



# City of Maricopa

## Legislation Text

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The Mayor and City Council shall hear a presentation on the Urban Land Institute (ULI) Arizona Technical Assistance Program (AzTAP).

The Urban Land Institute, founded in 1936, is a nonprofit research and education organization; its stated mission is "to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI provides education on topics such as sustainability, smart growth, compact development, place making and workforce housing. The Arizona Technical Assistance Program was instituted "to afford high-level land use and real estate executives an opportunity to help communities in Arizona with difficult development and planning issues".

Economic Development Staff has engaged the ULI AzTAP to evaluate and provide recommendations for the 140 acres surrounding City Hall, known as City Center, with the goal of developing the site for highest and best use. The ULI AzTAP Panel Day, scheduled for September 27, will consist of a group of industry experts who will provide possible solutions for the following questions in the areas of Market Potential, Planning & Design, Development Strategies, and Implementation Strategies:

### Market Potential:

- 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?
- How can this property be leveraged to encourage additional commercial or multi-family development along the White and Parker Road corridor?
- 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:

- 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?
- How can development of City Center best be utilized to achieve the goals set forth in the General Plan?
- What placemaking design guidelines are needed to complement and enhance surrounding development and promote future sustainable development?
- What industry standards would best serve Maricopa in developing this property to it's highest and best use as a governmental center?

### Developmental Strategies:

- 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:

- 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?

The purpose of the presentation is to provide Mayor and Council with background on the Urban Land Institute and the purpose of the Arizona Technical Assistance Program. The ULI AzTAP Panel Day for the 140 acre City Center site is scheduled for September 27, 2018.

This item will be presented by Economic Development Director Denyse Airheart and representatives of ULI.

Staff recommends that the Mayor and Council receive this presentation, ask any applicable questions and provide feedback to staff.