

An aerial photograph of a town, likely Carefree, Arizona, showing a mix of residential and commercial buildings, parking lots, and greenery. In the background, there are rugged mountains under a clear blue sky. The image is partially obscured by a semi-transparent orange rectangle containing text.

2022

Town of Carefree

Planning & Zoning Commission
Village Center Redevelopment Plan
12/12/2022

Agenda

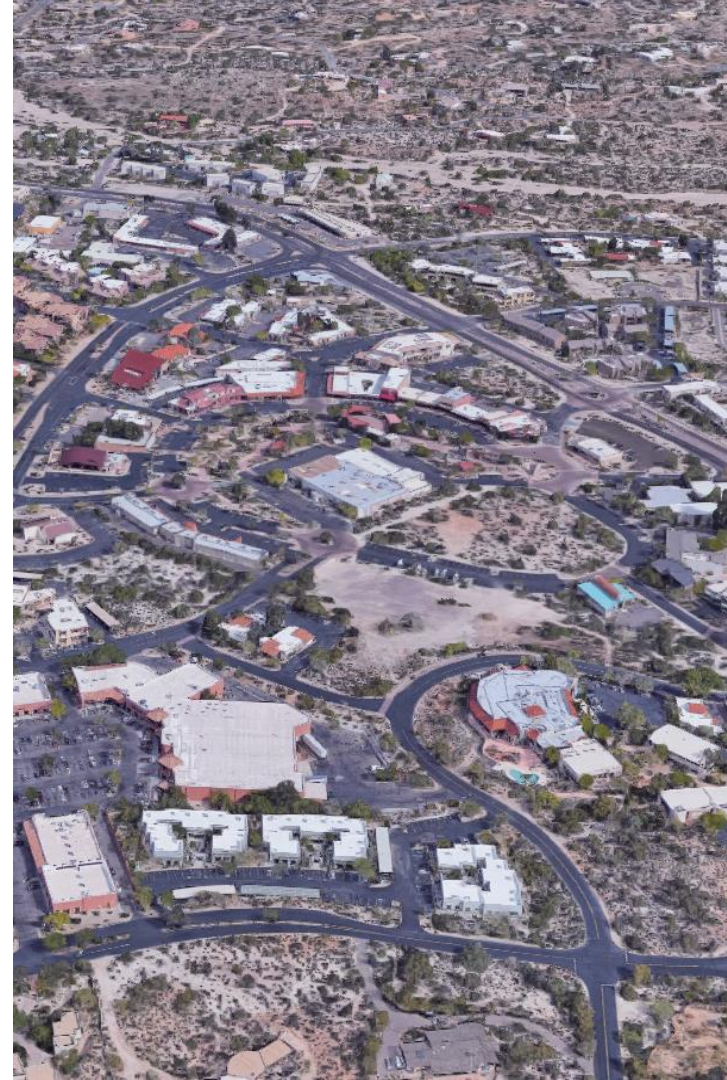
1. **Process Recap**
 - a. Milestone Efforts
 - b. Redevelopment Plan Requirements
2. **Chapter Review of P&Z Commission Final Draft (Q&A)**
3. **Next Steps**
4. **Economic Development Work Plan**



Redevelopment Plan – Process Recap

Milestone Efforts

- Approval of Village Center Master Plan (May 2015)
- P&Z Commission, Introduction of Redevelopment Plan Process (May 2021)
- Finding of Necessity and Approval of Redevelopment Area (August 2021)
- Preparation of Redevelopment Plan and P&Z Commission Review (5 meetings, June – November 2022)
- Multiple Direct Neighborhood Meetings and overall Community Open House Meetings. (July – October 2022)



Redevelopment Plan Requirements



The Plan shall include:

1. Statement of boundaries of the redevelopment area
2. Map showing existing uses and conditions of property
3. Land use plan showing proposed uses of property
4. Information capturing population density, land coverage and building intensity
5. Proposed changes to zoning, street layout or building codes
6. Type and number of site improvements and additional utilities required to support new development
7. Method and estimated cost of acquisition and preparation of project areas, financing methods, and estimated proceeds (generally associated with a project specific proposal)



Village Center Redevelopment Plan

Introduction – Updated and revised to reflect Redevelopment Area (*Req. 1*)

Carefree Today – Updated existing conditions and validated original Market Analysis (*Req. 2*)

The Vision – Moved Community Participation to appendix and revised the Vision Plan to reflect buildout conditions, current development and conceptual redevelopment conditions, as well as identify specific redevelopment sites. (*Req. 3, 4, 6*)

Plan for Action – Renamed Strategies to Objectives and Recommendations to Strategic Initiatives. Update all Recommendations (Strategic Initiatives) to account for completed actions, preferred revisions to proposed actions, and/or desired additional actions. (*Req. 5 & 6*)

Implementation – Provided Implementation Statements, updated Implementation table and document the estimated magnitude cost and funding methods of facilitating the Redevelopment Plan. (*Req. 7*)

Chapter Review of P&Z Commission Redevelopment Plan

Chapter 2 – Carefree Today

- Made select edits to respond to review comments on:
 - ✓ Historical Context
 - ✓ Existing Conditions
- Revised figure references and updated select reference data where applicable.

Town of Carefree Village Center Redevelopment Plan
Division 8, Public Commission Blue Book

Recent Improvements
 Beginning in 2002, the Town has taken several proactive steps to enhance the Village Center and position it for success in the future. In 2000 and 2001, three documents were created to help enhance the Village Center. These plans include "The 2000 Town Center Specific Plan", the "2001 Town Center Parking Analysis" and the "Town Center Improvement Plans". These involved the construction of the Carefree Desert Gardens, Pavilion, on-street parking, traffic circles at Village Center entrances, a drainage system, and outdoor lighting, among other features. Recent improvements include gas lamp period lighting and new business directory signs. Subsequent efforts to update the Town's 2002 General Plan included a new section on Economic Development, which outlines the Town's goal to refocus its efforts in the Village Center. The impetus behind the goal was to ensure the Village Center continues to develop in a manner consistent with the Town's ideals and unique character.

Since 2015, the Town has experienced a significant surge in new businesses, leading in the Village Center, development of vacant properties, placement of gateway arches, enhancements to the Carefree Desert Gardens, and a [newer population](#) of community events.

Material Review
 The Town of Carefree has undertaken a number of plans and policy documents in the recent past that specifically, or in part, relate to the Village Center. Each of these documents was extensively reviewed to help inform this redevelopment effort. A partial list of these plans include: the Carefree General Plan 2030, Carefree Zoning Ordinance, 2014 [Urban and Economic \(U/E\) Design Template Addition, Open and City](#); Summary Report, 2000 Town Center Specific Plan, Carefree Economic Development Strategic Plan, [Village Association of Homeowners \(VAHO\) Carefree/Carefree Transportation Preference Study](#), [General Commercial Design Guidelines](#), as well as various existing and past private development plans.

Land Use
 The Carefree General Plan estimates the potential for 100 future residential dwelling units located within the Village Center. [Some of these anticipated residential units are currently being developed in areas of the Village Center. The new development will increase mixed-use projects.](#) When multiplied by 2.0 persons per housing unit (based on the 2020 Census), the estimated new population at build-out in the Village Center would be approximately 200 residents. Planning for the

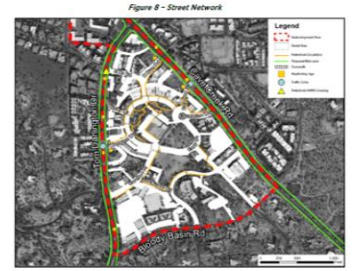
development of residential units directly in the Village Center is a positive objective of the General Plan because a permanent population base that actively lives in the Village Center is a key ingredient to developing a more vibrant Town core environment.

According to Maricopa Association of Governments (MAG) 2018 Socioeconomic Projections, there are a total of [approximately 1,000 jobs](#) in Carefree compared to a workforce (age 16-64) of 1,400 people (2020 ACS 5-Year Estimates). 98.2% of the existing workforce in Carefree out-commutes to work, in turn, over 98% of the existing jobs in Carefree are filled by non-Carefree residents. [See General Plan 2030 U/E estimates and the U/E study.](#) [The total number of jobs in Carefree will increase to approximately 1,000 jobs.](#) Consequently, a large number of future jobs in Carefree are expected to continue to be filled by workers who live outside of Carefree. These existing and future workers, particularly in the Village Center, represent a consumer base that should not be overlooked for their potential contribution to creating a more active Village Center. [Development of a new, more active Village Center.](#)

The current "Town Center" (TC) land use designation identified for the Village Center promotes many of the components needed for a vibrant Village Center. However, it is important to note that the inability to develop stand-alone residential development possibilities in the TC district (without a General Plan Amendment) greatly limits the development flexibility and potential population/customer base expansion needed to drive increased market potential for commercial use in the study area. [See Figure 3 – General Plan Land Use](#)

Zoning
 A detailed review of the Carefree Zoning Ordinance identified numerous opportunities to strengthen existing zoning standards in order to promote economic vitality in the Village Center. This may include but is not limited to: introduction of mixed-use development regulations to encourage greater design flexibility; development of shared parking standards that reduce parking requirements by accounting for different peak parking demands; [revising](#) creating additional zoning districts or updating development standards that account for the unique identity and development potential of the Village Center. In addition, a review of existing Commercial Design Guidelines relative to development within the Village Center found them to be appropriate and beneficial to the urban fabric but could benefit from some additional enhancements to further improve the function and form of the built environment. [See Figure 4 – Existing Zoning](#)

Revising signs, adding solar, and other improvements



led by many visitors as

all street pattern forms a radius out from Easy of collector streets, local street, and a defined street will help to accentuate the street. [See Figure 8 – Street](#)

ator and Desert Gardens, improvement that generally defined crosswalks and Center contains very few adjacent to sidewalk that include sidewalks (dead ends, or do not from points of origin to bring this condition is to experience the Village here and to allow visitors as the downtown has to

Chapter Review of Redevelopment Plan

Chapter 3 – Vision

- Made select edits to respond to review comments on:
 - ✓ Introduction
 - ✓ Redevelopment Master Plan
- Revised Table 1 – Redevelopment Master Plan Summary to only outline redevelopment sites. Added Table 2 – Redevelopment Master Plan Build-Out Matrix to independently detail the anticipated build-out conditions.
- Confirmed Redevelopment Plan and anticipated build-out conditions are consistent with the General Plan

Redevelopment Goals

To further refine the vision statement into actionable items, a series of goals or guiding principles were developed. Each, like a vision statement, are broad in nature but usually provide a sense of specificity which seems to give purpose or define results of the redevelopment process.

Each goal represents some part of the vision and begins to provide direction for what the community should focus on to realize the desired end state. In the next Chapter, these Goals were then translated into a set of more specific actions: Objectives and Strategies. Rather than individually apply to a specific Goal, it envisioned the following objectives and strategies will "cross pollinate" and collectively help to accomplish the Plans stated Goals below.

- Goal 1 - Aggressively market a "Village" image that is unique, yet readily identifiable as Carlsbad.
- Goal 2 - Create a cultural anchor and community focal points that repeatedly attract local residents and regional visitors.
- Goal 3 - Improve the economic viability of the Village through enhancement of the mix of retail, business, arts and culture.
- Goal 4 - Enhance the physical viability of the Village while preserving its architectural and pedestrian character.
- Goal 5 - Thoughtfully regulate development of vacant land and promote reusing of underutilized buildings.
- Goal 6 - Strengthen public-private partnerships to achieve mutual goals.

Redevelopment Master Plan

The Redevelopment Master Plan provides a vision into the future of the Carlsbad Village Center. It offers the Town and community stakeholders an illustration of one potential scenario for redevelopment within the Village Center. It is possible that redevelopment could occur in a different manner than that which is shown on the plan. Therefore, the Redevelopment Master Plan illustration includes not the common purpose that all investors can very often contribute to, and derive value from.

In addition, the Redevelopment Master Plan illustrates the redevelopment or new development potential for the Village Center. The plan shows the potential for new development within the Village Center. The plan shows the potential for new development within the Village Center. The plan shows the potential for new development within the Village Center.

Collectively, the following objectives and strategies illustrate the essential efforts, projects, amenities and infrastructure improvements that are necessary to stimulate market demand in the Village Center while positively responding to the Plans overarching vision and goals. Development density and intensity projections are estimated for each scenario. The plan shows the potential for new development within the Village Center. The plan shows the potential for new development within the Village Center. The plan shows the potential for new development within the Village Center.

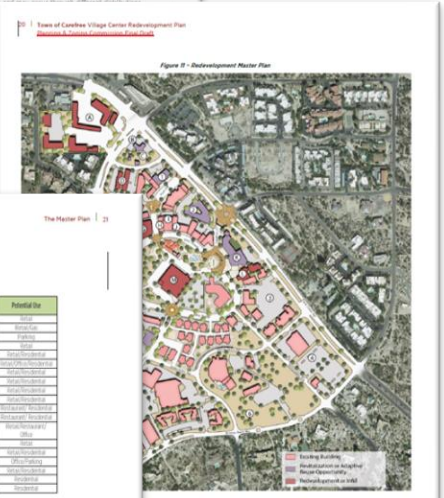


Table 1 - Redevelopment Master Plan Summary

Plan ID	Plan Name/Location	Development Type	Current Use	Potential Use
I	Plan 1 - Village Center	Redevelopment	Office	Office
II	Plan 2 - Village Center	Redevelopment	Office	Office
III	Plan 3 - Village Center	Redevelopment	Office	Office
IV	Plan 4 - Village Center	Redevelopment	Office	Office
V	Plan 5 - Village Center	Redevelopment	Office	Office
VI	Plan 6 - Village Center	Redevelopment	Office	Office
VII	Plan 7 - Village Center	Redevelopment	Office	Office
VIII	Plan 8 - Village Center	Redevelopment	Office	Office
IX	Plan 9 - Village Center	Redevelopment	Office	Office
X	Plan 10 - Village Center	Redevelopment	Office	Office

Table 2 - Redevelopment Master Plan Build-Out Matrix

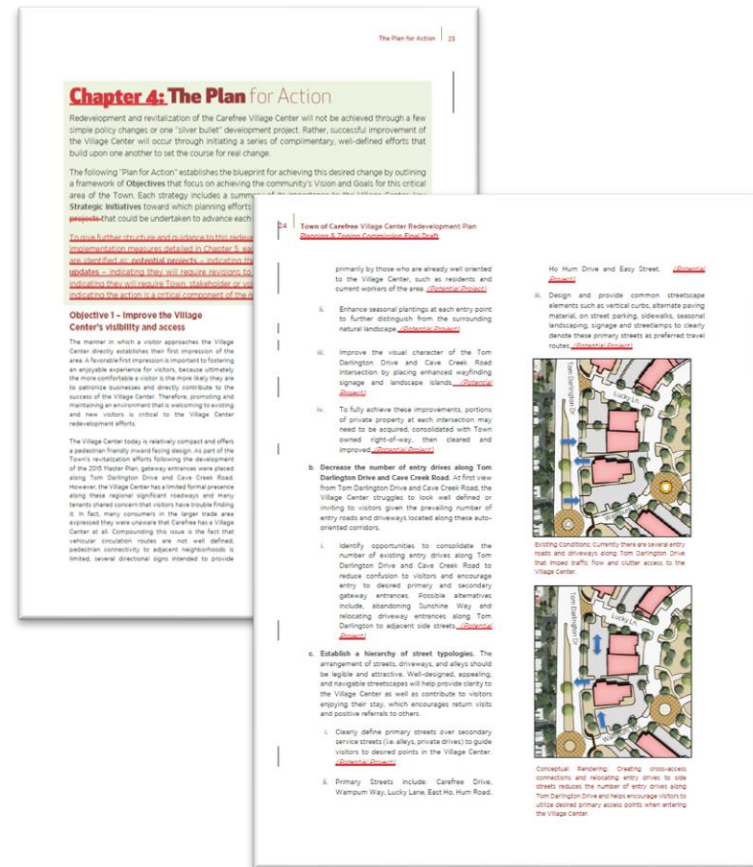
Scenario	Net Potential (sq ft)	Net Potential (sq ft)	Net Potential (sq ft)	Net Potential (sq ft)
1,000	60	1,000	1,000	60

* Figures reflect the anticipated net change within the Redevelopment Area over the 10-year period of this plan. (Note: parking will be both onsite and off-site.)

Chapter Review of Redevelopment Plan

The Plan for Action

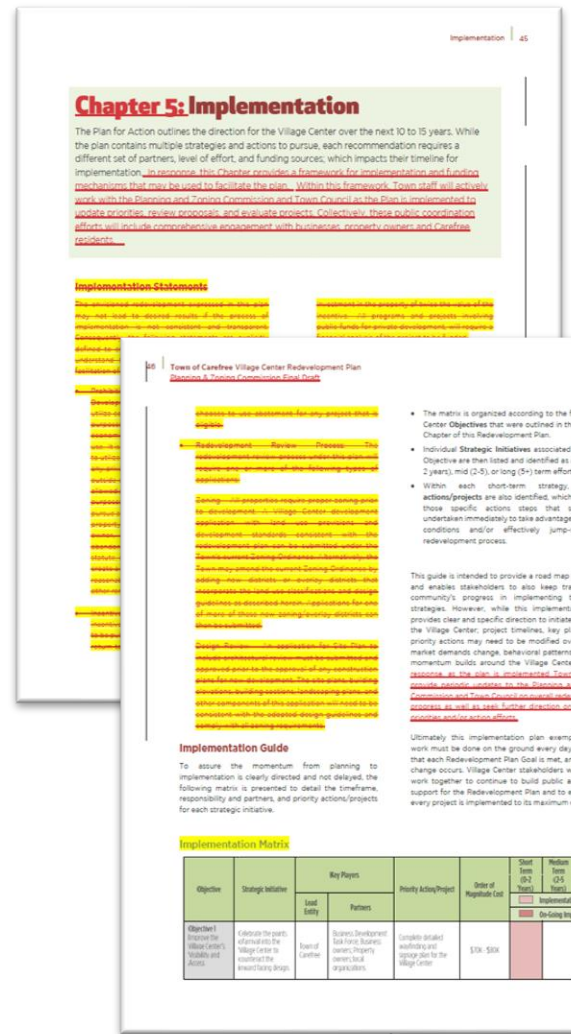
- To give further structure and guidance to action efforts, introduced new text to clarify plan efforts as:
 - ✓ potential project,
 - ✓ regulatory update,
 - ✓ in-kind support, or
 - ✓ catalyst projects



Chapter Review of Redevelopment Plan

Implementation

- Removed detailed "Implementation Statement" to avoid unintended conflicts and incorporated broader, but definitive, implementation framework
- Finalize Appendix to include (as separate docs):
 - ✓ Appendix A – Resolution for the Redevelopment Area & CBD Establishment
 - ✓ Appendix B – Market Analysis Summary (2015)
 - ✓ Appendix C – Community Participation Summary (2015)
 - ✓ Appendix D – Cultural Facility Guidelines (2015)



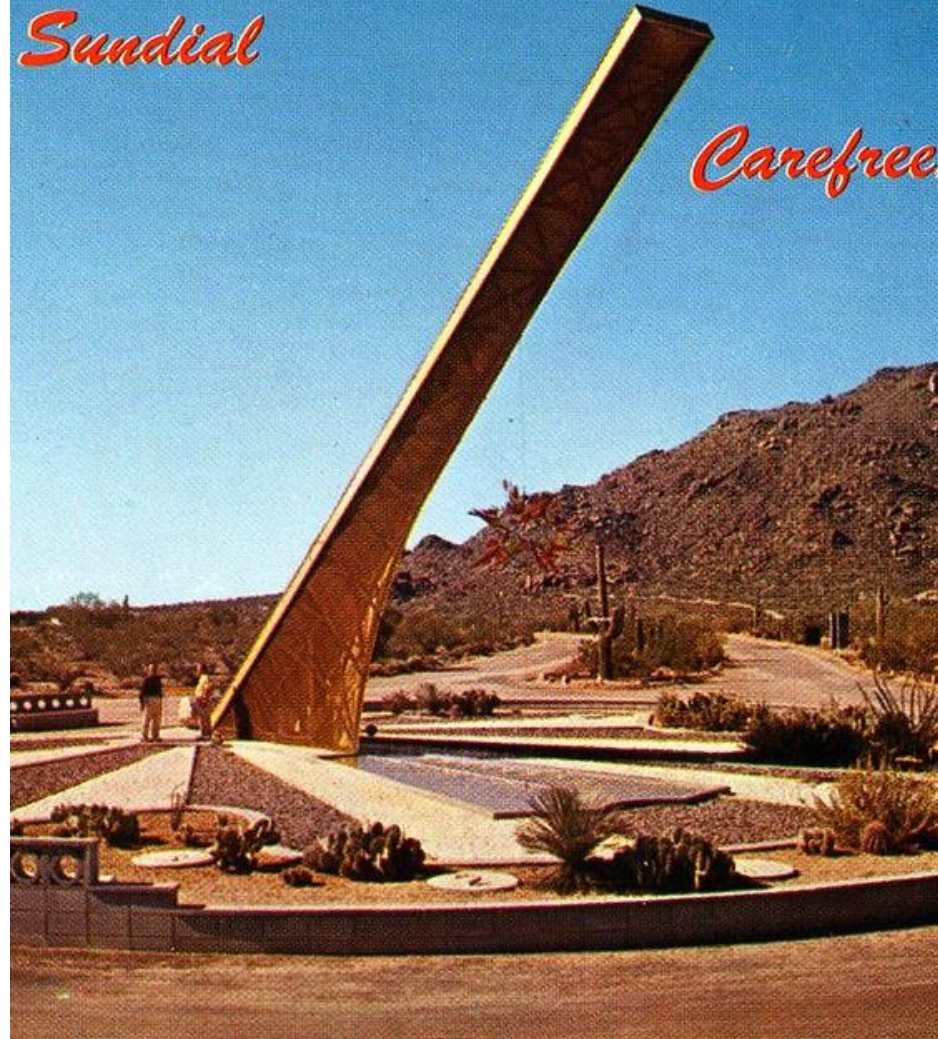
Next Steps

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1. P&Z Commission to make formal recommendation to Council
2. Notify property owners in redevelopment area by mail and provide two public notices in newspaper
3. Council to conduct public hearing for final consideration (requires 2/3 vote)

Sundial

Carefree

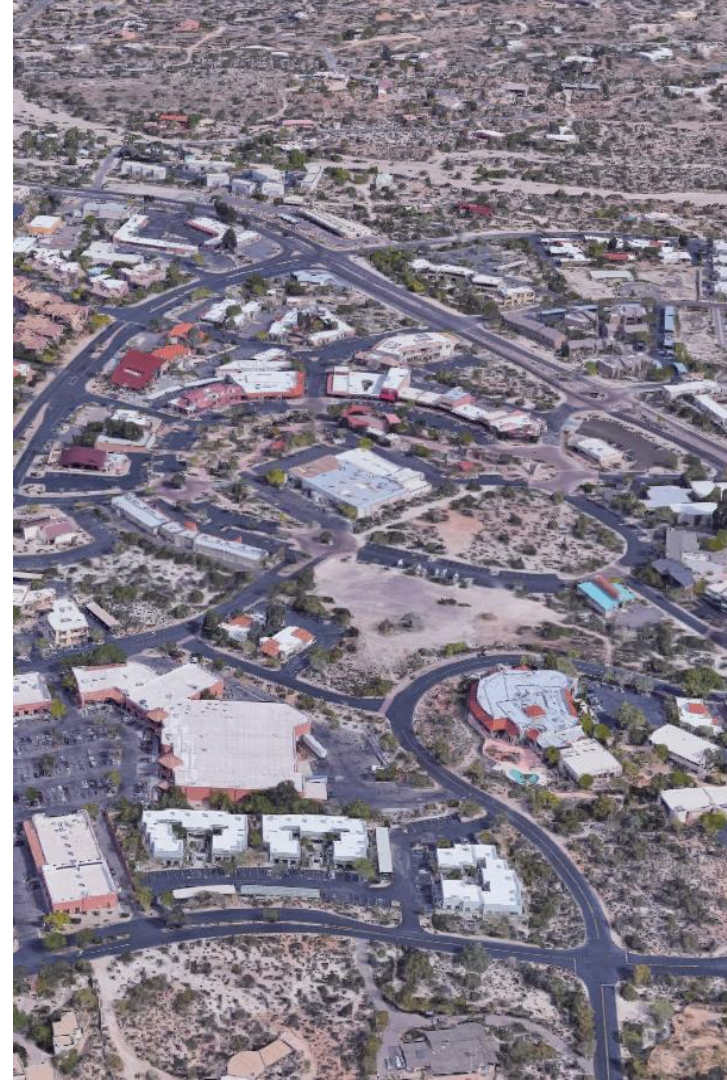


Economic Development Work Plan

24-Month Tactical Plan outlining priorities and focused activity

Priorities

- Town Center Revitalization
- Hospitality Development
- Regional Retail Development
(Cave Creek Rd/Carefree Hwy)



Economic Development Work Plan

24-Month Tactical Plan outlining priorities and focused activity

Key 2021-2022 Accomplishments

- Worked through the Pandemic to assist small businesses
- General Plan Amendment for resort at Carefree Highway and Tom Darlington Drive
- Created Town Center Redevelopment Area, nearing completion on Redevelopment Plan expected to be approved January 2023.
- Initiated the Signage, Circulation and Parking Plan
 - ✓ Signage Plan to be completed December 2022
 - ✓ Circulation and Parking component to be completed by Spring 2023
- Opened Visitor Center
- Opened Hampton by Hilton



Economic Development Work Plan

24-Month Tactical Plan outlining priorities and focused activity

Key 2023-2024 Priorities

- Initiate Redevelopment process of Town Hall site
- Development Standards and Zoning for Town Center
- Build programs to focus on revitalization of key locations
- Market key corners on Carefree Highway
 - ✓ Hospitality
 - ✓ Regional Retail
- Implement Signage Plan
- Complete the Circulation and Parking Plan



Chapter Review of Redevelopment Plan

Chapter 3 – Vision

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“Carefree’s Village Center is the heart of a progressive community that is also a regional magnet for activity. Entry to the Village Center is distinct and beckons visitors and locals alike to wander and discover new goods, services and entertainment within.

A diverse mix of specialty shops, art, and dining opportunities leverage the unique design and natural setting of the Village Center to thrive and prosper. Selected cultural amenities and exceptional annual events showcase the authentic character of the community and attract new residents who choose to live in the Village Center and enjoy the true “Carefree” lifestyle.”

