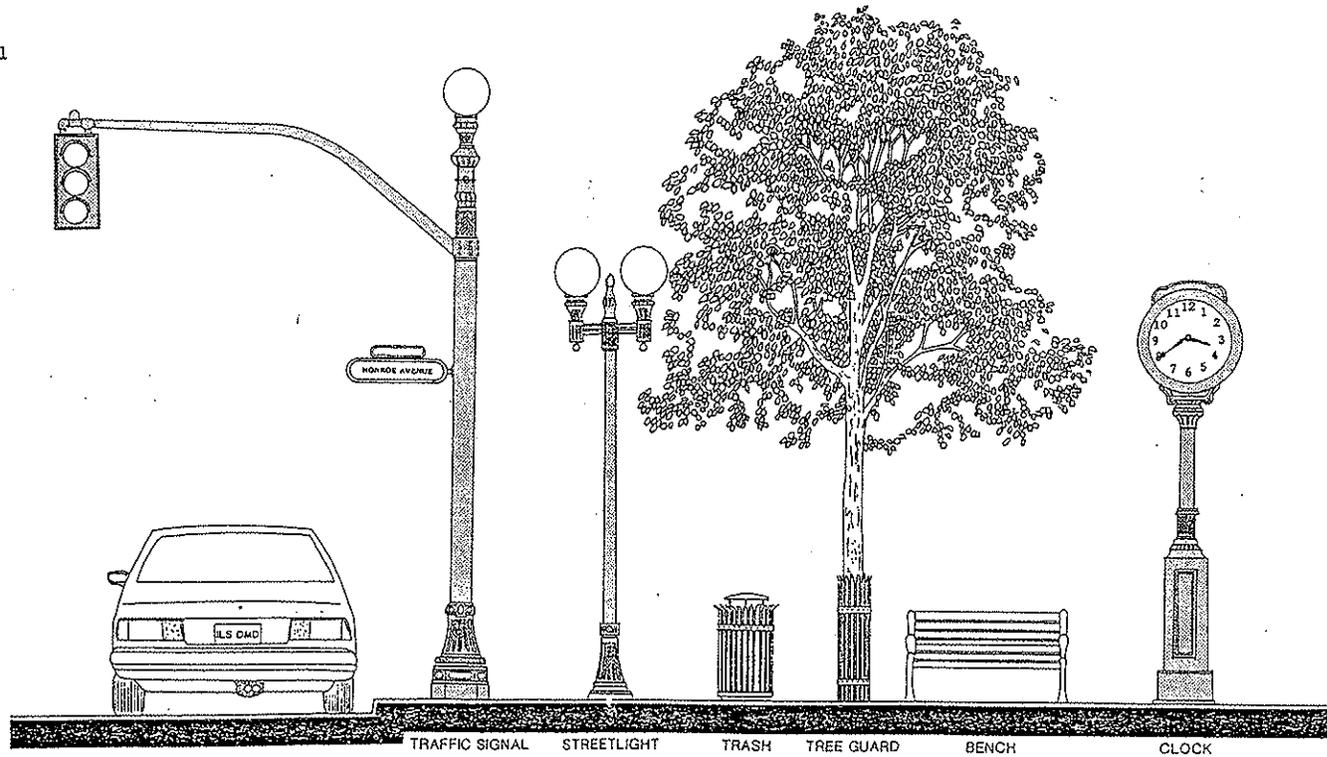


FIGURE 5.24 STREETSCAPE ELEMENTS

ENTRY POINT CONCEPTS

The Entry Point treatments proposed for Buckeye are designed to accommodate three important functions necessary in any successful downtown:

- To IDENTIFY where the Downtown begins
- To ORIENT people to the Downtown and provide information about destinations
- To establish an appropriate and positive IMAGE of the Downtown

The design elements proposed as part of the Entry Point features include:

1. A palette of landscape materials which will create an inviting image when entering the downtown. This palette will include the use of Cottonwood trees to mark the initial entry into the downtown.
2. Special paving treatments.
3. Signage which will provide orientation and directional information.
4. Special lighting fixtures in keeping with the rural downtown theme.
5. A focal image such as a statue which sets the rural town theme.

The final design and execution of the entry point features must be attractive for these areas provide the "first impression" of the downtown.

The Urban Design Plan designates two entry points: 1st Street/Miller Road and Apache Road/Highway 85.

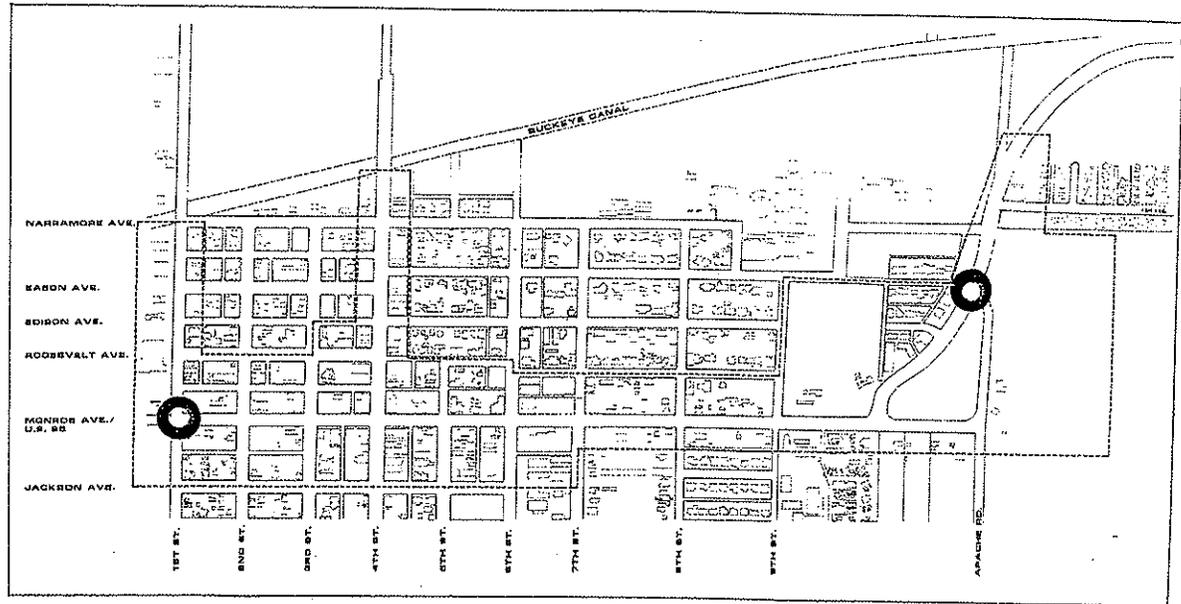


FIGURE 5.25 ENTRY POINT LOCATIONS

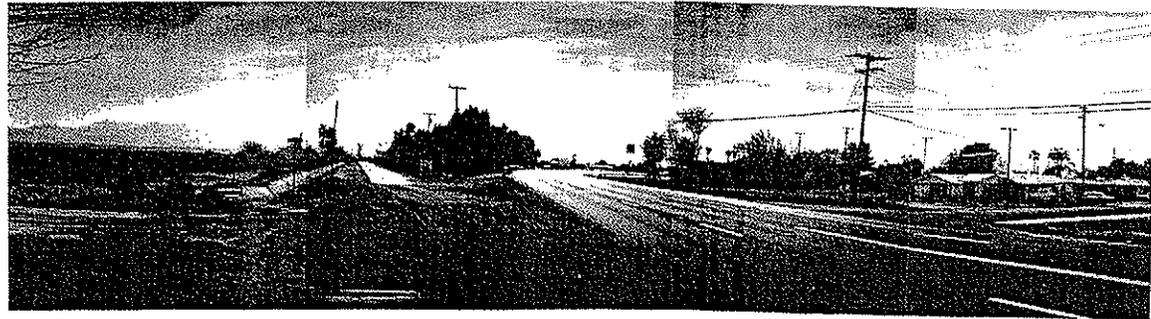


FIGURE 5.26 EXISTING EAST ENTRY TO BUCKEYE

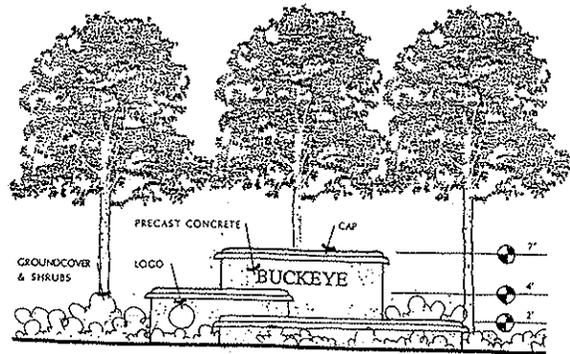


FIGURE 5.27 ENTRY POINT ELEVATION

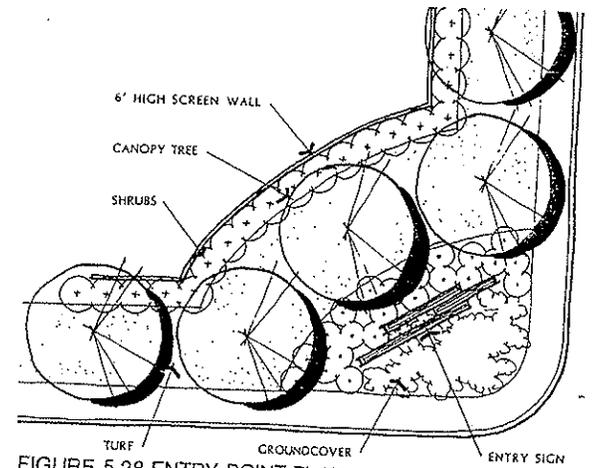


FIGURE 5.28 ENTRY POINT PLAN



FIGURE 5.29 EXISTING WEST ENTRY TO BUCKEYE

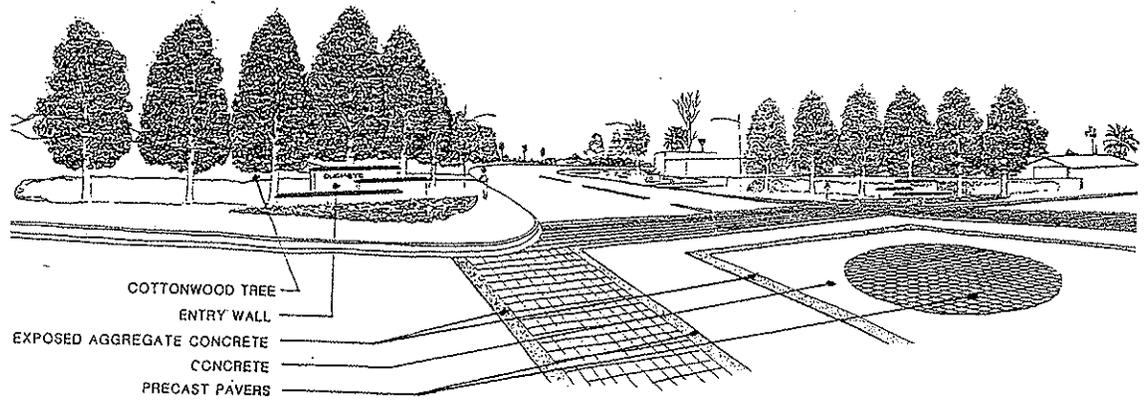


FIGURE 5.30 ENTRY POINT TREATMENT

LANDSCAPE BUFFERS

The proposed land use plan, Figure 5.1 shows zones of commercial parking adjacent to residential zones. To treat the transitions, it is recommended that landscape buffers be developed between commercial properties and their associates parking lots and residential areas. The drawings below show recommended buffer treatments. Refer to the Town of Buckeye's landscape zoning regulations.

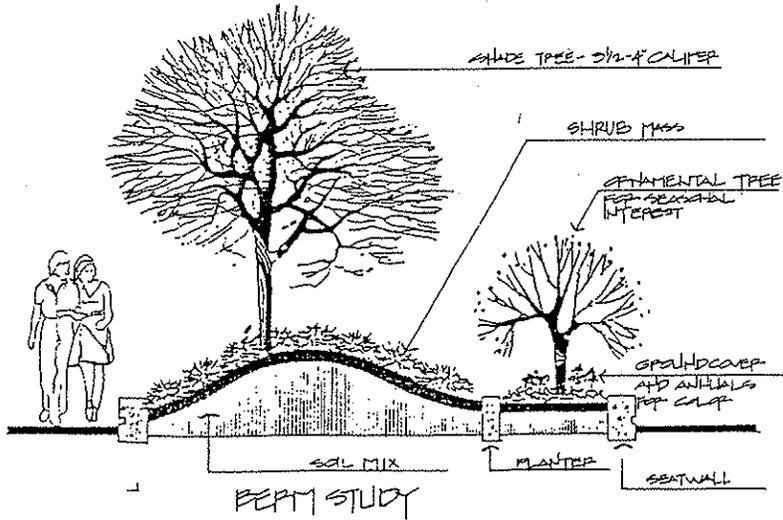


FIGURE 5.31 LANDSCAPE BUFFER

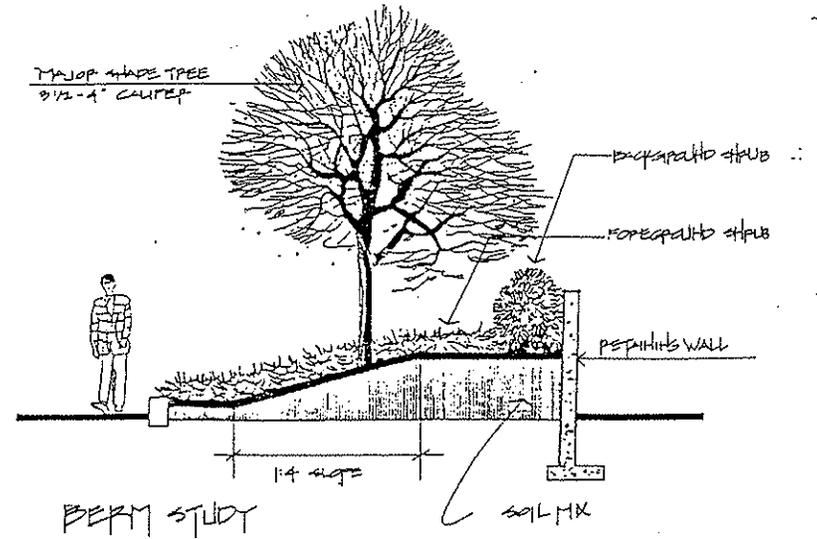


FIGURE 5.32 LANDSCAPE BUFFER

- A Design Overlay District for the downtown establishing procedures and standards for development.
- Entry Point treatments at the locations shown on Figure 5.25.
- New public facilities including the Town/County Complex and a Post Office.
- A program and public policy to encourage and mandate that new commercial development in Buckeye be located and designed to facilitate revitalization rather than be competitive to the downtown. This public policy will promote commercial infill and development of the Commercial Festival Center.
- Festival Center as a public gathering place and focal point for the Downtown.



IMPLEMENTATION STRATEGIES

The Design Plan, together with prototypical guides and character plan elements, will guide the Town of Buckeye and local merchants, residents and developers in implementing revitalization of the Central Business District. Because any guide is ineffectual unless techniques and tools are available to implement the plan, certain steps are essential to bring the Master Revitalization Plan to reality:

- Community participation and support;
- Establishment of historic district;
- Creation of a Design Review Advisory Board and a design overlay district;
- Phasing of public improvements.

It is assumed that periodic review of the CBD-MRP will be made as development occurs in the downtown. The Plan is not an inflexible, rigid document, but a guide to development. Each proposal, whether by a private developer or public agency should be reviewed by the Design Review Board as it relates to the criteria and guides set forth in this report.

COMMUNITY PARTICIPATION AND SUPPORT

An essential requirement for successful implementation is widespread support of, and participation in the Plan among all segments of the community. Without this support, each minor problem could become a major obstacle and time-consuming struggle, thereby making any development economically unfeasible.

Public support should come through BRAVO, the Chamber of Commerce, local property owners, residents and local businessmen. These groups can help through:

- Support of the CBD-MRP and of specific provisions for public improvements recommended in the Plan;
- Active involvement in the Design Review Board;

- Encouraging community organizations to become sponsors of development within the downtown;
- Becoming active in new development, e.g., renting space within the downtown; becoming a developer; working with developers of specific projects; and acting to encourage residential conservation and development.

The town should continue its program to enlist community participation and inform the town to use recommendations in the Plan. Copies of the plan and brochures should be displayed in stores, business offices and schools, and there should also be continuing coverage in all news media.

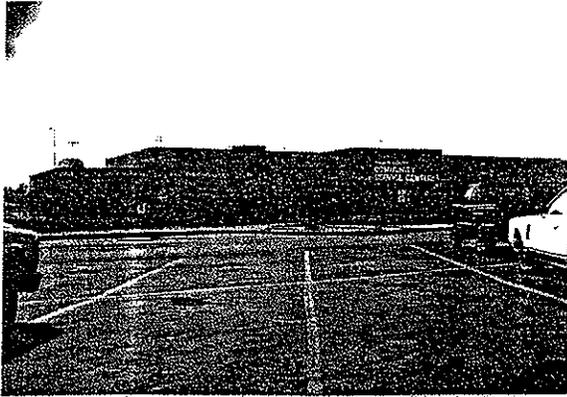
OPERATION OF DESIGN REVIEW BOARD AND DESIGN OVERLAY DISTRICT

The Town Council should establish a Design Review Board to review and advise the Town concerning proposals and designs submitted for the downtown. The Design Review Board should utilize the criteria developed in this plan to evaluate proposals and advise the Town Council.

The Town Council should also create a Design Overlay District which mandates review and approval of all development proposals within the planning area by the Design Review Board.

PHASING OF PUBLIC IMPROVEMENTS

The CBD-MRP establishes a priority schedule of developments in the downtown. Phasing of development must remain flexible in order to adapt to shifting conditions, particularly regarding the development of the Commercial Festival Center. Recommendations set forth below indicate the proposed method of phasing improvements in the downtown.



	Primary Implementation Program	Town of Buckeye	Maricopa County	State of Arizona	Buckeye Development Corporation	Industrial Development Authority	Private Sector	Federal Government
1. LAND USE CHANGES								
1.1 Location of Commercial Festival Center on 4th Street	Municipal Incentives DA	●			●	○	●	
1.2 Rehabilitation of San Linda Hotel	CDBG IDA Main Street	●	○	○		○	●	
1.3 Restoration of Amachi Plaza	CDBG Main Street		○	○			●	
1.4 Development of Town/County Government Complex	Maricopa Co Bond	●	●					
1.5 Development of Post Office	Federal Government	●						●
1.6 Initiation of A Housing Rehabilitation Program for the Residential Area South of Monroe Ave.	CDBG	○	●					
1.7 Creation of A Neighborhood Conservation Program for the Residential Area North of Monroe Ave.	CDBG Municipal Incentives	●	○				●	
1.8 Relocation of Non-Compatible Uses out of the Downtown Area	Municipal Incentives	●			●		●	
2. AUTO & PEDESTRIAN CIRCULATION								
2.1 Streetscape Improvements-Monroe, 4th Street	ADOT CDBG	●		●				
2.2 Development of Back Stock Parking Lots	Assessment Offset to User Fees	●			●		●	
2.3 Creation of Secondary Circulation Loop Around Downtown	CDBG	●	○					
2.4 Location of Public Transit/Transfer Station	ADOT CDBG	●	○	○				
3. URBAN DESIGN								
3.1 Creation of Commercial Festival Center as Downtown Focal Point	CDBG IDA Municipal Incentives	●	○		●	○	●	
3.2 Development of Entry Point Features at Fraumiller & Arosche/Hwyway 55	CDBG ADOT Main Street			○				
3.3 Addition of Plaza & Walkways	Municipal Incentives CDBG	●	●		●		○	
3.4 Restoration/Rehab of Key Buildings	CDBG IDA Bonds Main Street	○		○	●		●	
3.5 Intensification of Commercial/Retail Uses between First/Monroe and 7th Streets	Municipal Incentives, CDBG	○			●		●	
3.6 Concentration of Support/ Service Uses along Monroe Ave. from 7th Street to Town/County Complex	Municipal Incentives CDBG	○			●		●	

FIGURE 6.2 RESPONSIBILITIES

FUNDING AND RESPONSIBILITIES

The Matrix illustrated in Figure 6.2 lists each of the Implementation Components and recommends possible funding sources and implementation responsibilities for each element.

The Town of Buckeye will have lead respon-

sibility for implementation components related to circulation improvements for the secondary loop system; creation of Festival Center Plaza; relocation of non-compatible uses out of the downtown; and for establishing a public transit stop. Coordination responsibilities involve administration and allocation of grant programs for the downtown and downtown public improvements.

PHASING SCHEDULE

PHASE I consists of an action plan to coordinate and accomplish public improvements and to encourage private investments and improvements. Public improvements include construction of the Town/County Government Complex, Post Office and streetscape improvements.

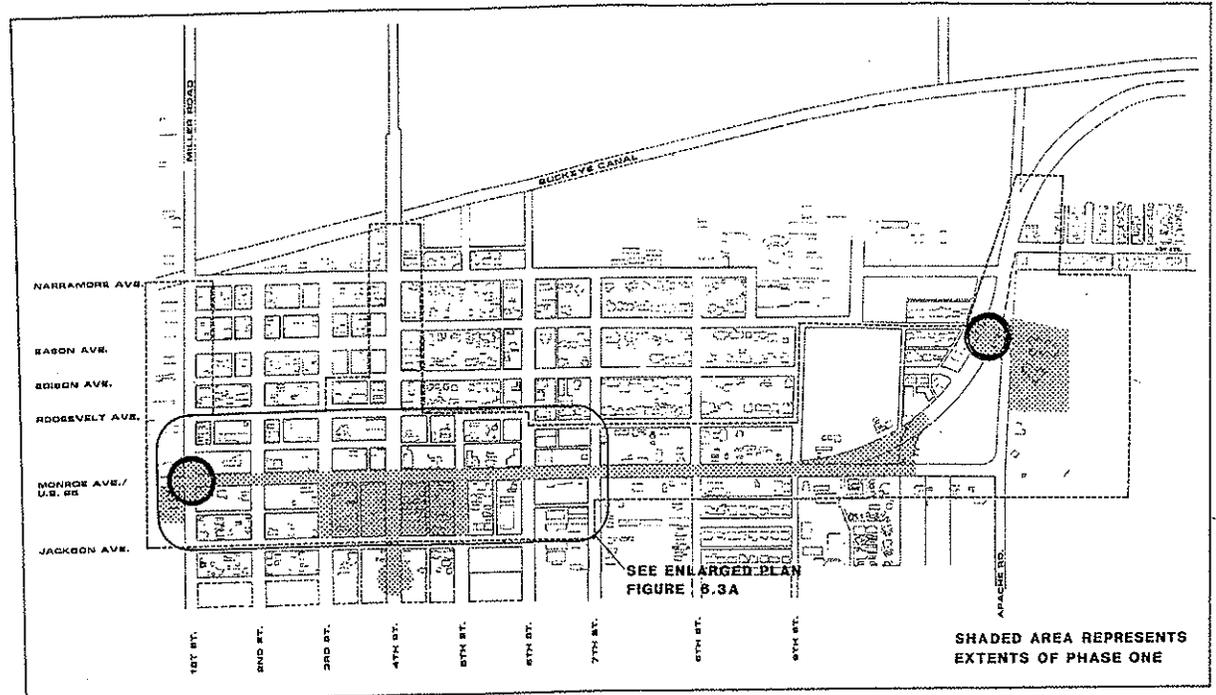


FIGURE 6.3 PHASE ONE (1 to 3 YEARS)

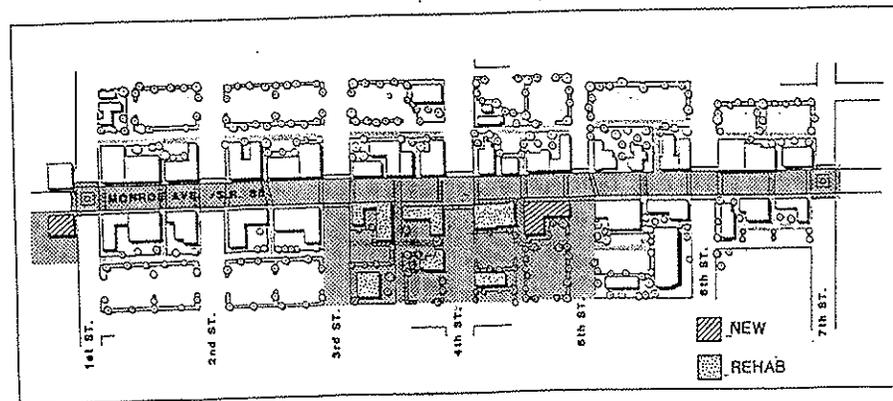


FIGURE 6.3A ENLARGED PLAN

PHASE II consists of a three to five year program to create the back block parking lots and begin the commercial infill of the downtown.

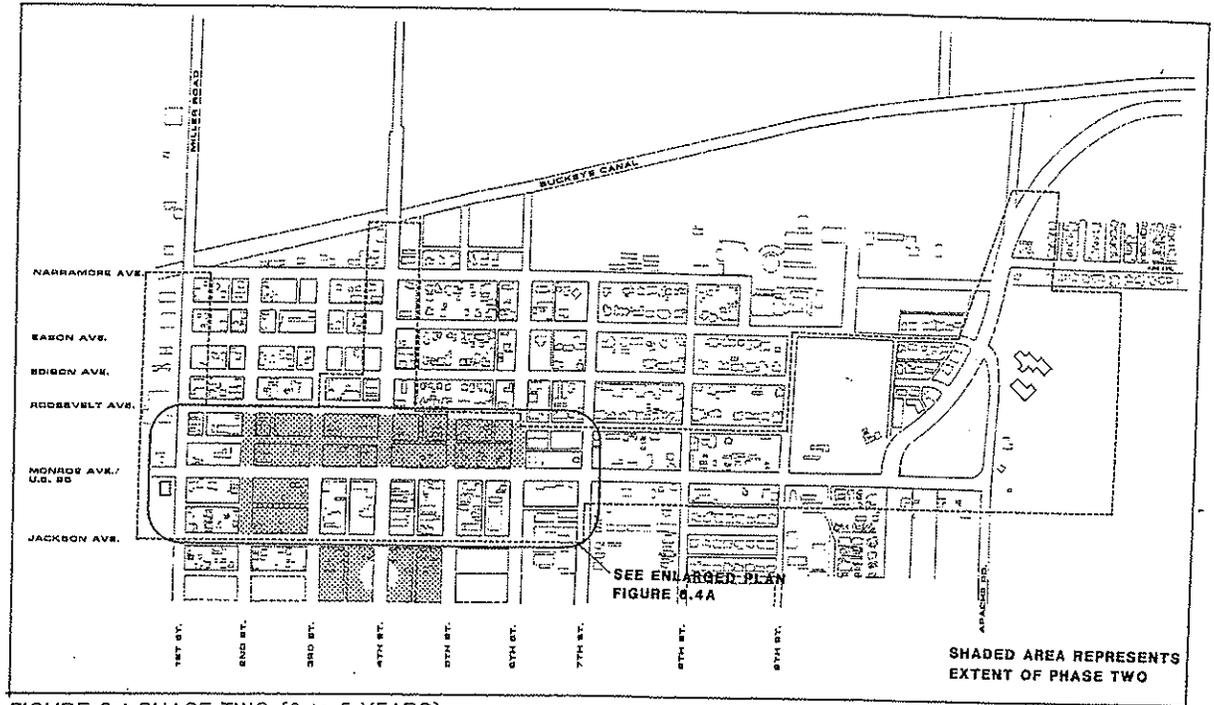


FIGURE 6.4 PHASE TWO (3 to 5 YEARS)

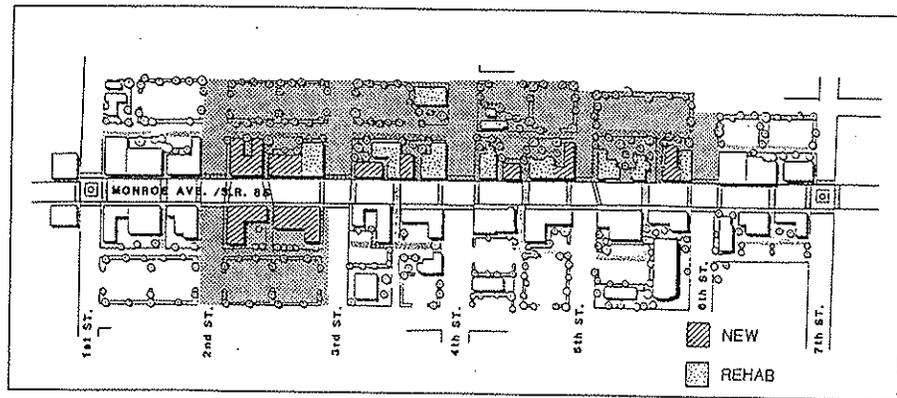


FIGURE 6.4A ENLARGED PLAN

PHASE III consists of a five to ten year process to actively infill the Commercial Core with appropriate commercial/retail development.

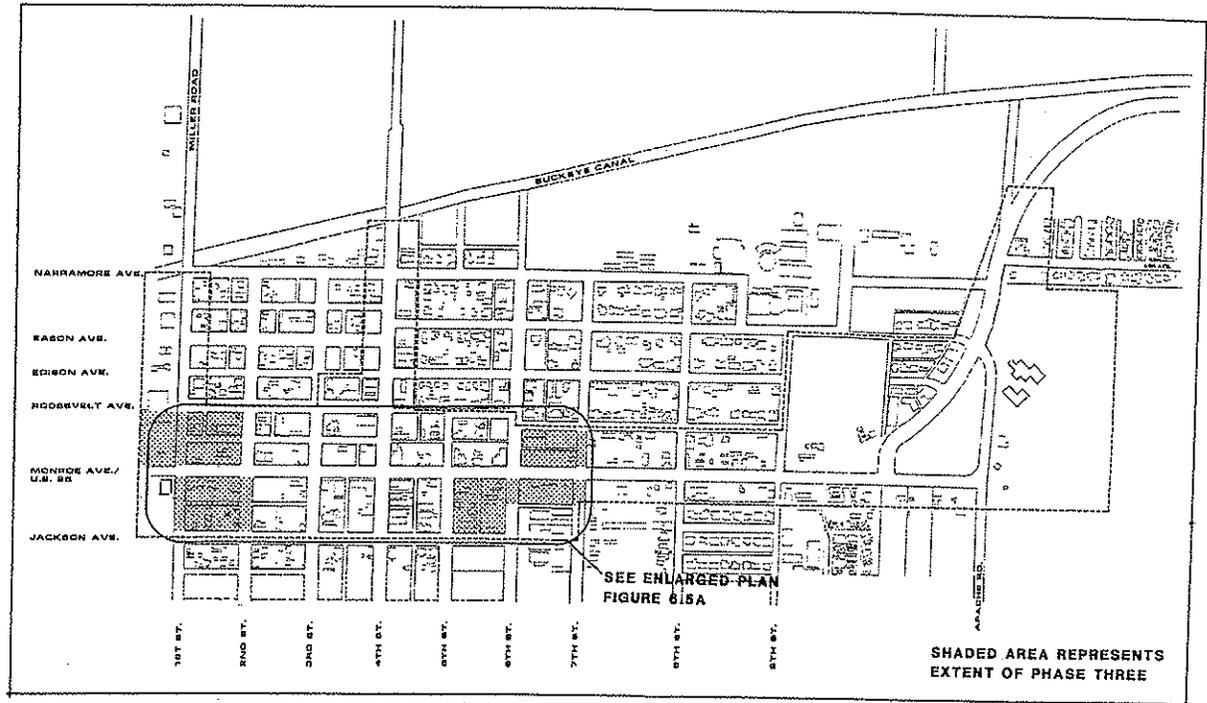


FIGURE 6.5 PHASE THREE (5 to 10 YEARS)

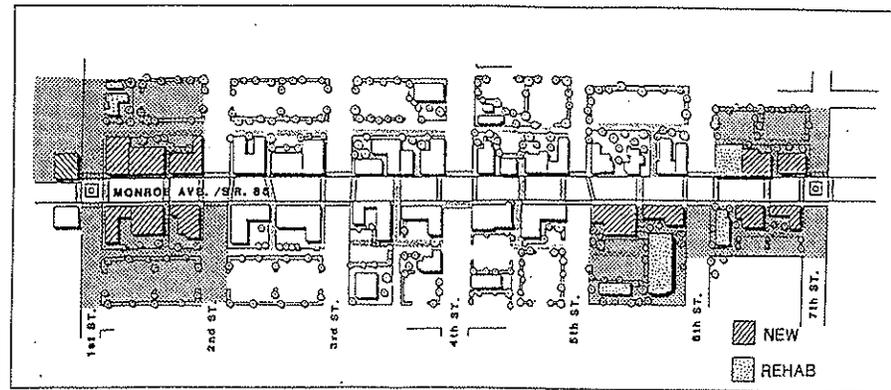


FIGURE 6.5A ENLARGED PLAN

COSTS

Generalized statements of probable costs have been prepared for the major public improvements for the Downtown. Following are the major components and their associated costs:

o Street Improvements 1st Street to 7th Street	\$ 550,000
o Street Improvements 7th Street to Ash Street	250,000
o Mid-Block Pocket Parks	60,000
o Festival Center Plaza	140,000
o Entry Points	40,000
Streetscape Improvements	\$1,040,000

Other major public investments proposed for Buckeye include construction of a new post office and a town/county government complex. The costs for these improvements are:

o Post Office	\$ 850,000
o Town/County Government Complex	1,100,000
o Public Buildings	\$1,950,000
TOTAL PUBLIC INVESTMENT	\$2,990,000

SITE WORK

Demolition costs

Paving	\$1.50 SY
Sidewalks	.55 SF
Curbs Granite	2.10 LF
Catch Basin (Abandon)	175.00 each
Manhole (Abandon)	200.00 each
Fire Hydrant (Abandon)	150.00 each
Concrete Pads (Reinforced Mesh)	75.00 CY
Disposal to 5 miles	8.00 CY

NEW WORK

Asphalt Paving 3/10	12.00 SY
Interlocking Bricks (Crosswalk)	7.50 SF
Adjust Manhole to Grade	200.00 each
Adjust Cleanout to Grade	110.00 each
Adjust Valve Box & Cover to Grade	110.00 each
Survey Monument	160.00 each
Miscellaneous Pavement Cut & Replace	26.00 SY
Driveway Entrance	300.00 each
Catch Basin	1,100.00 each
Manhole	2,500.00 each
New Fire Hydrant	2,000.00 each
Relocate Fire Hydrant	500.00 each
Sidewalk, Standard	1.50 SF
Sidewalk, Upgraded	2.00 SF
Brick & Tile Plazas	5.00 SF
Granite Pavers	10.00 SF
Sidewalk Ramp	120.00 each
Tree Grate 5'-0" Round 2 piece	300.00 each
Steps, Brick	28.00 LF
Vertical Curb & Gutter	8.00 LF
Straight Curb	9.00 LF
Street Sign	150.00 each
Streetlight	3,500.00 each

MISCELLANEOUS

Traffic Signals 4 Legs (Fully Actuated)	40,000.00 each intersection
Benches, Cast Iron Pedestals with Wood Slats 6'-0"	700.00 each
Water Features	1,000/10,000 each
Screen Walls, Brick with Footing	40.00 LF
Trees Major 8'-0" to 10'-0" high	150/500.00 each
Trees Minor 6'-0" to 8'-0" high	50/150.00 each
Shrubs 12" to 15" high	10/20.00 each
Shrubs 2'-0" to 4'-0" high	18/30.00 each
Ground Cover Plants	5/10.00 each
Lawns, Seeding (incl. fine grade fert.)	1.75 SY
Planter, Brick	300/1000.00 each

SOURCE: CONSTRUCTION CONSULTANTS, JUNE, 1987

BUILDING COST

Post Office	\$70.00 S/F	
\$70 X 12,000 S/F		\$840,000.00
Excludes: Mail handling equipment		
USPS furnished equipment		
Land costs		
A/E fees		
Town/County Government Complex \$84.60 s.f.		
\$84.60 x 13,000 s.f.		\$1,100,000.00
Excludes: Land Costs		
Furnishings		

SOURCE: CONSTRUCTION CONSULTANTS, JUNE, 1987



FIGURE 6.6 UNIT COSTS

CREDITS

TOWN OF BUCKEYE

Town Council

Joe Schettino	Mayor
Henry Dvojack	Councilman
Marlyn Gregersen	Councilman
Tim Grandy	Councilman
Alice Charman	Councilwoman
Alan Newberry	Councilman
Annette Napolitano	Vice-Mayor

Planning and Zoning Commission

John Blanton	Commissioner
George Hunter	Commissioner
Floyd Johnson	Commissioner
Marvin John	Vice-Chairman
Robert Rausch	Commissioner
J.S. Stephens	Commissioner

Town Staff

Fred Carpenter	Town Manager
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Citizen's Advisory Committee

Jennie Alva
Edwin Eng
Don Francis
Daniel Froetscher
Tim Grandy
Melanie Lanford
Mary Morfin
Annette Napolitano
Margery Schettino
Marilyn Smith
Murel Stephens
Bob Towner
Kathleen Towner
Joe Wolf
Alex Villa

MARICOPA COUNTY COMMUNITY DEVELOPMENT AGENT

Randy Baca, Director
Guido Ardaya, Economic Development Planner

ARIZONA STATE DEPARTMENT OF COMMERCE

Peggy Fiandaca, Planning & Zoning Specialist

BUCKEYE VALLEY CHAMBER OF COMMERCE

Julia Brooks, Former Manager
Jennie Alva, President

BERNARD DEUTSCH ASSOCIATES

Bernard Deutsch, AIA, President

Planning Team

Dan Mark Dunham
Tim Whiteside
Janet Hochuli
Mike Milo
Sandra Marquette
Tim Knapp
Paul Sammon
Nancy Thomas

Consultant to Bernard Deutsch Associates

The Campbell Collaborative
Don Campbell, ASLA
Doug Diggins

