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Executive Summary

The Downtown Somerton Redevelopment Project (The Project) – Main Street between Somerton Avenue & Cesar Chavez Avenue, is a downtown revitalization project that originated from the key principles of the 2010 General Plan Update’s Community Vision Statement. This Vision resulted in the Somerton Downtown Redevelopment Plan which was adopted by City Council on December 5, 2013.

The Downtown Somerton Redevelopment Project will ultimately encompass the revitalization of Main Street with improvements that will enhance economic development through reinvestment by businesses, property owners, and future private development. The overall goal is to develop a pedestrian friendly, multi-modal Downtown environment that will achieve an economically sustainable Downtown core. The primary objective for The Project is to achieve a true sense of place that will foster community pride, private investment, walkability & healthy living, and economic, environmental, and cultural sustainability.

The Project includes multi-modal transportation and streetscape recommendations based upon stakeholder, public, Council, and Staff input and an understanding of community values, history, and future development scenarios. This study also includes placemaking elements, urban design analysis, a streetscape preliminary alignment plan, opinion of probable costs, and strategies for project implementation.

Proposed Project: The Design Team has worked with City Staff to identify a first-stage design and construction project that will set the precedent for the Downtown’s long-term revitalization. Although the planning aspect of this report spans the entire 0.5 miles from Somerton to Cesar Chavez, the Design Team and City Staff realized that a cost-effective and functional first-step project needs to serve as the genesis of this revitalization. Due to budget limitations, the entire 0.5 miles could not be built at one time. See Appendix.
The **proposed first-stage Project** runs from Somerton Avenue west past State Avenue, just past Sanguinetti Park (see Rendered Plan View, page 3). The proposed Project runs approximately 0.12 miles including the intersections of State Street and Somerton Avenue.

The framework for the project improvements consists of widening the existing sidewalk zone from 8 feet to 16 feet. This not only creates a safer, more pedestrian-friendly multi-modal environment, but it provides room for the many amenities that will develop Main Street into a unique destination environment with a true sense of place. The goal in downtown redevelopment is to achieve a 15.5 to 18 foot sidewalk zone, and this project will establish this critical metric. There will now be room for on-street dining at restaurant areas, site furnishings and street trees for pedestrian comfort, planters, artwork, electrical outlets for tree lighting, and room for light poles, signage, bus stop shelters, and vending kiosks. Bicycle riders will be able to share the sidewalk zone, which eliminates the need for bike lanes in the roadway zone. This space allows for the extra room in the sidewalk zone for the many pedestrian and unique placemaking amenities. Overall, Main Street will still function as an efficient 3-lane roadway with on-street parking, however, corner bulb-outs will be utilized to shorten crosswalk lengths, which will increase pedestrian safety.

The **proposed first-stage Project** includes: wider sidewalks, new energy-efficient LED roadway & pedestrian lighting, light pole accent banners, enhanced brick sidewalk paving with corner accent paving, colored/stamped asphalt intersection and median turn lane paving (not a raised median), colored/stamped asphalt crosswalks with temperature-reducing reflective coating, bus shelters, street trees & landscaping, automated drip irrigation system, clock tower at the park, decorative planter pots, 3 business incubator vending kiosks, street furnishings (benches, tables, chairs, & litter receptacles), custom bike racks, sculpture base for future art, new asphalt paving, new curb & gutter, electrical outlets for future tree lighting, water hookups for special events, chilled drinking fountain, custom directional wayfinding signage with historic imagery, and a custom entry monument. The entry monument may be either a single column or “over-the-street” arch monument, depending on cost considerations.

The estimated construction cost for this first-stage project is **$2.6 million which includes a 20% contingency**. Engineering design for this first stage project is not included in this number and generally runs approximately 10% of construction costs.
Introduction & Project Background

The City of Somerton lies in southwest Yuma County, Arizona, approximately 10 miles southwest of the urbanized area of the City of Yuma; however, the City limits of the two communities are within 1 mile of one another. Somerton is approximately 12 miles from the U.S./Mexican border, 180 miles east of San Diego, California, and 193 miles southwest of Phoenix, Arizona. The City is located on both sides of U.S. Highway 95 (Main Street) which runs east-west. Somerton Avenue, a major arterial, runs north and south through the City. The area is bounded on the East and West by the Cocopah Indian Reservation. As of 2013 the population of the City was 14,994.

The Downtown Somerton Redevelopment Project: (The Project) Main Street between Somerton Avenue and Cesar Chavez Avenue consists of the vision for a revitalized Main Street that focuses on a multi-modal balance of transportation options. The creative balance of pedestrian, vehicular, bicycle and mass transit transportation modes is critical in the goal to achieve a pedestrian-friendly urban environment that will help Somerton develop an economically sustainable Downtown core. The vision for the revitalization of Main Street will concentrate on the streetscape area between Cesar Chavez Avenue on the west and Somerton Avenue on the east. Ultimately, the primary objective for The Project is to achieve a true sense of place that will foster community pride, private investment, walk-ability & healthy living, and economic, environmental, and cultural sustainability.
2010 General Plan Update: The Arizona Revised Statutes requires that each city adopt a comprehensive, long-range General Plan to guide the community’s physical development. The purpose of the General Plan is to: Express the community’s vision; Identify the community’s goals and development priorities; Serve as a policy guide for local decision-making; And to fulfill the legal requirements created by State law. On December 7, 2010, the Somerton City Council adopted the Somerton General Plan Update and it was ratified by the citizens of Somerton on May 17, 2011.

Community Vision Statement: Contained within the 2010 General Plan Update is the Community Vision Statement. The Community Vision was the product of considerable discussion by the residents, Planning Commission and the Citizens Advisory Panel (CAP). The Community Vision is the community’s philosophy and unique image of the future that would be better in some ways than what now exists. It is a future statement; a description of a desired future state for the community. This Vision, which is further outlined in all elements of the General Plan, as well as the Goals and Policies contained therein, is predicated on ten key principles. One of these principles is that “Somerton will focus on revitalizing its existing downtown district by filling vacant storefronts and increasing the uniqueness and economics of its business community.” The Community Vision Statement within the 2010 General Plan Update led directly to the establishment of the Somerton Downtown Redevelopment Plan (hereafter referred to as the “Redevelopment Plan”).

Somerton Downtown Redevelopment Plan: The Somerton Downtown Redevelopment Plan (hereafter referred to as the “Redevelopment Plan”) was envisioned to be an outgrowth of the General Plan and an implementation tool for the revitalization of the Downtown Redevelopment Area as envisioned in the General Plan. Therefore, it was vitally important that the Community Vision Statement as contained in the General Plan Update be the genesis of this Redevelopment Plan. The Somerton Downtown Redevelopment Plan is a comprehensive document integrating many elements into one program. Although each of these elements is distinct, their goals and objectives overlap and reinforce each other. The redevelopment of the Downtown Area, focused along the Main Street corridor, will be accomplished by a multitude of incremental steps or actions of development. Substantial and ongoing private reinvestment in the Area is necessary to create a “critical mass” of mixed-use development that will ultimately provide the goal of sustainability. Although many individual private reinvestments will be required to achieve this goal, it will be the recent and continued public investment in transportation, streetscape and other public facilities and infrastructure improvements that will link these individual private reinvestments into a cohesive, identifiable and sustainable place – in essence, the heart of the community.
Somerton Main Street Redevelopment Boundaries. The Blue dashed area from Somerton Avenue to Cesar Chavez Avenue represents the Main Street Retail Core.

The Somerton Main Street Retail Core existing zoning. The 2013 Downtown Somerton Redevelopment Plan encourages development of a more pedestrian oriented Main Street that encourages entertainment, high density residential, and commercial development within this area.
Introduction & Project Background (cont’d.)

The Redevelopment Plan identified six goals:

- **Goal 1:** Strengthen the economic vitality of the downtown area
- **Goal 2:** Enhance overall downtown appearance
- **Goal 3:** Enhance information, communication, business assistance, promotion, maintenance and public relations
- **Goal 4:** Encourage new residential uses and improve existing housing stock
- **Goal 5:** Create an efficient multi-model circulation system
- **Goal 6:** Public Development Framework

On March 16, 2010, Somerton City Council approved Resolution 2010-005, approving the redevelopment area boundaries along the Main Street corridor (see Exhibits on page 7). The Downtown Redevelopment Plan was adopted by City Council on December 5, 2013. This plan identified the Main Street Retail Core (the “Retail Core”) as the portion of the Main Street area primarily bounded by Somerton Avenue on the East, César Chavez Avenue on the West, Spring Street on the North and Cano Street on the South. This Retail Core is the area of primary focus for the current Downtown Somerton Redevelopment Project.

Somerton City Staff and Design Team touring Main Street.
Stakeholder Outreach & Public Meeting

No downtown commercial area is the same. It would be impossible to revitalize Main Street into a more comfortable, economically vibrant corridor without effective guidance from the people who live and work in Somerton. This is why the Design Team actively sought out the suggestions and recommendations of the Somerton public through a series of stakeholder outreach and public meetings.

Our team has worked closely with the City of Somerton in the planning efforts to revitalize the area of Main Street between Somerton Avenue and Cesar Chavez Avenue. The design team has conducted several meetings with City Council, City Staff, stakeholders, and adjacent residents to obtain input that would help guide the layout, functionality, and amenities along Main Street. The valuable input from these parties has guided the direction, focus, and conceptual design for the Downtown Main Street recommendations, and has truly resulted in a stronger overall plan.

These open discussions and interactive sessions with local stakeholders, City Council, and City Staff set clear objectives that mirrored the goals stated in the Somerton Downtown Redevelopment Plan. This vision actively moves Main Street towards strengthening the economic, functional, and aesthetic vitality of downtown Somerton while enhancing support for existing residents and attracting new businesses and homebuyers to the area. Familiar themes of family, community pride, history, and economic opportunity were reiterated several times by many different voices at each of the meetings. The proposals put forth in this document reflect Somerton’s goals in a realistic and cost effective way.

Milestone Meeting Dates

Somerton City Council Presentation —— October 6, 2015
Kickoff Meeting and Brainstorming Charette ——— December 16, 2015
Stakeholder Outreach / Chamber of Commerce ——— January 14, 2016
Meeting and Brainstorming Charette
Downtown Somerton Public Meeting ——— February 11, 2016
Downtown Somerton Council Study Session ——— March 15, 2016
The Design Team began the project by gathering existing data and analyzing the project area and the context of Somerton. An important measure of pedestrian activity in an area is determining what can be accessed within a short 7 minute walk or an easy 15 minute walk. With this in mind, the Team looked at existing and proposed recreation amenities, existing and proposed education facilities, bus stops and routes, and bicycle amenities within ¼ mile and a ½ mile of downtown (see Site Context Map page 14).

The Team also studied the existing Main Street profile, the location of existing historic buildings, public and health related building locations, park amenities and near-term future development within the Project area. Existing conditions street sections were also developed to evaluate the various reaches of the Main Street corridor (see Project Area Map this page).

Three new roadway section/profiles were developed for the purpose of design investigation and to facilitate public input (see Proposed Road Sections in Appendix).

**Concept A** involved narrowing the three vehicular travel lanes, adding bike lanes, maintaining the width of the parallel parking stalls, and increasing the sidewalk width to 11-feet. Although this idea provided slightly wider sidewalks and bike lanes, it still did not achieve the optimal 15-foot sidewalk dimension. Concept B involved narrowing the three vehicular travel lanes, narrowing the parallel parking stalls and increasing the sidewalk width to 16-feet.

**Concept B** also utilized a sidewalk zone that could accommodate bicycle riders. This 16-foot sidewalk width was well received because it allowed for on-street dining scenarios (and many other pedestrian amenities) as well as provided for on-street parking and 3 vehicular travel lanes.

**Concept C** involved eliminating the center turn lane but widening the vehicular travel lanes, adding bike lanes, narrowing the parallel parking stalls and increasing the sidewalk width to 16-feet. In any of these 3 concepts, at the street corners, a “Bulb-Out” area would occur where the curb would move out toward the roadway increasing the sidewalk width – and make the crosswalks shorter.

Overall, Concept B was the preferred option when presented to stakeholders and City Staff.

The Design Team also brainstormed on the streetscape elements that could create the unique sense of place that is desired in Somerton. Many of the elements were developed with an eye toward the history of Somerton, the culture of the area including the nearby Cocopah community, and ways that the Main Street theme and experience could be reflected in the corridor elements. The Design Team worked with City Staff to produce conceptual imagery, photos, and renderings that would serve as inspiration for the Main Street Improvements.
Corridor Analysis & Brainstorming (cont’d.)

- Pedestrian Paving - the primary pedestrian paving will be a custom multi-color blend of brick pavers. The accent pavement at the street corners and bulb-outs will be either an enhanced pavement such as exposed aggregate concrete, or a complimentary custom brick color blend. It is anticipated that a tile paving medallion, or a brick icon, will be incorporated at these corner areas to accentuate the enhanced pavement.

- Tree Grates - The tree planting areas will utilize tree grates due to the tight nature of the sidewalk width. The tree grates will protect the tree planting zone from soil compaction and will provide the opportunity to install vertical tree guards, which will allow the Design Team to safely mount electrical outlets for future aesthetic tree lighting.

- Benches & Seat Walls (Seatwalls are an optional item to be evaluated during final design) – These elements will be located in areas of high activity along the path to frame space and provide opportunities to sit and talk. Seat walls would have a veneer of historic photo tiles that tell the story of Somerton and the nearby Cocopah community adding to the Downtown experience so that it is unique to Somerton.

- Tables & Chairs (Social Seating) - located in areas of high commercial activity or outside restaurants. The objective is to get pedestrians to interact and allow social connectivity.

- Bike Racks - continue using uniquely-themed, custom bike racks developed by a local Somerton artist. The ability to have whimsical elements such as these bike racks helps to develop a unique theme and sense of place.

- Street Trees and Low Water Use Landscape - Street trees will be selected based on their ability to survive in the Downtown environment and provide abundant shade. The shrubs and accents will be sight visibility restriction-compatible, low maintenance, tough plants with visual interest.

- Light Poles - will continue the theme that has been set by previous recent Main Street projects. There will be roadway and pedestrian light poles with energy-efficient LED fixtures to create a safe, welcoming environment. Accent banners will be installed on the roadway poles to enhance the visual identity of Main Street.
Corridor Analysis & Brainstorming (cont’d.)

- **Vending Kiosks** – Retail vending kiosks will allow start-up businesses to operate in the Downtown core without having to build or lease “brick-and-mortar” buildings. The vending kiosks will be leased by the City to the business owner, and will provide small business owners a presence within the revitalized Main Street pedestrian realm. The kiosks will be architecturally themed with materials and colors appropriate to the Downtown Somerton architectural vocabulary.

- **Gateway Monument Option A: Single Column Entry Monument** – utilizes a vertical structure at the Somerton Avenue entry to Downtown. The Monument emphasizes Somerton’s proud agricultural history with bold color, bronze lettering, mosaic tile, abstract crop rows, and an agricultural sculpture at the top which is internally illuminated. The base of the Monument would consist of a civic pilaster with planting bed.

- **Gateway Monument Option B: Single Column Entry Monument** – utilizes a vertical structure at the Somerton Avenue entry to Downtown. The Spanish Revival column utilizes local materials and design themes such as aged brick and weathered wood beams. Tubular steel with wrought iron framework in a Spanish revival style would present an elegant entry to the Downtown core.

- **Gateway Monument Option C: Overhead Arch Entry Monument** – utilizes an entry arch over Main Street that includes familiar materials and design themes such as aged brick, weathered wood beams, and tubular steel with custom wrought iron framework in a Spanish revival architectural style. The base of the columns would contain iconic ceramic tile with historic photos of Somerton’s past.

- **Clock Tower** – located at Sanguinetti Park, the iconic clock tower would serve as the focal point of the park at the corner of State Street and Main Street. The clock tower will add a sense of place and classic elegance to the Main Street experience and would be at the center of Downtown festivals.

- **Directional Wayfinding Signage**
  Wayfinding Elements will be strategically located in downtown to direct visitors to city attractions and facilities. These directional elements will utilize similar materials, architecture, and design style as the main entry monument.

- **Historical Interpretive Kiosks**
  (These are an optional item to be evaluated during final design) – The Historical Interpretive Kiosks could be informational or historical kiosks that utilize similar materials and design style as the entry monument or bus stop shelters. Interpretive text, historical photos, and captions could tell the story of Somerton and the nearby Cocopah community to visitors and residents alike.
Corridor Analysis & Brainstorming (cont’d.)

• **Enhanced/Colored Stamped Asphalt Crosswalks**
The enhanced crosswalks will be imprinted and painted on the asphalt roadway paving to improve pedestrian safety by better defining the crosswalk. The crosswalks will be coated with a reflective coating to cool the surface by as much as 22 degrees Fahrenheit.

• **Enhanced/Colored Stamped Asphalt Intersection Paving** – The enhanced intersections will be imprinted and painted on the asphalt paving to create a unique pattern in the roadway which serves to slow drivers and help to define the downtown core. The pattern shown in the concept renderings is based on water and agriculture to pay tribute to Somerton’s rich agricultural heritage.

• **Historic Building Wraps (future element)** – Historic photo imagery on existing buildings is an exciting way to incorporate blank and un-used building facades into the streetscape with iconic images that recognize the community’s past. The building wraps may include historical photos, signage or other local themes and imagery. The elements can be a fabric wrap, painted image, or tile that is attached to the building. Note: these wraps are not priced into the estimate – they would be completed as either part of a separate City contract or as part of a community effort.

• **Art Elements (future element)** – One aspect that can be a unique unifying element is public artwork. The proposed project will include three base pedestals that will be set up to display future public art. Although the public art itself is not part of this estimate, the City will be able to procure future artwork for the 3 base pedestals. These pedestals, in the meantime, will serve as hardscape seatwall elements. Conduit will be stubbed to the base pedestals for future potential uplighting of future art.
Corridor Analysis & Brainstorming (cont’d.)

Downtown Somerton Redevelopment Project - Preliminary Alignment Plan
April 19, 2016

Site Context Map
**Overall Corridor Vision – Somerton to Cesar Chavez:** The Downtown Somerton Redevelopment Project area runs a half mile along Main Street from Somerton Avenue on the east to Cesar Chavez Avenue on the west. The analysis of the potential construction cost for this entire corridor based on the preliminary alignment plan layout includes demolition, roadway grading & paving, roadway striping, utilities, pedestrian hardscape and amenities, landscape and irrigation, roadway / pedestrian lighting, electrical improvements, and signage & monumentation.

The estimated construction cost for this overall project vision is **$7.25 million which includes a 20% contingency.** Engineering design for this first stage project is not included in this number and generally runs approximately 10% of construction costs.

**Proposed First-Stage Project – Somerton to Sanguinetti Park:** The Design Team has worked with City Staff to identify a first-stage design and construction project that will set the precedent for the Downtown’s long-term revitalization. Although the planning aspect of this report spans the entire 0.5 miles from Somerton to Cesar Chavez, the Design Team and City Staff realized that a cost-effective and functional first-step project needs to serve as the genesis of this revitalization. Due to budget limitations, the entire 0.5 miles could not be built at one time. The recommended first-stage Project runs from Somerton Avenue west past State Avenue, just past Sanguinetti Park. The proposed Project runs approximately 0.12 miles including the intersections of State Street and Somerton Avenue. Although this first phase project is not considerably long, it does possess some of the most intense development because it is in the heart of the retail core and serves as the eastern entrance into downtown. The Design Team and City Staff believe that this first stage project will give a definitive jump-start to ignite the Downtown core’s economic and destination potential.

The framework for the project improvements consists of widening the existing sidewalk zone from 8 feet to 16 feet. This not only creates a safer, more pedestrian-friendly multi-modal environment, but it provides room for the many amenities that will develop Main Street into a unique destination environment with a true sense of place. The goal in downtown redevelopment is to achieve a 15.5 to 18 foot sidewalk zone, and this project will establish this critical metric. There will now be room for on-street dining at restaurant areas, site furnishings and street trees for pedestrian comfort, planters, artwork, electrical outlets for tree lighting, and room for light poles, signage, bus stop shelters, and vending kiosks. Bicycle riders will be able to share the sidewalk zone, which eliminates the need for bike lanes in the roadway zone. This space allows for the extra room in the sidewalk zone for the many pedestrian and unique placemaking amenities. Overall, Main Street will still function as an efficient 3-lane roadway with on-street parking, however, corner bulb-outs will be utilized to shorten crosswalk lengths, which will increase pedestrian safety.

The estimated construction cost for this first-stage project is **$2.6 million which includes a 20% contingency.** Engineering design for this first stage project is not included in this number and generally runs approximately 10% of construction costs.

The proposed first-stage Project includes: wider sidewalks, new energy-efficient LED roadway & pedestrian lighting, light pole accent banners, enhanced brick sidewalk paving with corner accent paving, colored/stamped asphalt intersection and median turn lane paving (not a raised median), colored/stamped asphalt crosswalks with temperature-reducing reflective coating, bus shelters, street trees & landscaping, automated drip irrigation system, clock tower at the park, decorative planter pots, 3 business incubator vending kiosks, street furnishings (benches, tables, chairs, & litter receptacles), custom bike racks, sculpture base for future art, new asphalt paving, new curb & gutter, electrical outlets for future tree lighting, water hookups for special events, chilled drinking fountain, custom directional wayfinding signage with historic imagery, and a custom entry monument. The entry monument may be either a single column or “over-the-street” arch monument, depending on cost considerations.
Appendix
CONCEPT A

This gateway concept is centered on Somerton’s agricultural foundation. Uncomplicated forms and materials in crisp, bright colors embody the honesty and beauty in growing food.

As with Concept A, wayfinding elements would complement the gateway and provide an approachable format for incorporating historically significant elements, specific to an agricultural heritage.

Wayfinding elements would complement the gateway and provide an approachable format for incorporating historically significant elements.
(Future Element)
Proposed Historic Wall Treatment (3/3)
DOWNTOWN SOMERTON REDEVELOPMENT
Main Street - Somerton, Arizona

INTERPRETIVE KIOSKS
March 15, 2016

Proposed Historic Interpretive Kiosk
Proposed Historic Seatwall