PUBLIC OUTREACH

A. February 12th Town Hall
   1) Over 750 attendees
   2) 150+/- comments received

B. Over 279 web site responses
C. 128 pages of comments
D. 23 stakeholder meetings to date
WHAT THE COMMUNITY SAID...

- Narrow streets/pedestrian friendly
- Shade/shade/shade
- Authentic
- Linear parks/open space
- Appropriate levels of density
- Redo Patriots’ Square
WHAT THE COMMUNITY SAID...

- Protection/support for existing uses
- Mix of local and national retail
- Mix of housing/integrated
- Public market
- Protection/expansion of small business
OUR GOALS:

INTEGRATION

COMMUNITY

CONNECTIVITY
CREATE PLACES TO LIVE

Build a large amount of housing with a wide variety of housing types
CREATE EACH NEIGHBORHOOD WITH A DISTINCT IDENTITY

Based on the history of the neighborhood as well as its future role in the community
CREATE MIXED USE DISTRICTS

Identify 7 walkable neighborhoods as district centers within the larger downtown.
CREATE ATTRACTIVE & PEDESTRIAN FRIENDLY STREETS

Lined with plazas, lush landscaping and events
CREATE SHOPS & AMENITIES

All within walking distance from homes
INITIAL PLAN RECOMMENDATIONS
Create a diversity of **HOUSING** combined with innovative **MIXED USE** districts
Protect and enhance HISTORIC and existing uses
Create vibrant **PEDESTRIAN** and **PUBLIC** environment, integrating shade, parks, and open space, with connectivity between each district.
Develop Innovative RETAIL - street level shops combined with public markets
Narrow interior **STREETS** and provide small-scaled public **PARKING**
Focus on **URBAN** design and overall **ENVIRONMENT**, incorporating distinctive signage and cultural diversity.
- Industrial / monumental character
- Flexible warehouse/loft-style building types
- Place for crafts and small business initiatives
• Industrial / monumental character
• Place for entertainment venues and eclectic commercial
• Sports venues as destination places
• ‘Active’ streetscape
• ‘Downtown CBD’ character
• Place for office / residential mixed use
• Retail venues to reinforce both office and residential functions
• Patriot’s Square as central public space
• ‘Active’ downtown character
• Oriented around central transit terminal
• Central downtown destination
• Lush landscaping and shaded streetscapes
- Established arts community
- Medium Density
- Mixed Use Core
- Central open space amenity surrounded with community functions
- Active, '24 hour' character
- Mix of residential, office and commercial uses
- Oriented around transit stop
- Highly designed streetscape to reflect the identity of Central Avenue
- Historic character
- Historic Phoenix streetscape
- Residential uses with mixed-use possible around Roosevelt
INITIAL PROGRAM

HOUSING

1) Demand for 3,800 housing units today
2) Primarily affordable/attainable
3) Potential for 4,500 student housing units
4) Plan for 10,000 new units
INITIAL PROGRAM

RETAIL

1) 1.4 million s.f. total demand
2) Street level
3) Critical mass
4) Local and national
INITIAL RECOMMENDATIONS - DEVELOPMENT PROCESS

- Mixed use zoning ordinance
- Design review
- Infill team
- Strategic incentive program
WHAT’S NEXT

• Coordinate with ASU and City
• Complete plan (streets, open space etc.)
• Define connectivity
• Determine housing/retail distribution
• Stakeholder follow-up
• Draft plan complete late June
THANK YOU