

TECHNICAL ASSISTANCE PANEL

Date of Application: 1/31/18

Lead Applicant Organization: City of Maricopa Economic Development

Contact Person: Denyse Airheart

Title/Role: Economic Development Director

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Statement of the Problem:

Give a brief description why you believe a ULI Arizona Technical Assistance Panel (AzTAP) is needed. Discuss the nature of the assignment and the key issues and problems that you would like the panel to address. Include a brief history of the study area as well as any current activities and future plans for the project area. Please attach maps, statistics, proposals, and any other relevant information if necessary.

The City of Maricopa is requesting a ULI Technical Assistance Panel to help design and development scenarios to create a governmental and public use area on the site designated as City Center (140 acres). The majority of commercial development has occurred to the west of the selected site; significant residential development has been completed both to the west and the east of City Center. Maricopa is a relatively young city, incorporated in 2003, with a median age of 32.8 and benefits from a strong General Plan and unified vision amongst elected officials and community leaders. The City is at a critical juncture in its development, having weathered the housing crisis and Great Recession, Maricopa is once again experiencing rapid growth, primarily in single-family residences. Maricopa recently celebrated the groundbreaking of Edison Pointe, a 130,000 square foot retail center that fronts on State Route 347 and will provide space for large and small tenants, most of which are pre-leased. ADOT has begun construction on the State Route 347 Union Pacific Railroad Overpass project which will ease traffic congestion between the northern and southern portions of the City. The City of Maricopa is focused on development of the 140 acre City Center parcel for use as a future governmental center with City Hall and the primary Police Station occupying the site. A site profile is attached as page 4; a marketing flier is attached as page 5.

Questions to be Addressed by Panel Members:

Please list specific questions to be addressed by the AzTAP panel. These questions may be refined at a later date, but questions are necessary to determine the scope of the panel. It may be helpful to organize questions in the categories of Market Potential, Planning and Design, Development Strategies, and Implementation Strategies.

Market Potential:

1. Through high quality design and development strategies, what is the market potential for any excess space not utilized by governmental or public use facilities? What are the potential placemaking design strategies that can be employed to create a unique, multi-use area with a mix of public, commercial and residential uses? Can this location accommodate future higher education uses that complement the nearby Central Arizona College – Maricopa Campus?
2. How can this property be leveraged to encourage additional commercial or multi-family development along the White and Parker Road corridor?
3. Upon development of City Center as a governmental/public use destination, what are the expectations for future multi-family residential and commercial development for the geographic center of the City?

Planning & Design:

1. What planning and design techniques are necessary to develop the City Center property into a unique governmental and public use center with outdoor amenities and possible complementary residential and commercial development? Can diverse public use facilities be accommodated such as a higher education campus or additional public library?
2. How can development of City Center best be utilized to achieve the goals set forth in the General Plan?
3. What placemaking design guidelines are needed to complement and enhance surrounding development and promote future sustainable development?
4. What industry standards would best serve Maricopa in developing this property to it's highest and best use as a governmental center?

Developmental Strategies:

1. What strategies are recommended to develop this property in accordance with the General Plan, provide outdoor public use amenities that will encourage commercial and residential development? How will these development strategies help achieve goals set forth in the General Plan?

Implementation Strategies:

1. What are possible implementation strategies that will promote development of the property in alignment with the panel's recommendations within the next 5-10 years?

Management Plan:

Identify individuals who will participate in the panel process and their areas of responsibility, Please include those who will be responsible for the preparation for the briefing book and organization of the briefing session, tour of the study area, on-site panel support, and follow-up.

Denyse Airheart, Economic Development Director: Organize the briefing session & tour of the study area.

Martin Scribner, Development Services Director: Prepare the briefing book, coordinate on site panel support and assist with follow up.

Bill Fay, Public Works Director: Provide subject matter expertise on development in the City.

Kazi Haque, Zoning Administrator and David Noble, Management Analyst will assist Denyse and Martin.

Interim City Manager Trish Sorensen, Mayor Christian Price and members of the City Council will provide feedback on the economic development vision for the City.

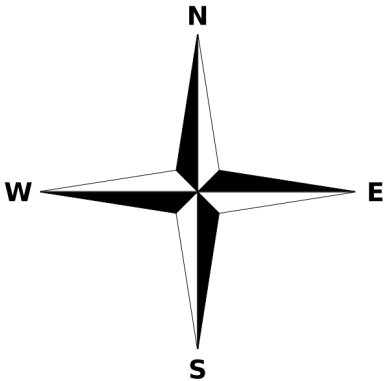
Sponsor Information:

Please describe the organization(s) that will serve as the sponsor(s) for the panel assignment.

The City of Maricopa will be the official sponsor of the panel assignment; the Economic Development Department and Development Services Department will act as staff liaison for the panel assignment.

The City of Maricopa was incorporated in 2003 and experienced rapid growth of over 4,000% over the next ten years. Currently there are over 50,000 residents. The City of Maricopa is accessed by State Route 347 from the North and South, State Route 238 from the West and Maricopa Casa Grande Highway from the East.

Site Location



City Center

39700 W. Civic Center Plaza

Maricopa, AZ 85138



- ◆ Parcel: 502-03-012H
- ◆ Approx. 140 acre development, 14 acres ready for immediate development
- ◆ 2,400 feet of frontage on White & Parker Road; 1.25 miles from Maricopa Casa Grande Highway
- ◆ All utilities to site
- ◆ Maricopa City Hall and Police Headquarters located on site

City Center Commercial Sites

MARICOPA QUICK FACTS:

- 4,000% growth in last decade
- On pace for over 500 new single-family residential home permits in 2013
- Over 60,000 people within 15-min drive (45,000+ in City)
- 20 minutes south of Phoenix, 35 from Sky Harbor Intl. Airport
- High Leakage/Surplus Index
- 48% report annual household income of \$75,000 or greater
- John Wayne Parkway/SR 347 daily traffic counts over 40,000

COMMERCIAL SITE INFO:

- 9-acre, shovel ready site
- Just south of City Complex (new City Hall and Police Station opened in Sep. 2013)
- Directly across from Central Arizona College's Maricopa Campus (opened Jan. 2013; 20,000 students at build-out)
- 1 mile east of Banner Health Center (opened May 2012)
- Entry road with half street improvements & 2 driveways (full access & right-in/right out)
- Utilities adjacent: 12" water & sewer stubbed to property line, 4" gas on west side of White & Parker Road; electric feeder line on west side of White & Parker with underground primary conduit duct to site

