

July 2, 2008

3 Downtown Character Areas

INTRODUCTION

From the historic neighborhoods of Roosevelt and Townsend Park to the Business Core and the Warehouse district, the new character areas, identified as part of the Downtown Urban Form Project, are a reflection of existing downtown neighborhoods. In some cases, due to distinctive features and the need for specific policies and standards, sub-areas have been identified, but remain a part of the larger character areas.

Community involvement was the critical component in identifying the unique elements, challenges, and vision for each character area. Stakeholder workshops and public meetings were held in each character area, and residents, property owners, and other stakeholders provided key input during the meetings.

Separate character area plans were developed for each area, based on a comprehensive analysis of existing land use, zoning, circulation, parcels configuration, building footprints, landscaping, site dimensions and opportunity sites. Findings were the basis for prepared in conjunction with community The Character Area Plans are part of the Downtown Plan by reference and are included in the Appendix.

Each Character Area section of this chapter, includes a discussion on the “character” of the area (Background); a vision of how each particular character area will develop (Vision); specific challenges that need to be acted on or addressed (Challenges); and policies that address specific issues or opportunities unique to the planning area and also relate to the implementation of the Plan.

While not included in this section, the policies identified in other areas of this plan, specifically Chapter 2, Connected Oasis; Chapter 4, Sustainability; Chapter 5, Streets; and Chapter 6, Urban Form, identify additional policies that will ensure that the character areas develop into a cohesive whole that realizes the vision for Downtown.

The character areas reflect a place-making exercise that highlights the character of each area. In contrast to a master planned environment, the intent is to develop areas that emphasize the distinct character of the established neighborhoods and help establish the character of emerging neighborhoods.



Rendering of the Downtown showing activated street with building overhang and shade structures.

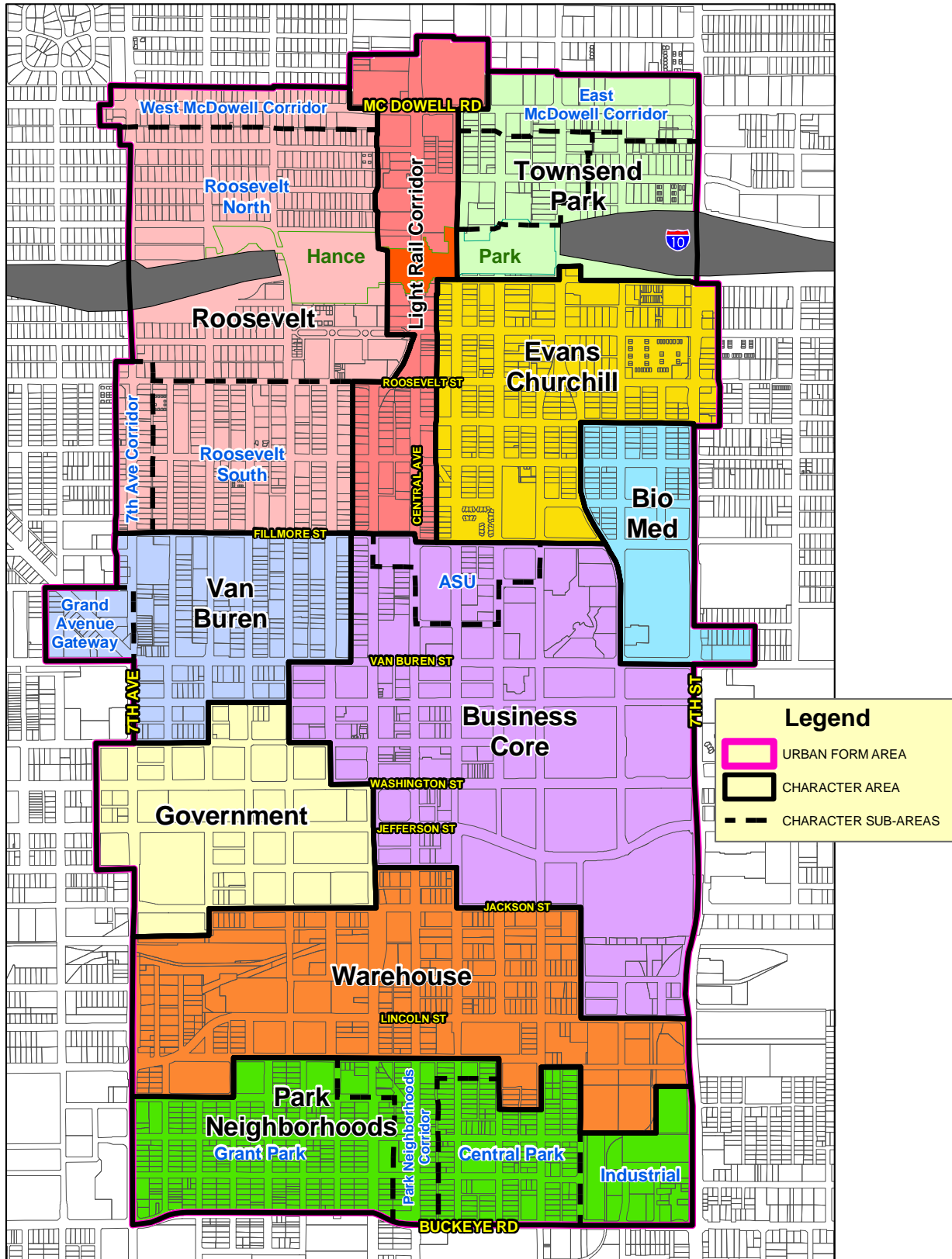


FIGURE 3-1 DOWNTOWN PHOENIX PLAN CHARACTER AREAS

COMMON THEMES

In reviewing the community input regarding character areas, common themes emerged for all areas. Addressing the themes is the key to realizing the vision of the Connected Oasis and of a vibrant Downtown

DOWNTOWN AS A PEDESTRIAN-ORIENTED DESTINATION

From the high-density Business Core to the emerging arts-oriented Evans Churchill, all character areas lack street elements that are the trademarks of pedestrian-oriented streets. Elements such as shade, great architectural features, ground-floor retail spaces and outdoor dining (instead of blank walls and garage entrances), are some of them.

Pedestrian Comfort

- Pedestrian Comfort is a key factor in activating the street. Streetscape enhancements that incorporate shade, landscaping, and public spaces are a necessity throughout Downtown. Shade and pedestrian comfort are discussed in the Connected Oasis and Sustainability chapters. Both chapters elaborate on specific measures to ensure that shade and pedestrian comfort are the unifying elements of the Downtown Plan interconnecting all character areas. Specific strategies and standards will be incorporated in the Form-Based Code.

Pedestrian-Oriented Streets

- A vibrant Downtown has visual appeal, distinctive arts, shopping, and dining, as key components. Great streets have ground-level façades that are visually interesting and varied, restaurants with outdoor dining, and commercial spaces with as much transparency as possible to encourage window shopping. Downtown streets should entice all, especially transit riders, and those drivers on-the-way-to-someplace-else to stop, get out, explore, shop and dine, and remain in Downtown as long as possible.

Downtown as a Destination

- Downtown must become the destination that is on everyone's short list, the place to be, and achieving this vision calls for the private sector and the development community to become partners with the city, to lead the way in building design, especially at the street level. Developers and architects are encouraged to be innovative, to introduce and showcase new technology, design strategies and sustainable elements in new and adaptive re-use developments.

Historic Preservation

A theme that reverberates throughout all character areas is the need to find transition strategies to integrate new high-density development with established single-family neighborhoods and historic structures.

- Historic structures, while concentrated in historic districts, are found throughout the Downtown area. As Downtown redevelops, vacant and underutilized historic buildings are being converted into distinctive mixed uses, such as garden restaurants, art galleries and professional offices, providing tangible benefits to existing neighborhoods. Efforts need to be made to ensure these structures and the eclectic mix of uses they have fostered are preserved.



The UofA School of Medicine - Phoenix, housed in the historical Phoenix Union High School buildings, demonstrates the adaptive reuse of historic

Transition and Integration

- A successful downtown incorporates new development within established neighborhoods without compromising the character of either. Historic properties and established residential neighborhoods provide authenticity and credibility to downtown. Transitioning from low-density to high-density development, and from one character area to another is an important theme for many stakeholders. Creating strategies that will enhance the character of existing neighborhoods is one of the goals of this Plan.

Vacant and Underutilized Land and Buildings

- Over the next 20-30 years, Downtown should see an increase of approximately 20,000 housing units and 32,000 new jobs, in addition to an increase in hotel rooms to support the new convention center. There are a large number of vacant and underutilized parcels and buildings in Downtown that could be transformed to accommodate thousands of new workers and residents. Developing standards that will promote the appropriate type of development in each of the Character areas is one of the goals of Form-Based Code.

Infrastructure Needs

- The need for pedestrian connections between character areas, improved sidewalks, street trees and increased lighting are some of the needs identified by stakeholders in all character areas. Pedestrian routes serving as connections between the Park Neighborhoods and the Warehouse and Business Core and street improvements in the Evans Churchill Character Areas were identified as of primary importance to the future success of their neighborhoods.

BUSINESS CORE

VISION

The Business Core will continue to be a strong regional center for employment, entertainment, convention, tourism, cultural institutions, and entertainment venues, drawing visitors from around the country and attracting residents from throughout the region.

Shaded sidewalks, including arcades and tree-lined streets will be the standard, connecting downtown streets to the Light Rail and to all other character areas.

New hotels, office and residential building designs will be innovative and developments will incorporate public spaces, ground-floor retail, restaurants, and services that create a vibrant downtown. New parking structures will be integrated within developments without impacting the pedestrian-oriented streetscape.

BACKGROUND

This Character Area is the symbol of Downtown. Its 90 square blocks represent the core of Downtown and incorporates the city's original town site. It contains the largest regional attractions, the most office towers, the highest residential densities, the highest concentration of entertainment venues, and the liveliest street life in Downtown.

The Business Core is currently zoned as the "Downtown Core" (DC) District. The DC district was created to address the needs of the urban environment, it allows mixed-uses, buildings to be built at the sidewalk edge, and relies on parking structures rather than requiring individual properties to provide on-site parking.

The streetscape of the Business Core is partly defined by building facades placed up to wide sidewalks. There is not a predominant architectural style in the Business Core, although the palette of street trees, lighting, and street furniture for Copper Square has helped establish a style for the area. The Downtown Phoenix Partnership is a steward of the Business Core, ensuring quality maintenance, coordination of economic development efforts, and events programming.



The Business Core from Washington and 5th Street looking northwest



Streetscape improvements on Monroe Street



Decorative light fixtures on 2nd Street.



Outdoor dining patio on the ground floor of the Hotel San Carlos on Central Avenue and Monroe Street.

CHALLENGES

- Currently, the area has many under-utilized and underdeveloped parcels. High density development should be concentrated in the Business Core in order to expand its position as a regional employment center and convention hub.
- The Business Core lacks services and active uses on the ground floor that can support the needs of workers, conventioners, and residents. Parking structures and blank walls are common features in many existing buildings. New development needs to include as many active uses on the ground floor as possible. Uses such as retail, services and restaurants are key in activating the streetscape.
- Lack of shade and other pedestrian amenities result in an uncomfortable pedestrian environment, especially during the warmer months of the year. Shade, either as street trees or man-made structures, should be required when existing buildings are being renovated.



Implement the PhxSCAPE Project to add shade over existing sidewalks and public spaces. (Adams Street)

POLICIES

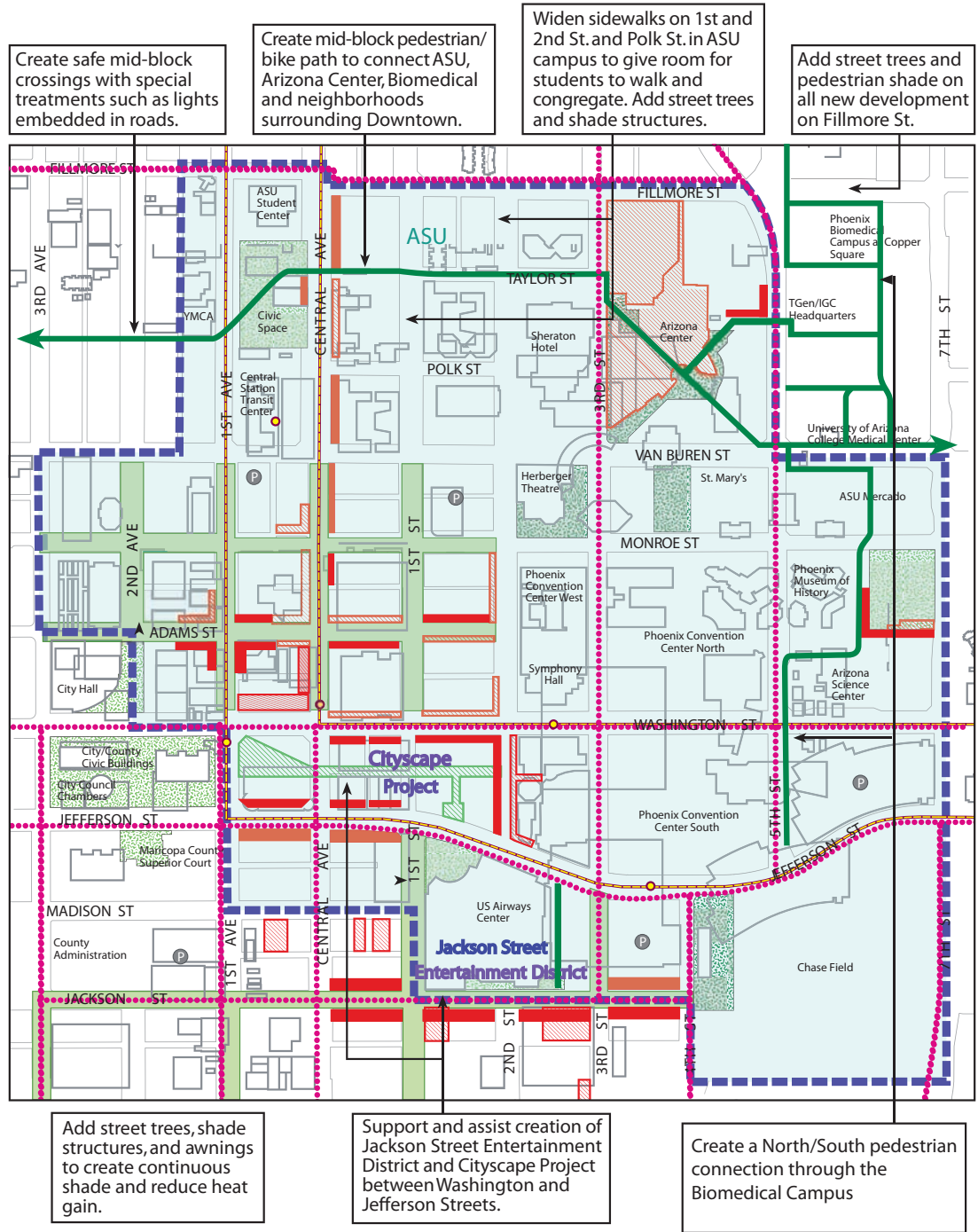
Policy 3-1 Identify strategies to promote high-density development of vacant and underutilized parcels and buildings in the Business Core.

Policy 3-2 Identify strategies to promote active uses at street level, such as retail and restaurants on all new development

Policy 3-3 Implement the PhxSCAPE Project to assist with the retrofit of existing development where shade is lacking or insufficient throughout Downtown



305 Building at Washington Street and 3rd Avenue. Ground floor uses include a restaurant, financial institution and city offices.



- ▬▬▬ Business Core Character Area
- ▬▬▬ Pedestrian Active Streets
Ground Floor Retail Encouraged
- ▬▬▬ Existing Pedestrian Active Uses
- ▬▬▬ Pedestrian Connection -
Create Linear Pathway
- ▬▬▬ Pedestrian Shade
- ⋯⋯⋯ Bike Route Extensions
- ▬▬▬ Parks and Plazas
- ▬▬▬ Private Parks and Plazas
- ▬▬▬ Linear Parks

**BUSINESS CORE
Character Area**

FIGURE 3-2 BUSINESS CORE 3-9



ASU Walter Cronkite School of Journalism, located at Central Avenue and the Taylor Pedestrian Mall

ARIZONA STATE UNIVERSITY SUB-AREA

VISION

The Downtown ASU campus will be an urban campus of high-density mixed-use buildings integrated with the Downtown. The campus streetscape will have a distinctive character defined by unique street lights, extensive street furniture, and public art.

BACKGROUND

The Arizona State University (ASU) Downtown Campus is located between Fillmore Street and Van Buren Street, 1st Avenue and 3rd Street (see Figure 3-?). The University Center, College of Nursing and Healthcare Innovation, the Phoenix Urban Research Lab, and Interim Student Housing are already in use. By Fall 2008, the Walter Cronkite School of Journalism and the first phase of Taylor Place student housing will be open. By the end of 2009 the Taylor Place and the College of Nursing will be completed. The new construction includes street and public space improvements to help identify the area as a campus environment; including the Civic Space and the Taylor Street Mall streetscape improvements.

Perhaps the most defining elements are the streets that pass through the campus area. First and Central avenues along with 1st, 2nd and Third Streets all run north-south, while Fillmore, Taylor and Polk Streets run east- west through the campus. The streets break the campus up into several blocks which help maintain continuity with the rest of Downtown. This characteristic sets ASU Downtown apart from other university campus models in Arizona, creating a truly urban campus.



Public art in front of the Herberger Theater

CHALLENGES

- Integration of ASU with the surrounding community
- Providing active uses at street level

POLICIES

Policy 3-4 Encourage ASU to incorporate active uses at street level for campus buildings

MAP TO BE COMPLETED



Existing pedestrian oriented development at Central Avenue & McKinley Street.

LIGHT RAIL CORRIDOR

VISION

The Light Rail Corridor will be a high-density corridor that is a vibrant mix of residential and commercial development catering to a pedestrian and transit-oriented population. New development will be innovative, and will incorporate shade structures and landscaping that will enhance the streetscape and increase pedestrian comfort.

Restaurants with outdoor dining, and commercial and retail uses will invite pedestrian exploration, while vibrant window displays and architecturally enhanced building facades will offer transit riders a preview of Downtown’s many attractions.

Pedestrian improvements throughout the Light Rail Corridor will provide comfortable and easily accessible connections to light rail stations and civic attractions within the corridor and to adjacent character areas.

BACKGROUND

The Light Rail Corridor Character Area is located along Central and 1st Avenues, and extends from Fillmore Street to McDowell Road, encompassing the Phoenix Art Museum and “One Phoenix”, a planned mixed-use project. It is also the light rail gateway to the Roosevelt, Townsend Park and Evans Churchill Character Areas.

The corridor is a mix of commercial and residential uses with varying building heights and styles. There are several vacant parcels and parking lots within the corridor that detract from the corridor developing a sense of vibrancy. Most buildings are oriented to the street and many provide shade structures along their facades. Margaret T. Hance Park and the Burton Barr Central Library are located in the center of the corridor and serve as amenities for all of Downtown.

CHALLENGES

- This high-density corridor is adjacent to historic and established neighborhoods that are characterized by low-density development and single-family homes. Appropriate transitions are needed to allow for greater intensity and density of development in the corridor without creating a barrier to adjacent neighborhoods.

- Lack of shade is a common feature in existing developments fronting the Light Rail, and it is an issue that needs to be addressed if the vision of a pedestrian-oriented Downtown is to become a reality.
- As development occurs, ground level active uses should be required in order to create a vibrant, urban corridor.

POLICIES

Policy 3-5 Develop urban design standards that will encourage high density development that maximizes commercial and residential activity around transit stations.

Policy 3-6 Emphasis should be on ground-floor active uses such as retail and restaurants, and in minimizing the use of blank walls to increase visual connectivity between businesses, pedestrians and transit riders.

Policy 3-7 Develop height transition and design standards that encourage new development while enhancing the livability of established neighborhoods.

Policy 3-8 Develop a streetscape design that incorporates existing light rail themes and encourages the installation of pedestrian amenities, including public spaces.

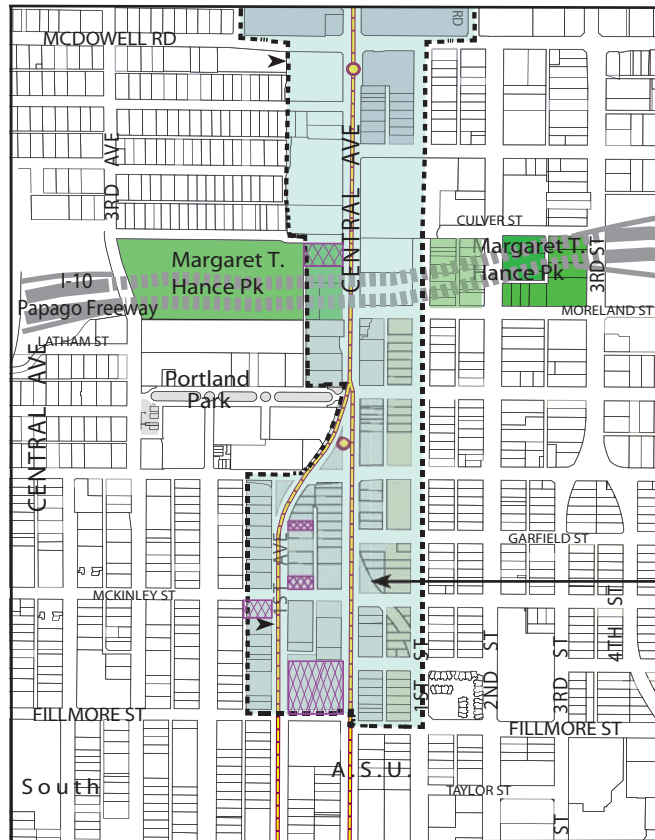


Central Avenue bridge over Margaret T. Hance Park

Height transitions between new development and historic properties and established neighborhoods

Ground level retail & restaurants restaurants with outdoor dining are highly recommended on Light Rail streets.

High density development on Light Rail streets.



Light Rail Corridor Character Area

- Light Rail Corridor Character Area
- Light Rail Line
- Light Rail Station
- ▨ Historic Property

ROOSEVELT CHARACTER AREA

INTRODUCTION

The Roosevelt Character Area is one of the original Downtown neighborhoods. A large section of the area has become a historic district, and has received historic designation on local and National Register for preservation of development built between 1897 and 1937. Roosevelt is unique - the variety of housing styles in this neighborhood shows the progression of local architectural styles that existed in Downtown. Queen Anne, vernacular Neoclassical Revival, Bungalow, Period Revival, Prairie School and Modern architecture coexist in the area. In previous decades many of the homes had fallen into disrepair; however, over the past 10 to 20 years, extensive renovation and redevelopment has occurred, and today this area is a very desirable neighborhood.

Four subareas have been identified within the Roosevelt Character Area: Roosevelt South, 7th Avenue Corridor, Roosevelt North, and West McDowell. The sub-areas are significantly different in needs and requirements to require specific visions and standards.

ROOSEVELT SOUTH SUB-AREA

VISION

Roosevelt South will be the gateway to historic Roosevelt North, and an oasis for the pedestrian transitioning from adjacent high-rise and high-density areas. While the neighborhood retains its residential character, it will become a mixed-use neighborhood. Adaptive re-use of older and historic homes will provide distinctive shopping and dining, set along tree-lined streets.

New multi-family housing will increase home ownership in the neighborhood, a vital component in the stability and character of this area. Mixed-use developments will help incorporate professional offices and will increase the availability of commercial spaces on the ground floor.

BACKGROUND

Roosevelt South is largely defined by a variety of uses and architectural styles. There are numerous historic structures scattered throughout the neighborhood, and while geographically small, the historic district and historic buildings account for approximately 65 percent of the single-family homes, and are the foundation for the character of the area.

Development in the historical district has seen significant reinvestment in the rehabilitation of single and multi-family properties. The area is defined by deep front yard setbacks and landscaped right-of-way with palm and shade trees. The use of turf on the right-of-way and on front setbacks are a historical feature of the area. Palm trees are present on most streets, although not consistently found on both sides, with the exception of McKinley and Fillmore streets.

The area surrounding the historic portion of Roosevelt South is a mixture of single-family and multi-family housing, and streets and setbacks follow the same pattern as in the historic streets. Many single-family homes have been converted to professional offices, and restaurants.

The eastern portion of Roosevelt South (2nd and 3rd Avenues) is under transition. The area is defined by a mixture of professional offices in single-family homes and multi-family rental properties (north of McKinley), and many vacant parcels (south of McKinley).

CHALLENGES

- Increase the number of homeowners in the area. Roosevelt South includes a large number of affordable rental units and there is a need to increase the number of home ownership units as a investment in the stability and future growth of the neighborhood, and to support to the new distinctive restaurants and retail opening in the area.
- Facilitate the adaptive reuse of single-family structures for restaurants and professional offices. Adaptive uses strengthen Roosevelt's character and integrity.
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- Public parking is needed to serve businesses that cannot provide on-site parking, and to serve future commercial uses. Public parking needs to be included in new development to address the growing demand and help enhance the economic vitality of the area.
- Minimize curb cuts by encouraging the use of alleys for parking ingress and egress. This maintains the integrity of the landscaped front yard setbacks and allows for improved access to commercial and residential properties.
- Fillmore Street has the potential to become a an active use street, and Roosevelt's restaurant row. For all new development, ground level active uses should be required on Fillmore Street.

POLICIES

- Policy 3-9** Promote home ownership, either as market rate or workforce housing and work with city staff to promote home ownership developments when multi-family projects are planned for city-owned properties
- Policy 3-10** New high-rise development, where permitted, should be sensitive and compatible to the scale and character of adjacent historic and single-family neighborhoods.
- Policy 3-11** Maintain the existing character of the neighborhood by respecting the established front yard setback as desired by the community
- Policy 3-12** Develop height transition and design standards to support new development while enhancing the integrity and livability of established neighborhoods.
- Policy 3-13** Develop streetscape designs, in collaboration with the neighborhood, that preserve the existing landscape planting strips as per the historic precedent, including the preservation of turf in the right-of-way.
- Policy 3-14** Work with the Roosevelt neighborhood to identify and install traffic calming devices on 3rd and 5th avenues between McDowell Road and Van Buren Street.
- Policy 3-15** Consider increasing lot coverage when development includes multiple parcels. Work with the community to review lot coverage options, including transition strategies.



The 7th Avenue corridor.

SEVENTH AVENUE CORRIDOR SUB-AREA

VISION

The 7th Avenue Corridor will be transformed into an attractive gateway into Downtown. New wider and shaded sidewalks will provide safety and comfort, making it easier for pedestrians and transit riders to access all services in the corridor.

New low-rise, mixed-use developments will line 7th Avenue, with restaurants, retail and commercial businesses serving the daily needs of the Roosevelt and Oakland University neighborhoods.

BACKGROUND

The 7th Avenue sub-area serves as an entryway to Downtown. The area is zoned C-2, Intermediate Commercial, north of McKinley Street and C-3, General Commercial to the south. A variety of one-to two-story commercial and institutional uses exists along both sides of the street. Mature trees are found along both sides of the corridor. The streetscape is defined by several vacant parcels, parking lots and other commercial uses with six-foot high fencing around the property perimeters. These characteristics, along with several blank walls adjacent to the attached five-foot sidewalk create an industrial-like feel to the corridor, and make it an especially uninviting environment for the pedestrian.

CHALLENGES

There are several vacant parcels on 7th Avenue, providing opportunities for redevelopment. Lots on both sides of 7th Avenue abut existing single-family homes. Maintaining a transition in building height and bulk will be an important element in ensuring that future projects are compatible with their adjacent uses. Parcels on the west side of 7th Avenue are approximately 100 feet in depth from the curb to the west property line. The parcel size can make developing the site and maintaining appropriate setbacks from adjacent single-family homes, difficult. Parcels on the east side of 7th Avenue face the same challenge, but on average measure 130 feet in depth.



Uncomfortable pedestrian environment along 7th Avenue at Fillmore Street.

New development will be expected to add landscaping, provide an expanded detached sidewalk, and provide adequate parking. Parcels along 7th Avenue are not very deep compared to other commercially zoned property on arterial streets. Eliminating lot coverage requirements will provide the needed flexibility for redevelopment to occur.

Parking for new uses should be provided in the rear of the property or wrapped with other uses to avoid creating a streetscape dominated by vehicular parking lots.

The streetscape for 7th Avenue should be defined by buildings and landscaping. Preventing parking in the front yards of properties will help to create a more inviting streetscape.

- Policy 3-16** Work with the community to establish new height and density limits, and build-to lines that are urban in nature and consistent and compatible with adjacent neighborhoods
- Policy 3-17** Encourage ground-level uses to be reserved for restaurants, retail and commercial uses only
- Policy 3-18** Work with the community to review lot coverage options

MAP TO BE COMPLETED

FIGURE 3-5 ROOSEVELT SOUTH CHARACTER AREA

ROOSEVELT NORTH SUB-AREA

Vision - Roosevelt North

The Roosevelt North Neighborhood will continue to preserve and enhance the existing character that has been delineated by the historic district designation, recent rezoning, and the projects at Roosevelt Square and Portland Place. New development will be compatible in scale and respect the area’s historic residential development pattern.



Roosevelt North (Lynwood Street)

BACKGROUND

The Roosevelt North sub-area is charming with a well-established development pattern. The city of Phoenix and area residents have taken several measures over the years to protect and enhance the neighborhood character through the development of the Roosevelt Neighborhood Special District Plan, historic designation of properties, and down-zoning of properties.

The Roosevelt North sub-area is bisected by the depressed Papago Freeway and Margaret T. Hance Park. Hance Park, along with the Japanese Friendship Garden, serves as one of the largest expanses of dedicated open space in Downtown. The park functions as a site for community and city-wide events throughout the year. Hance Park helps mitigate the impact of the Papago Freeway on the neighborhood.

Vehicular access to the Papago Freeway is available via 3rd and 5th avenues, which operate as one way streets within the neighborhood. Bicycle paths are located on both streets. Roosevelt Neighborhood residents have expressed strong concern about traffic speeding and traffic accidents on 3rd and 5th Avenues. These streets are very important to the overall circulation system for Downtown, especially as more growth occurs. To protect the residential character of the neighborhood, traffic calming measures that reduce traffic speed, but not traffic capacity, are recommended.

On-street parking is prevalent throughout the neighborhood, and helps to narrow the streets. Sidewalks line both sides of the streets, with some better maintained and shaded than others.

Just south of Hance Park between 1st and 3rd avenues are the Roosevelt Square and Portland Place developments. Roosevelt Square developed in the late 1990s and includes the entire block between Portland and Roosevelt streets from 1st to 3rd avenues.



Law of ce near 3rd Avenue and Roosevelt Street



Roosevelt & 2nd Avenue

The buildings are four stories high and have several neighborhood retail/restaurant uses located on the ground level. The project was built around several historically designated properties including the Gold Spot Market and the Bishop's House and Deanery adjacent to Trinity Cathedral. One of the key elements of the project was improvement of alleyways in order to provide pedestrian connectivity and access. The buildings complement the existing historic structures well, a model of how to integrate new intense urban development with existing historic properties as well as provide an example of how to wrap a parking structure with residential and non-residential uses.

Portland Place Condominiums is a contemporary condominium tower that overlooks the Japanese Friendship Garden and Margaret T. Hance Park to the north. Phase I is six stories high. The master plan for Portland Place calls for two additional condominium towers up to 110 feet in height.

Portland Park is situated between Roosevelt Square and Portland Place. It is a 56 foot wide landscaped area with trees called Portland Park. The park is one of the last remnants of the City Beautiful aesthetic employed when the area first developed in 1893, and has received historic designation from the City of Phoenix. The park serves as an amenity for Roosevelt Square and Portland Place residents. The park also adds to the pedestrian oriented environment created by the area's abundant street trees, wide sidewalks, and buildings oriented to the sidewalks and streets.

With the exception of McDowell Road and Central Avenue corridors and the historic Kenilworth School, the area west of Central Ave between Roosevelt and Lynwood Streets is primarily single-family residential. This section is completely within the Roosevelt Historic District. Streets are lined with California fan palm trees and rows of handsome one and two-story residences. The historic neighborhood character of this area is established through architectural design, site planning, and landscaping. Large gabled bungalows and prairie style apartments feature prominent front porches. Residences are typically sited twenty feet from the front property line, with landscaped rights-of-way between the street and sidewalk. The rows of palm trees lining the streets create visual continuity.

The historic area of Roosevelt North is one of the areas that will not be rezoned.

WEST MCDOWELL CORRIDOR

VISION

The West McDowell Corridor will become an attractive and pedestrian oriented mixed-use street, defined by a mixture of professional offices and retail establishments. As new development occurs, the streetscape will be enhanced by its buildings, as surface parking relocates behind buildings.

BACKGROUND

The West McDowell Corridor sub-area extends from 7th Avenue to 1st Avenue, and it is separated from Downtown Phoenix by the Papago Freeway. McDowell Road, a major arterial, hosts a variety of single-story commercial uses on both sides of the street. The corridor has seen a recent influx of commercial uses, from adaptive reuse to new development. The Roosevelt Historic District is located immediately to the south of the corridor and the Willo Historic District is located immediately to the north. Portions of the corridor have also been designated historic.

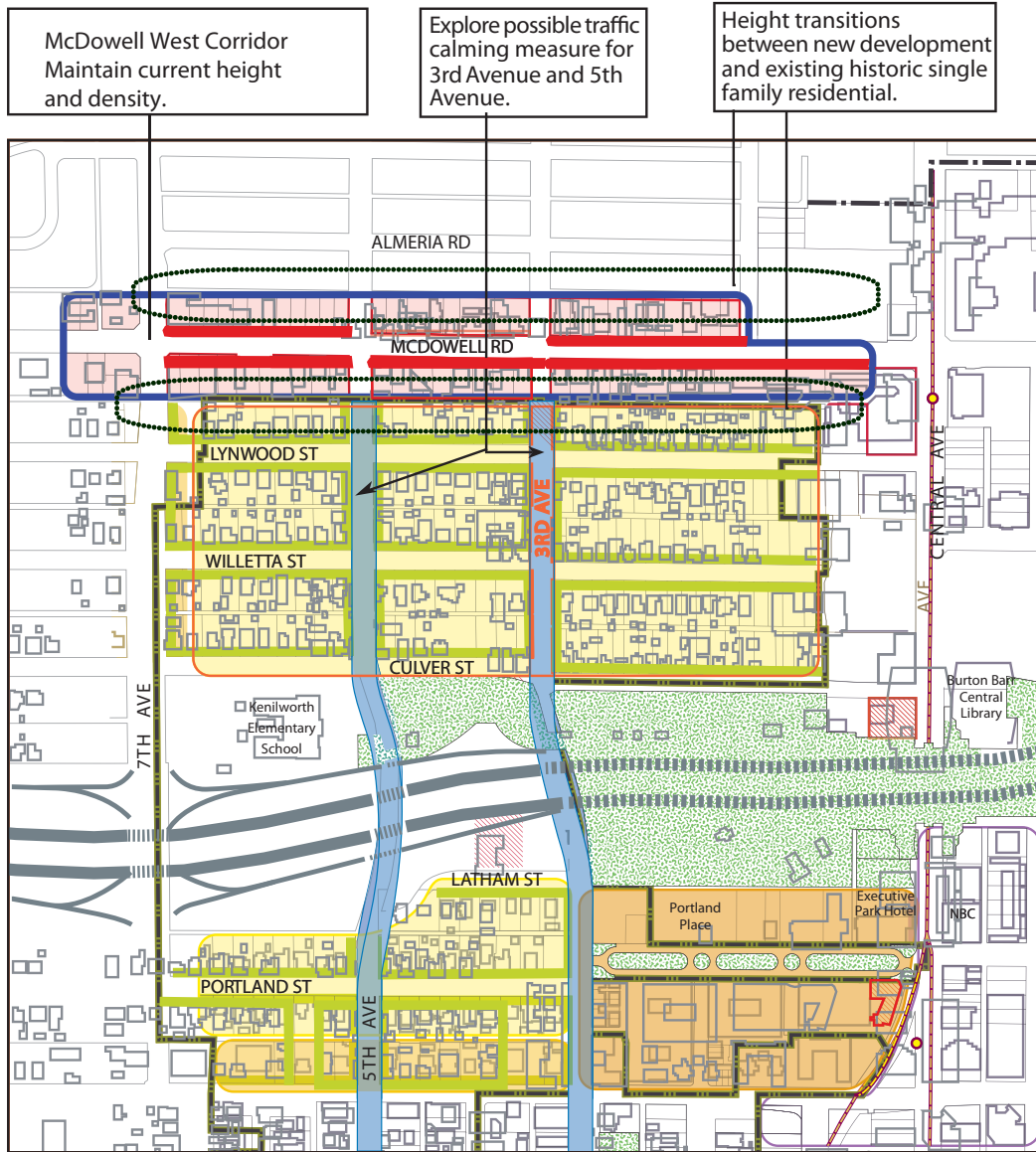
CHALLENGES

- McDowell is one of the gateways for Downtown, but the streetscape lacks any definition. An attached five-foot sidewalk is located on both sides of the street and building setbacks vary throughout the corridor. In some cases buildings abut the sidewalk and in others, the building is set back to allow for parking. There is a need to provide parking, but parking lots should not be the focal point in this gateway.
- Mitigate any potential impacts regarding privacy, increased traffic or noise on surrounding residential neighborhoods.

POLICIES

Policy 3-19 Work with the community to review and revise front yard setbacks, lot coverage and to develop transitions from adjacent residential neighborhoods

Policy 3-20 Consider studying the feasibility of allowing weekend on-street parking on McDowell Road during off-peak periods



McDowell West Corridor
Maintain current height
and density.

Explore possible traffic
calming measure for
3rd Avenue and 5th
Avenue.

Height transitions
between new development
and existing historic
single family residential.

Roosevelt North and McDowell West Corridor

- Urban Residential
- Medium Density Residential (R-5/RI)
- Low Density Residential (R-2 & R-4)
- Existing Parks
- Retail & Restaurant Uses Encouraged on the Ground Floor
- Roosevelt Historic Streets (Maintain existing sidewalks and planter strips)
- Traffic Calming (3rd Ave & 5th Ave)
- Height Transition Area
- Historic District
- Light Rail Line
- Light Rail Station

TOWNSEND PARK CHARACTER AREA

VISION

The Townsend Park Character Area will be predominantly a residential neighborhood incorporating a historic district and a new mixed-use/mid-rise area.

Townsend will be less intensely developed, providing an alternative to high-rise living. New mixed-use developments will be integrated with the historic character of the area by preserving existing planting strips and palm trees, and providing landscaped front yards on sites within or adjacent to the historic district. Streets and pedestrian corridors are inviting, linking the neighborhood to services, parks, cultural facilities, and the Light Rail.

BACKGROUND

In the northeast corner of Downtown, the Townsend Park Character Area contains a mix of single-family residential uses with higher density housing and institutional uses. The area contains civic, cultural, and educational institutions. Existing development is low in height and density, and there are a large number of vacant and under utilized sites. Third Street which runs north-south and Willetta Street which runs east-west, split the area into four quadrants. An historic district of single-family homes is located in the northeast quadrant along Lynwood Street and Willetta Street, called the East Evergreen Historic District.

The East Evergreen Historic District, located east of 3rd Street, is one of the smallest historic districts in both size and number of homes in the city. With numerous parks and very little through traffic, residents enjoy a quiet neighborhood within walking distance of a grocery store, light rail line and the Business Core.

The area is adjacent to three parks. Townsend Park is a 1-1/2 acre neighborhood park in the East McDowell Corridor sub-area adjacent to the East Evergreen Historic District. Cancers Survivors Park is a linear park along 1st Street that begins at McDowell Road and leads into Burton Barr Central Library and Margaret T. Hance Park.

The streetscapes are defined by large front yard setbacks, detached sidewalks and wide planting strips next to the curb. Rows of palm trees line many of streets. The large setbacks are maintained for both single-family and multi-family properties.



Historic home near 5th Street and Willetta Street



Church near 2nd Street and Willetta Street



Multi-family development near Willetta Street and 5th Street

The Townsend Park Character Area is physically separated from the rest of Downtown by Hance Park and the I-10 freeway, and enjoys a quiet calm character due to the lack of through traffic. There is no established block pattern, but the detached sidewalks and planting strips help to foster pedestrian comfort.

CHALLENGES

- Because of its small size, new development could impact the historic district and the character of this neighborhood. Ensuring that new development is sensitive to the scale, and compatible with existing development will be essential for Townsend’s continued livability.
- The area west of 3rd Street is more appropriate for mid-rise development, and could become a transition zone between the high-rise development along the Light Rail Corridor and the historic neighborhood of East Evergreen. East of 3rd Street, the maximum height should be compatible to permitted heights in the historic district.
- Street design is particularly important in this area to integrate new development with the historic district and create a landscaped street character for higher density residential development. The street sections for the Townsend Character Area contained in the Connected Oasis Plan are designed to create sidewalks shaded by a double row of trees, and preserve existing palms where a continuous row exists.

POLICIES

- Policy 3-21** Develop height transition strategies to protect and enhance the quality of East Evergreen Historic District
- Policy 3-22** Increase building height west of 3rd Street to provide a transition between the Light Rail Corridor and the historic district of East Evergreen
- Policy 3-23** New development should maintain the existing streetscape patterns to preserve the character of the area.

EAST MCDOWELL CORRIDOR

VISION

The East McDowell Corridor will become the commercial gateway into Downtown Phoenix. As redevelopment occurs, the streetscape will become more urban and more pedestrian oriented. New structures will be built closer to the property line and parking will be located behind the buildings.

BACKGROUND

The East McDowell Corridor extends from 1st Street to 7th Street, and it includes a variety of commercial uses, the Phoenix Arts Museum, an eclectic mix of businesses and Downtown's only grocery store.

West McDowell Corridor is separated from Downtown by the Papago Freeway. Mature landscaping is found in several parts of the corridor, but not on a consistent basis. A five-foot sidewalk exists on both sides of the street and is detached in some sections, but attached in others.

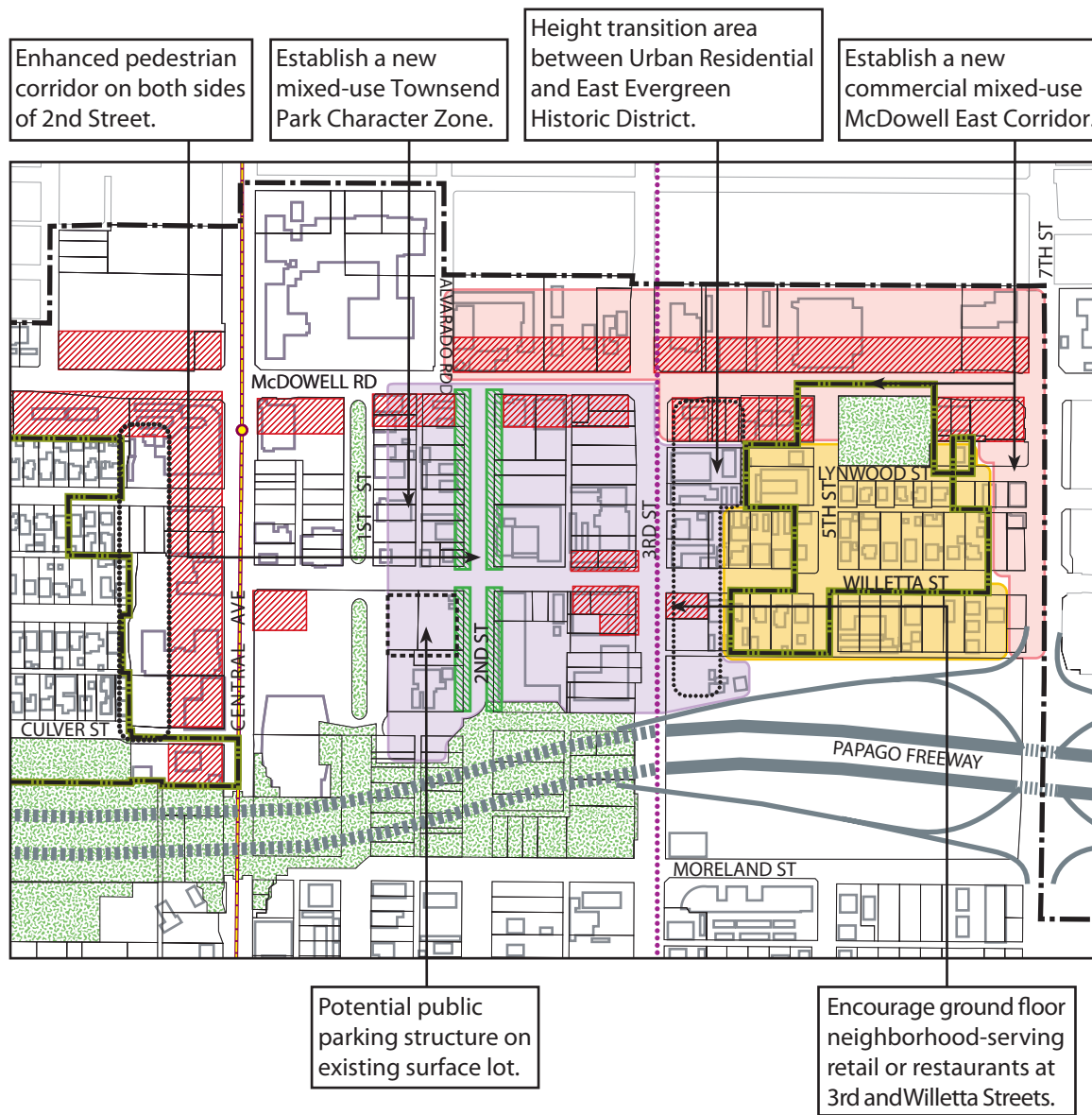
There is not an established pattern for building setbacks, and a variety of block and parcel sizes on both sides of the street add to the lack of streetscape cohesion.

CHALLENGES

- The main feature of this corridor is the profusion of surface parking lots in the front setback. To enhance the corridor which is one of the gateways to Downtown, surface parking needs be placed behind the buildings. Transition and screening strategies should be identified to accommodate parking awhile respecting adjacent residential properties.
- Many parcels on the south side of McDowell are not very deep and eliminating a lot coverage requirement will provide the needed flexibility for redevelopment to occur.

POLICIES

- Policy 3-24** Develop transition and screening strategies to accommodate parking behind the buildings while respecting adjacent residential properties.



Townsend Park Character Area and McDowell East Corridor

- Townsend Park Character Zone
- McDowell East Corridor
- Medium Density Residential (R-5)
- Retail & Restaurant Uses Encouraged or Required on the Ground Floor
- Linear Parks
- Existing Parks
- Height Transition Area
- Historic District
- Bike Lane/Facility
- Light Rail Line
- Light Rail Station

FIGURE 3-7 TOWNSEND PARK CHARACTER AREA

EVANS CHURCHILL CHARACTER AREA

VISION

Evans Churchill will be a very dynamic mixed use neighborhood that continues to evolve as a significant arts-oriented community, and as the home to unique art galleries and trendy restaurants.

New mixed-use development shares space with old bungalows and historic homes, and new live-work units provide additional commercial spaces to cater to artists needs.

New pedestrian corridors create connectivity to Hance Park and Evans Churchill while new open spaces will be added to serve the increasing number of new residents and create opportunities for public gatherings and art display.

BACKGROUND

Evans Churchill is composed of blocks that are 300 feet by 300 feet. Most building facades that are oriented east-west, with alleys running north-south through the blocks (East of 3rd Street and north of Roosevelt, alleys run east-west).

The existing street right-of-way in Evans Churchill is a great asset to this neighborhood: Street rights-of-way are 100 feet wide in the north-south direction, and 80 feet wide in the east-west direction; wide planting strips exist throughout the character area, and there is typically 22 feet from the curb to the property line.

There are many properties in the Evans Churchill Character Area that are either vacant or under utilized, especially north of Roosevelt and west of 3rd Streets. Although density and height entitlements are the same throughout Evans Churchill, new development is creating certain patterns, and helping to create a sense of place. New residential developments north of Roosevelt and east of 3rd Street are low-rise condos such as Odyssey, designed to appear as individual dwellings rather than apartment complexes, with entrances and patios facing the street. Most are modern in design, yet reside side-by-side with existing older or historic homes, creating a different type of urban place.

New mixed-use projects near the Business Core are taking a different form: mid-rise development such as the Alta Phx project. Increase in residential development is anticipated for the area, since it is within walking distance of the light-rail line, Margaret T. Hance Park, the ASU Downtown Campus, Biomedical Campus, and Business Core.



MADE art boutique at 5th Street and Roosevelt



A professional office on a restored home shares the street with Odyssey's new 4-story condo development on Portland Street.



Alta Phx project under construction at 5th Street & Fillmore Street. High density development closer to the Business Core



Adaptive reuse of a bungalow at 5th and Garfield Streets

Conspire is a cooperative art space that is part art gallery, part artist-made jewelry shop and part coffee shop.



Fate Restaurant and Gallery at 4th Street & Garfield Street. Another adaptive reuse that enhances the “artsy” charm of Evans Churchill



The Roosevelt Tavern at 3rd Street and McKinley Street

The two blocks between 4th and 6th streets and Roosevelt and Garfield Streets are what remains of the original Evans Churchill. Although not a historic district, these blocks contain fine examples of bungalows, many being transformed into art galleries, unique retail, and coffee shops. These properties are an excellent venue for the arts, contributing to the economic vitality of the area.

The identity and character of Evans Churchill continues to grow as an arts-oriented community. A blighted community in the 70’s, the arts were one of the main reasons for this area’s revitalization. Artists purchased and transformed boarded up older or historic structures, small commercial buildings, art galleries, artist studios, and visual arts and advertising businesses, and unique dining. These properties are a great attraction to visitors and residents, and part of Evans Churchill art scene, especially First Fridays.

“Indeed, it’s hard to imagine the existence of First Fridays – a long-running monthly event where downtown art galleries and artist studios open their doors to the public—without the string of old buildings that have made it affordable for artists and creative entrepreneurs to open galleries and boutiques.”

Michelle Laudig, Phoenix New Times

The arts have experienced a recent renaissance in this area, particularly along Roosevelt Street, dubbed ‘Roosevelt Row’. Two non-profit organizations are the backbone of the arts scene: the volunteer-run Artlink and Roosevelt Row, providing support to artists and business. In 1989 Artlink’s Art Detour, an annual artwalk began, followed by First Fridays artwalks, which has grown to become the largest monthly artwalk in the United States, with approximately 100 arts venues open free to the public each month. Thousands of residents and visitors take a free self-guided tour of Downtown art galleries, studios and art spaces, and a very large concentration of art venues is located is found on Roosevelt Row. With increasing density, this is an area that is becoming more pedestrian-friendly and supportive of small local independent businesses that give downtown Phoenix character.

The Public Market, located in Evans Churchill at the southeast corner of Central Avenue and McKinley Street, is a showcase for local small-scale agriculture and local artists and crafters, and a essential part of urban living. The market is in a temporary location and there is a need to identify a permanent home for this important urban amenity.

CHALLENGES

- Identify a permanent location for the Public Market that includes public parking
- Pedestrian connectivity is needed between the neighborhood and Hance Park. Existing Hance Park lacks outdoor enhancements such as jogging tracks and dog parks to serve an increasing resident population.
- As this area redevelops, additional parking will be needed. On-street parking is available throughout the area, but added lighting may be needed to enhance safety.
- Adaptive reuse of existing historic single-family homes is key to maintaining the vibrant mixed of uses and building types. As the area redevelopments, efforts need to be made to ensure these structures and the eclectic mix of uses they have fostered are preserved. Height transition strategies are needed to promote new development while protecting existing single-family dwellings.
- Enhancing the image of Evans Churchill as an arts-oriented community: as prices increase, emerging artists may not be able to find affordable spaces to live-work.

-
-

Policy 3-25 Work with the community to support the creation of a permanent location for the Public Market that includes indoor and outdoor spaces, and public parking

Policy 3-26 Work with local art associations to enhance and promote the arts within Evans Churchill

Policy 3-27 Develop height transition and design standards to support new development while enhancing the integrity of existing older and historic buildings.



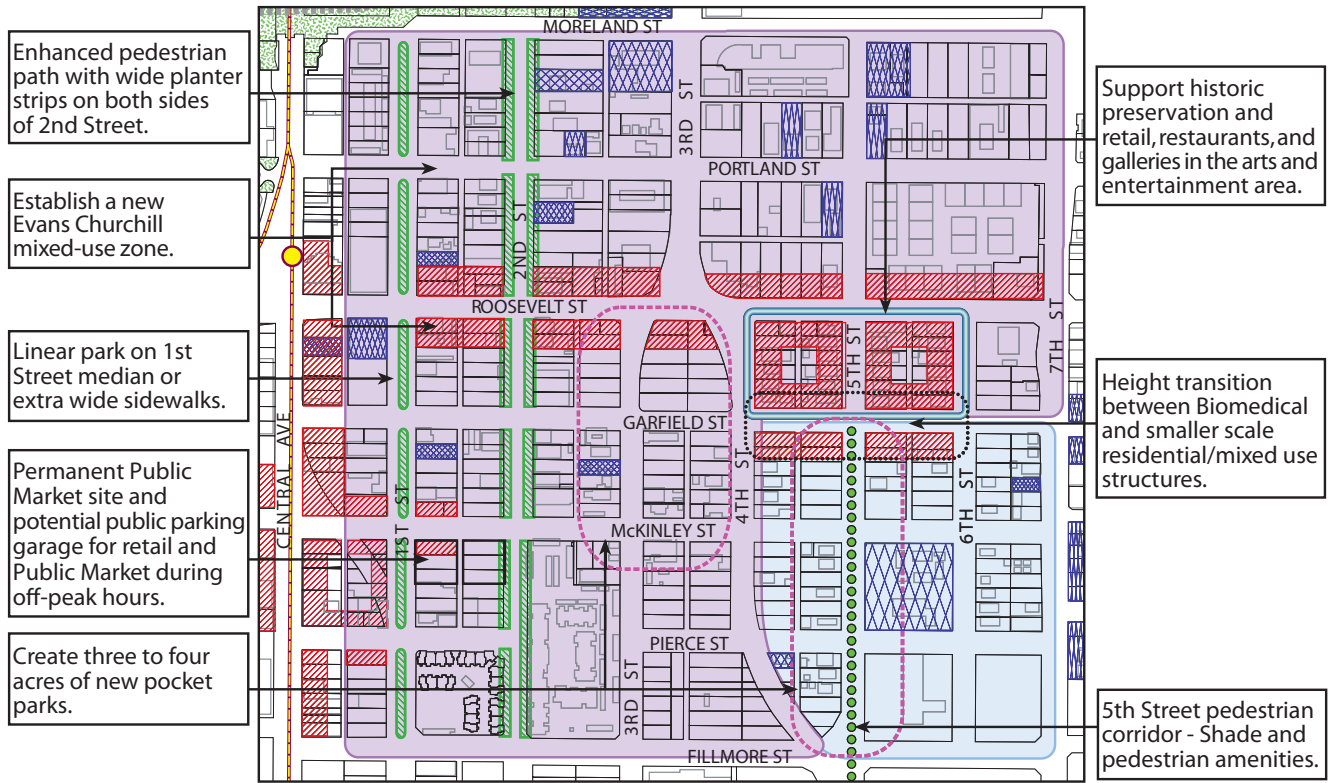
Red Dog art gallery at 3rd Street and McKinley Street



Mixed-use buildings on Roosevelt Row



Streetscape on McKinley Street near 3rd Street



Evans Churchill Character Area

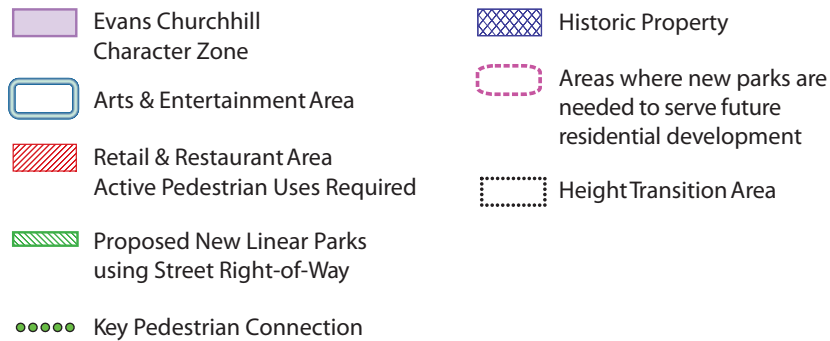


FIGURE 3-8 EVANS CHURCHILL CHARACTER AREA

BIOMEDICAL CHARACTER AREA

VISION

The Biomedical Character Area, as a major educational, medical and technological employment center, will be a key economic engine in Downtown, in an increasingly high-tech Arizona,

Strategically located, the Biomedical Character Area offers the best of all worlds. It is a high-tech hub surrounded by comfortable pedestrian-oriented streets that connects workers, researchers, and students to restaurants, shops and galleries in the arts-oriented Evans Churchill neighborhood, and to the fine dining, music, sports, and convention venues in the Business Core.

BACKGROUND

The city of Phoenix has been working to develop a biomedical campus in Downtown for many years; this character area is an important economic development project. The city of Phoenix owns several blocks within the character area.

The biomedical development is currently being constructed in phases, with the campus between Van Buren Street and Fillmore Street being built first. The first phase includes the TGEN building and the University of Arizona College of Medicine – Phoenix. Plans include a parking structure, research labs, classroom buildings, and conference areas. The second phase will expand into the campus area between Fillmore Street and Garfield Street, and include a teaching hospital and biomedical uses.

The block structure and existing street grid between Garfield and Fillmore Streets create the potential for an active pedestrian environment. The street design consists of a double row of trees shading an eight foot wide sidewalk. Such a design is appropriate for areas that will be occupied by hospital and lab areas rather than shops and restaurants at the ground floor.

CHALLENGES

- Create strong connections to the Business Core
- Design standards to create attractive pedestrian-oriented streets and public spaces, and integrate the biomedical campus with the Downtown mixed-use urban environment.
- Locating active uses on Garfield Street will strengthen the arts



TGEN Building on 5th Street, one of the first buildings on the Biomedical Campus



University of Arizona College of Medicine - Phoenix, Van Buren Street



Biomedical Campus expansion area between Fillmore Street and Garfield Street



Public space area near the TGEN facility.

and entertainment area between Garfield and Roosevelt Streets.

- Height transitions are needed along Garfield to ensure compatibility with existing single-family homes and new development.

POLICIES

Policy 3-28 Maintain the existing block structure and street grid between Garfield and Fillmore Streets

Policy 3-29 Develop height transition strategies to ensure compatibility between new high-rise and high density development south of Garfield and the bungalow row north of Garfield.

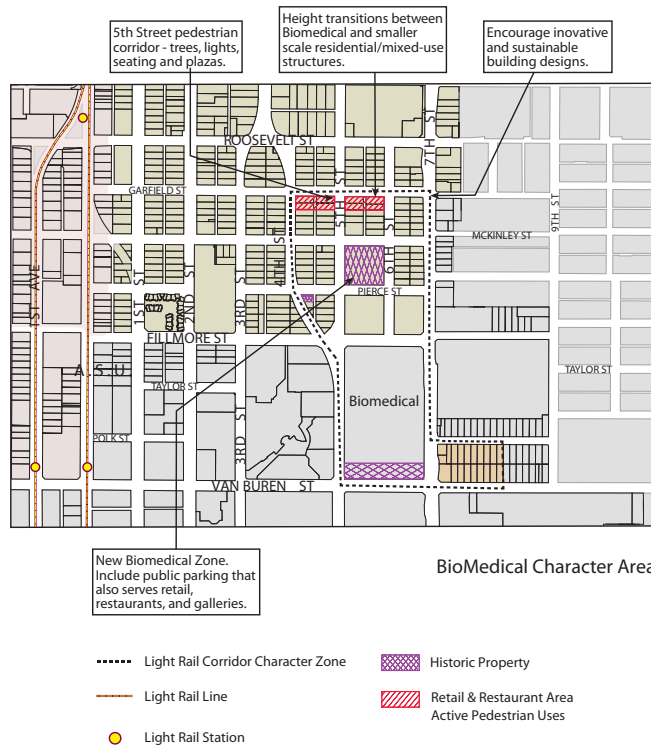


FIGURE 3-9 BIOMEDICAL CHARACTER AREA

VAN BUREN

VISION

The Van Buren Character Area will be a vibrant mixed-use area with some of the tallest buildings in Downtown. The character of the area will be urban, with buildings along Van Buren built up to the property line; while the streets north of Van Buren preserve wide setbacks to accommodate street trees. There will be a pedestrian pathway created through the middle of the planning area connecting from 7th Avenue to the Civic Space and the Business Core. Fillmore Street can be a pedestrian-oriented neighborhood commercial area that serves both Roosevelt Street and Van Buren Street.

The Grand Avenue Corridor will be an exciting pedestrian-oriented district with art galleries and restaurants. Building heights will be four to six stories, with the same height as proposed further north along 7th Avenue.

BACKGROUND

The area north of Van Buren street is physically distinguished by an elongated block pattern stretching 1,140 feet north-south; the typical block configuration in downtown Phoenix, 300 x 300 feet.

While long streets provide a challenge for pedestrian connectivity, the existing 2nd Avenue Streetscape project provides a model for a sun-sheltered sidewalk by taking advantage of a right-of-way that is typically 22 feet from the curb to the property line. This wide right-of-way provides room for landscaping, wider sidewalks areas, street furniture, public art, and street-oriented businesses.

Fifth Avenue is one way southbound and can be accessed by the eastbound HOV lanes from the I 10 Freeway. Third Avenue is one way northbound and provides access to the westbound HOV lanes on the I 10 freeway. Both roadways have designated bicycle lanes, connecting the downtown to historic neighborhoods to the north. The long blocks north of Van Buren are all bisected by north-south alleys, excluding the block fronting Seventh Avenue, and the area occupied by the Pappas School, described below.

Zoning throughout most of the Van Buren Character Area is C-3 HRI. Maximum height in this area is approximately 500 feet, allowing zoning allows greater residential building height and density.



Streetscape on 2nd Avenue, north of Van Buren



The Taylor Street Pedestrian Pathway through the Van Buren planning area.



First Presbyterian Church at 4th Avenue and Monroe

Even with this greater allowance for height, building height should be stepped down at the north and west edges to transition to the 7th Avenue Corridor and Roosevelt Character Areas.

The Pappas School, located between 4th and 5th Avenues south of Fillmore and occupying the largest single parcel in area (four acres), is scheduled to be closed June 30, 2008. The site takes up over half the block length, and a pedestrian pathway could be incorporated through the redevelopment of this site.



Fire station on 4th Avenue north of Van Buren

Phoenix Fire Station No. 1 is located just north of Van Buren on 4th Avenue. On the 3rd Avenue side of the block is a ¾-acre Arizona Public Service electrical sub-station. There are both designated and undesignated historic structures in the area. The historic designated H. M. Coe House on 4th Avenue is setback 50 feet from the curb and reinforces the deep setback of other structures along this side of the block. This setback helps to define the character of the street that should be preserved along the east side of 4th Avenue.

Van Buren Street is a commercial corridor with wide sidewalks at the back of curb separating the buildings from the street. The north side is home to a number of auto-repair shops and motor inns such as the City Center Motel (looking much like it did in the 1950s) and Budget Inn (operating as the Kelly Motel in the 1960s). The motels are located along Van Buren Street as it was originally part of several US highway routes. Among these were the Bankhead Highway, Highway 80, US Route 70 and 60 (one of the first transcontinental highways stretching from Washington, D. C. to San Diego).



4th Avenue & Van Buren

The Grand Avenue Gateway area (vicinity of Grand and 7th Avenues south of Polk Street) includes the Rainbo Bakery, a large bakery complex behind a row of buildings fronting Grand Avenue. The reuse of these buildings as the grand Avenue Arts District (gallery and artist space) is transforming the Grand Avenue Gateway. The Grand Avenue Gateway area is part of the larger Grand Avenue corridor which will be the subject of a separate corridor study. Until that study is completed no Form-Based Code will be proposed for that area.

South of Van Buren Street the area takes on a decidedly commercial nature interspersed with parking lots and several buildings of historic significance. The Historic First Presbyterian Church at 4th Avenue and Monroe is actively serving the community. The First Baptist Church at 3rd Avenue and Monroe in contrast, has been damaged by fire and is currently uninhabitable due to damage. Proposals have been made to redevelop this structure as an arts and performance space.

Development in the immediate vicinity of these structures should be designed to compliment their Spanish Revival architecture and the First Baptist Church bell tower, rather than overwhelm them.

In the Downtown Strategic Vision, the portion of this character area from 3rd to 7th avenues along the north side of Van Buren was designated as an area suitable for “Large Scale Retail.”

CHALLENGES

- There is a need to create strategies to serve as an intensity and height transitions from the Business Core and the Government Character Areas to the low intensity Roosevelt Character Area. from high-density employment centers to the Roosevelt neigh
Transitions should incorporate compatible streetscapes on north-south streets.
- There is a need for an east/west pedestrian pathway through the middle of the area. This unique public space could be built incrementally as a series of courtyards extending across the blocks and ultimately connecting 7th Avenue through to the Civic Space and the Business Core.
- To serve the growing residential population a minimum of three acres of park land is needed. The closing of the Pappas School presents an opportunity for the city to acquire a portion (or all) of this site for a park. The southern portion of such a park could incorporate the proposed pedestrian pathway.
- The wide right-of-way that characterizes the blocks north of Van Buren should be preserved as an amenity.

POLICIES

Policy 3-30 Develop standards to provide a height transition to address the changes from high-density character areas to the Roosevelt Character Area

Policy 3-31 Develop a compatible streetscape design that transitions seamlessly from the Van Buren to the Roosevelt Character Area

Policy 3-32 Implement the Taylor Street Pedestrian Pathway

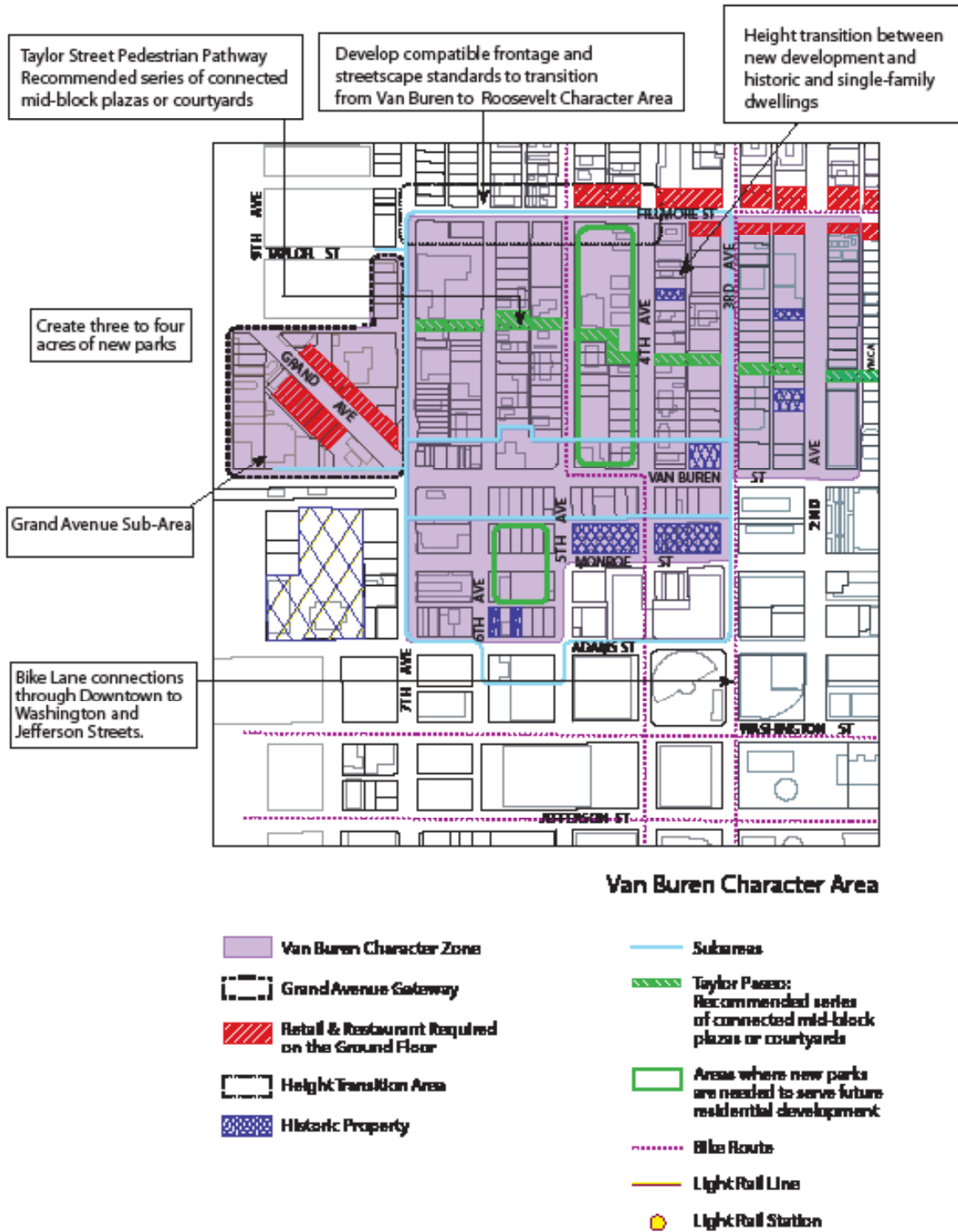


FIGURE 3-10 VAN BUREN CHARACTER AREA

GOVERNMENT

VISION

The Government Character Area, as the civic center of Downtown, will continue to be an area of compatible agency campuses occupied by Federal, County, and City Governments.

BACKGROUND

The Government Character Area is primarily an employment and commercial center. Many of the parcels are owned by governmental entities and host an intense concentration of government buildings such as:

- Phoenix City Hall and City Council Chambers
- Sandra Day O’Connor U.S. District Courthouse
- County Superior Court
- Count Administration Office
- Phoenix Municipal Courthouse
- Maricopa County Sheriff’s Office
- Maricopa County Recorder and Assessor’s Office
- Phoenix Police Headquarters
- Madison Street Jail.
- Historic City Hall/County Courthouse

This area experiences a tremendous amount of daytime activity during the work week, as thousands of residents visit the area each day to utilize government services. However, after 5 p.m. and on the weekends, little activity takes place on the streets. North of Washington Street, the Dodge Theater, just west of the Phoenix Municipal Court building, and the Ice House on Jackson Street, bring activity to the area outside of normal business hours.

Some of the area’s greatest attributes are the wide sidewalks and trees around many of the buildings. Landscaping and shade need to be enhanced in some areas.



2nd Avenue looking south towards Van Buren



Sandra Day O’Connor U.S. District Courthouse



Phoenix City Hall



Active use on the first floor of the 305 Building which is a city owned parking structure. This structure is located at 3rd Ave just south of Washington



A shade street at street corner is a typical landscape feature at intersection in the Government Character Area



The foot court outdoor dining area at the County Complex at Jefferson Street near 2nd Avenue

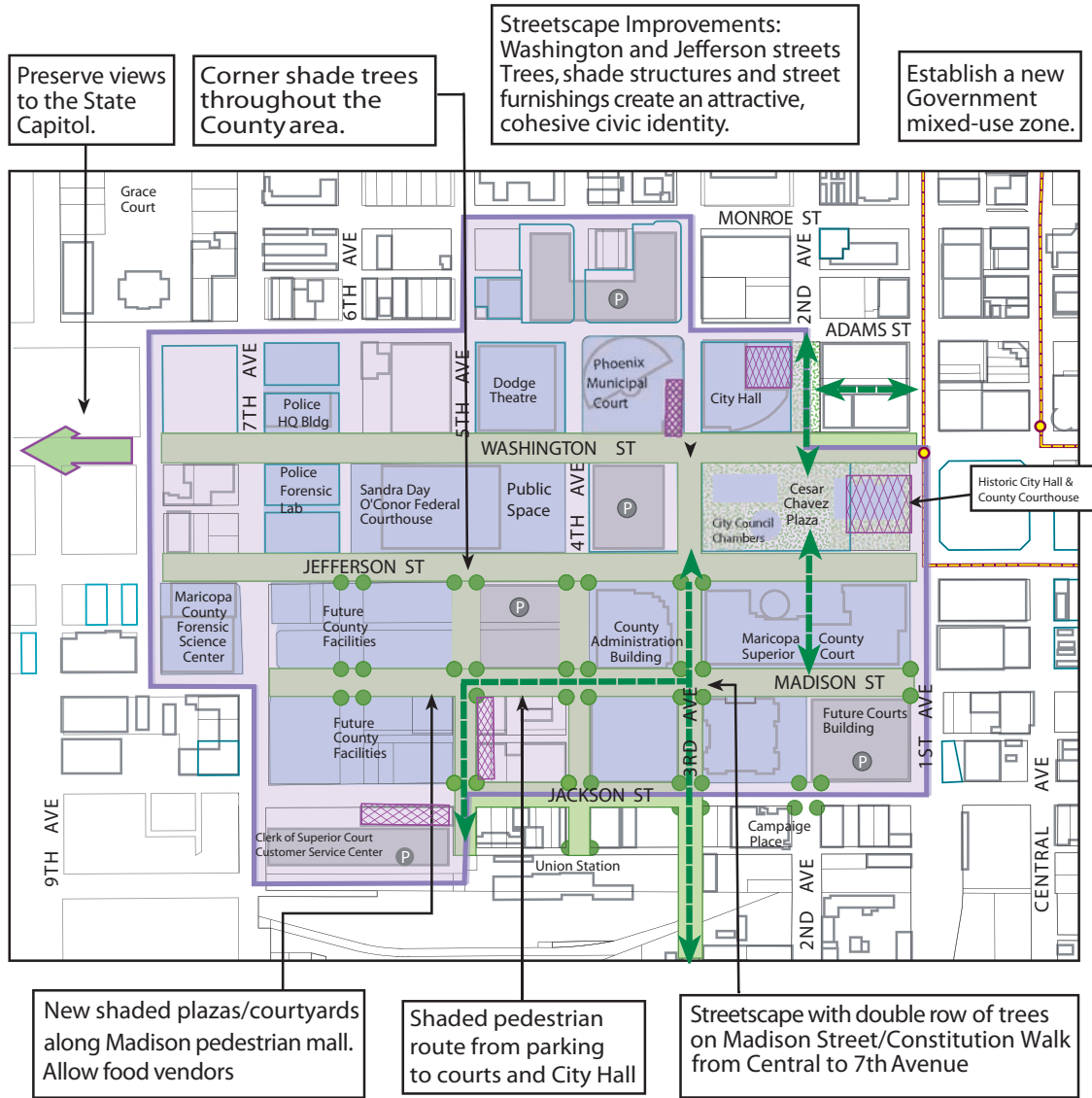
CHALLENGES

- There is a need to create a strong civic identity. As the civic center of local government and a major regional employment center, this Character Area merits a distinct identity. Banners and unique streetscape improvements, including a distinct palette of street trees and furnishings, should be added on Washington and Jefferson Streets to create a strong civic identity and reinforce the connection to the Capitol Mall.
- There is a lack of services and amenities. The Government Area lacks convenient services such as coffee shops, restaurants and sundry shops for workers and visitors. Due to high pedestrian traffic, allowing food vendors on the Madison Pedestrian Mall should be considered as an option.

Walking from one government building to another should provide a sense of pride, and it should be a pleasant experience for workers and visitors. Shade improvements to existing buildings should be a priority in this area. Many government buildings and garage structures lack or provide insufficient sidewalk shade, and landscaping, including tree pruning should be improved.

POLICIES

- Policy 3-33** Identify amenities and improvements that will help reinforce the civic identity of the Government Character Area



Government Character Area

- Government Character Zone
- Enhanced Pedestrian Environment
- Public Space
- Corner Shade Trees
- Pedestrian Connection
- Historic Property
- Existing Buildings
- Light Rail Line
- Light Rail Station

FIGURE 3-11 GOVERNMENT CHARACTER AREA



Industrial buildings line the railroad tracks running east-west through the Warehouse Character Area



The Summit at Copper Square, residential development on 4th and Jackson,



Jackson Street looking east towards Chase Field

WAREHOUSE CHARACTER AREA

VISION

The vision for the Warehouse Character Area is of a unique, teeming urban neighborhood that offers a blend of old railroad charm and modern urban living. Coffee houses and jazz clubs mix with trendy shops, artisan studios and galleries clustered in historic warehouses.

The key to the Warehouse’s success is that pedestrians rule, 24/7. Shaded and comfortable streets invite pedestrians to explore, to move from sports and entertainment venues to dining and shopping, and to enjoy the character and authenticity of the area.

As the Warehouse area changes from primarily industrial to mixed-use, it is worth noting the potential for improvement in the following areas:

A new mixed-use neighborhood is proposed for 15 to 30 acres immediately south of Union Station, a large Mission Revival railroad station, circa 1923, located on Jackson Street. This area is currently occupied by industrial businesses located in small-scale buildings. The vision is to create a mixed-use neighborhood that includes multi-family residential; retail and office uses; and a small park to serve the new development.

BACKGROUND

Just south of the Business Core and the Government character areas, the Warehouse Character Area is unique for the concentration of industrial structures dating back to the turn of the 20th Century. The arrival of the Santa Fe Railroad in the 1920s gave birth to the Warehouse District. Cargo was off-loaded from the railroad tracks south of Jackson Street, and the area became home to a wholesale produce distribution area, which also included retail; as one of the stakeholders noted during a community meeting, “people came from everywhere to shop for food.”

Block structure, including building forms and building placement establish the urban pattern for the Warehouse character. Block structure differs from most of the Downtown Urban Form area, since it follows the east-west pattern of the railroad tracks and the network of spur tracks and switches. Blocks are short, at 150’ x 300’ blocks, and buildings are oriented north-south. Although industrial in nature and design, buildings were small, most between one and two-stories high

and averaging 50 but no more than 100 feet wide. The Warehouse architecture is sparse in detail. It is industrial, basic and functional, and common architectural features include big bay openings and loading docks. The streets are utilitarian, so vehicles can maneuver easily, and all modes of traffic – rail, truck, and pedestrian – share the use of the street.

Most of the buildings pre-date World War II, but over the past thirty-five years, many were abandoned or demolished, and a few adapted to other uses. Some of the industrial buildings are now Historic Registered structures, historic eligible structures, and sites with historic character value. There are currently 18 listed sites and 20 eligible sites. These historic structures lend a distinctive character to the area that reflects.

A conservation easement height incentive program was adopted in 2007 in an effort to preserve historic properties in the warehouse area. Height increases from 80 to 140 feet may be allowed subject to the dedication of a thirty-year conservation easement to the City of Phoenix for historic properties, and higher increases may be allowed subject to City Council approval.

Saving whole buildings rather than just façades preserves the structure’s historic and interior architectural integrity. This integrity attracts a “creative class” of tenants such as architecture, graphic design, and new media firms. They often seek out older buildings with high ceilings and unique interior character.

CHALLENGES

- The Warehouse Character Area is currently undergoing the transition to an urban environment that will incorporate retail/commercial, and new residential development. Preserving historic warehouse buildings and facilitating the adaptive re-use of historic and eligible buildings should be a priority.
- The success of the Warehouse Character Area and the type of businesses and entertainment it attracts will depend on how credible and authentic the area feels. Maintaining and enhancing the warehouse architectural style is critical to the success of the Warehouse area as the Downtown’s entertainment hub.
- Residential development is needed to transition to a vibrant mixed-use neighborhood and to stimulate the opening of neighborhood amenities such as grocery and drug stores, and recreation facilities.



Above: Adaptive reuse of a warehouse building. Alice Cooper's Town restaurant on Jackson Street has transformed the loading area facing the street into outdoor dining

Below: Warehouse building on Jackson street. This warehouse building has the same type of back-in loading docks facing the street.





The Trombetta historic building at 121 E. Buchanan.



Rendering for adaptive reuse of the Trombetta building: future advertising and public relations firm.



Industrial style street lighting adds to the character of the area

- There is a need for public and open spaces. Outdoor patios, forecourts and courtyards should be encouraged since they help break up street facades and activate the street. Warehouse buildings with back-in loading docks offer a great opportunity for adaptive re-use, for example, using these areas for outdoor dining.
- There is a lack of shade and pedestrian comfort. Trees were never part of the warehouse landscape. Man-made shade structures were also not prominent features, as trucks had to back-up to the buildings for loading and unloading, mostly at the street level. New development has introduced shade trees, and free-standing canopies and awnings that extend over the public sidewalk but do not intrude on the pedestrian level or obscuring building facades.
- There is a lack of street amenities. Stakeholders identified street lighting as an element of interest. Either as building-mounted or in light poles, a compatible “industrial style” light fixture would help enhance the character of the area. Specific light fixtures are already in use adjacent to the sports venues and should be extended throughout the character area, as part of new development. A new business association, SoDo, has been formed to address the needs of the Warehouse Character Area in general. The city can provide technical support or other assistance for items such as: street reconfiguration, new zoning, renovation of warehouse buildings, agreements for joint use of parking, and circulation planning for events.
- Shared parking is critical to the long term success of the Warehouse area. Providing shared parking for the area rather than parking on each individual site has major advantages. The Jefferson Street and Chase Field garages already provide major parking facilities that can be used by daytime tenants from various buildings within the area. But these two public garages are not well located to serve the entire area. Facilities need to be strategically located throughout the area.
- Narrower streets, more on-street parking, and the possibility of more traditional flat seamless curbs and options for sidewalk materials, such as brick or permeable concrete pavers, are some of the elements that have been identified by warehouse stakeholders. There is a need for calming devices and/or 4-way stops to insure safety for pedestrians and drivers, already an issue and certain to increase as the area develops. Another issue identified is the prescribed 33’ visibility triangle requirement that is seen as a

not compatible with the warehouse character.

- The privately run jet fuel line that supplies fuel for the Phoenix Sky Harbor Airport runs east-west along the railroad right-of-way. Maintaining the safety of the line while promoting new development will require collaboration between the city, private developers and the fuel line owner.

POLICIES

Policy 3-34 Encourage the preservation of entire warehouse buildings rather than just building facades whenever possible

Policy 3-35 Support initiatives for redevelopment that encourage adaptive reuse or new development that is compatible with the existing character of the area

Policy 3-36 Develop strategies to protect and enhance the Warehouse’s architectural style. Develop height transition strategies that will help enhance the industrial look at the street level while providing developers with flexibility at the upper levels.

Policy 3-37 Residential density should be determined by _____

Policy 3-38 Develop shared parking that will serve the entire Warehouse Character Area

Policy 3-39 Work with stakeholders to identify light fixture and street furniture compatible with the character of the Warehouse area

Policy 3-40 Work with stakeholders to identify traffic strategies that include narrower streets, on-street parking, and calming devices to address current and future traffic needs.

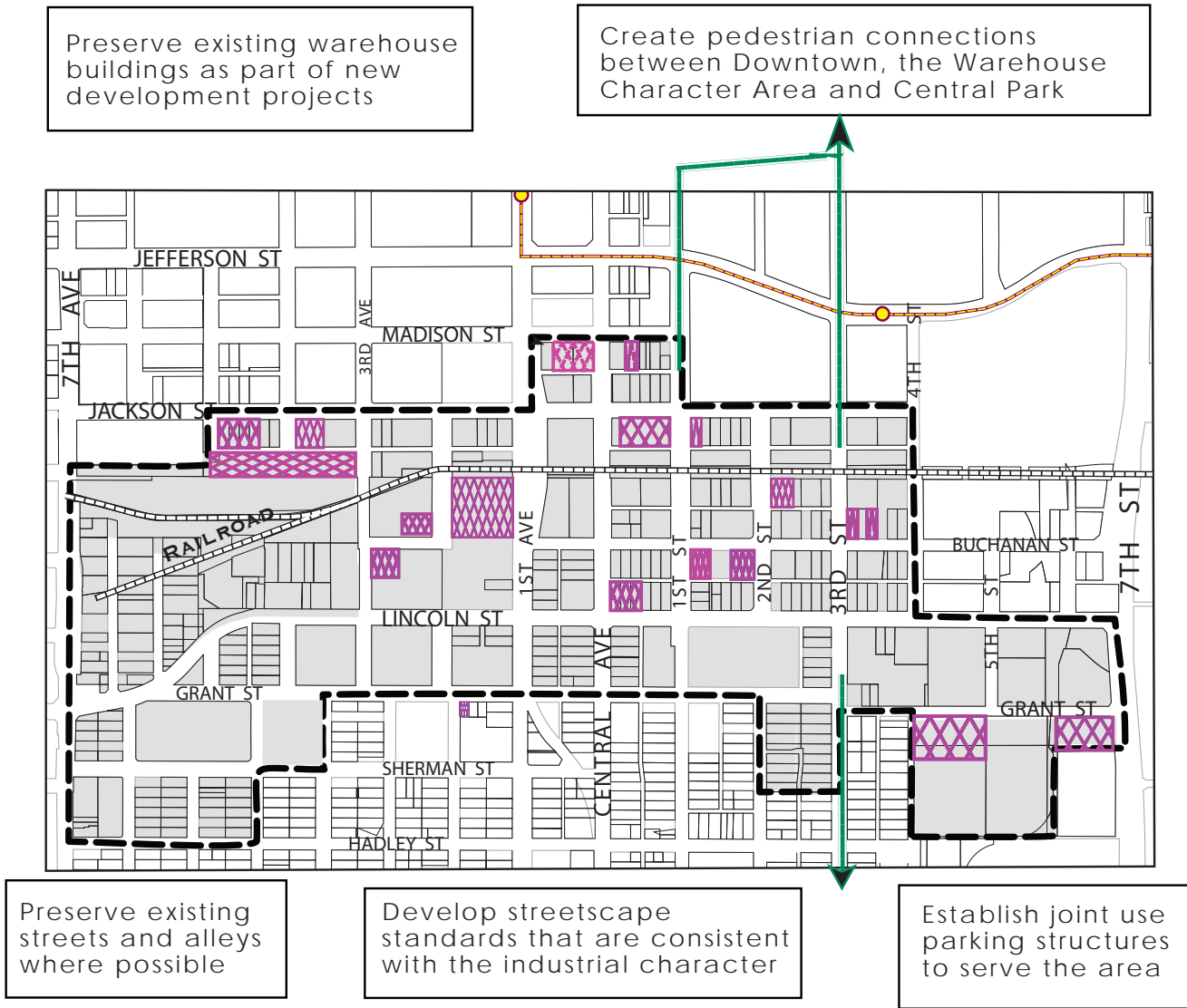
Policy 3-41 Work collaboratively with jet fuel line owners and neighborhood stakeholders



*Above: New residential development on 2nd and Buchanan. This project incorporates sidewalk shade.
Below: Parking access for the new development is from the alley.*



On-street parking, Jackson Street



Warehouse Character Area

-  Warehouse Character Area
-  Historic Properties
-  Pedestrian Routes
-  Light Rail Line & stations

FIGURE 3-12 WAREHOUSE CHARACTER AREA

PARK NEIGHBORHOODS CHARACTER AREA

The Park Neighborhoods Character Area is characterized by two distinct neighborhoods, Grant Park and Central Park, separated by Central Avenue, a commercial corridor. The neighborhoods and the corridor have been identified as individual subareas, each with its own vision and requirements.

VISION

Grant Park

The vision for the Grant Park is to preserve the residential quality of the neighborhood. History and community are the shared goals of this community centered around historic Grant Park. New residential development will be consistent with the existing character of the neighborhood. Comfortable shaded pedestrian routes will connect Grant Park with Downtown.

Central Park

The vision for the Central Park neighborhood is to maintain and enhance the residential character of the neighborhood. Adaptive reuse will provide stability and will help preserve historic and early 20th century period homes that lend this neighborhood its character.

New multi-family developments will blend in by incorporating key architectural elements such as porches and stoops that face the street. New enhanced pedestrian routes will connect Central Park to the Warehouse District and the rest of Downtown.

Park Neighborhoods Corridor

As a gateway and connector between Downtown and the Rio Salado Riparian Restoration Project, the Park Neighborhoods Corridor will become an vibrant mixed-use commercial corridor. New landscaping, lighting, and signage creates a uniform and safe streetscape for pedestrians, and an attractive venue for motorists. The corridor will provide a transition in bulk and height as it approaches the Warehouse and the rest of Downtown.

BACKGROUND

The Park Neighborhoods Character Area serves as the southern gateway into Downtown and incorporates a variety of residential, commercial, industrial and institutional uses.



Grant Park and Central Park are primarily residential neighborhoods of single-family homes.



The Grant and Lincoln corridor will transition from a strictly industrial area to a commercial area.



Commercial, institutional, and industrial uses are located along Central Avenue.

Central Avenue bisects the Parks Neighborhood Character Area and provides the primary corridor into the Warehouse and the Business Core character areas. Most buildings are located adjacent to the sidewalk, but in many cases are separated by large vacant parcels or surface parking lots. The corridor is mix of one to two-story commercial, industrial, and institutional uses, but lacks commercial and retail uses that are needed by Grant and Central Parks.

The Grant and Central Park neighborhoods are located on the west and east sides of Central Avenue respectively. They are primarily residential neighborhoods. The area is defined by predominately low-density single-family homes, early 20th century bungalows and shotgun homes, small in scale and mostly single story. Homes are laid out in a historic pattern of small blocks with right-of-way planting strips. Today the planting strips contain little or no vegetation, but represent a significant asset for future streetscape improvements.

Although Grant and Central Parks are zoned for medium density multifamily residential development, a substantial number of vacant parcels are scattered throughout the two neighborhoods, the average being 2-3 vacant parcels in a row. Parcel vacancy adds to the blighted feel of the streetscape since they lack landscaping and infrastructure improvements such as sidewalks and more street lighting.

The focal point for the Central Park neighborhood is the Central Park Community Center located at the center of the neighborhood. It provides a place to meet and recreational facilities and programs for children. Renovated bungalows and shotgun homes surround the park, providing a sense of stability to the area. There are vacant parcels and boarded up properties, but occupied homes clearly show neighborhood pride. The area east of 4th Street is zoned industrial and that zoning will not change. A buffer should be provided between the industrial and residential areas.

Grant Park is one of the oldest subdivisions in Downtown, dating back to the late 1800's. This predominantly Mexican neighborhood is proud of its history and assistance to the military servicemen as they returned from WWII. The American Legion Post 41, which included the Women's Auxiliary, is one of the several buildings and properties that have been designated historic. Other historic properties are Grant Park, El Portal Restaurant, and the Luis Lugo Bakery.

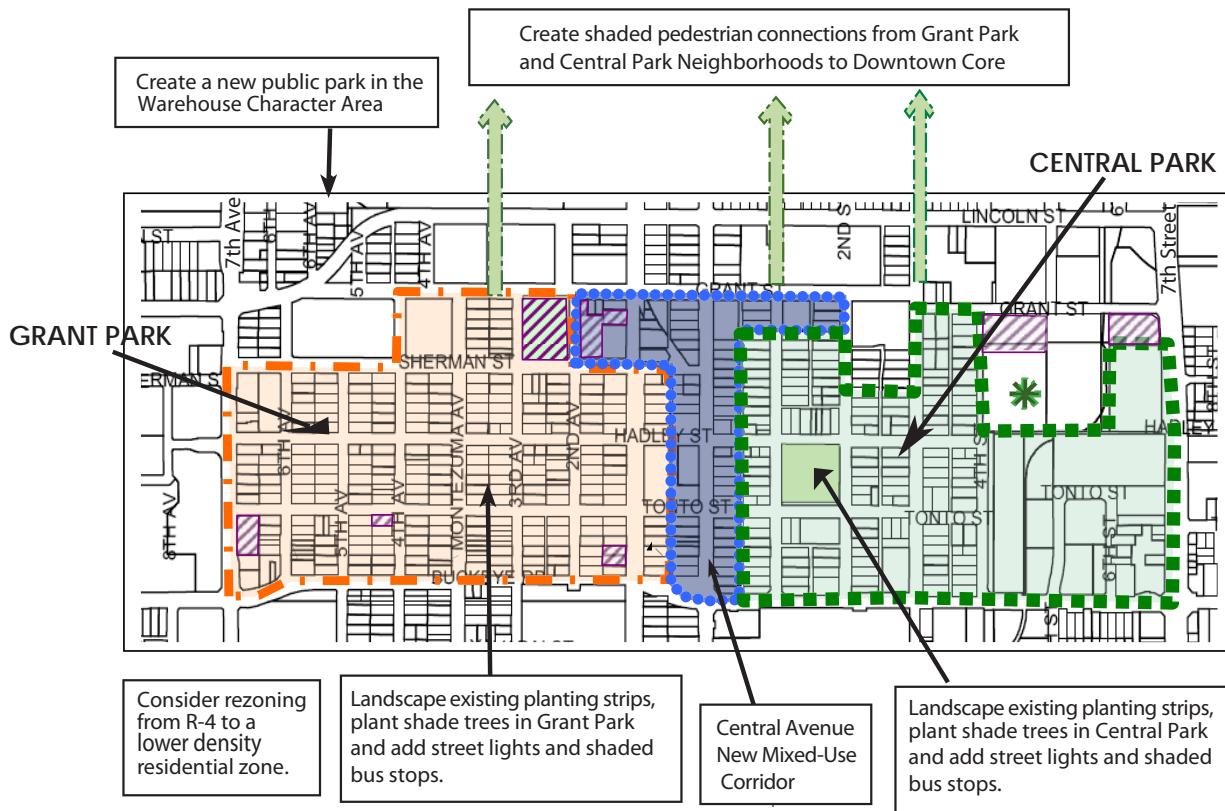
CHALLENGES

- The priorities for improvements and development, as identified by neighborhood residents at community meetings, are as follows: shaded bus shelters and benches; grocery store and drug store in the neighborhood; more street lighting; new street trees; landscaping in the planter strips; residential areas to be preserved; and, traffic, parking and noise impacts of sporting events to be reduced through preparation and enforcement of circulation and parking programs.
- There is a need for support services and neighborhood retail. Central Avenue could be the appropriate location for neighborhood amenities. Creating a mixed use corridor and increasing the height and density may provide greater opportunities for redevelopment.
- There is a lack of enforcement of speeding and parking laws. Residents expressed strong concern about event patrons speeding through the neighborhood and blocking driveways. In some instances neighborhood residents found access to their residential streets blocked during sporting events. Patrons also park their cars in residential neighborhoods and then create noise late at night when returning.
- The eastern portion of Central Park is zoned industrial. There is a need to create a buffer between the residential and industrial areas.

POLICIES

- Policy 3-42** Add pedestrian improvements throughout the Parks Neighborhood Character Area: build sidewalks, add shaded bus stops and street lighting
- Policy 3-43** Develop a palette of uses and identify strategies that will promote neighborhood commercial uses within the Park Neighborhoods Corridor
- Policy 3-44** Work with Grant Park neighborhood to consider residential zoning options
- Policy 3-45** Increase height and density on Central Avenue to provide development flexibility to incorporate a mix of uses and provide a height transition to the adjacent neighborhoods.

- Policy 3-46 Work with the community to identify traffic and circulation strategies to enforce parking regulations during events
- Policy 3-47 Develop and enhance pedestrian routes to connect to the Warehouse Character Area and Downtown
- Policy 3-48 Improve the pedestrian connection from Hope VI
- Policy 3-49 Develop strategies to buffer the Central Park neighborhood from industrial uses east of 4th Street



PARK NEIGHBORHOODS CHARACTER AREA
Grant Park, Parks Neighborhoods Corridor and Central Park

- Grant Park Neighborhood
- Park Neighborhoods Corridor
- Central Park Neighborhood
- Historic Property
- Existing Parks
- Potential Recreation Site

FIGURE 3-13 PARK NEIGHBORHOODS CHARACTER AREA

DEFINING CHARACTERISTICS

The previous discussions of the character areas provides a picture of those elements and attributes of each which makes them unique. Table 3.1 summarizes some of these characteristics, providing a snapshot the character areas as they exist today. The Form-Based Code will further define these elements and provide specific guidance and standards for development that will help realize the vision for Downtown.

TABLE 3.1 Summary of Character Areas Defining Characteristics

CHARACTERISTIC	INDICATOR	DESCRIPTION
Established Character	Strong	The vision of the character area is apparent throughout.
	Mixed	While the character is apparent, there are gaps.
	Weak	The vision for the character area has yet to be realized.
Edges	Defined	There are obvious transitions from the character area to surrounding neighborhoods.
	Blended	The transitions from neighboring areas are not apparent.
Defined Building Setbacks	Defined	Existing development has established clearly defined building setbacks
	Mixed	Development has defined desired building setbacks, but there are gaps.
	Unclear	There are no clearly established setbacks in the area.
Use of Alleys	Prevalent	Alleys exist throughout the character area.
	Sporadic	Alleys may or may not be present, or they are discontinuous.
	None	There are no alleys or they have been abandoned due to development.
Streetscape	Urban	Streetscape incorporates wide sidewalks, shade structures (awnings, arcades, etc.) and tree wells.
	Suburban	Streetscape includes landscape strips and may include landscaped setbacks
Predominant Building Height	Low	Typical building height is 1 - 2 stories.
	Medium	Typical building height is 3 - 6 stories.
	High	Typical building height is 6 or more stories.
Block Length and Orientation	## - ## (Feet)	(Self Explanatory)
	(Major Axis)	

	Established Character	Edges	Defined Building Setbacks	Use of Alleys	Streetscape	Predominant Building Height	Block Length and Orientation
Business Core					U		300
ASU					U		250 - 650 N/S
Roosevelt North					S		600 - 1200 E/W
Roosevelt South					S		600 N/S
7th Ave Corridor					U		600 N/S
West McDowell Corridor					U		600 - 1200 E/W
Light Rail Corridor					U		270 - 600 N/S
East McDowell Corridor					U		450 - 1200 E/W
Townsend Park					S		450 - 650 E/W
Evans Churchill					S		300 - 400 N/S 300 E/W
BioMedical					U		N/A
Van Buren					U		1200 N/S N. of Van Buren 300 x 300 S. of Van Buren
Government					S		250 - 1000 E/W
Warehouse					U		N/A
Park Neighborhoods					S		300 - 700 N/S East of Central 360 x 260 West of Central
KEY	Strong	Blended	Defined	Prevalent	U Urban	Low	## - ## (Feet) (Major Axis)
	Mixed	Defined	Mixed	Sporadic	S Suburban	Medium	
	Weak		Unclear	None		High	