



# The BLVD Specific Plan & General Plan Amendment Avondale

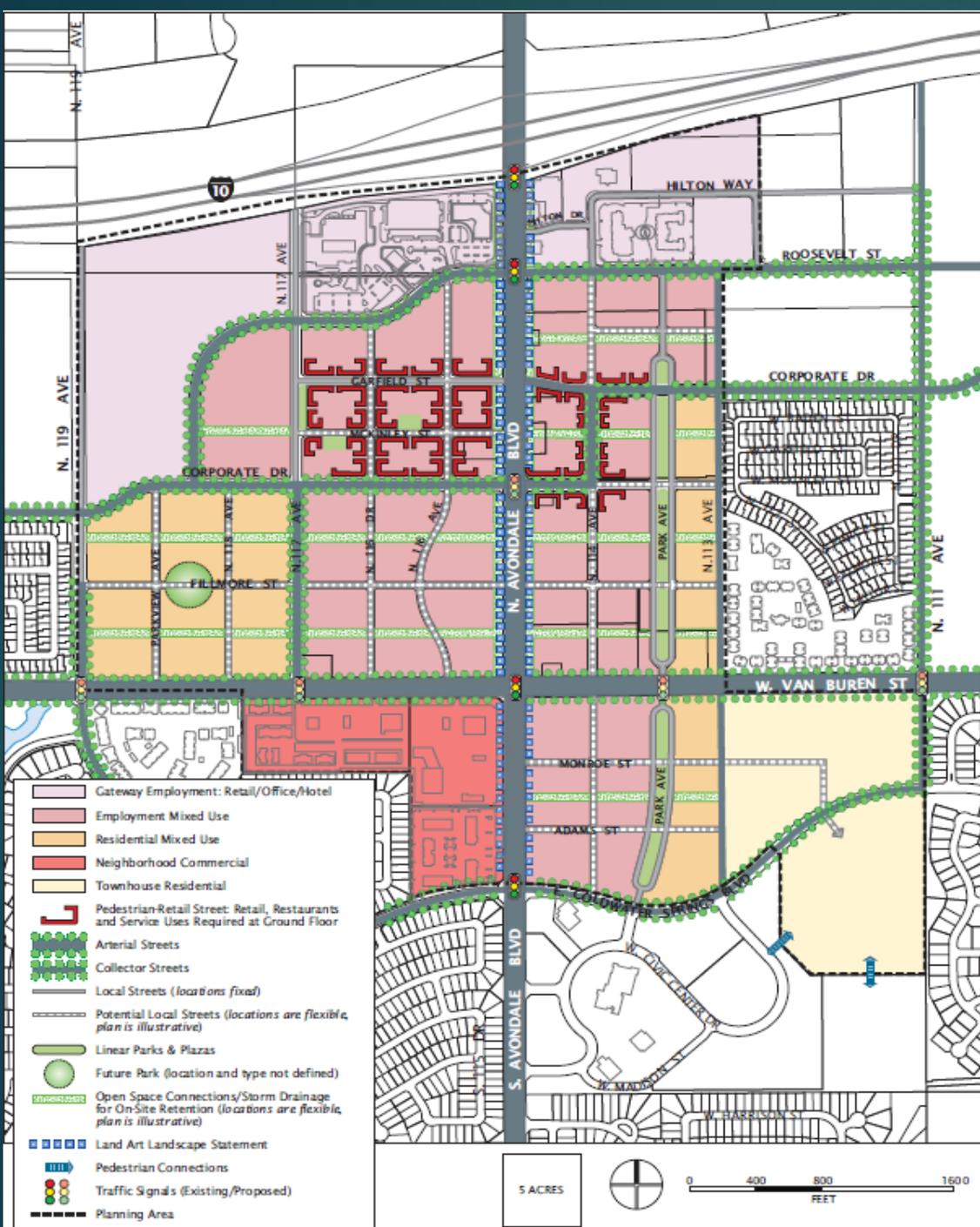
*August 15, 2019*

# Background and Purpose

- History of the Plan
  - Adopted 2008 comprising approximately 402 acres
  - American Sports Center and Transit Center developed
  - Urban center intended to create a vibrant entertainment district that is pedestrian and family friendly
- Purpose of the new “The BLVD Specific Plan”
  - Update existing CCSP plan to the City’s current level of expectation for a quality, unique, and pedestrian-friendly The BLVD
  - Create a place of significance
  - Flexible framework to attract development

# Update

- Market Analysis
  - Plan implementation
  - Marketing strategies
- Ad-hoc meetings
- Overall size for The BLVD
- Land Use Categories/Districts
- Street Network
- Rebranding
- Council direction



## Legend

### Gateway District

- Education campus (housing, multi-family & townhomes)
- Medical campus/hospital
- Large urban form residential/apartment
- Lifestyle amenities (see open space & amenities plan)
- Hotel
- Office
- Retail / restaurant

### Neighborhood District

- Single-family detached
- Attached townhomes
- Limited commercial

### Village District

- Retail
- Office employment
- Urban multi-family
- Restaurants
- Education campus

### Park Avenue District

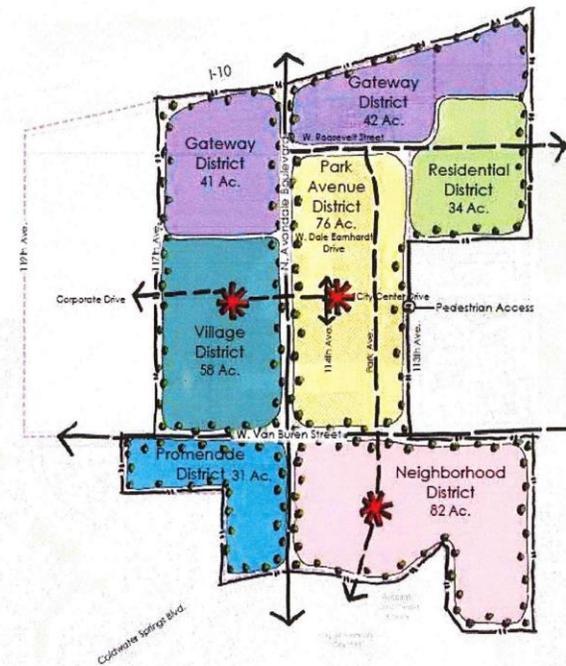
- Central gathering area for community-wide events
- Large scale sports & entertainment
  - ASC
  - Theatre/Performing Arts Center
  - Mixed-use
- Boutique mixed-use/Main Street retail
- Restaurants
- Urban form multi-family
- Office
- Education Campus

### Residential District

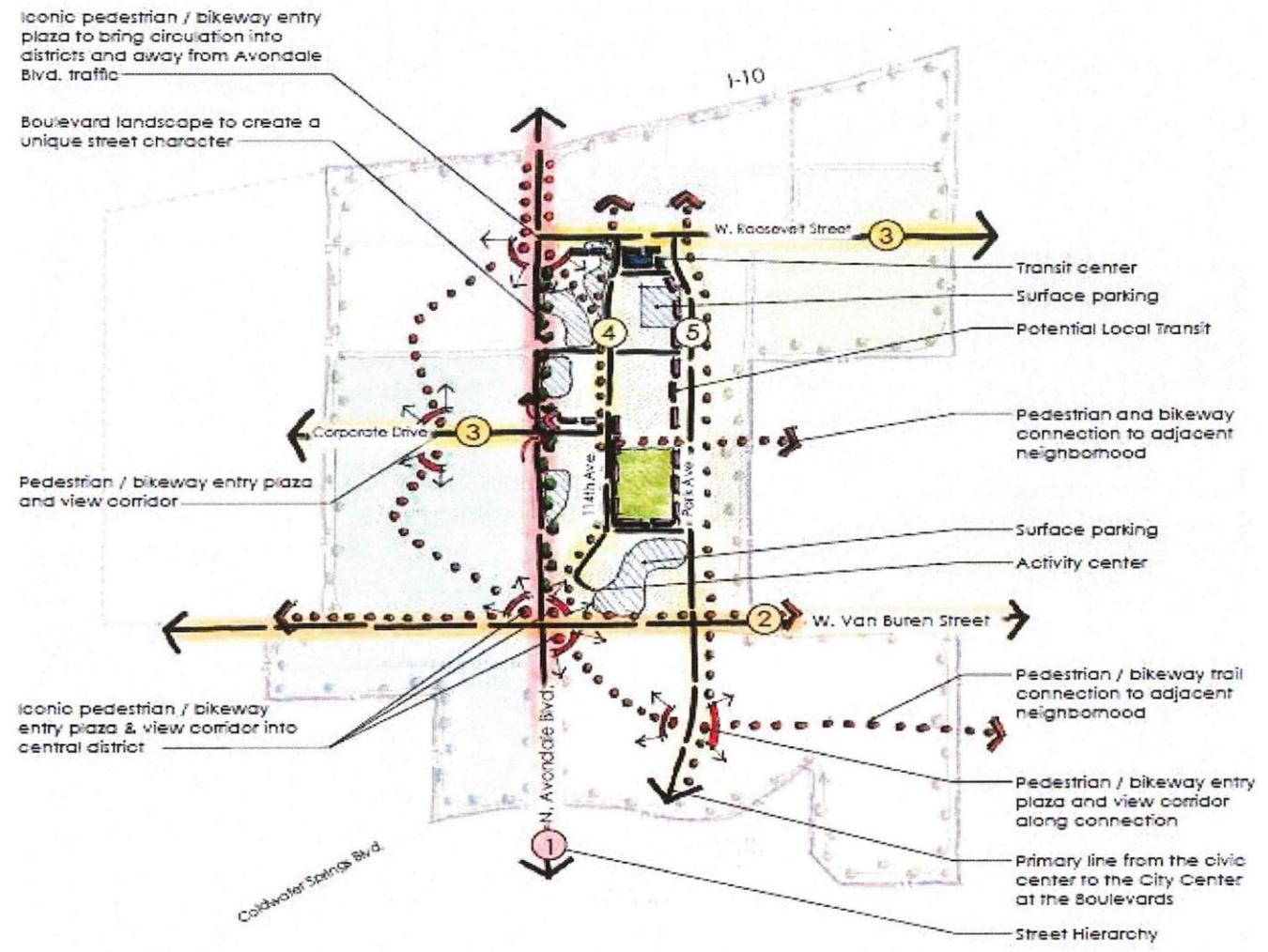
- Single-family attached residential
- Multi-family

### Promenade District

- Community retail
- Pad development
- Transitional retail
- Office



**Figure 2-2 Street Network Concept**



Multi-modal Streets  
 Pedestrian Connections  
 Bikeways  
 Focal points on corners

# Development Form

Identify focal points

Parking, building placement

Open space, water play, art

Special events, community functions, farmers markets

Volley ball Tournaments

Rebranding the area:

***The BLVD (The Boulevard)***

Figure 2-9 Park Avenue District Concept Plan



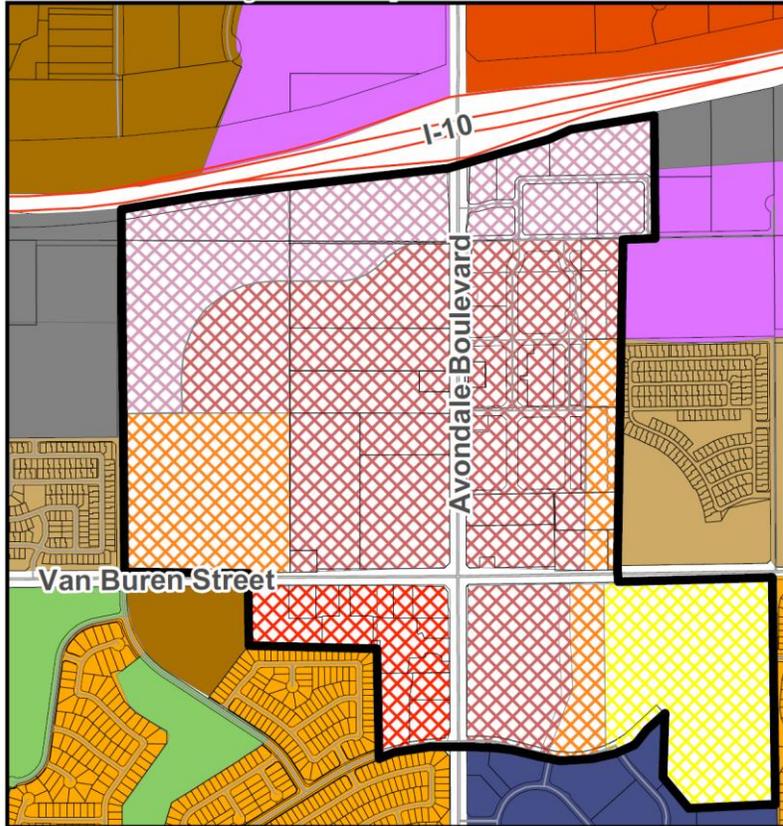
Legend

- |  |                              |   |
|--|------------------------------|---|
| 1. Avondale Sports Center                | 9. Multi-Family-Garage Under | 17. Entry Features                      |
| 2. In-Line Retail                        | 10. Townhomes                | 18. Activated Corner Plaza              |
| 3. Office                                | 11. Multi-Family Amenity     | 19. Landscape Screening of Parking Area |
| 4. Restaurant                            | 12. Relaxation Plaza         | 20. Primary Pedestrian Retail Street    |
| 5. Hotel                                 | 13. Event Space              | 21. Pedestrian Portal                   |
| 6. Future apartments over parking garage | 14. Splash Pad               | 22. Sand Volleyball                     |
| 7. Transit Facility                      | 15. Great Lawn               | 23. Linear Park                         |
| 8. Multi-Family Surface Parking          | 16. Fountain Focal           |   |

# General Plan Amendment

City Center Specific Plan

Exhibit B



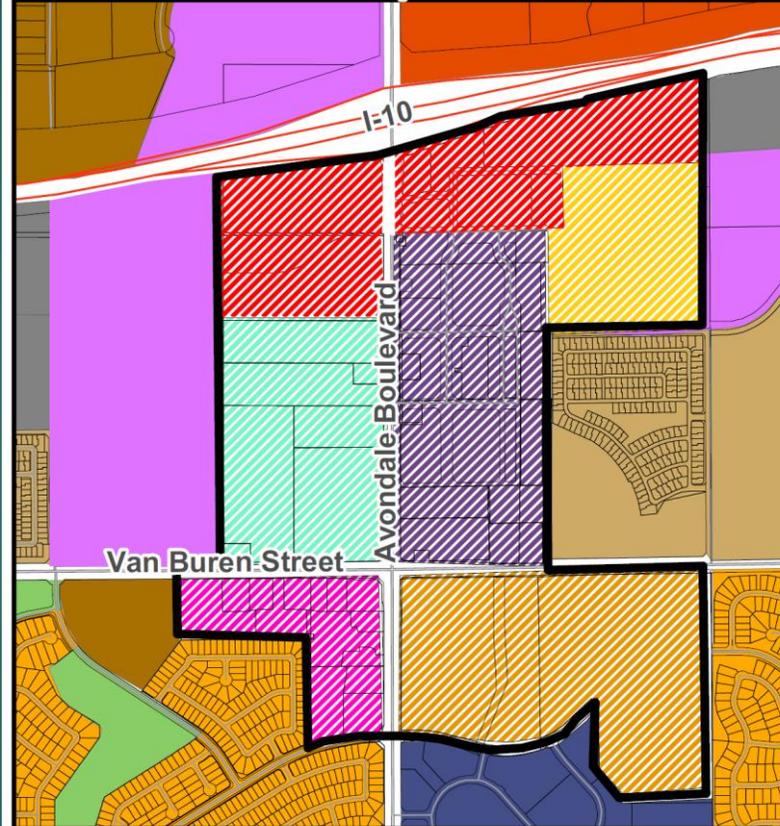
Current General Plan Land Use Map



Plan Boundary

The BLVD Specific Plan

Exhibit C



Proposed General Plan Land Use Map



Plan Boundary

- Creates new “The BLVD” Land Use Category, including six sub-districts; deletes City Center category
- Applies new The BLVD category per The BSP
- Designates property removed from BSP as Mixed Use

# Next Steps

- ▶ City Council Public Hearing & Adoption – September 9
  - ▶ General Plan Map Amendment
  - ▶ City Center Zoning Ordinance amendment

Recommendation

**Approval of Application PL-19-0075**

The BLVD Specific Plan

**Approval of Application PL-19-0151**

General Plan Text and Map  
Amendment