

July 2, 2008

1 Vision for Downtown



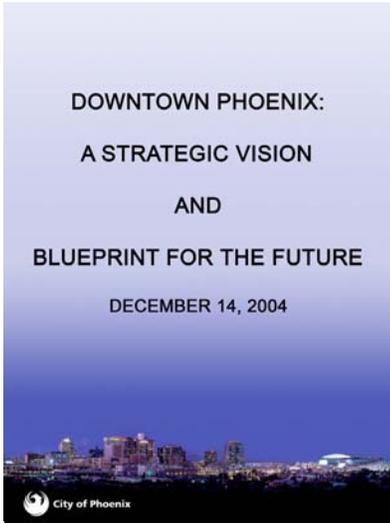
INTRODUCTION

Every great city has a great Downtown. Phoenix entered the 21st Century with the goal to become a great city, and initiated a process to create a great Downtown. Adoption of the Downtown Strategic Vision in 2004 was the first step. With the adoption of the Downtown Phoenix Plan, the next big step has been taken to make Downtown the heart of a great 21st century city.

The city, its business partners, and its residents recognize that the consistent and positive efforts over the last 20 years have created the synergy necessary to achieve the desired transformation of Downtown. These efforts have resulted in a light rail system, a basketball arena, a baseball stadium, a new convention center, a university, a biomedical campus, and a medical school. The private and public sectors are currently working together to expand the biomedical campus to become a major economic engine for Downtown and the entire state. There are new hotels, major retail, and thousands of new residential units either under construction or planned. New restaurants, shops and people moving into Downtown, are making Downtown an active and exciting urban environment.



Downtown as a single financial, education, entertainment, and medical center that cannot be found anywhere else in the valley.



Downtown Strategic Vision adopted in December 2004

DOWNTOWN URBAN FORM PROJECT

The Downtown Urban Form Project was initiated in 2006 as an implementation step for *Downtown Phoenix: A Strategic Vision and Blueprint for the Future*, adopted by City Council in December 2004. The Downtown Phoenix Plan (the Plan) is a product of the Downtown Phoenix Urban Form Project and was prepared to provide direction for implementation of the community vision for an active, pedestrian-oriented and sustainable Downtown.

The Urban Form Project includes an area approximately one mile wide and two miles long, encompassing 1,500 acres (Figure 1-1). Downtown is the geographic “heart” of the region for business and government, and contains large-scale convention, cultural and entertainment facilities. This boundary is based on the boundary of the Redevelopment Area and was expanded to include the neighborhoods south of Downtown that are not part of the Redevelopment Area but are impacted by development in Downtown.

This chapter addresses the key relationship between the Downtown Phoenix Plan and the Downtown Strategic Vision. The Strategic Vision is an important document that established the foundation for the Plan and for the upcoming Form-Based Code.



Chase Field - home of the Arizona Diamondbacks.

DOWNTOWN STRATEGIC VISION

Downtown Phoenix: A Strategic Vision and Blueprint for the Future (hereafter called the Downtown Strategic Vision) was prepared by Arizona State University, the Downtown Phoenix Partnership, Phoenix Community Alliance, and city staff through a year-long community planning process that culminated in adoption of the Vision by the City Council in 2004. The process involved hundreds of residents and businesses who shared their values, visions, and concerns for Downtown.



The modern design of the new Phoenix Convention Center contrasts with historic St. Mary's Elementary School and reflects the evolution of Downtown.

The Downtown Urban Form Project is a major step in the process of implementing the Downtown Strategic Vision and focuses on the key elements of the Vision. These elements include developing a comfortable pedestrian environment and replacing existing zoning districts with a new form-based code that is responsive to an urban environment and will result in a sustainable Downtown.

The following discussion focuses on two components of the Strategic Vision - Principles and Themes - and specifically how the Downtown Urban Form Project responds to the themes.

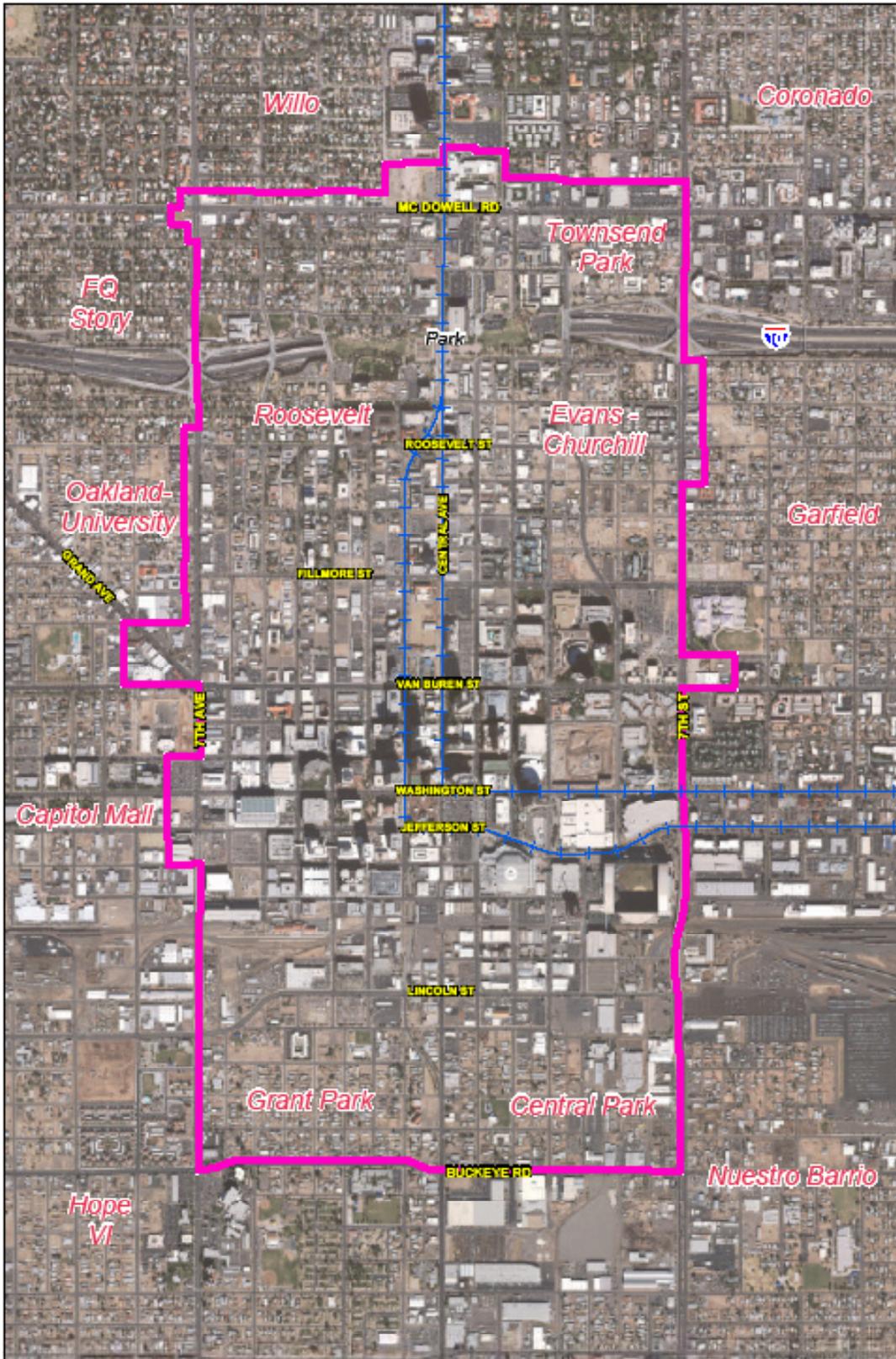


FIGURE 1-1 DOWNTOWN URBAN FORM STUDY AREA AND EXISTING NEIGHBORHOODS



Arizona Center provides a comfortable pedestrian environment through the incorporation of natural and structural shade.



A public plaza connects the Orpheum Theater and City Hall, integrating old and new.

STRATEGIC VISION PRINCIPLES

Through the process of preparing the Strategic Vision, three basic principles emerged that served to guide the preparation of the Downtown Vision. These principles are based on a community outreach process involving property owners, residents, business owners and other in the community that had an interest in the future of Downtown. The Strategic Vision stated the following:

“Community: Downtown Phoenix should foster a distinctive sense of community in two ways. First, a wide variety of community stakeholders – ranging from business leaders to neighborhood residents – should be involved in shaping the future. Second, the resulting changes should maintain and enhance Downtown’s sense of place and distinctive identity.”

“Connectivity: Downtown Phoenix should foster a sense of connectivity: connectivity through urban design, active street frontage, and giving people shady places or oases to gather and pleasant places to walk; second, connectivity through the use of public transit, bicycling, and other ways to get around; third, connectivity to the rest of the world through technology.”

“Integration: Finally, downtown Phoenix should foster integration in many ways as well. Downtown should weave together many different types of places, mixed land uses and different cultures into an integrated whole. Downtown should integrate different physical scales, from large development projects to small improvements to the urban environment. And finally, downtown Phoenix should use this diversity of physical assets – old and new buildings, big and small venues, global and local business, sun and shade, oasis and street life – to draw together diverse elements of the region’s population.”

DOWNTOWN PLAN: RESPONDING TO THE SEVEN THEMES

Throughout the Urban Form Project community outreach process, there has been a consensus regarding the vision for Downtown, the focus of the Seven Themes, and a strong commitment for shaping a unique urban environment. Following is a discussion of how each theme is addressed in the Plan. The Themes help shape the future of Downtown and serve as the components of the long term Vision identified through the public outreach process:

- THEMES**
- Knowledge Anchors*
 - Downtown Living*
 - Great Neighborhoods*
 - Arts and Entertainment Hub*
 - Distinctive Shopping*
 - Great Places/Great Spaces*
 - The Connected Oasis*

THEME 1 – KNOWLEDGE ANCHORS

“Knowledge Anchors: The biosciences, education, and other large institutions, such as TGEN and Arizona State University, will serve as anchors in the knowledge-based economy.”

- Downtown should be the primary financial, educational, entertainment, governmental and biomedical center for the region. Government offices, the convention center, cultural and sports venues, the ASU Downtown Campus and biomedical facilities can all be physically linked through implementation of the Connected Oasis and provide the opportunity for a multi-faceted destination.
- With the addition of 30,000 new jobs and up to 40,000 new residents over the next 30 years, Downtown will become much more active. The “knowledge anchors” will support and give shape to a larger community that encompasses multiple employers and land uses in a small geographic area. With this critical mass of people, a concentrated regional destination will become the backbone of Downtown.

The Plan focuses on the key role that knowledge anchors will play in future development of Downtown by providing greater flexibility for a mix of land uses to locate throughout Downtown.



Knowledge Anchors such as ASU - Mercado contribute to the Downtown knowledge based economy.



The ASU School of Nursing contributes to the educational component of the knowledge anchors in Downtown.

THEME 2 – DOWNTOWN LIVING

“Downtown Living: The high-quality housing and community amenities required to live an everyday life oriented around downtown.”

- New residential development within and adjacent to Downtown is critical to developing a lively and active area and requires consideration of the form and character of future neighborhoods. Sustainable living environments require residential amenities that are both centralized and within walking distance. Parks, shopping, restaurants, and entertainment destinations will be key to developing a sense of place and community.
- The Plan envisions the inclusion of parks, dog parks, and public spaces, uses that create an active street life, access to public transit, and ground-floor services along pedestrian corridors. The public spaces and activated pedestrian corridors are essential to achieving active urban communities.

The Plan will encourage new neighborhood services and amenities which will support neighborhoods, make them self-sufficient and help them create a distinct identity.



Artisan Lofts on Central Avenue, is situated to take advantage of the proximity to cultural amenities and the light rail station at Central and McDowell.



Great Neighborhoods (Roosevelt Square on Portland Street).

THEME 3 – GREAT NEIGHBORHOODS

“Great Neighborhoods: The great neighborhoods that can result from neighborhood conservation, historic preservation, and mixed-use strategies.”

- The well-established residential neighborhoods in Downtown should be made more livable. Throughout Downtown, many vacant and underutilized parcels provide opportunities for new neighborhood and pedestrian oriented centers. New developments will be regulated to ensure that these sites are developed as distinctive places.
- It is essential that neighborhoods have pedestrian intensive activity centers that provide neighborhood services, a comfortable pedestrian environment, public spaces, street parking, and streetscape designs that are consistent with the character area. These centers should have shaded pedestrian areas connected to various destinations by shaded pedestrian corridors.

The Plan includes strategies that identity and help enhance a distinctive neighborhood identity and establish neighborhood centers in each neighborhood.



Arts and Entertainment Hub (City Bakery at the Bentley Projects on Grant Street).

THEME 4 – ARTS AND ENTERTAINMENT HUB

“Arts and Entertainment Hub: The arts, culture, and entertainment scene that will attract the “creative class” and visitors.”

- The Strategic Vision highlighted “big things” that must be accomplished to continue to build on the Downtown as a successful arts and entertainment hub. This includes the \$600 million expansion of the Phoenix Convention Center which will be tripled in size and completed by the end of 2008.
- A key economic driver is the Downtown Sheraton Hotel which will be completed by the end of 2008 and will add 1,000 hotel rooms to the downtown market. The Sheraton will have rooftop facilities that open to the Arizona landscape and its ground floor restaurant will have outdoor seating.

The Plan focuses on arts and entertainment venues as key elements for the continued success of Downtown as a strategy to attract visitors and serve as an economic development generator.



The Dodge Theater is one of many cultural venues that helps to create the regional arts and entertainment hub.

THEME 5 – DISTINCTIVE SHOPPING

“Distinctive Shopping: The wide variety of shopping and dining opportunities make Downtown appealing for people who live there; people who live in the region; and visitors.”

- As the Downtown population increases, retail will again become a part of the Downtown urban experience. A fundamental element of the Plan is to encourage mixed-use projects with the inclusion of ground floor retail space.
- Along Roosevelt Row - a business organization representing business owners along Roosevelt Street generally from 7th Street on the east to Grand Avenue on the west - live-work spaces have opened in Artisan Village, located at 7th Street and Roosevelt. Other businesses along Roosevelt Street provide entertainment, art, food and wine venues. The Downtown Public Market continues to flourish, providing fresh, locally-grown produce and other unique items.
- New restaurants are opening in older structures. The internationally renowned and extremely popular Pizzeria Bianco in Heritage Square was one of the first, as was Fate Restaurant located adjacent to Roosevelt Row.
- The Warehouse District has the potential to become one of the signature retail/entertainment districts in the downtown. The future of this district is bright with the new residential units at Stadium Lofts, the Summit at Copper Square and new office space such as the architectural firm, CCBG. The proposed Jackson Street Entertainment District is envisioned as the city’s first urban, live-work-play district with residential, offices and entertainment. This will become the “experience retail” identified in the Strategic Vision.
- CityScape is a multi-block, pedestrian-oriented, high-rise, mixed-use urban destination for Downtown and the Valley. Once completed, it will house national and local retailers and restaurants and integrates office with residential. It will also include a boutique hotel and a creative public space through the redevelopment of Patriot’s Park as part of the project.

To realize this vision, the Plan encourages the introduction of new mixed-use zones (in the Form-Based Code) to maximize the opportunity for retail businesses and services to locate throughout the Downtown.



Red Dog Gallery - one of the unique art spaces along Roosevelt Row.



Distinctive Shopping (MADE, a shop selling hand-made jewelry on Roosevelt Street).



Fate Restaurant - offering unique Chinese cooking and late night dining.



Phoenix Museum of History - one of many cultural amenities in Downtown.



Modified Arts is one of the arts related businesses along Roosevelt Street.



Matt's Big Breakfast is one of the small businesses in Downtown that adds to the urban feel for the areas.



Adaptive reuse of historic buildings provides an opportunity to preserve an element of the community history and introduce a new use to Downtown.

THEME 6 – GREAT PLACES/GREAT SPACES

“Great Places/Great Spaces: The quality and uniqueness of historic buildings and public spaces provide identity, amenities, and opportunities for civic gatherings.”

- Phoenix is a one-of-a-kind place. Its history, climate, and current population growth make it unlike any other city. Its lively arts community and distinctive dining culture exemplify the creativity of local business owners.
- A downtown is exciting when there is a bustling street life combined with a variety of activities. The key is to have concentrated areas with synergetic activities: restaurants near sports stadiums or theaters; shops and restaurants near the Phoenix Convention Center; parks and play areas near neighborhood shopping; or jogging paths near residences with a coffee shop at the end of the route.
- Three elements have been identified as key to the creation of great places and great spaces that are compatible and needed in an urban environment: Small businesses, adaptive reuse and infill development.

Small Businesses

- There are several distinctive small businesses, dining and entertainment options that would benefit from becoming part of a larger, highly programmed destination. As Downtown grows, programmed public spaces like public markets and recreational facilities will become more prevalent, filling in the vacant and underutilized areas. In some areas, the Plan encourages, by-right, activities such as outdoor dining, dancing, and entertainment.

The Plan identifies how standards can be developed to foster small businesses that reflect the rich, creative talent of Phoenix.

Adaptive Reuse of Historic Buildings

- Historic buildings throughout Downtown present opportunities to lend a legitimacy of place to new development. Historic structures have a distinctive character that reflects the unique history of Phoenix. Recognizing that authenticity is crucial to place-making, the Plan builds on existing regulations, programs, and codes that encourage the preservation and adaptive reuse of historic and other older structures.

The Plan calls for strategies to facilitate the adaptive reuse of older and historic buildings into restaurants, retail and gallery venues. Historic and old warehouse buildings are also particularly well-suited to creative

of ce and live-work spaces, due to their wide open interior spaces. As builders preserve unique architecture and historic structures, the Plan envisions higher intensity for new buildings as permitted, as long as the new development respects the area’s historic character and scale.

Infill Development

- Infill development is the key to achieving Downtown vitality. One of the major issues in Downtown is the large number of vacant and underutilized sites. New buildings fill the gaps, and contribute to the creation of great neighborhoods and great public spaces. New infill projects, especially adjacent to historic structures are strongly encouraged because the additional workers and residents will activate the streets and support local businesses.
- New buildings will contribute to neighborhoods by ensuring that the ground floor is attractive and includes architectural elements that encourage pedestrian comfort and activity. Critical to the public realm, the building design will promote air flow, maximize shade over the right-of-way, and share open space with pedestrians by offering plazas and courtyards at the ground level.

The Plan identifies specific elements that contribute to providing identity for each character area. The elements will serve as the basis for the development standards in the Form-Based Code.

THEME 7 – THE CONNECTED OASIS

“The Connected Oasis: The distinctive sense of place derived from using both pedestrian connectivity and shade as defining elements in the design of Downtown.”

- The growing number of residents, workers, and visitors coming to Downtown creates a demand for public spaces that are comfortable and shaded. The *Downtown Strategic Vision* focused on the ‘Connected Oasis’ – a distinctive network of connected public spaces that will link all Downtown destinations and will, in the future, extend beyond Downtown into the entire community.

Pedestrian Oriented Streets

- ‘Connected Oasis’ elements include parks, urban streets, public spaces, and public art. While these “gems” are the critical nodes in urban living, it is the connectivity between them that makes Downtown a success. Green, shaded and comfortable streets and urban passageways enhance the pedestrian experience and make



Infill development in Roosevelt Neighborhood helps maintain the historic character while introducing a mixed use project and higher densities.



The Phoenix Municipal Courthouse Plaza provides shade and public art, two essential components of the Connected Oasis.



Great streets (Roosevelt Street) are critical for making connections to public spaces.



An example of a green roof on a new high-rise residential building.



Plazas that include trees and pervious surfaces (Phoenix Municipal Courthouse Plaza).

the linkage between great places and great spaces viable. The “urban passageways” diminish the perceived walking distances by offering a range of spaces, including interior mid-block passages, small outdoor plazas, courtyards, interior spaces for art, and gardens.

The Plan identifies policies that will enhance the pedestrian streetscape, and that promote the creation of urban passageways to link not only great spaces and great places, but also all character areas.

Sustainability

- A major goal for all new and existing development throughout Downtown is thermal comfort. The extreme heat of the region – and particularly the Urban Heat Island Effect (UHI) of Downtown – presents a challenge for every aspect of the design of the built environment. The Plan sets forth a variety of thermal comfort strategies to ensure that these activities are inviting even on the hottest of days. Since shade and pedestrian-friendliness are so clearly inseparable, the Plan accounts for shade along all lengths of the Downtown public space network.
- A key goal of the Connected Oasis is to ensure that buildings and public spaces make people comfortable in the hot climate, and the UHI is mitigated.

The Plan provides policies that will guide development towards sustainability by identifying building strategies and guidelines that will help reduce the temperature in Downtown spaces, and employ strategies that mitigate the rising nighttime temperatures that result from the UHI. Contributions to pedestrian comfort will be expected of all development, and additional green building measures will be encouraged.

CHALLENGES

In response to the Seven Themes, challenges were identified by the community during the process of preparing the Downtown Plan. Stakeholders emphasized that the Plan should address these challenges in addition to following the directives of the *Downtown Strategic Vision*.

1. CREATING A GREAT PHYSICAL ENVIRONMENT

Prepare a Physical Plan for Public Spaces – The Connected Oasis

- The predominant comment from all the stakeholders was the need for pedestrian comfort in the Connected Oasis. There is an overwhelming desire to have a system of pedestrian connectors to active public places, with a variety of uses that exist today and with those uses that will develop in the future. Chapter 2, The Connected Oasis, lays out a comprehensive and detailed plan for the implementation of the Connected Oasis throughout Downtown, and ultimately the expansion beyond Downtown to the creation of a regional system.

Create Public Spaces that are Memorable and Dramatic

- Stakeholders want public spaces that are memorable and dramatic, and uniquely “Phoenix.” Chapter 2, discusses a unique system of parks and public spaces and pedestrian corridors unlike any other downtown in the country. Design policies are identified that will help establish a distinctive character tailored to the desert climate for public spaces. Public art will be integrated into all the components of the Connected Oasis, which will make it truly unique and memorable.

Establish Guidelines for Shade and Environmental Sustainability

- The need for shade in the pedestrian environment, and the need to design for long-term environmental sustainability is critical. Concerns were expressed about the ability to make Downtown comfortable during hot-weather months, and the need to minimize the Urban Heat Island effect. Chapter 2, presents detailed guidelines to ensure shade, create comfortable temperatures for pedestrians, and minimize the UHI.



An artist rendering of the new Civic Space, currently under construction.



A plaza shaded by buildings and trees with forms that foster air movement (Renaissance Plaza).



Vision for the Jackson Street Entertainment District.



Pizzeria Bianco is located in Heritage Square and helps contribute to pedestrian activity.



New artist studios have been attracted to the Evans Churchill Character Area.



An historic home in the Townsends Park Character Area serves as a reminder of the original neighborhood character.

2. ENCOURAGE ECONOMIC DEVELOPMENT

Create a Plan that Attracts Private Investment and New Development

- Attracting new development that uses the vacant sites in Downtown is a top priority. Creating housing is particularly important in order to make Downtown feel safe and lively, and to attract retail and restaurants. The Plan is designed to be a tool to attract private investment and new development. Setting forth specific development standards in the Form-Based Code should give property owners and developers the confidence to invest.

Make Downtown Attractive to Employers and Residents

- Businesses and new residents have many choices in the region as to where to locate. Design character and “quality of life” features in other areas often out-compete a downtown location. Chapter 3, Downtown Character Areas, identifies the existing character for each area and the future vision that will be implemented through the Form-Based Code.

Attract New Retail, Restaurants, and Small Businesses

- Business owners, residents, and visitors all agree that Downtown needs retail, restaurants, and small businesses to be successful. Restaurants, stores, and services are the lifeblood of a downtown and contribute to a lively and interesting street experience. Chapter 2, The Connected Oasis and Chapter 5, The Circulation Plan, discuss the critical role of these uses in the long term vision and how the uses can be incorporated.

Establish a Simple and Clear Form-Based Code

- There is a need for a new zoning code for Downtown, one that is easy to understand and would result in the desired type of urban development. To attract development in Downtown, there should be clear expectations and regulations, and projects should be allowed to proceed by-right if they meet all requirements. Chapter 6, Urban Form Standards, presents the basic framework for preparing a new development code for Downtown.

3. AUTHENTICITY AND A SENSE OF PLACE

Create an Arts and Entertainment Hub

- In order to distinguish itself, Downtown should be the urban arts and entertainment hub for the Phoenix region. These uses should be attracted and supported, including regular community events, such as First Fridays, that offer opportunities to experience arts and entertainment in an exciting urban setting.

Preserve the Historic Context

- Incentives and special building codes should be established to support the preservation and renovation of historic buildings. Adaptive re-use of historic buildings for modern uses that will generate revenues for continued maintenance should be supported.

Attract Creative Small Businesses

- Creative small businesses, including retail, restaurants, and personal services should be attracted and supported. These are the uses that help distinguish Downtown from the downtowns in other cities of the region, and will help make Downtown a regional and national destination.

Incorporate Public Art in Public Spaces

- Public art should be incorporated in all the public spaces of Downtown. Public art creates a unique character and offers the opportunity to experience beauty, creativity, and inspiration in our daily lives.

4. ACCOMMODATING FUTURE GROWTH

Create Parks and Public Spaces

- With an anticipated growth of up to 40,000 new residents, the resulting density will not be sustainable without considerable investment in public spaces. Urban environments with high densities necessitate the location of public spaces so that residents, workers and visitors are within easy access of a variety of small, shaded public spaces, parks, off-leash dog parks, and recreational facilities.

Improve Circulation and Parking

- The city must continually balance the need for vehicle and transit movement, bicycles, and parking, with the need to improve the pedestrian environment. Some streets should be predominantly for auto circulation, while others should be pedestrian-oriented, offering wider sidewalks or landscaping. Additional parking needs to be provided, but in ways that make sense for a pedestrian-oriented downtown. Chapter 5, Circulation and Parking, addresses existing and future transportation issues.

Provide Diverse Housing Options

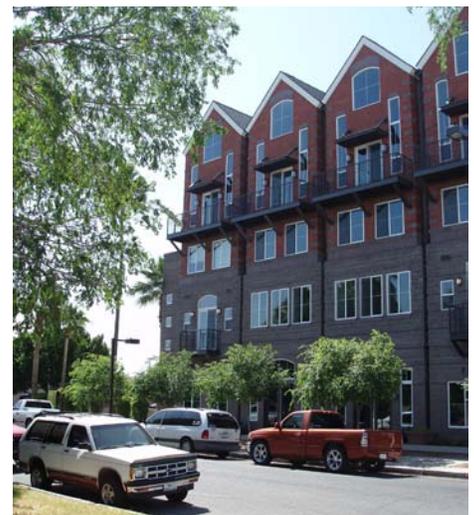
- Many of the housing developments proposed for Downtown are located in high-rises, and this type of construction tends to be expensive. Downtown should offer a diversity of housing types for households of all sizes, demographics, and incomes. The city could encourage housing developments on smaller sites; developments in lower, wood-framed buildings; and developments



Artist rendering of public art to be constructed in the Civic Space.



Portland Park and Roosevelt Square give the South Roosevelt area a distinctive character.



A new project at 215 E. McKinley includes studios, arts and live-work units.



A residential neighborhood framed by the Downtown skyline.

with smaller unit sizes. All of these options would provide more affordable units. The city could also make use of excess city land and right-of-way adjacent to parking garages as a way to provide land for workforce housing.

Protect Existing Residential Neighborhoods

- Neighborhoods in Downtown have zoning that allows much greater height and density than currently exists. Residents are concerned about the scale and design of new development in the neighborhood. As residents raise objections over proposed projects, developers state that it is difficult to respond to neighborhood concerns and still build the permitted density. These issues should be resolved through zoning specifically tailored to these areas.

GROWTH PROJECTIONS

When preparing the Downtown Plan, it was essential to have an understanding of the potential for future growth. Over the next 20 to 30 years, it is estimated there will be substantial new development in Downtown. The Maricopa Association of Governments (MAG) has developed growth projections for Downtown and its surrounding areas. Input was provided by the Planning Department staff, and the Downtown Phoenix Partnership. Analysis of existing zoning and density limits demonstrated that there is capacity within Downtown for the projected growth.

Downtown is zoned for high-density development, with land available that is either vacant or developed below the maximum density allowed. The primary areas of Downtown with vacant and underutilized parcels available for re-development are: Roosevelt South, Evans Churchill, Van Buren, and the Warehouse District. Downtown should plan for approximately 20,000 new housing units (approximately 40,000 new residents) and 32,000 new jobs over the next 20-30 years. Table 1-1 shows the total growth projections for housing, population and jobs.



The construction of the light rail system has been an economic stimulus for new Downtown development.

| Table 1-1 Downtown Growth | | | |
|---------------------------|----------------|---------------|---------------|
| Downtown Total | Dwelling Units | Population | Jobs |
| Existing, 2004 | 4,385 | 8,770 | 52,631 |
| New, 2030 | 19,591 | 39,182 | 31,718 |
| Total | 23,976 | 47,952 | 84,349 |

DOWNTOWN EXPECTATIONS - GOALS

Goals have been shaped by the *Downtown Strategic Vision* and by the input from community members and stakeholders through the Urban Form Project. Over the next 20 years, these goals should guide the review of private development projects and public investment decisions by the city and other public agencies.

GREAT PHYSICAL ENVIRONMENT

Distinctive Neighborhoods. Enhance the character areas and neighborhoods within Downtown, building on existing assets. The land uses, street design, public spaces, and building form should combine to create a distinct character, so that residents and businesses are attracted to these different areas within Downtown, each with a unique sense of place.

Great Places/Great Spaces. Continue to develop great public spaces that serve as regional destinations as well as intimate public spaces to foster activity and liveliness throughout Downtown.

Connected Oasis. Create a clearly identifiable, attractive, and comfortable pedestrian network known as the Connected Oasis, with public spaces that are exciting, memorable, and dramatic .

Cooling the Urban Heat Island Effect. Build compact high-density development in Downtown so that other land in the Phoenix region remains undeveloped and mitigates rising regional temperatures. Construct buildings, streets, and public spaces in Downtown to minimize the Urban Heat Island effect.

ECONOMIC DEVELOPMENT

A Regional Business and Financial Center. Retain and attract businesses in Downtown, in order to maintain and strengthen Downtown as a regional business and financial center.

Knowledge Anchors. Support the development of the physical and technological infrastructure for the ASU Downtown Campus, the Biomedical Campus, the University of Arizona College of Medicine - Phoenix, a teaching hospital, and other related knowledge anchors.



The historic pattern of palm trees in planter strips and deep front yards give the North Roosevelt area a distinctive character.



Cool pockets with fountains located at Arizona Center.



Existing and new office buildings demonstrate the Downtown's position as a regional business and finance center.



The expansion of the Convention Center will significantly increase the number of visitors to Downtown.



Tammy Coe's is one of the distinctive shops recently established along Roosevelt Row.



The Summit at Copper Square provides high-rise condo living adjacent to Chase Field.

Convention Tourism. Ensure that Phoenix remains a desirable convention destination by supporting the construction of new hotels, new restaurants and entertainment uses within walking distance of convention facilities.

Distinctive Shopping. Establish distinctive urban shopping destinations in Downtown, and support the establishment of small retail businesses throughout all of Downtown. Support and attract more retail, restaurants, and other similar uses that foster an active pedestrian environment in Downtown. Cluster such uses in pedestrian centers so there is a critical mass of urban vitality created in each planning area.

New Development. Attract new development on vacant and underutilized properties. Designate land near the light rail line for uses and densities that support light rail ridership.

HOUSING DOWNTOWN

Housing Downtown. Attract residential development to Downtown. This creates an active, exciting, and safe environment during daytime and evening hours, and provides a market for a broad array of stores, restaurants, and services.

Vibrant Residential Neighborhood Centers. Create residential neighborhoods with defined centers where stores, restaurants, and services are clustered. These centers provide one of the key amenities of urban living, and foster a sense of community.

Housing Diversity. Establish regulations and incentives that support a range of housing types within Downtown, serving the entire range of incomes of Phoenix residents. Designate land for high-density development in Downtown, with the highest densities in the Business Core and appropriate transitions to lower densities near the surrounding residential neighborhoods.

IMPLEMENTATION

Establish new land use, density, and zoning regulations that are consistent with the vision for Downtown and preserve property rights entitlements at least equivalent to those which already exist.

Establish a regulatory framework and development review process that is clear and streamlined, and accommodates both the expeditious processing of development applications and opportunities for community input.

HOW TO USE THIS PLAN

Each chapter of the Plan contains explanatory text intended to describe the rationale for the policies and clarify intent. The Plan includes drawings and figures that illustrate some of the policies.

The Downtown Plan is designed to be a bridge between the *Downtown Strategic Vision* and the regulations and public improvement projects that will implement that vision. The Plan will serve several functions:

- Guide policy decisions related to private and public projects in Downtown and more specifically to implement the Connected Oasis Plan;
- Establish the framework for new zoning regulations for private and public development, including land use, ground floor uses, building form, height and density;
- Establish design standards for streets, parks and public spaces, and;
- Describe and prioritize capital improvement projects for Downtown, including parks and plazas, streetscape improvements, traffic circulation improvements, public art, and historic preservation.



FIGURE 1-2
SIDEWALK SHADING OPTIONS

THE DOWNTOWN PLAN CHAPTERS

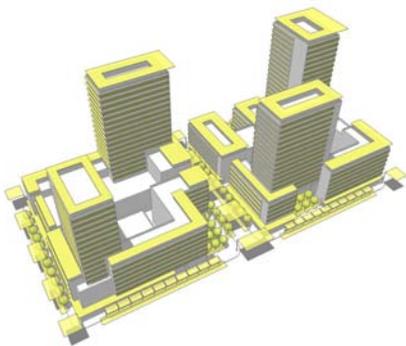
The components of the Downtown Phoenix Plan have been integrated into seven chapters. The content of the chapters and how they implement the Strategic Vision is described below:

Chapter 1, Vision for Downtown - describes the relationship between the Plan and the Strategic Vision and Blueprint. It discusses the Seven Themes identified in the Vision and how the Plan addresses and responds to those Themes. Also discussed are the critical issues and the Key Components that are included in the Plan to respond to those issues.

Chapter 2, The Connected Oasis: “The Big Idea” - presents the overall vision for the Connected Oasis and describes how the concept can be the determining factor regarding the future of the Downtown. This discussion includes an analysis of future parks needs and potential locations for additional parks sites to respond to the increase of residents and employees.



Downtown Phoenix as envisioned with a network of comfortable and walkable Green Streets.



Typical shading diagram for upcoming Form-based Code.

Chapter 3, Downtown Character Areas - describes the detailed recommendations for each character area, including zoning, circulation improvements, parks, streetscape projects, and other actions that address specific issues in each planning area. This carries out the direction of the Strategic Vision related to Downtown Living and Great Neighborhoods. This chapter is the first step in the process of identifying the specific development standards for the individual character areas. The subsequent step is an ongoing series of meetings with stakeholders in each Character Area and refining of the specific policies and ultimately development standards.

Chapter 4, Sustainable Development in a Desert Climate - presents the research and proposed guidelines for addressing the issues of the Urban Heat Island Effect, pedestrian comfort, and long term Downtown sustainability.

Chapter 5, Circulation and Parking - presents the long term plan for auto, transit, pedestrian, bicycle circulation, and a long-term parking strategy. This supports the Strategic Vision by specifying the circulation system improvements needed to support the new employment uses and new residential development.

Chapter 6, Urban Form Standards - presents the proposed development standards to be incorporated into the Downtown Form-Based Code. The Form-Based Code will be the primary implementation tool for the Strategic Vision and Downtown Phoenix Plan.

Chapter 7, Implementation - outlines the actions and strategies for implementing the Plan.

NEXT STEPS

The Downtown Phoenix Plan is just one of the steps in the process of implementing the Downtown Strategic Vision. The Downtown Plan will be supplemented by the continued detailed planning being conducted by the Planning Department in conjunction with stakeholders in each of the Character Areas. The resulting Character Area Plans will serve as the basis for the preparation of the Form-Based Code.



FIGURE 1-3 1ST STREET LINEAR PARK