

32nd Street Revitalization Project



A collaboration effort between the City of Phoenix Planning Department, the Village of Paradise Valley, and the Arizona State University Urban Planning program.

Vision Statement

To revitalize the 32nd Street corridor by creating a vibrant destination that encourages an active lifestyle community. 32 North will thrive as a regional focus for the advancement and enjoyment of the arts, culture, leisure, and recreational activities.

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Regional Scale / Target Area



Thunderbird Road

Cactus Road

Shea Boulevard



History

The 32nd Street corridor was once the premier shopping district in the city of Phoenix. Spurred into success by the rapidly expanding Phoenix suburbs, the busy intersections of 32nd Street were filled with strip malls for retail shopping. These were mainly post-war, car-centered developments such as big-box department stores, strip malls, auto-services, and surface parking lots. The entire area thrived and became an adored neighborhood for those who chose to settle within its limits.



Phoenix and the nearby cities of Scottsdale and Paradise Valley continued to grow, and the 32nd Street district began to change. New mega-mall shopping centers began to siphon away businesses from 32nd Street. Scottsdale and Paradise Valley became upscale, property values rose, and clientele along 32nd Street began to shop elsewhere, furthering the economic decline. In the late 1980's the final plans for State Route 51 came to fruition, the path slightly bypassed 32nd Street, curving around the northern edge of the Phoenix Mountain Preserve, and then veering northward with exits every half mile. At the time, community members and local business leaders wanted the highway. The conventional wisdom of the time was that a major highway would bring more people from central Phoenix north and allow for more customer base, while reducing traffic along the 32nd Street corridor.

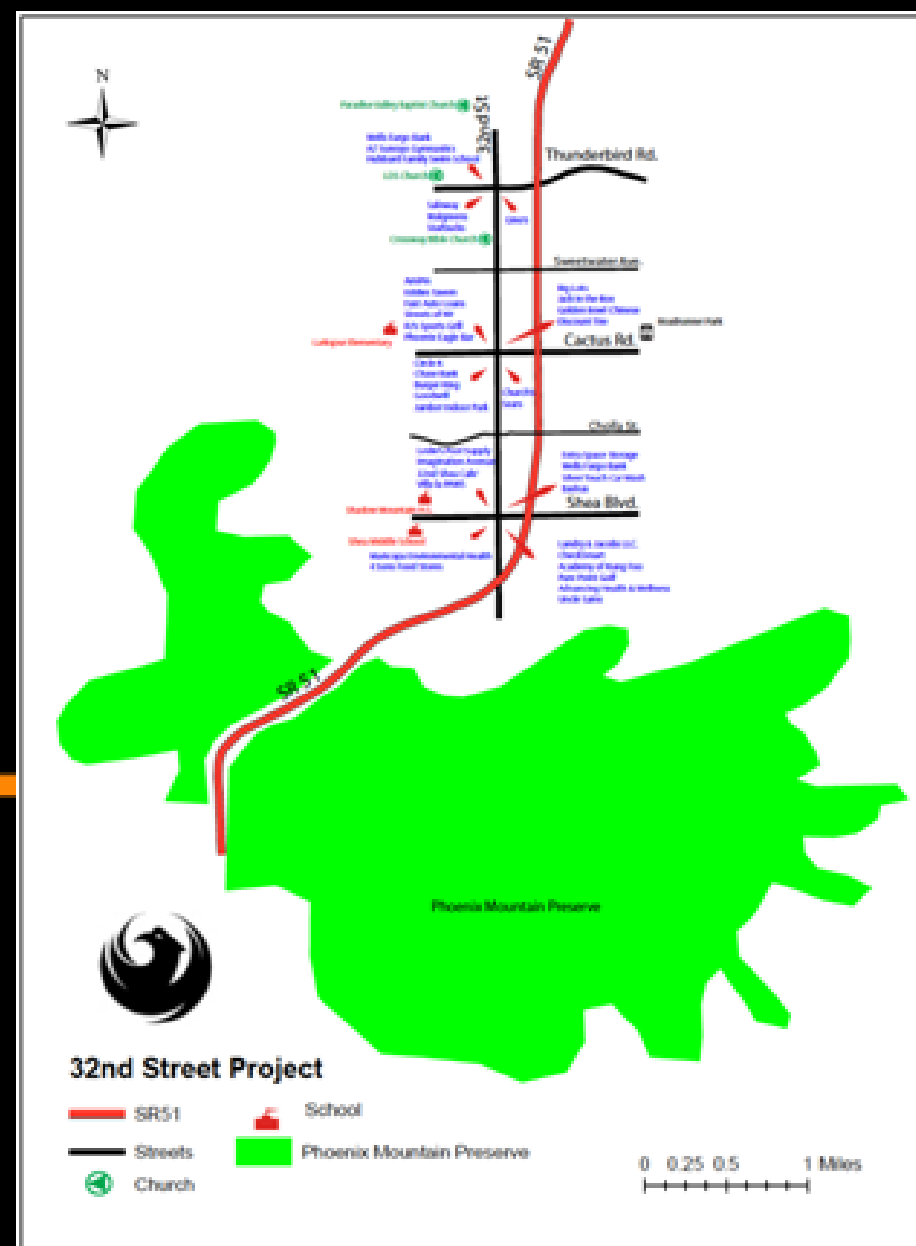
The highway was completed in 1990, later to be extended to the loop 101 further north. The immediate effects of the construction were very different than originally expected. Construction of the SR-51 displaced many homeowners and businesses that fed into the district. Construction also helped isolate the southern roads in the district like Shea Boulevard and Cactus Road. Once completed, travel to newer and more exciting shopping destinations allowed for motorists to skip the once vibrant corridor. As vacancies began to rise, traffic fell to a fraction of its peak.

The average homeowner within the 32nd Street district has been a permanent resident for nearly twenty years. It is a stable and stalwart community that has begun to age, but the community has a second chance. With a number of modern factors including the recession, price of gas, and new urban living preferences, a new flurry of interest in 32nd Street has begun. Several landowners have expressed interest in new developments. Several small businesses have sprouted up in the last few years, and even a new charter school has begun construction.

Current Conditions

Boundaries and Current Land Use:

The 32nd Street district is bound in the north by Union Hills Drive and in the south by the Phoenix Mountain Preserve. The eastern boundary is the SR-51 Freeway and the western boundary is roughly 30th Street and other portions of the Phoenix Mountain Preserve. For the purposes of this document the primary focus is for 32nd Street itself and the retail property at the intersections of Shea Boulevard and 32nd Street, Cactus Road and 32nd Street, and Thunderbird Road and 32nd Street.



The 32nd Street and Shea Boulevard corridor still functions as a commercial area as it did decades ago. However, currently the businesses are sparsely occupying the vast amount of space available, not allowing the area to reach its full potential in terms of possible income and stores. Many of the current businesses include auto stores, fast food restaurants, fueling stations, and other various businesses. In addition to the commercial hubs centered at each major intersection, there are large residential areas in between the intersections primarily consisting of single-family homes. Unlike the nearby businesses, the housing market in the area appears to be successful.

The City of Phoenix currently has the majority of the commercial area within the corridor zoned as C-2-Intermediate commercial. The C-2 zoning regulations and allowances are quite favorable for a commercial district because many different uses are permitted. Many of these permitted uses within C-2 zoning would not be allowed in other nearby shopping centers within an urban setting. For example, the City of Phoenix the C-2 zoning allows uses ranging from selling farm implements and machinery, compressed natural gas sales, to a medical marijuana dispensary. Clearly, even with several current negative factors contributing to the decline of business success in the area, the current zoning is ideal and should remain as it is.

Currently, one negative factor holding the area back from being up to par with other similar areas is the fact that many commercial lots are not required to comply with the new City of Phoenix zoning regulations. After 1994, zoning regulations require vegetation and landscaping in parking lots, which would make many of the areas along the corridor much more appealing. Since many of the current developments were in place prior to the new zoning implementation they were not required to comply with the new standards. This has created an inconsistent design theme amongst most of the intersections greatly reducing the sense of place. We recommend new revisions to the zoning, which would require even the oldest developments to stay current on zoning codes. This would create a common design theme by having uniform parking lot, vegetation, and sidewalk standards.

Current Economic Status

The local economic situation along the 32nd street corridor is drastically different than it was before the SR-51 was in place. Retail vacancy rates are some of the highest in the entire metropolitan region at 19.8%. However, the residential neighborhood is quite stable with middle upper class median incomes and long-term residents. It is not uncommon for people to be 20 or 30-year-long residents.

Major shopping centers and their vacancy rates:

Shea Plaza: Northeastern corner of Shea Boulevard and 32nd Street
Key tenant: Basha's
Vacancy rate: 7 percent

Cactus Village: Southwestern corner of Cactus Road and 32nd Street
Key tenant: Goodwill
Vacancy rate: 1.9 percent

Big Lots Center: Northeastern corner of Cactus Road and 32nd Street
Key tenant: Big Lots
Vacancy rate: 0

Paradise Valley Oasis: Northeastern corner of Thunderbird Road and 32nd Street
Key tenant: Joe's Grotto, Quiltz
Vacancy rate: 35.8 percent

Mountain View Marketplace: Southwestern corner of Thunderbird Road and 32nd Street
Key tenant: Safeway
Vacancy rate: 14.2 percent

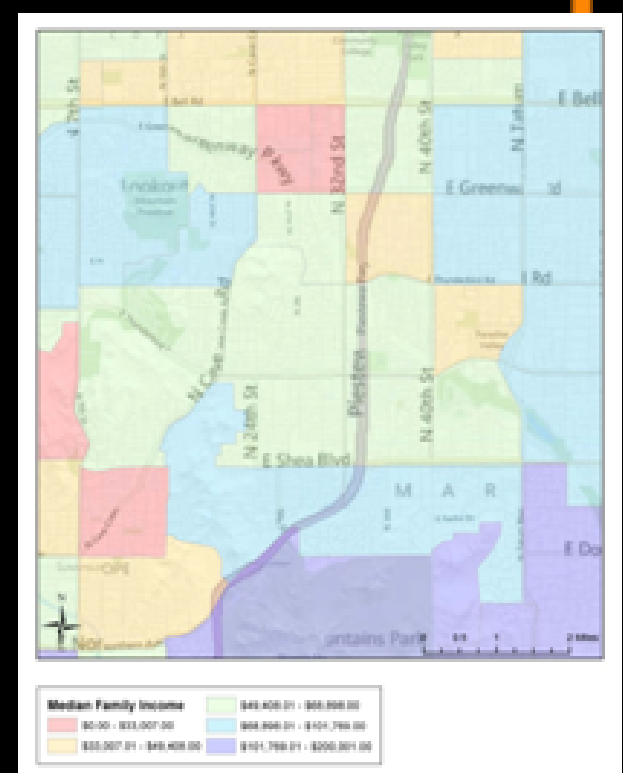


Shea Squaw Peak Center: Southeastern corner of Shea Boulevard and SR-51.
Key tenant: Storm Wisdom
Vacancy rate: 52.9 percent

Kino Plaza: Northwestern corner of Thunderbird Road and 32nd Street
Key tenant: Hubbard Family Swim School
Vacancy rate: 19 percent

Paradise Hills: Northwestern corner of Shea Boulevard and 32nd Street
Key tenant: Little Peking Chinese Restaurant
Vacancy rate: 25.6 percent

Cactus Square: Southeastern corner of Shea Boulevard and 32nd Street
Key tenant: Uncle Sam's
Vacancy rate: 57.1 percent



In terms of accessible dollars for retail, 32nd Street could not be better located. In a five mile radius, there are several neighborhoods and towns with extremely high median household incomes. Desert Ridge to the north is a Phoenix neighborhood with annual household income of 175,000 dollars a year. Northern Scottsdale, to the northeast, has a median household income of approximately the same amount or higher. Immediately east of 32nd Street is the Paradise Valley Mall, a successful shopping center, and further east is Kierland Commons and more high income neighborhoods. Southeast of 32nd Street is one of the wealthiest towns in the United States, Paradise Valley, and the resort area south of Camelback. To the west is the middle to upper middle class neighborhood of Moon Valley.

Demographics

The area surrounding the 32nd Street corridor includes a very diverse population. There are wide ranges of people living within the area including college graduates with high paying jobs that chose the area for its proximity to the downtown area. Active people are drawn to the area because of the large amount of outdoor activities at the Phoenix Mountain Preserve which is only a short walk or bike ride south of Shea Boulevard. While the area does have middle class portions, there are also areas within the corridor that are well below the poverty line. Many of these areas with lower incomes include minorities and single parent households. There are families within these lower income areas that lack a personal vehicle, making it vital for them to have public transit options. As the demographic maps indicate, the majority of people living near the corridor are fairly young with few people being older than 60. However, the area directly east has a fairly high population of people over 60, making businesses along 32nd street within perfect range of these potential patrons. The demographics show that the populations living within the corridor have a fairly high income level with most of the area having a median family income of greater than \$49,000 annually.



Stakeholders

Through the process of meeting with local residents, business and land owners, and governmental staff, our group was given valuable knowledge on the project area. These people shaped our ideas and deserve as much credit as anyone in the 32nd Street Revitalization process.

Paul A. Dale - President of Paradise Valley Community College:

President Dale introduced himself after Councilman Gate's 32nd Street meeting. He was very intrigued with our groups potential, and was very willing to host meetings and help in any way he could. As this project progresses north in the future to Union Hills Drive, Paradise Valley Community College will certainly become a major contributor and anchor to the revitalized corridor.

Bill Gates - Councilman of District for 32nd Street:

Councilman Gates has a clear and uplifting vision towards this redevelopment project, and with his power within the City Government our ideas could potentially be adopted and funded. He has hosted numerous public meetings in regards to 32nd Street in hopes of getting the discussion started for its revitalization.

Rebecca Golden – Business Owner, 32Shea Café:

She has been a proponent for the revitalization of the 32nd Street corridor since she began her business there. She was once the leader of the business coalition along this corridor, which is something we will need to re-establish going forward. One of her many ideas was to establish a Phoenix Mountain Preserve Trail 100 Race that could attract visitors from across the country.

Craig Mavis - City of Phoenix Planning Department & Village Planner for Paradise Valley:

Craig has a great perspective and outlook for the 32nd Street community as he lives there and represents it through the Paradise Valley Village Planning meetings. Similarly to Councilman Gates, Craig has authority in the City Government to see some of our ideas become a reality.

Michael Pollack – Real Estate Investor

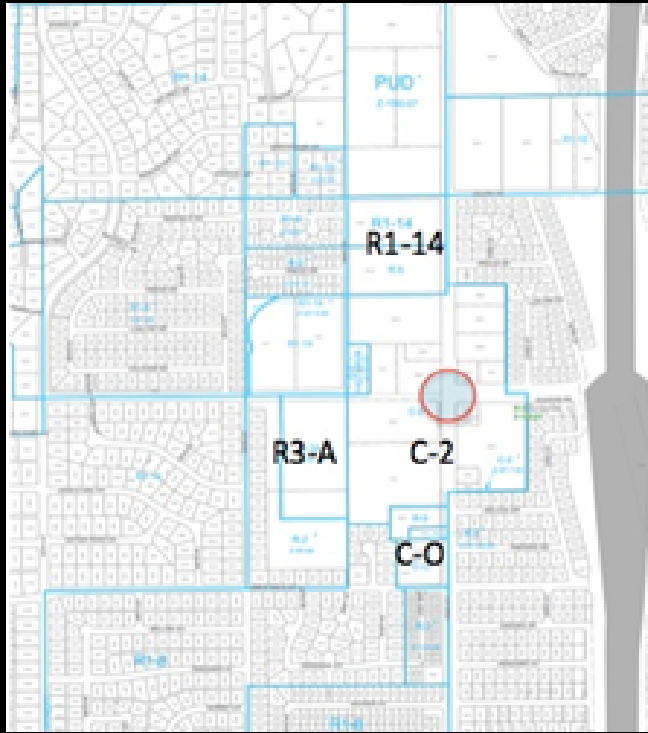
Mr. Pollack is known for revitalization efforts in underutilized markets. He is a business owner that helps revitalize struggling areas throughout Phoenix's valley. He previously established the Jambo! Indoor Amusement Park on the corner of 32nd Street and Cactus Road, and is in the process of building a BASIS Charter School on a vacant lot just south of Jambo!

Matt Schrauth - Real Estate Agent at Omni American LLC

Jessica Anne Thomas - Architect at Harper Architects LLC

Zoning

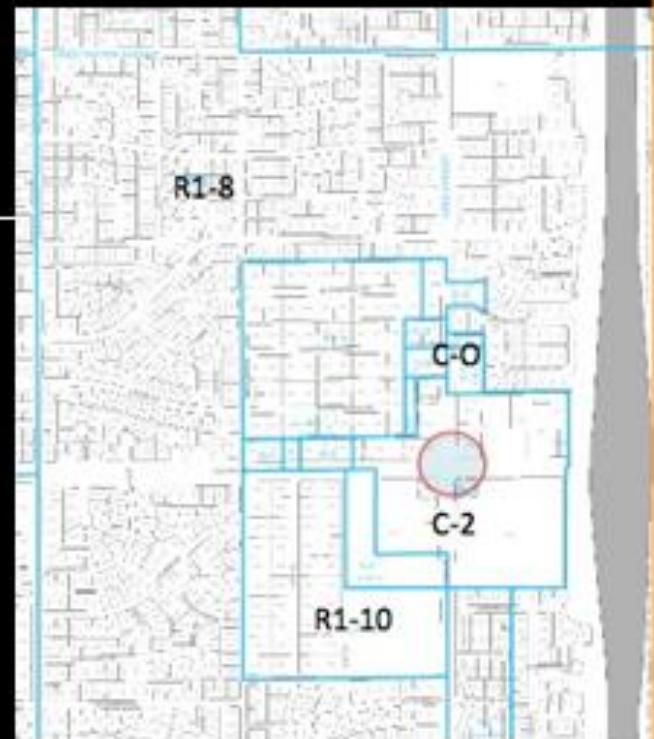
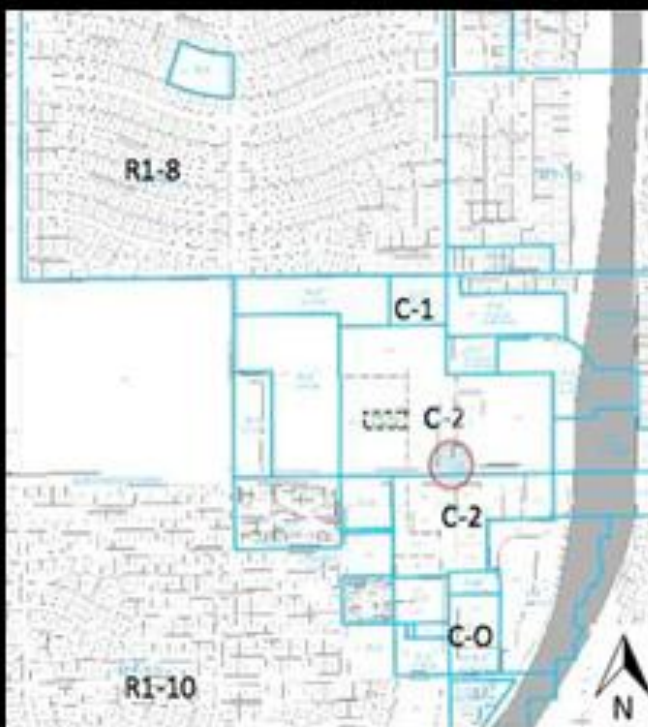
The zoning around the retail “hub” intersections is quite flexible. All of the intersection parcels are coded as either a C-2 commercial zoning, which allows for the most uses of any commercial zone, or the occasional C-1, which is slightly more limited commercial zoning for residential use. A handful of office buildings through the area are zoned as C-O which is restricted to office space.



Thunderbird Road

- C-O Commercial Office Restricted
- C-1 Commercial Neighborhood Retail
- C-2 Intermediate Commercial
- R1-8 Single Family Residence
- R1-10 Single Family Residence

Cactus Road



Shea Boulevard

SWOT Analysis

Strengths

- Lenient Zoning: Intermediate commercial use at each intersection C-2 Zoning
- Pre-existing commercial buildings
- 32nd Street to SR-51 Exits/Entrances
- Phoenix Mountain Preserve as a valley attraction
- Prime residential area

Weaknesses

- Recessive business market
- Dissolved business coalition
- Lack of identity/missing theme
- Ease of commute compared to SR-51
- Discouraging alternative modes of transit
- Primitive landscaping
- No "destination" spot

Opportunities

- Six lane road allows plenty of room for streetscape modification
- Potential mass-transit hub
- Job growth
- Pollack Charter School

Threats

- Proximity to Paradise Valley Mall
- Proximity to SR-51
- Reluctant business/land owners

Implementation

In order to accomplish any type of revitalization project, there has to be an established understanding of where the funding is coming from. As far as the landscape upgrades for local businesses, a strong contribution will have to come from individual property owners. With a contribution from the property owners, the overall appearance of the corridor graduates and contributes to the bigger goal. Property owners have an opportunity to contribute by landscaping the area in front of their property. While doing so, each property owner identifies their plants and trees with the surrounding landscape theme to create a unique style. It is clear that the City of Phoenix is not in a position to upgrade this corridor on its own. The city does not have the resources to fund all of the issues facing the area, nor should they have to. For instance, Michael Pollack is a land developer and a local property owner in the 32nd Street corridor. Mr. Pollack has collaborated with BASIS Schools to build an elementary charter school on his lot located west of the intersection of Cactus Road and 32nd Street. By doing so, Mr. Pollack is investing in a new and updated building, which will bring a modern look to the area, and also introduce new and unique landscape features. The current zoning codes require landscape. Mr. Pollack suggested at a 32nd Street public meeting that local property owners think about investing in similar characteristics of his new building, such as fresh paint and new landscape. With that said, it is extremely important that Councilman Gates and local property owners get together and identify the amount of money it will take from both the city and the private property owners to invest in a new theme to achieve the overall goal, which is to bring new businesses to the area and improve the quality of the 32nd Street corridor.

Design Elements: Short Term (Feasible) Goals



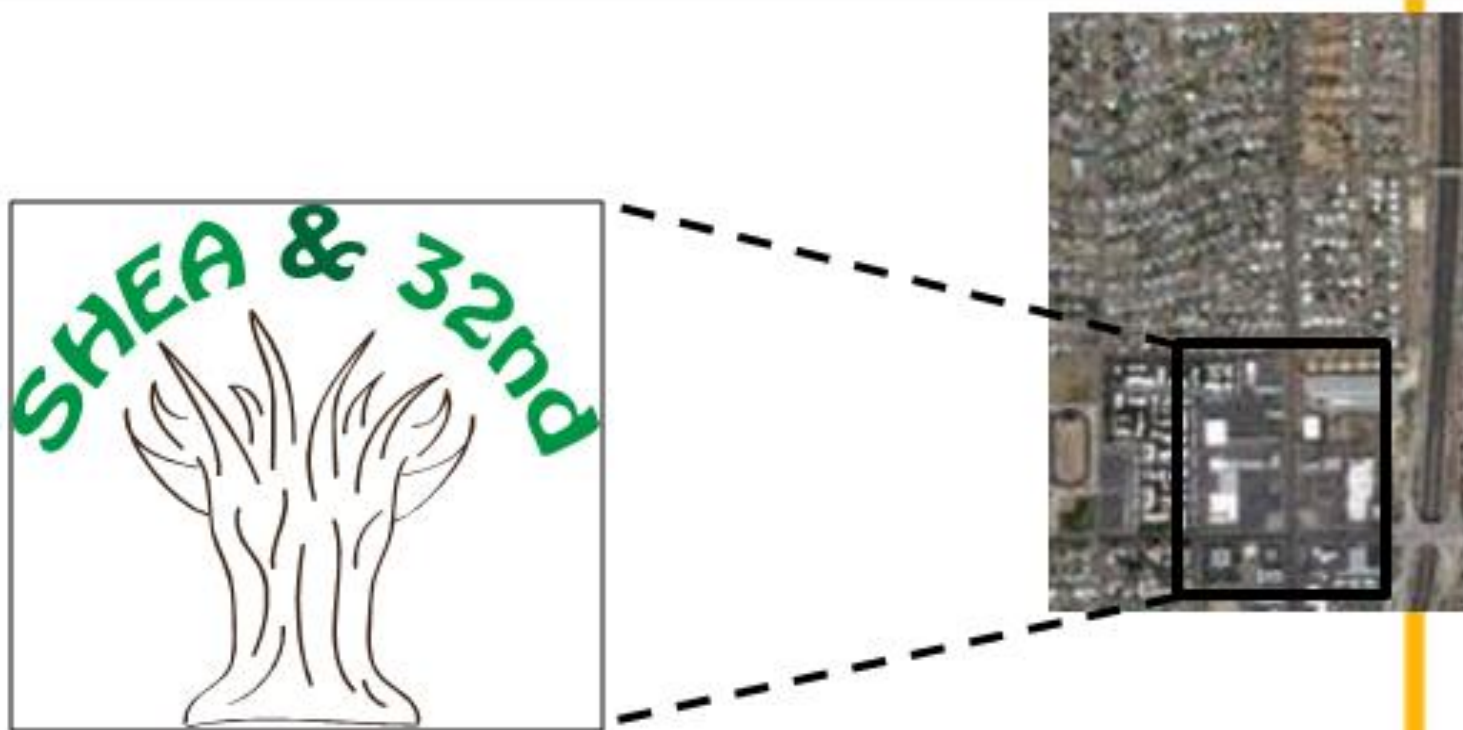
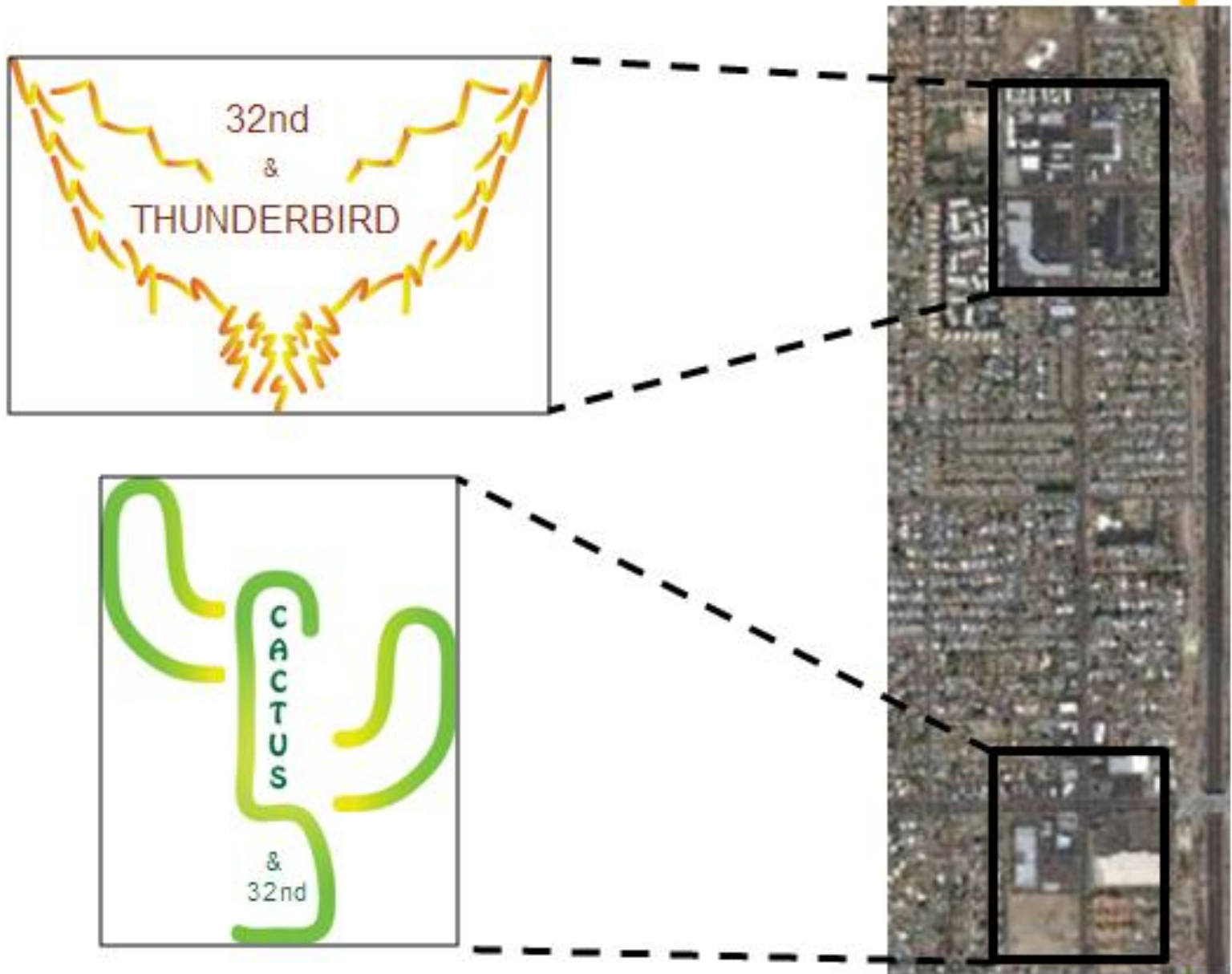
Broad Goals

Through our various interactions with members of the 32nd Street community, we were able to narrow down a list of needs and wants by those who live and work in the area. At public meetings, both members of the local government and residents collaborated to brainstorm the most important things to be done to the corridor:

- Intersection appeal (branding)
- Road upgrades (landscaping, etc.)
- Increase connectivity
- Improve building appeal
- Ultimately increase business potential



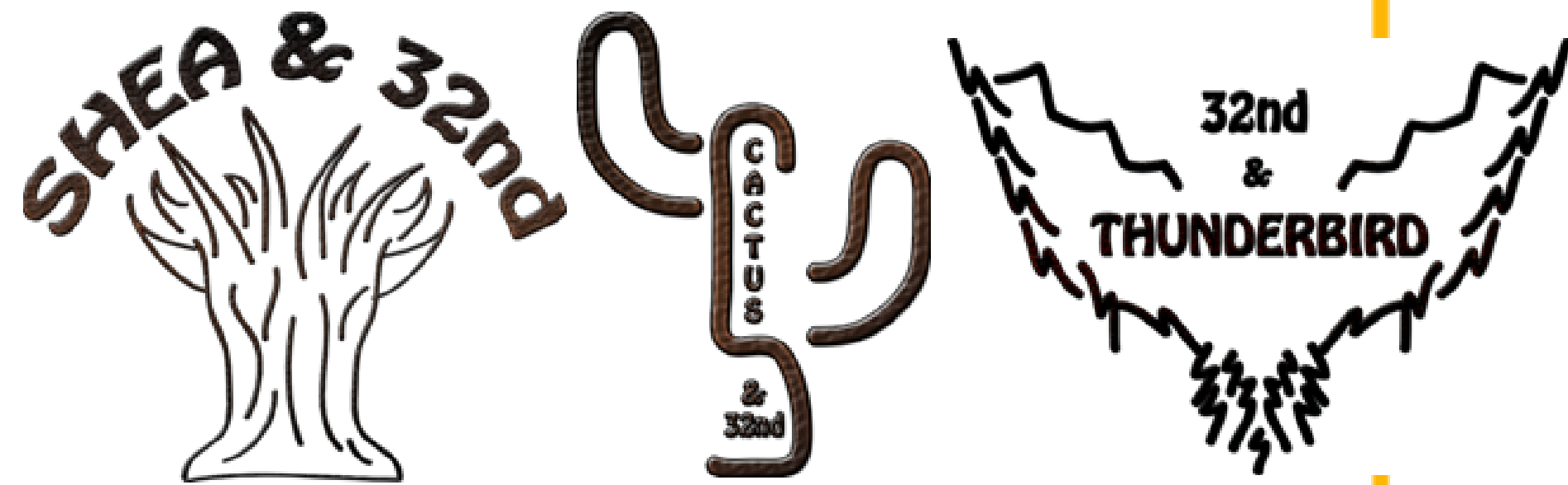
Branding



Creating a theme amongst the intersections was the single most important thing to the residents involved in the process. By taking the real life connotation of the street names, we created logos that could be implemented as statues, banners, and other forms of public art.

Public Art Implementation

Taking the created logos, public art pieces can be made from iron or copper and installed on street corners, banners, and other mediums. Having these artworks created by the Phoenix Art Department or donated by local schools would be ideal to keep the costs of the 32nd Street redevelopment low, while improving its attractiveness.



Steps for public art installation per Phoenix Public Art Department:

- 1) Identify funding for design and construction.
- 2) Run a selection process to pick an artist to design the project.
- 3) Contract an artist to develop designs.
- 4) Manage the fabrication/installation.



Case Study: Iron tree bus stop installation



Potential street light banner



Case Study: Iron magnet sculpture on street corner



Potential bus stop signage

Proposed Land Use

The purpose of the 32nd Street redevelopment is not to propose drastic changes to the existing conditions, but rather enhance them. Through the various changes we propose, we hope to make the local environment welcoming to new commercial tenants and developers. Factors which would be selling points for new tenants would be the C-2 zoning, as well as an aesthetically appealing exterior, which is the current downfall affecting a vast majority of the area. This exterior overhaul could be accomplished with some minimal changes in regards to parking lot vegetation and design. This would include making the area a more pedestrian friendly place. Outdoor vegetation would also provide shoppers a slight cooling effect through shade for cars and walkways during the hot summer months.

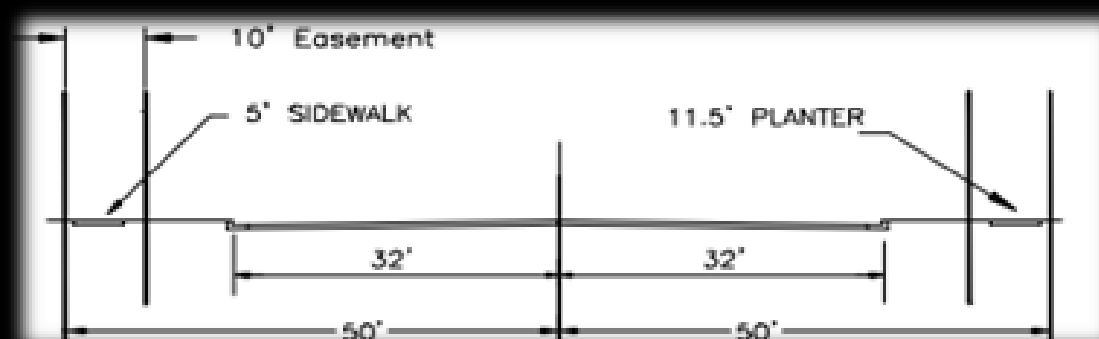
Another major goal of this redevelopment is to draw valley residents outside to make use of the planned sidewalks and bike lanes in conjunction with the Phoenix Mountain Preserve. Enhancing mobility for cyclists and pedestrians will boost interest in the area for those who seek daily hikes and bike rides. We anticipate that while people enjoy the areas outdoor attractions they would be drawn to the local shopping and dining along the corridor. We also predict the redevelopment of the area would make the Phoenix Mountain Preserve a prime location for hosting mountain biking, hiking, triathlon, and other outdoor special events.

Street Renovation: Road Diet

As previously mentioned, 32nd Street no longer experiences the high volumes of traffic it once did before Piestewa Freeway was constructed. Having said that, a total of 6-lanes are unnecessary for the roadway running parallel to a major expressway.

Our proposed solution for the excess pavement is a road diet, in which lanes are reduced on each side of the road to accommodate pedestrian and traffic calming amenities. This would require reducing one automobile lane on each side of the road and it would still be within the cities 10-foot easement. After examining 32nd Street's existing cross section, it can be adjusted to include an 8' median with vegetation, a 6' bicycle lane, a 10' landscape strip, and 10' walkways on each side of the road. Each of these improvements would enhance the area's overall pedestrian activity, while giving business owners incentive to locate along the corridor.

Implementing vegetated medians along 32nd Street would primarily improve safety for pedestrians and cyclists by slowing traffic, but it would also compliment the landscape design throughout the corridor. Thematic art sculptures or signage could be placed at designated medians to additionally brand the area and prompt visitors.



Current 100' road division

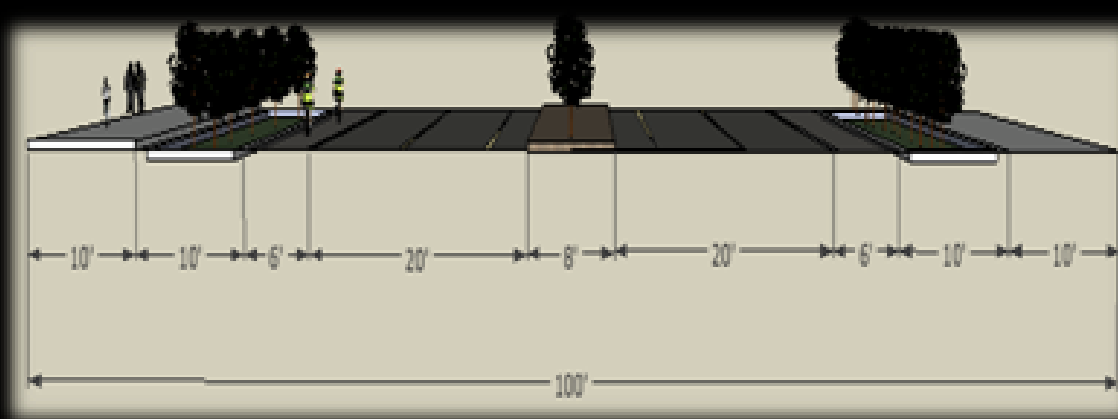
Street Renovation: Road Diet

In order to peruse the active community lifestyle designated bicycle lanes would be located on each side of the road spanning the entire corridor. 32nd Street has six lanes yet does not offer a bike lane making it one of the only streets not connected to the bicycle network in the area. 26th and 36th Street are neighboring thoroughfares with designated bike lanes that continue past Thunderbird. Plus, Trail 100 is a well-known bike path that attracts cyclists from around the valley to the Phoenix Mountain Preserve. A bike lane on 32nd Street would be another feeder to this famous trail while connecting to the rest of the bicycle network.

There is currently a lack of attention to the landscape throughout the entire study area. A continuous landscape strip along the corridor would allow for a plant life theme and offer visual aesthetics. In addition to aesthetics the strip acts as buffer between pedestrians and auto traffic creating a comfortable walking environment. In conjunction with the landscape strip would be a 10-foot walkway providing plenty of space for walkers. Currently there are discontinuous 5-foot sidewalks uninviting to walkers; the addition of a wide walkway and landscape buffer would drastically increase the appeal to walking.

All of these improvements would slow traffic at each major intersection and combined would enhance the overall attractiveness of the area.

Proposed Road Diet

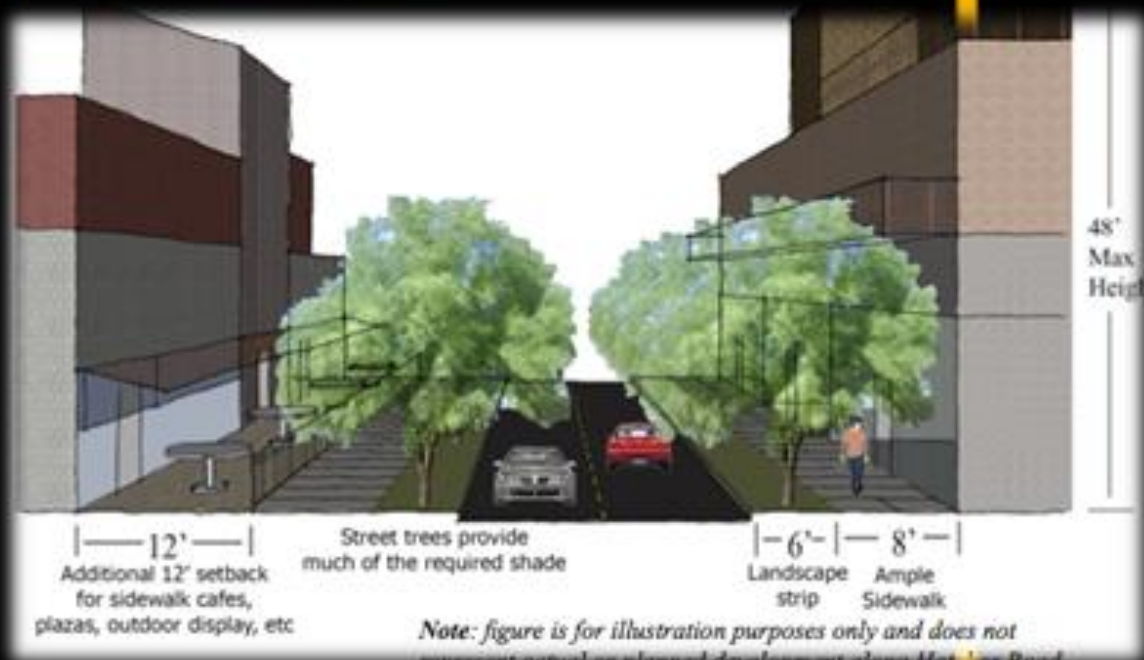


Street Renovation Case Study: Hatcher Road Overlay

The Hatcher Road Overlay (HRO) is a successful project along 7th Street and 7th Avenue in Sunnyslope. Through the use of an overlay district, the area establishes guidelines that encourage a mix of residential and business uses intended to encourage a pedestrian oriented development. An overlay zone is a special zoning purpose placed over an area without changing the existing zoning; it attempts to improve an area by encouraging specific uses.

The area is zoned commercial intermediate (C-2) and multiple family residential, but the HRO allows a number of different retail services as well outdoor cooking and merchandise display. Cultural events and performance are also permitted within specified hours.

The high level of community involvement really pushed this project to success along with a proactive business coalition that made their visions a reality. The strategies reviewed in the Hatcher Road Overlay Plan are feasible design principles that we intend to guide are ideas for a road diet along 32nd Street.



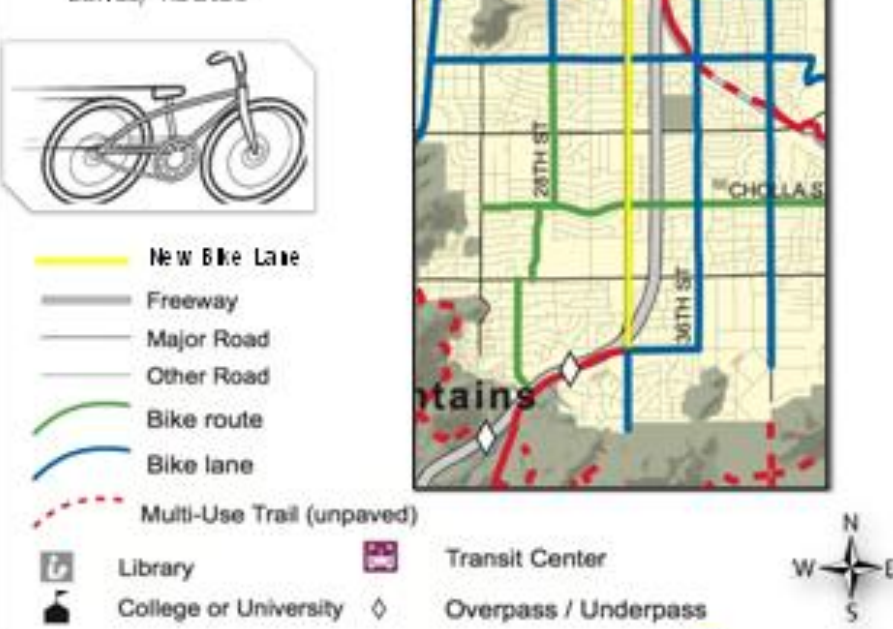
Walkability / Biking

The 32nd Street corridor has many factors that make pedestrian and bicycle accessibility important to include in plans to re-develop the area. Those without a personal vehicle likely resort to walking for local trips such as the grocery store and other local necessities. Allowing easy access for pedestrians to area businesses would in turn boost the local economy which is at the root of our redevelopment project. Below, we have highlighted the fact that 32nd Street is currently without a bike route, and with our aforementioned improved road diet, we can increase this connectivity.

32nd Street/ Shea Bike Lanes/ Routes



32nd Street/ Shea Bike Lanes/ Routes



Phoenix Mountain Preserve Trails and Trailheads

Bike accessibility on 32nd Street is currently non-existent in the area north of the Phoenix Mountain Preserve to Bell. This drastically hinders the ability of cyclists to access the preserve if they are traveling from the north. As an alternative they must use one of the bike lanes either to the west or east of 32nd Street. There are also safety concerns; if a bike does choose to ride along 32nd Street they would be placing themselves and any pedestrians at risk because the sidewalk is quite narrow.

If a bicycle lane were to be added as part of a street calming implementation it would create much more flexibility in a cyclist's choice of route. The Phoenix Mountain Preserve Trail Map shows that the park itself can serve as a means of transportation as several trails transect the park and keep cyclists from having to go around the entire area. The popular Trail 100 (shown in yellow) covers 11 miles on its own and continues on Tatum Boulevard to 7th Avenue on trails that avoid traffic and provide underpasses to cross intersections. The trails vary in difficulty from beginner to advanced making the park appealing to avid mountain bikers or families looking for quality time outdoors.



Landscape Elements

The Desert Willow survives extremely well in the desert during the drought season and can reach up to 20 feet tall with a 15 foot spread providing a decent amount of shade. It's multi-colored flowers could naturally bring a unique and identifiable look to the area.



Desert Willow

The Blue Palo Verde is a prime example of a native desert tree that requires low maintenance and fantastic flower display throughout the year. At maturity it can grow up to 25 feet with a 25 foot spread offering a respectable amount of shade.



Blue Palo Verde

The Green Feathery Cassia has the ability to compliment the Blue Palo Verde tree by sharing similar color types and creating a unique relationship. Its shrub can grow anywhere from four to six feet tall and wide and has a unique round shape.



Green Feathery Cassia

The Baja Fairy Duster is a medium size shrub that can grow up to 5 feet high and 5 feet wide. It offers a unique tropical look with red-orange flowers that blossom off the green and brown leaves.



Baja Fairy Duster

Squares and Courtyards

As a part of improving the streetscape and creating a personalized identity, it would be a warming and enticing approach to re-pave much of the old intersection with special pavers, whether it is something as simple and classic as a cobblestone or a brick approach.

These unique pavers add a lot of character to an intersection and draw people to the corners which gives a feeling of uniqueness without being overly expensive or hard to maintain. This method can also be used for future development or redevelopment of strip malls.



Scottsdale, AZ Kierland Commons



Portland, OR intersection

Small details or updates to building designs can increase the property value and desirability of a classic strip mall development. Along with special pavements in courtyards; arcades, crosswalks, and small improvements can enhance the attractiveness of a particular area.

For example, by removing the abandoned gas station owned by Garmo Plus Inc. on the northeast corner of 32nd Street and Cactus Road and putting in a decorative courtyard could dramatically improve the attractiveness of the street corner. Pair that with pavers in the intersection, possible public art sculptures, and string lights along the building rooftops, these slight changes can revitalize the intersection.



Tempe, AZ Fackler Square



String Lighting

Land Use Policies

Land use policies are a new type of zoning, known as Form Based codes. When updating the general plan it is possible for the 32nd Street district to shift its focus from a classic zoning practice to a more versatile and modern approach.

Classical zoning is a series of areas plotted on a map for commercial, residential, offices, and parks. This has been the normal practice of zoning for more than one hundred years. The new zoning, Form Based Codes, does not define uses so strictly but sets guidelines for design. This allows for the creation of a specific theme or feeling throughout a community, and they can be as strict or lenient as a neighborhood desires them to be.

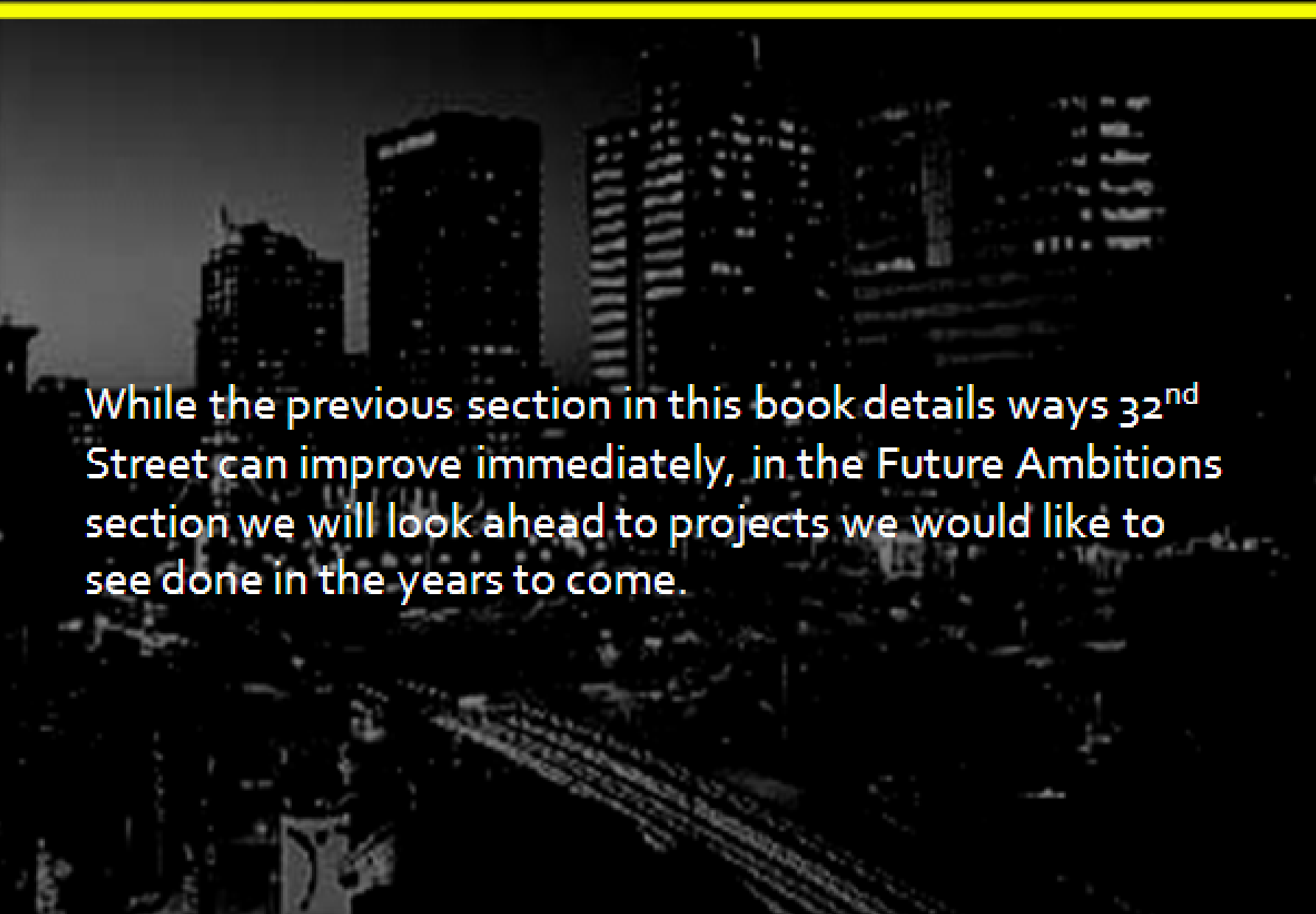
An example of a Phoenix neighborhood adopting this new type of zoning, the Urban Village of Maryvale hired a contracted planning consultant firm to generate some of the following images. Between 2009 and 2011 the company held meetings and interviews, as they canvassed the area trying to include as much public input as possible. After design workshops, meetings, and countless hours the resulting plan is an incredible change from Maryvale's previous incarnations.



The plan called for higher densities with average building heights of thirty to eighty feet. Large public green spaces, light rail, and office space. The plan may not be possible in near future for 32nd Street, but it is a guideline for future development and a community created goal, which the entire village can strive for in future decision making processes.



Design Elements: Future Ambitions

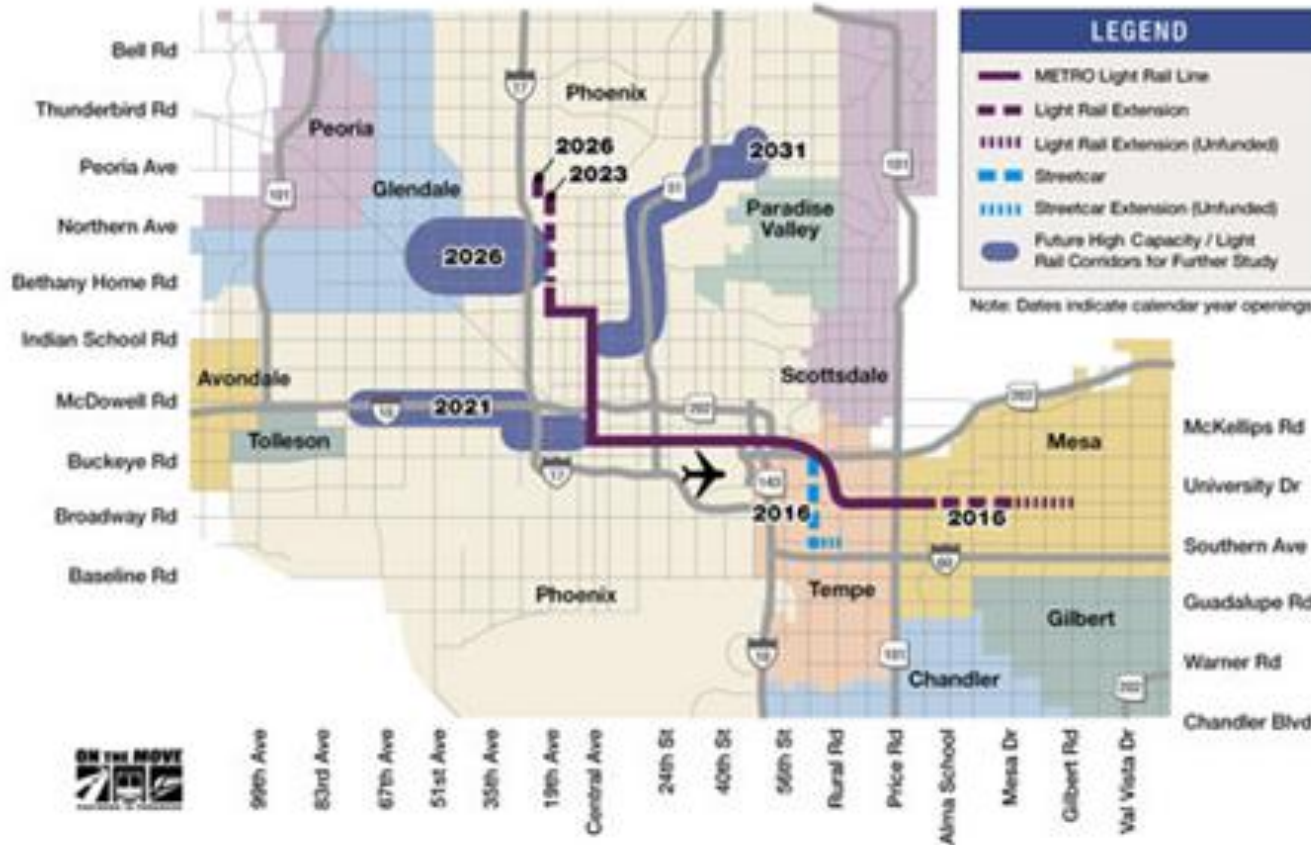


While the previous section in this book details ways 32nd Street can improve immediately, in the Future Ambitions section we will look ahead to projects we would like to see done in the years to come.

- Light Rail Extension
- Recreation Resort
- BASIS Charter School
- Become a sustainable valley destination
- Extension north to 32nd Street and Union Hills Drive

Light Rail Extension

Phoenix Metro Light Rail was a reoccurring concern of participants at the 32nd Street visioning meetings. Light Rail is proposed to extend to Paradise Valley Mall in 2031 and given our improvement proposals we suggest the light rail run along 32nd Street connecting Paradise Valley Community College. With our designs implemented it is expected that 32nd Street corridor will regain its vitality and be able to support light rail ridership.



You can see here the proposal for a light rail extension near our project area.

Upgrading Urban Form

With the establishment of the light rail extension along with some of the aforementioned improvements, the goal of creating an urban corridor is feasible.



Project Extension

It is our hope that beyond this book, the improvements we recommend are carried over for years to come. There is potential on 32nd Street north of Thunderbird Road up to Union Hills Road. With the southern anchor of this project being where the SR-51 and 32nd Street meet at the mountain preserve, the north endpoint should become Paradise Valley Community College, as their officials have expressed interest in our project proposals.



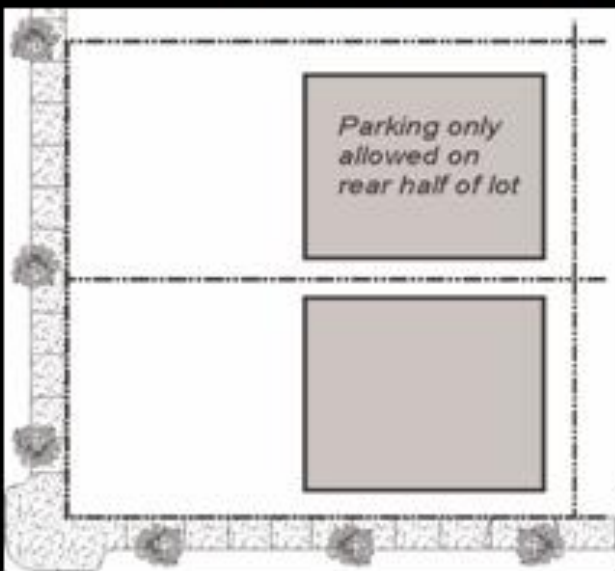
Potential Logos for 32nd Street Extension Intersections



Renderings of Potential Views Following 32nd Street Upgrades



Rules for All Future Development



- Put parking in the back of the lot for new buildings
- Reduce setbacks in new buildings. Setbacks will determine the form of the area. No setback would encourage high densities, large setbacks encourage low densities.

Example: Chain Restaurant

- Add buildings in the 20-30 foot landscape/asphalt setback.
- Increase signage for the restaurant to mitigate the loss of visibility
- Wherever possible widen sidewalks or add on street parking.



Example: Gas Station

- Add buildings in the 20-30 foot landscape/asphalt setback.
- Keep circulation of the existing gas station
- Wherever possible widen sidewalks or add on street parking.

Example: Strip Mall

- Additions that connect the mall to the sidewalk.
- Sidewalk improvements
- Improve pavements around the property
- Enclosed area of parking lot converted to a plaza



Resort Implementation

We propose a recreational resort be located at the southeast corner of 32nd Street and Cactus Road replacing the current warehouse occupied by Sears. This would accommodate tourists for the areas special events while complimenting the active community lifestyle. Currently the area has limited visitor housing options, and the majority of Phoenix Metro has its resorts on the outside of the Loop 101 outer belt.



Conclusion

This document is meant as a guideline, recommendation, or simply a group of ideas to help in the redevelopment of the 32nd Street corridor. This area of Phoenix has great potential over the next several decades and these policies in action will help in creating a healthy and vibrant community in the years ahead.

Created by:

Ryan Fulmer

Spencer Galloway

Matthew Hinz

Tyler McIntosh

Jeremy Thompson

Sources

Pgs. 6 & 7 Graphic Notation- Courtesy of Spencer Galloway
 Pg. 8 Image- <http://phoenix.about.com/od/arizonapicturesandphotos>
 Pg. 10 Current Land Use Map- Courtesy of Ryan Fulmer
 Pg. 12 Current Condition Images- Courtesy of Spencer Galloway and Tyler McIntosh
 Pgs. 13,14,15 Demographic Tables- Courtesy of Ryan Fulmer
 Pgs. 18 & 19 Zoning Maps- Courtesy of Tyler McIntosh
 Pg. 23 32nd Street Visioning Meeting Images- Courtesy of Spencer Galloway
 Pgs 24, 25, 26 Branding Images- Courtesy of Spencer Galloway
 Pg. 27 Case Study Images- Courtesy of Spencer Galloway and Tyler McIntosh
 Pg. 38 Existing Cross Section Image- phoenix.gov/planning/stclass.pdf
 Pg. 30 Proposed Road Diet Image- Courtesy of Tyler McIntosh
 Pg. 31 Hatcher Road Overlay Image- phoenix.gov/planning/hrobchure.pdf
 Pg. 32 Proposed Bike Route Maps- Courtesy of Ryan Fulmer
 Pg. 33 Phoenix Mountain Preserve Trailhead Map- Courtesy of Ryan Fulmer
 Pgs. 34 & 35 Landscape Element Images- <http://www.horticultureunlimited.com/landscape-plants/guide>
 Pg. 36 Scottsdale Kierland Commons Image – Courtesy of Matt Hinz
 Pg. 36 Portland Intersection Image- <http://laecovillage.wordpress.com/intersection-repair>
 Pg. 38 Images- Maryvale Village Core Plan
 Pg. 39 Background Image- cincystreet.com/webcams/phoenix
 Pg. 41 Light Rail Extension Map- Phoenix Valley Metro
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 Pg. 44 Future Branding Logos- Courtesy of Spencer Galloway
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