



Town of Carefree Village Center Master Plan

Community Meeting #2

Project Overview | *Progress Update*

- **Held Four Steering Committee Meetings**
- **Conducted Multiple Stakeholder Interviews**
- **Hosted a Community Workshop (Over 60 participants)**
- **Completed Assessment Reports**
 - Existing Conditions - Design
 - Market Analysis
 - Promotion & Organization
- **Finalizing Strategies & Recommendations**



Project Overview | *Four Point Approach*

Successful downtown revitalization can't be achieved by one single project alone — revitalization must be multifaceted and encompass improvements to the cities' physical, economic, and social base

Four Point Approach:

- Economic Restructuring
- Design
- Organization
- Promotion





Town of Carefree
Town Center Master Plan

MASTER PLAN

STRATEGIES & RECOMMENDATIONS



CAREFREE VILLAGE MASTER PLAN

Master Plan | Strategies & Recommendations

Example Format

Enhance the Village Center's Visibility and Access

- Build-upon the Village Center's pedestrian friendly design
 - *Create additional access to the Village Center by developing an urban trail system to connect to existing resort destinations.*

Strategy

Supporting Recommendations

How we get there



Master Plan | *Strategies & Recommendations*

Foster development of a strong retail, residential, services and entertainment core in the Village Center

- People seek authenticity - Embrace Carefree's history through art, festivals, and businesses
- Identify and pursue key anchor projects in strategic locations that can be a catalyst for economic change
- Help foster the growth of existing Village Center business establishments
- Revitalize existing commercial areas/businesses through redevelopment, rehabilitation, and adaptive reuse
- Develop a recruitment campaign targeting specific restaurant and retail business establishments
- Establish the Village Center as the next great neighborhood
- Consider purchasing available properties to directly guide/seed redevelopment efforts
- Modify existing land use policies



SURVEY SAYS....

- Restaurants (Mexican, Seafood, Deli)
- Specialty food store
- Movie theater
- Bakery
- Live theater



Master Plan | *Strategies & Recommendations*

Foster development of a strong retail, residential, services and entertainment core



Master Plan | *Strategies & Recommendations*

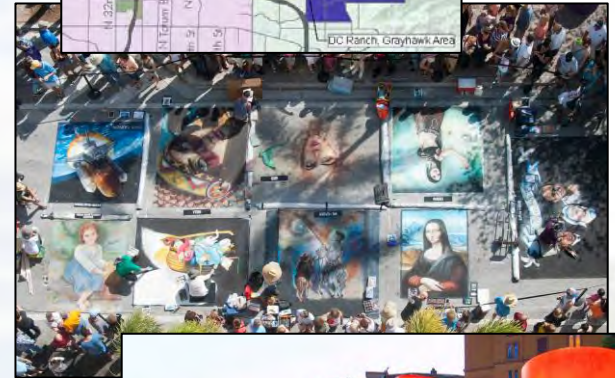
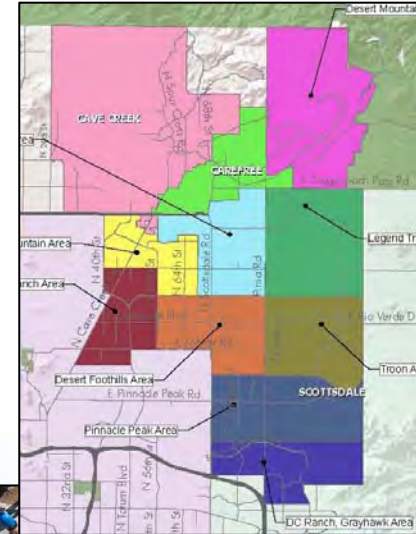
Foster development of a strong retail, residential, services and entertainment core



Master Plan | *Strategies & Recommendations*

Market and Promote the Village Center

- Develop a logo and slogan to strengthen the Village Center's brand
- Build and sustain a strong downtown network and organizational structure
- Leverage local markets to boost the Center's commerce
- Enhance web, social media and e-marketing campaigns
- Strategically expand the calendar of events
- Consider implementing an "Open All Year Round" campaign as well as encourage businesses to expand business hours
- Conduct outreach to maintain engagement of the property owners in the Village Center improvement efforts



Master Plan | *Strategies & Recommendations*

Enhance the Village Centers Visibility and Access

- Celebrate the points of arrival to counteract the inward facing Village Center design
- Decrease number of entry drives along Tom Darlington Drive and Cave Creek Road
- Establish a hierarchy of street typologies
- Build-upon the Village Center's pedestrian friendly design
- Create additional future parking opportunities



Master Plan | *Strategies & Recommendations*

Enhance the Village Centers Visibility and Access



Master Plan | *Strategies & Recommendations*

Enhance the Village Centers Visibility and Access



Master Plan | *Strategies & Recommendations*

Enhance the Village Centers Visibility and Access



Master Plan | *Strategies & Recommendations*

Enhance the Village Centers Visibility and Access



Master Plan | *Strategies & Recommendations*

Enhance the Village Centers Visibility and Access



Master Plan | *Strategies & Recommendations*

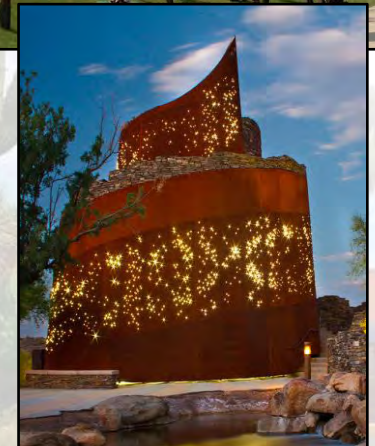
Enhance the Village Centers Visibility and Access



Master Plan | *Strategies & Recommendations*

Enhance the Village Center Experience

- Foster characteristics that set the Village Center apart from other places in the Valley
- Enhance the Village Center's iconic imagery
- Create incentives for commercial building and site improvements
- Work with businesses to improve their physical presentation as well as enhance the presentation of empty store fronts
- Capitalize on demographic and lifestyle trends of the Trade Area
- Encourage exploration by improving wayfinding and signage
- Activate the Desert Gardens during non-event periods
- Improve sightlines through the Village Center



Master Plan | *Strategies & Recommendations*

Enhance the Village Center Experience



Master Plan | *Strategies & Recommendations*

Enhance the Village Center Experience



Master Plan | Strategies & Recommendations

The Envisioned Future Village Center





Town of Carefree
Town Center Master Plan

**Now Please Join Us
Outside the Council Chambers to
Review Additional Project
Information, Ask Questions and
Provide Comments**



CAREFREE VILLAGE MASTER PLAN