



The BLVD Specific Plan

Avondale

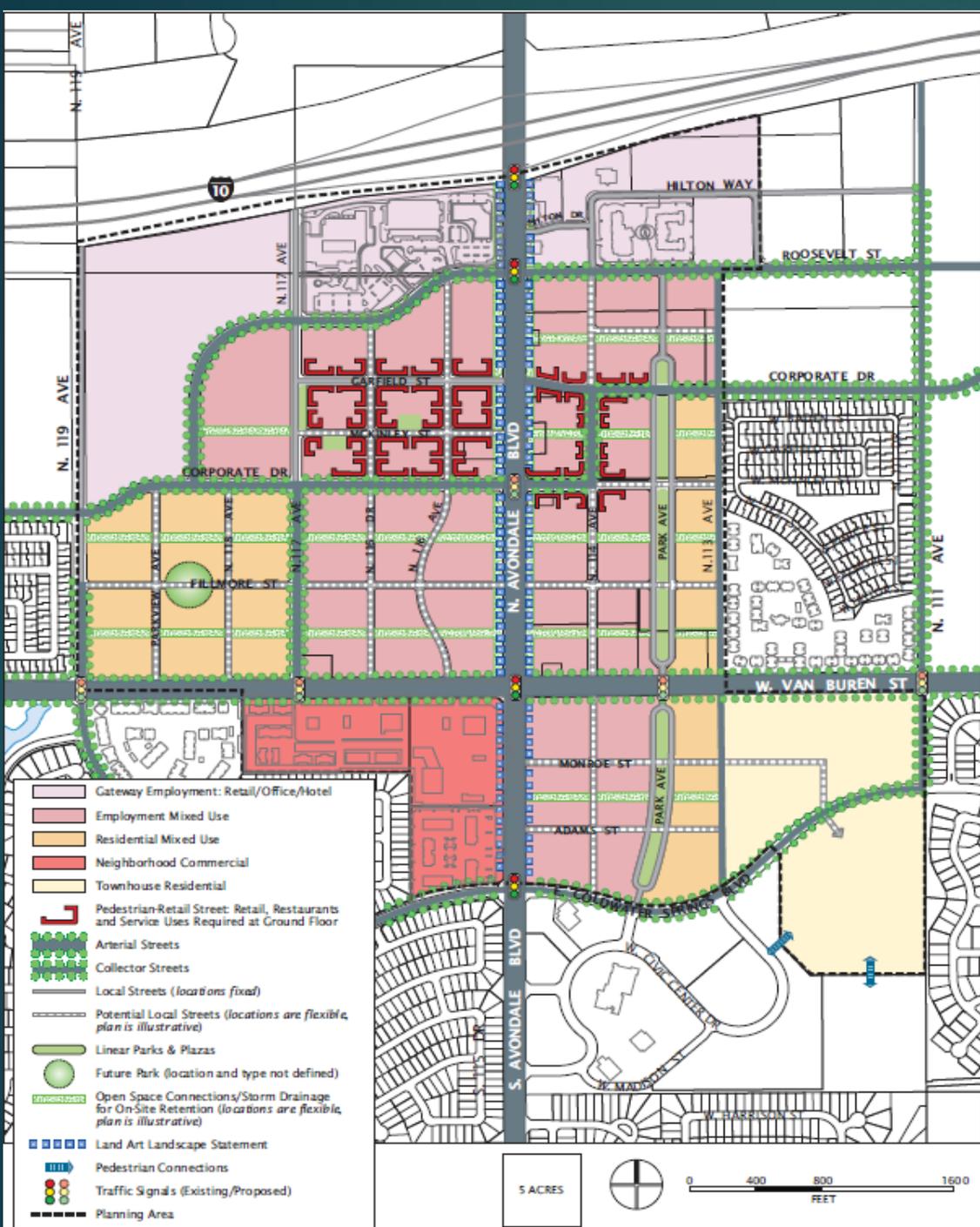
August 15, 2019

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

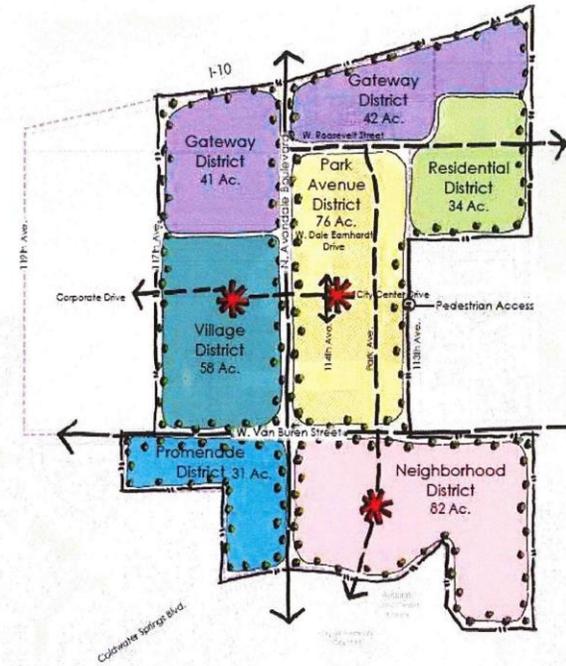
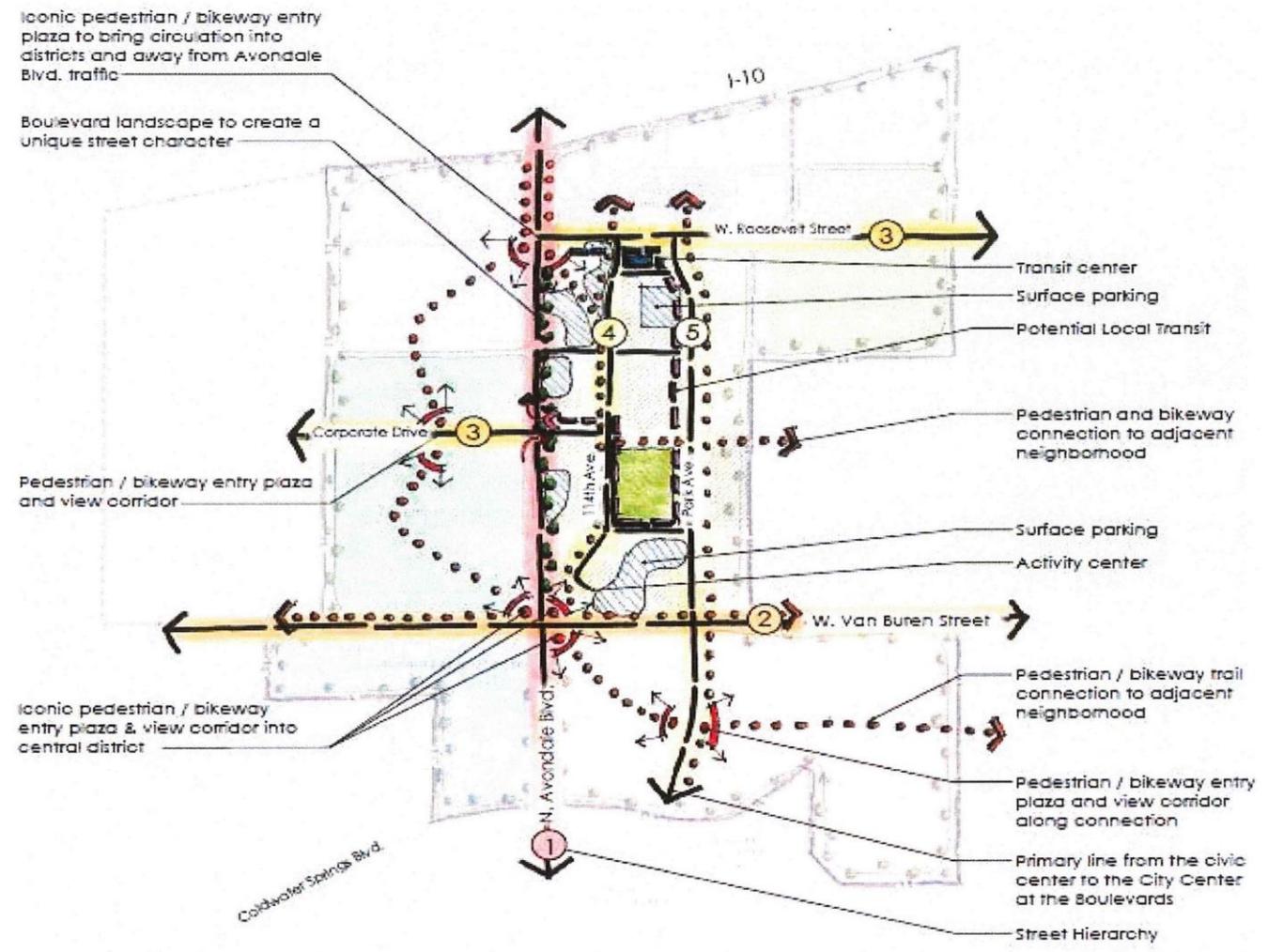


Figure 2-2 Street Network Concept



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 | |

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