

COMMUNITY OUT REACH RESULTS ARE IN

Last fall the Community Development Department's Planning Services staff began an update to the commercial parts of the Community's Zoning Ordinance and Design Standard. ZODU project). The first step was gathering input from Community members, landowners, and other stakeholders at interactive workshop sessions and various meetings. People were asked to think about the different trends emerging in the commercial corridors of the Community, and what opportunities and constraints they saw. They were asked to focus on different commercial land uses, architecture and design.

Generally, workshop participants felt that:

- Areas around both Casinos could be developed with businesses that support and benefit from being close to the casinos.
- The area north of the Arizona Canal along the Loop 101 Pima Freeway could be developed with more entertainment and retail businesses, hotels and tourist destinations.
- The Pima Road area was seen as having retail stores and services that meet both surrounding and Community Member needs.
- The McDowell Road corridor is a good area for businesses that mostly serve Community Members.
- The McKellips Road corridor had 3 different areas. 1) The eastern portion would be a good location for an industrial / business park. 2) The western portion, which can be seen from the freeway and the traffic from Casino Arizona, would be a good location for retail stores, tourist attractions and entertainment. 3) The Salt River area could be restored to become an open space and natural-park for the use of Community Members after the mining is completed.
- The Southwest Area (area around the Drive-in Theatre and On-Auk-Mor) could be high quality retail, entertainment, offices and business parks.

Workshop participants liked the idea of addressing the unique differences they saw between areas by creating "Character Areas". The adjacent map shows these different Character Areas. Additionally, participants felt strongly that development should highlight the Community's culture and be uniquely SRPMIC. Visitors should know that they are shopping, dining, spending time and doing business within the Salt River Pima-Maricopa Indian Community.

The Character Area concept was presented at the February 25, 2010 Council meeting and will also be presented at the upcoming council district meetings to receive additional Community input.

For additional information on the ZODU project, workshop results, and a slide show on character areas visit the ZODU web site under Economic Development on the Community's website at WWW.SRPMIC.COM or contact Rick McAllister at 480-362-7655. **Let us know what you think about the different Character Areas.**

Proposed Character Areas:



Casino Character Area:

- Encourage uses that are compatible with and enhance the casino, retail, entertainment, hospitality, events, lively gathering places, pedestrian connections.
- Limit non-retail uses on ground floor, light industrial, warehousing and uses that don't attract visitors to the area or that detract from visitor experience.



Entertainment Area:

- Encourage hospitality, entertainment destinations, and uses that attract people to the area, activity areas and connections between uses.
- Limit industrial and warehousing



Community Mixed Use:

- Encourage uses that serve the region and the Community, retail on east west arterials, and uses that benefit from exposure to the freeway.
- Limit non-retail uses on ground floor along e-w arterials, warehousing and light industrial



Neighborhood Mixed Use:

- Encourage uses that primarily serve the Community
- Limit the size of retail, office and medical and limit warehousing and light industrial



Industrial Park:

- Encourage business park, light clean industrial uses.
- Limit waste producers, hazardous materials and sensitive land uses (e.g., schools, church, residential)



Regional Mixed Use:

- Encourage a wide range of commercial uses, high quality planned commerce and business parks and uses that can benefit from freeway exposure.
- Allow some light industrial within a mix of uses.

