Gateway District

The Gateway District provides the first point of entry for most visitors to the BSP. As such, a distinctive 'catalyst' type use that can set the tone for the BSP and dramatically shorten the time frame for implementation of the vision should be encouraged to locate within this area. Catalyst projects are planned and designed to cause a corresponding and complementary development reaction on surrounding properties. These are projects that provide an opportunity for public and private investment to receive a reasonable return. Such land uses are single large users with very specific criteria such as high visibility, ease of access, and multimodal access opportunity. This District provides for a range of housing opportunities in excess of 22 du/ac, including lifestyle amenities to attract residents and employees to the area. A catalyst land use should increase employment and population in the target demographic area to support the development of the BSP. Examples of catalyst land uses would include, but may not be limited to, post-secondary education campuses, medical campuses and/or hospital, resort hotels, or 4-story or greater Class-A corporate headquarters. In addition to catalyst type uses, large urban form residential developments, 2 to 4-story mid-rise offices, and retail/restaurant uses are appropriate in the Gateway District.

Village District



The Village District transitions from the more intense catalyst uses in the Gateway District, allowing opportunities for more conventional retail, office, employment, and multi-family residential uses but with a pedestrian-oriented focus and contemporary urban design that interfaces with and creates a presence on adjacent streets. The intent of this district is to generate a diversity of activity to attract as many people and businesses to the area as possible and to provide a diverse mix of uses and amenities that support the District and the greater community ~~desired adjacent land uses~~. ~~Drive-through restaurants should be minimized to only one on Van Buren Street and one on Avondale Boulevard.~~ Limited drive-through uses are allowed along Van Buren Street and Avondale Boulevard, all of which feature architectural elements intended to implement a pedestrian-oriented design. Residential uses should target a minimum of 18 du/ac and front directly onto Corporate Drive. Approximately 12 acres of limited employment uses, such as light manufacturing, warehousing and wholesaling, are permitted within an urban form, master-planned center and must be physically and visually integrated through architectural enhancements, limitations on building size, operational restrictions, and compatible employment and commercial site designs. Employment uses must be oriented towards 117th Avenue.

The BSP encourages ~~reserves~~ pedestrian-scale plaza spaces at the intersections of Avondale Boulevard with van Buren Street, and Corporate Drive~~, and Roosevelt Street~~ to identify the Village District along with preserved visual sight lines into the urban center ~~central gathering space~~. The corner plaza spaces may anchor adjacent ~~food and beverage~~ full-service ~~type~~ restaurants, and the visual corridors should double as pedestrian and bike linkages guiding people into the heart of the urban center ~~Village District~~. Unique placemaking considerations should be integrated into corner plaza design as described in Section 2.1 Development From of this Specific Plan.

Park Avenue District

Central to the success of the BSP is the Park Avenue District which is considered the core area of the Plan. This area is planned to be centered around a large gathering area that can accommodate events and activities as well as open-play space surrounded by retail, restaurant, food court, and other uses. Land uses within the Park Avenue District are to include a mix of hotel, retail, restaurants, sports, entertainment, theater, cultural, multi-family residential, studios, office, and education that is all designed to interface with adjacent streets in an urban manner and featuring modern, contemporary design. detail users should offer goods and services that create a destination. Curated shopping along with food and beverage, for example, a brewery or gastropub, should be protected from competition to aid in their business survival. This allows the BSP to capture those users in a more conventional retail setting while preserving the unique quality of the Core District. Residential uses should target a minimum of 22 du/ac. Drive-through restaurants are minimized to only one stand-alone building on Avondale Boulevard and Van Buren Street, or be part of a multi-tenant building. NASCAR-the med uses such as restaurants, gift shops, or museum could also be an integral part of the synergy planned for this district.

As part of a shopping and entertainment destination, events are intended to occur that will bring local and regional residents to the BSP. The central gathering area will include a splash pad as well as other pedestrian amenities. In addition, this district offers the opportunity for bicycle and pedestrian direct access to the adjacent single-family residential subdivision Waterford Square and the Van Buren multi-use path. A live, work, shop concept is envisioned for this district.

Neighborhood District

The Neighborhood District will provide an opportunity for families looking to live "in close proximity" to an active urban area. The Neighborhood District will support the development of residential uses of detached single-family residential and attached townhomes with a density ranging from 4to 12 dwelling units.

Promenade District

This commercial land use is designed to accommodate suburban-style retail, restaurant, services, and office development for residents in the BSP and the surrounding area. The focus for all uses should be pedestrian-oriented and support the overall vision for the BSP while also allowing limited development of drive-through restaurants, banks, pharmacies, and similar.

Table 2-1. Permitted Use Types

The BLVD District	Use Types
Gateway	Post-secondary education campus (with housing, multi-family, and townhomes); Medical campus/Hospital, Large urban form residential/apartment; Lifestyle amenities; Full-service hotel/Resort hotel; 2-3 story mid-rise office; Retail/Restaurant.
Village	Retail; Office, Eemployment; Urban Multi-family; Restaurants; Education campus
Park Avenue	Central gathering area for events; Indoor sports, cultural, and entertainment (ASC, Theatre/Performing Arts Center), Mixed-use, Main Street retail, Restaurants); Urban form multi-family; Office; Hotel, Education Campus
Residential	Single-family attached residential; Multi-family
Neighborhood	Single-family detached; Attached townhomes
Promenade	Community retail, Retail pad development; Transitional retail; Office

2.1 Development Form

Site Planning

Knowing that placemaking is key to success and that physical space creates the places for the events in people's lives, it is necessary to establish a framework that can be built over time and provide a level of flexibility for a phased approach. The Design Concept for the BSP is that framework. Several "big ideas" drive the design of the framework.

1. **Get people out of their cars end into the space.** Dispersing smaller parking areas adjacent to existing arterial streets facilitates easy access into the core area. There is the added benefit of placing people near pedestrian-oriented spaces and encourages pedestrian movement throughout the core. This movement increases the opportunity to support retail, food, and beverage uses. Smaller parking areas are visually less intrusive, both internally and externally, and add to the safety of the pedestrian zones.

2. **Locate the primary gathering place interior to the core.** The negative impacts of traffic volume and noise out-weighed the benefit of visibility of the core adjacent to Avondale Boulevard. It would diminish the variety of events that could be held in that location and impact the safety of users. Locating the gathering place internal to the core results in the energy and activity of the gathering place having a positive impact on more of the core uses.

3. **Establish a visual connection from the edge to the core.** Moving the core to the interior requires that the plan establish a connection from Avondale Boulevard to the central gathering place. This connection can be made visually by aligning a pedestrian street from the intersections of Avondale Boulevard with Van Buren Street and Roosevelt Street diagonally to the center. A small pedestrian plaza at the intersection will help brand the BSP and can provide an open space amenity for active retail ideally food and beverage use. The corner plaza spaces also act as pedestrian and bike entries into the core area from the north-south access along Avondale Boulevard.

4. **Providing complementary land uses outside of the core District.** It is important that the remaining land area with the BSP compliment and not compete with the vison of the core area. Additional higher density residential, office employment, and the potential for a catalyst use, such as an education campus, would further the objectives for this area. On the east, adjacent to the existing residential community transitional residential densities are appropriate. A residential option may include for-sale townhomes.

5. **Allow for future intensification.** Given current market conditions and anticipated growth, the vision for the BSP will need to take form over time. This may necessitate a strategy that allows far land uses today, retail with surface parking, and higher density residential and employment in the future. For example, as depicted in Figure 2-9, number 6 is shown as future apartments over a parking garage where the existing transit center is located.

6. **Placemaking.** Section 2.0 of the BLVD Specific Plan describes the overarching goal of the Plan as creating an active, pedestrian-friendly urban environment with a mix of uses and varying scales of density and intensity. Each of the six Sub-Districts has its own identity, though each of these identities promotes pedestrian activity and connectivity, public open space and gathering areas, public art, and building-forward site design. For the purposes of this Specific Plan, and specifically the Village Sub-District, placemaking is at least partially accomplished through the creation of corner plazas that will be located at the intersections of Avondale Boulevard with Van Buren Street and Corporate Drive and should serve as an anchor for adjacent full-service restaurants. Corner plazas should energize and activate the pedestrian realm with comfortable seating, bistro lighting and live shade. These areas should provide balanced hardscape and landscape areas, architecturally integrated shade structures, and where appropriate, water features, public art, or other creative elements. Corner plaza design is highly intentional. These plazas are integral to the overall design and theme of the center and will serve as visual linkages and pedestrian-scale gateways into the heart of a center.