

PHOENIX FUTURES



CITY COUNCIL PRESENTATION
APRIL 27, 2004

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



An aerial photograph of a city grid, showing a dense network of streets and buildings. The image is used as a background for text overlays. The text is in a bold, white, sans-serif font with a black outline. The main title 'OUR GOALS:' is at the top, and three sub-goals are listed vertically on the left side.

OUR GOALS:

INTEGRATION

COMMUNITY

CONNECTIVITY



CREATE PLACES TO LIVE

Build a large amount of housing with a wide variety of housing types



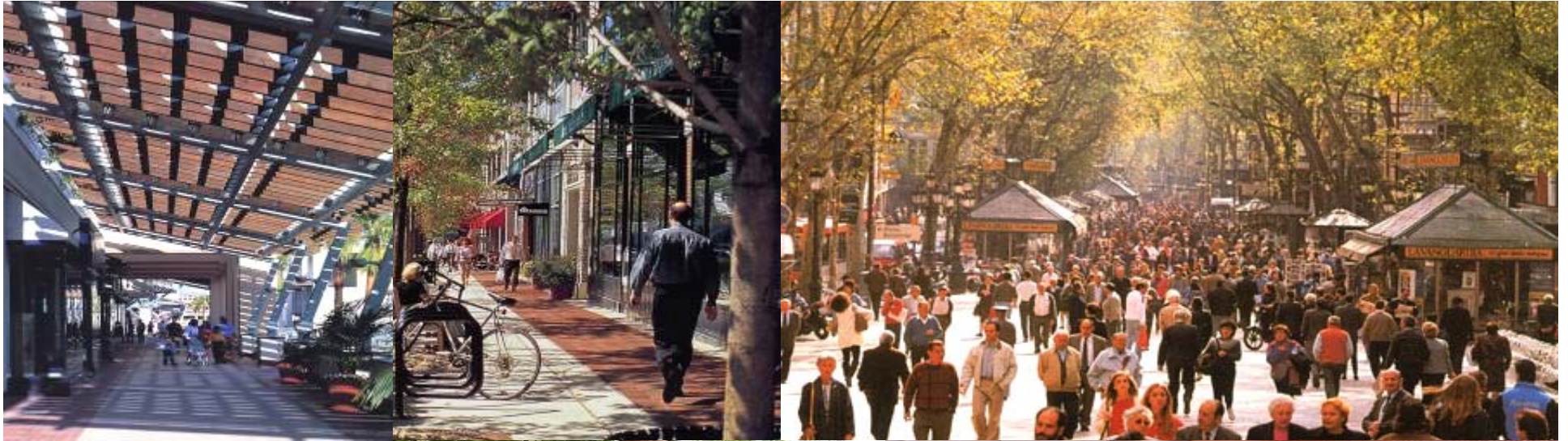


CREATE EACH NEIGHBORHOOD WITH A DISTINCT IDENTITY

Based on the history of the neighborhood as well as its future role in the community







CREATE ATTRACTIVE & PEDESTRIAN FRIENDLY STREETS

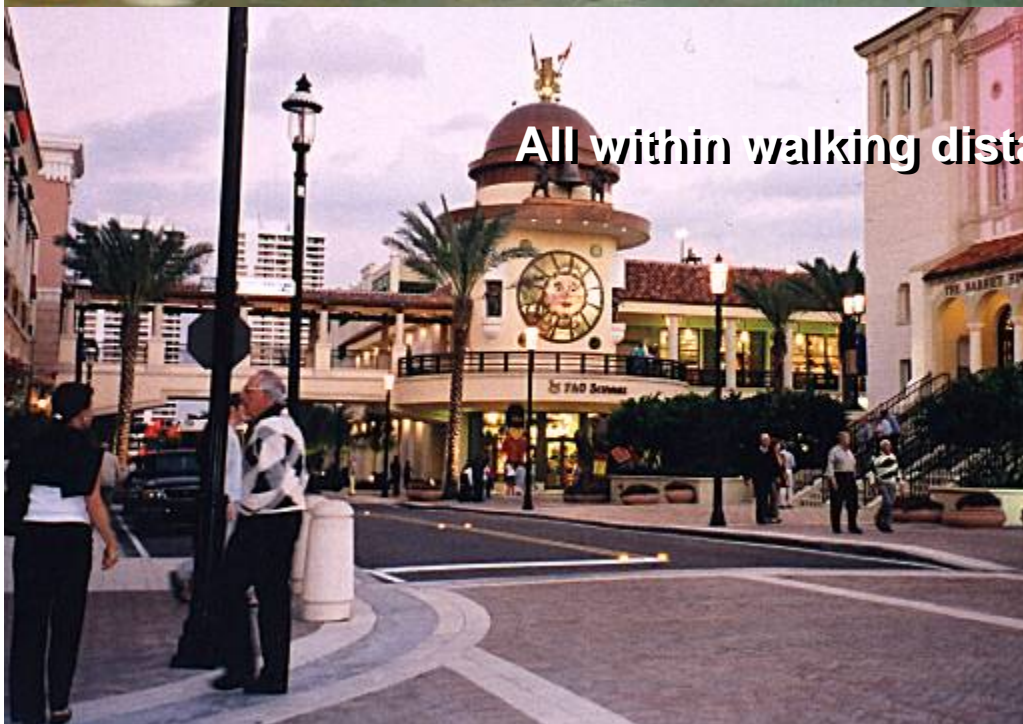
Lined with plazas, lush landscaping and events



CREATE SHOPS & AMENITIES



All within walking distance from homes



INITIAL PLAN RECOMMENDATIONS



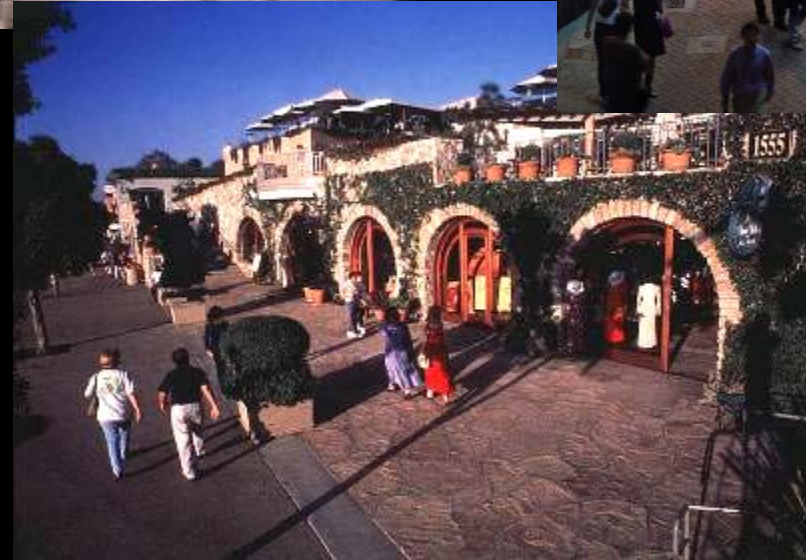
Create a diversity of **HOUSING** combined with innovative
MIXED USE districts

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

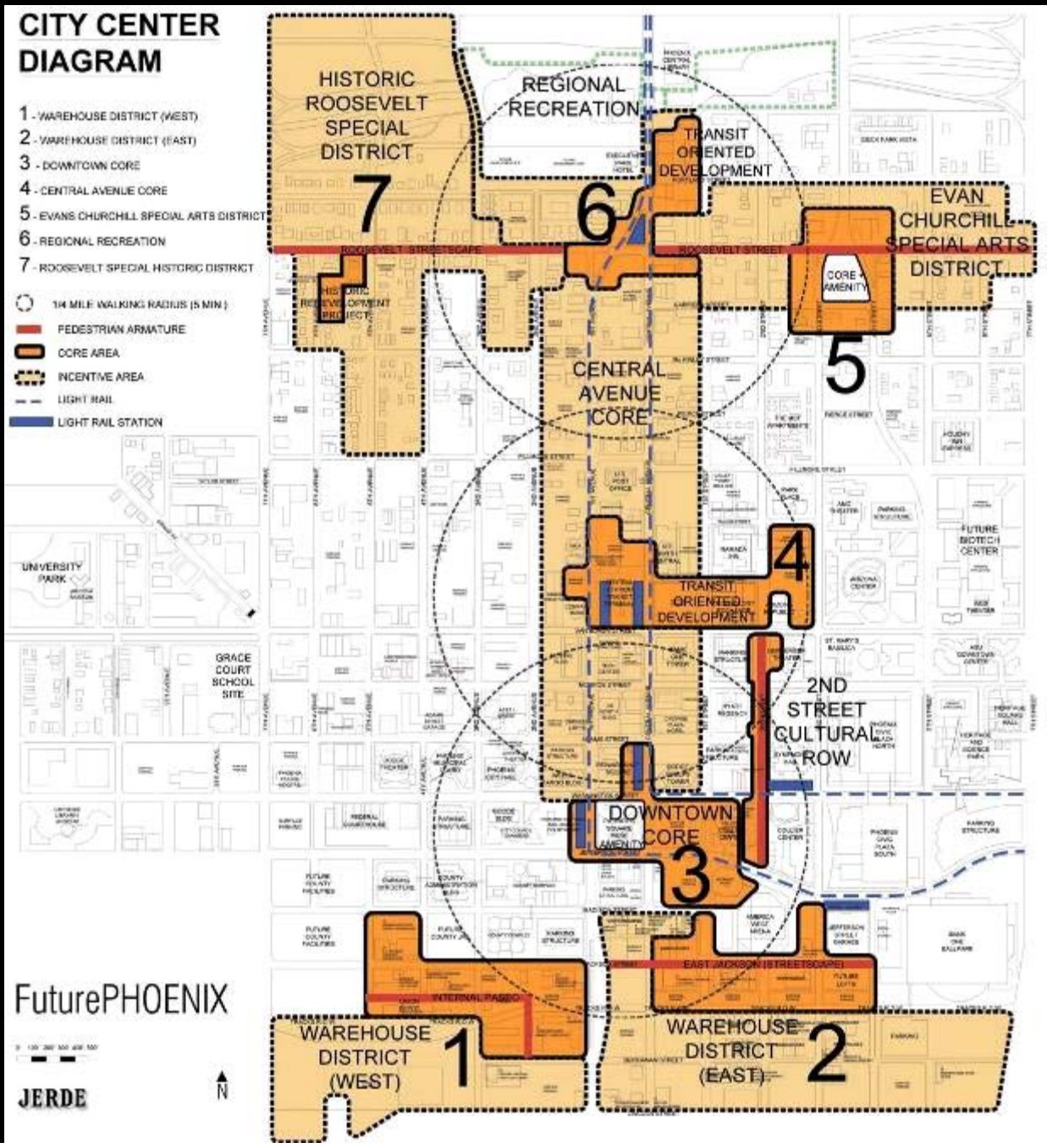
Narrow interior **STREETS** and provide small-scaled public **PARKING**

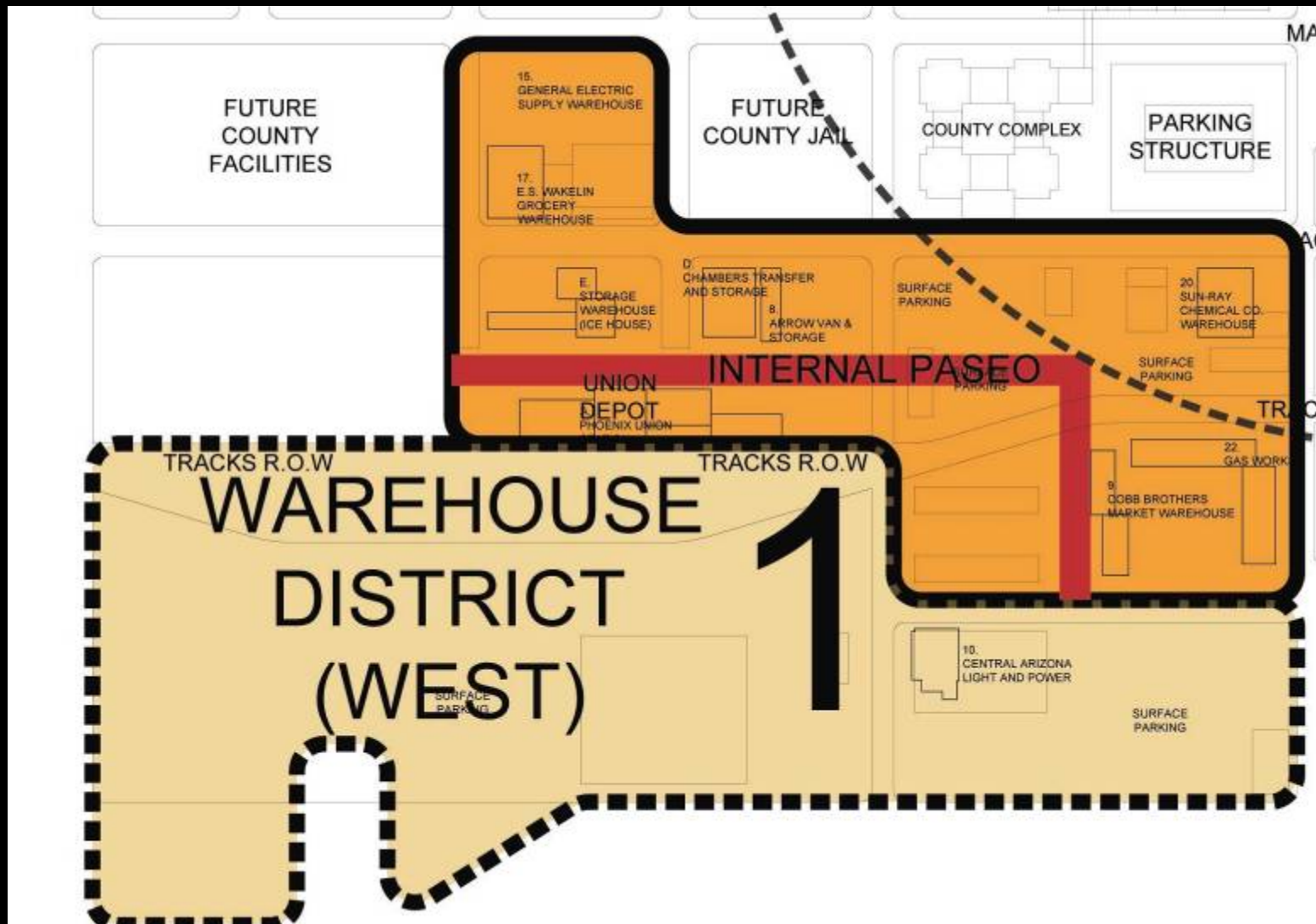




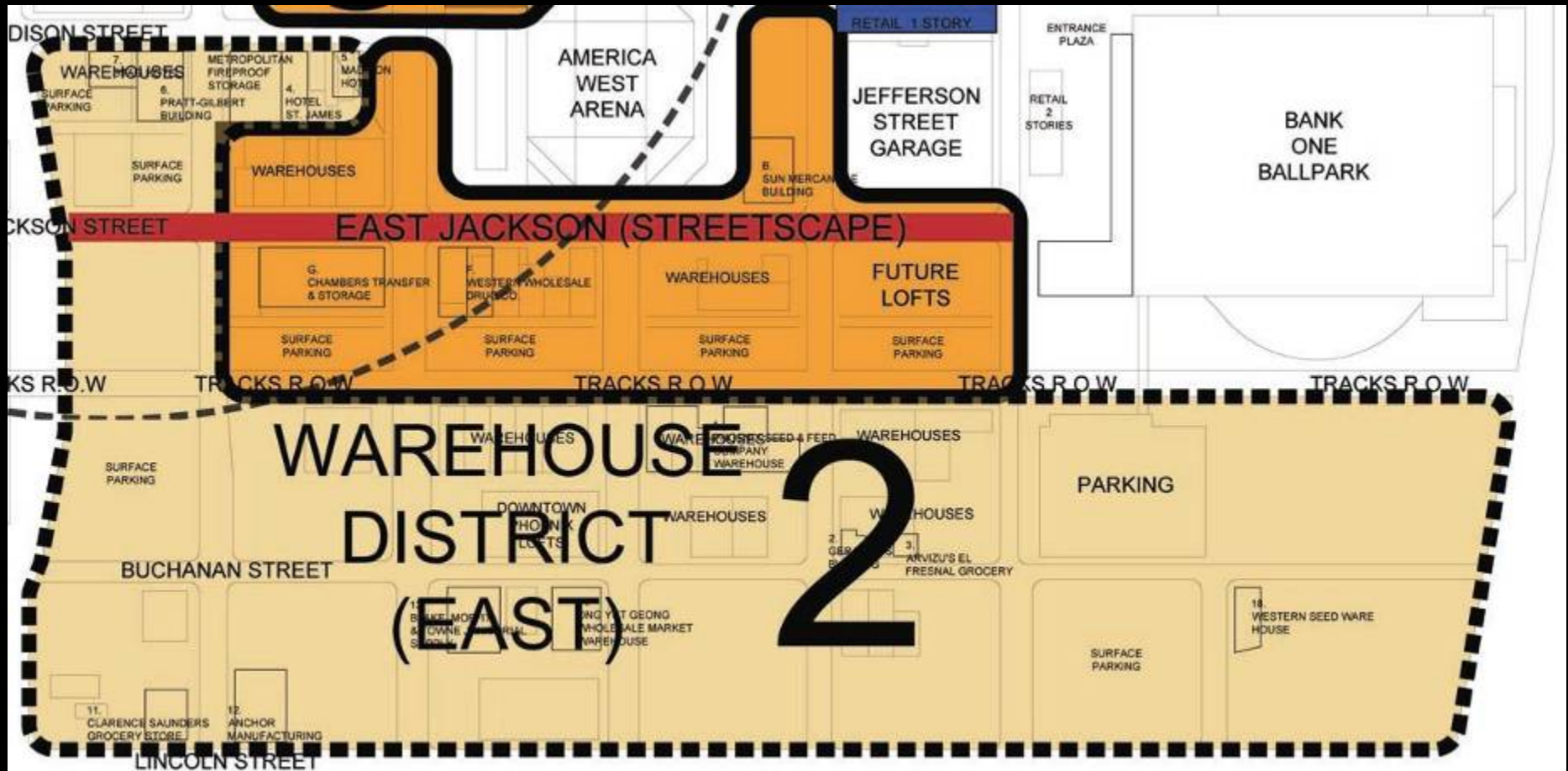
Focus on **URBAN** design and overall **ENVIRONMENT**,
incorporating distinctive signage and cultural diversity

PLANNING DISTRICTS



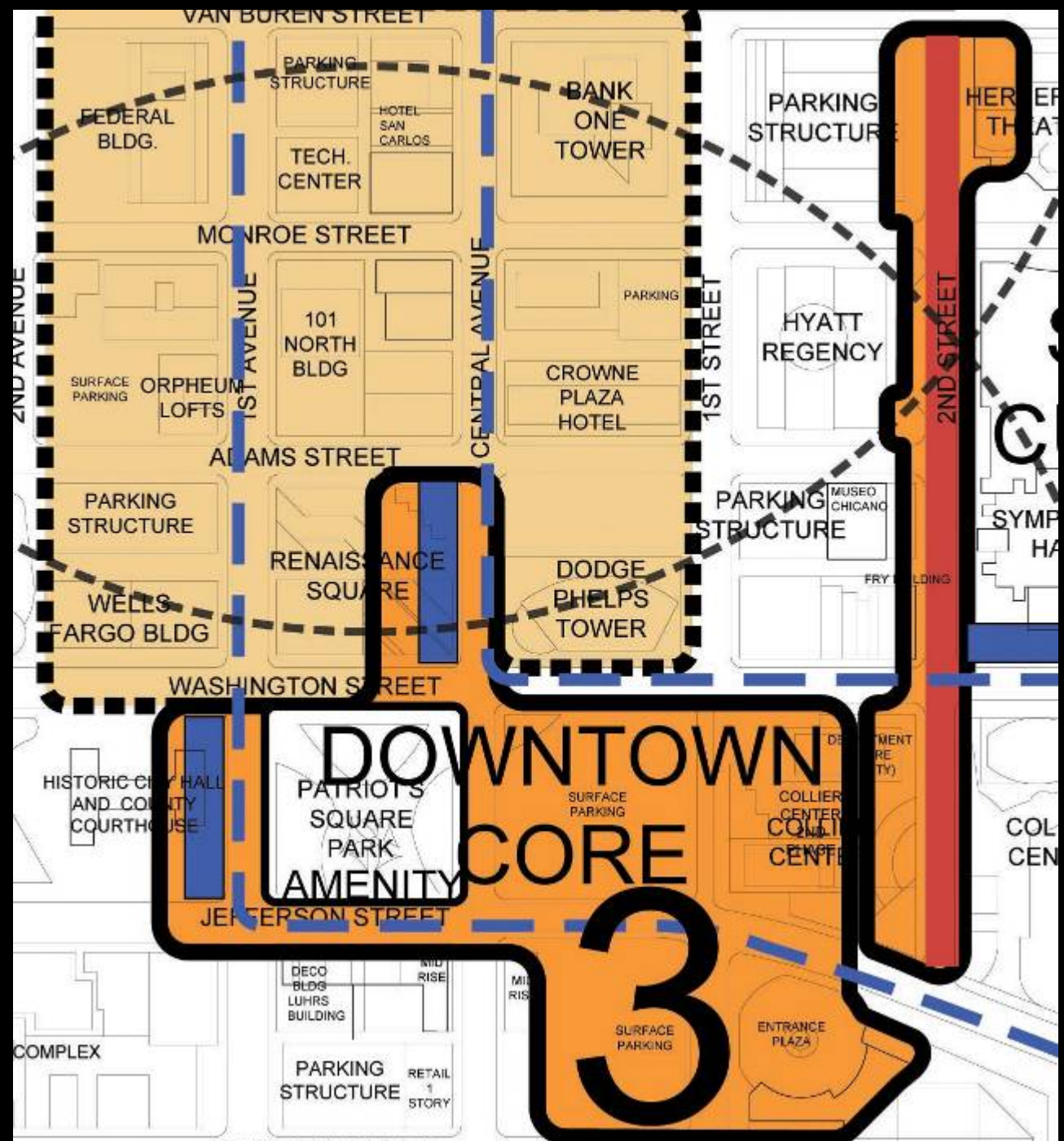


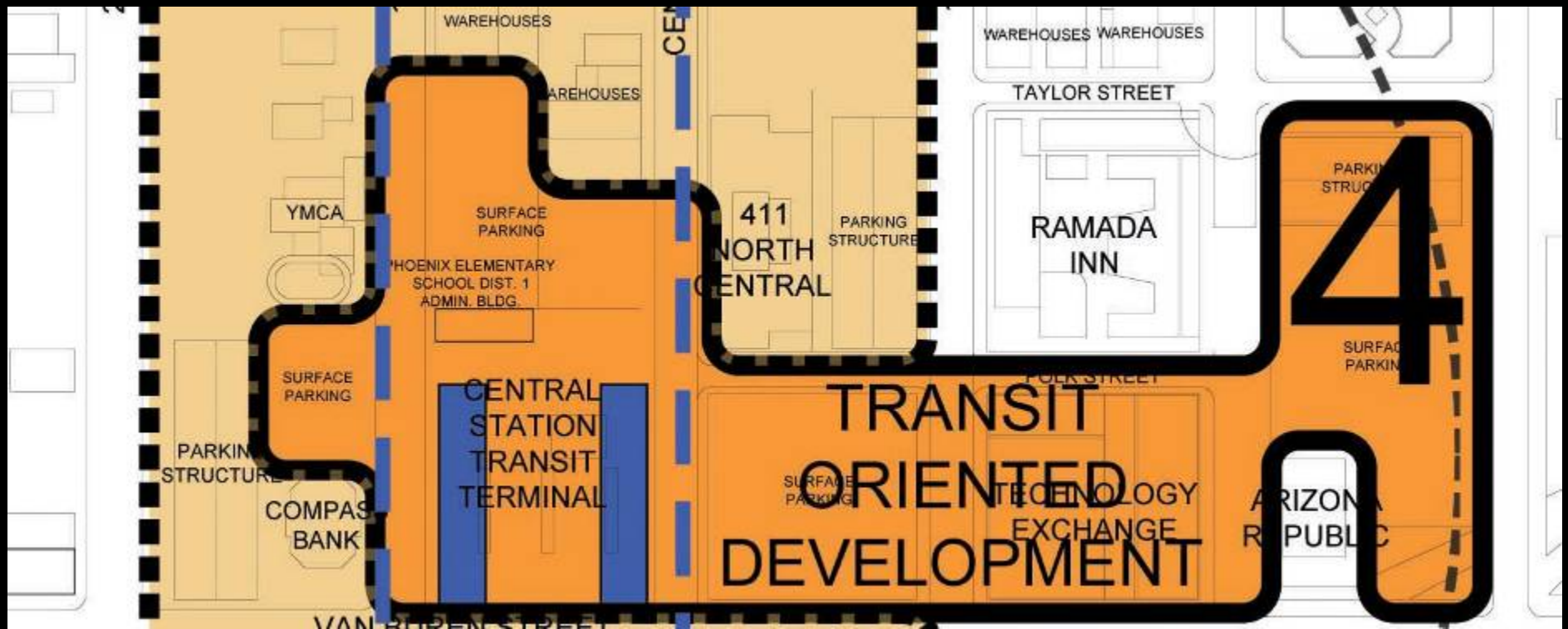
- Industrial / monumental character
- Flexible warehouse/loft-style building types
- Place for crafts and small business initiatives



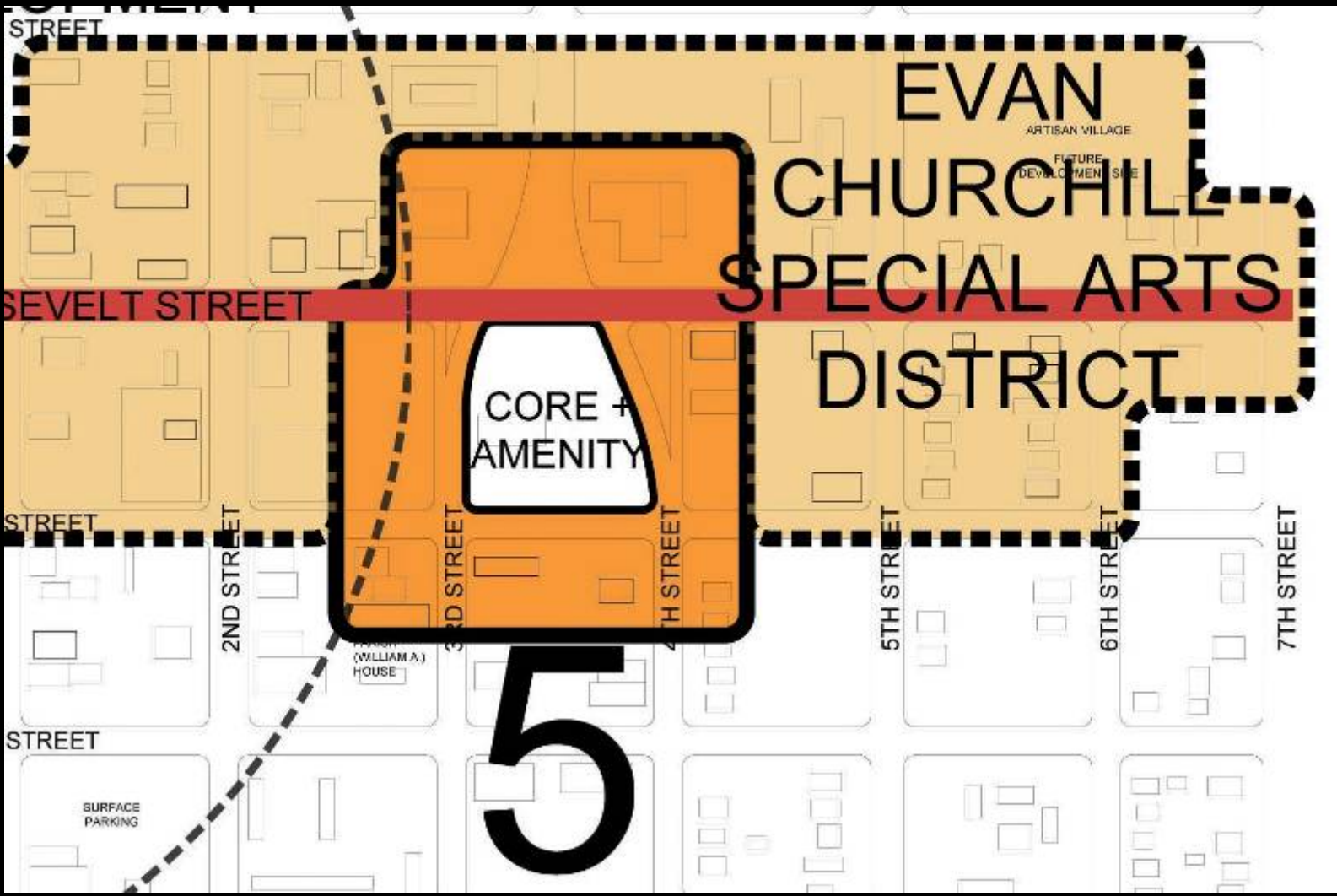
- **Industrial / monumental character**
- **Place for entertainment venues and eclectic commercial**
- **Sports venues as destination places**
- **'Active' streetscape**

- '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



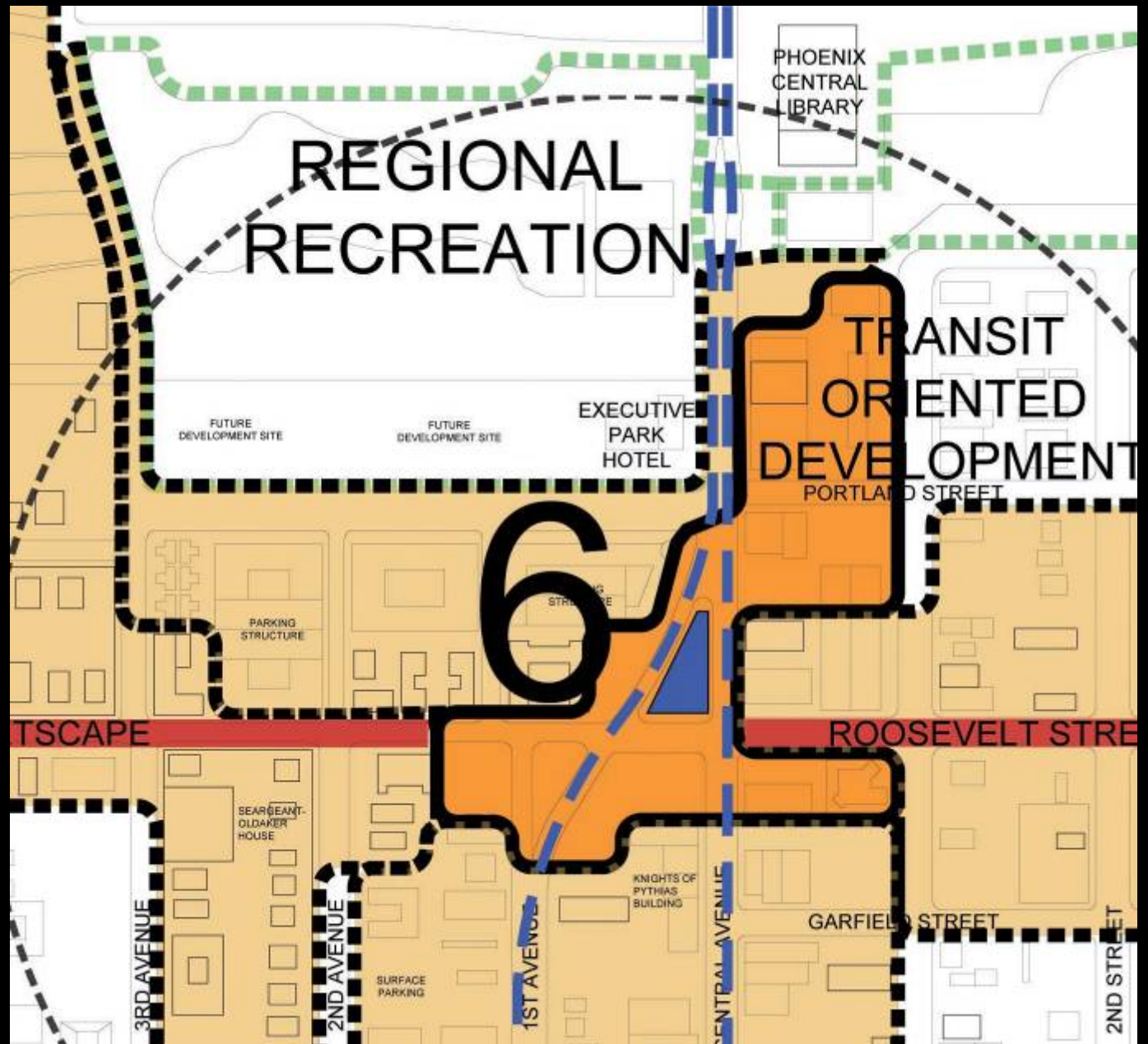


- **'Active' downtown character**
- **Oriented around central transit terminal**
- **Central downtown destination**
- **Lush landscaping and shaded streetscapes**

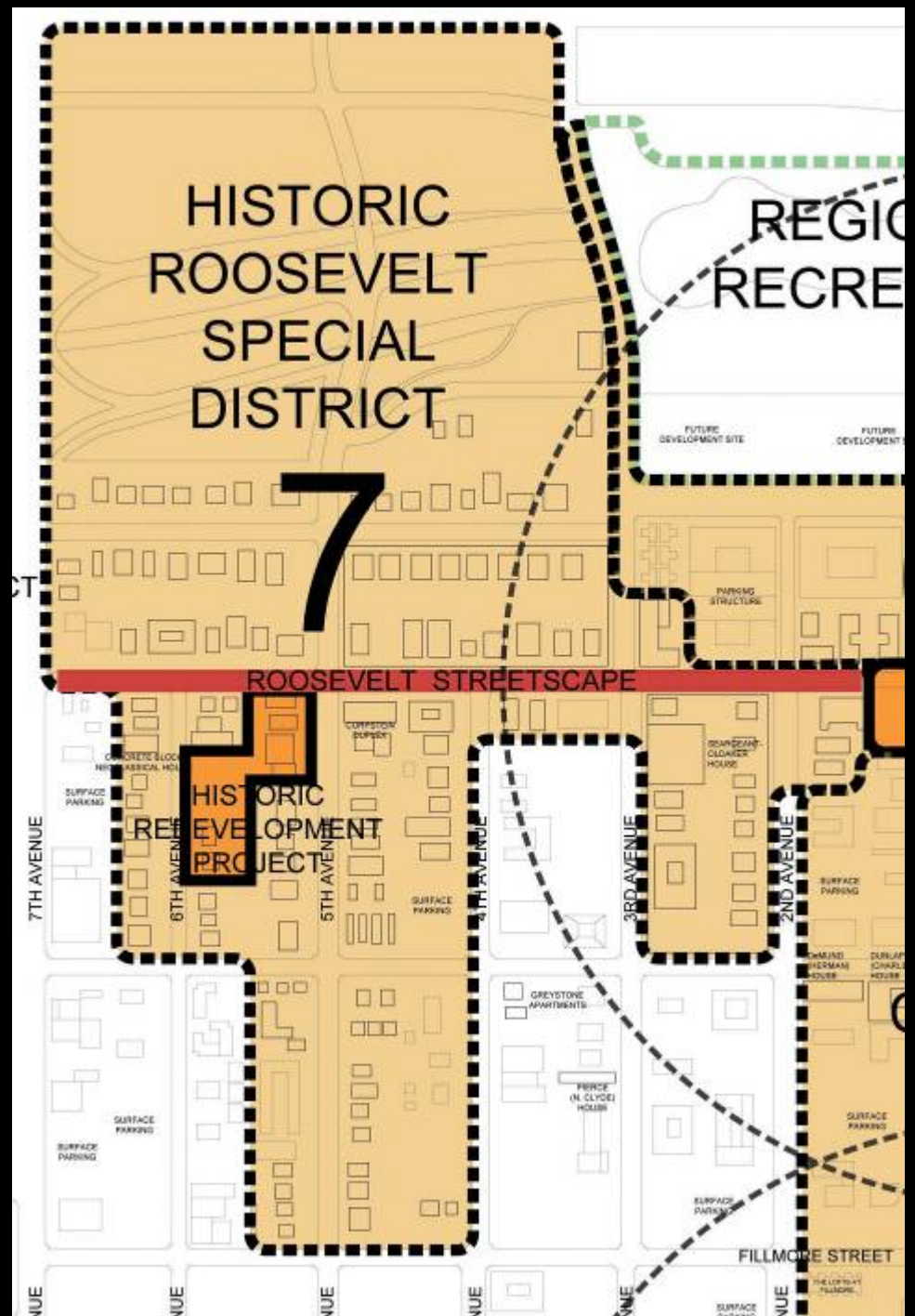


- Established arts community
- Medium Density
- Mixed Use Core
- Central open space amenity surrounded with community functions

- 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

