

# 2<sup>nd</sup> Avenue

PEDESTRIAN ASSESSMENT

Adams Street to Roosevelt Street

February 2003

## ACKNOWLEDGEMENTS

Many thanks to the Core Group members who helped make this document possible:



### Core Group

Maureen DeCindis  
*Maricopa Association of Governments*

Phil Jeselnik  
*Arizona Department of Transportation*

Richard Benitez  
*City of Phoenix*

Gail Brinkmann  
*City of Phoenix*

John Siefert  
*City of Phoenix*

Joy Mee  
*City of Phoenix*

Jay DeWitt  
*City of Phoenix*

Caryn Heaps  
*Logan Simpson Design*

Brad Remme  
*Logan Simpson Design*

Ashley Kowallis  
*Logan Simpson Design*

Mike Book  
*Logan Simpson Design*

Don Keuth  
*Phoenix Community Alliance*

Brian Kearney  
*Downtown Phoenix Partnership*

Rod Tomita  
*Downtown Phoenix Partnership*

Andrew George  
*Roosevelt Action Association*

Conni McDonough  
*Resident Representative*

Mike Valder  
*Business Representative*

Kris Lowrey  
*Developer Representative*

Rob Lemke  
*Aztec Engineering*

Kevin Robertson  
*Aztec Engineering*

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## INTRODUCTION

This Pedestrian Assessment (referred to as Assessment) discusses the existing conditions and recommendations for improvements to the pedestrian environment located along North 2<sup>nd</sup> Avenue, between West Adams Street and West Roosevelt Street, in the city of Phoenix, Arizona (Figure 1. Vicinity Map). For the purposes of this Assessment, these geographical limits are referred to as the “Corridor.” Additionally, features up to a ¼-mile radius from the Corridor are also assessed for possible influences, and that ¼-mile radius limit is referred to as the “Study Area.”

This Assessment continues a process begun with an economic study, and will end in a built pedestrian environment. Many agencies and other stakeholders have been and will continue to work towards this goal.

In the Introduction, this Assessment describes the study purpose, defines the study limits, and identifies the process used to identify the type of pedestrian corridor desired.

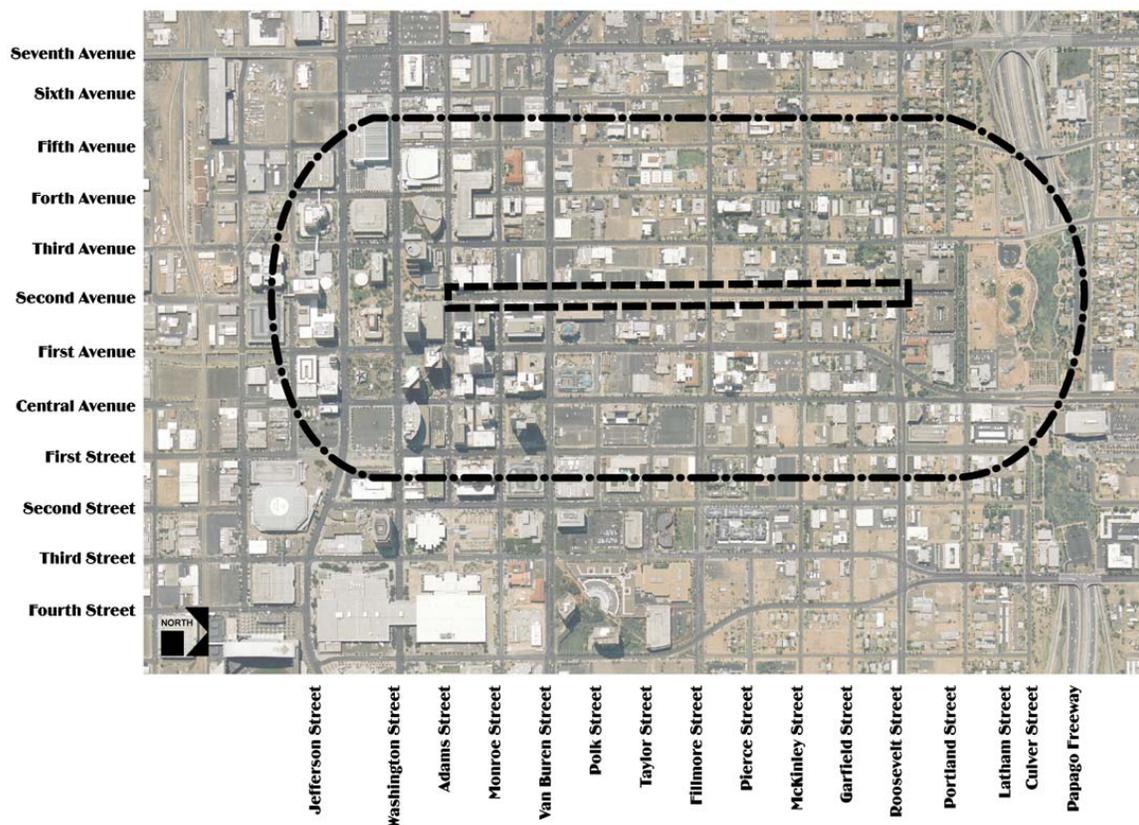


Figure 1. Vicinity Map  
Center dash represents the 2<sup>nd</sup> Avenue Corridor (Adams Street to Roosevelt Street)  
Outer dash represents the ¼-mile radius Study Area

## ***Purpose of the Assessment***

The purpose of this Assessment is to:

- document the issues and needs of the stakeholders and the general public as related to the project site;
- assess the Maricopa Association of Governments (MAG) level and type of the pedestrian area according to *MAG Pedestrian Area Policies and Design Guidelines*, (MAG Guidelines, October 1995);
- identify recommended policy standards and opportunities and constraints to creating a successful pedestrian environment.



Maricopa Association of Governments

## PEDESTRIAN AREA POLICIES AND DESIGN GUIDELINES

October 1995

Criteria for pedestrian areas have been identified by reviewing Hunter Interests Incorporated's *Final Report for the 2<sup>nd</sup> Avenue Corridor Study*, dated August, 2002 (HII Report); the *Downtown Phoenix Specific Plan: A 25 Year Vision*, dated May 8, 1991; design objectives and goals as expressed in other documents; and those listed for the *MAG Guidelines*. These criteria were compared to both existing conditions and proposed conditions as recorded in the *HII Report*, and recommendations have been made for actions to be taken to improve facilities for the pedestrian. An Appendix includes some of the resources and data gathered for this study.

### ***Limits of Study Area***

The final built project site is the north 2<sup>nd</sup> Avenue right-of-way Corridor, between West Adams Street and West Roosevelt Street. These limits are the physical boundaries within which the Consultant worked; however, features within a ¼-mile radius from the Corridor (known as the Study Area) were also assessed/studied for possible influences. The entire Study Area is located in the Central City Village within the city of Phoenix.

## ISSUES AND NEEDS

The issues and needs as voiced by the stakeholders, City planning efforts, and the general public are discussed as background, current planning efforts, and process.

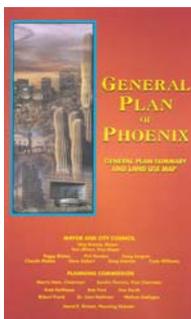
### **Background**

In August, 2002, Hunter Interests Incorporated submitted the HII *Report* to the Copper Square Downtown Phoenix Partnership and the City of Phoenix. This HII *Report* and the current Assessment cover much of the same geographic area, and their site inventories and existing condition descriptions rely on and encompass much of the same data. The HII *Report* is mainly an economic development report. As a part of the HII *Report*, however, a description of a typical streetscape has been proposed. This streetscape will be studied in Task 4, Alternatives. The HII *Report* forms the basis for establishing land use types and intent for the future of the 2<sup>nd</sup> Avenue Corridor, and this Assessment endorses and builds on the conclusions and recommendations found in the HII *Report*.

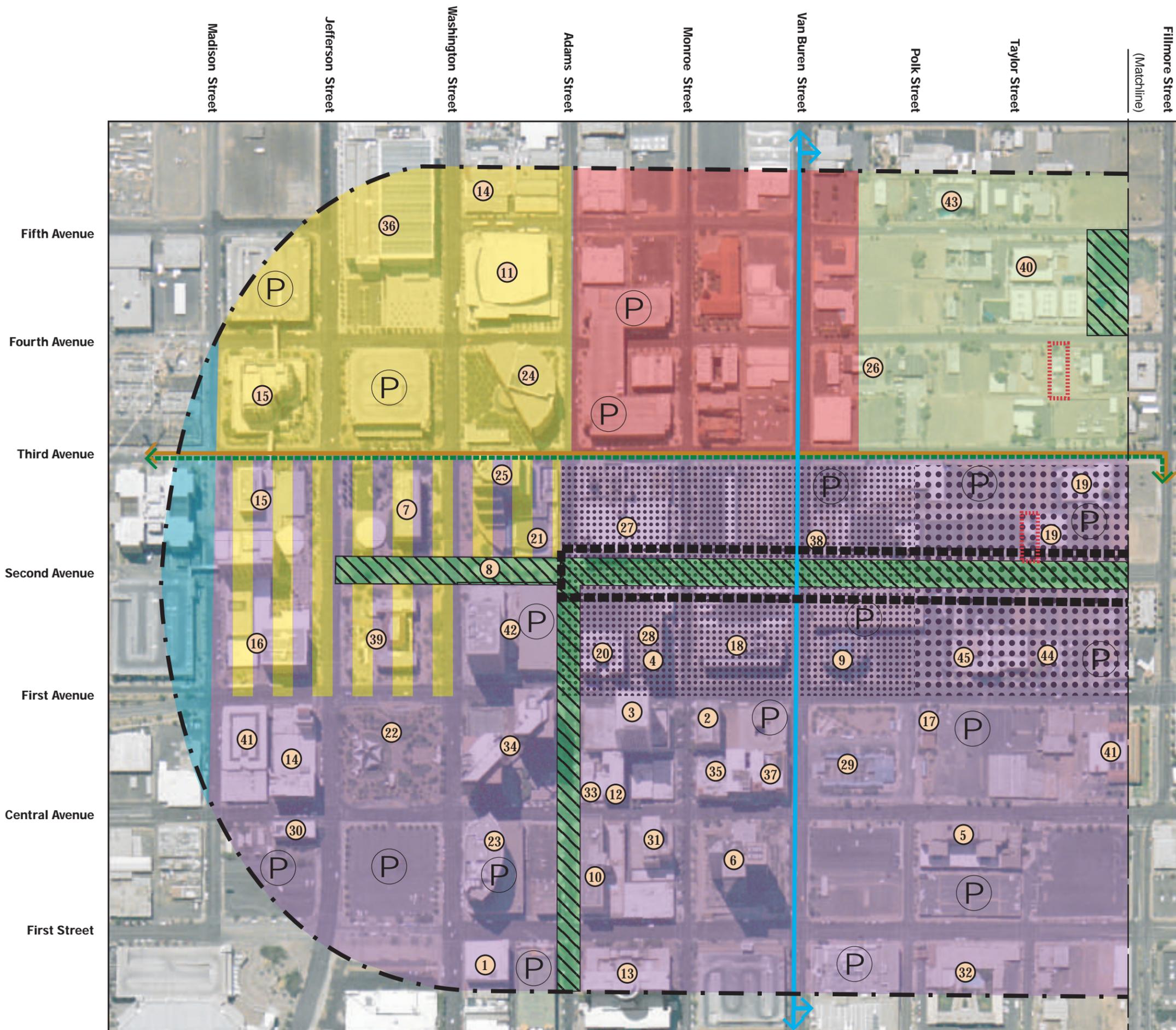
Criteria for creating a successful pedestrian facility can be found in the document published by Maricopa Association of Governments, the MAG *Guidelines*. This Assessment uses the MAG *Guidelines* as a basis for assessing and collecting information about the 2<sup>nd</sup> Avenue Corridor area as it relates to pedestrians. Results are found in the following section of this Assessment. The format for assessing the existing pedestrian environment within the Study Area will follow the format established by the MAG *Guidelines*.

### **Current Planning Efforts**

Planned Land Use. The *General Plan for Phoenix*, adopted by City Council (November 2001) provides comprehensive direction for the growth, conservation, and redevelopment of all physical aspects of the city. The General Plan Land Use Map is a part of the Land Use element of the General Plan. The Land Use element discusses the types of land uses needed in the city and recommends how they should be arranged. Planned land uses within the greater study area, including the 2<sup>nd</sup> Avenue Corridor, are: Mixed Use-261, Community Retail-70, Parks/Open Space-Public 200, Residential-30 (2-5 units/acre), Residential-50 (15+ units/acre), Public Facility-160, Transportation-180, and Industrial-110. Figure 2, Character Districts and Boundaries, graphically depicts the planned land uses as well as several other planning efforts underway by the City with specific implications for the Study Area.



The Land Use element of the General Plan describes goals, policies, and recommendations that propose the best land use mix for the long-term benefit of the community. Goal 6 of the Land Use element states, "... Pedestrian-oriented development ... should be designed or retrofitted, as feasible, to facilitate safe, convenient, and attractive pedestrian movement" (page 97). The Plan continues, "... community design can facilitate pedestrian trips even when there are single land use patterns, by providing convenient access via streets, sidewalks, linear parks, greenbelts, alleys, and trails ...." [page 97]



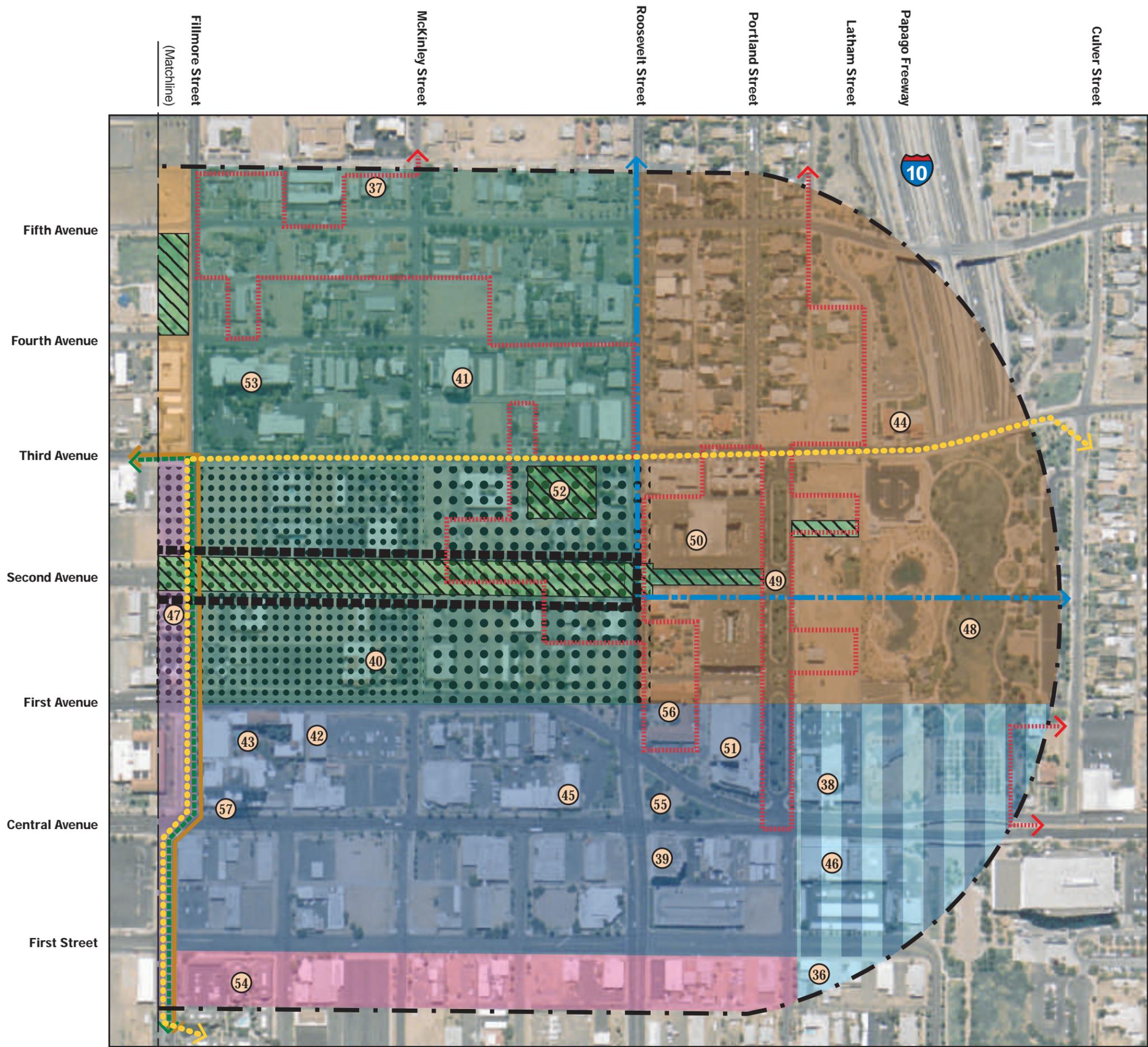
### Key

- - - - - Roosevelt Historic District Zoning Overlay Boundary
- Downtown/Roosevelt Neighborhood Initiative Area (NIA) Boundary
- - - - - Central City Village Core Boundary
- Copper Square Boundary
- HII Report – Medium-Density, Mixed-Use Residential
- HII Report – High-Density, Large-Scale Mixed Use
- Downtown Core Character District
- Fillmore West Character District
- Government Mall Character District
- Monroe West Character District
- Warehouse Character District
- Planned/Linear Corridor
- P Downtown Parking
- 2nd Avenue Corridor
- Study Area

NOTE: Review by the State Historic Preservation Office (SHPO) will require an inventory of all historic properties within ¼-mile of the project corridor.

- |   |   |
|---|---|
| 1 1 N. 1st Street Building                  | 25 Phoenix City Hall                            |
| 2 44 W. Monroe Building                     | 26 Phoenix Fire Station #1                      |
| 3 101 N. 1st Avenue Building                | 27 Phoenix Main/AT&T Communications             |
| 4 111 W. Monroe Building                    | 28 Phoenix Personnel Building                   |
| 5 411 N. Central Building                   | 29 Phoenix Transit Central Station              |
| 6 Bank One Center                           | 30 Police Museum                                |
| 7 Calvin C. Goode Municipal Building        | 31 Professional Building                        |
| 8 Cesar Chavez Memorial Plaza               | 32 Ramada Hotel                                 |
| 9 Compass Bank Building                     | 33 Rasins Building                              |
| 10 Crowne Plaza                             | 34 Renaissance Square                           |
| 11 Dodge Theater                            | 35 San Carlos Hotel                             |
| 12 Heard Building                           | 36 Sandra Day O'Conner United States Courthouse |
| 13 Hyatt Regency Hotel                      | 37 Security Center                              |
| 14 Luhrs Tower Complex                      | 38 Sun Devil Auto                               |
| 15 Maricopa County Administration Buildings | 39 Superior Court Probate Division              |
| 16 Maricopa County Court Complex            | 40 Thomas J. Pappas Elementary School           |
| 17 Metro Office Building                    | 41 U.S. Post Office                             |
| 18 Old Federal Courthouse                   | 42 Wells Fargo Plaza                            |
| 19 O'Neil Printing, Inc.                    | 43 West Valley Junior High School               |
| 20 Orpheum Lofts                            | 44 Youth Enrichment Center                      |
| 21 Orpheum Theatre                          | 45 YMCA   |
| 22 Patriots Square Park                     |   |
| 23 Phelps Dodge Tower                       |   |
| 24 Phoenix Municipal Court Building         |   |

**Figure 2-A. CHARACTER DISTRICTS AND BOUNDARIES**  
 2nd Avenue  
 Adams Street to Roosevelt Street  
 Pedestrian Enhancement Study



**Key**

- ⋯⋯⋯ Roosevelt Historic District Zoning Overlay Boundary
- ⋯⋯⋯ Central City Village Core
- ⋯⋯⋯ Roosevelt Special Planning District
- — — Copper Square Boundary
- ⋯⋯⋯ Transit-Oriented Development (TOD) Zoning Overlay Boundary
- ● ● HII Report - Low-Density Multi-Family Residential
- ● ● ● ● HII Report - Medium-Density, Mixed-Use Residential
- Arts District South Character District
- Central Avenue Corridor Character District
- Downtown Core Character District
- East Roosevelt Character District
- Fillmore West Character District
- Historic Roosevelt Character District
- Historic Roosevelt SPD Character District
- Planned/Linear Corridor
- 2nd Avenue Corridor
- Study Area

NOTE: Review by the State Historic Preservation Office (SHPO) will require an inventory of all historic properties within 1/4-mile of the project corridor.

- 36 Arizona Academy of Science and Technology (Charter High School)
- 37 Arizona Call-A-Teen (High School)
- 38 Best Western Executive Park Hotel
- 39 Canco Building
- 40 City Colleges Center
- 41 Embassy Condominiums
- 42 First Studio
- 43 Genesis Academy (Charter High School)
- 44 Great Arizona Puppet Theater
- 45 KOY/KYOT/KZON Building
- 46 KPNX-TV NBC (Channel 12)
- 47 Lofts on Fillmore
- 48 Margaret T. Hance Park (Deck Park)
- 49 Portland Parkway
- 50 Post Property
- 51 Post Property
- 52 Roosevelt Historic Mini-Park
- 53 Salvation Army Phoenix Silvercrest
- 54 St. Croix Villas
- 55 Sweet Acacia Park
- 56 Trinity Cathedral
- 57 Westward Ho (Retirement)

**Figure 2-B. CHARACTER DISTRICTS AND BOUNDARIES**

2nd Avenue  
Adams Street to Roosevelt Street  
Pedestrian Enhancement Study

**COMMUNITY**

Land Use Analysis. The HII *Report's* land use analysis specified three land uses within the Assessment's 2<sup>nd</sup> Avenue Corridor. These support the development pattern specified by the City of Phoenix' Zoning and General Plan, as well as other studies focusing on downtown (refer to Figure 2). The first use is classified as Low-density, Multi-Family Residential. This existing land use is bound on the north at Roosevelt Street and continues south to McKinley Street between 3<sup>rd</sup> and 1<sup>st</sup> Avenues. The second use is classified as Medium-Density, Mixed-Use Residential and has been identified between McKinley and Polk Streets on the north and south, and 3<sup>rd</sup> and 1<sup>st</sup> Avenues on the west and east, respectively. The third use is High-Density, Large-Scale Mixed-Use. This use is depicted between Polk Street on the north, Adams Street on the south, and bounded between 3<sup>rd</sup> and 1<sup>st</sup> Avenues. The HII *Report* outlines a basic development strategy that reflects increasing intensity progressing from north to south. The concept calls for lower density residential uses at the north end of the Corridor, transitioning into medium- and high-density residential and mixed uses as one approaches the downtown.

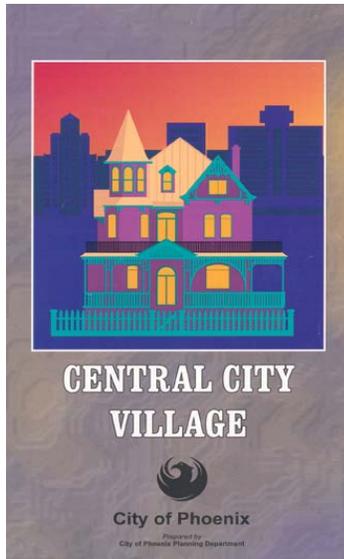
The land use analysis portion of the HII *Report* outlines a basic development strategy for the study Corridor that reflects increasing intensity of mixed uses progressing from Roosevelt Street to Adams Street, or north to south, respectively. The report further states that

... this [development] pattern ... is essentially the same as [what is] called for in the City of Phoenix' Zoning and General Plan, as well as other studies focusing on downtown.... [page 48]

This recommended development strategy is supportive of a pedestrian-oriented area along North 2<sup>nd</sup> Avenue.

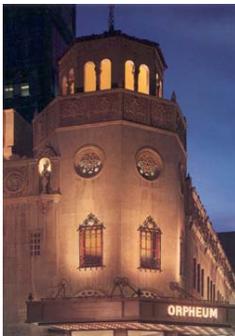
Policy Boundaries. The Study Area lies in part, or entirely, within several City planning boundaries slated for redevelopment, enhancement, preservation, and protection. Figure 2, Land Use and Boundaries, also graphically depicts these various boundaries.

*Urban Village.* The purposes of the urban villages of Phoenix are reiterated in the *General Plan for Phoenix* (August 2002). The policies are adopted to guide the urban form of the city while meeting individual community's desires for a well-planned city with a sense of place for each village. The entire Study Area is located within the Central City Village. The Village is administered by a Village Planning Committee made up of volunteers appointed by City Council, who assist the City of Phoenix Planning Department in developing and reviewing plans for areas within the village. Each urban village has a "core" that serves as the focal point of the village by combining the most intensely developed land uses with a greater variety of uses. In this case, the Central City Village Core is also the "downtown" to the greater Phoenix metropolitan region. The Downtown Core is also known as Copper Square.



The unique character and image of the Central City Village should be retained and enhanced. The General Plan has begun to identify the Village's character. The Village Planning Committee to continue to identify the desired character. Some of the character components specific to the study area include the

governmental mall consisting of federal, state, county and city governments; [the] ... cultural, educational and entertainment center (second-largest theater district in the country), including...Orpheum Theatre; ... [the] concentration of historic buildings and sites, such as historic governmental, office and residential buildings and squares, and religious buildings; ... [a] wide diversity of residential neighborhoods, both single family and multi-family, as well as culturally diverse localities; ... parks and recreation areas including Margaret T. Hance Deck Park [and] Patriots Park ... with recreational amenities; ... [and] excellent multimodal transportation access, including ... surface transportation systems consisting of roads, freeways, ... mass transit, and future light rail. [page 142-143]



Orpheum Theatre

The Study Area is located in and adjacent to a significantly diverse and developing portion of the urban core of downtown Phoenix. The character of the Central City Village provides many and diverse pedestrian generators. There are plans for enhanced access to the village core and generators, supportive of a pedestrian-oriented corridor along North 2<sup>nd</sup> Avenue.



*Copper Square.* Copper Square's boundaries, in regard to the Study Area, include all properties south of Fillmore Street and east of 3<sup>rd</sup> Avenue (see Figure 2). As previously described, Copper Square is also known as the designated, 90-square block area called "downtown" for the greater Phoenix metropolitan region and the "core" for the Central City Village. The Copper Square core area is served by a nonprofit organization (Downtown Phoenix Partnership, Inc.) funded by an assessment on property owners within the block core. The nonprofit organization is guided by a volunteer Board of Directors represented by a cross section of stakeholders from within the core area including merchants, tenants, property owners, cultural and nonprofit organizations, city and county management, and elected officials. This nonprofit organization produces an annual report and periodic newsletters summarizing the news and plans for Copper Square.

In the Spring 2002 newsletter, future plans for Copper Square are described, including various marketing activities, business development strategies (which include streetscape and urban design efforts), increased security, enhancements to parking and transportation (DASH and light rail), and continued cooperative efforts among the City of Phoenix, public and private interests, and partnerships/cooperatives to develop specific zoning ordinances and other urban planning guidelines that would more easily facilitate desirable mixed-use residential and commercial developments and around the downtown area (*News from Copper Square*, vol. 12:5 and vol. 13:1).

The future plans, development strategies, enhancements, and planning guidelines for Copper Square support a pedestrian-oriented area along the directly adjacent North 2<sup>nd</sup> Avenue Corridor.

The Copper Square organization also supports the Copper Square Ambassadors program. The overall mission of the Copper Square Ambassadors program is to assist in creating a secure, well-managed, and welcoming environment for all visitors, employees, and businesses in Copper Square, downtown Phoenix. The Ambassadors provide uniformed assistance to the pedestrian public 365 days per year between 6:30 a.m. and 8:00 p.m. unless there is a downtown event, then the service hours are extended to 11:00 p.m. They travel a route by bicycle and afoot, provide directions, work with the homeless population, identify and observe the removal of graffiti, assist various organizations on their event days, provide the MIK (Mobile Information Kiosk), and work closely with the Phoenix Police Department. The Ambassadors are responsible for: distributing (through MIK and hand-to-hand distribution) brochures, posters, banners, maps, and other city, civic organization, and private (mostly restaurant) informational pieces in areas of high pedestrian traffic. The Ambassadors are also responsible for: alerting and reporting to the Phoenix Police Department any street disturbances, panhandlers, or other transient-caused disturbance; interacting with downtown business representatives and tenants for problem resolution, and providing nighttime escort services as requested; assisting with first aid and emergency situations as needed; conducting security presentations for new businesses in Copper Square; performing parking lot checks during major events to help with traffic control as well as monitoring parking lots to maintain a presence in high-risk areas to deter crime; and the removal of graffiti in coordination with the Phoenix Graffiti Busters.



The revitalization of Central Phoenix is likewise served by a major private sector catalyst known as the Phoenix Community Alliance (PCA). It is made up of government, civic, cultural, educational, and faith organizations to conceive, plan, and implement the components for developing the Phoenix urban core. Since its formation in 1983, the Phoenix Community Alliance sets and accomplishes goals annually through its members, officers, and executive committee. The 2001 *Strategic Plan* has set goals in the areas of Housing and Neighborhood Revitalization, Hotels, Retail and Convention Center, Transportation, Education, Governmental Mall Revitalization, Central Avenue, and Advocacy. Each goal area of the PCA's *Strategic Plan*

has specific objectives and strategies identified that influence, support, and promote revitalization and development within the 2<sup>nd</sup> Avenue Corridor and greater Study Area.

*Additional Adopted Plans.* City Council has adopted the following plans that affect the Central City Village, and specifically influence the Study Area. The Study Area is entirely within the *Booker T. Washington Redevelopment Area (RDA) Plan* (1973), the *Downtown Area Redevelopment and Improvement Plan* (1979, 1998), and the *Downtown Phoenix Specific Plan: A 25 Year Vision* (1991). The *Roosevelt Special Planning District (SPD)* (1989) boundaries are located (within the Study Area) north of Roosevelt Street and west of 2<sup>nd</sup> Avenue. The *Downtown/Roosevelt Neighborhood Initiative Area* is administered by the City of Phoenix Neighborhood Services Department and is located north of Van Buren Street in the Study Area.

*Historic District.* The Central City Village contains many organized neighborhoods and historic areas. Within the Study Area, the Roosevelt Historic District contains properties nominated by the City of Phoenix Historic Preservation Commission as candidates for the City's Historic Preservation (HP) Zoning Overlay in July 2002. Additionally, many of these same properties make up the listing of the Roosevelt Historic District on the National Register of Historic Places established in 1995. The general boundaries of the Roosevelt Historic District and HP Zoning Overlay, in regard to the Study Area, are north of Fillmore Street and west of 1<sup>st</sup> Avenue; however, the actual District boundaries meander throughout those general boundaries. See Figure 2, Land Use and Boundaries, for more specific boundary locations. The following historic properties front 2<sup>nd</sup> Avenue.

330 N. 2<sup>nd</sup> Avenue362 N. 2<sup>nd</sup> Avenue647 N. 2<sup>nd</sup> Avenue812 N. 2<sup>nd</sup> Avenue816 N. 2<sup>nd</sup> Avenue826 N. 2<sup>nd</sup> Avenue830 N. 2<sup>nd</sup> Avenue834 N. 2<sup>nd</sup> Avenue839 N. 2<sup>nd</sup> Avenue840 N. 2<sup>nd</sup> Avenue841 N. 2<sup>nd</sup> Avenue842 N. 2<sup>nd</sup> Avenue845 N. 2<sup>nd</sup> Avenue850 N. 2<sup>nd</sup> Avenue

*Orpheum Theatre.* Another historic influence in the Corridor itself is the Orpheum Theatre. The theatre was built in 1929 and, after changing names and hands several times, in 1984 the theatre was purchased by the City of Phoenix. After being placed on the National Register of Historic Places (NRHP), restoration of the theatre began; in 1997, accompanied by its original name, the Orpheum Theatre re-opened. The Orpheum Theatre Foundation was incorporated for renovation fund-raising in 1989, and was recently disbanded in 2002. Approximately 150 performances are given each year at the Orpheum Theatre; specifically with the summers being slower, and two to three performances each week for the remainder of the year. Performances include dance, theatre, opera, comedy, concerts, and vaudeville acts. Seating is for 1,400 persons, and attendance has been approximately 150,000 persons per year since the reopening of the theatre. Patron parking is currently through the Wells Fargo parking garage and on-street parking.

*Light Rail Transportation Oriented Development (TOD).* The Light Rail project is currently underway, and plans are to break ground in spring of 2003. Near the light rail stations, the City is encouraging transportation oriented development and currently is implementing a zoning overlay district that will spell out the requirements. The draft for the TOD overlay has not been released, but the entire 2<sup>nd</sup> Avenue Corridor is likely to fall within the TOD district overlay.

*City of Phoenix Parks, Recreation and Library Department.* The Parks and Recreation Department provides and maintains several parks and recreational facilities within the city of Phoenix. This City department has a vested interest in the overall success of the 2<sup>nd</sup> Avenue Corridor, both as a pedestrian-friendly environment and as a link between destination parks/areas. The study area is located in the Central Park District. Established parks in the study area include the Roosevelt Historic Mini-Park and Margaret T. Hance (Deck) Park. The City does have concerns regarding the local transient population and how they may affect development along the Corridor. The Parks and Recreation Department would like to have input during the landscape design phase and provide insight to maintenance issues.

### ***Process for this Assessment***

To assess how well the Corridor has met or is meeting the needs of its pedestrians and to determine how to improve its facilities, the City of Phoenix, in association with MAG, commissioned Logan Simpson Design (LSD) to review existing reports and data and to analyze and interpret existing physical conditions on routes followed by pedestrians in the Study Area. City representatives, Arizona Department of Transportation representatives, LSD personnel, and LSD's subconsultant make up the Study Team.

Policy Documentation. Existing planning and policy information was provided by the City of Phoenix. This information included City documents such as the HII *Report*, site development plans, business owner/property owner lists, and aerial mapping.

Physical Assessment. Physical conditions were studied in the field, and data were recorded on a Site Analysis Form. Physical elements found in the 2<sup>nd</sup> Avenue Corridor that could be mapped are recorded on Figure 4, Roadway and Walkway Conditions.

The HII *Report* provided a record of public input for this Assessment. Three methods furthered the public input process: 1) establishing and meeting regularly with a Core Group, 2) interviewing and providing documents for review by a Technical Advisory Committee, and 3) meeting the affected neighborhood residents and other property owners.

### Stakeholders.

*Core Group.* Interested parties, or stakeholders, were identified by the City of Phoenix, and representatives from those stakeholders was asked to participate in the Core Group. The Assessment's Core Group is a decision-making body made up of the Study Team and these stakeholders. Members of the Core Group included representatives from:

- Maricopa Association of Governments
- Arizona Department of Transportation – Enhancement and Scenic Roads
- City of Phoenix – Planning Department
- City of Phoenix – Street Transportation Department
- City of Phoenix – Community and Economic Development Department
- Downtown Phoenix Partnership, Inc.
- Phoenix Community Alliance
- Corridor property owner representatives
- Business representatives
- Developer representatives

*Technical Advisory Committee.* The Technical Advisory Committee (TAC) is a group of personnel/agencies providing input on specific standards and policies relative to the 2<sup>nd</sup> Avenue Corridor and Study Area. The TAC members are periodically contacted by the Study Team for information and data throughout the Assessment and are sent pertinent correspondence on the Assessment such as Core Group meeting minutes and public meeting information. Members of the TAC include representatives from:

- City of Phoenix – Historic Preservation Office
- City of Phoenix – Civic Plaza Department – Phoenix Stages Division
- City of Phoenix – Parks and Recreation Department and various Event/Park Managers
- City of Phoenix – Police Department – Downtown Operations Unit
- Regional Public Transit Authority – Light Rail
- Copper Square Ambassadors
- Roosevelt Action Association
- Neighborhood Initiative Area
- City of Phoenix – Arts Commission
- City of Phoenix – Fire Department
- City of Phoenix – City Council District 8
- Central City Village Planning Committee
- City of Phoenix – Solid Waste Department
- Exeter Management, Inc.
- Metropolis, Inc.

## GOALS AND OBJECTIVES

Logan Simpson Design Inc. (LSD) conducted interviews with designated stakeholders from a list generated and identified by the Study Team and Core Group. Interviews with various individuals, agencies/departments/organizations or their appointed representatives were conducted through in-person meetings and telephone conversations. The following text summarizes the goals, objectives, priorities, issues, and/or concerns expressed by stakeholders during the interviews.

*City of Phoenix Community and Economic Development Department.* As the public contact partner in the production of the HII *Report*, this department of the City has many of its goals stated in the *Report*. Other items include:

- 1) Build on previous efforts as documented in HII *Report*
  - a. Continue involvement of the public at least to the HII *Report's* boundaries (3<sup>rd</sup> Avenue to 1<sup>st</sup> Street, north side of Roosevelt Street to south side of Adams Street).
  - b. Include their same stakeholders/owners, emphasize others such as the YMCA and Post properties users.
  - c. The documentation should be a continuation of the previous study that can be taken to Council as a whole package.
  - d. Endorse and build on the economic portion of the study.
  - e. Provide guidelines for future development in the right-of-way to approximately schematic and master planning stage.
- 2) Resolve the drainage problems. There is serious flooding in the area of Fillmore and 2<sup>nd</sup> Avenue.

*City of Phoenix Planning Department.* In regard to this project, many goals and objectives are stated in existing zoning documents as listed previously. Others that are applicable include:

- 1) Encourage redevelopment by providing improvements in the public right-of-way.
  - a. Provide trees, turf and a limited amount of low shrubs, sidewalks, lighting, seating areas, trash receptacles, bulbouts, and mini-parks.
  - b. Allow places or opportunities for art, both permanent and temporary.
  - c. Provide character in right-of-way where there is currently no intrinsic character.
- 2) Provide an open space corridor from the Downtown Core to Hance Park.
- 3) Distinguish different characters north and south of Fillmore Street by differing streetscapes.
  - a. Investigate retaining the historic turf areas north of Fillmore Street.
  - b. Evaluate health and viability of the palm trees.
  - c. South of Fillmore Street, consider a more urban character, with tree grates and more substantial area of paving.
  - d. North of Fillmore Street it may be appropriate to have a meandering sidewalk; south of Fillmore Street it should be parallel to the curb.
- 4) One product of this project should provide a clear understanding of what a developer is to contribute to the streetscape.

*Phoenix Community Alliance (PCA).* In the view of the PCA, the goals and objectives of this project, should include the following. The area is also represented by the Roosevelt/Central Steering Committee, which

recently completed *Land Utilization and Future Use Analysis: McDowell to Van Buren, 7<sup>th</sup> Street to 7<sup>th</sup> Avenue.*

- 1) Develop a plan that can be implemented over time through project phasing.
  - a. Develop a master plan that will identify specific project phases for funding and construction.
  - b. Develop policy that makes it “easy” for City Council to implement the phases and ongoing development of the project. Simplify policy now for future development.
  - c. Package the plan and its phasing for the next bond programming.
- 2) Revisit existing policies and ordinances to allow for increased opportunities.
  - a. Rethink the existing sign ordinance with a policy change to allow opportunity for more creative means of signing other than by billboard (murals on building sides, etc).
  - b. Upgrade the existing land use at 2<sup>nd</sup> Avenue and Van Buren Street to create a “marketplace staging” or other similar-type commercial pedestrian area than what exists.
  - c. Support improvement district initiative for the renovation and restoration of historically significant structures that are Phoenix landmarks (such as the Westward Ho), to their original exteriors.
- 3) Create a pedestrian area that is special and different; a destination place within Phoenix, not just a nice space to walk through. Think “boldly and out-of-the-box.”
  - a. The finished product should be an award-winning plan/project.
  - b. The Corridor should be viable for the mixed-use zoning category with pedestrian-scale features that allow for “festival-type” commercial elements along with residential components.
- 4) Coordinate timing of construction in this project’s phasing with the light rail construction schedule.
- 5) Incorporate pedestrian-level design and features that connect the 2<sup>nd</sup> Avenue Corridor to the future light rail station along Central Avenue at Roosevelt Street. The light rail station and connection at this particular location has the opportunity to be a “gateway” to the northern entrance into the Phoenix downtown.
- 6) Market the project phases by different methods to create mounting enthusiasm for upcoming project phases.
  - a. Encourage “temporary and/or portable” portions of the project before permanent construction to convey future conceptual changes to users.
  - b. Incorporate a sales brochure through creation of a website.

*Copper Square/Downtown Phoenix Partnership.* The Copper Square Representatives had the following goals:

- 1) Create a destination corridor that will be unique in the Downtown Core and serve future generations.
  - a. Encourage the infill of currently vacant lots with a collection of urban uses that is progress from high-intensity mixed-use near Adams Street to residential intensity in the Roosevelt Historic district.
  - b. Compliment the excellent examples that exist of built works such as the Post properties and the Orpheum Theatre.
  - c. Build a street and streetscape that can easily be extended onto the private sector side, so the demarcation is gray or fuzzy.
  - d. Keep the street and right-of-way very pedestrian; use 3<sup>rd</sup> and 5<sup>th</sup> Avenues as the primary carriers for vehicular traffic.
  - e. Work to facilitate creative adaptive reuse projects (with a more pedestrian-friendly orientation) for existing structures like the Old Federal Building and the Wells Fargo parking garage.

- f. Create a "Character District."
- 2) Maximize the current and near-term opportunities for this area.
  - a. Continue to provide stabilizing factors for the area including, the Roosevelt Historic district.
  - b. Support neighborhood programs that promote urban living such as the home tours.
  - c. Develop programs to potentially attract residential and commercial developers to this area as detailed in the HII *Report*.
  - d. Provide support and input on proposed projects that benefit the overall objectives of the area.
  - e. Develop design guidelines for future development.
  - f. Assist future efforts to pass Tax Increment Financing legislation.
  - g. Implement streetscape designs to position and attract pedestrian-friendly development to the area.

*City of Phoenix Historic Preservation.* The Historic Preservation (HP) office has existing guidelines, regulations, and ordinances for the preservation, restoration, and/or rehabilitation of historic properties. Highlighted below are items of concern, preference, and objective from two representatives of the HP office:

- 1) The Roosevelt Historic District is listed on the National Register of Historic Places (NRHP), as well as incorporated in the City of Phoenix's Historic Preservation zoning overlay.
  - a. Under the NRHP status, the Roosevelt Historic District is subject to the Department of the Interior, National Park Service's *The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings* administered by the Arizona State Parks Board through the State Historic Preservation Officer (SHPO).
    - i. SHPO review will require all historical properties (including those potentially eligible) to be identified within a ¼-mile radius of the construction limits to evaluate the "potential to affect" an historic property.
    - ii. If a detailed review is required, both the SHPO and COP HP will be involved.
  - b. Under the City of Phoenix's HP zoning overlay, the Roosevelt Historic District is also subject to the Neighborhood Services Department, Historic Preservation Office's *General Design Guidelines for Historic Properties*.
    - i. An HP review will prefer all historical elements (including landscape, walks, stamps, curbs, gutters, etc.) to be kept as shown on the original plat map depicting the historical record and the significance of the Roosevelt District.
    - ii. Restoration of original landscape within the historic district would include lawns, palms, and other plants that create a lush and green environment.
- 2) Within the development of the Roosevelt Neighborhood are buildings and sidewalks, landscaping, curbs, etc., that are both historically and architecturally important in representing the evolution of current-day Phoenix. The Roosevelt Historic District (1895-1930) is Phoenix's first designated historical district.
- 3) Uphold the basic principles of the historic preservation standards summarized in simplified and reworded form from *Historic Homes of Phoenix: An Architectural & Preservation Guide*:
  - a. Identify, retain, and preserve the architectural features that give a building its visual character.
  - b. Protect and maintain the essential materials and design features of the structure.
  - c. Use original materials for repair work. If original materials are not available, use a closely matched or compatible material.
  - d. When and where possible, repair features rather than replace them; however, when a feature is missing or dangerous, replacement with a matching or compatible material that repeats the original design is recommended.

- e. Design for missing historic features if they can be reconstructed based upon their documented historical appearance.
- f. Alter and/or add to historic buildings in a way that is out of sight of the public view.
- g. Reverse earlier adverse alterations by identifying the original appearance and using matching or very similar designs and materials.
- h. Do not over-improve/design/build enhancements in such a way that causes a loss of historical and/or architectural value.
- i. Maintain the health and safety code requirements when retrofitting energy or other systems.

*City of Phoenix Police Department.* The Downtown Operations Unit of the Phoenix Police Department patrols the 2<sup>nd</sup> Avenue Corridor south of Fillmore Street, and the Central City Precinct patrols the 2<sup>nd</sup> Avenue Corridor north of Fillmore Street. Police officers patrol by squad car, motorcycle, bicycle, and horseback. It was also noted that policies, guidelines, and enhancement design for the area should be created for the future users of the area, and not simply developed around mitigating any particular policing concern. In other words, develop the area as it should be, and police will use the City ordinances and codes to enforce and keep the area clean. Items of concern to the police department within the area include the following.

- 1) Street lighting along 2<sup>nd</sup> Avenue is currently not adequate for policing visibility. If there will be increased access to alleys, there will also be more possibility for “blind spots,” and additional lighting would be needed.
- 2) Respect the need for on-street parking in the northern portion of the Corridor, especially in the historic district, where there are not private driveways to get cars off of the street.
- 3) Provide signs/meters that limit on-street parking for an hour (or some other determined length of time) to give police an additional enforcement tool.
- 4) Provide no bicycle lanes on 2<sup>nd</sup> Avenue.
- 5) Crime areas are oftentimes concentrated near establishments that sell alcohol. Within the project area, a significant decrease in crime occurred approximately two years ago, when the police department worked with the State Liquor Board in convincing the Circle K establishment at Fillmore Street and 1<sup>st</sup> Avenue to stop selling alcohol at that location.
- 6) Continue to work with focus groups developed in the project areas in coordination efforts with the police.
- 7) Enforce City ordinances such as “no shopping carts are allowed off of private property.”

*RPTA/LRT Transportation Oriented Development (TOD).* As a study portion of the implementation of light rail in Phoenix, a TOD overlay is currently being drafted. A TOD overlay recommends and identifies characteristics for a pattern or style of development to occur surrounding a transit station. A transit station is proposed near this project along Central Avenue at Roosevelt Street (see Figure 3. Origins and Destinations).

- 1) TOD Development Concept. The TOD overlay will recommend that new development should take advantage of future uses with appropriate uses that are designed for good pedestrian connections. The nature of a transit station is that it is a “front door” for pedestrians. The actual overlay zone will prohibit non-TOD uses and establish some basic design standards.

The following are principles of transit-oriented development; it should be noted that these principles may or may not be achieved through the overlay zone, while other principles may be achieved over time where area plans may be completed.

- a. Encourage streets to have a high level of connectivity, blocks that are small, and buildings and uses that cater to the pedestrian.
  - b. Encourage “build to” setback lines for buildings.
  - c. Encourage access to and from the transit station to be walkable and accessible, human-scaled, and within a mixture of compatible and complementary land uses that facilitate transit ridership such as retail, commercial, office, residential, and mixed use. Non-complementary transit uses include car washes, drive-through facilities, mini warehouses, used car lots, and telecom hotels.
  - d. Encourage buildings to provide good pedestrian connections to the front sidewalk for transit users. Wide sidewalks are an important element in TOD.
  - e. Encourage a comfortable 5- to 10-minute, shaded walk to the transit station.
  - f. Encourage separating or buffering the pedestrian and the vehicle.
- 2) The TOD overlay will not go south of Fillmore Street because the Downtown Core area is already subject to transit and pedestrian oriented design standards. TOD does not change underlying zoning intensities or densities, remove underlying standards of existing zoning districts or area plans, or create land buy-out or purchase programs.

*City of Phoenix Parks, Recreation, and Library Department – Central District.* This District operates and maintains all parks and recreational facilities throughout the city. Following are concerns and comments made by a representative from this City department.

- 1) The local transitory population that frequents the area is a concern to this City department. It was suggested that the final project not appear too park-like, which would encourage use by the transitory.
- 2) Infill projects need to occur along the study Corridor, to make the overall project much more marketable.
- 3) Guidelines need to be established to ensure a continuous and consistent landscape theme throughout the project.

*City of Phoenix Civic Plaza Department – Phoenix Stages Division.* The Orpheum Theatre is currently owned, managed, and administered by the City of Phoenix. Concerns of the Orpheum Theatre representative include:

- 1) Provide better street lighting for the safety of their evening patrons. It was noted that between Monroe and Adams Streets seems to be adequate lighting along 2<sup>nd</sup> Avenue, but north of Monroe Street there definitely is not.
- 2) Provide better security from panhandlers. Transients are prevalent around the Orpheum Theatre, and it was noted by Phoenix Stages that since the recent opening of the Dodge Theater, the transients seem to be more aggressive in their approach to evening patrons.

*Developer Representatives.* The combined ideas of several private entities for the development of 2<sup>nd</sup> Avenue include a network of urban planners, architects, realtors, marketing associates, and developers interested in the future of 2<sup>nd</sup> Avenue and the general Phoenix downtown area. Conceptual goals, ideas, and concerns for the 2<sup>nd</sup> Avenue Corridor presented by representatives include:

- 1) Logically prioritize the programming of enhancements and improvements along 2<sup>nd</sup> Avenue. For example, the storm drainage system at the intersection of Fillmore Street and 2<sup>nd</sup> Avenue is presently substandard and is prone to flooding adjacent properties. The street infrastructure should be prioritized first for improvements prior to any installation of surface or pedestrian enhancements such as benches, paving, and/or landscaping.
- 2) Create a program for redevelopment along 2<sup>nd</sup> Avenue that changes the Corridor to a pedestrian-enhanced destination corridor within Phoenix—an “international marketplace” of sorts that celebrates, embraces, and provides for cultural diversity, history, and urban living. In essence, continue to transform 2<sup>nd</sup> Avenue from a problem area into a vibrant, urban destination.
  - a. Provide a variety of both permanent and semi-permanent staging area opportunities for both fixed and rotating participants in a marketplace/festival/destination corridor/urban living atmosphere.
  - b. Create a successful mixture of many elements that invigorate the human senses, including light, color, texture, smell, sound, etc., that identify 2<sup>nd</sup> Avenue as a “place.”

*Exeter Management Inc.* The Exeter firm will be developing the southern half of the west side of 2<sup>nd</sup> Avenue, between McKinley and Roosevelt Streets. One of their representatives spoke about goals and design objectives for the Corridor:

- 1) Provide a safe and comfortable pedestrian-oriented environment that is also aesthetically pleasing.
  - a. Evaluate the existing palm trees at the intersection of 2<sup>nd</sup> Avenue and McKinley Street. They seem to cause a visual impairment and have contributed to several near collisions.
  - b. Consider ending the project prior to the Portland development. The north end of the site, at Roosevelt Street and the Portland Street development, look too private and are visual dead end. It does not act as a destination for the project. Possibly create a destination at Portland or Roosevelt.
  - c. Provide more shade than just the palm trees—they do not provide enough. Consider constructed shade also.
  - d. Limit or control bicyclist/pedestrian conflicts by the use of smooth versus rough texture in the walkways.
  - e. Use the pavement as an art element. Quotes, timelines, and information on the neighborhood could be incorporated into form liners or stamps or even more artistically creative sidewalks and/or paved areas.
  - f. Investigate the availability of old brick pavers under the 2<sup>nd</sup> Avenue paving surface as a walkway paving medium.
  - g. Rather than narrow the roadway south of Fillmore Street, consider maintaining the east and west curbs and install a wide landscaped median down the middle of the road.
  - h. Consider implementing archways or gateway features over the roadways, possibly at Roosevelt or Portland Streets to encourage entrance into the narrow area between those streets.
  - i. Plan for drinking fountains along the Corridor.
  - j. Design for early evening use, but do not plan late-night activities because of safety

- concerns and respect for residents. Provide for workers walking the project area at lunchtime by encouraging cafes and creating picnic-type areas.
- 2) Plan and design for a homeless population that is already in Roosevelt Historic Mini-Park and this surrounding area. For example, in Balboa Park (San Diego) the restrooms are open at night for the homeless.
  - 3) In reference to the wider sidewalks, the Design Team acknowledges the fact that more concrete surfacing will increase both heat and run-off.

*Roosevelt Neighborhood Initiative Area (NIA) and Roosevelt/Central Coalition.* The Roosevelt Neighborhood Initiative Area (NIA) is a City sponsored organization that is one of five such Neighborhood Initiative Areas within the City of Phoenix. It is overseen by the Neighborhood Services Department and uses city staff and works directly with the City at the pleasure of the City Council. The Roosevelt/Central Coalition is a separate organization that was initiated by the Phoenix Community Alliance. It is unrelated to the City and is simply a coalition of members of the business and residential community. It is primarily a planning and action organization from the private sector. The Coalition produced the *Roosevelt/Central Charette, Reinventing Neighborhoods* documents. The primary planning efforts are the result of the Roosevelt/Central Coalition. The NIA has undertaken more specific tasks and projects. A long-standing representative of both organizations discussed issues and concerns relating to this study and project.

- 1) Fully develop 1<sup>st</sup> Avenue/Central Avenue as the primary pedestrian connection, with the sequence focusing first on the Genomics Campus, then the artist housing, crossing over with temporary art, and finally, supporting more residential development on 2<sup>nd</sup> Avenue.
- 2) Develop 2<sup>nd</sup> Avenue as a primarily residential pedestrian urban street, supporting 1<sup>st</sup> Avenue/Central Avenue.
- 3) If 2<sup>nd</sup> Avenue is to develop before 1<sup>st</sup>/Central, then it should serve as a catalyst for the rest, and be representative of its western desert environment.
  - a. His vision is of a combination of tree shade and built shade “trelliage” and climbing vines such as the roses in Old Tucson.
  - b. The built elements should be 10’ minimum above the sidewalk, 12’ standard, and 16’ maximum.
- 4) Look for opportunities to have temporary uses such as park ‘n’ swap, car washes, bake sales, etc on currently vacant or underused spaces.
- 5) Fund an events coordinator - not just a scheduler - that has jurisdiction over the entire downtown and correlated areas, including Deck Park, the Arts District, and Jackson Street.

*Roosevelt Action Association (RAA).* The current president discussed the following issues and concerns of the board with this study/project.

- 1) Support the concept of having 2<sup>nd</sup> Avenue develop into a pedestrian corridor. Linking the Deck Park and Roosevelt Neighborhood to the Downtown Core area is encouraged and supported by the board.
  - a. The RAA board is concerned with the current study/project “ending” at Roosevelt Street.

- They want to see a pedestrian connection made through the Post properties and north to the Deck Park.
- b. In a pedestrian environment, rules should be made for pets to be leashed and cleaned up after.
- 2) Support a name change for 2<sup>nd</sup> Avenue, such as proposed by a private developer--“International Avenue.”
  - 3) Educate future developers and owners, etc. about what their contribution to a successful pedestrian environment involves, including:
    - a. providing parking for tenants/customers,
    - b. realization that there will be frequent closures to the street, and
    - c. providing access from a secondary circulation corridor such as the alley rather than the Avenue.
  - 4) Provide a special events liaison for the Downtown Core area that is a coordinator of all downtown events, parades, home tours, etc.
    - a. The RAA currently is involved in the following volunteer-operated annual events: the Historic Homes Tour (Roosevelt is featured in late October), the Holiday Luminaries (December 23<sup>rd</sup> and 24<sup>th</sup>), the Historic Golf Classic (first annual), and Farmers Market (on Portland Street).
    - b. The RAA advertises via their monthly newsletter, direct mailings, and by various “sponsored” means (radio, newspaper, television, etc) as able.
  - 5) Correct the existing runoff/drainage problems that exist along 2<sup>nd</sup> Avenue, particularly at Fillmore Street.
  - 6) Encourage and support street infrastructure rehabilitation as a top priority in the development of 2<sup>nd</sup> Avenue.
  - 7) Involve the opinions of all interested groups whether officially recognized or not, and give them appropriate time to provide valuable input.
  - 8) Maintain a sense of “greenness”, especially within the Historic District in order to support the historical integrity of the area. Greenness would involve lawns, ornamental citrus, and palms rather than the typical desert, decomposed granite-type landscape while still maintaining a sensitivity to water use issues.
  - 9) Salvage and transplant Palms in the area that may need to be removed for construction, and use them to fill in the missing regular patterns.
  - 10) Roosevelt Neighborhood would rally to support a final plan that supports a pedestrian connection of the neighborhood to the downtown with allocated monies to build.

*Roosevelt Neighborhood Representatives.* In regard to this project, neighborhood activists we contacted have several goals and objectives:

- 1) The public should support the concepts derived from this Pedestrian Assessment. Additionally, the Core Group, Stakeholders, and Technical Advisory Committee should provide a network of advocacy for the development and success of 2<sup>nd</sup> Avenue (Adams to Roosevelt Streets). The purpose of the Core Group should be to arrive at decisions by consensus.
  - a. The public document (Pedestrian Assessment) should include “stakeholder dialogue,” not just summarized “public input” on comment sheets. The public document should

- encompass many voices and be facilitated by an entity (person/firm/agency) that understands revitalization and creating/providing pedestrian areas.
- b. The public needs periodic, conceptual sketches along the entire 2<sup>nd</sup> Avenue Corridor to catch the vision of the revitalization and aid in its advocacy.
  - c. There needs to be a more global vision as the downtown of Phoenix is developed and revitalized. Such aspects include continually promoting “connections” between destinations and setting aside various spaces for the public in logical places along those connections. 2<sup>nd</sup> Avenue has the potential to provide connection, destination, and public space.
  - d. Phoenix needs the greater Roosevelt neighborhood to be the engine for its downtown advocacy, including the Roosevelt Action Association (RAA), Neighborhood Initiative Area (NIA), and Roosevelt Historic District.
- 2) Encourage sales to property owners who respect RAA objectives.
- a. Actively promote owner-occupied, market rate, medium-density mixed-use residential development adjacent to the Corridor as a buffer between the Central Avenue corridor and the historic single-family and low-density multi-family homes.
  - b. Regulate scale of developments (preference is for medium scale). The mixed use development (street-level retail combined with residential units above) is acceptable within the historic district by neighborhood representatives as long as the historic guidelines are adhered to, especially in terms of building height;
  - c. Require retention of palm trees, and, if threatened by development, salvage and replant within the neighborhood to fill in gaps. Preserve and maintain the palms and grass in the historical district and return the maintenance cost of this to the City. Private property owners are currently maintaining the palms and grass in the City right-of-way.
  - d. Publicize among prospective owners and developers the fact that the crime rate has dropped significantly and is continuing to drop.
  - e. Keep the existing requirement for no new or expanded social services uses in the area, but support the quality management of existing ones already in the area.
  - f. Expand local awareness of the potential inherent in the Roosevelt Neighborhood, then expand regional and extra-regional awareness through continuing the annual Home Show and creating new events and communication tools:
  - g. Actively involve all of these listed objectives the portion of the Roosevelt Historic District along 2<sup>nd</sup> Avenue that is located south of Roosevelt Street. It was clearly stated by a Roosevelt Neighborhood Representative that the area south of Roosevelt Street has not had sufficient advocacy in the past. Do not allow for any portion of the 2<sup>nd</sup> Avenue Corridor (Adams to Roosevelt Streets) to be abandoned or delayed by development in any other portion of the project.
- 3) Celebrate the historical and urban nature of the area.
- a. Do not gentrify the project. Include all ages, all financial incomes, and all cultures of people. Understanding this concept and managing its implementation is the essence of creating desirable urban character.
  - b. Preserve existing historic resources; recognize those already lost in interpretive fashion:
    - i. Uphold the objectives of the guidelines set forth in both the HP zoning overlay and the NRHP designation within the Roosevelt Historic District. A Roosevelt Neighborhood Representative stated that the past situation in which the City HP zoning overlay was lifted to accommodate the Post properties on the north side of Roosevelt Street should have never happened.
  - c. Promote linear access through undeveloped Post property to Hance Park (no new access, though, but perhaps a visual anchor into the park) to finalize connection from downtown Phoenix to its major urban park.
  - d. Develop 2<sup>nd</sup> Avenue as an “International Avenue,” promoting diverse cultural events and themes assessed and evaluated on a block-by-block basis. One neighborhood representative stated that the preference for 2<sup>nd</sup> Avenue should be to remain a quiet, low-traffic volume street.
  - e. Maintain the wide right-of-way that exists within the Roosevelt Historic district.

- 4) Move forward - get it (the streetscape) done.
  - a. Preference is to look at the entire street and adopt a guideline/master plan/concept that addresses the whole length (Adams to Roosevelt Streets). There should not be a “tug and pull” situation between the Downtown Core area and the Historic District; the 2<sup>nd</sup> Avenue Corridor should be unified in its development.
    - i. Identify or consult to find other sources of monies (grants, foundations, Center for Open Space) that can help achieve build out.
    - ii. Identify monetary means by which citizen participation could help achieve build out.
  - b. Develop concepts and ideas that foster more than just a “landscaped street” for 2<sup>nd</sup> Avenue. Second Avenue should be a destination corridor, a marketplace, a culturally diverse urban area, a staging place for festival-like atmosphere, a celebrant event, and a significant piece of the urban fabric of Phoenix.
  - c. Propose that the document be adopted by Council and that funding sources for the entire project explored. Rally vision and knowledge together to provide administration policy/guidelines that make it easier for Council to amass funds to complete the entire 2<sup>nd</sup> Avenue project to build out.
  - d. Promote active pedestrian circulation connection between 2<sup>nd</sup> Avenue and 2<sup>nd</sup> Street. The process and conceptualization of ideas along 2<sup>nd</sup> Street could be patterned after 2<sup>nd</sup> Avenue in the future.
  - e. Construction phasing, especially with the light rail, is a Roosevelt Neighborhood Representatives’ concern.
  - f. Deal with, perhaps bury, the overhead utility lines that exist along the south side of Roosevelt Street and in the alleys either side of 2<sup>nd</sup> Avenue.
- 5) Abandon public use of the alleyways immediately either side of 2<sup>nd</sup> Avenue. Alleyways would need to be evaluated on a block-by-block basis. A representative expressed the idea to sign the alleyways at either end for local traffic, emergency, utility, and public works access only, to provide for those properties that actually front the alleyways. Bury the overhead utility lines in the alleyway. Resurface the alleyway drive (no pedestrian improvements such as sidewalks would be involved). Give the alleyways names.
- 6) Priorities of one Roosevelt Neighborhood Representative include:
  - b. Create the network of advocates by the Core Group and stakeholders to champion the buildout of the entire 2<sup>nd</sup> Avenue Corridor (Adams to Roosevelt Streets).
  - c. Create the best concept for revitalization and redevelopment of the 2<sup>nd</sup> Avenue Corridor that the collective talents, vision, knowledge, creativity, and opportunities can provide.
  - d. Brainstorm an appropriate name for the revitalized 2<sup>nd</sup> Avenue Corridor and, possibly, the adjacent alleyways.
    - i. Names suggested for 2<sup>nd</sup> Avenue include: International Avenue, the Market Place, the Urban Market, and others.
    - ii. A name generated for the adjacent alleyway on the west side of 2<sup>nd</sup> Avenue between Roosevelt and McKinley Streets is the Thompson Mew.

In summary, most stakeholders agree that 2<sup>nd</sup> Avenue should be a special, highly urbane pedestrian corridor, with connections to all that the Historic District and Copper Square/Downtown offer—transit, entertainment, and comfort.

## ASSESSING THE LEVEL AND AREA TYPE OF 2<sup>nd</sup> AVENUE CORRIDOR PEDESTRIAN FACILITIES

The Level and Area type assessment is described in the MAG *Guidelines* and includes assessments of facilities, the relationship of pedestrians to vehicles, pedestrian types and quantities, and land use types.

*Levels.* As described in the MAG *Guidelines*, “Levels” refer to a range of qualitative pedestrian- area characteristics, including pedestrian intensities and the relationship of pedestrians to other corridor users, especially the automobile. Levels are classified into Level 1, 2, or 3, with 1 being the lowest and 3 being the highest in pedestrian intensity.

*Areas.* The MAG *Guidelines* describe “Areas” as represented by four physical land types. An Area is described as Neighborhood, Community, Campus, or District. The Neighborhood Area has the least variety of land uses and least-dense development, while a District Area has the most variety of land uses and is most densely developed. Community Areas represent the middle ground in land use intensity and variety between Neighborhoods and Districts, while Campus Areas are usually a single land use.

To develop a pedestrian area or corridor by using the MAG *Guidelines*, the assessment process first determines what Area-type of pedestrian environment the 2<sup>nd</sup> Avenue Corridor is or should be and then applies the MAG *Guidelines* criteria by comparing the determined Area-type to the existing pedestrianways in the Study Area.

### ***Criteria for Pedestrians***

Pedestrian areas are measured against certain indicators in the MAG *Guidelines* to define the qualitative Level and physical Area-type they are or will become. For this Assessment, both the existing conditions and the conditions proposed by the HII *Report* will be assessed.

Definition. Pedestrian areas are defined, in the MAG region (generally within Maricopa County), according to the MAG *Guidelines* as “a location used by persons afoot, inclusive of the walkway, the roadway, and the adjacent surroundings or uses.” The 2<sup>nd</sup> Avenue Corridor is used by “persons afoot” currently, and, if developed into the area described by the HII *Report*, will be even more intensively used by pedestrians in the future.



Pedestrians Within The Corridor



Pedestrians Within The Corridor



Pedestrians Within The Corridor

Level Indicators. Pedestrian places are described as one of four physical Area-types and at three qualitative Levels. Levels refer to a range of qualitative pedestrian area characteristics, with Level 1 being the least intense and Level 3 being the most intense. Qualitative Levels are described by the combination of the following indicators:

- 1 - types of pedestrian
- 2 - trip origin
- 3 - how many pedestrians there are and the time of day they can be found
- 4 - where they are going
- 5 - level of support for pedestrians and autos
- 6 - traffic volume

Currently, the Study Area is composed of diverse land uses adjacent to the 2<sup>nd</sup> Avenue Corridor. These land uses include a mix of single-family detached homes and multi-family homes, professional offices, vacant properties, high-rise office buildings, and both surface and structure-types of parking facilities. Most of the alternatives proposed by the HII *Report*, however, include residential and mixed-use development with “a basic development strategy for the 2<sup>nd</sup> Avenue Corridor that reflects increasing intensity progressing from north to south.” (Refer to Figure 2, Land Use and Boundaries.)



Mixed Use Turfed Area



Mixed Use Decomposed Granite Area

### **1. Types of Pedestrians—Who is the Pedestrian?**

*The Neighborhood Resident.* This type of pedestrian is the local resident, often seen walking to the nearby transit stop, YMCA, or strolling the neighborhood (see Figure 3, Origins and Destinations). These people walking to and from the post office and school children walking to and from educational facilities such as Tertulia Intermediate School, Thomas J. Pappas Elementary School, Arizona Call-A-Teen (High School), Genesis Academy (Charter High School), and/or West Valley Junior High School.

The residents described for the future in the Corridor by the HII *Report* are characterized as those who want the “best in urban living” such as “... seniors, ‘empty nesters,’ successful professionals, sports and entertainment figures, and others with the means to achieve and maintain an urban lifestyle....” [page 51] These residents will likely be walking for exercise or pleasure during an extended day, with early morning and late evening trips. There is a probability that the pedestrians will be walking in pairs, and possibly small groups, but they may also be walking alone. The neighborhood residents could be pedestrians by necessity or



Neighborhood Resident Pedestrian

by choice (an Indicator Level 2 characteristic), and probably have an intrinsic sense of security within the immediate boundaries of their neighborhood (an Indicator Level 1 characteristic), but would need a sense of security provided for them beyond the boundary of their immediate neighborhood (an Indicator Level 2 characteristic). These residents and pedestrians are local (an Indicator Level 1 characteristic).

*The Restaurant/Retail Customer.* No restaurants are currently within the existing 2<sup>nd</sup> Avenue Corridor; however, many restaurants exist within the Study Area, and are identified on Figure 3. Origins and Destinations. If the 2<sup>nd</sup> Avenue Corridor develops according to the HII *Report*, there will be specialty restaurants (possibly one “upscale eatery,” one café, and a coffee shop), a “niche-market grocery store,” and other resident-serving retail businesses. The customer most likely is local and comes from within the ¼-mile radius Study Area, and especially from within the adjoining neighborhoods or office areas. These pedestrians need their destinations to be close because they may be carrying items. Customer pedestrians need secure access and places to see and be seen. A small portion of these customer pedestrians traverse the Study Area on an east/west route to Copper Square or other sections of the Phoenix downtown. Again, the customer pedestrian may be afoot during the early morning hours, throughout the day, and into the late evening hours. Varying times of day for pedestrians to be afoot is characteristic of an Indicator Level 2-type pedestrian.



Restaurant/Retail Customer Pedestrian



Employee Pedestrian

*The Employee/Office Worker.* Within the Study Area, there are several office towers and municipal buildings. These structures, densely populated with workers and visitors, will provide a source of pedestrians walking at lunch or after work to destinations such as the proposed grocery store, YMCA, or a restaurant. These people may also be crossing through the area on an east/west route and not pause within the 2<sup>nd</sup> Avenue Corridor at all. Businesses and government facilities existing within the 2<sup>nd</sup> Avenue Corridor include the Phoenix Personnel

building, Phoenix Main/AT&T and Qwest Communications building, various private law offices, Native American Connections, Inc. building, Teach for America building, O’Neil Printing, Inc. buildings, City Cleaners building, Sun Devil Auto shop, several parking structures, and numerous open parking lots designated both for

public use or by permit. (Refer to Figure 3. Origins and Destinations.) Employee/office workers will be walking at typical daytime business hours and will likely be walking in pairs or small groups. The worker pedestrian could be in the Study Area by choice or by necessity, either of which meets the characteristics of a Level 2-type pedestrian.

*The Event Patron.* There are a large number of entertainment sites and cultural centers within a short distance of the 2<sup>nd</sup> Avenue Corridor, such as the Dodge Theater, Orpheum Theatre, Patriots Square Park, entities within Copper Square, the Great Arizona Puppet Theater, Margaret T. Hance Park (Deck Park), and Trinity Cathedral. There are also numerous events throughout the year in the Study Area streets, such as Speedfest (the NASCAR event), Race for the Cure, Cinco de Mayo, LawTigers Motorcycle Mania, and many others. Event



Event Patrons

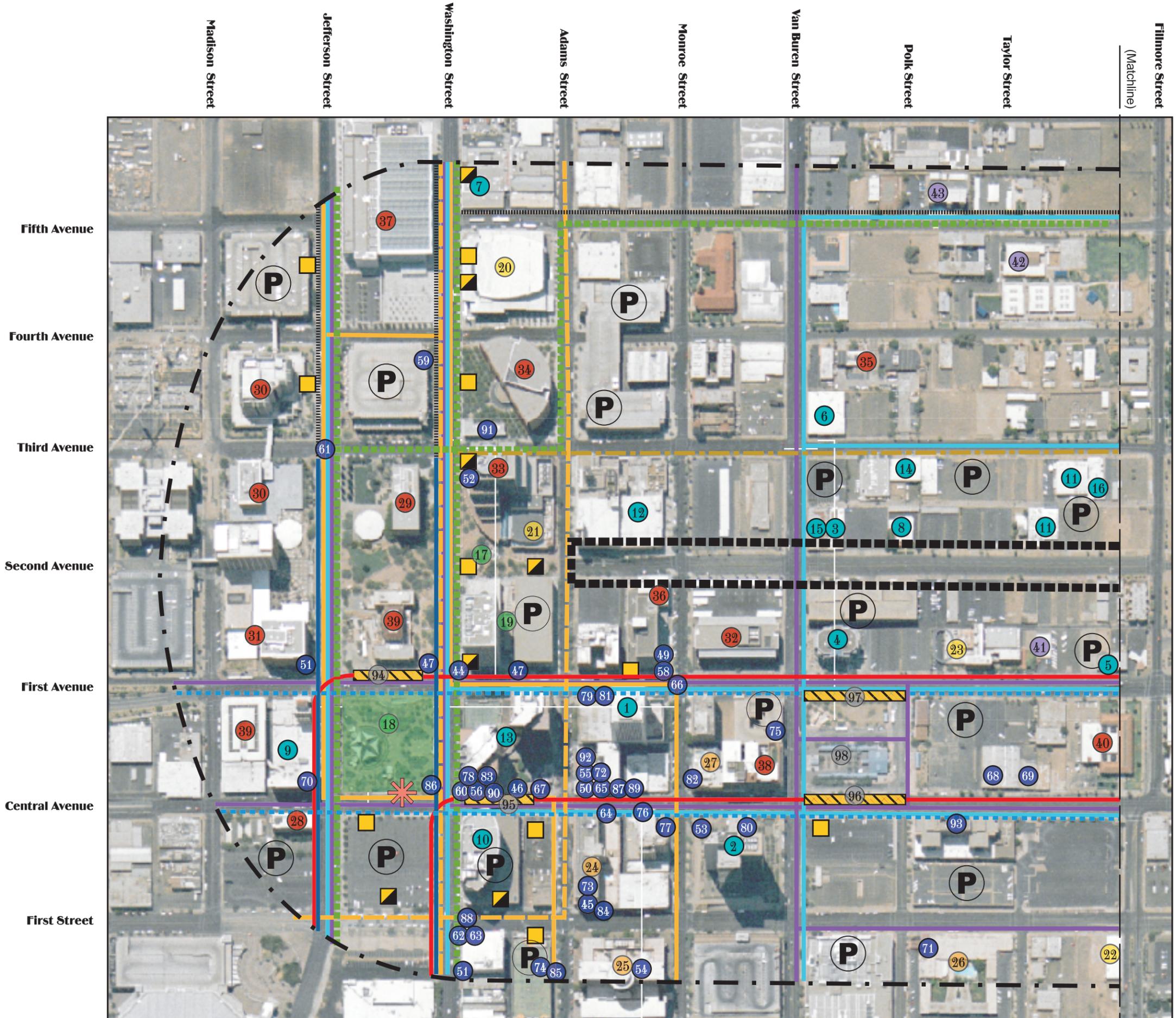
pedestrians en route to these facilities and celebrations may be a common sight, especially in the evenings and on weekends and holidays. These pedestrians are typically walking in pairs or small groups and can be residents who are local, regional, and/or from outside of the region (beyond Maricopa County). These patrons may be visiting the area for a pedestrian experience. They should feel secure because of the reputation of the Study Area, but may be further reassured by informal security such as the Copper Square Ambassadors. The event patron is characteristic of a Level 3-type pedestrian.



Student Pedestrian

*The Student.* The City Colleges Center—a student services facility for Phoenix, Gateway, Rio Salado, and South Mountain Maricopa Community Colleges that serve the greater Maricopa County—lies within the Study Area. The facility is typically open Monday through Thursday between 8:00 a.m. and 7:00 p.m. and Fridays between 8:00 a.m. and 5:00 p.m. Oftentimes evening classes are also offered at the facility, and those schedules vary accordingly. The facility primarily serves as a charter high school during the weekdays and a college-class

facility in the evenings. Students typically will be walking during the day and evening to restaurants in the area. This type of student is usually walking alone or in pairs. They will typically feel secure near their school center and less secure further away. These pedestrians indicate a Level 2-type.



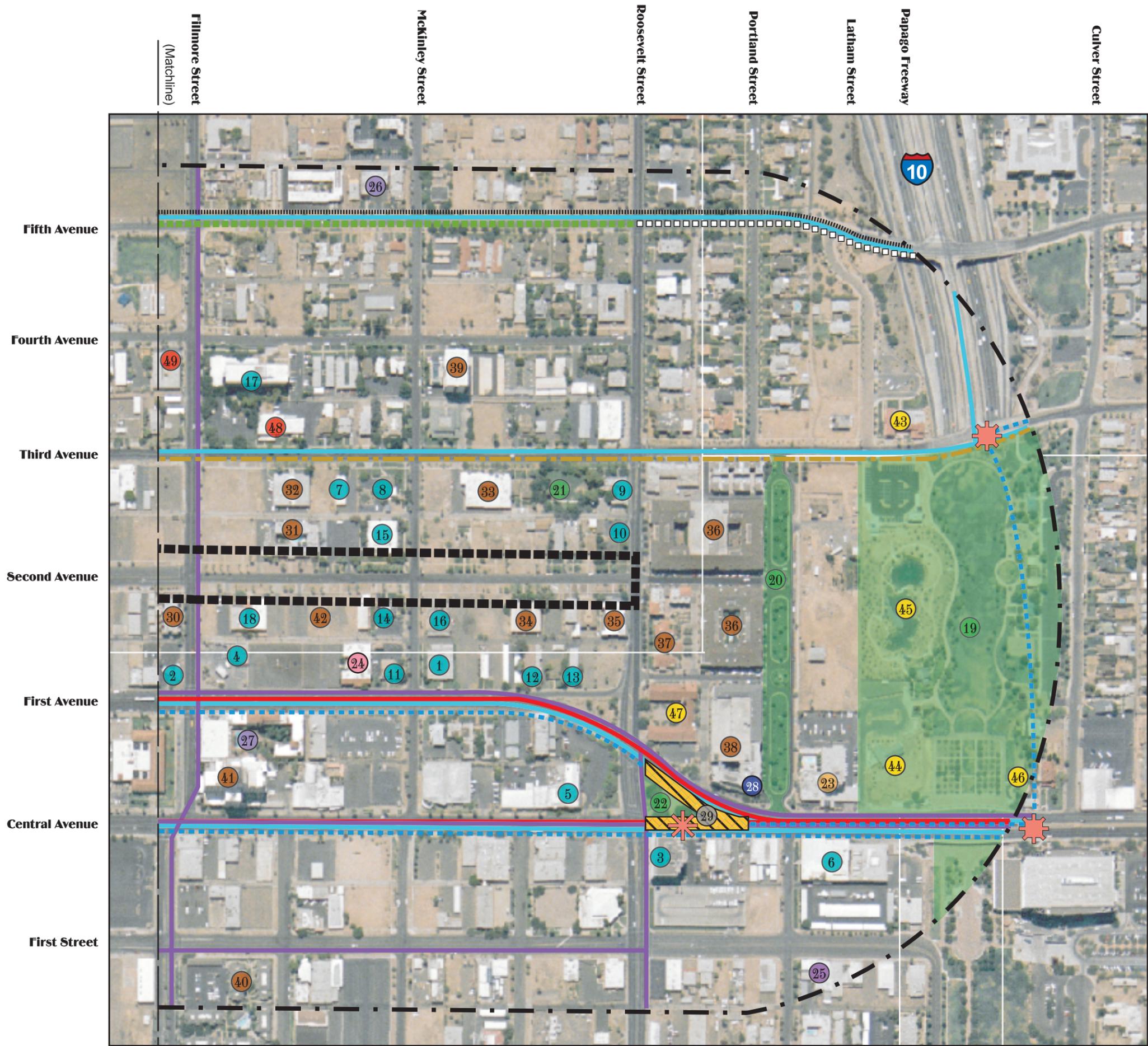
### Key

DASH Route Line (Downtown Area Shuttle)	COP Existing Bike Route
DASH Route Line (Nights, Weekends, Holidays)	COP Existing Bike Lanes
Express Route Line	Non-Designated, Popular Bike Route
Local Route Line	Phoenix Sonoran Bikeway
DASH Stop	MAG-Designated Bike Lanes
DASH Stop (Nights, Weekends, Holidays)	MAG-Designated Bike Routes on Streets
Light Rail Station Platform	Planned Landmark (Public Art)
Downtown Parking	2nd Avenue Corridor
Light Rail Alignment	Study Area

- |   |   |  |   |  |  |   |  |   |
|---|---|--|---|--|--|---|--|---|
| <ul style="list-style-type: none"> <li> Employment</li> <li>1 101 N. 1st Avenue Building</li> <li>2 Bank One Center</li> <li>3 City Cleaners</li> <li>4 Compass Bank</li> <li>5 Facsimile Service</li> <li>6 Firestone Tires</li> <li>7 KSAZ-TV Fox (Channel 10)</li> <li>8 Law Office</li> <li>9 Luhrs Tower Complex</li> <li>10 Phelps Dodge Tower</li> <li>11 O'Neil Printing, Inc.</li> <li>12 Phoenix Main/AT&amp;T &amp; Qwest Communications</li> <li>13 Renaissance Square</li> <li>14 Nova Safe Haven</li> <li>15 Sun Devil Auto</li> <li>16 Wolfe Industries</li> </ul> | <ul style="list-style-type: none"> <li> Park/Open Space</li> <li>17 Cesar Chavez Memorial Plaza</li> <li>18 Patriots Square Park</li> <li>19 Wells Fargo Plaza</li> </ul> | <ul style="list-style-type: none"> <li> Entertainment/Recreation/Cultural Institution</li> <li>20 Dodge Theater</li> <li>21 Orpheum Theatre</li> <li>22 Valley Youth Theatre</li> <li>23 YMCA</li> </ul> | <ul style="list-style-type: none"> <li> Hotel</li> <li>24 Crowne Plaza Hotel</li> <li>25 Hyatt Regency Hotel</li> <li>26 Ramada Hotel</li> <li>27 San Carlos Hotel</li> </ul> | <ul style="list-style-type: none"> <li> Public Building</li> <li>28 Barrister Building</li> <li>29 Calvin C. Goode Municipal Building</li> <li>30 Maricopa County Administration Buildings</li> <li>31 Maricopa County Court Complex</li> <li>32 Old Federal Courthouse</li> </ul> | <ul style="list-style-type: none"> <li> School</li> <li>33 Tertulia Intermediate School</li> <li>34 Thomas J. Pappas Elementary School</li> <li>35 West Valley Junior High School</li> </ul> | <ul style="list-style-type: none"> <li> Restaurant</li> <li>36 A Touch of Yogurt</li> <li>37 Adams Grill &amp; Bar</li> <li>38 Baja Fresh Mexican Grill</li> <li>39 Blimpie Subs and Salads</li> <li>40 Burger King</li> <li>41 C.D. Bymer's Deli/Cafe</li> <li>42 Café Kharma</li> <li>43 Change of Venue - A Dining Marketplace</li> <li>44 Chuy's</li> <li>45 City Hall Grill</li> <li>46 Compass Restaurant</li> <li>47 Coney Island Sandwich Shop</li> <li>48 Copper Square Café</li> <li>49 Corn Room Café</li> <li>50 Courthouse Café</li> <li>51 Crazy Jim's</li> <li>52 Duck and Decanter</li> <li>53 Ed the Hotdogger</li> <li>54 Espresso Depot L.L.C.</li> <li>55 First Watch</li> <li>56 Focaccia Fiorentina</li> <li>57 Fresh Choice</li> <li>58 Hungry Corner</li> </ul> | <ul style="list-style-type: none"> <li> Light Rail</li> <li>59 1st Avenue/Jefferson Street Station</li> <li>60 Central Avenue/Washington Street Station</li> <li>61 Central Station East</li> <li>62 Central Station West</li> <li>63 Phoenix Central Transit Station</li> </ul> | <ul style="list-style-type: none"> <li> Phoenix City Hall</li> <li> Phoenix Municipal Court Building</li> <li> Phoenix Fire Station #1</li> <li> Phoenix Personnel Building</li> <li> Sandra Day O'Connor United States Courthouse</li> <li> Security Center</li> <li> Superior Court Probate Division</li> <li> U.S. Post Office</li> <li> Jacque's Espresso</li> <li> Jungle Cabaret</li> <li> King's Cocktail Lounge</li> <li> Kirin Wok</li> <li> Krickel's Restaurant &amp; Lounge</li> <li> La Mesa Pit Barbecue &amp; Smokehouse</li> <li> Marston's Café</li> <li> Matador Mexican Food Restaurant</li> <li> Mayuri Indian Cuisine</li> <li> McDonald's</li> <li> One Stop Deli &amp; Store</li> <li> Papa Christo's</li> <li> Pita Bistro</li> <li> Privé</li> <li> Roly Poly - The Original Rolled Sandwiches</li> <li> Seamus McCaffrey's Irish Pub &amp; Restaurant</li> <li> Seven Sisters Sweet Shop</li> <li> Starbucks Coffee Company</li> <li> Steve's Grill</li> <li> Stonie's in the Park</li> <li> Subway</li> <li> Tango Teriyaki Grill</li> <li> The Downtown Deli</li> <li> Tom's Restaurant &amp; Tavern</li> <li> Walker Café</li> <li> Yoshi's Jr.</li> <li> Zoom Espresso</li> </ul> |
|---|---|--|---|--|--|---|--|---|

Figure 3-A. ORIGINS AND DESTINATIONS

2nd Avenue  
Adams Street to Roosevelt Street  
Pedestrian Enhancement Study



### Key

	Express Route Line		Phoenix Sonoran Bikeway
	Local Route Line		MAG-Designated Bike Lanes
	Light Rail Station Platform		Planned Landmark (Public Art)
	Light Rail Alignment		Planned Gateway (Public Art)
	COP Existing Bike Route		2nd Avenue Corridor
	COP Existing Bike Lanes		Study Area
	Non-Designated, Popular Bike Route		

	Employment		Restaurant
	1 Arizona Newspapers		38 Portland's
	2 Bank of America		Light Rail
	3 Canco Building		29 Central Avenue/Roosevelt Street Station
	4 Circle K		30 Multi-Family Residential
	5 KOY/KYOT/KZON Building		31 Apartment Complex
	6 KPXX-TV NBC (Channel 12)		32 Apartment Complex
	7 Law Office		33 Apartment Complex
	8 Law Office		34 Apartment Complex
	9 Law Office		35 Apartment Complex
	10 Law Office		36 Apartment Complex
	11 Law Office		37 Post Property
	12 Law Office		38 Trinity Administration and Bishop's House
	13 Law Office		39 Post Property
	14 Law Office		40 Embassy Condominiums
	15 Native American Connections, Inc.		41 St. Croix Villas
	16 Occupational Medical Clinic		42 Westward Ho (Retirement)
	17 Salvation Army Phoenix Silvercrest		43 SoHo Development
	18 Teach for America		44 Entertainment/Recreation/Cultural Institution
	19 Park/Open Space		45 Great Arizona Puppet Theater
	20 Margaret T. Hance Park (Deck Park)		46 Irish Cultural Center
	21 Portland Parkway		47 Japanese Garden
	22 Roosevelt Historic Mini-Park		48 Railroad Museum
	23 Sweet Acacia Park		49 Trinity Cathedral (Cathedral Center for the Arts)
	24 Hotel		48 NAC Transitional Home
	25 Best Western Executive Park Hotel		49 NAC Transitional Home
	26 Higher Education		
	27 City Colleges Center		
	28 School		
	29 Arizona Academy of Science and Technology (Charter High School)		
	30 Arizona Call-A-Teen (High School)		
	31 West Valley Junior High School		
	32 Genesis Academy (Charter High School)		

Figure 3-B. ORIGINS AND DESTINATIONS

2nd Avenue  
Adams Street to Roosevelt Street  
Pedestrian Enhancement Study

*The Hotel Guest.* Several hotels exist within the Study Area such as the Crowne Plaza, Hyatt Regency, Ramada, San Carlos, and Best Western-Executive. Pedestrians of this type usually walk short to medium distances and either by choice or necessity, and are definitely visitors and may be tourists (out of region). They may (or may not) have arrived by car but be out for an evening stroll or going to a restaurant. They are usually walking in pairs or in large groups (convention-goers). A feeling of security and wayfinding assistance will be important to their willingness to venture afar. These are indicators of Level 3 Types.



Hotel Pedestrian

#### Pedestrian Type – Summary.

Generally, the types of pedestrians in the 2<sup>nd</sup> Avenue Corridor are, and will be, characteristic of the Level 3-type pedestrian (moderately intense), according to the MAG *Guidelines* criteria and the conditions proposed by the HII *Report*.

### **2. Trip Origin—Where Do the Pedestrians Come From?**

*Trip Origins.* Local, regional, or outside the region (beyond Maricopa County limits) origins are paired with destinations, and where pedestrians are from is tied to where they are going. Local destinations such as retail/market shopping, fast-food restaurants, and schools indicate that the pedestrian is coming from a walkable distance and is local. These are indicative of a Level 1 pedestrian area. Destinations such as community recreation, parks, transit hub, professional offices, post offices, community center, and mixed-use commercial can serve both local and regional populations and are indicative of a Level 2 area. Finally, within the 2<sup>nd</sup> Avenue Corridor study area there are, or will be, financial institutions, public buildings, cultural and celebratory events, and specialty shopping that will attract people from local, regional, and other counties and beyond, that fit a Level 3 area.

Based on where pedestrians will be drawn from, the 2<sup>nd</sup> Avenue Corridor can be classified as a Level 3 area.

### **3. Quantities of Pedestrians—How Many Pedestrians Are There and When Are They There?**

*Not Measured.* Pedestrian intensities were not measured. However, anecdotal information provided by the Core Group suggests that pedestrians in the residential portion of the Corridor north of Fillmore Street, are primarily daytime users, are numerous on weekday mornings and on weekends, and can be found at all times of day in large numbers closer toward Adams Street.



Pedestrian in Cesar Chavez Plaza

This would suggest a range from a Level 2 to a Level 3 area.

### **4. Flow and Travel of Pedestrians—Where Are the Pedestrians Going?**

Pedestrians are (or will be) traveling to places of required attendance such as to work at the U.S. Courthouse, AT&T and Qwest Communications building, and to obtain basic necessities from the future market, each of which is a Level 1 indicator. At Roosevelt Square and Portland Parkway, they will be walking for social interaction and recreation, which is a Level 2 indicator. Pedestrians will be attracted to the Corridor near Adams Street because there's something special to see and do, such as attending the Orpheum Theatre and visiting the Cesar Chavez Memorial Plaza, which are Level 3 type areas.

This would suggest a range from a Level 2 to a Level 3 area.

### **5. Level of Support for Pedestrians—What Mode of Transportation is More Important?**

In most of the 2<sup>nd</sup> Avenue Corridor, pedestrians and vehicles are equal in importance, a Level 1 indicator. In a few areas, especially the parking areas, the auto takes precedence as evidenced by the high number of driveway interruptions to the existing sidewalks.

Generally, the parity in support facilities for pedestrians and vehicles indicates a Level 1 area.

### **6. Traffic Data**

*Traffic Volumes.* Traffic volumes have not been measured, but are probably low, (MAG *Guidelines* indicate under 8,000 average daily traffic [ADT] is considered low), due to the fact that 2<sup>nd</sup> Avenue is not a through street. Significant vehicular traffic is directed around the 2<sup>nd</sup> Avenue Corridor in a north/south pattern along 1<sup>st</sup> and 3<sup>rd</sup> Avenues, but does not, and will not, run directly through the 2<sup>nd</sup> Avenue Corridor. Traffic volume information is available for streets that cross through the 2<sup>nd</sup> Avenue Corridor, namely, Adams, Fillmore, and Van Buren Streets. The estimated traffic volumes at these intersections with 2<sup>nd</sup> Avenue are the following: Adams Street/2<sup>nd</sup> Avenue – 17,200 vehicles per day (VPD), Fillmore Street/2<sup>nd</sup> Avenue – 11,600 VPD, and Van Buren Street/2<sup>nd</sup> Avenue – 20,900 VPD. (*City of Phoenix*. 2002. "Grid Stat Summary by Selected Grids for

All Subjects.” June 30. (<[http://www.ci.phoenix.az.us/haht-bin/hsrun/payf/CRIMGRIDP/StateId/SPaHQH8jYINjdX54svPR9K8Y3od\\_s\\_VTKZ/HAHTpage/HS\\_selectReport](http://www.ci.phoenix.az.us/haht-bin/hsrun/payf/CRIMGRIDP/StateId/SPaHQH8jYINjdX54svPR9K8Y3od_s_VTKZ/HAHTpage/HS_selectReport)> [August 14, 2002]).

*Pedestrian Accident Data.* A search of police accident data for the three-year period 1999 through 2001 found only one pedestrian/vehicle crash within the 2<sup>nd</sup> Avenue Corridor. The collision occurred at Adams Street on November 5, 2001, at 9:16 p.m. and involved an eastbound pedestrian who was hit by a northbound hit-and-run motorist. The injuries to the pedestrian were not serious.



Vehicle

This traffic data indicate a Level 3 area.

#### Level Classification of 2<sup>nd</sup> Avenue Corridor Pedestrian Area.

Indicators such as pedestrian intensities, relationship of the pedestrian to vehicles on 2<sup>nd</sup> Avenue and side streets such as Fillmore and McKinley, types of pedestrians, trip origins, and flow of pedestrians, all indicate that the study Corridor is currently a Level 2. The portion of the Corridor closer to Adams Street has several Level 3 indicators, but a full range of facilities does not support the pedestrian. If the future streetscape is built, pedestrians will have parity with vehicles and, with careful planning, may have precedence. Therefore, a goal of achieving a Level 3 pedestrian facility in the entire 2<sup>nd</sup> Avenue Corridor is recommended.

#### Areas.

Physical types of pedestrian areas are based on the mix of land uses and development densities adjacent to the pedestrian paths, expressed as Neighborhood, Community, Campus, and District.

Neighborhood areas are typically single use and of low density. Because the Study Area has some existing residential portions and is zoned for medium-density residential, and because the *HII Report* recommends intensive residential development as well as retail and entertainment, the majority of the pedestrian area is of the Community type (*MAG Guidelines*), for both the current and proposed type of development:

Community is a low to medium intensity area. The majority of pedestrians originate from and travel to residential areas, while other pedestrians may originate from and travel to small employment centers such as doctor's offices and a variety of retail services which serve the surrounding area. (page 9)

South of Fillmore Street, the Study Area borders on a District type of area, with a wide variety of land uses and intense development, because of the proximity of entertainment centers such as the Orpheum Theatre and large office towers such as City Hall and Wells Fargo Plaza. Second Avenue, from Fillmore Street to Adams Street, will be evaluated using the “District” criteria.

District areas are medium to high-density areas with a wide variety of land uses having regional appeal. Origins and destinations in a District should include a combination of employment, retail, and residential.

### **Characteristics of a Level 3 – Community Pedestrian Area (Fillmore Street to Roosevelt Street)**

Using the definitions for the Community Pedestrian Area type and Level 3 intensity, the following characteristics are present or absent.

*Land Uses existing or proposed for 2<sup>nd</sup> Avenue Level 3 – Community Corridor:*

- Medium to high density, greater than 15 units per acre.
- Medium-sized community core with a tourist component.

These uses are currently proposed in the majority of the Corridor.

*Activity Generators existing or proposed for 2<sup>nd</sup> Avenue Level 3 – Community Corridor:*

- single-family/multi-family residential
- retail/market shopping
- community or regional recreation (YMCA and Hance Park)
- community entertainment facilities
- parks
- professional offices
- public buildings
- mixed-use commercial
- banks
- destination restaurants
- theaters
- post office
- district recreation
- open space



YMCA

*Activity Generators not present or proposed for 2<sup>nd</sup> Avenue Level 3 – Community Corridor:*

- trails
- museum
- library
- community center
- specialty shopping
- stadium

*Typical pedestrian nodes present in the 2<sup>nd</sup> Avenue Corridor for Level 3 – Community:*

- transit stops
- shop entries
- postal boxes
- walkway intersections
- patios and courtyards
- recreation centers
- entries to public and private buildings
- park entries



Phoenix Central Transit Station

*Typical pedestrian nodes not present or proposed in the 2<sup>nd</sup> Avenue Corridor or a Level 3 – Community:*

- trailheads
- churches

*Speed limits and Intensity of Traffic for a Level 3 – Community:*

The MAG *Guidelines* identify 30,000 vpd, and 35 miles per hour (mph) for a Level 3.

In the 2<sup>nd</sup> Avenue Corridor, the total vpd is lower than 30,000, and the posted speed limit is 25 mph.

### ***Characteristics of a Level 3 – District Pedestrian Area (Fillmore Street to Adams Street)***

Using the definitions for the District Pedestrian Area type and Level 3 intensity, the following characteristics are present or absent:

*Land Uses existing or proposed for 2<sup>nd</sup> Avenue Level 3 – District Corridor:*

- Currently proposed in the majority of the Corridor.
- Major regional and tourist destinations, larger community central business districts.

*Activity Generators existing or proposed for 2<sup>nd</sup> Avenue Level 3 – District Corridor:*

- multi-family residential
- retail
- office
- district recreation
- trails
- mixed-use commercial
- government and public buildings
- university/colleges
- specialty retail
- tourist facilities (in the MAG document a tourist is one from outside the MAG region visiting for pleasure, culture or business)

*Activity Generators not present or proposed for 2<sup>nd</sup> Avenue Level 3 – District Corridor:*

- stadium
- park

(But both of these uses are fairly close and well connected by transit within walking distance).

*Typical pedestrian nodes present in the 2<sup>nd</sup> Avenue Corridor for Level 3 – District Corridor:*

- entry to the post office
- entry to government agencies
- social institutions
- transit stops
- plazas
- urban parks and mini-parks
- street intersections (enhanced)

*Typical pedestrian nodes not present or proposed in the 2<sup>nd</sup> Avenue Corridor or a Level 3 – District Corridor:*

- cultural buildings

*Density typical of Level 3- District Corridor as proposed:*

Medium to high greater than 6 density units per acre, greater than 0.8 floor to area ratio.

In the 2<sup>nd</sup> Avenue Corridor, the typical density is proposed to be greater than 6 units per acre.

*Speed limits and Intensity of Traffic for a Level 3 – District Corridor:*

Traffic 5,000 to 15,000 vpd.

Speed limit 25 mph.

In the 2<sup>nd</sup> Avenue Corridor, the total vpd is lower than 15,000, and the posted speed limit is 25 mph.

The next section of this Assessment uses the MAG *Guidelines* as a checklist for the policy and design guidelines criteria required while noting the current findings within the Study Area and Corridor. This information concludes with recommendations for improvements for pedestrian comfort and safety.

## APPLYING POLICIES

The assessment of the Study Area concludes that a Level 3 – Community Area and District Area pedestrian support system should be the goal. The assessment now turns to generating specific policies and design guidelines for the 2<sup>nd</sup> Avenue Corridor. The Corridor boundaries are specifically within the right-of-way and immediately adjacent to North 2<sup>nd</sup> Avenue, between West Adams Street and West Roosevelt Street, including intersections of cross streets.

Identifying locations for pedestrian support programs and delineating policies that would be required for a successful pedestrian environment in the 2<sup>nd</sup> Avenue Corridor are discussed in reference to the designated level of the Corridor – Level 3. The existing pedestrian route and pedestrian facilities are compared to the MAG *Guidelines* criteria. The criteria fall into two major divisions: policies and design guidelines. In this Assessment, the existing planning precepts are compared to the policy requirements in the MAG *Guidelines* in the following categories: security, planning, priority of implementation, community participation, and pedestrian education.

Second Avenue, from Fillmore Street to Adams Street, will be evaluated on the “District” criteria, and Fillmore Street to Roosevelt Street will be evaluated on the “Community” criteria.

The *criteria* as stated in the MAG *Guidelines* document are shown in italics, the findings are shown as regular type, and **recommendations** are shown in bold.

### ***Policy Category – Security***

The local, visitor (from within the region), and tourist (from outside of the region) pedestrians need to feel secure and to perceive that the 2<sup>nd</sup> Avenue Corridor is a safe place to be. In general, if they don't feel secure, they won't return and might not even come in the first place.

## COMMUNITY AND DISTRICT – SECURITY

*Criteria:*                    ***Establish regular car patrols by police or sheriff. Provide police on horseback, foot, and/or bicycle. Establish and encourage neighborhood block watch programs and/or community and district-based policing. Reinforce police and sheriff presence with private security as warranted.***  
***Add officers on foot at peak pedestrian times. Establish a small storefront or mobile station in the pedestrian area.***

*Findings:*                Crime Reports. The 2<sup>nd</sup> Avenue Corridor lies within the Phoenix Police Department's Central City Precinct, Beat 513. Crime summaries are reported in two different ways: namely, by Beat (actual patrol boundaries) and by Grids (geographic city areas). Crime summary statistics reported by Grid relay a more localized report of the 2<sup>nd</sup> Avenue Corridor than the crime summary by Beat. The 2<sup>nd</sup> Avenue Corridor is within the BA27 and BB27 Grids. Grid BA27 is bounded by Van Buren Street on the north, Buchanan Street on the south, Central Avenue on the east, and 7<sup>th</sup> Avenue on the west. Grid BB27 is bounded by Roosevelt Street on the north, Van Buren Street on the south, Central Avenue on the east, and 7<sup>th</sup> Avenue on the west.

Crime summary statistics for the reporting period between January and June 2002 for Grids BA27 and BB27 combined are 48 violent crimes (homicide, sexual assault, aggravated assault, and robbery), 219 property crimes (burglary, theft, auto theft, and arson), and 63 drug crimes. The police report that most crimes in the area are alcohol and trespassing related, and that panhandlers around the Cesar Chavez plaza have been noted to be more aggressive than in the past.

The City of Phoenix Police and Public Safety Building, located on Washington Street, is less than ½-mile from the 2<sup>nd</sup> Avenue Corridor. Residents report a 5-minute response time, and that crime rates have been declining. Phoenix Police patrol the area on foot and bicycle from Hance Park across Roosevelt Historic Mini-Park three times per night. At the north end of the site, along Roosevelt, there is a City of Phoenix Police Substation (see Figure 3. Origins and Destinations), which increases police visibility in the area.



Patrolling Security

The police department requests the continued cooperation and communication between officers and the community. The department has found that when their officers patrol on bike and horseback in the area, pedestrians and citizens are more apt to approach and communicate with the officers. The example of Battery Park in New York City was given as an example of bringing people and vitality into an urban downtown, and could be a model of sorts to follow in the Phoenix area.

Phoenix Fire Station #1 is also within the Study Area, on 4<sup>th</sup> Avenue near Van Buren Street.

In addition to City of Phoenix police patrols, there are private patrols by bicycle-riding security forces hired by the YMCA, the Compass Bank, and the Bank of America Building.



Example of Local Security

The Abbey Block Watch Program and the Roosevelt Action Association Block Watch are both involved in the area.

The Orpheum Theatre is presently considering having a doorman to deter aggressive panhandling in their plaza.

The Copper Square Ambassadors circulate within the Copper Square boundaries on bicycle and on foot between 6:30 a.m. and 8:00 p.m. every day unless there is an event, in which case the hours are extended to 11:00 p.m.

There is a significant homeless/transient population in the area that occasionally panhandles from pedestrians or inhibits pedestrian actions. There are several operating shelters in the Study Area (see Figure 3. Origins and Destinations) that are origins.

**Recommendations:**

**Continue regular car, bike, horseback and foot patrols by Phoenix police, Block Watch, private security at the YMCA, and bank security forces.**  
**Continue direct communication with police such as the focus groups.**  
**Establish a liaison for all security groups within the area for information exchange and patrol overlaps.**  
**Encourage manned building security, such as doormen, for high-end mixed-use residential developments.**  
**Continue to publicize improving crime rates to potential buyers and developers.**

*Criterion:*

*Eradicate graffiti on a consistent basis.*

*Finding:*

Our physical survey found no graffiti visible along the Corridor. The Copper Square Ambassadors are part of the graffiti removal process.

**Recommendation:** Continue the current system of graffiti eradication/prevention.

*Criterion:* Provide emergency telephones at 1000-foot intervals or at nodes/gathering places.  
*Finding:* The site inventory revealed no public pay phones or emergency phones within the Corridor.

**Recommendations:** As pedestrian numbers increase and properties infill, provide direct police phone lines for added security if crime statistics remain unacceptable. This could be in the form of emergency buttons at doorways such as those used at the Capitol.

### ***Policy Category – Planning***

Planning policy is necessary to encourage or allow pedestrian areas to develop or renovate. Concerns such as neighborhood character, and scale of development, which shape infrastructure during the planning phase of a project, are discussed here.

## COMMUNITY AND DISTRICT – PLANNING

*Criteria:* Establish a process to reinforce the existing character of the pedestrian area and its surroundings. Identify what residents or tenants find most appealing about the area and preserve it through special district CC&Rs or other policies.

*Finding:* South of Roosevelt Street there are existing design guidelines provided by the COP Neighborhood Services Department Historic Preservation Office that regulate structures within the Roosevelt Historic District to aid in the preservation of those properties. (*General Design Guidelines for Historic Properties*, 1996.) In the Downtown Core district south of Fillmore Street (*Downtown Phoenix Specific Plan*, 1991) there are also extensive guidelines on intensity/density of development and types of land uses. The Post properties and proposed new residential property (SoHo Lofts) were/are regulated through the Urban Residential District. Other overlapping boundaries may have similar guidance or may be outdated or contradictory.

Owner-occupied, market rate, medium-density mixed-use development is the preferred buffer between the Downtown Core and the residences. Medium-scale mixed-use (pedestrian-oriented retail below, residential above) is preferred.

The preference is also for inclusion of many housing types, with a range of high-income to low income.

**Recommendations:** Continue applying existing guidelines consistently to new development and renovations.

Continue existing collaborative review process of proposed developments. Establish guidelines, budget, and schedules for new and renovation work within the right-of-way. Obtain Council approval.

Study existing zoning and overlay district regulations for contradictions and gaps.

Establish regular lines of communication between resident/owners and enforcement bodies.

Reinforce Copper Square materials, development types, and guidelines in the right-of-way.

Develop a character guideline that respects the historical precedent for the Community area (north of Fillmore Street) in the right-of-way.

*Criterion:* Encourage development of a compact walking-scale district served by a pedestrian area and clustered neighborhood facilities, rather than allowing large, single-use retail developments to occur at the fringes of the community.

**Finding:** Regulation against large, single use retail developments are codified in the existing zoning overlays for the area. However, it was pointed out that “big-box” uses such as Home Depot and Target are developing prototypes for a denser type of footprint, with several levels of retail and underground parking. The forthcoming TOD overlay regulations also discuss this possibility.

**Recommendation:** **Endorse transportation oriented development (TOD) ideas when approved and interface this set of policies and guidelines with the TOD as a joint ordinance.**  
**If appropriate, allow for nontraditional big-box, mixed-use retail development (south of Fillmore Street) in the right-of-way.**

*Criteria:* *Establish cohesive architectural guidelines to guide site development and site planning. Use street trees and palms, architectural lighting, signs, furnishings, and paving to establish or emphasize theme.*

**Finding:** These have not been established for public right-of-way.

**Recommendation:** **Conduct community/stakeholder outreach to establish theme or character. NOTE: This policy is part of the purpose of this funded study and project and will be a phase in the establishment of this character development. Obtain Council approval.**

*Criteria:* *Establish building height to preserve and define view corridors.*

**Finding:** From the Corridor, there is currently a view to Portland Park on the Post Property at the northern end of the 2<sup>nd</sup> Avenue Corridor. Another view exists to the pedestrian plaza associated with City Hall and the Orpheum Theatre. There are no valued views east/west.

Owner-occupied buildings of two to three stories are currently envisioned for the Community portion (north of Fillmore Street) of the Corridor, with new projects encouraged to build closer to the street in the transition block only. They are required to do so if located within the Urban Residential District (URD); however this requirement can conflict with historic property guidelines if the property is also within the URD. A developer will be building a second phase on the other side (north) of the Post properties that would effectively block views to Hance Park.

**Recommendation:** **Maintain a view corridor in the District portion (south of Fillmore Street) for the Orpheum Theatre on its north side. This should not conflict with current ordinances or regulations.**



Orpheum Theatre View Corridor

*Criterion:* *Cluster commercial buildings so as to maximize the pedestrian connections between uses.*

**Finding:** This is well covered in the existing zoning overlays.

**Recommendation:** **None.**

*Criterion:* *Discourage turn lanes and right-turn-on-red on streets within a pedestrian area.*

**Finding:** There is a signalized intersection at Van Buren Street. There are no right or left-turn lanes along Van Buren or any other east/west cross street at 2<sup>nd</sup> Avenue. Similarly, no turn lanes exist along 2<sup>nd</sup> Avenue.

**Recommendations:** **Maintain traffic signal on Van Buren Street. Establish four-way stops on all east/west street intersections rather than use stoplights.**

**Maintain that there be no right- or left-turn lanes along the Corridor, or at the cross streets onto the Corridor.**

**Criterion:** *Ensure that building setbacks vary no more than 20 percent from the edge of the pedestrian route.*

**Finding:** Within the historic district north of Fillmore Street (Community Area), many of the structures are single-family residential in design and are set back more than 20 feet in some cases from the right-of-way. NOTE: It was expressed by City personnel that matching setbacks and stair-stepping heights may be appropriate north of McKinley Street. Also, rezoning has just been approved for Soho Lofts for a ten-story building on the front property line. There is one historic structure to the north that is set back farther, but the other buildings are one- or two-story apartment or office buildings of more recent construction. Future development will likely be three-story, or higher, and built closer.

**Recommendations:** South of Fillmore Street (District Area), building setbacks are zero, like the Post Properties development. To encourage a more urban setting, the Zoning Ordinance calls for a “build to” toward the right-of-way, rather than a setback.

**New building construction should be adjacent or close to the edge of the sidewalk in the District Area (south of Fillmore Street), and developers should be encouraged to vary setbacks within range, depending on the use.**



Example of Zero Setback



Post Properties at Roosevelt Street

**The boundary of right-of-way and private space should have continuity in the District Area (south of Fillmore Street), by having paving types and patterns blend with each other. Match setbacks to those of existing historic properties in the Community area (north of Fillmore Street); may need to clearly define where public/private space ends (at the right-of-way). Conduct a case-by-case study on setback requirements between Fillmore and McKinley Streets (the transition block).**

**COMMUNITY – PLANNING**

**Criterion:** *Survey amounts and types of pedestrians to gauge whether crossing time is adequate at signalized intersections.*

**Finding:** No survey of pedestrians has been done. However, it is expected that all types and abilities of pedestrians will be in the Corridor in the future, and crossing times must ensure adequate time for even the slower moving pedestrian in a north/south and east/west direction. There exists only one signalized intersection within the Corridor, located at Van Buren Street. Crossing time was 15 seconds across Van Buren Street, and 20 seconds across 2<sup>nd</sup> Avenue. All other intersections are two- and four-way stops. Crossing times were adequate for the current and expected numbers of pedestrians.

**Recommendations:** **Establish four-way stops on all east/west street intersections rather than stoplights. Leave signaled crossing time as it is until substantial pedestrian use warrants programming more time at the Van Buren Street signal for pedestrians to clear the corner.**

Install “countdown” types of signal timing indicators (40 second crossing time limit).



Traffic Signal at Van Buren Street



Countdown Feature

**Criterion:** *Develop a specific plan that defines the character of the area and guides its development.*

**Finding:** The HII *Report* discusses appropriate development and character. A portion of the Community Area (north of Fillmore Street) falls within the Roosevelt Historic District, which is part of two boundaries: 1) the NRHP regulated by the SHPO, and 2) the City of Phoenix’s Roosevelt Historic District which is separate from the Special Conservation District, and is defined by the HP zoning overlay. The HP overlay supports historic elements such as the landscape, walks, WPA stamps, and curbs and gutters be as they were on the original plat map.

A workshop process was also used to establish “Roosevelt Reinvented,” a guideline for the Roosevelt Neighborhood area that includes recommendations for 2<sup>nd</sup> Avenue as a “linear park” linking the downtown area to Hance Park. Site character is defined by the turf areas, palm trees at the street edge, setbacks, landscape buffers between the sidewalk and the curb, and non-corner, right-angle crossings at intersections.

**Recommendations:** **Conduct a public outreach to define a character theme for the Community Area (north of Fillmore Street) that preserves historic resources.**  
**Apply vision for character to the right-of-way development.**  
**Research the historic plat map for restoration information.**  
**Establish a pedestrian-friendly open space that joins the Downtown Core to Hance Park. NOTE: These policy items are part of the purpose of this funded study and project, and will be a phase in the establishment of this open space and character development.**

**Criterion:** *Ensure a high proportion of openings in the building façade (as opposed to blank walls).*

**Finding:** Although existing buildings in the southern end of the project such as the Phoenix Main/AT&T Communications building, Phoenix Personnel building, and two parking garage structures have few openings, the current zoning documents support a high proportion of openings.

**Recommendations:** **Enforce existing zoning requirements for the Downtown Core for new and renovated buildings.**  
**Encourage adding openings or other visual interest/animation on existing buildings that do not have a high proportion of openings in the building facades of the Phoenix Main/AT&T Communications building, Phoenix Personnel building, and two parking garage structures.**

**Criterion:** *Encourage sidewalk vendors such as newsstands, and food and craft carts to supplement existing retail.*

**Finding:** Sidewalk vendors visible from the street are not allowed north of Van Buren Street. There are some exceptions for flower sales at major street corners. NOTE: City personnel expressed some reservation about allowing permanent vendors to

locate along the sidewalks because the sidewalks can be completely blocked unless vendors are located where sidewalks are quite wide such as south of Van Buren Street. This has had broad implications elsewhere and can bring its own set of issues as those involved with downtown vending know. It can also create issues with restaurants operating on private property adjacent to the sidewalk. Vendors for special events are a different issue and could work with street closures or other planned activities.

**Recommendation:**

**Consider revising the current sidewalk vendor requirement to allow special event vendors in the historic portion of the Community Area (north of McKinley Street); allow special event and temporary vendors in the transition portion of the Community Area (between McKinley and Fillmore Streets); and continue to allow sidewalk vendors as currently allowed in the District Area (south of Fillmore Street). Sidewalk vendors should be located specifically within the “node” portions of the sidewalk, and should not interfere with the clear walkway width of any sidewalk.**



Temporary Sidewalk Vendor

**Supply temporary use electrical plug-ins in the right-of-way for vendors.**

*Criterion:*

*Encourage a broad range of land uses.*

*Finding:*

The HII Report encourages a broad range of land uses.

**Recommendation:**

**Endorse the three land use types recommended in the HII Report, i.e., 1) Low-density, Multi-Family Residential (between Roosevelt and McKinley Streets); 2) Medium-Density, Mixed-Use Residential (between McKinley and Polk Streets), and 3) High-Density, Large-Scale Mixed-Use (between Polk and Adams Streets).**

**Encourage private development within the Corridor to be viable for the mixed-use zoning category with pedestrian-scale features that allow for “festival-type” commercial elements along with residential components.**

**DISTRICT – PLANNING***Criterion:*

*Require primary retail entrances to front onto pedestrian routes.*

*Finding:*

There is currently limited retail on the 2<sup>nd</sup> Avenue Corridor.

**Recommendation:**

**Provide policies or stipulations that retail entrances should front onto pedestrian routes. The transportation oriented development (TOD) overlay may require/recommend this criterion.**

*Criterion:*

*Cluster buildings to maximize the pedestrian connections between uses.*

*Finding:*

Due to the Study Area’s location, there are nearby areas that have adequate clusters of pedestrian generators. However, there are several areas that need intermediate uses between generators, as well as general infill. As the Study Area exists, there is an overabundant number of surface parking lots and vacant lots, adjacent to historically significant structures. These areas are ideal for the implementation of small retail and service-oriented business clusters as part of a mixed-use development, such as recommended in the HII Report. Connections need to be made between such clusters of retail to establish a rhythm along the Study Area. The multi-use development at the north end of the site, along Roosevelt Street, is a good example of redefining a neighborhood and developing a sense of community.

The HII Report endorses building clusters and uses that would maximize pedestrian connections.

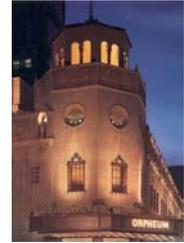
The TOD overlay will not require this criterion; whether or not future plans may, is

to be determined at the time any plan may be developed.

**Recommendations:** **Look for and encourage private uses in existing parking lots, such as flower and bake sales.**  
**Encourage clustering of buildings to maximize pedestrian connections between uses.**

*Criterion:* *Locate cultural institutions such as museums in the District within walking distance of one another.*

*Finding:* There are many cultural institutions in the Study Area, such as the Japanese Garden and Irish Center in Hance Park, the Orpheum Theatre, Trinity Cathedral Center for the Arts, the Great Puppet Theater, and the Railroad Museum. There are none recommended by HII *Report* or planned in the Corridor.



Cultural Institution

**Recommendation:** **None.**

*Criterion:* *Infill or establish temporary uses on vacant properties.*

*Finding:* Parking is the use on most non-built parcels. New surface parking lots not attached to any business are not allowed in the Downtown Core district and are proposed to require a use permit in the TOD district.

**Recommendation:** **Continue to allow existing parking as a temporary use on vacant parcels or provide more enlivening uses on the vacant parcels to provide some activity. Enforce dust control requirements.**

*Criterion:* *Reinforce values of community through monuments and art, and interpret features of the area.*

*Finding:* The HII *Report* streetscape provides areas for art and monuments. Current art in the study area includes water main hatch covers (by Michael Maglich at City Hall and others), Phoenix Municipal Court Plaza (by Brad Goldberg, paving and layout), Public Employee Memorial (by Otto Rigan at City Hall).

Artlink, Inc. was founded as a non-profit corporation (1988) that brings artists, the public, and businesses together for events each season involving hundreds of artists from cities throughout the state to the downtown Phoenix area. Such downtown Phoenix art events sponsored through Artlink, Inc. include: First Fridays, Annual Art Detour Exhibit, Publicity Workshops, First Mondays, Poetry in the Park, Juried Exhibition, Mystery Gallery, and private receptions.

**Recommendations:** **Encourage development of temporary (periodic art show, special event, festival, and/or sidewalk art vendor) and permanent (annual special events, corridor-wide theme) art and monuments in the streetscape in the District and Community Areas.**

**Interpret existing and former historic aspects of the Corridor such as the Orpheum Theatre and the historic properties/neighborhood.**

**Establish a liaison and program with the Phoenix Arts Commission.**

*Criterion:* *Length of store should be no greater than 35 feet in clustered, street frontage retail areas to create pedestrian retail scale.*

*Finding:* Limited retail exists in the Corridor; however, the HII *Report* recommends “mixed use retail.”

The TOD overlay will not require this criterion; however, the initial draft proposal taken through the public process will propose that lots within 500 feet of a station have 75 percent of their lot frontage built upon, and for lots within 500 to 2,000 feet of a station their frontage should have a minimum 65 percent of lot built upon.

**Recommendation:** **Retail and all development along the Corridor in this District Area (south of Fillmore Street) should be encouraged to have a length of no greater than 35 feet without openings (windows), or to create pedestrian access (doors) at this spacing.**

**Criteria:** *Require transparent windows with sunshade to allow interior vitality to be visible from the outside. Prohibit reflective glass along the walkway.*

**Finding:** No stores exist in the Corridor; however, the HII Report recommends “mixed-use retail.” The Downtown Core district (south of Fillmore Street) standards permit a maximum of 20 percent reflectivity.

**Recommendation:** **Retail and all nonresidential first floor development along the Corridor in this District Area (south of Fillmore Street) should be required to have transparent windows.**

**Criterion:** *Require interpretive signs and walking tour brochures.*

**Finding:** Both currently exist for Copper Square. There is also a publication, for the Historic Homes Walking Tour.

**Recommendations:** **Work together to include the entire Corridor in existing brochures.**

**Conduct study with adjacent stakeholders on what to celebrate or educate out-of-area visitors about what is important in the Corridor.**

**Provide interpretive sign package design guidelines.**



Phoenix Point of Pride

**Criterion:** *Provide guidance sign access from interstate transportation systems such as freeways and airports.*

**Finding:** Nearby district destinations, although not specifically this Corridor, are well advertised on the I-10 and I-17 freeways. No airport destination information for the adjacent District was visible.

**Recommendation:** **No recommendation is given for interstate transportation guidance signs on freeways. When appropriate development is in place, coordinate with tourist agencies, and car rental and hotel information mapmakers to include this Corridor as a destination place.**

***Policy Category – Priority of Implementation***

To begin an area plan for pedestrians, first, learn about potential users. This category addresses what needs to be determined to establish priorities for meeting the needs of particular types of pedestrians.

**COMMUNITY AND DISTRICT – PRIORITIES**

**Criterion:** *Establish a pedestrian-by-necessity overlay to identify non-accessible routes and determine first priority retrofitting of improvements.*

**Finding:** No evidence was found that a pedestrian-by-necessity study has been done.

**Recommendation:** **None. This will be accomplished as a part of the next steps in the project.**

**Criterion:** *Establish a marketing program designed to attract visitors and tourists.*

**Finding:** The District portion (south of Fillmore Street) of the Corridor is within Copper Square. The Copper Square area is served by a nonprofit organization (Downtown Phoenix Partnership, Inc.) funded by an assessment on property owners within the block core. This nonprofit organization produces an annual report and periodic newsletters summarizing the news and plans for Copper Square. It also actively promotes this location’s attractions as a part of the whole. Its success is measured in the list of almost year-round activities in the area. Roosevelt Action Association and Roosevelt Neighborhood Initiative Area (NIA) represent the Community Area (north of Fillmore Street). They actively seek a lower tourist and visitor participation in their neighborhood, but sponsor the Home Tour in October.

**Recommendation:** The current marketing programs to attract visitors and tourists are presently sufficient. As 2<sup>nd</sup> Avenue develops into a connection between Hance Park and the Downtown Core and all the activities that are in both areas, the Corridor's inclusion into Copper Square marketing efforts should be encouraged where appropriate.

### ***Policy Category – Community Participation***

These policies should be implemented to create a greater sense of community and to encourage people to get out, walk around, and discover their city on a level other than the automobile.

## **DISTRICT AND COMMUNITY AREA – COMMUNITY PARTICIPATION**

**Criteria:** *Encourage frequent community events co-sponsored by merchants, with pedestrian activities such as street entertainers, vendor carts, and sidewalk sales. Sponsor special cultural awareness or charity events that involve local residents, merchants, and visitors. Establish community cultural events such as block parties and crafts festivals and encourage local restaurants and entertainment within the pedestrian area. Establish community cultural events such as sidewalk sales and crafts festivals and encourage local restaurants with regional/ethnic food and music. If feasible, use and close adjacent streets to further enhance the pedestrian area. Participate in national or international events. Develop marketing strategies to compete for and achieve peer recognition awards and titles.*

**Findings:** As stated above, Roosevelt Action Association sponsors a Home Tour in the Community portion (north of Fillmore Street) of the project. There are many events that occur adjacent to the District Area (south of Fillmore Street) in the Study Area throughout the year in the right-of-way of 2<sup>nd</sup> Avenue and adjacent streets:

- Korruption Motorcycle event, January  
(closes 1<sup>st</sup> Street from Jackson Street to Buchanan Street)
- Rock the Rim, March  
(occurs on various streets between 1<sup>st</sup> Street and 6<sup>th</sup> Avenue from Adams Street to Jefferson Street, and in Patriot Park)
- Peace Officers 5K, March  
(Washington Street and Jefferson Street from Central Avenue to 18<sup>th</sup> Avenue)
- Asian Festival, April  
(Washington Street from 1<sup>st</sup> Avenue to Central Avenue, and Patriot Park)
- Downtown Cinco de Mayo, May  
(Washington Street from Central Avenue to 3<sup>rd</sup> Avenue and 1<sup>st</sup> Avenue from Adams Street to Jefferson Street, and Patriot Park)
- Labor Day March, September  
(Washington Street from 7<sup>th</sup> Street to 18<sup>th</sup> Avenue)
- Alzheimers Memory Walk and Health Fair, October  
(Washington Street from Central Avenue to 3<sup>rd</sup> Avenue and 1<sup>st</sup> Avenue from Adams Street to Jefferson Street)
- Race for the Cure, October  
(Washington Street from 1<sup>st</sup> Street to 18<sup>th</sup> Avenue, 1<sup>st</sup> Avenue from Washington Street to Jefferson Street, Jefferson Street from 18<sup>th</sup> Avenue to Central Avenue, and Central Avenue between Madison Street and Van Buren Street)
- Dia de los Muertos, November  
(Washington Street from Central Avenue to 1<sup>st</sup> Avenue and Patriot Park)
- LawTigers Motorcycle Mania, November

(3<sup>rd</sup> Avenue from Van Buren Street to Roosevelt Street and 2<sup>nd</sup> Avenue from Van Buren Street to Fillmore Street)

- RYKA 5K, November  
(Washington Street from 1<sup>st</sup> Avenue to 18<sup>th</sup> Avenue)
- AIDS Walk, November  
(2<sup>nd</sup> Street from Monroe Street to Washington Street, 3<sup>rd</sup> Avenue from Washington Street to Culver Street, Roosevelt Street from 1<sup>st</sup> Street to 3<sup>rd</sup> Street, and Van Buren Street from 4<sup>th</sup> Avenue to 3<sup>rd</sup> Street)
- Tamale Festival, December  
(Washington Street from 1<sup>st</sup> Street to 1<sup>st</sup> Avenue and Central Avenue from Adams Street to Jefferson Street)

In addition to those listed above, Patriot Square Park hosts the following annual events. Various other events are scheduled in Patriot Square Park throughout the year.

- Fiesta Patrias, September
- National Public Lands Day, September.

At Margaret T. Hance Park (Deck Park), there are the following annual events:

- Martin Luther King Jr. Celebration, January
- St. Patrick's Parade & Irish Faire, March
- Dia De Los Ninos Children's Festival, April
- AZ Book Festival, April
- Pride Festival, April
- Council Cup Co-ed Volleyball Tournament, April
- Reggae Fest, May
- The Legends of Rasta Reggae Festival, September
- Camp Fire Outdoor Day, September
- Arizona Irish Festival, October
- A Taste of Something for Everyone, October
- Convention Run, October
- Historic Homes Tours, October
- Caribbean/Dominican Festival, October
- Thunderbird Balloon Classic, October
- Howl-O-Ween for Hounds, October
- Veteran's Day Parade De-staging, November
- San Patricios, November
- Council Cup Co-ed Volleyball Tournament, November
- Aids Walk Arizona, November
- Serena's Song, November
- Worldwide Candle Lighting, December
- Holiday Snow Day, December

Hance Park also includes the Irish Cultural and Learning Center and Japanese Friendship Garden. The Irish Cultural Center sponsors the following events in addition to other throughout the year:

- Celtic Concert Series, continual
- Welsh League, continual
- AZ Irish Festival, October
- San Patricios Fiesta, November
- Emerald Society Horseshoe Tourney, December
- Winter Solstice Celebration, December

The Japanese Friendship Garden is currently open only on Saturdays to the general public, with a minimal entrance fee and public tea ceremonies sponsored every other month on the second Saturday of that month. School and private tours can be scheduled within the Japanese Friendship Garden on Tuesdays and Thursdays with varying fees.

The Railroad Museum within Hance (Deck) Park is owned by the state and leased by the City of Phoenix in conjunction with the Humanities Council.

No events are currently scheduled with the Roosevelt Historic Mini-Park.



Event Patrons

**Recommendation:** **The current events programs are presently sufficient. As 2<sup>nd</sup> Avenue develops into a connection between Hance Park and the Downtown Core and all the activities that are in both areas, the Corridor merchants may desire to form an association for coordinating sponsorships and participating in the celebration of these events and creating others.**

*Criterion:* *Encourage extended hours of business and recreation facilities.*  
*Finding:* Businesses adjacent to the Corridor generally keep 8:00 a.m. to 5:00 p.m. hours. However, entertainment centers and restaurants within the Study Area are open later and earlier. Parks such as Hance and Roosevelt are open dawn to dusk. The YMCA facility is open Monday through Friday between 5:30 a.m. and 10:00 p.m., Saturday between 6:30 a.m. and 7:00 p.m., but closed on Sunday. The YMCA facility is also open on all holidays not falling on a Sunday.

**Recommendation:** **No action needs to be taken. Extended hours of business will probably occur naturally as the Corridor develops.**

*Criterion:* *Provide art, sculpture, music, street performance, and other cultural events on a regular basis.*  
*Finding:* Within the Study Corridor, art elements do exist. For example, there is a static art element located at Roosevelt Historic Mini-Park, there are the water features located at the Post properties and the Public Employee Memorial located at City Hall. There are also a large number of public art and cultural events within the Study Limits, but beyond the actual Corridor. Some of those include the Suncatchers sculpture at the Arizona Center, Hohokam Camshaft Gate at the Civic Plaza, and the Water Main Hatch covers located throughout the downtown area.

**Recommendation:** **Allow places for temporary and permanent art in the right-of-way.**

**COMMUNITY – COMMUNITY PARTICIPATION**

*Criterion:* *Establish a merchants association to help coordinate events and promote cohesion among retailers and pedestrian area employees.*

*Finding:* There is no merchant’s association among the few business owners in the Community Area (north of Fillmore Street).

**Recommendation:** **Once there are more merchants, establish a merchant’s association for the Corridor, possibly as an adjunct to the existing Copper Square Retail Council.**

*Criterion:* *Program events for the public/civic spaces.*  
*Finding:* The Roosevelt Action Association would be responsible for this. At present there are no public spaces for events. As a part of this construction project, there will be small “mini-parks” created that could be programmed.

**Recommendation:** **Program small temporary events around existing larger events such as the RAA Historic Home Tour.**

- Criterion:* *Develop guides, directories, and brochures, which provide information of interest to visitors.*
- Finding:* The Roosevelt Action Association publishes a monthly newsletter, and advertises by direct mailing and by various “sponsored” means (radio, newspaper, television, etc.). The Neighborhood Initiative Area does not publish.
- Recommendations:** **Incorporate a descriptive brochure on the Web.**  
**Coordinate Web links with other event and real estate Web sites.**

## DISTRICT – COMMUNITY PARTICIPATION

- Criterion:* *Encourage cultural institutions such as museums, restaurants, and nightclubs to locate within the district, preferably within walking distance of one another.*
- Finding:* There are many cultural institutions already in the Study Area, such as the Japanese Garden and Irish Center in Hance Park, the Orpheum Theatre, Trinity Cathedral Center for the Arts, the Great Puppet Theater, and the Railroad Museum. There are no future institutions recommended by HII *Report* or planned in the Corridor.
- Evening entertainment is available in several of the existing hotels, nightclubs, restaurants and bars. For example, the Crowne Plaza Hotel offers a comedy club that is open Thursday through Saturday evenings. Both Cherry Moon and Steve’s Grill offer entertainment, and the Espresso Depot provides occasional entertainment and art displays as well.
- The Dodge Theater offers evening attractions throughout the year. For example, in December of 2002, there are fifteen evening bookings. This is in addition to the venues provided by the Orpheum Theatre and the Valley Youth Theatre.
- The HII *Report* does recommend attracting specialty restaurants, an “upscale eatery,” a café, or a coffee shop.
- Recommendations:** **Provide good east/west connections from the Corridor to museums, restaurants, and nightclubs.**  
**Connections from the Corridor to existing and future restaurants, nightclubs, and cultural attractions should be enhanced on both Adams Street and Monroe Street.**

### ***Policy Category – Pedestrian Education***

Address ways to improve pedestrian safety through additional knowledge.

## COMMUNITY AND DISTRICT – PEDESTRIAN EDUCATION

- Criterion:* *Educate new residents and/or tenants about valuable architectural and cultural features.*
- Finding:* No evidence was found regarding such education. However, if a property were to be located in the Roosevelt Historic District, guidelines are in place and readily accessible to the homeowner via the City’s Web site on Design Guidelines for Historic Properties
- Recommendations:** **Undertake a descriptive brochure, a video, oral histories project, a Web site, a walking map, informal talks, and other means to educate prospective and new residents in the Community Area (north of Fillmore Street).**  
**Provide or add to Copper Square information a descriptive brochure, a video, oral histories project, a Web site, and a walking map for the District Area (south of Fillmore Street) for potential developers and residents.**
- Criterion:* *Use interpretive signs and brochures to educate visitors and tourists about buildings, history, views, and landmarks that are valuable to the area.*
- Finding:* Currently, there are brochures to explain to visitors and tourists about buildings, history, and landmarks in the Copper Square area. RAA publishes a brochure to

educate new homeowners. The Thompson House has an interpretive plaque describing the history of the renovated home. Copper Square currently sponsors and distributes brochures on events and retailers through their Ambassador system and Mobile Information Center (MIC).

**Recommendations:** **A system of consistent interpretive signs should be implemented or offered to owners of historic homes in the Roosevelt Historic District within the Corridor. Celebrate historically significant homes or properties that no longer exist (by means of a plaque or other) in both the Community (north of Fillmore Street) and District (south of Fillmore Street) areas.**

## COMMUNITY – PEDESTRIAN EDUCATION

*Criteria:* *Conduct a public education campaign such as that recommended in Walk Alert Pedestrian Safety Program according to FHWA to notify drivers about when school starts and to educate school children about preferred routes and general safety. Participate in the AAA Pedestrian Protection Program as a way to assess and monitor success.*

*Finding.* No evidence was found that a public education campaign has been completed. No evidence was found that a safe route to school study has been completed.

**Recommendations:** **Encourage the City of Phoenix to sponsor a Safety Program, Safe Route to School, Walking School Bus, Red Sneaker Day, or other such annual programs in conjunction with the school district and Parent-Teacher Association.**

## DISTRICT – PEDESTRIAN EDUCATION

No additional Criteria in the Guidelines for District.

## APPLYING DESIGN GUIDELINES FOR LEVEL 3

The design guidelines are physical improvements that are important to the success of all types of pedestrian areas. These guidelines are basic to the pedestrian's safety, security, and comfort. The guidelines are grouped into 12 categories of design elements affecting pedestrian areas. The Level 3 guidelines provide for pedestrians who have traveled in from outside the region, as well as local and regional visitors, who are mainly pedestrians by choice. Visitors believe the area to be secure based on its reputation. Pedestrian planning and facilities take precedence over vehicular planning, and the pedestrian is supported with a full range of facilities, experiences, and access. Some of the existing conditions recorded in the findings are shown in Figure 4. Roadway and Walkway Conditions.

### ***Design Guideline – Walkway Width***

Different walkway widths are recommended based on the amount of vehicular traffic adjacent to the walkway and the number of pedestrians anticipated to use the facility. Add additional width for intrusions such as street lighting, plantings, and utility poles or other design elements.

### COMMUNITY AND DISTRICT – WALKWAY WIDTH

**Criterion:** *Provide an 8-foot minimum effective walkway width for Community- and Campus-scale areas.*

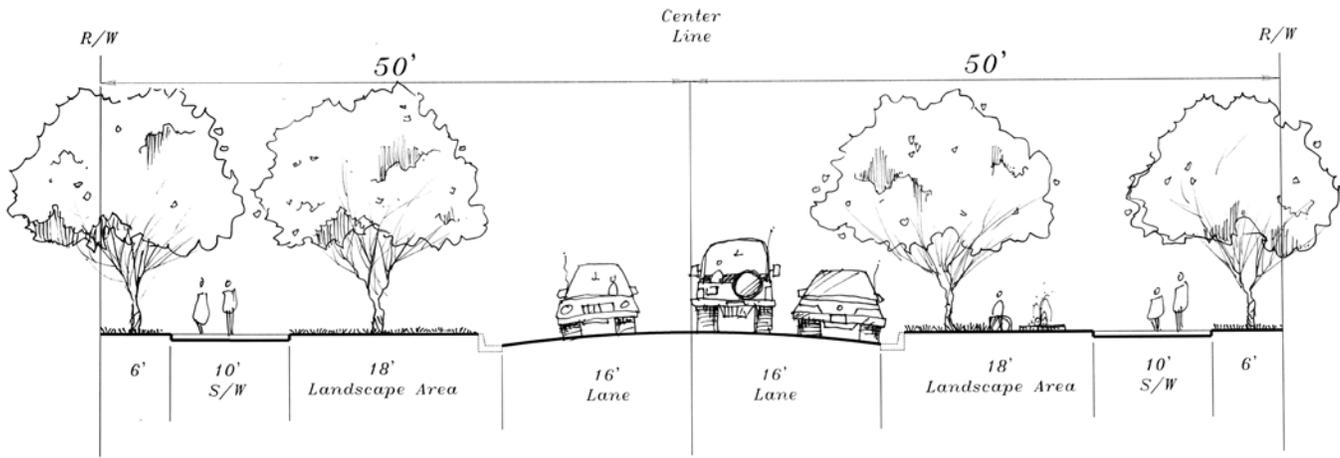
**Finding:** On both the east and west sides of 2<sup>nd</sup> Avenue, from Fillmore Street to Roosevelt Street, the sidewalk is 5 feet in width. There are few obstructions, so the entire width may be accounted as effective. There is adequate right-of-way to expand the sidewalk. The HII *Report* recommends a 10-foot wide sidewalk that meanders.

**Recommendation:** **Provide a 10-foot wide effective walkway width (8-foot minimum) in the Community Area (north of Fillmore Street) as per the cross sections below.**

**Criterion:** *Provide a minimum of a 15-foot width for the Neighborhood and District area as a minimum effective walkway width.*

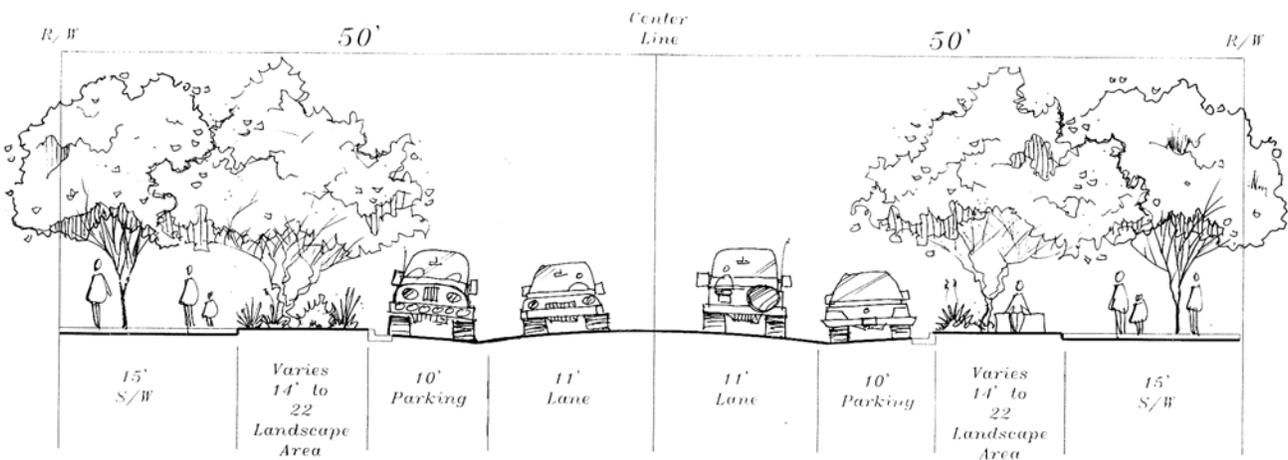
**Finding:** From Fillmore Street to the Polk Street alignment on the east and west sides, the sidewalk is 5 feet wide. There are no obstructions, so the entire width is effective. From the Polk Street alignment to Adams Street on both sides of the street, the sidewalk is 16 to 18 feet wide. There is adequate right-of-way to expand the 5-foot sidewalks. There are parking meters and light poles in the walk, but 15 feet is generally effective. The HII *Report* recommends a 10-foot wide sidewalk that could potentially meander.

**Recommendations:** **Provide a 15-foot effective walkway width (13-foot minimum) in the District Area (south of Fillmore Street) as per the cross sections.**  
**Seek to mitigate increased heat and run-off caused by wider sidewalk areas.**



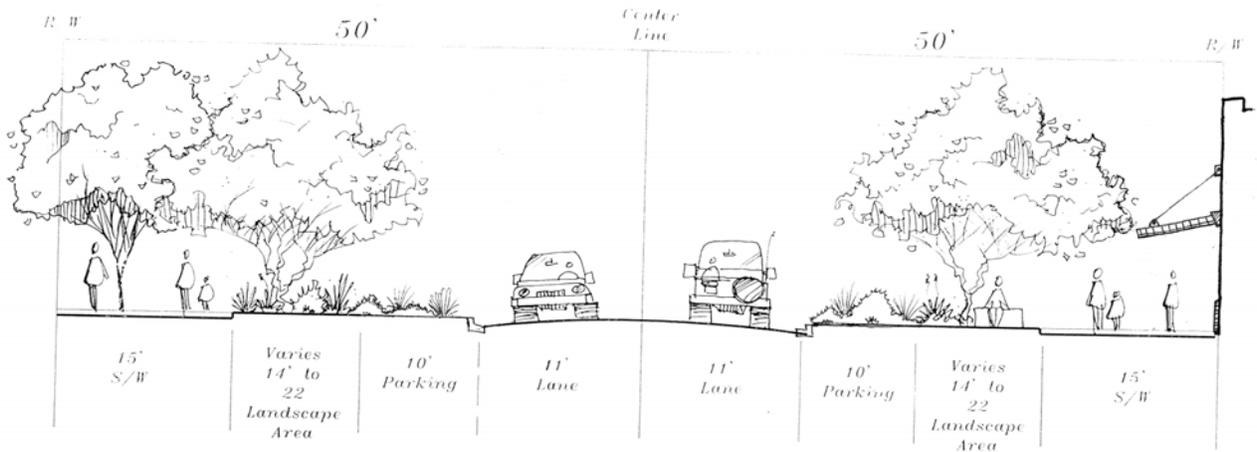
*2nd Avenue Enhancement  
North of Fillmore Street*

Figure 4. Community Area Cross Section



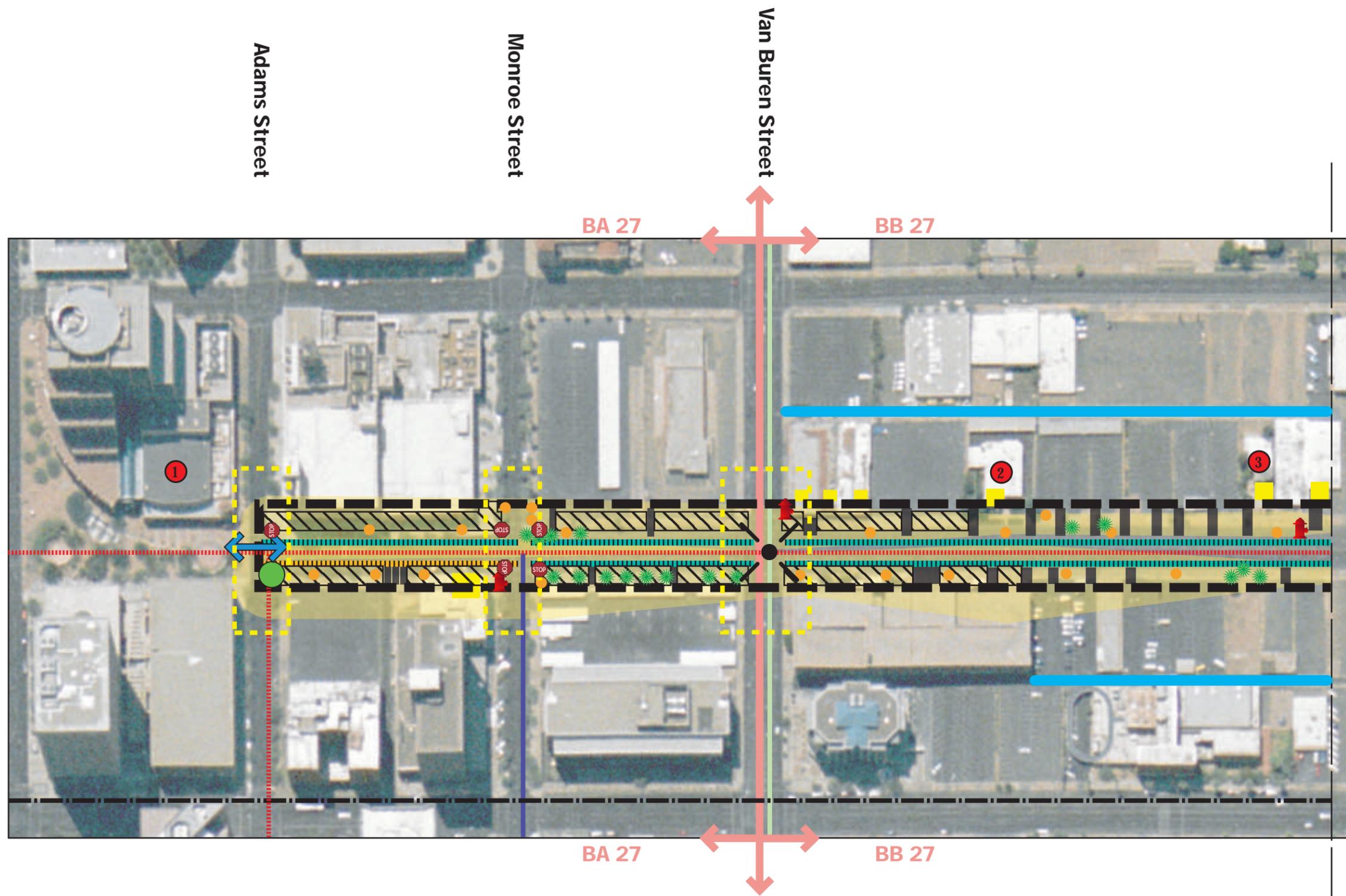
*2nd Avenue Enhancement  
Adams to Fillmore*

Figure 5. District Area Cross Section (Interim Tree Grates)



*2nd Avenue Enhancement  
Adams to Fillmore*

Figure 6. District Area Cross Section (Built Shade)



**Key**

- ⋯⋯⋯⋯ Planned Pedestrian Ways (Type I – Primarily Pedestrian)
- Type II – Pedestrian Connector with Local Vehicular Traffic
- - - - Type III – Pedestrian Connector with Moderate Vehicular Traffic
- Type IV – Heavy Vehicular Traffic, Buffers Required
- Pedestrian Collision Location
- ||||| Parking Meters
- On-Street Parking – Parallel
- On-Street Parking – Angle
- Light Meter Readings
- COP Crime Grid (BA 27 and BB 27)
- Driveways
- Alley
- ⚓ Fire Hydrant
- ⊘ Stop Signs
- ⊙ Traffic Signal
- Light Poles
- 🌴 Palm Trees
- ↔ View Corridor
- ▨ Sidewalk (6'+)
- ⬡ Major Node
- Minor Node (Building Entries)

NOTE: Posted speed limit is 25 mph.

**Historic Properties**

- ① 209 W. Adams Street – Orpheum Theatre (NHRP and PHPR)
- ② 330 N. 2<sup>nd</sup> Avenue – J.T. Whitney Funeral Chapel (NHRP and PHPR)
- ③ 362 N. 2<sup>nd</sup> Avenue – Charles Pugh House (PHPR)

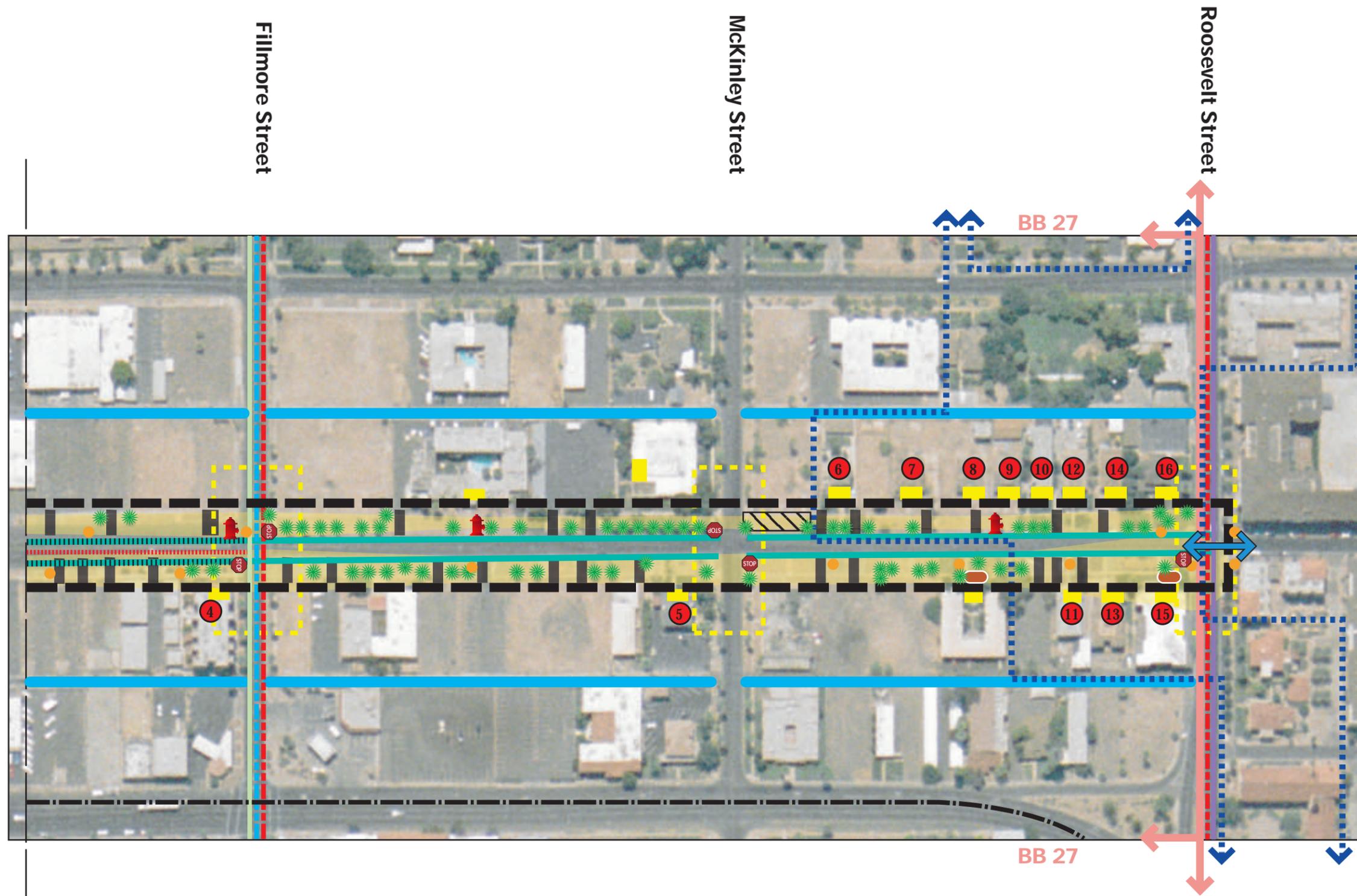
**Figure 7-A. ROADWAY AND WALKWAY CONDITIONS**

2<sup>nd</sup> Avenue  
 Adams Street to Roosevelt Street  
 Pedestrian Enhancement Study



Scale 1" = 175'

February 2003



**Key**

- - - - "Downtown Core" Downtown Character District
- - - - "Historic Roosevelt" Downtown Character District
- "Historic Roosevelt SPD" Downtown Character District
- ⋯⋯⋯⋯ Planned Pedestrian Ways (Type I – Primarily Pedestrian)
- - - - Type III – Pedestrian Connector with Moderate Vehicular Traffic
- Type IV – Heavy Vehicular Traffic, Buffers Required
- - - - Roosevelt Historic District Zoning Overlay
- ||||| Parking Meters
- ▭ On-Street Parking – Parallel
- ▭ On-Street Parking – Angle
- ▭ Light Meter Readings
- COP Crime Grid (BA 27 and BB 27)
- ▭ Driveways
- Alley
- Fire Hydrant
- Stop Signs
- Light Poles
- Palm Trees
- ↔ View Corridor
- ▭ Awning
- ▭ Sidewalk (6'+)
- - - - Major Node
- ▭ Minor Node (Building Entries)

NOTE: Posted speed limit is 25 mph.

**Historic Properties**

- ④ 387 N. 2<sup>nd</sup> Avenue – Rincon/Casa Marvel Apartments (eligible NRHP)
- ⑤ 649 N. 2<sup>nd</sup> Avenue – Herman P. DeMund House (NRHP and PHPR)
- ⑥ 812 N. 2<sup>nd</sup> Avenue – E.T. Collings House (NRHP)
- ⑦ 816 N. 2<sup>nd</sup> Avenue – P.A. Tharaldson House (NRHP)
- ⑧ 826 N. 2<sup>nd</sup> Avenue – James W. Stone House (NRHP)
- ⑨ 830 N. 2<sup>nd</sup> Avenue – Maude Pratt Gate House (NRHP)
- ⑩ 834 N. 2<sup>nd</sup> Avenue – Thunderbird Lodge (NRHP)
- ⑪ 839 N. 2<sup>nd</sup> Avenue – Knickerbocker Apartments (NRHP)
- ⑫ 840 N. 2<sup>nd</sup> Avenue – \_\_\_\_ (NRHP)
- ⑬ 841 N. 2<sup>nd</sup> Avenue – Buntman Apartments (NRHP)
- ⑭ 842 N. 2<sup>nd</sup> Avenue – \_\_\_\_ (NRHP)
- ⑮ 845 N. 2<sup>nd</sup> Avenue – Westminster Apartments (NRHP)
- ⑯ 850 N. 2<sup>nd</sup> Avenue – O. C. Thompson House (NRHP)

**Figure 7-B. ROADWAY AND WALKWAY CONDITIONS**

2<sup>nd</sup> Avenue  
Adams Street to Roosevelt Street  
Pedestrian Enhancement Study

### **Design Guideline – Walkway Separation from Traffic**

Separating pedestrians from traffic keeps them safer and makes them feel safer. The minimum separation between the pedestrian area and the adjacent traffic can be varied based on traffic speeds and roadway design.

### **COMMUNITY AND DISTRICT – WALKWAY SEPARATION FROM TRAFFIC**

**Criterion:** *Separate pedestrians from traffic by 6 feet by use of a rolled or barrier curb with a vertical/horizontal element such as parked car, a landscape buffer, or a bicycle lane.*

**Finding:** All streets have a barrier curb. Traffic speeds are posted at 25 miles per hour along 2<sup>nd</sup> Avenue, and the roadway is more than 30 feet wide. East/west cross streets are posted at 30 miles per hour, and the roadway is more than 30 feet wide. The traffic speeds are low, so separation does not need to increase beyond the 6’.

There are no bicycle lanes on the Corridor or any of the east/west streets, and 2<sup>nd</sup> Avenue will not be a bicycle lane street, according to the HII *Report*.

From the Polk alignment to Fillmore, there is a 12-foot landscape buffer adjacent to the curb, which meets this Criterion. North of Fillmore Street there is a 22- to 24 - foot-wide buffer. The east/west streets have a 7-foot landscape buffer, except Van Buren Street, with none.

On-street parking exists throughout the entire Corridor, in varying forms. The existing on-street parking condition north of Fillmore Street is non-metered parallel parking, on either side. South of Fillmore Street to Adams Street, on-street parking consists of metered parallel parking, on either side. There does exist a small section of diagonal parking, metered, on the east side of 2<sup>nd</sup> Avenue, between Adams Street and Monroe Street implements landscaped islands to define the limits of the parking area and to add shade to the parking spaces.

In the HII *Report*, on-street parallel parking is recommended (page 63), alternating on opposite sides of the street with bulb-outs of planting or circulation areas to break up continuous parking.

There is a concern by the Core Group, especially in the residential areas that non-metered parking will result in autos from outside the neighborhood parking there long term, rather than in the provided lots. This concern is balanced by a general belief that parking meters are not aesthetically appealing and detract from the pedestrian experience.

**Recommendations:** **Provide metered parallel parking (1 to 2 hours), staggered and interrupted as described in the HII *Report*.**  
**In the design phase, resolve the problem of high curbs as an impediment to opening doors.**  
**Provide a landscaped buffer that matches the existing adjacent buffer (8-foot minimum) in the Community Area (north of Fillmore Street).**  
**Provide a 6-foot minimum buffer from the effective walkway area to the curb in the District Area (south of Fillmore Street) as per the cross sections.**

### **COMMUNITY – WALKWAY SEPARATION FROM TRAFFIC**

No additional Criteria in the Guidelines for Community on “Walkway Separation From Traffic.”

### **DISTRICT – WALKWAY SEPARATION FROM TRAFFIC**

No additional Criteria in the Guidelines for District on “Walkway Separation From Traffic.”

**Design Guideline – Walkways**

**COMMUNITY AND DISTRICT – WALKWAYS**

**Criteria:** *Add pedestrian-activated features to traffic signals. Provide a wait of no longer than 30 seconds after the button is pushed.*

**Finding:** Pedestrian-activated signals are provided at Van Buren Street.

**Recommendation:** **Provide no new traffic signals, but keep the one at Van Buren Street. Keep button timing as is, but ensure it is up to current Americans with Disabilities Act Accessibility Guidelines (ADAAG) requirements for audibility and push force needed.**



Countdown Feature

**Install “countdown” types of signal timing indicators (40 second crossing time limit) to the existing Van Buren Street/2<sup>nd</sup> Avenue traffic signal.**

**Criteria:** *Survey amounts and types of pedestrians to gauge whether crossing time is adequate. If justified by the predominant type of pedestrian, consider providing longer crossing time at crosswalks (3.5 feet per second or less).*

**Finding:** The HII Report comments that seniors and other persons may need a longer crossing time. No survey has been done on the only signal at Van Buren Street.

**Recommendations:** **Investigate whether crossing time is adequate for the expected type of pedestrian. Provide longer crossing times at the Van Buren Street signal.**

**Criterion:** *Develop traffic calming treatments such as channelization, slow streets, transit streets, and corner radii treatments at edges of pedestrian area.*

**Finding:** There are no traffic calming treatments such as this, although the corner radius on most of the streets is approximately 25 feet. The street does not continue at both ends, so traffic does not accelerate. Also, for the same reason, there is not much volume on the Corridor.

However, the cross street of Van Buren Street (a MCDOT-designated road of regional significance) has 21,900 vehicles per day (vpd)(1999). Traffic calming is not suggested on a road of regional significance. Other east/west cross streets with available traffic data at 2<sup>nd</sup> Avenue include Adams Street with 14,000 vpd, Fillmore Street with 5,500 vpd, and Roosevelt Street with 11,800 vpd.

**Recommendations:** **No traffic calming is necessary on 2<sup>nd</sup> Avenue, and traffic calming is not possible along Van Buren Street. Investigate potential for corner radii treatments on Fillmore Street and Roosevelt Street.**

**DISTRICT – WALKWAYS**

**Criterion:** *Use traffic calming techniques at intersections such as slow streets and four-way stops.*

*Use traffic calming techniques such as raised intersection treatments, transit streets and pedestrian zones, channelization, chicanes, and stop signs to slow vehicular speeds in the District.*



Intersection at Adams Street

**Finding:** There is a stoplight at the intersection of 2<sup>nd</sup> Avenue and Van Buren Street. There are no four-way stop signs. There are two-way stop signs, with the 2<sup>nd</sup> Avenue traffic stopping and the cross-street traffic not stopping, at Fillmore, Roosevelt, McKinley, and Monroe Streets.

**Recommendation:** **Add stop signs on Adams Street at 2<sup>nd</sup> Avenue.**

**Criterion:** *Provide public restrooms within the district.*  
**Finding:** There is a public restroom on the ground floor of City Hall, which is open Monday through Friday between 8:00 a.m. and 6:30 p.m.

**Recommendations:** **None. Public restrooms were considered and rejected by the Core Group.**

**Criterion:** *Reinforce the values of community through monuments and public art and by interpreting historic and natural features of the area.*

**Finding:** There are monuments and public art throughout the Corridor. There are art pieces at Roosevelt Historic Mini-Park. There are monuments and historic plaques at Portland Park (four pieces), Thompson House, and Civic Center Plaza.

**Recommendation:** **Discuss programmed, integrated art, and historic monumentation for the Corridor with the City of Phoenix Arts Commission.**



Portland Park Monument

**Criterion:** *Establish few or no restrictions on pedestrian crossings of the street.*

**Finding:** Because of the slow speeds and low volumes on 2<sup>nd</sup> Avenue, many pedestrians were observed crossing between intersections.

Poor drainage causes impediments to pedestrian use and crossing at Fillmore Street and 2<sup>nd</sup> Avenue.

**Recommendation:** **Resolve the drainage problem at Fillmore Street and 2<sup>nd</sup> Avenue to remove pedestrian impediments.**

**Criterion:** *Allow no curb cuts along the major pedestrian walkway between intersections.*

**Finding:** There are extensive curb cuts and driveways, some of which are duplicated per site, north of Van Buren Street. See Figure 4. Roadway and Walkway Conditions for locations. The HII *Report* recommends that parking facilities associated with new development and redevelopment be accessed primarily from the alleys between 2<sup>nd</sup> and 3<sup>rd</sup> Avenues and between 2<sup>nd</sup> and 1<sup>st</sup> Avenues. This will eliminate drives and curb cuts, and maximize on-street parking.

**Recommendations:** **Encourage alleyway access for automobiles and delivery vehicles where possible.**  
**Develop and pave parallel alleyways on the east and west sides of 2<sup>nd</sup> Avenue.**  
**Eliminate curb cuts and driveways on 2<sup>nd</sup> Avenue where possible.**

**Criterion:** *Add mid-block pedestrian-activated signals where logical, given the destinations along the street.*

**Finding:** Mid-block crossings will be feasible at the pocket parks.

**Recommendation:** **No signals are necessary.**

**Criterion:** *Maintain a two-lane maximum adjacent roadway width.*

**Finding:** Currently, 2<sup>nd</sup> Avenue is designed as a two-lane facility. Adams, Fillmore, and Van Buren Streets carry significant volumes of traffic (17,200 vpd/ 17,200 vpd/ 20,900 vpd, respectively) into and out of downtown, while McKinley, Fillmore and Adams Streets serve local functions.

The HII *Report* recommends that no change to the basic lane configuration of any street is needed.

**Recommendation:** **Modify the existing four travel lanes down to two, 11-foot-wide lanes (with 10 feet either side of the travel lanes reserved for parking) from Monroe Street to Fillmore Street as per the cross sections.**

**Criterion:** *Establish 75 percent shade along all routes in the district and at nodes.*

**Finding:** There is less than 25 percent average shade on all routes. Nodes are not yet constructed.

**Recommendation:** **Establish 75 percent shade through a combination of built shade structures and shade trees (measured at maturity, between palms as necessary) along all routes in the District Area (south of Fillmore Street), including east-west streets and at nodes such as building entries, pocket parks, and intersection corners.**

*Criterion:* Consider passive or evaporative cooling systems at major gathering places.

**Finding:** No major gathering places are being considered for the Corridor.

**Recommendation:** **Consider “cool connector” concepts at intersections. NOTE: “Cool connectors,” specifically shading canopies and pedestrian amenities, are part of a research effort in passive-cooling strategies for desert cities lead by the School of Architecture at Arizona State University.**

**Design Guideline – Intersections**

Provide better safety for the pedestrian at intersections where vehicles are present.

**COMMUNITY AND DISTRICT – INTERSECTIONS**

*Criterion:* Construct ADA-accessible ramps in sidewalks or provide intersection crossings free of obstacles.

**Finding:** Americans with Disabilities Act-accessible ramps conforming to MAG Detail #23 were present at all major intersections, except at Fillmore Street. However, these do not meet the latest ADAAG standards. Some of the ramps were not depressed at the curb, but the asphalt was built up to meet the sidewalk.

The Light Rail Transit project will be constructing new curb returns on 1<sup>st</sup> Avenue at all the east/west cross streets in the Corridor (Roosevelt, McKinley, Fillmore, Van Buren, Monroe, Adams).

**Recommendations:** **Insure that all crosswalks within the Corridor conform to the latest Light Rail Transit, ADA, and Americans with Disabilities Act Accessibility Guidelines (ADAAG) requirements.**



Non-ADAAG Ramps at Fillmore Street

*Criteria:* Create curb extensions such as bulbing or medians for refuge to reduce crossing distance where streets are greater than two lanes wide. Minimum median width should be 5 feet.

**Finding:** No curb extensions and no refuge medians were present. Many of the pedestrians’ direct travel routes are across 2<sup>nd</sup> Avenue Corridor. Major intersections are not necessarily convenient to the desired crossing points. Due to the low volume and speeds of traffic, adequate gaps are probably available to make safe crossings at intersections.

**Recommendation:** **Consider bulb-type curb extensions as part of the parallel parking bays at Roosevelt Street, McKinley Street, Fillmore Street, Monroe Street and Adams Street.**

*Criterion:* Provide for mid-block crossings.

**Finding:** There are no mid-block crossings. A preliminary design concept completed as part of a previous study shows crossings available at the pocket parks.

**Recommendation:** **Provide two mid-block crossings between Fillmore Street and Van Buren Street that defines the interrupted grid (Polk and Taylor Streets).**

**COMMUNITY – INTERSECTIONS**

No additional Criteria in the Guidelines for Community on “Intersections.”

## DISTRICT – INTERSECTIONS

No additional Criteria in the Guidelines for District on “Intersections.”

### **Design Guideline – Adjacent Roadway Width and Traffic Calming Techniques**

Indicate the preferred street widths and treatment for roadways adjacent to pedestrian routes and suggest ways to slow traffic to create a pedestrian area. This study will also consider east/west streets.

#### COMMUNITY AND DISTRICT – ADJACENT ROADWAY WIDTH AND TRAFFIC CALMING

*Criterion:* *Combine several treatments such as speed humps and channelization for a specific length of a street (slow streets).*

*Finding:* Second Avenue is already a slow, low-volume street by virtue of its termination at Roosevelt Street to the north and City Hall Plaza to the south. However, the east/west streets of Fillmore, Adams, Van Buren, and Roosevelt carry more traffic. Van Buren Street is a road of regional significance, so no traffic calming would be appropriate.

**Recommendation:** **Consider a raised crosswalk on 2<sup>nd</sup> Avenue at Adams Street and Fillmore Street to slow traffic at these intersections. (At the proposed mid-block crossings, raised crossings were considered by the Core Group, and were rejected).**

*Criterion:* *Convert a four-lane street to two lanes with a center-turn lane, allowing space for a bike lane and to reduce traffic speeds (channelization).*

*Finding:* Second Avenue is already a two-lane street, with no need to reduce traffic speeds. However, the *Hill Report* recommends that the curb-to-curb roadway surface south of Fillmore Street be reduced to 36 feet to match the condition north of Fillmore Street.

**Recommendation:** **Not appropriate.**

*Criterion:* *Convert a major downtown core street to a blend of transit and pedestrian use (transit street and pedestrian zones).*

*Finding:* Second Avenue Corridor does not have or need transit access because it is well-connected within the ¼-mile radius.

**Recommendation:** **Not appropriate.**

*Criteria:* *Add curb extensions and neckdowns at the entrance to pedestrian areas; create culs-de-sac (traffic diverters).*

*Finding:* There are no curb extensions or neckdowns at the east/west streets.

**Recommendations:** **Consider bulb-type curb extensions as part of the parallel parking bays at Roosevelt Street, McKinley Street, Fillmore Street, Monroe Street and Adams Street.**

**To alert motorists, consider providing vertical visual treatments to announce entry into a pedestrian zone along the cross streets.**



Speed Limit Sign in Corridor

*Criterion:* *Place barriers in the street, which require drivers to slow down and drive around them (chicanes).*

*Finding:* There are currently no barriers in the street. However, an early version of the streetscape concept calls for “pocket parks” in the street between blocks and roundabouts at the intersections.

**Recommendation:** **Barriers in the street are not necessary to alert drivers; speeds are already slow.**

## COMMUNITY – TRAFFIC CALMING

No additional Criteria in the Guidelines for Community on “Traffic Calming.”

## DISTRICT – TRAFFIC CALMING

No additional Criteria in the Guidelines for District on “Traffic Calming.”

### ***Design Guideline – Walkway Character***

This set of guidelines describes conditions that should exist adjacent to the walkway to make it a viable pedestrian route.

## COMMUNITY AND DISTRICT – WALKWAY CHARACTER

- Criterion:** *Orient building entries toward the pedestrian route or street, adjacent to the walkway.*
- Finding:** In the District Area (south of Fillmore Street), the bank building’s parking garage and the YMCA buildings turn their backs on 2<sup>nd</sup> Avenue. From Adams Street to Van Buren Street, on both sides of the street, the structures face 2<sup>nd</sup> Avenue and are adjacent to the sidewalk. From Van Buren Street north, the structures are also oriented to the street and are relatively adjacent. In the Community Area (north of Fillmore Street), the structures are oriented towards the street, but not adjacent.
- Recommendations:** **Support existing guidelines and requirements to orient building entries toward 2<sup>nd</sup> Avenue, at a minimum. If alley access is used, there may be a secondary orientation in that direction as well. If building is a block wide, provide primary access on 2<sup>nd</sup> Avenue, not 3<sup>rd</sup> Avenue.**  
**Seek to work with existing private owners such as the YMCA and Wells Fargo Bank, and new developers, to give visual interest/animate street-level orientation on 2<sup>nd</sup> Avenue.**  
**Conduct a block-by-block study to determine setbacks.**
- Criterion:** *Establish a strong sense of entry and architectural cohesion to foster a sense of arrival and special attention to place for the visitor.*
- Finding:** The historic homesites such as the law offices and the 1896 house do this. The historic landscape was a lush, green environment, with palms lining the streets and turf in the landscape buffer.
- Recommendations:** **Support existing guidelines and requirements to establish a strong sense of entry into each building.**  
**Work with future developers to develop their building entries as Corridor nodes, extending into the right-of-way.**  
**Respect/restore the historic landscape type in the Community Area (north of Fillmore Street), which consists of Palms in a linear, formal pattern, and turf in the buffer area, and front yard setbacks.**
- Criterion:** *Provide rich, detailed walkways that are not coincident to the street system.*
- Finding:** There are none of these. There are several alleys parallel to 2<sup>nd</sup> Avenue that could serve as a parallel route (See Figure 4. Roadway and Walkway Conditions). Several properties’ only access is off the alley.
- Recommendation:** **Investigate abandonment of the alleys to provide a private drive for the adjacent users and emergency/utility services.**

## COMMUNITY – WALKWAY CHARACTER

No additional Criteria in the Guidelines for Community on “Walkway Character.”

**DISTRICT – WALKWAY CHARACTER**

No additional Criteria in the Guidelines for District on “Walkway Character.”

***Design Guideline – Walkway Furnishings***

Specify the frequency and kind of pedestrian comfort that should be provided.

**COMMUNITY AND DISTRICT – WALKWAY FURNISHINGS**

**Criterion:** *Provide trash receptacles and for their pickup along major pedestrian routes at nodes and/or 500-foot intervals.*

**Finding:** Trash receptacles were located at the intersections of Monroe Street and Adams Street. This is part of a street furniture system typical of Copper Square.

**Recommendation:** **In the District Area (south of Fillmore Street), provide trash receptacles typical of Copper Square at 500-foot intervals and at nodes. In the Community Area (north of Fillmore Street), provide trash receptacles at nodes. The choice of trash receptacles in the Community Area should respect the area’s historic character.**



Copper Square Receptacle

**Criteria:** *Provide seating opportunities at 500-foot intervals along the primary pedestrian route. Seating opportunities could be either fixed or moveable or sittable surfaces such as low walls.*

**Finding:** No benches or sittable surfaces were found except at Monroe and Adams Streets, again, typical of Copper Square.

**Recommendations:** **In the District Area (south of Fillmore Street), provide integral seating opportunities such as walls or ledges within the right-of-way. In the District Area (south of Fillmore Street), provide benches with backs in the right-of-way, if applicable, typical of Copper Square to meet the 500-foot criterion. (Consider 250-foot spacing distance as preferable). In the District (south of Fillmore Street) or Community (north of Fillmore Street) areas, encourage informal seating for dining adjacent to the right-of-way. In the Community Area (north of Fillmore Street), provide seating, either bench-type with backs and/or wall-type, at nodes. The choice of trash receptacles in the Community Area (north of Fillmore Street) should respect the historic character.**



Copper Square Bench



Copper Square Bench

**Criterion:** *Add drinking fountains and restrooms at nodes.*

**Finding:** There are no drinking fountains within the Corridor. At nodes in the study area such as Hance Park, there are both.

**Recommendation:** **Consider chilled drinking fountains at nodes in the District (south of Fillmore Street), and one in the Community (near McKinley Street).**

- Criterion:** *Develop plazas and small green spaces adjacent to pedestrian areas.*
- Finding:** Cesar Chavez Plaza, between Washington Street and Adams Street, and Portland Parkway, with its memorials, fountains, and turf at the Post Properties provide open space. SoHo Lofts is providing a small plaza.
- Recommendations:** **Develop nodes in both Community (north of Fillmore Street) and District (south of Fillmore Street) areas that are adjacent to the Corridor in the right-of-way. Work with future developers to integrate right-of-way spaces and their own small green spaces and plazas.**

## COMMUNITY – WALKWAY FURNISHINGS

No additional Criteria in the Guidelines for Community on “Walkway Furnishings.”

## DISTRICT – WALKWAY FURNISHINGS

No additional Criteria in the Guidelines for District on “Walkway Furnishings.”

### ***Design Guideline – Walkway Shade***

Providing shade is an essential component of all pedestrian routes and areas.

- Criteria:** *Establish 50 percent shade along pedestrian routes and at gathering place locations. Fifty percent shade can be achieved in several ways. Street trees are the most common method of providing shade along walkways. The type of shade provided—whether continuous or concentrated—depends on the orientation of a walkway and on how trees are distributed along it. Continuous shade is best achieved when trees are equally spaced. Concentrated shade is most appropriate at gathering spaces or nodes such as transit stops. Orientation of the pedestrian route also plays a role in determining where to place walkway elements that provide shade. The most intense sunlight and temperature extreme in the Desert Southwest occurs from May to September, from 12:00 noon to sunset.*
- Finding:** Limited shade exists along the 2<sup>nd</sup> Avenue Corridor. Shade is provided by one of two means, either by vegetation or building shadow. There are no arcades, awnings, or other shade-providing structures along the Corridor.
- Recommendations:** **In the Community Area (north of Fillmore Street), provide 50 percent shade with mainly vegetation, as measured at tree maturity. Supplement the minimal shade provided by palms. In the District Area (south of Fillmore Street), provide 75 percent shade primarily with building shadow and arcades, awnings, or other shade-providing structures in and adjacent to the right-of-way. Additionally, until buildings and built shade are developed along the entire length of the District Area, provide a double row of trees within interim tree wells in each sidewalk with the option to future developers to remove the interim tree wells once built shade is completed.**

## COMMUNITY – WALKWAY SHADE

No additional Criteria in the Guidelines for Community on “Walkway Shade.”

## DISTRICT – WALKWAY SHADE

No additional Criteria in the Guidelines for District on “Walkway Shade.”

### ***Design Guideline – Parking***

The type and arrangement of parking space is described to reduce its impact on pedestrian routes or to better serve pedestrian circulation.

## COMMUNITY AND DISTRICT - PARKING

**Criterion:** *Encourage on-street parking on all streets (on streets other than arterials or roads of significance) as a buffer to traffic.*

**Finding:** There is diagonal parking on the east side of 2<sup>nd</sup> Avenue, between Adams Street and Monroe Street, and parallel parking throughout the remainder of the site. No east/west streets have street parking. In the *HII Report*, on-street parking is addressed. The recommendation is to keep the parallel parking throughout both areas, staggered so that there is no unbroken line of parking.

**Recommendations:** **Provide staggered on-street parallel parking as described in the HII Report. Provide adequate evening and overnight parking near the existing multi-family residences. Consider use of consolidated daytime meter boxes.**

**Criterion:** *Consider diagonal on-street parking, which can help prevent pedestrians from darting out into traffic.*

**Finding:** Diagonal parking is present on the east side of 2<sup>nd</sup> Avenue, between Adams Street and Monroe Street, in the District Area (south of Fillmore Street).

**Recommendation:** **Eliminate the existing diagonal parking.**



Existing Parking—District



Existing Parking—Community

## COMMUNITY – PARKING

**Criterion:** *Large parking lots should be located to the rear of buildings or heavily shaded/landscaped, with direct connection to the front door from the street.*

**Finding:** In the Community Area (north of Fillmore Street), with the existing apartment buildings, the new SoHo development, and the law offices, there are small parking areas adjacent to the street and behind the buildings. The Portland development parking has a direct connection to the main door.

**Recommendation:** **Locate large parking lots at the rear (alley side) of buildings and provide access through the alley.**

## DISTRICT – PARKING

**Criterion:** *Provide on-street parking, diagonal and parallel (on streets other than arterials or roads of regional significance).*

**Finding:** None of the roads in the Corridor are arterial streets or roads of regional significance.

**Recommendation:** **Provide staggered on-street parallel parking.**

**Criterion:** *Establish small public parking lots or parking structures, that have pedestrian corridor links from the street to building entries.*

**Finding:** There are many parking lots adjacent to the street, but they are not small. They have no link to any particular building; they are public.

**Recommendation:** **Encourage developers to provide a dedicated path from their behind-building parking areas or garages to 2<sup>nd</sup> Avenue. Either between-building drives/walkways or through a lobby is acceptable.**

## *Design Guideline – Lighting*

### COMMUNITY AND DISTRICT – LIGHTING

- Criterion:** *Provide pedestrian-scale lighting with a distinct theme at a minimum of 2 footcandles.*
- Finding:** There is no pedestrian-scale lighting. Street lighting is provided, lighting the sidewalks to an average of 3.7 footcandles on the east side of 2<sup>nd</sup> Avenue, and an average of 3.1 footcandles on the west side. The Roosevelt Action Association is currently pursuing approval of an “historic-looking” light for use in the historic district (ending at McKinley).
- Recommendations:** **Use typical Copper Square pedestrian and street lighting fixtures within Copper Square boundaries, preferably copper antique fixtures. Consider enhancing traffic light poles at Van Buren Street. Consider adding to lighting near the Orpheum Theatre. In the Roosevelt Historic Neighborhood, use a street light fixture that respects the historic character of the neighborhood. Remove existing non-conforming streetlights.**



Copper Square Light Fixture

## COMMUNITY – LIGHTING

No additional Criteria in the Guidelines for Community on “Lighting.”

## DISTRICT – LIGHTING

- Criterion:** *Provide specialty lighting at storefronts or public spaces.*
- Finding:** In the Corridor, there is no specialty lighting. There is theme lighting in Copper Square, and most storefronts and public spaces are lighted at night with specialty lighting.
- Recommendation:** **Encourage developers to provide specialty lighting on buildings and storefronts. Provide specialty lighting in landscape bays/nodes. Investigate the use of light displays as celebrations and at special events. Provide connections on light poles for seasonal lighting or decorations.**

## **Design Guideline – Signs**

The type of sign and level of attention given to orienting pedestrians should be the following:

## COMMUNITY AND DISTRICT – SIGNS

- Criteria:** *Provide directional signs to pedestrian generators within the area. Encourage pedestrian-scale signs for businesses. Pedestrian signs are adjacent to the pedestrian walkway, are oriented to the pedestrian rather than the vehicle, and provide slow-speed detail in design. Provide signs with a cohesive architectural/cultural theme. Provide for out-of-state and international visitors and tourists by developing sign systems and direct routes that help orient the unfamiliar.*
- Finding:** No pedestrian-scale signs were present in the Corridor, except monument signs at the law offices. There are Copper Square banners on the light poles south of Fillmore. In the Study Area, Copper Square signs for parking, directories, and themes have a consistent look.
- Recommendation:** **Provide directional and wayfinding signs that are cohesive in character throughout the Corridor, in both the District (south of Fillmore Street) and Community (north of Fillmore Street) areas. In the District Area, consider enhancing regulatory signs. Provide Copper Square thematic signs within its boundaries.**

**Encourage pedestrian-scale signs in the retail areas of the Community (north of Fillmore Street) and District (south of Fillmore Street) areas.**  
**Provide interpretive signs that respect the historic character in the Community Area (north of Fillmore Street).**  
**Review existing sign ordinance in the Copper Square/District Area (south of Fillmore Street).**



Copper Square Wall Signing



Regulatory Signs



Copper Square Kiosk

## DISTRICT – SIGNS

**Criteria:** *Use an international sign marking system. Use Braille, audible signals, and paving patterns to orient the visually impaired.*

**Finding:** This has not been done in the Study Area. Textured paving is recommended by the HII *Report* at intersections.

**Recommendation:** **Use Braille on pedestrian-level signs.**  
**Use audible signals and warning paving patterns at intersections.**  
**Consider an international sign marking system in the District Area (south of Fillmore Street). Investigate conflicts with Copper Square sign codes.**

## ***Design Guideline – Bicycle Access***

Bicycles and pedestrians tend to share similar facilities. This section addresses when and what type of bicycle access should be specified. For mapping of existing bike routes and lanes, please refer to Figure 3.

## COMMUNITY AND DISTRICT – BICYCLE ACCESS

**Criteria:** *Provide bike routing for users to the pedestrian area.*

*Separate bicyclists and pedestrians.*

**Finding:** There are no bicycle lanes on 2<sup>nd</sup> Avenue or on any of the east/west cross streets. No bicycle route to school has been completed. The HII *Report* recommends that 2<sup>nd</sup> Avenue will not be designated for commuter cyclists, because 3<sup>rd</sup> and 5<sup>th</sup> Avenues have designated, striped bike lanes. The HII *Report* recommends that bicycles be accommodated on the street.

**Recommendation:** **Provide no designated or striped bike lanes. Bicycles will share the street.**

## COMMUNITY – BICYCLE ACCESS

**Criterion:** *Provide a recommended bicycle route to school parallel to the pedestrian route.*

**Finding:** There are two schools located in the Study Area – Tertulia and Pappas. The City recognizes 1<sup>st</sup> Avenue as a popular, non-designated route that would connect 2<sup>nd</sup> Avenue school-age residents with Tertulia. Pappas is served by the route on 5<sup>th</sup> Avenue. From 2<sup>nd</sup> Avenue, cross-street connections have not been identified.

**Recommendation:** **No additional bike lanes are needed to provide a safe route to schools.**

**Criterion:** *Connect regional bikeway system with the commercial core of the pedestrian area.*

**Finding:** Connections are incomplete to the bike route on Washington Street – a bicyclist

would have to ride through Cesar Chavez Plaza. The Plaza provides sufficient space on all but the most crowded days for bikes connecting to Washington Street. Adams Street as a bike route begins at 3<sup>rd</sup> Avenue rather than 2<sup>nd</sup> Avenue.

**Recommendation:** **Continue Adams Street bike route connection from 3<sup>rd</sup> Avenue to 2<sup>nd</sup> Avenue.**

**DISTRICT – BICYCLE ACCESS**

*Criterion:* *Provide bike parking at 1000-foot intervals within and adjacent to pedestrian areas.*

*Finding:* None is provided within the Corridor.

**Recommendation:** **Encourage developers to provide dedicated bike parking at multi-family residence parking garages (locker type). Provide bicycle parking (loop type) in landscape bays/nodes.**



Bicycle Parking—Loop Type

**Design Guideline – Transit Access**

Providing access for pedestrians to transit opportunities within and adjacent to destinations is described below:

**COMMUNITY AND DISTRICT – TRANSIT ACCESS**

*Criteria:* *Provide connections to the regional transit system to access interstate bus routes and other modes of transportation such as train and air. Consider locating express connection for regional or intercommunity transit. Provide access to all major routes of the regional transit system.*

*Finding:* There are express and local routes on Van Buren and Fillmore Streets, and the DASH (circulator) on Adams Street, provides night, weekend and holiday service. There is an express route on 1<sup>st</sup> Avenue and a local route on Monroe from 1<sup>st</sup> Avenue east.

The Light Rail Transit will be closely adjacent to the 2<sup>nd</sup> Avenue Corridor on 1<sup>st</sup> Avenue (southbound) and Central Avenue (northbound) [see Figure 3. Origins and Destinations]. There will be a rail station on First Avenue and Central Avenue at Van Buren Street and one at First and Central Avenues on Roosevelt Street.

**Recommendation:** **No further transit stops are needed on 2<sup>nd</sup> Avenue. Investigate adequacy of Van Buren Street, Fillmore Street and Roosevelt Street and all east/west streets from 1<sup>st</sup> Avenue to 3<sup>rd</sup> Avenue as connectors to transit.**

**DISTRICT – TRANSIT ACCESS**

*Criterion:* *Provide a multi-modal transit center in the pedestrian area.*

*Finding:* There is an existing transit station at the northeast corner of Van Buren Street and 1st Avenue.

**Recommendation:** **No further transit centers are needed.**

*Criterion:* *Consider shuttle or electric cart service as part of an internal circulation system.*

*Finding:* Second Avenue falls within the ¼-mile walking



Phoenix Central Transit Station

- distance and needs no internal shuttle.
- Recommendation:** **No shuttle or electric cart service is needed.**
- Criterion:* *Provide convenient connections to interstate bus routes, taxi service, and airport shuttles.*
- Finding:* Greyhound has one local shuttle stop located at the Phoenix International Airport. Taxis are not staged at the transit center, but may stage at hotels. Airport shuttles can stop at the transit center, but light rail will make this connection in the future.
- Recommendation:** **No further connections are needed on 2<sup>nd</sup> Avenue. Investigate adequacy of Van Buren Street, Fillmore Street and Roosevelt Street and all east/west streets from 1<sup>st</sup> Avenue to 3<sup>rd</sup> Avenue as connectors to transit.**
- Criterion:* *Provide a staging area for tourist buses.*
- Finding:* Tour buses do not stage at the transit center, but may stage at hotels.
- Recommendations:** **Consider coordinating use of existing vacant parking areas temporarily for tourist buses with property owner permission.. Plan for at the buildout phase to coordinate tourist bus parking/shuttle system with current Copper Square shuttling system.**

### ***Design Guideline – Pedestrian Routes***

#### **COMMUNITY AND DISTRICT – PEDESTRIAN ROUTES**

No additional Criteria in the Guidelines for General on “Pedestrian Routes.”

#### **COMMUNITY – PEDESTRIAN ROUTES**

- Criterion:* *Establish pedestrian routes to local parks and open space for visitors and tourists.*
- Finding:* No preferred routes to school and/or parks were established within the study area.
- Recommendation:** **None are needed.**
- Criterion:* *Require that large parking lots have a pedestrian corridor directly from the street to the building entrance (see Parking).*
- Finding:* Large parking lots do not have pedestrian routes; they are not necessarily providing parking for a particular building.
- Recommendation:** **Encourage developers to provide a dedicated path from their behind-building parking areas or garages to 2<sup>nd</sup> Avenue. Either between-building drives/walkways or through a lobby are acceptable.**
- Criterion:* *Provide an ADA-accessible route to community core destinations from residential areas for physically challenged persons.*
- Finding:* Continuous pedestrian routes to neighborhoods designed to comply with ADA are incomplete. Inadequacies are mostly at intersections.
- Recommendations:** **Upgrade intersections to comply with ADAAG. Complete routes in this project to provide full and best practices in the District Area (south of Fillmore Street) and minimum standards in the Community Area (north of Fillmore Street).**
- Criterion:* *Provide transit stops at a minimum of 500-foot intervals along pedestrian/transit route.*
- Finding:* Transit stops are not needed on 2<sup>nd</sup> Avenue.
- Recommendation:** **Provide no transit stops on 2<sup>nd</sup> Avenue, but do provide a connection on Roosevelt Street to the future Light Rail Transit station on Central/1<sup>st</sup> Avenues at Roosevelt Street.**
- Criterion:* *Establish direct walkable routes to shopping and fitness centers for visitors and*

*tourists within ¼ mile of common destinations within the pedestrian area.*  
 Finding: There are currently no shopping areas in the Corridor. The YMCA will be directly served by this project, as will the fitness center within the Post properties along Portland Street.

**Recommendation: Provide routes with adequate width for shared use by fitness seekers and strollers to adjacent area parks.**

*Criterion: Establish direct connections from the pedestrian area to outlying neighborhoods at ¼-mile intervals.*

Finding: The Corridor will connect Roosevelt Historic District to the pedestrian Corridor and Hance Park.

**Recommendation: No further action needed.**



Example of Shared Fitness Route

## DISTRICT – PEDESTRIAN ROUTES

*Criterion: Provide clearly defined pedestrian routes to employment destinations and public buildings.*

Finding: The many public buildings and employment destinations (see Figure 3. Origins and Destinations) will be directly served by this project.

**Recommendation: No further action needed.**

*Criterion: Establish preferred walking and bicycle routes to district parks and other areas of recreation use.*

Finding: One of the purposes of this project is to establish a walkable route from Hance Park to the Civic Center, City Hall, and other downtown destinations. An east/west route to the Roosevelt Historic Mini-Park is currently served by as east/west sidewalk along the south side of Roosevelt Street.

**Recommendation: No further action needed.**

*Criterion: Provide linkages to regional trails.*

Finding: MAG has a regional trail undertaking on 3<sup>rd</sup> Avenue that connects to a regional trail. An east/west connection to 2<sup>nd</sup> Avenue cannot currently be made on a designated lane or route.

**Recommendation: Provide an east/west connection to 3<sup>rd</sup> Avenue Phoenix Sonoran Bikeway on Monroe and McKinley Streets.**



Phoenix Sonoran Bikeway Designation

*Criterion: Provide linkages from hotels/tourist facilities to cultural, historic, and educational features within the district.*

Finding: There is a concentration of hotel and tourist destinations at the south end of the study area on Adams Street. A direct linkage can be made from 2<sup>nd</sup> Avenue.

**Recommendation: Provide an east/west connection on Adams and Van Buren Streets from 2<sup>nd</sup> Avenue to hotels/tourist facilities.**

*Criterion: Provide a direct route (walkable or shuttle) to the district core from adjacent parking areas and neighborhoods.*

Finding: The 2<sup>nd</sup> Avenue project will provide that direct route.

**Recommendation: No further action needed.**