

An aerial photograph of a suburban residential area. The foreground shows a dense cluster of houses with dark roofs. A winding road with palm trees runs through the center. In the middle ground, there is a large lake with a golf course on the right side. The background shows a vast, flat landscape under a hazy sky.

# City of Maricopa Housing Plan - UPDATE

April 24, 2018 Council Meeting

# Background

- Atria Planning LLC hired to conduct a Housing Needs Assessment and Housing Plan for the City of Maricopa in January 2017
- Purpose: To plan for growth that meets the needs of current and future residents, assesses market conditions, and strategizes for sustainable development that enhances the community and increases economic competitiveness
- Extensive data analysis, community meetings, and working sessions with the Housing Committee
- Since last meeting; Implementation Steps, Design Charrette, Tableau public data
- Completion May 2018; next steps – Implementation

## Housing Needs Assessment - Complete

Housing Diversity

Housing that enhances Maricopa

## Vision & Goals - Complete

Key outcomes: housing for all; housing that supports economic growth and sustainability; housing that is beautiful, community-oriented, and enhances the desirability of Maricopa as a place to live

## Strategies - Complete

Diverse housing types including a variety of apartments and townhomes that can support walkability, neighborhood shopping and restaurants, and a town center

## Implementation Plan and Final Housing Plan - Underway

Selection of priority sites; first Design Charrette with WRT; web-based data tool for future planning; outreach to state housing agencies, developers, and housing advocates



# Design Charrette for City Center, March 2017 *(one of many)*

Purpose: To start the vision process in translating a plan into reality

- WRT - architecture and design firm based in San Francisco and Philadelphia
- City Center site due to 100+ city-owned acres
- 36 city residents worked with designers to discuss what a town center can look like, feel like, and amenities it can offer

# PRECEDENT CITY CENTERS

## DOWNTOWN ABACOA, FLORIDA

### ABACOA MASTER PLANNED COMMUNITY, JUPITER, FLORIDA

**WHAT:** Abacoa is a 2,055-acre, master-planned, mixed-use, community being built around the concepts and principles of Traditional Neighborhood Development (TND). When fully built, Abacoa will be home to 6,073 residences, over 3 million square feet of commercial space, and institutional research/recreational centers.

**WHY:** Abacoa is relevant to Maricopa City Center due to its diverse housing stock, mixed-use center, and incorporation of community recreational assets.

#### QUICK FACTS

<b>BUILT:</b> 1970	<b>LAND USES:</b> 3,000,000 SF COMMERCIAL SPACE 6,073 RESIDENCES	<b>PROGRAMMING:</b> ENTERTAINMENT SPORTS GOLF + GREENWAYS
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#### THE TOWN CENTER



Image Source: Google Earth

#### TOWNHOMES



Image Source: Urban Communities Institute

#### COMPACT DEVELOPMENT



Image Source: Google Earth

#### TOWN CENTER AMBIGUITIES



Image Source: Urban Communities Institute

## DOWNTOWN ABACOA

#### AERIAL VIEW



Scale 1:100

#### TOWNTOWN



#### MAIN STREET



## VERRADO MAIN STREET, ARIZONA

### VERRADO MASTER PLANNED COMMUNITY, BUCKEYE, ARIZONA

**WHAT:** Verrado is a master-planned community with new housing, a walkable Main Street, 5 new schools and 70 neighborhood parks, located 26 miles west of downtown Phoenix. When fully built, Verrado will contain over 14,800 dwelling units.

**WHY:** Verrado is relevant to Maricopa City Center due to its location in the Phoenix metropolitan area and its active urban community lifestyle at Verrado.

#### QUICK FACTS

<b>BUILT:</b> 2002	<b>LAND USES:</b> 1,000,000 SF COMMERCIAL SPACE UP TO 14,000 RESIDENCES	<b>PROGRAMMING:</b> DISCOUNT HOSPITAL GOLF, BIKING TRAILS, PARKS
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#### MAIN STREET



Image Source: Urban Communities Institute

#### TOWNHOMES



Image Source: Google Earth

#### ALLEYS



Image Source: Google Earth

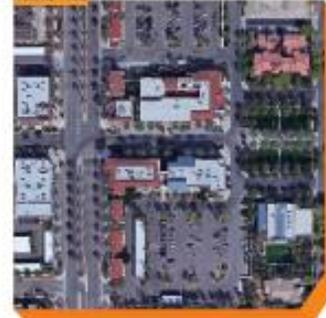
#### GREEN PROMENADE



Image Source: Google Earth

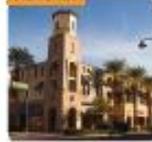
## VERRADO MAIN STREET

#### AERIAL VIEW



Scale 1:100

#### MAIN STREET



#### TOWN SQUARE



Image Source: Google Earth, Urban Communities Institute, Urban Communities Institute

# DESIGN ELEMENTS

## PLACE MAKING

### GREEN AREAS

#### INTIMATE



Image Source: Google Earth

#### NATURAL



Image Source: Google Earth

#### FORMAL



Image Source: Urban Communities Institute

#### CIVIC



Image Source: The Urban Communities Institute

### RETAIL + MIXED USES

#### NEIGHBORHOOD RETAIL



Image Source: Urban Communities Institute

#### MAIN STREETS

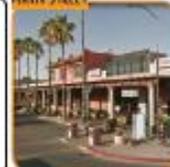


Image Source: Google Earth

#### 2-3 STORY MIXED USE



Image Source: Urban Communities Institute

#### 1-5 STORY MIXED USE



Image Source: Urban Communities Institute

### BUILDINGS + DENSITY

#### ALLEY LOADERS



Image Source: Google Earth

#### MIXED CLUSTERS

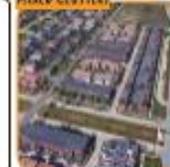


Image Source: Google Earth

#### ATTACHED TOWNHOMES

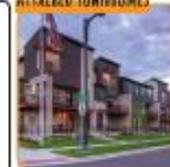


Image Source: Urban Communities Institute

#### APARTMENTS/FLATS



Image Source: Google Earth

## DENSITY

### FLOOR AREA RATIO (FAR)

**WHAT IS IT?** The ratio between the total floor area of a building and the area of the lot it sits on.

**WHY DOES THIS MATTER?** The larger a building the higher the FAR number is. When the allowable FAR is reached, buildings height will be restricted.

### DWELLING UNITS PER ACRE (DU/ACRE)

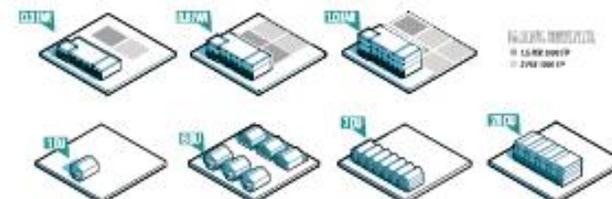
**WHAT IS IT?** A common way to assess the number of dwelling units in a development.

**WHY DOES THIS MATTER?** The more dense a development, the higher the DU/acre number will be.

### PARKING MULTIPLIER

**WHAT IS IT?** A common way to assess the number of parking spaces required in a development, this is usually calculated by the type of lot, or floor area.

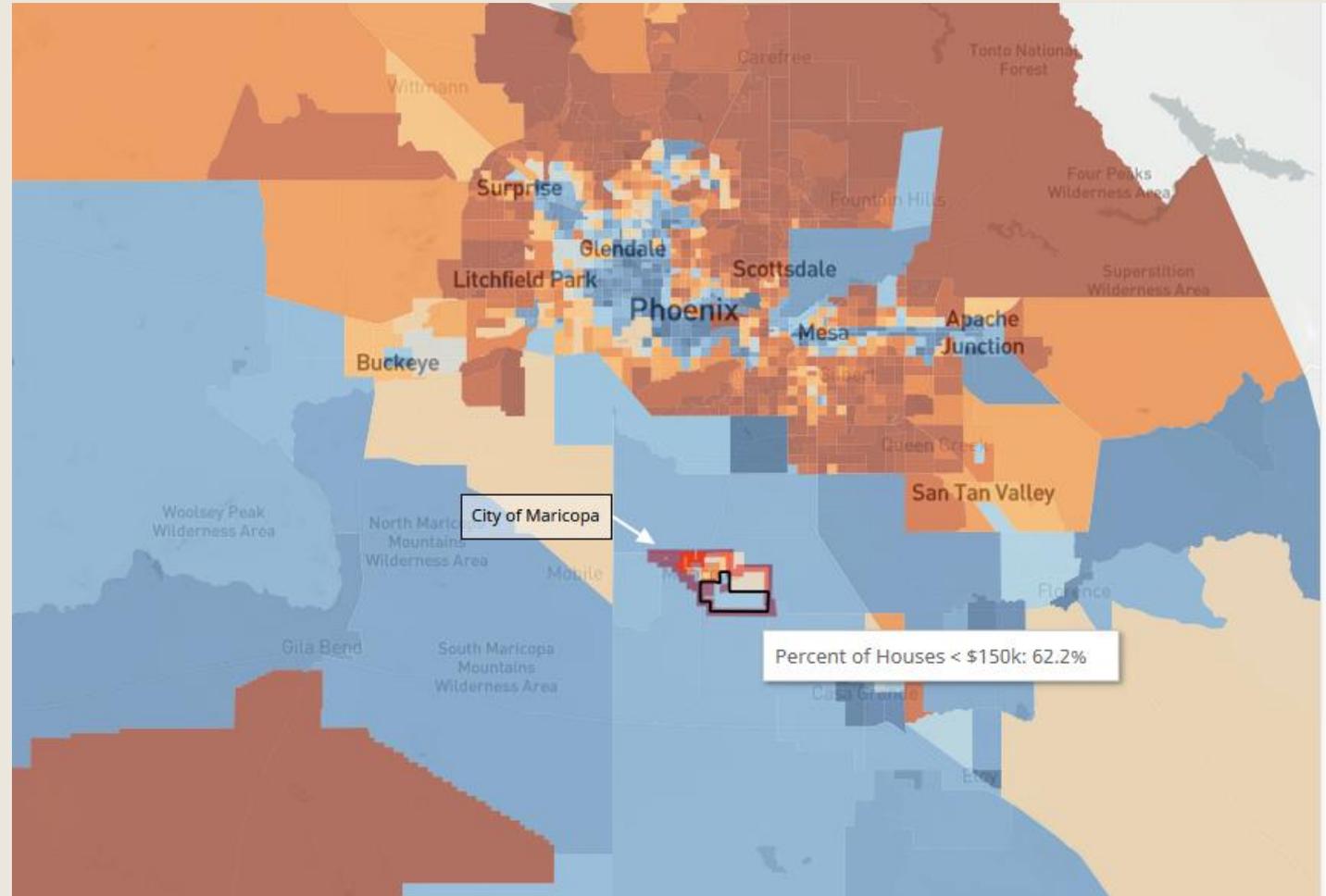
**WHY DOES THIS MATTER?** Parking calculations have a large effect on the size and intensity of required parking in new developments. The higher the multiplier, the more parking required.





# Tableau Dashboard for Public Use

- Demographics
- Housing Information
- Economic Data
- City will own and can add features over time
- Accessible to students, non-profit organizations, and city departments

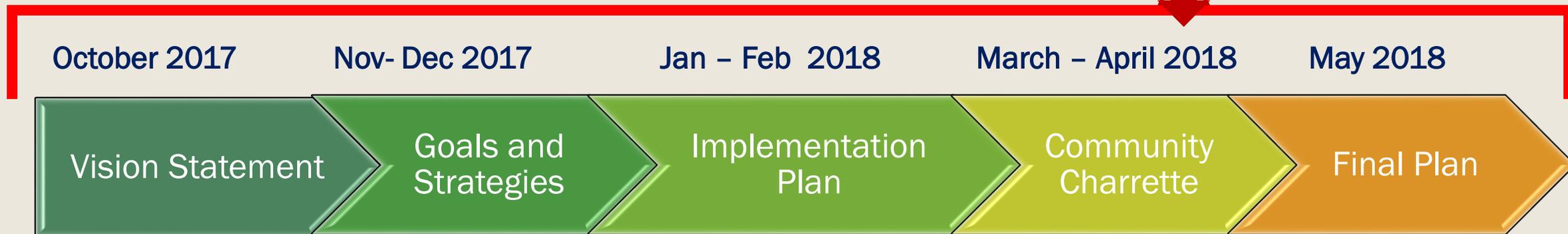


# Next Steps

## Part 1



## Part 2





ATRIA PLANNING LLC

CONTACT INFORMATION:

REBECCA ROTHENBERG, PRINCIPAL

[rrothenberg@atriaplanning.com](mailto:rrothenberg@atriaplanning.com)

504.875.6012

[www.atriaplanning.com](http://www.atriaplanning.com)