



Central City

VILLAGE CHARACTER PLAN

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Narrative



Central City Village is unique among the villages because its core is downtown, the urban center for the entire city. The Central City Village is bounded by the Grand Canal on the northeast, Black Canyon Freeway and 19th Avenue on the west, McDowell Road on the north and the Salt River on the south.

Central City contains the downtown with its sports venues, government and business functions, Margaret T. Hance Park, Burton Barr Central Library, Gateway Community College, Phoenix Sky Harbor International Airport, seven light rail stations, and nine designated historic neighborhoods.

The downtown core is home to the Arizona State University Downtown Campus, the University of Arizona School of Medicine and a thriving biomedical campus. The eastern portion of the village contains land primarily with industrial uses, although with the advent of the light rail, residential uses have begun to develop.

Central City Village

BY THE NUMBERS



Population

Existing: 63,020 (2015)
Projected: 104,250 (2030)



13%

Residential
0-5 du/acre



5%

Parks/Open Space



53 Miles

of bike lanes



20,440

Households



12%

Commercial

Central City Village

CHARACTER



Downtown and City Center



Strong education opportunities



Opportunities for vacant, publicly owned land



Walkable communities



Thriving artists culture



Large parks and open space



Established historic neighborhoods

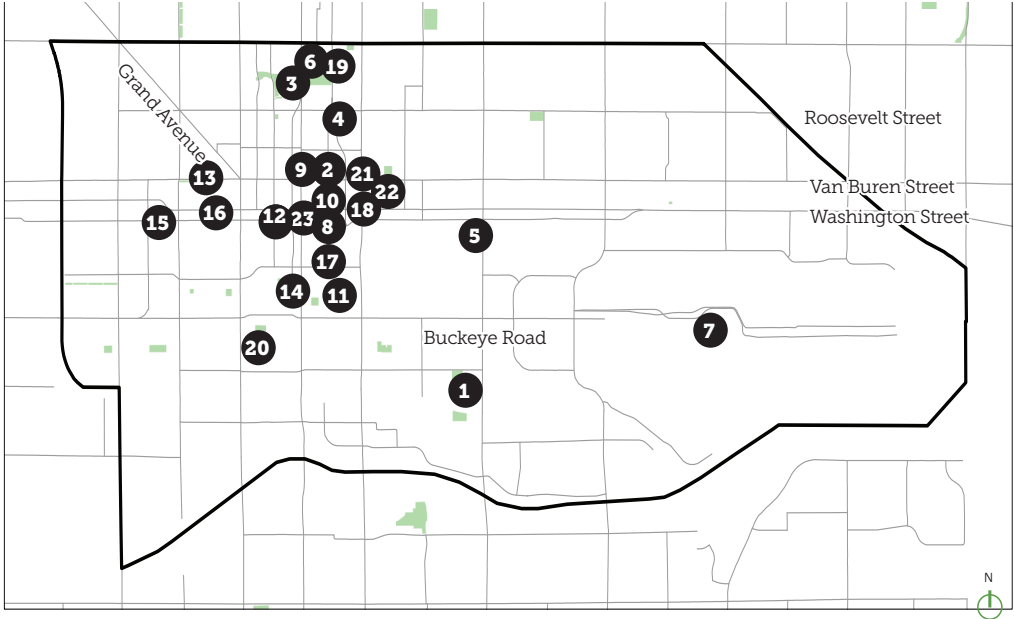


Abundance of transportation options

Central City Village

ASSETS

19th Avenue
15th Avenue
7th Avenue
Central Avenue
7th Street
12th Street
16th Street
24th Street
32nd Street



- | | |
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| 1. Barrios Unidos Park | 13. University Park |
| 2. ASU Downtown Campus | 14. American Legion Post 41 |
| 3. Hance Park, Japanese Friendship Garden | 15. Arizona State Capitol |
| 4. Roosevelt Row | 16. Carnegie Public Library |
| 5. Eastlake Park | 17. Warehouse District, Talking Stick Resort Arena |
| 6. Burton Barr Central Library | 18. Arizona Science Center |
| 7. Phoenix Sky Harbor Airport | 19. Irish Cultural Center |
| 8. Herberger Theater Center | 20. Harmon Park |
| 9. Downtown Civic Space Park | 21. Arizona Center, Phoenix Biomedical Campus |
| 10. Phoenix Convention Center, Arizona Latino Arts and Cultural Center | 22. Arizona State University Mercado |
| 11. George Washington Carver Museum | 23. CityScape |
| 12. Phoenix City Hall | |



2 ASU Downtown Campus



3 Hance Park



5 Eastlake Park



4 Roosevelt Row



8 Herberger Theatre Center



7 Phoenix Sky Harbor Airport



10 Phoenix Convention Center



15 Arizona State Capitol

PLANS & CODES:

A Strategic Set of Tools

Already established plans and codes throughout the village help guide investment and growth. It is important to continually evaluate these previously desired plans and codes as they relate to the character, assets, and challenges of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

Regulatory Plans and Overlays

1. Airport Noise Impact Zone Overlay
2. Arts Culture and Small Business Overlay
3. Rio Salado Interim Overlay
4. Transit-Oriented Overlay District One (TOD-1)
5. Transit-Oriented Overlay District Two (TOD-2)
6. East Buckeye Road Overlay District
7. Story Neighborhood SPD
8. Roosevelt Neighborhood SPD
9. Capitol Mall Overlay District
10. Central City South Interim Overlay District

Other Plans

11. 44th Street Corridor Specific Plan
12. Black Canyon/Maricopa Freeway Specific Plan
13. Piestewa Peak Parkway Specific Plan
14. Eastlake Garfield TOD Policy Plan*
15. Gateway TOD Policy Plan*
16. Garfield Redevelopment Plan

*Boundaries not delineated on map

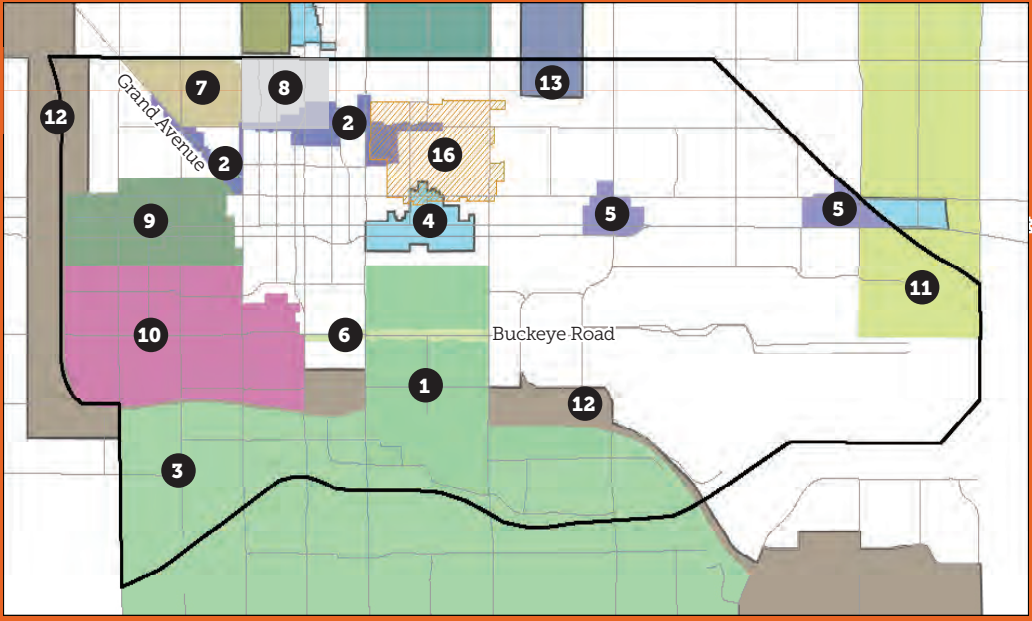
For more information on Central City Village Plans & Codes, please visit

phoenix.gov/villages/central-city

Central City Village Planned Areas

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32nd Street
24th Street
16th Street
12th Street
7th Street
Central Avenue
7th Avenue
15th Avenue
19th Avenue



LAND USE

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The Central City Village Planning Committee helped to identify specific land use principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

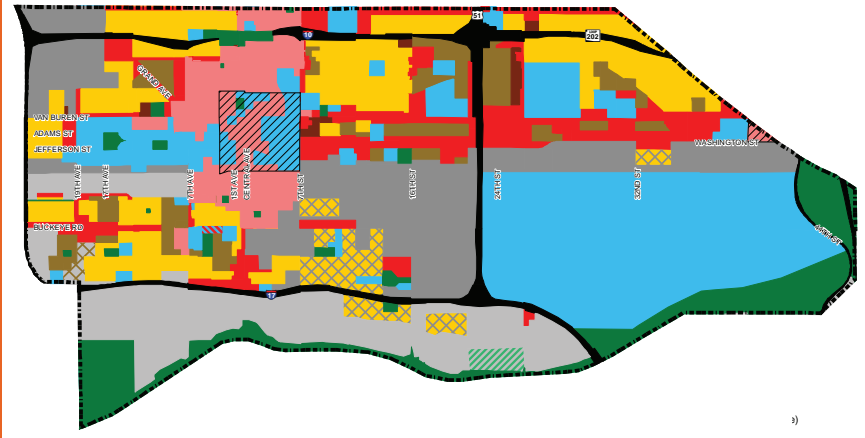
Land Use Principles

- Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.
- Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.
- Disperse group homes and homeless shelters throughout the city in locations where they are compatible with surrounding densities. They should not be concentrated in any one neighborhood or urban village.
- Support the growth of land uses that contribute to a healthy and sustainable food system (i.e. grocery stores, community gardens, urban farms and other urban agriculture elements).
- Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.
- Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.
- Preserve natural washes coming from the preserves and promote access and views of the preserves by the public.
- Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity.

CENTRAL CITY VILLAGE

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Central City General Plan Land Use



- Central City Village
- Village Core
- Residential 3.5 to 5 du/acre
- Residential 5 to 10 du/acre
- Residential 10 to 15 du/acre
- Residential 15+ du/acre
- Commercial
- Industrial
- Commerce / Business Park



- Mixed Use (Commerce Park / Park-Open Space)
- Public/Quasi-Public
- Transportation
- Parks/Open Space - Publicly Owned
- Mixed Use
- Mixed Use (Commercial / Public Quasi/Public)
- Mixed Use Transition Residential 3.5-5 du/acre to Industrial
- Mixed Use Transition Commerce/Business Park to 10-15 du/acre



Land Use Principles

- Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.
- Locate neighborhood retail to be easily accessible to neighborhoods.
- Continue to provide adjacent park/school facilities that are highly effective in meeting the overall educational and recreational needs of the community, while not limiting park access to the general public while school is in session
- Encourage properties and neighborhoods planned for residential use to continue as residential uses rather than being assembled for nonresidential development.
- New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.



DESIGN

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The Central City Village Planning Committee helped to identify specific design principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

Design Principles

- In order to balance a more sustainable transportation system, development should be designed to include increased amenities for transit, pedestrian and bicyclists such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding.
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.
- Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible.
- Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.
- Design neighborhood retail to be compatible in scale and character and oriented towards the residential areas that it serves, in terms of both design and pedestrian linkages. Traffic, noise or other factors should not negatively impact adjacent residential areas.
- Design public infrastructure to include pedestrian and bicycle amenities.
- Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development

should contribute to the character identified for the village.

- Promote development in compact cores, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling.
- Encourage high-performance building designs that conserve resources, while balancing energy-efficient, water-efficient, cost-effective and low-maintenance engineering solutions and construction products through whole building life cycle assessment.
- Integrate art into transit facilities and neighborhoods.
- New development should minimize surface parking areas and provide an abundance of shade through either trees or structures on any planned parking areas.
- Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks.
- New developments should also provide convenient pedestrian and bicycle access to transit stops, schools and other neighborhood amenities.
- Encourage bicycle and pedestrian amenities in new major development projects in high density, mixed-use areas or near transit stations or employment centers.
- Provide seamless connection between significant regional parks and public open spaces, with utility corridors, bike paths, light rail/public transit access points, canals, rights-of-way, and recreation areas managed by city, county, state, and federal agencies.
- Design major streets in residential areas to buffer adjacent residential uses from their negative impacts.
- Plant drought tolerant vegetation and preserve existing mature trees in new development and redevelopment.

Central City Village

OPPORTUNITIES FOR GROWTH & INVESTMENT

Using the community's feedback from General Plan Update activities and outreach, as well as working with the Central City Village Planning Committee. The following opportunities for growth and investment in the village have been identified and are items to be addressed by urban planning.

Opportunities for Growth & Investment

1. Preserve Historic Downtown Neighborhoods

Central City has a number of historic neighborhoods and buildings that make up the unique character of the Village. As new development occurs, it is important to preserve this historic character to be cohesive with the existing neighborhoods.

2. Diversify Retail Options

Currently, there are limited retail options located in the Downtown Phoenix area. Providing a mix of retail options from small, local businesses to larger stores will provide residents and visitors with more retail options and bring more vibrancy downtown.

3. Encourage Adaptive Reuse

Central City is rich with historic buildings that complement the neighborhoods. There is a desire to ensure that these buildings are adaptively reused, rather than demolished, to maintain the unique character of the Central City Village.

4. Reduce Superblock Development

With Downtown Phoenix growing over the last few years, more developments have been taking up full city blocks. While development is good for the City, it is important to maintain walkability through alleys, walkways, and breaking up the building facades.

5. Expand pedestrian and bike connectivity

With an increase of public transit options in the area, there is an opportunity to increase the connectivity of bike lanes and develop more walkable communities throughout the Village.

NEXT STEPS

GOALS



Goals set a strategic path to growth, preservation and investment all with the desire to sustain the established village character and assets while providing potential solutions to village identified challenges. This Village has identified 6 top Goals:



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



Connect People & Places

Diversify retail options

Preserve historic neighborhoods



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places



Strengthen Our Local Economy



Build the Sustainable Desert City

Expand pedestrian and bicycle connectivity

Increase affordable housing options



Connect People & Places



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy

Reduce superblock developments



Connect People & Places



Celebrate Our Diverse Communities & Neighborhood



Build the Sustainable Desert City

Encourage adaptive reuse of buildings



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy

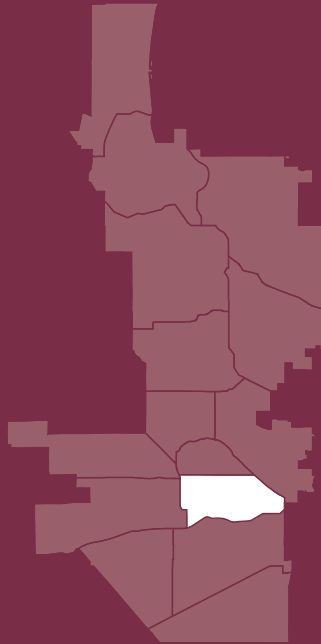


Connect People & Places



Central City Village

For more information, or to view the electronic version of the document please visit phoenix.gov/villages/central-city. This publication can be made available in alternative format upon request. Contact Angie Holdsworth in the Planning and Development Department at 602-495-5622. TTY: Use 7-1-1



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