

# PHOENIX



# ARTS DISTRICT

**A  
POLICY PLAN  
FOR THE  
PHOENIX ARTS DISTRICT**

**Phoenix, Arizona**

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Council Members

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Prepared for:

Arts District Coordinating Committee  
Central City Village Planning Committee  
Encanto Village Planning Committee

Prepared by:

City of Phoenix Planning Department  
EDAW, Inc.

1991

# The Phoenix Arts District Plan

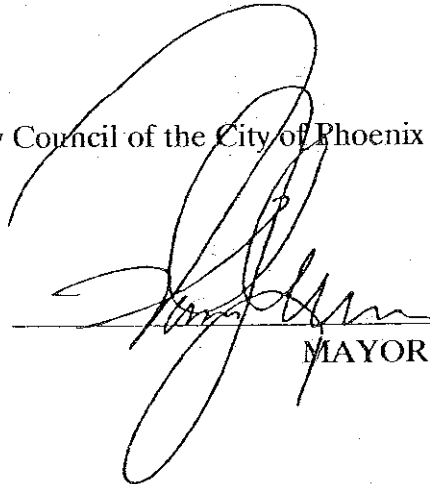
RESOLUTION NO. 17964

A RESOLUTION ADOPTING THE POLICY PLAN FOR THE PHOENIX ARTS DISTRICT.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PHOENIX as follows:

Section 1. A Policy Plan for the Phoenix Arts District which accompanies and is annexed to this Resolution and declared a part hereof, is hereby adopted as a policy plan.

PASSED by the City Council of the City of Phoenix this 15th day of January, 1992.

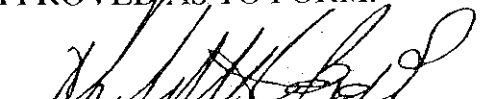


MAYOR

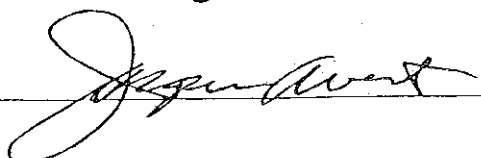
ATTEST:

  
\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
ACTING  
City Attorney

REVIEWED BY:

  
\_\_\_\_\_  
ACTING  
City Manager

# THE PHOENIX ARTS DISTRICT PLAN

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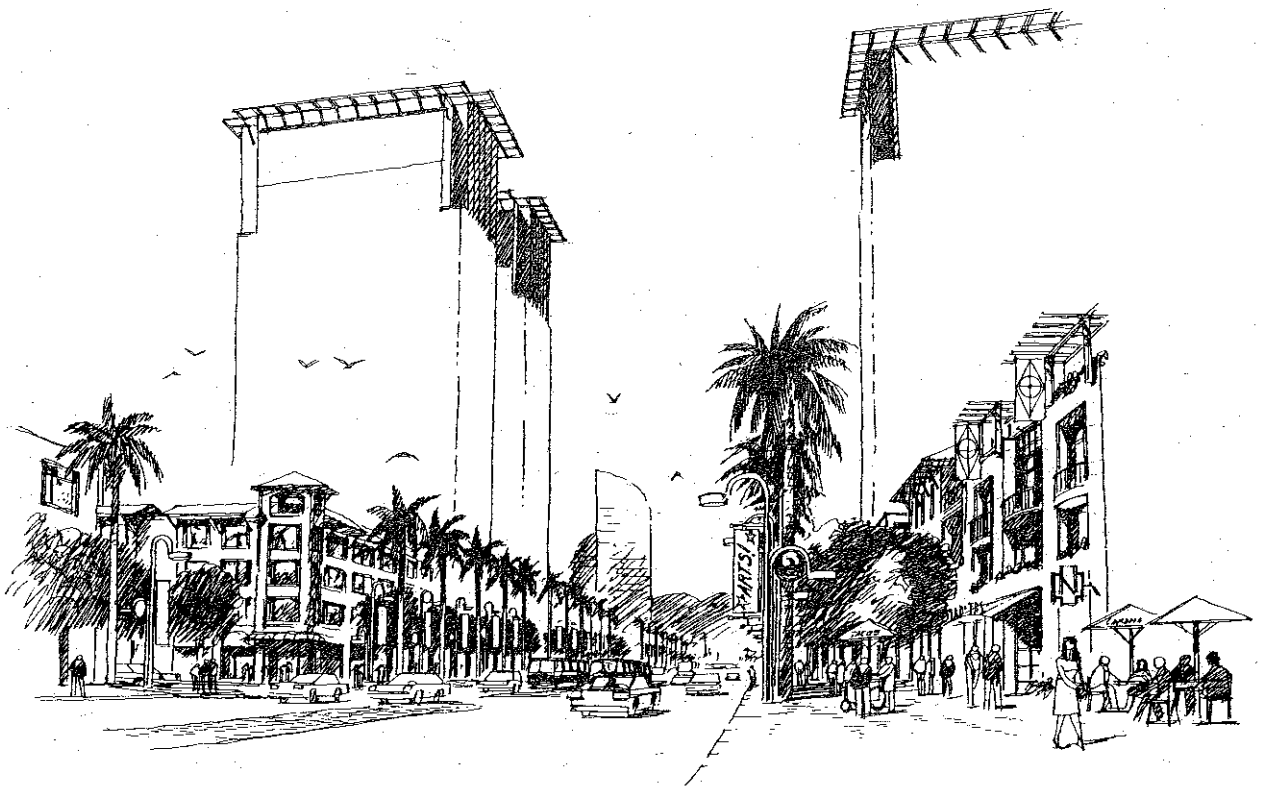
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# EXECUTIVE SUMMARY



Central Avenue Image

## EXECUTIVE SUMMARY

The Phoenix Arts District Plan was developed by the staff of the Phoenix Planning Department under the guidance of the Arts District Coordinating Committee (a citizens committee). The plan was developed through a series of public workshops and reflects an effort to integrate Phoenix' major arts and cultural institutions into a defined arts-related district providing a variety of arts-related activities.

This is a policy plan intended to be used as a guide for future investments and land use decisions. The Plan envisions an Art Walk as the center piece of the Arts District. The Art Walk will provide a linking element between the three major cultural anchors: the Heard Museum, the Phoenix Art Museum, and Phoenix Little Theater, and the proposed new Phoenix Central Library adjacent to Margaret T. Hance (Deck) Park.

Included in the Plan are development incentives and design guidelines designed to encourage the incorporation of the Art Walk and art amenities into individual project designs. It will be necessary for all individual properties within the boundaries of the Arts District to work together, incorporating arts elements into projects to achieve the cohesiveness of a unified "Arts District." The Plan also provides a recommendation to conduct a design charrette to focus on the specific design features of the Art Walk.

The Art Walk design charrette will be a workshop involving interested citizens, area property owners, and design professionals trained in city planning, architecture, landscape architecture, and urban design. The design professionals will be asked to identify and explore physical design improvements for the Art Walk. The professionals will base their recommendations on community comments, professional experience, and the merits of the Plan.

The Action Program (Section 6.3) proposes investigating methods of financing both public and private improvements and facilities, as well as recommending a series of short term district identity improvements. The Plan also provides a development incentives program (Section 6.4) aimed at trading development intensity and building height for site amenities and a parcel development program that specifies design elements which are appropriate for individual development sites within the Arts District.

The implementation of the Phoenix Arts District Plan will be overseen by an Arts District Board. The Board will be appointed by the City Council and will provide representation of the various interests groups within and adjacent to the Arts District. The Management Program (Section 6.6) outlines the powers and responsibilities of the Board.

## The Arts District Vision

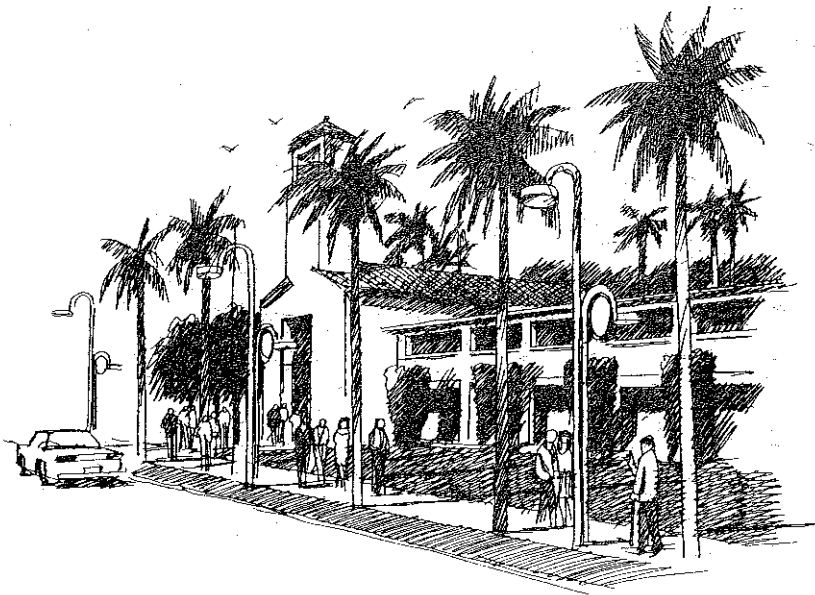
The Arts District is envisioned as a Valley-wide destination where people can view and participate in artistic, cultural, and civic events. It will be a vital element in a network of art and cultural activities located throughout the Valley. The Arts District will be a showcase for such activities and a resource for enhancing the positive impact of arts and culture on our everyday lives.

The Arts District also will be an economic development tool through its enhancement of Phoenix' quality of life and by its focus on excellence in design. The Arts District will attract new businesses, new development, new activities, and new families to central Phoenix. Existing businesses will be enhanced and property values will rise.

The Arts District will be a physical as well as a cultural oasis. It will be an attractive, pedestrian-scaled environment utilizing shade, vegetation, water features, distinctive lighting, seating, public art, and open plazas for performances and exhibits. A mix of cultural, residential, and office uses will be included, plus sidewalk cafes and specialized retail outlets, all designed to activate the area during the work day, evenings, and weekends. Through its proximity to the surrounding central Phoenix neighborhoods, the Arts District and the environment it will create will strengthen and accelerate residential revitalization efforts.



# INTRODUCTION



United Methodist Church

## **I. INTRODUCTION**

### **1.1 The Value of Arts to the Community**

Arts enrich the quality of urban life, reinforce community pride, and contribute to the local economy by attracting new investment and stimulating revitalization. Studies and experience have both shown that a direct link exists between a community's cultural foundation and its economic one. A strong arts base, or lack of it, can influence the tourist preparing for vacation, the convention chairman selecting a site, the corporation looking for a new headquarters, or the family looking for a new home. Arts impact the look of a city, its image, its vitality, its lifestyle.

The clustering of cultural and arts facilities to create a strong activity and cultural focus has been a principle of civic organizations for hundreds of years. Today, major U.S. cities are expanding on this principle by blending facilities and activities of art and cultural groups with private and public developmental projects. This has benefitted all parties involved by creating a greater level of activity than each could generate individually, and by raising the overall image and vitality of the area.

### **1.2 Mission Statement**

A unique opportunity exists at this point in time to create an Arts District in Phoenix. The venerable Heard Museum serves as the northern anchor in the Arts District. On the southern portion, the City will build a new Phoenix Central Library at the southeast corner of Central Avenue and Willetta Street; the Phoenix Art Museum located at the northeast corner of Central Avenue and McDowell Road will be greatly expanded; the Margaret T. Hance (Deck) Park over the Papago (I-10) Freeway will generate activity with its plazas, fountains and cultural events; and Central Avenue

recently received special design treatment as part of a major beautification program. All of these projects will come to fruition over the next few years; and all of these improvements are concentrated in a relatively small area.

These significant investments and the activities and the people that they will bring to the small geographic area between Margaret T. Hance (Deck) Park and the Phoenix Art Museum, can be a catalyst to establish this area as the initial leg of the Art Walk, a place where people congregate to experience cultural resources and to participate in cultural activities. The challenge is to capitalize on the framework created by these committed municipal investments. This will be accomplished by incorporating the Arts District concept into specific improvements designed to link the cultural anchors together physically, and by common themes and scheduled activities and events. The goal is to establish the entire area as a destination for multiple cultural endeavors.

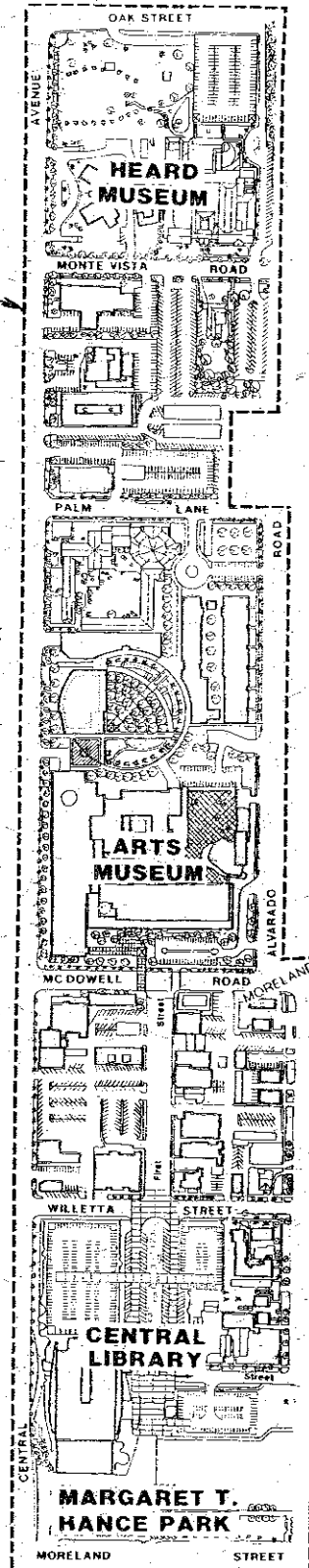
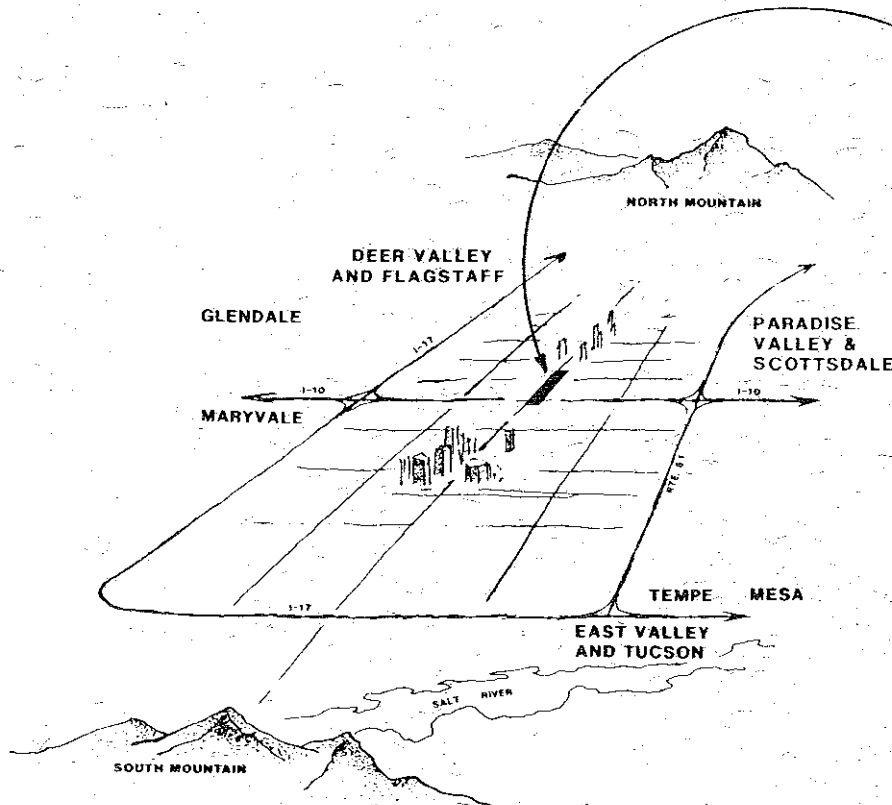
Expansion of the Arts District concept beyond the initial area of focus will take significant private investment over time.

### **1.3 Background**

The concept of clustering cultural amenities has rich rewards for cultural sponsors and providers and for the community as a whole, both through enhancement of the quality of life and from an economic development standpoint. The Central Phoenix Committee recognized the opportunity provided by the development of the Margaret T. Hance (Deck) Park and the proximity of the Phoenix Art Museum the Phoenix Little Theater and the Heard Museum. In February 1987, the Central Phoenix Committee appointed an Arts District Task Force to explore the potential of creating a cultural district which would include mixed-use development. The task force recommended moving the Phoenix Central Library to the edge of Margaret

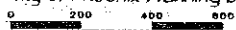
FIGURE 1

VICINITY MAP



# PHOENIX ARTS DISTRICT

City of Phoenix Planning Department



T. Hance (Deck) Park along the east side of Central Avenue; expanding the Phoenix Art Museum and Phoenix Little Theater; seeking bond funding for these improvements and preparing a Plan for the development of the Arts District.

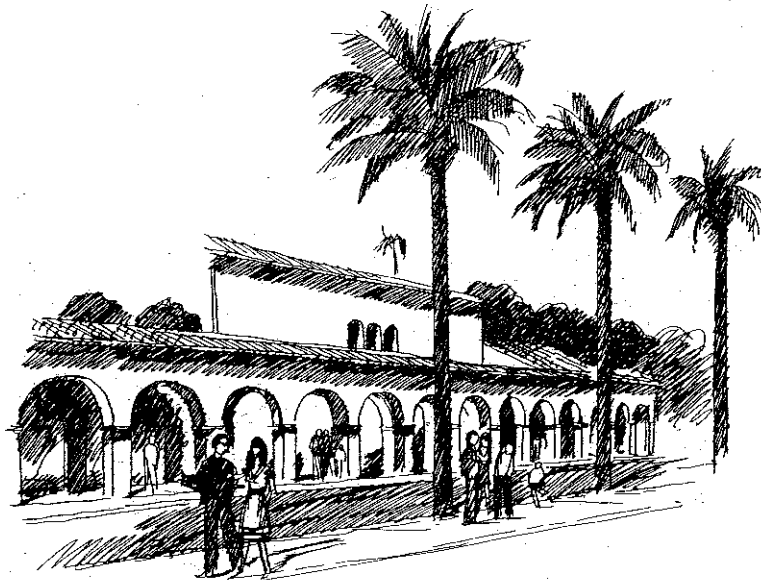
Upon reviewing the task force recommendations, the City Council formed a citizens' committee, the Phoenix Arts District Coordinating Committee (Committee), and charged it with guiding and overseeing development of an Arts District concept plan for this area to coincide with the planned cultural improvements. This Plan represents the culmination of over 30 months of effort by the Committee with the assistance of a consultant, City staff, and others who have an interest in the project.

The proposed Plan is the first step in a continuous process to create a unique and active Arts District in Phoenix. The Plan establishes the vision for an Arts District in Phoenix, and outlines in a general manner the important considerations and the key ingredients that are necessary to successfully create an Arts District in the geographic area proposed. Additional planning will be required to establish a specific work program which clearly defines not only the actions necessary to establish an Arts District but also the procedures and processes that will need to be in place to ensure that initial success and momentum are sustained.

#### **1.4 Organization of the Report**

The report is divided into six principal sections and a seventh section that includes appendices. Following this introduction, goals and objectives for the Arts District are identified in Section Two. Next, existing conditions are reviewed in Section Three. Section Four presents the concept plan for the Arts District. Section Five contains design guidelines. Finally, Section 6 provides implementation recommendations. Report recommendations are enclosed in boxes for the convenience of the reader.

# GOALS AND OBJECTIVES



Heard Museum

## 2. GOALS AND OBJECTIVES

### 2.1 Statement of Purpose

The goals and objectives that the Committee and the City hope to achieve by the creation of the Arts District form the basis for the recommendations contained in this plan. These goals represent the expectations of citizens and business people who have participated in the preparation of the Plan. The Committee acknowledges that not all of the goals and objectives will be attainable in the early phases of the Arts District. The goals and objectives should be used to guide decisions that will affect the Arts District so that, over time, they will be achieved through the implementation of policies in this document.

The Committee's overall goal is to create a successful Arts District that serves as a cultural focal point not only for Phoenix but for the entire Valley by linking the three major cultural anchors (the Heard Museum, the Phoenix Art Museum, and the Phoenix Central Library adjacent to Margaret T. Hance [Deck] Park).

Specific Arts District goals and objectives are as follows:

### 2.2 Goals and Objectives

**Goal 1:** The Arts District will provide a wide range of artistic and cultural experiences designed to capitalize on and augment existing and planned cultural facilities in the area.

*Objective 1-1:* The Arts District will include public spaces and facilities to accommodate indoor and outdoor artistic and cultural activities for both daytime and evening hours.

*Objective 1-2:* The Arts District will include a broad range of indoor and outdoor artistic and cultural activities programmed to appeal to a wide spectrum of socioeconomic groups.

*Objective 1-3:* The Art Walk Area will include indoor spaces and facilities (such as galleries, studios, performance and practice spaces) and cultural and educational facilities that enhance the unique character of the Arts District.

*Objective 1-4:* The Arts District will create opportunities for partnerships or cooperative programs between the City and the private sector to implement the goals and objectives of the Arts District.

**Goal 2:** The Arts District will have a distinct image and character reflecting its unique role as the cultural and artistic heart of the City.

*Objective 2-1:* High quality urban design (architecture, landscape architecture, planning, and engineering) will be utilized to create a unique character for the area that is beautiful and stimulating while being safe and economically viable.

*Objective 2-2:* Infrastructure elements will be designed to intrude as little as possible on the aesthetic enjoyment of the Arts District's environment.

**Goal 3:** The Arts District will have as a basic framework, a safe pedestrian-oriented environment.

*Objective 3-1:* The Arts District will include a safe pedestrian circulation system with walkways and plazas that separate, as much as possible, vehicular and pedestrian activities while incorporating opportunities for bicycle travel.

*Objective 3-2:* The current level of private vehicular access will be maintained and opportunities for public

transportation services will be enhanced.

*Objective 3-3:* Local street access will be limited based on both the Willo and Roosevelt Special Planning District Plans.

*Objective 3-4:* Underground parking will be emphasized to serve all facilities in the Arts District. When surface parking is the only viable alternative, the visual impact of surface parking, as viewed from adjacent areas, will be mitigated by landscaping or appropriate screening techniques.

*Objective 3-5:* Whenever possible the sharing of Arts District facilities and amenities by tenants, especially parking, should be encouraged.

**Goal 4:** Neighborhoods will be preserved and enhanced.

*Objective 4-1:* The existing housing stock will be preserved and protected.

*Objective 4-2:* The Art Walk Area will include opportunities for mixed use developments, emphasizing retail uses, to serve both the Arts District and the surrounding neighborhoods.

*Objective 4-3:* Local streets will be protected from non-residential traffic by providing street closures where necessary.

**Goal 5:** The Arts District will be created and implemented by the community.

*Objective 5-1:* The Arts District concept will be prepared as a community-based plan.

*Objective 5-2:* The management structure for the Arts District will provide opportunities for volunteer participation in organizing and conducting events and activities.

*Objective 5-3:* An organization will be established to oversee the ongoing maintenance of the Arts District.

*Objective 5-4:* Implementation strategies and programs that involve public sector-private sector cooperation will be encouraged to assure the success and the viability of the Arts District.

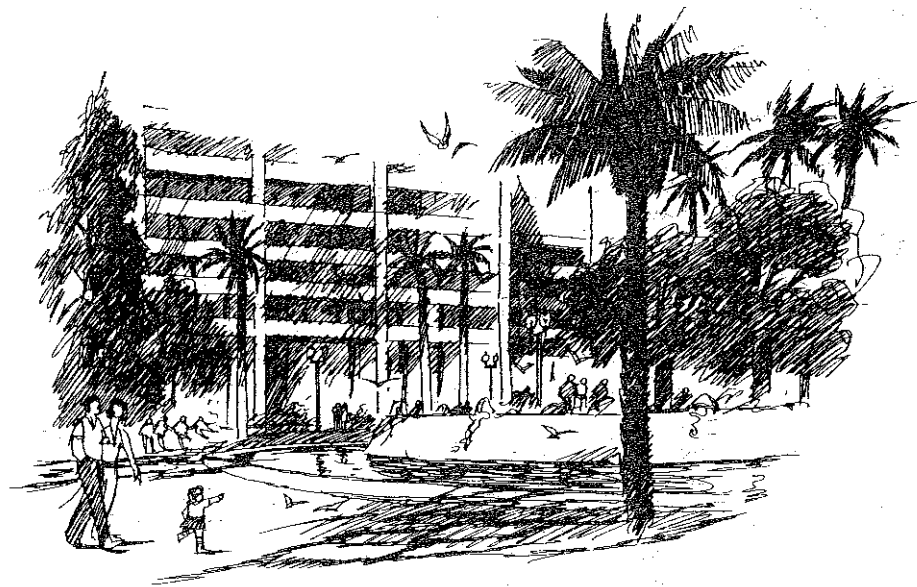
**Goal 6:** The Arts District will address environmental sensitivity through climate control measures including innovative shading techniques.

*Objective 6-1:* Design guidelines and development standards will be provided for climate control which encourage such technology as the use of appropriate building materials and cool towers.

*Objective 6-2:* An oasis environment will be created through the creative use of carefully selected vegetation and shade-producing materials.

*Objective 6-3:* A balance between environmental concerns and economic viability will be maintained within the Arts District.

# EXISTING CONDITIONS



Dial Corporation "Playhouse in the Park"



### 3. EXISTING CONDITIONS

#### 3.1 Planning Area Description

##### Context Area

The Arts District is situated within a three square mile context area in the portion of central Phoenix from 7th Avenue on the west to 7th Street on the east and from Osborn Road on the north to Lincoln Street (railroad right-of-way) on the south. In this area there are at least 32 cultural facilities. Amidst this concentration of arts and cultural facilities are the Phoenix Central Library, Phoenix Art Museum, and Phoenix Little Theater complex and the Heard Museum. The close proximity of these cultural facilities offers extraordinary opportunities for related program activities and a resource and information base, all within a convenient walk of each other.

The arts and cultural related facilities within the immediate area will support and strengthen the Arts District's goals and objectives by providing compatible and complementary uses throughout the Central Corridor. The following list identifies these facilities. The arts-related facilities located within the Arts District boundaries are indicated in bold text and are provided in Figure 2.

##### Central Phoenix Arts and Cultural Facilities

**Greyhound Theater:** Central Avenue & Palm Lane

**Heard Museum:** 22 East Monte Vista Road

**Herberger Theater Center:** 222 East Monroe Street

**Heritage Square:** 6th Street & Monroe Street

**Patriots Square Park:** Central Avenue & Washington

**Phoenix Art Museum:** 1625 North Central

**Phoenix Little Theater:** 23 East Coronado Road

**Symphony Hall:** 225 East Adams

**11 East Ashland Gallery:** 11 East Ashland

**Kowal-Meyers Building:** Jackson & 5th Avenue\*

**Arizona Historical Society Museum:** 1242 North Central

**Arizona Historical Society Museum Annex:** 1124 North 3rd Avenue

**Arizona Museum of Science and Technology:** 80 North 2nd Street

**Ariztlan:** 817 North 1st Street\*

**Asian Arts Center:** 318 North 5th Avenue

**The Babbitt Building:** 1015, 1017, 1019, 1021 North Central Avenue\*

**Black Theater Troupe:** 333 East Portland

**John Douglas Cline Gallery:** 424 North Central

**Craftsman's Co-op Gallery:** 614 East Adams

**Faux Cafe Studios & Gallery:** 201 South Central

**Hjalmarson Art Pottery:** 45 West Lynwood\*

**IS621 Studio:** 621 North 3rd Street\*

**Jackson Street Studios:** 15 East Jackson\*

**Emily Long Studio:** 128 East Taylor\*

**MARS Artspace:** 130 North Central

**Museo Chicano:** 641 East Van Buren (2nd Floor)

**Palace West (Orpheum) Theater:** 203 West Adams Street

**Phoenix Forge:** 130 East Taylor

**Project Arts:** 815 North Central

**Security Pacific Gallery:** 101 North Central

**Trueorder:** 1429 North 1st Street\*

**Visual Arts Building/3rd Street Theater:** 214 East Moreland Street

##### Service Organizations

**Arizona Commission on the Arts:** 417 West Roosevelt Street

**Arizona Humanities Council:** 1242 North Central

**ATLANTL:** 402 West Roosevelt Street

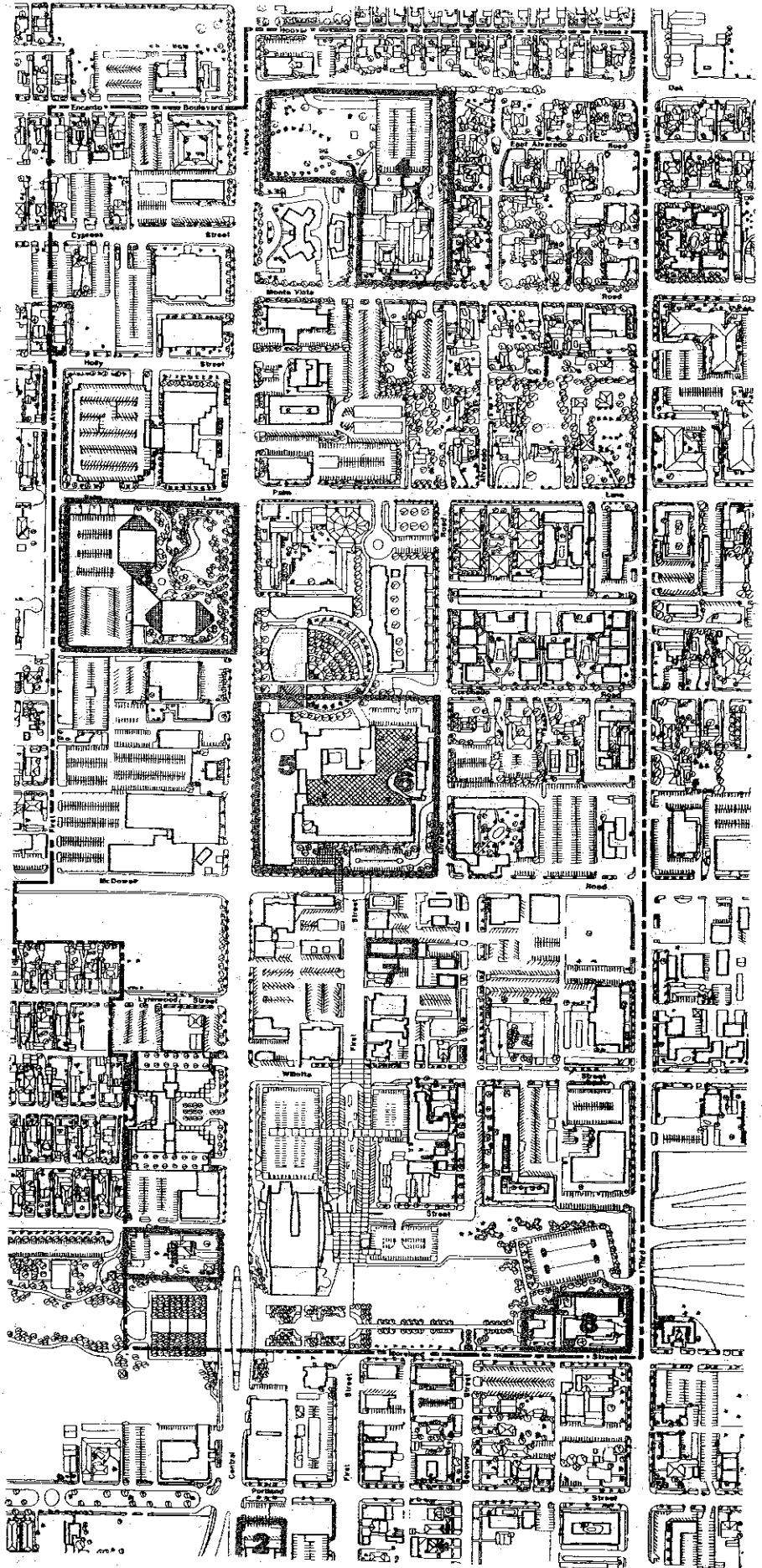
**Phoenix Arts Commission:** 323 West Roosevelt Street

\* Artist studios, not generally open to the public.

FIGURE 2

LOCATIONS OF ARTS RELATED SITES WITHIN THE ARTS DISTRICT

- 1 Arizona Historical Society Museum
- 2 The Babbit Building
- 3 Dial Playhouse on the Park
- 4 Heard Museum
- 5 Phoenix Art Museum
- 6 Phoenix Little Theatre
- 7 Trueorder
- 8 Visual Arts Building  
3rd Street Theatre



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### Arts District Boundaries

The Arts District generally can be described as a 2,000 foot wide corridor with the existing First Street alignment as the central north-south axis, extending from the Margaret T. Hance (Deck) Park on the south to Hoover Avenue on the north. The Arts District contains approximately 194 acres.

The Arts District has been divided into two areas for planning purposes: the Art Walk Area and the Area of Influence. The two areas are described in Appendix B and are depicted graphically in Figure 3.

### 3.2 Existing Land Use

As previously noted, the Arts District contains approximately 194 acres. Of this total, nearly 45 acres are devoted to public rights-of-way. Figure 4 depicts existing land uses in the area. The following table lists the various uses by acreage and percentage:

Land Use	Acreage	% of Total
Residential 10	3.6	1.9
Residential 2-5	9.2	4.7
Residential 5-15	3.0	1.5
Residential 15+	10.7	5.5
Hotel	2.9	1.5
Office	33.3	17.2
Retail	2.3	1.2
Public/Quasi Public	74.2	38.2
Parks/Open Space	11.5	5.9
Surface Parking	18.7	9.6
Structured Parking	5.4	2.8
Undeveloped/Vacant	12.5	6.4
Public Right-of-Way	45.0	23.2
	194.0	100.0

Note: The above table percentages are based on net lot areas; the following discussion on existing land use is based on the exclusion of the public right-of-way within the land area total of the Arts District.

Nearly 20% of the land area is devoted to residential use. A mix of types and densities is present, ranging from large lot single-family homes to multi-family high rise. Most of the residential uses are located along the eastern and northern borders of the Arts District.

Office use is the dominate use. Office uses currently make up over 22% of the total land area. Though total building space (square footage) is most prevalent along the Central Avenue corridor, a significant amount of garden style office space exists along Third Street.

Zoning approvals have been granted for three additional major office projects. These projects, Dial Corporation's Phase II, Perini, and Central Park Square Phase II, are located along Central Avenue and would total approximately 1,675,000 square feet of usable office space as proposed. Though timing on these projects is unknown, it can be assumed that, given recent trends, total buildout will not occur until well into the next decade.

Public/quasi-public uses also comprises 27% of the total land area. Major facilities include the Phoenix Central Library (including land to be cleared for a new library), the Phoenix Art Museum and Phoenix Little Theater, the Community Arts Center, the Heard Museum, and the Methodist Church. Margaret T. Hance (Deck) Park also is included in this category.

Approximately 16% of the land area is devoted to parking. This figure is apt to decline as more surface parking is redeveloped and replaced with structured parking.




### Conformance with Other Plans

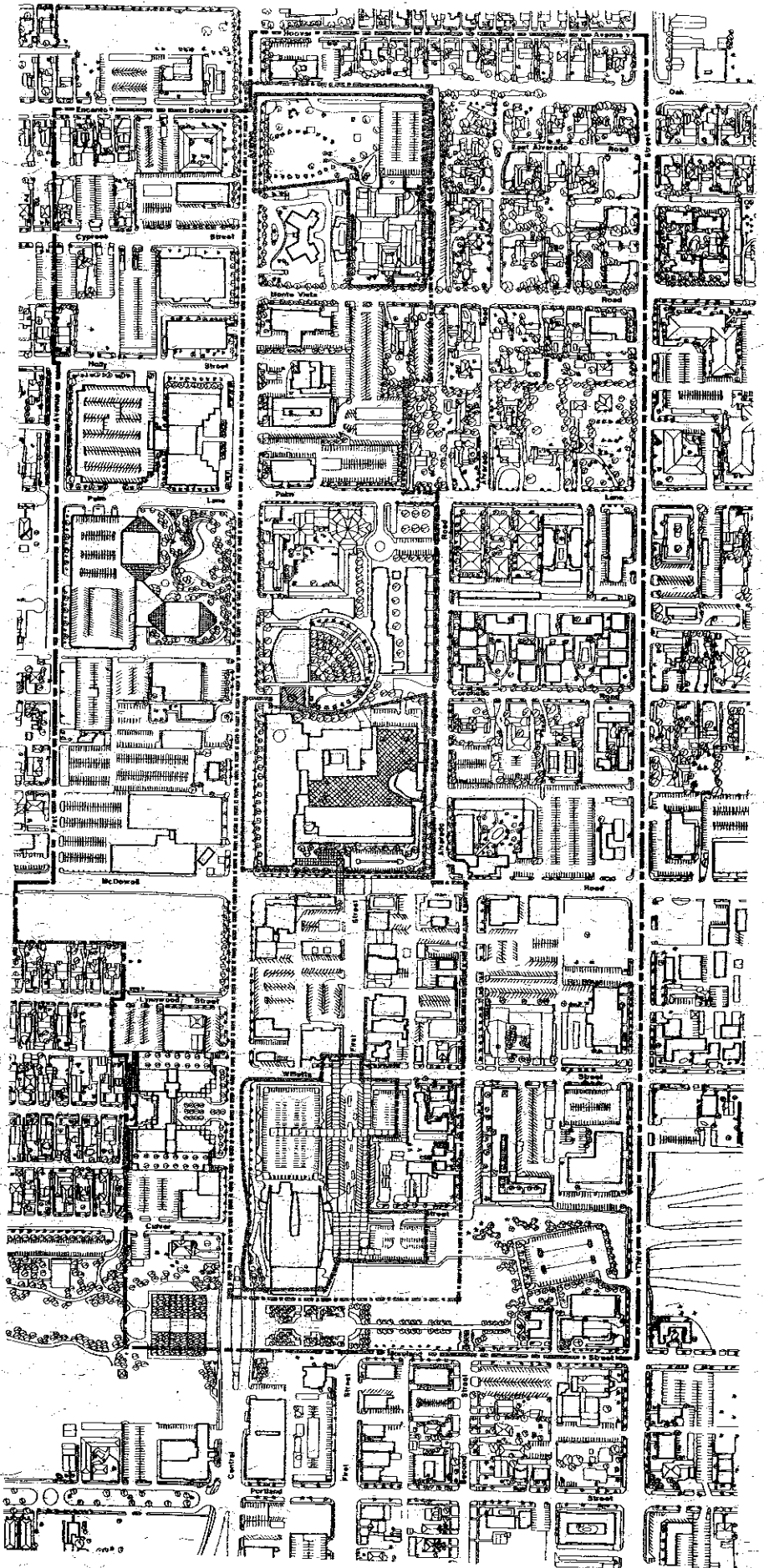
#### General Plan

The General Plan for Phoenix 1985-2000 designates land within the Arts District for four primary uses. The land use designations are provided in Figure 5 and

FIGURE 3

ARTS DISTRICT BOUNDARIES

- Cultural Anchors 
- Art Walk Area 
- Area of Influence 



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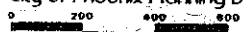
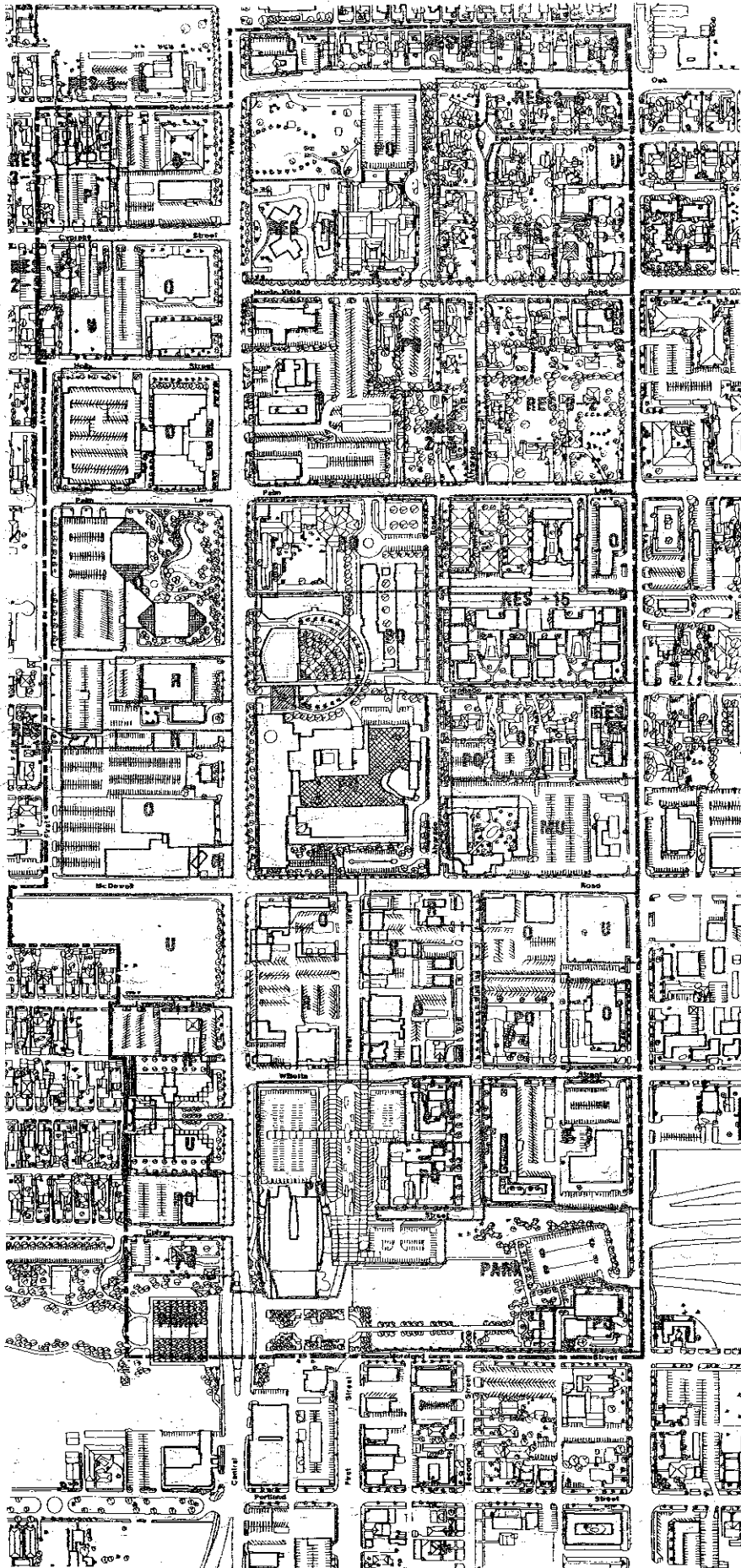


FIGURE 4



EXISTING LAND USE

Residential 0-2 DU / Ac	<b>RES 0-2</b>
Residential 2-5 DU / Ac	<b>RES 2-5</b>
Residential 5-10 DU / Ac	<b>RES 5-10</b>
Residential +15 DU / Ac	<b>RES +15</b>
Office	<b>O</b>
Retail	<b>R</b>
Mixed Use	<b>MU</b>
Public / Quasi Public	<b>PQ</b>
Parking	<b>P</b>
Undeveloped	<b>U</b>

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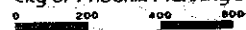


FIGURE 5

GENERAL PLAN  
LAND USE DESIGNATIONS

Residential 2-5 DU / Ac

RES 2-5

Commercial

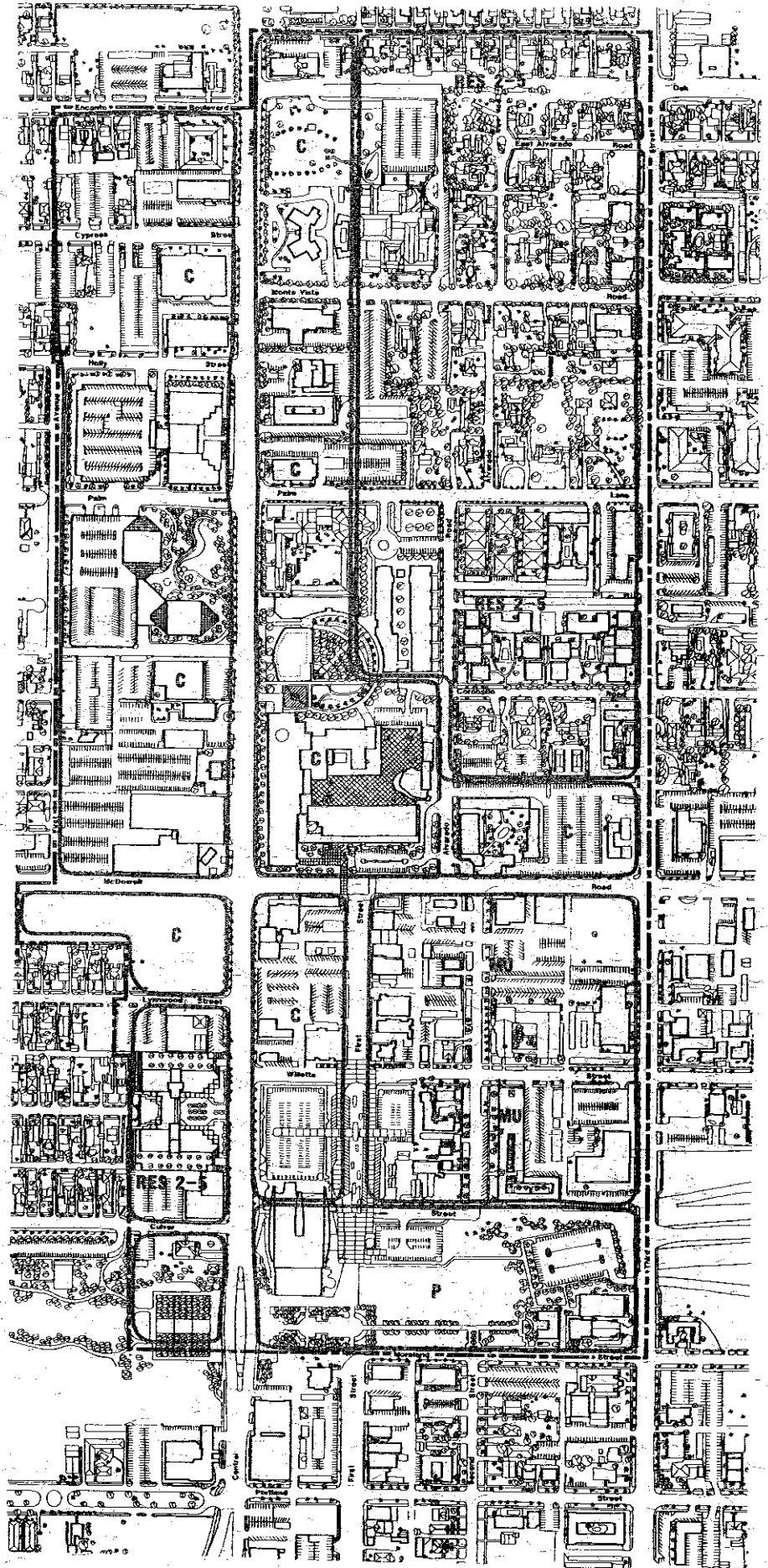
C

Mixed-Use

MU

Parks and Open Space

P



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include: residential (2-5 dwelling units per acre), parks and open space, mixed use, and commercial. Residential uses are shown generally north of Coronado Road, east of First Street (extended), and in the area bounded by Lynwood Street, Central Avenue, Margaret T. Hance (Deck) Park, and the west boundary of the Arts District. Except for Margaret T. Hance (Deck) Park which has a parks and open space designation, commercial uses are designated on the remainder of the Arts District with the block between McDowell Road, Culver Street, First Street, and Third Street being designated for mixed use development.

All provisions within the Arts District Plan are in conformance with the General Plan. At a future date, the City should take action to change the land use classification for the new Phoenix Central Library to public/quasi-public from commercial.

#### *Village Plans*

The Arts District lies within two urban villages: Encanto (the area north of McDowell Road) and Central City (the area south of McDowell Road). The Arts District Plan is compatible with the overall goals and objectives for each village.

#### *Specific Plans*

The Arts District shares land area which is incorporated within the Downtown Specific Plan. The area south of McDowell Road between the First Avenue alignment and Third Street is referred to as the Arts District South Character District within the Downtown Plan. The Downtown Plan envisions the area containing a mix of land uses including office, retail, and residential. The Arts District Plan is compatible with the Downtown Plan.

#### *Area Plans*

The Arts District abuts two special planning districts, both located west of the

Arts District. The Roosevelt Special Planning District extends from Roosevelt Street to McDowell Road while the Willo Special Planning District extends from McDowell Road north. The Roosevelt Plan recommends a mixture of residential and parking along its eastern boundary whereas the Willo Plan recommends a transitional option of either residential or office along its eastern boundary. As proposed, the Arts District Plan is compatible with both area plans.

### **3.3 Existing Zoning**

Figure 6 displays the existing zoning within the Arts District. Central Avenue between Indian School Road and McDowell Road is designated for high-rise development. Current City policy encourages the most intense development within the Encanto Village Core, which encompasses an area generally between 3rd Street and 3rd Avenue from Thomas Road to Indian School Road.

Two of the four neighborhoods immediately adjacent or within the Arts District have been designated with an historic overlay zoning district (Willo and Roosevelt). Both the Alvarado and Ashland Place neighborhoods are being considered for the historic district zoning overlay.

### **3.4 Market Conditions**

Almost nine million square feet of office uses exist along Central Avenue between 3rd Street and 3rd Avenue and from McDowell Road to Camelback Road. Zoning approval has been provided for approximately eight million square feet of additional office and retail uses. Parcels which have not received final zoning could total another six to eight million square feet of potential office. Historically, absorption of office space along the Central Avenue corridor has been approximately 500,000 square feet per annum. Development is projected to remain at that level through 2005. Parcels which are expected to redevelop are provided in Figure 14,

FIGURE 6

EXISTING ZONING

Single Family Districts

R1-10  
R1-6

Multi Family Districts

R-3  
R-4  
R-5

Neighborhood Retail /  
Intermediate Business  
Districts

C-1  
C-2

Office District

C-0

Limited Parking District

P-1

General Parking District

P-2

High Density District

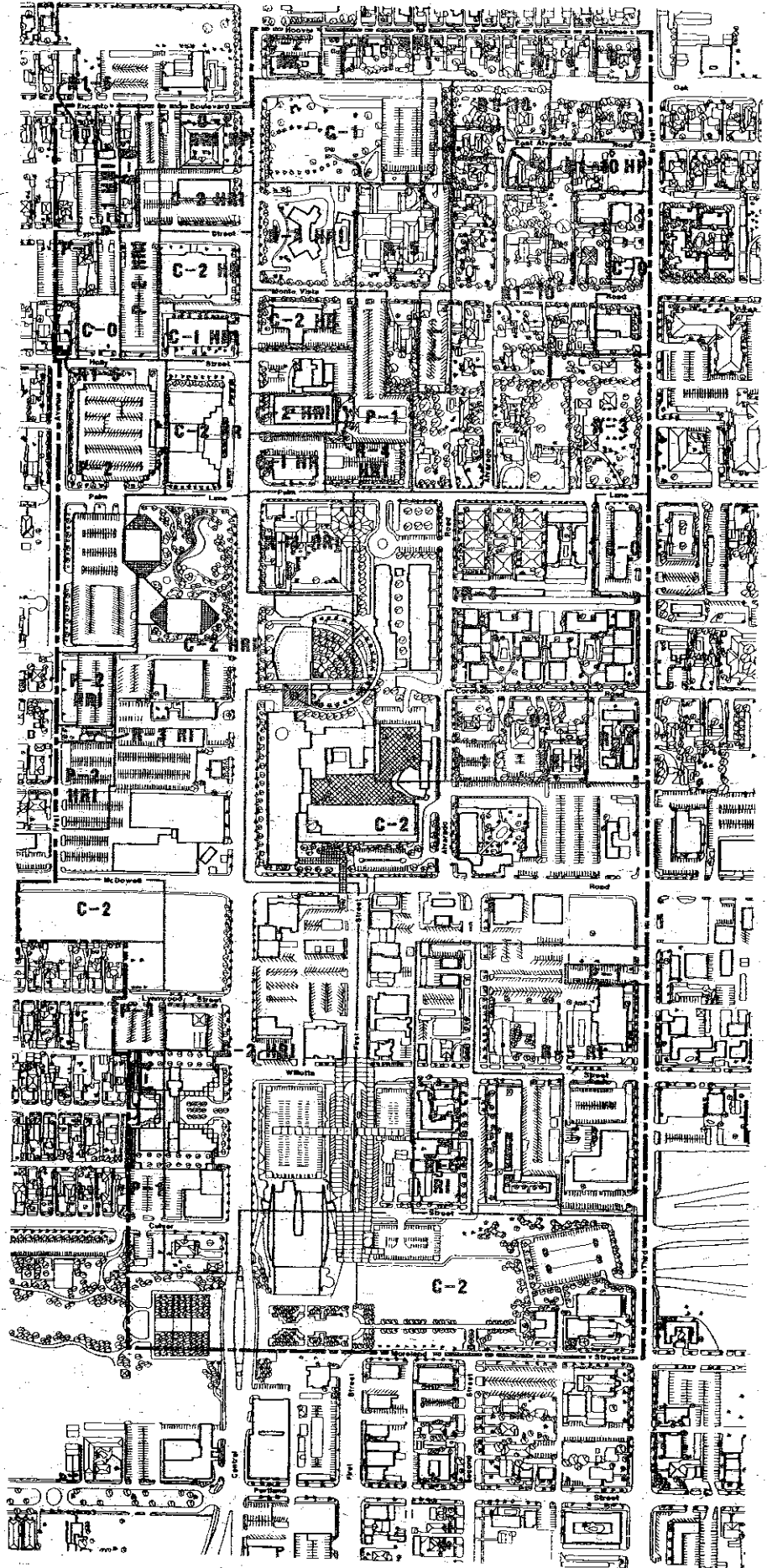
HR

Highrise Incentive

HRI

Historic Preservation

HP



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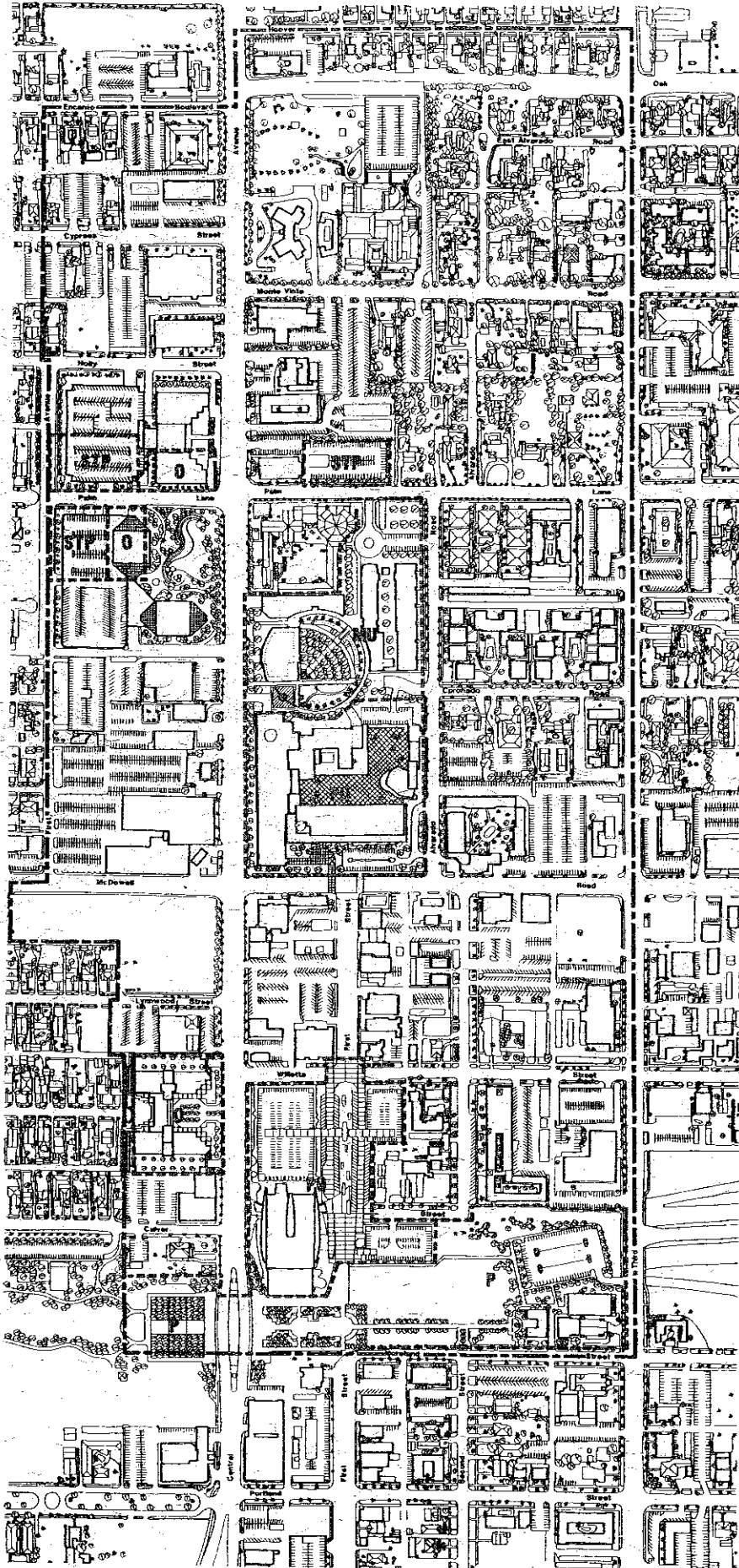



FIGURE 7

**APPROVED AND PROPOSED PROJECTS**

- Public / Quasi Public PO
- Mixed Use MU
- Office O
- Parks and Open Space P
- Parking Structure STP

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**TABLE B  
Development Potential**

Location	Gross Lot Size	Potential F.A.R.	Potential Office/GBA
W side of Central Ave at Coronado Rd	114,360	3.0	324,028
W side of Central Ave South of Coronado Rd	169,552	3.0	488,397
NW corner of Central Ave & McDowell Rd	169,552	3.0	488,223
SW corner of Central Ave & McDowell Rd	153,278	3.0	436,842
SW corner of Elard St & McDowell Rd	87,800	.75	49,388
SE corner of Central Ave & McDowell Rd	162,690	3.0	463,667
NE corner of Willetta St & First St	90,000	1.9	149,625
SE corner of First St & McDowell Rd	79,650	1.9	132,425
SE corner of Willetta St & First St	128,168	1.9	213,879
E side of Central Palm Br to Monte Vista Rd	163,950	3.0	491,850
SW corner of Central Ave & Encanto Blvd	118,650	3.0	325,950
	<b>1,155,050</b>		<b>2,741,474</b>

Private Development Implementation Opportunities (see page 65). This graphic relates the importance of these parcels to achieving overall Plan recommendations given their strategic location. Figure 7 shows existing and approved development sites in the Arts District.

The total amount of potential development at buildout of the Arts District has been estimated by assigning a floor area ratio (F.A.R.) of 3.0 and a 250 foot building height to vacant parcels along Central Avenue, and an F.A.R. ranging from .75 to 1.9 with a building height ranging between 30 feet to 160 feet for non-Central Avenue locations. These F.A.R.'s and building height standards are based on existing zoning and the size of recently constructed buildings in the Central Avenue corridor.

Based on these criteria, estimated development potential is shown in Table B.

Two thirds of the potential development that could occur in the Arts District is located along the Central Avenue corridor. The estimated development potential of all unzoned parcels is estimated at 2.7 million square feet of office and .04 million square feet of arts related retail/community uses\*.

\*These statistics are based on the following assumptions: an F.A.R. of 3.0 for Central Avenue sites, a range of .75 to 1.9 for other sites, gross lot area used in floor area ratio calculations of 110% of net lot area, height limitations of 250 feet on Central Avenue as per existing zoning, and retail assumed to be 2.5% of GBA.

Within the Arts District, significant office developments include the completed first phases of the Dial Corporate Center and the Central Park Square building. These structures are the only high-rise developments that have been constructed in the Arts District. They contain approximately .75 million square feet of space. The second phases of the Dial and Central Park Square developments and the planned Perini site (NEC of Central and Coronado) will consist of approximately one million square feet of office development. The total amount of retail uses planned for all three projects is approximately 140,000 square feet.

### 3.5 Opportunities and Constraints

As described in the introduction, the substantial investment in construction or expansion of cultural facilities has created a unique opportunity in this geographic area to create an Arts District. This opportunity is graphically displayed in Figure 8 (Site Analysis). At the same time, the abundance of higher intensity zoning and the lack of existing demand for new development in the near future are constraints which limit the ability to successfully create an Arts District. Figure 9, Opportunities and Constraints, supports the discussion below.

#### Opportunities

The most significant short term opportunity is the development of a pedestrian-oriented Art Walk in conjunction with the Phoenix Art Museum, Phoenix Little Theater, Phoenix Central Library, and Margaret T. Hance (Deck) Park improvement projects. The proximity of the facilities to one another provides the opportunity to create this pedestrian link. Several existing or proposed plazas and open spaces associated with these projects will create natural activity centers - First Street south of McDowell Road can become predominantly pedestrian-oriented without disrupting the vehicular circulation system. Over the long term,

the opportunity exists to set rights-of-way aside or to secure easements to extend the Art Walk northward as parcels are processed for redevelopment. The Art Walk concept should be incorporated into the design of each of the cultural anchors and considered their contribution to the establishment of the Arts District.

The Arts District possesses good regional and local accessibility. The recently completed Papago Freeway, Central Avenue, and McDowell Road all serve the Arts District and provide not only good accessibility but also high local visibility.

The increased development, level of activity, and attractiveness of Downtown make the Arts District a more desirable location in which to live and work.

The neighborhood street landscaping of the Alvarado area is an attractive element. Use of a specified street tree, which could be individual for each street, could assist in defining a design concept for local streets throughout the Arts District.

There are a number of existing distinctive, historically significant buildings, including the United Methodist Church and the Heard Museum, which should be recognized and respected by future development.

Adjacent neighborhoods such as Roosevelt, Willo, Alvarado, and Ashland Place provide the area with a base population to patronize Arts District events and services.

Several properties of historic importance exist within and adjacent to the boundaries of the Arts District. These properties add a special cultural dimension to the Arts District.

Private sector development will be instrumental in achieving Arts District goals and objectives by providing physical amenities, by creating activity, and by bringing people to the area.

FIGURE 8

SITE ANALYSIS

Major Cultural Facility



Minor Cultural Facility



Distant Views



Soldiered Palm Trees



Mature Street Trees



Major Intersections



Primary Vehicular Circulation



Secondary Vehicular Circulation



Buildings Over 10 Stories High



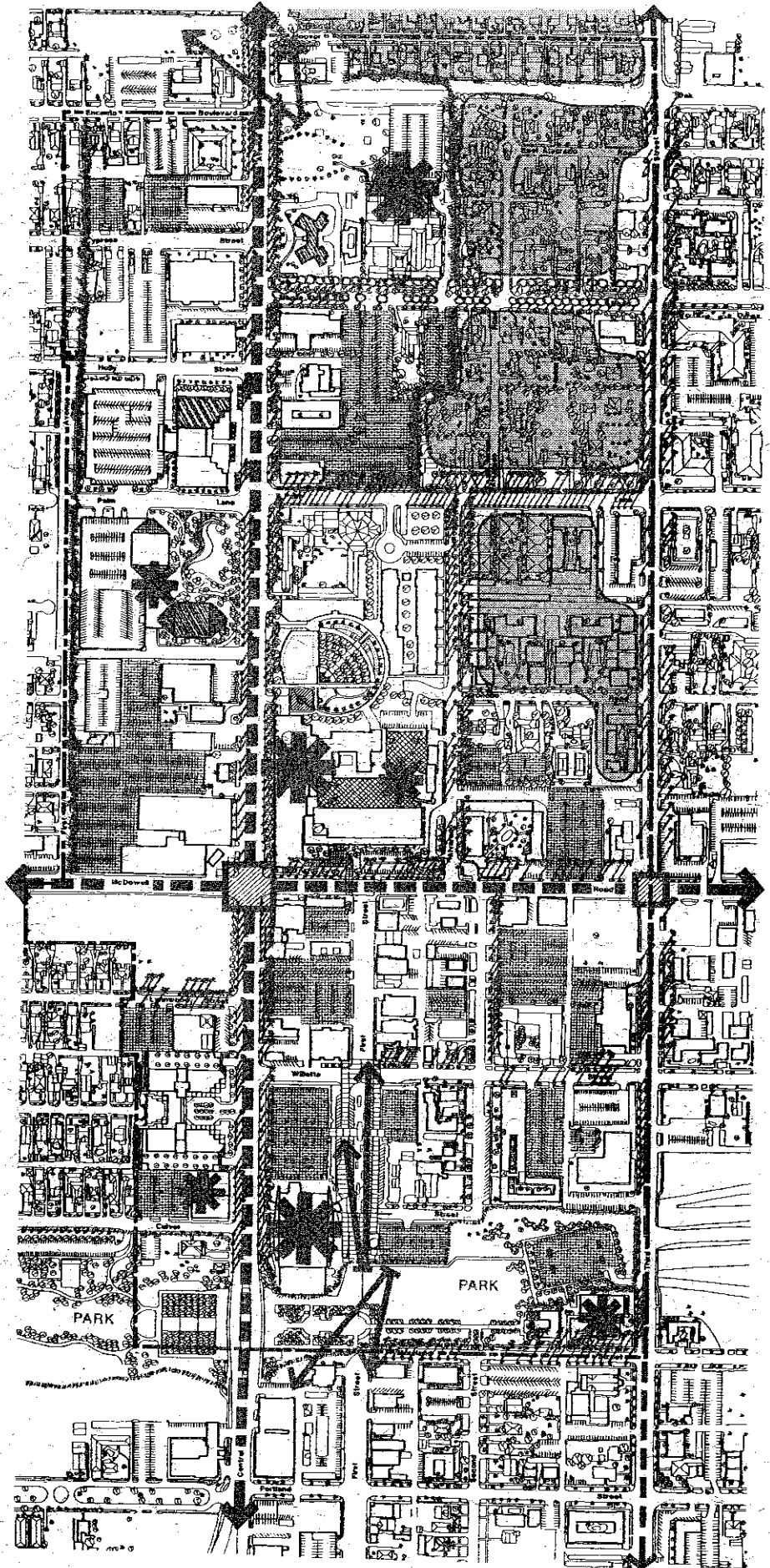
Significant Surface Parking Area



Stable Neighborhoods



Buffer Single Family Housing



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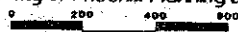
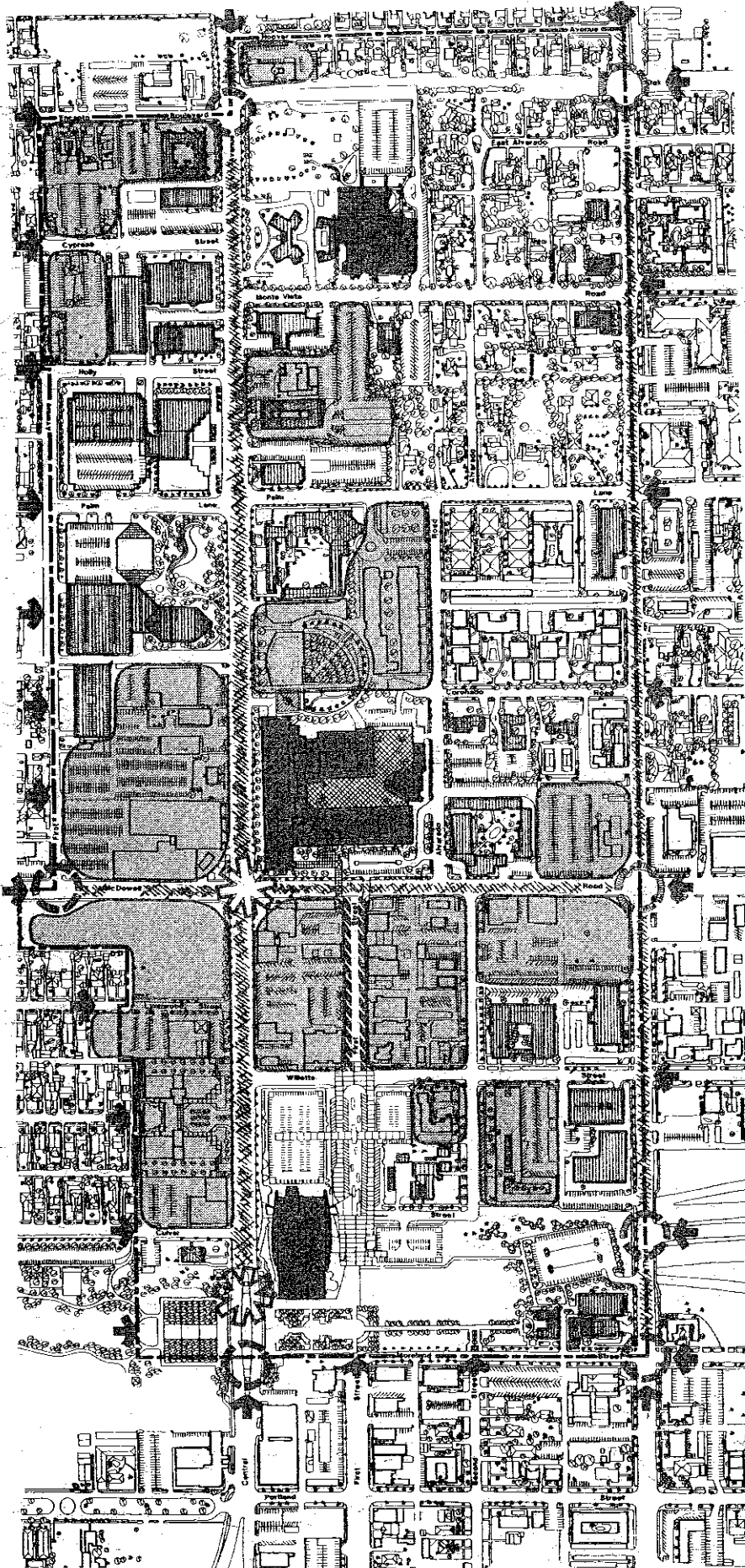


FIGURE 9

## OPPORTUNITIES AND CONSTRAINTS



"Gateway"



Cultural Facilities



Major Image Areas



Pedestrian Orientated Street



Pedestrian Entry



Street Network Conflict with Pedestrians



Viable Structures



Potential Redevelopment



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The Dial Corporation recently has completed the first of two 500,000 square foot office towers, which includes a "Playhouse on the Park" theater and a two acre park plaza. Central Park Square has completed the first of two 250,000 square foot mid-rise office buildings. The Perini Company has received zoning approval for its 700,000 square foot Coronado mixed use project.

The project's combination of offices, retail facilities, and housing will be centered around a central courtyard comprising an integral part of the Art Walk.

The north-south orientation of the Art Walk along First Street takes advantage of an existing view corridor which will focus on the Phoenix Art Museum to the north and to the Downtown and the mountain skyline beyond to the south.

There are significant parcels of underdeveloped properties, the value and desirability of which have the potential for increasing with completion of the ongoing public and private projects, particularly properties between McDowell Road and Margaret T. Hance (Deck) Park and the area at the northwest and southwest corners of Central Avenue and McDowell Road.

Assuming the establishment of an Art Walk is successful, opportunities for redevelopment of parcels, particularly within the Art Walk area and along Central Avenue, will increase.

### Constraints

There are a number of constraints that may affect realization of an Arts District. One such constraint is the inability to effect desired results through the conventional development review process. Because most development approvals have been given in the Arts District, there is a limited amount that can be done to ensure that the approved projects develop in a manner that is consistent with the Arts District design features.

Moreover, the Central Corridor authorizes an allowable building height of up to 250 feet. This entitlement allows substantial development to occur in the Arts District without opportunity for public review and, more specifically, without requiring the incorporation of desired design and development standards contained in the Plan. If additional building height is not requested, the ability to negotiate for amenities is limited.

Funding also is a major constraint. Public funding beyond the level currently committed is unlikely in the short term given existing budget constraints and the fact that the city's Capital Improvement Program is fully committed for a number of years. The recently completed Central Avenue improvements were funded through an improvement district funding mechanism by which Central Avenue property owners were assessed for those improvements. Given that existing commitment and the high percentage of public and residential ownership in the Arts District, it is unlikely that a similar approach could be employed to fund improvements in the Arts District.

Vacancy rates of the Phoenix office market may limit the potential for new office construction in the Arts District in the near term. As a result, existing vacant and underutilized parcels will continue to be an obstacle to achieving design objectives.

Although individual cultural facilities may not be able to provide below or above grade structured parking facilities because of present day economics, structured parking is strongly encouraged. Existing development configurations and the present street network create a conflict between pedestrian movement and vehicular flow. Vehicular access to existing development interrupts the smooth flow and safety of pedestrians. Heavy vehicular traffic along Central Avenue and McDowell Road will impede easy and continuous pedestrian movement between and among Arts

District facilities and between Arts District facilities and other nearby uses in the Arts District Area of Influence.

Present parking facilities oriented to individual parcel development require additional traffic movement between destination points and other activity centers. Current parking solutions, whether at surface or in above grade structures, adversely impact neighboring residential properties by virtue of traffic access, facility location, and lighting orientation.

### 3.6 Historic Preservation

The Central Corridor contains a number of historic structures, including public buildings, commercial buildings, and residences. The architectural qualities of these properties add to the existing visual character and complement the aesthetic objectives of the Arts District. Historic designation, through listing on the Phoenix Historic Property Register and the National Register of Historic Places, can lead to a variety of financial incentives that foster rehabilitation of historic structures. Adapting historic structures to new uses is fully consistent with the overall objectives of the Arts District. The presence of these buildings provides an opportunity to capitalize on their unique aesthetic appeal and historic significance as part of the Arts District concept.

On October 3, 1989, the voters of the City of Phoenix approved the sale of \$10 million in bonds to rehabilitate, acquire, maintain, reconstruct, or improve properties which are listed on the Phoenix Historic Property Register (PHPR). Initially, two types of options have been developed to target these historic properties. They are an Exterior Rehabilitation Award Program and a Demonstration Project Program. The first of these programs, the Exterior Rehabilitation Awards, will provide funds on a matching basis to owners of properties that are listed on the PHPR for

exterior rehabilitation work. Demonstration Projects are designed to encourage community and neighborhood organizations, public agencies, and private parties to propose projects which encourage and exhibit innovative approaches to historic preservation as well as provide an opportunity for cooperative endeavors between the City and private entities.

Within the context of the Arts District Plan, these two options have the ability to provide financial incentives to return historic properties to active use and encourage the incorporation of historic structures within new development plans. The following is a list of those properties in the area which have been formally designated at the national and city level. This list is represented graphically in Figure 10.

1. El Encanto Apartments, 2214 North Central Avenue (PHPR)
2. Humbert House, 2238 North Alvarado Road (NRHP, PHPR)
3. Carter Gibbs House, 2233 North Alvarado Road (NRHP; PHPR)
4. Ellis/Shackelford House, 1241 North Central Avenue (NRHP, PHPR)
5. Temple Beth Israel, 122 East Culver Street (NRDOE, Proposed PHPR)
6. First Southern Baptist Church, 1202 North Third Street (Proposed PHPR)
7. Alvarado Historic District (Proposed PHPR)
8. Ashland Place Historic District (Proposed PHPR)

(PHPR = Phoenix Historic Property Register, NRHP = National Register of Historic Places, NRDOE = National Register Determination of Eligibility)

Rehabilitation of historic structures should be planned to conform with the appropriate design guidelines and review set forth in the Phoenix Zoning Ordinance (Section 811, Historic Preservation Ordinance, as amended).

In addition to individual historic properties within and adjacent to the Arts District, there are many historic neighborhoods. These neighborhoods include currently designated Roosevelt and Willo, as well as proposed Ashland Place, Alvarado, and East Alvarado.

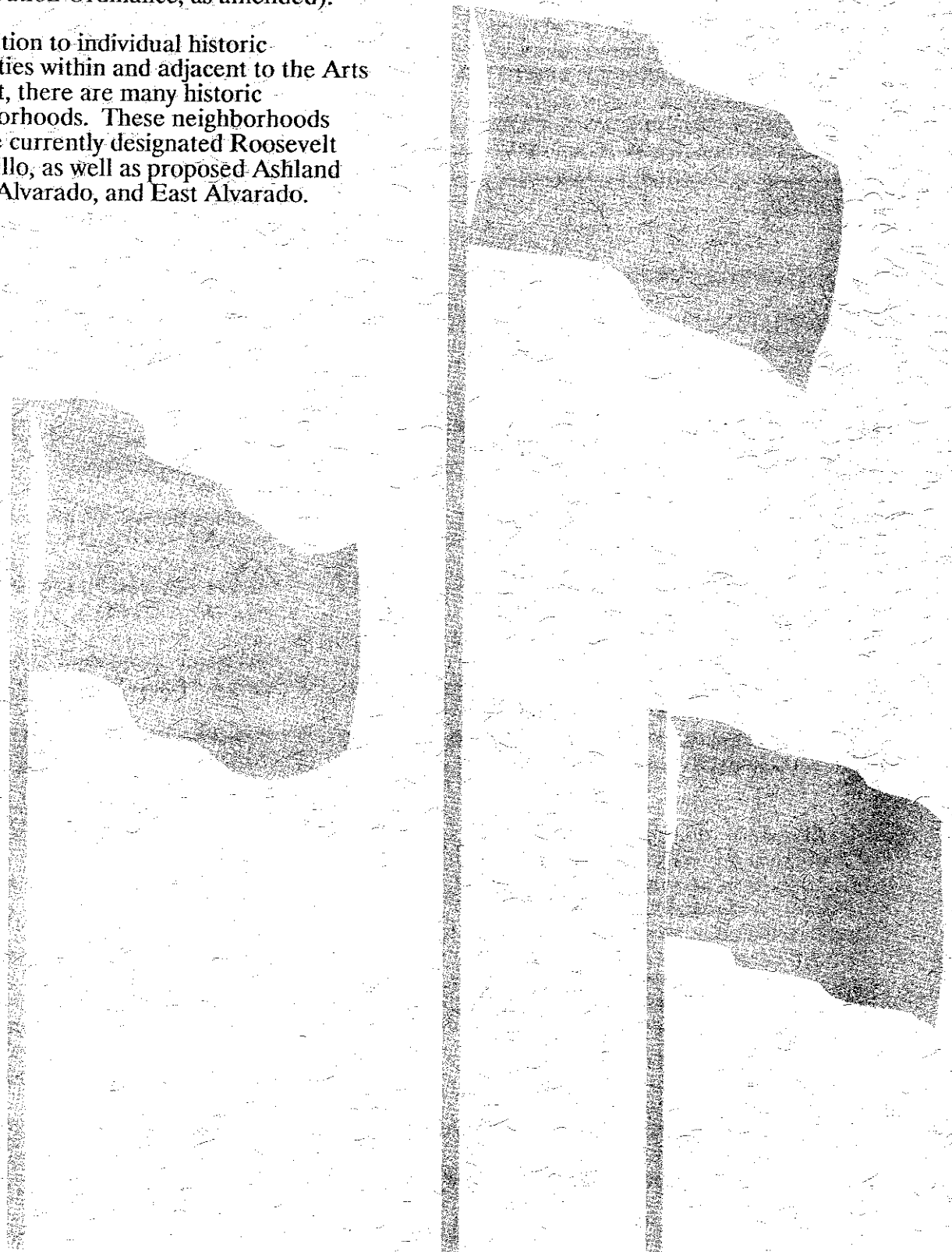
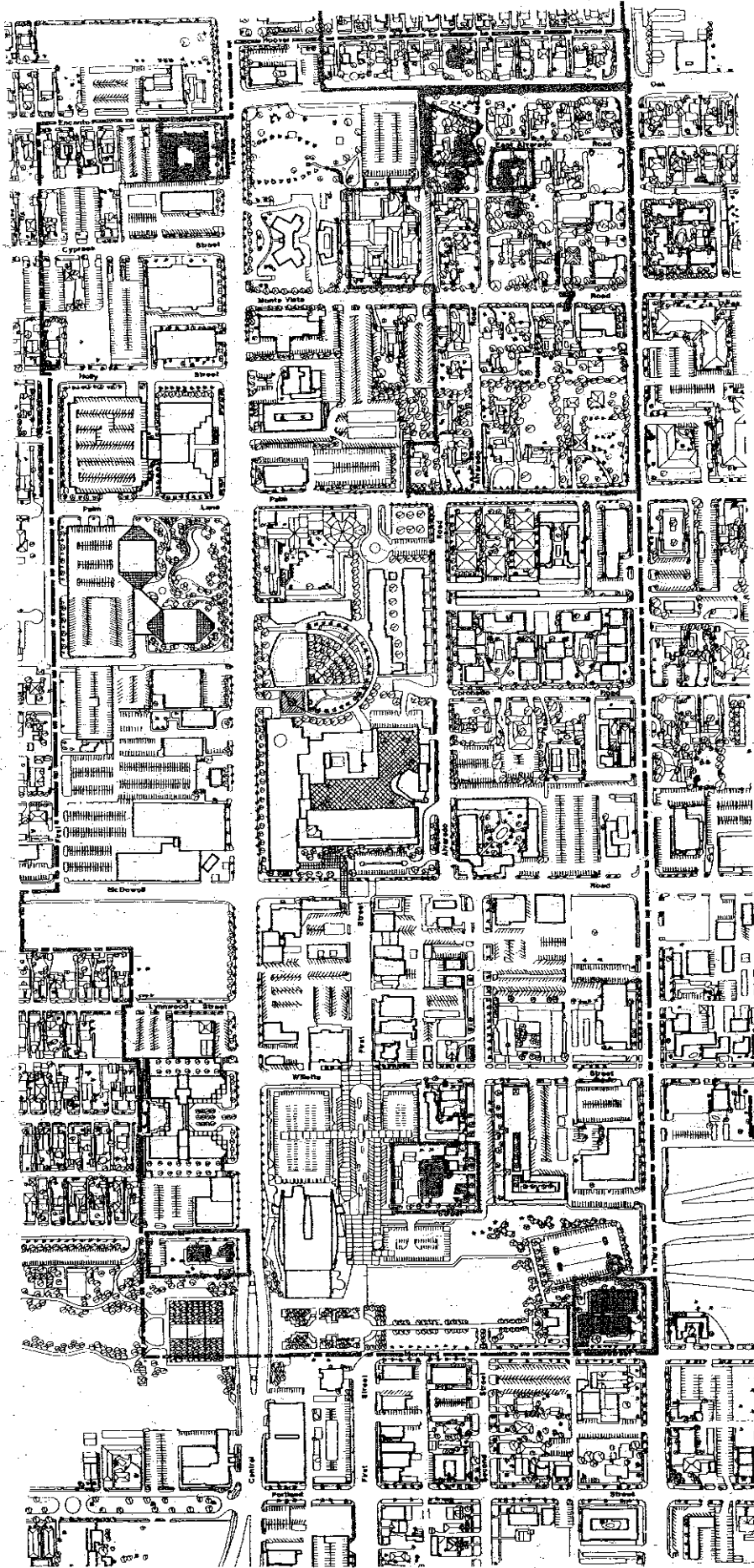




FIGURE 10

HISTORIC PROPERTIES

- 1** El Encanto Apartments  
2214 North Central Avenue
- 2** Humbert House  
2238 North Alvarado Road
- 3** Carter Gibbs House  
2233 North Alvarado Road
- 4** Ellis / Shackelford House  
1241 North Central Avenue
- 5** Temple Beth-Israel  
122 East Culver Street
- 6** First Southern Baptist Church  
1202 North Third Street
- 7** Alvarado Historic District
- 8** Ashland Place Historic District

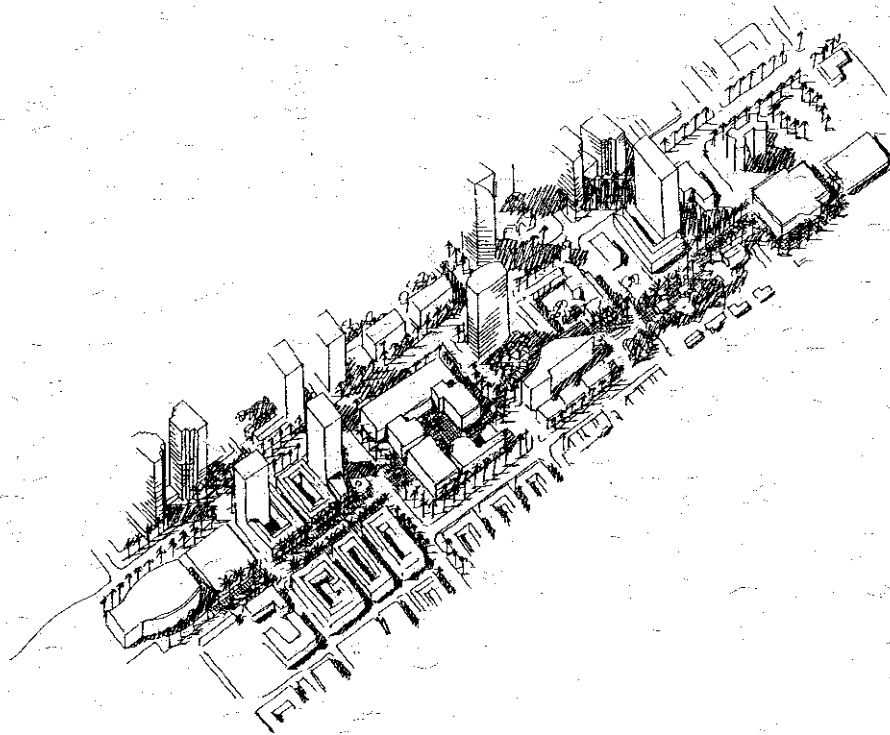


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# CONCEPT PLAN



**Arts District Infill Development**

## **4. CONCEPT PLAN**

### **4.1 Purpose and Intent**

The purpose of this section is to describe the elements of the Plan. Each element is an important component of the overall Arts District concept. Following the discussion of each element, specific actions are recommended to achieve the element. These recommendations are linked to the Arts District Design Guidelines (Section 5.2), the Action Program (Section 6.2), the Development Incentives Program (Section 6.3), and the Parcel Development Program (Section 6.4).

### **4.2 Concept Plan Description Arts District Vision**

#### **An Urban Framework**

The Concept Plan utilizes existing activities and uses in the area and the existing street grid as a basis to create a dramatic and extensive pedestrian and open space network. This network is organized around an Art Walk which extends from Margaret T. Hance (Deck) Park at the south end to the Heard Museum on the north end along the First Street alignment (see Figure 3, Arts District Boundaries, page 14).

Margaret T. Hance (Deck) Park and the planned Phoenix Central Library at the south end, the Phoenix Art Museum/Phoenix Little Theater and the Dial Corporation's Playhouse in the Park in the middle, and the Heard Museum at the north end are the civic and cultural anchors of the Arts District. The existing institutions provide a natural framework for development of the Arts District and give immediate recognition and image to the area.

#### **Active Urban Streets and Open Spaces**

The Concept Plan envisions a vibrant and secure street-level pedestrian environment coordinated with an efficient vehicular circulation and parking system.

Pedestrian activity is encouraged through ground-level shops, restaurants, office lobbies, residential entrances, and cultural and entertainment uses opening onto the street. Street activity should be further enhanced by encouraging 2.5% of the total floor area of a proposed development to be devoted to art or cultural uses at the ground level. Arcades, overhangs, awnings, and trees along sidewalks should be encouraged so that adequate shade is provided. Sidewalks should be designed to accommodate cafes, retail uses, and other street activities in addition to pedestrian circulation.

Open spaces should be highly visible and continuously accessible to the public. These spaces should accommodate a range of activities including passive and active recreational uses and artistic special events. Views of the Art Walk from Central Avenue should be encouraged wherever possible. Parks and gardens along the Art Walk should create distinct and special places throughout the Arts District.

The Arts District should be easily recognized by those approaching the area in vehicles or on foot. In the Art Walk Area and in key areas of the Area of Influence, particularly along Central Avenue and McDowell Road, a "build to" line is encouraged twenty feet from the street side property line. Buildings should be placed parallel to the street along this "build to" line to provide interaction between the street sidewalk and the building. Highly articulated building entrances are encouraged particularly along the sidewalks in the Art Walk Zone. The area between the building and the street sidewalk should be landscaped with a formal landscape treatment which augments the existing street landscaping.

#### **Infill Criteria**

Distinctive individual projects, which will be built over time, should be supportive of the pedestrian-oriented framework. These projects also should be supportive

of the pedestrian courtyard principles described in the Arts District design guidelines. Courtyard buildings could provide a nearly continuous frontage along the Art Walk and surrounding streets. A common cornice and eave line is encouraged to further provide a sense of definition and pedestrian scale.

The designers of new buildings should consider the context of the area as it relates to buildings and streetscape themes. Many buildings and existing streetscapes provide specific local character which should be respected by new development.

The creation of a pedestrian oriented mixed use, cultural area that capitalizes on the area's existing character will provide Phoenix with a unique district connected to the City's history and to its future.

#### Recommendations

1. Encourage uses that open onto the Art Walk and the street at ground level. See Section 6.4, Desired Amenities 1.1 and 1.3, and Section 5.2, Design Guideline 1.3.4.
2. For proposed commercial office developments, encourage 25% of the total floor area of a proposed development to be devoted to other cultural uses at ground level. See Section 6.4, Desired Amenity 1.1.
3. Shade elements are encouraged along the Art Walk and Arts District sidewalks. See Section 5.2, Design Guidelines 3.3.1, 4.4.2, and 4.6.1a.
4. Cafes, retail uses, and other street activities are encouraged along sidewalks and pedestrian areas. See Section 6.4, Desired Amenities 1.1 and 1.3.

5. Encourage the placement of buildings at the front setback line. See Section 5.2, Design Guidelines 1.3.1, 1.3.2, and 1.3.3.

6. Buildings should be placed parallel to the Art Walk and to street frontages. See Section 5.2, Design Guideline 1.4.1.

7. Highly articulated building entrances are encouraged along the Art Walk and along street frontages. See Section 5.2, Design Guidelines 3.2.1 and 3.2.2.

8. Courtyard buildings are encouraged. See Section 5.2, Design Guideline 1.3.1.

9. Buildings should be designed to reflect the local character. See Section 5.2, Design Guidelines 1.3.1, 1.3.2, 1.3.4, and 3.2.3.

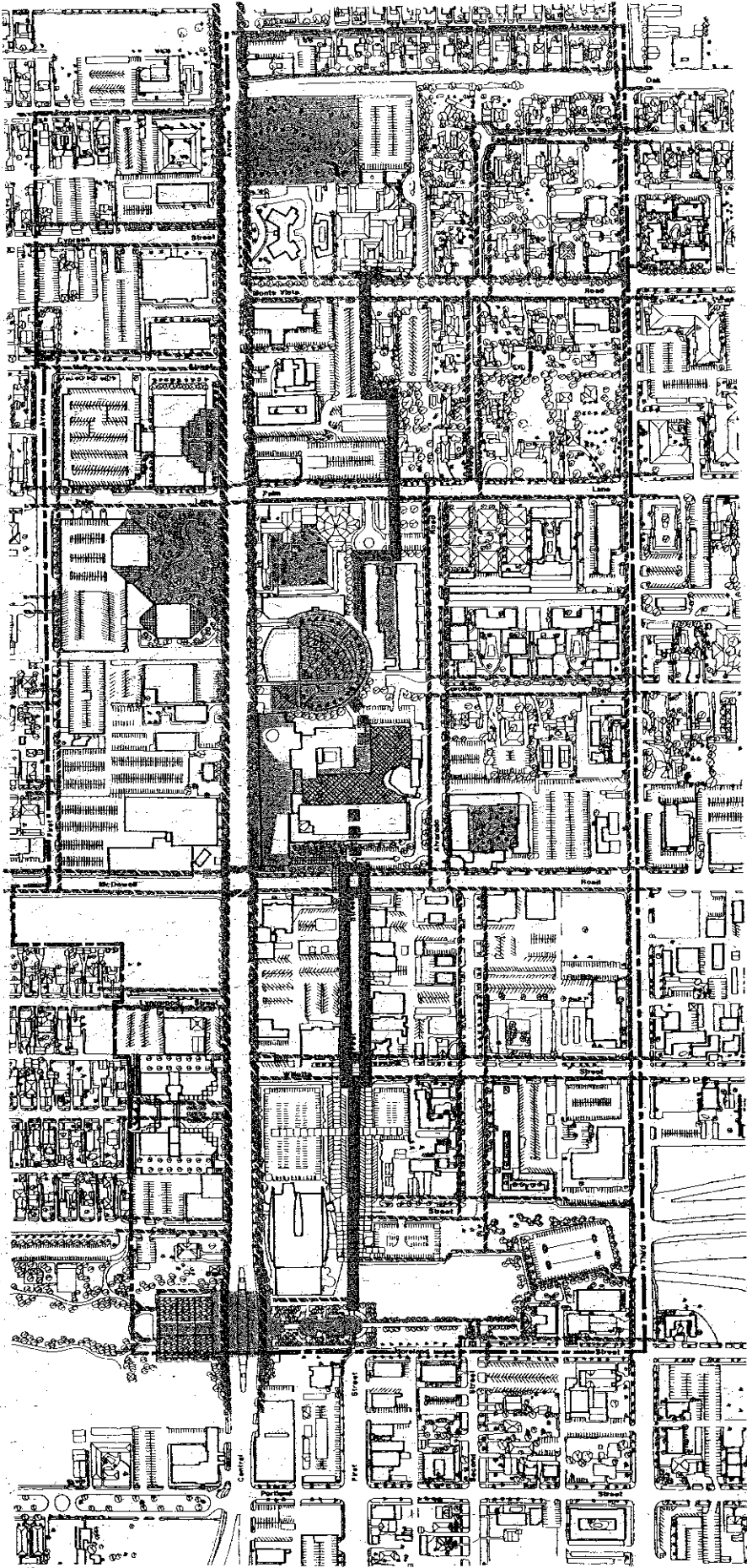
### 4.3 Pedestrian Circulation






The pedestrian system is the dominant visual and planning element in the formation of the Arts District concept. The walkways and open spaces should be clearly defined by the buildings that form them. Ground level commercial and cultural uses should be provided to contribute to an active pedestrian environment.

Planning for the necessary pedestrian circulation system should be based on a hierarchy of pedestrian paths and spaces. This hierarchy of pedestrian spaces is presented in Figure 11 and described as follows:

FIGURE 11

PEDESTRIAN CIRCULATION



- Plazas, Courtyards, Gardens 
- Primary Path (The Art Walk) 
- Proposed Future Art Walk Link 
- Secondary Path (Central Avenue) 
- Tertiary Path 

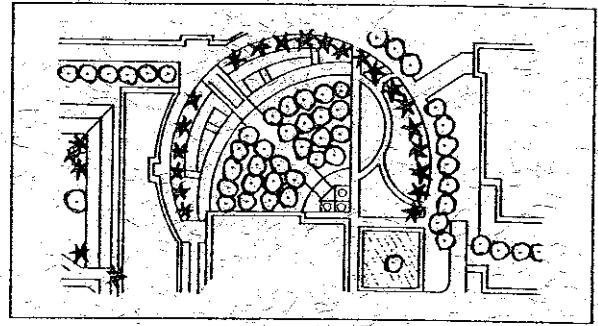
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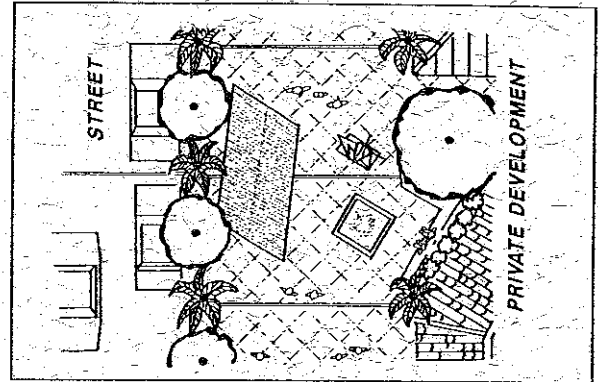
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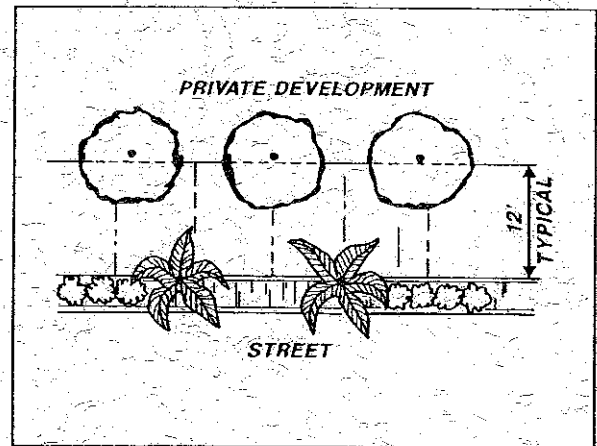
**Arts District Plazas, Courtyards and Gardens:** These pedestrian spaces should be encouraged in all development in the Arts District. Design standards associated with individual spaces should be tailored to the location. Arts District activities should be programmed in these semi-public spaces whenever possible.



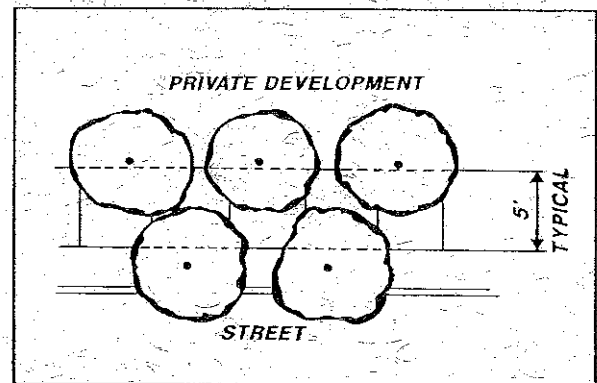
**Primary pedestrian path:** The planned Art Walk, as described in Section 4.7, is to be the dominant pedestrian focus within the Arts District. Design standards for a unified treatment of the Art Walk will be provided through the Arts District Charrette.



**Secondary pedestrian paths:** The Central Avenue streetscape should contribute to pedestrian circulation within the Arts District. Design standards include an average 12 foot wide sidewalk, palm trees and palo brea trees, custom street and pedestrian lighting, and transit support street furniture. The Arts District should be identifiable along this primary City corridor. Enhanced Arts District identification could be achieved, for example, through the use of colorful street banners or distinctive street signage.

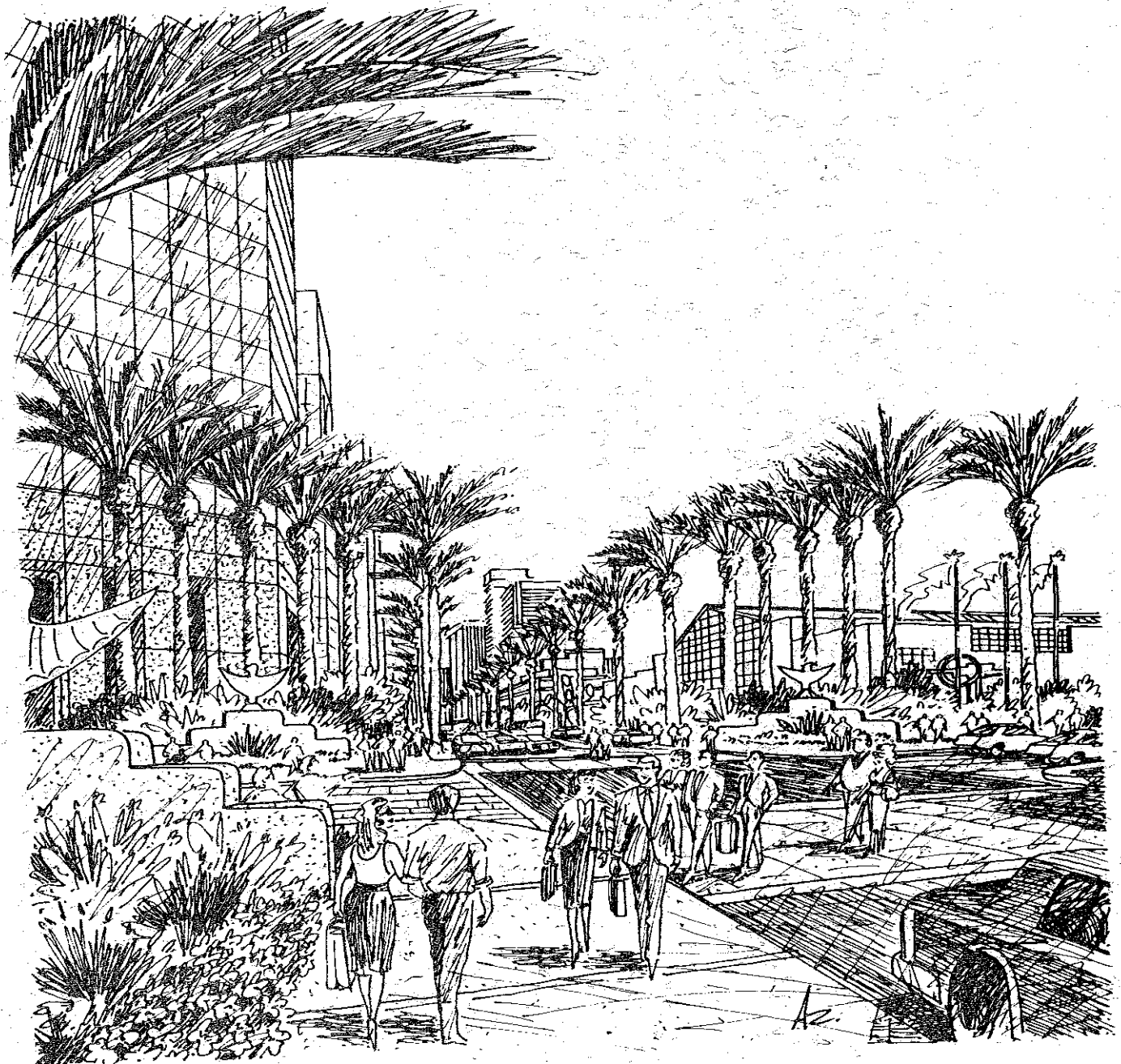


**Tertiary pedestrian paths:** Tertiary pedestrian opportunities can be provided by the typical street sidewalk and by encouraging internal pedestrian circulation in individual developments. These pedestrian linkages will provide additional pedestrian mobility throughout the Arts District. Design standards include an average 5 foot wide sidewalk and street trees wherever possible to provide adequate shade upon the sidewalks.



An integrated pedestrian circulation system is achieved through use of the City streets extending from the Art Walk between Margaret T. Hance (Deck) Park and the Heard Museum. This system is to contain the secondary and tertiary paths, the distinct plazas, courtyards, and gardens, as well as the Art Walk. The alignment of the Art Walk is provided in Figure 13 (see page 41), and is described below.

The starting point of the Art Walk at Margaret T. Hance (Deck) Park should include a major plaza area with a distinctive focal landscape/art element. The Art Walk between Margaret T. Hance (Deck) Park and Willetta Street should be appropriately landscaped to facilitate pedestrian movement northward and into the Phoenix Central Library.



Central Avenue Streetscape (Secondary Path)

Between Willetta Street and McDowell Road, the Art Walk should become a lively retail specialty area with shops, outdoor cafes, and galleries. A signal should be provided at the First Street and McDowell Road intersection when pedestrian levels along the Art Walk warrant the need. The Art Walk will initially go west along McDowell Road to the west edge of the Phoenix Art Museum and then north along this west edge. The Art Walk should then return to the First Street alignment, north of the Phoenix Art Museum, and extend to the front door of the Heard Museum. Long term, the Art Walk should be extended through the Phoenix Art Museum as part of master planning for the Phoenix Art Museum.

The pedestrian system in the Arts District is enhanced by secondary and tertiary paths extending from the Art Walk. The secondary path (the Central Avenue streetscape) provides the pedestrian with both a visual and a physical grand linkage to the rest of the City. This linkage is achieved through Central Avenue's formal plantings, special paving, custom lighting, view corridors, and its function as a transit spine and "main street" to Phoenix. Intersecting both the Art Walk and secondary paths on Central Avenue, as well as following the other north/south streets in the Arts District, are the tertiary pedestrian paths along all other public streets. These paths function as convenient connections between the Art Walk and the other uses within the Arts District.

Pedestrian crossings at major streets should occur at signalized intersections. Pedestrian crossings at minor streets should be highlighted by use of special pavings and landscaping and not a signal.

Plazas, courtyards, and gardens should extend from pedestrian paths and crossings throughout the Arts District. These spaces provide a place of discovery for the pedestrian by offering unique environments from each development.

The hierarchy of the pedestrian circulation system will contribute to an active pedestrian environment. This environment is integrated with the vehicular network at frequent intervals to provide a convenient and accessible overall circulation system. Major parking structures should have pedestrian exits which open onto the pedestrian network. Bus, taxi, and short-term automobile zones should be located adjacent to major pedestrian ways. Structured or surface parking lots should not generally front directly on a pedestrian path.

### Recommendations

1. Encourage developments to define pedestrian walkways and open spaces through building forms. See Section 5.2, Design Guidelines 1.3.1, 1.3.2, 1.3.3, and 1.3.4.
2. Provide for a hierarchy of pedestrian circulation through distinct design differences in the Art Walk, secondary paths, tertiary paths, plazas, courtyards, and gardens. See Section 5.2, Design Guideline 1.3.3, and Section 6.4, Desired Amenity 2.1.
3. Encourage active uses, such as restaurants, galleries, and specialty retail along the southern portion of the Art Walk, to provide for pedestrian activities during the nighttime hours. See Section 6.4, Desired Amenities 1.1 and 1.3.
4. Encourage plazas, courtyards, and gardens within private developments to provide unique experiences for the pedestrian. See Section 5.2, Design Guideline 1.3.1.
5. Integrate pedestrian circulation with vehicular circulation to provide convenient accessibility in the overall circulation system. See Section 5.2, Design Guidelines 4.4.1, 4.4.2, 4.4.3, 5.1.1, 5.2.1, 5.2.4, and 5.3.3.



#### 4.4 Automobile and Transit Circulation and Parking

The Arts District is adjacent to some of the best transportation access in the Valley. Located just north of the Papago Freeway, the Arts District has excellent access to the region's freeways; the bus routes operating on Central Avenue are the most concentrated and heavily used in the Valley. Major access points to the Arts District are via Central Avenue, McDowell Road, and the Papago Freeway. Seventh Avenue and Seventh Street provide access to the Papago Freeway for single occupancy vehicles and Third Avenue and Third Street provide access for car pools and buses from the Papago's dedicated High Occupancy Vehicle (HOV) lane. A major regional transit station is proposed for Margaret T. Hance (Deck) Park, with direct access to the Papago Freeway for express bus service. Central Avenue, Third Street, and Third Avenue also provide quick access to Downtown and the Central Corridor. McDowell Road, Oak Street, and Encanto Boulevard provide east/west access to all of these north/south streets. New traffic signals are planned on McDowell Road at Alvarado Road and First Avenue when warranted by traffic volumes. A northern extension of First Avenue is planned. These two streets will provide access to developments along Central Avenue without requiring access to Central Avenue. A traffic signal to facilitate pedestrians crossing McDowell Road at the Art Walk (First Street) is planned when sufficient levels of pedestrian movements are reached.

Because the Arts District is part of the congested Central Avenue traffic area, membership, when appropriate, in the Central Avenue Transportation Management Association (TMA) is suggested. The Arts District, although it contributes to rush hour trips, plays a minor role in the overall congestion compared to the development of the Downtown and Encanto Village core areas. However, appropriate participation in the Central Avenue TMA

will be important to achieve trip reductions and shared parking.

Parking for commercial development and normal use of public facilities within the Arts District currently are adequate. In order to maintain the pedestrian character of the Art Walk, the sharing of public and private parking facilities should be encouraged.

#### Recommendations

1. When Art Walk improvements are made to First Street south of McDowell Road, special pavers should be placed across McDowell Road at First Street to emphasize the crossing as a pedestrian crossing which is part of the Art Walk.
2. When peak pedestrian levels begin to approach 90 pedestrian crossings per hour at McDowell and First Street, a study shall be done to determine the feasibility of a traffic signal at First Street and McDowell Road.
3. All new commercial office developments within the Arts District should be required to participate in the Central Avenue TMA.
4. The development of a management program for Arts District activities should include participation from the Central Avenue TMA. Agreements with this TMA and its members should be developed which provide a mechanism for sharing parking resources for major events in the Arts District.






#### 4.5 Building Heights

Since the adoption of the Central Phoenix Plan in the early 1970's, the City has had a high rise corridor spanning both sides of Central Avenue. Generally, parcels located between First Avenue and First Street are within the high rise corridor. Parcels zoned with the high-rise incentive




FIGURE 12

**AUTOMOBILE AND TRANSIT CIRCULATION**

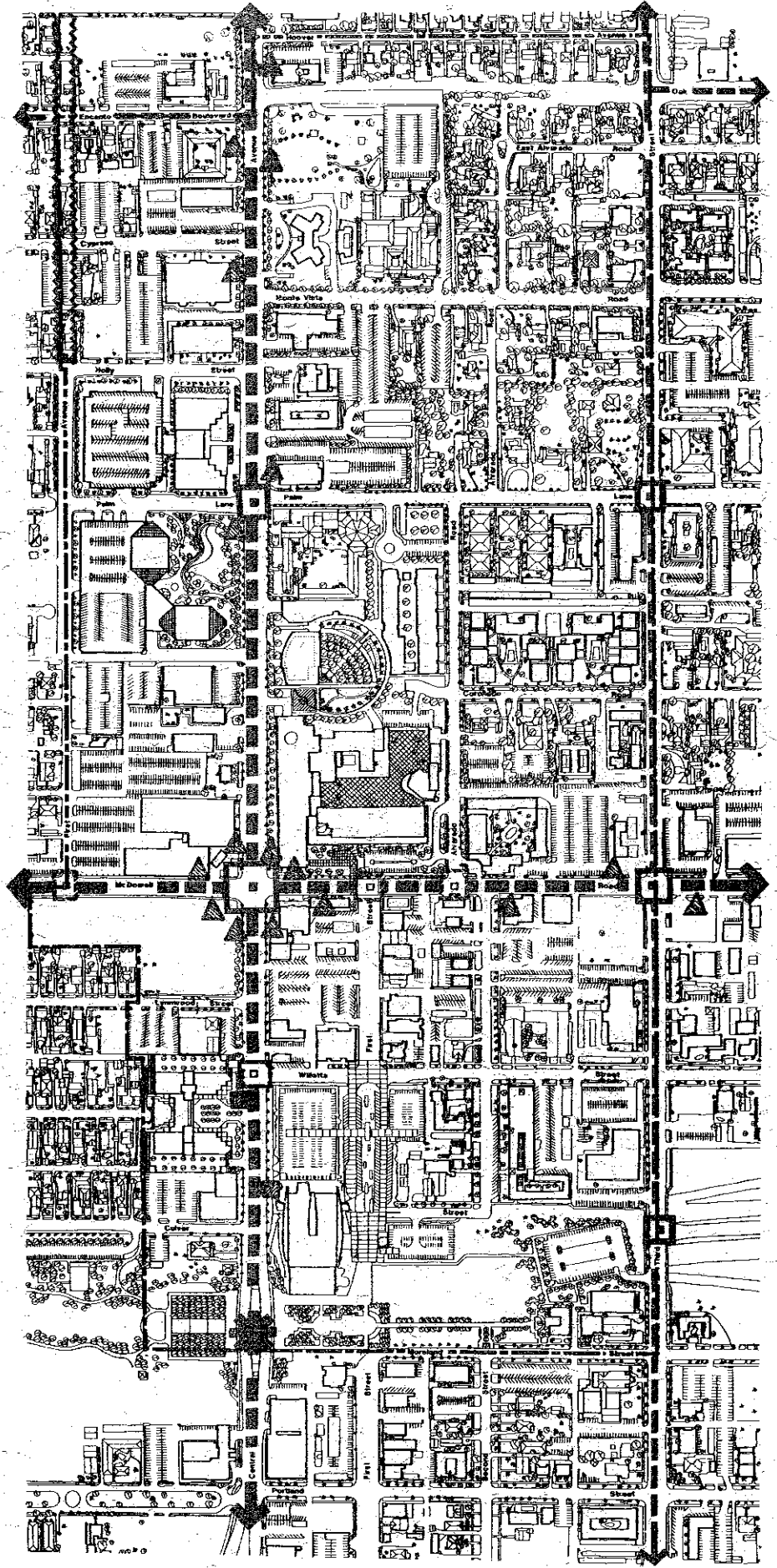
**AUTOMOBILE CIRCULATION**

-  Major Street
-  Collector Street
-  Traffic Signal
-  Proposed Traffic Signal
-  Proposed Street Extension

**TRANSIT CIRCULATION**

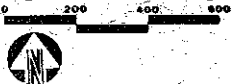
-  Existing Bus Stop
-  Future Interim Bus Stop
-  Future Express Bus Station (under park)

Note: Interim bus stops to be moved to north side of Margaret T. Hance Park when express bus station is built at I-10 Tunnel



**PHOENIX ARTS DISTRICT**

City of Phoenix Planning Department



(HRI) zoning district classification are entitled to build to a height of 250 feet. Requests to go above the 250 foot height limit are reviewed on a case by case basis. Parcels located outside the corridor are restricted to height limitations imposed by the zoning district classification in which the parcel is located. Allowable heights range from 30 feet in single-family districts to 48 feet in multi-family districts to 56 feet in commercial districts.

#### Recommendation

1. Building heights within the Arts District should conform to limits established by existing ordinance. Height waivers should be considered only as an incentive to further the goals and policies of the Arts District. The use of height waivers can be a valuable implementation tool. See Section 6.4, Development Incentives Program.

### 4.6 Recommended Land Use

Recommended land use in the Arts District is consistent with existing land use in the General Plan. An office corridor is located along both sides of Central Avenue which continues the grand boulevard development pattern. Land uses east of First Street and north of McDowell Road, and west of First Avenue and north and south of McDowell, are now, and should remain, predominantly residential in character. These single family use areas should be buffered from the visual and vehicular effects of development in the Arts District. Varying densities should be encouraged, including retention of the historic single-family homes generally located north of Palm Lane, with higher density multi-family housing located south of Palm Lane to McDowell Road along the east side of the Art Walk.

The area south of McDowell Road, which contains the new Phoenix Central Library and Margaret T. Hance (Deck) Park, is located within the boundaries of the recently developed Downtown Specific

Plan. The Downtown Specific Plan envisions a mix of uses in the area including office and high density housing along Central Avenue, with various specialty retailers located in the ground floor spaces of the buildings. East of the Art Walk, the Downtown Specific Plan envisions mixed use projects linked to the Art Walk through quaint, narrow lanes. These narrow lanes will facilitate both artist and resident access to the Arts District. The Downtown Specific Plan envisions that this area will become alive with residents, artists, and visitors participating in the activities that the Arts District provides.

#### Recommendations

1. Land use should remain consistent with the General Plan. The area south of McDowell Road and east of Central Avenue should develop as a mix of residential, retail, office, and cultural uses consistent with the Downtown Specific Plan. See Section 6.4, Desired Amenities 1.1, 1.3, and 1.4.
2. Single-family neighborhoods should be buffered from the visual and vehicular impacts of commercial development. See Section 5.2, Design Guideline 5.2.5.

### 4.7 Art Walk

#### Intent

Within the next 25 years, the Art Walk is planned to extend from Margaret T. Hance (Deck) Park to the Heard Museum following the alignment depicted in Figure 13. The initial focus of the Art Walk should be on the portion between Margaret T. Hance (Deck) Park and the Phoenix Art Museum. This area provides an immediate opportunity for development of the first major link in the Art Walk by connecting the new Phoenix Central Library with the expansion of the Phoenix Art Museum, two of the three major cultural facilities in the Arts

District. The remaining section of the Art Walk continues north from the Phoenix Art Museum to the Heard Museum and likely will be developed in concert with private redevelopment.

#### **4.7.1 Art Walk - Margaret T. Hance (Deck) Park to Willetta Street**

A landscaped urban plaza, incorporating artistic displays, should mark the junction of Margaret T. Hance (Deck) Park with the southern entry to the Art Walk. An elegantly landscaped arcade would demarcate the pedestrian walk northward to the eastern entry of the new Phoenix Central Library, the southern anchor of the Arts District.

The Art Walk will continue northward to Willetta Street through the Phoenix Central Library parking area but within a landscaped thoroughfare, approximately twenty-five feet in width, that includes shaded trellises, lighting, and other pedestrian amenities uninterrupted by vehicular circulation.

#### **4.7.2 Art Walk - Willetta Street to the Phoenix Art Museum**

The Art Walk will continue north of the Phoenix Central Library complex along a widened walkway on both sides of First Street. Both sides of the street should be lined with neighborhood retail and specialty shops mixed with galleries and cafes. Continuous open-air arcades and/or shade trees should be provided to shade pedestrians along storefronts. The street should be used throughout the day for visitors, shoppers, and employees who would use shared parking facilities. Parking areas should have pedestrian access onto landscaped sidewalks along the street in front of the shopping arcades.

On First Street, slow moving traffic, limited to two lanes, should have direct access to short term parallel parking at the curb. The street could be temporarily closed to automobiles for street fair activities. The Art Walk should cross

McDowell Road by means of a specially paved walking pattern that will serve to clearly delineate the Art Walk crossing. Traffic signals at First Street should be synchronized with signals to be located along McDowell Road at First Avenue, Central Avenue, Alvarado Street, and Third Street. This signal system will allow both vehicular traffic and pedestrian traffic to move efficiently until such time as a signal at First Street is warranted.

#### **4.7.3 Art Walk - Phoenix Art Museum**

The location of the Phoenix Art Museum at the terminus of First Street at McDowell Road provides an opportunity to create a visual landmark along the First Street axis. This effect may be achieved through various artistic means such as a free standing sculpture, attached art relief, trompe l'oeil, or a large mural. This art work should focus attention on the Phoenix Art Museum and its relationship to the Art Walk, and it also should take into consideration a future direct connection through the first floor level of the museum's south facade to the interior courtyard to the north. Until a pedestrian passageway is constructed through the Phoenix Art Museum, the Art Walk should be directed to the front of the Phoenix Art Museum on Central Avenue. This section of the Art Walk would be developed to celebrate the redesign of the Phoenix Art Museum. Pedestrian access to the Phoenix Art Museum and Phoenix Little Theater from Central Avenue to the courtyard would be the primary focus of the Art Walk along Central Avenue.

#### **4.7.4 Art Walk - Coronado Plaza**

The Coronado Project, a planned mixed use private development encompassing high rise and low rise office and residential structures, will be an active component of the Art Walk. The site plan for the project incorporates large shaded hardscape areas fronted by restaurants, cafes, galleries, specialty shops, and office and residential building lobbies. The Coronado Project's central





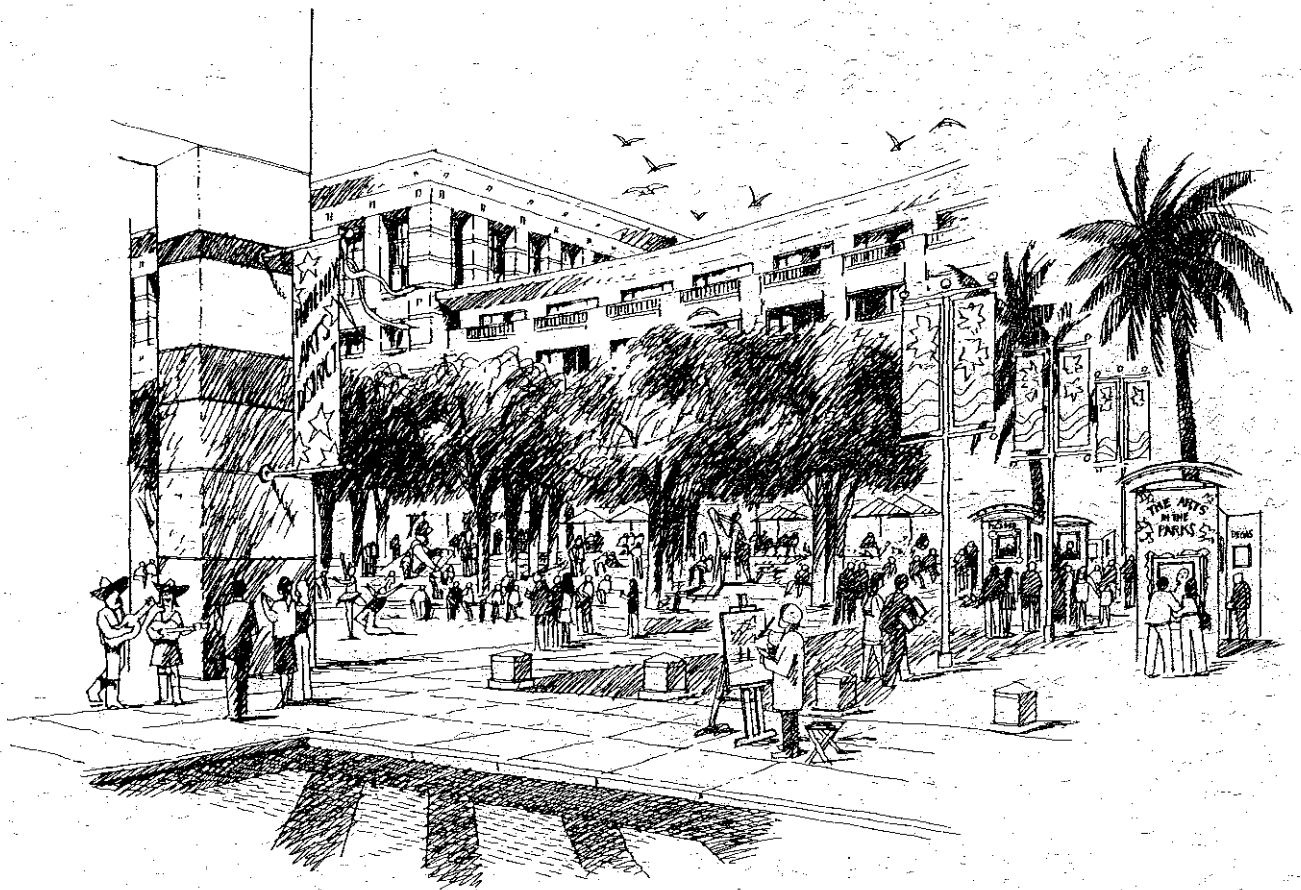
**First Street Art Walk between Margaret T. Hance (Deck) Park and McDowell Road**

plaza would provide a natural stage for multifaceted arts activities. Lunchtime could be bustling with office employees, residents, art museum patrons, and valley visitors. In the evening, the plaza could be a haven for nearby theater patrons for after-theater activities.

**4.7.5 Art Walk - From the Coronado Plaza to the Heard Museum**

The Art Walk will continue northward just east of the United Methodist Church

and will cross Palm Lane by means of specially designed paver patterns. This section of the Art Walk between Palm Lane and Monte Vista Road creates a linkage between the Coronado Project and the Heard Museum. This portion of the Art Walk will be a quiet, passive, and shaded area, small in scale, and will serve as a buffer between commercial development along Central Avenue and the residential property of the Alvarado neighborhood east of Central Avenue. The dominant feature in this portion of



### Art Walk between Phoenix Art Museum and Heard Museum

the Art Walk should be a flower and fragrance garden interspersed with sculpture and water pools.

Pedestrian access across Monte Vista Road to the Heard Museum will be similar to that of the Palm Lane crosswalk. These cross street improvements would continue directly to the front entrance of the Heard Museum.

#### Recommendations

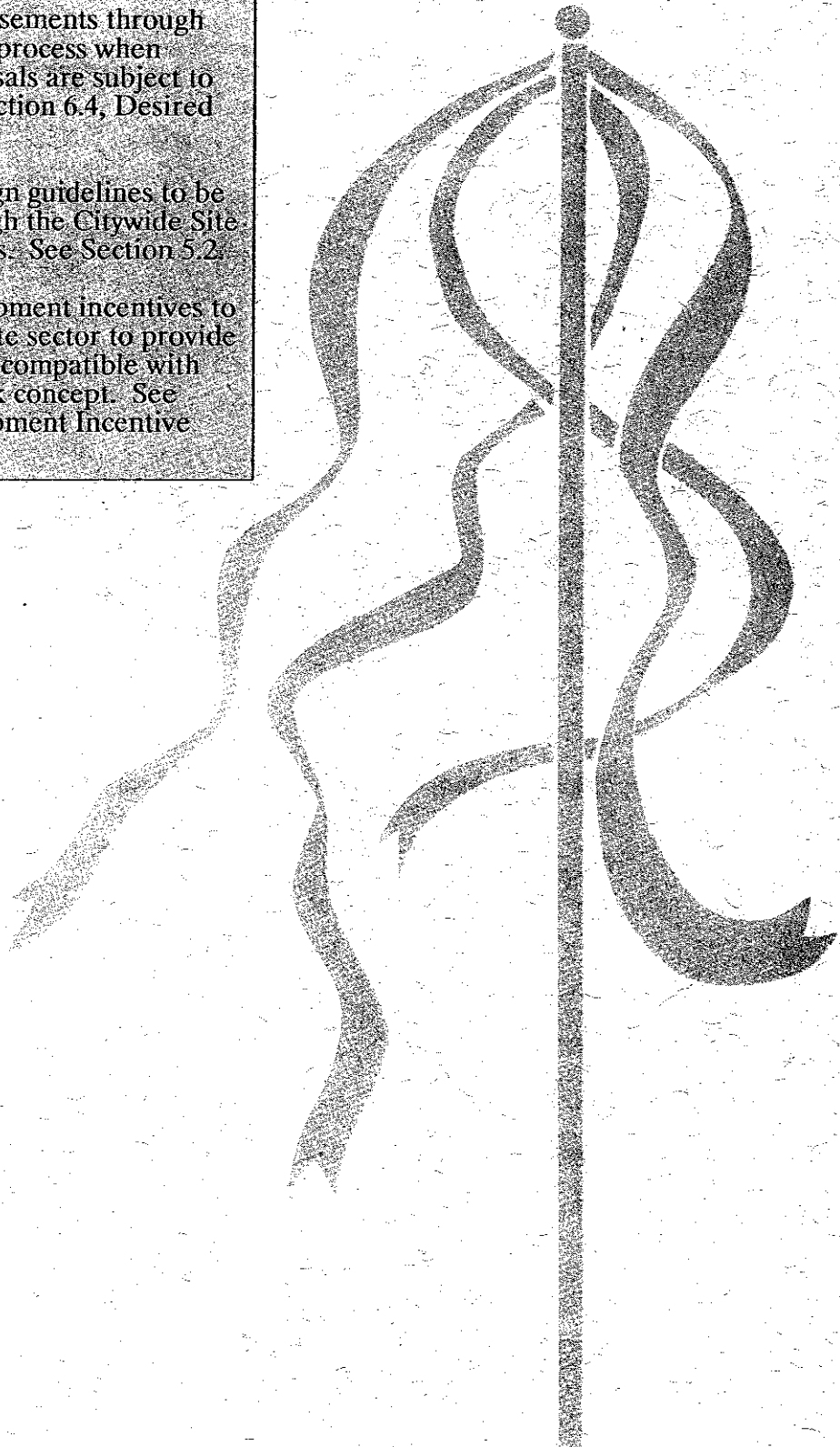
1. Establish an ongoing relationship among the Phoenix Art Museum and Phoenix Central Library architects and the Planning Department to achieve site plans consistent with the Arts District Policy Plan. See Section 5.2, Design Guideline 3.7.2.

2. Conduct an Arts Walk Design Charrette to establish a physical design plan for the Art Walk. See Section 6.3.1, Art Walk Design Charrette.

3. Negotiate Art Walk improvements or easements through the Zoning Review process when development proposals are subject to the process. See Section 6.4, Desired Amenity 2.1.

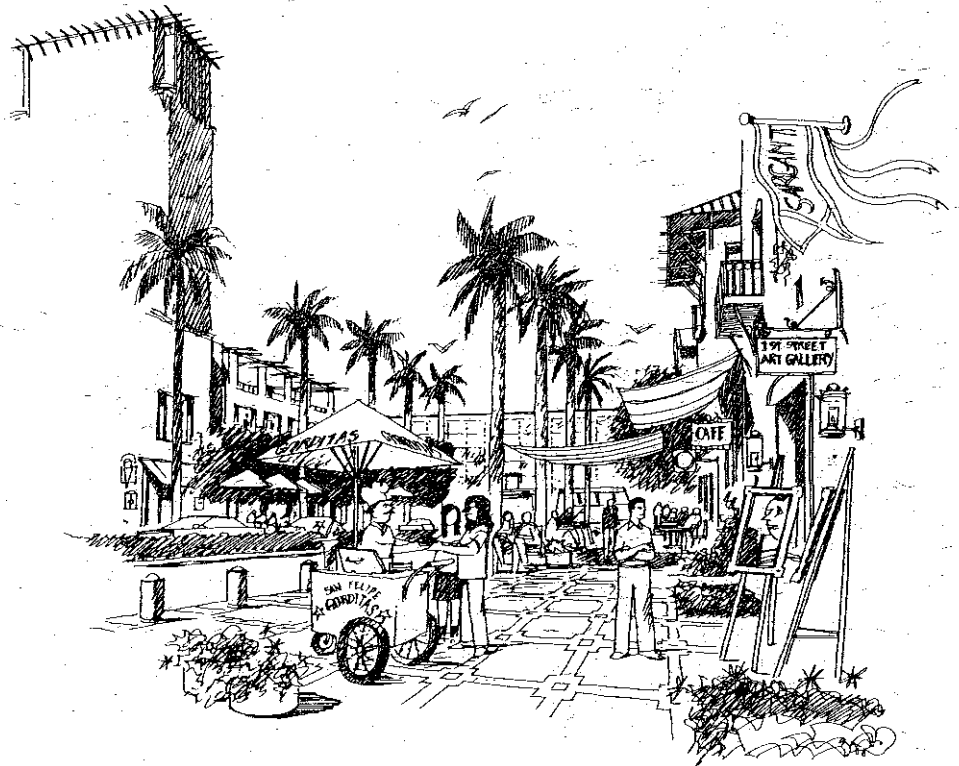
4. Establish design guidelines to be implemented through the Citywide Site Plan Review Process. See Section 5.2.

5. Create development incentives to encourage the private sector to provide Art Walk amenities compatible with the overall Art Walk concept. See Section 6.4, Development Incentive Program.





# DESIGN GUIDELINES



**First Street Art Walk south of McDowell Road**

## 5. DESIGN GUIDELINES

### 5.1 Applicability

These design guidelines supplement the Citywide design review guidelines provided in Section 507 of the **Zoning Ordinance**. The Arts District design guidelines follow the same format as the Citywide design guidelines. Where an Arts District design guideline supplements a Citywide design guideline category (i.e. *Building Placement*) the Arts District guideline is shown (i.e. Guideline 1.3.1) and a special notation refers the reader to the appropriate Citywide design guideline (i.e. See Citywide design guidelines in addition to the following). When an Arts District design guideline is not provided under a design category (i.e. *Open Space*), then only the Citywide design guidelines need to be consulted for that design category.

The Citywide design review guidelines categorize individual guidelines as either requirements, presumptions, or considerations. Requirements or presumptions are regulatory guidelines. Proposed developments must conform to requirements and must demonstrate a hardship to avoid conforming to a presumption.

The Arts District design guidelines are policy guidelines. As such, they are designated as considerations and must be considered, but not mandated, in plans for development of properties in the Arts District. In addition, some guidelines are denoted with a (I) incentive status and some with an (\*) asterisk. Conforming to guidelines denoted with an (I) may qualify the proposed development for a development incentive. The guidelines denoted with an (\*) are intended to apply to development sites within the Art Walk Area (See Figure 3) while guidelines without the asterisk apply to both the Art Walk Area and the Area of Influence. Additional guidelines may be proposed as a result of the design charrette referenced in Section 6.3.1.

#### Recommendation:

1. A subcommittee of the Arts District Board should be formed following the adoption of the Arts District Policy Plan. This subcommittee should review the design guidelines and recommend modifications and additions resulting from the design charrette to provide presumptions and requirements as necessary to implement the Plan. The subcommittee should allow public input from potentially affected property owners. The modified guidelines could become regulatory through the establishment of an overlay zone and incorporated in Section 507 of the Zoning Ordinance.

### 5.2 The Design Guidelines

#### 1. SITE PLANNING

##### Intent

There is a rich history originating in the Middle East and expanding throughout North Africa, southern Spain, Mexico, and the Southwestern United States, of urban design in hot, dry climates. From this history have evolved design principles which are applicable to Phoenix and which are supportive of efforts to create a pedestrian-oriented environment. These principles include dense, low-rise connected courtyard buildings; open spaces with continuous shaded walkways; minimal water usage to maximize comfort through evaporative cooling; indigenous landscape plant materials providing shade; heavy construction for maximum insulation; lightweight highly insulated construction; cool towers; natural ventilation systems; lightweight metal; and fabric screens open to breezes. There are many ongoing studies related to hot dry climate design that should be considered, perhaps most immediately exemplified by the Environmental Research Laboratories at the University of Arizona in Tucson.

Guidelines

Courtyard site planning should be considered throughout the Arts District through the incorporation of many of the design guidelines provided below.

*1.1 Open Space*

See Citywide guidelines.

*1.2 Height, Bulk and Area of Buildings*

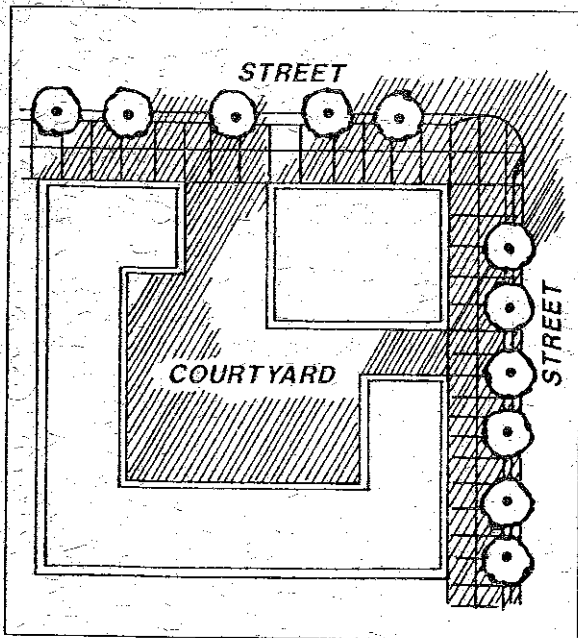
See Citywide guidelines.

*1.3 Building Placement*

See Citywide guidelines in addition to the following:

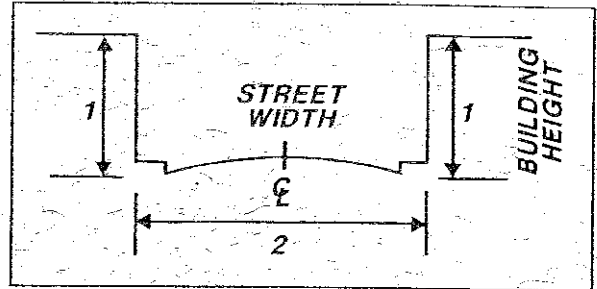
*1.3.1 Buildings should be located at the perimeter of the site, particularly adjacent to a public sidewalk. (C)\**

Rationale: Buildings located at the perimeter of a site provide continuous activity, shade, and security to the public sidewalks.



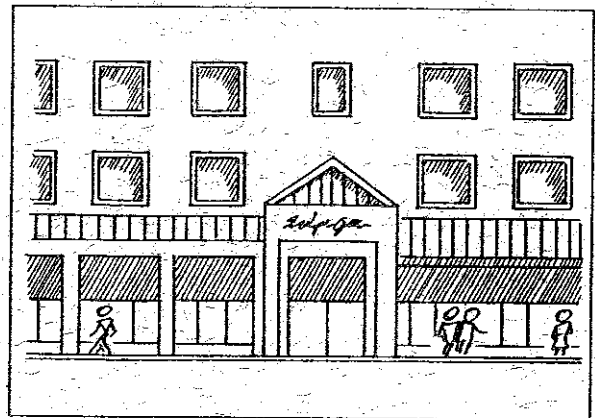
*1.3.2 Buildings should be placed to clearly define public streets and outdoor spaces by considering a 2:1 street width to building height ratio. (C)*

Rationale: The proper definition of exterior spaces can provide visual interest to pedestrians and may promote pedestrian activity.



*1.3.3 Buildings or shade structures should be continuous at the front property line on streets except for breaks in the building wall to allow for an entry to a courtyard, for stairs to a stoop, porch or balcony, for view corridors from Central Avenue to the Art Walk, or for minor surface or structured parking areas. (C)\**

Rationale: The presence of a building facade along the street frontage provides visual interest to pedestrians using the public sidewalks.



*1.3.4 Ground floors should be oriented to the public sidewalk and contain uses that will contribute to pedestrian street activity. Such uses include retail, cultural, civic, office and residential building lobbies, and residential stoops and front porches. (C)*

*Provisions for ground floor uses which are oriented to the public sidewalk may qualify for a bonus. (I)*

Rationale: Uses at the ground floor level will contribute to street pedestrian activity and promote visual interest and security for pedestrians.

*1.3.5 The ground floor level of shops or public buildings should be at approximately street level to encourage public street activity. Any front yard landscape treatments should not form a visual barrier between the building and the sidewalk. (C)*

Rationale: Ground floor level uses should be provided at the sidewalk level to maximize opportunities for interaction between street exterior activity and interior shops.

*1.3.6 Buildings along the east side of Central Avenue between Hoover Avenue and Margaret T. Hance (Deck) Park should be designed to provide view corridors to the First Street alignment Art Walk. Landscaping should be designed to maintain this view from Central Avenue.*

Rationale: View corridors from Central Avenue will promote the existence of the Art Walk.

#### *1.4 Building Orientation*

See Citywide guidelines in addition to the following:

*1.4.1 Buildings should generally align with the street grid. (C)*

Rationale: Buildings which align with the street grid provide a facade of visual activity at the street level which interacts with sidewalk activity.

#### *1.5 Trails and Paths*

See Citywide guidelines.

#### *1.6 Overall Design Issue*

See Citywide guidelines.

### 2. SUBDIVISION DESIGN

#### *2.1 Streets*

See Citywide guidelines.

#### *2.2 Sidewalks*

See Citywide guidelines.

#### *2.3 Landscape Buffer*

See Citywide guidelines.

#### *2.4 Street Appurtenances*

See Citywide guidelines.

### 3. ARCHITECTURE

#### Intent

Buildings should be designed specifically to fit their immediate context. Architectural variety should be encouraged on a fine grained scale. New buildings should be respectful of the scale of nearby existing and proposed buildings, particularly at the residential areas both within and immediately adjacent to the Arts District. The new Phoenix Central Library and remodeled Phoenix Art Museum should set design standards to be reflected in the immediate vicinity of those buildings.

#### Guidelines

#### *3.1 Solar Consequences*

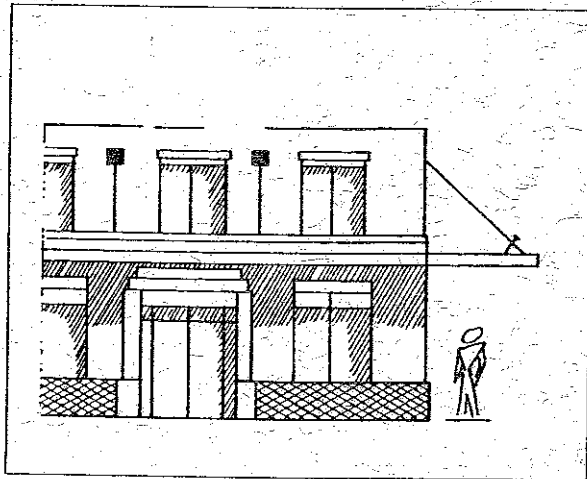
See Citywide guidelines.

#### *3.2 Building Articulation*

See Citywide guidelines in addition to the following:

3.2.1 Buildings should be designed to incorporate a clearly articulated base which is of a scale that relates to pedestrians. Shade structures, if used, should reinforce this common height articulation. (C)\*

Rationale: A building base at a pedestrian scale will enhance pedestrian comfort and promote pedestrian activity.

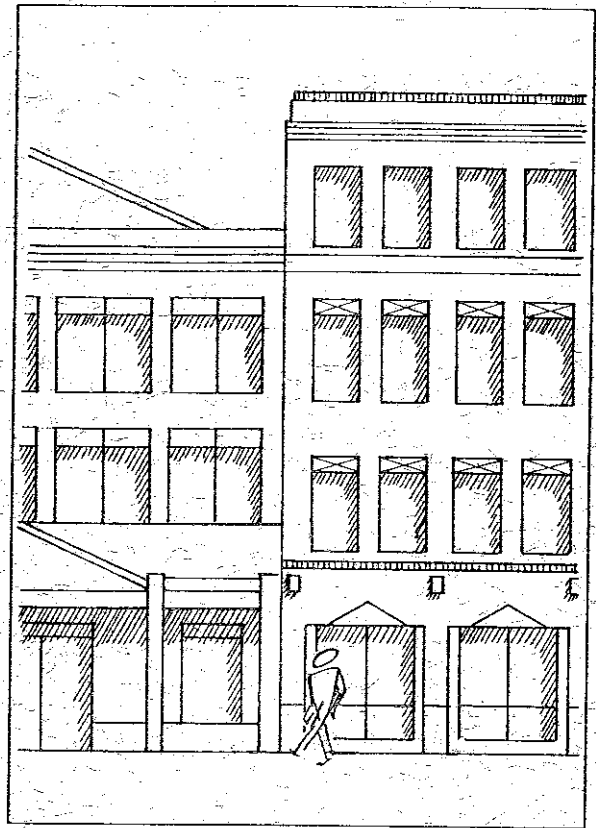


3.2.2 The base of a building should be decoratively treated and embellished with architectural elements such as stairs, stoops, porticos, porches and special entry treatments, columns, planter boxes, belt courses, and rusticated materials. (C)

Rationale: The use of architectural treatments will provide a visual interest to the buildings by creating a pattern of shadow within the building facade.

3.2.3 A common cornice or eave-line or tower differentiation should be set to a height matching adjacent buildings. (C)

Rationale: A common cornice can provide a subtle district character and will promote the presence of a pedestrian scale.

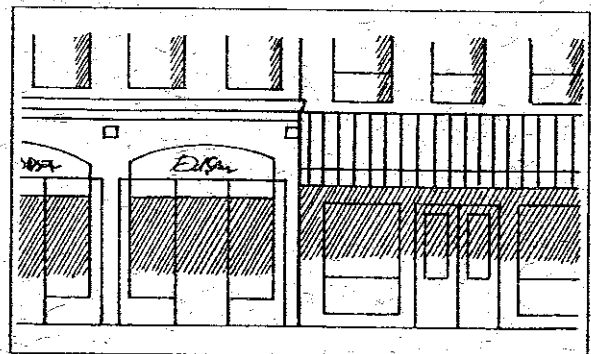


### 3.3 Public Amenities

See Citywide guidelines in addition to the following:

3.3.1 Ground floor facades should be predominantly glass. These areas should be shaded from summer sun by exterior permanent means including arcades, overhangs, and awnings. (C)\*

Rationale: Glass areas promote interaction between interior spaces and the public sidewalk.



3.3.2 *Buildings housing ground level cultural or commercial uses should be designed to have a distinct ground floor facade that can incorporate a variety of individually designed shop frontages as well as signs, fabric awnings, canopies, or other attachments in a manner that enhances the overall buildings appearance. (C)\**

Rationale: The distinct treatment of ground floor uses will contribute to the Arts District character.

### 3.4 *Colors and Materials*

See Citywide guidelines.

### 3.5 *Screening*

See Citywide guidelines.

### 3.6 *Entrance Frequency and Orientation*

3.6.1 *Retail, office, cultural, and residential entries from the street should occur as frequently as is reasonable along a street and should not exceed a spacing of 150 feet. (C)\**

Rationale: Entries help create the street-oriented, fine-grained urban neighborhood character desired.

3.6.2 *The primary entrance to a major building or a building complex should be through an architecturally embellished and distinctive entrance lobby or central courtyard facing the street. (C)*

Rationale: Entrances to buildings from the street are responsive to transit users and promote activity on the street.

### 3.7 *Special Design Conditions*

3.7.1 *Buildings fronting on the Art Walk between McDowell Road and Willetta Street should incorporate trees or a shade structure along the walk and have a formal, elegant, and uniform appearance. (C)\**

Rationale: Trees and ground level shade structures provide shade to pedestrians and are responsive to the Arts District architectural context.

3.7.2 *The Phoenix Central Library and Phoenix Art Museum and Phoenix Little Theater should be designed as important focal structures in the Arts District utilizing large scale visual elements which identify the public/civic nature of their use, and ground floor treatments which support and enhance the mission of the Arts District. (C)\**

Rationale: Public buildings should be identifiable to the general public.

## 4. LANDSCAPE ARCHITECTURE AND PEDESTRIAN CIRCULATION

### Intent

The open space and pedestrian circulation system is intended to be the dominant visual element of the Arts District and is described as a part of the Concept Plan, Section 4.2. The general landscape character intended for the Art Walk is described in Section 4.6.

### Guidelines

#### 4.1 *Overall Design Concepts*

See Citywide guidelines.

#### 4.2 *Site Grading*

See Citywide guidelines.

#### 4.3 *Drainage*

See Citywide guidelines.

#### 4.4 *Hardscape*

4.4.1 *Shade structures and walls, walkways and planters should appear as building extensions: paving, planters and other hardscape materials should be integrated with building materials and character, and should be partially shaded during the summer. (C)*

Rationale: Hardscape elements should enhance the function of a building and be identifiable as part of that building.

4.4.2 *Summer shading should be provided for all sidewalk or hard surfaced plaza areas to enable a person to walk continuously in shade throughout the Arts District. (C)*

Rationale: Shade trees and arcades provide protection and comfort from the hot summer sun.

4.4.3 *Distinct textured pedestrian crossings should be provided at signalized intersections crossing Central Avenue and at all Art Walk unsignalized crossings of major and local streets. (C)*

Rationale: Textured pedestrian crossings alert motorists of a pedestrian zone and may enhance the motorist level of caution.

#### 4.5 Groundcover

See Citywide guidelines in addition to the following:

4.5.1 *Plants should not form a barrier between walkways and the ground floor of buildings fronting on walkways. (C)*

Rationale: Public sidewalks which directly abut buildings promote street activity on the sidewalk.

#### 4.6 Plant Materials

See Citywide guidelines in addition to the following:

4.6.1 *Deciduous trees should generally be used. (C)*

Rationale: Deciduous trees provide summer shade and allow exposure to winter sun.

4.6.2 *The dominant plant materials should be common to the Phoenix area and should include drought tolerant*

*varieties as recommended by the report from the design charrette. (C)*

Rationale: Trees which are common to the area promote the local context.

#### 4.7 Water Elements

4.7.1 *Water should be considered a precious commodity and used to maximum advantage for both irrigation and evaporative cooling. (C)*

Rationale: Water should be conserved in a desert environment.

4.7.2 *Formal water features making the most of small quantities of water use should be considered at shaded focal points and gathering areas. Cool towers and tree bosques, likewise, should be considered for use at focal protected pedestrian areas. (C)*

*The provision of water features, cool towers, or tree bosques may qualify for an incentive/bonus. (I)*

Rationale: Water features can provide relief from hot summer temperatures.

#### 4.8 Art and Furnishings

See Citywide guidelines in addition to the following:

4.8.1 *The placement of artwork throughout the Arts District is encouraged. (C)\**

*The provision of art work may qualify as an incentive/bonus. (I)*

Rationale: Artworks contribute to the public attraction nature of the Arts District.

4.8.2 *Artists should be involved in the design of the public and private outdoor spaces as well as designing settings and objects within the spaces. (C)\**

Rationale: Artists can assist in the proper placement of art works and the overall experience of the Arts District.

4.8.3 *Site improvements include pedestrian exterior lighting, signage, Arts District banners, information kiosks, trash receptacles, drinking fountains, benches, tables, bollards, special pavings, tree grates, and storage elements. Other special site improvements that could also be considered include a kiosk, bicycle storage, temporary shade structures, or street vendor shelters. (C)*

*The provision of site furnishings may qualify as an incentive/bonus. (I)*

Rationale: Site furnishings contribute to the comfort and experience of the Arts District.

#### 4.9 Maintenance

See Citywide guidelines.

#### 4.10 Visual Integration with Buildings

See Citywide guidelines.

### 5. MOVEMENT AND CIRCULATION

#### Intent

Section 4.4 of the Concept Plan describes the Arts District automobile and transit circulation and parking plan. Central Avenue and McDowell Road are assumed to be through roads where vehicle movement should be given priority over pedestrian movement, although special accommodation will be made to facilitate pedestrian movement across McDowell at First Street. Third Street should be designed to balance vehicular, bicycle, and pedestrian movements. All other streets should give pedestrians priority over vehicle movement through the design of evident pedestrian crossings and signals timed for the convenience of pedestrians.

#### Guidelines

##### 5.1 Surface Parking Design

See Citywide guidelines in addition to the following:

5.1.1 *Surface parking lots should be limited to a frontage of 120 feet and should be shielded from a public sidewalk by shade structures or screen walls and formal landscaping. Shade structures and screen walls should appear to be extensions of buildings in finish and in quality. (C)*

Rationale: Shade structures and landscaping can help define the pedestrian space adjacent to surface parking lots.

##### 5.2 Parking Structure Design

See Citywide guidelines in addition to the following:

5.2.1 *Parking in all cases should be separated from public sidewalks at ground level by uses that provide activity adjacent to the sidewalk including retail, cultural, and civic activities, or office and residential building lobbies. (C)\**

Rationale: Uses at the ground level, adjacent to the sidewalk, provide activity of interest to pedestrians and mitigate the structure's appearance.

5.2.2 *Above grade parking structures should be limited in frontage to a maximum of 120 feet or 25% of a block, whichever is less. (C)*

Rationale: Above grade parking structures may limit activity on the street if the structure dominates a city block.

5.2.3 *Parking structure exteriors should be designed to be architecturally compatible with adjacent buildings by providing a facade which disguises the use of the structure while mitigating*



impacts of light on adjacent residential uses. (C)

Rationale: Parking structures which are architecturally integrated into the nearby building can assist in the formation of courtyards and plazas within the Arts District.

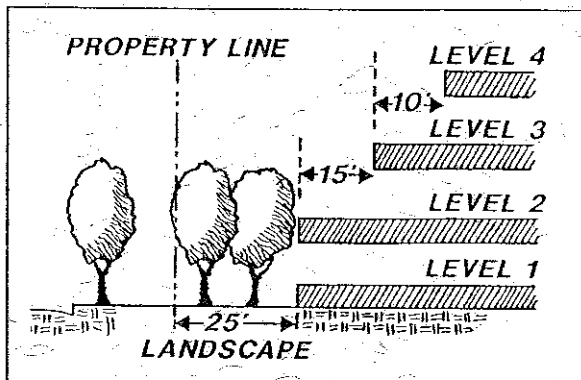
5.2.4 *Parking structures should be setback on development sites to minimize exposure to Central Avenue, McDowell Road, and the Art Walk. (C)*

Rationale: Parking structures can be visually and functionally disruptive to pedestrian movements throughout the Arts District, but particularly adjacent to pedestrian areas.

5.2.5 *The following parking structure setback standards should apply to all development within the Arts District that is adjacent to existing single-family uses.*

a. *A minimum 25 foot landscape setback should be provided. This setback should include, at a minimum, landscaping consisting of two rows of minimum 2 1/2 inch caliper trees placed to provide a continuous screening, at maturity, of the structure from the adjacent residence.*

b. *The parking structure should incorporate an additional 15 foot minimum setback for each level over two in height.*



Rationale: The impact of parking structures adjacent to existing single-family neighborhoods should be minimized in order to protect the neighborhoods.

### 5.3 Overall Design Concepts

5.3.1 *Shared use of parking should be maximized throughout the Arts District. Shared use parking lots should have obvious pedestrian access to the public pedestrian system. Mixed uses, public transit, and the provision of a convenient and pleasant pedestrian system should result in reduced parking demands. (C)*

Rationale: Shared parking facilities can reduce the cost and the land area necessary to provide adequate parking, as well as the potential impact to the pedestrian areas.

5.3.2 *Parking should be located below the grade of buildings and internal courtyards. Outside the Art Walk, additional parking may be accommodated with surface or above grade structured parking lots. (C)\**

*The provision of below grade parking may qualify as an incentive/bonus. (I)*

Rationale: Below grade parking minimizes the impacts on pedestrian movements throughout the Arts District.

5.3.3 *The southern portion of the Art Walk, along First Street between Willetta Street and McDowell Road, should be designed for extremely slow vehicular traffic and have distinct textured pedestrian crossings at Willetta Street and McDowell Road. (C)\**

Rationale: The Art Walk should be a comfortable location for pedestrians to experience art works.

#### 5.4 Bicycle Access

##### 5.4.1 Bicycle lanes should be considered for Third Street from Downtown to the Virginia Avenue bicycle route. (C)

Rationale: Bicycle lanes on Third Street will enhance bicycle accessibility to the Arts District and Downtown via the Virginia Avenue bicycle route.

### 6. PROJECT SIGNAGE

#### Intent

Signage design should be considered integrally with other site furnishings and be an enhancement to the wide range of character and activities occurring within the Arts District.

#### Guidelines

##### 6.1 Character

See Citywide guidelines.

##### 6.2 Location

See Citywide guidelines in addition to the following:

##### 6.2.1 Wall mounted signs generally should be used instead of post mounted or monument signs. (C)

Rationale: Wall mounted signs minimize disruption and clutter of the streetscape.

##### 6.3 Function

See Citywide guidelines.

### 7. HISTORICALLY SIGNIFICANT SITES

#### Intent

Several historic sites which have been proposed or are eligible which have been

designated historically significant sites exist within, and adjacent to, the boundaries of the Arts District. The presence of these buildings provides an opportunity to incorporate and capitalize on their cultural significance as part of the Arts District concept. To maintain the historic integrity of these buildings, design policy should influence development impacting these sites.

For those buildings listed on the Phoenix Historic Property Register, design review by the City Historic Preservation Office (CHPO) is mandated by the Phoenix Historic Preservation Ordinance for any construction which requires a building permit. Demolition requests are also subject to CHPO review.

In an environment such as the Arts District, theory guiding design policy related to historic structures must be expanded to accommodate the overall goals for the Arts District, as well as existing development regulations. However, to protect the character of historic buildings within the Arts District, the following guidelines should be considered when new construction is proposed adjacent to historic structures or additions or alterations are contemplated to historic buildings not subject to CHPO review.

#### Guidelines

##### 7.1 Overall Design Concept

##### 7.1.1 Alterations and additions to historic structures should, where possible, comply with appropriate design guidelines and review set forth in the Phoenix Zoning Ordinance (Section 811). (C)

Rationale: The integrity of historic structures will be maintained by adhering to City standards for historic preservation.

##### 7.1.2 New construction on historic sites should incorporate existing significant structures into new building plans to

*the extent practicable. Demolition of historic structures should be viewed as a last alternative. (C)*

Rationale: Historic structures give a unique character to the Arts District.

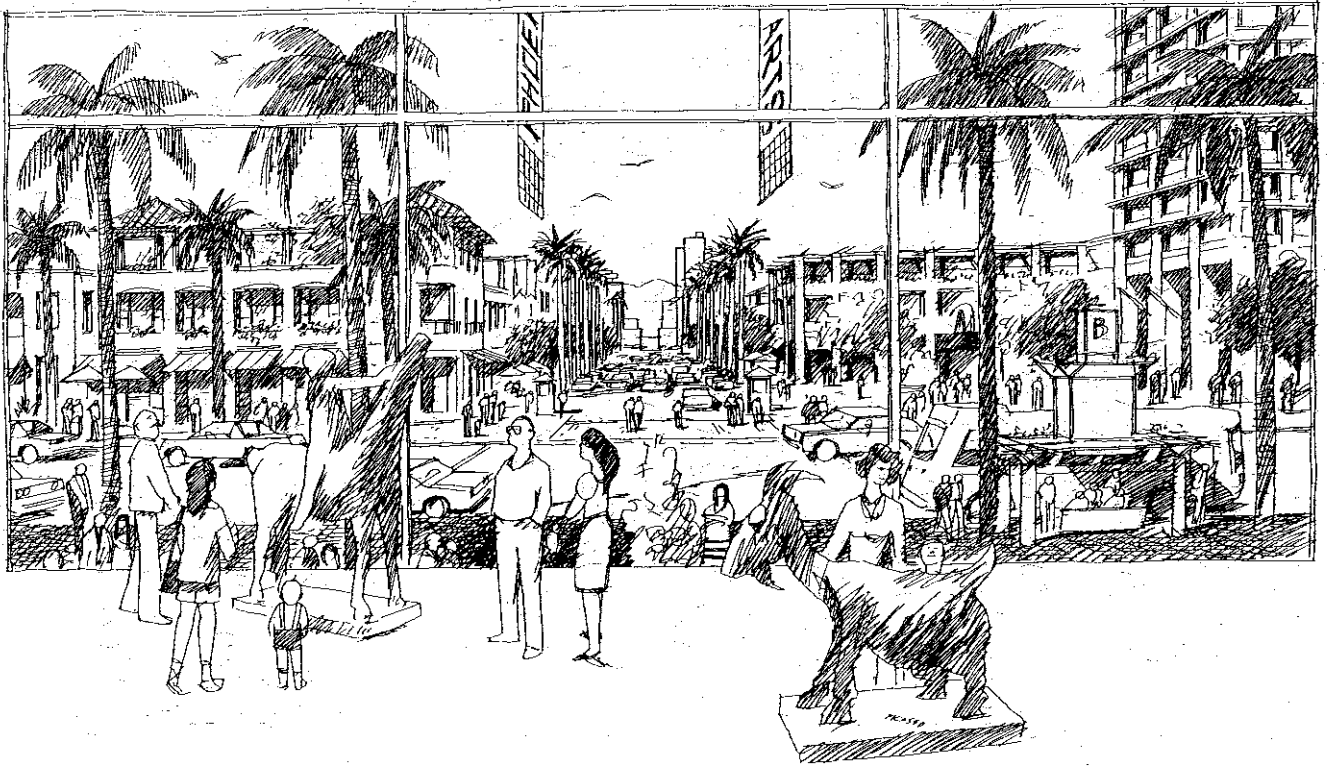
*7.1.3 Sensitivity to the physical characteristics of existing historic structures, such as architectural style, building materials, and scale, are important considerations when designing new or infill construction. (C)*

Rationale: Sensitive design of new structures will maintain the integrity of historic buildings.

*7.1.4 New or infill construction should respect the horizontal and vertical orientations and rhythms of historic structures. (C)*

Rationale: By recognizing the horizontal and vertical nature of the historic buildings within the Arts District, the pedestrian network will be enhanced in a manner which is sensitive to historic buildings.

# IMPLEMENTATION



View looking south along First Street Art Walk from the second floor of the Phoenix Art Museum

## **6. IMPLEMENTATION**

### **6.1 Purpose and Intent**

The Arts District Plan is the first step in what will be a continuous process to create a unique and active Arts District in Phoenix. The Plan establishes the vision for an Arts District in Phoenix, and outlines in a general manner the important considerations and the key ingredients that are necessary to successfully create an Arts District in the geographic area proposed. Much effort will be necessary to get from the general nature of the Plan to a specific work program that clearly defines not only the actions necessary to establish an Arts District but also, the procedures and processes which need to be in place to ensure that initial success and momentum are sustained.

This section, which outlines a proposed action program for implementation of the Arts District concept, includes a discussion of the design tasks that will need to be accomplished in each work program phase of the management program, and a recommendation for a specific management approach to carry out the work program.

The purpose of this section is to outline the means necessary to implement the recommendations contained in the concept plan.

### **6.2 Development Review**

This section briefly describes development review as it relates to the implementation of this Plan. The Zoning Review process is administered through the Planning Department, and the Development Review process is administered through the Development Services Department.

#### **6.2.1 Zoning Review Process**

The zoning process can be used to contribute to the implementation of the

Concept Plan. Opportunities to negotiate elements of the Incentives Program and the Arts District Design Guidelines generally will be limited to requests for height and/or parking waivers but also may occur through the use permit and variance processes. Current zoning permits a substantial increase in density within the Arts District without requiring additional entitlements. Existing entitlements permit office and most retail uses (see Section 6.5, Parcel Development Program and Figure 14, Private Development Implementation Opportunities).

The Incentives Program and the Arts District Design Guidelines will direct City staff in the review of height and/or parking waivers and requests for other zoning modifications.

#### **6.2.2 Development Review Process**

The development review process also can contribute to the implementation of the Concept Plan. The Development Services Department will evaluate requests for development permits to determine their consistency with the Arts District Design Guidelines provided below. Although the Development Services Department will encourage the applicant to incorporate the Arts District Design Guidelines, the Department does not have the authority to mandate these guidelines because, as currently drafted, the Arts District Design Guidelines are not regulatory. The Citywide design guidelines (Section 507 of the City of Phoenix Zoning Ordinance) however, will be administered as requirements, presumptions, and considerations within the Arts District, as they are throughout the city.

The Central City Architectural Design Review Panel was established to review central city public facilities and city assisted private development. The panel's review extends partially into the Arts District from Coronado Road southward and from 8th Avenue to 8th Street. The purpose of the panel is to

assist in developing a consistent design theme for publicly financed central city projects. See Appendix C for performance criteria.

### **6.3 Action Program**

This section calls for a variety of actions to implement the Plan. Some actions will be the responsibility of the City, others will be performed by the private sector through private development, and still others will be achieved through joint public/private efforts. In addition, Section 6.6, Management Program, describes a series of steps which are necessary to achieve the goals of the Plan.

#### **6.3.1 Art Walk Design Charrette**

The Plan depicts an alignment for the proposed Art Walk. A physical design plan for the Art Walk, including detailed recommendations on items such as specific paving materials, plant materials, appurtenances and art works, needs to be developed. This design plan will serve as a guide for actual development of the Art Walk.

A design charrette should be conducted following the adoption of the Plan to develop the physical design plan for the Art Walk. (A design charrette is a brainstorming session of design professionals over a period of two to three days. The design professionals provide design recommendations to achieve desired goals.) The charrette should include design professionals in the disciplines of architecture, landscape architecture, urban design and art, as well as property owner representation from area neighborhoods and businesses. The charrette should be organized and programmed by the Phoenix Arts Commission. The physical design plan that will result from the charrette should be reviewed by interested groups informally and possibly formally through a public hearing process.

#### **6.3.2 Financing of Public and Private Improvements and Facilities**

This Plan suggests both public and private improvements and activities which are appropriate for inclusion in the Arts District. These include:

1. Art Walk easements and improvements as per the design charrette and as described in Section 4.7.
2. Arts District programming of events as outlined in Chapter 6.
3. Arts District identification along Central Avenue and throughout the Arts District as described in Section 4.3, Pedestrian Circulation, Secondary Paths.
4. Arts District bicycle route link between Downtown and Virginia Avenue along 3rd Street as referenced by Design Guideline 5.4.1 (Section 5.2).

Improvements and activities need to be studied with respect to costs and financing mechanisms. A study should be prepared and an implementation plan completed and initiated. The City should be an active funding participant in both studying and in implementing the various programs.

#### **6.3.3 Recommended Short Term District Identity Improvements**

Although it may be several years before the Art Walk is a reality, the distinctive nature of the Arts District can be promoted by implementing some short-term, low cost improvements which will assist in establishing identity and character for the Arts District. These recommendations are provided for consideration by the entity charged with management of the Arts District (see Section 6.6, Arts District Management Program).

1. Arts District banners with a design logo along Central Avenue between Encanto Boulevard and the Margaret T. Hance (Deck) Park.
2. Distinctive, pedestrian-scale street name signs within the Arts District boundaries.
3. Directional signage for the Arts District to be located on the Papago Freeway at the 3rd Street, 5th Avenue, Seventh Street, and Seventh Avenue exits and along Seventh Street and Seventh Avenue in proximity to the McDowell Road intersections.
4. An organized, on-going program of arts-related activities in the Arts District which promote the Arts District as a special place.
5. Placement of a commissioned art work to be placed in front of the Phoenix Art Museum at First Street and McDowell Road. The purpose of the art work is to entice users of Margaret T. Hance (Deck) Park into the Arts District. The art work should be the terminus of the view corridor looking north along First Street from the park.
6. Design and construct streetscape "gateways" to the Arts District at Central Avenue and Encanto Boulevard, the Central Avenue bridge over Margaret T. Hance (Deck) Park, Third Street and McDowell Road, and First Avenue and McDowell Road.

## 6.4 Development Incentives Program

### 6.4.1 Applicability

One approach to encourage developers to incorporate on-site amenities which will contribute to the establishment of the Arts District is through offering

development incentives. Additional building square footage, building height, or parking waivers will be considered for the provision of desired site and Arts District amenities. The desired amenities listed below are designed to accomplish a benefit to the public as a trade-off for additional building height or project density. These incentives should be flexible from site to site and may become more valuable as developable land diminishes and as the attractiveness of the Arts District increases.

Consideration of a development incentive will be initiated by a request to exceed the existing development entitlements. The incentive analysis should consider the bonus(es) being sought and the amenities being offered. City staff will review the request for consistency with the desired amenities listed below, and will make a recommendation to the Planning Commission and the City Council.

### 6.4.2 Desired Amenities

Some of the desired amenities listed below are denoted with an (\*) asterisk. These amenities should be strongly encouraged in the Art Walk Area (see Figure 3); however, the amenities also may be appropriate in the Area of Influence.

#### 1. LAND USE

##### 1.1 Art and Cultural Space\*

At least 2.5 percent of the total floor area (exclusive of parking structures) of the proposed development should be devoted to art or cultural related uses, support uses or residential uses as listed below in Table C. Other uses may be considered on a case-by-case basis by the Planning Department to satisfy the requirement. Art or cultural uses should comprise a minimum of fifty percent of the required 2.5-percent floor area allocation. Art, cultural, and support uses included with the development will not be calculated in the floor area ratio. This space, however, must be provided on the ground level

floor or at grade if outside. It will be leased at competitive rates for the use being provided.

**TABLE C**

<u>Art/Cultural Uses</u>	
1	Museum
2	Library
3	Theater
4	Gallery
5	Art Studio
6	Concert Space
7	Art/Dance/Acting School
8	Temporary Exhibit Space
9	Craft/Marketing
10	Movie Theater
11	Photography Studio
12	Book Store
13	Music Store
14	Rehearsal Space
15	Jazz Club (or equivalent)
<u>Support Uses</u>	
16	Horsing
17	Retail, such as neighborhood or office
18	Warehouse support uses
19	Offices for art-related activity
20	Churches

Public outdoor spaces containing two or more amenities (listed in Table D) may be counted at a ratio of two square feet provided to one square foot of the requirement. This option is available for up to fifty percent of either the arts and cultural or support use requirement. In no case should less than 1,000 square feet be provided for the combination of uses. The standards provided above do not substitute for any other standards developed by the Arts Commission (1% for the arts provision) for application Citywide or supersede other zoning requirements.

**TABLE D**

Outdoor Space Options

The square footage of the following is based on the total area the amenity occupies.

1	Areas used for permanent or regularly scheduled exhibits
2	Permanent seating areas including shade, vegetation and seasonal structures
3	Sculpture garden
4	Water features
5	Wall murals
6	Performance stage
7	Outside dining areas
8	<u>Structured Parking</u>

Below grade parking is preferred for providing required parking. Above grade structures should provide a building facade which is compatible with the main structure(s) and should provide features which mitigate negative effects on adjacent uses.

### 1.3 Restaurants and Outdoor Cafes\*

Restaurants and outdoor cafes are especially desirable in extending the hours of nighttime activity. These uses are ideally located along the Art Walk within the Art Walk Area (see Figure 13).

### 1.4 Residential Component

A residential component in large scale development projects is encouraged to achieve a mix of uses which will increase the population base in the area to support Arts District activities.

## 2. STREETSCAPE/PEDESTRIAN

### 2.1 Art Walk Easement and Improvements\*

The Art Walk will link the Margaret T. Hance (Deck) Park on the south with the

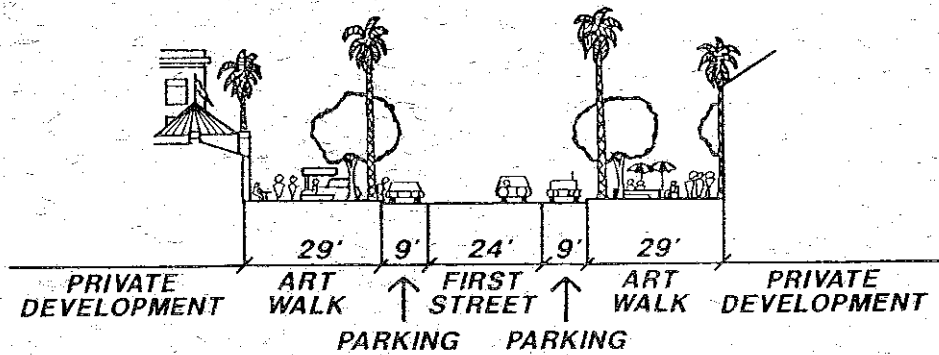
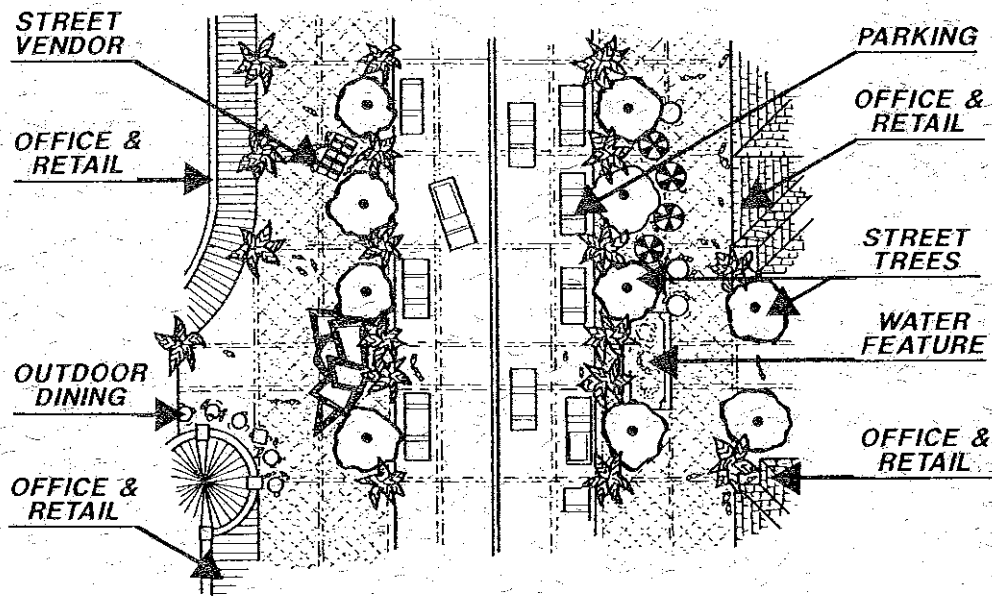


Heard Museum on the north generally along the First Street alignment. The Art Walk should consist of a minimum 25 foot wide pedestrian easement with hardscape and landscape improvements. The Art Walk should be designed to accommodate the physically challenged. Hardscape improvements should include materials, details, and colors as identified by the art walk charrette (see Section 6.3.1). The Art Walk improvement detail below illustrates a general concept but should not substitute for the results of the Art Walk charrette. The materials and artistic expression statements presented below are provided only for interim use (prior to the Art Walk charrette). These

elements should be shaped and discussed by the charrette design team to be modified as necessary by the team.

- **Hardscape Materials**

A distinct paving material to designate the Art Walk path should be provided. The paving material should be consistent throughout the Art Walk to enable the user to proceed along the Walk with certainty as to where the Walk continues. The distinct paving should be evident at all points along the Walk, particularly within street crossings.



**First Street Art Walk South of McDowell Road**

● **Artistic Expression**

Artistic expression should be encouraged along the Art Walk to add visual interest. The visual expression should entice the Art Walk user to proceed along the Art Walk. The Art Walk surface should be considered a painter's canvas on which artists can provide such works as concrete castings, tile mosaics, historic time lines, or other works as approved by the Arts Commission.

2.2 Water Features, Cool Towers, or Tree Bosques\*

An incentive may be given for incorporating elements which promote the user's comfort and experience of Arts District outdoor spaces. These elements should be considered particularly within the Art Walk Area but also may be appropriate within the Area of Influence (see Figure 3 and Design Guideline 4.7.2).

2.3 Public Art\*

An incentive may be given for incorporating public art in accord with the City's private percent-for-art guidelines. Public art works should primarily be focused within the Art Walk Area (see Figure 3 and Design Guideline 4.8.1).

2.4 On-site and Off-site Furnishings

An incentive may be given for the incorporation of on-site and/or off-site furnishings as described by Design Guideline 4.8.3. These furnishings should be primarily focused within the Art Walk Area but may be appropriate within the Area of Influence (see Figure 3).

**6.5 Parcel Development Program**

Based on historic absorption rates, planned development, and existing development patterns, vacant zoned sites on Central Avenue could require at least 10 to 12 years to be absorbed. Additional

development on the Indian School site could extend this absorption period for an additional eight years. The Arts District has slightly better access to the Papago Freeway (I-10), and will be located closer to Margaret T. Hance (Deck) Park than other vacant zoned sites further north on Central Avenue. In addition, the Encanto Core has limited development sites with Central Avenue frontage. Consequently, development of the retail and office uses on unzoned parcels with Central Avenue frontage in the Arts District could occur as early as the late 1990's. Figure 14 displays private development or redevelopment opportunities and suggests actions which should be taken (for each individual site) to insure conformity with the Plan.

The initial stages of public capital investment in the Arts District will be in the form of the new Phoenix Central Library and the renovation and expansion of the Phoenix Art Museum. It is unlikely that the City will be able to time this investment to coincide with private investment in the Arts District. Private investment will likely be along Central Avenue and start in the late 1990's. Private development north of Coronado is not likely to occur until after development of the private parcels located at the Central Avenue and McDowell Road intersection. Private development along the east side of First Street and south of McDowell Road is not anticipated to occur prior to 2005.

**Recommendations:**

1. Along the Art Walk, retail uses and primary building entrances should be focused on both First Street and Central Avenue.
2. Parcels east of First Street should be encouraged to include a residential component, linking the Arts District to the surrounding historic neighborhoods and helping to provide an after work hours base for restaurant and retail uses.

FIGURE 14

**PRIVATE DEVELOPMENT  
IMPLEMENTATION OPPORTUNITIES**

**Primary Opportunities**

**POTENTIAL REZONING**

**MID-TERM DEVELOPMENT SITES**

**A1, A2 & A3** Encourage the incorporation of a large public plaza for programmed cultural events through redevelopment efforts. Provide design elements which contribute to Arts District identity. Also see design guidelines 1.3.1, 1.3.4, 5.2.1 and 5.2.4.

**A4** Encourage the incorporation of the Art Walk along the First Street frontage and expanded improvements of the Central Avenue streetscape. Art Walk improvements should conform to the recommendations of the Design Charrette. Encourage retail and cultural uses at ground level. Also see design guidelines 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 3.2.1, 3.2.2, 3.2.3, 3.3.1, 3.3.2, 3.6.1, 3.7.1, 5.2.4, 5.3.1 and 5.3.2 as well as development amenity 1.1, 1.3, 2.1, 2.2 and 2.3.

**LONG TERM DEVELOPMENT SITES**

**A5, A6, A7 & A8** Encourage design elements which contribute to the Arts District identity and provide for pedestrian linkage to the Art Walk Zone. Also see design guidelines 1.3.1, 1.3.4, 5.2.1 and 5.2.4.

**A9, A10, & A11** Same as A4.

**A12 & A13** Encourage Pedestrian linkage to the Art Walk Zone. Also see design guidelines 1.3.4 and 1.3.5.

**Secondary Opportunities**

**POTENTIAL MODIFICATION  
TO A DEVELOPMENT AGREEMENT**

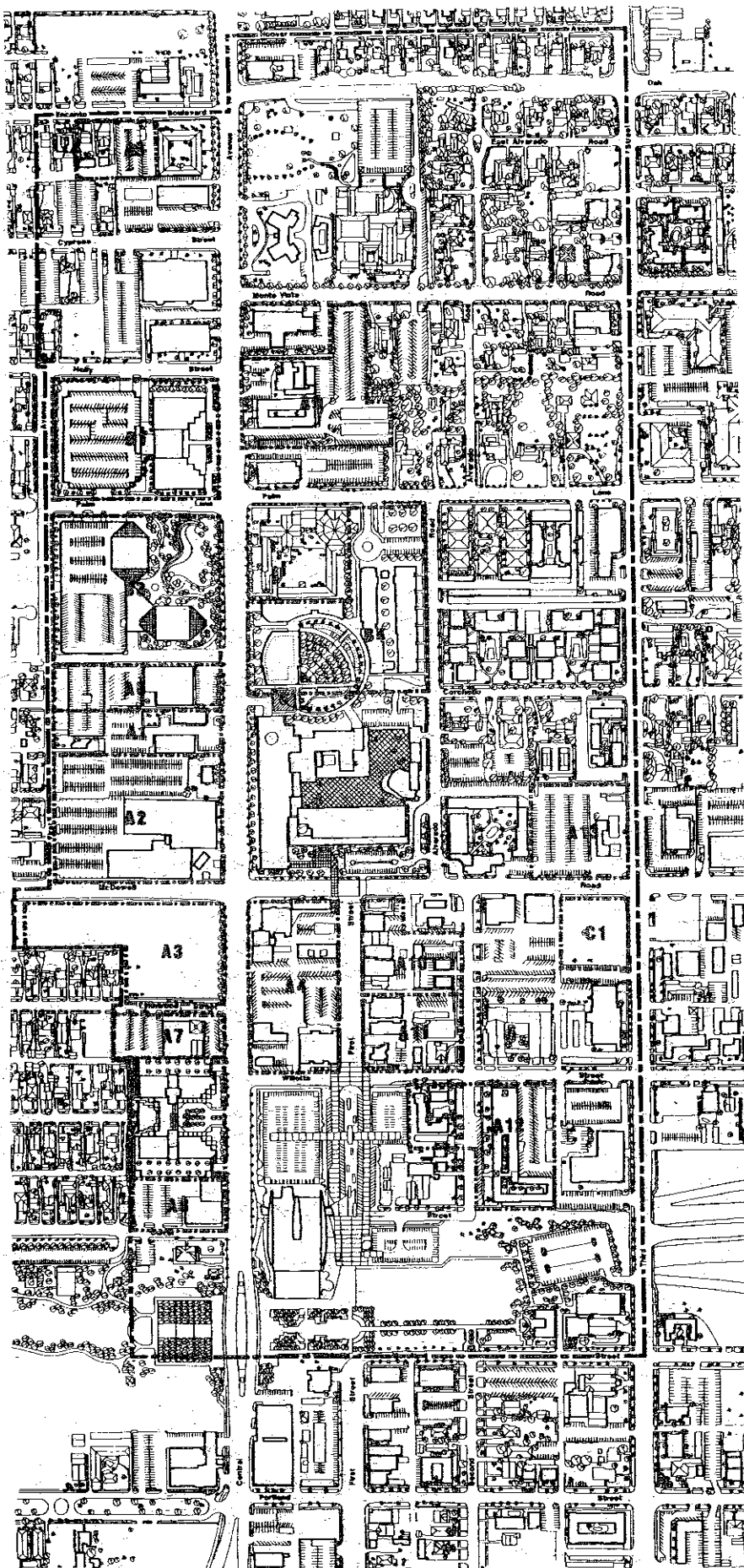
**B1 & B2** Same as A1, A2 & A3.

**B3 & B4** Maintain previous development agreement.

**Tertiary Opportunities**

**POTENTIAL SITE PLAN REVIEW  
UNDER EXISTING ZONING**

**C1** Encourage pedestrian linkage to Art Walk Zone



**PHOENIX  
ARTS DISTRICT**

City of Phoenix Planning Department

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## 6.6 Management Program

### 6.6.1 Management Program Overview

There currently is no mechanism or organization in place that has the capacity to successfully carry out or manage the range of tasks that need to be completed during the implementation of the Arts District. An Arts District Board is recommended as the organizational structure to oversee the incremental implementation of the Arts District. This section provides recommendations regarding potential board organization, membership, powers, and responsibilities.

By its very nature, the Arts District will evolve incrementally over an extended period of time. Upon adoption of the Phoenix Arts District Plan by the City Council, an Arts District Board will be established to oversee the evolution of the Arts District.

### 6.6.2 Arts District Board Organization and Membership

An Arts District Board will be established by ordinance. Board members will be appointed by the Phoenix City Council through the Mayor's Office. The Board will consist of 11 to 15 members who represent various Arts District interests. Membership on the Board will consist of both designated and open seats. The designated seats will be filled based on the following groups or interests:

<u>Group or Interest</u>	<u>Number of Representatives</u>
Phoenix Arts Commission	1
Central Avenue Assoc.	1
Encanto VPC	1
Central City VPC	1
Heard Museum	1
Phoenix Little Theater	1
Phoenix Art Museum	1
Phoenix Central Library	1
Alvarado Neighborhood	1
Neighborhood Reps	2
At Large	1-4

Note: Organizations or agencies may be represented by ex-officio members.

The Board will be a working board with initially minimal City staff support. Initial secretarial staff support will be provided through the Phoenix Arts Commission based on funding and staffing availability. When a formal work program is established and additional funding becomes available, additional staff support may be provided.

### 6.6.3 Arts District Board Powers and Responsibilities

The Arts District Board will meet regularly to implement recommendations adopted by the City Council and to work toward the concepts and actions provided in the Phoenix Arts District Plan. The Board will have the following responsibilities:

1. Monitor the implementation, refinement, update, and promotion of the Phoenix Arts District Plan;
2. Develop an annual and five year work program to be submitted to the Mayor and City Council for review and approval. Activities shall include consideration of the following:
  - a. Coordinating marketing and promotional activities for the Arts District, serving as a liaison between the City, other public entities, and the Central Avenue Association regarding marketing of the Arts District;
  - b. Applying for, soliciting, and accepting contributions, gifts, and grants to assist in carrying out the powers and responsibilities of the Board;
  - c. Coordinating events, functions, and other activities that foster art and cultural experiences with other organizations and

interest groups which are active in the Arts District;

d. Monitor support services in the Arts District and work with the City to assure these services are adequate.

3. Upon request of the City Council, Planning Commission, Encanto Village Planning Committee, or Central City Village Planning Committee, review and make recommendations on public and private development and improvement projects in and that affect the Arts District; and

4. Work within existing review processes to review and comment on projects or proposals in the Arts District.

The Planning Department will notify and distribute to the Chair of the Arts District Board all request for zoning modifications within the boundaries of the Arts District. The Parks, Recreation and Library Department shall provide notification of City-sponsored events to the Chair of the Arts District Board.

# APPENDICES



**Art Walk north of Palm Lane**

## APPENDIX A

### ACKNOWLEDGEMENTS

#### **City Council**

Paul Johnson - Mayor  
Anton "Skip" Rimsza  
Thelda Williams  
Alan Kennedy  
John Nelson  
Craig Tribken  
Linda Nadolski  
Mary Rose Wilcox  
Calvin C. Goode

#### **Planning Commission**

John Kuhn - Chairperson  
Cynthia Standage-Beier - Vice-Chairperson  
Philip Gordon  
Charles T. Sing  
Lois Savage  
Daniel Valenzuela  
Gene Blue

#### **Arts District Coordinating Committee**

Monica Lee - Chairperson  
Lois Savage - Vice-Chairperson  
Bob Applewhite  
Paul V. Bonn  
Herbert J. Bool  
Suzanne DeBerge  
Don Dillon  
Yvonne Garrett  
Jill Gering  
Phil Ordway  
James Perry  
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James Hansen - Planner III

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Robin Defenbaugh - Secretary III

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Deborah Whitehurst - Executive Director, Phoenix Arts Commission

Len Baird - Street Transportation

**Planning Consultants**

EDAW, Inc.

Wilbur Smith Associates

Thomas Cooney - Associate

Economics Research Associates

Dan Martin



## APPENDIX B

### **Arts Walk Area**

The Art Walk Area contains approximately 67 acres.

*North Boundary:* Oak Street alignment centerline.

*East Boundary:* From the centerline of the Oak Street alignment beginning at a point 660 feet east of the Central Avenue center line proceed south a distance of 1025 feet - then west 125 feet - then south to the centerline of Palm Lane - then east 125 feet to the Alvarado Road center line - then south to the McDowell Road center line - then west 100 feet - then south 875 feet - then east 200 feet to the Second Street center line - then south to the north edge of Margaret T. Hance (Deck) Park.

*South Boundary:* North side of Margaret T. Hance (Deck) Park.

*West Boundary:* Central Avenue centerline.

### **Area of Influence**

*North Boundary:* Hoover Avenue centerline (east of Central Avenue) and Encanto Boulevard centerline (west of Central Avenue).

*East Boundary:* Third Street centerline.

*South Boundary:* South side of Margaret T. Hance (Deck) Park.

*West Boundary:* North of McDowell Road - First Avenue center line extended to Holly Street, and west edge of First Avenue right-of-way extended to Encanto Boulevard; South of McDowell Road - 700 feet west of Central Avenue for a distance of 150 feet then 300 feet west of Central Avenue to the southern edge of Margaret T. Hance (Deck) Park.

## APPENDIX C

### **Performance Criteria for Building Design**

Performance criteria focus in three areas: image and imageability, energy and climate, and linkages and cityscape. The success of these criteria involves the careful and creative interpretation by design consultants for proposed projects and fair judgment on the part of the Central City Architectural Design Review Panel.

#### *1. Image and Imageability*

Building and site design should enhance the visual character of central Phoenix. The new projects should also convey an easily understood and recognizable image - unique to Phoenix and appropriate to both the specific use and the City in general.

#### *Criteria/Image and Imageability*

- A. Building design should be responsive to the existing context - including historical patterns and cultural expectations.
- B. New development typically should be designed in response to the form, scale, and texture of the surrounding neighborhood structures.
- C. Landscaping should reflect a consciousness of the limited availability of water. As in any oasis setting, however, the presence of water should be celebrated, rather than denied. Historic Islamic and Moorish examples provide a basis for this special, if conservative, use of water and other plant materials.
- D. New development within the central Phoenix area should incorporate building materials and technology that are appropriate in the southwest urban setting and that are responsive to the urban climate of this region. Brick, stone, or stucco - employed with a color palette similar to that of the desert landscape - is more appropriate than a glass curtain wall or wood veneer.
- E. Rooftops may be designed to accommodate a number of outdoor activities, to provide both pleasant views and lessen distracting "roofscape" as viewed from other, taller buildings.
- F. Buildings that incorporate long or large streetfacing facades should be designed to include architectural features that exhibit variations in form and texture. This variety is intended to contribute to the street "scale" and interest.
- G. New buildings should be sited and sensitively designed to preserve existing views from the street of the natural and built environment. Views should be created for building users by designing window openings that correspond to significant visual features - such as mountains, open space, and other key buildings.

- H. Major structures should be sited in a manner that will enhance existing vistas from public areas (such as parks or plazas), or at the terminus of a street or pedestrian walkways.
- I. Large structures should include transitional elements in form and scale when located adjacent to smaller buildings, open space, parks, or canals.

## 2. *Energy and Climate*

Building and site design should reflect a high level of responsiveness to passive solar optimization and conservation of non-renewable energy resources. The climatic implications for design should be fully understood and represented.

### *Criteria/Energy and Climate*

- A. Buildings should be sited and configured in a manner that minimizes the need for air conditioning as well as air conditioning load. For example, major expanses of unprotected east and west exposure should be avoided.
- B. Buildings with large plan dimensions should effectively utilize solar access and passive thermal design potential - including courtyard and atrium concepts in the historical tradition of the southwestern United States and other cultures with similar climates throughout the world.
- C. Building design should recognize the inherent advantages of natural daylighting (direct or indirect) - relative to seasonal needs and variations.
- D. Buildings should be visually expressive of the climate: for example, protective in the summer and open in the fall and spring.
- E. In the siting and design of buildings and building complexes, natural ventilation (and when appropriate, induced breezes) should complement necessary air conditioning.
- F. Courtyards, plazas, and exterior walkways should include some means of shading in the summer. Natural or induced ventilation may also increase the human comfort range, as may the effects of transpiration.
- G. Building design should reflect "state-of-the-art" technological methods for increasing energy efficiency.

## 3. *Linkages and Cityscape*

Building and site design should express a positive relationship with the existing urban pattern and the envisioned future urban context. Important public facilities should be viewed simultaneously as "place makers" as well as "place markers" within the overall urban framework.

### *Criteria/Linkages and Cityscape*

- A. The relationship between building and adjacent open space should create a stimulating and integrated environment - oriented toward the pedestrian.
- B. Continuous street-level arcades should be incorporated wherever feasible.

- C. Commercial activities should generally occur at the street level, and should be oriented toward existing commercial streets and plazas. In very intense commercial areas, buildings should be designed to accommodate pedestrian activity on visually related alternate levels to the street level above or below grade.
- D. Central Phoenix should be connected by a continuous network of pedestrian oriented walkways, open spaces, and streets to create an ongoing visual continuity of pedestrian experiences.
- E. Development should provide pedestrians with a minimal conflict with the auto and responsibly accommodate the needs of the physically handicapped.
- F. The design of public spaces on private property should be compatible with adjacent public right-of-way improvements.
- G. New structures should be sited and designed to respect existing development patterns as determined by the existing street pattern. Departures would be allowed where creative design would establish a more successful relationship to new streets, pedestrian walkways, major open spaces, or new developing form of area development.
- H. Parking structures should have a positive impact on the vitality of the street - both visually and functionally. They should be constructed with a facade similar in design and compatible in materials to the principal structure and should be designed to allow for commercial uses at the street level.