

# Apache Junction City Council Meeting

## Update on the Concentrated Downtown Master Plan

A stylized white logo consisting of the letters 'A' and 'J' intertwined, representing Apache Junction.

SWABACK<sub>PC</sub>  
Architects + Planners

Planning and Design:  
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Scottsdale, AZ 85251

# Apache Junction City Council Meeting



CITY OF APACHE JUNCTION

**CONCENTRATED**  
**DOWNTOWN MASTER**  
**PLAN UPDATE**

*AJ*

# Focus on Downtown Apache Junction

## Livability

### GOAL: CONTINUE TO ENHANCE LIVABILITY ASSETS

#### Aggressively pursue development/redevelopment opportunities (contd.)

##### *Action Item: Create a Redevelopment Commission*

An **Apache Junction Redevelopment Commission** would consider new proposals for development, monitor current projects and implement the Redevelopment Plan. This will ensure accountability related to the designated RDAs and Infill Incentive Districts. The Commission should meet monthly.

##### *Action Item : Develop a new plan for downtown development*

It appears that the last Downtown Development Plan for Apache Junction was completed in 2010. As recommended in the Apache Junction General Plan 2020 – 2050. There is a need for a **new plan for downtown development**, which should include retail/entertainment, multi-family housing, trail connections and a new hotel.

##### *Action Item : Create an Entertainment District in downtown*

Under state law, cities may designate an entertainment district, which is defined as an area with a significant number of entertainment, artistic and cultural venues, such as music halls, concert facilities, theaters, arenas, stadiums, museums, galleries, restaurants, bars and other facilities. The Entertainment District allows for cities to approve the location of additional types of liquor licenses located in the district. As also recommended in the Apache Junction General Plan 2020, the **downtown area** should be designated as an Entertainment District.



# Focus on Downtown Apache Junction

## Apache Junction

General Plan  
**2020-2050**

Legendary Landscapes & Lifestyles

Surrounded by Legends

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### GOALS AND POLICIES

#### GOAL 4.1: DEVELOP A DOWNTOWN MASTER PLAN

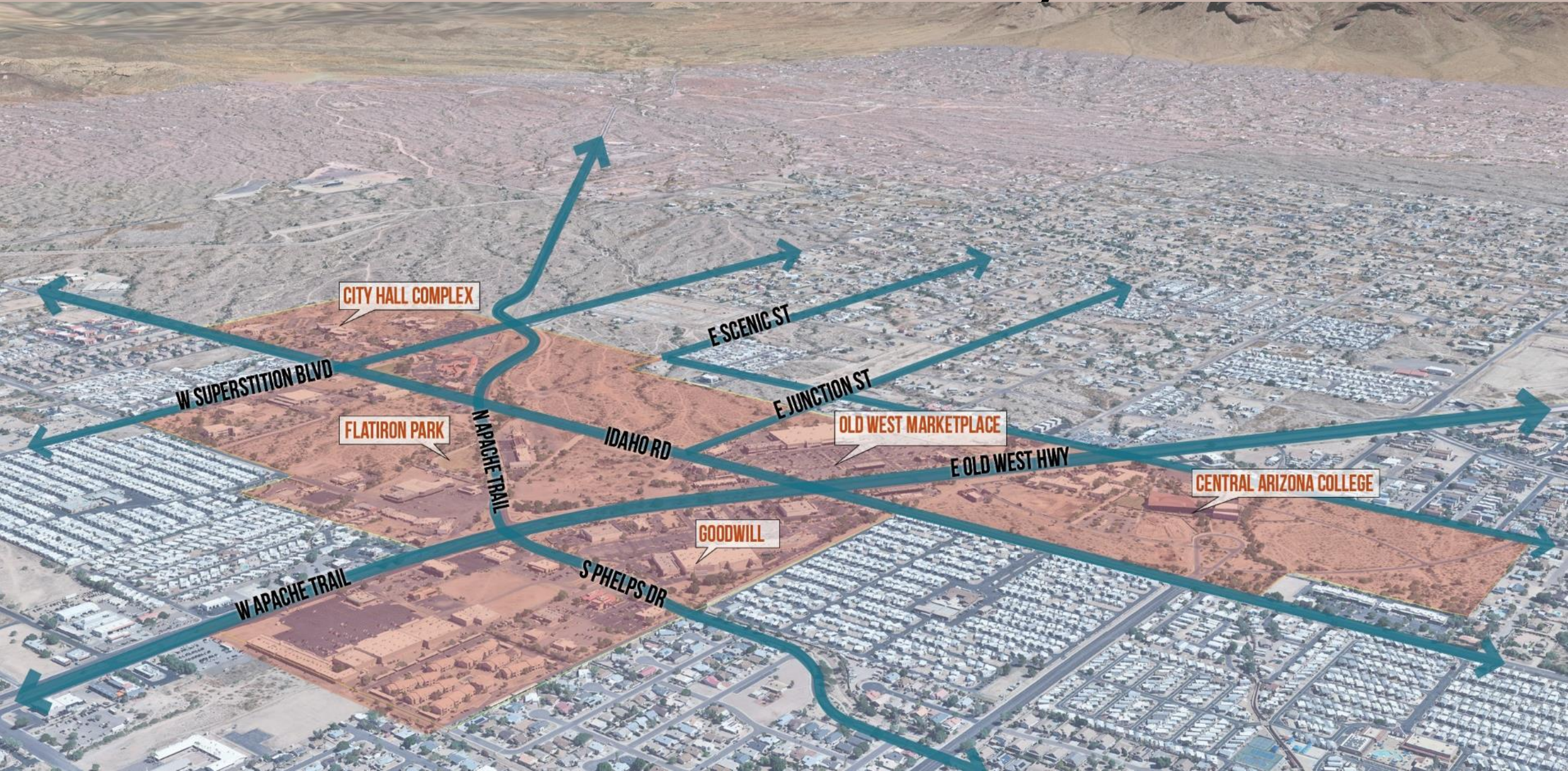
**Policy:** Create and formally adopt a downtown masterplan that addresses, land use, recreational opportunities, walkability, housing, tourism, branding and architectural themes for commercial and residential development.

#### GOAL 4.2: ESTABLISH ARCHITECTURAL BRANDING, PLACEMAKING AND TOURISM

**Policy:** Promote thematic architectural styles, textures and colors for the downtown area.

**Policy:** Encourage the addition of public art installations

# Downtown Plan Study Area



# Stakeholder and Public Input



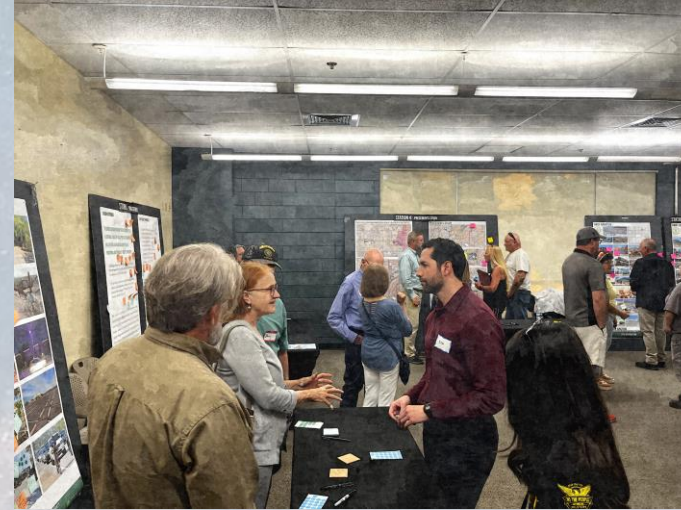
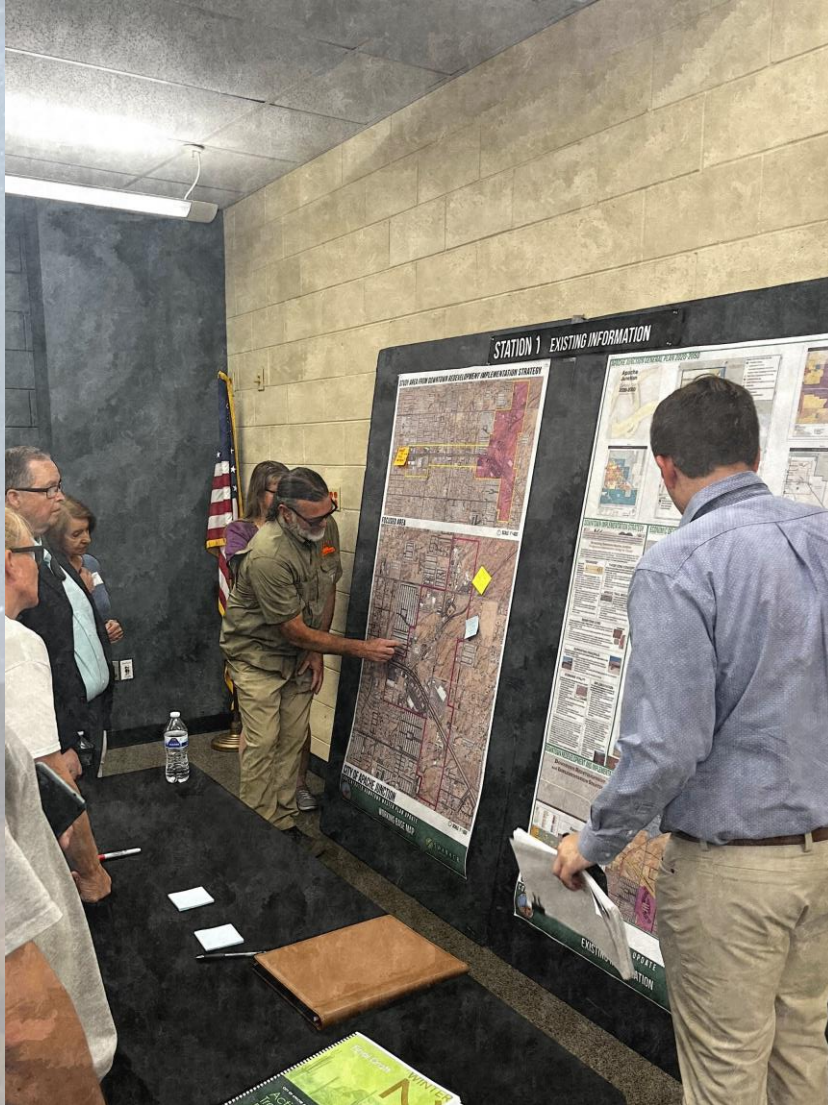
- **Over 30 Stakeholders Interviewed**
- **Approx. 200 Public Participants Provided Input at the Two Open Houses**

- city council
- planning and zoning commission
- public arts commission
- city public works
- development services
- economic development
- public safety, parks and recreation

- Salt River Project ("SRP")
- various internet providers
- Apache Junction Sewer District
- Southwest Gas
- Apache Junction Water District
- Arizona Water Company
- private study area

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# Group Discussion from Community Meeting



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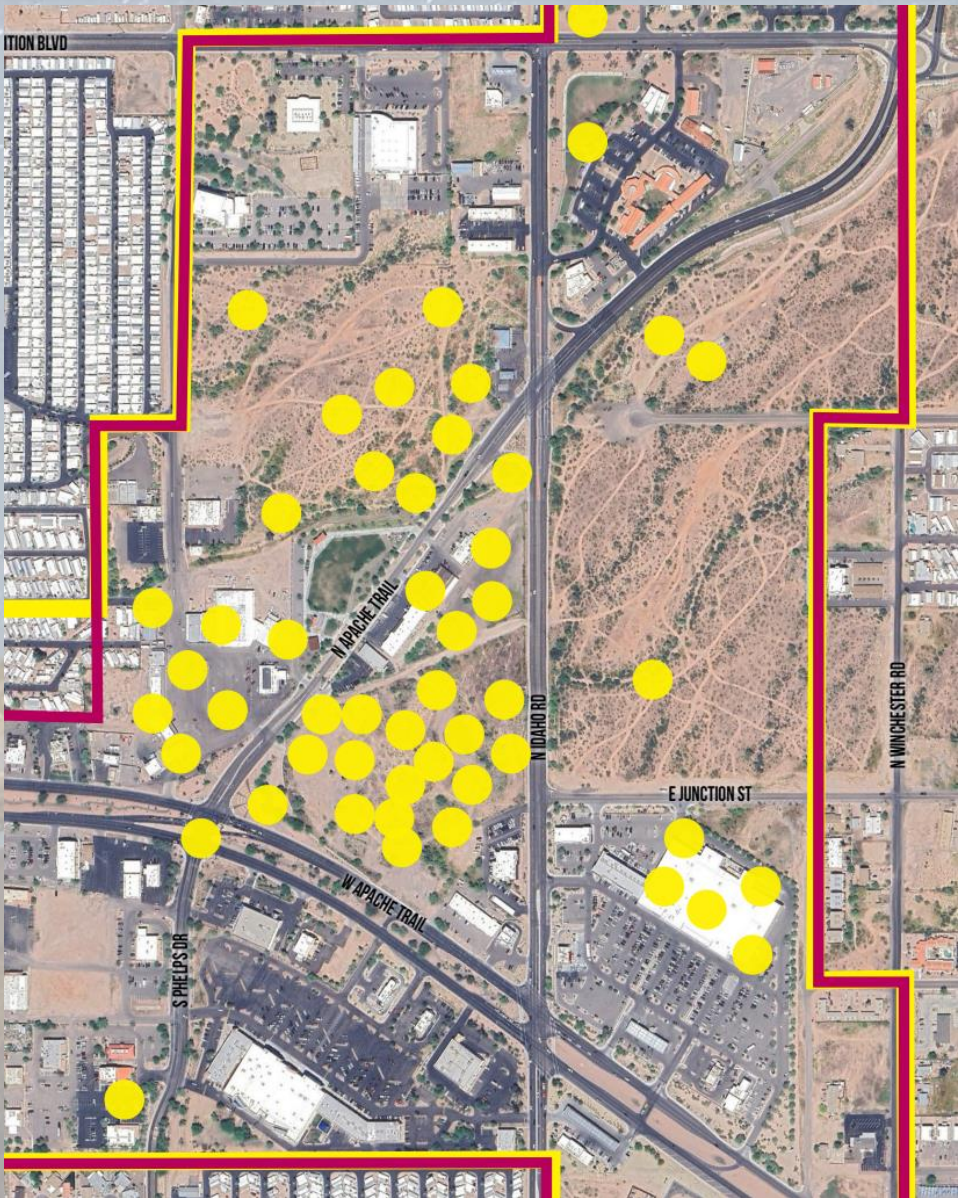
# Group Discussion from Community Meeting



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# Input Points Received and Internalized



# “What If” Inspiration Place Making



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# “What If” Inspiration Place Making



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# “What If” Inspiration Place Making



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# Inspirational Plans Backed by a Market Study



This is a concept plan and shall not be construed as approval of any entitlements

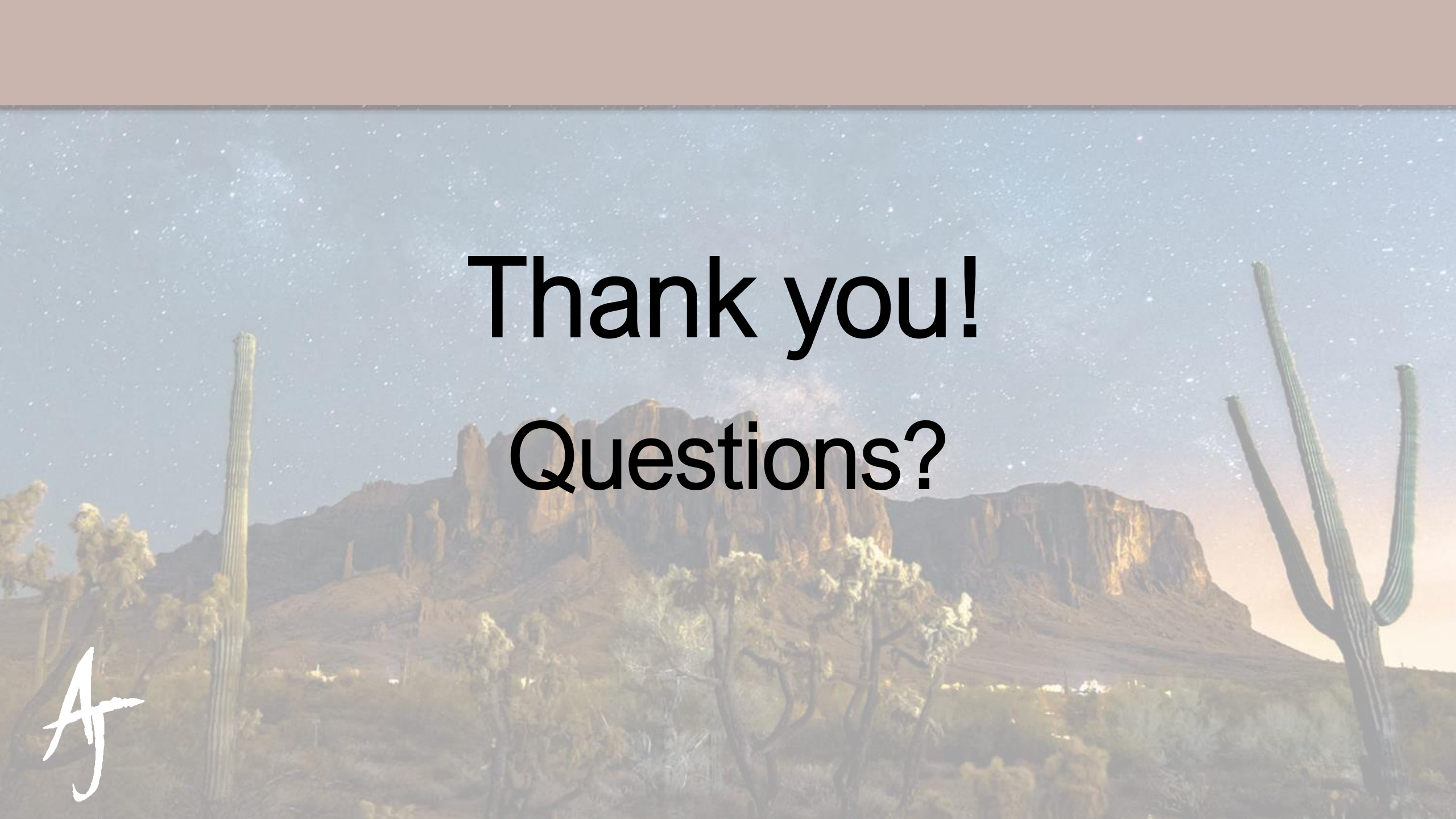


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# Next Steps / Recommendations



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A desert landscape at night. The sky is dark blue and filled with stars, with the Milky Way galaxy visible. In the foreground, there are several saguaro cacti and some desert shrubs. In the background, there are large, rugged mountains. The overall scene is a beautiful night view of a desert.

**Thank you!**  
**Questions?**

*AJ*