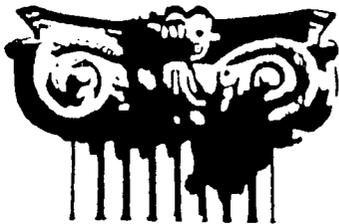


*GOVERNMENTAL  
MALL*

*URBAN DESIGN PLAN*

*PHOENIX • ARIZONA*



# ***GOVERNMENTAL MALL***

## **URBAN DESIGN PLAN**

### **GOVERNMENTAL MALL COMMISSION**

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Mr. Art Dickson, Maricopa County Facilities  
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Ms. Mary Montano, Congressman Udall's Office  
Mr. Thomas Sullivan, Governor's Representative  
Ms. Alison Wrigley, Governor's Representative

### **CITY OF PHOENIX**

Ms. Joy A. Mee, Assistant Planning Director  
Ms. Jan Hatmaker, Planner II/Project Manager

### **ARCHITECTURE ONE, LTD.**

Mr. David H. Longey/Project Planner  
Mr. David D. Brant/Project Designer

### **SPECIAL CONSULTANT**

Mr. Weiming Lu, Director of Lowertown Redevelopment Corporation, St. Paul, MN

June 1989



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## INTRODUCTION

Architecture One, Ltd. is pleased to submit this plan to the Governmental Mall Commission as our recommendations regarding land use, circulation and urban design required to provide the Commission with a framework to facilitate the development review and approval process.

The Governmental Mall area is a strategic part of Phoenix that has implications for Arizona State Government, Maricopa County Government, and the City of Phoenix. The area imparts an image to the visitor, worker and resident.

From the State Government perspective, the area contains and will continue to be the site of many government buildings and functions. As such, the long-range plan for the Governmental Mall area should produce an appropriate setting for future State level development.

County Government has selected the Governmental Mall area for many of its new buildings, especially the Administration Building, currently under construction. The image of the Governmental Mall should support and enhance this commitment.

The City of Phoenix has broad interests, which include a mix of uses and activities associated with the area (e.g., residents and housing, commercial and retail interests, industrial users, traffic and transportation, parks and recreation, and major redevelopment proposals, as well as City offices and facilities).

While the activities and interests appear to be diverse, the common link is the Governmental Mall urban design character. The State, County and City have vested interests in improving the development and image of the area. This plan will provide a rational decision-making framework for guiding development decisions in the Governmental Mall area.

Our involvement went well beyond the urban design component and included an extensive land use and circulation study. It was necessary to establish these two planning components prior to developing the more detailed urban design element.

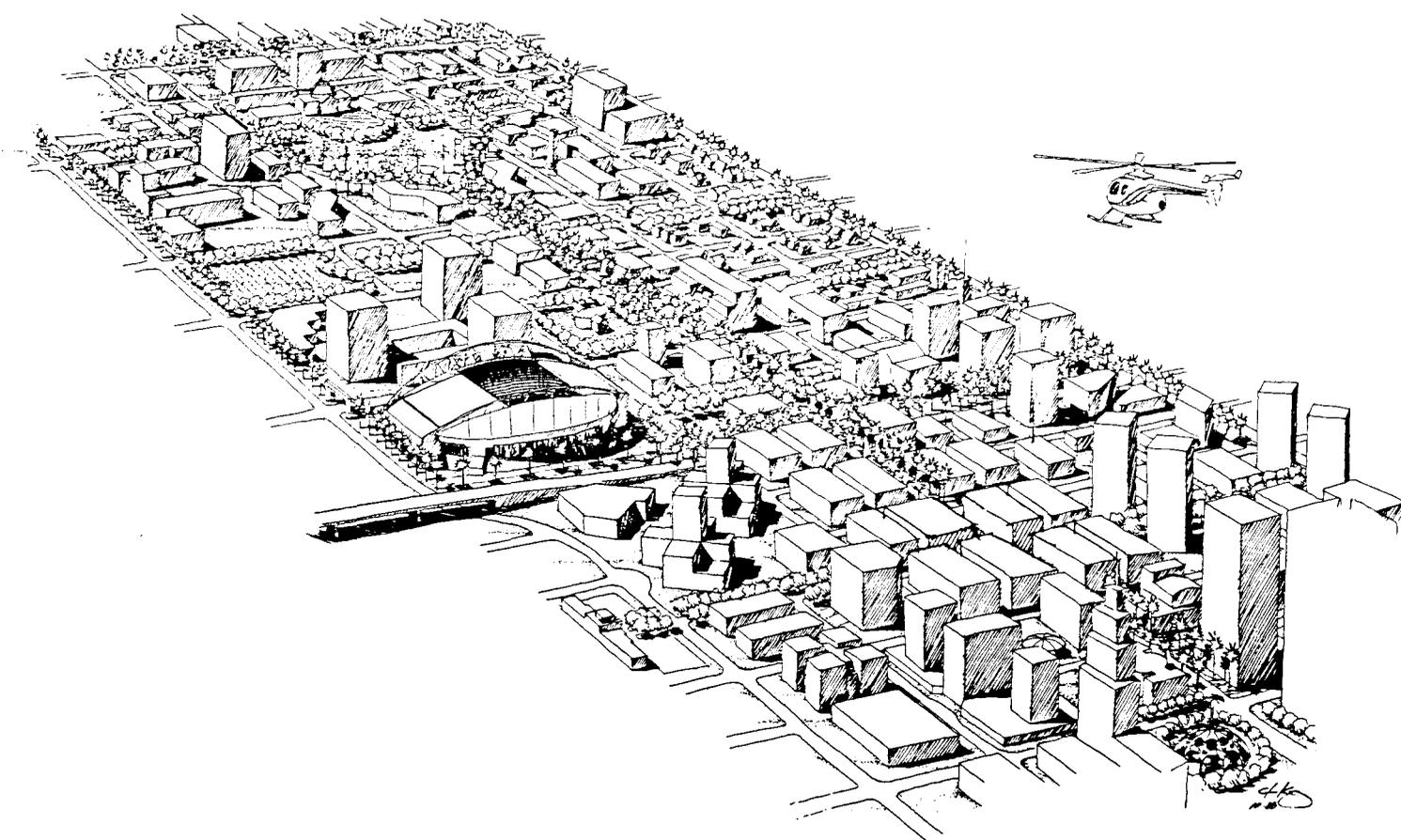
Through this study, the Washington Street spine emerged as the major axis of the Governmental Mall. Washington Street provides the major link between Downtown and the Capitol area - historically, visually, and physically. This street is proposed to feature a transit system and pedestrian orientation along with a concentration of street furniture, landscaping and lighting. The streetscape and transit system along Washington was initially conceived as a replication of the historic plant and trolley system. Though other forms of plants and transit have been considered, Washington Street should reflect the City's historic past.

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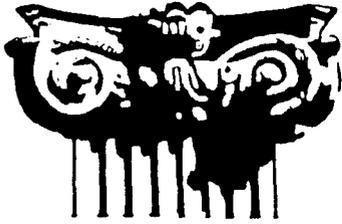
## SCHEDULE

Inventory and analysis of existing conditions	May-October 1987
Neighborhood Workshop to identify issues and concerns	June 1987
Workshops and Meetings to develop goals and objectives	July 1987-October 1987
Formulate land use and circulation concept alternatives and hold concept alternatives workshop and meetings with State, County and City officials, community leaders, developers and interested citizens	November 1987-December 1987
Develop consensus plan, architectural and streetscape guidelines	January 1988-February 1988
Public meeting on recommended Urban Design Plan	March 1988
Prepare Urban Design Draft Plan utilizing public comments	April 1988-June 1988
Presentation of Urban Design Draft Plan to Governmental Mall Commission, County Supervisors and City Council	June 1988-September 1988
Revise Urban Design Draft Plan per Commission, State, County and City comments	September 1988-May 1989
Prepare Urban Design Final Plan and present to public meeting and Governmental Mall Commission	June 1989

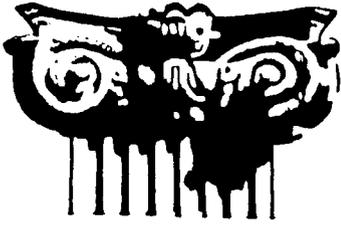


AERIAL PERSPECTIVE  
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ESTABLISHED 1988



## 1. PLANNING PROCESS

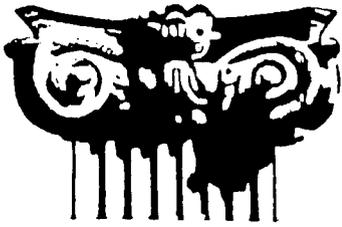


## INVENTORY

Architecture One inventoried and analyzed the existing conditions of the entire Governmental Mall area, including the following:

- Land Use
- Circulation
- Historic Buildings and Places
- Architectural Character
- Major Buildings
- Building Massing
- Existing Studies
- Proposed Projects
- Environmental Conditions
- View Corridors
- Visual Impacts
- Street Lighting
- Overhead Lines
- Tree Patterns
- Constraints
- Opportunities

This information is included in detail in the Appendix Volume of this report.



## ISSUES AND CONCERNS

This first step set the tone and scope for the planning process and the identification of issues and concerns that needed to be addressed. This issue-oriented approach simplified data gathering and analysis by focusing on expected conflicts, controversies, needs, etc. The issues and concerns were mainly about existing and potential land use, circulation and urban design.

Architecture One gathered, screened and evaluated ideas from all interested parties, then combined similar issues and concerns into a list and summarized them to guide the rest of the planning process.

There was a need for opinions, expectations and identification of problems from all interested parties. Architecture One held a public workshop in June 1987 to discuss the issues and concerns and receive comments. The issues and concerns identified are as follows:

### Issue 1: Order

The Governmental Mall area is not an orderly environment and should be such. This issue includes the following concerns:

- Orientation
- Circulation
- Parking
- Transit
- Land Use
- Nodes
- Massing

### Issue 2: Diversity

The Governmental Mall area is a chaotic rather than diverse environment. This issue includes the following areas of concern:

- Mixed Use
- Historic/Contemporary
- Streetscape
- Landscape



### **Issue 3: Health & Safety**

The Governmental Mall area is not a healthy or safe environment and should be made such. This issue includes the following areas of concern:

- Crime
- Homeless
- Noise
- Odors
- Air Quality

### **Issue 4: Aesthetics**

The Governmental Mall area is not an attractive or pleasant environment and should be made such. This issue includes the following areas of concern:

- Vacant Buildings
- Vacant Lots
- Junk Cars
- Trash and Debris
- Alley
- Utilities
- Signs
- Architecture
- Streetscape

### **Issue 5: Economics**

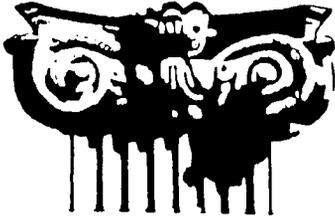
The Governmental Mall area does not contribute significantly to the economic vitality of Phoenix and should do such. This issue includes the following areas of concern:

- Live/Work Environment
- Downtown Revitalization
- Sports Stadium
- Cultural Facilities
- Tourism

### **Issue 6: Implementation**

The Governmental Mall project does not have a means of funding or implementing the master plan. This issue includes the following areas of concern:

- Land Acquisition
- Infrastructure
- Design and Engineering



## **GOALS AND OBJECTIVES**

Once issues and concerns were identified, the next step was to develop goals and objectives for subsequent planning concepts. This meant stating what goals and objectives would be considered during the planning process.

Goals and objectives streamline the plan's preparation and put it into focus. They establish standards, rules and measures to be used in the planning process. They also help set the scope of inventory and data collection, estimate the extent of analysis necessary to address the issues and concerns, assess the constraints and opportunities, and identify the range of reasonable concept alternatives.

Architecture One developed goals and objectives and gave opportunity for review and comment on their adequacy.

### **GOAL 1: ORDER**

Establish an orderly planned environment for the Governmental Mall area.

#### **Objective 1 - Orientation**

Emphasize the orientation of the State Capitol to downtown Phoenix, and accentuate other view corridors and focal points.

#### **Objective 2 - Circulation**

Plan for vehicular and pedestrian linkages that do not conflict with one another and which connect key land uses, nodes and open spaces.

#### **Objective 3 - Parking**

Plan for maximum efficiency and convenience of both surface and structured parking through location and shared use.

#### **Objective 4 - Transit**

Plan for light rail or rubber tire trolley transit systems within the Mall area.



**Objective 5 - Land Use**

Plan for the orderly relationship of land uses, including open space, within the Mall area.

**Objective 6 - Nodes**

Plan for nodes of orientation throughout the vehicular and pedestrian linkage systems.

**Objective 7 - Massing**

Plan for an orderly pattern of building heights and floor areas throughout the Mall area.

**GOAL 2: DIVERSITY**

Provide for a diversity of development for the Governmental Mall area.

**Objective 1 - Mixed Use**

Plan for a mix of governmental offices, residential neighborhoods, commercial shops and restaurants, hotels and apartments.

**Objective 2 - Historical/Contemporary**

Plan for a diversity of both preserved historic places and buildings as well as contemporary ones.

**Objective 3 - Streetscape**

Design for a diversity of streetscapes which reflect the scale and significance of the streets.

**Objective 4 - Landscape**

Design for a diversity of landscape within an ordered landscape character appropriate to an urban, southwest desert environment.

**GOAL 3: HEALTH AND SAFETY**

**Objective 1 - Crime**

Plan and design for an environment with a 24-hour vitality which will discourage crime in vacant or run-down areas.

**Objective 2 - Homeless**

Plan for alternative location(s) for the homeless outside of the Mall area.

**Objective 3 - Noise**

Plan for mitigation of land uses and conditions which cause inappropriately high decibel levels of noise if possible.



**Objective 4 - Odors**

Plan for mitigation of land uses which emit noxious and foul odors if possible.

**Objective 5 - Air Quality**

Plan for inclusion of mass transit systems within the Governmental Mall area which will decrease automobile emissions.

**GOAL 4: AESTHETICS**

Make the Governmental Mall area more attractive and pleasant for residents, workers, and visitors alike.

**Objective 1 - Vacant Buildings**

Plan to implement an acquisition program to remove or improve vacant buildings and enforce property maintenance codes.

**Objective 2 - Vacant Lots**

Plan to implement a land acquisition program to control vacant lots and enforce the property maintenance ordinance.

**Objective 3 - Junk Cars**

Plan to implement enforcement of the ordinance to remove junk cars.

**Objective 4 - Trash and Debris**

Plan to implement enforcement of the ordinance to control trash and debris.

**Objective 5 - Alleys**

Plan to incorporate alternative uses for alleys such as vest pocket parks and pedestrian ways.

**Objective 6 - Utilities**

Plan to put as many of the overhead utility lines as possible underground.

**Objective 7 - Signs**

Plan for a specific sign ordinance for the Governmental Mall area and design a signage concept.

**Objective 8 - Architecture**

Plan for Architectural Guidelines for the Mall.

**Objective 9 - Streetscape**

Plan for Streetscape Guidelines for the Mall.



## **GOAL 5: ECONOMICS**

Develop the Governmental Mall to contribute more significantly to the economic vitality of Phoenix.

### **Objective 1 - Live/Work Environment**

Plan for a complete living and working environment within the Governmental Mall area as well as downtown.

### **Objective 2 - Downtown Revitalization**

Plan for an integral relationship between the Governmental Mall and Downtown Phoenix for workers and residents to shop, dine, and partake of cultural activities.

### **Objective 3 - Sports Stadium**

Plan for a sports stadium complex within the Governmental Mall area.

### **Objective 4 - Cultural Facilities**

Plan for a diversity of cultural facilities within the Governmental Mall, such as museums, theaters, and galleries.

### **Objective 5 - Tourism**

Plan to capitalize on the tourism segment of the economy by making the Governmental Mall/Downtown Phoenix more interesting and dynamic.

## **GOAL 6: IMPLEMENTATION**

Formulate a means of funding and implementing the urban design master plan.

### **Objective 1 - Land Acquisition**

Identify lands to acquire and means of funding that acquisition.

### **Objective 2 - Infrastructure**

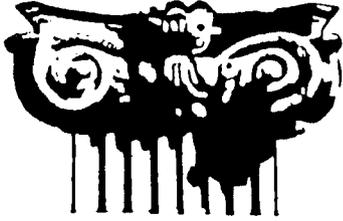
Identify infrastructure to be constructed and means of funding that construction.

### **Objective 3 - Design and Engineering**

Identify future design and engineering services required and means of funding those services.

### **Objective 4 - Enforcement**

Develop a process for reviewing all proposals for consistency and conformity with the Urban Design Plan. Include procedures for updating and amending the Plan when necessary.



## ALTERNATIVES

There were a number of concepts to be considered in the planning process. The success of the planning effort hinges upon the identification and presentation of all reasonable concept alternatives.

Architecture One formulated five concept alternative plans which depicted a range of reasonable land use patterns and circulation systems that respond to the planning issues and concerns, and the goals and objectives.

Comments and ideas gathered during the identification of issues and concerns, and during the development of goals and objectives were used in formulating the concept alternatives.

Architecture One held a workshop to discuss the concept alternatives and compare the impacts and effects of each. The workshop then selected a consensus concept. This concept best addressed those issues and concerns, and best met the goals and objectives.

Architecture One then presented the consensus plan for public review and comment at a public workshop in March 1988.

The following are summaries of the five original concept alternatives. Complete descriptions are included in the Appendix. The consensus alternative is described as the Plan.

### Summary

#### Concept A - Historical Parade/Trolley Plan

Close Washington from 7th Street to the Capitol to vehicular traffic and dedicate it to trolley and pedestrian use with extensive streetscape and a concentration of development.

Redesign Bolin Plaza with underground parking.

Close 4th Avenue, 8th Avenue, 11th Avenue and 14th Avenue to vehicular traffic and develop as pedestrian corridors.

Develop a commercial "gateway" at 7th Avenue and Grand and divert traffic away from 5 Points intersection.



Eliminate "smasher" site and develop a neighborhood park in its place to serve the residential area west of 20th Avenue.

Locate stadium on axis with Carnegie Library and create a "Gateway" on each side of 7th Avenue at Jackson with the associated mixed-use development.

**Summary**

**Concept B - Washington - Jefferson Crossover Plan**

Washington Street turns into a two-way street at the Municipal Complex via transferring westbound traffic to Adams.

Crossover occurs west of Adams streetscape development and the Orpheum Theater node.

Crossover may be bridged by pedestrians or tunneled under to engage with the Municipal Center garage.

Transit would be a rubber-tired vehicle running on the inside of four lanes of traffic.

Incorporate regional transit using existing Southern Pacific right of way and existing 4th Avenue depot as well as a new depot at 19th Avenue and Washington with a pedestrian bridge over 19th Avenue.

Keep stadium west of 7th Avenue as originally planned and develop terminus within mixed-use development on Carnegie Library/11th Avenue axis.

Low concentration of development along Washington to enhance driving panorama.

**Summary**

**Concept C - The Round About**

Incorporate a round-about around the proposed Municipal Complex to accomplish the following:

Slow down the traffic flow west of Central on Washington.

Transfer a one-way Washington to a two-way Washington west of the proposed Municipal Complex.

Create an event around the proposed Municipal Complex to balance a similar one at Bolin Plaza.

Rubber-tired transit to start at a transit node at Central and Washington and run west to Bolin Plaza.

First Avenue and First Street are developed as a one-way pair with Central featuring transit and pedestrian almost exclusively.



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**Summary**

**Concept D - The Round About with Washington Trolley**

Transfer one-way traffic on Washington to Adams at the proposed Municipal Complex.

Close Washington to vehicular traffic west of 3rd Avenue and dedicate it to trolley and pedestrian use with extensive streetscape and a concentration of development.

Trolley would start at a plaza south of Heritage Square and parallel with the vehicular traffic to 3rd Avenue.

**Summary**

**Concept E - Status Quo**

Develop a landscape gateway at the 5 Point/7th Avenue and Grand intersection.

Enhance existing street pattern with extensive streetscapes to allow a pleasant pedestrian and vehicular experience and to tie together dissimilarities.

Develop major intersections with special paving and landscape treatment.

Redesign Bolin Plaza to open the axial vista of the Capitol from Washington Street.

Create special districts with individual identities such as "Capitol Gardens - A Residential Community."

**Concept Rating Matrix**

The following matrix was used to rate the five original concept alternatives and consensus alternative.





## 2. LAND USE AND CIRCULATION



## LAND USE

### Government Offices

The plan proposes a concentration of State governmental offices within a campus surrounding the Capitol land bordered by Van Buren on the north, Jackson/Harrison on the south, 20th Avenue on the west and 15th Avenue on the east. The plan also proposes concentrating governmental offices along Washington and Jefferson Streets. The Capitol and Bolin Plaza are to be the western terminus and focal point of this Mall. The existing and proposed City offices may form the eastern terminus and focal point. Between the two are the offices and court facilities of Maricopa County. Beyond the Mall to the east are other governmental and cultural land uses including Civic Plaza, Symphony Hall, and Heritage Square.

### Open Space - Bolin Plaza/Capitol Area

The plan proposes this area as the major open space of the Governmental Mall. This open space land use will support Bolin Plaza, transit stations, surface and subsurface parking as well as monuments and public art.

### Open Space - Historic Carnegie Library/Evans House Areas

The plan proposes preserving this area on either side of Washington Street as a historical open space area linked to the University Park open space area by a pedestrian way along 11th Avenue north of Van Buren.

### Open Space - University Park

The plan proposes preserving and enhancing this park north of Van Buren and linking it to the historic Carnegie Library/Evans House open space to the south.



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### **Open Space - Old City & Rosedale Cemeteries**

The plan proposes preserving and enhancing these cemeteries south of Jefferson and linking them by pedestrian way to the Governmental Mall spine.

### **Open Space - Woodland Linear Park**

The plan proposes preserving and enhancing Woodland Park along the south side of Van Buren.

### **Open Space - West Edge Buffer Parks**

The plan proposes open space/park land uses along 20th Avenue to buffer the governmental and industrial land uses from the existing residential neighborhoods west of 20th Avenue.

### **Mixed Use - Stadium and Commercial Areas**

The plan proposes the area between 7th Avenue on the east, 13th Avenue on the west, south of Jefferson as the site of a proposed sports stadium, including office, retail, hotel and parking uses. The two blocks just west of 7th Avenue and north of Jefferson would be included as mixed-use commercial.

### **Mixed Use - High Density Residential/Commercial Area**

The plan proposes redevelopment of the area surrounded by 7th Avenue on the East 10th Avenue on the West, Fillmore on the North and Van Buren on the South to build a complex which would provide a terminus for Grand Avenue.

The plan proposes redevelopment of the area surrounded by Fillmore on the north, Van Buren on the south, 2nd Avenue on the east, and 7th Avenue on the west into a development of urban residential units, offices and shops.

### **Mixed Use - Residential/Commercial Areas**

The plan proposes potential conversion of residential land use to shops and offices south of Van Buren between 9th Avenue and 16th Avenue. This area is a City of Phoenix historic district.



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### **Residential Neighborhoods**

The plan proposes preserving the residential neighborhood west of 20th Avenue between Monroe and Madison Streets. The plan also proposes preserving the residential neighborhoods north of Van Buren between 10th Avenue and 19th Avenue, as well as between 20th Avenue and 21st Avenue.

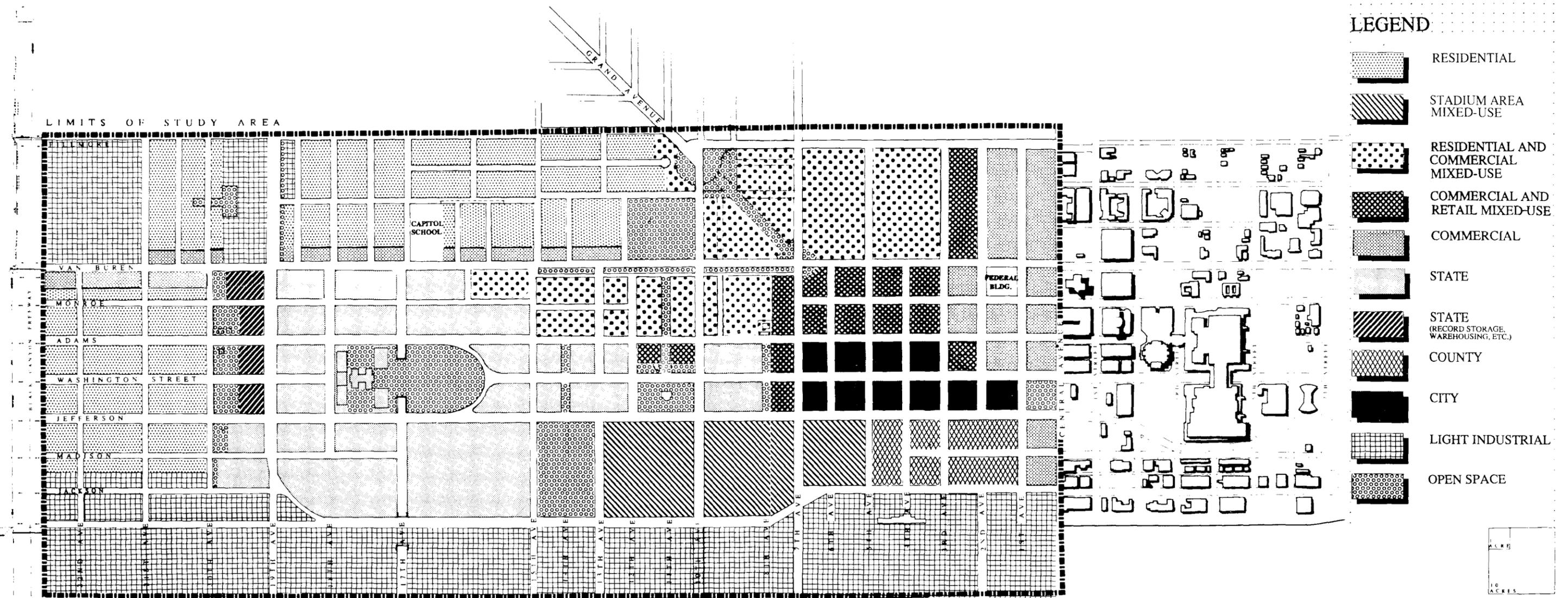
### **Commercial Areas**

The plan proposes the Downtown area at the east end of the Governmental Mall to remain as commercial high density land use. Retail and commercial land uses are proposed to remain along Van Buren in a pattern consistent with their existing locations.

### **Industrial Areas**

The plan proposes light industrial land use north of Van Buren to Fillmore between 21st Avenue and the Black Canyon Frontage Road. This use is also proposed for the west side of 19th Avenue between Van Buren and Fillmore, as well as south of Jackson, between 19th Ave. and the Black Canyon Frontage Road. Industrial uses are also proposed to be retained south of Harrison Street.





**LAND USE PLAN**

NOTE: THIS EXHIBIT INDICATES  
PREDOMINATE LAND-USE ONLY

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PLANNERS  
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LANDSCAPE ARCHITECTS



## CIRCULATION

### Washington Street/Main Axis

The plan proposes Washington Street as the major axis, or spine of the Governmental Mall. This spine is planned to potentially include a transit system connecting Downtown and the Capitol.

### Van Buren and Jackson/Harrison Streets

The plan proposes a two-way perimeter auto/truck/bus circulation system to surround the Governmental Mall core. Van Buren and Jackson/Harrison Streets are key to that perimeter and gateways into the Governmental Mall will occur along both of these streets at 10th Avenue, 15th Avenue, 17th Avenue and 19th Avenue.

### Jefferson and Adams Streets

The plan proposes Jefferson remain as a one way street east from the freeway, and that Adams remain as a one way street west to the freeway from 17th Avenue, possibly beginning as far east as 5th Avenue.

### Grand Avenue/10th Avenue/Fillmore Street

The plan proposes that Grand Avenue be terminated in a proposed three way intersection with a new 10th Avenue heading south to Jackson Street and the proposed sports stadium/mixed use development, and with a widened Fillmore Street heading east to 7th Street.

### 17th Avenue Underpass

The plan proposes that 17th Avenue be taken below grade in front of the Capitol to access underground parking and to allow pedestrian access to the Capitol without conflict with traffic.



### **Pedestrian Way - 4th Avenue**

The plan proposes 4th Avenue as a combined Pedestrian/Vehicular Way from the old railroad depot on the south, through the County complex, crossing Washington Street and potential City offices to the high density mixed use development north of Van Buren.

### **Pedestrian Way - 8th Avenue**

The plan proposes 8th Avenue to be closed to vehicular traffic, except service and emergency vehicles, and developed as a pedestrian way crossing Washington Street, between Adams and Jefferson.

### **Pedestrian Way - 11th Avenue**

The plan proposes 11th Avenue between Washington Street and Woodland Park be closed to vehicular traffic except service and emergency vehicles and developed as a pedestrian way connecting the historic Carnegie Library/Evans House area to the University Park area.

### **Pedestrian Way - 14th Avenue**

The plan proposes 14th Avenue to be closed to vehicular traffic, except service and emergency vehicles, and developed as a pedestrian way connecting the cemeteries south of Jefferson to the Governmental Mall spine.

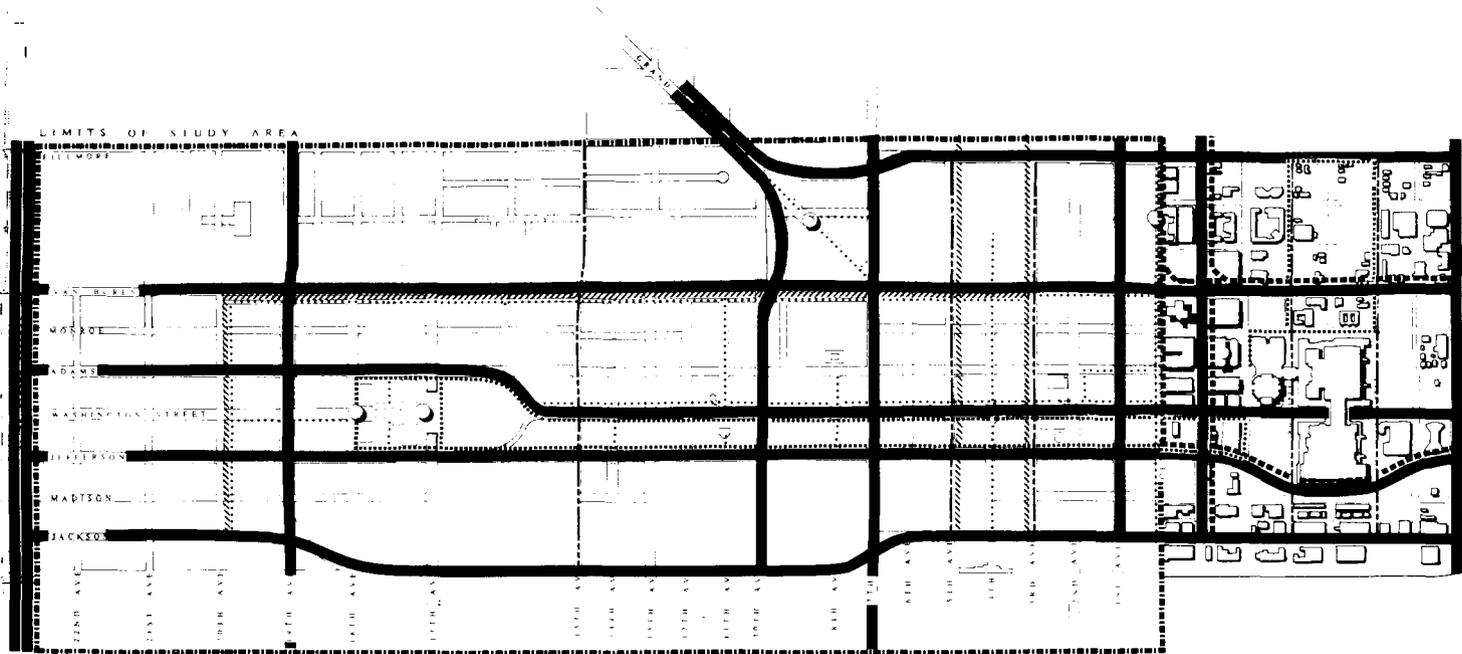
### **Pedestrian/Bicycle System**

All other streets would have sidewalks to accommodate pedestrians. The State government campus would develop a pedestrian walkway system. Bikeways would also be developed in the Mall area.

### **Bus/Shuttle Transit System**

Major streets would carry a bus transit system. Some streets could also accommodate a government office shuttle system.





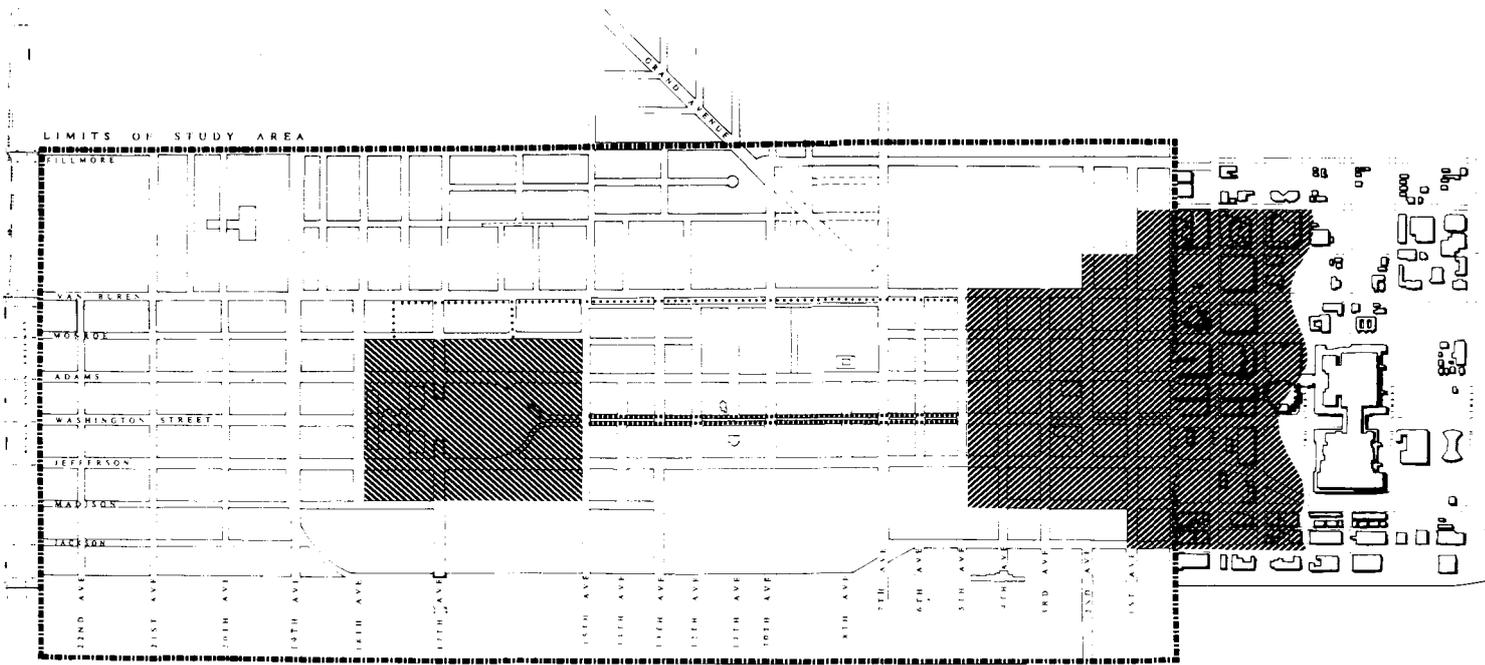
LEGEND

- REGIONAL HIGHWAYS
- MAJOR STREETS
- COLLECTOR STREETS
- PEDESTRIAN WAY
- POSSIBLE RAPID TRANSIT CORRIDOR
- POSSIBLE TRANSIT SHUTTLE CORRIDOR
- BICYCLE ROUTE
- PLAZA OPPORTUNITY

CIRCULATION PLAN

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LEGEND

-  CAPITOL PRECINCT
-  DOWNTOWN PRECINCT
-  WASHINGTON STREET PEDESTRIAN LINKAGE
-  VAN BUREN PEDESTRIAN LINKAGE

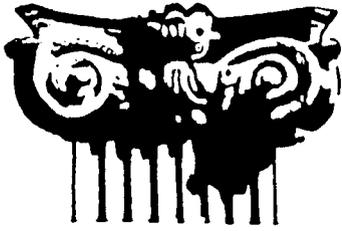
2.2B

PEDESTRIAN PRECINCT PLAN

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 1000 ...



### **3. ARCHITECTURAL GUIDELINES**



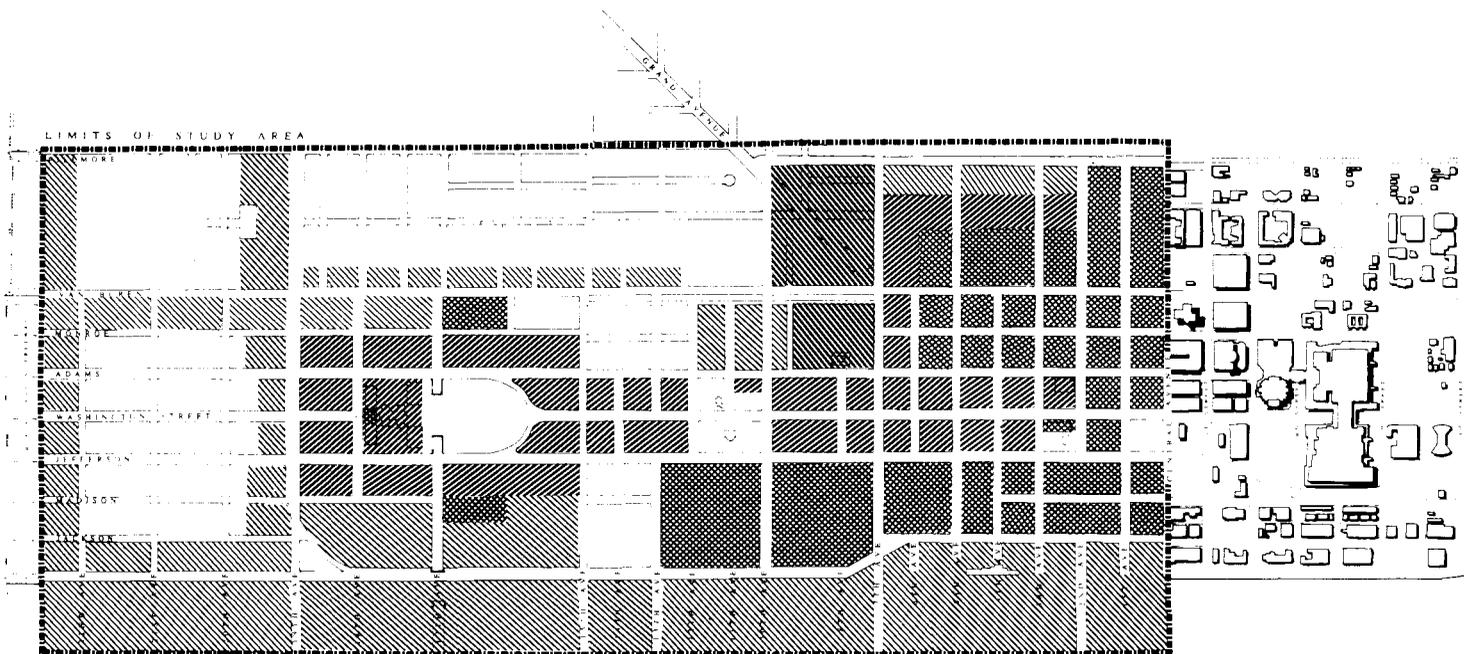
## **BUILDING HEIGHT**

The building height concept encourages an intense central core, an ordered and balanced Washington corridor, and transitions between commercial or governmental uses and the adjacent residential uses. The heights indicated on the plan complement the existing character of the area, which is four stories, with six story limits indicated around the Capitol. Buildings well above six stories are encouraged in the Downtown core.

The Washington Street corridor, because of its proposed pedestrian and transit orientation, is maintained as a medium intensity area. This massing coincides with the existing structures along Washington. Buildings along the Washington corridor should have main entries and pedestrian amenities fronting Washington with vehicular entries and parking structures oriented to Adams and Jefferson. Secondary entries to buildings would be oriented to Adams and Jefferson.

Transitions in general should not be as abrupt as indicated on the plan. Instead, transitions should be developed within individual height designations. For example, the edges of a parcel designated as medium height, four to six stories, which is adjacent to a parcel with a height designation of two to four stories, should be developed in four stories while the core or street edge of the parcel may be five or six stories. This type of transition may occur in the form of separate building components or within a single building mass.

3.1A



LEGEND

-  LOWEST HEIGHT  
1 - 2 STORIES
-  LOW HEIGHT  
2 - 4 STORIES
-  MEDIUM HEIGHT  
\* 4 - 6 STORIES
-  HIGH HEIGHT  
6 STORIES AND  
ABOVE

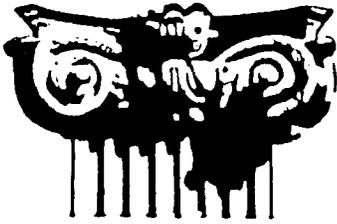
*\* NOTE:  
BUILDING HEIGHT  
4 STORIES MAX.  
BETWEEN ADAMS  
AND JEFFERSON  
STREETS WEST OF  
7TH AVE. TO BOLIN  
PLAZA.*

BUILDING HEIGHT PLAN

GOVERNMENTAL · MALL · URBAN · DESIGN · PLAN



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## BUILDING FLOOR AREA RATIO

Floor area ratio is determined by a formula in which the total gross square footage of building floor area is divided by the corresponding gross site area. For example, a building with a gross floor area of 25,000 square feet (including corridors, restrooms, stairs, etc.) is proposed for a site with a gross site area of 50,000 square feet (measured to the centerlines of the street).  $25,000 \div 50,000 = a .50$  floor area ratio. This formula and resultant ratio indicate the relative intensity of a project or group of projects. The higher the floor area ratio, the greater the intensity. A project with a floor area ratio of 3.0 and above generally indicates a high-rise structure, while a project with a floor area ratio of .30 is more than likely a one- to two-story retail, garden office or light industrial project.

The floor area ratios for given areas and specific project sites, as illustrated in the plan which follows, are guidelines that respond to adjacent land uses and intensities and to the building height plan. The Downtown core has the highest floor area ratio (that of 3.0 plus). Transitional floor area ratios of 1.5 and 1.0 are indicated for areas to the southwest and the northwest of the core. The Washington Street corridor, although mostly developed, should maintain a floor area ratio of 1.0. This is dense enough to retain good corridor definition while maintaining a reasonable pedestrian scale.

The parcels around the State Capitol Complex would have to be intensified to attain the projected yields indicated on the plan. Several smaller buildings would have to be razed to achieve these ratios and structured parking would be required. The areas adjacent to residential neighborhoods indicate very low sympathetic ratios of .30 to .50. The industrial areas along the southern edge of the study area is indicated as a .25 floor area ratio. This low ratio is predicated on the land use and the amount of railway right-of-way as it greatly reduces site yield.





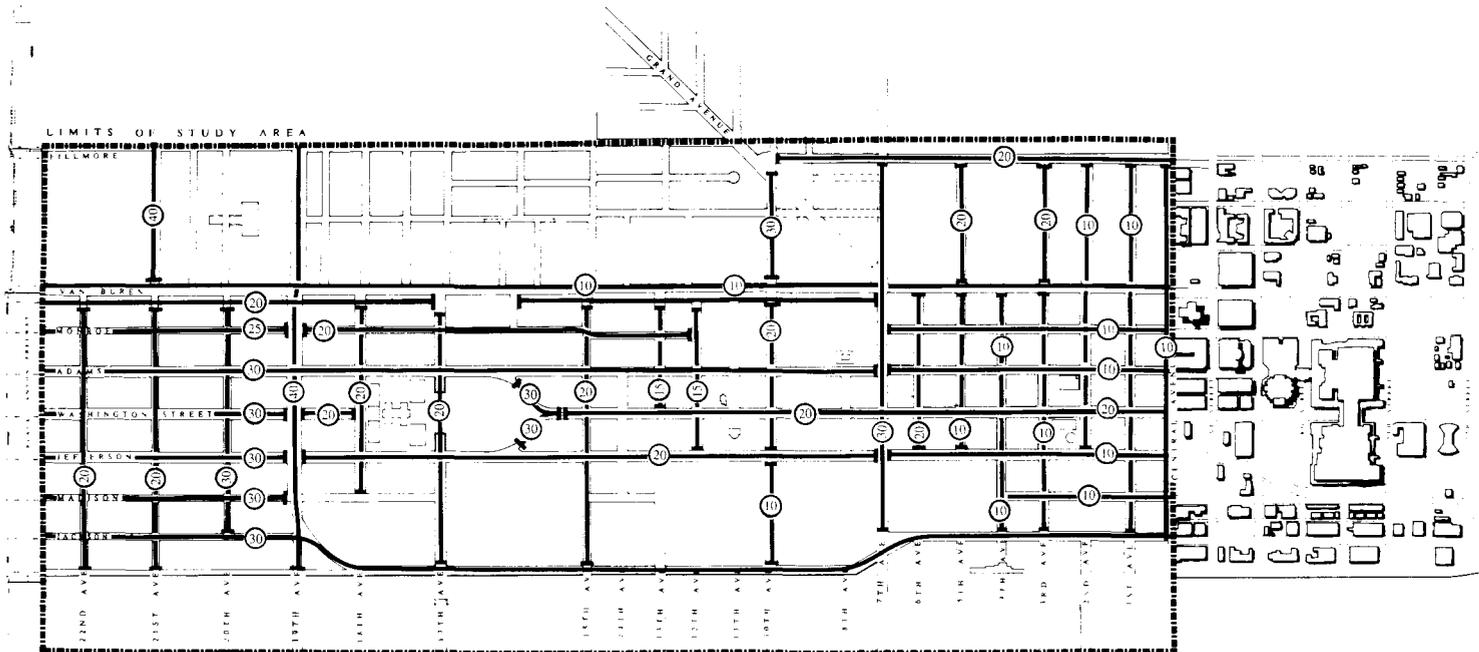
## **BUILDING SETBACK**

The primary purpose of the Building Setback Plan is to establish and maintain an orderly and consistent streetscape. All setbacks are established from the existing property lines or future rights-of-way lines. The setbacks are minimums, and movement of the building footprint within a reasonable distance greater than that minimum is encouraged at building entries and building entry courts.

The hierarchy of setbacks is based on the intensity of vehicular circulation, land use, pedestrian circulation, and proximity to open spaces. Setbacks in residential and industrial areas are consistent with the current City of Phoenix ordinances.

Pedestrian oriented streets are proposed to have a lesser setback than vehicular oriented streets and residential streets. Setbacks are proposed to be greater for streets with residential on one side and commercial or industrial on the other side.

Building setbacks along streets in the proposed Downtown pedestrian core may be reduced further, subject to adoption of the Urban Design Guidelines as part of the Downtown Specific Plan.



NOTES:

ALL SETBACKS ARE STATED IN LINEAL FEET FROM THE PROPERTY LINE

ALL RESIDENTIAL AREAS, UNLESS INDICATED OTHERWISE, SHALL HAVE A 20' FRONT YARD SETBACK AND A 10' SIDEYARD SETBACK MEASURED FROM THE PROPERTY LINES

ALL INDUSTRIAL DEVELOPMENT SOUTH OF JACKSON SHALL HAVE A 25' FRONT YARD SETBACK AND A 25' STREET SIDEYARD SETBACK MEASURED FROM THE PROPERTY LINES

**BUILDING SETBACK PLAN**

**GOVERNMENTAL · MALL · URBAN · DESIGN · PLAN**



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PLANNING



## **BUILDING DESIGN**

The purpose of these building design guidelines is to encourage quality and consistency and not to impose a requirement for a specific architectural style for the Governmental Mall. The guidelines are divided into five categories: Governmental, Commercial, Industrial, Residential and Parking.

### **Governmental**

1. Buildings should be designed so that the primary entrances are easily identifiable and accessible from the largest abutting street and any adjacent plazas.
2. Main building entries should be deeply recessed and defined through the use of special architectural features. The exterior ground floor architectural treatment should be upgraded and articulated and relate to pedestrian scale and the adjoining streetscape development. In some cases, building corners should be cut away to articulate building entries and facilitate pedestrian movement.
3. Buildings should be sited in a formal configuration which reflects the established character of the Capitol area of the Mall. Buildings should have a proper solar orientation, if possible, and respond to view corridors, pedestrian circulation, plaza opportunities and proposed streetscape development.
4. Building elevations should emphasize shade and shadow discouraging a flat facade. The use of deep recessed and punched window openings is encouraged. Glass should be minimized and should not constitute more than 50% of the total elevational area of the building.
5. The use of arcades and other sun protection is encouraged near streets and other pedestrian ways.
6. Major government buildings should incorporate lessees such as cafes and retail shops into the ground floor.





7. Building veneers should be natural stone (e.g., sandstone, limestone, unpolished granite) or precast concrete or brick, in colors which are consistent with the field colors of the Governmental Mall Color Palette included herein.
8. The use of copper (patina or polished) is encouraged for architectural metal work.
9. Site amenities should reflect the details of the Governmental Mall Street Furniture included herein.
10. Mechanical and service yards should be screened from public view and away from upper floor window view. The walls and opaque gates should match the architectural character of the project.
11. Roof mounted mechanical equipment should be screened from ground level view and from view from existing or planned higher buildings with parapets. Site line studies relative to this issue should be included in the schematic design package.
12. Loading docks should be located to face away from public streets or open spaces and should be screened from view from streets and pedestrian areas.

### Commercial

1. Buildings should be designed so that the primary entrance is easily identifiable and accessible from the largest abutting street and any adjacent plazas.
2. Main building entries should be deeply recessed and defined through the use of special architectural features. In some cases, building corners should be cut away to articulate building entries and facilitate pedestrian movement.
3. Buildings should be oriented north/south, if possible, and respond to view corridors, pedestrian circulation, plaza opportunities and proposed streetscape development.
4. Building elevations should emphasize shade and shadow, discouraging a flat facade. The use of deep recessed and punched window openings is encouraged. Glass should be minimized and should not constitute more than 50% of the total elevational area of the building.
5. The use of continuous street-level arcades is encouraged.



6. Commercial activities should generally occur at the street level, and should be oriented toward existing commercial streets and plazas.
7. Building veneers should be natural stone (sandstone, limestone, unpolished granite, marble, etc.), precast concrete, cast in place concrete, ceramic tile, brick or stucco in colors which are consistent with the field colors of the Governmental Mall Color Palette herein. Stucco should only be used above the first floor, utilizing the other materials for the first story facade.
8. The exterior ground floor should be upgraded and accentuated and should relate to the adjoining streetscape development.
9. Architecturally and historically significant buildings, structures, and districts should be preserved and enhanced to promote a link to earlier years.
10. Site amenities should reflect the details of the Governmental Mall Street Furniture included herein.
11. Mechanical and service yards should be screened from public view and away from upper floor window view. The walls and opaque gates should match the architectural character of the project.
12. Roof mounted mechanical equipment should be screened from ground level view and from existing or planned higher buildings with parapets. Site line studies relative to this issue should be included in the schematic design package.
13. Loading docks should be located to face away from public streets or open spaces and should be screened from view from streets and pedestrian areas.

### **Industrial**

1. Building entrances should be oriented to a street frontage.
2. Buildings should be constructed of textured block masonry, precast concrete or tilt-up construction in colors consistent with the field colors of the color palette included herein. Accent colors should conform to the same color palette.
3. Metal buildings may be permitted in industrial areas south of Jackson Street on a case by case basis.



4. Street frontages, at a minimum, should be landscaped according to Section 512 of the Phoenix Zoning Ordinance. (This requires a minimum five foot landscaped strip.)
5. Fences or walls should be wrought iron or decorative block wall or a combination of the two. Fences or walls shall be placed behind the landscaped area. (Landscaped area shall be adjacent to and visible from the street.)
6. Mechanical and service yards should be screened from public view and away from upper floor window view. The walls and opaque gates should match the architectural character of the project.
7. Roof mounted mechanical equipment should be screened from ground level view and from existing or planned higher buildings with parapets. Site line studies relative to this issue should be included in the schematic design package.
8. Loading docks should be located to face away from public streets or open spaces and should be screened from view from streets and pedestrian areas.

### **Residential**

1. Structures and improvements to structures should be contextually compatible with the existing neighborhoods with respect to scale, materials, form and setback.
2. Multi-family site development and associated amenities should reflect a formal urban character and the historic context of the area.
3. Within Historic Districts, design should take into account the City of Phoenix "Elements of Design" for the Oakland or Woodland Historic Preservation Districts.
4. Residential units should be oriented north/south where feasible and should be designed in response to the arid climate. Recessed patios, porches and balconies and the use of durable materials are encouraged.
5. New multi-family building projects and associated site structure colors should be consistent with the Governmental Mall Color Palette.
6. Significant architectural details of large multi-family developments should adapt details from the historic structures in the Mall area where appropriate (such as the window grill work found on the Capitol Building and the Carnegie Library).



7. Parking canopies should reflect the architectural character of the project.
8. Uncovered surface parking for new apartment projects should incorporate one canopy tree for every four parking spaces, clipped hedges, low screen walls, and special lighting. Sufficient resident and visitor parking should be provided on-site.
9. All new mechanical units should be ground mounted and screened from view with a combination of planting and decorative walls.
10. Refuse containers in residential areas should be screened with a 6'-0" high decorative wall and gated. The walls and gates should be opaque and match the architectural character of the project.

### **Parking Structures and Surface Parking**

1. Where possible, parking should be located underground or in parking structures located behind the buildings they serve. These should be separated from the building with a landscaped forecourt. They may also be connected with skybridges or tunnels which should be constructed of materials and designs compatible with the main building.
2. Parking structures and parking areas should generally be entered and exited off collector or non-residential local streets or internal project circulation.
3. Parking structures should incorporate retail uses into the ground floor in pedestrian precincts and along pedestrian corridors.
4. Parking structure facades should match the architectural materials, forms and details of the principal corresponding building or buildings.
5. Parking structures should have horizontal, non sloped spandrels, screen walls at the first level and trees in containers on the top level. Vertical or other facade elements should be used to screen cars from view. Amenities such as tennis courts or other recreational opportunities are encouraged for the top level of parking structures. Planted top decks and spandrels should be encouraged.
6. The principal stairways and elevators should be centrally located relative to the forecourt and building and should be architecturally visible.
7. Parking "walks" should be developed to connect parking aisles with building entries, plazas or courtyards.



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8. Parking canopies should reflect the architectural character of the project.
  9. Surface parking should be screened by low decorative walls and landscaping which may include berming.
  10. Surface parking lots should include curbed islands with three 15 gallon trees per 50 linear feet or, when covered parking is used, three 15 gallon trees per ten spaces. Curbed islands should also contain flowering ground cover.
  11. Visitor parking and drop-off areas should incorporate one canopy tree for every four parking spaces. The use of tree grates, tree guards, bollards and special paving is encouraged.

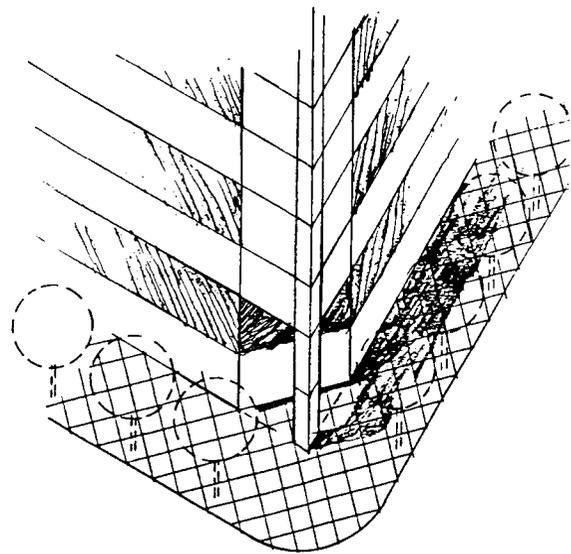
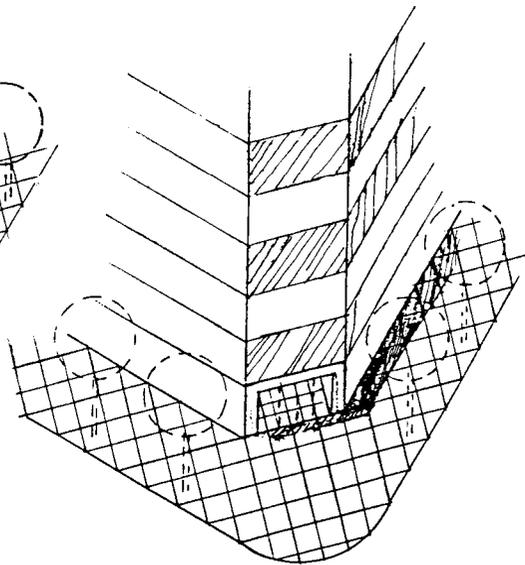
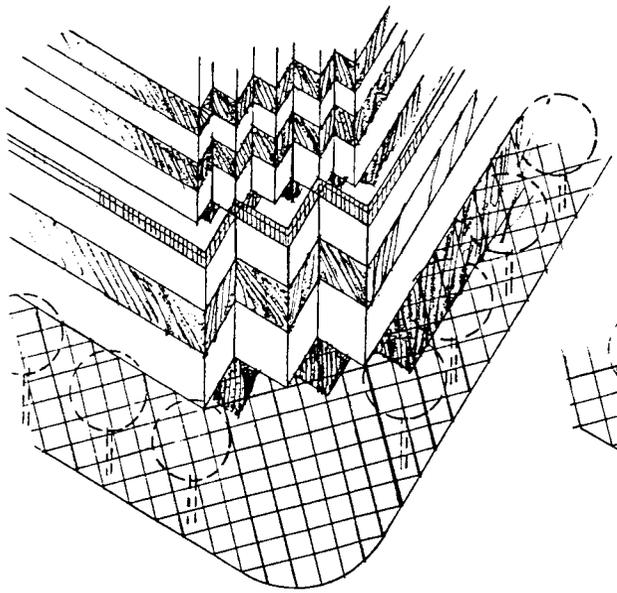
### **Color Palette**

The Color Palette consists of two color types - field colors and accent colors, as well as two primary material finishes - patina copper and polished copper.

The field colors, cream and blush, are derived from natural stone colors, particularly sandstone and granite, and should be used for the majority of the building facades. The colors should be a range similar to PantoneR 155 and PantoneR 489.

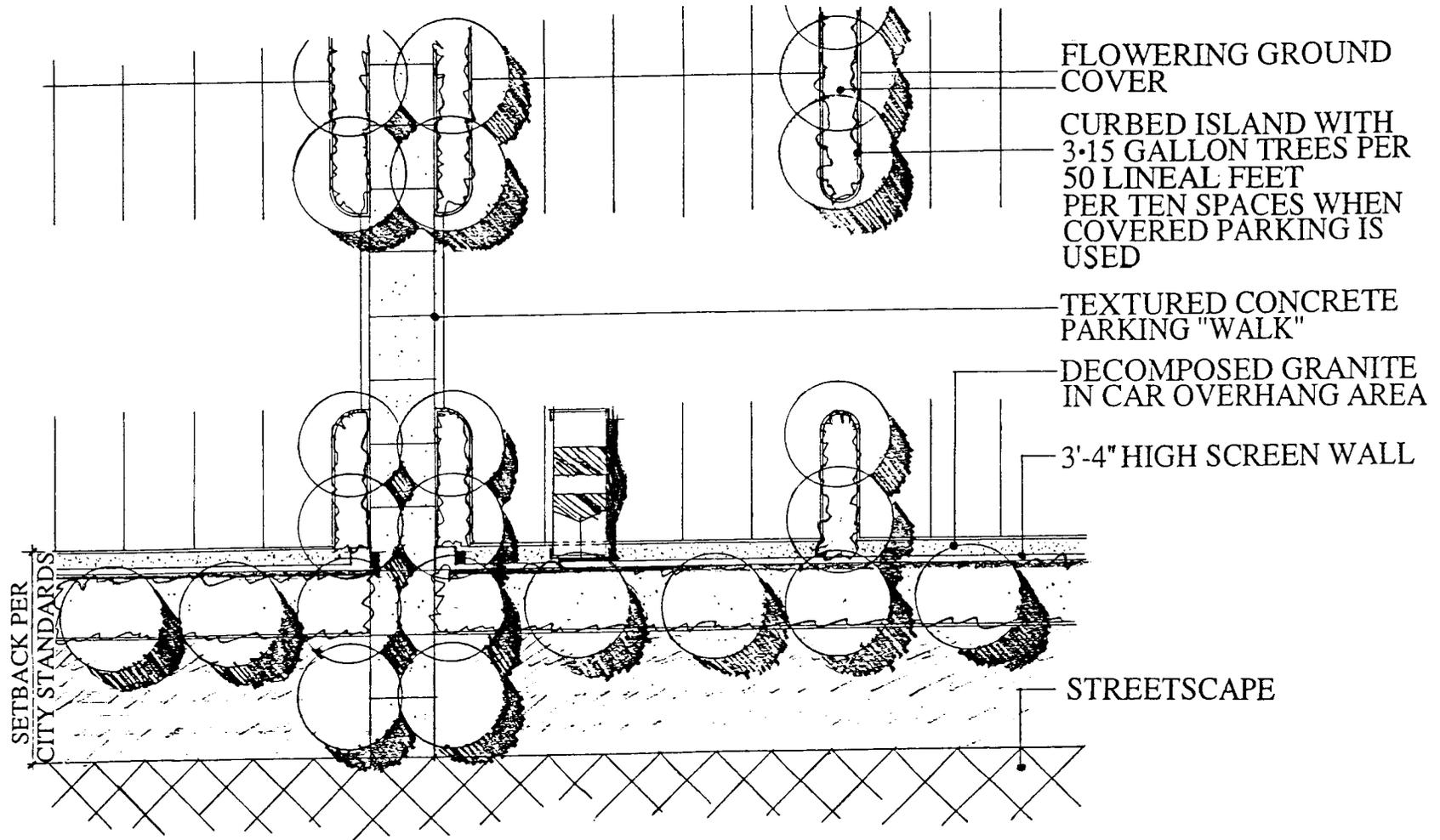
The accent colors, blue and rose, were selected for their regional character and their compatibility with the copper and the field colors. They should be used for window and door frames and architectural grillwork. The accent color blue should be similar to PantoneR 314 and the accent color rose similar to PantoneR 487.

The patina copper should be used in building architecture, primarily as a roof material. The polished copper should be used as a building accent. The polished copper should be chemically sealed upon installation to maintain a polished appearance.



# BUILDING CORNER CONFIGURATIONS

3.4B



FLOWERING GROUND COVER

CURBED ISLAND WITH 3-15 GALLON TREES PER 50 LINEAL FEET PER TEN SPACES WHEN COVERED PARKING IS USED

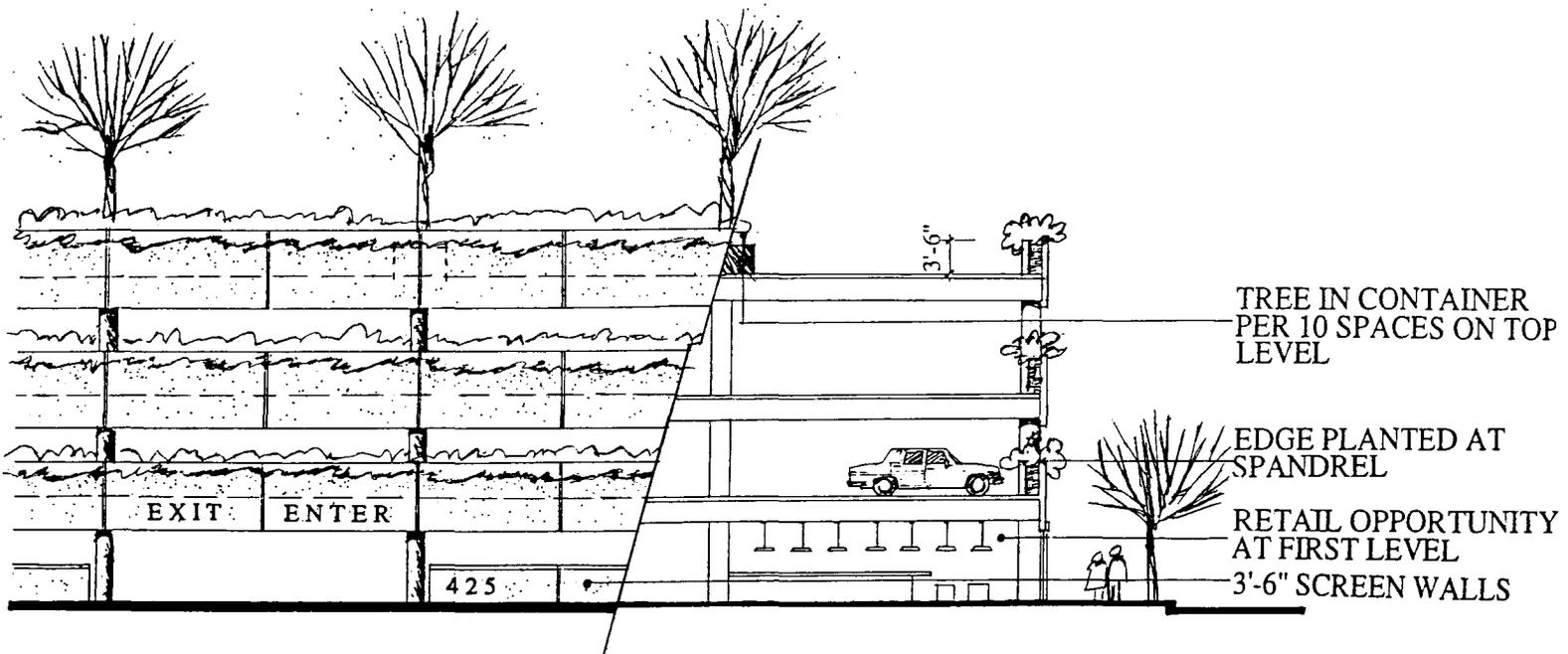
TEXTURED CONCRETE PARKING "WALK"

DECOMPOSED GRANITE IN CAR OVERHANG AREA

3'-4" HIGH SCREEN WALL

STREETSCAPE

SURFACE PARKING

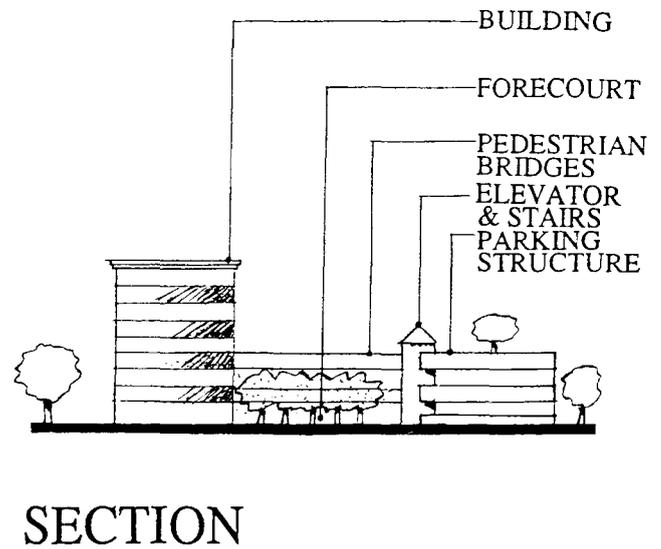
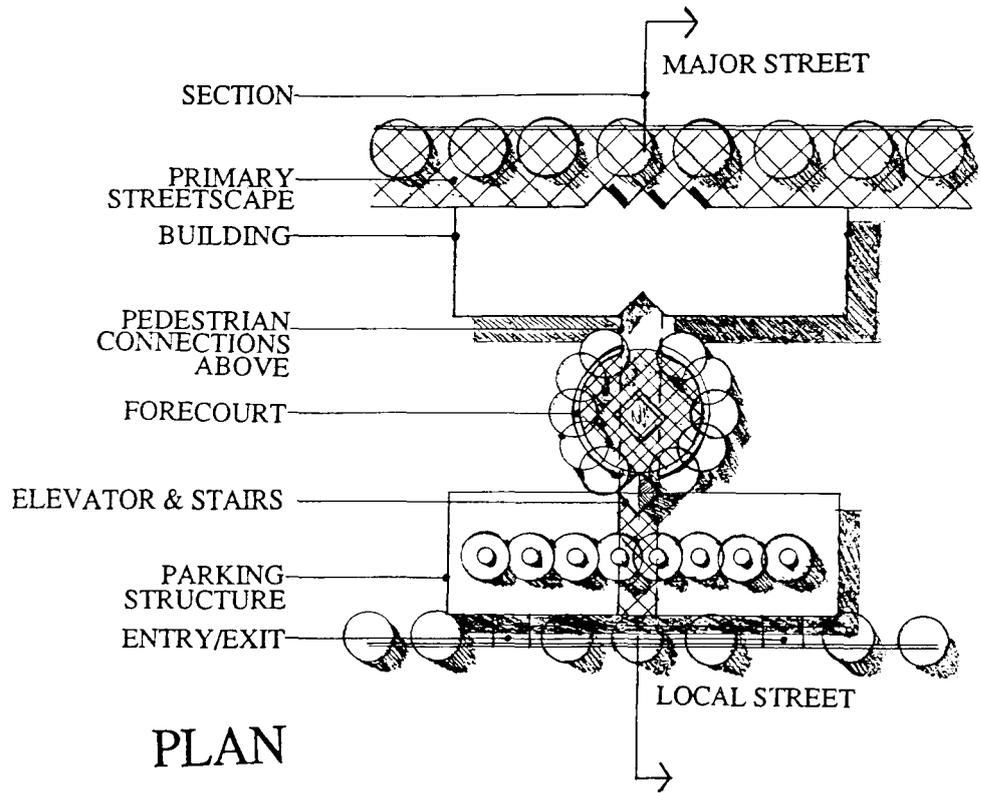


ELEVATION

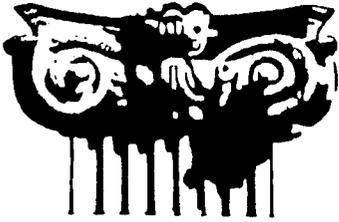
SECTION

PARKING STRUCTURE

3.4D



# PARKING/BUILDING RELATIONSHIP



## PUBLIC ART

The art program for the Governmental Mall is intended to integrate various forms of public art with both future private development and public facilities, particularly in relation to roadways and pedestrian amenities.

For the purposes of this plan, art shall mean all forms of original creations of visual art including frescoes, mosaics, sculpture, drawing, painting, photography, calligraphy, graphic art, murals, stained glass, wall hangings, tapestries, fountains, ornamental gateways and fencing, monuments, crafts and functional works such as artist-design seating, lighting or other works of varied media.

Artworks in the Governmental Mall shall be created by artists who are generally recognized by their peers or critics as professional and who produce works of art. This shall not include the architect of the project where the artwork is located nor any member of that architect's firm.

The general objectives of the art program reflect those of the established public art programs of the State of Arizona and the City of Phoenix and include:

- to develop artwork projects which contribute to a sense of identity for the Governmental Mall;
- to display art of the highest quality in spaces accessible to citizens as an expression of Arizona's heritage and of our time;
- to encourage and provide challenging opportunities for collaborative efforts among artists, design professionals, developers and citizens in general.

The following are guidelines for public art in the Governmental Mall:

- Artworks in the Governmental Mall are encouraged in the following locations:
  - View corridors
  - The end of "T" intersections
  - Building entrances
  - Plazas and pedestrian areas
  - Areas which are generally accessible to the public





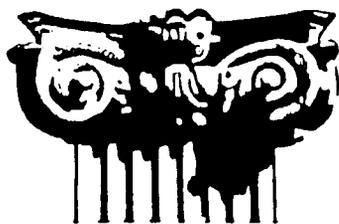
- The Public Art Opportunities Plan illustrates the types of locations where public art would be appropriate. The suggested sites present public art opportunities; artworks should not be limited to only these sites.
- Artworks should reflect Arizona's past and future.
- Artworks of varied media are encouraged. Sculpture should not be over emphasized.
- Artworks should be integrated into the design of the building or project.
- Artists should be included with architects on design teams for projects.
- One percent of all public construction costs within the Governmental Mall will be set aside in a Governmental Mall Public Art Fund. This fund shall be used for artist selection, commissioning projects, maintenance and long term care of artworks and long range public art planning for the Governmental Mall.

The Governmental Mall Commission and staff will work with the Arizona Commission on the Arts and the Phoenix Arts Commission to implement the public art program. Prior to implementation of that program, one percent of all public construction costs for each project within the Governmental Mall shall be designated for art within that project. Developers should seek technical assistance from the Arizona Commission for the Arts, if they wish to include art in their projects.





#### **4. STREETScape GUIDELINES**



## VIEW CORRIDORS

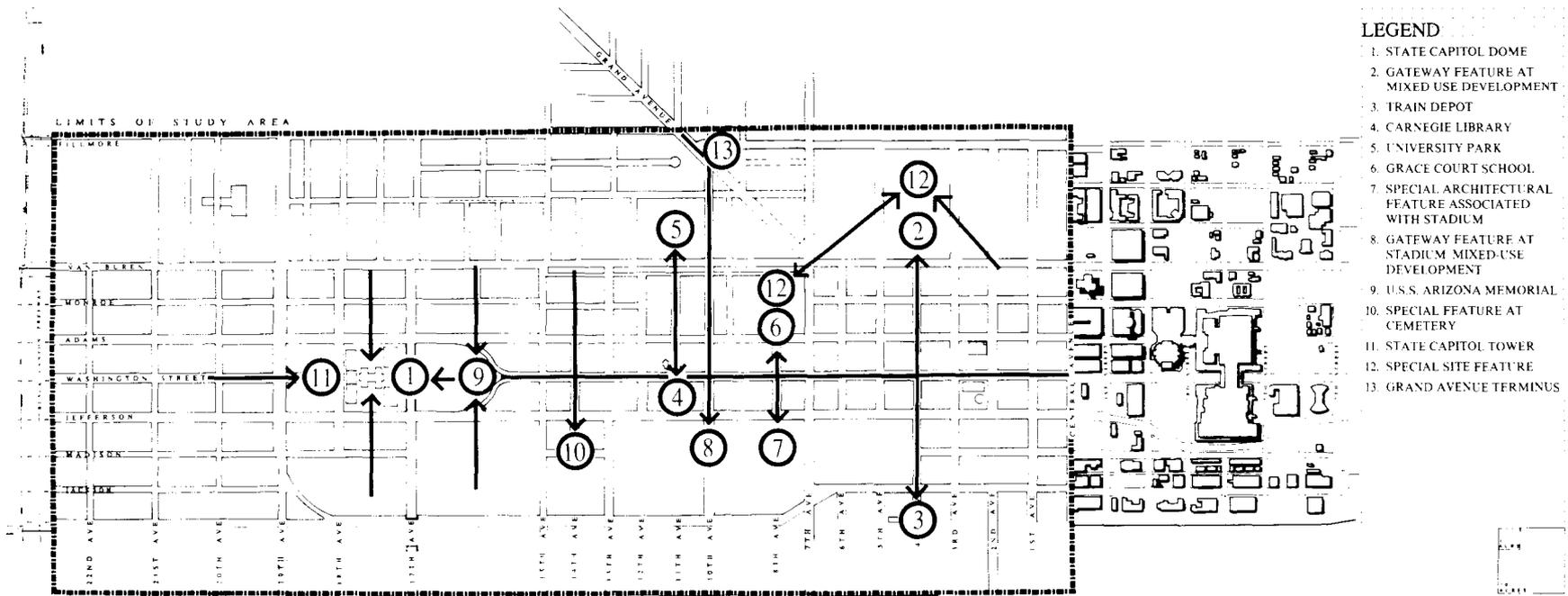
The view corridors depicted on the following plan are determined by key site and architectural features which are both existing and proposed. Focusing on these elements provides both cohesion and orientation within the Governmental Mall.

The primary view corridor is Washington Street looking west to the Capitol Dome. It is important that this corridor be accented with processional streetscape and architectural development. It will be important to develop a significant architectural or site feature where Grand Avenue is proposed to terminate at 10th Avenue and Fillmore, and where 10th Avenue terminates at Jackson Street and the stadium/mixed-use site.

In addition to the major vehicular-oriented view corridors, there are three pedestrian-oriented view corridors that relate to the dedicated pedestrian ways at 8th, 11th and 14th Avenues. The 8th Avenue view corridor terminates on the Grace Court School to the north and a recommended special architectural feature as part of the stadium or mixed-use development to the south. The 11th Avenue corridor connects two key open spaces, Carnegie Library Park and University Park. The two terminus points are the Carnegie Library Building to the south and the proposed pedestrian bridge to the north. The 14th Avenue corridor connects with the cemetery to the south.

Another key view corridor occurs along 4th Avenue. It is pedestrian as well as vehicular oriented and has as its anchors the train depot to the south and a potential gateway feature at the proposed mixed-use development north of Van Buren. This gateway should function on both a pedestrian and vehicular scale.

In addition to the view corridors described here and on the plan, numerous opportunities exist within individual development parcels. The use of these smaller scale terminus points is encouraged to provide image, orientation and a cohesive quality to the projects within the Governmental Mall.



LEGEND

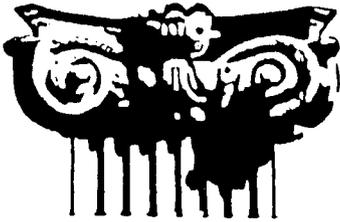
- 1. STATE CAPITOL DOME
- 2. GATEWAY FEATURE AT MIXED USE DEVELOPMENT
- 3. TRAIN DEPOT
- 4. CARNEGIE LIBRARY
- 5. UNIVERSITY PARK
- 6. GRACE COURT SCHOOL
- 7. SPECIAL ARCHITECTURAL FEATURE ASSOCIATED WITH STADIUM
- 8. GATEWAY FEATURE AT STADIUM MIXED-USE DEVELOPMENT
- 9. U.S. ARIZONA MEMORIAL
- 10. SPECIAL FEATURE AT CEMETERY
- 11. STATE CAPITOL TOWER
- 12. SPECIAL SITE FEATURE
- 13. GRAND AVENUE TERMINUS

VIEW CORRIDORS PLAN

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↑  
SCALE

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IN ASSOCIATION WITH HEWLETT, LLP



## **STREET DESIGN**

The proposed street design is comprised of the following major components: Washington Streetscape, Van Buren/Woodland Streetscape, Jackson/Harrison Streetscape, Primary Streetscape, Residential Streetscape, Capitol Tower Auto Court, 19th Avenue Railroad Edge, 20th Avenue Landscape Buffer, and the Freeway Edge.

### **Washington Streetscape**

Washington Street is the main spine that links the State Capitol with Downtown. The orientation should be transit and pedestrian with an emphasis on maintaining the axis that terminates on Bolin Plaza and the Capitol dome. The streetscape plays an important role in establishing continuity along the street and in harmonizing dissimilar architectural styles. The following are key components of the Washington Street Streetscape:

- Fan Palms of uniform height and spacing in a grass parkway west of 7th Avenue to define the axis. East of 7th Avenue, they would be in pavement.
- Canopy trees along other side of walk west of 7th Avenue to provide shade for the pedestrian. East of 7th Avenue, they would be in pavement.
- Transit shelters, arcades, and cool towers at intersections and pedestrian circulation nodes.
- Bollards, street and theme luminaires.
- Tree grates and tree guards for canopy trees in pavement.

### **Van Buren/Woodland Streetscape**

Van Buren/Woodland form the northern edge of the Governmental Mall core. The south side of the street is to remain with existing Fan Palms and Olive Tree understory in wide grassed parkway. The north side of the street is proposed to be planted with canopy trees of indigenous species.





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### **Jackson/Harrison Streetscape**

Jackson/Harrison forms the southern edge of the Governmental Mall core area. The north side of the street is treated similarly to Woodland Park with Fan Palms and an Olive understory. Gateways at major entry points into the Mall core are proposed at points along the north side of the street. The south side of the street is proposed to be developed with a landscape buffer to screen existing industrial uses and to define an edge. The buffer should consist of Mondell Pine and an oleander hedge.

### **Primary Streetscape**

The Primary Streetscape should occur on all other major streets within the Governmental Mall as indicated on the Streetscape Component Plan. The orientation of the streetscape should be urban and pedestrian and incorporate the following components:

- Special paving.
- Thematic luminaires and high intensity street luminaires where applicable (see Lighting Plan).
- Benches and waste receptacles.
- Tree grates and tree guards.
- Transit shelters.

### **Residential Streetscape**

The proposed residential streetscape theme should apply to all residential areas in the Governmental Mall except for the residential component of mixed-use projects in the stadium area and in the areas east of 7th Avenue. The streetscape should replicate the historic nature of the residential areas for which this theme applies. It includes street trees in landscaped parkways with historic light fixtures, and 5' wide sidewalks.



### **Capitol Tower Auto Court**

The proposed Auto Court establishes a foreground and a ceremonial entrance to the Capitol Tower. It includes the following components:

- Special paving and integrated crosswalks.
- Linear tour bus parking on the west side of 18th Avenue instead of parallel vehicular parking on the east side of 18th Avenue.
- Arizona flags and bollards to define the circular form.

### **19th Avenue Railroad Edge**

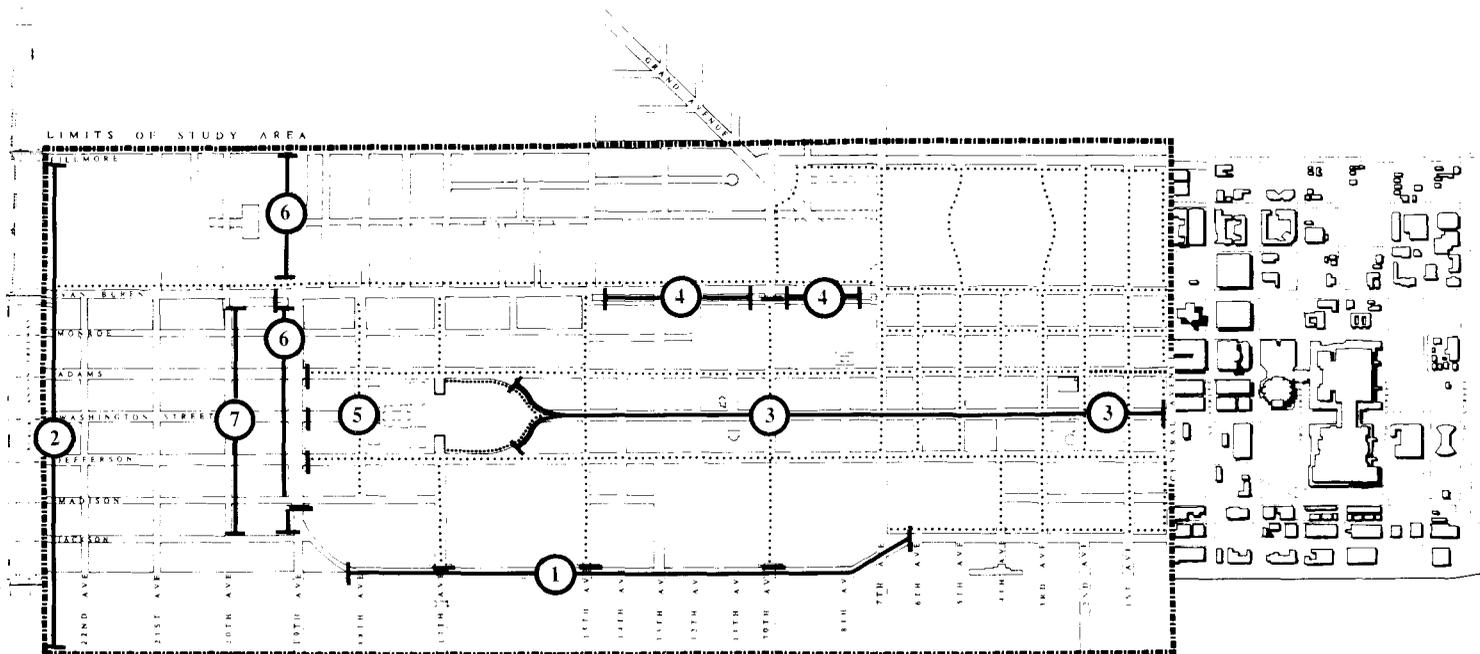
The proposed function of this component is to screen the railroad right-of-way from 19th Avenue and from development parcels west of the railway and east of 19th Avenue. The proposed edge should include Oleander hedges, Bottle Trees, Fan Palms, and flowering ground cover as illustrated. A similar Fan Palm and sidewalk arrangement should occur on the east side of 19th Avenue as well.

### **20th Avenue Landscape Buffer**

The proposed 20th Avenue Buffer is a continuous element along the east side of 20th Avenue between Jackson and Van Buren. The purpose of this element is to create an edge between the existing and proposed State uses and the residential area to the west. It consists of a combination 8' wide bikeway/sidewalk, a band of Sissoo trees, flowering ground cover and a hedge of Ruellia as illustrated.

### **Freeway Edge**

The proposed Freeway Edge forms the western edge of the study area. The location of single family dwellings next to the freeway is not conducive to the development of a substantial edge nor is it consistent with the noise and pollutants generated by the freeway. As illustrated, the first row of houses along the access road either should be removed or relocated to vacant lots depending on the historical significance of the individual structure. The proposed edge includes an 8' high sound attenuation wall and a band of Mondell Pines as illustrated.



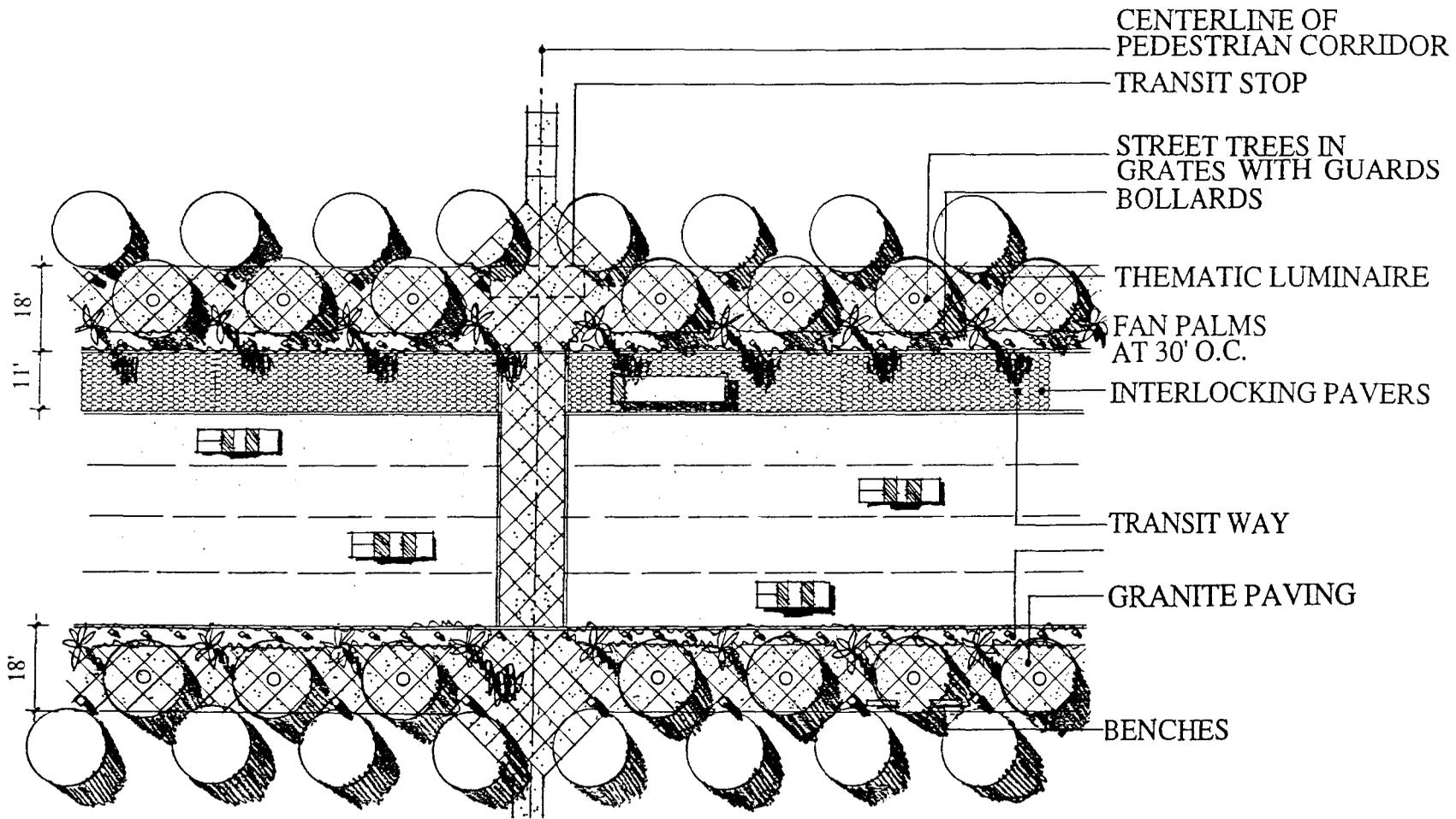
LEGEND

- ① JACKSON/HARRISON STREETSCAPE
- ② FREEWAY EDGE
- ③ WASHINGTON STREET STREETSCAPE
- ④ WOODLAND PARK
- ⑤ AUTO COURT
- ⑥ RAILWAY EDGE
- ..... PRIMARY STREET STREETSCAPE
- ..... ADAMS STREET STREETSCAPE (DESIGNED BY OTHERS)
- GATEWAY ELEMENT
- ⑦ 20TH AVENUE LANDSCAPE BUFFER
- ..... ARIZONA FLAGS EN MASSE

STREETScape COMPONENT PLAN  
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↑ NORTH

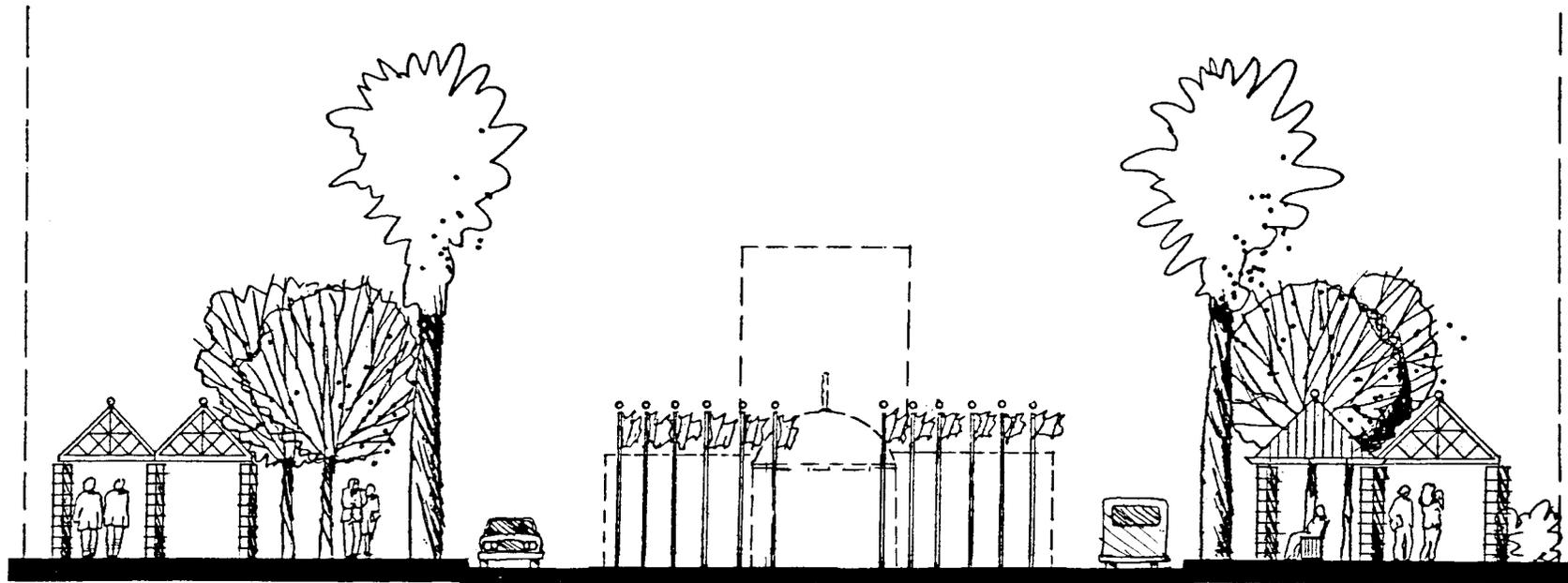
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 AN ASSOCIATION WITH WATKINS, LLC



4.2B

WASHINGTON STREETSCAPE

4.2C

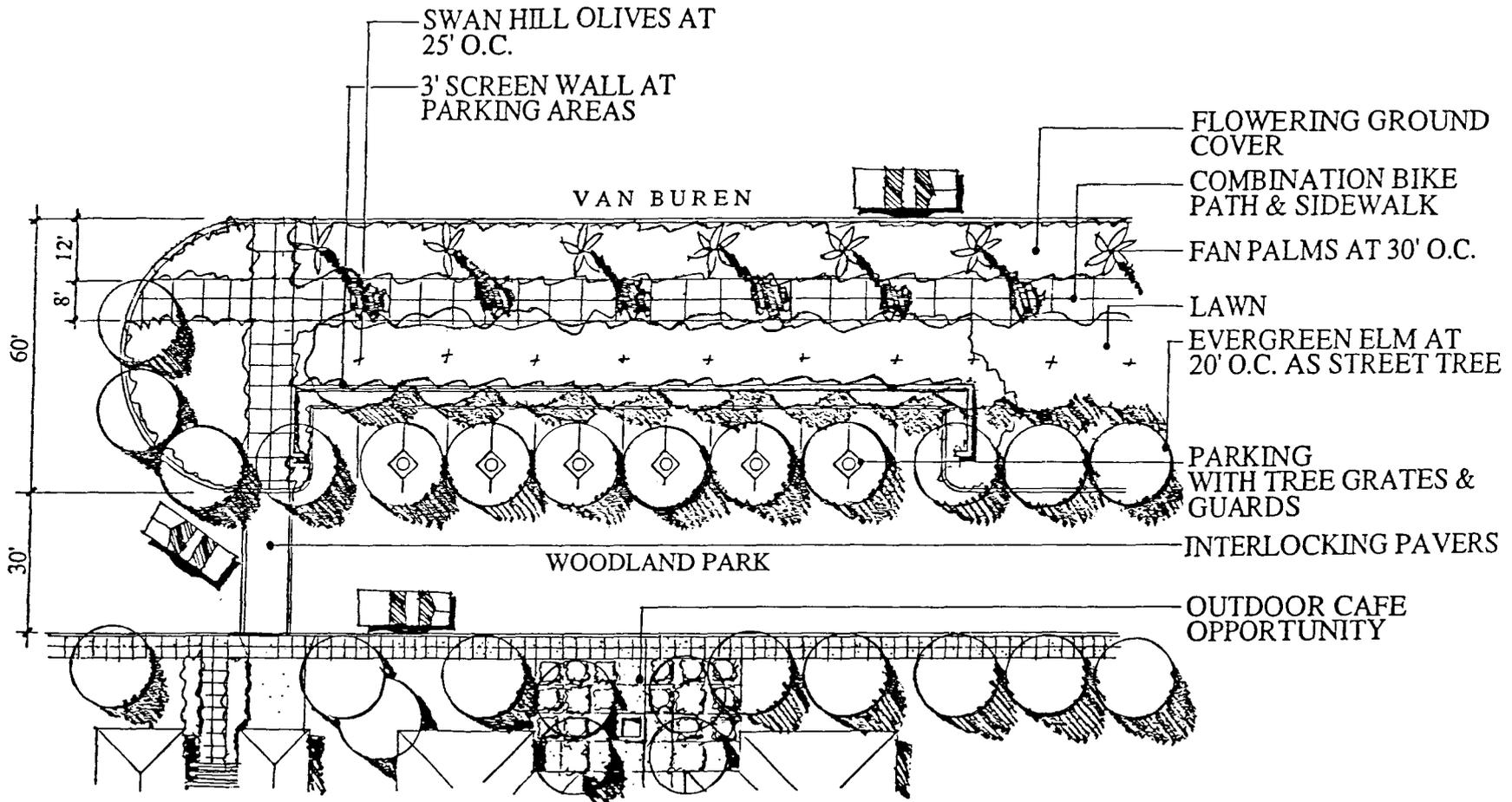


ARCADE

TRANSIT ARCADE  
STOP

SECTION

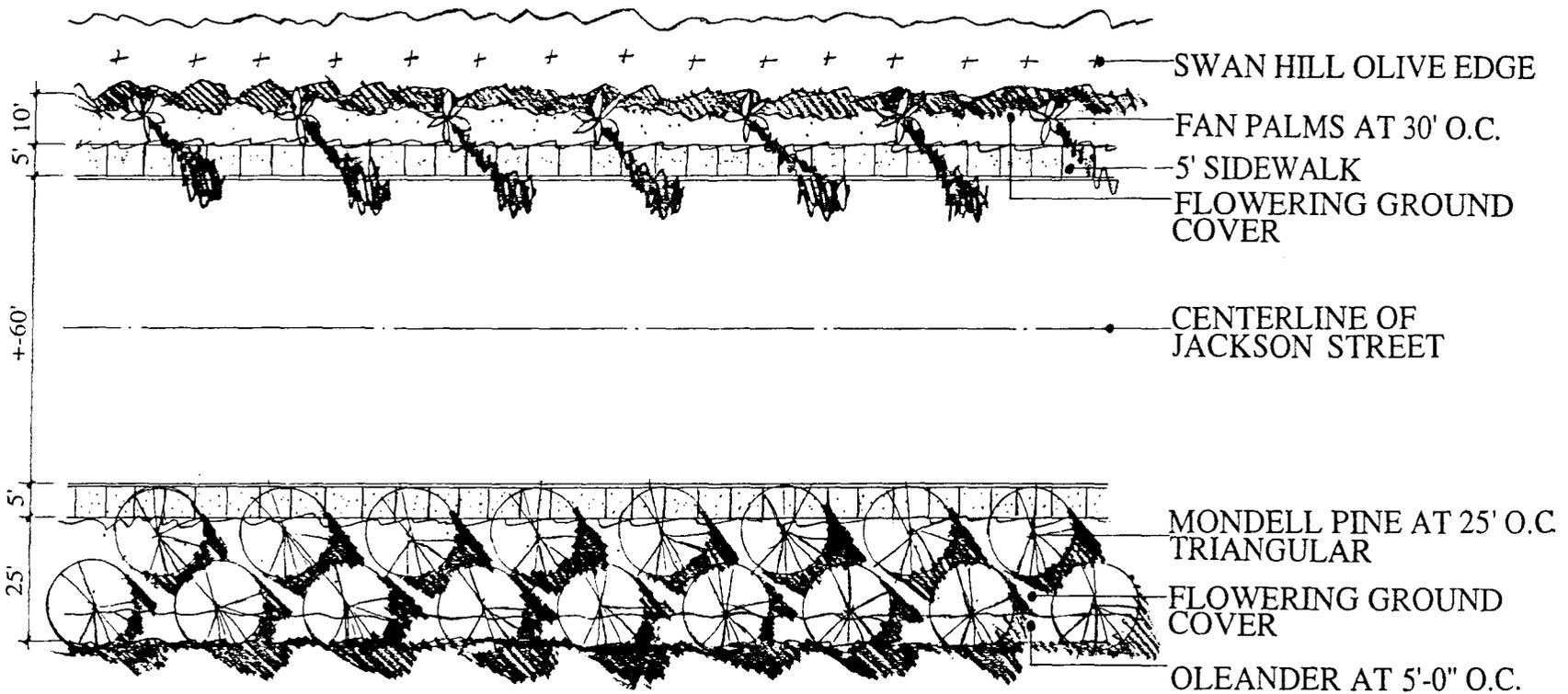
# WASHINGTON STREETScape



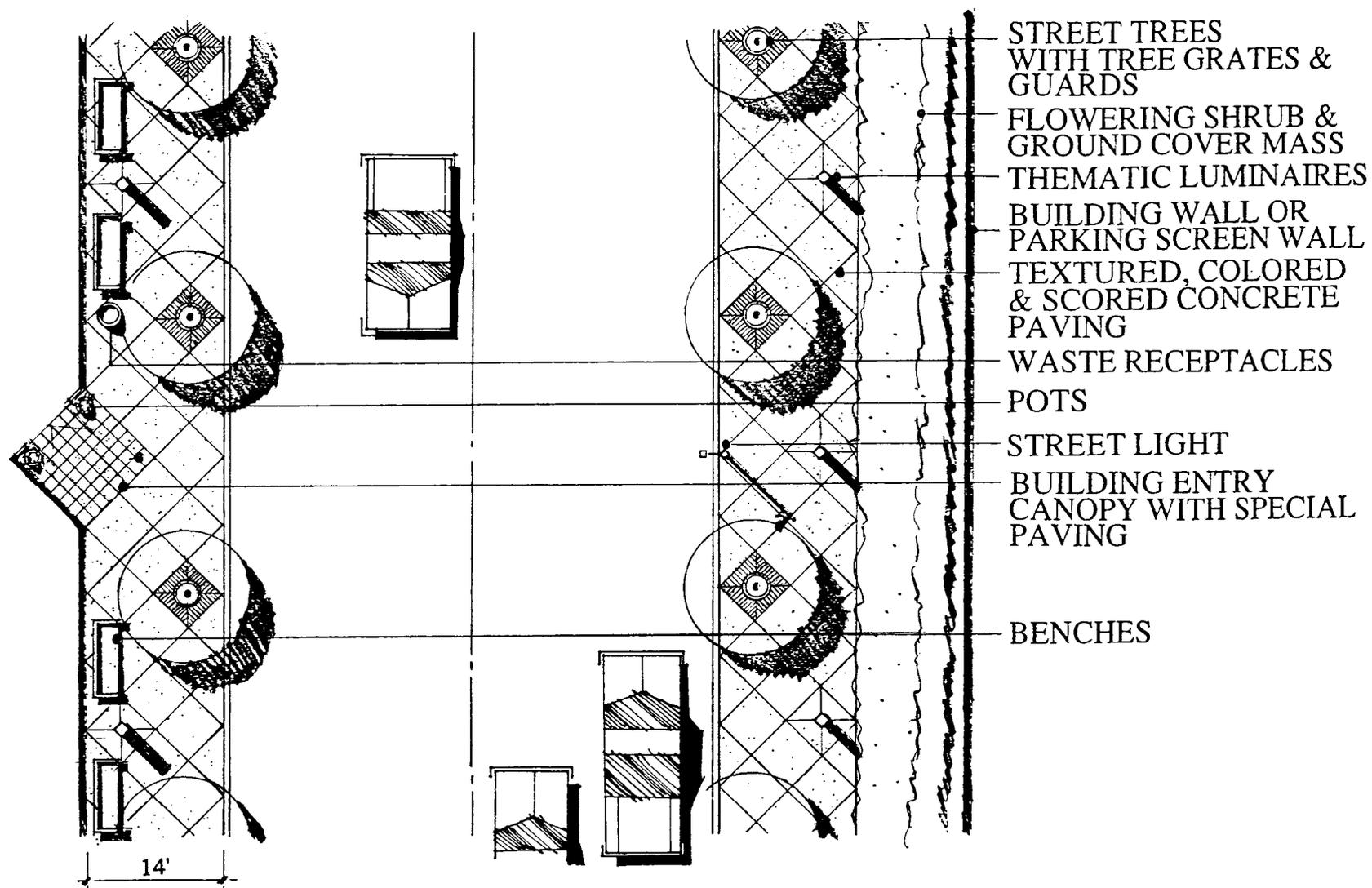
4.2D

# VAN BUREN / WOODLAND STREETSCAPE

4.2E



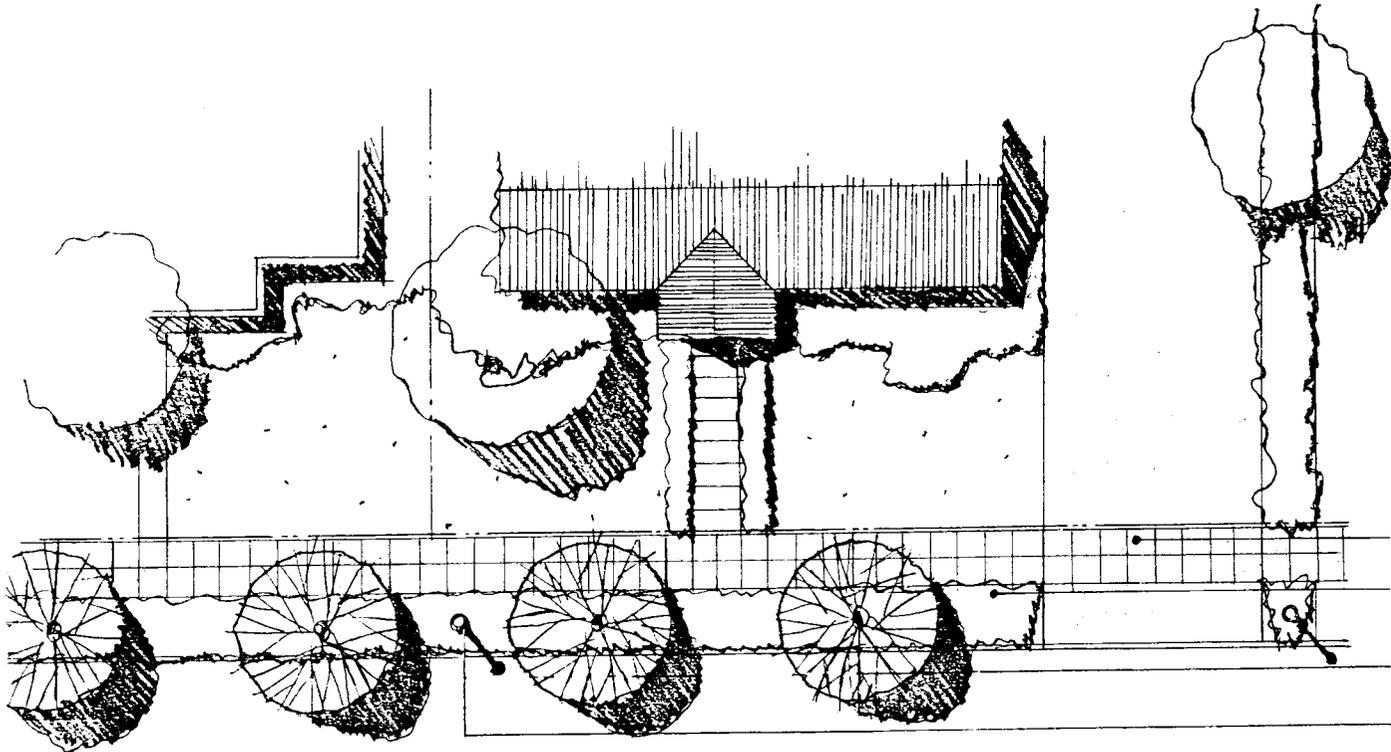
# JACKSON/HARRISON STREETScape



4.2F

PRIMARY STREET STREETSCAPE

4.2G



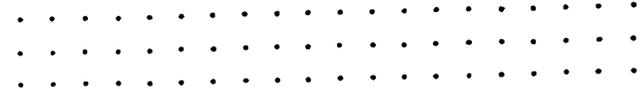
SIDEWALK PER CITY  
OF PHOENIX  
STANDARDS

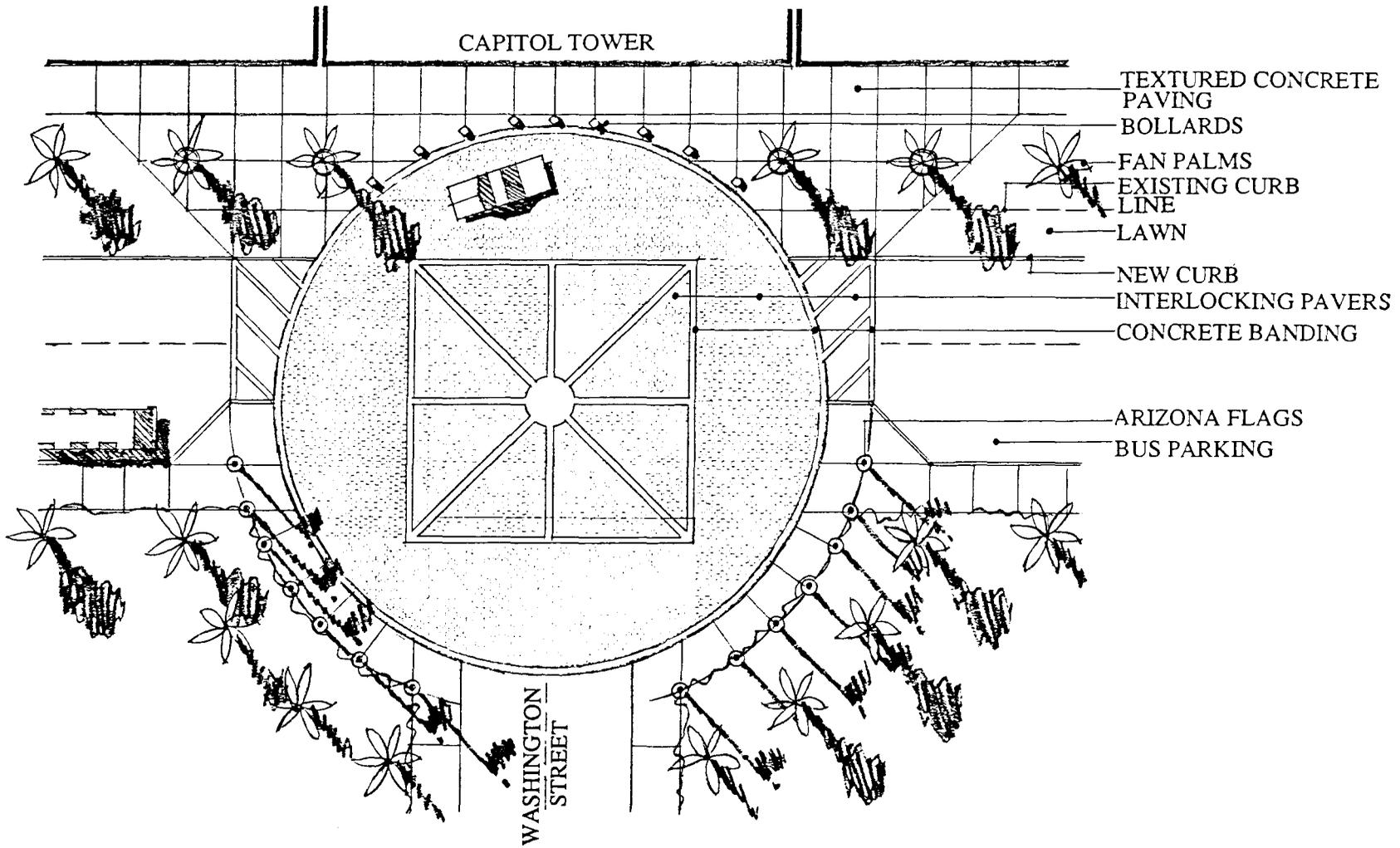
PARKWAY WITH  
FLOWERING  
GROUND COVER

STREET TREES

HISTORIC  
LUMINAIRES  
AT 75' O.C.

# RESIDENTIAL STREETSCAPE

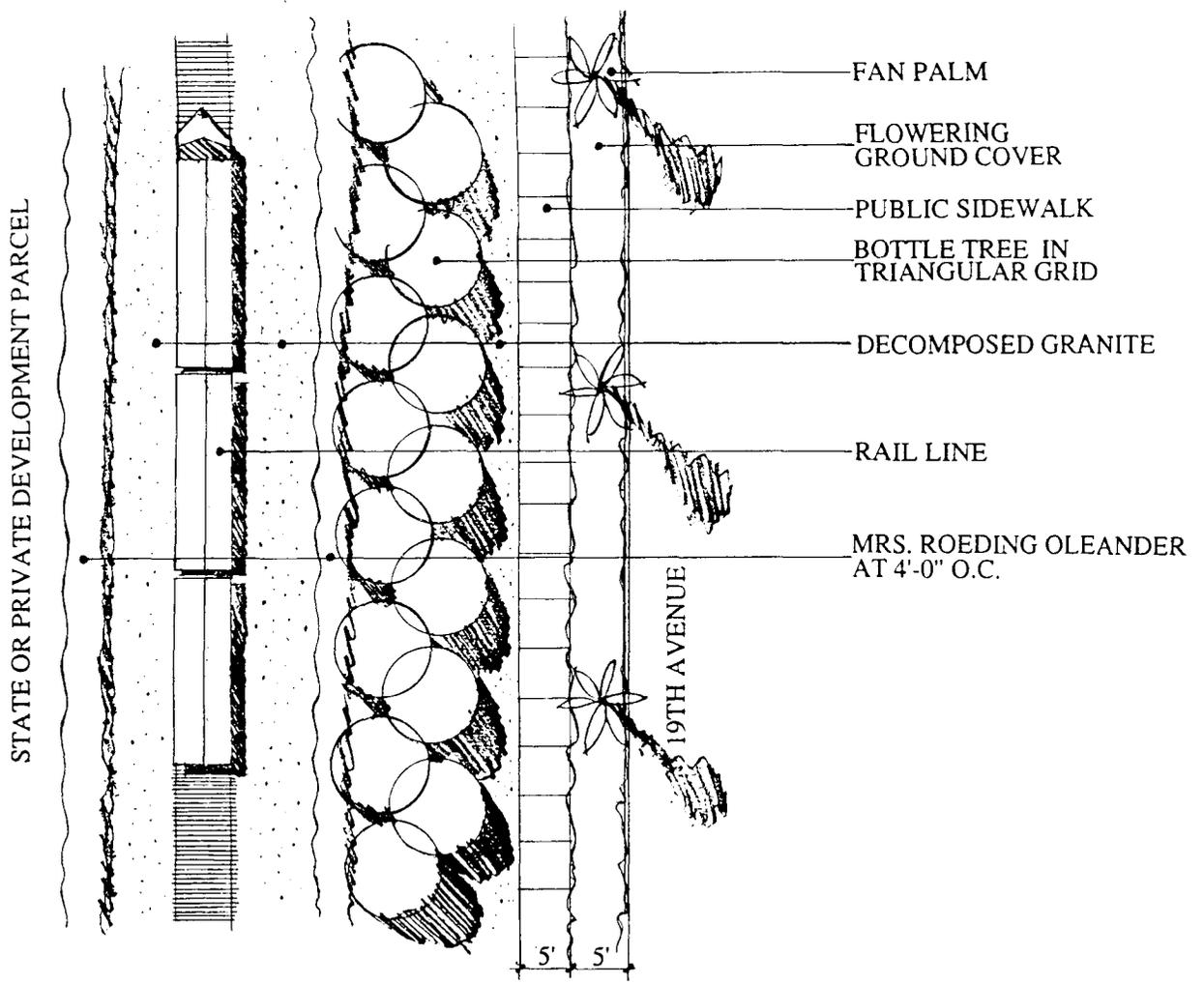




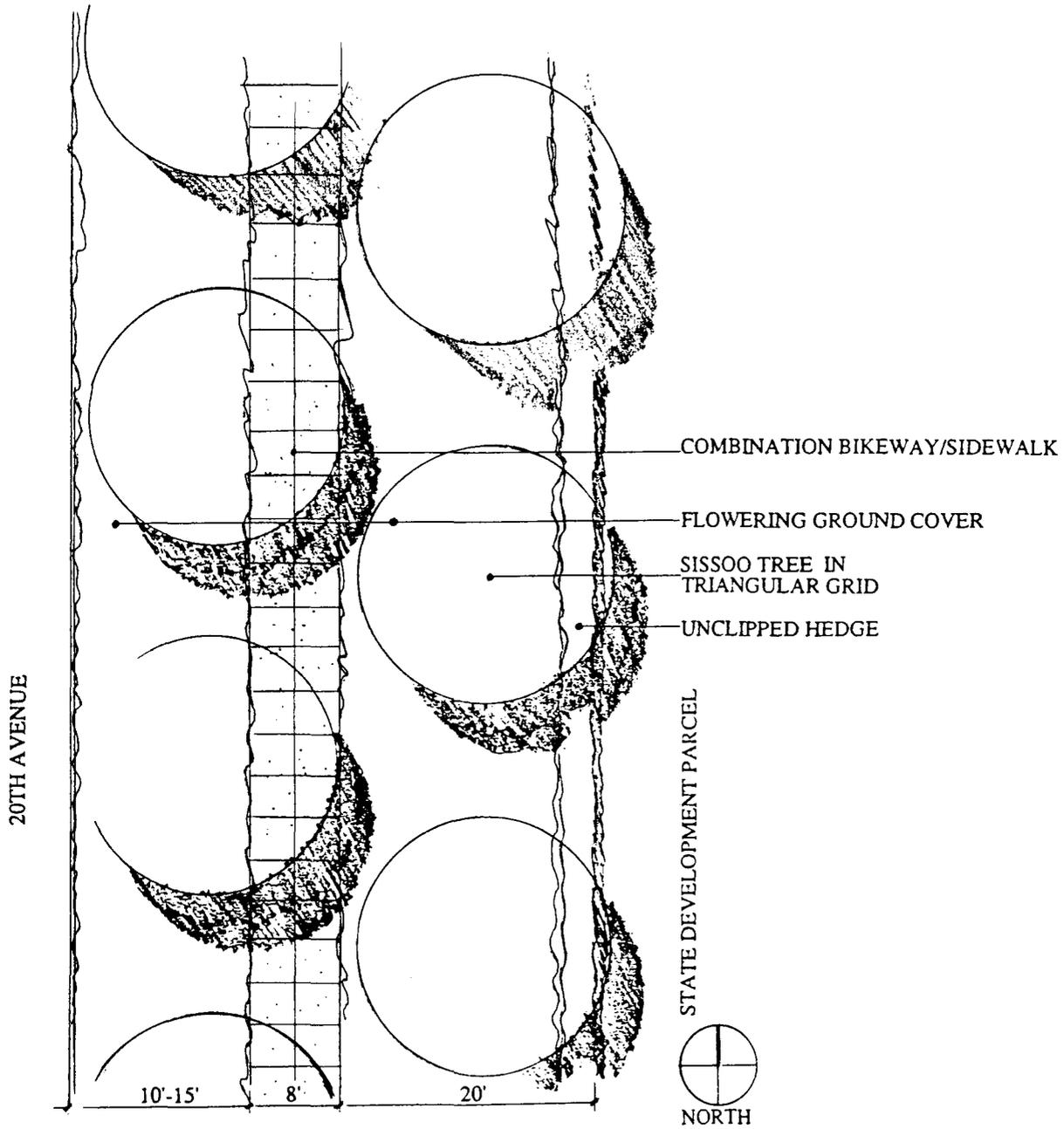
- TEXTURED CONCRETE PAVING
- BOLLARDS
- FAN PALMS
- EXISTING CURB LINE
- LAWN
- NEW CURB
- INTERLOCKING PAVERS
- CONCRETE BANDING
- ARIZONA FLAGS
- BUS PARKING

4.2H

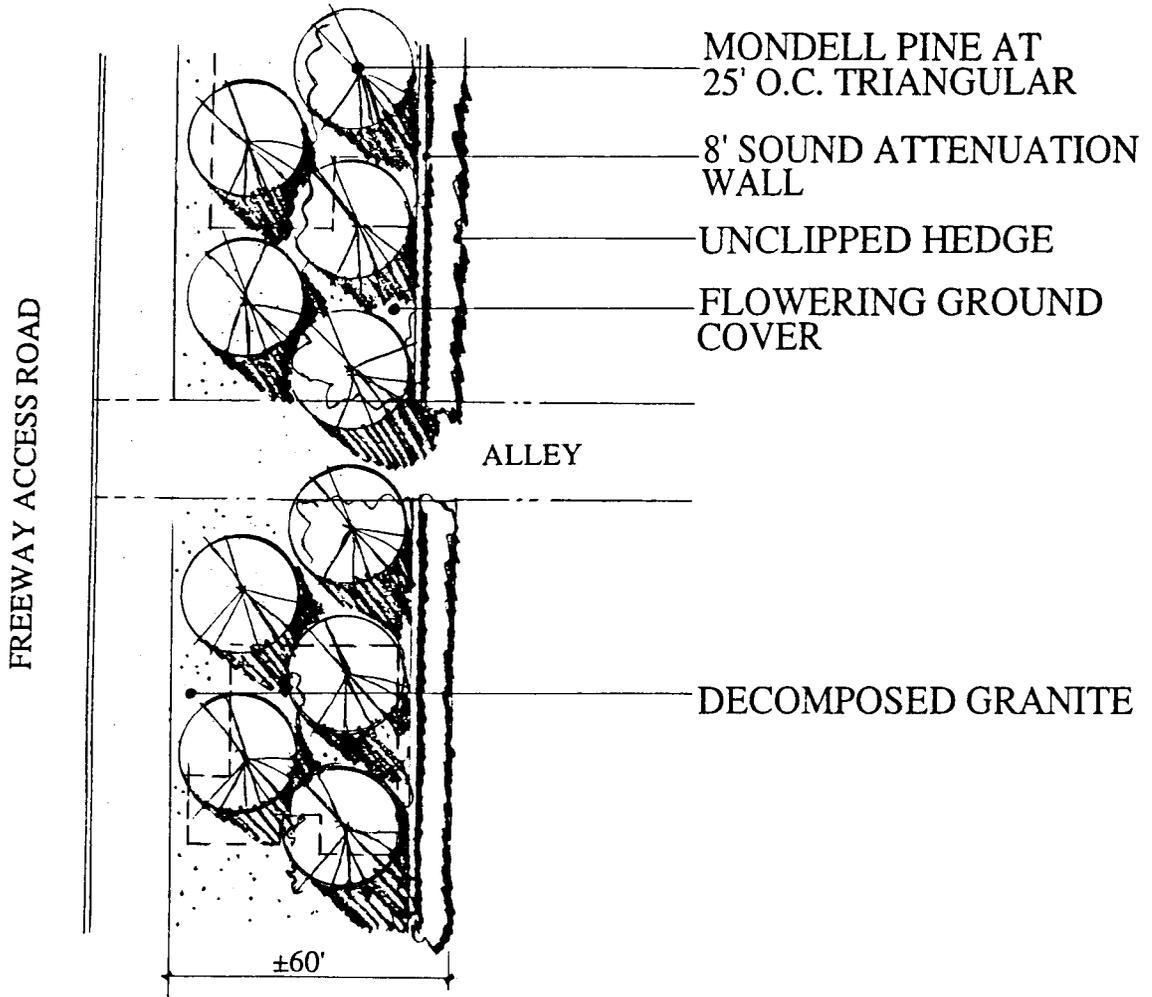
AUTO COURT



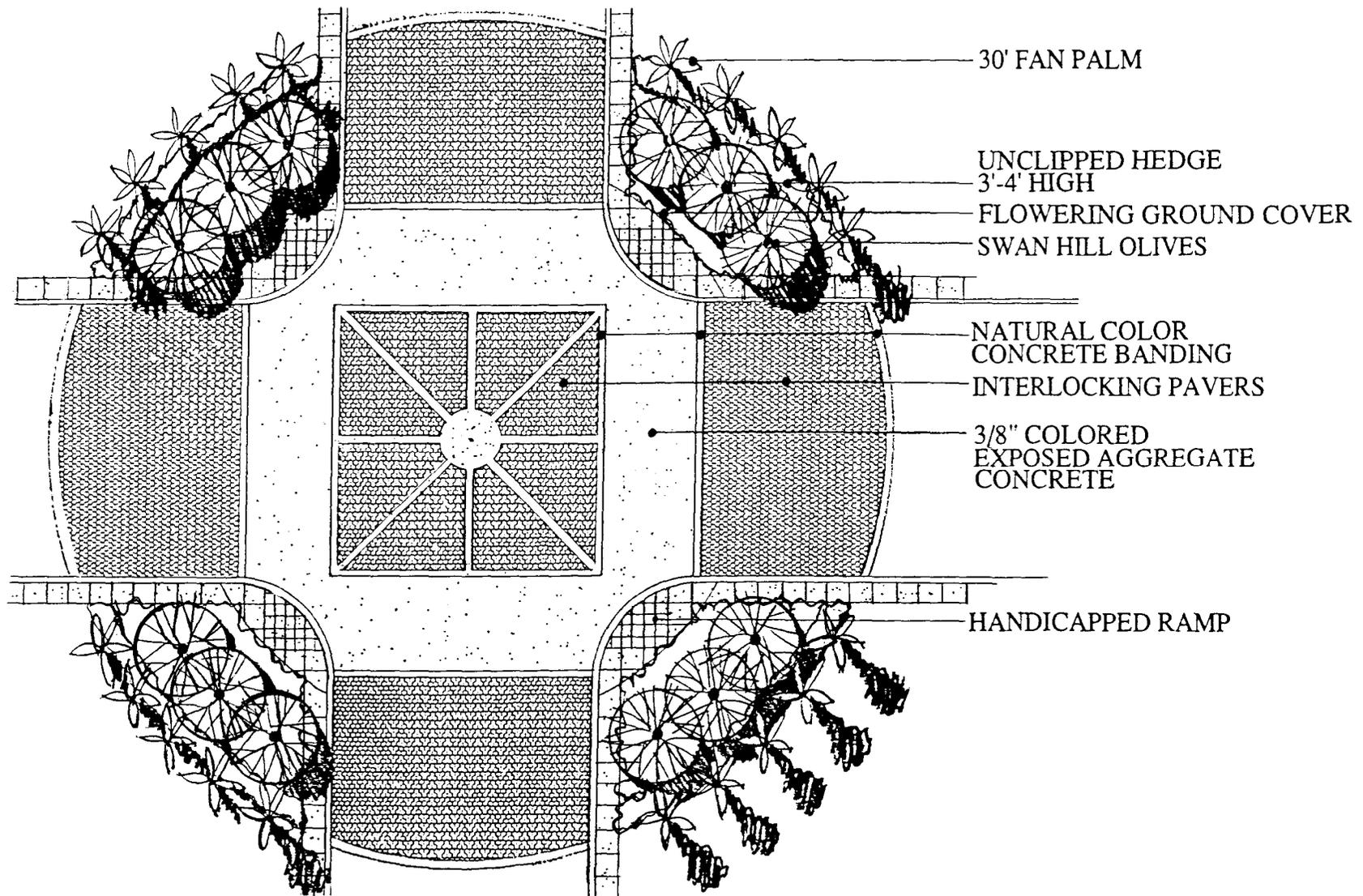
# RAILWAY EDGE



20TH AVENUE  
 LANDSCAPE BUFFER

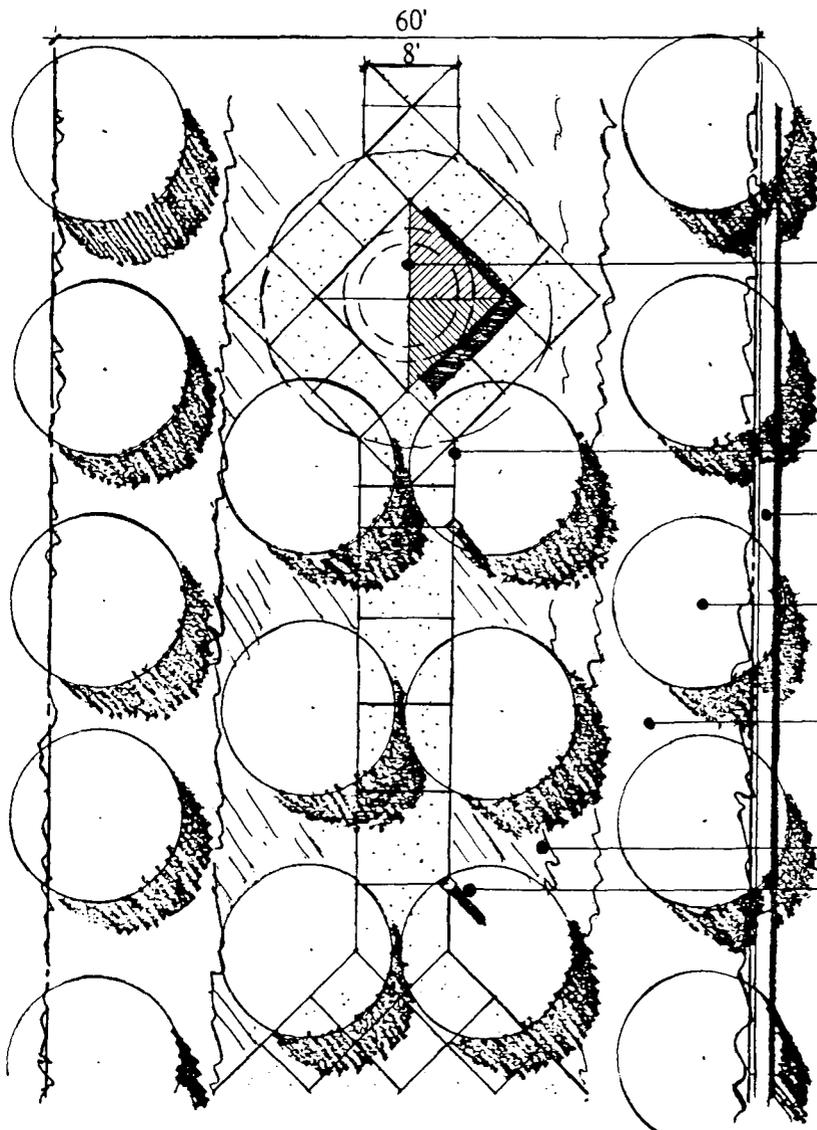


# FREEWAY EDGE



4.2L

SPECIAL INTERSECTION TREATMENT :::::



SHADE STRUCTURE  
SIMILAR TO ARCADE  
STRUCTURE  
OR CIRCULAR BENCH  
WITH MULTI-TRUNKED  
SPECIMEN TREE

TEXTURED, COLORED  
& SCORED CONCRETE  
PAVING

6' SCREEN WALL  
WHERE APPLICABLE

BOTTLE TREES AT  
20' O.C. TRIANGULAR  
SPACING

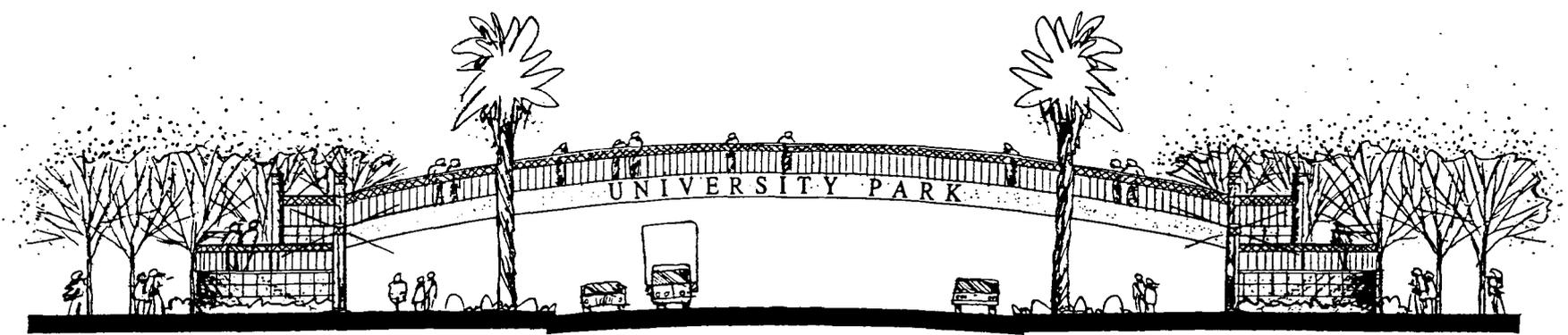
FLOWERING GROUND  
COVER

LAWN

HISTORIC OR THEMATIC  
LUMINAIRES AT 30' O.C.

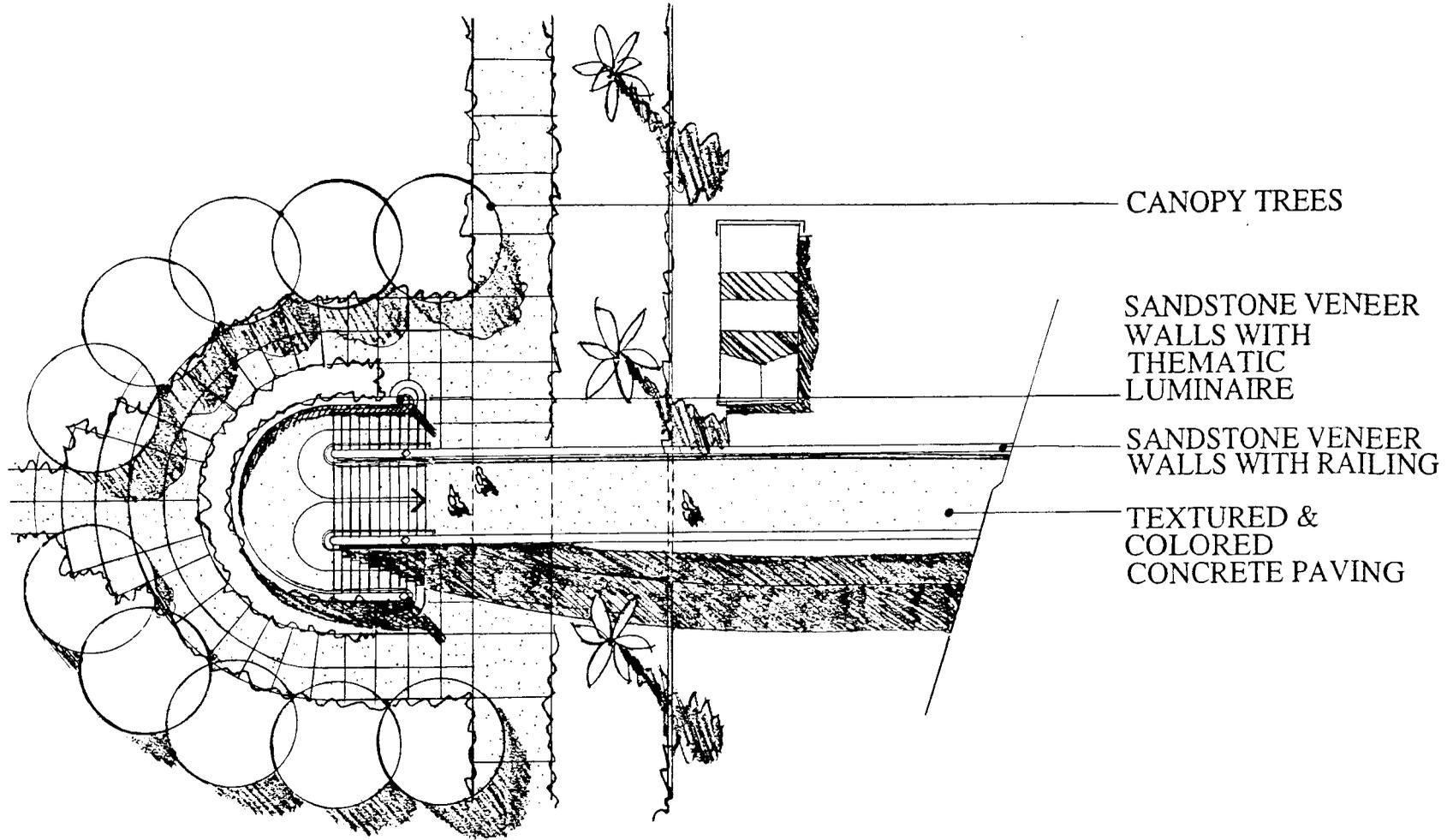
# PEDESTRIAN

# CORRIDOR PLAN

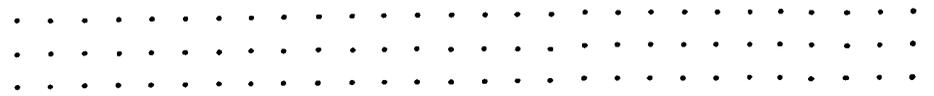


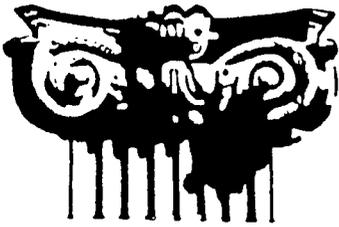
PEDESTRIAN BRIDGE

4.20



# PEDESTRIAN BRIDGE





## **STREET FURNITURE**

The proposed forms and materials for the Street Furniture are derived from a variety of existing and proposed sources within the Mall. The goal is to develop a basic palette of street furniture which visually relates to key architectural features in the Governmental Mall and thus establishes a readily identifiable image and visual continuity for the Mall. Other forms and materials for Street Furniture may be used with approval of the Governmental Mall Commission.

### **Gateways**

The proposed gateways articulate vehicular entries into the core of the Governmental Mall. They are proposed to be constructed of open copper grillwork with a patina finish. The grill pattern is proposed to replicate the window grill found on the Carnegie Library and the Capitol Building. The base is proposed to be a sandstone veneer over cast-in-place concrete. The gateways should provide directional signage, if desired, which is consistent with the signage guidelines.

### **Modular Traffic Signals**

The proposed traffic signals consist of a standard modular traffic signal in a color and finish which matches the high intensity street luminaires. They are modified with grillwork which replicates the window grills of Carnegie Library and the Capitol Building. Since these elements are rather expensive, an alternative may be to paint the existing traffic signals in colors selected from the color palette. For example, the bottom six feet of the pole may be painted the accent color blue and the remaining pole and arm are painted a color similar to the field colors.



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### **Transit Stop**

The proposed transit stops are all-weather structures possibly integrated with cooling towers. They should be standard for all new transit stops in the Governmental Mall. The major materials and components proposed are patina copper roofs with an integral gutter system and sandstone veneer columns. The sphere form proposed for the transit shelter roofs is derived from the Carnegie Library.

### **Arcades**

The proposed arcades are an open trellised version of the transit stop. The roof forms and columns are identical to the transit stop. The trelliswork should be square copper tubing in a pattern that again replicates the Carnegie Library and Capitol grillwork. The Arcade may include a misting system that is derived from the Solar Oasis project. This system should be of copper tubing and integrated into the arcade structure. Deciduous vines should be planted at the base of the columns to provide shade in the summer and allow the sun through in the winter.

### **Cooling Towers**

The proposed cooling towers are derived from the Solar Oasis project. The exterior has been modified as illustrated relative to the palette of the Governmental Mall, but the technology should be similar to that which was developed by the University of Arizona Solar Research Lab.

### **Bollards**

The proposed bollards are traditional streetscape elements used to separate vehicular and pedestrian traffic. The use of bollards is encouraged on individual projects throughout the Governmental Mall wherever the separation or articulation described above is needed. The bollard should be 14" square by 3'-0" high with a sandstone veneer and a colored concrete cap with a light sandblast finish. On top of the cap is a polished copper sphere which relates to the other copper spheres.



### **Benches**

The proposed benches are a manufactured element. The style is Ironsites™ from the Bethesda Series as manufactured by the Victor Stanley Company. The wood slats should be treated with a clear water sealer and the metal arm rest/bench ends should be factory painted the accent color blue from the color palette. This bench should be used for transit stops and throughout the Mall.

The circular benches are ideally suited for providing shaded seating under specimen trees. This element may also be introduced into the plazas, courts or landscape spaces of specific projects. The bench is a custom element which derives side support and slat details from the previously described Ironsites™ bench. All metal should be electrostatically painted the accent color blue.

### **Waste Receptacles**

The proposed waste receptacles relate to the benches in color and detail. The receptacles are a manufactured item by the Victor Stanley Company and like the benches are the Ironsites™ model with a spun steel dome. They should be factory painted with the accent color blue. The waste receptacles should be placed at frequent intervals along Washington Street, in pedestrian intensive areas, at building entries, at cafes, at transit stops, at public and private spaces and next to bench locations in streetscape and plaza conditions.

### **Tree Grates**

The proposed tree grates are manufactured items similar to the Neenah Foundry R-8738-1. They should be 6'-0" square with corresponding frames. The color should be black. Tree grates should be used on all major streets where canopy trees are the main street tree in pavement.

### **Tree Guards**

The proposed tree guards are custom steel elements which relate to the tree grates in opening size and color. They should be 5'-0" tall with the top 1'-6" of the guard detailed with the previously referenced grill theme. The top of the guards should be capped with polished copper spheres. The use of the tree guards is proposed for all major streets where canopy trees are the main street tree in pavement.

### **Flags**

The proposed Arizona flags are on 40' brushed aluminum poles with polished copper sphere tops and stepped, circular concrete bases. They are proposed for the perimeter of Bolin Plaza and for the proposed Auto Court west of the Capitol Tower. The flags will add color and animation to these spaces. They should be uplit and should fly day and night.





## Color Palette

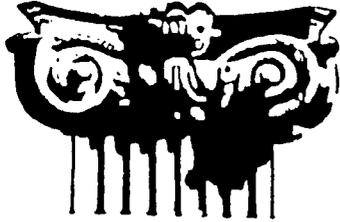
The Color Palette consists of two color types - field colors and accent colors, as well as two primary material finishes - patina copper and polished copper.

The field colors, cream and blush, are derived from natural stone colors, particularly sandstone and granite, and should be used for the majority of the streetscape paving. The colors should be a range similar to PantoneR 155 and PantoneR 489.

The accent colors, blue and rose, were selected for their regional character and their compatibility with the copper and the field colors. They should be used for street furniture. The accent color blue should be similar to PantoneR 314 and the accent color rose similar to PantoneR 487.

The patina copper is proposed primarily for roof and trellis work for the street furniture. The polished copper is proposed as an accent for the street furniture, primarily on the spheres. The polished copper should be chemically sealed upon installation to maintain a polished appearance.





## LANDSCAPE

The proposed landscape character is a planting scheme which combines the historic plants with the natural Sonoran Desert plants to define major streets, define edges, screen undesirable edges, shade pedestrian precincts, define view corridors and pedestrian corridors as well as shade residential streets. Lawn is proposed to be limited to the Washington Street parkway strip west of 7th Avenue, and to open space areas, such as Bolin Plaza, Carnegie Library, and the Capitol. Shrubs are recommended to be used primarily as screening or as elements in significant masses rather than individual plantings.

The landscape palette consists primarily of plants from the Department of Water Resources List for the Phoenix Active Management area. These are low water using plants yet they have a lush, ornamental appearance. They are historically consistent with the study area, while at the same time, they are consistent with the urban character of the area. Other plants from the State list may be used with approval of the Governmental Mall Commission.

### Trees

#### Washington Street Landscape

##### *Washingtonia filifera* (California Fan Palm)

The California Fan Palm is proposed to define the spine of the Governmental Mall core as it historically had. The palms should be of uniform height and plumb vertical. If a lack of availability of the filifera species occurs, the robusta or Mexican Fan Palm should be substituted.

##### *Fraxinus v. "Fan-Tex"* (Fan-Tex Ash)

The Fan-Tex Ash is proposed to define the spine of the Governmental Mall core west of 7th Avenue. The Fan-Tex Ash, though not the historic variety, is the variety of choice.

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***Ulmus parvifolia "True Green"***  
**(*Evergreen Elm*)**

The Evergreen Elm is proposed to define the spine of the Governmental Mall core east of 7th Avenue. The "True Green" variety is more upright in its branching pattern than that of the species and thus is better suited to urban and pedestrian oriented conditions.

**Van Buren/Woodland Landscape**

***Washingtonia robusta***  
**(*Mexican Fan Palm*)**

The Mexican Fan Palm is proposed to define the south edge of the Van Buren/Woodland Streetscape. The palms should be of uniform height and plumb vertical. Due to the current lack of availability of the historic filifera species, the robusta or Mexican Fan Palm has been proposed.

***Olea europaea "Swan Hill"***  
**(*Swan Hill Olive*)**

The Swan Hill Olive is proposed to primarily complete the character of Woodland Park along Van Buren. Unlike the existing historic Olives in the area, the Swan Hill Olive produces no flower pollen nor the resulting fruit.

**Jackson/Harrison Landscape**

***Washingtonia robusta***  
**(*Mexican Fan Palm*)**

The Mexican Fan Palm is proposed to define the north edge of the Jackson/Harrison Streetscape. The palms should be of uniform height and plumb vertical. Due to the current lack of availability of the historic filifera species, the robusta or Mexican Fan Palm has been proposed.

***Pinus eldarica***  
**(*Mondell Pine*)**

The Mondell Pine is proposed as the south edge planting of the Jackson/Harrison Streetscape. Its rapid dense growth and eventual substantial size will provide good screening of the railroad area to the south.



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## Primary Streetscape Landscape

### *Ulmus parvifolia "True Green"* (*Evergreen Elm*)

The Evergreen Elm is proposed for Primary Streets as it is one of two trees selected for Downtown by the City Landscape Architect. The "True Green" variety is more upright in its branching pattern than that of the species and thus is well suited to an urban and pedestrian character.

### *Brachychiton populneum* (*Bottle Tree*)

The Bottle Tree is proposed because it is also one of two trees chosen by the City of Phoenix Landscape Architect for use in Downtown Phoenix.

## Other Primary Trees:

### *Parkinsonia species* (*Palo Verde*)

### *Prosopis species* (*Mesquite*)

### *Jacaranda species* (*Jacaranda*)

## Residential Street Landscape

### *Dahlbergia sissoo* (*Sissoo Tree*)

The Sissoo Tree is proposed because it replicates the color, form and texture of the historic Cottonwoods yet does not have any of the problems associated with the Cottonwood such as invasive roots and high water consumption.

### *Gledisia triacanthos* (*Honey Locust*)

The Honey Locust is proposed because it recalls the practice of the area settlers to bring plants from their home states to their new home in Phoenix.

## Other Residential Trees:

### *Acacia saligna* (*Desert Willow*)

### *Parkinsonia species* (*Palo Verde*)

### *Prosopis species* (*Mesquite*)



## Shrubs

Shrubs are proposed to be massed in significant linear groupings, at appropriate spacings, which foster a mass of a singular shrub type. A "tossed salad" effect or token planting of shrubs should be avoided.

- Nerium oleander varieties  
(Oleander)
- Plumbago capensis  
(Cape Plumbago)
- Punica granatum varieties  
(Pomegranite)
- Ruella californica  
(Ruella)
- Salvia greggi  
(Reg Sage)
- Simmondsia chinensis  
(Jojoba)
- Tecoma stans  
(Yellow Bells)

## Vines

Vines are proposed to be incorporated with arcades and walls to provide shade, texture and color.

- Antignon leptosus  
(Queens Wreath Vine)
- Macfadyena unguis-cati  
(Cat Claw Vine)
- Mascagnia species  
(Orchid Vine)





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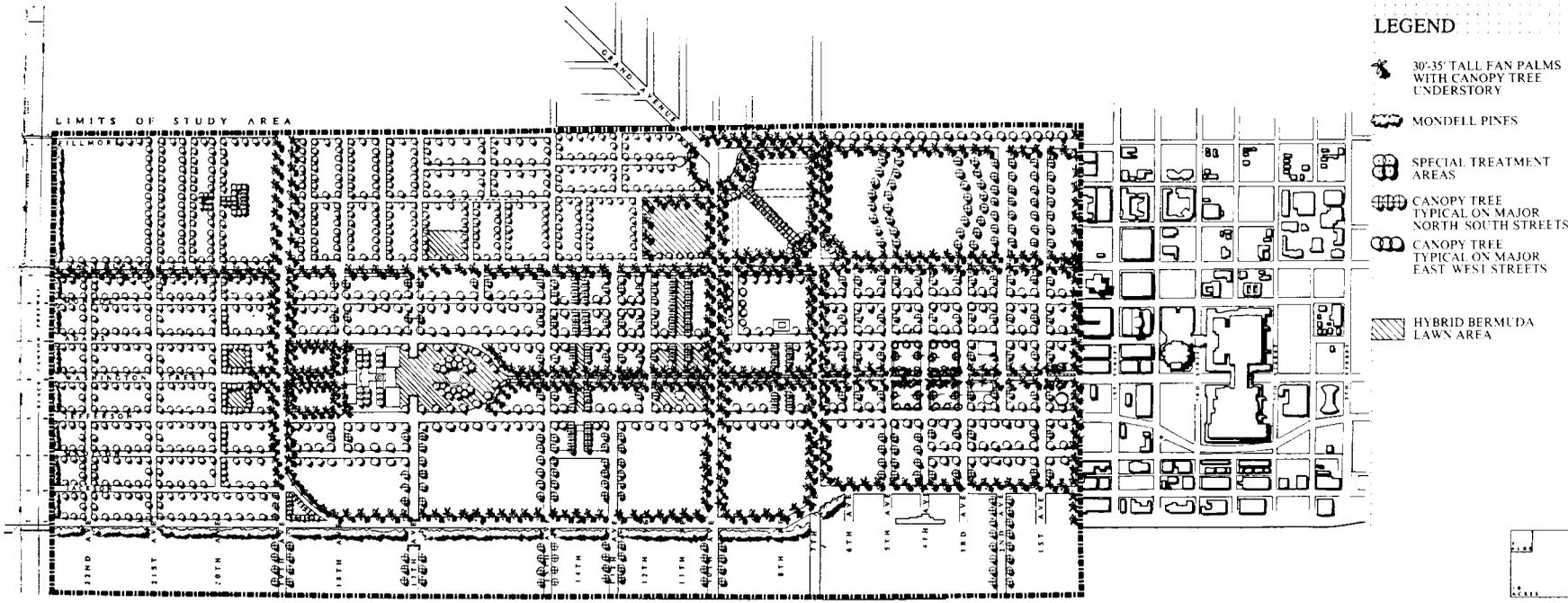
### **Ground Covers**

Ground covers are proposed to be massed to create significant areas of a singular species and they should be spaced in a manner to completely cover a given area in a reasonable amount of time.

Acacia ongerup  
(Trailing Acacia)  
Dalea greggi  
(Trailing Indigo Bush)  
Lantana montevidensis  
(Trailing Lantana)  
Myoporum parvifolium  
(Trailing Myoporum)  
Rosmarinus o. "prostratus"  
(Prostrate Rosemary)  
Verbena species  
(Verbena)  
Hybrid Bermuda Lawn

### **Succulents and Cacti**

Token plots of succulents and cacti should be avoided. If succulents are important to a particular design concept, these materials should be placed in large pots or containers.



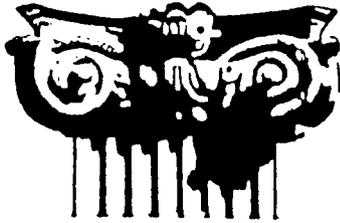
**LEGEND**

-  30'-35' TALL FAN PALMS WITH CANOPY TREE UNDERSTORY
-  MONDELL PINES
-  SPECIAL TREATMENT AREAS
-  CANOPY TREE TYPICAL ON MAJOR NORTH-SOUTH STREETS
-  CANOPY TREE TYPICAL ON MAJOR EAST-WEST STREETS
-  HYBRID BERMUDA LAWN AREA

**LANDSCAPE PLAN**  
**GOVERNMENTAL · MALL · URBAN · DESIGN · PLAN**

↑ NORTH

ARCHITECTURE ONE, LTD.  
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## **LIGHTING**

### **Street Light:**

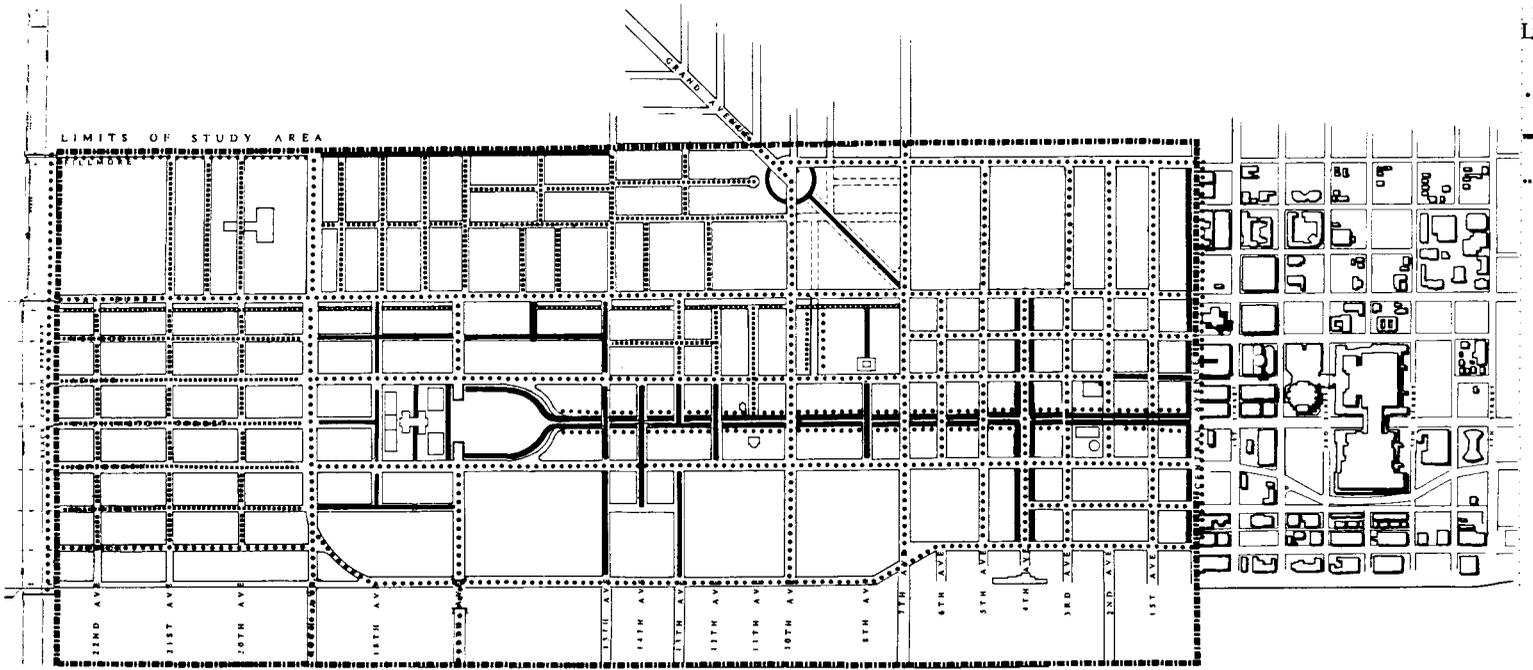
Three basic types of light fixtures are proposed for the Governmental Mall. The largest, most dominant fixture is a high intensity street luminaire. Its style should be simple and conform to the design selected for the Central Avenue improvements. It should be distinguished from other similar fixtures by incorporating a metal grill logo between the pole and the fixture arm. The logo is derived from the grill work found on the windows of the Carnegie Library and the Capitol Building. The grill work should be painted the accent color blue.

### **Theme Light:**

The second fixture type is a lower intensity, pedestrian scale thematic luminaire. The luminaire is made up of a sandstone veneer over a concrete masonry core. The head of the luminaire is a metal grill which again matches the Carnegie Library and the Capitol Building and is painted blue. The lens should be 1/4" thick translucent white polycarbonate. The luminaire is capped with a pre-cast concrete cap which should match the color of the sandstone. Lamping should match that of the street luminaires since the two lights will be in close proximity to each other. In addition to the areas indicated on the plan, the thematic luminaire should be located at 30' on center on both sides of each street in the Capitol and Downtown pedestrian precincts in a pattern as indicated on the detailed streetscape plans.

### **Historic Light:**

The third fixture type is the historical luminaire. It is a black cast aluminum pole, 12' in height, with an 18" diameter translucent polycarbonate sphere. The pole should replicate those which flank the entry to the Carnegie Library. This fixture should occur on both sides of the residential streets at 60' on center as well as in the mixed-use area north of Adams between 10th and 15th Avenues.



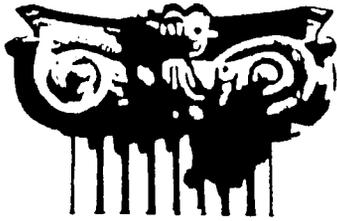
- LEGEND**
- ..... STREET LUMINAIRES
  - PEDESTRIAN SCALE THEMATIC LUMINAIRES
  - ..... HISTORICAL LUMINAIRES

4.5A

**LIGHTING PLAN**  
**GOVERNMENTAL · MALL · URBAN · DESIGN · PLAN**

↑

ARCHITECTURE ONE, LTD.  
 IN ASSOCIATION WITH QUIMING LO  
 CONSULTANTS



## **SIGNAGE**

The purpose of the signage guidelines is to encourage continuity and quality throughout the Governmental Mall. Signs are used for three basic purposes: identification, direction of movement and advertisement.

These guidelines will emphasize solutions which address building identification and direction of traffic but will downplay the advertisement aspect of the sign; in fact, they should discourage direct advertisement.

The guidelines make recommendations which may be less or, in some cases, more restrictive than the governing signage ordinance. In instances where conflicts between these recommendations and the governing ordinance occur, it is recommended that the appropriate variances be sought.

### **Identification**

Signs and graphics should assist a visitor in identifying buildings, building complexes and major tenants. The identification should be made from the adjacent roadway. Once the visitor is on the site, identification signs become directional.

### **Direction of Movement**

Signs and graphics must direct a visitor to his destination in a safe, convenient and efficient manner. This may be done by identifying destination "targets" and indicating direction of travel. Direction may be indicated by arrows or other symbols or by sign placement.

When viewed in this manner, it can be seen that several small signs are a better solution for leading a visitor through the interior of a site to his specific destination (i.e., visitor parking for a specific tenant), and that a few larger signs work best for identifying the general destination (i.e., building or building complex). These guidelines have been based on this approach.



The guidelines are organized based on the following characteristics of signs:

Character  
Type and size  
Design and configuration  
Color

Lettering style  
Material  
Illumination  
Setbacks  
Setting

### **Character**

The overall character of the signage should reflect a quality, dignified image. In the balance between overstatement and understatement, the weight would shift to understatement. With a clean, uncluttered streetscape, excess is unnecessary.

### **Sign Type and Size**

Signs have been organized into two basic categories: Identification Signs and Directional Signs. Within these two categories there are several types:

#### **IDENTIFICATION SIGNS**

##### **Building Mounted Sign**

A building mounted sign is limited to the display of the building name and addresses or the name and/or symbol of the division, department, tenant or business occupying the building, and the building address. No more than the name of one tenant or the building name should be displayed, together with the building address. No message or advertising of any kind is permitted.

Wall signs for retail shopping and restaurant tenants should be located so that the top of the sign is no closer to the roofline than twice the vertical dimension of the sign. Tenant signs should be limited to one per tenant. Each sign should not exceed 25 square feet in area with a maximum height of 24".

Only the name and/or symbol in freestanding letters (no sign board) or letters integral with the architecture should be used. The symbol or logo and letters may be up to 24 inches in height.

A maximum of one building mounted sign per street frontage. If building is set at 40 to 50 degrees to street, two signs may be allowed, one per building elevation.

Sign height shall be consistent with governing ordinances and in no case may the top of the sign be closer to the roofline than twice the vertical dimension of the sign.



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### **Ground Mounted Building or Building Complex Identification Sign**

This sign identifies a single building or a cluster of buildings which is an entity. It should not identify more than three tenants in addition to the complex namesake (i.e., The ABC Building and The Washington Cafe).

This sign should be set perpendicular to the street. It should not interfere with sight visibility triangles.

This sign is recommended for large, multi-building sites (large sites with two or more occupied buildings as determined by the City).

This is the largest sign that may be used, and may have a maximum face of 80 square feet per side, or 2 square feet per lineal 10 feet of property frontage, whichever is smallest, excluding base, with up to two sides. Height of sign may not exceed 5 feet including base. There should be no more than one such sign per frontage street per project.

This sign may contain the names mentioned above, address numbers, and logo/symbol only.

### **Ground Mounted Entry Identification Sign**

This sign type may identify entrances to a given site. It may have the word "ENTRANCE" and/or an arrow plus the name and/or address of the building and/or major tenants (up to three tenants). This sign should be located no closer than within 300 feet of a ground mounted single building identification sign.

An Entry Identification sign may have a maximum face of 48 square feet per side, or 1.5 square feet per 10 lineal feet of property frontage, whichever is less, excluding base, and with up to two sides. The sign should not exceed 5 feet in height, including base. Maximum of one sign per main entry into site.



## **DIRECTIONAL SIGNS**

These signs may direct visitors to various on-site destinations. They may display the destination (building) name, building address, visitor parking, etc. and have arrows or other symbols.

These signs may have a maximum face of 9 square feet per side, excluding base; on a maximum of two sides; and be a maximum of 4 feet in height, including base. The signs should not be readily visible from streets.

These signs may regulate traffic direction and speed, parking, etc. They include "STOP" signs, "ONE WAY" signs, speed limit signs, handicapped signs, etc.

These signs must meet City standards for face size, face design, reflective qualities, height and other uniformities which make them instantly recognizable as traffic signs. However, it is encouraged that the signs have uniform material and background color and utilize the same base and mounting system utilized on other signage on the site.

No set limit on number of signs is recommended. The quantity of such signs will be determined on a case-by-case basis.

## **Temporary Signs**

The use of only one temporary development sign per street front plus one financing or leasing sign (after obtaining building permits) per development parcel is encouraged. Additional individual signs are discouraged except for small (maximum 4 square feet) directional signs for the direction of construction traffic.

The sign background should be from a selection of the colors from the color palette herein.

Sign size to be consistent with the governing Ordinance.





The remaining sign area should be limited to identification of the following and no other information:

- Developer, Agency or Governmental Body
- A concise identification of the development or building
- A rendering of the development or building
- The projected date of completion
- The construction lender
- The real estate brokerage firm
- The general contractor
- The architect
- The landscape architect
- The structural engineer
- The civil engineer
- The mechanical engineer
- The electrical engineer

No temporary signs should be located so as to reduce the safe flow of vehicles and pedestrians.

All temporary development signs should be removed prior to occupancy except on multi-building projects where temporary development signs may be placed near new construction after a completed phase is occupied.



### **Design and Configuration**

All signs, except traffic regulation signs for each parcel, should be designed as a single system, of like materials, construction methods, and should follow these guidelines.

Each sign should be square or rectilinear in shape and composed of one piece. It should have no moving parts.

### **Color**

All signs except temporary signs, traffic regulating signs, traffic regulating signs and logos, should have a maximum of three colors, one for the base, another for the face and a third color for the lettering. When a business name is in itself a business logo, it is exempt from these recommended color restrictions. Colors should be from the color palette herein.

### **Lettering Style**

All lettering on all signs except business logo types should be of the same lettering style on each parcel. The lettering style may be one of the following or very similar:

OPTIMA  
TIMES ROMAN  
BASKERVILLE  
SOUVENIR

### **Material**

All sign posts and panels should be of a permanent, quality construction of: aluminum, copper or sheet metal; if painted, paint with a fade-resistant, durable, exterior finish; edges should be eased with no visible welds; natural stone or concrete with free-standing letters or letters cast into sign are also recommended. Panels should be plumb and square with no bows or warps. Exposed bases should have a smooth, durable, even architectural finish as illustrated herein.





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## **Illumination**

Detached identification signs may be illuminated by continuous and uniform internal illumination, or ground lighting which meets the City of Phoenix Dark Sky Ordinance.

Identification Wall Signs may be illuminated by internal illumination or back lighting provided that the color and intensity of such lighting appears as an integral part of the overall architectural and site concept.

Exposed neon signage should be limited to retail uses only unless it is integral to the architectural design concept for a commercial building. The use of neon in an integral manner is discouraged for governmental buildings.

No sign illumination should cause a glare which will be visible from any street or access drive.

## **Setbacks**

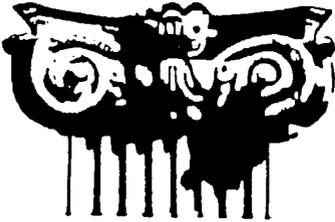
All sign setbacks, except site wall and building mounted identification signs, should be no less than 15 feet from edge of curb or behind the streetscape development, whichever is greater.

## **Setting**

Signs should be integrated into the landscape. For this reason, ground mounted signs are encouraged whenever practicable. Care must be taken to integrate free-standing signs into planting beds or to have clean base connections when in lawn areas. Thought should be given to landscape backdrop.



## 5. IMPLEMENTATION

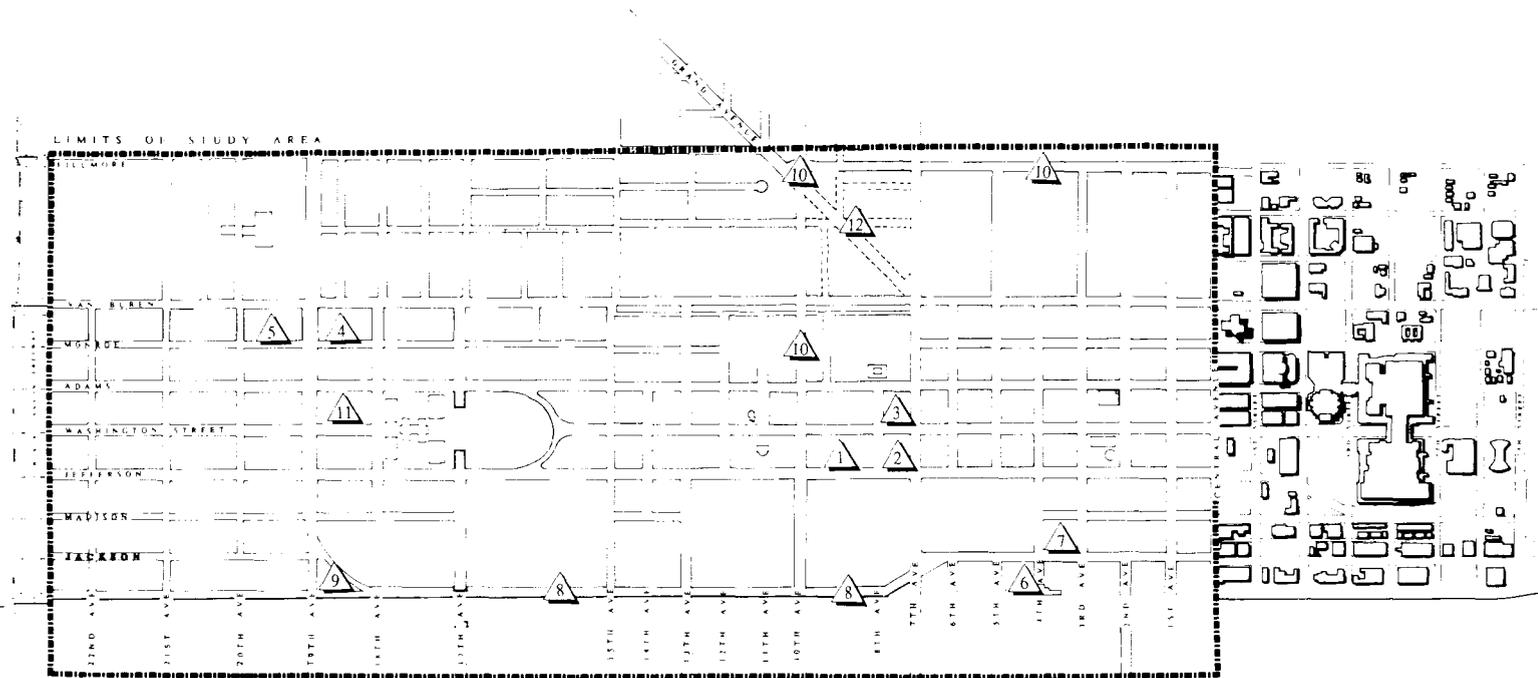


## DEVELOPMENT PRIORITIZATION

The development prioritization is divided into three categories: Governmental Land Acquisitions, Infrastructure Projects, and Building Projects. The State Department of Administration will provide prioritization and schedules for plan update.

The acquisitions and projects indicated on the plans are not all inclusive but are important to the process of implementing the Urban Design Plan. The key priority is to close the gap between the west end of the Governmental Mall along Washington and the Downtown core. The acquisitions, infrastructure and building projects are proposed with this in mind. The current demand for new State office space and private development activity near Carnegie Library will help drive this prioritization concept. Private development has not been included in these prioritization plans since those projects are generally market driven and hence more difficult to foretell. However, the priorities indicated establish a framework from which private development can benefit.

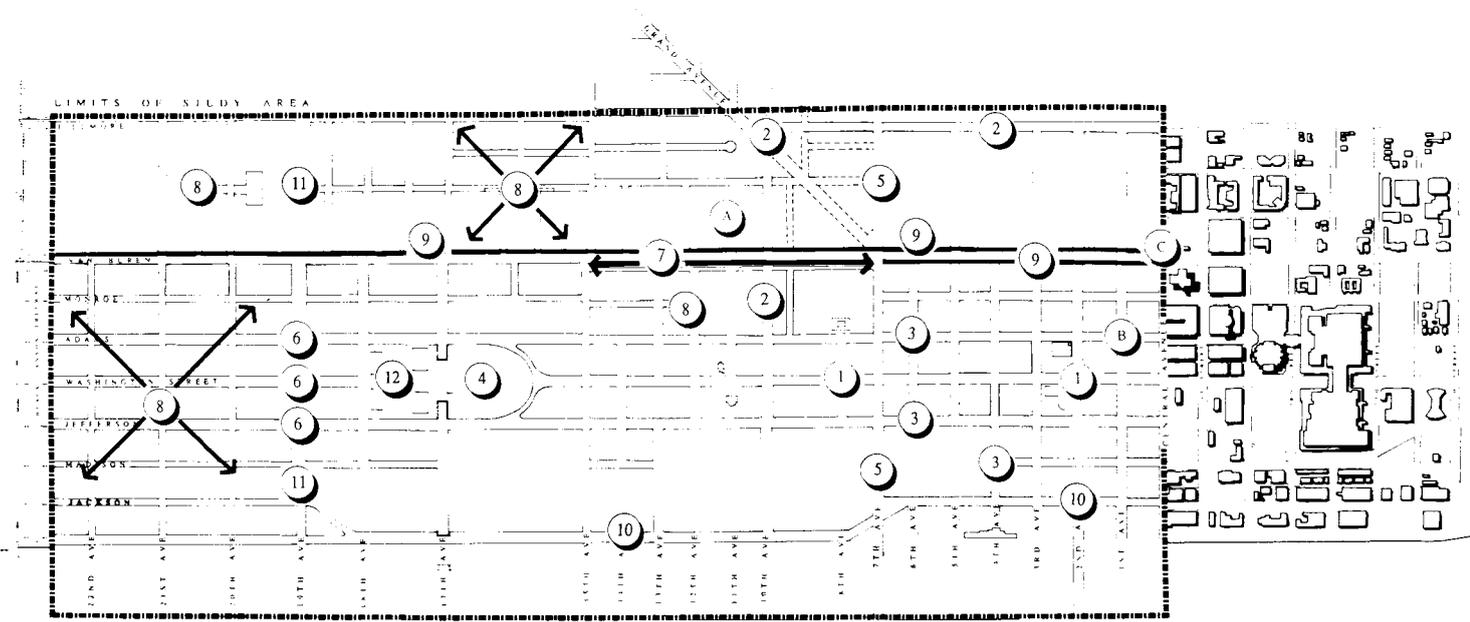




### RECOMMENDED GOVERNMENTAL LAND ACQUISITIONS

- 1 STATE EXPANSION SITE
- 2 STATE EXPANSION MIXED-USE SITE
- 3 STATE EXPANSION SITE
- 4 STATE EXPANSION SITE
- 5 STATE EXPANSION SITE
- 6 TRAIN STATION
- 7 COUNTY EXPANSION SITE
- 8 JACKSON HARRISON STREETS RIGHTS-OF-WAY
- 9 INDUSTRIAL SITE FOR LANDSCAPE FEATURE
- 10 10th AVENUE AND HILMORE RIGHTS-OF-WAY
- 11 STATE EXPANSION SITE
- 12 POTENTIAL REDEVELOPMENT SITE

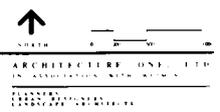
**PRIORITIZATION PLAN** RECOMMENDED GOVERNMENTAL LAND ACQUISITIONS  
**GOVERNMENTAL · MALL · URBAN · DESIGN · PLAN**



**INFRASTRUCTURE PROJECTS**

- A. UNIVERSITY PARK REURBISHMENT
- B. ADAMS STREET STREETSCAPE
- C. CENTRAL AVENUE STREETSCAPE
- 1. WASHINGTON STREET STREETSCAPE & TRANSIT
- 2. 10th AVENUE & FILMORE IMPROVEMENTS
- 3. ADAMS, JEFFERSON AND 4th AVENUE STREETSCAPE
- 4. BOLDEN PLAZA REURBISHMENT & UNDERGROUND PARKING
- 5. 7th AVENUE STREETSCAPE
- 6. 19th AVENUE GATEWAYS
- 7. WOODLAND PARK IMPROVEMENTS & GATEWAYS
- 8. NEIGHBORHOOD STREETSCAPE & LIGHTING
- 9. VAN BUREN STREETSCAPE (NORTH SIDE)
- 10. JACKSON/HARRISON IMPROVEMENTS & STREETSCAPE
- 11. 18th AVENUE STREETSCAPE & RAILROAD EDGE
- 12. CAPITOL GROUNDS

• DENOTES PROJECTS CURRENTLY IN DESIGN OR CONSTRUCTION



**PRIORITIZATION PLAN** INFRASTRUCTURE PROJECTS • DESIGN & CONSTRUCTION  
**GOVERNMENTAL • MALL • URBAN • DESIGN • PLAN**

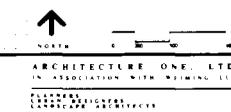
**BUILDING PROJECTS**

- A PHOENIX MUNICIPAL CENTER
- B STATE SUPREME COURT
- C D.E.S. BUILDING
- D PALACE WEST THEATER
- E COUNTY EXPANSION & PARKING GARAGE
- 1 STATE BUILDING
- 2 STATE BUILDING
- 3 STATE OR FEDERAL BUILDING
- 4 MIXED-USE PROJECT
- 5 STATE BUILDING
- 6 STATE IN-FILL BUILDING
- 7 STATE INFILL BUILDING
- 8 STATE INFILL BUILDING
- 9 STATE PARKING STRUCTURES
- 10 STATE BUILDING
- 11 STATE BUILDING
- 12 STATE BUILDING
- 13 STADIUM AND ASSOCIATED MIXED-USE DEVELOPMENT

• DENOTES PROJECTS CURRENTLY IN DESIGN OR CONSTRUCTION

•• DENOTES REQUIREMENT FOR NEW STRUCTURED PARKING

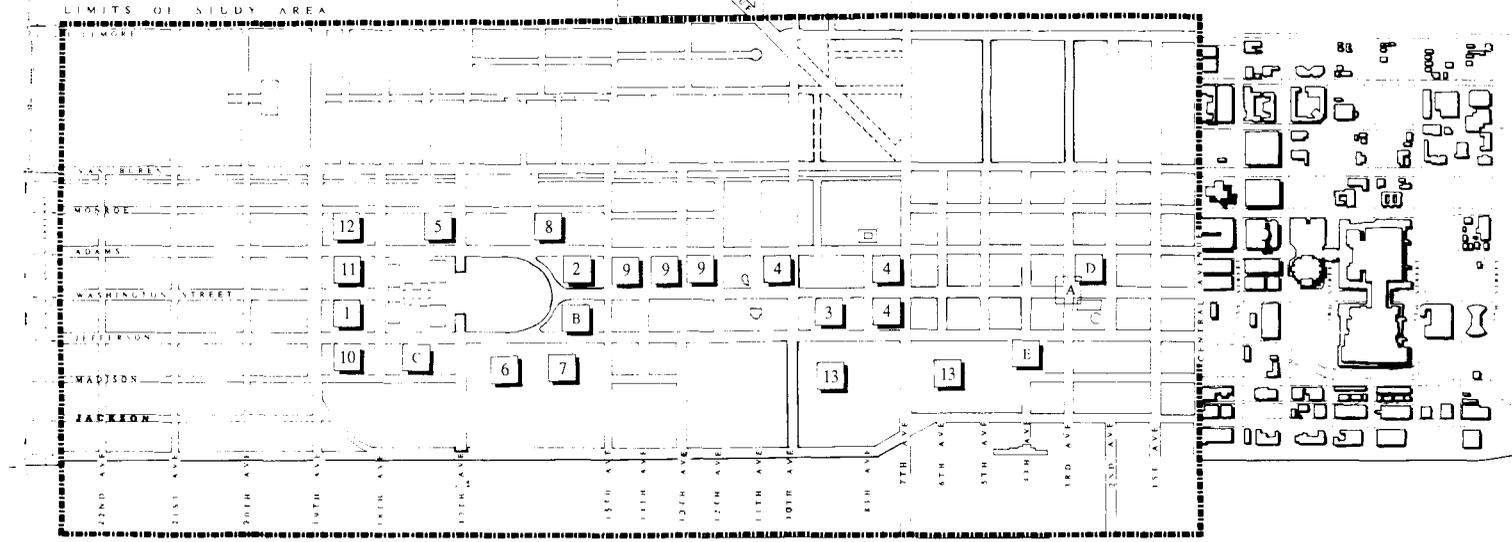
NOTE: NUMBERS INDICATE RECOMMENDED SITES



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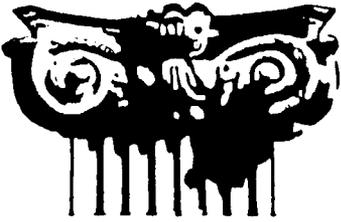
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LIMITS OF STUDY AREA



**PRIORITIZATION PLAN** BUILDING PROJECTS • DESIGN & CONSTRUCTION

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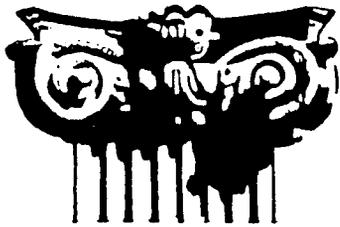
## **DEVELOPMENT REVIEW**

Under State law, the Governmental Mall Commission will review and approve or disapprove requests for permission to develop structures or sites, or award construction contracts for new buildings or improvements within the Mall. The Commission will review all demolition permits and any building permits (other than interior remodeling) which exceed a value of \$25,000. This Plan supercedes all other adopted plans in this area. To the extent that City of Phoenix plans are inconsistent with this Plan, the Governmental Mall Urban Design Plan shall prevail.

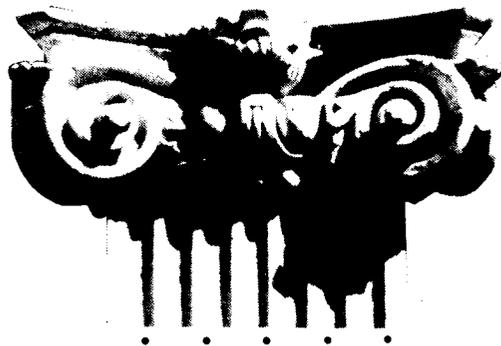


### AGENDA FOR ACTION

The Governmental Mall Commission will do the following: appoint a subcommittee to prepare an Implementation Plan; hire an Executive Director to provide staff support and guidance; and adopt rules for administering and amending the Plan.



COST ESTIMATES (Reserved)



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