

***Downtown Phoenix
Urban Form Project***

**DOWNTOWN PHOENIX
MASTER PLAN**

Draft Outline

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CHAPTER I: INTRODUCTION AND DOWNTOWN VISION (D&B)

This section can be used as a stand alone document that can explain the big ideas and be used for marketing downtown.

Introduction

- Process of Preparing the Plan
- How the Plan will be used; and how it will be implemented
- Organization of the Document

Vision

1. A strong financial, educational, entertainment, and medical center for the region with 30,000 new jobs.
 - *Sketch up Model of Future Downtown With Highrises*
 - *Photos of TGEN, ASU Medical School, ASU Classroom Building*
2. Exciting Vibrant Residential Neighborhoods where people walk to shopping, restaurants, entertainment - 30,000 to 40,000 new residents
 - *Diagram showing future new downtown neighborhoods- Evans Churchill, Van Buren, Roosevelt South, Warehouse District*
 - *Rendering of 1st Street with Linear Park*
 - *Evans Churchill 12 block Sketch up Model*
3. Place where it is comfortable to walk in the desert climate
 - *Photos of Existing well shaded spots like Wells Fargo mid-block crosswalk; City Hall Plaza; and Renaissance Plaza*
 - *Renderings in Photoshop - Before and After Shade; Corner Shade Photo*
4. Districts with distinctive character
 - *Districts Map*
 - *Photo of Copper Square; Roosevelt District*
 - *Perspective of a proposed Street with a Distinctive Character - Biomedical? ; ASU?*
5. New buildings contribute to creating great districts and great public places; and it's easy to build because the rules are clear.
 - *Test Block Study in Sketch Up with labels highlighting courtyards, buildings shading streets, shade on sidewalks*
 - *Proposed Zoning Axonometric*
 - *Courtyard 3-d Sketch from Studio ma 12 block study*

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6. Interesting Things to Do; it's an issue of creating the area context and vitality and activity - not that there aren't things to do here.
 - *Jackson Square Entertainment District Perspective (from developers)*
 - *Photos of Chase Field, US Airways Arena, Herberger, Dodge Center, Symphony Hall, Science Museum, Art Museum*
 - *Restaurant Photos - Cibos, Matt's Big Breakfast, My Florist, Pizzeria Bianco, Fate; Roosevelt Wine Bar, Hard Rock Café, Kincaid's, Cooper's (text about building on these and adding more on those blocks)*
 - *Restaurant Row Sketch - Strengthen the restaurant row areas near the Convention Center- Washington Street, 2nd Street, Adams Street*
7. Unique Small Businesses that Reflect the Rich Creative Talent of Phoenix
 - *Photos of Made; Bentley;*
8. Great Public Places - Dramatic and Memorable
 - *Renderings of future parks - Red Development; Civic Space; Linear Van Buren Courtyards, Evans Churchill Public Market*
 - *Events Programming in Public Parks and Plaza - Photo*
9. Sustainable
 - *Graphic about optimizing building form to limit heat gain*
 - *Low Mass Paving and Low Mass Building Materials Photos*
10. Adaptive reuse of historic buildings; mixed with future "historic" buildings
 - *WRL Sketch of New Building in Warehouse District, with annotations*
 - *Photo of Michael Levine building exterior and interior*

CHAPTER 2: KEY ISSUES

Economic Development (D&B)

- Challenges in Attracting Development
- Making Downtown Attractive to Businesses and Residents
- Attracting Retail, Restaurants, and Small Businesses
- Confusing and/or Conflicting Zoning Provisions
 - *Figure 2-1 Zoning Districts*

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- *Figure 2-2 Existing Zoning Axonometric*
- *Table 2-1 Conflicting C Zone requirements*
- *Table 2-2 Zones and Overlay Zones*

Accommodating Growth and Future Development (D&B)

- Accommodating Growth
 - *Table 2-1 Growth Projections*
 - *Figure 2-1 Future Development*
- Transportation
- Parks and Public Spaces

The Physical Environment: Making Downtown Livable and Sustainable (SMa)

- Shade and Thermal Comfort for Pedestrians
- Urban Heat Island Issues

CHAPTER 3: DOWNTOWN DEVELOPMENT FRAMEWORK (D&B)

- *Figure 3-1 Overall Downtown Structure*
- *Figure 3-2 Downtown Districts*
- *Figure 3-3 Pedestrian-Oriented Centers and Active Streets*
- *Figure 3-4 Public Space Framework*
- *Figure 3-5 Circulation Framework*
- *Figure 3-6 Urban Design Framework*
- *Figure 3-7 Change Areas - Major New Development*

CHAPTER 4: THE CONNECTED OASIS – GREAT PUBLIC SPACES IN DOWNTOWN PHOENIX

Vision

- A Connected Network of Small Spaces, Instead of Large Parks - Responds to the Climate, Unique around the Country
- *Connected Oasis Experience Drawings*
 - *Evans Churchill 1st Street area (based on sketches by Studio Ma)*
 - *Van Buren Connected Greenways (new sketches, use site plans by A Dye)*
 - *Downtown Core - Retrofit shade (before and after images - Studio Ma)*
 - *Biomedical District North/South Route*

Public Space Network

- *Figure 4-1: Downtown-Wide, or drawings for each district, using tree base by Sasaki (Sasaki)*

Components – Sasaki Layer Drawings and Photos

Figures 4-2 through 4-9

- Light Rail
- Parks and Public Spaces
- Potential Parks
- Green Streets
- Pedestrian Intensive Areas
- Key Pedestrian Connectors
- Gateway Streets
- Public Art

New Parks and Plazas (A Dye)

For each new park, describe the type, location, size, recommended facilities and activities

- 1st Street Linear Park
 - *Figure 4-10 :Linear Park Street Section*

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- *Figure 4-11 : Linear Park Illustrative (Studio Ma)*
- *Figure 4-12: 1st St. Linear Park Turning Movements (Kimley Horn)*
- 2nd Street Linear Park
 - *Figure 4-13: Section (D&B)*
- New Evans Churchill Park
 - *Figure 4-14 : Concept Site Plan*
- New Van Buren Linear Courtyards (Greenways? Mews?)
 - *Figure 4-15 : Concept Site Plan*
- New Southern Downtown Park
 - *Figure 4-16: Concept Site Plan*

CHAPTER 5: CIRCULATION AND PARKING (KIMLEY-HORN AND D&B)

Circulation Framework: Auto, Transit, Bike, and Pedestrians

- *Figure 5-1 Circulation Framework*

Vehicular Circulation

- Roadway Capacity - *Figure 5-2*
- Buildout Volumes - *Figure 5-3*
- One Way and Two-Way Streets
- Future Traffic Patterns and Traffic Conditions - *Figure 5-4*
- Recommendations
 - *Figure 5-5 Auto Circulation Recommendations*

Bicycle Circulation

- *Figure 5-6 Bike Lanes Map*

Transit

- *Figure 5-7 Transit Map*

Pedestrians

- Sidewalk Design Criteria (reference Design Standards and Guidelines Chapter 8)
 - Shade
 - Width
 - Street Trees
 - *Figure 5-8 Pedestrian Improvements Map*

Traffic Calming in Residential Neighborhoods

- *Figure 5-9 Map of Locations; and Photos/Sketches of Traffic Calming Devices envisioned for Roosevelt*

Parking Strategy

- *Figure 5-10 Parking Strategy*

Events Management

CHAPTER 6: ZONING AND URBAN DESIGN STANDARDS (D&B, WITH SMA)

Zoning Revision Goals

Existing Zoning

- *Figure 6-1 Existing Zoning*
- *Figure 6-2 Height*
- *Figure 6-3 Density*

Proposed Zoning

- *Figure 6-4 Proposed Downtown Zoning Map*
- *Figure 6-5 Zoning Changes Map*

Land Use

- *Table 6-1: Proposed Land Use Categories to Streamline Zoning*
- *Table 6-2: Proposed Land Uses by District*

Downtown Form Based Zoning

- *Figure 6-6 Proposed Zoning Axonometric - Full Block*
- *Figure 6-7 Building to Street Relationships - Section Perspective*
- *Figure 6-8*

Development Standards

- *Figure 6-9 through 6-22: Zoning Diagrams*
 - *Parking Location and Access and Screening*
 - *Buildings Fronting Streets- Continuous Street Wall*
 - *Street Wall Height*
 - *Tower Separation*
 - *Ground Floor Design: Building Transparency; Quality Material; etc.*
 - *Open Space and Landscaping within New Development*
 - *Garbage, Loading, and Services*
 - Monica to add to this list based on Zoning Diagrams being prepared

CHAPTER 7: DISTRICT PLANS (D&B)

- Copper Square

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- ASU
- Evans Churchill
- Culture and Mixed Use
- Roosevelt South
- Roosevelt North
- Van Buren
- Warehouse District
- Grant Park and Central Park
- Downtown Industrial

For each district, show:

- Existing Conditions,
- Proposals,
- Sketch up Massing Models
- Street Sections.
- Photos of existing character; and photos of buildings that illustrate desired character.

CHAPTER 8: DESIGN STANDARDS AND GUIDELINES FOR PARKS AND PUBLIC SPACES (A DYE AND SASAKI)

– *Add 1-2 Photos or Sketches to Illustrate each topic below.*

- Shade Structures (Studio Ma)
- Street Trees – Species, Spacing, Tree Structure, Planting Specifications
- Paving Materials (Studio Ma input)
- Pedestrian Lighting – Height, Location, Light Color
- Street Furniture
- Street Utility Poles
- Water Elements

CHAPTER 9: PUBLIC ART (MACKIE AND D&B)

Role of public art in downtown

- Establishes a special and unique image and character for downtown
- Conveys the uniqueness of Arizona and Phoenix
- Provides delight
- Educational about the water story of downtown Phoenix

Existing public art program in downtown phoenix

- Organizing Principles

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- Existing Master Plan
- Existing Public Art
 - **Figure 9-: Map of Existing Public art works**
 - **Photos of Existing Public Art Works - Permanent and Temporary**
 - Public Art
 - Private art works in publically accessible locations
 - Year 2006-07 projects
 - POAC new downtown projects

Guiding principles

- Integration into Public Spaces and Public Infrastructure
- Draws on Rich History and Unique Features of Arizona
- Appropriate for the Climate

Public art and the connected oasis – proposed master plan

- Public Art in Parks and Plazas
- Public Art along Key Pedestrian Routes
- Public Art in Public Transit Connections
- Public Art in Shade Structures
- Public Art in Basic Infrastructure in Pedestrian-Intensive Areas
 - Light Fixtures
 - Drinking Fountains
 - Seating
 - Curiosities (Talking Bench, Parking Meter Shadow)
- Temporary Artworks
- Top Priorities
- Location Strategy – Concentrated vs. Dispersed

Public art program recommendations for downtown

- Types of Art
- Working with Local Artists
- Public Art in the Media
 - City Channel Video
 - Public Service Announcements on broadcast channels

Funding

- Existing Public Art Funding from the CIP

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- Private Sector Requirement - Public Art in Required On-Site Open Space
 - Option to contribute to an in-lieu fund
- Maintenance

CHAPTER 10: HISTORIC PRESERVATION (WRL)

- *Figure : Map of Existing Historic Buildings*
- *Figure : Historic Buildings Most Critical for Preservation*
- *Figures : Design Guidelines and Standards Illustrations*
- Design Standards and Guidelines for Adding New Buildings Next to Historic Buildings

CHAPTER 11: IMPLEMENTATION (D&B, WITH GAMMAGE)

Attracting Development

- Fostering a Range of Housing Types
- Supporting Businesses that Bring Jobs
- Supporting Small Businesses that provide services, entertainment, uniqueness

Zoning

- New Zoning Districts
- Rezoning the "C" Zones
- Amendments to Development Review Process
- Parking Exceptions for Small Businesses
- Change of Use Requirements for Small Businesses
- Ordinance or Policy Changes to Allow Overhangs into the Public Right of Way

Parks

- Adoption of New Standards and Guidelines for Downtown Parks
- Land Acquisition
- Parks Funding
- Programming
- Maintenance
- Stewardship

Street Improvements

- Adoption of New Standards
- Sustainability Standards - Paving Materials, etc.
- Streetscape Improvement Projects by the City
- Streetscape Improvements by Private Developers

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- Traffic Calming Installations
- New Signals

Neighborhood Improvements

- Grant and Central Park

Public Art

- Ordinance Revisions - On-site Art Requirement
- Program Revisions

Historic Preservation

- Revisions to Ordinance and Design Standards

Implementation Schedule and Staff Work Program

- Year 1
- Year 2
- Years 3-5
- Years 5-10
- Years 10-20

APPENDIX – SUSTAINABILITY RESEARCH – THERMAL COMFORT AND URBAN HEAT ISLAND ISSUES