Sustainable Revitalization:
The Downtown Tolleson Redevelopment Project

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DOWNTOWN TOLLESON
REDEVELOPMENT
HONORING OUR PAST, POSITIONING OUR FUTURE
GRADE A • GROWN IN ARIZONA
Develop a True Sense of Place and Build on Tolleson’s Proud Community
Elements of the Van Buren Streetscape
Seeing Cities As Solutions Not Problems
- Existing Conditions Looking East
Van Buren Streetscape –
Existing Cross Section

Downtown Tolleson Redevelopment Project
Tolleson, Arizona
Project Overview

“Build Upon Existing Downtown Assets”

- Street Width / Right-of-Way / Speed Limit (25 mph)
- Available Open Space
- Community Ownership: Residents, Stakeholders & Businesses
- “Activity on the Street”: City Hall, Arizona Desert Elementary, Tolleson Union High School, and Post Office
- Existing Buildings on the Right-of-Way / Urban Flavor
Van Buren Street
Proposed Cross Section

- 15’ to 18’ Pedestrian Zone
- Shade Trees, Seating Opportunities, & Planting Buffer
- Successful Mix of Vehicular, Pedestrian, Bicycle, & Mass Transit Traffic
- Provide Outstanding Opportunity for Private Development to Invest in Downtown

Aesthetic Lighting, Banners, Signage/ Wayfinding, Art & Cultural Amenities, and On-Street Dining
Project Limits for Conceptual Planning

Downtown Tolleson Redevelopment Project
Tolleson, Arizona
Development Zones

1st Stage Improvement Project

91st to 99th Avenue

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Van Buren Street Components

- New Curb & Gutter Reconstruction
- Striping to Include Bike Lanes & On-street Parking
- Pedestrian Zone Improvements
- Lighting Improvement
- Landscape Improvements
- Art Elements
- Signage & Wayfinding Elements

Zone 1: 91st to 94th Avenue
Downtown Open Space Assets

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Intersection Improvements & Gateway Opportunities

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Define The Vision:
Transition to a Vibrant Downtown that is a Long-term Economic Engine

• Outstanding Opportunity to “Set the Table” for Downtown
• Develop a Destination Environment with a True Sense of Place
• Pay Tribute to Tolleson’s Community, Heritage and Culture
• Develop a multi-modal Downtown that balances vehicular, pedestrian, bicycle and mass transit traffic
Cultural, Economic, & Environmental Sustainability

Downtown Tolleson Redevelopment Project
Tolleson, Arizona
Establishing A Zoning Code:
Why establish the CORE District?

- Create the **guiding oversight** that is necessary to ensure that future development follows the intent and design of the City’s substantial investment.

- The Commercial, Office, Residential, and Entertainment (CORE) Zoning District will implement the City’s vision by **encouraging a pedestrian-oriented, mixed-use environment** that promotes a range of compatible uses in downtown Tolleson.
CORE District Draft Regulations

- Standards –
  - Promote a live/work/play environment
  - Encourage reduced automobile dependence
  - Create environment that pedestrians to walk along corridor

- Approach –
  - Utilizes visual prompts to clearly identify requirements and intent
  - Encourage reduced front yards and parking in rear
  - Encourages canopies, awnings and balconies
  - Promote diverse building fronts

- Organization –
  - Definitions
  - Permitted Uses
  - General Development Standards
  - Building Standards
  - Architectural and Site Design Guidelines
Permitted Uses
Land Use Matrix

- Identifies uses that are:
  - Permitted (P),
  - Permitted with conditions (C),
  - May be allowed by Use Permit (U)
  - Permitted as an Accessory Use (A), and
  - Prohibited (X).
- For uses with additional requirements, cross-references added in the table for easy use.
The combination of the private and public frontage, travel and pedestrian ways, and the associated edging elements, defines the character of the street.
Building Development Standards

BUILDING PLACEMENT

Lot
- A: Size (min) 1
  - Non-residential, or Mixed Uses: 0 sf
  - Residential Uses: 5,000 sf
- B: Lot Width (min): 25 ft
- C: Lot Depth (min): 0 ft

Setbacks
- D: Front: 0 ft
- E: Side: 0 ft
- F: Side Street, Corner Lot: 5 ft
- G: Rear: 5 ft

HEIGHT
- H: Building Maximum: 35 ft

INTENSITY
- Residential: 15 du/ac
- Non-residential Uses: FAR=1.5

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Tolleson, Arizona
Building Development Standards

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Architectural and Design Guidelines

- **Design Character:** Santa-Barbara-based Mission Revival style that blends with Mediterranean, Italian, Spanish traditions and California Missions.
- **Prominent features:** Red clay tiles, use of balconies, smooth-stucco exterior walls, arched openings, colorful accents such as tile work and landscaping.
- **Materials and Colors:** adobe, stone, smooth-stuccoed wall surfaces, terra-cotta floor and roof tiles, and limited uses of milled lumber.
Photos provided in CORE District illustrate desired architecture and design.
Design and Operate Entire Right-of-Way

Downtown Tolleson Redevelopment Project
Tolleson, Arizona
Economic Revitalization

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ASCE ARIZONA SECTION
ASHE Phoenix Sonoran
Economic Revitalization

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Economic Revitalization

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Tolleson, Arizona
Pedestrian & Crosswalk Paving

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Tolleson, Arizona
Schematic Parking Plan

Intent: to Provide Approximately 740 Clearly Marked Parking Spaces in the Downtown Area
Branding and Logo

Paseo de Luces
DOWNTOWN TOLLESON

See TOLLESON IN A WHOLE new light 2013
Gateway Entry Monuments and Pedestrian Wayfinding Opportunities

Gateway Entry Monument

Wayfinding Element

Art Kiosk Element
Façade Improvements

Façade Renovation Concepts for Future Restaurant
Façade Improvements

Before

After

Before

After
Façade Improvements

Downtown Tolleson Redevelopment Project
Tolleson, Arizona

Before

After