

# THE ROOSEVELT NEIGHBORHOOD

## Special District Plan



Adopted by Phoenix City Council

September 20, 1989  
City of Phoenix Planning Department

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## CHAPTER ONE: INTRODUCTION

On July 11, 1978, the Phoenix City Council adopted an ordinance allowing the creation of a Special Planning District\* in order to provide a vehicle with which a neighborhood can facilitate its rehabilitation and preservation. Enactment of the Special Planning District (SPD) ordinance responded to the special conditions and unique needs of Phoenix' older neighborhoods, many of which do not fit the model established by current zoning ordinances. The SPD ordinance outlines a process through which a neighborhood can assess its needs, develop goals, and mobilize public and private resources to achieve those ends. Through this process, the neighborhood develops a special district plan and a zoning overlay is adopted to assure that future growth will be consistent with the goals of the community.

In May 1984, residents of the Roosevelt Neighborhood (bounded generally by McDowell Road, Roosevelt Street, 7<sup>th</sup> Avenue, and the rear lot lines of the properties fronting Central Avenue) took steps to begin the SPD process. (See **Figure 1** on the following page.) Petitions in support of the SPD concept hearing signatures of 34 percent of the neighborhood's residents were submitted to and verified by the Phoenix Planning Department. Subsequently, the Planning Commission held a public hearing on December 10, 1984 and initiated the formal planning process. The City Council concurred in January.

This plan is the result of these early actions and considerable public input. Neighborhood participation was incorporated into the planning process. Newsletters announcing the meetings and planning progress were mailed to all property owners and residents of the Roosevelt Neighborhood. Neighborhood representatives have attempted to maintain contact with area developers, the Deck Park Committee, the Central City Village Committee, and private planning consultants throughout the period of developing this plan.

The Roosevelt Special District Plan represents a positive commitment by neighborhood residents and community leaders to the future of the Roosevelt Neighborhood. This plan is a project of the Roosevelt Action Association, a private nonprofit neighborhood association whose purpose is to preserve the Roosevelt Multiple Resource Area (as listed on the National Register of Historic Places) and to make the Roosevelt Neighborhood a better place to live, work, and visit. The plan provides a useful tool with which

this central city neighborhood can improve and participate in decisions affecting its development.

*\*Originally termed "Special Conservation District," the ordinance was amended in May of 1987 and the name changed to Special Planning District.*

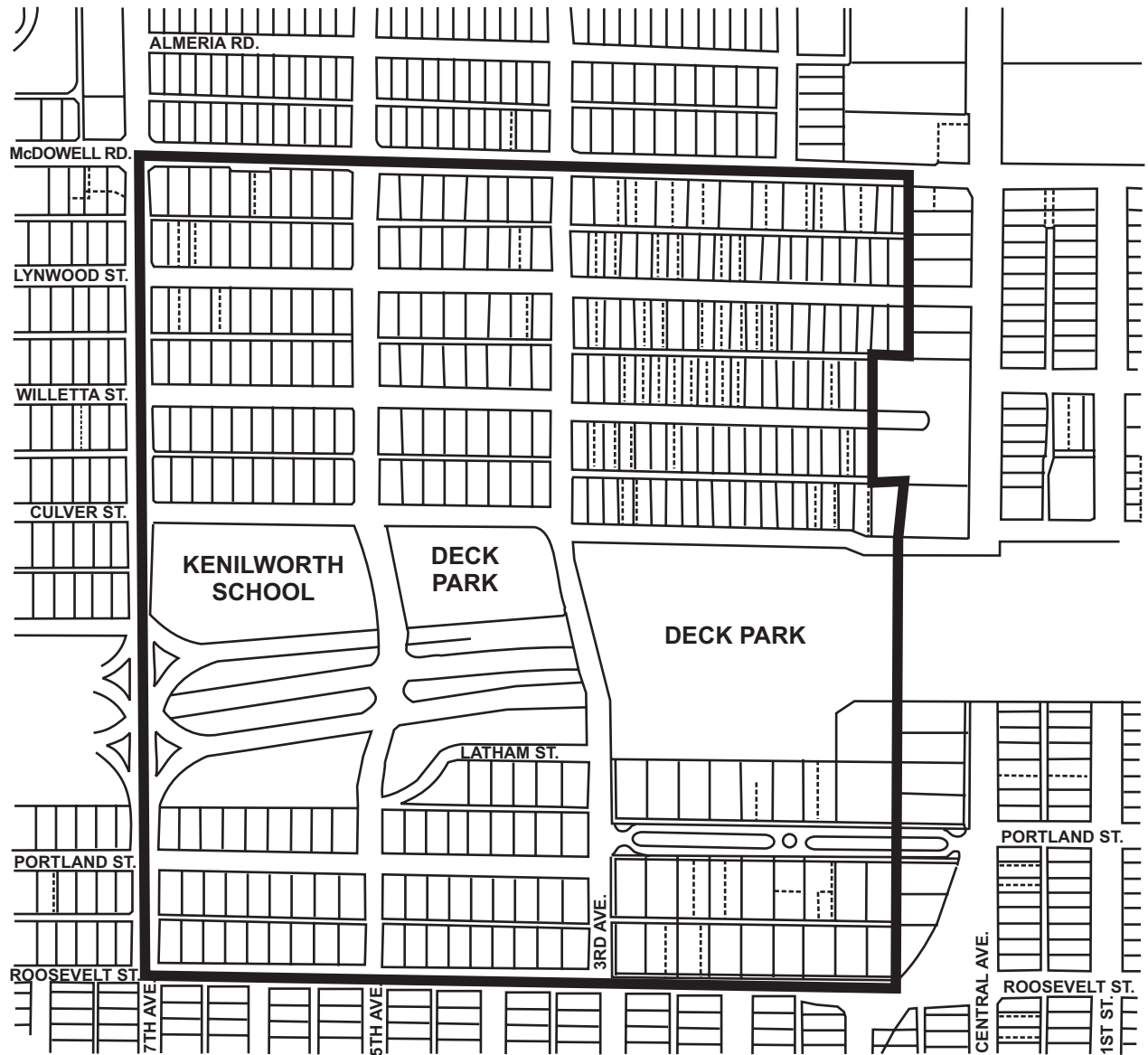
## CHAPTER TWO: NEIGHBORHOOD CHARACTER, HISTORY AND ARCHITECTURE

### NEIGHBORHOOD CHARACTER

During the time, McDowell Road formed the northernmost boundary of the City limits; the Roosevelt Neighborhood was a series of suburban residential areas lying distant from the urban core. Those who settled in the area came to escape the City center and valued the semi-rural ambiance offered by the neighborhood. The only historic non-residential buildings that remain in the neighborhood are Kenilworth School, the Phoenix LDS Second Ward Church (now the Arizona Historic Society Museum Annex), Trinity Cathedral, and the Gold Spot Marketing Center. Today, the Roosevelt Neighborhood is an inner-city neighborhood, considered part of downtown Phoenix.

The character of the Roosevelt Neighborhood is principally residential. This historic residential area is divided by the Papago Freeway right-of-way. The corridor will contain a submerged freeway between 3<sup>rd</sup> Street and 3<sup>rd</sup> Avenue, complete with a landscaped deck park to link the neighborhood. For a number of years however, this area has been a scar on the landscape. In many cases, properties adjacent to the corridor have been allowed to deteriorate, and others have been converted from single-family homes to multi-family apartments. The new Deck Park will be a focal point for the neighborhood and a public landmark for the City of Phoenix. The park should improve community cohesion and support the conservation and revitalization of the neighborhood.

The commercial strip along McDowell Road, between 7<sup>th</sup> and Central Avenues includes a mix of retail, service and multi-family residential uses. To the east is the Central Avenue corridor lined with retail and service establishments. Although this corridor is zoned to allow high density development, little currently exists adjacent to the Roosevelt Neighborhood, except for the Executive Park Hotel. It is anticipated that as Phoenix grows and the Papago Freeway is constructed, development pressures will result in higher density development along the neighborhood's eastern boundary.



**Figure 1**  
**ROOSEVELT SPECIAL PLANNING DISTRICT**  
**BOUNDARY**



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### **Significant Streetscapes**

The Roosevelt Neighborhood contains palm tree lined streets with rows of handsome one, one-half, and two-story residences. A semi-rural ambiance is created through architectural design, site planning, and landscaping. Large gabled bungalows and prairie style apartments feature prominent front porches for outdoor lounging. Residences are typically sited twenty feet from the front property line, with landscaped rights-of-way between the street and sidewalk. The rows of California fan palm trees lining the streets create a visual continuity. The landscaped medians on Portland Street between Central and 3<sup>rd</sup> Avenues form a particularly important neighborhood view corridor.

### **HISTORY AND ARCHITECTURE**

The land use pattern of the Roosevelt Neighborhood was established during the late 1980s and the early part of the this century when five suburban residential additions to the original Phoenix townsite were developed. The Simms Addition (1893), Kenilworth Addition (1912), and the Blount Addition (1919) grew in a typical grid street pattern with narrow, deep residential lots. These subdivisions formed some of the finest streetscapes of early twentieth century architecture in the City of Phoenix. As Phoenix expanded, major commercial development replaced the residential character of Central Avenue. Continued development of the arterial grid system brought commercial development to McDowell Road.

The residential subdivisions that comprise the Roosevelt Neighborhood include simplified versions of Queen Anne and Neoclassical houses, Bungalows, and eclectic assortment of Period Revival houses, and Prairie School buildings. The Mission Revival style and the Spanish Colonial Revival style began appearing in the neighborhood in 1910 and are still popular as representatives of the “Indigenous” Spanish architecture of the Southwest.

Bungalows were predominant during the middle (1911-1925) and late (1926-1938) phases of the neighborhood's development and, consequently, dominate the landscape of the Roosevelt Neighborhood. Most were one or one-and-one-half story in elevation and rectangular in plan, but a mix of symmetrical and asymmetrical massing was present. Full-length porches, classically derived columns, dormers, jigsaw cut carpentry, cobblestone, and leaded glass provided additional design diversity.

Scattered among the Bungalow were houses built in an eclectic assortment of Period Revival styles, representing the picturesque movement in architecture. As a result, notable examples of English Cottage Revival, Dutch Colonial Revival, Italian Villa Revival and late Neoclassical Revival houses lent variety to the visual quality of the urban landscape.

By the time the Roosevelt Neighborhood was developed, the use of brick, wood, stone, prefabricated components, and pressed and cast material was commonplace in building construction in Phoenix. The completion of the transcontinental railroad in Arizona in 1883 and 1884 had made the use of imported materials common and relatively inexpensive, and local brick had been available since 1878. The prolific use of wooden shingles, nailed woodwork, and leaded and stained glass throughout the Roosevelt Neighborhood testifies to the ready availability of these materials.

A more detailed understanding of the neighborhood's history may be obtained from the following sources, which constitute part of the appendix to the Roosevelt Neighborhood Preservation and Development Plan:

- Gerald A. Doyle and Associates, the Roosevelt Neighborhood Historic Building Survey, Vol. I and II, prepared for the Roosevelt Action Association, September 1982.
- Gerald A. Doyle and Associates, “Roosevelt Neighborhood Multiple Resources Area National Register Nomination,” March 1983. On deposit at the Arizona State Historic Preservation Office.
- Weisiger, Marsha, Boosters, Streetcars, and Bungalows, Phoenix: Roosevelt Action Association, 1984.

### **NATIONAL HISTORIC DISTRICTS**

In 1983, the Roosevelt Neighborhood Multiple Resources Area (MRA) was listed on the National Register of Historic Places; the SPD contained within the northern portion of the MRA-north of Roosevelt Street. (See **Figure 2** on the following page.) The Roosevelt Neighborhood MRA consists of five historic districts and ten individually significant buildings which lie outside these districts. In all, 262 historic properties in the Roosevelt MRA are listed on, or eligible for, the National Register, either as contributing properties in a historic district or as individually significant buildings. This assemblage encompasses about 80 percent of all buildings constructed during or before 1935 in the Roosevelt MRA.

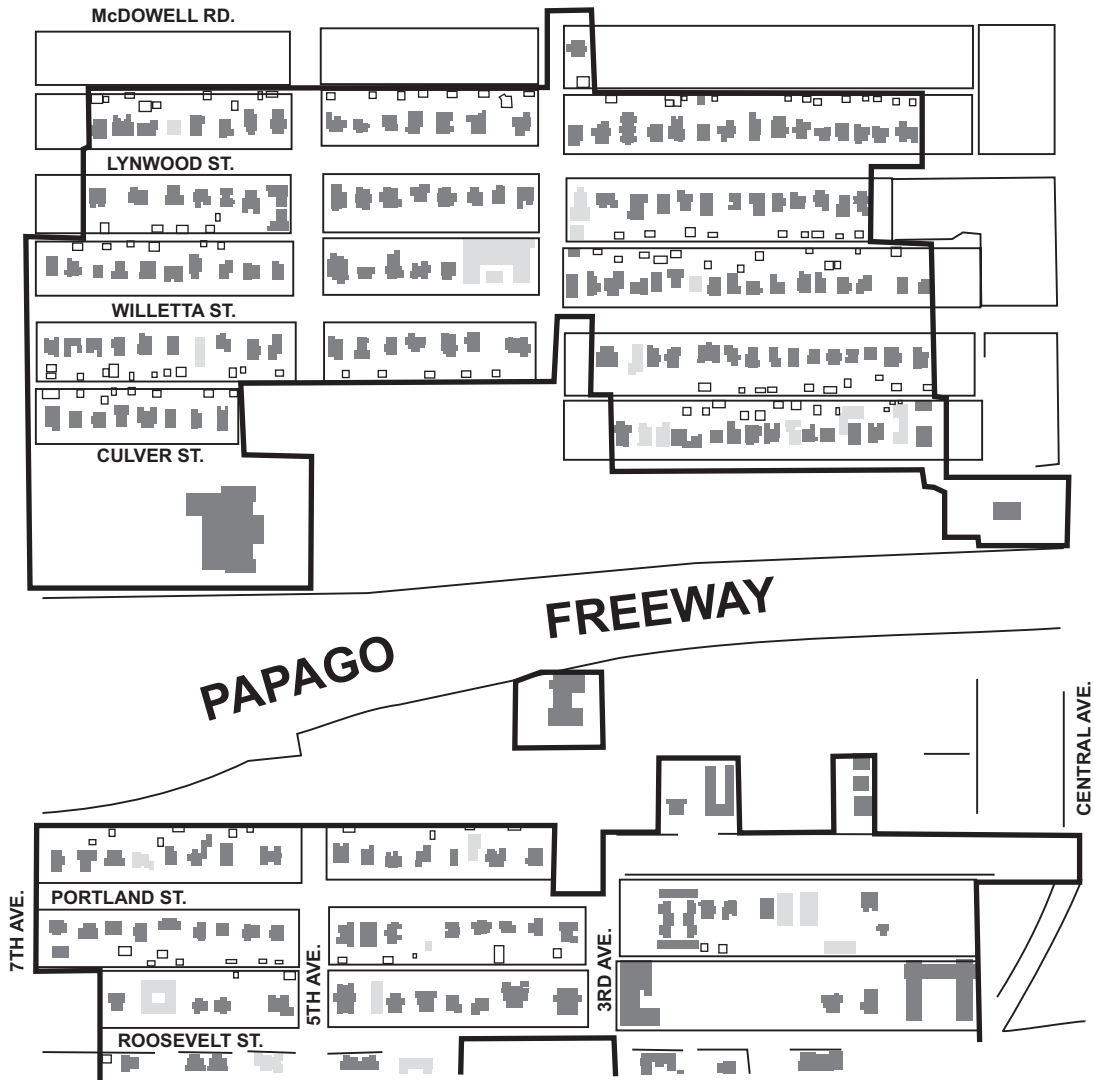


Figure 2

**ROOSEVELT SPECIAL PLANNING DISTRICT**

**ROOSEVELT HISTORIC DISTRICT  
(Portion North of Roosevelt Street)**



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The National Register requires streetscapes included within historic districts to evoke a “sense of time and place.” To meet this requirement, historic properties must be contiguous, with relatively few intrusive buildings, and they must retain a high level of exterior design integrity. A number of pre-1935 buildings lying outside the Roosevelt MRA's historic districts would have been included had they been contiguous, with fewer intrusions.

### **HISTORIC AREAS WITHIN THE SPD**

The Roosevelt Historic District has received both local and National Register historic designations for preservation of development constructed between 1897 and 1937. This district crosses the SPD's southern boundary to encompass parts of four major additions and one minor addition to the original Phoenix townsite. This historic district is significant for its variety of architectural styles and for its association with many of the people who molded Phoenix during its formative years.

This historic district is unique in Phoenix as the most intact area demonstrating the progression of local architectural styles. It serves as a microcosm of the City's early development. Examples of Queen Anne, vernacular Neoclassical Revival, Bungalow, Period Revival, Prairie School, and Moderne architecture coexist in the district. An “exclusive apartment house district” for winter visitors on Roosevelt Street and the Gold Spot Marketing Center, one of the City's first shopping centers built to serve a specific residential area, are also significant components of the Roosevelt Historic District.

During the period of significance (1897-1937), much of the Roosevelt Historic District was characterized by streets lined with ash and California fan palm trees. Ornamental light standards topped by globes were erected at frequent intervals, providing street lighting in scale with the architecture. In general, these streets are now graced by the palm trees and other mature landscaping, but the ash trees and light standards are gone.

The Roosevelt SPD contains five separate historic areas (each termed “districts” for the national Roosevelt Multiple Resources District). The City of Phoenix, however, designated one large historic district for the Roosevelt Neighborhood and the following areas or subdivisions constitute parts of that district which are within the SPD. (See **Figure 3** on the following page).

#### **The Simms Addition**

The Simms Addition, which is part of the Roosevelt Historic District and the first to be

developed in the Roosevelt SPD, was platted in 1893, soon after the City Beautiful movement was introduced to the American public at the Columbian Exposition in Chicago. The goal of the movement was to create well planned, beautiful cities with lush parks, landscaped boulevards and scenic vistas. The Simms Addition, with its lushly landscaped boulevards flanked by stately homes, was the first Phoenix neighborhood to depart from the established gridiron street plan and be developed according to a planned aesthetic. Contemporary accounts described the boulevard medians as a “street park” with umbrella and ash trees...set too close together...that the sun's rays rarely penetrate the dense foliage.” The only remnant of the City Beautiful aesthetic is the Portland Street configuration with its landscaped medians.

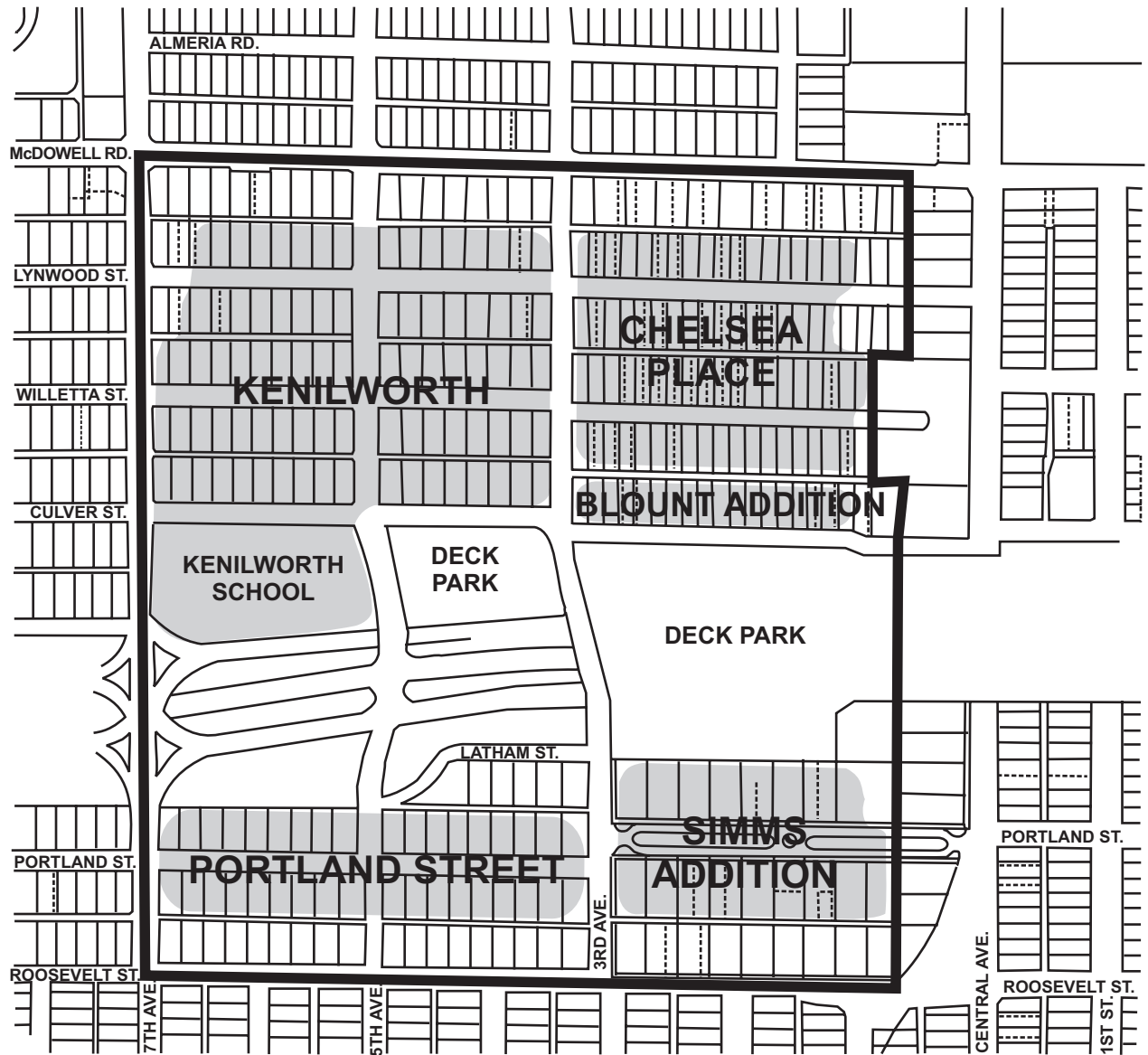
#### **The Portland Street Historic Area**

The Portland Street historic area was developed between 1911 and 1927 and exhibits an aura of early twentieth century grandeur unique in the City of Phoenix. This area is actually part of the original Kenilworth Subdivision. It contains 35 large houses in the Bungalow and Period Revival idioms (32 of which are historic). The houses are sited on spacious lots with a landscaped right-of-way giving the illusion of a setback deeper than the actual 20 feet and providing a graceful ambiance. A significant visual element is the rows of California fan palm trees, which line the street today as they did during the period of significance (1911-1930).

The area was originally developed as a “streetcar suburb”. The Kenilworth Line, financed by the subdivision's early developers, the Hartranft-Tweed Company, ran from its origin at 2<sup>nd</sup> Avenue and Washington Street, up 5<sup>th</sup> Avenue to its terminus just north of McDowell Road. The streetcar made the addition easily accessible to the central business district, an amenity that was heavily promoted in advertisements for the residential tract. Early development in the Kenilworth Addition focused on Portland Street, which quickly became a showcase neighborhood and home for many of the City's leaders. The district is also notable for its outstanding assemblage of architecture, including Bungalows and houses designed in the Italian Villa, Mission Revival, Spanish Colonial Revival, and Prairie School styles.

#### **The Kenilworth Historic Area**

The Kenilworth Historic District includes 70 buildings (69 of which are historic), and



**Figure 3**  
**ROOSEVELT SPECIAL PLANNING DISTRICT**  
**HISTORIC SUBDIVISIONS**



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encompasses that part of the Kenilworth Addition lying north of the Papago Freeway. Rows of California fan palm trees lining the streets evoke an aura of early twentieth century Phoenix. The district is significant for its variety of Bungalow interpretations and notable Period Revival architecture and for its association with a number of significant persons in the history of Phoenix.

By 1920, the popularity of the automobile began to eclipse the importance of the streetcar in the area. The influence of the automobile can be seen in the architecture of the Kenilworth Addition. Porte-cocheres were designed as an integral part of the houses, covering driveways that led to detached garages at the rear of the properties. Growth in the Kenilworth Addition was further spurred by the opening of Kenilworth School (listed on the National Register in 1982) in September 1920.

### **The Chelsea Place Historic Area**

The Chelsea Place Historic District was developed between 1912 and 1930 and includes 62 buildings (58 of which are historic). This district has changed little since the period of significance (1912-1935). Its intact residential character, the variety of Bungalows and Period Revival houses, and the California fan palm trees that line streets, combine to create a distinctive sense of time and place.

The district is significant for its status as an intact, early example of a developer's subdivision, for its assemblage of Bungalow designs, and for its association with a number of significant persons in the history of Phoenix. The addition was originally graced by attractive street entranceways, made of case concrete, at the intersections of Lynwood and Willetta Streets with Central Avenue.

One of the finest assemblages of Bungalows of Phoenix is within Chelsea Place. These Bungalows range from detailed Craftsman Bungalows to modest interpretations of the California Bungalow. Interesting variations with JapoSwiss, Neoclassical Revival, and Egyptian details may also be found.

### **The Blount Addition**

The Blount Addition Historic District is significant as the best assemblage of Period Revival style buildings within a single streetscape in the Roosevelt Neighborhood. It is a continuation of the development of the Chelsea Place subdivision and forms the northern boundary of the Deck Park. The Addition includes eighteen buildings and their associated outbuildings.

The Blount Addition was developed between 1924 and 1928, with some infill occurring as late as 1952. This area is unique in that relatively few of the houses are Bungalows. The designs of most of the houses reflect the Period Revival styles, particularly English Cottage Revival and Spanish Colonial Revival. The gabled rooflines and the similarity of materials and design create a visually cohesive and harmonious streetscape. The Blount Addition has changed little since the period of significance (1919-1935). The landscaped right-of-way between the street and the sidewalk makes the setback appear deeper than the actual twenty feet. In some instances, the original landscaping with California fan palm trees is also intact.

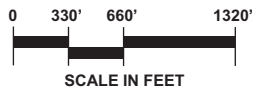
## **CHAPTER THREE: NEIGHBORHOOD ANALYSIS**

This section of the Special District Plan documents the existing land use patterns within the Roosevelt Neighborhood, examines the City of Phoenix Zoning Districts which have guided growth and development in the area, and identifies areas of special concern, major area studies and circulation characteristics.

As the City of Phoenix has expanded, commercial and multi-family developments have encroached into the neighborhood from the intensely developed corridor along Central Avenue. In addition, the residential area was severely impacted by the unsightly effects of land clearing and freeway construction. The Deck Park was planned at Central Avenue to minimize the negative impacts of the freeway and provide recreational space for nearby areas.

**Figure 4** on the following page identifies the existing land use pattern which is characterized by

- a) commercial development along McDowell Road,
- b) predominantly single-family developments on both sides of the Papago Freeway west of 3<sup>rd</sup> Avenue, and in the area north of the freeway east of 3<sup>rd</sup> Avenue and,
- c) a mix of single-family, multi-family, and vacant lots south of the freeway and east of 3<sup>rd</sup> Avenue.



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Figure 4  
**ROOSEVELT SPECIAL PLANNING DISTRICT**

**EXISTING LAND USE**



**LEGEND**

- |  |                       |                        |
|--|-----------------------|------------------------|
| (SF) Single family or duplex structure | (C) Commercial/retail | School, church, museum |
| (MF) Apartment building                | (O) Office            | (V) Vacant             |

Note: Generalized land use shown outside district boundaries.

Multi-family uses are allowed throughout the neighborhood by the existing zoning. Figure 4 differentiates between single-family or duplex structures (sometimes including a guest house) and apartment buildings which generally consist of four or more units.

**EXISTING ZONING**

The existing zoning allows for four general categories of land use within the Roosevelt Neighborhood: single-family and multi-family residential, office commercial, and parking.

Figure 5 on the following page, “Existing Zoning”, identifies the location of the different zoning districts. Zoning districts provide the framework for how land can be developed in the area. The zoning districts in the Roosevelt Neighborhood are listed below with the corresponding type of land use allowed.

<b>Zoning Category</b>	<b>Uses Allowed</b>
R-4	Single-family, apartments
R-4A	Single-family, apartments (higher density)
R-5	Single-family, apartments, offices
C-1	Retail commercial, retail, offices or residential
C-2	General commercial, retail, offices or
P-1	Parking
RI	Residential infill overlay (combines with underlying zoning)
HP	Historic preservation overlay (combines with underlying zoning)

These zoning districts all have height restrictions. In addition, high-rise incentive zoning exists along portions of Central Avenue adjacent to the Roosevelt Neighborhood. The residential infill district (R-I) would permit slightly greater densities and other features not permitted by the underlying district.

**AREAS OF SPECIAL CONCERN**

Based upon evaluation of the existing land uses and the zoning requirements established by the City of Phoenix, the primary areas of concern are those where potentially incompatible land uses interface. The areas of special concern are:

- The residential area along the north side of Lynwood Street which borders commercial uses on McDowell Road;
- The east ends of Lynwood, Willetta, and Culver Streets which may be negatively influenced by Central Avenue development;

- Portland Street between Central Avenue and 3<sup>rd</sup> Avenue which has a high proportion of vacant lots and is adjacent to Deck Park;
- Lots along and near 7<sup>th</sup> Avenue due to traffic volumes;
- The areas that border the Papago Freeway Corridor and;
- Vacant lots along Latham Street due to proximity to the freeway and 3<sup>rd</sup> Avenue.

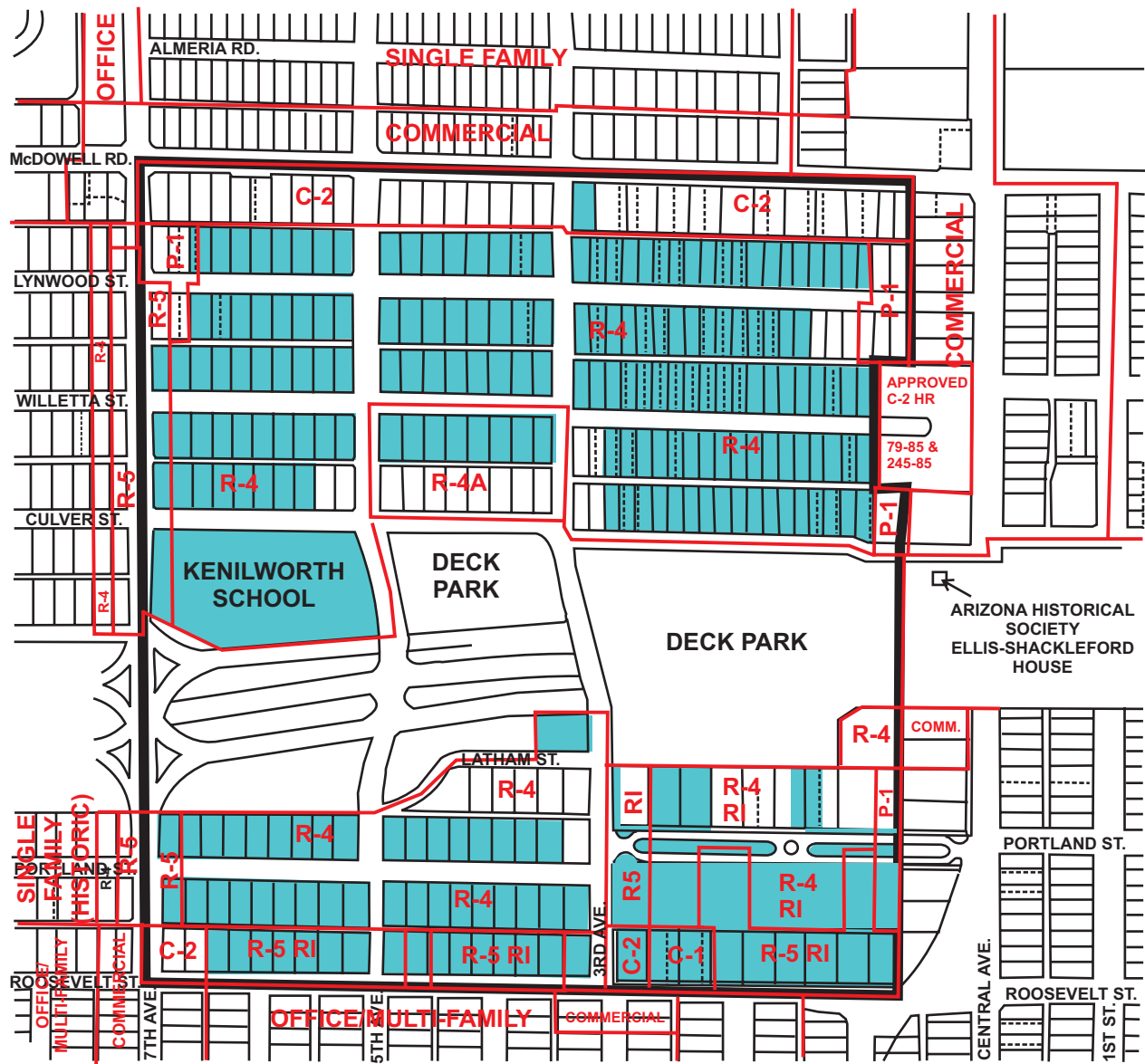
These areas should receive special attention from a land use and zoning standpoint so that development can evolve in a manner compatible with the existing neighborhood fabric and historic buildings.

**AREA STUDIES**

As one of the oldest neighborhoods in central Phoenix, the Roosevelt Neighborhood is a focal point for many planning and design studies being conducted in an effort to direct and enhance growth in central Phoenix. These studies and other area plans are shown on Figure 6 on page 12 and are described below:

- General Plan for Phoenix including the Central City Village Plan

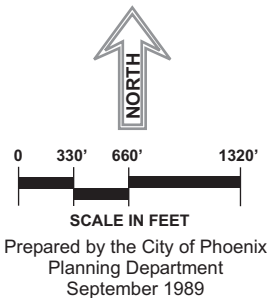
The Central City Village Committee's responsibility has been to prepare the future land use plan for the Phoenix Central City Urban Village, which includes the Roosevelt Neighborhood. The committee's recommendations to the Phoenix Planning Commission and City Council reflected, to some degree, the points of view of all of the committees studying the area, including recommendations from the Roosevelt Action Association. The Central City Village Committee recommended a land use concept for the Roosevelt Neighborhood that maintains the character established by existing development. McDowell Road and Central Avenue remain high intensity commercial development corridors while the interior of the neighborhood remains primarily single-family, even along the Papago Freeway. These recommendations have been incorporated into the adopted General Plan for Phoenix: 1985-2000.



**Figure 5**  
**ROOSEVELT SPECIAL PLANNING DISTRICT**  
**EXISTING ZONING**

**ZONING CLASSIFICATIONS**  
**LEGEND**

- |      |                       |
|------|-----------------------|
| R-4  | C-1                   |
| R-4A | C-2                   |
| R-5  | P-1                   |
| RI   | COMM.                 |
|      | Historic Preservation |



Note: Generalized zoning shown outside district boundaries.

- **Phoenix Downtown Specific Plan**  
This will be a refinement of the Phoenix General Plan which will provide more specific guidance in the core and the Downtown Redevelopment Area of the Central City Village.
- **The Downtown Redevelopment Plan**  
Adopted in 1979, this plan provides the basis for initiation and coordination of a variety of public and private actions for revitalizing the downtown area.
- **The Deck Park Plan**  
This plan provides the design of the proposed Papago Freeway Deck Park and surrounding area from 3<sup>rd</sup> Avenue to 3<sup>rd</sup> Street. The Deck Park Committee, with representatives from City, State, and Federal agencies, developed a concept plan which was presented to the City Council and accepted on October 7, 1986.
- **Arts District**  
This plan provides a guide to combine arts and commercial development in the area generally bounded by 1<sup>st</sup> Avenue and 3<sup>rd</sup> Street from the Deck Park to Hoover Street.
- **Willo, Story, and Encanto Vista SPD's**  
These plans have been developed and adopted as Special Planning Districts to preserve the neighborhood while encouraging improvements.

## CIRCULATION

The Papago Freeway bisects the Roosevelt Neighborhood with an interchange at 7<sup>th</sup> Avenue and exits at 3<sup>rd</sup> and 5<sup>th</sup> Avenues for high occupancy vehicles. In order to preserve neighborhood integrity and abate noise, the Papago Freeway is depressed from the surrounding terrain with vertical concrete retaining walls. To further minimize the impact of the freeway on the Roosevelt Neighborhood, a park covering the freeway from 3<sup>rd</sup> Avenue to 3<sup>rd</sup> Street is under construction along with intensive landscaping along the upper borders of the freeway at interchanges.

The Phoenix Transit System operates a city-wide bus system, which serves the Roosevelt Neighborhood well with routes along Central Avenue, McDowell Road, and 7<sup>th</sup> Avenue.

Pedestrian traffic in and around the Roosevelt Neighborhood is expected to greatly increase with the completion of the Deck Park. Sidewalks are placed on both sides of the streets throughout the Roosevelt Neighborhood. Although no potentially hazardous pedestrian conditions exist, in many areas the sidewalks show their age and lack of maintenance with cracks and weeds. This could cause an inconvenience for handicapped people.

Bicycle paths are located on 3<sup>rd</sup> and 5<sup>th</sup> Avenues. Although the deteriorated state of the bike lanes currently makes them difficult to see, improvements are scheduled. Third Avenue will be improved with restriping, sidewalk widening and signing by the end of 1989. Fifth Avenue is scheduled to be improved with similar improvements during 1992-93. Most residential streets do not warrant separate bicycle facilities, but on 3<sup>rd</sup> and 5<sup>th</sup> Avenues, adequately marked and well maintained bike lanes could promote greater usage and increased safety.

## CHAPTER FOUR: NEIGHBORHOOD GOALS

The goals provided in this chapter are derived from issues identified through analysis of the data in the preceding chapter, and from discussion during the Neighborhood Issue Identification workshop, held November 12, 1984. This workshop was attended by more than 30 persons. The participants represented business people, property owners, real estate personnel, and residents of the Roosevelt Neighborhood. The participants at the workshop identified specific issues they felt must be addressed in preparing the Roosevelt Special District Plan. Thirty-eight specific items were identified in the areas of Land Use/Development, Housing, Urban Design/Open Space, Circulation, and Crime and Security. (See **Appendix A.**)

An evaluation of the identified issues reveals that the concerns of the residents of the Roosevelt Neighborhood fall within four major categories:

- Preservation of the past and existing neighborhood character(s)
- Assuring compatibility between old and new development
- Provision of neighborhood amenities
- Development of a safe neighborhood

The goals that follow will guide future development in the neighborhood in order that the Roosevelt SPD can be preserved and developed in a manner that will enhance the historic nature of the area and provide a high quality of life for its residence.

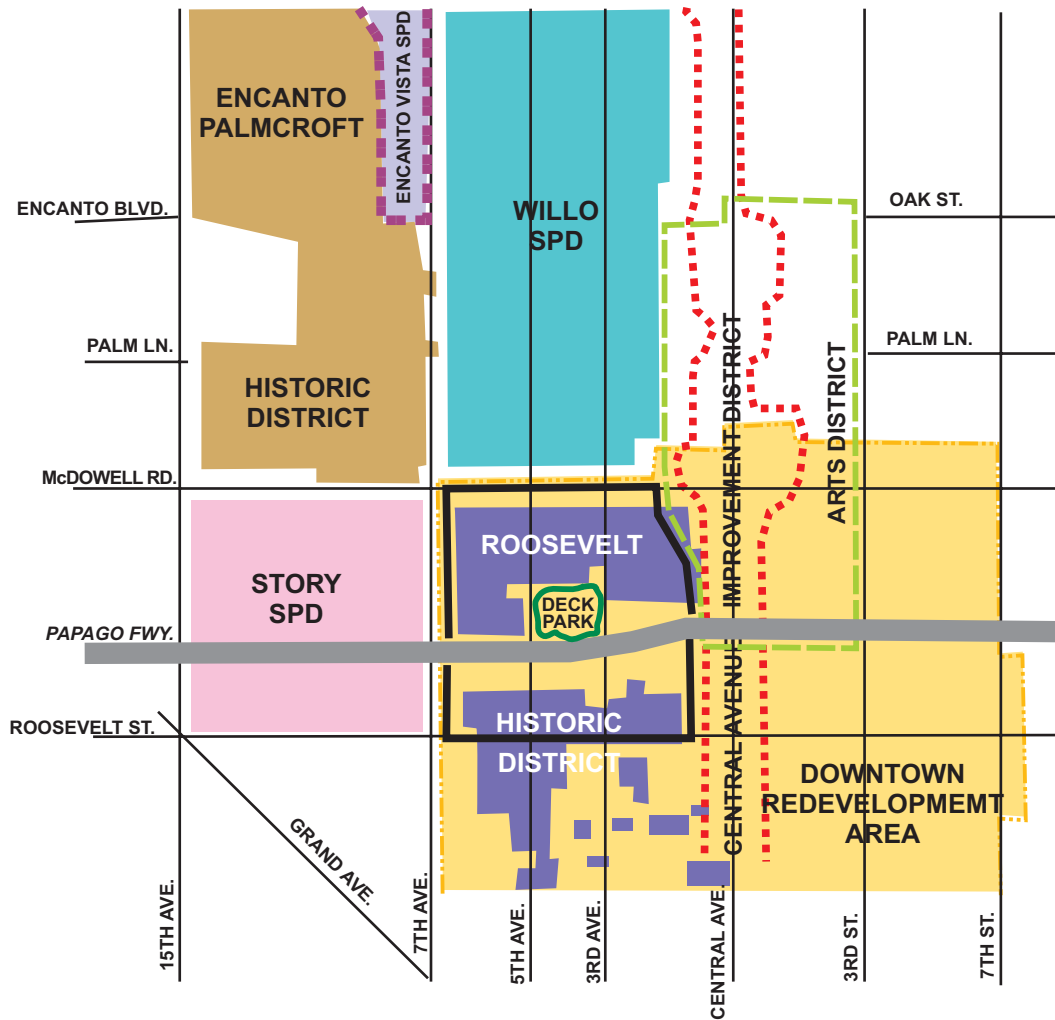











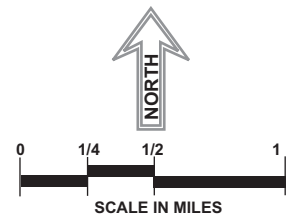
Figure 6  
**ROOSEVELT SPECIAL PLANNING DISTRICT**

**PLANNING AREAS IN VICINITY**

LEGEND

Planning areas shown

- |   |   |
|---|---|
|  Story SPD                           |  Deck Park                           |
|  Willo SPD                           |  Arts District                       |
|  Encanto Vista SPD                   |  Downtown Redevelopment Area         |
|  Roosevelt Historic District         |  Central Avenue Improvement District |
|  Encanto Palmcroft Historic District |   |



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## GOALS

1. *This historic character and unique identity of the neighborhood should be preserved and strengthened*
2. *The predominantly residential character of the neighborhood should be preserved with consideration of appropriate zoning changes where compatible with existing uses.*
3. *Retail development should be encouraged in appropriate locations.*
4. *New development that is compatible with the character of the neighborhood should be encouraged.*
5. *Sound housing throughout the neighborhood should be preserved while programs to improve deteriorated housing should be implemented.*
6. *Traffic impacts on the neighborhood should be minimized.*
7. *A safe and enjoyable pedestrian/bicycle system throughout the neighborhood should be created.*
8. *Excess public lands should be utilized to establish open space for the neighborhood.*

## CHAPTER FIVE: POLICIES AND PLAN RECOMMENDATIONS

This chapter provides specific strategies in the form of policies and recommendations for preserving and enhancing the character and identity of the Roosevelt Neighborhood.

Through the cooperation of the residents of the Roosevelt Neighborhood, the City of Phoenix and others interested in preserving a portion of Phoenix's history, the strategies and concepts embodied in this chapter should be utilized to enhance the historic potential and livability of the Roosevelt Neighborhood. It is hoped that the implementation of this Special District Plan will result in reestablishing the Roosevelt Neighborhood as one of the premier neighborhoods in Phoenix.

This chapter is presented in six subsections:

1. Land Use
2. Preservation and Rehabilitation
3. Circulation
4. Public Art

### 5. Streetscape

### 6. Landscaping

Each of these subsections provides policies and recommendations which are intended to provide the Roosevelt Neighborhood and the City of Phoenix with a framework within which to promote compatible new development in the area, stimulate continued neighborhood revitalization, and preserve the existing historic character of the neighborhood.

## LAND USE

**Figure 7**, "Proposed Land Use," illustrates recommended land use types within the Roosevelt Neighborhood. The purpose of the Proposed Land Use Plan is to establish a policy as to the desired future use of land within the district. This policy, in itself, does not alter existing uses, but acts as a guide for decision making regarding future development requests. The Circulation Plan and the Streetscape Plan, which are illustrated in the following sections of this chapter, are intended to complement the Proposed Land Use Plan.

These plans form the nucleus of the Special District Plan. All of the plans, if used as decision-making guides by the Roosevelt Action Association and the City of Phoenix, will serve to preserve and enhance the historic character of the Roosevelt Neighborhood.

Due to the unique and historic character of the Roosevelt Neighborhood, great care must be taken in allowing only development that is compatible with the neighborhood. To assure compatible development, the area must be developed on the basis of historically accurate design plans and according to established design standards.

The proximity of the neighborhood to Central Avenue, where high-rise development can be expected, enforces the need for adequate buffering and landscaping between residential and non-residential developments. The location of the neighborhood near the heart of Phoenix requires that attention be given to overall design details that will help retain the identity of the historic neighborhood.

### Land Use Policies and Recommendations

1. Retain the existing single-family character and the current zoning for properties adjacent to Lynwood, Willetta, Culver, Latham and

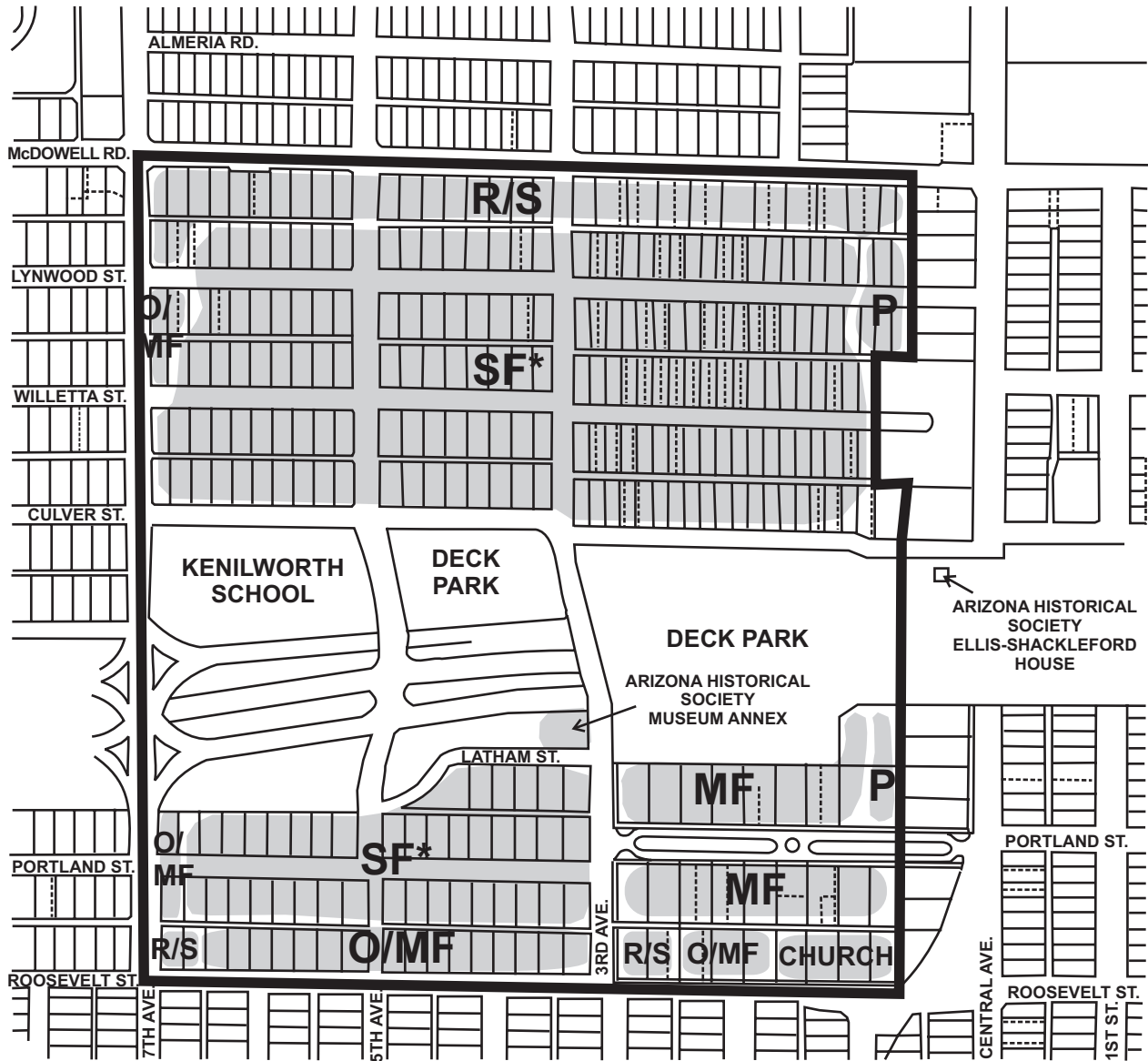
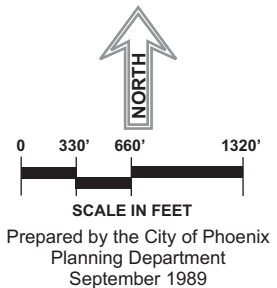


Figure 7  
ROOSEVELT SPECIAL PLANNING DISTRICT

**PROPOSED LAND USE**

- |       |                        |     |                           |
|-------|------------------------|-----|---------------------------|
| S-F   | Single-family          | R/S | Retail/service commercial |
| M-F   | Multi-family           | P   | Parking                   |
| O/M-F | Office or multi-family |     |                           |



Note: see text for explanation of land use map



Portland Streets.

2. Discourage requests for additional group homes and requests for the expansion of group homes. Only facilities which are compatible with the neighborhood should have permits renewed.
3. Encourage the rehabilitation of existing residential and non-residential uses.
4. Encourage relocation of historic single-family homes to vacant lots within the neighborhood as approved by the Historic Preservation Commission.
5. New construction located outside the historic overlay should be compatible with the historic context of the neighborhood.
6. Any development proposals or land use changes requiring rezoning or use permits should be reviewed by the Roosevelt Action Association. Recommendations shall be submitted to the City of Phoenix for consideration.
7. At the time any property between McDowell Road and Roosevelt Street and between Central and 7<sup>th</sup> Avenues is posted for a public hearing, an additional posting should be placed at the nearest intersections of 3<sup>rd</sup> and 5<sup>th</sup> Avenues to the property in question. A representative of the Roosevelt Action Association should also be notified of all Planning and Development Services Department hearing within the above boundaries.
8. Encourage underground placement of any new or replaced utility wires. The Roosevelt Neighborhood should work closely with utility companies to mitigate adverse visual effects of any large utility projects. Public hearings should be held for installation of new 69,000 KVA lines within the SPD.

#### **HISTORIC PRESERVATION AND REHABILITATION**

The boundary of the Historic Preservation overlay zoning district is shown on **Figure 2**. The Historic Preservation overlay zoning district has established a building permit application review process. This review is conducted by the City of Phoenix Historic Preservation Commission, and covers exterior changes (such as alterations, new construction, demolition, and moving buildings).

#### **Historic Preservation Policies and Recommendations**

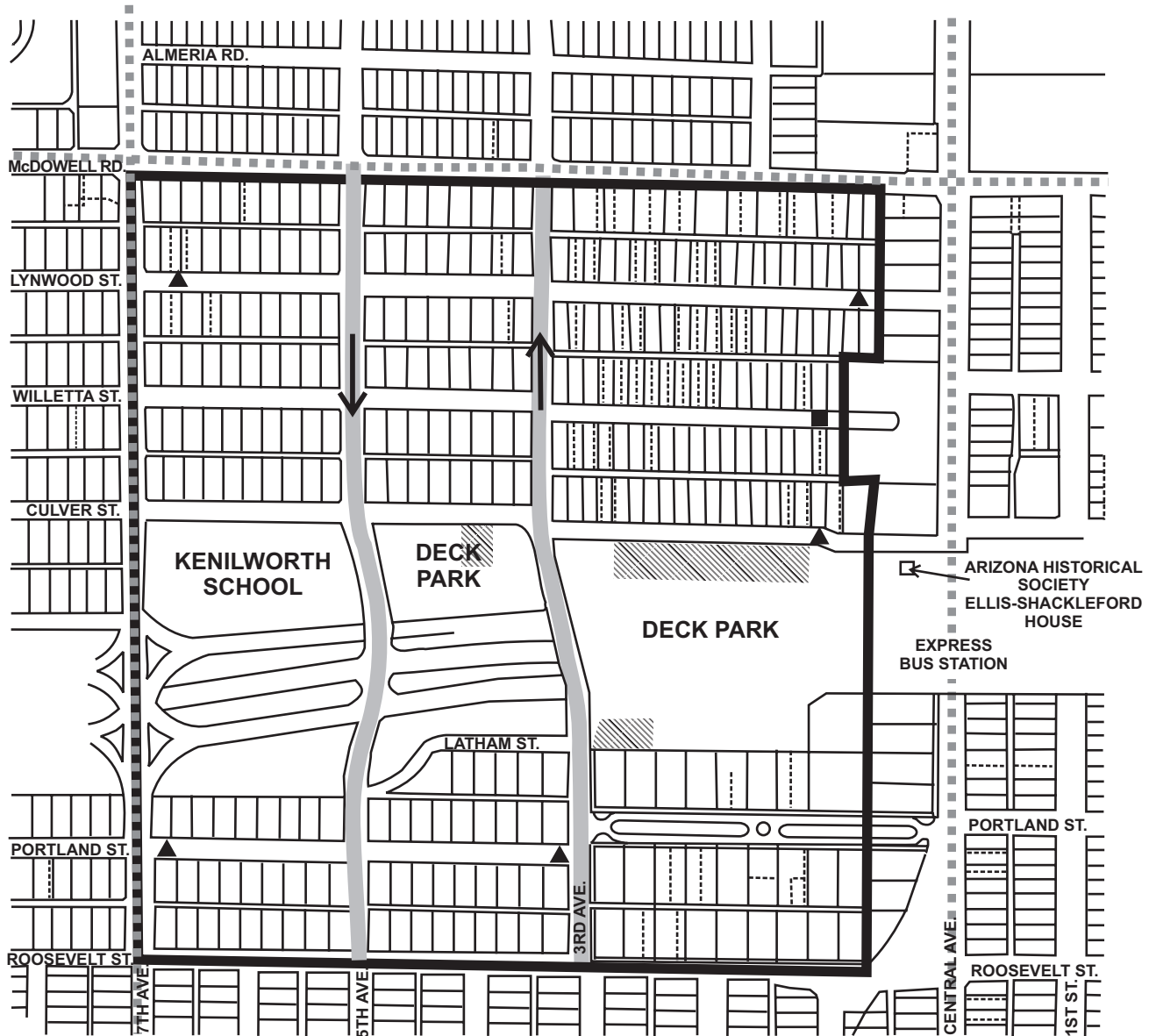
1. Support the City of Phoenix Historic Preservation Commission application review process to assure architecturally compatible development.
2. Encourage relocated or new structures of historically compatible design to be placed on vacant parcels within the district.
3. Replace intrusive buildings when possible with relocated or new compatible structures.
4. Encourage new commercial development at 3<sup>rd</sup> Avenue and Roosevelt Street to be architecturally compatible with the historic character of the original commercial development.
5. Preserve the historic contractors' stamps and "signature" designs when sidewalks are repaired.
6. Preserve the existing trolley exhibit and encourage construction of a trolley loop from the Shackelford House through the Deck Park as proposed by the Deck Park Committee.

#### **CIRCULATION**

The Circulation Plan for the Roosevelt Neighborhood is shown on **Figure 8**. Following are circulation policies and recommendations. Implementation of these policies should be coordinated by the Roosevelt Action Association through various funding mechanisms such as private developers or improvement districts.

#### **Circulation Policies and Recommendation**

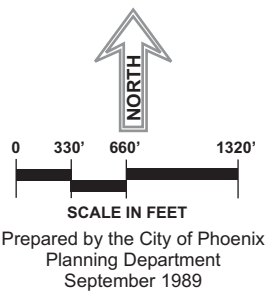
1. Encourage installation of a loop street connecting Culver, Willetta and possibly Lynwood Streets to facilitate traffic flow and neighborhood parking access. (See **Appendix B** for street design examples for this area). Brick paving on the loop street and on Culver Street would create an atmosphere of a private drive and discourage public through traffic. Access off Central Avenue on to Culver should be limited to the Arizona Historical Society Museum parking lot which may have a connection to the Deck Park parking lot.
2. Encourage installation of a left turn arrow from Central Avenue to McDowell Road.
3. The Lynwood Street entrance from Central Avenue will have reproductions of original entrance gates located east of the proposed loop street exit on Lynwood. The street will remain open two ways but will be narrowed at



**Figure 8**  
**ROOSEVELT SPECIAL PLANNING DISTRICT**  
**CIRCULATION PLAN**

**LEGEND**

- |  |  |  |                      |
|--|--|--|----------------------|
|  | One way street                             |  | Bus route            |
|  | Proposed limited access or street closure* |  | On street bikeway    |
|  | Existing street closure*                   |  | Parking on deck park |



See Appendix B for examples.

the gate location. (See **Appendix C** for proposed streetgate detail.)

4. Lynwood Street should be cul-de-saced approximately two lots east of 7th Avenue. This should occur on the boundary of the Kenilworth Historic District, leaving residential uses east of the cul-de-sac and commercial uses to the west.
5. A permit parking program should be investigated and instituted if non-residential parking on interior streets becomes a nuisance.
6. Matching entrance treatment should be installed at 3rd and 7th Avenues on Portland. Traffic control measures such as improved signage, traffic diverters, narrowing, or closing the street at these entrances should be considered. (See **Appendix B** for examples.)
7. Discourage efforts to widen 3<sup>rd</sup> and 5<sup>th</sup> Avenues and Roosevelt Street. The landscaped rights-of-way between the sidewalk and curb are a significant part of the neighborhood's historic character.
8. Encourage improvement of 3<sup>rd</sup> and 5<sup>th</sup> Avenue bikeways utilizing historic landscaping and lighting.

#### **PUBLIC ART**

Historic neighborhoods provides the City with a unique opportunity to showcase public art. Following are the Public Art policies and recommendations for the Roosevelt Neighborhood.

#### **Public Art Policies and Recommendations**

1. At appropriate locations, encourage the placement of functional or interpretive artworks reflecting the aesthetic of the Arts and Crafts Movement of the late 1800s and early 1900s. Examples of such artworks include street furniture, light standards, gateways and markers.
2. Encourage neighborhood art works using private donations and federal or state grants.

#### **STREETSCAPE**

The Streetscape Plan is shown on **Figure 9**. The following are the Streetscape policies and recommendations which, if implemented, will be coordinated by the Roosevelt Action Association through various funding mechanisms such as private developers or improvement districts.

#### **Streetscape Policies and Recommendations**

1. Encourage installation of replicas of historic light standards on all residential streets at regular intervals, based on the historic photographic record.
2. Encourage establishment of improvement districts to install adequate lighting on all streets within the Roosevelt Neighborhood.
3. Encourage use of stylistically appropriate street name signs to identify neighborhood streets.
4. Encourage the placement of uniform identification monuments or plaques, identifying the historic areas within the Roosevelt Neighborhood at appropriate locations.
5. Encourage the retention of the landscaped right-of-way between the curb and the sidewalk on all streets, excluding McDowell Road and 7<sup>th</sup> Avenue.
6. Encourage maintenance of the landscaped boulevard medians along Portland Street between Central and 3<sup>rd</sup> Avenues. Retain the boulevard street configuration.

#### **LANDSCAPING**

The neighborhood should seek the installation of right-of-way landscaping through improvement districts or other funding mechanisms. Residents will continue to be responsible for maintaining landscaping in an acceptable manner on rights-of-way adjacent to their property.




#### **Landscaping Policies and Recommendations**




1. Encourage the utilization of historic landscaping such as California fan palm and ash trees in landscaped buffer areas between residential and non-residential uses.
2. Encourage infill landscaping with mature California fan palm trees where palm trees are missing, as shown in **Figure 9**. Encourage the use of mature California fan palm and ash trees for landscaping the Papago Freeway Deck Park.
3. Encourage improvement of streets, sidewalks and pedestrian/bikeways using shade vegetation, street furniture, and lawn areas to provide relief from summer heat.




**Figure 9**  
**ROOSEVELT SPECIAL PLANNING DISTRICT**  
**STREETScape PLAN**

**LEGEND**

-  Street entrance improvements
-  Historic marker (set in curb)
-  Proposed trolley line

-  Tree buffer
-  Suggested infill palm tree planting
-  Park/open space

  
 0    330'    660'    1320'  
 SCALE IN FEET  
 Prepared by the City of Phoenix  
 Planning Department  
 September 1989

## CHAPTER SIX: PLAN REGULATIONS

These regulations will control the use and development of land within the Roosevelt Neighborhood Special Planning District. No building permit shall be issued for a project unless it is in accordance with these regulations. The plan regulations will apply to new construction or redevelopment.

### REGULATIONS

The regulations governing the uses of land and structures, the height of buildings, and requirements for lot area, width and yards within the Roosevelt Neighborhood Special District Plan shall be as set forth in the underlying zoning districts except as expressly modified by the following regulations.

1. All new non-residential development exceeding one story shall require Development Coordination Office site plan review and approval.
2. Fences or decorative walls shall be allowed up to seven feet in height in side or rear setbacks abutting 3<sup>rd</sup>, 5<sup>th</sup> and 7<sup>th</sup> Avenues or residential lots adjacent to commercial zoning.
3. Private sector developers will provide appropriate traffic control/street improvements as recommended by the Circulation Plan (See **Figure 8**) on their own property and in public right-of-way adjacent to their property for any new development adjacent to Central Avenue. These will be reviewed on a case by case basis by the City (Planning and/or other appropriate departments). The Roosevelt Action Association will have an opportunity to review and comment on development proposals.
4. New non-residential developments should be designed to be compatible with the adjacent residential area. Such buildings exceeding one story should utilize only clerestory windows facing adjacent residences above the first floor. (Clerestory windows are located high in the wall and do not allow a view of adjacent properties).

## CHAPTER SEVEN: ACTION PLAN

In order to begin implementation of this plan, the Roosevelt Action Association will address the following concerns. Several of these projects may be taken up simultaneously, some will occur as funding is identified, and some will be addressed at the initiation of private developers or the City. The following list provides an action plan for beginning implementation of the SPD plan.

- Investigate funding sources to implement the plan.
- Participate in development review as it occurs.
- Advocate and initiate circulation plan proposals as needed.
- Investigate the possibility of initiating districts or other funding mechanisms to provide historic lighting, sidewalk repair, and elements of the streetscape plan.
- Monitor City implementation.

## APPENDIX A

### ISSUE IDENTIFICATION

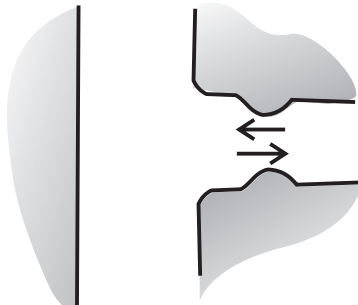
On November 12, 1984 more than 30 persons attended a Neighborhood Issue Identification Workshop. Participants included business people, property owners, and residents of the Roosevelt Neighborhood. At the workshop, participants identified specific issues that they felt should be addressed in preparing the Roosevelt Special District Plan. Thirty-eight specific items were identified and then ranked as high, medium, or low priority. This information was used to develop the neighborhood goals in Chapter Four.

<b><u>Land Use / Development Issues</u></b>	<b><u>Priority</u></b>
Appropriate Transition between Neighborhood and New Developments	High
Promote Compatible Infill Development	High
Emphasize the Residential Character of the Core of the Neighborhood	High
Encourage Retail Development	High
Limit the Number and Locations of Social Services	High
Maintain a Balance of Mid-Rise and High-Rise Development	Medium
Limit Retail to Major Streets	Medium
Plan for Compatibility with Story Addition and Downtown Development	Medium
<b><u>Housing Issues</u></b>	<b><u>Priority</u></b>
Encourage Owner Occupancy	High
Identify Areas for Single-Family and Multi-Family Housing	High
Promote the Appropriate Intensity and Location of New Housing Development	High
Identify Housing Rehabilitation Financing Incentives	High
Encourage More Young Families	Medium
Provide a Mix of Housing Opportunities	Medium
<b><u>Urban Design / Open Space Issues</u></b>	<b><u>Priority</u></b>
Promote Aesthetic and Functional Urban Design	High
Emphasize Street Level Design	High
Preserve Historic Structures	High
Maintain Mature Landscape Treatment	High
Utilize Street Lighting as a Design Theme	High
Maintain Visual Qualities of Neighborhood: Preserve Views	High
Utilize Landscaping to Create "Cool" Environment	High
Utilize Excess Freeway Land for Open Space	High
Provide Public Art	Medium

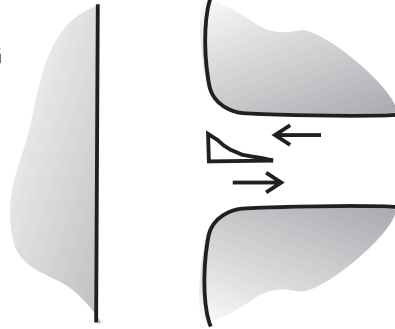
<b>Circulation Issues</b>	<b>Priority</b>
Address the Interface between the Neighborhood and the Freeway	High
Address the Interface between the Neighborhood and Central Avenue	High
Reduce Traffic into Neighborhood	High
Keep Commercial Parking out of Neighborhood	High
Provide Safe Access to School for Children	High
Improve Street / Pedestrian Lighting	High
Create Bicycle / Jogging Paths	High
Create Comfortable Access to Deck Park	High
Address the Limited Amount of Residential Parking	Medium
Improve Pedestrian Crossing of Central Avenue and McDowell Road	Medium

<b>Crime and Security Issues</b>	<b>Priority</b>
Encourage Night Time Use of Commercial Facilities	High
Encourage Appropriate Land Use Mix to Reinforce Security	High
Minimize Building Abandonment	High
Provide Safe Alleys	High
Discourage Transients from Remaining in Neighborhood	High
Increase Street Security Police and Citizen Patrols	Medium
Promote Security Conscious Building Design	Medium

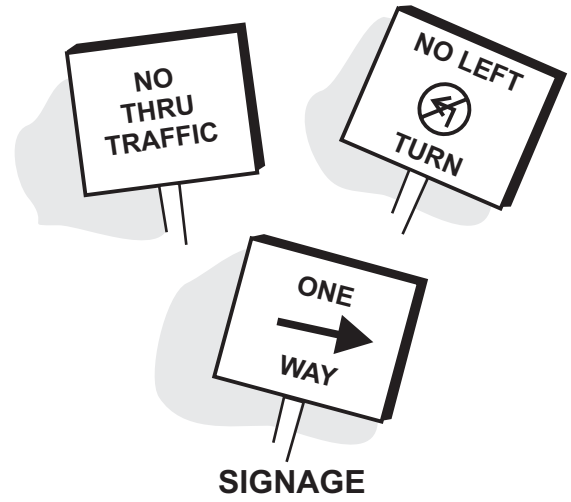
*Note:*  
*Additional information on the structure and activities of the Roosevelt Action Association, survey methodology, issue identification, funding sources, and preservation materials can be found in Roosevelt Neighborhood and Preservation Development Plan prepared by BRW, Inc. for the Roosevelt Action Association in 1985.*



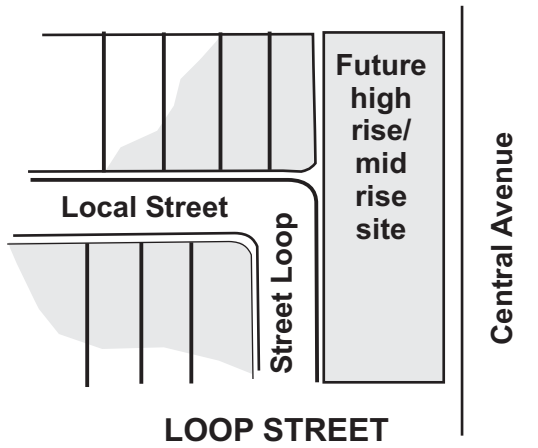
**NARROWING**



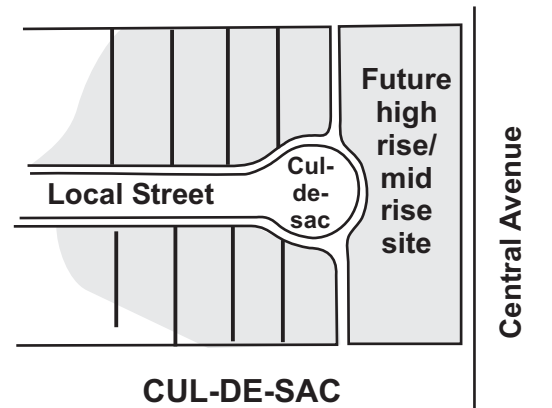
**DIVERTER**



**SIGNAGE**



**LOOP STREET**

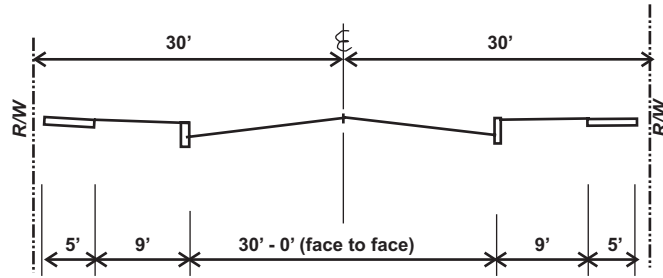


**CUL-DE-SAC**

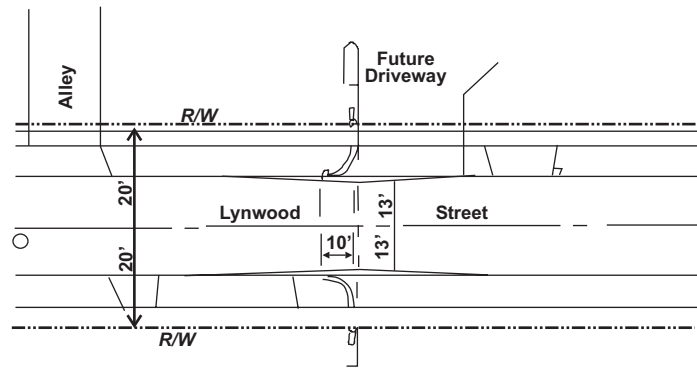
**APPENDIX B  
ROOSEVELT SPECIAL PLANNING DISTRICT**

**STREET DESIGN EXAMPLES**

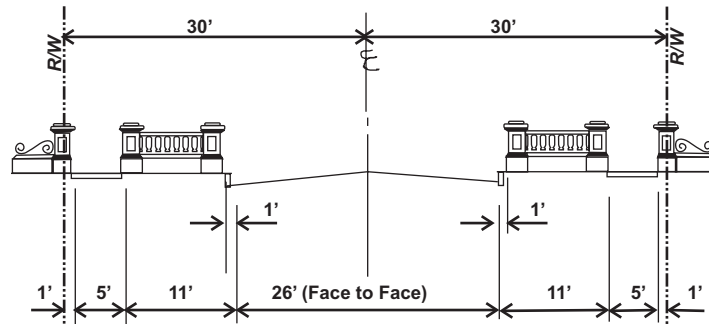




**EXISTING CROSS SECTION**



**PROPOSED STREET MODIFICATIONS**



**PROPOSED CROSS-SECTION**

**APPENDIX C**  
**ROOSEVELT SPECIAL PLANNING DISTRICT**  
**PROPOSED LYNWOOD GATES**

Source: Johannessen & Girand Consulting Engineers, Inc.